

Narrative in Compliance with Article 28-9-4(b) – Conditional Use Permit Submission

Applicant: Concord Hospital

Project: Freestanding Wayfinding Signage – Sign #001 and Sign #002

Permit Type: Conditional Use Permit

Zoning Ordinance Reference: Section 28-6-9(C)(4)

Location: Pleasant Street, Concord NH (Signs located at East Drive and Langley Parkway intersections)

Project Summary

Concord Hospital is requesting a Conditional Use Permit under Section 28-6-9(C)(4) of the City of Concord Zoning Ordinance to allow the installation of **two freestanding wayfinding signs**— Sign #001 and Sign #002—on a property with **multiple buildings**. The Ordinance permits one freestanding sign per lot by right; however, where there is more than one building on a lot, the Zoning Ordinance allows for one freestanding sign per building identifying the building or principal uses, subject to the granting of a Conditional Use Permit by the Planning Board.

The proposed signage is part of a comprehensive campus-wide wayfinding upgrade designed to improve public safety, traffic flow, and visitor experience. Both signs are in-kind replacements of existing signage and are situated at primary entry points to the campus.

Compliance with Article 28-9-4(b) – General Criteria for Conditional Use Permits

1. The use is allowed by Conditional Use Permit in the district where the property is located.

Yes. Per Section 28-6-9(C)(4), additional freestanding signage is permitted on a lot with multiple buildings through the issuance of a Conditional Use Permit.

2. The use is consistent with the spirit and intent of the Ordinance and the Master Plan.

The proposed signage supports the intent of the Ordinance by maintaining an orderly and efficient signage system while enhancing the **safety and clarity** of traffic circulation within a complex medical campus. It also aligns with Master Plan objectives regarding accessibility, safety, and public infrastructure.

3. The use will not cause a significant adverse impact on property values or adjacent properties.

The signs are **in-kind replacements** of existing signage that has long been part of the campus infrastructure. Their design is professional, understated, and consistent with the hospital's

proposed branding. The proposed signage enhances usability without altering neighborhood character or affecting property values.

4. The use will not cause undue traffic congestion, or create a traffic hazard.

To the contrary, these signs are being installed **to reduce traffic confusion and improve navigation**, particularly for emergency vehicles and first-time visitors. Placement at key intersections improves wayfinding and ensures efficient vehicle circulation.

5. The use will not result in excessive public expenditures for public infrastructure or services.

The signage does not require any extension of public infrastructure or services. It will be privately funded, installed, and maintained by Concord Hospital.

6. The use will not be detrimental to the health, safety, or welfare of the neighborhood or community.

Improved signage contributes positively to public safety and user experience. Clear entry identification reduces driver hesitation and increases efficiency in wayfinding, especially critical in a healthcare setting where emergency response and accessibility are paramount.

Section 2: Design Review Phase Requirements (per Section 14.02)

(1) Site Analysis Plan Summary

Natural Features:

- No new disturbance to wetlands, streams, or surface water features.
- The signs are to be installed in existing landscaped areas and do not impact natural buffers, high-slope zones, or conservation land.
- No changes to topography or grading are proposed.

Man-made Features:

- Existing utilities, structures, curb cuts, and vehicular access points have been accounted for in the sign placement.
- Signs are located at campus entrances with existing driveways and do not require new impervious surfaces.
- There are no known historic features, archeological resources, cemeteries, or registered landmarks on or near the proposed sign locations.

- The area is not within a special district boundary (e.g., Shoreland Protection or Aquifer Protection).

Photographic Documentation:

- Photographs of existing signage and surrounding views are provided as part of the application package. Each Photo is labeled with location ID which is referenced on the Campus Signage Plan.
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(2) Proposed Site Layout Plan Summary

- Both signs are freestanding monument-style signs within existing landscaped islands.
 - Signs are located adjacent to vehicular entry points but positioned outside of required sight lines for safe turning movement.
 - **Sign #001** serves as a four-sided directory at a major intersection; **Sign #002** is a large-format ID sign with multiple listings.
 - No new parking, driveways, or pedestrian improvements are proposed in this scope.
 - No changes to open space, impervious surface coverage, or building footprint.
 - No impact to adjacent bluffs, buffers, or wetland protections.
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(3) Site Utility and Drainage Plan Summary

- There is no disruption or extension of utility lines, stormwater infrastructure, or drainage systems associated with this signage.
 - The signs will be installed using existing concrete bases and will not require utility trenching or new water/sewer connections.
 - Location avoids utility easements and known underground assets.
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Conclusion

This Conditional Use Permit application seeks to responsibly and safely update key entry signage at Concord Hospital. The request:

- Meets the criteria of Article 28-9-4(b),

- Complies with Section 28-6-9(C)(4),
- Reflects a minimal-impact, in-kind replacement, and
- Enhances public safety and navigation.

We respectfully request the Planning Board's approval to allow one freestanding sign at each primary entrance point in support of campus-wide wayfinding improvements.



← Emergency
Pleasant Street
← →

Emergency
Branch
Pleasant
Street
Branch

← Emergency

Pleasant Street



Emergency ↑

Concord Hospital
Concord

Orthopaedics
Encompass Health
Granite Ledges



CRIVELLO
LANGLEY



CRIVELLO
LANGLEY



Emergency →

**Concord Hospital
Concord**

**Orthopaedics
Encompass Health
Granite Ledges**



LARGES

DO NOT
TURN
ON RED



