

**City of Concord, New Hampshire
Architectural Design Review Committee
February 4, 2025 Minutes**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on February 4, 2025, in Council Chambers, at 37 Green St, Concord, NH.

Attendees: Co-Chair Jay Doherty, Co-Chair Elizabeth Durfee Hengen, Member Douglas Proctor, Member Merle Thorpe, and Alternate Member Amanda Savage

Absent: Member Claude Gentilhomme, Member Ron King

Staff: Alec Bass, Assistant City Planner – Community Planning; AnneMarie Skinner, City Planner; Brian Tremblay, Planning and Zoning Inspector; and Krista Tremblay, Administrative Specialist II

1. Call to Order

Co-Chair Doherty called the meeting to order at 8:30 a.m.

2. Minutes – Approve minutes from January 7, 2025

Co-Chair Hengen moved, seconded by Alternate Member Savage, to approve the meeting minutes from January 7, 2025, as written. All in favor.

3. Staff Memorandum

Member Proctor arrived at 8:32 a.m.

4. Sign Applications

- 4.1 Pamela Seguin, on behalf of Root Up & More and PRM Holdings, LLC, requests an architectural design review recommendation for an existing, non-permitted 9.1-square-foot sign (SP-0430-2024) at 47 N Main St in the Central Business Performance (CBP) District. (2025-003)

No one is present to represent this application.

Co-Chair Doherty wanted confirmation that all requirements are being met for a sign.

Mr. Tremblay stated yes, they are looking at the vinyl sign and text located on the entire door.

Co-Chair Hengen made a motion to recommend that the Planning Board approve the application as submitted. Alternate Member Savage seconded. All in favor. The motion passed unanimously.

- 4.2 Sousa Signs, LLC, on behalf of Ulta Beauty and Brixmore Capital SC, LLC, requests an architectural design review recommendation for a new 133.4-square-foot internally illuminated building wall sign (SP-0431-2024), and a 90-square-foot internally illuminated building wall sign (SP-0432-2024) to replace an existing building wall sign, at 80 Storrs St, in the Opportunity Performance Corridor (OCP) District (2025-001)

Jason Gagnon (225 E Industrial Park Dr, Manchester, NH) is present to represent this application.

Mr. Gagnon stated they are requesting approval for one internally illuminated channel letter set on a hard backer panel for the front and a smaller hard panel back panel with acrylic push thru letters to be mounted on the rear of the building. The paint schemes match their corporate branding standards.

Co-Chair Doherty stated he appreciates the night rendering in the application.

The ADRC discussed the location of the sign relative to the exposed dumpsters and location of the sign.

Ms. Skinner stated this is for review of the signage. The existing elevations shown to show the sign

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location do not represent the recently approved site plan at this location.

Alternate Member Savage made a motion to recommend that the Planning Board approve the application as submitted. Co-Chair Hengen seconded. All in favor. The motion passed unanimously.

- 4.3 Signarama of Concord, on behalf of Who Doesn't Want That? and Harold E & Judith A Ekstrom, requests an architectural design review recommendation for a new 6.25-square-foot non-illuminated hanging blade sign (SP-0438-2025), at 34 Warren St Unit 1, in the Central Business Performance (CBP) District. (2025-008)

Ms. Price (249 Sheep Davis Rd, Concord, NH) is present to represent this application.

Ms. Price stated this is an existing 30-inch by 30-inch-thick square sign that the customer would like to have hung in a new location with a new bracket. It will be 36 inches off the wall and 10 feet off the ground.

Co-Chair Hengen wanted to know the type of business at the site.

Ms. Price stated it is arts and crafts, girls' nights out, and do-it-yourself items.

Member Thorpe asked if the door sign had been already presented to the ADRC.

Ms. Price stated yes, the door and window signage previously came to the Architectural Design Review Committee.

Mr. Tremblay stated that some of the window and door signs previously approved have been removed to allow for the necessary allowable square footage to be able to install this proposed blade sign.

Co-Chair Hengen made a motion to recommend that the Planning Board approve the application as submitted. Alternate Member Savage seconded.

Discussion

Member Thorpe asked if part of the application is the removal of the some of the signs.

Ms. Price stated it is not a part of this application. The application is the installation of the sign.

All in favor. The motion passed unanimously.

- 4.4 Advantage Signs, on behalf of Woodpecker Insurance and IJMW, LLC, requests an architectural design review recommendation for a new 3.5-square-foot non-illuminated tenant panel sign (SP-0441-2025) to be placed on an existing freestanding sign, at 30 S Main St Bldg. 1, in the Central Business Performance (CBP) District. (2025-002)

Josh Messinger (125 Hall St, Concord, NH) is present to represent this application.

Mr. Messinger stated this is a slate on an existing frame to match what is on the existing.

Member Thorpe asked this is replacing the Cowen & Zeller sign.

Mr. Messinger stated no, it is an additional slat and existing signs will still be on the there.

Co-Chair Hengen made a motion to recommend that the Planning Board approve the application as submitted. Alternate Member Savage seconded.

Discussion

Co-Chair Doherty noted that the first two signs have a thin border around them, which improves the look of those signs, but not all on the frame do. He is fine without having a border added to this sign because the existing signage is not consistent with borders.

All in favor. The motion passed unanimously.

- 4.5 Sundance Sign Co, on behalf of Totally Tea + Coffee, and Foxfire Management, requests an architectural

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design review recommendation for a 22-square-foot externally illuminated building wall sign (SP-0444-2025), to replace an existing building wall sign, at 2 Capital Plaza in the Central Business Performance (CBP) District. (2025-004)

Emmett Soldati (2 Capital Plaza, Concord, NH) is present to represent this application.

Alternate Member Savage asked if they are changing the name.

Mr. Soldati stated this is a brand change for the business. They have redesigned the sign. It is the same material and design maker. Everything is created with a pink stroke backing and will be one piece. The sign had to shrink due to a change in proportions, but the pink color is identical to the façade. They are looking to go public in March.

Alternate Member Savage stated it looks nicer because it fits underneath with the lighting.

Member Thorpe noted it reads better with pink surround.

Co-Chair Doherty asked if it will hang over the building.

Mr. Soldati stated it will hang over one of the layers.

Co-Chair Doherty asked why the Tea and Coffee was not aligned with the architectural element that is running across the strong element on the building.

Mr. Soldati stated the logo itself is not straight intentionally.

The ADRC discussed possible adjustments, including minor shifts up or down to meet architectural elements of the building, and resizing of certain text before determining the application as proposed is satisfactory.

Co-Chair Hengen stated there is a whimsy about the sign that works as a unit for her and fine with it.

Co-Chair Hengen made a motion to recommend that the Planning Board approve the application as submitted. All in favor. The motion passed unanimously.

5. Building Permit Applications

6. Site Plan Applications

7. Other Business

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

Adjournment

Co-Chair Doherty moved, seconded by Alternate Member Savage, to adjourn the meeting at 9:00 a.m. All in favor. The motion passed unanimously.

Respectfully submitted,

Krista Tremblay

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Administrative Specialist II