

City of Concord, New Hampshire
Architectural Design Review Committee
August 3, 2021 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on August 3, 2021 in the 2nd floor conference room at 41 Green Street.

Attendees: Co-Chair Elizabeth Durfee Hengen, Members Ron King, Claude Gentilhomme, Margaret Tomas, and Timothy Thompson

Absent: Co-Chair Jay Doherty and Zarron Simonis

Staff: Sam Durfee, Senior Planner
Lisa Fellows-Weaver, Administrative Specialist
Bob Nadeau, Code Inspector

Call to Order

The meeting was called to order by Co-Chair Hengen at 8:30 a.m.

Approval of Minutes

Mr. Thompson moved to approve the minutes of July 6, 2021, with edits that do not alter the content of the meeting. Mr. King seconded the motion. The motion passed unanimously.

Sign Applications

1. Barlo Signs, on behalf of Liberty Utilities, requests ADR approval for the replacement of a non-illuminated wall sign at 10 Broken Bridge Road in the Industrial (IN) District.

Brandon Currier of Barlo Signs represented the application.

Mr. Currier explained that the application is due to rebranding of Liberty Utilities. The company is changing the logo and the color of the letters is changing to black. No lighting is proposed.

The Committee agreed that the new logo is nicer and overall is easier to read. Mr. King suggested that the logo and wording be realigned; the bottom of Training Center should be moved to the bottom of Liberty

Mr. King made a motion, second by Ms. Tomas, to recommend approval of the signs, as submitted, with the recommendation that the bottom of the letters of Training Center and Liberty be aligned.

The motion passed unanimously.

2. NEOPCO Signs, on behalf of 603 Legal Aid, requests ADR approval for the replacement of a non-illuminated freestanding sign at 15 Green Street in the Civic Performance (CVP) District.

Glen Shadlick of NEOPCO Signs represented the application along with Sonya Bellafant Executive Director of 603 Legal Aid.

Mr. Shadlick stated that the panel portion of the sign is being replaced because the business has been renamed.

Ms. Tomas asked if the posts will be repainted if the white in the sign does not match. Ms. Bellafant explained that this business will eventually be relocating to co-locate with legal aid. They are trying to minimize costs as much as possible and reuse what they can.

Mr. Gentilhomme made a motion, second by Mr. Thompson, to recommend approval of the signs, as submitted.

The motion passed unanimously.

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3. NEOPCO Signs, on behalf of Carolyn Herrick, requests ADR approval for the installation of a new non-illuminated wall and blade sign at 134 North Main Street in the Central Business Performance (CPB) District.

Glen Shadlick of NEOPCO Signs represented the application along with the owner, Carolyn Herrick.

Mr. Shadlick explained that the blade sign is proposed to be centered above the column. The sign will double sided and non-illuminated. They are proposing a new bracket for the sign.

Mr. Shadlick stated that the wall sign is proposed to be individual letters. He explained that due to the architecture of the building the letters are not able to be moved around; there is a ledge and trim board.

Ms. Hengen suggested that the bracket be placed over the column as opposed to being mounted on the keystone. She added that the entrance would still be distinguished. Mr. Gentilhomme agreed.

The sidewalk clearance was noted. Mr. Shadlick stated that the sidewalk height requirements will be met. He added that he may have to increase the size of the sign some due to ledge.

Mr. Gentilhomme made a motion, second by Ms. Tomas, to recommend approval of the signs, as submitted, with the strong recommendation of placing the bracket for hanging the sign over one of the columns flanking the entrance to avoid a break in the arch.

The motion passed unanimously.

4. Advantage Signs, on behalf of Eames Insurance Services, requests ADR approval for the replacement of a freestanding sign at 78 Airport Road in the Industrial (IN) District.

Josh Messenger of Advantage Signs represented the application.

Mr. Messenger stated that this sign is a rebrand to add Remax for the real estate business. He explained that this sign is comparable to the existing size and is a sandblasted sign.

A discussion was held regarding the line of text under Remax stating “Driven by Eames Realty Service”. Members felt that the text should be centered with the text above versus being centered within the sign. Mr. Messenger stated that the client preferred that this line of text be centered on the sign. Members also agreed that the line of text is not relative to the text above it and that the rest of the text is off-centered by the balloon. Mr. Thompson stated that this text will not be read by drivers of passing vehicles. Ms. Hengen suggested that the third line of text in the Remax portion of the sign be removed as it will be difficult to be seen.

Mr. Gentilhomme made a motion, second by Mr. Thompson, to recommend approval of the freestanding sign, as submitted, with the strong recommendation to remove the third line of text on the Remax sign. If the line is not removed, the Committee would prefer that the third line of text be centered with the text above and “Drive by” removed.

The motion passed unanimously.

5. Sharon Say requests ADR approval for the installation of a new non-illuminated wall sign at 322 Village Street in the Central Business Performance (CPB) District.

No one was present to represent the application.

Mr. Durfee provided an overview of the application explaining that the proposal is to replace a wall sign.

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Ms. Hengen stated that the replacement matches the existing sign better. Mr. Thompson stated that he is not a fan of the proposed font size; however, the sign is more pedestrian oriented.

Mr. Thompson made a motion, second by Mr. King, to recommend approval of the sign, as submitted.

The motion passed unanimously.

Major Site Plan Applications

1. TFMoran, on behalf of Interchange Development, requests Major Site Plan approval for a new fast food restaurant with drive through, parking, and associated site improvements at 1 Whitney Road in the Gateway Performance (GWP) District.

Jason Hill of TF Moran represented the application along with Laurie Rauseo of Interchange Development and Larry Wiley of Wendco of Concord.

Mr. Hill stated that the proposal is for a 2,100 sq. ft. Wendy's restaurant and is the beginning of the second phase of the Whitney Road development. He gave an overview of the site which includes an approved supermarket and NH State Liquor Store with a roundabout. The one-acre site is being leased by Wendy's. He stated that the restaurant will have double drive through lanes and a patio with outdoor seating. He reviewed the traffic patterns noting the loading area and truck parking. He mentioned that there is a cross walk in the rear of the building which will lead to a future business.

A discussion was held regarding the vegetation around the patio area and overall landscaping plan. Mr. Hill replied that he believes that the proposed vegetation around the patio is adequate. Mr. King suggested that more shrubs be added throughout the parking area towards the rear of the site. Mr. Gentilhomme suggested removing plantings and add a continuous line of different types of shrubs. Ms. Fenstermacher noted the landscaping requirements for trees is a maximum of 50 ft apart along the entire perimeter. Ms. Tomas stated that the plan appears to be shrub heavy and she recommended changing out some shrubs for trees. Overall, members felt that the more trees the better.

Ms. Rauseo stated that they are working on the overall signage of the entire site. She stated that there will be one common sign proposed for all of the tenants. She stated that they are working to minimize the amount of signage throughout the site. She added that they will go back to look at the plantings.

Ms. Tomas asked about the proposed lighting. Mr. Hill stated that they intend to use the same fixtures throughout site. All lighting will conform to night sky requirements.

Mr. Thompson asked about the delivery route and truck sizes. Mr. Hill replied that the route is designed for WD-50. Ms. Roseau added that the trucks are not able to make the U-Turn and the route is designed for the trucks to drive through the interior of the site along the loop road.

Ms. Hengen asked about the proposed architecture of the building. Mr. Hill stated that the building has been designed with elements to be in conjunction with the liquor store and supermarket such as timber styles, niche materials with knot wood finishes, and aluminum; there is no EIFC proposed.

Ms. Tomas suggested changing the design as it appears busy with everything being horizontal. She added that the elevations provided need to be updated.

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Mr. Thompson stated that he liked the patio design. It was noted that the patio materials are not real wood. The patio will not be utilized during the winter months.

Ms. Roseau stated that the walk-in cooler, in the rear, will be aluminum and have a similar color of the patio exterior.

Mr. Gentilhomme made a motion, second by Mr. Thompson, to recommend approval, as submitted with the following stipulations:

- The Applicant work with Staff regarding the landscaping; increase in order to meet City requirements if not exceed the regulations, specifically addressing the need for additional street trees,
- Recommend using aluminum for the siding panels as presented for the siding of the building,
- Elevations be revised to match renderings, and
- The Applicant to provide samples of the roof edge trim material and color for administrative review.

The motion passed unanimously.

Other

1. Ms. Hengen stated that the lighting on the top of the Firehouse parking garage has been replaced and is extremely bright; she does not believe that it is night sky friendly and is shining upwards. Ms. Fenstermacher stated that she will speak with Matt Walsh.
2. Ms. Hengen stated that the lighting along the edge of the Hotel Concord now appears brighter than what it has been. It is now garish and variegated and she asked if it is in compliance. She stated that this is an issue that needs to be kept on top of. Mr. Durfee stated that he will contact Jamie Simchek.
3. Mr. King noted the condition of the shrubbery located at the convenience store on the intersection of South Main Street, West Street, and Water Street. He stated that it should all be replaced.
4. Ms. Tomas spoke to the condition of the shrubbery located at the Dick's plaza on Loudon Road and stated that it is all dying. Ms. Fenstermacher stated that the property is owned by Aldi's and should be replaced by Aldi's.

Adjournment

Mr. Thompson made a motion to adjourn. Mr. King seconded. The motion passed unanimously at 9:33 a.m.

Respectfully submitted,
Lisa Fellows-Weaver
Administrative Specialist