

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**May 3, 2022 Minutes - DRAFT**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on May 3, 2022 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

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

Absent: Claude Gentilhomme, Timothy Thompson, and Zarron Simonis

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 Hengen at 8:30 a.m.

**Approval of Minutes**

Mr. King moved to approve the minutes of April 5, 2022, as submitted. Ms. Tomas seconded the motion. The motion passed unanimously.

***Sign Applications***

1. Keene Sign Worx, on behalf of Merrimack County Savings Bank, requests ADR approval for the installation of a new, non-illuminated wall sign at 1 Capitol Street in the Central Business Performance (CBP) District.

*Ms. Hengen recused herself for this application.*

Tim Cimikoski represented the application.

Mr. Cimikoski stated that the proposed sign is similar to the exiting sign that is over the door. The purpose for the proposed sign is for more exposure.

Members supported the proposed sign. No motion was taken as there was no quorum for the application.

*Ms. Hengen returned to the Committee.*

2. Neopco Signs, on behalf of Sharing Yoga, requests ADR approval for the installation of a new, externally-illuminated projecting sign at 51 South Main Street in the Central Business Performance (CBP) District.

Glenn Shadlick of Neopco Signs represented the application.

Mr. Shadlick stated that the sign is three dimensional and double-sided. The material will be 3/8 die band. The tenant is not sure if they will be lighting the sign as there are no evening hours proposed. Any lighting would be by the existing lighting that would shine on to the sign only.

Members felt that the sign was clear, has a simple message, and was a fun design that would stand out.

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

The motion passed unanimously.

3. Neopco Signs, on behalf of Kyle Brown, requests ADR approval for the replacement of an internally-illuminated freestanding sign at 85 Manchester Street in the Highway Commercial (CH) District.



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Glenn Shadlick of Neopco Signs represented the application along with the owner Kyle Brown. Mr. Shadlick stated that the existing sign is 8x8.

Mr. King commented that the wording on the bottom is difficult to see.

Ms. Hengen suggested removing the lower line of text all together. Mr. Shadlick stated that the applicant believes that it is important to see the website address and phone number. He added that they are not able to increase the size of the logo. At this time the logo is 4 inches high and can be seen from 75 to 100 feet away. Mr. Brown added that he would like to keep the website and phone numbers. Mr. Shadlick added that the Committee cannot limit content and colors. He added that the business will not be open in the evening; the sign will be internally illuminated.

Mr. Brown gave an overview of the business and the logo. He stated that it is important as the name and logo provide a connection to the business and it turns into the company's motto.

Ms. Tomas stated that this is a big improvement to the site and the design is a clean look.

Mr. Doherty stated he agreed with Ms. Tomas's comment and added that it may look cleaner if the bottom text was removed.

Ms. Tomas motion to approve recommendation to considering removing website and phone number RK on the bottom and leave as a black space.

Ms. Tomas made a motion, second by Mr. King, to approve the design as submitted with the recommendation to consider removing the website and phone number on the bottom and leave the area as a black space.

The motion passed unanimously.

4. NH Signs, on behalf of Nouria, requests ADR approval for the replacement of two internally-illuminated fuel canopy signs, an internally-illuminated wall sign, and an internally-illuminated freestanding sign at 188 Pleasant Street in the Neighborhood Commercial (CN) District.

Mark Libman and Don Booth, both of NH Signs, represented the application.

The Committee chose to address each sign separately.

Mr. Libman stated that this is the former Gulf station. He explained that Nouria is a similar business as the Gulf; petroleum and a convenience store.

*Canopy*

A discussion was held regarding the canopy. Mr. Libman explained that the canopy is a smaller footprint. The wrap will be over the canopy logo and it will be illuminated; the blue is a very subtle illumination.

Ms. Tomas commented that the text on the canopy is small. Mr. Libman replied that it the logo of Nouria and what they would like to do. Ms. Hengen noted that the text is tight to the street and it should be legible.

Further discussion ensued regarding the colors on the fascia. Mr. Libman stated that the proposed colors are the brand colors; brown backdrop with blue and green on the canopy. Ms. Hengen stated that the green on the fascia board of the building are different than the green on the canopy. Mr. Libman stated that the greens should all be the same; there may be some inaccuracies with the rendering.

Overall the Committee felt that the proposed design is simple and clean, and the fonts are not oversized.



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Mr. Doherty made a motion, second by Mr. King, to approve the canopy design as submitted.

The motion passed unanimously.

*Building Sign*

Mr. Durfee explained that the Committee is reviewing the signage only; they are not reviewing the building as there is no site plan associated with the project.

Ms. Hengen mentioned the green stopping on fascia of building and not continuing it further. She asked about the color of the roof. Mr. Libman replied that he is unsure of the building schemes as they are only representing the signs; however, he could find out and get back to the Committee. Mr. Libman noted that the logos are proposed to be internally illuminated.

Mr. Doherty made a motion, second by Mr. King, to approve the proposed building sign design as submitted. Ms. Hengen suggested that the City reach out to Nouria and request that the roof color be muted. Mr. Doherty noted that they have other buildings and that does seem to be the case.

The motion passed unanimously.

*Free Standing Sign*

Ms. Hengen asked if only the letters and numbers will be illuminated at night. Mr. Libman replied yes. Ms. Tomas stated that she preferred the all black design rather than having all white.

Mr. Doherty made a motion, second by Mr. King, to approve the proposed free standing sign design as submitted.

The motion passed unanimously.

5. Cheshire Builders, on behalf of The Caleb Group, requests ADR approval for the installation of a new non-illuminated freestanding sign 33 Canal Street in the Opportunity Corridor Performance (OCP) District.

No one was present to represent this application.

Mr. Durfee noted that the free standing sign is already installed.

Members reviewed the design and a discussion was held regarding the logos in both lower corners. Members felt that the logos were not necessary as they are outdated and it is understood that all new construction needs to be ADA accessible as well as EHO. In addition, the screening around the base of the sign seems to be close to the sidewalk and should be looked into. The phone number was noted as being very prominent.

Signage was noted on the porch. Mr. Nadeau stated that the application was generated by the Code Department once the sign was noted as installed.

Mr. King noted that a street number was not on the sign.

Mr. Doherty made a motion, second by Mr. King, to recommend that the sign be revised and resubmitted without the logos on the corners, reducing the size of the phone number or eliminate the phone number, and add the street address to the sign.

The motion passed unanimously.

6. 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.

Josh Messenger of Advantage Signs represented the application.



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Mr. Messenger stated that the sign was not done with a permit; it was a bid project and they were the low bid for the project; they produced what was supplied. They were under the impression that the permit process had been completed with the site plan. He explained that the sign posts have been installed and when the sign was needed Advantage Signs was approached by the contractor.

Mr. Messenger stated that the logos are the same on this sign as the prior application. He noted that he believes that they may be a requirement. Mr. Durfee added that they may be a requirement if tax credits were received. Ms. Hengen commented that the two symbols feel to be very inappropriate. Mr. Doherty stated that all housing should be acceptable for everyone and the logos seem inappropriate. He stated that a sign's primary purpose is to identify a location and this information does not belong on a sign.

Discussion ensued regarding the sign. Members felt that "managed by" is also unnecessary and should be removed. The phone number is very large and should be reduced. Ms. Tomas stated that the sign is overall, very crowded and there is also no street address on the sign. Mr. Doherty added that the street number could be added to a post. It was suggested the CATCH logo be increased and the website should be removed.

Mr. Doherty made a motion, second by Ms. Hengen, to recommend that the sign be revised and resubmitted without the logos on the corners, remove "managed by", reduce the size of the phone number, remove the website, and add the street number to the sign or post.

The motion passed unanimously.

7. Signarama, on behalf of Planet Fitness Realco, LLC, requests ADR approval for the replacement of an internally-illuminated wall sign and an internally-illuminated freestanding sign at 89 Fort Eddy Road in the Gateway Performance (GWP) District.

Laura, on behalf of Shaker Road Provisions represented the application.

The applicant stated that both signs are proposed to be internally illuminated.

Ms. Tomas asked if they would consider flipping the signs colors as the Committee prefers to avoid white signs. The applicant replied that they would prefer to change the colors due to the fact that there are details within the logo could be muddled and not be as visible. She added that the background is not white; it is more like a beige color and the brown is more like a chocolate. Discussion ensued about changing the pylon only. The applicant responded that they would like to match both of their signs.

Mr. Doherty replied that he appreciated matching signs. He added that the proposed design is simple and clean; however, the issue is that what is presented does not look like the colors proposed.

Ms. Tomas made a motion, second by Mr. Doherty, to recommend approval of the design as submitted, with the recommendation that color samples be provided to the Planning Board for final approval.

The motion passed unanimously.

8. Sousa Signs, on behalf of M&T Bank, requests ADR approval for the replacement of an internally-illuminated freestanding sign and two internally-illuminated walls signs, at 197 Loudon Road in the General Commercial (CG) District.

Jason Gagnon of Sousa Signs represented the application.

Mr. Gagnon stated that the signs are all changing due to a full rebrand.



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The Committee chose to address each sign separately.

*Freestanding Sign*

Mr. Gagnon explained that the upper panel of the freestanding sign will be changed. At night, only the M&T will be illuminated.

Ms. Tomas suggested that the text be moved up to appear more centered.

*Entrance Wall Sign:*

Mr. Gagnon explained that they are replacing the existing sign with an internally illuminated wall sign. It will be the same style and set up and the same dimensions as the existing sign. The M&T will be illuminated.

*Drive Through Canopy Sign*

Mr. Gagnon explained that they are proposing to remove and replace the drive through sign with a translucent, vinyl background sign. This sign will be smaller than the existing sign, reduced by 4 sq. ft. The entire sign will be illuminated.

Mr. Doherty asked if they would consider just illuminating the lettering. Mr. Gagnon stated that he would ask.

Mr. Durfee noted that this sign does not face the road; it faces the parking lot. He noted that there is an existing dense tree line.

*Directional Signs*

Mr. Durfee noted that directional signs are not the purview of the Committee. However, the three directional signs are proposed to be replaced and will not be illuminated.

Ms. Tomas commented that the proposals are an overall improvement.

Mr. King appreciated that the proposed designs are clean and simple.

*Freestanding Sign*

Ms. Tomas made a motion, second by Mr. Doherty, to recommend approval of the design as submitted, with the recommendation that the wording be raised higher to be more centered within the sign.

The motion passed unanimously.

*Entrance Wall Sign:*

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

The motion passed unanimously.

*Drive Through Canopy Sign*

Ms. Tomas made a motion, second by Mr. King, to recommend approval of the design as submitted, with the recommendation that only the letters be illuminated.

The motion passed unanimously.

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

1. Jonathan Halle, on behalf of Mendota Properties, requests Major Site Plan approval to convert a single-family residential home into a five-room residential



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social service center at 29 Tallant Road in the Open Space Residential (RO) Districts.

Jonathan Halle of Warrenstreet Architects represented the application.

Mr. Halle gave an overview of the proposal explaining that this is a conversion of a single family residence to a five room residential social service center on Tallant Road. Renovations to the house are internal and there are no alterations proposed for the exterior. He noted that the renovations have been completed and at the time of obtaining a permit, it was noted that this would now require a major site plan application; this is following the process.

Mr. Halle explained that the site improvements include expanding the existing gravel driveway to provide additional parking spaces. New accessible walkways are proposed. Currently, there is parking provided in the two-car detached garage. Mendota Properties plans to construct more parking than required due to the needs of the facility for their staff. He mentioned they are meeting before the ZBA for three variances; lot coverage, driveway width, and for a gravel parking area and driveway. He added that the majority of residential properties in this area do not have paved driveways; it is not a paved road. No additional landscaping is proposed. They are planning to add additional parking required for ADA, six spaces are required. They are also planning to add ramps into the building per ADA requirements. Mr. Halle noted that they will be adding a black aluminum fence 30 feet around the house, which is a national requirement for the facility.

The lighting plan was reviewed. Two pole lights are proposed with the remainder of the lighting being added to the building for safety purposes.

Ms. Tomas asked about the dumpster being screened. Mr. Halle replied that there will be cedar sided doors around the dumpster.

A discussion was held regarding the deck on the back of the house. Mr. Halle explained that the deck is being rebuilt with the same material; the rails will be made to be 42 inches.

Mr. Doherty asked Ms. Fenstermacher if there are any other concerns relative to the site plan. Ms. Fenstermacher replied no.

Ms. Tomas asked if there would be any screening around the generator. Mr. Halle replied that it could be screened.

Ms. Tomas made a motion, second by Mr. King, to recommend approval of the site plan as submitted, with the recommendation to add screening around the generator whether it is fencing or shrubbery, and the Committee endorses the keeping of the aesthetics of the property including the road being kept as gravel as well as the width of the driveway.

The motion passed unanimously.

2. Northpoint Engineering, LLC, on behalf of JTA Realty Investments, LLC, requests Major Site Plan approval to construct a commercial parking lot and Conditional Use Permit (CUP) for disturbance of a wetland buffer at 96 Hall Street in the Opportunity Corridor Performance (OCP) District.

Ms. Fenstermacher stated that the representative was not able to make the meeting. She explained that the proposal is a request to increase the parking lot at 96 Hall Street. Mr. Durfee stated that there have been some complaints to the traffic committee and this expansion maybe their approach to alleviate parking issues. Ms. Fenstermacher stated that the house was torn down on the neighboring parcel and there is an existing driveway to nothing. She stated that Staff



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requested they remove the curb cut as it was not conforming and is already close to another exiting curb cut. Perhaps they will connect to the adjacent property in the future.

Ms. Fenstermacher noted that there are painted islands in the parking lot. She added that the applicant has requested a waiver that the project be addressed all in one meeting versus to two.

Landscaping was reviewed and a discussion was held regarding the need to add trees along the road.

Mr. King made a motion, second by Mr. Doherty, to recommend approval of the site plan as submitted, with the recommendation to plant trees along the road side at a maximum of 25 feet spacing in the island and parking lot as well as at the corners, and to consider adding street trees to the existing building right along the roadway.

The motion passed unanimously.

**Adjournment**

Ms. Hengen made a motion to adjourn at 10:00 a.m. Mr. King seconded. The motion passed unanimously.

Respectfully submitted,  
Lisa Fellows-Weaver  
Administrative Specialist