



**Meeting
Notes**

Attendees: Karen McGinley, Acting Chair
Dave Danielson
Bill Dermody
Jon Larivierre
Michelle Salvatore
Doug Pearson
Andre Garron
Jeanene Procopis
Rick Sawyer, AICP – Planning
Cynthia May - Planning
Ralph Willmer, FAICP – VHB

Date/ Time: June 2, 2010
6 PM

Project No.: 52023.00

Place: BCTV Meeting Room

Re: Master Plan Steering Committee

Notes taken by: Ralph Willmer

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- A. Acting Chairperson McGinley opened the meeting at 6:00 PM.
 - B. Minutes of April 15, 2010. Postponed until next meeting.
 - C. Presentation of the Southern Performance Zone/River Corridor Master Planning Case Studies – Michael Brunetti of Celebration Associates

The presentation focused on the following points:

- Purpose of the project was to look at mixed-use development along the River Corridor Performance Zone (on the northeast side of town and near the new interchange for the Manchester Airport Access Road)
- The objectives of the assignment were to:
 - Create conceptual mixed use master plans that would incorporate “smart growth” & compact

- development principles (TND and TOD) which would be incorporated into an Overlay District
- Illustrate how a mix of housing and commercial uses can be planned on the same site
- Illustrate the character of these mixed-use developments so members of the community will have a better sense of what these sites can look like
- The presentation showed typical and smart growth development
- Bedford does not have a town center; a spotty architectural heritage; river corridor opportunities; high speed rail; and needs commercial and housing diversity
- The Town did not give Celebration specific instructions – only the sites were identified
- Macy's site
 - One concept with residential, hotel, commercial and entertainment uses
 - 2nd concept has higher density residential, 2 hotels, parking decks, commercial
- MAAR site
 - Attract transit-oriented workers and residents
 - 3 – 4 story buildings
 - Access to the river (park)
 - Showed conceptual building design
 - Civic and common areas

The following discussion took place after the presentation:

- Karen McGinley – Alternative B for Macy's was better; a potential buyer would be more attracted to that option
- Barbara Salvatore – was any revenue analysis done as part of this study? (response – no). She liked the greenspace in Alternative A for Macy's.
- Jon Larivierre – Greenspace can be illusory; there may be a higher ratio of greenspace in the other alternative.
- Dave Danielson – PZ would not allow this now. How does it fit ultimately into the rest of the area? Should the overlay extend to the town border? (response – that could be an option for developers if extended)
- Bill Dermody – Are these concepts accepted? How might this affect the Rt. 101 businesses?
- Rick Sawyer – The two areas serve different needs – Rt. 101 serves local needs while the PZ attracts visitors.
- Jon Larivierre – This is a 58 acre site with lots of owners. Can this vision to redevelop the whole area really happen? It could be a patchwork quilt unless one developer assembles the parcels. (response – one successful site can spur another. There are not many tenants on the site now.)
- Karen McGinley – This will not happen at once. Form-based code is an option.

- Bill Dermody – Does the MAAR site make sense if even if rail does not come to Bedford? (response – yes because of the airport and the site is not fully developed right now.)
- Jon Larivierre – We need to provide options – other towns will be doing this as well.
- Rick Sawyer – Merrimack is looking to rezone. The road will connect neighboring communities.
- Andre Garron – Londonderry would be looking for more residential development there because of the proximity to the airport. The town is focusing on industrial, office, and some retail.
- Barbara Salvatore – Is there a market for cinemas? (response – there should be some after-hours anchor)
- Andre Garron – Macy's scenario B probably would be attractive to developers – more flexible and higher square footage. Residential could be a concern in Alternative A.
- Karen McGinley – The mix of residential and commercial is attractive.
- Jon Larivierre – The retail sector may be the same square footage as what is there now. The difference is the hotel, residential and office.
- Rick Sawyer – build-out is longer than the life of the plan (30 – 40 years). These renderings are the recommendation of the EDC and the project was paid for by CTAP funds.
- Jeanene Procopis – Supports this as an innovative concept.

D. Master Plan

- Karen McGinley would like to add a vision statement to the Plan. Move historical data to an appendix.
- Doug Pearson – Vision statement is important. The implementation table should be slimmed down.
- Andre Garron – Visioning should be done by the Committee.
- Barbara Salvatore – Given some of the major ideas presented in the Plan, a vision is important.
- Karen McGinley – A subcommittee should be established to go through the document and tie it together. It would be easier for a subcommittee to do this than for VHB to do so.
- Subcommittee established – Karen McGinley, Barbara Salvatore, and Andre Garron
- The Celebration Associates presentation should probably not be included, although some can be included in the Plan. Perhaps it could be an appendix and some of the renderings can be included. The subcommittee will decide.
- Karen McGinley – How does the Plan get explained to the public?
- Doug Pearson will write a first draft of the vision statement.

- Comments from Committee members should be sent to Karen McGinley in two weeks.
- Plan format was discussed and it was suggested that a larger font be used if the two column page layout is used.
- The presentation to the Planning Board and Town Council will be scheduled for August or September.
- Karen McGinley – Land use section should have more background info on mixed-use. For the land use map, the overlay district could encompass the entire PZ.
- Dave Danielson – asked about the issue of narrowing of Rt. 101.
- Rick Sawyer – the Rt. 101 report recommends the voluntary dedication of frontage and owners have complied.

E. The next Steering Committee meeting was set for BCTV at 6:00 PM on July 21, 2010.

F. Meeting Adjourned at 8:15 PM.

Respectfully submitted by Ralph Willmer, FAICP
June 28, 2010

Next meeting scheduled for BCTV on July 21, 2010 at 6 PM.