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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**

Signarama Concord, on behalf of Hound LLC, and Sweet Dreamz, requests an architectural design review recommendation for a new 13.33-square-foot non-illuminated building wall sign (SP-0488-2025) at 325 Village St in the Central Business Performance (CBP) District. (2025-029) (PL-ADR-2025-0079)

**Recommend that the Planning Board approve the application as submitted with the following conditions: the company name “Sweet Dreamz” font size shall be increased to provide a more simple and direct message in accordance with Section 5.4(B) of the Architectural Design Review Guidelines; the “Sweet Dreamz” business name shall be separated from the menu and relocated above the window, and the menu panel shall fill the width of the masonry opening and be centered below the “Sweet Dreamz” sign and be centered to provide a more integral, subordinate element within the overall building design in accordance with Section 5.4(A) of the Architectural Design Review Guidelines; and, with the removal of the company name from the menu, the menu board no longer meets the definition of a sign.**

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.