



**TOWN OF DURHAM**  
8 NEWMARKET RD  
DURHAM, NH 03824-2898  
603/868-8064  
[www.ci.durham.nh.us](http://www.ci.durham.nh.us)

***Town Planner's Recommendation***  
***Wednesday, August 26, 2015***

X. ***Public Hearing - Pauly's Pockets – Sign Master Plan.*** 49 Main Street. Application for sign master plan for three businesses in a three-story mixed-use building. Paul Eja, proprietor of Pauly's Pockets, applicant; Michael Sievert, MJS Engineering, engineer; Mike Leary, Sundance Signs. Tax Map 5, Lot 1-2. Central Business Zoning District.

➤ I recommend approval as stated below.

Note that during the presentation on August 12 there was a sense that the signage would look better if there were more allowance for flexibility in design and if there were no standard framing and shape of the signs. The Planning Board may wish to discuss this further following the public hearing to determine if any more standardization is desired beyond the conditions I am recommending below.

***\*Draft\****  
**NOTICE OF DECISION**

**Project Name:** Pauly's Pockets Sign Master Plan  
**Address:** 49 Main Street  
**Applicant:** Paul Eja  
**Sign Designer:** Mike Leary, Sundance Signs  
**Map and Lot:** Map 5, Lot 1-2  
**Zoning:** Central Business District  
**Date of approval:** August 26, 2015

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The sign master plan is approved, as submitted, with the following terms, clarifications, and changes:

- 1) The master plan is based on the documentation submitted by Mike Leary of Sundance Signs.
- 2) The signs are to be wall mounted only.
- 3) Carved signs or applique elements are preferred. Signs should accent tenant individual styling and unique logo elements.

- 4) Use of a matte finish sign face and materials shall be used to the extent possible.
- 5) There may be 1 or 2 wall signs per nonresidential tenant. Signs may be placed as shown on the Main Street side, on the Mill Road/park side, or in both locations.
- 6) Sign dimensions:
  - a) Maximum sign height 36"
  - b) Maximum sign width 120"
  - c) Maximum sign size not to exceed 24 Square feet at any one location and combined total not to exceed 48 square feet
- 7) Signs shall be placed in the band as shown in the master plan. There shall be at least 6 inches above the granite band over the first floor and at least 6 inches below the sills under the second floor windows.
- 8) Signs shall be centered over openings between piers if practical, or, alternatively, centered over individual piers, if practical.
- 9) Any square or rectangle signs must have detail cap applied to sign top, unless the applicant and Town Planner concur that the individual sign looks better without one.
- 10) If illuminated, a consistent light design, with exterior lighting only, shall be used as shown in the master plan, centered over the signs. A low wattage stationery light shall be used.
- 11) The borders shown around the individual signs need not be used. If borders are used they must be consistent for all signs and approved by the Planning Board (No public hearing would be needed for this review).
- 12) It is understood that the illustrations for the individual signs are for example only and the colors and design may change once the tenants finalize their designs. Sign designs will change as tenants change in the future. However, the size, shape, location, and type of the signs is established as shown herein and in the sign master plan.
- 13) All other pertinent requirements of Article XXIII – Signs and Communications Devices – of the Durham Zoning Ordinance shall apply.
- 14) Minor adjustments in the sign master plan that are clearly consistent with the intent of the sign master plan and this approval may be approved administratively by the Town Planner.