

**City of Concord, New Hampshire
Architectural Design Review Committee
March 13, 2012**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, March 13, 2012, in the Second Floor Conference Room in City Hall, at 8:30 a.m.

Present at the meeting were members Elizabeth Durfee Hengen, James Doherty, Duene Cowan, Jennifer Czysz, and Claude Gentilhomme. Gloria McPherson, Steve Henninger, Becky Hebert, and Donna Muir 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, building, building alterations, and signs that are on the Planning Board's regular agenda for March 21, 2012, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to architectural design review.

Agenda Items

- **Application by Stephen Thibault for Great Clips for Design Review approval for two new affixed signs, located at 60 D'Amante Drive, within the Gateway Performance (GWP) District.**

Ms. McPherson explained that the project is for two new affixed signs on a new retail building.

Rob McIntyre was present on behalf of the applicant.

The ADRC discussed the proposed cloud signs, which will be black and white. The white portion of the letters will be internally lit.

The ADRC recommended approval of the two signs as submitted.

- **Application by Wheelabrator Concord Co., LP for Design Review approval for enclosure walls around the air pollution control equipment located at 11 Whitney Road, Penacook, within the Industrial (IN) District. (2012-0010)**

Mr. Henninger reported that the application involves the enclosure of the lower level of the "bag house" located between the main building and the discharge stack. The installation will not be visible offsite and is screened by existing buildings, a screen wall and a sound wall.

Jay Berry was present on behalf of the applicant.

The ADRC discussed the proposal and agreed the enclosure walls were a good solution for the building use.

The ADRC recommended approval of the application as submitted.

- **Application by Flomac Limited Partnership for Design Review approval for renovations to an existing building, construction of a new restaurant building, associated parking lot improvements, utilities, drainage, landscaping, lighting, and the Master Sign Plan, located at 8 Loudon Road, within the Gateway Performance (GWP) District. (2012-0009)**

Mr. Henninger stated that the application involves the demolition of a portion of the existing retail building and the construction of a 6,030 square foot Buffalo Wild Wings restaurant, with a patio and screening. The applicant is proposing to completely reconstruct the parking lot and install new site landscaping and lighting. The existing access to the site by way of a common drive from Loudon Road will remain unchanged. The project will be completed in two phases. Building elevations have only been submitted for the first phase. Phase two is the future expansion on the north side of the existing building.

Peter Gearhart, Rick Lundborn and John Arnold were present on behalf of the applicant. They discussed the phasing of the project and the plans for the demolition of a portion of the existing building.

The Committee discussed the new east façade of the existing building and noted that this was a very public façade. The committee was concerned with the appearance of this new façade. Mr. Gearhart noted that the applicant was in discussion with a tenant for the Phase 2 and is preparing a new design for the existing building. The committee decided to reserve comments on modifications to the existing building until the new design was available.

The ADRC discussed the black and white patterned roof top screening, the lighting and signage of the proposed Buffalo Wild Wings building, and the redesign of the loading area on the rear of the existing building, including the landscape, dumpster screening, sidewalks, and parking islands.

It was determined that a Master Sign Plan would need to be submitted for the Buffalo Wild Wings restaurant, the existing building and its proposed addition. The ADRC also stated that the freestanding sign should be a monument sign per the Design Guideline standards of the zoning district, with landscaping at the base of the sign.

The ADRC stated that the patio television screens could not be used as variable message signs, and should only be visible by the patrons.

The ADRC moved to recommend approval of the building elevations, lighting and signage for the Buffalo Wild Wings building as designed, with the suggestion that the rooftop screening

have more subdued colors and/or the extraneous wall lighting be toned down, as the cumulative impact of both is too much. Motion carried unanimously.

The Committee found the design of the site plan to be generally acceptable as submitted, with the comment that the sidewalks on some of the islands are extraneous and the space might better be used for additional plantings, and that the loading and dumpster areas on the south side of the existing building should be redesigned and better screened from 8 Loudon Road. The Committee suggested some options, including that the dumpster enclosure be an extension of the building, pulled further away from the property line and accessed through the parking lot, and agreed that the details of the final design should be worked out between staff and the applicant prior to final presentation to the Planning Board.

There was no further business to come before the Committee, and the meeting adjourned at 9:51 a.m.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

SLH / djm