

**City of Concord, New Hampshire
Architectural Design Review Committee
February 9, 2016 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, February 9, 2016 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Doug Shilo, Jay Doherty, Liz Hengen, and Jen Czysz. Craig Walker of the Code Administration Division and Heather Shank 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 February 17, 2016, 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 New Hampshire Federal Credit Union, requesting ADR approval to install one (1) new 43.5 sf non-illuminated wall sign at 70 Airport Road in the Industrial (IN) District. *MBL: 110/A2/6***

Representing the applicant was Josh Messinger from Advantage Signs. Ms. Czysz asked how the signs would be mounted. Mr. Messinger stated that they would be mounted with metal brackets. Discussion ensued as to the best height and placement of the sign to maximize visibility and avoid looking crowded adjacent to the windows.

Ms. Hengen made a motion to recommend ADR approval, with additional recommendations that the sign be centered over the entry bay and lowered approximately four (4) feet to be closer to the horizontal white band. Ms. Czysz seconded the motion. The motion passed unanimously.

- b. Application by Dayton Hudson Corporation on behalf of Target Corporate, requesting ADR approval to install one (1) replacement 63.3 sf internally illuminated wall sign at 80 D'Amante Drive in the Gateway Performance (GWP) District. *MBL: 111/D2/1***

Representing the applicant was Richard Westergren from Poyant Signs. Mr. Westergren confirmed that the sign is a replacement for the current sign and that the location is unchanged.

Mr. Doherty made a motion to recommend ADR approval as submitted. Ms. Hengen seconded the motion. The motion passed unanimously.

- c. Application by GTY MA/NH Leasing, Inc. on behalf of Nouria Energy Corporation, requesting ADR approval to reface an existing 114.8 sf internally illuminated freestanding sign at 333 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111/F2/9***

Representing the applicant was Pat McLaughlin from NH Signs. Discussion ensued as to the color, arrangement, and order of the panels. Members felt that the concerns were similar to those raised with regard to the earlier sign application at 24 Loudon Road. Members felt that information was jumbled and not easy to read at a glance. Members also felt that the present proposal is a step back from the current sign in terms of crispness, legibility, and coherence. Mr. Shilo noted that it seems that there was an attempt to have every panel on the sign stand out as its own feature. He noted that trying to give

everything priority resulted in no element being easily distinguishable. Ms. Czysz noted that the new panels lack cohesiveness and should be revised to improve clarity, uniformity, and readability, and reduce visual clutter. Ms. Czysz recommended the applicants consider no more than two colors, two fonts, and two sizes, and that anything more creates clutter and reduces readability.

Mr. Walker noted that keeping the non-conforming height and attempting to decrease the area didn't help with legibility of the sign. He suggested that lowering to the permitted height and widening the sign would improve legibility. Ms. Hengen also noted that the height requirements were intended to take into account viewsheds and visibility, with the effect that lower signs are easier to see. Mr. McLaughlin questioned whether alterations to the sign to that degree would allow them to keep the non-conforming status. Mr. McLaughlin also noted that his client was reluctant to make any changes to the sign.

Mr. Shilo also questioned whether the existing sign was internally illuminated and whether the proposed sign would have more illuminated features. Mr. McLaughlin clarified that the existing sign is internally illuminated with blue opaque panels, and the proposed sign is internally illuminated with white opaque panels.

Ms. Czysz made a motion to recommend that the applicant submit a revised sketch of the proposed sign, providing a more simplified design and color palate, including, at a minimum, shifting the "Food Mart" panel to be adjacent to the "ATM" panel at the bottom, removing the word "Accepted" after the credit card logo, and centering all text and logos, which is more consistent with the crisp, clean design on the existing sign. Mr. Shilo seconded the motion. The motion passed unanimously.

- d. Application by Rite Aid Corporation requesting ADR approval to install two (2) new 6.11 sf internally illuminated wall signs, two (2) new 7.94 sf internally illuminated wall signs, and two (2) new 6.26 sf internally illuminated wall signs at 92 South Street in the Neighborhood Commercial (CN) District. *MBL: 22/7/1***

The applicant was represented by Peter Perry from KC Signs.

Ms. Czysz made a motion to recommend ADR approval as submitted, with a non-binding suggestion to flip the location of signs 1 and 5 to improve wayfinding. Mr. Doherty seconded the motion. The motion passed unanimously.

- e. Application by the Historical Society, on behalf of Granite Investment Advisors, requesting ADR approval to reface one (1) existing 15 sf internally illuminated entrance sign, and one (1) 5.9 sf internally illuminated wall sign at 6 Eagle Square in the Central Business Performance (CBP) District. *MBL: 45/6/8***

Representing the applicant was Josh Messinger from Advantage Signs. Mr. Shilo noted that sign "B" is a good design and makes the logo more visible than sign "A".

Mr. Shilo made a motion to recommend ADR approval, with the additional recommendation that sign "A" be designed to be more similar to sign B such that the logo and address are more clearly differentiated by expanding the black space and eliminating the extra white space around the address in sign "A". Mr. Doherty seconded the motion. The motion passed unanimously.

- f. Application by O'Reilly Auto Enterprises, LLC requesting ADR approval to install one (1) new 99.87 sf internally illuminated wall sign, one (1) new 69.57 sf internally illuminated wall sign, and one (1) new 97 sf internally illuminated free-standing sign at 189 Fisherville Road in the General Commercial (CG) District. MBL: 204P/73**

Representing the applicant was Randy Miron from Bohler Engineering. Mr. Miron clarified that the buildings would have a brown background with the logo in green. Mr. Shilo noted that the freestanding sign would read better if it also had a brown background, and would reinforce identification of the sign with the building.

Ms. Hengen pointed out the benefits of a monument sign versus a pole sign. Monument signs communicate a sense of stature and quality. She stated that a monument sign would be more visible due to the speed of the traffic on this road, and would also not compete with the adjacent Dollar General sign for driver's attention. Mr. Doherty stated that the pole sign is consistent with other signs in this area. However, he noted that the pole seemed too narrow. He suggested that a more substantial, wider base or pole be provided, similar to some of the more attractive freestanding signs in that area.

Ms. Czysz made a motion to recommend ADR approval for all signs, with the additional recommendation that a more substantial, thicker base or pole be provided for the freestanding sign, or that the applicant consider a monument sign; and that the background on the freestanding sign match the background color of the building to improve identification of the sign with the building. Mr. Doherty seconded the motion. The motion passed unanimously.

- 2. Application by Esterly, Schneider & Associates Inc. on behalf of O'Reilly Auto Enterprises, LLC, requesting Architectural Design Review as part of a Major Site Plan application to construct a new 7,385 sf structure and related site improvements for the purpose of retail sale of auto parts at 189 Fisherville Road within the General Commercial (CG) District. MBL: 204P/73 (2015-30)**

Representing the applicant was Randy Miron from Bohler Engineering. Mr. Miron presented a materials poster board demonstrating architectural samples, and identified the color and material of various architectural features on the proposed building. Ms. Hengen suggested providing street trees at a spacing of 30 feet on center versus 50 feet on center, to enhance the character and aesthetics of the newly redesigned street.

Ms. Czysz made a motion to recommend ADR approval as submitted, with the additional recommendation that street trees be provided at a spacing of 30 feet on center to enhance the character and aesthetics of the newly redesigned street. Ms. Hengen seconded the motion. The motion passed unanimously.

- 3. Application by Northern New England Tel Ops LLC, on behalf of Fairpoint Communications, requesting Architectural Design Review for installation of a new rooftop cooling unit and ductwork mounted on the rear façade of the building at 12 South Street in the Civic Performance (CVP) District. MBL: 36/1/6**

The applicant was not present. Mr. Doherty questioned the color of the ductwork. Mr. Shilo questioned whether the outgoing and return ducts would be aligned next to each other or stacked on top of each other. He expressed concern that if the ducts were stacked they would protrude quite far from the building. Mr. Doherty questioned whether the ducts may be stacked to access an existing opening in the façade.

Mr. Shilo made a motion to recommend ADR approval, with additional recommendations to make the ducts as unobtrusive as possible by painting them green or black to match existing exterior features, and aligning ducts adjacent to each other against the wall if possible. Ms. Czysz seconded the motion. The motion 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 9:50 AM.

Respectfully submitted,

Heather Shank
Assistant City Planner