

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**November 30, 2021 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on November 30, 2021 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

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

Absent: Co-Chair Jay Doherty

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 November 2, 2021, as submitted. Mr. King seconded the motion. The motion passed unanimously.

***Sign Applications***

1. Barlo Signs, on behalf of Interchange Development, requests ADR approval for the installation of four new internally-illuminated wall signs at 11 Merchants Way in the Gateway Performance (GWP) District.

Brandon Currier of Barlo Sign represented the application.

Mr. Currier explained that the proposal is for four signs for new State of NH liquor outlet store at Merchants Way; one set of channel letters and three logo signs with one placed on each timber frame at the entrance and one facing Hoyt Road.

Mr. Nadeau stated that all proposed signage equals 841 sf. with this particular sign at 504 sf. He noted that the maximum square footage allowed is only 150 sf.; this is nearly six times the amount allowed. Ms. Hengen commented that although this is the State of NH and the State is exempt from the regulations, this is a gross overload of signage.

The Committee chose to address each sign submittal separately.

*Sign Item "E" – Logo placed on timber frame - South Elevation*

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

The motion passed unanimously.

*Sign Item "D" – LED Channel Letters – Hoyt Road*

A discussion was held regarding the visibility of the proposed signage. Mr. Currier stated that some of the trees have been thinned out, which will allow for the sign to be very clear and visible from Hoyt Road. Discussion ensued relative to Sign Item "G", the logo sign, proposed for the North side along with the channel letters. Ms. Hengen commented that a logo sign works better in this particular location as you are not reading the signage from a highway.

*Sign Item "G" – Logo - North Elevation*

Mr. Gentilhomme made a motion, second by Mr. Thompson, to recommend approval of the proposed sign item "G", as submitted.

The motion passed unanimously.

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*Sign Item “D” – LED Channel Letters – North Elevation*

Members continued to discuss the overload of signage proposed. They felt that the channel letter and logo signs on the north side are redundant and with both signs, it makes the signs difficult to read.

Mr. Thompson made a motion, second by Mr. King, to recommend approval of the proposed sign item “D”, as submitted, and although the State is not required to meet the City’s regulations they strongly recommended that the signs be in accordance with the City of Concord’s regulations as this is an overload of signage exceeding the sign ordinance relative to square footage.

The motion passed unanimously.

*Sign Item “F” – Logo – West Elevation*

Mr. Thompson made a motion, second by Ms. Tomas, to recommend approval of the proposed sign item “F”, as submitted.

The motion passed unanimously.

2. Barlo Signs, on behalf of CP Concord LLC., requests ADR approval for the installation of three internally-illuminated wall signs and an internally-illuminated freestanding sign at 306 Loudon Road in the Civic Performance (CVP) District.

Brandon Currier of Barlo Sign represented the application.

Mr. Currier explained that the proposal is for three wall signs for Popeye’s Louisiana Kitchen located at 306 Loudon Road and for two replacement panels in the existing freestanding pylon. He explained there are two wall signs that are logos, each 9 sf.; one wall sign of channel letters at 52.5 sf, and two replacement panels at 26.6 sf each. He stated that they are using 70.5 sf, which is less than the allowable square footage for signs for this location; allowable is 73 sf. The proposal is the corporate branding standards and colors, typical for each location.

Mr. Durfee stated that this is a standalone building, new construction. He noted that the elevations for the building were previously approved.

The Committee chose to address the signs separately.

*Front Wall Signage*

Mr. Thompson made a motion, second by Mr. King, to recommend approval of the proposed front wall signage, as submitted.

The motion passed unanimously.

*Logo Signage*

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

Ms. Tomas stated that the logo signage appears to be very tight on the in area of wall upon which it is to be mounted.

The motion passed unanimously.

*Pylon Panels*

Mr. Thompson made a motion, second by Mr. King, to recommend approval of the two replacement panels proposed for the pylon sign, as submitted.

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Ms. Tomas asked if the white portion of the panels will be opaque backgrounds. Mr. Currier replied that the white oval is illuminated and will shine white, the orange is blacked out. Ms. Tomas stated that typically the Committee prefers that white backgrounds be opaque. She suggested that the lettering be switched out then.

Mr. Thompson amended the motion, to recommend approval of the two replacement panels proposed for the pylon sign, with the condition that the orange lettering be switched. Mr. King seconded the amendment.

The motion passed unanimously.

***Major Site Plan Applications***

1. TFMoran, Inc, on behalf of Perry William H. Family Trust & Perry Barbara M. Trust, requests Comprehensive Development Plan and Major Site Plan approval for a multifamily residential development consisting of approximately 123 two-bedroom units in (3) three story buildings; also requested are three Conditional Use Permits to allow a residential development without a commercial component in a GWP District, to allow construction of fewer parking spaces than are required, and to allow less than the required separation between driveways; along with associated site improvements, for property off of Pembroke Road in the Gateway Performance (GWP) District.

Nick Golon of TF Moran represented the application along with Vernon Apgar, and Joe Tamposi of Brookline.

Mr. Golon gave an overview of the three buildings. He referenced items mentioned at last month's meeting noting the request for additional landscaping at the entrances as well as using different architecture to differentiate the three buildings, which have been addressed. He explained that additional access and egress have been added to all buildings as well per the Committee's request.

Mr. King asked what the distance is between the buildings and commented he would like to see landscaping added to break up areas of the property such as the open space. Mr. Golon replied that there is 50 feet between the buildings. Mr. King stated that he is uncomfortable with the community space as proposed.

Mr. Golon reviewed the parking area. He stated that parking is proposed along the perimeter of the buildings as this is the least impact to the site. He stated that there are 246 parking spaces proposed with the potential for an additional 42 spaces to be added, if necessary.

Mr. Golon stated that the location of the dog park has been relocated due to water and telephone lines. This change allows for multiple points of access now. He noted that the water and telephone line easement documents have been amended accordingly.

Mr. Golon spoke to the stormwater. He explained that the any drainage will come down at grade, into a swale, then into a perforated pipe to allow for recharge through the existing good sandy soils; it will then into a larger receptacle in the rear of the site. He explained that there are some issues with ducts to the ground water as well as depths; they are unable to install subsurface units. Because of this, there will be three feet of fill across the site.

Discussion ensued regarding the drainage. Members expressed concern with the potential of mud and ponding and the overall slope of the property. Mr. Golon stated that there should not be and ponding effects with the discharge and catch basin. He noted that there is not a dramatic slope; slopes of the soils are 50 ft. with a two foot grade change between the two buildings. It was noted that there is six inches of free board on each building. Ms. Hengen stated that there will not be a

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lot of direct sunlight on the property. Ms. Tomas added that it is not ideal to pitch drainage to the middle of a property and she suggested to pitch towards the side. Mr. Golon replied that usually it would not be pitched towards a building; not a good engineering design for this site.

Ms. Hengen recommended that the Planning Board have Engineering review the site drainage.

Mr. Golon stated that he understood the Committee's concerns.

Additional discussion was held regarding the tree line and the number of trees. Mr. Golon explained that the site has not been designed to incorporate a tree line area. Mr. Gentilhomme stated that the common area could be utilized as an area for activity as well as an area for relaxing. He added that he would like to see some trees added to the area, which can facilitate relaxing. Mr. King asked how many people would really be utilizing the area for activities versus relaxing in the area. Mr. Golon replied that there is an oversized patio area. He added that he would look into adding a few more moderate sized trees. Ms. Hengen suggested that there be a mix of trees added with various heights, which will provide shade and visual interests. Mr. King commented that he feels the site is very barren and suggested that shrubbery be added.

Ms. Hengen stated that she appreciated the additional entrances. She added that, at a minimum, there should be a sidewalk that runs along the edge of building.

Mr. Simonis asked about proposed lighting and if there was a plan to add lighting at the dog park. Mr. Golon explained they plan to mount fixtures to the buildings for site lighting and in the common area. He added that they will also add a double head light fixture located in the dog park area. Lighting poles will be 15 feet high.

Ms. Tomas asked about irrigation. Mr. Golon replied that there is no irrigation planned, at this time.

The elevations were reviewed. Accent colors for the building were shown to be tan and white with green, blue, and yellow. Landscaping will be added. Ms. Tomas noted the site plan and rendering are different; one shows shrubs.

A discussion was held regarding additional entrances. Mr. Apgar stated that they did not feel it was necessary to have entrances at both ends of the buildings; they have met all requirements relative to emergency egresses. Ms. Tomas stated that the porch area at the south elevation is very nice. Discussion ensued regarding extending the entrances outward, which would make the entrances more pronounced; one on each building. Mr. Apgar agreed and explained that each building will have a lobby at the entrance containing the mailboxes; the south building will be a larger lobby. Mr. Gentilhomme stated that making the entrances deeper calls attention to the entrance and it also looks wider from the side. Mr. Apgar stated that the roofs on the entrances may need to be changed to flat roofs. Ms. Tomas noted that adding more color on the ends of the building would also aid in differentiating the buildings. It was also suggested that the stairway entrances be made wider.

The Committee requested that the applicant return and provide samples of the vinyl siding.

*Elevations*

Mr. Gentilhomme made a motion, to recommend approval of the elevations with the following conditions:

- The roofs to all stairways be widened;
- The roofs over all end entrances be widened; and
- Applicant to return to the Committee with siding samples and color samples of all proposed finished products.

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Mr. King seconded the motion. The motion passed unanimously.

*Site Plan*

Ms. Hengen made a motion, to recommend approval of the site plan with the following conditions:

- Enhance the landscaping at the playground and the courtyard in order to provide shade and visual interest from windows and attractive places to sit outside;
- All drainage be designed accordingly;
- The two sidewalks leading out of the building at the north end lead into the courtyard;
- The foundation planting plan be provided to the Committee for review;
- The applicant return to the Committee with a revised landscaping plan that will overall enhance the site;
- Lighting be added to the dog park.

Mr. Gentilhomme seconded the motion.

Ms. Tomas expressed concern with the overall drainage of the site and the swales.

Ms. Hengen amended the motion to include that the drainage of the site be looked into. Mr. Gentilhomme seconded the amendment.

The amended motion passed; 4/2. Mr. Thompson and Mr. King were opposed.

Mr. Thompson stated that his vote opposed was cast over a concern that the conditions the Committee was placing on the approval recommendation were too severe.

2. Nobis Group, on behalf of Brixmor Capitol, requests Major Site Plan approval for development of new restaurant, retail, and coffee shop uses with a drive-through facility at 80 Storrs Street in the Opportunity Corridor Performance (OCP) District.

Mr. Durfee provided an overview of the project and stated that the applicant has updated elevations and building materials. He added that a sign package has not been received to date.

Mark Newman representing Brixmor reviewed the conditions of the site plan approval, which was granted by the Planning Board in July. He stated that they have continued to work with 110 Grill and revised elevations were shown with the entrance now facing on to Storrs Street. He stated that the Committee previously approved all other buildings. He commented that the 110 Grill is an excellent operator and will be a great centerpiece for this property.

Materials were also noted as revised to better meet the Master Plan and the Committee's desires for the look and feel of the City. Mr. Newman explained that the original siding for the 110 Grill was proposed as metal cladding. That has been changed to be an older color of red brick with aluminum metal siding, which will be a good accent for the entrance. There will also be a metallic copper trim band that will also appear in the sign and along the roof; this is the typical branding for the 110 Grill. Also proposed, is to extend the brick onto the middle building in addition to a granite stone/tile.

Mr. Gentilhomme commented that the 110 Grill branding is a sloped roof. He stated that this proposal is much better and he appreciates the addition of the brick as well as moving the entrance. He did express concern with the roof off of the coffee shop; it is extraneous. He noted that there is currently no dressing on the coffee shop windows and expressed concern with the afternoon sun. Mr. Newman replied that the windows are spandrel glass windows. Mr. Gentilhomme suggested that a more authentic statement would be to add a canopy. Ms. Hengen commented that signage and a canopy are appealing to the pedestrian environment.

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Ms. Tomas stated that the revisions are a huge improvement. Ms. Tomas left the meeting at 10:00 a.m.

Mr. Gentilhomme asked if the roof is a signature part of the franchise. Mr. Newman replied that he would look into roofing designs and see what Starbucks will do. He added that they would like to incorporate local artistry for the sides of the building. He asked that this item not slow up the process as the coffee building has already been approved by this Committee.

Discussion ensued regarding the signage. Comments from Committee members referred to the signage shown on the renderings as being more appropriate for Loudon Road, not for Main Street.

Mr. Gentilhomme made a motion to recommend approval of the elevations as submitted, with the following conditions:

- The applicant return to the Committee with the sign applications;
- The sloped canopy on the Starbucks building be reconsidered, to possibly be removed; and
- Add canopies over the doors.

Mr. Thompson seconded the motion.

Ms. Hengen amended the motion to include that the sign designs reflect a more intimate, pedestrian look, as opposed to auto oriented. Mr. Thompson seconded the amendment.

The amended motion passed unanimously.

**Adjournment**

Mr. Thompson made a motion to adjourn at 10:18 a.m. Mr. Gentilhomme seconded. The motion passed unanimously.

Respectfully submitted,  
Lisa Fellows-Weaver  
Administrative Specialist