

**City of Concord, New Hampshire
Architectural Design Review Committee
November 8, 2011**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, November 8, 2011, in the Second Floor Conference Room in City Hall at 8:30 a.m.

Present at the meeting were Elizabeth Durfee Hengen, Ron King, and Claude Gentilhomme. Ms. McPherson, Mr. Henninger, Ms. Hebert, and Ms. 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, building, building alterations, and signs that are on the Planning Board's regular agenda for November 16, 2011, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to architectural design review.

Agenda Items

- **Associated Enterprises, Inc. for an awning sign at 138 North Main Street.**

Mr. Henninger stated that the applicant is proposing to replace the existing lettering on the existing awning.

Ms. Amy Cushing, owner of The Nutrition Station, was present. She stated that the awning would be the same green background with white lettering using exaggerated capitals, with the name of the establishment centered on the front of the awning. She stated she would provide a graphic showing the changes for the upcoming Planning Board meeting.

The ADRC recommended approval of the sign as described.

- **Bektash Temple for one freestanding sign at 189 Pembroke Road.**

Mr. Henninger stated that the applicant had provided a new description of the sign graphic, but had not provided the Committee with a new location. Currently, the existing sign is located within the public right-of-way.

The ADRC recommended approval of the sign with the requirement that the sign be relocated to be in compliance with the Zoning Ordinance requiring a five-foot setback. The Committee also recommended that landscaping be provided at the base of the sign, and that the background color for the top panel hosting the "Bektash Shriners" name be different from the other panels.

- **Brand Central Station for one new affixed sign at 254 Sheep Davis Road.**

Mr. Henninger explained that the application is for one new affixed sign.

Mr. Christopher Browher and Mr. Andrew Hodgkins from United Sign Associates were present on behalf of the applicant.

The ADRC recommended approval of the sign as submitted.

- **Concord Christian Academy for revisions to an existing freestanding sign at 37 Regional Drive**

Mr. Henninger stated that the applicant had not provided revisions as previously requested, so no further action was necessary by the ADRC at this time.

- **DEW Properties, LLC, for the 4 Crescent Street Professional Complex for one freestanding sign at 4 Crescent Street.**

Mr. Henninger reported that the application was for one freestanding sign.

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

Ms. Hebert stated that the location of the proposed sign is where a kiosk sign is supposed to be installed. The ADRC and Planning Board approval of the site plan included the pedestrian oriented sign at the corner of Crescent and Canal Streets. She stated that this freestanding sign should be located at the other end of the site near the building's main driveway.

The ADRC recommended approval as submitted, with the requirement that the sign be relocated to the building's main driveway at the other end of Canal Street. It was also recommended that sign be incorporated into the site landscaping.

Mr. Aubertin advised that he would have a revised plan for the Planning Board's consideration on November 16th.

- **McDonald & Kanyuk, PLLC, Attorneys At Law for two panels on a new freestanding sign at 89 North State Street.**

Mr. Henninger reported that the application was for two panels on a new freestanding sign at 89 North State Street.

Mr. Russ Aubertin from Advantage Signs, Inc. was present on behalf of the applicant. He provided the Committee with a new design graphic, as the applicant preferred the rectangle sign to the oval sign. He stated that the existing post and brackets would be used. The Committee noted that they preferred the revised sign.

The ADRC recommended approval of the sign as revised.

- **Men's Warehouse for an affixed sign at 62 D'Amante Drive.**

Mr. Henninger stated that the applicant is requesting an additional fixed sign on the south side of the building facing Michael's. The sign is the same as one recommended for approval at last months' ADRC meeting facing D'Amante Drive.

Mr. Tim Sullivan from Barlo Signs was present. He stated that the sign represents the corporate logo.

The ADRC recommended approval of the sign as submitted.

- **North Star Holdings, LLC, for a new freestanding sign at 10 Green Street.**

Mr. Walker stated that the sign graphic is from a different location, but describes the sign being applied for at the 10 Green Street location.

Mr. Dan St. Hilaire, the applicant, was present. He stated that the sign background would be white and the lettering would be black, similar to the graphic presented, but with a slightly larger font. He is using an aluminum channel to secure the signs to the post. The top of the posts will have decorative balls.

The ADRC recommended approval of the sign as submitted, with the recommendation that spacers be inserted between the signs to keep the signs distinct.

- **Outfitters Thrift Store for revision to an existing freestanding sign and a new hanging sign at 20 ½ South Main Street.**

Mr. Henninger stated that the application was for a revision to an existing freestanding sign and a new hanging sign at the Outfitters new location at 20 ½ South Main Street.

Mr. Russ Aubertin from Advantage Signs was present on behalf of the applicant. He stated that the existing sign would be refaced.

Mr. Henninger suggested that the background of the changeable sign could be the same pale blue as the top portion of the sign.

Mr. Aubertin said that the entire sign is internally illuminated, and that he could recommend to his client that the variable message sign portion be black with white letters, which would have opaque edges. He stated that recognizing that this is a preexisting sign; he will make the changes and provide revisions to the Planning Board.

The Committee noted that this was an existing grandfathered sign.

The ADRC recommended approval of the sign as submitted, and recommended that the background of the changeable copy area be black with white letters. The ADRC suggested the applicant consider the use of the existing changeable sign area for tenant identification signs.

- **Slot Car Corner for a new affixed sign at 322 Village Street.**

Mr. Henninger explained that this application was for a new affixed sign at 322 Village Street.

Mr. Dickie Pearson, the owner, was present to respond to any questions regarding the application. He stated that the brackets for the sign were preexisting on the roof, and that there are other brackets in place for other building tenants. He stated that the sign would not be illuminated, and that the colors represent the company logo.

Mr. Gentilhomme suggested the need for a more prominent black border around that sign. Ms. McPherson advised that a ½ inch black border would be appropriate for a sign this size.

The ADRC recommended approval of the sign as submitted, with the recommendation that a ½ inch black border be placed around the sign.

- **Consideration of a Master Sign Plan for the Duprey Center, LLC, located at 49 South Main Street. (2011-0047)**

Mr. Henninger stated that this master sign plan for 49 South Main Street included signs for the League of NH Craftsman and the Greater Concord Chamber of Commerce.

Mr. Stephen Duprey, the building owner, and Mr. Russ Aubertin from Advantage Signs, were present. Mr. Duprey stated that the setback of the building from the build-to-line and the bump-out on the front of the building have created problems with the placement of the signs for the building.

He explained that the freestanding sign was reduced in height and made more for pedestrians than for drivers, based on the recommendations received from the ADRC. Ms. Hebert said that the base of the freestanding sign doesn't appear to be what was discussed at the previous ADRC meeting. A review of the minutes revealed that Mr. Henninger had suggested that granite be used for the base of the freestanding sign instead of brick.

Mr. King stated that as the light poles and the trees come right out of the sidewalk, perhaps the freestanding sign could have the base below ground so the sign appears to come out of the sidewalk. Mr. Duprey suggested that the post for the sign could be incorporated in an iron base which would provide a ground level planter for annuals at the base of the sign.

Mr. Duprey reported that he understands that the banners will need licensing by the City Council, and stated that he would like the support of the ADRC for the design of the banners. Mr. Walker stated that the City has concerns with having banners for each business on the light posts. Mr. Duprey replied that the banners are for nonprofit tenants in the building. Mr. Walker explained that the City wouldn't be able to allow one group "nonprofits" to have banners with their organization names, and not allow another group "commercial establishments" to have similar banners.

The ADRC recommended approval of the etched signs for the League of NH Craftsman and the Greater Concord Chamber of Commerce as submitted.

The Committee found the aesthetics of the proposed signage as shown to be acceptable. The Committee did not comment on the request for the license to install the "private" banner signs in the City right-of-way on City maintained street lights.

- **Building plans and signage for renovations at Applebee's at 260 Loudon Road. (2011-0036)**

Mr. Henninger explained that the changes to the building façade include a new tower at the entrance way, updated awnings, and new signage. The applicant will be keeping the brick face of the building the same.

The ADRC recommended approval of the renovations as submitted.

- **Architectural Design Review Information Brochure.**

Mr. Henninger explained that revisions to the Architectural Design Review Information Brochure were still pending.

There was no further business to come before the Committee, and the meeting adjourned at 9:40 a.m.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

SLH / djm