1		ZONING BOARD OF ADJUSTMENT
2		268B MAMMOTH ROAD
3		LONDONDERRY, NH 03053
4		LONDONDERINI, INTO 30033
5	DATE:	NOVEMBER 19, 2014
6		
7	CASE NO.:	10/15/2014-2
8		,,
9	APPLICANT:	JBY REALTY GROUP LLC
10		37 BEACON HILL ROAD
11		WINDHAM, NH 03087
12		,,
13	LOCATION:	150 NASHUA ROAD, 6-65A, C-I WITHIN THE ROUTE 102 PERFORMANCE
14		OVERLAY DISTRICT
15		
16	BOARD MEMBERS PRESENT:	JIM SMITH, CHAIR
17		JACKIE BENARD, VOTING MEMBER
18		JIM TIRABASSI, VOTING MEMBER
19		ANNETTE STOLLER, VOTING ALTERNATE
20		BILL BERARDINO, VOTING ALTERNATE
21		NEIL DUNN, ACTING CLERK
22		
23	REQUEST:	VARIANCE TO ALLOW AN INCREASE IN AREA FOR AN EXISTING
24		FREESTANDING SIGN WHERE THE SIZE IS OTHERWISE RESTRICTED TO 50
25		SQUARE FEET BY THE PROVISIONS OF THE ROUTE 102 PERFORMANCE
26		OVERLAY DISTRICT, SECTION 2.6.1.7.6.5.3.2.
27		
28	PRESENTATION:	Case No. 10/15/2014-2 was read into the record. (The ten previous cases
29		associated with Map 6 Lot 65A were read into the record by the Clerk at the
30		October 15, 2014 meeting).
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32	JIM SMITH: This is a continuation. Normally, we would read all of the preceding cases into the record. They have	
33	already have been and we've continued	d it. So the applicant, will you identify yourself?
34		
35	JAY YENNACO: Sure Jay Yennaco representing 150 Nashua Road, JBY Realty Group. I reside at 37 Beacon Hill Road,	
36	Windham, New Hampshire. Coming back again, thank you for having me back, regarding amy existing freestanding	
37	sign at 150 Nashua Road. Looking to increase the square footage of the existing sign. Any of you that are familiar with	
38		built for the same use it is in currently, the state it is in now. It was built as a one
39		one use building with possible additional tenants. It is now a tenanted building,
40	so we have multiple signs, multiple use	es in there. We're fortunate in there with the economy now to have the building

Windham, New Hampshire. Coming back again, thank you for having me back, regarding a...my existing freestanding sign at 150 Nashua Road. Looking to increase the square footage of the existing sign. Any of you that are familiar with the property, the property is...was not built for the same use it is in currently, the state it is in now. It was built as a one use building. The sign was put up as a one use building with possible additional tenants. It is now a tenanted building, so we have multiple signs, multiple uses in there. We're fortunate in there with the economy now to have the building full finally, so we are looking for an additional space to continue to allow the message reader board that has always been there to just be brought down so the tenants, the five (5) tenants get the use out of that additional reader board. Last time we talked, we ended up...the case ended up getting continued mainly for one main reason and that was to determine some figures, some calculations. It really just came down to a numbers game. Where we were at, there were some issues with the potential measurement of the sign currently, what the Town has on file. The overlay district, I was just made aware of about seven (7) business days prior to the last meeting. Prior to that, I believe I was, I had sixty five (65) square feet that was usable feet because that's what my sign permit was permitted for at the time. The Town has on record when the sign was permitted and installed in 2007 for 58.67 feet currently. After discussing in the meeting quite at length, we discussed that I also didn't necessarily agree with the 58.67 feet because that was not the

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actual signage. Some of the additional square footage I believe was in there was directional usage and the poles and so forth. So we decided to continue that case at that time so we could kind of go back and regroup. I think Richard could do that, go out to the site, take a look and kind of come back here, so that's where we are at today. I have some... I have some sheets here for you, if you'd like [See Exhibit "A", hand drawing of the current reader board]. That is a crude but accurate drawing of what the actual reader, what the actual signage is, advertised signage now that is displayed signage. Each panel is 11.56 square feet, 92.5 inches in width, 18 inches in height which comes out, I come out to 46.25 square feet. So I guess we have...there's a few questions here at 46.25 square feet, if Richard agrees that I'm in and around that area, and I've currently...the Town feels that I have you know 58.67 feet, I'm looking to add 11.56 feet. So that would bring me to a grand total of 57.81 feet that I actually need to add to my message reader board, which is two (2) percent less than the sign feels...the Town feels as though I have on file now. So I'm not even sure if I need a variance?

JIM SMITH: Okay, Richard do you have? Have you seen these numbers he presented?

JAY YENNACO: I tried contacting the ... earlier in the week, and we actually didn't catch up.

RICHARD CANUEL: Yeah, no I haven't seen what he actually is proposing at this point

[Overlapping comments]

JAY YENNACO: In that...that correlations...I just think you have in this case, you have a picture of the sign. I mean it's pretty self-explanatory that it...how it matches up. I also, I guess I can be corrected if I'm wrong; we went over this last time. I don't know if I'm a...I don't believe I'm a preexisting non-conforming sign. I think I'm just an existing, nonconforming sign because this went in after the Overlay District.

JIM SMITH: Richard what's your ...?

RICHARD CANUEL: Yeah, if I can ask a question the applicant? So the sign as it exists today is 46.25 square feet?

JAY YENNACO: Yes.

RICHARD CANUEL: Okay, so it meets the provisions of the overlay district now because it's less than fifty (50) square feet. Okay, alright, that clarifies it for me. Thank you.

JIM SMITH: Currently is she...are you saying 57.26? Okay, is that accurate?

[Overlapping comments]

JAY YENNACO: 57.26 square feet would be the total signage with the peak, the poles, the outside. That would be the total square footage of that sign.

[Overlapping comments].

JAY YENNACO: A portion of that isn't counted toward square footage because, you know, the top peak with the address is directional. You know, I don't believe you'd count the actual structure that holds the sign up?

JIM SMITH: Okay, Richard?

RICHARD CANUEL: Yeah, that peak area where it's just the address of the building would not be included as far as the sign area is concerned. JIM SMITH: So, what we're at is 46.25, and you want to add 11.56 to it? JAY YENNACO: Which would bring me to 57.81. I'm allowed fifty (50), in the overlay district, so, you know, baring all these numbers have changed since the original application; I would certainly want to round that up just so I'm not off by inches. I would rather round that up to sixty (60) square feet. I'd be looking for a variance for ten (10) beyond the Overlay District. If I was still in conformance of that Overlay District based on the fact that I have a... JIM SMITH: I don't know. Did we go through the five (5) points of law on the last time around? JAY YENNACO: I think so. Yeah, we did, I believe? I mean there not going to be quite as accurate today, I mean as far as the numbers are concerned, but the general premise would be the same. I don't know if I mentioned in the last... I believe I mentioned in the last meeting as well. This is an interior illuminated sign. The additional piece I would be adding would not be. It would just be. It would just add to the bottom and flush with the rest of the sign, but I wouldn't be trying to add additional light to the sign, or creating additional you know... JIM SMITH: So, okay. JACKIE BENARD: So the height will not change? JAY YENNACO: No. JACKIE BENARD: The poles are not changing? JAY YENNACO: No. JACKIE BENARD: It's stationery? JAY YENNACO: No, it's... JACKIE BENARD: It's going to stay exactly as it is? JAY YENNACO: I think you have the two...I think you have the two, yeah. JACKIE BENARD: Yeah, okay. ANNETTE STOLLER: You're saying you're not... [Overlapping comments] ANNETTE STOLLER: Yeah, and you're not going to add any light to it? How are you going to sell that to a tenant? JIM SMITH: Well?

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ANNETTE STOLLER: I mean, wouldn't you want it all equal, is my question.

JAY YENNACO: I would love it to be all equal. I mean, I would certainly, I'll ask for that of course, but I don't have to have that. That is, if that's something the Board would wish to, you know, have it's not a deal breaker for me. I would certainly love the opportunity to keep it illuminated, but I don't know if that would be the case? JIM SMITH: Okay, the way you're presenting it, the new tenant's sign would go where the reader board sign was? So that would be illuminated? JAY YENNACO: Correct, yup. JIM SMITH: Then the reader board would then not be illuminated? JAY YENNACO: Correct. NEIL DUNN: So if there's nothing on the reader board, is it a sign Richard? [Laughter] RICHARD CANUEL: Well, that's... [Overlapping/laugh] NEIL DUNN: I mean... RICHARD CANUEL: Yeah, it's a sign, I mean that's, you know, changeable signage, if you will, sure. NEIL DUNN: I just, I don't know for some reason that hit me. JIM SMITH: Well, I think the logic of trying to get people to use reader boards was to limit the request for temporary signs. NEIL DUNN: Okay. JIM SMITH: That is what the object was. It didn't' quite work out that way, I'm afraid. So we're talking about ten (10) feet over the allowed amount, at this point. JAY YENNACO: The current...correct. The current in the group, the 102 Overlay District. JIM SMITH: Yeah. JAY YENNACO: We're talking 1.33 additional feet from what the Town currently has on file that I have. Feels as though I have. But the variance would be for ten (10) feet additional [Indistinct]. JIM SMITH: Okay, any other questions from the Board? NEIL DUNN: So Richard, is that accurate? The Town records show that was a 58.67 square foot sign? RICHARD CANUEL: Existing as a 58 square foot sign?

NEIL DUNN: Well, we're referencing in the original application in and to reference, I don't...does the Town have on 193 record somewhere...? 194 195 196 RICHARD CANUEL: Yeah, we do. Unfortunately, I didn't have that file with me. 197 198 [Overlapping comments] 199 200 NEIL DUNN: No, no, it was more to his point that it's... 201 202 JAY YENNACO: Just for a point of reference; that number came from that 58.67...was derived from the last meeting...the 203 Town wouldn't...I think Richard had the file with him, so... 204 205 NEIL DUNN: Okay. 206 JAY YENNACO: Or I got it prior to it. Maybe it didn't have it. It was prior to the meeting? 207 208 NEIL DUNN: And as far as a preexisting use, the sign was up before the overlay? 209 210 211 RICHARD CANUEL: I haven't been able to determine that [Laughter] .The sign was there for a considerable numbers of years. The Overlay District went into effect in 2002, so it's questionable whether the sign existed prior to or not. If it did 212 213 exist prior to provisions of the Overlay District that would make that an existing, non-conforming sign which means 214 there couldn't be anything done to that sign without a variance anyway. 215 216 NEIL DUNN: Yeah, I'm just trying to trying to narrow in to see what other options, if any, there were. 217 218 JIM SMITH: Okay, any other questions from the Board? 219

ANNETTE STOLLER: Just one, your expansion of the size. Is it going to push the signage downwards? Is that what I'm seeing on the picture?

JAY YENNACO: Yes, correct. Yup, correct, and correct. This, where it says "new tenant sign," that actually is just the current reader board. Nothing happens; you just take the panel out and put the panel in.

ANNETTE STOLLER: Got it.

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JAY YENNACO: So nothing changes there. The addition is on the new display at the bottom correct. And the sign, just for clarification, the sign was put up in 2007, I believe. I bought the building in 2007. The building was built in 2004.

NEIL DUNN: So that would have been...

JIM SMITH: Okay, anyone in favor of this that would like to speak? Anyone who has either got questions, or is in opposition? Will you approach the mic and identify yourself, name and street address?

ANN CHIAMPA: Ann Chiampa, 28 Wedgewood Drive. Could you just read out the section 2.6.1.7.6.5.3.2, exactly with the wording of that, so I'm sure it's brief?

NEIL DUNN: Yes, it says "for three (3) or more tenants structures: fifty (50) square feet".

ANN CIHAMPA: Okay, right now it's slightly less than fifty (50) square feet? JAY YENNACO: Currently? ANN CHIAMPA: Currently? No, isn't there a new provision that businesses within a multi-use building can have something such as an A-frame sign as a reader board? Um, I'm asking Richard? RICHARD CANUEL: If you'd like me to respond, sure. JIM SMITH: Yeah. RICHARD CANUEL: Yes, because it is a multi-tenant commercial use they are allowed to have what's called the A-frame sidewalk signs, if you will adjacent to the building. ANN CHIAMPA: Okay, so if they put the new sign where the reader board sign is now instead of putting additional space on that sign for a reader board, they could have an A-frame without a variance? RICHARD CANUEL: Yes, they could. ANN CHIAMPA: So that's something to think about also. Instead of adding additional space on that large sign out front, they could have an A-frame sign as a reader board instead of a variance for a larger sign. I just wanted to make that comment. Thank you. JIM SMITH: Okay. I'll ask Richard this; wasn't that type of sign more addressed to the strip mall to be placed in front of the individual units? [Overlapping comments] RICHARD CANUEL: Well, that was the original intent, but the way the ordinance reads, it says any multi-tenant commercial occupancy, each tenant is allowed to have one (1) of those A-frame sidewalks signs, if you will. JAY YENNACO: Is it a certain distance from the sidewalk? RICHARD CANUEL: It can be no further than six (6) feet from the store front entrance. ANNETTE STOLLER: But how many feet from the road? RICHARD CANUEL: The measurement is not from the road because the building structure itself would... [Overlapping comments] RICHARD CANUEL: ...would have been applicable with setbacks but... ANNETTE STOLLER: Right and it's viewed as temporary signage anyway. JAY YENNACO: I mean, it's a, you know, a nice additional option to businesses that are off the street in a, for instance, across the way at Crossroads Plaza. I think it's a great addition as an A-frame, but for my use, you know, I have Route 102 going by quite some distance to set it all the way back within six (6) feet of the actual building, it really wouldn't be

suitable for my tenants for what I have...what I'm looking for. I actually think it would be more tactful to have it as additional to the sign...to have additional...have five (5) tenants five (5) A-frames in front of the building. [Laughter] JAY YENNACO: I know Salem has run into the A-frame battle... [Overlapping comments] JAY YENNACO: ...you know, over the years, and it's an ugly one, not to [Indistinct]. It's an ugly one. JIM SMITH: Okay, any other questions, or comments? If not, I'll bring it back to the Board. Any further questions? ANNETTE STOLLER: I don't see a substantial change here. JIM SMITH: Okay, does anybody want to go over the five (5) points of law? JIM TIRABASSI: I had a question. JIM SMITH: Yes. JIM TIRABASSI: Based on the signage square footage area, does the sign frame have a certain height? JIM SMITH: Yes, there is a maximum height. JIM TIRABASSI: Okay, there is a maximum height. JIM SMITH: Yeah, but in this situation, he's going down. JIM TIRABASSI: Right, but so he...it can be at a certain height, but within that height, there's only the square footage. Okay, that is all I wanted to find out. JIM SMITH: What is it now? Ten (10) feet height? RICHARD CANUEL: Yeah, because it's the Overlay District. It's limited to ten (10) foot height maximum. [Overlapping comments] JIM SMITH: Okay, so it's a ten (10) foot high max, multi-unit would be fifty (50) feet. JAY YENNACO: Right, fifty (50) feet yeah, I got that, just... JIM SMITH: That's what we're a variance from. JAY YENNACO: Right. JIM SMITH: So what we're looking at is to add enough so that he can get it up, get that additional area, okay. Anyone else? In that case, we'll close the public hearing and go into deliberation.

DELIBERATIONS:

JIM SMITH: Neil, you weren't here, so do you have any questions?

 NEIL DUNN: No, I don't, I was just reading the five (5) points. I read them previously. I guess my biggest thought would have been by lowering it, did we change...make any safety issues? But it's off 102. It's not near any other their entrance or exits. It doesn't impact anything from that point of view. Typically, I like to think I'm pretty in line with the sign ordinance, but when you hear, you know, the thought was he had fifty eight (58) something and that he was that close, and it sits out in this big open front yard, you know, as far as most businesses go stacked on each other. The A-frames don't make sense with the five (5) tenants back there unless, again, it's more to the strip mall. I guess, but in a strip mall you'd only see them if you were walking by. This does give him more visibility, so I'm not concerned with any of the safety stuff, so from the five (5) points of law, I guess it gets back into that, you know, how much signage do we want on the road?

JIM SMITH: Well, you don't...when you look at the scenario, and this wasn't brought up too much, the only other way that he could do it would be to take and reconfigure the sign totally, reducing the area of each of the segments so that instead of having it divided into four (4) segments divided into five (5) segments.

[Overlapping comments]

NEIL DUNN: With that same square footage.

JIM SMITH: With the same square footage.

NEIL DUNN: Well actually, he could go up to fifty (50) instead of forty (40).

JIM SMITH: Yeah, and...but now you're talking the cost of another, basically a brand new sign which then gets into a financial burden. So I think it presents a hardship from that point of view. The only other way to do this would be to increase the overall sign to the full fifty (50) square feet and divide it into five (5) segments, which would then reduce the area for each segment slightly, but the cost of that would be, I think, fairly substantial, and the way he's presenting this, he's not increasing the lighted area of the sign, which is always a good thing.

NEIL DUNN: So would you want that as a restriction?

JIM SMITH: No, I don't think we need to.

[Laughter]

[Laughter]

NEIL DUNN: Then that could change?

JIM SMITH: Okay, anybody else?

JACKIE BENARD: Well, I did want to comment that the applicant does state that in his second response, the spirit of the ordinance, that "The square footage of the sign [would] only increase a minimal amount. The only reason this request is being made is we lost the letter reader board, and when we added an additional tenant". Should there be more

tenants, and signage becomes even more of an issue, maybe address something so that we can sort of define that this is it? You know if there's, if... JIM SMITH: Well, if you wanted to increase the sign even further, he would have to go back to the Zoning Board and design a variance request, and... JACKIE BENARD: Okay. JIM SMITH: Go through all of this, and so forth. JACKIE BENARD: Because, it all hinges on the tenants. So if the tenants increase because the cost to reconfigure the current area and how it's being displayed is, you know, we get into that cost factor, but should there be more tenants...I mean the sign has outgrown... JIM SMITH: Well, you know... JACKIE BENARD: In the way that's it configured right now. If there should be one (1) more. ANNETTE STOLLER: Well then he'd have to come back to the Board. JIM SMITH: If he would try to increase the size, he would have to go back and try to get another variance. NIEL DUNN: Or, he'd make the... JIM SMITH: This also kind of gets into the whole issue of signs. JACKIE BENARD: You know, and can you see it? JIM SMITH: Exactly. [Overlapping comments] JIM SMITH: Once you get beyond a certain amount of verbiage on a sign, it becomes impossible to read, and they just don't work. I think if you talk to a sign company, he'll try to talk the person down you know on verbiage rather than up, but right now, we're just looking at whether or not to increase this sign to allow that additional space at the bottom of the board. ANNETTE STOLLER: Hope he doesn't have a large snowfall to contend with. [Laughter] JIM SMITH: Well, if we were in Buffalo, you wouldn't even see the sign any more. [Laughter] ANNETTE STOLLER: Yeah, so... JIM SMITH: So anybody else? Neil?

NEIL DUNN: Well, I guess the other...I know I don't want it to look like Salem, and busy, and I guess if the message keeper, what do we call them, wasn't there he would still have his new tenant sign. He just wouldn't have the message sign.

[Overlapping comments]

NEIL DUNN: What was the terminology we used? I apologize.

JIM SMITH: Message board.

NEIL DUNN: Message board. I mean if it wasn't granted then he'd put the tenant sign there and not have the message board.

JACKIE BENARD: Correct.

[Overlapping comments]

JACKIE BENARD: I guess that's sort of where I was leading into.

NEIL DUNN: Oh, I see I'm sorry about that Jackie. So, I mean there's room there for the new tenant, so...

[Overlapping comments].

JACKIE BENARD: There is.

NEIL DUNN: Maybe it gets back to, is it getting too busy, and how we all feel about signs, or how individually we feel about signs? So, I guess we're, he would have his tenant sign and still keep his message board? I don't know, just a though, I don't know.

JIM SMITH: I think personally the message board is useless.

NEIL DUNN: It's kind of low. The fence is there, so...[Indistinct].

JACKIE BENARD: And the speed on 102 for you to be able to read all of that going down and then hit that last message board. I mean the purpose for this sign is for the tenants. The applicant so states, so we have use, we have room there for the tenant. It's a sacrifice of the message board that we're talking about because he doesn't want to sacrifice, but there is room there to put the new tenant.

NEIL DUNN: I guess looking at the points of law, the spirit of the ordinance, I guess that's where you were going Jackie?

474 JACKIE BENARD: Yeah.

NEIL DUNN: And, we both ended up at the same place with different verbiage. The response is "The square footage of the sign will only increase a minimal amount. The only reason this request is being made is because we lost a letter reader". Excuse me, "letter reader board when we added an additional tenant". So, it's another one of these self-imposed, 'I want more signage,' and...so I don't know, but more specifically, I don't think it really addresses the spirit of the ordinance?

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JACKIE BENARD: Well, you're right because the spirit of the ordinance, the way I interpret it, was to omit, I guess the word... I don't know if cluster...is busyness too much... NIEL DUNN: Well, it's physical size. JACKIE BENARD: Because it's...right. JAY YENNACO: Can I ask a point of order question, and [indistinct]? JIM SMITH: Not at this point. ANNETTE STOLLER: In terms of the surrounding community and whether it is an offensive sign, or not, I have to say honestly it's one of the least offensive signs I've seen. Some of them are very difficult to deal with. JIM SMITH: Okay. JIM TIRABASSI: I do have a question. What if the reader...could the reader board be made half the depth as opposed to the old depth, and would that stay within...? JACKIE BENARD: Would you be able to read it? So it may be an unreasonable... JIM TIRABASSI: One (1) line as opposed to two (2) lines... JACKIE BENARD: Yeah. JIM TIRABASSI: Would be visible, and would it stay within the allotted footage that is permitted? JAY YENNACO: I'll answer that if you want to bring it back up, I mean...? JIM TIRABASSI: Can he answer that? JIM SMITH: Yeah, okay... JAY YENNACO: So are we opening back up to discussion? JIM SMITH: For that. JAY YENNACO: Okay, the one line reader board the way it states, I've discussed it with my tenants and that was due to the hardship. I know the hardships are real questions, as the spirit of the ordinance is. My tenants have all... all tenants have stressed the absolute importance in this economy, which is the hardship. JIM SMITH: Right. JAY YENNACO: We all deal with this hardship every day. JIM SMITH: Right.

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JAY YENNACO: That that message reader board has much increased their business over the years. So I don't want to take it away from any of my tenants. It's as important to them as their sign itself. The one (1) line would be helpful, but it would not display the message, and our tenants do feel as though that 102because they're not going by at sixty (60). They have a stop light. They either have to be stopping, or increasing. It's very readable, so while we're open, I would like to ask another question, if possible?			
JIM SMITH: Okay.			
JAY YENNACO: If you're open to discussion?			
JIM SMITH: Okay.			
JAY YENNACO: If I don't increase my signage beyond the 58.67 the Town has on file, do I need to be here?			
ANNETTE STOLLER: Interesting question.			
RICHARD CANUEL: No. It would not be a variance request at that point.			
JAY YENNACO: Thank you. I'll withdraw my variance request.			
JIM SMITH: You wish to withdraw?			
JAY YENNACO: Please.			
JIM SMITH: Okay.			
JAY YENNACO: Thank you.			
[Laughter]			
RESULT: THE VARIANCE REQUEST OF CASE NO. 10/15/2014-2 WAS WITHDRAWN BY THE APPLICANT.			
RESPECTFULLY SUBMITTED,			
Mail Dun			
NEIL DUNN, ACTING CLERK			
TYPED AND TRANSCRIBED BY NICOLE DOOLAN, PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT SECRETARY			
APPROVED FEBRUARY 18, 2015 WITH A MOTION MADE BY NEIL DUNN, SECONDED BY JACKIE BENARD AND			

APPROVED 5-0-0.