

**City of Concord, New Hampshire
Architectural Design Review Committee
March 11, 2014**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, March 11, 2014 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Duene Cowan, Elizabeth Hengen, Claude Gentilhomme, and James Doherty. Craig Walker of the Code Administration Division and Steve Henninger, Becky Hebert, Nancy Larson and Patricia Murray of the City Planning Division were present.

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 March 19, 2014, 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 Harold Ekstrom, on behalf of Kristin Kennedy, requesting Architectural Design Review Approval for a new hanging sign at 30A Warren Street, within the Central Business Performance (CBP) District.

The applicant Kristin Kennedy was present. The Committee noted that the proposed hanging sign was attractive.

Mr. Gentilhomme recommended approval of a new hanging sign at 30A Warren Street as submitted. Mr. Cowan seconded the motion. The motion passed unanimously.

b. Application by Alexander J. Constant, on behalf of Constantly Pizza, requesting Architectural Design Review Approval for a new affixed roof sign at 39 S. Main Street, within the Central Business Performance (CBP) District.

The applicant's agent, Ted Jarvis, was presented and spoke to the committee. Mr. Henninger noted that the Zoning Board of Adjustment had granted variances to allow the sign as submitted. The committee was concerned that the proposed sign, while an improvement over the existing signage, still blocked the second story windows.

The committee discussed in detail the proposed "Coke" logos on each end of the proposed band below the Constantly Pizza letters. The committee was concerned about establishing a precedent for this type of signage within the downtown. The committee did not have serious reservations about the appearance of this sign as proposed.

Mr. Gentilhomme made the motion to recommend Design Review approval for a new affixed new affixed roof sign at 39 S. Main Street as submitted with the recommendation that the Constantly Pizza lettering be reduced in size to reduce the blockage of the second floor apartment windows

and that the red background of the Coke signs be made opaque so only the white lettering would show through at night. Ms. Hengen seconded the motion. This motion passed unanimously.

Mr. Jarvis advised that they would comply with the request to make opaque the red “Coke” background.

c. Application by Firenze Realty Assoc., LLC, on behalf of Michael’s, requesting Architectural Design Review Approval for three (3) replacement signs at 86 D’Amante Drive, within the Gateway Performance (GWP) District.

Mr. Kevin Duggan, Metro Signs, representing Michael’s, was present to discuss the application. Mr. Duggan noted that Michael’s is rebranding and the company was of the opinion that they did not need to state what they sold, so the tag line “Arts & Crafts” is being removed.

Mr. Cowan made the motion to approve three (3) replacement signs at 86 D’Amante Drive as submitted. Mr. Doherty seconded the motion. The motion passed unanimously.

The new City Planner, Nancy Larson was introduced to the ADRC.

As there was no further business to come before the Committee, the meeting adjourned at 9:05 am.

Respectfully submitted,

Stephen Henninger
Assistant City Planner