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To: Jacob LaFontaine – Salem Planning Director

From: Richard Schlichting

Date: December 29, 2025

Re: Conditional Use Permit Request - Signage
Lyons Group Restaurant at The Mall at Rockingham Park
Salem, New Hampshire
Langan Project No.: 151064501

In support of Lyons Group Restaurant request for a conditional use permit, Langan Engineering & Environmental Services, Inc. in conjunction with Salem NIM, LLC has prepared the following discussion of the conditional use permit criteria.

Lyons Group Restaurant seeks a Conditional Use Permit pursuant to Article VII, Section 490-702(D)(2), the business is allowed one wall sign not exceeding 16 square feet in size. The requested Conditional Use Permit requests eighteen signs surrounding the building.

On the West side of the building is the Game On main entrance. There are the following five signs.

Sign 1 is a 32 ft wide, 20 ft tall sign. It is a painted wall graphic and colored Red: #BA212A and Blue #183E6F. There is one of these signs on this side of the building and it is the only one on the building itself.

Sign 2 is the wording "DINE" DRINK PLAY" and WIN", all 1 ft 8 in. tall and 2 ft, 4 ft 3 in. and 2 ft wide, respectfully. It is an inner lit acrylic colored Red: #BA212A. There is one of these signs on this side of the building and it is the only one on the building itself.

Sign 3 is a 3 ft wide, 13 ft 2 in. tall, 1 ft wide sign. It is a lighted blade, inner lit acrylic and colored Red: #BA212A, Blue #183E6F, and White. It sits perpendicular to the building and has Game On's name and logo. There is one of these signs on this side of the building and it is the only one on the building itself.

Sign 12 is a 12 ft wide, 8 in. tall sign. It is a inner lit acrylic and colored Red: #BA212A. It sits on windows of the building and reads "Home of the Goat Fan". There are two of these signs on this side of the building and it is the only two on the building itself.

MEMO

Conditional Use Permit Request - Signage
Lyons Group Restaurant at the Mall at Rockingham Park
December 29, 2025- Page 2 of 4

On the South side of the building is the Loretta's main entrance. There are the following four signs.

Sign 6 is a 14 ft 8 in. wide, 5 ft 6 in. tall sign. It is an LED inner lit sign and colored Pink: #D0679 and Maroon #5F100A. The sign is "Loretta's Last Call" logo. There is one of these signs on this side of the building and it is one of two on the building.

Sign 7 is a 14 ft 8 in. wide, 5 ft 6 in. tall sign. It is a back lit mounted decor and colored Brown: #593419. This sign is a Loretta's Star. There is one of these signs on this side of the building and it is one of three on the building.

Sign 8 is a 12 ft 11 in. wide, 22 ft 3 in. tall sign. It is a painted guitar graphic with LED strip lights on guitar strings and colored Red: #EE1816, Yellow: #E3DA8D, Green: #84B99A, Purple: #C84BC9, and Orange #D5673D. There is one of these signs on this side of the building and it is the only one on the building itself.

Sign 9 is a 3 ft 7 in. wide, 6 ft tall sign. It is an LED lit marquee sign colored Red: #FE030F. There is one of these signs on this side of the building and it is the only one on the building itself.

On the East side of the building is part of the Loretta's seating area. There are the following four signs.

The first sign is second Sign 6.

The second and third sign is Sign 7.

The final sign is Sign 5. Sign 5 is a 15 ft 11.5 in. wide, 7 ft 7 in. tall sign. It is an inner lit acrylic sign and colored Red: #BA212A and Blue #183E6F. The sign says Game On and has the logo. There is one of these signs on this side of the building and it is the only one on the building itself.

On the North side of the building is the back of the building. There are the following five signs.

Sign 4 is a 9 ft wide, 6 ft 5 in. tall sign. It is an inner lit sign and colored Pink: #D0679 and Maroon #5F100A. The sign is "Loretta's Last Call, Live Music" logo. There is one of these signs on this side of the building and it is the only one on the building itself.

Sign 10 is a 4 ft wide, 11 ft tall sign. It is a wall mounted fabric blade sign, perpendicular to the building. They will be a variety of colors. There are four of these signs on this side of the building and they are the only ones on the building.

MEMO

Conditional Use Permit Request - Signage
Lyons Group Restaurant at the Mall at Rockingham Park
December 29, 2025- Page 3 of 4

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

Response: The Town of Salem zoning regulations Subsection A of 490-702 "Signs", states the purpose of the section is "to regulate the erection of signs for the purpose of providing information and advertising in an orderly, effective and safe manner. Restrictions on type, location and size of signs protect the public from hazardous and distracting displays and create an attractive environment which is conducive to business, industry, and tourism".

The conditional use permit request pertains to the installation of additional building-mounted signage on all four sides of the structure. These signs are intended to improve business identification for customers approaching from multiple directions. Because the building is situated within a plaza and bordered by a ring road, it is visible from all angles. Therefore, each sign is strategically positioned to address a specific viewing corridor and ensure that drivers can identify the business safely and in advance.

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

Response: Given the layout of the building and entrance to the mall and plaza, this modification is justifiable. It is imperative for both the success of the business as well as the pedestrian and vehicular safety that customers can easily identify their location and take direct routes to their destination.

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

Response: Given the layout of the plaza, this request to include additional wall signs is a suitable modification. The signage is proposed to face the proposed ring road and the adjacent surface parking. This will help vehicular and pedestrian traffic throughout the area.

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

Response: This additional sign is proposed on a building façade that faces an internal parking area and other similar commercial uses. Because the sign is located within the site and oriented internally and towards a ring road, it will not create any adverse impacts on neighboring properties.

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

Response: The proposed signage informs motorists and pedestrians of the main business of the building. The sign will not be hazardous to traffic or pedestrian safety.

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

Response: The proposed sign will be consistent with the typical signage associated with this type of use and will align with the existing architectural style and character of the surrounding area.

MEMO

Conditional Use Permit Request - Signage
Lyons Group Restaurant at the Mall at Rockingham Park
December 29, 2025- Page 4 of 4

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

Response: The proposed sign serves the Master Plan's goal of minimizing traffic impact on Salem streets and neighborhoods by clearly directing motorists directly to the proposed field.

It is the opinion of the applicant and the project team that application meets all seven criteria necessary to be considered for a conditional use permit. We look forward to discussing this application with you at the next Planning Board hearing.

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