

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**January 10, 2017 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on January 10, 2017 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members 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 to provide recommendations for the January 18, 2017 Planning Board meeting with regard to the proposed design of certain sites, buildings, building alterations, and signs subject to the provisions of the City of Concord Zoning Ordinance

***Sign Applications Requiring Design Review:***

- 1. Hatbox Theatre, LLC, on behalf of Steeplegate Mall Realty, LLC, requesting ADR approval to install a new externally illuminated wall sign at 270 Loudon Road, Suite 1161, in the Gateway Performance (GWP) District. *MBL:111/D1/5***

Andrew Pinard was present on behalf of the applicant. He explained that The Hatbox Theatre, LLC currently has a short term lease with the mall. He stated that the sign had been installed, as a result of incorrect information given to him by the property owner. He stated that the sign is under the required square footage and is smaller than the entrance. He explained that the sign will be externally lit by the existing lights that were in place. In addition, he noted that some of the lamps are not operational but cannot be removed due to the short term lease.

On a motion made by Mr. Doherty and seconded by Mr. Shilo, the application was approved as submitted unanimously.

- 2. E-ZPass, on behalf of Bercar, LLC, requesting ADR approval to install a new wall sign at 54 Regional Drive in the Office Park Performance (OFP) District. *MBL:111/G1/31***

Paul Martin was present on behalf of the applicant. He explained that the proposal is to install a new sign above the entrance.

On a motion made by Mr. Doherty and seconded by Mr. Shilo, the application was approved as submitted unanimously.

- 3. Granite State Baptist Church requesting ADR approval to install a new internally illuminated freestanding sign at 236 Sheep Davis Road in the Industrial (IN) District. *MBL:111/2/6***

Peter Chamberland was present representing the church. He explained that the posts are steel and will be painted to look like granite. They anticipate replacing these with granite posts in the future. He stated that he feels that the proposal is simple and provides a clean look. The sign is 8ft wide, 5 ft tall, and meets the requirement to be under 40 sf.

Mr. Chamberland stated that the driveway is 5feet back from the property line and the posts will be 5- 6 feet from the driveway to allow room for mowing and plantings.

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A discussion was held regarding the font sizes and the placements of the website, phone number, and name. The Committee offered suggestions regarding the size of the font along the bottom and the location of the contact information and the pastor's name.

Mr. Doherty made a motion to approve subject to the condition that the font size is reduced and aligned with the website. Mr. Shilo seconded. The motion passed unanimously.

**4. Lake Sunapee Bank, on behalf of Flomac Limited Partnership, requesting ADR approval to install a replacement wall sign, and a replacement panel in an existing freestanding sign, at 8 Loudon Road in the in the Gateway Performance (GWP) District. MBL: 114/1/1**

John Messenger of Advantage Signs was present. He stated that signs had been installed previously, though they are now requesting permits for redesigned panels. Mr. Walker noted that there are no permits for the signs.

Mr. Messenger stated that the wall sign will be centered over the door. Discussion ensued regarding the proposed colors of the sign. Mr. Doherty mentioned the lighting and spacing on the sign and stated that the sign must be centered and that it lines up with the store front. Mr. Messenger stated that the cabinet is internally illuminated.

Additional discussion ensued regarding the replacement panel in the freestanding sign. Mr. Messenger stated that the existing panel will be replaced with a new panel with the same dimensions. Mr. Shilo expressed concern about the visibility of the sign as indicated in the photograph and questioned whether the background would be lit. Mr. Messenger stated that the background is a transparent blue and is fully illuminated.

Mr. Shilo made a motion to approve, subject to the condition that the current specification for the replacement panel in the freestanding sign be submitted to the Code office. Mr. Doherty seconded. The motion passed unanimously.

**5. Lake Sunapee Bank, on behalf of PRM Holdings, LLC, requesting ADR approval to install a replacement wall sign at 43 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/1/6**

John Messenger of Advantage Signs was present. He stated that the proposal is to replace the existing sign.

On a motion made by Mr. Shilo and seconded by Mr. Doherty, the application was approved as submitted unanimously.

**6. Revival Kitchen & Bar, on behalf of Associated Enterprises, Inc., requesting ADR approval to install a new projecting sign at 11 Depot Street in the Central Business Performance (CBP) District. MBL: 45/7/3**

Corey Fletcher was present representing the applicant. He explained that there is a place for a projecting sign; however, there is no existing sign at this time. He stated that they are proposing a 4 ft by 2 ft sign. He noted that the existing awning will be removed and that all fixtures are existing on the building above the sign.

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On a motion made by Mr. Shilo and seconded by Mr. Doherty, the application was approved as submitted unanimously.

**7. Chrysalis Counseling Center, on behalf of State Street Holdings LLC, requesting ADR approval to install a replacement sign between two existing sign posts at 112-114 South State Street in the Urban Transitional (UT) District. MBL: 24/2/15**

John Messenger of Advantage Signs was present. He stated that they are proposing to use the existing posts. He added that the lower sign is attached by brackets. He stated that the lighting is existing and is up-lit from the bottom.

A discussion was held regarding the height of the sign. Mr. Walker stated that the applicant is the sole tenant of the building. He stated that the height does allow for site lines to be open and may be better than lowering the sign as it may be obstructive and block views.

Additional discussion was held relative to the shape of the sign. Mr. Doherty felt that the shape is complimentary to the posts. Mr. Shilo expressed concern with the height in this location, stating that cars are moving pretty slowly and that this is a pedestrian oriented urban location. Mr. Walker stated that the sign itself is fine; however, he agreed that if the sign was more at an eye level it might be more appropriate.

Mr. Shilo made a motion to approve with a nonbinding recommendation that the sign be lowered. Mr. Doherty seconded. The motion passed unanimously.

***Major Site Plan Applications Requiring Design Review:***

**1. Keach-Nordstrom Associates, on behalf of Goodwill Industries of Northern New England requesting Major Site Plan approval to renovate the existing facility and redevelop the existing parking lot at 204 Loudon Road in the General Commercial (CG) District. MBL: 111B/2/6 (2016-60)**

Patrick Colburn of Keach-Nordstrom Associates was present along with Michael Sweeney of Winthrop Management Corporation, James Herrick, Architect, and the property owner.

Mr. Colburn provided a brief overview of a former plan introduced in 2015. Based on a recognized need to revitalize the facility, he reviewed some changes made to the 2015 plan. He stated that the renovations proposed include the demolition of the 3,000 sf house that is currently attached to the northeast corner of the structure. In addition, there will be some façade improvements and the addition of a drive-up donation area with a canopy. He added that the existing parking area will be reconfigured and reorganized, which will increase the parking spaces, as well as allow for 2-way traffic flow. New landscaping is proposed with the addition of a vegetated buffer, along with new site lighting, and a bus stop and pedestrian walk. He continued to note other site improvements relative to storm water and the addition of a retention pond that will be tied into the City's system.

Mr. Herrick described proposed changes to the exterior of the building. He stated that steel frame structure would be removed, a mansard roof added, and the masonry will be cleaned up. A discussion was held regarding the corner of the building where the metal siding meets the brick facade. Mr. Shilo suggested allowing the brick or a brick façade to wrap the corner, lining up with the mansard roof. Ms.

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Shank suggested that it would give the frontage more of a presence and tie the elements together better. Various strategies for accomplishing this were discussed.

Ms. Shank stated that the abutters at 61 Brach Turnpike requested, in a letter to the City, that the stockade fence proposed as part of the former approval be included in the current application. Ms. Shank noted that staff supports this request to mitigate impacts from the warehouse-type use on the residential property. Mr. Walker noted that there may be a perimeter buffer requirement requiring additional landscaping. Mr. Colburn stated that he thought the buffer did not apply due to the location of the zoning district on the abutter's property. Mr. Walker stated that the possible requirement for the buffer should be looked at. Ms. Shank noted that the use of the fence may reduce the landscaping required if the buffer was needed.

Ms. Fenstermacher stated that the abutters also expressed concern relative to the existing lighting in the rear of the building in the loading dock area, as well as the current outdoor smoking area. She noted that they requested that the snow storage area be relocated and the times for plowing be altered. Mr. Colburn stated that they will look into the concerns of the abutters.

Mr. Colburn stated that the existing freestanding sign will be moved out of the proposed easement area and relocated behind the proposed right-of-way. All other signs will be replaced, including over the entrance and on the donation canopy. It was noted that sign permits would be required for all new signs.

Mr. Doherty made a motion to approve with the nonbinding recommendation that brick or a brick façade wrap the front corners of the building to line up with the mansard roof. Mr. Shillo seconded. The motion passed unanimously.

***Other Business***

1. Ms. Shank stated that the Community Development Department will not be reissuing parking permits for the ADRC.

As there was no further business to come before the Committee, the meeting adjourned at 9:06 AM.

Respectfully submitted,

Heather R. Shank, AICP, PLA  
City Planner