

City of Concord, New Hampshire
Architectural Design Review Committee
September 11, 2018 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on September 11, 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, Doug Shilo, and Margaret Tomas. Heather Shank and Sam Durfee, of the City Planning Division were also present.

Sign Applications

- 1. Petrogas Group New England, Inc, requesting ADR approval to replace an internally illuminated panel in an existing freestanding sign at 417 S. Main Street in the General Commercial (GC) District.**

Huseyin Sevincgil of MHF Design Consultants represented the application. He explained the proposal is to alter a previously approved sign to display a split sign showing the 7-Eleven logo and a Slurpee advertisement. The Committee discussed whether a sign displaying an advertisement for a specific product within the store was appropriate. Ms. Shank stated that the application was reviewed by Code, so she assumes that it complies with the regulations, and that the Committee may not be able to dictate the content of the sign due to recent court rulings.

Mr. Shilo made a motion to approve the application with the recommendation that the text “Only at 7-Eleven” be removed from the Slurpee advertisement. Mr. King seconded. The motion passed unanimously.

- 2. Blueprint Recovery Center, on behalf of ZJBV Properties, LLC, requesting ADR approval to install a new sign in an existing monument sign foundation and install a new wall sign at 2 Chenell Drive in the Office Park Performance (OFP) District.**

John Proscia of Blueprint Recover Center represented the application.

Mr. King stated that the text “Recovery Center” is difficult to read. Ms. Hengen suggested that the web address be removed from the sign as it is too long and the sign should focus on the name of the business. The applicant felt that both changes were appropriate.

Mr. King made a motion to approve the application with the recommendation that the web address be removed and the fonts be made more bold. Mr. Doherty seconded. The motion passed unanimously.

- 3. Lothstein Guerriero PLLC, requesting ADR approval to install a new externally illuminated freestanding sign at 5 Green Street in the Central Business Performance (CBP) District.**

Glen Schadlick of NEOPCO Signs and Ted Lothstein, building co-owner represented the application. Mr. Schadlick explained that the tree in front is dying and will be replaced with an annual bed. The sign will be located in that spot, which is on the opposite side of the driveway as is currently shown in the photo.

Ms. Hengen asked if it is necessary for the sign to be positioned as high as it is. Mr. Schadlick explained that it leaves space for a panel below should a future tenant require signage for a business.

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

City of Concord, New Hampshire
Architectural Design Review Committee
September 11, 2018 Minutes

4. **Spirit Halloween, on behalf of TRU 2005, RE LLC, requesting ADR approval to replace a panel in an existing freestanding sign and install a new wall sign at 310 Loudon Road in the Gateway Performance District (GWP).**

The applicant was not present.

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

5. **Hannaford, on behalf of City Plaza Concord LLC, requesting ADR approval to install six (6) new internally illuminated wall signs at 73 Fort Eddy Road in the Gateway Performance District (GWP).**

The applicant was not present.

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

6. **Altitude Trampoline Park, on behalf of Steeplegate Mall Realty LLC, requesting ADR approval to install a new internally illuminated wall sign at 270 Loudon Road in the Gateway Performance District (GWP).**

David DeMeo of Sign Effects, Inc. represented the application.

Mr. King noted that the logo is difficult to read. Mr. DeMeo stated that is how the company's logo is designed.

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

7. **The Hotel Concord requesting ADR approval to install a new internally illuminated wall sign at 11 S. Main Street in the Central Business Performance (CBP) District.**

Anthony Mento of SMP Architects represented the application. He explained this was the second iteration of the sign to come before ADR and that the ZBA has granted two variances for the size and location of the sign.

Mr. King observed that the signs placement between the fourth and fifth floor seems to crowd the windows. Mr. Shilo agreed, stating that it is a huge sign and asked why the sign is located as high as it is. Mr. Mento replied that the height is needed in order to clear the Storrs Street parking garage in order to be viewed from I-93. Mr. King felt the sign changes the character of the building. Mr. Mento replied that the sign maintains the company branding and the text is consistent with that on the signs on the Main Street side of the building.

Ms. Hengen voiced concern over encouraging variances for this sort of signage and asked if there have been other signs like this to receive similar variances. Mr. Mento replied with photo examples of other hotels in town of lesser size, but needed to receive the same variances. Ms. Shank stated that the sign is large in comparison to the windows. Ms. Hengen asked if diminishing the signs size by 50% could be explored. Mr. Mento responded that at 50% of the proposed size, it would not be visible from I-93. Mr. Shilo stated that he didn't feel that the intention to be visible from I-93 was appropriate for a building so far away from the interstate.

Mr. Simchik, owner of the building, addressed the Committee stating that he does not view the sign as a billboard, but as a sign for a business and that passing traffic on I-93 is an important pool of advertisement viewers and that given the name of the hotel, he feels it is advertising the City of Concord as well. He felt the sign helps to break up the relatively mundane assembly of brick buildings with a large, but tasteful sign.

**City of Concord, New Hampshire
Architectural Design Review Committee
September 11, 2018 Minutes**

Ms. Hengen replied by noting that there will be lighting along the cornice of the building that will need to be considered as well and stated that she would like to see a nighttime rendering of the sign with the cornice lighting included. Ms. Shank asked if reducing the sign by a lesser amount, 20% could be shown. Mr. Simchik said his group would look at it.

Mr. Shilo made a motion that the sign be resubmitted with a reduced square footage and a nighttime rendering. Mr. Doherty seconded. The motion passed unanimously.

8. Roy Nails, on behalf of Michael J. Montore Revocable Trust, requesting ADR approval for installation of new window signs at 94 Storrs Street in the Central Business Performance (CBP) District.

Nick Jarvis of Spectrum Marketing represented the application.

Ms. Hengen noted the repeated phone number on the opposite ends of the window sign. Mr. Jarvis said that there will be two different phone numbers as there are two points of contact for the business. Ms. Hengen thought this would be confusing.

Ms. Tomas thought that on the signs where there are two words, the words should be spaced out so that the window signs would read more like a sentence. Mr. Doherty agreed. Mr. Jarvis stated that the signs had already been manufactured as shown in the application and that the owner would need to purchase a second set of signs.

Members agreed that the change would not make enough of an impact to warrant the expense.

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

Building Permits in Performance Districts

9. Warrenstreet Architects, on behalf of Bangor Savings Bank, requesting ADR approval to replace the façade of the building at 76-82 N. Main Street in the Central Business Performance (CBP) District.

Jonathan Halle of Warren Street Architects represented the application. He provided an overview of the project, explaining that there is no original brick façade remaining on the first floor, and that new brick will be added on the second and third floor façades that will not match the existing brick, but should complement it. Bangor Savings Bank will take up all three floors of the northern portion of the building; retail space will be available on the first floor and office space on the second.

Ms. Shank asked what the material of the banding will be that frames the two story glass component and wraps the front of the building between the first and second floors. Mr. Halle explained it could be metal, or some sort of composite that will look like wood.

Mr. Shilo and Ms. Shank discussed breaking up the first floor wall of glass with vertical elements such as brick or the band material. Mr. Halle explained the goal of the glass is to unite the building and show it as one.

Ms. Hengen expressed concern over the proposed removal of the original third floor windows. Mr. Halle suggested that they could be saved and used a decoration in the lobby of the bank, but Ms. Hengen felt they belong on the building. Mr. Doherty understood Ms. Hengen's sentiment

City of Concord, New Hampshire
Architectural Design Review Committee
September 11, 2018 Minutes

but felt that maintaining the third floor windows would ruin the verticality obtained with the second and third floor glass façade.

Mr. Shilo suggested that the external lights should be lined up with either the windows or the vertical brick elements on the second floor. He asked about the location of the conduit for the solar panels on the awning and Mr. Halle stated it would be concealed.

Ms. Hengen made a motion to have the applicant return to the Committee with a draft showing vertical elements to break up the first floor glass and the third floor windows preserved, to compare with the current design. Mr. King seconded. The motion passed unanimously.

10. Eagle Square improvements update

Given the applicant was not present to represent the application; this update was pushed to the end of the meeting.

Site Plan & Subdivision Applications

11. Irving Oil, requesting ADR review as part of a Major Site Plan application for construction of a convenience store, fueling station, and related site improvements; and Conditional Use Permits to allow a fueling station in the CU District, and to allow two driveways on a frontage where only one is permitted at 22 & 24 Penacook Street and 163 N. State Street in the Urban Commercial and Urban Transitional Districts.

Frank Montero represented the application and provided an overview of the design and the edits made to it in response to staff and Committee comments. Mr. Montero states that in response to comments from Engineering Services, the crosswalks at the entrance driveways suggested by ADR will be removed from the plan as they are not consistent with other driveways along the corridor.

Robert Baker, resident of Concord, asked to express some concerns with the proposed development and was allowed to do so. He was concerned over the number of variances that were granted and that the zoning process does not allow for sufficient public comment. He felt that the trees on the western edge of the property will not survive once the adjacent trees are ripped out and asphalt is laid. Ms. Shank explained that staff has added conditions to the project that if the trees do die, new ones will need to be planted on site. Mr. Baker expressed that the abutting property owner on Penacook St. will have difficulties maneuvering in and out of his driveway due to the proximity of the proposed Penacook St. driveway and future improvements to Penacook St. relative to the Langley Parkway extension. Ms. Durfee-Hengen encouraged Mr. Baker to share his concerns with the Planning Board at the public hearing. Mr. Doherty asked that the Board be made aware that Mr. Baker came to speak.

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

12. SFC Engineering Partnership, Inc., on behalf of Rymes Propane & Oil, Inc., requesting ADR review as part of a Major Site Plan application for construction of a new parking lot at 257 Sheep Davis Road in the Gateway Performance (GWP) District.

Dan Flores of SFC Engineering represented the application.

City of Concord, New Hampshire
Architectural Design Review Committee
September 11, 2018 Minutes

Mr. King made a motion to approve as submitted provided all staff comments are addressed. Mr. Doherty seconded. The motion passed unanimously.

13. T.F. Bernier, Inc., on behalf of Harold E. and Judith Ekstrom, requesting ADR review as part of a Major Site Plan application to construct a new 4-story building for 38 apartments, and associated site improvements at 56-64 Warren St., 32-36 N. Spring St., and 17-19 & 21 Green St. in the Civic Performance (CVP) District.

Tim Bernier of T. F. Bernier, Inc. and Chris Carley of Carley Associates represented the application. Mr. Bernier began by providing an overview of the site layout.

Mr. Shilo asked if there are any fences proposed on the site and Mr. Bernier replied there are not. Mr. Shilo asked why there are no walkways provided from the northern building entrance to the parking lot or to North Spring Street or Green Street. Mr. Bernier explained that traffic volumes in the parking lot will be low, the driveway to N. Spring St. is very wide and should not have a problem accommodating pedestrian and car traffic at the same time, and the driveway from Green St. is very narrow and would not be able to accommodate two-way traffic and a sidewalk.

Mr. King had questions on lighting for the site and snow storage. Mr. Bernier explained that the lighting has not been addressed yet and that there are some areas for snow storage, but if a large storm was to dump a lot of snow, it would need to be removed from the site.

Mr. Carley then provided an overview of the building's architecture.

Ms. Tomas expressed her feelings that the green mansard roof, in color and form, does not work with the rest of the building and suggested that breaking the dormer in to two and the application of hardy board siding could help the design.

Mr. Shilo asked if the mansard roof could be extended past the adjacent brick elements to help break up the massing of the building. Mr. Carley explained this would cut off light access into the living areas of some of the apartments below, but perhaps a pergola or similar element could be considered. Mr. Doherty questioned the use of a granite belt course on the brick sections of the building to break up the floors and suggested a brick soldier course instead. He also noted that the windows are different across some of the floors. Mr. Carley stated that he feels that if the windows are all identical, the building can look like a "cheese grater". Mr. Doherty also suggested adding a transom above the south side entrance to keep the line of the adjacent windows. A granite block could suffice as well.

Mr. Shilo suggested using granite posts as opposed to the brick posts for the first floor entrance, noting that narrow brick posts seem odd. Ms. Tomas suggested they could work if there was some detail added to them. Mr. Carley replied that the landscape architect they are working with has plans that should provide significant landscaping around the posts.

Ms. Hengen commented on the lighter roof color stating the color "should anchor the roof" with a darker color. Mr. Carley replied that he was not satisfied with the yellow either but the intent was that the roof be recessive against a grey sky. The primary concern was to have a contrast of colors throughout the building. Mr. Shilo commented that the light/dark pattern gives the building a checkerboard appearance. Mr. Carley said that he would continue to look into color alternatives.

As this was a conceptual review, no motion was made. The applicant will return next month with further refined drawings.

City of Concord, New Hampshire
Architectural Design Review Committee
September 11, 2018 Minutes

14. Mark Ciborowski requesting conceptual ADR review of a building addition at 34-42 N. Main Street (Phenix Hall) in the Central Business Performance (CBP) District.

Mark Ciborowski of Ciborowski Associates and Eric Palson of SMP Architects represented the application. Mr. Ciborowski began with an overview of the project.

Members were overall in support of the design and felt that it would be a great amenity and improvement to Main Street. Ms. Hengen expressed concerns over the projection of the glass as it breaks the “Main St. wall” and that it could impede the sightlines of Phenix Hall. Mr. Palson felt that something as significant and singular as the glass façade could work and serve as a Main St. focal point north of Pleasant Street. Ms. Tomas stated she likes the glass bump out. Ms. Shank added that Mr. Gentilhomme, who was not in attendance, likes the proposed design as is.

Ms. Hengen asked if there would be any decorative design for the firewall on the north side of the glass lobby. Mr. Ciborowski stated there might be opportunity for a mural, but it will be temporary as the CVS lot will be built up in the coming years.

Mr. Shilo complimented the screening on the side of the bump out which Mr. Ciborowski said would be a copper or steel material. Mr. Shilo asked about extending the screening below the bump out and about using the same material for screening the eastern side of the mechanical penthouse.

As this was a conceptual review, no motion was made.

Eagle Square improvements update

Ms. Shank updated the Committee in regards to the change in walkway layout for Gateway Park. She explained that due to utilities beneath the site, the serpentine-style walkway was abandoned and replaced with an “L” shape ramp originating from Loudon Road, close to its intersection with N Main St. and then running near to the side of the building at 156 N Main St. She also shared the new configuration of the patio at 14 Dixon, with the steps shifted further onto the property and an ADA walkway extended around in the City right of way.

Adjournment

As there was no further business to come before the Committee, the meeting adjourned at 11:53 AM.

Respectfully submitted,

Heather R. Shank, City Planner