

ROCHESTER ECONOMIC DEVELOPMENT COMMISSION  
MINUTES – February 21, 2019  
ROCHESTER CITY HALL – CITY COUNCIL CONFERENCE ROOM  
33 WAKEFIELD STREET, ROCHESTER, NH

MEMBERS PRESENT –  
Jonathan Shapleigh – Chair  
Troy Dillow – Vice – Chair  
Kris Ebbeson  
John Larochelle

MEMBERS ABSENT –  
Mark Hourihane  
Janet Davis

OTHERS ALSO IN ATTENDANCE - Karen Pollard, Economic Development Manager; Jenn Marsh, Economic Development Specialist; Kristen Bournival, Safran; Kyle Repucci, Asst. Superintendent; Paul Giuliano, GBCC; Jen Czysz and James Burdin, Strafford Regional Planning Commission; Dennis McCann, SEDC

- A. CALL TO ORDER – The meeting was called to order at 4:07 PM  
Attendance was taken and introduction of guests.
- B. APPROVAL – January 17, 2019 Regular Meeting Minutes –  
Motion made by John, seconded by Troy to approve the regular minutes of the January 17, 2019 meeting as written. Motion carried.
- C. DISCUSSION – Business Retention Plan  
Jenn M reviewed the business retention plan that the REDC will be spearheading this year. The timeline for the project is as follows:
- March REDC meeting - Karen will provide a training on best practices for those who be performing business visits.
  - April and May - the group will hold two business walks in the downtown. Two days will be scheduled to visit the downtown business district.
  - Summer - business visits to other local Rochester businesses
  - August - all visits will be completed and information turned into ED Department.
  - September – Report out findings.
- Dennis discussed the ways the SEDC can assist in the process. He can provide an updated Rochester business list as well site surveys they have completed to help prepare the business surveys. He also discussed the possibility of the SEDC visiting their Rochester clients as part of the REDC process.
- Jen C and James discussed that they can help with the data analyst at the end of the project. They have access to mapping, data analysis, story maps, graphic designers and other tools that would help in the report out phase of the project.
- D. DISCUSSION – Membership update  
Jonathan introduced Kristen and Kyle to the committee as potential REDC members. Jenn M introduced Paul as Karen’s potential new member as she could not make the

meeting. Jonathan went over the mission of the REDC and discussed some recent projects to help the potential members understand what the REDC does.

- E.     DISCUSSION – Goals and strategic planning  
At the January meeting Jenn M and Karen said they would review the RKG Economic Development Strategic Plan completed the very end of 2017 and compare it to the 2019 goals and priorities list the REDC. Jenn M reviewed the “goals of the plan” which can be found on page 8 of the strategic plan and connected each of the 7 points with an REDC priority and goal. The purpose was to ensure the REDC was following the Strategic Plan, in which they have all points covered. Jenn M will update the REDC goals and priorities for the March meeting.
  
- F.     DISCUSSION – Membership update  
This was a repetitive point, please refer to action item B.
  
- G.     ADJOURN - Motion made by Kris at 5:00 PM to adjourn – seconded by Troy. Motion carried.

NEXT MEETING TO BE HELD AT 4:00 PM ON March 21, 2019 IN THE  
COCHeco CONFERENCE ROOM, SECOND FLOOR OF THE ANNEX –  
33 WAKEFIELD STREET, ROCHESTER, NH



# REDC

## Rochester Economic Development Commission

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Date: February 5, 2019

To: Rochester City Council

From: Jonathan Shapleigh, Chair  
Rochester Economic Development Commission

Re: Adoption of Density and Design Recommendations from BendonAdams

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City Council Members,

The Rochester Economic Development Commission has reviewed and discussed the subject BendonAdams report that was completed to address the community's wants and needs regarding housing choices for the Downtown Commercial zone and to provide Design Guidelines for the Historic District Overlay zone.

The REDC strongly supports the recommendations found within the BendonAdams report and is pleased that the subject grant funded project provided significant valuable insight and conclusions that will assist in this process. The six key items found within the final recommendation (attached to this letter) include the topics of: Parking, Density and Uses, Process, Leadership, Building Upkeep, and non-zoning should be strongly considered and prioritized as resources may be deployed in the months ahead.

The REDC commends the City for undergoing the consulting process that included soliciting feedback from the Rochester community, local organizations, local businesses, City Staff, and City Boards. These efforts have helped to better understand how the Rochester community interacts with the downtown and to identify the historical elements and resources that are most important to the community and will provide as a foundation for creating a more attractive vibrant downtown.

Yours Truly,

Jonathan Shapleigh  
Chair, Rochester Economic Development Commission

## City of Rochester Downtown Density Update

### Summary of Recommendations

Report Section	Topic	Report Recommendation
2.03	Parking	<ul style="list-style-type: none"> <li>• Eliminate parking requirements for commercial development in the DC.</li> <li>• Prohibit the creation of large, single-tenant parking lots for commercial uses.</li> <li>• Explore variance or conditional use process for commercial parking lots.</li> </ul>
2.03		<ul style="list-style-type: none"> <li>• Lower the minimum parking ratios for small residential units (studios and 1-bed units).</li> </ul>
2.03		<ul style="list-style-type: none"> <li>• Eliminate residential parking requirements for the first 10 residential units within new infill projects.</li> <li>• Codify objective parking reduction criteria.</li> </ul>
2.03		<ul style="list-style-type: none"> <li>• Review Rochester downtown residential parking regulations/operations and make adjustments as needed.</li> <li>• Develop a near-term downtown residential parking strategy utilizing City lots and on-street parking; including defining the Staff that will administer program.</li> </ul>
2.03		<ul style="list-style-type: none"> <li>• Develop a long-term downtown residential and commercial parking strategy with City capital investment priorities.</li> </ul>
2.04	Density & Uses	<ul style="list-style-type: none"> <li>• To promote 4 and 5 story mixed-use buildings, eliminate the "density limit."</li> </ul>
2.05		<ul style="list-style-type: none"> <li>• Eliminate single-family and duplex uses as a permitted use in the DC. Explore options for legalizing existing uses.</li> </ul>
2.05		<ul style="list-style-type: none"> <li>• Allow multi-family use (as a single use of the property) as a permitted use on DC properties which do not front a major commercial street.</li> <li>• Define/depict applicable street frontages.</li> </ul>
2.05		<ul style="list-style-type: none"> <li>• To promote a hotel downtown, lower the lot size requirement and eliminate the parking requirement for a hotel fronting a major commercial street.</li> <li>• Define/depict applicable street frontages.</li> </ul>
3.02	Process	<ul style="list-style-type: none"> <li>• Break-Down Site Plan Review into Conceptual, Final, Technical Documents, and Operational Requirements. Allocate review of Tech Docs to Rochester staff for review after Planning Board approvals.</li> </ul>
3.04		<ul style="list-style-type: none"> <li>• Minimize reliance on "appropriate" standards in the Site Plan review process. Replace with objective standards with narrower discretion where possible.</li> </ul>
4.02	Leadership	<ul style="list-style-type: none"> <li>• Charter an official Downtown Committee focused on improving the health of downtown, encouraging investment, removing red tape, keeping track of progress on code/policy changes.</li> </ul>
4.02		<ul style="list-style-type: none"> <li>• Explore a Redevelopment Authority to manage acquisition, entitlement, and disposition of City assets.</li> </ul>
4.03	Building Upkeep	<ul style="list-style-type: none"> <li>• Seek partnerships and voluntary compliance for building upkeep.</li> <li>• Explore "best storefront" incentives with the Chamber.</li> <li>• Strengthen regulations for dilapidated buildings – require annual life/safety inspections.</li> <li>• Explore "vacant" property tax options and curtail empty storefronts.</li> <li>• Explore property tax options at a State legislative level.</li> </ul>
4.04	Non-Zoning	<ul style="list-style-type: none"> <li>• Explore options to address "safety perception" issues.</li> </ul>
4.05		<ul style="list-style-type: none"> <li>• Aim for a lower "natural speed" during traffic and wayfinding effort.</li> </ul>
4.06		<ul style="list-style-type: none"> <li>• Require special events over a certain size provide a parking management plan.</li> </ul>