

**City of Concord, New Hampshire  
Architectural Design Review Committee  
September 8, 2015**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, September 8, 2015 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jen Czysz, Jay Doherty, Liz Hengen and Ron King. Craig Walker of the Code Administration Division and Nancy Larson, Heather Shank, Beth Fenstermacher 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 Arthur W. Aznive Trustees of the Snaphuance Real Estate Trust, on behalf of Buffi Dudley, requesting ADR approval to reface an existing 16 sf internally illuminated projecting sign at 15 Pleasant Street in the Central Business Performance (CBP) District. *MBL: 35/6/21***

The applicant was not present.

Mr. Doherty recommended Design Review approval for the application to reface an existing 16 sf internally illuminated projecting sign at 15 Pleasant Street in the Central Business Performance (CBP) District. *MBL: 35/6/2*, as submitted. Mr. King seconded the recommendation. The recommendation passed unanimously.

- b. Application by Hodges Development Corp, on behalf of J&J Party dba Halloween Annex, requesting ADR approval to reface an existing 72 sf externally illuminated freestanding sign with a temporary vinyl banner at 196 Loudon Road in the General Commercial (CG) District. *MBL: 117D/2/10***

Mr. Walker stated the building frontage is 80 linear feet; the application was incorrect. The applicant confirmed the sign will be temporary and will remain installed until November.

Mr. King recommended Design Review approval to reface an existing 72 sf externally illuminated freestanding sign with a temporary vinyl banner at 196 Loudon Road in the General Commercial (CG) District, *MBL: 117D/2/10*, as submitted. Ms. Hengen seconded the recommendation. The recommendation passed unanimously.

- c. Application by Associated Enterprises Inc., on behalf of Ann Clark, requesting ADR approval to install one (1) new 15.5 sf non-illuminated wall sign, and one (1) new 3.5 sf non-illuminated projecting sign at 134 N. Main St. in the Central Business Performance (CBP) District. *MBL: 45/6/13***

Ms. Ann Clark and Mr. Glen Schadlick, NEOPCO Sign, were present to speak to the application. A discussion regarding the size of the tagline ensued. Mr. Schadlick stated the graphic artist's design has gone through many revisions and the applicant is satisfied with the design presented.

Mr. King recommended Design Review approval for the application to install one (1) new 15.5 sf non-illuminated wall sign, and one (1) new 3.5 sf non-illuminated projecting sign at 134 N. Main St. in the Central Business Performance (CBP) District, *MBL: 45/6/13*, as submitted with the comment that the tagline should be enlarged for readability. Ms. Hengen seconded the recommendation. The recommendation passed unanimously.

- d. Application by Siena Investments, LLC, on behalf of AT&T, requesting ADR approval to install one (1) 6 sf internally illuminated tenant panel in a previously approved ground sign, and one (1) new 22.5 sf internally illuminated wall sign at 273 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111E/1/12***

Sean Nordin, Amco sign, was present to speak to the application.

Mr. Walker stated the building frontage is 23 linear feet; the application was incorrect.

Discussion ensued regarding the size compatibility of previously approved signs for the building at 273 Loudon Road.

Ms. Czysz recommended Design Review approval for the application to install one (1) 6 sf internally illuminated tenant panel in a previously approved ground sign, and one (1) new 22.5 sf internally illuminated wall sign at 273 Loudon Road in the Gateway Performance (GWP) District, *MBL: 111E/1/12*, with the recommendation that the wall sign placement be aligned horizontally and scaled vertically with existing and future signs for this building. Mr. King seconded the recommendation. The recommendation passed unanimously.

- e. Application by Siena Investments, LLC, on behalf of Visionworks, requesting ADR approval to install two (2) new 30 sf internally illuminated wall signs at 273 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111E/1/12***

Ms. Czysz recommended Design Review approval for the application to install two (2) new 30 sf internally illuminated wall signs at 273 Loudon Road in the Gateway Performance (GWP) District, *MBL: 111E/1/12*, with the recommendation that the wall sign placement be aligned horizontally and scaled vertically with existing and future signs for this building. Mr. Doherty seconded the recommendation. The recommendation passed unanimously.

- f. Application by Rite Aid Corporation requesting ADR approval to reface an existing 36 sf internally illuminated freestanding sign, install two (2) new 8.06 sf internally illuminated wall signs, and two (2) new 31.31 sf internally illuminated wall signs at 92 South St. in the Neighborhood Commercial (CN) District. Please note that the 8.06 sf shield logo and the 31.31 sf "Rite Aid" combine to create a single sign of 39.37 sf for each wall. *MBL: 22/7/1***

Robin, KC Signs, was present to speak to the application.

Mr. Doherty recommended Design Review approval to reface an existing 36 sf internally illuminated freestanding sign, install two (2) new 8.06 sf internally illuminated wall signs, and two (2) new 31.31 sf internally illuminated wall signs at 92 South St. in the Neighborhood Commercial (CN) District, *MBL: 22/7/1*, as submitted. Ms. Hengen seconded the recommendation. The recommendation passed unanimously.

- g. Application by Concord Housing Authority requesting ADR approval to make architectural changes to the building entrance at 1 Thompson St. in the Central Business Performance (CBP) District. *MBL: 34/2/3***

Craig Dunning, Concord Housing Authority, was present to speak to the application. He stated the application is to reconfigure access to the front door.

Mr. King recommended Design Review Approval to make architectural changes to the building entrance at 1 Thompson St. in the Central Business Performance (CBP) District, *MBL: 34/2/3*, as submitted. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

**2. Application by O'Reilly Auto Parts requesting ADR approval as part of a Major Site Plan application for construction of a new 7,385 sf building and related site improvements at 189 Fisherville Rd. in the General Commercial (CG) District. *MBL: 204P/73 (2015-30)***

Josh Sterling was present to speak to the application. He stated the site plan has been modified to increase plantings to 143. The proposed building architecture is a strong deviation from norm for O'Reilly Auto buildings but the design took cues from Dollar General which is next door to keep the buildings comparable. The applicant is scheduled to appear before the Planning Board in October.

The ADRC offered the following comments and recommended a return presentation in October.

- Eliminate shadows from two dimensional drawings
- Clarify lighting specifications
- Keep any street trees that are existing
- Street trees planted at the required 50' spacing – 1 per fifty linear feet on center to allow for visibility of signage.
- Propose bracket at outer edges of eaves at corners
- Finalize the sign application

**3. 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 9:50 am.

Respectfully submitted,

Heather Shank  
Assistant City Planner