



# City of Rochester, New Hampshire

Department of Building, Zoning and Licensing Services  
31 Wakefield Street \* Rochester, NH 03867  
(603) 332-3508 \* Fax (603) 509-1912

RECEIVED

MAR 23 2016

## APPLICATION FOR A VARIANCE

TO: **BOARD OF ADJUSTMENT  
CITY OF ROCHESTER**

Phone No 6033947676

Name of applicant Hobby Lobby

Address 92 Farmington Rd

Owner of property concerned Waterstone Retail

(If the same as applicant, write "same")

Address 322 Reservoir St., 2nd Floor, Needham, MA 02494

(If the same as applicant, write "same")

Location 120 Marketplace Blvd., Unit 3

Map No. 216

Lot No. 11

Zone GRD

Description of property The Ridge Marketplace Shopping Center

Proposed use or existing use affected retail establishment; shopping center

The undersigned hereby requests a variance to the terms of Article \_\_\_\_\_,  
Section 42.29 and asked that said terms be waived to permit additional quantity of wall signs

C.I. Dimensional Standard Table

The undersigned alleges that the following circumstances exist which prevent the proper enjoyment of his land under the strict terms of the Zoning Ordinance and thus constitute grounds for a variance.

Signed [Signature]

Agent

(Applicant)

## CRITERIA FOR VARIANCE

Case # 2016-11

Date: 3-23-16

A Variance is requested by Hobby Lobby

from Section 42.29 Subsection C.1. dimensional standards

of the Zoning Ordinance to permit: an additional quantity of wall signs

at 120 Marketplace Blvd., Unit 3 Map 216 Lot 11 Zone

Facts supporting this request:

1) The proposed use would not diminish surrounding property values because:

Because adjacent properties are also retail, signage is not a negative and therefore, will not cause property values to be adversely affected.

2) Granting the variance is not contrary to the public interest because: The informative value

of of additional produce offering indicated by signage is helpful to the public, therefore not contrary to the public interest.

3.) Denial of the variance would result in unnecessary hardship to the owner because of the following special circumstances of the property: The owner currently has (1) location in the

state of New Hampshire and therefore the consumer has limited knowledge to their product offering. By denying this request, the owner loses the opportunity to provide valuable information.

4.) Granting the variance would do substantial justice because: The consumer would greatly

benefit from the owner being able to provide an "at a glance" awareness of the product offering.

5.) The use is not contrary to the spirit of the ordinance because: The owner is trying to provide a

mechanism for the consumer that they get value from; rather than over signing the property by adding duplicates or lighted variations.

Name Axel Thewes

3/23/2016

Date:

RECEIVED  
MAR 23 2016



October 8, 2015

Larry Hostetter  
Sign Department Store Planning  
Hobby Lobby Stores, Inc.  
7707 S.W. 44<sup>th</sup> Street  
Oklahoma City, OK 73179

Re: Sign Shop Drawing Submittal  
Hobby Lobby  
The Ridge  
92 Farmington Road  
Rochester, NH 03867

Dear Larry;

Following a review by Waterstone Rochester, LLC, this letter confirms that the submitted and attached Building sign shop drawings dated 9/29/15 at The Ridge, Rochester, NH have been "Approved," pending the following general provisions:

1. The maximum dimensions of the sign must **not** exceed the approved size on the attached drawings.
2. The sign must conform to all State and local fire, zoning, and building code requirements.
3. The proposed sign will require a permit by the City of Rochester Building Department **prior** to installation; your sign company must make this application.
4. Sign Company must provide 3 days prior notice for installation and review procedures with me on the phone regarding installation requirements.
5. Sign Company must provide a Certificate of Insurance (coverage as noted in your lease) prior to applying for the sign permit.
6. The sign company must submit the sign permit application.
7. All electrical work required to connect the sign, including a timer to turn on/off the signs, circuiting, and connection to your electrical panel is Tenant's Work which must be completed during your construction.
8. All equipment including lifts and bucket trucks require protection of the pavement/sidewalk/patio or other surface to avoid damage caused by the equipment. This includes installation vehicles must have plywood to protect the asphalt from outriggers, & installation vehicles cannot go on the sidewalks.

RECEIVED

MAR 23 2016



9. All wall penetrations require silicone seal to be placed by the installer at the time the signs are installed. The wall system (the wall in the sign band area) must be treated with care during installation to avoid damage.
10. Proper barricading must be provided in all common areas during hours of operation to protect the public.

Please move forward and submit the Landlord approved sign shop drawings to the City of Rochester Building Department for final review and permitting.

In addition, please note that I must be notified in advance, of the date that the signage will be installed. A copy of the approved sign permit and the sign contractor's insurance certificate must be sent to me prior to the sign installation.

Please feel free to contact me with any questions or concerns.

Respectfully,



Douglas Richardson  
Vice President of Development  
Waterstone Retail  
322 Reservoir Street, 2<sup>nd</sup> Floor  
Needham, MA 02494  
T: (781) 559-3301 x112  
M: (617) 447-4027  
[drichardson@waterstoneretail.com](mailto:drichardson@waterstoneretail.com)

Rochester, NH

# HOBBY LOBBY

## Landlord Sign Package Approval

Landlord Signature

Date

Upon arrival at the job site, if you find any differences between the drawings and the actual physical characteristics of the building which may require repositioning of the signs, or if someone on the job site tells you to install the signs in a different position than is called for on the drawings, stop immediately and call one of the following for authorization:  
Starlite Sign - Debbie Stellar / 817-691-3528;  
Hobby Lobby Store Planning - Larry Hostetter / 405-745-1178 or Ben Carver / 405-745-6201;

Failure to do so may result in the installer having to bear the expense of reinstalling the sign in the correct position.



LOCATION

Since 1956  
**StarliteSign**  
www.starlitesign.com

7923 E. McKinney St., Denton, TX 76208  
(940) 382-8850 Fax: (940) 387-0429

Hobby Lobby CUSTOMER

116 Farmington Rd. CUSTOMER

Rochester, NH CITY ST

Debbie Stellar ASST. MGR. Samantha Cousseaux PRES. MGR.

Bids are good if accepted within 30 days of proposal. This drawing is the property of Starlite Sign, which reserves all rights to its reproduction and display.

DESIGNED BY: G. Owens DATE: 09-29-15 DATED DATE: 1509-116 DOWNS OF: 01 of 09

REVISIONS

# DATE BY DESCRIPTION

**Site Plan Details:**

- Top Row (Left to Right):**
  - CINEMAGIC 10 SCREENS (4,608)
  - The Paper Store (5,212)
  - PROPOSED ULTA (13,000)
  - Hobby Lobby** (Orange Box)
  - dressbarn (7,590)
  - rue 21 (5,300)
  - FAMOUS FOOTLOCKER (5,300)
  - Marshalls (23,000)
  - PETCO (13,000)
  - PROPOSED FIVE BELOW (5,000)
- Middle Section:**
  - FUTURE OUTPARCEL AREA
  - ALDI (17,018)
- Bottom Row (Left to Right):**
  - RESTAURANT (7,500)
  - CVS (4,150)
  - RITE AID (15,000)
  - DOUBLE-FACE PYLON
- Other Features:**
  - TRAFFIC SIGNAL
  - FARMINGTON ROAD
  - ADT 34,000
  - PYLON SIGN
  - DOUBLE-FACE PYLON

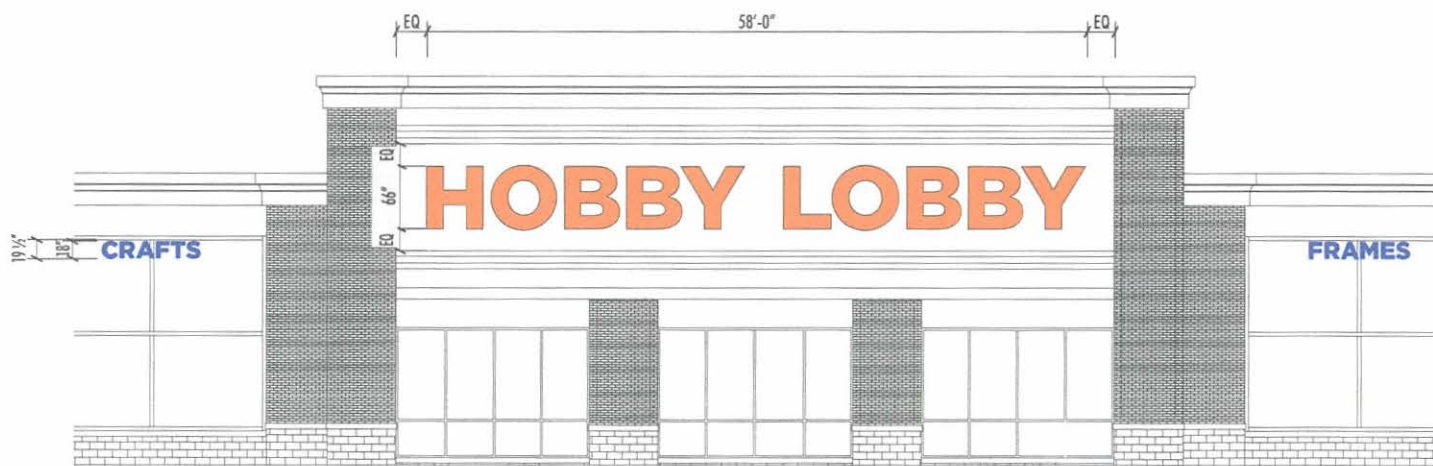
[illegible]

SCALE RULER WHITE BAR SHOULD MEASURE 1" LONG



- 
- Architectural elevation drawing of the Hobby Lobby storefront. The drawing shows a long, single-story building with a flat roof and large display windows. The central entrance is marked with the "HOBBY LOBBY" logo. Various window sections are labeled: "FLORAL", "HOME ACCENTS", "CROCHETS", "PICTURES", "ART SUPPLIES", and "SEASONAL". Above the windows, there are labels for "EQ" (equipment) and "58'-0" x 58'-0" = 319 SQ. FT." indicating the size of the display areas. The total width of the storefront is labeled as "290'-0"". The height of the building is indicated as "34'-0" and "25'-6"". The drawing also shows the building's foundation and some landscaping elements like trees and shrubs.

**FRONT ELEVATION**  
SCALE:  $\frac{1}{32}'' = 1'-0''$



**PARTIAL FRONT ELEVATION**  
SCALE:  $\frac{3}{32}'' = 1'-0''$

Failure to do so may result in the installer having to bear the expense of reinstalling the sign in the correct position.

NOTE TO FABRICATORS: ANY CHANGES MADE TO CUSTOMER SPECS MUST BE PRE APPROVED BY PROJECT MANAGER PRIOR TO MANUFACTURING

Hobby Lobby		COUNTY #	
116 Farmington Rd.		COUNTY	
Rochester, NH		CITY ST	
Debbie Stellar	ALST FRT	Samantha Causseaux	
Bids are good if accepted within 30 days of proposal. This drawing is the property of Store Sign, which reserves all rights to its reproduction and display.			
LEGIBLE	LOT #	BIDDING DATE	PRICE OF
G. Owens	46118	09-29-15	1509-116
			03 of 09

[illegible]

Construct & Install Using Only U.L. Listed Components & In Accordance w/Art. 600 of the N.E.C. & any Applicable Local Codes  
**U/L LABELS REQUIRED**  
**(1) 20amp**  
120V DEDICATED CIRCUIT(S) REQ'D

SIGN	SIZE	S/F
HOBBY LOBBY	5'-6" x 58'-0"	319
CRAFTS	1'-6" x 8'-9 1/2"	13.2
HOME ACCENTS	1'-6" x 17'-5"	26.1
SEASONAL	1'-6" x 12'-3"	18.3
FLORAL	1'-6" x 8'-9 1/4"	13.1
FRAMES	1'-6" x 9'-1 1/4"	13.6
ART SUPPLIES	1'-6" x 15'-10 1/2"	23.8
	TOTAL SQ. FT.	427.1

WALLY HAN SAVED US ALL ASIDE 1.3.2014





8'-9 3/8"

18"

**CRAFTS**

1'-6" x 8'-9 3/8" = 13.2 SQ. FT.

8'-9 1/4"

18"

**FLORAL**

1'-6" x 8'-9 1/4" = 13.1 SQ. FT.

12'-3"

18"

**SEASONAL**

1'-6" x 12'-3" = 18.3 SQ. FT.

17'-5"

18"

**HOME ACCENTS**

1'-6" x 17'-5" = 26.1 SQ. FT.

9'-1 1/4"

18"

**FRAMES**

1'-6" x 9'-1 1/4" = 13.6 SQ. FT.

15'-10 1/2"

18"

**ART SUPPLIES**

1'-6" x 15'-10 1/2" = 23.8 SQ. FT.

 18" NON-ILLUMINATED CHANNEL LETTERS  
SCALE: 1/2" = 1'-0"

SIX 18" DEPTS. = 108.1 SQ. FT.



7923 E. McKinney St., Denton, TX 76208  
(940) 382-8850 Fax: (940) 387-0429

Hobby Lobby CUSTOMER'S

116 Farmington Rd. LOCATION

Rochester, NH CITY, ST.

Debbie Stellar ADJ. EST. Samantha Cousseaux

Bids are good if accepted within 30 days of proposal. This drawing is the property of Starlite Sign, which reserves all rights to its reproduction and display.

DATE: 09-29-15 1509-116 05 of 09

G. Owens 46118

REVISIONS

NO. DATE BY DESCRIPTION

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MAP

0011

BLOCK

0000

LOT

LOT2

LOT3

1 of 1

CARD

TOTAL ASSESSED: 4,909,660

!645!

Rochester



**Patriot**  
Properties Inc.

## USER DEFINED

Prior Id # 1:

Prior Id # 2:

Prior Id # 3:

Prior Id # 1:

Prior Id # 2:

Prior Id # 3:

Prior Id # 1:

Prior Id # 2:

Prior Id # 3:

ASR Map:

Fact Dist:

Reval Dist:

Year:

LandReason:

BldReason:

## IN PROCESS APPRAISAL SUMMARY

Use Code	Building Value	Yard Items	Land Size	Land Value	Total Value
390			36.670	4,908,100	4,908,100
673			49.230	1,560	1,560
Total Card			85.900	4,909,660	4,909,660
Total Parcel			85.900	4,909,660	4,909,660
Source: Market Adj Cost			Total Value per SQ unit /Card: N/A		/Parcel: N/A

## Legal Description

CONSERVATION EASEMENT BK 3832 PG  
179. EASEMENT TO FAIRPOINT & PSNH  
BK 4306 PG 394

User Acct

27684

GIS Ref

GIS Ref

Insp Date

Entered Lot Size

Total Land: 85.9

Land Unit Type: AC

## PREVIOUS ASSESSMENT

Parcel ID 0216-0011-0000

Tax Yr	Use	Cat	Bldg Value	Yrd Items	Land Size	Land Value	Total Value	Asses'd Value	Notes	Date
2015	036	FV		0	85.9	5,483,429	5,483,429	4,909,660	Year-end	10/1/2015
2014	036	FV		0	85.	1,207,067	1,207,067	469,604	Year End Roll	9/29/2014
2013	036	FV		0	85.	1,207,067	1,207,067	469,715	Year End Roll	9/4/2013
2012	036	FV		0	85.	1,207,067	1,207,067	470,773	Year End Roll	9/20/2012
2011	036	FV		0	85.	1,207,090	1,207,090	390,830	Year End Roll	9/27/2011
2010	673	FV		0	85.	1,207,059	1,207,059	6,807	roll	8/26/2010
2009	673	FV		0	85.	1,232,059	1,232,059	7,705	Year End Roll	9/24/2009
2008	673	FV		0	85.	1,232,059	1,232,059	8,976		8/25/2008

## PRINT

Date

Time

03/29/16

11:23:31

## LAST REV

Date

Time

03/28/16

14:48:43

leona

645

## SALES INFORMATION

## TAX DISTRICT

## PAT ACCT.

Grantor	Legal Ref	Type	Date	Sale Code	Sale Price	V	Tst	Verif	Assoc PCL Value	Notes
RT 11 INVESTM I	4238-739	1	8/29/2014	Current Use	5,400,003	No	No	4		CHANGED IN USE APPROVED BY PLANNING
TUFTS OLIVE F E	1199-640	3	11/27/1985	Estate Sale	200,000	No	No	4		

## BUILDING PERMITS

## ACTIVITY INFORMATION

Date	Number	Descrip	Amount	C/O	Last Visit	Fed Code	F. Descip	Comment
3/18/2016	E-16-36	ELECTRIC	1,200	O				
2/11/2016	E-16-5	ELECTRIC	40,000	O				
2/5/2016	E-16-2	ELECTRIC	11,000	O				
1/25/2016	12752	ELECTRIC	75,000	O				
1/25/2016	12753	PLUMBING	12,400	O				
1/25/2016	12754	HEATING	101,000	O				
1/25/2016	12755	HEATING	54,000	O				
1/25/2016	12757	SIGN	44,000	O				
1/25/2016	12758	SIGN	4,386	O				
1/12/2016	12655	ELECTRIC	198,000	O				

Date	Result	By	Name
11/17/2015	OWN ADD CHG	VK	VERNA
3/26/2015	CORRECTION	TM	TOM
9/15/2014	DEED CHANGE	VK	VERNA
7/5/2012	C U CHANGE	TM	TOM
7/5/2011	C U CHANGE	TM	TOM
11/8/2010	C U CHANGE	TM	TOM
10/6/2005	C U CHANGE	TM	TOM
10/26/2001	NO INSP	GN	GAYE

Sign:

VERIFICATION OF VISIT NOT DATA

\_/\_/\_

## AND SECTION (First 7 lines only)

Use Code	Description	LUC Fact	No of Units	Depth / PriceUnits	Unit Type	Land Type	LT Factor	Base Value	Unit Price	Adj	Neigh	Neigh Infl	Neigh Mod	Infl 1	%	Infl 2	%	Infl 3	%	Appraised Value	Alt Class	%	Spec Land	J Code	Fact	Use Value	Notes
390	COM DEV LA		21		PRIMARY A UNDEVELOPE		1.0	0	225,000.	1.000	3001									TIF3 GR	4,725,000					4,725,000	APPROVAL 11/3/201
390	COM DEV LA		15.67		EXCESS AC	EXCESS	1.0	0	15,000.	0.779	3001										183,128					183,100	
673	CARD		49.23		EXCESS AC	EXCESS	1.0	0	15,000.	0.779	3001										575,329		36			1,560	

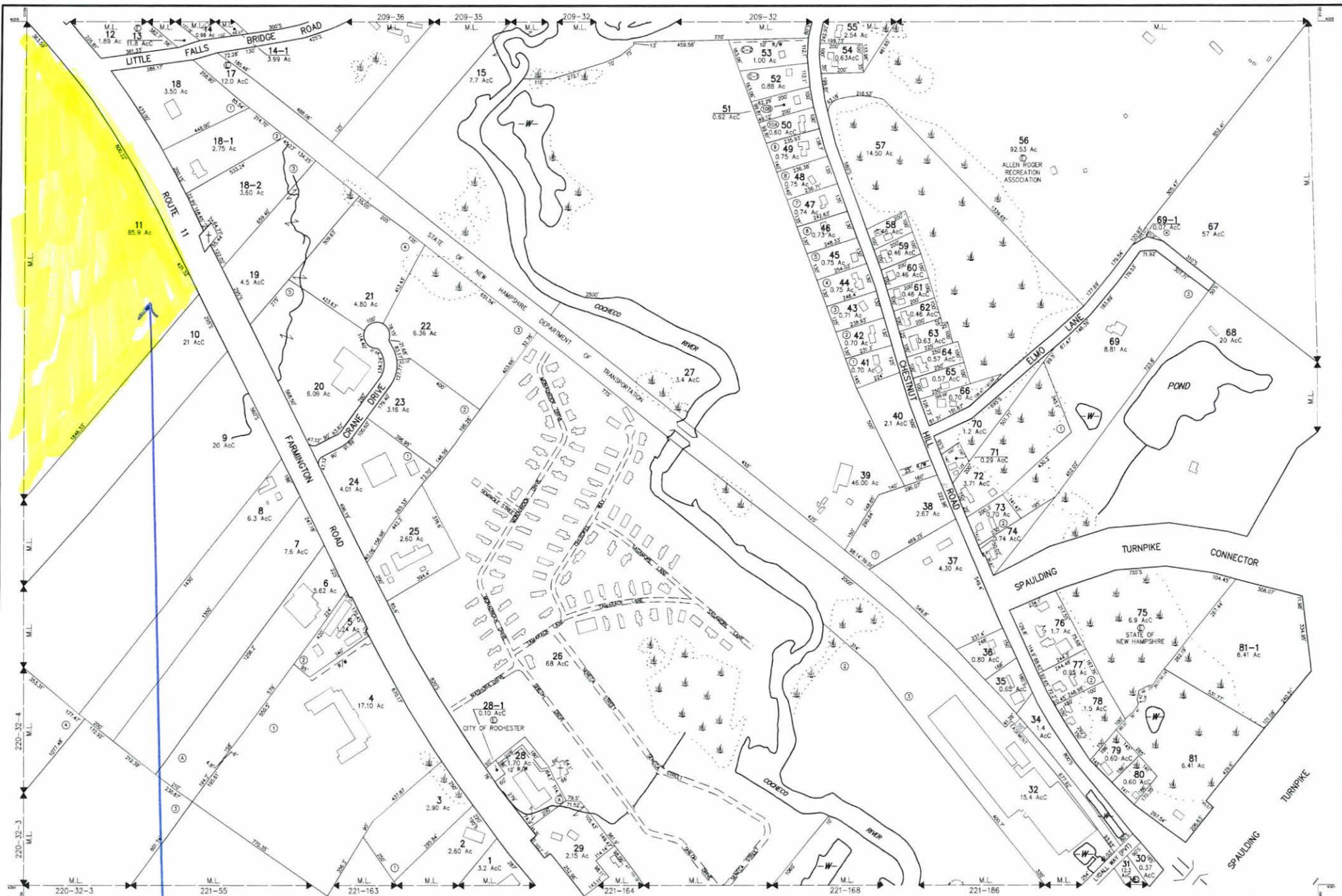
Total AC/HA:	85.90000	Total SF/SM:	3741804.00	Parcel LUC:	036	MIX COMM/CU	Prime NB Desc:	COMMERCIAL	Total:	5,483,458	Spl Credit:	573,769	Total:	4,909,660
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Disclaimer: This Information is believed to be correct but is subject to change and is not warranted. Database: AssessPro

kareng

2016





THIS MAP IS FOR ASSESSMENT PURPOSES. IT IS NOT VALID FOR LEGAL DESCRIPTION OR CONVEYANCE.  
 THE HORIZONTAL DATUM IS THE NEW HAMPSHIRE STATE PLANE COORDINATE SYSTEM.  
 PHOTOGRAPHY DATE: APRIL 28, 1990  
 COMPLETION DATE: JUNE 30, 1992

PRODUCED BY  
**CAI Technologies**  
 11 PLEASANT STREET, SUITE 100  
 BURLINGTON, VERMONT 05401  
 WWW.CAI-TECH.COM

LEGEND  
 AREA SURVEYED: . . . . . AC  
 AREA CALCULATED: . . . . . AC  
 RECORD DIMENSION: . . . . . 100'  
 SCALED DIMENSION: . . . . . 100'  
 MATCH LINE: . . . . .  
 WATER: . . . . .

EXEMPT PROPERTY: . . . . .  
 SUBDIVISION LOT NO.: . . . . .  
 BUILDING: . . . . .  
 RIGHT OF WAY: . . . . .  
 COMMON OWNERSHIP: . . . . .  
 WETLANDS: . . . . .

FEET  
 0 100 200 300 400 500  
 METERS  
 0 50 100 150  
 SCALE 1" = 200'  
 REVISED TO: APRIL 1, 2015

PROPERTY MAPS  
**ROCHESTER**  
 NEW HAMPSHIRE

INDEX DIAGRAM  
 208 209 210  
 217 218 219  
 220 221 222

MAP NO.  
**216**









# 0 Abutters List Report

Rochester, NH  
March 23, 2016

16 X 3.94  
Variance

63.04  
175.00  
238.04

## Subject Property:

Parcel Number: 0216-0011-0000  
CAMA Number: 0216-0011-0000  
Property Address: 92 FARMINGTON RD

Mailing Address: WATERSTONE ROCHESTER LLC %  
WATERSTONE RETAIL DEVELP  
322 RESERVOIR ST 2ND FLR  
NEEDHAM, MA 02494-3154

## Abutters:

Parcel Number: 0208-0001-0000  
CAMA Number: 0208-0001-0000  
Property Address: 126 FARMINGTON RD

Mailing Address: ADAMIAN CONSTRUCTION & DEV CORP  
29 MILL ST  
ARLINGTON, MA 02476-4733

Parcel Number: 0208-0001-0001  
CAMA Number: 0208-0001-0001  
Property Address: 116 FARMINGTON RD

Mailing Address: INFINITY ROCHESTER PROP LP % WS  
ASSET MGMT INC  
33 BOYLSTON ST STE 3000  
CHESTNUT HILL, MA 02467

Parcel Number: 0208-0001-0000  
CAMA Number: 0208-0001-A000  
Property Address: 0 FARMINGTON RD

Mailing Address: NORTHERN NE TELEPHONE OPER LLC  
% FAIRPOINT COMM INC  
770 ELM ST  
MANCHESTER, NH 03101

Parcel Number: 0216-0009-0000  
CAMA Number: 0216-0009-0000  
Property Address: 68 FARMINGTON RD

Mailing Address: STRATHAM INDUSTRIAL PROPERTIES  
INC  
P O BOX 284  
STRATHAM, NH 03885-0284

Parcel Number: 0216-0018-0000  
CAMA Number: 0216-0018-0000  
Property Address: 95 FARMINGTON RD

Mailing Address: GTY MA/NH LEASING INC  
125 JERICHO TPK SUITE 103  
JERICHO, NY 11753

Parcel Number: 0216-0018-0001  
CAMA Number: 0216-0018-0001  
Property Address: 83 FARMINGTON RD

Mailing Address: BOSTONIA NOMINEE TRUST %  
DEMETRIOS VARDAKOSTAS  
235 ADAMS ST  
QUINCY, MA 02169

Parcel Number: 0216-0018-0002  
CAMA Number: 0216-0018-0002  
Property Address: 77 FARMINGTON RD

Mailing Address: ROCHESTER HOSPITALITY LLC %  
RAICHE & CO CPAS PA  
680 CENTRAL AVE SUITE 101  
DOVER, NH 03820

Parcel Number: 0216-0020-0000  
CAMA Number: 0216-0020-0000  
Property Address: 8 CRANE DR

Mailing Address: NEWPORT PARTNERS LLC  
P O BOX 1998  
ROCHESTER, NH 03866-1998

Parcel Number: 0216-0021-0000  
CAMA Number: 0216-0021-0000  
Property Address: 33 CRANE DR

Mailing Address: ROSE REALTY LLC  
334 ROUTE 108  
MADBURY, NH 03823-7626

Parcel Number: 0217-0054-0000  
CAMA Number: 0217-0054-0000  
Property Address: 141 TEN ROD RD

Mailing Address: STARKEY BARBARA JEAN &  
BALLENTINE JAMES OWEN  
163 ESTES RD  
ROCHESTER, NH 03867-4248



www.cai-tech.com

3/23/2016

Data shown on this report is provided for planning and informational purposes only. The municipality and CAI Technologies are not responsible for any use for other purposes or misuse or misrepresentation of this report.

Page 1 of 2



# 0 Abutters List Report

Rochester, NH  
March 23, 2016

Parcel Number: 0217-0055-0000  
CAMA Number: 0217-0055-0000  
Property Address: 135 TEN ROD RD

Mailing Address: CARON DANIEL & RUTH  
135 TEN ROD RD  
ROCHESTER, NH 03867-4246

Parcel Number: 0217-0059-0000  
CAMA Number: 0217-0059-0000  
Property Address: 125 TEN ROD RD

Mailing Address: MANK ANDREA L & LAFFEY SCOTT D &  
125 TEN ROAD RD  
ROCHESTER, NH 03867-4246

Parcel Number: 0220-0032-0004  
CAMA Number: 0220-0032-0004  
Property Address: 107 TEN ROD RD

Mailing Address: FORCIER ROBERT R JR  
107 TEN ROD RD  
ROCHESTER, NH 03867-4246

*Sign Erection & Mtnce Inc*  
*Hobby hobby*



[www.cai-tech.com](http://www.cai-tech.com)

3/23/2016

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Page 2 of 2