



City of Concord

Agenda Planning Board

Wednesday, July 16, 2025

7:00 PM

City Council Chambers
37 Green Street
Concord, NH 03301

1. **Call to Order**

2. **Roll Call**

3. **Approval of Meeting Minutes**

Planning Board meeting minutes - June 18, 2025

Attachments: [Minutes](#)

4. **Agenda Overview**

*****Consent Agenda*****

5. **Design Review Applications by Consent**

- 5A. Massa Multimedia Architecture, on behalf of Wal-Mart Real Estate Business Trust, requests architectural design review for a relocated 20-square-foot internally illuminated wall sign (SP-0552-2025), a relocated 21-square-foot internally illuminated wall sign, (SP-0553-2025), a new 10.26-square-foot non-illuminated wall sign (SP-0554-2025), a new 23.35-square-foot non-illuminated wall sign (SP-0555-2025), a new 34.84-square-foot non-illuminated wall sign (SP-0556-2025), a new 27.49-square-foot non-illuminated wall sign (SP-0557-2025), a new 47.11-square-foot non-illuminated wall sign (SP-0558-2025), a new 32.86-square-foot internally illuminated wall sign (SP-0559-2025), a new 88.94-square-foot internally illuminated wall sign (SP-0560-2025), a 37.28-square-foot internally illuminated wall sign (SP-0561-2025) to replace an existing wall sign, an 88-square-foot internally illuminated freestanding sign panel (SP-0563-2025) to replace an existing freestanding sign panel, and a 72-square-foot internally illuminated freestanding sign panel (SP-0564-2025) to replace an existing freestanding sign panel, at 344 Loudon Rd in the Gateway Performance (GWP) District. (2025-049) (PL-ADR-2025-0089)

Attachments: [2025-049 Recommendation](#)
[2025-049 Application](#)

- 5B. Brian Soulard and Dusk, LLC, on behalf of State Pleasant Street, LLC, request architectural design review for a 16-square-foot internally illuminated projecting building sign panel (SP-0569-2025), to replace the panel of an existing internally illuminated projecting building sign at 26 Pleasant St in the Central Business Performance (CBP District. (2025-066) (PL-ADR-2025-0102)

Attachments: [2025-066 Recommendation](#)
 [2025-066 Application](#)

- 5C. Advantage Signs, on behalf of Eurofins and Concord Antrim Avenue Real Estate Inc, requests architectural design review for a 35-square-foot internally illuminated freestanding sign panel (SP-0562-2025), to replace a panel on an existing freestanding sign cabinet, at 51 Antrim Ave in the Industrial (IN) District. (2025-068) (PL-ADR-2025-0105)

Attachments: [2025-068 Recommendation](#)
 [2025-068 Application](#)

- 5D. NEOPCO, on behalf of Hoyle Tanner and Pleasant & Green, LLC, requests architectural design review for a 12-square-foot non-illuminated freestanding sign (SP-0580-2025), to replace an existing freestanding sign and using the existing granite posts at 50 Pleasant St in the Civic Performance (CVP) District. (2025-057) (PL-ADR-2025-0097)

Attachments: [2025-057 Recommendation](#)
 [2025-057 Application](#)

- 5E. Signarama of Concord, on behalf of Aroi Thai Cuisine and Paisano's Realty LLC, requests architectural design review for a new 7.83-square-foot non-illuminated building wall sign (SP-0596-2025) and a new 2.9-square-foot externally illuminated projecting sign (SP-0597-2025), mounted on an existing bracket, at 55 S Main St in the Central Business Performance (CBP) District. (2025-065) (PL-ADR-2025-0102)

Attachments: [2025-065 Recommendation](#)
 [2025-065 Application](#)

- 5F. KC Signs, on behalf of American National Insurance and NH Farm Bureau Federation, requests architectural design review for a 20-square-foot sign externally illuminated freestanding sign panel (SP-0583-2025), to replace an existing freestanding sign panel, and a 23-square-foot non-illuminated building wall sign (SP-0584-2025) to replace an existing building wall sign at 295 Sheep Davis Rd in the Gateway Performance (GWP) District.

Attachments: [Recommendation](#)
 [Application](#)

- 5G. Parlor Salon and Berat Holdings, LLC, request architectural design review for a 5.2-square-foot externally illuminated projecting building sign (SP-0588-2025) to relocate and replace the existing sign at 58 and 62 N Main St in the Central Business Performance (CBP) District. (2025-064) (PL-ADR-2025-0101)

Attachments: [2025-064 Recommendation](#)
 [2025-064 Application](#)

- 5H. Bailey Signs, on behalf of Nothing Bundt Cakes and Carrier Place, LLC, requests architectural design review for a 16.14-square-foot internally illuminated building wall sign (SP-0601-2025) to replace an existing building wall sign, at 273 Loudon Rd in the Gateway Performance (GWP) District. (2025-068) (PL-ADR_2025-0106)

Attachments: [2025-068 Recommendation](#)
 [2025-068 Application](#)

- 5I. Judy Hampe, requests architectural design review for an existing non-permitted 2.72-square-foot non-illuminated projecting sign (SP-0591-2025), an existing non-permitted 2.25-square-foot non-illuminated projecting sign (SP-0592-2025), an 8-square-foot externally illuminated freestanding sign panel (SP-0593-2025) to replace an existing freestanding sign panel, and an 8-square-foot externally illuminated freestanding sign panel (SP-0595-2025), to replace an existing freestanding sign panel, at 35 Pleasant St in the Civic Performance (CVP) District. (2025-062/2025-063) (PL-ADR-2025-0099/0100)

Attachments: [2025-062/2025-063 Recommendation](#)
 [2025-062/2025-063 Application](#)

6. Determination of Completeness Items by Consent

- 6A. Northpoint Engineering, LLC, on behalf of Mark Boucher, requests approval for a major subdivision application and certain waivers from the Subdivision Regulations for a six-lot subdivision, at Tax Map Lot 15P 26/1, unaddressed Elm St, in the Medium Density Residential (RM) District and Open Space Residential (RO) District. (2025-071) (PL-MAS-2025-0012) The applicant requested to continue this application to a date certain of August 20, 2025.

7. Extensions by Consent

- 7A. Mark Kitner, on behalf of Kalapa Realty Trust, requests a time extension to the July 19, 2023, conditionally approved major site plan, extending conditional approval from July 19, 2025, to July 19, 2026, for 61 Borough Rd, in the Medium Density Residential (RM) District and Single-Family Residential (RS) District. (2022-44) (PL-EXT-2025-0021)

Attachments: [2022-44 Staff memo](#)
 [2022-44 Extension Request](#)

- 7B. Gallagher, Callahan & Gartrell, PC, on behalf of Onyx Steeplegate Concord, LLC, requests a time extension to the July 17, 2024, conditionally approved amendment to a major site plan, extending conditional approval from July 17, 2025, to July 17, 2026, for 270 Loudon Rd, in the Gateway Performance (GWP) District. (2024-039) (PL-EXT-2025-0020)

Attachments: [2024-039 Staff Memo](#)

- 7C. Richard D. Bartlett & Associates, LLC, on behalf of Thomas and Allison Kuepper, requests a time extension to the July 17, 2024, conditionally approved two-lot subdivision, extending conditional approval from July 17, 2025, to July 17, 2026, for 61 Mountain Rd, in the Single-Family Residential (RS) District. (2024-043) (PL-EXT-2025-0022)

Attachments: [2024-043 Staff Memo](#)

*****End of Consent Agenda*****

Public Hearings

8. Design Review Applications

- 8A. Signarama of Concord, on behalf of Home In Hand and Harold E & Judith A Ekstrom, requests architectural design review for a 10-square-foot non-illuminated freestanding sign panel (SP-0577-2025), to replace an existing freestanding sign panel and using the existing posts, at 15 Green St in the Civic Performance (CVP) District. (2025-056) (PL-ADR-2025-0096)

Attachments: [2025-056 Recommendation](#)
 [2025-056 Application](#)
 [2025-056 Revised Application](#)

- 8B. Advantage Signs, on behalf of Steve Duprey and Pierce Manse, requests architectural design review for a new 90-square-foot sign non-illuminated freestanding sign (SP-0599-2025) at Tax Map Lot 583Z 8, an unaddressed N State St at the intersection of Horseshoe Pond Ln and North State St, in the Institutional (IS) District. (2025-067) (PL-ADR-2025-0104)

Attachments: [2025-067 Recommendation](#)
 [2025-067 Application](#)
 [2025-067 Supplemental](#)
 [2025-067 January 17, 2024 Planning Board minutes excerpt](#)

- 8C. Green Bear Signs, on behalf of The Soapery Off Main and Hades Property Holdings, LLC, requests architectural design review for a 31-square-foot sign internally illuminated building wall sign (SP-0589-2025) to replace an existing building wall sign and a 20-square-foot projecting sign (SP-0590-2025), to replace an existing projecting sign, at 32 N Main St in the Central Business Performance (CBP) District.

Attachments: [Recommendation](#)
 [Application](#)

9. Site Plan, Subdivision, Conditional Use Permit, and Amendment Applications

- 9A. Zachary Letourneau, on behalf of McCarthy Family Trust of 2021, requests approval for a minor subdivision application and certain waivers from the Subdivision Regulations for a two-lot subdivision, at Tax Map Lot 92Z 4, addressed as 227 Garvins Falls Rd, in the Medium Density Residential (RM) District and Open Space Residential (RO) District. (2025-060) (PL-MIS-2025-0041)

Attachments: [2025-060 Staff Report](#)
 [2025-060 Subdivision Plat](#)
 [2025-060 Supplemental](#)

- 9B. Keach-Nordstrom Associates, Inc., on behalf of Parmenter Place, requests approval for major site plan, architectural design review, and certain waivers from the Site Plan Regulations, to add eight additional attached dwelling units to the existing development, at Tax Map Lot 392Z 22, addressed as 15 Parmenter Rd, in the Neighborhood Residential (RN) District. (2025-046) (PL-SPR-2025-0044)

Attachments: [2025-046 Staff Report](#)
 [2025-046 Civil Plans](#)
 [2025-046 Supplemental](#)

10. Other Business

Any other business which may legally come before the Board.

Adjournment

Information

- i. Architectural Design Review Committee meeting minutes - July 1, 2025

Attachments: [Minutes](#)

- ii. Report for July 16, 2025 - Minor Revisions to Approved Site Plans

Attachments: [Report](#)

Next regular monthly meeting is Wednesday, August 20, 2025

Note: To review meeting agendas please visit the City's Website, www.concordnh.gov, or view the notice posted at City Hall.

All City of Concord public meetings are accessible for persons with disabilities. Any person who feels that he or she may be unable to participate in a City of Concord public meeting due to a disability should, to the extent possible, call (603) 225-8515 at least 48 hours prior to the meeting so that a reasonable accommodation can be arranged.

For meetings held in the City Council Chambers, any person who is unable to access the upper level of the Council Chambers to address the City Council or any other public body may use the podium and/or microphone located at the lower level of the Council Chambers. Other reasonable accommodations may be available upon request.