

**City of Concord, New Hampshire
Architectural Design Review Committee
March 4, 2025 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on March 4, 2025, in Council Chambers, at 37 Green St, Concord, NH.

Attendees: Co-Chair Jay Doherty, Co-Chair Elizabeth Durfee Hengen, Member Douglas Proctor, Member Merle Thorpe, and Alternate Member Amanda Savage

Absent: Member Claude Gentilhomme and Member Ron King

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

1. Call to Order

Co-Chair Hengen called the meeting to order at 8:30 a.m.

2. Minutes – Approve minutes from February 4, 2025

Co-Chair Doherty moved, seconded by Member Proctor, to approve the meeting minutes from February 4, 2025, as written. All in favor. Motion passed unanimously.

3. Staff Memorandum

4. Sign Applications

- 4.1 NH Signs, on behalf of ARCK TEJ Realty, LLC and Nouria, requests an architectural design review recommendation for a replacement 48-square-foot internally illuminated panel (SP-0455-2025) on an existing pylon sign to replace an existing panel, two 9-square-foot internally illuminated canopy signs (SP-0456-2025 and SP-0457-2025) to replace two existing canopy signs, and a 16-square-foot internally illuminated building wall sign (SP-0458-2025) to replace an existing building wall sign, at 188 Pleasant St, in the Neighborhood Commercial (CN) District. (2025-010) (PL-ADR-2025-0065)

No one is present to represent this application.

Co-Chair Hengen asked staff if this application had been previously approved and the approval had expired, and if it is the same as what was previously approved.

Mr. Tremblay said yes.

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

- 4.2 NEOPCO Signs, on behalf of Fitzgerald Trust, Fitzgerald Warren D & Nicole H Trustees, and New Hampshire Golf, requests an architectural design review recommendation for a 9.7-square-foot non-illuminated sign panel (SP-0446-2025), to replace an existing sign panel on a freestanding sign, at 56 South State St, in the Urban Transitional (UT) District. (2025-011) (PL-ADR-2025-0066)

Glen Schadlick (5 Crosby St, Concord) is present to represent this application. Mr. Schadlick stated they are moving the existing sign. They had someone redo their logo. The sign is based on colors recommended by their design team.

Co-Chair Doherty asked if Mr. Schadlick came up with the logo?

Mr. Schadlick stated it is something they came up with.

Alternate member Savage asked if the granite posts are staying?

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Mr. Schadlick stated it is the same square footage and different shape of the sign.

Alternate member Savage made a motion to recommend that the Planning Board approve the application as submitted. Member Proctor seconded. All in favor. The motion passed unanimously.

- 4.3 New England Sign and Awnings, on behalf of Morrill Mill Pond, LLC, Carolyn A. Parker Consulting, and Chipotle, requests an architectural design review recommendation for two new 37.81-square-foot internally illuminated building wall signs (SP-0449-2025 and SP-0450-2025), at 10 Whitney Rd, in the Industrial (IN) District.

Rob McIntyre (315 Derry Rd, Hudson) is present to represent this application. The application is for two new wall signs for new construction.

Co-Chair Hengen asked if these are identical signs perhaps not in size but in graphics and in two different places?

Mr. McIntyre answered yes.

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

- 4.4 NH Signs, on behalf of DSM MB II LLC and Crumbl, requests an architectural design review recommendation for a 16.38-square-foot internally illuminated building wall sign (SP-0451-2025), to replace an existing building wall sign, at 98 Fort Eddy Rd, in the Gateway Performance (GWP) District. (2025-009) (PL-ADR-2025-0064)

Kevin Guay (66 Gold Ledge Ave, Auburn) is present to represent this application. Mr. Guay stated there is an existing Crumbl in this location and they are re-branding all the Crumbl locations in the nation.

Alternate member Savage asked if they are removing the muffin man logo.

Mr. Guay stated they are removing the chef logo.

Co-Chair Doherty asked if they are removing the chef and the channel letters to install a box with letters?

Mr. Guay stated yes.

Co-Chair Doherty asked why would they not keep the channel letters and have pink background.

Mr. Guay stated that is not the Crumbl brand. Mr. Guay noted it is not a box going on the wall it is aluminum angle top and bottom and it looks like a cover that goes over the side of the building. The Crumbl letters are raised.

Mr. Thorpe asked if the background is not illuminated it is just the letters are illuminated?

Mr. Guay stated it will be opaque when it is lit and only the Crumbl letters will be lit.

Mr. Proctor asked about the night rendering and if the only the black letter will light up at night?

Mr. Guay stated yes, it is perforated vinyl for the lettering. During the day it appears black and at night it will be lit.

Co-Chair Doherty made a motion to recommend that the Planning Board approve the application as submitted with the optional suggestion that the existing channel letters remain and a pink background be added behind to coordinate with similar signage throughout the building complex per Section 5.4(D) of the Architectural Design Guidelines. Member Thorpe seconded. The motion passed with 3 in favor to 2 opposed. Alternate member Savage and Member Proctor opposed.

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- 4.5 NEOPCO Signs, on behalf of Moksha Investments, LLC, Alison Murphy, and Penumbra, requests an architectural design review recommendation for a new 13.4-square-foot non-illuminated building wall sign (SP-0462-2025), at 10 North State St in the Central Business Performance (CBP) District (2025-012) (PL-ADR-2025-0067)

Glen Schadlick (5 Crosby St, Concord) is present to represent this application. Mr. Schadlick stated there are existing signs on the corner. They had 2/3 of the rental space and now have the whole space. They would like sign on the door on the right to give more exposure.

Ms. Savage asked if they are putting a sign on State Street where they did not have one?

Mr. Schadlick stated yes.

Mr. Thorpe asked if the sign will fall within the overall square footage.

Mr. Tremblay said yes, it falls within code.

Alternate member 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.

5. Building Permit Applications

- 5.1 Revision Energy, on behalf of Housing Land Partners NH, LLC, requests an architectural design review recommendation for the installation of new roof mounted solar panels on three buildings at 195-199 Pembroke Rd, in the Gateway Performance (GWP) District. (2025-020) (PL-ADR-2025-0069)

Robert Grogan (7A Commercial Dr, Brentwood) is present to represent this application. Mr. Grogan stated all three buildings are on the same parcel of land on Pembroke Rd. Mr. Grogan noted the three buildings face Pembroke Rd and along the east is Sheep Davis Rd. Mr. Grogan stated the buildings form a "U" shape. Mr. Grogan stated the general architecture of all three buildings is the same. The only building where the panels will be visible from the street is 195 Pembroke Rd, which faces Industrial Park Rd. The panels would go on the front surface of the building. For 197 and 199 Pembroke Rd, the panels would go on the inside of the roof in the courtyard side and not be visible from the street. At the end cap of each building there would be an inverter panel and a small electrical disconnect for emergency services. All conduit would run inside the building to the electrical room. The panels do have anti reflective coating, so there will not be a lot of shine off the panels. They will be flush to the roof. They will not exceed the roof line. These are 50 kilowatt systems, still awaiting approval from Unitil. Currently they are contracted to install at 197 and 199 Pembroke Rd, but they hope to sign the contract and install for 195 Pembroke Rd and have included that in the application.

Member Thorpe asked about the pattern for the panels on the side facing the street.

Mr. Grogan said with the dormers on the building they are trying to give the most capacity and provide a continuous layout of the panels. They do need to have certain pathways for the fire personnel to go up in case of emergency and that is three feet. They will maintain all code clearances for fire services.

Member Thorpe asked if they are stepping around the gables.

Mr. Grogan answered right. There are snow guards.

Co-Chair Doherty asked if the panel is shown on the elevations.

Mr. Grogan stated there is a significant amount of electrical infrastructure already on the outside of these buildings. There is a house panel they will be feeding. The electricity generated from these panels are to feed operations of the building and each unit has individual meters.

Co-Chair Doherty asked about the wiring.

Mr. Grogan answered the panels will all be connected up on top of the roof. There will be an access point through the roof underneath the panels that will drop down into conduit and go all the way down to the

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electrical room. Those will come out to the back of the inverter which convert from DC to AC. Mr. Grogan stated any of that material can be painted to match the building.

Co-Chair Doherty made a motion to recommend that the Planning Board approve the application as submitted. Alternate member Savage seconded.

Discussion

Member Thorpe stated the presentation of the panels shows them in blue and asked if they are not blue?

Mr. Grogan stated they are gray and almost black.

All in favor. The motion passed unanimously.

6. Site Plan Applications

- 6.1 Nobis Group, on behalf of Bangor Savings Bank, requests an architectural design review recommendation for the new construction of a 3,672-square-foot bank at 111 Loudon Rd, in the General Commercial (GC) District. (2024-091)

Alternate member Savage stated for the record she has a conflict of interest as her employer could be involved with the owner of the building and recused herself from this agenda item.

John Ralphs (67 Davis Rd, Dracut, MA) and Quayny Porter-Brown (4 Crescent St Unit 2, Concord, NH) are present to represent this application. Ms. Porter-Brown stated this is a new Bangor Savings Bank. It has a similar style to a lot of other Bangor Bank branches. Ms. Porter-Brown noted the entrance is the lower right in the southeast corner and the bank can be entered from either the parking lot or the street. The front area is the lobby. There are two teller stations and four total tellers. There are offices in the front, a customer service desk, and a little work area for the tellers. The back of the branch has more offices. There is one that accommodates a hotel office in case they want to accommodate people from outside the bank and it is also a nursing room. Ms. Porter-Brown stated in the back left there is a break room and rear entrance.

Member Thorpe asked about the parking for people driving that are going into the bank where is the door they would use?

Ms. Porter-Brown stated they are planning on them using the two front doors and not the back entrance.

Mr. Ralphs stated parking will be on the right side of the building with sidewalk access to the doors on the southeast bottom right.

Ms. Porter-Brown stated the windows in the lobby go all the way down to the floor and the space in the front is a little higher. Ms. Porter-Brown noted the building is all steel construction with a brick veneer façade with white trim. All the detailing is white PVC construction and the siding is cement like hardy board white siding. Ms. Porter-Brown stated the windows are all curtain wall.

Mr. Thorpe asked for the color of the curtain wall material.

Ms. Porter-Brown stated it will be white.

Co-Chair Doherty asked if the canopy is segmented or curved.

Ms. Porter-Brown stated it is meant to be curved and not segmented.

Mr. Bass advised the Architectural Design Review Committee to consider that signage is included as part

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of this application, including building wall signage and a freestanding sign, and to be sure and include the signage in the recommendation.

Member Thorpe asked if there should be screening near where the bikes will be located as there is little greenery in the front of the building.

Member Proctor stated on the landscape plan they show a lot to the left entrance.

Co-Chair Doherty asked if they brought any physical samples of materials?

Ms. Porter-Brown did not bring any samples. She had a conversation with staff to notify that she was unable to bring any samples to this meeting.

Member Thorpe asked if the intent is that the Hardie board will be a different color?

Ms. Porter-Brown stated it will be off white trim and white siding.

Co-Chair Hengen asked if there is any contrast between the siding and the trim?

Ms. Porter-Brown answered no.

Mr. Ralphs discussed the civil plan layout, stating that they are proposing a 3,600-square-foot Bangor Bank branch building. There is a counter clockwise circulation for traffic. Parking will be on the east side of the site. There will be an ADA ramp for access. The sidewalk will be on the right side of the building. Mr. Ralphs stated they are meeting the parking requirements for the site plan though they don't expect to fill them as many people utilize online banking now. There is a drive-thru, though a lot less people are going through the drive thru as well due to online banking. At the front entry they wanted to promote pedestrian access. There is a bike rack in the front right area which will be protected by bollards and will add signage to push traffic to the right. Given the site constraints they are using all the space possible. The landscaping is in the perimeter and some in the front. They are looking for a waiver for the number of required trees.

Ms. Porter-Brown stated there is a mixture of two kinds of trees. In back of the site there is a new planting of a row of arborvitae and three new trees to provide privacy between the residential district and the bank.

Member Thorpe stated most of the planting to the left of the building looking in is relatively a low profile and asked about the right side of the driveway where there are no trees.

Ms. Porter-Brown pointed out there is a Mc Donald's sign there.

Ms. Skinner stated they cannot have any trees within 10 feet of any underground utilities. There are requirements in construction standards for not only trees but any landscaping roots to not impact any underground utility lines.

Member Thorpe noted the center of the site is lacking in greenery and suggested use of a somewhat vertical plant in the area where the bikes are located.

Ms. Porter-Brown stated she is not sure if they have the space to put a tree there and still maintain the circulation for both those entrances and the bike traffic.

Member Proctor stated he does not feel they have the room looking at the rendering and suggested a

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container garden on the corner.

Mr. Ralphs asked if referring to a landscape box?

Member Proctor stated it would give height.

Co-Chair Doherty asked if it would be in place of the bollards?

Member Proctor answered yes.

Member Thorpe asked what is the walking surface at the walkway?

Mr. Ralphs answered concrete.

Mr. Ralphs stated the fire truck access is tight. It is more about the safety of the people coming out of the building especially if there is an emergency during a fire. Mr. Ralphs stated the bollards will have more structural and safety concern when cars are coming in. One of the biggest constraints of the site was getting the fire truck into the site.

Co-Chair Hengen liked the suggestion to have bollards be replaced with planter boxes.

Mr. Ralphs stated yes, they can consider that change.

Co-Chair Hengen noted in the motion they can include a condition that the landscape plan be looked at again to see if there are opportunities for increased height and green to the entrance.

Mr. Ralphs stated they can do that.

Co-Chair Doherty asked if the cement siding will be white to match the PVC?

Ms. Porter-Brown answered yes.

Co-Chair Doherty asked if they paint the trim or it is natural?

Ms. Porter-Brown stated it is not painted.

Member Thorpe asked if it would benefit to have more of a distinction between siding and the trim?

Co-Chair Hengen stated the trim they are proposing is nice as there is a lot of heft to it. Co-Chair Hengen noted it almost begs to have a little more color contrast.

Ms. Porter-Brown does not think they would object to an off white for the siding.

Member Thorpe commented a gray to match the roof color and mortar color might help mitigate and soften the gable.

Co-Chair Hengen was thinking the same thing.

Member Thorpe suggested a matte color.

Ms. Porter-Brown stated the Hardie would be matte color.

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Member Thorpe asked that the back door not be painted white as to not draw attention to the door.

Ms. Porter-Brown agreed.

Member Thorpe suggested a brick color for the back door.

Co-Chair Hengen agreed and suggested a brick color or black. Co-Chair Hengen noted they need to look at the two building signs facing south and east along with the free-standing sign.

Ms. Porter-Brown stated there is also one on the west.

Co-Chair Hengen stated they are all the same and appear to be in the same location within the gable and size?

Ms. Porter-Brown stated that is correct.

Member Thorpe stated the blue of the “Bangor” will be nice against the gray back drop.

Co-Chair Doherty asked if the savings bank letters are gray on the pylon sign?

Ms. Porter-Brown yes, they are gray.

Co-Chair Doherty stated the monument sign the gray ideally would match the gray of the clapboards.

Member Thorpe asked about the planter concept instead of bollards, suggesting to alternate the bollards and planters.

Mr. Ralphs stated he was thinking of a planter wall on the outside edge and move the bollards to right.

Co-Chair Hengen made a motion to recommend that the Planning Board approve the application, including the proposed signage, with the following conditions: planter boxes shall be added to the area of the bollards to improve color, texture, and interest in the overall landscape concept per Section 5.2(D) *Plant Material Sizes* of the Architectural Design Guidelines; additional accent landscaping shall be provided to the right of the driveway to improve color, texture, and interest in the overall landscape concept per Section 5.2(D) *Plant Material Sizes* of the Architectural Design Guidelines; the clapboard siding shall be gray instead of white to provide contrasting colors per Section 5.3(3) *Materials and Colors* of the Architectural Design Guidelines; and, the rear door shall be painted a dark color, so as to not highlight its presence in accordance Section 5.3(3) *Materials and Colors* of the Architectural Design Guidelines. Member Thorpe seconded. All in favor. The motion passed unanimously.

7. Other Business

7.1 Any other business which may legally come before the Committee.

Member Thorpe wanted to discuss the landscaping for site plans and the minimum requirements.

Staff stated the site plan regulations has a certain number of required trees based on a tabulation. The requirement is based on the parking. The zoning ordinance requires one per 2000 square feet of parking area, and the site plan regulations require one tree per 1000 square feet of parking area.

Member Thorpe asked about impervious surface in relation to water run-off noting that many municipalities will restrict the amount of impervious surface.

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Staff stated there are restrictions in the Zoning Ordinance for impervious surface, and the Bangor Savings Bank application is meeting the requirement. There is a maximum lot coverage by zoning district and that includes impervious surface, structures, buildings, etc. The Bangor Savings application they just reviewed has an allowance of up to 80% of maximum lot coverage, and the applicant only proposes 67% of lot coverage.

Adjournment

Co-Chair Hengen moved, seconded by Co-Chair Doherty, to adjourn the meeting at 10:04 a.m. All in favor. The motion passed unanimously.

Respectfully submitted,

Krista Tremblay

Krista Tremblay

Administrative Technician III