

**City of Concord, New Hampshire  
Architectural Design Review Committee  
August 7, 2012**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, August 7, 2012, in the Second Floor Conference Room in City Hall, at 8:30 a.m.

Present at the meeting were members Elizabeth Durfee Hengen, James Doherty, Claude Gentilhomme, and Ron King. Gloria McPherson, Steve Henninger, Becky Hebert, and Donna Muir of the City Planning Division were also present, as was Craig Walker, Zoning Administrator.

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 August 15, 2012, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

**Agenda Items**

- **Application by Butter's Fine Food and Wine, LLC, requesting Design Review approval for a new panel in an existing freestanding sign and a new affixed sign at 249 Sheep Davis Road, within the Gateway Performance (GWP) District.**

Mr. Henninger explained that the application was for a new panel in an existing freestanding sign and a new affixed sign.

Mr. Russ Aubertin, from Advantage Signs, and Kristy Ammann, from Soiree Cakery, LLC, were present on behalf of the applicant.

The ADRC discussed the reuse of Butter's existing Main Street hanging sign, which the Committee felt had more character, instead of the new affixed sign. Ms. Ammann stated that the hanging sign wasn't as visible at the new space on Sheep Davis Road, as it was on North Main Street; however, she will be utilizing the hanging sign inside the new shop.

Mr. King moved to recommend approval of the new panel in an existing freestanding sign and a new affixed sign, as submitted. Ms. Hengen seconded the motion. Motion carried unanimously.

- **Application by Spirit Halloween requesting Design Review approval for two new affixed signs at 270 Loudon Road, within the Gateway Performance (GWP) District.**

Mr. Henninger reported that the application was for two new affixed signs.

Mr. Michael Cutting, from Spirit Halloween, was present on behalf of the applicant. Mr. Cutting stated that the shop will be located in the old Circuit City building, and one sign will face D'Amante Drive, and the other will face Sheep Davis Road. He stated that the signs are temporary and will be removed by November 10, 2012. He explained that once the signs are removed, Spirit Halloween

will repair the facing of the building where the signs were. Mr. Walker stated that the repair of the building facing is part of the requirements for temporary signs.

Ms. Hengen moved to recommend approval of the two new affixed signs as submitted. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by Sleepy's requesting Design Review approval for a new affixed sign, a new window sign, and two replacement panels in two existing freestanding signs at 77 Fort Eddy Road, within the Gateway Performance (GWP) District.**

Mr. Henninger stated that the application was for four new signs – one affixed, one window sign, and two replacement panels.

Mr. Rick Donnelly, NH Signs, was present on behalf of the applicant. Mr. Donnelly explained that the window sign would be vinyl and the affixed sign will be channel letters on a raceway. The affixed sign and the two replacement panels will be internally lit.

Mr. Doherty suggested that the raceway bar be painted to match the building eifs.

Mr. King moved to recommend approval of the new window sign, the two replacement panels in the two existing freestanding signs, and the affixed sign, with the recommendation that the raceway bar on the affixed sign be painted to match the building eifs. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by NH Odd Fellow Home, Inc., requesting Design Review approval for two new freestanding signs at 200 Pleasant Street, within the Institutional (IS) District.**

Mr. Henninger explained that the application was for two new freestanding signs.

Mr. Russ Aubertin, from Advantage Signs, was present on behalf of the applicant.

The ADRC discussed the application for the new sign which will be located on the lawn near the rock wall and landscaping. This sign is proposed to be internally lit channel letters on a fabricated stainless steel base.

Mr. Aubertin stated that the applicant has applied for a variance for this sign.

Pending the decision on the variance, the ADRC provided the following recommendations on the sign. The Committee was generally not in favor of the internally lit letters. They also noted that the sign is not well integrated with the existing landscaping and stone wall. It was suggested that the sign be curved to match the wall and moved as close as possible to the wall or anchored to the wall. It was also suggested that additional landscaping be provided in front of the wall to integrate the sign into the existing landscaping. The ADRC asked the applicant to provide a plan which shows the curve of the sign, its location relative to the wall and additional landscaping. The ADRC also suggested that the letters be smaller and the color of the lights be changed to a cream or ivory color.

The ADRC will review the revised sign next month if the variance has been granted.

The ADRC reviewed the application for the smaller sign which will replace the current freestanding sign at the entrance of the property. It was recommended that the font for the street address be changed to match the organizational name, that a black border be added around the sign, and that the posts be black.

Mr. Doherty moved to recommend approval of the freestanding sign at the entrance of the property, with the recommendations that the font for the street address be changed to match the organizational name, that a black border be added around the sign, and that the posts of the sign be black. Mr. King seconded the motion. Motion carried unanimously.

- **Application by Tom Smith / Depot Antiques & Toys requesting Design Review approval for two revised hanging signs and a revised affixed sign at 32 North Main Street, within the Central Business Performance (CBP) District.**

Ms. McPherson stated that the application was for a revised hanging sign, a revised affixed sign and a new hanging sign. She explained that it was a single business with 2 street addresses, 2 storefronts and 2 doors, but that only one door is not used and all customers enter through the door on the right.

Mr. Russ Aubertin, from Advantage Signs, was present on behalf of the applicant. He stated that the orange and blue colors of the two revised signs more closely represented the color that would be used for the Trains and Hobbies signs, to replicate the Lionel Train company colors.

The ADRC discussed that the signs were confusing as there was too much information on the signs; there was no cohesiveness in the design and colors of the 3 signs; the signs for the train side of the store are too big for the space; and the signs did not make clear to potential customers what business was what or where to enter the store.

Mr. Walker stated that he would need to revisit the applications as to whether this was considered a single store or two separate stores with one entrance.

Mr. Gentilhomme moved to recommend that the signs be redesigned to provide graphic unity among all three signs and for the applicant to come back to the Committee with revisions. Ms. Hengen seconded the motion. Motion carried unanimously.

- **Application by the Concord Boys & Girls Club, Inc., requesting Design Review approval for the redesign of the parking lot and vehicular access, with related paving, drainage, landscaping, lighting and associated site improvements and the upgrade of Bradley Street, located at 55 Bradley Street. (2012-0033)**

Ms. McPherson stated that the applicant had reconfigured the pedestrian walkway to an 8-foot wide multi-use path, which will provide access to both Kimball Park and the Boys & Girls Club. She stated that the dumpster pad will be on the Bradley Street side of the property and will have wood screening and plantings. She stated that there were some issues with the early morning pick up of trash possibly disturbing the neighbors.

Mr. Frank Anzalone, from Frank Anzalone Associates, Susanne Smith Meyer, landscape architect, and Chris Emunds, from the Concord Boys & Girls Club, were present on behalf of the applicant.

Ms. Smith Meyer reviewed the revised landscape plan and stated that it meets the City's landscaping requirements.

Mr. Anzalone discussed the reconfigured pedestrian walkways and stated that there are very few children who walk to the Boys & Girls Club. He also explained the grading difficulties that have limited the options for placing the sidewalks and still comply with the requirements of the ADA.

Mr. King moved to recommend approval of the site and landscape plans. Mr. King seconded the motion. Motion carried unanimously.

- **Application by Bindery Redevelopment, LLC, for Design Review approval for revisions to the storefronts and cornice for a previously approved building, mechanical screening and revised lighting at 43-45 South Main Street, within the Central Business Performance (CBP) District. (2011-0034)**

Ms. Hebert reported that the applicant had submitted revised graphics which included the changes to the roof top mechanical screening, cornice, storefronts, and the addition of awnings. The applicant will come before the ADRC again in the future with a name plate for the building.

Mr. Steve Duprey and John Chorlian, of Duprey Properties, and Jason Blais, Project Manager for Opechee Construction, were present.

Mr. Duprey explained that he would like to add awnings with lighting in them, but he hasn't decided on a color yet. He plans to match the color of the mechanical screening, fourth floor window trim, and the awnings. Mr. Duprey stated that none of the signage shown on the elevations is part of this application and will return to the ADRC in the future. He also reported that the cornice will consist of an eight inch band with a twelve inch cornice on top.

Mr. Duprey informed the Committee that there will be a conduit installed, which will support a future plan for up-lighting the building on the east elevation. Ms. Hebert stated that the City's Site Plan Regulations do not allow for up-lighting; however, a design charette is planned for October, which will look at lighting for the whole of the downtown.

The ADRC discussed the changes proposed to the cornice of the building and recommended that it still doesn't appear strong enough for the size of the building. It was suggested that the white concrete located at the center of the fourth floor windows be moved to where the reveal is, making a continuous band above the windows.

Mr. Gentilhomme moved to recommend approval of the revisions with the recommendation that the white concrete located at the center of the fourth floor windows be moved to where the reveal is above the windows. It was decided that the color choices for the mechanical screening, windows, and awnings would be presented to Planning Staff for approval. Mr. King seconded the motion. Motion carried unanimously.

- **Application by Evolution Realty, LLC, for Design Review approval for revised building lighting for a previously approved building at 10 Langdon Avenue. (2012-0039)**

Mr. Henninger explained that the lighting for the project had been approved by the Planning Board, as part of a previous site plan approval. He stated that the approval consisted of three wall packs located on the side of the building.

Ms. Hilary Harris, architect and owner of the property, was present. She stated that the three approved wall packs did not highlight the mural on the north elevation of the building. She submitted two options one with three down lights in the eaves of the building, and an option showing two up-lights set 15 feet back from the building. Ms. Harris expressed her opinion that the up-lighting would be more appealing and prevent the scalloping effect of the down lights.

Ms. McPherson stated that although the applicant found the up-lighting to be the preferred options, the applicant would need to request a waiver from the Planning Board and amend the site plan approval to allow the up-lighting. She advised the applicant to speak with Mr. Henninger in order to be placed on the Planning Board's September agenda if she wanted to pursue the up-lighting, and noted that the 3 down-lights could be approved administratively as a minor change from the approved wall packs.

- **Discussion regarding potential changes to previously approved signage at Buffalo Wild Wings, located at 8 Loudon Road. (2012-0009)**

Mr. Henninger stated that the applicant wanted to obtain comments regarding the potential changes to the signage, awnings, mechanical screening, and railings. Changes include removing the checkerboard color on the mechanical screening and on the front entrance, and replacing the tri-color pattern on the railing with a solid black color.

Mr. Walker stated that the size of the signs exceed the allowable square footage. Mr. Henninger noted that the applicant was planning to submit for September for approval to modify the building and signage.

The ADRC agreed that the proposed changes to the building façades were appropriate.

- **Discussion regarding proposed site plan and architectural elevations for a retail motor fuel facility, including convenience store with a drive-through donut shop and two fuel dispensing areas each with an overhead canopy, located at 1 Whitney Road. (2012-0038)**

Mr. Henninger explained that the applicant was looking for comments from the ADRC prior to the ADRC making a formal recommendation. He stated that the project is located at Exit 17, on Whitney Road, and will consist of a convenience store with a drive-through donut shop and two fuel dispensing areas.

Mr. Frank Monteiro, from MHF Design Consultants, Inc., Tom Danieluk, from Drake Petroleum Co., and Richard Uchida, from Hinckley, Allen, Snyder, LLP, were present on behalf of the applicant.

The ADRC discussed the location of the truck fueling canopy, which is set nearest to Route 4. Mr. Monteiro responded that it is important to separate the truck traffic from the other vehicles and the only place it works with this site is to have it on the Route 4 side of the property.

The ADRC suggested that the applicant consider using a peaked roof for the building. Mr. Monterio advised the committee that the applicant is considering this modification.

The ADRC suggested that instead of using flat canopies for the fuel dispensing areas, perhaps a gable or mansard roof could be used that would tie into the peaked roof on the building. Ms. Danieluk suggested that the orientation of the building could be altered with dormers placed on the side elevation facing Route 4. Ms. McPherson suggested matching the look of the proposed freestanding sign to the canopies, giving them a pergola look. The building trim should also be coordinated. The applicant suggested that the posts of the canopies could also be trimmed out to complete the look.

The landscaping plan was discussed, and Mr. King suggested that landscaping be provided at the base of the building between the sidewalk and the building. Mr. Henninger noted that the landscape plan was currently incomplete and that they would be providing a new plan soon.

Ms. McPherson requested existing pictures of the site be provided with the updated submittal to allow the ADRC and the Planning Board to better visualize the context of the project.

There was no further business to come before the Committee, and the meeting adjourned at 10:25 a.m.

Respectfully submitted,

Gloria McPherson  
City Planner

GM/djm