

**City of Concord, New Hampshire
Architectural Design Review Committee
June 11, 2013**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, June 11, 2013 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Elizabeth Hengen, Duene Cowan, Ron King, and James Doherty. Steve Henninger and Becky Hebert 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 June 19, 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 Burger King requesting Design Review Approval for façade changes, five affixed signs and replacement panels in an existing free standing sign at 21 Hall Street, in the Gateway Performance (GWP) District (2013-33)

The application involves renovations to the exterior façade of the Burger King Restaurant at 21 Hall Street at I-93 Exit 13. The improvements include the following:

- Five (5) new affixed signs replacing a double faced sign in an existing arch.
- Removal of an existing arch and canopy at the north entrance and a new canopy with metal façade panel above the entrance.
- Removal of portion of the canopy and replacement with a new canopy and metal façade canopy at the east entrance facing Water Street.
- Two new metal panels at the drive thru windows on the south side.
- A comprehensive repainting of the facades.

Everett Amaral of Amaral Associates represented the applicant. He said the façade changes and signage proposed were part of re-imaging the restaurant, and said they would essentially make the look similar to the look of the Loudon Road Burger King. He showed pictures of the existing appearance of the restaurant, and said some things such as the handlebar design element were coming out because they were not related to the new look.

He said the new design elements would be introduced for the two entries and the two drive-thru windows. He said the design of the canopies would remain the same, and said the building would be re-painted. Mr. Henninger noted that the current building entrance facing Water Street was undefined. He also said the proposed signage was just under the allowable area.

Mr. King questioned what was the material framing the proposed signage, entrances and proposed drive thru windows. Mr. Amaral said they would be constructed of hardi-plank and would be painted black.

Mr. Cowan asked if the new design was from corporate, and Mr. Amaral said yes. He said the existing pylon sign would be unchanged. He said it was a standard round Burger King sign. Mr. Cowan said the design seemed a bit more low key than the existing look, which was a good thing.

Mr. Henninger said the new design was more in keeping with the original design of the building than the handlebar design that exists on the building now. There was discussion. Mr. Amaral said the new design was more subdued. It was noted that the Burger King on Hall Street was built in 2000, and that before this, it had been located in the Gateway Center building.

Mr. Doherty made the motion to recommend approval of the application as submitted. Mr. Cowan seconded the motion, and it passed unanimously.

b. Application by El Rodeo Mexican Restaurant requesting Design Review Approval for a new freestanding sign and a new affixed sign at 22 Loudon Road, within the Gateway Performance (GWP) District.

Mr. Henninger said the restaurant was located where The Outback restaurant was previously located, and noted that the building was set back quite a distance from Loudon Road.

Attorney Steven Venezia of Upton and Hatfield presented the application, along with owners Gilberto Reyes and Jesse Leon.

There was discussion that an affixed sign was being added to the gable, and a second sign would be free standing, and would be placed in the same location where the Outback sign had been located. It was noted by the applicants that the building had been painted a golden/tannish color and that this color would remain.

Mr. Cowan determined that the signage would be comprised of individual PVC letters against a smooth background, with no light box behind them and no illumination. Mr. Reyes said the front of the building would be washed in light from lighting under the eaves of the building.

Mr. Henninger expressed his opinion that he thought the proposed free standing sign was quite creative, and stood out enough to be seen even though it was set back, without being obtrusive. Ms. Hebert noted that the signage looked nice from different angles.

There was discussion that the restaurant was part of a franchise that was family owned, with locations around the country. It was noted that a second El Rodeo restaurant in NH would be opening in Newington.

Mr. King made the motion to recommend approval of the application as submitted. Mr. Cowan seconded the motion, and it passed unanimously.

c. Application by Furniture Fair requesting Design Review Approval for a replacement affixed sign at 32 Manchester Street, within the Gateway Performance (GWP) District.

The applicant, Daniel Moore, spoke before the Committee and explained that he simply wanted to replace the current affixed sign. Mr. Henninger said the existing light box would be used, and said the signage proposed was smaller than what was allowed. Mr. Moore said he would be using a diffuser for the lighting because the existing illumination hadn't looked good.

Mr. King made the motion to recommend approval of the application as submitted. Ms. Hengen seconded the motion, and it passed unanimously.

There was discussion that there was also a free standing sign application, which apparently had not been received. Mr. Moore said it was basically the same sign as the affixed sign. It was later determined that the free standing sign application was provided the day before the meeting several weeks after the deadline, and after notices of the applicant had been sent.

d. Application by Professional Fire Fighters of New Hampshire requesting Design Review Approval for a replacement freestanding sign at 43 Centre Street, within the Civic Performance (CVP) District.

Ashley MacKinnon of the Professional Fire Fighters of NH spoke briefly on what was proposed. She noted that the building involved was the location of the former Daniels Law Firm.

There was brief discussion on the replacement sign that was proposed.

Mr. King made the motion to recommend approval of the application as submitted. Ms. Hengen seconded the motion, and it passed unanimously.

e. Application by Concord Hospital, for property located at 250 Pleasant Street, requesting Site Plan Approval, Design Review Approval, and a Conditional Use Permit pursuant to Section 28-4-1(f)(3), Maximum Height of Buildings or Structures, of the Zoning Ordinance, for the construction of a new 8,301 square foot Central Utility Plant to replace the existing plant, including the reconfiguration of associated utilities, and for the construction of a third deck on the existing F Lot parking garage. (2013-18)

Mr. Cowan recused himself for this application.

Mr. Cowan, as the applicant's architect, presented the proposed revisions to the new upper deck of the parking structure and the new level in the two stair towers. He explained that they proposed to use concrete instead of brick for the upper spandrel of the garage because they couldn't match the brick that was on the lower levels. He said the concrete would have reveals, and also said the green accent tiles would be carried up into the concrete.

He also said the small square windows that had been proposed for the top of the tower had been taken out of the design, and said art work would be placed there instead, on the three external faces to the stair tower. He said the art work would be a custom, metal piece, and said when they had selected

the design for the art pieces; they would come back to the ADRC. He said it was expected that all three pieces would be the same, and said he would expect to have the art pieces down-lighted from above.

Mr. Cowan said he thought the new design approach for the new level was superior to what was originally proposed. Mr. King said he liked the design, and preferred it over the original brick facing. Mr. Doherty concurred. Ms. Hengen said the design would help to cap the garage building.

Mr. King made the motion to recommend approval of the revised elevations. Doherty seconded the motion, and it passed unanimously.

- Other Business

As there was no further business to come before the Committee, the meeting adjourned at 9:00 am.

Respectfully submitted,

Stephen Henninger

Asst. City Planner