



CITY OF CONCORD
New Hampshire's Main Street™
Community Development Department
Planning Division

ARCHITECTURAL DESIGN REVIEW COMMITTEE

August 6, 2024, 8:30 a.m.

City Council Chambers, 37 Green St, Concord, NH 03301

AGENDA

1. Call to Order
2. Minutes – Approve [July 2, 2024](#) meeting minutes
3. [Staff Memorandum](#)

Sign Applications

4. Sousa Signs, on behalf of Lighthouse Credit Union, requests an architectural design review recommendation for two new 3.9-square-foot non-illuminated wall signs (SP-0282-2024, SP-0283-2024), a new 9-square-foot externally illuminated hanging sign (SP-0284-2024), and a new 0.9-square-foot outdoor atm graphic sign (SP-0285-2024) at [1-5 S Main St](#) in the Central Business Performance (CBP) District.
5. CT Signs and Graphics, on behalf of Princess Nails & Spa, requests an architectural design review recommendation for a new 24.5-square-foot internally illuminated building wall sign (SP-0287-2024) and a new 20.49-square-foot internally illuminated pylon tenant panel sign (SP-0288-2024) at [374 Loudon Rd](#) in the Gateway Performance (GWP) District.
6. Spirit Halloween requests an architectural design review recommendation for a new 75-square-foot non-illuminated wall sign (SP-0289-2024) at [24 Fort Eddy Rd](#) in the Gateway Performance (GWP) District.
7. Signarama, on behalf of Flexible, requests an architectural design review recommendation for a new 15-square-foot non-illuminated wall sign (SP-0293-2024) and a new 15-square-foot sign internally illuminated pylon tenant panel sign (SP-0294-2024) at 249 Sheep Davis Rd in the Gateway Performance (GWP) District.
 - [New Application](#)
 - [Other recent on-site sign applications](#)
8. NH Signs, on behalf of Boys and Girls Club of Central NH, requests an architectural design review recommendation for a new 12-square-foot non-illuminated wall sign (SP-0263-2024) at [76 Community Dr](#) in the Neighborhood Residential (RN) District.
9. NH Signs, on behalf of The Penacook Library & Activity Center, requests an architectural design review recommendation for a new 19.44-square-foot non-illuminated wall sign (SP-0262-2024) at [76 Community Dr](#) in the Neighborhood Residential (RN) District.
10. NH Signs, on behalf of The Rowe Family Early Learning Center, requests an architectural design review recommendation for a new 12-square-foot non-illuminated wall sign (SP-0292-2024) at [76 Community Dr](#) in the Neighborhood Residential (RN) District.

11. NH Signs, on behalf of The Penacook Community Center, requests an architectural design review recommendation for a new 18.26-square-foot non-illuminated wall sign (SP-0259-2024) at [76 Community Dr](#) in the Neighborhood Residential (RN) District.
12. American Sign Inc., on behalf of Sierra, requests an architectural design review recommendation for a new 200-square-foot internally illuminated wall sign (SP-0270-2024) and a new 90.3-square-foot internally illuminated wall sign (SP-0271-2024) at 10 Loudon Rd in the Gateway Performance (GWP) District.
 - [New Application](#)
 - [Previously Approved Applications](#)
13. Keystone Management, on behalf of Whitebridge, requests an architectural design review recommendation for a new 42.5-square-foot externally illuminated freestanding sign (SP-0274-2024) at [91 North State St](#) in the Civic Performance (CVP) District.
14. Keystone Management, on behalf of Performance Health Spine & Sport Therapy, requests an architectural design review recommendation for two existing non-permitted 16-square-foot non-illuminated awning signs (SP-0296-2024 and SP-0298-2024) at [91A North State Street](#) in the Civic Performance (CVP) District.
15. KC Signs, on behalf of Starbucks, requests an architectural design review recommendation, for a master sign plan as part of a major site plan, including two new 19.63-square-foot internally illuminated wall signs (SP-0301-2024, SP-0298-2024), and a new 26.85-square-foot internally illuminated wall sign (SP-0297-2024) at [8 Whitney Rd](#) in the Industrial (IN) District.

Other Business

16. Adjourn

All City of Concord public meetings are accessible for persons with disabilities. Any persons who feel that they may be unable to participate in a City of Concord public meeting due to a disability should, to the extent possible, call (603) 225-8595 at least 48 hours prior to the meeting so that a reasonable accommodation can be arranged.