



City of Rochester, New Hampshire

Zoning Board of Adjustment

Variance Application

TO: BOARD OF ADJUSTMENT
CITY OF ROCHESTER

DO NOT WRITE IN THIS SPACE

CASE NO. _____

DATE FILED _____

ZONING BOARD CLERK

Applicant: **NODROG FARMS LLC d/b/a SHOP ALPACA & THINGS**

E-mail: **INFO@NODROGFARMS.COM** **603-664-7206**

Applicant Address: **125 MALLEGO ROAD, BARRINGTON, NH 03825**

Property Owner: **WATERSTONE PROPERTIES GROUP**

Property Owner Address: **117 KENDRICK STREET, NEEDHAM, MA 02494**

Variance Address: **92 FARMINGTON ROAD (ROUTE 11), ROCHESTER, NH 03867**

Map Lot and Block No: **MAP 216 / LOT 11 / ZONE: GRD**

Description of Property: **COMMERCIAL SHOPPING PLAZA WITH 20+ RETAIL STORE AND GROWING**

Proposed use or existing use affected: **INSTALLATION OF TWO (2) TRAILER MOUNTED SIGNS. REVIEW ATTACHMENT "A"**

The undersigned hereby requests a variance to the terms of the Rochester Zoning Ordinance, Ch. 275, Section ____
and asks that said terms be waived to permit **IN REFERENCE TO ZONING 275, ATTACHMENT 10, TABLE 29-A**
"SIGNS" IN THE COMMERCIAL DISTRICT OF GRANIT RIDGE
DEVELOPMENT, THE INSTALLATION TO TWO (2) PORTABLE
TRAILER MOUNTED SIGNS.

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. **I understand that while presenting my case the testimony should be confined to the 5 criteria and how they pertain to my case.**

Signed: _____

Date: **11-17-2020**



City of Rochester, New Hampshire

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Variance Criteria

1) Granting the variance would not be contrary to the public interest because:

Granting the variance would not substantially alter the characteristics of the neighborhood nor would public health safety or welfare be threatened. In addition, the informative value of the additional produce offering indicated by signage is helpful to the public, therefore not contrary to the public interest.

2) If the variance were granted, the spirit of the ordinance would be observed because:

Nodrog Farms is trying to provide a mechanism for the consumer to learn about Alpacas and the product that is produced from their fiber.

3) Granting the variance would do substantial justice because:

The hardship upon the owner of Nodrog Farms LLC is not outweighed by greater benefit to the general public should the variance be denied. In addition, to the best of our knowledge, Shop Alpaca & Things is the only dedicated retail store in the state of New Hampshire offering locally raised Alpaca products and history has proven that the consumer has very limited knowledge about the Alpaca fiber the product that it produces.

4) If the variance were granted, the values of the surrounding properties would not be diminished because:

The surrounding properties are commercial in nature, consistent with the proposed use.

5) Unnecessary Hardship:

a. Owing to special **conditions of the property that distinguish it from other properties in the area**, denial of the variance would result in an unnecessary hardship because:

i. No fair and substantial relationship exists between the general public purposes of the ordinance provision and the specific application of that provision to the property because:

The property in question is already an established retail complex with numerous retail stores. However, given the vast property area that is currently available for future retail development, the use of portable signage removes the undue hardship of relocating more typical pole type signage as the development of the retail complex grows.

And:

ii. The proposed use is a reasonable one because:

The placement of the portable signage given the overall proposed Waterstone development of this property and surrounding Waterstone properties in relationship to Route 11:

b. Explain how, if the criteria in subparagraph (A) are not established, an unnecessary hardship will be deemed to exist if, and only if, owing to the special conditions of the property that distinguish it from other properties in the area, the property cannot be reasonably used in the strict conformance with the ordinance, and a variance is therefore necessary to enable reasonable use of it.

An "ENTREPRENEUR" is defined as a person who organizes and operates a business, taking on greater than normal financial risks in order to operate that business. As a family owned business, Nodrog Farms, a Barrington, New Hampshire based LLC as become an entrepreneur. In reviewing the sign, you can see we are trying to inform the general public as to what the Alpaca has to offer. Ask yourself: "Do you know the difference between alpaca fiber and sheep wool?" Remember, the retail store SHOP ALPACA & THINGS is the only dedicated store selling alpaca products in the state of New Hampshire.



NODROG FARMS, LLC

d/b/a

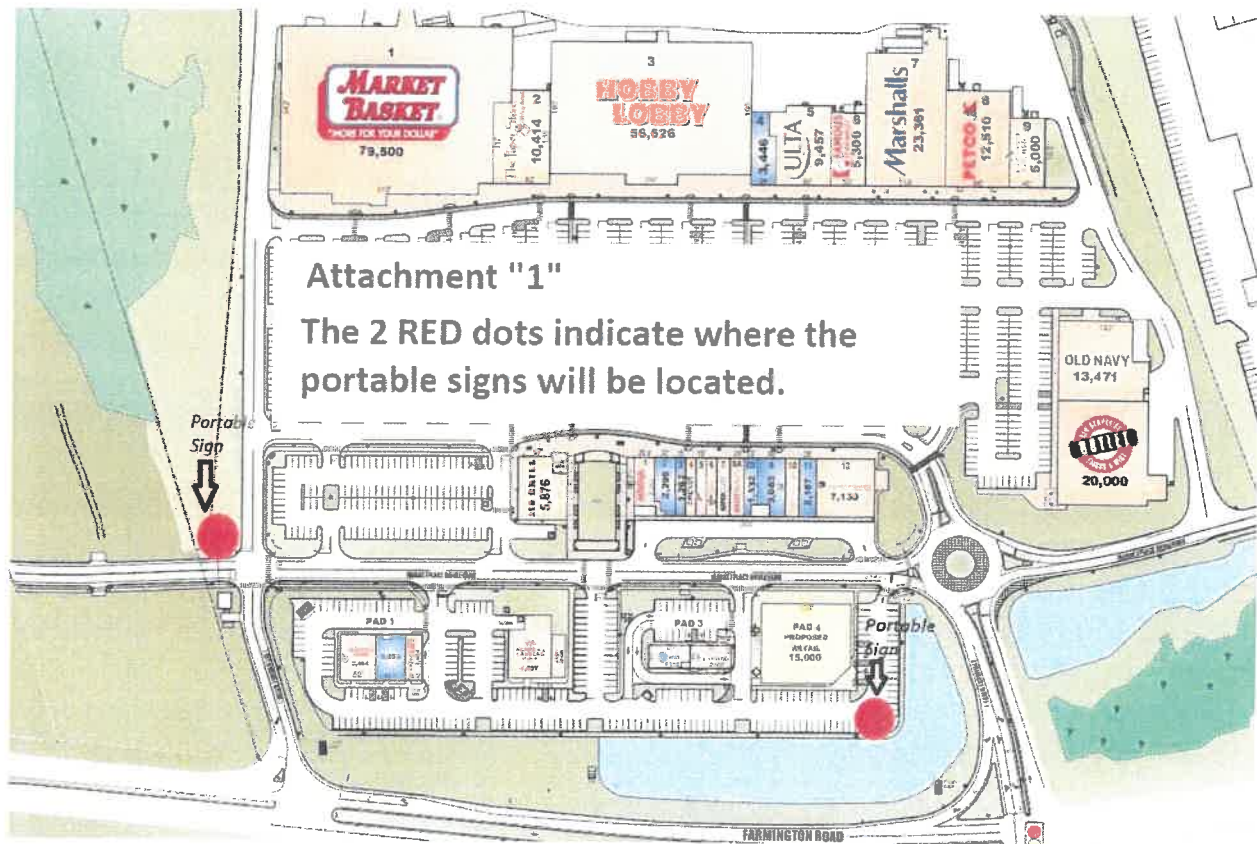
Shop Alpaca & Things

ATTACHMENT "A"

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1. Location of portable sign(s) within the Ridge Market Place complex
2. Email from Waterstone approving the placement for the portable signs.
3. Sign Wording and the reason WHY
4. Overall Portable sign dimensions
5. Sign Illumination
6. Anti-thief provision and under-carriage registration.

Location of Two Portable Signs within the Ridge Market Place Complex



Waterstone approving the placement for the portable signs.

11/13/2020

Weebly Email Service Mail - Rocheters NH - Ridge Market Place - Portable Signs



Gordon Long <info@nodrogfarms.com>

Rocheters NH - Ridge Market Place - Portable Signs

2 messages

Gordon Long <info@nodrogfarms.com>

Thu, Nov 12, 2020

To: Brian Kaplan <bkaplan@waterstonepg.com>, Jennifer Murphy-Aubin <jmurphyaubin@waterstonepg.com>

Bcc: Long Family <nodrog@metrocast.net>

Brian

Based on emails back in October, I just want to confirm that the two (2) RED dots as marked on Attachment 1 are acceptable to Waterstone for placement of 2 portable signs. Enclosed are 2 attachments, title Attachment 1 as Trailer_sign

The reason for this email, as Nodrog Farms, d/b/a Shop Alpaca & Things will be submitting an application to Rochester for a Sign Permit along with a Zoning Board Variance Application and I need a statement from Waterstone approving the location.

If you have any questions or concerns please let me know

Regards

Gordon & Robin Long

Nodrog Farms

Owners

Brian Kaplan <bkaplan@waterstonepg.com>

Thu, Nov 12, 2020

To: Gordon Long <info@nodrogfarms.com>, Jennifer Murphy-Aubin <jmurphyaubin@waterstonepg.com>

Gordon

Waterstone approves the locations in the documents labeled attachment 1 and trailer_sign.

Thanks,

Brian

<https://mail.google.com/mail/u/0/?ik=11264485de&view=pt&search=all&permthid=thread-a%3Ar5569754727251375434&simpl=msg-a%3>

WATERSTONE PROPERTIES

117 KENDRICK STREET SUITE 325
NEEDHAM MA 02494

O 781-559-3301 x131 | M 781-577-2133

WATERSTONEPG.COM

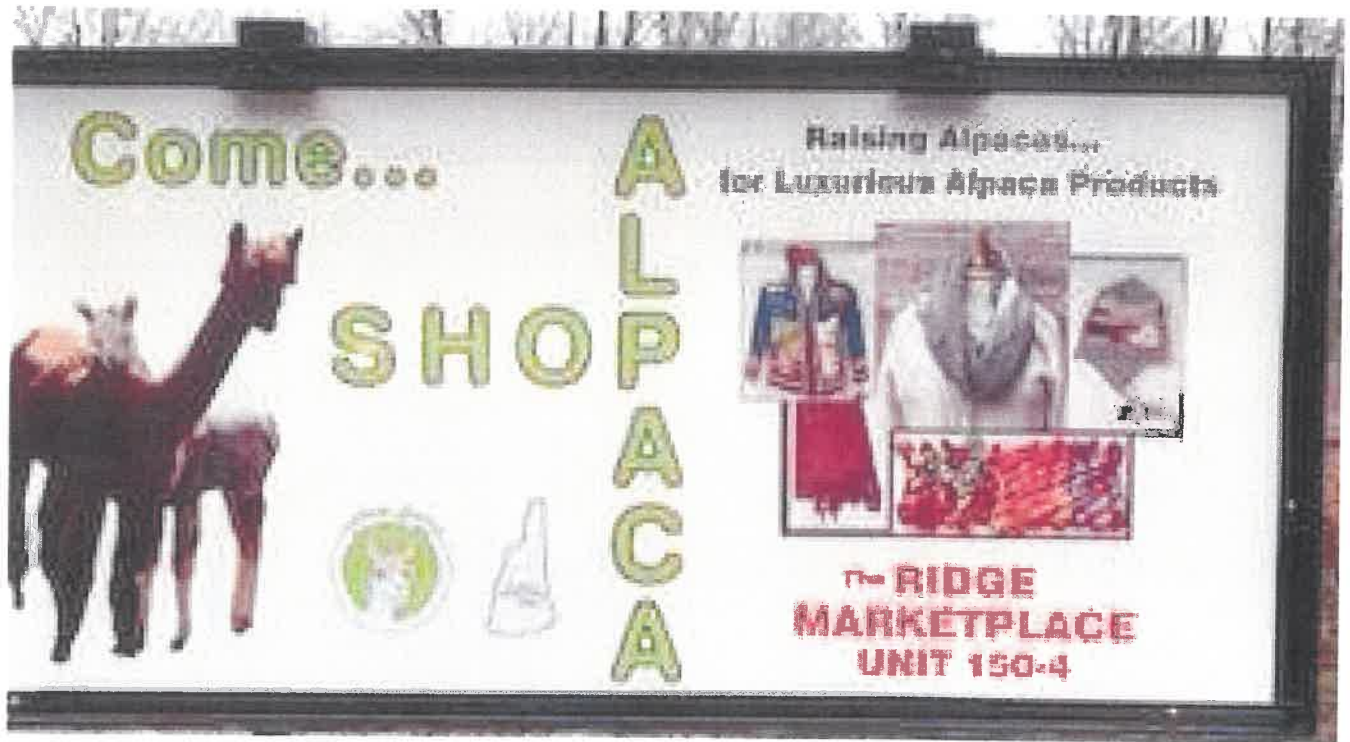


RAISING ALPACAS FOR LUXURIOUS ALPACA PRODUCTS

Nodrog Farms / 125 Mallego Road, Burrimington NH 03825 / 603-864-7206

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Sign Wording & WHY



Nodrog Farms has been raising alpacas since 2009 and starting in 2012 doing fairs (example the Deerfield Fair) and numerous craft shows through-out the New England area. During that time, we have come to learn, that the general public is not that familiar with the alpaca and especially, the remarkable qualities of the alpaca fiber.

With that knowledge, the layout of the sign is designed to help educate the general public in what the alpaca fiber has to offer, thus the reason for the pictures showing sweaters, scarfs, hats and yarn.

Overall Portable Sign Description & Dimensions



- a. Total Length: 121 inches
- b. Total Height: 95 inches
- c. With Safety Legs extended: 90 inches
- d. Total Weight: Approximately 325 lbs

Sign Illumination



The portable sign is totally self contained and does not require any type of external power source. There are two LED lights on each side of the sign.

Anti-Thief Provision



Once the safety legs have been extended and secured. Both the left and right tire/wheel will be removed from the portable sign to discourage theft. In addition, a pad-lock will be installed on the hitch.

The Portable sign under-carriage is fully registered with the state of New Hampshire for travel on public roadways.

