

Addendum to the Variance for additional highway sign with an EMC at Hammond Lumber.

This request relates to the new Hammond Lumber location at 298 N Main St, Rochester NH. Hammond Lumber bought Brock lumber in 2022.

We came in front of the board on November 9th and again on Wednesday February 8th.

We requested a new 50' tall highway sign with a 196 sq ft sign on the part of the site that serves the Spaulding Turnpike as it approaches Exit 14.

The board:

1. Allowed a variance to put 2 signs on one property.
2. Denied the variance requested for a message center larger than 32 sq ft.
3. Asked us to present alternative proposal for the sign with the smaller message center.

We are not able to reasonably present a 32 sq ft message center on this sign. The highway speeds, and with the sight distances involved, the only possible use for a message center is as a time/temperature unit. This does not achieve the goals laid out in our last request.

We are therefore requesting an internally illuminated sign of 50 ft high and 196 sq ft, in the shape of the Hammond oval. We are allowed 75 sq ft, and 30 ft high.

This sign serves Highway traffic, and is by its nature, required to be larger and more visible than signs that serve street level traffic.

The H in Hammond is approximately 24" high.

The International Sign Association publishes a guide that correlates letter size to viewing distance.

Letter Size vs. Distance			Viewing Exposure in Seconds				
Character Height	Optimal Viewing Distance	Max Viewing Distance	Speed of Viewer				
			20 mph	30 mph	40 mph	50 mph	60 mph
3"	30'	100'	3.4	2.5	1.7	1.3	.9
4"	40'	150'	5.1	3.4	2.5	2.0	1.4
6"	60'	200'	6.8	4.5	3.4	2.7	1.9
8"	80'	350'	12.0	7.9	5.9	4.7	3.4
9"	90'	400'	13.6	9.0	6.8	5.4	3.8
10"	100'	450'	15.3	10.2	7.6	6.1	4.3
12"	120'	525'	17.9	11.9	8.9	7.1	5.1
15"	150'	630'	21.5	14.3	10.7	8.5	6.1
18"	180'	750'	25.59	17.0	12.7	10.2	7.3
24"	240'	1000'	34.1	22.7	17.0	13.6	9.7
30"	300'	1250'	42.6	28.4	21.3	17.0	12.1
36"	360'	1500'	51.1	34.0	25.5	20.4	14.6
42"	420'	1750'	59.7	39.7	29.8	23.8	17.0
48"	480'	2000'	68.2	45.4	34.1	27.2	19.4
60"	600'	2500'	85.3	56.81	42.6	34.1	24.3

The letter style used for measuring is a sans serif face with medium stroke, such as Arial Bold. Based on black letters on white background. Distance may vary 10% with various color combinations. Viewing ranges approximate.

At 60 MPH, a viewer will have 9.7 seconds to read this sign. The maximum visible distance of 1000 ft correlates to the start of the off ramp for traffic heading north and, for southbound traffic, as they cross the overpass over 10 Rod Rd.

It is not out of scale with other signs in the area:

- 1) The Lowes sign is approximately 400 sq ft, and its location and height make it very visible to Highway traffic.
- 2) The Home Depot has 2 signs- one on Main, and one facing Rt16. The estimated total of these signs is 220 sq ft.

1) Granting this variance would not be contrary to the Public Interest

The public interest is served by:

- a) Maintaining the viability of this site.
- b) Attracting people that drive by on the highway and directing them to the site.
- c) The Hammond Lumber sites are on 4 lots; this negates the concern of clutter.

The Public interest is served by having Hammond serve the town.

2) The proposed use will observe the spirit of the ordinance:

Our request:

- a) Allows Highway traffic to identify Hammond Lumber and it's offerings
- b) Mitigates some of the disadvantages caused by the change in the exit.

3) Substantial Justice would be done to the Property owner by granting the Variance:

As previously discussed, the site suffers from several disadvantages because of the road changes.

In light of the location and height of the road above the lot, this is a reasonable alternative to identify this company/

4) The proposed use will not diminish the values of surrounding properties:

There are several other signs in the area of the same scale and height as the sign we are requesting. For example, Lowes is 440 sq ft, The Ridge is approximately 200 sf, Lilac Mall's larger sign is 180 sq ft, Washington Place has about 200 sf with a 60 sf Digital Sign.

Home Depot itself has 2 signs totaling about 220 sf.

This new sign that implements branding on the highway, will logically not influence property values.

5) Literal enforcement of the provisions of the ordinance would result in an unnecessary hardship because:

The disadvantages forced on this site are not of its making. The changes to the exit have created a unique situation where Hammond's clientele must access its facility, essentially adjacent to a competitor. The code cannot have foreseen this situation when it was written.

This is unique to this site in this specific vicinity.

