

## Pepperell Mill Site Meeting 10-25-08

### Vision Session Notes- SWOT Analysis

1st priority = Red

2<sup>nd</sup> priority = Green

3<sup>rd</sup> priority = Blue

4<sup>th</sup> priority = Yellow

#### Strengths

##### Town

- Nashua & Nissitissit Rivers – Red = 4, Green = 1
- Nashua River Rail Trail – Red = 2, Green = 1, Blue = 1
- Services: Sewer & Water Infrastructure – Yellow = 1
- Balance between youth & senior activities, age groups – Red = 2
- Access to Routes 111 & 113 – Yellow = 3
- Strong Cooperation between property owners – Green = 1
- Pepperell is relatively affordable – Red = 1, Green = 1, Blue = 2, Yellow = 1
- Amenities – Blue = 2

##### Mill Site

- Location – Red = 7, Green = 1, Blue = 4
- River proximity – Red = 1, Green = 2, Yellow = 1
- Large Parcel – Red = 1, Green = 2, Blue = 2
- Historical significance – Yellow = 1
- Tremendous potential – Red = 4, Green = 2, Blue = 2
- Infrastructure already in place – Green = 2, Blue = 1

##### Railroad Square

- Historical
- Infrastructure
- Parking – Red = 1
- Access to Rail Trail – Red = 1, Green = 1
- Restaurants – Green = 2
- Business concentration
- Marketability as downtown – Blue = 1, Yellow = 1

##### Nashua River

- Water quality
- Mecca for recreation – Red = 1, Green = 3, Blue = 1, Yellow = 3

### Nashua River (cont.)

- Variety of uses
- Covered bridge – Green = 1, Yellow = 2
- Source of renewable energy – Yellow = 1,
- Attracts wildlife
- Pristine setting – Red = 1
- Parks & trails – Green = 1

### Weaknesses

- Traffic patterns, lack of signals, mill site access – Red = 1, Green = 1, Yellow = 1
- Lack of access to major highway – Green = 2
- Lack of cultural venues – Red = 1
- Flooding at the Mill site – Red = 2, Blue = 2, Yellow = 2
- Small commercial/ industrial tax base – Red = 4
- Environmental regulations (state) – Blue = 1
- No ADA compliance for businesses
- Lack of public transit

### Mill Site

- Blighted appearance – Green = 2, Blue = 1
- Safety conditions – Green = 2
- Almost no salvageable buildings – Red = 1, Yellow = 1
- Deeded access for hydro plant
- Unknown unknowns (environmental issues, subsurface conditions) – Red = 6, Green = 2, Blue = 1
- Lack of liquor license – Green = 1, Blue = 1, Yellow = 1
- Noise from power generation – Yellow = 2
- Residents spend money in other towns, lack of critical mass – Red = 2, Blue = 1, Yellow = 3
- Sales, income, payroll taxes vs. New Hampshire

### Railroad Square

- Parking (lack of spaces to accommodate growth) – Red = 2, Blue = 1
- Restaurant have limited hours/ limited dining experiences – Green = 2, Yellow = 1
- Small buildings can't accommodate shoppers
- Population density not sufficient to attract major chains – Yellow = 1
- Lack of sidewalks – Red = 1, Blue = 1
- Technical development issues (river Issues, grade) Red = 1, Green = 1, Blue = 2
- Traffic access/ circulation

- Lack of “walkability” / no pedestrian accommodations – Red = 3, Green = 2, Blue = 1
- Lack of uniform character, need visual cohesion- Red = 1, Green= 2, Yellow= 2
- Not enough of the correct businesses to attract people-Blue=3, Yellow=1

### Nashua River

- Public access very limited, access is not promoted or widely known – Red = 1, Green = 1
- Dam prevents canoeists from going up/down river – Green = 1
- Flooding – Green = 1, Yellow = 1
- Too much wildlife – Yellow = 1

### Opportunities

- Brewpub/restaurant at the Mill site – Red = 4, Green = 1, Yellow = 2
- Economic vitality – Red = 2, Green = 2, Blue = 5, Yellow = 1
- Park at Mill site , open up riverfront – Red = 6, Green = 3, Blue = 2
- Connecting trails
- Connect open space, park & covered bridge – Red = 1, Green = 2, Blue = 1, Yellow = 3
- New town common – Blue = 1
- Quality restaurants – Green = 1
- Additional parking – Yellow = 2
- Senior housing – Red = 1, Blue = 1
- Cottage neighborhood, small homes – Red = 1, Blue = 1
- Address traffic issues at Dunkin’ Donuts intersection – Blue = 1
- Historic preservation (tied to Mill site/ Railroad Square) Green = 1, Blue = 1, Yellow = 1
- Highlight/focus natural area (kiosk) – Red = 1, Blue = 1
- Teenage activities – Green = 2, Blue = 1
- Professional office space – Green = 1
- New municipal center
- Wellness center
- College extension – Yellow = 2
- “Green” building practices/ technology – Red = 1, Green = 1, Yellow = 4
- Maintain rural character – Green = 3, Blue = 2
- Land swap

### Threats

- Overdevelopment – Red = 8, Green = 1, Yellow = 1
- Unfriendly developer – Red = 1, Green = 2

- Polluting industries – Red = 1, Blue = 2
- Undesirable businesses – Green = 1
- Tax revenue/ generating threat of residential development – Red = 1, Green = 1, Blue = 2
- Traffic generation – Red = 2, Green = 1, Blue = 1, Yellow = 1
- Construction impact on hazardous materials on Mill site – Green = 1, Blue = 1
- Additional crime – Yellow = 2

### Threats (cont.)

- Drain on town services/ increase in taxes – Green = 1, Blue = 1, Yellow = 1
- Conflicting uses with existing residents – Green = 1, Blue = 2
- Flooding - Red = 1, Blue = 2, Yellow = 1
- Being overly dependent on one industry – Yellow = 1
- Losing control – Green = 1, Blue = 2, Yellow = 1
- Losing access to waterfront – Red = 1, Green = 1
- Cost of site vs. real value – Green = 1
- Former proposal too big/too dense/excluded public access – Green=1, Blue=1
- New development might fail – Blue = 2, Yellow = 3
- Rising construction costs, could cause denser developments for economic viability – Green = 1
- “Do nothing”, a threat – Red = 4, Yellow = 1
- Time – Green = 1, Yellow = 1