



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

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City Planner

ARCHITECTURAL DESIGN REVIEW COMMITTEE

June 3, 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 [May 6, 2025](#)**
3. **[Staff Memorandum](#)**
4. **Sign Applications**
 - 4.1 Carolyn A. Parker Consulting and New England Signs & Awnings, on behalf of Langdon H. Wait, trustee of the trust under the will of Alice E. Ward and Sherwin Williams, requests an architectural design review recommendation for an 81.27-square-foot internally illuminated freestanding sign (SP-0520-2025) to reface an existing freestanding sign, and a 53.47-square-foot internally illuminated building wall sign (SP-0551-2025) to replace an existing building wall sign at [149 Loudon Rd](#) in the General Commercial (CG) District. (2025-041) (PL-ADR-2025-0086)
 - 4.2 Spirit Halloween, on behalf of Albertsons, requests an architectural design review recommendation for a new 75-square-foot non-illuminated building wall sign (SP-0547-2025) at [24 Fort Eddy Rd](#) in the Gateway Performance (GWP) District. (2025-058) (PL-ADR-2025-0098)
 - 4.3 Batten Bros Signs Inc, on behalf of Gallagher and 45 Constitution LLC, requests an architectural design review recommendation for a 77.25-square-foot internally illuminated building wall sign (SP-0549-2025) to replace an existing building wall sign, and a 10.3-square-foot non-illuminated monument sign (SP-0550-2025), to replace an existing monument sign at [45 Constitution Ave](#) in the Opportunity Corridor Performance (OCP) District. (2025-051) (PL-ADR-2025-0092)
 - 4.4 Sousa Signs, LLC, on behalf of Swenson Stone Works and Swenson Granite Company, LLC, requests an architectural design review recommendation for a new 37.8-square-foot internally illuminated freestanding sign (SP-0571-2025) at [375 N State St](#) in the Industrial (IN) District. (2025-027) (PL-ADR-2025-0093)
 - 4.5 Spectrum Signs & Graphics, on behalf of Hermanos and T&A Holdings, LLC, requests an architectural design review recommendation for two 29-square-foot internally illuminated building wall signs (SP-0572-2025 and SP-0573-2025) to replace two existing building wall signs, and an 8.7-square-foot internally illuminated hanging blade sign (SP-0574-2025) to replace an existing hanging blade sign at [11 Hills Ave](#) in the Central Business Performance (CBP) District. (2025-053) (PL-ADR-2025-0094)
 - 4.6 Advantage Signs, on behalf of 80 Main LLC, requests an architectural design review recommendation for two new 37-square-foot internally illuminated building wall signs (SP-0575-2025 and SP-0576-2025) at [80 S Main St](#) in the Urban Commercial (CU) District. (2025-054) (PL-ADR-2025-0095)
 - 4.7 Father – Daughter Customs LLC requests an architectural design review recommendation for an existing, non-permitted 21-square-foot non-illuminated window sign (SP-0542-2025) at [154 N Main St](#) in the Central Business Performance (CBP) District.

5. Building Permit Applications

5.1 None

6. Site Plan Applications

6.1 Keach-Nordstrom Associates, Inc., on behalf of Parmenter Place, requests a recommendation from the Architectural Design Review Committee for architectural design review for eight additional townhouse units at Tax Map Lot 392Z 22, addressed as 15 Parmenter Rd, in the Neighborhood Residential (RN) District. (2025-046) (PL-SPR-2025-004)

- [Civil Plan \(excerpt\)](#)
- [Architectural Drawings](#)
- [Supplemental](#)

6.2 Wilcox & Barton, Inc., on behalf of Arts Alley LLC, requests approval for an amendment to an approved site plan at Tax Map Lot 7412Z 37, addressed as 20 ½ S Main St, in the Central Business Performance (CBP) District. (2022-047) (PL-AMEND-2025-0016)

- [2022-47 Amendment Plans](#)
- [2022-47 Amendment Supplemental](#)
- [January 17, 2024 Planning Board Minutes Excerpt](#)
- [2022-47 Approved Civil Plan Excerpt](#)
- [2022-47 Approved Architectural Plans](#)

7. Other Business

7.1 Administrative Approval – minor alteration to the architectural design review approval at 80 Storrs St (2024-062)

- [2024-062 Amendment Elevation](#)
- [2024-062 Approved Elevations](#)

7.2 4 Bouton Street Concept

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

7.4 Adjourn

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