

**Senate Transportation Committee**  
*Vivian Hall 271-3091*

**SB 632-FN**, relative to a certain highway sign in Concord.

**Hearing Date:** January 13, 2026

**Time Opened:** 2:15 p.m.

**Time Closed:** 2:37 p.m.

**Members of the Committee Present:** Senators Ricciardi, McConkey, Prentiss and Fenton

**Members of the Committee Absent :** Senator Ward

**Bill Analysis:** This bill authorizes Concord-based nonprofit entities to install one advertising device near Exit 12 on Interstate 93 for the sole purpose of promoting nonprofit events and destinations in downtown Concord.

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**Sponsors:**

Sen. Reardon

Rep. Bricchi

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**Who supports the bill:** Senator Tara Reardon, Senate District 15; Rep. Janet Lucas Grafton, House District 7, Stephen Duprey, Duprey Companies; and Bryanna Marceau, President and CEO, Greater Concord Chamber of Commerce.

**Who opposes the bill:** None

**Who is neutral on the bill:** Lee Baronas, Bureau Administrator, New Hampshire Department of Transportation; Shari King, New Hampshire Department of Transportation.

**Summary of testimony presented in support:**

**Senator Tara Reardon, Senate District 15**

- Senator Reardon introduced SB 632, which proposes allowing a pre-existing highway sign near Exit 12 in Concord to be managed by a nonprofit, such as the Chamber of Commerce, to promote downtown nonprofit, cultural, and community events.
- The sign predates state and federal highway advertising restrictions, and the bill clarifies ownership, location, and design limits to ensure compliance and prevent commercial use.

- This sign would increase visibility for downtown events and boost local economic activity.

**Stephen Duprey, Duprey Companies:**

- Mr. Duprey explained that the sign in question is a long-standing, pre-existing sign that predates both the interstate and Concord's sign ordinance and was previously authorized by the legislature as an off-site sign tied to his former hotel.
- He proposed transferring ownership to a nonprofit (preferably the Chamber of Commerce) to promote downtown Concord and nonprofit community events.
- Mr. Duprey emphasized that the proposal clarifies legal and zoning ambiguities, limits the sign's size and lighting to existing standards, allows limited advertising to cover costs, and avoids placing the city in a legally problematic position.
- **Senator Ricciardi** asked if Mr. Duprey would confirm that this would not apply to the federal law.
- Mr. Duprey confirmed that is the case and that there is an amendment on the way that will clarify some of the details.

**Bryanna Marceau, President and CEO, Greater Concord Chamber of Commerce:**

- Ms. Marceau stated that the bill would revitalize an existing sign to better inform highway travelers about downtown events and cultural activities.
- She emphasized that increased visibility could convert passing traffic into visitors who support local businesses and community events.
- Ms. Marceau noted the bill includes thoughtful limitations, does not require city ownership or operation of the sign, and would allow a nonprofit to manage it for community benefit.

**Neutral Information Presented:**

**Lee Baronas, Bureau Administrator, and Shari King, New Hampshire Department of Transportation**

- Mr. Baronas stated that the Department of Transportation is neutral on SB 632.
- He provided some background on state and federal outdoor advertising regulations and noting it prepared a fiscal note.

- The current state and federal law generally prohibit off-premise advertising within 500 feet of interstate interchanges, and the bill would create a specific exception near I-93 Exit 12.
- He noted the bill limits sign use to non-profit promotion but does not clearly restrict the number, exact location, or type of signs that could be allowed.
- The DOT has concerns about potential federal compliance risks, enforcement precedent, and increased driver distractions near interchanges.
- **Senator McConkey** acknowledged the concerns raised and said that the issue could likely be addressed through discussion. He remarked the proposal was unlikely to result in federal intervention or significant harm.

V.H

Date Hearing Report completed: January 18, 2026