

Minutes of the Heritage Sign Review Committee April 2, 2025

HERITAGE COMMISSION- HERITAGE SIGN PROGRAM REVIEW COMMITTEE

Date: April 2, 2025 12:00 p.m. City Hall, 2nd Floor Large Conference Room, 41 Green St, Concord, NH 03301

Sign Committee Members Present: Dr Bryant Tolles, Carol Durgy Brooks

Not attending: Rick Jaques

Staff: AnneMarie Skinner, City Planner

AGENDA

1. Call to Order: Chair Brooks called the meeting to order at 12:01 pm. Members present were Dr Bryant Tolles and Chair Carol Durgy Brooks.
2. Approve meeting minutes from March 5, 2025. Dr. Tolles moved to accept minutes, Chair Brooks seconded the motion. All Members present voted to accept.
3. New Business

The Committee reviewed its guidelines, procedures, resources and elements for Sign evaluation for Heritage Sign Applications. Once a Sign Application Template is approved, the Sign Committee will issue an Original Signed Approval Letter to the Applicant with a list of the next steps for sign production. A copy of the Approval Letter is also sent to the Designated Signmaker containing the Committee's Approved Sign Template. The Applicant then contacts the Designated Signmaker, Advantage Sign and presents the Applicant's Approval Letter to orders and make payment arrangements for their sign manufacture. Once a Heritage Sign is created and attached to the Applicant's building, the Heritage Sign Committee will photograph the building with its Heritage Sign and a closeup of the Heritage Sign. The Committee also writes a summary of the building's history that is derived from the application and supportive local resources including the Concord Room, Concord Public Library, etc. The Heritage Sign Committee will forward its summary and photos to the City to add to the Heritage Sign Program website: "List of Approved Heritage Signs."

- a. Application for 25 Ridge Road, Concord.

The Committee reviewed the Applicant's sign template, the Applicant's narrative with footnotes and the one included scanned document. The scanned document very small and hard to read, so the Committee obtained the actual MCRD registry plan #431 (a plan of Morrill & Foster showing Lot 3, as land only, dated 1924). Two of three proposed sign elements: date of building completion/occupant residency and date of a sizeable addition were supported by entries into the 1926 Concord Directory and City Tax Assessor information obtained by the Committee. However, the Architect's name listed on the proposed sign, was referenced in the narrative and

footnote 5 (an interview of the Architect's daughter in 2018: the interview summary was not attached to the application so it could not be evaluated or reviewed). The Committee did not find any other supportive information to verify the Architect on the sign. The Committee discussed requesting the Applicant provide the Footnote 5 interview notes to verify the Architect name on the sign. The Applicant was not present and unable to attend the meeting, so no explanation was possible at the meeting.

Chair Brooks made a motion to approve the Applicant's proposed Sign template as submitted with the condition that the Architect's name be verified and supported as the building designer, by contact with the Applicant to explain the concern, need for supportive clarification of Footnote 5 and that upon receiving sufficient and supportive details of the interview notes of Footnote 5, the condition be omitted. Dr Tolles seconded the motion. The motion passed unanimously by Chair Brooks and Dr. Tolles.

The Applicant was requested to provide supportive information regarding Architect Forrest listed on the small (2 line) sign. Applicant provided the requested documentation AND provided additional information that supported, supplemented and submitted the original Application with Narrative/ footnotes with two additional lines of information for a large (4 line) sign template. The two additional lines for the large sign: Dutch Colonial Revival style and the 1968 Architect Dudley were a part of the Committee's initial review. A revised, supplemental and signed original application was submitted containing a completed large sign template with original and additional documentation in support of the two additional lines as well as the original two lines.

The Committee's motion to approve with the condition that the Applicant provides additional documentation is satisfied with all the documentation provided in the revised and supplemental large sign application. The condition has been satisfied and the Motion to Approve stands for the large sign.

#### 4. Old Business-None

#### 5. Other Business

a. 2016 & 2024 Incomplete Application for 2 Rum Hill Road. The June 5, 2024 Sign Committee Meeting and Minutes addressed the original January 4, 2016 Sign Application as incomplete as it did not provide reliable supporting documentation for the requested sign wording. On January 17, 2016, the Committee confirmed its determination in a detailed responsive email to the Applicant. The Committee stated that the application file would be held open for the Applicant to submit new supporting documentation for its requested 2016 Sign wording. No response was received from the Applicant. At the June 5, 2024 meeting, the Committee revisited its 2016 response to the open 2016 application. The Committee agreed to

continue holding the 2016 Application open for future Applicant response and documentation that supports their 2016 proposed sign wording.

In addition, the Committee also offered 3 new Sign options with wording that is supported with historical documentation that the Committee independently researched and obtained. The Committee approved the 3 newly worded sign options so that if the Applicant wishes to use any one of the 3 approved options, the Applicant can sign one option and return the selected sign option to the Committee and receive a Sign Approval letter.

On June 11, 2024, the Heritage Sign Committee sent a letter to the Applicant regarding the status of the open 2016 Sign Application with request for supporting documentation and included the 3 additional and preapproved sign options. As of April 2, 2025, no response has been received from the Applicant. The Committee discussed that the June 11, 2024 letter should be resent to the Applicant with a new cover letter by Chair Brooks and include the entire June 2024 package as authorized at the June 5, 2024 meeting. The letter will state that the Application will continue to hold the file open for a response and include the new Sign Selection and Sign rate page as the small wooden sign price has changed since the 2016 application was received. Chair Brooks made a motion to draft a new cover letter and send with all the June 2024 materials; Dr Tolles seconded. The motion passed unanimously by Chair Brooks and Dr. Tolles.

b. New Heritage Sign Workshops: How to Get Started! How to Troubleshoot! ; Chair Brooks discussed the need for revisiting Workshops to introduce the Heritage Sign Program, its purpose, guidelines, research suggestions and application format and requirements. Discussion described holding two workshops a year, once in the Spring and once in the Fall, the location would be a local research hub, the Concord Room at the Concord Public Library. Workshop attendance would be limited to 10 guests, standing room only. Time would be a weekday for two hours, 5:30 -7:30 pm. Chair Brooks indicated that she has contacted the Library to discuss dates times, and use of the Library's online registration for the Concord Room. Chair Brooks offered that she would lead the workshops.

The information of the Workshops would also be provided to the Planning Dept . Perhaps the Heritage Sign Webpage could have a feature termed, "Heritage Sign Workshop" and list the date, time, place and direction to sign up at the Library online or Library front desk More details could be listed and linked perhaps to the Library link for signups.

Chair Brooks moved to approve developing twice a year Heritage Sign Workshops as discussed. Dr Tolles seconded. All voted unanimously.

6. Adjourn No further discussion of issues. Dr Tolles moved to adjourn; Chair Brooks seconded. Voted unanimously.

Meeting adjourned at 1:03 pm