

PLAN PINARDVILLE

Protecting the Future of Pinardville!



**DRAFT AS RECOMMENDED BY THE
PINARDVILLE AD HOC COMMITTEE
8.27.13**

PINARDVILLE COMMUNITY PLAN

PEOPLE · VISION · PLAN · CODE

FOREWORD

The Pinardville Community is a densely developed amalgam of smaller homes and businesses developed as an outgrowth of Manchester's early 20th Century expansion. It is distinct from, and faces markedly different influences and issues than, the Village and more rural portions of Goffstown. Later development of strip plazas and shopping centers have added traffic issues and congestion. The purpose of the project which led to the creation of this Plan was to explore these influences, issues, obstacles and opportunities in order to encourage a sustainable community development plan and renewal of the community as a whole. The ultimate goal of this plan is to consider whether the Pinardville Community would benefit from more community focussed and effective zoning, land use and planning tools.

This project looks to develop a plan and regulations in accordance with the six established livability principles developed by the Partnership of Sustainable Communities. We feel that our project specifically applies to each of the New Hampshire Livability Principles, but wish to highlight the two best fitting principles more specifically. They are:

1. The promotion of Traditional Settlement Patterns & Development Design; and
2. Community and Economic Vitality.

The other four principles are: Housing Choices, Transportation Choices, Natural Resource Functions and Quality, and Energy Efficiency and Climate Change

This project was undertaken with the generous financial support of the New Hampshire Housing Finance Authority through their New Hampshire Community Planning Grant Program funded by the U.S. Department of Housing and Urban Development, a cash matching grant from the Goffstown Industrial Corporation and the generous support of and donation of time, skill, efforts and resources by the community of Pinardville.

Acknowledgements

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GOFFSTOWN HARVEST CHRISTIAN CHURCH
PIZZA MARKET
THE BAGG LUNCH
TWO FRIENDS BAGEL AND DELI CAFE
KEBEL KORNER GALLERY AND BOUTIQUE
ART MADE EASELY
GAIL LABRECQUE
CHARITY ROSE
GOFFSTOWN POLICE ASSOCIATION
SARETTE'S TIRE & AUTO

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NEW HAMPSHIRE HOUSING FINANCE AUTHORITY (GRANTOR)

A special thanks to the grant administrator - Ben Frost for obtaining and providing the grant funding through HUD's community planning grant program and for working with the town throughout this process.

GOFFSTOWN INDUSTRIAL CORPORATION

A special thanks to the Goffstown Industrial Corporation for their generous donation of \$3,000 toward the grant match and for their time and efforts spent serving on the plan pinardville ad hoc committee. These groups made this project possible! Thanks again!

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TOWN PLANNING & URBAN DESIGN COLLABORATIVE, LLC (TPUDC)

Most Importantly:

The Citizens of Goffstown and Residents of Pinardville!

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Introduction

Introduction

WHAT IS THE PINARDVILLE COMMUNITY PLAN?

The Pinardville Community Plan is the official adopted statement for future development and conservation for Pinardville. It establishes a Common Vision and Guiding Principles, describes and illustrates a plan for future development and supporting infrastructure, and outlines steps for implementation. The long-term horizon for the Plan keeps the document somewhat general; however, the broad range of development issues and services addressed make it a true blueprint for smart, sustainable growth. The Reflections section of this plan is consistent with the intent of rules and requirements set forth in NH RSA 674:2 for developing a Comprehensive Master Plan. However, this plan is not in and of itself a Comprehensive Master Plan.

How to Use the Plan

Be a champion of the Plan even if you don't like ALL of the ideas.

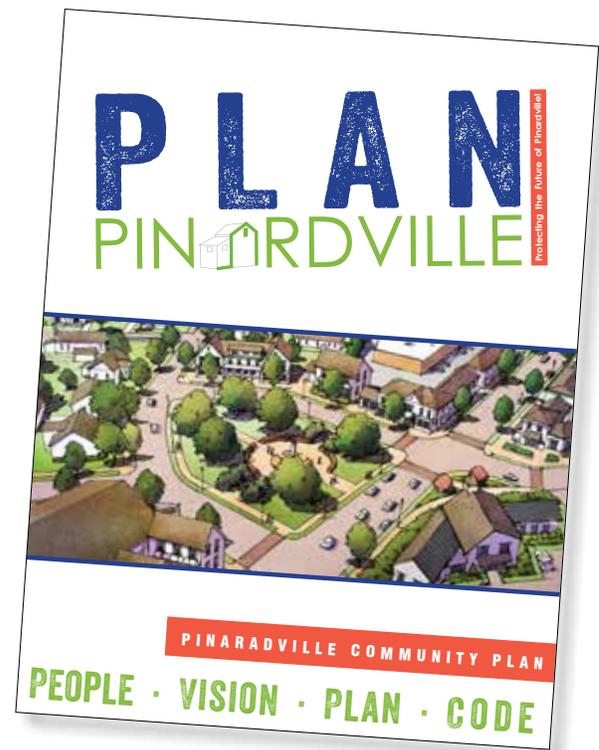
The Common Vision and Guiding Principles in this Plan reflect the ideas of the community and include many differing points of view — a bit of something for everyone. We don't have to love everything in the Plan, but rather consider the big picture and whether the Plan as a whole takes Pinardville in the right direction.

Be a champion of the Plan even if all of your ideas aren't included.

This Plan is the culmination of an extensive and transparent community planning process. It is possible that not all ideas were included in this document because (A) there was disagreement on the topic and the decision was made to go with the consensus of the community, (B) the idea was tested and deemed to be unrealistic at this time, or (C) there was simply not enough room to include ALL the good ideas. Remember, there is something for everyone!

Take responsibility and be a part of the implementation team.

Although we all wish our tax dollars bought us unlimited Town services, the reality is there is more work to be done than staff to do the work and all of these great ideas take time, money, and capacity. If this Plan is to become a reality, a large number of people must decide that they care enough to get involved and help execute the Plan. This is the reality of the new economy. Communities that work together, and work smartly, succeed.



Understand the element of time.

At first glance, the Plan can seem ambitious, daunting, and even a little frightening. Included are some big ideas that would bring about transformative change. It is important to understand that not everything in this Plan will happen at once, or happen at all. Some things could happen right away; while other ideas could take years or even decades to come to fruition. Ultimately, the success of this Plan will be measured by its implementation. We encourage our elected and appointed officials of Goffstown and the many stakeholders and citizens in Pinardville to make the community vision a reality that they can support.

Understand that this plan is a concept.

Even where changes in buildings, streets and parks are shown on illustrations in this Plan, no governmental action is proposed to implement those suggestions. Instead, these ideas are offered to the private sector as approaches to the future that cooperative efforts of all stakeholders may support.

The Process

Public Outreach

In preparation for the Planapalooza event, the following outreach activities occurred:

Social Media

As part of the project outreach, the Town's IT department developed a Facebook page to communicate with the public and also created a web page under the Planning Department's web page to post information about meetings, ideas, concerns, draft and final plans, documents, etc. The Plan Pinardville Facebook page (with over 100 friends) offered a live forum for constant updates and discussions.

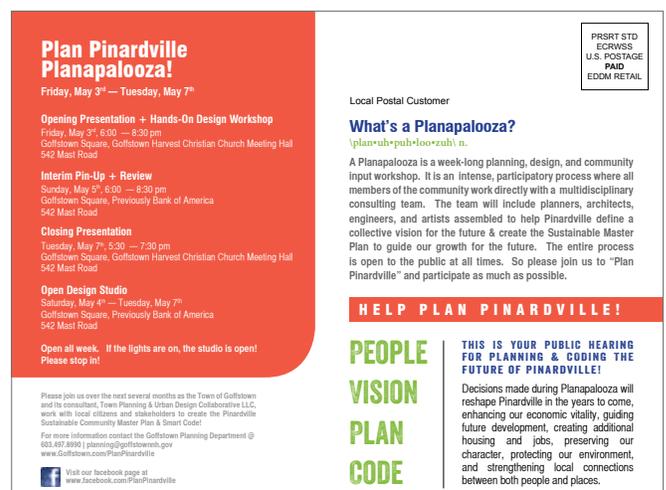


Policy-Maker Interviews

One-on-one interviews were conducted with all of the planning board members. Through these interviews they shared with the TPUDC team their valuable insights about the planning-related challenges they face on the Planning Board.

Direct Communication!

6,000 flyers and 150 posters were printed and distributed via US Mail, and by hand from staff and by the Plan Pinardville Ad Hoc Committee members. Outreach included identification of and contact with a wide range of stakeholders, including: business owners, residents, religious organizations, community clubs and social groups, and other stakeholders in Pinardville and Goffstown. Flyers were placed in all Town municipal buildings, including Town Hall, the Goffstown Public Library, the Parks & Recreation building, the Fire Department offices. Flyers were even handed out at the polls at Bartlett Elementary School in March. Posters were put up in storefront and office windows and flyers were put on counters for people to take home. Countless hours were spent on organizing this outreach effort.



Mail-out flyer designed for advertising the Planapalooza.

Word of Mouth

The Town of Goffstown Planning staff and members spent countless hours of time communicating directly with town departments, stakeholders, and members of the public. Word-of-mouth communication was critical to generating energy and buzz.

Student Art Contest

A Student Art Contest with the theme of “The Perfect Pinardville” was created. A flyer for the contest was sent home with all students in Goffstown with the help of Stacy Buckley, Superintendent of the SAU #19, and the Goffstown school principals. These were sent three weeks prior to the Planapalooza with the hopes that the students would get involved, and also that the parents would be informed of the upcoming meetings and would come to see their students’ artwork as well as participate in the Planapalooza.

Signage

A banner was designed by staff and the consulting team and created (with the help of some donated labor from Sousa Signs) and installed on the Goffstown Square pylon sign along Mast Road. This advertised the location of the Planapalooza and the dates of the meetings (add a photo of the banner).

Local LED sign owners also advertised the Planapalooza, including Sarette’s Tire and Auto and the Police Association Sign at the Police Station.



Local Media

Advertisements for the Planapalooza were posted on the Town’s local TV channels on Comcast. Press releases were sent to all local newspapers, and Brian Rose, Planning and Zoning Administrator, was interviewed by newspaper reporters from the Goffstown News and the Manchester Union Leader. Articles in the paper ran almost every week for at least a month prior to the Planapalooza, sometimes

multiple articles in one edition advertising the Planapalooza and encouraging people to come out to participate. Brian Rose, Planning and Zoning Administrator, and John Hikel, Planning Board Chairman and Planning Board representative on the Plan Pinardville Ad Hoc Committee also did a 45-minute interview with Richard Girard on his radio show (Girard at Large) discussing the Planapalooza and the project goals.

The Planapalooza!



Planapalooza Opening Presentation, May 3, 2013, TPUDC.

From May 3rd through 7th, 2013, the citizens and stakeholders of Goffstown were invited to participate in a multi-day planning and design event to develop a vision for the future of the village using smart growth and sustainable design principles.



Hands-On Community Visioning Workshop after the Opening Presentation, May 3, 2013, to come up with five “big ideas” that could happen in Pinardville.



Hands-On Community Visioning Workshop after the Opening Presentation, May 3, 2013, to come up with five “big ideas” that could happen in Pinardville.

Planapalooza brought together the citizens and stakeholders of Goffstown for a 5-day community design workshop to think about the future of Pinardville. This intensive engagement process provided an open forum for the public to work closely with the planning staff and consultants from Town Planning and Urban Design Collaborative (TPUDC) to identify big ideas and generate a vision for the future and potential improvements to the zoning code.



Planapalooza was held in the heart of Pinardville along Mast Road. The consulting team set up a full working office and studio in Goffstown Square in an available storefront. The opening and closing presentations were held also at Goffstown Square in the Goffstown Harvest Christian Church’s meeting hall.

Planapalooza kicked off with an introductory presentation that described a range of options available to the community to improve zoning and provide greater choice for local residents and business owners. Immediately following the presentation, the consultant team facilitated a hands-on design workshop where at least 70 participants were invited to roll up their sleeves and brainstorm ideas working over base maps. Participants identified key areas of concern and opportunities along Mast Road and within other areas of the community.



On the second day of Planapalooza, the team conducted focus group meetings in the studio related to topics important to the community. Meetings that day included elected and appointed officials, concerned citizens, land and business owners, and public works, transportation, and public safety. Meanwhile, members of the team began developing illustrative plans that responded to community input, pulling ideas from the planning workshop and information gathered real time from the technical meetings.



Focus Group Discussion with elected and appointed officials on May 4, 2013.

On the third night of Planapalooza, over 30 people attended a mid-week pin-up in the studio, giving the team a chance to present illustrative plans, a draft set of guiding principles, updated zoning map alternatives, and other work products produced to date. A varied group of people provided feedback on what they liked about the ideas presented, and where further work was needed.

During the remainder of the Planapalooza, members of the public continued to filter into the studio talking to the team. Feeding off this buzz of activity, the team entered production mode, synthesizing ideas, collaborating over design challenges, preparing renderings, compiling precedent images, refining the illustrative plans, and drafting improved zoning language.

A final presentation took place at Goffstown Square on the last day of Planapalooza, at which time all of the work produced during the week was presented and explained. The meeting was attended by over 45 members of the community.



Brian Wright of TPUDC presents at the Mid-Week Pin-Up on May 5, 2013

Following the presentation, there were tough questions, along with an unprecedented showing of support for the vision as presented, a clear indication that the community achieved consensus and knows what it wants for the future of the Town.

At the five day Planapalooza Event, over 140 members of the public stopped by to attend meetings, provide input, or talk with the team.



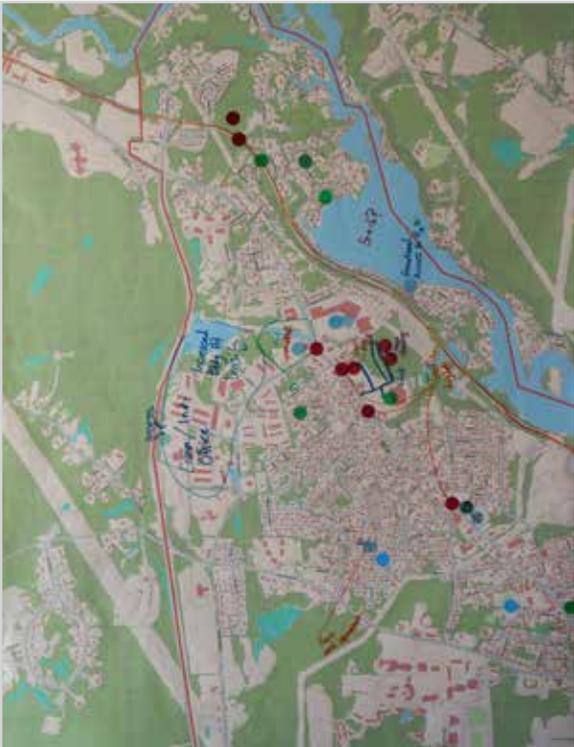
Emily Wright of TPUDC explains the composite plan to one of Goffstown's Policemen at the Open Studio.

PLAN PINARDVILLE Schedule	TIME	Friday, May 3rd DAY ONE	Saturday, May 4th DAY TWO	Sunday, May 5th DAY THREE	Monday, May 6th DAY FOUR	Tuesday, May 7th DAY FIVE	
	8:00 AM	Team Breakfast	Team Breakfast	Team Breakfast	Team Breakfast	Team Breakfast	
OPEN STUDIO, MID-WEEK PUBLIC PIN-UP, & ROUND TABLE MEETINGS GOFFSTOWN SQUARE FORMER BANK OF AMERICA LOCATION 542 MAST ROAD GOFFSTOWN, NH	9:00 AM		Team Arrives ROUND TABLE MEETING #1 <i>Elected / Appointed Officials</i>	DESIGN	PRODUCTION	PRODUCTION	
	10:00 AM		ROUND TABLE MEETING #2 <i>Freestaters/Libertarians/AGENDA 21</i>				
	11:00 AM						
OPENING/CLOSING PRESENTATIONS GOFFSTOWN SQUARE GOFFSTOWN HARVEST CHRISTIAN CHURCH MEETING HALL 542 MAST ROAD GOFFSTOWN, NH	12:00 PM	Team Lunch	TEAM SESSION Team Lunch Project Overview Site & Local Area Tour	Team Lunch	Team Lunch	Team Lunch	
	1:00 PM			DESIGN	PRODUCTION	PRODUCTION	
	2:00 PM						
Please also visit us at: www.facebook.com/PlanPinardville	3:00 PM		ROUND TABLE MEETING #3 <i>Land & Business Owners</i>				
	4:00 PM	SET UP STUDIO	ROUND TABLE MEETING #4 <i>Public Works / Transportation / Public Safety (Police, Fire, EMS)</i>			Presentation Set Up	
	5:00 PM	Presentation Set Up				Studio Break Down	
	6:00 PM	OPENING PRESENTATION / HANDS-ON WORKSHOP			PUBLIC PIN-UP & REVIEW	CLOSING PRESENTATION	
	7:00 PM		Team Dinner (in)		Team Dinner (in)	MEETING HALL	
	8:00 PM	MEETING HALL			FORMER BANK OF AMERICA	Team Dinner (out)	
	9:00 PM	Team Dinner (out)			Team Dinner (in)		
	10:00 PM						
		Public Mtg.					
		Team Session					
	Public Presentation						

Planapalooza Schedule

Hands-On Workshop Table Exercises

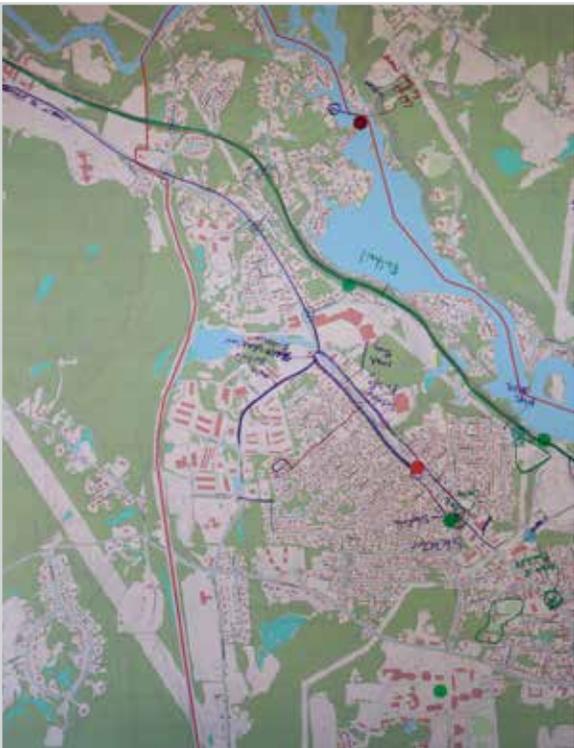
The maps below were produced by seven small groups of community members during the Hands-On Community Visioning Workshop that took place on the first night of Planapalooza. Many of the ideas generated are consistent and share common themes, helping to build consensus around



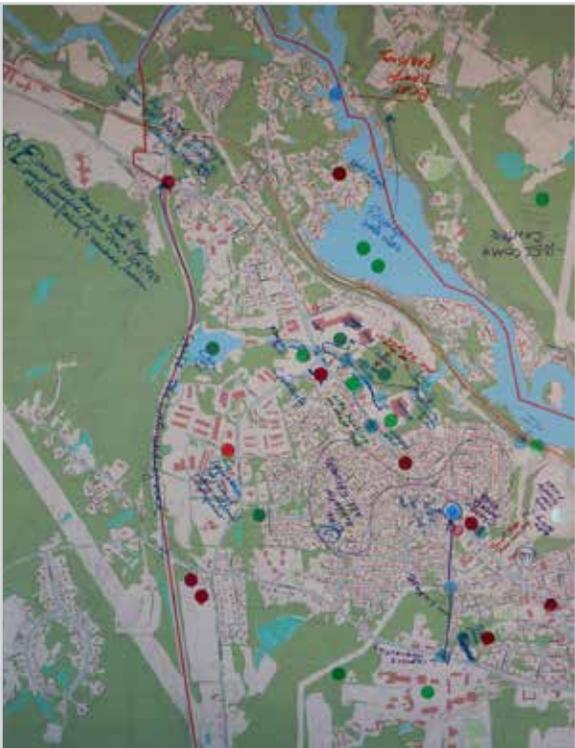
Map 1



Map 2



Map 3

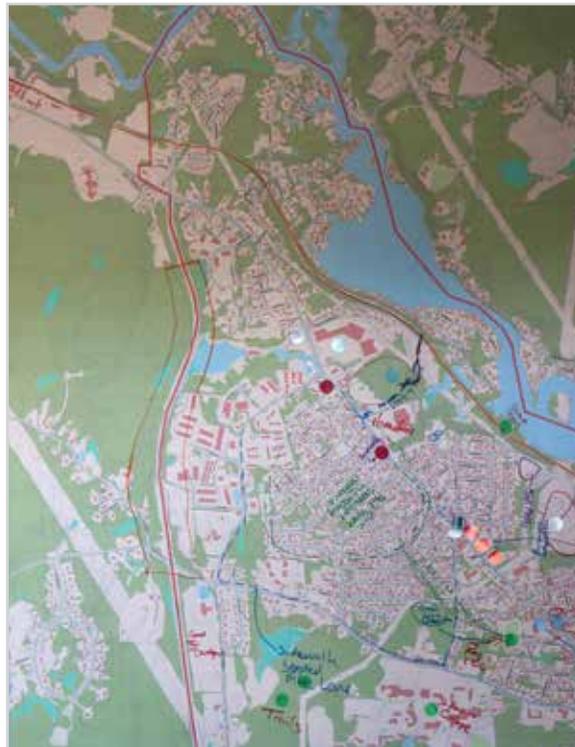


Map 4

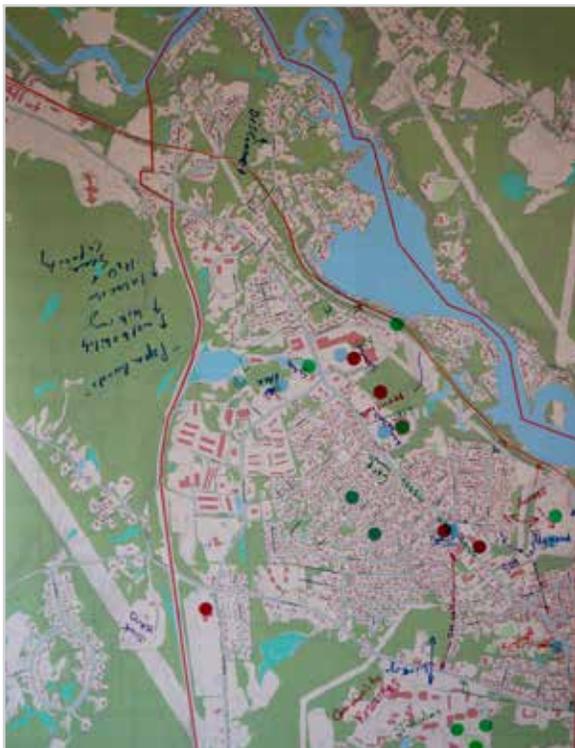
preferred visions for the future. Comments from this exercise and other public input received during Planapalooza is recounted in the Reflections section of this Plan and is also embedded in the Plan Framework section.



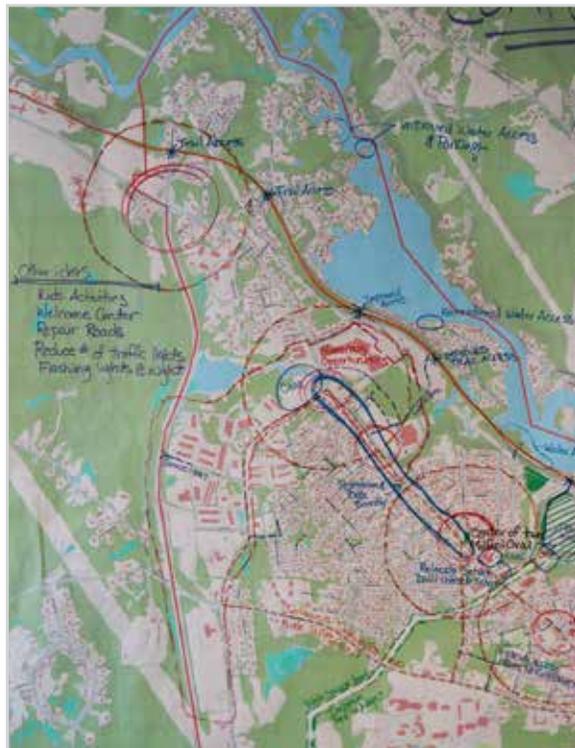
Map 5



Map 6



Map 7



TPUDC created this Composite Map of all of the main ideas from each group.

COMMON VISION

Pinardville contains a diverse range of citizens who share the common goal of improving the community and providing for the needs of current and future generations. With a strong sense of history, Pinardville residents are committed to protecting existing neighborhoods, enhancing commercial areas, encouraging economic development, increasing connections to natural areas, and maintaining a strong academic presence within the region. There is a commitment to striking a balance between individual interests and the overall community, with an emphasis on being a good neighbor and not overburdening municipal services.

Guiding Principles

Guiding Principles

The Guiding Principles for Pinardville are based on the community's common vision and emerged during Planapalooza as a clear set of goals. The strength of these principles is intimately tied to the dedication of Pinardville's residents in advancing local initiatives in the Town of Goffstown and finding a stronger voice through community organizing and increased local partnerships.

Guiding Principles

This process identified a set of enduring Guiding Principles critical to the current and future quality of life in Pinardville. These principles embody the core philosophy and common vision expressed by the community. The conclusions and strategies which this Plan endorses to implement these principles include the following:

1. Commercial and economic development in Pinardville needs to be encouraged and supported in a manner which does not have an adverse impact on Pinardville's residential neighborhoods.
2. Any zoning amendments proposed or adopted in reliance on this Plan should be limited in scope and reach to (a) the Mast Road corridor from the Manchester Line to Route 114, and (b) the West Side of the Daniel Plummer Road corridor from Mast Road to the Bedford Line, and in each case to parcels within approximately 150 feet of the center line of said roads (the "Focus Area").
3. Residential neighborhoods abutting the Focus Area should not be disturbed or re-zoned as a result of this Plan.
4. No use of the Town's power of eminent domain should be used for private benefit or gain as a result of this Plan.
5. Illustrations and maps in the Plan, including those showing possible new streets and additional buildings, are not intended to approve or support construction of those items; all of which should be undertaken only at the request of the affected parcel owners and in a manner consistent with Town zoning as now or hereafter adopted.
6. The abundance of affordable housing in Pinardville needs to be supported and preserved, while other areas of Goffstown are examined to encourage similar contributions toward affordable housing stock.



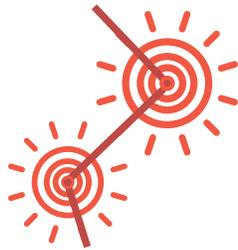
CELEBRATE AND STRENGTHEN PINARDVILLE'S UNIQUE IDENTITY

Pinardville is an educational, commercial, and industrial, hub in Goffstown, and a college community which should be celebrated and strengthened. Encourage local residents and businesses owners to organize and increase community involvement in town-wide decisions, while also promoting meaningful local events and educational and business opportunities that build on Pinardville's unique character. Take steps to enhance healthy lifestyles and build a stronger sense of community by supporting local businesses, organizations, and families, and by taking steps to encourage Pinardville's younger generation to build their lives here.



INCREASE ACCESS TO PUBLIC SPACE

Provide more public spaces within Pinardville and improve access to existing public space including parks, ballfields, playgrounds, and the Goffstown Rail Trail. Strive to create an interconnected network of green space that provides access to nature for existing and future residents.



BEAUTIFY PINARDVILLE & CREATE COMMUNITY CENTERS

Make physical improvements within Pinardville that increase retail opportunity, housing options, and civic life. Mast Road can be reimagined as not just a pass-through road to Manchester, but a destination. Local residents of all ages can find all the restaurants, shops and services they need and have more opportunities to walk, bike, or drive to centers of activity that contain a mix of uses, civic space and recreational opportunities. Enhance the area on and around the Saint Anselm College campus by adding multiple types of attractive student housing and incubator business spaces.



REMOVE BARRIERS TO QUALITY DEVELOPMENT WHILE PROTECTING PROPERTY RIGHTS, PRESERVING THE AFFORDABILITY OF HOUSING, MAINTAINING SAFE NEIGHBORHOOD CORES.

Improve the quality of the community and provide additional opportunities for the kind of development that people want, without infringing on individual rights. Enhance the unique identity of Pinardville and its existing neighborhoods while removing barriers so that people can do more with their property. Regulations should minimize the impact on personal property rights, while taking into consideration individual residents' rights and responsibilities. Pinardville now provides a significant amount of affordable housing alternatives in safe child-friendly neighborhoods. This housing stock and these neighborhoods should be afforded reasonable protection from increased traffic and material adverse effects of commercial development.



IMPROVE STREETS AND TRANSPORTATION CHOICES

Provide a safe, reliable, and efficient transportation system for people who want to walk, bike, drive, or use transit, including children and the elderly. Make Mast Road a spine that better serves the entire Pinardville community by improving connections between commercial properties and residential neighborhoods and by decreasing the amount of driveway connections onto Mast Road in order to reduce traffic congestion. Emphasize both destination and recreational trips by making it easier and safer for people to access businesses and existing and potential public spaces, as well as the Piscataquog River and Saint Anselm College.



INCREASE TAX BASE & PRACTICE FISCAL RESPONSIBILITY

Be accountable to our community by managing our financial resources wisely. Growth and development should occur in a way that is responsible and attractive to future generations, with the efficient provision of services and programs, and a government that is fully accountable for costs associated with public decisions. Projects should be prioritized to maximize quality of life for local residents and increase tax base, while also minimizing taxpayer expenses.

Reflections

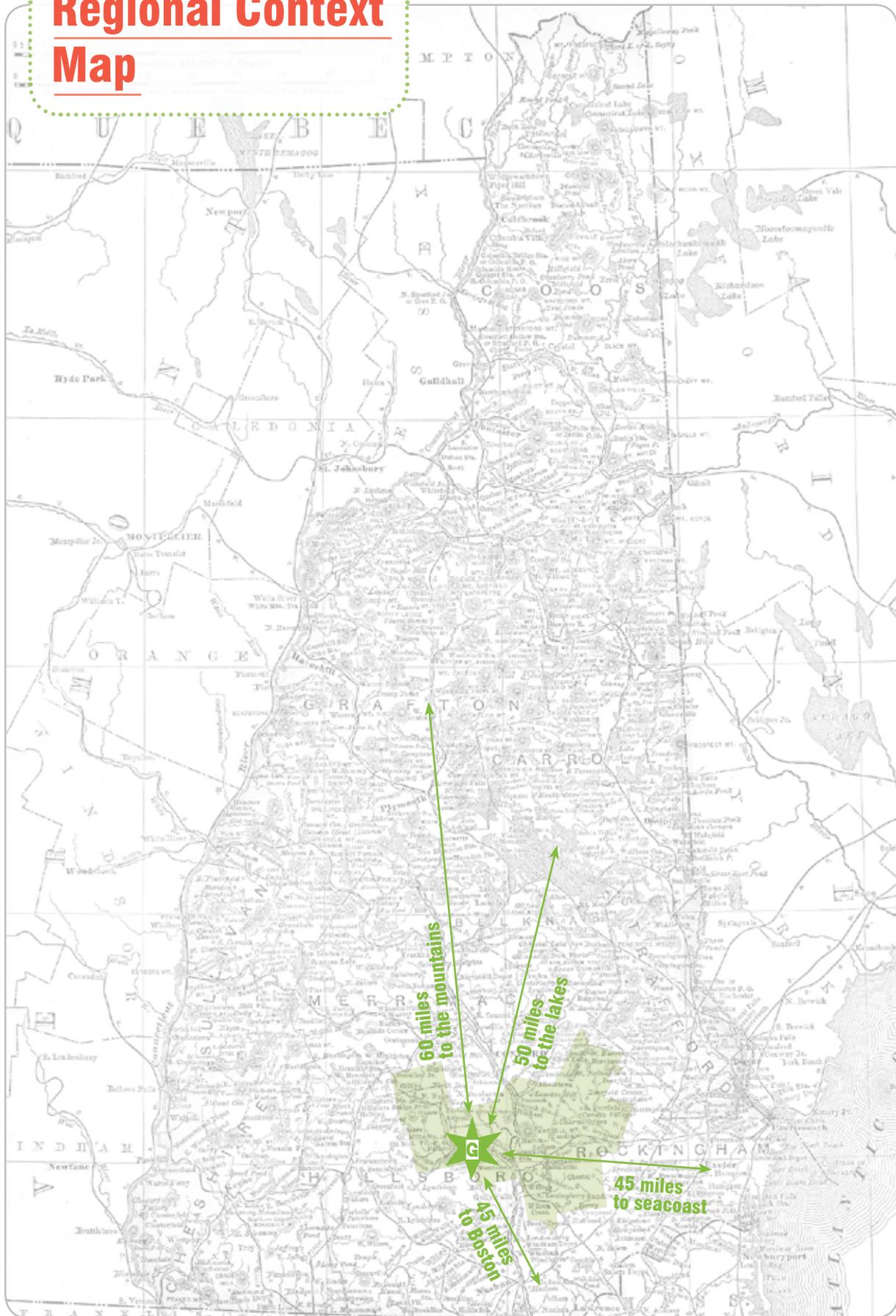
Regional Concerns

Pinardville's location provides easy access to downtown Manchester, and the more regional economic hub of the City of Boston, Massachusetts. This central location allows Pinardville residents to enjoy easy access to the transportation opportunities of the Manchester-Boston Regional Airport, which provides Pinardville with an important advantage for its residents and businesses.

In addition to its unique location with easy access to Manchester and Boston, Pinardville also has easy access via Interstate 93, the F.E. Everett Turnpike and the State Routes 114 and 101 corridors to New Hampshire's seacoast, lakes and mountains. Pinardville is already a vibrant focal point for residential life and local

commercial activity. It's businesses serve all of Goffstown as well as significant portions of Manchester and Bedford. Pinardville extends outside of Goffstown to those portions of Manchester's West Side from the western terminus of the Nazaire Biron Memorial Bridge to and along the Manchester portion of Mast Road to Varney Street. Pinardville also includes portions of both Manchester and Bedford where we share the campus boundaries and facilities of Saint Anselm College. It is the gateway to Goffstown from all points South and East. It is also the gateway for many people living outside Pinardville or even outside the Town of Goffstown, as Goffstown experiences a significant amount of pass-through traffic to Manchester and Boston from surrounding towns.

Regional Context Map



Land Use



As part of the Pinardville Master Plan, new focus will be placed on key commercial intersections as “nodes” within Pinardville. These nodes will become new and reinvigorated activity centers in Pinardville. The most central of all these is the intersection of College Road and Mast Road – where during the community workshop, the community called it the “center of Pinardville.” Additional focus will also be placed upon lands around the existing Saint Anselm College with the hope and vision that students educated there

will move directly into future incubator space that is geared toward building our economic tax base and keeping more of our highly educated and skilled workforce here at home. Flexible and innovative zoning should help to create the character for and shape the future of these nodes as well as other important areas throughout Pinardville. The Smart Code is intended to provide local residents more input and control over how their community develops in the future.

Land Use Goals

- Implement Smart Code that will enhance the design of commercial development along Mast Road, to avoid problems such as increased traffic congestion, limited parking, and lack of connectivity and walkability common to traditional suburban highway commercial style development.
- Encourage mixed use development along Mast Road and College Road, connecting Pinardville to Saint Anselm College campus.
- Preserve and protect the residential neighborhoods that abut Mast Road and in areas such as Moose Club Park and Rockland Avenue where affordable and safe residential alternatives are available and need to be maintained. Consider new internal street connections only where it would not put undue burdens on the existing road infrastructure within these neighborhoods.
- Create civic space in the form of a Pinardville Common and intensify the development at the College Road intersection to help identify this area as the “center of Pinardville.”
- Simplify the zoning ordinance regulations, and implement the Smart Code that revises current regulations to allow for better enjoyment and use of private property while still creating enough regulation for abutters and other members of the neighborhood to enjoy and use their property.
- Study the feasibility and justify decreasing the parking requirements and increasing shared parking for multi-family, mixed use, and non-residential properties where appropriate, with the expectation that properties will be able to be used to their maximum extent for development. Increase opportunities for additional on-street parking where possible.
- Provide areas designated for public art along Mast Road and in other civic spaces in order to invite people to explore the space. Examples could include a veteran’s war memorial or statue, local artists sculpture, a mural on the side of a building, or other interesting pieces of artwork.
- Improve the aesthetic quality of new structures by developing design standards/guidelines specific to Pinardville.
- Address the educational needs of students at Bartlett Elementary School either through a school expansion, or through the construction of a new school facility for Pinardville’s youth. Additional public space on the elementary school property could be acquired and developed for use by the children.

Public Space



Public space comes in many forms and accomplishes many things for a community. There are health, environmental, social, and even economic benefits to providing sufficient public space. Usable public space in Pinardville was not well planned for and as a result, there is not much available there. Often, “public space” is the “left-over space” after a subdivision or site plan has been designed. These spaces provide some value in the form of woodland and wetland areas for natural and riparian habitats throughout the community, however, they are generally not very usable – especially if formal trails are not built within them. Instead of making public space the left-over space, Pinardville should now make public space a part of the community’s design.

New focus will be placed on creating additional types of public space within Pinardville such as

a new civic space proposed by this plan known as the Pinardville Common. Additional parks and civic spaces – located in close proximity to residential neighborhoods may include community gardens and public play areas for children in addition to new trails – including better connections to the Goffstown Rail Trail.

Community gardens can be utilized by residents who don’t want gardens in their own yards or cannot due to lack of space. These community gardens will contribute to the beauty and quality of life of the entire community.

Utilizing Smart Code zoning in Pinardville will provide opportunities for the creation of new public space as well as expanding upon those spaces already existing within the community.

Public Space Goals

- Finish improvements to the Goffstown Rail Trail through Pinardville.
- Create better access to the Goffstown Rail Trail and other public spaces via additional trail connections and/or way-finding signage.
- Create civic space in the form of a Pinardville Common near the intersection of College Road and Mast Road to help identify this area as the “center of Pinardville.” This will serve as a gathering place for community members during public events held in Pinardville.
- Provide small public spaces that foster opportunities for social gathering and eyes on the street for safety.
- Provide better direct access and directional signage to Sarette Field to enable increased use of this field.
- Provide better public access to the Piscataquog River for boats, canoes, kayaks, etc.
- Provide more transportation options (in addition to vehicle travel) such as walking and biking that will foster people’s ability to live healthier, more active lifestyles. This may include widening sidewalks or creating bicycle lanes along roadways.
- Provide more outdoor and indoor recreational opportunities such as Community Centers and Senior Centers – something for every age group (0-99+ years old).
- Explore the feasibility of joint use of recreational facilities between the Town and the City of Manchester and Saint Anselm College and Town of Bedford.
- Improve the sidewalks (or create new sidewalks if there are none) on Mast Road, College Road, Rockland Avenue, Saint Anselm Drive and Daniel Plummer Road in order to create a safer loop for runners, walkers, and cyclists.
- Provide opportunities for the establishment of community gardens, roof gardens, private gardens, etc. in areas of Pinardville that are accessible to the residents.
- Provide better access to the Piscataquog River, Mystic Brook, and Namaske Lake, while preserving the natural beauty of these resources for the residents of Pinardville.

Economic Development



Pinardville is an important “Economic Engine” of Goffstown. Its commercial corridor is close in proximity to Manchester, and provides easy access to the Manchester / Boston Regional Airport. Pinardville has the largest business district in Goffstown, access to municipal sewer, water, and underground HP Gas, and therefore provides the best opportunities for economic growth and vitality. A thriving business district is one that provides a place for businesses small and large to operate and grow successfully and provides services that residents need and want and are thereby supported so they are able to grow. The business energy in Pinardville should be that of a college town. Saint Anselm College brings many people to Pinardville, yet that

vibrant youthful energy is not readily apparent. The college should be seen as an economic asset and a catalyst for business growth in the area. An emphasis should be placed on filling the available buildings with new businesses that cater to and serve this academic population.

In addition, a focus should be placed on creating more opportunities for appropriately situated structures on existing vacant sites that house Mixed Use, Commercial, Office, Light Industrial, and Industrial businesses, especially along corridors of higher use, such as Mast Road, Daniel Plummer Road, Saint Anselm Drive, and College Road.

Economic Development Goals

- Create an atmosphere in Pinardville that supports local businesses endeavors and attracts new business to the area such as high-tech industries, computer and computer software companies, communications type businesses, hotel and convention businesses, medical offices and research facilities, and manufacturing plants. The goal is to provide skilled workers with high paying jobs that allow them to live and grow their businesses, and raise their families in Pinardville and not have to move away due to a of lack opportunity.
- Build an “image” or “identity” for Pinardville. “Pinardville is the place where...”
- Encourage new start-up/incubator businesses by working with Saint Anselm College to encourage students to start or join new business ventures in Pinardville moving directly from the school into new incubator spaces that have room for business ventures to grow and be supported. This will help build the Town’s economic tax base, and encourage educated young people to stay in Pinardville.
- Add directional signage to help people find important resources in Pinardville such as the Business District along Mast Road, Saint Anselm College, the Goffstown Rail Trail and the Piscataquog River.
- Encourage the formation of a Pinardville “Main Street” program that would serve as the point of contact to help new businesses come into the area, help guide and protect the aesthetic quality of development along Mast Road, develop programs and services to help benefit business development, and utilize the help of volunteers from the community to organize special events specific to the Pinardville area.
- Study the feasibility and justify decreasing the parking requirements and increasing shared parking for multi-family, mixed use, and non-residential properties where appropriate, with the expectation that properties will be able to be used to their maximum extent for development. Increase opportunities for additional on-street parking where possible.
- Encourage the use of existing tax incentives for businesses making improvements to their buildings such as through the Town’s existing RSA 79-E Community Revitalization Tax Relief Incentive Program.
- Provide regulations in the Smart Code for appropriately designed signage of sufficient size and scale that will both accomplish the needs of local businesses and preserve the small-town character of the community.
- Encourage educational opportunities for people of all ages. Promoting the physical, social, and mental growth of our residents should be encouraged because it will lead to the creation of new businesses in Pinardville.

Neighborhood & Community Design



Neighborhood and community design will play a large role in making Pinardville a “destination.” An emphasis will be placed on the design of sites and buildings along Mast Road in terms of building size, type, placement on the site, and their relationship to surrounding buildings and neighborhoods, and to the street and sidewalk. New zoning regulations (the Smart Code) will help to create this framework of design standards.

As the design of the built environment is thought about in more detail, it will begin to frame the definition of public, semi-private, and private space. As more liveable and walkable neighborhoods are created in Pinardville, the Mast Road corridor as well as the adjacent neighborhoods will begin to look and feel safe and more child friendly.

Neighborhood and Community Design Goals

- Incorporate minimum design standards into the Smart Code to help shape and protect the “village” character of Pinardville.
- Create an additional set of Design Guidelines for the Pinardville area (in addition to the Smart Code design standards). These guidelines will provide “best practices” and provide examples and recommendations on how to aesthetically enhance the community environment in Pinardville. The Design Guidelines should address anything not covered in the Smart Code standards of development including but not limited to: lighting and signage, building facades, construction materials, street design (including streetscapes), parking, public space design, placement of public art, etc.
- Encourage “New-England Style” structures that will fit into the existing building stock in Pinardville.
- Discourage “cul-de-sac development” and dead-end.
- Encourage the redevelopment of existing highway-style malls.
- Consider producing a design workshop for property owners and the community regarding issues such as mixed-use design, walkability and sustainability.
- Encourage the connection of streets to one another to help create better access, and more tightly-knit neighborhoods and to help reduce traffic congestion on Mast Road, being mindful of the need to avoid additional traffic or through-traffic on narrow neighborhood streets.
- Consider providing an access management plan for Mast Road, to explore traffic issues related to curb cuts and other access issues to help reduce traffic problems along the corridor.

Transportation



Traveling from one place to another in Pinardville should not necessarily always involve getting in your car. Walking, bicycling, public transit, and other forms of transportation are encouraged, even recommended when possible. There are safety benefits, health benefits, environmental benefits, social benefits, and even economic benefits to providing numerous transportation options. These “alternative modes” of transportation need to be planned for if they are to be viable transportation options. Not everyone owns a car and many people do not or cannot drive cars for a variety of reasons. If

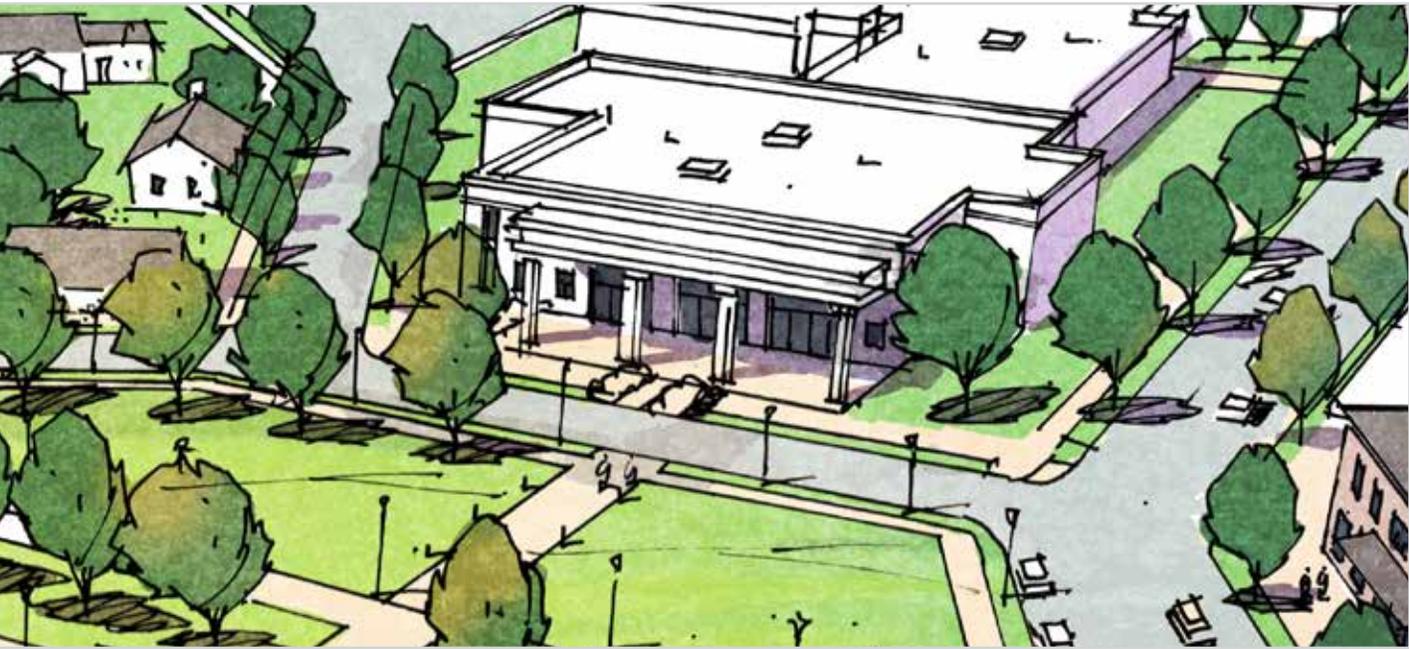
alternative modes are not available, people will be stuck with only one option – their car.

Traveling through Pinardville along Mast Road should not be frustrating to people, because eventually, they will find an alternative route and may avoid Pinardville altogether. We want people to stop in Pinardville and go to the local shops, restaurants and businesses. Therefore, we need to find ways to reduce traffic congestion and make our streets more inviting to all types of users.

Transportation Goals

- Incorporate the “complete streets” concept to Mast Road by providing streetscape improvements such as sidewalks, benches, street trees, bus stops and bicycle lanes, etc.
- Develop a pedestrian plan for Pinardville that would include the provision of appropriate crosswalks, pedestrian refuge islands, in-road “STOP for pedestrians” signs, pedestrian beacons, accessible pedestrian signals, pedestrian countdown timers and wider sidewalks.
- Improve vehicular flow through Pinardville by adjusting traffic signal timing to allow vehicles to hit more green lights, thereby preventing unnecessary traffic congestion.
- Study driveway access along Mast Road and make changes, where possible, to reduce the amount of driveways entering onto Mast Road. The concepts of this Pinardville Master Plan should be explored further regarding connecting commercial parking lots via a parallel driveway or roadway.
- Work with Manchester Transit Authority to provide a public transportation system and provide access to public transit to reduce dependence on automobiles. Public transportation stops should be visible, clean, and provide shelter from the elements when possible.
- Adopt ways to make walking or bicycling to school safer for children in Pinardville. Work to obtain possible funding for improvements to these school routes through the “Safe Routes to School Program.”
- Promote the Goffstown Rail Trail as not only a recreational trail, but also an alternative “commuter” route for people to use to get back and forth to Manchester and the Goffstown Village from Pinardville.

Community Facilities



Pinardville must plan for future growth by setting and implementing a community facilities plan. Community facilities include services such as safety provided by the Police and Fire Departments, water, sewer and road projects provided by the Department of Public Works, Sewer Commission, and Manchester Water Works, recreational opportunities provided by the Parks and Recreation Department, and Library services provided by the Goffstown Public Library.

Plans to improve these facilities within Pinardville are typically included in the Capital Improvement Program (CIP). Projects proposed in the CIP should be based on a need or goal outlined in the Master Plan. A focus will be placed on creating better community facilities for the Pinardville area in order to further the overall goals for Goffstown.

Community Facilities Goals

- Provide for enhanced water and sewer service to parcels in Pinardville that do not currently have this service to encourage economic development and discourage reliance on well and septic systems.
- Provide better, more accessible library services to the residents of Pinardville, as there is currently no public library available in Pinardville.
- Expand the Fire Station in Pinardville as part of the Fire Station Improvement Program in order to provide adequate fire protection services and provide possible public meeting space in Pinardville.
- Provide more park space, play areas and better access to existing ball fields for children. Roy Park is not sufficient to serve the entire Pinardville area and Sarette Field is only available for organized sports play.
- Provide community centers and senior centers for children and elderly (respectively) to be able to have wholesome, educational, recreational, and social activities available to everyone in Pinardville.
- Study the feasibility of a having a joint school, senior center, library, and community center. This could save the town money and provide a shared resource.
- Maintain and improve existing roads and provide for new roads where necessary or desired by the Town. This includes planning for “complete street” projects along Mast Roads.

Cultural & Historic Resources



Pinardville's built environment is generally not outwardly historic. While many of the buildings may be old, there are not significant specimens of architecture due to style or character. Pinardville has one visibly notable historic building - the Pinardville Ice House. An historical marker on Mast Road identifies the building as being a historic building but because of its use it is not in good shape and is in danger of being destroyed by neglect.

Other important historical or cultural features of Pinardville are: Mast Road, Saint Anselm College

Campus, the Goffstown Rail Trail (built from the old Boston and Maine Railroad bed), the old railroad trestle for the Rail Trail (just over the Goffstown/Manchester line in Manchester), the Piscataquog River, Namaske Lake, Mystic Brook, and the Pinardville neighborhoods designed by Edmond Pinard. New focus should be given to enhancing these existing resources and preserving buildings that could be put on the national register of historic places in the future.

Cultural and Historic Resources Goals

Historic Resources

- Work with the property owner to ensure that the Ice House is preserved.
- Formally recognize and provide informational kiosks for Goffstown Rail Trail users regarding the historical use of the railroad along that trail.
- Work with Saint Anselm College to possibly designate some of its buildings to the National Register of Historic Places (if any are eligible).

Cultural Resources

- Preserve residential neighborhoods adjacent to Mast Road and provide regulations that will keep the residential character of these neighborhoods intact.
- Highlight and promote Pinardville's historic and cultural association with the Franco-American community; perhaps through direct affiliation and programs with the Franco-American Centre at St. Anselm College. Work with the existing Franco-American population in Pinardville to create activities centered around that culture.
- Make more visible references to the Korean War memorial that was recently moved from the corner of Pinard Street and Mast Road to the Abingdon Square Park.

Plan Framework

Activity Center Plans

During the Planapalooza, the TPUDC team worked with the community to develop long-range conceptual plans that illustrate many of the big ideas that emerged during the process. The activity center plans detailed in this section show one potential development outcome for four of the growth sectors designated within Pinardville. These plans illustrate complete neighborhood design principles for specific areas within the village and are for illustrative purposes only. The eventual build-out or improvement of these areas could vary significantly based on future landowner interests, zoning regulations, location of available infrastructure, or other factors.

These plans embody the hopes and dreams of the community and set a standard by which future policy decisions, capital improvements, and development proposals can be measured. They incorporate the ideas and input of Town Departments, stakeholders, and more than one hundred citizens, all of whom will play a critical role in turning this vision into a reality.

These plans attempt to depict traditional New England styles that are consistent with local preferences expressed during Planapalooza.



ICE HOUSE DISTRICT



PINARDVILLE CONNECTOR

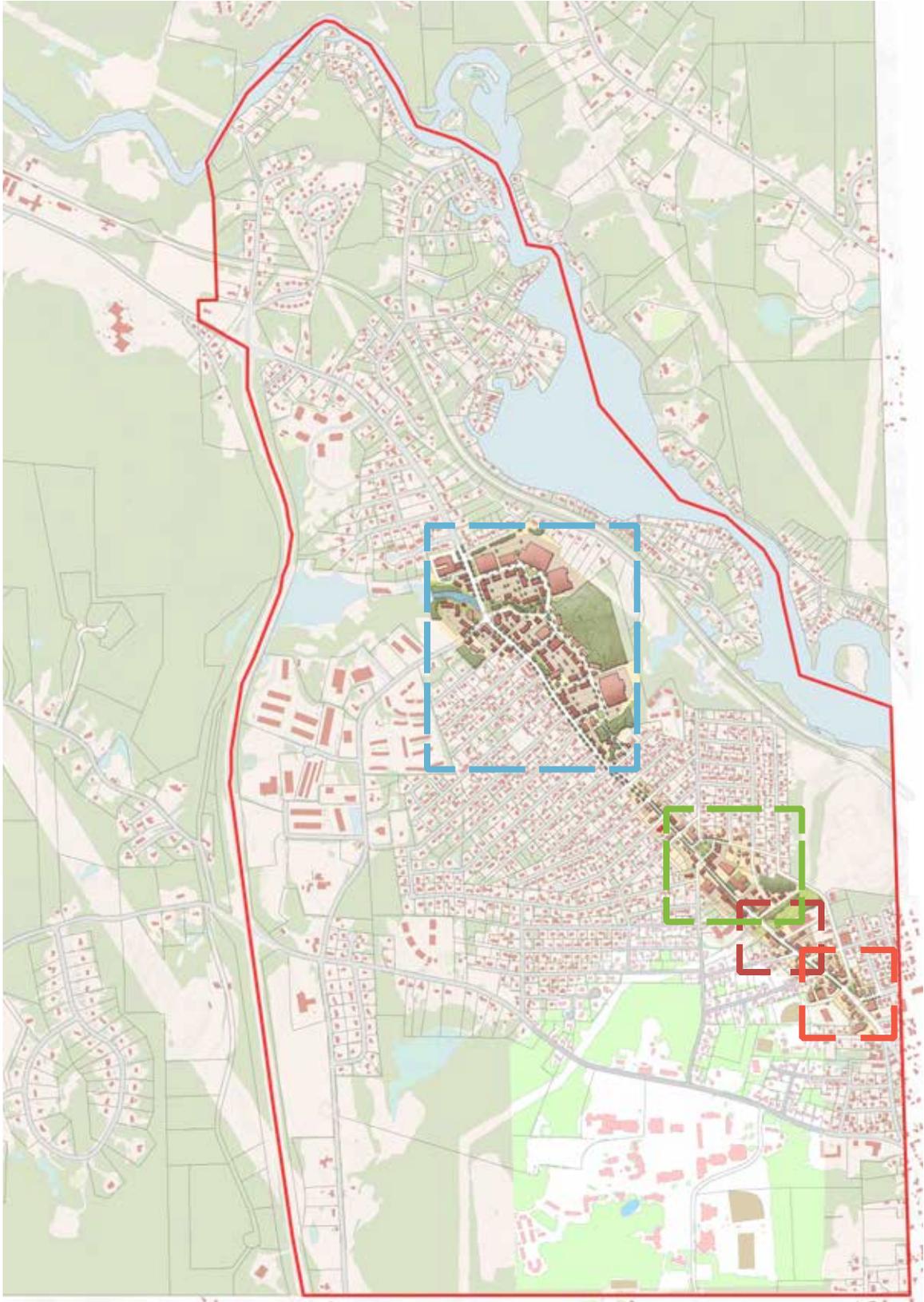


PINARDVILLE COMMON



PINARDVILLE GATEWAY AT COTE'S CORNER

Activity Center Key Map



ICE HOUSE DISTRICT

Besides the old school that is hidden within modern additions, the most visible and significant historic structure in Pinardville is the Ice House. In order to highlight its importance to the Town and Pinardville we have called this area the Ice House District.

The area along Mast Road stretches from Moose Club Park Road to Larch Street. The area primarily encompasses commercial and multi-family parcels on the east side of Mast Road with a focus around the intersection of Daniel Plummer Road and Mast Road. This main intersection can help to highlight the Ice House with increased activity and improvements to the waterway making it an amenity for the entire community.



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ICE HOUSE DISTRICT

1 CELEBRATE ICE HOUSE

The Ice House should be restored and preserved to ensure that one of the last visible pieces of history in this area is not lost. It can become an icon for Pinardville and the Town.

It should be incorporated into a comprehensive master plan that incorporates the existing and proposed mixed-use development at the intersection as well as the natural beauty of the pond and open space on the property.

A park could easily be created on the green space already in existence to include benches, picnic tables, a garden, a fountain, etc. This would highlight the Ice House better for the community.

3 ENHANCE THE SECONDARY STREET & ALLEY NETWORK

One of the major contributors to the traffic issues found on Mast Road is the number of curb cuts going into businesses. The second contributing factor is the lack of connections between businesses which forces shoppers to drive on to Mast Road each time they go from one business to the next.

In order to alleviate these two contributing factors a secondary network of streets should be created whenever possible and all commercial properties along Mast Road should connect to the adjacent commercial properties. This should most often occur in the form of a rear lane or alley and when space permits a proper street should be created. Fortunately, as commercial uses have been added along Mast Road, a secondary network has been forming organically on its own. The plan enhances this existing secondary network, formalizes it and in many locations adds to it where there are not currently connections.

2 INCREASE DEVELOPMENT POTENTIAL IN CURRENT PARKING AREAS.

Due to outdated parking requirements, and conventional inefficient suburban development patterns there are large areas of underutilized land in the Ice House District. This provides an opportunity for suburban retrofit through infill development

The plan shows a way to transform the existing strip shopping centers of Shaw's and Hannaford turning them "inside-out". The orientation of new mixed-use buildings defines blocks, creates walkable streets, and brings buildings up to the sidewalk to create an activated pedestrian environment. A large grocery store footprint can still be accommodated in the program. The potential redevelopment of the Shaw's & Hannaford parking lots provides an opportunity for those property owners should they choose to pursue it.

4 DAYLIGHT MYSTIC BROOK

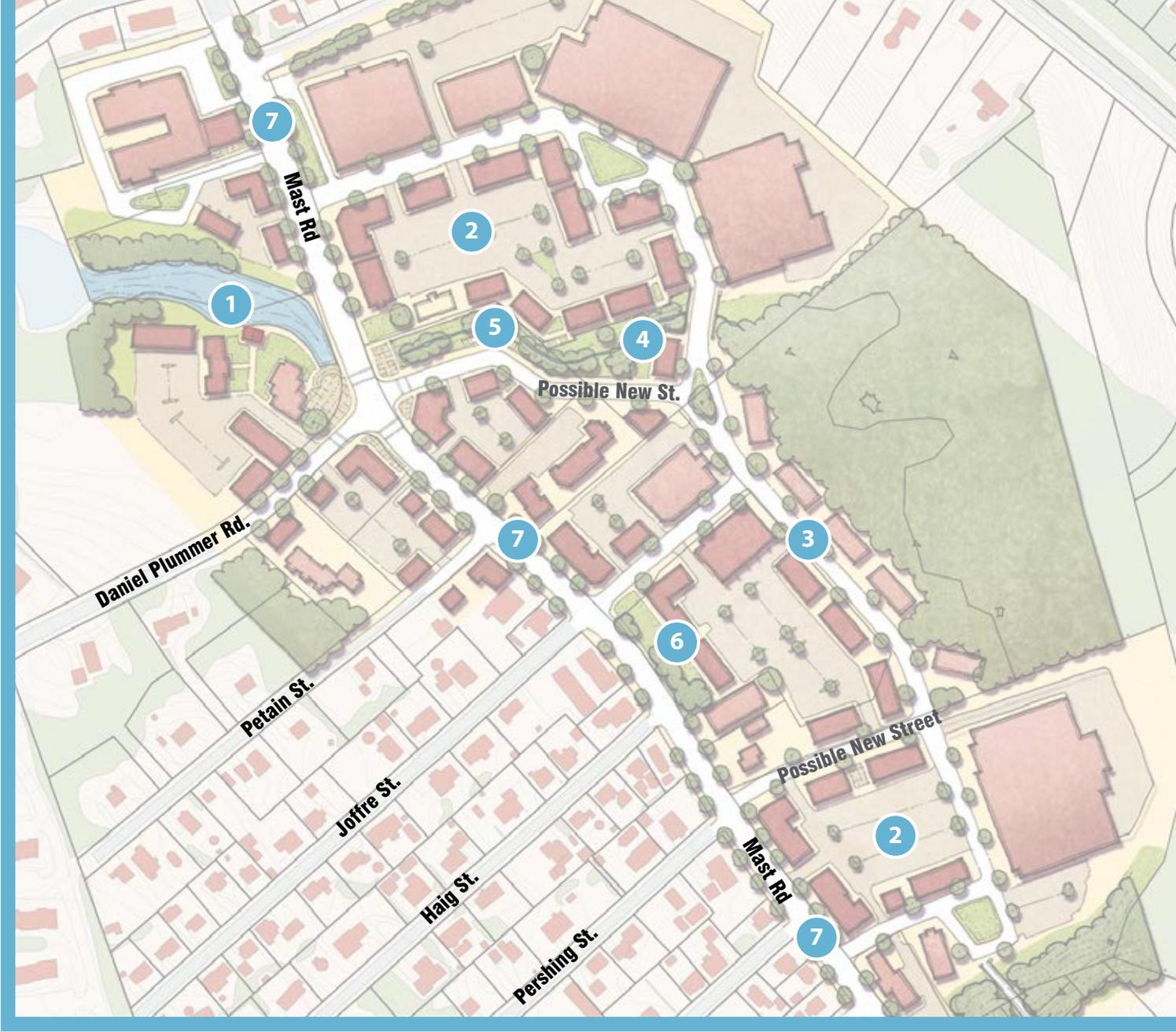
In order to accommodate the parking requirements of the zoning ordinance, a parking area was created by bridging over Mystic Brook leading to the icehouse pond. This lot is rarely used and could be removed.

Following the removal of this parking area, Mystic Brook should be restored and this area should be treated as an amenity to the surrounding development.

5 PROVIDING NEW HOUSING TYPES

Currently in Pinardville there are few housing options besides detached single family house and conventional condominiums and apartments. The plan encourages the addition of new building types including mixed use, live/work, and traditional townhouse units to the housing stock of Pinardville. This gives more housing choices to current and future residents of the area and adds visual interest and diversity of building types.

Additionally, the mixed use, live/work, and traditional townhouse units in this location screen the parking needed for the shopping areas and the existing undervalued Mystic Brook and open space are surrounded with uses such as restaurants with outdoor dining that activate and define the space by increasing accessibility and activity.



6 FACE NEW BUILDINGS ONTO NEW PARK

The small park recently built in Abingdon Square is currently a greatly appreciated and much needed addition to the limited passive park spaces in Pinardville. However, the park is not well defined spatially and could be enhanced by additional buildings adjacent to it.

The plan suggests additional development in the empty parcel in front of the new workforce housing and adjacent to Rite Aid. These buildings could create the spatial definition needed and create walkable streetscapes in this area.

7 SAFER STREETS

Mast Road should be redesigned to give equal priority to pedestrians, cyclists and automobiles. A retrofit with complete street strategies should be undertaken. Wide sidewalks, a generous planting strip with street trees, on-street parking when possible, and narrowed vehicular travel lanes are recommended.





ILLUSTRATIVE BIRD'S-EYE VIEW OF THE REDEVELOPMENT OF THE UNDERUTILIZED PROPERTY AROUND SHAW'S

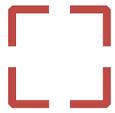
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PINARDVILLE CONNECTOR

The Pinardville Connector is the area between the new Pinardville Town Common and Cote's Corner. While it connects these two important walkable nodes of activity it will likely contain more auto oriented uses. However, it will work hard to balance the safety and comfort of all modes of transportation including automobiles, cyclists and pedestrians.



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PINARDVILLE CONNECTOR

1 WELCOME TO GOFFSTOWN

The welcome to Goffstown sign is currently located in front of the Electric substation. This is not a very scenic location even if it is property owned by the Town. The sign should be moved to the intersection of Mast Road and Pinard Street in the proposed new neighborhood center called Cote's Corner.

3 TRANSFORM POWER EASEMENT INTO GREENWAY

The existing power easement is for the most part an impediment and an eye-sore that runs throughout the Town. However, this nuisance is an opportunity for pedestrian and bicyclist connectivity. Many communities across the country have transformed their power easement into trails, parkways, gardens and sports complexes. Pinardville could do the same and begin to utilize this large amount of open space that is currently for utility purposes only.

The Town should explore with Public Service Co. of New Hampshire the possibilities of burying the existing section of power lines that runs through Pinardville (or portions of it).

5 ARTISAN INDUSTRIAL

The existing building at this location could be utilized to create new incubator space and artisan light industrial studios. Artisan light industrial buildings would accommodate a mix of uses, geared toward the creative, entrepreneurs, and artisans. Small street level workshops would spill out in the sidewalk. Larger spaces could be used for value-added production of local agricultural products. Loft-style housing and offices could be located nearby or on upper floors. Possibilities of adding more live-work spaces for entrepreneurs and artisans could be explored.

The possible new street connecting to Laurier Street will enhance the visibility of this space and make this unique location more commercially viable as well as serving to make the connection to the ball fields and rail trail more prominent.

2 NEW CONNECTIONS TO LAURIER STREET

Laurier Street is the only access to the ball fields and park area. There are only two connecting streets along this portion of Laurier Street. In order to work towards the Town's overall goal of increasing connectivity and more specifically enhancing the access to the fields and Rail Trail, two new streets can be proposed from Mast road to Laurier Street.

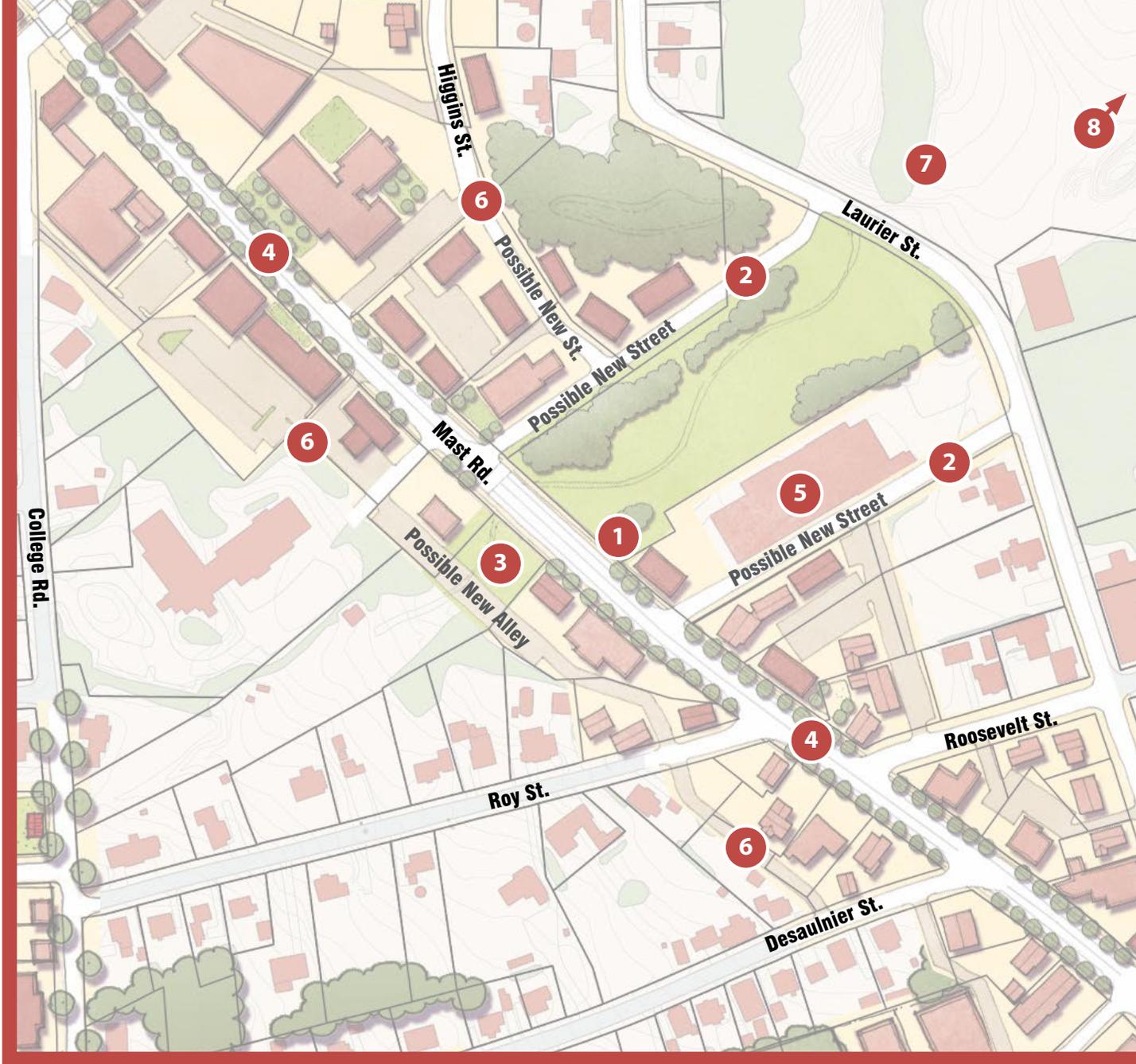
4 SAFER STREETS

Mast Road should be redesigned to give equal priority to pedestrians, cyclists and automobiles. A retrofit with complete street strategies should be undertaken. Wide sidewalks, a generous planting strip with street trees and/or bicycle lane, on-street parking when possible, and narrowed vehicular travel lanes are recommended.

6 ENHANCE THE SECONDARY STREET & ALLEY NETWORK

One of the major contributors to the traffic issues found on Mast Road is the number of curb cuts going into businesses. The second contributing factor is the lack of connections between businesses which forces shoppers to drive on to Mast Road each time they go from one business to the next.

In order to alleviate these two contributing factors a secondary network of streets should be created whenever possible and all commercial properties along Mast Road should connect to the adjacent commercial properties. This should most often occur in the form of a rear lane or alley and when space permits a proper street should be created. Fortunately, as commercial uses have been added along Mast Road, a secondary network has been forming organically on its own. The plan enhances this existing secondary network, formalizes it and in many locations adds to it where there are not currently connections.



7

ENHANCE PARK AND BALL FIELDS

Currently the Sarette Ball Fields are not accessible to the general public without prior permission. The field complex should remain readily accessible and the complex should be designed to have passive and active recreation opportunities. An access point and trail head should be established to allow for easy access to the rail trail.

8

RAIL TRAIL

The Goffstown Rail Trail is well utilized in spite of the challenges people face accessing it throughout the Town. Due to the incredibly steep terrain and lack of public property along its length, access points are limited. Enhancements to the existing and future trail heads could be added as well as connections to the neighborhoods so the residents can more easily access this amazing resource. Laurier Street provides a primary connection to the Rail Trail, and should be improved to better accommodate pedestrian and bicycle traffic to and from Pinardville and the Goffstown Rail Trail.

PINARDVILLE COMMON

The Pinardville Common can be located near the intersection of Mast Road and College Road. The Common can take on many shapes by reconfiguring the streets and traffic patterns around the new civic space. This area can become the center of Pinardville and provide a civic space where residents can gather and where memorials and public art can be located.



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PINARDVILLE COMMON

1 MIXED-USE DEVELOPMENT

Imagine the Pizza Market, a coffee shop, an ice cream parlor, or a bookstore surrounding a Common, activating the space with the kind of shops that would appeal to teens as well as adults. By also including additional housing above or adjacent to businesses the Town and Common will be activated with a mix of uses and will be utilized by residents throughout the day.

3 SCHOOL EXPANSION

The Bartlett Elementary School is a source of morning and afternoon congestion, has limited green space for its students, and does not meet the current classroom and facility size standards. During the public process it was suggested that the school should be relocated, however, the addition of a Town Common creates an opportunity to expand the school in its current location.

The property adjacent to the school could be used to build new facilities and classrooms while creating a grand civic presence on the Town Common.

The current bus and parent drop off/ pick up for the school consists of a small circular drive that enters and leaves off of Mast Road. With the addition of new possible streets around the Common and connecting to Higgins Street, the drop off/pick up area and subsequent stacking of cars can be relocated off of Mast Road. In addition the parent and bus lines can be separated. Buses could line up around the Common while parents circulate around the possible new streets and out onto Higgins Street.

Work with the School District to either implement their existing plans for a complete building expansion and renovation at Bartlett Elementary School or come up with an alternative solution that is acceptable to the community.

2 CREATING A TOWN COMMON

Creating a Town Common in Pinardville would give the community a central focus. It would create a destination and place for daily civic life for both the community and passersby. The Town Common would become the emotional heart of Pinardville and be the location for public gatherings and celebrations such as festivals and parades.

The Common could be configured like a traditional common found throughout New England with paths to invite you into and through the space, places to sit, and landscaping that defines the space.

This plan shows the Town Common encompassing the current intersection of Mast Road and College Road and extending Cross Street to meet Mast Road. Mast Road is diverted around the edge of the Common creating a terminated vista that could focus on a flag pole or Town memorial. Cross Street and possible new street define the other edges of the Common.

Existing residential and commercial buildings will now look out onto the common as well as create a potential for a new civic presence. New commercial or mixed-use buildings will fill in the gaps around the Common across Mast Road and the proposed new street.

Parking for homes and businesses should be either located in the rear of their properties or with parallel parking on the street if possible. The on-street parking will provide some parking for the common and will help slow traffic around the common and in front of the school but still allow it to flow freely.

ALTERNATE TOWN COMMON DESIGN

The Town Common could take on other forms that would not require the redirecting of Mast Road or utilize as much private space. Cross Street could still extend to Mast Road. College Road could be reconfigured to meet Mast Road at a ninety degree angle helping to alleviate traffic concerns at this intersection. Although the Common would be smaller, it would still have all of the benefits of the larger Town Common creating a center of the community.



4 SAFE STREETS

Mast Road should be redesigned to give equal priority to pedestrians, cyclists and automobiles. A retrofit with complete street strategies should be undertaken. Wide sidewalks, a generous planting strip with street trees and/or bicycle lane, on-street parking when possible, and narrowed vehicular travel lanes are recommended.

The Safe Routes to Schools Program could be a possible source of funding for projects that help students get to school safely.

5 CLEAN UP INTERSECTION

Members of the community consider the intersection of Mast Road and College Road to be dangerous due to the angle that College Road has as it intersects Mast Road. The reconfiguration of this intersection will not only help to define the Town Common but make the intersection safer as well. The end of College Road can intersect with Mast Road at a ninety degree angle. Also, by extending Cross Street to Mast Road instead of Rochambeau Street, it creates two smaller intersections instead of one large one.



ALTERNATE CONCEPT FOR THE PINARDVILLE COMMON: CONCEPT 1





ILLUSTRATIVE BIRD'S EYE VIEW OF THE PINARDVILLE COMMON: CONCEPT 2



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PINARDVILLE GATEWAY AT COTE'S CORNER

The intersection of Mast Road and Pinard Street has been a key intersection since Pinardville was first developed. This intersection is the point of departure for Pinardville residents going to Manchester and the Gateway for visitors to Goffstown from the South. The intersection is currently confusing with Laurier Street currently intersecting also at this intersection.

For the past forty years Cote's Diner has been one of the two key landmarks, (the other being King Bowling Lanes), at this important crossroads. This Gateway was suggested in this plan to establish a physical presence that matches the emotional & cultural center that has historically existed at this intersection. This Gateway could become the heart of a new mixed-use neighborhood center. Additionally, streetscape improvements are envisioned for Pinard Street to better establish this as a proper gateway to Goffstown.

CREATE A CENTER

A public space could provide a location for outdoor dining and gathering for other adjacent mixed-use buildings. The public space could become a neighborhood center and help establish this area as a physical gateway into Goffstown.

CREATE A TERMINATED VISTA

At “T”-Intersections like at the intersection of Mast Road and Pinard Street, a prominent building with special design features should stand at the end of the street so that as you approach the intersection, the view ends at that site. This design treatment should be applied at this location to enhance the gateway into Goffstown.

STREETSCAPE IMPROVEMENTS

While there are currently sidewalks and a thin grass strip along Pinard Street, the streetscape in this area is in need of substantial improvements in order to present the proper image needed in a gateway location. Fortunately this is one of the few areas in Pinardville that the street is too wide which means there is ample room to make improvements. Wide sidewalks, a generous planting strip with street trees and/or bicycle lane, on-street parking when possible, narrowed vehicular travel lanes are recommended, and the relocation of power lines would all greatly improve the visual appearance of this area and thus the gateway into Goffstown and Pinardville. Assuring adequate on-street parking should remain a priority.

ENHANCE THE SECONDARY STREET & ALLEY NETWORK

One of the major contributors to the traffic issues found on Mast Road is the number of curb cuts going into businesses. The second contributing factor is the lack of connections between businesses which forces shoppers to drive on to Mast Road each time they go from one business to the next.

In order to alleviate these two contributing factors a secondary network of streets should be created when ever possible and all commercial properties along Mast Road should connect to the adjacent commercial properties. This should most often occur in the form of a rear lane or alley and when space permits a proper street should be created. Fortunately, as commercial uses have been added along Mast Road, a secondary network has been forming organically on its own. The plan enhances this existing secondary network, formalizes it and in many locations adds to it where there are not currently connections.

Appendices

Appendix A - Definitions

TOP 10 MOST ASKED ABOUT WORDS IN THIS PLAN

- 1. Community Garden:** a single piece of land gardened collectively by a group of people.
- 2. Complete Street:** a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Complete Streets allow for safe travel by those walking, bicycling, driving automobiles, riding public transportation, or delivering goods.
- 3. Incubator Space:** space within buildings that house “business incubators.” Business incubators are programs designed to support the successful development of entrepreneurial companies through an array of business support resources and services, developed and orchestrated by incubator management and offered both in the incubator and through its network of contacts.
- 4. Live-Work Unit:** a mixed use building where residents can operate small businesses on the ground floor of the building where they live.
- 5. Mixed Use Development:** any urban, suburban or village development, or even a single building, that blends a combination of residential, commercial, cultural, institutional, or industrial uses, where those functions are physically and functionally integrated, and that provides pedestrian connections. The term (“a mixed-use development”) may also be used more specifically to refer to a mixed-use real estate development project — a building, complex of buildings, or district of a town or city that is developed for mixed-use by a private developer, (quasi-) governmental agency, or a combination thereof.

- 6. Public Space:** all space of public value including public landscaped areas, playing fields, parks and play areas, and also including not just land, but also areas of water such as rivers, canals, lakes and reservoirs, which can offer opportunities for sport and recreation or can also act as a visual amenity and a haven for wildlife.
- 7. Row House:** a style of medium-density housing that originated in Europe in the 16th century, where a row of identical or mirror-image houses share side walls.
- 8. SmartCode:** a form-based code. Conventional Euclidean zoning regulates land development with the most emphasis on controlling land use. Form-based zoning has been developed over the last twenty years to overcome the problems of sprawl created by use-based codes. Form-based zoning regulates land development with the most emphasis on controlling urban form and less emphasis on controlling land uses (although uses with negative impacts, such as heavy industry, adult businesses, etc. are still regulated). Urban form features regulated under the SmartCode include the width of lots, size of blocks, building setbacks, building heights, placement of buildings on the lot, location of parking, etc.
- 9. Sustainable Design:** the philosophy of designing physical objects, the built environment, and services to comply with the principles of social, economic, and ecological sustainability. Sustainability is the capacity to endure.
- 10. Walkability:** the extent to which the built environment is friendly to the presence of people living, shopping, visiting, enjoying or spending time in an area.” Factors affecting walkability include, but are not limited to: street connectivity; land use mix; residential density (residential units per area of residential use); frequency and variety of buildings, entrances and other sensations along street frontages, “transparency” which includes amount of glass in windows and doors, as well as orientation and proximity of homes and buildings to watch over the street; plenty of places to go to near the majority of homes, place-making, street designs that work for people, not just cars and retail floor area ratio. Major infrastructural factors include access to mass transit, presence and quality of footpaths, buffers to moving traffic (planter strips, on-street parking or bike lanes) and pedestrian crossings, aesthetics, nearby local destinations, air quality, shade or sun in appropriate seasons, street furniture, traffic volume and speed, and wind conditions.



DP-1

Profile of General Population and Housing Characteristics: 2010

2010 Demographic Profile Data

Note: This is a modified view of the original table.

NOTE: For more information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/cen2010/doc/dpsf.pdf>.

Geography: Pinardville CDP, New Hampshire

Subject	Number	Percent
SEX AND AGE		
Total population	4,780	100.0
Under 5 years	252	5.3
5 to 9 years	258	5.4
10 to 14 years	242	5.1
15 to 19 years	301	6.3
20 to 24 years	327	6.8
25 to 29 years	373	7.8
30 to 34 years	345	7.2
35 to 39 years	338	7.1
40 to 44 years	322	6.7
45 to 49 years	399	8.3
50 to 54 years	394	8.2
55 to 59 years	322	6.7
60 to 64 years	264	5.5
65 to 69 years	195	4.1
70 to 74 years	141	2.9
75 to 79 years	149	3.1
80 to 84 years	85	1.8
85 years and over	73	1.5
Median age (years)	39.4	(X)
16 years and over	3,962	82.9
18 years and over	3,844	80.4
21 years and over	3,662	76.6
62 years and over	791	16.5
65 years and over	643	13.5
Male population	2,202	46.1
Female population	2,578	53.9
RACE		
Total population	4,780	100.0
One Race	4,722	98.8
White	4,544	95.1
Black or African American	72	1.5
American Indian and Alaska Native	11	0.2
Asian	61	1.3
Native Hawaiian and Other Pacific Islander	2	0.0
Some Other Race	32	0.7
Two or More Races	58	1.2

Subject	Number	Percent
Race alone or in combination with one or more other races: [4]		
White	4,600	96.2
Black or African American	95	2.0
American Indian and Alaska Native	17	0.4
Asian	79	1.7
Native Hawaiian and Other Pacific Islander	10	0.2
Some Other Race	45	0.9
HISPANIC OR LATINO		
Total population	4,780	100.0
Hispanic or Latino (of any race)	119	2.5
Not Hispanic or Latino	4,661	97.5
HOUSEHOLDS BY TYPE		
Total households	1,942	100.0
Family households (families) [7]	1,242	64.0
With own children under 18 years	500	25.7
Husband-wife family	908	46.8
With own children under 18 years	328	16.9
Male householder, no wife present	91	4.7
With own children under 18 years	40	2.1
Female householder, no husband present	243	12.5
With own children under 18 years	132	6.8
Nonfamily households [7]	700	36.0
Householder living alone	544	28.0
Male	194	10.0
65 years and over	40	2.1
Female	350	18.0
65 years and over	158	8.1
Households with individuals under 18 years	559	28.8
Households with individuals 65 years and over	479	24.7
Average household size	2.36	(X)
Average family size [7]	2.89	(X)
HOUSING OCCUPANCY		
Total housing units	2,036	100.0
Occupied housing units	1,942	95.4
Vacant housing units	94	4.6
For rent	32	1.6
Rented, not occupied	4	0.2
For sale only	18	0.9
Sold, not occupied	4	0.2
For seasonal, recreational, or occasional use	12	0.6
All other vacants	24	1.2
Homeowner vacancy rate (percent) [8]	1.3	(X)
Rental vacancy rate (percent) [9]	5.4	(X)
HOUSING TENURE		
Occupied housing units	1,942	100.0
Owner-occupied housing units	1,390	71.6
Population in owner-occupied housing units	3,441	(X)
Average household size of owner-occupied units	2.48	(X)
Renter-occupied housing units	552	28.4
Population in renter-occupied housing units	1,149	(X)
Average household size of renter-occupied units	2.08	(X)

X Not applicable.

[1] Other Asian alone, or two or more Asian categories.

[2] Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

[3] One of the four most commonly reported multiple-race combinations nationwide in Census 2000.

[4] In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race.

[5] This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic."

[6] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner."

[7] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder.

[8] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100.

[9] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

Source: U.S. Census Bureau, 2010 Census.

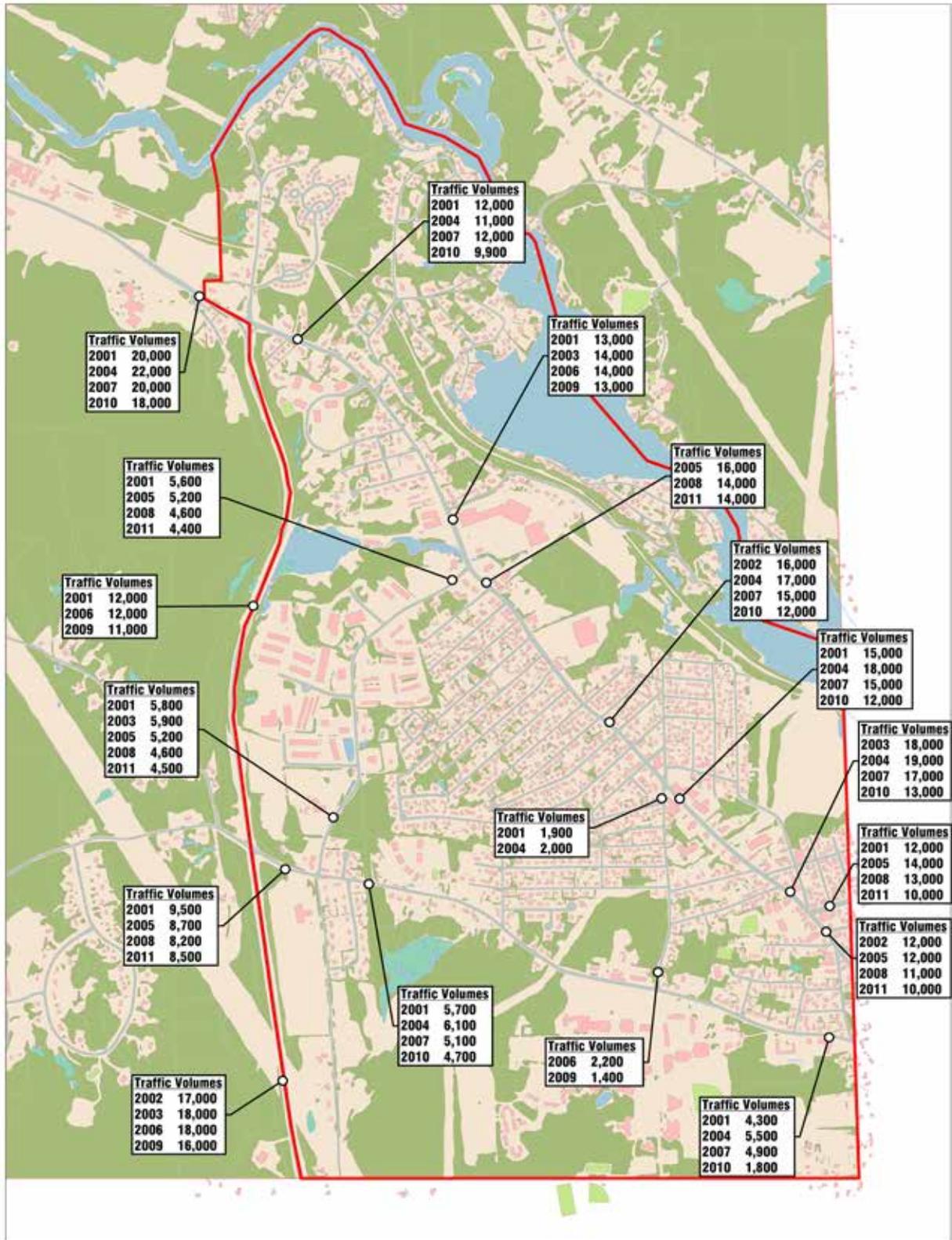
Existing Housing Stock

<u>Property Type Category</u>	<u>Totals</u>
Accessory Building Count	18
Apartment Count	11
Condominium Count	434
Dormitory Count	4
Manufactured Home Count	1
Mixed Use - Residential Count	25
Single Family Residence River Front Count	99
Single Family Residence w/Acc Dwl Unit Count	26
Single Family Residence Count	990
Three Family Count	8
Two Family Count	108
Two Res Buildings Count	12
Vacant Land Count	92
Grand Total Count	1,828

SOURCE: Goffstown Assessor's Database (July 2013)

Traffic Counts

This section contains the Average Annual Daily Traffic (AADT) data for roads in Pinardville, as measured and provided by the Southern New Hampshire Planning Commission (SNHPC). The AADT representing traffic volume during a day is the total volume of automotive vehicle traffic on a highway or road for a year divided by 365 days.



Appendix C - Art Contest

Student Submissions

My Dream Pinardville

By Keira

Age 7, second grade, Maple Avenue Elementary

I love Pinardville. It's a cozy, bright community, but I do have suggestions for improving it.

First of all, I've come up with some great (well, I think they're great) proposals for the grocery stores. When you enter to get your cart, you can also swing by and grab a pair of spring shoes! You know how sometimes you just can't reach things on the higher shelves? The spring shoes will make it much easier than having to get an employee. The employees would have their own jetpacks, so when it's crowded, they can zoom right over the crowd.

Now I'm not just making the stores more fun, but how about the whole plaza? I think pony rides would give the plazas more pizzazz. I think there should be more kids clothing stores, so kids can express themselves with fashion ... even boys!

Next, it would be great for the gas stations to have a little fun and have ponies pump the gas! The ponies would be attached to a hot walker, which would be connected to the pump to pump up the gas. This is good for the environment because we save electricity!

Now I have some wacky ideas for the streets of Pinardville. The roads should be pretty, sparkly and pink. I think there should be a "ponies only" lane with apple trees and mint bushes. Humans are only allowed on horseback.

We all know how boring winter is, especially toward the end. I think we should celebrate as much as we can. We could host a Valentine's Day parade, and it would be sweet and sparkly. Then, we could have a winter ice cream festival! The mascot, a pony, would be handing out free samples of every flavor you could imagine.

I think I may have gone a little too heavy on the expenses, but keep in mind the kids' clothes and ice cream festival. If kids are kept happy and fed ice cream, they won't cry and embarrass you in public.

WINNER
of the
Literary Art
Category

"My Dream
Pinardville"

Keira, 2nd Grade



2nd Place of the Visual Art Category "The Cool Town" Carson, 1st Grade

WINNER
of the
Visual Art Category

"Respectful, Caring, Recycling"

Lilith, 3rd Grade



4th Place of the Visual Art Category
"Bear" and "Monkey"
Alyssa, 1st Grade



3rd Place of the Visual Art Category "Spring" Jana, 2nd Grade

AFTERWORD

Thank you for your interest in and support of this Pinardville Community Plan. It is the hope of its authors, including the participating members of the Pinardville Community, that this Plan will be adopted as part of the Town of Goffstown's Master Plan and serve as the foundation for adoption of a Pinardville focussed Smart Code for the preservation and renewal of a sustainable Pinardville Community. Pinardville has always had a lot to offer the Town of Goffstown and its surrounding communities. We trust that this renewed focus on Pinardville will provide its residents with the tools they need to assure its survival as a place we want to live and work in; and call "home".

