

DOWNTOWN DEVELOPMENT STRATEGIC PLAN FOR THE CITY OF MANCHESTER, NEW HAMPSHIRE



CLIENT

City of Manchester
Planning and Community Development
One City Hall Plaza
Manchester, NH 03101

The City of Manchester, New Hampshire retained Econsult Corporation, teamed with Hillier Architecture and Copley Wolff Design Group, to provide a Downtown Development Strategic Plan. The intent of the study was to update the previous Intown Development Strategy and provide a basis for the City's initiatives for the next 10 years.

Econsult was responsible for the Economic Development Strategy, including private development market assessment, preparation of the strategic business plan, and implementation strategy. Econsult assisted the City of Manchester in developing a strategic business plan to achieve the outlined goals for downtown development.

Specific tasks included:

- Interviewing key stakeholders, local community group leadership, members of the general public, area developers, and realtors;
- Reviewing existing private development market opportunities and constraints of the downtown area;
- Analyzing of development alternatives (development parcels, public parking, public space improvements, street layout) with prepared recommendations;
- Identifying range of economic revitalization incentives and potential funding sources; and
- Preparing strategic business plan and implementation strategy.

This plan addressed prioritization, sequencing, structure, and finance of development projects. Projects were prioritized based on their consistency with the City of Manchester's goals, their ability to generate private investment, and the potential availability of federal and state funds for the projects. To the extent public investment and incentives are required; sources of these funds were identified with a blueprint for optimal financing of these investments.