

**City of Concord, New Hampshire
Architectural Design Review Committee
October 11, 2011**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, October 11, 2011, in the Second Floor Conference Room in City Hall at 8:30 a.m.

Present at the meeting were Elizabeth Durfee Hengen, Jay Doherty, III, Frederick Richards, Jennifer Czysz, and Ron King. Mr. Henninger, Ms. Hebert, and Ms. Muir of the City Planning Division were also present, as was Craig Walker, Zoning Administrator.

The ADRC met in order to review the proposed design of certain sites, building, building alterations, and signs that are on the Planning Board's regular agenda for October 19, 2011, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to architectural design review.

Agenda Items

- **Books A Million (BAM!) for three affixed signs at 76 Fort Eddy Road in Fort Eddy Plaza.**

Mr. Henninger stated that the application is for two affixed signs on the building and one affixed sign attached to the underneath of the canopy. The ADRC felt that the graphics were clear, but that the acronym would be unfamiliar to the public.

The ADRC recommended approval of the signs as submitted.

- **Bekdash Temple for one freestanding sign at 189 Pembroke Road.**

Mr. Henninger stated that the applicant had not provided revisions as previously requested, so no further action was necessary by the ADRC at this time.

- **Bravo for two affixed signs at 97 North Main Street.**

Mr. Henninger explained that the application is for two affixed signs on the building. Mr. Walker stated that the old brackets would have to be taken down.

The ADRC recommended approval of the signs as submitted.

- **Concord Christian Academy for revisions to an existing freestanding sign at 37 Regional Drive**

Mr. Henninger stated that the applicant had not provided revisions as previously requested, so no further action was necessary by the ADRC at this time.

- **Concord Housing Authority for one freestanding sign at 23 Green Street.**

Mr. Henninger reported that the application was for one freestanding sign.

Mr. Craig Dunning from the Concord Housing Authority was present. He stated that the sign incorporates the new logo for the Concord Housing Authority.

The ADRC felt that the background color of the sign did not compliment the building or the streetscape. It was also suggested that there was too much background color which was distracting. The ADRC recommended that the background color could be changed, or the size of the logo could be increased, or the size of the sign could be reduced.

Additionally, the ADRC recommended that the address number could be made more prominent.

The ADRC recommended approval of the sign with the above recommendations. The applicant will provide revised renderings for the Planning Board's approval on October 19th.

- **Just Be (JB) for one hanging sign at 62 North Main Street.**

Mr. Henninger reported that the application was for one hanging sign. Mr. Walker stated that this is a local t-shirt and hat business, similar to a "Life is Good" shop.

The ADRC recommended approval of the sign as submitted.

- **Men's Warehouse for two affixed signs at 62 D'Amante Drive.**

Mr. Henninger stated that the applicant is requesting two affixed signs.

Mr. Tim Sullivan from Barlo Signs was present. He stated that one of the signs is the corporate logo. The second sign will be black letters on the face that at night will appear white when lit.

The ADRC recommended approval of both signs as submitted.

- **Building plans and signage for renovations at Applebee's at 260 Loudon Road. (2011-0036)**

Mr. Henninger reported that the applicant requested postponement of this application until the November 8th ADRC meeting.

- **Architectural Design Review Information Brochure.**

Mr. Henninger explained that with the Planning Division has not had time to focus on making the changes that were suggested by the ADRC previously.

- **Architectural Design Review Guidelines.**

Mr. Henninger stated that he has not yet heard from the Central New Hampshire Regional Planning Commission (CNHRPC) regarding the status of the CTAP funding for preparing the ADR guidelines. The City has money to match the State funds.

There was no further business to come before the Committee, and the meeting adjourned at 8:52 a.m.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

SLH / djm