



University of New Hampshire

The Survey Center



North Hampton Economic Development Survey

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IBR District/Route 1 Area

Figure 1: Favor or Oppose Greater Development in the IBR District/Route 1 Area in Next Few Years

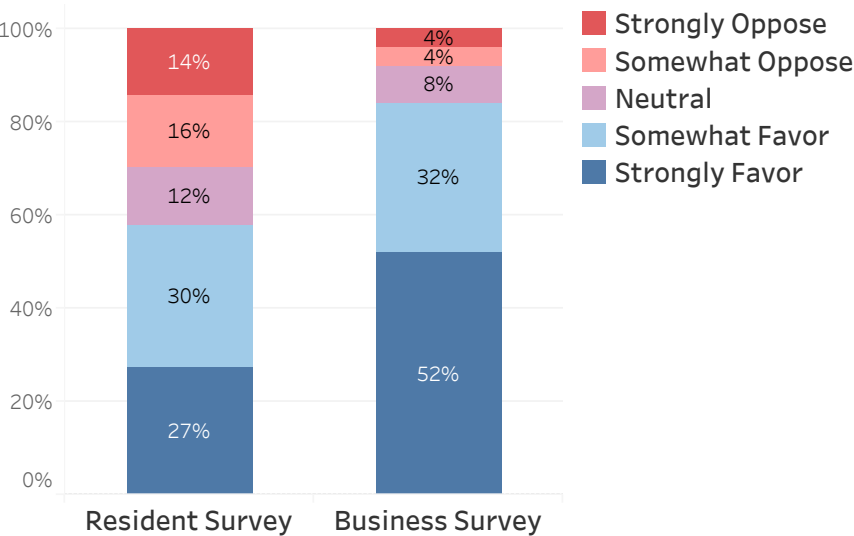


Figure 2: Kind of Development Like to See in the IBR District/Route 1 Area

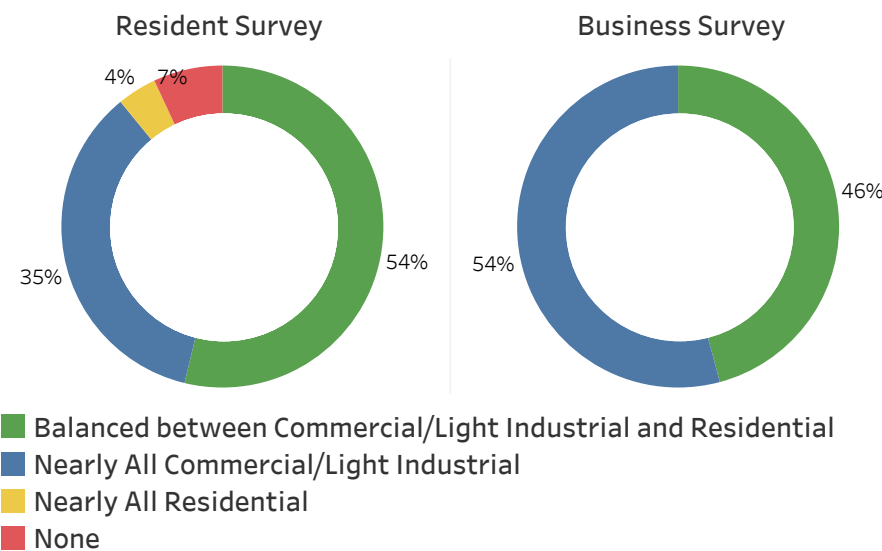


Figure 3: More Important to Fill Currently Empty Storefronts or Develop New Areas

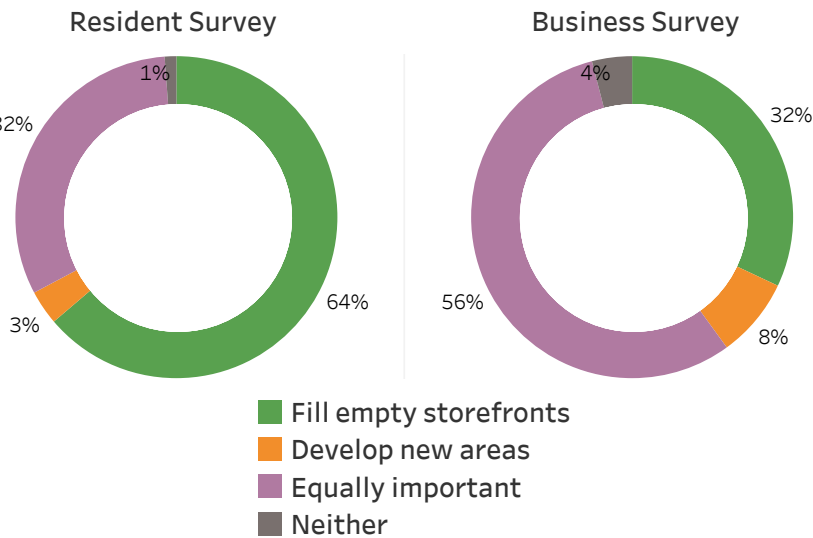


Figure 4: Do you see the Route 1 area of town primarily as...

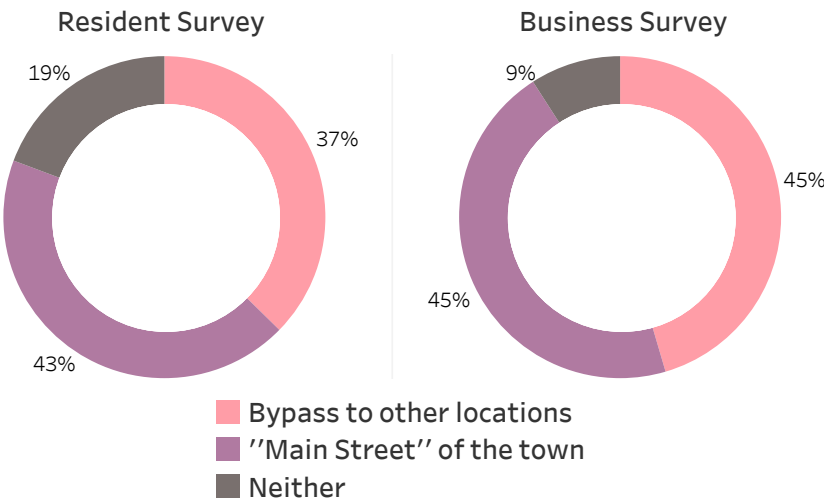


Figure 5: Frequency Visiting Businesses in the IBR District/Route 1 Area

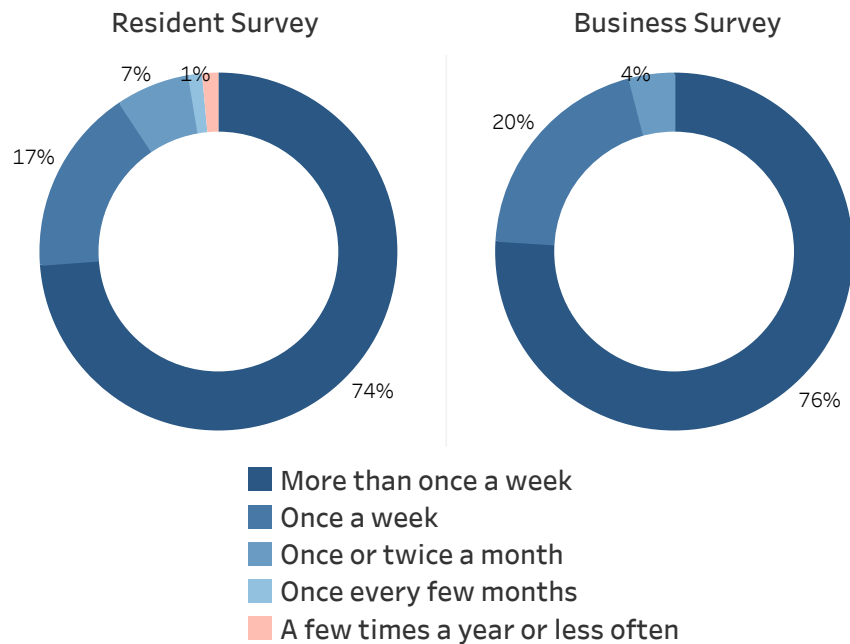


Figure 6a: Types of Businesses, Services, or Attractions Would Make Visit the IBR District/Route 1 Area More Often (coded) - Residents Word Cloud



Figure 6b: Types of Businesses, Services, or Attractions Would Make Visit the IBR District/Route 1 Area More Often (coded) - Residents

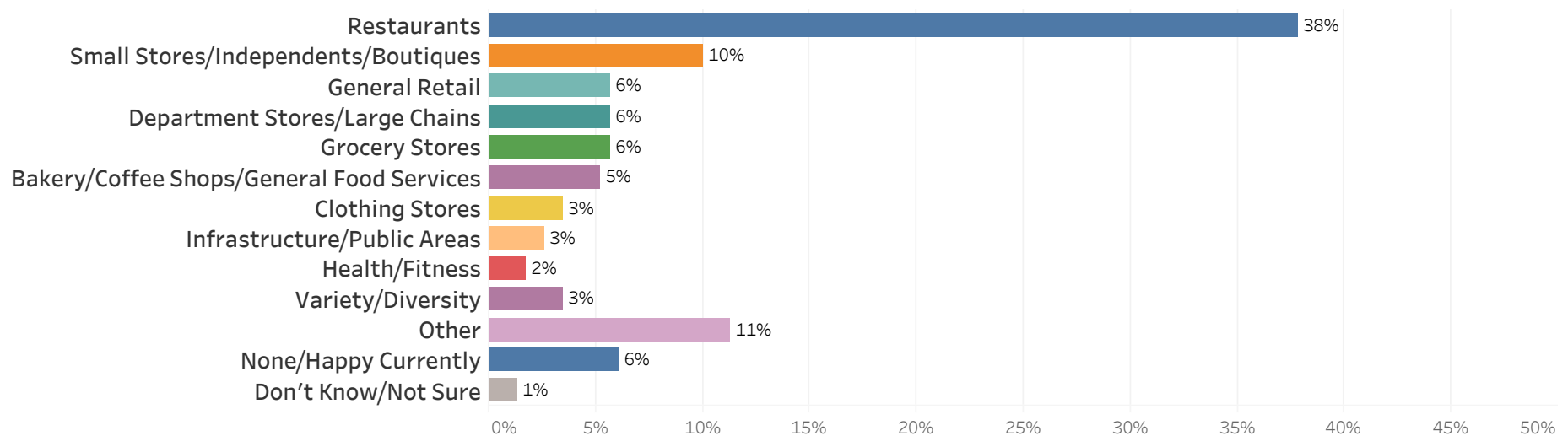


Figure 7: Should Town Install Sewer System in IBR District/Route 1 Area

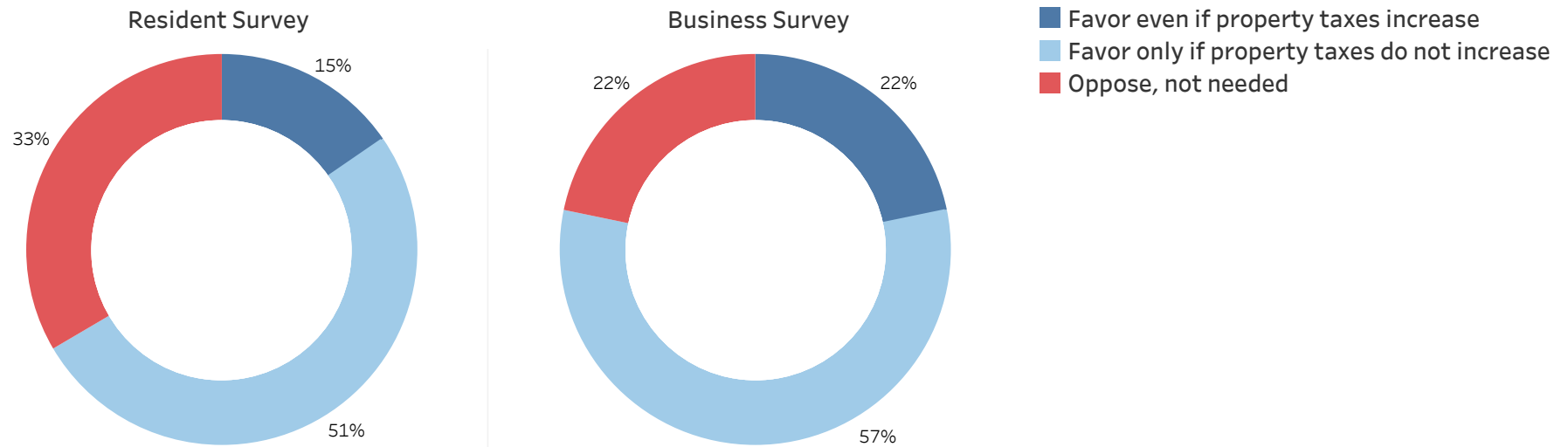
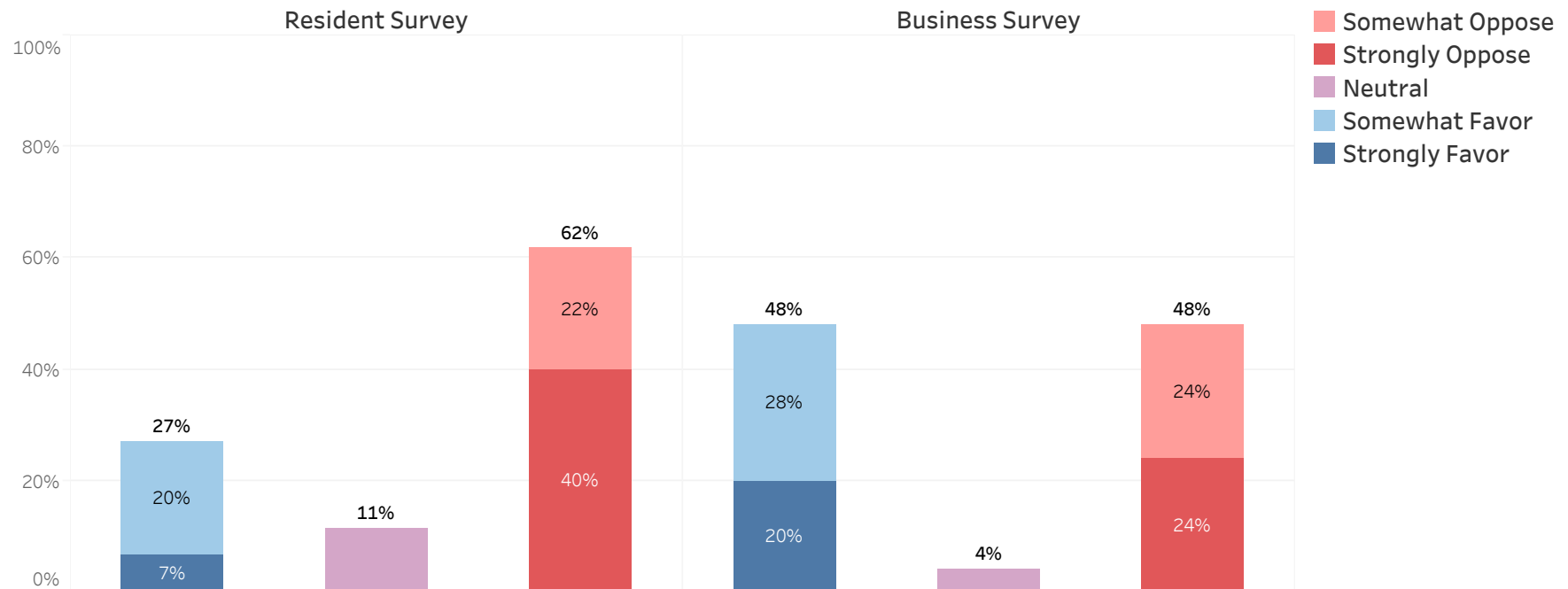


Figure 8: Favor or Oppose Allowing Apartment Buildings in IBR District/Route 1 Area if Sewer Facilities Were Installed



Signage

Figure 9: How Easy it is to Spot Businesses in Town Just by Looking for Their Signs

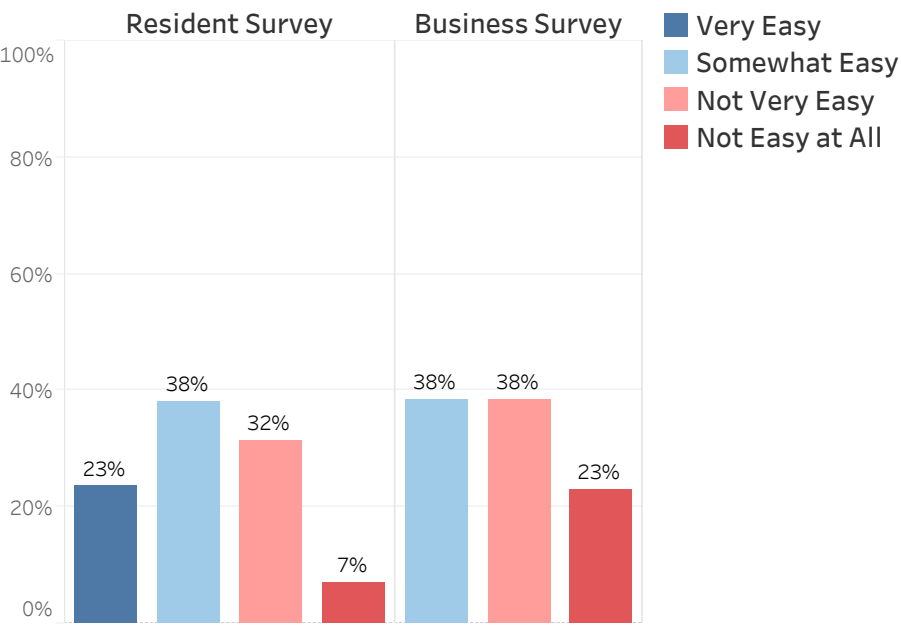


Figure 10: Favor or Oppose Allowing Businesses to Have More Brightly Lit Signs Turned Off Every Night

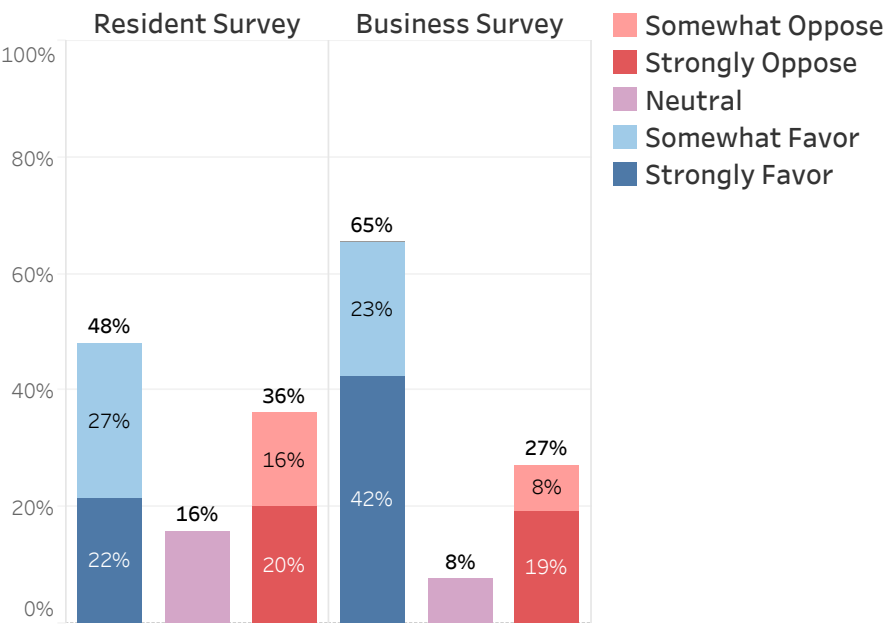
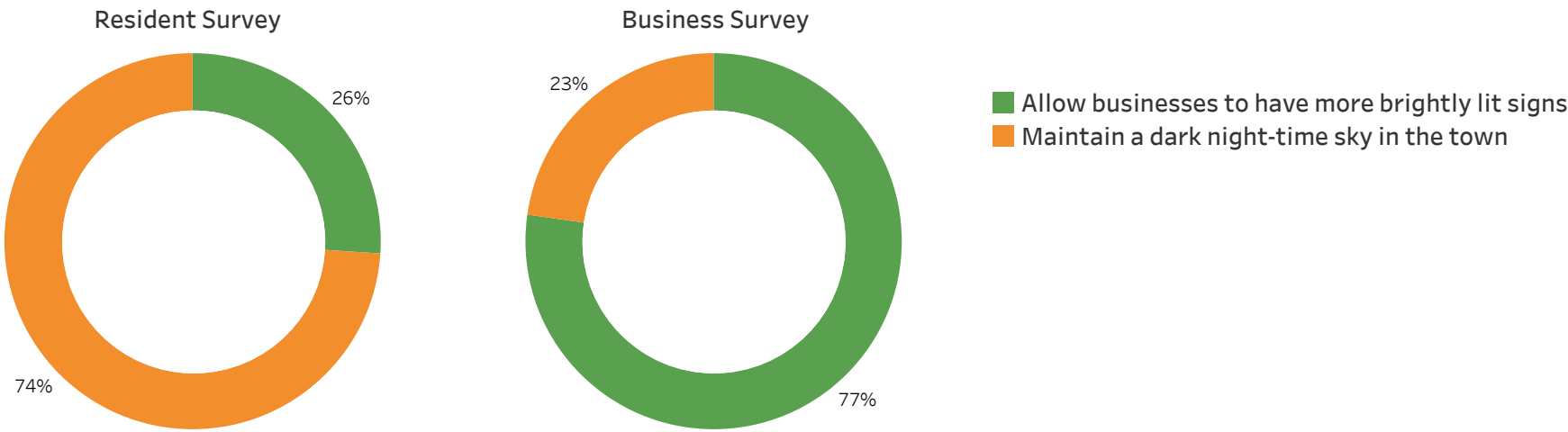


Figure 11: More Important to Allow Businesses to Have More Brightly Lit Signs or Maintain a Dark Night-Time Sky?



General Economic Development

Figure 12: Among Three Most Important Objectives of Economic Development

Residents = Darker Colors, Business-owners = Lighter Colors

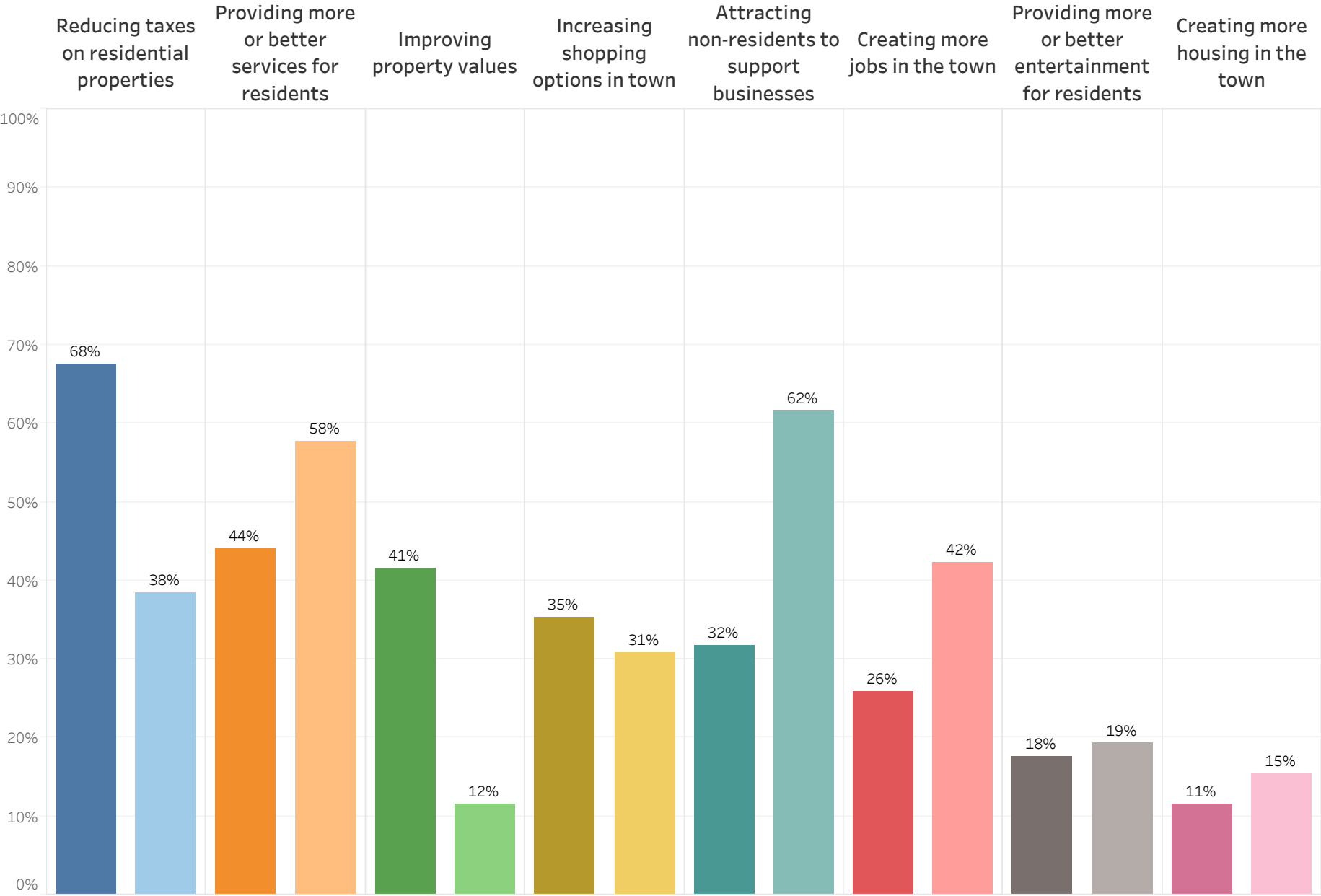


Figure 13: Favorable Opinion of Type of Development

Residents = Darker Colors, Business-owners = Lighter Colors

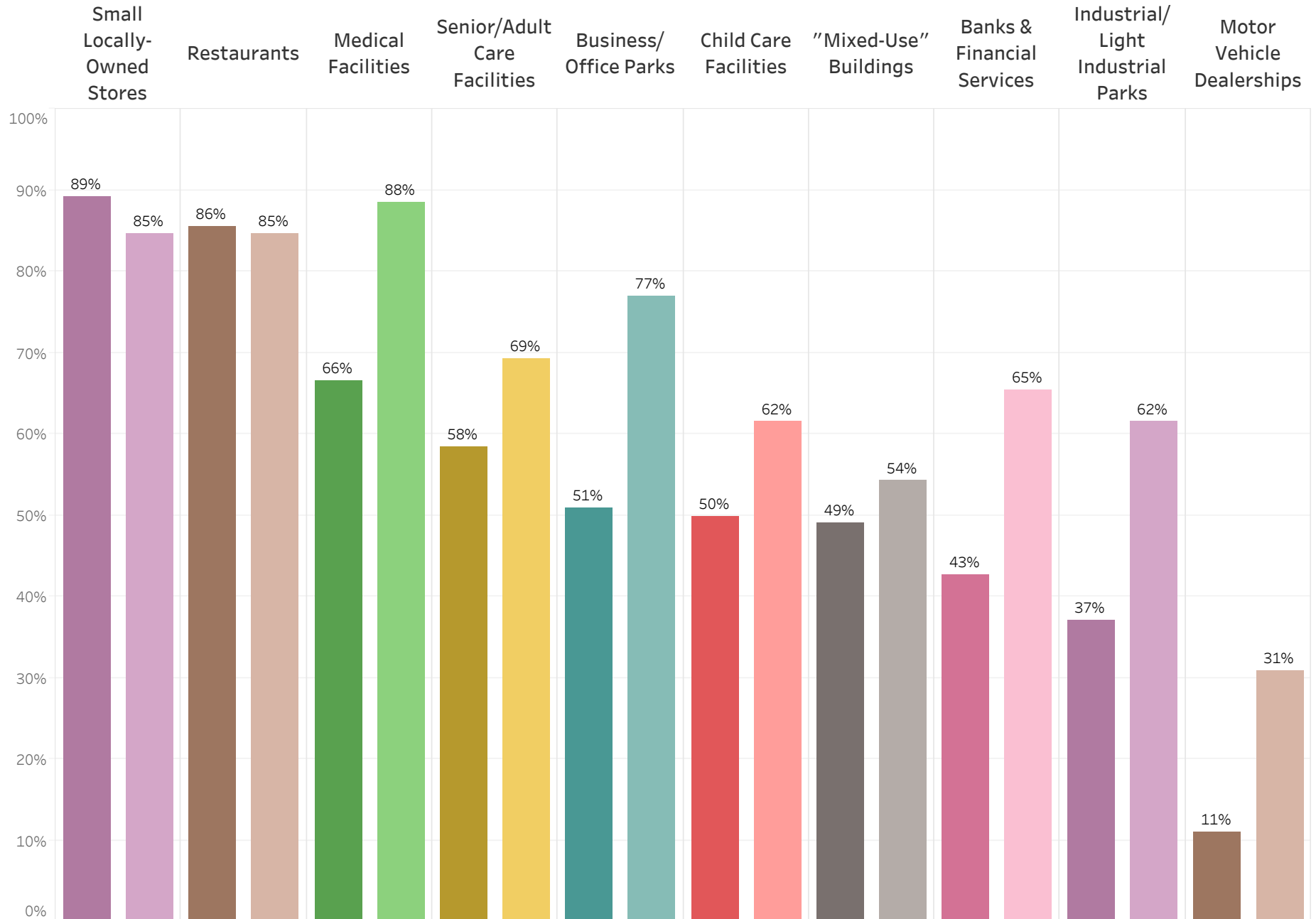


Figure 14: Favor or Oppose Town Allocating Money to Pursue Greater Economic Development

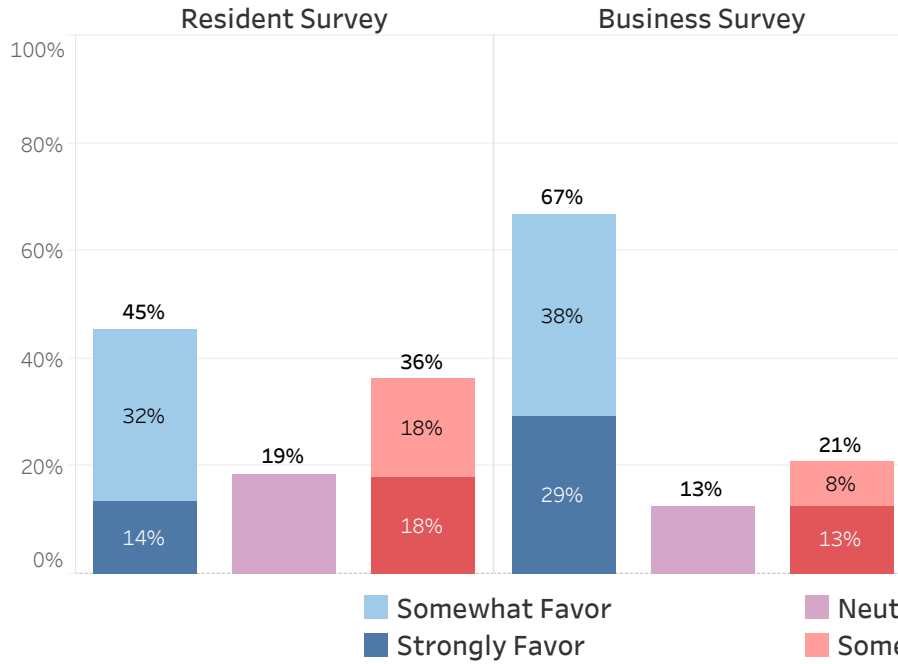


Figure 15: Should Town Contract with Economic Development Expert

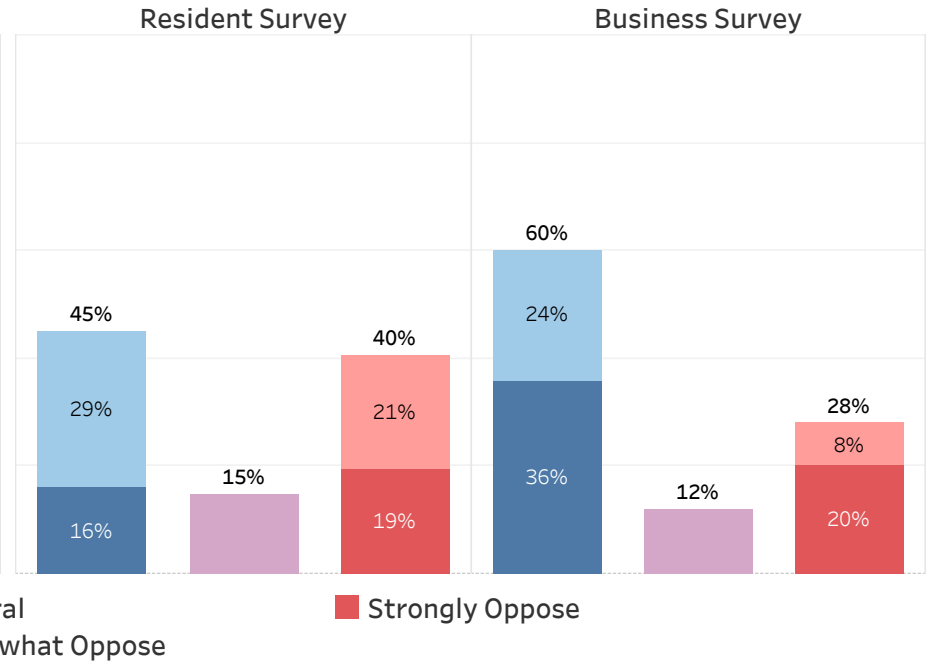


Figure 16: Comes Closest to Opinion on Long-Term Economic Development Priorities

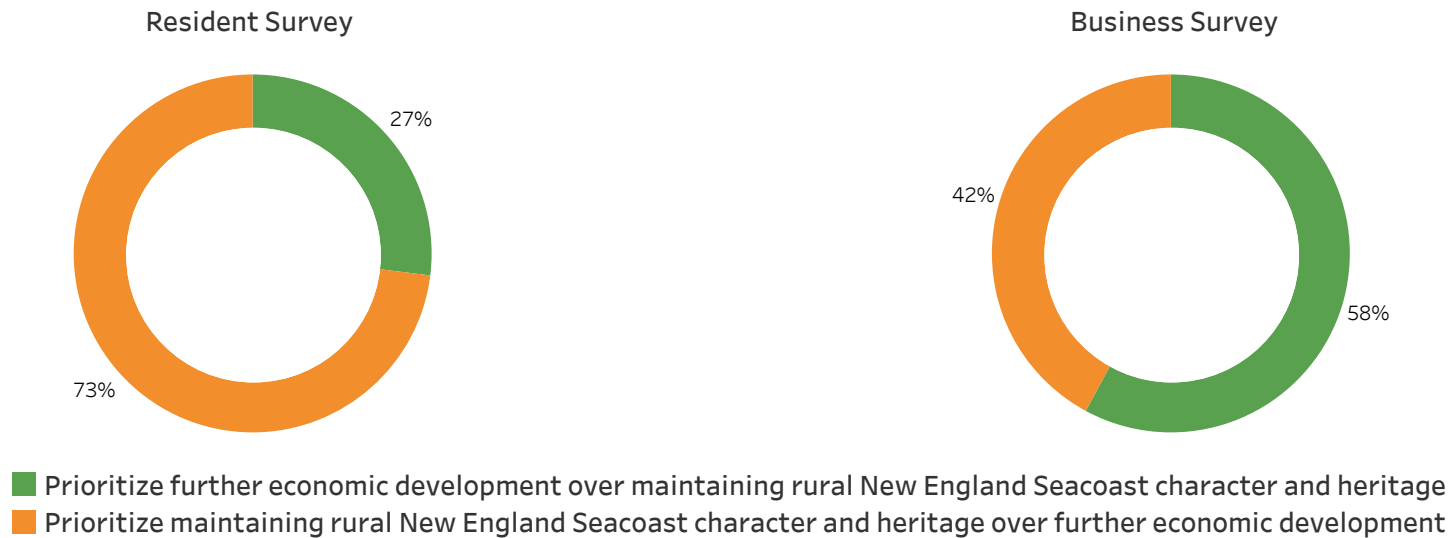


Figure 17a: Most Important Thing the Town Can Do to Become More Attractive to Prospective Business-Owners - Residents

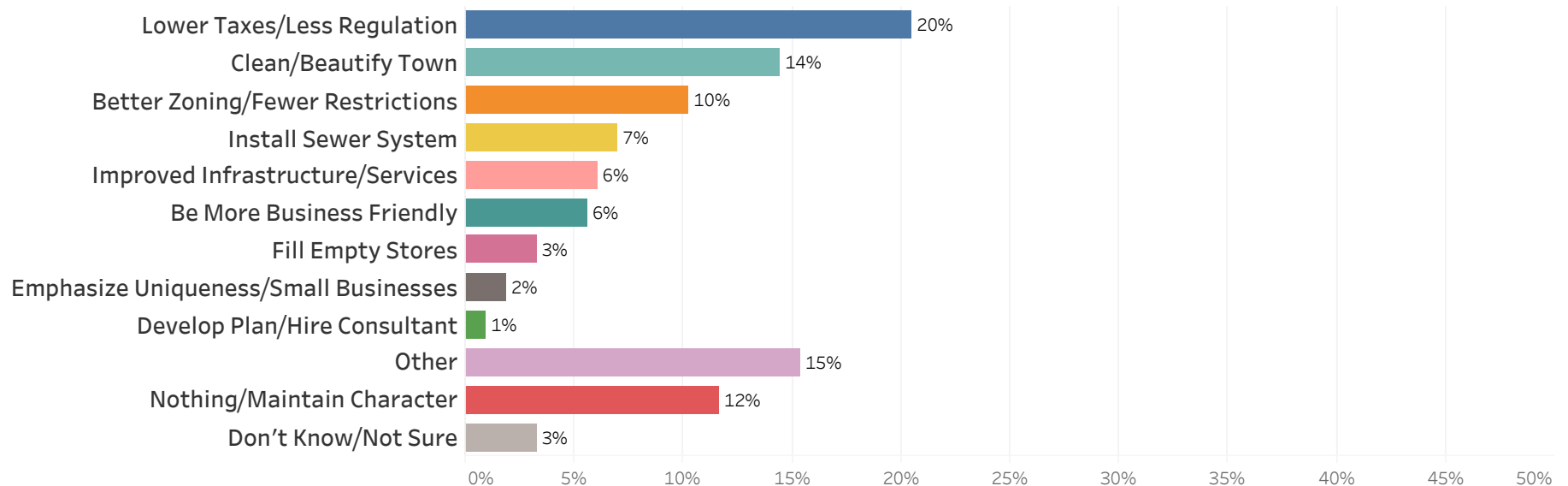


Figure 17b: Most Important Thing the Town Can Do to Become More Attractive to Prospective Business-Owners - Residents - Word Cloud



Recreation

Figure 18: Favor or Oppose the Town Working with Nearby Towns and the State to Pursue New Hampshire Seacoast Greenway Project

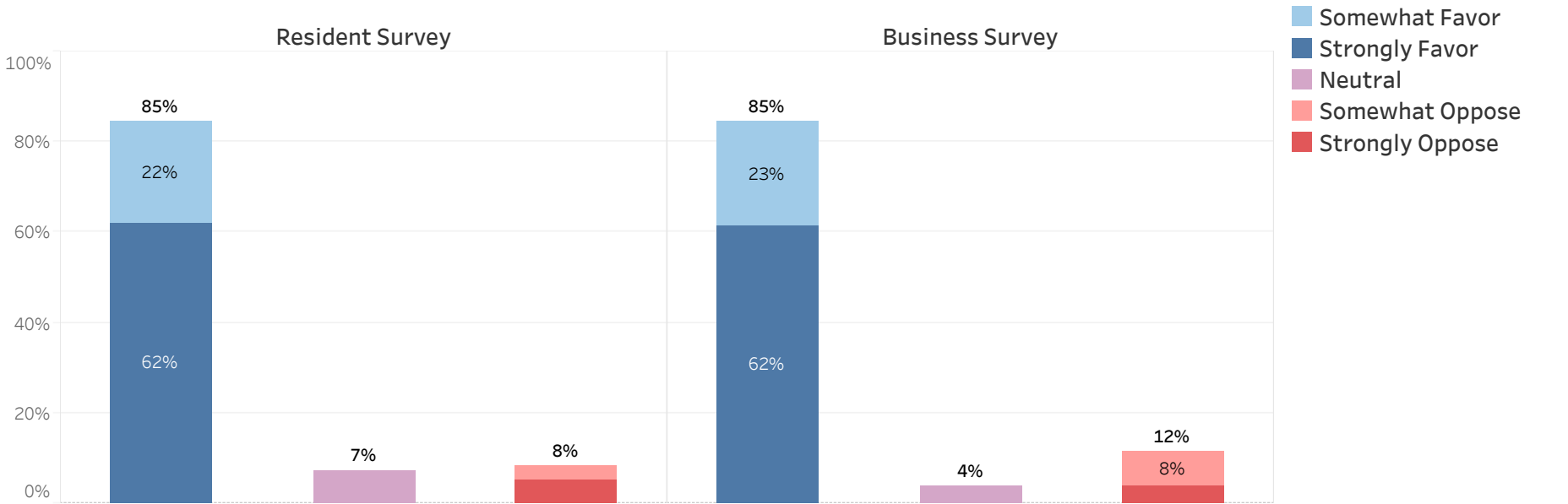
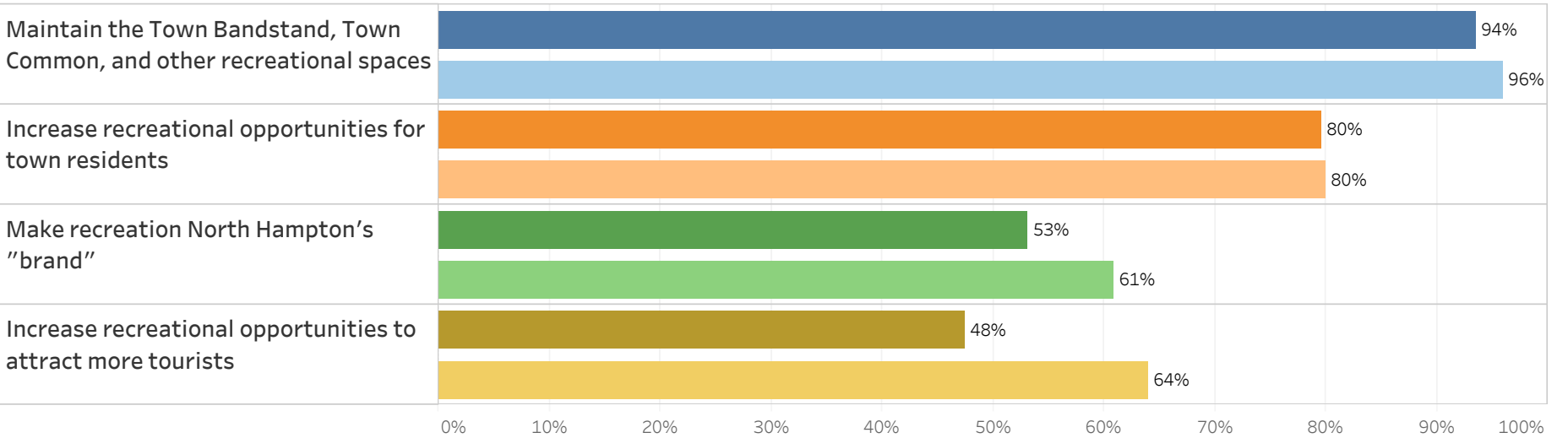


Figure 19: Very or Somewhat Important for the Town to Do the Following
Residents = Darker Colors, Business-owners = Lighter Colors



Quality of Life

Figure 20: Which of the following are important to you about living in North Hampton? (Select all that apply)

Residents = Darker Colors, Business-owners = Lighter Colors

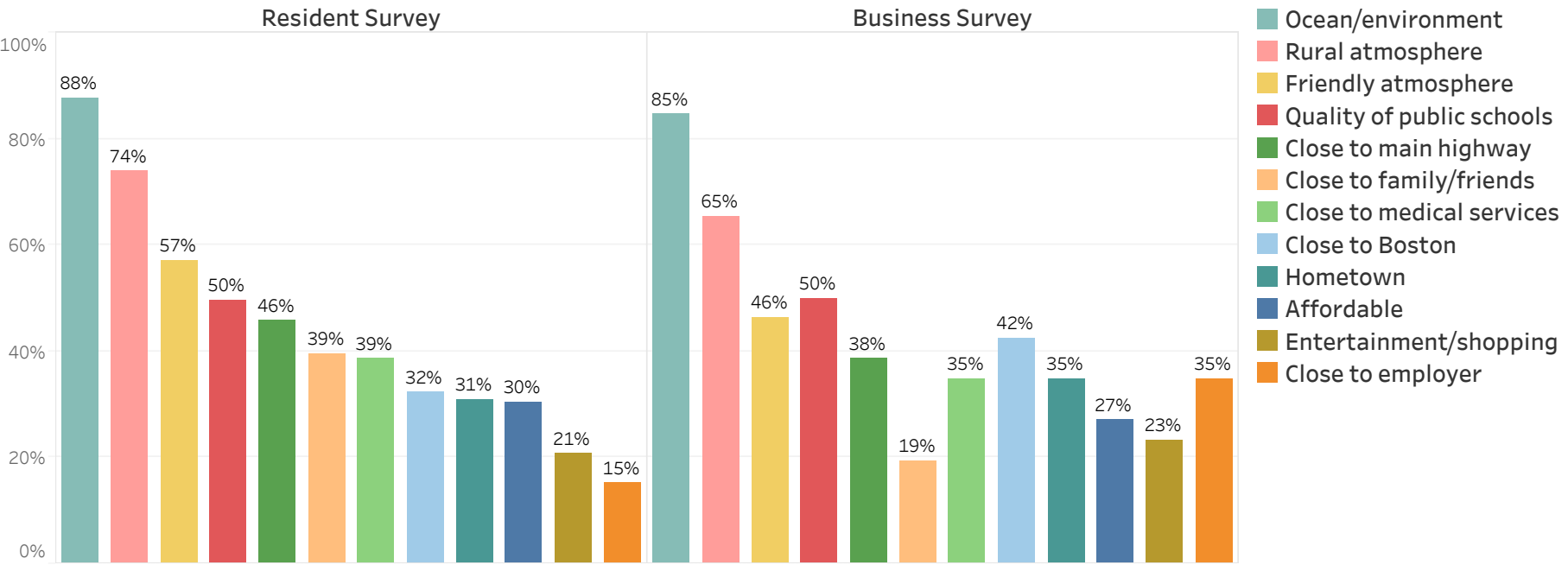
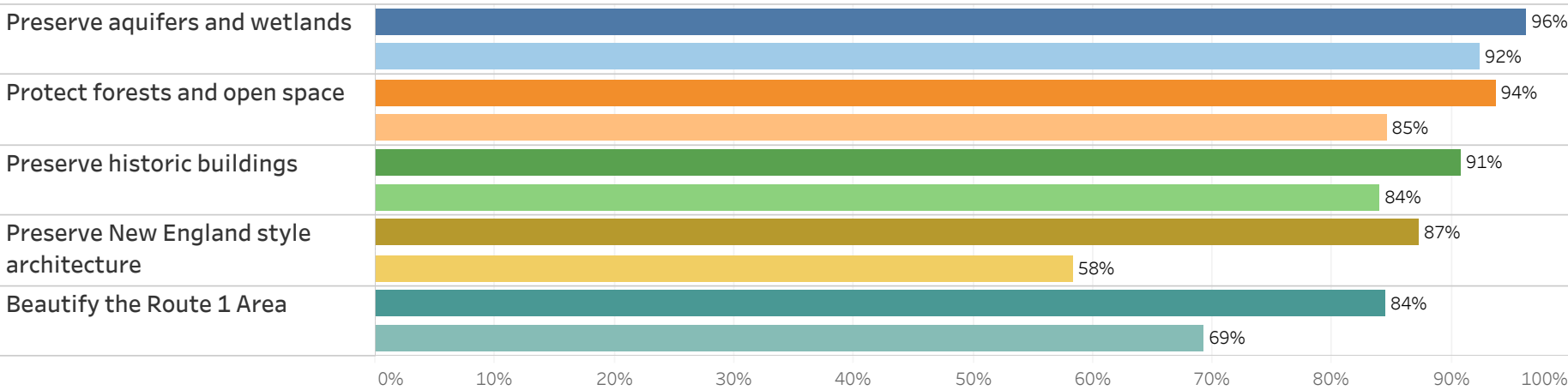


Figure 21: Very Important for Town to Do
Residents = Darker Colors, Business-owners = Lighter Colors



Key Findings

IBR District/Route 1 Area

- Majority of residents favor greater development in the IBR District/Route 1 Area, would like development balanced between commercial/light industrial and residential; majority of business-owners would like nearly all commercial/light industrial development.
- Most residents say it is more important to fill empty storefronts than to develop new areas, but nearly two-thirds of business-owners say they are equally important.
- Fifteen percent of residents favor the Town installing a sewer system in the IBR District/Route 1 Area, half of residents are in favor only if property taxes do not increase, and one-third oppose installing a sewer system. Business-owners are somewhat more likely to be in favor. If a sewer system were installed, only a quarter of residents would favor allowing high density development including apartment buildings to be built in the IBR District/Route 1 Area.

Signage

- Nearly two-thirds of residents say it is very or somewhat easy to spot businesses in town and most prioritize maintaining a dark night-time sky over businesses having more brightly lit signs. Business-owners say it is not easy to spot businesses and prioritize allowing business to have more brightly lit signs.
- A plurality of residents and two-thirds of business-owners would favor allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM.

General Economic Development

- Residents say reducing taxes on residential properties and providing more or better services for residents should be most important objectives of economic development while business-owners prioritize attracting non-residents to support businesses.
- The vast majority of residents and business-owners have a favorable opinion of developing small, locally-owned stores and restaurants while very few would have a favorable opinion of motor vehicle dealerships.
- Residents are divided on the Town allocating money to pursue greater economic budget and hiring an economic development expert.

Recreation

- More than four in five residents and business-owners favor the town working with other towns and the state to pursue the New Hampshire Seacoast Greenway project.
- Strong majorities of residents and business-owners say it is very or somewhat important to maintain the Town Bandstand, Common, and other spaces as well as to increase recreational opportunities for town residents.

Quality of Life

- Residents and business-owners are most likely to say the ocean/environment and the rural atmosphere are important to them about North Hampton. Few say entertainment/shopping or being close to their employer are important.
- Nearly all residents and business-owners say it is very or somewhat important to preserve aquifers and wetlands and protect forests and open space.