City of Concord, New Hampshire
Architectural Design Review Committee
September 1, 2026 Minutes - DRAFT

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on September 1, 2026, in Council Chambers, at 37 Green St, Concord, NH.

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

Absent: Co-Chair Jay Doherty and Member Ron King

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 Hengen called the meeting to order at 8:32 a.m.

2. Minutes – Approve meeting minutes from August 4, 2026

Member Gentilhomme moved, seconded by Member Thorpe, to approve the meeting minutes from August 4, 2026, as written. All in favor. The motion passed.

3. Staff Memorandum

4. Sign Applications

4.1 Yamas Greek Eatery, on behalf of Yamas Greek Eatery and The Draft, LLC, requests architectural design review approvals for a 16-square-foot, externally illuminated existing non-permitted building wall sign (SP-0767-2026) and a new 1.77-square-foot non-illuminated projecting sign (SP-0792-2026) at 25 South Main Street in the Central Business Performance (CBP) District. (PL-ADR-2026-0179) (2026-047)

Kosta Alexandropoulus (25 S Main St, Concord) is present to represent this application. Mr. Alexandropoulus stated at the last meeting it was recommended to remove the sign at the corner and replace with something that they can see more brick. Mr. Alexandropoulus has ordered a sign two feet in diameter. Mr. Alexandropoulus is asking for a blade sign and there is an existing bracket there.

Co-Chair Hengen stated when they looked at the corner sign on the building and asked to be reduced in size.

Member Proctor stated at the last time they were thinking if you have the corner sign that you do not need the blade sign.

Mr. Alexandropoulus stated you definitely need the corner sign for visibility.

Co-Chair Hengen noted the corner sign can be larger as right now it appears there is 14 inches and they agreed to having 8 inches of brick.

Co-Chair Hengen made a motion to recommend that the Planning Board approve the application as submitted **with the proposed sign revisions, to both the building and projecting sign, as submitted, with the suggestion that the building wall sign could be increased in size to allow for 8-inches of brick exposed from the adjacent pilasters.** Member Savage seconded. All in favor. The motion passed unanimously.

4.2 Granite YMCA, requests an architectural design review approval for a new 18.76-square-foot internally illuminated projecting wall sign (SP-0822-2026), to replace an existing non-permitted internally illuminated projecting wall sign at 15 North State Street in the Civic Performance (CVP) District. (PL-ADR-2026-0196) (2026-077)

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Margaret Tomas (2 Hilltop Lane, Dunbarton) and Kelly O'Hara (15 N State St, Concord) are present to represent this application. The blue and green in the picture was replaced. The lights in the cabinet were not working and when they replaced the sign they fixed the lights.

Mr. Bass stated this site is in the civic performance district which prohibits internal illumination. Mr. Bass noted the internal illumination of this sign is a permitted non-conformity until it is removed. However, the sign itself is a new sign subject to architectural design approval.

Member Savage suggested to have a white opaque background to only show the letter Y and the YMCA.

Laurie Piper stated it might be hard to do with the existing structure because these are two trays that are printed.

Co-Chair Hengen noted the design guidelines that require opaque background.

Member Thorpe made a motion to recommend that the Planning Board approve the application as submitted **with the condition that an opaque background be placed behind the larger white background in accordance with Section 5.4(c) of the Design Review Guidelines.** Member Savage seconded. All in favor. The motion passed unanimously.

4.3 NEOPCO Signs, on behalf of Capitol Craftsman, LLC dba Romance Jewelers, and Ciborowski Associates, LLC, requests architectural design review approvals for three new, 1.5-square-foot non-illuminated window signs (SP-0852-2026, SP-0853-2026, and SP-0854-2026) at 18 North Main Street in the Central Business Performance (CBP) District. (PL-ADR-2026-0198) (2026-078)

Glen Schadlick (5 Crosby St, Concord) is present to represent this application. Mr. Schadlick stated due to the architecture of the building there is no location for a flat sign or blade sign. So, they have opaque vinyl signs on the windows.

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

4.4 Sousa Signs, on behalf of The Common Man Roadside and BKP Invest 1 LLC, requests architectural design review approvals for 1 new 87.3-square-foot internally illuminated freestanding sign (SP-0828-2026), 1 new 85.4-square-foot internally illuminated building wall sign (SP-0829-2026), 1 new 37.1-square-foot internally illuminated building wall sign (SP-0830-2026), 2 new, 100.7-square-foot internally illuminated building wall signs (SP-0836-2026 & SP-0838-2026), 2 new, 42.9-square-foot internally illuminated building wall signs (SP-0837-2026 & SP-0839-2026), 3 new, 40-square-foot internally illuminated building wall signs (SP-0833-2026, SP-0834-2026, & SP-0835-2026), 1 new, 6.8-square-foot non-illuminated building wall sign, (SP-0832-2026), 1 new, 10.8-square-foot non-illuminated building wall sign (SP-0831-2026), and 3 new, 29.25-square-foot internally illuminated canopy signs (SP-0840-2026, SP-0841-2026, & SP-0842-2026) at 30 Manchester Street in the Gateway Performance (GWP District. (PL-ADR-2026-0199) (2026-079)

Mr. Bass stated the applicant has provided a master sign plan as a previously approved development is coming on line. Part of this master sign plan will require zooming relief. This will not go to Planning Board with any known zoning non-conformities and there are zoning applications to address that.

Jason Gagnon (225 East Industrial Dr, Manchester) is present to represent this application. Mr. Gagnon the entire package is on docket to go in front of the Zoning Board. The secondary sign package has three of the signs in the master sign plan that fit with the zoning ordinance.

Co-Chair Hengen asked if they are to look at the overall package and there is a portion of it that conforms with zoning that you want to be reviewed today.

Mr. Gagnon responded correct. Mr. Gagnon noted the first sign will be the double-sided free-standing sign sitting on the entry corner with Irving, The Common Man and Market & Deli cabinets that will be internally illuminated. The pylon structure is a stone veneer wrap. The price changer is one of the things

that are going to the Zoning Board of Adjustment.

Co-Chair Hengen asked if the height of the pylon complies with zoning.

Mr. Tremblay responded yes it complies with code.

Mr. Gagnon noted for the store front main entrance will be two overhead wall signs by the peak and each image is considered one sign that will be internally illuminated. Below the entry doors will have an ad cabinet with a promotional sign box that is illuminated.

Member Savage asked about the temporary interchangeable sign and how does it work with the design review guidelines.

Mr. Tremblay stated it would be considered a permanent sign because it is made of permanent materials. If it was made of temporary materials it would only be good for 45 days.

Member Savage noted that whatever they put in the A1 cabinet they need to see the print of the sign.

Member Thorpe suggested A1, A2 and A3 should have a different level of illumination in the cabinet than the other signs.

Mr. Gagnon noted a darker color background will impact the lumens. Mr. Gagnon noted B1 at the front entrance sign will be internally illuminated with translucent graphics. Across the front area two sets of dimensional non-illuminated signs. The end gable signs are bigger and the B2 and B3 signs are to the left and right.

Mr. Bass stated internally illumination of signs is allowed in this district. However, the design review guidelines 5.4(c) "internally illumination of signs should have an opaque background. Mr. Bass noted normally they apply that to a white background and if there is a dark background with light copy the opaque background is not exercised.

Mr. Gagnon noted for the gas canopy there are illuminated bands with the Irving channel letters. Mr. Gagnon noted C1 are the canopy signs. The B1 sign the gas canopy might block part of the view.

Co-Chair Hengen asked about the signs A1, A2 and A3 that has a lot of information and on it is a QR code is that a functioning QR code. Co-Chair Hengen suggested to simplify the sign as it is full of information.

Mr. Gagnon stated the design is a work in progress. However, with the sign being internally illuminated it is considered a permanent wall sign and if there were to change out the sign face and graphics it would require ADR approval. The secondary plan set is within the sign code of ordinance.

Member Gentilhomme noted the lettering above the windows that is non-illuminated it is extraneous. Member Gentilhomme stated the lettering on the building for the market and deli is not necessary.

Member Thorpe suggested for signs A1, A2 and A3 signs to have a beige background that would help solve the opaque issue.

Co-Chair Hengen stated the overall master plan package is over signed and encourage removal of those that are redundant such as eliminating market and deli sign on the gables.

Member Savage suggested for signs A1, A2 and A3 that they choose a sign to present to the Planning Board.

Co-Chair Hengen suggested to have landscaping at the base of the pylon.

Member Savage made a motion to recommend that the Planning Board approve the application as submitted with the following conditions: Signs A1,A2, and A3 shall have an dark background, which could be beige or ivory, or an opaque background be installed, pursuant to Section 5.4(c) of the Design Review Guidelines; The messaging of signs A1, A2, and A3 shall be simplified pursuant to Section 5.4(b) of the design review guidelines; and, the overall signage and messaging of signs B1, B2, and B3 shall be

reduced in size by removing a tagline as the overall signage on the building is overpowering the architectural features of the building, with the suggestion that the tag line "Market & Deli" be removed to satisfy this condition. Member Gentilhomme seconded. All in favor. The motion passed unanimously.

4.5 Carolyn A. Parker Consulting and NE Signs & Awnings, on behalf of Valvoline and Loudon Automotive Properties LLC, requests architectural design review approvals for a new 55.24-square-foot internally illuminated freestanding sign (SP-0818-2026), while maintaining existing footing, a two new 32-square-foot internally illuminated building wall signs (SP-0819-2026 & SP-0820-2026), to replace existing building wall signs at 232 Loudon Road in the General Commercial (CG) District (PL-ADR-2026-0200) (2026-080)

Rob McIntire (315 Derry Rd, Hudson) is present to represent this application. Mr. McIntire looking to reimage the store front and the freestanding sign. They will reuse the existing freestanding sign base format with a new pole cover and new top sign. The building sign will have new reimaging. On the side of the building will be a new sign. There will be new indicators on the back of the building.

Mr. Bass noted the two building signs and pylon signs needed sign permits in our review and they way finding in the back does not need review.

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

4.6 Signarama of Concord, on behalf of Live Juice and Concord Area Trust for Community Housing, requests an architectural design review approval for a new 7.56-square-foot non-illuminated projecting sign (SP-0844-2026), to replace an existing projecting sign, at 1-5 South Main Street in the Central Business Performance (CBP) District. (PL-ADR-2026-0201) (2026-081)

Kendra Price (249 Sheep Davis Rd, Concord) is present to represent this application. Ms. Price noted they are adding color to the existing sign and it will be the same size due to a logo change.

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

4.7 Signarama of Concord, on behalf of Keeler Family Realtors, InkZilla Tattoo, and Stephen Masters, requests architectural design review approvals for a new 6.25-square-foot non-illuminated blade sign (SP-0845-2026), a new 3.59-square-foot non-illuminated awning sign (SP-0849-2026), 2 new, non-illuminated window signs measuring at 0.75-square-feet (SP-0847-2026) and 1.7-square-feet (SP-0846-2026), and a new 3.56-square-foot non-illuminated building wall sign (SP-0848-2026) at 28 South Main Street in the Central Business Performance (CBP) District. (PL-ADR-2026-0202) (2026-082)

Kendra Price (249 Sheep Davis Rd, Concord) is present to represent this application. Ms. Price stated Keeler Family Realtors and InkZilla Tattoo are owned by the same person. They are in two separate suites. They wish to split the signage. They are proposing a new awning with new graphics, building sign and window vinyl.

Co-Chair Hengen asked if there is a way for the hanging sign for Keeler Family and have the InkZilla sign be a hanging banner below it. It is confusing for someone to know where they need to enter the building.

Member Porter suggested to stack the InkZilla on the concrete.

Ms. Price stated they can put the InkZilla on the concrete.

Co-Chair Hengen made a motion to recommend that the Planning Board approve the application as submitted **with the condition that the sign for "Inkzilla Tattoo be redesigned so it is on two lines of script and be located below on the cast stone corner pier as the current location interferes with the architecture of the building.** Member Savage seconded. All in favor. The motion passed unanimously.

4.8 Joe's Equipment Service, Inc, on behalf of ZJBV Properties LLC, requests an architectural design review

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approval for an existing, non-permitted, 32-square-foot non-illuminated building wall sign at 70 Pembroke Road in the Office Park Performance (OFP) District. (PL-ADR-2026-0203) (2026-083)

No one is present to represent this application.

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

4.9 The Mix, LLC, on behalf of Flomac Limited Partnership, requests an architectural design review approval for a new 9.54-square-foot internally illuminated building wall sign (SP-0827-2026) at 8 Loudon Road, building 1, in the Gateway Performance (GWP) District (PL-ADR-2026-0206) (2026-084)

No one is present to represent this application.

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

5. Building Permit Applications

5.1 None

6. Site Plan Applications

6.1 None

7. Other Business

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

7.2 Adjourn

Co-Chair Hengen moved, seconded by Member Gentilhomme, to adjourn the meeting at 10:28 a.m. All in favor. The motion passed unanimously.

Respectfully submitted,

Krista Tremblay

Krista Tremblay
Administrative Technician III

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