



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

ARCHITECTURAL DESIGN REVIEW COMMITTEE

January 6, 2026, 8:30 a.m.

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

AGENDA

- 1. Call to Order**
- 2. Election for committee leadership**
- 3. Minutes – Approve meeting minutes from [December 2, 2025](#)**
- 4. [Staff Memorandum](#)**
- 5. Sign Applications**
 - 5.1 The John Flatley Company, on behalf of Capital City Pickleballers, Chrome, and Flatley Concord Center, LLC, requests architectural design review recommendations for a new 36-square-foot externally illuminated building wall sign (SP-0674-2025) and to permit an existing 21-square-foot non-illuminated building wall sign (SP-0680-2025) which was previously unpermitted at [10 Ferry St](#) in the Opportunity Corridor Performance (OCP) District. (PL-ADR-2025-0144) (2025-144)
 - 5.2 Sebago Signworks, on behalf of Consolidated Communications of Northern New England CO, LLC, requests an architectural design review recommendation for a new 33.75-square-foot non-illuminated building wall sign (SP-0671-2025) to replace an existing building wall sign at [12 South Street](#) in the Civic Performance (CVP) District. (PL-ADR-2025-0141) (2025-139)
 - 5.3 Signarama of Concord, on behalf of Mawa Ivoiro and TDL Investments, LLC, requests architectural design review recommendations for a new 25.87-square-foot internally illuminated building wall sign (SP-0675-2025) to replace an existing building wall sign and a new 21.67-square foot internally illuminated freestanding sign tenant panel sign (SP-0676-2025) to replace an existing tenant panel at [374 Loudon Rd](#) in the Gateway Performance (GWP) District. (PL-ADR-2025-0148) (2025-149)
 - 5.4 Advantage Signs, on behalf of NH Climbing and Fitness, and Evolution Realty LLC, requests an architectural design review recommendation for a new 11.98-square-foot non-illuminated freestanding sign (SP-0678-2025) to replace an existing free-standing sign at [10 Langdon Ave](#) in the Urban Transitional (UT) District. (PL-ADR-2025-0142) (2025-140)
 - 5.5 Advantage Signs, on behalf of Riverbend Community Mental Health Inc, requests architectural design review recommendations for a new 2.77-square-foot non-illuminated freestanding sign panel (SP-0677-2025), an existing unpermitted 14-square-foot nonilluminated freestanding sign panel (SP-0688-2025), and an existing unpermitted 2.5-square-foot non-illuminated free-standing sign panel (SP-0694-2025) at [42 Pleasant St](#) in the Civic Performance (CVP) District. (PL-ADR-2025-0147) (2025-148)
 - 5.6 Advantage Signs, on behalf of Granite Edvance Corporation, requests architectural design review recommendations for 4 new 1.28-square-foot externally illuminated freestanding sign panels (SP-0681-2025, SP-0682-2025, SP-0683-2025, and SP-0684-2025) to replace existing panels, 4 new 3.8-square-foot externally illuminated freestanding sign panels (SP-0685-2025, SP-0686-2025, SP-0687-2025, and SP-0689-2025) to replace existing panels, and 1 existing unpermitted 6.16-square-foot externally illuminated free standing sign panel (SP-0690-2025) at [4 Barrel Court](#) in the Office Park Performance (OFP) District. (PL-ADR-2025-0143)

(2025-141)

- 5.7 AGI, on behalf of Books A Million and Fort Eddy LLC's in names of Arsenal, Watertown, Torrington, Thomas, TLRT, Endicott, and EH, requests architectural design review recommendations to reface 2 existing, non-permitted internally illuminated building wall signs of 107.34-square-foot (SP-0695-2025) and 69-square-foot (SP-0696-2025) at [76 Fort Eddy Rd](#) in the Gateway Performance (GWP) District. (PL-ADR-2025-0145) (2025-145)
- 5.8 Avenues Recovery Extended Care LLC, on behalf of Chenell Realty LLC, requests an architectural design review recommendation to permit an existing, previously non-permitted 17.29-square-foot non-illuminated monument sign (SP-0698-2025) at [2 Chenell Dr](#) in the Office Park Performance (OFP) District. (PL-ADR-2025-0149) (2025-150)

6. Building Permit Applications

- 6.1 Alex Stoyale, on behalf of Monitor Statesman, LLC, requests an architectural design review recommendation for exterior changes of a building at [10 Pleasant St Extension](#), in the Central Business Performance (CBP) District. (PL-ADR-2025-0133) (2025-121)
- 6.2 Massa Multimedia Architecture, on behalf of Walmart Real Estate Business Trust, requests an architectural design review recommendation for the construction of additional canopy covering and other site improvements at [344 Loudon Rd](#) in the Gateway Performance (GWP) District. (PL-ADR-2025-0146) (2025-146)

7. Site Plan Applications

- 7.1 Nobis Group, on behalf of the Concord School District, requests a public hearing in accordance with RSA 674:54 for the construction of a new 205,562-square-foot middle school, and associated site improvements at Tax Map 7914Z Lot 98-1, addressed as 144 South Street in the Single Family Residential (RS) District. (2025-152) (PL-SPR-2025- 0056)

[Civil Excerpt \(Site and Lighting\)](#)

[Civil Excerpt \(Landscaping and Materials\)](#)

[Architectural Excerpt](#)

[Supplemental](#)

8. Other Business

- 8.1 Any other business which may legally come before the Committee.
- 8.2 Adjourn

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Note: To review meeting agendas, please visit the City's website www.concordnh.gov or view agendas posted at City Hall or the Library.