

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**  
**November 2, 2021 Minutes - DRAFT**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on November 2, 2021 in City Council Chambers, in the Municipal Complex, at 37 Green Street.

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

Absent: Members Margaret Tomas 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 Doherty at 8:30 a.m.

**Approval of Minutes**

Mr. Thompson moved to approve the minutes of October 12, 2021, as submitted. Mr. King seconded the motion. The motion passed unanimously.

***Sign Applications***

1. Neopco Signs, on behalf of Capitol Craftsmen/Romance Jewelers, requests ADR approval for the installation of a new non-illuminated projecting sign at 16 N. Main Street in the Central Business Performance (CBP) District.

Glen Schadlick of NEOPCO Signs represented the application along with Cheryl, the office manager.

The proposal is for a non-illuminated blade sign and will be consistent with other blade signs of other businesses on Main Street. Mr. Schadlick stated that the business lost visibility when the City planted a tree out front.

Ms. Hengen made a motion, second by Mr. King, to recommend approval of the blade sign, as submitted.

The motion passed unanimously.

2. Neopco Signs, on behalf of The DeStefano Cos., requests ADR approval for the replacement of an externally-illuminated freestanding sign at 46 Pleasant Street in the Civic Performance (CVP) District.

Glen Schadlick of NEOPCO Signs represented the application along with Steve Destefano.

Mr. Schadlick explained the proposal is to replace the 20 year old existing sign. Century 21 has rebranded the logo. He mentioned the branding limits of their new design; they are very specific. The proposed design shows what is allowed. The sign is proposed with raised graphics and letters. They intend to use the existing posts.

Ms. Hengen commented that the sign contains a lot of numbers and therefore is very confusing. Mr. Schadlick stated that the street address is added for fire safety and this is the new brand, which will be consistent throughout the country.

Discussion ensued as to alternatives for better distinction of the street address and business logo.

Mr. Schadlick suggested adding a shelf on to the top of the sign.

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Mr. Thompson made a motion, second by Mr. Gentilhomme, to recommend approval of the freestanding sign, with the recommendations to switch the street number to black on white, and to add a shelf to the top of the sign. Revised renderings to be submitted to staff for review.

The motion passed unanimously.

3. Neopco Signs, on behalf of NH Pizza Co., requests ADR approval for the installation of a new non-illuminated wall sign and a new non-illuminated projecting sign at 76 N. Main Street in the Central Business Performance (CBP) District.

Glen Schadlick of NEOPCO Signs represented the application.

Mr. Schadlick stated that this proposal is signage for a new business. The colors suggested on the blade sign are the companies brand colors. The proposal is to place raised dark blue letters over the awning and add the blade sign.

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

Mr. Gentilhomme commented that there is nothing tying the two signs together. Mr. Schadlick stated that it is a very interesting façade. He explained that on the right side of the façade is a camera; there is really no place for any signage. Ms. Hengen stated that the sign placement is fine. She stated that the signs need to tie into each other more. Mr. Schadlick stated that he did try using red for the lettering but it did not show up. Ms. Hengen suggested underlining the blue letters with red. Mr. Schadlick stated that there is no additional room due to the existing brackets that hold the awning. He added that he would need to reduce the lettering. Ms. Hengen suggested adding lines at the end of the sign in red. Mr. Schadlick replied that he could book-end the proposed sign with a red accent.

Mr. Thompson amended the motion to recommend approval of the two signs, as submitted, with the suggestion that an articulated red accent be added to both ends of the horizontal sign. Mr. King seconded the amendment.

The motion passed unanimously.

4. Neopco Signs, on behalf of Canine Strong, requests ADR approval for the replacement of an internally-illuminated wall sign at 248 Steep Davis Road in the Gateway Performance (GWP) District.

Glen Schadlick of NEOPCO Signs represented the application.

Mr. Schadlick explained the sign is a replacement of the panel only, the cabinet will not change.

A discussion was held regarding the type of business. Mr. Schadlick explained that the business is a therapy business for animals and is not a grooming business. Ms. Hengen commented that the sign looks like a business card; it is cute but hard to read. Mr. Gentilhomme suggested that the graphic be smaller and raised up to make the wording more dominant; the graphic is more dominant now.

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

The motion passed; 3/2. Ms. Hengen and Mr. King were opposed.

5. KC Signs, on behalf of Tropical Smoothie Café, requests ADR approval for the installation of a new internally-illuminated wall sign and a replacement internally-illuminated freestanding sign at 240 Loudon Road in the Gateway Performance (GWP) District.

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Robin Casey of KC signs represented the application.

Ms. Casey gave a brief overview explaining that the wall sign is raceway mounted channel letters and will be internally illuminated. The other sign is a panel in the existing freestanding sign.

Ms. Hengen made a motion, second by Mr. Thompson, to recommend approval of the two signs, as submitted.

The motion passed unanimously.

6. Sousa Signs, on behalf of Sam's Club, requests ADR approval for the replacement of an internally-illuminated freestanding sign, three internally illuminated wall signs, and two non-illuminated wall signs, at 304 Sheep Davis Road in the Gateway Performance (GWP) District.

No one was present to represent the application.

Mr. Nadeau gave an overview of the application including a freestanding sign and five other wall mounted signs. He explained that Sam's Club is rebranding and is proposing to revise their signage as well as the façade. He noted that the application also includes directory signs, which do not require permits.

Mr. Nadeau stated that a variance was obtained in 2010 allowing the number and volume of the signs. Typically, only three signs would be allowed, not to exceed 200 feet. The variance granted allows for five signs, not to exceed 211 ft.

Ms. Hengen referred to the pylon sign and asked if landscaping at the base of the sign was required when the pylon was approved. Mr. Nadeau replied that the pylon sign has been in place since the store opened and has not changed; it is 99 square feet. Mr. Durfee stated that he will follow up on the landscaping item.

Mr. King made a motion, second by Mr. Thompson, to recommend approval of the signs, as submitted, and that staff review for landscaping requirements at the base of the pylon.

The motion passed unanimously.

7. Dasco Signs, on behalf of Dunkin Donuts, requests retroactive ADR approval for the replacement on an internally-illuminated wall sign, an internally-illuminated freestanding sign, and the relocation of an internally-illuminated wall sign, at 101 Loudon Road in the General Commercial (CG) District.

No one was present to represent the application.

Mr. Durfee explained that new signs have been installed and a façade change has occurred without going through ADRC.

Mr. Nadeau explained that signs were replaced at this location back in 2000. He stated that they should have come to the Committee as the signage on the building is in excess of 40 square feet. He approved the signs based on the information he had and the fact that it was not previously required.

Ms. Hengen made a motion, second by Mr. King, to recommend approval of the signs, as submitted, with the recommendation that staff review for landscaping requirements at the base of the pylon.

Mr. Doherty asked about the drive through sign as it is white. Mr. Nadeau stated that the sign was probably not required to be opaque as it is not a requirement for this zone. Mr. Durfee stated he will look into this item.

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Ms. Hengen made a motion, second by Mr. King, to amend the motion that the drive through sign's background should be opaque and not white. Mr. King seconded the amendment.

The motion passed unanimously.

***Building Permits in Performance Districts***

1. Joyce Landwehr, on behalf of Sam's Club, requests ADR approval for façade modifications to the building at 304 Sheep Davis Road in the Gateway Performance (GWP) District.

No one was present to represent the application.

Mr. Nadeau gave an overview of the proposal explaining that there are new façade modifications proposed along with changes to the main entrance of the building, a blue bar is being added over the loading area and the banner around the canopy at the fuel station is changing.

Mr. Thompson made a motion, second by Mr. King, to recommend approval for the façade modifications, as submitted.

The motion passed unanimously.

2. The Turner Group, on behalf of The DeStefano Cos., requests ADR approval for the renovation of an out-building for the purpose of a new dwelling unit at 46 Pleasant Street in the Civic Performance (CVP) District.

Bill Hickey of the H.L. Turner Group along with Barry Hoeg and Alice Zhou represented the application.

Mr. Hickey stated that the proposal is to convert the existing garage, a former carriage house/stable, into a two story, two-bedroom apartment. He noted that at one time the structure was an apartment.

Mr. Hoeg described the elevations and architectural designs, which will include a single pass door, removing and infilling the three windows on the west side due to the need for a 1 hour rated fire wall, cement clap board siding to meet fire codes, an asphalt roof, and the basement will be used for storage. The existing opening for the overhead door on the south side will be infilled with a new pass/entry door and opened to add windows. The North and East sides will remain as is.

A discussion was held about the windows, specifically the middle window. Members felt that the middle window seems to be out of place. Ms. Hengen commented that the arch window is a key architectural feature. She suggested they look at the grid and work with what they have; keep the casing of the existing opening and design something for the door that is less commercial looking.

Mr. Gentilhomme appreciated the design being respectful of the architecture and suggested leaving the window that was previously a door; there has been so much changed, it would be nice to leave the single window and the grill in the window.

Mr. Hoeg explained the code requirements; each bedroom must have its own opening for egress and for venting. He stated that the proposal is designed to obtain the best living space. He noted that he could look into other window options; styles and sizes.

The Committee agreed that the proposed shutters should not be added. Additional comments were that infills where the windows were on the left side should be done. Members agreed that the South side needs attention.

Ms. Hengen made a motion, second by Mr. King, to table the application pending revisions to the design.

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Mr. Hickey respectfully requested that the Committee recommend approvals for areas where there were no concerns so they could move forward with construction. Mr. Durfee stated that this could be achieved by splitting the building permit.

Ms. Hengen amended the motion, to recommend approval of the proposed design with the conditions that shutters be eliminated, the west elevation retain the window casings of the three existing windows and be infilled cementitious with the clapboard rhythm, a sky light be explored for the east elevation of the roof, and the south elevation design be looked at again; and return to the Committee for future review. Mr. King seconded the amendment.

The motion passed unanimously.

***Major Site Plan Applications***

1. NH Swim School, requests ADR approval for an amendment to a previously approved site plan to change the design of the structure enclosing a proposed swimming pool at 41 Hall Street in the Gateway Performance (GWP) District.

Karen Jenovese of NH Swim, represented the application.

Ms. Jenovese referred to her previously approved site plan application from July 2019 for the construction of a 3,700 square foot addition for an indoor swimming pool. She explained the NH Swim school program and stated that she is now hoping to amend the site plan to have an outdoor pool with a structure that allows the roof to retract pending the weather. She stated that the business is only open for five months out of the year.

A discussion was held regarding the existing two bedroom house on site. Ms. Jenovese stated that the house will remain and the proposed location of the pool and deck will not change from the approved site plan. She stated that the existing porch building will be renovated to accommodate two handicapped bathrooms. She added that the proposed pool is a two lane pool and is 25 yards.

Mr. Gentilhomme made a motion, second by Mr. Thompson, to recommend approval of the amended site plan for an enclosed swimming pool, as submitted.

The motion passed unanimously.

2. Bull Meadow Re Holdings, LLC requests ADR approval for an amendment to a Major Site Plan approval for construction of a single-family home on the property at 63 Bog Road in the Residential Open Space (RO) and Medium Density Residential (RM) Districts.

Justin Stephens of Stephens Brothers Properties, LLC, represented the application.

Mr. Stephens stated that their architect has not provided renderings and the pictures provided were not the best example of the proposed structure. They need more storage for the venue and this will also allow for security as the facilities manager will be residing in the apartment. He explained that the building will be a 1,280 square foot, three bay garage, with a two bedroom, two bathroom apartment above it. The exterior proposed is a 10 inch board with four inch batten. Other features will be similar to the function building. All hardware will be black, windows will be black, with a gray asphalt shingled roof. A variance for the garage and apartment has been obtained by the ZBA.

Mr. Doherty stated that it is a beautiful facility and he appreciates the attention to detail.

A discussion was held regarding the proposed location and the wetlands. Mr. Stephens stated that due to the wetlands this is the best location and they are trying to mitigate all impacts. Ms. Hengen suggested rotating the building 90 degrees to provide more definition. Mr. Stephens

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replied they have an outdoor area for weddings close by and this location has the least impact. He noted that the doors will face the driveway.

Ms. Hengen suggested carriage doors for the overhead doors.

Mr. Gentilhomme suggested to no add shutters.

Mr. Thompson made a motion, second by Ms. Hengen, to recommend approval of the proposed amendment to the previously approved site plan, pending staff review of the pending revised drawings as described.

The motion passed unanimously.

3. TFMoran, Inc, on behalf of Perry William H. Family Trust & Perry Barbara M. Trust, requests Comprehensive Development Plan and Major Site Plan approval for a multifamily residential development consisting of approximately 123 two-bedroom units in (3) three story buildings; also requested are three Conditional Use Permits to allow a residential development without a commercial component in a GWP District, to allow construction of fewer parking spaces than are required, and to allow less than the required separation between driveways; along with associated site improvements, for property off of Pembroke Road in the Gateway Performance (GWP) District.

Joe Tamposi along with Vernon Apgar from TF Moran represented the application.

Mr. Tamposi provided an overview of the project. He stated that the proposal is to construct three, three-story buildings that will be 42 feet high, with 123 multi-family apartments along Pembroke Road with a common area. This project will be 100% workforce housing units. The lot is 10 acres. The units will be one, two, and three bedrooms. A two bedroom will be approximately 850 square feet. Rental amounts were discussed to be between \$1,053. - \$1,260.; determined by the AMI which Concord is at 60%. There is an easement with the City that runs through the property. The front portion of the property will be undisturbed and remain as a wooded area. The three buildings will be tan, each will have a separate accent colors of white, blue, and green. The gables are proposed to be bumped out. Window styles are undetermined at this time.

Mr. Durfee commented that more doors on the inside facing the open space and walkway system should be added.

Ms. Hengen stated that much of the lot will be in a shadow due to the height of the buildings.

Mr. King commented that the open space area needs to be articulated. The open space area was described to include an unprogrammed open recreation area which will have a fire pit, patio area, playground. A dog walk area will also be on site.

Mr. Durfee stated that the applicant has applied for a CUP to reduce the required 2.0 parking ratio to 1.6. This plan does show the parking reduction.

Mr. King stated that the 45 feet between the buildings may allow for the parking to be out on the north end. Mr. Durfee explained that the location is based on the setbacks due to the proposed height of the buildings.

Mr. Gentilhomme stated the concept is very good; however, he requested more details of the entire project be provided when the formal application is presented. He also suggested that they utilize more design options.

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Ms. Hengen suggested that the buildings be pushed back farther. Mr. Doherty suggested they consider staggering the parallel buildings. Ms. Hengen commented that more light could enter the common area if the left hand side building was staggered.

Members agreed that this is a nice proposal and there are some design factors that could be utilized to make the project not seem so flat. They also agreed that more entrances need to be created and to individualize the buildings more.

Mr. Durfee suggested that the applicant could shift parking from the northern end of the lot to the west and east sides and push one or two buildings to the north to allow for more open space in the development. Members agreed.

**Adjournment**

Mr. Thompson made a motion to adjourn. Mr. King seconded. The motion passed unanimously.

Respectfully submitted,  
Lisa Fellows-Weaver  
Administrative Specialist