



AGENDA

Joint Planning Board and Planning, Licenses & Development Committee

November 8, 2021

6:30 PM

Council Chambers

The public is welcome to attend this meeting in person, or may access it remotely by going to www.zoom.us/join or calling (646) 558-8656 and entering the Meeting ID: 893 8296 4232.*

1. Roll Call
2. Approval of Meeting Minutes – September 13, 2021
3. Public Workshop

Ordinance O-2021-14 – Relating to amendments to the Business Growth & Reuse Zoning District. Petitioner, Randall Walter, proposes to amend Table 8-1 and Section 5.4.5 of Chapter 100 Land Development Code (LDC) of the City Code of Ordinances to permit “personal service establishment” as a principal permitted use in the Business Growth & Reuse Zoning District.

4. Next Meeting – December 13, 2021
5. Adjourn

**A Zoom link and call in information is being provided as a public service; however, the public body will be meeting in person with a quorum present at the location, date and time contained in this notice. If for some reason the Zoom link or call in does not work, the public meeting will not be continued.*

1 City of Keene
2 New Hampshire

3
4
5 JOINT PLANNING BOARD/
6 PLANNING, LICENSES AND DEVELOPMENT COMMITTEE
7 MEETING MINUTES
8

Monday, September 13, 2021

6:30 PM

Council Chambers

Planning Board

Members Present:

Pamela Russell Slack, Chair
Mayor George S. Hansel
David Orgaz
Councilor Michael Remy (via
Zoom)
Emily Lavigne-Bernier
Gail Somers
Roberta Mastrogiovanni
Harold Farrington, Alternate

Planning, Licenses &

Development Committee

Members Present:

Kate M. Bosley, Chair
Philip M. Jones
Gladys Johnsen

Planning, Licenses &

Development Committee

Members Not Present:

Mitchell H. Greenwald
Catherine Workman

Staff Present:

Rhett Lamb, Community
Development Director/Assistant
City Manager
Tara Kessler, Senior Planner
Med Kopczynski, Director of
Economic Development and
Special Projects

Planning Board

Members Not Present:

Tammy Adams, Alternate
Andrew Weglinski

9
10 **I) Roll Call:**

11
12 Chair Bosley called the meeting to order at 6:30 PM and a roll call was taken.
13

14 **II) Approval of Meeting Minutes – February 8, 2021**

15
16 A motion was made by Mayor George Hansel to approve the May 24, 2021 meeting minutes.
17 The motion was seconded Councilor Phil Jones and was unanimously approved by roll call vote.
18

19 **III) Public Workshop Ordinance O-2021-12 – Relating to amendments to the City of**
20 **Keene Land Development Code.** Petitioner, City of Keene Community Development

21 Department, proposes to amend sections of Chapter 100 Land Development Code (LDC) of the
22 City Code of Ordinances to address inconsistencies and issues identified by City staff during the
23 period between the adoption of the LDC on May 20, 2021 and the effective date of September 1,
24 2021. Changes proposed generally include the re-categorization of “Day Care Center” from a
25 Commercial Use to an Institutional Use; the removal of the requirement that onsite parking be
26 provided for residential uses in the Downtown Core District; amendments to Section 9.3 related

27 to driveway standards; the minimum onsite parking requirement for self-storage facilities in
28 Table 9-1 be amended to 1 space / 3,000 sf GFA; the removal of Sections 18.4 and 1.3.1.A.1
29 related to nonconforming lots; amendments to Article 25 related to the review of major site plans
30 in the Historic District; the addition of definitions for the terms “awning” and “nonconforming
31 lot”; and amendments to service connection fees in Appendix B of the City Code of Ordinances.
32

33 Rhett Lamb, the Assistant City Manager/Community Development Director addressed the
34 Committee first. He noted that as the public notice states, staff intentionally created this period of
35 time between the adoption date and the effective date of the land use development code to allow
36 time for staff and the public to become familiar with the changes. He noted that during this time
37 period staff applied the new land development code and the old regulations, and through this
38 process, discovered that some sections of the Code should be amended. With that, Mr. Lamb
39 turned the presentation over to Ms. Kessler.
40

41 Senior Planner Tara Kessler started her presentation on page 11 of the agenda packet, and noted
42 that she would be briefly reviewing each of the changes proposed to the Code.
43

44 She began with the proposal to place the use “day care center” under the category of institutional
45 uses instead of commercial uses. The reason is that daycare prior to September 1 was considered
46 an institutional use and was permitted in areas listed on the institutional street list. With the land
47 development code, daycare was categorized as a commercial use which would restrict where
48 daycares could be located. This shift would bring it back under the category of institutional and
49 provide the same opportunity for locating day care centers as was in the previous code.
50

51 Ms. Kessler moved on to address changes proposed to onsite parking in the downtown. She
52 explained that prior to the land development code, there was no requirement for on-site parking
53 in the Central Business District. The area where onsite parking is not required was expanded with
54 the new code to the Downtown Core, Downtown Growth and Downtown Limited Districts with
55 the exception of new residential uses, for which there is the requirement of one parking space
56 provided per dwelling unit. Ms. Kessler noted that at the time, staff had not considered the
57 impact this requirement of residential onsite parking would have on the conversion of existing
58 units to residential in the downtown area, especially along Main Street. Ms. Kessler noted the
59 downtown does not have too much land area and it is mostly full developed. If a few units within
60 an existing building in the downtown were to be converted to residential units, the new code
61 requires that the owner provide at least 1 parking space onsite per unit. While there is flexibility
62 in the new code for reductions in this number and for offsite parking, staff feel it this requirement
63 would be problematic for downtown properties. The edit being proposed is to exempt onsite
64 parking for all uses in the Downtown Core Districts.
65

66 Councilor Jones clarified what is being proposed is to go back to what it was in the former
67 Central Business District but with an expansion of the area. Ms. Kessler stated the footprint of
68 the Downtown Core is smaller than the former Central Business District. Ms. Kessler referred to
69 a map to illustrate this area. She added the area along Main Street is much more developed and
70 there is not much room for on-site parking.
71

72 Chair Bosley asked whether there was any conversation about extending this exemption to
73 Downtown Limited. Ms. Kessler stated the Downtown Limited District is a very small area and
74 is filled with a mix of land uses, including some multifamily. She explained that staff did discuss
75 this area, but did not consider extending the exemption for residential onsite parking to this
76 district. Chair Bosley stated that if office buildings were to be converted to residential they
77 would need to provide on-site parking. Mr. Lamb noted the scale of buildings along Mechanic
78 Street and Vernon Street are much smaller and staff had set aside this area for future
79 consideration. This area is different from Downtown Core and Growth. He felt by adding
80 Downtown Limited, this item would need to be re-noticed as it is not listed in the notice today.

81
82 Ms. Kessler went on to address other edits related to parking. She noted that the minimum onsite
83 parking requirement for self-storage units was changed from one space per 3,000 square feet to
84 one space per 10 units. However, what staff has realized is that indoor storage units can be quite
85 small and there could be hundreds of units within a building. Having a parking ratio based on
86 parking spaces per unit could become quite punitive. As a result staff is suggesting reverting this
87 minimum back to one space per 3,000 square feet.

88
89 Ms. Kessler noted that some standards related to driveways were included in both Article 9
90 Parking and Article 22 which relates to public improvement standards. Staff recommend
91 removing these standards from Article 9 and keeping them in Article 22.

92
93 Ms. Kessler noted that staff are recommending that a section of Article 18 addressing non
94 conforming lots be deleted as it is inconsistent with current policies.

95
96 Ms. Kessler noted that staff recommend the addition of two definitions to Article 28 the
97 definition section. These definitions are for the terms: "Awning" and "Non-Conforming lots"

98
99 Ms. Kessler noted that a fee schedule was adopted with the land development code, but since the
100 adoption, the City Engineer has proposed updates to the fees for service connections.

101
102 Ms. Kessler noted that during the adoption process for the land development code there was an
103 ordinance adopted that removed a section from Chapter 18 "Building Regulations" to provide
104 more flexibility for building permit applicants during the timeframe between the first public
105 hearing held on the Land Development Code and its effective date. The section that was removed
106 precludes the issuance of any building permit applications made after the posting of the first
107 legal notice of proposed changes in the building code or zoning ordinance that would not be
108 permitted if the proposed changes were adopted. Staff are proposing that the language that was
109 removed in Chapter 18 be reinstated.

110
111 Ms. Kessler noted that the final amendment that was proposed related to the review process for
112 Major Site Plan applications. When the land development update process was moving forward
113 the Planning Board and Historic District Commission held their own public hearings on their
114 respective regulations. The Historic District Commission during their public hearing raised
115 concerns about exempting buildings that are younger than 50 years old from the regulations. As a
116 compromise the Historic District Commission requested the opportunity to provide advisory
117 comments on new construction of a significant scale in the Downtown Historic District to the

118 Planning Board as part of its site plan review. Staff was asked to introduce this amendment to the
119 Planning Board Regulations at a future date, since the adoption process for the Land
120 Development Code was past the public hearing phase. When this issue was brought before the
121 Planning Board, the Board denied the amendment. Without the approval of the Planning Board,
122 this amendment cannot be voted on by City Council and will need to be removed from the
123 Ordinance. An amended version of the Ordinance will need to be voted on by the Joint
124 Committee.
125

126 Mayor Hansel stated he was the one who had suggested denying the amendment and indicated he
127 wanted this to be a more streamline process; to make it more predicable for the public and
128 developers and felt adding this extra step goes against intent of the land use code update. He
129 added he understands the concern of the Historic District Commission but felt if they had
130 concerns about a particular project they can always come before the Planning Board during the
131 review process.
132

133 Councilor Jones stated he agrees with the Mayor Hansel and noted denying the amendment goes
134 along with one of the goals of the land use code update.
135

136 Chair Bosley asked for public comment, with no comments from the public the Chair closed the
137 public hearing.
138

139 Mr. Lamb explained if the committee has concluded its discussion and is ready to move forward
140 with a motions; one from the Planning Board as to whether the land development code is
141 consistent with the City's Master Plan. The PLD would recommend the Mayor set a public
142 hearing.
143

144 Councilor Remy referred to the parking issue and noted to the area in the Downtown Core on the
145 map referred to by Ms. Kessler (the new adopted section) – if an existing business was to put in
146 an application to remove some of their existing parking, whether there might be any restriction to
147 that. Mr. Lamb stated they could remove this parking. Councilor Remy stated this concerns him
148 regarding certain businesses that exist downtown. Councilor Bosley stated this parking issue
149 would need to be addressed by the Council and hoped it would come up for discussion.
150

151 A motion was made by Mayor George Hansel made a motion to amend Ordinance O-2021-12 in
152 accordance with the amendments discussed by the committee at this meeting including the
153 removal of language for major site plan review process. The motion was seconded by Councilor
154 Phil Jones. The motion carried on a unanimous roll call vote.
155

156 A motion was made by Pamela Russell Slack that the Planning Board Ordinance recommend that
157 Ordinance O-2021-12-A is consistent with the City's Comprehensive Master Plan. The motion
158 was seconded by Mayor George Hansel and carried on a unanimous roll call vote.
159

160 A motion was made by Chair Kate Bosley that the PLD Committee request a public hearing on
161 Ordinance O-2021-12-A. The motion was seconded by Councilor Phil Jones and carried on a
162 unanimous roll call vote.
163

164 **IV) Next Meeting – Tuesday, October 12, 2021**
165

166 **V) Adjourn**

167

168 There being no further business, Chair Bosley adjourned the meeting at 7:10 PM.

169

170 Respectfully submitted by,
171 Krishni Pahl, Minute Taker

172

173 Reviewed and edited by,
174 Tara Kessler, Senior Planner

Ordinance Overview

This Ordinance proposes to amend Chapter 100 of the Code of Ordinances of the City of Keene, New Hampshire as follows.

1. That “Personal Service Establishment” be added as a permitted primary use to the Business Growth and Reuse District.
2. That Table 8-1 “Permitted Principal Uses by Zoning District” and Section 5.4.5 “Permitted Uses” in Article 8 be updated to display Personal Service Establishment as a permitted use in the Business Growth and Reuse District under the category of Commercial Uses.

In rezoning decisions, the Petitioner’s intended use of the property should not be considered. Rather, the permitted uses allowed in the proposed district should be evaluated for their suitability on the site. Additionally, the Board should consider and review:

- The consistency of the proposed rezoning request with the Master Plan;
- Existing and proposed zoning requirements;
- Surrounding land use and zoning patterns; and,
- Possible resulting impacts.

Background

The Business Growth and Reuse (BGR) District was established in 2017 as part of the Marlboro Street rezoning effort. The intent of the District is to serve as an additional downtown zoning district that provides opportunity for redevelopment and revitalization of a former industrial area in an environmentally sensitive manner that is of a scale and type compatible with adjacent residential neighborhoods. The development in this District should be oriented towards pedestrian and bicyclist access. All uses in this district shall have city water and sewer service. The land area underlying this District, was previously zoned as Industrial. The intent of the rezoning initiative in 2017 was to encourage redevelopment of the area with industrial and business uses that were cleaner and more environmentally friendly than traditional “smoke stack” industrial uses.

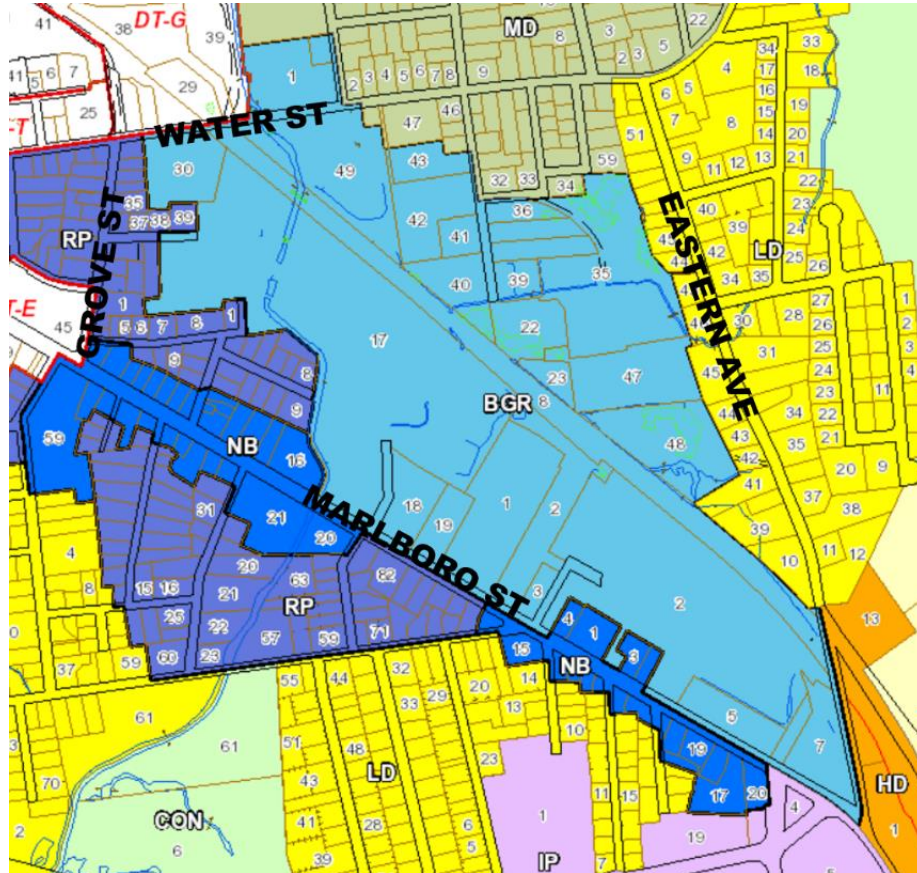
Ordinance O-2021-14 proposes to introduce “Personal Service Establishment” as a principal permitted use in the BGR District. Personal Service Establishment is defined in the Zoning Regulations as an establishment that provides services of a personal nature including, but not limited to, barbershops or hair salons, spas, nail salons, laundromats, dry cleaners, tailors, tattoo or body piercing parlors.

Review of BGR District & Surrounding Area

Included below is an overview of the BGR District, with a focus on the permitted uses as well as the existing land uses and types within and surrounding the district.

BGR is a relatively small zoning district that currently includes 29 parcels, and is surrounded by Marlboro Street to the south, Water Street to the north, Eastern Avenue to the east, and Grove Street to the west. These parcels support a variety of commercial uses including warehousing, office space, a municipal complex, industrial uses, vehicle service facilities, an assisted living center, the City’s municipal complex / Keene Ice Arena, and some retail uses. The predominant land use in this area today is warehousing. There are also a number of vacant parcels in this District.

The BGR District is surrounded by the Residential Preservation District to the west, which is largely limited to single family dwellings. The Neighborhood Business District is to the south along Marlboro Street, which promotes small-scale commercial development. The Medium Density District and a small portion of the Downtown Growth District are to the north. The Low Density District is to the east, which is a single family zoning district.



As Beaver Brook runs north-south through the District, a significant portion of it is within the 100-Year Floodplain. The majority of the land area in the Floodplain in this District is on the former Kingsbury parcel, which is 22-acres. The Cheshire Rail Trail runs east-west through this District.

An overview of the uses that are permitted by the Zoning Regulations to occur in this District, as well as of the dimensional requirements (e.g. building setbacks, lot coverage maximums, building height, etc.), are displayed on the table on the next page. This District allows for a limited number of permitted uses. Of the commercial uses permitted, which include *Art Gallery, Art/Fitness Studio, Gym, Bed and Breakfast, Office, Neighborhood Grocery Store, Greenhouse/Nursery, Restaurant, Research and Development, and Specialty Food Service*, they are either those that are typically smaller scale or are restricted to be no greater than a certain gross floor area in this District.

Dimensional Requirements in this District appear to promote a medium intensity of development density for a commercial zoning district. Building heights are maxed at 3 stories, maximum lot coverage is 65% and the minimum lot size is 8,000 sf.

5.4 BUSINESS GROWTH & REUSE (BGR)

5.4.1 Purpose

The Business Growth & Reuse (BGR) District is intended to serve as an additional downtown zoning district that provides opportunity for redevelopment and revitalization of a former industrial area in an environmentally sensitive manner that is of a scale and type compatible with adjacent residential neighborhoods. The development in this District should be oriented towards pedestrian and bicyclist access. All uses in this district shall have city water and sewer service.

5.4.2 Dimensions & Siting

Min Lot Area	8,000 sf
Min Road Frontage	50 ft
Front Setback	5-10 ft Build-to Zone
Min Rear Setback	20 ft
Corner Side Setback	5-10 ft Build-to Zone
Min Interior Side Setback	10 ft

5.4.3 Buildout

Max Building Coverage	55%
Max Impervious Coverage	65%
Min Green / Open Space	35%

5.4.4 Height

Max Stories Above Grade	3
Max stories above grade with first floor parking	4

5.4.5 Permitted Uses

RESIDENTIAL USES		SECTION
Dwelling, Above Ground Floor	P	8.3.1.A
Dwelling, Multifamily	P	8.3.1.C
COMMERCIAL USES		SECTION
Art Gallery	P	8.3.2.C
Art or Fitness Studio	P	8.3.2.D
Bed and Breakfast	P ¹	8.3.2.G
Greenhouse / Nursery	P	8.3.2.L
Health Center / Gym	P	8.3.2.M
Neighborhood Grocery Store	P	8.3.2.U
Office	P ¹	8.3.2.V
Research and Development	P	8.3.2.AA
Restaurant	P ¹	8.3.2.AB
Specialty Food Service	P	8.3.2.AH
INSTITUTIONAL USES		SECTION
Community Center	SE	8.3.3.A
Cultural Facility	P ¹	8.3.3.B
Day Care Center	P	8.3.3.C
Private School	P ¹	8.3.3.F
Senior Center	SE	8.3.3.G
CONGREGATE LIVING / SOCIAL SERVICES USES		SECTION
Residential Care Facility	CUP	8.3.4.J
INDUSTRIAL USES		SECTION
Artisanal Production	P ¹	8.3.5.A
Data Center	P	8.3.5.C
Industrial, Light	P ¹	8.3.5
Warehouse & Distribution	P ¹	8.3.5
Wholesale	P ¹	8.3.5
OPEN SPACE USES		SECTION
Community Garden	P	8.3.6.B
Conservation Area	P	8.3.6.C
INFRASTRUCTURE USES		SECTION
Solar Energy System (Small-Scale)	P ¹	8.3.7.A
Solar Energy System (Medium-Scale)	CUP	8.3.7.B
Solar Energy System (Large-Scale)	CUP	8.3.7.C
Telecommunications Facilities	P ¹	8.3.7.E

P = Permitted
P¹ = Permitted with limitations per Article 8.
SE = Permitted by Special Exception
CUP = Permitted by Conditional Use Permit

With respect to the Districts surrounding the BGR District, “Personal Service Establishment” is currently permitted as a principal use in the adjacent Neighborhood Business and Downtown Growth Districts. It is also permitted elsewhere in the City in the Downtown Core, Downtown Limited, Downtown Edge, Downtown Institutional, Commerce, Commerce Limited, and Regional Health Care Districts.

Keene Master Plan Consistency

The 2010 Comprehensive Master Plan includes Marlboro Street as a Strategic Planning Area. On Page 119 of the Plan, it states, “To the east side of Main Street, along Marlboro Street, there are similar opportunities to balance higher density housing with the existing single- and two-family residential neighborhoods. There is also the opportunity to extend light commercial uses from the Main Street roundabout to the Public Works Facility just before Optical Avenue. As this area transitions towards the Optical Avenue gateway into the community from Route 101, the inclusion of a higher density of industrial/manufacturing/business/office

uses should be pursued with the provision of connections to adjacent neighborhoods, creating a walkable area.”

The Plan also notes on Page 118 that this area is ideal for new industrial users and mixed use development. However, it qualifies that, with respect to new industrial development, “Design details, mitigating traffic impacts, sensitivity to surrounding neighborhoods, and a high level of connectivity to the rest of the community are the most important development standards.”

Page 40 of the Transportation Master Plan, which is appended to the Comprehensive Master Plan, notes that the Marlboro Street corridor, which is a gateway corridor to downtown, supports a mix of residential, commercial and industrial land use. The street provides access to large residential areas... There is a concern that commercial uses and activities could encroach upon established residential areas located on the south side of the street. These neighborhoods should be protected.”

Based on these excerpts above, it would appear that the proposal is not inconsistent with the goals and objectives of the Comprehensive Master Plan. However, the Board should be aware that the BGR District was intended primarily as an area to attract industrial redevelopment (e.g. research and development) and other supportive business uses and not as a retail corridor. Personal Service Establishment is a use that is differentiated from retail uses, and is typically of a smaller scale and can be viewed as supportive of the other types of uses that are permitted in this District. It is anticipated that the types of businesses that fall under this use type (e.g. tailor, hair dresser, tattoo parlor, etc.) would not generate significant volumes of traffic. However, the Joint Committee may consider limiting the size of this use to a certain square footage to prevent this type of use from being inconsistent with the other types/scale of uses currently permitted.

Recommendation:

Planning Board:

Recommend the Planning Board find proposed Ordinance 0-2021-14 consistent with the Community Goals and Master Plan.

Planning, License and Development Committee:

Recommend that the Mayor set a public hearing date for Ordinance O-2021-14.



CITY OF KEENE NEW HAMPSHIRE

ITEM #1.1.

Meeting Date: October 21, 2021

To: Mayor and Keene City Council

From: Randall Walter
310 Marlboro Street LLC

Through: Patricia Little, City Clerk

Subject: **Relating to Amendments to the Business, Growth and Reuse District Ordinance O-2021-14**

Recommendation:

Refer to the joint Planning Board and Planning, Licenses and Development Committee for their review and recommendation.

Attachments:

1. Ordinance O-2021-14
2. Communication_Application_350 Marlboro Street, LLC

Background:

Randall Walter, as a member of 310 Marlboro Street, LLC is submitting a Zoning Ordinance amendment that would allow for "Personal Services" in the Business, Growth and Reuse Zone.



CITY OF KEENE

Ordinance O-2021-14

In the Year of Our Lord Two Thousand and ~~Twenty~~ **One**.....

Relating to Amendments to the Business, Growth & Reuse District

AN ORDINANCE

Be it ordained by the City Council of the City of Keene, as follows:

That the Chapter 100 of the Code of Ordinances of the City of Keene, New Hampshire, as amended, is hereby further amended as follows.

1. That "Personal Service Establishment" be added as a permitted primary use to the Business Growth and Reuse District.
2. Update Table 8-1 "Permitted Principal Uses by Zoning District" and Section 5.4.5 "Permitted Uses" in Article 8 to display Personal Service Establishment as a permitted use in the Business Growth and Reuse District under the category of Commercial Uses.

George Hansel, Mayor

PASSED

17OCT2021

To the Keene City Council and staff:

310 Marlboro Street has great potential based on the location, the building and the intentions of the City to see growth and business in the updated zoning of Marlboro Street. However the BGR zone does not allow Personal Services.

From a traffic standpoint, Personal Services are consistent with other allowed uses, in fact less intense than the allowed Restaurant for up to 50 people and the activity of a Neighborhood Grocery Store. The visit duration and volume of patrons is likely to be very similar to the allowed fitness or Gym, which are present in the area. Further, there are two hair salons within eyesight of 310 Marlboro Street without any issues on this arterial street.

The interest of 310 Marlboro St., LLC is to develop a community of businesses @310 that are social responsible, environmentally sustainable and vibrant contributors to the culture of Keene. The list of business types included in Personal Service Establishments is broad. Laundromats, and dry cleaners are not anticipated at 310 Marlboro St due to water demands and other hazards. Further if desired by the City leadership, exclusion of tattoo and body piercing is acceptable.

Thank you for your commitment and effort to overseeing the development and prosperity of Marlboro Street and the greater Keene community.

With sincere respect and appreciation,


Randall Walter, Member
310 Marlboro St., LLC



APPLICATION TO AMEND THE ZONING ORDINANCE

Petitioner 310 Marlboro St., LLC Date

Address 310 Marlboro St, Keene NH 03431

Telephone (603) 721.1227 Email: 310marlborostreetllc@gmail.com

Existing Section Reference in Chapter 102, Zoning Ordinance 5.4.5/Table 8.1

Does the amendment affect "Minimum Lot Size" Yes [] No [X]

Does the amendment affect "Permitted Uses" Yes [X] No []

Brief Description of Proposed Change Allow Personal Service Establishment in BGR

R Walter Digitally signed by R Walter DN: cn=R Walter, o=310 Marlboro St., LLC, ou=Manager, email=310marlborostllc@gmail.com, c=US Date: 2021.10.17 17:14:29 -04'00'

Submittal Requirements which must be complete at the time of submission to the City Clerk.

- A properly drafted Ordinance containing the amendment in a form meeting the requirements of the City Clerk.
A typed or neatly printed narrative explaining the purpose of, effect of, and justification for the proposed change(s).
\$100.00 application fee.
As provided for in RSA 675:7, if the proposed amendment would change the minimum lot sizes or the permitted uses in a zoning district that includes 100 or fewer properties, the petitioner shall submit a notarized list of property owners/agents impacted by the zoning amendment.

Date Received by City Clerk 10/18/2021 Fee Received \$

K:\Forms\Council\application_amend_zone ordinance_2014.doc

Ordinance # 0-2021-14 .On City Council agenda 10/19/2021

Workshop to be held _____ Public Hearing to be held _____

The petitioner is also responsible for the publication costs for the workshop and hearing notice. The Keene Sentinel will bill for the publication cost if the petitioner has an account with them. If the petitioner does not have an account, \$90.00 will be collected to cover the cost of the public hearing notice. Additional costs will be collected by the Planning Department for the publication of the public workshop notice.

To the Keene City Council and staff:

17OCT2021

I opened The Hair Company of Keene, LLC in February of 2016 in The Center at Colony Mill. After working as an independent hair stylist for only 8 months, I decided it was my time to create a salon for independent stylist who still wanted a team based dynamic. I found a location that could accommodate 6 stylists and I put the systems in place to ensure everyone knew what to expect when renting a booth at The Hair Company. It has been a great success!

After being opened for almost 6 years and more recently enduring the changes that Covid has had on the beauty industry, it is time for a bigger salon space. It has been a challenge finding a space that is the ideal square footage, with the location requirements I'm looking for. I need a space that is 1800-2000 square feet. I do not want to lease from a company that is not local. I do not want to be in a shopping plaza because that does not work for my business model.

I learned that Randall Walter purchased 310 Marlboro Street and there was space available there. I was happy to have come across a space that was finally the right size, with a local owner who is going to revive and repurpose a building that was once a big deal in our city. Unfortunately, I learned that 310 Marlborough Street was not zoned for my business.

The Hair Company is a unique salon business model, hosting 6 well established, independent hair stylists. This location would be great for us because it is just off the beaten path for attracting walk in traffic, whom we can not accommodate. We have many guests who come into Keene via Route 101 making it a convenient location for them, as well as many others who live and work near by. We would be a great addition to 310 Marlborough Street because we are a quiet business, rarely bringing in a maximum of 12 vehicles at a time, and contributing a classy business to the building and neighborhood.

I hope the board will consider amending the zoning to allow The Hair Company of Keene to be a part of the revival of the 310 Marlborough Street building. It would be an honor to contribute in a positive way to this part of the community.

Thank you for your time,

Becky Ezequelle, Owner

The Hair Company, LLC