

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**February 4, 2020 Minutes - DRAFT**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on February 4, 2020 in the 2nd floor conference room at 41 Green Street.

Attendees: Co-Chair Jay Doherty, Members Doug Shilo, Claude Gentilhomme, and Margaret Tomas  
Absent: Co-Chair Elizabeth Durfee Hengen and Member Ron King  
Staff: Sam Durfee, Senior Planner  
Lisa Fellows-Weaver, Administrative Specialist  
Craig Walker, Zoning Administrator

**Call to Order**

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

**Approval of Minutes**

Mr. Gentilhomme moved to approve the minutes of January 7, 2020, as written. Mr. Shilo seconded the motion. The motion passed unanimously.

***Sign Applications***

1. Whittemore Holdings, LLC, on behalf of Above All Collision Center Towing & Recovery, requests ADR approval to add a new internally illuminated monument sign at 45-47 Chenell Dr. in the Industrial (IN) District.

Josh Messinger of Advantage Signs represented the application.

Mr. Messinger stated that the application is to add a new, internally illuminated, monument sign. The materials proposed are aluminum and Lexan. All requirements for this district have been met.

A discussion was held regarding the portion of the sign that appears to weave through the letters and be above the lettering. Mr. Messinger described the element to be designed like a cable and is a part of the company logo. It is made of a heavier gauged aluminum to accomplish the cable look. He noted that he is not sure how this element will be attached to the sign.

Additional discussion was held relative to the three additional panels on the monument. Mr. Messinger stated that there is room for three additional tenants. Ms. Tomas suggested that while there are no additional tenants, the panel colors be changed to something other than white. Mr. Messinger explained that the color would affect the costs as there is no cost for white panels. He believes that additional tenants will be occupying the space and sign panels within a month or two and the panels will then be changed.

Ms. Tomas asked if the entire monument sign is illuminated. Mr. Messinger replied yes.

Mr. Doherty commented that the design of the sign is sharp and the location makes sense for the property.

Mr. Gentilhomme made a motion to recommend approval as submitted. Ms. Tomas seconded. The motion passed unanimously.

2. Lauren E. McGrath Revoc. Tr., on behalf of Capital Regional Development Council, requests ADR approval to replace a freestanding sign at 20 Montgomery St. in the Civic Performance (CVP) District.

Josh Messinger of Advantage Signs represented the application.

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Mr. Messinger stated that the application is to replace the existing freestanding sign. The sign is a single sided aluminum sign. It will not be illuminated and no ground lighting is proposed. Mr. Walker noted that the business is a daytime business only.

Mr. Gentilhomme made a motion to recommend approval as submitted. Mr. Shilo seconded. The motion passed unanimously.

3. Tom Balon, on behalf of Company C, requests ADR approval to replace an internally illuminated wall sign at 97 Storrs St. in the Central Business Performance (CBP) District.

Tom Balon and Walter Chapin represented the application.

Mr. Balon, building owner, stated that the Company C is relocating and will be leasing the building for one year. The plan is for Company C to open in March. After that, the building will be torn down. The existing sign is in disrepair and is currently not illuminated.

The applicant requested that “Company” be back lit to create a halo effect; “C” would be internally illuminated.

A discussion was held regarding the requirements for the CBP zoning district. Mr. Walker explained that elements can have internal illumination; however, the background would need to be completely opaque.

Mr. Shilo made a motion to recommend approval with the condition that “Company” and “C” will be backlit and possibly translucent; “C” will be internally illuminated, and the background will not be internally illuminated. Mr. Gentilhomme seconded. The motion passed unanimously.

With regards to the Depot Street sign, Mr. Balon stated that there are two existing lights close to the eaves, which will be replaced as well as the existing bracket. The proposed size is 9 feet by 9 feet and will be about ¼ inch thick. The sign will hang over the transom.

Mr. Chapin stated that although there is an entrance on Depot Street they do not intend to utilize it; however, feel it is important to have some identification on Depot Street.

Ms. Tomas made a motion to recommend approval as submitted. Mr. Gentilhomme seconded. The motion passed unanimously.

***Building Permits in Performance Districts***

4. David Constant, on behalf of Constantly Pizza, requests ADR approval for an addition to 39 South Main Street in the Central Business Performance (CBP) District.

No one was present to represent the application.

Mr. Durfee stated that the applicant is requesting to add a 10’ x 20’ addition to allow space for a cooler on the back of the building.

Members felt that there was not ample information provided to make a decision.

Mr. Shilo made a motion to recommend tabling the application to the March 3, 2020, meeting and requested that color renderings be provided along with a list of materials and project elevation. Mr. Gentilhomme seconded. The motion passed unanimously.

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5. Daniel Brennan, on behalf of Concord Plaza (Panera Bread), requests ADR approval for construction of an enclosed seating area and new signage at 75-77 Fort Eddy Road in the Gateway performance (GWP) District.

Mr. Durfee stated that updated plans have been provided showing the screening proposed for the roof top unit to the solarium. He stated that the Committee suggested extending the roof line; however, there is not enough room to do that and add the unit.

Mr. Gentilhomme made a motion to recommend approval as submitted with the condition that screening be added to the highway side and to make sure the unit is shown to scale on the submitted drawings. Ms. Tomas seconded. The motion passed unanimously.

***Other Business***

Concord Hotel, 11 South Main Street

Mr. Durfee stated that Mr. Simchik from the Concord Hotel has requested that the roof lighting be allowed to be multiple colors at one time, such as red, white, and blue for the Primary's. He referenced the motion from the June 12, 2018 meeting, which indicated a color, and that the color could change. Mr. Durfee noted that the break metal has been installed and will be tested with the lighting to ensure compliance with the approval.

A discussion was held if this is an issue for the ADRC to discuss as it may be City wide policy. Mr. Shilo expressed concern with the fact that this could be setting a precedent. He commented that building wide lighting could become signage and he does not believe that the City wants to promote this issue at this time.

Mr. Gentilhomme stated that the June 2018 motion references a color. It indicated that the color could change on a daily basis; but the motion was based on only a color.

The consensus of the Committee is to maintain the motion of June 12, 2018, as written; the lighting was understood and presented to be the same color.

**Adjournment**

Mr. Doherty made a motion to adjourn. Mr. Gentilhomme seconded. The motion passed unanimously at 9:23 a.m.

Respectfully submitted,  
Lisa Fellows-Weaver  
Administrative Specialist