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

**Planning Board**

**December 18, 2024**

**Record of Architectural Design Review Committee Recommendations**

RE: December 3, 2024 Architectural Design Review Committee meeting.

**Sign Application**

Sanel Napa and Ethos Sign Co, on behalf of Automotive Supply Assoc, Inc, requests an architectural design review recommendation for a replacement 128-square-foot non-illuminated tenant panel (SP-0401-2024) to replace an existing tenant panel in an existing pylon sign at 263 S Main St in the Urban Transitional (UT) and Opportunity Corridor Performance (OCP) Districts. (2024-076)

**Recommend that the Planning Board approve the application as submitted with the condition that only the name of tenants shall be placed in white boxes on the sign, in a font, color, and format consistent with the submittal and character of the sign to best comply with Section 5.4(b) of the Architectural Design Guidelines which states that a simple and direct message, with upper and lower case letters is most effective; and the understanding that the size, spacing, and font of “building 1”, “building 2” and text for the future tenants text are the same.**

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.