

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**May 31, 2022 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on May 31, 2022 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

Attendees: Co-Chair Jay Doherty, Members Margaret Tomas, Timothy Thompson, and Zarron Simonis; Claude Gentilhomme arrived at 8:38 a.m.

Absent: Co-Chair Elizabeth Durfee Hengen, and Ron King

Staff: Sam Durfee, Senior Planner  
Lisa Fellows-Weaver, Administrative Specialist  
Bob Nadeau, Code Inspector

### **Call to Order**

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

### **Approval of Minutes**

Mr. Thompson moved to approve the minutes of May 3, 2022, as submitted. Ms. Tomas seconded the motion. The motion passed unanimously.

### ***Sign Applications***

1. Signs Now NH, on behalf of CCW Management Corp., requests ADR approval for the replacement of a non-illuminated wall sign and an externally-illuminated wall sign at 28 Commercial Street in the Opportunity Corridor Performance (OCP) District.

Charles Raz of Signs Now NH and Jack Wolber represented the application.

Mr. Raz explained the proposal is for one wall sign and a projecting sign at 28 Commercial Street. He stated that both signs are replacement signs. The wall sign is will be approximately 1/8 inches thick, made out of PVC with a vinyl graphic, and non-illuminated. The projecting sign they are considering to make thicker for better performance in wind.

Mr. Doherty noted that the existing sign had a curved top, which matched the architectural design of the building's windows. Mr. Raz replied that they had not considered anything other than the shaped proposed

Mr. Simonis commented that the trim throughout the exterior of the building is black. He noted their proposed white sign. Mr. Raz replied that the white sign is more readable.

Ms. Tomas suggested adding a border around the sign. Mr. Doherty agreed.

The applicants agreed to add a border and indicated they would increase the thickness of the hanging sign to be 1/2 or 3/4 inches thick.

Mr. Thompson made a motion, second by Mr. Simonis, to recommend approval of the signs, as submitted, with the recommendation to add a border to the signs, consider adding a curve at the top of the sign to match the architectural design of the building, and the projecting sign be made thicker than 1/8 inch.

The motion passed unanimously.

*Mr. Gentilhomme arrived at 8:38 a.m.*

2. Expose Signs & Graphics, Inc., on behalf of Concord Self Storage, requests ADR approval for the installation of a new, internally-illuminated wall sign and two new non-illuminated wall signs at 10 Ferry Street in the Opportunity Corridor Performance (OCP) District.

Pat Devine of Expose Signs & Graphics represented the application.

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Mr. Devine stated the proposal is for three new signs. He gave an overview of the property noting the proximity of the business is at the rear making it difficult to find.

Mr. Devine explained the sign over the loading dock will be an internally illuminated cabinet with a plexi face, which will face the highway. The second sign will be placed over the entrance to the facility. The third sign is on the loading dock door, parallel with the road. All signs are aluminum with a digital vinyl print.

Mr. Zarron asked how far the loading dock sign will be from the highway for readability. It was determined that this sign is approximately 1,000 feet from the highway. Mr. Devine commented that the illumination will assist with access from the parking lot. Mr. Simonis stated that lighting the other signs may also assist. Mr. Devine explained that there are some difficulties with wiring the other signs.

Mr. Thompson asked if the signage be effective, especially the loading dock sign. Mr. Devine replied that they are limited with space due to the awning for the loading dock and with the existing windows above.

Mr. Doherty stated that there is no border on the illuminated sign. Mr. Devine replied that the cabinet is already painted and the cabinet also conceals the internal structure. However, he added that a border could be added to the other signs and agreed that a border is a good suggestion for the cabinet sign.

Mr. Thompson explained that the Committee typically requests that when white backgrounds are proposed the white be changed to opaque, which mutes the white at night making any logo and text more visible.

Ms. Tomas suggested that only the blue logo and text be illuminated and the font size increased versus to illuminating the entire cabinet. Mr. Gentilhomme commented that it would end up being more readable if it were larger. Mr. Simonis asked if the sign will be effective.

Mr. Thompson made a motion, second by Ms. Tomas, to recommend approval of all three signs, as submitted, with the recommendation that the background of the illuminated sign be opaque rather than white, borders be considered for all signs, and consider removing the logo to increase the font size for readability from a distance.

The motion passed unanimously.

3. Barlo Signs, on behalf of Liberty Utilities, requests ADR approval for the replacement of an internally-illuminated wall sign at 116 North Main Street in the Central Business Performance (CBP) District.

Brandon Currier of Barlo Signs represented the application.

Mr. Currier stated that the proposal is to replace the wall sign for Liberty Utilities; it is a rebranding. The sign will be the same size and will not be illuminated. The letters are an aluminum plexi with a gold vinyl on the front. The letters will be mounted to a new rail that will be painted black. He added that this design is historically fitting in the area.

Mr. Thompson made a motion, second by Mr. Gentilhomme, to recommend approval of the signs, as submitted, noting that it is not illuminated.

The motion passed unanimously.

4. Advantage Signs, on behalf of Village St. Apartments, requests ADR approval for the installation of a new, non-illuminated freestanding sign at 95 Village Street in the General Commercial (CG) District.

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Mr. Durfee stated that Josh Messenger of Advantage Signs did look into the EHO logo requirement on the sign and it is a requirement.

Mr. Doherty suggested that the logo be made to be as possible.

Mr. Durfee added that the Committee had also recommended that the street number be added to the sign as well as the font size be increased. These recommendations have been met.

Mr. Doherty made a motion, second by Ms. Tomas, to recommend approval, as resubmitted, with the suggestion that EHO logo be made as small as possible and “asset management group” be removed from the sign to simplify the sign.

The motion passed unanimously.

***Major Site Plan & Subdivision Applications***

1. Wilcox & Barton, on behalf of the Concord Coalition to End Homelessness, requests Major Site Plan approval to convert a two-unit residential structure into a six-unit residential structure at 120-122 Pleasant Street in the Institutional (IS) District.

Erin Lambert of Wilcox and Barton and Jonathan Halle of Warrenstreet Architects represented the application.

Ms. Lambert provided an overview of the site noting that currently it is a multi-family structure and the proposal is to change it to a six-unit residential structure. Variances have been obtained through the ZBA. She added that the driveway will have one space per unit. Overall, the site is staying the same. There is an existing gravel parking lot, which will be paved to be more in line to a residential parking lot. They do plan to add sidewalks. A paved access will be to each doorway. There are enough trees to meet the tree counts. All stormwater is being treated by a bioretention system.

Mr. Thompson asked about an easement for the access. Ms. Lambert replied that there is an existing 8 foot shared easement.

Mr. Simonis asked if there is any lighting proposed. Ms. Lambert replied that there is lighting over the doors; motion detected.

Mr. Halle spoke to the renovations indicating that all of the renovations are interior changes; there are no exterior changes proposed. They are making the entrances handicapped accessible. Ms. Lambert stated that there is one unit that will not be accessible and she explained that there will be a ramp up constructed from the sidewalk.

Mr. Doherty asked about the use of the carriage house. Mr. Halle stated that the carriage house has two existing apartments that will remain.

Mr. Thompson made a motion, second by Ms. Tomas, to recommend approval of the plan, as presented.

The motion passed unanimously.

2. Wilcox & Barton, on behalf of 125 NSS, LLC, requests ADR approval for the construction of a 3-story office building at 125 North State Street in the Neighborhood Residential (RN) District.

Erin Lambert of Wilcox and Barton, along with Ellen Albrecht of ENS Design, and Fred Potter of KidsVax, represented the application.

Ms. Lambert provided an overview of the site plan as presented in April 2019 noting that the footprint has been reduced. She stated that the parking is similar to the prior plan. The new

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proposal lifts up the main lobby and a patio has been added. A revised landscaping plan is currently being done; change will be to add shrubs to the new patio area.

Ms. Albrecht gave an overview of the architectural plans noting the changes to the width and heights. She stated that depending on what elevator is used they may not need to go up to 43'. She also showed viewpoints from State Street and Franklin Street. She noted the walkway within the pocket neighborhood and added that there is a fence that will block views of the basement area from the neighbors; the fence was actually pulled back further. They plan to keep the same windows and siding and have worked hard to keep the historic portion more prominent. They do plan to maintain the flat roof and short parapet. Also noted was the extension of hand railings from the deck to the garage and these will all match the existing building. The same clapboards will be used. She noted that they will continue with white trim and white windows, a slate roof, gray shingles, mahogany railings, newel posts with black balusters. She also provided an explanation of the uses for the three floors.

Ms. Tomas asked about screening for the mechanical units. Ms. Albrecht replied that there some there now and some will be near the garage. Ms. Lambert added that the ones near the garage can be screened.

Mr. Doherty stated that the design is still large; however, the smaller design and layout works well and is more complimentary to the existing building. He added that he appreciates the matching materials as well. Ms. Albrecht added that these revisions were based on the recommendations of the Committee.

Ms. Tomas stated that the design is not so overwhelming and is not degrading. She is happy with the changes especially that the entrances are all accessible.

Mr. Simonis asked about the lighting. Ms. Lambert stated that the lighting is already and is conforms. The only new lighting would be over the garage.

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

The motion passed unanimously.

3. 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.

Morgan Dunson of Nobis Group represented the application along with David Johnson of Burnell Johnson Architects.

Ms. Dunson gave an overview of the project and site. She explained that the project proposed is for a 3-story, multi-family building with 48 units. The current site is a shared driveway. There is an existing brook along the property line. There are 96 parking spaces proposed with five ADA. A closed drainage system is proposed with catch basins in the parking lot. The units will be a mix of market rate and workforce housing.

The landscaping plan was reviewed. Mr. Thompson suggested that the trees be salt tolerant.

Ms. Tomas asked about the dumpster. Ms. Dunson stated that there is a sidewalk to the dumpster, not shown on the plan. She noted that the dumpster will be enclosed.

The lighting plan was reviewed. Ms. Dunson noted that lighting is proposed along the perimeter and the center of the landscape islands. Mr. Simonis noted that some lighting seems to be in the trees. He also suggested that there be more lighting around the dumpster area.

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Mr. Durfee stated that the entrance to the site will remain the same given the proposal has minimal impacts on the traffic volumes on Sheep Davis Road. He added that NHDOT is involved due to the fact that the road is a State road.

Mr. Johnson explained the building plans. He stated that the units range from one to three bedrooms. Sample of materials were provided showing roofing materials and different colors of siding.

A discussion was held regarding the entrance. Mr. Johnson welcomed options for separation. Mr. Doherty suggested making the main entrance grander and to consider changing the tower, which is proposed to be recessed.

Members asked about an outdoor space. Mr. Durfee stated that an outdoor space is not required in this district. Mr. Johnson stated that nothing was proposed at this time. A small lawn area was noted. Ms. Tomas stated that it is important to have a green space or some type of outside space for everyone, not just kids, and she asked about a walking area around the back of the building. rear. Ms. Tomas noted that the City should consider outdoor requirements for this district. Mr. Durfee replied that Staff hopes to have the new code adopted by the end of the year.

Ms. Dunson stated that this site is maxed out with a steep slope at 15% on the back side of building and a 10 ft tall retaining wall. Mr. Thompson stated that there may be eight children in this development and he added that with the steep slope you would not want to encourage people walking along the rear of the property. Mr. Simonis suggested pushing out the retaining wall. Discussion ensued. Mr. Doherty suggested adding a patio space off of the gathering room on the first floor that could include seating and grills. Mr. Johnson like that suggestion and stated that it looked reasonable.

Mr. Thompson made a motion, second by Mr. Simonis, to recommend approval of the plans, as submitted, with the following conditions:

- Provide an outdoor space off of the proposed gathering room;
- Utilize salt tolerant vegetation throughout the site;
- Design the entrance to be more prominent;
- Minimize conflict between site lighting and landscaping; and
- Provide lighting at the dumpster area.

The motion passed unanimously.

**Adjournment**

Mr. Thompson made a motion to adjourn at 9:49 a.m. Mr. Gentilhomme seconded. The motion passed unanimously.

Respectfully submitted,  
Lisa Fellows-Weaver  
Administrative Specialist