



1                                   **TOWN OF NORTH HAMPTON, NEW HAMPSHIRE**  
2                                   **NORTH HAMPTON ECONOMIC DEVELOPMENT COMMITTEE**

3                                   **FEBRUARY 3, 2021    5:00 PM**

4                                   **NORTH HAMPTON TOWN HALL**

5                                   **ZOOM MEETING**

6                                   ***DRAFT MINUTES***  
7

8   EDC MEMBERS PRESENT: Chairman Richard Luff, Vice-Chair/Planning Board Rep Phil Wilson, Heritage  
9   Commission Rep Nancy Monaghan, Glenn Martin, -Business Associate Rep Renee Locke, Jeff Hillier, David  
10   Cicalone

11   EXCUSED: Select Board Rep Larry Miller, Gary Stevens, Jonathan Pinette, Leszek Stachow

12   ALSO PRESENT: Town Administrator Michael Tully  
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14                                   **AGENDA**

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16   Chairman Richard Luff welcomed everyone to the North Hampton Economic Development Committee  
17   Meeting of February 3, 2021 and called the meeting to order at 5:00 pm followed by the Pledge of  
18   Allegiance.  
19

20   **IRONWOOD REVIEW OF FINAL MASTER PLAN DOCUMENT AND DELIVERABLES – Jeff Hyland**  
21

22   Jeff Hyland said he focused on three different goals: (1) to provide a Village District Master Plan; (2)  
23   provide a comprehensive overview of the corridor geared toward potential future funding opportunities  
24   and working with NH DOT; (3) encourage more investment in the Village District from private property  
25   owners and developers. The Economic Development Vision Statement includes elements to achieve,  
26   project goals, and objectives to develop a comprehensive Village District Master Plan, that reflects desires  
27   of residents and stakeholders, to define a clear Village District identity, promote as a destination, provide  
28   opportunities for diverse businesses, and motivate property owners and developers to invest in high  
29   quality development.  
30

31   An existing-conditions analysis of the project area talks about the corridor, architecture, and current land  
32   uses in the district; opportunities analysis with potential locations for gateways; heart of the district has  
33   the most potential for investment and enhancement. From a pedestrian standpoint the Village District  
34   area is quite walkable from the intersection of Atlantic Avenue and Lafayette Road. Three public outreach

35 meetings were held: one with property owners, one with business owners/operators, and the last with  
36 residents and property owners. Mr. Hiller asked what the significant changes are to this over the past 2  
37 months, and Mr. Hyland said no significant changes, just putting everything together in one  
38 comprehensive document.

39  
40 Mr. Hyland said they reviewed current zoning and what might be some appropriate changes in the Zoning  
41 Ordinance to help facilitate the changes being suggested, including a quick summary of current zoning  
42 recommendations. The Route 1 Corridor is under the jurisdiction of NH DOT, and there is private property  
43 within the Village District; NH DOT is obligated to follow context-sensitive solutions in proposing any  
44 changes and the Town of North Hampton has a lot of sway. Need to clearly define what people would like  
45 to see and how the corridor should evolve over time, and this document is a valuable part of grant funding.

46  
47 Mr. Hyland said the building blocks of the corridor related to improvements such as walkability with  
48 sidewalks, street treatments and enhancements, creating a raised median with possible street lighting  
49 and trees, reduce stormwater, and traffic calming to help define an identity for the Village District.  
50 Worthwhile to have a discussion with NH DOT about intersection improvements and a potential  
51 roundabout at Route 1/Hobbs Road.

52  
53 Mr. Hyland reviewed development concepts which defined existing parcels of land in the corridor today  
54 and rated which were most advantageous and valuable for development; three potential locations were  
55 identified for development. Vice-Chair Wilson asked if Mr. Hyland reviewed the architectural standards  
56 listed for North Hampton; Mr. Hyland said he had and said it is a question of whether you want a  
57 traditional zoning approach where you have architectural guidelines which could be more fine-tuned. Mr.  
58 Wilson said you are really suggesting form-based zoning. Mr. Hyland said it is something they might want  
59 to explore as it defines what you want to see as an end-product with a more predictable outcome.

60  
61 Mr. Hyland reviewed development Concepts A, B, and C in more detail, and said Concept C is the largest  
62 with the most potential, with some wetlands in the back corner needing more study. A signature  
63 architecture building on the corner of Atlantic and Route 1 will create prominence and identity of the  
64 Village District; can provide density with a sizeable open space component in a high-value area.

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66 Mr. Hyland said next steps are to build on the zoning analysis conducted through the Village District  
67 Master Plan, perform a development analysis including a TIF District evaluation, provide opportunities in  
68 the Village District to regional developers, use the Village District Master Plan to start a discussion with  
69 NH DOT and Rockingham Planning Commission (RPC), and consider all available funding sources; may host  
70 a working group on preferred architectural styles for the Village District which could evolve into a technical  
71 review committee which would be helpful to the Planning Board.

72  
73 Questions: Ms. Monaghan said she is very concerned that there is not a word in this report, or throughout  
74 the months of preparation, about the Town Survey upon which the Village Center was conceived; the  
75 results of the Survey are very different from what is being proposing here. Mr. Hyland said some of the  
76 feedback through this effort did vary; Ms. Monaghan said what is provided here is pretty much a roadmap  
77 for dense development on Route 1 which is not what residents want.

78

79 Mr. Wilson said he agrees with Ms. Monaghan's assessment of the situation though his concern is  
80 different. He said the charge of Ironwood was to create a plan for an organic development of North  
81 Hampton that retains the characteristics of North Hampton from consistent Town surveys. He felt that  
82 instead Mr. Hyland has taken his vision of what contemporary quasi-urban development is and imposed  
83 that on the plan for North Hampton; he said he was disappointed and felt the analysis and study done by  
84 Ironwood was flawed in many ways.

85  
86 Ms. Monaghan said there are some really good things in the study like pedestrian walkways, changing  
87 lights and access paths that do reflect what residents want, but dense residential development is not. Mr.  
88 Wilson added that the plan for the beautification of the Route 1 Corridor were excellent. Mr. Hillier said  
89 he essentially agrees and feels the plan should have gone further and looked at the value of dreaming  
90 what could be. He thanked Mr. Hyland for his tremendous amount of work and for helping to get a vision  
91 of the future.

92  
93 Mr. Martin said he felt Mr. Hyland presented several valid points of what is needed to have actual  
94 Economic Development go on, and said it is not all about what everyone wishes they can have. He said  
95 residents want to maintain the rural character of North Hampton, but Route 1 no longer has rural  
96 character. Mixed-use allows us to move forward with obtaining more housing, with maybe 20 apartments  
97 scattered throughout all the zoning. He said the biggest thing he is taking out of the Ironwood report is if  
98 we want any kind of economic development, we need to go forward with a mixed-use concept on parcels  
99 and changing our Zoning Ordinances.

100  
101 Mr. Wilson said his concern about that is that developers said they cannot afford to put affordable housing  
102 in mixed use and meet profit margins, and affordable housing requirements need to be balanced. Mr.  
103 Ciccalone said adding affordable housing will then alter the Town's overall proportion; it is only stipulated  
104 on new developments and they can work with the Planning Board Sub-Committee. He said the overall  
105 density displayed in the presentation is greater than what was discussed by the EDC and the community,  
106 and he felt it was not there from an infrastructure standpoint though it may be more feasible on a smaller  
107 scale.

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109 Chairman Luff said one of the major deliverables they needed out of this was a picture that would be  
110 easily identified by anyone in this town that created a vision for North Hampton. He said the picture should  
111 be pulled back, businesses identified, and show what the potential could be on both sides of Route 1  
112 looking south. He said as far as scale, they did not ask Ironwood to specifically provide detail on the  
113 number of units but asked that a picture be created based on desires, etc., that can be economically  
114 feasible for enticing property owners to take off on this type of development.

115  
116 Chairman Luff said it is still in the purview of everyone in the Town, the Planning Board, Select Board, and  
117 residents to fine tune that. It should be a clear picture of the changes like parking in rear of buildings,  
118 walkability, open green space along Route 1, and corridor entry way changes which has been done. He  
119 said this picture is a start and the nuances need to be figured out. He said they need to get together quickly  
120 to decide what they are going to do and where they are going with this. He said there is a lot of value  
121 here, but they have to balance and make compromises.

122

123 Ms. Monaghan said she agreed that nothing is insurmountable, but that they need to decide whether they  
124 will do what residents want or not. She said the closer they get to what they want, the more successful  
125 this will be. Mr. Hillier said the responsibility of the EDC is to somehow get this to the Select Board and let  
126 them decide the logistics and mechanics of where it goes from here. Chairman Luff felt they had not yet  
127 reached a consensus as a Committee which they feel they can stand by. Mr. Hiller said he was not sure  
128 they needed a consensus as the world has changed a lot in the last 2 years.

129  
130 Mr. Wilson said they do not have to come to a consensus about the whole report, just use the work  
131 Ironwood provided on how to characterize a Village Center by beautifying Route 1. He said the suggestions  
132 are excellent and they should pursue work with DOT, and RPC work should start immediately as a way to  
133 start filling empty storefronts and make the place more attractive to businesses of all kinds. He said any  
134 changes to the Zoning Ordinance will start with the Planning Board. (Legislative Policy Committee for Land  
135 Use Planning) and make recommendations to the legislative body to decide.

136  
137 Mr. Hyland said in closing that it is important for EDC to work out the details, and said it is very difficult  
138 using private property to come up with viable solutions. He said his presentation shows renditions and  
139 possible scenarios and are not set in stone. He said he had to make realistic development scenarios, and  
140 these are not meant to be final products. He said the path to do improvements in the corridor is relatively  
141 easy, and said he also tried to strike a balance between financial viability and economic development.

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143 **ANY OTHER ITEM THAT MAY LEGALLY COME BEFORE THE COMMITTEE – PERIOD OF PUBLIC COMMENT**

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145 **Next Meeting:** The next Economic Development Committee Meeting is scheduled for Tuesday, February  
146 9, 2021 at 5:00 pm.

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148 **ADJOURNMENT**

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150 Chairman Luff adjourned the meeting at 6:14 pm.

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152 Respectfully submitted,

153 Patricia Denmark, Recording Secretary