

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**June 12, 2018 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on June 12, 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 Jennifer Czysz, and Claude Gentilhomme. Heather Shank, Sam Durfee, and Lisa Fellows-Weaver of the City Planning Division, and Craig Walker of the Code Division, were also present.

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

Items 1 and 2 on the agenda were taken together.

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 - *Continued from March 13***
2. **Taylorred 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***

Johnathan Chorlian represented the applications and Shawna Taylor represented Taylorred Interiors. The sign for Bread & Chocolate had previously been recommended for approval by the Committee. The Planning Board referred the Taylorred Interiors application back to the Committee, and the applicants chose to keep the items together.

Mr. Chorlian began by explaining why the signs had already been installed without ADR or Planning Board approval citing a safety concern because the previous signs were very heavy and were beginning to pull out of the wall.

Members of the Committee had concerns over the legibility of the Taylorred Interiors given the color and size of the bottom line of text. Ms. Taylor explained that the colors are part of her branding and the bottom line text on the sign is meant to advertise that she offers a service but also sells products. The applicants also noted that the sign may only be up for a few months to a year as Ms. Taylor is likely going to retire. Members of the Committee felt the bottom line of text was unnecessary and not legible, and added clutter.

Ms. Durfee-Hengen made a motion to approve the sign subject to the bottom line of text being removed. Mr. Doherty seconded. The motion passed unanimously.

3. **Dave Vollaro, on behalf of Walmart, requesting ADR approval for a new wall sign, at 344 Loudon Road in the Gateway Performance (GWP) District. MBL: 111/F1/4**

Dave Vollaro represented this application. There were no comments from the Committee.

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

4. **Paull Nails, on behalf of 31 South Main Acquisition, LLC, requesting ADR approval to install a new wall sign at 31A. S. Main Street in the Central Business Performance (CBP) District. MBL: 35/1/1**

The applicant was not present at the meeting.

Ms. Durfee-Hengen stated that the sign was hard to read given the color scheme and the font style. Mr. Gentilhomme opined that the sign is not consistent with those of the shops neighbors and appears to be out of place.

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Ms. Czysz made a motion to deny the application for failure to be consistent with the aesthetic and character of the surrounding architecture and properties and because it is difficult to read due to color palate and font. Ms. Durfee-Hengen seconded. The motion passed unanimously.

5. **Azure Hair Studio, on behalf of 31 South Main Acquisition, LLC, requesting ADR approval to install a new projecting sign at 5 Hills Ave. in the Central Business Performance (CBP) District. MBL: 35/1/1**

Glen Schadlick of NEOPCO Signs and Dawn Johnson of Azure Hair Studio represented the application.

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

6. **Subway, on behalf of PRM Holdings, LLC, requesting ADR approval to install two new internally illuminated wall signs at 39 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/1/6**

James Rood of Subway represented the application.

Ms. Durfee-Hengen asked if the two white panels that in-fill the archway would be removed when the sign is installed on the brick above the arch. The applicant said the owner will most likely keep one in place as it would serve as the sign location for the adjacent store.

Mr. Gentilhomme asked for clarification as to if the sign would be internally illuminated. The applicant replied that it would.

Mr. Gentilhomme moved to approve the design subject to the condition that the two panels be removed until such time as a new sign is needed for the adjacent store. Ms. Durfee-Hengen seconded. The motion passed unanimously.

7. **Millriver Wealth Management, on behalf of Capitol Street Associates, requesting ADR approval to install two new window signs at 97 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/3/4**

Ms. Durfee-Hengen recused herself from the meeting for this application due to a partial ownership in the building and left the room. The applicant was not present at the meeting. It was unclear to the ADR members how many signs and which graphics were covered by the application. Ms. Czysz made a motion to table the application until next month. Mr. Gentilhomme seconded. The motion passed unanimously. Ms. Hengen returned to the room.

8. **Wealth Management & Private Banking, on behalf of Lee Marden, requesting ADR approval to install two new wall signs at 3 Eagle Square in the Central Business Performance (CBP) District. MBL: 45/3/4**

The applicant provided a description of the sign explaining that it would be externally illuminated. Ms. Durfee-Hengen was concerned about the effect on the storefront of painting a portion of the building black, and was not in favor of the application for that reason.

Mr. Doherty made a motion to approve the design as submitted. Mr. Gentilhomme seconded. The motion passed 3-1 with Ms. Durfee-Hengen abstaining.

9. **The Hotel Concord, on behalf of Capital Commons, LLC requesting ADR approval for a new wall sign and building lighting at 11 S. Main Street in the Central Business Performance (CBP) District. MBL: 35/2/7**

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Anthony Mento of SMP Architecture, and Jamie Simchik, owner of the property represented the application. Mr. Mento provided an overview of the application which included an arched sign on the face of the building reading “The Hotel Concord” and two signs below that one reading “The Hotel Concord” with logo and another reading “Capital Commons”.

Ms. Durfee-Hengen moved to approve the signs with the condition that the Capital Commons sign be redesigned to center the text vertically and horizontally. Mr. Gentilhomme seconded. The motion passed unanimously.

There was a second application for this project relative to LED lighting on the underside of the roof of the building. The applicant explained that the color of the lights were intended to be static, though they could change and move depending on how they are programmed.

Mr. Doherty moved to approve the application subject to the condition that the lights stay the same color throughout an evening and do not blink/flash or move horizontally. Ms. Durfee-Hengen seconded. The motion passed unanimously.

***Site Plans & Subdivisions Requiring Design Review***

- 10. Nobis Engineering, on behalf of Smokestack Realty, LLC, requesting ADR approval as part of a Major Site Plan approval to relocate previously approved but never constructed parking spaces along a new 20' wide emergency access road and the installation of storm water management controls in the Residential Open Space (RO) District, Institutional (IS) District, and the Industrial (IN) District. MBL: 582/Z 1**

Erin Lambert of Nobis Engineering and Peter Cook of Concord Direct represented the application. They provided a brief overview of the parking improvements and associated landscaping.

Ms. Durfee-Hengen moved to approve the design as submitted. Mr. Doherty seconded. The motion passed unanimously.

- 11. Conceptual review of proposed new multifamily structure at 32 South Main Street in the Central Business Performance (CBP) District.**

The architect for the project presented revised elevations. Many of the Committee’s previous comments had been taken into consideration for the revised drawings. Some concern was expressed that the colors of the gray panels seemed too bright and contrasting. The colors on the original elevations were preferred as they depicted warmer colors. Overall, the group was in favor of the direction the architect was taking and felt that the revisions were positive improvements.

**Warrenstreet Architects, requesting ADR review as part of a Minor Site Plan application for a two-story building addition at 27 Warrant Street in the Civic Performance (CVP) District.**

Ms. Shank stated that she had received revised graphics for this application and wanted to get the Committee’s feedback to give the Board direction on the alternatives. The applicant was not present.

The Committee members were not in support of the revised drawings, and felt that they did not reflect the intent of the original recommendations for revision. Mr. Gentilhomme suggested a truncated truss with sloped roofing on the north and south sides (front and rear) of the build to provide the impression of a pitched roof instead of a flat roof. He also felt the windows are disproportionate in size and style to the addition. Ms. Durfee-Hengen, Mr. Gentilhomme, and Ms. Czysz felt that the original proposal for siding matching the existing building was preferred over the revision. Mr. Doherty was not in favor of the

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applicant's proposal or Mr. Gentilhomme's suggestion, though other members of the Committee were in support of the suggested revisions.

Mr. Gentilhomme moved to disapprove the proposed design based on the height and overall form of the addition being inappropriate given the existing architecture of the building. Ms. Czysz seconded. The motion passes 3-1 with Mr. Doherty abstaining.

**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