



CITY OF CONCORD

New Hampshire's Main Street™

Planning Board

To: Design Review Applicants
Subject: Planning Board Architectural Design Review Decisions of September 17, 2025
Date: September 18, 2025

The Planning Board, at its September 17, 2025, meeting, took the following actions on the design review applications noted below.

4. Sign Applications

- 4.1 Advantage Signs, on behalf of Associated Enterprises Inc and Social Club Creamery, requests architectural design review approvals for a new 11-square-foot non-illuminated vinyl window sign (SP-0617-2025) and an existing non-permitted 8-square-foot non-illuminated building wall sign (SP-0619-2025) at 138 North Main Street in the Central Business Performance (CBP) District. (2025-102) (PL-ADR-2025-0121)

The Planning Board approved the application as submitted.

- 4.2 Turn One Signs Graphics, on behalf of Brixmore Capitol SC LLC and Burlington, requests architectural design review approvals for a 230-square-foot internally illuminated building wall sign (SP-0626-2025) to replace an existing building wall sign, a new 47-square-foot non-illuminated building wall sign (SP-0627-2025), a 60-square-foot internally illuminated building wall sign (SP-0628-2025) to replace an existing building wall sign, and a 33-square-foot internally illuminated building wall sign (SP-0629-2025) to replace an existing building wall sign, at 80 Storrs Street in the Opportunity Corridor Performance (OCP) District.

The Planning Board approved the application as submitted with the understanding that on the east elevation, only the channel letters are to be illuminated and not the white background.

- 4.3 New England Life Care, on behalf of TDL Investments LLC, requests architectural design review approvals 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)

The Planning Board approved 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.

- 4.4 City of Concord requests architectural design review feedback in accordance with RSA 674:54 for a 206-square-foot internally illuminated freestanding sign at 19 Loudon Road in the Institutional (IS) District.

The Planning Board reviewed the application, recognized the Architectural Design Review Committee’s comments, and had no additional comments.

- 4.5 Jigme Ghising, Remi's Block LLC, and New Everest Momo & Curry, request an architectural design review approval for a new 3.2-square foot non-illuminated projecting sign (SP-0632-2025) at 156 North Main Street in the Central Business Performance (CBP) District. (2025-101) (PL-ADR-2025-0120)

The Planning Board approved the application as submitted with the optional suggestion that the amount of text on the projecting sign is reduced, so that all other lettering can be made more readable. For example, the "Nepali and Indian Cuisine" script is too small and could be removed, allowing the mountain logo to be shifted down and the rest of the sign font to be increased.

5. Building Permit Applications

- 5.1 Dagle Electrical Construction Corp, Claire Wilkens, and Michael Cronin, on behalf of James on Depot LLC, request an architectural design review approval for an exterior building renovation, at 1-5 Depot Street, located in the Central Business Performance (CBP) District. (PL-ADR-2025-0116) (2025-097)

The Planning Board approved the application as submitted with the following conditions: that rooftop guardrail baluster slats shall be vertical and placed 4 inches on center to increase child safety; that any new construction on the rooftop shall be a dark colored, non-reflective finish and not constructed with wood materials; that windows shall be installed on the same plane as existing, leaving a return back to the building's elevation; that if any repointing of the brick is conducted, the original color and profile shall be matched; a suggestion that the existing sash configuration should be matched; and, an understanding that the original wood storefront is being matched, not necessarily with material, but in detail and proportion.

- 5.2 ReVision Energy, on behalf of BCM Properties LLC, requests an architectural design review approval for installation of solar roof panels, at 3 Maple Street, located in the Civic Performance (CVP) District. (2025-100) (PL-ADR-2025-0118)

The Planning Board approved the application as submitted.