

**City of Concord, New Hampshire
Architectural Design Review Committee
December 13, 2011**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, December 13, 2011, in the Second Floor Conference Room in City Hall, at 8:30 a.m.

Present at the meeting were members Ron King, Fred Richards, Jennifer Czysz, and James Doherty. Steve Henninger, Becky Hebert, and Donna Muir of the City Planning Division were also present, as were Craig Walker, Zoning Administrator and Mike Santa, Code 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 December 21, 2011, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to architectural design review.

Agenda Items

- **Aubuchon Hardware for three replacement affixed signs at 80 South Main Street.**

Mr. Henninger stated that the applicant is proposing to replace three existing affixed signs.

Mr. Walker explained that all existing signage is to be removed, and that the new signs would be more in compliance to the City's zoning.

Mr. Jeff Ginn was present on behalf of Aubuchon Hardware. He stated that the awning has already been removed.

Mr. Doherty suggested realigning the bottom portion of the sign, which reads "Benjamin Moore" to ensure that it is centered. Ms. Czysz stated that that portion of the sign appears to be floating. Mr. Ginn replied that it is the photo shopped graphic that makes it appear unaligned, and the "Benjamin Moore" sign element will be centered.

The ADRC recommended approval of the sign as submitted, with the stipulation that the bottom portion of the sign be centered.

- **Core Fitness for revisions to an existing freestanding sign at 2 Home Avenue.**

Mr. Henninger reported that the application is for revisions to an existing freestanding sign. He explained that the sign will have a new face and the color will change from yellow to blue.

Mr. Tim Sullivan, from Barlo Signs, was present on behalf of the applicant. He stated that Gold's Gym has been sold and the request is to reflect the new business name.

Mr. Walker asked whether this application was for the road-side or highway-side sign. Mr. Sullivan stated that the application was for the highway-side sign.

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 this application would be removed from the ADRC agenda.

- **Pompanoosuc Mills for a replacement affixed sign at 3 Eagle Square.**

Mr. Henninger explained that the application was for a replacement affixed sign.

Mr. Chuck Sikes was present on behalf of Pompanoosuc Mills. He stated that this is a new sign, which will have dark green lettering on a Navajo white façade, which has already been painted. He stated that the P and M letters would be 15 inches high, and the remaining letters would be 12 inches high.

The ADRC recommended approval as submitted.

- **Consideration of revisions to an existing building and site for Havenwood Heritage Heights at 141 East Side Drive. (2011-0048)**

Mr. Henninger reported that the application was for revisions to an existing building and site.

Ms. Ann Andrus, from Cobb Hill Construction, was present on behalf of the applicant. She stated that the building, which sits on its own lot, is located at the main entrance to Heritage Heights on East Side Drive and was formerly a medical office building. She explained that it is the intent of Havenwood Heritage Heights to merge the lot into the Havenwood Heritage Height property. The building will be used as a multipurpose accessory to the campus for the private use of Havenwood Heritage Heights. She stated that the building will be gutted and new plumbing, heating, and flooring will be installed.

Ms. Andrus explained that the base project will be to add an airlock to the building, which will eliminate the need for steps into the building. Depending on the cost, items that may also be included are a covered entry on the side of the building, a small addition to the rear of the building, and a covered walkway over an existing concrete stairway, which is exposed to the weather. Additionally, she stated that the applicants are currently assessing the condition of the existing vinyl siding.

Mr. Walker asked if double doors would be installed in the proposed small addition. Ms. Andrus stated that this is still in the design phase. She also stated that the same white vinyl windows would be used in the addition to match the remainder of the building. Mr. Walker noted that double doors would facilitate bring items to the stage in the main meeting space.

Mr. King asked about the site lighting. Ms. Andrus responded that the lighting and landscape plans were still being worked on. Mr. Henninger stated that these plans would need to be received by the Planning Division by next Tuesday in order to be reviewed by staff prior to the Planning Board meeting.

Mr. Henninger asked if the ADRC was okay with Planning Staff reviewing the final lighting and landscaping plans and making recommendations to the Planning Board. The ADRC agreed.

The ADRC recommend approval of the plans as submitted.

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

Mr. Henninger noted that the Planning Board denied the application for the Master Sign Plan for the freestanding sign; however, approved the two etched signs for the Greater Concord Chamber of Commerce (Chamber) and the League of New Hampshire Craftsmen (League).

Mr. Steve Duprey, the applicant, was present, as was Mr. Richard Uchida, attorney for the applicant.

Ms. Hebert stated that the Planning Board did not act on the banner sign portion of the application, as licensing for banners comes under the purview of the City Council.

Mr. Duprey stated that he was unhappy with the Planning Board's rejection of the sign package, in light of the ADRC's approval. He explained that the League can opt out of their lease without at least the same amount of signage that they had at the North Main Street location. He also stated that the Chamber's Visitor Center will not move in until the signage issue is resolved.

Mr. Duprey reported that the Planning Board said that office space doesn't usually get signage. He said that while 70 percent of the building is office space, 30 percent is retail. He stated that the City had a desire to create a plaza similar to the Capital Commons, while not losing any parking spaces, and that he is now being penalized for helping the City out.

Mr. Duprey said that the Planning Board didn't like freestanding signs or banners. Mr. Henninger stated that the banners are a public policy issue, and that the Planning Board said that they would not take up the issue of the banners. Ms. Hebert reiterated that the Planning Board felt it couldn't approve or disprove the signs due to the location, as a license issued by City Council would be necessary to have a freestanding sign in the public right-of-way.

Mr. Duprey stated that after speaking with City Administration, the decision regarding the banners would be controlled by Main Street Concord. He said that Matt Walsh suggested that the banners be placed on the building. Mr. Duprey then stated that he would again talk with City again with the City Administration regarding the banners and whether he can move the freestanding sign to the building. If the freestanding sign is moved next to the building, Mr. Duprey will have to remove the heated sidewalks. He also stated that some signs along Main Street protrude into the City right-of-way. He also may have to get rid of some of the trees as well.

Mr. King suggested that the signs for this building could be combined with the signage for the Bindery Building. Mr. Duprey didn't think that would work as he is going to build the Bindery building to the build-to line. Ms. Hebert suggested that the space between the two buildings could be redesigned for signage.

Mr. Duprey stated that if he used blade signs, they would have to stick out too far in order to be seen over the two-foot bump out of the building. He also suggested that three blade signs could be installed on the front of the building and three could be installed on Theatre Street.

Ms. Hebert suggested that three arch signs could be designed using internally illuminated channel letters across the front of the building, having two of the arches protrude from the each side of the building bump out, and the third arch sign protruding from the bump out portion of the building. She stated that this could be an eye-catching colorful sign that would bring an urban feel to South Main Street. She stated

that the sign for the Center for Health Promotion sign could be placed higher up on the front of the building. Mr. King suggested that one long arch could also be used instead that would keep the integrity of the architecture.

Mr. Henninger stated that the arch extension of the existing canopy could be designed as a marquee sign and would be keeping with a theatre district motif, which is being considered for South Main Street.

Mr. Duprey suggested a thin, colorful column sign with the address only at the top is an option which might be considered.

Mr. Duprey agreed to return to the ADRC with some additional concepts for consideration in January.

- **Architectural Design Review Information Brochure.**

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

- **Zoning Board of Adjustment Recruitment.**

Mr. Walker stated that there are vacancies for alternate members for the Zoning Board of Adjustment, if anyone is interested or knows of anyone who may be interested, please contact Mr. Walker.

There was no further business to come before the Committee, and the meeting adjourned at 9:50 a.m.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

SLH / djm