



# 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**

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 Architectural Design Review Committee reviewed the application and provided the following comments: the bottom two sign panels, the 38-inch by 96-inch and 14-inch by 96-inch tenant sign panels, shall have an opaque background placed behind the white backgrounds, consistent with the City's own ordinance and Architectural Design Guidelines; and, for any of the 6 rows of text, if blank, shall have an opaque panel inserted, consistent with the City's own ordinance and design review guidelines.**