

1 ZONING BOARD OF ADJUSTMENT
2 268B MAMMOTH ROAD
3 LONDONDERRY, NH 03053
4

5 DATE: AUGUST 19, 2009
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7 BOARD MEMBERS PRESENT: YVES STEGER, ACTING CHAIR
8 NEIL DUNN, VOTING MEMBER
9 JIM SMITH, VOTING MEMBER
10 MICHAEL GALLAGHER, ALTERNATE
11 MATTHEW NEUMAN, ALTERNATE
12 LARRY O’SULLIVAN, CLERK
13

14 ALSO PRESENT: RICHARD CANUEL, SENIOR BUILDING INSPECTOR/
15 ZONING OFFICER
16 ANDRÉ GARRON, COMMUNITY DEVELOPMENT
17 DIRECTOR
18 JOHN FARRELL, PLANNING BOARD VICE-CHAIR AND
19 ECONOMIC DEVELOPMENT TASK FORCE CHAIR
20 GARY O’NEIL, CHIEF CREATIVE ENERGY DIRECTOR, O2
21 GENERATIONS OF CREATIVE ENERGY
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23 PRESENTATION:
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25 John Farrell, Chair of the Economic Development Task Force, explained that as part of the
26 vetting process of the proposed Economic Development Marketing Plan, the Task Force is
27 approaching Town boards for their input. Community Development Director André Garron
28 stated that the goal of Londonderry’s marketing strategy is to increase and improve economic
29 development efforts. An economic development plan was adopted in October, 2008 by the
30 Town Council which included recommendations to develop a marketing strategy and update
31 the Economic Development website. The marketing firm of O2 Generations of Creative Energy
32 was then hired to facilitate that plan, as was the marketing website consultant, SilverTech, to
33 then incorporate the plan and its message into a website. André Garron introduced Gary
34 O’Neil, Chief Creative Energy Director of O2, who presented a PowerPoint presentation entitled
35 “Branding Recommendations, Town of Londonderry.” The following the topics were outlined
36 in the presentation, including additional comments made by Mr. O’Neil:
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38 1. The Project: To interview, listen, discuss, research and then create a brand identity that
39 captures the traditional nature of life in Londonderry, as well as one that offers an invitation to
40 select businesses to move to or expand in Londonderry. In short, to tell “Londonderry’s story.”
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42 2. The Goals:

- 43 • Identify and mark Londonderry with respect to its past, present and future
44 capabilities.

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- Create an identity to serve all masters and be easily applied throughout the community. “Serving all masters” refers to all those people whose perceptions were sought and the common ground found between all of their comments.
 - Engage the community in such a way that most people “buy-in” on the identity, i.e. ensure that the identity is a common one.
 - Look for “cooperative marketing efforts” to extend Londonderry’s brand impact. A significant opportunity will occur August 21 when O2 will deliver to the State an economic development marketing program for all of NH, the epicenter of which is the Manchester-Boston Regional Airport in Londonderry and the proposed Airport access road.
 - Provide an easy-to-understand solution that fits within the community planning process, which is the reason for this presentation to the ZBA.

58 3. Listening: Input gathered by O2 came from the following:

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- The Economic Development Task Force
 - The public at the High School with 20+ attendees which produced a great degree of common ideas and contributions
 - Key developers in Londonderry and the region
 - Elected Officials
 - Community Activists
 - State Officials; in order to understand the State’s priorities regarding funding for highways, the airport, etc.
 - Airport Officials; since the Manchester-Boston Regional Airport is in the process of updating their own Master Plan
 - Regional Business Officials
 - The University System; G. O’Neil noted this will play a significant role in the economic development plans in all of southern New Hampshire.
 - Web designer, i.e. SilverTech; the site is currently under production and a draft will be available in the near future.
 - The media, who often provide angles not observed by other groups
 - A cross-section of Londonderry residents.

77 4. Research & References:

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- The City Manchester completed a Strategic Economic Development Recommendations by Angelou Economics in 2006. G. O’Neil noted the report’s description region’s potential as a “brainpower driven area” with the continuing influence of Massachusetts on the southern part of the state.
 - The New England Regional Airport System Plan, which G. O’Neil described as now “obsolete” because of the drastic changes in the economy in the last quarter of 2008 and its impact on the local air industry. The airport is in need of an increase of business fares specifically to sustain the airlines, which can only come from having more businesses in the area.
 - The 2006 Town of Londonderry Build-out Analysis

- 88 • The 2009 Land Use Development Regulations
- 89 • The 2008 Community Economic Development Plan
- 90 • The 2004 Master Plan
- 91 • The 2009 Small Area Master Plan
- 92 • Peter Francese's 2008 book, "Communities & Consequences: New Hampshire's
- 93 Changing Ecology." G. O'Neil recommended this book and its examination of the
- 94 gentrification of NH's population. More than half of the graduates of NH colleges
- 95 and universities will leave the State in search of employment. Because of this, the
- 96 State is developing plans to attract the businesses that would hire these graduates.
- 97 • The NH Department of Resources and Economic Development; G. O'Neil also
- 98 recommended the Economic Development portion of this website as an excellent
- 99 resource that contributes substantially to the decisions of why companies come to
- 100 NH. He specifically noted the work done to identify the 51 factors that define the
- 101 "NH advantage"
- 102 • The Greater Manchester Chamber of Commerce who initiated the "Metro Center"
- 103 (which unfortunately did not fulfill its potential).
- 104 • The NH High Tech Council which has been directed by the Governor to "brand"
- 105 NH as a high technology state. Considerable growth is anticipated in that field;
- 106 therefore Londonderry must act now to capitalize on it.
- 107 • The NH Commercial Industrial Board of Realtors who provided valuable foresight
- 108 as the initial contacts with interested companies as well as valuable insight as
- 109 long-time observers of commercial/industrial development in the area.
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111 Key Comments from the interview process:

- 112 G. O'Neil noted that some of the following probably pertain to the work of the ZBA;
- 113 • "Maintain the character of Londonderry..."
 - 114 • "We should think big and act small..."
 - 115 • "We are at a crossroads of balance between business and lifestyle..."
 - 116 • "We want business who 'fit' the community..."
 - 117 • "We are willing to 'talk,' but not change too much..."
 - 118 • "People are genuine and nice here..."
 - 119 • "Don't target specific industries; let's wait and see what the market brings..."
 - 120 which G. O'Neil warned is dangerous because of the urgency and competition in
 - 121 the current economy.
 - 122 • "Being flexible is critical..." The current economy is driven by a "brain trust" of
 - 123 intellectual goods via broadband delivery, therefore the appropriate environment
 - 124 must be made available to attract those businesses (i.e. as opposed to one geared
 - 125 towards traditional manufacturing).
 - 126 • "Don't strand businesses 'out there'..." referring to businesses along the Airport
 - 127 access road that will need services associated with their needs. Londonderry has
 - 128 developed and preserved a core area of services in the center of town but should
 - 129 also incorporate those to their periphery as well.
 - 130 • Returning home after a day on Rte 128 or 495 is a joy..."

- 131 • “On what do we compromise?”
- 132 • “Google-East/Google-Londonderry would be nice!”
- 133 • “Stable taxes for the past eight years was a smart idea...” Because businesses look
- 134 for consistency for their long-term planning, Londonderry's management was
- 135 viewed as wise.
- 136 • “We are in a nice cocoon...”
- 137 • “A convention center/resort is ok” with some people, possibly along the Airport
- 138 access road, and even including the suggestion of a casino.
- 139 • “Permit process has to be streamlined...” If it takes up to four years to go through
- 140 the development stages and obtain occupancy permits, it will be too long in the
- 141 coming economy of intellectual property and innovation. Those businesses will
- 142 simply look elsewhere. The Community Development Department is currently
- 143 working on a book of standards to simplify Londonderry’s process.
- 144 • “We can go green! LEEDS (Leadership in Energy and Environmental Design) is
- 145 great!” An example in Londonderry is Stonyfield Yogurt.
- 146 • “Affordable (workforce) housing is a must...” The definition of workforce
- 147 housing is changing yearly, therefore the first issue to resolve is who comprises
- 148 the workforce and then it can be determined what housing fits their needs. If the
- 149 workforce Londonderry hope to attract is high-tech as opposed to manufacturing,
- 150 that proportion of workforce housing in town should be reflective of that
- 151 demographic and its particular definition. The goal is to keep those who work in
- 152 Londonderry residing in town while achieving a balance with the other styles of
- 153 workforce housing.
- 154 • “We need to absorb the empty facilities here as well...” i.e. vacant buildings and
- 155 units on Route 102 and the various plazas.
- 156 • “Go for the low-hanging fruit right now...”
- 157 • “Keep infrastructure development low...” Londonderry has already developed a
- 158 solid infrastructure capable of handling commercial/industrial expansion and
- 159 therefore further investment should be limited.
- 160 • “Master Plan has to be understandable...” When this plan is published, the public
- 161 needs to be able to easily comprehend the intentions and not struggle with
- 162 technical phraseology. Londonderry is known for its ability to chronicle its events
- 163 and activities and the current public trend favors participation and being heard.
- 164 • “Highway exits must be handle growth...” and not default under the expansion.
- 165 • “We are the ‘Hub’ of New Hampshire...” i.e. Londonderry (including the Airport)
- 166 is the epicenter of economic development in the region.
- 167 • “Our name is on the land; it matters who comes here...” -a prime example of the
- 168 degree of community pride.
- 169 • “Small business vs. industry appeals to us...”

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171 Deliverables of the contract:

- 172 • The brand vision statement
- 173 • A supporting website (with SilverTech) that will market Londonderry

- A logo and applications for community use

Creative recommendations:

- Two suggestions for the theme of Londonderry;
“Business is good. Life is better!” or “Business & life were meant to be this good”
The former has proven to be the most popular thus far because it reflects a positive message about the potential for business in town while demonstrating a balance between both business and life, with lifestyle being the priority. G. O’Neil stated the importance of conveying community pride when competing for businesses. Neil Dunn suggested the slogan read that “Business is *great*. Life is better!” G. O’Neil agreed but reiterated slogan’s significance in its balance between what Londonderry has to offer for business to succeed while providing a certain level of lifestyle for their employees.
- Website: Key elements
 - State tie-in with the “Business is good. Life is better!” theme.
 - Londonderry “CORE SCORE”; a collection of metrics which collectively tip the scales of decision making in favor of Londonderry. This list of 20 features will be on the home page of the website to illustrate those things that Londonderry can provide which are known to be important to the businesses the town hopes to attract.
 - TEAM LONDONDERRY (Development team); The Community Economic Development Department will guide businesses through the entire development process, guarding their confidentiality while fast-tracking them through necessary approvals.
 - “Our pride shows!” since community pride is such an important factor
 - News and recent developments
 - Projects already underway, the convenience of being in Londonderry and a list of current corporations in town
 - Infrastructure, support services and corporate services currently in existence to ensure expectations are met
 - Local and regional services/organizations available (e.g. Young Professional’s Network)
 - Information, facts and downloads
 - “Lifestyle is everything!” i.e. stressing how important lifestyle is in Londonderry
 - TEAM LONDONDERRY contact information

Next step:

- Approve final concepts (ZBA being the last group before Town Council for input)
- Logo art being generated
- Begin organization with SilverTech on the website
- Assemble photo needs to illustrate the town’s balance of lifestyle and technology (one resource in Town has 20,000 photos of Londonderry)
- SilverTech & O2 design site

- Site copy generation
- Public announcement of the campaign with the website; target date of September/October with specific intention of having the website up and running at the time of the public announcement
- Take advantage of timing with regional and statewide efforts; the Airport Authority will hold a press conference in September concerning their Master Plan and economic impact in the community and could serve as a launch pad for Londonderry's plan.

John Farrell added that the intent of the Small Area Master Plan (which will soon be adopted by the Town Council), was to cultivate economic development by focusing on the exterior arteries of the town (Routes 28 and 102, I-93 corridor and the Airport access road), while leaving intact the quality of life in the interior core.

As there was no further input from ZBA members, Yves Steger thanked G. O'Neil, J. Farrell and A. Garron for their presentation.

RESPECTFULLY SUBMITTED,

JAYE A TROTTIER
SECRETARY

APPROVED SEPTEMBER 16, 2009 WITH A MOTION MADE BY LARRY O'SULLIVAN,
SECONDED BY JIM SMITH AND APPROVED 5-0-0.