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CITY OF CONCORD

New Hampshire's Main Street™
Community Development Department

Planning Board

January 16, 2017

Project Summary – Conditional Use Permit

Project: State Pleasant Street LLC, Sign Application (2018-64)
Owner: State Pleasant Street LLC
Address: 26 Pleasant Street
Map/Block/Lot: 35/5/10

Project Description:

The applicant is requesting a Conditional Use Permit (CUP) in accordance with Article 28-6-9(b)(2) of the Zoning Ordinance (ZO), to allow a wall sign to be placed above the second story windows. In accordance with the ordinance, such sign is permitted where no windows or window trim is obstructed by the sign, and where the sign identifies the name or address of the building.

The Architectural Design Review (ADR) Committee reviewed the application at the January 3rd meeting. The Committee noted that the building appears to consist of two separate buildings. The proposed location of the sign is centered across both buildings, which causes the word “Building” to be bisected by the break.

The Committee recommended that each word of the sign be centered on each building. The applicant noted that the relief between the two buildings is only 4 inches and is not very visible in person. He feels that the current proposal is the more aesthetically appealing option. The applicant intends to bring depictions of several alternatives to the Board.

Recommendation

Staff recommends that the Board approve the application as submitted, or in accordance with one of the alternatives presented by the applicant during the public hearing.

Prepared by: HRS

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