

**City of Concord, New Hampshire  
Architectural Design Review Committee  
November 10, 2015**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, November 10, 2015 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jay Doherty, Liz Hengen, and Claude Gentilhomme. 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 November 18, 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 GMRI, Inc. on behalf of Olive Garden Italian Kitchen requesting ADR approval to install one (1) 74.8 sf internally illuminated affixed replacement sign, and one (1) 74.8 sf internally illuminated freestanding replacement sign at 223 Loudon Road in the General Commercial (CG) District. *MBL: 111C/1/1***

A representative from GMRI was present to speak to the application. The new signs are proposed to replace the existing signs due to the trademark logo being redesigned. The signs that are proposed are smaller than the existing signs because of the new trademark and due to structural constraints. The proposed sign will have white letters with a black background and the "olive garden" letters and logo will be illuminated.

Mr. Doherty recommended Design Review approval as submitted. Ms. Hengen seconded the recommendation. The recommendation passed unanimously.

- b. Application by Zed Properties LLC on behalf of The Lawson Group, requesting ADR approval to install one (1) 30 sf internally illuminated freestanding replacement sign at 20 Chenell Drive in the Industrial (IN) District. *MBL: 111G/1/45***

Cathy Champagne, Jutras Signs, was present to speak to the application. The sign change is due to the business name change from Cigna One to The Lawson Group. The owner also expressed concerns regarding the existing sign being difficult to clean. The proposed sign will be easier to clean and will display the new branding.

Mr. Gentilhomme recommended Design Review approval as submitted. Ms. Hengen seconded the recommendation. The recommendation passed unanimously.

- c. Application by Capital Dream Realty, LLC on behalf of Capital Area Dentistry, requesting ADR approval to install one (1) 14.51 sf freestanding replacement sign at 29 Green Street in the Civic Performance (CVP) District. *MBL: 44/3/26***

Josh from Advantage Signs was present to speak to the application. The proposed sign is an updated sandblasted sign with 7x7 granite posts.

Mr. Doherty recommended Design Review approval as submitted. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

- d. Application by Alan Cohen on behalf of Marketplace New England, requesting ADR approval to install one (1) new 5.69 sf non-illuminated projecting sign, and one (1) new 11.44 sf non-illuminated affixed sign at 7 N. Main Street in the Central Business Performance (CBP) District. *MBL: 35/4/7***

Josh from Advantage Signs and Laura Miller, owner, were present to speak to the application. The Committee had no questions.

Mr. Gentilhomme recommended Design Review approval as submitted. Mr. Doherty seconded the recommendation. The recommendation passed unanimously.

- e. Application by PFP Associates Ltd Partnership on behalf of H&R Block, requesting ADR approval to install one (1) 34.5 sf internally illuminated affixed replacement sign at 22 Bridge Street in the Opportunity Corridor Performance (OCP) District. *MBL: 45A/1/2***

Todd McKinney, Alton Signs, was present to speak to the application. The Committee had no questions.

Ms. Hengen recommended Design Review approval as submitted. Mr. Gentilhomme seconded the recommendation. The recommendation passed unanimously.

- f. Application by South Miami Properties, Inc. on behalf of H&R Block, requesting ADR approval to install one (1) 22.6 sf internally illuminated affixed replacement sign at 36 Fort Eddy Road in the Gateway Performance (GWP) District. *MBL: 46A/1/2***

Todd McKinney, Alton Signs, was present to speak to the application. The Committee had no questions.

Mr. Doherty recommended Design Review approval as submitted. Ms. Hengen seconded the recommendation. The recommendation passed unanimously.

- g. Application by South Miami Properties, Inc. on behalf of AAA Northern New England, requesting ADR approval to install three (3) internally illuminated replacement wall signs, including one (1) 14.7 sf sign, one (1) 13.3 sf sign, and one (1) 8.0 sf sign, at 48 Fort Eddy Road in the Gateway Performance (GWP) District. *MBL: 46A/1/2***

Nick Wallner was present to speak to the application. The existing sign needs to be replaced due to a hit and run accident that damaged the sign. Since the damaged sign is 10 years old it is cost effective to replace it with the proposed.

Mr. Gentilhomme recommended Design Review approval as submitted. Mr. Doherty seconded the recommendation. The recommendation passed unanimously.

- h. Application by 94 Manchester Street, LLC requesting ADR approval to change building façade material and color, as part of a previously approved site plan at 94 Manchester Street in the Highway Commercial (CH) and Office Park Performance (OFF) Districts. *MBL: 11D/3/10 (2014-19)***

Matt Nihan, TW Design, was present to speak to the application. The site is the Key Auto and Collision Center. The previously approved two tone beige color finish on the exterior of the buildings is proposed to be replaced with a charcoal gray color. Mr. Nihan outlined the change in materials. The Committee noted the proposed charcoal gray color is preferred over the original beige color.

Ms. Hengen recommended Design Review approval as submitted. Mr. Doherty seconded the recommendation. The recommendation passed unanimously.

**2. Penacook Community Center requesting ADR review of building material and color samples as a condition of their 10/21/15 ADR and Site Plan approval. (2015-29)**

Doug Proctor, the Turner Group, presented the ADRC with color and finish samples for the Penacook Community Center building. The Committee approved of the samples provided.

**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 9:08 am.

Respectfully submitted,

Heather Shank  
Assistant City Planner