

VISION

3.1 Process

After reviewing the physical characteristics of the study area and the demographic and economic profile of Manchester's downtown, the consultant team examined existing zoning, land use, and transportation patterns and identified key amenities throughout the study area within the context of ongoing development activities and the current economic climate and market conditions to yield a summary of the issues and constraints faced within the area. After workshop participants reviewed the consultant team's existing conditions analysis, they created a vision statement and development goals for the future of downtown Manchester. The vision statement and development goals have served as the basis for consultant team recommendations in this report.

3.2 Vision Statement

“Create a vibrant downtown that will enhance the quality of life for all of the City’s residents and reinforce Manchester as a great place to live and the ‘place to go’ for all New England residents and visitors.”

3.3 Development Goals

Five primary development goals are recommended to realize the City's vision for the downtown area:

- Focus on residential growth to fill the gaps.
- Continue expanding cultural and visitor amenities.
- Increase downtown's “pull” by augmenting existing assets.
- Create stronger regional transit links.
- Preserve opportunities for commercial growth in the downtown.

Discussions at subsequent vision meetings were integral in formulating recommendations to realize the vision. Two types of recommendations were developed – Policy Initiatives and Development Projects. These initiatives and projects are discussed in sections 4.0 and 5.0 of this report, respectively.

