Historic District Commission

AGENDA

November 18, 2026 4:30 PM City Hall, 2nd Floor Council Chambers

1. **Call to Order and Roll Call**
2. **Minutes:** October 21, 2026
3. **Public Hearing**
    a) **HDC-26-05 – Major Project Application:** Applicant: Sara Norris; Owner: 102 Main St Real Estate LLC; Proposed painting of existing brick veneer at 102 Main St (TMP #575-060-000). Waiver from sec. 22.6.1.A for painted masonry is requested. Property is ranked as a Non-Contributing Resource in the DT-C District.
4. **Staff Updates**
5. **New Business**
6. **Upcoming Dates of Interest:**
    a) Next HDC Meeting: December 16, 2026 – 4:30 pm
    b) HDC Site Visit: December 16, 2026 – 3:30 pm (To be confirmed)
7. **Adjourn**

City of Keene
New Hampshire

HISTORIC DISTRICT COMMISSION MEETING MINUTES

Wednesday, October 21, 2026 **4:30 PM** **2nd Floor Conference Room, City Hall**

Members Present:
Sofia Cunha-Vasconcelos, Chair
Hope Benik, Vice Chair
Louise Zerba
Peter Poanessa, Alternate (voting)

Staff Present:
Evan Clements, Planner / Zoning Administrator

Members Not Present:
Anthony Ferrantello
Russell Fleming, Alternate
Councilor Edward Haas
David Bergeron, Alternate

1. Call to Order and Roll Call

Chair Cunha-Vasconcelos called the meeting to order at 4:30 PM.

2. Minutes: June 17, 2026

Ms. Zerba made a motion to approve the meeting minutes of June 17, 2026. Vice Chair Benik seconded the motion, which passed by unanimous vote.

3. Advice & Comment

a. 102 Main St. - Property owner requests advice on proposed maintenance of brick veneer on the rear of 102 Main St. Property is ranked as non-contributing

Sara Norris stated that she is the owner of 102 Main St., which is now also 33 Cypress St. They have split two entrances. What she is bringing today involves the 33 Cypress St. side of the building rather than the Main St. frontage. It is the area today that faces the parking lot behind it. She had sent the HDC pictures of what the exterior currently looks like. It is cinder block with a brick veneer on top. The bottom picture shows the wall she is primarily concerned with right now. There are two colors of brick where some patchwork was done. She believes it is because the original veneer cannot be matched, so any patchwork done will be clear and obvious. The other pictures show the veneer is not in great shape. It is not really an asset to Cypress St. A business she owns will utilize that back entrance. She wants to find a way to make the space more hospitable and look less derelict. She wants it to look like a space that is intentional and

cared for. She wants it to be inviting, so people want to come to the business. The business is a thermal spa. It will have a group sauna for 48 people, red light therapy, a vitamin shower, and a private sauna. It is a place for the community and tourists to come and hang out in downtown Keene. The exterior of the building will be people's first impression, and she wants to get it right.

Ms. Norris continued that when she first met with Mr. Clements and Ms. Brunner about what they could look to do, since it is in the Historic District, there was the possibility of removing the brick veneer. With that, they could then paint the exterior. That is what is in the proposal. She welcomes thoughts from the HDC on what would be best to do and what would make the most sense for everyone. When she brought the idea to her contractor, he was concerned about what they might find under the brick veneer. That would be a quick, accessible option and she sees some benefit to it, regarding being able to paint the space, but she does not know if it is the best option.

Mr. Clements stated that one option is to remove the brick veneer, and hopefully they would find relatively well intact concrete block behind it. The Historic District Regulations do allow for concrete to be painted. The first question staff would like the HDC's advice on is whether brick veneer is siding or structural. He asks this because the regulations provide some flexibility for non-contributing structures, which 102 Main St. is, to allow for the replacement of existing siding without needing approval from the HDC. That could be handled administratively, and the concrete could be painted to achieve the Applicant's goal. If the HDC feels that the brick veneer is not siding, one option would be to do tuck pointing repair. That could be handled administratively. However, it would not necessarily resolve the patchwork aesthetic of the repairs that have already taken place, and would not necessarily lead to the clean, spruced up, inviting façade that the applicant is looking for. The applicant would need to apply to the HDC for a waiver to paint the brick. The advice and comment for that would be gauging the HDC's potential to grant the waiver. The prohibition on painting masonry besides concrete is more about historic brick that is very porous. Modern painting of historic bricks leads to the rapid deterioration of the brick and would lead to further damage to the resource.

Mr. Clements continued that staff are looking for guidance on what the HDC would like to see in this situation, such as whether leaving the brick and painting it could be an option, or if the HDC is comfortable saying the brick is siding and having it removed. The regulations allow for replacement of those concrete blocks as needed, under the category of "ordinary maintenance." A building permit would be needed, but no additional HDC review would be needed. Ms. Norris would then be able to paint it. She had been talking about white, which would be fine. He and Ms. Norris also discussed the possibility of a mural, which is something she would need to bring before the HDC when she is ready to do that. There might be some benefit there to removing the brick.

Mr. Clements stated that he cannot show a picture of Cypress St. and does not know if the HDC members are familiar with it. The businesses along there are all different colors. It is sort of a hip, funky corner of downtown that is not so "picturesque New England." That is some context within this part of the Historic District that might be worth considering.

Chair Cunha-Vasconcelos asked Ms. Norris if it is correct that if the brick is removed, she would be dealing with repairing any issues she sees with the cinder block underneath. Ms. Norris replied yes. If there were structural concerns, absolutely.

Mr. Poanessa stated that with a brick veneer over a cement block, many times there are steel ties in the grout lines of the cement block to hold the brick to the block. If Ms. Norris does remove the brick, she might find there is an issue there that has to be dealt with before she could paint anything. If there were galvanized ties in the wall like that, maybe the contractor could cut them out, but he would be skeptical of that, because then there would be little cutoffs of steel that might bleed rust in the future. He thinks it would make more sense to repair the brick and paint it, instead of pulling it off and possibly finding more trouble. He thinks of the brick in this case as siding. The cement block behind it is most likely the structural part of the wall.

Ms. Zerba stated that to her, brick veneer is aesthetic. She would probably consider it to be siding rather than structural. Her concern is what color might be replacing it.

Ms. Norris replied that she would not deviate from white. She continued that as Mr. Clements mentioned, she hopes to come before the HDC sometime soon with a fully developed mural concept. She already has an artist in mind, who has been to Keene a couple of times, working on this space. He will be doing the branding for her business as well. He requests that if they are really trying to make this building an asset, trying to do something special in this corridor with it, and putting so much into it, it seems like a small ask to get the wall white to begin the process. It is around the corner from where the mural would be placed; it is almost a continuation of that.

Vice Chair Benik stated that she was going to ask if it is just the back wall, or the back wall and the side. Ms. Norris replied that for right now, it is just the bottom picture, the lower wall. Anything more would be something they would attach to the mural. She would have a complete concept for the HDC for that.

Mr. Clements stated that the expectation would be that all of the veneer would come off, or both sides of this façade would be painted, as opposed to just a strip. Ms. Norris replied that she will do whatever the HDC needs her to do to get this done. Chair Cunha-Vasconcelos stated that she thinks Mr. Clements is right. She thinks making the whole building look consistent is part of the expectation. Ms. Zerba asked if she means not including the Cypress St. side where the mural is. Chair Cunha-Vasconcelos replied that is an excellent question, because the building does continue. The brewery is there, which is a different façade. Ms. Zerba added there is a beautiful mural there.

Mr. Clements stated that this building is part of the row on Main St. He continued that it is two walls they are talking about, the rear wall that faces the parking lot and the food co op, and around the corner, that faces Cypress St. and looks at the outdoor seating area where Black Cloud Brewing is. It is just those two facades. He asked if Ms. Norris was thinking of painting both. Ms. Norris replied not at this time. Today she is just asking about the back wall facing the parking lot. Mr. Clements asked if that would mean leaving the Black Cloud side as brick as it exists. Ms. Norris replied yes.

Ms. Zerba stated that when she drove by, it looked like there was a covered-up window, which she thinks used to be the bank window. Ms. Norris replied that she does not have any covered-up windows. Discussion ensued, and after viewing area photos that Mr. Clements showed her, Ms. Zerba stated that she was mistaken; the covered-up window she saw was on a different building.

Mr. Clements asked if Ms. Norris was thinking of having the mural on the same wall, or the Cypress St. side. Ms. Norris replied the Cypress St. side. Mr. Clements stated that it would make sense to paint that wall white, too. Ms. Norris replied that they would paint it white as a primer, where the mural would be.

Mr. Clements stated that he is hearing that the HDC generally agrees that the brick veneer is siding, not structural. There are legitimate maintenance and work concerns with just whole scale removing it. He imagines that if the veneer were removed on one side, they would want it removed on the other side, too. It would probably look weird, otherwise. A waiver to paint the veneer would solve the patchwork of the existing repair that has been done with the brick.

Chair Cunha-Vasconcelos stated that she does not have a concern with either pulling the veneer and then using the cinder block underneath, or painting the veneer. That is almost a question left to a better understanding of what might be hiding under the brick. But she personally does not see a problem with either option.

Mr. Poanessa stated that he would choose to prepare the brick and paint it rather than open a can of worms. Ms. Norris replied that would be her preference, too.

Mr. Clements replied that unfortunately, there is no distinction. The regulations have some discussion of historic brick, but there is no real distinction of a brick veneer that was installed much later and is a different composition. The HDC would require a complete application, they would have to notice abutters, and Ms. Norris would have to come to next month's HDC meeting before she could do the work. However, if she wanted to just remove the veneer siding, she could go home today and submit a building permit application to do that work.

Ms. Norris replied that she is in this for the long haul, and to avoid the potential can of worms, she would be happy to go through the full waiver process and come back in November with that.

Vice Chair Benik stated that she knows why the bottom strip on the wall had to be replaced. There used to be a planter there. For many years, it was filled with damp soil.

Mr. Clements asked if Ms. Norris had any other questions. Ms. Norris replied no. She will get started on submitting a waiver application. She appreciates today's conversation.

4. Outreach Project Update

Mr. Clements stated that he heard back from the Library. They have space to do a display. Mr. Ferrantello got him some full-size, glossy posters of some of the drawings the students did. It is just a matter of the HDC coordinating with the Library to figure out what that will look like. The agenda packet includes a brief update from the professor about what is happening with the

course. The HDC will need to decide, not necessarily right now, when and how to do that display. Someone should write an explanation for why this is going on. He will email Chair Cunha-Vasconcelos and Vice Chair Benik, so they can start to organize the display.

Mr. Clements stated that Vice Chair Benik created a short video, which he sent to the HDC members a while ago. Vice Chair Benik stated that they can watch it and give her feedback, including any suggestions for changes. She does not know if it is something they could send to the City staff person who oversees social media and ask her to either post it or recreate something like it. Mr. Clements replied that he will send it to her and see what she says. It would be great to get some feedback and a little bit of direction from her.

5. 2027 Meeting Schedule

Chair Cunha-Vasconcelos asked if any of the 2027 meeting dates fall on holidays and would need to be changed. Discussion ensued.

Ms. Zerba made a motion to approve the 2027 Historic District Commission meeting schedule. Mr. Poanessa seconded the motion, which passed by unanimous vote.

6. Staff Updates

7. New Business

Vice Chair Benik stated that she wanted to remind the group that she is stepping down at the end of this year. The HDC will need someone to take her place. Mr. Clements replied that she would be welcome to continue on as an alternate member if she wants to.

Mr. Poanessa stated that he would be glad to become a regular member instead of an alternate member. Mr. Clements replied that he will let the Mayor know.

8. Upcoming Dates of Interest

a. Next HDC Meeting: November 18, 2026 – 4:30 PM

b. HDC Site Visit: November 18, 2026 – 3:30 PM (to be confirmed)

Chair Cunha-Vasconcelos stated that it sounds like the HDC will have an application for their November meeting. She asked when the deadline is for someone to submit an application in time for the November meeting. Mr. Clements replied that unfortunately, it was October 16. He continued that he will email Ms. Norris and let her know that December 16, 2026, would be the next time the HDC could hear her application.

Chair Cunha-Vasconcelos asked if that October 16 date is a statutory requirement, or if it is something the HDC could waive. Mr. Clements replied that the notice has to go out November 10, and revision is due November 6. They might be able to make this work. It is not a very complicated application to put together. If Ms. Norris could get the application in Monday or Tuesday, he thinks it could work for a November hearing.

9. Adjourn

There being no further business, Chair Cunha-Vasconcelos adjourned the meeting at 5:05 PM.

Respectfully submitted by,
Britta Reida, Minute Taker

Reviewed and edited by,
Evan J. Clements, AICP
Planner / Zoning Administrator

STAFF REPORT

HDC-26-05 – 102 MAIN ST – BRICK VENEER FAÇADE PAINTING

Request:
Applicant: Sara Norris; Owner: 102 Main St Real Estate LLC; Proposed painting of existing brick veneer at 102 Main St (TMP #575-060-000). Waiver from sec. 22.6.1.A for painted masonry is requested. Property is ranked as a Non-Contributing Resource in the DT-C District.

Background:

The building at 102 Main St was constructed in 1957 and is part of the MacLaughlin Block located on the eastern side of Main St between Cypress St and Eagle Ct. The building has a brick façade and windows along the Main St frontage. There is also a rear entrance to the building from the Cypress St side with brick veneer façade. Historically the building was used for retail and commercial uses.

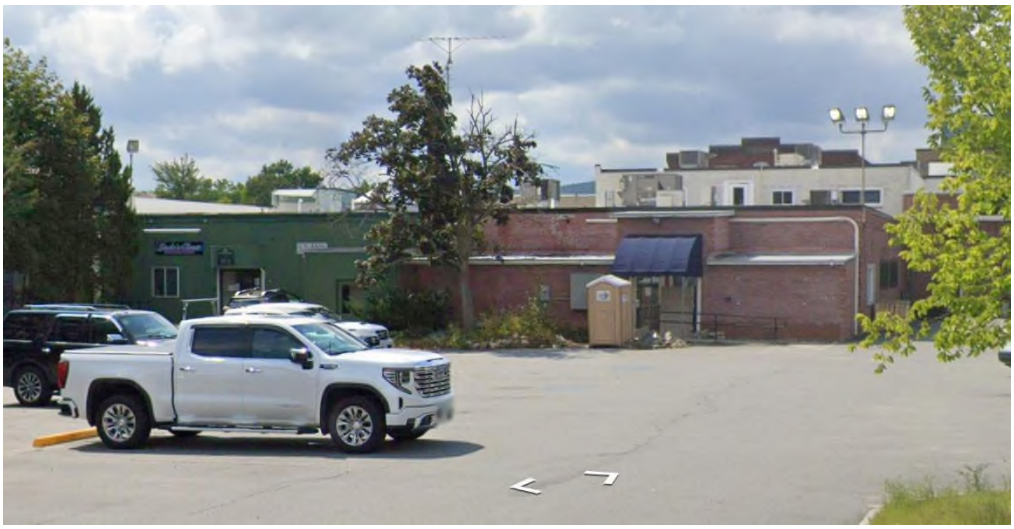


Fig 1: Rear of 102 Main St from Cypress St

The purpose of this application is to seek a waiver from the requirement that unpainted brick masonry remain unpainted in order to paint the Cypress St brick veneer façade white. This façade has been repointed with different mortar color and repaired with bricks of a differing style and color than the original. The applicant intends to paint this façade to create a more uniform and clean façade and make way for a new business doing into the rear commercial space.

Per Table 22-3, this work is classified as a "Major Project" for review by the HDC.

Completeness:
The applicant has not requested any exemptions from the submittal requirements and staff recommend that the Commission accept the application as complete.

Application Analysis:
Included below is an analysis of the relevant standards of the HDC Regulations.

22.6 Building Rehabilitation Standards – Masonry
(22.6.1.A.5) If currently unpainted, masonry, other than concrete masonry, shall not be painted, unless there is physical, pictorial or documentary evidence that the building was historically

intended to be painted or unless a painted mural is proposed that meets the standards for Art in Section 22.6.1.B.

Waiver Criteria
Unless otherwise set forth in this LDC, the Historic District Commission may grant a waiver from strict compliance with provisions of the Historic District Regulations of this LDC on a case-by-case basis, so long as the Board finds, by majority vote, that:

1. Strict application of these regulations would result in a particular and exceptional difficulty or undue hardship upon the owner of the affected property; and
2. An alternative design or materials meets the design objectives stated in the Historic District Regulations of this LDC equally well or better than would strict compliance with these regulations; and
3. The waiver may be granted without substantial detriment to the intent of the Historic District Regulations and the public good.

Recommendation:
If the Board is inclined to approve this request, the following motion is recommended:

Waiver

"Grant a waiver from section 22.6.1.A of the Land Development Code to permit unpainted brick to be painted."

Final Motion

"*Approve HDC-26-5 to allow* painting of existing brick veneer at 102 Main St TMP #5 75-060-000 *as shown in the application and supporting materials, received on October 27, 2026* with no conditions."

Wall Project Narrative

Proposed Wall Painting, Rear Elevation, 102 Main Street, Keene, NH Submitted pursuant to Section 22.4.2 A. of the Keene Land Development Code

1. Project Overview

102 Main Real Estate, LLC proposes the painting of the brick veneer facade of the rear of 102 Main Street, now 33 Cypress Street. The proposed painting will be executed on the rear elevation of the building, an unadorned brick veneer over cinderblock masonry surface that faces the parking area off Cypress Street and will not be visible from the Main Street primary facade.

2. Site, Placement, and Architectural Compatibility

The proposed location is the rear wall of the building, a large, unadorned masonry surface with an entrance for the tenant, no significant architectural detailing, and no character-defining features that could be concealed or compromised by the painting. The wall faces a private parking lot and is visible from Cypress Street to the east. It is not a primary elevation.

3. Response to Section 22.4.2 A

A. *A Major Project is defined as any work, including alteration or modification, to one or more of the items listed in Table 22-3. Table 22-3: Major Project Threshold Criteria: Painting of a previously unpainted brick or stone masonry building or structure*.

The current brick veneer is patchy and un-uniform. Painting the veneer will bring a fresh character to the rear entrance that will go a long way in recognizing the business there as an inviting and intentional space where tourists and locals will want to spend time in downtown Keene. This will also blend well with what is already happening in the Cypress Street Corridor that is artistic and modern.

4. Long-Term Stewardship

Acrylic paints applied to masonry surfaces can be removed through controlled cleaning and stripping processes without damage to the underlying brick veneer, particularly when no surface sealers have been applied. 102 Main Real Estate, LLC is committed to

continuing to enhance the character and quality of downtown Keene as a place where people feel safe and comfortable walking around and where they have many options in how they spend their time. Keene is a gem of a town, and we would love to see more people finding their way here and discovering what a great place it is to visit and live.

5. Summary

The proposed painting is sited on a non-primary elevation of a non-contributing building and presents no significant architectural features to be protected. It will be executed in acrylic materials appropriate for protecting exterior masonry. The applicant respectfully requests approval to proceed.



1 Elevation - East Partial - Entrance
EXISTING
1/2" = 1'-0"



MONADNOCK
DESIGN STUDIOS

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No.	Description	Date

33 CYPRESS ST

EXTERIOR EXISTING HDC

Project number	24-05
Date	10/27/26
Drawn by	DE
Checked by	SN

A3.1

Scale 1/2" = 1'-0"

10/27/2026 3:09:18 PM



1 Elevation - East Partial - Entrance
PROPOSED
1/2" = 1'-0"

MONADNOCK
DESIGN STUDIOS

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No.	Description	Date

33 CYPRESS ST

EXTERIOR
PROPOSED HDC

Project number	24-05
Date	10/27/26
Drawn by	DE
Checked by	SN

A3.2

Scale	1/2" = 1'-0"

10/27/2026 3:56:40 PM

Exterior Facade Alteration

☑

Deck, Patio, Pool Installation

☐

Wall Art

☐

Removal, Relocation, Demotion of Existing Structure

☐

Renewable Energy System Installation

☐

Telecommunications Installation

☐

Are you requesting one or more waivers from the HDC regulations in Article 22 or the application procedures in Article 26?*

Yes

Waiver Request

LDC Article Reference*

Article 22

LDC Section Reference*

22.4.2

Please describe the reason(s) the cited standard cannot be met. *

The exterior veneer is unable to be matched to the original creating a patchwork and derelict appearance to the exterior of the property.

Please describe how your proposal meets the three waiver criteria below.

Waiver Criteria 1: Strict application of these regulations would result in a particular and exceptional difficulty or undue hardship upon the owner of the affected property.*

The options discussed were to remove exterior siding (brick veneer) and paint structural cinder block. This was rejected because of the nature of what could be under the veneer being a larger difficulty and eyesore to treat than simply painting the veneer.

Waiver Criteria 2: An alternative design or materials meets the design objectives stated in the Historic District Regulations of this LDC equally well or better than would strict compliance with these regulations.*

The concern with painting historic brick is that it will damage the masonry over time. As brick veneer is a non-structural cosmetic siding, this is not an applicable concern.

Waiver Criteria 3: The waiver may be granted without substantial detriment to the intent of the Historic District Regulations and the public good.*

The goal of painting is to bring uniformity to the existing patchwork and faded brick veneer. This will bring new life to the facade as well as match with abutters who have painted brick exteriors such as- the building along 43 Cypress St. and the 11-14 Cypress Street corridor.

Application Submission Requirements

Mailing Labels (2 sets)*

–

Existing Conditions Plan*

–











115.02

Loxon®

Concrete and Masonry Primer-Sealer

US LX02W0050, Canada LX02WQ050 White

CHARACTERISTICS

Loxon Concrete & Masonry Primer-Sealer is an acrylic coating specifically engineered for interior and exterior, above grade, masonry surfaces requiring a high-performance primer. It is highly alkali and efflorescence resistant and can be applied to a surface with a pH of 6 to 13.

Loxon Concrete and Masonry Primer-Sealer:
Seals and adheres to concrete, brick, stucco and plaster.
Conditions porous masonry surfaces.
Use on above grade masonry surfaces for a long-lasting finish.
Apply to masonry and concrete surfaces that are at least 7 days old.
Prevents harm to subsequent coatings by alkalies in the substrate.

For use on these surfaces:

Concrete, Concrete Block, Brick, Stucco, EIFS Fiber Cement Siding, Plaster, Mortar, Exterior Wall Cladding, Tilt-Up/Pre-Cast Concrete

Finish:	0-10 units @ 85°
Color:	White

Coverage:

Wet mils:	5.3-8.0
Dry mils:	2.1-3.2
Coverage:	200-320 sq. ft. per gallon

Coverage on porous & rough stucco 80 square feet per gallon.

Coverage (thin-mil primer application to new construction tilt-up/precast concrete):

Wet mils:	2.7-4.0
Dry mils:	1.1-1.6
Coverage:	400-600 sq. ft. per gallon

Drying Schedule 77°F @ 50% RH:

To touch	4 hours
To recoat	24 hours

Air and surface temperatures must not drop below 40°F for 48 hours after application.

Drying and recoat times are temperature, humidity, and film thickness dependent.

Tinting with CCE only:
For best topcoat color development, use the recommended "P"-shade primer. If desired, up to 4 oz. per gallon of ColorCast Ecotoners can be used to approximate the topcoat color. Check color before use.

Extra White LX02W0050

V.O.C. (less exempt solvents):
less than 50 grams per litre; 0.42 lbs. per gallon
As per 40 CFR 59.406

Volume Solids:	40 ±2%
Weight Solids:	55 ±2%
Weight per Gallon:	10.92 lbs
Flash Point:	N.A.
Vehicle Type:	Acrylic
Shelf Life:	36 months, unopened

COMPLIANCE

As of 07/19/2023, Complies with:

OTC	Yes
OTC Phase II	Yes
S.C.A.Q.M.D.	Yes
CARB	Yes
CARB SCM 2007	Yes
CARB SCM 2020	Yes
Canada	Yes
LEED® v4 & v4.1 Emissions	Yes
LEED® v4 & v4.1 V.O.C.	Yes
EPD-NSF® Certified	Yes
MIR-Product Lens Certified	Yes
MPI®	Yes

APPLICATION

Temperature:
minimum 40°F
The following is a guide. Changes in pressures and tip sizes may be needed for proper spray characteristics. Always purge spray equipment before use with listed reducer. Any reduction must be compatible with the existing environmental and application conditions.

Reducer:	No reduction necessary
Airless Spray:	
Pressure	2000-2700 p.s.i.
Tip	.19 inch
Brush:	nylon-polyester
Roller Cover:	½ to $1^{1/2}$ inch nap synthetic cover

Spray and back roll on porous & rough stucco to achieve required film build and a pin-hole free surface.

For porous block, a coat of Loxon Acrylic Block Surfacer is required to achieve a pinhole free surface.

Apply at temperatures above 40°F. When the air temperature is at 40°F, substrates may be colder; prior to painting, check to be sure the air, surface, and material temperature are above 40°F and at least 5°F above the dew point. Avoid using if rain or snow is expected within 4-6 hours.

Do not apply at air or surface temperatures below 40°F or when air or surface temperatures may drop below 40°F within 48 hours.

For best performance results, avoid painting in direct sun or painting substrates with elevated surface temperatures.

Do not reduce.

May be applied to damp but not to wet surfaces.

APPLICATION TIPS

Apply paint at the recommended film thickness and spreading rate as indicated on the page. Application of coating below minimum recommended spreading rate may adversely affect the coating systems performance.

When spot priming on some surfaces, a non-uniform appearance of the final coat may result, due to differences in holdout between primed and unprimed areas. To avoid this, prime the entire surface rather than spot priming.

For optimal performance, this primer-sealer must be topcoated with a latex, alkyd-oil, water-based epoxy, or solvent based epoxy coating on architectural applications.

For exterior use, this primer-sealer must be topcoated within 14 days to prevent degradation due to weathering.

RECOMMENDED SYSTEMS

Concrete, Masonry, Cement:

1 coat Loxon Concrete & Masonry Primer
2 coats Appropriate Topcoat

Stucco, Fiber Cement Siding, EIFS:

1 coat Loxon Concrete & Masonry Primer
2 coats Appropriate Topcoat

Recommended Architectural Topcoats:

A-100 Exterior Latex
Duration Exterior & Duration Home Interior
Emerald Exterior & Interior
Loxon Masonry Coatings
SuperPaint Exterior & Interior
ProClassic Interior
ProMar Interior

Recommended Industrial Topcoats:

Industrial Enamels
Pro Industrial Series
Water Based Catalyzed Epoxy

Industrial finishes have been tested for architectural applications only. Loxon Concrete and Masonry Primer has not been tested in environments subject to chemical attack. Any recommendations for use in such areas must follow a thorough evaluation of the effects of the environment on the Loxon Concrete and Masonry Primer and topcoat system.

continued on back

Loxon®
Concrete and Masonry Primer-Sealer

SURFACE PREPARATION

WARNING! If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH-approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting: US - National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead; Canada - your local health authority.

Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Existing peeled or checked paint should be scraped and sanded to a sound surface. Glossy surfaces should be sanded dull. Stains from water, smoke, ink, pencil, grease, etc. should be sealed with the appropriate primer-sealer. Recognize that any surface preparation short of total removal of the old coating may compromise the service length of the system.

Masonry, Concrete, Stucco:
All new surfaces must cure for at least 7 days. Remove all form release and curing agents. Pressure clean to remove all dirt, dust, grease, oil, loose particles, laitance, foreign material, peeling and defective coatings, chalks, etc. Allow the surface to dry before proceeding. Repair cracks, voids, and other holes with an appropriate patching compound or sealant.

Concrete and mortar must be cured at least 7 days at 75°F. Moisture content must be 15% or lower. On tilt-up and poured-in-place concrete, commercial detergents and sandblasting may be necessary to remove sealers, release compounds, and to provide an anchor pattern. Fill bugholes, air pockets and other voids with an acrylic elastomeric patch or sealant.

Caulking:
Fill gaps between walls, ceilings, crown moldings, and other trim with the appropriate caulk after priming the surface

SURFACE PREPARATION

Mildew:

Prior to attempting to remove mildew, it is always recommended to test any cleaner on a small, inconspicuous area prior to use. Bleach and bleaching type cleaners may damage or discolor existing paint films. Bleach alternative cleaning solutions may be advised.

Mildew may be removed before painting by washing with a solution of 1 part liquid bleach and 3 parts clean water. Apply the solution and scrub the mildewed area. Allow the solution to remain on the surface for 10 minutes. Rinse thoroughly with clean water and allow the surface to dry before painting. Wear protective eyewear, waterproof gloves, and protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. Do not add detergents or ammonia to the bleach-water solution.

PHYSICAL PROPERTIES

Do not paint on wet surfaces.

LX02W0050

Water Vapor Permeance (US):
Method: ASTM D1653 (grains/(hr ft2 in Hg)
Result: 25.79 perms

Flexibility:
Method: ASTM D522 method B, 180° bend, 1/8 inch mandrel
Result: Pass

Alkali Resistance:
Method: ASTM D1308
Result: Pass

Mildew Resistance:
Method: ASTM D3273/D3274
Result: Pass

Efflorescence:
Method: ASTM D7072-04
Result: Pass (None)

Wind-Driven Rain Test:
Method: ASTM D6904-03
Result: Pass

SAFETY PRECAUTIONS

For interior or exterior use.

Protect from freezing.

Do not apply at temperatures below 40°F. Air and surface temperatures must not drop below 40°F for 48 hours after application.

Before using, carefully read **CAUTIONS** on label.

ZINC Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (**NIOSH** approved) or leave the area. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. **FIRST AID:** In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. **WARNING:** This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. **DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.**
HOTW 07/19/2023 LX02W0050 50 46 FRC, SP

CLEANUP INFORMATION

Clean spills, spatters, hands and tools immediately after use with soap and warm clean water. After cleaning, flush spray equipment with compliant cleanup solvent to prevent rusting of the equipment. Follow manufacturer's safety recommendations when using solvents.

The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of The Sherwin-Williams Company. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Sherwin-Williams representative or visit www.paintdocs.com to obtain the most current version of the PDS and/or an SDS

Loxon®

Self-Cleaning Acrylic Coating - Flat

LX13–50 Series

CHARACTERISTICS

Loxon Self-Cleaning Acrylic Coating is specifically engineered for exterior, above grade, masonry surfaces requiring a clean and attractive look while providing high performance protection with enhanced water shedding and dirt pick-up resistant properties. This may be applied to a surface with a pH of 6 to 13.

Loxon Self-Cleaning Acrylic Coating is formulated to be self-cleaning by shedding dirt upon rain or water contact.

Key Attributes and Benefits:

- Excellent dirt pick up resistance
- Excellent water shedding
- Resistant to wind driven rain
- Hydrophobic characteristics
- Adhesion to many concrete surfaces, wood and EIFS
- Highly alkali and efflorescence resistant
- Apply directly to fresh concrete (at least 7 days old)
- Can be applied down to 35°F

Finish:	0-10 units @ 85°
Color:	many Colors

Coverage:

Wet mils:	5-7
Dry mils:	2.0-2.9
Coverage:	225-325 sq. ft. per gallon

Coverage on porous & rough stucco 125 square feet per gallon.

Drying Schedule @ 50% RH: Drying and recoat times are temperature, humidity, and film thickness dependent.

	@77°F
To touch	4 hours
To recoat	24 hours

No maximum recoat time.

Tinting with CCE only:

Base	**oz. per gallon**	**Strength**
Extra White	**0-7**	**SherColor**
Deep Base	**4-12**	**SherColor**
Ultradeep	**10-12**	**SherColor**
Light Yellow	**0-12**	**SherColor**

Extra White LX13W0051
(may vary by color)

V.O.C. (less exempt solvents):
less than 50 grams per litre; 0.42 lbs. per gallon
As per 40 CFR 59.406

Volume Solids:	41 ±2%
Weight Solids:	57 ±2%
Weight per Gallon:	11.37 lbs
Flash Point:	N.A.
Vehicle Type:	100% Acrylic
Shelf Life:	36 months, unopened

Mildew Resistant:
This coating contains agents which inhibit the growth of mildew on the surface of this coating film. Passes ASTM D3273/D3274

COMPLIANCE

As of 08/10/2022, Complies with:

OTC	Yes
OTC Phase II	Yes
S.C.A.Q.M.D.	Yes
CARB	Yes
CARB SCM 2007	Yes
CARB SCM 2020	Yes
Canada	Yes
LEED® v4 & v4.1 Emissions	N/A
LEED® v4 & v4.1 V.O.C.	Yes
EPD-NSF® Certified	No
MIR-Manufacturer Inventory	No
MPI®	Yes

APPLICATION

Temperature:

minimum	35°F

The following is a guide. Changes in pressures and tip sizes may be needed for proper spray characteristics. Always purge spray equipment before use with listed reducer. Any reduction must be compatible with the existing environmental and application conditions.

Reducer:	No reduction necessary
Airless Spray:	
Pressure	2000 p.s.i.
Tip	.017-.021 inch
Brush:	nylon-polyester Purdy Pro-Extra
Roller Cover:	1/2-3/4 inch nap synthetic Purdy Marathon

Spray and back roll on porous & rough stucco to achieve required film build and a pin-hole free surface.

For porous block, a coat of Loxon Acrylic Block Surfacer is required to achieve a pinhole free surface.

Apply at temperatures above 35°F. When the air temperature is at 35°F, substrates may be colder; prior to painting, check to be sure the air, surface, and material temperature are above 35°F and at least 5°F above the dew point. Avoid using if rain or snow is expected within 2-3 hours.

Do not apply at air or surface temperatures below 35°F or when air or surface temperatures may drop below 35°F within 48 hours.

For best performance results, avoid painting in direct sun or painting substrates with elevated surface temperatures.

Use high bond exterior painter's tape such as ShurTape® FROGTAPE® High Bond Exterior Painter's Tape™ (SMIS 651259798) when coated surface requires masking. Allow coating to dry 24 hours prior to applying to surface.

Do not reduce.

APPLICATION TIPS

Sealing and Patching:
After cleaning the surface thoroughly, prime the concrete surface with Loxon Self-Cleaning Acrylic Coating, apply an elastomeric patch or sealant if needed, allow to dry, then topcoat.

To improve the performance, consider:

Use caution when preparing the substrate to create a uniform surface.

Cracks, crevices, and through-wall openings must be patched with an elastomeric patch or sealant.

Fill voids and openings around window and doors with an elastomeric patch or sealant.

Stripe coat all inside and outside corners and edges with 1 coat of Loxon Self-Cleaning Coating.

Caulking:
Gaps between windows, doors, trim, and other through-wall openings can be filled with the appropriate caulk after priming the surface.

RECOMMENDED SYSTEMS

Concrete, Masonry, Stucco, EIFS:

Self-Prime using 2 coats of Loxon Self-Cleaning

or
1 coat Loxon Concrete & Masonry Primer
(if needed)
or
1 coat Loxon Conditioner (if needed)
2 coats Loxon Self-Cleaning

CMU, Block, Split-face Block:

1 coat Loxon Acrylic Block Surfacer
or
1 coat Pro Industrial™ Heavy Duty Block Filler
2 coats Loxon Self-Cleaning

Wood:
1 coat Exterior Latex Primer
2 coats Loxon Self-Cleaner

Metal:
1 coat Pro Industrial™ Pro-Cryl® Primer
2 coats Loxon Self-Cleaning

Previously Coated in good condition:
After power washing, apply 1-2 coats of Loxon Self-Cleaning over the surface.

continued on back

Loxon®
Self-Cleaning Acrylic Coating - Flat

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Masonry, Concrete, CMU:
Remove all dirt, dust, mildew, loose particles, laitance, foreign material, peeling and defective coatings, chalk, form release agents, moisture curing membranes, etc.

On tilt-up and poured-in-place concrete, commercial detergents and sandblasting may be necessary to remove sealers, release compounds, and to provide an anchor pattern.

Allow the surface to dry thoroughly.

Concrete and mortar must be cured at least 7 days at 75°F to apply this product directly. Fill bugholes, air pockets, cracks, and other voids with an elastomeric patch or sealant. Rough and porous block can be filled using Loxon Acrylic Block Surfacer to provide a smooth surface.

Cement Composition Siding-Panels:
Remove all dirt, dust, grease, oil, loose particles, laitance, foreign material, and peeling or defective coatings. Allow the surface to dry thoroughly. Concrete and masonry must be cured at least 7 days at 75°F. Fill bug holes, air pockets, cracks, and other voids with an elastomeric patch or sealant. Rough surfaces can be filled to provide a smooth surface.

Incidental Metal:
Wash to remove any oil, grease, or other surface contamination. All corrosion must be removed with sandpaper, wire brush, or other abrading method. Primer required.

Wood:
Sand any exposed wood to a fresh surface. Patch all holes and imperfections with a wood filler or putty and sand smooth. All patched areas must be primed. Primer required.

SURFACE PREPARATION

Mildew - Prior to attempting to remove mildew, it is always recommended to test any cleaner on a small, inconspicuous area prior to use. Bleach and bleaching type cleaners may damage or discolor existing paint films. Bleach alternative cleaning solutions may be advised.

Mildew may be removed before painting by washing with a solution of 1 part liquid bleach and 3 parts clean water. Apply the solution and scrub the mildewed area. Allow the solution to remain on the surface for 10 minutes. Rinse thoroughly with clean water and allow the surface to dry before painting. Wear protective eyewear, waterproof gloves, and protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. Do not add detergents or ammonia to the bleach-water solution.

PHYSICAL PROPERTIES

Do not paint on wet surfaces.

LX13W0051

Wind-Driven Rain Test:
Method: ASTM D6904-13
Result: Pass
2 coats Loxon Self-Cleaning @ 2.5-2.9 mils d.f.t. per coat

Water Vapor Permeance:
Method: ASTM D1653
Result: 25.66 perms
Method: E-96
Result: 20.26 perms
1 coat Loxon Self-Cleaning @4.2-mils d.f.t.
14 day cure @ 77°F & 50% RH

Elongation:
Method: ASTM D2370
Result: 34.3%
1 coat Loxon Self-Cleaning @4.2-mils d.f.t.
14 day cure @ 77°F & 50% RH, 1 inch per minute

Tensile Strength:
Method: ASTM D2370
Result: 334 p.s.i.
1 coat Loxon Self-Cleaning @4.2-mils d.f.t.
14 day cure @ 77°F & 50% RH, 1 inch per minute

Flexibility:
Method: ASTM D522
Result: Pass 1/8 inch
4.1-mils d.f.t., 1 day cure

Alkali Resistance:
Method: ASTM D1308
Result: Pass
7 day cure, 10.25 d.f.t.

Mildew Resistance:
Method: ASTM D3273/D3274
Result: Pass

Efflorescence:
Method: ASTM D7072-19
Result: Pass (None)
1 coat, 1 day cure, 2.5-2.9 d.f.t.

Adhesion:
Method: ASTM D4541
Result: 200 average p.s.i.
2 coats, 7 day cure 2.5-2.9 d.f.t. per coat

Adhesion to Concrete:
Method: ASTM D3359
Result: 5B

SAFETY PRECAUTIONS

For exterior use only.

Protect from freezing.

Non-photochemically reactive.

Not for use on horizonal surfaces (floors, roofs, decks, etc.) where water will collect.

Not for use below grade. Will not withstand hydrostatic pressure.

Before using, carefully read **CAUTIONS** on label.

CRYSTALLINE SILICA, ZINC. Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (**NIOSH** approved) or leave the area. Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (**NIOSH** approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. **FIRST AID:** In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. **DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE.** Abrading or sanding of the dry film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure. **WARNING:** This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. **DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.**
HOTW 08/02/2022 LX13W0051 11 42
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