

May 5, 2025

Town of Salem  
Planning Board  
33 Geremonty Drive  
Salem, NH 03079

Attention: Joseph Feolo, Chair

**Re: Conditional Use Permit Request for Proposed Wall Signage  
BJ's Wholesale Club Retail Development  
92 Cluff Crossing Road, Salem, NH – Map 117, Lot 7880  
Map 386, Block 4, Lot 1C**

Dear Members of the Board:

On behalf of the Applicant, BJ's Wholesale Club, Inc., a Conditional Use Permit is respectfully requested pursuant to §490-702(H) of the Town of Salem to modify the wall signage entitlements of §490-702. Specifically, the project requests relief from the wall signage requirements as further detailed below:

Table of Permitted Signs:

**Required:** 1.5 square feet of wall signage per linear foot of building. The total allowable wall sign area under this provision is calculated as  $540\pm$  square feet for approximately  $360\pm$  linear feet of building façade facing South Broadway (Route 28). The Table of Permitted Signs further notes wall signage should be restricted to a maximum of 100 square feet per sign, with a maximum of one sign per business.

**Requested:** Three (3) wall signs are proposed for the BJ's Wholesale Club use with a total area of  $572\pm$  square feet as further detailed below. Please see Sheet C-904 of the Site Development Plans for additional information.

- Southern Building Façade Sign:  $10'-9" \times 8'-0" = 86\pm$  square feet
- Breezeway Signage (Outer Limits):  $22'-0"\pm \times 19'-0"\pm = 418\pm$  square feet
- Tires, Service & Propane Sign:  $22'-8" \times 3'-0" = 68\pm$  square feet

The subject request is anticipated to meet the criteria of §490-702(H) of the Town of Salem Zoning Ordinance as further detailed below:

*(a) The modification complies with the purposes of the sign regulations noted in Subsection A.*

The proposed wall signage has been designed to complement the building façade area and architecture and has been sized appropriately to reflect the building's mass and distance from the road. The existing and proposed building façades are located approximately  $500\pm$  feet from the edge of the South Broadway traveled way and the proposed wall signage allows for proper identification of the proposed business to passing motorists.

Additionally, the project proposes the removal of three (3) existing wall signs associated with the existing Bob's Store, TJ Maxx, and Planet Fitness uses, and therefore does not result in an increase in the number of existing wall signs within the plaza. Given the length of the proposed building façade, the proposed building signage is appropriately scaled and consistent with existing wall signage at the subject plaza.

Accordingly, the proposed signage is not anticipated to represent hazardous or distracting displays and the Conditional Use Permit request allows for appropriate identification of the proposed tenant.

*(b) The applicant's particular situation justifies a modification to the requirements.*

The proposed building façade is approximately 500± feet from the South Broadway travelled way and the proposed building signage has been scaled to provide appropriate identification of the business to passing motorists. Additionally, the proposed building façade has an approximate length of 360± linear feet along South Broadway over a length of building façade which currently contains three (3) businesses and associated wall signage. The proposed wall signage is appropriately scaled in consideration of the mass and area of building façade for which it serves. Accordingly, the proposed wall signage is justified based upon the specific site and building conditions.

*(c) The site is suitable for the proposed modification.*

The proposed use is a permitted use in the underlying Zoning District and consistent with existing uses on the site and the surrounding commercial corridor. Additionally, as previously noted, the proposed wall signage appropriately identifies the business given the building's setback from adjacent roadways and is scaled appropriately given the building façade area.

*(d) There will be no adverse impact on neighboring properties.*

The proposed wall signage is appropriately scaled based upon the building's setback from surrounding roadways and the proposed building façade area. Wall signage is proposed to be internally lit and not anticipated to generate glare to abutting roadways or properties. Additionally, the project does not propose to increase the number of signs from that which currently exists at the site. Accordingly, the Conditional Use Permit request is not anticipated to adversely impact neighboring properties.

*(e) There will be no adverse impact on traffic or pedestrian safety.*

The proposed wall signage is scaled based upon the building's setback from abutting roadways of approximately 500± feet and based upon the building's façade area. The wall signage is proposed to be internally lit and not anticipated to generate glare to abutting roadways. Accordingly, no adverse impact is anticipated on traffic or pedestrian safety and the Conditional Use Permit request allows for the proper identification of the business given the specific site and building conditions.

*(f) The aesthetic character of the site and the surrounding area will not be adversely affected.*

The proposed wall signage is scaled based upon the building's setback from abutting roadways of approximately 500± feet and based upon the building's façade area. Additionally, the project proposes the removal of three (3) existing wall signs associated with the existing Bob's Store, TJ Maxx, and Planet Fitness uses, and therefore does not result in an increase in the number of existing wall signs within the plaza. Given the length of the proposed building façade, the proposed building signage is appropriately scaled and consistent with existing wall signage at the subject plaza. Accordingly, the proposed wall signage is not anticipated to adversely affect the aesthetic character of the site.

*(g) The modification will be consistent with the spirit and intent of the Master Plan.*

As previously noted, the proposed signage is appropriately scaled based upon the building setback from adjacent roadways and the building façade area. No increase to the number of wall signs under existing conditions is proposed. Accordingly, the proposed wall signage is allows for the proper identification of the business given the specific site and building conditions and the request is consistent with the spirit and intent of the Master Plan.



We trust this information is sufficient for your needs at this time and look forward to discussing this request further with the Planning Board. Should you have any questions or require additional information, please do not hesitate to contact us at (508) 480-9900.

Sincerely,

**BOHLER, LLC**

A blue ink signature of the name "Matthew Bombaci".

Matthew Bombaci