

Capital Hotel Company VI, LLC

Project Narrative

Capital Hotel Company VI, LLC ("Capital Hotel") seeks a conditional use permit to allow a building sign to be located above the first floor of the hotel under construction at 406 South Main Street in Concord (the "Property"). The Property is in the General Commercial (CG) District, wedged between State Route 3A to the east and I-93 to the west and north. The Property is the former site of the Days Inn. There are two principal uses on the Property: the hotel and a restaurant, each of which have their own building. Capital Hotel has begun construction of the hotel, which will be a Tru by Hilton. The hotel is four stories tall and will have 85 rooms. The principal entrance to the hotel is on the north side of the building.

Here, Capital Hotel requests a conditional use permit to identify the hotel with a building sign that is located on the 4th floor of the hotel, approximately 36 feet above grade (the "Sign"). The Sign would be internally illuminated and on the northern face of the building. It would be approximately 63 square feet in area.

Consideration of Application under Art. 28-9-4(b):

a. Specific Authorization for Conditional Use Permit. This conditional use permit is authorized by Article 28-6-9(b)(2), that allows one of the lawfully permitted building signs to be located more than 25 feet above grade.

b. Compliance with Requirements of Article and Specific Conditions and Standards in Ordinance. The Ordinance authorizes the Planning Board to issue a conditional use permit for a sign that is more than 25 feet above grade when the building is more than 3 stories in height, no window or exterior window trim is obstructed by the sign, the sign identifies a principal use which is the sole occupant of the building, the sign counts as one of the three building signs allowed under Art. 28-6-9(b)(1), and the total sign area does not exceed the amount allowed under Art. 28-6-9(b)(1). These requirements are met here:

- The hotel is four stories in height;
- No window or exterior window trim will be obstructed by the Sign;
- The Sign identifies the hotel, a principal use of the Property and the sole occupant of the building;
- The Sign is the only building sign where up to three are allowed; and
- The Sign is only 63 square feet in area, well below the 150 square feet that would be allowed in the CG district.

Under operation of Article 28-6-9(b)(3), the building frontage for purposes of calculating the maximum amount of building sign area is the north side of the hotel, which is approximately 195 linear feet. In the CG district, the maximum building sign area is the smaller of one square

foot per linear foot of building frontage or 150 square feet. Therefore, the total permissible building sign area for the hotel is 150 square feet. This Sign uses only 63 square feet.

This Sign is also consistent with the purposes of the Sign Ordinance, which are to: encourage the effective use of signs as communication, maintain and enhance the aesthetics of the City, retain the City's ability to attract economic growth, improve pedestrian and traffic safety, minimize adverse effect of signs on nearby areas, and enable fair and consistent sign enforcement. *See* Art. 28-6-1.

c. No Endangerment to Public Health or Safety. The sign will not endanger public health or safety.

d. Compatibility with Neighborhood and Adjoining and Abutting Uses in Area. The sign is compatible with the neighborhood and abutting uses in the area. Exit 12N offers access to other services, such as a gas station, subway, and another lodging option. These services are advertised on two signs visible from the highway. The building sign will be compatible with these signs. Passersby will be curious about the use and identity of the hotel. The building sign (facing I-93) will identify the hotel brand, satisfying this curiosity.

e. No Adverse Effect on Highway or Pedestrian Safety. There will be no adverse effect on highway or pedestrian safety. If anything, the simple, clear messaging on the sign will assist visitors in navigating to the hotel. This will improve highway safety.

f. No Adverse Effect on Natural, Environmental, and Historic Resources of City. There will be no adverse effect on Concord's natural, environmental, and historic resources. The sign is to be located on a building, not on a freestanding pylon or support structure. The sign requires no additional construction. The sign is smaller than what would be allowed under the Ordinance.

g. Adequate Service by Public Utilities, Community Facilities and Services; No Excessive Public Expenditures. The sign will not require additional public utilities, services, or expenditures.

Conclusion

Approving the conditional use permit for the building sign to be located more than 25 feet above grade is consistent with the purposes of the Ordinance and will have no adverse effect on safety, the environment, or the neighborhood and surrounding businesses.