

**City of Concord, New Hampshire
Architectural Design Review Committee
January 3, 2023 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on January 3, 2023 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

Attendees: Co-Chair Jay Doherty, Co-Chair Elizabeth Durfee Hengen, Member Claude Gentilhomme

Absent: Members Margaret Tomas, Zarron Simonis, Timothy Thompson and Ron King

Staff: Heather Shank, City Planner
Alec Bass, Senior Planner
Alicen Twardosky, Administrative Specialist
Bob Nadeau, Code Inspector

Call to Order

1. At 8:45 a.m. the members present began reviewing applications to provide feedback to the Board.

Approval of Minutes

2. Postponed to January 31st meeting.

Sign Applications

3. Sarah Chessman, on behalf of Osborne's Farm & Garden Center, requests ADR approval for replacement of a 22 sf internally illuminated wall sign and a 77.889 sf internally illuminated freestanding sign at 258 Sheep Davis Rd in the GWP District.

No one represented the application.

Consensus was that the Board should approve with the stipulation that the white background be opaque.

4. John Lemanski, on behalf of Golden Nozel Car Wash, requests ADR approval for replacement of an 86 sf internally illuminated freestanding sign at 167 Loudon Road in the CG District.

John Lemanski (Sign Dynamics) represented the application.

The illuminated sign will have an opaque background, red letters, black letters will light up as a gray. The non-illuminated sign (pricing portion) will have an aluminum frame and vinyl graphics. The Committee noted that pricing on the sign is atypical. Mr. Lemanski stated that the business will put an overlay if the pricing changes. Mr. Lemanski is aware that he would need to get a permit to change pricing on the sign. Mr. Nadeau confirmed that changing the pricing would be approved internally because of the nature of change and zone of the sign.

The wall sign is completely new. The Committee voiced concern about amount of verbiage, which is more of a product advertisement or billboard rather than business identification.

Consensus was that the Board should approve with the stipulation that the backdrop of the freestanding sign be all blue for consistency, and that the size and location of text on the wall sign be rearranged to emphasize the name of the business over the price. Mr. Lemanski will submit a new design to Mr. Nadeau.

5. Glen Schadlick, on behalf of Budget Blinds & Inspired Drapes, requests ADR approval for replacement of a 24 sf internally illuminated freestanding sign at 248 Sheep Davis Road, Building One in the GWP District.

Glen Schadlick (NEOPCO Signs) represented the application.

This company is moving from Loudon Road to Sheep Davis Road. All the signs in the plaza are similar in shape. The background will be white with translucent vinyl. Mr. Schadlick asked why the Committee is focusing on opaque vs. white. The Committee said the lighting is so bright with white that the words are not always seen clearly. Mr. Schadlick informed the Committee that he uses dimmers to reduce the brightness. The Committee voiced concerns over these because they can be adjusted after approval. Mr.

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Schadlick stated that dimmers in his signs are not accessible to the customer, they are internal and only adjusted by him (at a cost). He noted that the sign is set back 75 ft from the road and the brightness is important to ensure legibility.

Mr. Gentilhomme would like the excess white on the sides eliminated.

Consensus was that the Board should approve with the stipulation that the background be opaque.

6. Glen Schadlick, on behalf of Concord-Loudon Lamplighter Plaza, requests ADR approval for replacement of a 46 sf internally illuminated freestanding sign at 133 Loudon Road, in the CG District.

Glen Schadlick (NEOPCO Signs) represented the application.

This sign will maintain a white background, similar to what the existing sign has. It will remain a fluorescent sign because it is difficult to convert it to LED. There will be a dimmer. Mr. Schadlick would like it to be non-opaque.

Ms. Durfee-Hengen voiced letters are hard to read due to the font thickness and style.

Consensus was that the Board should approve as submitted with the stipulation that the background be made opaque if a change to LED lighting occurs in the future.

Major Site Plan Applications

7. Hayner/Swanson, LLC, on behalf of Brady Sullivan Properties LLC, requests ADR approval as part of a Major Site Plan and Conditional Use Permit (CUP) application for conversion of existing buildings into an 80-unit multifamily complex at 11 Stickney Ave in the Opportunity Corridor Performance (OCP) District. (2022-78)

No one represented the application. Ms. Shank summarized her staff report comments, including eliminating as many parking spaces that are not required as possible. Some spaces will need to be removed or relocated as they do not comply with zoning setbacks.

It was confirmed that this project is all existing buildings being repurposed as market rate (80) apartments. There will be one or two small buildings torn down. The City has asked for an easement for the Merrimack River Greenway Trail along the Loudon Road and Stickney Ave frontages.

Mr. Gentilhomme voiced concerns regarding the layout and design leaving a lot of wasted space and not enough living space, lack of windows, lack of lighting of exterior entryways, etc. The Committee was not in favor of the exterior design and wanted to discuss design decisions with the architect.

Consensus was that the Board should postpone the motion to grant ADR approval until representatives of the project are able to come before the Committee to discuss architecture, preservation, and landscape design. Samples of materials, colors, windows and finishing systems should be presented at that time.

Discussion regarding requirements and recommendations

To ensure clear communication with the Board and the Code office, the need to clarify language used in motions was discussed. Moving forward, the term “stipulation” will be used to denote something that should be a “condition of approval” by the Board, and “suggestion” will be used to denote something that should not be a required condition by the Board. Staff will communicate the discussion to the Planning Board.

Adjournment

The Committee dismissed at 10:23 a.m.

Respectfully submitted,
Alicen Twardosky
Administrative Specialist