

City of Concord, New Hampshire
Architectural Design Review Committee
April 10, 2018 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on April 10, 2018 in the 2nd floor conference room at 41 Green Street.

Present at the meeting were Co-Chairs Jay Doherty and Elizabeth Durfee-Hengen, Members Doug Shilo, Claude Gentilhomme, and Margaret Tomas. Heather Shank and Lisa Fellows-Weaver of the City Planning Division, and Craig Walker of the Code Division, were also present.

Sign Applications Requiring Design Review:

1. **Bread & Chocolate, on behalf of 31 South Main Acquisition, LLC, requesting ADR approval to replace an existing projecting sign at 29 S. Main Street in the Central Business Performance (CBP) District. *MBL: 35/1/1 – Continued from March 13***

This item was continued from March 13 at the applicant's request. No applicant was present. The Committee did not discuss the application. The motion made at the March 13, 2018 meeting still stands.

2. **Taylored Interiors, on behalf of 31 South Main Acquisition, LLC, requesting ADR approval to replace an existing projecting sign at 29 S. Main Street in the Central Business Performance (CBP) District. *MBL: 35/1/1– Continued from March 13***

This item was continued from March 13 at the applicant's request. No applicant was present. The Committee did not discuss the application. The motion made at the March 13, 2018 meeting still remains in effect.

3. **201 South Realty Trust requesting ADR approval for a new wall sign at 201 S. Main Street in the Urban Commercial (CU) District. *MBL: 26/1/8– Continued from March 13***

This item was deferred back to the ADRC from the March 21 Planning Board meeting where the applicant provided a revised sign. The conditions from the ADRC March 13 meeting were reiterated noting that the name of the store and logo were to be increased in size, and all other text be eliminated from the sign with the exception of four products listed, and the font used for the "Grocery Wine Craft Beer" text. Ms. Shank stated that the purpose of the sign is to advertise that they are now selling new items.

A discussion was held regarding the location of the sign- this is the side facing Water Street, the east side- and how effective the sign will be. Members discussed the fact that there was no logo presented on the sign and they should focus on the aesthetics. It was agreed that the new proposal is better the original proposal. Members also felt that the revised proposal still has too much text to read. Ms. Hengen suggested that the sign may be better served to have fewer words and a larger font be used that better indicates what the business is about. Ms. Shank stated that the major point of the new sign is for the new smoke shop. It was also noted that the existing signs all have rounded corners and this proposal is square; this sign should match the other signs and the fonts should also match.

Mr. Gentilhomme made a motion to approve the update revision, subject to the conditions that the font for "New Smoke Shop" be increased in size; eliminate the words "check out our" and "addition", and that the sign edges be rounded similar to the existing signs. Ms. Tomas seconded. The motion passed unanimously.

The applicant arrived and additional discussion ensued as another revision was submitted. This revision had a yellow background, the corners were more rounded, and the store title/logo was added. The text was the same.

Mr. Gentilhomme made a motion to rescind the conditional approval. Ms. Tomas seconded. The motion passed unanimously.

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Mr. Doherty made a motion to approve the updated revision, subject to the conditions that “check out our” and “addition” be eliminated, the letters be changed from red to black to improve visibility, and that the overall dimensions of the sign be 36 x 72. Mr. Gentilhomme seconded. The motion passed unanimously.

4. Roy Nails & Spa, on behalf of Michael Montor Revocable Trust, requesting ADR approval to reface an existing freestanding sign at 89 Storrs Street in the Central Business Performance (CBP) District. MBL: 35/3/11

Ms. Shank stated that the Planning Board deferred this application back to the ADRC for additional discussions regarding the use of an opaque background. Bill Lustig of Sign-a-Rama was present along with the applicant. He explained the process of making the sign opaque and noted that it would be a greater expense to the applicant due to the intensity of the labor. Discussion ensued as to the color choices and the lighting. Mr. Lustig noted that a sign with an opaque background will not be correctly illuminated at night.

The applicant expressed her desire for the sign to be inviting and represent the American flag with the red, white, and blue colors. The ADRC explained that the sign colors would remain; the background would simply not be illuminated at night. The applicant was fine with that option, though the cost was prohibitive for her. She suggested leaving the sign as is and not having it be illuminated at all. Mr. Lustig suggested that an opaque screen be added to prevent illumination of the sign at night.

Mr. Doherty made a motion to approve the design as proposed, subject to the condition that the sign be opaque and not be illuminated. Ms. Hengen seconded. The motion passed unanimously.

5. GTY MA/NH Leasing, LLC, requesting ADR approval to replace a panel in the existing freestanding sign at 24 Loudon Road in the Gateway Performance (GWP) District. MBL: 114/2/1.

John Lamansky represented this application. Mr. Walker stated that the Committee is not reviewing the directional signs as they do not require permits.

Ms. Hengen made a motion to approve the sign design, as submitted. Mr. Gentilhomme seconded. The motion passed unanimously.

6. State of NH requesting ADR approval for two new wall signs at 50 Storrs Street in the Opportunity Corridor Performance (OCP) District. MBL: 35A/1/2

Bill Barnard of Barlo Signs and Andy Davis from the State of NH represented the application.

Mr. Davis stated that the proposal is actually for three wall signs at the Storrs Street headquarters. He explained that the two enforcement signs have flat cut-out letters and are not illuminated. The circular sign is on the west face of the building and is the standard logo sign that is illuminated. The sign will turn off at 11 PM, which is consistent with other businesses in the plaza.

A discussion was held regarding the section of the “Headquarters” sign that has a white circular portion, which will also be lit; most of the sign is red. Mr. Shilo expressed concern with trying to set a precedent for preventing white backgrounds from being illuminated, while allowing the white portion of this sign to be illuminated. Ms. Shank noted that the white portion is part of their logo and not part of the background, so the intent is maintained.

Mr. Barnard added that the sign mimics the store’s logo but replaces the word “outlet” with “headquarters”.

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Mr. Davis explained that the enforcement division just moved to this location. This office area is the base location for the investigators, a conference room, office areas, and centralizes the agency to be under one building.

A brief discussion was held regarding the removal of trees. Mr. Barnard stated that they are planning to do aggressive pruning so the signs can be seen but are not planning to remove any trees at this time.

Mr. Shilo made a motion to approve the sign design for the circular sign, as submitted. Ms. Hengen seconded. The motion passed unanimously.

Ms. Hengen made a motion to approve the enforcement sign design, as submitted. Mr. Shilo seconded. The motion passed unanimously.

Building Permits for Exterior Modifications

7. **Warrenstreet Architects requesting ADR approval for a 826 sf two-story addition to the existing building at 27 Warren Street in the Civic Performance (CVP) District. MBL: 36/4/5**
The applicant requested that the application be continued to the next meeting.
8. **Simchik Planning & Development, on behalf of The Hotel Concord, LLC, requesting ADR approval to add a 12 foot wide canopy to the existing building at 11 S. Main Street in the Central Business Performance (CBP) District. MBL: 35/2/7**

Anthony Mento of Simchik Planning & Development represented this application. He provided an overview of the proposed layout of the hotel, which will include 36 guest rooms on the 4th floor, a penthouse on the 6th floor, the main entrance will be the ground level, and lower levels will host a fitness center, hotel backhouse, laundry, maintenance area, offices, and storage area for the Red River Theater.

A discussion was held regarding architectural lighting. They will be adding an LED strip to illuminate the underside of the aluminum soffit temporarily to determine if the effect is desirable. Mr. Mento invited the ADRC and staff to view the lighting, which they planned to leave up for several weeks.

Ms. Hengen noted that the rendering of the proposed canopy appears to be crowding the name of the hotel. Mr. Mento replied that it is crowded; however, no signage is being proposed at this time. He added that they are in the process of rebranding the building and looking at all signage holistically. He added that during the winter months, the snow and ice will remain on the canopy unless it needs to be removed. In that case it will be pushed to the sidewalk and then removed. He further explained the back sloped gutter for rain events, which is connected to the roofs drain system.

Mr. Shilo asked about the materials of the structure of the canopy. Mr. Mento stated that the structure is aluminum. They are trying to tie into the building using the aluminum as it is not too heavy. They do not want to cantilever something so large over the sidewalk that is made of steel. He stated that all the existing steel will be removed, painted to match the new aluminum structure, and reinstalled.

Mr. Gentilhomme made a motion to approve the proposal for the canopy, as submitted. Ms. Hengen seconded. The motion passed unanimously.

Site Plans

9. **RNL Properties-Club 55, requesting ADR approval as part of an amendment to an approved plan to allow a duplex where a clubhouse was originally proposed, and conversion**

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of an existing multifamily structure into a clubhouse, for the residential development at 61 Borough Road in the Single Family Residential (RS) District. MBL: 192/P 38

The applicant was not present. Ms. Shank stated that the applicant is proposing to change the use of proposed buildings; a duplex will be built where the clubhouse was proposed, and the exiting multi-family structure will become the clubhouse. This will result in addition units. Ms. Fenstermacher added that there are not changes proposed to the exterior of the building.

Mr. Gentilhomme made a motion to approve the proposal as submitted. Mr. Shilo seconded. The motion passed unanimously.

10. Keach-Nordstrom, Inc. on behalf of Capital Region Health Care Corporation/Granite Ledges, requesting an amendment to an approved plan for a 778 sf building addition at 151 Langley Parkway in the Institutional (IS) District. MBL: 95/3/4D

Jeff Merritt of Keach-Nordstrom represented the application. He explained that Capital Region Health Care Corporation owns the site of Granite Ledges of Concord, an existing 3-story assisted living facility, and they are proposing to construct a 778 sf living room addition to be located off of the northern face of the existing facility. Related onsite construction will include removing of the existing concrete sidewalk and the existing vestibule, and construct a new living room addition with covered porch and a new paver patio. Trees and landscaping will be saved or salvaged if possible.

Jeremy Baldwin, Architect, explained that the living area is the overall recreation area. He stated that the new project will match all colors of the existing building; however, they are changing some materials due to having more durability and a few windows will be relocated. There are no mechanical changes proposed as everything will be tied into the existing building.

Mr. Gentilhomme made a motion to approve the proposal for a 778 sf building addition, as submitted. Ms. Tomas seconded. The motion passed unanimously.

11. South Main Street Apartments requesting preliminary conceptual review for new construction of 125 apartments.

Ms. Shank stated that this is a conceptual review only and no recommendations to the Board are needed from the Committee at this time.

Drew Dolben and John O'Conner of the Dolben Company, Brian Jones from Allen Major, PE, and Rob Schaefer, architect, represented the application.

Mr. Schaefer gave a presentation showing the renderings of the proposal and explained that the building will be 125 apartments, with retail plaza space, and a parking facility. The exterior of the building will consists of brick, stone cladding, and contemporary panels.

Ms. Shank noted that the renderings provided today are different then what was previously submitted. Mr. Schaefer noted that those were very quick preliminary sketches and that the current images represent the latest work.

A discussion was held regarding the materials proposed. Mr. Schaefer noted that there are different shades of fiber cement panels, bricks, and clapboards proposed for the exteriors. He explained that each side of the building is different as they are trying to represent the character of the neighborhood of each side. Samples of the brick panels were provided. Mr. Shilo expressed concern with the variations on the residential side of the building and suggested the variations be less subtle. He added that each side of the building should be treated accordingly as to what they are next to and be more tailored to each street. Mr. Schaefer replied that is the reason for the clapboards on the Fayette Street side Mr. Gentilhomme suggested using the proposed materials

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but have no variation in the back. Mr. Schaefer stated that he was hoping that the proposed colors would work for the building and the gray areas throughout would soften the size of the building.

Mr. Schaefer explained the store front along Main Street. He stated that this is a wide open area in front for retail spaces. Ms. Shank stated that the materials on the bottom floor need to be broken up more. Mr. Shilo suggested that the stone be lowered and the openings be increased in size to be more open. Ms. Hengen suggested that the fiber cement is not a good look and suggested masonry. Mr. Shilo added that some materials are not as strong as others for the use of the garage opening areas. Also mentioned was the level of the garage and windows. It was suggested that these windows be larger.

Mr. Schaefer noted the proposed roof top gathering area and stated that the area is open and could be a seating area.

Ms. Hengen stated that she would like to see some type of a visual continuation at the corner of the building to be carried to the lower level. Discussion ensued as to other design options to add.

Overall, members felt that the project is a great improvement to what was originally submitted and felt that this meeting was very helpful.

Adjournment

As there was no further business to come before the Committee, the meeting adjourned at 10:45 AM.

Respectfully submitted,
Heather R. Shank, City Planner