

**City of Concord, New Hampshire  
Architectural Design Review Committee  
April 9, 2013**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, April 9, 2013, in the Second Floor Conference Room in City Hall, at 8:35 a.m.

Present at the meeting were members James Doherty, Jennifer Czysz, Elizabeth Hengen, Claude Gentilhomme, and Duene Cowan. Becky Hebert, Steve Henninger and Gloria McPherson 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 April 17, 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 CFA Corporation/Freifuels, Inc., requesting Design Review Approval for installation of a skid-mounted 2000 gallon propane tank, located at 112 Hall Street, within the Industrial (IN) District. (2013-0015)**

Mr. Henninger introduced the application to the committee. Dan Freihofer, owner, presented the plans to the committee and responded to questions. Ms. McPherson asked why the proposed propane tank was not placed underground. Mr. Freihofer indicated that it was primarily a cost item. The unit is manufactured and assembled in the factory and it is much more efficient to construct it in this fashion rather than crafting everything on site. Ms. Czysz noted that the proposed location was appropriate for the proposed use and that the existing vegetation appropriately screened the proposed tank from Hall Street and the abutting properties.

Mr. Hengen made the motion to recommend approval of the facility as proposed by the applicant. Mr. Gentilhomme seconded the motion. The motion passed unanimously.

- b. Application by Concord Area Trust for Community Housing (CATCH), requesting Design Review Approval for exterior renovations to the Endicott Hotel, located at 1-5 South Main Street, within the Central Business Performance (CBP) District. (2013-0016)**

Ms. Hebert introduced the project to the committee. Mike Reed presented the plans to the committee and responded to questions. Mr. Reed indicated it was CATCH's intent to restore the 1910 appearance of the building. The proposed revisions include the first floor on South Main Street and the storefront at the corner of Pleasant Street Extension and South Main Street. Mr. Reed noted that the storefront was to be constructed of modern aluminum frames and insulated glass but would bring the building into overall design consistency.

The committee discussed the merits of using an all aluminum storefront versus the mixed aluminum/wood storefront proposed by the applicant. The committee found the proposed design submitted by the applicant to be acceptable and in keeping with the historic architecture of the building.

Mr. Gentilhomme made the motion to recommend Architectural Design Review approval of the revisions to the first floor storefronts along South Main Street as submitted by the applicant. Mr. Cowen seconded the motion. The motion passed unanimously.

**c. Application by ConvenientMD, requesting Design Review Approval for a new panel in an existing freestanding sign and a new affixed sign, located at 8 Loudon Road, within the Gateway Performance (GWP) District.**

Mr. Tim Sullivan from Barlow signs presented the plans for the two signs to the committee. Mr. Henninger advised the committee that the free standing sign for the complex had been approved but the individual tenant panels on the free standing sign, except for Buffalo Wild Wings, will still need approval. Mr. Walker noted the affixed sign as presented exceeds the allowable sign area. The additional tenant spaces reserved on the sign will need to be reduced to conform to the Zoning Ordinance.

Mr. Gentilhomme made the motion to approval both the affixed sign and the panel insert in the proposed free-standing sign as submitted. Mr. Cowen seconded the motion. The motion passed unanimously.

**d. Application by Konstandinos Luzis/Unfranchised Auto Care, requesting Design Review Approval for a replacement freestanding sign, located at 193 Loudon Road, within the General Commercial (CG) District.**

Mr. Konstandinos Luzis, owner, presented the proposed sign to the committee. Mr. Walker advised that the sign would need to be lowered to conform to the Zoning Ordinance. Mr. Henninger noted that there was landscaping already planted at the base of the sign. Mr. Luzis advised the committee that he was cleaning up the landscaping and the building after six years of neglect. The committee compared the proposed sign with the existing sign at the Unfranchised Auto Care location on South Main Street. The committee commented that the sign as proposed had too many design elements. Mr. Luzis suggested that the internet address could be removed.

Ms. Czysz made the motion to recommend approval the proposed free-standing sign as submitted subject to the stipulation that the sign conform to the Zoning Ordinance, the applicant remove one of the four design elements, and the applicant strengthen the "Auto Care" element as was done on the South Main Street sign. Mr. Luzis agreed to make the recommended changes. Mr. Cowen seconded the motion. The motion passed unanimously.

**e. Application by Nicolas Harriman/Dips Frozen Yogurt, requesting Design Review Approval for a replacement awning sign, located at 138 North Main Street, within the Central Business Performance (CBP) District.**

Mr. Nicolas Harriman, owner, presented the proposed awning and signs to the committee. Mr. Harriman provided a sample of the awning and noted that the "dips" sign would be only located on the south end of the awning due to the fact that Thorne's awning to the north blocks this face. The committee noted the proposed awning was attractive. Mr. Hengen made the motion to recommend approval of the awning and attached signage as proposed by the applicant. Mr. Cowen seconded the motion. The motion passed unanimously.

**f. Application by Michael Baron/Baron's Appliances requesting Design Review Approval for a new changeable copy sign over a portion of an existing time and temperature freestanding sign located at 350 Loudon Road, within the Gateway Performance (GWP) District.**

Mr. Tim Sullivan from Barlow signs presented the proposed modifications to the free-standing sign for Baron's Appliances. Tim Sullivan advised that the sign would create two lines of changeable copy with a black background with translucent white lettering. The existing LED lights would provide the illumination for the manual changeable letters at night but would not be directly visible. The applicant has requested to allow the colors to change from white, amber and red. Mr. Sullivan indicated that the colors would not sequence but may change when the manual message is modified.

Mr. Walker suggested that this item be tabled for a second month to allow him to consult with the City Solicitor on this application, given the history of litigation in regard to electronic variable message signs. Ms. McPherson suggested the committee prepare a recommendation in regard to the appearance of the sign and leave the Zoning interpretation to be resolved by the Zoning Administrator and the City Solicitor's office. The committee concurred with this approach.

Mr. Sullivan stated that the applicant wants to change the colors behind the changeable copy lettering and separately illuminate the individual lines of text, words or letters in different colors. He added that the changeable copy lettering would be translucent white so that the individual LED lights wouldn't shine through. He noted that during daylight hours, the appearance of the lights behind the changeable copy would appear muted and more pastel, but it would appear brighter at night.

The committee reviewed alternative color patterns submitted for this application and the Carlson MotorCorp application below and noted that the multi-color approach was too busy and unattractive and not in keeping with other signs recommended for approval by the Committee in the past.

Mr. Gentilhomme made a motion to recommend approval the changes to the free-standing sign with the stipulation that (1) all the manual lettering be back lighted the same color, (2) that the time and temperature display be could be a different color from the changeable copy portion of the sign, but that it would also have to be a single color, (3) there could be no more than two colors on the overall sign at a time, one for the changeable copy and one for the time/temp portion of the sign, (4) the colors would be allowed to change among red, amber or white when the changeable copy message was changed, and (5) no blinking or color change would otherwise be allowed. Mr. Doherty seconded the motion. The motion passed unanimously.

**g. Application by Carlson's MotorCorp requesting Design Review Approval for a replacement time and temperature sign and a replacement changeable copy sign both on an existing freestanding sign located at 13 Manchester Street, within the Gateway Performance (GWP) District.**

Mr. Tim Sullivan from Barlow signs presented the proposed modifications to the free-standing sign for Carlson's MotorCorp. Tim Sullivan advised that the sign would create three lines of changeable copy with a black background with translucent white lettering. The existing LED lights would provide the illumination for the manual changeable letters but would not be directly visible. The applicant has requested to allow the colors to change from white, amber and red. Mr. Sullivan indicated that the colors would not sequence but may change when the manual message is modified.

Ms. Czysz noted that the consistent treatment of the variable message letters in regard to the color was even more important with this application which has three lines of changeable text rather than the two lines in the Barron's application.

Mr. Doherty made a motion to recommend approval of the changes to the free-standing sign with the same stipulations previously discussed: that (1) all the manual lettering be back lighted the same color, (2) that the time and temperature display be could be a different color from the changeable copy portion of the sign, but that it would also have to be a single color, (3) there could be no more than two colors on the overall sign at a time, one for the changeable copy and one for the time/temp portion of the sign, (4) the colors would be allowed to change among red, amber or white when the changeable copy message was changed, and (5) no blinking or color change would otherwise be allowed. Ms. Czysz seconded the motion. The motion passed unanimously.

**h. Application by Concord-Merrimack County SPCA, for property located at 254 Clinton Street, requesting Design Review Approval for the construction of a new SPCA animal shelter, with associated parking, stormwater management, lighting, landscaping, and site improvements. (2013-0009)**

Johnathan Halle from Warren Street Architects presented the revised architectural elevations to the committee. Mr. Halle noted that the building had been turned 90 degrees from the plans previously reviewed by this committee, and the building has been expanded by approximately 1,000 square feet. Mr. Halle noted that the future building addition had been removed from the plans as well as the rear loading area to the west. Mr. Halle noted that the parking areas were unchanged.

Overhead doors were added to the north elevation leading to the enclosed exercise yard. Mr. Halle noted that this was to provide the ability to provide natural light and ventilation for part of the day for dogs under quarantine. A separate entrance is provided for animal control officers to access this area when the facility is closed.

A question was raised about parking being provided that exceeds the City's minimum. Mr. Halle noted that the SPCA will be able to hold training classes and promotional events that they were not able to do at their current location and feel they need the extra parking. Chris Nadeau from Nobis Engineering noted that the option to infiltrate storm water was not available due to the soil conditions, ledge and high water table. Any grassed parking area would be difficult to maintain and the benefits to be obtain by infiltrating stormwater would not be achieved at this site. The committee did not object to the additional parking as proposed by the applicant. Ms. Hebert expressed concern of the view of the retention pond and the potential for head lights from vehicles facing east in the parking lot to impact the residences across the street on Silk Farm Road. It was noted by Mr. Halle that the existing vegetation along the stonewall at the property line on Silk Farm Road would be retained. Mr. Henninger suggested additional plantings be used to supplement the remaining natural vegetation.

Ms. Czysz made the motion to approve the site plan, landscape plan, building elevations, and a proposed free-standing sign as revised by the applicant. Mr. Cowen seconded the motion. The motion passed unanimously.

- **Other Business**

No other business was discussed.

As there was no further business to come before the Committee, Mr. King made a motion to adjourn. Mr. Cowen seconded the motions. Motion passed unanimously and the meeting adjourned at 10:12 a.m.

Respectfully submitted,

Stephen Henninger  
Assistant City Planner