City of Concord, New Hampshire
Architectural Design Review Committee
June 2, 2026 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on June 2, 2026, in Council Chambers, at 37 Green St, Concord, NH.

Attendees: Co-Chair Elizabeth Durfee Hengen, Co-Chair Jay Doherty, Member Claude Gentilhomme, Member Douglas Proctor, Member Ron King, and Member Merle Thorpe

Absent: Alternate Member Amanda Savage

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 8:31 a.m.

2. Minutes – Approve meeting minutes from May 5, 2026

Co-Chair Hengen moved, seconded by Member Gentilhomme, to approve the meeting minutes from May 5, 2026, as written. All in favor. Co-Chair Doherty abstained due to not attending the meeting. The motion passed.

3. Staff Memorandum

4. Sign Applications

4.1 Branwen's Sacred Cove, LLC, on behalf of Harold E & Judith A Ekstrom, requests architectural design review recommendation for a new 2-square-foot non-illuminated freestanding sign panel sign (SP-0772-2026) at 15 Green St in the Civic Performance (CVP) District. (PL-ADR-2026-0180) (2026-048)

Mariah Bridgeford (15 Green St Unit 2, Concord) is present to represent this application. Ms. Bridgeford noted the sign presented is too short.

Co-Chair Doherty asked if the height of the panel will be similar to the bar that is behind it.

Ms. Bridgeford responded yes.

Merle Thorpe arrived at 8:35 a.m.

Co-Chair Hengen asked if you make it fit the width are the letters expanding.

Ms. Bridgeford stated she is hoping that when it expands it will make the letters a little larger.

Member King suggested to look at that before you finalize because it could stretch the letters in odd way.

Member Gentilhomme suggested using a brighter color on the letters because there is no enough contrast between the letters and the background to read the sign.

Member Gentilhomme made a motion to approve as submitted with the understanding it will be similar to what seeing and it will be stretching from pole to pole.

Discussion

Co-Chair Doherty asked if Member Gentilhomme wanted to note the height of it will match the white bar behind it.

Member Proctor suggested to say the sign will be adjusted to match the size of the blackout panel.

Ms. Bridgeford stated she will try to have it match the back white panel. It will be shrunken down and wider.

Co-Chair Hengen suggested to look at having lettering go across one line.

Ms. Bridgeford stated that is what she will try to do and have one straight line.

Member Proctor suggesting taking the two lines and juxtapose.

Member King noted they are approving something that they have no idea what it will look like. Member King noted the width is good for the logo which takes up the whole height. If you try to squeeze it the logo will be tight and hard to see.

Co-Chair Hengen noted it could be raised up a tad and give more space below.

Member King suggested to leave the height of the sign the same and extend the blue off to the side and it will make the letters more pronounced when you read them.

Mr. Bass noted the committee is recommending the condition that the sign shall fit within the width dimension of the white bar behind it, a gap shall remain between the bottom of the sign and the wooden post, the lettering maybe on one line and a suggestion that a brighter yellow gold be used to increased readability on the dark background.

Member King made a motion to recommend the Planning Board approve the application as submitted with the following conditions: that the sign shall fit into the width dimensions of the white bar behind it; a gap shall remain between the bottom of sign and wooden rail; the lettering may be on one line; and, a suggestion that a brighter yellow/gold be used to increase readability on the dark background. Member Gentilhomme seconded. All in favor. The motion passed unanimously.

4.2 Real 603 NH Home & Lifestyle Group, on behalf of Real 603 and Better Business Bureau of NH, requests architectural design review recommendations for 2 new externally illuminated freestanding sign panels of 12-square-feet (SP-0774-2026) and 6-square-feet (SP-0775-2026), to replace existing sign panels on an existing frame at 48 Pleasant Street in the Civic Performance (CVP District) (PL-ADR-2026-0181) (2026-049)

Shannon Mounsey (48 Pleasant St, Concord) is present to represent this application. Ms. Mounsey stated there is an existing sign and their plan is to take the existing sign and cover it.

Co-Chair Doherty asked if they are adding the panel below it.

Ms. Mounsey responded yes, that is not currently in place.

Mr. Bass stated there are two sign applications to be reviewed. One for the top and other for the bottom.

Member King asked if the sign is two sided.

Ms. Mounsey responded yes.

Member King asked if there is lighting.

Ms. Mounsey responded yes.

Member Gentilhomme made a motion to recommend the Planning Board approve as submitted. Member King seconded.

Discussion

Member Thorpe stated the lighting is distracting when you go up and down that street and suggested landscaping under the sign to block the light.

Co-Chair Hengen asked if it is the light itself or the fixtures.

Member Thorpe stated the light itself from the fixtures and a shrub would block it.

Member Proctor suggested to replaced the light fixtures as they might be an energy suck.

Member Thorpe suggested something that is shielded and do not see the fixture.

Member King asked if you cannot read the sign at night.

Member Thorpe responded correct it is poor visibility.

Ms. Mounsey does not think the light is working at this time.

Member Gentilhomme noted if you want your sign to be read at night you do not want to blind people as they are driving by and cannot read sign.

Co-Chair Doherty noted this is just a comment.

Co-Chair Hengen stated a recommendation.

Member Thorpe would recommend the application be a condition upon replacing the light fixtures.

Member Gentilhomme added that to his motion. Member King seconded.

Mr. Bass asked as a condition of approval.

Co-Chair Doherty stated it is more of a suggestion.

Co-Chair Hengen noted they are recommending approval of the signs as submitted with the further recommendation.

Mr. Bass noted everything thing they make are recommendations with conditions or suggestions and Member Thorpe wanted to make a condition of the approval.

Member Gentilhomme stated it is a suggestion.

Co-Chair Doherty agreed there was a comment about poles, light fixtures, shrubs and a whole bunch of things.

Member Thorpe stated either shrubs or replace fixtures to eliminate the glare.

Member Gentilhomme stated with a suggestion that measures be taken to eliminate the glare of the lighting that prevents people from reading the sign at night.

Co-Chair Doherty asked Member Gentilhomme if he wanted to add that to his motion.

Member Gentilhomme responded yes.

Member King seconded.

Member Thorpe noted a suggestion is pretty week.

Member Proctor suggested to investigate replacing lighting or adding landscaping to reduce the glare.

Mr. Bass stated Member Thorpe had comments and discussion. Member Gentilhomme amended his motion which was seconded by Member King. The motion was to recommend the Planning Board approve the application as submitted with the suggestion that the external lights be replaced with an updated direct light fixture or landscaping be installed beneath the sign.

Member Gentilhomme is ok with that.

Mr. Bass stated that suggestion is optional and not bound to replace the lighting fixtures with this motion.

Co-Chair Doherty noted there is a motion on the table and called for a vote.

All in favor. The motion passed unanimously.

4.3 Green Bear Signs and Graphic, LLC, on behalf of Flomac Limited Partnership, and Back Nine, requests an architectural design review recommendation for a new 24-square-foot internally illuminated free standing tenant panel sign (SP-0770-2026), to be installed on an existing freestanding sign, at 8 Loudon Rd in the Gateway Performance (GWP) District. (PL-ADR-2026-0174) (2026-036)

No one is present to represent this application.

Mr. Bass stated last month the committee recommended the Planning Board approve the building wall sign and the applicant missed their tenant panel sign.

Member Gentilhomme asked if wall sign was the same sign with white background.

Mr. Bass noted it was channel letters.

Member Thorpe asked if the black lettering illuminates.

Mr. Bass stated the whole sign illuminates.

Member Gentilhomme made a motion to recommend that the Planning Board approve the application as submitted with the condition that the white be opaque when lighted at night leaving the letters and logo minimally outlined. Member King seconded.

Discussion

Co-Chair Doherty asked a suggestion be that this whole thing is reversed with a black background.

Member Thorpe stated it might not fit with their branding.

Co-Chair Hengen noted or their other sign and it is more visible the way they are proposing it.

Member Thorpe asked if the intent to have a white silhouette follow each of the white letters.

Mr. Bass noted leaving the letters and logo outlined.

Member Thorpe asked how wide is the outline.

Member Gentilhomme did not know and noted maybe an inch.

Mr. Bass stated he is not sure if they need to get that specific.

Member Gentilhomme asked to throw in the word minimum.

Member Proctor noted the rest of the signs are white.

Co-Chair Doherty noted there is a motion with a second, asked if more discussion and with none called for a vote. All in favor. The motion passed unanimously.

4.4 NEOPCO Signs, on behalf of Spring Corner Condominium and Nonna's Place, LLC, requests architectural design review recommendations for a new 13.5-square-foot externally illuminated building wall sign (SP-0780-2026), which involves removal of the existing freestanding sign and relocating of the top portion for the sign to be mounted on the building, and to relocate the existing protruding blade sign from the building, onto one of the proposed columns (SP-0781-2026) at 60 Pleasant Street, in the Civic Performance District. (PL-ADR-2026-0173) (2026-033)

Remi Hinxhia (60 Pleasant St, Concord) and Glen Schadlick (5 Crosby St, Concord) are present to represent this application. Mr. Schadlick stated this is for the signs up front. There will be an extension of the building going towards the street.

Mr. Bass stated the building changes came to the committee last month and the Committee recommended the Planning Board approve them as submitted and there was no signage.

Mr. Schadlick stated the existing sign out front will be moved to the front of this new structure. There will not be any lighting. There is an existing ground sign that will be removed. There will be a new flat sign that will go onto the building and will have indirect goose neck lighting shining down on the sign.

Member King 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.

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5. Building Permit Applications

5.1 None

6. Site Plan Applications

6.1 Gallagher, Callahan, & Gartrell, PC, Jones and Beach Engineering, Inc, and Onyx Partners, Ltd, on behalf of Onyx SteepleGate Concord, LLC, Onyx Regal Concord, LLC, and Onyx TD Concord, LLC, requests non-binding architectural design review comments, in anticipation of future major site plan applications where architectural design review will be required, based on a comprehensive development plan application for the consolidation of condominium and resubdivision into separate lots and ownership, and a proposed mixed-use redevelopment to include certain on and offsite improvements, a fueling station, and approximately 600 residential unit apartments, approximately 329,200-square-feet of commercial/retail, and approximately 5,040 square-feet of restaurant use at Tax Maps: 611Z Lot 40 addressed as 270 Loudon Rd; 611Z Lot 39 addressed as 282 Loudon Rd; 61Z Lot 9 addressed as 277 Sheep Davis Rd 270; and, 611Z Lot 41 addressed as 260 Loudon Road, all within the Gateway Performance (GWP) District. (2026-041) (PL-CDP-2026-0002)

Mr. Bass stated this applicant has requested to continue to the June 30th Design Review Committee meeting. They are in the comprehensive development plan application stage and they want to get non-binding feedback.

Co-Chair Doherty asked the committee to do research before the meeting.

6.2 Brixmore Properties, requests an architectural design review reccomondation as part of an amendment to an approved site plan application for revisions to the building façade and lighting plans for the addition of decorative building lighting at 80 Storrs St in the Opportunity Corridor Performance (OCP) District (2024-062) (PL-AMEND-2026-0023)

Mr. Bass stated this applicant will not be present today. This is the Burlington Coat remodel and tenant cut in there is a prominent fixture in middle of site with decorative lighting. Mr. Bass stated they told them the lighting was not approved and they had to turn it off. They intend to go through the process but have other façade changes. They are trying to line everything up to come to New Hampshire once and asked to continue to no date certain. They will come back when they are ready and that part of the building will have no lighting.

6.3 Wilcox & Barton Inc, on behalf of 3JB, LLC, requests an architectural design review recommendation as part of a major site plan approval for the construction of a new 2-story, 3,500-square-foot commercial addition with basement, and the conversion of existing structures into 5 residential units, and certain site improvements at Tax Map 7413Z Lot 9, addressed as 47-49 South State St in the Urban Commercial (UC) District. (2026-040) (PL-SPR-2026-0060) (PL-CUP-2026-0111)

Erin Lambert (2 Home Ave, Concord) and Brandon Reed (no address provided) are present to represent this application. Ms. Lambert stated in the area to the east will be an attached two-story townhouse with three units. A lot of the site will remain as is. They will increase the site circulation and they will add five parking spaces near the entrance to the florist.

Member Thorpe asked about the five units.

Ms. Lambert stated two will be in the existing portion of the building at the north and there will be three townhouses. Ms. Lambert noted for landscaping they are adding trees and grass around the townhouses.

Mr. Reed stated they are three-bedroom townhouses that are all around 1900 square feet a piece with single car garage and full basement with bulkhead. Mr. Reed noted they are looking at gray tones dark on the bottom and light on the top with cedar impressions.

Member Thorpe asked if there is any intended landscaping in the zone for the McLeod's Florist.

Ms. Lambert responded yes.

Member Thorpe asked about the parking in the foreground is related to McLeod's.

Ms. Lambert stated it is all the same property and it has a required number of spaces. Each dwelling unit requires one parking spaces and they can park in the garage.

Co-Chair Doherty asked about the dumpster.

Ms. Lambert it will be screened with white vinyl and they do have a waiver to make it a little smaller. The dumpster now does not meet the setback requirements.

Co-Chair Hengen noted the predominant feature is the garage door and it is an unwelcoming front of any building.

Mr. Bass stated they have approved multiple subdivisions with the condition of the architectural design approval that the garages are setback from the plain of the front of the building.

Co-Chair Hengen would like to see more emphasis on the front entrance and less on the garage.

Member King noted the stark contrast between the dark walls and white door.

Member Gentilhomme suggested to make the doors dark gray or make the walls white so it blends in together. Member Gentilhomme noted white siding into the porches would brighten up the space.

Co-Chair Hengen noted this is a neighborhood of older houses and the primary feature on the houses is the porch and that is what projects forward not the garage. The car is not the primary means of communication or transportation. The front entry should be the primary feature.

Member Proctor noted this building is on its own side alley.

Member Thorpe stated it is still viable from the street.

Mr. Reed stated the difficulty is the lot and if take garage and push back it makes the interior on the first floor almost unusable. Pulling the entry out it will be a long flat façade.

Member Gentilhomme thinks they can make the porch more prominent with color and doing things to draw attention to it. Member Gentilhomme suggested to call attention to the front door.

Member Thorpe noted the detailing of the recessed porch would be helped out if the architrave moved across the whole building as a dominant feature and make the garage doors darker and the siding lighter.

Member Proctor suggested carriage doors to have detailing around the porch.

Co-Chair Hengen suggested a more traditional porch post.

Member Gentilhomme suggested a railing with a full height column that will call more attention to the entrance.

Co-Chair Doherty asked if there is a way to bring the door closer and they could have an interior closet.

Co-Chair Hengen suggested to get rid of the column and have a partial railing that matches elsewhere.

Member Thorpe asked if they would consider an engaged pilaster on the side.

Member Gentilhomme noted they could put pilasters on each side of the middle one and that helps to define the entrances.

Member Thorpe suggested to drop the architrave three inches and that would help.

Mr. Reed noted with moving the door forward that is a structural wall the upper floor would be tricky.

Co-Chair Doherty asked about the lighting if they are can lights.

Mr. Reed stated they would be recessed cans.

Member Thorpe suggested to bring the gable out an inch and a half.

Co-Chair Hengen made a motion recommend the Planning Board continue the application to allow the applicant time to incorporate the comments and suggestions made by the Architectural Design Review Committee at their June 2, 2026 meeting. Member Gentilhomme seconded. All in favor. The motion passed unanimously.

6.4 Wilcox & Barton Inc, on behalf of Two Wheeler Holdings, LLC, requests architectural design review recommendation as part of a major site plan for the conversion of an existing 30,310-square-foot building along with a 2,470-square-foot addition for a car dealership, 70,270-square-feet of additional pavement for driveways, parking, and vehicle storage, and other associated site improvements at Tax Map 782Z Lot 44, addressed as 110 Manchester Street in the Highway Commercial (CH) and Office Park Performance (OFP) Districts. (2026-044) (PL-SPR-2026-0061)

Erin Lambert (2 Home Ave, Concord) and Matt Lawton (152 Conant St, Beverly MA) are present to represent this application. Ms. Lambert they are converting freedom cycle to a Subaru. This is an existing building and they will reuse the buildings. The majority of the site change is so they can bring in conformance for the requirements to provide enough customer and employee parking along with car storage. There is a parking demand with the amount of storage. They are adding on a portion to create a service drive. They have ADA parking at the entrances.

Mr. Lawton stated the greatest change they are doing is to remove the glass tower. They will use sand stone tile and have a wood look. The project has 2500 square foot service drive through. There are two lanes of service to come in. They are looking to maintain the majority of the building. They are adding a three-foot parapet by the showroom. They are lowering the canopy to the ten-foot window heights. It will maintain the same height of the building that is there today.

Co-Chair Doherty suggested to have a sample of materials. Co-Chair Doherty asked about the mechanical equipment on the roof.

Mr. Lawton noted there is mechanical equipment on the roof that is unscreened and they will keep it away from the front of the building.

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

Discussion

Co-Chair Doherty opened for public comment.

Andy Gallagher (no address provided) was on the development team for Freedom Cycle. Mr. Gallagher noted it is hard to get out due to traffic. Mr. Gallagher noted there was an easement for the road. Mr. Gallagher noted that is not being taken into consideration.

Co-Chair Doherty noted this committee looks at the architecture of the building and landscaping. The traffic light and traffic study is something that Planning Board will review.

Member Thorpe asked where is the storm water storage for run off.

Ms. Lambert stated the site captures storage in two ways in the back there is a storm water pond. All run off from the site is captured on site. There are catch basins and roof drains.

Member King asked what do they do with snow.

Ms. Lambert noted there is a small area around the perimeter and there is another area for snow storage. They might have to remove off site depending on the volume.

Co-Chair Doherty asked if the city has reviewed the landscape plan and provided comment.

Ms. Lambert responded yes and they need to show perimeter landscaping.

Mr. Bass noted the regulations require landscaping for heat islands.

Member Thorpe asked about lighting.

Ms. Lambert noted there is down cast and complies with the city requirements.

Member Thorpe asked if they are all LED's.

Ms. Lambert responded yes.

Co-Chair Doherty called for a vote and all in favor. The motion passed unanimously.

6.5 Northpoint Engineering, LLC, on behalf of Granite Municipal Manufacturing & Sales, LLC, requests architectural design review recommendation as part of a major site plan for the construction of 3 new 31,200-square-foot gross area, 4-story buildings for mixed flex industrial and self-storage use, a new 2,040-square-foot gross area, 2-story building office and caretaker apartment building, and associated site improvements at Tax Map 40Z Lot 6, addressed as 52 Locke Road in the Industrial (IN) and Open Space Residential (RO) Districts. (2026-045) (PL-SPR-2026-0062) (PL-CUP-2026-0114)

Jeff Lewis (119 Storrs St Unit 201, Concord) is present to represent this application.

Mr. Lewis stated this project is at the end of Locke Rd off exit 16 it is an industrial zone. This is at the end of the cul-de-sac. This is a 20-acre parcel with wetlands. There is five acres of buildable area. It is surrounded by conservation property. This proposal is for a series of three identical buildings that are four story tall designed to be flex industrial on the first floor with overhead doors on the front and each bay. Then the second, third and fourth floor will be indoor storage. There is also a smaller building with a small office with a caretaker apartment.

Member Proctor asked what is the height limitation.

Mr. Lewis stated the height is allowed to be 45 feet and they are allowed to be higher than that if they sit far enough from the property line and this is 48 feet high.

Co-Chair Hengen noted the windows on the floor plans do not correspond with the plan on sheet 19. The elevations do not match the floor plans. The openings do not match the dimensions that are shown. There is a lot of inaccuracies on these materials.

Co-Chair Doherty noted there are three buildings and asked if height in area if determining three buildings rather than one long building.

Mr. Lewis stated the owner wants to do this project in phases. Mr. Lewis noted this site has been clear cut including the wetland buffer. There is a wetland buffer restoration plan.

Member Thorpe noted it might not be necessary to have lighting along the back side of the building.

Co-Chair Doherty asked if the fixtures are on motion sensors.

Mr. Lewis does not know the answer to that and will come back with a better plan.

Member Thorpe suggested lights that are motion detected.

Mr. Lewis stated they will look at down cast lighting.

Member Gentilhomme left the meeting at 10:22 a.m.

Member Thorpe asked what will be on the ground cover.

Mr. Lewis showed the wetland buffer restoration plan with the proposed plantings.

Co-Chair Hengen suggested to have a color pallet that is an earth tone would match the environment.

Member Thorpe liked the door color.

Member Proctor suggested a forest green.

Co-Chair Doherty suggested to have the lower windows match with the upper windows.

Member Thorpe suggested to have all of the windows on the end of the building.

Member Proctor suggested to have the windows from floor to ceiling glass as a stripe coming down.

Co-Chair Hengen made a motion to recommend the Planning Board be continued due to many conflicts in dimensional information provided in the architectural renderings and elevations provided. The applicant shall also revise the treatment of fenestrations, materials, and colors. The committee recommends the applicant provide physical material samples when they return to ADRC for their subsequent review and recommendation. Member King seconded. All in favor. The motion passed unanimously.

7. Other Business

7.1 Interim Zoning Amendment Efforts

Mr. Bass stated City Council has asked staff to come up with interim zoning amendments for parking and signs. Mr. Bass noted they are looking at a few things for signage to clean up and wanted to run it by the committee if they have any comments or feedback on what is or what is not working. If they have more thoughts they can send an email.

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

Co-Chair Hengen wants a reminder of the terminology of the recommendation verses stipulation.

Mr. Bass stated this committee provides recommendations and any motions that are crafted we try to avoid that word because that is what your motion is because you are recommending to the Planning Board. The committee is recommending the Planning Board approve something subject to these conditions of approval and it is clearer than a stipulation. If you want an optional to use the word suggestion.

7.3 Adjourn

Member King moved, seconded by Co-Chair Hengen, to adjourn the meeting at 11:30 a.m. All in favor. The motion passed unanimously.

Respectfully submitted,
Krista Tremblay
Krista Tremblay
Administrative Technician III