



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

Planning Board

July 16, 2025

Record of Architectural Design Review Committee Recommendations

RE: July 1, 2025
Architectural Design Review Committee meeting.

Sign Application

Massa Multimedia Architecture, on behalf of Wal-Mart Real Estate Business Trust, requests an architectural design review recommendation for a relocated 20-square-foot internally illuminated building wall sign (SP-0552-2025), a relocated 21-square-foot internally illuminated building sign, (SP-0553-2025), a new 10.26-square-foot non-illuminated building wall sign (SP-0554-2025), a new 23.35-square-foot non-illuminated building wall sign (SP-0555-2025), a new 34.84-square-foot non-illuminated building wall sign (SP-0556-2025), a new 27.49-square-foot non-illuminated building wall sign (SP-0557-2025), a new 47.11-square-foot non-illuminated building wall sign (SP-0558-2025), a new 32.86-square-foot internally illuminated building wall sign (SP-0559-2025), a new 88.94-square-foot internally illuminated building wall sign (SP-0560-2025), a 37.28-square-foot internally illuminated building wall sign (SP-0561-2025), to replace an existing building wall sign, an 88-square-foot internally illuminated freestanding sign panel (SP-0563-2025), to replace an existing freestanding sign panel, and a 72-square-foot internally illuminated freestanding sign panel (SP-0564-2025), to replace an existing freestanding sign panel, at 344 Loudon Rd in the Gateway Performance (GWP) District. (2025-049) (PL-ADR-2025-0089)

Recommend that the Planning Board approve the application as submitted.

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.