



# CITY OF CONCORD

## REPORT TO MAYOR AND THE CITY COUNCIL

FROM: Matthew R. Walsh, Deputy City Manager – Development

DATE: August 14, 2023

SUBJECT: License Agreement for Pierce Manse off-site signage at Bradley Park

### **Recommendation:**

Approve the attached consent resolution authorizing the City Manager to enter into a License Agreement with the Pierce Brigade, or other related party, concerning the installation of off-site signage for the Pierce Manse on City property known as Bradley Park at the intersection of Boutin Street and Horseshoe Pond Lane, or within public highway rights-of-way adjacent thereto.

### **Background:**

Franklin Pierce was the 14<sup>th</sup> President of the United States and served from 1853 to 1857. Prior to becoming President, he was elected to the New Hampshire State Legislature, the United States House of Representatives and the United States Senate. Pierce was the youngest Speaker of the New Hampshire Legislature and served as a Brigadier General in the Mexican War.

A native of Hillsborough, New Hampshire, Pierce and his family resided in Concord in a property currently known as “the Manse” from 1842 to 1848. Originally located near Montgomery Street, the Manse was relocated to its present location at 14 Horseshoe Pond Lane in 1971. The property is owned and maintained by the Pierce Brigade.

### **Discussion:**

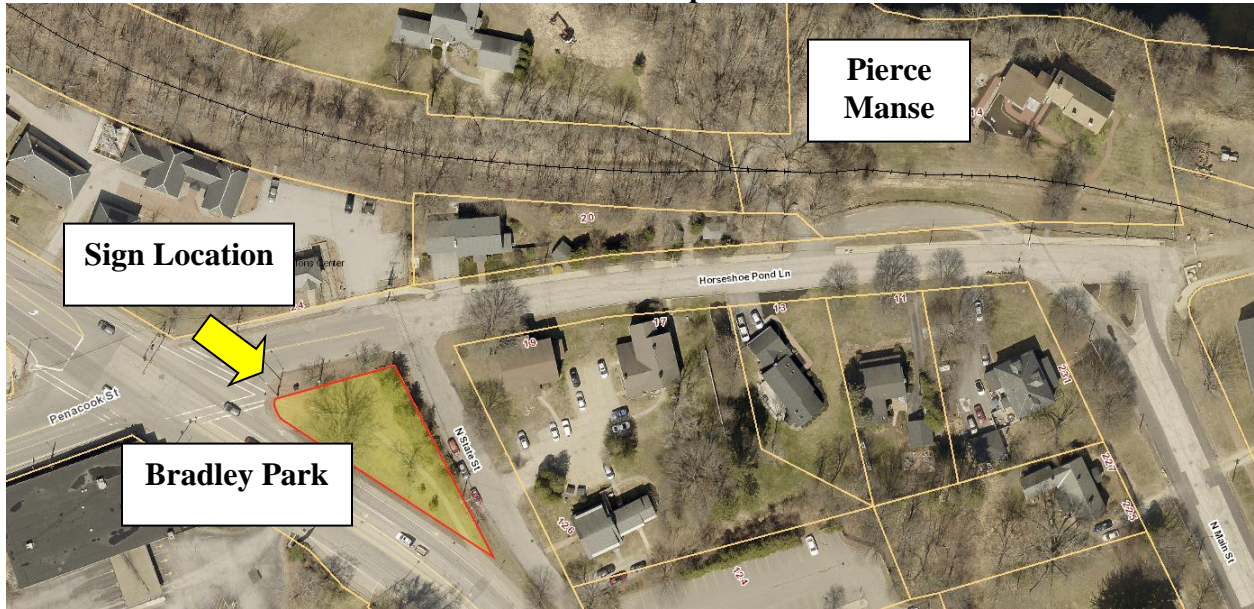
The Pierce Brigade is seeking permission to install off-site directional signage for the Manse on City property known as “Bradley Park” located at the intersection of North State Street and Horseshoe Pond Lane. Bradley Park is owned by the City in fee. Additionally, subject to final design and permitting processes, the sign may be located within public highway rights-of-way adjacent to the Park. Please see the attached locus plan for more information on the next page.

A small sign presently exists at this location. No agreements exist for said sign. Hence, the Pierce Brigade is seeking a license agreement for replacement signage.

If approved, the Pierce Brigade will need to secure normal and customary permits for said sign. Additionally, approvals from the Zoning Board of Adjustment will also be required.

The License Agreement will contain the City's normal and customary requirements, and shall be subject to the approval of the City Manager and City Solicitor.

### Locus Map



### Google Maps Photo of Existing Sign Location

