

Town Council Workshop June 15, 2010 Economic Development

Stuart Arnett – gave a slide presentation regarding the necessary steps and plans needed to move forward with Economic Development in the TIF District and Downtown. He supplied three options for the Abbott St parking lot and the former DeFeo property for redevelopment (see attached PowerPoint).

Council Discussion and Questions:

Councilor Chirichiello questioned what was in place regarding non-profit entities (i.e. churches) from moving into the TIF District. Mr. Arnett explained there is a difference between tax exempt and non-profit.

Councilor Olbricht asked about a hotel option and incubators for small businesses.

Councilor Coyle stated that the Town has tried to develop the downtown area without success. The concentration should be on the TIF District. Focus on one thing and get it done right.

Chairman Benson asked to see the list of businesses that have relocated to Derry since 2009.

Councilor Olbricht stated the TIF District is revenue neutral and will be successful. Dealing with downtown blight is a 3-5 year issue and needs a long term commitment from the town.

Councilor Wetherbee feels the downtown should be done because there is a huge amount of tax revenue there. There is a quality of life in the downtown that sets Derry apart from other communities that have no downtown business district.

Councilor Milz said the Council's short term goal should be the TIF District. The Council needs to nurse it along and let it grow. We need a strong downtown development group to help advocate for dressing up and then let's have a plan. In addition, in the future there should be a plan for the next step on Ryan's Hill towards Salem. Look at this area as a long term goal.

Councilor Chirichiello stated that the Town has spent money over the years on the downtown so it is worth it.

Public Input

Dave Nelson – VC of Downtown Committee is very excited regarding the overall progress of the committee. In reviewing the plan options he feels the Town Council should look at the community goals and then decide who will work on each piece of it in short term goals.

Craig Bulkley, Chair of DEDC – There has to be a strategic view from the Town Council. Take small bites at a time of the different areas. He feels the tax burden is never going to change due to the State passing more and more financial burdens on the Towns.

Councilor Milz wanted to note that this is not the only part of downtown however the focus is on the land owned by the Town in the downtown area.

Jim MacEachern- There is a lot of work to be done. This is one aspect the downtown and all of this needs to be coordinated with other groups to work with. The strategic plan needs to come from not only the Town Council but Planning, Zoning & Conservation. Make small measurable projects that can be seen for instant gratification. But you still need a view of the long term. You need to put in a coordinated effort.

Council Discussion

It was brought forth that there is a need to form a committee or sub-committee of the Town Council to establish Economic Development of the Town. It is important to decide on a conceptual downtown plan. Further it will be an important goal for a new Town Administrator to have direction.

There were ideas on how to form this committee and who should be on it besides three Town Councilors. The agenda should be 1 or 2 long term goals and a short term goal for Economic Development. These goals should be established by the fall of 2010. The core steering committee should have three objectives as stated previously.

Councilor Wetherbee would like joint involvement to get everyone on the same page.

Chairman Benson will schedule this for the next meeting and would like the Town Council to email him with ideas on the formation of the committee and objectives.

Derry Town Council Economic Development Workshop

- Agenda
 - Review Existing Strategies: FY 2010
- Status of Projects
 - Communications and Marketing Plan
 - Route 28 TIF District
 - Abbot Court Town-owned Properties
- Recommended FY 2011
 - Discussion
 - Actions
 - Next Workshop

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Economic Development Goals Setting Town Council Summer: FY 2010

- Identification of Focused Goals
- Five adopted by the Council –
- Three assigned to Eco Dev Project Manager.
 1. Economic Development
 - TIF
 - Abbot Court Properties
 - Build capacity
 2. Development of Communications and Marketing Strategy
 3. Development and Execution of Plan to Build Relations with Elected Officials and Government Agencies*

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New or Expanded Businesses

October 2009 – June 1, 2010

- | | |
|--------------------------------|--|
| • King's Row Comics | • How's Your Onion |
| • Quilt and Gift Shop | • Converge Diagnostic Services |
| • Fu Garden | • ERB Firearms & Ammunition |
| • Ombudsman Education Services | • Granite State Dock & Marine |
| • Great Clips | • Water's Edge Salon & Spa FPA Office DVM - Medical Office |
| • Fine Lines | |
| • Saturn Dental Lab | |
| • Armor Auto Glass | |

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Status of Projects: Communications and Marketing Plan

- Council & Legislator workshop
- Hosting two "thank you Vets" events
- Media outreach and accessibility
- Quarterly with Council, monthly reports
- Social media sites
- C17
- Governor visits (2), DRED sessions
- Senator Shaheen visits & set-aside request

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Route 28 TIF

Goal 1: Revenue neutral
Goal 2: Quality Jobs

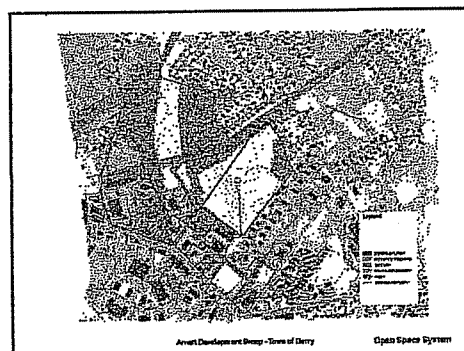
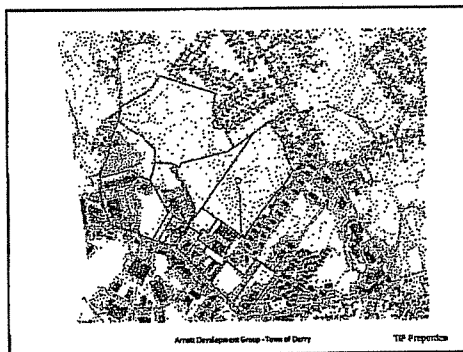
3 areas:

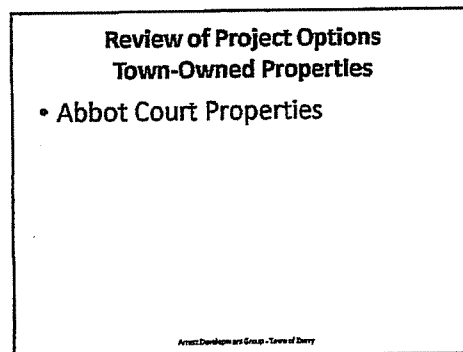
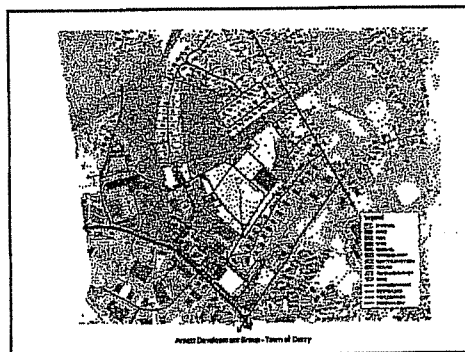
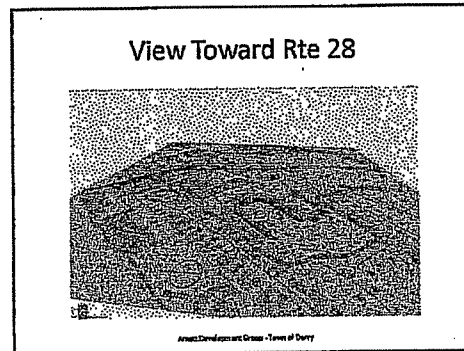
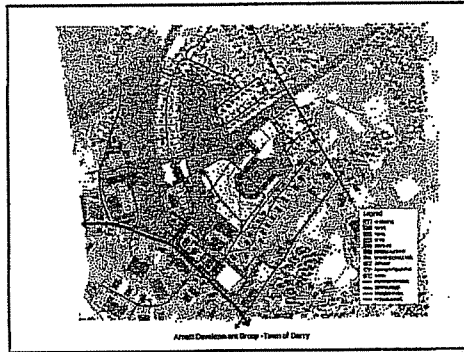
- *North Section (open land)
- *South (existing buildings, 1 open lot)
- *Route 28 – Existing and new

North Section – South Section

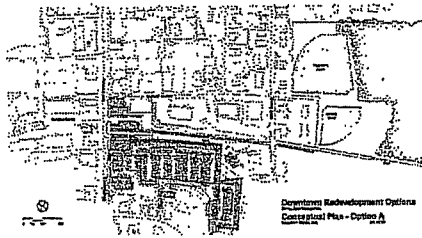
- W-M decided fairly
- Upgrade area by private-public effort: ...
- Who-what-how much?
 - Seven owners
 - Town
 - Regulators : I.e.: wetlands, zoning, and planning
- Existing properties
 - w/ Realtor co-promote empty & underused
- Existing businesses
 - Direct assistance
 - Avoid lay-offs
 - Encourage expansion
 - Incentives? (RLF)
- Eliminate NFP growth here

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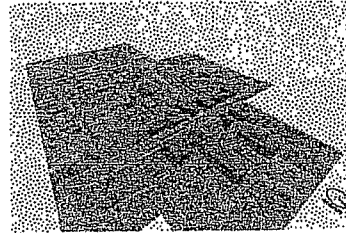




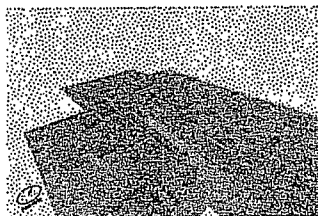
Abbot Court Option A
Surface Parking 242 spaces



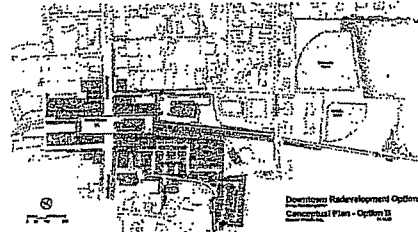
North Looking south



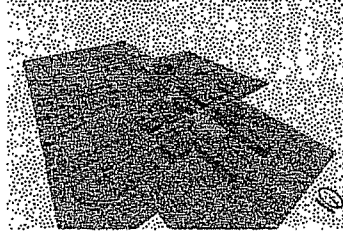
South Looking North



Abbot Court Option B
170 spaces & 4 new building

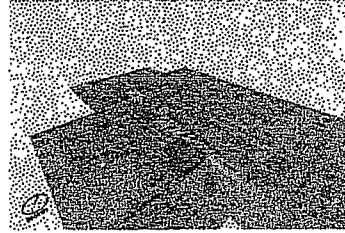


Option B: Red is New



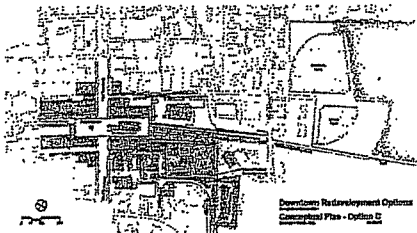
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**Option B: 15,000 s.f. Footprint
Farm Market Kiosks**



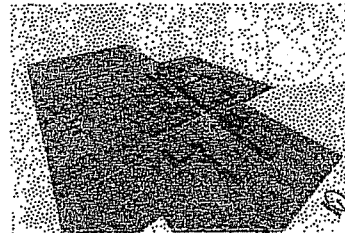
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**Option C: 204 Space Parking Garage
6 new buildings**



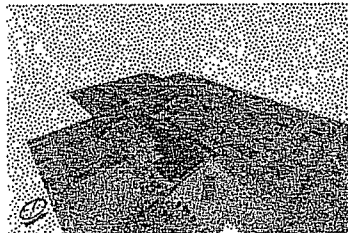
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Building Heights Shown



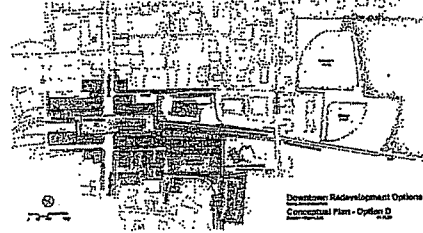
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Mixed Use Built on Garage



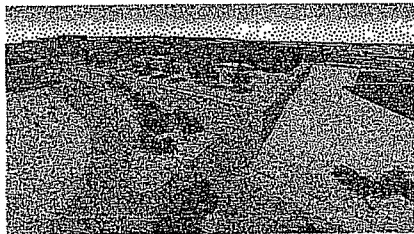
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Option D: Garage and Hospitality & Office Complex



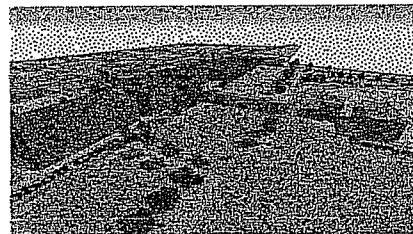
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Parking Garage View



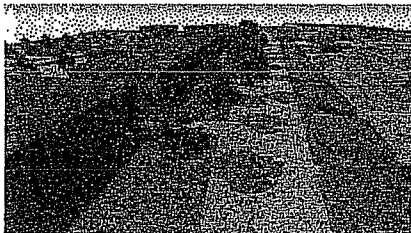
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Parking Lot View



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Bike Path View Looking North



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Economic Development Suggested Goals & Actions

Fiscal Year 2011

The Strategy: ST & LT Goals

Direction - Support

- Define success:
 - 3 measurable Goals w/ timelines:
 - Decisions
 - Jobs
 - Resident opportunities
 - Build community awareness and support
 - Annual updates, revisions, "report card"
 - Recognize successes regularly
 - Oct 2010 adoption
- Derry Development Authority (RSA 162G) w 3 Councilors
- Revive or replace DECD w Town on Board
- Town & DECD coordinated
- Convene "big tent":
 - all development entities
- Derry Investment Fund : 2% of budget
- Local Agent & "as needed" Specialist

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Route 28

- Relocate and re-use Pinkerton House
- Relocation of Tavern Business
- Finish road-widening on-time, on-budget

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Downtown Redevelopment

Goals: Tax Base, Jobs, Rents, "Smiles"

- Policies
 - Answer "why do anything" and "why not do everything"
 - Build up DDC; job #1 is to generate customers
 - Downtown Development Fund
- Existing Parking
 - Signage and lighting
 - Rehab
 - Any surplus?
- New Parking
 - Decide where, when, how many, how much

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Downtown

- Abbot Court Options
 - Decide which Option
 - Phases?
 - Plan/start implement the selected Option
- Other Key Properties
 - Identify and price
 - Owner's plans and interest in co-development
- Existing Projects
 - Farmer's Market site
 - 6 West Broad Street
- Existing buildings
 - What will it take to fix, upgrade? Up to 3
 - Get Owner participation, or
 - Fix-up others

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Communication & Marketing

- Annual Chairs meeting:
 - Joint planning
 - Set joint priorities
- Host 2 thank-you events
- Pre-session meet w/ legislators
- Continue media outreach and social media
- Public & media training
- Market the Region:
 - Region is now #1 in NH
- C17 for economic discussions
- Offer tech commuters info about staying here
- Web-page marketing tools with data, GIS
- Host realtors, state, feds to a "Why Derry" day

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Questions?

Thanks!

