

**City of Concord, New Hampshire  
Architectural Design Review Committee  
April 12, 2016 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, April 12, 2016 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Doug Shilo, Jay Doherty, Margaret Tomas, and Liz Hengen. Craig Walker of the Code Administration Division; Heather Shank of the City Planning Division; and Kate Kindel Administrative Specialist *pro-tem*, 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 April 20, 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 Siena Investments, LLC requesting ADR approval to install two (2) new 29.07 sf internally illuminated wall signs at 310 Loudon Road in the Gateway Performance (GWP) District. MBL: 111/F1/2**

Representing Fast Track Sign Service / Anchor Signs was Lindsey Ruggles. On a motion made by Mr. Doherty and seconded by Mr. Shilo, the recommendation to approve was unanimously passed.

- b. Application by Nouria Energy Corporation, on behalf of Gabriele Realty, LLC requesting ADR approval to install five internally illuminated replacement signs: one (1) 34.1 sf freestanding sign; two (2) 7.8 sf canopy signs; and two (2) 23.2 sf wall signs at 242 Sheep Davis Road in the Industrial (IN) District. MBL: 111/2/9**

Neither the applicant nor the agent was present. Ms. Shank presented a full-sized plan, which showed all 5 signs. Ms. Hengen commented that it seemed difficult to discern prices on the whole background since the shell logo also had a white background. On a motion made by Ms. Tomas, and seconded by Ms. Hengen, the recommendation to approve was unanimously passed.

- c. Application by Tucker's, on behalf of Arthur P. Thomas, requesting ADR approval to install one (1) replacement 40.0 sf internally illuminated freestanding sign at 80½ South Street in the Neighborhood Commercial (CN) District. MBL: 31/3/13**

Glen Schadlick of NEOPCO was present, along with owner Hale Cole-Tucker. Ms. Tomas asked if the wattage within the sign would change. Mr. Schadlick assured her that they would be within allowable regulations. Mr. Walker commented that two free-standing signs had been approved for the site under the older zoning ordinances. On a motion made by Mr. Doherty, and seconded by Ms. Hengen, the recommendation to approve was unanimously passed.

- d. Application by The Little Crêperie, on behalf of Associated Enterprises, Inc. requesting ADR approval to install one (1) new 13.25 sf externally illuminated affixed sign at 138 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/6/13**

The co-owner, Melina Ambargis, was present. Mr. Shilo commented that enhancing the brightness of the white area below the name of the business would make the name stand out. On a motion made by Mr. Doherty, and seconded by Mr. Shilo, the recommendation to approve was unanimously passed.

- e. Application by Tanorama of Concord, on behalf of Wait Langdon Trustee and The Will of Alice Ward, requesting ADR approval to install one (1) 20.0 sf internally illuminated panel sign in an existing freestanding sign at 89 Fort Eddy Road in the Gateway Performance (GWP) District. MBL: 46/A1/9**

Neither the owner nor the agent was present. Discussed was the issue that the sign had already been installed. On a motion made by Ms. Tomas, and seconded by Mr. Doherty, the recommendation to approve was unanimously passed.

- f. Application by Smokeshow Barbeque, on behalf of Wait Langdon Trustee and The Will of Alice Ward, requesting ADR approval to install one (1) replacement 14.0 sf internally illuminated wall sign and one (1) 18.91 sf non-illuminated panel in an existing freestanding sign at 89 Fort Eddy Road in the Gateway Performance (GWP) District. MBL: 46/A1/9**

Representing Advantage Signs was Abigail Dow, graphic designer. Ms. Dow said that the style of the signs were consistent with the company branding. There was discussion about the legibility from a distance. With regard to the signage on the business, there was agreement that the design on the panel sign should also be used on the building due to the shape of the sign and legibility. Another suggestion was to remove the knife and fork, as well as the stars, to enlarge the font.

Mr. Shilo made a motion to recommend approval subject to the condition that the design on the panel sign also being used on the building. Ms. Tomas seconded the motion, and it was unanimously passed.

- g. Application by Wild Orchid, on behalf of Wait Langdon Trustee and The Will of Alice Ward, requesting ADR approval to install one (1) 18.91 sf non-illuminated panel in an existing freestanding sign at 89 Fort Eddy Road in the Gateway Performance (GWP) District. MBL: 46/A1/9**

Abigail Dow, Advantage signs, was present; also the owner, Matt Gfroerer. Mr. Shilo commented that the text is smaller than the other banners. Ms. Hengen stated that it was difficult to make out the name of the business, because of the graphics. Ms. Dow said that the branding was a corporate decision. It was suggested that the sign would be more legible if the background graphic were eliminated. Ms. Dow asked whether a eliminating the colors on the graphic and using a light grey background instead would help. Ms. Hengen also suggested that the bullets be reduced from four to three.

Mr. Doherty made a motion to recommend approval subject to the conditions that the background graphic be removed, the font made larger and/or a clearer font be used, and the bulleted items be reduced from four to three. The motion was seconded by Ms. Hengen, and was unanimously passed. The committee stated that an alternative design could be submitted if the applicant preferred to return to ADR.

- 2. Application by Sheldon Pennoyer, on behalf of Remi's Block, LLC, requesting ADR approval for renovation of the façade of a 5-story building, including three storefronts, at 148-158 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/6/14**

Remi Hinxhia, the property owner, was present, as well as Sheldon Pennoyer, Architect. Mr. Pennoyer stated that the project is a complete restoration of a building built in 1864. There will be three retail spaces on the ground floor, and twenty 2-bedroom units on the second through fifth floors.

Mr. Pennoyer presented graphics depicting the proposed façade, which included balconies in a staggered alignment for the top 3 floors. Mr. Shilo commented that the balconies seem out of place on Main Street. Committee members felt that the balconies should be removed. Concerns were also expressed regarding the use of the balconies by tenants. Mr. Hinxhia explained that the inclusion of the balconies was a crucial component in the marketing and funding of the project, and that they set his building apart from other residential options downtown in a positive light.

Ms. Hengen felt that the appearance of the balconies was asymmetrical and not in keeping with the historic character of Main Street. Several members agreed that the balconies should be aligned vertically. Mr. Pennoyer explained that the balconies were staggered to add a playful, modern feel to the building. Discussion ensued as to the benefits and drawbacks of the staggering of the balconies and the alternatives, as well as the choice of 2 over 1 style window versus 1 over 1. Mr. Hinxhia said that the 2 over 1 style was chosen to reflect the historic aspect of the building.

The Committee restated their preferences that the balconies be removed, but said that if they had to be there, they should be vertically aligned.

Mr. Shilo made a motion to approve the application subject to the condition that the balconies be aligned vertically. Mr. Doherty seconded the motion, and it passed unanimously.

**3. Application by Bedford Design Consultants, on behalf of RJ Moreau Communities, LLC, requesting ADR approval as part of a Major Site Plan application for a twenty-six (26) unit multi-family townhouse style Planned Unit Development (a.k.a. The Vineyards North) off of Kyle Road in the Single-Family Residential (RS) and Medium Density Residential (RM) Districts. Map/Block/Lot: 193P/54 (2016-08)**

Katie Weiss from Bedford Design Consultants, and Reggie Moreau, the property owner, were present. Ms. Weiss stated that the project is an addition to The Vineyards and will be similar in design to the original, with a vegetated buffer between the two. Minor differences in housing construction include concrete steps versus brick, and alternative façade materials due to problems with the masonry. Mr. Shilo suggested that they wrap the brick façade around the corner of the building to solve the masonry issues and also give the appearance of a solid brick foundation versus a façade. Ms. Shank suggested using multiple colors instead of making all buildings yellow. Mr. Moreau preferred the appearance of the single color though he was open to choosing something to differentiate the project from The Vineyards buildings.

Mr. Doherty made a motion to approve the application. Ms. Tomas seconded the motion, and the motion was unanimously passed. The Committee asked Mr. Moreau to share revised elevations if changes were made to the color or materials.

**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 10:28 AM.

Respectfully submitted,

Heather Shank  
Assistant City Planner