

CONCORD DEVELOPMENT

SUMMER 2015

CONCORD'S MAIN STREET PROJECT**PROJECT HISTORY**

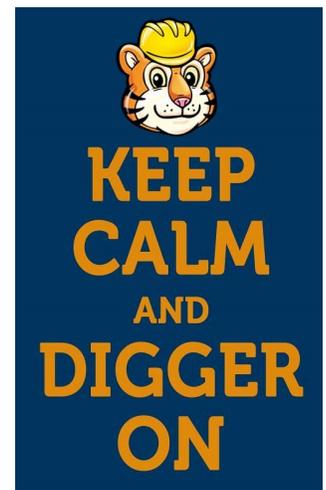
In 2012, the City of Concord was awarded a \$4.71 million U.S. Department of Transportation TIGER Grant. The City's Engineering Division and other City staff, under the direction of City Council, worked diligently over a period of three years, to finalize all the details of the project, including the road and sidewalk design, lighting and signage, as well as the overall construction schedule. More than 70 public meetings were held to gather input from residents and business owners. The City hired the public relations firm [Louis Karno & Company](#), to work with the downtown merchants and to provide ongoing communications for the project. Karno provided the project's website, a live-webcam, a hotline, and the project's own mascot, Digger! Visit the [Main Street Project website](#) to watch the construction live and to keep abreast of the latest news and project schedule. You can also sign up to receive project updates.

**GROUNDBREAKING CEREMONY**

The Main Street Project officially began on Monday, April 20th. Many turned out to be part of the historic groundbreaking ceremony for the Main Street Project. This photo will be placed in the time capsule as part of the Concord 250 celebration.



DIGGER





The construction on the east side of Main Street from Centre Street to Pleasant Street was completed largely on schedule. The construction schedule was coordinated around the [Market Days Festival](#), which this year was held June 25th through 27th and was a smashing success.

THE SEVERINO CREW



Severino Trucking Company, Inc., was awarded the contract for the Main Street Project in September of 2014. Severino has been extremely attentive to the little details, such as helping people cross the street, assisting merchants and customers, and being aware of pedestrians trying to go into businesses; all with a smile. Severino even put together a set of behavioral guidelines to be followed by all their crew members, as well as by all the sub-contractors. "Severino's efforts are above and beyond!" said City Engineer Ed Roberge.



The Barley House

SUPPORTIVE MERCHANTS

Although construction can be inconvenient in the short-term, the downtown merchants have been great partners. A number of businesses even caught Digger's enthusiasm to "Digger on!"



Mark Knipe Jewelers

ACCORDING TO CITY ENGINEER ED ROBERGE

The success of the Main Street Project was largely based on the participatory design development process. Some of the best features of the design are:

- ◇ The dramatic streetscape changes — a two-lane road focused on safe multi-modal access by pedestrians, bicyclists, motorists, and riders of public transportation.
- ◇ Sidewalks focused on livability and placemaking spaces to allow for people to gather and dine outdoors, while providing areas for plazas and public art spaces.
- ◇ Accessible access to more businesses and parking, including the removal of the double step curb.

Of course, anytime that something old is torn apart — building, sidewalk, or road components — it’s unknown what will be found. The challenge is to then come up with solutions that will work. One of the biggest challenges early on in the construction was a 20” water main break. However, responding to field conditions and getting the word out to all those who were affected was done very successfully. Having the project team prepared with good, established lines of communication and the quick reaction of the Severino construction crew and the City’s General Services Department turned this challenge into a success.



City Engineer Ed Roberge (left) & Project Manager Gene McCarthy, from McFarland Johnson, the Engineering Consultant for the Main Street Project.

Ed stated “the biggest challenge during construction is to maintain a balanced environment, by managing parking, pedestrian access, business and storefront visibility, while being as safe as possible with a project this size.” He’s looking forward to having Concord’s downtown much more livable!

COMMUNICATION, COMMUNICATION, COMMUNICATION

[Louis Karno & Company Communications](#) was hired by the City after a competitive RFP process. They are a local firm with offices on Warren Street. Brett



St. Clair, a partner at the company, has guided the communications and marketing effort for the project. He is assisted by Alex McIntire. Their overall goal is to rally the whole community behind the project. In order to accomplish this goal, the firm set three project objectives:

- ◇ Help the downtown merchants maintain commerce during construction.

- ◇ Make the patrons of downtown, the people who work downtown, and the merchants aware of other parking available to them, including parking on side streets and parking garages.
- ◇ Provide timely, accurate information regarding the construction for merchants, downtown workers, and patrons to keep them abreast of what is happening so they can negotiate the construction and accomplish their own day-to-day goals.

Marketing Tactics:

- Project Email Updates: 625 people receive weekly project email updates. When an unexpected issue arises, updates are sent out every three to four hours until the situation is resolved.

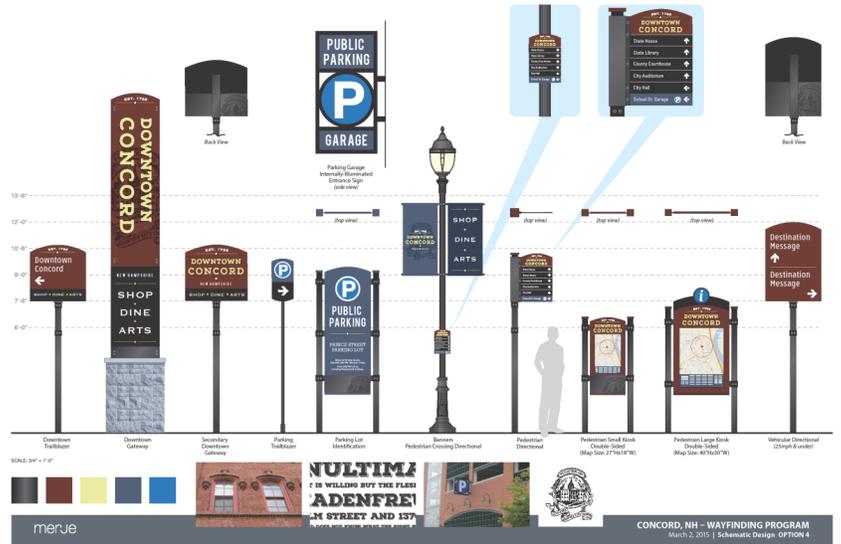
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WAYFINDING AND LIGHTING

The City of Concord chose a well-designed wayfinding program to make the downtown easy for both pedestrians and motorists to navigate to businesses, parking, and other venues. The “History” design was the chosen theme for the signage.

The lighting plan, also approved by City Council, will complement the signage and add a “wow” factor to the completed Main Street. Uplighting will adorn the trees, the State House arch, the War Memorial, and the NH Savings Bank building at 97 North Main Street.

Wayfinding & Signage



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COMMUNICATION, COMMUNICATION, COMMUNICATION

- Main Street Project Survival Guide Brochure: More than 25,000 brochures have been distributed to 100 business locations. Brochures were also inserted with all the City’s water bills.

- Webcam: Good feedback has been received from the live webcam view of North Main Street on the [project website](#).

The most effective part of the communication process has been building relationships with downtown stakeholders. The Louis Karno team held brief conversations before the project launch with business owners and managers on Main Street, including those in the upper floor offices.

During construction, Brett and Alex go out weekly to talk personally with those who will be most affected by the current construction, so they know what’s going on and have their questions and concerns answered in advance.

Because of the relationships and trust that have been built, due to not only Louis Karno’s efforts, but also those of Severino Trucking Company and the City, the project is becoming a tremendous success.



EAST SIDE OF MAIN STREET—COMPLETED JULY 2015





For information and development assistance, contact:
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