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

ARCHITECTURAL DESIGN REVIEW COMMITTEE

February 4, 2025, 8:30 a.m.

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

AGENDA

- 1. Call to Order**
- 2. Minutes – Approve meeting minutes from [January 7, 2025](#)**
- 3. [Staff Memorandum](#)**
- 4. Sign Applications**
 - 4.1 Pamela Seguin, on behalf of Root Up & More and PRM Holdings, LLC, requests an architectural design review recommendation for an existing, non-permitted 9.1-square-foot sign (SP-0430-2024) at [47 N Main St](#) in the Central Business Performance (CBP) District. (2025-003)
 - 4.2 Sousa Signs, LLC, on behalf of Ulta Beauty and Brixmore Capital SC, LLC, requests an architectural design review recommendation for a new 133.4-square-foot internally illuminated building wall sign (SP-0431-2024), and a 90-square-foot internally illuminated building wall sign (SP-0432-2024) to replace an existing building wall sign, at [80 Storrs St](#), in the Opportunity Performance Corridor (OCP) District (2025-001)
 - 4.3 Signarama of Concord, on behalf of Who Doesn't Want That? And Harold E & Judith A Ekstrom, requests an architectural design review recommendation for a new 6.25-square-foot non-illuminated hanging blade sign (SP-0438-2025), at [34 Warren St Unit 1](#), in the Central Business Performance (CBP) District. (2025-008)
 - 4.4 Advantage Signs, on behalf of Woodpecker Insurance and IJMW, LLC, requests an architectural design review recommendation for a new 3.5-square-foot non-illuminated tenant panel sign (SP-0441-2025) to be placed on an existing freestanding sign, at [30 S Main St Bldg. 1](#), in the Central Business Performance (CBP) District. (2025-002)
 - 4.5 Sundance Sign Co, on behalf of Totally Tea + Coffee, and Foxfire Management, requests an architectural design review recommendation for a 22-square-foot externally illuminated building wall sign (SP-0444-2025), to replace an existing building wall sign, at [2 Capital Plaza](#) in the Central Business Performance (CBP) District. (2025-004)
- 5. Building Permit Applications**
- 6. Site Plan Applications**

7. Other Business

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

7.2 Adjourn

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For meetings held in the City Council Chambers, any person who is unable to access the upper level of the Council Chambers to address the City Council or any other public body may use the podium and/or microphone located at the lower level of the Council Chambers. Other reasonable accommodations may be available upon request.

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