

---

**TO:** Nathalie Morison and Jason Bachand  
**FROM:** Milone & MacBroom, Inc  
**RE:** Review of Existing Master Planning Survey Results  
**DATE:** May 8, 2020  
**MMI #:** 2548-08-03

---

## OVERALL SUMMARY OF MASTER PLANNING SURVEY

Around 550 responses (it is unknown whether these are unique individuals).

Respondents selected answers from multiple-choice questions, and provided their own comments and input. Most comments were public, and respondents were able to see and respond directly to comments from other respondents. An option was available to respondents to keep their comments private.

Survey focused on municipal strengths and needs. These are summarized below.

### Strengths

- Recreation Department
- Municipal Utilities and Public Services
- Cultural and Historic Resource Management

### Needs

- Natural Hazard planning, preparation, adaptation, and mitigation
  - Implementation of mitigation and adaptation projects
  - Adoption and enforcement of stricter building codes and development regulations
  - Retreat or relocation of at-risk properties and facilities
  - Protection and restoration of coastal natural features (wetlands, dunes)
- Improved Transportation Options
  - Road maintenance and repair
  - Traffic calming measures
  - Public transit options
  - Parking
  - Bicycle Lanes
  - Sidewalks
  - Crosswalks
- Creation and Maintenance of Community Character and Aesthetic
  - Limits on development type and location
  - Encourage consistent neighborhood aesthetics
  - Maintain open space and parks
  - Improve walkability and attractiveness of downtown area
  - Develop neighborhood plans
  - Limit construction of luxury condominiums
  - Improve cleanliness at the beach
- Community Facilities
  - Improve community center
  - Build a senior center
- Affordable Housing
  - Affordable housing for low income residents
  - Affordable senior and elderly housing
- Utilities and Service Providers
  - Utility costs are too high
  - High speed internet

May 8, 2020

## TAKEAWAYS FOR MUNICIPAL QUESTIONNAIRE

Question 6: On a scale of 1 to 5, how important to you is the inclusion of each of the following in the vision statement?

- Consider changing climate change resilience question to make reference to natural hazards \*and\* climate-affected hazards
- Consider adding a natural resources option to the question
- Consider adding a housing needs and housing affordability option
- Consider adding a pavement management and/or traffic management option that also addresses walkability / bikeability

## TAKEAWAYS FOR FUTURE PUBLIC SURVEYS

This survey has captured a lot of information, and can remain open to continue engaging the public unless this interferes with the visioning process.

Ways to build on existing survey (methods TBD):

- Summarize key takeaways and ask for feedback on conclusions
- Present data/graphs of survey results
- Respond to comments and responses
  - Summary on first page. For example: "We read that flood mitigation is a big concern. Here are some projects currently underway. Let us know what other thoughts you have."
  - Direct responses within comments

New questions to ask about:

- Specific areas
- Preferences with regard to specific management techniques
- Weighting of different considerations when pursuing coastal management options
- What to include in a vision statement or vision summary

## SUMMARY OF SURVEY RESULTS

### 1. Rate how you think the town is doing with **INFRASTRUCTURE** Planning...

- a. Respondents believe or report that the town is not doing enough to protect from natural hazards.
- b. Respondents indicate that transportation is a problem in Hampton.
- c. Respondents tend to feel that utilities and public services are sufficient or good.
- d. Respondents tend to feel that energy infrastructure meets the town's needs.
- e. Key issues brought up in comments about this question are:
  - i. Coastal Access
  - ii. Community Character, Aesthetics, and Design
  - iii. Attract Business & Visitors, Strengthen Local Economy
  - iv. Government Transparency and Communication
  - v. Improved Utility Services and Providers
  - vi. Improved Municipal Services
  - vii. Road Maintenance and Improvement
  - viii. Walkability and Bikeability
  - ix. Coastal Management, Climate Change Adaptation, and Flood Mitigation
  - x. Public Transit and Connectivity

### 2. Rate how you think the town is doing with **LAND USE** planning...

- a. Respondents indicate the town is not doing enough with regards to Community Design, Neighborhood Planning, and directing Land Use and Development trends.
- b. Recreation and housing tend to be seen as okay.
- c. Key issues brought up in comments about this question are:
  - i. Community Center & Recreation
  - ii. Economic Development
  - iii. Limit Condominiums (especially luxury)
  - iv. Conservation / Open Space / Parks / Dog Park
  - v. Walkability/Bikeability
  - vi. Downtown Restoration
  - vii. Community Character & Aesthetic
  - viii. Affordable Housing / Senior Housing

### 3. Rate how you think the town is doing with **RESOURCE MANAGEMENT** planning...

- a. Coastal Management and Natural Resource Management are identified as the biggest management areas in need of improvement in the town.
- b. Responses indicate that management of cultural and historic resources is sufficient.
- c. Key issues brought up in comments about this question are:
  - i. Beach Cleanliness
  - ii. Public Communication and Education
  - iii. Beach Access
  - iv. Retreat / Setbacks / Stronger Requirements
  - v. Protect Wetlands
  - vi. Ashworth Ave
  - vii. Winter Weather Flooding
  - viii. Debris Clean Up
  - ix. Flood Mitigation at Beach

May 8, 2020

**4. Are there planning areas that we missed with the questions above?**

- a. Key issues brought up in comments about this question are:
  - i. Senior Center
  - ii. Public Health & Exercise
  - iii. Sidewalks / Crosswalks / Walkability
  - iv. Parking
  - v. Traffic Calming
  - vi. Safety
  - vii. Downtown Restoration

**5. Let's look toward 2035 - 2045! (That's only 15-25 years from now) Choose the **three planning areas where Hampton is doing the best work.****

- a. Ranked choices (count: option)
  - i. 136: Recreation
  - ii. 96: Utilities & Public Services
  - iii. 71: Cultural & Historic Resources
  - iv. 55: Economic Development
  - v. 48: Housing
  - vi. 43: Energy
  - vii. 39: Land Use
  - viii. 34: Community Design
  - ix. 30: Coastal Management
  - x. 28: Natural Resources
  - xi. 20: Natural Hazards
  - xii. 16: Neighborhood Plans
  - xiii. 15: Transportation
  - xiv. 11: Other

**6. Look toward 2035 - 2045 Again! Choose the **three areas of planning where Hampton needs the most improvement.****

- a. Ranked choices (count: option)
  - i. 141: Coastal Management
  - ii. 87: Community Design
  - iii. 84: Transportation
  - iv. 82: Natural Hazards
  - v. 68: Land Use
  - vi. 61: Economic Development
  - vii. 50: Utilities & Public Services
  - viii. 47: Housing
  - ix. 35: Recreation
  - x. 34: Neighborhood Plans
  - xi. 32: Natural Resources
  - xii. 31: Energy
  - xiii. 25: Cultural & Historic Resources
  - xiv. 8: Other