

**City of Concord, New Hampshire
Architectural Design Review Committee
March 8, 2016 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, March 8, 2016 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Doug Shilo, Jay Doherty, Claude Gentilhomme, Jen Czysz, and Margaret Tomas. Craig Walker of the Code Administration Division; Heather Shank of the City Planning Division; and Kate Kindel (temporary) Administrative Specialist, 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 March 16, 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 DSM MB II LLC, on behalf of Foxy Nails & Spa, requesting ADR approval to install one (1) new 32.38 sf wall sign consisting of internally illuminated channel letters, and one (1) new 12 sf internally illuminated panel sign in an existing freestanding sign at 16 Loudon Road in the Gateway Performance (GWP) District. MBL: 114/1/2**

Representing the applicant were Tram and Mary Duong, from Art Studio Sign & Neon. Mr. Doherty asked if the wall sign was three-dimensional. Ms. Duong replied that it was. Mr. Doherty asked if the red on the freestanding sign is the same shade of red as that in the T.J. Maxx sign. Ms. Duong thought that they were close; however, the T.J. Maxx red may be somewhat faded due to exposure. Mr. Shilo added that it would look "more finished" if the white background also matched the existing panels. Mr. Doherty asked why the "Foxy" font was different on the freestanding sign panel from the wall sign. Ms. Duong stated that the client felt that the version on the freestanding sign made it easier to read from the roadway.

Ms. Duong said that the property manager wanted the wall sign centered on the storefront, even though it overlaps the vertical stripe in the facade. Mr. Doherty suggested that a back panel for the letters might provide more contrast. Mr. Walker stated that this would affect the square footage of the sign but that it appears they would still comply with the ordinance requirement. Ms. Duong stated that the plaza will not allow a background panel.

Mr. Doherty made a motion to approve both applications, with the non-binding recommendation that the red and white colors match the existing panels in the freestanding sign. Mr. Gentilhomme seconded the motion. The motion passed unanimously.

- b. Application by Cobalt Properties NH Corp on behalf of Irving Oil, requesting ADR approval to install one (1) 50.96 sf internally illuminated replacement sign in an existing freestanding sign at 414 S. Main Street in the General Commercial (CG) District. MBL: 1/2/1**

The applicant was not present. Mr. Gentilhomme made a motion to approve the sign as submitted. Mr. Doherty seconded the motion. The motion passed unanimously.

- c. Application by Lazio Investments LLC on behalf of Avada Hearing Care, requesting ADR approval to install one (1) new 15.57 sf internally illuminated wall sign and one (1) replacement 21.96 sf internally illuminated panel sign in an existing freestanding sign at 341 Loudon Road in the Gateway Performance (GWP) District. MBL: 111/F2/3**

Cliff Conti, NH Signs, represented the applicant. He noted that Avada Hearing Care has national standards for signage for its brand. Mr. Gentilhomme made a motion to approve the signs as submitted. Ms. Czyns seconded the motion. The motion passed unanimously.

- d. Application by Associated Enterprises Inc., on behalf of Starkey Realty, requesting ADR approval to install one (1) new 12.84 sf externally illuminated wall sign 136 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/6/13**

Patrick Starkey, applicant, and Josh Messenger, Advantage Signs, were present. Mr. Messenger clarified that the sign panel is black, with gold lettering, and mounted on the black façade of the building. Mr. Gentilhomme recommended a border to delineate the edges of the panel. Mr. Walker asked for clarification on the dimensions of the panel, as it appeared, after Mr. Messenger's statement, that the sign as proposed may not comply with the maximum allowable square footage. Mr. Walker asked for a resubmittal clarifying the dimensions of the sign panel. Mr. Messenger agreed to provide a new graphic. Ms. Shank suggested that the application be pulled from the consent agenda to allow the applicant to submit the revised graphic during the Planning Board meeting.

Mr. Gentilhomme made a motion to approve the application subject to the condition that the applicant submits a revised graphic to Staff demonstrating compliance with the Zoning Ordinance, and with the non-binding recommendation to add a border around the sign panel. Mr. Shilo 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 9:08 AM.

Respectfully submitted,

Heather Shank
Assistant City Planner