

**City of Concord, New Hampshire
Architectural Design Review Committee
January 7, 2014**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, January 7, 2014 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Claude Gentilhomme, Elizabeth Hengen, Jennifer Czysz, and James Doherty. Craig Walker of the Code Administration Division and Steve Henninger, Becky Hebert and Patricia Murray 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 January 15, 2014, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

1. Consideration of the following applications under the provisions of Section 28-9-4(f), Architectural Design Review, of the Zoning Ordinance.

- a. **Application by PFP Associates, on behalf of Pain Care, requesting Architectural Design Review Approval for revisions to two (2) affixed signs at 24 Bridge Street, within the Opportunity Corridor Performance (OCP) District.**

Jim Schadlick, NE OP-CO Signs, was present. The existing signs boards are being removed due to maintenance issues and will be replaced with new aluminum signs that will be the same shape and size as the existing signs. The Committee questioned the location of the sign on the roof. Mr. Schadlick responded that the frame is in good shape and would require many repairs to the roof if removed. The currently non-conforming sign is grandfathered. They are using the current space and shape and he agrees that the choices were limited because of the existing sign.

Mr. Gentilhomme made the motion to recommend Design Review approval for revisions to two (2) affixed signs at 24 Bridge Street as submitted. Mr. Doherty seconded the motion. The motion passed unanimously.

Ms. Hengen noted for the record that it was unfortunate that we did not have the opportunity to bring this sign into zoning conformity, and have the opportunity to have the sign relocated from the roof and made more attractive. Ms. Hengen also commented that the utility boxes located in the front yard along Center Street were not an attractive element for this main entry to the city. She expressed the hope that these utility structures could be removed from the front yard or better screened.

b. Application by Shannon Drake, on behalf of the Soup Gallery, requesting Architectural Design Review Approval for a new affixed sign at 55 N. Main Street, within the Central Business Performance (CBP) District.

Ms. Strurg, the property owner, was present to speak to the application. The Committee agreed that the sign was attractive. They did question why it said “Soup Café” on the door and “Soup Gallery” on the sign. The applicant responded that they are still deciding what to put on the door decal and may decide on “Soup Artisan”. The door decal does not have to be approved by the Committee.

Mr. Doherty made the motion to recommend Design Review approval for a new affixed sign at 55 N. Main Street as submitted. Ms. Hengen seconded the motion. The motion passed unanimously.

2. Application by Concord AC Tennis Div., Inc., DBA The Racquet Club of Concord, on behalf of Executive Health & Sports Center, requesting Major Site Plan Approval, Architectural Design Review Approval and a Conditional Use Permit pursuant to Article 28-4-4(d), to allow disturbances to Bluffs and Bluff Buffers, for renovations and expansion of an existing health and fitness club and the addition of medical offices at 10 Garvins Falls Road, including modifications to the existing parking, site access, lighting and landscaping. (2013-67)

Chris Rice, TF Moran, and Mike Benton, owner, were present to discuss the revisions to the landscaping and main entrance. Mr. Benton stated he understood the need to direct people to the main entrance and to make it welcoming. He asked the Committee for suggestions on how to make it more “fun”. Mr. Rice suggested changes to the entrance canopy and color changes. The Committee reiterated the need to have the entrance easily viewed by patrons upon entering the parking area. Mr. Rice noted that he landscape plan now conforms to the required number of trees.

Mr. Henninger also noted the committee’s concerns about the appearance of the existing storage shed since it would be directly in view when patrons entered the main parking lot. Mr. Rice stated that the shed would be repainted during Phase 1 and either removed or refurbished during Phase 2 or 3.

Ms. Hebert stated that the project is slated to go before the Planning Board on January 15, 2014 for a public hearing and consideration of the Site Plan application.

Mr. Gentilhomme made the motion to recommend Design Review approval for renovations and expansion of an existing health and fitness club and the addition of medical offices at 10 Garvins Falls Road, including modifications to the existing parking, site access, lighting and landscaping with the condition that the applicant return after consideration by the Planning Board with revised building elevations for the main building entrance in more detail along with any further plans for the shed. This would allow the ADRC to review the details at the project entrance along with a solution for the shed in Phase 2. Ms. Hengen seconded the motion. The motion passed unanimously.

- 3. Application by Siena Investments, LLC, on behalf of Capri Real Estate Holdings, LLC, City of Concord, State of New Hampshire, and Everett L. and Patricia A. Foster, for Major Site Plan Approval to construct a 22,596 square foot retail building and a 4,950 square foot restaurant, including parking, landscaping, drainage, and lighting between Loudon Road and Old Loudon Road opposite the Steeplegate Mall. The approval includes the relocation of the Old Loudon Road intersection with Loudon Road from its current location opposite Branch Turnpike to the existing signalized intersection with D'Amante Drive. (2013-69)**

Matt Peterson, Hillside Design Group, Mike D'Amante, representing Siena Investments, and John Jordan, Architect, were present to discuss revisions to the retail building and the site plan, along with a design for the proposed free-standing sign. Mr. Jordan updated the Committee about the revisions to the façade for the retail building which include extending the base to eliminate the glass at ground level, the addition of pilasters at the ends of the building, the screening of the roof top mechanical equipment, and a revised material and wall color scheme for the Old Loudon Road side of the building. Mr. Peterson discussed revisions to the location of the restaurant and site landscaping. Mr. Peterson also noted that because there is no rear of the building due to exposure to streets on both sides, any dumpsters would need to be screened. Mr. Henninger pointed out that the loading area to the rear of the building area is also required to be screened. He suggested that a fence along a portion of the Residential District Buffer along Old Loudon Road could address this issue as well.

Mr. Gentilhomme made the motion to recommend Design Review approval for the revised elevations for the proposed 22,596 square foot retail building. Ms. Hengen seconded the motion. The motion passed unanimously.

Action was deferred on the landscaping plan until the next meeting since changes were still being made in response to staff comments. Elevations for the restaurant and individual tenant signs have not yet been received. Mr. D'Amante advised that they would be returning for further review of the site landscaping and lighting in February and hoped they would have elevations ready for review for the restaurant at the next ADRC meeting.

Mr. Gentilhomme made the motion to recommend Design Review approval for a new internally illuminated free-standing sign at Loudon Road and Old Loudon Road opposite the Steeplegate Mall as submitted. Mr. Doherty seconded the motion. The motion passed unanimously.

As there was no further business to come before the Committee, the meeting adjourned at 9:20 am.

Respectfully submitted,

Stephen Henninger
Acting City Planner