

**City of Concord, New Hampshire
Architectural Design Review Committee
February 10, 2015**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, February 10, 2015 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jennifer Czysz, Elizabeth Hengen and Jay Doherty. Craig Walker of the Code Administration Division and Nancy Larson, Heather Shank and Patricia Murray of the City Planning Division were also present.

The ADRC met in order to review the proposed design of certain sites, buildings, building alterations, and signs that are on the Planning Board's regular agenda for February 18, 2015, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

1. Consideration of the following applications under the provisions of Section 28-9-4(f), Architectural Design Review, of the Zoning Ordinance.
 - a. **Application by Latchis Properties LLC, on behalf of Willow Mauck, requesting Architectural Design Review Approval for one (1) new 4 sq. ft. non-illuminated affixed sign, at 55 South Main Street, within the Central Business Performance (CBP) District. MBLU: 34-5-2**

The applicant was not present. The committee questioned of the sign was affixed or hanging. Mr. Walker will confirm before the Planning Board meeting if the sign is hanging or affixed.

Ms. Hengen recommended Design Review approval for the application by Latchis Properties LLC, on behalf of Willow Mauck, requesting Architectural Design Review Approval for one (1) new 4 sq. ft. non-illuminated affixed sign, at 55 South Main Street, MBLU: 34-5-2, as submitted. Mr. Doherty seconded the recommendation.

- b. **Application by The City of Concord, requesting Architectural Design Review Approval for one (1) replacement 106.5 sq. ft. internally illuminated freestanding sign, at 15 Loudon Road (Douglas Everett Arena), within the Institutional (IS) and the Open Space Residential (RO) Districts. MBLU: 114-3-1**

Phil Bilodeau was present. The Committee confirmed that the sign would be internally illuminated. Mr. Doherty stated the curved top part of the sign was nice and easy to read. The Committee expressed a recommendation to change the lighting to a warm white light. The sign maker stated the lighting is judged by the lumens and he wasn't sure of the exact specifications and the LED used but they can certainly accommodate the recommendation for warm lighting.

Discussion ensued regarding the proposed six lines of text space which has increased from four on the existing sign. Mr. Walker stated they received a variance for the square footage of the sign. Ms. Hengen expressed concerns that the City is not conforming to its own zoning ordinance. Mr. Walker stated the application did go before the ZBA for the variance. He also stated that this location is unique compared to other Institutional Zoning Districts as it is adjacent to a Gateway Performance District. Signs of this dimension are permitted across the street. The reasoning behind granting the variance is that this is a very

public place needing to attract public attention on a very busy street and the additional height was necessary for people coming off the highway.

Ms. Hengen stated the sign has so much information on it. Mr. Doherty asked why there were three business web addresses at the bottom. Mr. Bilodeau explained that there are retail outlets inside the arena and there are contractual obligations with those tenants. Ms. Hengen suggested that rather than advertising their presence to identify their presence. She finds the advertising very hard to read and the three different logos very cluttered which makes it denser and harder to read. She also stated that for two out of the three businesses, using their web address makes the name crowded. Mr. Doherty stated having the web address doesn't do much for the sign. The Committee agreed that the web addresses were unnecessary. Ms. Czysz stated it isn't unusual to have just the logo and the business name and it would be difficult to read the web address in traffic. Ms. Hengen suggested staggering the logos left to right so they are not all lined up. Mr. Bilodeau stated this is a design representation and they are coming to the Committee for input and these are welcome ideas. Ms. Hengen questioned the need for six lines of changeable text. Mr. Bilodeau stated in the past when advertising shows/events there was not enough room with only four lines of text.

In summary, the Committee feels that overall the aesthetics on the top part of the sign works; because of the explanation, the additional text lines are fine; the lower part needs work. Suggestions to improve the lower part of the sign are get rid of the web addresses, organize the logos differently so it's more readable and identifying i.e., focus on the identity of each entity, by locating the logos on alternating sides of the sign. Ms. Hengen noted that she hopes the reason for the extra height is directly tied to visibility from the highway ramp because if it's still not visible it makes her uncomfortable to violate the City's sign ordinance. Mr. Bilodeau replied that the conversation at the ZBA considered that traffic exiting the highway would naturally be in the right hand lane and with the old sign would be halfway across the bridge before realizing a left hand turn is necessary. In order to take a left hand turn, jumping three lanes of traffic is necessary. He stated that was one of the important reasons for the additional height of the sign.

Mr. Doherty, recommended Design Review approval for one (1) replacement 106.5 sq. ft. internally illuminated freestanding sign, at 15 Loudon Road (Douglas Everett Arena), MBLU: 114-3-1, as submitted with the recommendations to reorganize the lower panel of the sign that displays the three tenants in the building to make their names more visible by removing the web addresses and placing more focus on the business name, and to reorganize the business logos for more readability by staggering their locations. The Committee concurs with the need for the extra height of the sign because it will ensure a safer access to the Arena given the road conditions. Ms. Czysz seconded the recommendation.

2. Application by Bedford Design, Inc. on behalf of Center at Triangle Park Inc. requesting Architectural Design Review approval for the construction of a 140 unit elderly (over 62 years old) 3 story housing development proposed for 19 & 25 Triangle Park Drive and 177-181 Pembroke Road in the GWP (Gateway Performance) and the OFP (Office Performance) Districts. Map/Block/Lot: 111H/4/21, 111H/4/22, & 111B/1/16

George Chadwick, Bedford Design, and Chris Trevisani, Calamar Enterprises, were present to speak to the application. Mr. Trevisani gave an overview of the company. Calamar got into the senior housing business 20 years ago through the HUD 202 program. That evolved into building independent living facilities for people with incomes above the eligibility requirements. They currently have 14 facilities similar to the proposed facility located in the Northeast and Midwest. The proposed is an independent facility; there will be no services or transportation. There will be a large community room and a lifestyle

coordinator on staff. The proposed facility will have 41 one-bedroom units (625 to 800 sq. ft.) and 99 two-bedroom units (800 – 1000 sq. ft.). Each unit has washers and dryers but there will also be a community laundry facility to accommodate larger wash loads. He stated it is critical to the tenants to keep the dwelling units under one roof. Surface parking will be scattered throughout with one main entrance by the community room. The building will be three story wood frame slab construction. He stated by keeping all the units under one roof they were required to apply for a variance for building length. The length limitation is 160 linear feet and they are at 395 linear feet. The area is zoned office park so they also applied for a variance for zoning and use. He stated it abuts residential neighborhoods with McKenna's Purchase to the west. They also applied for a variance for lot frontage. The three variances were granted by the Zoning Board of Adjustment.

Mr. Trevisani stated the building will have protrusions and they have proposed two types of vinyl siding in two different colors to help break of the mass of the building. Cultured stone material will be used to provide architectural character. There are varying roof pitches and cupolas to further provide architectural details and relief. Each unit has individual heating/AC controls and trash chutes.

The Committee had several questions/comments for the applicant. Comments include: the two front windows at the lower level on either side of the main entrance are odd in the sense of being offset and small; four smaller windows at the gable ends were suggested; the location of the rear entrance doors is odd in that they do not line up with windows above; break up the length of the building by using the proposed tan bands at other elevations; the placement of handicap parking requires people to walk through the parking lot to gain access to the building; add frame or casing to windows and doors that are not showing them; adjust the bump outs; add more community green spaces; the garages are not located near an entrance to the building; break up roof lines to mitigate the size of the building; draw the roof lines on the concept plan as they are actually proposed; and the quantity of handicap parking does not seem sufficient.

The Committee would like the applicant to return with revised plans.

3. Any other business which may legally come before the Committee.

As there was no further business to come before the Committee, the meeting adjourned at 9:41 am.

Respectfully submitted,

Nancy Larson
City Planner