



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

<b>Plan Type:</b>	PLAN - Architectural Design Review	<b>Project:</b>	2025-036 172 N Main St ADR	<b>App Date:</b>	03/26/2025
<b>Work Class:</b>	Architectural Design Review	<b>District:</b>	City of Concord, NH	<b>Exp Date:</b>	NOT AVAILABLE
<b>Status:</b>	In Review	<b>Square Feet:</b>	0.00	<b>Completed:</b>	NOT COMPLETED
<b>Valuation:</b>	\$0.00	<b>Assigned To:</b>	Alec Bass	<b>Approval</b>	
<b>Description:</b>	remove existing Holiday Inn signage and replace with Double Tree signage			<b>Expire Date:</b>	

<b>Parcel:</b>	3135	Main	<b>Address:</b>	172 N Main St Concord, NH	Main	<b>Zone:</b>	CU(Urban Commercial District)
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Applicant/Agent	Owner
Deb Dearborn	Stephen Duprey
Home: 6034360047	Business: (603) 436-0047
Business: (603) 436-0047	



**City of Concord**  
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**

Issue Date:

Expiration:

## Location Address

**172 N Main St, Concord, NH**

## Parcel Number

**3135**

## Contacts

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

**Deb Dearborn** **Applicant/Agent**  
(603)436-0047

**Deb Dearborn** **Sign Installer**  
(603)436-0047

**Description:** 1-DoubleTree-West 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	\$261.68
<b>Total:</b>	<b>\$321.68</b>

Payments	Amt Paid
<b>Total Fees</b>	<b>\$321.68</b>
Credit Card	\$321.68
<b>Amount Due:</b>	<b>\$0.00</b>

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:** 3'2.1/2" x 36'3"

**Total Square Feet:** 116.3

**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



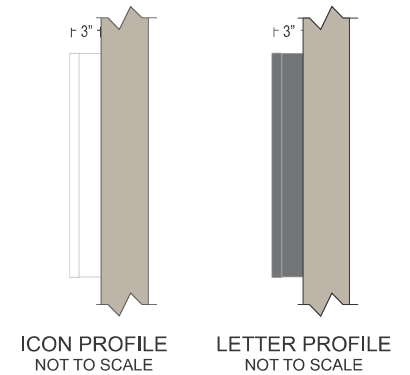
## WEST ELEVATION

SCALE: 1' = 42'-0"

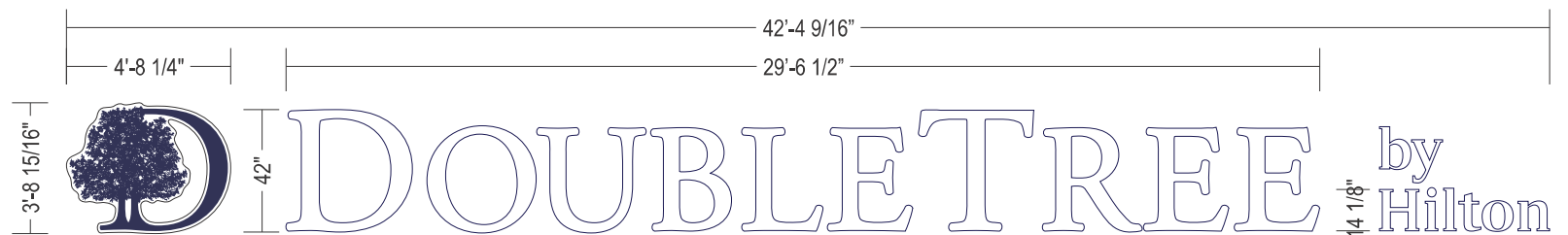


EXISTING  
48" CHANNEL LETTERS

PROPOSED



NIGHT VIEW - NTS



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



**City of Concord**  
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

**172 N Main St, Concord, NH**

## Parcel Number

**3135**

## Contacts

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

**Applicant/Agent**  
Deb Dearborn  
(603)436-0047

**Sign Installer**  
Deb Dearborn  
19 Nimble Hill Rd, Newington, NH 03801  
(603)463-0047 Deb@portsmouthsign.com

**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
<b>Total:</b>	<b>\$318.75</b>

Payments	Amt Paid
<b>Total Fees</b>	<b>\$318.75</b>
Credit Card	\$318.75
<b>Amount Due:</b>	<b>\$0.00</b>

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

## EAST ELEVATION

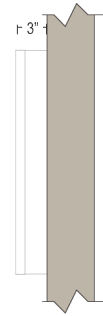
SCALE: 1/32" = 1'-0"



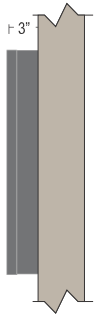
EXISTING  
48" CHANNEL LETTERS

ARCHITECTURAL MAY NOT BE TO SCALE

PROPOSED

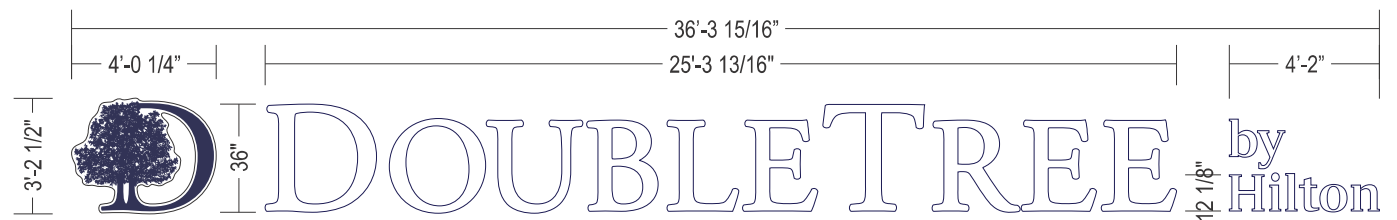


ICON PROFILE  
NOT TO SCALE



LETTER PROFILE  
NOT TO SCALE

NIGHT VIEW



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



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):

Approval Date:



**City of Concord**  
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**

Issue Date:

Expiration:

## Location Address

**172 N Main St, Concord, NH**

## Parcel Number

**3135**

## Contacts

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

**Applicant/Agent**  
Deb Dearborn  
(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

**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
<b>Total:</b>	<b>\$317.18</b>

Payments	Amt Paid
<b>Total Fees</b>	<b>\$317.18</b>
Credit Card	\$317.18
<b>Amount Due:</b>	<b>\$0.00</b>

## 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

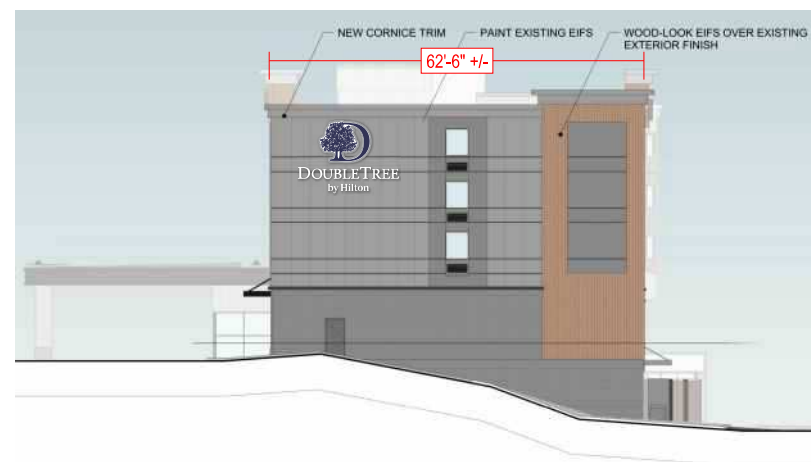




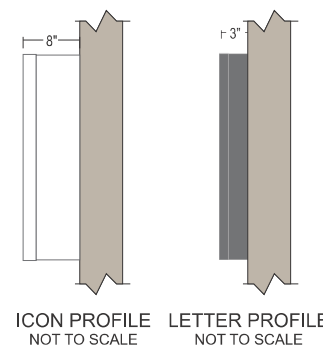
EXISTING  
32" CHANNEL LETTERS

## SOUTH ELEVATION

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

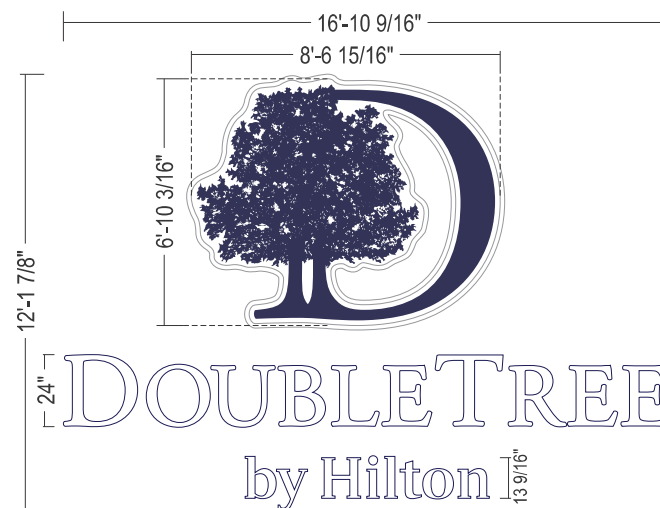


## PROPOSED



ICON PROFILE  
NOT TO SCALE

LETTER PROFILE  
NOT TO SCALE



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

## NIGHT VIEW - NTS



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Customer Approval (Please Initial):

Approval Date:



**City of Concord**  
37 Green St  
Concord, NH 03301  
www.concordnh.gov

# Permit

Permit NO. **SP-0486-2025**

Permit Type: **PLNG - Sign Or Awning**

Work Classification: **Sign**

Permit Status: **Fees Paid**

Issue Date:

Expiration:

## Location Address

**172 N Main St, Concord, NH**

## Parcel Number

**3135**

## Contacts

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

**Applicant/Agent**  
Deb Dearborn  
(603)436-0047

**Sign Installer**  
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
<b>Total:</b>	<b>\$168.00</b>

Payments	Amt Paid
<b>Total Fees</b>	<b>\$168.00</b>
Credit Card	\$168.00
<b>Amount Due:</b>	<b>\$0.00</b>

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

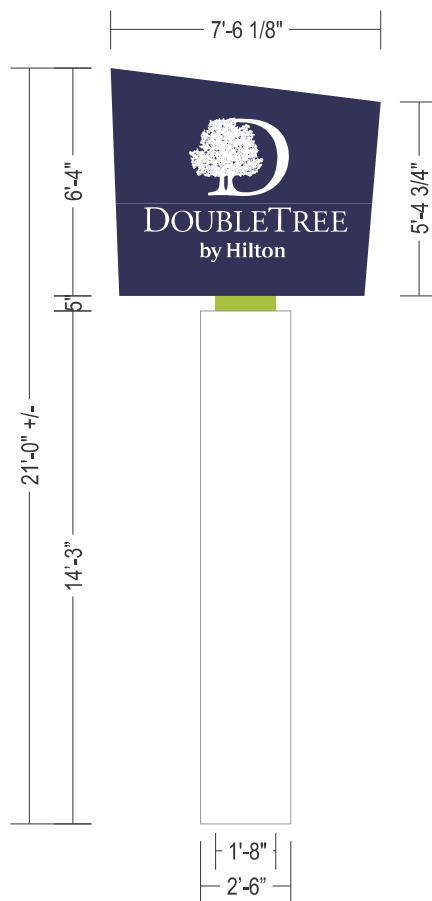
Issued By: Brian Tremblay

Date





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



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



PROPOSED

NIGHT VIEW - NTS



PROFILE  
NOT TO SCALE



**City of Concord**  
37 Green St  
Concord, NH 03301  
www.concordnh.gov

# Permit

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

Permit Type: **PLNG - Sign Or Awning**

Work Classification: **Sign**

Permit Status: **Fees Paid**

Issue Date:

Expiration:

## Location Address

**172 N Main St, Concord, NH**

## Parcel Number

**3135**

## Contacts

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

**Applicant/Agent**  
Deb Dearborn  
(603)436-0047

**Sign Installer**  
Deb Dearborn  
19 Nimble Hill Rd, Newington, NH 03801  
(603)463-0047 Deb@portsmouthsign.com

**Description:** #7-Haley & Bear (Restaurant)

**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	\$50.24
<b>Total:</b>	<b>\$110.24</b>

Payments	Amt Paid
<b>Total Fees</b>	<b>\$110.24</b>
Credit Card	\$110.24
<b>Amount Due:</b>	<b>\$0.00</b>

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:** 11'2".025 X 2.0'

**Total Square Feet:** 22.33

**Is this Sign::** New

**Is this sign illuminated?:** No

**If Yes, pick one:** N/A

**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

7

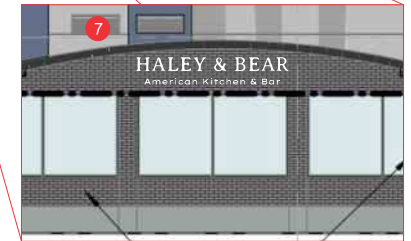


## WEST ELEVATION

SCALE: 1' = 42'-0"



## PROPOSED



EXISTING  
48" CHANNEL LETTERS



NON-ILLUMINATED

7 GRAPHIC DETAIL  
SCALE: 1/2" = 1'-0"

**persona**  
SIGNS | LIGHTING | IMAGE

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

Customer:  
**DOUBLE TREE**  
Location:  
**CONCORD, NH**  
File Name:  
**489283 - R5 - CONCORD, NH**

Project No.:  
**489283**  
Request No.:  
**72035**  
Prepared By:  
**PG**  
Date:  
**01/31/25**  
Revision:  
**5**



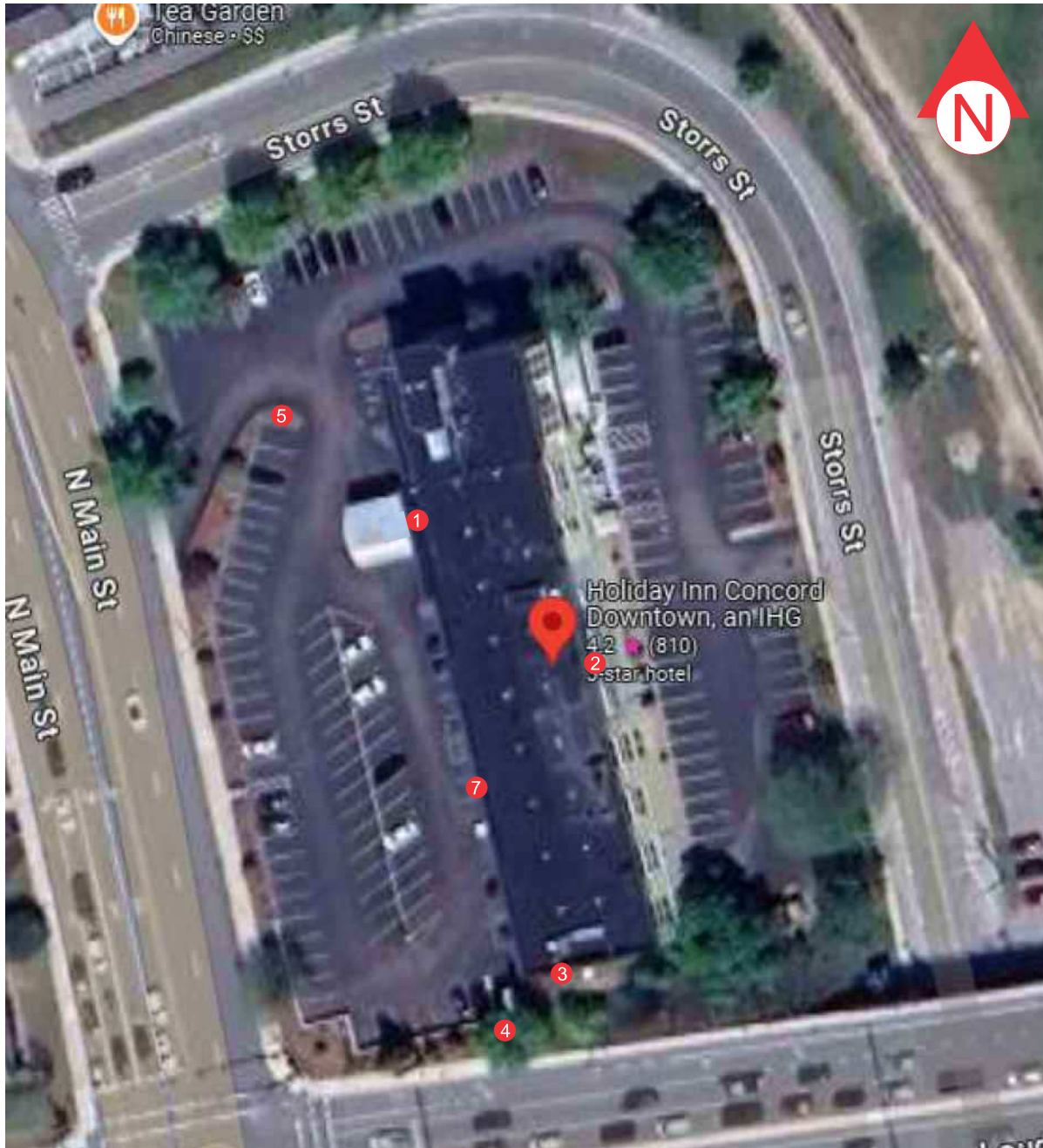
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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Customer Approval (Please Initial):

Approval Date:





INN CODE: 63380

DOUBLE TREE  
172 NORTH MAIN ST  
CONCORD, NH 03301

#### EXISTING SIGNS:

- ① 48" CHANNEL LETTERS
- ② 48" CHANNEL LETTERS
- ③ 32" CHANNEL LETTERS
- ④ 6'-4" X 8'-11" PYLON
- ⑤ NO EXISTING SIGN
- ⑦ 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
- ⑦ 12" RESTAURANT PIN LETTERS



## NIGHT VIEW - NTS

Registration /  
Lobby  
→

= BOXED AREA: 4.00 SQ FT

NOTE: FACES TO BE APPROVED PRIOR TO PRODUCTION



SIDE A

SIDE B

GRAPHIC DETAIL  
SCALE: 1" = 1'-0"

1'-4"

PROFILE  
NOT TO SCALE

NOTE: LOCATION TBD



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