



Town of Durham, NH

8 Newmarket Road
Durham, NH 03824
www.ci.durham.nh.us

June 11, 2018

Durham Planning Board

Re: Kennebunk Savings Bank sign

Dear Planning Board Members,

As the Economic Development Director for the town, I want to advise you how important adequate and effective signage is to a small business downtown. It took several years to fully rent out the tenants in Madbury Commons, and Kennebunk Savings Bank was an early tenant. They have been located there long enough to evaluate the need for a sign on the front part of the building, along Madbury Road, so that potential customers can find them.

I have personally visited Kennebunk Savings Bank on several occasions and discussed their need for better exposure, and the difficulty for new customers to actually find them even when they are looking for them.

Please note that the proposed placement for the sign is above an existing canopy. From the street, looking at the building, this makes sense. The size they need (50.5 SF) is slightly larger than the 48 square feet currently allowed in our zoning. This small percentage falls within the intention of the ordinance to prohibit large and unsightly signs. And their request for a second hanging sign also makes sense because their current sign is located in the middle of a very large building and is difficult to see from Madbury Road.

Kennebunk Savings Bank has spent a lot of time and given careful consideration to the design of their proposed sign. I know staff has worked with them to find the best solution, which this proposal represents. I encourage you to approve their application.

If you have any questions, please don't hesitate to contact me.

Respectfully,

Mary Ellen Humphrey
Economic Development Director