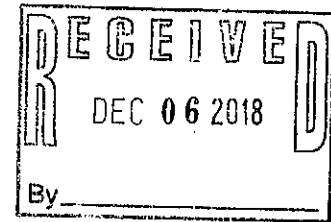


December 3, 2018

Town of Greenville
46 Main Street
Greenville, NH 03048



Attn: Ms. Tara Sousa
Town Administrator

Dollar General
3 Blanch Farm Road
Greenville, NH 03048
Delivery: Regular Mail

Dear Ms. Sousa,

Dollar General Corporation (Dollar General) is an American chain of variety stores headquartered in Goodlettsville, Tennessee. As of January 2016, Dollar General operated over 12,400 stores in most U.S. states. In recent years, the chain has started constructing more stand-alone stores, typically in areas not served by another general-merchandise retailer. Dollar General offers both name brand and generic merchandise — including off-brand goods and closeouts of name-brand items — in the same store, often on the same shelf. Although it has the word "dollar" in the name, Dollar General is not a dollar store by the strict definition of that term as most of its products are priced at more than \$1.00. Outside of larger urban markets and small cities, Dollar General often serves smaller rural areas, such as Bennington, NH, which do not have the customer base for a regular-sized discount department store.

Dollar General was approved by the Planning Board on May 10, 2018 and July 26, 2018 to build a new retail store at 3 Blanch Farm Road, Greenville, NH, (Map 1, Lot 45). On August 22, 2018 N.E. Signs & Awnings filed for and was approved for a Sign Permit to install (1) one 5'-0 1/2" x 10'-0 1/2" (50.63 sf) Freestanding Sign at a height of 20'-0", setback less than 25'-0" from the property line, and (1) 4'-6" x 33'-3" (149 sf boxed or 63 sf letters only) Wall Sign. After the installation of the signs the Building Inspector, Scott Tenney, informed us that the permit should NOT have been issued and that we need a variance for both signs and the sign setback. We are now seeking a Variance with the **Zoning Board of Adjustment from the Town of Greenville Ordinance – Article 4 – Section 4.5 Outdoor Advertisement** – states that no sign shall exceed 18 square feet. See below the five Zoning Board of Adjustment questions and responses:

1. **The proposed use would not diminish surrounding properties values because.** The granting of the variance will not change the values of the surrounding properties as we are located in a Commercial/Industrial zone and the surrounding properties, all commercial, have increased square footages on their existing signage.
2. **Granting the variance would not be contrary to the public interest:** The variance is not contrary to the public interest because the Dollar General retail store will be new to the community and the slightly larger freestanding sign and wall sign will help potential customers safely locate the store and pull in off Main Street. The proposed height of 20'-0", for the freestanding sign, is in keeping with the height for the area lights in the parking lot. As for the 4'-6" high wall sign it is the "length" of the "Dollar General" text that makes the square footage of the sign have to be so much larger, we are also setback approximately 132'-0' from the roadway and this size sign fits in with the standards of most communities.
3. **Denial of the variance would result in "unnecessary hardship" to the owner.** Owing to special conditions of the property that distinguish it from other properties in the area, the property cannot be reasonably used in strict conformance with the ordinance, and a variance is therefore necessary to enable a reasonable use of it: The use of the parcel as a 9,318 square foot Dollar General store

SPECIALIZING IN THE PETROLEUM INDUSTRY
Project Management, Permit Expediting, Drafting & Fire Suppression Plans

within a commercial/industrial area requires the variance for additional site signage. With the building being setback 132'-0" from the roadway the larger wall sign with a height of 4'-6" fits right in with basic sign standards chart which I have attached a copy of. As mentioned, the freestanding sign is actually 52'-0" from the roadway therefore a larger sign is needed. We are also on a hill and the allowed monument sign would not be seen clearly. The proposed sign sizes will get them the necessary clientele to bring business to the new store. The granting of the requested variance poses no adverse impact to the health, safety and general welfare of the community and general character of the neighborhood. As mentioned, the store hours that were approved at the Planning Board meeting are 8 am to 10:00 pm. The signs will be turned off ½ hour after the store closes and only emergency/safety lighting will remain on. Also see attached a letter from Dollar General.

4. **The spirit of the ordinance is observed.** If the variance were granted, the spirit of the ordinance would be observed because the signs allowed per the Sign Ordinance are not large enough to properly advertise a retail store of the size proposed (9,318 square feet). The site is located in a Commercial/Industrial zone and the additional square footage would not be out of place in this area as we are surrounded by a Dunkin Donuts and Haffner's gas station which both have larger than allowed signage.
5. **By granting this variance substantial justice is done.** Substantial justice is done because the proposed freestanding sign is setback 52'-0" from the actual road and the larger square footage and height is needed due to the location of the store in a commercial zone and that we are on a hill. The wall sign needs to be larger due to the size (9,318 s.f.) of the proposed Dollar General. The Dollar General is bringing business and employment to the community. The commercial location means people could be traveling far distances to get to the new store and we need the proper signs for visibly and to safely locate the property. The closest Dollar General is located in Jaffrey, NH over 24 minutes away. Enclosed please find the following information in support of our application:

- (1) One Copy of the Application for Appeal
- (1) One Copy of the letter from Dollar General
- (1) One Copy of the Site Plan sign setbacks shown
- (1) One Copy of the Sign Package with Sign Chart
- (1) One Copy of the Planning Board approval & Sign Permit
- (1) One Copy of the emails from Building Inspector
- (1) One Copy of the Owner Authorization Letter
- (1) One Copy of the Abutters List
- Check #3133 for \$154.00 for the Filing, Abutter Notification and Public Notice fee's

Please review the enclosed Zoning Board of Adjustment application package and let us know when we will be heard as meeting are scheduled as needed. It is my understanding you will do the abutter notifications, if that is not the case please let me know as soon as possible. Please email me the filing fees at capconsulting@verizon.net. If you have any questions or need additional information call me at (774) 239-2781. Thank you in advance for your time in helping to expedite this matter.

Sincerely,


Carolyn A. Parker

Cc: N.E. Signs & Awnings
Dollar General

APPLICATION FOR APPEAL

To:
Zoning Board of Adjustment
Town of Greenville
Greenville, NH 03048

Do not write in this space
Case No.
Date filed
(signed - ZBA)

Name of applicant: GREENVILLE DG, LLC
CAROLYN A. PARKER
Address: 3 LORION AVENUE WDRUBSTER MA 01606
Owner: GREENVILLE DG, LLC
(if same as applicant, write "same")

Location of property: 745 FITCHBURG ROAD
(number, street)
MAP #1, LOT #45 C-I ZONE
(map number & lot number, zoning district)

NOTE: Fill in Section 1, 2, 3, or 4 as appropriate. This application is not acceptable unless all required statements have been made. Additional information may be supplied on a separate sheet if the space provided is inadequate. Sign application at end.

Section 1. APPEAL FROM AN ADMINISTRATIVE DECISION N/A
Relating to the interpretation and enforcement of the provisions of zoning ordinance.
Decision of the enforcement officer to be reviewed

Number Date
article section of the zoning ordinance in question:

Section 2. APPLICATION FOR A SPECIAL EXCEPTION N/A
Description of proposed use showing justification for a special exception as specified in the zoning ordinance article section

Section 3. APPLICATION FOR VARIANCE

A variance is requested from article 4 section 4.5 of the zoning ordinance to permit (1) 50 SF FREESTANDING SIGN
(1) 149.6 SF WALL SIGN
OR 63 SF LETTERS ONLY

Facts supporting this request: SEE ATTACHED LETTER

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

2. Granting the variance would not be contrary to public interest because:

3. Denial of the variance would result in "unnecessary hardship" to the owner. The applicant must either meet the criteria of I or II below.

I. Unnecessary hardship means owing to the special conditions of the property that distinguish it from other properties in the area:

a. No fair and substantial relationship exists between the general public purposes of the zoning ordinance provision and the specific application of that provision to the property; and

b. The proposed use is a reasonable one.

II. If the criteria for unnecessary hardship above are not met an unnecessary hardship will be deemed to exist if, and only if, owing to special conditions on the property that distinguish it from other properties in the area, the property cannot be used in strict conformance with the ordinance, and a variance is therefore necessary to enable reasonable use of it.

I. Granting the variance would do substantial justice because:

II. The use is not contrary to the spirit of the ordinance because:

Section 4. APPLICATION FOR EQUITABLE WAIVER OF DIMENSIONAL REQUIREMENTS *N/A*

An Equitable Waiver of Dimensional Requirements is requested from article _____
Section _____ of the zoning ordinance to permit _____

1. Does the request involve a dimensional requirement, not a use restriction?
() yes () no
2. Explain how the violation has existed for 10 years or more with no enforcement action, including written notice, being commenced by the town _____

- or -

Explain how the nonconformity was discovered after the structure was substantially completed or after a vacant lot in violation had been transferred to a bonafide purchaser _____

And how the violation was not an outcome of ignorance of the law or bad faith but resulted from a legitimate mistake _____

3. Explain how the nonconformity does not constitute a nuisance nor diminish the value or interfere with future uses of other property in the area _____
4. Explain how the cost of correction far outweighs any public benefit to be gained _____

SIGNATURE

Applicant *Carolyn A. Parker* (Signature) Date *11/28/18*

DOLLAR GENERAL

DOLLAR GENERAL CORPORATION
100 MISSION RIDGE / GOODLETTSVILLE, TENNESSEE 37072-2170
PHONE 615-855-4641
FAX 615-855-4705
E-Mail kgarmon@dollargeneral.com

November 13, 2018

Town of Greenville
Greenville, NH

Re: Dollar General Store #19762
3 Blanch Farm Road
Greenville, NH 03048

To whom it may concern:

Regarding the road sign for this pending new Dollar General Store, with a permit issued by the Town of Greenville, we have installed a 5' x 10' pylon sign with an OAH of 20'. We have now been advised that the permit was issued in error and that the sign should have been no larger than 18 sq. ft. (currently 50). We have also been advised that the sign should have been a (short) monument type sign.

The installed sign is on a sloped area and if we have to change it to a (short) monument sign, it will create visibility issues, as well as it will require custom (and expensive) cladding that would have to be installed (if that's even possible given the area) – not to mention the high cost to reconfigure the structure. There are other single pole signs installed by other businesses in the immediate area (Dunkin Donuts – directly across the street & a convenience store beside of it), and we are requesting that we be allowed to leave our sign installed as is and where it is. This sign will be vital to provide customer awareness in order for our business to be successful.

We wish to be a great community partner in this location and need the Town's help in doing so by granting these requests. We appreciate your consideration and hope to receive your approval.

Sincerely,

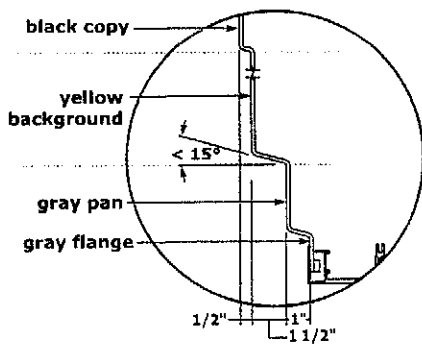
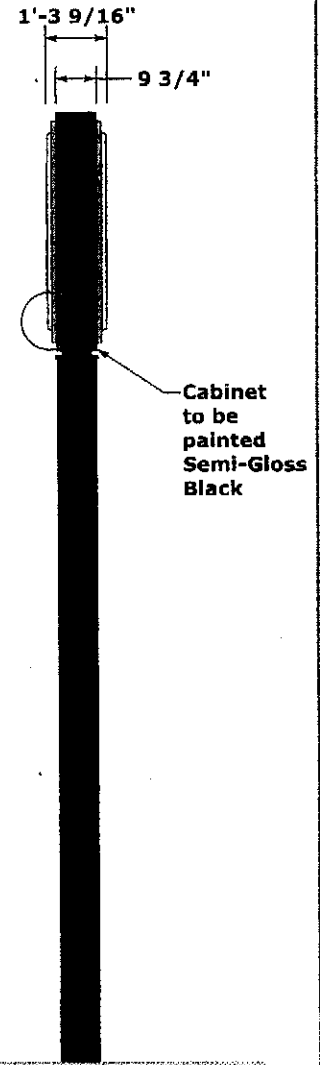
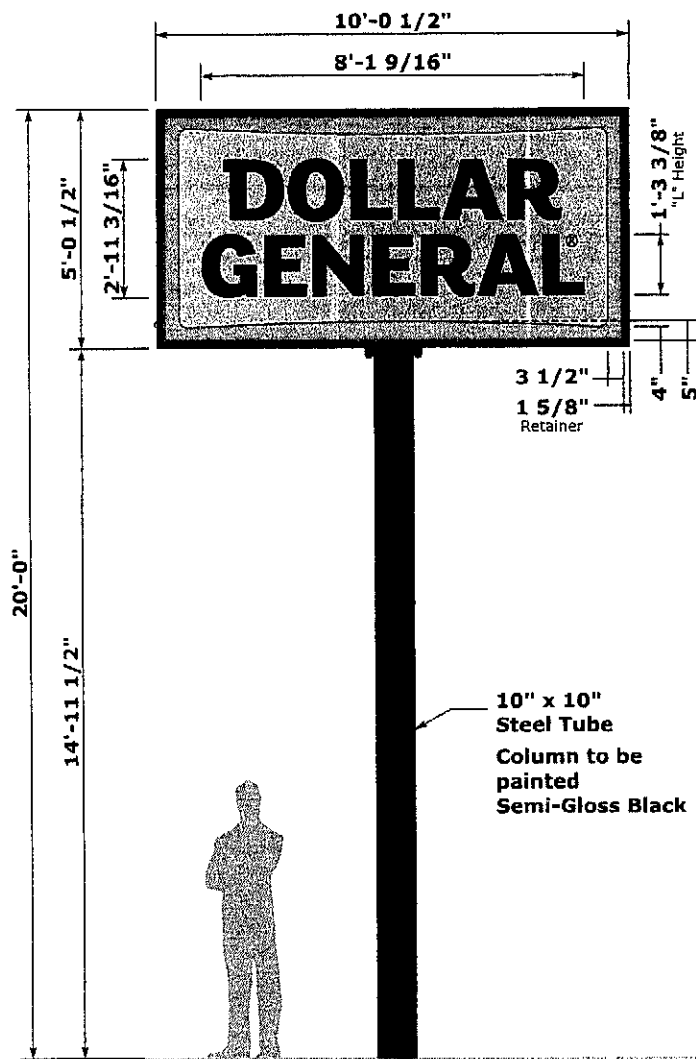
DOLLAR GENERAL CORPORATION



Kathy Garmon
Exterior Sign Buyer

/kg

P50 HWL



FACE EMBOSMENT DETAIL

ELEVATION

SIDE

SQUARE FOOTAGE
ACTUAL
50.63 sq. ft.

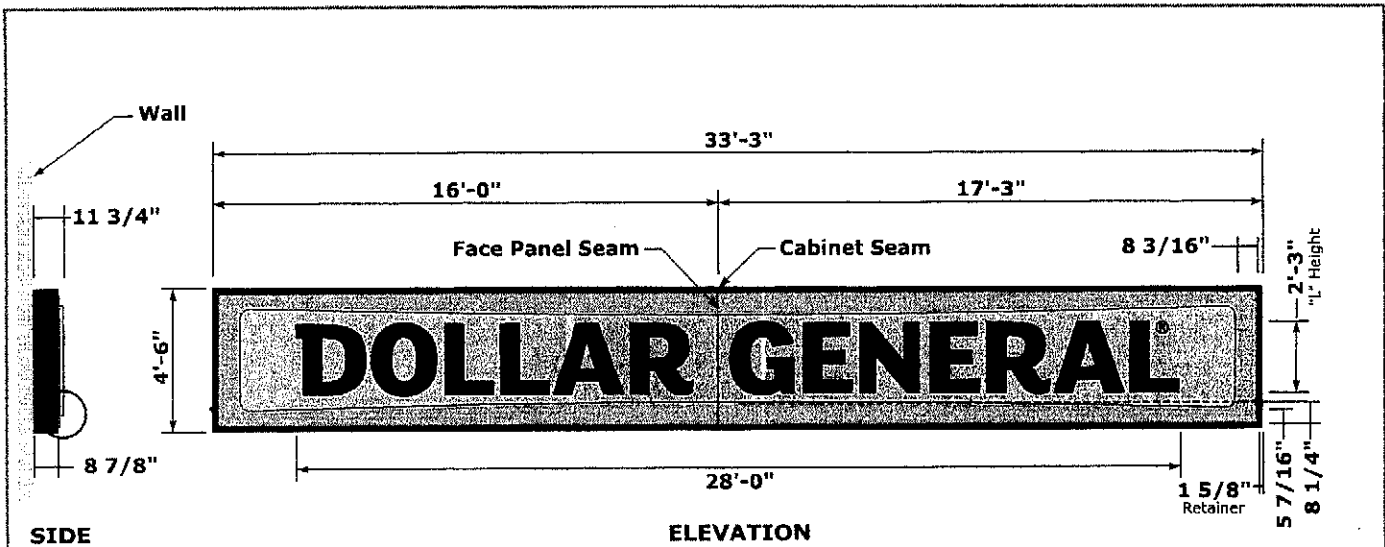
COLOR SPECIFICATIONS		
Yellow:	match Spraylat C8-2633	
Brushed Aluminum:	match Spraylat FM-171	
Black (Copy):	match Spraylat Black	
Semi-Gloss Black (Metal):	match Black Polyurethane	
Cool Gray:	match PMS Cool Gray 5	
Rock Bottom Gray:	match Sherwin Williams SW7062	
Green:	match PMS 368C	



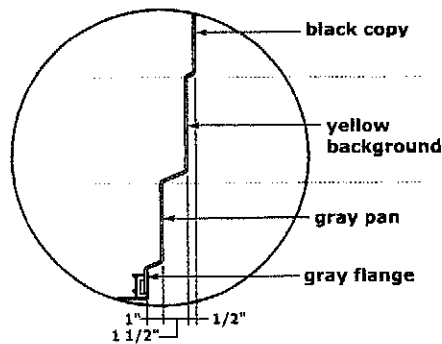
File Name: Dollar General Cutsheets 2013
 Project #: 13-0181
 Date: 08/30/2013
 Approved By: _____



135 SOUTH DAVID LANE
 KNOXVILLE, TN 37922
 OFFICE: 865-539-4001
 FAX: 865-539-0851
 WWW.LINKENGR.COM



.150" clear UV polycarbonate (Spartech) pan formed face with Black copy over Spraylat C8-2633 Yellow on PMS Cool Gray 5 background. Cabinet to be painted Semi-Gloss Black.



FACE EMBOSSMENT DETAIL

SQUARE FOOTAGE
ACTUAL
149.63 sq. ft.

COLOR SPECIFICATIONS	
Yellow:	match Spraylat C8-2633
Brushed Aluminum:	match Spraylat FM-171
Black (Copy):	match Spraylat Black
Semi-Gloss Black (Metal):	match Black Polyurethane
Cool Gray:	match PMS Cool Gray 5
Rock Bottom Gray:	match Sherwin Williams SW7062
Green:	match PMS 388C



File Name: Dollar General Cutsheets 2013

Project #: 13-0181

Page 10 of 33

Date: 08/30/2013

Approved By:



135 SOUTH DAVID LANE
KNOXVILLE, TN 37922
OFFICE: 865-539-4001
FAX: 865-539-0851
WWW.LINKENGR.COM

CHART 1: WALL SIGN MAXIMUM LETTER SIZE

BUILDING SETBACK IN FEET	VERTICAL DIMENSION NON CHANNEL LETTERS IN INCHES	VERTICAL DIMENSION CHANNEL LETTERS IN INCHES
40	12	18
40 - 75	18	24
76 - 150	24	30
151 - 225	30	36
226 - 300	36	42
301 +	42	48

EXCEPTION: For allowed wall signs placed above fourth floor the maximum letter height allowed is 42 inches.

SAMPLE CHART
PROPOSED LTR HEIGHT = 2'-3"

*DOLLAR GENERAL
745 FITCHBURG RD
GRENVILLE, NH*

TOWN OF GREENVILLE NH

SIGN

APPLICATION/ PERMIT

All Permit Fees Must Be Paid Prior to Approval of Permit
PERMIT MUST BE VISABLE FROM ROAD

Approval: [Signature]
Permit # 112

Please Print Legibly

Property Address: 745 Hitchcock Rd Map/ Lot: _____

Owner Name: Dolov General

Phone #: _____

Description of Work: install new wall sign and freestanding sign

Building Permit # (If applicable) _____ Total Cost of Improvements: \$ 5000.00

Please check all that apply:

New Replacement Repair/ Alteration/ Addition Estimated Date of Completion: _____

Sign(s) Electrically Powered? YES* NO

Number Of Signs to be Installed: 2 UL # will not have until signs are installed

Type of Sign: wall Total Area (Sq/ft) 732 Light (Type) Source? 1 amp

Type of Sign: freestanding Total Area (Sq/ft) 50 Light (Type) Source? 1 amp

Type of Sign: _____ Total Area (Sq/ft) _____ Light (Type) Source? _____

(Use Separate Sheet For More Listings)

PERMIT MUST BE VISABLE FROM ROAD

ALL INSTALLATIONS SHALL CONFORM TO IBC, 2009

UL Stamps Shall be Attached to ALL Signage

Drawings of Signage MUST BE INCLUDED With Application

APPLICANT INFORMATION

Company: New England Signs Name: Rob McIntyre

Address: 315 Derry Rd Hudson NH 03051

Phone Number: 603-835-7205 UL # _____

Email: rob@newenglandsigns.com Total Cost of Improvements: \$ _____

Signature: [Signature] Date: 8-22-18

24 Hour Notice required for all inspections.

*Separate Electrical Permit Required for Electrically Powered/ Illuminated Signs

FEES:

Illuminated Sign- \$40

NON- Illuminated Sign- \$30

OFFICE USE ONLY:

APPROVAL SIGNATURE: <u>[Signature]</u>	TITLE: <u>Building Inspector</u>
DATE: <u>8/22/18</u>	COST: <u>40</u> PAYMENT INFORMATION: <u>[Signature]</u>
Permit Number Issued: <u>112</u>	

INSPECTION RECORD:

Rough Date: _____	<input type="checkbox"/> APPROVED <input type="checkbox"/> NOT APPROVED Reason: _____
Final Date: _____	<input type="checkbox"/> APPROVED <input type="checkbox"/> NOT APPROVED Reason: _____

24 Hour Notice required for all inspections.

TOWN OF GREENVILLE, NEW HAMPSHIRE
Planning Board
P.O. Box 343, Greenville, NH 03048

May 14, 2018

Mr. Austin Turner
Bohler Engineering
352 Turnpike Road
Southborough, MA 01772

RE: Application of a Non-Residential Site Plan – Notice of Decision
Greenville DG, LLC, Blanch Farm Road, Greenville, NH 03048, Map & Lot: 1-45
Zoned Commercial/Industrial District

Dear Mr. Turner:

At their meeting on May 10, 2018, the Greenville Planning Board voted unanimously (with members Edward White, Scott Tenney, Michael Sadowski & Miles Horsley present) to approve your application for a Non-Residential Site Plan for the construction of a Dollar General Store on Map 1, Lot 45, Blanch Farm Road, Greenville, New Hampshire 03048.

Should you require additional information, please contact this office.

Sincerely,
GREENVILLE PLANNING BOARD



Edward White
Chairman

Cc: Greenville Board of Selectmen
File

----- Original Message -----

Subject:Re: [Greenville NH] Sign Permit for Dollar General (Sent by
ROBERT MCINTYRE, rob@newenglandsignsandawnings.com)
Date:2018-11-09 12:31
From:Scott P Tenney <buildinginspector@greenvillenh.org>
To:jseppala@seppalaconstruction.com,
rob@newenglandsignsandawnings.com, ycompian@everbrite.com

Good afternoon all,

Upon further information brought to me and upon further review, there is no reference in the site plan documents that state the sign was required to be a "monument style" sign. Therefore, it is my determination that the "pole sign" is permitted. However, the issue regarding the overall sizes of the signs and the placement of the pole sign still remain.

Pursuant to Greenville Ordinance, article 4.5,

- (a) An outdoor sign shall not be larger than 18 square feet, and,
- (b) The outdoor sign shall not be placed within 25 feet of a right-of-way nor within 150 feet of any intersection of a right-of-way.

The erroneous issuance of the sign permit does not alleviate these issues unfortunately. Pursuant to Greenville's Ordinance article 6.2, "Issuance of any permit shall not waive the requirements [of] appropriate regulations for the Town of Greenville". As such, you can alter the overall sizes of all signage and relocate the pole sign, or you may apply to the Greenville Zoning Board of Adjustment for a variance, requesting relief from the Greenville Ordinances regarding these issues.

Once again, I apologize for the error of my office. Please let me know if there's anything I can do to assist you with in rectifying this matter.

Thank you,

Scott P Tenney

Building Inspector
Town of Greenville
(603) 391-2376
BuildingInspector@GreenvilleNH.org

On 2018-11-09 09:15, Scott P Tenney wrote:

Good morning,

It was brought to my attention by the Greenville Planning Board that the free-standing sign was installed at the new Dollar General location on Fitchburg Rd. and is not in compliance with their approved Site Plan. Unbeknownst to this office, pursuant to the approved site plan, the sign was required to be a "ground mount" sign (see photo attached for reference). I have spoken to Yolanda with Dollar General, Rob with New England Signs and Kevin with Seppala Const. to inform them of this issue.

Unfortunately, the sign permit was mistakenly issued in error. However, under Greenville's ordinance article 6.2, "Issuance of any permit shall not waive the requirements [of] appropriate regulations for the Town of Greenville". As such, this means the free-standing sign will need to be turned into the appropriate ground mount sign as was required within the site plan, or an amendment to the site plan would need to be approved by the Greenville Planning Board for the pole mounted sign to remain. Lastly, due to the size of the signs, they are not in compliance with the Greenville Zoning Ordinance article 4.5, which requires signs to be no larger than 18 sq ft. The installed signs are unfortunately much larger than that. The signs would either need to be reduced in size or a Variance would need to be granted by the Greenville Zoning Board to have any sign(s) exceed the 18 sq ft requirement.

I apologize for error of my office. Please let me know if there's anything I can do to assist you with in rectifying this matter.

Thank you,

Scott P Tenney
Building Inspector
Town of Greenville
(603) 391-2376
BuildingInspector@GreenvilleNH.org

On 2018-07-25 05:20, Contact form at Greenville NH wrote:

Hello stenney,

ROBERT MCINTYRE (rob@newenglandsignsandawnings.com) has sent you a message via your contact form (<https://www.greenvillenh.org/user/32/contact>) at Greenville NH.

If you don't want to receive such e-mails, you can change your settings at <https://www.greenvillenh.org/user/32/edit>.

Message:

Hi Scott,
Here are the drawings for the signs for the new dollar General on 745 Fitchburg RD. Can you let me know what the cost is so I can pay for them. Any questions please give me a call at 603-235-7205. Thank you
Rob McIntyre

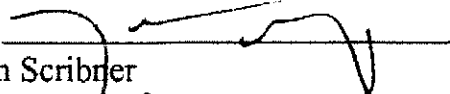
Owner consent for sign Installation and permits

I John Scribner, being the owner/manager/representative of the business known as Dollar General and located at 745 FITCHBURG RD do hereby certify that I am allowing Everbrite, Inc. (and / or their sub-contractor) to obtain permits and install signage by New England Sign 315 Derry Road

Everbrite, LLC further agrees that all work will be done in compliance with all applicable laws, codes and ordinance, and any stipulations or restrictions listed on the permits.

Site address:

DOLLAR GENERAL
745 FITCHBURG RD
GREENVILLE NH 03048

Signature 
Name John Scribner
Date 7.23.18