



PLAN NH FALL CONFERENCE

RETAIL REMADE

NEW LIFE FOR DOWNTOWNS AND COMMERCIAL DISTRICTS

September 29, 2022 | The Hotel Concord



Gold Sponsors



Silver Sponsors



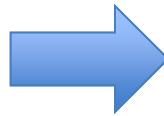
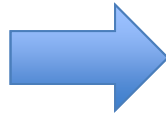


Concord Main Street Project

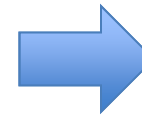
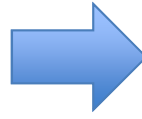
Plan NH

September 29, 2022

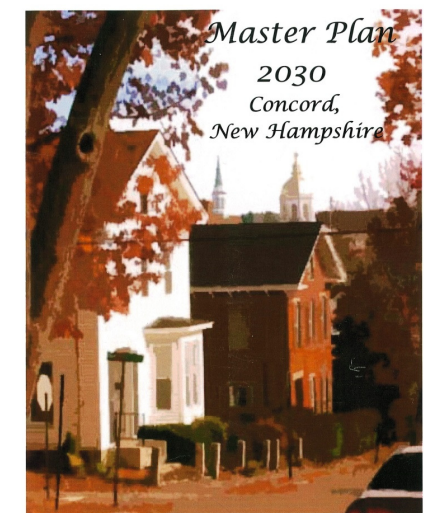
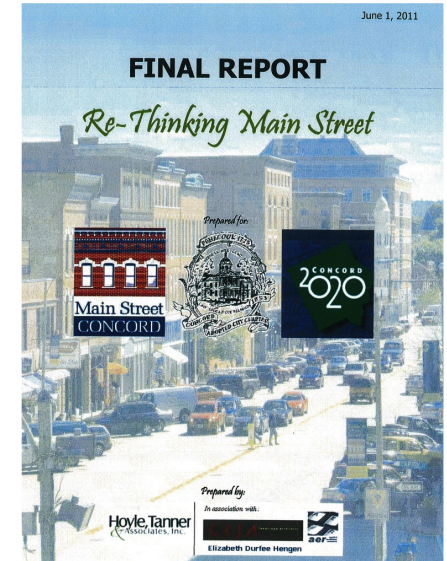
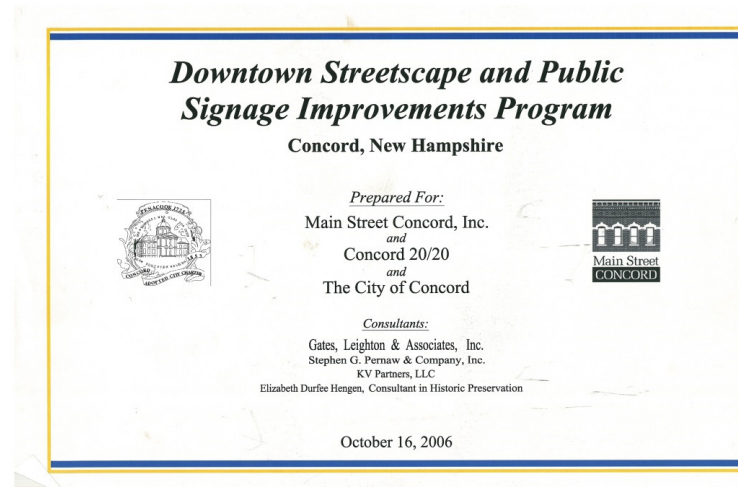
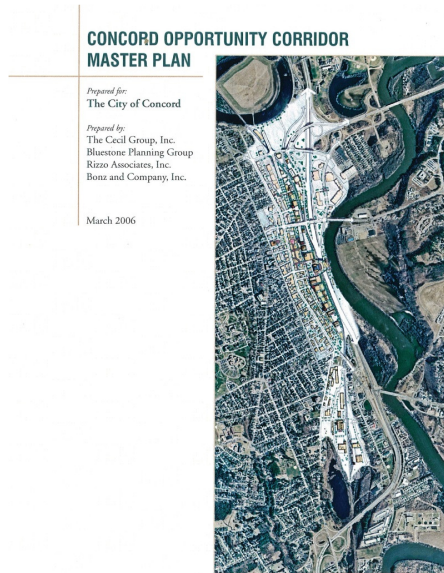
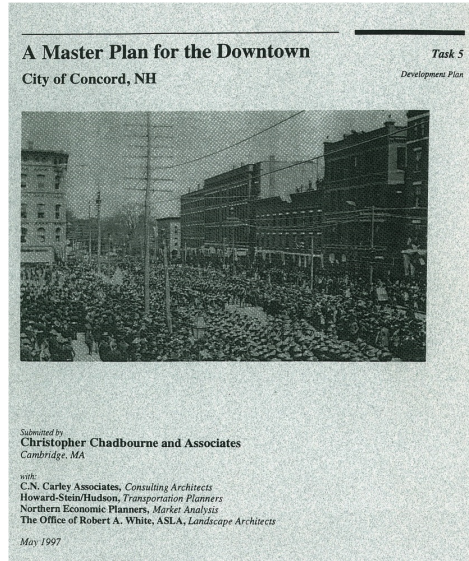
History of Ambitious Public / Private Partnerships



History of Ambitious Public / Private Partnerships



20+ Years of Laying the Groundwork



Prepared by the City Planning Board
June 18, 2008

TIGER Was the Key



Project Scope



Project Scope



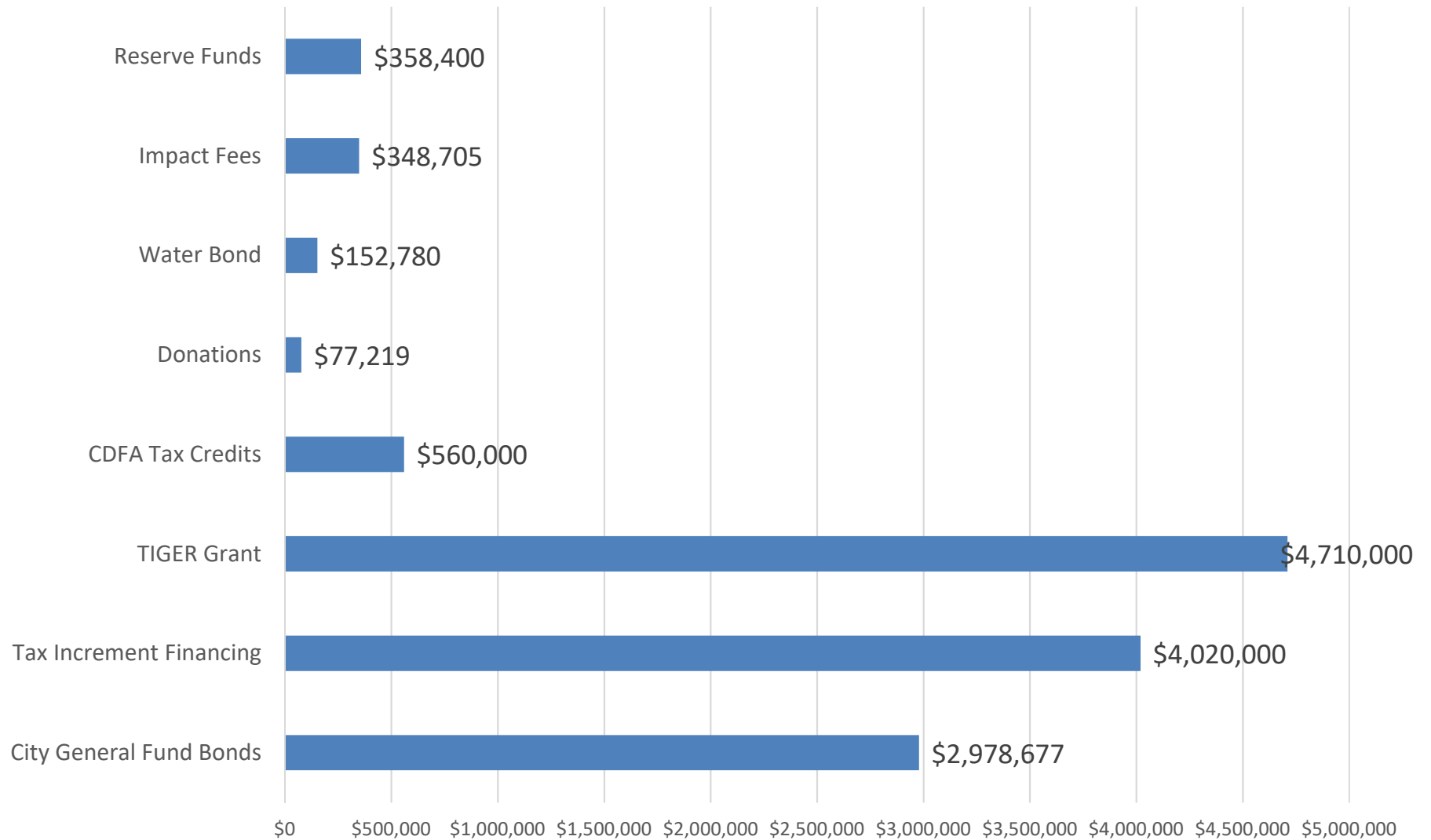
Project Scope...Creep



Goals

- Bring Downtown to the Next Level!
 - 18 Hour to 24 Hour Downtown
 - More Market Rate Housing
 - More Restaurants
 - More Night Life!
 - More Cool Public Spaces (Place Making)
 - More Opportunity!
- Pedestrian / Vehicular Safety
- ADA Compliance

Capital Stack = \$13.2 Million



Be Mindful Of...

- 1. Public Input**
- 2. Parking, Parking, Parking**
- 3. Budget & Constructability**
- 4. Communication**
- 5. Merchant Promotion**
- 6. Its Gonna Be Worth It!**

Construction



Construction Strategy

- Build in Quarters
- 100% One Quarter at a Time
- One Way Traffic
- “Red Carpets”
- “Drop What You’re Doing to Help the Public” Approach
- Free Parking In Construction Zones with Time Limit



“Its All About Communication”



The Survival Guide

Three-Phase Construction Schedule

2014

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
								Phase 1			

2015

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
			Phase 2a								
							Phase 2b				

2016

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
			Phase 3a								
								Phase 3b			

Phase 1: Sept-Nov 2014

- Utility and prep work on Main St.
- Eagle Square renovation

Phase 2a: Mar/Apr – Mid-summer 2015*

- Construction on east side of North Main St.

Phase 2b: Mid-summer – Nov 2015*

- Construction on west side of North Main St. (North Main fully complete by end of 2015)

Phase 3a: Mar/Apr – Mid-summer 2016*

- Construction on east side of South Main St.

Phase 3b: Mid-summer – Nov 2016*

- Construction on west side of South Main St. (Project complete)

*Scheduling for phases 2 and 3 is approximate and is dependent upon factors such as weather.

ConcordMainStreetProject.com

Project Areas

Main Street from Centre St to Concord St



Concord Main Street Project

SURVIVAL GUIDE

What you need to know

ConcordMainStreetProject.com

“The Main Street Minute”



YouTube

Search



Main Street Minute episode 18

98 views

2 0 SHARE



ConcordNHTV

Published on Jun 17, 2016

SUBSCRIBE 204

Promote Local Merchants! (Constantly!)

Faces of Main Street

Click to learn more about the people and businesses that make up our downtown



Meet Agnes Ellingwood of L & B Tailoring

August 3, 2016



Bona Fide Green Goods, 35 S. Main St.

July 20, 2016



Constantly Pizza; 39 South Main St.

Digger...Not Tigger...



Week 1 Snafu!



Innovation



Inspiration from History



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



Before & After



The Importance of Maintenance



Main Street – Plazas – Parking Garages - Squares

Unintended Consequences



Measurements of Success

NHCDFA CDIP Tax Credit Application Reporting

- **Reduce Storefront Vacancies**
 - Main Street Storefronts Vacancies: 2013 = 14; **2016 = 9**
 - Reduce from 10.5% to 5.5%; Net New 7 Businesses: **2016 = 6%**
- **Restaurants**
 - Currently 20 Establishments; 1,650 seats
 - Add at least 2 new with 100 seats, combined
 - **2017: 3 New Restaurants (Whiskey & Wine, Noodles & Pearls, Revival)**
- **Tax Base**
 - Main Street Property = \$153,250,000
 - Grow 7% in 5 years (\$10.7M); New Taxes = \$260,000
 - **2017: \$5.6M A.V. to date; \$155,000 in property taxes (some deferred by RSA 79-E)**
 - **By 2020; \$20.1M in net new A.V.; \$992,000 in property taxes**
- **Market Rate Housing**
 - Currently 35 Market Units (394 Low Income Units)
 - Add 10 Units (28.5% Increase)
 - **2017: 30 Built, 31 in progress, 154-174 coming in next 24-36 months**
- **Jobs**
 - Expand by 56 FTEs

Measurements of Success



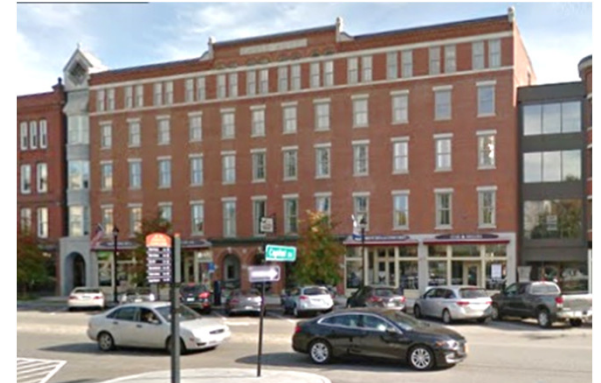
Measurements of Success



Measurements of Success



Measurements of Success



Measurements of Success



Measurements of Success



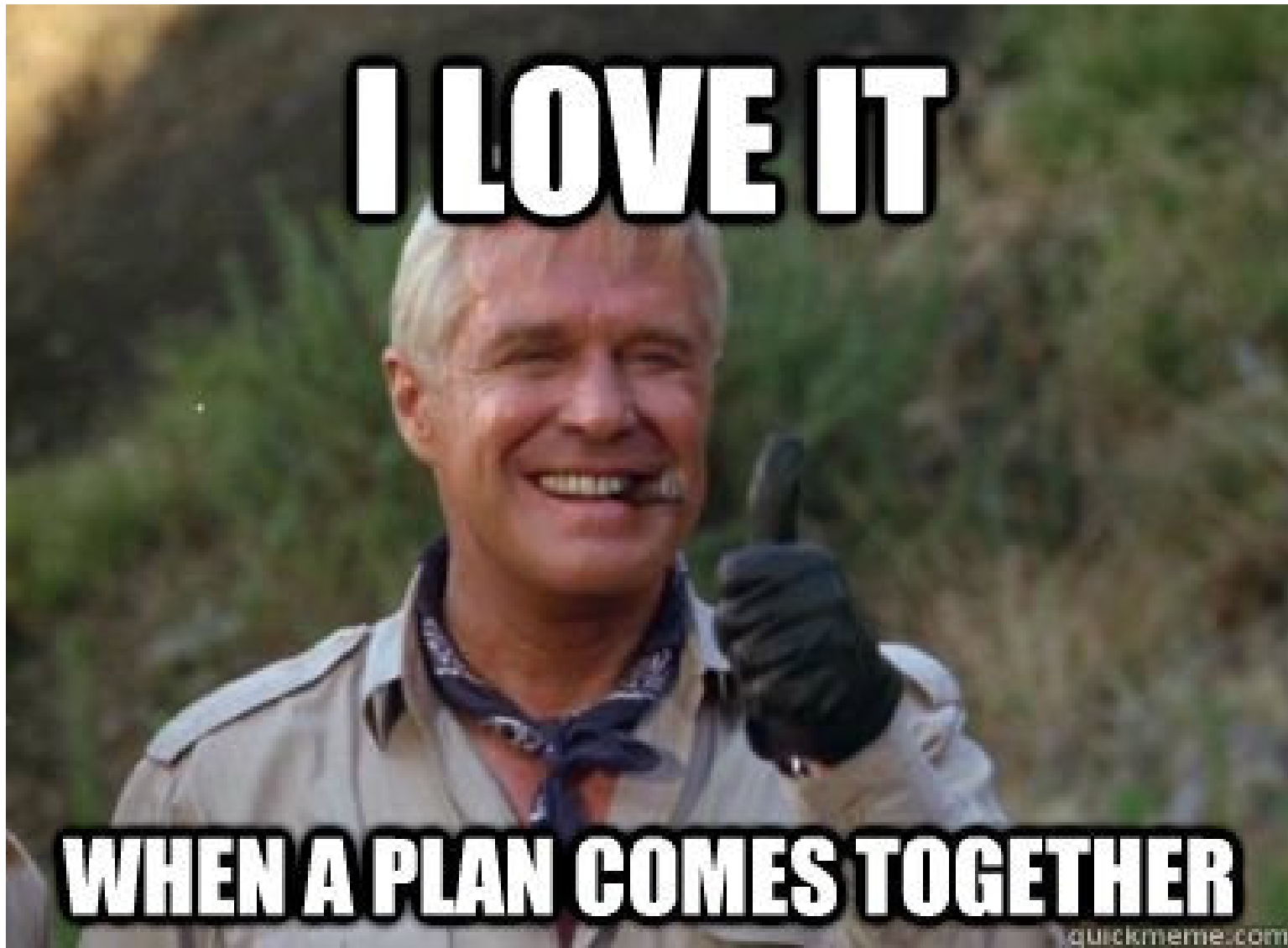
Measurements of Success



7 Awards...and Counting



Our Plan is Working!





One-Way, Two-Way, Pick Your Poison: Dover

- PLANNH SEPTEMBER 29, 2022
 - CHRISTOPHER G. PARKER, AICP, DEPUTY CITY MANAGER

Overview

- ▶ Background
- ▶ Why Change?
- ▶ What Could Change?
- ▶ What Next?



Background

Basics

- Founded 1623
- 33,171
- 1% vacancy
- 0.7 miles
- Studies:
 - 2002
 - 2005
 - 2015
 - 2022

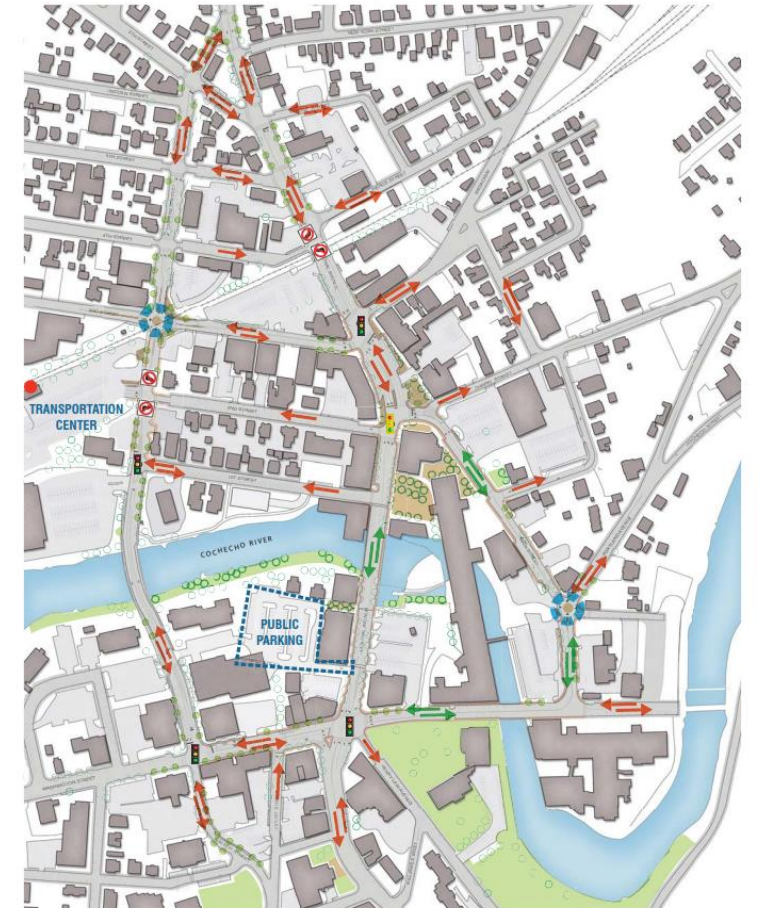
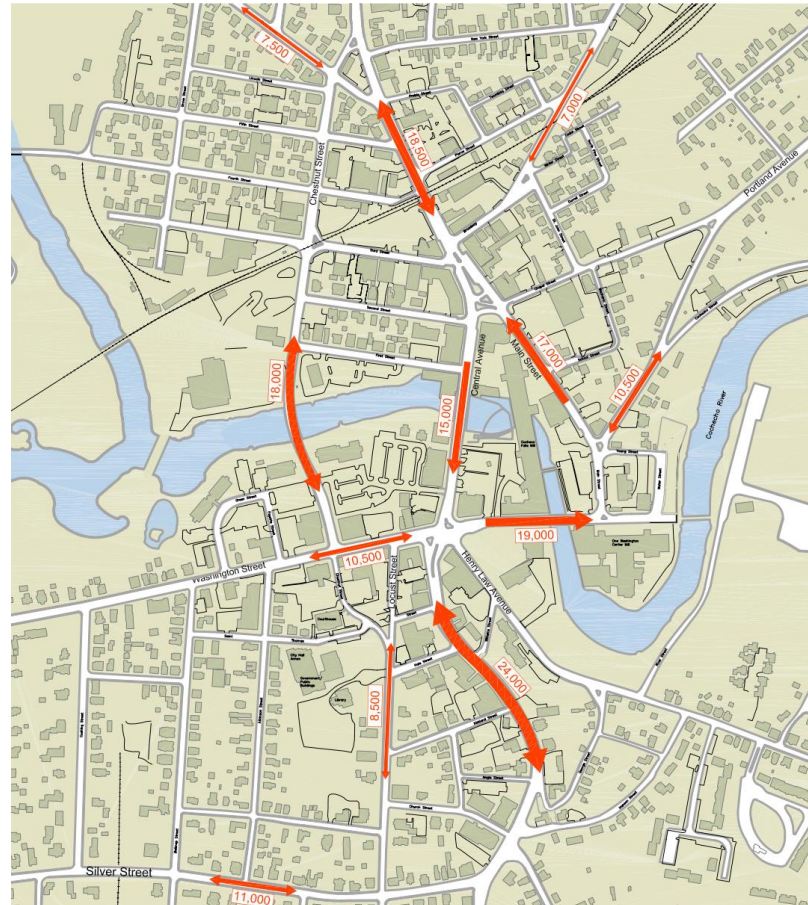


Figure 2: Pedestrian Circulation Plan

Central Square



Franklin Square



Chestnut Street



What's Next?

- ▶ 2015 Transportation Advisory Commission adopts preferred plan
- ▶ 2020 City Council includes design money in CIP
- ▶ 2022 City retains GPI to take concepts and create engineered designs
- ▶ 2024 City incorporates engineered plans into Capital Improvements Program

Questions?

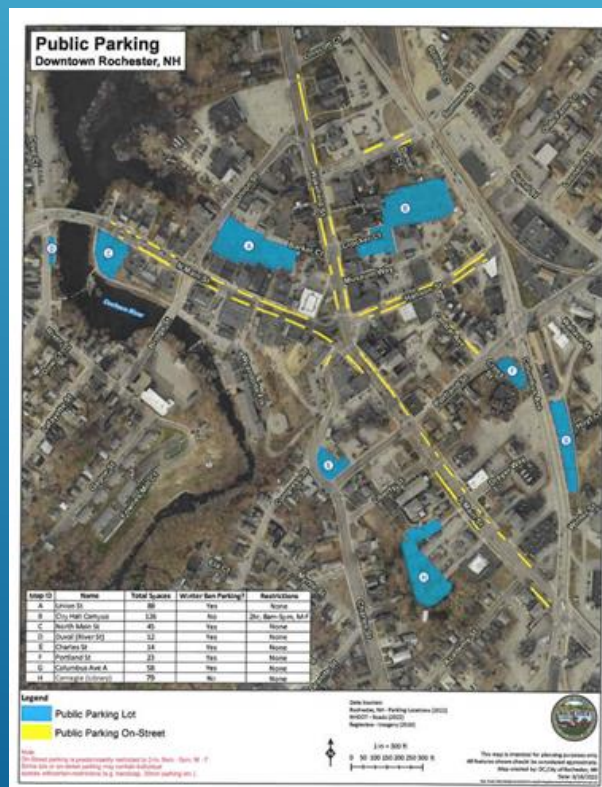
- ▶ Christopher G. Parker, AICP
603-516-6024 or C.Parker@dover.nh.gov

PLAN NH FALL CONFERENCE

THURSDAY, SEPTEMBER 29, 2022



Michael Scala
Director of Economic Development
Rochester, NH



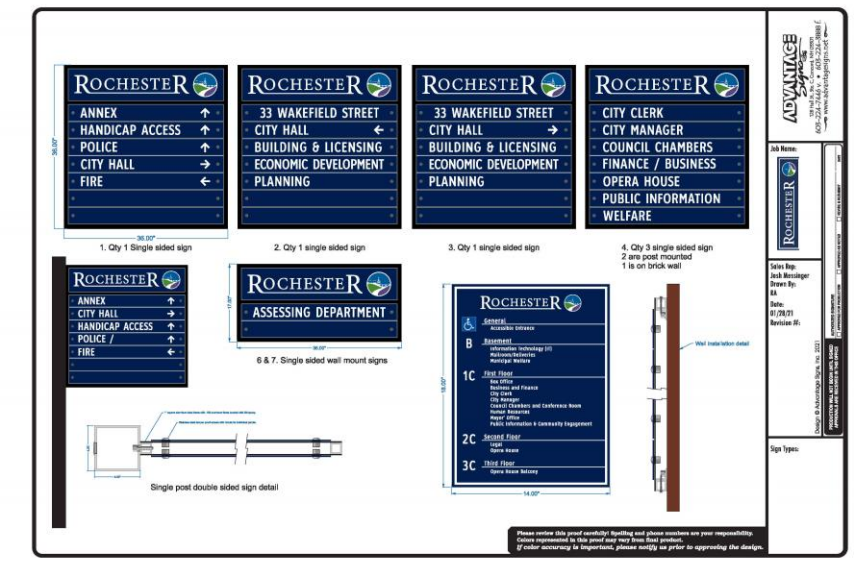
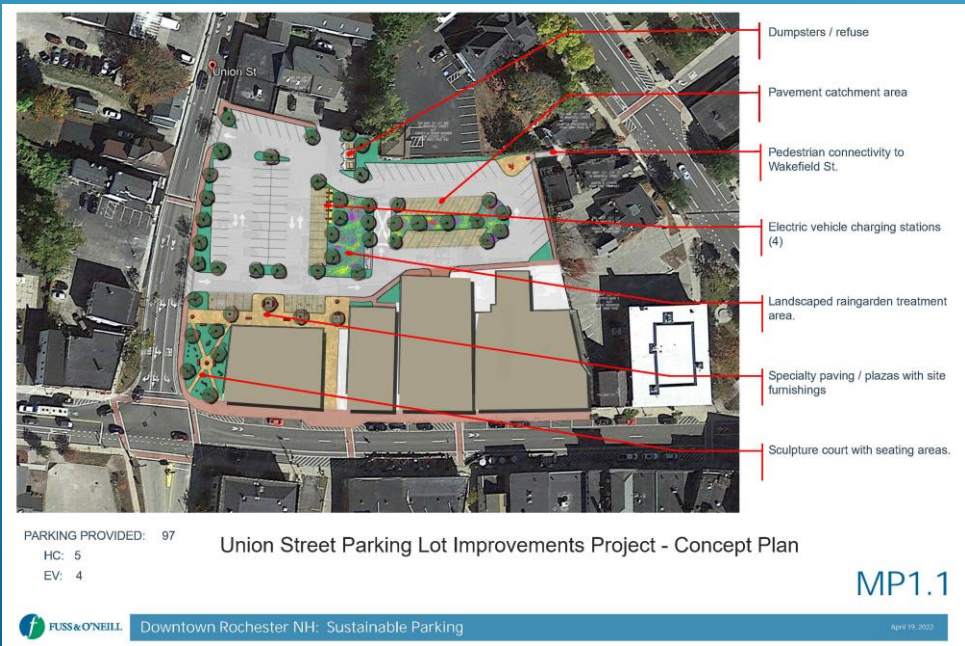
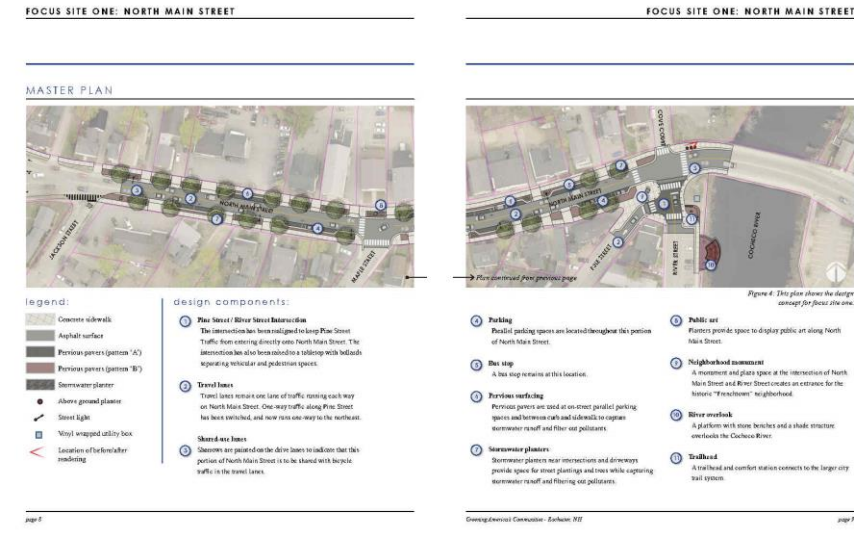
DOWNTOWN “TRIANGLE” FLOW

- Traffic is two lane, one-way around the Downtown “Triangle”
- Pattern has existed for 50 years with few changes
- Issues with vehicle speed and pedestrian safety
- Two lane, one-way through Downtown Business District – Little “drive by” benefit
- All spaces are parallel parking
- North Main St. through downtown is the quickest route from one side of town to the other



PROJECTS

- Parking Study
- Greening America
- Strafford Square
- Wayfinding
- Parking Review Group
 - Strategic Plan
 - Traffic Flow Evaluation
 - Main St. Reimagining



MP1.1

WHAT DO WE NEED?

- A number of our downtown businesses are unique and act as a draw to the downtown area
- It is unclear whether a two-way pattern or calming of the current traffic load would be a benefit to any of them



JUST THE START

- As the rejuvenation of our downtown continues, the need for proper management of both parking and traffic flow increases
- Thoughtful planning will be required to position our downtown for future growth and redevelopment



THANK YOU

