

There was a meeting of the Board of Adjustment on Tuesday, July 25, 1978 at the Town Hall at 7:30 P.M. to hear the petition of Carmen Lo Castro of the Franklin Pierce Inn (Case No. 42) for a variance for a sign 5' x 5' on his property on Route 9.

The roll call was as follows:

A. George McLean, Chairman	- Present
Eugene Bried, Vice Chairman	- Present
Carole Webber	- Present
Patricia Thomas	- Absent
Robert B. Flanders	- Present
James Dennison, Alternate	- Present
Catherine C. T.Dik, Alternate & Clerk	- Present

Also present were Carmen Lo Castro, Dean Merle Jones of Nathaniel Hawthorne College and Miss Marie Wilson.

The meeting was called to order at 7:40 P.M. and the Chairman announced that Eugene Bried, Carole Webber, Robert Flanders, James Dennison and himself would serve on the Board with Mrs. Dik as Clerk. He then outlined the order of procedure, and the Clerk read the petition and reported that notices were sent by certified mail, return receipt requested, to the petitioner and all abutters and those within 200 feet of the bounds of the petitioner, and that all receipts had been received; by regular mail to all members of this Board, the Selectmen, Town Clerk, Town Counsel and Chairman of the Planning Board. Notice was published in the Peterborough Transcript on July 13, 1978 on page 8 in which a typographical error was made in the date and so a corrected notice was published on July 20, 1978 on page 18 giving the correct date. Also a notice was posted on the Town Bulletin board.

Mr. Lo Castro was then asked to present his case. He felt that the application pretty well speaks for itself. The sign he now has is in front of the Inn on a curve and the lettering is very small. It is not legible at all by the people going by at 55 miles per hour or better. He needs something at the approach where people can see it beforehand and know there is a restaurant up ahead. The proposed new sign would be

on the east side, with the present one in front. On the west side there will be a smaller sign close to Route 31. Out-of-town people do not know that Route 9 is in Antrim and when they see the sign for Antrim (at Route 31) they turn off, come out on Route 202 and have to go all the way around to find the Inn. It was suggested that directions mention that the Inn is near Nathaniel Hawthorne College. And the question was asked if it were true the posted speed limit at the place was 35 miles per hour. The answer was yes. Mr. Lo Castro said he had a permit for the new sign from the State and they said that as long as it was on his property it was all right. He had the sign made and then discovered that there is a town ordinance which he did not know about. Mr. Bried asked how far from the center of the road is the sign? Is it possibly on the State's land? Mr. Castro replied that he thought it was his land right up to the point. Miss Wilson asked if the sign would be lighted and the answer was no.

The Chairman asked anyone in favor to speak, and as there were none he asked for those opposed. Dean Jones spoke in opposition for two reasons. It is going to be close to the college's sign which is 25 feet from the middle of the road. The State property is 50 feet. The College has talked with Mr. Lo Castro before about changing the name of the Inn. It conflicts with Nathaniel Hawthorne College; people think that Franklin Pierce College is there. Being so close to the College causes some problems. Davis's was there for six years and did not have more than the sign in front, and he did a tremendous business. It was asked if they would have any objection in moving the sign west. Answer, probably not, but the problem is they have so little land on which to put it and that the State has all kinds of sanctions to do with that. Mr. Dennison said he assumes that Mr. Lo Castro will come in for the second sign near Route 31, and asked Dean Jones if he would have any objection to that? The reply was yes for the same reason. We have a sign on the Cook's lawn. Mrs. Webber remarked that if she

remembers correctly from her reading Franklin Pierce was a good friend of Nathaniel Hawthorne. Could some such statement be put on the sign to cement good relations? Dean Jones replied that they felt that there would still be confusion and that the bigger sign would be a detriment to them in advertising the school. Mrs. Webber asked Mr. Lo Castro if he were applying for both signs now or just the one on the east side. The answer was just one. The Chairman called for further comments and Mr. Lo Castro said he could not understand why people could not tell the difference between a college sign and an inn sign. He cannot see how his sign could keep them from seeing all the college signs.

As there were no further questions the hearing was closed at 8 P.M.

The Board then met in executive session and Mr. Dennison told of travelling on Route 9 from Route 31 to the Hillsborough line. There are four eating places on that stretch. Three of them have very big signs-- Lakeside, Breezy Point and Diamond Acres. Hawthorne Inn is the particular competition. That sign is nine square feet; in bad shape as though no one cared. The Franklin Pierce Inn sign in front is about nine square feet (his guess); it is a nice sign, well painted and well kept up. Lakeside is garish and falling down. Breezy Point sign is huge, about 20 feet square, very nice; has three in all. Lakeside is about 35 feet square and has three in all. Diamond Acres which is in Hillsborough but near Antrim line has four signs six square feet which are garish. Are we giving him a competitive hardship by limiting to nine square feet? Is he being overshadowed by his competition?

Mrs. Webber remarked that perhaps he should improve the appearance of the sign in front.

Mr. Flanders said that Hawthorne College was doing advertising by their signs. Signs can get very cluttery. There are too many now. If we put another sign there it will be very cluttery. He is opposed to

putting a large sign there mainly because it is so close to the college sign.

Mr. Bried did not think the large sign is necessary for the type of business.

Mrs. Webber thinks that we should respect the college's wishes. Antrim has tried very hard to have good relations with the college.

MR. McLean reviewed the circumstances and conditions that apply for a variance and a hardship and felt that these conditions did not exist in this case.

Mr. Flanders said that the application calls for a hardship. Under the circumstances and the type of business I do not see how there is a hardship involved in the sign. It is a slow curve and there is a sign in front. I think that is sufficient to advertize that type of business. A permit from the Selectmen would allow for a sign from six square feet to nine square feet without coming to the Board for a variance. The Board returned to open hearing and Mr. Flanders

MOVED: That the request for a variance for a sign 5' x 5' be denied.

SECONDED: By Mrs. Webber

VOTED: In favor: James Dennison
Robert B. Flanders
Carole Webber
Eugene Bried
A. George McLean

In opposition: None

The meeting was adjourned by unanimous consent at 8:15 P.M.

Respectfully submitted,



Catherine C. T. Dik, Clerk