

ECONOMIC DEVELOPMENT COMMITTEE  
October 28, 1992

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MEMBERS PRESENT: Chairman Shirley Ganem, Barbara Jackson, Paul Kimball, Bruce Dreisbach, Bob Murphy, Mike Toomey, Bob Grott, Bill Wiebe, Andy Milligan, Tim Sullivan

GUESTS: Steve Hale from the Route 28 Study Committee  
Bruce Mayberry, Master Plan Economic Development Consultant

STAFF: Rosemary Arctander, Secretary

Chairman Shirley Ganem called the meeting to order at 7:30 a.m. in the First NH Bank Conference Room.

ROUTE 28 STUDY COMMITTEE REPORT

Zone 1 - Barbara Jackson and Paul Kimball spread out their map on the table, and indicated the two areas they were considering. Kimball explained that the first one ran from Snookers out to Wolfeboro Center. Their concept is to rezone this into a mixed-multi-use zone, to include retail, light industrial, and residential uses. Some of it is already in C2, and they would modify the whole district by adding some controls and some quality control.

Tim Sullivan read the outline of the Committee's concept, which had been prepared for a meeting last night with the Planning Board. A copy of that will be attached to these minutes. Steve Hale, another member of the Route 28 Study Committee, came in to join the discussion.

Sullivan reiterated that this is a CONCEPT, and they don't want to get into the DETAILS until they know that the concept is acceptable. If the concept is approved, they'll proceed to establish the industrial limits, the size of the footprints of businesses allowed, what will controls like setbacks, buffering, etc. there will be, and other details.

Zone 2 - Is the area from Wolfeboro Center out to Pork Hill Road. In this district one or more institutional/industrial sites would be permitted, restricted with a minimum lot size, buffering, and limited highway access. This would be almost like an overlay district, and would not change the 5-acre agricultural zoning or the historic district. This would allow large campus-type development of industrial or institutional businesses. This zone would extend back to the existing lot lines, and not just a set distance back from the road. The properties to be developed would be large parcels, having a minimum of 25 acres. Except for those uses, the area would stay as it is. The buffering would be very heavy, so the development would not be visible from the road, and there would be a single access from the highway.

Members were very enthusiastic about the idea of an overlay district for Zone 2, and were curious about what was available in Zone 1. Kimball reported that the Planning Board had agreed with the basic concept, and was willing to meet with the Route 28 group as they work out the details.

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Ganem asked about preparing a map of the plans in time for public discussion. Members wondered if they would go with both zones, or just one, and felt that it was worth offering both. It wasn't opening the zone 2 area to "unbridled development," but the market would decide what property was most desirable for developing.

Steve explained that in Zone 1, the Committee was thinking of buffering like that at Wolfeboro Products, or Textron on Route 11 in Farmington. The buffering should limit the retail use of some of the lots there. A little auto-based retail village could be planned, but retail uses would be secondary.

EDC members had the following comments:

- \* that retail development does not produce the kind of jobs and economic growth that Wolfeboro is looking for.
- \* There are certain kinds of businesses that are appropriate to move out there.
- \* People are concerned that downtown will shift out to #28.
- \* Retail is secondary--it follows good jobs.
- \* We have forced commercial properties to expand along Bay Street when they should have been able to go out on the highway.

The Chairman asked the Route 28 folks to report further on their work at the next EDC meeting.

BRUCE MAYBERRY

Shirley Ganem introduced Bruce Mayberry, the Planning Consultant who has written the draft report of the Economic Base Element of the Wolfeboro Master Plan. EDC members had reviewed copies of his report.

Mayberry explained that this draft report documents where the Town is now, and the Planning Board and EDC will help in developing recommendations based on his findings. The report contains data on employment, by industry, strength of services, retail, lodging industry etc. He said that maintaining the quality of life to attract and hold second home residents actually dwarfs the industrial and commercial economic base, but supports it at the same time.

Some of Mayberry's findings and suggestions:

- \* Between 1980 and 1990 over 1,000 new jobs were created, only about 100 in manufacturing. The rest are relatively low-paying service jobs related to health, education, and lodging, most of which cannot support a family unless both adults work.

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\* Seasonal and second homes are 53% of the tax base. He questioned if the Town did enough to provide the necessary amenities. Support systems for older citizens as this retired population ages are a good source of jobs.

\* The Town is the health center for the area. Senior centers, and recreation facilities are also important for Wolfeboro's economy. This population has low impact on the infrastructure.

\* Many Wolfeboro residents are in the active retirement stage, and planning retirement communities as they age should be an obvious next step. Catholic Medical Center is now recruiting in Wolfeboro and sees it as a big market. They are part of a big holding company that has apartment homes, retirement homes, nursing homes, and the whole progression of continuing care services.

\* Current data is really not available about jobs lost in the area. And self employment figures are also not shown. In 1980 more people commuted into Town to work than traveled outside. Mayberry reported that new information has just been released and he will update that. It may show that many more people are now commuting out.

\* The quality of life is so high, and the tax rate so reasonable that this is a very attractive place to live. A number of companies seem to be relocating in New Hampshire. The example of Peterborough was given. It's a town the size of Wolfeboro, and has over a dozen employers employing between 100 and 500 workers.

Mayberry is looking for feedback from the committee--errors of fact, or different interpretations of fact. Committee members pointed out that the table of "major employers" missed many employers in Town, and probably there were others that should be included. Mayberry would also like to hear about any major economic issues that should be brought out--data about the community that would be important--some community flavor. He hopes to update this draft with this additional information next month, and then will start collecting information on goals and objectives.

He reported that there is a wealth of data in the assessment data base, but you can't get it out of the computer without developing a customized program. He said that he and Amanda Simpson has been talking with Avitar (company that did Wolfeboro's assessment) about getting this information out. The assessment data is not set up with planning in mind, but to deal with tax billings and land figures, etc. With some customized programming time this data can be accessed.

EDC members who wish to add information to this Economic Base chapter, should get it to Shirley Ganem just as soon as possible. Mayberry handed out leaflets about a new UNH program of Community Renaissance and Economic Development Workshops from the Office of Economic Initiatives.

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The next meeting of the committee will be on Wednesday, November 4.

TIEING UP LOOSE ENDS

Business Visitation Program - A lot of reports have still not been handed in.

Marketing Committee - Andy Milligan reported that he thought he had a hot prospect for a business that might move to Wolfeboro, but the families involved decided that they didn't want to relocate.

Sign - discussions with State are proceeding.

New Marketing piece - Bob Murphy showed some personal endorsement leaflets from local businesses, testifying that Wolfeboro was a great place for their business and telling how it had prospered here. Donna Di Gasparro had prepared them on a speculative basis. This project was put on hold.

It was after 9 a.m. and half of the committee had already left, so the meeting was adjourned.

Respectfully submitted,

*Rosemary Arctander*  
Secretary