

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**February 28, 2023 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on February 28<sup>th</sup>, 2023 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

Attendees: Co-Chair Jay Doherty, Co-Chair Elizabeth Durfee Hengen, Members Margaret Tomas, Timothy Thompson, Zarron Simonis, and Ron King

Absent: Member Claude Gentilhomme

Staff: Beth Fenstermacher, Assistant City Planner  
Alec Bass, Senior Planner  
Alicen Twardosky, Administrative Specialist

**Call to Order**

1. Co-Chair Hengen called the meeting to order at 8:30 a.m.

**Approval of Minutes**

2. Mr. Thompson moved, seconded by Mr. King, to approve the minutes from the of January 31, 2023 meeting as submitted. All in favor. The motion passed unanimously.

Co-Chair Hengen asked that the minutes be emailed to the Committee when finished.

**Sign Applications**

3. Aaron Chandler, on behalf of Morrill Mill Pond LLC, requests ADR approval for alteration and relocation of a 124.98 sf internally illuminated free standing sign at 2 Whitney Rd in the Industrial (IN) District. Reference ZBA Case 21-2023 for variance to allow area of 124.98 sf and height of 35.62 feet.

Aaron Chandler (FL Merrill Construction) and Peter March (NH Signs) represented the application.

The applicants are moving their sign due to a conflict with the Exit 17 roundabout project, placing it higher to compensate for being at the bottom of a slope. It is essentially a replica of the existing sign. The sign space at the bottom will be filled by a future tenant with the exact color scheme.

Mr. Thompson made a motion, seconded by Mr. King, to recommend approval of the signs as submitted with the stipulation that the change for any tenant's sign not require the applicants to attend ADR so long as the white copy on black background color scheme and font are maintained. All in favor. Motion passed unanimously.

4. Brian Botelho, on behalf of New Sunset Realty LLC requests ADR approval for replacement of a 27.7 sf non-illuminated monument sign at 44 Chenell Drive in the Industrial (IN) District.

Brian Botelho (Granite State Sign Company) represented the application.

Ms. Tomas feels the font and lettering on the pillbox would be illegible as proposed due to the small size, approximately 1.6 inches.

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Mr. Thompson made a motion, seconded by Mr. King, to recommend approval of the signs as submitted with the stipulation that the Republic National Distributing Company be dispersed between the first and second panel to allow for larger font. There will not be a need to return once tenants occupy the additional sign space as long as the fonts and colors remain the same. All in favor. Motion passed unanimously.

5. Jilian Arsenault, on behalf of Josh Ayers requests ADR approval for a new 16.5 sf internally illuminated wall sign at 70 Storrs Street in the Opportunity Corridor Performance (OCP) District.

Ted Jarvis (Spectrum Signs) represented the application.

The applicant is proposing a set of channel letters, the total signage area will be 19 square feet, located above the store front entrance. There will be a pill box (letters illuminated) sign below. The lettering will be illuminated. The pillbox is not. Members noted discrepancies in the application, and made the motion to clarify what was being approved.

Ms. Tomas made a motion, seconded by Mr. Thompson, to recommend approval of the signs with the stipulation that the raceway along the top be painted to match the brick and pillbox below not be illuminated and will exist as reflected in the application, and with the understanding that the proposed signage will conform with the Zoning requirements. The application should be resubmitted to match what was verbally stated regarding illumination and dimensions for Staff to review. All in favor. The motion passed unanimously.

6. Deb Dearborn, on behalf of James S. Mientkiewicz requests ADR approval for a new 22.343 sf internally illuminated wall sign at 74 Storrs Street in the Opportunity Corridor Performance (OCP) District.

No one represented the application.

Concern was raised that there is no signage on the west (front) side of the building.

Mr. Thompson made a motion, seconded by Ms. Tomas, to table this application until someone can be present to answer the Committee's questions. All in favor. Motion passed unanimously.

Co-Chair Hengen asked if the Committee approved the 110 Grill sign that is currently up in the same development. Mr. Thompson felt that the Committee approved both the building and the sign at the same time. Co-Chair Hengen would like this looked into.

7. Allyson Speake, requests ADR approval for replacement of a 10.38 sf non-illuminated wall sign at 93 Storrs Street in the Central Business Performance (CBP) District.

Allyson Speake (Tanglewood Hollow, LLC) represented the application.

The panel is not as large as the one that exists now at 83". Co-Chair Doherty noted that the new dimensions won't line up with the windows as it currently does. The tenant stated that the brick façade has all been repaired, allowing for a smaller sign centered above the window.

Mr. King made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted. All in favor. The motion passed unanimously.

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8. SAR Concord, on behalf of Kim Regan requests ADR approval for replacement of a 100 sf internally illuminated free standing sign at 219 Fisherville Rd in the General Commercial (CG) District.

Bill Lustwig (Sign O' Rama) represented the application.

The applicants will be taking out every sign cabinet and leaving the existing posts, painting them black. There will be a new sign in the middle. The words "Emerald Plaza" will be halo lit letters. There will be a skirt built on the left view and blank panels to help fill the space. There will be new faces for all tenant sign spaces. The Committee suggested that when no tenant occupies a sign space, it be blacked out to avoid brightness. All tenant signs are internally illuminated. The vinyl lettered 219 panel is not designed currently to be lit. Co-Chair Hengen suggested making the skirt black with white lettering rather than white with black lettering. The designer feels there is already a lot of black. The applicant verified the tenant signs will be separate approvals. The sign will have an opaque background with lit letters.

Ms. Tomas made a motion, seconded by Mr. Thompson, to approve the design as submitted with the recommendation that the 219 be halo lit and opaque or black-out panels on the backside of the white panels. The Committee is not looking at the tenant signs in this meeting, just the overall structure of the sign. All in favor. The motion passed unanimously.

9. Jennifer Paquin, on behalf of Wal-Mart Real Estate Business Trust requests ADR approval for replacement of a 198.26 sf internally illuminated wall sign, replacement of a 40.83 sf internally illuminated wall sign, a new 60.74 sf non-illuminated wall sign, replacement of an 80 sf internally illuminated panels on a monument sign, a new 20.67 sf non-illuminated wall sign, and a new 26.67 sf non-illuminated wall sign at 344 Loudon Rd in the Gateway Performance (GWP) District. Reference ZBA Case 0012-2022 for variance to allow greater number of signs and maximum square footage.

Jeff Davis (PB2 Architecture & Engineering) represented the application.

Walmart store is being brought up to standards for exterior signing. The company is adding more signs to the building to provide clearer direction. They are downsizing the Walmart logo on the front of the store from 5'6" to a 4'6". Some signs are simply getting a fresh paint and face.

Co-Chair Doherty made a motion, seconded by Mr. King, to recommend approval of the application as submitted with the stipulation that the "Outdoor" sign be removed as it does not relate directly to the entrance of the outdoor market. All in favor. The motion passed unanimously.

### **Building Permits in Performance Districts**

10. Andrew Anderson, on behalf of Eddy Plaza Associates LLC requests ADR approval for construction of a new loading door at 30 Fort Eddy Road in the Gateway Performance (GWP) District.

Andrew Anderson (Boxmill Road Realty, LLC) represented the application.

A motion was made by Mr. Thompson, seconded by Mr. King, to recommend approval of the application with the stipulation that the door be painted white. All in favor. Motion passed unanimously.

11. Daniel Brennan, on behalf of PR Restaurants, Panera Bread requests ADR approval for construction of a new enclosed exterior seating patio, a new exterior cooler and replacement of existing signage at 75 Fort Eddy Road in the Gateway Performance (GWP) District.

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Dan Brennan represented the application.

The enclosed patio will match the overhang in all areas that are not glass. A double panel screen will cover the HVAC unit that sits atop the building. Only the letters will be backlit, not the raceway. The “mother” part is illuminated as well.

Ms. Tomas made a motion, seconded by Mr. Thompson, to recommend approval of the application as submitted with the stipulation that the screen covering the HVAC unit be sloped to match the sloping on the awning. All in favor. Motion passed unanimously.

**Site Plan & Subdivision Applications**

12. Granite Engineering LLC, on behalf of Amoskeag Realty, LLC, requests ADR approval as part of Major Site Plan approval for construction of a 13,822 square foot building addition, a new 5,000 sf building, and two Conditional Use Permits (CUPs) for disturbances to wetland buffers and the Shoreland Protection District at 138 Hall Street in the Industrial (IN) District. (2023-87)

Brent Cole (Granite Engineering) and Dennis Mires (Architect) represented the application.

This project is an efficiency upgrade. The proposal is to reorganize the facility to make the distribution aspect more efficient. They currently use one loading dock for all receiving on the Bow side. On the Concord side, the parking lot will be completely refurbished with an expanded employee parking lot, encouraging safety and limiting comingling between employee traffic and delivery trucks. The Committee asked that the sidewalk run most, if not all, of the length of the parking lot for safety. There is a proposed addition on the Concord side of a 5,000 square foot point of sale building, accessed by their marketing team. The applicants have been working with Ms. Fenstermacher to design landscape that will increase the diversity of greenery, particularly the trees such as red maples and river birches, as well as wildflowers vs. lawn in the wide expanse of greenspace. The applicant anticipates submitting new plans today.

Mr. Mires spoke on the new point of sale, drive-through, building. This will house an office, bathroom, and break area. There was special attention paid to window placement, breaking up the elevation and optimizing natural light. They were careful to match color scheme, even though there are multiple finishes being used such as vertical insulated panels for the exterior.

The lighting design will be downcast and compliant through all of the parking areas. Co-Chair Hengen suggested more pedestrian friendly (10-12 foot, or bollards) lighting for pedestrian spaces. There will also be light poles in the internal islands, with queueing for the delivery areas. The applicant will confirm that the lighting design will conform with the landscape. There was discussion about the view upon entering the site, and suggestions to redirect views away from the POS building and dumpsters. Mr. King suggested increasing islands sizes, relocating trees, or adding some foliage at the entrance to shield the dumpster and loading zone as the employees enter the parking lot.

Co-Chair Hengen made a motion, seconded by Ms. Tomas, to recommend approval of the application as submitted with the stipulation that the landscaping, particularly on either side of the entrance and islands within the view point of the new building being constructed, be substantially enhanced and that the Applicant work with Staff to do that; that the sidewalk which currently runs partially along the parking lot for employees be extended the length of the parking lot and enhanced with pedestrian scale lighting. The applicant was also asked to coordinate the new lighting design with the landscape design. No discussion. The motion passed 5 to 1. Mr. Thompson declines, with the viewpoint that these should be recommendations, not stipulations.

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13. Andy Sanborn, on behalf of Big Step, LLC, requests continued ADR review as part of a Major Site Plan approval to construct a charitable gaming hall, restaurant, and microbrewery, along with a Conditional Use Permit approval for disturbance of wetland buffers, at 7 Break O' Day Drive in the Gateway Performance (GWP) District, (2022-59).

The applicant has requested this be postponed to the April 4<sup>th</sup> ADR meeting.

**Conceptual Review**

14. Jeff Lewis, on behalf of Ciborowski Associates requests conceptual ADR review for a proposed mixed-use development at 34-56 North Main Street in the Central Business Performance (CBP) District.

Jeff Lewis (Northwood Engineering), Mark Ciborowski (Developer & Owner), and Anthony Mento (SMP Architecture) represented the application.

This plan proposes removing the CVS building and the attached E & P Hotel building and building a new structure in its place. It will house spaces for retail, offices, residential, dining, a rooftop patio, an entertainment venue, and an underground parking area off of Low Ave. The lobby connector to Phenix Hall is an open-air public access way to Low Ave with an accessible elevator. They desire to renovate Phenix Hall, with access between the building and Low Ave. They have increased the scope of the project to include apartments and office space. The “Gold Metal” ghost sign will be maintained. Access into the parking garage will be on Low Ave. Mechanical and utility spaces will be located on this level as well between the two buildings, but is not yet designed. There will be ADA elevators and all new egresses. The elevator that goes to the residential area goes to the venue and rooftop. The only elevator that goes from the parking garage to the rooftop is for service personnel. Level two is anticipated to be open office areas with ADA accessible restrooms. Third through sixth floors will be home to 36 one to three-bedroom residential units with a common corridor to an egress. The lobby will be contiguous with the current historical Phenix Hall building and an elevator. Seventh floor will be a restaurant with open air dining and outside seating. The intention is to have a 44-foot bar (Brunswick Bar made in 1900) and restaurant within Phenix Hall. There will be a space for dining with live performances. Some form of roofing will be used, but not defined yet. Above the seventh floor is a flat roof. The new roof line is a touch taller than the existing. This design removes the current water and waste utilities and moves them lower to provide City access to the utilities. Co-Chair Doherty is concerned that the stairway being on Low Ave. feels like a backdoor to Phenix Hall and the apartments, voicing that a grand staircase would be more appealing to enter Phenix Hall. The applicant will look into creating a grand stairway design. Co-Chair Hengen addressed the renovation of the façade while maintaining character and integrity of existing structure. The vote of the Heritage Commission impacts how this project moves forward. Co-Chair Hengen noted that the cornice of the new building and the glazed lobby is overly contemporary and boxy and suggested it better recall (but not replicate) the historic cornices along the street. The applicants will bring back a more historic cap to address this. The rooftop dining area will be a built up, raised platform, 24x24 tiled that sits on risers that are adjustable that aligns with the indoor venue. Planters will divide elements with greenery. The rooftop plans are preliminary at this time. Ms. Tomas would like it engineered as a green roof, fully planted. Venting and air circulation are still being considered for the apartments below. Ms. Tomas suggested screening these vents with planters. The Committee asked the applicant to consider the railing carefully. The Applicant stated that when they return, there will be a plan for additional parking. Currently, there are twenty-two spaces with two egresses and a retail area. The plan has been modified since meeting with Unitil for storage of power units and transformers. Mr. Ciborowski would like to use Low Ave. as a pedestrian location with restaurants, creating a connection to Main Street to flow east and west, not just north and south. The qualifications for considering these apartment dwellings to be upscale include higher ceilings, a modern kitchen, ADA

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compliance, open concept, bright, light, cheery, significantly larger, with balconies on the back side of the building, and living spaces with dining areas. Comparatively speaking to other apartments in downtown living, they are larger. Lighting will be carefully considered in all spaces with LED. Textures and materials will also be. The lobby will be a glowing design element. Color LEDs have not been considered at this point. The Committee encouraged street level warm lighting for pedestrians. The developer strives to respect the vibrancy of building and core of the City. The owner wants the building to match as best as possible with downtown's aged architecture. Applicants will seek a license for the bay windows that project over the sidewalk, as well as the lobby. The cast columns are elemental, not structural. The sign is anticipated to go across the entire band that goes over the store fronts.

No motions were made, this item was for conceptual review and preliminary comments only.

**Adjournment**

Mr. Thompson made a motion, seconded by Mr. King, to adjourn the meeting at 10:41 a.m. All in favor. Motion passed unanimously.

Respectfully submitted,  
Alicen Twardosky  
Administrative Specialist

*The next meeting will be held on April 4<sup>th</sup>, 2023*