

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

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

Attendees: Co-Chair Jay Doherty, Members Zarron Simonis, Douglas Proctor and alternate Member Amanda Savage.

Absent: Co-Chair Elizabeth Durfee Hengen, Members Ron King, Claude Gentilhomme

Staff: Alec Bass, Senior Planner  
Krista Tremblay, Administrative Specialist  
Brian Tremblay, Code Inspector

### **Call to Order**

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

### **Approval of Minutes**

2. Co-Chair Jay Doherty asked members to motion to accept meeting minutes, accepted by Member Savage, to approve the minutes from the September 5, 2023 meeting. All in favor. The motion passed. Co-Chair Jay Doherty abstained due to not being present at September 5, 2023 meeting.

### **Sign Applications**

3. Advantage Signs, on behalf of McAuliffe Shepard Discovery Center, requests ADR approval for a new 31 sf non-illuminated free-standing sign at 2 Institute Drive in the Institutional (IS) District

Jeanne Gerulskis and Kelly Thompson presented the application.

Co-Chair Doherty advised the sign posts do not appear as substantial as the sign itself. Asked the Applicant if they have considered plantings or vegetation placed around the base of the sign. Asked if the property was owned by the State of New Hampshire.

Mr. Bass informed the State of New Hampshire does own the property. This application does not fall under RSA 674:54 because of the non-governmental use. The applicant would go thru the regular permitting process.

Jeanne Gerulskis explained the sign is not illuminated and there are no ground lights. The sign is two-sided. Jeanne Gerulskis explained the post for the sign are metal. They will add bushes and natural vegetation. Jeanne Gerulskis will consult with the maintenance person with the State of New Hampshire and Brochu Nursery and Landscaping to get appropriate landscaping for the location.

Member Simonis asked about the sign having an address for the fire department. Jeanne Gerulskis explained the last sign did not have address and this new one was not planning on having the address.

Member Savage made a motion to approve the sign with the conditions of the sign being located 5 feet from the stop bar. With the understanding native shrubbery or plantings will be placed by the posts for aesthetic purposes. Member Simonis seconded. All in favor. The motion passed unanimously.

4. SAR Concord, on behalf of Adapt Health New England, requests ADR approval for a new 33 sf internally illuminated free standing sign at 66 Airport Road in the Industrial (IN) District.

No one present to represent the application.

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Mr. Bass informed members that there are two sign permits, but only the free standing sign is subject to ADR review.

Co-Chair Doherty asked if the bottom panel on the free standing sign is illuminated. It was discussed to potentially have the address located on the sign but is not required at this time.

Co-Chair Doherty made a motion to approve as submitted with the understanding that the bottom white section of the sign is not illuminated, and the suggestion to add the address number to the sign or post. Seconded by Member Simonis. All in favor. The motion passed unanimously.

Bill Lustig (SAR Concord) arrived after this motion was closed. Mr. Lustig shared that the pylon sign will have no illumination.

5. Sign Source, on behalf of Craft Market, requests ADR approval for a new 60 sf internally illuminated wall sign at 75 Fort Eddy Road in the Gateway Performance (GWP) District.

No one present to represent the application.

Co-Chair Doherty advised that the height of the proposed sign in comparison with the adjacent existing signs seems to be lower. Member Savage agreed that it is not aligned with the existing signs already on the building. She recommended the applicant align their sign with the existing signs.

Member Simonis made a motion to approve as submitted with the recommendation that the sign be either centered with the other signs existing on the building or the bottom of the text aligning with CBD. Seconded by Member Savage. All in favor. The motion passed unanimously.

6. NEOPCO Signs, on behalf of Lauren Burdett, requests ADR approval for a new 8 sf non-illuminated bracket sign at 76 North Main Street in the Central Business Performance (CBP) District.

Glen Schadlick (NEOPCO Signs) presented the application.

Mr. Schadlick explained this is the former NH Pizza that is now closed. This hospitality group has taken over this location. They intend to re-use the existing sign with a new over lay with their logo.

Member Savage asked if the sign was already installed. Mr. Schadlick explained they applied for a temporary sign permit that was approved.

Co-Chair Jay Doherty made a motion to approve as submitted. Alternative Member Amanda Savage seconded. All in favor. The motion passed unanimously

7. SAR Concord, on behalf of Maddy's Food Hub, requests ADR approval for a new 16 sf internally illuminated wall sign and a new 19.17 sf internally illuminated pylon panel at 89 Fort Eddy Road in the Gateway Performance (GWP) District.

Bill Lustig (SAR Concord) presented the application.

Co-Chair Doherty informed Mr. Lustig agenda item four was closed out. The permit was recommended for approval. Bill Lustig (SAR) is also representing Agenda Items seven and eight.

Mr. Lustig discussed Maddy's Food Hub sign application. They are changing out the sign face in the existing cabinet over the door way and changing the sign face in the existing cabinet by the road.

Co-Chair Doherty explained the committee's position with internally illuminated signs with white backings. ADR recommends providing an opaque backing, or a coating so just the letters glow and a halo around the black letters to get them to pop. Holding off the backing around the letters.

Mr. Lustig pointed out that other signs on the pylon exist with similar white background on the post already.

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Mr. Lustig asked about having a tan background instead of white. Member Savage explained a light beige or tan would work with the existing color scheme. Co-Chair Doherty asked Mr. Lustig if ADRC was willing to accept the suggestion of a tan\ kaki color backing if he would be willing to submit new renderings to the planning board for review. Mr. Lustig agreed to submitting new renderings in tan or kaki color to the planning board to see the correct version.

Co-Chair Doherty opened discussion for the pylon sign.

Member Simonis suggested to have the Applicant return with the tan background or to do the blackout instead just white.

Co-chair Doherty suggests application to come with tan back ground or came with black background

Co-Chair Doherty made a motion to approve as submitted subject to the condition that the black text around the pylon sign be removed to match the proposed building sign, and either add a blackout behind the white or do a tan background as shown on the pylon rendering. Member Savage seconded. All in favor. The motion passed unanimously

8. SAR Concord, on behalf of Exterior Plus, requests ADR approval for (6) new, non-illuminated window signs, to include a 4.2 sf, 5.5 sf, 1.7 sf, 5.48 sf, 3.98 sf and 7.35 sf vinyl window signs at 305 Village Street in the Central Business Performance (CBP) District.

Bill Lustig (SAR Concord) presented the application.

Co-chair Doherty pointed out there is a lot of information at the location that is not identifying the building or the business, the proposed signage is predominantly advertising a service. The sign and company name is lost.

Member Savage suggested to have white lettering with black trim for the information that is on the door as it is difficult to see from a distance. Suggested to remove the bottom text on window.

Member Savage suggested a motion to not approve sign application at this time with a request the applicant comes back with a re-design.

Mr. Lustig asked members for direction on how to move forward to come back with a re-design.

Co-chair Doherty advised that the bottom two signs be removed as they are extra information, the email address could be replaced for the website. Exterior plus with the black letters on the black color door should be changed to other color making easier to read. The name of the business should be the prominent piece and the list of their services should be secondary.

Member Savage made a motion to not recommend ADR approval and instead the Applicant should revise and resubmit the application. ADR provided the following suggestions to reduce text, enlarge business logo, contrast on the company name to be white, redesign to include the removal of the bottom left window caller email and right window website address, reduce size of lettering of upper left\upper right-side windows. Member Simonis seconded. All in favor. The motion passed unanimously.

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

9. Warren Street Architects, on behalf of Neville Companies, requests Architectural Design Review approval for construction of a new vehicle service ramp to a loading dock at 254 Sheep Davis Road in the Gateway Performance (GWP) District.

Laura Levy, Laurie Rauseo and Jonathan Halle presented the application.

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Jonathan Halle advised the committee they are adding a ramp to the back of the building. Simple ramp with existing overhead door. There is a retaining wall on both sides with guard rail on each side.

Member Proctor made a motion to approve as submitted. Member Savage seconded. All in favor. The motion passed unanimously.

**Conditional Use Permit Applications**

10. Victoria Poland, on behalf of Stephen Duprey, requests ADR approval for a Conditional Use Permit to place a new 57.2 sf internally illuminated blade sign between rows of windows, above the top row of windows, or at a height in excess of 25 feet at 45 South Main Street in the Central Business Performance (CBP) District. (2023-127)

Mr. Bass informed the committee that this application has been postponed per the Applicant request.

**Site Plan & Subdivision Applications**

11. TFMoran Inc, on behalf of Interchange Development, requests ADR review as a condition of Major Site Plan approval for construction of a 4,940 sf urgent care facility at 1 Interchange Drive located in the Gateway Performance (GWP) District. (2023-105).

Laura Levy, Laurie Rauseo and Jonathan Halle presented the application.

Mr. Bass advised the committee to reference this as a walk-in primary care facility and not urgent care facility. The reason for the distinction of walk-in primary care it is a business use. If it was an urgent care there are licensing that needs to be provided by the DHHS.

Mr. Halle informed the committee the building is different than what was presented before. They have been working with Concord Hospital for the last 6 months. Concord Hospital with this building is trying to go green by adding solar for the building to handle their electric load. The site plan shows a shed roof. The site plan is 99.9% the same as what had already been presented to ADR. There are a couple of minor changes. For example, they have moved the electrical underground and added drainage on the left side of the building. There is no signage with the application. Concord Hospital will come back to ADR at a later date to discuss signage. Cultured stone around the bottom of the building. All mechanical equipment is tucked in the high bay under the roof. There is a transformer in the back of the building. The bollards are going to the back of the building.

Member Proctor asked if there was going to be signage on the building.

Mr. Halle informed the committee there will be signage, likely on the building on the large white above the ban. Concord Hospital is unsure at this time how they are going to market the building.

Member Simonis asked about the lighting for the building.

Mr. Halle informed the committee all of the lighting was done as part of the site plan application. There will be no up lighting on the building, the canopy will have an LED light strip in the sawcut showing down.

Member Savage made a motion to approve as submitted. Member Proctor seconded. All in favor. The motion passed unanimously.

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**Other Business**

12. Hotel Concord Lighting update.

Mr. Bass informed the committee there are no updates on this item at this time.

**Adjournment**

Co-chair Doherty made a motion, seconded by Member Simonis, to adjourn the meeting at 9:40 a.m. All in favor. Motion passed unanimously.

Respectfully submitted,  
Krista Tremblay

**The next meeting will be held on October 31, 2023**