

**ECONOMIC DEVELOPMENT ADVISORY COUNCIL
MINUTES
April 3, 2015**

The meeting, hosted by Laurie and David Rauseo, convened at 7:30 a.m., at The National Safety Council Regional Training Center, 2 Whitney Road, Penacook, NH.

- PRESENT:** Brad Hosmer, Robert Carey, Christopher Carley, Stephen Heavener, Bill Norton, Councilor Byron Champlin, Tim Bernier, and Mayor Jim Bouley
- ABSENT:** Councilor Allen Bennett, Walter Chapin, John Hoyt, Councilor Fred Keach, Councilor Jan McClure, Claudia Walker, and Councilor Brent Todd
- STAFF:** Carlos Baía, Deputy City Manager – Development
Donna Muir, Administrative Assistant
- GUESTS:** City Planner Nancy Larson
Assistant City Planner Heather Shank
Brett St. Clair, Partner, Louis Karno & Company
Paul Morrisette
David and Laurie Rauseo

1. Approval of the February 6 and March 6, 2015 meeting minutes

The Chair asked that the minutes of February 6 and March 6, 2015, be reviewed for approval at this time. Mr. Carey moved to approve both sets of minutes as submitted and Mr. Norton seconded the motion. Motion carried unanimously.

2. Concord Crossing / Whitney Road Property

The Chair thanked David and Laurie Rauseo for hosting the meeting. Mr. Rauseo explained that the 2 Whitney Road building was formerly an amusement ride manufacturing plant. He and Ms. Rauseo were able to purchase it after the Small Business Administration foreclosed on the property. The 76,000 square foot building now houses offices, high-end manufacturing firms, and the Concord Sports Center. Mr. Rauseo stated that the second phase, Concord Crossing II, encompasses about 32 acres of industrial land and ten acres of retail/commercial land, which currently houses a gas station/convenience store, donut shop, and deli. He also noted that the City plans to extend Whitney Road to Sewalls Falls Road in the future.

3. Cluster Development Ordinance

Mr. Baía stated that EDAC had discussed revising the cluster development ordinance a few years ago; however, with the turnover in the Planning Division, there hasn't been any continuity in updating the ordinance. Now that the Planning Division is fully staffed, Heather Shank, the new Assistant City Planner, has undertaken this project.

Ms. Shank stated that in reviewing the City's cluster development ordinance, she looked at what other cities and towns in New Hampshire were doing and reviewed best planning practices. She outlined some of the issues that she sought to clarify, including:

- Does the current ordinance need to be revised?
- Should cluster development be mandatory? What about for minor subdivisions?
- How much open space should be required?
- How much open space should be buildable?
- How should density be determined?
- Should there be lot area minimums? Lot setbacks?
- Buffers / frontage requirements / contiguous area requirements
- Access to open space
- Requirements for RM and RN districts
- Possible incentives

EDAC members discussed some of the issues and were in agreement that minor subdivisions should be exempt from any cluster development requirements.

Mr. Norton moved to have EDAC endorse a two-step process concerning the cluster development ordinance -- the first step would be to remove minor subdivisions from requirements of the cluster development ordinance and the second step would be to revise the ordinance for all major subdivisions. Mr. Bernier seconded the motion. Motion passed unanimously.

Ms. Shank explained that the next steps in the process will be to:

- have discussions with the Conservation Commission
- develop proposed amendments
- Planning Board review of proposed amendments
- City Council review and adoption

It was suggested that Ms. Shank would follow-up with EDAC, via email, once she had met with the Conservation Commission and received their input.

4. Update on Main Street Project

Brett St. Clair provided EDAC members with an overview of the marketing/communications plan for the Main Street project. Mr. St. Clair is a partner with Louis Karno & Company, the firm that was hired by the City to create and implement a multi-channel communication campaign for the project. Mr. St. Clair explained that their goal is to get the entire community behind the Main Street project and to ensure that commerce continues throughout the project. To develop the strategy for Concord's project, Louis Karno & Company used research as well as the experiences other towns that recreated their Main Streets. The various methods used to keep people informed about what is going on with the project include:

- Face-to-face meeting with people who work downtown
- Weekly email updates
- Word of mouth communication
- Website with updated information
- Radio campaign – WJYY / WKXL / WOLF
- Concord Monitor

Mr. St. Clair announced that a groundbreaking ceremony would be held on Monday, April 20th at 10:00 a.m., in front of the State House arch.

The meeting adjourned at 8:50 a.m.

*Respectfully submitted,
Donna Muir*

DRAFT