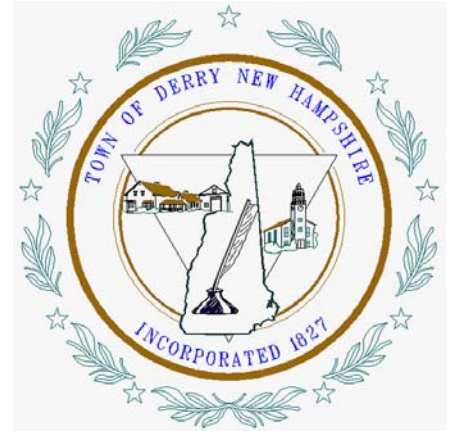




UNIVERSITY of NEW HAMPSHIRE  
COOPERATIVE EXTENSION



# **Derry Downtown Civic Profile Report**

**Derry, New Hampshire  
April 24, 2010**

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## **Creating a Downtown Civic Profile in Derry**

The 2010 Downtown Civic Profile was conducted as a result of the 1996 Downtown Civic Profile and the 2009 Our Town, Our Future Community Profile. One of the action groups of the 2009 event was charged with looking at existing town-owned properties, promoting a downtown identity and examining facade improvements.

As a result, this action group determined it necessary to bring together business owners and citizens to get input on where they'd like to see the downtown in the next 10 years. A steering committee was formed as a recognized town committee and began planning this event in early 2010. A business canvassing process was undertaken on March 27<sup>th</sup> by members of the committee to get input from those businesses who could not attend this event.

### Steering Committee:

Michael Gendron, David Nelson, Susan Kopetz, Jack Roche, Jona Bostwick, Jim Browne, Tom Hankins, Mary Hankins, Diane Arrato Gavrish, Deb Paul, Cecile Cormier, Brian Chirchiello, Brad Benson, Brenda Willis, Bev Ferrante, Dan Wentworth, David Morris, Elizabeth Morris, Michael Gallagher, Jen Ashford, George Sioras, Bernadette Trafton

### Small group facilitators and recorders:

Tommy Neil, Elizabeth Hill, Jeremy Tomkiewicz, Kathryn Hurd, Cynthia Tarter, Claudia Boozer-Blasco, Nicholas Salerno, Dan Reidy, Bart Colen, Lisa Bailey, Francesco Quattrin, Janet Akao, Heidi Larr, Sabina Post, Maryam Jamali, Jeremy Harrison-Smith, Jennifer Rutt

### Town Support:

George Sioras (Community Development Director), Elizabeth Robidoux (Planning Clerk)

**UNH Cooperative Extension  
Derry Downtown Civic Profile  
April 24, 2010  
Agenda**

**8:00 Sign-In & Light Breakfast**

**9:00 Welcome** – Mike Gendron, Steering Committee Chair; and George Sioras, Community Development Director

**9:15 Mosaic and Vision** – Michele Gagne, UNH Cooperative Extension

- What is the Derry downtown like now?
- What do we want the Derry downtown to be like in the future?

**9:30 Demographic Overview and What's Happened Since 1996** – David Nelson, Downtown Steering Committee

**10:00 Break/Move Into Small Groups**

1. Aesthetics and Visual Themes
2. Entertainment/Food/Culture/Recreation
3. Pedestrian-Friendly
4. Business-Friendly
5. Traffic/Parking

**10:15 Small Group Work**

Random assignments to small groups, one topic per group:

- Project goals - identify what you want to accomplish
- Identify potential projects/solutions
- Evaluate potential projects using impact-feasibility grid
- Select 3-5 projects to bring to the full group

**12:15 Small group reports**

Each of the five small groups report to the large group, three minutes each

**12:25 Voting**

- Which projects do you think we should move forward on?
- Which is the most important project for Derry right now?

**1:00 Formal adjournment**

## **Downtown Civic Profile Saturday Morning**

The Derry Downtown Civic Profile was conducted at the Derry Municipal Center on Saturday April 24, 2010. Approximately 50 citizens attended.

The event began on Saturday with a donuts, muffins and coffee. Mike Gendron, steering committee chair, opened up the day with an introduction to why this event was being held (after last year's Community Profile and the last Downtown Civic Profile that was held in 1996), then George Sioras, Town Planner, gave an overview of the boundaries of the downtown.

Michele Gagne from UNH Cooperative Extension gave an overview of the profile process and an introduction to the goals for the day. Participants were asked to offer descriptions of what our downtown was like right now and what we would like it to be like in the future. Adjectives and phrases were called out and recorded on large easels labeled "NOW" and "FUTURE" at the front of the room. Here are the results:

### **THE MOSAIC - What is Derry's Downtown like today?**

- Historic
- Empty Store Fronts
- Traffic jams
- Slightly tattered
- Great potential
- Clean
- Lacks critical economics to be viable
- Lacks parking
- Needs youth center
- Identity searching
- Needs branding of Broadway
- Lacks businesses that would support others – ex. professional offices one block away
- Quaint
- Under-utilized
- Lacks energy
- Needs expansion beyond one Main St.
- Diamond in the rough
- Authentic
- Family-friendly
- Dangerous to cross streets
- Lacks cultural diversity
- Very New England-like/ red brick
- Lacks uniformity in appearance
- One dimensional downtown

## **THE VISION – What do we want Derry’s Downtown to be like in the future?**

- Safe
- Bringing a college to town
- Derry having a high school
- Downtown post office presence
- Trolley
- Sponsor more events like ‘Taste of Downtown’ – that invites public in
- Farmer’s Market
- More available parking
- Bigger library
- Gathering place for Derry people to socialize and be comfortable with like a coffee shop or café
- Citizen-occupied/cohesive/support business/Chamber of Commerce
- Diversity and middle and upper income housing
- Business incubator
- Much larger Parkland Medical and Hood Plaza – thus stronger interest
- Community supported agriculture
- See more people
- Office buildings
- Transfer McGregor Park to look like Veteran’s Park in Manchester
- Store fronts would be occupied
- Outdoor cafés
- Less absentee landlords
- Aesthetically beautiful
- Gardens, pocket parks, landscaping
- Strong “Buy local” program
- Businesses promote “green” and citizens support it
- Parks that are “pedestrian only”
- A friendlier, more vibrant “gateway” than Broadway
- Place where teens can congregate ex. Teen Center
- Downtown police presence
- Activate old train line downtown
- More cultural events and restaurants
- Regular public transportation that brings people in and out of Derry

Next, David Nelson gave a demographic profile of Derry, then showed pictures of what’s happened since the 1996 Downtown Civic Profile with some visual renderings of what could be possible. The powerpoint presentation is included in the next section.

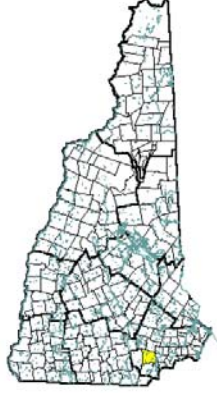
## Derry Downtown Civic Profile 2010

### *Setting the scene...*

*Views from the Past,  
views from the Present,  
and thoughts for the Future.*

Dave Nelson  
Derry Downtown Committee  
April 24, 2010

## First a few statistics about Derry....



### Derry, NH

**Community Contact**  
Derry Planning Department  
George H. Sioras, Community Development Director  
14 Manning St  
Derry, NH 03038

**Telephone** (603) 432-6110 x6477  
**Fax** (603) 432-6109  
**E-mail** georgesioras@ci.derry.nh.us  
**Web Site** www.derry-nh.org

**Municipal Office Hours**  
Monday through Friday, 7 am - 4 pm; Town Clerk/Tax Collector: Monday, Tuesday, Thursday, Friday, 7 am - 4 pm, and Wednesday, 10 am - 7 pm

**County** Rockingham  
**Labor Market Area** Nashua NH-MA NECTA Division, NH Portion  
**Tourism Region** Merrimack Valley  
**Planning Commission** Southern NH  
**Regional Development** Rockingham Economic Development Corp.

**Election Districts**  
US Congress District 1  
Executive Council District 4  
State Senate District 19  
State Representative Rockingham County District 6

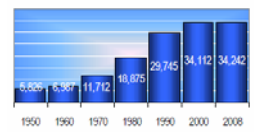

**Incorporated:** 1827

**Origin:** Although first settled in 1719, Derry was not incorporated until 1827. For over 100 years it was part of Londonderry, which also included all of Windham and portions of Manchester, Salem, and Hudson. The town was named for the Isle of Derry, Ireland, the Gaelic word Doire meaning "oak woods." Derry is the location of poet Robert Frost's homestead, which is listed on the National Register of Historic Sites, and the birthplace of both General John Stark and astronaut Alan Shepard. Two of the oldest private schools in America were founded here as well, Pinkerton Academy, founded in 1814 and still in operation, and the Adams Female Seminary.

**Villages and Place Names:** Chases Grove, Collettes Grove, Derry Village, East Derry, Howards Grove

**Population, Year of the First Census Taken:** 2,176 residents in 1830

**Population Trends:** Derry had the second largest numeric population change, totaling 28,286 over 50 years, from 5,826 in 1950 to 34,112 in 2000. The largest decennial percent change was 68 percent between 1960 and 1970, followed by decennial increases of 61 percent and 58 percent. The 2008 Census estimate for Derry was 34,242 residents, which ranked fourth among New Hampshire's incorporated cities and towns.



Year	Population
1950	5,826
1960	9,967
1970	11,712
1980	18,075
1990	29,745
2000	34,112
2008	34,242

**Population Density and Land Area, 2008** (NH Office of Energy & Planning): 966.5 persons per square mile of land area, the ninth highest among the cities and towns. Derry contains 35.4 square miles of land area and 0.9 square miles of inland water area.

### Accomplishments arising out of the previous Downtown Civic Profile ...

### Organizations formed:

- Derry Downtown Development Committee
- Derry Main Street Corporation

### Projects completed as a result of the vision:

- Removal of utility wires from Broadway
- Stamped faux-brick sidewalks and crossings
- Renovation of the Adams Memorial Building
- Construction of the Derry District Court
- Construction of the Derry Municipal Center
- Opening of Depot Square Steakhouse

### More projects...

- Opening of The Halligan Tavern (Fire Hall Pub)
- Construction of the Depot Square Office Building
- Abbot Court parking lot improvements
- Installation of decorative street lighting fixtures
- Installation of parking directional signage
- Installation of street trees, with electric service for holiday lighting
- Installation of benches and trash receptacles



## Streetscape improvements



Then, now, and maybe...

(**Then** and **now** are factual. **Maybe** is hypothetical, and simply one professional designer's vision.)



Then...



Now...



Now ...



Now ...



Now ...



Maybe ...



Then ...



Now ...



Now ...



Now ...





Now ...



Now ...



Maybe ...



Then ...



Now ...



Now ...



Now ...



Maybe ...



Or maybe this version ...



Then ...



Now ...



Now ...





Maybe ...



Then ...



Now ...



Now ...



Now ...



Now ...



Now ...



Now ...





Now ...



Maybe ...

A few more downtown improvement highlights ...







A “clean sheet of paper”...

*Vacant town-owned land  
ready for development.  
What's your idea for the  
best use of these parcels of  
land in the heart of  
downtown?*







## **THE FIVE TOPICS**

After we developed a mosaic and vision for Derry and digested some of the demographic information and pictures from the past and possible future, Michele Gagne introduced us to the idea of discussing the Derry downtown within the framework of 5 topic areas. These topics were suggested by the steering committee for consideration by each of the 5 small groups.

### **Aesthetics and Visual Themes**

- Building/structure fascade
- Signage
- Pedestrian access
- Plantings
- Cleanliness
- Building structure
- Building use
- Incentives
- Building codes
- Incentives for landowners for fascade improvements

### **Entertainment/Food/Culture/Recreation**

- Coffee shops/cafes
- Parks
- Walking trails/walkways
- Programs/activities for congregating people
- Benches/places to sit
- Accessibility
- Concerts
- Theaters
- Festivals/attractions
- Pedestrian-only outdoor mall

### **Pedestrian-Friendly**

- Accessibility
- Crosswalks
- Sidewalks
- Accessibility to buildings
- Walkways/paths/trails
- Seating
- Lighting
- Safety

### **Business-Friendly**

- Marketing
- Incentives
- Zoning
- Associations
- Unique niche businesses

**Traffic/Parking**

- Crosswalks
- Parking structure
- Parking location
- Curbs
- Intersections
- Safety
- Through traffic

**Next, 5 small groups were randomly formed, one group for each of the topics. The small groups adjourned to various rooms where community trained facilitators led the groups in their discussions and recorders made notes on large tablets. Each group considered the definition of their component and examined the statements to be considered for their component to begin the discussion. Participants were asked to list the existing situation of Derry downtown as they saw them with regard to their topic, and then to list its future needs. Next, the groups gave some thought to projects/actions to address the needs around their topic areas. Finally, each group came up with 3- projects/actions to bring forth to the larger group for voting.**

## **Aesthetics and Visual Themes**

**Facilitator:** Tommy Neil      **Recorder:** Claudia Boozer-Blasco

**Participants:** Ed Riemitis, Tracy Love, Jillian Harris, Marion Willis, Mary Ellen Tufts

### Aesthetics of Existing Downtown

- Not visually pleasing
- Needs to have a common theme
- Empty buildings aren't clean
- Traditional New England structure
- Uniform signage is needed – “cozy”
- Stretch of “extremes” – “Broadway Putts” next “Mary Ann’s” next to “Halligans” next to “Roast Beef Takeout”
- Tax breaks for incentives would help signage, etc.
- “Friendship” gathering is intimidating – motorcycles and hanging “out front”
- Lack of crosswalks
- Lack of “Pocket Parks”
- Traffic patterns need to be improved--one-way streets clearly marked
- Lack of outdoor seating for cafés--only Depot has this
- McGregor Park has port-o-potties – need to have public restrooms
- Looks great in holiday season ex. lighting
- Cohesive theme with Crystal Ave and Birch St.
- Need to utilize what have, such as Alexander and Eastman Park
- Historically renovated buildings are beautiful – did great job with them
- Some buildings are beautifully unscaled and brings businesses ex. Mary Ann’s
- Bike trail is huge asset- for kids and families – supports recreational activity
- Plenty of trash cans in downtown--would be good to have recycling bins
- Need more plants and greenery –community service and volunteers
- Hood Park is within walking distance of downtown
- Beach is clean and safe

### Future Needs/Projects in Next 10 Years

- Crystal Ave., CVS and St. Thomas – doesn't fit. Utilize land gaps for business development – ex. parking lots and buildings
- Consolidate parking so every store does not have own parking lot - create parking garage
- Expansion of red brick and lighting to Hood Plaza and to Parkland – medical center and traffic circle to Pinkerton
- Review and adapt zoning codes if needed – also need to enforce current zoning codes ex. sign ordinance
- Gateway structure over Broadway; also display banners, etc.
- Whatever changes are made in 10 years need maintenance so things don't deteriorate again
- Needs a “Go to “ Destination ex. expansion of McGregor Park or Alexander Park

### Action/Projects for Future Needs and Wants

- More diversity of businesses in the downtown – more retail, more incentives for diversity of businesses
- Create more one-way streets on side streets and/or other better traffic patterns to avoid traffic jams on Broadway
- Establish better pedestrian walkways and crosswalks
- Keep holiday lights on year-round
- Redo Chamber of Commerce map
- Work with Friendship group to utilize other places to gather or make “no smoking” zone on club ex. organizations volunteer their location as meeting space
- Invite private production companies to bring entertainment to McGregor Park
- Create teen/youth healthy activities at Hood Park ie. Skate Park
- Upgrade street lighting and talk with public services on cost – same with sidewalk
- Talk with Derry Garden Club and Pinkerton’s Horticulture Club for upgrades
- Town gardens and plantings in front of businesses and pocket parks
- Increase the # of benches in downtown
- Encourage more senior and handicapped housing downtown

### Project Evaluations:

\*\*Project rankings were not included in the small group work, other than the Hood Park/skate park

#### High Impact/High Feasibility

None noted

#### High Impact/Moderate Feasibility

None noted

#### High Impact/Low Feasibility

None noted

#### Moderate Impact/High Feasibility

None noted

#### Moderate Impact/Moderate Feasibility

None noted

#### Moderate Impact/Low Feasibility

None noted

#### Low Impact/High Feasibility

None noted

#### Low Impact/Moderate Feasibility

None noted



### Low Impact/Low Feasibility

- Create teen/youth healthy activities at Hood Park or a skate park

## **Entertainment/Food/Culture/Recreation**

**Facilitator:** Elizabeth Hill    **Recorder:** Nicholas Salerno

**Participants:** Michael Gendron, Stuart Arnett, David Morris, Denyce Ellis, Cynthia Dwyer, Susan and Paul Dionne

### Existing Cultural/Entertainment Downtown

- Opera House
- Adams Memorial
- Halligan's Tavern (restaurant/entertainment)
- Depot Steakhouse
- First Baptist Church – upper room (skate ramps, music, teens)
- Sunshine soup kitchen
- McGregor Park (entertainment and recreation)
- Sabatino's, J.J., Jake D's , Riga-tony
- Original Dairy, CBK Restaurant, D'Angelos, Anthony's Cocina, Mary Ann's Sundae delight, Dunkin Donuts, China Express, KFC, Season's Pizza, Sal's Pizza
- Recreation center (gym, basketball, walking)
- Marion Gerrish (culture)
- American Legion
- Library
- Bike paths
- Carpenito's
- Masonic
- Healcyon club
- Municipal Center

### Future Needs/Wants

- Farmer's Market
- Youth resource center
- Senior center
- More restaurants – diversity
- Fine dining
- Sport's bar/pub (social - watch games)
- Children's museum
- Children's park/playground
- Bookstore/café
- Better, larger gymnasium/health club/recreation
- Move Friendship Center to a better location
- Complete bike path

- Bike parking area/something to do (ice cream, playground, lights)
- Covered bridge, farmer's market near/on bike path, bike racks
- Restrooms
- Outlet store near Exit 4 (L.L. Bean)
- Informational kiosk
- Specialized grocery store (Trader Joe's, Co-op)
- Outdoor patio behind buildings (eating, entertainment)
- Higher education facilities
- Walking-only paths downtown
- Pedestrian mall
- Co-op farm/garden
- Parking at opera house
- Hotel

### Projects

- Incentives to beautify the backs of buildings
- Develop Farmer's Market
- Parking created adjacent to opera house
- Develop town owned property behind Abbott Court area for youth center, parking, playground
- Playground, indoor/outdoor, walking mall
- Seed out higher education facilities
- Create informational kiosk
- Create connecting paths to key areas
- Develop senior center
- Facilitate move of Friendship Center
- Attract hotel
- Make handicapped friendly/accessible
- Improve signage
- Better landlord relations
- Pedestrian friendly
- Community center
- Recreational/gym
- Youth center

### Project Evaluations:

#### High Impact/High Feasibility

- Create better traffic patterns to avoid Broadway traffic jams (also noted under High Impact/Moderate Feasibility)
- Work with Friendship group to utilize other places to gather or make "no smoking" zone on club
- Upgrade town gardens and plant things in front of businesses
- Establish better pedestrian walkways and crosswalks
- Keep holiday lights on year-round
- Increase number of benches downtown

- Continue downtown clean-up committee
- Re-do Chamber of Commerce map (also noted under Moderate Impact/High Feasibility)

#### High Impact/Moderate Feasibility

- Extend downtown lighting and sidewalks (also noted under Moderate Impact/Moderate Feasibility)

#### High Impact/Low Feasibility

- Incentives for improved facade (benches, signs)

#### Moderate Impact/High Feasibility

- Encourage more senior and handicapped-accessible housing downtown

#### Moderate Impact/Moderate Feasibility

- Invite private production companies to bring entertainment to McGregor Park

#### Moderate Impact/Low Feasibility

None noted

#### Low Impact/High Feasibility

None noted

#### Low Impact/Moderate Feasibility

None noted

#### Low Impact/Low Feasibility

None noted

## **Pedestrian-Friendly**

**Facilitator:** Jeremy Tomkiewicz      **Recorder:** Dan Reidy

**Participants:** Jim Browne, Jona Bostwick, David Milz

#### Existing situation

- Stamped sidewalks
- Bike path connecting school and recreation areas, making it more village oriented
- Some path disrepair
- Rail trail from Derry Depot to Windham and Salem—coexists with bike path in some places
- Crosswalks both painted and raised—generally inconsistent
- Some benches near clock tower and Baptist Church—some public/some private
- Sidewalk width may be ok but greater width would permit outside restaurant/café seating
- Bike racks may be non-existent
- Lighting not sufficient in quantity and “color”—more industrial-like now
- Need shade trees—there’s very little and this will help ambience

### Future needs

- More trees—garden club can help identify locations, native species. This will provide shade.
- Expand/extend stamped sidewalks i.e. to library and north and south on Birch and Crystal Ave.
- Be certain of handicapped accessible sidewalks, etc. (Broadway already is)
- Outdoor cafes, musical venues—Ashville NC is an example that looks vibrant and youthful with a Farmer's Market
- Sign ordinance with aesthetics in mind
- Increase quantity and quality of lighting; color of light impacts mood—now is tough on the eyes, so shift to more incandescent
- Parking lot lighting improvement—question of feeling of safety all over
- Improved access to parking to Abbot Ct. lot—better lit and create sidewalks

### Actions/Projects

- Extend stamped sidewalks to library and McGregor Park to community center
- Consider extending sidewalks north and south on Birch and Crystal
- Add historic markers around town buildings
- Make bike path consistent with regard to maintenance and repair
- Identify need for bike racks, including at Municipal Center connecting to Rail Trail
- Identify areas for shade trees—establish partners with this
- Improve quantity and quality/color of street parking and lighting in lots
- Comply with Disability Act for accessible sidewalks
- Crosswalks—stamped and painted in more places
- More benches for outdoor seating
- Sign ordinance that has aesthetic appeal
- Venues that are friendly to pedestrians
- Off Main Street—make pedestrian only with walkways (no vehicles)
- Sidewalk widening for outdoor venues
- Continue flower plantings
- New sidewalks as feasible following road construction projects

### Project Evaluations:

#### High Impact/High Feasibility

- Develop business-friendly zoning regulations for renovations
- Refurbish/maintain existing infrastructure
- Make side streets more inviting
- Create a marketing group (part of gathering demographic data)
- Gather business-friendly demographic info
- Re-establish downtown business group

#### High Impact/Moderate Feasibility

- Establish Farmer's Market (can be winter market in Pinkerton with year-round possible)
- Encourage cooperation to hold more events (how to keep people in the downtown)
- Create "buy local" campaign and cooperation effort (also noted as high impact/low feasibility)
- Put together "entertainment pack" coupon book for businesses

#### High Impact/Low Feasibility

- Tax grant for facade renovation
- Relocate Friendship House and acquire pet store

#### Moderate Impact/High Feasibility

- Welcome Wagon

#### Moderate Impact/Moderate Feasibility

None noted

#### Moderate Impact/Low Feasibility

- Business incubator

#### Low Impact/High Feasibility

- Community-sponsored garden areas

#### Low Impact/Moderate Feasibility

- Develop Master Events Calendar (put on Internet)

#### Low Impact/Low Feasibility

None noted

### **Business-Friendly**

**Facilitator:** Kathryn Hurd    **Recorder:** Bart Colen

**Participants:** Joan Crimlisk, Brad Benson, John Miches, Jim MacEachern, Deb Paul, Lori Dunkerley, Row Darois, Mike Lynch, Cheryl Lynch

#### Existing Situation

- Are businesses people-friendly (some are, some are not)
- Community is business-friendly
- Town has been cooperative
- Some businesses need to step up
- How far does downtown expand (and where should it extend to?)
- Not enough to do downtown
- Lack of marketing and anchor stores
- Absentee landlordism

- Issues of property value
- Town lacks an image
- Lots of start-ups
- How to target desirable businesses?
- Some businesses are leaving downtown
- Determine what works and what does not
- People leaving town everyday

### Future Needs

- No blight
- Storefronts filled
- Inviting areas
- More people walking at all times
- Entry/parking behind shops
- Proper snow removal
- “Buy local” program
- All merchants working and planning together
- Better communication
- Angular parking
- Creation of more inviting downtown (creation of identity) with variety of businesses for different times and different people
- Welcoming gateway (something along those lines)
- Farmer’s Market
- Derry: Heart of New England
- Concerts and other events
- Complimentary businesses (not one-stop destination)
- Different store hours to keep downtown busy at different times
- Recognition of library as local resource (but with better parking)
- Family-friendly businesses
- Having marketing done on demographics
- More friendly and safe
- Businesses incubator

### Projects/Actions

- Develop business incubator
- Make side streets more inviting
- Refurbish/maintain existing infrastructure (crosswalks, lights, etc.)
- Gather business-friendly demographic info
- Re-establish downtown business group
- Relocate/acquire Friendship Center and pet store
- Develop business-friendly zoning regulations for renovations
- Tax grant for fascade renovation
- Welcome wagon
- Community-sponsored garden areas

- Encourage cooperation to hold more events (how to keep people downtown)
- Develop master events calendar and put it on the Internet with proper inter-business communication
- Establish Farmer's Market (downtown)
- Establish Farmer's Market at Robert Frost Museum
- Create "buy local" campaign and cooperative effort
- Create a marketing group to integrate various interests (businesses, chamber, etc.)
- Develop a coupon book

## Project Evaluations:

### High Impact/High Feasibility

- Sign ordinance that has aesthetic appeal
- Create areas for shade trees with partners helping out (different types of trees)
- Extend stamped sidewalks to library and McGregor Park to community center
- Improve quantity and quality of street and pedestrian walking routes with lighting/color
- Continue flower plantings

### High Impact/Moderate Feasibility

- Improve crosswalks with grade change—stamped and painted with more places replaced with stamped

### High Impact/Low Feasibility

- Improve quality and quantity of parking lot lighting (color)
- Widening of sidewalks for the purpose of outdoor uses
- Develop venues that are friendly to pedestrians

### Moderate Impact/High Feasibility

- Create more benches for seating (outdoor)

### Moderate Impact/Moderate Feasibility

- Add historical markers
- Install new sidewalks as feasible during road construction

### Moderate Impact/Low Feasibility

- Consider extending sidewalk on north and south Birch and Crystal (sidewalk extension)
- Repair and maintain bike path that goes around Derry rail trail being consistent with maintenance and repair—also identify need for bike racks at municipal center and connections to rail trail
- Create off-street pedestrian only walkways (no vehicles)

### Low Impact/High Feasibility

- ADA accessible sidewalks

### Low Impact/Moderate Feasibility

None noted

Low Impact/Low Feasibility  
None noted

## **Traffic/Parking**

**Facilitator:** Cynthia Tarter   **Recorder:** Lisa Bailey

Participants: Brian Chirichiello, Elizabeth Ives, Beverly Ferrante, Susan Kapetz, Diane Arrato Gavrish

### Existing Situation

- No convenient parking
- Not enough parking: Opera House, Community Center, Veteran's Hall, Library
- Better signs
- More lighting/dull lighting
- More visible crosswalks
- Lack of enforcement
- A lot of traffic flow (7-9am; 4pm + on Route 102)
- Better signage for alternative routes
- Difficult at Maple to cross road

### Future Needs

- Angled parking
- Traffic study for downtown travel
- Broadway as a one-way
- Invest in property near library
- Parking garage so it's more organized maybe behind Steak Depot
- New exit off of I-93 (4A)
- Clearly marked crosswalks
- Better signage
- Caring for lots already owned
- Better lighting—parking areas
- Stronger enforcement of parking lots/walkways
- Ground lighting for crosswalks
- Additional police officers downtown
- Parking behind establishments
- More activity downtown—assisting in closing streets and opening businesses to community
- Opera House crosswalk safer
- Traffic control—slow people down
- Informing people of alternative routes (people not from Derry) through signs



## Projects/Actions

- Building parking garage with many levels
- Create color coded signs for traveling (zone colors that correct areas)
- Development of alternative routes to Broadway
- Create angled parking
- Install parking meters
- Increase quality of businesses
- Branding of the name Broadway
- Establishing different times of parking for different activities and times of day
- Increase crosswalk visibility
- Re-evaluate past reports
- Develop focal point for downtown i.e. waterfall
- Have the Chamber help produce an accurate map of roads, businesses and parking that's color-coded

## Project Evaluations:

### High Impact/High Feasibility

- Create color-coded signage (zoned) (also noted as high impact/moderate feasibility)
- Build parking garage (multi-use) with reuse/level to street level (multi-level)
- Increase crosswalk visibility
- Have Chamber produce accurate map (online and color-coded) with advertising (also noted as high impact/moderate feasibility)
- Branding of name Broadway

### High Impact/Moderate Feasibility

- Establish different times for parking
- Development of alternative routes
- Develop focal point (streetscape) (also noted as moderate impact/moderate feasibility)

### High Impact/Low Feasibility

None noted

### Moderate Impact/High Feasibility

- Re-evaluate past traffic reports

### Moderate Impact/Moderate Feasibility

- Install parking meters or parking enforcement

### Moderate Impact/Low Feasibility

- Creation of angled parking

### Low Impact/High Feasibility

None noted

Low Impact/Moderate Feasibility

None noted

Low Impact/Low Feasibility

None noted

\*\*not rated: Increase quality of businesses in downtown

## **PROJECT SELECTION**

We returned to the Council Chambers to hear from a member of each small group who presented the projects they had come up with.

Every participant voted in each category for the project for each group to work on first. The projects receiving the most votes will be discussed in working groups in the follow-up meeting scheduled for May 17th. The list of project ideas follows.

### **Aesthetics and Visual**

- Upgrade town gardens and plant things in front of businesses and trees (**4 votes**)
- Provide incentives for improved fascades (i.e. benches and signage) (**12 votes**)
- Extend downtown lighting and sidewalks (**1 vote**)
- Work with Friendship group to utilize other places to gather (**12 votes**)

### **Entertainment/Food/Culture/Recreation**

- Create Year-round Farmer's Market (**17 votes**)
- Develop parking at Opera House (**6 votes**)
- Incentives for landlords/business owners for beautification of back areas/paths of buildings and fascades in front (**3 votes**)
- Develop a youth resource center (**2 votes**)
- Develop Abbott area to be pedestrian-friendly and act as a community center with parking for kids' activities, recreation, hotel, shopping and appropriate signage (**3 votes**)

### **Pedestrian-Friendly**

- Improve crosswalks and extend stamped sidewalks and crosswalks grade change when possible (**19 votes**)
- Improve quantity and color of lighting on Broadway and pedestrian walking areas and leave tree lighting year-round (**9 votes**)
- More shade trees and flowers/plantings (combined with 1<sup>st</sup> project under Aesthetics and Visual)
- Provide more outdoor seating and study sidewalk widening feasibility (**1 vote**)

### **Business-Friendly**

- Create downtown business group (create marketing brand/plan, gather business demographics, facilitation creation of downtown image) **(19 votes)**
- Establish Farmer's Market (at Robert Frost, Downtown or Pinkerton) (combined with first item under Entertainment)
- Develop business-friendly zoning regulations for renovations **(4 votes)**
- Make side streets more inviting: refurbish and maintain existing infrastructure **(8 votes)**

### **Traffic/Transportation**

- Increase crosswalk visibility (i.e. fluorescent ground markers, signs, etc) (combined with first item under Pedestrian-Friendly)
- Create downtown parking garage (multi-level, multi-use) **(23 votes)**
- Development of color-coded signage **(1 vote)**
- Increase parking enforcement through installing parking meters to be used during standard business hours **(0 votes)**
- Re-route downtown traffic through the creation of new or additional exit off I-93 **(6 votes)**

## **ACTION GROUPS**

After the voting, the groups were to focus in on the top project from each group. These are listed below.

1. Provide incentives for improved fascades i.e. benches/signage
2. Work with Friendship group to utilize other places to gather
3. Create year-round Farmer's Market
4. Improve crosswalks and extend stamped sidewalks and cross-walks grade change where possible
5. Create downtown business group (create marketing brand/plan, gather business demographics, facilitate creation of downtown image)
6. Create downtown parking garage (multi-level, multi-use)

## **CONCLUSION**

All the action groups will meet as a large group again on May 17th, 2010, 6-8 pm at the Opera House to begin to establish goals and objectives to accomplish the individual projects.

The meeting was adjourned at 1:00 p.m.

## **APPENDIX**

### **Downtown Civic Profile Participants**

Ed Riemitis	Cynthia Dwyer	Row Darois
Tracy Love	Susan Dionne	Mike Lynch
Jillian Harris	Paul Dionne	Cheryl Lynch
Marion Willis	Joan Crimlisk	Brian Chirichiello
Mary Ellen Tufts	Brad Benson	Elizabeth Ives
Michael Gendron	John Miches	Beverly Ferrante
Stuart Arnett	Jim MacEachern	Susan Kapetz
David Morris	Deb Paul	Diane Arrato Gavrish
Denyce Ellis	Lori Dunkerley	

### **Community Profile Facilitators/Recorders**

Tommy Neil	Nicholas Salerno	Heidi Larr
Elizabeth Hill	Dan Reidy	Sabina Post
Jeremy Tomkiewicz	Bart Colen	Maryam Jamali
Kathryn Hurd	Lisa Bailey	Jeremy Harrison-Smith
Cynthia Tarter	Francesco Quattrin	Jennifer Rutt
Claudia Boozer-Blasco	Janet Akao	

### **Community Profile Steering Committee**

Michael Gendron (chair)	Diane Arrato Gavrish	David Morris
David Nelson	Deb Paul	Elizabeth Morris
Susan Kopetz	Cecile Cormier	Michael Gallagher
Jack Roche	Brian Chirchiello	Jen Ashford
Jona Bostwick	Brad Benson	George Sioras
Jim browne	Brenda Willis	Bernadette Trafton
Tom Hankins	Bev Ferrante	
Mary Hankins	Dan Wendworth	