

Pease Development Authority
55 International Drive, Portsmouth, NH 03801, (603) 433-6088



Request for Appeal/Variance Application

For PDA Use Only:			
Date Submitted: _____	Municipal Review: _____	Fee: _____	
Application Complete: _____	Date Forwarded: _____	Paid: _____	Check #: _____

Action Requested (please check one):	Appeal from Administrative Decision: [<input type="checkbox"/>]	Variance: [<input checked="" type="checkbox"/>]
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Applicant Information

Applicant: WENTWORTH DOUGLASS BARLO SIGNS AGENT	Contact Name: Jenn Robichaud
Address: 158 GREELEY ST HUDSON NH 03051	Business Phone: 603 8822638 X 333
	Mobile Phone: 603 6200076
	Fax: _____

Site Information

Address: 121 COPORATE DRIVE		
Description of Property: MEDICAL FACILITY		Frontage: _____
		Left Side: _____
		Right Side: _____
Zone(s) Location: ABC	Lot #: 8	Rear: _____
Assessors Plan #: 303	Lot Area: _____	
Existing Use: MED FACILITY/DIRECTIONAL SIGN		Proposed Use: ALTER EXISTING DIRECTIONAL SIGNS

Request for Appeal from Administrative Decision:

Variance:

Applicable Rule/Regulation/Code Provision: _____
Applicable Zoning Regulation: _____
Interpretation Claimed: _____
Administrative Decision from which appeal is sought: _____

Zoning Regulation(s) from which Variance is Sought:
306.01(d).
Reason(s) Why Variance Should Be Granted Including Circumstances Which Constitute Unnecessary Hardship:
LARGE SCALE PROPERTY WITH NUMEROUS TENANTS/SERVICES;
PUBLIC IS FINDING IT DIFFICULT TO NAVIGATE THE PROPERTY
WITH CURRENT SIGNAGE CONDITIONS. CURRENT ZONING
GUIDELINES DO NOT SPEAK TO A PROPERTY OF THIS MAGNITUDE

Please attach any required site plans or drawings to this application with a fee of \$ _____. All forms must be completely filled out and signed by the applicant or their agent before they will be accepted. Additional sheets may be attached if required. Completed forms must be returned to the PDA for a hearing by the PDA Zoning Adjustment and Appeals Committee or referral to the appropriate municipality. The applicant or their agent is required to attend the Public Hearing for the Appeal/Variance. If you have any questions, please contact the PDA Engineering Department at 603-433-6088.

Certification

I hereby certify under the penalties of perjury that the foregoing information and accompanying plans, documents, and supporting data are true and complete to the best of my knowledge.	
6/19/2020	<u>BARLO SIGNS</u>
Date	Signature of Applicant
	<u>BARLO SIGNS JENN ROBICHAUD</u>
	Printed Name



City of Portsmouth
Zoning Board of Adjustments
1 Jenkins Ave
Portsmouth NH 03801

June 17, 2020

Board Members,

On behalf of Wentworth-Douglass, Barlo Signs respectfully requests your consideration of sign variance for the alteration of existing directional signs resulting in an overage in sign aggregate.

The variance requested will not be contrary to the public interest because our proposal will help the way finding public, which often times will not be local, quickly and clearly locate their destination; the public benefits from clear identification and direction.

The spirit of the ordinance will be observed because the proposed changes are directional copy in nature only. The total sign size relating to the overall structure will not change/be enlarged.

Substantial Justice will be done because there is no public gain from denying Wentworth-Douglass signage that is appropriate for the landscape of this property, appropriate to offering direction to the wayfinding public for the numerous services located at this site.

The value of surrounding properties will not be diminished as this is a highly commercial area, where the way finding public expects and accepts commercial signage, and quality designed signs which visually fit a property's architecture only benefit the visual landscape of this area. Our proposed signs are internal to the property, not seen from any major roadway.

Literal enforcement of the provisions of the ordinance would result in an unnecessary hardship because the ordinance does not account for properties the magnitude of Wentworth-Douglass'. A blanket sign size maximum that does not take into consideration large scale properties creates hardship for the needs of motorists and pedestrians navigating this site.

For these reasons and details we will further discuss before the Portsmouth Zoning Board, we thank you for your consideration.

Respectfully,

Barlo Sign
Jenn Robichaud

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



MEMORANDUM

To: David R. Mullen, Executive Director
From: Maria J. Stowell, PE, Engineering Manager
Date: March 4, 2020
Subject: Wentworth-Douglass Hospital Signs

In 2018, the PDA Board approved a proposal from Wentworth-Douglass Hospital (“WDH”) to install signs at its facilities at 67, 73, and 121 Corporate Drive. The signage proposal consisted of:

- One ground sign at the Corporate Drive entrance (72.5 square feet);
- One building sign on the building nearest the Spaulding Turnpike (319.2 square feet);
- Three building signs displaying the building designations A, B, and C; and,
- Three internal ground signs along the main driveway identifying the entrance to each of the three buildings to be designated Building A, Building B, and Building C.

The latter two, so-called ABC signs, did not figure into the aggregate sign area of the lot because they contained only a building identifier. The approval allowed WDH to proceed to the City of Portsmouth Board of Adjustment (“BOA”) with a variance application to allow a total of 391.7 square feet of sign area where the maximum per lot is 200 square feet. The BOA recommended that the variance be granted.

In designing the original sign package, WDH relied on patients’ ability to remember and recognize the building identifier (A, B or C) to arrive at their destinations. WDH has found that most patients, when arriving at the campus, look for signage indicating the services to be provided. WDH is now asking to amend the ground mounted ABC signs to add the list of services provided at each building.

The attachments show how the existing signs would be fitted with an LED illuminated cabinet and Lexan panels listing the medical services provided in each building. While the overall sign dimensions and locations are unchanged, the additions of these sign messages describing products or activities require that the message area now be counted in the lot aggregate sign area increasing the value to 432.83 square feet.

WDH has tested this solution by using temporary sandwich board signs. The additional information greatly improved the ability of patients to locate their destinations.

As the proposal increases the lot sign area, WDH would again require a variance to Part 306.01(d) of PDA’s Zoning Ordinance, which sets a maximum lot area of 200 square feet.

If you agree that the WDH proposal has merit, please seek Board of Director approval. If approved, WDH’s variance application will be referred to the City of Portsmouth’s Zoning Board of Adjustment.



MOTION – IX. A.

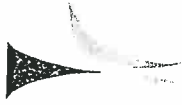
Director Levesque:

The Pease Development Authority (PDA) Board of Directors hereby approves of the proposed signs as follows:

1. The proposed sign alterations for Wentworth Douglass Hospital (WDH) located at 67, 73 and 121 Corporate Drive; all in accordance with the memorandum of Maria J. Stowell, P.E., Engineering Manager, dated March 4, 2020, attached hereto; and
2. The signs requested by Rochester Electronics for 20 Durham Street; all in accordance with the memorandum of Maria J. Stowell, P.E., Engineering Manager dated March 12, 2020, attached hereto.
3. The signs requested by Fedpoint for 100 Arboretum Drive, a Farley White property; all in accordance with the memorandum of Maria J. Stowell, P.E., Engineering Manger dated April 13, 2020, attached hereto.

THIS MOTION REQUIRES A ROLL CALL VOTE.

N:\RESOLVES\2020\Signs – WDH & 20 Durham Street (Rochester Electronics) & Fedpoint- 4-23-2020.docx



MEMORANDUM

To: David R. Mullen, Executive Director *DM*
 From: Maria J. Stowell, PE, Engineering Manager *Maria*
 Date: March 4, 2020
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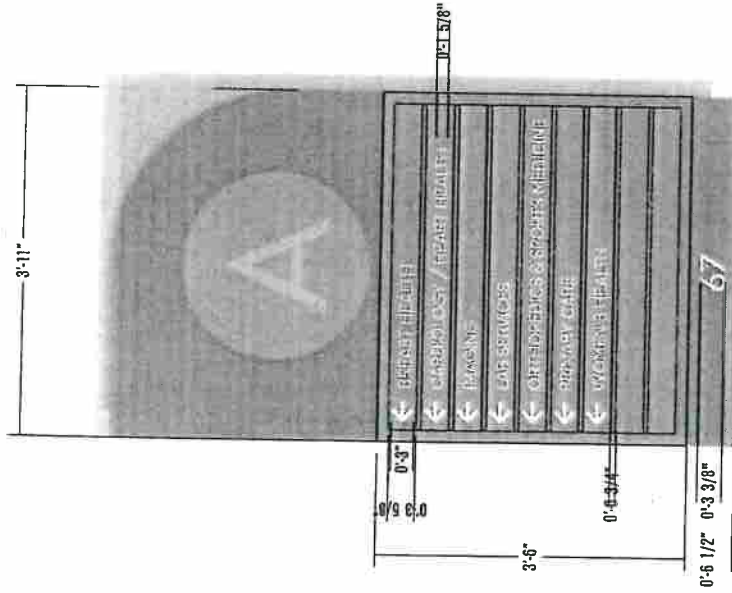
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If you agree that the WDH proposal has merit, please seek Board of Director approval. If approved, WDH’s variance application will be referred to the City of Portsmouth’s Zoning Board of Adjustment.

N:\ENGINEER\Board Memos\2020\WD add sign msgs variance.docx

SCALE: 3/4" = 1'-0"



= EXISTING SIGN



Client: **WENTWORTH DOUGLASS HOSPITAL**
Design: LP
Sales: **SALES REP: BARN**
Updating: **PM: XX**
Production: **DATE: 12-16-19**

Designer: LP
Date: 01/07/08
Date: 01/07/08
Date: 01/07/08
Date: 01/07/08

WENTWORTH DOUGLASS HOSPITAL
67, 73 & 121 CORPORATE DRIVE
PORTSMOUTH, NH 03801

ITEM **A**

SHEET 1.0

JOB #:



SCOPE OF WORK

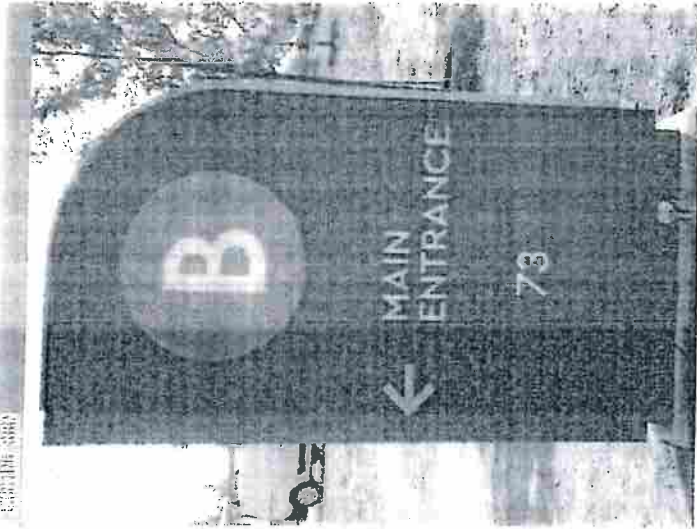
BARLO TO REMOVE SIGN AND BRING BACK TO BARLO SHOP. BARLO TO CUT DOWN SIGN AND INSERT A S/F LED ILLUMINATED CABINET WITHIN THE SIGN WITH CHANGEABLE 3/16" THICK WHITE LEXAN FACES WITH OPAQUE VINYL APPLIED (REVERSE CUT COPY) & DIVIDER BARS. RE-CUT AND RE-INSTALL VINYL ADDRESS NUMBER AT BOTTOM OF THE SIGN AS SHOWN.

GOVERN SCHEDULE - CHECK TO VERIFY

C1 680-10 WHITE REFLECTIVE VINYL (ADDRESS NUMBER)

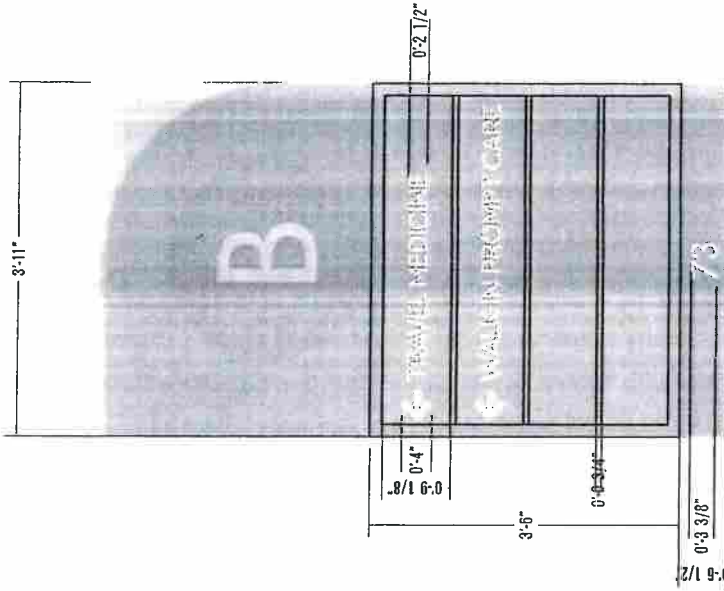
02 7725-97 NIMBUS GRAY VINYL (REVERSE CUT COPY)

03 PTM MP# 32195 STAID GRAY METALLIC (CAB. RETAINER, DIVIDERS)

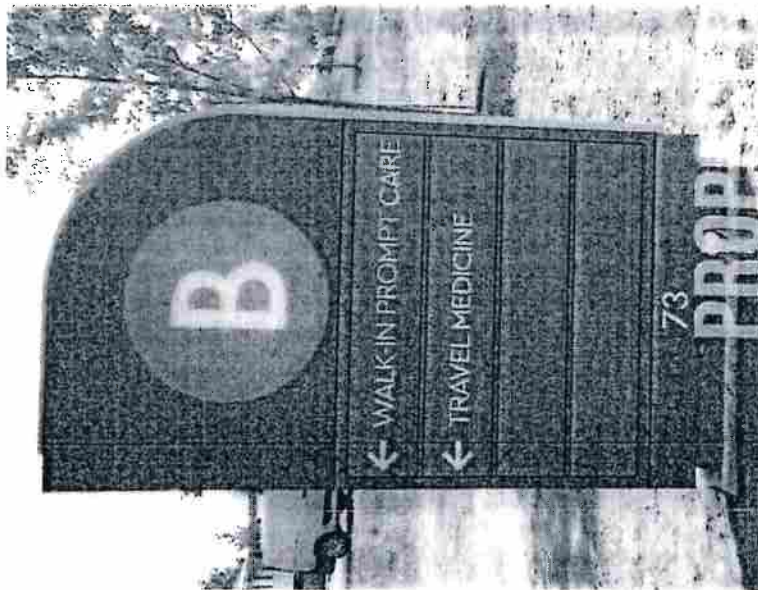


SCOPE OF WORK

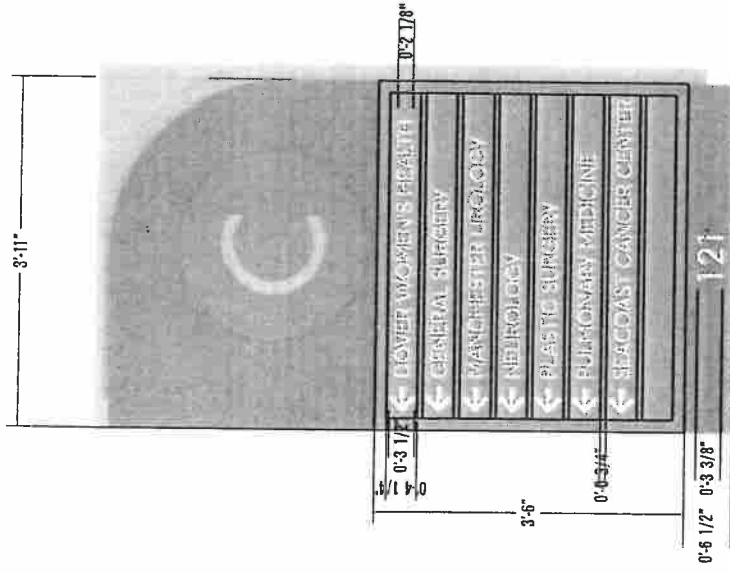
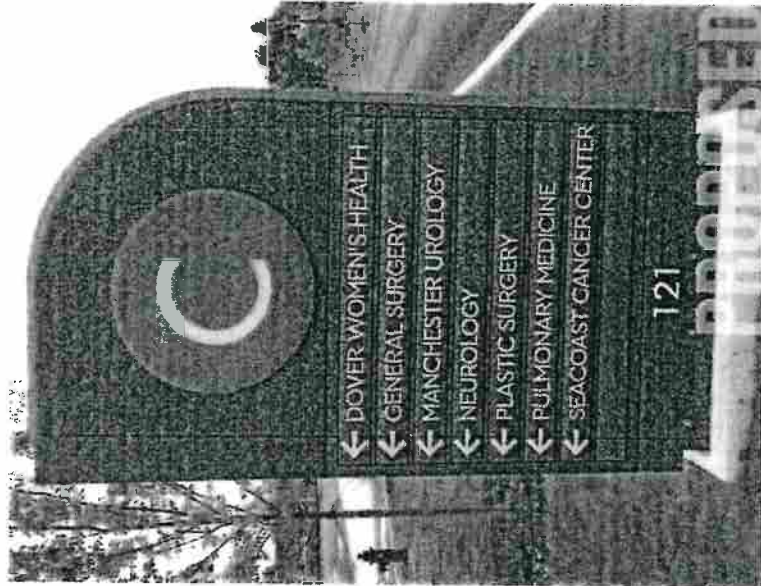
BARLO TO REMOVE SIGN AND BRING BACK TO BARLO SHOP. BARLO TO CUT DOWN SIGN AND INSERT A 5/8" LED ILLUMINATED CABINET WITHIN THE SIGN WITH CHANGEABLE 3/16" THICK WHITE LEXAN FACES WITH OPAQUE VINYL APPLIED (REVERSE CUT COPY) & DIVIDER BARS. RE-CUT AND RE-INSTALL VINYL ADDRESS NUMBER AT BOTTOM OF THE SIGN AS SHOWN.



= EXISTING SIGN



SCALE: 3/4" = 1'-0"



= EXISTING SIGN



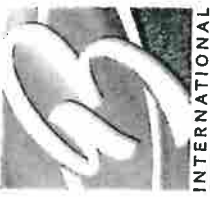
SCOPE OF WORK

BARLO TO REMOVE SIGN AND BRING BACK TO BARLO SHOP. BARLO TO CUT DOWN SIGN AND INSERT A S/F LED ILLUMINATED CABINET WITHIN THE SIGN WITH CHANGEABLE 3/16" THICK WHITE LEXAN FACES WITH OPAQUE VINYL APPLIED (REVERSE CUT COPY) & DIVIDER BARS. RE-CUT AND RE-INSTALL VINYL ADDRESS NUMBER AT BOTTOM OF THE SIGN AS SHOWN.

COLOR SCHEDULE - CLIENT TO VERIFY

- C1** 680-10 WHITE REFLECTIVE VINYL (ADDRESS NUMBER)
- C2** 7725-97 NIMBUS GRAY VINYL (REVERSE CUT COPY)
- C3** PTM MP# 32195 STAIN GRAY METALLIC (CAB, RETAINER, DIVIDERS)

BARLO



INTERNATIONAL



Client: WENTWORTH DOUGLASS HOSPITAL
 Date: 12-16-19
 Designer: LP
 Sales: BARB
 Updating: PM: XX
 Production: SALES REP: BARB

WENTWORTH DOUGLASS HOSPITAL
 67, 73 & 121 CORPORATE DRIVE
 PORTSMOUTH, NH 03801
 12-16-19

ITEM **C**

SHEET **5.0**

JOB #:

CERTIFIED MOTION

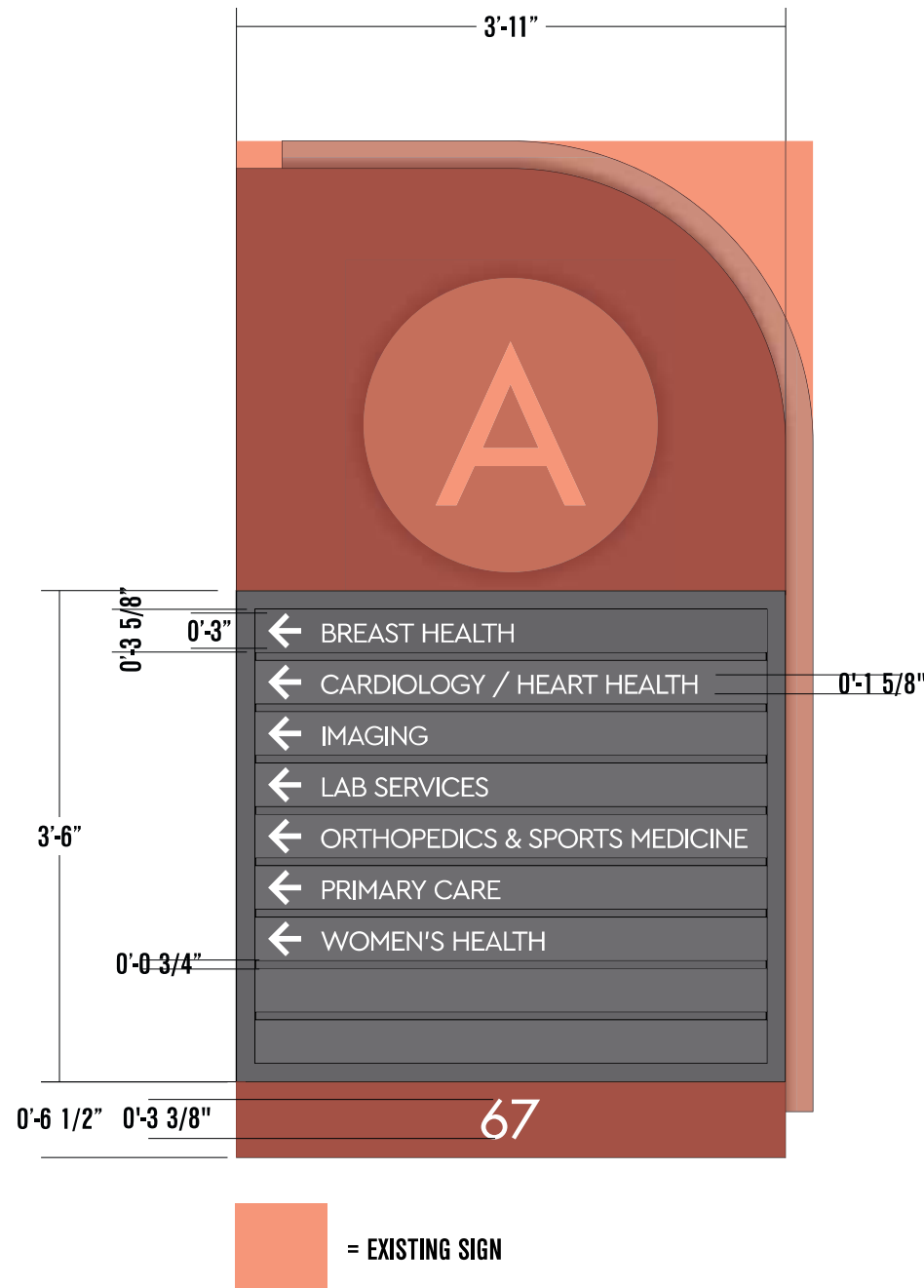
I, David R. Mullen, Executive Director of the Pease Development Authority, do hereby certify that the following is the motion the Pease Development Authority Board of Directors resolved to adopt at its April 23, 2020 Board meeting:

The Pease Development Authority (PDA) Board of Directors hereby approves of the proposed sign alternations for Wentworth Douglass Hospital (WDH) located at 67, 73 and 121 Corporate Drive; all in accordance with the memorandum of Maria J. Stowell, P.E., Engineering Manager, dated March 4, 2020, attached hereto.

In witness hereof, I hereto set my hand at Portsmouth, New Hampshire, this 16th day of June, 2020.



David R. Mullen, Executive Director
Pease Development Authority



SCOPE OF WORK

BARLO TO REMOVE SIGN AND BRING BACK TO BARLO SHOP. BARLO TO CUT DOWN SIGN AND INSERT A S/F LED ILLUMINATED CABINET WITHIN THE SIGN WITH CHANGEABLE 3/16" THICK WHITE LEXAN FACES WITH OPAQUE VINYL APPLIED (REVERSE CUT COPY) & DIVIDER BARS. RE-CUT AND RE-INSTALL VINYL ADDRESS NUMBER AT BOTTOM OF THE SIGN AS SHOWN.

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BARLO

INTERNATIONAL

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PROJECT APPROVAL

Client:	Date:
Design: LP	Date: 0/0/00
Sales:	Date:
Updating:	Date:
Production:	Date:

WENTWORTH DOUGLASS HOSPITAL

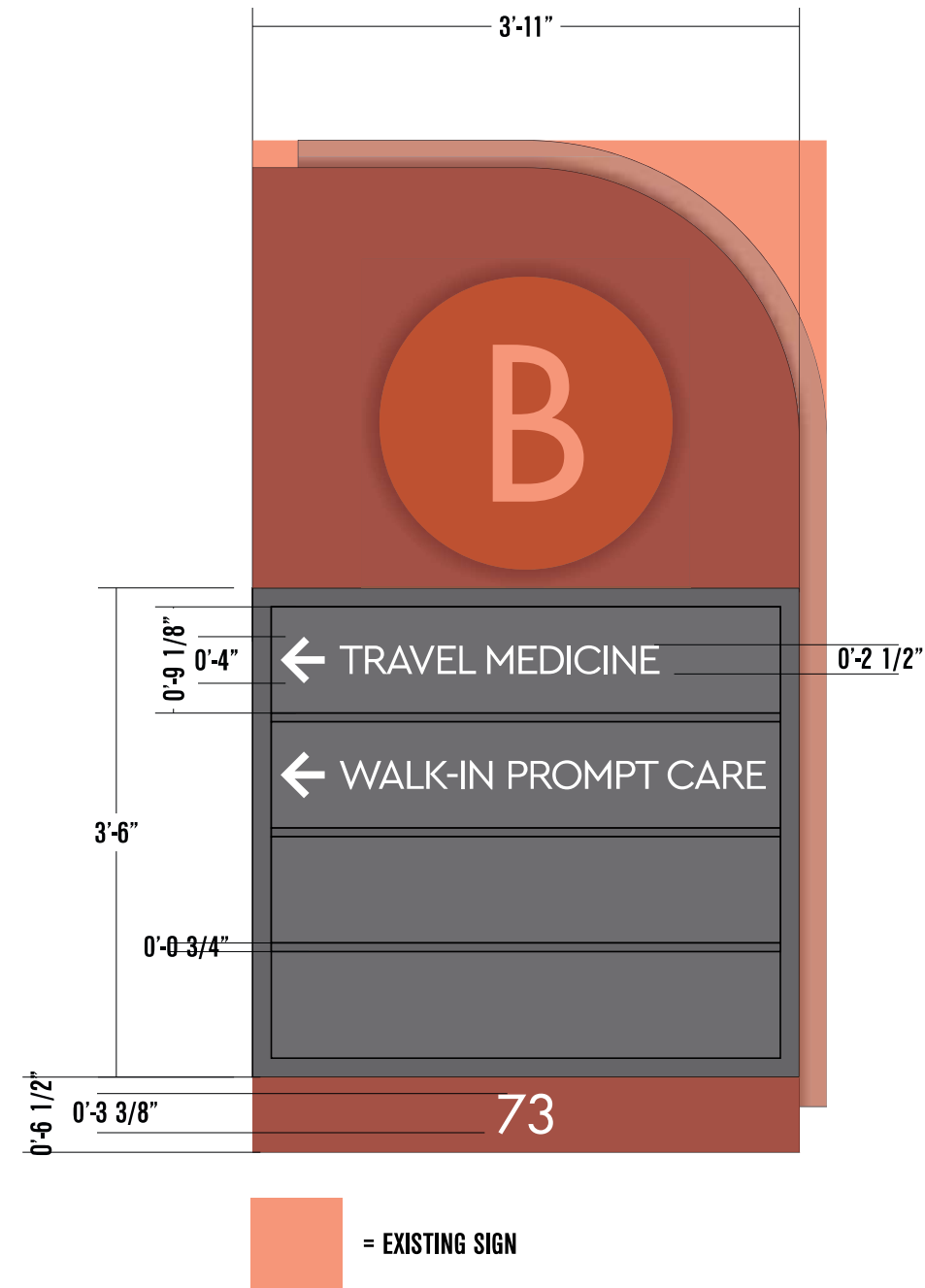
DESIGNER: LP
 SALES REP: BARN
 PW: XX

67, 73 & 121 CORPORATE DRIVE
 PORTSMOUTH, NH 03801

12-16-19

ITEM

SHEET 1.0



EXISTING SIGN



SCOPE OF WORK

BARLO TO REMOVE SIGN AND BRING BACK TO BARLO SHOP. BARLO TO CUT DOWN SIGN AND INSERT A S/F LED ILLUMINATED CABINET WITHIN THE SIGN WITH CHANGEABLE 3/16" THICK WHITE LEXAN FACES WITH OPAQUE VINYL APPLIED (REVERSE CUT COPY) & DIVIDER BARS. RE-CUT AND RE-INSTALL VINYL ADDRESS NUMBER AT BOTTOM OF THE SIGN AS SHOWN.

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PROJECT APPROVAL

Client:	Date:
Design: LP	Date: 0/0/00
Sales:	Date:
Updating:	Date:
Production:	Date:

WENTWORTH DOUGLASS HOSPITAL

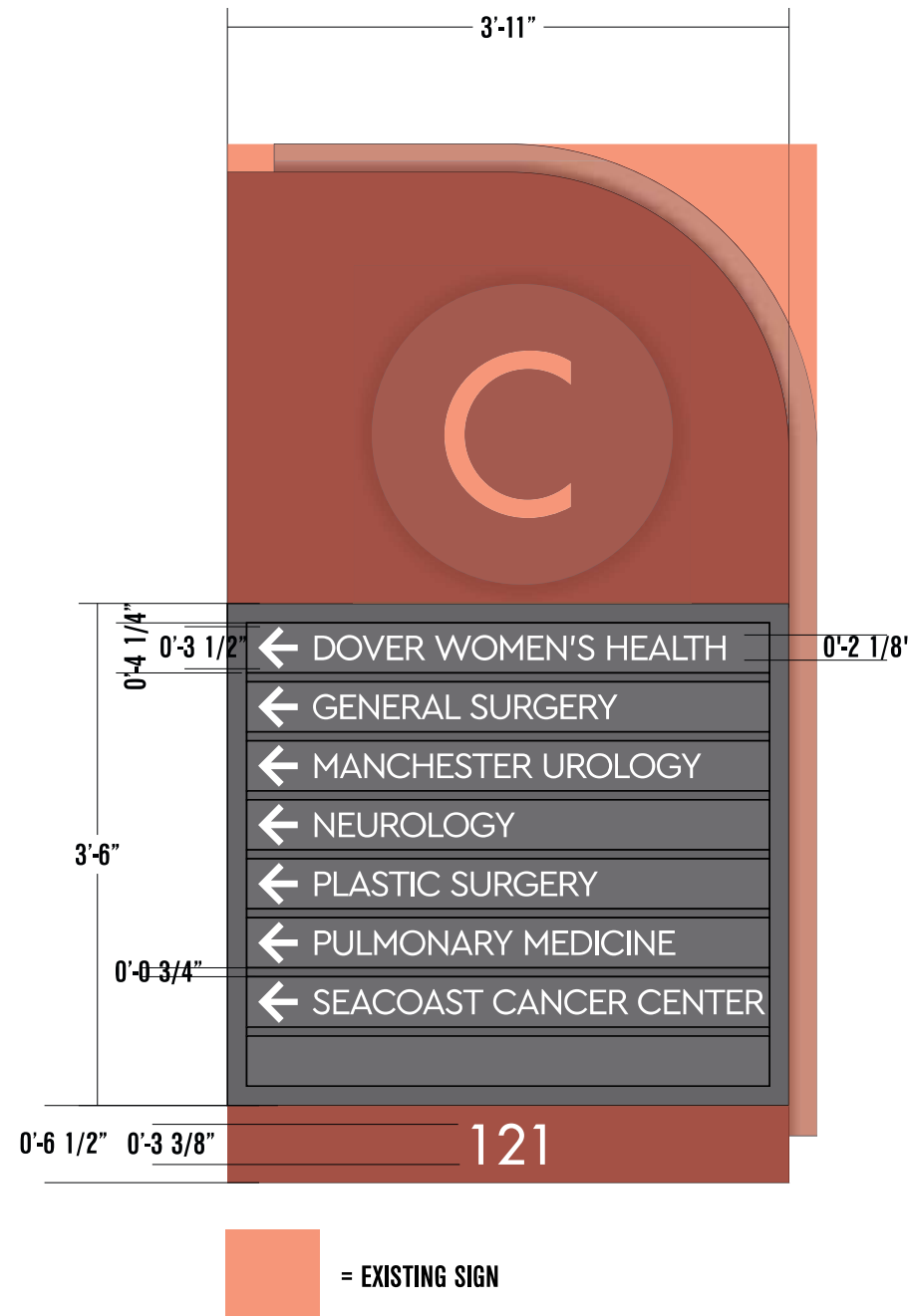
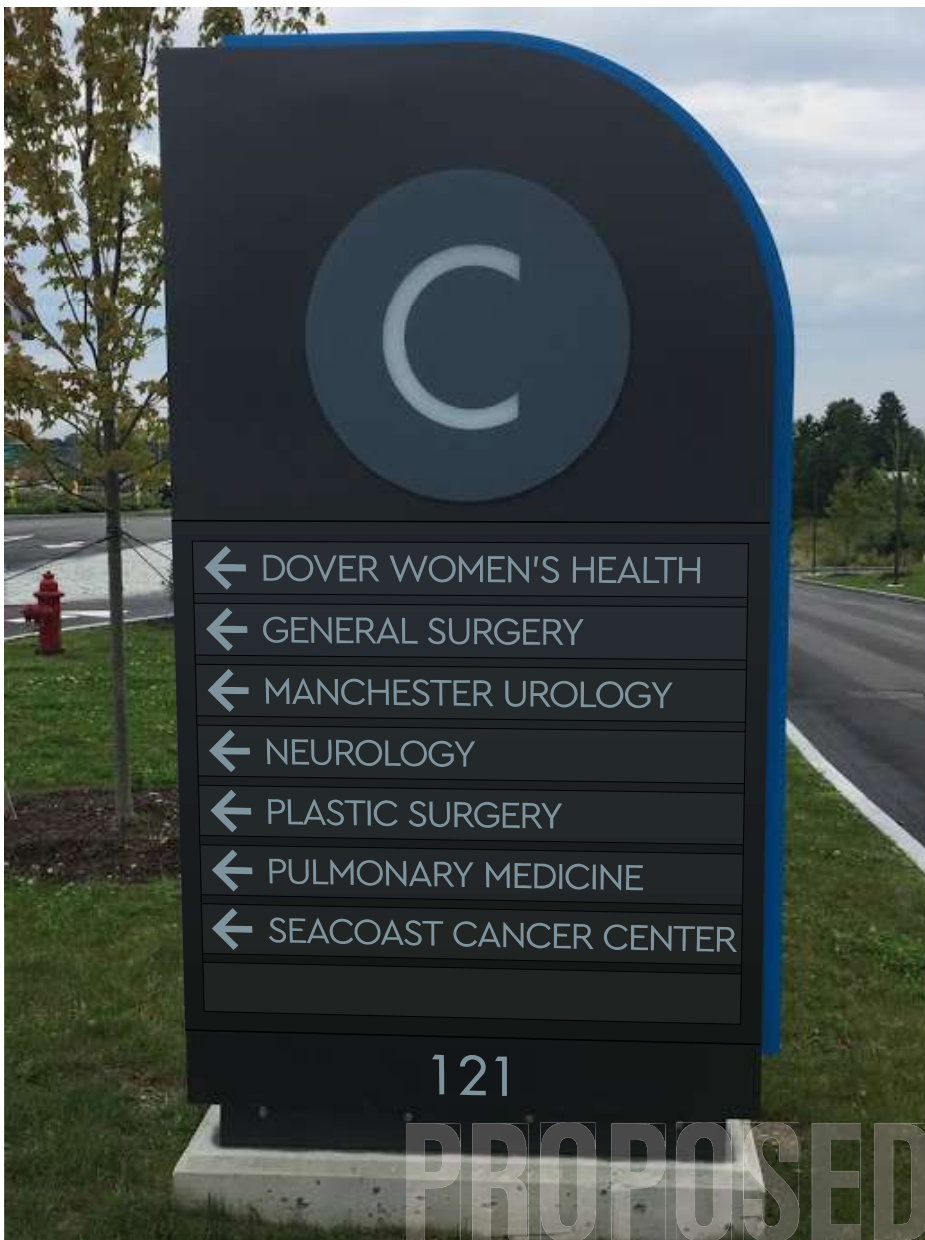
DESIGNER: LP
 SALES REP: BARN
 PW: XX

67, 73 & 121 CORPORATE DRIVE
 PORTSMOUTH, NH 03801

12-16-19

ITEM **B**

SHEET 3.0



SCOPE OF WORK

BARLO TO REMOVE SIGN AND BRING BACK TO BARLO SHOP. BARLO TO CUT DOWN SIGN AND INSERT A S/F LED ILLUMINATED CABINET WITHIN THE SIGN WITH CHANGEABLE 3/16" THICK WHITE LEXAN FACES WITH OPAQUE VINYL APPLIED (REVERSE CUT COPY) & DIVIDER BARS. RE-CUT AND RE-INSTALL VINYL ADDRESS NUMBER AT BOTTOM OF THE SIGN AS SHOWN.

COLOR SCHEDULE - CLIENT TO VERIFY

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- C3** PTM MP# 32195 STAID GRAY METALLIC (CAB, RETAINER, DIVIDERS)

BARLO

INTERNATIONAL

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PROJECT APPROVAL

Client:	Date:
Design: LP	Date: 0/0/00
Sales:	Date:
Updating:	Date:
Production:	Date:

WENTWORTH DOUGLASS HOSPITAL

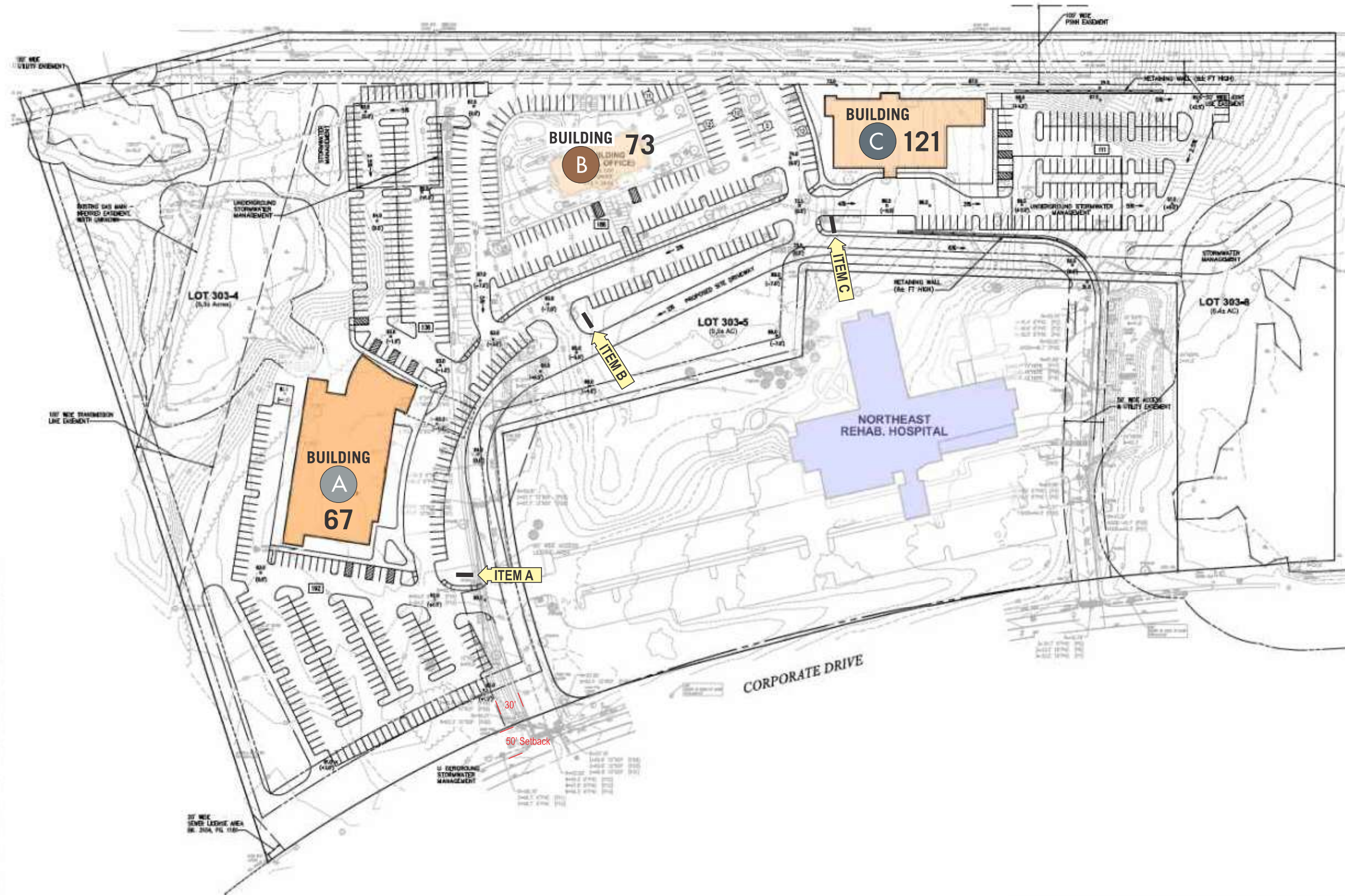
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 SALES REP: BARN
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67, 73 & 121 CORPORATE DRIVE
 PORTSMOUTH, NH 03801

12-16-19

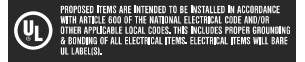
ITEM

SHEET 5.0



INTERNATIONAL

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PROJECT APPROVAL

Client:	Date:
Design: LP	Date: 0/0/00
Sales:	Date:
Updating:	Date:
Production:	Date:

WENTWORTH DOUGLASS HOSPITAL

67, 73 & 121 CORPORATE DRIVE
 PORTSMOUTH, NH 03801

DESIGNER: LP
 SALES REP: BARN
 PW: XX

12-16-19

SITE PLAN

SHEET 7.0