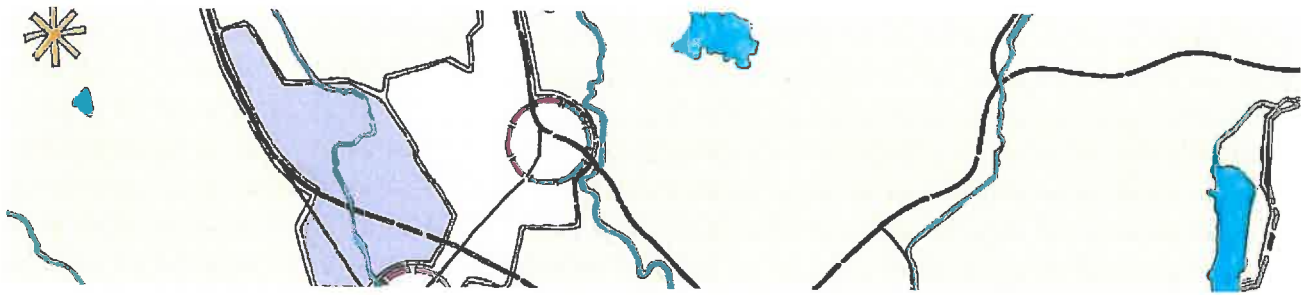


The Plan



Future Land Use & Policy

The Future Land Use Map is an illustrated community vision for the future that will guide Keene's physical growth and change. This map provides the city with a basis for making consistent decisions on capital investments, and it is a tool for potential developers to use in creating their development proposals.

Specific land-use development proposals are not automatically compatible with surrounding development simply because they fall within a broad land-use designation. The scale of the proposal, intensity of use, proximity to other uses, access, water management, probability of alternative development scenarios on the site, and influence on traffic patterns and other aspects of the physical environment are just some of the site factors that have to be considered through the Planning Board site plan and subdivision review process.

Since the Future Land Use Map reflects preferred land-use patterns and general community connections, it is not site prescriptive. Specific development proposals are judged against the pattern as well as the standards for site plan and/or subdivision, or other applicable regulations at the time of submission.

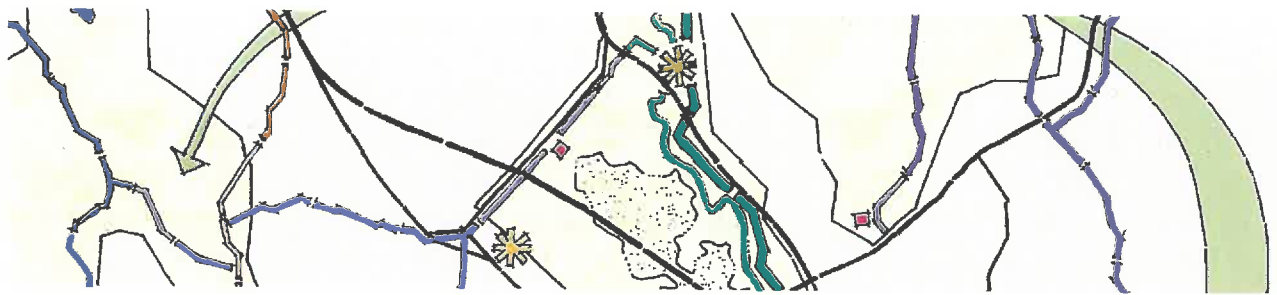
The map may be amended over time to maintain consistency with the community's vision for the future. It also provides a measurement of success in the completion of the master plan. Zoning-map amendments should be anticipated as part of implementing the Future Land Use Map and this master plan. We anticipate that changes to policies and land-use regulations will also be implemented to achieve the kind of community envisioned by citizens of Keene and the region. With consistent use, the Future Land Use Map will result in an aggregation of decisions that support the master plan's strategies.

The Future Land Use Map shows:

- The concentration of high-density, mixed-use development and high- to medium-density neighborhoods in the urbanized area within the Bypass; noted as the primary growth area on the map.
- Secondary growth areas that consist of single-family, low- to medium-density development.
- Expansion of mixed-use areas for commercial and industrial economic development.
- Areas for continued preservation of open space, agriculture and rural-residential uses.

Given limited supply of large areas of readily developable land and the community's desire to

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concentrate land within existing developed areas, land-use issues are mainly concerned with redeveloping and enhancing the existing available land and infrastructure. In some areas, recommendations focus primarily on maintaining or enhancing existing conditions: residential neighborhoods, downtown, and existing commercial areas. Public input revealed a strong desire for change in some of these areas, particularly along main community transportation corridors leading to downtown, within neighborhoods, along West, Winchester and Marlboro streets, Gilbo Avenue and the commercial area south of 101 between routes 10 and 12.

Future Land Use Map Categories

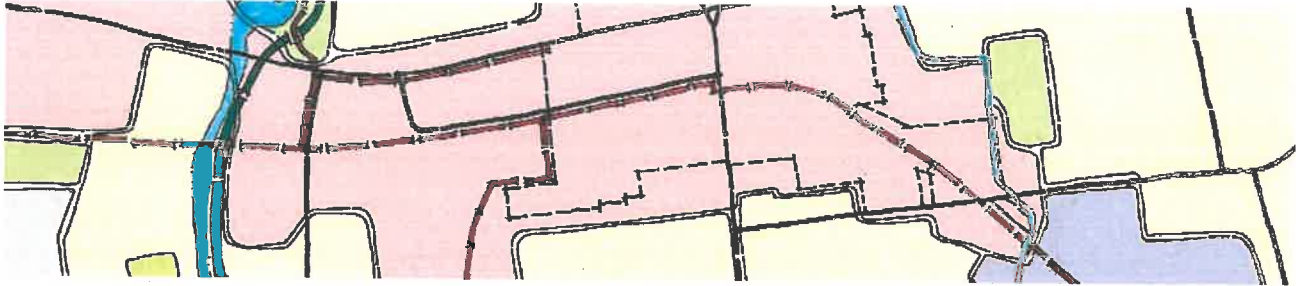
Conservation Residential Development and Transfer of Development Rights (TDR) Sending Zone – These are outlying areas that generally have moderate to severe environmental limitations, including steep slopes, rock and ledge close to the ground surface, large intact forest and agricultural ecosystems, rich wildlife and flora, and critical scenic resources. In these areas, the conservation of land is prioritized. There are many areas that are appropriate for Conservation Residential Development (CRD) designed to be compatible with conservation purposes coupled with the provision of important community identified amenities. Within these areas are opportunities to transfer the right to develop parcels to other areas in the community that are more appropriate for development.

Traditional Neighborhood, Mixed-Use Areas and TDR Receiving Zone – These areas of the community are the most developed and the best able to accommodate carefully planned growth and density. These areas can be the target of the vast majority of new smart-growth residential and mixed-use development, but only with design standards to ensure that it maintains the quality of existing neighborhoods, blends seamlessly and transitions into the existing downtown, mitigates traffic and parking issues, and provides for a healthy diversity of the built form that respects Keene's aesthetic appeal.

More focus on design details, compatibility with historic areas, provision of green space and quality of life within these areas are key elements for encouraging a population density consistent with the principles of smart growth. Opportunities exist to transfer development rights from Residential Conservation Development regions into these areas.

Mixed-Use Commercial Areas – These are the current and proposed commercial areas of the community. The desired "level of mix" in these areas depends on their location. A plan is strongly encouraged in these areas that situates housing on buildings' upper floors, with serv-

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ice retail and service uses on the first floors. It is important to focus on providing human scale and amenities, including various pedestrian, bicycle and transit options. Including alternative transportation elements along designated mixed-use commercial area corridors is consistent with Keene's desire to provide more transportation choice and create visually appealing gateway corridors. Mixed uses on each lot and within buildings are strongly encouraged. Design details and pedestrian, bicycle and transit options are most important. Regulations should focus on design, mixed use, street orientation, access management and mitigating traffic impacts – parking requirements, minimum setbacks and traditional dimensional requirements are less important in these areas.

Business, Industrial, and Live/Work – Industrial and residential areas were historically isolated from each other for health and safety reasons. However, many modern industrial users are much better neighbors than their predecessors were. Manufacturing is a particular target market for an emerging green economy, and these facilities are likely to be very good contributors to the local economy. Still, it is most often the case that large-scale heavy industrial operations should not be allowed in residential areas.

Access and the potential to build off of other industrial users make these areas of the community an ideal location for some of the new potential industrial users. Areas identified on the map along Key Road, Optical Avenue, Marlboro Street, as well as other business and industrial areas, are appropriate for this type of mixed use. Residential use should be allowed only as part of live/work and artists' space, where the primary use is business, but where business owners and workers may live on the premises. 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.

Institutional users include city offices, health care facilities, county facilities, school property, and other non-profit land users. These entities provide vital services and jobs to the community. The location and functionality of institutional land uses should be focused near downtown or, where it fits the need and scale, in village/neighborhood activity centers. Churches as an institutional use are largely compatible with any land-use type.

Manufacturing and Industrial (non-residential) – These are the traditional industrial, research and business-park sites that should be preserved for business and industry not compatible with residential areas, though they may be located within walking distance. Traffic mitigation, transit, and site plan requirements are important in these areas.