

**City of Concord, New Hampshire  
Architectural Design Review Committee  
March 13, 2019 Minutes - DRAFT**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on March 13, 2019 in the 2nd floor conference room at 41 Green Street.

Present at the meeting were Co-Chairs Liz Hengen and Jay Doherty, Members Margaret Tomas, and Claude Gentilhomme. Sam Durfee, and Lisa Fellows-Weaver of the City Planning Division were present as well along with Zoning Administrator Craig Walker.

***Sign Applications***

- 1. Encompass Health, on behalf of Capital Region Health Care Corp., requests ADR approval to install a replacement panel on an existing monument sign at 254 Pleasant Street in the Institutional (IS) District.**

The applicant arrived after the Committee had reviewed the application.

With no comments or concerns, Mr. Gentilhomme made a motion to recommend approval of the design, as submitted. Ms. Hengen seconded. The motion passed 4/0.

- 2. Splendid Sushi, on behalf of State Pleasant Street, LLC, requests ADR approval to install a new awning sign at 26 Pleasant Street in the Central Business Performance (CBP) District.**

Albert Lwin represented the application. A brief discussion was held

Mr. Doherty asked if there would be any other text on the awning than what is shown. Mr. Lwin replied no.

Ms. Hengen made a motion to recommend approval of the design, as submitted. Mr. Gentilhomme seconded. The motion passed 4/0.

- 3. Osborne's Properties requests ADR approval to install a new internally illuminated wall sign and a replacement panel in an existing internally illuminated freestanding sign box at 258 Sheep Davis Road in the Gateway Performance (GWP) District.**

The applicant arrived after the Committee had reviewed the application.

Members felt that the proposal was a great improvement over the existing signage. Mr. Doherty commented that the new design highlights the uniqueness of the business as Osbornes now.

A discussion was held regarding having an internally lit sign with a white background. Mr. Walker stated that this location is the Gateway Performance (GWP) District a district characterized by deep setbacks and high speed vehicular traffic, unlike the Central Business Performance (CBP) District downtown. Members agreed that the sign was appropriate for the area.

Mr. Gentilhomme made a motion to recommend approval of the design, as submitted. Ms. Tomas seconded. The motion passed 4/0.

- 4. VCA Russell Animal Hospital on behalf of Painelessly Sweet Enterprises LLC, requests ADR approval to install a new wall sign and a new externally illuminated sign on existing granite posts at 286 B Pleasant Street in the Institutional (IS) District.**

The applicant arrived after the Committee had reviewed the application.

Ms. Hengen stated that the proposal appears to be for re-imaging. A discussion was held regarding the granite posts and the numbers within the posts being legible. Ms. Tomas stated that the numbers are applied acrylic. Mr. Walker stated that the third sign at the stairwell is not a part of the sign package.

**City of Concord, New Hampshire  
Architectural Design Review Committee  
March 13, 2019 Minutes - DRAFT**

Ms. Hengen made a motion to recommend approval of the design, as submitted. Mr. Gentilhomme seconded. The motion passed 4/0.

- 5. Dartmouth Hitchcock requests ADR approval as part of a Conditional Use Permit approval to install a new externally illuminated wall mounted sign above the first floor at 253 Pleasant Street in the Institutional (IS) District.**

Craig Moore of Barlo Signs represented the application.

Mr. Moore stated that they have applied for a CUP with the Planning Board. The proposal is to add one sign on both faces of the building. The signs will be backlit. He noted that there are no other signs on the building.

Mr. Doherty stated that the signs are appropriate per the location, as there are two entrances to the building. Mr. Gentilhomme added that the signs are well placed on the building.

Mr. Gentilhomme made a motion to recommend approval of the design, as submitted. Ms. Tomas seconded. The motion passed 4/0.

- 6. Siena Investments requests ADR approval to install a new internally illuminated wall sign at 273 Loudon Road in the Gateway Performance (GWP) District.**

Max Tejada represented the application.

Mr. Tejada explained that the proposed sign is all one piece. It is not individual letters. It is one large rectangle and is internally illuminated.

A discussion was held regarding the alignment of the sign as compared to other signs existing in the plaza.

Ms. Hengen made a motion to recommend approval of the design, with the conditions that the sign be dropped so that it is centered between the score lines, above and below, and the sign remain centered over the entry way, and updated renderings be submitted to the Planning Board. Mr. Gentilhomme seconded. The motion passed 4/0.

- 7. TD Bank, on behalf of Silver Holding LLC, requests ADR approval to install a replacement wall sign at 277 Sheep Davis Road in the Gateway Performance (GWP) District.**

The applicant was not present.

Ms. Tomas stated that the proposal appears to be a redesign and the new sign seems to be smaller.

Ms. Tomas made a motion to recommend approval of the design, with the condition that if the sign is smaller, the area around the sign be painted. Mr. Gentilhomme seconded. The motion passed 4/0.

***Building Permits in Performance Districts***

- 1. Ron King, on behalf of Ciborowski Jacob S. Family Trust, requests ADR approval for a new storage structure at 90 Low Ave in the Central Business Performance (CBP) District.**

The applicant had previously requested to continue the application to the April meeting.

**Other Business**

Discussions ensued as follow up to the Planning Board (PB) and Architectural Design Review Committee (ADR) joint meeting held March 12.

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**March 13, 2019 Minutes - DRAFT**

*Members/Alternates*

A discussion was held to consider changing the number of members from seven to five and/or adding alternate members to aid in attendance and avoid not having quorums. Another option mentioned was to add a PB member to the Committee.

Ms. Hengen stated that she feels that the current members on the ADR create synergy and diverse perspectives and she would prefer to not reduce the number of members. The consensus of the Committee was to keep the ADR at seven regular members and possibly add alternate members in the future. It was requested that staff reach out to the current seven members and ask if any member would be interested in moving to an alternate member.

Members discussed the fact that the Committee would like to look for a member who may have landscaping expertise. It was noted at the joint meeting that it would be great to have a member who has expertise in lighting. Lighting was raised to address impacts or intensity.

Members will try to come up with a few suggestions. It was also recommended to reach out to Planning Board member Susanne Smith-Meyer for recommendations.

*Terminology*

Additional discussion was held regarding the clarity in motions and conditions recommended by the ADR. Mr. Doherty provided the following as possible key words for the Committee to use in the motions for clarity:

- Approved as Submitted (no further comments or action required)
- Approved as Noted / Make Corrections Noted (as long as the changes or clarification are made then it is approved and would not need to come back to ADR)
- Revise, Resubmission Not Required (work with staff or adjust before Planning Board meeting - ADR would not need to see it again)
- Revise and Resubmit (this would require the applicant to come back to the ADR with the changes noted at the meeting)
- Rejected/Deny (Denied is not typically used; however, it is something that could be kept as a standard)

Mr. Gentilhomme made a motion to approve the terminology as mentioned for all motions relative to applications. Ms. Hengen seconded. The motion passed 4/0.

*Neighborhood Heritage Districts*

Ms. Hengen mentioned Neighborhood Heritage Districts. She explained that NHD is a tool that can be administered at the PB level that could be a way for the ADR to have input for other areas in Concord that might be areas of concern for retaining character and managing demolition. Ms. Hengen offered to do a work session with the Planning Board regarding neighborhood heritage districts

*ADRC Role ~ Appeal Process*

A discussion was held regarding the possibility of an appeal being presented to the Planning Board. Mr. Walker explained how an appeal of an administrative decision is handled by the ZBA. Discussion ensued as to how the appeal process is addressed for Planning Board decisions, as well as the ADR's role, if there is any, in the process. Ms. Hengen suggested following up with the Planning Board regarding the role of

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**March 13, 2019 Minutes - DRAFT**

the ADRC relative to the appeal process. Members requested that going forward the ZBA decisions be provided to them via email.

Ms. Hengen made a motion to authorize a few members to contact the Planning Board chair regarding how the appeal process is addressed by the Planning Board, if there is a role for the ADRC with appeals, and how to address appeals, if applicable, and to provide the Committee with any ZBA documentation relative to any appeals. Mr. Gentilhomme seconded. The motion passed 4/0.

*Design Guidelines*

Members requested that a copy of the Design Guidelines be brought to every meeting.

**Adjournment**

As there was no further business to come before the Committee, Ms. Hengen made a motion to adjourn. Mr. Gentilhomme seconded. The motion passed unanimously at 10:17 AM.

Respectfully Submitted,  
Lia Fellows Weaver  
Administrative Specialist