

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**January 7, 2025 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on January 7, 2025, in Council Chambers, at 37 Green St, Concord, NH.

Attendees: Co-Chair Jay Doherty, Claude Gentilhomme, Co-Chair Elizabeth Durfee Hengen, Douglas Proctor, and Amanda Savage

Absent: Ron King and Merle Thorpe

Staff: Alec Bass, Assistant City Planner – Community Planning; AnneMarie Skinner, City Planner; Brian Tremblay, Planning and Zoning Inspector; and Krista Tremblay, Administrative Specialist II

**1. Call to Order**

Co-Chair Hengen called the meeting to order at 8:31 a.m.

**2. Minutes – Approve minutes from December 3, 2024**

Co-Chair Doherty moved, seconded by Mr. Gentilhomme, to approve the meeting minutes from December 3, 2024, as written. All in favor.

**3. Elect chair and co-chair for 2025**

Co-Chair Hengen stated there is no nomination committee and nominations shall be taken at this time. Co-Chair Hengen stated that she and Co-Chair Doherty are agreeable to continue to remain co-chairs and nominated themselves as co-chairs to serve the Architectural Design Review Committee. Mr. Proctor seconded the nomination. All in favor. The motion passed unanimously.

**4. Staff Memorandum**

**5. Sign Applications**

- 5.1 Signarama, on behalf of Pembroke Road Apartments and Housing Land Partners NH, LLC, requests an architectural design review recommendation for a new non-illuminated, freestanding sign consisting of two panels - an 18-square-foot panel (SP-0415-2024) and a 4.26-square-foot panel (SP-0429-2024), at 195 Pembroke Rd in the Gateway Performance (GWP) District. (2024-092)

Mr. Bass stated that in 2021 the site was a major site plan project and this sign is for the three buildings now constructed and receiving their certificates of occupancy.

Kendra Price (249 Sheep Davis Rd, Concord) is present to represent this application. Ms. Price stated this is a standard 35 x 72 v-carved sign painted in the color submitted with the application. The top part of the sign made out of a two-inch foam and the sign below will be ½” PVC with printed and laminated graphics. Since submitting the application, they were made aware that there is to be a sidewalk easement in the location the sign appears to be shown, so they will be relocating the sign a little bit further back to avoid conflict with that easement area.

Mr. Gentilhomme stated there are a lot of small words there and if someone is looking for an apartment you want them to see the phone number. Someone would have to park their car to read the sign.

Co-Chair Hengen stated the lower portion of the sign is more of a marketing piece than providing information. Co-Chair Hengen suggested to have the name “Hodges” and the phone number on the lower portion of the sign for readability.

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Ms. Savage stated they have a logo and brand recognition in Concord. Ms. Savage suggested adding the logo to the bottom left of the sign with the phone number to the right.

Co-Chair Hengen appreciated the design for having the street numbers on the sign. Co-Chair Hengen noted the street numbers are in disarray and difficult to read.

Mr. Gentilhomme suggested placing a dash between the three numbers.

Ms. Price stated there is no 196 or 198 and the dash would indicate inclusion of the 196 and 198.

Co-Chair Hengen stated streets have odds on one side and evens on the other and everyone knows that. Co-Chair noted for consistency for following the sign guidelines it would be a condition to simplify what is on the lower sign with suggestions that it be the logo, phone number, and “Hodges” and letting the applicant decide between those options to make the sign less dense.

Mr. Bass noted that less dense could be one word or two lines in order to achieve more readability.

Co-Chair Hengen stated it would be fewer words in a larger font or numbers in a larger font with the suggestion that it be reduced to the name of the managing company (name or logo) and phone number.

Mr. Gentilhomme made a motion to approve as submitted with the suggestion the second sign have fewer words in a larger font or numbers in a larger font with suggestion that it be reduced to the name of the managing company (name or logo) and phone number. Ms. Savage seconded.

#### Discussion

Mr. Bass stated they might want to consider Section 5.4(b) of the Architectural Design Guidelines. In the discussion there was a question about the numbers on the top of the sign and suggestions about the brand logo which is not what is currently on the sign. If there is no language referencing that it would be a significant change to the sign.

Mr. Gentilhomme amended his motion. Mr. Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted with the following conditions: that the 4.26-square-foot sign content be reduced with fewer words and numbers, and a larger font is used to achieve greater visibility and simple messaging per Section 5.4(B) of the Architectural Design Guidelines, that a simple and direct message, with upper and lower case letters is most effective, and with the suggestion that the majority of the text be removed, and instead the Hodges branding logo or name be placed on the sign with the phone number to the right; and, that the street address number of “197” be lowered to be in line with the “195” and “199”, and dashes be added between them on the 18-square-foot sign to achieve a more simple and direct message per Section 5.4(B) of the Architectural Design Guidelines. Ms. Savage seconded.

#### Discussion

Co-Chair Doherty asked if there is a site plan to see the sign location?

Co-Chair Hengen stated there are photos but no site plan showing the location of the sign.

All in favor. The motion passed unanimously.

- 5.2 Signarama, on behalf of New Season and FLO Hampshire Commons, LLC, requests an architectural design review recommendation for a new 32-square-foot, externally illuminated freestanding sign (SP-

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0416-2024), to replace an existing freestanding sign at 100 Hall St in the Opportunity Performance (OCP) District.

Kendra Price (249 Sheep Davis Rd, Concord) is present to represent this application. Ms. Price stated this is a three-inch box of aluminum with printed and laminated graphics on it. There will be aluminum posts that will go two feet into the ground. This is a replacement.

Co-Chair Doherty asked if they are going to change to white aluminum posts?

Ms. Price stated yes.

Co-Chair Doherty stated on the new sign under “seasons” there is a green line and asked if that is part of their logo?

Ms. Price stated yes.

Ms. Price stated the sign is four feet and the post a little over six feet in height.

Co-Chair Doherty asked about the sign location and the slope. On the picture there is no dimension of how far the sign sits off the ground.

Co-Chair Hengen asked how close the sign is to the road?

Ms. Price stated the sign will be located within the 25 feet guidelines from the center line and five feet from the sidewalk.

Co-Chair Doherty noted concern about the height of the sign.

Mr. Gentilhomme asked what are the limitations for height?

Mr. Tremblay stated the maximum height allowed is 20 feet and it is within the ordinance.

Ms. Price stated she can lower it if needed.

Mr. Proctor suggested placing the tall side of the sign on the downslope.

Co-Chair Doherty made a motion to recommend that the Planning Board approve the application as submitted with the condition that the tall side of the sign will be on the street side of the slope. Mr. Gentilhomme seconded. All in favor. The motion passed unanimously.

- 5.3 NEOPCO Signs, on behalf of Coldwell Banker Lifestyles and IJMW LLC, requests an architectural design review recommendation for a 13.5-square-foot, non-illuminated wall sign (SP-0427-2024) to replace an existing wall sign and a 4.2-square-foot non-illuminated tenant panel sign (SP-0428-2024), to replace an existing tenant panel sign in an existing freestanding sign, at 30 S Main St Bldg. 1 in the Central Business Performance (CBP) District. (2024-090)

Glen Schadlick (5 Crosby St, Concord) is present to represent this application. Mr. Schadlick stated they are replacing an existing sign with the same shape sign in same location.

Ms. Savage made a motion to recommend that the Planning Board approve the application as submitted. Co-Chair Doherty seconded. All in favor. The motion passed unanimously.

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- 5.4 NEOPCO Signs, on behalf of Hope Vision and Ekstrom Harold E & Judith A, requests an architectural design review recommendation for a 7.4-square-foot, externally illuminated tenant panel sign (SP-0426-2024), to replace an existing tenant panel sign, at 21 Green St in the Civic Performance (CVP) District. (2024-093)

Glen Schadlick (5 Crosby St, Concord) is present to represent this application. Mr. Schadlick stated this is a replacement sign. This is the new vision store coming in with their logo. As a member with Vision Source, they need to have the logo in a specific size.

Co-Chair Doherty noted the nice simple design of the sign.

Mr. Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted. Ms. Savage seconded. All in favor. The motion passed unanimously.

**6. Building Permit Applications**

**7. Site Plan Applications**

**8. Other Business**

- 8.1 Any other business which may legally come before the Committee.

**Adjournment**

Mr. Gentilhomme moved, seconded by Mr. Proctor, to adjourn the meeting at approximately 9:03 a.m. All in favor. The motion passed unanimously.

Respectfully submitted,

*Krista Tremblay*

Krista Tremblay

Administrative Specialist II