



CITY OF CONCORD

New Hampshire's Main Street™
Planning Board

To: Design Review Applicants
Subject: Planning Board Architectural Design Review Decisions of May 15, 2024
Date: May 17, 2024

The Planning Board, at its May 15, 2024, meeting, took the following actions on the design review applications noted below.

Sign Applications

1. Sousa Signs, LLC, on behalf of Salon Centric, requests architectural design review for a new 36.2-square-foot internally illuminated building wall sign at 14 Loudon Rd in the Gateway Performance (GWP) District.
The Planning Board voted to approve this application as submitted.
2. Signarama Concord, on behalf of Revive Beauty, requests architectural design review for an existing non-permitted 16-square-foot non-illuminated building wall sign at 230 North Main St in the Urban Commercial (CU) District.
The Planning Board voted to approve this application as submitted with the condition to reduce the height and width to fit within the clap board area directly above the door front.
3. Signarama Concord, on behalf of Newbody Wellness, requests architectural design review for an existing non-permitted 13.5-square-foot non-illuminated building wall sign at 1 Merrimack St (Penacook) in the Central Business Performance (CBP) District.
The Planning Board voted to deny this application because the application materials are confusing and the sign shown in the application is not reflective of the existing sign dimensions or content.
4. NEOPCO Signs, on behalf of Blodgett Supply, requests architectural design review for a new 37.5-square-foot internally illuminated building wall sign at 254 Sheep Davis Rd in the Gateway Performance (GWP) District.
The Planning Board voted to approve this application as submitted.
5. Advantage Signs, on behalf of Concord Housing, requests architectural design review for a new 12-square-foot non-illuminated free-standing sign at 23 Green St in the Civic Performance (CVP) District.
The Planning Board voted to approve this application as submitted.
6. Angel Galvan, on behalf of The Light of The World Church, requests architectural design review for an existing non-permitted 12.8-square-foot non-illuminated building wall sign at 328 Village St in the Central Business Performance (CBP) District.
The Planning Board voted to deny this application and request the applicant return with a more cohesive sign proposal fitting in with the design of the building and arches.
7. Carol Ellis, on behalf of Laborata Studios, requests architectural design review for two existing non-permitted non-

illuminated window signs of 14 square feet and 13 square feet at 1 Merrimack St (Penacook) in the Central Business Performance (CBP) District.

The Planning Board voted to approve this application as submitted.

8. Gerry Carrier, on behalf of Little River Oriental Rugs, requests architectural design review for four existing non-permitted non-illuminated window signs of 0.95 square feet, 0.67 square feet, 2.64 square feet, and 0.61 square feet at 10 North Main St in the Central Business Performance (CBP) District.

The Planning Board voted to approve this application as submitted.

9. Shane Hustus, on behalf of Fox Hardware, requests architectural design review for an existing non-permitted 8.5-square-foot non-illuminated hanging blade sign at 325 Village St in the Central Business Performance (CBP) District.

The Planning Board voted to approve this application as submitted with the updated materials provided by the applicant.

10. Michael Miller, on behalf of Center Point Church, requests architectural design review for an existing non-permitted 24-square-foot non-illuminated blade sign and two existing non-permitted non-illuminated window door signs of 3 square feet each at 20 North State St in the Central Business Performance (CBP) District.

The Planning Board voted to approve this application as submitted.

11. Poyant Signs, on behalf of Dunkin', requests architectural design review for a new 17.16-square-foot internally illuminated building wall sign and a new 10.93-square-foot internally illuminated tenant pylon panel at 1 Whitney Rd in the Gateway Performance (GWP) District.

The Planning Board voted to approve this application as submitted.

12. Kevin Rutter, on behalf of Smoking Turtle NH, requests architectural design review for an existing non-permitted 24-square-foot externally illuminated building wall sign at 9 Pleasant St Extension in the Central Business Performance (CBP) District.

The Planning Board voted to deny this application because of graphic design and readability of the sign and its inconsistency with building's blade sign on the front of the building.



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

Permit

Permit NO. **SP-0256-2024**
 Permit Type: **CD - Sign or Awning**
 Work Classification: **Sign**
 Permit Status: **In Review**

Issue Date:

Expiration:

Location Address

Parcel Number

1 Merrimack St (P), Penacook, NH

12085

Contacts

Signarama Concord **Applicant**
 249 Sheep Davis Rd, Concord, NH 03301
 (603)225-4081 kprice@signarama-concord.com

Description: Existing Non-permitted Signage "NewBody Wellness"

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	\$30.38
Total:	\$90.38

Payments	Amt Paid
Total Fees	\$90.38
Credit Card	\$90.38
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: 55x37

Total Square Feet: 13.5

Is this Sign:: Existing

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: CBP

Issued By: Brian Tremblay

Date

DATE:	2.23.24	CUSTOMER:	New Body Fitness and Wellness	
249 SHEEP DAVIS ROAD, CONCORD, NH 603-225-4081				



MATERIAL:	Window Vinyl	SS / DS:	Single Sided	<p><i>Designer's Note: PDF file for approval. Colors may vary depending on software, drivers and platforms.</i></p> <p><i>Prepared: Authorized pre-release form.</i></p> <p><i>All Rights Reserved. These plans and materials may not be copied, duplicated, replicated or otherwise reproduced in any form whatsoever without prior written permission of SAR of concord.</i></p> <p><i>This plan is not effective unless signed by a duly authorized agent of SAR Concord.</i></p>	<p>Please Double Check Spelling and Punctuation and Accuracy. We Are Not Responsible for Errors Once The Proof Has Been Approved</p>
DESIGNER:	K Price	APPROVAL:			