



THE STATE OF NEW HAMPSHIRE
DEPARTMENT OF TRANSPORTATION



Victoria F. Sheehan
Commissioner

William Cass, P.E.
Assistant Commissioner



May 22, 2022

Thomas J. Aspell, Jr.
City Manager
City of Concord
41 Green Street
Concord, NH 03301

Re; NHDOT Project, Concord-Chichester 43828

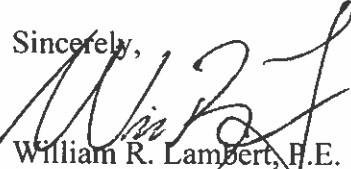
Dear Mr. Aspell;

To better serve the motoring public and to establish a standardized uniform policy for the signing of both private and public owned attraction services, the New Hampshire Department of Transportation has implemented a new attraction logo signing program adjacent to the State's Interstate and Turnpike highways. This program has been contracted to a third party service, New Hampshire Logos.

We are currently maintaining guide signs for Concord Heights and Business District for Exit 2 adjacent to I-393 in Concord. Due to this new program the department will no longer maintain these signs. A highway project will remove your existing signs in the near future.

Although there is no guarantee, it may be possible for you to establish replacement signage through the attraction logo signing program. A copy of this program, detailing the requirements and conditions for establishing attraction logo signing is enclosed.

In the event that you wish to be considered for participation in this program or if you have any questions, please feel free to contact New Hampshire Logos at (603) 715-1151.

Sincerely,

William R. Lambert, P.E.
Administrator, Bureau of Traffic

WRL:dnb
Encl.



NEW HAMPSHIRE LOGOS

An Interstate Logos Company



WHAT? The New Hampshire Logo Signing Program, administered by New Hampshire Logos under the direction of the New Hampshire Department of Transportation, serves eligible Gas, Food, Lodging, Camping, and Attractions.

WHERE? Qualifying businesses at eligible interchanges along the following routes may be able to participate:

WHO? Gas, Food, Lodging, Camping, and Attractions who meet the following criteria:

GAS

•Offer for sale on the premises motor oil, water, and at least 2 grades of motor fuel. •Be open for business continuously from at least 8:00 am to 6:00 pm at least 6 days per week. •Sanitary restroom facilities intended and signed for public use. •An on-premise attendant, or person who is available, to take money, make change, and provide access to the required facilities.

FOOD

•Indoor seating for at least 20 patrons at tables, counters, or a combination of both which is designated for the exclusive use of the applicant. •Continuous service hours which shall cover a minimum of 2 of the standard meals of breakfast, lunch, or dinner, at least 6 days per week. •Sanitary restroom facilities for public use.

LODGING

•Provide the following during all hours of operation: overnight accommodations 7 nights per week during its operating season; bathing facilities for patrons; on-site parking, or valet parking services, for all patrons. •If styled as a hotel, motel, inn, or cabin, provide a minimum of 10 separate sleeping rooms offered individually for rent to the public. •If styled as a "bed and breakfast": provide a minimum of 3 separate sleeping rooms offered individually for rent to the public, offer one or more meals to guests in a dining area separate from the sleeping rooms; and be principally engaged in the business activity of providing overnight lodging.

CAMPING

•A minimum of 10 individually marked campsites available on a first-come, first-served basis to road users, provided that parking lots, service areas, holding areas, and campsites offered for seasonal rental shall not be considered as campsites for this criteria. •Sanitary rest room and bathing facilities to patrons during all seasons of operation. •A supply of drinking water to patrons.

ATTRACTIONS

•Categories of businesses eligible for an Attraction sign may include: Theaters; Museums; Scientific/Geological; Historical Sites; Historical Districts; Public Sports Facilities; Alpine Ski Areas; Nordic Ski Areas; Exposition/Convention; Amusement Parks; Zoos; Local Scenic/Recreational Tours and Rides; Race Track Facilities; Shopping Mall and Plaza/Center; Public and Private Secondary Schools; Small Colleges and Universities; Major Outpatient Health care Facilities; NH State Owned and Operated Liquor and Wine Outlets; Visitor Information Centers; Wineries, Breweries and Distilleries.

HOW? A representative of New Hampshire Logos will be visiting all eligible locations to explain the Program, answer any questions, and assist in completing the necessary paperwork. Please contact us locally in Concord at (603) 715-1151, toll-free at (888) 345-8091, or by email at newhampshirelogos@interstatelogos.com if you have any questions qualifying your location.

Annual Cost	\$2,400.00 per direction
Monthly Cost	\$ 200.00 per direction
Daily Cost	\$ 6.57 per direction

I-89 from south of and including Exit 2, I-93 south of and including Exit 17, the limited access divided portions of the Spaulding Turnpike and NH Route 101, and all of I-93, I-95, I-293, I-393, and F. E. Everett Turnpike.

**Logo Signs – Working for YOU 24 hours a day,
7 days a week, 365 days a year!**

119 Airport Rd. Suite B, Concord, New Hampshire 03301
www.newhampshire.interstatelogos.com

WHY?

INCREASE YOUR EXPOSURE



INCREASE YOUR TRAFFIC



INCREASE YOUR PROFITS



PARTICIPATION PAYS FOR ITSELF