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

Planning Board

November 20, 2024

Record of Architectural Design Review Committee Recommendations

RE: November 5, 2024 Architectural Design Review Committee meeting.

Sign Application

Poyant Signs, on behalf of JS 155 Loudon Road LLC ET AL, requests an architectural design review recommendation for three new internally illuminated building wall signs of 72.87-square-feet (SP-0388-2024), 30.37-square-feet (SP-0390-2024), and 72.87-square-feet (SP-0389-2024), and two internally illuminated pylon panel signs of 35.51-square-feet (SP-0394-2024) and 49.51-square-feet (SP-0391-2024) to replace existing signage at 155 Loudon Road in the Gateway Performance (GWP) District.

Recommend that the Planning Board approve the applications as submitted with the condition that an opaque background be applied to the white background of the pylon panel signs to more closely conform to Section 5.4(C) of the Architectural Design Guidelines which states that internally lit signs should provide opaque backgrounds with translucent letters.

Article 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.

Article 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.

Article 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.