WHY INVEST IN MAIN STREET?

RED RIVER THEATRES

MARCH 21, 2013

CITY'S PARTNERSHIP 2007-PRESENT

- Public participation in the development of the Capital Commons, Smile, Bindery and Endicott Projects.
- 516 space Capital Commons garage
- Eliminated the nearly 90 year ban on overnight parking.
- Installed parking kiosks to allow for the use of credit cards.
- Purchased the former Agway property to connect Downtown to Horseshoe Pond
- First NH City to adopt the Int'l Existing Building Code
- Issued an RFP for redevelopment of the NH Employment Security Building
- Proposed change of use impact fee waiver (May 2013)

NEEDS OF DOWNTOWN

- ❑ Pedestrian Safety
- ❑ Accessibility
- ❑ Sidewalks
- ❑ Multi-modal access
- ❑ Improved signage
- ❑ Livability
- ❑ Economic Development

PROJECT HISTORY

- 2010 “Rethinking Main Street” report–Concord 2020 & Main Street Concord, Inc.
- 2012 City applies to the U.S. Department of Transportation for TIGER funding
- June 2012 City is awarded $4.71 million in federal TIGER funds
- September 2012 Project Advisory Committee (PAC) starts deliberations on project
- November 2012 City Council accepts the PAC report and recommendations
- December 2012 design starts
- By start of construction, over 50 hours of public meetings

UNIQUE PROJECT SETTING

- "New Hampshire's Main Street"
- State House
- Nearly 200 stores/restaurants
- Dozens of law firms, accounting offices, etc.
- 15,000 people work within a 1-mile radius of Main Street
- Home to Capitol Center for the Arts, Red River Theatres, NH League of Craftsmen, Clock Tower, Eagle Square, Bicentennial Square, Arts Market, Farmers' Market

CONCORD AS A DESTINATION…

- Project is an economic development tool
- Planned to include:
  - Modified Two-Lane Roadway
  - Wider Sidewalks conducive to outdoor dining
  - Heated Sidewalks
  - Accessibility—Elimination of the double curb
  - Enhanced LED Lighting
  - Street Furniture
  - Significant Landscaping
  - Opportunities for Public Art
  - Interactive Water Feature

STATE HOUSE PLAZA

PROPOSED PHENIX AVE. POCKET PARK

OPPORTUNITIES FOR PUBLIC ART

VALUE OF PRIVATE INVESTMENT

- ❑ “Once in a generation” opportunity
- ❑ Commitment to make this more than “just a road project”
- ❑ Economic development potential
- ❑ Grant application was premised on a 20% contribution from the private sector.
- ❑ Complements City’s investment in the project

HISTORY OF PRIVATE INVESTMENT DOWNTOWN

Late 1800's Water Subscription

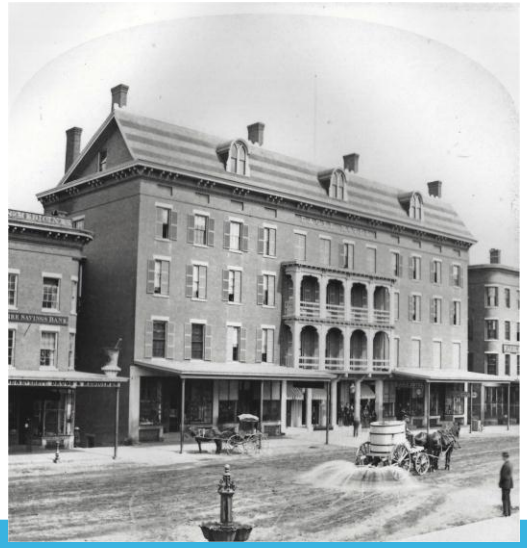
Capitol Center for the Arts

Grappone Conference Center

Red River Theatres

NH League of Craftsmen

Friendly Kitchen



CAPITOL CENTER FOR THE ARTS

VISIT THE PROJECT'S WEBSITE AT:

WWW.CONCORDMAINSTREETPROJECT.COM