

TOWN OF JAFFREY, NH
PLANNING BOARD WORK SESSION
Minutes
July 13, 2021

Present: Amy Meyers, Ed Merrell, Margaret Dillon, Jack Belletete, Laurel McKenzie, John Peard (alt) *will vote*, and Keith Dupuis *arrived at 6:29 pm*

Absent: William (Bud) Taylor

Staff: JoAnne Carr, Director of Planning and Economic Development, Becky Newton, Recording Secretary

CALL TO ORDER – Chairman Meyers called the public hearing to order at 6:03 pm.

MEETING MINUTES APPROVAL

On a **motion** by Merrell, seconded by Dillon the minutes of June 8, 2021 were approved as presented. (5-0-1)
LM abstained

WORK SESSION

M Dillon presented the recommendations for updating the implementation of the Downtown Plan. The subcommittee includes M Dillon, J Peard and W Taylor. The draft is provided below.

She noted that this document did not include a summary of goals that have been completed including several items relating to the roundabout project.

Recommendations/Implementation Plan

Downtown Jaffrey has a vast amount of potential to once again become the epicenter of community life for residents of Jaffrey and become a desirable tourist location for visitors to the region. By creating a vision of Downtown Jaffrey that all stakeholders are willing to embrace, the town can begin to take some necessary steps to revitalize the area. The following is a list of recommendations for creating an environment that will foster downtown revitalization:

DOWNTOWN MASTER PLAN IMPLEMENTATION STRATEGY UPDATE (DRAFT 7/9/21)

	Priori ty (1,2, 3)	Time Fram e* (S,M, L)	Funding (Potential Source)	Leadership
1) Goal: Coordinate Downtown Planning into the DOT 202/124 Intersection Improvements.				
<i>Action:</i> Recommend the Select Board appoint a Downtown Revitalization Committee	1	S	N/A	Select Board
<i>Action:</i> Consider increasing the TIFD District Boundaries to include the entire proposed area for the Route 202 traffic project.	1	S	N/A	PB/EDC
2) Goal: Encourage Attractive Commercial Development & Inviting DT Events				
<i>Action:</i> Develop an outreach plan and communication strategy to reach businesses and residents ¹	1	S	PB/EDC Budget	DT Committee

¹ A comprehensive outreach strategy would include a broad spectrum of interests as outlined in the Master Plan

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	Pri ty (1,2, 3)	Time Fram e* (S,M, L)	Funding (Potential Source)	Leadership
<i>Action:</i> Provide an information kiosk/welcome center for projects and events happening in town.	1	S	DT TIFD	DT Committee
<i>Action:</i> Increase opportunities for building social capital in DT through promotion of the arts & culture and support of organizations that provide such services.	2	S-L	DT TIFD, private funds, partnerships	Civic Center, TEAM Jaffrey, Chamber, The Park Theater, Grass roots coalitions
<i>Action:</i> Evaluate existing Site Plan Regulations and Zoning for consistency with DT redevelopment goals (parking, access, uses) ² Explore possible Partial C.O. based on Conditions of Approval	2	M	N/A	PB
<i>Action:</i> Evaluate PB conditions of approval for Site Plans, for maintenance of infrastructure and enforcement.	2	M	N/A	PB
<i>Action:</i> Update the Main Street Program's (Architectural) Design Guidelines for inclusion in the Site Plan Regulations.	2	M	N/A	PB, TEAM Jaffrey
3) Goal: Improve Pedestrian access along Route 202N				
<i>Action:</i> Implement Pedestrian Enhancements as per NH transportation Alternatives Program funding.	2	S	NH DOT TAP	PB School Town Staff
<i>Action:</i> Extend interconnections on the Rail Trail	2	M-L	DOT/Transportation Enhancements	ConCom/Rec/TEAM Jaffrey Town Staff
4) Goal: Investigate applicability of adopting a Neighborhood/Local Historic District				
<i>Action:</i> Conduct a "Place Audit" or "Community Assets Inventory"	2	M	N/A	DT Committee
<i>Action:</i> Review the extent of the existing Historic District; determine interest and viability of an expanded district.	3	L	N/A	DT Committee
<i>Action:</i> Survey owners and residents for local interest; provide information on potential benefits. ³	3	L	N/A	DT Committee
Additional Goals for discussion				
Per Town Meeting 2020 Article 39: Sets a goal of 100% renewable, zero waste community.				
<i>Action:</i> Investigate options for Electric Vehicle Charging Stations				

² Should this item be a higher priority?

³ Recognizing a potential conflict between historic structures and potential low energy/carbon neutral retrofits.

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	Priori ty (1,2, 3)	Time Fram e* (S,M, L)	Funding (Potential Source)	Leadership
<i>Action:</i> Follow-up with WW Cross workshop for site redevelopment as an innovative technology center see https://www.townofjaffrey.com/sites/g/files/vyhlif4561/f/uploads/wcross_draft_report.pdf				
Add your own here!				

* S= Short Term: 1 year, M= Medium Term: 1-2 years, L=Long Term: 3-5 years

Comments and Suggestions:

A Meyers asked for clarification on TEAM Jaffrey's mission. According their website: *TEAM Jaffrey is dedicated to enhancing, revitalizing, and promoting the downtown area of Jaffrey, NH by supporting existing commercial establishments, encouraging new business opportunities, and promoting tourism.* L McKenzie asked is there overlap between TEAM, the Chamber and the EDC? TEAM Jaffrey holds events such as Scarecrows on the Common, Riverfest, Concerts on the Common, and the Farmer's Market that focus specifically on the downtown area whereas the Chamber is a membership organization with a broader demographic that is more business-focused. J Carr noted that there is a professional services agreement between TEAM and the Town. L McKenzie asked to review it. Their scope of work was expanded this past year to include the downtown revitalization committee, etc. Funding for TEAM comes from the TIFD budget.

Goal 2 – Encourage Attractive Commercial Development & Inviting DT Events

The Park Theatre is an asset to the Town and could be the focus of the downtown area. Can the Town work together with the Theatre or facilitate partnerships in the surrounding area to create event packages including lodging, dining and a show? Concerts on the Common could be moved inside during the colder months. The upstairs area could be utilized for other events. Parking could be an issue. Community Field could provide additional parking with more formal paving and striping.

Create a committee to find private and/or public property in the downtown area to host art installations.

Evaluate conditions of approval for site plans and maintenance of infrastructure and enforcement. How do we compel property owners to invest in and maintain their properties? Chapter 79E has been adopted by the Town which provides property tax relief for owners who are renovating buildings in the downtown area.

- How to police these issues long-term?
- Is there a temporary occupancy permit that could be issued that would allow completion of landscaping etc.?
- Consider requiring a performance bond or an escrow for one year to complete and follow-up on compliance issues on site plans.
- Consider creating a business association to help beautify member businesses.
- Create a Town ordinance with a fee structure to address violations.
- Create incentives for owners to sell run-down properties.

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Consult with TEAM Jaffrey on Design Guideline for the Downtown area. Consider doing an annual evaluation of the organization.

Goal 3 – Improve Pedestrian access along Route 202N

Funding has been secured for the Sidewalk Project on Stratton Road and Peterborough Street. Construction will begin spring 2022.

The next section of Rail Trail to be completed is Webster Street to Pelletier's Sport Shop.

Goal 4 – Investigate applicability of adopting a Neighborhood/Local Historic District

Determine if there is a conflict between the historic district and energy efficiency. If the district was to expand, would it become difficult to make historic structures more energy efficient? Further discussion is needed.

Additional Goals

Explore installing charging stations for electric vehicles in the downtown area.

Find an investor for the W.W. Cross building, this is a priority.

L McKenzie noted that before deciding to increase the downtown TIFD district the board should have a better understanding on how they work and how it effects the tax rate. Should the PB consider closing the TIFD District when Community Field project is paid off?

The Board agreed to hold one more work session in August before going to Public Hearing to adopt the implementation strategy.

OTHER

- John Peard and Laurel McKenzie volunteered to serve on the Downtown Revitalization Committee.
- The contract for the Downtown Traffic Project has been approved by the Governor and Executive Council and the project is moving forward.
- Belletetes will be ready to come in for a compliance hearing in September.

ZONING BOARD DECISIONS

ZBA 21-19 Gary Niskala – approved
ZBA 21-20 Rima Gilmore – approved
ZBA 21-21 Guitard Homes – approved

ADJOURNMENT

The meeting adjourned at 7:15 pm
Submitted:



Rebecca Newton
Recording Secretary

Attest



Amy Meyers
Planning Board Chair