



# CITY OF CONCORD

Code Administration

37 Green Street • Concord, New Hampshire 03301 • 225.8580

RECEIVED

OCT 21 2019

CODE ADMINISTRATION

## APPLICATION TO ERECT A SIGN

Permit #

OCT 24 2019

Planning Division  
Concord, NH

1) Address where sign is to be erected:

7 Broadway

2)

Message as shown on sign:

Whole Health Concord  
Nutritional Supplements & Wellness Shop.

3)

Property Owner Information

Sign Installer Information

Sign Owner Information

Name >

Jefferson + Laura Hall

Mainline Graphics

Laura Hall - Whole Health

Address >

114 School St.

1 High St.

7 Broadway

City/State/ Zip >

Concord, NH 03301

Andrum, NH 03440

Concord NH 03301

Phone(s) >

603 540 0326

603 588 3177

dr.laurajones@comcast

E-mail >

dr.laurajones@comcast

info@MLGsigns.com

603 540 0326

4) Property Information:

CN

63

ft

140

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:

3/4" PVC middle with 1/8" AcP Face Panels

6) How & to what is sign supported:

Hangs from existing Post brackets & hardware

7) Dimensions of sign:

32 in

ft x

36 in

ft

equals

8

sf

Length

2 Ft, 0 in x 3 Ft

Height

Total

8) Height Overall:

Ground to bottom of sign

8.3 ft

Ground to top of sign

11 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 < 6 in

11)

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

40 ft

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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:

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

Continued  
on back →

7 BROADWAY, WHOLE HEALTH CONCORD

BROADWAY POST SIGN FOR WELLNESS SHOP





x1

- COLORS & FINISHES**
- ☐ White
  - ☐ PMS 2119 C
  - ☐ PMS 2408 C
  - ☐ Full color digital print
  - ☐ Black
  - ☒ Clear coat

colors shown are representation only

- SPECIFICATIONS**
- Double sided sign
  - Middle panel
  - 3/4" PVC
  - Painted face, back and returns
  - Face panels
  - 1/8" ACP
  - Painted face
  - Copy & rule
  - Direct-to board flat UV print on the face



603.588.3177  
MLGsigns.com  
info@MLGsigns.com

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**Whole Health Concord**

7 Broadway  
Concord, NH 03301

Designer/Project Manager  
**J Madden**

- INSTALLATION**
- Mount method  
Hangs from existing bracket with hardware
  - Mount surface  
Existing post and bracket
  - Mount height  
100" to the bottom of the sign

Production will not begin without a signed and checked approval on all final layouts.

Please proof this layout carefully, check the appropriate box, sign and date.

Return layout(s) directly to your Project Manager or info@MLGsigns.com

**PHOTO**



- ☐ Approved, as is
- ☐ Approved, with changes
- ☐ Requires New Layout
- ☐ Rejected

Customer Signature Required

Date Signed

- ☒ Preliminary
- ☐ For Production

Scale  
1"=20'

Sign Code 00  
Retail Shop Sign

Qty  
1







CITY OF CONCORD

OCT 21 2019

Code Administration

CODE ADMINISTRATION

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

RECEIVED

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OCT 24 2019

## APPLICATION TO ERECT A SIGN

1) Address where sign is to be erected:

7 Broadway, Concord

Permit #  
Planning Division  
Concord, NH

2)

Message as shown on sign:

Whole Health Concord  
Naturopathic & Functional Medical Center.

3)

## Property Owner Information

## Sign Installer Information

## Sign Owner Information

Name &gt;

Jefferson + Laura Hall

Mainline Graphics

Laura Hall - Whole Health

Address &gt;

114 School St.

1 High Street.

to be: 7 Broadway Concord

City/State/ Zip &gt;

Concord NH 03301

Andover, NH 03440

Concord, NH 03301

Phone(s) &gt;

603 540 0326

603 588 3177

603 540 0326.

E-mail &gt;

drlaurajones@comcast.net

MLGsigns.com

drlaurajones@comcast

4) Property Information:

CN

63 ft on Broadway St

140 ft

Zone

Building Frontage

Lot Frontage

5)

☐ New ☐ Relocation ☒ Replacement

Type of Sign:

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

5) Materials to be used:

3/4" PVC back panel and 1/8" ACP.

6) How &amp; to what is sign supported:

Sign mounts with screws thru face to vinyl siding

7) Dimensions of sign:

180 in x 36 in equals 45 sf  
Length (15 x 3) Height Total

8) Height Overall:

Ground to bottom of sign

8.16 ft (98 in)

Ground to top of sign

11.16 ft (134 in)

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?

45.7 ft

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12) Does the sign require Design Review?

☒ Yes☐ NoHistoric District Review? ☐ Yes ☒ No

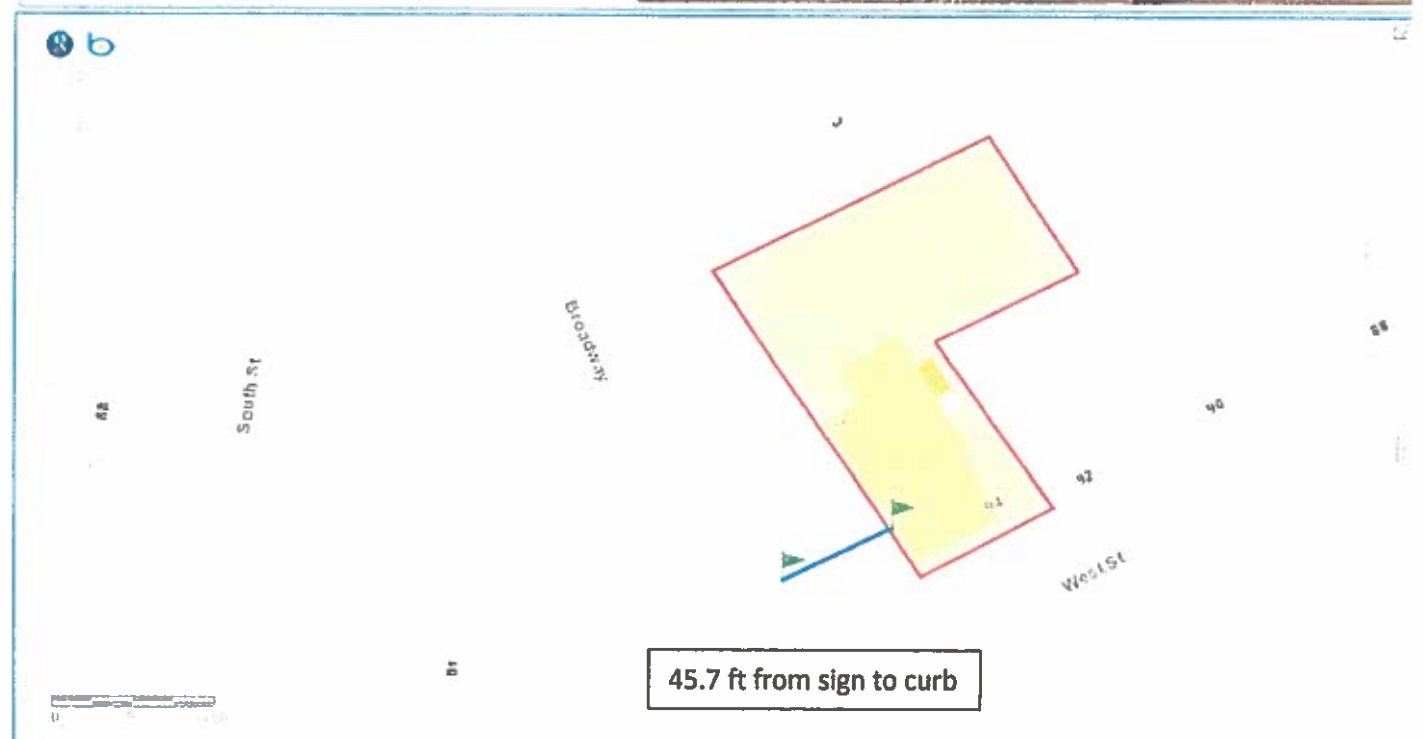
\*Design review is required per Article 28-6-9.f, if any of the following apply:

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

Continued  
on back →

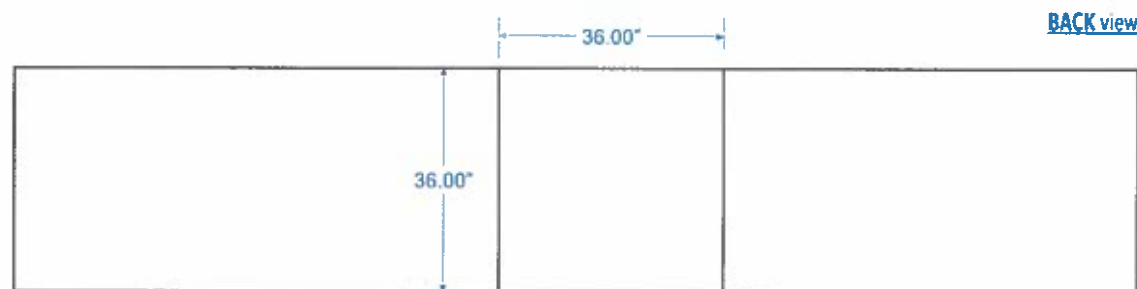
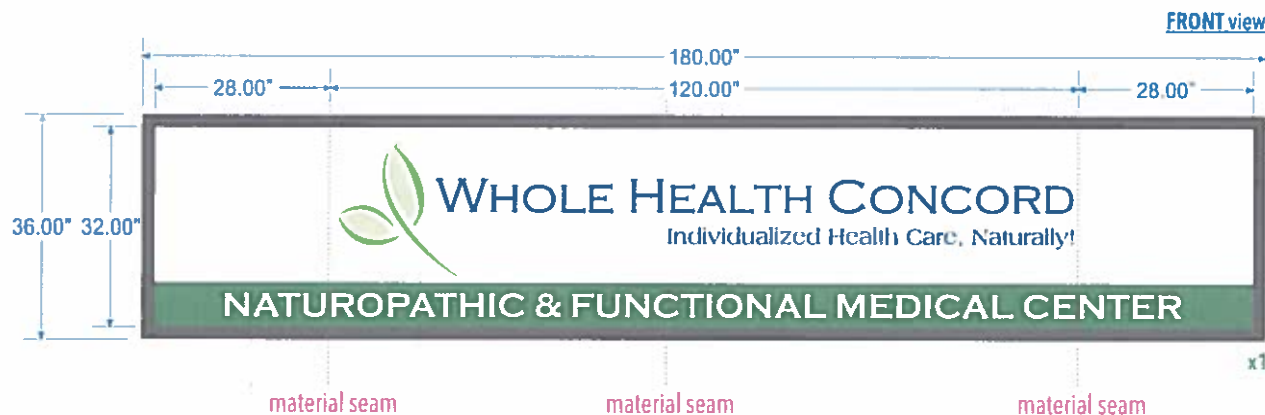
7 BROADWAY, WHOLE HEALTH CONCORD

BROADWAY STREET SIGN



45.7 ft from sign to curb





- COLORS & FINISHES**
- ☐ White
  - ☐ PMS 2119 C
  - ☐ PMS 2408 C
  - ☐ Full color digital print
  - ☐ Black
  - ☒ Clear coat

colors shown are representation only

- SPECIFICATIONS**
- Back panel
  - 3/4" PVC
  - Painted face and returns
  - Back is left untreated
  - .040" seam patch panel on back
  - Front panel
  - 1/8" ACP
  - Painted face
  - Copy & rule
  - Direct-to-board flat UV print on the face

- INSTALLATION**
- Mount method**
  - Sign mounts with screws through the face.
  - Front panel is laminated to back panel.
  - Mount surface**
  - Vinyl siding
  - Mount height**
  - 98" to the bottom of the sign
  - Notes for Install Team**
  - MLG to remove existing sign

**PHOTO**



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MLGsigns.com  
info@MLGsigns.com

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**Whole Health  
Concord**

7 Broadway  
Concord, NH 03301

Designer/Project Manager  
**J Madden**

**Production will not begin without a signed and checked approval on all final layouts.**

Please proof this layout carefully, check the appropriate box, sign and date.

Return layout(s) directly to your Project Manager or info@MLGsigns.com

- ☐ Approved, as is
- ☐ Approved, with changes
- ☐ Requires New Layout
- ☐ Rejected

Customer Signature Required

Date Signed

- ☒ Preliminary
- ☐ For Production

Scale  
1:30

Sign Code 00  
Office Sign

Qty  
1



WHOLE HEALTH CONCORD

Individualized Health Care, Naturally!

NATUROPATHIC & FUNCTIONAL MEDICAL CENTER





# RECEIVED CITY OF CONCORD

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OCT 21 2019

OCT 24 2019 Code Administration

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

CODE ADMINISTRATION

## APPLICATION TO ERECT A SIGN

Permit #

1) Address where sign is to be erected:

7 Broadway, West St. Side of

2)

Message as shown on sign:

Building

Whole Health Concord.

Naturopathic & Functional Medical Center.

3)

Property Owner Information

Sign Installer Information

mailing address =  
91 N. State until 12/20  
Sign Owner Information

Name >

Jefferson + Laura Hall

Maine Line Graphics

Laura Hall - Whole Health Co

Address >

114 School Street

1 High Street

7 Broadway Concord

City/State/ Zip >

Concord, NH 03301

Amherst, NH 03440

Concord NH 03301

Phone(s) >

603 540 0326

603 588 3177

603 540 0326

E-mail >

dr.laurajones@comcast.net

info@mlg-signs.com

dr.laurajones@comcast

4) Property Information:

CN

63 Ft on Broadway

56.7 Ft on West St.

140

Zone

Building Frontage

Lot Frontage

5)

☐ New ☐ Relocation ☒ Replacement

Type of Sign:

☐ Freestanding ☐ Monument

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

5) Materials to be used:

3/4" PVC back panel and 1/8" ACP

6) How & to what is sign supported:

Sign mounts with screws thru face to vinyl siding

7) Dimensions of sign:

120 in ft x 24 in ft equals 20 sf  
Length (10 x 2 Ft) Height Total

8) Height Overall:

Ground to bottom of sign

9.5 ft

Ground to top of sign

11.5 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?

8.2 ft.

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12) Does the sign require Design Review?

☒ Yes

☐ No

Historic District Review?

☐ Yes ☒ No

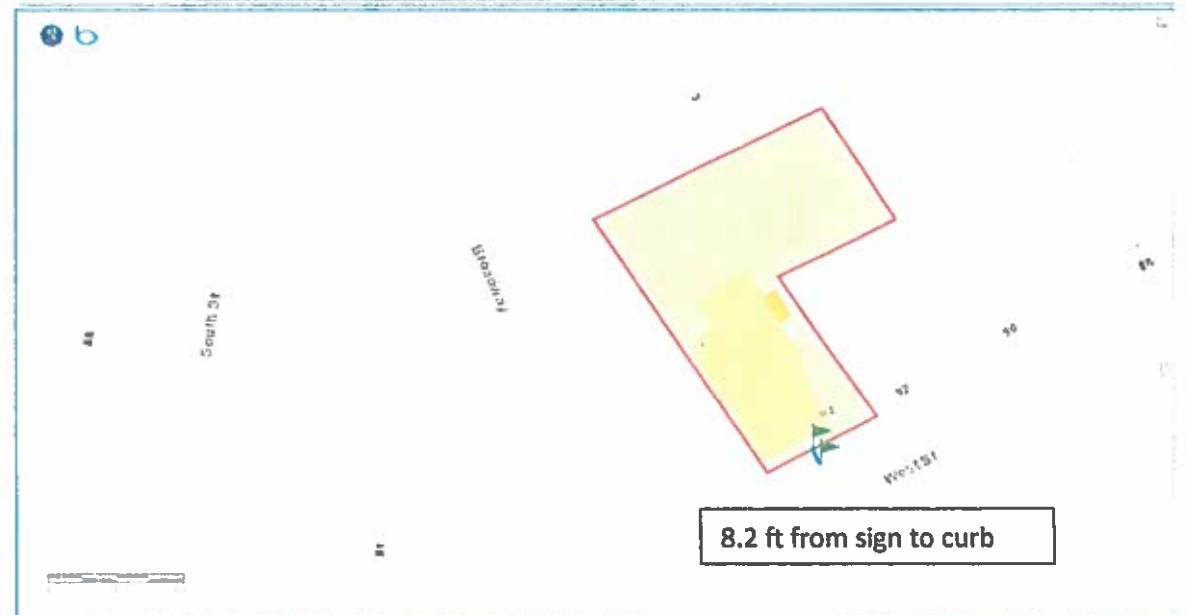
\*Design review is required per Article 28-6-9.f, if any of the following apply:

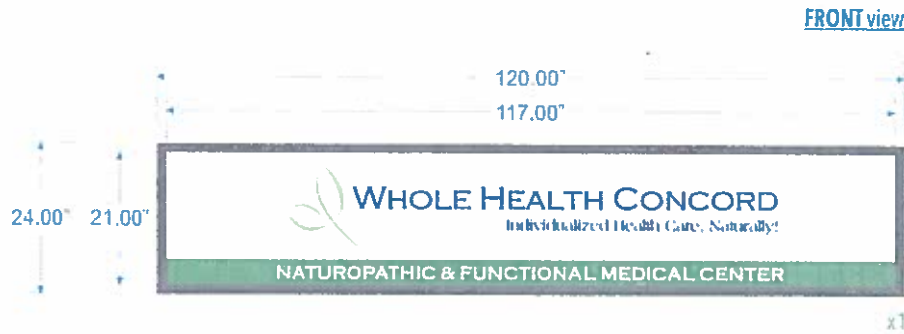
- The sign is to be located in a Performance (P) District
- The Development requires Major Site Plan Review, Article 28-9-4.d.1
- The sign area is greater than the maximum in Column 1 of Table 28-6-9.a
- The sign is the second or third freestanding sign on a lot.

Continued  
on back →

7 BROADWAY, WHOLE HEALTH CONCORD

WEST STREET SIGN





**PROFILE view**

- COLORS & FINISHES**
- ☐ White
  - ☐ PMS 2119 C
  - ☐ PMS 2408 C
  - ☐ Full color digital print
  - ☐ Black
  - ☒ Clear coat

colors shown are representation only

- SPECIFICATIONS**
- Back panel**
  - 3/4\" PVC
  - Painted face and returns
  - Back is left untreated
  - Front panel**
  - 1/8\" ACP
  - Painted face
  - Copy & rule**
  - Direct-to-board flat UV print on the face



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info@MLGsigns.com

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**Whole Health  
Concord**  
7 Broadway  
Concord, NH 03301

Designer/Project Manager  
**J Madden**

- INSTALLATION**
- Mount method**
  - Sign mounts with screws through the face.  
Front panel is laminated to back panel.
  - Mount surface**
  - Vinyl siding
  - Mount height**
  - 114\" to the bottom of the sign

**Production will not begin without a signed and checked approval on all final layouts.**

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**PHOTO**

- ☐ Approved, as is
- ☐ Approved, with changes
- ☐ Requires New Layout
- ☐ Rejected

Customer Signature Required

Date Signed

- ☒ Preliminary
- ☐ For Production

Scale	Sign Code 00	Qty
1:30	Office Sign	1









WHOLE HEALTH CONCORD

RECEIVED

OCT 24 2019

Planning Division  
Concord, NH

RECEIVED

OCT 21 2019

CODE ADMINISTRATION

91 N. State Street  
Concord, NH 03301  
Oct. 21, 2019

I am writing regarding the three applications I have submitted to replace the existing signs at a newly acquired property, 7 Broadway in Concord. The previous owner, Norm Ballard, has left two large signs on the building. One is located on the Broadway side and one is on the West St side of the building. They need to be removed. From my understanding, the Broadway sign is larger than what is currently allowed. I would like to replace both existing signs with signs the same dimensions. Unfortunately, the siding under the signs is stained and I will not be able to replace it at this time. Not only will new signs allow us to advertise where we are located but they will also allow us to cover a potential eyesore with the state of the siding.

In addition, Norm Ballard also had a small hanging sign on a post in front of the building by the driveway entrance. This post currently has no sign, but we will have a wellness shop on the property in addition to the medical practice and we would like to use this post for a wellness shop sign. This will let the public know it is there for their use and direct help distinguish the wellness shop from the medical practice as it will have a separate entrance. The current signpost is rusted and worn but with some new paint and a new sign, this will be a nice addition to the property and the area.

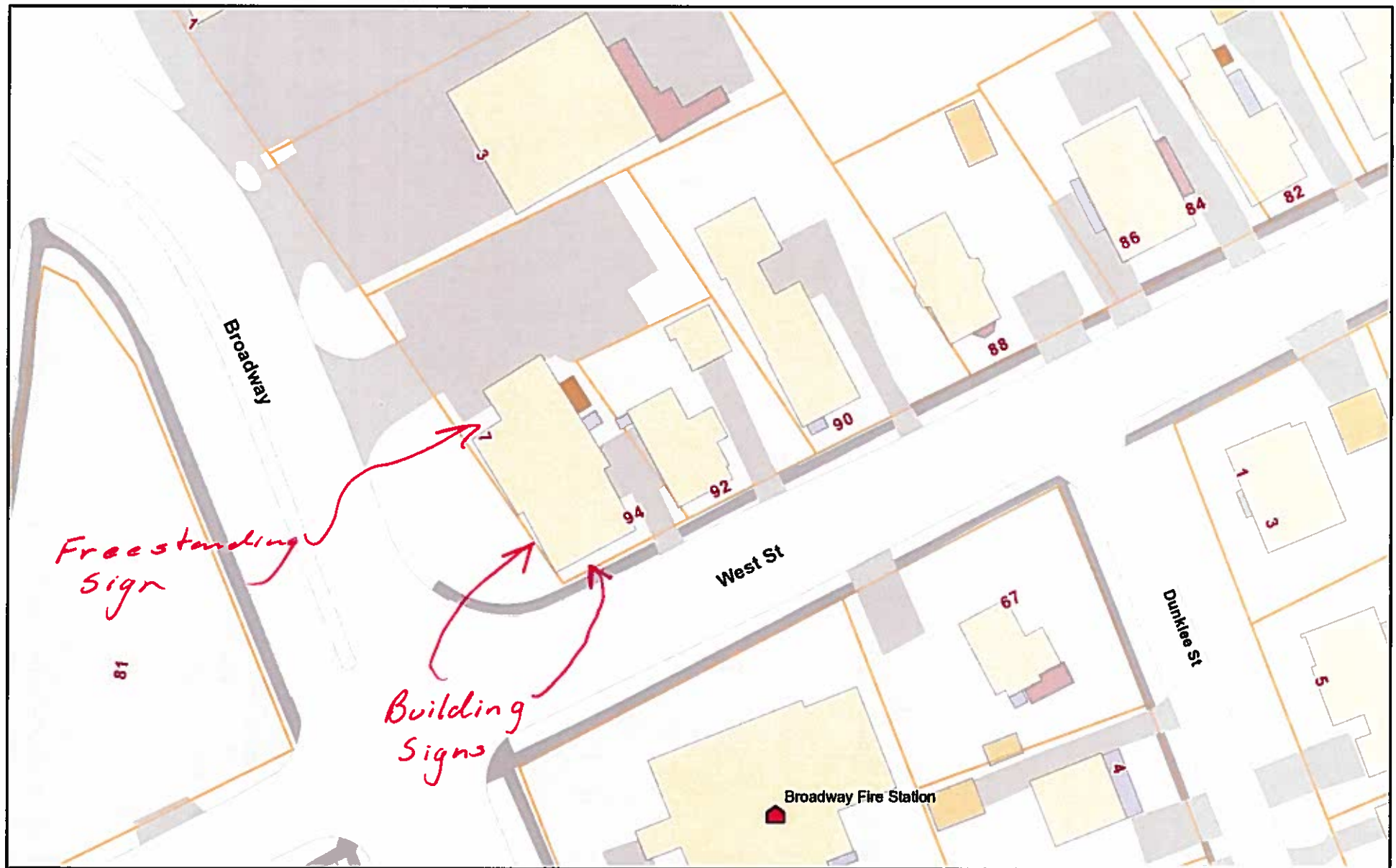
In summary, new signs to replace the existing signs will not only be important to the success of our business but will also improve the appearance of the building. I realize that the existing sign sizes are larger than what are currently allowed, however I have asked to replace with the same sized signs in an effort to cover the discolored areas on the siding that would be visible if we used smaller sizes.

Thank you,

Laura Jones, ND

Whole Health Concord, LLC

Laura Jones, ND



October 23, 2019

