

**Peak...c.1969**



## **Re-Imagining the W.W. Cross Site Community Workshop**

### **Working Group Follow-up**

#### **Draft Report 10/8/19**



As a result of the ongoing Environmental Assessments at the W.W. Cross site, and the potential of the Town acquiring the property to facilitate the brownfields cleanup and redevelopment, the Select Board and Office of Planning and Economic Development embarked on a Community Workshop “Re-Imagining the W.W. Cross Site” June 15, 2019. Having a well thought out and community driven redevelopment plan will prove instrumental in the successful application to the EPA’s Brownfields Cleanup Grant program.

The primary goal of this workshop was to garner community members’ ideas on the future uses of this site. The New Jersey Institute of Technology, Technical Assistance to Brownfields Communities (NJIT TAB) designed and conducted this workshop in partnership with the Office of Planning and Economic Development. The project was funded through a cooperative agreement with the EPA and NJIT TAB was referred to the Town by the Southwest Region Planning Commission.

The preliminary report is available [here](#) on the Town’s website. After presenting the findings to the Select Board, Economic Development Council and Planning Board, all agreed that further outreach was necessary. A group of workshop participants offered to provide that support, and several additional members have been added over the course of the summer. The W.W. Cross workgroup team list is appended to this summary.

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#### Draft Vision Statement

*“Create a center of opportunity for community revitalization through attractive redevelopment honoring our rural roots while providing business, recreational, and educational opportunities as a way to spark positive change and foster a sustainable future.”*

#### Summary of Findings

The Town’s Facebook posting provided over 300 individuals with information on the W.W. Cross workshop and subsequent follow-up. Additional outreach through the local Facebook page, received nearly 100 responses. Workgroup members solicited feedback from their representative constituencies including conservation, youth sports, recreation, renewable energy interests and those interested in town history. A table listing in order of priority, all potential interests and uses is below.

Technology Center - building trades/energy efficiency/renewables/resilience  
Fitness Center/Sports Complex/Outdoor Recreation  
Community Center/Including Senior housing/Senior Center  
Historical References/Museum  
Grocery Store/ Deli/Coop/Farmers' Market  
Mixed use housing/ multi income/multi age/Housing Trust  
Install renewable Energy/Sustainable Building/Energy Hub  
Garden/Community Garden  
Police substation/EMT Services and Training Center  
Sport Shop-for sales, rentals and repairs of bikes/skis, etc.  
Drug Rehab  
Bowling Alley  
Dog Park  
EV Charging Station  
Artist Colony  
Bakery  
Contractor bays  
Daycare for animals and children  
Hotel - Holiday Inn Express  
Retail  
Trails Access

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Overall the consensus emerged that all these activities are a lot to ask of one parcel. The team discussed the merits of the W.W. Cross site as an anchor site for downtown re-development. It seemed worthwhile to consider directing the more residential uses desired for Town toward the St. Patrick's School.

The number one recurring interest in all the feedback received was in a technology and building trades center for job training for the 21<sup>st</sup> century. This center should also provide educational opportunities for energy efficiency retrofitting, renewable energy systems, and designing for resiliency. As one working group member put it "a tech center would be unique to our area and is dead necessary." In alignment with this concept is a reflection of the history of Jaffrey manufacturing with a new chapter to be written. A working museum connects energy resources to the growth of manufacturing and of the Town, highlighting the history of W.W. Cross, DD Bean, Warwick Mills and looks to current and future high technology operations.

It was especially revealing what the Youth Advisory Committee had to say about the future of Jaffrey. The YAC focused on improving educational opportunities, small retail and restaurants and interestingly, a daycare for animals and children. Again, the team noted "Kids are the magnet for ideas." We should be mindful, that this plan sets in motion a future that will belong to them.

#### Grouping Ideas by Theme

Technology Center building trades, energy efficiency, renewables, resilience	Fitness Center Sports Complex Outdoor Recreation	Community Center Senior Housing Senior Center	Other
Historical References, Museum on the history of manufacturing in Jaffrey	Grocery Store/ Deli/Coop/Farmers' Market	Mixed Use Housing, Multi-income, Multi Age Housing Trust model	Hotel
Renewable Energy, Sustainable Building, Energy Hub	Trails Access	Daycare for animals and Children	Police Substation, EMT Services & Training
Electric Vehicle Charging Station	Retail		Drug rehab Facility
	Garden, Community garden		Artist Colony
	Sports Shop for sales, rentals & repairs		Contractor Bays
	Bowling Alley		
	Bakery		

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#### Identifying Challenges Associated with Proposed Land Uses

Some of the issues with redeveloping the site include the perceived difficulty of attracting visitors to the site, without access to Route 202. NH DOT District 4 is willing to visit the site to determine if an additional driveway might be located off Route 202.

Given that the Town will be taking on a financial risk in the remediation of the site, possible building demolition and required Brownfields grant match, partnering with a developer willing to work with the Town is a priority. We believe we have the resources and interested individuals here in Town and within the region who have the interest and expertise to create a successful redevelopment of the WW Cross site.

#### **With Thanks to the W.W. Cross Workgroup**

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