

City of Concord, New Hampshire
Architectural Design Review Committee
March 1, 2022 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on March 1, 2022 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

Attendees: Co-Chairs Elizabeth Durfee Hengen and Jay Doherty, Members Margaret Tomas, Zarron Simonis, and Timothy Thompson.

Absent: Ron King, Claude Gentilhomme

Staff: Heather Shank, City 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 February 1, 2022, as submitted. Mr. Doherty seconded the motion. The motion passed unanimously.

Sign Applications

1. Advantage Signs, on behalf of Mariner Wealth Advisors, requests ADR approval for the replacement of an internally illuminated sign and a non-illuminated wall sign at 6 Eagle Square in the Central Business Performance (CBP) District.

Deborah Wentworth of Mariner Wealth Advisors represented the application.

Ms. Wentworth gave an overview of the exiting signage. She explained that the change is due to a brand change. They plan to reuse the existing boxes and only change out the panels.

Mr. Simonis asked about lighting and he mentioned the City's standard requiring opaque backgrounds for signs proposing white backgrounds. Ms. Wentworth stated that light does glow through the sign. It was noted that the larger sign will be internally illuminated and the smaller sign will not be.

Mr. Doherty noted that the two signs are different in design as well as the size. A discussion was held regarding changing the designs so both signs match as well as making the letters black rather than white. Ms. Wentworth replied that since this is a branding change she is not sure if the business would approve of the changes to the text and/or the design.

Mr. Thompson made a motion, second by Mr. Simonis, to recommend approval of the larger sign, with the recommendation that the black bleed out to the edge of the sign and the background be opaque.

The motion passed unanimously.

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

The motion passed unanimously.

2. Advantage Signs, on behalf of The Davis Agency, requests ADR approval for the installation of a new non-illuminated projecting sign at 24 Warren Street in the Central Business Performance (CBP) District.

No one was present to represent the application.

Members reviewed the proposal and agreed that the proposed design makes for a sharp sign.

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

The motion passed unanimously.

3. Advantage Signs, on behalf of Capital Fitness Center, requests ADR approval for the installation of a new non-illuminated window sign at 85 S. State Street, in the Urban Transitional (UT) District.

No one was present to represent the application.

Members reviewed the proposal and discussion ensued relative to the application of the vinyl sticker over the window pane. Also mentioned was the lack of a need for the website.

Ms. Tomas made a motion, second by Mr. Doherty, to table the application for Capital Fitness Center until a representative is available to attend a meeting.

The motion passed; 4/1. Mr. Thompson was opposed.

4. Sousa Signs, LLC, on behalf of Ed Reilly's Subaru, requests ADR approval for the replacement of an internally-illuminated wall sign at 150 Manchester Street in the Highway Commercial (CH) District.

No one was present to represent the application.

Members reviewed the proposal. It was noted that the proposal appears to be a change due to rebranding. A brief discussion was held regarding the lighting and it was determined that the channel letters will be internally lit.

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

The motion passed unanimously.

5. Sign-A-Rama, on behalf of Sleep Haven Mattress, requests ADR approval for the replacement of an internally-illuminated wall sign at 108 Fisherville Road in the General Commercial (CG) District.

No one was present to represent the application.

Members reviewed the proposal.

Ms. Hengen stated that the sign appears to be busy within its space.

Mr. Nadeau stated that the sign is not visible from the road; it can only be seen from the parking lot. He added that the applicant is proposing to use the existing box. He noted that the application was revised to reflect that the sign will be internally illuminated.

Mr. Thompson made a motion, second by Mr. Simonis, to recommend approval of the proposed sign, as submitted, with the recommendation that the white background be changed to be opaque.

The motion passed unanimously.

6. First Sign, on behalf of Double Midnight Comics, requests ADR approval for the replacement of two internally-illuminated wall signs at 341 Loudon Road in the Gateway Performance (GWP) District.

Scott Aubertin of First Sign represented the application.

Mr. Aubertin explained the proposal is to replace the panels. One new sign will be added for the business where a sign previously existed; both signs will be internally illuminated.

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A discussion was held regarding the white backgrounds. Ms. Tomas stated that the Committee would like to see an opaque background rather than white. Mr. Thompson explained using opaque mutes the white; it is the standard recommendation of this Committee with white backgrounds. Mr. Nadeau stated that the opaque background is not a requirement for a sign in this district. Ms. Tomas suggested that on the “Double Midnight” to use perforated. Mr. Aubertin agreed; however, add that he has not been able to get the materials.

Additional discussion was held relative to the pylon sign. It was noted that the pylon sign is installed. Mr. Aubertin stated that First Sign made the pylon sign but did not do the installation of the sign. He stated that the pylon sign is a poorly built sign and the panel for the pylon sign would not be able to be opaque. Mr. Nadeau stated that he would check into the sign permit for the pylon.

Mr. Doherty stated that the signs appear to be different colors. Mr. Aubertin stated that they are reusing the existing cabinets. Mr. Doherty asked if the dark border is the actual cabinet. Mr. Aubertin replied yes.

Sign “A” – Facing Loudon Road:

Ms. Tomas made a motion, second by Mr. Thompson, to recommend approval of the proposed sign, as submitted, with the recommendation that any white background would be changed to opaque.

The motion passed unanimously.

Sign “B”

Ms. Tomas made a motion, second by Mr. Thompson, to recommend approval of the proposed sign, as submitted, with the recommendation that any white background would be changed to opaque, and that there is no border on the sign as it is the understanding that the illustration is showing the black cabinet frame.

The motion passed unanimously.

7. Sundance Sign Co., on behalf of Emmett Soldati, requests ADR approval or the replacement of an externally-illuminated sign at 57 North Main Street in the Central Business Performance (CBP) District.

Emmett Soldati represented the application.

Mr. Soldati explained that the sign is a replacement sign for the new business. It will be all one unit and mounted in a similar fashion. They plan to use the existing lighting.

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

The motion passed unanimously.

8. Shane Belanger, on behalf of Concord Church of Christ, requests ADR approval for the replacement of an externally illuminated marker sign at 145 Fisherville Road in the Urban Transitional (UT) District.

No one was present to represent the application.

Members reviewed the proposal.

Mr. Nadeau gave an overview of the proposal. He explained that the sign’s location and size are grandfathered. He stated that the sign will be externally lit, from the ground, which has been

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allowed due to the sidewalk expansion. He added that the structure is not changing and Code has been ruling the sign as grandfathered from the time of the expansion. Mr. Nadeau stated that should the structure change, then all new zoning would be in effect and would need to be incorporated. He added that the church plans to repaint and reuse the posts and the lighting; the panels are being replaced.

General discussion ensued relative to simplifying the sign by eliminating the website, phone, and address, leaving only the church name, and increasing the street number.

Mr. Doherty made a motion, second by Mr. Simonis, to recommend approval of the proposed sign, as submitted, with the recommendation that the address, phone number, and website be removed from the sign, and the street number to be placed on the sign post in a legible size to be readable by drivers; and with the understanding that the existing posts are to remain in their current position, and both the signs location, and lighting are grandfathered.

The motion passed; 4/0/1 (Mr. Thompson – recused)

Mr. Thompson returned to the Committee.

Building Permits in Performance Districts

1. Todd Roy requests ADR approval for the installation of a new awning over a restaurant patio at 17 Depot Street in the Opportunity Corridor Performance (OCP) District.

Todd Roy of Cheer represented this application.

Mr. Roy explained the proposal is to add a solid structure awning over the exiting patio. The awning will be, in total, approximately 36 feet long and will extend 22 feet out toward the rod iron fence along Depot Street. The awning will be fully motorized and will be used for protection from the elements. He did note that there is a water line beneath the patio; although he is unsure as to how far underneath it is. He explained the installation process and added that they are proposing to use six concrete sonotubes beneath the patio for the two pieced awnings; they will go down four feet. He stated that he understands that he will be responsible for any damages to the water lines. He noted that the awning location will not cover the Storrs Street side and will not cover over the gas fire place. The awnings are actually two awnings, each about 18 feet wide. They will be attached below the existing roof line at an angle, 24 feet at one end and 22 feet at the other end. Pictures were reviewed. Mr. Roy added that he has igloos placed on the patio during the winter time, which is the need for the height.

Mr. Doherty asked if the Cheers patio is on City land. Mr. Roy replied yes, the patio is on City land. Mr. Doherty stated that he liked the concept and asked about color samples for the awning. Mr. Roy stated that he was thinking red for the awning and white for the poles.

Mr. Simonis noted the overhead powerlines and asked if clearance would be a factor. Mr. Roy replied that there should not be any problems with the awning and the powerlines.

Ms. Hengen requested that better images of the upright posts and fabric be provided. She noted that the watermain issue will need to be resolved as well although that is not the purview of this Committee.

Discussion ensued relative to the colors for the poles and awning. Members suggested the awning color be green, darker than the roof, with white posts or quaker bronze/brown.

Ms. Tomas made a motion, second by Mr. Thompson, to recommend approval of the proposed awning, as submitted, with the requirement that the posts/frame be white or a quaker

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bronze/brown, the awning be a deep green, and fabric and color samples be submitted to the Planning Board for approval.

Mr. Doherty commented that he liked the concept and that it is a great idea; however, other applicants provide samples and elevations and it is tough to approve without all of the information readily available.

The motion passed; 3/0/2. Mr. Doherty and Ms. Hengen abstained.

Major Site Plan Applications

1. Northpoint Engineering, on behalf of Paul O. Bofinger Family Trust of 2019, requests ADR approval for a 20-unit cluster subdivision for property off Shaker Road in the Medium Density Residential (RM) District.

Jeffrey Lewis of Northpoint Engineering represented the application along with Joe and Meghan Spain.

Mr. Lewis gave an overview of the proposal. He stated that the property is an undeveloped lot of approximately 15 acres. They are proposing to subdivide the lot into a 20-unit cluster subdivision with a cul-de-sac, which will result in both wetlands impacts and buffer impacts. The houses will mostly be single family detached homes with a few duplexes, and the road will be a private road built to City standards. He stated that the application will be before the Planning Board for a public hearing in March.

Mr. Spain reviewed the housing options to include a variety of designs. They intend to create a model home within the subdivision as a basis and then customize each home for the buyer. Materials will include PVC, vinyl siding or hardy plank, if requested.

Ms. Hengen referenced the elevations and stated that all of the single family residences have the garages projected forward and appear to be the key element. She suggested that the garages be recessed and have the entry of the house as the focal point. She noted that the porch detail is very nice. She suggested to use darker garage doors to reduce their visual impact.

Ms. Shank spoke to the duplexes and suggested that they look into having the garages on the sides rather than together in the center. This would be more aesthetically appealing and more narrow curb cuts, and/or push the garages back. Discussion ensued relative to the placement of the homes with natural lighting and noise. Mr. Spain noted that the slope behind the houses may not accommodate changing the layouts.

Ms. Fenstermacher stated that the applicant met with the Conservation Commission, who expressed concern with the wetland impacts. They requested the applicant consider alternatives for road realignments. Mr. Lewis stated that there is a large wetland area and they must cross it. He did mention other alternatives; however, there will still be impacts to the 50 foot wetland buffer. He stated that the Commission asked them to look into road relocations to avoid some impacts. He noted that a site walk is to be scheduled with the Commission to look at wetlands area.

Mr. Lewis reviewed the landscape plan. He stated that they would like to maintain and use the existing trees along the entrance and Shaker Road where it is already naturally buffered. Ms. Tomas asked about trees behind the units or are any proposed to be placed between the houses. Mr. Spain replied that they do plan to landscape around the units and will also add an irrigation system to the property. Mr. Thompson stated that they need to look into salt tolerant species. Ms. Tomas requested that the trees around the units be shown on the plans.

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Mr. Thompson asked if any lighting is proposed. Mr. Spain explained that they will be adding about a dozen, 10-12 foot high, full cut off, decorative lights, consistent to pedestrian/neighborhood scale.

Ms. Tomas expressed concern with safety for pedestrian traffic and asked if sidewalks are being proposed along Shaker Road. Mr. Lewis stated that they have requested a waiver for sidewalks; there is no sidewalk currently on Shaker Road. He added that it is not an easy endeavor for sidewalk placement and stated that a comprehensive plan for the whole street would need to be done. Ms. Tomas commented that it would be nice for pedestrian access.

Mr. Doherty stated that the concepts are great; however, the Committee cannot approve all of the piece as it depends on the homeowner's choices. Mr. Spain stated that he will promote usage of darker colors for the garage doors. He stated that they are only offering four to five housing options and the duplex units will not have much client participation. Ms. Tomas suggested town house styles for the duplexes with different colors and garage step backs.

Mr. Doherty made a motion, second by Mr. Thompson, to recommend approval as submitted, with the following recommendations and/or understandings:

- Colors and materials will be chosen at a later date with homeowners' input; however, the quality and standards presented by the Applicant are the standard the Committee would like to see;
- The Committee would like to see garages recessed and/or with darker colors for garage doors;
- Front doors brought forward or otherwise emphasized; and
- Landscaping to include salt tolerant street tree species.

Motion passed unanimously.

2. Abbott Road, LLC, on behalf of Victor Engle, requests ADR approval for a 16-lot subdivision for single family residences at 145 Abbott Road in the Medium Density Residential (RM) District.

Ms. Tomas recused herself from this application.

Jeff Burd of RJB Engineering represented the application along with Mike Hanning, builder.

Mr. Burd gave an overview of the proposal. He stated that the parcel is 8.4 acres with frontage on both Abbott Road and Sewalls Falls Road. Currently there is a house and barn on the property. The house will be razed and the barn will be dismantled and sold. The proposal is to subdivide the lot into 16 lots; 8 lot on Abbott Road and 8 on Sewalls Falls Road. The entrances will be shared wherever possible. They are proposing a sidewalk on Sewalls Falls Road and a walking trail from Abbott to Sewalls Falls. They are proposing a sewer extension for Abbott Road. With regard to landscaping, one to two street trees are proposed per lot.

Mr. Hanning stated that there is a section of land being given to the City, which will allow for intersection improvements at Abbott Road and Sewalls Falls Road.

Mr. Thompson noted that they should be using salt tolerant species for any street trees.

Mr. Doherty referred to the rendering of the site and commented that the house models appear to be different than what they are proposing. He added that the garages also protrude and typically a more subdued design is preferred. Mr. Hanning replied that with the sizes of the building lots it would be difficult to push the garages back. He added that it would also make the driveways longer and increase costs. He explained that they are trying to build within the same styles of other neighboring subdivisions. He added that they typically offer five or six styles of houses. He noted that they will most likely be more traditional colonials. Mr. Thompson commented that he

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believes it would be important to recess the garages for street presentation. Mr. Hanning replied that the colonial style would be recessed.

Materials proposed would be vinyl siding, asphalt roofs, and vinyl windows. Colors will be chosen by the homeowner. Mr. Hanning stated that the development would be similar to Sandwood Crossing using the color palettes of whites, tans, and blues. He added that he would not put two homes of the same color together.

Ms. Shank requested that the proposed sidewalk be included on all plan sheets.

Mr. Thompson suggested they coordinate with wastewater for any unintentional conflicts. Mr. Hanning replied that they are working on that now.

Mr. Doherty made a motion, second by Mr. Thompson, to recommend approval as submitted, with the following recommendations and/or understandings:

- Colors and materials will be chosen at a later date by the homeowners;
- Image and quality and details are similar as shown on the renderings provided at this meeting;
- Remove housing with garages protruding the front door from the plan set;
- Place garages behind the front door; and
- Landscaping to include salt tolerant species.

Motion passed, 4/0/1. (Ms. Tomas recused.)

Ms. Tomas returned to the Committee.

4. TF Moran, on behalf of Interchange Development, requests Major Site Plan approval for new construction of a new structure for 1,500 sf of restaurant, 2,750 sf of retail, 2,500 sf for a credit union, and two drive through lanes with associated site improvements at 4-8 Merchants Way in the Gateway Performance (GWP) District.

Jason Hill of TF Moran represented the application along with Scott Vlasik, Bruce Hamilton, and Kyle Wheeler. Laurie and David Rauseo were also present.

Mr. Hill stated that this proposal is the second phase of the development of the site, which will include a 1,500 square foot fast food restaurant, a 2,500 square foot bank with a drive through, and a 2,750 square foot unspecified retail entity. He provided an overview of the proposed site layout. There will be 41 parking spaces to accommodate this development; future parking is proposed on the eastern portion of site. He mentioned that they have made changes to the sidewalk which allows for a better approach to the site and a more convenient access.

Mr. Vlasik reviewed the elevations for the building noting the architectural materials break up the façade. Landscaping was also noted at the entrances of each tenant space. The parapet heights will minimize the views of any HVAC units. Materials for the bank will include stone, EIFS of various colors, and Nichiha siding, which is a panelized product with a texture similar to a wood siding. He added that there may be some minor changes to accommodate the retail tenant space once they are identified. The outdoor dining area for Jersey Mikes is a very small area between the drive through and the building. Ms. Rauseo stated they will be looking into adding planter boxes.

It was noted that they are looking into a lighting plan. Discussion ensued regarding the dumpster location and the lack of accessibility to the fast food restaurant. Due to a redesign of utilities, the electrical structures are closer to the building; therefore, the dumpster cannot be relocated. They will add lighting to the dumpster area. Ms. Rauseo stated that one parking spot was removed to allow for the seating area and/or plantings for Jersey Mike's.

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Potential signage location noted.

Ms. Tomas suggested using more durable materials rather than EIFS. Ms. Rauseo replied that they have been working to find alternatives, but cost and availability will be a factor.

Mr. Doherty made a motion, second by Mr. Thompson, to recommend approval as submitted, with the recommendation that lighting be added in the dumpster area.

Motion passed unanimously.

Mr. Thompson left the meeting.

3. Sevan Multisite Solutions, on behalf of Alan Johnson, requests Major Site plan approval for the construction of a car wash at 192-196 Loudon Road in the General Commercial (CG) District.

Brady Carlucci represented the application via zoom.

Mr. Carlucci gave an overview of the plan. He explained that the plan is for a 4,200 sq. ft. 110' foot long tunneled carwash and a three foot ornamental wall along Loudon Road, with trees and shrubbery or brush. The design is a barn style building facing Loudon Road with the intent not to be a prototypical box style business as this is visually aesthetically pleasing. Ms. Hengen asked if this is a prototype model. Mr. Carlucci replied that this design is specific for the City of Concord with some differences in the general design in other areas.

Ms. Shank commented that discussions of other options for the location of the building did not work out due to the location of the stormwater facilities previously installed. She asked if the roof line extends through the entire tunnel. Mr. Carlucci replied no as it would be very costly.

It was noted that the barn is the entrance, which should be facing Loudon Road. The plans will be revised to show that.

A discussion was held regarding the proposed materials. Mr. Carlucci stated that the roof will be a standing-seam metal roof; the foundation will be a light tone of brick cladding; the side is a fiber cement like hardy board in a color to match the design and vertical cladding. The lighting is gooseneck lighting and will be downlighting on the building. Mr. Simonis asked about lighting for the rear of the building. Mr. Carlucci explained that it is there intent to keep a cohesive design aesthetic around the building. Mr. Simonis noted that the lighting may not be visible with the neighboring bank. He followed up with a question regarding lighting on the front of the building and if there has been any consideration regarding the canopies as it also may not show into the parking lot due to the canopy and locations proposed. Mr. Carlucci replied that the lot lighting is separate from the building and canopy in order to meet the standards and general safety. He added that the carwash is not open 24 hours per day; the hours proposed are 8 a.m. to 7 p.m.

Mr. Nadeau stated that the sign package has been submitted; however, will need to come back for review as the size of the sign has not been verified to date. Mr. Carlucci will work with the sign company to update the application and resubmit.

Ms. Hengen asked if they have explored vertical signs for the directional signage. Mr. Nadeau stated that if a sign is greater than four square feet, it would not be classified as a directional sign and they may exceed the permitted sign area for the site. She stated that the proposal is a whimsical design and fun.

Mr. Doherty suggested a different emphasis on the grain tower, color could be a lighter or darker tone. Corrugated metal was also suggested. Mr. Carlucci replied that they could consider it.

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Ms. Tomas asked about the materials for the wall and sidewalk. Mr. Carlucci replied that the wall would likely be materials that would match the building and overall aesthetics, such as river stone.

Ms. Tomas commented that she liked the design and suggested looking to do something different for the door.

Additional discussion was held regarding the office and silo locations. Mr. Carlucci explained that the office location needs to be centered to the entrance of the wash due to the operations and mechanical systems.

Mr. Doherty made a motion, second by Mr. Simonis, to recommend approval of the concept, as submitted, with the following recommendations and/or understandings:

- The site plan and elevations match each other as described;
- The barn and silo features to be moved to the entrance on the Loudon Road side, and all other pieces to be corrected to match the plan;
- Silo tower element to be darker to offset the building; and
- The applicant to return to the Committee for sign approvals

Motion passed unanimously.

Adjournment

Ms. Tomas made a motion to adjourn at 11:07 a.m. Mr. Simonis seconded. The motion passed unanimously.

Respectfully submitted,
Lisa Fellows-Weaver
Administrative Specialist