

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

MAY 19, 2026

A meeting of the Planning and Economic Development Committee was held Tuesday, May 19, 2026 at 7:00 p.m. in the Aldermanic Chamber and duly noticed in two places, including the City's website, in accordance with the requirements of RSA 91-A:2 II.

The roll call was taken with 4 members of the Planning and Economic Development Committee present:

Alderman Derek Thibeault, Chairman
Alderman-at-Large Amber Morgan
Alderman Patricia Klee
Alderman John Sullivan

Members not in Attendance: Alderman-at-Large Ben Clemons, Vice-Chairman

Also in Attendance: Alderwoman Vengerflutta Smith
Sam Durfee, Planning Manager
Alyssa O'Mara, Executive Director, Downtown Nashua Association

ROLL CALL

PUBLIC COMMENT

DISCUSSIONS AND/OR PRESENTATIONS

- Downtown Nashua Association

Chairman Thibeault recognized Alyssa O'Mara, Executive Director.

- Land Use Policy Discussion

Chairman Thibeault recognized Planning Manager Sam Durfee.

COMMUNICATIONS – None

PETITIONS - None

UNFINISHED BUSINESS – None

NEW BUSINESS – RESOLUTIONS - None

NEW BUSINESS – ORDINANCES - None

TABLED IN COMMITTEE - None

GENERAL DISCUSSION

PUBLIC COMMENT

REMARKS BY THE ALDERMEN

ADJOURNMENT

MOTION BY ALDERMAN KLEE TO ADJOURN

MOTION CARRIED

The meeting was declared closed at 9:26 p.m.

Alderman Amber Morgan
Committee Clerk



DOWNTOWN NASHUA ASSOCIATION /
GREAT AMERICAN DOWNTOWN INC
2026 DOWNTOWN STRATEGY



WHO WE ARE

Great American Downtown is a 501(c)(3) nonprofit organization focused on strengthening and revitalizing downtown Nashua as a vibrant, welcoming, and economically healthy city center.

Mission of Vibrancy:

Great American Downtown is a non-profit organization whose purpose is to provide coordination, collaboration, and partnerships that unify the entire Nashua community around a common vision for an attractive downtown that is vibrant, viable, and truly reflects the character of our city.

We advocate for downtown businesses and residents while supporting initiatives that increase foot traffic, economic activity, and quality of place. Through events, promotions, and strategic communications, we work to make downtown a place where people want to gather, shop, and invest. We collaborate closely with the City of Nashua, the Chamber of Commerce, educational institutions, and community partners to advance long-term, sustainable downtown success.

Re-Established in 2002

Formed through a partnership between the City of Nashua, downtown business owners, and community members passionate about the promise of our downtown.

OUR ORIGINS

Originally Incorporated December 12, 1986

Under the name ***Nashua Downtown Development Corporation***

Initial Mission Statement:

"To promote the growth, prosperity and public welfare of the City of Nashua by planning and providing for the improvement and development of land, buildings, and amenities in the traditional central core of the city known as Downtown Nashua."

Founding Board Members:

Hugh Gregg Richard West

David Prolman Bette Rose

Robert Potter Maurice Arel

Herbert Miller

Today their legacy continues as ***Great American Downtown***, building on decades of commitment to Nashua's downtown vibrancy.



BOARD OF DIRECTORS & STAFF



Alyssa O'Mara
Executive Director



Matt Jackson,
Baird Home Solutions
President



Michael Baum,
Veteran Chimney
Vice President



Cathy Donaher,
Bar Harbor Bank
Treasurer

BOARD OF DIRECTORS & STAFF



Evin Baird,
Baird Home Solutions
Secretary



Alyssa Gager-McQuaid,
Purple Finch Properties
Director



Kimberly McCarthy,
SMMA Cambridge
Director



Phillip Scontsas,
Scontsas Fine Jewelry
Director

BOARD OF DIRECTORS & STAFF



Andrew Piela,
Shaheen & Gordon
Director



Liz Hannum,
City of Nashua
Voting Member



Lt. Andrew Lane,
Nashua Police Dept
Voting Member



Michael Curran,
Nashua Fire Rescue
Voting Member

NEW 2026

BOARD OF DIRECTORS & STAFF

- Terri Connelly, Triangle Credit Union, Director
- Dr. Eric Cooney, Southern NH Health Systems, Director
- James Lawrence, Masonic Building Association, Director
- Dan Splaine, 84Bravo Media, Director

- Elaina Bedio, Downtown Nashua Association, Director of Operations & Engagement

CURRENT EVENTS & PROGRAMS

May 23 – Rubber Duck Regatta (Derby)

May 24 – October 18 – Farmers Market

June 6 – August 29 – Summer Music Series On The Riverwalk

June 17 – Downtown Pianos

June 17 – Taste of Downtown

June 20 – Nashua PRIDE Festival

July 25 – Summer Stroll

September 12 – Coloring Main Street

September TBD – Downtown Restaurant Week

October 13 – Downtown Scarecrows

October 24 – Main Street Monster Mash

November 14 – Main Street Unwrapped / Festival of Trees

November 27 – Plaid Friday

November 28 – Winter Stroll

Third Thursdays – Monthly/Year-round



THE VALUE WE BRING

- Create a destination Downtown
- Increase foot traffic to local businesses
- Strengthen community pride and connection
- Provide a platform for artists, makers, and performers
- Attract visitors, new residents, and investors to Nashua

Since June 2025:

- Removed participation fees from GAD events for businesses
- Rebuilt/Building relationships with the Chamber, City, and local media
- Working on Main St America Affiliation
- Advocates through GNCC, Nashua BOA, DIC
- Working to bring back the Façade Grant Program w/ City Planning Dept
- Coordinating open door days at the GAD office with the SBDC and REDC
- Rebranding of organization and new website with a tourism focus
- Collaboration with Economic Development & higher education institutions on revitalization efforts (Colby College example)
- Inclusion of and collaboration with local nonprofits in fundraising





FINANCIAL SNAPSHOT

Our Funding Sources:

Event Sponsorships

Grants

Vendor fees and program income

Donations

City partnerships (non-budgetary)

The Numbers

2023 General Operating \$178K

2024 General Operating \$213K

OUTREACH

The Downtowner

- 4,300+ Subscribers
- 39.3%. Average Open Rate
- 6.8% Click-through Rate
- 50%+ Higher Than Industry Average Open Rates
- Nearly 3× Industry Average Click-through Rate

Social Media

- Facebook:
 - Nashua Winter Stroll 10K
 - Great American Downtown 13K
 - Nashua Farmers Market 10K
 - 184.4K Views
 - 1.9K Interactions
 - 45.5K Reach



downtownnashua.org

- 33,170 Visitors Annually
- 10.5k Visitors on Peak Day – Winter Holiday Stroll
- ★New in Junen 2026

VIBEMAP!



Partner With Us!



*QUESTIONS? COMMENTS?
WE'D LOVE TO HEAR FROM YOU.*

WWW.DOWNTOWNNASHUA.ORG

LET'S BUILD SOMETHING TOGETHER!

Seth Dewey
PHOTOGRAPHY

Thank You.

NASHUA re-CODE

Planning & Economic Development Committee
May 19, 2026
Session 11: Policy Guidance



PRINCIPLE 

What we have covered so far:

- October 9, 2024: General introduction to re-CODE
- April 15, 2025: Building Types, Density, Test
- June 5, 2025: Redevelopment Overlay Districts
- August 21, 2025: Mobility & Parking
- August 26, 2025: Inclusionary Zoning
- September 16, 2025: Zoning Map & Green Score
- September 29, 2025: Use Table & Site Standards & IZ Update
- February 19, 2026: Recap & Work Planning
- March 17, 2026: Policy Points
- April 21, 2026: Case Study
- May 19, 2026: Policy Points

PEDC Meeting Dates

February 19th

March 17th

April 21st

May 19th

June 16th

July 21st

Policy Points – Article V

Overlay Districts

- Downtown Architecture – Finalize weather language about complimenting historic architecture is appropriately enabling or potentially limiting.

“...with building facades that compliment the historic architecture.”

Current Policy: Limited language

“To maintain unique aesthetic, architectural and visual amenities of individual buildings or cluster of buildings.” – Purpose Statement of 190-20 (D-1/D-3)

“Unique aesthetic, architectural and visual character of nearby buildings or cluster of buildings shall be maintained, and that the site plan shall be in harmony with such character.” – Site Plan Approval Criterion #3



Related...

- Wall Material Standards for Downtown – Decide whether district-specific wall material standards are needed.

Current Policy: Limited language

Policy Points – Article VI

Building Standards

- Exterior Materials / EIFS Prohibition – Confirm approved materials list and discuss EIFS as an (un)acceptable wall material.

Current Policy:

- A permitted material in D-1/D-3 design standards.
- Nonresidential building materials:

Brick, Wood, Sandstone, Concrete block, native masonry, similar*

* Frequent waiver request at Planning Board





Hannaford
SUPERMARKET & PHARMACY



LANE

Policy Points – Article VII

Use Standards

- Stand-Alone Self-Storage – Continue to allow as a principle use, or require higher-level of development?

Current Policy:

- Permitted in AI, PI, GI
- CUP in GB & HB

Provided the facility is at least 200' from public ROW, doors are screened from view, plus 40' landscape buffer from all abutting residential uses.

Policy Points – Article VII

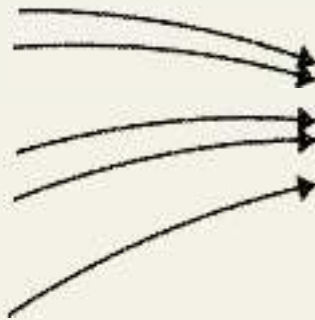
Use Standards

- Residential Use Classification – Simplify residential into three categories: Household living, Group Living, Group Living with Care.

Current Policy: Single Family, Duplex, Triplex, Multi-family, Elderly Housing, Halfway House, Room Renting, etc.

Use Categories - Refresher

36.	Bicycle (nonmotorized) sales and/or repair	2103
37.	Books, magazines, music, etc.	2105
42.	Camera and photographic supplies	2102
43.	Candy or confectionary making, on premises and retail only	2108
70.	Florist	2101



Retail Sales
Category:
Consumer Goods



Industrial Categories	Class
Crematorium	
Data Center	
Dry Cleaning or Laundry Services	Category
Excavation of earth (subject to RSA 155-4)	
Landfill, Construction and demolition	
Manufacturing (except as follows)	
Petroleum, asphalt and coal manufacturing	Individual

- Current Code: **293** Individual Uses
- Proposed: **12** Use Classes, **66** Use Categories, **66** Individual Uses

Residential Use Classification

Household Living (separate facilities)	Group Living (shared facilities)	Group living with Services
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Detached single-family	Conservation Subdivisions
Duplex (2-units), Triplex (3-units)	Sober living homes
Multi-family (4 or more units)	Dormitories
Manufactured housing	Orphanages, children's homes, similar use
Room renting, separate cooking facilities	Room renting, no separate cooking facilities
Accessory Dwelling Units	Single room occupancy units
Age-restricted housing, in single-family, detached housing only	Halfway houses, assisted living facilities, nursing homes

HB 457 (2025 Session): Municipalities can no longer regulate on the basis of familial, marital, employment, or educational status. *Effective 7/2/2025*

Policy Points – Article VII

Use Standards

- Age-Restricted Housing Density Factor Bonus.

Should a DF bonus be offered for age-restricted housing?

Base Density Factor	1,125 SF
Sustainable Development / Age- Restricted	975 SF
Inclusionary Zoning	850 SF

Current Policy: Inconsistent, sometimes double the base density, sometimes more limited than base.

Policy Points – Article IX

Site Standards

- Landscaping Payment-in-Lieu – Develop a CUP-based tree fund payment-in-lieu ordinance.

Current Policy: None

Policy Points – Article XIII

Administration

- Technical Review Committee – Establish composition, authority, and procedures for a TRC.

Current Policy: TRC is advisory to the Planning Board

Policy Points – Articles III and VIII

Civic Space

- Civic Space Ownership and Maintenance – Who owns and is responsible for new Civic Space?
- How much Civic Space to require? Ability to buy-out of a portion?
Require 10-20% depending on context
- Require a playground within 800-feet of any lot in a new Neighborhood-Residential or Urban Residential District?

Policy Points – Articles III and VIII

Civic Space



Policy Points – Article VIII

Neighborhood Types

Neighborhood Types are used to structure development of new communities.

- Minimum threshold of 20 acres proposed. Too large? Too small?

Sufficient land area is needed in order to develop a neighborhood.





21.82 acre

Policy Points – Article XI

Inclusionary Zoning

- Should the Planning Board have the authority to require for-sale IZ units be sold to the City?
- Ownership IZ – Still of interest, despite its challenges?
- Recipient of Payment-In-Lieu Funds?
 - Housing Revolving Fund for the competitive grant/loan program.

Policy Points – Article VI

Building Standards

Size of Accessory Structures

- Limited to 5,000sf (relief by Special Exception) and must meet three of the following:
 - The structure is less than 1,000 SF
 - The structure has no permanent physical connection to utilities
 - The structure has no insulation
 - The structure has no permanent foundation

Current code: Accessory Structures cannot exceed 40% of the Principal Structure's square-footage