



TOWN OF MILFORD, NH
OFFICE OF COMMUNITY DEVELOPMENT

1 UNION SQUARE, MILFORD, NH 03055

TEL: (603)249-0620

WEB: WWW.MILFORD.NH.GOV

STAFF MEMORANDUM

Date: July 15, 2022

To: Planning Board

From: Lincoln Daley, Community Development Director

Subject: **SP2022-06 Battle Axe, LLC, for the property located at Tax Map 44, Lot 6, 614 Nashua Street, Units 1-4.** Minor Site Plan Application for a change of use from Retail to a Commercial Recreational Facility use within the Commercial 'C' Zoning District. (New Application)

BACKGROUND/PROPOSAL:

The applicant is before the Board seeking approval of a Minor Site Plan Application to convert approximately 4,000 square feet of former retail space to a commercial recreational facility within the existing plaza building located on the eastern portion of the subject property, 614 Nashua Street.

APPLICATION STATUS:

The application is complete and ready to be accepted. The Board will need to make a determination of regional impact.

NOTICES:

Notices were sent to all property abutters on June 30, 2022.

WAIVER REQUESTS:

No waiver requests have been submitted.

EXISTING USE/CONDITIONS:

The subject property is approximately 15.386 acres in area and contains the Lorden Plaza.

PROPOSAL

The applicant is proposing to convert a 4,000 vacant space in the existing eastern plaza building on the subject property. The proposed commercial recreational use will be an axe throwing facility consisting of 12 lanes and shared area for private events. See attached building plan and floor plan. The facility will serve alcohol and prepacked snacks and allow customers/patrons to bring in outside food.

The business would operate 7 days a week and consist of the following:

Monday/Tuesday – Closed for private parties and future league opportunities

Wednesday – Friday – 4pm to 10pm

Saturday – 10am to 10pm

Sunday – 11am – 8pm.

ZONING DISTRICT/INFORMATION:

The subject property is within the Commercial ‘C’ District. The intent of this District is to provide areas for those businesses, institutional, financial, governmental and compatible residential uses which constitute the commercial requirements of the Town.

The property and use are located in the Commercial ‘C’ zoning district. The intent of this District is to provide areas for those businesses, institutional, financial, governmental and compatible residential uses which constitute the commercial requirements of the Town.

A commercial recreational facility is a permitted use in the Commercial ‘C’ zoning district.

STAFF COMMENTS:

1. The site will have sufficient access and parking for the proposed use during maximum occupancy.
2. The property owner has granted permission to allow the commercial recreational facility in the building.
3. The applicant should explain staffing requirements and general operations of the business.
4. The applicant will be required to submit signage plan and application to the Community Development Office for review and approval.
5. The applicant will be required, as part of their state liquor license, to obtain a letter from the Community Development Office to send to the State Liquor Commission stating the use is allowed in the designated zoning district.

STAFF RECOMMENDATIONS:

The applicant should be prepared to address any of the comments raised by the Planning Board, Staff, and public pertaining to the Minor Subdivision Plan. Barring any/all input and recommendations from the Board, Staff recommends approving the application.

Aerial Photo of Subject Property:



I. EXECUTIVE SUMMARY

BATTLE AXE LLC (referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at TBD, Milford, New Hampshire 03055 with the expectation of rapid expansion in the axe throwing industry.

Business Description

The Company shall be formed as Limited Liability Company under New Hampshire state laws and headed by Candice Lima.

Retired Military Police USMC, with over fifteen years combined retail and restaurant management.

Certified Credit & Financial Counselor

Management Team

The Company has assembled an experienced management team:

Operations Manager - Mike Lima, *Twenty years of civil engineering and project management in the steel and construction industry*

Business Mission

To provide the Town of Milford and surrounding Merrimack Valley a family friendly recreational axe throwing facility.

New Service

The Company is prepared to introduce the following service to the market:

Axe Throwing: Recreational sports throwing facility, with beverage and limited package food sales.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the axe throwing industry presently makes 203,300,000 dollars in sales.

Axe throwing has grown by 1.9% annually over the past 5 years and continues to rise with popularity of the league and tournament frenzy.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions: Millennials, who value experiences more often over material things. This demographic is high in the surround 10 mile radius of the proposed facility accounting for nearly 48% of the population with a median income of \$101,000. Key external drivers are per capital disposable income, time spent on leisure and sports and the growing demand from video game industry.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Millennial ages 21-40 and families ages 12 and up.

The estimated number of potential clients within the Company's geographic scope is 20,000.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

1 hour, \$25 per thrower, 1.5 hours \$35 per thrower, 2 hours, \$40 per thrower. Maximum of 4 throwers per lane, facility is designed to house 14 separate lanes. This is comparable to competitors in the state (2) more than an hour distance from proposed location.

Promotional Strategy

The Company will promote sales using the following methods:

Online advertising, local print and promotion with local school sports sponsorship programs. We intend to join the Souhegan valley Chamber of Commerce.

Competition

In the axe throwing industry, customers make choices based upon millennials, who value experiences more often over material things. this demographic is high in the surround 10 mile radius of the proposed facility accounting for nearly 48% of the population with a median income of \$101,000. key external drivers are per capital disposable income, time spent on leisure and sports and the growing demand from video game industry..

The level of competition is Moderate

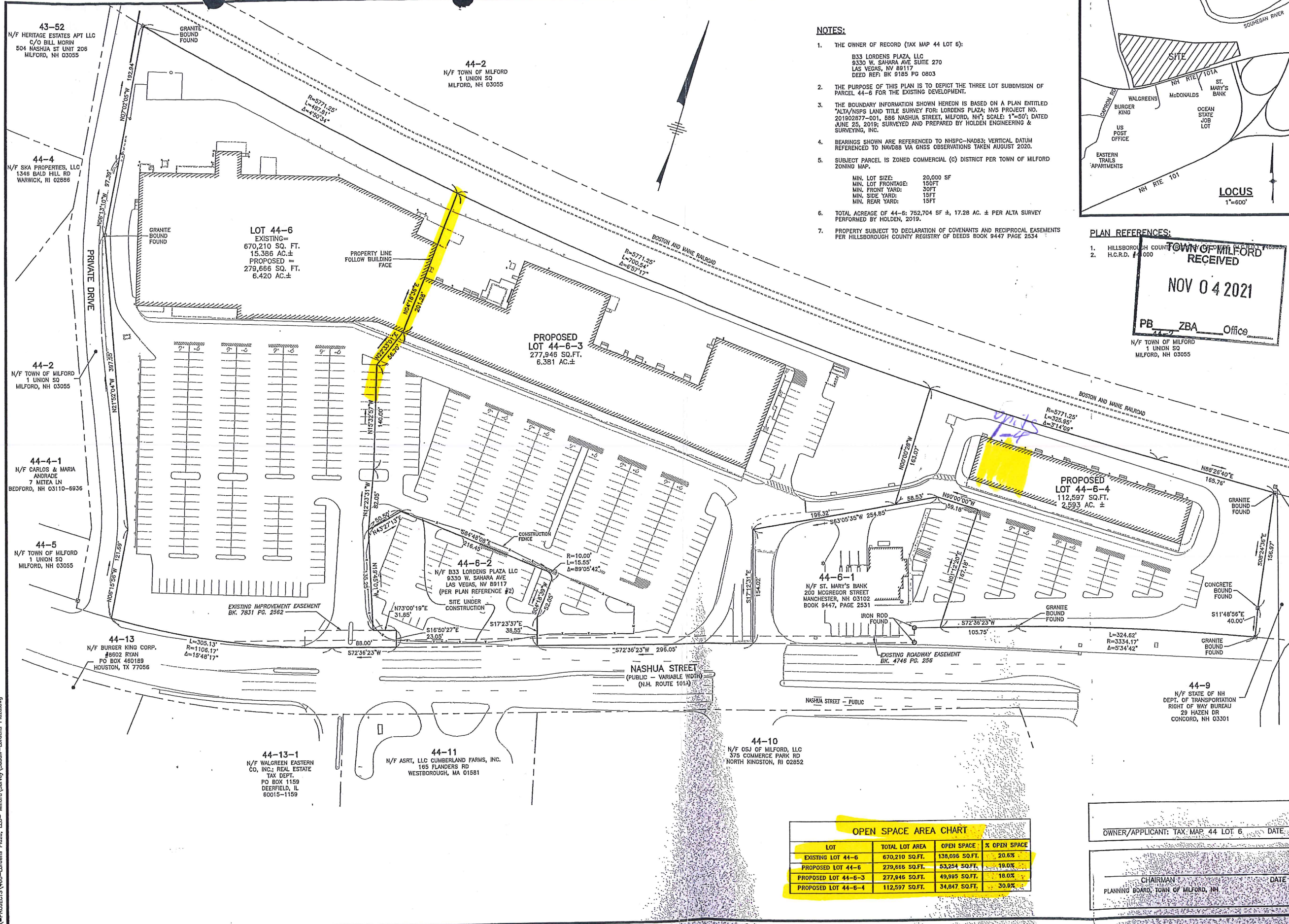
The primary competitors for the business are the following: The Rugged Axe.

However, we believe that the Company has the following competitive advantages:

Great location settled on a major intersection of high traffic near shopping centers. The company's locality to higher income driven market with potential for increased spending habits. Battle Axe intends to appeal to a market in which the owners are part of the community, residents and ties to schools.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.



43-52
N/F HERITAGE ESTATES APT LLC
C/O BILL MORIN
504 NASHUA ST UNIT 206
MILFORD, NH 03055

44-2
N/F TOWN OF MILFORD
1 UNION SQ
MILFORD, NH 03055

44-4
N/F SKA PROPERTIES, LLC
1346 BALD HILL RD
WARWICK, RI 02886

LOT 44-6
EXISTING =
670,210 SQ. FT.
15.386 AC.±
PROPOSED =
279,666 SQ. FT.
6.420 AC.±

PROPOSED
LOT 44-6-3
277,946 SQ.FT.
6.381 AC.±

44-2
N/F TOWN OF MILFORD
1 UNION SQ
MILFORD, NH 03055

44-4-1
N/F CARLOS & MARIA
ANDRADE
7 META LN
BEDFORD, NH 03110-6936

44-5
N/F TOWN OF MILFORD
1 UNION SQ
MILFORD, NH 03055

44-6-2
N/F B33 LORDENS PLAZA LLC
9330 W. SAHARA AVE
LAS VEGAS, NV 89117
(PER PLAN REFERENCE #2)

44-6-1
N/F ST. MARY'S BANK
200 MICROGOR STREET
MANCHESTER, NH 03102
BOOK 9447, PAGE 2531

PROPOSED
LOT 44-6-4
112,597 SQ.FT.
2.593 AC. ±

44-13
N/F BURGER KING CORP.
#8602 RYAN
PO BOX 460189
HOUSTON, TX 77056

44-13-1
N/F WALGREEN EASTERN
CO, INC.; REAL ESTATE
TAX DEPT.
PO BOX 1159
DEERFIELD, IL
60015-1159

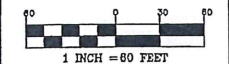
44-11
N/F ASRT, LLC CUMBERLAND FARMS, INC.
165 FLANDERS RD
WESTBOROUGH, MA 01581

44-10
N/F OSI OF MILFORD, LLC
375 COMMERCE PARK RD
NORTH KINGSTON, RI 02852

44-9
N/F STATE OF NH
DEPT. OF TRANSPORTATION
RIGHT OF WAY BUREAU
29 HAZEN DR
CONCORD, NH 03301

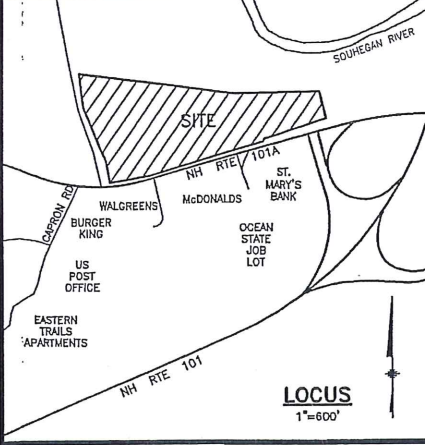


The Dubai Group, Inc.
136 Harvey Rd. Bldg B101
Londonderry, NH 03053
603-458-6462
Engineers
Planners
Surveyors
TheDubayGroup.com



NOTES:

1. THE OWNER OF RECORD (TAX MAP 44 LOT 6):
B33 LORDENS PLAZA, LLC
9330 W. SAHARA AVE SUITE 270
LAS VEGAS, NV 89117
DEED REF: BK 9185 PG 0803
2. THE PURPOSE OF THIS PLAN IS TO DEPICT THE THREE LOT SUBDIVISION OF PARCEL 44-6 FOR THE EXISTING DEVELOPMENT.
3. THE BOUNDARY INFORMATION SHOWN HEREON IS BASED ON A PLAN ENTITLED "ALTA/NSPS LAND TITLE SURVEY FOR: LORDENS PLAZA; NV5 PROJECT NO. 201902877-001, 886 NASHUA STREET, MILFORD, NH"; SCALE: 1"=50', DATED JUNE 25, 2019; SURVEYED AND PREPARED BY HOLDEN ENGINEERING & SURVEYING, INC.
4. BEARINGS SHOWN ARE REFERENCED TO NAD83; VERTICAL DATUM REFERENCED TO NAVD88 VIA GNSS OBSERVATIONS TAKEN AUGUST 2020.
5. SUBJECT PARCEL IS ZONED COMMERCIAL (C) DISTRICT PER TOWN OF MILFORD ZONING MAP.
6. MIN. LOT SIZE: 20,000 SF
MIN. LOT FRONTAGE: 150FT
MIN. FRONT YARD: 30FT
MIN. SIDE YARD: 15FT
MIN. REAR YARD: 15FT
7. TOTAL ACREAGE OF 44-6: 752,704 SF ±, 17.28 AC. ± PER ALTA SURVEY PERFORMED BY HOLDEN, 2019.
8. PROPERTY SUBJECT TO DECLARATION OF COVENANTS AND RECIPROCAL EASEMENTS PER HILLSBOROUGH COUNTY REGISTRY OF DEEDS BOOK 9447 PAGE 2634



PLAN REFERENCES:

1. HILLSBOROUGH COUNTY REGISTRY OF DEEDS BOOK 9447 PAGE 2634
2. H.C.R.D. # 1000

TOWN OF MILFORD RECEIVED
NOV 04 2021
PB ZBA Office
N/F TOWN OF MILFORD
1 UNION SQ
MILFORD, NH 03055

REVISIONS:

REV#	DATE	COMMENT	BY

DRAWN BY: NIG/JAC
CHECKED BY: JAC
DATE: NOVEMBER 3, 2021
SCALE: 1"=60'
FILE: Subdiv-Lordens Plaza
DEED REF: -

PROJECT:
586 NASHUA ST
MAP 44 LOT 6
586 NASHUA STREET
MILFORD, NH 03055
PREPARED FOR/OWNER
B33 LORDENS PLAZA, LLC
9330 W. SAHARA AVE.
SUITE 270
LAS VEGAS, NV 89117

OPEN SPACE AREA CHART

LOT	TOTAL LOT AREA	OPEN SPACE	% OPEN SPACE
EXISTING LOT 44-6	670,210 SQ.FT.	138,096 SQ.FT.	20.6%
PROPOSED LOT 44-6	279,666 SQ.FT.	53,254 SQ.FT.	19.0%
PROPOSED LOT 44-6-3	277,946 SQ.FT.	49,995 SQ.FT.	18.0%
PROPOSED LOT 44-6-4	112,597 SQ.FT.	34,847 SQ.FT.	30.9%

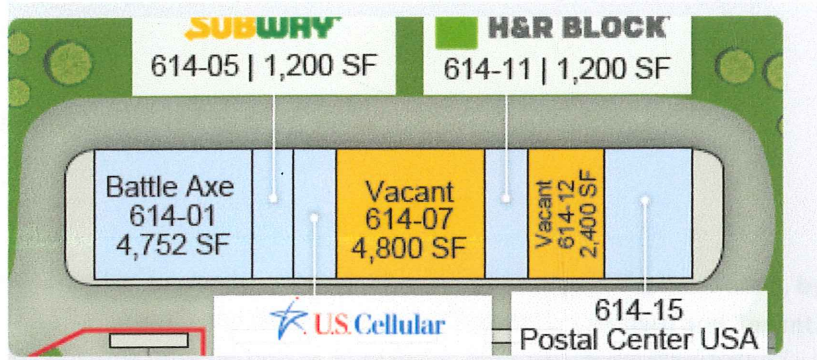
OWNER/APPLICANT: TAX MAP 44 LOT 6 DATE: _____
CHAIRMAN: _____ DATE: _____
PLANNING BOARD, TOWN OF MILFORD, NH

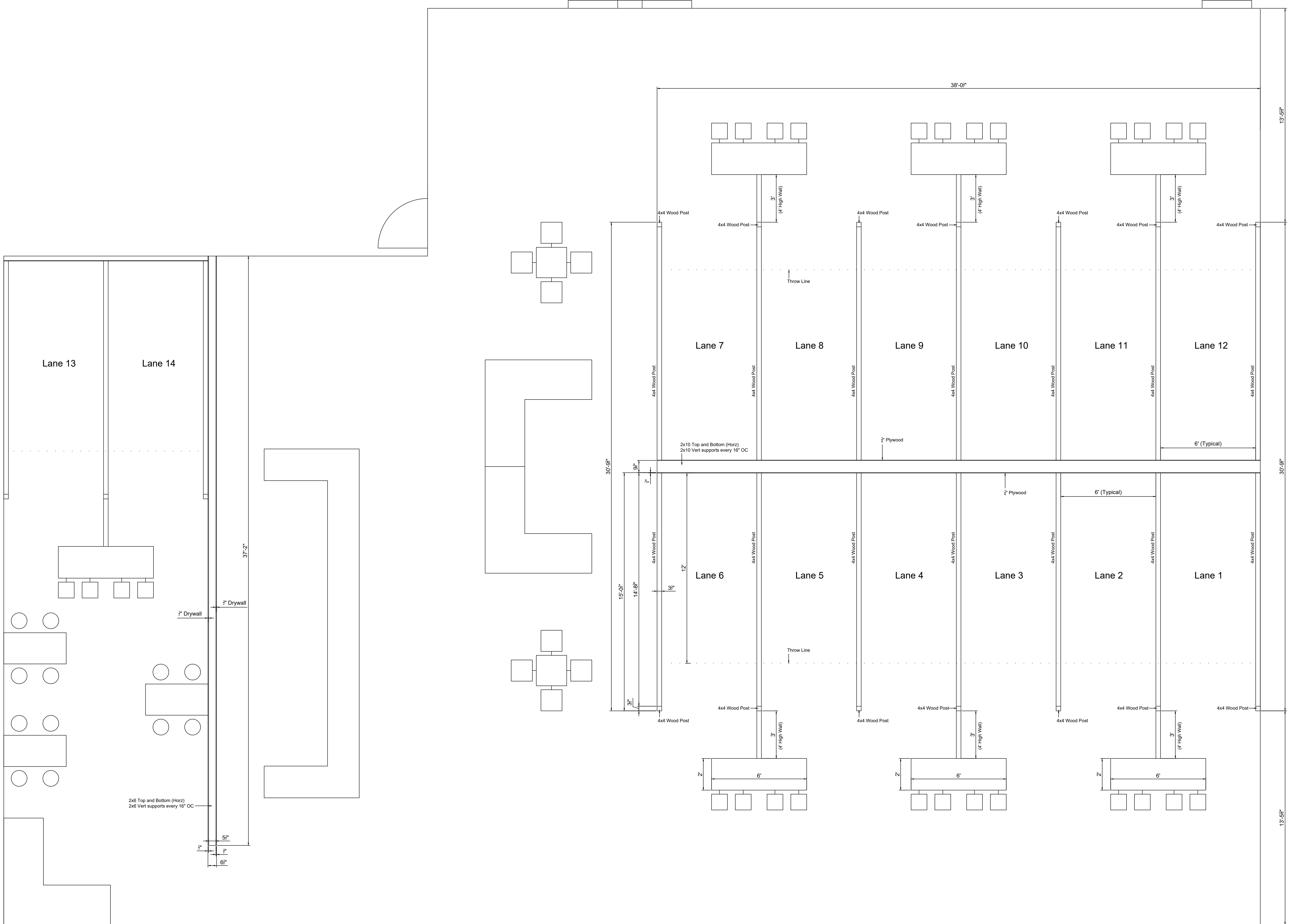
SHEET TITLE:
SUBDIVISION PLAN
PROJECT #460 SHEET 1 of 1

EXHIBIT A: LEASED PREMISES

614-01 VACANT

4,752





Lane 13

Lane 14

2x6 Top and Bottom (Horz)
2x6 Vert supports every 16" OC

1/2" Drywall

37'-2"

5 1/2"
2"
6"

Lane 7

Lane 8

Lane 9

Lane 10

Lane 11

Lane 12

2x10 Top and Bottom (Horz)
2x10 Vert supports every 16" OC

Throw Line

30'-0"

38'-0"

13'-5 1/2"

30'-0"

13'-5 1/2"

Lane 6

Lane 5

Lane 4

Lane 3

Lane 2

Lane 1

Throw Line

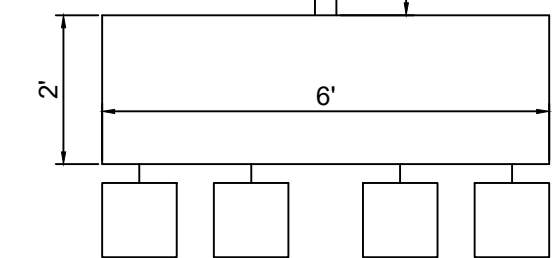
2'

4x4 Wood Post

4x4 Wood Post

3"

(4' High Wall)

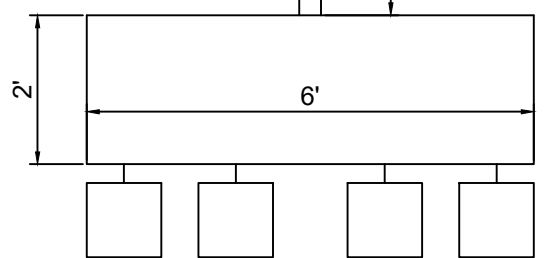


4x4 Wood Post

4x4 Wood Post

3"

(4' High Wall)

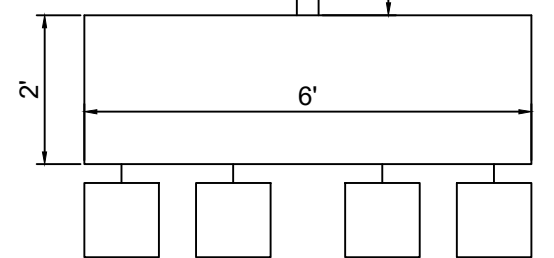


4x4 Wood Post

4x4 Wood Post

3"

(4' High Wall)

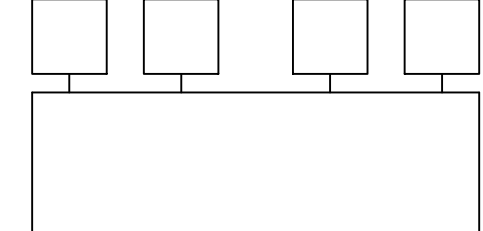


4x4 Wood Post

4x4 Wood Post

3"

(4' High Wall)

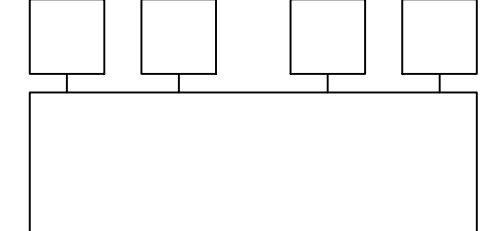


4x4 Wood Post

4x4 Wood Post

3"

(4' High Wall)

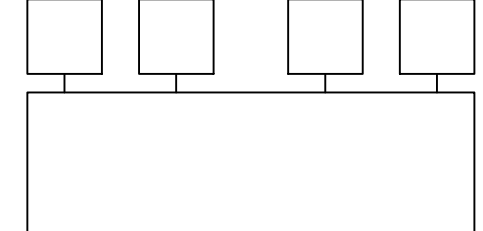


4x4 Wood Post

4x4 Wood Post

3"

(4' High Wall)

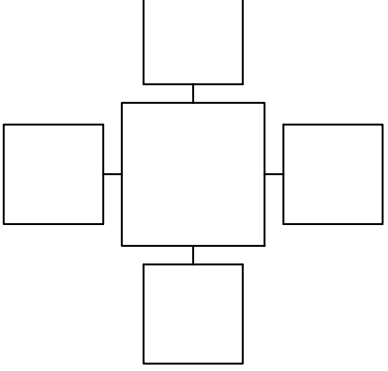
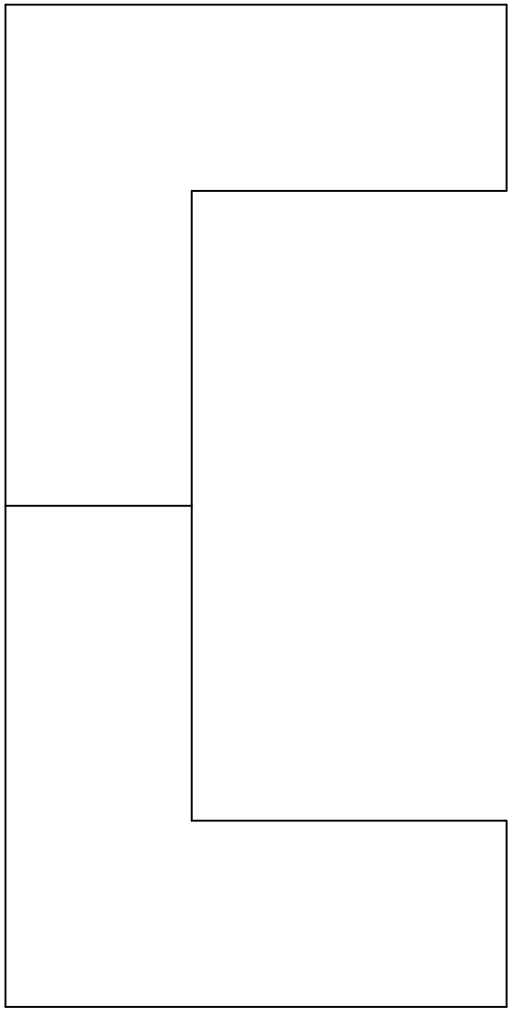
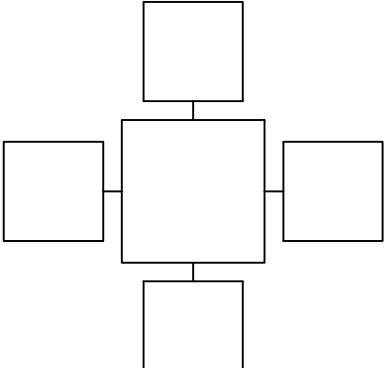


4x4 Wood Post

6' (Typical)

1/2" Plywood

1/2" Plywood



Lincoln Daley

From: Candice Lima <candice7537@gmail.com>
Sent: Friday, May 27, 2022 11:05 AM
To: Lincoln Daley
Subject: Axe Throwing Facility plans
Attachments: battle axe rules.docx; General Signage Criteria 01042022.pdf; FAQ.docx; About Us page.docx; battle axe business plan.pdf; Battle Axe-Model.pdf

Good Morning Lincoln,

Thank you for taking the time to discuss our business opportunity and plans with me today. Please see the following information as it pertains to Battle Axe LLC and our vision for bringing some fun and entertainment to the town of Milford.

Who are we? Mike & Candice Lima are local residents (Cortland Rd.) with two teen children at MHS and one graduate of MHS '20 -now attending Great Bay college. Candice is a retired USMC veteran who is a personal financial counselor contracted with the NH Army National Guard. Mike is a 20+ year construction and detail manager in the steel industry. Both enjoy sports and look to bring a new exciting recreational sports venue to the town. We plan to operate this business as a family, and will hire additional staff as needs increase.

Business plan: To bring a family friendly axe throwing event center to Milford. We are planning to set up shop in suite 14 of Lordens Plaza, formally the Toadstool Bookstore location. You can find more information regarding axe throwing and statistics in our formal business plan attached.

We are adhering to WATL (world Axe Throwing League) industry standards for all design, structure, rules and regulations. There is liability coverage for all participants & observers who are 12 years and older, Everyone inside the facility must have a signed waiver as per the WATL, legal and insured guidelines.

There are a few other axe throwing facilities located throughout NH some are 21 & up bar scenes with full liquor staffed bars, there are a few that are BYOB. We have researched the best models for this business and have decided to serve beer, wine and soda (canned or bottle) no tap or pouring; with pre-packaged snack style foods but also allow guests to utilize our neighboring food businesses (Pizzeria Roma, Subway, etc) to bring in or order from their menus. We will be securing a NH liquor license under the sports & recreational facility guidelines. We do not plan to expand any food services within this location. I have been in contact with Chief Flaherty regarding our intent to open and advisement structural & code compliance. The entire facility will be ADA compliant and accessible. We are utilizing a mentor within the industry who operates several successful locations throughout the country, Bad Axe who also designed the software we will be utilizing for reservations and waivers.

Hours of operation:

Mon/Tues-closed for private parties and eventually league opportunities

Wed/Thurs/Fri- 4p - 10p

Sat- 10a - 10p

Sun- 11a - 8p (designated as "family day").

Our floor plan design (attached) allows us to operate 12 regular open lanes (stalls) and two private "party room" lanes for birthday, VIP events.the maximum per lane is 4 participants. Per WATL rules/regulations there will be NO trick shots or twirling allowed. Similar to bowling, there is only one person allowed to be in the throwing zone at a time, no duels, no big axes or knives. The axes we are using are WATL regulation hatchets 2-3lb.

Attached you will find several documents to support our plan, Should you need additional information please reach out.

For reference you can visit our website www.battleaxenh.com -it is in it's infancy but a visual reference,
Thank you

--

Candice Lima

Certified Credit and Financial Counselor

USMC, Retired

Cell (270) 875-2909

Candice7537@gmail.com

SKOL!

Meet our Viking Family

We pride ourselves in delivering excellent customer experiences for ax throwing. Fun for walk-ins, team leagues, private parties or corporate events. Nestled in the Milford community, veteran owned and operated, our mission is to bring fun into our community for everyone including kids 12 & up. We hope all of our customers will enjoy the art of axe throwing.

Mike Lima- Owner and Operations Manager

Mike is the day-to-day guy! 20 years in civil engineering and project management in the steel & construction industry, Mike was ready to have some fun and steered his knowledge of design to create what is our event center, Battle Axe. He enjoys all sports and axe throwing has quickly risen to the top of his passions. Along with the popularity of Vikings in mainstream media, Mike has developed a fondness to the culture, even researching his heritage to find lineage in his own ancestry.

Candice Lima- Owner and SheildMaiden behind the Scenes!

Candice is a retired Marine and a jack of all trades, she's the numbers lady! After going axe throwing one day, it was her idea to run the figures and get the ball rolling. Candice is all about community involvement, friends and family. She hopes to create a family fun facility that can give back to our Milford community -where we live & our children attend school.

Hayli, Michael & Isabella- Social Media Content Creators & Axepert Crew!

Our three teens help out around the Battle Axe facility, they are our Axepert Social media creators and promo team.

FAQ

1. WHAT SHOULD I WEAR?
 - a. Everyone who participates is required to wear close toed shoes. Clothing that is comfortable and gives proper movement for overhead throwing motions is ideal, but as long as you are covered properly, we don't mind your attire.
2. WHAT IS THE AGE REQUIREMENT?
 - a. Anyone 12 and up can come in and throw axes with a liability waiver signed by parent or guardian adult. Must be 21+ with proper ID to be served alcohol.
3. DO YOU OFFER FOOD OR DRINKS?
 - a. We offer beer, wine, soda and prepackaged food snacks. We partner with restaurants in our plaza that you can order, pick up and bring into our facility. Menus available at the snack bar. We ask that all food or trash be disposed of properly in a trash can before leaving.
4. WHEN SHOULD I BOOK A RESERVATION?
 - a. We ask that you book ahead as soon as possible as reservations do fill up. We allow reservations to be booked up to 90 days in advance.
5. CAN I WALK IN?
 - a. Yes, you can. However, we encourage reservations be made on our website to avoid wait times. Online reservations, if available, are open for up to 1 hour prior to arrival times.
6. CAN I BRING MY OWN AXE?
 - a. We do not allow outside axes at this time, league members must have prior approval from management.
7. WHAT FORMS OF PAYMENT ARE ACCEPTED?
 - a. Cash and all major Credit Cards.
8. CAN I TAKE PHOTOS OR VIDEOS?
 - a. YES!!! Please post and tag us on social media.
9. DO YOU HAVE A PARTY ROOM FOR PARTIES?
 - a. Yes, we do! We can accommodate private parties, birthday and corporate team bonding parties. Please ask management for details and pricing.
10. IS THIS FACILITY FAMILY FRIENDLY?
 - a. YES!! We are family owned and have family ties to the Milford community. We offer days and times for exclusive family fun for anyone ages 12 & up.
11. HOW DO I THROW AN AXE?
 - a. Don't worry, one of our coaches will show you proper techniques and tips to ensure your ability to dial into our targets.
12. WHY WOULD I WANT TO THROW AXES?
 - a. It's Fun in simple terms. A great stress relief and is very popular in the lumberjack sporting events.

SHOES

***All participants are required to wear closed toe shoes.**

AXES

Currently we do not allow outside axes for recreational throwing. League and tournament members must have personal axes approved by staff and only regulation axes will be permitted.

BLACK THROW LINE

Participants must have their back foot behind the black throw line in order for their throw to count. You can step forward past this line with your front foot.

RED SAFETY LINE

Participants may not cross the red safety line while axes are in play.

THROWING

2 participants may be throwing at the same time as we have barriers between each throwing lane. We allow up to 4 people per lane. Proper throwing techniques will be demonstrated upon your reservation, aggressive throwing may cause excessive damage to the targets, we ask that you adhere to the proper techniques in order to provide the best throwing experience possible for all participants.

RETRIEVING AXES

After the axe is thrown, participants are permitted to cross the throwing and safety lines to retrieve their axes. If your axe sticks, pull it up first, then out to unstick it. Do not stand directly in front of the axe when removing it.

WAIVER FORMS

All participants must sign a waiver before participating and participants under the age of 18 must have a parent or guardian sign a waiver for them. All spectators must sign a waiver regardless of throwing participation. Waivers are kept on file for up to one (1) year.

AXES

Prior to each event or reservation, axes are inspected to ensure the best quality is provided for your axe throwing experience. All blades are maintained and sharpened enough to stick to the target.

TARGETS

Pine or Cotton wood boards are used, all targets are sprayed with water to reduce chipping or splitting of the board. This measure ensures the axes stick properly and provides the best target options. Regular maintenance and replacement of boards is standard in our facility.

LANES

Fencing divides our lanes to ensure throwers and axes are contained. Only the 2 throwers and the axe throwing coach are allowed inside the lane at one time.

COACHES

Each event is assigned a trained axe throwing coach who will cover safety, demonstrate proper techniques of throwing and run games. Coaches monitor the overall safety of the event, they may also provide tips in order to make your throwing experience top notch!