



PRESS RELEASE
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**Redevelopment of Hampton I-95 Rest Areas Moves Forward with
Unanimous Planning Board Support**

*Hampton, NH Planning Board unanimously supports rezoning of 88 acres for
public-private partnership*

Hampton, NH – The New Hampshire Liquor Commission’s (NHLC) plans to sell and redevelop approximately 88 acres of prime real estate prominently situated along Interstate 95 in Hampton, NH took a significant step forward with unanimous Planning Board support of a rezoning amendment that would allow for expanded uses on the property. In March, Hampton voters will have the opportunity to adopt an “interstate corridor overlay district,” which would be created for the purposes of facilitating development of real property exclusively accessed from Interstate 95. This will enable NHLC to proceed with identifying a highly and uniquely qualified, financially secure buyer/developer(s) specializing in highway-orientated commercial real estate to purchase and redevelop the property.

“The New Hampshire Liquor Commission is appreciative of the Board’s unanimous recommendation of the interstate corridor overlay district, which will now be presented to Hampton voters at Town Meeting in March,” said NHLC Chairman Joseph Mollica. “With the community’s approval, we would be confident in our ability to forge a public-private partnership that delivers an innovative, vibrant, first-class, and thoughtful New Hampshire-centric development to the seacoast and I-95 corridor, as well as significant tax revenue for the Town of Hampton.”

NHLC recently concluded a Request for Qualification (RFQ) process that identified qualified parties to move to the Request for Proposals (RFP) phase. Pending approval of the overlay district by voters at Town Meeting, NHLC will issue an RFP to qualified bidders, evaluate responses, identify and negotiate with a buyer/developer partner.

Parties can learn more about the project timeline at https://www.nh.gov/liquor/public_notices.shtml, as well as at i95hamptonnh.com. NHLC asks those interested to check the websites frequently as NHLC anticipates posting updated additional information.

The [*New York Times*](#) called the existing northbound NH Liquor & Wine Outlet a “must stop vacation destination” due to wide selection of brand-name, tax-free wines and spirits offered to the more than 32.8 million annual motorists who travel the corridor to and from vacation destinations. NHLC operates one of the nation’s most profitable and progressive alcohol beverage control states through sales at its 67 NH Liquor & Wine Outlet locations.

NHLC selected the Coastal Land & Commercial Group (KWCLCG) in Portsmouth, NH to market and broker the sale. KWCLCG is working with NHLC to identify a potential buyer to redevelop the highly coveted sites, which will include two newly constructed, state-owned 22,000 +/- square-foot NH Liquor & Wine Outlets, as well as retail, fuel, food, travel and hospitality offerings.

Each site’s unique location adjacent to the Taylor River also provides opportunities to promote environmental education and outdoor experiences.

Sale proceeds would provide an immediate substantial benefit for NHLC, allowing it to pay down all bond debt, and for the Town of Hampton, which would realize significant, ongoing tax revenue from the new development. In addition to said proceeds, NHLC anticipates the two new Outlets would result in incremental increased sales far surpassing the current \$54.3 million generated annually between the existing locations.



Photo caption: The New Hampshire Liquor Commission’s (NHLC) plans to sell and redevelop approximately 88 acres of surplus prime real estate prominently situated along Interstate 95 in Hampton, NH took a significant step forward with unanimous Planning Board support of a rezoning amendment that would allow for expanded uses on the property.

About the New Hampshire Liquor Commission

The New Hampshire Liquor Commission (NHLC) operates 67 NH Liquor & Wine Outlets throughout the Granite State, providing more than 12 million annual customers with the widest selection of name brand wines and spirits at great prices and no taxes. NHLC has received numerous accolades, including being named in the “Top 10 Retailers in the U.S.” by *Beverage Dynamics* two years in a row, the “Best state in the country for wine drinkers” by The Washington Post and “One of the best places in the country to find rare spirits” by Serious Eats. New Hampshire is one of 17 states where the government controls the sale of alcohol. NHLC has twice been named the “Nation’s top control state” by StateWays Magazine and its leadership has been recognized for “Transforming the control state model” by Market Watch Magazine. Since the first NH Liquor & Wine Outlet opened in 1934, more than \$4 billion in net profits has been raised to fund programs including education, health and social services, transportation, natural resource protection, addiction treatment and prevention programs. NHLC contributed nearly \$176.6 million in support of these programs in Fiscal Year 2021.

Visit www.LiquorandWineOutlets.com to locate an Outlet, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras.