



Sign Advertising

Electronic Message Centers

City of Portsmouth
Zoning Board of Adjustment
1 Junkins Ave
Portsmouth NH 03801

September 26, 2023

Members,

On behalf of Buffalo Wild Wings located at 360 Rt One Bypass, Barlo Signs respectfully requests your consideration of variance relief to allow one internally illuminated wall sign, 49 sf, on a business' wall which does not contain a public access, nor have frontage on a public way.

Our proposed sign is in keeping with existing signage for Convenient MD, which occupies the same address, and even the same building elevation as BWW and shares the same signage conditions – Yet they enjoy an existing wall sign on a wall which does not contain a public entrance nor have frontage on a public way.

We look forward to addressing the ZBA to further discuss how our proposal will not be contrary to the public interest, as our proposal allows early identification for the way-finding public seeking Buffalo Wild Wing's location; That our proposal meets the spirit of the ordinance as our proposed sign provides safe direction for motorists seeking BWW heading South on Route One, as existing signs may be missed due to their location across the roadway median and additional lanes of traffic; Allows for substantial justice as approval of proposed sign will allow BWW to maintain the identity needed for south bound traffic, which may not be familiar to this commercial area; Proposal will not diminish the value of the surrounding properties as proposed changes are an improvement to existing conditions and mirror the adjacent Convenient MD sign in location – But is much smaller; And will prevent unnecessary hardship by allowing the important identification required to attract the way-finding public heading southbound which will have to both identify BWW and then quickly determine how to make way to the property.

For these, and additional reasons we hope to present at the next ZBA hearing, we thank you for your consideration.

Sincerely,


Barlo Signs
Jenn Robichaud
158 Greeley St
Hudson NH 03051
jenn@barlosigns.com

CORPORATE OFFICE: 158 Greeley Street, Hudson, NH 03051-3422 (603) 882-2638 or 800-227-5674
FAX (603) 882-7680 Email: your_image@barlosigns.com Website: www.barlosigns.com



LANDLORD AUTHORIZATION

FOR PERMIT(S), VARIANCE(S), HEARING(S)
< MUST BE SIGNED BY LANDLORD OR OWNER OF THE PROPERTY
ON WHICH SIGNAGE IS BEING INSTALLED >

This document verifies that you are authorizing BARLO SIGNS to install signage on your property pursuant to the attached drawings as well as authorizing BARLO SIGNS to secure all related permits required by the local municipalities.

Barlo Signs cannot apply for permits or hearings until we receive the LANDLORD or PROPERTY OWNER'S authorization to do so.

I hereby authorize an Authorized Representative of Barlo Signs of Hudson, N.H., to APPLY FOR SIGN PERMITS for this site and to APPEAR BEFORE THE PLANNING BOARD and/or SIGN REVIEW BOARD and/or the ZBA for this site.

I hereby authorize BARLO SIGNS to install signage on my property exactly as shown in drawing # _____ Dated: _____

Sign location address: _____

Property Owner's Signature: Peter M. Doucet II

Printed Name: _____

Company Name: _____

Address: _____

Phone number: _____

Date Signed: _____

We cannot apply for permits or hearings until we receive your authorization. Thank you!

Reference JOB NAME: _____ **Job #:** _____

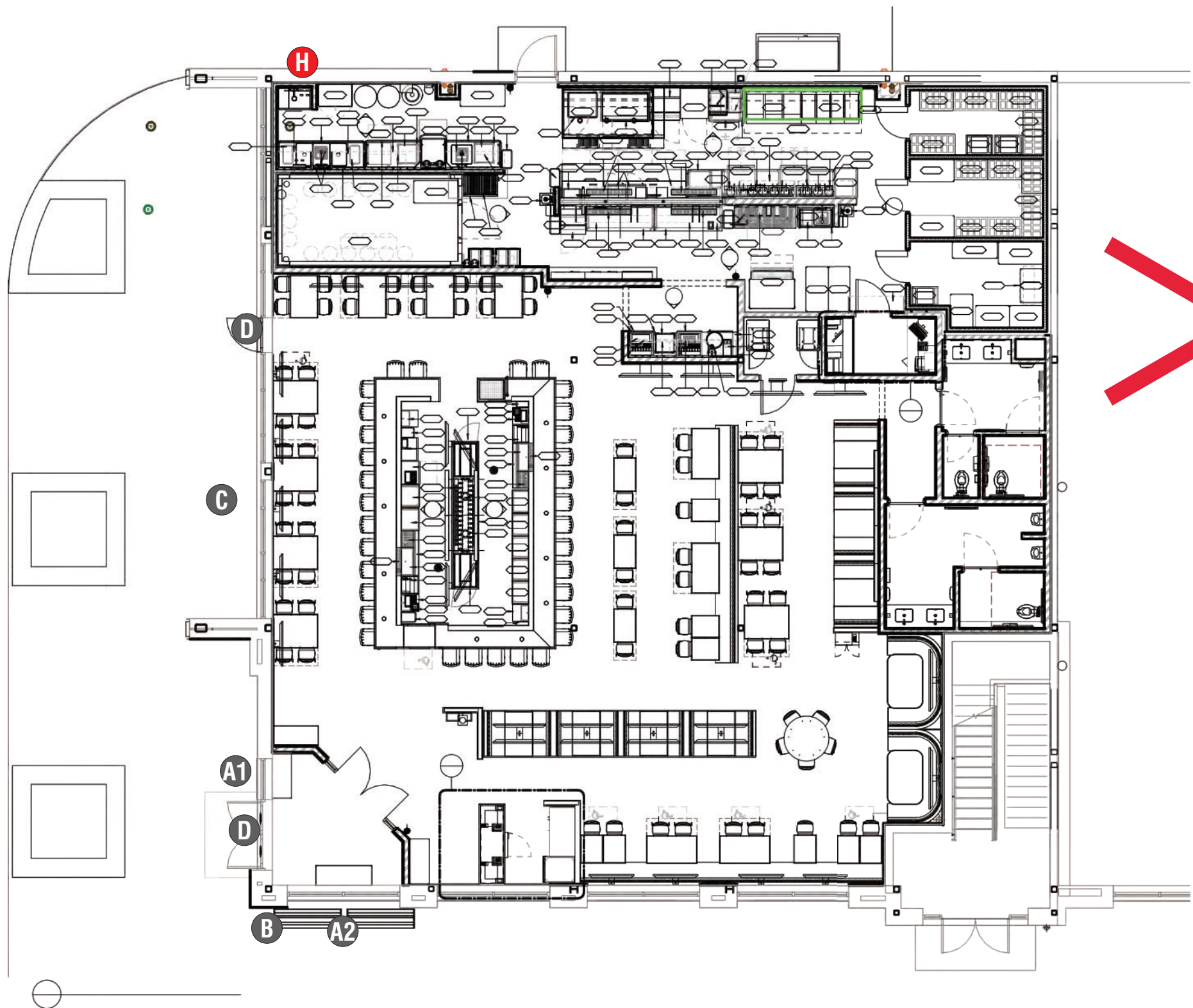
Jenn Robichaud

Subject: BWW Denial

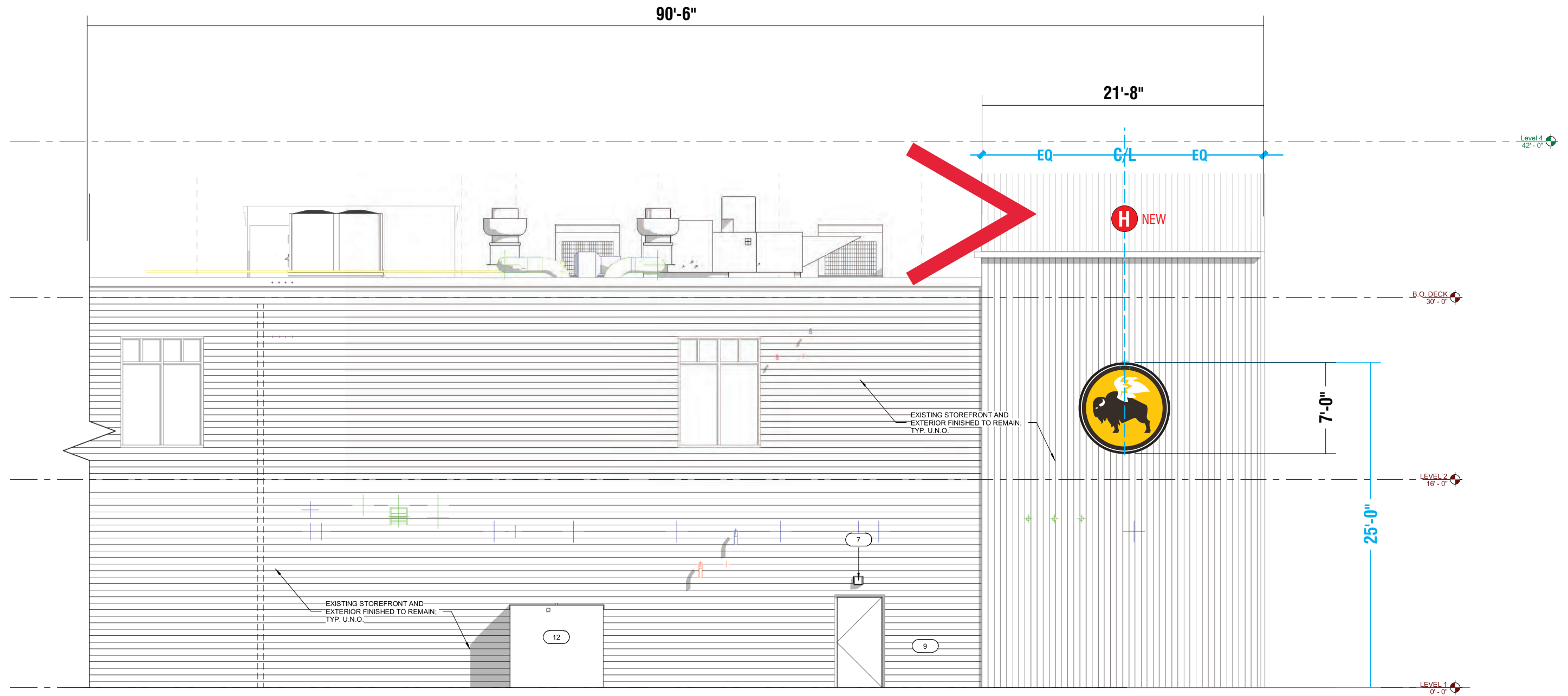
Subject: BWW Denial

Denial - per Section 10.1271 of the Zoning Ordinance

"Signs are only permitted on building facades which have frontage on a public right of way or have a public entrance. The location of the proposed sign does not have frontage or a public entrance".



- A** CC-BWW18-RW CHANNEL LETTERS ON RACEWAY
- B** D/F BLADE SIGN (CPJ-EM48)
- C** CW-EM48 CHANNEL LOGO
- D** CV-ME12 DOOR VINYL
- H** CW-EM84 CHANNEL LOGO



1 EXTERIOR ELEVATION
 A202 scale 1/8" = 1'-0"



VISUAL COMMUNICATIONS
 www.FederalHeath.com

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 (386) 255-1901 Fax (386) 258-0211

Manufacturing Facilities:
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 Euless, TX - Grafton, WI - Houston, TX
 Idaho Falls, ID - Louisville, KY - Ocean Ranch, CA
 Racine, WI - Rochester Hills, MI - San Antonio, TX
 Tampa, FL - Willowbrook, IL - Orlando, FL

Building Quality Signage Since 1901

Revisions:

Colors Depicted In This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match.

Client Approval/Date: _____

Landlord Approval/Date: _____

Account Rep: **Boyd Hippenstiel**
 Project Manager: **Jim Harvey**
 Drawn By: **Jody Graham**

Underwriters Laboratories Inc. ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS
 ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

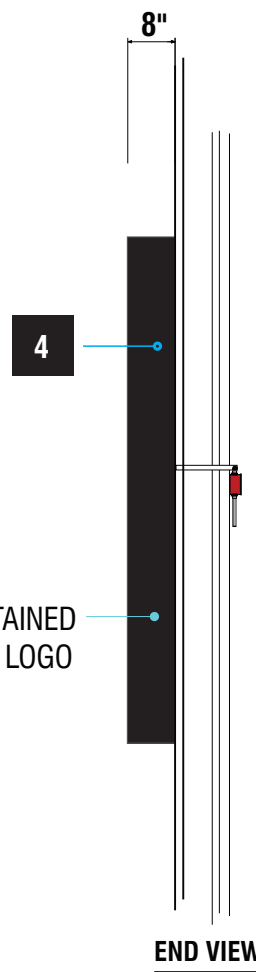
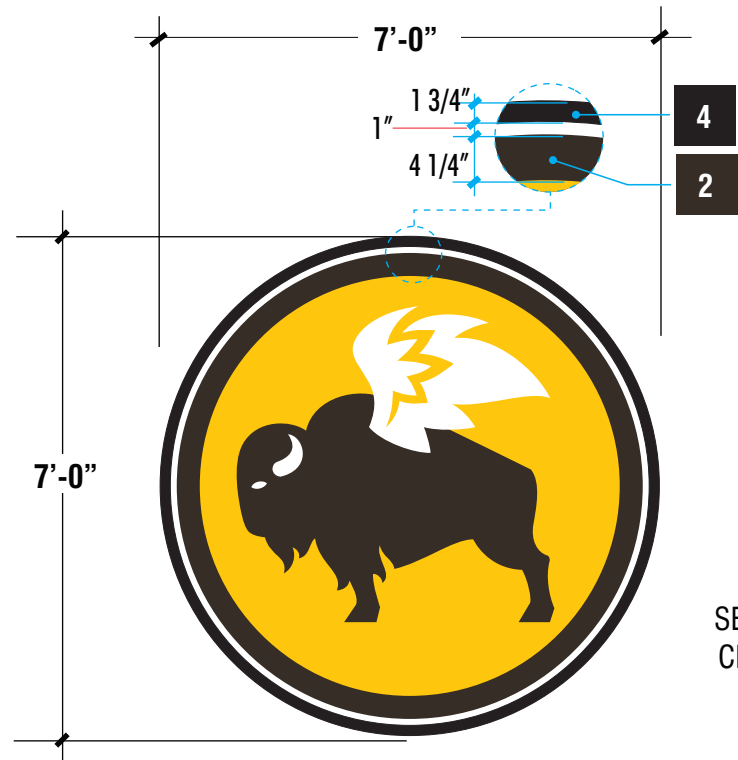
Project / Location:



360 ROUTE 1 BYPASS NB
 PORTSMOUTH, NH 03801

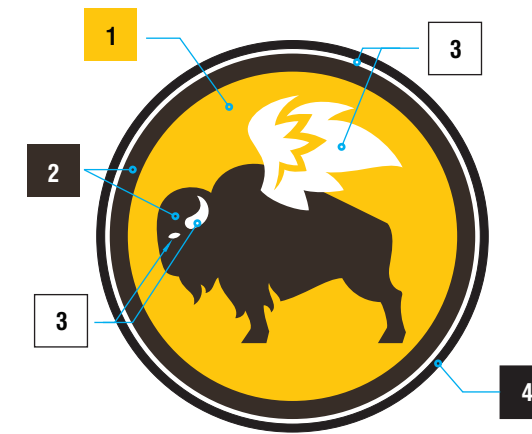
Job Number: **23-83442-10**
 Date: **July 13, 2023**
 Sheet Number: **4** Of **8**
 Design Number: **23-83442-10**

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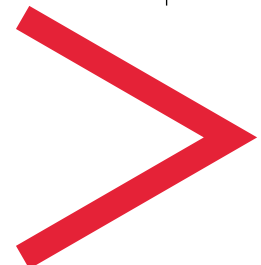
NOTE: PRIMARY ELECTRIC TO SIGN SITE BY OTHERS

NOTE: GC TO PROVIDE ADEQUATE BEHIND THE WALL BACKING AND ACCESS AS REQUIRED.



Color Breakdown | Logo
N.T.S.

PMS 7548c 2500-125 Golden Yellow 1	PMS 440c 2500-69 Duronodic 2	100 % White 3	100 % Black 4
<p>MAXIMUM (MAX) 49.0 SQ. FT.</p>		<p>MINIMUM (MIN) 38.4 SQ. FT.</p>	



CW-EM84
NEW WALL SIGN LAYOUT



3/8" = 1'-0" ONE (1) REQ'D

SCOPE OF WORK:
MANUFACTURE, SHIP & INSTALL ONE (1) NEW WALL LOGO.

LOGO CHANNEL:
RETURNS & RETAINERS: BLACK.

NOTE: IF CUSTOM LOGO SIZE OF 36" or LESS IS REQUIRED, RETAINER WILL BE TRIM-CAP PAINTED TO MATCH RETURNS (BLACK)

CIRCULAR FACE: WHITE POLYCARBONATE w/ FIRST SURFACE TRANSLUCENT VINYL DECORATION.

ILLUMINATION: VIA SloanLED Prism (White)



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360 ROUTE 1 BYPASS NB
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 convenientMD
HEADQUARTERS



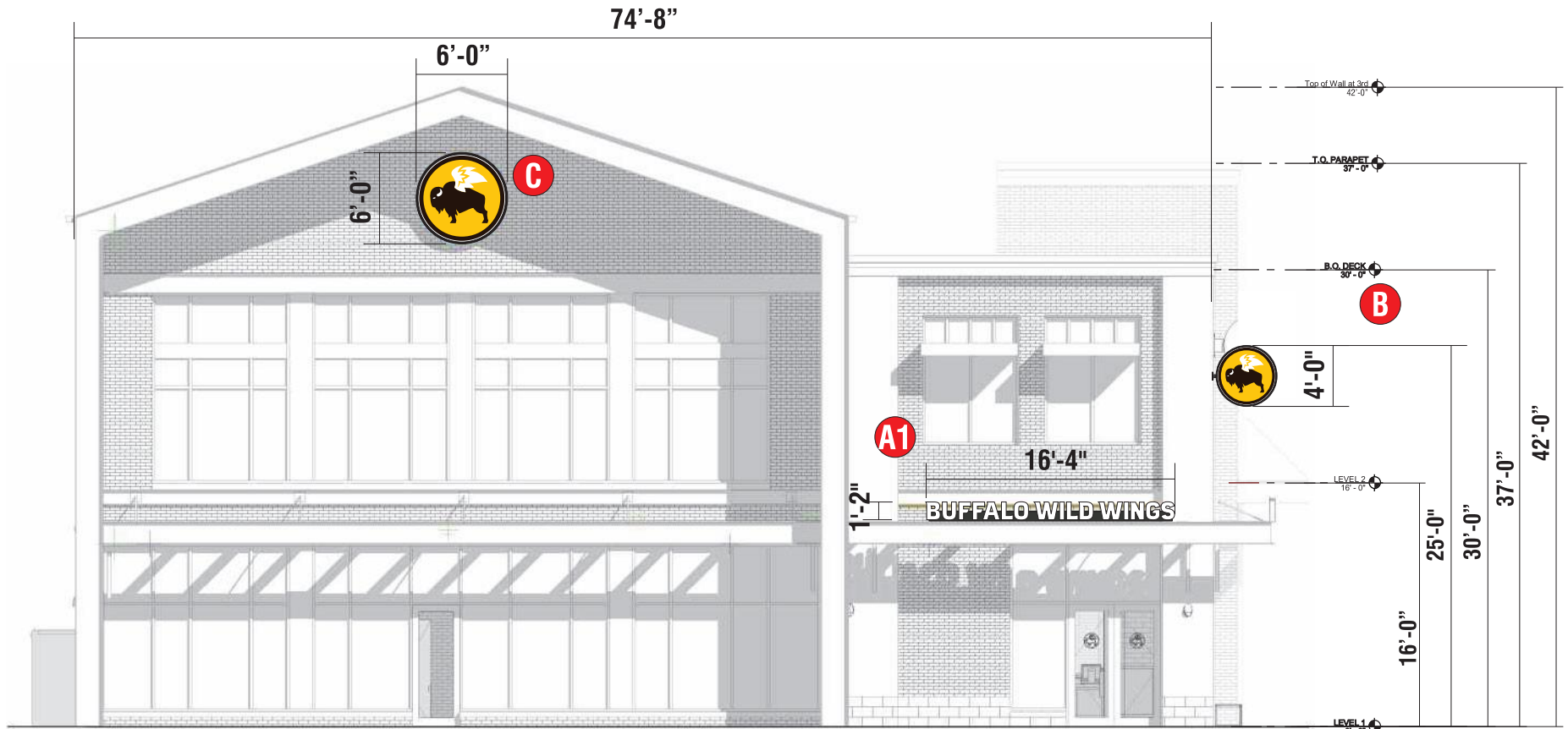


360

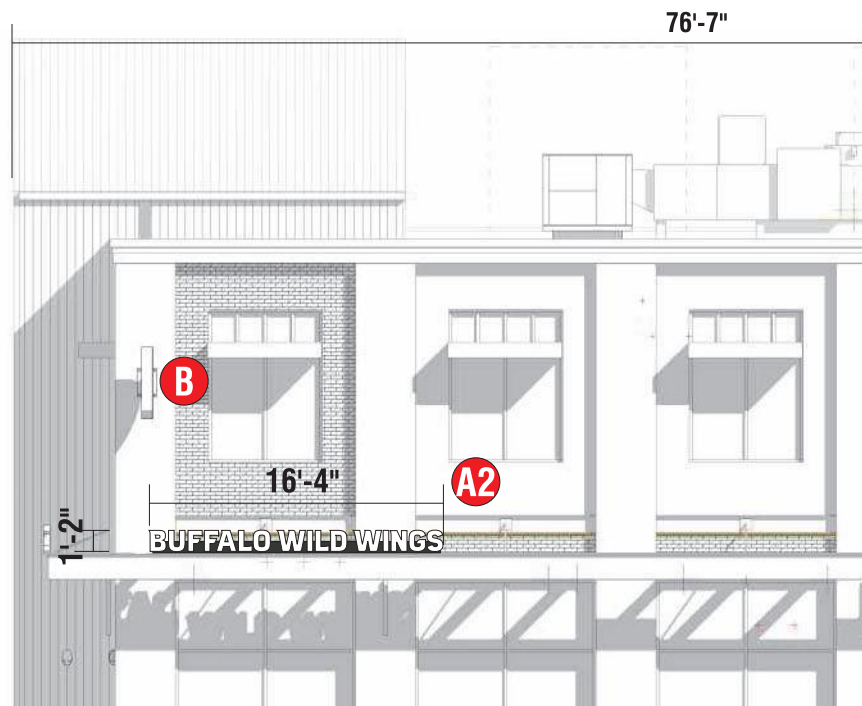
BUFFALO WILD WINGS

BUFFALO WILD WINGS

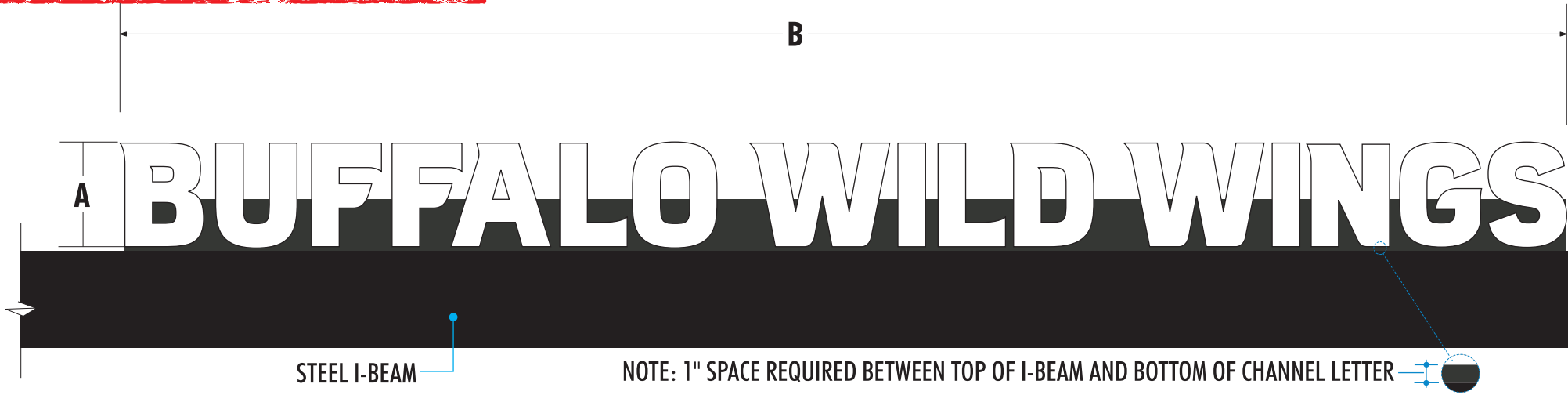




1 EXTERIOR ELEVATION
 A201 SCALE 1/4" = 1'-0"



NON-STANDARD

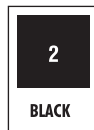


A INDIVIDUAL INTERNALLY ILLUMINATED CHANNEL LETTER LAYOUT ON RACEWAY

TYPE	A	B	SQ.FT.	QTY
CC-BWW14-RW	1'-2"	16'-4"	19.06	2

CHANNEL LETTERS:

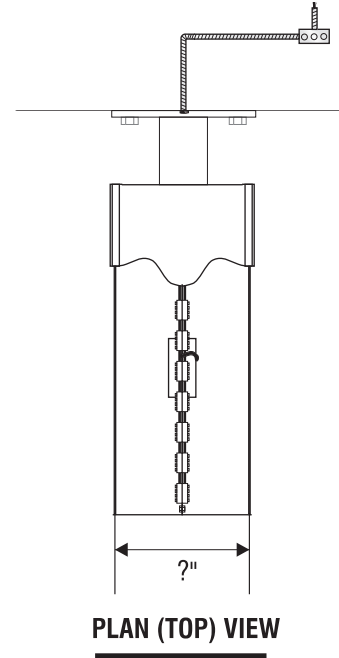
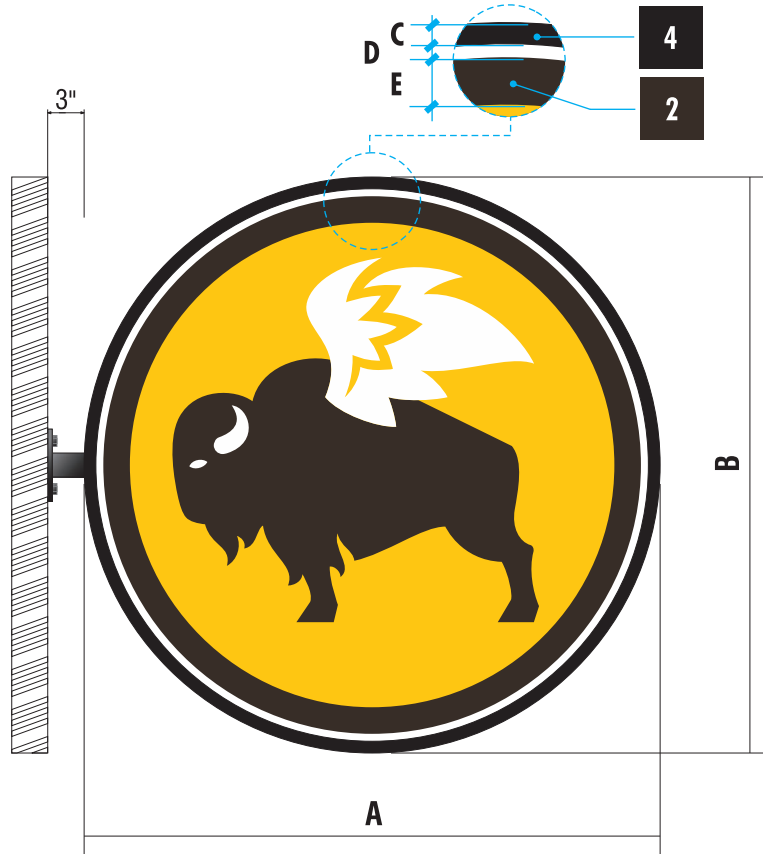
FACES: #7328 WHITE ACRYLIC BANDED W/A 1" BLACK TRIM CAP.
RETURNS OF LETTERS PAINTED BLACK ON ALL EXTERIOR SURFACES
ILLUMINATION: VIA SloanLED Prism (White)



ELECTRICAL REQUIREMENTS
Total: <u>T.B.D.</u> Amps
of 120V, 20A Circuits Req'd T.B.D.

ENGINEERING REQUIRED

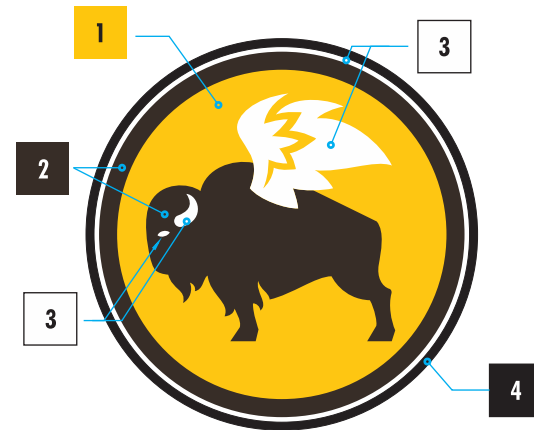
ENGINEERING TO DETERMINE DEPTH OF SIGN, MOUNTING PLATE AND SQUARE TUBE



SIGN TYPE	A	B	C BLACK BORDER	D WHITE (ILLUM) BORDER	E (RETAINER)	SQ.FT. (MAX)	SQ.FT. (MIN)	QTY
CPJ-EM48	4'-0"	4'-0"	1"	5/8"	2 1/4"	16.0	12.5	1

B DOUBLE FACED INTERNALLY ILLUMINATED ACRYLIC FACED DISPLAY

CABINET: ALUMINUM LETTER CONSTRUCTION W/ PRE-FINISHED BLACK RETURNS.
 MOUNTING PLATE AND SUPPORT: PAINTED BLACK.
 FACES: #7328 WHITE ACRYLIC W/ FIRST SURFACE APPLIED VINYL GRAPHICS.
 FACES ATTACHED W/ 1" BLACK TRIM CAP.
 COLORS AS PER PALETTE.
 ILLUMINATION: SloanLED Prism (White)

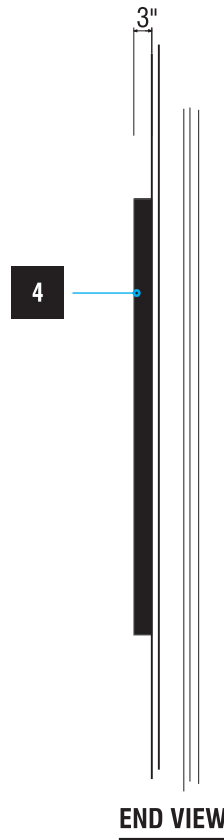
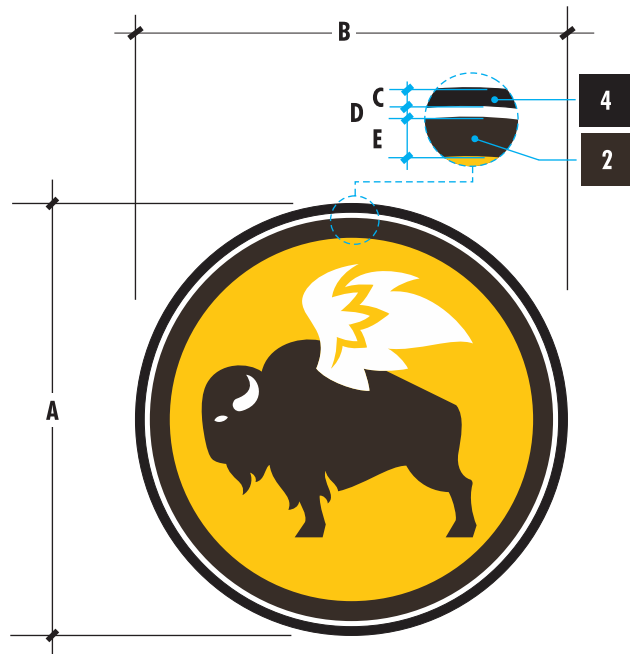


Color Breakdown | Logo

PMS 7548c 1 2500-125 Cadmium Yellow	PMS 440c 2 2500-69 Dioxazine	100% White 3	100% Black 4
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D
V
F
M

NON-STANDARD



C WALL SIGN LAYOUT | LOGO

3/8" = 1'-0"

SIGN TYPE	A	B	C BLACK BORDER	D WHITE (ALUM) BORDER	E DURONIC BORDER	SQ.FT. (MAX)	SQ.FT. (MIN)	QTY
CUSTOM CW-EM72	6'-0"	6'-0"	1 1/2"	7/8"	3 1/2"	36.0	28.2	1

LOGO CHANNEL:
RETURNS: BLACK

CIRCULAR FACE: ALUMINUM FACE PAINTED BLACK w/ FIRST SURFACE
OPAQUE WHITE & TRANSLUCENT COLORED VINYL DECORATION.

NON ILLUMINATED WALL SIGN