

WINDHAM ECONOMIC DEVELOPMENT COMMITTEE
SURVEY SUB-COMMITTEE MEETING

Minutes - DRAFT
Office of AJ Letizio Sales & Marketing, 91 Indian Rock Road, Windham, NH
June 23, 2011

Present: Chairman Bob Young, Members Sally D'Angelo, Al Letizio and Paul Gosselin

Chairman Young opened the meeting at 7:40 a.m.

Meeting Purpose: To review and analyze the 2010 Community Survey results and draft statement of recommended conclusions for the full Windham Economic Development Committee to review.

2010 Community Survey Review:

Question #1: How much more business growth would you like to see in Windham?

Recommendation:

1. Those respondents who favored more Business development in Windham outnumbered those who did not by more than 2 to 1. (295 favor vs. 133 oppose)

Question #2: Are you satisfied with how Windham's community has developed?

Recommendation:

1. By a slim majority, respondents were satisfied with how the community has developed. Since the lack of definition of the term *community* left this question open to more interpretations than anticipated, the Sub-committee recommends not including this question in our conclusions. (Responses: 53.08% Satisfied, 42.89% Unsatisfied and 4.04% Not Sure)

Question #3: In which 3 areas of Map #1 would you like to see Windham's business development focused?

Recommendation:

1. Map areas G, H and E are most favored as areas of business development. These areas encompass the Rte 28 area and the areas surrounding the intersection of Rte 111 and Rte 93. The consensus of respondents, whether they lived in these 3 map areas or not, is these are the areas for business development.
2. Map areas C, I and F were the least favored for business development. These areas encompass the Cobbetts Pond Road, South Lowell Rd intersection, the Depot area and Range Road.
3. Although Area F is one of the least favored areas of business development, it connects areas G & H to E and becomes an area of considerable interest that will require substantial planning thought and effort to insure appropriate development. It abuts a residential area, is largely built out and there are still large desirable tracts available.

Question #4: When considering business development, what factors are most important to you?

Recommendation:

1. The number one concern of respondents, with 79.81% responding important, was *Impact on Property Values*. This factor was followed closely by *Where Located in the Community* (79.61%) and *Traffic Impact* (77.50%).
2. 73% of respondents felt as though *Visual Aesthetic* was important when considering business development.
3. Less than 50% of respondents were concerned about the *Physical Size of Building*, (30% are neutral, 22% do not believe it is important) when considering business development
4. Less 1/3 of respondents felt *Number of Employees* was important when considering business development.

Question #5: What types of business development would you prefer in Windham?

Recommendation:

1. Out of categories provided to respondents, on average, more than two thirds would prefer all categories other than *Manufacturing*.
2. When asked what type respondents prefer, responses were scattered. However, *Business and Professional Offices* and *Arts, Entertainment & Recreation* ranked #1 & #2 respectively and *Manufacturing* ranked least preferred.
3. The #1 Write-In Comment was a preference for and increases in *Restaurant Services in Town*.

Question #6: Refer to map #2 and indicate in what areas of Town you Live, Own Property, Own a Business. (Check all that apply)

Recommendation:

1. When respondents were asked in what areas of town they lived, we had a good representative distribution of responses throughout all areas of Town.

Question #7: Would you support development in Windham that has a mix of business and residential uses within the same property?

Recommendation:

1. When respondents were asked their preference on mixed use, the answers were well distributed between *Yes, No & Maybe*. It is the survey committee's conclusion that this is an area that requires more study.

Question #8: Would you support the expansion of sewer services from Salem into Windham in the Canobie Lake, Shadow Lake, Cobbetts Pond and Wall Street areas of Town?

Recommendation:

1. When asked their preference, only 26.35% of respondents opposed expansion of sewer service.
2. Of those respondents who live in the area of town near Cobbett's Pond and Canobie Lake, respondents who favored the expansion of sewer service outnumbered those who opposed by a ratio of more than 2 to 1. (58 supported to 23 opposed).
3. Respondents across all regions of town showed a significant ratio of support of sewer vs. opposition, while those who live in the regions of Cobbett's Pond and Canobie Lake supported Sewer at a significantly higher rate.

Question #9: Would you support the expansion of water service with Pennichuck Corporation along the Mammoth Road (Rt. 128), Rt. 111 and Range Road areas of Town?

Recommendation:

1. When asked their preference, only 28% of respondents opposed expansion of water service.

Question #10/11: A fully developed and built-out Windham looks most/least like what community I know?

Recommendation:

1. Andover and Bedford topped the list of what respondents thought a fully developed Windham would look like while Salem and Derry topped the list of what Windham should not look like.

Next Steps:

1. Present these recommended conclusions to the full Committee Friday, June 24, 2011, at 7:30AM at the Community Development Office conference room.

Respectfully submitted,

Bob Young
Chairman