

### **Addendum to Variance, 955 US Rt 1, Portsmouth, NH**

We are requesting a variance to reduce the setback for a sign from 20 feet to 15 feet. The site is in Zone Business and is in sign zone 4.

The site is being upgraded, cleaned up and renovated, and is becoming a Sunoco.

There are currently 2 road signs, one a small Pricer, and the other an ID sign on a base that is cracked and needs to be replaced. The ID Sign has a setback of 15', and we wish to replicate this.

Thus, the two signs will become one.

The site is such that the only logical place to put a sign is adjacent to the building; this presents a setback issue, and the result is that we cannot achieve the required setback.

#### **We are requesting a variance in terms of:**

10.1253.10 The maximum and minimum heights and minimum setbacks for signs which in this case is 20 ft.

#### **1. Granting this variance would not be contrary to the Public Interest**

The requested setback maintains the setback of the existing sign. There is no logical location other than this to place the sign due to the location of the building, the canopy and the entrances and exits. The existing ID sign is at the same setback, and this location does not present a hazard.

It is in the interest of the users of the station and the public that the sign be visible, and prices displayed clearly so that traffic safety is enhanced.

#### **2. The proposed use will observe the spirit of the ordinance:**

The purpose of the Sign code, among others, is to maintain and enhance the character of the city's commercial districts. This entire upgrade, including the sign, turns a blighted property into an attractive site.

Adding a new sign will consolidate the number of freestanding signs from 2 to 1 and will declutter the area of the site.

#### **3. Substantial Justice would be done to the Property owner by granting the Variance:**

The proposed sign is really in the only logical place for it. One cannot move it north, or it would impede the lot, and one cannot move it south as it would impede the setback from the adjacent property. It is necessary for gas stations to advertise the brand and the price, and without this relief, this would be difficult to do.

**4. The proposed use will not diminish the values of surrounding properties:**

Allowing this change will not result in a change in the essential character of the neighborhood. The setback does not change, and the reduction of signage will improve property values. It will have a positive effect on the values of other properties.

**5. Literal enforcement of the provisions of the ordinance would result in unnecessary hardship because:**

The 20 ft setback rule is impossible to meet in this case because of the layout of the site and building and the canopy. If this variance was denied, the owner would not be able to advertise the business, and especially prices in an effective manner.

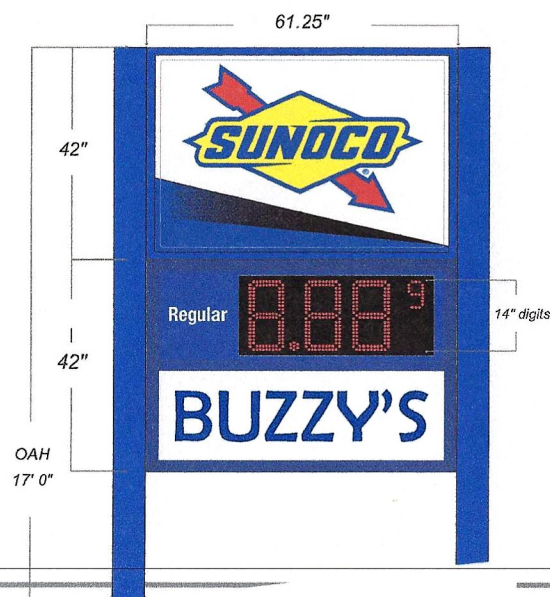
We request the Boards favorable decision.



# EXISTING



# PROPOSED



66 Gold Ledge Avenue,  
Auburn, NH 03032  
603.437.1200  
FAX: 603.437.1222  
www.nhsigns.com

- DESIGN
- MANUFACTURE
- INSTALL
- SERVICE

CLIENT:  
SUNOCO  
PORTSMOUTH, NH

LOCATION:  
955 US RET 1 BYPASS  
PORTSMOUTH, NH

DATE:  
07\*9/25

ACCT. REP:  
PM / NM

DESIGNER:  
KAREN DAVIS

Rev#	Date:
1. 15FT -CURB	7/18/25
2. site plot plan	7/29/25

FILE NAME LOC:  
SUNOCO  
PORTSMOUTH, NH (955)  
MID

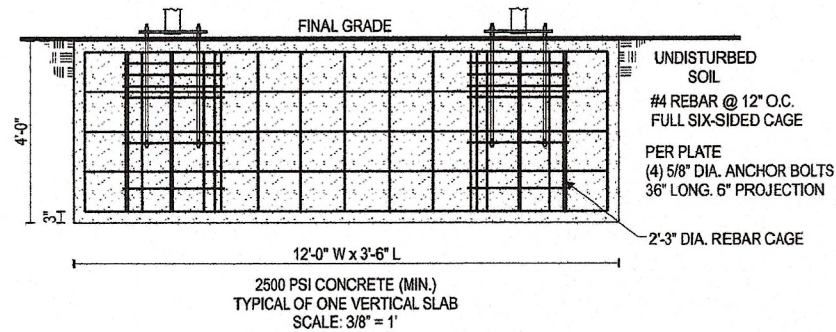
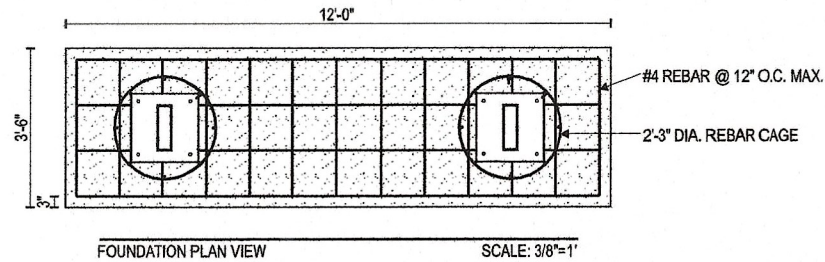
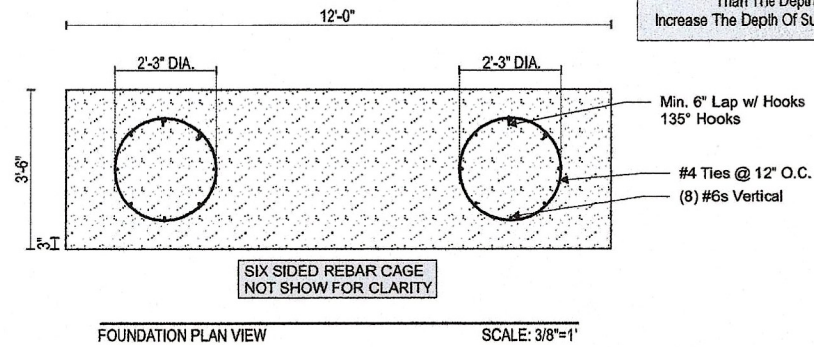
Please Note: It is the customers responsibility to provide primary electrical service including ground wiring directly from panel box, to within six (6') of sign(s). Installation to comply with N.E.C. 800

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ME #: 63950



If It Is Determined That The Actual Frost Depth Is Greater Than The Depth Of Any Footing Shown On This Document, Increase The Depth Of Such Footing(s) To 6" Below The Local Frostline Depth.



183 Edgewater Ct.  
Mocksville, NC 27028

Structural Sign Design  
&  
Engineering Services

Ph: (281) 813-7439  
Email: sean@signstructures.com  
Web: www.signstructures.com

## SHELL

Address: MAIN AND CEDAR

City/State: HOPKINTON, MA

Client: NH SIGNS

ENGINEERING OF  
VERTICAL SUPPORT AND  
FOUNDATION ONLY.  
NO CABINET ENGINEERING  
PROVIDED OR IMPLIED.

Initial Drawing: (63950) DS

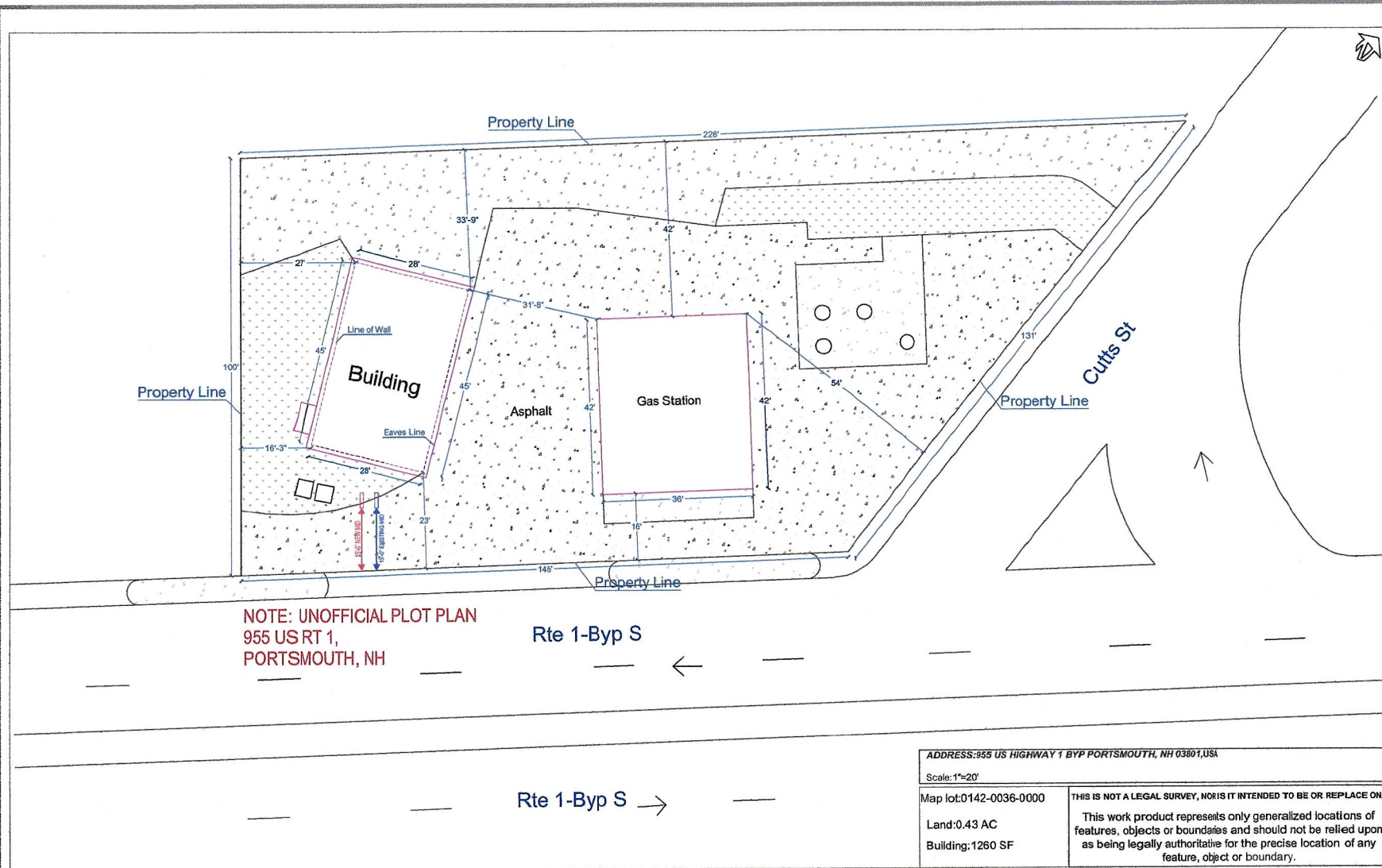
NC Firm Registration: F-1136  
Massachusetts License Number: 45943  
Massachusetts Expiration Date: 6/30/2024

The electronic seal appearing on this document was  
authorized by Sean M. McFarland, PE on November 10, 2023.



Date: 11-10-2023  
Sheet #: 2 of 2





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 Auburn, NH 03032  
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**PM / NM**

**DESIGNER:**

**KAREN DAVIS**

**Rev# Date:**

1. 15FT -CURB	7/18/25
2. site plot plan	7/29/25

**FILE NAME LOC:**

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**PORTSMOUTH, NH (955)**  
**MID**

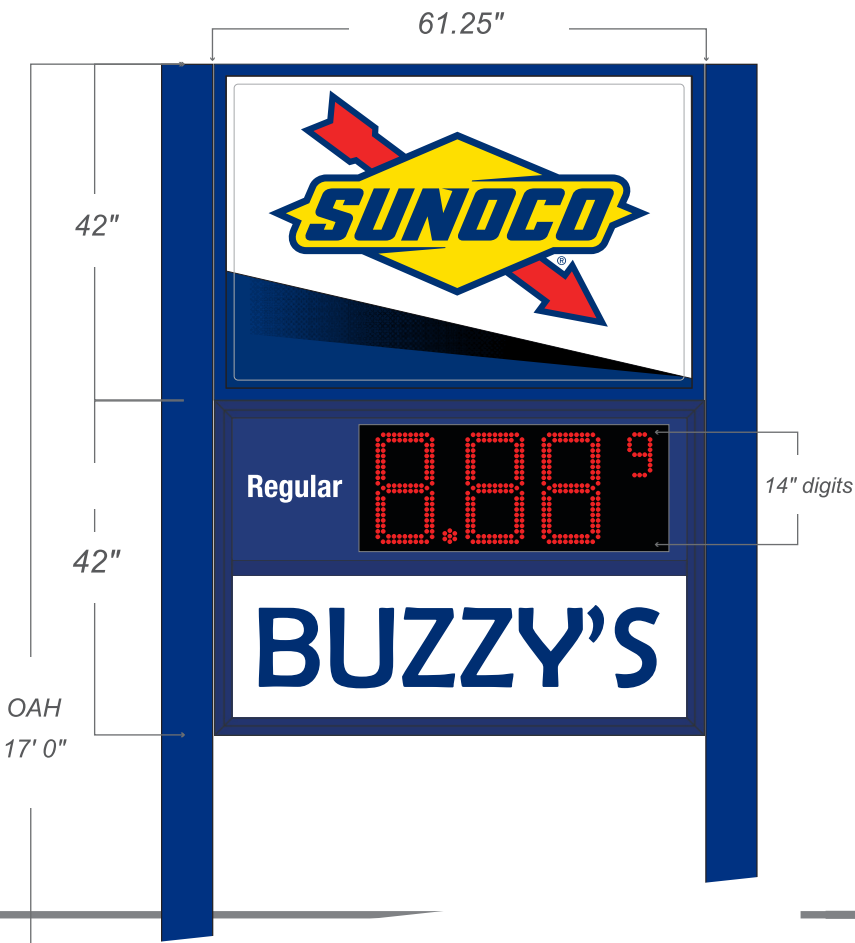
Please Note: It is the customers responsibility to provide primary electrical service (including ground wiring) directly from panel box, to within six (6) of sign(s). Installation is comply with NEC 690.



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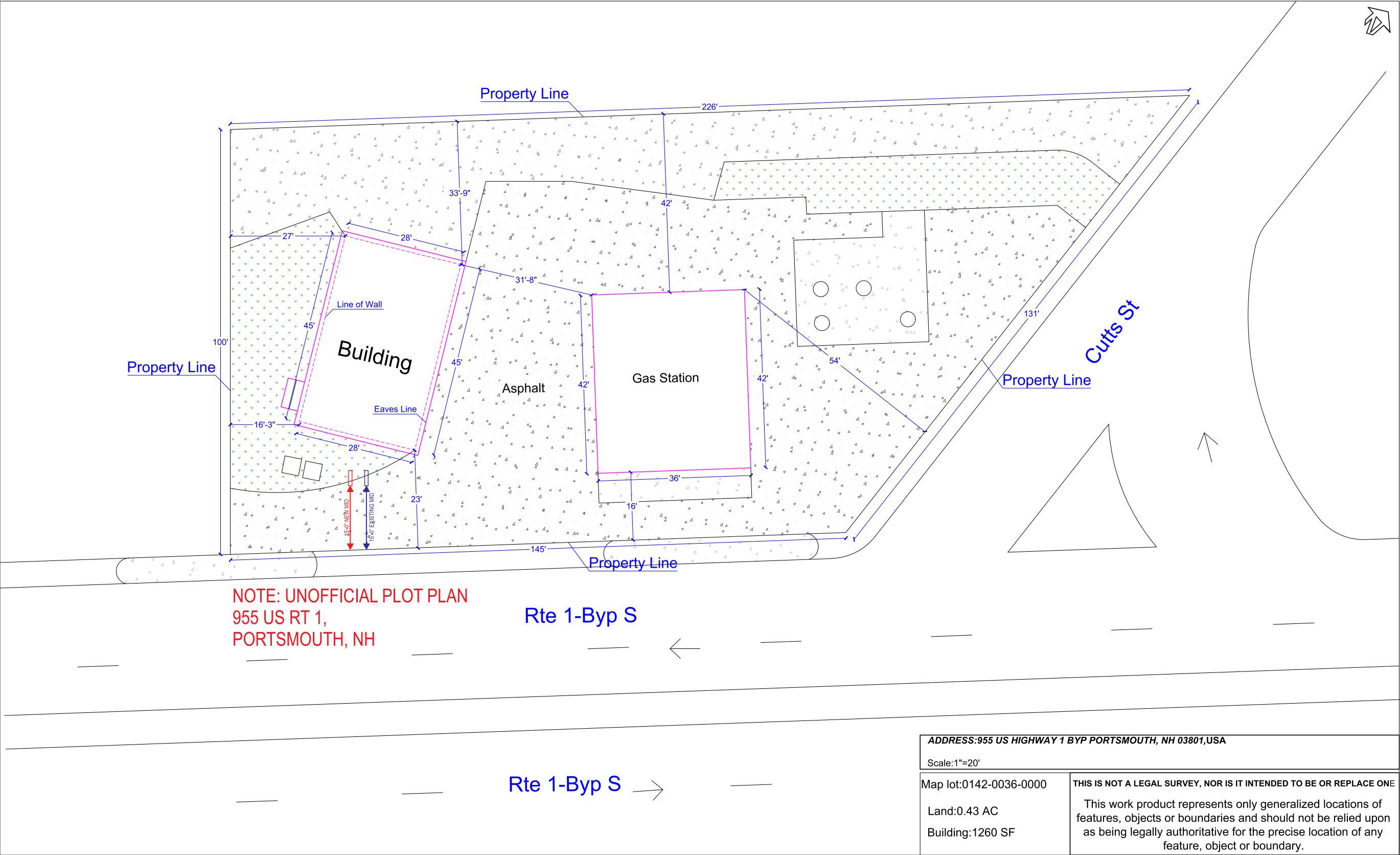
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Please Note: it is the customers responsibility to  
provide primary electrical service (including ground wiring)  
directly from panel box, to within six ft. of sign(s).  
Installation to comply with N.E.C.600

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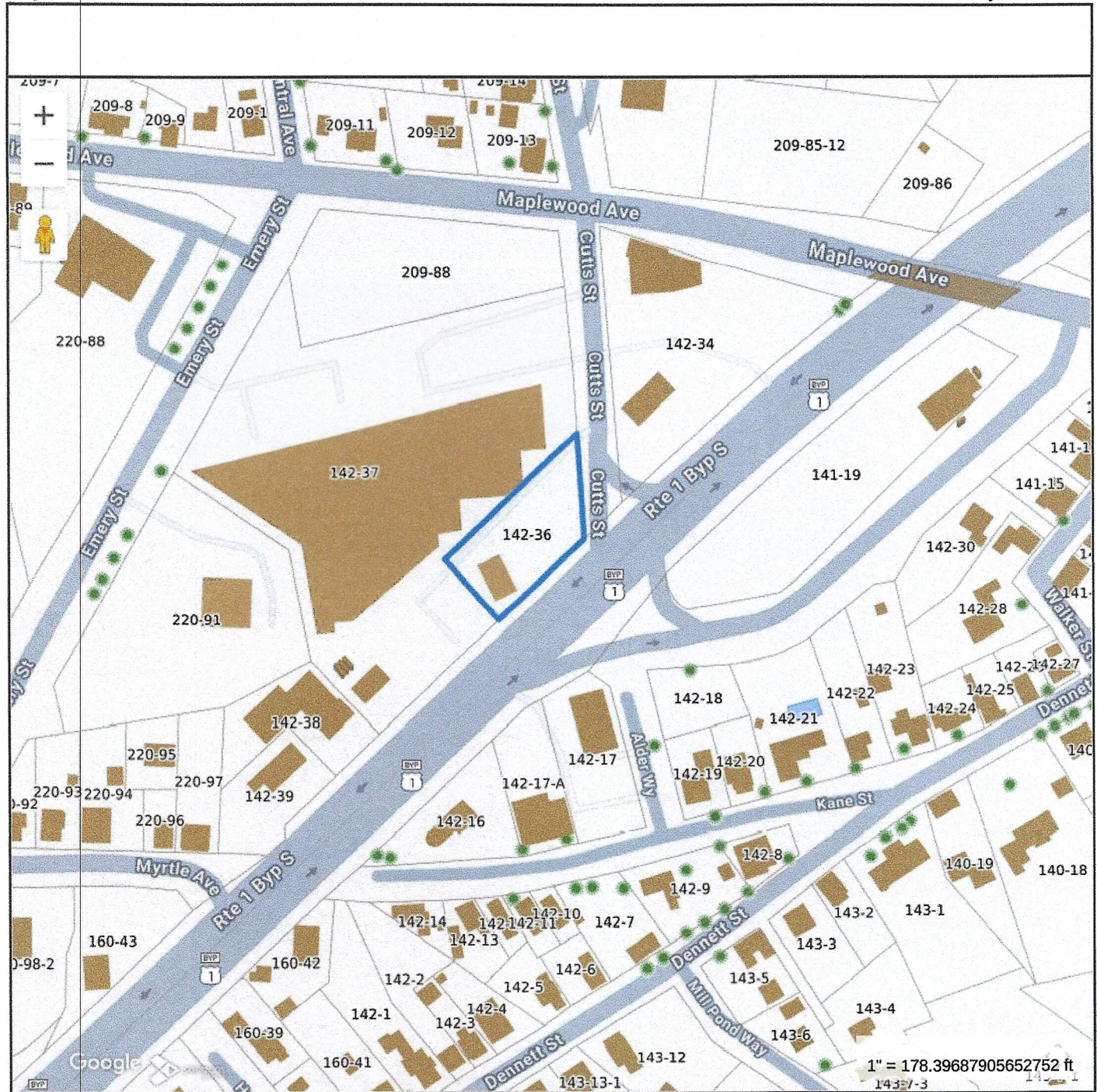
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PAGE: 2-r2



**Property Information**

**Property ID** 0142-0036-0000  
**Location** 955 US ROUTE 1 BYP  
**Owner** 955 ROUTE 1 BY PASS LLC



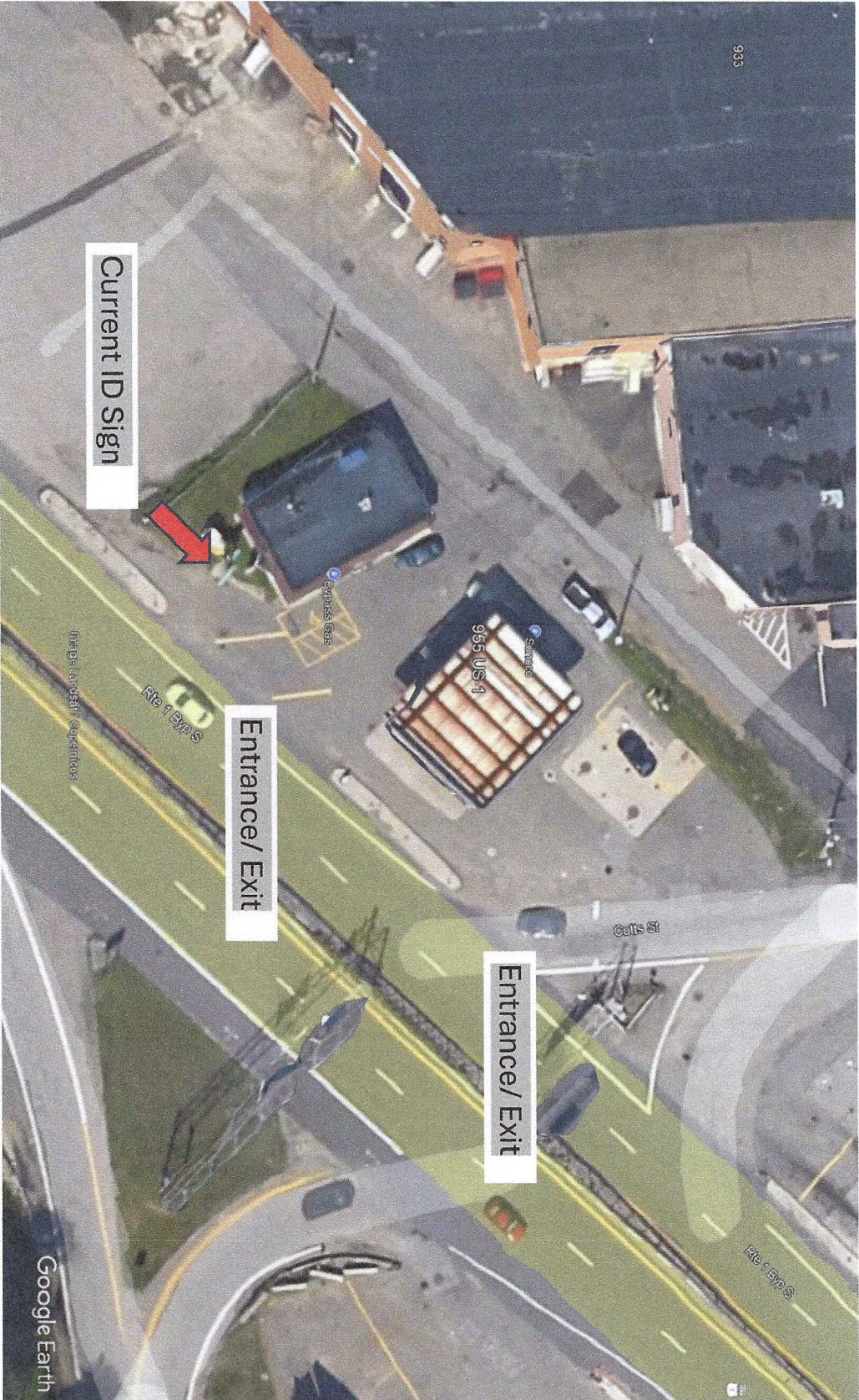
**MAP FOR REFERENCE ONLY  
 NOT A LEGAL DOCUMENT**

City of Portsmouth, NH makes no claims and no warranties, expressed or implied, concerning the validity or accuracy of the GIS data presented on this map.

Geometry updated 09/26/2024

Print map scale is approximate.  
 Critical layout or measurement  
 activities should not be done using  
 this resource.







957 US-1 BYP  
Portsmouth, New Hampshire  
[View on Google Maps](#)

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To whom it may concern:

This letter authorizes Indaba Holdings, dba NH Signs of 66 Gold Ledge Ave., Auburn, NH, to act as an authorized agent for Charlie Mahady with respect to the submission of applications for sign permits, sign waiver requests, variances, or other permit related documents to the Town of Fairbairn

As an authorized agent of the owner, NH Signs is allowed to sign and submit all forms necessary for the aforementioned application.

Date: 3/3/2025

Regards,

Charlie M Mahady  
Signature

President  
Title