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Town of Durham
MAR 05 2014

Planning, Accessing
and Zoning

3-5-14

Signage Master Plan for Collegiate Fitness LLC

Units H & I at the Mill Road Plaza

Sign 1: Durham Chiropractic: 4 x 8 (32 sqft) mounted to the right of the current Domino's sign
See Attachment A

Sign 2: HydroMassage: 4 x 6 (24 sqft) Mounted to the right of the Durham Chiropractic sign.
See Attachment B

Sign 3: Smoothie Bar: 4 x 12 (48 sqft) mounted above and to the left of the entrance where the old town library sign was mounted. See Attachment C

Sign 4: Wildcat Fitness: 4 X 12(48 sqft) currently a 4 x 12 plywood constructed sign which would be replaced with individual letters spelling out WILDCAT FITNESS
See Attachment D

Even though the gym is open to the public, you need to be a member to access it on a daily basis. This can cause confusion for members of the public who may not realize they do not need to be members to utilize the Smoothie Bar, HydroMassage or Durham Chiropractic. Signage will alleviate that confusion. All signs to be lighted per the sign ordinance with either fluorescent fixtures or outdoor spotlight type fixtures. All signs will be constructed out of material that with withstand the weather and wind loads for this area. Most likely signs will be constructed out of Aluminum, plywood or plastic with decaled art work. Signs will be professionally built and installed.

Multi-Tenant Developments.

New Multi-Tenant developments shall submit a Signage Master Plan to the Planning Board for approval. Existing multi-tenant developments shall submit a signage master plan to the Code Enforcement Officer for approval. The following signage standards shall apply:

1. Free Standing or Ground Mounted Sign – an entrance sign shall be allowed with a maximum of sixty (60) square feet of sign area, and a maximum height of twenty (20) feet. This signage will not count toward the individual businesses total allowable signage. However, a maximum of one hundred (100) square feet may be allowed with Planning Board approval.

Respectfully submitted

Ken Entz

Wildcat Fitness

7 Mill Road Plaza

Durham, NH 03824

603-661-2313 (C)

**WILDCAT
FITNESS**.net
DURHAM, NH 603-397-3200

3-5-14

Wildcat Fitness respectfully submits the following signage request to the planning board for your review.

Subject: Proposed signs to advertise the new businesses at 7 Mill Plaza Unit I. Wildcat Fitness is now classified as a multi-unit tenant and houses the following businesses that need signage. Durham Chiropractic and the Smoothie Bar. (Both businesses are open to the public and without signs people may assume you need to belong to the gym to access them.)

Location: Mill Road shopping plaza, former space of the town library.

Sign Location: Smoothie Bar sign to go where the former town library sign was. 4 x 12
Durham Chiropractic to go to the left of the "Smoothie Bar" sign 4 x 8

Wildcat Fitness Expansion into the former Library space.

This space has its own entrance, and exit. Utilities, taxes, rent and CAM are all separate from the gym. We did however make an opening that allows members to access the new side similar to the Irving gas station where you can walk over to Dunkin Donuts.

In this new space we offer Classes, HydroMassage, some equipment, a Smoothie Bar and a Chiropractors office. The signage would promote the Smoothie Bar and Durham Chiropractic, which are both open to the public. Our proposed Signage master plan also incorporates a small 4 x 6 sign for the HydroMassage business and pre-approval to upgrade the current 4 x 12 Wildcat Fitness sign to spelling out the name WILDCAT FITNESS with individual letters.

Sign Construction:

Signs will be constructed of premium grade materials designed to withstand the weather and wind loads of NH. Portsmouth Sign Company will more than likely manufacture the signs. Common construction materials are Aluminum, Plastic or Plywood, with laser cut decals applied for the art work.

Lighting:

Both new signs will have lighting similar to the other signs in the plaza with either florescent fixtures illuminating the sign or outdoor light bulbs positioned to adequately light up the sign.

Current Signage: Wildcat Fitness currently has a 4 x 12 sign (48sqft)

Respectfully submitted
Ken Entz
Wildcat Fitness
7 Mill Road Plaza
Durham, NH 03824
603-661-2313 (C)

ATTACHMENT
D

12

4

ATTACHMENT
C

12

4 SMOOTHIE BAR

ATTACHMENT
B

6

4 HYDRO MASSAGE

ATTACHMENT
A

8

4 DURHAM CHIROPRACTIC

"WILDCAT FITNESS"

SPELLED OUT WOULD
GO WHERE OUR SIGN IS
NOW BUT BE 28' LONG
AND 27" TALL



ATTACHMENT 'A'



Durham Chiropractic
DOWNTOWN

603-953-3602

WWW.DURHAMDC.COM

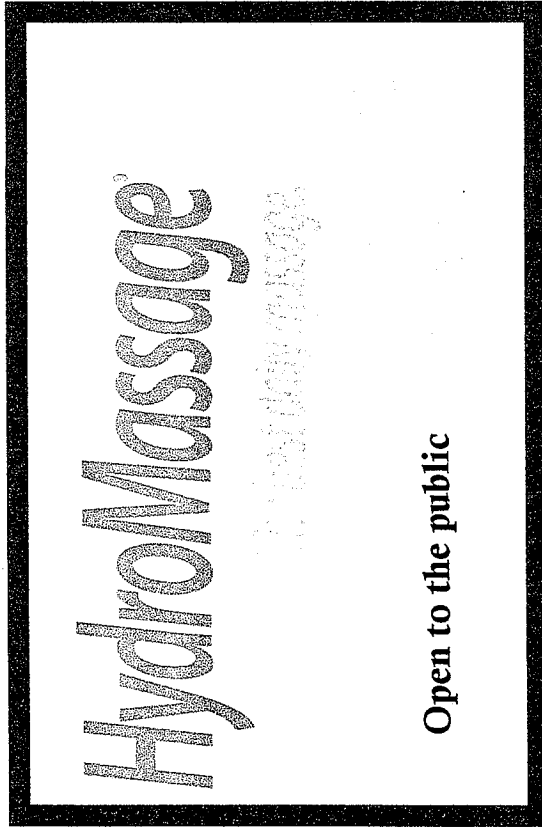
PREVENT RECOVER PERFORM

4ft

8ft

Attachment B

4 Feet



6 feet

24 sqft

Attachment C

The Smoothie Bar

4 Feet

At Wildcat Fitness

Delicious and Guilt-Free

Refuel. Rejuvenate. Recover.

Open to the public

12 feet

48 sqft

WILDCAT FITNESS.net