

**City of Concord, New Hampshire  
Architectural Design Review Committee  
December 9, 2014**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, December 9, 2014 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jennifer Czysz, Jay Doherty and Liz Hengen. Craig Walker of the Code Administration Division and Nancy Larson, Heather Shank and Patricia Murray of the City Planning Division were also 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 December 17, 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 BJJ Investments, Inc., on behalf of Papa John's Pizza, requesting Architectural Design Review Approval for one (1) new 40 sq. ft. internally illuminated pylon sign with a separate 18.55 sq. ft. internally illuminated manual copy sign mounted below, at 234 North Main Street, within the Urban Commercial (CU) District. MBLU: 55-5-11**

The applicant was not present. A discussion ensued about the location of the building. Discussion ensued regarding the brightness of the proposed signs. Mr. Walker explained there is no standard for lighting specific to signage as far as brightness. Ms. Shank expressed concerns for any glare. The Committee discussed their reasoning for their recommendations which includes the residence located near the proposed sign and the concern that the lighting may be too bright for that area.

Ms. Hengen recommended Design Review approval for the application by BJJ Investments, Inc., on behalf of Papa John's Pizza, for one (1) new 40 sq. ft. internally illuminated pylon sign with a separate 18.55 sq. ft. internally illuminated manual copy sign mounted below, at 234 North Main Street, MBLU: 55-5-11, as submitted with the recommendation that the cool florescent lights proposed in the application is replaced with a lighting that is a warm off-white color and illumination be limited to the actual lettering on sign at night. Ms. Czysz seconded the recommendation. The motion passed 2:1 with Mr. Doherty opposing.

- b. **Application by Demoulas Supermarkets, Inc., on behalf of John Barous dba Barous' Family Restaurant, requesting Architectural Design Review Approval for one (1) replacement 29.4 sq. ft. internally illuminated affixed wall sign at 94-108 Fort Eddy Road within the Gateway Performance (GWP) District. MBLU: 46A-1-16**

Glen Schadlick, NE Op Co Signs and John Barous were present to speak to the application.

Ms. Hengen recommended Design Review approval for the application by Demoulas Supermarkets, Inc., on behalf of John Barous dba Barous' Family Restaurant, for one (1) replacement 29.4 sq. ft. internally illuminated affixed wall sign at 94-108 Fort Eddy Road, MBLU: 46A-1-16, as submitted. Ms. Czysz seconded the recommendation. The motion passed unanimously.

- c. Application by RAP Realty, LLC, on behalf of Federated Auto Parts/Fisher Auto Parts, requesting Architectural Design Review Approval for one (1) replacement 66 sq. ft. internally illuminated affixed wall sign, and one (1) new 20 sq. ft. internally illuminated affixed wall sign at 120 Loudon Road, within the General Commercial (CG) District. MBLU: 116-7-4**

The applicant was not present. Ms. Hengen spoke about removing the duplicate “Federated Auto Parts” section on the proposed sign 1 stating the sign would be more effective with an off centered logo which could be more eye-catching and could give more balance to the “Fisher Auto Parts” section of the sign. A discussion ensued about the vantage point of sign 2.

Ms. Hengen recommended Design Review approval for the application by RAP Realty, LLC, on behalf of Federated Auto Parts/Fisher Auto Parts, for one (1) replacement 66 sq. ft. internally illuminated affixed wall sign, and one (1) new 20 sq. ft. internally illuminated affixed wall sign at 120 Loudon Road, MBLU: 116-7-4, as submitted with the recommendation that sign 1 be opaque and that the lettering and logos be the only illuminated element on the sign, to remove approximately 18 inches of white space to the left and right of the “Fisher Auto Parts” logo to reduce the overall sign width and if the applicant chooses the height of the sign may be increased but should maintain a correct proportion of width to height and to remove one of the “Federated Auto Parts” logos, preferably the one on the right. Mr. Doherty seconded the recommendation. The motion passed unanimously.

- d. Application by Brixmor Capitol SC, LLC, on behalf of Title Boxing Club, requesting Architectural Design Review Approval for two (2) new 28.8 sq. ft. and 37.33 sq. ft. internally illuminated affixed wall signs at 80 Storrs Street, within the Opportunity Corridor Performance (OCP) District. MBLU: 35B-1-1**

The applicant was not present. Discussion ensued regarding the proposed red sign on a red brick building.

Ms. Hengen recommended Design Review approval for the application by Brixmor Capitol SC, LLC, on behalf of Title Boxing Club, for two (2) new 28.8 sq. ft. and 37.33 sq. ft. internally illuminated affixed wall signs at 80 Storrs Street, MBLU: 35B-1-1, as submitted with the suggestion that the color of the sign be a white or lighter color. Mr. Doherty seconded the recommendation. The motion passed unanimously.

- e. Application by Capital Plaza, LLC, on behalf of Citizen’s Bank, requesting Architectural Design Review Approval for one (1) new 10 sq. ft. non-illuminated hanging sign with bracket at 57-81 North Main Street, within the Central Business Performance (CBP) District. MBLU: 45-1-12**

Carol Bugbee, Philadelphia Signs, was present to speak to the application. Ms. Bugbee informed the Committee that the sign was raised to 9 feet to meet the code requirements and is being proposed because pedestrians are having trouble seeing the window signs.

Mr. Doherty recommended Design Review approval for the application by Capital Plaza, LLC, on behalf of Citizen’s Bank, for one (1) new 10 sq. ft. non-illuminated hanging sign with bracket at 57-81 North Main Street, MBLU: 45-1-12, as submitted. Ms. Hengen seconded the recommendation. The motion passed unanimously.

**2. 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 9:40 am.

Respectfully submitted,

Nancy Larson  
City Planner