

City of Concord, New Hampshire
Architectural Design Review Committee
November 7, 2017 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on November 7, 2017 in the 2nd floor conference room at 41 Green Street.

Present at the meeting were Co-Chairs Jay Doherty and Elizabeth Durfee-Hengen and Member Jennifer Czysz. Craig Walker of the Code Administration Division; Heather Shank and Lisa Fellows-Weaver of the City Planning Division; and Rich Woodfin, Chair of the Planning Board, were also present.

Since there was not a quorum, recommendations were noted by consensus.

Sign Applications:

- 1. McGown Fine Art, on behalf of Mark Ciborowski, requesting ADR approval to install a new externally illuminated projecting sign at 2 Phenix Ave. in the Central Business Performance (CBP) District. MBL: 45/7/2**

Ms. Shank stated that the applicant provided a letter saying she could not be present due to a medical procedure. Mr. Walker explained that the proposal is to move the existing sign from the Hills Ave. location to the new location on Phenix Ave.

Mr. Doherty noted that the application does not indicate where on the wall the sign is proposed to be installed. Glen Schadlick of NEOPCO Signs stated that he is doing the installation, and that the applicant is open to suggestions relative to the location.

The consensus of the Committee was to recommend that the design be approved as submitted, with the suggestion that the location be in general proximity to the door.

- 2. D'Amante Companies requesting ADR approval to install a new internally illuminated freestanding sign at 275 Loudon Road in the Gateway Performance (GWP) District.**

Dan Hutchins was present on behalf of the application. He explained that this is a new sign for the proposed development off of Loudon Road. The proposed design features are the same as the sign for the neighboring property.

The consensus of the Committee was to recommend approval as submitted.

- 3. All Out Fitness, on behalf of ADN Realty Trust, requesting ADR approval to install a new internally illuminated wall sign at 219 Fisherville Road in the General Commercial (CG) District. MBL: 201P/3**

Anthony Oglesby represented the application. He explained that this business will be utilizing two spaces. The proposal is to install two new panels into two existing cabinets.

The consensus of the Committee was to recommend approval as submitted.

- 4. 9 Round, on behalf of 89 Fort Eddy Road, LLC, requesting ADR approval to install a new internally illuminated wall sign and a replacement panel in an existing freestanding sign at 89 Fort Eddy Road in the Gateway Performance (GWP) District. MBL: 59Z/17**

Roland Paradise represented the application. With no comments or concerns, the consensus of the Committee was to recommend approval as submitted.

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5. **Cumberland Farms requesting ADR approval to replace a panel in an existing internally illuminated freestanding sign at 47 Fisherville Road in the General Commercial (GC) District. MBL: 304Z/1**

Carolyn Parker represented the application. She stated that the proposal is a replacement of signs due to modifications of graphics for a brand design change.

The consensus of the Committee was to recommend approval as submitted.

6. **Kay Jewelers, on behalf of Siena Investments, requesting ADR approval to install two new wall signs at 265 Loudon Road in the Gateway Performance (GWP) District. MBL: 111E/1/12**

Robin Casey represented the application. A discussion was held regarding the proposed height of the sign and the fact that it is not consistent with neighboring business signs.

The consensus of the Committee was to recommend approval as submitted, subject to the condition that larger sign be centered on the midpoint of the adjacent Chipotle sign.

7. **O'Reilly Auto Parts, on behalf of Mark LeFebvre, requesting ADR approval to install a new wall sign at 61 Hall Street in the Opportunity Performance Corridor (OCP) District. MBL: 14/2/7**

Robin Casey represented the application. She stated that the proposal is to remove and replace the existing sign. With no comments or concerns, the consensus of the Committee was to recommend approval as submitted.

8. **Citizens Bank, on behalf of Capitol Plaza Concord LLC, requesting ADR approval to install a new wall sign and relocate a projecting sign at 57-81 North Main Street in the Central Business Performance (CBP) District. MBL: 45/1/12**

Heather Dudko represented the application. She stated that the proposal is to replace the existing wall sign panel and projecting sign, and relocate the projecting sign closer to the space occupied by the business. The existing bracket will be reused.

A discussion was held regarding the length of the projecting sign and the distance it extended over the right-of-way. Members felt that the sign was proportionally wide in relation to other signs, and did not fit with the scale of the streetscape. Ms. Durfee-Hengen noted that decreasing the width would not diminish the visibility of the sign; that the revised design with the green background and white lettering is very handsome, increases legibility, and will be very visible; and that decreasing the width would be appropriate considering the redesign of Main Street and higher expectations for appropriate signage. Members agreed and recommended that the sign be reduced from 70 inches in width to 60 inches.

Members noted that the sign complies with the Zoning Ordinance maximum requirement for projecting signs of 6 feet 7 inches, and discussed whether the ordinance should be changed to reduce this dimension to encourage smaller signs more consistent with existing signs that seem more in scale with the new Main Street. Ms. Durfee-Hengen questioned whether 60 inches is the appropriate length for projecting signs, or what the appropriate length should be. Ms. Shank suggested that it was an

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improvement with regard to the current application, and that staff could review signs that seem more in scale with the streetscape to develop a basis for a zoning amendment recommendation.

The consensus of the Committee was to recommend approval of both signs, subject to the condition that the projecting sign be decreased from 70 inches in width to 60 inches in width.

9. Lakes Region Tent & Event requesting ADR approval to install a new freestanding sign and a new wall sign at 6 Whitney Road in the Industrial (IN) District. MBL: 6/P12/1

No one appeared to represent this application. With no comments or concerns, the consensus of the Committee was to recommend approval as submitted.

10. BP & 7-Eleven, on behalf of Bo & Pop Limited Partnership, requesting ADR approval to install four (4) new panels in an existing internally illuminated freestanding sign, a new internally illuminated wall sign, and an internally illuminated window sign at 9 Village Street in the General Commercial (CG) District. MBL: 192P/90

Heather Dudko represented the application. She stated that the proposed electronic messaging sign will be replaced with a fixed message sign per code. She explained that the ground sign structure will remain, the top panel will be replaced, and the cabinets below will be reconfigured and increase in area from 40 sf to 52 sf. New cabinets will be installed within the frame. The existing frame will be painted white as well as the cabinets.

The consensus of the Committee was to recommend approval as submitted, with the understanding that the cabinet for the fixed message sign will be white to match the frame.

11. Bank of NH Wealth Management, on behalf of Ciborowski Jacobs Trust, requesting ADR approval to install a new internally illuminated wall sign and a new window sign at 116 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/6/11

Craig Moore of Barlo Signs represented this application. Mr. Walker stated that the wall sign was installed, though a temporary permit was obtained. Mr. Moore stated that the proposal is for an internally illuminated panel mounted to the façade, and a new window sign. He added that only the text would be illuminated.

A lengthy discussion was held regarding the wall sign. Members expressed concern with the internal illumination of the proposed panel, as the existing sign was not internally lit. Members felt that an externally illuminated sign would be more desirable and preferred; it would create a nicer pedestrian environment at night. It was noted that the tag line is larger than the name of the company; the revision should have the tag line smaller than the company name. Also discussed was the fact that the text does not line up, reference, or integrate with the storefront architecture, and that the proposed black and white color scheme is stark and does not relate to the existing tan and cream color scheme. It was also noted that the indentation of the ampersand is odd text and that the window signs tag line was center justified.

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The consensus of the Committee was to recommend approval of the window sign as submitted, and to deny the request for the wall sign until revisions had been made. Due to the fact that this is a prominent location, the members recommended that the applicant return to ADR with revisions.

12. Gale Motor Co, on behalf of Remi Hinxhia, requesting ADR approval to install a new externally illuminated projecting sign and a new window sign at 148 North Main Street in the Central Business Performance (CBP) District. MBL: 45/6/13

Glen Schadlick of NEOPCO Signs was present along with Dave Spagnuolo representing the application. Mr. Spagnuolo explained the intent of the design is to reflect vintage whiskey labels. He stated that the exterior lighting fixtures proposed will be angled towards the sign and will be black. The sign will be externally illuminated only.

The consensus of the Committee was to recommended approval as submitted, with the understanding that the externally illuminated fixtures be black, consistent with the proposed sign colors.

Mr. Schadlick requested to be notified of any amendments proposed to the sign ordinance. He added that it was very nice to see the Chairman of the Planning Board present at the meeting.

Other Items for Discussion

Main Street Guide – Members reviewed an updated draft of the Main Street Guide. The Committee was receptive to the overall direction of the document. Members discussed the area that should be covered. Members felt that side streets and other important public spaces such as Eagle Square should be included. Ms. Czysz noted that the side streets would not relate to the Sidewalk Zone recommendations, or any of the pages that reference those zones. She suggested having a Main Street and a side street cross section. Ms. Durfee-Hengen suggested that a future revision of the document might include those areas, and that the current document could be considered the first of two phases, with the first phase focused on the recent investments in Main Street. Ms. Shank stated that the City will be developing a Form Base Code, which also may bring changes to the districts that could be captured in a later phase of the Guide.

Mr. Woodfin suggested that a meeting with the merchants might be helpful to let them know of the changes and expectations.

A work session was scheduled for Tuesday, November 14, 2017 at 5:00 p.m.

Adjournment

As there was no further business to come before the Committee, the meeting adjourned at 10:30 AM.

Respectfully submitted,
Heather Shank, City Planner