

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**August 2, 2022 Minutes - DRAFT**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on August 2, 2022 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

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

Absent: Margaret Tomas, Zarron Simonis, and Claude Gentilhomme

Staff: Heather Shank, City Planner  
Sam Durfee, Senior Planner  
Lisa Fellows-Weaver, Administrative Specialist

**Call to Order**

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

**Approval of Minutes**

Ms. Hengen moved to approve the minutes of July 5, 2022, as submitted. Mr. Thompson seconded the motion. The motion passed unanimously.

***Sign Applications***

1. Advantage Signs, on behalf of Dandelion Children's Consignment, requests ADR approval for the installation of a new non-illuminated projecting sign at 4 North Main Street in the Central Business Performance (CBP) District.

Josh Messinger of Advantage Signs represented the application.

Mr. Messinger explained that the application is for a new business at 4 North Main Street.

Mr. King commented that the yellow text may be difficult to see. Mr. Messinger stated that he would relay the comment to the owner.

Ms. Hengen made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted.

The motion passed unanimously.

2. Advantage Signs, on behalf of Moritomo, requests ADR approval for the replacement of an internally-illuminated wall sign and 32 Fort Eddy Road in the Gateway Performance (GWP) District.

Josh Messinger of Advantage Signs represented the application.

Mr. Messinger explained that the application is only a sign reface as the existing sign is faded. The colors and size are staying the same.

Mr. Durfee noted that the size is grandfathered.

Ms. Hengen made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted.

The motion passed unanimously.

3. Sousa Signs, on behalf of Start Jiu-Jitsu, requests ADR approval for the replacement of an internally-illuminated freestanding sign panel and an internally-illuminated wall sign at 89 Fort Eddy Road in the Gateway Performance (GWP) District.

No one was present to represent the application.

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Mr. Doherty stated that he believes the sign has been installed. Mr. Durfee stated that the Code Department is aware of the installation. He added that the \$25 fee is assessed daily until the sign is approved; the fees are assessed once the installer and designer have been notified. They can either choose to remove the sign or cover it.

Ms. Hengen commented that graphic “Start” is difficult to read; the tag line is more informative.

Mr. King made a motion, seconded by Mr. Thompson, to recommend approval of the sign as submitted.

The motion passed unanimously.

4. TurnOne Graphics, LLC, on behalf of Repete’s, requests ADR approval for the replacement of an internally-illuminated wall sign at 106 South State Street in the Urban Transitional (UT) District.

No one was present to represent the application.

Mr. Thompson stated that he believes the blade sign has been installed. Mr. Durfee replied that the application did not include the blade sign. An existing cabinet was noted. Discussion ensued if a variance would have been required for the existing cabinet or if there is a grandfathered condition for the blade sign.

Mr. Thompson made a motion, second by Mr. King, to recommend approval of the wall sign and that Staff follow up on the existing sign.

The motion passed unanimously.

5. Metro Sign & Awning, on behalf of Washville Carwash, requests ADR approval for the installation of three internally-illuminated wall signs at 192 Loudon Road in the General Commercial (CG) District.

No one was present to represent the application.

Mr. Thompson stated that the Committee reviewed the proposed signs during the applicants site plan presentation.

Mr. Doherty asked about the entrance signs direction. Mr. Durfee explained that the entrance sign faces the road.

Mr. Thompson made a motion, seconded by Mr. King, to recommend approval of the signs as submitted.

The motion passed unanimously.

6. KC Signs, on behalf of LL Flooring, requests ADR approval for the installation of an internally-illuminated wall sign and an internally-illuminated freestanding sign panel at 310 Loudon Road in the Gateway Performance (GWP) District.

Karen Casey of KC Signs represented the application.

A discussion was held regarding the fact that the façade shown in the renderings is not accurate. Mr. Durfee stated that he will look to see if anything has been submitted for façade changes and if so, an application would need to come before this Committee.

Ms. Hengen noted that there are three signs all of the same size on the one pylon sign, which is not typical. She also asked about the actual placement of the sign on the building, which was not clarified in the materials.

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Ms. Hengen made a motion, seconded by Mr. Thompson, to recommend approval of the signs as submitted, and for the Planning Board to obtain clarification relative to the location of the sign on the building façade.

The motion passed unanimously.

7. Planet Flagpole, on behalf of Wendy's, requests ADR approval for the installation of three internally illuminated wall signs at 2 Merchants Way in the Gateway Performance (GWP) District.

Brad Smith of Planet Flagpole represented the application.

Mr. Smith stated that the proposal is for three new signs for the Wendy's location at 2 Merchant's Way. He explained that the signs are new designs, minimalist signs. He noted that one sign will be a cameo sign facing Merchant's Way. Mr. Doherty commented he appreciated the minimalist style.

Mr. Thompson made a motion, seconded by Mr. King, to recommend approval of the signs as submitted.

The motion passed unanimously.

***Building Permits in Performance Districts***

1. Gilberto Reyes, on behalf of El Rodeo Mexican Restaurant, requests ADR approval for the installation of a pergola over established outdoor seating at 22 Loudon Road in the Gateway Performance (GWP) District.

Kim Landry represented the application.

Ms. Landry explained that the temporary patio has now been made permanent and the proposal is to add a 26' x 16' pergola to the outside dining area patio for a more intimate design. Discussion ensued regarding the archways. Ms. Landry stated that they are not proposing the archways. They plan to utilize the existing 6' x 6' brick pillars and frame the patio and pergola.

Mr. Doherty commented to the galvanized hurricane ties and suggested that they be minimized as much as possible or be turned for less metal exposure of the metal. Ms. Landry stated that Mr. Reyes is very meticulous with the aesthetics and design and the area; she would suggest it. She added that they will paint the metal or find hardware that would not be so prominent. Mr. Doherty stated that he appreciated the outdoor dining.

Ms. Hengen suggested painting the hardware black.

Mr. Thompson made a motion, seconded by Mr. King, to recommend approval for the installation of a pergola, as submitted, with the recommendation that the hardware be black.

The motion passed unanimously.

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

1. Wilcox & Barton, on behalf of NHT 2022 LLC, requests ADR approval for modifications to an existing parking lot at 81 Hall Street in the Opportunity Corridor Performance (OCP) District.

Erin Lambert of Wilcox and Barton represented the application.

Ms. Lambert explained that the proposal is for a change of use to a mixed use office building to become a medical facility. There are no changes proposed to the footprint. The previous site plan approval was granted a CUP to defer parking. Proposed site improvements include minor modifications to the parking configuration and drive aisles, which include converting an existing

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two-way drive aisle to a one-way aisle to accommodate a loading / delivery area on the north side of the building. Parking will be converted to angled parking in the loading area. This will result in a loss of a few spaces. Other modifications include constructing the previously approved parking spaces surrounding the building and moving the accessible spaces adjacent to the building. Ms. Lambert noted that there is an existing sewer line and due to that they are not able to add more trees; however, they will add shrubs that will not interfere with the sewer. She added that a landscaping plan is being completed by Terrain Planning and will be submitted. She stated that no new trees are proposed as they meet all other requirements. They will try to maintain as many trees as possible.

Mr. Thompson made a motion, seconded by Mr. King, to recommend approval as submitted.

The motion passed unanimously.

***Other***

Mr. Durfee stated that this would be his last meeting with the Committee. Members thanked him for his service to the City.

**Adjournment**

Mr. Thompson made a motion to adjourn at 9:07 a.m. Mr. King seconded. The motion passed unanimously.

Respectfully submitted,  
Lisa Fellows-Weaver  
Administrative Specialist