

City of Concord, New Hampshire
Architectural Design Review Committee
May 8, 2018 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on May 8, 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 Ron King, and Margaret Tomas. Heather Shank and Sam Durfee of the City Planning Division, and Craig Walker of the Code Division, were also present.

Sign Applications Requiring Design Review:

Due to a medical emergency, Items 9 and 10 were moved to the front of the agenda.

9. Warrenstreet Architects requesting ADR approval for an 826 sf two-story addition to the existing building at 27 Warren Street in the Civic Performance District (CPD). MBL: 36/4/5 - Continued from April 10

Jonathan Halle of Warrenstreet Architects represented the application. He provided an overview of the proposed design which will serve as additional office space for the architecture firm.

A discussion was held regarding the siding, windows and roofline of the addition. Several members of the committee thought it would be more appropriate to either make the addition appear more different than the existing building by making the siding darker, or making the addition appear more similar to the existing building by using windows of similar length as those on the existing building and constructing a pitched roof.

Mr. Halle explained that the siding of the addition will be covered in an evergreen climbing vine or ivy within the next two years. Ms. Hengen expressed concern over relying fully on vegetation for providing aesthetic value.

Mr. Doherty made a motion to approve the proposal for an 826 sf building addition with the recommendation that darker siding and/or different materials be used on the addition. Mr. King seconded. The motion passed 3/1 with Ms. Hengen opposed.

10. Warrenstreet Architects on behalf of Concord Orthopedics, requesting ADR approval for a second floor addition for placement of medical equipment in the Institutional (IS) District and the Residential Open Space (RO) District. MBL: 95/3/1

Johnathan Halle of Warrenstreet Architects represented the application. He provided an overview of the proposed layout of the addition which includes an MRI unit. Mr. Halle also explained the addition's exterior design.

There were comments on the siding between the supporting brick columns relative to the fact that they are a beige color and stand out next to the brick. Mr. Halle explained that the siding serves a utilitarian purpose of hiding the deep floor of the addition. Ms. Hengen suggested using siding that was more the color of the brick so blend in as opposed to reading like a design feature. Mr. Doherty contested that anything painted to look like brick does not come out as well as intended.

Ms. Tomas made a motion to approve the proposal for the second floor addition with the recommendation that a darker colored siding that doesn't stand out be used between the supporting brick columns. Mr. King seconded. The motion passed unanimously.

1. White Mountain Imaging requesting ADR approval to install a new freestanding sign at 46 Chenell Drive in the Industrial (IN) District. MBL: 11/G 1/59

Rick MacDonald represented this application. There were no comments from the Committee.

Mr. Doherty made a motion to approve the design as submitted. Mr. King seconded. The motion passed unanimously.

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2. **GTY MA/NH Kay Jewelers, on behalf of Siena Investments, requesting ADR approval to install a new internally illuminated wall sign at 265 Loudon Road in the Gateway Performance (GWP) District. MBL: 111/E 1/12**

Robyn Casey represented the application. She gave an overview of the design, which proposes a sign on the southwest side of the building similar to the existing sign facing Loudon Road.

Members of the Committee were happy to see the proposed sign centered on the side of the building.

Mr. Doherty made a motion to approve the application as submitted. Ms. Tomas seconded. The motion passed unanimously.

3. **Bangor Savings Bank, on behalf of Carl and Priscilla Grey, requesting ADR approval to install a new internally illuminated freestanding sign at 104 Loudon Road, in the Institutional (IS) District. MBL: 11/6/1**

Mike Mathieu of Neokraft Signs represented the application. Ms. Shank pointed out that internally illuminated signs are not permitted in the IS District. Mr. Mathieu understood that the sign needed to obtain a variance for the internal illumination, but was looking for approval of the same design with external illumination.

The Committee had questions on the materials of the pole. Mr. Mathieu explained it will be made of silver anodized aluminum and submitted a revised graphic specifying this information. There was a question relative to the logo on the sign as to if the words “Bangor” and “Savings Bank” could be spaced out more as the “g” in Bangor was in contact with the “B” in Bank. Mr. Mathieu explained that is how the logo of the business looks. Ms. Tomas stated that the vegetation looked inadequate in size and quantity for the proportions of the sign. Mr. Mathieu expressed concern about visibility and safety. Ms. Shank noted that 36 inches in height would be sufficient to ensure visibility for cars.

Mr. King made a motion to approve the design subject to the condition that the sign be externally illuminated, and that a greater number of larger shrubs be provided more proportionate to the size of the sign. Mr. Doherty seconded. The motion passed unanimously.

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

The applicant was not present at the meeting. The application was not discussed.

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

The applicant was not present at the meeting. The application was not discussed.

Building Permits in Performance Districts

6. **Spring Corner Realty, requesting ADR approval for dormer additions to the multifamily structure at 2-10 North Spring Street in the Civic Performance District. MBL: 36/2/1**

Sheldon Pennoyer of Sheldon Pennoyer Architects represented the application. He provided an overview of the proposed addition of dormers to the western façade and shed dormers to the

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eastern façade of the building. The dormers will be clad with cedar shingle, PVC trim, and an asphalt shingle to match the existing roofing.

The Committee recommended a darker metal for the proposed balconies to better match the rails associated with the N. Spring St. entrances. The length of the dormer overhangs was discussed and determined to be appropriate for the scale of the dormers. The Committee recommended that a 3-foot wide single door be used in the dormer balconies to better match the existing windows and proportions of the building, instead of the 4-foot wide double doors that are proposed. Mr. Penoyer was not opposed to the suggestion.

Mr. Doherty made a motion to approve the design with the recommendation that the balcony railings be a darker color metal and that 3-foot wide single doors be used in the dormers. Mr. King seconded. The motion passed unanimously.

7. Perry Petrillo, on behalf of Walmart, requesting ADR approval for the construction of a new canopy structure over six (6) parking spaces at 344 Loudon Road in the Gateway Performance (GWP) District. MBL: 111/F1/4

Perry Petrillo of Petrillo Architects represented this application. Ms. Shank noted that the proposal actually triggers Minor Site Plan review, but that the applicant was planning to submit that application at a later date. Since he was not available to attend the June meeting, he asked to be heard at the May meeting. He provided an overview of the proposed canopy design that included signage, pavement markings, the enlargement of six spaces to twelve feet from eight feet, and the installation of a steel frame with a high wind category curved fabric canopy.

The Committee asked if there were other Walmart stores with similar installations. Mr. Petrillo explained that there have been, but could not remember specific locations. He added that the other installations have been successful.

Mr. Doherty made a motion to approve the proposal as submitted. Mr. King seconded. The motion passed unanimously. Ms. Shank noted that the item would not appear on the Planning Board agenda until the complete Minor Site Plan application had been submitted.

8. New Concord Theater, requesting ADR approval for additions and modifications to an existing building and construction of a courtyard, at 16-18 S. Main Street in the Central Business Performance District. MBL: 35/6/4

Kreg Jones of Dennis Mires, P.A. The Architects represented the application. He provided an overview of the project, the purpose of which is to develop a new multipurpose, 280 seat theater venue in conjunction with the Capital Center for the Arts. The two additions propose a 498 sf two-story stair and elevator to the south side along the access plaza and a 250 sf addition to the concession along the north side of the build, which will infill the space between the existing concessions and the adjacent building and will not be visible from the street.

The Committee liked the aesthetics of the proposal and appreciated that the addition was compatible with the existing building but did not try to match it exactly. They agreed that the materials, colors, and architecture were appropriate and thought it was a great project.

Mr. Doherty made a motion to approve the application as submitted. Ms. Tomas seconded. The motion passed unanimously.

Items 9 and 10 were heard at the front of the agenda.

11. Keach-Nordstrom Associates, Inc., on behalf of 89 Fort Eddy Road (Planet Fitness), requesting ADR approval for expansion into the adjacent space, parking lot reconstruction,

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and drainage system upgrades at 93 Fort Eddy Road in the Gateway Performance (GWP) District. MBL: 59Z/17

Brent Cole of Keach-Nordstrom Associates, Inc., Adam Revesz of Sargenti Architects, and Steve Venezia of Planet Fitness represented the application. They provided an overview of the project which includes façade upgrades for 89 Fort Eddy Road, a new sign on Fort Eddy Road, landscaping, and parking reconfiguration.

The applicant shared a photo of a recently constructed façade in Dover, NH with an Exterior Insulation and Finish System, and a large Planet Fitness sign in purple text and yellow backing. This photo was a slightly different design than that which is proposed for the Fort Eddy location. The Committee voiced support for the Dover, NH design. Mr. Venezia stated that the final installation would most likely be similar to the Dover design.

There was a comment about the width of the text on the sign fronting Fort Eddy Road and the suggestion was made that the text be shrunk slightly to not crowd the edges of the sign.

Mr. King made a motion to approve the application subject to the condition that the graphics be revised to represent the Dover, NH façade and wall sign, and that the text on the wall sign and the freestanding sign be reduced enough to fit comfortably on each panel with some space at the edges. Ms. Tomas seconded. The motion passed unanimously.

12. Meisner Brem Corp., on behalf of James Carroll Revocable Trust, requesting Major Subdivision approval for a five lot cluster subdivision for property off of Carter Hill Road in the Residential Open Space (RO) District. MBL: 37Z-56

The applicant was not present and there were no comments on the application.

Mr. Doherty made a motion to approve the application as submitted. Mr. King seconded. The motion passed unanimously.

Doug Proctor of HL Turner and Tom Balone were present for a conceptual review of a proposed mixed use building at 97 Storrs Street

Carlos Baia, Community Development Director, and Matt Walsh from the City Manager's office joined the meeting. Mr. Proctor gave a brief summary of the project and proposed elevations. Ms. Hengen had to leave the meeting and gave some feedback before leaving. She stated that while there was not an expectation that the building should adhere to the character of a historic brick façade, there is an expectation that it would adhere to principles of urban form and demonstrate an attention to details including fenestration. She did not feel this was present in the proposal.

Mr. Balone gave a brief PowerPoint presentation displaying photorealistic renderings and nighttime images. The remaining Committee members also had to leave the meeting but summarize a few comments including that modern buildings could be nice but that this proposal was missing some important elements, that other materials should be used in addition to those proposed, and that the nighttime graphic doesn't make it clear what the building would actually look like in the day.

Since the Committee ran out of time, Ms. Shank suggested that the team return to next month's ADR meeting for more discussion.

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