

**City of Concord, New Hampshire
Architectural Design Review Committee
November 13, 2012**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, November 13, 2012, in the Second Floor Conference Room in City Hall, at 8:30 a.m.

Present at the meeting were members James Doherty, Duene Cowan, Elizabeth Durfee Hengen, and Frederick Richards. 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 November 28, 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 Vermette Orthodontics for Architectural Design Review approval of a replacement affixed sign and a replacement freestanding sign located at 2 Wall Street, within the Civic Performance (CVP) District.**

Mr. Henninger reported that this application is for a replacement affixed sign and a replacement freestanding sign.

Mr. Russ Aubertin, of Advantage Signs, was present on behalf of the applicant. Mr. Aubertin stated that the second panel for a dentist's name would not be installed until a new dentist is hired and that sign panel application would be presented to the ADRC at that time. He also reported that the green color on the graphics that the ADRC have in their packets is a different shade. Mr. Aubertin provided the Committee with the correct color.

Mr. Richards stated that the color seems to be a little "day-glo."

Ms. Hengen moved to recommend Architectural Design Review approval for the sign as submitted, with the recommendation that the green color be more like the color in the ADRC packets and not the updated graphic that was provided today. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by David and Rebecca Darman / Primary Diner for Architectural Design Review approval of a replacement affixed sign and a new hanging sign located at 26 Pleasant Street, within the Central Business Performance (CBP) District.**

Ms. Hebert advised that the affixed and hanging signs are replacements for existing signs and the hanging sign is illuminated.

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

Mr. Doherty stated that the knife in the sign seems to get lost with the surrounding graphics. Mr. Aubertin responded that that was being fixed by the designer.

Mr. Walker reported that any existing signs must be removed.

Mr. Cowen moved to recommend Architectural Design Review approval for the affixed and hanging signs as submitted. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by Andrew Turgeon / King's Barber Shop for Architectural Design Review approval of a new window sign located at 311 Village Street, Penacook, within the Central Business Performance (CBP) District.**

Mr. Henninger reported that the applicant is seeking approval for the vinyl window sign.

Mr. Doherty moved to recommend Architectural Design Review approval of the vinyl window sign as submitted. Mr. Richards seconded the motion. Motion carried unanimously.

- **Application by Charles Latchis / Spoon Revolution Vegan Bistro for Architectural Design Review approval of a new hanging sign located at 55 South Main Street, within the Central Business Performance (CBP) District.**

Ms. Hebert reported that this application is for a new hanging sign and the temporary sign shown in the graphics will be removed upon installation of the new hanging sign.

Mr. Richards stated that the sign graphic list the material for the sign as gator board with printed vinyl and the application list the material as aluminum faced wood. The Committee discussed the difference between the two types of materials, agreeing that the material should be aluminum faced wood.

Mr. Richards moved to recommend Architectural Design Review approval for the new hanging sign, with the recommendation that the material used be aluminum faced wood. Mr. Cowan seconded the motion. Motion carried unanimously.

- **Application by BCM Environmental & Land Law for Architectural Design Review approval of a replacement freestanding sign located at 3 Maple Street, within the Civic Performance (CVP) District.**

Mr. Henninger reported that the application is for a replacement sign on an existing post.

Mr. Walker stated that the color of the sign is different than what is shown on the graphic. He provided a copy of the correct color.

The ADRC had some questions regarding the sign color and decided to table the application until the next meeting, as the applicant was not present to respond to their questions.

- **Application by Christom Trust / Uno's Car Wash for Architectural Design Review approval of a new changeable copy sign on an existing freestanding sign located at 167 Loudon Road, within the Gateway Performance (GWP) District.**

Mr. Henninger reported that the applicant is proposing to modify their existing freestanding sign.

Mr. Tim Sullivan, from Barlo Signs, was present on behalf of the applicant. Mr. Sullivan stated that the applicant is proposing to change the current bottom two-thirds of the message sign to have the time and

temperature on the top and manual changeable copy on the bottom. He stated that the applicant will be utilizing amber LED lighting and amber manual changeable copy lettering.

Mr. Doherty moved to recommend Architectural Design Review approval of revisions to the changeable copy sign, as submitted. Mr. Richards seconded the motion. Motion carried unanimously.

- **Application by Roy Nails & Spa for Architectural Design Review approval of a replacement affixed sign located at 31A South Main Street, within the Central Business Performance (CBP) District.**

Mr. Henninger reported that the applicant has installed the sign already.

Mr. Walker stated that the applicant applied for the sign permit and installed the sign after applying for the permit, without waiting for approval.

The ADRC discussed that the backing board the sign is mounted to needed to be painted, preferably black, a border painted around the sign, and the sign be placed lower on the background to tie it into the bottom of the sill in the building to the left.

As the applicant wasn't present to respond to the recommendations and questions from the ADRC, the application has been tabled until the next ADRC meeting, and in the interim, the Zoning Administrator would contact the applicant to remove the sign until an approval was received.

- **Application by NH Odd Fellows Home / Presidential Oaks for Architectural Design Review approval of a new freestanding sign located at 200 Pleasant Street, within the Institutional (IS) District.**

Ms. Hebert stated that the Committee previously saw an application for a freestanding sign which was designed with internally lit channel letters. She explained that the applicant requested a variance from the Zoning Board of Adjustment (ZBA) for an internally lit sign within the IS Zoning District, but was denied.

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

Mr. Cowan stated that the sign appears to read better in the night photo than in the day photo supplied by the applicant.

Mr. Doherty reported that the sign cage appears to stand out and was concerned about the size and scale of the frame. Mr. Aubertin stated that the cage is designed to be minimal and should disappear with the stone wall and landscaping in the background. Mr. Doherty stated that he would prefer the frame to be minimized.

Ms. Hebert asked about winter maintenance of the sign. Mr. Aubertin responded that the bottom of the letters is 18 inches from the ground.

The Committee discussed the lighting to be used, which Mr. Aubertin replied that the proposed LED lighting would have a warm incandescent color. The Committee asked if there were examples of similar signs and if the designer could provide photos of comparable signs. Mr. Aubertin advised that he was not aware of any design like this.

Mr. Doherty stated that he had concerns that the ZBA did not approve the internally lit sign, and the proposed sign has the same effect as an internally lit sign.

Mr. Richards moved to recommend Architectural Design Review approval for the new freestanding sign as submitted, with the recommendation that a warm incandescent color be used for the lighting.

Ms. Hengen stated that she is concerned about setting a precedent in that zoning district, especially not having seen a sign of this nature before. She was also concerned about how it will fit into the landscape.

Mr. Doherty seconded the motion. Motion carried with a vote of three to one, with Ms. Hengen voting against the recommendation.

- **Application by Lori Leitner / The Toy Shop for Architectural Design Review approval of a replacement hanging sign located at 10 North State Street, within the Central Business Performance (CBP) District.**

Mr. Henninger reported that the ADRC discussed this sign informally at last month's meeting and provided the applicant with suggestions regarding the design and colors for the sign.

Mr. Bob Couture was present on behalf of the applicant. He stated that the colors shown in the vinyl window sign are more representative of the colors provided in the graphic.

Mr. Richards moved to recommend Architectural Design Review approval for the replacement hanging sign, with the stipulation that the color matches that of the existing exterior window colors. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by Annis & Zellers for Architectural Design Review approval of a replacement freestanding sign located at 2 South State Street, within the Central Business Performance (CBP) District.**

Ms. Hebert stated that the existing sign has changeable panels on the bottom that will be removed and two new panels will be installed for future use by tenants.

Mr. Glen Schadick, from NE-OP-CO Signs, was present on behalf of the applicant. He stated that the black panels will not be installed at this point, but he wanted to show the ADRC what was planned. Any proposed new panels would come before the committee for approval.

Mr. Richards asked about the style of the ampersand on the sign. Mr. Schadick stated that he brought that up to the applicant, who responded that this is what they want, as it matches their letterhead, business cards, etc.

Ms. Hengen moved to recommend Architectural Design Review approval for the replacement freestanding sign as submitted. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by John Lalas / Bambino's Pizzeria for Architectural Design Review approval of replacement panels in an existing hanging sign located at 7 Depot Street, within the Central Business Performance (CBP) District.**

Mr. Henninger reported that the application was for three replacement panels in an existing hanging sign.

Mr. John Lalas, the owner, was present to respond to questions. He stated that the replacement panels had been installed, as he wasn't aware that he needed to obtain approval for the panels.

Ms. Hengen said that she didn't think the name of the company stands out enough. Mr. Doherty responded that he thought the name stands out more than the other panels on the sign.

Mr. Cowan moved to recommend Architectural Design Review approval for the replacement panels on the hanging sign, as installed. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by Trinity Christian School for Architectural Design Review approval of a new freestanding sign located at 80 Clinton Street, within the Institutional (IS) District.**

Mr. Henninger stated that the applicant had received a variance from the ZBA for a second freestanding sign on the property. He said that the existing freestanding sign is for the church and the second freestanding sign will be for the school.

Mr. Chris Center, from Trinity Christian School, was present to respond to questions.

Mr. Cowan stated that it is difficult to read the LEAP portion of the sign. Mr. Center responded that it is the company branding and parents know the logo, so that readability is not an issue. He also stated that they are using granite posts to tie in with the existing freestanding sign.

Mr. Walker explained that this new freestanding sign will be "V" shaped. Ms. Hebert asked whether a single double-sided sign could be used instead. Mr. Walker responded that the "V" shaped sign was approved by the ZBA.

Mr. Doherty moved to recommend Architectural Design Review approval for the second freestanding sign as submitted. Mr. Richards seconded the motion. Motion carried unanimously.

- **Application by the New Hampshire Association of Realtors, for Architectural Design Review approval for the construction of a new three-story 23,832 square foot office building and related parking, access driveway, stormwater management, lighting, landscaping, and associated site improvements, located at 115A Airport Road, within the Institutional (IS) District. (2012-0049)**

Ms. Hebert stated that the application was reviewed by the ADRC last month and the applicant had made changes in accordance with the suggestions of the Committee.

Mr. Scott Vlasak, architect with Bruce Ronayne Hamilton Architects, was present on behalf of the applicant. He explained the changes made since the last meeting including the following:

- a) Adding an entrance on the east elevation with a canopy similar to the one on the front of the building;
- b) Adding an egress door on the south elevation;
- c) Bringing the corner piers up to the top of the masonry (shown on the graphic in dark tan);
- d) Removing all signage at this time with a plan to return with a signage application once the tenants are known;
- e) Using the blue color for the canopies to match the color of the NH Realtors logo;
- f) Reducing the types of materials and colors initially selected.
- g) Increasing the height of the roof edge on the west elevation.

Mr. Vlasak noted that the color of the windows was not yet known, nor was the size of the mechanical equipment known or the material for the proposed screening. Mr. Vlasak commented that the design of the building is only at the conceptual stage.

Mr. Richards stated that the building is too rectangular and that there are too many different types of materials being used.

Ms. McPherson asked about the pilasters and stated that at the last ADRC meeting, the Committee recommended that the applicant look at using the split face block for the pilasters so they have a more structural feel. Mr. Vlasak responded that the pilasters extend four inches beyond the face of the building and he felt that using the block with mortar joints would not look as strong as the pilasters as shown.

Mr. Vlasak suggested that a more definitive design would be completed once the interior of the building was designed. Ms. Hebert responded that this application doesn't appear to be ready for the ADRC to act upon.

Mr. Cowan stated that he has a difficult time picturing this building in relationship to the adjacent properties and asked whether a 3D model was available. Mr. Vlasak agreed that it is difficult to picture, especially without the landscaping, but that there was no 3D model available at this time.

Mr. Henninger stated that he appreciated the raised parapet on the west elevation, but doesn't feel it is prominent enough.

Ms. McPherson stated that the building, and especially the west façade, is very busy with all the design elements. Mr. Cowan stated that the west façade is very symmetrical and it appears that a door should be where the three windows are in the center. He suggested not using five windows across the façade, but rather four.

Ms. Hengen asked about how the left hand corner of the building could be treated so that it will carry the viewer to the main entrance on the side.

Ms. Hengen asked whether the setbacks are the same as the buildings nearby. Mr. Vlasak said that the setbacks were similar to those on both sides of the property and that the building was in that specific location because if it were moved further back, the building would have to be smaller due to FAA regulations.

The Committee noted that the proposed building was closer to the street than the existing and adjacent buildings.

Mr. Richards asked whether the same effect of the pilasters could be gained with shadowing, and noted that the current west façade would look better with fewer contrasting colors and textures.

Mr. Cowan stated that he would like to see what the building would look like if the pilasters were a different shade of the block.

Ms. Hebert reminded Mr. Vlasak that the Committee would need to know what materials were being used for the mechanical screening.

Mr. Vlasak stated that it would probably be fencing wrapped with material, but he wasn't sure how tall it would be at this point.

Mr. Richards moved to table the application to allow for an alternative design to be presented for the next ADRC meeting. The alternative design would include changes to the pilasters, alternative window patterns, the proposed glazing for the windows, the inclusion of the proposed light shades, some 3D images to better understand the building and sun shades, and fewer contrasting colors and textures. Mr. Richards also moved to recommend that the Planning Board table the Design Review portion of the application, but not the site plan portion. Mr. Doherty seconded the motion. Motion carried unanimously.

- **Application by D'Angelo / Papa Gino's, Inc., for Architectural Design Review approval of façade renovations, an expanded parking lot, and related driveway, access, landscaping, and site improvements, for property located at 87 South Main Street, within the Urban Commercial (CU) District. (2012-0055)**

Mr. Henninger reported that the application was for D'Angelos, who is moving from near the Dunkin Donuts to this building previously occupied by Penny Pitou Travel.

Mr. Richards recused himself from hearing and discussion regarding this application because of his relationship with the project engineer.

Mr. Chris Nadeau, from Nobis Engineering, Brian Wilde and Michelle Inglese from D'Angelos, were present on behalf of the applicant.

Mr. Nadeau stated that the area in front of the building will remain the same, there will be some changes to the driveway, and the applicant is expanding parking at the back of the building.

Ms. Inglese stated that they will be refacing the current pylon sign, which will be externally illuminated. A plan for the free-standing sign was submitted at the meeting.

Ms. Hebert questioned whether the landscaping would be replaced in the island in front of the building. Mr. Nadeau stated that the applicant is not planning to replace the landscaping.

Ms. Inglese explained that all elevations will be sided with vinyl shakes and the store front will have a brick base. Mr. Inglese also noted that the canopy originally proposed at the rear entrance has been eliminated.

Mr. Wilde submitted an updated front elevation, the original elevation had the store front windows set all the way to the ground, but the windows will now be raised. Mr. Doherty recommended that the windows sit on the brick, either by bring the bricks up or the windows down.

Ms. McPherson asked whether the brick base wrapped around the corners of the building. Mr. Doherty recommended that the brick be wrapped or continued across the side façade to a natural end point.

Ms. Inglese stated that on the south elevation, they will be removing the two residential windows and replacing them with a store front window.

The Committee questioned how the corners of the building would be addressed. Mr. Wilde believed that the best approach would be to install vertical corner boards with the vinyl shakes butting against the corner boards. The ADRC expressed the opinion that no corner boards would look better with the shakes, but if they had to be used, the color of corner boards should match the shakes. Mr. Wilde concurred.

The ADRC discussed if the bay window would remain on the north side of the building. Mr. Wilde noted that the backside of the window would be blacked out to hide the soda machines to be placed along this wall. Ms. Hengen stated that the bay window should remain. Mr. Henninger stated that D'Angelos may not stay long-term at this site. Ms. Hengen responded that perhaps another business would want to utilize the window in the future.

Mr. Nadeau stated that he would provide updated drawings to the committee next month including site landscaping. Mr. Henninger stated that the applicant would return next month for a formal recommendation.

- **Application by The Duprey Company, LLC, for Architectural Design Review approval of façade renovations and the installation of solar panels on the Comfort Inn, located at 71 Hall Street, within the Opportunity Corridor Performance (OCP) and Flood Hazard Overlay (FH) Districts. (2012-0056)**

Mr. Henninger stated that the applicant was renovating the façade of the hotel and installing 44 solar panels.

Mr. Steve Duprey, owner and Michael Davey, from EEI, Inc. were present to respond to questions from the Committee.

Mr. Duprey stated that he is replacing the existing shakes with yellow vinyl clapboard siding, and will have gray vinyl clapboard siding at the bottom of the building and by the windows and arch of the front of the building. He explained that they will be replacing all the casement windows with operable double hung windows for a more New England look, replacing the window trim, and installing photovoltaic solar panels on the south face of the roof. He suggested that more solar panels may be added in the future.

Mr. Cowan suggested that hot water solar panels are more efficient and economical. Mr. Davey stated that hot water solar panels may work better, but with natural gas as cheap as it is now, it is the better way to go at this point.

Mr. Doherty asked whether the red columns on the building will remain red. Mr. Duprey replied that the columns will be painted white.

Ms. McPherson suggested that the yellow vinyl clapboard be a more saturated yellow color, and was concerned that the yellow would look very pastel on such a large surface. Mr. Duprey responded that he thinks the building is too big for a bolder yellow color.

Mr. Doherty moved to recommend Architectural Design Review approval for the façade renovations and the solar panels as submitted. Mr. Cowan seconded the motion. Motion carried unanimously.

There was no further business to come before the Committee, and the meeting adjourned at 10:42 a.m.

Respectfully submitted,

Gloria McPherson
City Planner

GM/djm