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CITY OF CONCORD
New Hampshire's Main Street™
Community Development Department
Planning Division

Planning Board

April 16, 2025

Record of Architectural Design Review Committee Recommendations

RE: April 1, 2025 Architectural Design Review Committee meeting

Sign Application

NEOPCO Signs, on behalf of CCA North Corp, and Bank of New Hampshire Stage, requests an architectural design review recommendation for two 35-square-foot internally illuminated building wall signs (SP-0494-2025 and SP-0495-2025), to replace two existing building wall signs at 16 South Main St in the Central Business Performance (CBP) District. (2025-028)

Recommend that the Planning Board approve the application as submitted with the following conditions: a double translucent diffuser shall be provided behind the white background to provide a diffused background in accordance with Section 5.4(C) of the Architectural Design Review Guidelines; an additional dark blue, black, or charcoal vinyl border of 5 to 8 inches in width or up to 50% of the existing white space, be placed around the border to decrease the amount of white background so the sign is a more integral and subordinate element within the overall building design in accordance with Section 5.4(A) of the Architectural Design Review Guidelines; and, the sign shall have a satin finish as shown in the submitted application.

Section 28-9-6 (d) *Record of Recommendation*. A written record of the recommendation of the Design Review Committee shall be forwarded to the Planning Board. The record shall state whether the project or permit is recommended for approval or disapproval, include any recommendations for conditions of approval, and state the reasons for recommending disapproval, if such is the Committee's recommendation.

Section 28-9-6(c) *Standards for Recommendations*. In developing its recommendations, the Design Review Committee shall utilize the criteria set forth in the Architectural Design Guidelines as adopted and most recently amended by the Planning Board. The current design guidelines were revised by the Planning Board on April 12, 1991.

Section 28-9-4(f)(6) *Standards for Review*. In the process of reviewing a project or permit for the purpose of making a decision thereon, the Planning Board shall take in to consideration the following:

- a. The criteria set forth in the Architectural Design Guidelines as adopted and most recently amended by the Planning Board;
- b. The goals and recommendations contained in the Master Plan, as most recently amended;
- c. The purposes of this ordinance and of the several districts established herein;
- d. The recommendations of the Design Review Committee;
- e. Reports of the City Departments;
- f. Reports, graphics, and other relevant materials together with information presented at the hearing by the applicant and the applicant's agents; and
- g. Reports, graphics, and other relevant materials together with information presented at the hearing by anyone who can demonstrate that they are directly affected by the application.