

July 10, 2026

375 BANFIELD ROAD PORTSMOUTH, NH PLANNING BOARD REZONING PRESENTATION

Banfield Realty, LLC (Tax Map 266, Lot 7)
Green Valley Realty, LLC (Tax Map 266, Lot 7-1)



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- Existing Site Context
- Why Gateway Corridor Zoning Is Being Requested
- Portsmouth Master Plan Alignment
- Conceptual Gateway Corridor Development Study
- Summary And Feedback

Introduction

The goal of our application is to request Rezoning of the subject parcels from their current Industrial (I) district designation to a Gateway Corridor (G1) designation in order to better facilitate the development of diverse housing options and opportunities within the city, while also providing a land use that aligns more closely with the property's distinctive context and character. There are few parcels in the city that offer the combination of land size, proximity to jobs, access to public transit, and potential to increase overall housing availability and meaningful workforce housing.

We are not seeking the Board's approval of the technical specifics of the conceptual site plan. The purpose is to demonstrate that the rezoning request is founded on a concept that has taken into account the primary site limitations and can proceed to detailed evaluation if the zoning change is supported.

Existing Site Context

Key Header

- A

Portsmouth Community Campus + Field
- B

Saint Patrick Academy
- C

Camp Seaweed - Girl Scouts' Complex
- D

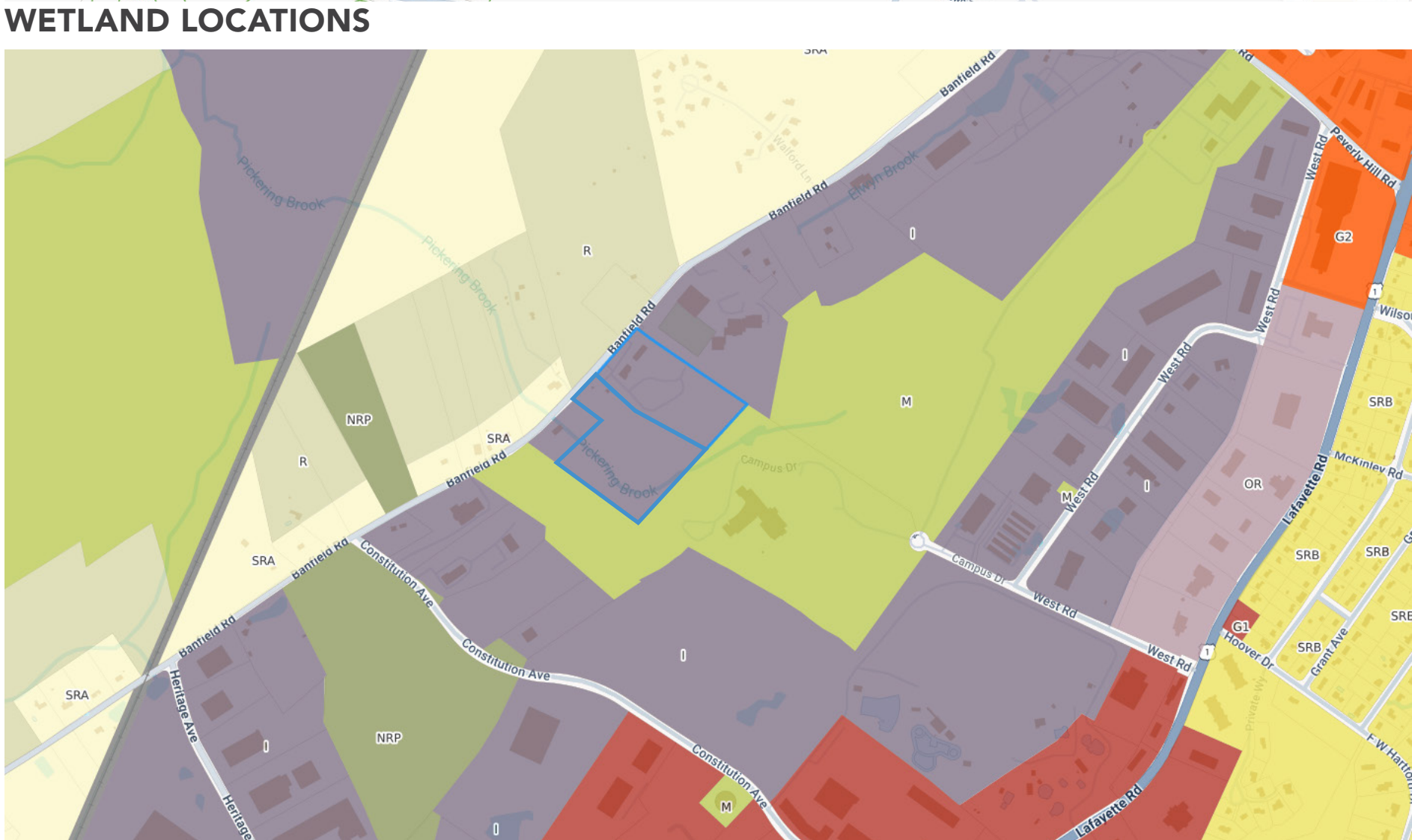
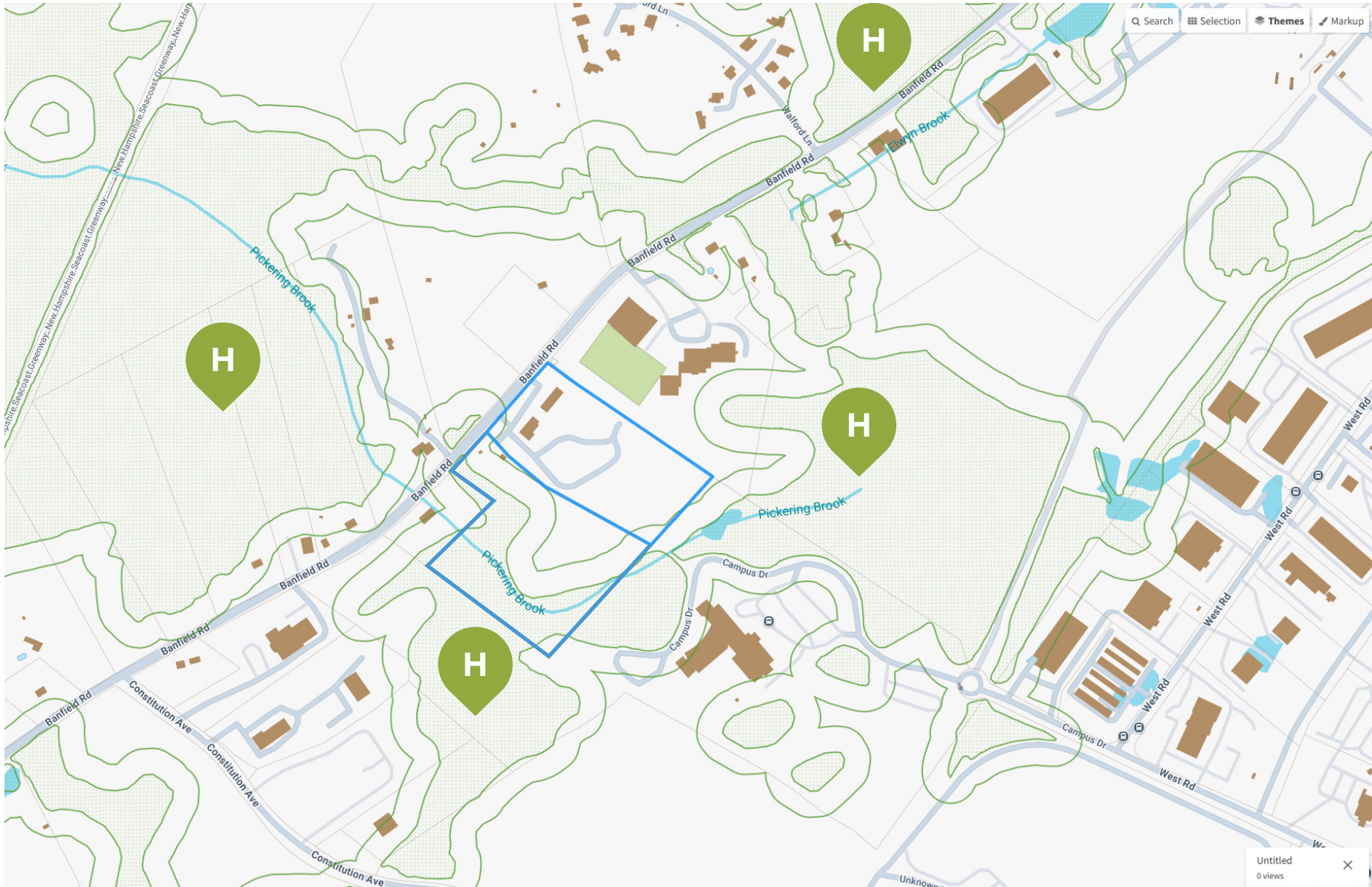
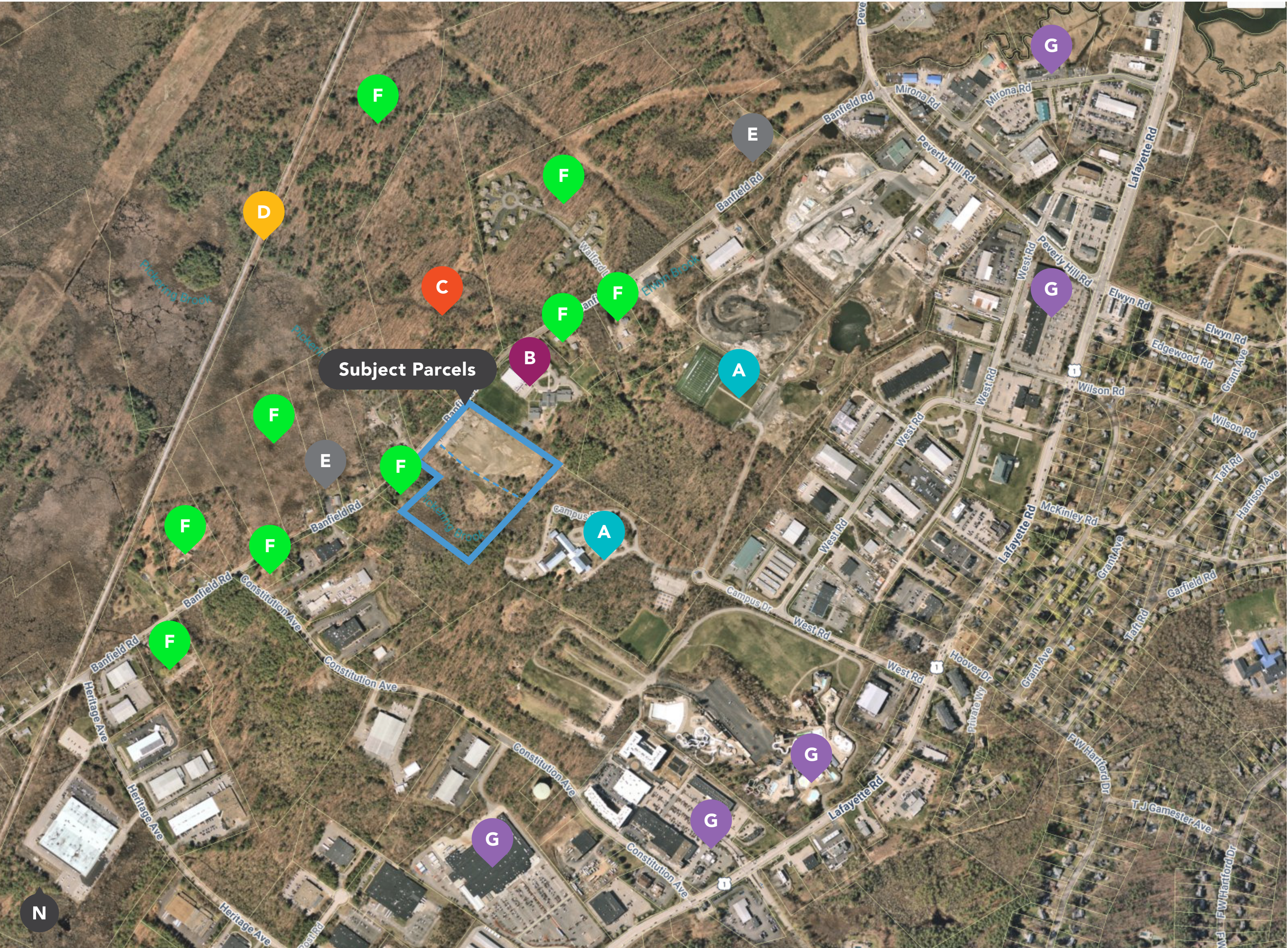
New Hampshire Seacoast Greenway
- E

Religious Centers
- F

Existing Residential Uses
- G

Retail/Commercial Uses
- H

Designated Wetlands



CONTEXT PLAN

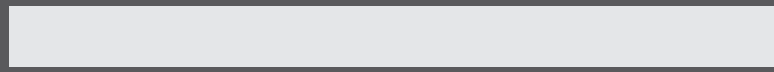
ZONING SNAPSHOT

Why Gateway Corridor Zoning Is Being Requested

Opportunity to increase diverse and affordable housing choices surrounding employment and transit corridors

Public realm improvement and recreation opportunity compatible with existing adjacencies, further supported by an increase in end users

Better corridor land use pattern and improved transition from surrounding uses, while maintaining Industrial options closer to Lafayette Road connecting routes



PORTSMOUTH MASTER PLAN ALIGNMENT

2026 Draft Master Plan Reference

Vision Statement

Portsmouth will continue to cultivate our role as the Seacoast region's cultural and economic hub, protect the places that anchor our shared identity and historic character, and invest in sustainability, resilience and environmental justice.

As the *City of the Open Door*, we will support the people who create our community, expand attainable housing options for residents at every stage of life, and ensure our City is accessible and inclusive.

Together we will work to keep Portsmouth a beautiful, vibrant, and welcoming home for all people for generations to come.



1920s-era Portsmouth Chamber of Commerce slogan and graphic, courtesy of Seacoast Online.

Core Values

Vibrancy	Our rich variety of organizations, businesses, and activities.
Authenticity	Our City's historic character and our ability to contribute to the City's ever-evolving identity through self-expression.
Inclusivity	Welcoming and supporting the full range of ages, incomes, abilities, and identities of Portsmouth community members.
Connectivity	Transportation and communication systems that work for everyone and bring our City together.
Sustainability	Our commitment to being an Eco-Municipality by ensuring our actions protect and reduce our impact on the environment while supporting the needs of all people in Portsmouth today and for generations to come.
Resiliency	The capacity of our residents, built, and natural environment to adapt to a changing climate.

Goals



Invest in Quality of Place

Improve the everyday lives of residents and visitors and fulfill the community's desire for a sustainable future by investing in and connecting them to Portsmouth's environmental and cultural amenities.



Retain and Create Diverse Housing

Enable, incentivize, and support diverse and attainable housing for all ages and incomes that will support current residents and welcome newcomers.



Promote Fiscally Responsible Development

Promote "smart growth" development patterns and processes that contribute to fiscal health and manage residential property tax burden through aligned land use policy and municipal capital investment.



Cultivate Our Economy

Support the local artists, small businesses, and anchor employers that enrich Portsmouth and its regional importance.



Protect Core Identity

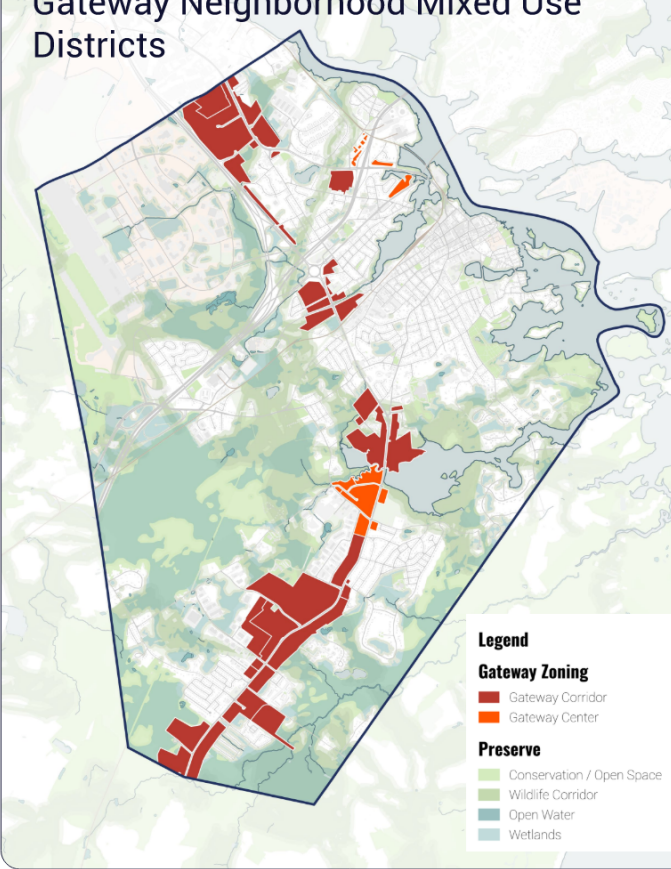
Safeguard the cultural, historic, and environmental assets that make the City unique and beautiful, and ensure that future development contributes to Portsmouth's character.

Adapt Areas

promote a shift in development pattern.
promote denser, clustered development at a pedestrian scale with clear mixed-use commercial cores and diverse housing types.

>> Refine Gateway Neighborhood Districts to Support Vision

Gateway Neighborhood Mixed Use Districts



Legend

Gateway Zoning

Preserve

Gateway Corridor (G1)

Uses

Design and Density

Gateway Center (G2)

Uses

Design and Density

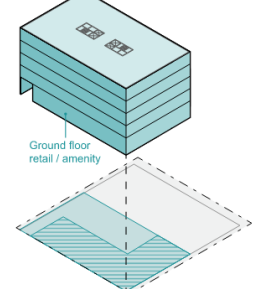
The Gateway Districts, adopted into the City's zoning in 2017 to address the need for increased supply and diversity of housing in Portsmouth, have generated a strong response from the real estate development market.

Areas of Continued Refinement:

- Incentives and bonuses to promote affordable housing and commercial/residential development balance
- Process and design guidelines to promote genuine mixed-use, alignment with infrastructure delivery, and increased connectivity and pedestrian-focused design
- Potentially re-aligning and introducing more G2 districts nested inside G1 to convey desired neighborhood centers, aligned to Future Place Types Vision

How do different land uses contribute to balanced growth?

Revenue isn't the whole picture. Municipal costs and community needs also play a role in balanced growth. Every land use has a unique part to play.



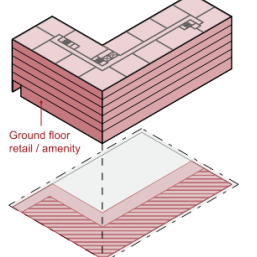
Mixed-Use, Commercial & Industrial

Examples

Goal Alignment

Typical Costs

+



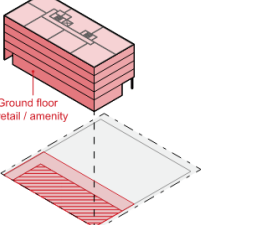
Market-Rate Large Multi-Family Housing

Examples

Goal Alignment

Typical Costs

+



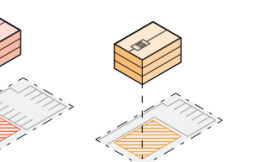
Mixed-Income & Affordable Housing

Examples

Goal Alignment

Typical Costs

+



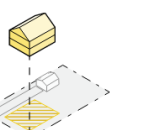
Small Multi-Family Infill Housing

Examples

Goal Alignment

Typical Costs

+



Single Family Homes

Examples

Goal Alignment

Typical Costs

To support the Future Place Type vision, Portsmouth needs safer and more convenient walking, biking, micro-mobility, and transit connections.

Transit & Bike Priority Networks

Existing COAST Bus Routes 40, 41 and 43 connect the Gateway Neighborhood Centers to Downtown and other key destinations.

Legend

- Mobility**
 - Transit Priority Stops
 - Transit Priority Routes
 - Seacoast Greenway Trail
 - Bike Priority Corridor
 - Bike Priority Connector
- Preserve**
 - Historic Designation
 - Wildlife Corridors
 - Wetlands
- Enhance**
 - Established Patterns
- Adapt**
 - Areas with Capacity for Adaptation and Growth
- Hubs**
 - Recreation Hubs

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MASTER PLAN GOALS	PROJECT RESPONSE	REZONING BENEFIT
HOUSING SUPPLY + CHOICE	Enables multifamily residential concept with a range of unit types.	Creates housing opportunity in an appropriate corridor location, compatible with existing uses
WORKFORCE HOUSING	G1 zoning requires AML-restricted units	Supports Portsmouth's housing affordability goals
GATEWAY CORRIDOR REDEVELOPMENT	Transitions the site from industrial entitlement toward residential development	Provides a more compatible use proximate to the existing zoning and use patterns
MOBILITY + CONNECTIVITY	Adds pedestrian trail connection with proximity to public transportation	Supports a more connected development pattern and reduces automobile dependency
PUBLIC REALM + OPEN SPACE	Introduces landscape buffers, trail connections, and activated outdoor spaces	Improves the site's relationship to surrounding properties and uses
SITE SENSITIVE PLANNING	Concept responds to wetlands, buffers, access and grading	Allows feasibility review while preserving full Site Plan Review

Special Interests Legend

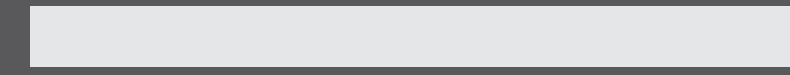
-  Subject Parcels
-  Portsmouth Community Campus + Field
-  Saint Patrick Academy
-  Camp Seaweed - Girl Scouts' Complex
-  Non-Permitted Educational or Residential Uses within Industrial District
-  Non-Industrial Land Use Transition
-  Existing Recreation Trail
-  Recreation Trail Expansion Opportunity
-  Industrial Traffic Corridors
-  COAST Bus Route 41 Stop

Zoning Legend

-  Industrial District
-  Gateway Corridor G1 District
-  Gateway Center G2 District
-  Rural District
-  Single Residence A District
-  Natural Resource Protection District
-  Municipal District
-  Garden Apartment/Mobile Home Park District



Zoning + Land Use Diagram



CONCEPTUAL GATEWAY CORRIDOR DEVELOPMENT STUDY

Primary Site Entrance

118 UNIT MULTIFAMILY
4-STORIES
115,000 SF

88 GARAGE
PARKING SPACES
120 UNIT MULTIFAMILY
4-STORIES OVER BASEMENT
114,000 SF

WETLANDS

ADJOINING LOT
FORMALLY PART OF
SUBJECT PROPERTY

WETLANDS

25' TO WETLAND
50' TO WETLAND
100' WETLAND BUFFER

EXISTING TRAIL

COMMUNITY CAMPUS

Keynote Legend

- A** Recreation Trail - ±1,000 LF
Public Realm Improvement
- B** Proposed Connection to
Community Campus
- C** Designed to Utilize Existing
Grading to Mitigate Impacts
on the Wetland System
- D** Proximity to Community
Campus Center + COAST Bus

PROPOSED BUILDING

		NOTES
ZONING DISTRICT	G1 - GATEWAY NEIGHBORHOOD CORRIDOR	
	CURRENT ZONING: INDUSTRIAL	

RESIDENTIAL ZONING REVIEW

	ALLOWED	PROPOSED	RELIEF REQUEST
USE PERMITTED	MULTI-FAMILY	MULTI-FAMILY	
FIRST FLOOR USE	RESIDENTIAL	RESIDENTIAL	
MIN. LOT SIZE	10,000 SF	6.65 ACRES 289,674 SF	
MIN. SITE WIDTH	75'	>75'	
MIN. SITE DEPTH	100'	>100'	
OPEN SPACE	20%	±45%	
MAX. BUILDING COVERAGE	50% LOT AREA	±20%	
MAX FOOTPRINT	NR	-	
MIN. FRONTAGE	50'	±352.5'	
FRONTAGE BUILD OUT	50% MIN	±56%	
FRONT PRIMARY SETBACK	10' MIN - 30' MAX	30'	
SIDE SETBACK	15'	>15'	
REAR SETBACK	20'	>20'	
HEIGHT - STORIES	4 STORIES	4 STORIES	
HEIGHT - FEET	25' - 50'	±45'	
BLOCK LENGTH	500' (10.5B42.30)	TBD	
DWELLING UNIT DENSITY	36 UNITS / ACRE	36 UNITS / ACRE	
DWELLING UNIT PER BUILDING	24 PERMITTED 36 CUP	120 UNITS	
MAX. DWELLING UNITS	239 UNITS	238 UNITS	

Summary of Rezoning Benefits

- Aligns with Master Plan goals
- Supports diverse housing production in an area with a dense base of employment, services, and recreation opportunities
- Opportunity to generate Workforce housing
- Provides a better long-term planning outcome than industrial development
- Improves public realm amenities, bicycle and pedestrian connectivity, and recreation options
- Allows a more compatible development pattern
- Reserves the evaluation of concept technical aspects for the Site Plan Review process

Requested Action + Next Steps

We are requesting that the Planning Board recommend the proposed rezoning to City Council.