

**City of Concord, New Hampshire
Architectural Design Review Committee
August 11, 2015**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, August 11, 2015 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jen Czysz, Jay Doherty, Claude Gentilhomme, Liz Hengen and Ron King. Craig Walker of the Code Administration Division and Nancy Larson, Heather Shank, and Patricia Murray of the City Planning Division were also present.

The ADRC met in order to review the proposed design of certain sites, buildings, building alterations, and signs that are on the Planning Board's regular agenda for August 19, 2015, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

1. Consideration of the following applications under the provisions of Section 28-9-4(f), Architectural Design Review, of the Zoning Ordinance.

- a. Application by PRM Holdings, LLC on behalf of Weston Solutions, Inc., requesting Architectural Design Review Approval to install one (1) 13.5 sf non-illuminated replacement wall sign at 43 N. Main Street in the Central Business Performance (CBP) District. *MBL: 45/1/6***

The applicant was not present.

Mr. King recommended Design Review approval for the application by PRM Holdings, LLC on behalf of Weston Solutions, Inc., requesting Architectural Design Review Approval to install one (1) 13.5 sf non-illuminated replacement wall sign at 43 N. Main Street in the Central Business Performance (CBP) District. *MBL: 45/1/6*, as submitted. Ms. Hengen seconded the recommendation. The recommendation passed unanimously.

- b. Application by Seacoast Scaffolding Realty, requesting Architectural Design Review Approval to install one (1) new 39.7 sf internally illuminated freestanding sign at 243 Sheep Davis Road in the Industrial (IN) District. *MBL: 111G/1/52***

Mr. Walker stated that Jennifer Robichaud from Barlo Signs was available by telephone if questions arose. Mr. King stated that the sign was crowded and almost not readable. He recommends leaving off words such as "& Equipment Corporation", "services", "www". He stated this may help readability from a distance.

Mr. Walker called Ms. Robichaud from Barlo Signs. Mr. King reiterated his concern for Ms. Robichaud also stating the font is stretched and difficult to read. Ms. Hengen also noted that "Sheep Davis Road" could be removed since people are on Sheep Davis Road already.

Ms. Robichaud asked about Planning Board Review. Ms. Shank replied that the changes could be presented to the Planning Board which is a different group than the ADRC and the Planning Board will look at how the ADRC recommendations were addressed. Ms. Robichaud stated they will attend the Planning Board meeting.

Mr. Doherty suggested leaving “& Equipment Corporation” since it is part of the company name. Ms. Czysz added that they gave suggestions of possible words that could be eliminated but they are not saying they should be removed. Ms. Robichaud replied that she understands that the committee wants the sign cleaned up.

Ms. Larson suggested moving the proposed black banner text down to allow for “& equipment Corporation” down to create more white space between “Seacoast Scaffolding” and “& equipment Corporation”.

Mr. King recommended Design Review approval for the application by Seacoast Scaffolding Realty, requesting Architectural Design Review Approval to install one (1) new 39.7 sf internally illuminated freestanding sign at 243 Sheep Davis Road in the Industrial (IN) District, *MBL: 111G/1/52*, as submitted with the recommendation that any unnecessary copy, such as “www.” and “Sheep Davis Road”, is removed to increase legibility to ensure readability for passing motorists. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

- c. Application by Speedway LLC, requesting Architectural Design Review Approval to reface an existing 133.63 sf internally illuminated freestanding sign; install two (2) affixed replacement canopy signs of 24.56 sf each with internally illuminated channel letters; and one (1) 11.96 sf internally illuminated affixed replacement wall sign, at 15 Hall St. in the Gateway Performance (GWP) District. *MBL:15/2/5***

Donna from Philadelphia Sign Company was present to speak to the application. She confirmed that the price section of the sign is manual changeable text and that the posts will be repainted.

Mr. King recommended Design Review approval for the application by Speedway LLC, requesting Architectural Design Review Approval to reface an existing 133.63 sf internally illuminated freestanding sign; install two (2) affixed replacement canopy signs of 24.56 sf each with internally illuminated channel letters; and one (1) 11.96 sf internally illuminated affixed replacement wall sign, at 15 Hall St. in the Gateway Performance (GWP) District, *MBL:15/2/5*, as submitted. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

- d. Application by Speedway LLC, requesting Architectural Design Review Approval to reface an existing 82.08 sf internally illuminated freestanding sign; install one (1) 6.14 sf internally illuminated affixed replacement wall sign; and one (1) 24.56 sf affixed replacement canopy sign with internally illuminated channel letters at 175 N. Main St. in the Urban Commercial (CU) District. *MBL:55/2/5***

Donna from Philadelphia Sign Company was present to speak to the application. Mr. Gentilhomme suggested moving the “S” wall sign down into the arch.

Mr. King recommended Design Review approval for the application by Speedway LLC, requesting Architectural Design Review Approval to reface an existing 82.08 sf internally illuminated freestanding sign; install one (1) 6.14 sf internally illuminated affixed replacement wall sign; and one (1) 24.56 sf affixed replacement canopy sign with internally illuminated channel letters at 175 N. Main St. in the Urban Commercial (CU) District, *MBL:55/2/5*, as submitted with the recommendation that the “S” wall sign is relocated down into the arch. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

- e. Application by Rick D’Amante requesting Architectural Design Review Approval to install one (1) 16 sf internally illuminated tenant panel in a previously approved ground sign, and two (2) new internally illuminated wall signs of 67.8 sf each at 273 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111/4/18***

Mr. Mike D'Amante was present to speak to the application. He confirmed that the panel sign is red with white lettering and the letters on the wall sign are red.

Mr. Gentilhomme recommended Design Review approval for the application by Rick D'Amante requesting Architectural Design Review Approval to install one (1) 16 sf internally illuminated tenant panel in a previously approved ground sign, and two (2) new internally illuminated wall signs of 67.8 sf each at 273 Loudon Road in the Gateway Performance (GWP) District, *MBL: 111/4/18*, as submitted with the recommendation that the application materials be resubmitted with better representation of the colors and prose. Mr. King seconded the recommendation. The recommendation passed unanimously.

f. Application by John S. Jordan Design PLLC, on behalf of Sienna Investments LLC requesting Architectural Design Review Approval to make architectural changes to the façade of a previously approved major site plan application at 273 Loudon Road in the Gateway Performance District (GWP). *MBL 111E-1-12*

Mr. Mike D'Amante and John Jordan, John Jordan Design, were present to speak to the application. Mr. D'Amante stated the original plan intended a single sit down restaurant but now have a fast casual dining establishment interested in half the space. He stated this is the first presentation for this building and they will be back for sign applications. The building will be proposed to be a two tenant building with the restaurant on the right side. Mr. Jordan stated the buildings will work together; windows will be the same proportions, the same materials will be used and the language will be the same.

Mr. Doherty recommended Design Review approval for the application by John S. Jordan Design PLLC, on behalf of Sienna Investments LLC requesting Architectural Design Review Approval to make architectural changes to the façade of a previously approved major site plan application at 273 Loudon Road in the Gateway Performance District (GWP, *MBL 111E-1-12*, as submitted with the recommendation that two colors are used for the façade (EIFS portion), a lighter color for the bump outs and a darker color for the recessed portions. Colors to match the retail building previously approved as part of the major site plan. Mr. King seconded the recommendation. The recommendation passed unanimously.

g. Application by the United Church of Penacook requesting Architectural Design Review Approval to replace an entrance ramp at 21 Merrimack Street in the Central Business Performance District (CBP). *MBL: 543P-33*

Reverend Jerry McCann, United Church of Penacook, was present to speak to the application. Lengthy discussion regarding design of the proposed ramp ensued. The Commission felt the applicant needed assistance from a design company.

Mr. Gentilhomme recommended continuing Design Review approval for the application by the United Church of Penacook requesting Architectural Design Review Approval to replace an entrance ramp at 21 Merrimack Street in the Central Business Performance District (CBP), *MBL: 543P-33*, to no date certain to allow time for the applicant to return with a detail of the proposed ramp, incorporating recommendations made by the Committee. Mr. King seconded the recommendation. The recommendation passed unanimously.

h. Application by the City of Concord on behalf of Harold E. and Judith A. Ekstrom requesting Architectural Design Review Approval to install a new door in place of an existing window at 25-35 N. Main Street in the Central Business Performance (CBP) District. *MBL: 35/4/4*

Mr. Ed Roberge, City Engineer, was present to speak to the application. As part of the Downtown Complete Streets Improvement Project, staff worked closely with the project design team, downtown property owners, and our Federal Highway Administration (FHWA) partners to make Main Street as

accessible as possible. The project specific goals include the elimination of the double step curb along the west side of Main Street, and providing full access to sidewalks and crosswalks. Disabled parking spaces are proposed near all of the crosswalks so that the ramps on the bump outs can be used to access the sidewalk. All crosswalks will have ADA compliant ramps. With respect to 25-35 North Main Street (Central Block), the entrance to the storefront for the Vision Shoppe (35 North Main Street) currently has two steps (see attached photos of existing conditions). An accessible entrance will be provided for the business entrance at 35 North Main Street, which occupies the corner storefront that wraps around to Warren Street. In order to avoid altering the historic North Main Street entrance, a second, accessible entrance will be provided through a proposed doorway (presently an existing window) on the Warren Street elevation. Part of the sidewalk along Warren Street will be graded to create a ramp to provide access to the window location. The new entrance will retain the transom as is, replacing everything below it with similar materials. The new building entrance will consist of a rectangular transom proportionate to the existing transoms on the building above a single door and sidelights – all set flush to the arched window above. Materials will be a dark bronze anodized metal and the door and sidelight will use as much uninterrupted expanses of glass as possible by minimizing all structural/metal elements and thus retaining the character of the building's historic design. The work will be completed by the same contractor that completed the front entrance doorway in the 1980's.

The new ramp will be concrete with a granite face. The new ramp will be flush but separate from the original building, and no historic building materials will be altered or removed. A bond breaker material will separate old from new. The ramp will include a hand rail along the ramp, which will now wrap to the building. Mr. Roberge indicated that a step shown on the proposed photo mock-up presented to ADR has been eliminated from the design. The rail will be round pipe, painted black.

Mr. Roberge stated Staff coordinated review and approval with the NH Division of Historic Resources, the Disability Rights Center, the Governor's Commission on Disabilities, and FHWA. The property owner, Harold and Judith Ekstrom, support this request and endorsed the application. Work is expected to begin in early September 2015 as part of the Main Street improvements.

Mr. Gentilhomme recommended Design Review approval for the application by the City of Concord on behalf of Harold E. and Judith A. Ekstrom requesting Architectural Design Review Approval to install a new door in place of an existing window at 25-35 N. Main Street in the Central Business Performance (CBP) District, *MBL: 35/4/4*, as presented. Mr. King seconded the recommendation. The recommendation passed unanimously.

4. Any other business which may legally come before the Committee.

As there was no further business to come before the Committee, the meeting adjourned at 10:10 am.

Respectfully submitted,

Heather Shank
Assistant City Planner