

North Hampton Village District Master Plan

North Hampton Economic Development Committee
Draft Master Plan Review
September 2, 2020



North Hampton Village District Master Plan

- Economic Development Committee
 - David Ciccalone Citizen Member
 - Jeff Hillier Vice Chair, Citizen Member
 - Richard Luff Chair, Citizen Member
 - Renee Locke Citizen Member, NHBA
 - Glenn Martin Citizen Member
 - Larry Miller, Select Board Representative
 - Nancy Monaghan Member Rep., Heritage Commission
 - Jonathan Pinette Citizen Member
 - Les Stachow Citizen Member
 - Gary Stevens Citizen Member, NHBA
 - Phil Wilson Member Rep., Planning Board
- Ironwood Design Group Consultant Team
 - Jeffrey Hyland, PLA, ASLA
 - Donna Jensen

 - Elizabeth Durfee, AICP
EF Design & Planning

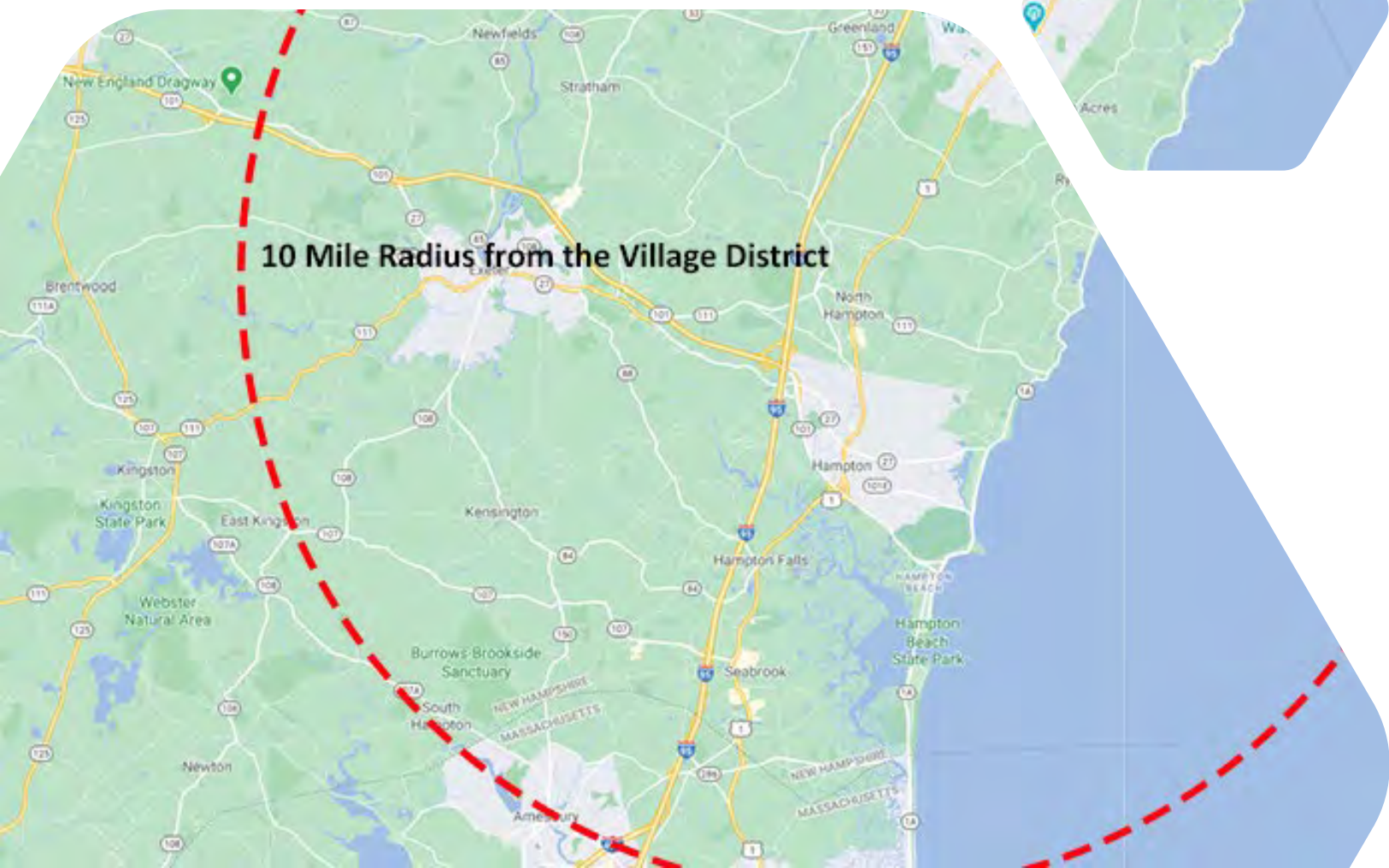
Village Master Plan Process



EDC 2018 Vision Statement

North Hampton's Village Center will provide an environment that:

1. Effectively manages access among and between developed properties
2. Is more aesthetically pleasing with functional landscaping for residents and visitors
3. Offers safe and efficient travel options for pedestrians and motorists
4. Supports commercial success of locally oriented businesses
5. Attracts destination businesses offering goods and services as desired by residents and attractive to visitors



Seacoast Region

- Village District appeal extends beyond North Hampton
- Route 1 in North Hampton services local, commuter, and seasonal travel
- Route 1 averages 16,000 vehicles/day
- Traffic seen as a positive and negative from outreach meeting participants.
- Traffic volume impacts DOT project prioritization.

Route 1 Corridor Vision

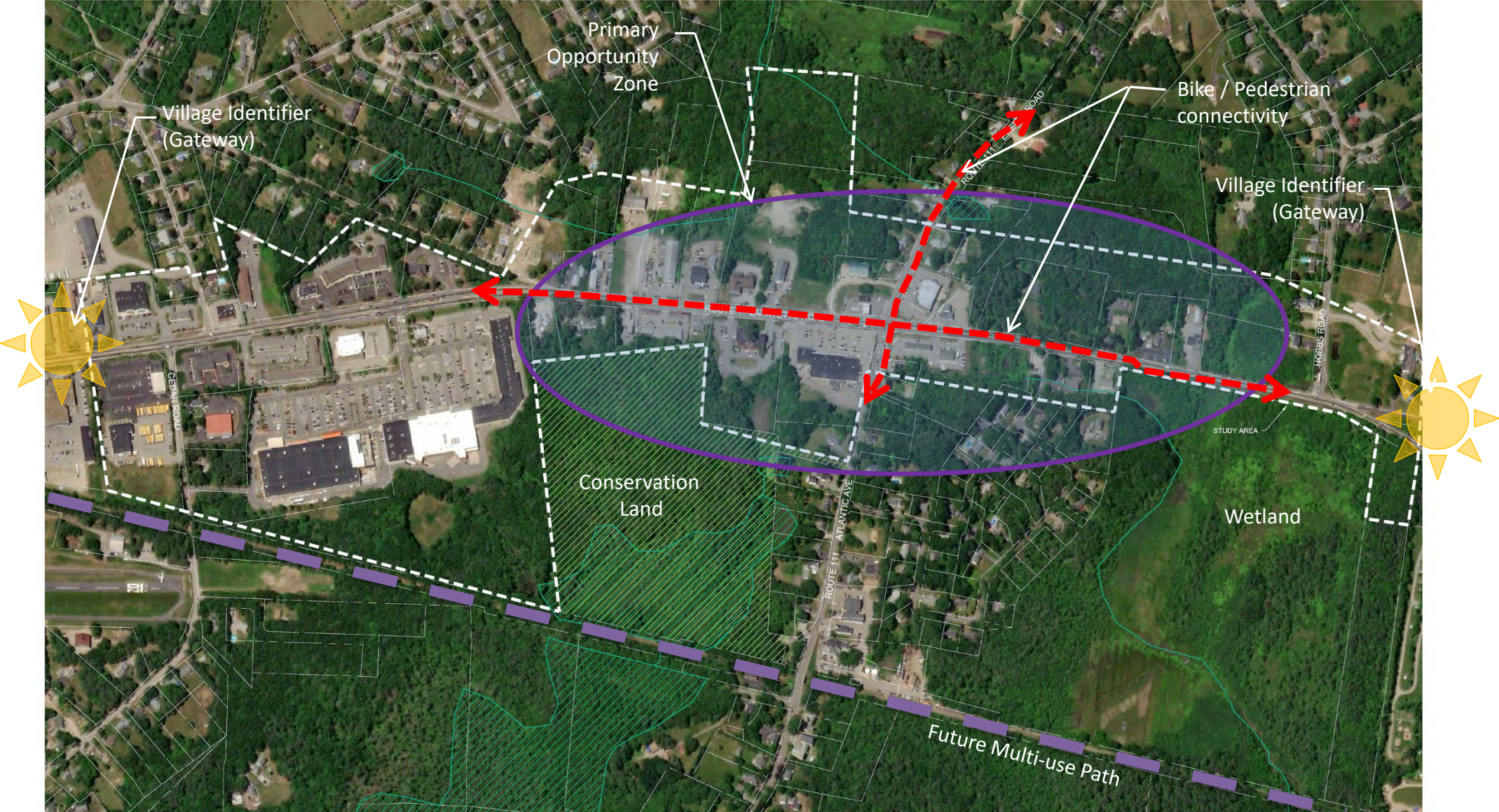


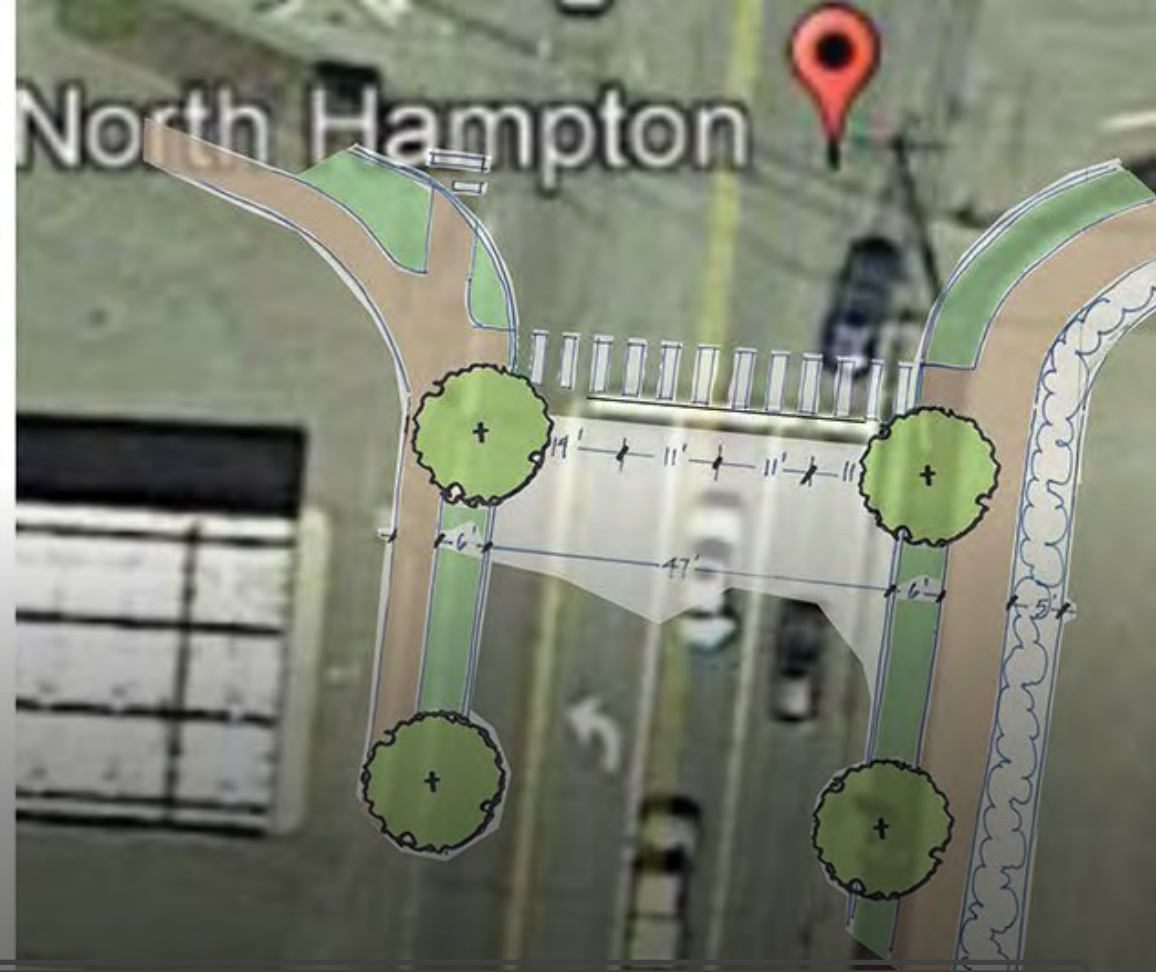
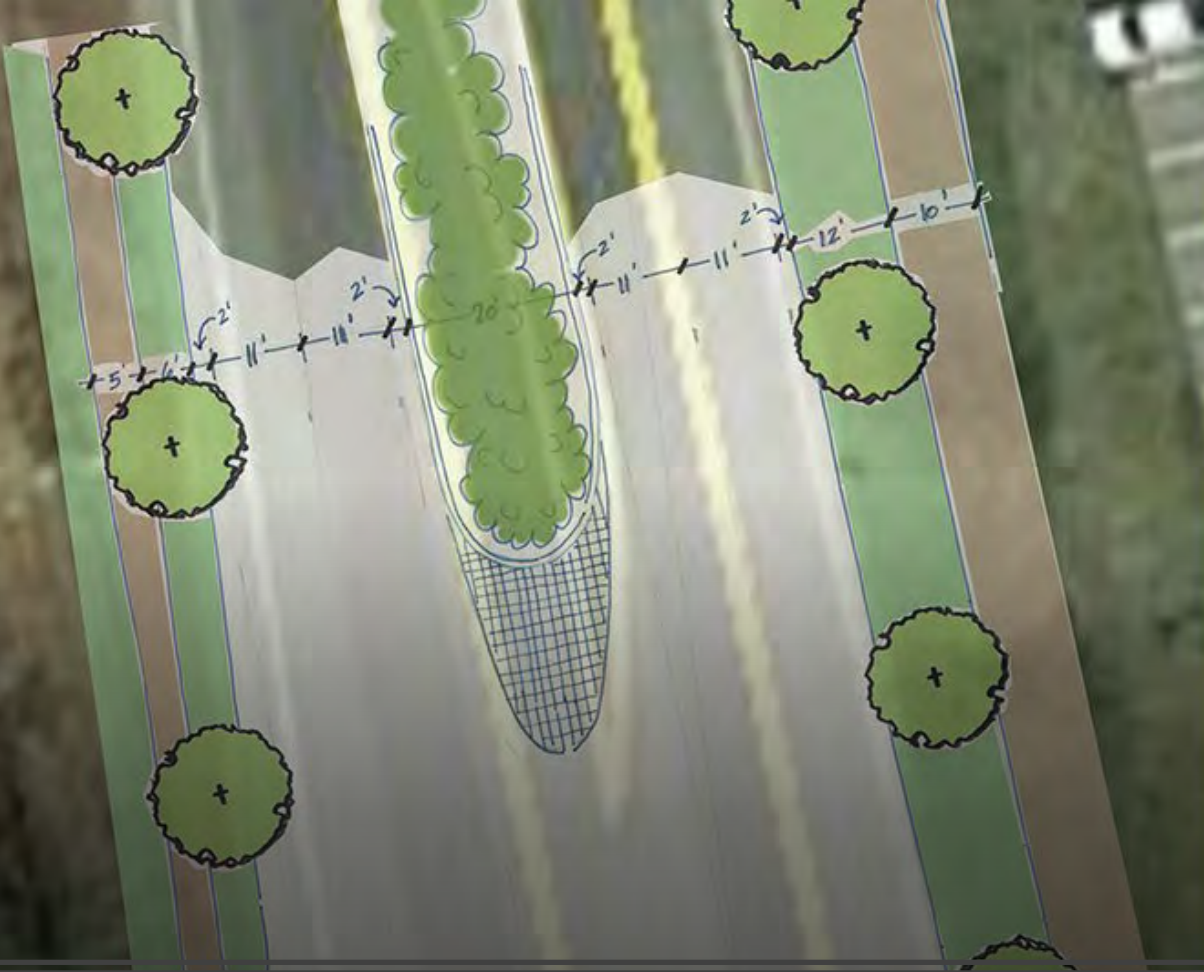
**ROUTE 1
AND THE
VILLAGE DISTRICT**

NHDOT (2011 Rt 1 Corridor Study)

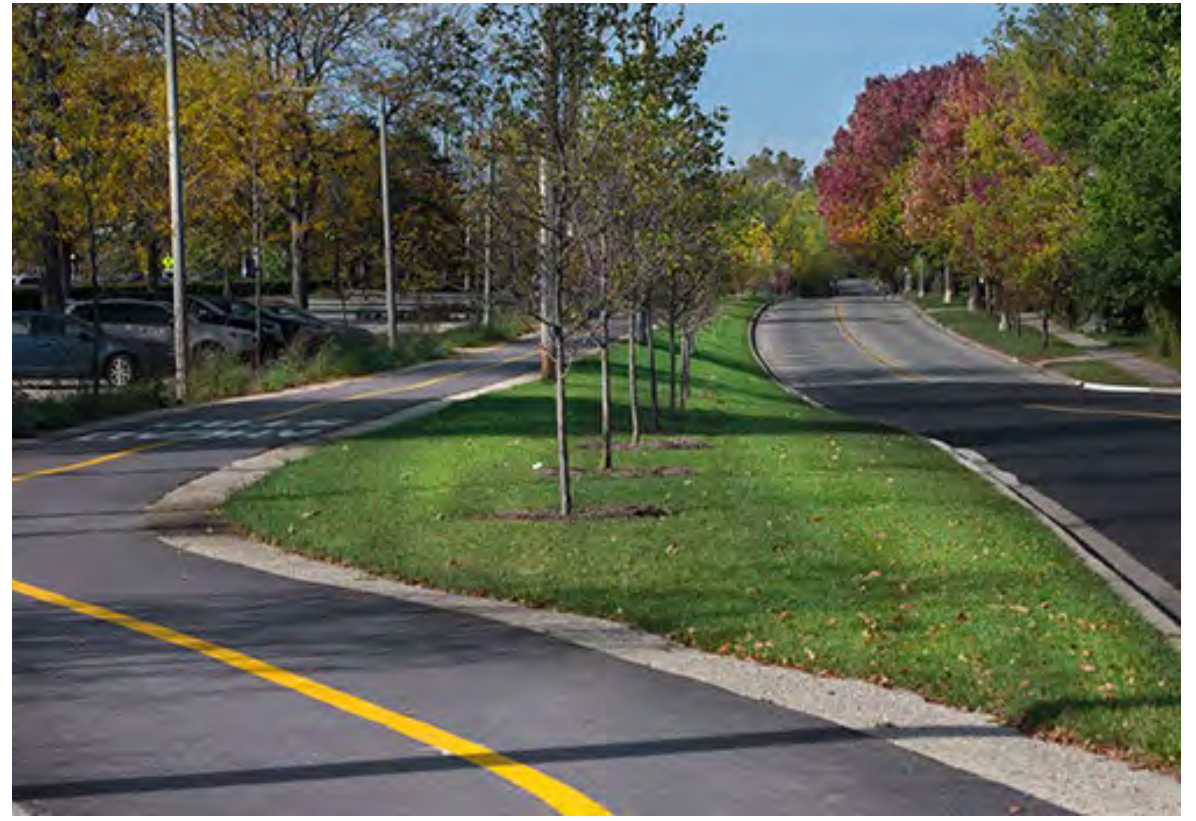


Opportunities and Constraints





Median – Path Concepts

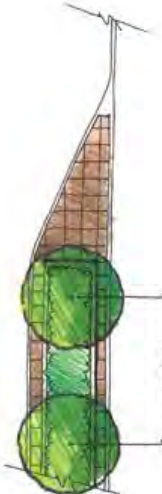
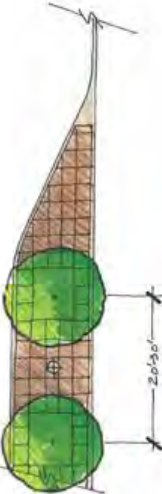
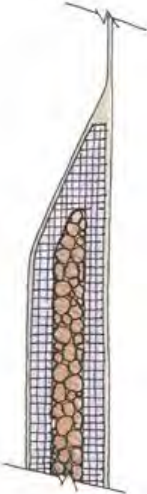


Separated Road – Multi Use Path

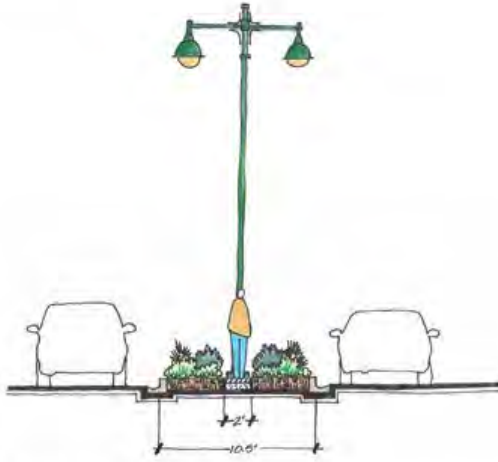


Median – Road – Path

Median Concepts



Concept A



Concept B



Concept C



Concept D

ROUNDBABOUT



PROS:

1. CALMS TRAFFIC FROM ALL DIRECTIONS
2. BEAUTIFIES THE INTERSECTION
3. SAFE PEDESTRIAN CROSSINGS

Gateway Elements



Gateway Element Examples

Village District Master Planning Process



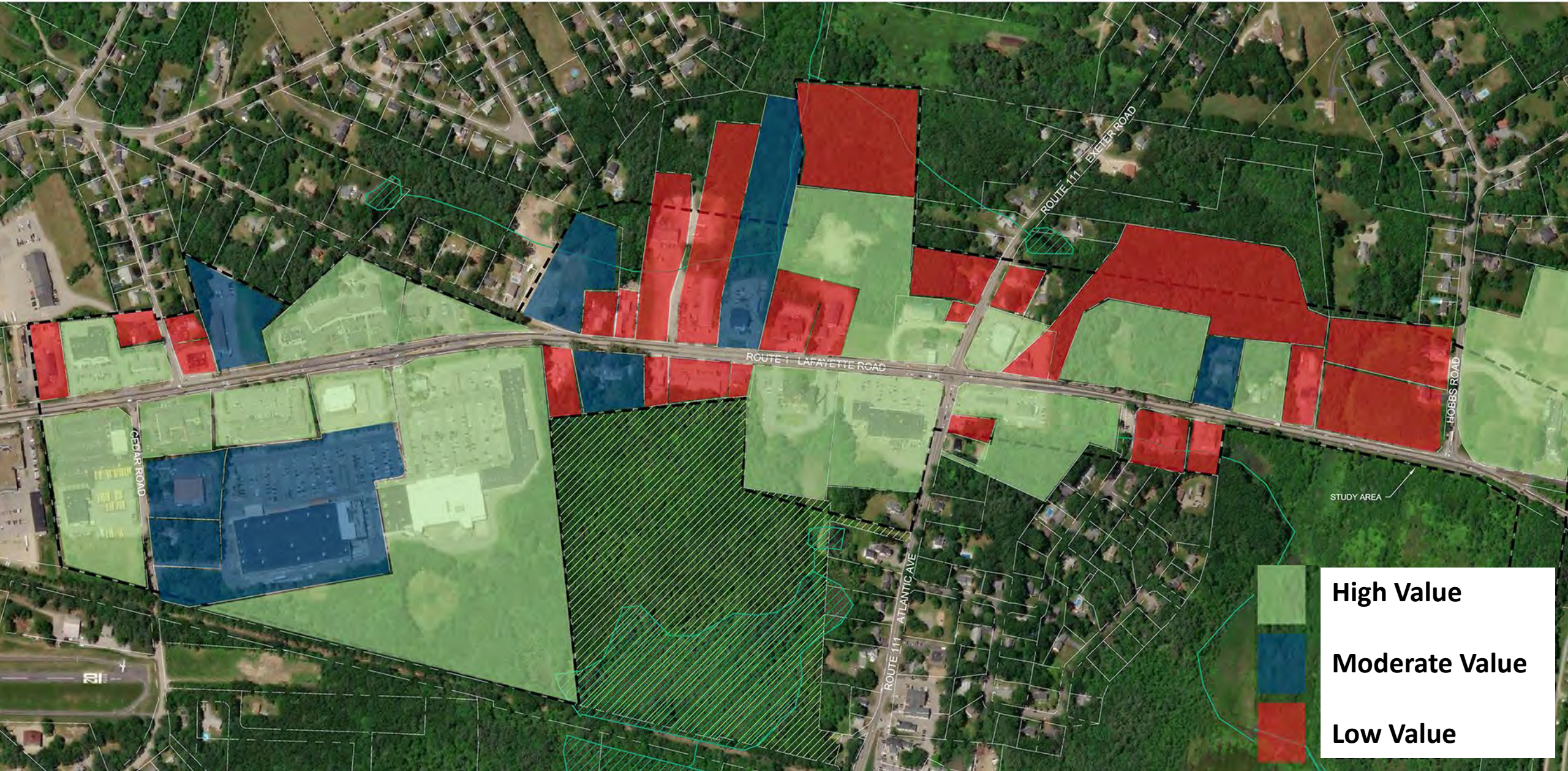
**RE-IMAGINE
PRIVATE
DEVELOPMENT
OFF
ROUTE 1**



Study of Successful Communities

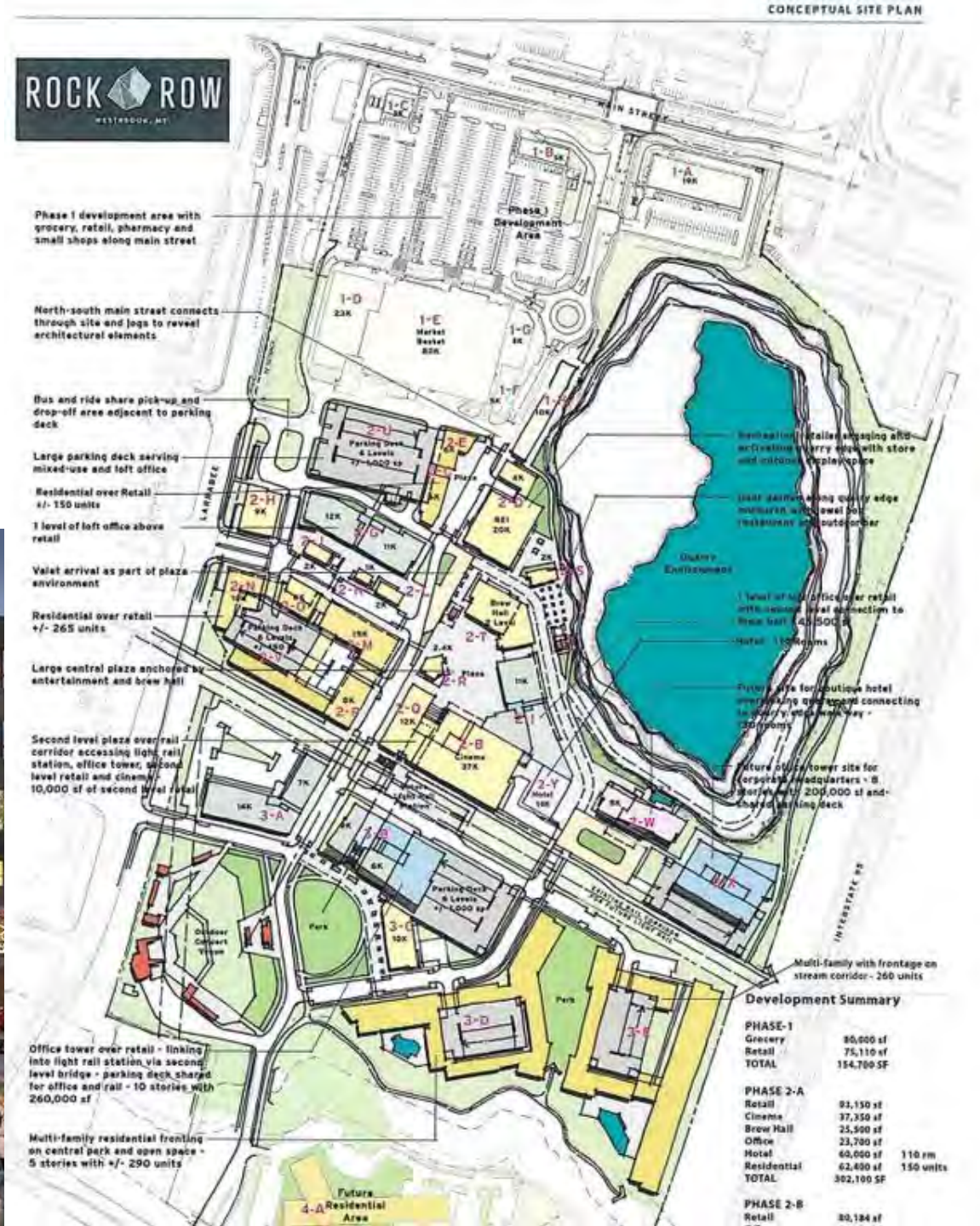
- In creating master planning concepts, we examined communities with similar economic goals and objectives as North Hampton
 - During outreach, these community examples were discussed in the context of project “visioning” efforts
 - Placemaking, creating “cache”, vibrancy, sense of place
 - Creating a notable destination
- Identified features from other communities that resonated with outreach meeting participants
- Identified development trends

Property Desirability for Redevelopment



Rock Row Westbrook, ME

- 450,000 sf retail space
- 25,000 sf restaurant space
- 750 Residential Units
- 300,000 sf class A office space
- 100,000 sf medical office
- 26ac recreation space





A NEW DESTINATION

NESTLED BETWEEN IT ALL

THE COMMONS SITE

- RETAIL / 100K SQ FT
- APARTMENTS / 150 UNITS
- RESTAURANTS / 8 SPOTS
- BREWERY / 1 BUILDING



**MARKET
AND MAIN**
BEDFORD • NH

BY THE NUMBERS

\$120 million 
Project cost/new community investment

 **1,700**
New jobs

up to **\$740K** 
New annual tax revenue

nearly 
\$700,000
One-time impact fees to town

11 
screen
Regal Cinema


200
Luxury residences


65,500^{s/f}
Retail shopping and indoor/outdoor dining


90
Hotel rooms

 **Tree-lined streetscapes**
with deep sidewalks





Cochecho Waterfront
Dover, NH



Housing Recommendations

Recommendation 1

Encourage the availability of diverse housing opportunities for all citizens of the region. Work toward growth in housing to match growth in employment, and advocate for the allowance of a balance of housing styles, densities, and a distribution of prices that are affordable to a range of income levels.

Recommendation 2

Develop programs to educate the public about the economic effects of local regulations and the importance and value of adequate affordable housing for a sustainable economy.

Recommendation 3

Encourage communities to consider areas of town suited for mixed-use and incorporate land use ordinances and regulations that will allow this. The concepts included in these ordinances would include allowances for higher densities, more diverse permitted uses, reduced setbacks, etc.

Recommendation 4

Encourage the construction of single family homes and multi-family dwellings which are energy efficient in their design and use construction materials that are energy efficient in their design.

Recommendation 5

Encourage municipalities to consider expanding existing water and sewer service areas. Encourage communities without such systems to consider constructing them. Alternatively, municipalities should consider allowing community water or septic systems in appropriate areas of town. These are small systems, often development-based and maintained by an association of homeowners that allow the project developer to realize a diminished land development cost thereby enabling the construction of affordable units.

Recommendation 6

Balance the need for additional housing development with the need to preserve open space and identify and protect green belts, wildlife habitats and other linkages with existing open space and conservation lands.

Recommendation 7

Provide visual examples of a range of alternative, affordable housing developments, highlighting quality architecture, design and integration into the community.

Recommendation 8

Promote the development of infill housing and, where appropriately sited, the redevelopment of brownfield sites for residential and supporting land uses.

Recommendation 9

Collaborate with not-for-profit housing organizations, government agencies, developers and builders in pursuing options and solutions for meeting the housing needs of the region.

Recommendation 10

Promote the development of mixed-income multi-family housing at appropriate locations along major corridors and near employment centers.

Recommendation 11

Encourage communities to use incentive programs such as low income or historic preservation tax credits to support the development of workforce housing.

Recommendation 12

Encourage the creation of residential use of downtown second and third story spaces above commercial.

Recommendation 13

Evaluate the potential for zoning ordinance models that support the preservation or replacement of affordable housing affected by redevelopment.

Recommendation 14

Work with larger communities and the New Hampshire Housing Finance Authority to help preserve affordability in existing subsidized rental housing by monitoring the expiration of subsidy commitments and income or rent limitations in the developments.

Recommendation 15

Encourage and facilitate the use of Community Development Block Grant (CDBG) and other funds to rehabilitate and improve housing stock serving low to moderate income homeowners and renters.

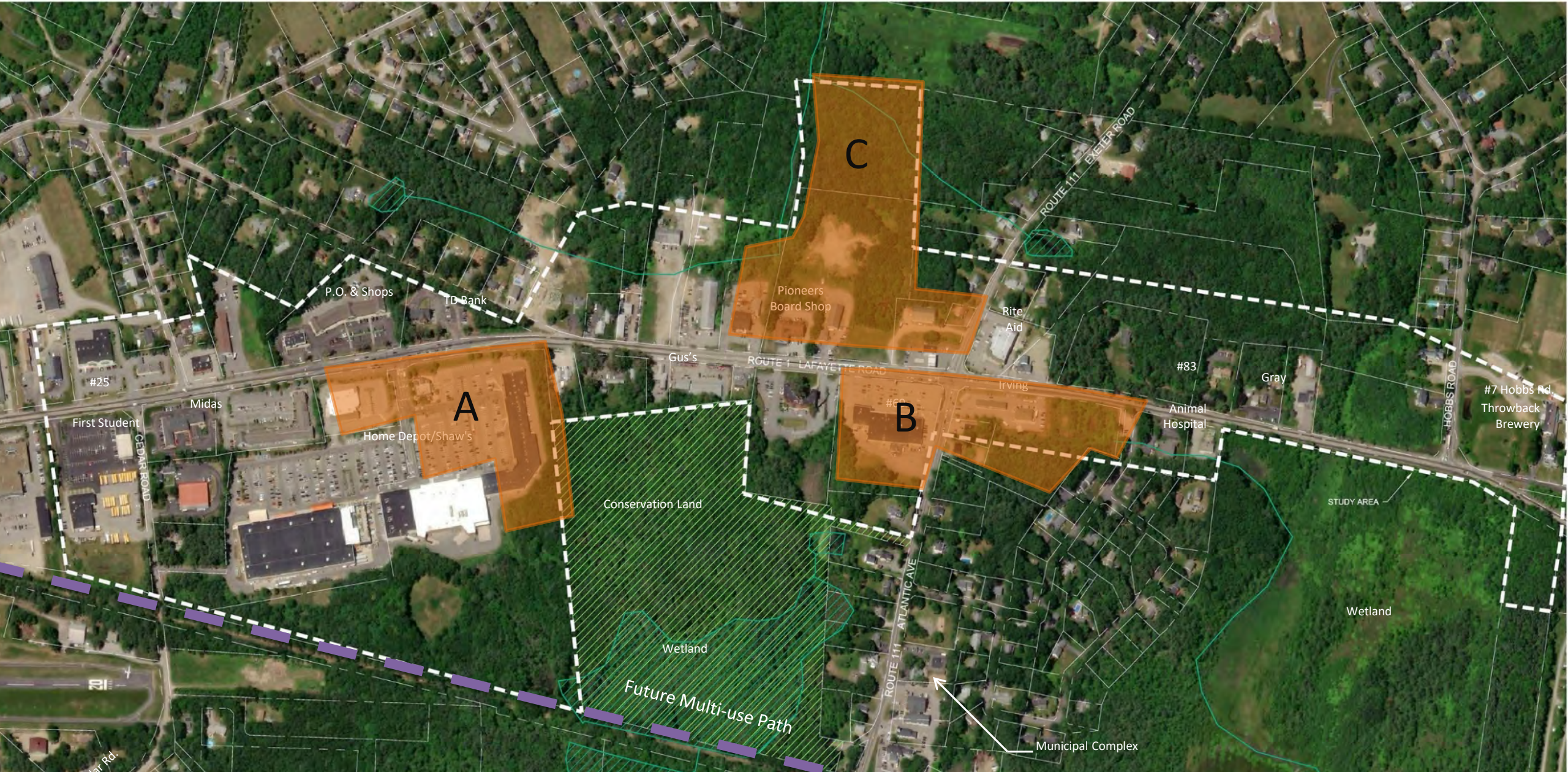
Recommendation 16

Assist communities in evaluating their compliance with state statutes regarding workforce housing and continue to maintain and update the regional housing needs assessment per RSA 36:47 II.

Recommendation 17

Encourage and support the Pease Development Authority to consider amending its land use plan to allow mixed residential use in appropriate locations.

Development Concepts

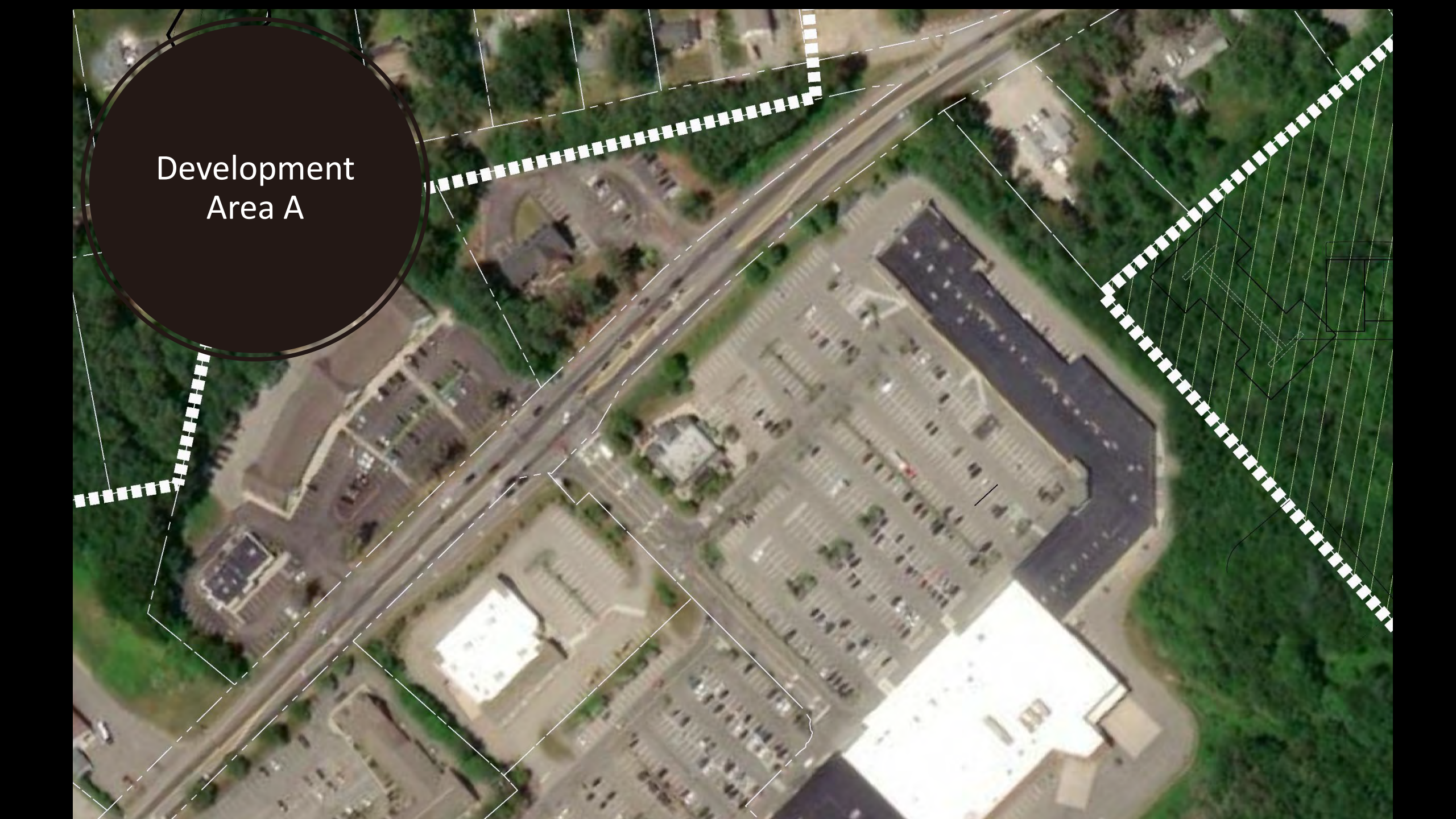




Assumptions

- Zoning will be revised to ensure desired development and building “forms” are realized
 - Clear and consistent zoning regulations and process encourage investment
- Public sewer would be helpful but not required to support master plan vision for Village District
- In master planning, these underutilized locations are available for development and redevelopment properties
 - Lot sizes don’t meet minimum standards

Development
Area A



Development
Concept A

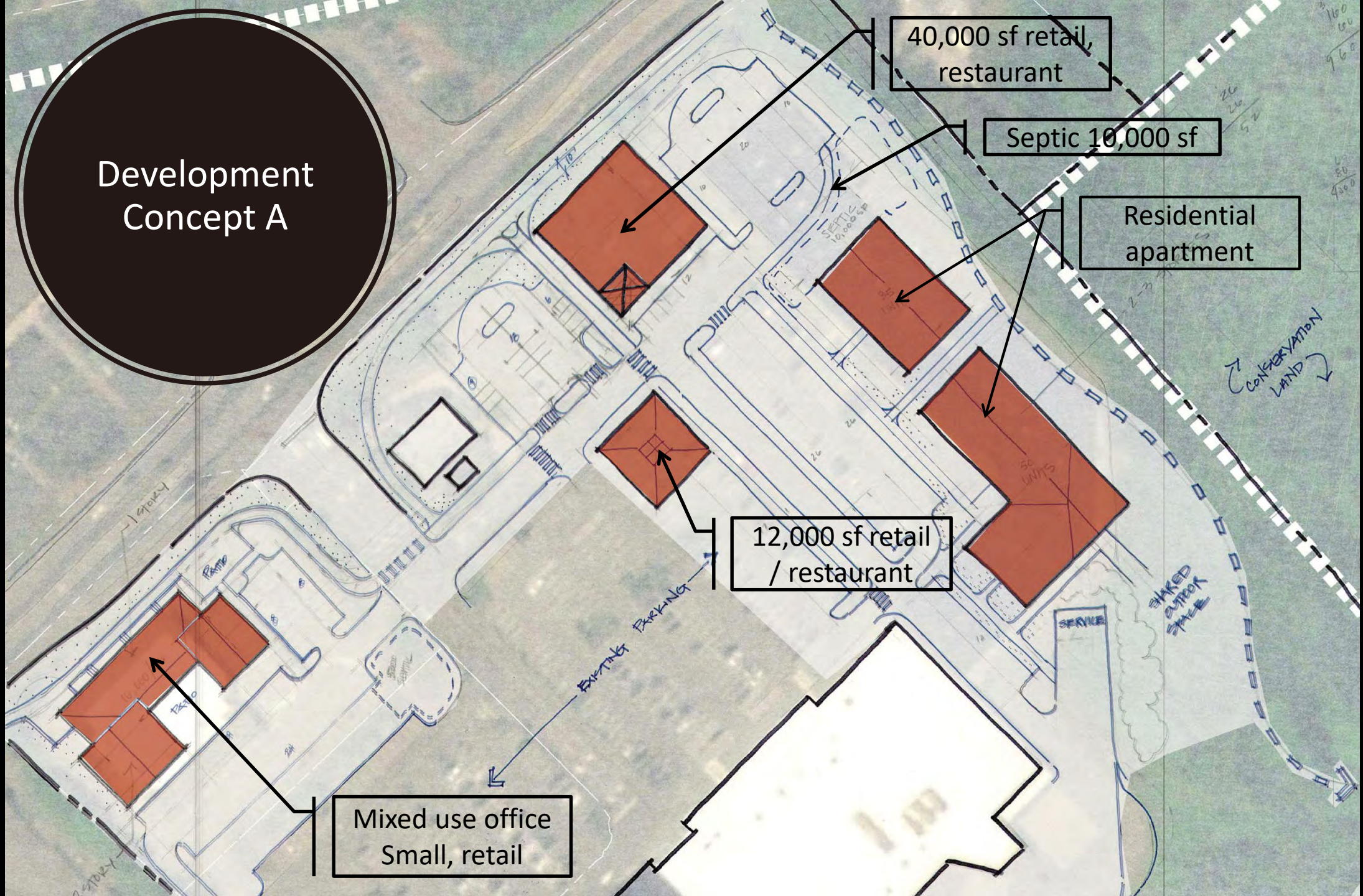
40,000 sf retail,
restaurant

Septic 10,000 sf

Residential
apartment

12,000 sf retail
/ restaurant

Mixed use office
Small, retail



Avon CT



Specialty
Retailer



An aerial photograph of a large, multi-story building with a complex roof structure. The building's exterior is a mix of light beige and tan siding. The roof is dark grey and features several large rectangular solar panel arrays. To the right of the building is a large, paved parking lot with white parking lines. A curved asphalt road runs along the right side of the building and parking lot. In the background, there is a large, cleared dirt area and a dense forest of tall, thin trees. The overall scene is set on a hillside with a stone retaining wall visible in the lower right.

Avesta
Hampton
Falls



Development
Area B



Mixed use
office /
small retail

6,000 sf retail
/ restaurant

Small
Restaurant

Mixed
Use
Retail
Office

Town Homes

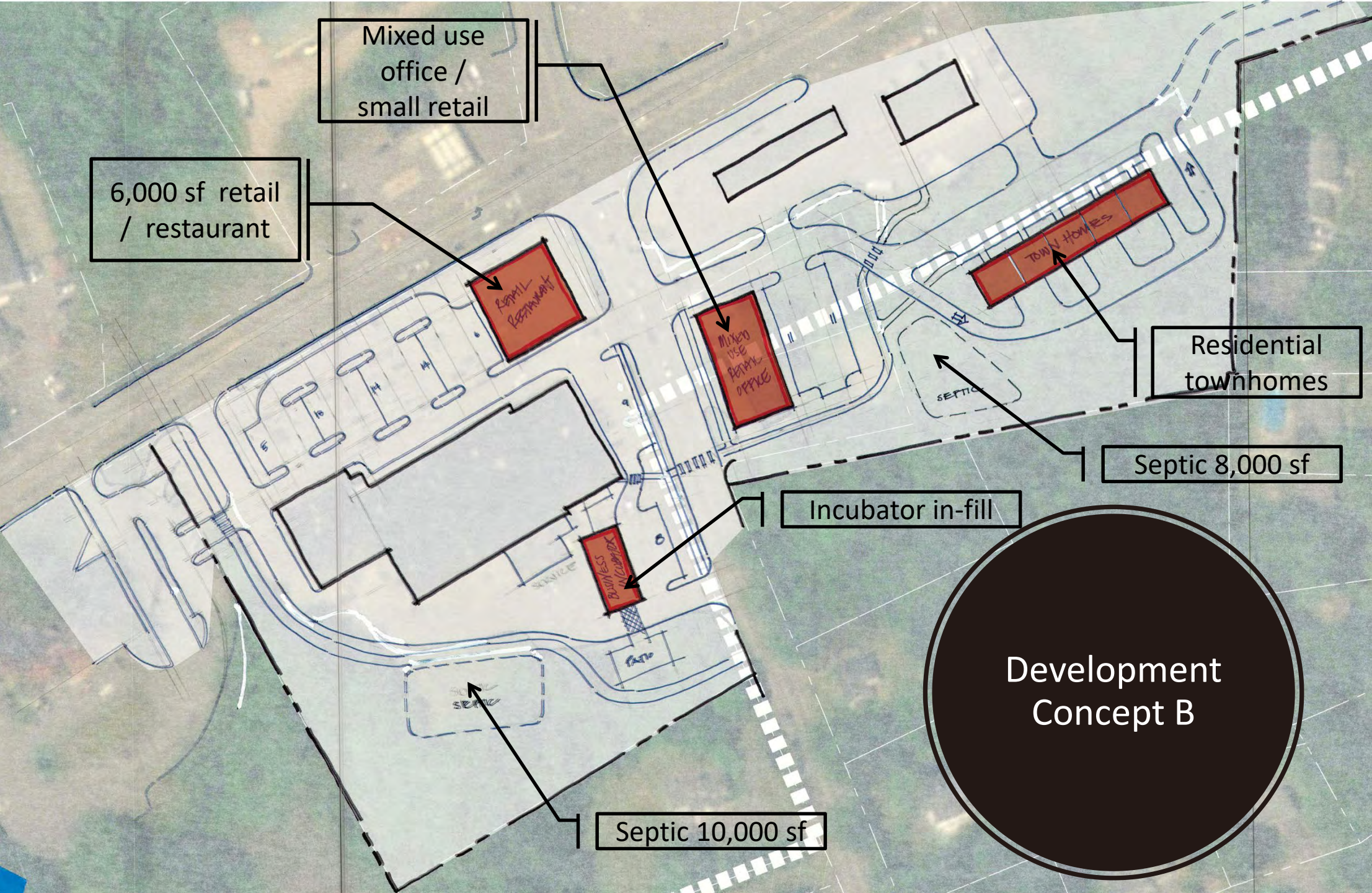
Residential
townhomes

Septic 8,000 sf

Incubator in-fill

Septic 10,000 sf

Development
Concept B





a BISTRO

a BISTRO



Rye, NH





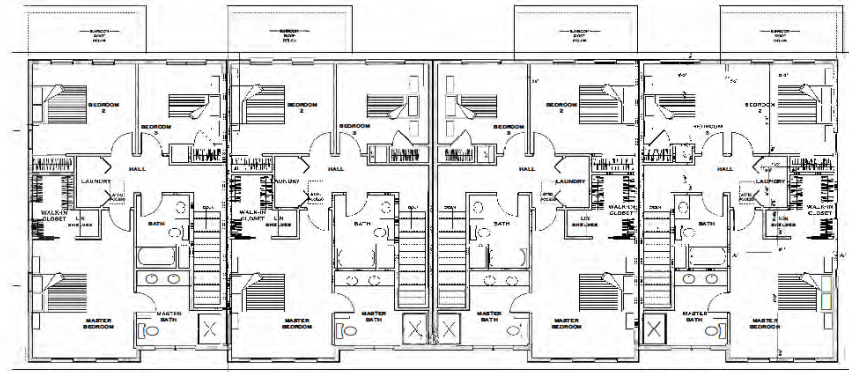
Elevation Right
SCALE: 1/8" = 1'-0"



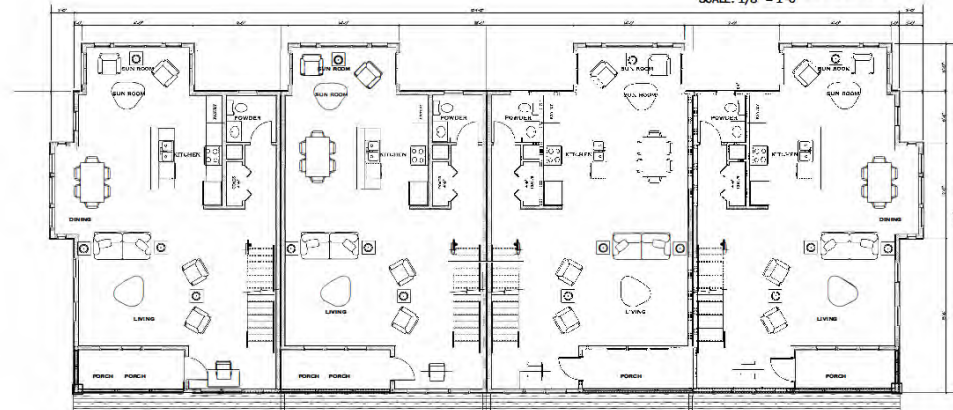
Elevation Rear
SCALE: 1/8" = 1'-0"



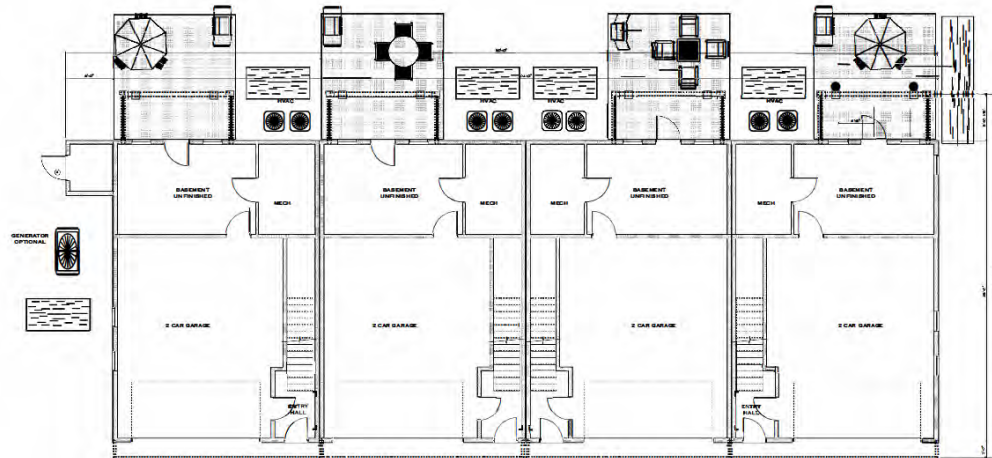
Elevation Front
SCALE: 1/8" = 1'-0"



THIRD FLOOR PLAN
SCALE: 1/8" = 1'-0"



SECOND FLOOR PLAN
SCALE: 1/8" = 1'-0"

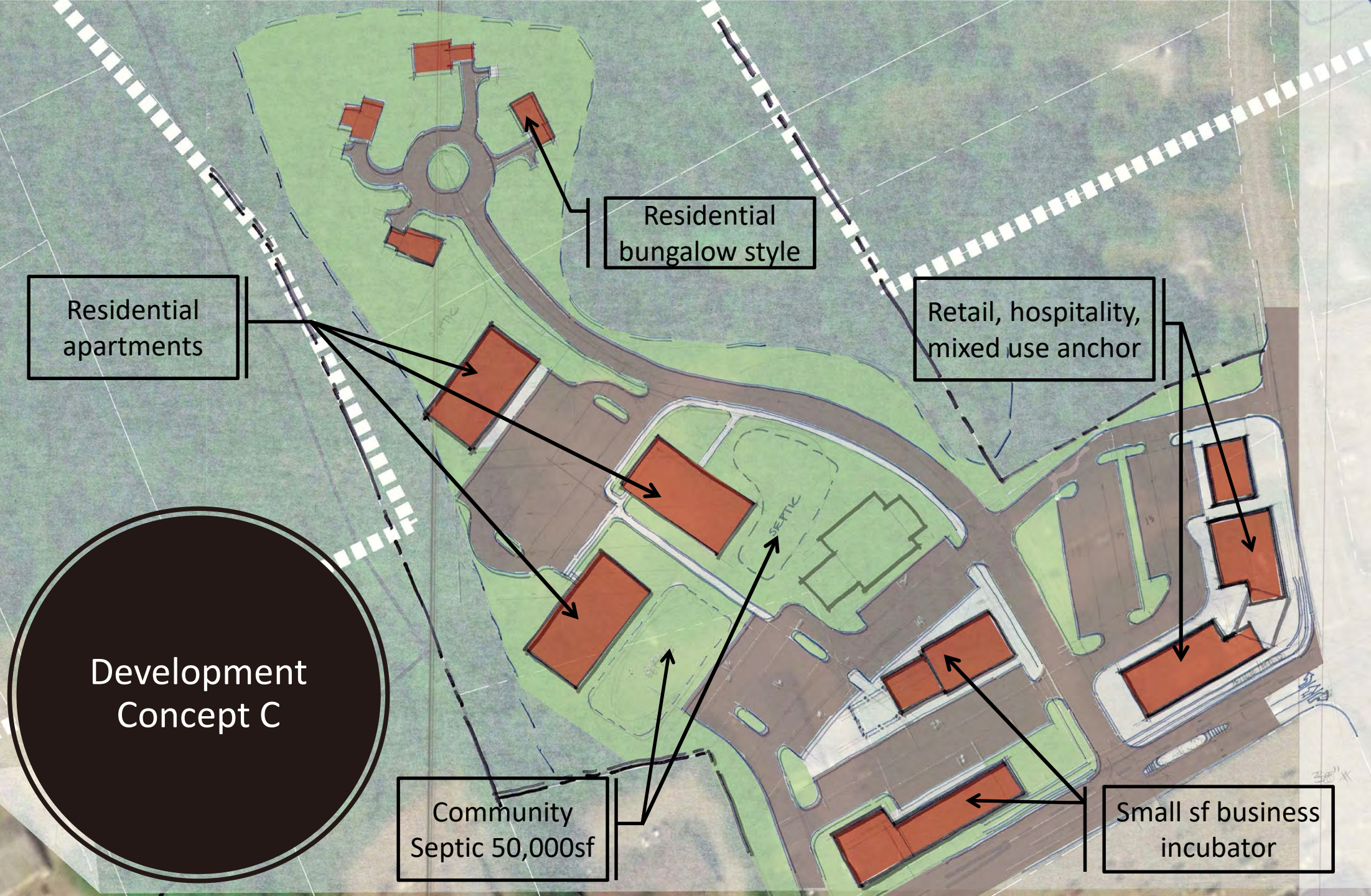


GARAGE PLAN
SCALE: 1/8" = 1'-0"



Development
Area C





Residential bungalow style

Residential apartments

Retail, hospitality, mixed use anchor

Development Concept C

Community Septic 50,000sf

Small sf business incubator

Mixed use
North
Andover



Retail
Concept
MA



Open Space Residential
Development
Exeter, NH



Incremental Change

- Alter the way we look at development
- Focus on the form (*appearance, scale, architectural quality*) of development to ensure harmony with a community's core values and vision
- Encourage greater economic opportunity through flexibility, higher density, and diversity of use



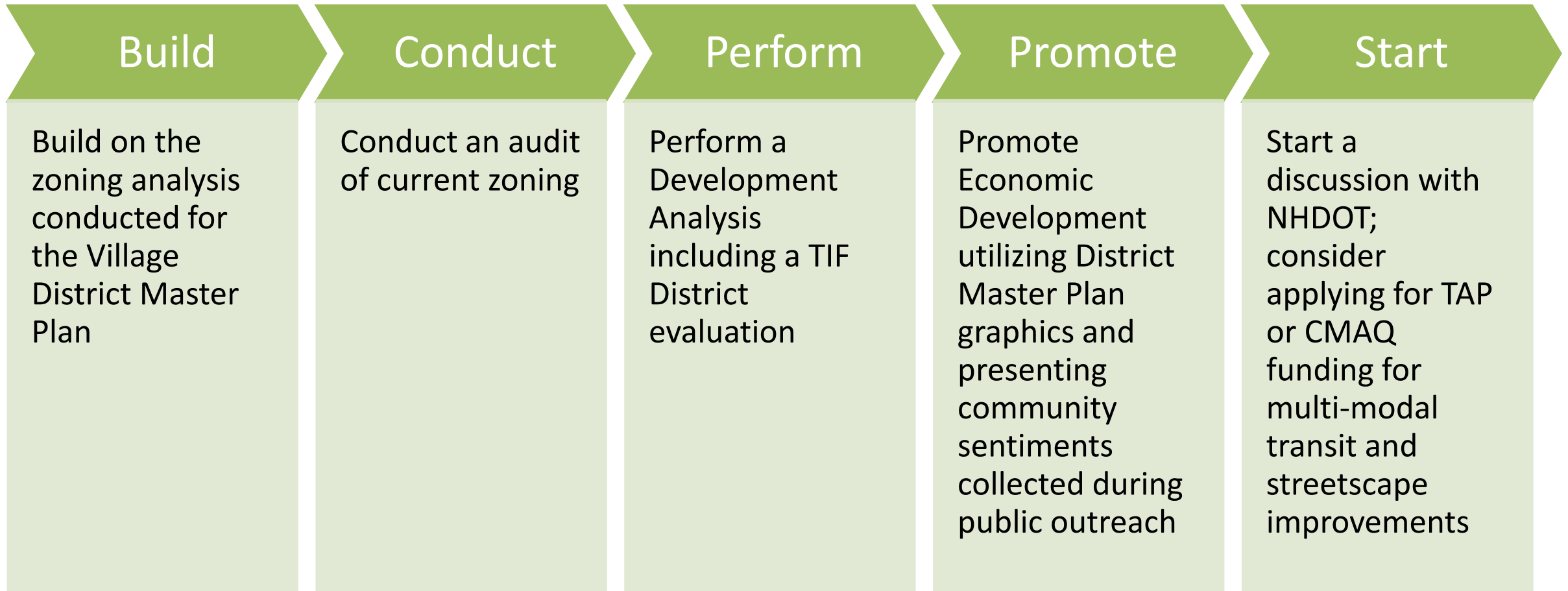
Enhancements to the Village District

- Create Consistent, Cohesive Town Development Standards for the Village District
 - Sidewalks or multi use path
 - Public amenities and lighting
 - Landscaping
 - Signage
 - Shared parking
 - Shared service areas (dumpsters, recycling, etc)

Zoning Regulations Strengthen a Community

- Regulations can promote a clear and concise outcome for development.
- Regulations must be
 - Consistent
 - Flexible and able to withstand some occasional modification
 - Reflect a community's vision and values

Next Steps for EDC and North Hampton



Build

Build on the zoning analysis conducted for the Village District Master Plan

Conduct

Conduct an audit of current zoning

Perform

Perform a Development Analysis including a TIF District evaluation

Promote

Promote Economic Development utilizing District Master Plan graphics and presenting community sentiments collected during public outreach

Start

Start a discussion with NHDOT; consider applying for TAP or CMAQ funding for multi-modal transit and streetscape improvements

Thank you

