

**City of Concord, New Hampshire
Architectural Design Review Committee
December 3, 2024 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on December 3, 2024, in Council Chambers, at 37 Green St, Concord, NH.

Attendees: Co-Chair Jay Doherty, Claude Gentilhomme, Ron King, Douglas Proctor, Amanda Savage, and Merle Thorpe

Absent: Co-Chair Elizabeth Durfee Hengen

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

1. Call to Order

Co-Chair Doherty called the meeting to order at 8:34 a.m.

2. Minutes – Approve minutes from November 5, 2024

Mr. King moved, seconded by Mr. Thorpe, to approve the meeting minutes from November 5, 2024, as written. All in favor.

3. Staff Memorandum

4. Sign Applications

- 4.1 Sousa Signs, LLC, on behalf of Brixmore Capital SC LLC, and Five Below, requests an architectural design review recommendation for a new 160-square-foot, internally illuminated wall sign (SP-0398-2024) at 80 Storrs St in the Opportunity Corridor Performance (OCP) District. (2024-077)

Jason Gagnon (225 E Industrial Park Dr, Manchester) is present to represent the application. Mr. Gagnon stated this is a standard channel letter set for Five Below. Mr. Gagnon noted the left side of the building has been reformatted for the larger brands going into the site. This property received a sign variance.

Mr. Gentilhomme arrived at 8:36 a.m.

Mr. Gagnon stated the channel letter set that is being proposed is approximately 168 square feet and will be a standard LED illuminated channel letter set with white lenses and black cans. Mr. Gagnon stated everything will be run off a time clock or lighting control system.

Co-Chair Doherty stated it seems pretty straight forward. Co-Chair Doherty had a question on page four about the exterior graphics at the lower level. Co-Chair Doherty asked if this is a part of the application today.

Mr. Gagnon stated no, the only thing they are presenting in the application is the channel letter set.

Co-Chair Doherty stated that the motion needed to make sure it is noted that the application is only for the channel letter set.

Mr. King asked about the lowercase letter “i” in Five and the “o” in Below.

Mr. Gagnon stated it is corporate branding guidelines.

Mr. King suggested to lower the words “hot stuff cool prices” to give room between the bold letters and the small ones.

Co-Chair Doherty asked if the spacing was part of the corporate branding.

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Mr. Gagnon stated that any changes to the spacing would have to go to corporate and the marketing team for approval, noting that the creation of more space would also increase the square footage of the sign.

Ms. Savage asked if they are matching the branding requirements?

Mr. Sousa stated correct.

Ms. Savage made a motion to recommend that the Planning Board approve the application as submitted for the 160-square-foot, channel letter “five below” building sign. Mr. King seconded. All in favor. The motion passed unanimously.

- 4.2 Sanel Napa and Ethos Sign Co, on behalf of Automotive Supply Assoc, Inc, requests an architectural design review recommendation for a replacement 128-square-foot non-illuminated tenant panel (SP-0401-2024) to replace an existing tenant panel in an existing pylon sign at 263 S Main St in the Urban Transitional (UT) and Opportunity Corridor Performance (OCP) Districts. (2024-076)

Andrew Yvars (263 S Main St, Concord) is present for this application. Mr. Yvars stated this is a sign reface. The current sign is 8 feet by 16 feet and will remain at those dimensions. The footing will be another five feet. There is aluminum casing around the poles. There will be no illumination. The names of the tenants will be individual placards that can be removed.

Mr. Gentilhomme asked if they intend for the new tenants to use the same font and appearance?

Mr. Yvars stated there will be a standard brand code to the Sanel Plaza to make it uniform.

Co-Chair Doherty asked why building one and building two each have two boxes?

Mr. Yvars noted building one and building two are in the same plaza and by breaking the sign into two pieces it will help clients get to where they need to go.

Mr. Yvars stated for each building there are at least six tenants. If you rent two units you would get two lines.

Mr. King asked if the box size could change?

Mr. Yvars stated it could change. Generally, the white box will not change. The amount of lines they are allowed depends on how much they rent. Mr. Yvars stated if there is a really long name and cannot get within the size there will be a uniform allotted width. If there was a long name you would have to reduce how long the name is.

Mr. Yvars stated they only get their business name on the sign and do not get to put up a bunch of information.

Mr. King noted his concern if there is a long name to squeeze all on one line and it will be hard for the public to read.

Mr. Yvars stated they cannot dictate what someone names their company or ask them to cut their name short.

Ms. Savage is okay with using the example of the sign graphics as submitted with the condition that the

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font size and type remain the same for one line.

Mr. Thorpe noted the widening of the base obstructs the view for the driver for traffic coming both ways.

Mr. Gentilhomme asked how far back the sign is from the curb.

Mr. Yvars stated it is about eight feet and the base of the sign is not any wider than it is now.

Co-Chair Doherty asked about the white boxes instead of using white text on a uniform sign background?

Mr. Yvars stated it is easier to keep consistent when changing out panels. Mr. Yvars stated they are not fixing anything internally and it is easier and more aesthetically pleasing to hide the securing nuts and bolts this way. Also, cost was a part of the decision.

Mr. King noted the font for building one and building two are different than the white boxes font.

Mr. Bass asked if that is a rendering issue for the image presented?

Mr. Yvars stated they are intended to be the same height and the length will vary depending on the length of the name.

Mr. King stated the rendering needs to be the same to match the application.

Co-Chair Doherty stated the font for the address is different than the font for business park. Co-Chair Doherty asked if that was intentional?

Mr. Yvars stated building one and building two and all the tenants are the same font. The street address is different.

Ms. Savage made a motion to recommend that the Planning Board approve the application as submitted with the condition that only the name of tenants shall be placed in white boxes on the sign, in a font, color, and format consistent with the submittal and character of the sign to best comply with Section 5.4(b) of the Architectural Design Guidelines which states that a simple and direct message, with upper and lower case letters is most effective; and the understanding that the size, spacing, and font of “building 1”, “building 2” and text for the future tenants are the same. Mr. Gentilhomme seconded.

Discussion

Mr. King stated this needs to be submitted with the recommended changes for the Planning Board meeting.

Mr. Yvars said he will make the changes and email the revised rendering to staff for the Planning Board meeting.

Mr. Thorpe asked to include the height from the ground in the new submission.

All in favor. The motion passed unanimously.

- 4.3 Sousa Signs, LLC, on behalf of Associated Enterprises, Inc, and Marathon Sports, requests architectural design review recommendations for a replacement 11.8-square-foot non-illuminated sign and awning (SP-0406-2024) to replace an existing sign and awning, and a new 5-square-foot non-illuminated window sign (SP-0407-2024) at 142 N Main St in the Central Business Performance (CBP) District. (2024-078)

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Jason Gagnon (225 E Industrial Park Dr, Manchester) is present to represent the application. Mr. Gagnon stated Runners Alley is a parent company and going thru a re-branding. The proposed project is to remove the existing red awning and put new black fabric, lightweight aluminum awning with painted graphics and vinyl graphics. The lower part of the window will include store hours, new address number for the unit and graphics.

Co-Chair Doherty asked if it is the same frame with different material on top?

Mr. Gagnon stated yes.

Mr. Proctor noted it would be nice if the awning is the same profile and elevation as the adjacent awning.

Mr. Gagnon stated the intent is to match the same face.

Mr. Thorpe made a motion to recommend that the Planning Board approve the application as submitted.

Mr. King seconded. All in favor. The motion passed unanimously.

- 4.4 Jigme Ghising, on behalf of Remi's Block, LLC, and New Everest Momo & Curry, requests an architectural design review recommendation for a new 6-square-foot internally illuminated building wall sign (SP-0386-2024) at 156 N Main St in the Central Business Performance (CBP) District. (2024-079)

Jigme Ghising (156 N Main St, Concord) is present to represent this application.

Co-Chair Doherty stated there is a new sign 72 inches wide over the door and it has a light in the cabinet.

Co-Chair Doherty noted in the photo it is hard to see where the brick starts. Co-Chair asked if the intent is to be in between the brick and the top of the window?

Mr. Ghising stated the sign is above the door.

Co-Chair Doherty asked about the brick and changes to granite and if the plan is to center the sign within that band?

Mr. Ghising stated yes.

Co-Chair Doherty stated the picture presented is not centered and should change to show the correct location for the sign. Co-Chair Doherty stated that should be a part of the recommendation.

Co-Chair Doherty asked Mr. Ghising if there is a cabinet they are using that is six feet? Co-Chair Doherty stated there is a lot of white space.

Mr. Proctor suggested to align with the joint.

Mr. Ghising stated it is six feet and should fit.

Mr. Thorpe stated the graphics for the name is small relative to the mountain graphic. If the mountain graphic was decreased and the name increased in size it would make easier to read. Then, the words "Napoli" and "Indian" cuisine could go under the mountain graphic. This would give more room for the words "New Everest Momo" and "Curry" to have a larger font.

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Mr. Gentilhomme stated he cannot read the sign. The colors and the images need to pop to be seen.

Mr. Proctor suggested to invert with blue background with white letters to make the sign read better.

Ms. Savage suggested to keep the icons the white for the dumpling and the curry bowl.

Mr. Gentilhomme suggested to place the sign in the spandrel instead of over the door. The granite goes all the way across and there is nothing on the granite.

Mr. Ghising stated the intent is for in a couple months to have a sign around the corner by Center Street.

Mr. Gentilhomme asked if the landlord would like the sign above the door.

Mr. Ghising stated yes.

Mr. Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted with the following conditions:

- 1) That the sign be relocated to the center spandrel of the storefront in order to preserve the strong granite architectural band going across the building to best conform with Section 5.4(a) of the Architectural Design Guidelines which states that every sign should be an integral, subordinate element within the overall building and site design.
- 2) The background and text colors be inverted, to provide a blue background with white letters, including flipping the blue and white of the mountain logo, while retaining the graphics representing the “o” and the “u” as submitted, to comply with Sections 5.4(b) and 5.4(e) of the Architectural Design Guidelines that states a limited number of colors should be used with bright colored letters placed on a matte, dark background which reduces reflected glare.
- 3) Reduce the size of the mountain logo and slide the text “Nepali and Indian Cuisine” below it to act as an underscore and allow the font size of the name of the business to be increased to further conform with Section 5.4(e) of the Architectural Design Guidelines that states company logos should be incorporated into the overall sign and not become the sign itself.

Mr. King seconded.

Discussion

Mr. Thorpe stated there are more options to reduce the white left and right margins and fill with graphics and font.

Co-Chair Doherty asked the applicant to send a new submittal to staff for the Planning Board meeting.

Mr. Ghising will send to staff no later than December 11, 2024.

All in favor. The motion passed unanimously.

- 4.5 KC Signs, on behalf of Carrier Place, LLC and AT&T, requests architectural design review recommendations for a replacement 19.13-square-foot internally illuminated wall sign (SP-0403-2024) to replace an existing wall sign, and a replacement 5.7-square-foot internally illuminated tenant panel (SP-0404-2024) to replace an existing tenant panel in an existing pylon sign at 273 Loudon Rd in the Gateway Performance (GWP) District. (2024-080)

Robin Casey (273 Loudon Rd, Concord) is present to represent this application.

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

- 4.6 Angel Galvan, on behalf of Seman Enterprises, LLC and The Light of The World Church, requests an architectural design review recommendation for a new 12-square-foot non-illuminated window sign (SP-0408-2024) at 328 Village St in the Central Business Performance (CBP) District. (2024-081)

Angel Galvan (92 Fisherville Rd, Concord) is present to represent this application. Mr. Galvan stated the applicant is requesting review of the window sign showing the name of the church and gathering hours. It is a three feet wide and four feet long sign decal for the window.

Co-Chair Doherty asked if there was a program used to measure the windows and recommended to update the rendering. Co-Chair Doherty noted on the information Sunday school there is a colon that stands out and suggested to remove.

Mr. Thorpe noted there is a colon after the word “gathering.”

Co-Chair Doherty asked for the colon after “gathering” to be removed as well.

The committee discussed options of clear background with white text, similar to some other signage nearby.

Mr. King suggested to raise “daily gatherings” and the line beneath.

Mr. Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted with the condition that colons after “Daily Gatherings” and “Sunday School” be removed; and, with the suggestion that the words “daily gatherings” and the line below it, be slightly raised. Mr. King seconded.

Discussion

Mr. King asked about the measurements 4, 6 and the white lines are they a part of the sign?

Mr. Galvan stated no. It is three feet by four feet.

Mr. King noted the proportion of remaining window doesn’t appear correct when looking at the actual dimensions of the window and sign and asked for that the rendering be corrected for the Planning Board.

Mr. Gentilhomme stated he does not have an issue with the sign as long as it is centered in the window.

All in favor. The motion passed unanimously.

- 4.7 Advantage Signs, on behalf of 721 Beech Street Realty Trust, Campbell Daniel J Trustee, and Capital Estates, requests an architectural design review recommendation for a replacement 13.41-square-foot externally illuminated panel (SP-0412-2024) to replace an existing externally illuminated panel in an existing freestanding sign at 81 Fisherville Rd in the Urban Transitional (UT) District. (2024-82)

Jason Messinger (128 Hall St, Concord) is present to represent this application.

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Mr. King made a motion to recommend that the Planning Board approve the application as submitted. Mr. Gentilhomme seconded.

Discussion

Co-Chair Doherty stated he did like that the existing sign had the property address. He is aware it is not required, but it does help people when looking for apartments.

Ms. Savage stated the owner would need to deal with identification for code and as submitted let them deal with it. If the sign does not require an address it does not need to be a condition. They need to deal with their own building identification numbering with the fire marshal separate from this sign.

Co-Chair Doherty suggested the motion be revised to include a suggestion to add the property address to the sign, stating the suggestion would allow the applicant to add the property address if they chose, without having to return for additional approval.

Mr. King stated he is not changing his motion.

On a 5-1 vote, with Co-Chair Doherty in opposition, the motion passed.

- 4.8 NEOPCO Signs, on behalf Stephen T & Ellen J Destefano, Century 21, and Inscription Architects, requests architectural design review recommendations for replacement 0.5-square-foot lettering (SP-0409-2024) to replace existing lettering on the existing externally illuminated freestanding sign, and the addition of a new 6-square-foot panel (SP-0410-2024) to be placed on the existing externally illuminated freestanding sign at 46 Pleasant St in the Central Business Performance (CBP) District. (2024-083)

Glen Schadlick (5 Crosby St, Concord) is present to represent this application. Mr. Schadlick stated the sign came to the Architectural Design Review Committee when Circa changed over to the other business and it was approved. Mr. Schadlick noted Circa has now repurchased it and is no longer the northeast branch. Mr. Schadlick noted that Inscription Architects has moved in and they want to put a sign out there but the existing poles are too short. Mr. Schadlick stated they are putting a new post in and raising the post similar to what is already there and keeping the height of the sign below the ten-foot regulation at nine feet. The sign will have flat graphics.

Mr. King asked on post there is a blue-gray outline and if that is really the color?

Mr. Schadlick said it will be a black post.

Mr. Thorpe asked if the ADRC would agree to separate the sign to have a gap between signs?

Mr. Schadlick stated there is a 2-inch gap.

Mr. King asked for the height from the bottom to the architect sign?

Mr. Schadlick stated approximately 26 inches.

Mr. Gentilhomme asked how tall are the posts?

Mr. Schadlick stated they are 9 feet.

Mr. Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted with the suggestion that the space between the signs be increased a couple of inches. Mr. King

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seconded. All in favor. The motion passed unanimously.

- 4.9 Jared Mostue, on behalf of Sheep Davis Flex, LLC and BAM Ventures, LLC dba Body & Mind Fitness, requests an architectural design review recommendation for a new 18-square-foot non-illuminated wall sign (SP-0411-2024) at 248 Sheep Davis Rd in the Gateway Performance (GWP) District. (2024-087)

No one is present to represent this application.

Mr. King stated the sign is hard to read.

Co-Chair Doherty stated it is a non-illuminated wall panel that could change in the future and has no issue with the sign.

Mr. Thorpe asked it would help if they drop it down closer to the store front?

Mr. Gentilhomme stated the image is not in proportion but does not have a problem with the sign.

Ms. Savage stated from the road she can see BAM Fitness.

Ms. Savage made a motion to recommend that the Planning Board approve the application as submitted.
Mr. Gentilhomme seconded.

Discussion

Mr. King stated the graphic rendering, dimensionally, is not accurate.

Co-Chair Doherty stated that is a good note that the proportions presented are not correct.

All in favor. The motion passed unanimously.

The ADRC suggested the applicant provide a more accurate rendering for the Planning Board.

5. Building Permit Applications

No building permits required architectural design recommendation.

6. Site Plan Applications

No site plan applications required architectural design recommendation.

7. Other Business

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

No other business was brought forward.

Adjournment

Mr. King moved, seconded by Ms. Savage, to adjourn the meeting at approximately 10:01 a.m. All in favor.
The motion passed unanimously.

Respectfully submitted,

Krista Tremblay

Krista Tremblay

Administrative Specialist II