

## Marlboro Street Redevelopment

In recent years the City has undertaken a program to facilitate the redevelopment of Marlboro Street. The approach includes a combination of infrastructure investment, regulatory changes, and economic incentives to promote and foster new business and the reuse of existing buildings and sites. After a comprehensive planning review of the area, the following steps have been taken to place Marlboro Street on a path toward redevelopment.

Changed Zoning designation from Industrial to Business Growth and Redevelopment (BGR). This rezoning allows for a much broader array of uses including: multi-unit dwellings, offices, businesses, restaurants, and neighborhood-scale grocery stores. Industrial uses such as manufacturing, assembling and warehousing will still be allowed. (See attached list of permitted uses)

Established a Revitalization Tax Relief Incentive Zone through RSA 79E. In this area a substantial rehabilitation or building replacement of a qualifying structure may receive up to 5 years of tax relief. Qualifying projects are those that show public benefit by meeting one of several criteria including creating new full time jobs, enhancing economic vitality and preserving historic buildings. (See attached information sheet)

Established an Economic Revitalization Zone through the State of New Hampshire ERZ Tax credit program. Businesses can apply to the State for tax credits when they improve their buildings and sites and create new jobs within the designated zone. (See attached information sheet)

Planned Improvements to Marlboro Street in FY 2019 include a \$2 million project to improve water and sewer utilities, repave the road, fix drainage and curbing, and enhance sidewalks, bike lanes and crosswalks.

In FY 2022, the City proposes to build an extension of Victoria Street from its current terminus to Marlboro Street. This new street will create much needed access to developable property and reduce the amount of truck traffic in residential areas. The project is estimated to cost more than \$2 million.

The Marlboro Street area has recently be designated eligible for Federal New Markets Tax Credits. The NMTC Program attracts private capital into low-income communities by permitting individual and corporate investors to receive a tax credit against their federal income tax in exchange for making equity investments.

# Marlboro Street Redevelopment

Mixed-Use Opportunities Connected to a Historic Downtown

*The Marlboro Street corridor is poised to reclaim its historic, vibrant, economic diversity.*

In days past this area was a bustling gateway mixing vendors, small businesses, the railroad, manufacturing companies and the adjacent neighborhoods where many of these business' employees lived. This urban arrangement is the newly appreciated and highly prized live/work scenario. Recent initiatives and changes to Keene's regulatory structure have created vibrant new economic development opportunities in this uniquely-situated section of Keene.

The area offers walk & bike-able access to:

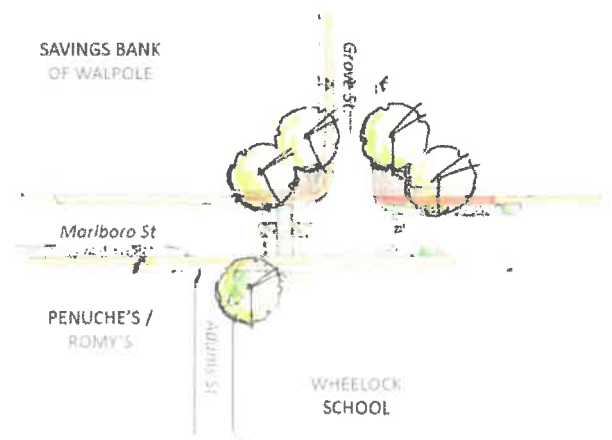
- Keene's historic downtown,
- The Heritage Rail Trail,
- Many of Keene's 23,000 residents,
- The 4,500 student and staff population of Keene State College and
- The hundreds of employees who work downtown Keene each day.



## Recent Changes

- ✓ Establishment of the Marlboro Street Corridor **Economic Revitalization Zone**
- ✓ Creation of Two New, **Mixed Use Zoning Districts**
- ✓ Designation of a **Community Revitalization Tax Relief Incentive**
- ✓ Budgeted **"Complete Street"** roadway improvements

GROVE ST./MARLBORO ST. CONCEPT (DRAFT)



# Summary Details for Marlboro Street's New Zoning Districts - 2017 Encouraging Economic Revitalization



*The project, begun in 2013, focused on updating the area's industrial zoning to allow for mixed uses and to encourage new, clean, industrial & technology businesses within walking distance of the adjacent, residential neighborhood. The area's downtown location has enabled extending Keene's downtown streetscape elements to re-invigorate and stimulate the Marlboro Street Corridor into a more vibrant mix of uses including multi-dwelling structures on top of businesses to extend the daytime use into nighttime. The project benefitted from a ten member, ad-hoc committee of residents and representatives of local businesses who attended 24 meetings over two years as well as four, community workshops, and 12 public workshops held by the Joint Committee of Planning, Licenses and Development combined with the Planning Board. These public workshops explored, discussed and revised details of each, of the three, resulting zoning districts. Keene's City Council approved O-2016-01-C and O-2016-02-A on October 19, 2017. Additional information is available at the Keene Planning Department, 603-352-5474. Each zoning district summary may include an:*

- *Intent*
- *General Provisions*
- *Incentives*
- *Permitted Principal Uses*
- *Parking Provisions*
- *Dimensional Regulations, and a*
- *Location Map*

Newly-Enacted: Division 22 - Business Growth & Re-Use (BGR)

Zoning District Fact Sheet, continued

PERMITTED PRINCIPAL USES:

	Subject to:
Assembly	Any one use may occupy no more than 30,000 gross square feet of floor space. Special exception subject to criteria for > 30,000 square feet.
Bed an Breakfast Inn/Tourist Home	
Bed and Breakfast with Meeting/Dining Facilities	
Bulk Storage & Distribution of goods, accessory to main manufacturing use	Any one use may occupy no more than 30,000 gross square feet of floor space. Special exception subject to criteria for > 30,000 square feet.
College: undergraduate, graduate and industrial training programs	Any one use may occupy no more than 30,000 gross square feet of floor space. Special exception subject to criteria for > 30,000 square feet.
Health & Fitness Center	Special Exception required for all outdoor activities. Accessory use only.
Historic Site	
Home Occupation/Live-Work	
Home Offices (Insurance/Publishing Companies, Manufacturing Firms)	
Manufacturing/Processing	Any one use may occupy no more than 30,000 gross square feet of floor space. Special exception subject to criteria for > 30,000 square feet.
Mixed-Use Development	
Multi-Dwelling Structure	Special condition: mixed use only when connected to a commercial or industrial use.
Neighborhood Grocery Store	< 3,500 SF
Nursery/Greenhouse	

# RSA 79E

## Community Revitalization Tax Relief Incentive FAQs

*79-E is a temporary tax relief program to encourage the rehabilitation & use of under-utilized buildings in downtown areas*

### What structures qualify?

- Existing buildings in the Keene Community Revitalization Tax Relief Incentive (NH RSA 79-E) District (see map on back)
- Residential uses must occupy no greater than 50% of the gross living area

### What Projects are Eligible?

#### Substantial Rehabilitation

- Costs for rehab of a qualifying structure must be  $\geq$  \$75,000

**OR**

#### Replacement of Existing Building

- Removal of a qualifying structure & new construction on the same lot where the costs are  $\geq$  \$75,000
  - ✓ The existing structure must not have significant historical, cultural or architectural value
  - ✓ The public benefit of replacement must exceed that of rehab.



#### Demonstration of Public Benefit\*

- Enhances downtown economic vitality
- Improves a culturally or historically important structure
- Promotes the preservation & reuse of the existing building stock
- Promotes efficient design, safety & greater sense of community consistent w/ the Comprehensive Master Plan
- Creates at least 1 new, full time job
- Directly integrates public art
- Achieves a nationally recognized green building standard

*\*Must demonstrate at least 1 of the above benefits*

### What is the process for seeking relief?

- 1) Owner submits an application to City
- 2) City staff review the application for completeness
- 3) Once complete, the City Council holds a public hearing on the application w/in 60 days of completeness
- 4) City Council votes whether or not to grant the relief & determine its duration w/in 45 days of the public hearing
- 5) If approved, the Owner records a covenant to ensure the public benefit is preserved

### How long is the tax relief period?

- Up to 5 years for rehab or replacement as determined by City Council
- Tax relief is at a pre-rehabilitation assessed value and begins after work is completed
- Projects that provide 3+ public benefits may be considered for a longer relief period

#### For more information:

Contact: Keene Planning Department  
4<sup>th</sup> Floor City Hall, 3 Washington St, Keene, NH  
p: (603) 352-5474



**City of Keene**  
New Hampshire

# ERZ FAQs for Businesses

## What is the ERZ Program?

ERZ stands for Economic Revitalization Zone. The ERZ tax credit program, which is detailed in RSA 162-N, offers a short term business tax credit for projects that improve infrastructure and create jobs in designated areas of a municipality.

## Why were ERZs established?

The ERZs were established to stimulate economic redevelopment, expand the commercial and industrial base, create new jobs, reduce sprawl, and increase tax revenues within the state by encouraging economic revitalization in designated areas.

## How is an ERZ defined?

An Economic Revitalization Zone means a zone with a single continuous boundary, designated in accordance with RSA 162-N:8, and having at least one of the following characteristics:

- (a) Unused or underutilized industrial parks; or
- (b) Vacant land or structures previously used for industrial, commercial, or retail purposes but currently not so used due to demolition, relocation of the former occupant's operations, age, obsolescence, deterioration, brownfields, or cessation of operation resulting from unfavorable economic conditions either generally or in a specific economic sector.

A community must request that a site or contiguous area be designated as an ERZ by BEA. Each ERZ is evaluated every five years to assess whether the designation is still eligible.

## How much is available in tax credits?

The State of New Hampshire has designated \$825,000 statewide, per year, to be made available for ERZ tax credits.

## How long will this initiative be in place?

This program will be in place until 2020, or until the State law governing ERZs is repealed or amended.

## What does a business



Revised 11/17

## need to do to qualify?

For a business to qualify for an ERZ tax credit it must create a least one (1) new job in the state, and meet the following criteria:

- The business must be physically located in an approved ERZ.
- Investment in plant or equipment must be made directly by the business applying for the ERZ tax credit.
- Jobs created must be full time, direct employees, and not be contracted or "temp" jobs.
- The investment and the job creation must take place within one calendar year.

## What is the process for a business to apply for an ERZ tax credit?

To apply for the tax credits you must fill out form ERZ-2 available from the Department of Business and Economic Affairs [website](#).

The deadline to apply is February 10<sup>th</sup> of the year following the applicant's tax year.

## How is the credit calculated?

The credit is based on a percent of the salary for each new full time job created and the lesser of: either a percent of the actual cost incurred for the project or a maximum credit for each new job created in the fiscal year

## What is considered a full time job?

A full time job is at least 35 hours per week and is a permanent, year-round position.

## How is the credit applied to my tax liability?

The tax credits shall be available to the taxpayer only for tax liabilities arising during tax periods including the tax period for which the tax credit is applied, up to an additional five (5) consecutive tax periods following the date of certification by the BEA commissioner.

The maximum amount of tax credit is \$240,000 per application, and the maximum applied per year by a taxpayer is limited to \$40,000.

## Who do I call with additional questions?

# CITY OF KEENE, NEW HAMPSHIRE

## 2019 - 2024 Capital Project Funding Request

### GENERAL PROJECT DATA

Project Name: **Marlboro Street Corridor Improvements**  
 Department: **Public Works - General Fund**  
 Physical Location: **Marlboro Street**  
 Federal Mandate: **N/A**

State Regulation or Law: **N/A**

Master Plan (CMP) Focus Area: **Quality Built Environment**

CMP Vision/Strategy: **Maintaining Neighborhoods**

Council Initiative: **Policy**

V.O.I.C.E.: **Continually Assess Facilities and Infrastructure**

Departmental Objective:



**Aerial**  
 Study Area

### PROJECT DESCRIPTION/JUSTIFICATION

In 2015 the City completed the Marlboro Street Zoning and Land Use Study. This study explored innovative approaches to encourage redevelopment along Marlboro Street and Southeast Keene. The study recommended changes to zoning and other regulations that will promote redevelopment of underutilized properties, improve stormwater management practices, preserve residential neighborhoods, and strengthen the area as a vibrant, walkable, mixed-use district. It identified improvements to Marlboro Street and adjacent neighborhoods to improve connectivity, walkability, pedestrian use, traffic flow, and enhance the appearance of the street.

This project provides funds to construct the interim Complete Streets concepts outlined in the 2015 Study. These concepts are tailored to three distinct segments of Marlboro Street based on street width and adjacent uses. The interim design calls for painted lane markings, crosswalks, and landscaping. FY17 provided funds to develop construction documents for the interim improvements. FY 19 provides funds for the construction of the proposed interim work. Once this work is completed the operating budget will be adjusted to maintain the pavement markings and other improvements.

It should be noted that the City applied for a NHDOT Transportation Alternatives Program (TAP) grant in the summer of 2016. The grant application proposes leveraging the funds requested under this CIP initiative as a 20% local match for a project with an expanded scope. If the City's application is accepted, the requested funds will be combined with the grant funds for a total project budget of approximately \$980,000. The grant application included conceptual plans for streetscape improvements at selected nodes along Marlboro Street, as well as consistent complete street treatments between the nodes.

### FINANCIAL PLAN & PROJECT SCHEDULE

	PRIOR YR	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
<b>EXPENDITURES</b>								
Design		171,017						171,017
Construction/Implementation								0
Property/Equip. Acquisition								0
<b>TOTAL</b>	<b>\$0</b>	<b>\$171,017</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$171,017</b>
<b>FUNDING</b>								
Current Revenue								0
Capital Reserve		171,017						171,017
Debt Funded								0
Federal or State Grants								0
Other Sources								0
<b>TOTAL</b>	<b>\$0</b>	<b>\$171,017</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$171,017</b>

**ANNUAL DEPARTMENT OPERATING BUDGET IMPACT:** Minimal \$5,001 to \$50,000

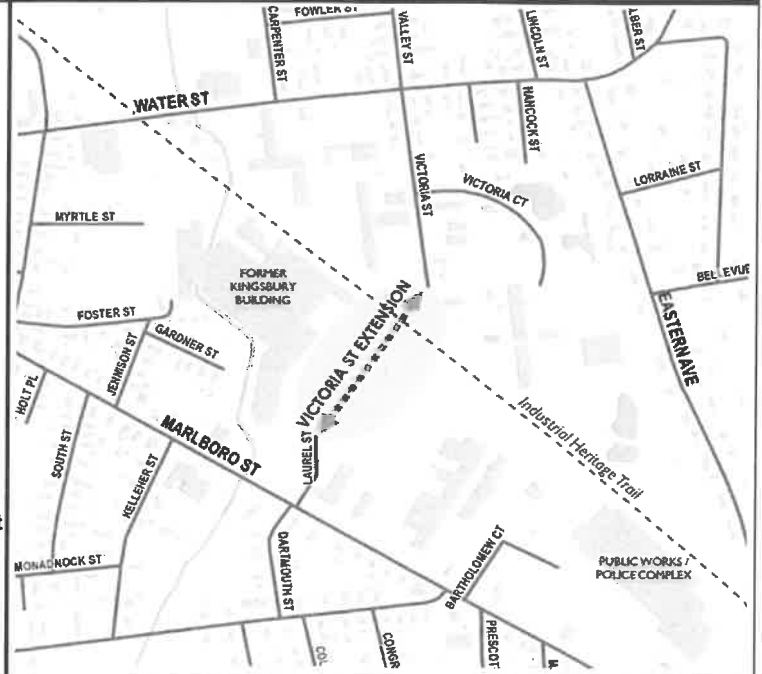
**PROJECT STATUS:** Ongoing CIP

# CITY OF KEENE, NEW HAMPSHIRE

## 2019 - 2024 Capital Project Funding Request

### GENERAL PROJECT DATA

Project Name: **Victoria Street Utilities - Sewer**  
 Department: **Public Works - Sewer Fund**  
 Physical Location: **Victoria Street Extension**  
 Federal Mandate: **N/A**  
 State Regulation or Law: **N/A**  
 Master Plan (CMP) Focus Area: **Healthy Community**  
 CMP Vision/Strategy: **Infrastructure**  
 Council Initiative: **N/A**  
 V.O.I.C.E.: **Continually Assess Facilities and Infrastructure**  
 Departmental Objective: **Facilitate redevelopment of Marlboro Street corridor**



### PROJECT DESCRIPTION/JUSTIFICATION

The 2004 Traffic Committee recommended the extension of Victoria Street from its current terminus southerly to Marlboro Street. That project is described elsewhere in this Capital Improvement Program.

This request will provide funding to install a Sewer main along the 1,200 feet of new road. The new sewer main will support the redevelopment of the adjacent properties..

### FINANCIAL PLAN & PROJECT SCHEDULE

	PRIOR YR	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
<b>EXPENDITURES</b>								
Design								0
Construction/Implementation					208,669			208,669
Property/Equip. Acquisition								0
<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$208,669</b>	<b>\$0</b>	<b>\$0</b>	<b>\$208,669</b>
<b>FUNDING</b>								
Current Revenue					208,669			208,669
Capital Reserve								0
Debt Funded								0
Federal or State Grants								0
Other Sources								0
<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$208,669</b>	<b>\$0</b>	<b>\$0</b>	<b>\$208,669</b>

**ANNUAL DEPARTMENT OPERATING BUDGET IMPACT:** Negligible<\$5,001  
One time

**PROJECT STATUS:** New Project



## NEW MARKETS TAX CREDIT PROGRAM



# COMMUNITY

Revitalization by Rewarding Private **INVESTMENT**

Over the past decade, our nation's low-income communities have suffered due to factors such as dormant manufacturing facilities, inadequate education and healthcare services, vacant commercial properties, and lower property values. As a result, many of these communities find it difficult to attract the necessary capital from private investors. The New Markets Tax Credit Program (NMTC Program) helps economically distressed communities attract private capital by providing investors with a Federal tax credit. Investments made through the NMTC Program are used to finance businesses, breathing new life into neglected, underserved low-income communities.

## HOW DOES THE NMTC PROGRAM WORK?

Through the NMTC Program, the CDFI Fund allocates tax credit authority to Community Development Entities (CDEs) through a competitive application process. CDEs are financial intermediaries through which private capital flows from an investor to a qualified business located in a low-income community. CDEs use their authority to offer tax credits to investors in exchange for equity in the CDE. Using the capital from these equity investments, CDEs can make loans and investments to businesses operating in low-income communities on better rates and terms and more flexible features than the market.

# CONCEPTUAL PLAN

for  
**Keene's East Side  
 Redevelopment**  
 from the  
**2015 Community Forum**

## CULTURAL HUB

- Arts Complex
- Community Services Cluster/Facility
- Teen Space
- Mixed Housing
- Community Green Space
- Incubator/New Business Offices

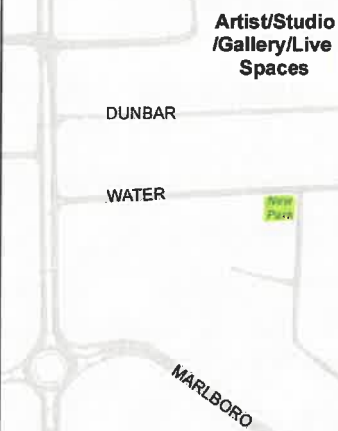


## BEAVER BROOK RIVERWALK & GREENWAY

- Pedestrian /Bicycle Hub Connector
- Greenspace Ribbon Along Riverwalk/Path
- River Rerouting Removes Flow Obstructions
- Installation of Flood Storage and Storm Water Retention Ponds Mitigates Flooding in Combination with Add'l Detention Areas Further Upstream in Watershed

## COMMUNITY CORE

- Stormwater Retention Area
- Outdoor Community Gathering Area
- Dog Park
- Solar Farm
- Farmer's Market
- Municipal Parking
- Pedestrian & Cycle Access by Trail to Downtown



## TECHNOLOGY HUB

- Corporate Office /R&D Space
- Entrepreneur, Manufacturing, Assembling, Lab, & Office
- Live/Work Buildings
- Neighborhood Retail
- Pedestrian/Cycle Trail/Access to Downtown



## MARLBORO STREET

- Cafes/Coffee Shops
- Live/Work
- Neighborhood Retail
- Small Restaurants



### Legend

- Public Green Space
- Proposed Addition and Bridge
- Riverwalk/Greenway Trail
- Rail Trail/Industrial Heritage Trail
- Victorian Street Extension
- Building Reuse
- Floodway
- Floodplain

