

# Planning for the 21<sup>st</sup> Century

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# Great Recession of 2008





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- At least 8 million jobs were lost with 740,000 jobs lost in January 2009 alone
- Americans lost \$13 trillion dollars of savings and investments
- Hundreds of bank failures occurred
- The S&P 500 dropped 57 percent from its high in 2007 with an almost stock market panic mentality
- In some parts of the country, home prices fell 32 percent
- According to RealtyTrac Inc., the Great Recession caused 2.5 million homes to be foreclosed on, with millions more having foreclosure filings and by 2009, 1 in 45 homes were in default.
- By March 2009, Citigroup was \$1 per share and Bank of America was at \$3 per share



# Impacts on Municipalities





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- With declining tax revenues, communities have had to cut both staff and services, specifically infrastructure and personnel, including wages, pension and benefits.
- This has endangered community's services and their ability to invest in any future economic growth.



# Impacts on NH Economy





# Impacts on NH Economy

- More people are now leaving New Hampshire than are moving here.
- The number of New Hampshire residents participating in the workforce has declined.
- New Hampshire is also seeing a decline in its educational edge over other states.
- New Hampshire's present economic advantages appear to be largely fueled by decades-old demographic trends that have run their course.



# Fiscal Cliff





# Fiscal Cliff

- Federal government concerned with getting its own fiscal house in order implies less Federal support for state and local programs.
- New Hampshire is entering an uncertain time, with an increasing likelihood of reduced support from Washington, DC and reduced funding for local governments.



# Planning for the 21<sup>st</sup> Century

- Is there a need for a more pro-economic development mindset among planners and planning and zoning board members?
- Can planners and planning and zoning board members become more pro-economic development while at the same time fulfill their primary obligation of serving the public interest?
- Can we foster more collaboration between developers and the municipality?



# 2005 SNHPC Regional Comprehensive Plan – Economic Development Goal

Economic development is closely linked with other goals, including public facilities, public utilities, affordable housing, and transportation, etc.

However, economic growth and development does not just happen, it requires planning and support from all sectors of society.

Greater economic development planning should be implemented to help sustain and improve the overall economic health and well-being of the region.



# 2005 SNHPC Regional Comprehensive Plan – Economic Development Strategies

Work with municipalities to establish public/private partnerships, local economic development committees and commissions, and the adoption of comprehensive or strategic economic development plans.



# Access Greater Manchester



In 2005, a partnership between the Southern New Hampshire Planning Commission (SNHPC), the Greater Manchester Chamber of Commerce (GMCC) and the New Hampshire Department of Resources and Economic Development (NHDRED) was formed.



# Access Greater Manchester Mission



To encourage communities to look beyond individual borders, foster positive relationship building and cooperation among individual communities, to promote and drive economic development initiatives for sustainability of the region, and collectively promote the Greater Manchester region as a desirable place to 'live, work, and play.'



# Regional Economic Development Plan – 2010

- Provides a public forum to frame discussions on economic issues
- Includes a vision and agenda - economic strategy for the region
- Agenda consists of: 10 Core Goals and 12 Strategic Initiatives
- Sets a framework and process for continuous economic development planning



# Economic Development Strategies

- Develop Certified Site Program – incentives/rewards for certified industrial/commercial/mixed use
- Implement Regional Incubator Development - proposed accelerator program for the visual arts/gaming through SNHU
- Prepare Best Planning/Innovative Model Ordinance – shared zoning/master planning approach



**SNHPC**

A background consisting of a white central area framed by horizontal bands of a brick wall pattern at the top and bottom.

**ReadySetGo!**

**Certified Sites** in Southern New Hampshire



# What is a Certified Site?

A site or parcel of land (or in some cases, a building) that has met specific criteria agreed to and developed through this program.

The goal is to promote “shovel-ready” projects and market sites/buildings available for development purposes which are deemed important to both the community and owner for economic development.

Nationally, the definition of a certified site varies as there are no uniform standards.



# Program Goals

***This Certified Site Program is first and foremost a unique marketing and economic development opportunity for both the property owner/developer and the municipality.***

## Primary Goals:

- Engage property owners and municipalities to participate in the program
- Build an inventory of Certified Sites and buildings available for development within the region
- Post essential marketing information about Certified Sites on local, regional, state and national economic development websites to attract business growth and development



# Benefits to Developers

- **Program offers additional marketing opportunities on local, regional, statewide and national websites**
- **Greater certainty and flexibility in developing sites, helping to save time, risk and up-front costs to site development**

## **This flexibility includes:**

- **Five (5) year plan approval window – allowing Certified Sites to be marketed over a longer period of time – thus enhancing opportunities for a return on investment**



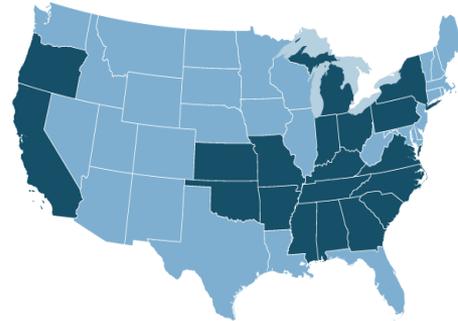
# Benefits of Marketing Websites

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## USCERTIFIEDSITES.COM

A single source on all certified site and shovel ready programs nationwide.



**NH BUSINESS RESOURCE CENTER**  
an office of the NH Division of Economic Development



**Londonderry**  
Business is good. Life is better.

AVAILABLE SITES





# Benefits to Municipalities

- **Offers municipalities a new and innovative economic development tool that:**
  - Recognizes Certified sites/buildings that are deemed important for economic growth and development within the community;
  - Promotes greater collaboration between applicants and municipality in establishing Certified Sites in the community;
  - Provides opportunity to market Certified Sites on municipality website(s)



# Best Planning Practices and Innovative Model

In 2012, a roundtable discussion with representatives from the business community and local governments resulted in white papers on the following topics:

- How Municipalities Can Improve Their Third Party Engineering Review Policies
- How Municipalities Can Improve Their Pre-Application Development Review Procedures
- How Municipalities Can Improve Economic Development Through Website Design and Content.



# Improve Online Economic Development Presence

Municipalities are encouraged to create and maintain websites that provide business owners and members of the development community with adequate, upfront information when considering new projects.



# Improve Online Economic Development Presence

- What is the development process?
- How long does it typically take to navigate the development process?
- What is the community's development vision/goals?
- What land use ordinances and regulations are in place?
- What development-related fees will I be charged?



# Improve Their Pre-Application Development Review Procedures

Municipalities are encouraged to adopt pre-application development review procedures to ensure the time to review and approve site plans and subdivision plans is not exacerbated and unnecessarily lengthened due to a less-than-optimal coordination of municipal departments and development-related review processes.



# Improve Their Pre-Application Development Review Procedures

The most successful Technical Review Committees often include the following components:

- Regular meeting times - Depending on the volume of activity, a minimum of two meetings per month should be held.
- Prepared members - To facilitate an efficient process, plans should be reviewed and comments submitted and shared by staff before the committee meets with a developer.
- No cost to developers - To encourage communication and good working relationships, municipalities should not charge for participation in Technical Review Committee meetings.
- Pro-active attitude - If the project is a good one, the Technical Review Committee should endeavor to work with the developer to make the project work, not simply identify why it won't work.



# Improve Third Party Engineering Review and Construction Monitoring Policies

Municipalities are encouraged to create more uniform, reliable and transparent third party engineering review and construction monitoring policies which avoid unnecessary cost and time constraints to development projects.