



CITY OF MANCHESTER

Theodore L. Gatsas

Mayor

FOR IMMEDIATE RELEASE

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Mayor and Anagnost Announce Downtown Development

Proposal for 460 Elm Street will lead to hundreds of jobs

MANCHESTER, NH - - Today Manchester Mayor Ted Gatsas and local developers Dick Anagnost and Reggie Ronzello announced the plans for the development of the Rockwell property at 460 Elm Street; the site will soon be home to Market Basket owned and operated by the DeMoulas family. "It gives me great pleasure to make this announcement. For those of us that remember Ferretti's you know how central a supermarket is to a thriving downtown Manchester. This project will, without a doubt, revitalize South Elm Street and downtown," began Mayor Gatsas.

Gatsas continued, "Months ago I met with developer Reggie Ronzello who saw opportunity in Manchester. He expressed interest specifically in the downtown area. Since we knew the Rockwell site was being vacated we put him in contact with Dick Anagnost. We asked them to present a plan that would anchor South Elm Street and create jobs. I would have to say they have done more than just deliver."

DeMoulas / Market Basket Inc. oversees the operation of two chains of supermarkets and superstores in the Northeast and are headquartered in Tewksbury, Massachusetts. "Market Basket has committed to this project provided all local and state permits are acquired. When Dick and I reviewed the sites available for this type of development the Rockwell site stood out. The ten acre parcel has the potential to build up to a 100,000 square foot facility with adequate parking to serve the Market Basket customers. I am looking forward to seeing this project through with Dick and the Mayor to continue this decade long revitalization of the downtown," commented Reggie Ronzello.

(more)

Local developer Dick Anagnost contributed, “A downtown supermarket has been a long-term goal for the city of Manchester and with a premier operator like DeMoulas / Market Basket we will have the ability to bring forth a first-class facility to serve the diverse population of the city of Manchester and the surrounding communities.” Anagnost is currently developing the River’s Edge site (formerly Jac Pac) which will include an Urgent Care Center and office space for Elliot Hospital also located in the South Elm area. Anagnost has plans underway to begin the permitting process.

“This will mean more families moving into the downtown area which will spur development and realize our long-term vision of making the Elm Street area a hub of activity for residents in and outside of the city,” commented Ward 3, and downtown Alderman Pat Long. The Comprehensive Economic Development Study approved by the Board of Mayor and Aldermen (Item A) clearly outlines the need for a supermarket as key to downtown development and dovetails with the proposed Master Plan (Item B).

“Today Manchester is thriving and you don’t have to look far to see that. I believe this comes as a result of our ability to work together, pool the collective resources of the city and connect people that will make things happen,” added Ward 4 Alderman and Planning Board representative Jim Roy.

“Depending on the size of the store this can mean up to 500 new jobs ranging from full-time management positions to part-time jobs for our seniors and students. I believe this is a moment in time when we will look back and say this was a turning point for downtown and the City of Manchester,” concluded Mayor Gatsas.

Item A

Comprehensive Economic Development Strategy (Feb 2009)

V. GOALS & OBJECTIVES

A. DOWNTOWN DEVELOPMENT

1. Complete the Jac Pac (Rivers edge) development, redevelop the Rockwell site, continue Gaslight/Warehouse district and South Elm Street improvements and integrate these initiatives into a new "South Downtown."

a) Continue to work with the property owner/developer, prospective tenants and purchasers and other parties to complete the "River's Edge" development on the former Jac Pac site.



b) Work with the current property owner of the Rockwell site to plan and redevelop the site into a mixed-use project that could include major anchor retail and/or entertainment uses such as a downtown grocery store, movie theater, department store and other retail uses along with the planned multi-modal transit center (See Infrastructure, below).

c) Work with area property owners, developers and others to encourage redevelopment of other sites in the "Warehouse" District on Elm Street between Queen City Ave. and Lake Street.

d) Construct sidewalk, street light, landscaping, parking and utility improvements on Elm Street between Lake and Valley Streets (1 to 2 years) and between Valley and Queen City Avenue (3 to 5 years) to give the area a look and feel similar to that of Elm Street north of Lake Street.

e) Construct sidewalk, landscaping and other improvements – including gateway arches - in the "Gaslight District" to encourage its redevelopment into a mixeduse entertainment oriented district.

2. Promote downtown as a vibrant destination point for entertainment, business relocation, culture and education.

a) Work with Intown Manchester, the Chamber and the Manchester Economic Development Office (MEDO) to develop a marketing campaign to attract visitors to the downtown.

b) Develop marketing strategy focused specifically on attracting business to downtown.

c) Develop new or expanded convention facilities.

3. Create venues that generate more foot traffic.

- a) Continue to restrict the development of surface parking lots in the "Arena District," in the vicinity of Merchantsauto.com Stadium and near other major venues to encourage people to park and walk throughout the downtown area.
- b) Continue to encourage new downtown development to be oriented toward the street.

c) Encourage retail and service oriented retail development at street level and to discourage first floor office and other uses that do not cater to foot traffic.

d) Work to attract specialty and in-fill retail and service establishments that encourage people to move from one establishment to the other on foot.

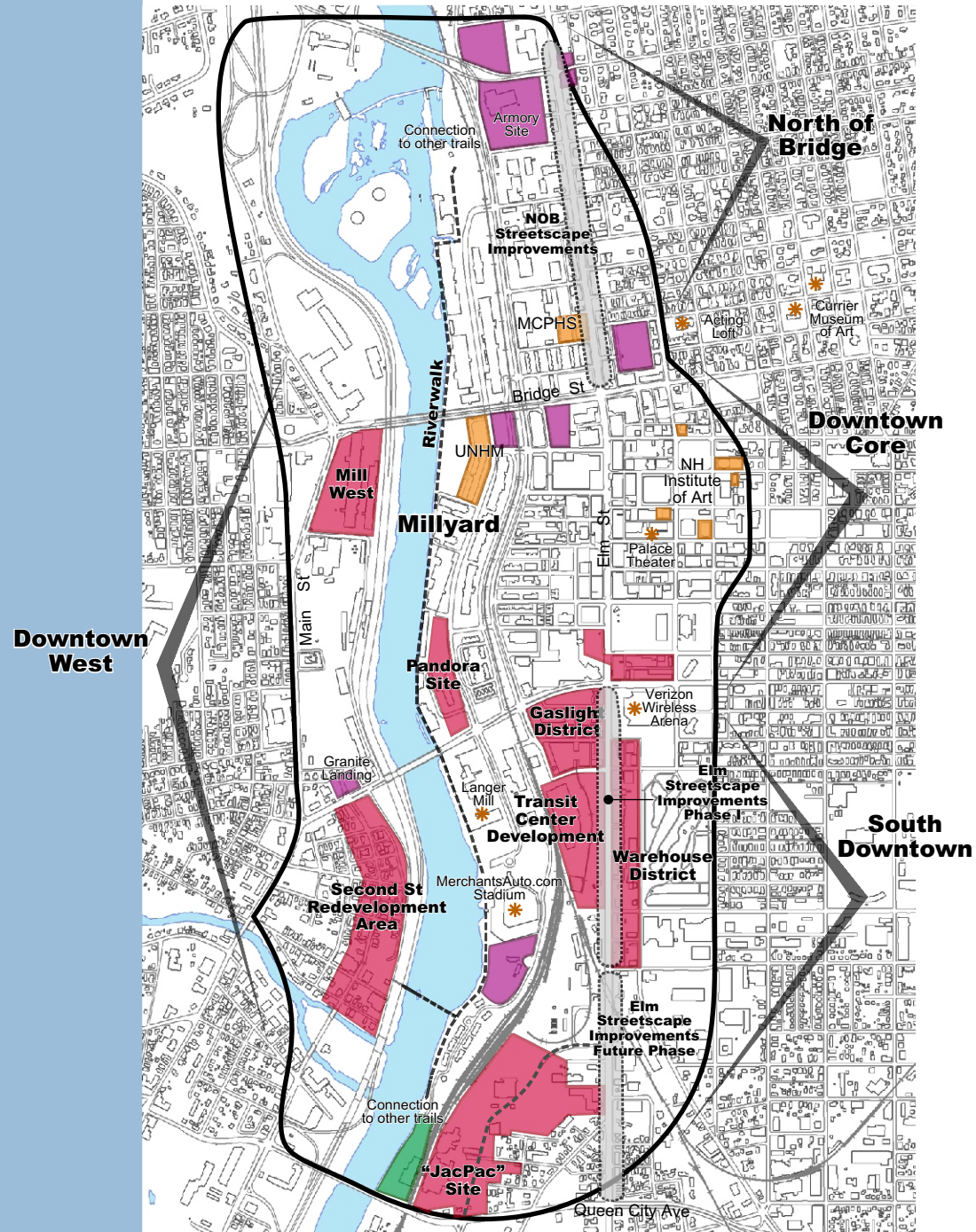
4. Develop/attract a downtown grocery store and "anchor" retail stores in Downtown.

a) Undertake a comprehensive market analysis of the downtown area market to determine the types of grocery and other major retail establishments that could be attracted to downtown based on area demographics, income and spending patterns, industry trends and other factors.

b) Evaluate potential downtown grocery and anchor store locations based on industry standards and preferences.

c) Develop targeted marketing campaign to attract a grocery store, movie theater and various anchor

Central Business District Map



The downtown is the heart of the City, its central gathering spot and the most visible representation of the community to people outside of the region. With virtually no vacant, developable land remaining in the City, the Downtown offers an opportunity to continue commercial and residential development opportunities, but in a denser and more sustainable fashion. The downtown is also considered the Central Business District. The District is actually composed of various sub-components. These include the Downtown Core (from Bridge Street to Granite Street and from the Millyard to Union Street); the Millyard (primarily on the east side of the River although also including certain Mills on the West Side); North of Bridge (NOB); South Downtown (from Granite Street to Queen City Avenue); and Downtown West (on the west side of the River extending to Main Street). The latter two areas were recommended to be included in the downtown as part of the Hillier Study.

The defined Central Business District has a population of 9,568 persons in 4,262 dwelling units. It has the highest concentration of businesses in the City and the types of businesses are well diversified. The leading sector with 20% of the total businesses is professional, scientific and technical services. This includes the high concentration of the legal profession in the downtown as well as several of the hi-tech companies in the Millyard. Finance and insurance, accommodations and food services, retail trade and health care are also leading sectors. The downtown has an "improvement district" which is focused on quality services in the area which is run by Intown Manchester.

Additional information on the Downtown, including detail on possible development projects can be found in the "Downtown Strategic Development Plan" prepared for the City by Hillier Architecture in 2006. The basic goals as set forth in this plan are: a focus on residential growth to fill the gaps; continue expanding cultural and visitor amenities; increase downtown's "pull" by augmenting existing assets; create stronger regional transit links; and preserve opportunities for commercial growth in the downtown.

Strategies

- Regulatory Changes.** In order to support the growth of the downtown and an increase in the geographic area, certain changes will be required. These include such items as expanding the CBD zoning district into the South Downtown and Downtown West, and revising certain building codes to encourage reuse of upper stories for residential use and mixed use projects in general.
- Transportation.** The focus of transportation in the downtown should be on transit and walkability. Transit will improve significantly with the proposed "downtown circulator" and commuter rail station tied into existing city bus routes.
- North of Bridge.** The north end of the downtown could be improved with streetscape improvements similar to those in the core. In addition, the Armory site could serve as a major downtown anchor if it were redeveloped.

Strategies cont.

- Residential Development.** Encouraging residential development in the downtown can provide additional urban living opportunities and make the downtown a vibrant center 24 hours a day. Additional residents can also encourage added downtown amenities such as retail shops, downtown grocery store and movie theater.
- Attractiveness.** Improving the attractiveness of Downtown Manchester can pay dividends in terms of an improved image, increased visitors and economic development. The attractiveness can be improved through such things as: relocation of overhead utilities underground, design guidelines, facade improvement programs and improvements to wayfinding signage. Making the downtown more pedestrian friendly, through improved sidewalks, crosswalks, connections to transit and streetscape design can also improve the area's attractiveness.
- Arts, Entertainment & Education.** These three activities will play an increasingly important role in the downtown and should be supported. Visitor and entertainment activity can be strengthened through either the expansion of the Center of New Hampshire convention facility or the development of a new facility (recent studies have shown that there is a demand for such a facility). A number of visual and performing art venues exist in and around the downtown ranging from the Palace Theater to the artist colony at Langer Mill. The downtown area contains five colleges with another college - Hesser, just to the south of the downtown. The planned expansion of UNH Manchester, Massachusetts College of Pharmacy and the NH Institute of Art offer significant improvements to the education, quality of life and business development of the Central Business District.
- Millyard.** The Millyard remains one of the region's most important business catalysts. The redevelopment of the Pandora Building will mark the reuse of the last vacant building in the Millyard. Improvements should include the provision of additional private parking capacity, greening of the area and the completion of the Riverwalk.
- South Downtown.** With the development of Elliot at Rivers Edge (so-called "Jac Pac" site) underway, the South Downtown is poised for significant expansion of the downtown. A future street connection from the site to Elm Street will also assist in the redevelopment of adjacent parcels. A commuter rail station and multi-modal facility can catalyze development in the immediate area, the Gaslight and Warehouse districts and the City as a whole. Streetscape improvements will be required on this section of Elm Street and in the Gaslight District.
- Downtown West.** The west side of the Merrimack River offers opportunities for expansion of the downtown with higher densities of residential and commercial development. The recently completed improvements to Exit 5 and Granite Street will allow redevelopment in the Granite Street and Second Street corridors.

Links for Additional Information:

- Downtown Strategic Development Plan, Hillier
- Riverfront Development Plan, LDR
- Civic Center Area and Gateway Corridor Plan, Planning Dept.

Legend

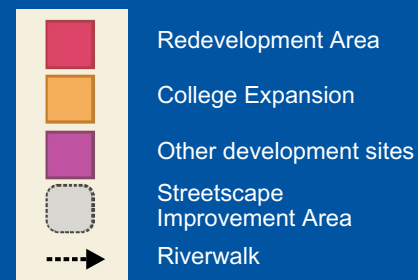


Photo: stuckincustoms.com

City Hall is in the very heart of Downtown

A riverwalk such as here in San Antonio brings people to the waterfront and spurs economic growth



The Downtown can be a center of events such as the car show shown here



Downtown Manchester Master Plan