

**City of Concord, New Hampshire  
Architectural Design Review Committee  
December 13, 2016 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on December 13, 2016 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jay Doherty, Doug Shilo, Margaret Tomas, and Elizabeth Durfee-Hengen. Craig Walker of the Code Administration Division; Heather Shank of the City Planning Division; and Lisa Fellows- Weaver Administrative Specialist, were also present.

The ADRC met to provide recommendations for the December 21, 2016 Planning Board meeting with regard to the proposed design of certain sites, buildings, building alterations, and signs subject to the provisions of the City of Concord Zoning Ordinance.

***Sign Applications Requiring Design Review:***

- 1. Mattress Firm, on behalf of Joseph Concord NH Trust, requesting ADR approval to install a new wall sign consisting of internally illuminated channel letters at 77 Fort Eddy Road in the Gateway Performance (GWP) District. *MBL: 641/Z45***

Robyn Casey was present on behalf of the applicant. Mr. Doherty noted that this proposal was similar to last month's design.

On a motion made by Ms. Hengen and seconded by Ms. Tomas, the application was approved as submitted unanimously.

- 2. Cobblestone Pointe, on behalf of RM24 Holdings, LLC, requesting ADR approval to install a new monument sign at 23 Triangle Park Drive in the Office Park Performance (OFP) District. *MBL: 111/B1/16***

The applicant was not present. With no discussion, on a motion made by Mr. Shilo and seconded by Ms. Tomas, the application was approved as submitted unanimously.

- 3. B. Good Food with Roots, on behalf of Nick Delegas, requesting ADR approval to install a new wall sign, and a replacement panel in a freestanding sign at 10 Fort Eddy Road in the Road in the Gateway Performance (GWP) District. *MBL: 641/Z49***

Mr. Delegas was present. He explained that the proposal is to replace both of the existing signs in kind, using the same cabinetry. Red plastic vinyl with white illuminated letters will be used for both the building and freestanding sign.

On a motion made by Mr. Doherty and seconded by Ms. Hengen, the application was approved as submitted unanimously.

- 4. NH Charitable Foundation requesting ADR approval to install a new monument sign at 1 South Street in the Civic Performance (CVP) District. *MBL: 36/7/7***

The applicant was not present. Mr. Doherty felt that there was a lack of detail provided with the application specifically as to how the sign will be attached to the columns and the location of the sign. Mr. Walker noted that the placement of the sign cannot be within 20 ft. of the triangle to not obstruct the view.

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Ms. Hengen made a motion to approve as submitted subject to the condition that the actual location of the sign be identified on the site plan and submitted to the Zoning Administrator. Mr. Doherty seconded. The motion passed unanimously.

**5. TF Bernier, Inc. requesting ADR approval to install a new monument sign at 50 Pleasant Street in the Civic Performance (CVP) District. MBL: 36/5/14**

Mr. Bernier was present along with Glen Schadlick. Mr. Schadlick explained that the sign is made up of HDU foam, approximately 2½” thick. The sign will be lagged between two granite posts so that the fasteners are not visible and painted to match the granite. The location of the proposed sign will be outside the triangle area on the corner of the property. Additional explanation was provided as to the design and color of the sign. Mr. Shadlick added that the lettering and logo will be raised and will be about 2 ½ inch thick.

Mr. Doherty made a motion to approve as submitted subject to the condition that the actual location of the sign be identified on the site plan and submitted to the Zoning Administrator. Ms. Tomas seconded. The motion passed unanimously.

**6. Best Western Inn & Suites, on behalf of ISHA, Inc., requesting ADR approval to replace a freestanding sign, a monument sign, and two (2) directional signs at 97 Hall Street in the Opportunity Corridor Performance (OCP) District. MBL: 6/1/2**

Ms. Shank clarified that the two directional signs were not a part of the sign package and do not require ADR approval; only the free standing and monument sign are pertinent to this approval.

Bob Perry of Sousa Signs was present on behalf of the applicant. He explained that the new signs are due to a change to the logo for the national chain.

Mr. Walker stated that the signs were all a part of the original approval for this specific site. Ms. Shank will look into the original site plan regarding the two directional signs.

A discussion was held regarding the directional signs and the fact that they do not indicate any directional related information. Mr. Walker questioned whether it was permitted for these signs to have a logo since they are for directional purposes only and not for advertising purposes. He indicated that the original approval must be reviewed. The applicant presented revised graphics indicating “Entrance” and “Exit” on the directional signs. Mr. Walker stated that these would be acceptable and asked the applicant to send him the updated graphics.

On a motion made by Ms. Hengen and seconded by Mr. Doherty, the application was approved as submitted unanimously.

As there was no further business to come before the Committee, the meeting adjourned at 9:06 AM.

Respectfully submitted,

Heather R. Shank, AICP, PLA  
City Planner