



OLD VALUES - NEW HORIZONS

## COMMUNITY DEVELOPMENT

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### **WEDC Market Square Subcommittee Approved Meeting Minutes Monday February 9th @ 8am Community Development Department**

WEDC Subcommittee Members in Attendance:

Al Letizio, (Chair) Mike Oldenburg, Joel Desilets, Bob Higgins, Alan Carpenter, Kristi St. Laurent

WEDC Subcommittee Members Absent:

Paul Gosselin and Noel Lyons-Baker

Meeting called to order by Al L. at 8:20am

Meeting minutes of 1/13/15 approved as written 4-0-2.

Al L. discussed history of the Land Use Subcommittee and the move to the Market Square Subcommittee. The end results is the 12/3/14 version of the draft Ordinance that was provided to the Subcommittee.

Al L. talked about how to move forward with concept now that there is excitement about it.

Joel D. expressed thanks to Kristi St.L and Alan C, for their support and effort in the past on the Planning Board and going forward on this Subcommittee.

Al L. talked about the upcoming Windham Magazine and the good publicity it will create around this idea.

Joel D. discussed the management company that is involved with Assembly Square, Lynnfield Market Street and who owns the Saws property here in Town.

There as discussion about parking and how structured parking could be done with shops on the 1<sup>st</sup> floor and not doing surface parking. This would alleviate the look and feel of 5 separate developments if it is not all built as one project. Could there be incentives for structured parking? Are there regulations in place that would not allow with?

Laura mentioned that the current height restrictions would not restrict this type of development but that cost and the availability of buildable land would play the biggest role.

Bob H. stated that with the existing topo that structured parking might be a feasible alternative.

Al L. reminded everyone that the Subcommittee is not the developer; the Subcommittee wants to make sure that the rules and regulations that are in place are not a hindrance to good development. The free market will take care of many of the issues that are being discussed.

Laura was asked how the proposed regulations were developed. It was stated that the Subcommittee looked at the existing Commercial A & B, Village Center, PBT, Limited Industrial and Gateway Districts and took what they liked out of each of them to develop the draft Market Square District. Then the Subcommittee, WEDC and Planning Board all gave input and the draft document was amended to what it is today.

The Subcommittee reviewed the draft District and made the following 2 changes:

- Allowed outside seating to 620.2.3
- Deleted restriction of activities to be inside from Section 620.2.4

Alan C wanted to know if there should be a section of prohibited uses.

Bob H. felt that if the development was done properly and designed well, then the actual uses are less of a concern.

Joel D. felt that undesirable uses are unlikely to be in the center of this type of development due to the control of the management company. Alan C agreed if it was one developer controlling the entire project but not so sure if there are multiple developers/projects involved.

Subcommittee discussed and decided not to include a list of prohibited uses because it would not be able to be all inclusive.

Mike O wanted to know how we could prohibit strip malls.

Kristi StL. Stated that she felt if this was an overlay district that limited the size of the development (minimum acreage) that would ensure that. Alan C. would want the overlay to be on top of existing zoning districts (PBT, Gateway, etc.) and not just this area. Joel D. wanted to just stay focused on this area (5 parcels) and not the whole Town.

Laura was asked to explain how an overlay districts work and expressed concern that if this was made an overlay district developers don't have to use it unless it is required on parcels over a certain size. For those parcels under that size, PBT would be the Zoning.

Al L. stated that there is a risk that there will be 5 Market Square developments but that it could still create a center.

Kristi St.L. stated that the smaller lots may have trouble meeting vision of the zoning district, like they have in Village Center.

Bob H. wants to make it easy for developers to come so would it be smart to ask developers their thoughts on this.

Laura did mention that at the joint Greater Salem Chamber of Commerce and WEDC meeting, when this was discussed, a representative from Brooks Properties said that the biggest things developers look for are water, sewer and infrastructure. If that is not in place then a segment of businesses/developers will not be interested. Work with what we have.

Alan C. mentioned changing 620.3.7 to a % and not sqft; he had concerned about the signage regulations and being too restrictive; and that the language for 620.3.10 is confusing.

Bob H. wants some restrictions on signage so that it looks good. Joel D. asked if we should include language about requiring a master plan for signage. Laura mentioned that the Planning Board asks for that already – showing location, size, lighting, colors – of proposed signage and then as tenants change, a permit from the Department is all that is required.

Laura stated that the language for 620.3.10 was written that way in case the units were condos and not a "tenant".

The Subcommittee felt that there should be more discussions about overlay vs district language; signage regulations; and Sections 620.3.7 and 620.3.10 and the next meeting.

Motion made by Kristi and seconded by Joel to Adjourn. 6-0 Adjournment at 9:25am

Submitted By Laura Scott