

May 1, 2013 Vision Subcommittee

Presentation to Planning Board - Barbara Krawitz

A. Our Vision subcommittee has been meeting monthly for about one year. Tom McGuire, Morrie Friedman, Vic Fugere, Tracy Emerick and myself, with the guidance of Jamie Steffen, have been committed participants and thank the Board for the opportunity to envision the future of the Town of Hampton as required for the Master Plan.

B. We decided at the very outset, to seek community views about what residents liked or disliked about today's Hampton, what was important to preserve, and how they thought the town needed to change to meet future challenges and growth. A letter was sent asking about 80 individuals to share their thoughts with us. More than 25 persons responded to this informal survey, providing thoughtful, detailed, often strongly held views

C. Additionally, we met with Fred Welsh, Keith Noyes of DPW, Diana Martin of the Recreation Commission, John Nyhan, Jamie Pennington of the Liberty Lane Real estate group, and the Browns who own considerable, real estate in Hampton Village who were very generous with their candor and recommendations. Some of our members also attended the Village Center Charette a few weekends ago. We want to have in depth discussions with key business representatives, including Peter Egelston and Sal Lopino.

D. You may imagine that the committee devoted many, many hours organizing the varied responses and wrestling with how to express the points of agreement and disagreement, and consolidate the trends. We struggled quite a bit with how best to describe the town's character and focus for the future.

E. Jamie has provided you with the outline of how we see the organization and content for the Vision Chapter Update. The first section, Overarching Vision Statements, is the distillation of how the community expressed Hampton's character and future needs during our research. Each of the bulleted items will be discussed in detail in the Vision chapter. We've also identified major neighborhood areas and intend to reach out to those residents in local conversations.

F. The committee feels that now is the appropriate timeframe to both share our thoughts with the Board, and to gain response and guidance from all of you. The first step is tonight's initial introduction, to be followed by a listening session scheduled for the May 15 Planning Board meeting. In advance of that session Jamie will provide you with a documentation packet as information and background.

## *VISION CHAPTER UPDATE*

### **OVERARCHING VISION STATEMENTS**

Hampton, New Hampshire is a community made up of a typical New England village and a seasonal destination beach resort. The population has been holding steady for a number of years at around 15,000 growing to 80,000 to 100,000 during the summer. Hampton is located on major roadways amid extensive consumer services, indoor and outdoor entertainment venues, varietal retail establishments and several institutions of higher learning.

Hampton should be a town that fosters an environment that is mutually beneficial to the residential, commercial, and beach resort components while providing a safe, comfortable, and enjoyable lifestyle for all.

- A vibrant and attractive downtown with improved streetscapes, an adequate supply and location of public parking, a more diverse mix of housing, shopping and dining and a pedestrian friendly environment.
- Investment in infrastructure improvements, such as roads, drainage, water & wastewater and telecommunications that will strengthen the local economy and enhance the community.
- Provide a variety of transportation facilities and services, including automobile, pedestrian, bicycle and rail that connect the Town's neighborhoods, businesses and services to the community and the region in concert with regional plans and opportunities.
- A more pro-active, supportive, transparent local government. Assure that personnel are responsive first to the needs of citizens, businesses, developers and visitors and that services are delivered consistently and effectively in a timely, cost-effective, non-biased and respectful manner.
- Provide quality community and educational facilities that are well maintained, energy efficient and built or repurposed to accommodate more than one use / function.
- Promote energy efficiency and conservation, and explore other ways to reduce energy costs, and related environmental impacts. Meet the future challenges of climate change

DRAFT

Vision Chapter Update

Sub-Committee Meeting Version

April 4, 2013

and sea level rise with forward looking adaptation measures and well-designed new development standards.

- Preserve buildings, sites, streetscapes and open spaces that contribute to the historic character and cultural assets of Hampton.
- Open space and recreation facilities and programs shall be suitably located, well maintained and serve the needs of the entire community.
- Create more affordable housing for a diversity of residents.
- Create and maintain a visually attractive, clean beach environment with a vibrant year-round mix of tax-generating land uses.
- Provide an atmosphere that encourages collaboration and cooperation between the public and private sectors to reach common goals.
- Promote economic development by identifying suitable locations for attracting businesses and industry that expand the tax base and provide quality employment opportunities for all. Barbara

## NEIGHBORHOODS

- A) Residential – East & West of I-95
- B) Industrial – Liberty Lane / Towle Farm Road
- C) Beach – Village, North Beach, Plaice Cove, Hampton Beach (State)
- D) Lafayette Road – Business District & Downtown - Charrette
- E) Gov't Center & Community Complex

## GAME PLAN

- I. First Look – Planning Board
- II. Member Response – Listening Session
- III. Neighborhood Meetings
- IV. Document Work
- V. Final Vision Statement
- VI. Implementation Schedule

Cc:

Date: Tuesday, February 19 2013 12:59 PM

Subject: Vision

Jamie,

Having difficulty with my word processor.

See my draft below

The intent of the Vision introduction to the Master Plan is to provide direction to guide the structure and content of the Hampton Master Plan. The Vision is not a list of to-do items. Historically town developers have proceeded from crisis to crisis resulting in inefficient facilities that don't allow for the synergy inherent in mixed use. Alternatively the potential exists to provide for the future through a concept called "hybridity". Some examples are senior facilities/elementary schools, public schools/recreational programs, retail/restaurant/residences and police/fire(public safety)..

Other factors to consider are our current concerns for ecological impact, energy efficiency, providing for the boomers and our growing senior population. Hampton has the opportunity to move toward the future in ways that address these concerns.

Most important is a vision of a Lafayette Rd from Rt 101 to the N. Hampton bridge that embodies all of these concerns. To wit, a mix of retail, restaurant, supermarket, entertainment, services and residences in a setting that maximizes pedestrian convenience and minimizes the need for public/private transportation.

Second is the logical/physical integration of community facilities. Community facilities include town offices, library, public safety, local public schools, recreation as well as senior and youth programs. Fantastic opportunity for the "hybridity" mentioned above. Benefits of this approach include improved quality of services, energy efficiency and reduced capital and operational costs (compared to past practices).

For details on the beach, see the Precinct Beach Master Plan. It is in the process of being updated. The implementation plans for Lafayette Rd will incorporate considerations of infrastructure, need for affordable housing, a supportive transparent local government as well as a beneficial quality of life for all.

2/19/13

Hampton Vision Statement  
December 31, 2012

*Overarching Vision: to preserve and promote the Town of Hampton by sustaining and enhancing its New Hampshire quality of life, historic residential character, commercial development potential, and acclaimed Beach attraction - thereby allowing the community to thrive economically in the 21<sup>st</sup> Century, in an inviting, comfortable, safe, and enjoyable environment for all residents and visitors year-round.*

*Recognizing the dual importance and inter-dependence of the downtown area and the Beach community, and the value of creating a marketing image and plan that includes both venues in the description of a desirable and viable community, attractive to traditional residents, a growing workforce, retirement population, as well as new business development;*

*Defining an interconnected, mixed-use (commercial, retail and housing choices) downtown community as extending north along Route 1 from the Route 10<sup>th</sup> intersection to the Hannaford - Walgreens - Hess plazas, west of Route 1 along High Street to Towle Farm Road, and east as far as the Academy School; this downtown area to be pedestrian friendly and have adequate parking, so as to be particularly encouraging to smaller business owners;*

*Planning and implementing a Winnacunnet Community Complex in the area from Route 1 east to the main Fire Station, and North to the High Street parallel roadway, identifying the highest and best use, in whole or in part, for existing and to be built facilities comprising town offices, library, recreation, school(s), senior center, meeting places and the like - repurposing buildings, as appropriate to maximum variety of community activity and utility;*

*Commitment to providing, over time, the necessary future investment in infrastructure by way of repair, replacement, or new facilities, funded through cooperation among town, state, federal and private resources, considering, but not limited to, repair of roadways, groundwater utilities, potable water supply, bridges, intermodal center, town-wide surface transportation, Route 1 bypass, Rail-Trail, connectivity between downtown and the Beach, adequate parking, water resources, broadband, sustainable energy growth, and coastal adaptation measures;*

*Acknowledging that attracting Tourism and maintaining the underlying support service industry, is an integral requirement for the economic, cultural and recreational health of the entire town;*

*Promoting an exceptional teaching staff and support environment, demanding high expectations and accomplishments from students at every level according to their abilities;*

*Reviewing local ordinances annually to assure that the community, citizens, assets, and quality of life are protected, and that individual and business initiatives are offered every opportunity to succeed, and not subject to unnecessary limitations or procedural red tape;*

*Developing a community economic development plan including identifying locations suitable for attracting industrial, commercial, and professional services growth, significantly widening the tax base, assisting intra-neighborhood cooperation, creating related incentives within Economic Revitalization Zones or other development districts, and taking advantage of funding opportunities available from state, federal, and private resources.*

*Preserving natural resources, conservation, and open space opportunities throughout the Town, and making them readily accessible to the community to the extent possible;*

*Assuring that Government personnel are responsive first to the needs of citizens, businesses, developers, and visitors, and that services are delivered consistently and cooperatively in a timely and respectful manner.*

SUMMARY OF INPUT  
VISION INVITEES  
11/9/12

**1) John Nyhan**

- Difficult to do business in Hampton
  - Fire inspector too much of a “stickler”- it’s a problem for business
  - Too much red tape
- HBAC putting a big emphasis on economic development
  - Recently brought in Christine Davis from DRED who discussed building an economic development strategy for the beach area and the Town – he believes the same thing can be done for Route 1 and the industrial parks
- More public / private partnerships
- Hampton not even on the State’s radar screen as far as economic development assistance
- Town’s web-site needs to be more pro-active as far as economic development
- Make application to the State to have Economic Revitalization Zones designated – no cost to the Town & a simple process
- Noted Dover’s model for economic development – his goal is to follow that model  
Would like to encourage the Selectmen to establish an Economic Development Advisory Board
- Need an Economic Development Chapter in the Master Plan
- Get rid of the negativity on Ch. 22 & in the newspaper
- How do we turn this around?
  - Focus on small business owners
  - Spirit of cooperation
- He discussed investment by the Town and State creating revenue
- He discussed thinking as One Town – business we want to bring into Hampton
  - Revisit form of Government
- Vision:
  - Beach
    - Reconstruction of Ocean Boulevard
    - Block by block redevelopment – Casino
    - Parking & traffic improvements
  - Downtown
    - Facelifts
    - Walking safety
    - Traffic

## 2) Fred Welch

- People looking for a 'Community Family'
- Need more commercial and industrial development to off-set the residential burden
- Unfriendly zoning
  - Total review needed
- Road infrastructure constraints
- Current State strategy doesn't work for Hampton – "Do-Good, Pie-in-the Sky" doesn't work
- No incubator space or its out-of-the-way, i.e., Merrill Industrial Park
- Need to do:
  - Inventory of available space / land
  - Overhaul zoning – 1<sup>st</sup> priority
  - Market Town differently
    - Program to attract business
- He indicated that the Fire Dept. is very short-staffed for inspections right now
- Create a mechanism for buy-in by the citizens of Hampton
- All Departments need to have a stake in Zoning changes
- He indicated that he would work with Ed Tinker the Chief Assessor to get an inventory of vacant developable land – MAP

**3) Dyana Martin – Parks & Rec. Director & Keith Noyes – Director of Public Works**

**A) Dyana Martin**

- Community Center – expand Library, Government Center
  - Certain frustration with CIP process
- Discussed shared facilities with schools – joint efforts in the planning stages right now
  - Shared facilities – tennis, soccer, baseball, softball
- Batchelder Pond property
  - Permission to build fields out there – has a plan that shows a school and her fields, Campbell property too - both on Towle Farm Road
- Dog Park
- Will get us her wish list for the next 10-20 years (attached)

**B) Keith Noyes**

- Need more public gathering spaces
- Explore grants, i.e. TIGER – share match Town, State & Beach
- Build consensus
- Harbor – fishing pier, more walkways, decks
- Sidewalks a big problem
- Taxing district – economic development
- Sewer – charge – water meter reading
- Reduce streetlights
- Visioning session for west side of Beach Area

4) **Jamie Pennington – R.J. Finlay & Co.; Stan & Arthur Brown – Longtime  
Downtown Business Owner**

- 1 Liberty Lane – businesses like the location – geographically convenient; a little remote – almost like third Town – a real asset
- State – does most of the promotion – almost acting like a broker – don't want to do a hard sell
- Incentivize – reduce parking requirement – Town pick up the slack
- Expand Business zone
- Downeaster type rail service – Rail ROW – great asset; two-way street
- Increase the tax base
- Depot Square parking issues; promote business
- Planning Board needs to be more business-friendly
- Explore expanding commercial use out Exeter Road toward the existing industrial parks
- Redevelopment / infill
- Look at Exeter – good mix of businesses