

**CITY COUNCIL WORKSHOP MEETING**  
**March 18, 2014**  
**COUNCIL CHAMBERS**  
**7:02 PM**

**MEMBERS PRESENT**

Councilor Collins  
Councilor Gates  
Councilor Gray  
Councilor Hamann  
Councilor Keans  
Councilor Kittredge  
Councilor Lachapelle  
Councilor Larochelle  
Councilor Lauterborn  
Councilor Torr  
Councilor Varney  
Councilor Walker  
Mayor Jean

**OTHERS PRESENT**

City Manager Dan Fitzpatrick  
Deputy City Manager Blaine Cox  
Gregg DeNobile, Resident  
Lou Archambault, Resident  
Ric Perreault, Resident  
Fred Leonard, Resident  
Tom Kaczynski, Resident  
Ken Billings, Resident  
Robert McCabe, Resident  
Patrick Emerson, Resident  
Kent Melchior, Resident  
Walt Barstow, Resident  
Lyndon Rickards, Resident  
Gerry Gilbert, Committee Chairman  
Nancy Clark, Glen Group CEO  
Mike Provost, President - Rochester Main  
Street

**MINUTES**

**1. Call to Order**

Mayor Jean called the City Council Workshop Meeting to order at 7:02 PM. Deputy City Clerk Marcia Roddy took a silent roll call. All councilors were.

**2. Public Input**

Mayor Jean invited members of the community to come forward to speak on issues concerning the City of Rochester.

Gregg DeNobile, resident of Chesley Hill Road, asked questions regarding zoning matters and how property owners and abutters are notified when their property is re-zoned.

Lou Archambault, resident of Chesley Hill Road, spoke against the proposed re-zoning of Chesley Hill Road, citing that there does not appear to be a compelling reason for developing a particular parcel of land as an R-2 zone.

Ric Perreault, resident of Chesley Hill Road, addressed the proposed multi-unit development on Chesley Hill Road that would necessitate re-zoning to an R-2 zone. He believes that this type of development would end up being a transient population.

Fred Leonard, resident, wanted to follow-up on the Buxton contract that had recently been signed. He said he had requested information from the Economic Development Department using the Buxton data. He said his request was a Right-to-Know request.

Tom Kaczynski, resident, questioned the auditors' report, in particular the Fund Balance of \$15 million dollars. His opinion is that this is money generated from the taxpayers. He wanted to know what the pension liability is and how this is part of the contract negotiations. He also urged the Council to aggressively fight the EPA matter that is presently being worked on by the Great Bay Coalition.

Ken Billings, resident of Chesley Hill Road, voiced his concerns regarding the proposed development on Chesley Hill Road. He said that multi-unit developments do not fit that neighborhood and history has shown that they usually decline in quality and acceptability.

Robert McCabe, resident, pointed out the decline of the Norway Plains Road development and believes that the proposed development on Chesley Hill Road could possibly end up the same way.

Patrick Emerson, resident, said that by changing the zoning of an area is often irreversible. He gave examples of service calls to the Norway Plains and Ledgeview Drive areas and how they have increased greatly over the years.

Kent Melchior, resident of Labrador Drive, passed out a document from an attorney representing the residents of Florence Drive and Labrador Drive, a neighborhood across from the Rochester Crossing shopping center that is also being considered for re-zoning. Attached to the letter is a signed petition from residents of those two streets. Mr. Melchior addressed the concerns of the residents of these streets on their behalf. He also gave a copy of a map of the area to Mayor Jean indicating wetlands in the area. *Mayor Jean asked the Clerk to copy and send the map to the Council members)*

Walt Barstow, resident of Florence Drive, said in the past the R-1 status of the Labrador Road/Florence Drive neighborhood would remain as is, indicating that it would be a hardship to the property owners to change it. He questioned why this has changed and said that it would greatly affect property values. He pointed out the wetland and water concerns of the area.

Lyndon Rickards, resident of Labrador Drive, said that the re-zoning matter regarding his neighborhood has been of concern for close to 25 years. He urged the Council to keep this area as an R-1 residential neighborhood.

Public Input was closed at 7:47 PM.

### **3. Communications from the Mayor**

#### **3.1 Chapter 42 Updates**

Mayor Jean said that at the last Council meeting he had presented a tentative time frame to follow as a guide for discussion of Chapter 42 amendments. He had asked for written questions. Councilors Varney and Hamann submitted a list of questions that have been provided in the packet. He said that he and Jim Campbell of the Planning Department have answered the questions and they will be provided to the Council.

Councilor Lauterborn said that she and Councilor Keans had concerns about re-zoning of Rochester Hill Road. She said they had met with Jim Campbell and did not submit their written questions for inclusion in the packet.

She said that the issue is the character of Rochester Hill Road. She said the issue is not in changing it to R-2; the issue is how density is being calculated. The problem is that Rochester is calculating density differently from other communities. That means that Rochester will bear an unreasonable burden. Rochester includes wetlands and water bodies in its calculation. The City of Dover excludes all wetlands from being calculated. The City of Somersworth does the same and also excludes water bodies, roadways, and utility easements from the calculation. The Town of Durham does the same and also excluded wetland buffers.

Councilor Lauterborn said because the buildable parts of lots are toward the road technically there could be 800 units of apartments put in that area if it was fully developed. She said the City would greatly harm the character of Rochester Hill Road if this re-zoning is allowed to go through. She said that the Planning Director and Planning Board have been given these written questions. Mayor Jean said he will be meeting with Jim Campbell and Nel Sylvain and there would be answers to the questions written up and available for the Special Codes and Ordinances Committee meeting scheduled for March 27, 2014.

Mayor Jean said that all of the questions and answers will be posted on the Chapter 42 website for all to view. He thanked Jim Campbell and Nel Sylvain for their work in answering the questions in a short period of time.

Councilor Lachapelle clarified what would be happening at the special Codes and Ordinances Committee meeting on March 27, 2014. He said there will be public input and the Committee will not be voting on anything. It is a Committee meeting and items discussed will be brought back to the City Council for further action. Mayor Jean added that this is all part of the continuing conversation and discussion about Chapter 42 and for ultimate transparency.

Councilor Varney said that nobody should have a question about where they can find information. They can call the Planning Department if they want to know what zone their property is located in and information can be found on the City website.

Councilor Collins wanted to remind the public that public input is allowed and welcomed at all Committee meetings.

Councilor Walker said he had sent the fence information that he had discussed at the last meeting to Attorney Wensley in order to have it written in a legal manner. He asked that this be included in the packet for the special Codes and Ordinances meeting.

#### **4. Communications from the City Manager**

City Manager Fitzpatrick referred the Council to the Management Team's minutes of February 18 through March 3, 2014; a listing of contracts and documents executed since the last report; Council Chambers and Conference Room rentals agreement with the Rochester Opera House; Brock Street Change Order #7; Public Financial Group Engagement Letter; Devine Millimet Engagement Letter; and City Council Request and Inquiry Report.

#### **5. Presentation on Community Branding**

Mayor Jean introduced Gerry Gilbert, Chairman of the ad-hoc committee to explore branding of the City of Rochester. Upon meeting in April, 2012, it became apparent that the City would need the assistance of a professional branding company. After submitting the project out for bid, the committee selected the Glen Group, Inc. of North Conway, New Hampshire for the project.

Mr. Gilbert introduced Nancy Clark, CEO of the Glen Group, to give a presentation on branding and their proposal for Rochester. Ms. Clark's PowerPoint presentation gave an overview of branding, the process, and the benefits for the City of Rochester.

Councilor Keans expressed her concerns regarding schools as being something people and companies look at when relocating. Ms. Clark said that the school system is definitely something that is looked at, but the presentation only covered a brief overall look at the city.

Councilor Kittredge asked how far along the committee has gotten in the process of going forward, particularly with funding. Mr. Gilbert said that they have talked to various businesses in the community in order to get financial support. The Glen Group cannot get started with their work until they have been paid. He said the project appears to be of interest to a number of businesses.

Councilor Varney asked if there are two parts to the program, the first being the development of branding and the second being the implementation. Ms. Clark said yes, their company will develop the plan, but someone in the community needs to be the "champion" to implement the plan. Mr. Gilbert answered Councilor Varney's question regarding funding, in that the project will not begin until the funding is in place.

Mike Provost, President of Rochester Main Street, said that this is a great process for promoting and uniting Rochester as a whole. He said that branding becomes a catalyst for the overall impact on the city.

Councilor Gates asked if there is any maximum cost that can be expected, or if that would be additional costs. Mr. Gilbert said no, it will become a part of the businesses of Rochester who will be responsible for sustaining the branding process.

Councilor Gates asked if there are other cities who have worked with the Glen Group that are similar to Rochester and how the branding process worked for them. Ms. Clark said that Oneonta, New York is a community of similar size and economic situation as Rochester and cited some of the things done in that community. She stressed the fact that once the branding project is taken over by the community that the community takes it from there.

Councilor Kittredge said that he endorses the project as being very useful for a community and can augment community, enthusiasm, friendliness, and a community's affection for itself.

## **6. EDA Grant Discussion**

Karen Pollard, Director of Economic Development, said great progress has been made with the grant. There have been some changes made to the document that have been referred to the City attorney for review. She has been in contact with several business who will contribute to the grant.

Councilor Varney asked Deputy City Manager Blaine Cox if the City will be funding any part of this grant. Mr. Cox said they have not gotten that far along, but that funding would most likely come from cash flow. Councilor Varney asked if the corporate contributors are contributing in one large amount or over time. Ms. Pollard said that is where they are right now and they are working toward three installments.

Commissioner Peter Nourse said that in January the staff made a decision to solicit requests for qualifications from consulting firms to look at what the EDA allowable costs for the projects were as they thought they were unrealistic. They selected a consultant at a total cost of \$349,000 as opposed to the original consultant whose cost would have been approximately \$700,000. This significantly reduced the cost of the project.

Councilor Varney asked if more information would be available on this project at the Thursday meeting. Commissioner Nourse said yes.

**7. Department Reports**

No discussion.

**8. Other**

Councilor Walker asked if it would be possible to move the Non-Public Session to the end of the Special Meeting. Mayor Jean said that if there was no objection to moving the Non-Meeting/Non-Public session to item 3 of the Special Meeting. Seeing no objection, Mayor Jean amended the agenda accordingly.

Councilor Varney asked about the small street called "Lumber Way" near Brock's and the fact that it was brought up before regarding snowplowing the street. Commission Nourse said he did not believe anyone has looked at it. Councilor Varney said he does not think the City needs to keep maintaining the small tract that is basically the former end of Ten Rod Road.

**9. Adjournment**

Councilor Walker **MOVED** to adjourn the City Council Workshop Meeting at 8:45 PM. Councilor Lachapelle seconded the motion. The **MOTION CARRIED** by unanimous voice vote.

Respectfully submitted,

*Marcia H. Roddy*

Deputy City Clerk