

Town of Plaistow, NH
Office of the Planning Board
145 Main Street, Plaistow, NH



PLANNING BOARD MEETING MINUTES
March 1, 2023

Call to Order: The meeting was called to order at 6:31 PM.

1. ROLL CALL:

Tom Alberti, *Ch.* – Present at Town Hall
Tim Moore, *Vice Ch.* - Present at Town Hall
Laurie Milette - Present at Town Hall
Karen Robinson – Present at Town Hall
Richard Anthony, Alternate – Present at Town Hall
Darrell Britton, *Selectman's Alt.* - Excused
Bill Coye, *Selectman's Rep.* – Present at Town Hall
Jennifer Rowden, RPC – Present at Town Hall

Also Present: Ashley Haseltine, Greater Salem Chamber of Commerce
Cindi Woodbury Greater Salem Chamber of Commerce
Erin Daley, Greater Salem Chamber of Commerce
Mary Lovell, Plaistow Area Commerce Exchange

2. MINUTES:

The minutes of the February 15, 2023 meeting were distributed prior to the meeting.

T. Moore moved, second by K. Robinson to approve the minutes as issued.

The motion to approve as corrected passed 5-0-0

3. ECONOMIC DEVELOPMENT MASTER PLAN SURVEY – NEXT STEPS

Ch. Alberti introduced Jen Rowden who will be filling in as circuit rider for at least through June. She said she has worked for the Rockingham Planning Commission (RPC) for 10 years, and looks forward to

learning more about Plaistow. She said they are looking to hire for the open position and that she would be supervising any new circuit rider.

Ch. Alberti reviewed how the Board had gotten to its current position concerning economic development. He referred to the results of the Economic Development Survey. J. Rowden noted that the main feedback from the survey is the desire of residents to see an increased variety of businesses in the town. She asked what types of businesses are being drawn to the area and how what the Board can do to support the residents' wishes. K. Robinson addressed the development areas on Routes 125 and 121. She mentioned the C3 district that was formed and asked how to help establish the desire for variety and mixed-use development.

He invited input from the folks from the Plaistow Area Commerce Exchange and the Greater Salem Chamber of Commerce on how attract desirable business to the Town. Ashley Haseltine, Executive Director, Greater Salem Chamber of Commerce introduced Cindi Woodbury, Membership Director, Greater Salem Chamber of Commerce, Erin Daley, Board of Directors Chair, Greater Salem Chamber of Commerce, and Mary Lovell, President, Plaistow Area Commerce Exchange.

A. Haseltine spoke to the issues that had been brought up. She noted that the chamber can help spread the word about available plots of land and noted there are some developers in the area looking to develop smaller plazas. She said they have committees that can look at economic development to identify business that already exist and some that may be missing. She noted that workforce housing and childcare are the biggest issues to be addressed. She noted that restaurants prefer access natural gas line, water and sewer. J. Rowden said sewer would be expected in Plaistow in the next five-ten years. There was discussion of whether Haverhill might be willing to provide sewer hookups and how to initiate a discussion; A. Haseltine suggested the RPC and state senators as the prime movers in this. She discussed exploring development grants/opportunities/incentives for site that have been cleaned up and are open for development or other sites in an overlay district. She also discussed 'cottage' development with a cluster of small cottages sharing a driveway as a housing possibility.

E. Daley discussed the benefits of a community holding well-attended events and their impact on developers wanting to be part of an involved community. She noted that Plaistow has this community and just needs to bring them together at large events that generate buzz. M. Lovell, PACE, discussed how they get the word out about PACE to help the community. She said the goal is to have news from the seven towns served by PACE gets out via the website and community papers. PACE covers Plaistow, Atkinson, Kingston, Hampstead, Newton, Danville and Sandown.

There was discussion about how to create a buzz in town, the need for entertainment options; finding grant money to fund events, how to bring home-based businesses together. J. Rowden talked about how the implementation part of the Master Plan is where you pull all the players together to create a strategic plan for the community. Hosting a Doing Business in Plaistow event was suggested as a networking event that could pay big dividends. There was discussion about using press releases about business openings, events, etc. can all help create a positive buzz about Plaistow, and how it helps for the townspeople to see their news.

There was discussion about how to let property owners know about what could be possible for development in their area. A meet and greet with developers, bankers, business owners and other people was suggested. C. Woodbury mentioned their ambassador group consisting of people from all walks of life such as the

school, real estate agents, etc., who go out to talk with members and potential members. Different promotional programs were discussed.

J. Rowden noted that in order to get the types of business desired, the zoning must allow what you want to bring in, or not allow aspect you don't want; that you must plan for what you want to attract. M. Lovell suggested being proactive and go after what you want.

T. Moore suggested putting together a list of what is going on in Plaistow in 2023 to give a sense of what the community is doing. M. Lovell noted that the Carriage Town News periodically gives PAC a full page to upcoming list events that Plaistow could make use of. T. Moore suggested maybe an insert that would allow the Town to give the Library and the Y extra copies.

Ch. Alberti asked about the Build Out for the Housing Grant and land availability and if such information can be found at a commercial level. J. Rowden suggested that assessing the allowable density of building areas would help address some of these questions. A. Haseltine said there are engineers on their economic development committee and something like this could be posted as a professional review for a high level look of what the options are from their perspective.

Asked what was needed for Plaistow to proceed, A. Haseltine noted that the Chamber offers a complimentary membership to the Town and would just need formal request to join. They would need contact names and a mailing address, and suggested having someone from the Planning Board join the economic development committee. B. Coye said he would bring the question of joining the Chamber and PACE to the Board of Selectmen for approval. It was suggested that R. Anthony and K. Robinson be the liaisons to the Chamber and PACE. C. Woodbury suggested scheduling a ribbon cutting for pictures and involving the Town Manager and department heads. J. Rowden noted it would be a good time to announce that the Planning Board will be talking about housing, economic development, etc.

J. Rowden noted the Board needs to work on updating the economic development plan of the Master Plan. She asked for a couple of actions, takeaways or things that the Board thinks need to be identified in the Master Plan implementation section be brought to the next workshop session.

L. Milette asked when the Build Out would be available. J. Rowden said she had to see where the Housing Grant stands. B. Coye said the Board of Selectmen accepted the Grant on Monday night. J. Rowden said the RPC would be sending a contract in the next week or two and when it was signed she would look at it further, though she expected it would not be until the Spring considering the Economic Development work being done now.

4. OLD BUSINESS:

J. Rowden noted that the hydrological study for Newton has been received.

5. NEW BUSINESS

J. Rowden said that no applications for the March 15th meeting had been received by the deadline.

ADJOURNMENT

There was no additional business before the Board and the meeting was adjourned at 8:26 PM.

Respectfully Submitted,

Charlene A. Glorieux
Minute Taker