

Promoting your community's economic assets to potential businesses

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90%

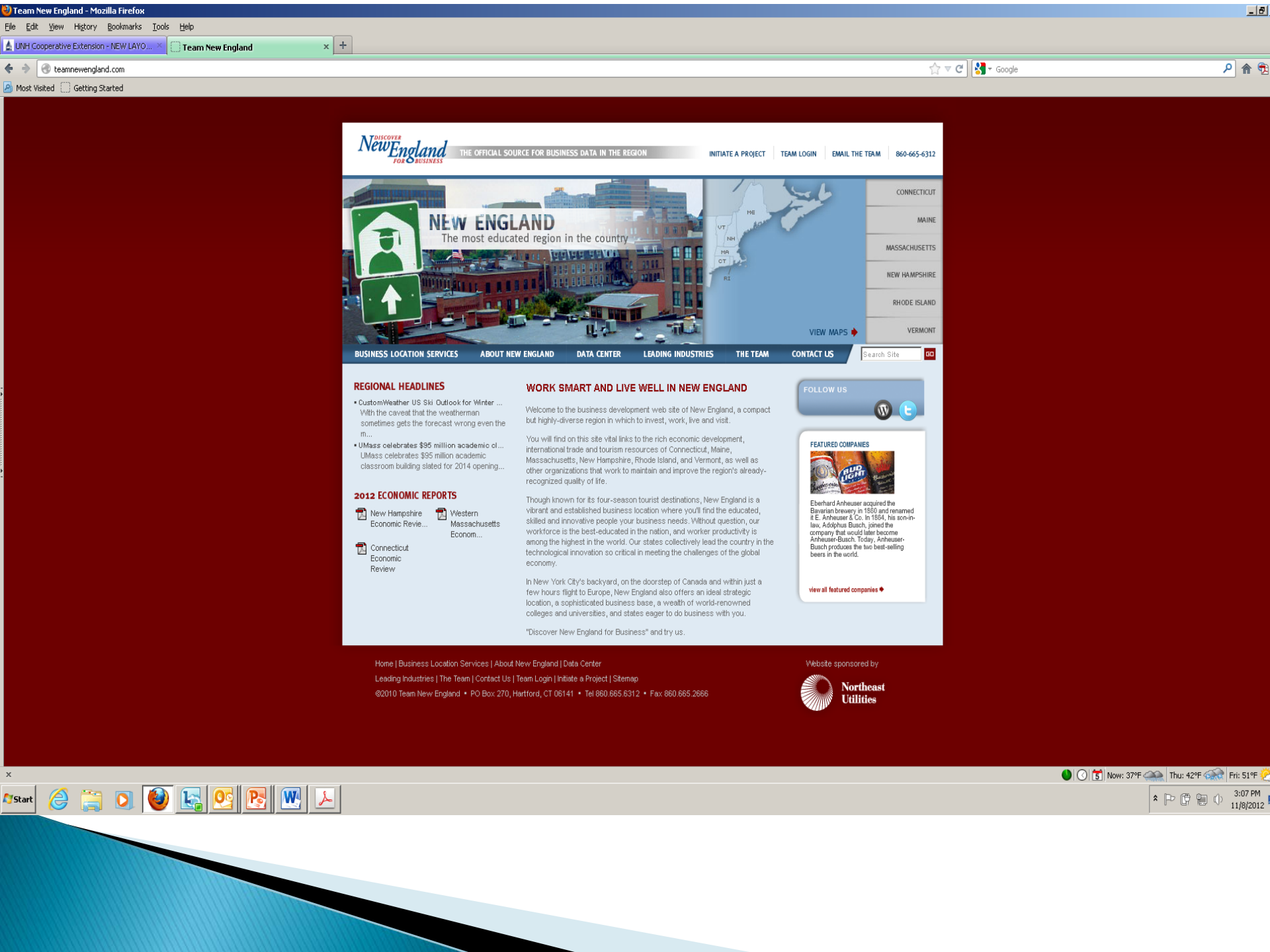
- ▶ Percentage of data collection that is completed before site selectors/developers pick up the phone
- ▶ Make sure you put information on your site that will help your economic development efforts

What basic information should you have on your site?

- ▶ Location Map/Identifier
- ▶ About Us/ Area overview
- ▶ Quick facts
- ▶ Top 5–10 largest employers
- ▶ Maps (Zoning, infrastructure, traffic volumes, Drive shed maps, Clusters)
- ▶ Incentives (ERZ, TIF, Expedited Reviews, RLF etc...)
- ▶ Detailed population & demographics
- ▶ Economic Development Plan/Master plan
- ▶ Cost of living data: Housing costs, rents, taxes, electric rates, sewer rates
- ▶ Available properties

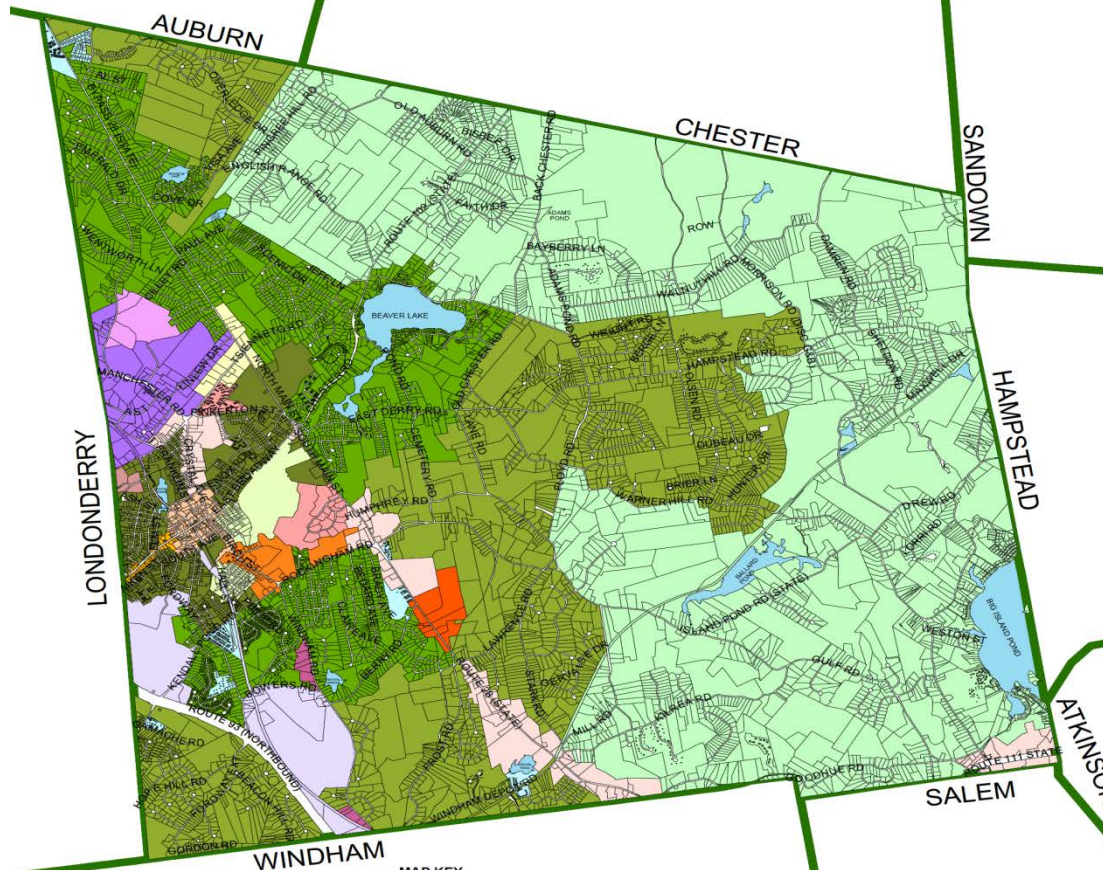
Data Quick Facts

- ▶ Population
- ▶ Number of Households
- ▶ Type of Government (Selectmen–Town Administrator, Town Council–Town Manager)
- ▶ Tax Rate
- ▶ Average Housing Cost
- ▶ Average rent
- ▶ Median Age
- ▶ Educational level
- ▶ County
- ▶ Unemployment rate



ZONING

DERRY, NEW HAMPSHIRE
EFFECTIVE DATE: 11/17/2011



MAP KEY

Zones 2011

- IND I-INDUSTRIAL I
- IND II-INDUSTRIAL II
- IND III-INDUSTRIAL III
- IND IV-INDUSTRIAL IV
- IND V-INDUSTRIAL V
- IND VI-INDUSTRIAL VI
- LDR-LOW DENSITY RESIDENTIAL
- LMR-LOW/MED DENSITY RESIDENTIAL
- MDR-MEDIUM DENSITY RESIDENTIAL
- MHDR II-MEDIUM HIGH DENSITY RESIDENTIAL
- MHDR-MEDIUM/HIGH DENSITY RESIDENTIAL
- GC-GENERAL COMMERCIAL
- GC2-GENERAL COMMERCIAL II
- GC3-GENERAL COMMERCIAL III
- CBD-CENTRAL BUSINESS DISTRICT
- MFR-MULTI-FAMILY RESIDENTIAL
- MHPD-MANUFACTURED HOUSING PARK DEVELOPMENT
- OMB-OFFICE BUSINESS DISTRICT
- OMB-OFFICE MEDICAL BUSINESS
- ORD-OFFICE RESEARCH AND DEVELOPMENT

DEFINITIONS OF RESIDENTIAL ZONES

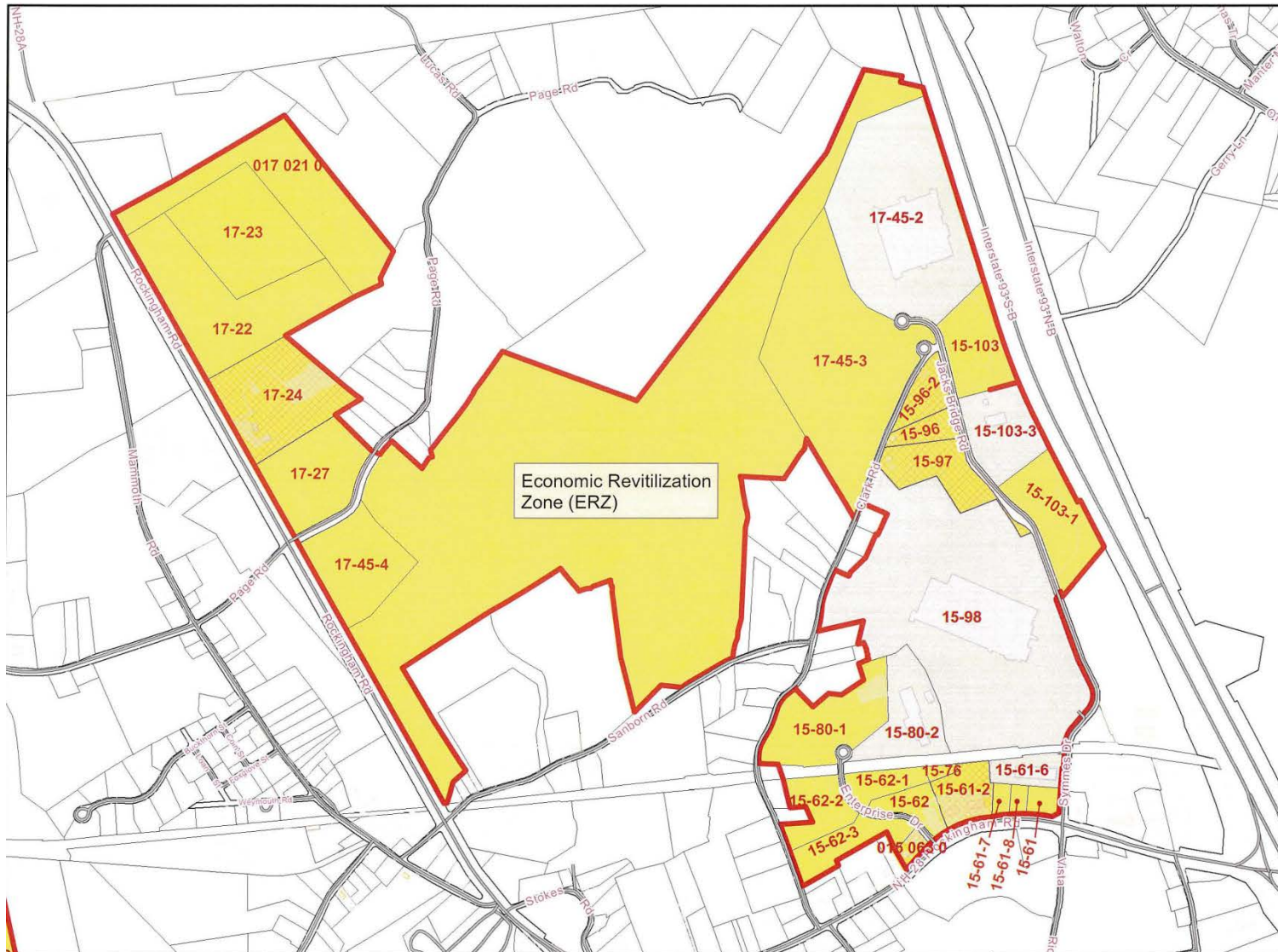
- LDRL-LOW DENSITY RESIDENTIAL DISTRICT
3 ACRES, 200' ROAD FRONTAGE
- LMRL-LOW/MEDIUM DENSITY RESIDENTIAL DISTRICT
2 ACRES, 150' ROAD FRONTAGE
- MMDR-MEDIUM DENSITY RESIDENTIAL DISTRICT
1 ACRE, 125' ROAD FRONTAGE
- MMDR-MEDIUM/HIGH DENSITY RESIDENTIAL
10,000 S.F. WITH TOWN WATER AND SEWER
15,000 S.F. WITH TOWN WATER OR SEWER
100' ROAD FRONTAGE
- MMDR-MULTI-FAMILY NOT ALLOWED



DERRY, NEW HAMPSHIRE GEOGRAPHIC INFORMATION SYSTEM

A COOPERATIVE EFFORT OF THE DERRY TOWN DEPARTMENT OF PLANNING AND DEVELOPMENT
INFORMATION SYSTEMS SECTION
11/17/2011

Map of Derry, New Hampshire, showing various zoning districts and their boundaries. The map is a digital representation of the physical zoning map, with colors corresponding to the zoning districts defined in the map key. The map includes major roads, water bodies, and the town boundary. The map is titled 'DERRY, NEW HAMPSHIRE GEOGRAPHIC INFORMATION SYSTEM' and is dated 11/17/2011.



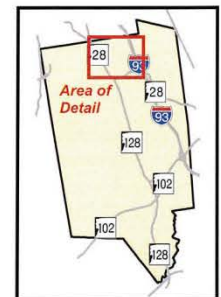
Economic Revitalization Zone (ERZ)

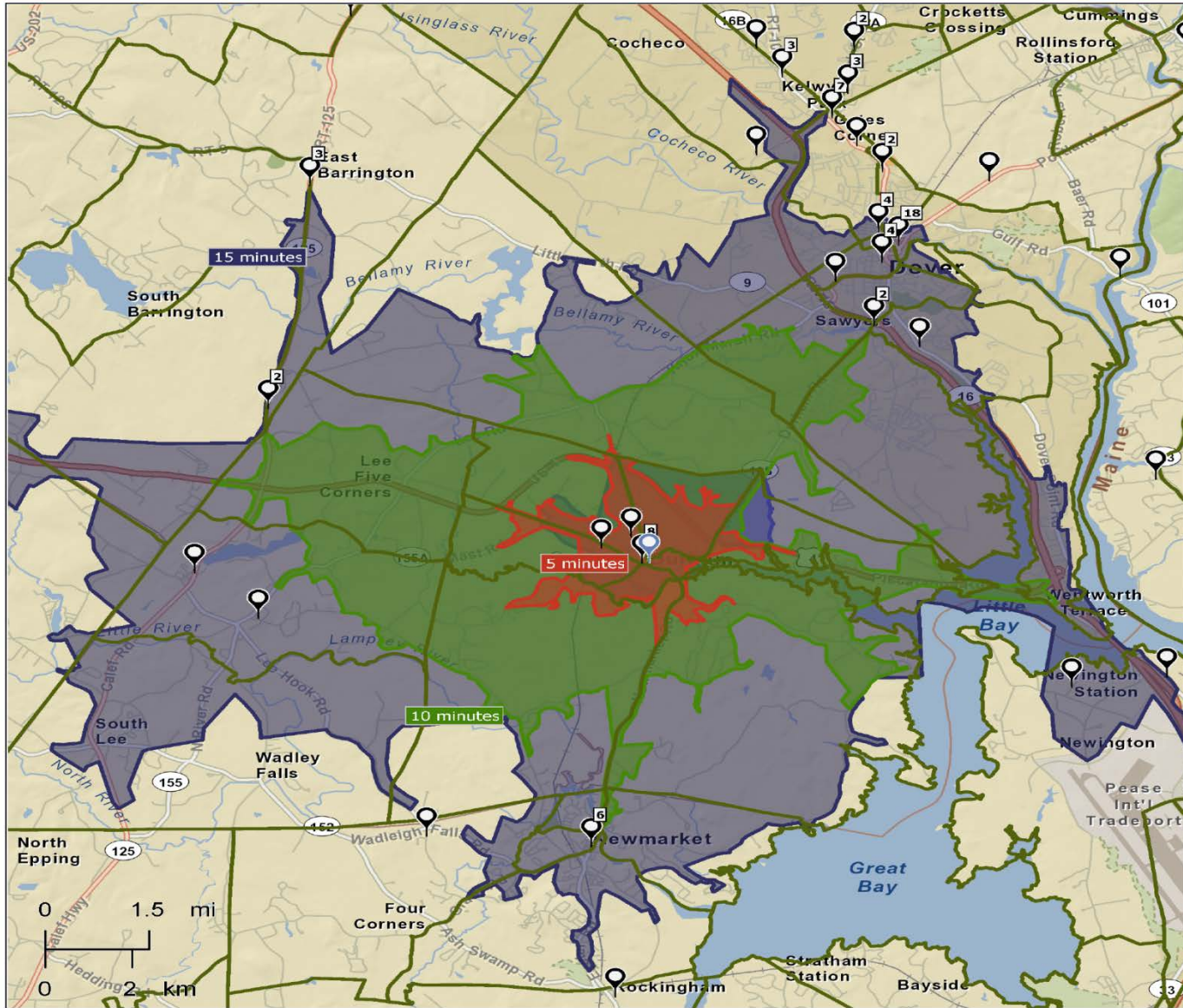
Proposed 5/2012

ERZ Boundary

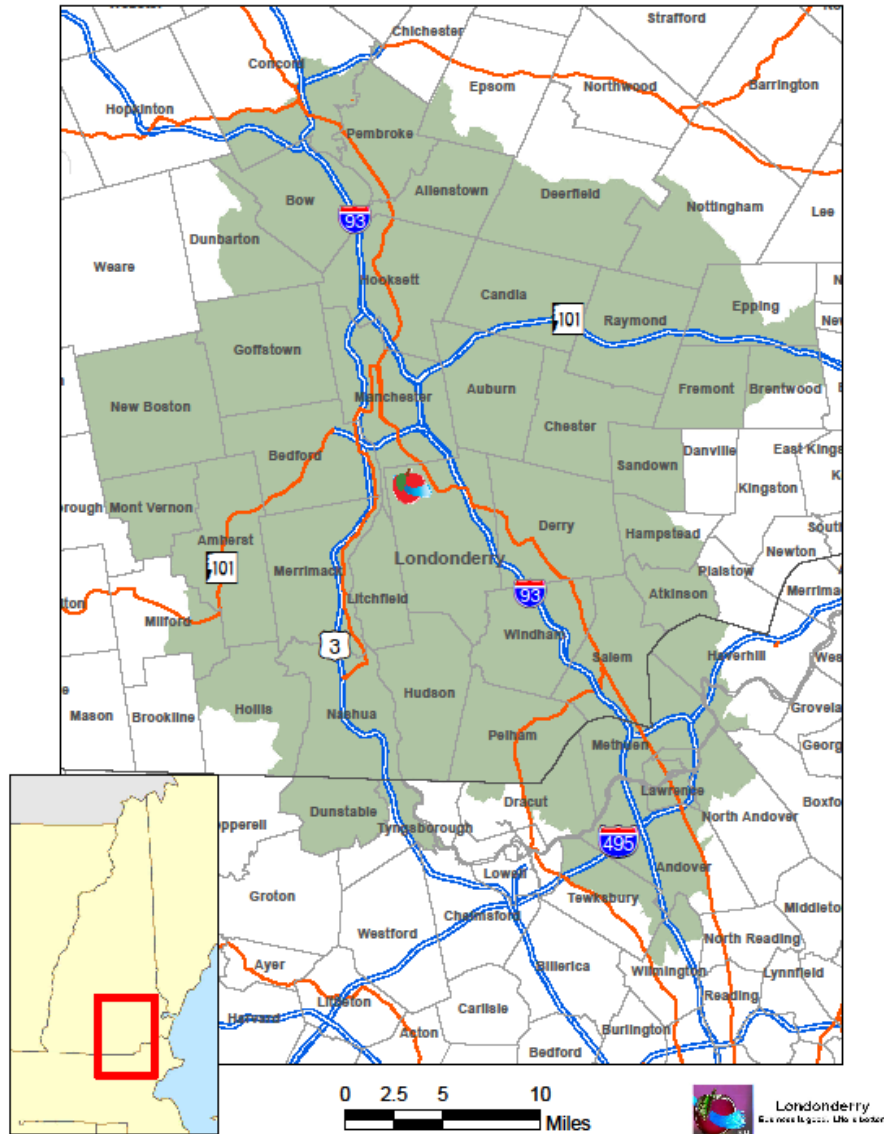
Included Parcels, by use:

- Vacant Parcels
- Underutilized Parcels
- Developed Parcels
- Permanent Conservation Land





30-Minute Commute to Londonderry, NH's Airport Industrial Area: Population 750,000



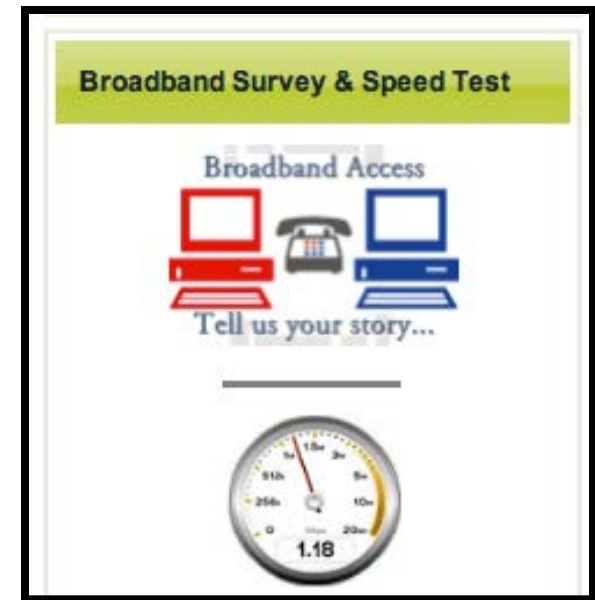
NH Broadband Mapping and Planning Program

<http://iwantbroadbandnh.com>

Broadband availability map

Broadband regional planning

Technical assistance training





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Cooperative Extension

Source: Crandall, R., Singer, H. 2010. The Economic Impact of Broadband Investment. National Cable and Telecommunications Association.

Implications for Economic Development

- Improved ability to retain & recruit business
- Increased business profitability (and tax revenue!)
- Greater ability to attract the ‘creative class’
- Improved efficiency of municipal services
- Faster emergency response
- Stronger educational attainment

Questions

- ▶ Thank you!