

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

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, July 9, 2013 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jennifer Czysz, Frederick Richards and James Doherty. Steve Henninger and Becky Hebert of the City Planning Division and Craig Walker of the Code 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 July 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 Cumberland Farms, Inc., at 102 Manchester Street, requesting Design Review Approval for exterior renovations to an existing building and gas canopy, to install three replacement affixed signs on the building and canopy and to modify an existing freestanding sign, within the Highway Commercial (CH) District (2013-44)**

F.X. Burton, Attorney, and John Marth, Project Manager for Cumberland Farms, presented the proposed changes to the site and building to the committee. They indicated the changes to the site were minimal and the external changes were modifications to the appearance of the building and signage. They noted that Cumberland Farms would be expanding to take up the two existing tenant spaces in the building.

The application involves renovations to the exterior façade of an existing retail building on the south side of Manchester Street. The improvements include the following:

- Eliminate two existing storefronts and expanding an existing Cumberland Farms convenience store to include the entire building. The expanded Cumberland Farms does not result in a change of use or require a Traffic Impact Fee since the prior uses for the property included retail sales and a restaurant.
- Façade renovations to the existing building.
- Removal of an existing five foot (5) wide walkway at the front of the building with a new fully accessible seven (7) foot wide front walk.
- A three (3) foot wide walkway is being added to the east elevation.
- Relocation of an existing handicapped space to serve the revised handicapped ramp. This requires restriping the spaces at the front of the building.
- Exterior color modifications to the existing gas canopy next to Manchester Street.
- Replacing the existing signs on the canopy with two conforming affixed signs.
- The addition of a replacement affixed sign for Cumberland Farms centered over the new entrance and removal of signage from prior tenants.
- Revisions to one of the panels on the existing free standing sign and the elimination of one tenant panel.

- Replacing existing site and canopy lighting with LED fixtures.
- Water and sewer services to the building may be changing.

Mr. Henninger and Mr. Marth discussed the existing conditions with the committee. Mr. Marth noted some changes to the plan that need to be made to reflect existing conditions. Mr. Marth noted that the canopy and front parapet would be white with a green stripe at the base about 8” wide. The signs when lit would have an opaque background only the individual lettering and symbols on the signs would be illuminated.

The committee discussed details of the building elevations and signage with the applicant’s agents.

Mr. Henninger expressed concern about the existing dumpsters near the front of the building. Mr. Henninger suggested that these dumpsters could be located at the rear of the building. Mr. Marth indicated that he would explore this option, but Cumberland Farms would be willing to install a white vinyl fencing around the dumpster to screen it if this was not possible. Ms. Czysz noted that either option would be acceptable but was of the opinion that relocating the dumpsters to the rear of the building would be preferable.

Ms. Hebert noted that the front of the site was rather barren and should be landscaped. The committee discussed the plans for widening Manchester Street and the impacts to the front of the site. Ms. Hebert noted that existing landscaped areas could be better defined and planted with low level plantings which could be relocated or replaced when Manchester Street is widened in the future.

Mr. Buxton indicated that the applicant was willing to improve the landscaping along the Manchester Street frontage.

Mr. Richards made the motion to recommend approval of the application subject to two (2) conditions:

1. The landscape areas along Manchester Street shall be better defined and shrubs and planting installed acceptable to the City Planner.
2. The two dumpsters either be relocated behind the building, or be provided with white vinyl fencing and gates to screen the dumpsters, in manner acceptable to the City Planner.

Mr. Henninger requested revised plans be submitted for the project addressing these conditions along with updates to the drawings showing the current site layout by Tuesday July 16<sup>th</sup> to present to the Planning Board. Mr. Marth agreed.

**b. Application by Bindery Redevelopment, LLC, requesting Design Review Approval for three new affixed signs for Gibson’s Bookstore & Café, two new affixed signs for Orr & Reno, one new affixed sign for True Brew Café, one new affixed sign for RBC Wealth**

**Management, and one new affixed sign for BittWare at 45 South Main Street, within the Central Business Performance (CBP) District.**

Russ Aubertin, Advantage Signs, and Michael Herman from Gibson's bookstore presented the plans for signs to the committee.

Mr. Doherty expressed concerns with the proposed signage for Gibson's Bookstore. It was noted that the signs were separated by the main building entrance and consisted of four (4) typographies and three (3) colors. Mr. Herman noted that they had considered numerous options and noted that Gibson's was taking up the entire first floor of this major building and the colors used were incorporated into the striped window awnings. Mr. Richards noted that if this frontage was split up into four separate tenants you would expect even more variability and commented that the signage as proposed added visual interest to the building.

Mr. Doherty noted that the proposed identification signs near the main lobby for Orr & Reno, BittWare, and RBC Wealth Management will look elegant. These signs will consist of raised black letters on a bronze background.

Mr. Richards made the motion to recommend approval of the proposed signage as submitted and Mr. Doherty seconded the motion. The motion passed unanimously. Mr. Doherty did comment for the record that he was of the opinion that the proposed signage for Gibson's Bookstore had too many fonts and colors and could be simplified.

**c. Application by Freese & Bengston Family Dentistry, PLLC, requesting Design Review Approval for a replacement freestanding sign at 16 Wall Street, within the Civic Performance (CVP) District.**

Russ Aubertin was present to respond to questions from the committee. The committee commented that the sign was very nice.

Mr. Richards made the motion to recommend approval of the proposed signage as submitted and Ms. Czys seconded the motion, and it passed unanimously.

**d. Application by Furniture Fair requesting Design Review Approval for a replacement panel in an existing freestanding sign at 32 Manchester Street, within the Gateway Performance (GWP) District.**

The committee had discussed this item last month with the applicant.

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

**e. Application by Here We Grow Again – Women & Children Clothing requesting Design Review Approval for a replacement affixed sign and modifications to an existing affixed sign at 7 Broadway, within the Neighborhood Commercial (CN) District.**

Mr. Aubertin was present to answer any questions from the committee. Mr. Walker explained the background for the application.

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

**f. Application by Mount Washington College, requesting Design Review Approval for a replacement affixed sign and a replacement panel in an existing freestanding monument sign at 16 Foundry Street, within the Office Park (OFP) Performance District.**

Mr. Henninger presented the proposed signs to the committee. Mr. Walker noted that a third sign was being revised to conform to the Zoning Ordinance and the committee would likely consider it next month.

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

**g. Application by Northeast Delta Dental, requesting Design Review Approval for a two replacement affixed signs at One Delta Drive, within the Institutional (IS) District.**

Lenny Sharron from Great Northern signs presented the proposed replacement signs. Ms. Czysz noted that if this was a new building at this location the committee would have no adverse comments on the proposed signs. Mr. Doherty said he felt that the new design was a step backward from the individual letters on the brick background. Mr. Sharron noted that the proposed signs would be back lighted by LED fixtures and represents the new corporate brand. The committee noted that the existing signs are more elegant.

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

**h. Application by Northeast Delta Dental, requesting Design Review Approval for two replacement affixed signs at Two Delta Drive, within the Opportunity Corridor (OCP) Performance District.**

Lenny Sharron from Great Northern signs presented the proposed replacement signs. The committee had the same comments in regard to this application they made in regard to the companions signs at One Delta Drive.

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

**i. Application by Granite State Pharmacy requesting Design Review Approval for two new affixed signs at 5 Clinton Street, within the Neighborhood Commercial (CN) District.**

No one was present to discuss this application with the committee. Mr. Henninger advised that the sign company had been advised of the meeting and their attendance was requested.

Mr. Walker noted that he had not reviewed this sign and it appeared that the sign based on the dimensions provided exceeded the allowable sign area. There was no indication on the application if the signs were to be lighted nor was there any detail on the design of the signs.

The committee recommended that this application be tabled until additional information was available for the signs and the signs could be determined in compliance with the Zoning Ordinance by the Zoning Administrator.

**j. Application by Parker Education requesting Design Review Approval for a replacement freestanding sign at 33 Pleasant Street, within the Civic Performance (CVP) District.**

Mr. Schadlick from NeOpCo signs was present to answer any questions from the committee.

The committee found the proposed sign to be attractive.

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

**k. Application by Peter Webster Realty, LLC, for property at 10 Basin Street, requesting Site Plan Approval for the construction of a two story 1,348 square foot office addition for an existing industrial building. (2013-32)**

Mr. Henninger presented the application to the committee. He noted that this was a small two story office addition at an existing warehouse and distribution facility on Basin Street. He noted that addition would match the existing office wing and no other disturbance was proposed on the site.

It was noted by the committee that the proposed improvements were appropriate for the use and location proposed.

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

**l. Application by Concord Housing Authority, for property at 40-42 South Main Street, requesting Site Plan Approval and Design Review Approval, for the conversion of existing office space and a theatre into six (6) residential dwelling units on the first floor of the Kennedy Apartment Building. (2013-38)**

Craig Dunning and John Hoit from the Concord Housing Authority presented the proposed building modifications to the committee. It was noted that the exterior changes proposed were very modest. Space on the ground floor was being converted from office and auditorium space into six residential apartments in the Kennedy Building.

The committee noted that the changes were minor and in keeping with the existing design of the building.

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

**m. Application by Crown Castle-Sprint, for property at 217 Fisherville Road, requesting a Conditional Use Permit for the replacement and installation of additional telecommunication antenna and equipment at an existing telecommunication tower. Sprint is currently collocated on this tower and no change in the overall height of the tower is proposed. (2013-43)**

Jeff Babbadora from Crown Castle presented the application to the committee. Mr. Babbadora presented photo-simulations of the proposed installation to the committee.

The committee noted that the modifications to the tower antenna were not readily discernible by the public or the abutters.

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

**n. Application by Crown Castle-Sprint, for property at 102 Little Pond Road, requesting a Conditional Use Permit for the replacement and installation of additional telecommunication antenna and equipment at an existing telecommunication tower. Sprint is currently collocated on this tower and no change in the overall height of the tower is proposed. (2013-41)**

Jeff Babbadora from Crown Castle presented the application to the committee. Mr. Babbadora presented photo-simulations of the proposed installation to the committee.

The committee noted that the modifications to the tower antenna were not readily discernible by the public or the abutters.

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

**o. Application by Crown Castle-Sprint, for property at 58 Locke Road, requesting a Conditional Use Permit for the replacement and installation of additional telecommunication antenna and equipment at an existing telecommunication tower. Sprint is currently collocated on this tower and no change in the overall height of the tower is proposed. (2013-42)**

Jeff Babbadora from Crown Castle presented the application to the committee. Mr. Babbadora presented photo-simulations of the proposed installation to the committee.

The committee noted that the modifications to the tower antenna were not readily discernible by the public or the abutters.

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

- Other Business

As there was no further business to come before the Committee, the meeting adjourned at 10:00 am.

Respectfully submitted,

Stephen Henninger  
Asst. City Planner