

# Kittery's Economy

## LABOR FORCE

- Total labor force is comprised of 5,624 people, which equals a 68 percent participation rate
- The majority of Kittery residents are employed in educational services, healthcare, and social assistance
- The Naval Shipyard contributes to the professional, scientific, management and administrative services sectors
- Six primary employment sectors are: manufacturing, professional services, public administration, retail trade, food services, educational services, and healthcare
- The average weekly wage in Kittery is \$1,404 per week



*Kittery has an eclectic mix of restaurants, retail, and housing.*

## PRIMARY ECONOMIC DEVELOPMENT AREAS

- Downtown/Foreside:
  - One of Kittery's more unique and interesting commercial areas with a mix of retail, restaurants, and daily service needs
  - Accessible by car, walking, or biking
- Route 1 Bypass Area:
  - Areas is zone Commercial 3 (C-3) and allows for the provision of general retail sales, services, and business space
  - Current businesses include a hardware store, motels, a fitness center, automotive repair shop, brewery, and sewage disposal plant
- Route 236/Dennett Road Area:
  - Currently mostly undeveloped, the business park area does have sanitary sewer line infrastructure already installed
  - Existing uses along Route 236 are small-scale commercial developments such as machine shops, office buildings, and a seafood wholesaler
- Route 1 Outlet Area:
  - Aside from the Foreside, this is one of Kittery's oldest and most successful economic development areas; the outlets generate property tax revenue and draw customers locally and regionally
- Route 1 Mixed Use Area:
  - The area is zoned Mixed Use with the primary purpose of providing office, service, and residential uses
- Gourmet Alley:
  - An interesting mix of

## WHAT DOES IT MEAN?

- Kittery's employment base includes a large number of lower-wage retail, restaurant, hospitality, service, and entertainment workers which are impacted by cost of living increases
- The Town should begin to think about business diversification along the Route 1 corridor as regional competition in outlets grows
- The success of the Foreside and Route 1 Outlet Corridor shows the Town should continue investing in economic development areas
- The Town has many commercial zoning districts. Is this necessary? Should some be consolidated or changed?

