

City of Concord, New Hampshire
Architectural Design Review Committee
November 13, 2018 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on November 13, 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, Claude Gentilhomme, Doug Shilo, and Margaret Tomas. Craig Walker of the Code Department was present along with Heather Shank, Sam Durfee, and Lisa Fellows-Weaver of the City Planning Division.

Sign Applications

1. Age at Home, on behalf of Lake Life Properties LLC, requests ADR approval to install a new freestanding sign at 24 Hammond Street in the Opportunity Corridor Performance (OCP) District.

Josh Messinger of Advantage Sign represented the application.

Mr. Gentilhomme commented that there is no contrast between the last few letters of “Home” and the background graphic. The Committee suggested either that the house graphic be lighter in color or that it be an outline instead of solid, or that “Home” be removed from in front of the house graphic, or that the letters could be outlined to differentiate them from the graphic.

Mr. Doherty made a motion to recommend approval of the design with the suggested revisions and revised plans to be submitted to the Code and Planning Departments. Mr. Shilo seconded. The motion passed unanimously.

2. Minuteman Press, on behalf of Raft Effie Trust, requests ADR approval to install (2) two new wall signs at 93 Storrs Street in the Central Business Performance (CBP) District.

Ray Beland represented the application. He explained that they are proposing both signs on the front and side of the building as aluminum panels. Neither of the signs will be internally illuminated box signs, as indicated on one of the applications. In the future, he may add gooseneck lighting.

A comment was made by Ms. Hengen, that the small text on the bottom of the sign on the side of the building may not be seen. Mr. Beland concurred and stated that he would remove the bottom text from the side sign.

Mr. Gentilhomme made a motion to recommend approval of the design, as submitted, noting that both signs will be aluminum, the Storrs Street sign may be externally illuminated, and with the suggestion that the text on the bottom of the sign on the side of the building be removed. Mr. King seconded. The motion passed unanimously.

3. Pompanoosuc Mills, on behalf of Ciborowski Associates, requests ADR approval to install a new wall sign at 38 N. Main Street in the Central Business Performance (CBP) District.

Chuck Sykes represented the application. He stated that there is currently no sign located at the business and the proposed sign will not be illuminated.

Mr. Doherty asked for an explanation as to the length of the proposed sign in relation to the architecture of the building. Mr. Sykes stated that the space is 8 feet across, and he felt that a sign of 34 x 8 feet in area would be too boxy. He stated that the length of the proposed sign corresponds with the existing business signs. He stated that the black is more of a charcoal color.

Additional discussion was held regarding the window sign. Mr. Shilo felt that there needed to be more clarification for the vinyl window signage. Mr. Walker stated that the window signs need to be a separate application. Mr. Sykes stated that he would forgo the window signs at this time.

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Mr. Shilo made a motion to recommend approval of the sign, as submitted, noting that the window signs will be submitted at a later date, as a separate application. Mr. King seconded. The motion passed unanimously.

4. City of Concord requests ADR approval to install a new externally illuminated ground mounted sign and replace an existing wall sign at 125 Hall Street in the Industrial (IN) District.

Dan Hutchins from NH Signs represented the application. He explained that the City of Concord is proposing new signs at the Waste Water Treatment Plant. The current image on the side of the buildings is being replaced with the Concord Coach logo, which is slightly smaller. The entry sign is also being replaced. Ms. Shank noted that the lighting fixture at the top of the freestanding entrance sign is proposed to be white and suggested it be painted gray to coincide with the base of the sign. It was suggested that the text on the sign be shifted to the right to be centered over the bottom line text.

Mr. King made a motion to recommend approval of both of the signs, with the condition that the top two lines of text on the entrance sign be shifted to the right to be centered over the bottom line and the lighting fixture at the top of the entrance sign be grayish in color to match the base of the sign. Updated graphics are to be submitted to the Code and Planning departments. Mr. Gentilhomme seconded. The motion passed unanimously.

5. Comfort Inn, on behalf of Duprey Company, LLC, requests ADR approval to install a new internally illuminated wall sign, and a new internally illuminated ground mounted sign, at 71 Hall Street in the Opportunity Corridor Performance (OCP) District.

Craig Moore of Barlo Signs represented the application. The application is for a new wall sign and replacement monument sign.

Mr. Walker stated that the site is allowed up to three wall signs. Mr. Moore stated that the wall sign is proposed to be internally illuminated. Ms. Shank asked if they had considered backlit letters. Mr. Moore replied that he believes that if the sign were backlit it would not be as visible.

Ms. Hengen asked if the freestanding sign could be changed to a monument sign instead. Mr. Moore shared the original submission, which showed a monument sign with a blue base. Mr. Walker stated that the base was considered part of the sign area since it appeared to match the sign in material and color, and exceeded the allowable square footage. He also noted that the existing sign could not be replaced if it were completely removed, as it is a non-conforming sign. It would require a variance if removed entirely. However, a panel could be replaced.

Alternatives discussed for the freestanding sign included replacing the existing face while keeping the same dimensions, providing a new sign and getting the variance, replacing the landscaping, and changing materials. Ms. Hengen stated that the sign is deceptively large. She recommended lowering the sign from 8 feet to 6 feet. The applicant was amenable to that change. Ms. Hengen suggested the applicant review other options for the monument sign and resubmit for December.

Mr. King made a motion to have the applicant return to the December meeting with revisions. Mr. Shilo seconded. The motion passed 5/0/1. Mr. Gentilhomme was out of the room at this time.

Mr. King made a motion to recommend approval of the wall sign, noting that the specification sheet provided by the applicant is not accurate. Second by Mr. Gentilhomme. The motion passed unanimously.

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Other Business

A discussion was held regarding having a meeting with the Planning Board to talk about past projects and the design guidelines.

Additional discussion was held regarding changing the date of the ADR meeting for the next calendar year to allow members a chance to review the minutes prior to the Planning Board meeting.

Ms. Shank will follow up on these items.

Adjournment

As there was no further business to come before the Committee, the meeting adjourned at 10:08 AM.