

ReadySetGo!

MUNICIPALITIES

The Benefits

The program is designed to benefit both municipalities and developers alike as it provides for the marketing of certified sites/buildings on local, regional, state and national websites. With this internet exposure, **ReadySetGo!** will bring national and worldwide attention to the region

and improve its standing among other states in the US, many of which have been implementing certified site programs for many years. Property



owners/developers will be provided the opportunity to obtain longer plan approvals that would allow certified sites to be marketed over five years instead of the typical one- or two-year plan approval period. In addition, the program provides an opportunity for certified sites to take advantage of \$25,000 or more in "soft costs" such as engineering, architectural, site planning, legal, etc. that can be considered by the planning board in meeting state and local requirements for vesting of the applicant's plans.

ReadySetGo! conveys an important message to national site selectors, prospective companies and the business community that there are certified sites and buildings within the region and the region's municipalities available for development and redevelopment purposes.

In short, **ReadySetGo!** reduces the time, risk and upfront costs a business or prospective company may have in deciding to expand or move to a community.

ReadySetGo!

Certified Sites in Southern New Hampshire

Presented by



www.snhpc.org



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GREATER MANCHESTER
A Regional Alliance for Economic Development

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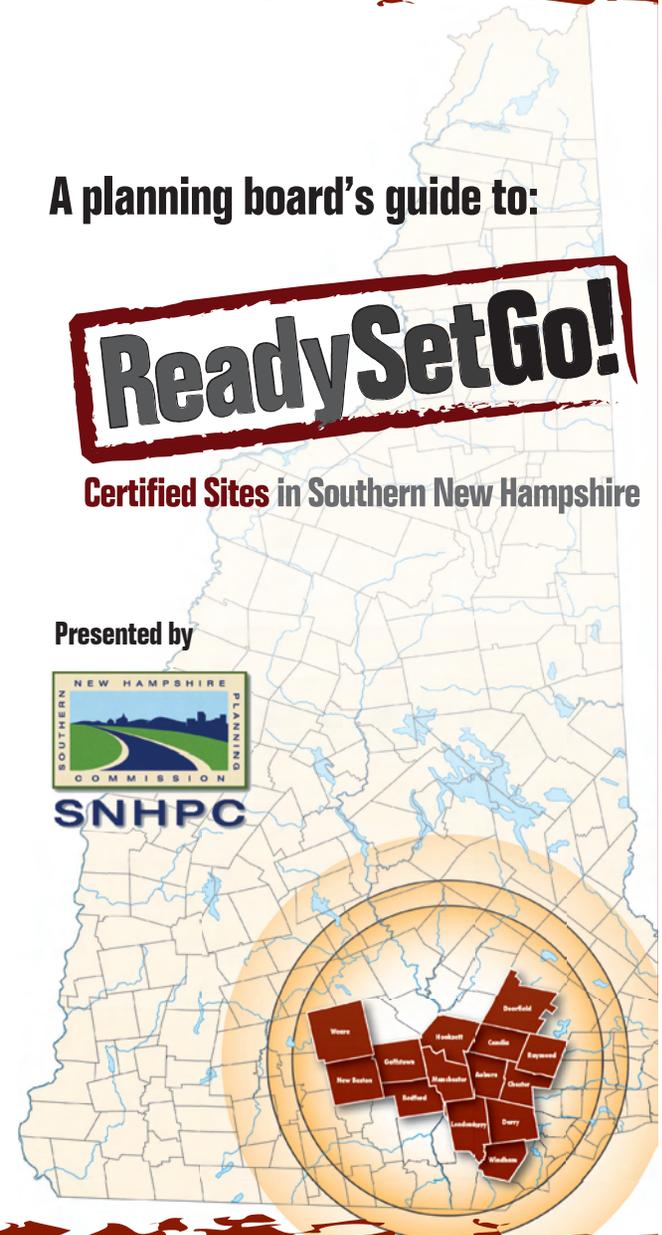


A planning board's guide to:

ReadySetGo!

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The Concept

ReadySetGo! is a new and exciting regional marketing program and economic development tool that recognizes certified sites and buildings within the region and each participating community, promotes greater collaboration between applicants and municipalities in developing certified sites and provides opportunities to market certified sites on a number of commercial and municipal websites, including the **ReadySetGo!** website.

Participation in **ReadySetGo!** also gives property owners more time to market their certified sites, thus reducing pre-development risks and costs in getting the sites/buildings “ready” to go for development or redevelopment purposes.

Program Details

Participation in the program is optional and at the discretion of the municipal planning board and property owner to decide whether to participate. If both parties agree to participate in the program, the property owner or developer and the municipality work together to endorse and complete the necessary certified site application forms and materials. The application forms must be submitted to Southern New Hampshire Planning Commission’s **ReadySetGo!** Advisory Committee for review and approval.

What is a Certified Site?

- A site or building located on a parcel of land greater than one acre in size.
- A site or building zoned for either industrial, office, mixed-use or a combination of the above.
- A site with a boundary survey, asking price or rental rate, phase one environmental assessment (at the option of the property owner/planning board) and zoning verification and list of approved uses.

The Process

There are three levels of certification: Level One, Level Two and Level Three.

Minimum Certification Requirements



Minutes of the Planning Board showing completion of a non-binding Concept Plan or a non-binding “Design Review” and a vote of endorsement allowing the applicant to proceed with submittal

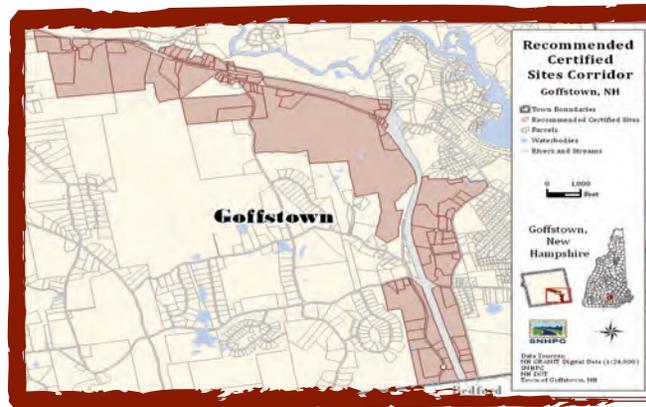


Minutes of the Planning Board showing Site Plan or Master Plan approval from the board



Level Two certification and a utility plan showing the availability and/or the provision of utilities

Example Certified Site Corridor Proposed for Town of Goffstown, NH



Planning Board Participation

To participate in the **ReadySetGo!** program, planning boards will need to complete the following steps:

- Step One:** Review the **ReadySetGo!** website and program materials to see if the program is right for your community. Review the town’s zoning ordinance and zoning map and determine what area(s) and zoning districts should be included (see example Certified Site Corridor Map).
- Step Two:** Hold a public hearing to decide whether to participate in the program.
- Step Three:** At the public hearing, amend the planning board’s site plan, subdivision, and/or land regulations to authorize and incorporate **ReadySetGo!** in the board’s regulations.
- Step Four:** Submit the public hearing minutes, amendments and updated regulation to Southern New Hampshire Planning Commission verifying participation.
- Step Five:** Begin to advertise the program on the town’s website and distribute program materials and brochures to the public and potential applicants through the planning board or planning department office.



Certified Sites in Southern New Hampshire

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