

City of Concord, New Hampshire
Architectural Design Review Committee
February 5, 2019 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on February 5, 2019 in the 2nd floor conference room at 41 Green Street.

Present at the meeting were Chair Jay Doherty, Members Ron King, Margaret Tomas, Jennifer Czysz, and Doug Shilo. Heather Shank, Beth Fenstermacher, Sam Durfee, and Lisa Fellows-Weaver of the City Planning Division were present as well along with Zoning Administrator Craig Walker.

Sign Applications

- 1. Boost Mobile, on behalf of 154 Profile, LLC, requests ADR approval to install a new wall sign, consisting of channel letters, at 6 North Main Street in the Central Business Performance (CBP) District.**

Bob Perry of Sousa Signs represented the application.

Mr. Perry explained the proposal is to remove the existing signage, paint the wall façade, make any necessary repairs, and install a new internally, face lit and halo LED style channel letter set sign over the main entrance. The letters are halo lit by day and are black perforate vinyl and will appear white by night, and the logo is translucent tangerine vinyl. The existing awing will be removed. No other tenants are in the unit.

Mr. Shilo asked if internally illuminated signage is allowed in the CBP district. Mr. Perry explained that the light passes through the perforate holes so the letters can be seen at night; however, the light pass is not enough to illuminate onto the sidewalk. After discussion, signs in the district can be internally illuminated.

Ms. Tomas commented that she appreciated the night-time rendering of the sign.

Ms. Tomas made a motion to recommend approval of the design, as submitted. Mr. King seconded. The motion passed 4/0/1. Ms. Czysz arrived during the discussion and abstained from voting.

- 2. Concord Antiques Gallery, on behalf of Granite Center, LLC, requests ADR approval to install a new roof mounted/wall sign, at 137 Storrs Street (14 Dixon Ave.) in the Central Business Performance (CBP) District.**

Josh Messinger of Advantage Signs and Tom Balon, owner, represented the application.

Mr. Balon explained that the current Concord Antiques Gallery, a co-op ran antique shop, will be relocating as a part of the redevelopment project of 97 Storrs Street. Mr. Messinger explained the project is to install a new internally illuminated sign that will be a nice highlight for the City, similar to the Concord Hotel sign.

Mr. Balon stated that a variance was granted for the height adjustment for the proposed sign. The sign will read "Concord Antiques"; Concord is proposed to be red neon and Antiques will be white. He added that there is existing HVAC equipment on the roof that the proposed sign will screen.

Mr. Messinger stated that the sign would be proposed to be off in the late evening hours; however, potentially could be on a separate timer to just run the Concord portion at night. Mr. Walker stated that the entire sign should be illuminated, not only half. He commented that the location of the sign makes the advertising appear to be more geared towards Loudon Road and not where the store has frontage on. Mr. Balon replied that the building is set back 25 feet from

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the road and the height is only 3 stories. He noted that there will be trees planted on the lower street side in the near future. He feels that the sign location is a good proposal.

Mr. Shilo commented to the scale of the sign being too large. He suggested that the brackets be attached to the building and not the roof. He referenced the bold, white stylized letters and asked at what point does a letter become a face. He also noted that there is a brick background for the letters.

Mr. Doherty commented that the sign seems more like a billboard on the top of the building rather than a sign. Ms. Tomas agreed and added that the bracket is awkward and suggested that the sign be placed lower on the building.

Mr. King agreed that the sign is very large, and is advertising to an area where it should not be directing advertisements to. He also expressed concern with setting a precedent for other or future businesses that may want to add signage along roof tops. He asked if there is any other signage proposed. Mr. Balon replied that there will be a small sign over the entrance door and will be submitted at another time.

Mr. Walker stated that the sign is 60 feet where 100 feet is allowed. Mr. Walker added that there is signage on the building as the building is named as are other buildings in the vicinity.

Ms. Shank stated that this area is part of the historic downtown and is a gateway to downtown Concord. She did not feel that the sign was the best first impression of the historic downtown from Loudon Road. Mr. Balon stated that there are businesses on Main Street that have signs that now face the highway and there are businesses on Storrs Street with signs facing the highway. Mr. Walker explained that each of those businesses has been granted a variance specific to specific situation.

Ms. Czysz stated that she feels the sign is not too massive and is tastefully designed. She stated that the building is unique with a unique situation in terms of the visibility of the building. She commented that it is nice to see the vibrancy in the downtown.

Additional discussion was held regarding the hours the sign is lit. Mr. Shilo suggested that the sign be opaque and off when the store closes at night or it be shut off at a reasonable time in the evening. Mr. Messinger stated that it is darker in the winter months and gets earlier in the evenings. He stated that the new location is a remote location, promoting and advertising do not occur just between the hours of nine to five and since it is a smaller business it will require more advertising.

Ms. Shank clarified the sign regulations and stated that this proposal meets the criteria.

Additional discussion was held regarding other font styles and color choices that may make the sign more readable.

Mr. Shilo made a motion, second by Mr. King, to remove the sign from the top of the building and request that the applicant return to the Committee with a smaller sign located over the actual entrance of the business on the building without brackets, and with the color of the word "Antiques" replaced with a less bright white. The motion passed; 4/1. Ms. Czysz was opposed.

- 3. Splendid Sushi, on behalf of State Pleasant St. LLC, requests ADR approval to install a new internally illuminated projecting sign at 26 Pleasant Street in the Central Business Performance (CBP) District.**

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The applicant was not present.

Mr. Walker stated that there is an existing cabinet. He stated that typically he has always allowed the replacement of faces on existing boxes.

Mr. Shilo referenced the entire white background. A discussion was held regarding the sign glow at night and other options of background colors the applicant could propose.

Ms. Tomas made a motion, second by Mr. Shilo, to request the applicant resubmit to the Committee, with revisions showing an opaque background, a nighttime rendering of the proposed sign, and verify if the sign will be externally illuminated. The motion passed unanimously; 5/0.

4. Blood Oath Tattoo, LLC, on behalf of State Pleasant St. LLC, requests ADR approval to install a new wall sign at 15 Pleasant Street in the Central Business Performance (CBP) District.

The applicant was not present.

Members discussed the location of the sign. Ms. Tomas, Ms. Czysz, and Mr. King were in agreement with the proposed location. Mr. Walker stated that there is 25 square feet available for the sign. Ms. Shank suggested dropping the sign below the lintel and stretching it out as much as possible.

A question was asked regarding the existing lighting.

Mr. Shilo made a motion, second by Mr. King, to approve as submitted with the suggestion that the applicant clarify if the sign will be illuminated and what type of illumination, all fixtures should be removed from the façade if not being utilized, clarify the location of the sign with a rendering, and recommend the sign be located above the window symmetrical of the existing White Mountain sign. The motion passed unanimously.

5. Waypoint, on behalf of Child & Family Services Realty Corp., requests ADR approval to install a replacement sign on existing granite posts at 103 North State Street in the Civic Performance (CVP) District.

Mick Jarvis from Spectrum Marketing represented the application.

Mr. Jarvis stated that this proposal request is a rebranding for Child & Family Services Realty Corp. to Waypoint. He stated that the proposal will remove and replace the existing exterior lighting, as well as the existing face of the sign which will be replaced with a panel. Parking signs will be replaced and be directly mounted to the building. There will be no additional signage added to the site.

Mr. Doherty asked if the current sign is lit. Mr. Jarvis replied that he is not sure if the existing sign light is working now or not.

Ms. Tomas commented that the sign is very stark white. Mr. King commented that the older sign is more pleasing. Mr. Jarvis expressed concern as this is a rebranding.

Members noticed from the graphic that there were existing signs on the door, and commented that the design of the door was subtle, legible, and worked better. Mr. Shilo suggested that that the same design be used for the PVC sign.

Mr. Walker noted that any other signage was not to be included with this application.

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Mr. Shilo made a motion, second by Mr. King, to approve as submitted with the recommendation that the white space of the sign be consistent on all sides of the new sign, and updated renderings be provided. The motion passed unanimously.

- 6. Cedar Surgical Veterinary Hospital, on behalf of PFP Assoc. LTD Partnership, requests ADR approval to install two new internally illuminated projecting signs at 22 Bridge Street in the Opportunity Corridor Performance (OCP) District.**

Josh Messinger of Advantage Signs represented the application.

Josh Messinger stated that the proposal is replacing the existing sign faces. The sign facing Loudon Road will be internally illuminated and the other sign is lit externally.

Mr. Shilo asked about the changes with the signs specifically the amount of white space and the picture. Mr. Messinger replied that the scale is too small.

Mr. King made a motion, second by Ms. Czysz, to recommend approval of the design, as submitted. The motion passed; 4/1. Mr. Shilo was opposed.

Building Permits in Performance Districts

Mr. King recused himself for the following project.

- 7. Ron King, on behalf of Ciborowski Jacob S. Family Trust, requests ADR approval for a new storage structure at 90 Low Ave in the Central Business Performance (CBP) District.**

Mr. King represented the application.

Mr. King stated that he is returning to the Committee to present revised drawings based on the recommendations provided last month. He stated that they are planning to stain the storage shed a darker color and are currently exploring the option of adding a fence between the shed and building to hide the air conditioning units.

It was suggested to raise the fence to be the same height as the shed. Other color options were suggested as the darker brick color will fade. Board and baton siding was suggested as it would be more desirable. The proposed flat panel shed door should be changed to something more in line of the character for a shed or storage unit.

Mr. Shilo made a motion, second by Ms. Tomas, to recommend that the applicant resubmit renderings showing a darker gray color for the shed; continue the height and detailing of the shed to the fence connecting to the building; and avoid residential detailing of the door. The motion passed unanimously.

Mr. King stated he will return to the Committee next month to present revised drawings.

Site Plan & Subdivision Applications

Mr. King returned to the Committee as a voting member.

- 8. TF Moran, Inc., on behalf of Harold J. Lassonde III, requests ADR approval as part of a Major Site Plan application to construct a new 5,960 sf structure for the purpose of a wedding venue, and a Conditional Use Permit application for a proposed cupola exceeding the maximum height requirements, at 63 Bog Road in the Residential Open Space (RO) and Medium Density Residential (RM) Districts.**

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Kurt Lauer and Justin and Eric Stephens, of Stephens Brothers, LLC, represented the application.

Mr. Lauer provided an overview of the project. He stated that the proposal is for a barn style venue for weddings. The building will be a one-story, open space New England style barn, with board and baton siding, a shingled roof, and two cupulas. Mr. Stephens explained that the intent will be to host wedding ceremonies in the field and have the receptions inside the barn. There will be a patio with some shrubbery. All activities would be held inside the building due to sound.

Mr. Walker stated that the use is created by variance which was granted by the ZBA back in August. While the ceremony can occur outside, the variance is for an Indoor Recreation Facility and all activities shall occur inside the building.

A discussion was held regarding the entrance way needing overhangs. The members also felt that the curved window on the west elevation was out of place as there is no other similar shape on the building.

Mr. Doherty made a motion, second by Mr. King, to recommend approval of the site plan and architectural elevations as submitted, with the suggestion that windows or other element be incorporated into the front entry façade, and the half-circle window on the west elevation be reconsidered. In addition, the ADRC recommended approval of the Conditional Use Permit for the cupola to exceed the maximum height requirements of 35 feet. The motion passed unanimously.

9. Ledyard National Bank, requests ADR approval as part of a Minor Site Plan application to reconstruct a parking lot at 72 South Main Street in the Urban Commercial (CU) District.

Greg Steverson from Ledyard Financial, Jeremy Greeley of Randall T Mudge & Associates, Architects, along with Mark Savage surveyor represented the application.

Mr. Durfee explained that ADR approval is not required; however, the applicant requested to meet with the Committee to review the proposal.

Mr. Steverson and Mr. Greeley gave an explanation of the proposal and the area. The building will retain its existing footprint including the drive-up window. Green space will be added where none exists now on Perley Street. Parking on the front of the building will be eliminated. Landscaping was reviewed and Ms. Tomas commented that the maple trees placed at the Perley Street entrance should be reconsidered as they are salt intolerant. The traffic pattern was reviewed, one entrance and one exit for abutting properties. Members appreciated the proposed design and materials of the building and thanked the applicant for coming in.

Other:

Joint meeting with the Planning Board will be held March 12 at 6 p.m.

Adjournment

As there was no further business to come before the Committee, the meeting adjourned at 10:41 AM.