

City of Concord, New Hampshire
Architectural Design Review Committee
October 6, 2020 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on October 6, 2020 via Zoom at 8:30 a.m.

Attendees: Co-Chairs Jay Doherty and Elizabeth Durfee Hengen, Members, Ron King, and Doug Shilo

Absent: Members Tomas and Gentilhomme, Richard Woodfin Planning Board Chairman

Staff: Sam Durfee, Senior Planner
Craig Walker, Zoning Administrator

Call to Order

The meeting was called to order by Co-Chair Doherty at 8:30 a.m.

Mr. Durfee read the following into the record:

Due to the COVID-19/Coronavirus crisis and in accordance with Governor Sununu's Emergency Order #12 pursuant to Executive Order 2020-04, this Board is authorized to meet electronically.

Please note that there is no physical location to observe and listen contemporaneously to the meeting, which was authorized pursuant to the Governor's Emergency Order. However, in accordance with the Emergency Order, this is to confirm that we are:

a) Providing public access to the meeting by telephone, with additional access possibilities by video or other electronic means;

We are utilizing the Zoom platform for this electronic meeting. All members of the Board have the ability to communicate contemporaneously during this meeting through the Zoom platform, and the public has access to contemporaneously listen and, if necessary, participate in this meeting through clicking on the following website address: <https://zoom.us/j/754076629>, or by dialing the following phone # 1-929-205-6099 and entering the password 754076629. For those calling in who want to provide public testimony, dial *9 to alert the host that you want to speak. The host will unmute you during the public hearing portion of the meeting.

b) Providing public notice of the necessary information for accessing the meeting;

We previously gave notice to the public of how to access the meeting using Zoom, and instructions are provided on the City of Concord's website at: <http://concordnh.gov/273/Planning-Board>

c) Providing a mechanism for the public to alert the public body during the meeting if there are problems with access;

If anybody has a problem, please call 603-225-8515 or email at: planning@concordnh.gov.

d) Adjourning the meeting if the public is unable to access the meeting.

In the event the public is unable to access the meeting; we will adjourn the meeting and have it rescheduled at that time.

Please note that all votes taken during this meeting shall be done by Roll Call vote.

Approval of Minutes

Ms. Hengen moved to approve the minutes of September 1, 2020, as written. Mr. Doherty seconded the motion. The motion passed unanimously.

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Sign Applications

1. NH Trust Financial Advisors requests ADR approval for the installation of a replacement non-illuminated wall sign at 97 North Main Street in the Central Business Performance (CBP) District.

Tom Cimikoski, of NH Trust, represented the application.

Mr. Cimikoski stated that this submission is a revision to a previously approved version of this sign.

Mr. King made a motion, seconded by Mr. Doherty, to recommend approval of the proposed sign design, as submitted.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

2. Signet Jewelers requests ADR approval for the replacement of an internally-illuminated wall sign at 297 Loudon Road in the Gateway Performance (GWP) District.

Danny Thewes represented the application.

Mr. Thewes stated that all text in the sign would be white and the heart element would be red.

Mr. Doherty asked if the “Jared” text of the sign was being removed and replaced as well as the text below. Mr. Thewes confirmed that all text would be removed and replaced.

Mr. Doherty made a motion, seconded by Ms. Hengen, to recommend approval of the proposed sign design, as submitted.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

3. Li Yuan, LLC requests ADR approval for the replacement of an internally-illuminated wall sign and the replacement of an internally-illuminated freestanding sign at 121 Loudon Road in the General Commercial (CG) District.

Glen Schadlick of Neopco Signs, represented the application.

A discussion was held regarding the differences in colors and text between the building sign and the freestanding sign. Members of the committee commented that the text is italicized on the building sign, but not on the freestanding sign and the colors on the building sign are red, white and blue, but on the freestanding sign they are gold, white and blue.

Mr. Schadlick stated that these were the colors his client liked, though agreed that colors should be related between signs advertising the same business.

Members of committee noted difficulty in the ability to read the phone numbers on the building sign. Mr. Schadlick stated that the purpose of these numbers is for individuals who are looking for curb-side pick-up who can call the numbers while in their parked cars.

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Mr. Shilo made a motion, seconded by Ms. Mr. Doherty, to resubmit to ADR a revised sign package where colors on the building and freestanding signs are similar, and the fonts are similar with the goal of matching the signs.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

4. T-Mobile requests ADR approval for the replacement of an internally illuminated wall sign and an internally-illuminated blade sign 32 North main Street in the Central Business Performance (CBP) District.

No one was present to represent the application.

Mr. Doherty made a motion, second by Mr. King, to recommend approval as submitted.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

5. Purely CBD requests ADR approval for the installation of a new internally-illuminated wall sign and the replacement of an internally-illuminated freestanding sign at 75-77 For Eddy Road in the Gateway Performance (GWP) District.

Max Tejada of The Sign Gallery represented the application.

Members of the committee had several questions regarding the location and balance of the Purely CBD sign and the Sportclips sign. Members felt that the wall signs were not centered, relative to how the respective businesses occupy the space. Ms. Hengen suggested shifting the CBD sign to the right slightly and shifting the Sportclips sign to the left slightly and also recommended stacking the Sportclips sign in a vertical manner, similar to that of the CBD sign.

Mr. King made a motion, second by Mr. Shilo, to recommend approval of the freestanding sign as submitted.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

Mr. King made a motion, second by Mr. Shilo, to recommend tabling the wall sign pending a redesign so that the Purely CBD and Sportclips signs better complement each other.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

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6. Sportsclips requests ADR approval for the replacement of an internally-illuminated wall sign at 75-77 Fort Eddy Road in the Gateway Performance (GWP) District.

Max Tejada from The Sign Gallery represented the application.

The conversation from the previous agenda item continued.

Mr. King made a motion, seconded by Mr. Shilo, to recommend tabling the wall sign pending a redesign so that the Sportclips sign better compliments the proposed Purely CBD sign.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor

Mr. Shilo – in favor

Mr. Doherty – in favor

Mr. King – in favor

7. Caring Family Dentistry requests ADR approval for the installation of two new externally-illuminated wall signs at 327 Loudon Road in the Gateway Performance (GWP) District.

Josh Messenger of Advantage Signs represented the application.

Mr. Messenger explained that these signs maintain the design that was approved for a freestanding sign at the last ADR meeting.

Mr. King noted that the sign above the entryway appears to be off-center and wanted to confirm that the actual sign would be centered. Mr. Messenger confirmed that it would be centered.

Mr. King made a motion, seconded by Mr. Doherty, to approve the design as submitted.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor

Mr. Shilo – in favor

Mr. Doherty – in favor

Mr. King – in favor

8. LensCrafters requests ADR approval for the installation of an internally-illuminated wall sign and a new internally-illuminated window sign at 240 Loudon Road in the Gateway Performance (GWP) District.

Tracy Becker of Sign Pro represented the application.

This application also included the addition of an awning to the building.

Mr. Shilo noted that the detail sheet for the wall sign is different from what appears in the rendering. Ms. Becker stated that what is in the rendering is correct and confirmed that the letters are halo lit.

Mr. King made a motion, seconded by Mr. Doherty, to approve the design of the wall sign as submitted with the requirement that the letters are opaque day and night.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor

Mr. Shilo – in favor

Mr. Doherty – in favor

Mr. King – in favor

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Members discussed the awning stating that the image that appears in the rendering is different from the detail sheets. Ms. Becker clarified that the awning will have no valance, an internal frame, and have side panels, similar to the awning on the adjacent store front.

Mr. Doherty made a motion, seconded by Mr. King, to approve the awning design provided that the awning have no valance, an internal frame, side panels, and resemble the awning on the adjacent store front, but in the proposed slate grey color.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

Members review the “Eye Exams” window sign.

Mr. King made a motion, seconded by Mr. Doherty, to approve the design as submitted.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

Building Permits in Performance Districts

1. Richard and Jacalyn Day request ADR approval for the construction of a 4,300 sf private storage building at 108 Old Loudon Road in the Gateway Performance (GWP) District.

Jacki Day represented the application.

Members had a series of questions relative to the location and orientation of the proposed barn, windows and color. Ms. Day explained that the side of the barn would front Old Loudon Road and the garage doors would be accessed from the existing driveway. She explained that there will be panel windows typical of garage doors and a series of windows along the sides of the barn.

Ms. Hengen stated that the white color of the barn would make an already large building stand out more. Ms. Day asked if a beige, light grey or taupe color would help to reduce the visual impact. Members agreed that off-white colors would help.

Mr. King stated that he would like to see elevations with the windows included.

Mr. Shilo explained that a resubmission with an annotated sketch with narrative detailing colors, window styles and other specifications would help to inform a decision by this committee.

Mr. Shilo made a motion, seconded by Mr. King, recommending to table the application pending a revised and more detailed submission.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor
Mr. Shilo – in favor
Mr. Doherty – in favor
Mr. King – in favor

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Major Site Plan/Subdivision Applications

1. Above All Collision requests ADR approval for the expansion of a vehicle storage yard, the creation of a new storage yard, and a new driveway at 45 Chenell Drive in the Industrial District (IN).

Jon Rokeh of Rokeh Consulting represented the application.

Mr. Rokeh explained that this site plan builds on a previous approved site plan to expand a vehicle storage area, create a new storage yard, as well as a new driveway.

Members had questions about the location of the driveway and landscaping. Mr. Rokeh stated that what is proposed conforms with the existing code, Mr. Durfee agreed.

Mr. King made a motion, seconded by Mr. Doherty, to approve the design as submitted.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor

Mr. Shilo – in favor

Mr. Doherty – in favor

Mr. King – in favor

2. Brixmor requests ADR approval for the construction of two buildings, a drive-through facility, and associated landscaping and parking restriping at 80 Storrs Street in the Opportunity Performance (OCP) District.

The applicant for this project requested a continuation to the November ADR meeting. No action was taken by the committee

Adjournment

Mr. King made a motion to adjourn. Mr. Doherty seconded. The motion passed unanimously at 10:13 AM.

Respectfully submitted,
Sam Durfee, AICP, Senior Planner