



Newsletter

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President's Message

This issue of the NHPA Newsletter is the first to be published under what is, for us, a new system. In November 1999 the Executive Committee signed a contract with the NH Municipal Association to participate in a new "Enhanced Member Services Program." The goal of the program is to provide affiliate groups with various administrative services ranging from financial to record maintenance, to enable these groups to better meet their professional goals. We have already begun to take advantage of some of the Program benefits, such as using NHMA as our permanent address, and managing notices and registrations for our most recent conference. Assistance with our newsletter was a strong motivation for signing to sign on to the Program! Cindy Hayden (bless her soul) is back as our very capable and brave newsletter editor – many of you will have been contacted by her for information for this issue. NHMA's role is to handle layout and design, reproduction and distribution.

Many of you also participated in the membership survey which solicited input about the newsletter. 41% of respondents felt the newsletter was very important, 55% "somewhat important." We have also tried to consider your written comments about the format and content of the newsletter, and these are hopefully reflected to your satisfaction in this issue. If not, Cindy welcomes your thoughts; please call her at 431-2006 (ext. 218) with your ideas. Finally, more than half of those surveyed said they would find an NHPA website helpful. We're working on it.

Kudos to all of you who made it to the March conference in Bedford, despite the best efforts of Mother Nature to keep you away. Cluster development is a compelling topic for planners, and we continue to try to find ways to implement the good work of the professionals who offered their time to speak to us about the issues.

Thank you all for your continued interest in NHPA, and for your patience while we reorganized.


Carol Ogilvie
President, NHPA

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by *Cindy Hayden, City of Portsmouth
Community Development Director*

Tim Thompson has left the Staff Planner position in the City of Rochester to take on the newly created Planner position in Londonderry where he will work with **Andre Garron**, the new Director of Planning and Economic Development. The Town of Goffstown (Andre's former professional home) is in the final stages of hiring his replacement. Hooksett is also close to filling their town planner position.

Amanda Simpson, NHPA's previous fearless leader, says **Susan Pelkey** has left her Assistant Planner position with the City of Laconia to join the State of New Hampshire 911 office. Welcome to **Dawn Emerson**, former Conway Town Planner, who has taken her place. And congratulations are also in order for **Ben Frost** who was recently named the new Executive Director at the Upper Valley Lake Sunapee Council.

Larry Goss reports that **Keith Ratner**, formerly transportation planner with the Strafford Regional Planning Commission in the late 1980s, has joined him on the faculty at Salem State College where he teaches planning courses. And RKG Associates says **Kyle Talente** has been transferred from their Durham, NH office to Alexandria, VA.

Jack Mettee, AICP and **Jerry Coogan**, AICP have recently joined forces to assist the City of Rochester with a rewrite of its Master Plan's Land Use and Transportation chapters, as well as the Town of Raymond with its Master Plan update. They have even jumped across the border to Maine to help the Town of Wells conduct the Route 109 Corridor Study and Comprehensive Plan Update.

As for individual planning activities, Jack recently presented a paper on the Odiorne Point State Park Plan, prepared by Appledore Engineering, to the National Association of Recreation Resources Planners in Albuquerque, while Jerry has been serving as the interim director of the Sullivan County Economic Development Corporation for the past eight months.

According to Ross Moldoff, residents agreed, at Salem's Town Meeting, to spend \$50,000 for a new Master Plan. The last one was done in 1986, with an update by staff in 1992. ■

NHPA Executive Committee Seeks Award Nominations



The Executive Committee is seeking nominations for the 2000 NHPA Annual Planning Awards. Nominations must be received by June 9, 2000 for consideration this year. Winners will be forwarded to NNECAPA for their award selection process prior to their September conference in Burlington, Vermont.

Eligibility criteria for each category is listed below.

The following information is requested to assist the Executive Committee in selecting award recipients:

- 2000 NHPA Award Nomination Submission Form (required)
- Summary of the submission or the individual's qualifications (eligibility)
- Explanation demonstrating how the submission meets the stated criteria
- Letter(s) of recommendation in support of the submitted project, plan or professional planner
- Related documents or reports
- Audio or video presentations
- Other materials supporting the submission

President's Medal for Outstanding Achievement by a Professional Planner

The winner of this award will automatically be nominated for the NNECAPA Award - Professional Planner of the Year.

Eligibility

To an individual for a sustained contribution to the profession through distinguished practice, teaching or writing. This person must make his/her living in the practice of planning, either in the public or private sector or have recently retired.

Criteria

- ◆ **Support of Planning** - To what extent has the nominee's work increased the understanding of planning principals and the planning process?
- ◆ **Effectiveness/Results** - To what extent has the nominee been effective in formulating and implementing his/her

See AWARD — page 6

The NHPA Newsletter is published in the Spring, Summer, and Fall. Contact an Editorial Board member for copy deadline. The primary purpose of the newsletter is to foster the exchange of information between planners throughout the Granite State. Anyone wishing to submit an article, editorial, request for information, or anything else of interest to planners is encouraged to do so by contacting an Editorial Board Member. The NHPA welcomes paid business advertising. Rates are \$40 per issue and \$100 per year (three issues) for a business card ad. NHPA membership information can be obtained from the treasurer.

Dealing With Big-Box Retailers

by Ross A. Moldoff, Planning Director, Town of Salem

Communities have choices. They can encourage or discourage certain types of development. Superstore sprawl is not the only option available to communities that want new growth, development, jobs and tax revenues. We hope to encourage communities to be more aggressive in protecting the things that make them special, to be more insistent about obtaining the information they need to evaluate superstore proposals. Most of all, we hope to let citizens everywhere know that sprawl is not inevitable and that people can take actions to prevent it.

— Richard Moe, President, National Trust for Historic Preservation, 1994

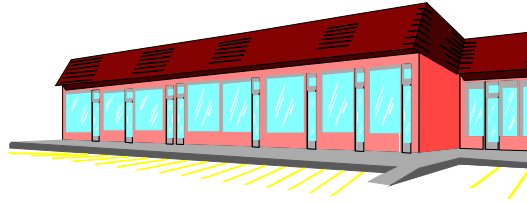
What can communities do to deal with the impacts of big-box retailers? What specific steps can be taken to prevent or control this type of development? Here are some tips from a planner who has seen a multitude of retail site plans:

1) Zoning Map - By allowing, or not allowing, retail development in certain areas, communities can encourage or discourage the location of big-box retailers. In 1961, voters in Salem adopted a zoning map which included a 5 mile long commercial district, on what was mostly farm land and open space, along Route 28. Over the next 30 years, this area developed into a classic “strip”, with numerous shopping centers, large stores, fast food restaurants, car dealerships and other retail uses. While some residents complain about the change, Salem got exactly what it zoned. So be careful what you zone (and wish) for!

In retrospect, a better idea would have been to create retail clusters or nodes around major intersections, and allow some transitional uses like professional offices along the rest of the road. Limiting both the depth and length of retail zones is crucial to preventing the negative impacts of retail development. There is also nothing wrong with creating non-retail commercial zoning districts (for professional offices, say) or limiting the size of retail stores in certain areas, both of which Salem has done with much success.

2) Architecture - If you want to prevent the bland look of big-box development, you should adopt regulations on building design and architecture. Salem adopted Retail Design Standards to encourage higher quality building designs on Route 28. The standards call for avoiding long unbroken expanses of walls and flat roofs, using brick, clapboard, glass, or stone for wall surfaces, and utilizing columns, awnings, towers, and arches to create interesting building designs. These standards are not perfect and are subject to different interpretation by applicants and board

members. But they indicate to applicants that their usual building designs may need to be upgraded. We also maintain a list and photographs of attractive local buildings which



illustrate what the Town hopes to see in new projects. A further refinement would be the formation of a Design Review

Advisory Committee to assist the Planning Board in negotiating design details with retailers.

3) Landscaping - One of the most objectionable aspects of large retail development is the “sea of pavement” effect, where open fields and woodlands are converted to asphalt parking lots. A decent landscaping plan can mitigate some of this problem. The best possible scenario is to save existing vegetation, especially in front of a site, but this is rarely seen. The next best option is to have strong landscaping regulations. Salem adopted Retail Landscaping Standards as part of our site plan regulations. These standards specify the size and type of trees and shrubs, the need for planting islands and screening of parking lots from streets, and a host of other criteria. We also have been lucky to get help from local landscape contractors in reviewing certain plans, and I think requiring landscape plans to be reviewed by a landscape architect working for the Town would also be beneficial.

4) Signage - Unattractive or overly large signage can make an otherwise acceptable project look terrible. Key issues are the amount of signage allowed, where it is located, its style and height. Many examples of sign ordinances are available on the Internet and planners should search for examples of criteria that will fit with their own communities. Salem’s sign ordinance contains some innovative ideas, such as incentives for smaller signs and a requirement for uniform wall signs on multi-tenant plazas. We also prohibit the use of portable signs except for 30 days around the opening of a new business and prohibit the parking of vehicles or trailers which advertise a business within view of the roadway.

5) Traffic - Citizen surveys tell us the one aspect of living in Salem most disliked by residents is traffic congestion. In response, we completed a corridor traffic study and adopted a road impact fee system that covers all development on Route 28. We also adopted Traffic Management regulations as part of our Site Plan Review ordinance. These regulations

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Arendt Highlights

NHPA Annual Spring Workshop

by Tim Thompson, NHPA Public Information Officer and NNECAPA Webmaster



Renowned author Randall Arendt's powerful and inspiring presentation capped off the successful New Hampshire Planners Association's "Cluster Developments and Conservation Subdivisions" workshop on Friday, March 17th.

Braving the last winter storm of the season (or so we thought!), about 75 people attended the workshop, held at The Event Center in Bedford, NH. The premise of the conference was to bring together a variety of views on the concept of "open space" development, and to offer suggestions to planners for implementing the concepts in their own communities.

Clay Mitchell, Land Use Planner from the Strafford Regional Planning Commission, opened the conference with "The Planner's Perspective," a *Powerpoint* presentation discussing the different elements of clusters vs. open space developments, NH statutory law, the choice of mandatory versus optional requirements of open space subdivisions, and an examination of designs that were both successful and not so successful.

Next up was Robert Cruess, president of TF Moran, bringing the "Engineer's Perspective" on open space development. Cruess discussed the complexity of most existing cluster regulations, the inherent conflict of traditional zoning ordinances and creative design, and a variety of projects his firm has done in NH using open space or ecological design concepts. He stressed the importance of early interaction between local planners and the developer/engineer in order to achieve successful open space designs.

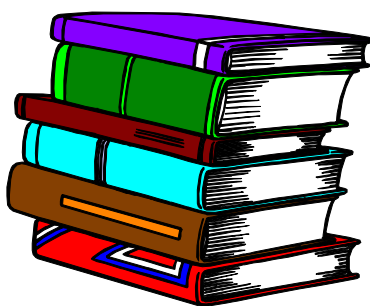
Rounding out the morning session was "The Developer's Perspective," presented by Steve Lewis, who has developed many projects in southern NH, including open space developments. Lewis discussed the financial advantages for developers of taking advantage of open space developments (less money devoted to roads/infrastructure, units typically sell at higher prices). He also highlighted his project in Atkinson, NH, where he actually had to sue the town in order to be allowed to build his mixed use open space development.

Closing out the conference was Randall Arendt, author of *Conservation Design for Subdivisions: A Practical Guide to*

Creating Open Space Networks and Growing Greener Putting Conservation into Local Plans and Ordinances. Arendt's afternoon-long presentation examined the four step design process he advocates, and presented an examination of a wide variety of examples nation wide of successful implementation of conservation/open space design. He highlighted the need for a comprehensive look at conservation and linked open space in communities. Perhaps most importantly, he said that existing regulations in many communities contribute heavily to the constant creeping of suburban sprawl, and called for the overhaul of zoning ordinances and subdivision regulations everywhere. ■

RETAILERS — *Continued from page 3*

require all major development projects to prepare traffic studies which evaluate their impact on the local road network. These studies are then reviewed, at the applicant's expense, by the Town's own consultant. Applicants are required to propose mitigation to offset their impacts, maintain adequate driveway sight distance, provide shared driveways and connect parking lots where possible. In the less-developed northern section of Route 28, a "local controlled highway access zone" has been designated to control the number of curb cuts and to create connected driveways where possible.



6) Resources - A number of excellent publications and web sites are available to help in the battle to prevent or control big-box development. Here are some of the best ones:

- *Better Models for Superstores: Alternatives to Big-Box Sprawl*. Constance Beaumont. National Trust for Historic Preservation. 1997. 202/588-6296.
- *Controlling Strip Development: Sample Ordinances*. Ross Moldoff. 1999. 603/890-2083.
- *Dealing with Change in the Connecticut River Valley: A Design Manual for Conservation and Development*. Robert Yaro, et al. Center for Rural Massachusetts. 1988. 413/545-0153.

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Planner Profile

Dawn Emerson, City of Laconia

by Cindy Hayden, Community Development Director, City of Portsmouth

Dawn Emerson, Laconia's new Assistant Planner, is starting her job with the City by doing some truly unique Granite State planning work — reviewing more than five dozen site plans for the Lakes Region's upcoming Motorcycle Week. This part of her work is part of a relatively new Planning Department responsibility whereby site plans for the hundreds of Motorcycle Week vendors — ranging from beer tents, bands, and food concessions to temporary campgrounds and parking lots — are reviewed for

compliance with local ordinances. Each property owner or their agent must submit a site plan for the proposed short-term activities to take place on their properties. Dawn reviews the plans and oversees a public hearing on each application.

When Dawn is not busy preparing (or recovering) from her professional planning role in Motorcycle Week, she is reviewing more conventional subdivision and site plans. In July, she looks forward to taking on the regulation of signs and shorelands as well.

Until recently, Dawn served as Conway's Town Planner. She says that in her two years in the town, she really came to appreciate the great sense of pride Conway residents have in their community and their very positive attitude. During her tenure in Conway she saw the passage of a buffer zone for wetlands, and the creation of a bypass overlay district which is designed to create a 500-foot greenway on either side of the bypass to ensure its character as a gateway to the area.

Prior to serving as Conway's Town Planner, Dawn was the Assistant Planner in Old Orchard Beach, Maine. She said that, since the town is only seven square miles in size, development of the new Rite Aid was the biggest project that took place during her work for OOB.

Dawn received her B.S. in Community Development from UNH after spending three at Florida State. Prior to becoming enmeshed in her professional career, Dawn did the right thing and spent two years after graduation traveling some of this country's most interesting national parks — Glacier National in Montana, Grand Canyon, and Denali in Alaska. Despite the fact that she had to work in the park concessions to support herself, she says the incredible sights that she traveled to made it very worthwhile.

Originally from Windham, Dawn has returned to her home state, and we welcome her back. Today, Dawn is looking forward to her imminent move from the Conway area to Meredith, expanding her role in the Laconia Planning Department, and taking the AICP exam in the near future. ■

RETAILERS — Continued from page 4

- *Designing the Future to Honor the Past: Design Guidelines for Cape Cod.* Cape Cod Commission and Community Vision, Inc. 1994. 508/362-3828.
- *Rural By Design.* Randall Arendt. APA Planners Bookstore. 1994. 312/955-9100.
- *Saving Face: How Corporate Franchise Design Can Respect Community Identity.* Ronald Lee Fleming. APA Planning Advisory Service Report #452. 1994. 312/955-9100.
- Bedford, New Hampshire: US Route 3 Corridor Performance District, Town of Bedford, 24 North Amherst Rd., Bedford, NH 03110 603/472-8104
- Concord, New Hampshire: Gateway Commercial Overlay District, City of Concord, 41 Green Street, Concord, NH 03301 603/225-8515
- Conway, New Hampshire: Special Highway Corridor District, Town of Conway, P.O. Box 70, Center Conway, NH 03813 603/447-3855
- Cyburbia: <http://cyburbia.ap.buffalo.edu/pairc/>
- Planning Commissioners Journal: www.plannersweb.com 802/864-9083

Big-box retail development continues to proliferate throughout New Hampshire. Just about every town with a major road corridor, big or small, rich or poor, well-planned or growing out of control, now has some big retail boxes. It takes persistence and hard work to enact the regulations and policies needed to control this type of development, but it can be done, and indeed it must be done if we are to preserve any semblance of our traditional landscape. ■

plans and ideas and furthered the cause of planning? Within what sphere of influence has this effectiveness been realized?

Project of the Year

The winner of this award will automatically be nominated for the NNECAPA Award - Project of the Year.

Eligibility

For a project, program or tool that is a significant advantage to the cause of planning. This category emphasizes results and demonstrates how a project, program or tool implemented a plan. The submissions could be regulations, ordinances or codes; growth management guidelines or ordinances; transferable development rights programs; land acquisition efforts; tax abatement initiatives; or projects that encourage participation by those who do not typically participate in setting community agendas.

Criteria

- ◆ **Originality** - To what extent are creative and innovative ideas used to address a demonstrated need or program? How have these ideas expanded the envelope of accepted planning principles and led to a greater level of success?
- ◆ **Transferability** - How does the submission provide an example for others?
- ◆ **Quality** - To what extent does the submission show excellence of thought, analysis, writing, graphics, and applying ethical planning principles? How were resources used in a well-conceived and appropriate format?
- ◆ **Comprehensiveness** - How have planning principles been observed, especially in support of other public objectives? To what extent does the submission produce results for other programs important to the local community?
- ◆ **Public Participation** - How has the submission encouraged public participation to address the demonstrated need or problem? To what extent has the submission included those left out of similar efforts in the past?
- ◆ **Results** - How has the submission addressed the need or problem that prompted its initiation? How have these results made a difference in the lives of the people affected?

Plan of the Year

The winner of this award will automatically be nominated for the NNECAPA Award - Plan of the Year.

Eligibility

To a written plan that is a significant advancement to the science and art of planning. This could include comprehensive/master plans, housing plans, capital improvement plans, environmental/resource conservation plans, park and recreation plans, transportation plans, redevelopment plans, economic development plans, or rails-to-trails plans.

Criteria

- ◆ **Originality** - How does the plan present a visionary approach or innovative concept within the context of the jurisdiction's situation? How does it expand the envelope of accepted planning principles?
- ◆ **Transferability** - How does the plan provide a potential application for others? Is the wider application of this plan's components in the interest of the planning process?
- ◆ **Quality** - How does the plan show excellence of thought, analysis, writing, graphics, and applying ethical planning principals? How were resources used in a well-conceived and appropriate format?
- ◆ **Comprehensiveness** - How have planning principles been observed, especially in consideration of the plan's effects on other public objectives? To what extent does the plan include elements important to the local community?
- ◆ **Public Participation** - How far did the effort go to solicit input from those who have been historically left out of the process? How has the plan accomplished "buy in" from the public sector?
- ◆ **Implementation** - Does the plan include a strong element detailing measurable implementation tasks and goals? How effective is the plan in short, medium, and long terms?

If you know of any individuals, projects or plans worthy of consideration, use the enclosed nomination form for your submission.

For more information about submitting a nomination, please contact Lori Hubbard (800/852-3358) at the New Hampshire Municipal Association. ■

Job Opportunities

Transportation Planner

Strafford Regional Planning Commission

Seeking a motivated, organized and detail-oriented person to work for regional planning commission/metropolitan planning organization in Dover, NH. Person will work with other transportation professionals in multiple aspects of planning work including research, analysis, report writing, data management and public speaking. Among the position responsibilities are: assistance to member communities in the TEA-21 planning process, assistance to regional transit providers and local technical transportation assistance to communities, and contract/project management for federally funded projects.

Minimum qualifications include a Bachelors Degree in planning, public administration or related field; demonstrated interest and experience in transportation planning or engineering; proficiency in MS Office/Windows computer word processing, spreadsheets, and databases. ArcView and traffic modeling (Tmodel2) skills and experience preferred. Must be capable of working independently and in teams, handling multiple tasks, and comfortable with public speaking, technical and general writing.

Please reply via postal mail with letter of interest, resume, **salary requirements and three references** to Executive Director - Confidential, Strafford Regional Planning Commission, 259 County Farm Road, Unit 1, Dover, NH 03820-6019.

Land Use Planner

Strafford Regional Planning Commission

Seeking a person who is organized, personable, and focused to work for regional planning commission in Dover, NH. Person will work in multiple aspects of land use planning activities including research, analysis, report writing, data management, and public speaking. Among the position responsibilities are: technical assistance to planning boards, conservation commissions, and other local organizations, facilitation of groups, coordination of interagency projects, and project/contract management for local and federally funded projects. Night meetings required.

Minimum qualifications include a Bachelors Degree in planning, public administration, or related field; demonstrated interest and experience in land use planning, zoning, and subdivision regulations; proficiency in MS Office/Windows

computer word processing, spreadsheets, and databases; proficiency in map/plat interpretation. Experience with NH RSAs preferred. Must be capable of working independently and in teams, handling multiple tasks in a creative, fast-paced environment. SRPC offers a flexible work environment, a competitive wage and an excellent benefit package. Salary will be **dependent upon** qualifications.

Please reply to via postal mail with letter of interest, resume, **salary requirements and three references** to Executive Director - Confidential, Strafford Regional Planning Commission, 259 County Farm Road, Unit 1, Dover, NH 03820-6019. No e-mail applications will be considered. Positions remain open until filled. SRPC is a non-discriminatory, equal opportunity employer. More information can be found at www.strafford.org.

GIS Technician/Interns

Strafford Regional Planning Commission

Seeking an organized, detail-oriented person to work for a regional planning commission in Dover, NH. Person will work on GIS activities including land use, transportation and natural resource projects. GIS Technician/Interns will perform a variety of duties including: use of PC Arc/Info and Arcview software to create and update various geographic data layers. Some fieldwork, such as GPS data collection and land use field checking, may be required.

Minimum qualifications include experience with GIS software, and understanding of databases and computer directory structures. Those with backgrounds in planning, geography or computers are preferred. Must be able to commit a minimum of 10 hours per week. Assignments may vary from 10 to more than 20 hours per week. Those persons seeking student internship credit must have college Work Study. All Intern applicants must have dependable transportation and some computer experience. This is a part-time, contract position. Salary will be **dependent upon** qualifications.

Please reply to the address below via postal mail with letter of interest and resume, **salary requirements and three references** GIS Director, Strafford Regional Planning Commission, 259 County Farm Road, Unit 1, Dover, NH 03820-6019. No e-mail applications will be considered. Position remains open until filled. SRPC is a non-discriminatory, equal opportunity employer. More information can be found at www.strafford.org.

New Resources

Videoconferencing Now Available

A statewide videoconferencing system, called the Granite State Distance Learning Network, was introduced in April. The system, centered at UNH, has remote sites located throughout the State. It will provide municipalities, schools and business organizations with the opportunity to conduct two-way interactive professional development, board/committee meetings, satellite downlinks, and expanded school curricula. It could also be used to host statewide meetings and training programs for municipal officials. Broadcast sites/facilities are available at UNH in Durham and Manchester, Keene State College, Plymouth State College, and other sites around the State. These sites all have the capability of simultaneously broadcasting and viewing voice and video across the network between two or more of the sites at the same time. If you are interested in using the system for meetings or other educational opportunities, contact Chrys Bouvier, Educational Technology Consultant, NH Department of Education at 603/271-8049 or cbouvier@ed.state.nh.us.

OSP Launches PlanLink Listserv

The NH Office of State Planning has announced the creation of PlanLink Listserv as an on-line discussion forum for New Hampshire's planning, zoning, and land use regulation

community. While anyone may subscribe, the service is targeted to those serving in either elected or appointed positions in NH government (state, county, local), along with planners, code enforcement officers, zoning administrators and other professionals.

To subscribe, send an "empty" message (nothing in the subject line or the body of the message) to plan-link-subscribe@webster.state.nh.us. Within a minute or two you will get a confirmation message back asking you to confirm your subscription by just clicking your reply button. Again, in a minute or two, you will receive a welcome message acknowledging your subscription to listserv. At that point you are ready to go. To post a message to the listserv, use the address plan-link@webster.state.nh.us. Include a topic in the subject line and enter your message in the body. Be sure to include your name, phone number, email address, etc. in the body of the message if you are looking for a reply from listserv subscribers.

Additional information can be found on NHResourceNet at <http://www.state.nh.us/osp/planning/PlanLinkInfo.htm>. If you have any questions or problems subscribing to or using listserv, contact Chris Northrop at OSP (603/271-2155 or email:chris.northrop@osp.state.nh.us). ■