



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

3                                   **AUGUST 07, 2019     5:00 PM**

4                                   **NORTH HAMPTON TOWN HALL**

5                                   ***DRAFT MINUTES***

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8   EDC MEMBERS PRESENT: Chairman Richard Luff, Vice-Chair Jeff Hillier, Jonathan Pinette, Glenn Martin,  
9   Select Board Rep Kathleen Kilgore, Heritage Commission Rep Nancy Monaghan, Planning Board Rep Phillip  
10  E. Wilson, Renee Locke, Gary Stevens, Leszek Stachow, David Ciccalone

11  
12  ALSO PRESENT: Town Administrator Bryan Kaenrath  
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14                                   **AGENDA**

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16  Chairman Richard Luff called the August 7, 2019 Economic Development Committee Meeting to order at  
17  5:04 pm, followed by the Pledge of Allegiance.

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19  **IRONWOOD PROJECT PRESENTATION – Jeff Hyland**  
20

21  Mr. Jeff Hyland, of Ironwood Design Group, said his team visited the project area and did an initial  
22  opportunities and constraints analysis of the Village District, considering the classic New England  
23  landscape they all wanted to preserve. He said based on his reading of the Town’s Master Plan it was clear  
24  that North Hampton wanted to retain the residential/agricultural landscape balanced with commercial.

25  
26  Mr. Hyland said along the Route 1 corridor there were commercial enterprises that looked residential in  
27  style and properties with metal structures without a lot of curb appeal. At the major intersection of  
28  Atlantic Avenue and Lafayette Road was an Irving Gas Station and a mall on the left with a lot of empty  
29  storefronts. On the other side was a State liquor Store and an empty Mobile Gas Station along with some  
30  undeveloped land. After that there was a mix of used-car dealerships, service stations, an office building,  
31  and more metal structures, followed by a strip mall with a variety of commercial uses. Moving east on  
32  Atlantic Avenue there was a Rite Aid on the left, a residence on the right, and a municipal complex with  
33  the Rail Trail to the right.

34  
35  Mr. Hyland showed an aerial view of the Village District project area and said the multi-use path, part of  
36  the East Coast Greenway, had the potential for bringing people and money to the community. He said at

37 the top was the focus area where most of the redevelopment would potentially occur. He said there was  
38 a mix of building types, building architectures, and building placement with a lot of low-value metal  
39 buildings, some relatively old structures, and also some attractive buildings in the corridor. He said they  
40 needed a way to identify the Village District and needed some continuity in the District to achieve some  
41 of their goals.

42  
43 Mr. Hyland said the red dashed line on the map represented an opportunity to promote more pedestrian  
44 activity, possibly extending bicycle use to coincide with the East Coast Greenway. He said the area was  
45 very vehicle-centric with no sidewalks and to create a village character they would need sidewalks,  
46 gathering spaces, and green spaces in combination with commercial use. He said they needed something  
47 to attract people to the Village District area, and said it was becoming popular to create destination  
48 shopping experiences.

49  
50 Mr. Hyland said the area is part of the DOT Corridor Study, updated in 2011 with elements and changes  
51 being proposed. He said DOT proposed to eliminate the Hobbs Road intersection with Lafayette and move  
52 it farther to the north. He said it was important for the community to get their desires down on paper in  
53 writing, so when DOT comes to make improvements they have a planning initiative showing what the  
54 desires of the community are. He stated that NH DOT follows a context-sensitive solution process which  
55 means they are somewhat mandated to listen to a community.

56  
57 Mr. Hyland said NH DOT would be cleaning up the intersection of Atlantic Avenue and Lafayette Road  
58 adding sidewalks on both sides. He said the map showed the sidewalks right up to the curb, but he usually  
59 promoted using an 8-foot wide strip of grass for a better walking situation for pedestrians. Selectwoman  
60 Kilgore asked if they were proposing crosswalks, and Mr. Hyland said they were proposing four (4).

61  
62 Mr. Hyland said at the Home Depot intersection DOT was proposing to dead-end the street coming in at  
63 an acute angle to Lafayette and to carry a road through by the Post Office. Mr. Stachow said in an earlier  
64 discussion, they had talked about connecting both sides of the road so there was not a barrier, and it  
65 appeared the barrier was retained in the DOT's concept. Mr. Hyland said DOT was concerned with volume  
66 in the corridor and getting traffic through as quickly as possible with the least amount of backup at the  
67 signals, rather than aesthetics or promoting pedestrian crossings, and were widening the road as well. He  
68 said the changes were not set in stone.

69  
70 Mr. Wilson said he recalled that the plan was to widen Route 1 to 5 lanes from Hampton to north of  
71 Atlantic Avenue and also increase the speed limit, which was antithetical to what the Town was trying to  
72 do and reduced the likelihood of someone stopping in North Hampton. Mr. Stachow said he had observed  
73 there is often a lot of backup at the Hobbs Road intersection from people trying to get across that road to  
74 move toward Portsmouth, and felt that minimizing that would be highly desirable for safety.

75  
76 Mr. Hyland said they were going to try to work some improvements to the DOT recommendations into  
77 the Village District project, and try to find some common ground with the Town's goals and objectives in  
78 trying to create a more human scale commercial development. He said they might look at different types  
79 of intersections like a roundabout, which would slow down traffic speeds entering the Village District, and  
80 also create signature element with an attractive traffic management feature. He said there may be some  
81 tweaks to the planning and zoning that comes out of the process to achieve their end goal.

82

83 Mr. Hyland said the objective in the Town's Master Plan to continue commercial development along the  
84 Route 1 Corridor and strengthen the municipal complex as a Town Center was a great idea. He said the  
85 relationship between their Town Center and their Commercial Zone should start to blend together. He  
86 said as they move forward into the Master Planning process they would be looking at trying to balance  
87 existing buildings, infill potential and redevelopment.

88

89 Mr. Hyland said they would be working with property owners to try to find opportunities to enhance or  
90 redevelop. He talked about infill development mixing building styles and architectures and potentially  
91 looking at mixed uses. He said the next step would be gathering community sentiments and said he had  
92 sent out a public participation plan with possible next steps and dates. He said tonight was basically the  
93 kickoff meeting, and he stressed the importance of getting feedback from the different property owners  
94 on what they see as limiting factors, challenges, and hurdles, and to make them aware of this project.

95

96 Mr. Hyland said he was proposing the Key Stakeholders' Meeting as the first initiative after tonight, and  
97 six days later holding a Visioning Workshop for the general public. He said he would then reconvene with  
98 the Economic Development Committee for discussion, look for any consistency between comments  
99 heard, and would then have a consensus on how to proceed. He said at that point they would start the  
100 development of preliminary concepts for the corridor to be presented sometime in December, get the  
101 Committee's comments, and revise the Master Plan with illustrations by end of the year. He said based  
102 on their regular meetings on the first Wednesday of every month they could hold public engagement on  
103 Thursday and Friday afternoons. He said he had provided a large window for the invitations, and Chairman  
104 Luff said Mr. Martin was working on the inventory.

105

106 Mr. Hyland said initially they needed every property in the Village District identified and probably even  
107 the businesses in each property or just key businesses. Ms. Monaghan asked about out-of-town  
108 businesses, and Mr. Martin said only 10% of owners lived in North Hampton and said there was also a  
109 Business Associate part of it. Mr. Hyland said it was an important step to get property owners involved  
110 and they could also be advocates for the Town along the way.

111

112 Chairman Luff opened the discussion for questions. Mr. Hyland said any feedback Committee members  
113 could provide for tonight would be appreciated. Mr. Stevens said the key focus should be the stakeholders  
114 first and then they could refine the area a little bit more. Ms. Monaghan asked Mr. Hyland if he had  
115 reviewed the Town Survey done by this Committee showing what the citizens want, and said that was  
116 really the foundation of what they were trying to do here. Mr. Hyland said he had that information.

117

118 Colleen Lake of Stratham said their community went through this a few years ago and were now redoing  
119 their Master Plan. She said they had found it helpful to go out and look for grant money, and they asked  
120 for \$25,000/year in their budget and they found 20% matching money for \$100,000 over 4 years. She said  
121 getting money in the budget in small pieces was really helpful. She stated that Mr. Hyland did a beautiful  
122 development in their Town Center and in Greenland, and said they could not be in better hands.

123

124 Mr. Stachow said they had talked about trying to give the Village District a heart, and one way to do that  
125 would be to have more of an internal road. He said in the area to the south, one of their thoughts was to  
126 have a road to link that area with the next plaza so people would not have to cross Lafayette Road. Mr.

127 Hyland said secondary circulation was a great idea which would help businesses, get people where they  
128 need to go faster, and pull vehicles off of Route 1.

129  
130 Mr. Hyland said for Stratham they did a Master Plan for the Gateway District that included secondary and  
131 tertiary roads as part of the Commercial Business District. He said they have also been able to use that  
132 Master Plan as a leveraging tool to get the businesses to do some of the infrastructure work. He said for  
133 grants, the key is having a planning vision down on paper, and said there was a NH DOT Transportation  
134 Alternatives Fund for general enhancements to roadway infrastructure. He said usually the Town made  
135 the application for the grants, along with key letters of support, spearheaded by the Town Manager.

136  
137 Ms. Lake said she was the Chairman of the Town Center Revitalization Committee in Stratham, and said  
138 the committee is usually responsible for pulling the group together to do it, then it goes to the town, then  
139 to zoning and to planning and Selectmen who all need to sign off on it. She said a committee could apply  
140 for a lighting grant or a construction grant, and recommended a sub-committee should be formed to go  
141 through all the steps. She said it was a long process to get all the signoffs and eventually had to be voted  
142 in by the citizens.

143  
144 Ms. Locke asked Ms. Lake what she thought was the most effective thing their committee did to get the  
145 stakeholders to a meeting. Ms. Lake said they had to work to get landowners to show up, meet with  
146 abutters, town businesses, and Conservation and had meetings every week. She said it is a wonderful  
147 thing to bring to your community but involves a lot of hard work. She said you have to start with a plan,  
148 fix the plan, and adjust the plan along the way.

149  
150 Mr. Stachow asked why the list of Committee members was not complete. He said he felt offended, and  
151 not only was he not on the list but did not even get notification of the July 10<sup>th</sup> meeting or an agenda. It  
152 appeared the list of names was taken from the most recent minutes.

153  
154 Mr. Hyland asked the Committee how they felt about the public outreach plan, and asked if finishing by  
155 January 8, 2020 was agreeable. Chairman Luff said the Committee probably needed to sit down and have  
156 time to discuss this, and felt the September 20<sup>th</sup> date might be a bit ambitious to notify all the parties on  
157 the property list. Selectwoman Kilgore asked why November was not listed on the schedule and Mr.  
158 Hyland said the period where they were developing the draft Master Plan needed a fairly large amount of  
159 time. He said after the October 2<sup>nd</sup> meeting they hoped to have the green light to move forward.

160  
161 **APPROVAL OF MINUTES FROM PRIOR MEETINGS**

162  
163 Mr. Stachow said he wanted to make an observation that the minutes from the June 5<sup>th</sup> and July 10<sup>th</sup>  
164 meetings were wonderful and hoped they would continue in this order. He said whoever is doing them is  
165 doing an excellent job. Mr. Pinette agreed, and said Patricia Denmark was doing a very good job.

166  
167 **Approval of the EDC Meeting Minutes of June 5, 2019**

168  
169 **Motion:** To approve the EDC Meeting Minutes of June 5, 2019.

170 **Motioned:** Mr. Pinette

171 **Seconded:** Mr. Stachow

172 **Vote:** Motion approved by a vote of 11-0

173

174 **Approval of the EDC Meeting Minutes of July 10, 2019**

175

176 Corrections/changes: Chairman Luff made a correction to line 134, second line of the second paragraph  
177 on page 4, and the sentence was ended after “how to staff these businesses.” Mr. Martin questioned the  
178 last sentence on line 169, and Mr. Wilson reworded it to: “the cost of living was even an issue for  
179 employees.”

180

181 **Motion:** To approve the EDC Meeting Minutes of July 10, 2019 as amended above.

182 **Motioned:** Mr. Wilson

183 **Seconded:** Mr. Martin

184 **Vote:** Motion approved 10-0, with 1 objection\*

185 *\* Mr. Stachow declined to approve the minutes because he was not notified, given a copy of the minutes,*  
186 *or informed about the meeting, and asked that a methodology be put in place to prevent this happening*  
187 *in the future.*

188

189 **FISHBONE DIAGRAM AND OUTLINE – Discussion on Revisions**

190

191 Chairman Luff asked if they should postpone the discussion of the Fishbone Diagram at this point. Mr.  
192 Wilson said there was not much to discuss and that he had just added the four (4) tasks of the Ironwood  
193 project which were fully elaborated on by Mr. Hyland at tonight’s meeting.

194

195 Vice-Chair Hillier suggested that with all the turnover on the EDC Committee over the past two months it  
196 would be helpful for each of them to have a list of all current members. Mr. Stachow asked if the  
197 Committee had any Rules & Procedures they could get a copy of. Selectwoman Kilgore said they needed  
198 to discuss that at the next meeting and she would forward the file.

199

200 **Any other Item that May Legally come before the Committee**

201

202 Mr. Wilson said at the last meeting there was some discussion about partnering in some way as a  
203 Committee with the Hampton Chamber and sharing expenses for someone to promote filling the  
204 storefronts with Hampton and Seabrook. He said he did not think that was a good idea and it might not  
205 be consistent with what they were trying to do. Selectwoman Kilgore said she would like to make that an  
206 agenda item for a future meeting and have Town Administrator Bryan Kaenrath come in and explain the  
207 whole concept before they decide to recommend it or not as a Committee.

208

209 Town Administrator Kaenrath explained it was a concept from the Hampton Chamber of Commerce and  
210 the Chairman, John Nyhan, to hire a regional Economic Development person, and said he could also invite  
211 Mr. Nyhan to come in and brief the Committee. Selectwoman Kilgore said it would be helpful to know the  
212 real concept. Chairman Luff said there were then two (2) ideas, to work with the Hampton Chamber or do  
213 the work in-house. Ms. Monaghan asked about the idea of having a consultant paid for by the Town for  
214 the next year to only work on storefronts.

215

Economic Development Committee Meeting  
August 7, 2019

216 Vice-Chair Hiller said this month's issue of Business New Hampshire magazine was filled with charts  
217 showing where North Hampton stands in terms of all the communities in New Hampshire. Selectwoman  
218 Kilgore said members could also subscribe for email notification from New Hampshire Business Review.  
219

220 Ms. Monaghan suggested that because they have so many new members, it might be time to hold another  
221 informational Workshop on a Saturday morning to get everyone up to speed. Selectwoman Kilgore  
222 recommended they request the meeting be recorded. Mr. Martin said he preferred extending a regular  
223 meeting to hold the workshop. Mr. Wilson said they should make this an agenda item for the next meeting  
224 as it needed more discussion.

225

226 **Next Meeting:** The next regular Economic Development Committee Meeting is scheduled for Wednesday,  
227 September 4, 2019 at 5:00 pm.

228

229 **Adjournment**

230

231 Mr. Wilson made a motion to adjourn the meeting, and Chairman Luff adjourned the meeting at 6:34 pm.

232

233 Respectfully submitted,

234 Patricia Denmark, Recording Secretary