



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

ARCHITECTURAL DESIGN REVIEW COMMITTEE

July 1, 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 June 3, 2025**
- 3. Staff Memorandum**
- 4. Sign Applications**
 - 4.1 Massa Multimedia Architecture, on behalf of Wal-Mart Real Estate Business Trust, requests an architectural design review recommendation for a relocated 20-square-foot internally illuminated building wall sign (SP-0552-2025), a relocated 21-square-foot internally illuminated building sign, (SP-0553-2025), a new 10.26-square-foot non-illuminated building wall sign (SP-0554-2025), a new 23.35-square-foot non-illuminated building wall sign (SP-0555-2025), a new 34.84-square-foot non-illuminated building wall sign (SP-0556-2025), a new 27.49-square-foot non-illuminated building wall sign (SP-0557-2025), a new 47.11-square-foot non-illuminated building wall sign (SP-0558-2025), a new 32.86-square-foot internally illuminated building wall sign (SP-0559-2025), a new 88.94-square-foot internally illuminated building wall sign (SP-0560-2025), a 37.28-square-foot internally illuminated building wall sign (SP-0561-2025), to replace an existing building wall sign, an 88-square-foot internally illuminated freestanding sign panel (SP-0563-2025), to replace an existing freestanding sign panel, and a 72-square-foot internally illuminated freestanding sign panel (SP-0564-2025), to replace an existing freestanding sign panel, at [344 Loudon Rd](#) in the Gateway Performance (GWP) District. (2025-049) (PL-ADR-2025-0089)
 - 4.2 Brian Soulard and Dusk, LLC, on behalf of State Pleasant Street, LLC, request an architectural design review recommendation for a 16-square-foot internally illuminated projecting building sign panel (SP-0569-2025), to replace the panel of an existing internally illuminated projecting building sign at [26 Pleasant St](#) in the Central Business Performance (CBP District. (2025-066) (PL-ADR-2025-0102)
 - 4.3 Advantage Signs, on behalf of Eurofins and Concord Antrim Avenue Real Estate Inc, requests an architectural design review recommendation for a 35-square-foot internally illuminated freestanding sign panel (SP-0562-2025), to replace a panel on an existing freestanding sign cabinet, at [51 Antrim Ave](#) in the Industrial (IN) District. (2025-068) (PL-ADR-2025-0105)
 - 4.4 Advantage Signs, on behalf of Steve Duprey and Pierce Manse, requests an architectural design review recommendation for a new 90-square-foot sign non-illuminated freestanding sign (SP-0599-2025) at Tax Map Lot 583Z 8, an unaddressed N State St at the intersection of Horseshoe Pond Ln and North State St, in the Institutional (IS) District. (2025-067) (PL-ADR-2025-0104)
 - [Application](#)
 - [Supplemental](#)
 - [January 17, 2024 Planning Board Minute Excerpt](#)
 - 4.5 NEOPCO, on behalf of Hoyle Tanner and Pleasant & Green, LLC, requests an architectural design review recommendation for a 12-square-foot non-illuminated freestanding sign (SP-0580-2025), to replace an existing

freestanding sign and using the existing granite posts at [50 Pleasant St](#) in the Civic Performance (CVP) District. (2025-057) (PL-ADR-2025-0097)

- 4.6 Signarama of Concord, on behalf of Home In Hand and Harold E & Judith A Ekstrom, requests an architectural design review recommendation for a 10-square-foot non-illuminated freestanding sign panel (SP-0577-2025), to replace an existing freestanding sign panel and using the existing posts, at [15 Green St](#) in the Civic Performance (CVP) District. (2025-056) (PL-ADR-2025-0096)
- 4.7 Signarama of Concord, on behalf of Aroi Thai Cuisine and Paisano's Realty LLC, requests an architectural design review recommendation for a new 7.83-square-foot non-illuminated building wall sign (SP-0596-2025) and a new 2.9-square-foot externally illuminated projecting sign (SP-0597-2025), mounted on an existing bracket, at [55 S Main St](#) in the Central Business Performance (CBP) District. (2025-065) (PL-ADR-2025-0102)
- 4.8 KC Signs, on behalf of American National Insurance and NH Farm Bureau Federation, requests an architectural design review recommendation for a 20-square-foot sign externally illuminated freestanding sign panel (SP-0583-2025), to replace an existing freestanding sign panel, and a 23-square-foot non-illuminated building wall sign (SP-0584-2025) to replace an existing building wall sign at [295 Sheep Davis Rd](#) in the Gateway Performance (GWP) District.
- 4.9 Dhora Hinxhia, on behalf of Parlor Salon and Berat Holdings, LLC, requests an architectural design review recommendation for a 5.2-square-foot externally illuminated projecting building sign (SP-0588-2025), to relocate and replace the existing sign at [58 and 62 N Main St](#) in the Central Business Performance (CBP) District. (2025-064) (PL-ADR-2025-0101)
- 4.10 Green Bear Signs, on behalf of The Soapery Off Main and Hedges Property Holdings, LLC, requests an architectural design review recommendation for a 31-square-foot sign internally illuminated building wall sign panel (SP-0589-2025) to replace an existing building wall sign panel and a 20-square-foot sign projecting sign panel (SP-0590-2025), to replace an existing projecting sign panel, at [32 N Main St](#) in the Central Business Performance (CBP) District.
- 4.11 Bailey Signs, on behalf of Nothing Bundt Cakes and Carrier Place, LLC, requests an architectural design review recommendation for a 16.14-square-foot internally illuminated building wall sign (SP-0601-2025), to replace an existing building wall sign, at [273 Loudon Rd](#) in the Gateway Performance (GWP) District. (2025-068) (PL-ADR_2025-0106)
- 4.12 Judy Hampe, requests an architectural design review recommendation for an existing non-permitted 2.72-square-foot non-illuminated projecting sign (SP-0591-2025), an existing non-permitted 2.25-square-foot non-illuminated projecting sign (SP-0592-2025), an 8-square-foot externally illuminated freestanding sign panel (SP-0593-2025) to replace an existing freestanding sign panel, and an 8-square-foot externally illuminated freestanding sign panel (SP-0595-2025), to replace an existing freestanding sign panel, at [35 Pleasant St](#) in the Civic Performance (CVP) District. (2025-062/2025-063) (PL-ADR-2025-0099/0100)

5. Building Permit Applications

- 5.1 None

6. Site Plan Applications

- 6.1 None

7. Other Business

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

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