



**Reference: Homewood Suites by Hilton**

**Applicant:  
Sundance Sign Co.  
89 Oak St.  
Dover, NH 03820  
603-742-1517**

Dear chairman and members of the Zoning Board of Adjustment,

Thank you for reviewing our application. Please find a full sign package attached along with supporting documentation for your review.

- Variance submission
- Full sign package
- Planning department letter for a variance submitted by Vaughn Street Hotel LLC (AC Hotel)

We are asking for relief in Sign District 3 Character District 5.

Sign A: Marquee sign from section 10.1251.20 to allow 67.44 SF sign where 20 SF is allowed. Additionally asking for relief of 10.1273.10 allowing the sign to be placed on top and be 24" high.

Sign C: Freestanding from section 10.1253.10 to allow the sign setback from property line at zero set back to be in line with the structural building piers which have a zero setback.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Mike Leary'.

Michael Leary  
Sundance Sign Co.

**Variance submission:**

Homewood Suites by Hilton  
165 Deer Street  
Portsmouth, NH 03801

**10.233.21 The variance will not be contrary to the public interest:**

Granting of the requested variance would benefit the public interest. The general public would benefit by the granting of the variance allowing identification of the hotel and would not alter the essential character of the neighborhood and the public health, safety or welfare will not be threatened.

**10.233.22 The spirit of the Ordinance will be observed:**

The proposal before the board this evening is not excessive and is not contrary to the spirit and intent of the ordinance. Sign ordinance is to permit and to regulate signs in a manner that protects the public safety and enhances the economic advantages enjoyed by the property owners, advantages which rest to a great extent on the quality of the towns appearance. The spirit of the ordinance is observed by the style that fits this elevation of the building. The applicant believes that the signage location as proposed, is adequately sized and placed to identify the hotel entrance and parking.

**10.233.23 Substantial justice will be done:**

Substantial justice will be done as the granted signage will benefit the applicant while maintaining the essential character of the area with no detriment to the general public.

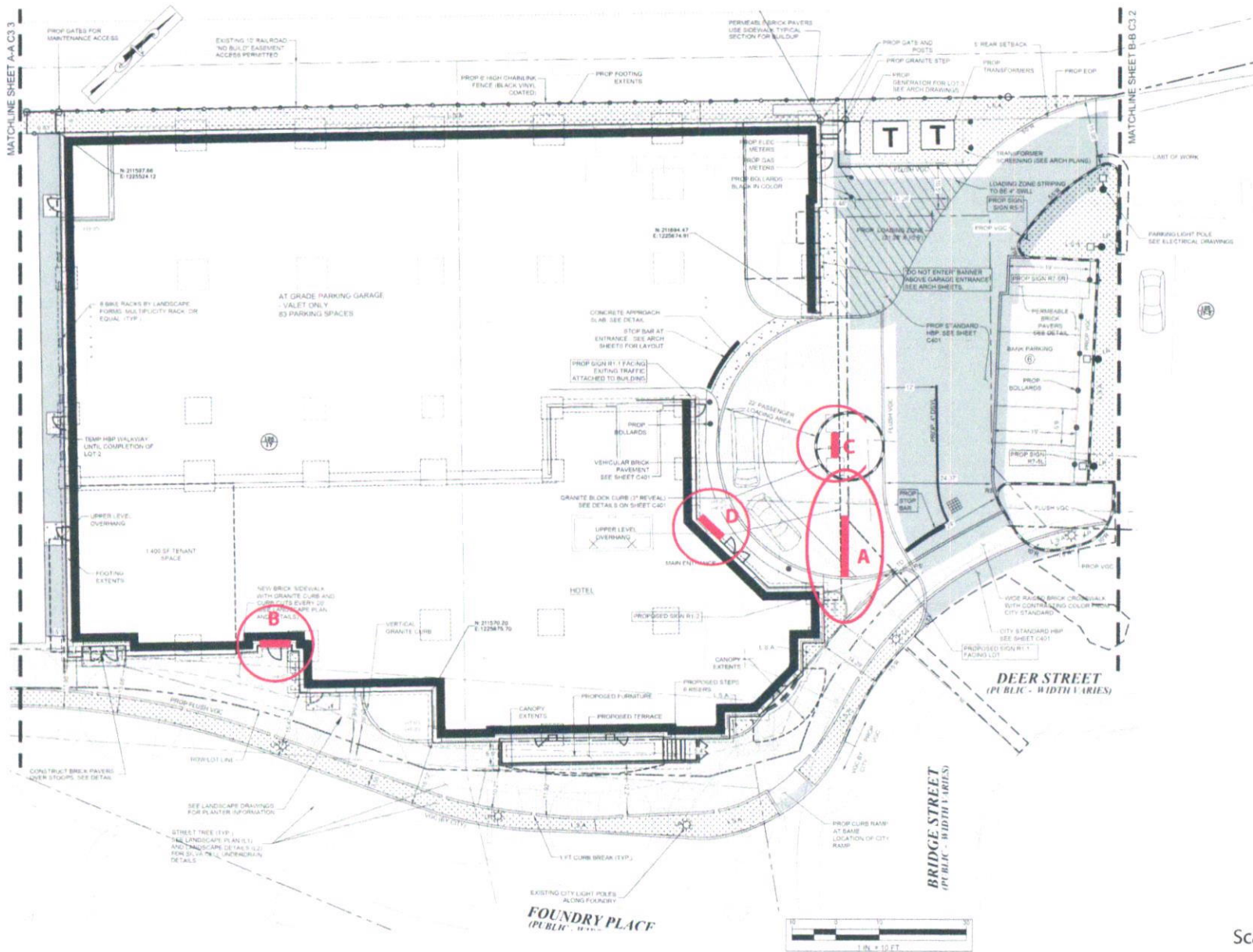
**10.233.24 The values of surround properties will not be diminished:**

The property in questions lies near the HDC district and the signage proposed matches the similar styles approved for other hotels in the HDC.

The lighting of the sign will be 3000K cool white which is the same lighting as used in residential settings.

**10.233.25 - 10.233.32 Literal enforcement of the provisions of the Ordinance would result in an unnecessary hardship:**

Literal enforcement of the ordinance would result in unnecessary hardship. There are special conditions of the property which include the manner in which it is set back on the streets that would be mainly travelled by seekers of this destination. The signage is appropriate to allow people in the proximity to identify the building. Due to the special conditions there is no fair and substantial relationship between the purposes of the ordinance regarding signage and their specific application to the property.



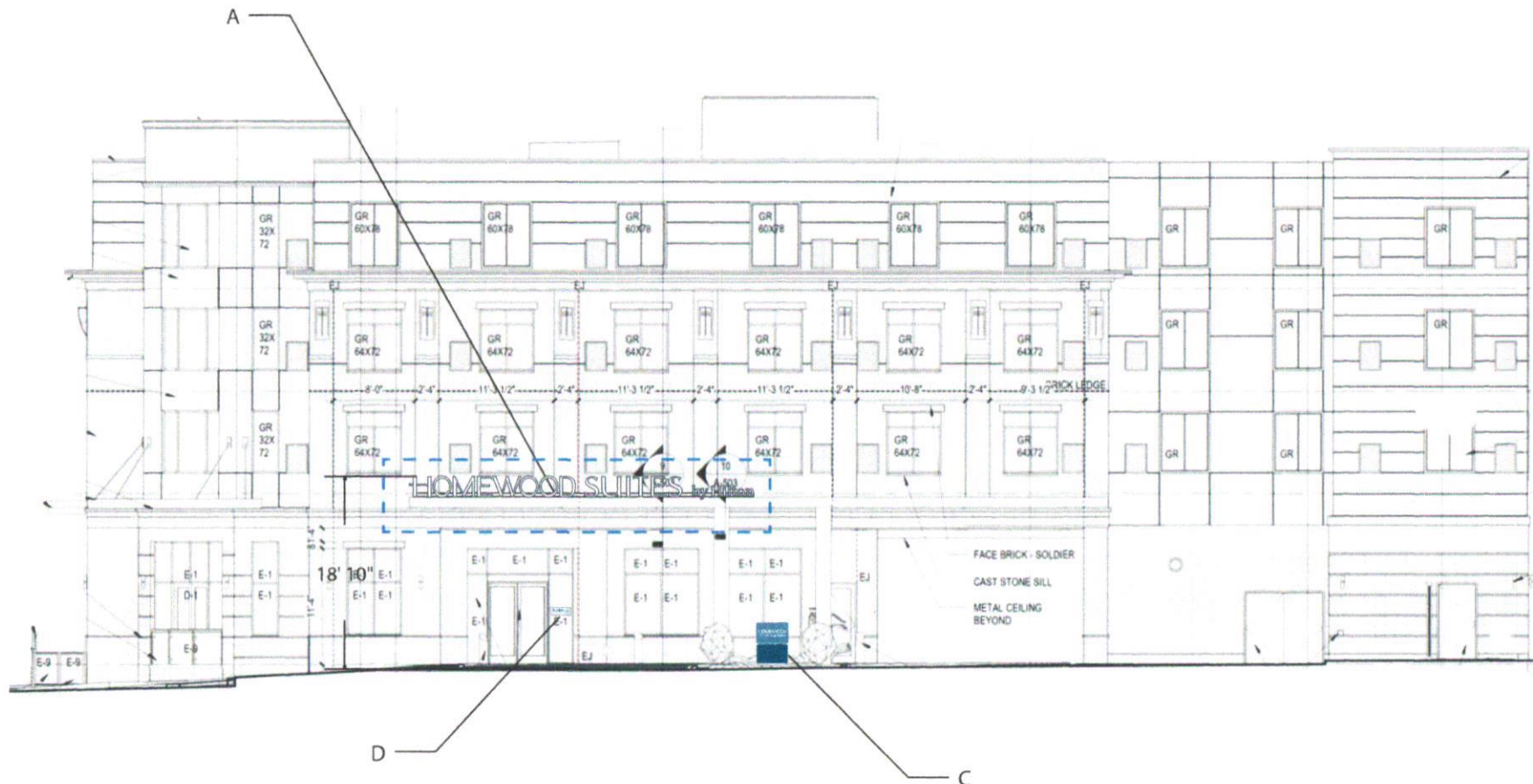
|                        |  |                          |       |              |
|------------------------|--|--------------------------|-------|--------------|
| Print 5477JR-6         | Date 4/11/25   | OQ# 51797                | SP JR | SITE PLAN    |
| <b>CLIENT APPROVAL</b> |  | Title Homewood Suites    |       | NOT TO SCALE |
|                        |  | City/State Portsmouth NH |       |              |
|                        |  | Customer Homewood Suites |       |              |
| AUTHORIZED SIGNATURE   |  | Int. Note                |       |              |
| DATE                   |  |                          |       |              |
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SIGN GROUP

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signs@lauretano.com www.lauretano.com



EAST ELEVATION  
SCALE: 1/16" = 1' 0"  
FRONTAGE: 141' 0"



Print 6220GG-4 Date 3/10/25

**CLIENT APPROVAL**

AUTHORIZED SIGNATURE

DATE

OQ#51797 Line A SP JR

Title Homewood Suites

City/State Portsmouth NH

Customer Homewood Suites

Int. Note

Sign Type HS-FL-T-24L-W

Location Front Canopy

Size 2' 4" x 33' 8.66" (78.68 sq ft)

Description White Day / White Night

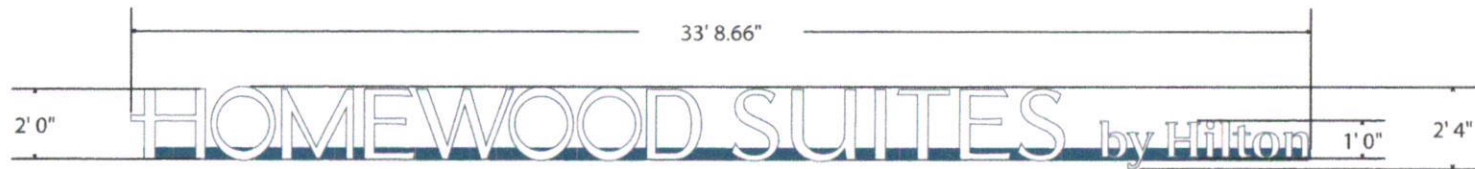
Channel Letters

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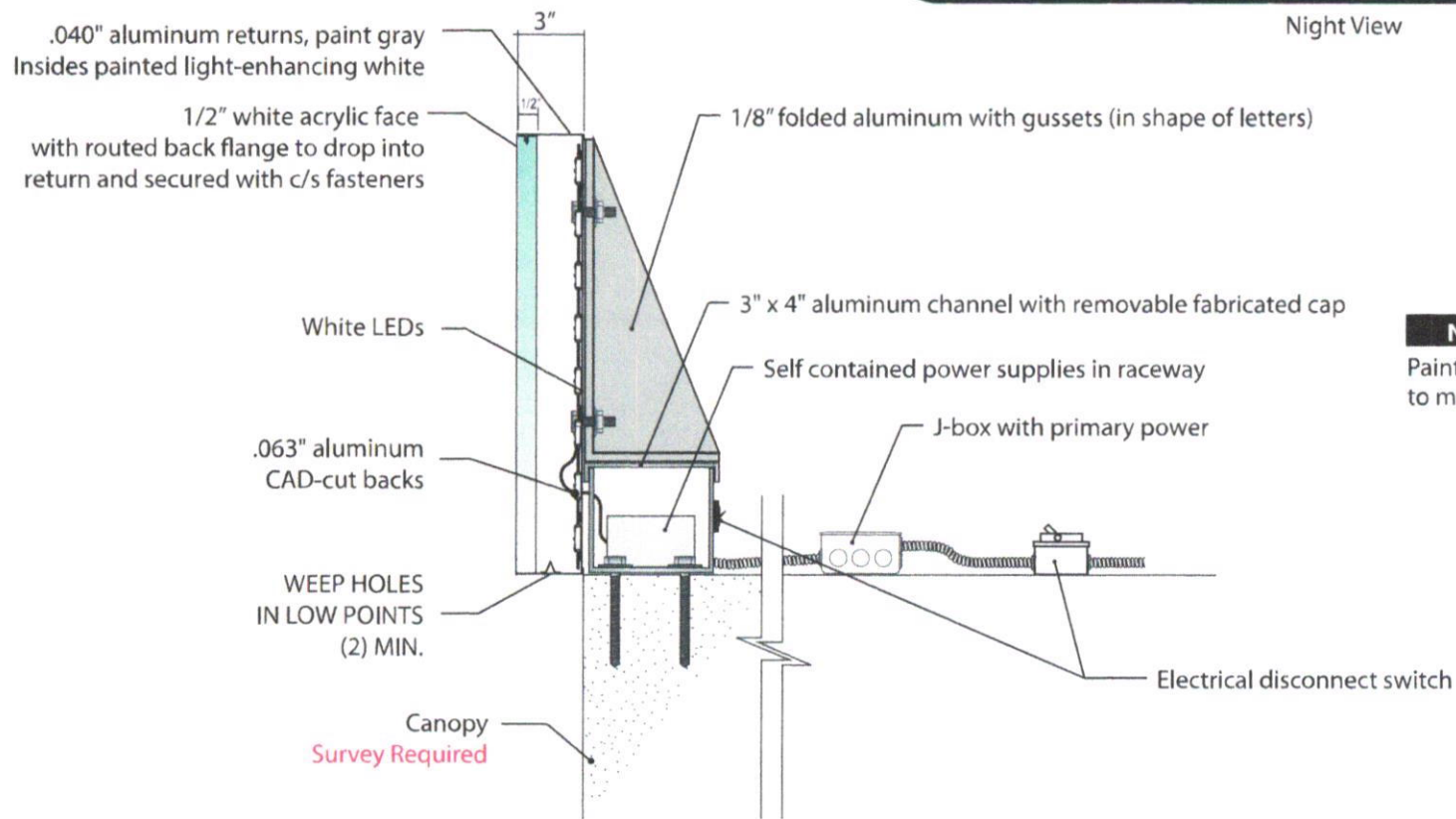
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Scale: 3/16" = 1' 0"

# HOMEWOOD SUITES by Hilton

Night View



## NOTES

Paint all hardware, raceway, and gussets to match canopy

## PROCEED TO PRODUCTION

Print 6220GG-4

Date 3/10/25

ES# 51797

Line A

AUTHORIZED SIGNATURE

DATE

6 = Critical Dimension for Internal Quality Control

UL FILE NO. E70436

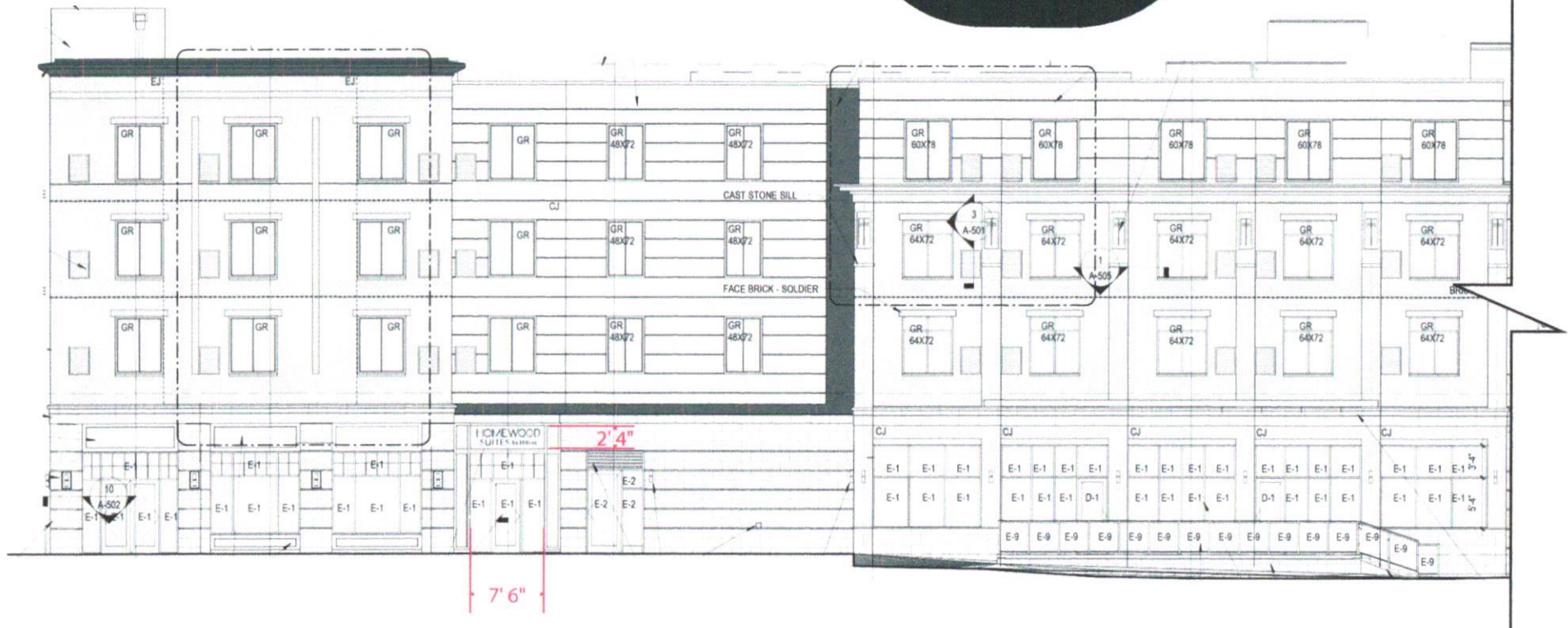
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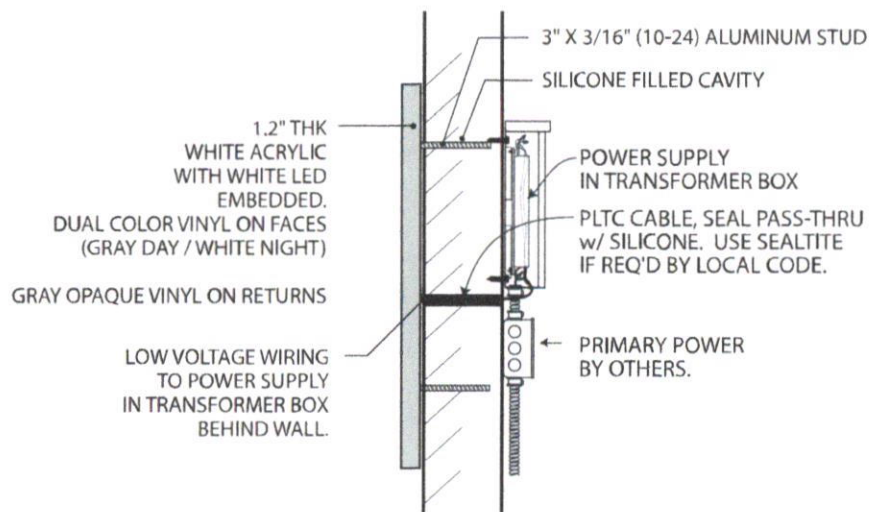
SOUTH ELEVATION  
SCALE: 1/16" = 1' 0"  
FRONTAGE: 175' 0"

SOUTH ELEVATION  
SCALE: 1/8" = 1' 0"  
NIGHT VIEW

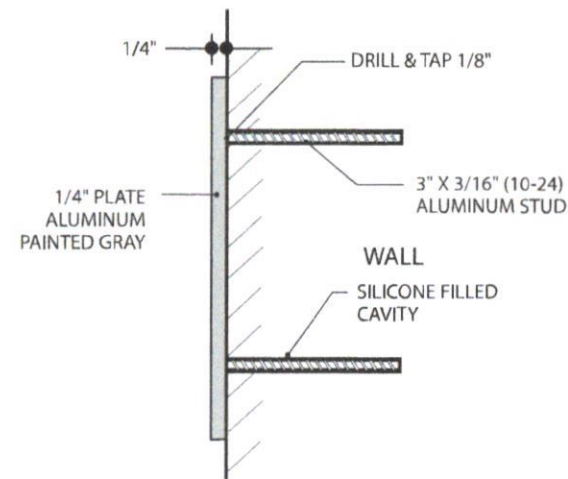


|                      |  |            |                 |       |   |   |
|----------------------|--|------------|-----------------|-------|---|---|
| Print 5475GG-2       | Date 10/12/24  | OQ#51797   | Line B          | SP JR | Sign Type HS-FL-10S-G                       | <div><div>LAURETANO</div><div>SIGN GROUP</div><div>1 Tremco Drive. Terryville, CT 06786<br/>phone: 860.582.0233 fax: 860.583.0949<br/>signs@lauretano.com www.lauretano.com</div></div> |
| CLIENT APPROVAL      |  | Title      | Homewood Suites |       | Location South Elevation                    |   |
|                      |  | City/State | Portsmouth NH   |       | Size 1' 9.3" x 6' 9.5" (12 sq ft)           |   |
|                      |  | Customer   | Homewood Suites |       | Description Gray Day / White Night Embedded |   |
|                      |  | Int. Note  |                 |       | LED Letters & plate letter tagline          |   |
| AUTHORIZED SIGNATURE |  | DATE       |                 |       |   |   |
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Scale: 3/4" = 1' 0"



HOMWOOD SUITES (NTS)



by Hilton (NTS)

**PROCEED TO PRODUCTION**

Print 5475GG-2

Date 10/12/24

ES# 51797

Line B

AUTHORIZED SIGNATURE

DATE

6 = Critical Dimension for  
Internal Quality Control

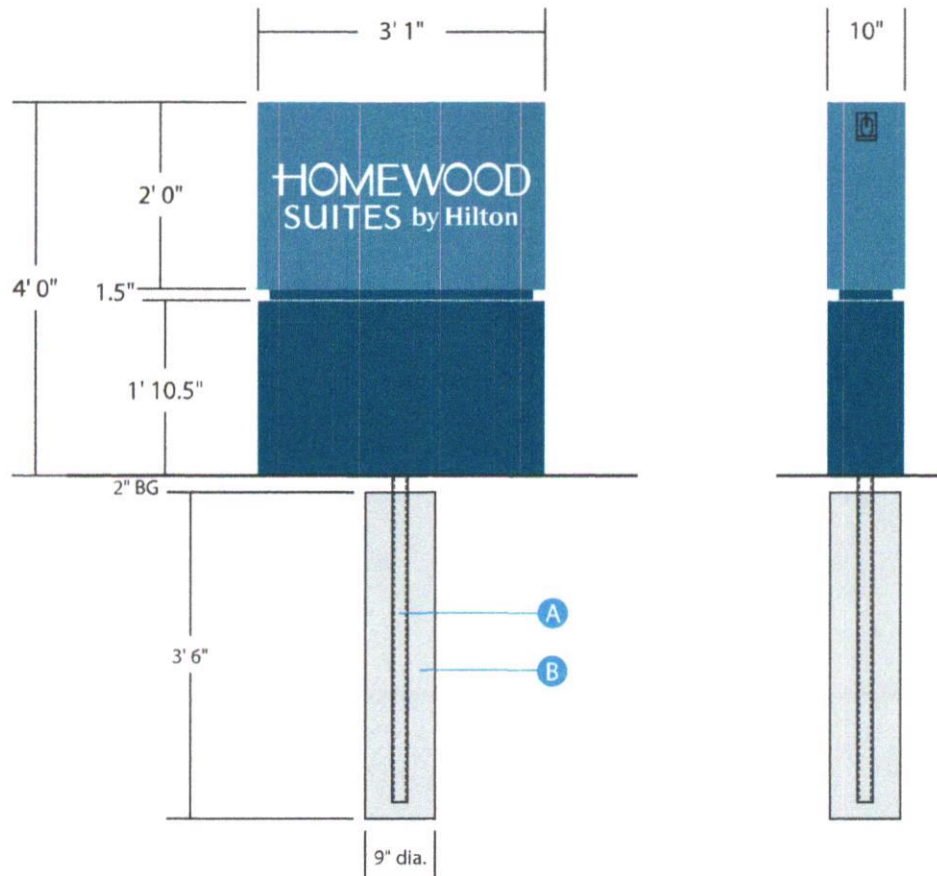
UL FILE NO. E70436

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Scale: 1/2" = 1' 0"



### MATERIALS / COLORS

1" x 1" aluminum tube frame construction, 10" deep

.063" aluminum skin painted Light Blue

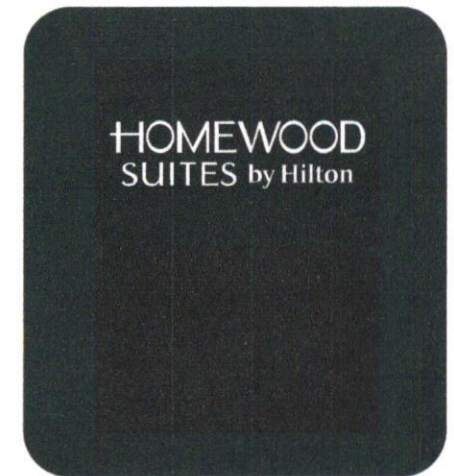
1/8" aluminum faces with details cut out and backed by  
1/8" Evonik Cyro WRT30 White acrylic, paint Light Blue

White LED illumination

Power Supplies housed within cabinet

Electrical Disconnect switch on cabinet

Fabricated .063" aluminum reveal and pole cover painted Dark Blue



NIGHT VIEW

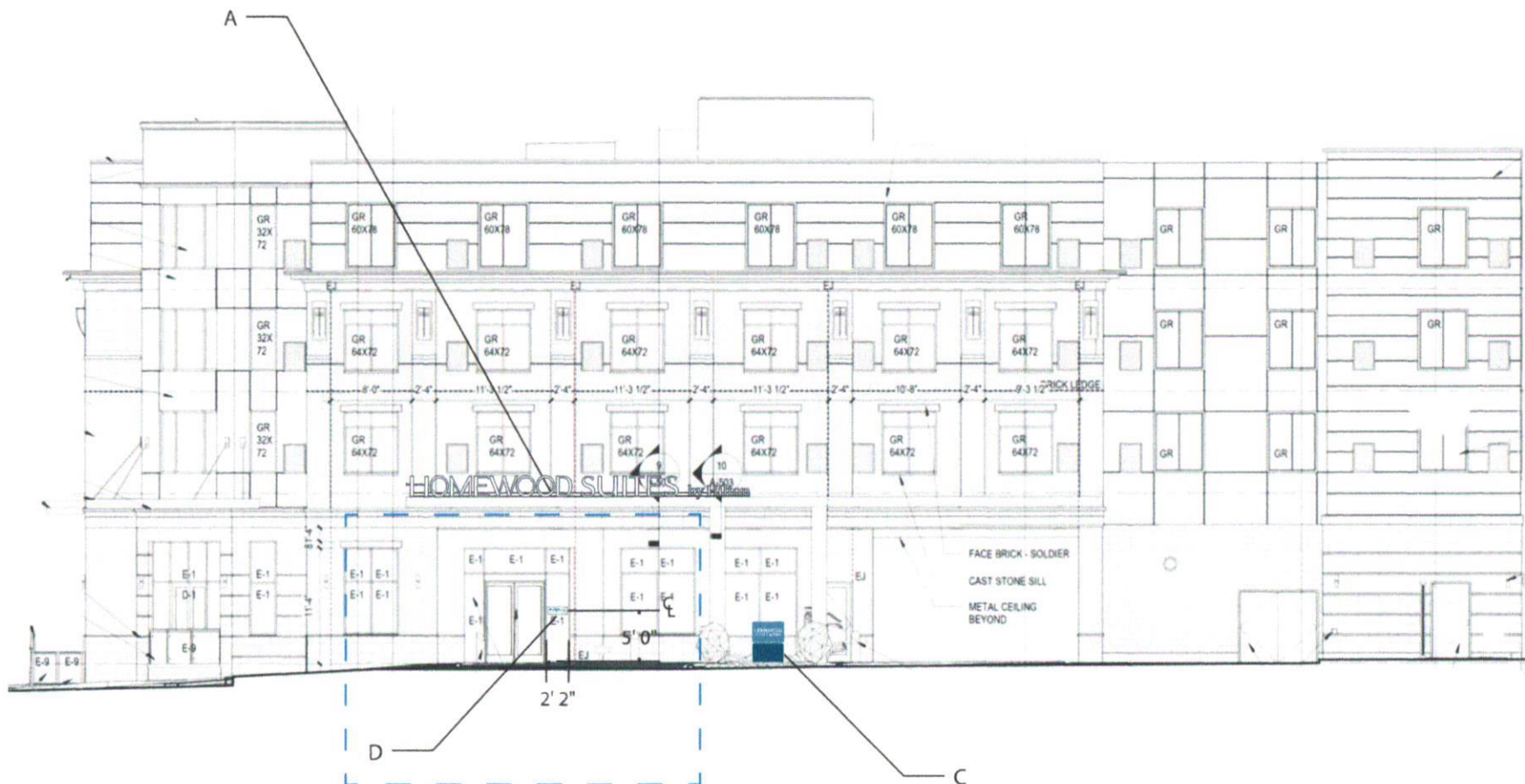
### POLE / FOOTING

- A 9" diameter x 3' 6" deep #2500 concrete footing, set 2" below grade
- B 2" x 2" steel tube support

|  |  |                          |                                 |       |                     |
|--|--|--------------------------|---------------------------------|-------|---------------------|
| Print 7843GG   | Date 3/10/25   | OQ#51797                 | Line C                          | SP JR | Sign Type HS-M9-DFI |
| <b>CLIENT APPROVAL</b>   |  | Title Homewood Suites    | Location As illustrated         |       |                     |
|  |  | City/State Portsmouth NH | Size 2' 0" x 3' 1" (6.16 sq ft) |       |                     |
|  |  | Customer Homewood Suites | Description Double Sided        |       |                     |
|  |  | Int. Note                | Illuminated Directional         |       |                     |
| AUTHORIZED SIGNATURE   |  | DATE                     |                                 |       |                     |
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EAST ELEVATION  
SCALE: 1/16" = 1' 0"  
FRONTAGE: 141' 0"



Print 6910GG-3 Date 3/10/25

**CLIENT APPROVAL**

AUTHORIZED SIGNATURE

DATE

OQ#51797 Line D SP JR

Title Homewood Suites

City/State Portsmouth NH

Customer Homewood Suites

Int. Note

Sign Type HS-E Plaque S

Location East Elevation

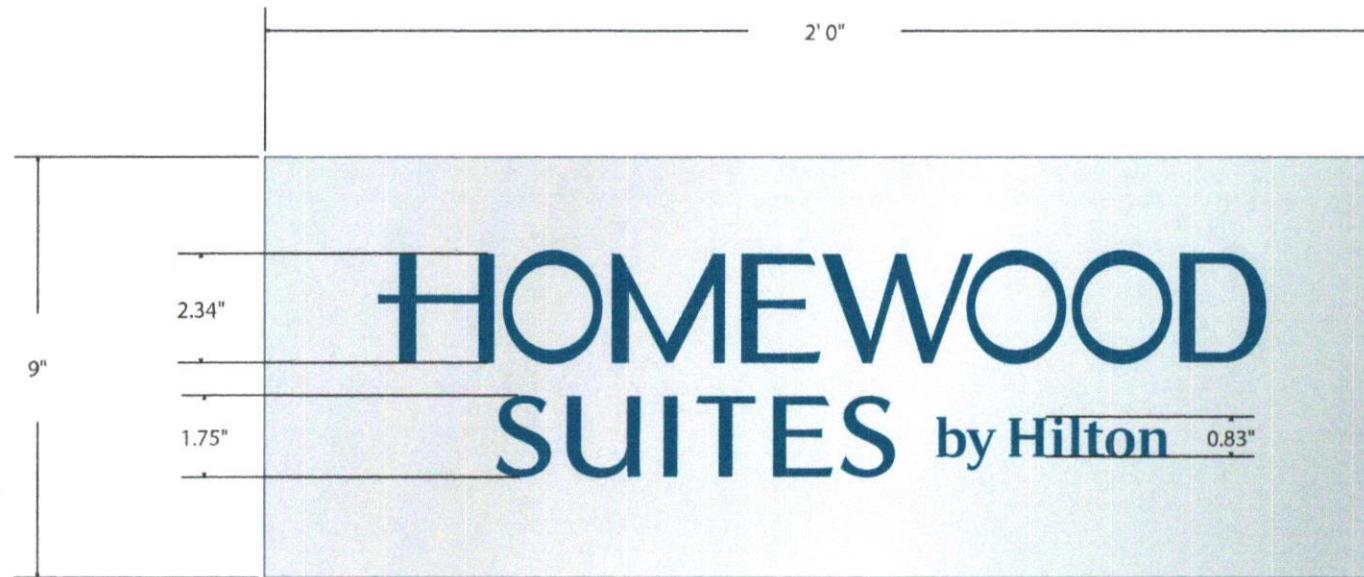
Size 9" x 2' 0" (1.5 sq ft)

Description 1/4" aluminum plaque with etched and filled graphics

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Scale: 3" = 1' 0"



#### MATERIALS / COLORS

1/4" thick aluminum panel painted Brushed Aluminum  
Etched and filled copy Dark Blue

Flush mount to glass with VHB tape  
2nd surface black vinyl backer required to hide VHB tape

#### PROCEED TO PRODUCTION

Print 6910GG-3

Date 3/10/25

ES# 51797

Line D

AUTHORIZED SIGNATURE

DATE

6 = Critical Dimension for  
Internal Quality Control

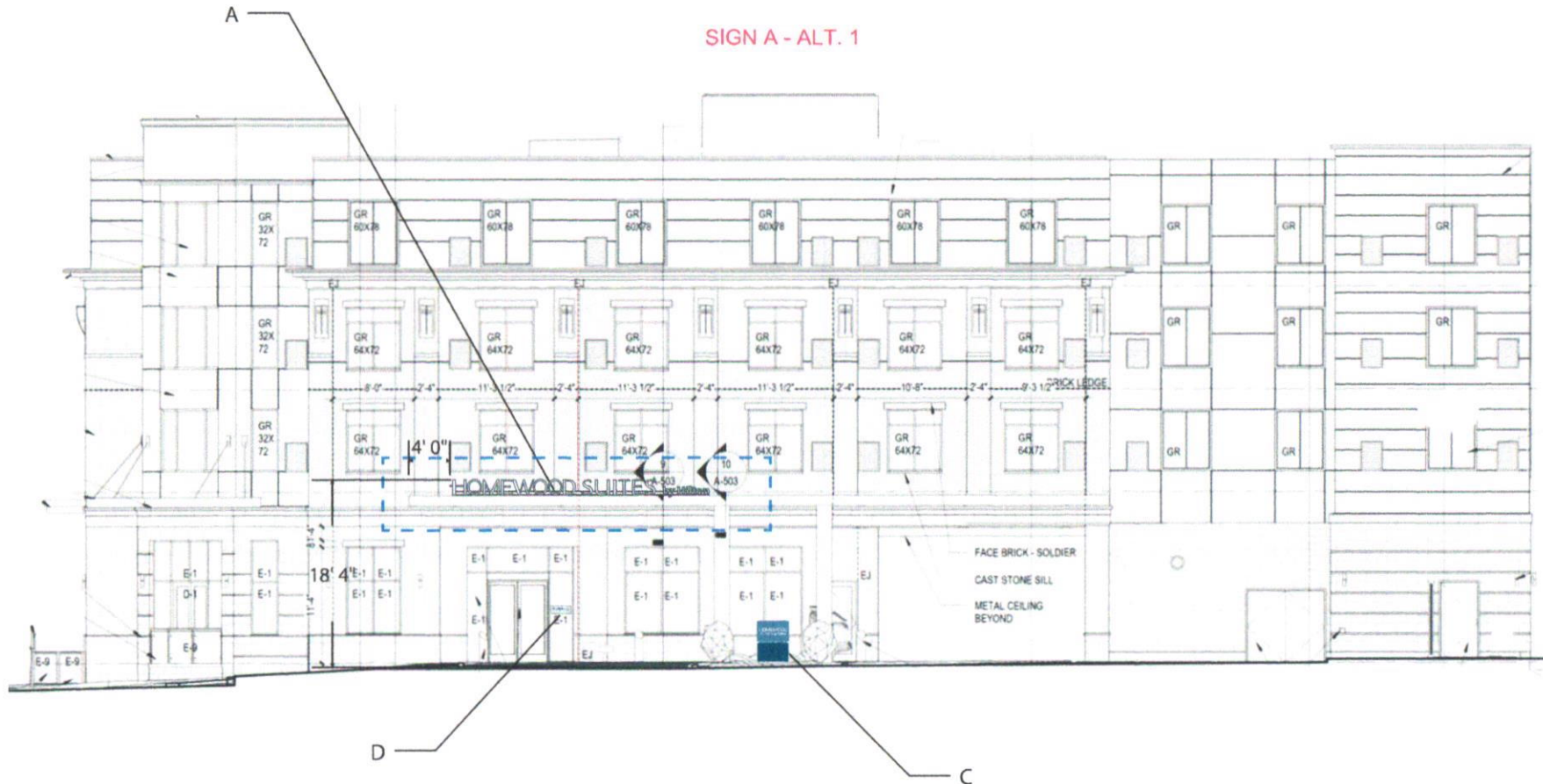
UL FILE NO. E70436

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EAST ELEVATION  
SCALE: 1/16" = 1' 0"  
FRONTAGE: 141' 0"



|                        |  |            |                 |       |                                     |  |
|------------------------|--|------------|-----------------|-------|-------------------------------------|--|
| Print 8142GG           | Date 4/7/25  | OQ#51797   | Line A          | SP JR | Sign Type HS-FL-T-18L-W             | <div><b>LAURETANO</b><br/>SIGN GROUP</div> <div>1 Tremco Drive. Terryville, CT 06786<br/>phone: 860.582.0233 fax: 860.583.0949<br/>signs@lauretano.com www.lauretano.com</div> |
| <b>CLIENT APPROVAL</b> |  | Title      | Homewood Suites |       | Location Front Canopy               |  |
|                        |  | City/State | Portsmouth NH   |       | Size 1' 9" x 25' 3.5" (44.26 sq ft) |  |
|                        |  | Customer   | Homewood Suites |       | Description White Day / White Night |  |
|                        |  | Int. Note  |                 |       | Channel Letters                     |  |
| AUTHORIZED SIGNATURE   |  | DATE       |                 |       |                                     |  |
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# CITY OF PORTSMOUTH

Community Development Department  
(603) 610-7281

Planning Department  
(603) 610-7216

## PLANNING DEPARTMENT

May 24, 2019

Vaughan Street Hotel LLC  
1359 Hooksett Road  
Hooksett, New Hampshire 03106

Re: Property at 299 Vaughan Street, Permit LU 19-43  
Assessor Plan 124, Lot 10

Dear Applicant:

The Board of Adjustment at its regular meeting on May 21, 2019, considered your application, tabled at the April 16, 2019 meeting and described as follows:

### Application:

Case 4-2

Petitioners: Vaughan Street Hotel LLC  
Property: 299 Vaughan Street  
Assessor Plan: Map 124, Lot 10  
District: Character District 5 and the Downtown Overlay District  
Description: Signage and lighting for a proposed hotel  
Requests: Variances and/or Special Exceptions necessary to grant the required relief from the Zoning Ordinance including the following variances:  
a) Signs #1 and #2, from Section 10.1251.20 to allow two wall signs (124± s.f. and 70± s.f.) where 40 s.f. is the maximum allowed for a individual wall sign;  
b) Sign #5, from Sections 10.1271.10 and 10.1271.20 to allow a sign on an exterior wall that does not face a street and is on the side of the building without a public entrance;  
c) Sign #2, from Section 10.1261.30 to allow internal illumination where only external illumination is allowed for signs in the Historic District;  
d) Accent Light #1, from Section 10.1144.63 to allow lights above the height of 25' on the building surface; and  
e) Light L20, from Section 10.1144.60 to allow a luminaire to be attached at 32'9" ± above grade where the maximum height allowed is 20' above grade.



Action:

The Board voted to remove the petition from the table and **reopen** the public hearing. The Board **clarified** that the 70± s.f. wall sign listed in the agenda as Sign #2 under Item a) should correctly be identified as Sign #5. After further discussion, **the Board voted to grant the following:**

- Item a), Sign #1 - a 124± s.f wall sign.
- Item c), Sign #2 - allowing internal illumination.
- Item e), Light L20 - allowing a luminaire at 32'9" ± above grade.

The Board voted to **deny** the following:

- Item a), Sign #5 (incorrectly designated in the agenda as Sign #2) – a 70± s.f. wall sign.
- Item b), Sign #5 to allow a sign on an exterior wall that does not face a street and is on the side of the building without a public entrance;
- Item d), Accent Light #1 to allow lights above 25' on the building surface.

Review Criteria:

*The above items [ Item a), Sign #1, and Items c) and e) ] were **granted** for the following reasons:*

- Granting these variances will not be contrary to the public interest and the spirit of the ordinance will be observed. Allowing these signs requiring minimal relief from the ordinance and parking lot lighting that is largely obscured will not alter the essential character of the neighborhood and the public health, safety or welfare will not be threatened.
- Substantial justice will be done as the granted signage will benefit the applicant while maintaining the essential character of the area with no detriment to the general public.
- The value of surrounding properties will not be diminished by the granted signage and parking lot lighting.
- Literal enforcement of the ordinance would result in unnecessary hardship. There are special conditions of the property which include the manner in which it is set back on streets that would be mainly travelled by seekers of this destination. The signage is appropriate to allow people in the proximity to identify the building. There are also special conditions of the structure having an elevated parking deck and an enclosing "C"-shaped structure, distinguishing it+ from other properties in the area. Due to the special conditions there is no fair and substantial relationship between the purposes of the ordinance regarding signage and their specific application to the property.

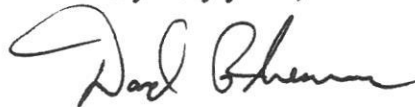
*The above items [ Item a), Sign #5, and Items b) and d) ] were **denied** for the following reasons:*

- All the criteria necessary to grant the variances were not met.
- Granting the variances would be contrary to the public interest and the spirit of the ordinance would not be observed. A sign not facing a street and on a façade without a public entrance is not found on other similar properties and would alter the essential character of the neighborhood. Concerns raised by abutters about the negative effect of the proposed extensive elevated accent lighting on public health, safety and welfare are valid.
- There were no conditions about the property in regard to the denied requests that would result in an unnecessary hardship so that a fair and substantial relationship does exist between the purposes of the ordinance regarding signage and their application to these specific requests.

As provided for in NH RSA Chapter 677, the Board's decision may be appealed 30 days after the vote. Any action taken by the applicant pursuant to the Board's decision during this appeal period shall be at the applicant's risk. Please contact the Planning Department for more details about the appeals process. Construction drawings or sketches must be reviewed and approved by the Building Inspector prior to the issuance of a building permit. Approvals by other land use boards may also be required prior to the issuance of a building permit.

The minutes and tape recording of the meeting may be reviewed in the Planning Department.

Very truly yours,



David Rheume, Chairman  
Board of Adjustment

mek

c: Robert Marsilia, Chief Building Inspector  
Roseann Maurice-Lentz, City Assessor  
Peter J. Loughlin, Esq.



RECEIVED  
MAY 16 2019  
BY

