

City of Concord, New Hampshire
Architectural Design Review Committee
October 11, 2016 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on October 11, 2016 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Margaret Tomas, Jay Doherty, 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 October 19, 2016, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Sign Applications Requiring Design Review:

1. Key Collision of Concord requesting ADR approval to install a new freestanding sign and a new wall sign consisting of channel letters at 94 Manchester Street in the Highway Commercial (CH) District. *MBL: 110/D3/10*

No applicant was present.

Ms. Shank updated the committee as to why this application was returned back from the Planning Board. She explained that the Planning Board was uncertain as to the sign layout, contrast of the graphic, and wording. She stated that the applicant had agreed to the ADR Committee's previous recommendations, and that the logo is used across the state. Committee members had no further comments on the sign.

On a motion made by Mr. Doherty and seconded by Ms. Tomas, a motion to approve subject to the condition that ADR's previous recommendations are met was unanimously passed.

2. Sprint/RadioShack, on behalf of DSM MB LLC, requesting ADR approval for a new wall sign consisting of internally illuminated channel letters at 96 Fort Eddy Road in the Gateway Performance (GWP) District. *MBL: 59/Z16*

Robin Casey was present representing the applicant. She explained that this is a new sign as the two businesses have merged.

Mr. Walker asked if the frontage has been verified and Ms. Casey replied yes. It was confirmed that the channel will be the same color as the background.

On a motion made by Mr. Doherty and seconded by Ms. Tomas, a motion to approve as submitted was unanimously passed.

3. Mattress Firm, on behalf of Joseph Concord New Hampshire Trust, requesting ADR approval to replace a sign panel in two separate freestanding signs at 77 Fort Eddy Road in the Gateway Performance (GWP) District. *MBL: 641/Z 45*

Robin Casey was present representing the applicant. Ms. Shank stated that the applicant has already received approval for the wall sign.

City of Concord, New Hampshire
Architectural Design Review Committee
October 11, 2016 Minutes

A brief discussion was held regarding the panel and lettering colors proposed. Ms. Casey stated that typically the sign is white with red letters; however, this sign is red with white letters. Ms. Shank stated that the free standing sign has a red panel with white letters and the sign on the building is red channel letters. Mr. Shilo commented that the proposal is consistent with other signs in that area.

On a motion made by Mr. Shilo and seconded by Mr. Doherty, a motion to approve as submitted was unanimously passed.

4. Mattress Firm, on behalf of Centerco Concord LLC, requesting ADR approval for a replacement panel in a freestanding sign and a new wall sign consisting of internally illuminated channel letters at 240 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111/B3/14*

Robin Casey was present representing the applicant. She requested that the application be postponed due to the fact that the proposed signs are non-conforming.

5. Cleary Cleaners, Inc., on behalf of Barbara Rosenfield Revocable Trust, requesting ADR approval for signs installed in 2004 without a permit, including a replacement wall sign and a replacement billboard-style roof sign at 82-84 South Main Street in the Urban Commercial (CU) District. *MBL: 28/2/4*

Mr. Walker stated that the wall sign was installed in 2004 with no record of a permit; the roof sign was recently replaced without a permit.

Julie Cleary was present representing the applicant. She stated that she believes that the signs were all permitted and referenced an invoice for the permits; however, Code does not have records indicating permits were received. She noted that the roof sign was replaced due to storm damage; they have no intention to replace the wall sign at this time

On a motion made by Ms. Tomas and seconded by Mr. Doherty, a motion to approve as submitted was unanimously passed.

General discussion was held regarding the Committee's purview relative to the location and safety factors. Mr. Walker stated that the committee does not have any jurisdiction with the location of signs, only approving the designs. He stated that safety regulations are met by the electricians and licensed installers.

6. Dance Inspirations, on behalf of Millwood Partners LP VII, requesting ADR approval for a new wall sign at 248 Sheep Davis Road in the Gateway Performance (GWP) District. *MBL: 111/H3/3*

A discussion was held regarding the intent of the sign. The committee felt that the name of the business should be larger than it is and the phone number and website are not effective as displayed. The sign on the glass was also mentioned. The suggestion was made to elongate the

City of Concord, New Hampshire
Architectural Design Review Committee
October 11, 2016 Minutes

sign proportionately to allow the business name to be enlarged and fit better. Mr. Walker stated that this sign was installed without a permit and any installation was done at their own risk.

On a motion made by Mr. Doherty and seconded by Mr. Shilo, a motion to deny was unanimously passed based on the following: the shape of the sign should be elongated and enlarged and the size of phone number and website should be reduced or removed altogether.

7. Wow Fried Chicken and Subs, on behalf of Arthur W. Aznive Trustee, requesting ADR approval for a new wall sign at 7 Depot Street in the Central Business Performance (CBP) District. *MBL: 45/7/4*

The property owner was present to provide additional information to Mr. Walker. He stated that the applicant obtained a temporary sign permit to install the sign, knowing that it would be installed at their own risk.

A discussion was held regarding the lighting. The applicant explained that the sign is not illuminated; however, there are lights placed on the exterior of the building shining down on the top of the sign. A picture was passed around of the sign lit at night. Members felt that the lighting was very effective in the evening. Additional discussion was held regarding the difficulty of reading the bottom row of letters, especially in the daytime. The committee recommended either changing the color of the letters on the bottom row or paint the frame to increase the contrast on the pipe and letters. The applicant was receptive to the committee's suggestions.

On a motion made by Ms. Tomas and seconded by Mr. Doherty, a motion to approve subject to the condition that the color of either the frame or the letters be modified to improve the contrast was unanimously passed.

8. Polished Nails & Skin, on behalf of Lazio Investments LLC, requesting ADR approval for a replacement panel in a freestanding sign and a new wall sign at 341 Loudon Road in the Gateway Performance (GWP) District. *MBL: 111/F2/3*

Henry Nguyen was present representing the applicant. With no comments or concerns, on a motion made by Mr. Doherty and seconded by Mr. Shilo, a motion to approve as submitted was unanimously passed.

10. Fire House Block Associates requesting ADR approval to replace an existing steam roof top air unit with a natural gas fired model at 46 Warren Street in the Civic Performance (CVP) District. *MBL: 44/4/1*

No one was present for this application. Ms. Shank explained the proposal. A discussion was held regarding whether the unit would be visible from the ground in its proposed location. Mr. Walker stated that it should not be visible from the ground; he noted that the decibel level should be less than the existing unit. Mr. Doherty asked if the committee is setting a precedent by taking the applicant's word that the unit would not be visible, as the committee requires others to

City of Concord, New Hampshire
Architectural Design Review Committee
October 11, 2016 Minutes

document that the unit is not visible. Mr. Shilo commented that the roof plan is confusing as the actual dimension from the roof to the edge of street is not known.

Mr. Doherty made a motion to approve the application subject to the condition the applicant document with Planning staff that the units are not visible from the street, and to provide appropriate screening with staff approval if needed. Ms. Tomas seconded the motion. The motion passed unanimously.

9. Application by Keach-Nordstrom Associates, on behalf of Capital Region Health Care Corporation requesting Minor Site Plan approval to construct a 1,100 sf dining room addition at Granite Ledges, 151 Langley Parkway in the Industrial (IS) District.
MBL: 95/3/4D. (2016-49)

Jeff Merritt, of Keach-Nordstrom was present representing the applicant. He explained that the proposal is a minor site plan application to add a 1,100 sf dining hall addition to an existing 71 unit assisted living facility that was developed in the early 1990's. He stated that currently there are shifts for dining as the existing area is not large enough for all of the residents to have dinner at one time.

Mr. Merritt provided an overview of the project and noted that this addition will be only one-story. He stated that the additional access in the rear of the building will not be seen. He noted that there is an existing concrete patio that will be reworked to be a more uniformed surface and they will be relocating the existing 4 post and roof canopy.

Architect Amanda Normandeau explained the exterior of the building will be a sustainable fiber cement siding with the same earth tone colors as the existing building. Samples of the siding were provided. Further discussion was held regarding the roof colors and the potential brightness of a white PVC roof. Ms. Normandeau explained that there are other options available for PVC now; she suggested beige.

The committee inquired about a roof-top mechanical unit. Ms. Normandeau stated that the final HVAC design has not been completed; however, the unit could be relocated to the ground as there is ample space available. Noise was also briefly discussed and screening would be provided for a ground unit.

On a motion made by Mr. Doherty and seconded by Mr. Shilo, a motion to approve the addition to the existing building as submitted was unanimously passed.

11. Langdon Street Real Estate Inc. requesting ADR approval for exterior renovations, including new windows, entrance, canopy, and exterior wall sign at 7 Langdon Ave in the Opportunity Corridor Performance (OCP) District. *MBL: 25/B1/2*

Ken Holmes was present from North Branch Construction representing the applicant. He explained that a similar application was previously approved in 2013 but has since expired. He

City of Concord, New Hampshire
Architectural Design Review Committee
October 11, 2016 Minutes

provided an overview of the area and explained that the proposal is for façade upgrades for windows and signage, and the entrances will now have canopies over the doors. He added that the exterior will match the existing façade. He stated that there are no proposed changes to the roof. The proposal is for the sign to be raised off the building, either 3-D with no panels, mounted to the building and LED lighting; they will be applying for the necessary sign permits.

On a motion made by Ms. Tomas and seconded by Mr. Doherty, a motion to approve architectural changes to the exterior of the building and the proposed sign was unanimously passed, subject to the condition that the applicant receives the necessary sign permits and approvals from Code.

United Penacook Church

Revised plans were provided and reviewed per a previous condition of ADR approval. Ms. Shank noted that raised planters were added to avoid providing another platform as ADR previously recommended. A discussion was held regarding the option of adding a second horizontal rail below the upper railing to improve safety for children. Ms. Shank stated that she would share that recommendation with the applicant. Overall, the Committee was in favor of the final designs.

As there was no further business to come before the Committee, the meeting adjourned at 9:47 AM.

Respectfully submitted,
Heather R. Shank, AICP, PLA
Acting City Planner