



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

**Planning Board**

September 17, 2025

**Record of Architectural Design Review Committee Recommendations**

RE: September 2, 2025 Architectural Design Review Committee meeting.

**Sign Application**

New England Life Care, on behalf of TDL Investments LLC, requests architectural design review recommendations for a new 14.3-square-foot internally illuminated wall sign (SP-0630-2025) and a 21.25-square-foot replacement internally illuminated panel (SP-0631-2025) in an existing freestanding sign at 374 Loudon Road in the Gateway Performance (GWP) District. (2025-098) (PL-ADR-2025-0117)

**Recommend that the Planning Board approve the application as submitted with the following conditions: the amount of text on the building wall sign shall be reduced, so that all lettering can be read from the parking lot and roadway, for example the “Collaborating to transform the patient care continuum” script is too small and could be removed, allowing the rest of the sign font to be increased in accordance with Section 5.4(B) *Materials* of the Architectural Design Guidelines; the wall sign and pylon panel sign shall have an opaque background placed behind the white backgrounds per Section 5.4(C) *Illumination* of the Architectural Design Guidelines; and, on the tenant panel sign, a blue border, matching the blue behind “infusion suite” shall be placed on the top and bottom of the sign to tie the sign together per Section 5.4(D) *Coordination* of the Architectural Design Guidelines.**

Section 28-9-6 (d) *Record of Recommendation*. A written record of the recommendation of the Design Review Committee shall be forwarded to the Planning Board. The record shall state whether the project or permit is recommended for approval or disapproval, include any recommendations for conditions of approval, and state the reasons for recommending disapproval, if such is the Committee’s recommendation.

Section 28-9-6(c) *Standards for Recommendations*. In developing its recommendations, the Design Review Committee shall utilize the criteria set forth in the Architectural Design Guidelines as adopted and most recently amended by the Planning Board. The current design guidelines were revised by the Planning Board on April 12, 1991.

Section 28-9-4(f)(6) *Standards for Review*. In the process of reviewing a project or permit for the purpose of making a decision thereon, the Planning Board shall take in to consideration the following:

- a. The criteria set forth in the Architectural Design Guidelines as adopted and most recently amended by the Planning Board;
- b. The goals and recommendations contained in the Master Plan, as most recently amended;
- c. The purposes of this ordinance and of the several districts established herein;
- d. The recommendations of the Design Review Committee;
- e. Reports of the City Departments;
- f. Reports, graphics, and other relevant materials together with information presented at the hearing by the applicant and the applicant's agents; and
- g. Reports, graphics, and other relevant materials together with information presented at the hearing by anyone who can demonstrate that they are directly affected by the application.