

Historic District Commission  
Planning Department  
City Hall Annex  
33 Wakefield Street  
Rochester, NH 03867-1917  
(603) 335-1338 Phone

**HISTORIC DISTRICT COMMISSION**  
**Application for Certificate of Approval**  
**and/or No Negative Effect**  
**City of Rochester, New Hampshire**



Date: 8/3/2023

**Property information**

Tax map #: 121 Lot #(s): 11 Zone: \_\_\_\_\_ Date of building, if known: \_\_\_\_\_

Property address/location: 16 N Main Street Rochester NH

Name of project (if applicable): \_\_\_\_\_

**Property owner**

Name: Kathy Conway

Mailing address: 16-22 North Main Realty Trust 158 Northwood Rd

Telephone #: 603-608-6277 Email address: Strafford, NH 03884  
Kc Phonebooth@gmail.com

**Applicant (if different from property owner)**

Name: Lisa Keslar

Mailing address: 114 Main St Newmarket NH 03857

Telephone #: 603 273 0953 Email address: Lisa Keslar@

keslarinsurance.com

**Architect/Designer**

Name (include name of individual): \_\_\_\_\_

Professional Designation: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Email address: \_\_\_\_\_

**Contractor**

Name (include name of individual): Jerome at JCSigns

Mailing address: 17 Grove St, PO Box 1085 Wakefield Falls, NH 03896

Telephone #: 603 869-5335 Email address: signpro@JCSigns.com

"Working with our community partners to preserve and enhance  
the historic architecture and cultural heritage of the city of Rochester"

**Proposed activity** (check all that apply)

New building/structure: \_\_\_\_\_ Addition onto existing building/structure: \_\_\_\_\_

Alterations to the front of an existing building: \_\_\_\_\_

Alterations to the non-street facing façade of an existing building: \_\_\_\_\_

Signage or awnings: ☒ Demolition: \_\_\_\_\_ Accessory structure <250 sq ft: \_\_\_\_\_

Site development (walkway, deck, parking, utilities, etc.): \_\_\_\_\_

**New Building/Alterations to Existing Buildings:**

Height: \_\_\_\_\_ Width: \_\_\_\_\_ Setback: \_\_\_\_\_

- Roof Design: \_\_\_\_\_
- Materials to be used: \_\_\_\_\_
- Paint/Stain Color: \_\_\_\_\_
- Light Fixtures: \_\_\_\_\_
- Description of Building Entrance: \_\_\_\_\_

**New Signs/Fences:** *See attached*

- Size: \_\_\_\_\_ Shape: \_\_\_\_\_
- Sign Color: \_\_\_\_\_ Location/Placement: \_\_\_\_\_
- Illumination (Interior): \_\_\_\_\_ (Exterior): \_\_\_\_\_
- Materials to be used: \_\_\_\_\_
- Typefaces: \_\_\_\_\_
- Fences & Walls: \_\_\_\_\_
- Light Fixtures: \_\_\_\_\_
- Paint/Stain Color: \_\_\_\_\_

Describe project (Include information on existing conditions and materials as well as the proposed changes. Include installation specifications and materials to be used. Use a separate sheet of paper if necessary):

See attached about if total  
sign Ideal app requests

Proposed starting date: 8/10/2023 (or when approved)

### **Checklist**

Here is a checklist for your reference of the items that may need to be required:

- ☒ Submission of this application form
- ☒ Site plan drawn to scale clearly depicting existing conditions and proposed work
- ☐ Submission of appropriate drawings and renderings for each façade affected
- ☐ Specifications on the materials and installation including brochures, manufacture's product sheet, pictures, etc.
- ☐ Photographs of each impacted side of the building
- ☐ Sample swatch and or manufacturers cut sheet of materials to be used, as appropriate
- ☐ Written description of how the project meets the guidelines

Please feel free to contact the Planning Department with any questions.

### **Submission of application**

This application must be signed by the property owner, and the applicant/developer (if different from property owner).

*I (we) hereby submit this application to the City of Rochester Historic District Commission pursuant to the City of Rochester Historic District Ordinance and attest that to the best of my knowledge all of the information on this application form and in the accompanying application materials and documentation is true and accurate. As applicant/developer (if different from property owner)/as agent, I attest that I am duly authorized to act in this capacity and submit this application.*

Signature of property owner: Kathy Conroy  
Printed name: Kathy Conroy Date: 8/4/23

Signature of applicant/developer: Lisa Kester  
Printed name: Lisa Kester Date: 8/3/2023

**\* Please note that the applicant or a representative must attend the HDC meeting to present the application and answer any questions. If nobody attends the meeting then the HDC may not take any action on the application.**

**CITY USE ONLY**

**APPROVED AS NO NEGATIVE EFFECT**

| Yes                      | No                       | Signature Required                                      |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Director of Planning and Development: _____ Date: _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | HDC Chairperson: _____ Date: _____                      |

Conditions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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*"Working with our community partners to preserve and enhance  
the historic architecture and cultural heritage of the city of Rochester"*



Signage proposal for 16N Main Street, Rochester, NH 03867

We propose enhancing the visual appeal and brand presence of our insurance office at the 16N Main Street location by adding tasteful signage elements. Our proposal includes:

1. a decal on the glass door (mockup below)
2. Tasteful decals— one on each main window— to maximize visibility and reinforce our brand identity.
3. A dimensional letter style, non-lit sign across the top of the office façade, prominently featuring our logo and company name. This will only be illuminated by the overhanging light that currently exists above. (see image). This will use synthetic materials made to look like wood, but longer lasting.
4. A hanging sign (similar to the ones in the image below) to capture awareness of walking traffic..

I have provided images of mockup designs, with sizing of the spaces to be utilized, labled for your convenience. (See Below). From the contractor, we will use "all synthetic materials that last longer than wood but look like wood to the casual observer. We use signfoam for routed signs. Acrylic and PVC for stacked signs and gemini letters. And White .75" thick PVC instead of white painted wood."

While our location falls within a historic section, it is crucial to note that our proposed signage design maintains a tasteful and respectful approach, harmonizing with the historic character of the area. The proposed signage, though modern in nature, blends seamlessly with the architectural aesthetics of the surrounding buildings, preserving the historical charm. By approving this proposal, the town can strike a balance between preserving the area's historic significance while allowing businesses like ours to thrive and serve the community effectively.

1. Imagery on the exterior entrance door. Look and style consistent with our Rochester neighbors recent work and our Newmarket Office (Images included for your review)







2. #2 & #3. Above the storefront lettering and lettering decaling. Will be done in similar style to our neighbors new sign. (image included for review). I have also included our Newmarket Office image to show how upscale our brand looks.





4. Tasteful hanging sign. To be done similar to what we have at our Newmarket office and similar to our Neighbor's sign.

