



Business Corridor Project Steering Committee

Tuesday, March 25, 2014 at 5:00 p.m.

The Visitor's Center

14 North Street

Claremont, NH

MINUTES

Approved 4/22/2014

I. Roll Call

Present: David Putnam, Victor Bergeron, Martin Davis, James Feleen, Roz Caplan

Absent: Russell Fowler, William Greenrose, Richard Wahlrich, Thomas Rock

City Staff: Michael McCrory

II. Introductions

Motion: to accept the agenda.

Made by: Mr. Davis **Second:** Mr. Bergeron **Vote:** Unanimous

Motion: to approve minutes from February 25, 2014.

Made by: Mr. Bergeron **Second:** Mrs. Caplan **Vote:** Unanimous

III. Old Business

- Scenario Planning

MMcCrory reviewed templates for the scenario planning model. The three templates discussed:

Commercial Business Zone 1 – This template is designed to follow the current development patterns on Washington Street. MDavis asked if this model maximizes the maximum possible build-out for the B-2 zone. MMcCrory responded that the model is used to evaluate the likely development patterns for an area. DPutnam asked if there would be opportunity to make the developable lots smaller, more consistent with some of the existing parcels. MMcCrory responded that the modeling may look at a smaller lot size, but he recommended the same general parameters for the lot (e.g. FAR of 0.2). JFeleen asked about the layout of the individual parcels. The computer model does not consider site layout or aesthetics, only overall land use density. This template would be used for the baseline analysis, as well as applied to Washington Street in the alternative analysis.

Light Industrial Business Zone 1 – The Charlestown Road district has will be treated differently from the Washington Street district. There will be lower density allowances in this template for similar lots and there will be light industrial allowances in this district. DPutnam noted that this template responds to the public input and respects the adjacent neighborhoods.

Residential Business Zone 1 – This small-scale neighborhood template is consistent with the existing Professional Residential District. The thought is to apply the PR district standards to the existing Maple Avenue B-2 district. There was consensus among the committee members in support of the concept.

The Committee asked for supporting information including comparisons of the use tables between B-2 and PR and how the new use tables may be set for all proposed districts.

MMcCrory reviewed how to apply these fundamental templates to the existing B-2 zones including:

Commercial Business Zone 1 – Washington Street district

Light Industrial Business Zone 1 – Charlestown Road, Train Depot, and Main Street/Plains Road districts

Professional Residential – Maple Avenue and North St/Main St districts

- Signage

MMcCrory facilitated a discussion around sign regulations in the City of Claremont with the intent to develop a purpose statement for this division of the zoning ordinance.

- Signage should be used on a commercial property to tell the public about the business and products being sold. Temporary signs advertising sales and value of specific products less important.
- Sign regulations should make it an even playing field for displaying commercial business information for all businesses to avoid escalating sign issues.
- Signage is an indicator of a healthy community. Other than commercial signs, those for community events and activities would demonstrate a vibrant community.
- Design considerations are important to make sure there is a consistent visual approach. (Portsmouth downtown sign regs)
- Secondary (temporary) signs create visual clutter – community aesthetics are important.
- Be clear about community recognition of safe conditions and signage.
- New styles or technologies should be anticipated in the regulations. Process for considering a sign will be important if there are unusual conditions or new technologies not considered in the ordinance.
- Consistency of appearances in certain districts important – the signage should not be applied city-wide. Certain corridors/districts should be regulated differently – particularly commercial and industrial areas.

IV. Adjourn: Meeting adjourned at 6:24 PM