



HALEY WARD

200 Griffin Road, Unit 14, Portsmouth, NH 03801  
Phone (603) 430-9282

18 November 2025

Phyllis Eldridge, Zoning Board of Adjustment Chair  
City of Portsmouth  
1 Junkins Avenue  
Portsmouth, NH 03801

**RE: Request for Zoning Relief, 909 and 921 Islington Street, Proposed Site Signage (LU-25-134)**

Dear Ms. Eldridge and Zoning Board Members:

On behalf of Chinburg Management, LLC, 909 West End, LLC, and PWED 2, LLC, we are pleased to submit the attached information for Variance Review for the above-mentioned project and request that we be placed on the agenda for your **December 16, 2025**, Meeting. The project was reviewed at the October 21, 2025, Zoning Board Meeting where the application was postponed, to provide additional information to the Board for review. The original Application Narrative is included herein, along with the following updated exhibits:

- Application Narrative (Original)
- Site Sign Detail
- Sign and Adjacent Sign Photographs
- Site Plan – Sign Location; Existing and Proposed

The Louis Restaurant sign, shown in the attached photographs, was moved to the site plan location for the proposed multi-tenant sign. Adjacent similar signage is included in the documentation. The sign location plan has been updated to depict the required sight distance triangle showing that the proposed sign will not interfere with vehicle turning movement sight distance. In addition, both existing conditions and proposed conditions site plans, showing sign location and sight distance triangles are attached, since the construction of the sign may proceed the 921 Islington site development construction. The sight distance is maintained in either case.

The applicant respectfully requests the Board grant the variances as requested and re-advertised.

Sincerely,

John Chagnon, PE, LLS  
Senior Project Manager

## **909 & 921 Islington Street Variance - Narrative**

### **THE PROPOSAL:**

The reason for this variance request comes from the constraints of the frontage of the 909 Islington St. of 30 feet and being an active driveway for 909 and the right of way drive to 865 Islington St. On the property line of 909 and 921 a sidewalk is being installed to make pedestrian access to these properties safer and with these constraints it does not allow a proper location for signage for the 909 Islington St. businesses.

The applicant Sundance Sign Company for Chinburg properties proposes to remove a non-conforming freestanding sign currently existing in the public right of way. We propose to construct a multi tenant sign for 909 Islington St., this proposed sign due to frontage constraints will need to be placed on 921 Islington Streets lot, which is also owned by Chinsburg property. This would be considered as an off premise advertising sign and we ask for relief from this as well as side setback under 5 feet from the 909 Islington Street lot. This situation is not unique in this area of Islington St as the signage at 1001 is very similar to this situation

### **THE SITE:**

909 Islington St lot 172-7

921 Islington St lot 172-10

### **VARIANCE REQUESTED:**

Relief from section 12 of the Portsmouth regulations

1) Granting the requested variance would benefit the public interest. The general public would benefit by the grant of this variance and that the identification of the businesses at 909 Islington St. Would be made easier having this properly located signage at the roadway. By allowing the signage location as requested the board would improve Traffic Safety in the area and benefit the public by creating safer conditions.

2) 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 Portsmouth property owners. The spirit of the ordinance is observed by the size and the style fits within

current sign ordinance provisions; the applicant believes that the signage location as proposed is adequately placed to identify the 909 Islington St. businesses to the general public.

3) Granting. The requested variance. Would result. In substantial justice being done. As board members are well aware., the test for whether or not substantial justice is done, is whether or not the benefit to the general public is denying the variance would outweigh the hardship upon the owner applicant. Seeking the variant. And this is the. Instance. In this instance., there is no benefit to the general public in denying this requested variance, but on the contrary, the public is actually benefited by granting of the variance. Granting the variance will enhance public safety and will not in any way create an eyesore or more confusing. Situation. Since there was no benefit to the public and denying the variance, substantial justice would be done by granting the variance in order to alleviate the hardship upon the owner applicant.

4) No diminution in value of the surrounding properties would result from the granting of the variance. The property in question lies in the midst of the Islington St. commercial district. This signage would in no way diminish surrounding property valuations, as can be seen in the attachment that the style and color of the sign is tastefully done.

5) Hardship. Due to the constraints of the frontage, not allowing this request would create hardship for the tenants not being able to allow their businesses to have proper identification signs to the drivers on Islington street.

#### CONCLUSION:

In conclusion, it is the position of the Applicant that the five (5) criteria necessary for the Board to grant the requested Variance are met within the application. As such, it is respectfully requested that the board grant the variance as advertised and presented.

Respectfully submitted,  
Sundance Sign Company  
Michael Leary



Proposed: #1  
8-25-25

Updated: 11/3/25

**Company: Chinburg**

**Project: 909 Islington**

**Scope: New Freestanding**

**Quantity: 1**

**Size: 20sqft**

Anchor Panels: x3 (4'w x 1'h)

In-Line Panels: x4 (2'w x 1'h)

**Sides: 2 Double Sided**

**Style: Flat - Non Lit**

**Power: NA**

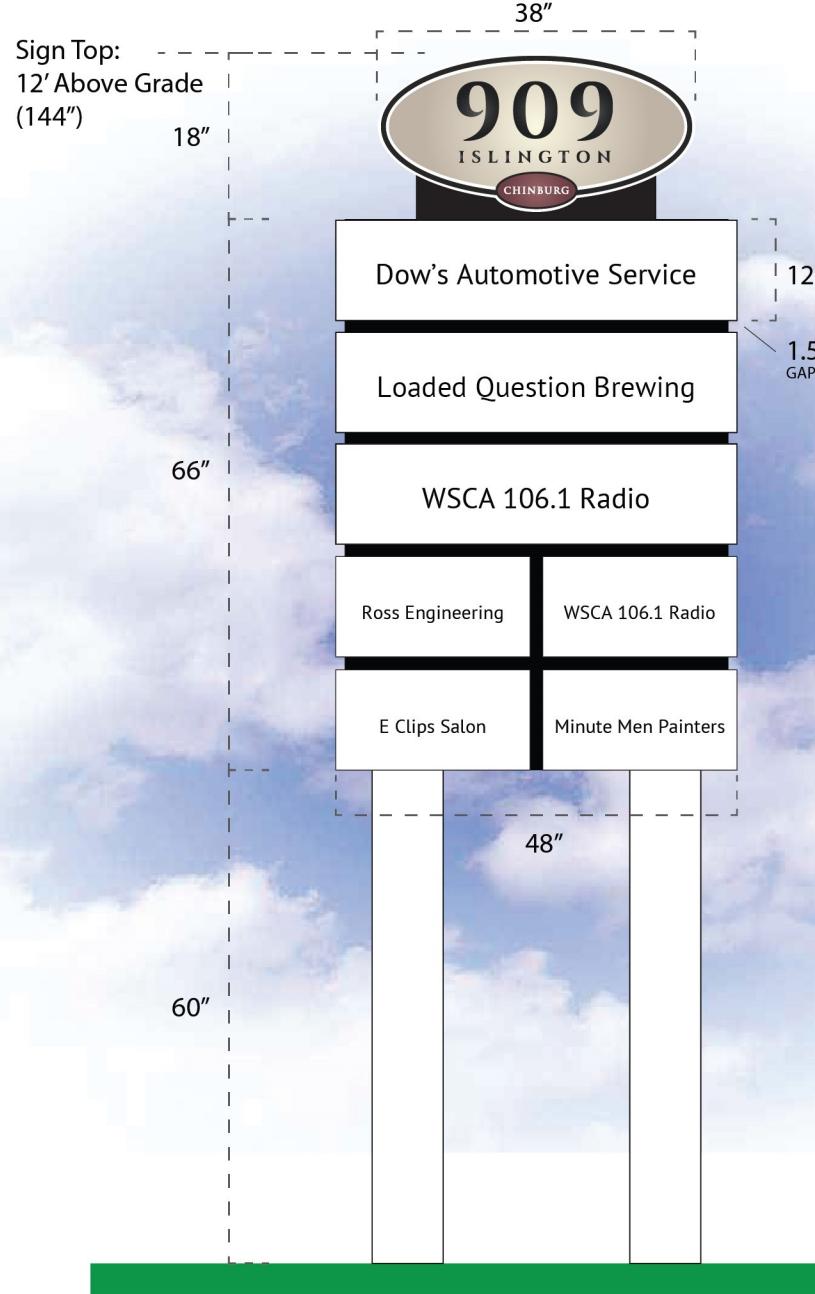
**Substrate: PVC & ACM**

**Posts & Brackets: 8"w x 10'h**

**Colors: 909 Branded**

**p. 1a**

## PROPOSED FOR PERMIT



**Anchor Tenants:**  
4'w x 1'h (4 sf<sup>2</sup>)  
Quantity: 3

**In-Line Tenants:**  
2'w x 1'h (2 sf<sup>2</sup>)  
Quantity: 4

Sundance Sign Company • 603-742-1517 • 89 Oak St. Dover, NH 03820

I have verified the accuracy of all graphics shown with respect to sizes and content. The specifications are correct and represent our order requirements exactly. I authorize release to production according to this approval submittal.

**Customer Approval**

**Date:** \_\_\_\_\_

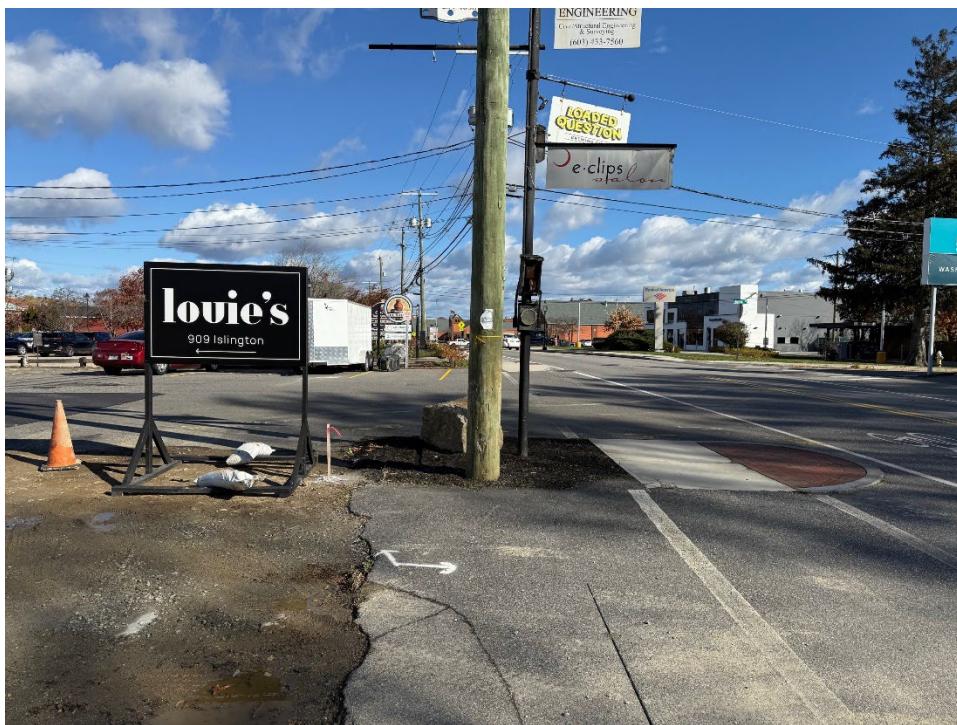
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Initial layout and 1 revision included - 2nd revision \$65 or billed hourly

**MUST HAVE BOTH SIGNATURES BEFORE MOVING TO PRODUCTION**  
PROJECT MANAGER: \_\_\_\_\_ PROOFREADER: \_\_\_\_\_

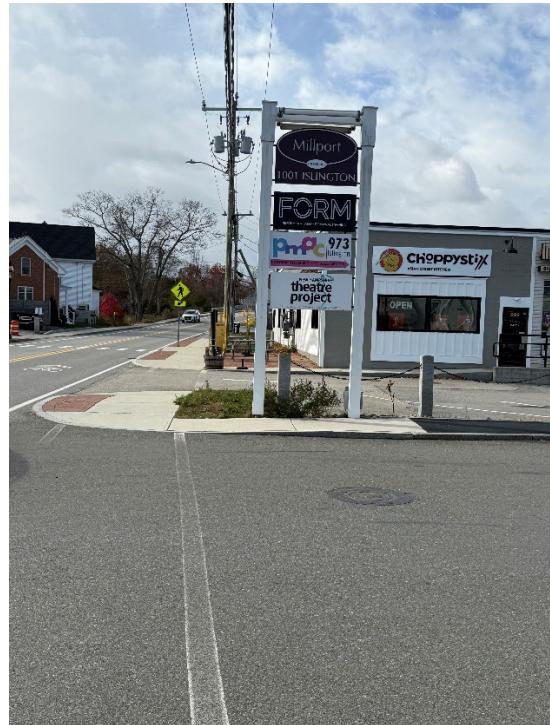
OFFICE: - [ ] SITESURVEY - [ ] SENT PROOF - [ ] ART APPROVED - [ ] ESTIMATED - [ ] 50% DEP REC. - [ ] CONTRACT - [ ] PERMITS - [ ] PLAN - [ ] MATERIALS ORDERED - [ ] APPROVED ARTFILES - [ ] PROD. PACKAGED

## 909-921 Islington Street ZBA – Proposed Sign Location





909-921 Islington Street ZBA – Adjacent Property Sign Locations



P:\N\H\5010220-Chinburg\_Builders\1379-909 Islington Street, Portsmouth -\2024 Site Development\02-CAD\_Files\Survey\5010220-1379-V-EC.dwg, 11/18/2025 2:12:21 PM

BOA SIGN APPLICATION  
FOR 909 ISLINGTON  
ON 921 ISLINGTON PROPERTY  
PORTSMOUTH, N.H.

## SIGN LOCATION PLAN—EXISTING CONDITIONS

SCALE: 1"=10'

NOVEMBER 2025



WWW.HALEYWARD.COM

# HALEY WARD

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5010220.1379

A graphic scale diagram showing a horizontal line with tick marks and numerical values. The line is labeled "GRAPHIC SCALE" at the top. Below the line, numerical values are marked: 10, 5, 0, 10, 20 on the top row, and 3, 0, 5 on the bottom row. The word "FEET" is written to the right of the 20 mark, and "METER" is written below the 5 mark.

