



Windham Market Square – Downtown District

Executive Summary

This vision plan for the proposed Market Square District presents Windham with a great opportunity to accomplish several objectives. The Town can continue to carve its place as a bedroom community with rising tax rates or choose to proactively plan for a future to become a model small town others look to emulate.

Windham Economic Development Committee



Executive Summary

Problem:

Main streets and downtown areas are a Town's economic and Cultural hub and remind us of what we were and who we are today. Windham does not have a walkable Downtown area. Windham has over 100 acres of land in the heart of what can become our Downtown. This area represents not only an enormous source of potential, but also an reminder of how important it is to take action on a community's vision and not sit idly by.

Windham's infrastructure has not grown to meet the demands of an increased population and this growth is costly. Residents have been reluctant to embrace these infrastructure solutions due to an ever increasing tax burden. Currently Windham residents shoulder 92% of the burden of our towns tax burden while our weak commercial/non-residential development is only able to cover 8% of the costs, and its not getting better.

Background:

Windham has sought out and received significant input from residents through Master Plan and other Surveys over the past decades, most recently through the 2015 Master Plan survey. We've also participated in multiple community visioning workshops and other studies such as the CURP study, Cost of Community Services, Build out Analysis, etc. Survey and Community Visioning responses and comments serve as the primary basis for discussions and decisions regarding a community vision for the future of downtown Windham's Market Square district.

Windham Economic Development Committee



Executive Summary

The Solution:

A clear vision has emerged. Residents prize and wish to preserve Windham's rural, small town character. Downtown, they want to find businesses, entertainment, plenty of green space with passive recreation that celebrates the natural landscape, access to services, and a variety of ways to come together and grow as a community.

This presentation lays out the concept of a new zoning district, "The Market Square District," which will best enable Windham to achieve the goals of its residents.

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Windham's greatest strength and most valuable resource? The people.

This is why it is so vitally important to have a space to walk and gather downtown.

Walkable Downtown:

Walking downtown is not only healthy, it is good for business. Getting people out of their cars and keeping them there focuses revenue into the downtown. Patrons need to be able to park and walk to several businesses, banks, and grocery stores, as well as civic and cultural destinations, such as the post office, library, and town hall. Windham, in large part, has limited sidewalk connectivity and difficult pedestrian crossings. Improvements in these areas will enhance the walkability of downtown.

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Summary

Windham residents want to protect the rural character of Windham, design a Downtown that reflects that value, and provide shared spaces for celebrating it together.

The aspects proposed in the Market Square district are intended to provide a balance of business and substantial green space downtown, create pedestrian connections and serve as a hub for community gathering.

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Walkable Retail and Restaurant Enjoyment

- Enjoy all services in one location
- Community gathering space



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Common Open Space Courtyard

- Yoga & Movies in Summers
- Ice Skating in the Winter



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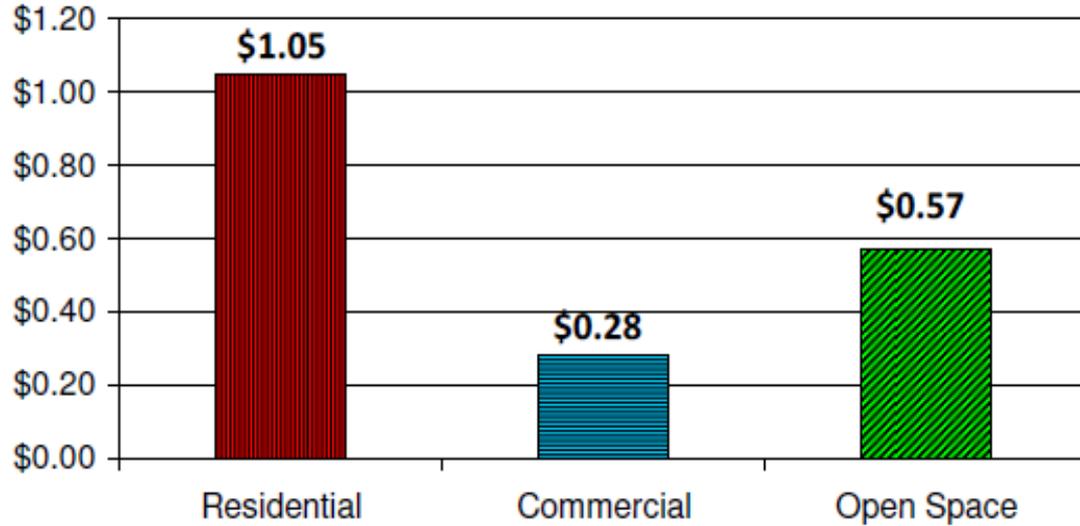


Functional Green Space & Use of Natural Landscape



Cost of Community Services

Windham 2009 Muncipal Cost
Per Dollar of Revenue by Land Use Type



Population: 15,000

Businesses: 400

Households: 5,500

Taxes: \$23.60/K x \$2.07B

Net Valuation: \$48.8M
(8M Town + 41M School)

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Market Square

All 5 Parcels are Zoned PB&T

11-C-700, 70.54 acres, Wall St.

11-C-500, 24.56 acres, 3 Intl. Rd.

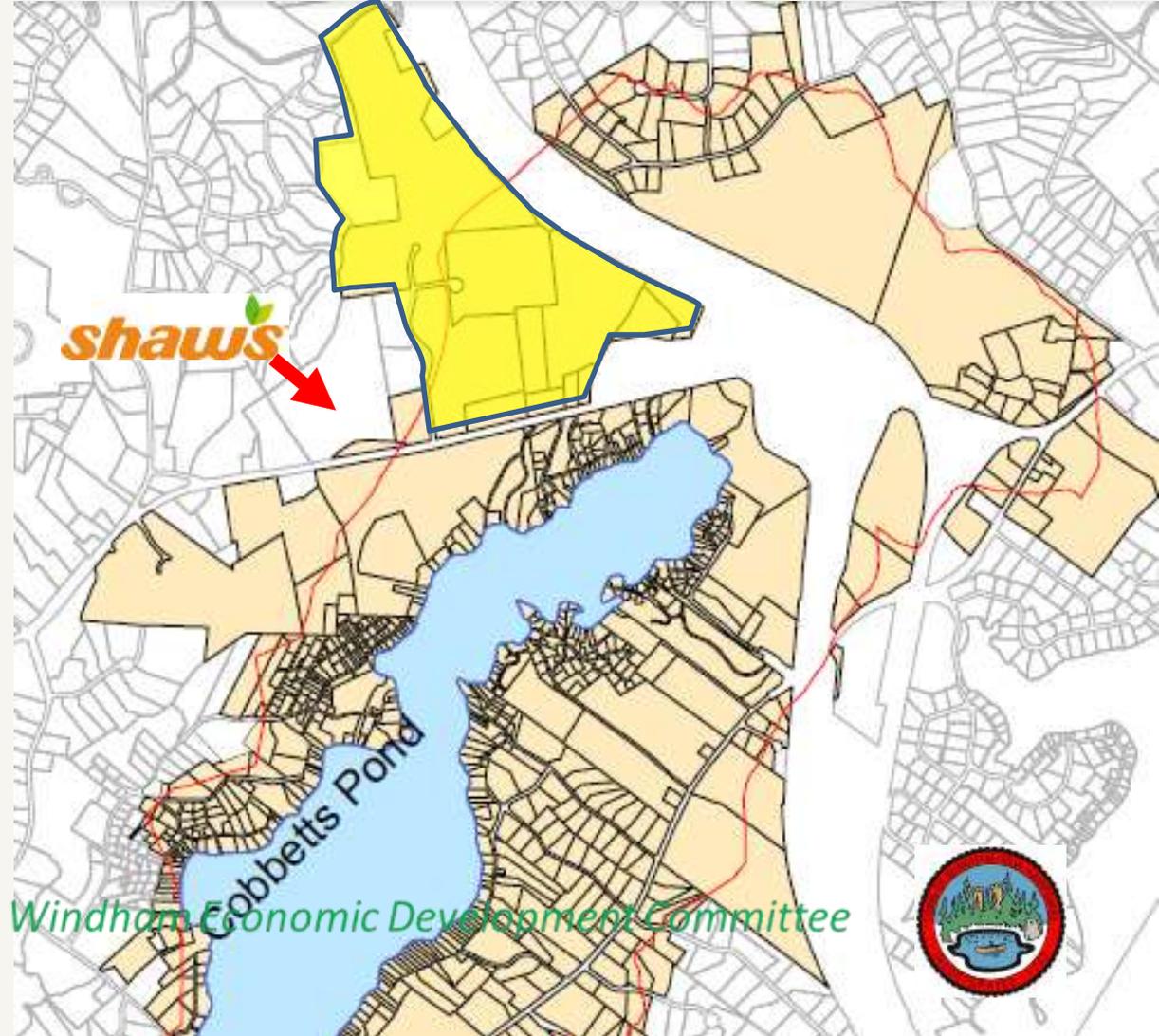
11-C-800, 25.97 acres , 2 Wall St.

11-C-350, 4.35 acres , Town

11-C-300, 30 acres , NHDOT

Walkable to Shaw's, CVS & Santander

Total Area: 155 Acres



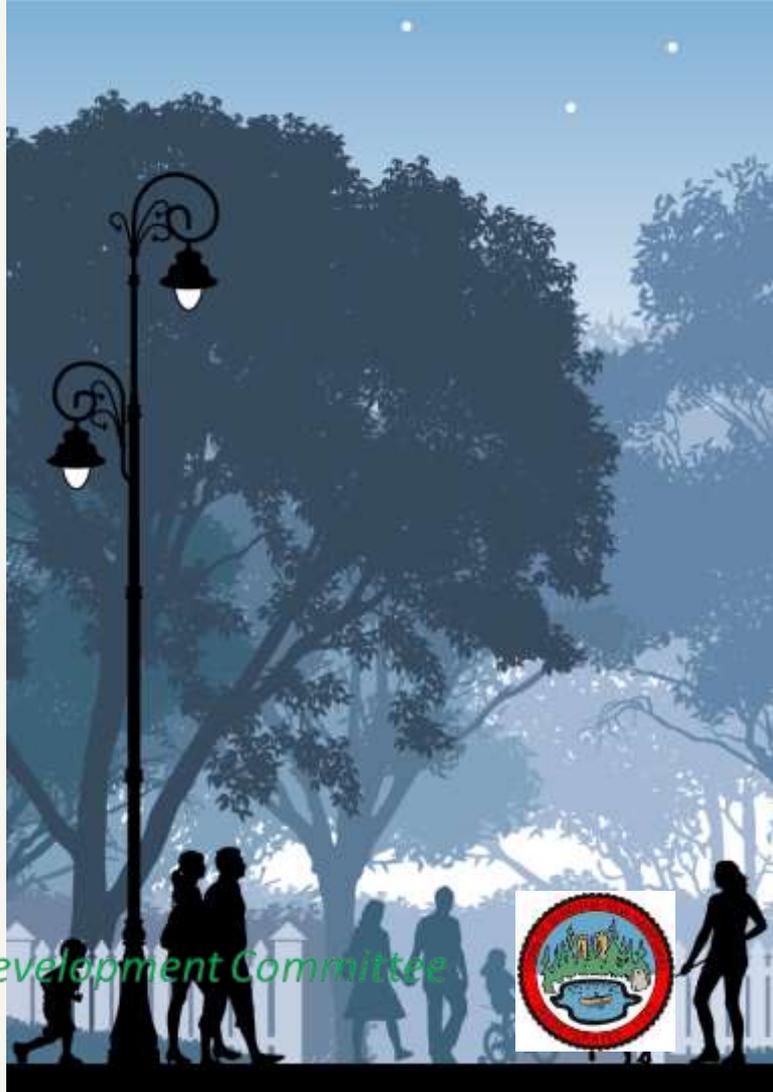
2005 Master Plan Goals

Restated also in the 2008 I-93 CTAP Program
Community Assessment Report.

The 2005 Master Plan calls for three economic
development benchmarks to be achieved by 2015
regarding non-residential development.

- Increase the amount of retail floor area from 20 to 30 square feet per resident.
- Increase the ratio of private sector jobs to town labor force from 34% to 40%
- Increase the commercial and industrial tax base from 8% to 10% of total taxable valuation.

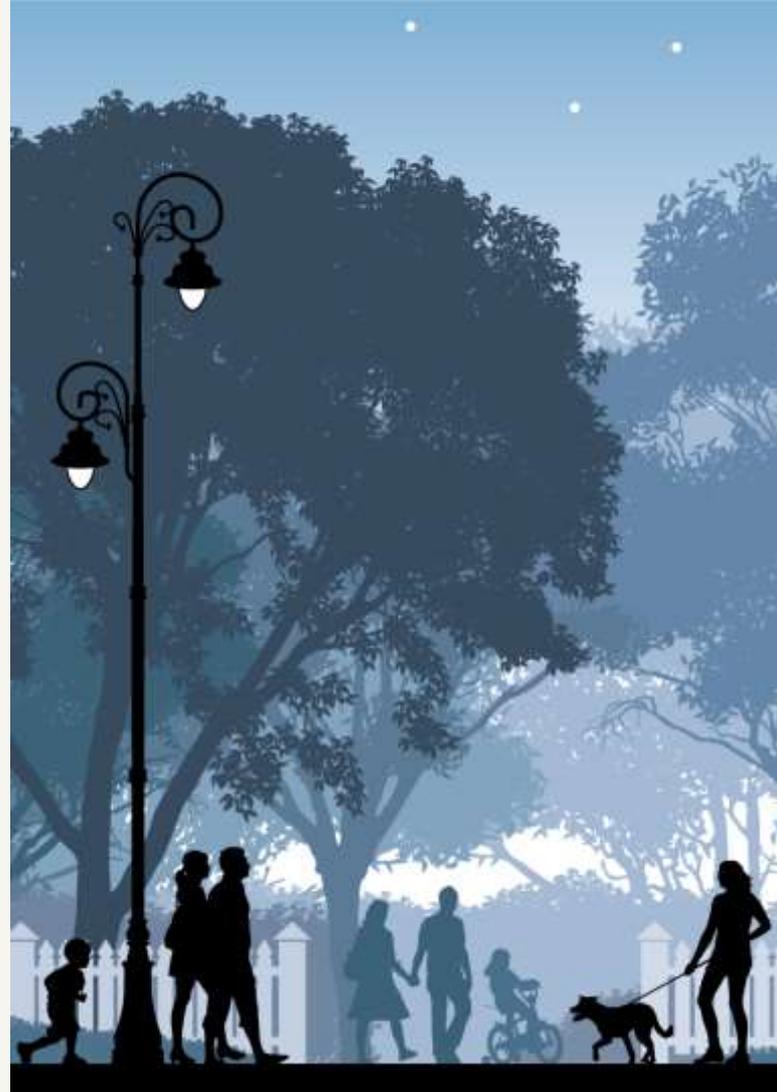
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2014 Master Plan Community Survey

Rated Medium to High priority:

- **Arts, Entertainment & Dining: 79%**
- **Mixed Use Residential/Commercial in Village Center: 65%**
- **Increase local employment opportunities: 61%**



2008 I-93 CTAP Program Community Assessment Report Goals & Analysis:

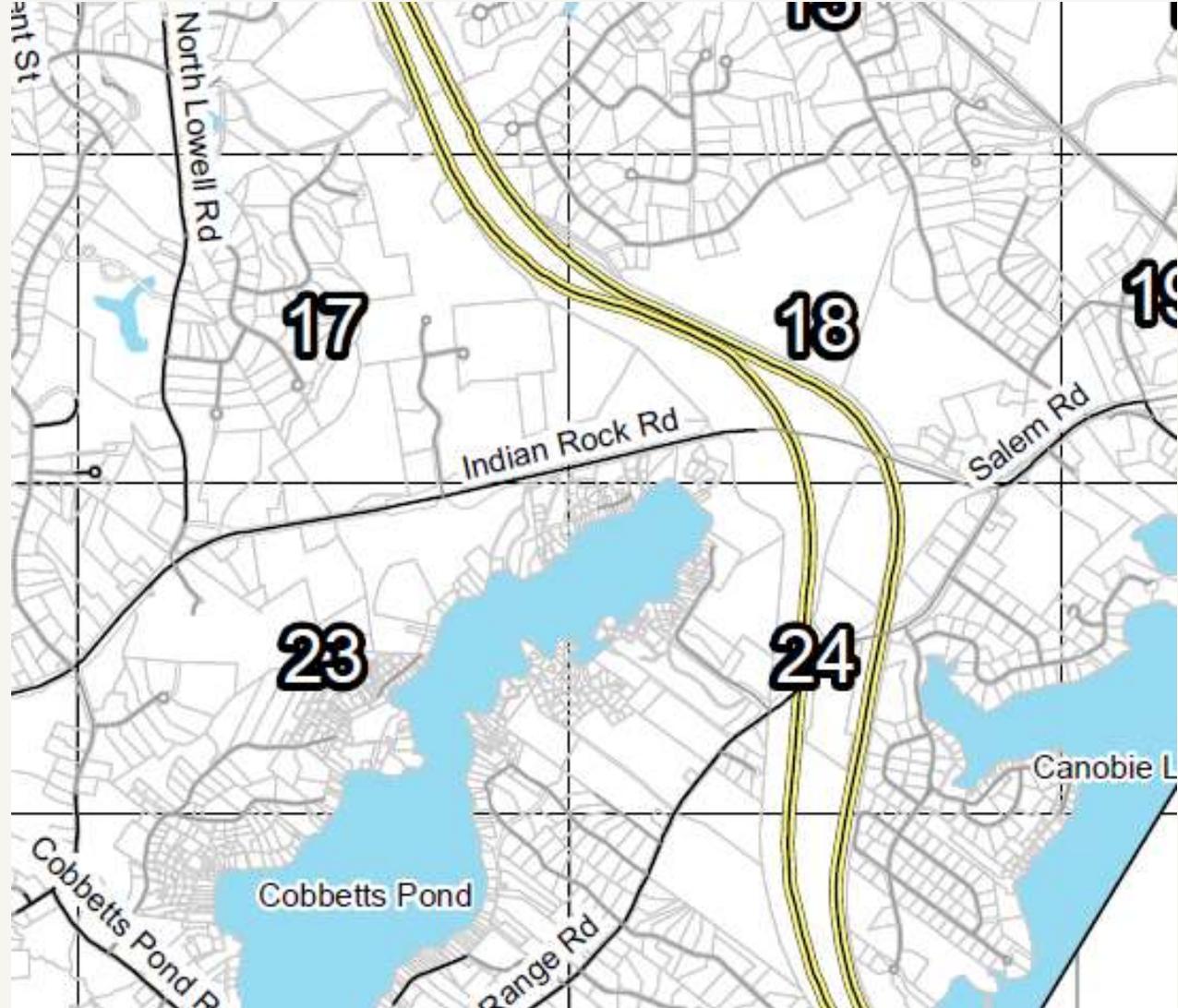
Promote development of walkable downtown areas.

Enhance Main Streets and promote a small community, New England town atmosphere.

The Village Center District has yet to simulate the kind of mixed use development for which it was designed. This may be in part the result of reluctance of commercial development to locate in the NH 111 corridor without direct access to the highway, diminishing opportunities for high value retail development.

Local officials believe that the delay is inevitable until individual properties are consolidated into several larger blocks of ownership that will facilitate a larger planned development.

Village Center ordinance should be examined, specifically the allowable mix of residential development should be reviewed to determine if it is too low to encourage village-oriented retail development.





The Market Square Downtown District...
A proactive approach to planning for an exciting future for Windham !

Windham Economic Development Committee

