

City of Concord, New Hampshire
Architectural Design Review Committee
July 5, 2022 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on July 5, 2022 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

Attendees: Co-Chair Elizabeth Durfee Hengen, Members Margaret Tomas, Timothy Thompson, and Zarron Simonis

Absent: Co-Chair Jay Doherty, Ron King, and Claude Gentilhomme

Staff: Sam Durfee, Senior Planner
Bob Nadeau, Code Inspector

Call to Order

The meeting was called to order by Co-Chair Elizabeth Durfee Hengen at 8:30 a.m.

Approval of Minutes

Mr. Thompson moved to approve the minutes of May 31, 2022, as submitted. Ms. Tomas seconded the motion. The motion passed unanimously.

Sign Applications

1. Neopco Signs, on behalf of Brain Injury Association of NH, requests ADR approval for the installation of a new non-illuminated freestanding sign at 7 Green Street in the Civic Performance (CVP).

Glen Shadlick of Neopco Signs represented the application.

Mr. Schadlick stated that this is the former Fraser building. The proposal is to affix a new sign to and exiting post and bracket. No illumination is proposed.

Mr. Thompson made a motion, seconded by Mr. Simonis, to recommend approval of the sign as submitted.

The motion passed unanimously.

2. Neopco Signs, on behalf of The Bean & Bakery, requests ADR approval for this replacement of an externally-illuminated wall sign and an internally-illuminated wall sign at 15 Pleasant Street in the Central Business Performance (CBP) District.

Glen Shadlick of Neopco Signs and Kevin Taylor of The Bean & Bakery represented the application.

Mr. Shadlick stated that this is the former White Mountain Coffee space. The existing external illumination over the Pleasant Street wall sign will be maintained as will the internal illumination for the sign cabinet facing the parking lot. The panel for the internally-illuminated wall sign will be opaque, except for the lettering.

Ms. Tomas made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted.

The motion passed unanimously.

3. Neopco Signs, on behalf of Concord Whyte Prop. 5 LLC, requests ADR approval for the installation of a new externally-illuminated, freestanding tenant directory sign at 112 Pleasant Street in the Civic Performance (CVP) District.

Mr. Shadlick represented the application.

Mr. Shadlick stated that the new tenant directory sign will be installed on existing posts and be lit with existing ground-mounted lights. The text will be consistent among all tenant names on the sign.

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Ms. Tomas made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted.

The motion passed unanimously.

4. Barlo Signs, on behalf of 110 Grill, requests ADR approval for the installation of three new internally-illuminated wall signs at 80 Storrs Street in the Opportunity Corridor Performance (OCP) District.

Brandon Currier of Barlo Signs represented the application.

Mr. Currier stated that the application is for three tombstone signs and all three have been reduced in size below the allowable square footage for pedestrian considerations. The edges of the signs will be illuminated, but no LEDs will be visible.

Ms. Hengen stated that while she appreciates the reduction in size, the placement, specifically the height of the signs is not pedestrian-oriented. Mr. Currier responded that the location is specific to the architecture as the building was designed with the proposed sign locations in mind.

Ms. Hengen asked if a projecting sign was considered. Mr. Currier stated that only 110 Grills in mall sites have projecting signs; however, this could be discussed with the client.

Mr. Thompson observed that the proposal is consistent with what was presented through the site plan process.

Ms. Tomas asked about the sign material. Mr. Currier stated the surface is made of individual metal solar rays so it will be shiny, but not move.

The Committee took a vote of each sign individually.

Sign B1: Mr. Thompson made a motion, seconded by Ms. Tomas, to recommend approval of the sign as submitted. Ms. Hengen asked if dropping the sign down and if it could be moved slightly to the right. Mr. Currier responded that the sign would not be centered in the architectural feature and would then skew the balance.

The motion passed unanimously.

Sign B2: Mr. Thompson made a motion, seconded by Ms. Tomas, to recommend approval of the sign as submitted. Ms. Hengen stated that this sign is designed and located for people viewing the property from Main Street and does not serve pedestrians on Storrs Street.

The motion passed on a 3 to 1 vote.

Sign B3: Mr. Thompson made a motion, seconded by Ms. Tomas, to recommend approval of the sign as submitted.

The motion passed unanimously.

5. Capital Copy Inc., on behalf of Twelve 31 Café & Catering, requests ADR approval for the replacement of two non-illuminated window signs at 100 North Main Street in the Central Business Performance (CBP) District.

Michael Dolpies of Twelve 31 Café and Catering represented the application.

Mr. Dolpies stated that this is the former Brown Bag Deli location and that the window sticker text will be teal with a white halo.

Mr. Thompson made a motion, seconded by Ms. Tomas, to recommend approval of the sign as submitted with the condition that the text font and color are consistent on both lines of both window signs.

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The motion passed unanimously.

6. Signarama, on behalf of Enhance Day Spa and Wellness Center, requests ADR approval for the replacement of an externally illuminated wall sign and a non-illuminated freestanding sign panel at 211 Loudon Road in the General Commercial (CG) zone.

Melissa Blaisdell of Enhance Day Spa represented the application.

Ms. Blaisdell explained that the application proposes the replacement of a wall sign and a freestanding panel sign. The proposed signs will be white with navy text.

Ms. Tomas made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted.

The motion passed unanimously.

7. Poyant Signs, on behalf of Blue Sky Hair Studio, requests ADR approval for the replacement of an internally-illuminated wall sign at 265-273 Loudon Road in the Gateway Performance (GWP) District.

Richard Poyant of Poyant signs represented the application.

Mr. Poyant stated that the internally-illuminated sign would be made of channel letters on raceway and is replacing the former Hair Cuttery sign.

Ms. Tomas made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted.

The motion passed unanimously.

8. Signs Now NH, on behalf of Subway, requests ADR approval for the replacement of an internally-illuminated wall sign at 344 Loudon Road in the Gateway Performance (GWP) District.

No one was present to represent the application.

The Committee observed that the sign was a slight size reduction, the colors were flipped, and the text font has been changed.

Mr. Thompson made a motion, seconded by Mr. Simonis, to recommend approval of the sign as submitted with the condition that any debris/holes revealed by the size reduction be cleaned and painted.

The motion passed unanimously.

9. Cheshire Builders, on behalf of the Caleb Group, requests ADR approval for the installation of a nonilluminated freestanding sign at 33-35 Canal Street in the Opportunity Corridor Performance (OCP) District.

Jerry Sears of Cheshire Builders represented the application.

Address of "33-35 Canal Street" has been added to the sign. Ms. Hengen thought that only the address numbers would be necessary as the addition of "Canal Street" is excessive.

Mr. Sears stated that the buildings have address numbers on them and are visible to passersby.

Ms. Hengan stated, and the Committee agreed, that with the street numbers provided on the buildings, the address would not be necessary on the sign.

Ms. Hengen made a motion, seconded by Mr. Thompson, to recommend approval of the original sign design without the address.

The motion passed unanimously.

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Major Site Plan & Subdivision Applications

1. Nobis Group, on behalf of CATCH Housing, requests ADR approval for the construction of a 3-story, 48-unit multi-family building and associated site improvements at 303 Sheep Davis Road in the Gateway Performance (GWP) District.

Alexandria Panagiotakos from CATCH and Dave Johnson of Burnell/Johnson Architects represented the application.

Mr. Johnson provided an overview of the revisions based on last month's comments, stating that a patio has been added to the back of the building, the entrance has been made more prominent, and the tree species have been selected for salt tolerance.

Ms. Hengen noted that the entryway/tower feature has three different materials and that a single material may bring more focus to the feature. Mr. Johnson replied that the tower looks skinny in proportion to the rest of the building and if it were to be of a single material, more attention would be brought to the scale. He added that the entrance/tower does not project, but the building angles at the tower.

Two different treatments were provided for the ends of the building. Ms. Tomas stated that she preferred the treatment displayed on the southern elevation and that the treatment should be applied to the northern elevation as well.

Ms. Tomas observed that the dumpsters are close to the building and may be unpleasant for residents of the adjacent units. The dumpster access currently curves towards the building. If it were straight or curved in the opposite direction, additional separation between the dumpster and building would be achieved.

Ms. Tomas asked how deep the patio is proposed to be. Mr. Johnson stated 13-14 feet and 8 feet above ground as the rear is a retaining wall; a railing will be provided.

Mr. Thompson made a motion, seconded by Ms. Tomas, to recommend approval of the site layout, building architecture, and landscaping, with the condition that the Applicant verify compliance with last month's recommendations, the southern elevation be used for both ends of the building, and that there be additional separation between the dumpster and the building.

The motion passed unanimously.

2. P & M Realty of Concord request Major Site Plan approval to add (7) units to a previously approved site plan for a total of 199 residential units as part of Phase 4 of the Rail Yard Mixed Use Development off Langdon Ave.

Mark Pilotte and Jeremy Vieira of Dakota Partners represented the application.

Mr. Pilotte stated that they have applied for and were awarded tax credits for the first phase, which consists of phases 1 & 2 as detailed on the plans. For phase 2, in order to score as many points as possible for the tax credit application, 7 units needed to be added to a building. One of the buildings in phase 2 is proposed to have 55 units. To accommodate the additional 7 units, the building was made longer, the walkway between the adjacent building was flipped, and additional parking was provided. In addition, drainage was changed and additional landscaping was added between the buildings. Updated elevations provided showed that the character of the proposed architecture was carried through to the addition.

Mr. Thompson made a motion, seconded by Mr. Simonis to recommend approval of the building addition, and the site and landscaping changes as submitted. Ms. Tomas noted that the additional

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trees are nice, but asked that the Applicant reconsider the Elm trees as they can be susceptible to Dutch Elm disease.

The motion passed unanimously.

3. Dundee Investment Associates, LLC requests ADR approval for modification of a previously approved plan, including additional of parking spaces, changes to phasing, and revised building footprints, at 285 Loudon Road in the Gateway Performance (GWP) District.

Jeff Merritt of Granite Engineering, Scott Schust of JTS Architects, Andy Goodman of GMX Real Estate Group, and Rick D'Amante of Dundee Investments represented the application.

Mr. Merritt began by stating that this site is part of a formerly permitted 3-phase project. The building in the application currently before the Committee is approximately 100 sf less than the previous approval. Six additional parking spaces have been provided and the drive-through restaurant that is yet to be constructed is now part of Phase 3, where it was originally considered as Phase 2. The drive-through restaurant footprint will be reduced by 300 sf to meet parking regulations.

The building will be clad in stone wainscoting, masonry in second level, white EIFS, cement board, and metal panel at the corner for the end user. A patio space, similar to Chipotle will be provided for the end user as well.

Ms. Tomas asked if there will be landscaping around the patio. Mr. Merritt explained the landscaping would be limited in that area, though the one plan shows a shade tree in the location, another plan does not.

Ms. Hengen stated the white EIFS is stark and would think that something a little more contiguous with the building architecture would be appropriate to show that, that portion of the building is the same tenant as the space in the stone wainscoting. She added that the brown siding could be a little lighter and the roofline should flow.

Ms. Tomas asked if the team has any physical samples. Mr. Schust replied that they did not. She also brought up the fact that many of the trees on site have died. Mr. D'Amante stated that all dead trees will be replaced.

Mr. Simonis added that wall sconces may not be bright enough. Mr. Merritt stated that the RM/GWP district boundary is along the back of the property and is sensitive to residences across the street.

Ms. Hengen made a motion, seconded by Ms. Tomas, to recommend approval of the building architecture, site layout, and site landscaping, with the conditions that the planting list be aligned with the landscape plan and comply with regulations and staff recommendations. The south building elevation and western storefront be a continuum at the fascia level and the white EIFS be darkened to show that part of the building is associated with the largest tenant. Material samples to be provided to Staff for review.

The motion passed unanimously.

Adjournment

Mr. Thompson made a motion to adjourn at 9:54 a.m. Mr. Simonis seconded. The motion passed unanimously.

Respectfully submitted,
Sam Durfee
Senior Planner