

**1 Whitney Road Master Plan  
Map 6P, Lots 5 and 6**

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## Executive Summary

The subject of this report is a site located along US Route 4 (Hoit Road) and Whitney Road in Concord, New Hampshire. The site is identified as Map 6P, Lots 5 and 6 and is adjacent to the Interstate 93 southbound on-ramp at Exit 17. The 42 acre site is currently split between the Urban Commercial and Industrial Districts. The Urban Commercial portion was subject to development restrictions and covenants which were released in November 2017 by the Concord City Council. At the same time, the City Council supported a recommendation by the Planning Board, that before any changes were made to the site zoning, the *“petitioner, Interchange Development LLC, return with a master plan for the site, generated with participation and input from the community”*.

This report summarizes the results of a December 2, 2017 public meeting and charette process along with an analysis of the Penacook tax base, zoning districts, demand for industrial land, the difficulty of the subject accessing rail, the convenient rail access of abutting Lot 8 to the south, the demand for supermarket and complementary commercial uses, benefits of Lot 5 and 6 development on Penacook Tax base with suggested zoning, and creation of a Concept Plan.

The concept plan includes a 28.5 acre Gateway Performance District and 13.5 acre Industrial development on Lots 5 and 6. The concept plan includes the following potential uses: 125,875 square feet of warehouse/distribution; a 78,920 square foot supermarket; 45,225 square feet of retail; 10,300 square feet of office; 5,442 square feet of restaurant space; 5,116 square feet of medical office space; a 3,307 square foot bank; and, a 2,665 square foot fast-food restaurant. The total development shown in this concept plan is 276,580 square feet.

Although the plan is just a concept, it shows that Lots 5 and 6 can full advantage of their high traffic exposure and proximity to the Interstate highway. Development of this land produces the highest increment, or greatest increase in property taxes for the Penacook tax district. Per the plan noted in the Addendum, full commercial and industrial buildout of Lot 5 and Lot 6 would result in an increase of over \$39,000,000 in assessment, resulting in a \$1,323,000 payment in property taxes (\$33.92/\$1000). This represents 10.4% of Penacook’s tax base. The current assessment of the land and buildings (Xtra Mart) on Lot 5 is \$1,138,600 so the total assessment of Lots 5 & 6 would exceed \$40,500,000 with the concept plan shown.

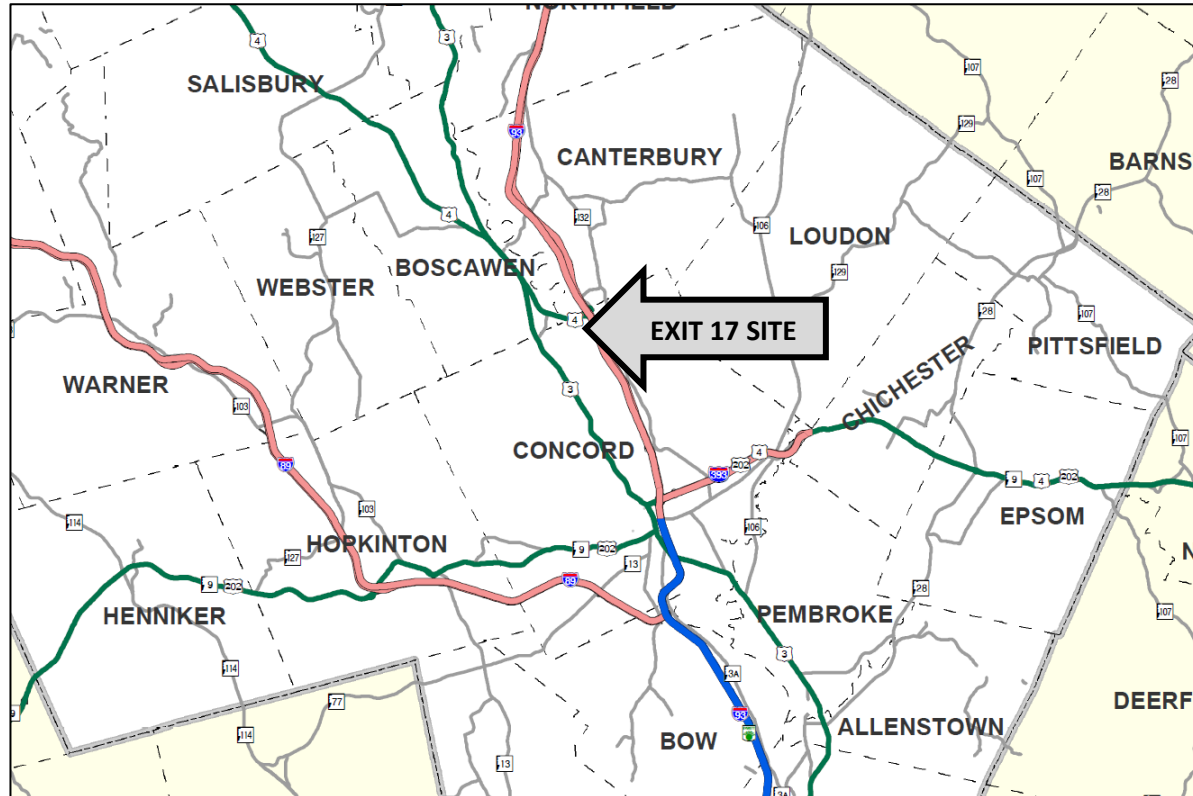
## Table of Contents

Executive Summary .....	2
Whitney Road Development History .....	4
Figure 1 – Regional Map .....	4
Figure 2 – Whitney Road Parcel Map.....	6
Whitney Road and the Penacook Tax Base.....	7
Figure 3 – Merrimack Valley School District – Penacook Portion.....	7
Figure 4 – Concord vs Penacook Tax Rates.....	8
Whitney Road Zoning Proposal .....	10
Whitney Road Public Input Meeting/Charette .....	13
December 2, 2017 Site Walk Summary .....	13
Figure 5 – Site Topography from Concord GIS .....	15
December 2, 2017 Public Meeting/Charette Summary .....	16
Figure 6 – December 2, 2017 Charette Uses.....	17
Figure 7 – Group 1 Plan .....	18
Figure 8 – Group 2 Plan .....	19
Figure 9 – Group 3 Plan .....	20
Figure 10 – Group 4 Plan.....	21
Figure 11 – Estimated Concord Assessments by Use .....	22
Master Plan Analysis .....	23
Review of Concord Zoning Districts .....	23
Figure 12 – Proposed Land Uses from Meeting and Concord Zoning.....	24
Figure 13 – Site Location in Relation to Existing Supermarkets .....	25
Review of Industrial Land in Neighborhood with Rail Access .....	26
Whitney Road Extension .....	27
Figure 14 - Whitney Road Extension Plan .....	28
Master Plan Layout .....	29
Logic Behind Size and Location of Zoning Districts .....	29
Figure 15 – Site Aerial Map .....	30
Concept Plan Summary.....	30
Figure 16 – Concept Plan (Larger Version Attached).....	31
Figure 17 - Concept Plan Assessment.....	32

## Whitney Road Development History

The subject of this report is a site located along US Route 4 (Hoit Road) and Whitney Road in Concord, New Hampshire. The site is identified as Map 6P, Lots 5 and 6 and is adjacent to the Interstate 93 southbound on-ramp at Exit 17. This location is near Concord's municipal boundary with Canterbury to the north and the Canterbury boundary with the Town of Boscawen to the west at the Merrimack River.

**FIGURE 1 – REGIONAL MAP**



A city-maintained road, Whitney Road was built in 1988 as the primary access to the Whitney Industrial Park and its first tenant, Wheelabrator Concord Company, L.P. a waste-to-energy facility (Map 6P, Lot 7). The next use constructed on Whitney Road was Boyce Highlands (Map 6P, Lot 11). This is a high end wood moldings manufacturer housed in a 28,500 square foot metal and concrete block building built in 1992.

The third use constructed on Whitney Road was O.D. Hopkins, a manufacturer of amusement park rides located in a 67,500 SF metal panel and concrete block building originally constructed in 1995, as well as an addition in 1998 (Map 6P, Lot 13). This business failed in 2001, and the real estate was actively marketed while owned by the federal government for four years (paying no property taxes). No end users for the entire space materialized. The eventual purchase and conversion to multi-tenant industrial and office use was made by David and Laurie Rauseo in 2005. The property is now known as Concord Crossing and is home to 18-20

## 1 Whitney Road Master Plan Report

local and regional business tenants including Concord Sports Center, an indoor baseball/softball training facility, 15,000 square feet of office uses including a National Safety Council training center, a professional testing center, light industrial manufacturers, distribution uses and an engineering company.

As Interchange Development LLC, David and Laurie Rauseo pursued gas station operators to locate on Whitney Road and provide service to the neighborhood. In 2013, a 3,700 SF Xtra Mart convenience store with gas and diesel pumping stations was constructed on the corner of US Route 4 and Whitney Road (Map 6P, Lot 5) along with Dunkin Donuts as a co-tenant. Extension of water and sewer utilities along Whitney Road was performed by Interchange Development LLC to facilitate new construction, with capacity and provisions for future commercial and industrial development in the neighborhood. The convenience store represented the first new development on Whitney Road in 18 years.

In 2016, an industrial lot south of Concord Crossing (Map 6P, Lot 12) was subdivided by the Rauseos and sold to an expanding tenant of Concord Crossing, Lakes Region Tent and Event. This company was actively solicited by the Rauseos and moved to Concord Crossing in 2011 from an industrial park in Bow. A 13,800 square foot building was constructed by Lakes Region Tent and Event at 6 Whitney Road and opened in 2017. The four noted industrial uses on Whitney Road occupy approximately 43 acres of land.

Whitney Road is a dead-end road beginning at US Route 4 to the north and ending just south of the driveway to Wheelabrator at 11 Whitney Road. Hannah Dustin Road also accesses US Route 4 from the south and is a dead-end street sparsely developed with a few single family homes and a field. Along with some single family homes, additional commercial and industrial development is located on the north side of US Route 4, opposite Whitney Road, along Old Boyce Road, Scotch Pine Road and Oxbow Pond Road in Canterbury. Developments here include Dumpster Depot, Brookwood Pet Resort, Enviro-Tech Post and Beam, Concord Friends Meetinghouse, and Riverland on the Merrimack (a bed and breakfast). There is also access to a Canterbury town beach along the Merrimack River. This neighborhood does not benefit from municipal water or sewer services. The only access to these Canterbury properties is via Old Boyce Road in Concord.

FIGURE 2 – WHITNEY ROAD PARCEL MAP

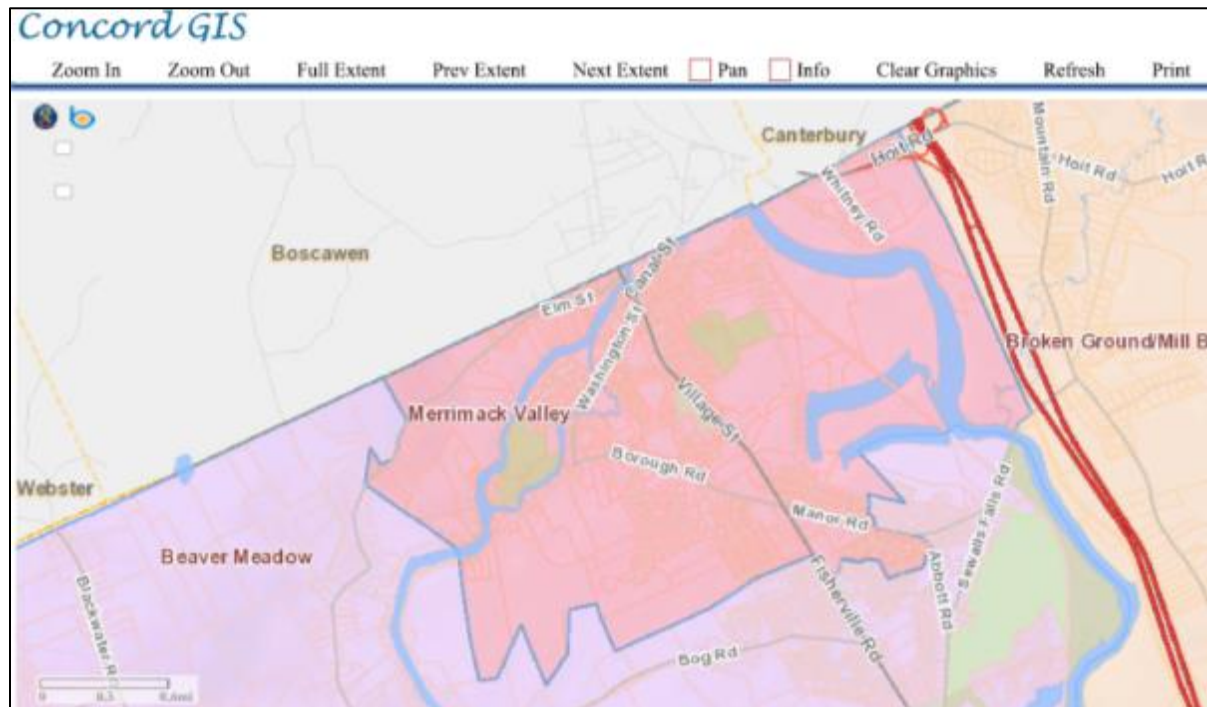




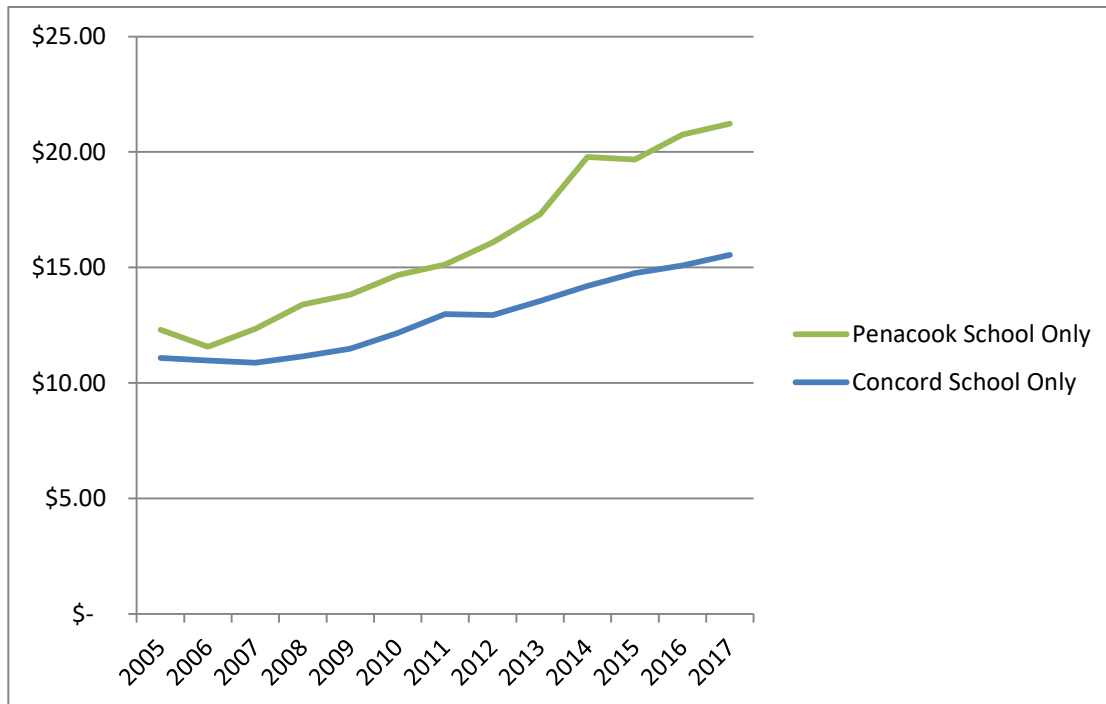
## Whitney Road and the Penacook Tax Base

Whitney Road is located within the Merrimack Valley School District as shown on Figure 3. Real estate taxes paid for properties along Whitney Road go to the City of Concord, Merrimack County and the Merrimack Valley School District (MVSD). While the assessments of all properties in the City of Concord contribute to the City tax rate, only the properties within the Penacook portion of MVSD contribute to the Penacook school tax rate.

**FIGURE 3 – MERRIMACK VALLEY SCHOOL DISTRICT – PENACOOK PORTION**



The Wheelabrator facility along Whitney Road has the highest assessment of any property within the Penacook tax base. Over the past several years, that assessment has been steadily decreasing and as a result, the Penacook tax rate has been increasing. In 2013, the Wheelabrator use on Whitney Road had an assessed value of \$58,800,000, or approximately 20% of the total taxable assessed valuation in Penacook. In 2016, this had decreased to a taxable assessed value of \$37,700,000, a 36% decrease from 2013. This assessment decrease alone represents over 5% of Penacook's tax base. Penacook has a high reliance on this one taxpayer, and the future of this use is in question, considering the recent closure and sale of a similar plant in Claremont for \$37,000, the only other waste to energy plant in New Hampshire. Lastly, an abatement request has been filed by Wheelabrator for another reduction to just \$20,000,000 in 2016. If successful, Penacook will have lost \$38,800,000 in valuation from this one property, a loss of over 10% of Penacook's tax base in just three years.

**FIGURE 4 – CONCORD VS PENACOOK TAX RATES**

Year	City	County	Concord			Penacook		
			School	State Ed	Total	School	State Ed	Total
2017	\$9.84	\$2.86	\$13.24	\$2.30	<b>\$28.24</b>	\$19.01	\$2.21	<b>\$33.92</b>
2016	\$9.68	\$2.90	\$12.70	\$2.39	<b>\$27.67</b>	\$18.51	\$2.25	<b>\$33.34</b>
2015	\$9.60	\$2.98	\$12.15	\$2.61	<b>\$27.34</b>	\$17.25	\$2.43	<b>\$32.26</b>
2014	\$9.38	\$3.23	\$11.60	\$2.60	<b>\$26.81</b>	\$17.29	\$2.49	<b>\$32.39</b>
2013	\$9.04	\$2.99	\$11.14	\$2.41	<b>\$25.58</b>	\$14.93	\$2.38	<b>\$29.34</b>
2012	\$8.67	\$2.76	\$10.50	\$2.44	<b>\$24.37</b>	\$13.62	\$2.47	<b>\$27.52</b>
2011	\$8.72	\$2.90	\$10.39	\$2.59	<b>\$24.60</b>	\$12.57	\$2.56	<b>\$26.75</b>
2010	\$8.19	\$2.81	\$9.65	\$2.51	<b>\$23.16</b>	\$12.11	\$2.57	<b>\$25.68</b>
2009	\$7.49	\$2.69	\$9.14	\$2.35	<b>\$21.67</b>	\$11.41	\$2.42	<b>\$24.01</b>
2008	\$6.84	\$2.50	\$9.01	\$2.14	<b>\$20.49</b>	\$11.22	\$2.18	<b>\$22.74</b>
2007	\$6.55	\$2.20	\$8.75	\$2.13	<b>\$19.63</b>	\$10.18	\$2.16	<b>\$21.09</b>
2006	\$6.28	\$1.96	\$8.72	\$2.26	<b>\$19.22</b>	\$9.14	\$2.43	<b>\$19.81</b>
2005	\$6.57	\$2.11	\$8.61	\$2.48	<b>\$19.77</b>	\$9.84	\$2.46	<b>\$20.98</b>

Additionally, Beede Electrical Instrument was once located at 88 Village Street in Penacook (Map P42, Lot 143). This 66,873 square foot building is sited on an 8.9 acre property. At its peak, the company employed 700 people. In 2014, the facility was closed and all remaining jobs were moved to Connecticut. In 2013 this property was assessed for \$2,556,100. Its assessment has been reduced to \$510,300 (2017) and has been available for sale for \$350,000 since 2014. According to the listing broker, contamination at this site has reduced its value to the \$200,000 range.



It is understood that the costs to operate the City and school systems in Penacook are fixed or steadily rising. That's the "money out" part of the equation for which we have little control. The only way to decrease the property tax rate is to increase the "money in" or assessed value of properties that pay property taxes, also known as the "property tax base." The obvious question is *"Where in the Penacook Tax District are the properties that have the greatest potential to produce significant property tax increases to help decrease the property tax rate?"* The search should be sensitive to those properties that can be developed without significantly increasing the school district costs. Another focus should be on those properties that pay the lowest taxes now, so that upon development, their increase in property tax assessment (also known as "increment") will be highest. The best alternative is development of non-residential property that is now in "Current Use", paying little to no property taxes. This maximizes the increase in property taxes or "increment" as a result of the development.

Penacook has a single corridor of commercially zoned land along Fisherville Road, much of which has been developed already. Besides the recently constructed Dollar General and O'Reilly Auto Parts stores, and the site recently acquired for the new Community Center, there are several small to mid-sized development tracts remaining, most of which have been marketed for commercial development for many years. None are in Current Use. Other large underdeveloped properties include the above mentioned Beede Electric property and the former Rivco manufacturing plant, both of which are improved with sizable buildings, and paying at least some property taxes. Because they already pay property taxes, redevelopment of these existing industrial properties may not yield large property tax (increment) benefits to the Penacook tax district.

At Exit 17 off I-93, Whitney Road offers the only Interstate highway proximate land in the Penacook tax district. In early 2013, the City of Concord and New Hampshire Department of Resources and Economic Development designated the Whitney Road neighborhood as an Economic Revitalization Zone (ERZ), in an effort to encourage revitalization and create jobs. This allows short-term, tax credit against the business profits and enterprise taxes for owners of new projects. The land is also located in Concord's Urban Growth Boundary, which is defined in the current Master Plan as *"an area land inside the UGB is served by City water and sewer utilities, there is an extensive transportation network available, and the City will continue to focus its investment in such infrastructure in this area."* It is noted that the City has identified improvements to the Route 4/Whitney Road/Old Boyce Road intersection as well as the extension of Whitney Road south to Sewalls Falls Road in their Capital Improvements Program.

Along Whitney Road, Lots 5 and 6 nearest to Route 4 have long road frontage and direct exposure to over 20,000 vehicles per day on Route 4. Lot 6 also fronts on the southbound entrance ramp to Interstate 93, and is the only sizable tract suitable for commercial development at Exit 17. Exit 17 is the only Interstate exit in New Hampshire which has high cross traffic volumes but is without sizable commercial development. Lastly, Lot 6 is in Current Use, assessed for \$2,500, and the owner pays only \$84.81 per year in property taxes (\$33.92/\$1,000 tax rate).

## Whitney Road Zoning Proposal

Approximately 42 acres of land east of Whitney Road were placed under agreement for sale from Susan Whitney to Interchange Development LLC (Rauseos) in 2007. In 2008, approximately 10 acres of land at the corner of US Route 4 and Whitney Road were rezoned, to accommodate “neighborhood commercial”, or CN zoning and development (later denoted as Urban Commercial). Concurrent with the rezoning effort, the City of Concord’s Master Plan was written at a time when some residents and City officials were actively promoting a supermarket development on the City of Concord owned former Penacook Tannery property in downtown Penacook. In an effort to prevent competition, covenants were placed on the Susan Whitney and Interchange Development land by the Concord City Council restricting certain uses, limiting individual tenant sizes and limiting the total commercial development size.

In 2011, hearing that the City was frustrated in their efforts to attract a grocery store to Penacook Village, the Rauseos requested lifting the covenants to seek a grocery store for the site at Exit 17. The Rauseos withdraw the request soon after testimony at the Planning Board hearing made it evident the City was still seeking a grocery store for the tannery site.

Much has changed since 2011. Most notably, there are plans for the tannery site that do not include a supermarket and tax rates for Penacook have been rising rapidly and are now 20 percent higher than Concord. That difference may go even higher given that Wheelabrator is seeking a signification reduction in their assessment. This high tax rate affects the current residents and businesses and gives pause to those looking to relocate here.

In mid-2017, Interchange Development LLC submitted a concept plan and request to the City Council to relieve the covenants and rezone an additional portion of land to properly support a supermarket and complementary commercial development at the site. The City Council received the request, and referred to the Planning Board for input, as is customary. A request for comment was also made of the City planning staff.

On October 5, 2017, the Rauseos presented the plan before a Ward 1 meeting at the Penacook Community Center. There was positive feedback regarding the supermarket and impact on the tax base. There were also concerns regarding sustainability, design, and traffic.

On October 18, 2017, the request was heard by the Concord Planning Board. In her report to the Concord Planning Board, City Planner Heather Shank stated the following:

*“The CN District also allows a mix of residential types. In contrast, the subject area is disconnected from the residential neighborhoods of Penacook and northeast Concord. It isn’t intended for residential uses as currently described in the Master Plan, and the surrounding area is not intended to develop as residential or walkable. The nearest neighborhood is across a limited access highway with no pedestrian amenities. As TPAC noted in their 2011 memo, the subject area is remote and inaccessible by walking or biking. For these reason, Staff questions the appropriateness of the Master Plan 2030*

*recommendation for a CN District in this location at present. Concerns about the size and scale of development on this site are legitimate for the community to consider, though the attempt to limit development based on an urban context seems inappropriate.*

*...While Planning has historically viewed this area as appropriate for small scale neighborhood commercial development, it is unclear if this is still in the best interests of the community today. This site may be one of the few remaining for a grocery store in the Penacook area, with the most likely model as a mid-sized store accompanied by satellite retail businesses. This scenario would exceed the size and scale of the Master Plan recommendation for the CN land use designation.*

*While previous analysis notes that Hoit Road is a busy commuter route, the Master Plan 2030 and previous evaluations of the subject area make very little mention of its proximity to I-93 and the regional access the interchange provides. The land use context of this site is extremely vehicular oriented, and potentially very convenient to regional commuters. The potential to access a regional economic market to improve the tax base of Penacook should not be ignored."*

On October 18, 2017, the Planning Board recommended that the City Council release the covenants and to "not rezone any property until the petitioner [Interchange Development LLC] returns with a master plan for the site, generated with participation and input from the community".

On November 13, 2017, the Concord City Council received a report from the City Planner in response to the Rauseos' request. City Planner Heather Shank provided a brief overview. Excerpts from the City Council meeting minutes are provided here:

*"Ms. Shank responded that the recommendation within the report was that the applicant find a planning consultant to facilitate a public meeting outside of the Planning Board or City Council setting and return to the Planning Board with results of that meeting. Councilor Shurtleff pointed out that they did have a meeting in Penacook to discuss this and asked if the feedback from that would suffice or whether they want a more formalized one with a Planning Department representative present. Ms. Shank responded that her understanding is that the Penacook meeting was a presentation of an idea so the recommendation is to have more of a visioning session; there wasn't a comprehensive discussion about the site and the surrounding...[Councilor Hershlag's understanding was that] the public meeting was more for zoning and for ideas of suggestions to move forward - the public meeting wasn't related to discussion on the covenants. Ms. Shank responded that to be correct...*

*Councilor Coen noted that it seems unusual that the request for a public hearing or charette about a project doesn't include the Planning Board or Council. He inquired as to why the recommendation for not having either one host this. Ms. Shank responded that a Planning Board and Council environment is very different from an interactive/visioning*

*session in which you are trying to receive public participation. She added that members of the Planning Board or Council would be invited and/or encouraged to participate...*

*For the public record, City Clerk Janice Bonenfant stated that she received nineteen communications within the City Clerk's email in support of a grocery store in that location...*

*Councilor Champlin asked if it would be fair to say that part of the intent of the Planning Board in asking the Rauseos to host this charette was the fact that the Planning Board felt this was an important piece of property; one that really needs some considered approach in terms of its development and that the desire was to give the community and neighbors an opportunity to come in and talk about vision and what the vision for the gateway should be. Ms. Shank responded yes...*

*Councilor Herschlag indicated that one of the urgencies to move forward with economic development on this property is that, over the years, the assessed value of Wheelabrator has dropped almost in half. He noted that this [Lots 5 & 6] is an important piece of property that will allow the community to reduce the impact of the potential loss of assessed value would have. He urged his fellow Councilors to vote to remove the covenants this evening and to move forward as quickly as possible with having community input as to how this property could best be developed to maximize not only the potential economic value but also to meet the needs of the community.*

*Councilor Todd clarified that the Planning Board has not yet offered any recommendations or suggestions on what they might potentially like to see for zoning/rezoning in this location. Ms. Shank indicated that they felt favorably towards the idea of the gateway performance but weren't comfortable making any specific recommendation until a community meeting.*

*Councilor Shurtleff move to remove the covenants on this property. The motion was duly seconded and passed with no dissenting votes.*

[illegible]

## December 2, 2017 Site Walk Summary

The extent of the approximately 10 acres of Urban Commercial zone was viewed on the plan and the extent of the clearing and trees to the south and east. A question was raised about why an Urban Commercial District was located so far from an urban location. David Rauseo mentioned that the previous covenants, zoning, and to some degree the Master Plan was written in a way to prevent a supermarket at this location, in favor of a City owned tract at the former Tannery site in downtown Penacook. Most attending seemed to be aware of the planned residential development at the downtown Penacook site. D. Rauseo explained that the covenants had been lifted last month following a recommendation by the Planning Board and vote by the City Council, and lifting of the deed restrictions had been recorded. Discussion was

made of the existing CU zoning, that it allowed most retail, including drive through uses, but limited larger uses to 75,000 SF. The remainder of the land was noted as Industrial Zoned.

The location of sewer and water utilities were noted on Whitney Road. One attendee asked if these utilities were large enough for development here. D. Rauseo mentioned that the water and sewer utilities were extended down Whitney Road for the Xtra Mart, and that the utilities were sized for much larger future development. D. Rauseo explained that Comcast High Speed Internet service is available near the intersection of Whitney Road and Route 4, and fiber optic service is nearby.

Several participants asked what supermarket would go here. D. Rauseo explained that was an unknown, and that brokers would not approach a supermarket with covenants in place, which were just lifted recently.

The direct view to traffic on the southbound entrance ramp to I-93 was discussed. Some question was made about the potential for direct interstate sign or building visibility on this site. Conclusions were the northeastern portion of the site would provide visibility to on-ramp traffic by building or sign, and a sign at the northeastern corner may also provide interstate exposure. Further discussion was made about the abutting lands, including a view of the plan. Noted abutters included the railroad to the east, the interstate and Route 4 to the north, Whitney Road and to Wheelabrator to the west and southwest, and the Recycling Coop land to the south.

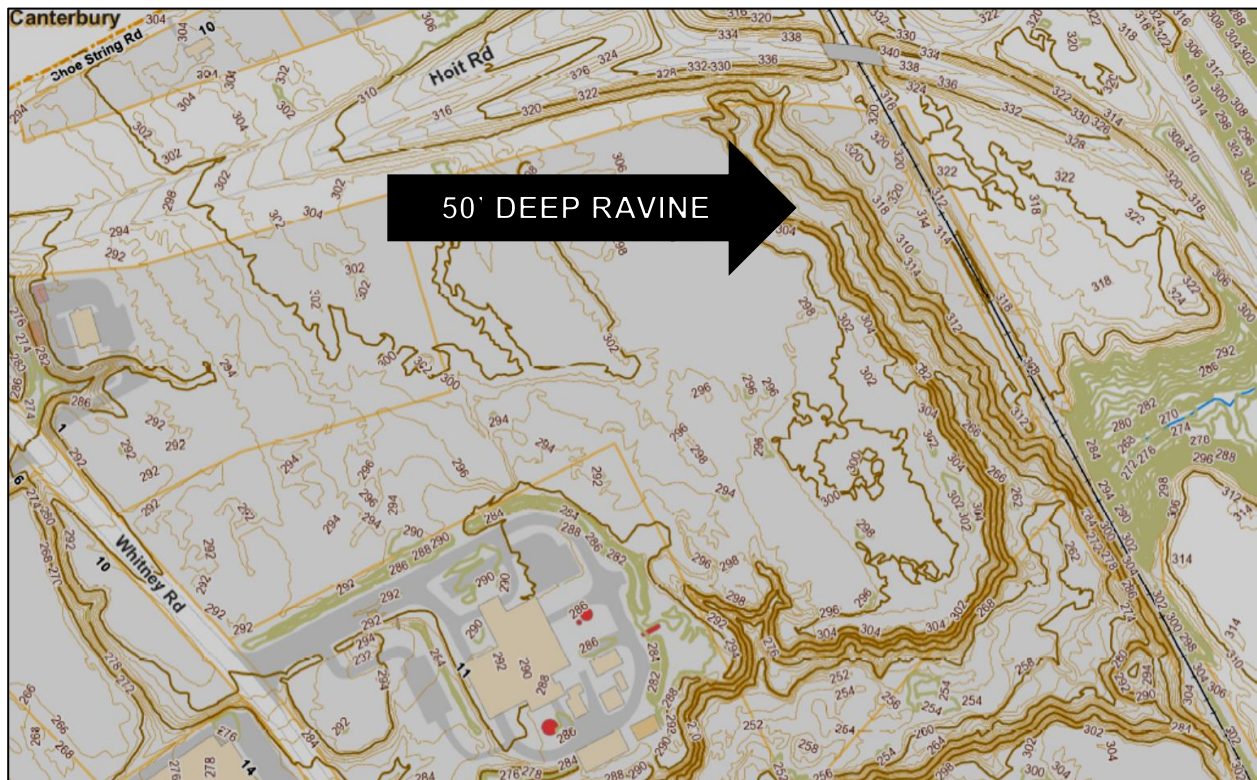
Discussion of abutters included comments on the Wheelabrator facility, specifically that it was so quiet. One attendee asked which way was the predominant wind direction, which was noted as northwest flowing towards the southeast, which may explain the lack of noise.

Participants walked to the central and eastern portions of the site. They climbed onto the sand fill hill and it was explained that nearly 30,000 cubic yards of material were stockpiled here from the Xtra Mart construction several years ago. A low area with some wetlands is located just north of the stockpile and was excavated for fill for the nearby Exit 17 in the 1950s. D. Rauseo explained that the stockpile was put here in anticipation of levelling the former excavation area. The likelihood of getting a permit for filling the wetlands to allow development was discussed. One attendee (a professional civil engineer) mentioned that should not be a problem for a manmade wetland bordering the highway and a commercial area. Options for on-site mitigation for wetlands filling and/or payment to the Wetlands Board in lieu of mitigation were also discussed.

The walk included a view of the bluff and stream towards the eastern end of the site. This area was mentioned for possible on-site mitigation for the previously noted wetlands fill. The abutting railroad farther to the east was not directly viewed, but its location was noted on the plan. Participants walked out to the bluff west of the stream and discussed the 50 foot drop and steep slopes. Difficulty in developing the bluff and stream or crossing for railroad access was noted. The 50 foot horizontal bluff buffer which precludes development was also discussed.



**FIGURE 5 – SITE TOPOGRAPHY FROM CONCORD GIS**



There was a conversation about the abutter to the south, a 40 acre vacant tract owned by the “Recycling Coop”. Noted was the steep slopes and an even larger bluff and brook that separates the subject site from the Recycling Coop land. The previous plans to extend Whitney Road and develop a large industrial recycling use were discussed. Noted were that the recycling plans were fully approved, but halted construction due to the difficulty in predicting recycled materials costs, and that the recycling land may be available for sale now. The level topography and superior access to rail on the abutting Coop site was also mentioned.

The proposed Whitney Road Extension was also discussed. Noted is the water line owned by the City that runs down Whitney Road through the Recycling Coop land and the land owned by the Concord Monitor to Sewalls Falls Road. An inquiry about the possibility of extension of natural gas was made. D. Rauseo mentioned that natural gas service is located on Sewalls Falls Road, and the City may have an easement to extend along the water line. The length of the extension was estimated at approximately one mile to the subject neighborhood. It was noted that this work would likely be done to provide natural gas to uses along the Whitney Road Extension, and development at the northern end of the neighborhood would also benefit. The site walk finished at 3:50 pm and most participants then met at 2 Whitney Road for the meeting. A few people who attended the site walk were not able to stay for the meeting and as a result, their contact information may not have been collected.

## **December 2, 2017 Public Meeting/Charette Summary**

The meeting was held in a training room at the National Safety Council offices, 2 Whitney Road. Approximately 25 people were in attendance at the meeting including two City Councilors, the Concord City Planner, the Town of Boscawen Planning Board Chair, and two employees of TF Moran. According to the sign in cards, there were residents of Concord, Penacook, Canterbury and Boscawen at the meeting. Participants were seated around tables which were arranged such that a group of 4-6 people could work on site plans and still face the front of the room. Each table was provided with a blank site plan, sign in cards, pencils, a ruler, markers, tracing paper and colored drawings with scaled examples of various uses. Refreshments were available to participants including pizza which arrived later in the meeting. Concord Community TV videotaped the meeting. A link to the meeting can be found here: <http://vp.telvue.com/preview?id=T02132&video=325764>

Given that the meeting was taped and available for complete viewing, detailed notes were not taken, however, a summary of the meeting is provided here. The meeting agenda included these topics: neighborhood orientation, background and goals for the meeting, traffic concerns at Route 4/Whitney Road, Whitney Road extension, visioning and site planning exercises, a summary of meeting discussion and what are the next steps. David and Laurie Rauseo presented the background information and took questions. Robert Hoover, a planner from TF Moran, moderated the visioning and site planning exercises.

It was emphasized at the beginning of the meeting that the goal of the site walk and charette was to take the first step towards the recommendation by the Planning Board to develop a master plan for the site, *“generated with participation and input from the community”*. It was also emphasized that the Rauseos appreciated the participation of the attendees.

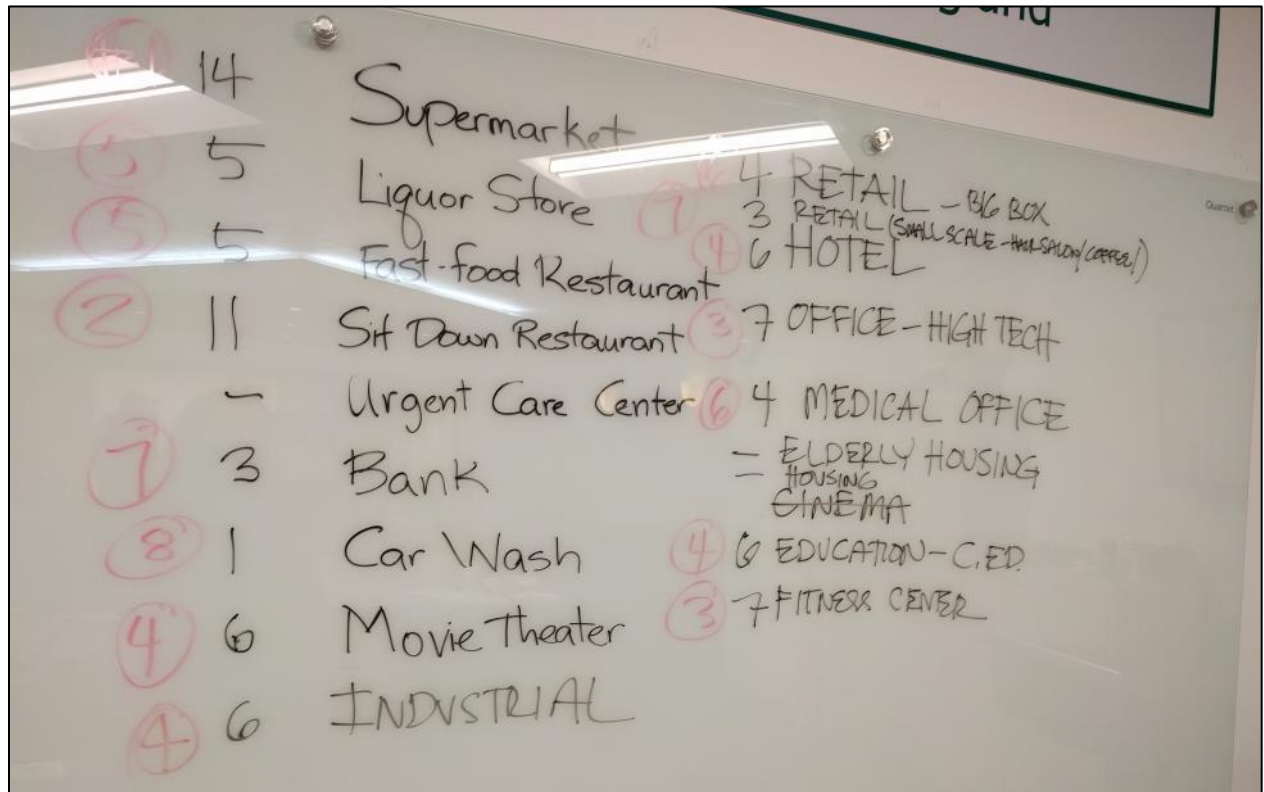
D. Rauseo presented a summary of the site walk and neighborhood orientation using Google Earth Pro. L. Rauseo discussed the intersection of Route 4/Whitney Road/Old Boyce Road and how it has been a concern for many years to all the commuters who use Route 4 and to area residents and businesses on both sides of Route 4. L. Rauseo discussed how a project to add a traffic signal to the intersection has been in the City’s Capital Improvement Program since the intersection was built in the late 1980s. L. Rauseo discussed how developments along Whitney Road have paid traffic impact fees, including the Xtra Mart development, which added a right turn lane on Route 4 and paid about \$80,000 in impact fees. L. Rauseo presented that the intersection is in the jurisdiction of the NHDOT and NHDOT will not install a traffic signal unless minimum criteria known as signal warrants are met. [A roundabout could be installed at any time]. L. Rauseo presented that the City’s current estimate for a project at the intersection is over two million dollars and that Central New Hampshire Regional Planning Commission has been advocating for the state to include a project at the intersection for the past several years.

The proposed Whitney Road Extension project was also discussed by L. Rauseo and how the City has a project in the Capital Improvement Program to extend Whitney Road along that corridor. L. Rauseo presented that the extension would provide access to about 141 acres,

most of which is currently zoned Industrial. The Rauseos have no ownership or control of any land along the proposed corridor.

Robert Hoover from TF Moran led the next part of the meeting. Mr. Hoover is a nationally recognized landscape architect and a land planner with over 35 years' experience. Mr. Hoover led the participants through discussion about land uses for the site. Various suggestions were made and then all uses listed were ranked by voting from the participants. There was a consensus that housing was not appropriate for the site with the exception of a hotel. A photo of the whiteboard showing the uses and their rankings is shown below.

**FIGURE 6 – December 2, 2017 CHARETTE USES**



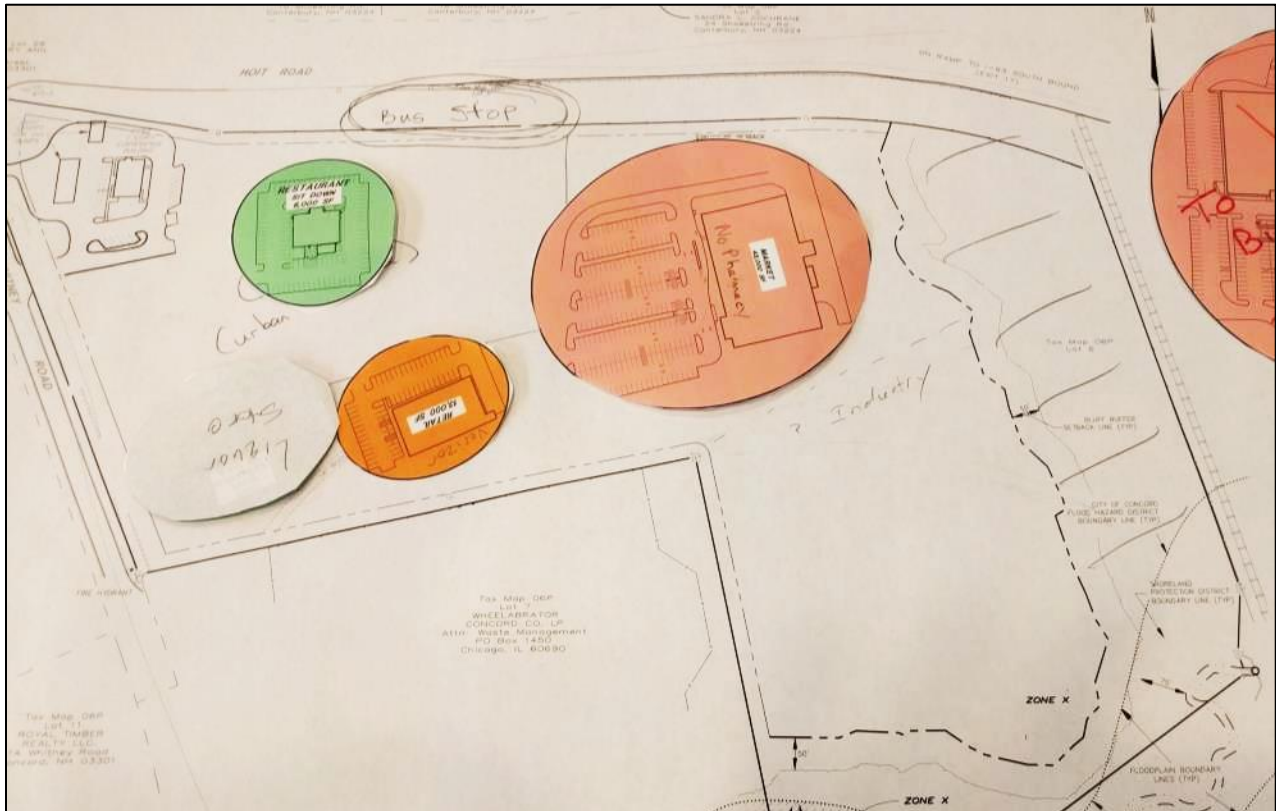
Mr. Hoover then led the participants through a site planning exercise where they worked in small groups to lay out uses on the site. Based on a review of the video presentations, a summary of the group plans is presented here. The complete presentations can be seen on the video.

## 1 Whitney Road Master Plan Report

### Group 1 - Mostly commercial/some industrial

The first group to present indicated a desire to keep some industrially zoned land even though it has been on the market for a while. They also indicated the desire for a medium sized supermarket without a pharmacy. Their plan included a retail building with a Verizon store and a state liquor store and a site down restaurant. Group 1 also noted that a bus stop should be included nearby to bring customers to the supermarket and a desire to improve sidewalks in the area.

**FIGURE 7 – GROUP 1 PLAN**





Group 2 - All Commercial

The second group presented an all commercial development that did not include any industrial uses on their plan. Their approach was to put the grocery store in the back corner so everyone drives by everything else on their way to the grocery. The Group 2 plan placed a fast-food restaurant near the Whitney Road frontage for easy in/out access. They expressed a desire to see retail uses combined with offices on the second floor and a bank combined with retail uses. [Hence their plan has overlapping “cutouts”]. The Group 2 plan also included a liquor store and the larger cutout for supermarket. The presenter for Group 2 was the Chair of the Boscawen Planning Board and he noted in his presentation that the City can react to development more quickly because zoning changes are easier when the Council meets every month, unlike towns which only have one meeting per year.

**FIGURE 8 – GROUP 2 PLAN**



Group 3 – Commercial/Office

The third group presenting had a mixture of commercial and office uses. They chose the smaller supermarket footprint or a possible “Costco”, a sit down restaurant, two retail buildings, and a “high tech” office park including incubator space. They also placed a bank on a site opposite Route 4 in Canterbury. The presenter for Group 3 spoke of fiber optic internet along Route 4 past the site and that the development should take advantage of the presence of fiber optic to attract high-tech companies and financial services wanting high speed internet. [After the meeting, it was learned that fiber optic is nearby but not yet past the site on Route 4].

**FIGURE 9 – GROUP 3 PLAN**





### FIGURE 10 – GROUP 4 PLAN



During the group work session, L. Rauseo noted that there had been a question earlier about taxes raised by commercial versus industrial uses and a chart was posted on the screen in the room. That chart is shown below and represents a typical assessment per square foot of building for various uses in Concord (total assessment-land and building).

**FIGURE 11 – ESTIMATED CONCORD ASSESSMENTS BY USE**

<b>Concord Assessment Summary</b>		
<b>Proposed Development</b>	<b>Estimated Land &amp; Building Assessment/SF</b>	
Retail	\$250	/SF
Food Market	\$180	/SF
Bank/Fast Food	\$300	/SF
High Turnover Restaurant	\$250	/SF
Industrial	\$75	/SF
Warehouse/Distribution	\$55	/SF

A participant then asked how many of the plans included industrial uses and it was noted that only one plan included industrial. Another participant noted that if the land had easier access to rail, “we might be having a different conversation”. [During the site walk, the participants had seen the deep ravine which separates the site from the rail line]. It was noted during the meeting that the land owned by the Coop further down Whitney Road has much better access to rail.

Another question was about whether the development of the site “will push the DOT to make an improvement at the intersection”. L. Rauseo stated that regardless of what development happens on the site, there is already a problem at the intersection and that efforts to get a project on the Ten Year Plan would continue despite funding limitations. L. Rauseo stated the goal would be to have the intersection improvements and the development occur concurrently.

A participant noted that including services like a hotel on the site will help attract industrial uses further south on Whitney Road. Another participant suggested that local construction companies should get a priority for the projects.

At the conclusion of the meeting the Rauseos thanked everyone for their time and input and offered pizza and refreshments. Attendees who provided an email address would be sent a draft copy of the report.

## Master Plan Analysis

After the December 2<sup>nd</sup> meeting, all the land use rankings and concept site plans presented were reviewed in detail along with the video of the meeting. Additional analysis was done to determine the best land use zone(s) for the site, the size of those zones and what the potential impact of the proposed development would be for the tax base of Penacook.

### Review of Concord Zoning Districts

The descriptions of relevant zones from the Concord Zoning Ordinance is included below and based on those descriptions, the site would seem to lend itself to Highway Commercial, General Commercial, Gateway Performance District and Industrial. The existing Urban Commercial District is also discussed here.

*The **Neighborhood Commercial (CN) District** is established to allow a range of residential uses together with small scale convenience retail and personal service uses within a compact area that will serve a surrounding residential neighborhood. The commercial uses permitted in this District are not intended to impose impacts of excessive traffic, noise, or light upon the neighborhood and are intended to be compatible in scale and appearance with adjacent residential uses.*

*The **Highway Commercial (CH) District** is established to provide for a mixture of uses including retail, office, restaurant, and service uses, as well as motor vehicle sales and repair uses, serving a city-wide or regional market, located along arterial and collector roads and in proximity to limited access highways, and with municipal utility services fully available. Appearances from the street, and buffering and screening for adjacent neighborhoods are of concern for development in this District.*

*The **General Commercial (CG) District** is established to provide for a mixture of retail, restaurant, service uses, and high density residential uses, serving a city-wide or regional market and which require access from arterial streets and proximity to limited access highways. Appearances from the street, and buffering and screening for adjacent neighborhoods are of concern for development in this District.*

*The **Urban Commercial (CU) District** is established to recognize areas adjacent to the downtowns of Concord and Penacook as well as proximate to Downtown Residential Districts, within which are permitted a mixture of office, retail, restaurant, service, lodging, and high density residential uses. Appearance is important at these downtown entryways, as is compatibility with the abutting neighborhoods.*

*The **Gateway Performance (GWP) District** is established to provide for well designed, large scale commercial development along arterial streets at entrances to the City. Permitted uses will be predominantly commercial and may include both individual and mixed use developments of retail, restaurant, service, and office uses. Fully serviced by*

*municipal utilities, the uses developed within this District are expected to adhere to high standards for appearance in order to ensure that the gateways to the City are attractive and functional. Buffering and screening for adjacent neighborhoods are of concern for development at the edges of this District.*

*The **Industrial (IN) District** is established for the development of manufacturing, research and development facilities, wholesaling, warehousing, distribution, and offices, wherein full municipal utility services are available as is access to the City's collector and arterial streets, and adequate screening is provided for adjacent neighborhoods. Access may also be available to rail or air transportation within the IN District.*

Based on all the land uses discussed at the meeting, a chart was developed to assess which zones should be further considered for the site. Given the proximity of the site to the Interstate highway, other vehicle oriented uses were also considered as shown in Figure 12. With the exception of Industrial and Continuing Education, all of the uses discussed at the meeting would be allowed in the General Commercial and Highway Commercial districts. With the exception of Industrial, Continuing Education and Car Wash, all of the uses would also be allowed in the Gateway Performance District.

**FIGURE 12 – PROPOSED LAND USES FROM MEETING AND CONCORD ZONING**

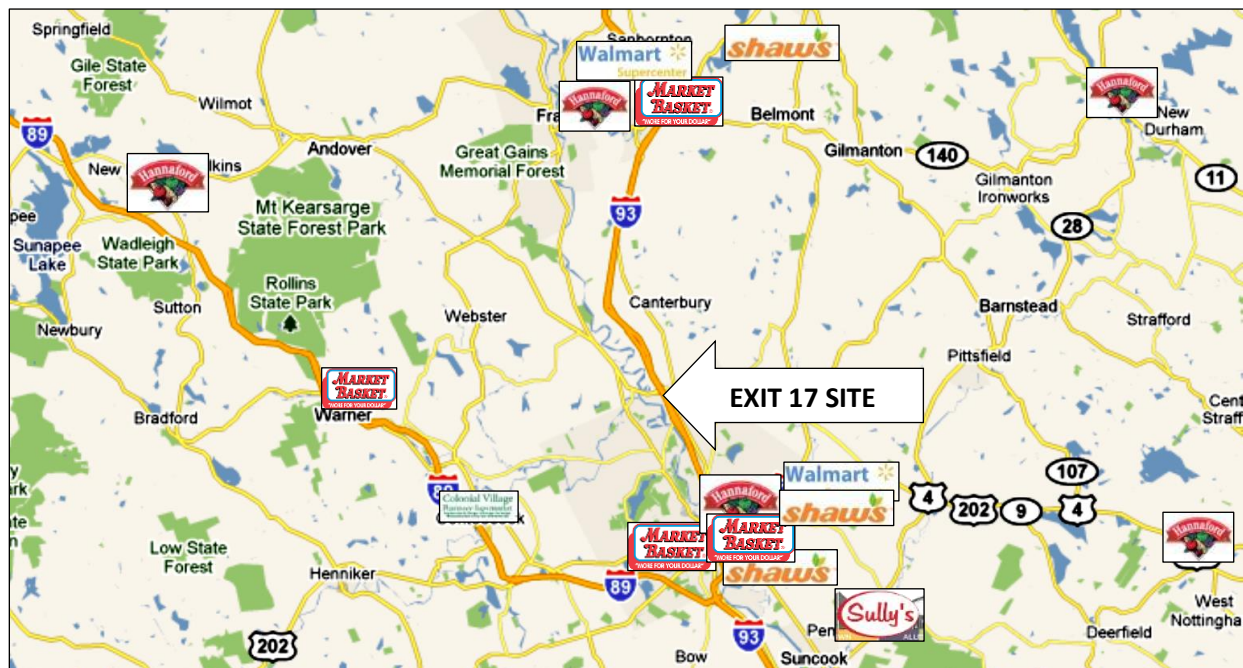
	Votes	Permitted Zones				
<b>Supermarket</b>	14	CG	CU	CH	GWP	-
<b>Supermarket &gt;75k</b>		CG	-	CH	GWP	-
<b>Sit Down Restaurant</b>	11	CG	CU	CH	GWP	-
<b>Office - High Tech</b>	7	CG	CU	CH	GWP	IN
<b>Fitness Center</b>	7	CG	CU	CH	GWP	IN
<b>Movie Theater</b>	6	CG	CU	CH	GWP	-
<b>Industrial</b>	6	-	-	-	-	IN
<b>Hotel</b>	6	CG	CU	CH	GWP	-
<b>Continuing Education</b>	6	-	CU	-	-	-
<b>Liquor Store</b>	5	CG	CU	CH	GWP	-
<b>Fast Food</b>	5	CG	CU	CH	GWP	-
<b>Retail Big Box (assume &gt;75k)</b>	4	CG	-	CH	GWP	-
<b>Medical Office</b>	4	CG	CU	CH	GWP	-
<b>Bank</b>	3	CG	CU	CH	GWP	IN
<b>Retail Small Scale</b>	3	CG	CU	CH	GWP	-
<b>Car Wash</b>	1	CG	CU	CH	-	-
<b>Urgent Care</b>	0	CG	CU	CH	GWP	-
<b>Housing</b>	0					
<b>Automotive Tire Store</b>	n/a	CG	CU	CH	-	-
<b>Automotive Repair-Quick Lube</b>	n/a	CG	CU	CH	-	IN
<b>Service - Personal &amp; Business</b>	n/a	CG	CU	CH	GWP	-
<b>Office/Warehousing/Industrial Flex Use</b>	n/a	-	-	-	-	IN

Continuing Education is permitted in the Urban Commercial District, however, retail uses exceeding 75,000 square feet is not permitted. While the site does not seem to lend itself to the Urban Commercial District description, it is partially zoned CU at the present time. The limitation of CU to stores of less than 75,000 square feet was further considered as an offset to the positive benefit of allowing Continuing Education uses. The site is not being considered specifically for “big box” stores, especially with the recent decline in retail “brick and mortar” sales. However, a supermarket use is being considered.

When meeting participants were asked to vote on which uses they would most like to see on the site, the overwhelming favorite was a supermarket. [The addendum contains a summary of comments on a Facebook page created by the site owners. The page currently has over 1400 “likes”.] As shown in Figure 13 below, the exclusive market area for a supermarket at this site is approximately 60 square miles. This site is the only sizable property in the trade area with access to high traffic volumes. The site has direct exposure to over 20,000 vehicles per day on US Route 4 and Whitney Road. To the east, adjacent Interstate 93 carries over 47,000 vehicles per day.

The trade area includes Concord, Loudon, Penacook, Canterbury, Boscawen, Northfield, Franklin, Webster, Andover, Wilmot, Danbury, Hopkinton, Salisbury, and Chichester. Based on conversations with supermarket operators, the site has the potential to support a “regional” supermarket due to its location next to the Interstate and the high traffic volumes passing the site. Regional supermarkets will certainly vary in size but can exceed 75,000 square feet. Since attracting a supermarket is a top priority, the selected zone should not require a variance to build an end user’s preferred size store. Therefore, Urban Commercial was not considered further.

**FIGURE 13 – SITE LOCATION IN RELATION TO EXISTING SUPERMARKETS**



Of the three remaining commercial zones, CG, CH and GWP, the site best fits the description of the GWP district which *“is established to provide for well designed, large scale commercial development along arterial streets at entrances to the City. Permitted uses will be predominantly commercial and may include both individual and mixed use developments of retail, restaurant, service, and office uses. Fully serviced by municipal utilities, the uses developed within this District are expected to adhere to high standards for appearance in order to ensure that the gateways to the City are attractive and functional.”* The site has access to municipal water and sewer and given the site’s location at the northernmost entrance to the City from Interstate 93, the site certainly qualifies as a “gateway” location. With the high traffic volumes on US Route 4, the appearance of the site is important. Selection of GWP provides the best opportunity to devise an attractive and welcoming center of commerce to those entering the City of Concord and in particular, the Penacook, Boscawen and Canterbury communities.

It is also noted that larger sign sizes are allowed in the GWP and given the size of the site and wide right of way for Route 4, larger signs will be necessary to display the names of tenants. The GWP District will allow for most of the commercial uses discussed at the charette as well as office uses. To accommodate any industrial uses, a separate Industrial zone will need to be designated. The Industrial zone allows for industrial uses, office uses and a few commercial uses such as fitness centers and banks. It is noted that the site has very good access to I-93 which is attractive to warehouse/distribution centers. Although the site has rail nearby, the access to the rail line is very limited by a ravine. An analysis of other industrially zoned tracts in the neighborhood has been performed.

### **Review of Industrial Land in Neighborhood with Rail Access**

It is important to note that rezoning portions of Lot 6 from Industrial to Gateway will not result in a loss of industrial land with feasible rail access. Due to difficulty in filling or bridging a 50 foot deep ravine, Lots 5 and 6 have been overlooked several times by rail oriented industrial users in favor of the abutting lot to the south (Lot 8) which has superior access to rail. The two following examples are both parties who were convinced enough to buy Lot 8 with intentions to build on Whitney Road since its construction over thirty years ago.

The first planned development was in the late 1990s by Summit Packaging Systems (BCS Real Estate Holdings Inc.), who purchased Lot 8, a 40.5 acre vacant tract several hundred yards south of the end of Whitney Road in 1999. A 225,600 square foot building was planned with room for expansion. Development of this property involves reconstruction of a large drainage culvert and granting of right of way and construction of approximately 1,400 feet of Whitney Road for access. Despite the costs associated with extension of Whitney Road, the buyers were motivated by Lot 8’s convenient access to rail compared to Lot 6, which was also available at that time. Summit Packaging decided to acquire the Sweetheart Plastics facility in Manchester, NH in 2001, and the site on the Whitney Road extension was left undeveloped, in Current Use.

In 2007, the Concord Regional Solid Waste Resource Recovery Coop, a cooperative of 27 municipalities, also sought to build an industrial facility on Whitney Road. A concept plan for



this development was created for Lot 6. However, according to Jim Presher, Director of the Coop, Lot 8 was once again favored over Lot 6 for its convenient rail access, despite costs associated with extension of Whitney Road. The Coop purchased the land in 2008, permitted a Single Stream Recycling facility, but voted not to build, and this Current Use land is again available for purchase. Plans for these developments are included in the Addendum.

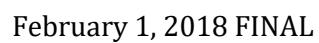
In addition, a rail and trucking oriented “reload” company had expressed interest in using Lot 6 in 2013. Following meetings with the City and an analysis of costs associated with improving rail access to the lot, the company decided not to develop at this site.

### **Whitney Road Extension**

Extension of Whitney Road and Route 4/Whitney Road intersection improvements have been identified in Master Plan 2030, as follows: *Section VI-15: 4. Corridors Designed to Efficiently Process Vehicular Traffic “Route 4 west of I-93 Exit 17 – Another key link to the regional system, which can be found at the northernmost extent of the City, is Route 4 from the west at the I-93 Exit 17 interchange. To protect the Fisherville Road / North State Street corridor from continued traffic growth will necessitate easy access/egress to/from the regional highway system at Exit 17. This would necessitate the widening of Route 4 west of Exit 17 to a 4-lane section, the upgrade of the intersections at the Exit 17 northbound and southbound ramps, and the completion of Whitney Road to provide connectivity between Sewalls Falls Road and Route 4.”* Figure 14 shows the proposed Whitney Road extension corridor.

Lot 8 is the first land tract on the proposed Whitney Road Extension, and has convenient at grade rail access and water service at its future road frontage. This land is also in Current Use, assessed for \$3,750, and the owner pays only \$127.20 per year in property taxes (\$33.92/\$1,000 tax rate). If Whitney Road were to be extended, it would allow for a full industrial buildout of Lot 8. It is estimated that Lot 8 could support a 300,000 square foot industrial building area which would create an approximate increase of \$19,500,000 in valuation. This assessment results in a \$661,000 annual payment in property taxes, almost 5% of Penacook’s current property tax base.

Farther to the south, two Industrial tracts are owned by Newspapers of NH, Inc. (Concord Monitor) totaling 100 acres. Approximately 6 acres are developed with the Concord Monitor Building, which is accessed via Sewalls Falls Road, abutting to the south. A total of over 140 acres are available for development with extension of Whitney Road. Full buildout along a Whitney Road extension would contribute significantly to the Penacook tax base.



## Master Plan Layout

### Logic Behind Size and Location of Zoning Districts

The site is an “L” shaped lot wrapping around the existing Wheelabrator facility. The longer part of the lot is closest to Route 4 and the I-93 southbound on-ramp and has over 2,000 feet of frontage on these high volumes roadways. Recognizing this visibility to traffic volumes, all of the plans developed by the public at the charrette included commercial uses between Whitney Road and the eastern edge of the site. Two charrette plans included office or industrial buildings and they were typically placed in the southeast corner of the site, between the Wheelabrator property and the edge of the bluffs, and furthest away from Route 4 or Whitney Road.

Allowing for a GWP commercial zone along the Route 4 and Whitney Road frontage would allow for the most traffic exposure for commercial uses and allow for the most variety in building architecture which will be visible to the general public. It is noted that, due to the topography of the nearby Merrimack River valley, the site has over ½ mile of visibility to US Route 4 eastbound traffic. Industrial uses tend to be less flexible in their design and often require outside storage which is more difficult to screen from passing traffic, therefore, industrial uses would be more appropriately located away from the major roadways. However, the site would still allow for easy access to I-93 for an industrial use.

The concept plans developed at the charrette support an expanded commercial zone on the site bordered by Route 4 and I-93 southbound on-ramp to the north, Whitney Road to the west, and the site property boundary to the east. Figure 15 shows a dotted line indicating where the divide would be between commercial and industrial. This split would create a commercial (proposed as GWP) area of approximately 28.5 acres and an industrial area of approximately 13.5 acres.

This is further supported by an analysis of *Supermarket Anchored Retail Neighborhood Examples in Central New Hampshire* as noted in the Addendum. These examples show commercial zoned areas of 52 acres at Fort Eddy Road in Concord, 105 acres at Routes 101 and 125 in Epping, 63 acres at the Lee Traffic Circle, 19 acres at Route 43 and 4 in Northwood, 137 acres in Hooksett (Exit 9, I-93), and 19 acres in Warner (Exit 9, I-89).

A review of the demand for industrial land in the Concord area was undertaken to determine if the proposed acreage is appropriate. Steven Heavener of the Capitol Regional Development Corporation was interviewed, and has reported no interest in the Henniker Street/Antrim Drive land in the past ten years. At Exit 16, the speculative development of a multi-tenanted industrial building at 34 Locke Road in 2009 still has significant vacant space. Additionally, land at Old Turnpike Road, Locke Road, Integra Drive, Sheep Davis Road, as well as land on Whitney Road have been actively marketed and available up to 30 years.

**FIGURE 15 – SITE AERIAL MAP**



The success of Concord Crossing at 2 Whitney Road is largely due to atypical over-management and low rental rates. Besides several small special purpose property examples, the demand for industrial space has not yet risen to the level to support new construction. Most importantly, none of the above noted available industrial properties in Concord offer the high traffic exposure that benefits Lots 5 and 6 at Whitney Road. It should be noted that Lots 5 and 6 were zoned Industrial, actively marketed, and available for sale since the 1980s. It is possible that a large sized industrial end user would be interested in the convenient access to the Interstate, and motivated to build on the southwestern portion of Lot 6. As this land offers no direct visibility to traffic volumes, it will remain Industrially zoned for future industrial and office development.

### **Concept Plan Summary**

A concept plan showing a 28.5 acre Gateway Performance District (24.9 acres usable) and 13.5 acre Industrial development (7.5 acres usable) on Lots 5 and 6 is attached in a large PDF file and shown in a smaller size in Figure 16. This concept plan includes two driveways onto Whitney Road, the southernmost driveway being a primary access to the Industrial area as well as truck access for supermarket deliveries. A large treed buffer will remain just north of the Wheelabrator northern property bound. The two driveways form a loop road with interconnectivity between smaller mixed uses centrally located around a park amenity.



**FIGURE 16 – CONCEPT PLAN (LARGER VERSION ATTACHED)**



The concept plan includes the following potential uses: 125,875 square feet of warehouse/distribution; a 78,920 square foot supermarket; 45,225 square feet of retail; 10,300 square feet of office; 5,442 square feet of restaurant space; 5,116 square feet of medical office space; a 3,307 square foot bank; and, a 2,665 square foot fast-food restaurant. Total space in this concept plan is 276,580 square feet.

A major element of the attached concept plan is a regionally sized supermarket located towards the northeast corner of the site offering visibility to Interstate on-ramp traffic as well as US Route 4 traffic. If the supermarket were smaller, less parking would be required and the supermarket could be located further west to allow for a hotel located between the supermarket and the highway ramp. There are other layouts which could allow for a hotel, which was one of the desired uses discussed at the charette. The attached plan also includes a 125,875 square foot warehouse/distribution center. If developed as such, it would be the second largest modern industrial building in the City of Concord. Alternatively, the Industrial area could be developed with several smaller office/industrial buildings.

Although the plan is just a concept, it shows that Lots 5 and 6 can take full advantage of their high traffic exposure and proximity to the Interstate highway. Development of this land produces the highest increment, or greatest increase in property taxes for the Penacook tax district. Per the plan noted in the Attachment, full commercial and industrial buildout of Lot 5 and Lot 6 would result in an increase of over \$39,436,000 in assessment, resulting in a \$1,323,000 payment in property taxes (\$33.92/\$1000). This represents 10.4% of Penacook's tax base, more than offsetting the Wheelabrator assessment decreases, even if they are successful in their 2016 abatement request. The current assessment of the land and buildings on Lot 5 is \$1,138,600 so the total assessment of Lots 5 & 6 would exceed \$40,500,000 with the concept plan shown.

**FIGURE 17 – Concept Plan Assessment**

<b>Lots 5 &amp; 6 New Development Assessment Estimates</b>					
<b>Proposed Development</b>	<b>Potential Building Size</b>		<b>Estimated Land &amp; Building Assessment/SF</b>		<b>Land &amp; Building Assessment</b>
Retail	45,225	SF	\$250	/SF	\$11,306,250
Food Market	78,920	SF	\$180	/SF	\$14,205,600
Bank/Fast-Food	5,702	SF	\$300	/SF	\$1,710,600
High Turnover Restaurant	5,442	SF	\$250	/SF	\$1,360,500
Office	10,300	SF	\$160	/SF	\$1,648,000
Medical Office	5,116	SF	\$200	/SF	\$1,023,200
Warehouse/Distribution/Industrial	125,875	SF	\$65	/SF	\$8,181,875
<b>TOTALS:</b>	<b>276,580</b>	<b>SF</b>			<b>\$39,436,025</b>

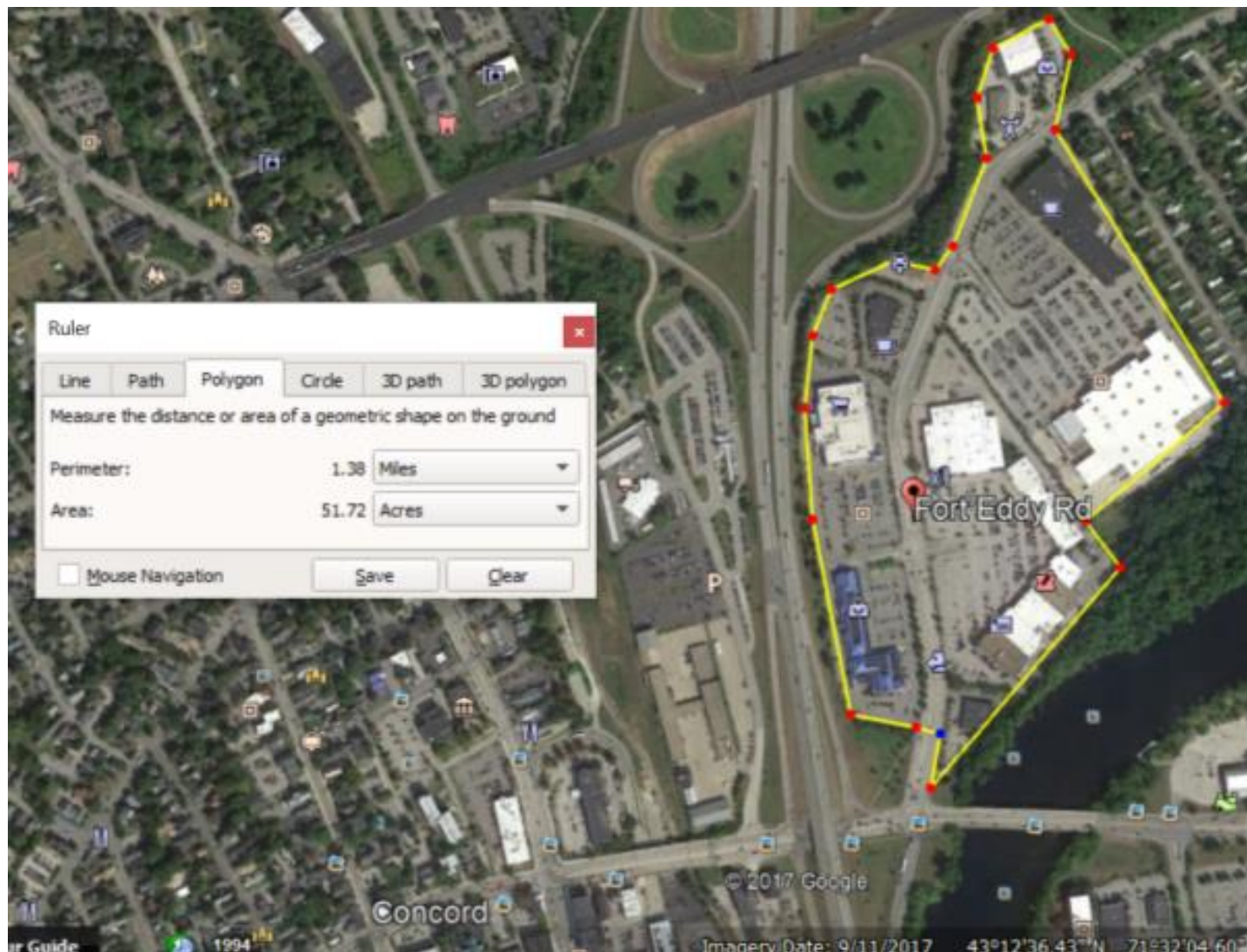


# **1 Whitney Road Master Plan**

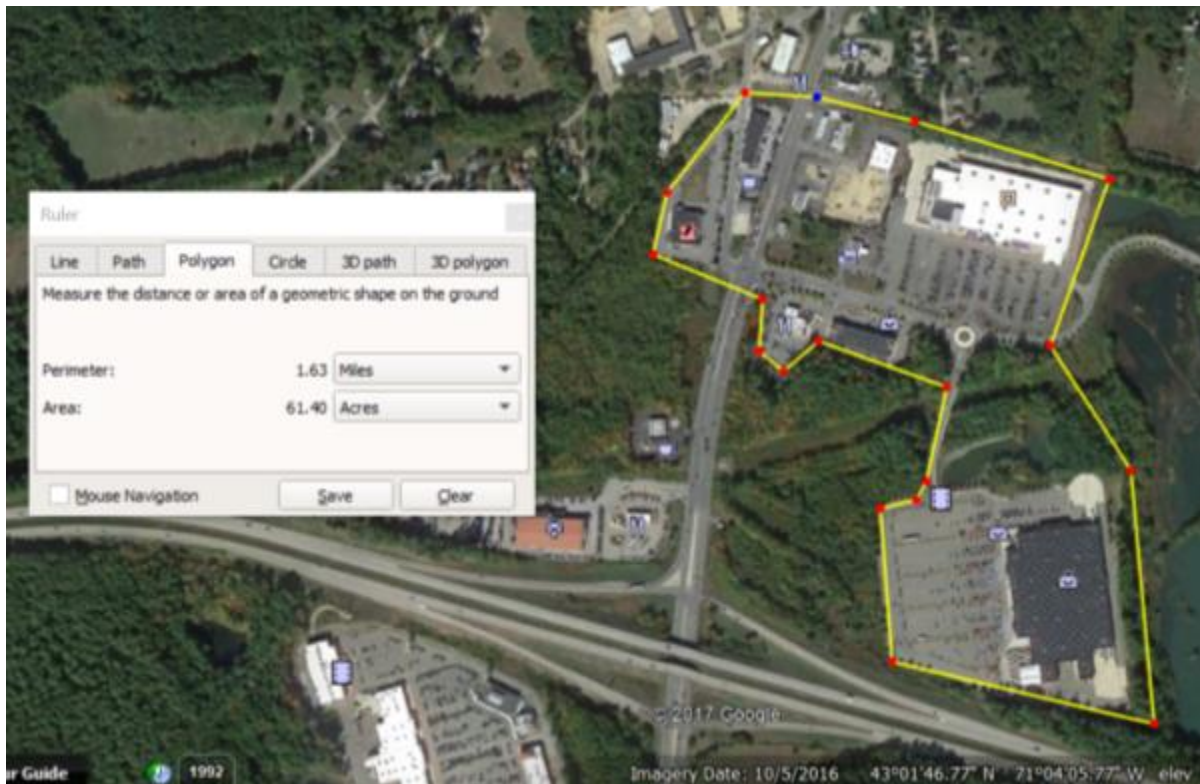
## **ADDENDUM**

**February 1, 2018**

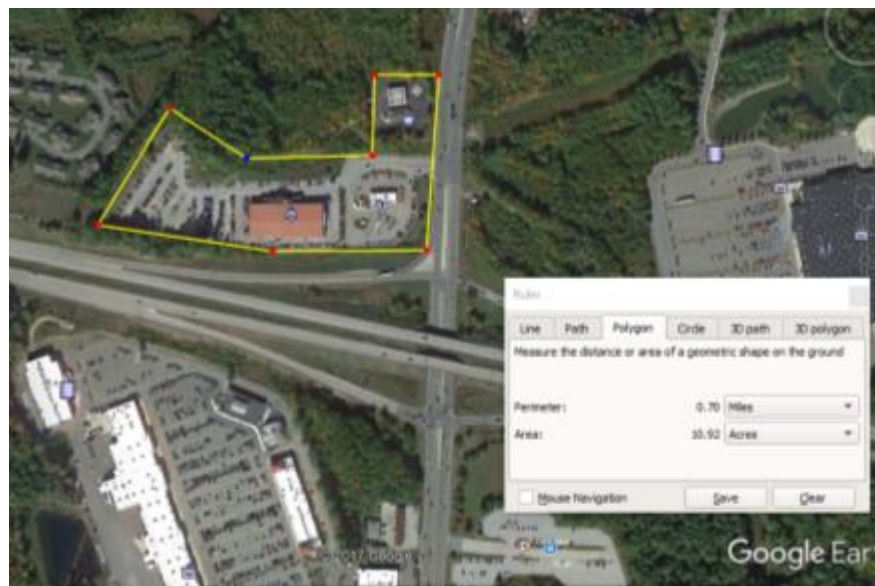
# **SUPERMARKET ANCHORED RETAIL NEIGHBORHOOD EXAMPLES IN CENTRAL NEW HAMPSHIRE**



**TOTAL NEIGHBORHOOD COMMERCIAL LAND AREA NEAR FORT EDDY ROAD, CONCORD, NH = 52 ACRES**



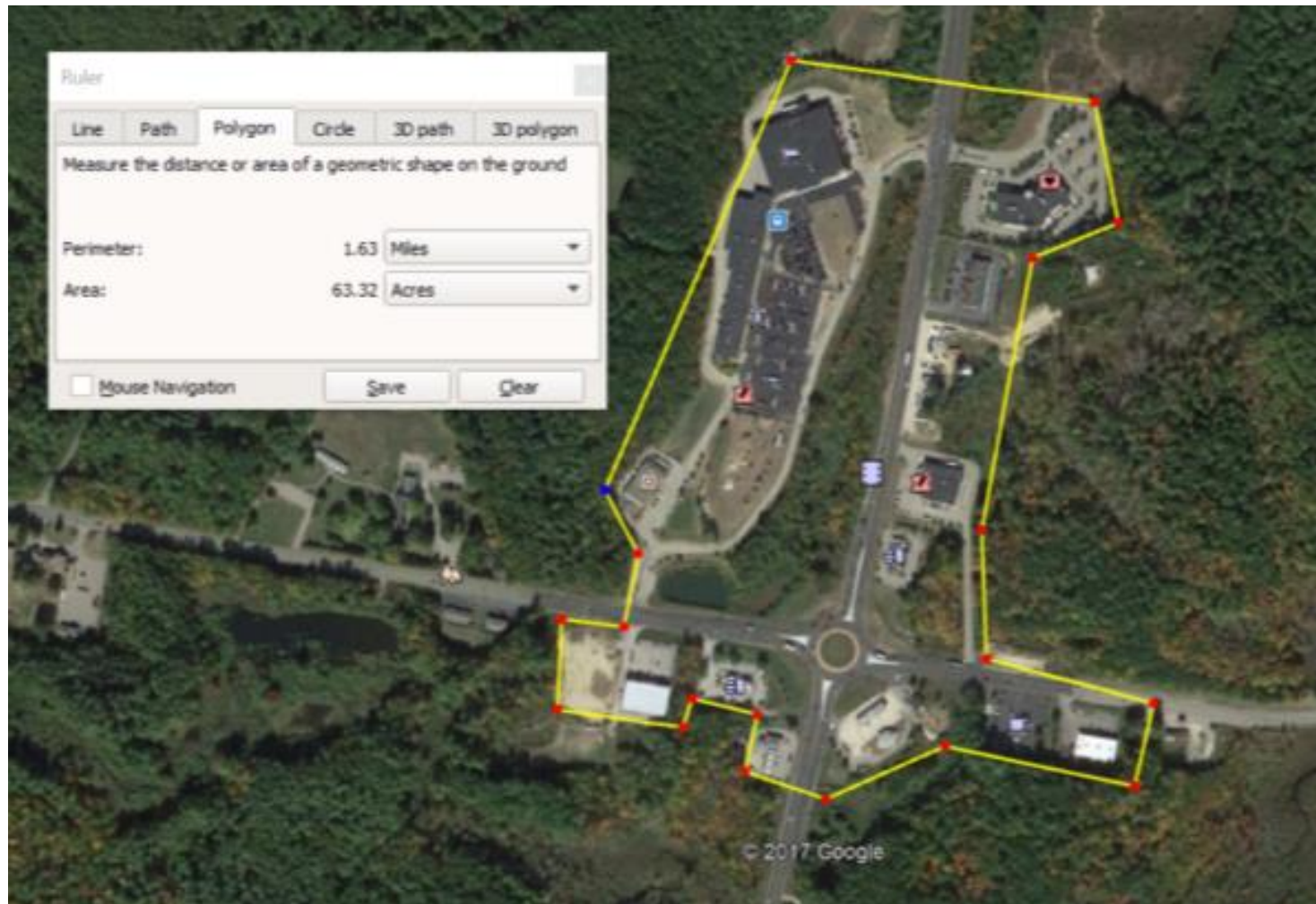
WALMART AND SURROUNDING COMMERCIAL EPPING, NH



WALMART AND SURROUNDING COMMERCIAL EPPING, NH

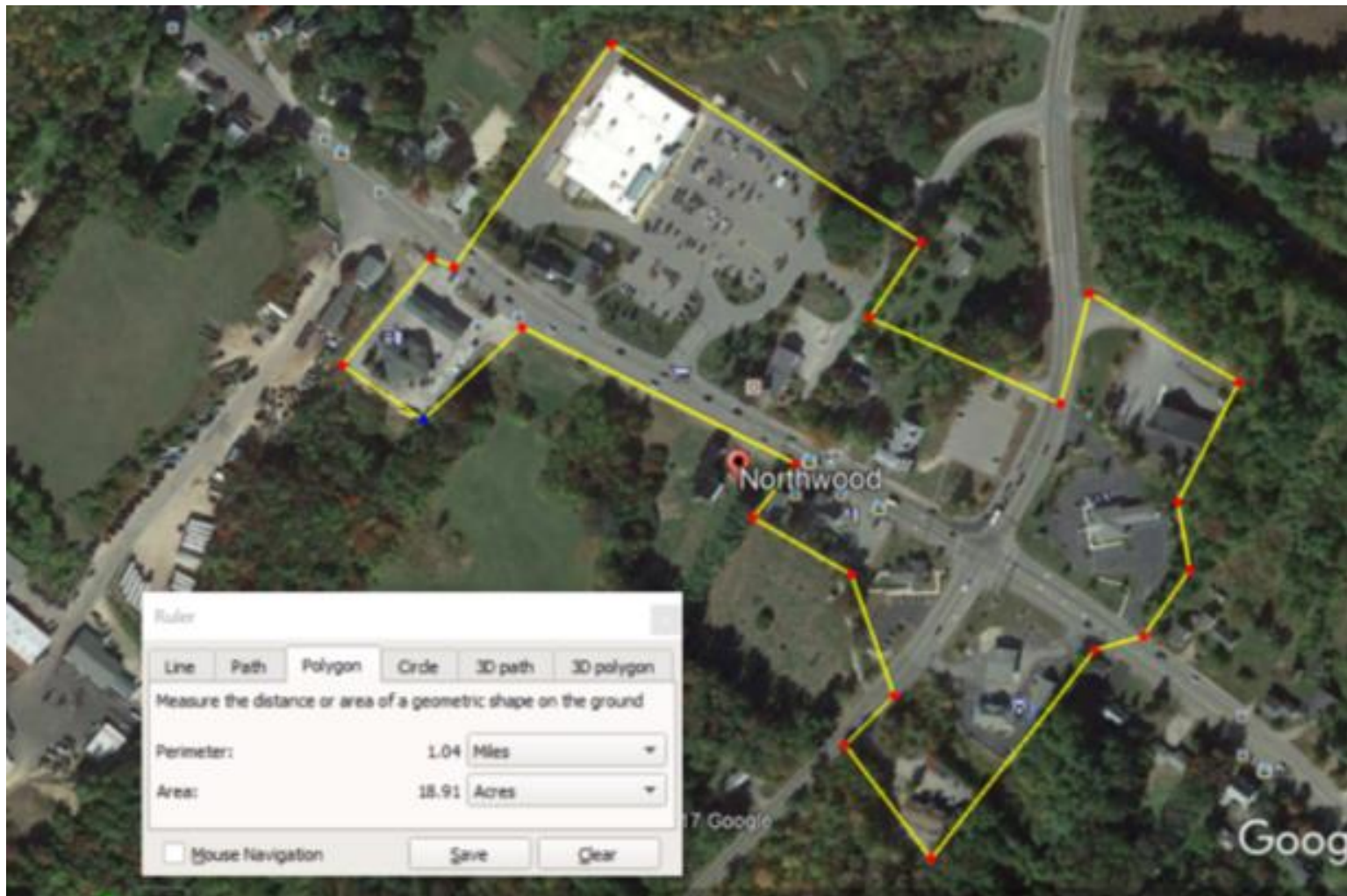
**TOTAL NEIGHBORHOOD COMMERCIAL LAND AREA NEAR ROUTE 101/125  
EPPING, NH = 105 ACRES**





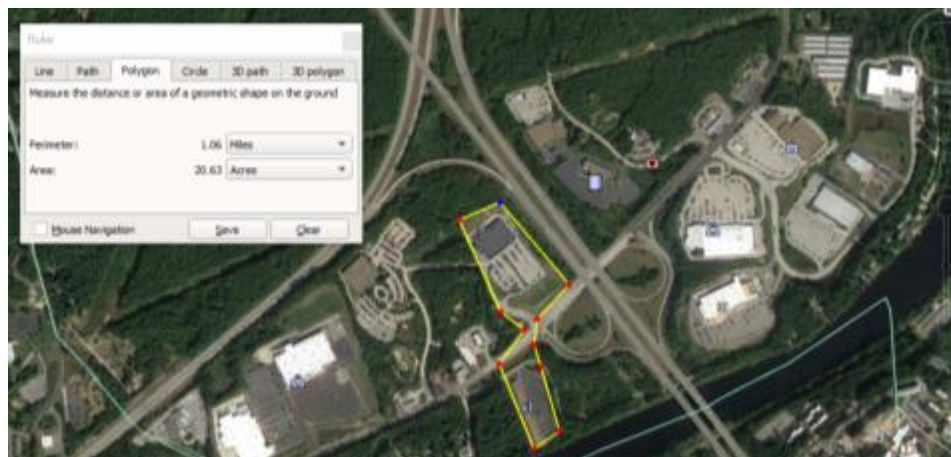
MARKET BASKET AND SURROUNDING COMMERCIAL TO INCLUDE CIRCLE, LEE, NH

**TOTAL NEIGHBORHOOD COMMERCIAL LAND AREA NEAR ROUTE 4/125 LEE, NH = 63 ACRES**



**TOTAL NEIGHBORHOOD COMMERCIAL LAND AREA NEAR ROUTES 4 & 43 NORTHWOOD, NH = 19 ACRES**





**TOTAL NEIGHBORHOOD COMMERCIAL LAND AREA NEAR I-93 AND ROUTE 3A  
HOOKSETT, NH = 137 ACRES**



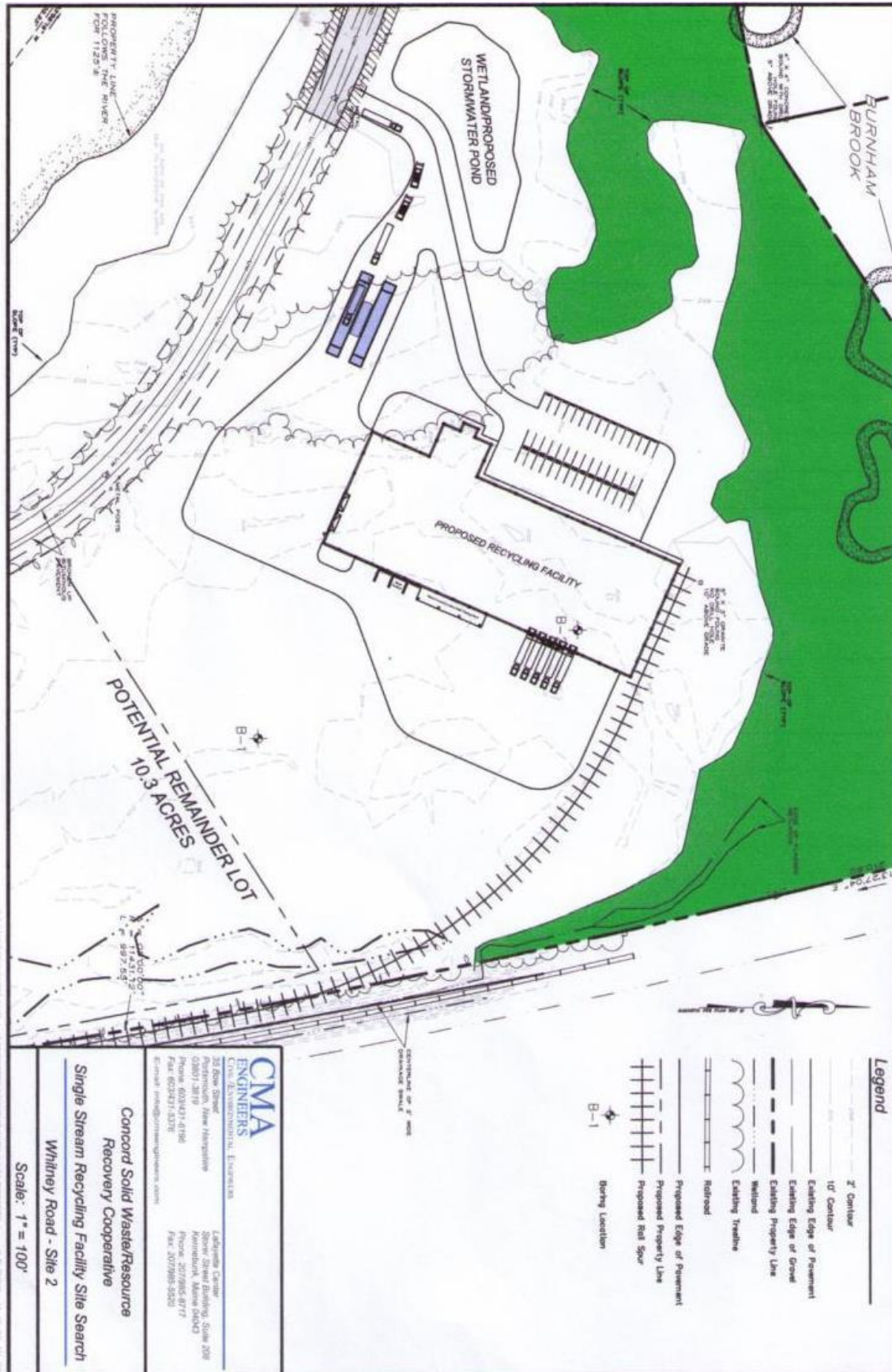


**TOTAL NEIGHBORHOOD COMMERCIAL LAND AREA NEAR I-89 AND ROUTE 103 WARNER, NH = 19 ACRES**

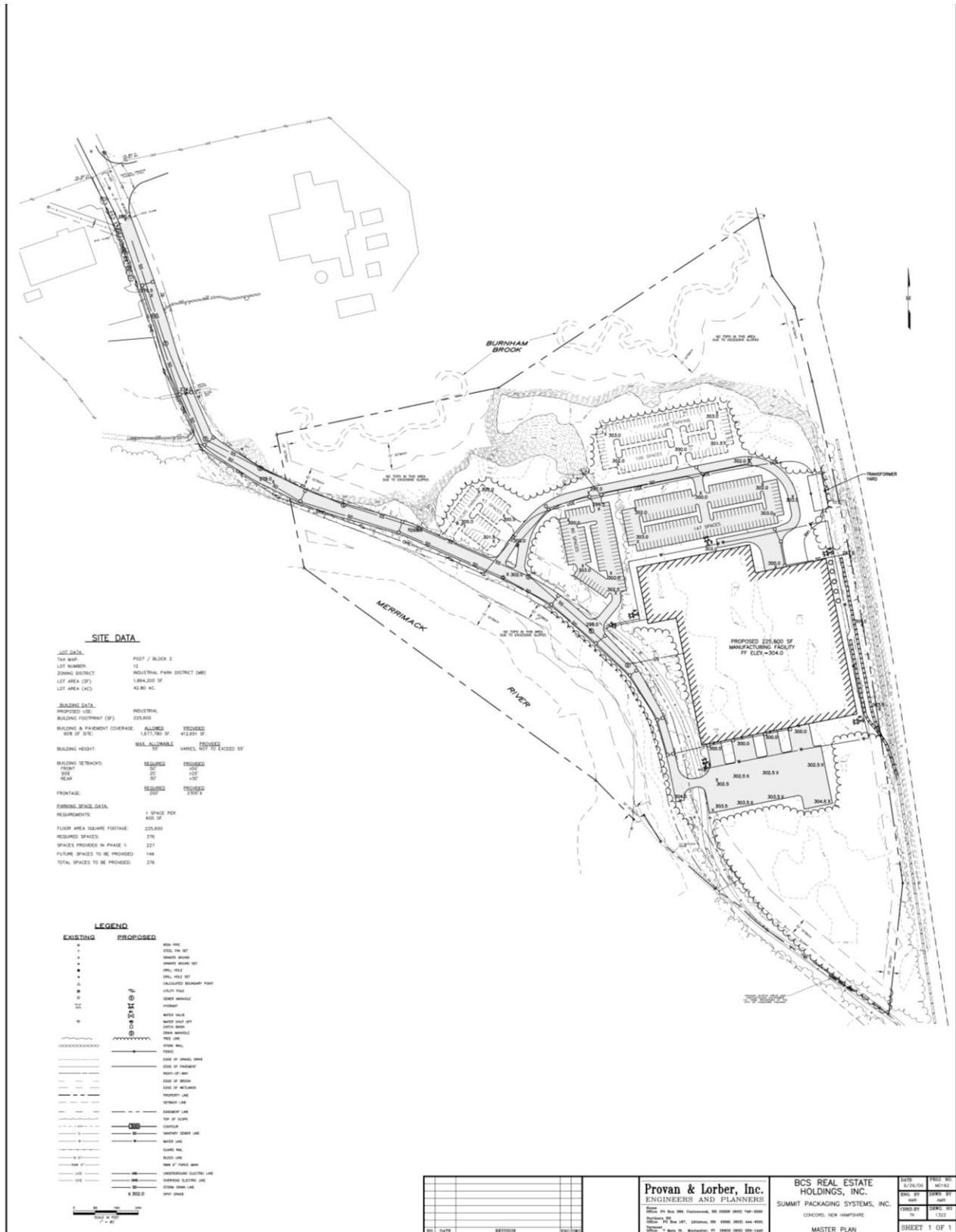
**LOT 8**

**PAST DEVELOPMENT PLANS**

# 1 Whitney Road Master Plan Report Addendum



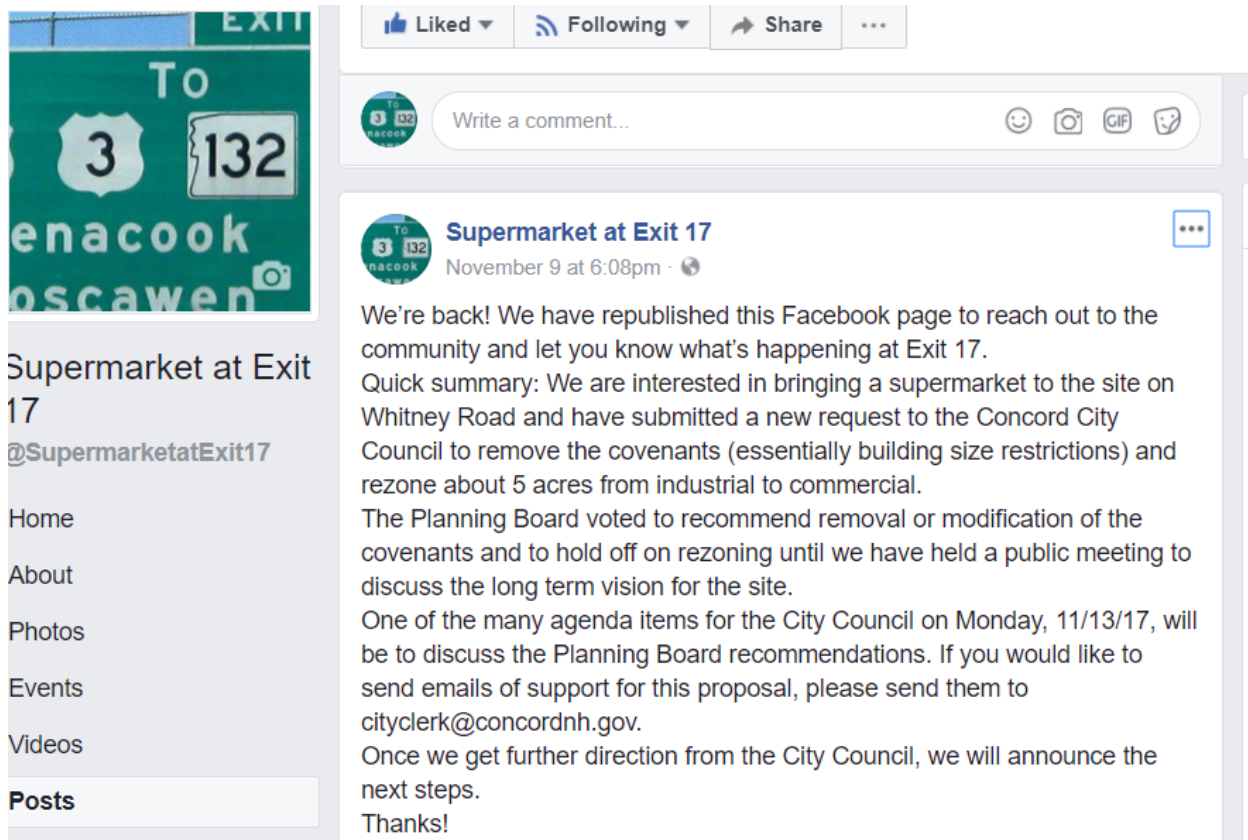
# 1 Whitney Road Master Plan Report Addendum



## **FACEBOOK COMMENTS**



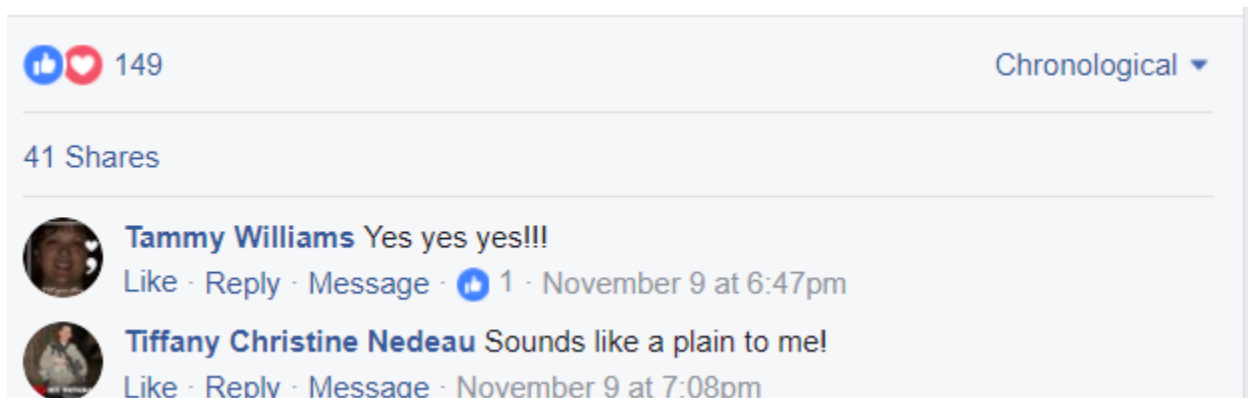
## November 9, 2017 Facebook post republishing page



**Supermarket at Exit 17**  
November 9 at 6:08pm · 🌐

We're back! We have republished this Facebook page to reach out to the community and let you know what's happening at Exit 17.  
Quick summary: We are interested in bringing a supermarket to the site on Whitney Road and have submitted a new request to the Concord City Council to remove the covenants (essentially building size restrictions) and rezone about 5 acres from industrial to commercial.  
The Planning Board voted to recommend removal or modification of the covenants and to hold off on rezoning until we have held a public meeting to discuss the long term vision for the site.  
One of the many agenda items for the City Council on Monday, 11/13/17, will be to discuss the Planning Board recommendations. If you would like to send emails of support for this proposal, please send them to [cityclerk@concordnh.gov](mailto:cityclerk@concordnh.gov).  
Once we get further direction from the City Council, we will announce the next steps.  
Thanks!

## Public Comments on 11/9/17, 149 post likes (Page likes are over 1400)



149 likes · 41 Shares · Chronological ▾

**Tammy Williams** Yes yes yes!!!  
Like · Reply · Message · 1 · November 9 at 6:47pm

**Tiffany Christine Nedeau** Sounds like a plain to me!  
Like · Reply · Message · November 9 at 7:08pm

See next pages...



## 1 Whitney Road Master Plan Report Addendum



**Darrin Apichell** What steps would you take to protect the river from plastic bags and other trash from the supermarket. It is used by many in the summertime for recreation

Like · Reply · Message · 1 · November 9 at 7:10pm



**Florence Gilbert Simoneau** What does recreation do ? They come with lots of trash.

Like · Reply · Message · 2 · November 9 at 7:16pm



**Supermarket at Exit 17** Thanks for the question. The grocery store is planned to be near Route 4, farther away from the river than many other uses on Whitney Road including the Wheelabrator waste to energy facility. Trash that is blown off trucks using Whitney Road today is picked up by neighbors like us and by Wheelabrator in their frequent sweeping of the road.

Like · Reply · 2 · November 9 at 7:34pm · Edited



**Darrin Apichell** That's good to hear. Thank you

Like · Reply · Message · 1 · November 9 at 7:29pm



**Deb Piaseczny Caldwell** Yay!!

Like · Reply · Message · November 9 at 7:10pm



**Kyle Poirier** Any idea on what supermarket ?

Like · Reply · Message · 1 · November 9 at 7:45pm



**Supermarket at Exit 17** Thanks for the question. We aren't at that stage of marketing the site due to the size restrictions in place. If they are lifted, we will be very active in looking for a quality grocer. Also, if you hear of any specific store names, those are just rumors at this point.

Like · Reply · 4 · November 9 at 8:28pm



**Kyle Poirier** Supermarket at Exit 17 thank you for responding and good luck

Like · Reply · Message · 1 · November 9 at 8:30pm



Write a reply...



**Jennifer McGann Dolloff** This would be amazing . Hate having to go to concord all the time 😊😊😊

Like · Reply · Message · 2 · November 9 at 7:54pm



**Maureen McNamara** James Lafond

Like · Reply · Message · November 9 at 8:08pm



**James Lafond** The late Dave Poulin was always in favor of just this thing .Back years ago and i think it would be a wonderful idea .

Like · Reply · Message · 3 · November 9 at 8:15pm

↩ 1 Reply



**Eric Smith** Would be a great thing to happen, but needs to be a affordable place. Would take a lot of stress off Concord and add jobs for local people who can not always travel to Concord.

Like · Reply · Message · 4 · November 9 at 8:31pm



**Sheila Dwyer Serrano** Omg!!! PLEASE let this happen!!!

Like · Reply · Message · 3 · November 9 at 8:57pm



**Karen Mason Welch** Great idea absolutely needed.

Like · Reply · Message · 1 · November 9 at 9:07pm



**Deanna Morrison** Yes! I've always thought it was bad planning to have 3 of Concord's largest grocery stores clustered on Fort Eddy Road. It causes horrible traffic congestion after work and on weekends. I'm about 4 miles from the Whitney Road site and I'm contemplating... [See More](#)

Like · Reply · Message · 2 · November 9 at 9:14pm



**Michael Connolly** The Penacook /Boscawen Area Needs a Grocery Store.

Like · Reply · Message · 3 · November 9 at 9:46pm



**Hulya Celebi** It would be soooo awesome not having to go downtown !

Like · Reply · Message · 1 · November 9 at 11:36pm



**Cheryl Lambert** Yes, please!

Like · Reply · Message · 3 · November 10 at 6:30am



**Jenn Seavey** Would this be considered a Concord or Penacook? Or Boscawen?

Like · Reply · Message · November 10 at 6:50am



**Supermarket at Exit 17** Address is 1 Whitney Road, Concord 03301 and it's in the Penacook tax district.

Like · Reply · 3 · November 10 at 9:00am



**Kerry Barnsley** Trader Joe's!!

Like · Reply · Message · 3 · November 10 at 9:45am



**Jonathan Croteau** What can we do, as residents at this stage to support this ?

Like · Reply · Message · 1 · November 10 at 9:50am



**Supermarket at Exit 17** Thanks for asking! You can send an email with your comments to [cityclerk@concordnh.gov](mailto:cityclerk@concordnh.gov). Of course, you can also attend the council meeting on Monday, we just aren't sure how much time there will be for public comments at this particular meeting. You can also contact your city councilor if you live in Concord/Penacook. Thanks!

Like · Reply · 1 · November 10 at 10:44am



**Jonathan Croteau** Thanks Supermarket at Exit 17

Like · Reply · Message · 1 · November 10 at 10:45am



**Stacey Price** Thanks supermarket at exit 17! I just sent an email to the city clerk email. I live in Contoocook and would LOVE a grocery store at Exit 17!

Like · Reply · Message · 3 · November 11 at 8:01am



Write a reply...





**Lisa Richardson** We need a traffic light first!!!


Like · Reply · Message · 4 · November 10 at 11:44am





**Supermarket at Exit 17** A project to fix the Whitney Road intersection and add lanes on Route 4 was identified by the Central New Hampshire Regional Planning Commission as a high priority but NHDOT has yet to include it in their Ten Year Plan. The public comment period for the draft Ten Year Plan recently ended but it's never too late to reach out to the State Senator for this location: [Dan.Feltes@leg.state.nh.us](mailto:Dan.Feltes@leg.state.nh.us)


Like · Reply · 2 · November 10 at 8:38pm


**Danielle M Dolan-Drew** Yeah!!!!  
Like · Reply · Message ·  1 · November 10 at 12:54pm

**Gary Miller** Go for it!  
Like · Reply · Message · November 10 at 1:46pm


**Dale Daly** Yeah!!  
Like · Reply · Message · November 10 at 8:46pm



**Ryan Nickerson** It would be great if this could go through. Is there a particular reason that the tannery site in Penacook wasn't chosen for this?  
Like · Reply · Message · November 11 at 9:53am






**Supermarket at Exit 17** This article has a timeline on the tannery site and discusses the issues of putting a grocery store there, low traffic count and small developable area.  
<http://www.concordmonitor.com/concord-nh-penacook-tannery...>







**54-unit apartment complex proposed for former Penacook tannery site**  
An affordable housing developer is proposing to...  
CONCORDMONITOR.COM

  
Like · Reply · Remove Preview ·  1 · November 11 at 10:24am

**Ryan Nickerson** Thank you for the prompt and informative response. \*\*\*  
Like · Reply · Message ·  1 · November 11 at 12:21pm



**Audrey Carter** Please, Just Do It!!!  
Like · Reply · Message ·  1 · November 11 at 10:34am

**Jodi Dube** It would be so amazing!!  
Like · Reply · Message ·  2 · Yesterday at 8:08am



**Deb Marcotte** That area needs some new life and with all the development going on in Penacook, a grocery store makes perfect sense. People in this area gave no choice but to travel to Concord.

Like · Reply · Message · 2 · Yesterday at 8:28am



**Holly Bowler Kleiner** Would love that!!

Like · Reply · Message · 1 · Yesterday at 10:19am



**Mandi Forsyth Turcotte** Yes yes yes!!! My tax bill says yes to a larger tax base. My wallet says yes because I won't use as much gas. Yes! Go Rauseos go!!!

Like · Reply · Message · 1 · Yesterday at 11:01am



**Joe Cesarini** It will not hurt the smaller ones like TD's and Sam's but will keep us from driving to town for the big ones. Absolutely!

Like · Reply · Message · 1 · Yesterday at 11:18am



**Jane Merchant Kleiner** Its about time!

Like · Reply · Message · 2 · Yesterday at 11:52am



**Susan Goodman** Yes please! The stores in Concord are so crazy busy, we need something!

Like · Reply · Message · Yesterday at 12:40pm



**Ed Tishkevich** Yes, much needed and long overdue.

Like · Reply · Message · 1 · Yesterday at 12:59pm



**Ray Gordon** I just send in my support to the city clerk. Thanks for letting us know about this.

I hope everyone else sent a message as well, it will make a difference.

Like · Reply · Message · 1 · Yesterday at 1:10pm



## Public Comments on post of Concord Monitor article on 11/12/17

 Gordon Westgate, April Samenfeld and 48 others

Chronological ▾

14 Shares

**Irene McManus Fauser** It would be wonderful to have a grocery store at exit 17. I feel the village of Penacook will never get any better than what it is now.  
Like · Reply · Message ·  2 · Yesterday at 1:06pm

**Ray Gordon** Everyone better send a message they want it, or the few people who are against us will win again. I know there are more of us who want to see this happen.  
  
I just sent my message to the city clerk and all the councilors. Just so my voice can be heard.... [See More](#)  
Like · Reply · Message ·  4 · Yesterday at 1:09pm

**Deb Simoneau** I would like an exit 17 grocery store.  
Like · Reply · Message ·  1 · Yesterday at 1:49pm

**Carrie Grover Phelps** As a Penacook resident I would LOVE to have a supermarket at exit 17!! How silly to think that ANYONE would think that building a supermarket would detract from sales on Main Street - is there a supermarket located there that would have to compete? I H... [See More](#)  
Like · Reply · Message ·  1 · Yesterday at 1:51pm

**Carrie Grover Phelps** email sent to the cityclerk@concordnh.gov address.  
Like · Reply · Message ·  1 · Yesterday at 1:53pm

**Tammy Williams** This is 30-35 yrs over due. Bring the grocery store! There can be stipulations in the agreement to protect the smaller penacook shops...such as no new pizza/sub shops are allowed and no pharmacies are allowed. Just bring the store!  
Like · Reply · Message ·  1 · 23 hrs



## 1 Whitney Road Master Plan Report Addendum



**Bill Lambert** I bet if you included a liquor store it would be a done deal.

[Like](#) · [Reply](#) · [Message](#) · 3 · 22 hrs

1 Reply



**Sheila Dwyer Serrano** So most people who use this will not be concord. Well Penacook. But Boscawen, Salisbury, Webster, Andover, Canterbury...., all towns who use exit 16 to get to and from work I would think will go to this versus Concord! Concord should survey these towns if they are afraid business would not be good. Liquor store would be great.

[Like](#) · [Reply](#) · [Message](#) · 2 · 22 hrs · Edited



**Tammy Williams** Loudon too....going to and from practices, games and school events...easy in and out 😊

[Like](#) · [Reply](#) · [Message](#) · 1 · 9 hrs



Write a reply...



**Deanna Morrison** I've sent my email to the City Clerk. I'm letting myself get excited about this again. HATE driving more than 10 miles if I need a head of lettuce.

[Like](#) · [Reply](#) · [Message](#) · 2 · 22 hrs



**Bill Oldenburg** Wonder if they'll finally signalize Whitney Road ??

[Like](#) · [Reply](#) · [Message](#) · 1 · 19 hrs



**Alex Vogt** Not a good location to benefit Penacook. It benefits the other area towns and is to far away from Penacook village to walk

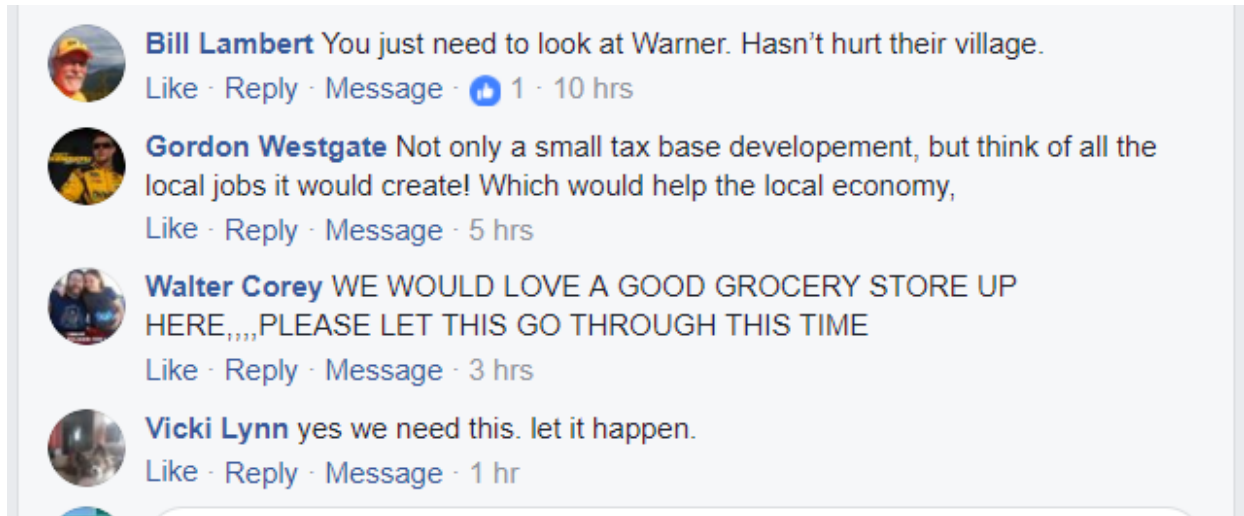
[Like](#) · [Reply](#) · [Message](#) · 15 hrs



**Tammy Williams** Not many people walk to Hannaford, shaws or Ft Ed. Market basket either.

[Like](#) · [Reply](#) · [Message](#) · 9 hrs

## 1 Whitney Road Master Plan Report Addendum



**EXAMPLES OF  
COMMERCIAL DEVELOPMENTS  
BY TF MORAN**

## *Dover Fields Marketplace* *Dover, New Hampshire*





## *Aspen Dental Route 101 A, Amherst, New Hampshire*





# *Hillside Shops at Bedford*

## *Bedford, New Hampshire*





# *Lake Sunapee Bank*

## *Milford, New Hampshire*



## *McDonald's Hooksett, New Hampshire*





## *Market Basket Bedford, New Hampshire*



