



Newmarket Town Council/Planning Board Joint Meeting  
Wednesday, November 3, 2021  
Town Hall Auditorium  
186 Main Street, Newmarket, NH

**Approved November 17, 2021**

Councilors Present: Council Chair Toni Weinstein, Vice-chair Helen Sanders, Councilor Jonathan Kiper, Councilor Megan Brabec, Councilor Scott Blackstone, Councilor Katanna Conley and Councilor Brian Ward.

Planning Board Members Present: Chair Eric Botterman, Vice-chair Valerie Shelton, Member Tim Rosignol and Member Jeffrey Goldknopf.

Staff Present: Town Manager Stephen Fournier, Community Development Director Diane Hardy and Wendy Chase Recording Secretary.

Others Present: Stuart Arnett, ADG LLC.

The Town hired ADG LLC to help the town with specific projects, specifically the marking and branding of the Town's gateway districts, North Gateway, North Main St. (Route 108), South Gateway, Exeter Road (Route 108) and West Gateway, Wadleigh Falls Road (Route 152).

Stuart Arnett a Managing Partner of ADG, LLC gave a PowerPoint presentation on the proposed redevelopment plans of each Gateway.

The project intent:

1. Clarify Newmarket's major gateways
2. Identify issues that may impact future development within each gateway
3. Enhance positive development opportunities within each gateway

North Gateway –

The Preliminary recommendations:

- Review B-1 Zoning Designation & Language
- Anticipate Future Development in North Shore – conduct build-out analysis
- Anticipate future traffic impacts
- Encourage collaborative development among property owners
- Consider adoption of new RSA 22 Incentive

West Gateway –

The Preliminary recommendations is to adjust boundaries of B-3 zoning district to enhance future development. One concept is a multi-use recreational with commercial amenities.

- Adjust boundaries of B-3 Zoning District along Ash swamp Road
- Create a Tax Increment Financing District (TIF) inclusive of the remaining B-3 Zoning District
- Extend public water & sewer with funds generated from the TIF District

- Develop project study area as a single suburban mixed use development project – retail space, office space, commercial space, restaurants, assisted living facilities, trails, etc.

South Gateway –

- Develop a conventional subdivision
- Create a multi-use recreational park – bike park, snowmobiling, x-country skiing, hiking, running, etc.

Councilor Kiper asked if a proposed bike park would be owned by the town. Town Manager Fournier said that the town would not own the park but could lease the land to the commercial outfit.

Town Manager Fournier said that Ash Swamp Road is a “cut -through” road and they want to get away from that for pedestrian safety. He said that the abutting property owners are supportive of redeveloping the south gateway and the first step is to make some zoning changes to allow them to develop in areas they are currently restricted by zoning to accomplish.

Chair Weinstein opined that they should first concentrate on the area closer to town – North Gateway. She said the West Gateway is closer to Epping.

Councilor Blackstone commented that the downtown should be extended North.

PB Chair Botterman expressed concerns with moving forward on zoning changes. He said that the Council has not been receptive to suggested zoning changes by the Planning Board in the past. The Planning Board would put a lot of work and effort just to be shot down.

Town Manager Fournier said that the town is in a different position now. The School issue has been addressed; we have enough water and major infrastructure improvements have been made. We are in a good position to reexamine things.

Council Chair Weinstein said that Town Councilors change every March and spoke on behalf of the Council to its willingness to move forward and reexamine zoning issues.

PB Chair Botterman said he has no problem moving forward.

Recommended next steps:

#### South Gateway

- Private Owners -Participation in Land Development and Cost-sharing, “MOUS”
- Sewer & Water Infrastructure for under-used land potential, existing with growth potential and better planning and developments
- Financing – TIF District new revenues, grant, Newfields partnership and exiting user participation

#### West Gateway

- On-site “Village” features
- Sewer extension feasibility utilizing TIF financing and grants

### North Gateway

- Low peak traffic developments
- Connection to natural resources
- Mix of uses to add to intown vitality

### Overall

- Dialogue with owners and potential developers; assign a lead
- Share the Gateway vision
- Review zoning and land use regs
- Conditional pre-permits
- Convene and encourage what is desired, while ensuring quality

Respectfully submitted,

Wendy V. Chase  
Recording Secretary