

Rochester *Thrives!*

Livable, Affordable, YOURS!

State of the City – March 21, 2017



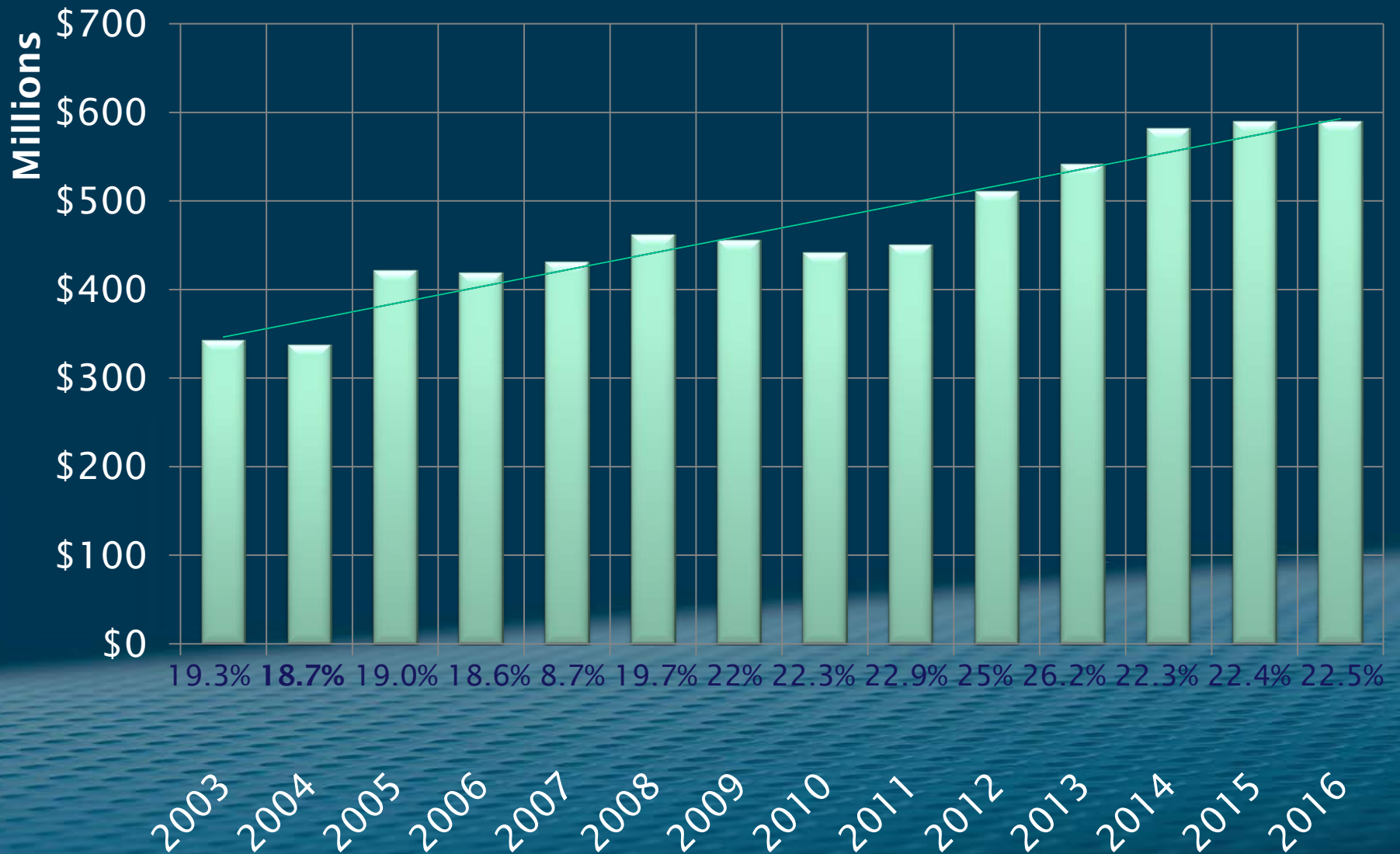
Signs of a Healthy Economy

- Expanding tax base
- Building permits
- Real estate sales
- Business announcements
- Unemployment figures
- Education
- Crime stats
- Rochester Main Street



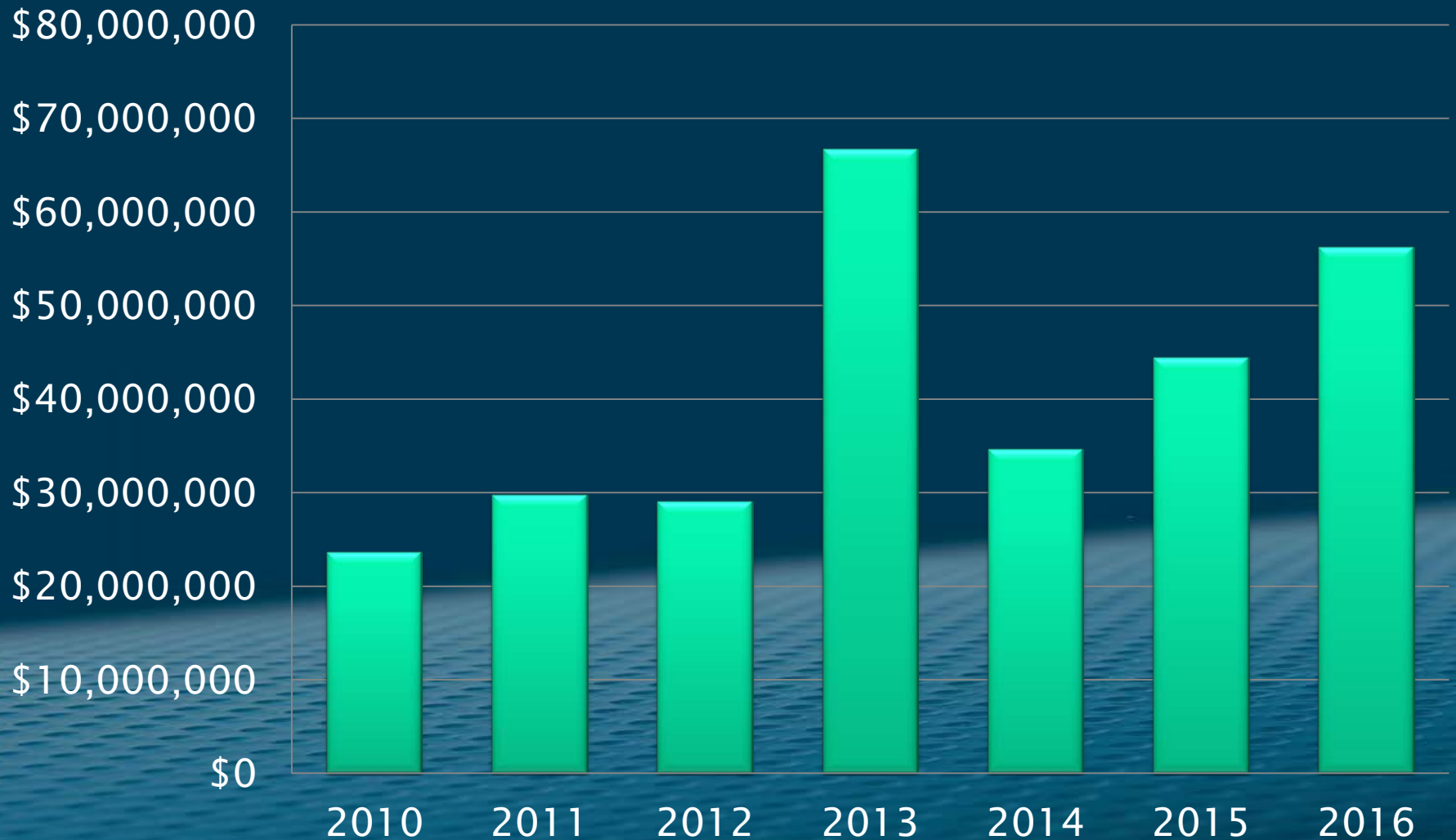
*NCS Global Headquarters,
LEED Certified Silver
Granite State Business Park
Completed October 2013*

2016 Ind/Comm Property



Building Permits

Estimated Construction Value of Permits



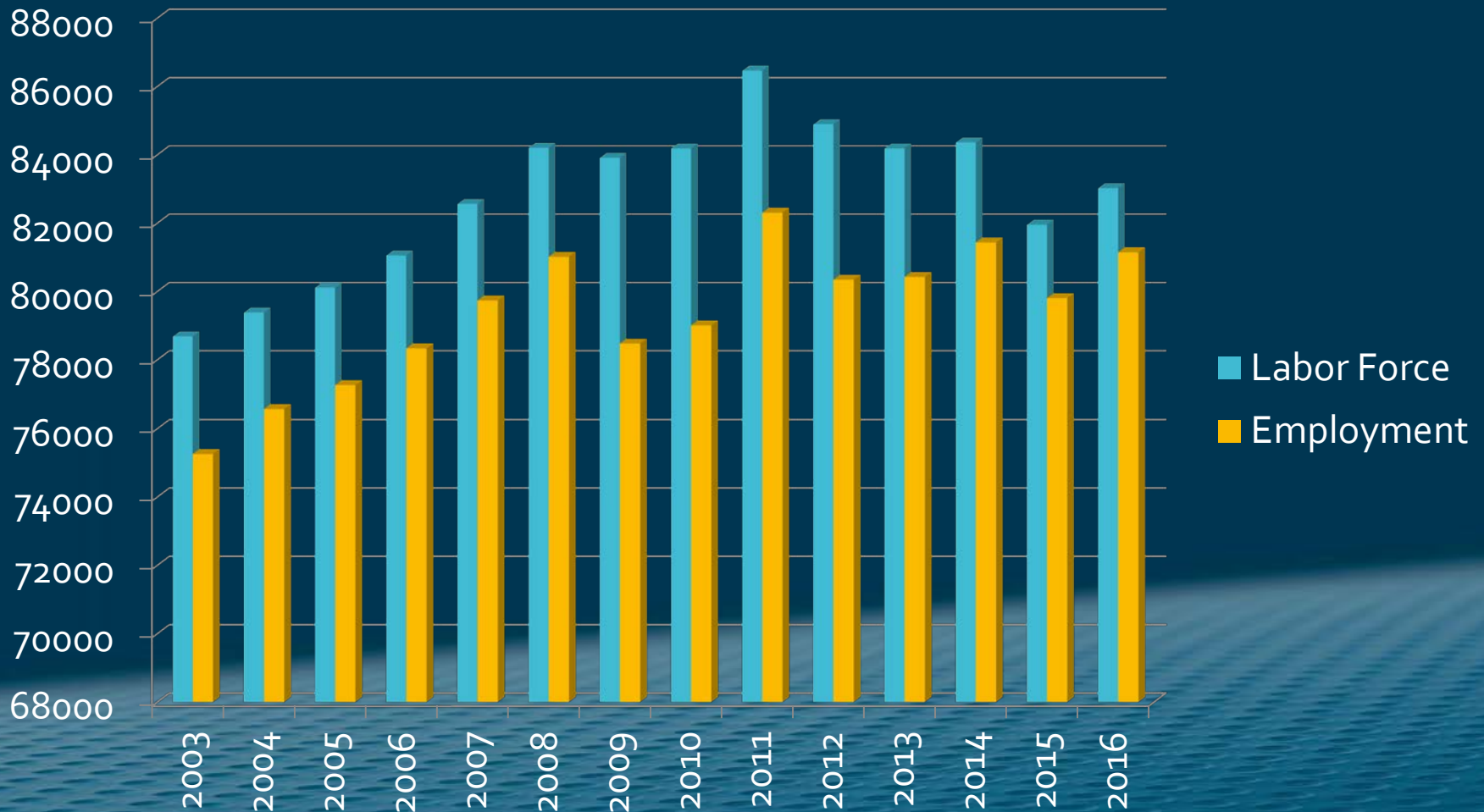
Goal 70/30



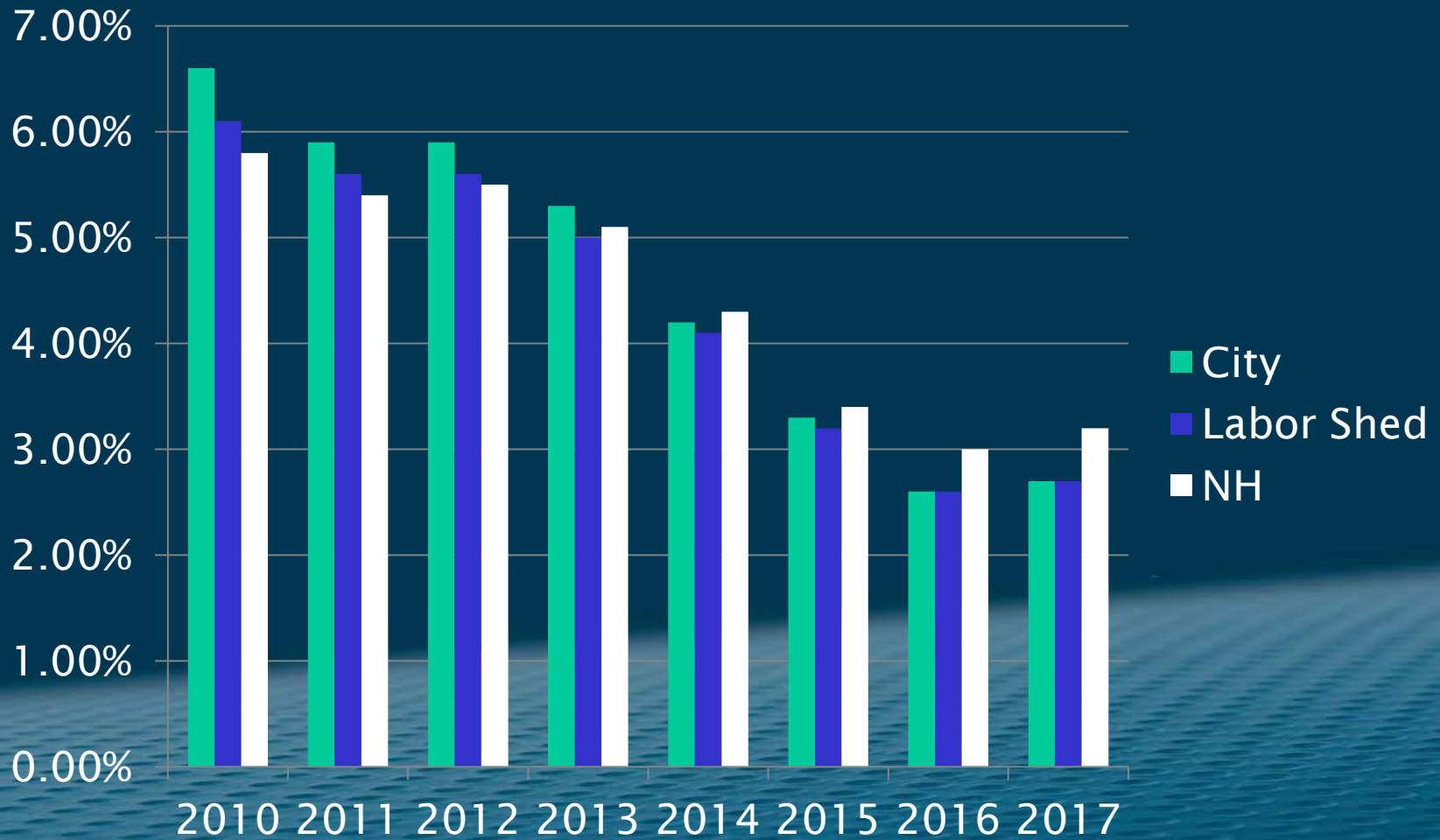
Warehouse & Distribution uses large footprint buildings with high ceilings and clear spans with limited beams. W&D are one of the businesses that don't require a large labor force.

- Rochester's industrial and commercial tax base has grown by 74.6%
- Businesses now account for 22.5% of property tax valuation
- The goal is to work towards a balance of 70/30, where 70% is residential and 30% is ind/comm
- Constantly moving target

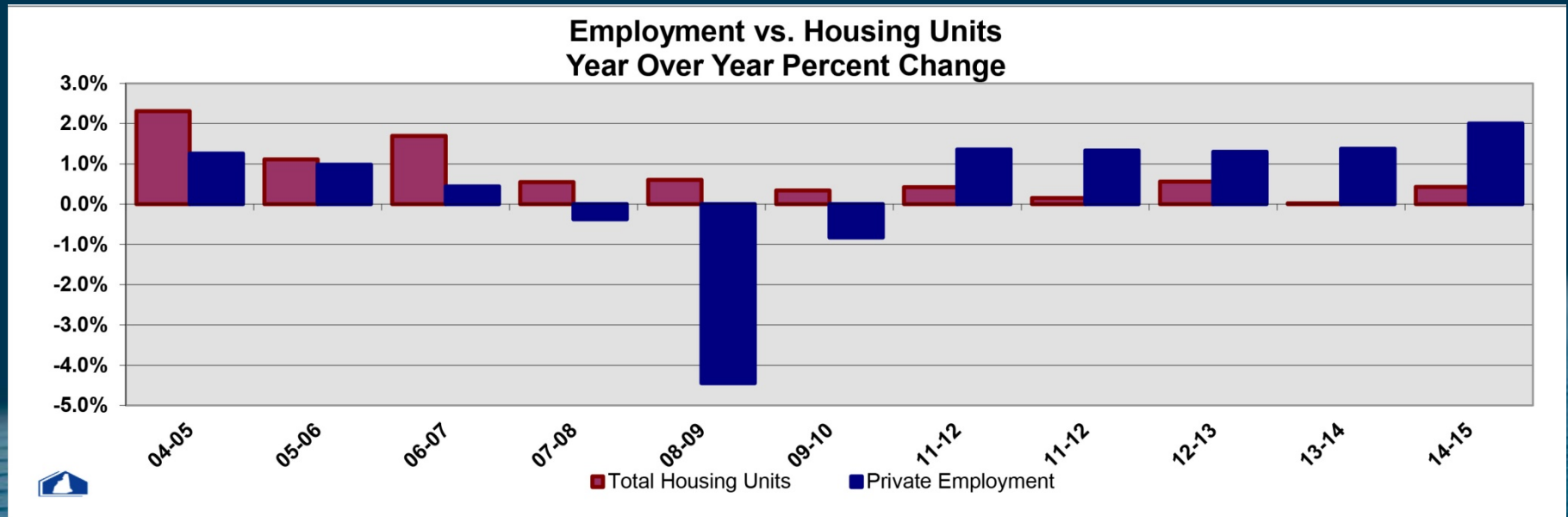
Employment



Unemployment




Change in Employment vs. Change in Housing Units




Attracting Workers

- Affordable Setting
- Urban Features
- Proximity
- Convenience
- Amenities
- People their own age
- Not looking to buy, looking to rent

**Albany Engineered Composites**
August 29, 2016 · 🌐

Our Rochester facilities are 20 minutes from Portsmouth. We are able to enjoy all the comforts and maintain a small town life too.





<http://matadornetwork.com/.../12-reasons-why-portsmouth-nh-i.../>



12 reasons why Portsmouth, NH is the most underrated American city

'Artist' and 'Fisherman' are real jobs here, and it hosts the best Halloween in the US. What's not to love?

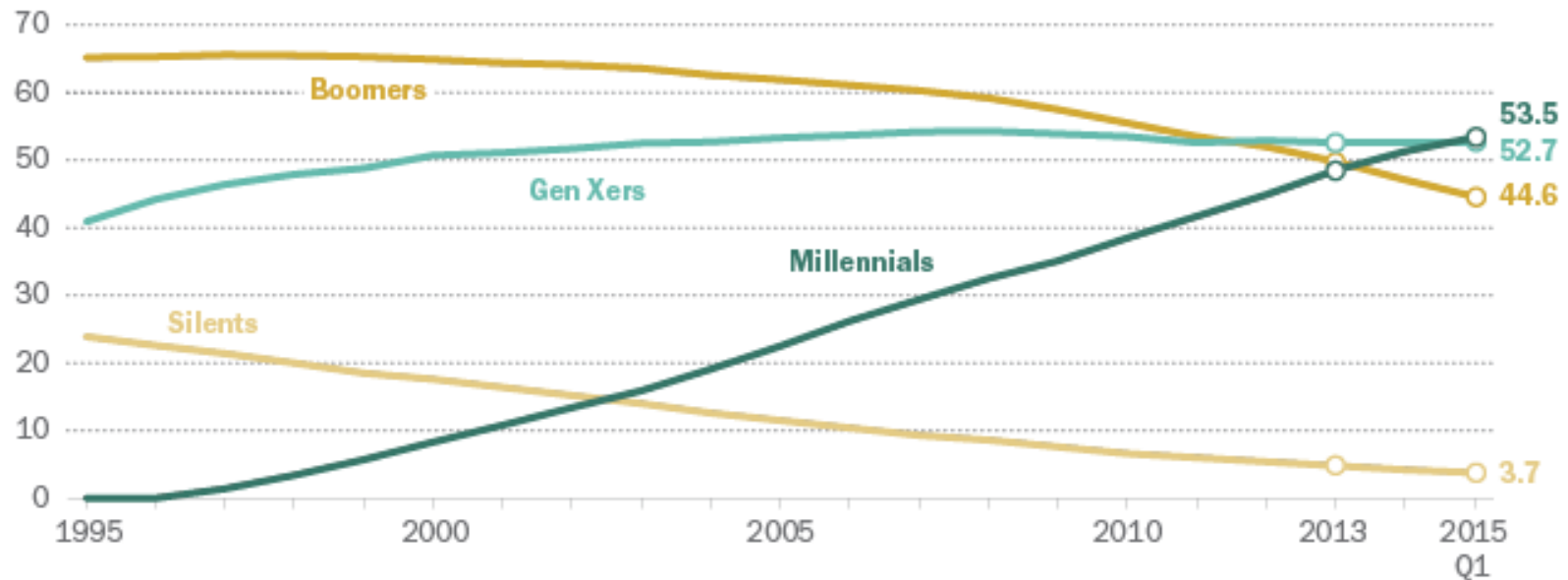
MATADORNETWORK.COM

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Millennials in Workforce

U.S. Labor Force by Generation, 1995-2015

In millions

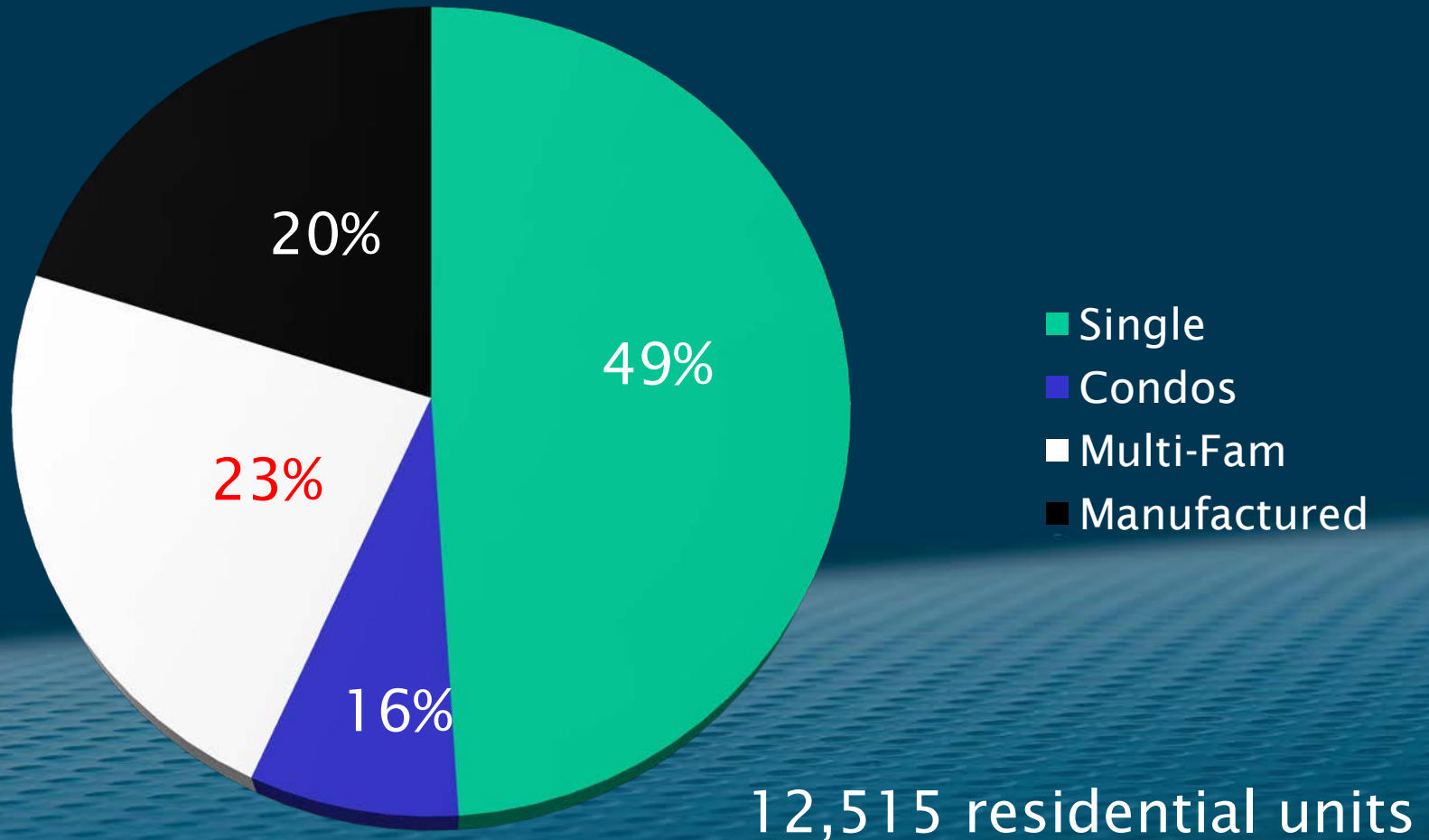


Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER

Housing Diversity



Granite State Business Park

- Expanded to 400 ac
- TIF District
 - \$13,743,969 2012
 - \$41,434,620 2016
 - +201.47% increase
- Anticipated Development
 - 47 acres added in 2017
 - 50 Acres Under Option
 - Lot #35 Under Agr.
 - Lot #35 Avail. Through The Kane Company



2003 Value	\$5,128,800	330,865 ft ²
2016 Curr Value	\$41,434,620	+807.9%
2030 Est. Value	\$34,740,000	+236.13% inc.
	1,596,900 ft ²	

Granite Ridge Development District



The 110 Grill opened to great fanfare in late 2016.

1995 Value \$28,145,137 186,372 ft²

2016 Value \$74,100,510 +163.3% inc

2030 Est. Value \$222,179,930 +271.89%

Annual Rev. \$3,137,580 2,210,220 ft²

- Zoning Adopted 2009
- TIF District adopted 2014
 - \$60,431,438 start
 - \$74,100,510 today
 - +22.6%
- Capacity for 2 Million Square Feet of Dev.
- 3B Demand for Amenities, Services & Entertainment
- Waterstone Development
 - Phase 1: About 75% open & complete
 - Phase 2: Cinema & restaurants
 - Phase 3: discussions!

Rochester Main Street 2016



The Outdoor Dining Ordinance was passed in 2016, allowing restaurants the opportunity to use city sidewalks for patrons.

- Reinvestment Stats
- 10th Anniversary as Main Street
- Total of 225 businesses currently in the Downtown Business District
- Ground Floor Occupancy 84.8%
- 2016 Private Investment Projects
 - 107 @ \$1,210,955
- 2016 Public Improvements \$3,314,477
- 2016 Investment Ratio: \$1/\$34.59
- 2016 Volunteer Hours 4,672
- Total of 917 Projects since 2006
- Total Private Investment of \$11,374,294

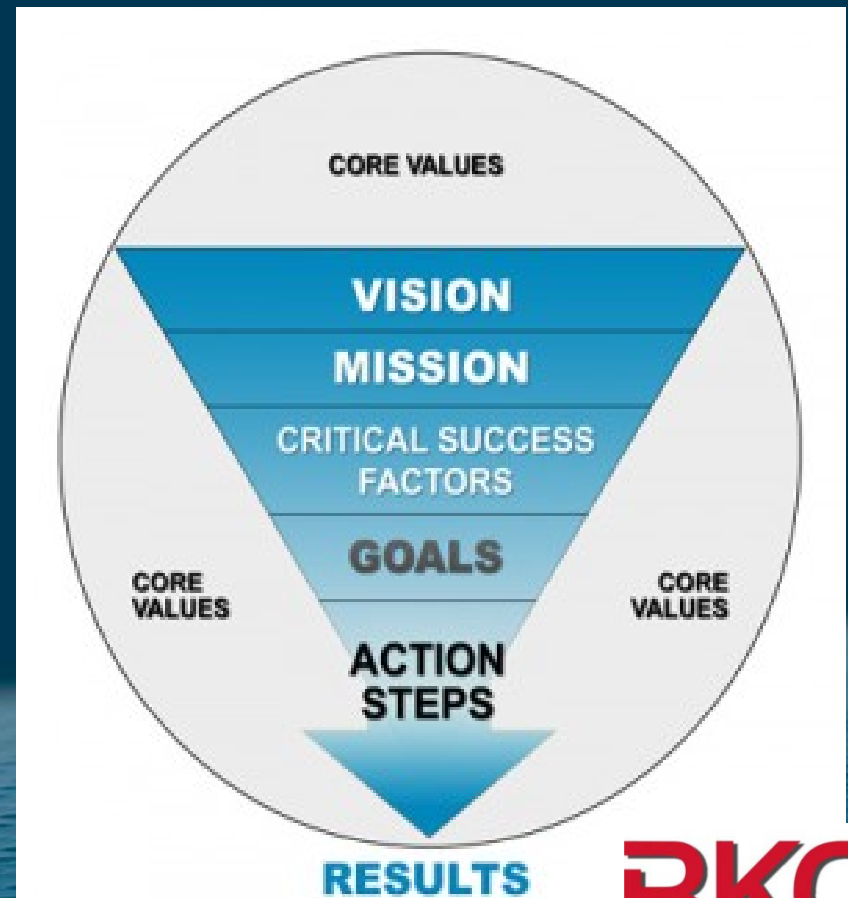
Strategic Plan

Now Underway

- RKG Associates
- Spectacular Job with Implementation of 2006 Plan
- Meetings with Stakeholders
- GOAL – To have a Master Plan Adopted by end of fiscal year

Continuing Action Items

- Expand Industrial Parks
- Retention & Expansion Visits
- Assess the Development Process and suggest improvements
- Education Task Force
- New Business Generation
- Fairgrounds Master Plan



Wayfinding

Now Underway

- The BETA Group
- Meetings with Stakeholders
 - Downtown Business District
 - Arterial Corridors
- GPS Mapping
- Design for Riverwalk Signs
- GOAL – To have a satisfactory design by end of calendar year

Attraction Signage – NHDOT

- Exits 12 through 16
- NOT Food, Gas, Lodging
- For-profit Businesses or Non-profit Businesses
- GOAL – Exit 12 through 15 installed ASAP



Underutilized Property



Underperforming properties could contribute more to the tax base and sense of community when they are using all of their space and improving the quality of life in Rochester.

- Long Term Vacancies
- Obsolete space
- Office vs. Residential
- Out-of-Town owners
- Management on site
- Code & Safety Issues
- Financial feasibility

Zoning & Ordinances

- Ch. 42 is meant to change as the city grows
- Frequent updates are necessary
 - Map changes
 - Definitions
 - Allowed Uses
- Form-Based Zones
(Granite Ridge, Route 125, Office-Commercial)



The purpose of zoning is to promote the health, safety and general welfare of the community, and encourage the most appropriate use of the land."

Direct Business Support



- One-Stop Assistance
 - City Regulations
 - Site Selection
 - Business Loans
- Financing Guidance
- Connect to Resources
- Technical Assistance
- Networking

Thank You!