

**City of Concord, New Hampshire
Architectural Design Review Committee
January 12, 2016 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, January 12, 2016, in the Second Floor Conference Room, in City Hall at 41 Green Street.

Present at the meeting were members Doug Shilo, Jay Doherty, Liz Hengen, and Ron King. Also present were Craig Walker of the Code Administration Division, and Heather Shank, Beth Fenstermacher, and Kate Kindel of the City Planning Division.

The ADRC met in order to review the proposed design of certain sites, buildings, building alterations, and signs that are on the Planning Board's regular agenda for January 20, 2016, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

- 1. Consideration of the following applications under the provisions of Section 28-9-4(f), Architectural Design Review, of the Zoning Ordinance.**
 - a. Application by Alexander Constant on behalf of YoYo Heaven, requesting ADR approval to install one (1) new 20 sf non-illuminated wall sign at 35 S. Main Street in the Central Business Performance (CBP) District. MBL: 34/4/1**

Representing the applicant was Bill Lustig from Sign-A-Rama. There was discussion about the readability of the sign, including the space around letters, the harsh contrast of the colors, and the 3-D lettering. There was additional discussion about the position of the sign on the building in relation to adjacent signs.

Mr. Doherty made a motion to recommend ADR approval, with additional recommendations to reduce the size of letters such that additional space could be provided between the letters and the border; change the colors to those that read easier than the blue/yellow combination, or tone down the shade of yellow; position the sign to align with the lower edge of the adjacent signs; and delete the 3D graphics. Mr. King seconded the motion. The motion passed unanimously.

- b. Application by Desert Brook Enterprises, LLC requesting ADR approval to install one (1) 90 sf internally illuminated replacement freestanding sign (including three lines of changeable copy); two (2) new 36 sf internally illuminated roof signs, and one (1) new 25 sf internally illuminated wall sign at 204 Fisherville Road in the General Commercial (CG) District. MBL: 201/P142**

Representing the applicant was Bill Lustig from Sign-A-Rama. He confirmed that the colors on all four signs would match. Craig Walker noted that the street address must be added to the signs, in letters at least 3 inches high, to assist fire and emergency vehicles, and Mr. Lustig affirmed that this change will be made.

Mr. King made a motion to recommend ADR approval, with additional recommendations to add the street address on the pylon; reduce the circled "24" such that it does not touch the border on each sign; and remove the lower word "wash" from the Truck/Boat/RV sign. Mr. Doherty seconded the motion. The motion passed unanimously.

- c. Application by ROI Irrev. Trust, John R. Monson Trustee, on behalf of Re-Petes New and Used Goods, requesting ADR approval to install one (1) replacement 32 sf internally illuminated freestanding sign at 32 Manchester Street in the Gateway Performance (GWP) District. MBL: 110/H2/9**

The applicant was not present. There was discussion about the fourth line of changeable text on the existing sign to remain. It was agreed that the remnants of previous letters should be more fully removed.

Mr. King made a motion to recommend ADR approval as submitted, with the recommendation that the letters be more completely removed from the fourth line of changeable text on the existing sign to remain. Mr. Doherty seconded the motion. The motion passed unanimously.

- d. Application by 81 Hall Street, LLC requesting ADR approval to install one (1) new 101.3 sf internally illuminated affixed sign at 81 Hall Street in the Opportunity Corridor Performance (OCP) District. MBL: 14/3/7**

The applicant was represented by Josh Messenger, from Advantage Signs. There was discussion on the colors and materials of the sign.

Ms. Hengen made a motion to recommend ADR approval as submitted. Mr. Doherty seconded the motion. The motion passed unanimously.

- e. Application by 158 Manchester St., Inc., on behalf of Team Kia, requesting ADR approval to install one (1) replacement 29.9 sf internally illuminated freestanding sign at 158 Manchester Street in the Highway Commercial (CH) District. MBL: 110/K1/5**

Representing the applicant was Paul Martin, from Barlo Signs. The sign will be located in a different location due to Manchester Road improvements. The new sign will be slightly smaller than the old sign. There was discussion as to whether landscaping could be provided around the base of the sign.

Ms. Hengen made a motion to recommend ADR approval, with the additional recommendation that landscaping be provided around the base of the sign. Mr. King seconded the motion. The motion passed unanimously.

- 2. Application by Northpoint Engineering on behalf of Morrill Mill Pond LLC requesting ADR approval as part of a Major Site Plan application for construction of a 13,800 sf warehouse/office building consisting of 1800 sf of office and 12,000 sf of warehouse with a 42'x32' covered loading/unloading area at Whitney Road within the Industrial (IN) District. Proposed site improvements include construction of 15 parking spaces and installation of drainage, lighting, and utility improvements. A CUP is also requested to allow for the construction of 15 parking spaces whereas 35 spaces are required. Map/Block/Lot: 6/P12 [SPR/CUP] (2015-51)**

Jeff Lewis represented Northpoint Engineering, and Dan Hall represented The Turner Group. Mr. Lewis stated that the office space would be in front with the warehouse space behind. He also stated that there will be no seepage into the wetland, the lighting plan is standard, and snow removal will be easy because of lack of curbs.

There was discussion about the appearance of the berm on the front property line, and the proposed 6-foot fence. This fence will provide screening, as well as a sound barrier. Ms. Hengen recommended that the fence be a darker shade, to blend in with the trees. Members agreed that planting on the berm should be provided, if feasible. Mr. Hall described the building materials. The appearance of the base material and the treatment at the corners of the building was discussed. Signage has not been determined.

Mr. King made a motion to recommend ADR approval, with additional recommendations that the fence be a dark color, that plantings be provided on the berm, and that landscaping be provided as specified on the plan. Mr. Shilo seconded the motion. The motion passed unanimously.

3. Any other business which may legally come before the Committee.

As there was no further business to come before the Committee, the meeting adjourned at 9:50 AM.

Respectfully submitted,

Heather Shank
Assistant City Planner