



City of Rochester, New Hampshire
Office of Economic & Community Development
33 Wakefield Street, Rochester, NH 03867
(603) 335-7522, www.rochesterredc.com

Rochester Economic Development Commission
Minutes – August 24, 2021
Rochester City Hall Annex – Online Teams Meeting
33 Wakefield Street, Rochester, NH

Members Present: Jonathan Shapleigh, Whitney Belton, Marsha Miller, Kris Ebbeson, Janet Davis, Mark Hourihane, Ron Poulin

Members Absent: Paul Giuliano, Kristen Bournival

Others Present: Mike Scala, Jenn Marsh, Julien

- A. B and C: Chairperson Shapleigh called the meeting to order at 8:09am.
- D. Roll Call attendance was taken.

Meeting Agenda

- A. Roll call attendance was taken as part D of the preamble.
- B. Mark made a motion to approve the May minutes. Ron seconded the motion. Roll call was taken, all in favor.
- C. MOU: Ten Rod Road Industrial Park Sign
Jenn explained that there were two sign permits submitted and showed the existing sign. The companies listed on the back all paid in to the original MOU. There are (8) sign slots within the sign. The first question is if the sign space previously owned by Riley Enterprises will transfer over to Service Credit Union based upon Section 4 of the MOU. Mark led a discussion on how the sign can be modified, if any. Jonathan suggested using this exercise to plan for the future of the Business Park and look at expansion of the signage. Intec, and Balantine partners, have submitted signage permits to the City. The REDC discussed who is eligible to have signage installed based upon the MOU. Based upon the wording of the MOU, the REDC agreed that Service Credit Union would inherit the sign space previously “owned” by Riley Enterprises as per Section 4. Another sign space will be designated to Ashland Electric as they expressed interest in 2016 and were told there was not a space. Now that there is space again they are still interested. Intec was originally located in Rochester and have now built a new building in the Business Park. They were first to submit their sign permit to the City for these newly opened sign slots. Ron and Mike led a discussion based on the potential for Intec to have their own road sign
The Economic Development department will investigate the potential for expanding the sign in the future. Mike stated the funds can come from the ED fund.
Marsha asked if there was a designated time slot for the companies to install their sign slot.



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Jonathan made a motion to allow Service Credit Union, Ashland Electric and Intec to have the remaining three vacant signage spaces at the Ten Rod Road Business Park. Ballentine will have rights of first refusal if another sign slot become available. Companies that express interest in obtaining a signage slot will have 90 days from date of REDC approval to install their sign slot. Ron seconded the motion, All in favor. A letter will be provided to Ballentine Partners.

The REDC assigned the slots as follows: Intec will be top left, Ashland will be bottom left, and Service Credit Union will go on the vacant space on the right side.

Jenn also noted that the Granite State Business Park does not have an MOU. Ron recommended looking into the expansion of both Business Park signs at the same time.

D. Goals and Priorities Discussion

Jonathan stated he met with Blaine Cox to discuss the REDC, and our goals and priorities. Blaine suggested an REDC member provide an update to the City Council during a work shop session, quarterly. Jonathan noted this will help define shorter term goals within our overall goals as a commission. Paul and Jonathan will be reviewing the goals offline to redefine and update them.

E. Project Updates

Mike noted that there are business moving into the Lilac Mall.

Mike and Jenn provided updates on new business in the downtown including Sprinkles and Smiles, and Dash and Glam Nail Bar.

Sig – Jobs are posted, water and sewer lines are being connected. Expected opening in the Fall.

Casino – Located in the Lilac Mall

55 No. Main – The Hoffman, this was presented to the HDC and will be re-present this coming Wednesday. This will also be looking at the pending 75' height variance. The owner is G&P properties.

38 Hanson – development discussions ongoing

Friendlys – there was a plan presented to develop the parcel. It would require the back parcel of the library to be sold to them for parking and site access. It would be a mixed use building with underground parking and 80 residential units.

Care Pharmacy – waiting for confirmation. The first phase is approximately 90 units. The addition of the lots up close to the street is still under review.

Water Street Rights of Way – RPAC agreed to the offer, there are more offers and discussions underway between the city and property owners. Next year is expected for CIP.

The Ridge – The City is conducting a study as to how development will impact water/sewer capacity. The current approximate is 500-600 units. The City also has two projects underway to help alleviate traffic. The study is expected to be completed next month. Expected approval from Council in November.

Bennet Building – will be 7 apartments on the second and third floors with commercial on the first floor.

A permit parking plan is in development. The Columbus parking lot, etc.



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- F. Other: Julien brought forward a discussion about the Community Block Grants and American Rescue Act Funds and how these can be geared toward the Downtown. Julien is currently sorting through the eligibility criteria. The first half of the American Rescue Act Funds has been granted to the City. Julien and a small work group are working to identify specific projects the funds can be allocated to in order to present to the Finance Council. Mike provided an update on the status of the Ben Franklin Building – the City will no longer be trying to acquire the building at this time. Mike stated that when the ED funds are approved, the REDC will need to designate the use of the funds. Housing is a key issue and the City was positively recognized by the Governor on the City's efforts to address the housing issue.

Ron asked about solar and green infrastructure and what is being done to regulate installation. Mike provided an update to the REDC that there is no ordinance that dictates installation. Planning is working on creating an amendment or ordinance that requires buildings to be solar-ready on the roofs and provide setbacks from roadways. Jenn will confirm with Shanna and will bring this up as a future discussion point. Jonathan recommended having a solar expert come in and explain the pros and cons of solar arrays. REDC will recommend that Planning and Zoning look at creating an Alternative Energy Plan.

Mark made a motion to adjourn the meeting at 9:45 am, Ron seconded the motion. Roll call was taken, all in favor.

The next meeting will be held in the Cocheco Room on September 21 at 8:00am.

Respectfully Submitted,
Whitney Belton