



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

**Planning Board**

January 21, 2026

**Record of Architectural Design Review Committee Recommendations**

RE: January 6, 2026 Architectural Design Review Committee meeting.

**Sign Application**

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)

**Recommend that the Planning Board approve the application as submitted with the following conditions as the signs are not legible and have too much information: the color of the name of business shall have a white font instead of black; and, the amount of text on the building and pylon signs shall be reduced, with the suggestion that the phone number be removed.**

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.

