On October 19\textsuperscript{th}, 2006 approximately 40 people gathered at St. Patrick’s Church for a Placemaking Workshop facilitated by Projects for Public Spaces (PPS) and Tom Warne, consultants for the New Hampshire Department of Transportation. The intent was for Pelham residents to evaluate how well the roadway corridors leading to the Town Center perform and to identify opportunities that exist along those corridors. The ideas generated will help define the context of the area and guide the development of options to improve the transportation system in Pelham.

After a presentation by Tom Warne and PPS, participants went outside to conduct a Place Audit exercise around seven locations, shown below. The Place Audit form is shown on the following two pages.

Participants were asked to evaluate how the places currently performed in terms of Access & Linkages, Uses & Activities, Comfort & Image and Sociability. They interviewed people who they encountered in the area and then came up with opportunities for improvements in the short and long term. Finally each group was tasked to write a problem statement for their site.
PLACEMENT MAKING 
through Transportation

New Hampshire Department of Transportation

This exercise is intended to be used as a tool to evaluate how well streets and adjacent land uses are performing as places, and identify opportunities for enhancing them in the future.

©2004 Project for Public Spaces Inc. The Place Audit™ cannot be used without formal written permission from PPS. If permission is granted, full credit must be given to PPS and a complete and unmodified copy of the exercise must be distributed.

www.pps.org

LOCATION:

A EVALUATE THE PLACE (10 minutes)
Evaluate how well this site performs as a place.

ACCESS, LINKAGES & INFORMATION

| Pedestrians can easily walk to and through the place. | 1 | 2 | 3 | 4 |
| Pedestrian access is safe and convenient. | 1 | 2 | 3 | 4 |
| Sidewalks connect to adjacent areas. | 1 | 2 | 3 | 4 |
| Crosswalks are well marked. | 1 | 2 | 3 | 4 |
| Crossing distances are minimal. | 1 | 2 | 3 | 4 |
| Taxis and public transit are easy to find. | 1 | 2 | 3 | 4 |
| Bicycling is easy. | 1 | 2 | 3 | 4 |
| Roads are safe and convenient. | 1 | 2 | 3 | 4 |
| Routes are well marked. | 1 | 2 | 3 | 4 |
| Storage is adequate. | 1 | 2 | 3 | 4 |
| Automobiles do not detract from the pedestrian experience. | 1 | 2 | 3 | 4 |
| There is adequate directional signage, maps, and location information. | 1 | 2 | 3 | 4 |
| Access is able to use the facility safely and efficiently. | 1 | 2 | 3 | 4 |

SUM of ANSWERS = 

AVERAGE ANSWER (Sum:_____/15) =

COMFORT & IMAGE

| The road is attractive and fits its surroundings. | 1 | 2 | 3 | 4 |
| Amenity do not obscure, well focused, and consistent in design. | 1 | 2 | 3 | 4 |
| - Trees and lights | 1 | 2 | 3 | 4 |
| - Tours | 1 | 2 | 3 | 4 |
| - Waste receptacles | 1 | 2 | 3 | 4 |
| - Lighting fixtures | 1 | 2 | 3 | 4 |
| - Benches | 1 | 2 | 3 | 4 |
| The road respects and highlights important natural and scenic features (parks, rivers, woodlands, agricultural land, forests, mountains, etc.). | 1 | 2 | 3 | 4 |
| It respects and highlights important community features (skyline, boulevards, historic places, etc.). | 1 | 2 | 3 | 4 |
| It feels safe and well cared for. | 1 | 2 | 3 | 4 |

SUM of ANSWERS =

AVERAGE ANSWER (Sum:_____/11) =

USES & ACTIVITIES

| There are opportunities to use the place for active recreational experiences. | 1 | 2 | 3 | 4 |
| Uses are easily visible and inviting for drivers and pedestrians. | 1 | 2 | 3 | 4 |
| Populated areas (a commercial street or residential area) have many different activities occurring. | 1 | 2 | 3 | 4 |
| The road enhances the setting of and access to local businesses and cultural institutions. | 1 | 2 | 3 | 4 |
| Continuity of street-level uses makes for a pleasant walking experience. | 1 | 2 | 3 | 4 |

SUM of ANSWERS =

AVERAGE ANSWER (Sum:_____/7) =

Placemaking Workshop Results

Pelham 14491

Oct. 19, 2006
**SOCIALITY**

- **EXPLORE**
  - Agree
  - Disagree

People use the place regularly by choice

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

There are places to gather: there is evidence of people in groups.

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Strangers make eye contact, people smile, and display affection.

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Change encounters happen frequently: as people tend to run into someone they know.

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

There is a mix of age, sex, and ethnic groups which generally reflects the community at large.

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

People bring their friends and relatives to see the place or they point to key elements with pride.

<table>
<thead>
<tr>
<th>Yes</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SUM of ANSWERS =**

**AVG ANSWER (sum:_______/4) =**

**AVG ANSWER OF ALL AREAS**

<table>
<thead>
<tr>
<th>AVERAGE ACCESS, LINKAGES &amp; INFO</th>
<th>AVERAGE COMFORT &amp; IMAGE</th>
<th>AVERAGE USES &amp; ACTIVITIES</th>
<th>AVERAGE SOCIALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SUM of ANSWERS =**

**AVG of ALL (sum:_______/4) =**

---

**B Identify the Opportunities of this Place**

(25 minutes)

List below by category the opportunities that exist in this place. Add others not mentioned. Include both short-term, low-cost opportunities and long-term changes.

1. What do you like best about this place as a whole?

2. List a few things that you would do to improve this place that could be done right away and that wouldn’t cost a lot.

3. What 3 changes would you make to this place in the long term that would have the biggest impact?

4. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

---

**C INTERVIEW** (5 minutes)

Ask one or two people in the place you evaluated what they like about the place and what they would do to improve it. If a particular issue from the rating above has emerged, ask them their opinion about it.

**THEIR ANSWER(S):**

---

**D PROBLEM STATEMENT**

Return to the workshop room, sit with your group, and reach consensus on a Problem Statement that:

- Is 2 to 3 sentences long
- Includes problems & needs related to transportation, community and environmental concerns
- Does not prescribe solutions
- Is not made specific

---

**Placemaking Workshop Results**

---

**PPS PROJECT FOR PUBLIC SPACES**

---

Pelham 14491

Placemaking Workshop Results

3 Oct. 19, 2006
Location 1: Intersection of Windham Rd (NH 111A) and Nashua Rd

Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Linkages</td>
<td>1.5</td>
</tr>
<tr>
<td>Comfort &amp; Image</td>
<td>2.0</td>
</tr>
<tr>
<td>Uses &amp; Activities</td>
<td>1.0</td>
</tr>
<tr>
<td>Sociability</td>
<td>2.5</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>2.0</strong></td>
</tr>
</tbody>
</table>

Opportunities

What do you like best about this place as a whole?
- country setting
- wide open area, green grass
- church bell
- sense of community, openness of the community

What few things could be done now at low cost to improve this place?
- town communications
- traffic flow
- 4 way stop
- police traffic control
- better signage for community features (town hall)
- where is the center of town
- connection of community resources (e.g. library to senior center)
What changes would you make in the long term?
- create a historic district in the center of town
- create mixed use zoning
- general store (old Atwood Property)
- Bus service from Lowell to Pelham

Problems

Traffic flow, light
Pedestrians crossing
- no sidewalk
- not pedestrian friendly
- no friendly to bicycles
No definition as the center of town
No definition of place

Problem Statement
There is a traffic problem and there is no sense of place. No direction that this is the center of Town.
Location 2: Intersection of Main Street and Common Street

**Evaluation**

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Linkages</td>
<td>1.95</td>
</tr>
<tr>
<td>Comfort &amp; Image</td>
<td>1.4</td>
</tr>
<tr>
<td>Uses &amp; Activities</td>
<td>1.4</td>
</tr>
<tr>
<td>Sociability</td>
<td>1.2</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td>1.5</td>
</tr>
</tbody>
</table>

**Opportunities**

What do you like best about this place as a whole?
- landscaping in front of historic building
- brick sidewalk in front of historic building
- size/scale of building (fit context)
- granite features (common, church, old library)
- common well maintained & exists
- actual town center exists
- grass separates road from sidewalk

What few things could be done now at low cost to improve this place?
- banners/signs/welcome
- benches/seats
- picnic area
- implement on-street parting on Common Street
What changes would you make in the long term?
- landscape & improve sidewalks w/distinct treatment
- ornamental lighting
- improved traffic flow
- connectivity to recreation areas

What local partnerships could be used to help implement these changes?
- civic groups
- private properties/local businesses
- VFW
- DOT
- Churches
- Town organizations
- Boy scouts
- Pelham Garden Club

**Problems**
- inadequate pedestrian facilities
- traffic safety (poor)
- no bike routes/facilities
- lack of destination/no reason to stop
- lack of parking
- poor sidewalks
- poor/lack of lighting
- no indication entering town center/lack of gateway/town center
- speed on Windham Road
- lack of connectivity to recreation areas (Beaver Brook, Police Station Park)

**Problem Statement**
Main Street & the common area lack destinations & activities that attract pedestrians & groups of people. Inadequate (safe) pedestrian features, the lack of bicycle routes and on-street parking & poor lighting are not conducive of a typical town center. Enhanced gateway features, as well as improved connectivity to recreational area (signage & landscaping) are needed to help identify the town center and calm traffic.
Location 3: Main Street near St. Patrick’s Church and School

Evaluation

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Linkages</td>
<td>1.5</td>
</tr>
<tr>
<td>Comfort &amp; Image</td>
<td>2.0</td>
</tr>
<tr>
<td>Uses &amp; Activities</td>
<td>2.5</td>
</tr>
<tr>
<td>Sociability</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Average: 2.5

Opportunities

What do you like best about this place as a whole?
Buildings, trees, brook, wetland, quaint

What few things could be done now at low cost to improve this place?
Reduce shoulder in front of church/school
- soft shoulder or colored pavement
- landscaping
- stone wall
- reduce freeway effect
cobbled sidewalks
narrow lanes – striping
reduce frontage of parking lots
- entrance & exit!
edge landscaping
What changes would you make in the long term?
Walkways
- Beaver commons to Senior Center
- Across bridge
- Lighted at night
New Bridge
- beautiful
- sidewalks, look-out
Riverwalk
- to old bridge street (loop)
- park-let at bridge @ brook

What local partnerships could be used to help implement these changes?
- church
- Feds (transportation enhancement $)
- DOT
- Boyden Landscaping
- Bike Walk Alliance

**Problem Statement**
No safe walking, bicycling, lighting roadway not inviting to the town center, highway speeding area, roadway too wide.
No definition marking entrance into town, to slow people down (such as landscaping, sidewalks, narrower lanes, or bridge treatment)
Location 4: Marsh Road from Old Bridge Street to Town Hall

Evaluation

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Linkages</td>
<td>1.3</td>
</tr>
<tr>
<td>Comfort &amp; Image</td>
<td>1.4</td>
</tr>
<tr>
<td>Uses &amp; Activities</td>
<td>2.0</td>
</tr>
<tr>
<td>Sociability</td>
<td>2.1</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>1.7</strong></td>
</tr>
</tbody>
</table>

Opportunities

What do you like best about this place as a whole?
- village green
- library
- Dennis Lyons Park
- Easy access to police station
- Park area next to fire station
- View of church, town common sidewalk

What few things could be done now at low cost to improve this place?
- more trees
- more crosswalks that are visible
- better signage @ fire station/park entrance
- better lighting
What changes would you make in the long term?
- Eliminate fire station
- sidewalk on both sides
- Reconfigure intersection & get traffic out of commons area
- Underground utilities

What local partnerships could be used to help implement these changes?
- church
- utility co.
- town
- state DOT
- homeowners
- garden club
- historical society

**Problem Statement**
There are multiple intersections with too many curb cuts, too close together that are unable to handle the traffic detracts from historical character of the town center. This area is not pedestrian friendly and lacks connectivity, adequate signage and lighting.
Location 5: Old Bridge St. (NH 111A) from Marsh to Woodbury

Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Linkages</td>
<td>1.0</td>
</tr>
<tr>
<td>Comfort &amp; Image</td>
<td>1.5</td>
</tr>
<tr>
<td>Uses &amp; Activities</td>
<td>1.0</td>
</tr>
<tr>
<td>Sociability</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Average 1.1

Opportunities

What do you like best about this place as a whole?
- Abbott Bridge
- Gibson’s Cemetery stonewall
- Town Hall Annex
- Wooded lot – corner of Gibson
- Town center
What few things could be done now at low cost to improve this place?
- Pick up brush on east side of Old Bridge Street north
- Cut back brush on Old Bridge (Woodbury – NH 38) for sight distance out of Woodbury
- Better signage for directing to Town Center & Town Hall

What changes would you make in the long term?
- Sidewalks & park benches, landscaping
- Park on Town land at Gibson & Old Bridge Street N
- Historic style lighting & underground utilities
- Visual cues/Traffic calming to let drivers know they are entering a Town Center

What local partnerships could be used to help implement these changes?
- Pelham (Town)
- Verizon
- Lorenz garage
- Residents
- Citizens Bank
- Salem 66
- Use Boy Scouts for clearing possible building park by Gibson Drive
- Eagle Project

Interview:
- With Resident of Town Center:
  - Loves center – convenient to schools
  - Too much/fast traffic
  - Traffic signal
  - Does not feel safe walking/no sidewalks

**Problem Statement**
This area of Pelham lacks pedestrian connectivity, because it has no sidewalks, benches, lighting, landscaping or other pedestrian amenities. The roadways lack any demarcation telling drivers they are entering a Town Center resulting in high speeds and hazardous conditions for vehicles and pedestrians.
Location 6: Intersection of Marsh & Gibson at the Village Green

Evaluation

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Linkages</td>
<td>1.2</td>
</tr>
<tr>
<td>Comfort &amp; Image</td>
<td>1.4</td>
</tr>
<tr>
<td>Uses &amp; Activities</td>
<td>3.0</td>
</tr>
<tr>
<td>Sociability</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Average: 1.9

Opportunities

What do you like best about this place as a whole?
- landscape
- open
- historic site (town hall)
- green (grassy)

What few things could be done now at low cost to improve this place?
- better directional signage
- crosswalk to town hall
- pedestrian signing, lighting
- combined sign for town services
- slow speeds starting before high school
What changes would you make in the long term?
- move sidewalk
- add landscaping, ornamental lighting, “bump outs”
- gateway environment
- stone walls park area on town land abutting Gibson Drive
- benches/seating on village green/park & green area

**Problem Statement**
The area of the intersection of Gibson Drive and the Village Green is not pedestrian/bicycle friendly what with the lack of crosswalks, lighting, high traffic flow and speeds, nor does it inform people of the facilities location on the village green, the historic nature of the stone foundation, or any meaningful direction of where the road leads to particularly Route 38.
Location 7: Intersection of Old Bridge Street and Gibson Drive

Evaluation

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access &amp; Linkages</td>
<td>1.2</td>
</tr>
<tr>
<td>Comfort &amp; Image</td>
<td>2.0</td>
</tr>
<tr>
<td>Uses &amp; Activities</td>
<td>1.2</td>
</tr>
<tr>
<td>Sociability</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>1.35</strong></td>
</tr>
</tbody>
</table>

Opportunities

What do you like best about this place as a whole?
- rural setting

What few things could be done now at low cost to improve this place?
- monument landscaping
- sidewalks, Gibson Road 2-way

What changes would you make in the long term?
- traffic calming, Gibson Road 2 way
- gateway treatment to town center
What local partnerships could be used to help implement these changes?
   - businesses, community services

Problem Statement
Our task should be to ease traffic congestion and speed, create a more pedestrian friendly walking area and make a more visible roadway for motorists.