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

**Planning Board**

January 15, 2025

**Record of Architectural Design Review Committee Recommendations**

RE: January 7, 2025 Architectural Design Review Committee meeting.

**Sign Application**

Signarama, on behalf of Pembroke Road Apartments and Housing Land Partners NH, LLC, requests an architectural design review recommendation for a new non-illuminated, freestanding sign consisting of two panels - an 18-square-foot panel (SP-0415-2024) and a 4.26-square-foot panel (SP-0429-2024), at 195 Pembroke Rd in the Gateway Performance (GWP) District. (2024-092)

**Recommend that the Planning Board approve the application as submitted with the following conditions: that the 4.26-square-foot sign content be reduced with fewer words and numbers, and a larger font is used to achieve greater visibility and simple messaging per Section 5.4(B) of the Architectural Design Guidelines, that a simple and direct message, with upper and lower case letters is most effective, and with the suggestion that the majority of the text be removed, and instead the Hodges branding logo or name be placed on the sign with the phone number to the right; and, that the street address number of “197” be lowered to be in line with the “195” and “199”, and dashes be added between them on the 18-square-foot sign to achieve a more simple and direct message per Section 5.4(B) of the Architectural Design Guidelines.**

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.