

TOWN OF DERRY

**Town Council
Derry Municipal Center**

**January 29 2019
Tuesday - 6:30 PM**

6:30 PM Call to order

Pledge of Allegiance, warning of fire exits, handicap access, & turn off all cell phones

Roll Call: Councilors Chirichiello, Bourdon, Katsakiores, Foote, Wetherbee, and Chairman Morgan,
Absent: Councilor Tripp
Present: TA David Caron, Town Clerk Daniel Healey

DOWNTOWN WORKSHOP

6:35 PM Workshop Overview and Presentation
Dave Caron, Town Administrator
George Sioras, Town Planner
Bev Donovan, Economic Development Director
Liz Robidoux, Planning & Economic Development Assistant

To put together the downtown workshop, all past studies and surveys were gathered and grouped into action items by function area with successes being identified. A recent community survey was distributed among residents and business owners and those results will be presented. All the local stakeholders have been invited and encouraged to participate in this workshop. Exit 4A is a reality and will be happening very soon with only 2 federal permits remaining. The town has been looking at suggestions on how to redevelop Abbott Court. Performing arts downtown has been promoted more frequently. Economic Development Coordinator Bev Donovan has looked into parts of Derry as a Federal Opportunity Zone. These low-income zones receive funding if there are opportunities for redevelopment.

6:55 PM Discussion and Ranking of Past Recommendations – Are they still relevant?

- Create a Downtown Development Fund
- Create downtown Merchants Association
- Create new parking
- Create unified theme for downtown
- Downtown parking garage
- Encourage private sector to market the downtown
- Establish Economic Development Fund
- Establish TIF to fund projects and activities
- Extend Merchant's Row to South Avenue
- Extend/rehabilitate sidewalks
- Implement one-hour parking
- Implement the 2008 traffic study
- Incentivize landlords to reduce rent and increase occupancy
- Joint ventures for parking opportunities
- Redevelop vacant property in the downtown
- Re-route traffic during peak hours
- Restroom/kiosks at pathway

- Semi-permanent structures along Rail Trail for outdoor market
- Strategically plan parking and services to serve downtown businesses

Attendees ranked the past recommendations.

7:25 PM Action items Moving Forward – Suggestions for Discussion and New Ideas?

- Abbott Court - Act on results of CDBG funded visioning effort
- ADA Parking (specifically in downtown)
- Arcades/Game places
- Be cognizant of emergent technologies
- Better connectivity with and use for downtown businesses such as sidewalk extensions, lighting and security enhancements
- Brighten lighting on Broadway
- Commercial Liaison
- Community Arts Center
- Complete Streets
- Considerations for East Derry
- Continue to market the advantages of the federally designated Economic Opportunity Zone
- Cost of renting downtown is too much
- Coordinated marketing to attract more stores, shops, restaurants
- Crystal Avenue – empty lot – develop it
- Derry Commerce Corridor
- Discover why businesses don't last
- Downtown park – promote Hood Park and improve it
- Electric Trolley Car
- Encourage educational/institutional uses to populate downtown during the day
- Expand “downtown” to include sections of East and West Broadway, Crystal Avenue to Manchester Road. This ties in the traditional downtown area with Exit 4A, Tupelo, Manchester Road and Crystal Avenue retail, dining and entertainment options
- Expand the downtown – Birch St.
- Extend decorative lighting on Crystal Avenue
- Extend sidewalks from Broadway to side streets
- Give the downtown more depth
- Gluten free food options
- Granite State Ambassadors Program
- Green space
- Investigate options to encourage market rate housing to “populate” the downtown
- Kitteredge Farm
- Local businesses supporting each other
- More Electronic Vehicle Charging Stations
- More ethnic restaurants
- More walking/biking areas
- Parking
- Parking next to Adams Memorial Building
- Partner with Chamber of Commerce for Corridor-specific activities and promotions
- Pop Up Artists – more like that
- Recapitalize and expand the Downtown Façade Improvement Program into a Derry Commerce Corridor Improvement Fund

- Redevelop 19 Elm Street
- Rehabilitate sidewalks and expand on Crystal Avenue
- Revisit parking requirements
- Revitalization of Hood Park
- Side Road traffic
- Small Business Incubator Space
- Support and expand activities such as Farmer's Market, Derry After Dark, DerryFest, Holiday Parade, events at Opera House, etc.
- Support practical and responsible enforcement of blighted and empty buildings to encourage responsible ownership and revitalization of the Corridor
- Utilize National and State funds to improve the downtown
- Utilize multiple floors of buildings
- Work with retailers and restaurants on a Strategic Event Plan to "extend the weekend"
- Zoning

8:00 PM Ranking of Action items

Attendees ranked the action items presented by other members of the public.


8:15 PM Report out on Action Plan

Analysis of the information gathered from the workshop will begin and rankings will be determined.

8:25 PM Review of Timeline Moving Forward

A full report of the downtown workshop will be presented at a future council meeting in February.

Adjournment: 8:30 p.m.



 Town Clerk

2-20-19

 Date

Recording & Transcription by: Daniel Healey, Town Clerk