

City of Concord, New Hampshire
Architectural Design Review Committee
December 2, 2019 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on December 3, 2019 in the 2nd floor conference room at 41 Green Street.

Attendees: Co-Chair Jay Doherty, Co-Chair Elizabeth Durfee Hengen, Members Claude Gentilhomme, Margaret Tomas, Ron King, and Doug Shilo.

Staff: Sam Durfee, Senior Planner
Craig Walker, Zoning Administrator

Call to Order

The meeting was called to order by Chair Hengen at 8:31 a.m.

Approval of Minutes

Mr. King moved to approve the minutes of November 5, 2019, as written. Ms. Hengen seconded the motion. The motion passed unanimously.

Sign Applications

1. Victoria Johnson requests ADR approval to replace an externally illuminated freestanding sign at 125 Fisherville Road in the Urban Transitional (UT) District.

No one was present to represent the application.

Ms. Hengen noted that there seemed to be a lot of signage proposed just for the single use, but stated the signage is graphically pleasing overall. Mr. King observed that the “Bakery” sign would be relatively close to the ground and likely hidden by snow.

Mr. King made a motion to recommend approval of the design as submitted provided that the amount of signage is in compliance with the ordinance. Ms. Tomas seconded. The motion passed unanimously.

2. Priority, Inc., on behalf of DSM M I LLC, request ADR approval to replace an internally illuminated wall sign and a non-illuminated blade sign at 104 Fort Eddy Road in the Gateway Performance (GWP) District.

Robyn Casey represented the application.

Ms. Casey stated that this application is in response to a branding change from Weight Watchers.

Mr. Shilo made a motion to recommend approval as submitted. Mr. King seconded. The motion passed unanimously.

Building Permits in Performance Districts

1. Daniel Brennan, on behalf of Concord Plaza (Panera Bread), requests ADR approval for construction of an enclosed seating area and new signage at 75-77 Fort Eddy Road in the Gateway Performance (GWP) District.

Mr. Brennan represented the application.

The Committee addressed the proposed sun room and cooler additions first and noted that the renderings have been revised consistent with ADR’s November comments. Questions were raised over the cooler addition in the back and whether that would conflict with the drive aisle on the backside of the building.

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Mr. Shilo made a motion to recommend approval as submitted subject to Engineering review of the cooler addition and that said addition be darker in color or made to match the existing building color. Mr. Gentilhomme seconded. The motion passed unanimously.

Relative to the proposed signage, Committee reviewed the two building signs and the monument sign and had no objection to the proposed changes provided they are in compliance with the sign ordinance. The Committee felt that the proposed window sign was unnecessary.

Mr. Gentilhomme made a motion to recommend approval as submitted with the suggestion that the window sign be removed. Mr. King seconded. The motion passed unanimously.

Adjourned 9:02 a.m.