

PLAN DETAILED REPORT PL-ADR-2025-0082 FOR CITY OF CONCORD

Plan Type: PLAN - Architectural Design Review Project: 2025-036 172 N Main St ADR App Date: 03/26/2025

Work Class: Architectural Design Review District: City of Concord, NH Exp Date: NOT AVAILABLE

Status: In Review Square Feet: 0.00 Completed: NOT COMPLETED

Valuation:\$0.00Assigned To: Alec BassApproval

Description: remove existing Holiday Inn signage and replace with Double Tree signage

Parcel: 3135 Main Address: 172 N Main St Main Zone: CU(Urban Commercial District)
Concord, NH

Applicant/Agent Owner

Deb Dearborn Stephen Duprey
Home: 6034360047 Business: (603) 436-0047

Business: (603) 436-0047



37 Green St Concord, NH 03301 www.concordnh.gov

Permit

Permit NO. **SP-0483-2025**

Permit Type: PLNG - Sign Or Awning

Work Classification: Sign
Permit Status: Fees Paid

Fernin Status. 1 ces

Issue Date:

Expiration:

Location Address			Parcel Nun	nber		
172 N Main St, Concord, NH		3135				
Contacts						
Deb Dearborn	02004	Applicant	Deb Dearbo	orn	Applicant	/Agent
19 Nimble Hill Rd Ste 1, Newington, NH (603)436-0047		mouthsign.com	(603)436-0	047		
Deb Dearborn		Sign Installer				
(603)436-0047						
		10			Inspection Requests:	
Description : 1-DoubleTree-West Elevation	on	- 11	uation: — al Sq Feet:	0.00	603-225-8580	
		100		0.00		
Fees	Amount	Payments		Amt Paid	Available Inspections:	
CD - Application for Sign	\$30.00	Total Fees		\$321.68	Inspection Type	
CD - Sign application PB review	\$30.00	Credit Card		\$321.68	Zoning Code Enforcement	0
CD - Sign Permit Fee SF Cost	\$261.68	Amount Due:		\$0.00	CD - Final Sign	180
Applicant certifies that all the info Concord and Stat			d Fire Codes, (work performed w Ordinances, Laws a		
tal Square Feet: 116.3 this Sign:: Replacement this sign illuminated?: Yes Yes, pick one: Internal the Projects over Public Right-of-Way: No ten PermitAddtlinfo: CONDITIONS OF PERM retificate of Insurance in an amount not les all provide for advance notification to the ten owner shall remove the sign immediatel retable signs shall be placed in the public ristrict in which it is located. • All signs must Concord Building Code. • All signs which a cordance with the City of Concord Electric the of change of ownership, relocation, or a ning District: CU	ss than \$1,000,000 Code Administra y. • The Code Adgit of way. • All the constructed are illuminated of all Code and shall	OO, indemnifying to ator in the event of ator in the event of a diministrator or his a signs shall confort of materials and or supplied with ell require separate	the City of Co of cancellation a authorized a rm to all requ methods conf ectric power	ncord against any ton. If the policy shown in the ming to the ming the UL listed at the policy shown in th	form of liability. The policy uld lapse or be canceled, this permit at any time. • No ning Ordinance for the limum standards of the City and installed in	
Issued By: Brian T	- Tremhlav				Date	

April 17, 2025 Page 1 of 1





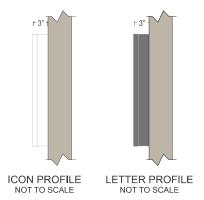
EXISTING 48" CHANNEL LETTERS

WEST ELEVATION

SCALE: 1' = 42'-0"

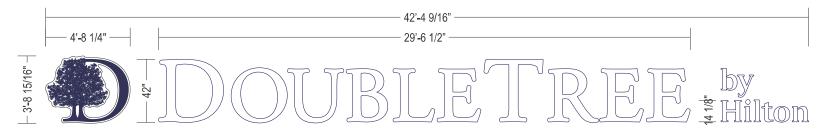


PROPOSED



NIGHT VIEW - NTS

DOUBLETREE by Hilton



GRAPHIC DETAIL SCALE: 3/16" = 1'-0"



Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210

oject No.: 489283 equest No.: **72035** DOUBLE TREE Prepared By: CONCORD. NH Date: 01/31/25 1.800.843.9888 · www.personasigns.com 489283 - R5 - CONCORD, NH

This sign is intended to be installed in accordance with the requirement This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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Customer Approval (Please Initial):



37 Green St Concord, NH 03301 www.concordnh.gov

Permit

Permit NO. SP-0484-2025

Permit Type: PLNG - Sign Or Awning

Work Classification: Sign

Permit Status: Fees Paid

Issue Date:

Expiration:

Location Address Parcel Number	
172 N Main St, Concord, NH 3135	

Sign Installer

Contacts

Deb Dearborn Applicant 19 Nimble Hill Rd Ste 1, Newington, NH 03801 (603)436-0047 service@portsmouthsign.com

Deb Dearborn 19 Nimble Hill Rd, Newington, NH 03801

(603)463-0047 Deb@portsmouthsign.com

Applicant/Agent Deb Dearborn (603)436-0047

Description: 2.DoubleTree LED Wall sign

Valuation: \$0.00 Total Sq Feet: 0.00

Inspection Requests: 603-225-8580

Fees	Amount
CD - Application for Sign	\$30.00
CD - Sign application PB review	\$30.00
CD - Sign Permit Fee SF Cost	\$258.75
Total:	\$318.75

Payments	Amt Paid
Total Fees	\$318.75
Credit Card	\$318.75
Amount Due:	\$0.00

Available Inspections:		
Inspection Type		
Zoning Code Enforcement	0	
CD - Final Sign	180	

Applicant certifies that all the information given is correct and true and that all work performed will comply with applicable City of Concord and State of New Hampshire, Building and Fire Codes, Ordinances, Laws and Regulations.

Additional Information

Sign Dimensions: 3'2" x 36'3" **Total Square Feet: 115** Is this Sign:: Replacement Is this sign illuminated?: Yes If Yes, pick one: Internal

Sign Projects over Public Right-of-Way: No

SignPermitAddtlInfo: CONDITIONS OF PERMIT • If a sign projects over a sidewalk or public way, it is mandatory for the owner to furnish a Certificate of Insurance in an amount not less than \$1,000,000, indemnifying the City of Concord against any form of liability. The policy shall provide for advance notification to the Code Administrator in the event of cancellation. If the policy should lapse or be canceled, the owner shall remove the sign immediately. • The Code Administrator or his authorized agent may revoke this permit at any time. • No portable signs shall be placed in the public right of way. • All signs shall conform to all requirements of the Zoning Ordinance for the district in which it is located. • All signs must be constructed of materials and methods conforming to the minimum standards of the City of Concord Building Code. • All signs which are illuminated or supplied with electric power must be UL listed and installed in accordance with the City of Concord Electrical Code and shall require separate electrical permits. • Sign permits are not transferrable in case of change of ownership, relocation, or alteration of size or structure.

Zoning District: CU

Issued By: Brian Tremblay	Date

April 17, 2025 Page 1 of 1



EAST ELEVATION

SCALE: 1/32" = 1'-0"

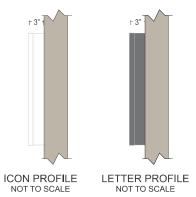






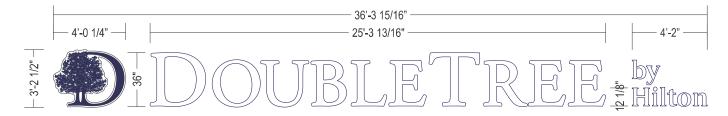
ARCHITECTURAL MAY NOT BE TO SCALE

PROPOSED



NIGHT VIEW

DOUBLETREE by Hilton



GRAPHIC DETAIL SCALE: 3/16" = 1'-0"



Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com

Customer: DOUBLE TREE	Project No.: 489283	Request No.: 72035
Location: CONCORD, NH	Prepared By:	G
File Name: 489283 - R5 - CONCORD, NH	Date: 09/09/24	Revision: 5

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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Customer Approval (Please Initial):



37 Green St Concord, NH 03301 www.concordnh.gov

Permit

Permit NO. SP-0485-2025

Permit Type: PLNG - Sign Or Awning

Work Classification: Sign Permit Status: Fees Paid

Applicant/Agent

Issue Date:

Expiration:

Location Address	Parcel Number	
172 N Main St, Concord, NH	3135	

Contacts

Deb Dearborn Applicant 19 Nimble Hill Rd Ste 1, Newington, NH 03801 (603)436-0047 service@portsmouthsign.com

(603)436-0047

Sign Installer Deb Dearborn 19 Nimble Hill Rd, Newington, NH 03801

(603)463-0047

Deb@portsmouthsign.com

Description: 3. DoubleTree wall sign-South

Valuation: \$0.00

Deb Dearborn

Total Sq Feet: 0.00 **Inspection Requests:** 603-225-8580

Fees	Amount
CD - Application for Sign	\$30.00
CD - Sign application PB review	\$30.00
CD - Sign Permit Fee SF Cost	\$257.18
Total:	\$317.18

Payments	Amt Paid
Total Fees	\$317.18
Credit Card	\$317.18
Amount Due:	\$0.00

Available Inspections:	
Inspection Type	
Zoning Code Enforcement	0
CD - Final Sign	180

Applicant certifies that all the information given is correct and true and that all work performed will comply with applicable City of Concord and State of New Hampshire, Building and Fire Codes, Ordinances, Laws and Regulations.

Additional Information

Sign Dimensions: 5'5" x 21'1" **Total Square Feet:** 114.3 Is this Sign:: Replacement Is this sign illuminated?: Yes If Yes, pick one: Internal

Sign Projects over Public Right-of-Way: No

SignPermitAddtlInfo: CONDITIONS OF PERMIT • If a sign projects over a sidewalk or public way, it is mandatory for the owner to furnish a Certificate of Insurance in an amount not less than \$1,000,000, indemnifying the City of Concord against any form of liability. The policy shall provide for advance notification to the Code Administrator in the event of cancellation. If the policy should lapse or be canceled, the owner shall remove the sign immediately. • The Code Administrator or his authorized agent may revoke this permit at any time. • No portable signs shall be placed in the public right of way. • All signs shall conform to all requirements of the Zoning Ordinance for the district in which it is located. • All signs must be constructed of materials and methods conforming to the minimum standards of the City of Concord Building Code. • All signs which are illuminated or supplied with electric power must be UL listed and installed in accordance with the City of Concord Electrical Code and shall require separate electrical permits. • Sign permits are not transferrable in case of change of ownership, relocation, or alteration of size or structure.

Zoning District: CU

Issued By: Brian Tremblay	Date

April 17, 2025 Page 1 of 1





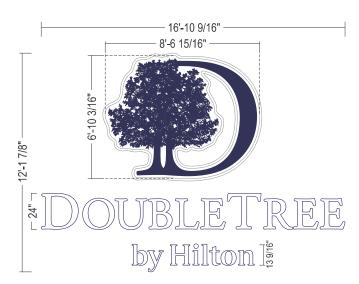
EXISTING 32" CHANNEL LETTERS

SOUTH ELEVATION

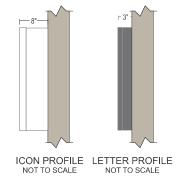
SCALE: 1/32" = 1'-0"



PROPOSED



GRAPHIC DETAIL SCALE: 3/16" = 1'-0"



NIGHT VIEW - NTS





Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210

Customer: DOUBLE TREE roject No.: **489283** equest No.: **72035** CONCORD, NH PG/AL/CM Watertown, SD 5/201-0210

File Name:

1.800.843.9888 • www.personasigns.com

489283 • R5 • CONCORD, NH Date: 12/18/24

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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Customer Approval (Please Initial):



37 Green St Concord, NH 03301 www.concordnh.gov

Permit

Permit NO. SP-0486-2025

Permit Type: PLNG - Sign Or Awning

Work Classification: Sign

Applicant/Agent

Permit Status: Fees Paid

Issue Date:

Expiration:

Location Address	Parcel Number	
172 N Main St, Concord, NH	3135	

Contacts

Deb Dearborn Applicant 19 Nimble Hill Rd Ste 1, Newington, NH 03801 (603)436-0047 service@portsmouthsign.com

Sign Installer

(603)436-0047

Deb Dearborn

Deb Dearborn

19 Nimble Hill Rd, Newington, NH 03801

(603)463-0047 Deb@portsmouthsign.com

Description: 4. Doubletree pylon SW Elevation

Valuation: \$0.00

Total Sq Feet: 0.00 **Inspection Requests:** 603-225-8580

Fees	Amount	
CD - Application for Sign	\$30.00	
CD - Sign application PB review	\$30.00	
CD - Sign Permit Fee SF Cost	\$108.00	
Total:	\$168.00	

Payments	Amt Paid	
Total Fees	\$168.00	
Credit Card	\$168.00	
Amount Due:	\$0.00	

Available Inspections:			
Inspection Type			
Zoning Code Enforcement	0		
CD - Final Sign	180		

Applicant certifies that all the information given is correct and true and that all work performed will comply with applicable City of Concord and State of New Hampshire, Building and Fire Codes, Ordinances, Laws and Regulations.

Additional Information

Sign Dimensions: 6'4" x 7'6" **Total Square Feet: 48** Is this Sign:: Replacement Is this sign illuminated?: Yes If Yes, pick one: Internal

Sign Projects over Public Right-of-Way: No

Conditions of ADR Approval (if applicable): height of sign-21' Max

SignPermitAddtlInfo: CONDITIONS OF PERMIT • If a sign projects over a sidewalk or public way, it is mandatory for the owner to furnish a Certificate of Insurance in an amount not less than \$1,000,000, indemnifying the City of Concord against any form of liability. The policy shall provide for advance notification to the Code Administrator in the event of cancellation. If the policy should lapse or be canceled, the owner shall remove the sign immediately. • The Code Administrator or his authorized agent may revoke this permit at any time. • No portable signs shall be placed in the public right of way. • All signs shall conform to all requirements of the Zoning Ordinance for the district in which it is located. • All signs must be constructed of materials and methods conforming to the minimum standards of the City of Concord Building Code. • All signs which are illuminated or supplied with electric power must be UL listed and installed in accordance with the City of Concord Electrical Code and shall require separate electrical permits. • Sign permits are not transferrable in case of change of ownership, relocation, or alteration of size or structure. **Height of Sign-NOT to exceed 21'

Zoning District: CU

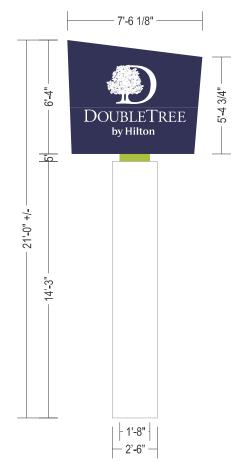
Issued By: Brian Tremblay	Date

April 17, 2025 Page 1 of 1





EXISTING 6'-4" X 8'-11" PYLON



GRAPHIC DETAIL SCALE: 3/16" = 1'-0"



PROPOSED

NIGHT VIEW - NTS





NOT TO SCALE

Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.cor

Customer: DOUBLE TREE	Project No.: 489283	Request No.: 72035
Location: CONCORD, NH	Prepared By: PG/CM/CTM/QP	
File Name: 489283 - R5 - CONCORD, NH	Date: 03/12/25	Revision: 5

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Customer Approval (Please Initial):



37 Green St Concord, NH 03301 www.concordnh.gov

Permit

Permit NO. **SP-0487-2025**

Permit Type: PLNG - Sign Or Awning

 $Work\ {\it Classification:}\ {\bf Sign}$

Permit Status: Fees Paid

Issue Date:

Expiration:

Date

172 N Main St, Concord, NH			nber		
27 2 11 111 am 54) Conton a) 1111	3135				
Contacts					
Deb Dearborn	Applicant	Deb Dearbo	orn	Applicant	/Agent
19 Nimble Hill Rd Ste 1, Newington, NH 03801 (603)436-0047 service@po	rtsmouthsign som	 (603)436-0	047		
. ,	rtsmouthsign.com	1 (603)436-0	047		
Deb Dearborn 19 Nimble Hill Rd, Newington, NH 03801	Sign Installer				
, ,	rtsmouthsign.com				
Description: #7-Haley & Bear (Restaurant)	Val	luation:	\$0.00	Inspection Requests:	
- Confidential Confidence (Newstands)		_		603-225-8580	
	Liot	tal Sq Feet:	0.00		
F A				Aveilable leanasticus	
Fees Amoun CD - Application for Sign \$30.00	Payments Total Fees		Amt Paid \$110.24	Available Inspections: Inspection Type	I
CD - Sign application PB review \$30.00	Credit Card		\$11 0.24 \$110.24	Zoning Code Enforcement	0
CD - Sign Permit Fee SF Cost \$50.24			<u> </u>	CD - Final Sign	180
	- Amount Due	::	\$0.00	_	•
Applicant certifies that all the information give Concord and State of New Har			•	. , ,	
		nd Fire Codes,	•	. , ,	

April 17, 2025 Page 1 of 1

Issued By: Brian Tremblay





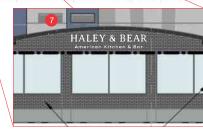
EXISTING 48" CHANNEL LETTERS

WEST ELEVATION

SCALE: 1' = 42'-0"



PROPOSED





NON-ILLUMINATED

GRAPHIC DETAILSCALE: 1/2" = 1'-0"



Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com

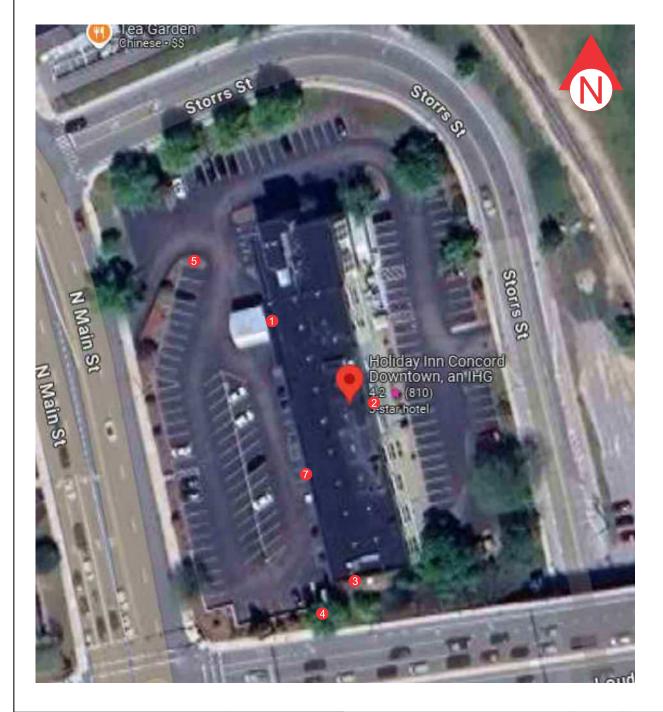
Customer: DOUBLE TREE	Project No.: 489283	Request No.: 72035
Location:	Prepared By:	
CONCORD, NH	PG	
File Name:	Date:	Revision:
489283 - R5 - CONCORD, NH	01/31/25	5

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Customer Approval (Please Initial):

Approval Date:



INN CODE: 63380

DOUBLE TREE 172 NORTH MAIN ST CONCORD, NH 03301

EXISTING SIGNS:

- 1 48" CHANNEL LETTERS
- **2** 48" CHANNEL LETTERS
- **32" CHANNEL LETTERS**
- 4 6'-4" X 8'-11" PYLON
- **6** NO EXISTING SIGN
- NO EXISTING SIGN

PROPOSED SIGNS:

- 1 42" CHANNEL LETTERS
- 2 36" CHANNEL LETTERS
- **3** 24" CHANNEL LETTERS
- 4 6'-4" X 7'-6 1/8" PYLON
- **(5)** 2'-5 11/16" X 1'-7 7/16" DIRECTIONAL @ 3'-3 11/16" OAH
- 12" RESTAURANT PIN LETTERS

Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210

oject No.: **489283** equest No.: **72035** DOUBLE TREE Prepared By: PG/AL/CM/PG/CTM CONCORD, NH Date: 02/04/25 1.800.843.9888 · www.personasigns.com 489283 - R5 - CONCORD, NH

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Customer Approval (Please Initial):

