

**City of Concord, New Hampshire
Architectural Design Review Committee
January 6, 2026 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on January 6, 2026, in Council Chambers, at 37 Green St, Concord, NH.

Attendees: Co-Chair Jay Doherty, Member Claude Gentilhomme, Member Douglas Proctor, Alternate Member Amanda Savage and Member Merle Thorpe

Absent: Co-Chair Elizabeth Durfee Hengen, Member Ron King,

Staff: Alec Bass, Assistant City Planner – Community Planning; Brian Tremblay, Planning and Zoning Inspector; and Krista Tremblay, Administrative Technician III

1. Call to Order

Co-Chair Doherty called the meeting to order at 8:33 a.m.

2. Election for committee leadership

Co-Chair Doherty stated to the Committee they are willing to continue to be Co-Chairs for Architectural Design Review Committee for 2026.

On a motion made by Member Savage, seconded by Member Proctor, with a 4-0-1 (Doherty did not vote) voted to elect Member Doherty and Member Hengen for the 2026 year as Co-Chairs.

3. Minutes – Approve meeting minutes from December 2, 2025

Member Gentilhomme moved, seconded by Member Proctor, to approve the meeting minutes from December 2, 2025, as written. All in favor. The motion passed. Member Savage abstained as she was not present at the meeting.

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)

No one is present to represent this application.

Co-Chair Doherty suggested to take them separately and started with the pickleball one.

Member Gentilhomme stated it is clean, straight forward and readable.

Co-Chair Doherty 100% agreed. Co-Chair Doherty asked about the second sign.

Member Savage does not have a problem with it based on where it is.

Member Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted. Member Savage seconded. All in favor. The motion passed unanimously.

- 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)

No one is present to represent this application.

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Mr. Bass noted it is the building wall sign that is looking for approval. There are other signs in the packet but the only one that required approval is the one they see on the screen.

Member Thorpe asked if the other ones are replacement of existing.

Mr. Bass responded yes, they were not meeting the thresholds that require architectural design review approval.

Co-Chair Doherty noted it says it is non-internally illuminated.

Member Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted. Member Proctor seconded. All in favor. The motion passed unanimously.

- 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)

No one is present to represent this application.

Co-Chair Doherty stated the black text on the red is hard to read.

Member Thorpe stated it is very hard to read.

Member Savage noted it would be nice if that was all white text.

Member Thorpe agrees. Member Thorpe thinks the black will not read from the distance required of moving traffic.

Member Gentilhomme noted the only way it can read better if they had a highlight around each letter.

Member Thorpe suggested a silhouette of white.

Co-Chair Doherty stated those are two great suggestions. Co-Chair Doherty noted the text on the right side is a little bit much. Co-Chair suggested the phone number not be on the sign but over the door.

Member Gentilhomme thinks phone number is needed above the door.

Member Savage thinks it would be more appealing if the laminate glass sticker with the phone number on the door. Then just the sign to have the name of the business with white text on the red to make cleaner. Then on the door to have a decal.

Co-Chair Doherty asked if that will increase their sign area.

Mr. Bass stated it is possible if decal meets the definition of a sign there could be issue because they are adding a third sign.

Member Savage asked is that information of hours or type of grocery store fall under the sign regulation. Member Savage asked if they just had the name of the business on the red sign and then move all of that other stuff to the glass door.

Co-Chair Doherty agreed with Member Savage that if you clean it up.

Mr. Tremblay stated it would all be size dependent on what their square footage would be as far as the sign goes.

Member Savage asked what would trigger the sign application.

Mr. Tremblay stated anything with advertisement would require a sign permit.

Member Savage asked if they are putting their hours and what type of food they carry is that considered a sign.

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Mr. Tremblay responded that is correct it is advertisement.

Member Proctor stated they do not need the phone number on there. It is a grocery store and not take out. Member Proctor noted they are limiting their traffic without the African and Caribbean on the sign. Otherwise you do not know what the shop is. Member Proctor suggested a lighter color on the shop name.

Mr. Tremblay noted this shop is not visible from Loudon Rd and will barely be able to see the sign.

Member Gentilhomme noted when you see the pylon sign you know where the store is and then pull into the driveway.

Member Savage would prefer the business name to be white not black for the pylon and then you want them to match between the street and store front.

Co-Chair Doherty asked if a suggestion limiting the text on right to move the phone number or move text to the right side to limit that to change that to black text and change their name to white text so the name pops. Then the description of what they do is more secondary.

Member Savage suggested to change the pylon sign to the name of the shop.

Co-Chair Doherty suggested to discuss the pylon sign. On the pylon sign if they change the name to white is there a need for all of the extra text to tell people the phone number.

Member Thorpe stated you need to have the African and Caribbean groceries on that sign. Member Thorpe suggested to strike the phone number from both signs.

Member Gentilhomme stated he would agree with that.

Member Thorpe suggested to have all in white.

Member Gentilhomme would agree to change the name of the place from black to white and remove the phone number on both signs.

Co-Chair Doherty suggested to center the text on the right side.

Mr. Bass noted they cannot regulate content of the sign but they can limit the amount of text. They may choose to keep the phone number but we cannot say we do not like the phone number. They can say the sign is not readable and the amount of text on it should be reduced. They can suggest the phone number is what needs to be removed.

Member Savage asked is it a recommendation, suggestion or a condition about the color of the Mawa shop.

Mr. Bass said they can make it a recommended condition.

Co-Chair Doherty thinks two line of text be appropriate for this sign with the suggestion that the phone number be removed.

Member Savage noted with recommended condition to have the color of the business name changed from black to white on both signs.

Co-Chair Doherty stated the other sign had four lines and the fifth line is too many.

Mr. Bass asked four lines on the building and two lines on the pylon.

Co-Chair Doherty stated based on the proportions of the sign with the suggestion to remove the phone number to help balance the sign.

Member Gentilhomme made motion to approve the sign package with the following recommended conditions the signs are not legible and have too much information, accordingly recommend changing color of the name of the store to white so it reads better at night and the phone number be removed and re-center the text that is on the right side of the signs. Member Savage seconded.

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Discussion

Mr. Bass stated the way he heard it the condition is to remove the phone number and may recommend to limit the amount of text on the sign with the possible suggestion of the removal of the phone number in consideration and they would need to amend that motion.

Member Gentilhomme amended the motion to 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. Member Savage seconded. All in favor. The motion passed unanimously.

- 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)

Josh Messinger (128 Hall St, Concord) is present to represent this application. Mr. Messinger there is a new logo for existing sign. It is within the square footage. It will be a six-millimeter alley panel on and a digital print on the face. It is double sided.

Co-Chair Doherty stated it explains the business and is very clear.

Member Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted. Member Savage seconded. All in favor. The motion passed unanimously.

- 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)

Josh Messinger (128 Hall St, Concord) is present to represent this application. Mr. Messinger noted this first sign is 84 by 24 was put up and Riverbend that was not permitted. They are adding two services that were added to the practice.

Co-Chair Doherty asked if there is a way to put the sign next to each other because it feels like a chain is dropping down.

Mr. Messinger stated because one of the signs is already made and it was discussed this is the only way. Mr. Messinger pointed out there is a scroll bracket on both sides. To make it wider it would hit.

Member Thorpe noted if there is snow on the ground they will have to dig out the sign.

Mr. Messinger stated it might be and they will have to dig out the sign. Mr. Messinger stated they are aware. They do not want to put above the name.

Member Thorpe asked if it is possible to chain tighter together.

Mr. Messinger will look into that.

Co-Chair Doherty asked if there could be one sign with both items instead of two signs.

Mr. Messinger is not sure how the client would feel about that and how it would look to join them.

Member Savage asked if the scroll underneath is imbedded into the granite posts.

Mr. Messinger stated it is bolted in two places.

Member Savage asked if it is structurally holding the sign.

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Mr. Messinger responded yes.

Co-Chair Doherty asked about making the emergency services sign wider than the choices sign.

Mr. Messinger stated because of the text on the sign it would be a smaller font and they wanted to stretch it as wide as possible without hitting the bracket.

Member Proctor suggested to tighten it up if a rod goes through.

Mr. Messinger stated he was thinking the same thing. Mr. Messinger noted that might be able to save four inches and move the sign up.

Co-Chair Doherty asked if they did that can you put the choices sign on a background that is the same as the other.

Mr. Messinger stated that sign is already made and thick.

Co-Chair Doherty asked if he can inset it into a border.

Mr. Messinger noted then you would have dead white space on both sides.

Member Proctor suggested to leave $\frac{3}{4}$ of inch of space between the signs.

Mr. Messinger stated they can make that work.

Co-Chair Doherty suggested the signs be the same size and that is a recommendation not a condition.

Mr. Bass stated he can provide recommended language. They can recommend the Planning Board approve the application as submitted with the condition that the islet link connection be replaced with a bracket or stud connection system to allow the sign to be brought closer together leaving a small gap between the signs and with a suggestion that the two smaller signs be made to the same size.

Co-Chair Doherty suggested roughly an inch between the signs instead of closer together.

Member Proctor suggested leaving one inch in between signs.

Member Thorpe made a motion to recommend that the Planning Board approve the application as submitted with the condition that the eyelet/link connection be replaced with a bracket or stud connection system to allow the signs to be brought closer together leaving 1 inch between the signs; with a suggestion that the two smaller signs be made the same size. Member Savage seconded. All in favor. The motion passed unanimously.

- 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)

Josh Messinger (128 Hall St, Concord) is present to represent this application. They are starting to fill the building with tenants and they needed to update the directory. They have two slats now with tag line for Granite Edvance. They are giving up some of the building. They want to put four tenants and have two tenants per slat. This is inside the property around the circle.

Co-Chair Doherty asked if these are on panels with a backer.

Mr. Messinger responded yes, they are vinyl. It is a pan face system with screws on the side.

Co-Chair Doherty thinks these look good.

Member Savage stated she is not sure if they need an arrow on the Granite Edvance sign.

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Member Gentilhomme noted the arrow is so small and would delete it.

Member Savage made a motion to recommend that the Planning Board approve the application as submitted with the following condition: the small wayfinding arrow and circle on the bottom left corner of the Granite Edvance smaller sign panel on the interior pylon be removed. Member Gentilhomme seconded.

Discussion

Co-Chair Doherty agreed and asked if they need to clarify that it says building three right above it.

All in favor. The motion passed unanimously.

- 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-feet (SP-0695-2025) and 69-square-feet (SP-0696-2025) at 76 Fort Eddy Rd in the Gateway Performance (GWP) District. (PL-ADR-2025-0145) (2025-145)

Justin Parker (1 Columbia Dr, Amherst) is present to represent this application. The landlord repainted the façade white and black. The existing white sign faces did not match. Mr. Parker noted fresh white paint and aged white paint do not look good against each other.

Co-Chair Doherty stated it is pretty straight forward.

Member Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted. Member Savage seconded.

Discussion

Member Thorpe asked if this is the same permitted size.

Mr. Parker responded yes, nothing has been changed with the sign letters.

Co-Chair Doherty asked if they are putting vinyl on top.

Mr. Parker stated they will either make new faces or take the existing ones and re-vinyl them.

Member Proctor asked if the vinyl will last long because it is south facing.

Mr. Parker noted they will put the vinyl on and then put a UV laminate.

All in favor. The motion passed unanimously.

- 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)

Saul Rotberg (2 Chennel Dr, Concord) is present to represent this application.

Co-Chair Doherty asked if this is an existing sign that is up. CO-Chair Doherty noted it is a clean sign.

Member Savage noted there is no illumination.

Member Gentilhomme noted it is a nice sign.

Member Savage made a motion to recommend that the Planning Board approve the application as submitted. Member Gentilhomme seconded. All in favor. The motion passed unanimously.

6. Building Permit Applications

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- 6.1 Alex Stoye, 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)

Mr. Bass stated this application came before the committee as two separate ADR changes one for the building and one for the city owned park. Mr. Bass noted the park received conditional approval by the Planning Board last month and they continued the building for Mr. Stoye to provide additional information.

Alex Stoye (56 Church St, Concord) is present to represent this application. Mr. Stoye needs permission to move the door. Mr. Stoye noted this came before ADR and Planning Board in 2021 it was approved. Mr. Stoye is asking for the conditional approval. There is grading changes needed to happen in the alley to make handicap accessible.

Co-Chair Doherty noted this was the missing piece was issues and this was brought up by Wilcox and Barton.

Member Savage asked if this is for the approval of the door.

Mr. Stoye stated the door that requires approval and other improvement of windows.

Member Thorpe asked about material of window.

Mr. Stoye noted they are harvey windows.

Member Proctor asked if they are vinyl.

Mr. Stoye believes they are vinyl.

Member Gentilhomme noted the mullen of the window needs to be expressed on the outside.

Mr. Stoye asked if that is a recommendation or requirement.

Member Gentilhomme noted if you do not do that if there is a reflection off the window you know it is a reproduction. Member Gentilhomme noted they had questions about the grading for the park.

Member Savage stated it was addressed at the Planning Board.

Mr. Bass stated the park left this committee with four conditions of approval to the Planning Board. The Planning Board took all of the recommendations and there were some changes.

Member Savage noted they are working with city engineers.

Mr. Stoye stated biggest hang up at Planning Board was the location of the sign. They will find a place not to obscure.

Member Savage think it satisfies what they are asking.

Co-Chair Doherty asked if they are looking at the windows.

Mr. Bass stated for a site plan everything is on the table. Mr. Bass noted for this he needed a building permit for the change to the doorway.

Co-Chair Doherty asked if just looking at the door.

Mr. Bass noted they can provide suggestions to anything else however, any conditions sure go towards the requirement that brings him here today.

Member Thorpe noted they are commenting on the door and asked for more information.

Mr. Stoye noted the door is on the corner and they want to move around the corner to create a handicap access in the alley.

Member Proctor suggested a planter.

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Co-Chair Doherty asked about the doorway as it is tough to understand.

Mr. Stoye does not have the doors or material picked out.

Member Thorpe asked if the intent to is to have the door fabricated.

Mr. Stoye stated it could be but he has not made that decision.

Member Gentilhomme stated the style of door should be presented to ADR to be permitted and right now asking permission to move the door.

Member Savage asked if ADR needs to approve a style of door.

Mr. Bass stated for the work proposed with the exterior change it requires a building permit and anything related to that is fair game.

Member Gentilhomme noted the moving of the door requires the building permit and that triggers ADR comments.

Mr. Stoye thought it was the moving of the door and then be at liberty to choose materials and color.

Member Savage asked if they have to approve the door.

Mr. Bass noted this is a change to the exterior of the building.

Member Thorpe asked if they can make recommendations.

Mr. Bass noted they do not have a full picture.

Member Gentilhomme asked if they can withdraw the application until they have the door design.

Mr. Stoye does not think the material of the door will hold up the project.

Mr. Bass noted the building permit will not be issued until they receive architectural design review approval.

Member Gentilhomme made a motion to recommend that the Planning Board continue the application to the date certain of February 18, 2026 and the applicant return for the February 3, 2026 ADRC meeting pending receipt of door which will be used. Member Savage seconded

Discussion

Member Savage noted it would then go to February meeting.

Co-Chair Doherty thinks with the main floor level and if there is one or two windows in the opening.

Mr. Stoye noted that would be a large cost.

Member Proctor suggested to have over the door.

Member Gentilhomme suggested to talk to Harvey windows because the horizontal piece that separates the transom if applied to the glass they can get a wider piece to match the right window.

All in favor. The motion passed unanimously.

- 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)

Mr. Bass stated Walmart is doing renovations on the inside and outside. Part of the renovations are adding a canopy on the side of the building which requires a building permit.

Remi Ademosu (3297 RT 66) is present to represent this application. Mr. Ademosu provided a hand out to the committee members (will add to the back of the minutes).

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Co-Chair Doherty stated it is pretty straight forward and asked if the color of the canopy matches the building.

Mr. Ademosu responded yes, it matches color of the building.

Member Proctor made a motion to recommend that the Planning Board approve as submitted. Member Gentilhomme seconded. All in favor. The motion passed unanimously.

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)

Mr. Bass stated for a 674:54 they come for a public hearing however, there is no formal approval granted by the Planning Board. They are here to present and take comments.

Chris Nadeau (18 Chenell Dr, Concord), Holly Miller (130 Bishops Allen Dr, Cambridge, MA), and Tina Stanislaski (130 Bishops Allen Dr, Cambridge, MA) are present to represent this application.

Mr. Nadeau stated the new school will be a three story building built next to the existing school. The old school will be torn down once new school completed and turned into an athletic field. They are keeping the main access roadway and will improve a bit. They are splitting the bus drop off.

Member Thorpe asked if the bus route rereouting has been reviewed with the neighbors that would be impacted.

Mr. Nadeau submitted has submitted a traffic study to the city and waiting for comments. The neighbors have also provided comments.

Ms. Stanislaski presented the building plans submitted with the application materials.

Co-Chair Doherty asked if the building color is one color brick.

Ms. Miller noted they are still studying the the elevations and the brick.

Co-Chair Doherty asked what is the roof material.

Ms. Stanislaski is looking at asphalt singles and metal on the edges.

Co-Chair Doherty asked if there will be anyone walking under them.

Ms. Stanislaski responded no, but they will put up snow guards.

Member Thorpe suggested to strengthen the tree canopy.

Mr. Nadeau noted the heating systems will be geothermal wells in areas three, four, five and part of six under the ground.

Member Savage asked about the tree count in the parking lot in area eleven.

Mr. Nadeau stated the plan is to have solar canopies over the parking.

Ms. Miller noted there is brick patterining.

Co-Chair Doherty asked if they looked at playing with materials and scale.

Ms. Stanislaski are still playing with the materials.

Member Thorpe noted the south elevation walls are family flush.

Ms. Stanislaski noted there are down spouts that feed into the rain gardens.

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Member Savage suggested to use the vibrant royal blue color.

Member Gentilhomme left the meeting at 10:09 a.m.

Member Thorpe asked about windows and choosing colors to break the scale down.

Ms. Stanislaski noted they were looking at a kelly green.

Member Savage suggested to use the school colors.

Co-Chair Doherty noted the brick colors will be important.

Ms. Miller presented a video showing the building.

8. Other Business

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

8.2 Adjourn

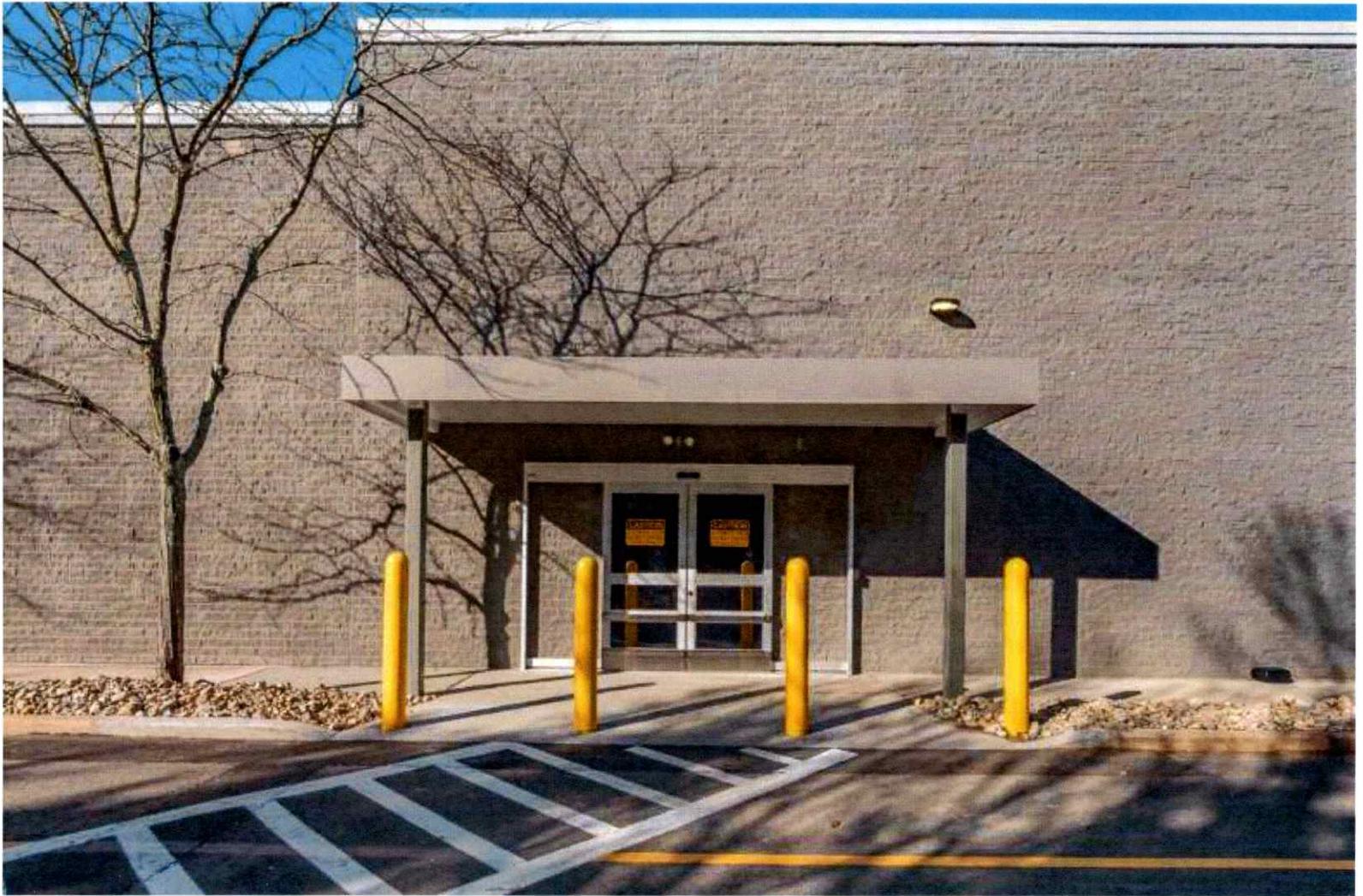
Co-Chair Doherty moved, seconded by Member Thorpe, to adjourn the meeting at 10:19 a.m. All in favor. The motion passed unanimously.

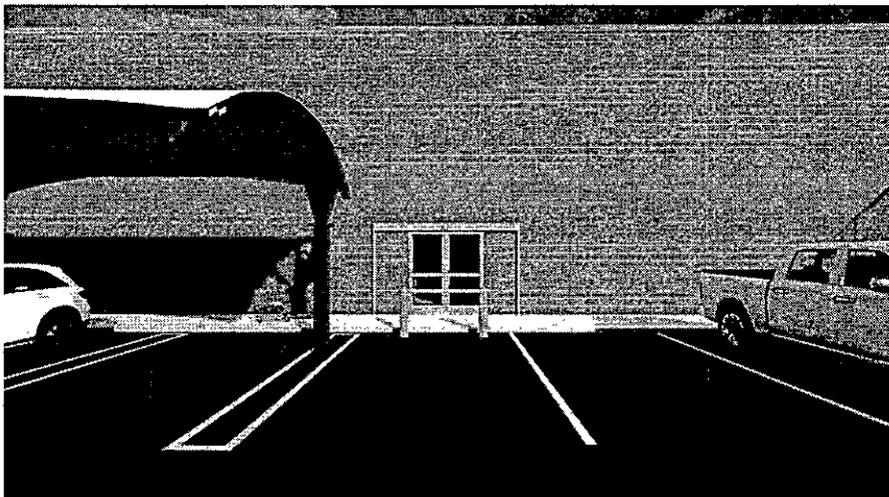
Respectfully submitted,

Krista Tremblay

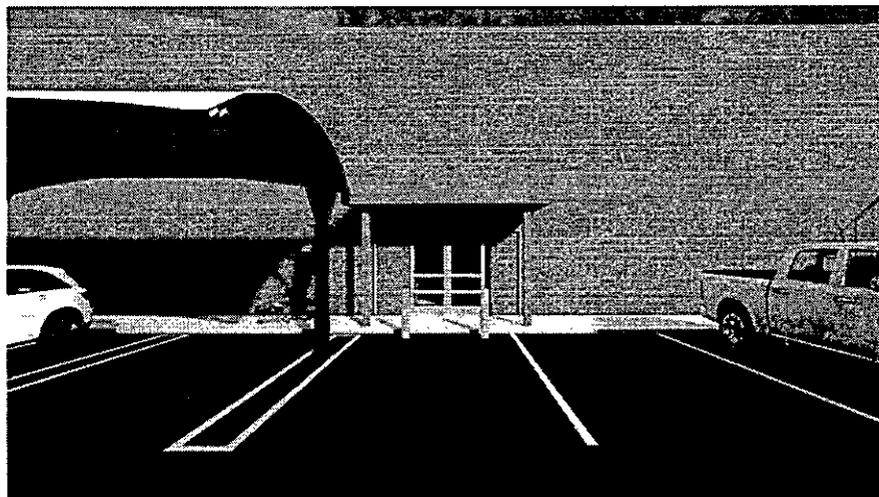
Krista Tremblay

Administrative Technician III





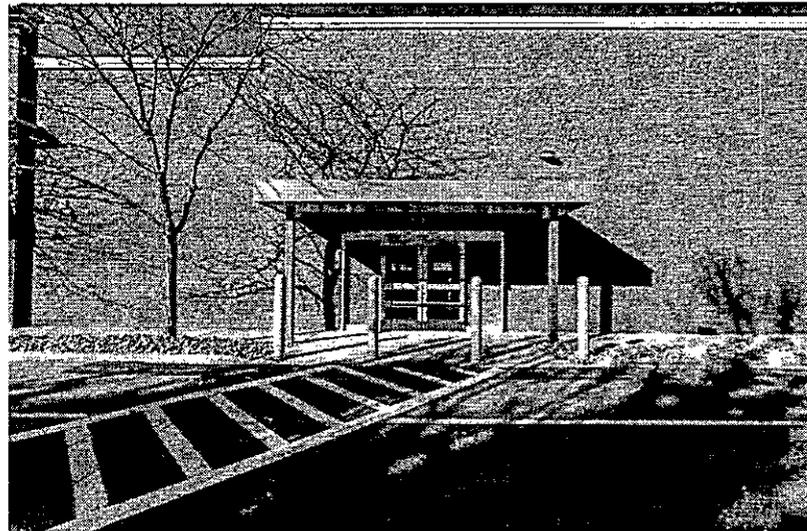
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