

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**November 3, 2020 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on November 3, 2020 via Zoom at 8:30 a.m.

Attendees: Co-Chairs Jay Doherty and Elizabeth Durfee Hengen, Members, Ron King, Margaret Tomas and Claude Gentilhomme

Absent: Member Doug Shilo, and Richard Woodfin Planning Board Chairman

Staff: Sam Durfee, Senior Planner  
Lisa Fellows-Weaver, Administrative Specialist  
Craig Walker, Zoning Administrator

### **Call to Order**

The meeting was called to order by Co-Chair Hengen at 8:32 a.m.

Mr. Durfee read the following into the record:

Due to the COVID-19/Coronavirus crisis and in accordance with Governor Sununu's Emergency Order #12 pursuant to Executive Order 2020-04, this Board is authorized to meet electronically.

Please note that there is no physical location to observe and listen contemporaneously to the meeting, which was authorized pursuant to the Governor's Emergency Order. However, in accordance with the Emergency Order, this is to confirm that we are:

*a) Providing public access to the meeting by telephone, with additional access possibilities by video or other electronic means;*

We are utilizing the Zoom platform for this electronic meeting. All members of the Board have the ability to communicate contemporaneously during this meeting through the Zoom platform, and the public has access to contemporaneously listen and, if necessary, participate in this meeting through clicking on the following website address: <https://zoom.us/j/754076629>, or by dialing the following phone # 1-929-205-6099 and entering the password 754076629. For those calling in who want to provide public testimony, dial \*9 to alert the host that you want to speak. The host will unmute you during the public hearing portion of the meeting.

*b) Providing public notice of the necessary information for accessing the meeting;*

We previously gave notice to the public of how to access the meeting using Zoom, and instructions are provided on the City of Concord's website at: <http://concordnh.gov/273/Planning-Board>

*c) Providing a mechanism for the public to alert the public body during the meeting if there are problems with access;*

If anybody has a problem, please call 603-225-8515 or email at: [planning@concordnh.gov](mailto:planning@concordnh.gov).

*d) Adjourning the meeting if the public is unable to access the meeting.*

In the event the public is unable to access the meeting; we will adjourn the meeting and have it rescheduled at that time.

Please note that all votes taken during this meeting shall be done by Roll Call vote.

### **Approval of Minutes**

Mr. Doherty moved to approve the minutes of October 6, 2020, as written. Mr. King seconded the motion. The motion passed unanimously.

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***Sign Applications***

1. Rite Aid requests ADR approval for the replacement of 4 internally illuminated wall signs and one internally illuminated freestanding sign at 165 North State Street in the Urban Commercial (CU) District.
2. Rite Aid requests ADR approval for the replacement of 2 internally illuminated wall signs at 24 Fort Eddy Road in the Gateway Performance (GWP) District.

The Rite Aid applications were addressed together.

Jason Gagnon of Sousa Signs represented the applications.

Mr. Gagnon stated that the proposal reflects a rebranding for Rite Aid. The applications are for the North State Street and Fort Eddy Road locations only. The South Street location is not being addressed at this time. He explained that the square footage will remain the same or be less. The letters are channel letter sets and will be internally illuminated. A reface of the pylon sign is proposed at the North State Street location.

Mr. Doherty asked if the pylon sign will be translucent white. Mr. Gagnon explained that the pylon sign is a white flexface. He noted that he is waiting to hear back from corporate about adding a white blocker material.

Ms. Hengen stated that “Pharmacy” in the pylon sign on North State Street is blue and on the building the letters are white. She asked if this is intended to be proposed this way. She explained that she feels it should be consistent. The blue lettering appears to flow better, is more visible and more legible. Mr. King agreed. Mr. Gagnon replied that the design is presented correctly.

Ms. Tomas made a motion, seconded by Mr. Doherty, to recommend approval of the proposed sign design, as submitted for both applications, with the condition that the pylon sign have a black out material behind the white of the sign and the color of “Pharmacy” for the building sign be changed to blue.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor  
Mr. Doherty – in favor  
Mr. King – in favor  
Ms. Tomas – in favor  
Mr. Gentilhomme – in favor

3. Caring Family Dentistry requests ADR approval for an amendment to two previously approved wall signs and a freestanding sign at 327 Loudon Road in the Gateway Performance (GWP) District.

Josh Messinger from Advantage Signs represented the application.

Mr. Messinger stated that the application was presented and approved last month; however, the applicant is proposing a new design. He explained that based on the large pylon sign, the applicant has decided to remove the tag line in the tooth and make the tooth larger.

Members agreed that the proposed design is simpler and is a great logo.

Mr. King made a motion, seconded by Mr. Doherty, to recommend approval of the proposed sign design, as submitted.

The motion passed unanimously with a roll call vote as follows:

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Ms. Hengen – in favor  
Mr. Doherty – in favor  
Mr. King – in favor  
Ms. Tomas – in favor  
Mr. Gentilhomme – in favor

4. Greenlands OEP Corp. requests ADR approval for the replacement of an internally illuminated freestanding sign at 25 Manchester Street in the Gateway Performance (GWP) District.

No one was present to represent the application.

Mr. Durfee gave a brief overview of the proposal explaining that the applicant is moving to another location on Manchester Street.

Mr. Doherty asked about the white background. Mr. Walker stated that there is no restriction in this district.

Mr. Doherty made a motion, seconded by Mr. King, to recommend approval of the proposed sign design, as submitted, and to recommend that the white background have a black out panel so that only the letters will glow at night.

Ms. Tomas noted that the lower portion of the sign is also white with movable letters.

Mr. Walker commented about how the sign would fit in with other signage in the area.

Ms. Hengen commented that the sign will be well lit regardless if it is blacked out or not.

Mr. Doherty stated that the sign is well organized.

Mr. King referenced the smaller letters on the bottom of the sign. Ms. Hengen stated that this statement is for the person that is already on the site.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor  
Mr. Doherty – in favor  
Mr. King – in favor  
Ms. Tomas – in favor  
Mr. Gentilhomme – in favor

***Major Site Plan/Subdivision Applications***

1. Burnell Johnson Architects, on behalf of CATCH Neighborhood Housing, presenting final building materials and elevations for the proposed multi-family housing development at 95 & 97 Village Street.

David Johnson Burnell Johnson Architects represented the application.

Mr. Johnson stated that the Committee requested they return to provide final proposals of materials and color schemes. Renderings and elevations were reviewed. Mr. Johnson explained that the proposal shows their intent to break up the buildings. The colors proposed are brown, red, and green. Horizontal siding is proposed as well as shakes. The trim for all buildings will be a medium brown; windows are proposed to be white. The shingles for the roof are a harbor slate color. The doors will be red or a rust color.

The lighting and landscaping plans were reviewed previously. Mr. Johnson did note that they have met the landscaping requirements and all lighting is compliant.

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Prior renderings were reviewed. Members commented that this proposal is a big improvement.

Mr. King made a motion, seconded by Mr. Gentilhomme, to recommend approval of the materials and color scheme of the buildings, as presented in the renderings and elevations.

The motion passed unanimously with a roll call vote as follows:

Ms. Hengen – in favor

Mr. Doherty – in favor

Mr. King – in favor

Ms. Tomas – in favor

Mr. Gentilhomme – in favor

2. Brixmor requests ADR approval for the construction of two buildings, a drive-through facility, and associated landscaping and parking restriping at 80 Storrs Street in the Opportunity Performance (OCP) District.

Mr. Durfee stated that Brixmor has submitted a request to continue the application until December. He explained that they are working on a redesign of the site based on the traffic study and the number of stacking spaces.

**Adjournment**

Ms. Hengen made a motion to adjourn. Mr. King seconded. The motion passed unanimously at 9:00 A.M.

Respectfully submitted,  
Lisa Fellows-Weaver  
Administrative Specialist