

**City of Concord, New Hampshire
Architectural Design Review Committee
October 8, 2013**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, October 8, 2013 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jennifer Czysz, Frederick Richards, Ron King, and James Doherty. Steve Henninger, Becky Hebert and Patricia Murray of the City Planning Division were 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 16, 2013, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

- a. Application by Northeast Credit Union, requesting Design Review Approval for a new hanging sign and two affixed signs at 1 South Main Street, within the Central Business Performance (CBP) District.**

Mr. Bob Lester, Northeast Credit Union, and Kate Foley, CATCH, were present to discuss the application. Mr. Richards asked if the sign on the cross piece was lighted. Mr. Lester replied that none of the signs are lighted.

Mr. King made the motion to recommend Design Review approval for a new hanging sign and two affixed signs at 1 South Main Street as submitted. Mr. Richards seconded the motion. The motion passed unanimously.

- b. Application by The Mortgage Center/St. Mary's Bank, requesting Design Review Approval for an affixed sign at 2 Pillsbury Street, within the Institutional (IS) District.**

Mr. Bob Perry, Sousa Signs, was present to discuss the application. Mr. Perry advised the committee that the sign would be mounted inside the glass and would be the only sign for this tenant.

Mr. King made the motion to recommend Design Review approval for an affixed sign at 2 Pillsbury Street as submitted. Ms. Czysz seconded the motion. The motion passed unanimously.

- c. Application by New England College, requesting Design Review Approval for one affixed sign at 62 North State Street, within the Central Business Performance (CBP) District.**

Mr. Bob Perry, Sousa Signs, was present to discuss the application. The committee noted the down lighting fixture proposed by the applicant was acceptable.

Mr. Richards made the motion to recommend Design Review approval for one affixed sign at 136 North State Street as submitted. Mr. Doherty seconded the motion. The motion passed unanimously.

d. Application by Eddy Plaza Associates, requesting Design Review Approval for a replacement affixed sign at 56 Fort Eddy Road for Five Guys, within the Gateway Performance (CWP) District.

Mr. Tim Sullivan, Barlo Signs, was present to discuss the application. Ms. Hebert noted that the proposed tenant had not yet submitted plans for the conversion of the existing retail space (Hallmark) to a restaurant use.

Mr. Richards made the motion to recommend Design Review approval for a replacement affixed sign at 56 Fort Eddy Road for Five Guys as submitted with the contingency that the applicant obtain the required permits from the City for the building renovations/upgrades. Mr. Doherty seconded the motion. The motion passed unanimously.

e. Application by Thomas Cheney and the Zaremba Group, LLC for a Dollar General Store at 197 and 207 Fisherville Road, requesting Design Review Approval, for a new 9,278 square foot retail building and site improvements including parking, paving, curbing, lighting and landscaping, within the General Commercial (CG) District.

Mr. Henninger introduced the project which includes the subdivision of three lots and the demolition of the sole existing residential building. Ms. Erin Lambert, Nobis Engineering, and Mr. Scott Holeman, Zaremba Group, were present to discuss the application. Ms. Lambert gave an overview of the plans noting placement of the common driveway, plantings, parking, riprap apron, bio-retention system and infiltration pond. Mr. King asked if the entrance could be softened and staff noted that the area in front of the doorway should be expanded and the opportunity existed to create a more curvilinear sidewalk from the building from Fisherville Road. Ms. Lambert stated that the entrance will need to be modified to accommodate the 15' fire access. She explained that in addition to the plantings detailed on the plans there will be street trees as required along the frontage of Fisherville Road.

City staff noted the relatively barren landscaping in front of the building, and suggested that the bio-retention pond be designed with in a more curvilinear or organic fashion. Ms. Lambert advised the committee that the landscape plan was being revised to address the concerns raised by staff including eliminating conflicts between the landscaping and the lighting and utilities plan. Mr. Holman asked that the proposed street trees be located so as not to block the view of the building. Mr. King noted that tree trunks do not impede the view into the site. Mr. Henninger noted that any street trees proposed would need to be placed so as to avoided conflicts with the overhead power line along Fisherville Road on that side of the street.

Mr. Holeman outlined the building details including the glass areas on the side of the building and the entrance. He also brought a sample of the vinyl siding they intend to use. Discussion ensued regarding the glass areas and replacing them with architectural features. Mr. Holeman noted that the windows were faux windows except at the storefront entrance.

Mr. Doherty indicated his concern for a boxy looking store and stated that since this is the first of many businesses to occupy that growing area it is an opportunity for them to set the bar. He suggested several features including a water table or bottom band as a base to the building.

The committee suggested that the applicant revise the front and south façade to better articulate the barren box. The committee felt the proposed shutters were inappropriate and suggested architectural treatments to break up the façade. Mr. Holeman proposed the use of painted masonry board along the base and in

columns. The committee advised the applicant that they would not attempt to design the façade, but the applicant should return with the architect at the next ADRC meeting on November 12th with some alternative designs for the exterior façades. The committee noted that the metal clad pitched roof, vinyl siding and the use of masonry board were acceptable at this location but the façade design needed to be more interesting. The committee did not object to the internally illuminated affixed box sign as proposed by the applicant.

Mr. Holden advised the committee that their comments would be brought back to the project architect and revisions to the elevations and site plan will be presented at the next ADRC meeting.

Mr. Henninger advised that the applicant submit should a design for the proposed free-standing sign by the next meeting and noted that pole covers and landscaping at the base need to be incorporated in the design.

- Other Business

1. A representative was present to discuss the application by Upton and Hatfield LLP, requesting Design Review Approval for window replacement at 10 Centre St. Ms. Hebert explained that this application was not on the agenda and that she had spoken with David Meeken, Cedar Mill Group and he would advise when the revised plans were ready to come before the Committee.
2. Mr. Henninger alerted the Committee about an application by Burger King for a replacement sign at their 21 Hall Street establishment. The committee had no concern with the replacement sign which matches three already approved signs on the building.

As there was no further business to come before the Committee, the meeting adjourned at 9:30 am.

Respectfully submitted,

Stephen Henninger
Asst. City Planner