City of Concord, New Hampshire
Architectural Design Review Committee
March 31, 2026 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on March 31, 2026, in Council Chambers, at 37 Green St, Concord, NH.

Attendees: Co-Chair Jay Doherty, Member Claude Gentilhomme, Member Douglas Proctor, Member Ron King,

Absent: Co-Chair Elizabeth Durfee Hengen, Alternate Member Amanda Savage and Member Merle Thorpe

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 8:48 a.m.

2. Minutes – Approve meeting minutes from March 3, 2026

Member Proctor moved, seconded by Co-Chair Doherty, to approve the meeting minutes from March 3, 2026, as written. All in favor. The motion passed.

3. Staff Memorandum

4. Sign Applications

4.1 Poyant Signs, Inc, on behalf of Interchange Development, LLC, and Evviva Trattoria, requests architectural design review recommendations for two new 53.77-square-foot internally illuminated building wall signs (SP-0705-2026 and SP-0724-2026)), a new 10.93-square-foot internally illuminated tenant sign panel (SP-0707-2026) to be installed within an existing freestanding sign at 16 Merchants Way in the Gateway Performance (GWP) District. (PL-ADR-2026-0167) (2026-022)

Jason Fredette (125 Samuel Barnet Blvd, New Bedford MA) is present to represent this application. Mr. Fredette showed the west elevation and noted the client wants a white non-illuminated opaque background to hold three-foot-tall face lit channel letters. The letters will light up with green and red at night. The north elevation the client would like the same sign on the west elevation. The background for the pylon sign is an opaque white and just the letters light up.

Co-Chair Doherty stated it is pretty straight forward.

Member Gentilhomme agreed.

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

4.2 Flynn Group Applebees, on behalf of Hakimi Capital Group, MH Concord, LLC and Applebee's, requests architectural design review recommendations for thirteen existing, non-permitted 24-square-foot externally illuminated awning signs (SP-0709-2026) (SP-0710-2026) (SP-0711-2026) (SP-0712-2026) (SP-0713-2026) (SP-0714-2026) (SP-0715-2026) (SP-0716-2026) (SP-0717-2026) (SP-0718-2026) (SP-0719-2026) (SP-0720-2026) (SP-0721-2026) at 260 Loudon Road in the Gateway Performance (GWP) District. (PL-ADR-2026-0157) (2026-009)

Katie Franco (83 Michigan Ave, Manchester) is present to represent this application. Ms. Franco handed a paper packet to the Committee (this will added to the end of the minutes) The request is to add a single white apple shaped vinyl graphic across the existing awnings that are there now. There is no changes to the awnings themselves. They just had them repainted. There is no illumination.

Co-Chair Doherty asked if black bars have lights in them.

Ms. Franco responded they do not.

Member King asked how does that sit with the regulations.

Mr. Tremblay stated it is too many signs and they are going in front of the Zoning Board of Adjustment tomorrow night.

Mr. Bass stated if the variance is not approved it will not move forward to Planning Board.

Ms. Franco stated they are open to adjusting.

Mr. Tremblay noted technically the ordinance calls it a sign because it is an apple and it is Applebee's and they do require sign permits.

Member King asked if this sets a precedent.

Member Proctor stated he thinks they have had this condition before and there might be something on Main St with a graphic band.

Member Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted. Member Proctor seconded. Member King abstained. With a vote of 3 in favor the motion passed.

4.3 Sousa Signs, LLC, on behalf of Colliers International, Planet Fitness RealCo LLC, and NH Doughnut, requests architectural design review recommendations for a new 16.2-square-foot internally illuminated building wall sign (SP-0727-2026) to replace an existing internally illuminated building wall sign and for a new 8.7-square-foot non-illuminated tenant panel (SP-0728-2026) to be installed on an existing non-illuminated freestanding sign at 89 Fort Eddy Road in the Gateway Performance (GWP) District. (PL-ADR-2026-0162) (2026-014)

Jason Gagnon (225 E Industrial Park Dr, Manchester) is present to represent this application. The mail wall sign is an existing sign for a martials arts and they will reface with a translucent face with an opaque background. The design is pulled form their Bedford location. The colors and deigns all fit within their branding. The free-standing sign is internally illuminated and they are proposing to put a hard-paneled opaque non-illuminated panel in place at the top corner. The client and landlord made that decision. It is double sided.

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

4.4 NEOPCO Signs, on behalf of IJMW, LLC and Coldwell Banker, requests architectural design review recommendations for a new 12.75-square-foot non-illuminated building wall sign (SP-0729-2026) to replace an existing building wall sign, and a new 8.5-square-foot non-illuminated tenant panel sign (SP-0730-2026) to replace a sign panel on an existing freestanding sign at 30 South Main Street in the Central Business Performance (CBP) District. (PL-ADR-2026-0163) (2026-017)

Glen Schadlick (5 Crosby St, Concord) is present to represent this application. Mr. Schadlick stated they are replacing the circular sign and replacing with a rectangular sign to get both of the businesses. These are non-illuminated panels.

Co-Chair Doherty stated the white line is nice and clean.

Member Gentilhomme noted it is a clean sign.

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

4.5 Signarama of Concord, on behalf of Bayberry Commons and Soul Serenity Massage requests an architectural design review recommendation for a new 1.68-square-foot externally illuminated tenant panel sign (SP-0731-2026) to replace a tenant panel on an existing freestanding sign at 261 Sheep Davis Road (Unit E-2) in the Gateway Performance (GWP) District. (PL-ADR-2026-0169) (2026-024)

No one is present to represent this application.

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

4.6 Signarama of Concord, on behalf of Metalmax LLC requests architectural design review recommendations for a new 6-square-foot non-illuminated building wall sign (SP-0732-2026) and a non-permitted 60-square-foot non-illuminated building wall sign (SP-0733-2026) at 28 Locke Road in the Industrial (IN) District. (PL-ADR-2026-0164) (2026-019)

No one is present to represent this application.

Co-Chair Doherty asked if the sign on the wall is between the two windows.

Mr. Tremblay pointed out the location of the one on the wall.

Member Gentilhomme noted you can hardly read the sign from the road.

Mr. Tremblay stated the sign on the wall is an existing sign and not the actual sign they are proposing it is a light background sign with small letters.

Member Proctor stated they have a lot of semi deliveries and they pull up next to the building.

Mr. Tremblay stated the Metalmax portion has to be removed. They can have shipping and receiving however, the Metalmax has to go.

Member King asked what are they approving.

Mr. Bass stated the existing non-permitted wall sign and a new sign on the building awning.

Member Gentilhomme asked if they are both permitted.

Mr. Tremblay stated they just need permits.

Member Gentilhomme made a motion to approve as submitted.

Member King feels they need to submit again with the correct sign.

Mr. Tremblay stated what you see in your packet they zoomed in too much.

Member King suggested the applicant submit that image with the correct new sign in the location they are proposing.

Member Gentilhomme noted they do not always get a sign application with a super imposed image on the building. Member Gentilhomme stated the two signs they want to put on the building are allowed by zoning.

Member Proctor seconded.

Discussion

Mr. Tremblay suggested maybe include in the motion he will get a new picture with the elevation prior to the Planning Board meeting.

Co-Chair Doherty asked if that is something they want to add to the motion.

Member Gentilhomme asked if to correct the picture with the proper size sign.

Member Proctor thinks it is the proper size sign the application just needs to be clarified.

Member Gentilhomme noted the sign on the building in that picture looks like it is two feet tall.

Member Proctor sees the sign as an existing condition and what is above it is the size of the new sign on that wall.

Member Gentilhomme stated they should have labeled it existing.

Co-Chair Doherty asked if they want to amend the motion to clarify because their application does not say where that sign is going.

Member Proctor stated the assumption is that it is going where the existing sign is located.

Member Gentilhomme made an edit to the motion to ask the client to submit an additional photo showing the proposed wall sign in the location on the building for clarification and recommend that the Planning Board approve the application as submitted.

Discussion

Member Proctor asked if there is anything in the elevation that says they are replacing the sign in the same location.

Co-Chair Doherty noted on the next picture down has an oval on the side of the building and does not say. If the applicant supplies a photo or rendering that is what they are expecting.

Member Proctor stated they are asking to confirm.

Co-Chair Doherty stated for the motion to have the rendering to confirm our understanding.

Member King stated that it is replacing the existing sign.

Member Gentilhomme noted in the location where the existing sign is.

Mr. Bass noted that is more direct.

Member Gentilhomme is fine with that motion to recommend the Planning Board approve the application as submitted with the condition that an additional elevation showing the proposed wall sign in the location of the existing building wall sign be included with the application. Member Proctor seconded. All in favor. The motion passed unanimously.

4.7 Boston Sign Company, Inc, on behalf of Winlex LLC and Anna's Taqueria, requests architectural design review recommendations for two new 62.5-square-foot internally illuminated building wall signs (SP-0735-2026 and SP-0736-2026) to replace existing building wall signs and a new 64.7 internally illuminated tenant panel (SP-0737-2026) to replace an existing tenant panel in an existing freestanding sign at 10 Fort Eddy Road in the Gateway Performance (GWP) District. (PL-ADR-2026-0166) (2026-021)

Ray Thrill (40 Plympton St, Boston MA) is present to represent this application. They are proposing to replace the Be Good signs that are similar in construction but have a different message that will take up a little more space on the building. Mr. Thrill noted the sign is similar to the FedEx sign on the other part of the building.

Member King asked if the sign is illuminated

Mr. Thrill noted it is essentially the same as everything else that is on there.

Member Gentilhomme noted it appears to have a blackout background.

Mr. Thrill responded correct, the sign pan is opaque on the building.

Member Gentilhomme asked if that is the same on the free-standing.

Mr. Thrill stated that is the same as it has been before and all of the signs on the building have opaque aluminum fabricated panel cans. They are not lit sign boxes.

Co-Chair Doherty noted it is not a bright white.

Mr. Thrill stated it is hard to render it in on computer.

Member Gentilhomme noted they do not want white.

Mr. Thrill stated it is not white.

Co-Chair Doherty stated it all looks good. Co-Chair Doherty noted a little concern with the fabric on different yellows and it not sure how it will look and feel.

Mr. Thrill stated there will not be messages on the awnings.

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

4.8 Advantage Signs, on behalf of Eagle Square Associate and Landvest, requests architectural design review recommendations for a new 10.54-square-foot non-illuminated window sign (SP-0739-2026) and a new 10.51-square-foot non-illuminated window sign (SP-0740-2026) at 3 Eagle Square in the Central Business Performance (CBP) District. (PL-ADR-2026-0165) (2026-020)

Josh Messinger (128 Hall St Suite C, Concord) is present to represent this application. Mr. Messinger noted there is lettering over the window and door.

Member Gentilhomme noted it is subtle lettering.

Member King noted it is on a white background.

Mr. Messinger stated it is frosted.

Co-Chair Doherty noted on sheet five on either side of the door they are different heights. There is one on the middle of the window and one at the top.

Mr. Messinger stated he did not pick up on that.

Member King noted windows are an important part of a building and they way this is presented they are closing off two of the windows.

Mr. Messinger noted there is a vinyl film that will be removed. It will be clear window below that.

Co-Chair Doherty asked about the white frosted.

Mr. Messinger noted it will be white frosted with lettering on the top.

Co-Chari Doherty asked about the band of clear glass.

Mr. Messinger pointed out where there will be a band.

Co-Chair Doherty noted it does not feel like organized elements.

Member Gentilhomme stated the store front is fine and the three white panels is unorganized. Member Gentilhomme suggested that all three have the same vertical dimensions from the ground to the bottom of the sign.

Member Proctor stated he would take it further and say everything match the one on the left-hand side. Member Proctor asked if there is an office behind this.

Mr. Messinger stated on the right is offices and not sure on the left side.

Co-Chair Doherty noted the application is different than the rendering.

Member King noted the application is disorganized there are different graphics, panels that are blank and some that are empty. Member King stated the whole thing makes no sense.

Co-Chair Doherty is having a hard time understanding what is being proposed. Co-Chair Doherty noted these do not show the height of 33 inches off the ground. Co-Chair Doherty asked if there is a rush to get this done because it is this is hard to approve with how this is playing out.

Mr. Messinger noted there is a little bit the exterior sign was done in the fall and they waited to finalize the building.

Co-Chair Doherty stated he cannot approve something and suggested to wait another month to get this organized.

Member Gentilhomme stated to deny the application because of lack of clarity on the sizes of panels in the windows.

Member King stated that is not enough.

Mr. Bass stated recommending denial and site the reasons and can reference certain sections of the design guidelines.

Member Gentilhomme made a change to say inconsistency of the sizes of panels and locations on panels in the windows and the randomness for consistency on the size of the panels that are proposed to go into the windows.

Co-Chair Doherty suggested to look at the whole façade.

Member King suggested to show the approved signage to see the whole presentation.

Co-Chair Doherty stated there is a motion on the table and asked if we have what is needed.

Mr. Bass stated they recommend the Planning Board deny the application due to inconsistency of the sizes of panels and location of panels on the windows and overall randomness of the proposal per sections 5.4(A) of the architectural design guidelines. With the suggestions that the application, be revised to include an elevation showing existing signage.

Member Gentilhomme suggested that all proposed panels be of the same vertical dimensions from ground to height of panel and add a blank panel to the left.

Co-Chair Doherty suggested rather than saying the panel to the left they say to continue theme.

Member Gentilhomme updated motion to continue panels around to the left.

Member King seconded.

Co-Chair Doherty stated there is a motion and a second and asked Mr. Bass to read motion back.

Mr. Bass read to recommend that the Planning Board deny the application due to inconstancy of the sizes of panels and location of panels in the windows, and overall randomness of the proposal per Section 5.4A of the Architectural Design Guidelines. With the suggestions that the application, be revised to include an elevation showing existing signage, that all proposed panels be of the same vertical dimensions from ground to bottom to panel and height of the panel, and continue panels around to the left for a balanced look.

Member Gentilhomme agreed to the above amended motion.

Member King seconded.

Discussion

Member King asked if this will be opaque when you walk by it or will there be texture on the glass.

Mr. Messinger stated a little light will be able to transmit through the frosted but you will not be able to see through it.

Member King asked if they changed all of the glass to be translucent would it change the character of the building.

Member Gentilhomme noted this is a picture showing the frosting there on the lower part of the window. The frosting on the lower part is a gradual and ask gets to the sill it is translucent.

Co-Chair Doherty called for a vote.

All in favor. The motion passed unanimously.

4.9 Sousa Signs, on behalf of Brixmore Capital SC LLC and Boot Barn, requests architectural design review recommendations for a new 125.3-square-foot internally illuminated building wall sign (SP-0742-2026) and a new 48.8-square-foot internally illuminated building wall sign (SP-0743-2026) at 80 Storrs Street in the Opportunity Corridor Performance (OCP) District. (PL-ADR-2026-0168) (2026-023)

Jason Gagnon (225 E Industrial Park Dr, Manchester) is present to represent this application. Mr. Gagnon stated this is for the Boot Barn next to Five Below and Ulta. They are asking for two signs. A front wall sign facing the main parking lot it is internally illuminated. The build for the rear sign is same and they are using a day night film so at night it looks black.

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

4.10 Sousa Signs, on behalf of Arts Alley LLC, Foxfire Property Management Inc, The Main Venue, and Rooftop Social, requests architectural design review recommendations for a new 30-square-foot internally illuminated projecting sign (SP-0749-2026) and a new 25.1-square-foot internally illuminated building wall sign (SP-0750-2026) at 20 South Main Street in the Central Business Performance (CPB) District. (PL-ADR-2026-0170) (PL-CUP-2025-0104) (2025-133)

Jason Gagnon (225 E Industrial Park Dr, Manchester) is present to represent this application. Mr. Gagnon stated the sign is located about three quarters down the building.

Co-Chair Doherty asked if the roof top social entry is near the back.

Mr. Gagnon responded yes, the project sign is in the back.

Co-Chair Doherty stated the only comment on the roof top social is it looks like it is over a door but that is not the door you use to get in there.

Member Gentilhomme noted there might be enough separation between them. Member Gentilhomme stated the signs are clean and appropriate.

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

5. Building Permit Applications

None

6. Site Plan Applications

None

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7. Other Business

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

7.2 Adjourn

Member King moved, seconded by Member Gentilhomme, to adjourn the meeting at 9:49 a.m. All in favor. The motion passed unanimously.

Respectfully submitted,

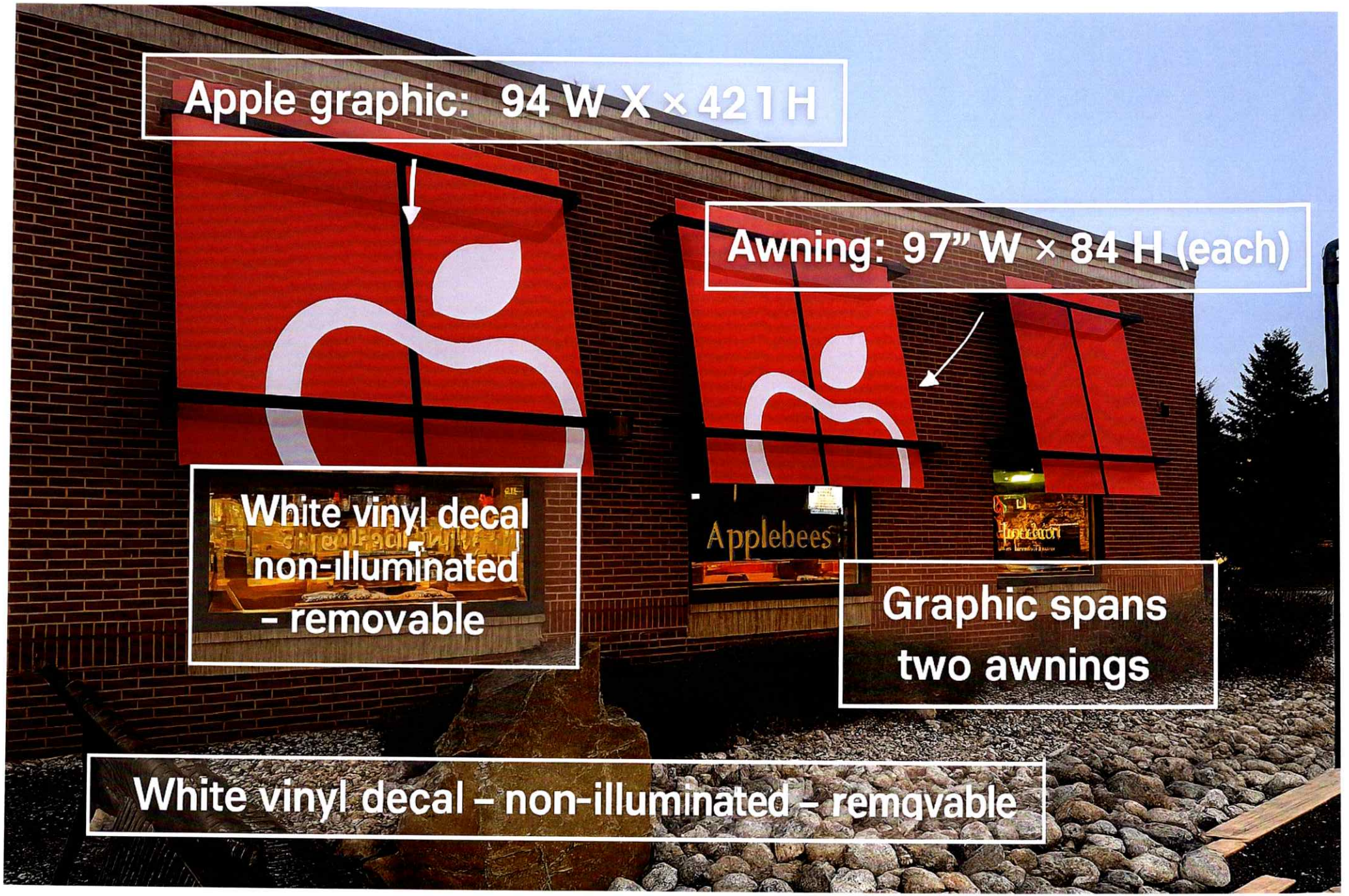
Krista Tremblay

Krista Tremblay
Administrative Technician III


Welcome Back!
PARKING ONLY
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Applebee's
Welcome Back!
260

Applebee's


Apple graphic: 94 W X × 42 1 H
Awning: 97” W × 84 H (each)
White vinyl decal non-illuminated - removable
Graphic spans two awnings
White vinyl decal – non-illuminated – removable