

City of Concord, New Hampshire  
Architectural Design Review Committee  
March 13, 2018 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on March 13, 2018 in the 2<sup>nd</sup> floor conference room at 41 Green Street.

Present at the meeting were Co-Chairs Jay Doherty and Elizabeth Durfee-Hengen, Members Doug Shilo, and Jennifer Czysz. Heather Shank and Beth Fenstermacher of the City Planning Division, and Craig Walker of the Code Division, were also present.

***Sign Applications***

- 1. Blossom Yoga & Wellness, on behalf of Ciborowski Family Trust, requesting ADR approval to replace a projecting sign and a window sign at 120 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/6/11**

Marla Matthews was present on behalf of the application. She confirmed that a new bracket, new projecting sign, and a name change for the business was being proposed.

Ms. Hengen made a motion to approve the application as submitted. Mr. Shilo seconded. The motion passed unanimously.

- 2. Roy Nails & Spa, on behalf of Michael Montor Revocable Trust, requesting ADR approval to reface an existing freestanding sign at 89 Storrs Street in the Central Business Performance (CBP) District. MBL: 35/3/11**

No applicant was present. Mr. Walker noted that the freestanding sign is grandfathered, and that the application is for replacement of the sign panel. Mr. Walker also noted that a flashing sign exists on the property and is not permitted, and that any additional signage provided must also get ADR approval. Members felt that the white background of the sign should be opaque, with only the letters and logo illuminated, to avoid excessive light and glare.

Mr. Dougherty made a motion to approve the sign subject to the conditions that the white background be opaque, that flashing signs be removed, and that any additional signage must also receive ADR approval. Mr. Shilo seconded. The motion passed unanimously.

- 3. Bread & Chocolate, on behalf of 31 South Main Acquisition, LLC, requesting ADR approval to replace an existing projecting sign at 29 S. Main Street in the Central Business Performance (CBP) District. MBL: 35/1/1**

No applicant was present. Mr. Doherty questioned the location of the sign. Mr. Walker stated that the old sign brackets were already removed and new brackets installed centered on the bays, instead of centered on the columns between bays. Ms. Shank asked if a fine would be assessed for installation without approval. Mr. Walker affirmed that it could be but that it would only be \$8.00 since the sign is only 4 square feet. Ms. Czysz and Ms. Hengen noted that the original location of the brackets was preferable but that if relocated now, there would be holes in the façade. Mr. Doherty also noted that new light fixtures had been installed covering the holes from the old brackets. Members agreed that they would not have recommended approval of the new location of the brackets if the review process had been properly followed. Mr. Shilo questioned the use of plywood, since it has a tendency to fall apart in the elements.

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Mr. Doherty made a motion to approve the application as submitted, subject to a fine being assessed for installation without approval, and noting that the Committee would not have approved the new location of the brackets if the review process had been followed properly. Ms. Czyns seconded. The motion passed unanimously.

**4. Bar Harbor Bank & Trust, on behalf of Flomac Limited Partnership, requesting ADR approval to install a new internally illuminated wall sign and replace a panel in an existing freestanding sign at 8 Loudon Road in the Gateway Performance (GWP) District. MBL: 114/1/1**

Russ Auberton was present on behalf of the applicant. Mr. Auberton presented a revised concept for the replacement panel in the free standing sign. He explained that the applicant wanted their logo represented on the freestanding sign. Members felt that the original submission was a better design, fit more proportionately in the space available on the sign, and was easier to read. Members discussed several alternatives to improve the proportions of the graphics. Members also discussed whether the white background should be opaque since the sign is internally illuminated. It was determined that the translucent background should be ok since the sign is in the GWP District.

Mr. Doherty made a motion to approve the wall sign as submitted. Mr. Shilo seconded. The motion passed unanimously.

Mr. Doherty made a motion to approve the replacement panel in the freestanding sign subject to the condition that the original submission be approved (without the logo), or that a different sign cabinet on the freestanding sign be used that better fits the proportions of the design with the logo. Mr. Shilo seconded. The motion passed unanimously.

**5. Bar Harbor Bank & Trust, on behalf of PRM Holdings, LLC, requesting ADR approval to install a new internally illuminated wall sign at 43 N. Main Street in the Central Business Performance (CBP) District. MBL: 45/1/6**

Russ Auberton was present on behalf of the applicant. Members expressed concern about having another internally illuminated cabinet on Main Street. Members recommended that the white background of the sign be opaque and only the text and graphics be illuminated.

Mr. Doherty made a motion to approve the sign subject to the condition that the white background is made opaque and only the text and logo be transparently illuminated. Ms. Czyns seconded. The motion passed unanimously.

**6. Taylored Interiors, on behalf of 31 South Main Acquisition, LLC, requesting ADR approval to replace an existing projecting sign at 29 S. Main Street in the Central Business Performance (CBP) District. MBL: 35/1/1**

No applicant was present. Mr. Walker stated that, similar to the previous application at this address, this sign had already been installed on new brackets that had been relocated. Members had the same concerns about the location of the signs. Members also felt that the sign was too busy with text and graphic features and that the colors were too dark and blended with the building such that the sign was not as visible. To improve effectiveness and clarity of the sign, members suggested that the

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graphics be simplified by reducing the amount of text and that the color choices be simplified by using fewer colors.

Ms. Czys made a motion to approve the application subject to the conditions that the graphics and colors be simplified, that the last line of text be removed to allow a larger and bolder font, that a fine be assessed for installation without approval, and noting that the Committee would not have approved the new location of the brackets if the review process had been followed properly. Mr. Shilo seconded. The motion passes unanimously.

**7. Consolidated Communications, on behalf of Fairpoint Communications, requesting ADR approval to replace an existing wall sign at 1 Horseshoe Pond Lane in the Opportunity Corridor Performance (OCP) District. MBL: 594/Z11**

No applicant was present. Members thought the sign was fairly straightforward. Mr. Shilo made a motion to approve as submitted. Ms. Czys seconded. The motion passes unanimously.

**8. 201 South Realty Trust requesting ADR approval for a new wall sign at 29 S. Main Street in the Urban Commercial (CU) District. MBL: 26/1/8**

No applicant was present. Members felt that the sign was too busy, with too much information and too many fonts used. Mr. Doherty noted that the name of the business should be the most prominent feature of the sign, since the purpose of a sign is to communicate the location of a business. Ms. Hengen suggested that all references to the various types of tobacco products could be simplified with the word "Tobacco". She pointed out that if they wanted to list all the various types, the front door and entrance could be cleared of all the sign glazing advertisements to list all the products. Members agreed that the sign should be limited to 4 products, and recommended "Grocery Wine Craft Beer Tobacco".

Mr. Doherty made a motion to approve the sign subject to the conditions that the name of the store and logo be increased in size, and all other text eliminated from the sign with the exception of four products listed with the font used for the "Grocery Wine Craft Beer" text.

***Building Permits for Exterior Modifications***

**9. Warrenstreet Architects requesting ADR approval for a 826 sf two-story addition to the existing building at 27 Warren Street in the Civic Performance (CVP) District. MBL: 36/4/5**

No applicant was present. Mr. Walker stated that the ADR application did not seem consistent with the ZBA application and approval. He suggested tabling the application until he could confirm that sufficient zoning relief had been obtained. Members agreed.

***Major Site Plans Requiring Design Review***

**10. JWB Realty, LLC, on behalf of Advantage Plastics Products, Inc., requesting Major Site Plan approval for a 10,100 sf building addition and associated site improvements at 38 Henniker Street in the Industrial (IN) District. MBL: 111/G1/61 (2018-02)**

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Patrick Colburn from Keach Nordstrom presented the application on behalf of the applicant. Mr. Colburn described the building addition and materials used. Mr. Shilo made several suggestions pertaining to the aesthetic connection between the existing and proposed building facades. Ms. Shank asked about the landscape species proposed. Members felt that the landscaping would be key to screening the new building, and that what was proposed should be sufficient.

Mr. Shilo made a motion to approve the elevation and site plan subject to the condition that the dark colored panel mid elevation be continued at a minimum onto the addition to the far jam of the first window on both the north and south elevations. Mr. Doherty seconded. The motion passes unanimously.

**11. Nobis Engineering, on behalf of Capital Region Health Care Corporation, requesting ADR approval as part of a Major Site Plan approval to construct a new 4-story 146,300 sf Ambulatory Health Care Building, and associated site improvements at 250 Pleasant Street, in the Institutional (IS) District. MBL: 95/3/4**

Chris Nadeau of Nobis Engineering and Richard Peasley of Lavallee Brensinger Architects were present on behalf of the applicant. Mr. Nadeau described changes that were made to the Landscape Plan in response to previous ADR comments. Ms. Peasley explained changes to the building that were made in response to ADR comments, including adding an additional section of glass and shifting the stairwell to add relief to the western façade facing Langley Parkway to break up the expanse of metallic panels and adding several banks of windows to the first floor facing the parking lot for the ambulatory center. Mr. Peasley explained that they presented several options to the Hospital, and the Hospital wanted to keep with the silver metal panels.

Members thought the improvements were very effective and attractive. They made additional suggestions to further break up the façade such as using a large banner or temporary art related feature. Ms. Hengen made a motion to approve the elevations and site plan with the recommendation that options to break up the metallic façade, including temporary installations, be further explored, and the canopy at the southern entrance be further developed. Ms. Czyns seconded. The motion passed unanimously.

**12. North & South Construction Services proposing to revise the building design for future buildings at Abbott Village from 3-story townhouses to 2-story townhouses, at Callaway Drive and Cleveland Ave in the Neighborhood Residential (RN) District. MBL: 393/Z 113**

The Jason Garland from North & South Construction Services presented the application. He explained that the proposal is to modify the previously approved elevations from three story structures to two story structures. The Committee discussed several aspects of the facades, including the bump outs over the first floor, the rhythm and appearance of the dormers, and the colors of the garage doors and entry doors. Members discussed with the applicant alternatives to make the entrance feel more inviting in light of the mass of the overhanging floor above. The applicant was in favor of the revisions.

Ms. Czyns made a motion to approve the elevations subject to the condition that the either a partition or wing wall be added beneath the overhanging floor to separate units, or additional columns be

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added on either side of the entrance doors with additional fencing added to create the appearance of a small porch area; that garage doors and entry doors match and be dark a color to match the existing garage doors; that the colors of window trim and siding match the existing buildings; that the ends of the dormers and gable ends utilize shake shingles; and that the 4 and 5 unit models return to ADR for approval when they are ready to move ahead with them. Mr. Shilo seconded. The motion passed unanimously.

**13. 117 Manchester Street, LLC requesting ADR review as part of a Major Site Plan approval for the renovation of a 22,000 sf building to accommodate offices of health care practitioners, 16 residential units, along with associated site improvements at 117 Manchester Street in the Highway Commercial (CH) District. MBL: 110D/1/8 (2017-50)**

Bob Sullivan presented revised elevations showing overhangs over both entrance doors, and wall vents relocated to the rear of the building, consistent with previous ADR recommendations. Ms. Hengen suggested that the wall vents be painted a similar or slightly darker shade as the siding. Members also suggested that panels added to the front of the building beneath the windows be painted to match the brown concrete block.

Ms. Hengen made a motion to approve the elevations subject to the vents and added panels be painted to match their respective facades. Ms. Czysz seconded. The motion passed unanimously.

**Adjournment**

As there was no further business to come before the Committee, the meeting adjourned at 10:38 AM.

Respectfully submitted,

Heather R. Shank, City Planner