

**City of Concord, New Hampshire
Architectural Design Review Committee
October 13, 2015**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, October 13, 2015 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jen Czysz, Jay Doherty, and Claude Gentilhomme. Craig Walker of the Code Administration Division and Nancy Larson, Heather Shank, Beth Fenstermacher 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 October 21, 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 Millwood Partners LP VII on behalf of Cabinet Depot, requesting ADR approval to install one (1) new 24 sf non-illuminated affixed wall sign at 254 Sheep Davis Road in the Gateway Performance (GWP) District. *MBL: 111H/3/3***

The applicant was not present. Discussion ensued regarding the finish detail of the proposed sign. The black shading is inconsistent and lacks neatness.

Mr. Gentilhomme recommended Design Review approval as submitted with the comment that the quality of construction of the sign was poorly executed. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

- b. Application by BJJ Investments Inc. on behalf of Papa John's Pizza, requesting ADR approval to install one (1) new 58.50 sf internally illuminated freestanding sign at 234 N. Main Street in the Urban Commercial (CU) District. *MBL: 55/5/11***

The applicant was not present.

Ms. Czysz recommended Design Review approval as submitted. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

- c. Application by 41 South Main Street, LLC requesting ADR approval to install one (1) new 21 sf wall sign consisting of internally illuminated channel letters at 41 S. Main Street in the Central Business Performance (CBP) District. *MBL: 34/4/7***

The applicant was not present. Ms. Czysz noted that the blue font against the blue background makes it difficult to read.

Mr. Doherty recommended Design Review approval as submitted with the recommendation that the bar behind the letters be painted blue or black, and that the blue sign letters be sufficiently different from the color of the house to stand out. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

- d. Application by Flomac Limited Partnership on behalf of CosmoProf, requesting ADR approval to install one (1) new 35 sf wall sign consisting of internally illuminated channel letters, and one (1) new 26 sf internally illuminated tenant panel in an existing freestanding sign at 8 Loudon Road in the Gateway Performance (GWP) District. *MBL: 114/1/1***

Bob Perry, Sousa Signs, was present to speak to the application. He stated it's a new sign in a new location.

Discussion ensued regarding the freestanding sign and how the other panels will look.

Mr. Gentilhomme recommended Design Review approval as submitted. Mr. Doherty seconded the recommendation. The recommendation passed unanimously.

- e. Application by Sienna Investments, LLC on behalf of Elements Massage, requesting ADR approval to install one (1) new 20 sf wall sign consisting of internally illuminated channel letters, and one (1) new 5.25 sf internally illuminated tenant panel sign in an existing freestanding sign at 265-273 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111E/1/12***

Tom Quinn, Gamit Signs, was present to speak to the application. Mr. Gentilhomme questioned the channel lettering on the wall mounted sign. Mr. Quinn replied that the wires go through the wall on each individual letter.

Mr. Gentilhomme recommended Design Review approval as submitted. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

- f. Application by Sienna Investments, LLC on behalf of Hair Cuttery, requesting ADR approval to install one (1) new 16.25 sf internally illuminated wall sign, and one (1) new 5.67 sf internally illuminated tenant panel sign in an existing freestanding sign at 265-273 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111E/1/12***

Cliff, NH Signs, was present to speak to the application.

Mr. Doherty recommended Design Review approval as submitted with the understanding that the sign will be aligned horizontally and scaled vertically to match previously approved signs for this building. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

- g. Application by Centerco Concord, LLC on behalf of SLEEPY'S, requesting ADR approval to install one (1) new 59.04 sf wall sign consisting of internally illuminated channel letters, and one (1) new 15 sf internally illuminated tenant panel on an existing freestanding sign at 240 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111B/3/14***

Bob Perry, Sousa Signs, was present to speak to the application.

Mr. Gentilhomme recommended Design Review approval as submitted. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

- h. Application by Centerco Concord LLC on behalf of The Vitamin Shoppe, requesting ADR approval to install one (1) new 29.83 sf wall sign consisting of internally illuminated channel letters, and one (1) new 18 sf internally illuminated tenant panel on an existing freestanding sign at 240 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111B/3/14***

A representative from Access Sign was present. He stated the tenant panel will be split with Sleepy's, the other tenant.

Ms. Czynsz recommended Design Review approval as submitted. Mr. Doherty seconded the recommendation. The recommendation passed unanimously.

2. Application by Penacook Community Center requesting ADR approval as part of a Major Site Plan application for construction of a new 40,000 sf 1-story building and related site improvements at 99 Village Street in the Medium Density Residential (RM) and General Commercial (CG) Districts. MBL: 143P/29 143P/30, 143P/31 (2015-29)

Doug Proctor, the Turner Group, was present to speak to the application. Also present was Deb Cuddahy, Executive Director, Penacook Community Center. The project consists of a new community center building which includes child care and adult senior care. The senior area and the gym will be located at the front of the building and the child care area wraps around to the back of the building where there will be an outdoor playground. The side parking area will be limited to staff parking and the entrance for child/senior care will be off Village Street. The scale of the building was revised in deference to the neighbors keeping the height at the center of the building where the music room and cafeteria will be housed. There will be a roof monitor for the indoor play area. The PCC logo and colors will be used. Door frames and window frames will be blue. Siding will be colonial red metal with three shades of beige vinyl siding. The small entrance roofs will have timber frames.

Ms. Shank stated the applicant had applied for and received variances for use in the district and parking. An eight foot fence will be installed. She also stated that staff comments include relocating the proposed walkway coming from the street to not go between two parking spaces. Discussion ensued regarding the walkway and pedestrian circulation. The walkway should be better protected.

Mr. Doherty requested samples of the building materials and colors.

Mr. Gentilhomme recommended Design Review approval as submitted with the requirement that the applicant and Planning Staff come to an agreement regarding the location of the pedestrian walkway off of Village Street and that the applicant return to the ADRC with color and finish samples. Ms. Czynsz seconded the recommendation. The recommendation passed unanimously.

3. Application by O'Reilly Auto Parts requesting ADR approval as part of a Major Site Plan application for construction of a new 7,385 sf building and related site improvements at 189 Fisherville Rd. in the General Commercial (CG) District. MBL: 204P/73 (2015-30)

Ms. Shank informed the committee that the applicant requests postponement until November 10, 2015.

Ms. Czynsz recommended postponement of Design Review approval to the November 10, 2015 meeting held at 8:30am in the Second Floor Conference Room at 41 Green Street. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

4. Application by Flomac Limited Partnership, on behalf of Lake Sunapee Bank, requesting ADR approval as part of a Major Site Plan application to construct a new bank drive through window and stacking lane at 8 Loudon Road in the Gateway Performance (GWP) District. MBL: 114/1/1

A representative from NES Group and Josh from Advantage Signs were present. The applicant is proposing to add a drive through lane and window to service a new branch of Lake Sunapee Bank. The bank with drive through is a change of use from the previous retail/medical office use, and proposes to utilize 3,828 sf of floor area in the existing building at 8 Loudon Road.

The sign application consists of a replacement sign in the Lexan panel and an illuminated aluminum building sign. A revised drawing was distributed. Mr. Walker noted they would need to apply for a waiver to not provide the by-pass lane.

Mr. Gentilhomme recommended Design Review approval as submitted with revisions distributed at the ADRC meeting to use the gold lettering with blue background design for the monument sign. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

5. 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 9:45 am.

Respectfully submitted,

Heather Shank
Assistant City Planner