

## **Unofficial**

**HOOKSETT ZONING BOARD OF ADJUSTMENT**  
**Tuesday, June 12, 2012**  
**HOOKSETT MUNICIPAL BUILDING**  
**35 Main Street**  
**MINUTES**

### **CALL TO ORDER**

C. Pearson called the meeting to order at 6:30 pm.

Pledge of Allegiance

### **ATTENDANCE**

Chairman C. Pearson, R. Bairam, R. Duhaime, G. Hyde, M. Simoneau, J. Roy, M. Simoneau and J. Levesque (Council Representative)

### **APPROVAL OF MINUTES**

June 5, 2012 tabled

May 8, 2012

*R. Bairam motioned to approve. Seconded by G. Hyde  
Vote unanimously in favor*

### **CONTINUED PUBLIC HEARINGS**

#### **PALAZZI CORP/RITCHIE BROS.**

39 Hackett Hill Road & 350 West River Road

Map 13 Lot 51

- A Variance from Article 20-A:B.11 (Table of Standards) to allow a 400 square foot freestanding sign to be erected along the Everett Turnpike where 32 square feet is allowed and 49 feet in height where 10 feet is allowed.
- A Variance from Article 20-A:B.10.a(2) to allow a freestanding sign to be constructed without a business address
- A Variance from Article 20-A:10.b to allow a freestanding sign that is neither a monument sign nor a directory type sign.
- A Variance from Article 20:C.1 and Article 20-A:B.11 (Table of Standards) to allow a second site sign to be a flag where only an American and State flag are allowed and only one sign per lot.

C. Pearson stated that M. Simoneau will act on all applications.

Nick Golan, Engineer representing Ritchie Bros

Ben Swanson, Ritchie Bros.

Ben Swanson, Real Estate and Development Representative for Ritchie Bros.: Ritchie Bros. is a public company and we provide a market place for the exchange of heavy equipment. We see New England as an area which is underserved. We now have a location in Connecticut and we would like to relocate to a more centralized location in Hooksett. We own 43 companies around the world. We pride ourselves in being an international marketplace. Signage is a significant part of the development package. We go about it in a proto-typical way. In this setting, we changed that a little. The signage is more important here. In Denver and Las Vegas there are no trees. With the tree line corridor here, the signage is more important. Because there are 4-6 auctions per year, we need to advertise. The typical signs we erect usually exceed the requirements. Here we looked to scale back with signage and meet the ordinance as written. We've come down to the importance of this pylon sign with size and location. Justification for the size is based on speed of traffic. This is a design we do everywhere. With vehicles traveling 60 mph, we need a size that is relative and the reader board must fit as well. We don't want to be a distraction to drivers and cause accidents.

Nick Golan: We were here last month. One thing that was requested last month was the balloon test. I felt the balloon test was in keeping with our expectation. The only other revision is in the original application we had locations A and B (further down along the 93 corridor). It was obvious in the balloon test that you can't see option A on the highway. We are looking for option B which is further from the Palazzi Property and gives more time for the traveler to exit the highway. There are 5 Variances being requested.

***A Variance from Article 20-A:B.11 (Table of Standards) to allow a 400 square foot freestanding sign to be erected along the Everett Turnpike where 32 square feet is allowed and 49 feet in height where 10 feet is allowed.***

N. Golan Read from the application.

R. Duhaime: We are still trying to maintain the rural character and I believe that is the spirit of the ordinance.

N. Golan: I feel that this is not visible from the rural areas of the town.

J. Roy: The balloon test was done at option B?

N. Golan: We flew at both locations.

J. Roy: Do have documentation of the size of the Peterbilt sign?

N. Golan: We could not get documentation from Bow but we concluded through the balloon test and photographs that they were comparable.

C. Pearson: There is no business address, and why?

N. Golan: When you have the physical address you are trying to direct that person to the address. We are not trying to indicate the physical address but the area. We will have police officers and flaggers.

C. Pearson: What will be posted on the sign and for how long?

Ben Swanson: We usually show next auction and the date. Typically it will switch to "Public Welcome" with no animation and no scrolling.

C. Pearson: Do you do any temporary sign that you would place from cranes?

Ben Swanson: We have done that at other sites.

R. Duhaime: Do you put anything on that sign like take Exit 11.

Ben Swanson: DOT asked that auction traffic use Exit 11 and they like to have a sign trailer. We have two (2) location across the border in Canada so there should be signage far enough north so the southbound traffic will get some indication.

J. Roy: What is the setback from the highway and is it equal to the fall zone?

N. Golan: Yes it would not fall within the roadway.

Ben Swanson: The State work will not change that location.

R. Bairam: Are you leasing the property or did you purchase it?

Ben Swanson: We are leasing for 5 years.

R. Bairam: What will you do with the sign if you leave?

B. Swanson: We haven't thought about that.

R. Bairam: If we give this variance, it stays with the property.

Open Public

Alden Beauchmin: We are excited about this development and the sign would be a great landmark.

Jeff Larabee: We have property across the street. We are in favor of the sign and we understand your reluctance but anyone developing that property will want a sign. We

ourselves, when the time comes, will want a sign that is equally attractive and promotes the exit.

Close Public

C. Pearson: My reluctance is that this variance will stay with the property and we will set precedence with other companies looking to develop along 93. You are looking at a large sign that is 4-6 times a year. So for every other day of the year, it will be a large sign with no active use. Do you have any other design that might be more attractive?

Ben Swanson: This is branding and keeping a consistent look. Our typical sign program would not fit in the character of the area so we reduced it down.

N. Golan: What would you like to see?

C. Pearson: Along Hackett Hill Road there are homes and farms which is a rural area. That is an industrial sign, orange and black. If you are going to come here and present something that industrious, it doesn't seem to fit.

N. Golan: It is in character and the spirit of the ordinance. The sign is for those coming to the auction.

C. Pearson: We, as residence, drive that road every day.

R. Duhaime; I think it is a very large sign and the square footage makes it difficult to fit into a rural setting. We don't have a lot of highway signs and that is what I think the town prefers. Signs are for safety but with that size it is more than what I can be comfortable with.

C. Pearson: We've been working with you and we are excited for your business. You are here 5 times a year and maybe for 5 years and then we are left with this sign forever and we don't know what will develop there. That is why I asked about temporary signage. You should consider temporary signage.

B. Swanson: Since we only have an auction 4-6 times a year, the sign because more important. I'm tasked for property that has interstate access and traffic count is huge and having that visibility is critical. This puts our brand visible 365 days a year. Even though it is limited occurrence, the visibility with signage is important. What concerns you the most, the height, the face or both.

R. Duhaime: I'm concerned with the square footage of the sign.

N. Golan: We like to compare with signs in the area. Merchants is 526 sq.ft. We would like to ask for that same luxury. The fact is there aren't other sites in Hooksett like this. Other sites don't have the same characteristics like the grade change and the 200 foot

vegetative buffer. Relative to the size, we need a large sign to be seen on a highway. The character of this site makes it different than any other site in Hooksett.

C. Pearson: I see your point, but it is a landmark to bring in other traffic but to have such a large industrial sign in a rural setting is the wrong way to go. It may look fine in the mid-west but it doesn't fit here.

R. Duhaime: Once the business is established, you won't need that sign.

J. Levesque: I've lived on Hackett Hill Road for 20 years. It is easy to give directions. The landmark on Rte. 93 is the toll booth. Take a right on Hackett Hill Road and you're there. You don't need that big a sign to direct people. Everyone has GPS now. I agree you need a sign, possibly temporary, but that is too large a sign.

B. Swanson: I agree it is a big sign. It is something they look for at every site. It is not necessarily a landmark but as a reader board to advertise. In other locations, we use cranes with signs. I'm told we don't have that type of equipment here and so I don't know how we would maintain visibility two weeks before an auction.

C. Pearson: For the last few years we have tried to control signage and make it a more rural feel. We take it very seriously. To me this is a square peg in a round hole.

R. Duhaime: The Merchant's sign is in the Performance zone and is grandfathered. It is also shrinking not getting bigger.

N. Golan: There is no particular sign ordinance for Rte. 93. We are looking for a 400 s.f sign with a 100 s.f. reader board. What do you feel is appropriate?

R. Duhaime: The Ordinance allows a 32 s.f. sign.

N. Golan: We had a Planning Board meeting and .....they said they didn't have an issue. There is no specific ordinance for 93 and maybe you need one.

C. Pearson: Over the last few years, we've tried to clean up our sign ordinance and this is probably one we can add. I think we've been fair with working with you. If I look at the benefit of the public interest, for your public it is but for our towns people it is not in their best interest. Possibly we can find common ground.

J. Roy: If the reader board is the most important part, why the extra signage?

Ben Swanson: If it is 100 foot reader board, and that's it, I don't think that will work, but what is the industrial nature? The five years, we can agree to take the sign when we leave. We think we will end up purchasing the property and we are committed to the site.

J. Levesque: Possibly the applicant may consider looking at other options for a smaller sign or temporary sign.

N. Golan: If this is not acceptable, we would like some feedback to what the Board thinks will work.

Ben Swanson: There is a right of way where we can't cut the trees.

J. Levesque: I meant a sign.

C. Pearson: I think we need to ask the Planning Board if this is in keeping with the rural character and what other options are available for temporary signage both short and long term.

***M. Simoneau motioned to continue the public hearing for a variance to exceed the size and height limitation to July 10 and requests Planning Board comment on the application. Seconded by R. Bairam.***

***Vote unanimously in favor***

#### **Business Address**

***R. Duhaime motioned to continue the public hearing for a variance to require the address on the sign to July 15 and requests Planning Board comments. Seconded by R. Bairam.***

***Vote unanimously in favor***

***R. Duhaime motioned to continue the public hearing for a variance to require a monument sign to July 15 and requests Planning Board comments. Seconded by R. Bairam.***

***Vote unanimously in favor.***

#### **Flag**

*A Variance from Article 20:C.1 and Article 20-A:B.11 (Table of Standards) to allow a second site sign to be a flag where only an American and State flag are allowed and only one sign per lot.*

#### **Discussion**

G. Hyde: The issue is the prominence of the American flag when flown with other countries. We need to address the proper maintenance of the flag and lighting of the site. There are specific federal laws pertaining to display and flying of the American flag which need to be followed.

Ben Swanson: There is someone on site 5 days a week. It is an all-weather flag which can remain at all times. There are 4 flags. There is a landscaped area, with 4 poles in the correct order and spacing. It is at the entrance to the property.

N. Golan: It is an industrial site with an attractive entrance with landscaping.

***R. Bairam motioned to continue the public hearing for a variance to use the flag as a second sign to July 15<sup>th</sup>. Seconded by M. Simoneau.  
Vote in favor.***

**NEW PUBLIC HEARINGS**

**JOHN JACOBS**

11 Leonard Avenue

Map 41 Lot 2

PZ

A Variance from Article 10A:E of the Zoning Ordinance to allow a residential use in the Performance Zone.

John Jacobs: We own the property at 11 Leonard Avenue which is in the Performance Zone. The entire street is residential and not commercial. This is vacant land.

John Jacob read the application into the record.

Open Public

Close Public

C. Pearson: I think we typically get feedback from Planning when there is a change in Performance Zone. I have no issue with this but we usually don't change a zone without their input.

J. Levesque: This is a simple request.

The Board discussed the requirements of meeting the Residential setbacks.

***G. Hyde motioned to grant the variance to allow a residential use in the Performance Zone. Seconded by R. Bairam.***

***Vote unanimously in favor.***

**AMERICO ROMA**

3 Lancelot Drive

Map 33 Lot 31

MDR

A Variance from Article 5:E.4 to extend an existing den/family room 18.9 feet from the rear property line where 25 feet is required.

A.J. and Diane Roma: We have a den in the rear of the house and we would like to extend 9 more feet which will still not exceed the distance of the garage.

Diane Roma read the application into the record.

Open Public

Close Public

Diane Roma: This will be permanent and we will put in a foundation. We need to rebuild the existing part so we wanted to extend when we rebuild.

*R. Bairam motioned to extend an existing den/family room 18.9 feet from the rear property line where 25 feet is required. Seconded by G. Hyde.  
Vote unanimously in favor.*

**ADJOURNMENT**

The meeting was adjourned by the Chair at 8:15 pm.

Respectfully submitted,

Lee Ann Moynihan