

SB 632-FN - AS AMENDED BY THE SENATE

01/29/2026 0099s

2026 SESSION

26-2083

06/08

SENATE BILL

632-FN

AN ACT

relative to a certain highway sign in Concord.

SPONSORS:

Sen. Reardon, Dist 15; Rep. Bricchi, Merr. 15

COMMITTEE:

Transportation

AMENDED ANALYSIS

This bill authorizes the Greater Concord Chamber of Commerce, or its successor entity, to install and maintain one advertising device near Exit 12 on Interstate 93 for the sole purpose of promoting nonprofit events and destinations in downtown Concord.

Explanation:

Matter added to current law appears in ***bold italics***.

Matter removed from current law appears ~~[in brackets and struckthrough.]~~

Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

STATE OF NEW HAMPSHIRE

In the Year of Our Lord Two Thousand Twenty-Six

AN ACT relative to a certain highway sign in Concord.

Be it Enacted by the Senate and House of Representatives in General Court convened:

1 1 New Subparagraph; Regulation of Erection and Maintenance of Certain Advertising Devices.
2 Amend RSA 236:74, IV by inserting after subparagraph (g) the following new subparagraph:

3 (h) Notwithstanding any provision of this paragraph to the contrary, the Greater
4 Concord Chamber of Commerce, or any successor nonprofit organization that exists to promote
5 visitation and commerce in the downtown area of Concord, may erect and maintain one advertising
6 device in the current location of existing offsite signage that is within 500 feet of Exit 12 North on
7 Interstate 93 in Concord for the sole purpose of promoting nonprofit events and places of interest in
8 the downtown area of Concord. Such device shall:

9 (1) Be located in the parcel already in existence as of the effective date of this
10 subparagraph.

11 (2) Comply with the structural and design standards in the zoning ordinance of the
12 city of Concord, provided that the advertising device may be as large as the largest sign permitted by
13 the sign ordinance of Concord, may be internally lit, and may allow for a change in message or
14 promotion only 4 times in any 24-hour period.

15 (3) Display and promote any events and destinations sponsored by Concord based
16 not-for-profit entities, subject to the right of the Chamber of Commerce, or its successor organization,
17 to include up to 20 percent of any display for for-profit entities to offset the costs of erection and
18 maintenance of the device or such lesser amount as may be necessary.

19 (4) Promote only events that occur in the downtown area of Concord between exits
20 13 and 15 of Interstate 93.

21 (5) Specifically exclude the city of Concord as an eligible sponsor.

22 (6) Be funded and maintained only by the Chamber of Commerce or its successor
23 organization.

24 2 Effective Date. This act shall take effect 60 days after its passage.

SB 632-FN- FISCAL NOTE
AS AMENDED BY THE SENATE (AMENDMENT #2026-0099s)

AN ACT relative to a certain highway sign in Concord.

FISCAL IMPACT:

Estimated State Impact				
	FY 2026	FY 2027	FY 2028	FY 2029
Revenue	\$0	Indeterminable - See Methodology Below		
Revenue Fund(s)	Federal Highway Revenue			
Expenditures*	\$0	\$0	\$0	\$0
Funding Source(s)	None			
Appropriations*	\$0	\$0	\$0	\$0
Funding Source(s)	None			

***Expenditure = Cost of bill**

***Appropriation = Authorized funding to cover cost of bill**

METHODOLOGY:

This bill allows the erection and maintenance of an off-premise advertising device within 500 feet of Exit 12 on Interstate 93 in Concord for marketing nonprofit events and places of interest in downtown Concord. The Department of Transportation states this bill appears to grant an exception to all provisions of the Outdoor Advertising Control statutes RSA 236:69-88 and associated administrative rules Tra 601 to allow this specific off-premise advertising device within 500 feet of the interchange of an interstate highway where one is expressly prohibited by RSA 236:74, IV(c). For historical context, the Department states the Outdoor Advertising Control statutes and rules were established as part of an agreement between the Commissioner of Public Works and Highways and the Federal Highway Administration to control outdoor advertising with specific constraints in support of the Highway Beautification Act of 1965. This federal act was then codified into 23 USC 131, is currently in effect, and aims to protect public investment in highway and promote safety and recreational value in public travel. The Department states the state established statutes and administrative rules consistent with the regulations which the Department enforces to maintain compliance with the original agreement. By granting an exception to the rules, the Department states the state would be violating the terms of the agreement. The Department states that failure to fulfill the agreement may result in the withholding of up to 10% of federal highway revenue per 23 U.S.C 131(b) to the state until corrected, estimated at \$20-\$23 million per year.

AGENCIES CONTACTED:

Department of Transportation