

**City of Concord, New Hampshire
Architectural Design Review Committee
May 8, 2012**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, May 8, 2012, in the City Council Chambers, at 8:35 a.m.

Present at the meeting were members James Doherty, Duene Cowan, and Jennifer Czysz. Stephen Henninger, and Becky Hebert 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 May 16, 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 for Concord Nissan – (Forget and Boucher, LLC) for design review approval for three new affixed signs to be installed on the Manchester Street frontage at 175 Manchester Street within the Highway Commercial (CH) District.**

Mr. Henninger presented the signs to the committee. No one was present representing the application.

The committee noted that the locations proposed for the "Concord" and "NISSAN" signs conflicted with the building lighting fixtures and may need to be relocated.

Mr. Cowan moved to recommend approval of the design for the three new affixed signs with the recommendation that the "Concord" and "NISSAN" signs be lowered and aligned with the metal band on the service bay to avoid the building light fixtures and for the appearance of the signs. The motion was seconded by Ms. Czysz. Motion passed unanimously.

- **Application by The Purple Pit Jazz Club (Tom Lemieux) for design review approval for a new affixed sign located at 3 Pleasant Street Extension, within the Central Business Performance (CBP) District.**

Ms. Hebert presented the revised application to the Planning Board and reported that this application is a revision to a sign application that was tabled by the Planning Board on April 18, 2012. At the April meeting, the ADRC made the following suggestions: (1) the background board be omitted if possible; (2) the name of the business be arched to mimic the arch of the doorway, if the background board is omitted; and/or (3) the background mounting board be arched to mimic the door archway. Ms. Hebert noted that the revised sign does not take into consideration any of the ADRC recommendations, and the sign does not appear to be centered over the doorway.

Steve Garara, owner, was present and advised that the sign had already been fabricated based on a misunderstanding on their part. Mr. Walker advised the sign has been installed under a temporary permit for 45 days.

The ADRC discussed the application. It was the consensus of the ADRC that the nighttime appearance of the sign was appropriate. The committee still had concerns with the box incorporating the neon and the exposed wiring and conduit leading from the building entrance to the sign.

Mr. Cowen made the motion to recommend approval of the sign on a temporary basis for six months, allowing time for the applicant to redesign the box reinforcing the brick arch. Either painting of the electrical conduit below the sign to match the brick should be done immediately or relocating the electric conduit so it's not visible. Mr. Henninger suggested using foam board painted black to create mock ups of the revised design for the box, have the applicant take pictures, and bring the pictures back to the ADRC for further consideration. The motion was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by Goodhart Associates, LLC for design review approval for three new affixed signs at 70 Commercial Street, within the Opportunity Corridor Performance (OCP) District. A Conditional Use Permit (CUP) has been requested to install the larger affixed sign at the top of the building.**

Mr. Henninger presented this application to the committee and advised the committee that a CUP is required to place the larger identification sign above the sill of the second floor windows.

Robert Perry from Advantage Signs and Paul Cole from Foxfire Management were present to represent the owner. Mr. Perry submitted revised plans for the Social Security Administration sign and for the canopy mounted "70 Commercial Street" sign. The Social Security Administration sign has been reduced significantly and will be located next to the main entrance. The font on the "70 Commercial Street" canopy sign was changed to match the font on the main identification sign.

Mr. Cowen moved to recommend approval of the Conditional Use Permit and to recommend approval of the signs as submitted and revised on May 8, 2012. The motion was seconded by Ms. Czysz. Motion passed unanimously.

- **Application by New to You (Nicole Vera) for a new panel within an existing double-sided hanging sign and a new affixed sign, located at 15 Pleasant Street, within the Central Business Performance (CBP) District.**

Ms. Hebert noted that the application is for replacement panels in existing signs. It was also reported that the signs have already been installed, and the owner is applying for a permit after-the-fact. Ms. Hebert noted that the existing double-sided hanging sign is internally lit.

No one was present to represent the applicant.

The ADRC noted that the colors in the business logo and text on the signs do not match, and the lettering and logo for the hanging sign is not centered in the sign.

Ms. Cowen moved to recommend approval of the affixed sign and to recommend approval of the hanging sign with the recommendation that a replacement panel be provided with matching logo and text and that the graphics on the double sided hanging sign be centered in the panel. The motion to recommend approval was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by the Concord Cooperative Market for design review approval for the installation of three new affixed signs, located at 24 South Main Street, within the Central Business Performance (CBP) District.**

Because he is the architect for this project, Mr. Cowen recused himself from consideration of this application.

Ms. Hebert reported that the application is for three affixed signs to be mounted on building facades. The proposed channel letters are to be halo lit.

Mr. Perry from Advantage Signs was present to on behalf of the applicant.

Ms. Czysz noted that the brick was a darker shade than that shown on the application and the signs would have sufficient contrast against the darker brick. It was noted that the signs were appropriate for the location and use proposed.

Ms. Czysz moved to recommend approval of the three affixed signs as submitted by the applicant. The motion was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by American Brake Service (Robert Hall) for design review approval to install two new awnings with signs, at 59 Pleasant Street, within the Civic Performance (CVP) District.**

Ms. Hebert pointed out the signs will not be illuminated and will be similar to the signs used when the business was located on Loudon Road.

Glenn Schadlick, from NE-OP-CO Signs, reported that the end of the awning on the Pleasant Street side will have a curved terminus. He also noted that the awning will cover up an unattractive air conditioning unit, and the temporary banner will be removed when the awning is installed.

Mr. Cowan moved to recommend approval of the awnings and signs as submitted. The motion to recommend was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by Granite State College/Gateway Center for design review approval to install a new affixed sign which requires a CUP, and two new replacement sign panels in an existing freestanding sign, located at 25 Hall Street, within the Gateway Performance (GWP) District.**

Mr. Henninger presented the application to the committee.

Scott Aubertin was present on behalf of the applicant and advised the raceway would be located just under the grey band at the top of the building and would be painted to match the wall below the band. Mr. Aubertin advised the sign was intended to be visible from I-93.

The committee discussed the placement of the sign with the applicant. It was agreed to center the sign over the three southernmost windows on the third floor. It was the consensus that this would be the best placement and would provide more separation from the window for the lower case "g" in College.

Mr. Henninger noted the replacement panels in the freestanding sign appeared to enhance the appearance of the sign and the committee concurred.

The ADRC found the placement and design of the “Granite State College” sign between the roof and the third floor windows to be appropriate and

Mr. Czysz moved to recommended approval of the Conditional Use Permit and to recommend approval of the affixed sign as submitted with the recommendation the sign be centered over the three southernmost windows and the two replacement panels be approved in the existing free-standing as submitted. The motion was seconded by Mr. Cowen. Motion passed unanimously.

- **Application by CVS Realty for design review approval for five new affixed signs, located at 155 Loudon Road, within the General Commercial (CG) District.**

Mr. Henninger presented the application to the committee. He noted the Planning Board previously advised the applicant that the signs for the CVS/pharmacy as originally proposed were oversized and were not in harmony with the design of the building. The current application is for two signs with letters three feet tall and 21” tall with 75.18 square feet of sign area. A third 25 square foot sign “Drive-Thru Pharmacy” facing Loudon Road has also been requested. The three signs are in compliance with the Zoning Ordinance, and the main signs are 56 percent the size of the original proposal.

Mr. Henninger noted that two internally illuminated signs are proposed on the drive-thru canopy of seven square feet. These signs are standard for the franchise, but are only visible within a few feet of the canopy on-site and are primarily visible to the single family residences along Burns Avenue. Mr. Henninger recommended that they not be illuminated or relocated, so as not to be visible from the residential area to the immediate north.

The applicant’s agent requested the signs be retained. Mr. Henninger noted the City has, over the years, received complaints from neighbors when lighted signs are directed towards residential areas. The applicant’s agent suggested that the signs not be illuminated. This change was acceptable to the ADRC.

Mr. Czysz moved to recommend approval of two “CVS/Pharmacy Signs” and the “Drive Thru Pharmacy” sign as submitted by the applicant and further recommended the two canopy signs be approved without any internal illumination. The motion was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by Fellowship Housing Opportunities for design review approval for façade renovations and the redesign of the parking layout with related paving, landscaping, drainage, and associated site improvements, for property located at 10 Jackson Street, within the Downtown Residential (RD) District.**

Ms. Hebert provided an overview of the project and reported that this application has undergone Section 106 Review involving input from the Heritage Commission and the NH Division of Historical Resources (NHDHR). Ms. Hebert presented the application and the findings of the NHDHR.

The NHDNR Section 106 Review resulted in a recommendation that the project will have “No Adverse Effect” with the following stipulations:

- o The cupola be retained;

- o The proposed infill porch area be set back from the current balustrade and posts to provide a perception of depth in this area – further the original posts and stick style balustrade will be restored and remain in place;
- o The new entry porch near the rear of the building will have a simple post balustrade and its roof shall be pitched in a ratio as close to possible to the existing roofline of the building;
- o New windows shall match the 2/2 configuration of the existing windows; and
- o The Queen Anne style fixed windows will be re-utilized on the south elevation.

John Turner, Page Cannon, and Eric Buck were present to representing the applicant. Mr. Turner identified on the plans the elements that had been modified to conform to the Section 106 Review.

The ADRC discussed the architectural elevations with the applicant's agents. Mr. Cowen noted that the original design of the building would have included wide corner boards and water boards. Mr. Turner noted that the applicant is concerned about budget constraints, and they may not remove all of the existing vinyl siding. It was suggested by the committee that the applicant replicate the original corner board and water board details, if the vinyl siding is removed.

Mr. Cowen moved to recommend approval of the design of the site and building plans subject to the recommendations of the NHDHR Section 106 Review and that the original detailing and trim work, including trim boards, water boards, and arches be carried through the design of the renovations, if the vinyl siding is removed. The motion was seconded by Mr. Czysz. Motion passed unanimously.

- **Application by NAMI New Hampshire for design review approval for a building addition and site improvements related to accessibility, for property located at 85 North State Street, within the Civic Performance (CVP) District.**

Mr. Henninger provided an overview of the application. The application involves an approximate 70 square foot addition on the south side of an existing building to provide a new entrance and space for an internal accessible lift. The original building has seen three additions over the last 130 years. The proposed internal modifications are to the second addition between the main building and the third addition which is currently a garage.

Included in the renovation are replacement windows and a small concrete walk leading from the parking area to the new entrance. A landscaped planter is being created adjacent to the building and a small area of pavement is being removed to create the planter next to the entrance walkway.

Steve Green, project contractor, was present to respond to questions from the committee.

Ms. Czysz moved to recommend the approval of the site and building plan, as submitted by the applicant. The motion was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by Church of Jesus Christ of Latter-day Saints for design review approval for the construction of a steeple at a height in excess of 45 feet above grade, located at 90 Clinton Street, within the Institutional (IS) District.**

Mr. Henninger presented this application to the committee. The application involves an expansion of the parking lot for 31 spaces and the replacement of an existing steeple with a larger and higher steeple.

No one was present to represent the applicant.

The committee had questions about the proposed materials to be used, the design details, colors, and any proposed lighting. The committee found the new steeple to be more in keeping with the scale of the building.

Ms. Czysz moved to table the architectural design review approval for the steeple until the design details can be presented and discussed with the applicant. The motion was seconded by Mr. Cowen. Motion passed unanimously.

The committee had no concerns with the expanded parking area provided every effort was taken to preserve the large trees along Clinton Street.

- **Review of the Architectural Design Review Informational Brochure and Signs Brochure.**

Comments from the ADRC on the draft Architectural Design Review Informational Brochure and the Signs Brochure were deferred until next month due to the lateness of the meeting and the limited attendance.

- **Architectural Design Review Guidelines**

The Planning Director is asking for one or two members to represent the ADRC at the Design Review Guidelines “Kick-off Meeting” with Terry DeWan on Friday May 18th. Planning staff advised that we will be contacting the other members of the committee who were not present to ascertain their interest.

- **Pre-application consultation for the NH Department of Resources & Economic Development (DRED) for design review approval to install a replacement panel in an existing freestanding sign 172 Pembroke Road, within the Industrial (IN) District.**

Mr. Henninger presented the replacement sign panel to the committee.

The sign was received too late to be placed on the agenda for action by the Planning Board in May; however, the applicant has requested preliminary review by the ADRC. The committee noted that the sign would be an improvement over the existing sign.

Tim Sullivan, from Barlo Signs, was present on behalf of the applicant

The ADRC indicated that the sign graphic as submitted was acceptable.

There was no further business to come before the Committee, and the meeting adjourned at 10:50 a.m.

Respectfully submitted,

Stephen Henninger
Assistant City Planner