

# GRANITE RIDGE DEVELOPMENT DISTRICT

ROCHESTER ECONOMIC DEVELOPMENT  
COMMISSION FEBRUARY 2010

THINK **ROCHESTER** NEW HAMPSHIRE ECONOMIC  
DEVELOPMENT

# POTENTIAL 2008 - 2028

- Total Study Area
  - 367.4 Acres
- Non-Development Areas (Wetlands, Buffers & Slopes)
  - 210.5 acres 57.3%
- Developable Area
  - 156.9 Acres 42.7%
- Presently Developed
  - 21.3 Acres 5.8%
- Potential Development
  - Retail 816k
  - Office 865k



# BUILDABLE AREA – Slide 1

ID	208/1	208/2	208/4	208/5	208/6	208/8
Acres	82.5	32	1.2	.8	1.1	71
Dev. Ac	45	15	1	.7	1	10
% Lot	54.5%	46.9%	83.3%	87.5%	90.9%	14.1%
%Dist	28.7%	9.6%	0.6%	0.4%	0.6%	6.4%
Proj. SF	625k O R	210k R O	10k R	7k R	2k R	130k O

**R = Retail O = Office**

# BUILDABLE AREA – Slide 2

ID	216/6	216/7	216/8	216/9	216/11	216/1-4
Acres	5.6	7.6	6.3	20	85	25.8
Dev Ac	4.8	6.6	4.5	10	30	20.5
% Lot	85.7%	86.8%	71.4%	50.0%	35.3%	79.5%
% Dist	3.1%	4.2%	2.9%	6.4%	19.1%	13.1%
Proj. SF	60k R	45k R	30k R	110k R	360k R O	40k O

# FRONTAGE ROAD CONCEPTUAL



# TURNPIKE EXPANSION



- Targeted Completion in 2012
- Reconfiguration of Exits 14 & 15
  - All Exit 14 southbound off-ramp traffic will use Exit 15 to access Business Park & No. Main Commercial District

# POTENTIAL PHASING

- Water Distribution
  - Wells & water main in development
  - Distribution will be looped
  - New water main to follow new Frontage Rd
- Sewer Layout
  - Projections based on land utilization estimates
  - Pump station West of Super Wal~Mart
  - Future review in Design Phase
- Frontage Road & Interior Intersections
  - City Street – 3 lanes
  - Coordinate w/existing & proposed developments
- Farmington Road
  - 5 lane w/median
  - 3 added signals: Nashoba, Crane & Two Rod Rd
  - Implement based on Access points

# ESTIMATED INFRASTRUCTURE COSTS

In 2008 \$

Frontage Road & Interior Intersections	\$ 4,330,000
Access A & Farmington Rd	1,010,000
Access B/Nashoba Dr & Farmington Rd	1,530,000
Access C/Crane Dr & Farmington Rd	1,900,000
Access D/Little Falls Bridge Rd & Farmington Rd	1,770,000
Two Rod Road & Farmington Rd	2,015,000
Access E & Farmington Rd	695,000
Access F & Farmington Rd	1,115,000
Water – Entire Project	2,900,000
Sewer – Entire Project	5,400,000
Grand Total	\$22,665,000

# DISTRICT DEVELOPMENT

- REDC Sub-Committee
  - Key elements of construction
  - Zoning recommendations
  - Present financial analysis
- Rochester Public Works Committee
  - Infrastructure planning & construction
- NH DOT
  - Memorandum re: limited access to Rt. 11
- NH DES & Resource Ag.
  - Preliminary review
  - Defined Areas of Protection & Development
- Stakeholders Mtg
  - Friendly development agreements

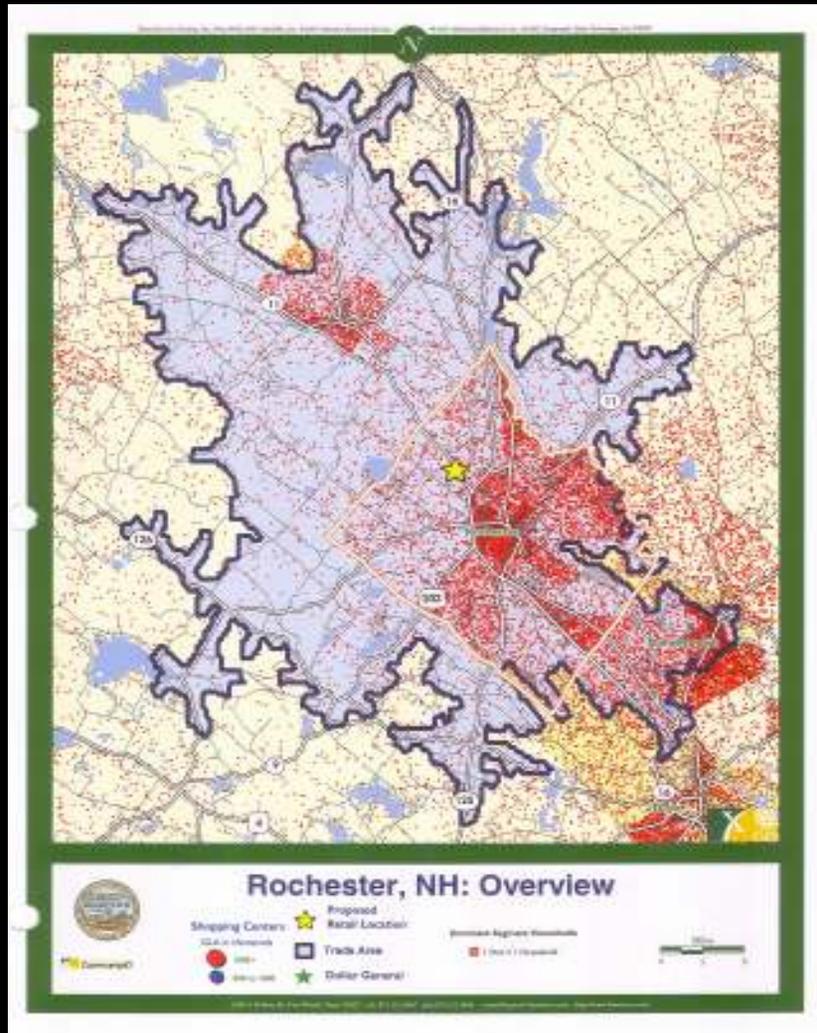


# MARKETING



- Relationships
  - Retailers
  - Developers
  - Real Estate Professionals
  - Property Owners
- Current Intelligence
  - Buxton, ICSC, Claritas
- Marketing
  - [www.thinkrochester.biz](http://www.thinkrochester.biz)
  - Trade Publications
  - Direct Contacts
  - Social Media – FB, Twitter
- Trade Shows
  - Annual Meeting – May
  - Regional Events – March, July
  - Local Activities – April, June, Aug

# DEVELOPER PRIORITIES



- Proven Successful Sites
  - Site & Market Intelligence
  - Competition, Synergy
- Avoid Cannibalization
- Use Successful Prototypes
  - Less Desire to try Something New
  - Low tolerance for risk
- Development Costs
  - On & Offsite Development
  - Financing of infrastructure
- “Time to Market”
  - Time = Money
  - Speed once the RE decision is made