



Town of Merrimack, New Hampshire

Community Development Department

603 424-3531

6 Baboosic Lake Road

Fax 603 424-1408

Town Hall - Lower level - East Wing

www.merrimacknh.gov

Planning - Zoning - Economic Development - Conservation

Memorandum

Date: October 19, 2016

To: Patrick Dwyer, Chair, & Members, Zoning Board of Adjustment

From: Jillian Harris, Planning and Zoning Administrator

Subject: **Jenn Robichaud of Barlo Signs (petitioner) and Hotel at Daniel Webster, LLC. (owner)** — Variance under Section 17.10.3 of the Zoning Ordinance to permit the addition of a 48 s.f. sign to an existing ground sign whereas the combined square footage of the existing signage already exceeds the permitted allowance by the sign ordinance. The parcel is located at 248 Daniel Webster Highway in the I-1 (Industrial) and Aquifer Conservation Districts. Tax Map 3D-2, Lot 005-01. Case # 2016-37.

The following information is provided to aid in your consideration of the above referenced case. Additional background and application materials are included in your packet.

Background:

The subject parcel, Tax Map 3D-2, Lot 005-01 is approximately 6 acres and is located at 248 D.W. Highway within the I-1 (Industrial) and Aquifer Conservation Districts and is serviced by municipal sewer and water from MVD. This site is currently known as The Residences at Daniel Webster (an extended stay hotel), previously known as Hawthorne Suites Hotel. There is a freestanding sign in place that received a variance in 2014 to allow a 121.15 s.f. freestanding sign whereas 48 s.f. is permitted (approximately 2.5x larger than permitted) since the site has 2 ground signs (a monument sign in addition to this freestanding sign). Please see the petitioner's information in the packet for more on how the sign is designed.

The petitioner seeks a variance to permit a 169.15 s.f. freestanding sign whereas 48 s.f. is permitted, to allow space for the recently approved Fig & Olive catering/food service use. The Board should keep in mind that the Petitioner will need to follow the Town's sign regulations as stated in Section 17 of the Zoning Ordinance and obtain a sign permit before the sign can be installed.

Standard of Review: It is the burden of the Petitioner to demonstrate that the five requirements for the granting of a Variance under Section 17.10.3 of the Zoning Ordinance have been met to permit a 169.15 s.f. freestanding sign whereas 48 s.f. is permitted.

cc: Correspondence & Zoning Board File

ec: Jenn Robichaud, Barlo Sign, petitioner (email: jenn@barlosigns.com)
Todd Wilson, Hotel at Daniel Webster, owner (email: twilson@dfi.cc)
Building Department staff