

Dear Members of the Historical District Commission,

We recently took over the Book and Bar space at 40 Pleasant Street and opened Howling Wolf Taqueria. We are seeking a variance to allow use a sign that is 60"x48".

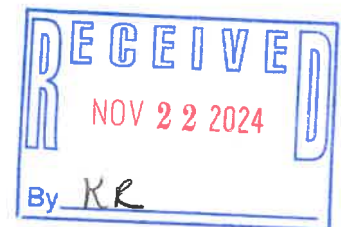
With signage, our objective was to keep all the existing infrastructure in place, simply replacing their signage with updated signs of the same size. This would allow us to utilize all the current hardware, so we did not have to make any more changes than necessary as we know this is in a historic district. After submitting the initial application, we were notified that signage that had been in place for at least the last 6 years (most likely longer, we just do not have any dated pictures of the sign prior to that) was a non-conforming sign.

As a restaurant owner, I am not as versed in responding to specifics in codes, so I will defer to the enclosed letter from Portsmouth Sign company for more details.

Thank you very much for your time and consideration.

Eric Holstein

Howling Wolf Taqueria





Variance Planning Department  
Town of Portsmouth  
1 Junkins Avenue  
Portsmouth, NH 03801

Subject: Request for Variance for Projecting Sign at 40 Pleasant Street (Howling Wolf)

Dear Members of the Planning Board,

I am writing on behalf of Portsmouth Sign, representing the Howling Wolf, which recently relocated to 40 Pleasant Street in Portsmouth. We are requesting a variance to hang a projecting sign of the same size as the previous sign that was located at this space for Book & Bar. This new sign is intended to be an exact replacement, both in size and design, to the original sign that was previously permitted and installed.

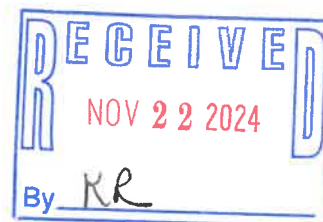
We were informed that, under the current interpretation of the ordinance, the new sign would only be allowed to be half the size of the original sign, which we respectfully feel would be detrimental to the visibility of the business. We are therefore seeking a variance to install the same size sign (approximately [insert dimensions]) in the same exact location, utilizing the same bracket that supported the previous sign.

In accordance with Section 10.233.20 of the Portsmouth Zoning Ordinance, we believe that our request meets all of the criteria for a variance, as outlined below:

- 10.233.21 - The variance will not be contrary to the public interest:**  
The new sign for Howling Wolf will not alter the character of the neighborhood. The sign is an exact replica of the previous sign that was in place for several years, and it will not affect public health, safety, or welfare. The proposed sign will continue to serve as a clear, attractive marker for the business without causing any disruption or concern to the public.
- 10.233.22 - The spirit of the Ordinance will be observed:**  
The spirit of the ordinance is intended to maintain the aesthetic and functional integrity of signage within the city. The new sign maintains this intent, as it mirrors the size and design of the previous sign, and its installation will not negatively impact the visual quality or safety of the surrounding area.
- 10.233.23 - Substantial justice will be done:**  
Allowing the new sign to be installed in the same size and location as the previous sign ensures that no injustice will be done to the property owner or the business. The new sign was specifically produced to match the previous sign, and altering its size would create unnecessary inconvenience and additional costs for the business. The surrounding public will not be impacted by this change.
- 10.233.24 - The values of surrounding properties will not be diminished:**  
The proposed sign is consistent with the previous sign that has been in place for several years. It has not caused any reduction in the value of surrounding properties, and we do not foresee any negative impact from reinstalling a sign of the same size. In fact, this type of consistent signage contributes positively to the character of the neighborhood.
- 10.233.25 - Literal enforcement of the provisions of the Ordinance would result in an unnecessary hardship:**  
The sign for Howling Wolf has already been produced, and the installation of the sign in its original size and location is ready to proceed. Any further delays or changes to the sign would cause unnecessary hardship, as the new design and permitting process would take months to complete. This delay would create a financial burden on the business and impact its ability to effectively communicate with potential customers.

For these reasons, we respectfully request that the Planning Board grant a variance to allow Howling Wolf to install the same size projecting sign that was previously permitted for Book & Bar. We believe this request aligns with the intent of the ordinance, respects the surrounding community, and will not negatively impact public safety or property values.

Thank you for your time and consideration. We are happy to provide any additional information or attend the upcoming meeting to further discuss this request.



**Michelle Gilmore**

Chief Operating Officer  
Mobile 603-866-1167

Web [northsouthnh.com](http://northsouthnh.com)

Email [michelle@northsouthnh.com](mailto:michelle@northsouthnh.com)

19 Nimble Hill Road, Suite 2, Newington NH 03801



*A family of companies*



# City of Portsmouth Sign Permit

Inspection Department  
1 Junkins Avenue  
Portsmouth, NH 03801  
603-610-7243

Permit Number:  
SIGN-24-70  
Date of Issue:  
October 16, 2024  
Expires:  
October 16, 2025

Owner: CUSTOM HOUSE LLC  
Applicant: Marc Gagnon  
Contractor: Portland Sign Company Phone #: (603) 436-0047  
Location: 40 PLEASANT ST.,  
Description of Project: Signage for the Howling Wolf Taqueria located at 40 Pleasant Street  
NOTE: Separate Permit Approval Required for Projecting Sign  
Signage to Include:  
Projecting Sign A- NOT APPROVED UNDER THIS PERMIT APPLICATION

### WALL SIGNS- (26.28 SF Total)

Wall Sign B:  
Remove Existing Book & Bar Signage and install One (1) New Non-Illuminated 144.75" (W) x 24.5" (H) Wall Sign. No Change to Existing External Lighting Authorized. (24.62 SF)

Wall Sign C:  
Remove Existing Book & Bar Signage and Install One (1) New Non-Illuminated 24" (W) x 10" (H) Wall Sign (1.66 SF)

Signage as per rendering by Portsmouth Sign Company, labelled Howling Wolf Taqueria, dated 07/30/2024  
No Exterior Changes Authorized without prior Historic Commission Written Authorization

### Sign Type(s):

- Wall / Attached  
Wall / Attached

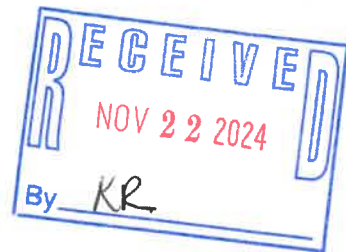
Total Sign Area: 27  
Total Number of New Signs: 2

### Remarks:

The PERMIT HOLDER has read this permit, the permit application, and the Building Official's marked-up plans and agrees to perform the work authorized including any conditions or requirements indicated thereon; and any stipulations imposed by a Land Use Board in conjunction with the project.

### Code Official:

This is an e-permit. To learn more, scan this barcode or visit [portsmouthnh.viewpointcloud.com/records/85608](https://portsmouthnh.viewpointcloud.com/records/85608)





# HOWLING WOLF

t a q u e r i a

REQUESTED COMPLETION DATE:  
Opening 1st Week of September 2024

Survey for measurements and to confirm access to  
State St. Wall Mounted sign completed on 7/22/24

NAME:  
Howling Wolf  
Exterior Signage\_Portsmouth

ADDRESS:  
40 Pleasant Street  
Portsmouth, NH 03801 United States

SALES PERSON:  
Carrie Vaughn

DESIGNER:  
SS

DATE:  
07.30.2024

CONTACT PRIOR TO ARRIVAL:  
Eric Holstein  
914-484-2853  
eric@streetlightventures.com

PG	ITEM	REV	DATE
1.0	A HANGING SIGN - OPT 1	6	10.17.24
1.1	ITEM REMOVED HANGING SIGN - OPT 2	ITEM REMOVED	10/17/24
1.2	ITEM REMOVED MOUNTED SIGN	ITEM REMOVED	10/17/24
1.3	ITEM REMOVED MOUNTED PLAQUE	ITEM REMOVED	10/17/24
1.4	ITEM REMOVED BOW DECAL	ITEM REMOVED	10/17/24



**REVISION:**  
All orders under \$250 include 1 revision only.  
All orders over \$250 include 2 revisions only.  
Additional revisions will be charged at \$25 per revision.  
**PLEASE NOTE:**  
Designs are NOT actual size and color may vary depending on printer and/or monitor.

**RETURN SIGNED TO: service@portsmouthsign.com**  
I understand this design is the final production order and replaces all previous drawings, notes and verbal instructions to this job. Standard vinyl & paint colors will be unless otherwise specified. I have carefully reviewed this proof and verify that it contains all necessary specifications and represents my order. I authorize fabrication according to this approval.  
SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

©COPYRIGHT 2023, BY PORTSMOUTH SIGN COMPANY. All designs and custom artwork remain the property of Portsmouth Sign Company until the order is complete and paid in full.

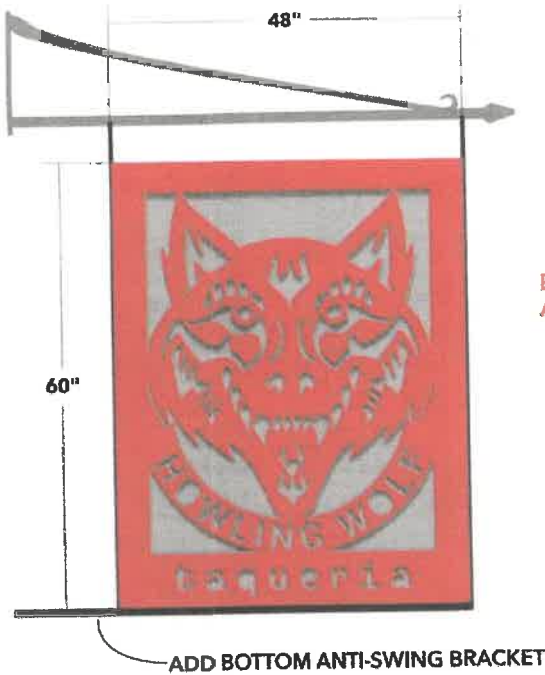




A

SCALE: 1/2"=1'

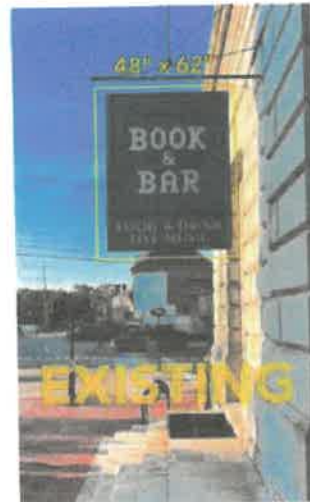
REQUESTED COMPLETION DATE:  
Opening 1st Week of September 2024



ROUTED 080 ALUMINUM PANELS

3/4" PVC

1/2" FRAMING/SPACERS



**HANGING SIGN:**

SIGN TYPE: using existing bracket, add bottom anti-swing bracket, existing 48" x 48" with 48" x 14" drop sign

SIZE (Width x Height x Depth): 48" x 60"

QUANTITY: 1

VINYL TYPE: n/a

SUBSTRATE: 3/4" PVC, routed 080 aluminum panels to each side with 1/2" framing/spacers to give the shadow effect

DOUBLE SIDED

CONTENT: wolf logo, Howling Wolf Taqueria

GRAPHIC/TEXT COLOR:  
Red (PMS 7621), Grey (PMS Cool Gray 3)

FABRICATION NEEDED: CNC Router, welding, paint

SIGN MOUNTING: side straps and bottom anti-swing bracket

POSTS & HARDWARE: existing bracket, hooks at 48"

**INSTALLATION:**

INSTALL MAX. HEIGHT:  
approx. 16' to above door panel

REPLACING EXISTING OR NEW: replacing existing

EXISTING SIGN REMOVAL AND DISPOSAL:  
removal and disposal of all except going over existing for above door panel

SITE SURVEY NEEDED: completed on 7/22

PERMITS NEEDED: Customer to acquire

INSPECTION NEEDED: no

DIG SAFE: n/a

SUBCONTRACTORS NEEDED: n/a

CONTACT PRIOR TO ARRIVAL:

Eric Holstein  
914-484-2853  
eric@streetlightventures.com

**COLOR SCHEDULE (CLIENT TO VERIFY)**

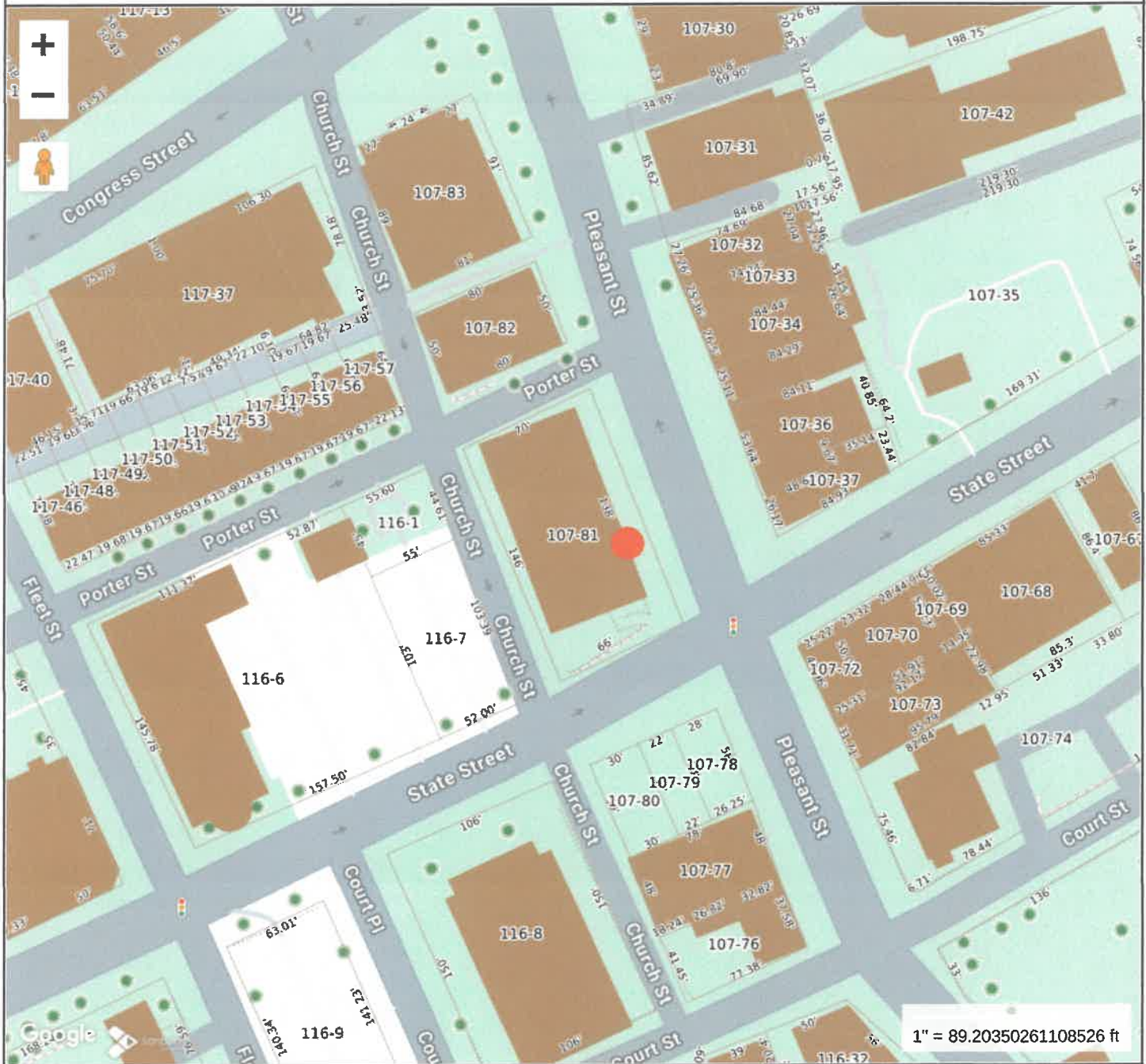
PMS 7621 C

PMS COOL GRAY 3 C

BLACK

RECEIVED  
NOV 22 2024  
BY KR

### Projecting Sign Location



**RECEIVED**  
 NOV 22 2024  
 By *KE*



MAP FOR REFERENCE ONLY  
 NOT A LEGAL DOCUMENT

City of Portsmouth, NH makes no claims and no warranties, expressed or implied, concerning the validity or accuracy of the GIS data presented on this map.

Geometry updated 09/26/2024

Print map scale is approximate. Critical layout or measurement activities should not be done using this resource.



Eric Holstein &lt;eric@streetlightventures.com&gt;

**Sign Authorization**

5 messages

**Eric Holstein** <eric@streetlightventures.com>  
To: Dave Schleyer <dschleyer@chinburg.com>

Tue, Aug 27, 2024 at 12:06 PM

Hey Dave,

We finally have sign designs. Hoping we can get a written authorization from you.

Let me know if you have any questions happy to review.

Best,  
Eric

 **240915-03 Proposal Howling Wolf - Exterior.pdf**  
102K

**David Schleyer** <dschleyer@chinburg.com>  
To: Eric Holstein <eric@streetlightventures.com>

Tue, Aug 27, 2024 at 12:11 PM

Hey Eric,  
Did they give you renderings? Owner typically asks for it.

Dave Schleyer

Chinburg Properties

**Phone:** (603) 502-5987**Email:** [dschleyer@chinburg.com](mailto:dschleyer@chinburg.com)

Sent from mobile device.

**From:** Eric Holstein <eric@streetlightventures.com>  
**Sent:** Tuesday, August 27, 2024 12:06:34 PM  
**To:** David Schleyer <dschleyer@Chinburg.com>  
**Subject:** Sign Authorization

[Quoted text hidden]

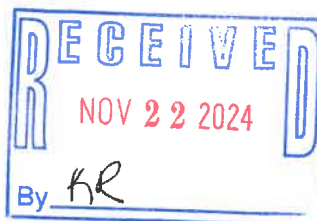
This email has been scanned for spam and viruses by Proofpoint Essentials. Click [here](#) to report this email as spam.

**Eric Holstein** <eric@streetlightventures.com>  
To: David Schleyer <dschleyer@chinburg.com>

Tue, Aug 27, 2024 at 12:30 PM

That would help, sorry, I attached the wrong file.

See Attached







**STREETLIGHT**

VENTURES



[www.streetlightventures.com](http://www.streetlightventures.com)

+1 (914) 484-2853

[Quoted text hidden]

 **240915 - Howling Wolf - Exterior Signage\_Portsmouth-Rev2.pdf**  
5297K

**Eric Holstein** <eric@streetlightventures.com>  
To: David Schleyer <dschleyer@chinburg.com>

Tue, Aug 27, 2024 at 12:31 PM

Sorry, I meant to attach the simpler file with the specific signs. Please use this.

Eric



**STREETLIGHT**

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 **Howling Wolf Portsmouth Signage.pdf**  
1243K

**David Schleyer** <dschleyer@chinburg.com>  
To: Eric Holstein <eric@streetlightventures.com>

Tue, Aug 27, 2024 at 1:14 PM

Approved.

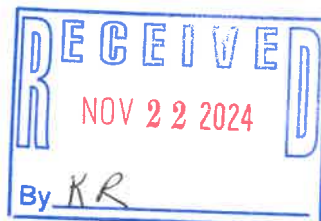
Thanks

**Dave Schleyer**

Commercial Operations and Leasing

Chinburg Properties

Phone: (603) 502-5987



Email: [dschleyer@chinburg.com](mailto:dschleyer@chinburg.com)

**From:** Eric Holstein <[eric@streetlightventures.com](mailto:eric@streetlightventures.com)>

**Sent:** Tuesday, August 27, 2024 12:31 PM

**To:** David Schleyer <[dschleyer@Chinburg.com](mailto:dschleyer@Chinburg.com)>

**Subject:** Re: Sign Authorization

Sorry, I meant to attach the simpler file with the specific signs. Please use this.

Eric



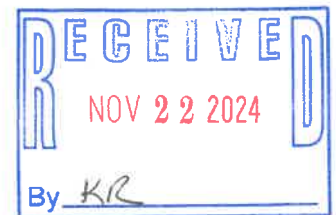
[www.streetlightventures.com](http://www.streetlightventures.com)

+1 (914) 484-2853

On Tue, Aug 27, 2024 at 12:30 PM Eric Holstein <[eric@streetlightventures.com](mailto:eric@streetlightventures.com)> wrote:

That would help, sorry, I attached the wrong file.

See Attached



[www.streetlightventures.com](http://www.streetlightventures.com)

11/21/24, 10:17 PM

Streetlight Ventures Mail - Sign Authorization  
+1 (914) 484-2853

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# PROPOSAL

240915-03

19 Nimble Hill Rd, Newington, NH 03801

Date: 08/26/2024  
Expires: 09/10/2024  
Drawing Numbers: 240915-05

**Project:** Howling Wolf - Exterior Signage\_Portsmouth  
40 Pleasant Street  
Portsmouth, NH 03801

**Client:** Howling Wolf  
40 Pleasant Street  
Portsmouth, NH 03801

**Contact:** Eric Holstein 914 484 2853 eric@streetlightventures.com

repairs are not included unless specifically stated.

**TERMS:** The terms of this contract shall be subject to and enforceable under the laws of the state of New Hampshire. The parties expressly waive their rights to enforce their rights hereunder in any jurisdiction other than New Hampshire and agree and consent that any dispute arising out of this contract shall be decided by a New Hampshire Court and that trial by jury is specifically waived by each party hereto for themselves or their assigns. In the event a lawsuit for collection of funds unpaid is filed, the debtor agrees that the contract interest rate of 18% shall prevail over any statutory interest rate. The debtor agrees to pay all costs of collection, including reasonable attorneys' fees.

**UTILITY/DIG SAFE SERVICES:** If Dig Safe is required customer can arrange or request Portsmouth Sign to coordinate. Any costs incurred for services provided to cover overhead lines or verify location of underground utility/sewer/water/phone/gas or other obstructions will be an additional charge at time of billing.

**WARRANTY:** Signage furnished is warranted to be free of manufacturing defects for 1 year, effective from the date of installation. The warranty does not apply due to damage caused by power failure, surges, or lightning strikes. Warranty is VOID if account is delinquent.



**Salesperson: Michelle Gilmore**

Buyer's Acceptance \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Seller's Acceptance \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_