

City of Concord, New Hampshire
Architectural Design Review Committee
July 2, 2019 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on July 2, 2019 in Council Chambers at 37 Green Street.

Attendees: Co-Chairs Elizabeth Durfee Hengen and Jay Doherty, Members Doug Shilo, and Margaret Tomas. Ron King arrived at 8:42.

Absent: Claude Gentilhomme

Staff: Sam Durfee, Senior Planner
Lisa Fellows-Weaver, Administrative Specialist
Craig Walker, Zoning Administrator

Call to Order

The meeting was called to order by Chair Doherty at 8:35 a.m.

Approval of Minutes

Mr. Doherty moved to approve the minutes of June 4, 2019, as written. Ms. Tomas seconded the motion. The motion passed unanimously; 6/0.

Sign Applications

1. Verizon, on behalf of Joseph Concord Trust 09, requests ADR approval to install 3 new internally illuminated signs including a wall sign and 2 panels in existing freestanding signs at 75 Fort Eddy Road in the Gateway Performance (GWP) District.

Brain O'Conner of Frohling Sign Co. represented the application for Verizon.

Mr. O'Conner explained that the change is due to a corporate rebranding for all existing Verizon retail stores. The signs will be smaller than what exists. Color samples were provided and reviewed.

Ms. Hengen made a motion to recommend approval of the design, as submitted. Ms. Tomas seconded. The motion passed unanimously; 4/0

2. Dartmouth Hitchcock requests ADR approval to install two new internally illuminated freestanding signs at 253 Pleasant Street in the Institutional (IS) District

Michael Brewster of Barlo Signs represented the application.

Mr. Walker stated that the ZBA granted variances to permit two freestanding signs and allow internal illumination in the Institutional District.

Mr. Brewster explained the proposal is to replace all of the signs throughout the property. The cabinets and posts of the directional signs will be replaced as well as the cabinet in the monument sign and will be mounted on the masonry base.

A discussion was held regarding the scale of the monument sign and the extended cabinet. Members suggested reducing the cabinet as the proposed sign cabinet appears to be over scaled and not appropriate for the location. Mr. Walker commented that the proposals are compliant with the regulations.

It was noted that the street address was removed from the sign. Mr. Walker stated that he believes that the street address is a requirement from the Fire Department.

Mr. Shilo commented to the position of the cabinet of the monument sign being off center from the brick pylon. Mr. Brewster stated that the proposed cabinet does not go over the existing brick retaining wall; if it is shifted over it will be over the retaining wall.

City of Concord, New Hampshire
Architectural Design Review Committee
July 2, 2019 Minutes

Mr. Shilo asked if there are multiple versions of the logo. Mr. Brewster replied that he is not aware of any other logos for the applicant.

Colors were discussed. Mr. Brewster stated that there will now be only one green used, holly green. Ms. Hengen suggested that the posts of the directional signs be changed from gray to black. She added that landscaping should be added around the base of the sign.

Ms. Hengen made a motion to recommend approval of the design, as submitted, with the recommendations that the size of the monument sign be reduced by one-third, landscaping be added to the base of the monument sign, the color of the poles of the directional signs be painted black as opposed to the proposed green, and the street address be added to the monument sign per regulations by the Concord Fire Department. Mr. King seconded. The motion passed unanimously; 5/0

3. Milburn Plaza LLC requests ADR approval to install two internally illuminated replacement sign cabinets in an existing freestanding sign at 125 Loudon Road in the General Commercial (CG) District.

The applicant was not present.

Mr. Doherty stated that it appears that the proposal is a reface of the logo and the price face.

Ms. Tomas made a motion to recommend approval of the design, as submitted. Mr. Doherty seconded. The motion passed unanimously; 5/0.

4. Julian Peccorino, on behalf of Mason Asset Management, requests ADR approval to install a new internally illuminated wall sign and 2 new non-illuminated wall signs at 270 Loudon Road in the Gateway Performance (GWP) District.

Roland Paradis of Paradis Signs represented the application.

Mr. Paradis provided an overview of the proposal explaining that the location is the former Bon-Ton location. The existing 4'x50' Bon-Ton wall sign will be removed and replaced with the Zoo Health Club sign. Letters will be on a raceway, which will be painted the same color. The entrance signs will not be illuminated. They are 2 inches deep and will be attached to the EIFS with no visible hardware.

Mr. Shilo asked if there is another corporate color options and added that he does not feel that the sign will show up well. Mr. Paradis stated that the letters have a black trim and he is not aware of any other corporate color.

Ms. Hengen made a motion to recommend approval of the design, as submitted. Ms. Tomas seconded. The motion passed unanimously; 5/0.

5. Nature's Health & Beauty LLC, on behalf of Joseph Concord Trust 09, requests ADR approval to install a new internally illuminated wall sign and a new panel in an existing freestanding sign at 75 Fort Eddy Road in the Gateway Performance (GWP) District.

Matthew and Cynthia Shoenberg represented the application.

Ms. Shoenberg explained that American Shaman is a franchise specializing in cannabis and hemp oil. The design of the store is rustic with rustic aesthetics. Mr. Shoenberg stated that CBD letters are channel letters and the feather is their logo. These are all on a raceway mount.

Ms. Hengen expressed concern with the placement of the proposed sign. She stated that the sign appears to be skewed with the entrance of the neighboring Sports Clips business. Ms. Shoenberg stated that the store was one big unit at one time. Sports Clips has one half and already had their sign installed since their opening and it is much larger; therefore, the new business is limited to what is

City of Concord, New Hampshire
Architectural Design Review Committee
July 2, 2019 Minutes

available for space. Ms. Hengen suggested moving the proposed sign up to match the height of the neighboring business sign.

Ms. Tomas noted that there is a large amount of signage proposed for the windows and door.

Mr. Shilo stated that the letters on the pylon do not match the sign on the building. He stated that it may be helpful to match the signage and pylon sign. Discussion ensued regarding the lighting of the pylon sign as the background is different. Ms. Hengen suggested that the signage background stay dark which will show the letters better when the sign is lit at night.

Mr. Shilo made a motion to recommend approval of the design, as submitted, with the recommendation that the lettering of the two proposed signs match the building sign and the location of the building sign line up with the bottom of the Sport Clips sign. Mr. King seconded. The motion passed unanimously; 5/0.

6. Remi Hinxhia requests ADR approval to install a new awning sign and a new window sign at 62 Pleasant Street in the Civic Performance (CVP) District.

Glenn Shadlick of NEOPCO Signs represented the application.

Mr. Walker stated that the proposal is not exceeding the frontage requirements. Members liked the proposed design.

Ms. Hengen made a motion to recommend approval of the design, as submitted. Mr. King seconded. The motion passed unanimously; 5/0.

7. Jeffrey White requests ADR approval to install a new internally illuminated wall sign at 323 S. Main Street in the Urban Transitional (UT) District.

Glenn Shadlick of NEOPCO Signs represented the application.

Mr. Shadlick stated that the proposal is to add a sign to the building, for Gary's Service Center. The sign will be internally illuminated wall sign with two lines for changeable letters.

Ms. Tomas made a motion to recommend approval of the design, as submitted. Mr. King seconded. The motion passed unanimously; 5/0.

Building Permits in Performance Districts

9. Holden Engineering and Surveying, Inc., on behalf of Baron's Major Brands, requests Minor Site Plan approval for the construction of a 4,000 square foot addition and associated stormwater improvements at 350 Loudon Road in the Gateway Performance (GWP) District.

Douglas Brodeur represented the application.

Mr. Brodeur explained the proposal is to expand the existing 6,000 square foot building with a 4,000 square foot addition. The same materials will be used. The existing parking lot will not be expanded; however, re-stripping will occur to accommodate the increase in required parking. A small sidewalk will be added. There will be minimal impacts to the existing site. The infiltration basin is being increased to accommodate higher volumes and will be capable of infiltrating up to the 100-year storm event. The existing landscaping will be saved.

Ms. Hengen made a motion to recommend approval of the design, as submitted. Mr. Shilo seconded. The motion passed unanimously; 5/0.

**City of Concord, New Hampshire
Architectural Design Review Committee
July 2, 2019 Minutes**

Major Site Plan Applications

- 10. Capital Region Health Care Corporation requests ADR approval as part of an amendment to a Major Site Plan approval to construct a pedestrian bridge between the existing parking structure and the Ambulatory Health Care Building at 250 Pleasant Street in the Institutional (IS) District.**

Mr. Shilo and Mr. Doherty recused themselves for this discussion and left the table, which resulted in the lack of a quorum. Ms. Hengen apologized to the applicants and requested the applicant continue with a presentation and members provide non-binding comments. No formal motions were made.

Steven David of Concord Hospital and Dale Doller of Lavallee Brensinger Architects spoke to the application.

Mr. David presented an overview of the proposal for the bridge. He described the bridge as a conservative design which would match the new medical office building complex and garage façade.

Committee members commented that the bridge design was elegant; however, they provided feedback on the height of the brick on the southern elevation of the abutment. It was suggested that the architect consider either lowering the brick to expose more of the metal paneling below the window, or extend the brick all the way up to match the northern elevation.

There being no quorum present, no motion was made.

Mr. Shilo and Mr. Doherty returned to the Committee. The meeting reconvened.

Building Permits in Performance Districts (continued)

- 8. Marriott Courtyard & Conference Center, on behalf of Duprey Companies Capital Hotel Company, requests ADR approval to renovate the façade at 70 Constitution Ave in the Opportunity Corridor Performance (OCP) District.**

Jonathan Halle of Warrenstreet Architects represented the application.

Mr. Halle explained that the project is a requirement of the Marriot Corporation franchise, which will include exterior façade renovations. The structure will remain; however, there will be some roof elevations changed. The dormers will be removed. Renovations will include new EIFS, painting, and fiber cement siding. He noted that the landscaping is very mature, approximately 15 years.

A lengthy discussion was held regarding the proposed colors. Mr. Halle explained that the colors are brand dictated; red, black, and white. The existing brick will remain. The gables are gray. Members discussed the proposed white areas on the buildings and the balconies. They felt that

white was not consistent or the best use of the color for the design. Mr. Halle stated that he has worked over a year period to get this project approved with Marriott. If there are any changes then everything must go back to Marriott for approval.

Mr. Shilo made a motion to recommend approval of the design, as submitted, with the recommendation that the white materials around the windows that do not have balconies within the center entry block be changed or removed and the color around all balconies be treated consistently. Mr. King seconded. The motion passed unanimously; 5/0.

Ms. Tomas left the meeting at 10:07 a.m.

Adjournment

Mr. Doherty made a motion to adjourn. Mr. Shilo seconded. The motion passed unanimously; 4/0.