



# RECEIVED CITY OF CONCORD

Code Administration

37 Green Street, Concord, New Hampshire 03301 • 225.8580 • Fax 225.8586

RECEIVED  
APR 11 2017

## APPLICATION TO ERECT A SIGN

CODE ADMINISTRATION

1) Address where sign to be erected:

93 MANCHESTER ST

2) Message as shown on sign:

SIGN A MITSUBISHI MOTORS

3)	Property Owner Information	Sign Installer Information	Sign Owner Information
Name >	93-95 MANCHESTER LLC	NH SIGNS	LOVERING
Address >	95 MANCHESTER ST	61 GOLD LEDGE AVE	MITSUBISHI
City/State/ Zip >	CONCORD	AUBURN NH 03032	
Phone(s) >		437-1200 * DAY (ELL) 682-1602	
E-mail >			

4) Property Information:

CH | 60' | 160' |  
Zone Building Frontage Lot Frontage

5) Type of Sign: ☐ New ☐ Relocation ☒ Replacement

☐ Freestanding ☐ Monument

☒ Wall ☐ Projecting ☐ Window ☐ Awning ☐ Roof ☐ Marquee ☐ Marker

5) Materials to be used:

ALUMINUM + ACRYLIC

6) How & to what is sign supported:

BORED TO WALL

7) Dimensions of sign:

7 ft x 3 ft equals 21 sf  
Length Height Total

8) Height Overall: Ground to bottom of sign 10 ft

Ground to top of sign 13 ft

9) Illumination: ☐ None ☐ External ☒ Internal

Internally illuminated signs are NOT permitted in CVP, IS, UT or any Residential Zones

10) Does sign project over public property or sidewalk?

☒ No ☐ Yes\* > \* ft in

11) How far back is leading edge of sign from any curb face?

NOTE: Any applicant for a permit to locate a projecting sign over a public right-of-way, in accordance with this Ordinance, shall file with the Code Administrator, a certificate of insurance indemnifying the City of Concord against any form of liability in a minimum amount as specified by the Finance Director. No permit shall be issued prior to the receipt of said certificate and the permit shall be valid only so long as the certificate remains in effect. The policy shall provide for advance notification to the Code Administrator in the event of cancellation. If the policy should lapse or be cancelled, the applicant shall remove the sign immediately. (Article 28-6-11.a)

12) Does the sign require Design Review?

☒ Yes

☐ No

Historic District Review? ☐ Yes ☐ No

\*Design review is **required** per Article 28-6-9.f, if any of the following apply:

- The sign is to be located in a Performance (P) District
- The Development requires Major Site Plan Review, Article 28-9-4.d.1
- The sign area is greater than the maximum in Column 1 of Table 28-6-9.a
- The sign is the second or third freestanding sign on a lot.

Continued  
on back →

# Proposed Recommendations



EXISTING - SIGN A

## Scope of Work:

Remove Existing Cabinet Sign.  
Install W20H Wall Sign.  
Internally Illuminated.



NEW- SIGN (A) W20H WALL SIGN

**NOTE: CONCEPTUAL IMAGE ONLY  
VERIFY ARTWORK AND DIMENSIONS  
PRIOR TO FABRICATION**



Date:	03-30-18	Project Name:	LOVERING MITSUBISHI	Dealer #	
Scale:	NTS	Address:	83 Manchester St.		
Drawn:	Chris C.	City / State:	Concord, NH 03301		
Sales:	Lisa D.	Client Approval:		Date:	

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No.	Designer	Date	Revision Notes
1	Chris C.	04-16-18	Refer to PATHFINDER request for more details.
2	Chris C.	07-15-18	Refer to PATHFINDER request for more details.
3	John A.	08-01-18	Refer to PATHFINDER request for more details.
4	Chris C.	08-06-18	Refer to PATHFINDER request for more details.
5			
6			

<b>DESIGN DRAWING</b>	<b>3 of 8</b>
Request Number:	<b>PRJ-MMNA-106114-R4</b>
File Location:	W:\Mitsubishi\Art\Drawings\PRJ-MMNA-106114



# RECEIVED CITY OF CONCORD

Code Administration

37 Green Street • Concord, New Hampshire 03301 • 225.8580 • Fax 225.8586

APR 11 2017

CODE ADMINISTRATION

## APPLICATION TO ERECT A SIGN

Planning Division

Permit # \_\_\_\_\_

1) Address where sign is to be erected 93 MANCHESTER ST

2) Message as shown on sign:

SIGN B  
LOUVERING

3)	Property Owner Information	Sign Installer Information	Sign Owner Information
Name >	<u>93-95 MANCHESTER ST</u>	<u>NH SIGNS</u>	<u>LOUVERING</u>
Address >	<u>95 MANCHESTER ST</u>	<u>68 GOLD LEDGE AVE</u>	<u>MITSUBISHI</u>
City/State/Zip >	<u>CONCORD</u>	<u>AUBURN NH 03033</u>	
Phone(s) >		<u>437-1200 * DON (CELL) 682-1600</u>	
E-mail >			

4) Property Information: CH Zone 60' Building Frontage 160 Lot Frontage

5) Type of Sign: ☐ New ☐ Relocation ☒ Replacement  
☐ Freestanding ☐ Monument  
☒ Wall ☐ Projecting ☐ Window ☐ Awning ☐ Roof ☐ Marquee ☐ Marker

5) Materials to be used: ALUMINUM

6) How & to what is sign supported: BOULDED TO WALL

7) Dimensions of sign: 9'4" Length 1'8" Height equals 15.65 Total

8) Height Overall: Ground to bottom of sign 10 ft Ground to top of sign 12 ft

9) Illumination: ☐ None ☐ External ☒ Internal Internally illuminated signs are NOT permitted in CVP, IS, UT or any Residential Zones

10) Does sign project over public property or sidewalk? ☒ No ☐ Yes\* > \_\_\_\_\_ ft \_\_\_\_\_ in

11) How far back is leading edge of sign from any curb face? \_\_\_\_\_

NOTE: Any applicant for a permit to locate a projecting sign over a public right-of-way, in accordance with this Ordinance, shall file with the Code Administrator, a certificate of insurance indemnifying the City of Concord against any form of liability in a minimum amount as specified by the Finance Director. No permit shall be issued prior to the receipt of said certificate and the permit shall be valid only so long as the certificate remains in effect. The policy shall provide for advance notification to the Code Administrator in the event of cancellation. If the policy should lapse or be cancelled, the applicant shall remove the sign immediately. (Article 28-6-11 a)

12) Does the sign require Design Review? ☒ Yes ☐ No Historic District Review? ☐ Yes ☐ No

\*Design review is **required** per Article 28-6-9.f, if any of the following apply:

- The sign is to be located in a Performance (P) District
- The Development requires Major Site Plan Review, Article 28-9-4.d.1
- The sign area is greater than the maximum in Column 1 of Table 28-6-9.a
- The sign is the second or third freestanding sign on a lot.

Continued  
on back →

## Proposed Recommendations



EXISTING - SIGN B

### Scope of Work:

Install DL20 Dealer Letters Sign.  
Internally Illuminated.



NEW- SIGN (B) DL20 DEALER LETTERS SIGN

**NOTE: CONCEPTUAL IMAGE ONLY  
VERIFY ARTWORK AND DIMENSIONS  
PRIOR TO FABRICATION**



Date: 03-30-15	Project Name: LOVERING MITSUBISHI	Dealer #	This is an original unpublished drawing created by Coast Sign, Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign, Inc. And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.				Revision Notes		<b>DESIGN DRAWING 4 of 8</b> Request Number: <b>PRJ-MMNA-106114-R4</b> File Location: W:\Mitsubishi\Art\Drawings\PRJ-MMNA-106114
Scale: NTS	Address: 83 Manchester St.		No.	Designer	Date				
Drawn: Chris C.	City / State: Concord, NH 03301		1	Chris C.	04-15-15	Refer to PATHFINDER request for more details.			
Sales: Lisa D.	Client Approval:	Date:	2	Chris C.	07-15-15	Refer to PATHFINDER request for more details.			
			3	John A.	08-01-15	Refer to PATHFINDER request for more details.			
			4	Chris C.	08-05-15	Refer to PATHFINDER request for more details.			
			5						
			6						

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APPLICATION TO ERECT A SIGN

CODE ADMINISTRATION

Permit #

1) Address where sign is to be erected:

93 MANCHESTER ST

2) Message as shown on sign:

SIGN C

SERVICE + PARTS

3)	Property Owner Information	Sign Installer Information	Sign Owner Information
Name >	9345 MANCHESTER ST LLC	NH SIGNS	LOUVERING
Address >	45 MANCHESTER ST	68 GOLD LEDGE AVE	MITSUBISHI
City/State/ Zip >	CONCORD	AUBURN NH 03032	
Phone(s) >		4371200 *DON (CELL) 682-1602	
E-mail >			

4) Property Information:

CH | 49' 7" ft | 160 ft  
Zone Building Frontage Lot Frontage

5) Type of Sign: ☒ New ☐ Relocation ☐ Replacement

☐ Freestanding ☐ Monument

☒ Wall ☐ Projecting ☐ Window ☐ Awning ☐ Roof ☐ Marquee ☐ Marker

5) Materials to be used:

ALUMINUM + ACRYLIC

6) How & to what is sign supported:

BOLTED TO WALL

7) Dimensions of sign:

6' 3" ft x 3' ft equals 18.99 sf  
Length Height Total

8) Height Overall: Ground to bottom of sign 10 ft Ground to top of sign 13 ft

9) Illumination: ☐ None ☐ External ☒ Internal Internally illuminated signs are NOT permitted in CVP, IS, UT or any Residential Zones

10) Does sign project over public property or sidewalk? ☒ No ☐ Yes\* > \* ft in

11) How far back is leading edge of sign from any curb face?

NOTE: Any applicant for a permit to locate a projecting sign over a public right-of-way, in accordance with this Ordinance, shall file with the Code Administrator, a certificate of insurance indemnifying the City of Concord against any form of liability in a minimum amount as specified by the Finance Director. No permit shall be issued prior to the receipt of said certificate and the permit shall be valid only so long as the certificate remains in effect. The policy shall provide for advance notification to the Code Administrator in the event of cancellation. If the policy should lapse or be cancelled, the applicant shall remove the sign immediately. (Article 28-6-11.a)

12) Does the sign require Design Review? ☒ Yes ☐ No Historic District Review? ☐ Yes ☐ No

\*Design review is required per Article 28-6-9.f, if any of the following apply:

- The sign is to be located in a Performance (P) District
- The Development requires Major Site Plan Review, Article 28-9-4.d.1
- The sign area is greater than the maximum in Column 1 of Table 28-6-9.a
- The sign is the second or third freestanding sign on a lot.

Continued  
on back →



## Proposed Recommendations



EXISTING - SIGN C

### Scope of Work:

Install G2 SWS-S&P Wall Sign.  
Internally Illuminated.

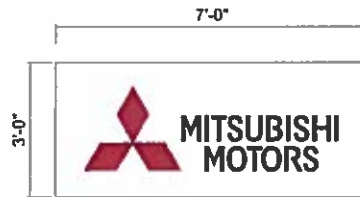


NEW- SIGN © G2 SWS-S&P WALL SIGN

**NOTE: CONCEPTUAL IMAGE ONLY  
VERIFY ARTWORK AND DIMENSIONS  
PRIOR TO FABRICATION**



Date: 03-30-16	Project Name: LOVERING MITSUBISHI	Dealer #	This is an original unpublished drawing created by Coast Sign, Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign, Inc. And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.	No.	Designer	Date	Revision Notes	<b>DESIGN DRAWING 5 of 8</b> Request Number: <b>PRJ-MMNA-106114-R4</b> File Location: W:\Mitsubishi\Art\Drawings\PRJ-MMNA-106114
Scale: NTS	Address: 93 Manchester St.			1	Chris C.	04-19-16	Refer to PATHFINDER request for more details.	
Drawn: Chris C.	City / State: Concord, NH 03301			2	Chris C.	07-13-16	Refer to PATHFINDER request for more details.	
Sales: Lisa D.	Client Approval:	Date:		3	John A.	08-01-16	Refer to PATHFINDER request for more details.	
				4	Chris C.	08-08-16	Refer to PATHFINDER request for more details.	
				5				
				6				



**(A) FRONT VIEW @ W20H WALL SIGN**  
Scale: 3/8" = 1' **21.0 SQ. FT.**

**SPECIFICATIONS:**

FABRICATED ALUMINUM PAINTED MATTHEWS NATURAL WHITE.  
FACE GRAPHIC AREAS ARE ROUTED-OUT

SYMBOL: FABRICATED #2783 RED ACRYLIC,  
PUSHED THROUGH ROUTED SIGN FACE.

LOGOTYPE: CASOCRYL DAY / NIGHT ACRYLIC BACKS UP ROUTED SIGN FACE.



**(C) FRONT VIEW @ SWS-S&P WALL SIGN**  
Scale: 3/8" = 1' **18.74 SQ. FT**

**SPECIFICATIONS:**

FABRICATED ALUMINUM PAINTED MATTHEWS NATURAL WHITE.  
FACE GRAPHIC AREAS ARE ROUTED-OUT

SYMBOL: FABRICATED #2783 RED ACRYLIC,  
PUSHED THROUGH ROUTED SIGN FACE.

LOGOTYPE: CASOCRYL DAY / NIGHT ACRYLIC BACKS UP ROUTED SIGN FACE.



Font:

Avant Garde Gothic Condensed - Demi

**(B) FRONT VIEW @ DL20 DEALER LETTERS**  
Scale: 3/8" = 1' **15.65 SQ. FT.**

**GENERAL SPECIFICATIONS:**

**LED LETTERS:**

FACES: .375" THK. CLEAR w/ #3635-222 PERFORATED BLACK, 1st SURFACE  
3M #3635-70 WHITE 30% DIFFUSER LIGHT MANAGEMENT, 2nd SURFACE  
RETURNS: .063" THK. ALUM. 3/4" DEEP BRAKE-FORMED, WELDED TO BACKS &  
PAINTED - RAL 9017 TRAFFIC BLACK, SATIN FINISH  
BACKS: .250" THK. MILL FINISH ALUM. w/ LIGHT ENHANCEMENT PAINT  
ILLUMINATION: GE TETRA MAX WHITE LED's w/ POWER SUPPLIES LOCATED BEHIND  
WALL IN REMOTE TRANSFORMER BOX



Date: 03-30-16 Project Name: LOVERING MITSUBISHI Dealer #  
Scale: As Noted Address: 93 Manchester St.  
Drawn: Chris C. City / State: Concord, NH 03301  
Sales: Lisa D. Client Approval: Date:

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2	Chris C.	07-15-16	Refer to PATHFINDER request for more details.
3	John A.	08-01-16	Refer to PATHFINDER request for more details.
4	Chris C.	08-08-16	Refer to PATHFINDER request for more details.
5			
6			

**DESIGN DRAWING 8 of 8**

Request Number:

**PRJ-MMNA-106114-R4**

File Location:

W:\Mitsubishi\Drawings\PRJ-MMNA-106114

# Site Plan

## SIGNAGE SPECIFICATIONS

- (A) W20H WALL SIGN
- (B) DL20 DEALER LETTERS
- (C) SWS-S&P WALL SIGN
- (D) EXISTING SIGN TO REMAIN



Sign (A)(B)



Sign (C)



Sign (D)



Date: 03-30-18	Project Name: LOVERING MITSUBISHI	Dealer #
Scale: NTS	Address: 103 Manchester St.	
Drawn: Chris C.	City / State: Concord, NH 03301	
Sales: Lisa D.	Client Approval:	Date:

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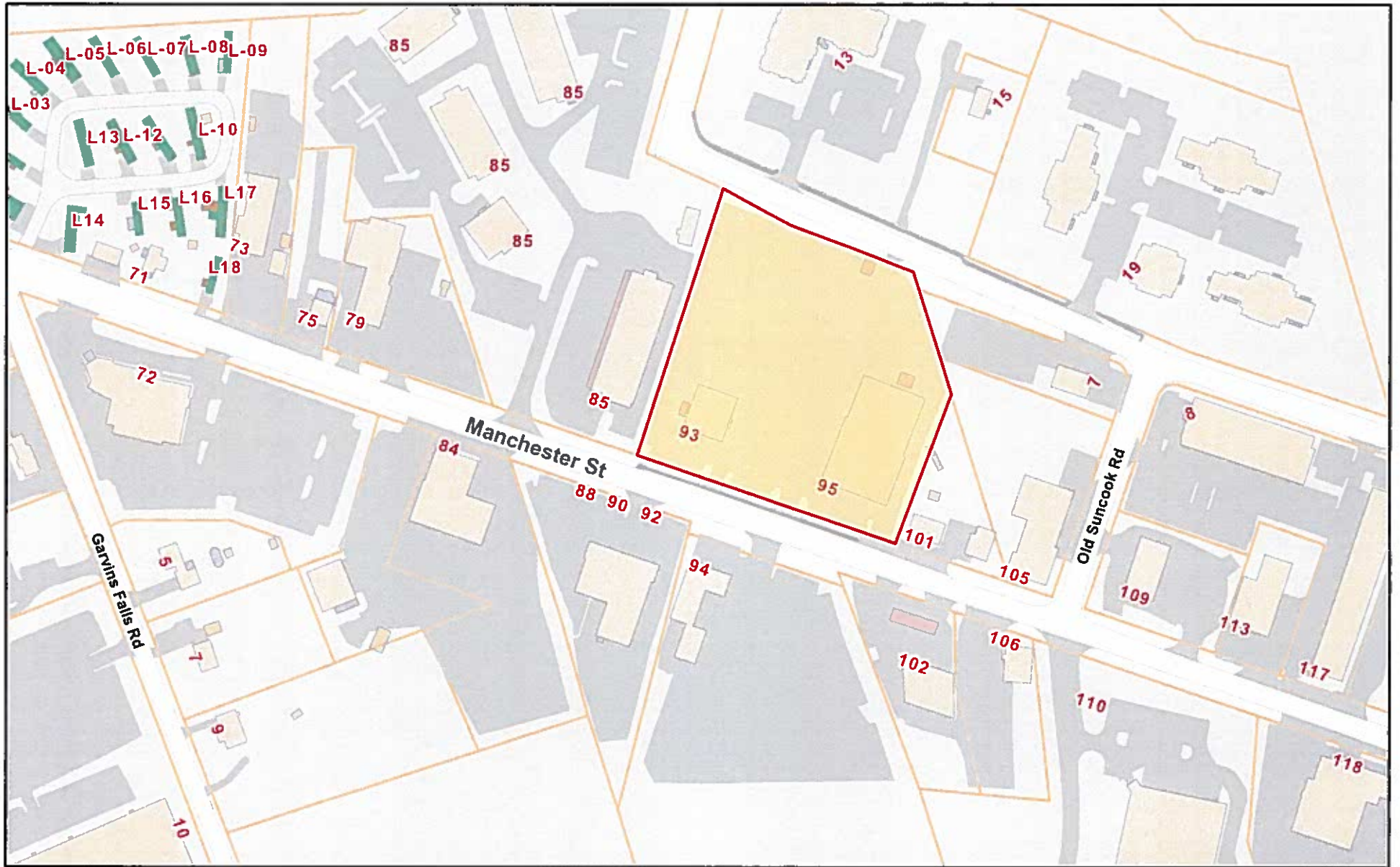
No.	Designer	Date	Revision Notes
1	Chris C.	04-18-18	Refer to PATHFINDER request for more details.
2	Chris C.	07-18-18	Refer to PATHFINDER request for more details.
3	John A.	08-01-18	Refer to PATHFINDER request for more details.
4	Chris C.	08-06-18	Refer to PATHFINDER request for more details.
5			
6			

DESIGN DRAWING 2 of 8

Request Number:  
**PRJ-MMNA-106114-R4**

File Location:  
W:\Mitsubishi\Drawings\PRJ-MMNA-106114





April 26, 2017

