

To the Members of the Board,

4-8-21

Thank you for your time in reviewing the following narrative and accompanying documents for a variance to allow a freestanding pylon sign at 806 US RT 1 Bypass, Portsmouth, NH 03801, on the site of The City Tobacco and Beverage Center.

If allowed to replace the existing free standing pylon sign with our new sign in the same location, we do not believe that this will in any way be contrary to public interest. We believe this will have the opposite effect and be a welcome addition to the location. Removing the existing sign that is outdated and in somewhat disrepair and adding a new LED lit sign that is fully updated, accompanied by our fresh new landscaping ground cover will bring a cleaner, more modern, fresh look to the location.

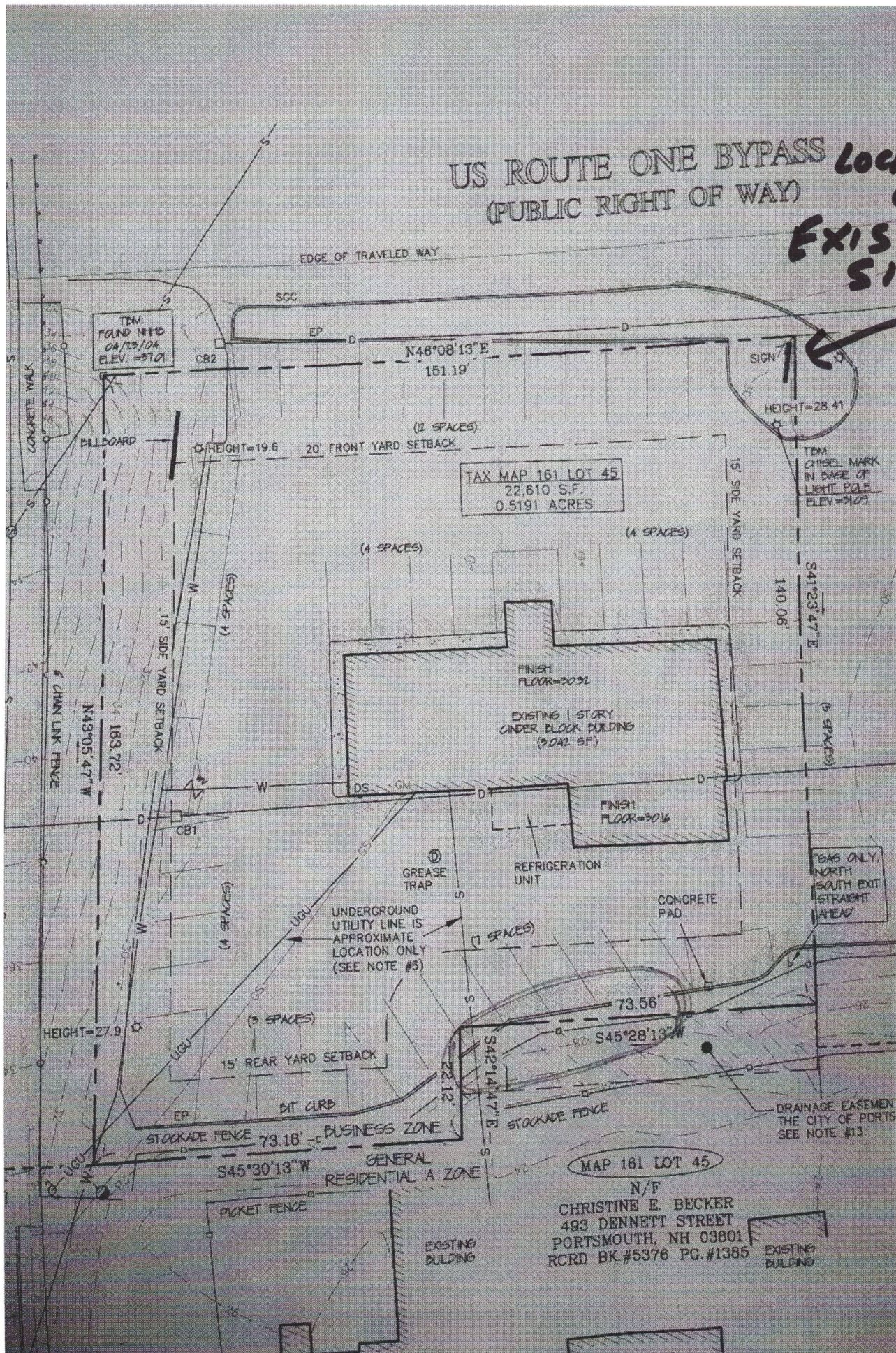
If allowed to replace the existing free standing sign with our new sign in the same location we believe all criteria will be met to honor the spirit of the ordinance, except the lot line set back. Having to follow the ordinance criteria including the lot line set back would put the location of the sign in what is currently a high traffic parking lot entrance.

If allowed to replace the existing free standing sign with our new sign in the same location we believe that substantial justice will be done. If not granted this variance, we will not be able to advertise our newest location adequately, thus we believe would result in lost revenue and in turn be an injustice to us as business owner/tax payer in Portsmouth.

If allowed to replace the existing free standing sign with our new sign in the same location we believe that it will not decrease the values of surrounding properties. Adding a fresh clean look to create a more desirable curb appeal in the area with a modern sign in place of the antiquated existing sign would possibly increase the surrounding property values.

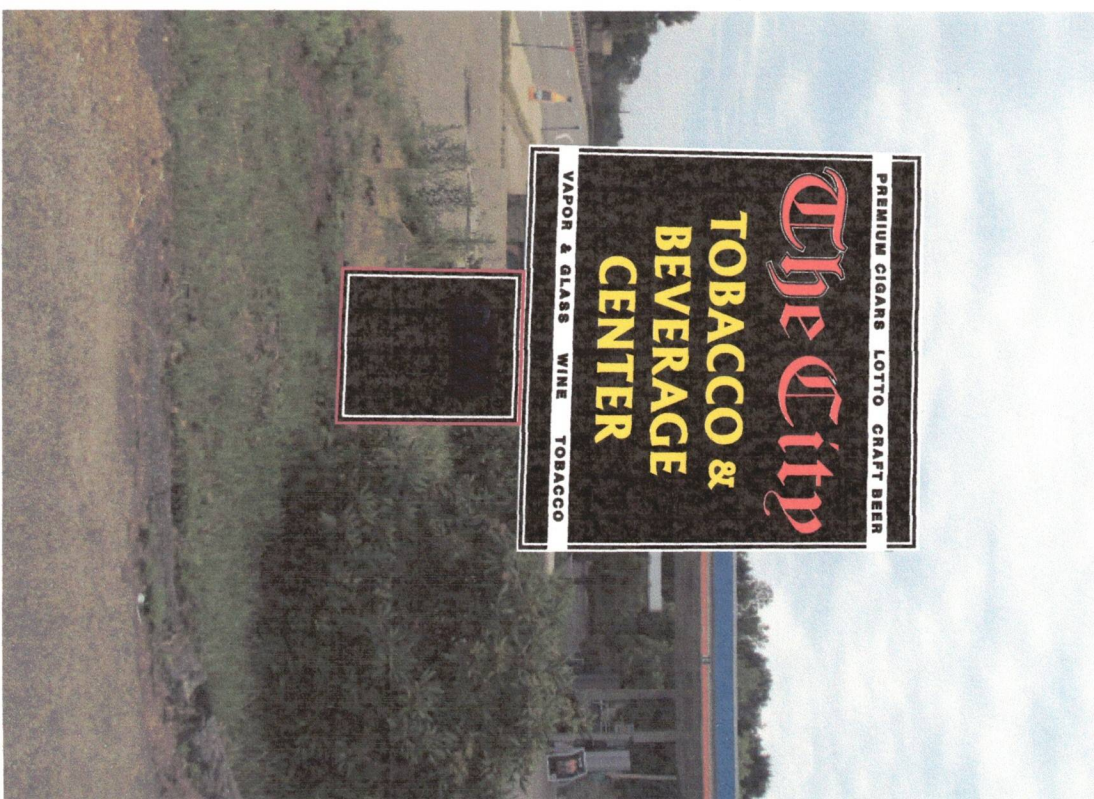
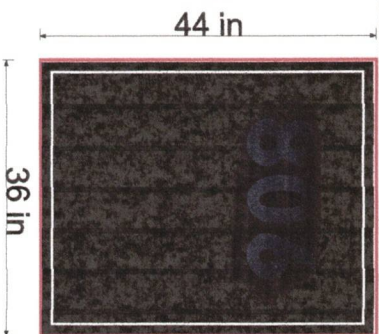
In closing, if we are not granted this variance we believe we will experience an unnecessary hardship in the form of lost revenue from not being able to properly advertise our newest location. If not granted this variance, in order to be in compliance with the full criteria of the ordinance we will have to completely redesign our parking lot entrance and parking area. The scope of such a project would include, engineering design, drainage design, traffic flow design, realigning our parking spaces, electrical engineering to get power to the new location of the sign. All of these aspects would not only take an undetermined amount of time but be a substantial financial drain from our business. We can not be in strict conformance with the lot line set back criteria of the ordinance in order to allow reasonable use of our new free standing sign in the current location.





96 in

EXISTING SIGN DIMENSIONS



PortsmouthSign.com  
603-436-0047

#### REVISION:

All orders under \$250 include 1 revision only. All orders over \$250 include 3 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.

12/6/2020

I understand this Order Form is the final production order and replaces all previous drawings, notes and verbal instructions to this job. Standard vinyl & paint colors will be used. Custom colors and specific matches to PMS colors will be an additional fee. I have carefully reviewed this form and verify that it contains all necessary specifications and represents my order. I authorize fabrication according to this approval.

SIGNATURE:

Date:

RETURN SIGNED TO: [service@portsmouthsign.com](mailto:service@portsmouthsign.com)

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USSC UNITED STATES  
NAVY

Shop Use  
Only

Qty: ☐ SS ☐ DS ☐

Materials:

Background Color:

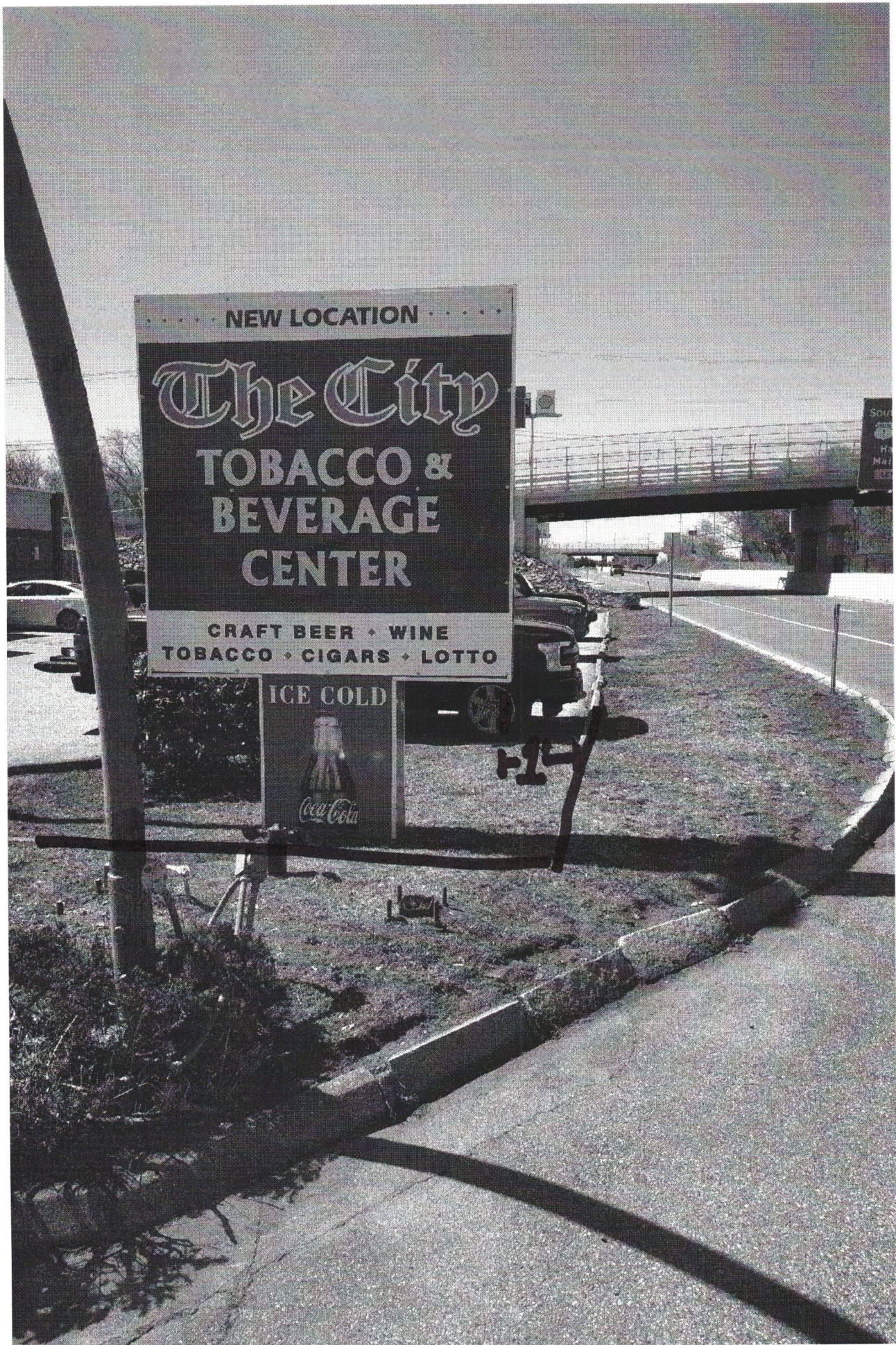
Vinyl Color:  
☐ HP ☐ Int ☐

Other:













\* COST of FREESTANDING  
Pylon Sign

Estimate #1104

3/11/2021

**Prepared For:**

The City - SV Port Inc  
Dennis Stoddard  
806 US-1 Bypass  
Portsmouth, NH 03801

**Phone:** 603-671-0702

**Fax:**

**Alt. Phone:**

**Email:** dennis1970vm@gmail.com

**Prepared By:**

Carrie  
Portsmouth Sign Company  
19 Nimble Hill Road  
Newington, NH 03801 USA

**Phone:** 603-436-0047

**Fax:**

**Alt. Phone:**

**Email:** Carrie@portsmouthsign.com

**Description:** Rt 1 Bypass lit signage

**Estimated Time For Production:** 30 working days

Quantity	Description	Each	Total	Taxable
* 1	Free Standing Pylon 97" x 39" x 14 Hinge double face cabinet, center pole match plate, lit with LEDs UL Listed	5,940.00	\$5,940.00	\$5,940.00
2	97" x 39" in Premium Vinyl Mounted on lit Cabinet Blackout Black with Red and Yellow Text	400.00	\$800.00	\$800.00
1	97" x 56" Galaxy Outdoor Electronic Message Center, GS6 Series, 15.85mm, Daktronics LED Message Board, double-sided	32,084.00	\$32,084.00	\$32,084.00
1	Steel Pole Fabrication 1/4" x 10" x 10" x 6' with 1" x 14" x 14" Base plate with 3/4 Holes	1,338.00	\$1,338.00	\$1,338.00
1	Poured Foundation with Anchor Bolts	2,500.00	\$2,500.00	\$2,500.00
1	Wall Mounted Lit Signage Channel Letters on Raceways Wine, Craft Beer, Lotto, Tobacco	14,595.00	\$14,595.00	
	Channel Letters on Roof Brackets The City Tobacco & Beverage Center			
1	Permit Aquisition for all signage	300.00	\$300.00	
8	Install for all signage	* 165.00	\$1,320.00	\$1,320.00
		<b>Subtotal</b>	\$58,877.00	
		<b>Total</b>	\$58,877.00	\$43,982.00

**Terms:** This estimate good for 30 days. 50% deposit due on signing, 50% due on installation.

Proposed Sign  
in Same Location  
as Existing Sign



*mm*

*39 in*



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03/06/2021

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Standard vinyl & paint colors will be used. Custom colors and specific matches to PMS colors will be an additional fee. I have carefully  
reviewed this form and verify that it contains all necessary specifications and represents my order.  
I authorize fabrication according to this approval.

RETURN SIGNED TO: [carrie@portsmouthsign.com](mailto:carrie@portsmouthsign.com)

**SIGNATURE:**

Date:



PortsmouthSign.com  
603-436-0047

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Qty:

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HP ☐ Int ☐

Other:

Shop Use  
Only

