

**City of Concord, New Hampshire  
Architectural Design Review Committee  
June 7, 2016 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, June 7, 2016 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jay Doherty, Jennifer Czysz, Liz Hengen, and Doug Shilo. Craig Walker of the Code Administration Division; Heather Shank of the City Planning Division; and Lisa Fellows-Weaver 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 June 15, 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. The Design Review Committee will hear consideration of the following applications under the provisions of Section 28-9-4(f), Architectural Design Review, of the Zoning Ordinance.**

- a. Application by The Rowley Agency requesting ADR approval to install one (1) new 121.5 sf wall sign consisting of internally illuminated channel letters at 45 Constitution Drive in the Opportunity Corridor Performance (OCP) District. *MBL: 594/Z 5.***

Representing The Rowley Agency was Kathy Champaign. With no discussion, on a motion made by Ms. Hengen and seconded by Ms. Czysz, the recommendation to approve as submitted was unanimously passed.

- b. Application by The Crazy Goat, on behalf of Maple Valley Manchester Partners LLC, requesting ADR approval to install one (1) 32 sf internally illuminated replacement wall sign; and one (1) 40 sf hanging sign at 76 N. Main Street in the Central Business Performance (CBP) District. *MBL: 45/1/12***

Glen Shadlick was present and explained that this is a name change of the business from "Old Europe" to "The Crazy Goat".

Ms. Hengen asked about the lighting of the sign. Mr. Shadlick explained that the lighting will be reduced by 1/3; the sign will be changed from white to burgundy. He noted that the existing sign is very busy and the change will be easier to read and more appealing.

In addition, Mr. Shadlick commented that he feels that the Planning and Code departments are doing a great job; however, something needs to be done with circumventing the permit process. He stated that it is very disheartening to see the departments and committee reviewing permits for signs that have already been installed by sign companies and there are no consequences.

Ms. Hengen stated that she feels that the graphics are fine; however, it is a missed opportunity to reduce the size of the overhanging sign as it out of scale with much of Main Street, specifically with the physical and visual direction of Main Street now.

Mr. Shadlick agreed that the sign is rather large and added that at this time the applicant is limited to options due to budgeting. He stated that the original sign was originally meant for two businesses; however, was taken over by this one business a few years ago. He noted that the owners may remove the illuminated sign in the future. Ms. Hengen stated that would reflect well on the business.

On a motion made by Mr. Shilo, and seconded by Ms. Hengen, the recommendation to approve as submitted was unanimously passed.

**c. Application by U-Haul, on behalf of Twenty-Seven SAC Self Storage, requesting ADR approval to install the following internally illuminated replacement signs on an existing freestanding sign: two (2) 82 sf signs; two (2) 12.25 sf signs; four (4) 48 sf signs; and two (2) 16 sf signs at 29 Stickney Avenue in the Opportunity Corridor Performance (OCP) District. *MBL: 46/A2/2***

Representing U-Haul was Bob Perry, from Sousa Signs. Mr. Walker stated that these signs are all non-conforming signs that were previously vested and because of the separation between the signs, they are all permitted as separate signs.

Mr. Perry explained that only the logo colors and layout of the signs are changing. He added that the current signs are illuminated and with the proposed signs there will be less lighting.

Mr. Walker commented that he believes that this signage was originally designed for a steakhouse with the intent to be seen from the highway. Ms. Czysz emphasized that this is a missed opportunity to reduce the size of the existing signs. Ms. Hengen added that the proliferation of signage is unnecessary given the market and visibility; however, they are existing signs.

On a motion made by Ms. Hengen, and seconded by Mr. Shilo, the recommendation to approve all signs as submitted was unanimously passed.

**d. Application by Metro PCS, on behalf of Hedges Basile N. Trustees, requesting ADR approval to install the following internally illuminated replacement signs: one (1) 37.5 sf wall sign and one (1) 20 sf hanging sign at 32 N. Main Street in the Central Business Performance (CBP) District. *MBL: 45/7/1***

Representing Metro PCS was Bob Perry, from Sousa Signs. Mr. Perry provided a revised graphic for review. He explained that the existing sign is illuminated in a cabinet and the proposal is only to change the faces. Mr. Walker stated that this sign is a non-conforming sign.

A discussion was held regarding excessive lighting portraying onto Main Street due to the large white cabinet. Ms. Hengen stated that the graphics and size proposed of the sign are incompatible with both flanking signs as well as the design intent of the streetscape. Mr. Walker stated that the lights on Main Street are designed to focus downward.

Members suggested amending the large white square area, reversing the logo, and/or propose lighting that is muted.

Ms. Hengen commented that there is plenty of precedent for all corporations of various types and sizes to modify the signs of storefronts to be in compliance with the local community. Mr. Perry will check on the specifications available and suggested toning the white down by adding a film inside the cabinet to reduce the lumens. Ms. Hengen stated that this would be insufficient. Mr. Doherty recommended reversal of the colors such that the background is blue and the letters are white. He shared an example of this that he found on his phone. Members were in support of the color reversal alternative.

Ms. Hengen stated that while the simplicity of the design is appreciated, she could not support the application without seeing a revision, and that the applicant should return to the committee for further review and recommendation.

Ms. Czysz made a motion to recommend denial of the application based on the fact that the sign is not in keeping with the design intent of Main Street, and that it increases the impact of the non-conformity with regard to the amount of light produced. Ms. Hengen seconded the motion, and it was unanimously passed.

**e. Application by Rymes Propane & Oils, Inc. requesting ADR approval to install the following new internally illuminated signs: one (1) 115 sf wall sign, one (1) 45 sf wall sign, and one (1) 148 sf freestanding sign at 257 Sheep Davis Road in the Gateway Performance (GWP) District. *MBL: 111/H4/8.***

No one was present representing the application. General discussion was held by the committee as the proposal was reviewed. Mr. Doherty noted that the free standing sign proposes color changing LED lights. Mr. Walker stated that this is not permitted; only a non-changing background is permitted. Committee members were not in favor of the multi-colored background, and stated that the colors proposed clashed with the other colors of the sign.

Mr. Doherty noted that it appears that the poles are being lit as well. Mr. Shilo questioned whether the illuminated area of the poles increases the area of the sign. Mr. Walker stated that the area of the sign includes the surface area of the sign only; the poles are generally not included as part of the sign, though the committee can recommend that the poles not be illuminated.

Ms. Hengen noted that size of the numbers of the free standing sign are the more prominent item on the sign. Mr. Walker replied that he believes this is the intent. He added that this sign originally had the time, date, and temperature.

On a motion made by Ms. Czysz, and seconded by Mr. Doherty, the recommendation to approve all signs based on the condition that the freestanding sign utilize a solid white background and the poles not be illuminated. The motion passed unanimously.

Mr. Doherty left the meeting at this time.

**2. Application by Timothy Aguilar, on behalf of Granite State Baptist Church, requesting ADR approval as part of a Major Site Plan application to redevelop an existing one-story garage into a two-story place of assembly with a parking lot at**

**236 Sheep Davis Road in the RO (Open Space Residential) and Industrial (IN) Districts. MBL: 111/2/6 (2016-14)**

Tim Aguilar was present along with Pastor Peter Chamberlin. Mr. Aguilar stated that currently the property is an empty warehouse with a gravel driveway and no landscaping. The proposal is to turn the property into a place of assembly with a paved driveway and parking lot, re-side the building, and add new doors and windows. Mr. Chamberlin stated that the intent is for the structure to look like a traditional New England church; they will add a steeple in the future. He noted that they have received approval from the FFA.

Ms. Shank noted that the Conservation Commission expressed concern with the proposed location of the parking lot as it is 50' within the bluff. The Committee stated that they would defer to the Conservation Commission with regard to the location of the parking lot.

General discussions ensued as the Committee reviewed the landscaping and elevation plans provided. The Committee felt that the building was still more reminiscent of a warehouse than the traditional church character that the applicant was intending, and that several elements of the design and existing structure were emphasizing the horizontal aspect of the structure. They offered a number of recommendations with regard to the architectural elevations and suggested alternatives that would enhance the vertical plane, create more of a traditional church character, and better integrate the existing building with the proposed steeple. Committee members also noted that the drawings were inconsistent with each other and did not accurately represent the ground plane or proposed grading.

Mr. Shilo made a motion to approve the site design and elevations subject to the conditions that the applicant returns to ADR in July to present more accurate drawings, demonstrate the final intent of the building, and incorporate recommendations to the extent possible to improve the building façade. Ms. Hengen seconded the motion, and it passed unanimously.

**3. Application by Jonathan Chorlian, on behalf of the Roman Catholic Bishop of Manchester, requesting ADR approval as part of a Major Site Plan application to convert the former Sacred Heart Church into ten (10) residential condominium units, and construct a parking lot and two (2) detached garage structures at 54 Pleasant Street in the Civic Performance (CVP) District. MBL: 36/3/14 (2016-30)**

Jonathan Chorlian was present on behalf of the Roman Catholic Bishop of Manchester. He provided an overview of the proposed reconfiguration of the former church and parking lots.

General discussions were held specific to the windows, fencing, and proposed garages. Mr. Chorlian explained that Federal Street will be discontinued and a fence is proposed to be installed. He noted the proposed private outdoor spaces and landscaping. Members also expressed an interest in the masonry proposed as a focal point along the street line.

Committee members were in support of the application though they had questions regarding materials and colors for architectural elements such as new window casing colors, banners, decks, and fences, which had not been determined by the applicant yet.

Ms. Hengen made a motion to recommend approval of the site design and elevations subject to the condition that the applicant return to ADR to present final decisions on architectural details. Ms. Czynsz seconded the motion, and it passed unanimously.

**4. Application by Nobis Engineering on behalf of Concord Christian Academy requesting ADR approval as part of a Major Site Plan application for the construction of a 37,350 sf building addition and expanded parking at 37 Regional Drive in the Office Park Performance District (OFP). MBL: 110/1/21 (2016-27)**

Chris Adams of Nobis Engineering was present along with architect, Cindy Lewis. After a brief overview, a discussion was held regarding the roof color and materials. Mr. Shilo referenced the difference in the trim area of the bump outs. Ms. Lewis noted that the roofs of the building will look similar; however, the proposed gymnasium is a pre-engineered building and is a different structure.

Ms. Fenstermacher stated that all prior landscaping comments and concerns have been addressed.

Ms. Czynsz made a motion to recommend approval of the site design, as submitted, subject to the condition to revise the roof materials and revise the trim on the bump-out to match the rest of the building. Ms. Hengen seconded the motion, and it passed unanimously.

**5. Review of materials and colors proposed for The Vineyards North, a twenty-six (26) unit multi-family townhouse style Planned Unit Development off of Kyle Road in the Single-Family Residential (RS) and Medium Density Residential (RM) Districts. MBL: 193P/54 (2016-08)**

Reginald Moreau presented updated materials choices, as agreed during the April 12, 2016 ADR meeting. He provided plans showing a revised façade for the proposed 26 units with different colors and materials from the previous Vineyards phases, including a different brick/masonry treatment carrying a 3'± masonry wall around the unit.

All Committee members were in agreement with the revisions and changes provided.

**6. Application by Nobis Engineering on behalf of Concord Hospital, requesting ADR review as part of a Major Site Plan application for demolition of an existing 2-story parking structure and construction of a new 4-1/2-story parking garage at 139 Langley Parkway in the Institutional (IS) District. MBL: 95/3/4F**

Mr. Shilo recused himself for this item.

Chris Nadeau of Nobis Engineering was present along with Dominic Ciavarro from Concord Hospital, and the architect from Lavallee Brensinger. They are looking for ADR feedback so they can move forward with bid documents on the project.

Mr. Nadeau provided an overview of the project explaining that the new parking garage will be 4½ stories and have 670 parking spaces, two stair towers with one having an elevator. He stated that this parking garage will be within the same footprint as the existing 420' x 120' parking deck; this will be primarily used as the employee lot. He added that this garage is being constructed in anticipation of the construction of a new medical office building. He noted that the exterior will be similar to the Payson Center.

He briefly described the proposed vegetation; line of street trees with shrubs at the entrance. Ms. Hengen suggested that the shade trees be provided along the sidewalk such that they actually provide shade. Ms. Shank suggested that there be some type of green screen used to soften the building as this is a great feature for these types of structures.

Mr. Ciavarro was receptive to all comments, and they will return to the next ADR meeting for a formal recommendation.

**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 R. Shank, AICP, PLA  
Assistant City Planner