

FINAL MINUTES

EDC MEETING MINUTES

April 5, 2011

1. Call Meeting to Order

Chairman Barry Sandberg convened the meeting at 8:20 am in the Nowak Room of the Town Office Building. Other members present were: Vice Chair Caroline Amport, Committee Secretary Beth MacDonald, Building Inspector Doug Eastman, Town Planner Sylvia von Aulock, Christine Davis, Don Briselden, Karel Kunz, Chamber of Commerce President Mike Schidlovsky, Selectmen's Rep. Julie Gilman, Alternate Selectmen's Rep. Don Clement and Madeleine Hamel.

2. Approval of minutes

Mr. Briselden moved to approve the minutes of the March 22, 2011 meeting. Ms. MacDonald seconded. Vote: Unanimous.

3. Finance Report

No report. Treasurer Brian Lortie will return to regular meetings in May.

4. Exeter Town/Committee Reports

Ms. Gilman reported that the Heritage Commission will meet on Wednesday. Ms. Gilman also wanted to make the Commission aware of an issue that could have significant impact on Exeter, the failing culvert on Water Street that may cause disruption to traffic, parking, and events on Swasey Parkway. The Selectmen were presented with possible short term traffic flow options as follows:

1. Route outbound traffic one way through Swasey Parkway and inbound traffic one way all the way down Water Street into downtown. (Cost: \$11,000)
2. Route outbound traffic one way through Swasey Parkway and inbound traffic one way on Water Street until it reaches the Park Street intersection. (cost: \$14,000)
3. Put a set of traffic lights on each side of the culvert and only allow traffic one way at a time. (Cost: \$48,000)
4. A temporary bridge over the culvert, but this would be more costly than any other option, but no cost estimate yet.

Mr. Briselden offered that Newfields Road from Exit 10 into downtown could be made one way outbound and residents would have to use Exits 9 and 11 to enter town. Ms. Amport is concerned about the families that use the parkway for concerts, the farmer's market, etc. She would rather see the Town fix the problem. Ms. Gilman and Mr. Clement stated that if the traffic was to be rerouted, the farmer's market and concerts would have to be relocated and there would be structural changes because the speed bumps would have to be removed. Ms. Amport said that such modifications would be bad for the parkway because they may be difficult to get put back

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in place. Mr. Kunz said that the public was not informed enough to vote for the culvert but that voters will take notice of these types of changes.

Mr. Briselden moved that the Economic Development Commission request that the Board of Selectmen find a solution to the Norrisbrook Culvert issue that does not utilize or modify Swasey Parkway. Ms. Amport seconded. Vote: Unanimous.

Mr. Sandberg asked that this motion be passed to the Board of Selectmen as a recommendation from the EDC. Town Planner Sylvia von Aulock said that the Transportation Committee is looking at the possibility of creating an in-town bus loop using the increase transportation funding due to the increase in local registration fees and the Library may also offer some funding. This loop would help people get to the Rec Park, Library, or Farmer's Market as well as other locations around town, and that a survey is being prepared.

4. Discussion/Action Items

a. New Business

i. Preparations for EDC Visioning Meeting

Ms. Amport said that the next meeting will be about the Master Plan and that everyone should review it and come with specific questions since time is short. Ms von Aulock said that most of the Master Plan is available on the Town website.

ii. Smart Growth Presentation –

Town Planner Sylvia von Aulock presented the following list and gave a brief overview of each item:

Examples of Smart Growth in Exeter

- Energy Related: Zoning Ord. Article 6.17 Wind Energy Systems
- Innovative Subdivision Design: Zoning Ord. Article 7. Open Space Development
- Affordable Housing Incentives: Zoning Ord. Article 7.7.1 Home ownership and rental properties
- Natural Resource Protection: Zoning Ord. Article 9.1 Wetland conservation District including new Buffer Delineation as well as Article 9.3 shoreland protection and riparian buffers.
- Flood Hazard Zoning: Zoning Ord. Article 9.4 Floodplain (possible new section on geofluvial erosion zoning)
- Innovative Zoning to allow Mixed Use: Zoning Ord. 2.2.50 Mixed Use Definition and allowances (C1, C2, NP, WC districts). Also allowance for limited retail within NP, CT, CT-1 and PP districts (Article 6.73).
- Reduced Impervious Surfaces: New Roadway Parameters within Site and Subdivision Regulations, section 9.17
- Stormwater Management and Erosion and Sediment Control : in the process of being revised.
- Preserving Dark Skies: New Lighting Requirements within Site and Subdivision Regulations,

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section 9.20.

Additional topics to consider: energy efficient development, infill development, lot sized averaging. Ms. Von Aulock said that Smart Growth is about growing communities while keeping the identity of the community intact. This comes from educating ourselves about an issue and then making a decision that is best for the community. Visioning sessions have led to many decisions here in Exeter. Exeter is known statewide for its Affordable Housing program in locations around town like Wood Ridge, the Szanton Building and the Meeting Place building project.

Smart Growth also addresses mixing commercial and residential projects successfully. Ms. Von Aulock and her staff work with builders and developers to find workable solutions to a variety of issues before and during building projects. Mr. Briselden asked how word would get to builders and developers that the Town is willing to work with incoming projects. Ms. Gilman suggested that the Town could develop a plan similar to Stratham's "Gateway" plan to keep the desirable architectural look of the businesses. Mr. Sandberg asked if the Chamber of Commerce talks about Smart Growth, and Mr. Schidlovsky replied that they do not, but offered that the Chamber assures businesses that the Chamber has their best interest at heart and wants to preserve their business investment in Exeter.

iii. Presentation of Vendor's Policy

This discussion is tabled until the next meeting in the interest of time, since the Swasey Parkway discussion was lengthy.

b. Old Business

i. West Ex Project update-

Mr. Briselden said that the first task is to build a timeline. He and DPW Director Jennifer Perry will identify the next tasks. The next meeting of the group will be May 10 at 8:30am at the Town Office and it will have 3 goals:

1. To find a new name for the "West Ex" neighborhood
2. Determine if DPW can do some low cost items to build momentum for the project.
3. Find funding sources for the Lincoln Street area projects through grants, parking fees or a TIF.

Mr. Schidlovsky apologized to the Commission for missing the past couple of meetings, but wanted to renew his support of two issues: 1. He believes in the TIF program and believes that the public must be better educated about it, and 2. The Exeter/Stratham Wastewater plan is important to keep supporting. Ms. Gilman said that the Rockingham Planning Commission has a study pending on the wastewater issue and that Stratham is also talking to the other towns around them.

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6. EDC Subcommittee Reports

- a. Executive-None
- b. Governance and Regulations-None
- c. Public Programs-None
- d. Marketing and Communications-

Mr. Kunz reminded that Commission that the 2011 Volunteer Fair will be at the Town Hall on Saturday, April 16 from 10-noon with representatives from the EDC.

- e. Business Retention & Recruitment-None

7. Meeting Schedule Review

The next meeting will be in two weeks, Tuesday, April 19, 2011 at 8:15am.

8. Announcements-None

9. Adjournment

Mr. Briselden moved to adjourn the meeting at 9:30. Ms. Gilman seconded. Vote: Unanimous.

Respectfully submitted,

Kelly Geis
Recording Secretary

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