

Northland Farm & Garden Center  
922 South Street, Rte. 1A  
Wrentham, MA 02093  
508/384-7618  
[Nrbldfm@aol.com](mailto:Nrbldfm@aol.com)

December 3, 2004.

To: Planning Board  
Merrimack, New Hampshire

Gentlemen:

We are writing to you on behalf of Chelsea Property Group, Inc., and Wrentham Village Premium Outlets.

When Chelsea Property Group presented their proposal for a premium outlet mall to the residents of Wrentham, the plan was overwhelmingly approved. As a business owner in town, and a neighbor to the Premium Outlets, we also voted for the project; although, as a resident and neighbor, we had our reservations. We reside on the property where our business is located, just 1/2 mile from the projected premium outlet site.

As a business owner, we were elated at the prospect of a premium outlet mall in such close proximity. We could only begin to imagine how it would affect our garden center. Within months of the November 1997 opening of Wrentham Village Premium Outlets, our customer count and sales had doubled. People on their way to the Premium Outlets visited our store, many who have become loyal customers. The Premium Outlets themselves, have also been customers, purchasing flowers, loam, bark mulch, and the like.

As a resident of Wrentham, we were apprehensive in casting our vote allowing the Premium Outlets to be built. We were concerned about many of the same issues you are facing yourselves. How would an outlet mall change the character of our rural town (we don't even have a grocery store)? How would we be impacted with the increased traffic? What kind of people would be brought to our town? Would there be an increase of crime in the local businesses? What would this project do to our property values?

Once the Premium Outlets were completed, we saw that our concerns were unfounded. Chelsea Property Group effectively dealt with the infra-structure, enabling it to accommodate the increased traffic. The location of the Premium Outlets has only enhanced our town. Local businesses have thrived as a result of the increased traffic.

Visitors to the Premium Outlets are not the typical mall shopper. They are shoppers looking for high-end products and finding them at the Premium Outlets. In addition, when they visit Wrentham Village, they visit Wrentham for the day, thereby, making the Town of Wrentham a destination.

In closing, we would like to state that if Chelsea Property Group presented the Premium Outlet project to us again, we would vote for approval again. Should you have any additional questions, or require further information, please feel free to contact us at 508-384-7618.

Sincerely yours,

Linda and Reuben Hancock  
Owners  
Northland Farm & Garden Center