



AnneMarie Skinner, AICP
City Planner

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

Signarama of Concord, on behalf of Cal's Cabinet Depot, requests an architectural design review recommendation for an existing non-permitted 24.94-square-foot non-illuminated building wall sign (SP-0375-2024) and an existing non-permitted 2.8-square-foot non-illuminated door sign (SP-0397-2024) at 254 Sheep Davis Road, Building 2, in the Gateway Performance (GWP) District.

Recommend that the Planning Board approve the applications as submitted with the following conditions to more closely conform with Section 5.4(B) of the Architectural Design Guidelines by providing a more simple and direct message: eliminate the second navy blue line; turn the light blue line into a navy blue with white lettering; shift the white band down to occupy the removed navy blue line so that the top navy blue band can increase in size and the word "Cal's" can be increased in size; and, remove the text in the upper left and upper right corners.

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.