

North Hampton Village District Master Plan

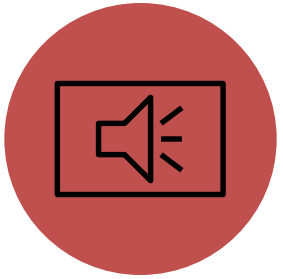
North Hampton Economic Development Committee
Draft Vision Presentation
February 5, 2020



North Hampton Village District Master Plan

- Economic Development Committee
 - David Ciccalone Citizen Member
 - Jeff Hillier Vice Chair, Citizen Member
 - Kathleen Kilgore Select Board Representative
 - Richard Luff Chair, Citizen Member
 - Renee Locke Citizen Member, NHBA
 - Glenn Martin Citizen Member
 - 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
 - Elizabeth Durfee, AICP
EF Design & Planning

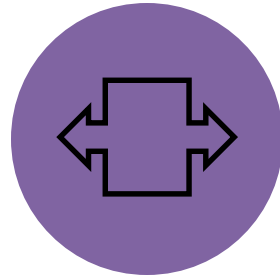
Meeting Agenda



RECAP OF THE
PUBLIC MEETINGS
AND REVIEW
PROJECT OBJECTIVES



REVIEW THE
ASSESSMENT OF
EXISTING ZONING
VILLAGE DISTRICT
CAUSE AND EFFECT



DISCUS POTENTIAL
REGULATION
CHANGES
ALTER THE STATUS
QUO

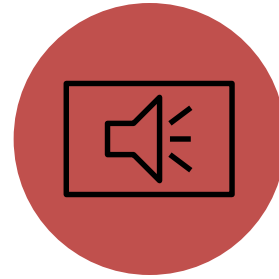


REVIEW THREE
CONCEPTUAL
DEVELOPMENT
SCENARIOS



DISCUSS THE ROLE
OF PUBLIC
IMPROVEMENTS
AND DESIGN
STANDARDS

Recap and Review



RECAP OF THE
PUBLIC MEETINGS &
REVIEW PROJECT
OBJECTIVES

Master Plan Development Process

1. Identify Goals for Creating Master Plan

2. Research Project Area and Identify Opportunities and Constraints

3. Research Data Sources: Planning Regulations, Current Master Plan, UNH Survey, etc

4. Public Outreach: Collect Vision/Ideas/Opinions and Identify Opportunities and Constraints

5. Create Master Plan and Make Planning Recommendations



Information Gathering - Master Plan

- Research: Reviewed past studies, surveys, and Town Master Plan
- Public outreach: Ask questions and solicit feedback from residents, property owners, and business owners
 - Distill responses and ideas to further refine outreach questions

Meetings

- Property Owners Oct 3
- Biz Owners Oct 10
- Residents Nov 6

What is the first word that comes to mind when you think about the Village District ?

When we asked, people said this: **Positive**



- Fun
- Wellness
- Rail Trail
- Vacant storefronts
- Parking
- Nice use of Hobbs Farm
- Improved over the years

Not so positive

- More regulations
- Congestion
- Unrealistic
- Hodgepodge
- Chopped up







North Hampton Village District Master Plan

Public Outreach and Listening Session



QUESTION 3: WHAT DO YOU THINK IS MOST IMPORTANT FOR THE SUCCESS OF BUSINESSES IN THE VILLAGE DISTRICT?

More traffic on Rt 1	Changes to zoning and regulations	Better signage	More amenities for pedestrians and bicyclists	More affordable property	Fill vacant storefronts or reduce their visual impact
	 <p>10</p>		 <p>11</p>		 <p>39</p>

Participant Poll (N~ 50)

Dot Survey Questions Results

1. What do you like best about **North Hampton**?

Popular Answers: 26 rural character/ 23 the community

2. What do you want people to know about the **Village District**?

Popular Answers: 26 future rail trail / 26 unique shopping

3. What do you think is most important for the success of businesses in the **Village District**?

Popular Answer: 39 fill vacant store fronts and reduce visual impact

4. What would you change about the **Village District**?

Popular Answer: 37 smaller locally owned businesses

5. What would you like to see in the **Village District**?

Popular Answer: 20 less vacant underutilized land/ 16 sidewalks and user amenities for placemaking

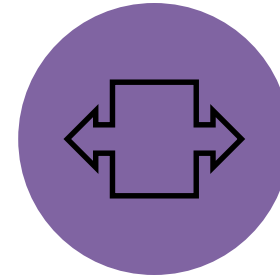
6. The **Village District Master Plan** should:

Popular Answer: 20 recommend zoning and promote a mix of uses (retail/office/residential)

Regulatory Assessment & Zoning / Planning Regulation Recommendations



REVIEW THE
ASSESSMENT OF
EXISTING ZONING
VILLAGE DISTRICT
CAUSE AND EFFECT

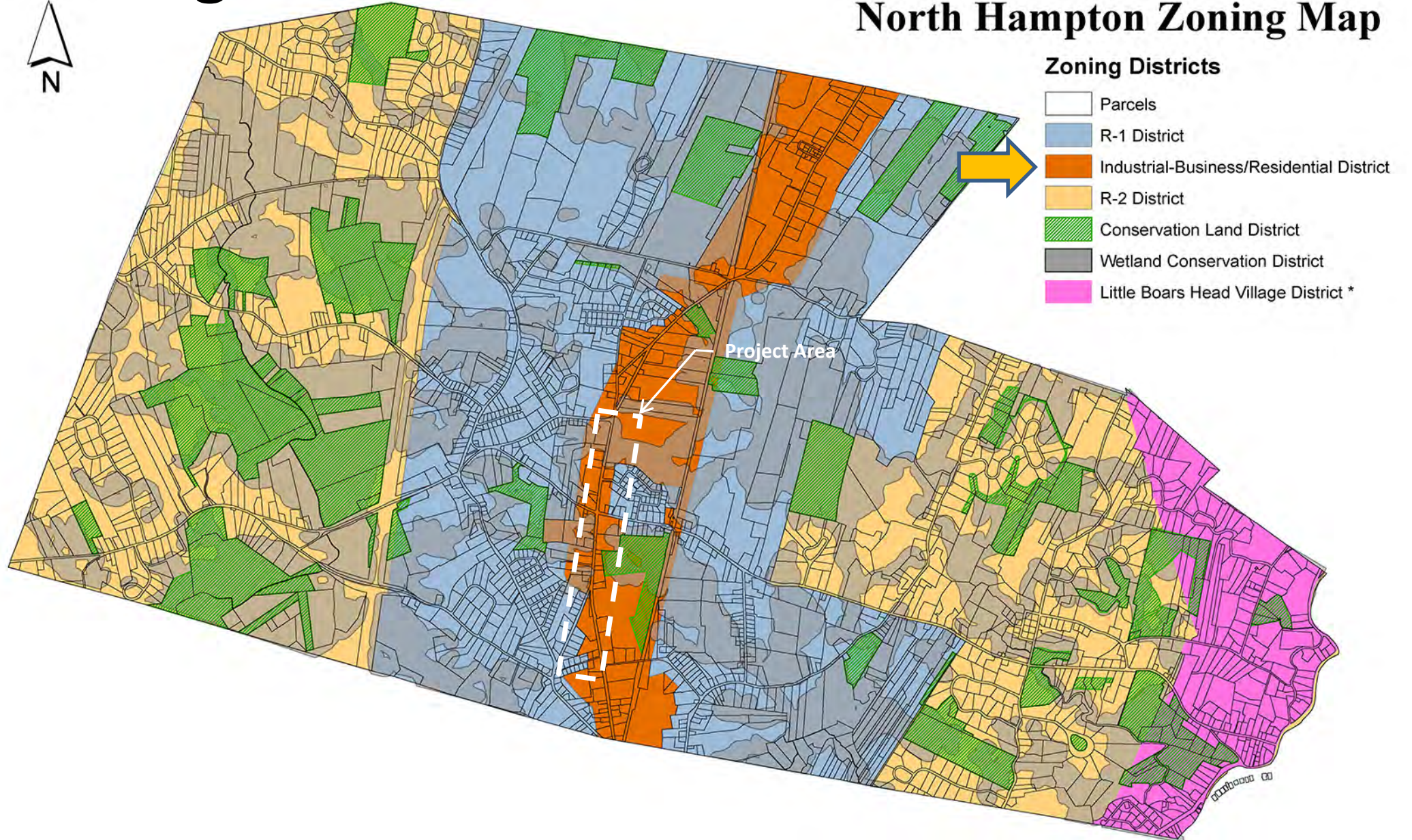


DISCUS POTENTIAL
REGULATION
CHANGES
ALTER THE STATUS
QUO

Current Zoning



North Hampton Zoning Map



* Parcels located within the Little Boars Head Village District are subject to the Village District's adopted zoning ordinances and not the Town of North Hampton's zoning ordinances.

Zoning Ordinance - Purpose

Finding	Recommendation
<ul style="list-style-type: none">• Disconnect between the description of purposes for each district and the dimensional standards.• Disconnect between the description of the districts and what is on the ground in the community today.	<ul style="list-style-type: none">• Review the purpose statement for districts and update, as necessary, to better reflect current and desired conditions.• Revisit and/or update the Town of Hampton Master Plan as needed.• Revise the dimensional standards to reflect the desire for density.

Zoning Ordinance – Permitted Uses

Finding	Recommendation
<ul style="list-style-type: none">• List of permitted uses is not user friendly.	<ul style="list-style-type: none">• Reformatting will help users quickly understand what is and is not permitted.
<ul style="list-style-type: none">• Permitted uses may be incompatible with the vision for the Village Center.	<ul style="list-style-type: none">• Evaluate the types of uses that residents want in the Village District.• Consider permitting multifamily through Site Plan Review Process.• Evaluate standards for outdoor storage and motor vehicle services facilities.• Allow mixed use buildings.• Create an overlay district.

Zoning Ordinance – Dimensional Standards

Finding	Recommendation
<ul style="list-style-type: none">• Table 203.1 lot and yard requirements seem overly complicated and difficult to interpret.• The variations for these standards suggest that the ordinance doesn't fit what exists on the ground.	<ul style="list-style-type: none">• Reduce variation of standards.

Zoning Ordinance – Dimensional Standards

Finding	Recommendation
<ul style="list-style-type: none">• Height, minimum lot size, and setbacks are not conducive to dense, town-center like development patterns.• There are many non-conforming lots that don't meet current standards.	<ul style="list-style-type: none">• Offer a height bonus in exchange for reduced impervious coverage.• Reduce minimum front setback and bring buildings closer to the street.• Reduce lot size to 20,000 sqft (about 1/2 acre) or 43,560 sqft (1 acre)

Zoning Ordinance – Signs

Finding	Recommendation
<ul style="list-style-type: none">The dimensional standards for signs may be problematic for multi-tenant buildings.	<ul style="list-style-type: none">Conduct survey to evaluate whether sign ordinance is negatively impacting businesses attraction and viability.Consider amending regulations to allow for signage for all businesses while maintaining enforceable standards that protect the viewscape.

Site Plan Review Regulations - Process

Finding	Recommendation
<ul style="list-style-type: none">The Site Plan Review process can be expensive and time consuming and may be a deterrent to redevelopment or small businesses.	<ul style="list-style-type: none">Consider an expedited review for a change from one existing use to another permitted use.

Site Plan Review Regulations - Parking, Landscaping, and Outdoor Storage

Finding	Recommendation
<ul style="list-style-type: none">• Lots of parking. Potentially arbitrary standards.	<ul style="list-style-type: none">• Consider reducing the parking standards, allowing shared parking, or leaving parking minimums to the discretion of the business. Require that parking be located along the side and rear of the building.
<ul style="list-style-type: none">• Minimal landscaping. Enforcement issue?	<ul style="list-style-type: none">• Strengthen landscaping requirements.
<ul style="list-style-type: none">• Prevalence of outdoor storage.	<ul style="list-style-type: none">• Prohibit outdoor display and storage from within the front setback.

Revisit the Themes of the Town Master Plan

1. As the state and region develop in the future, North Hampton should maintain its rural New England seacoast character and heritage

Implementation Strategy: Develop the Industrial-Business/Residential District in a manner that encourages locally owned, small businesses, rather than national chains, franchises, and “big box” stores; that improves the appearance of Route 1; and that limits the number of businesses of one type

2. North Hampton should continue to spend wisely for municipal services and facilities – that is, the Town should exercise “Yankee thrift” in all decisions about expending taxpayers’ funds.

3. North Hampton should strengthen the Town’s methods for building a sense of community
Implementation strategy: Continue restricting commercial development to the Route 1 corridor and strengthen the municipal complex as a “Town Center.”

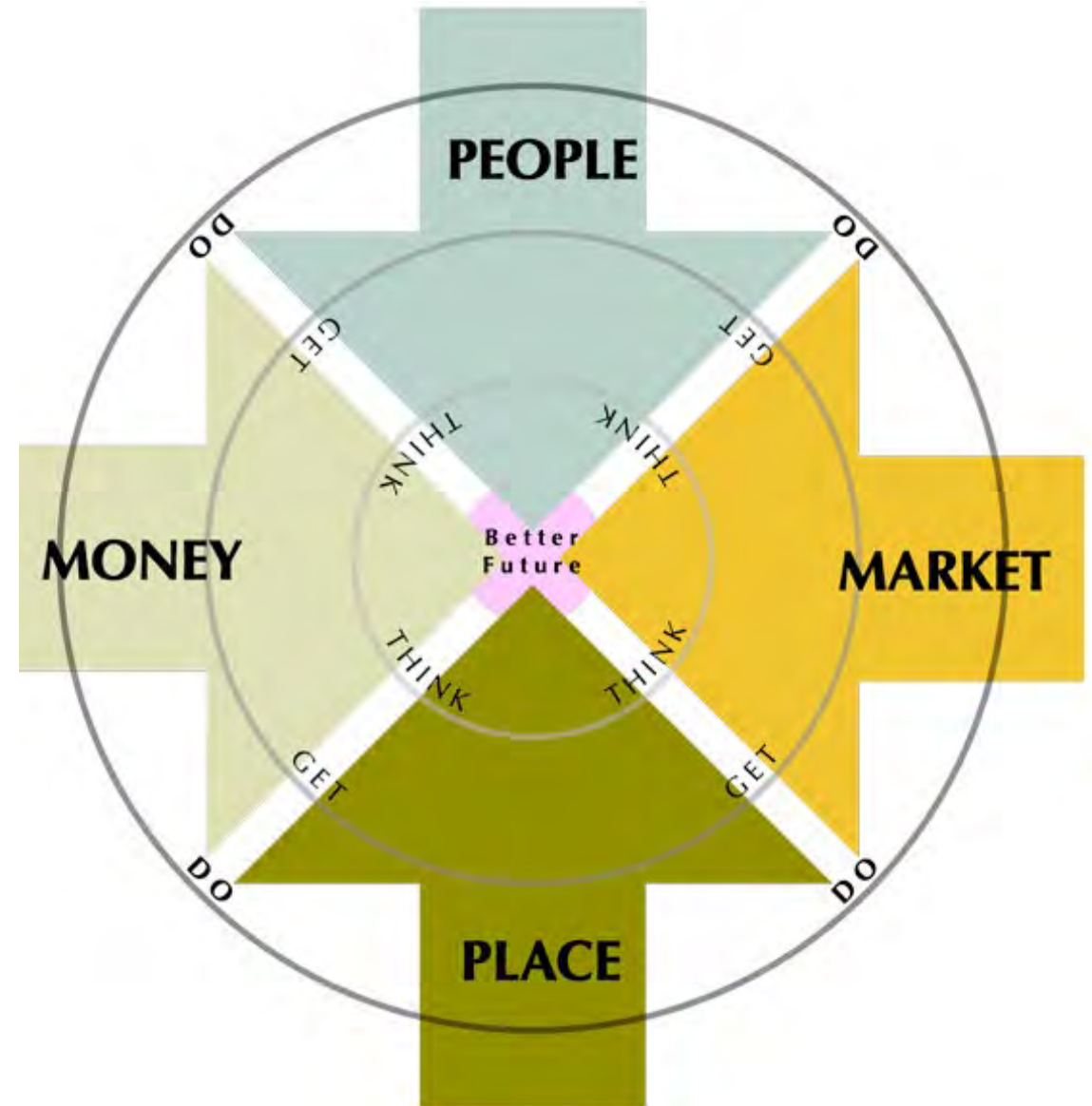
Master Plan Building Blocks



REVIEW THREE
CONCEPTUAL
DEVELOPMENT
SCENARIOS

Master Plan Synthesis

- Review past studies and surveys
- Condense public outreach sentiments into a Community Vision
- Analyze and evaluate current planning regulations
- Examine development trends
- Incorporate EDC guidance
- Leverage past experience
- Think back to identified themes



Village District Master Plan Benefits

✓ **Marketing**

- Highlight opportunities now and in the future
- Identify a clear consensus community vision
- Communicate community values and advance placemaking efforts

✓ **Promote Investment**

- Identify private development / redevelopment potential
- Reduce ambiguity and uncertainty in the development process
- Encourage consistent performance, material, infrastructure, and amenity standards

✓ **Positioning**

- Support grant applications with NHDOT and other funding sources (Document a consensus planning process; data, video documentation, graphic materials, written synopsis)
- Municipal budget planning for improvements and maintenance

✓ **Safeguard**

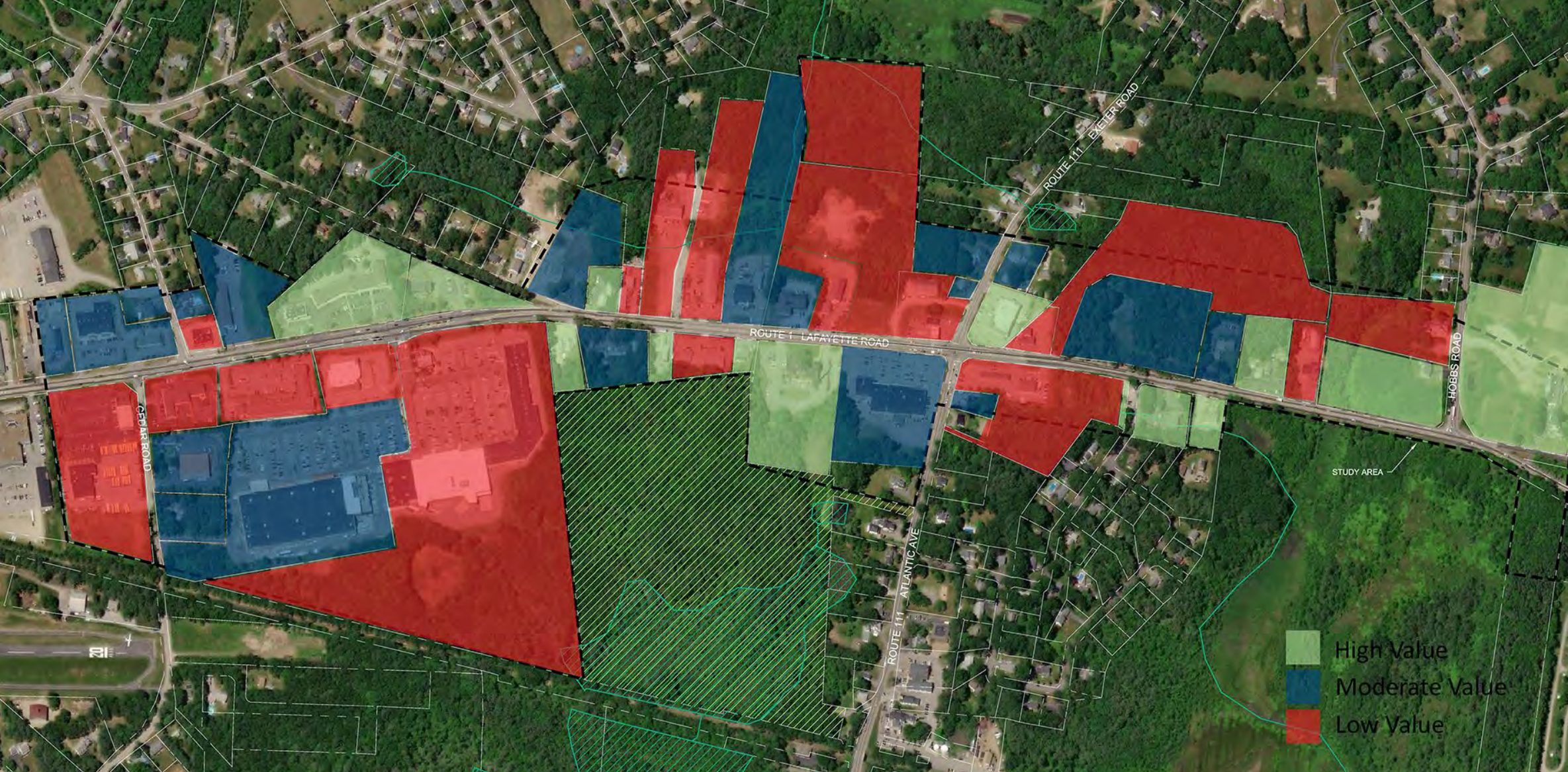
- Document a consensus vision for Rt 1 to ensure DOT applies a context sensitive solution approach to any future roadway improvements

Property Desirability for Redevelopment

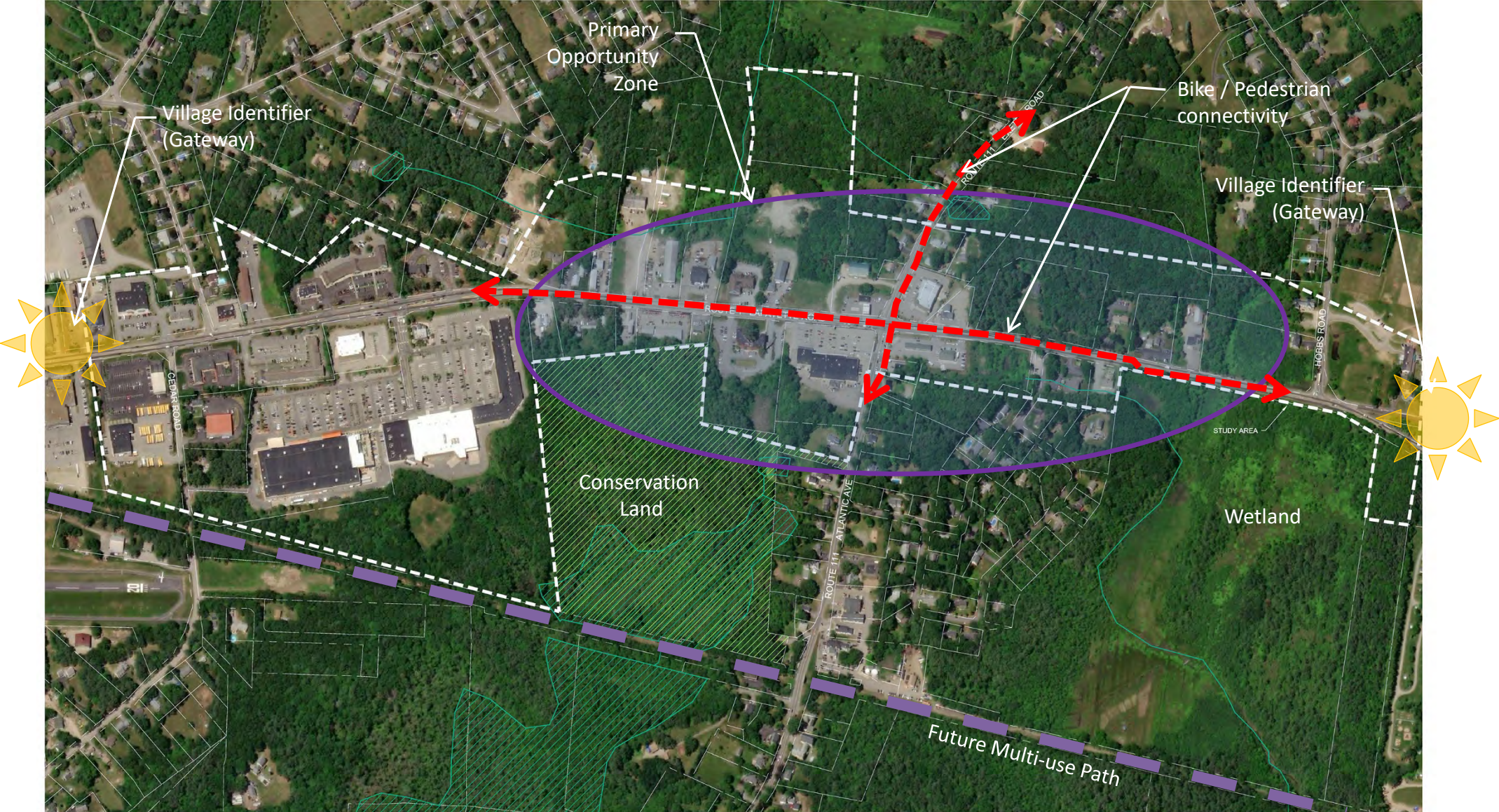


Current Use – Value to the Community

(tax revenue notwithstanding)



Opportunities and Constraints



Objectives

- Identify areas for development or redevelopment and consider a variety of uses.
- Explore optimal arrangements of structures, infrastructure, and their relationship to the Village District
- Consider vehicular circulation (possible secondary roads)
- Explore corridor and streetscape enhancements crosswalks and islands as they relate to an overall vision
- Consider Bicycle and pedestrian circulation
- Identify possible community nodes (points of interests and their relationship to the Village District)
- Consider placemaking elements (gateway treatments, lighting, wayfinding, etc)

[SITEMAP](#)[LOCATION](#)[RETAIL](#)[RESIDENTIAL](#)[THE BALDWIN](#)[CONTACT](#)

THE COMMONS SITE

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



Woodmont
Commons
Londonderry,
NH

Neighboring everywhere you want to be,
Woodmont Commons allows you to access it all
without any compromises.



Market and
Main
Bedford, NH



COCHECHO WATERFRONT

SITE LAYOUT

MAY 19, 2017

SCALE: 1"=100'-0"



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.

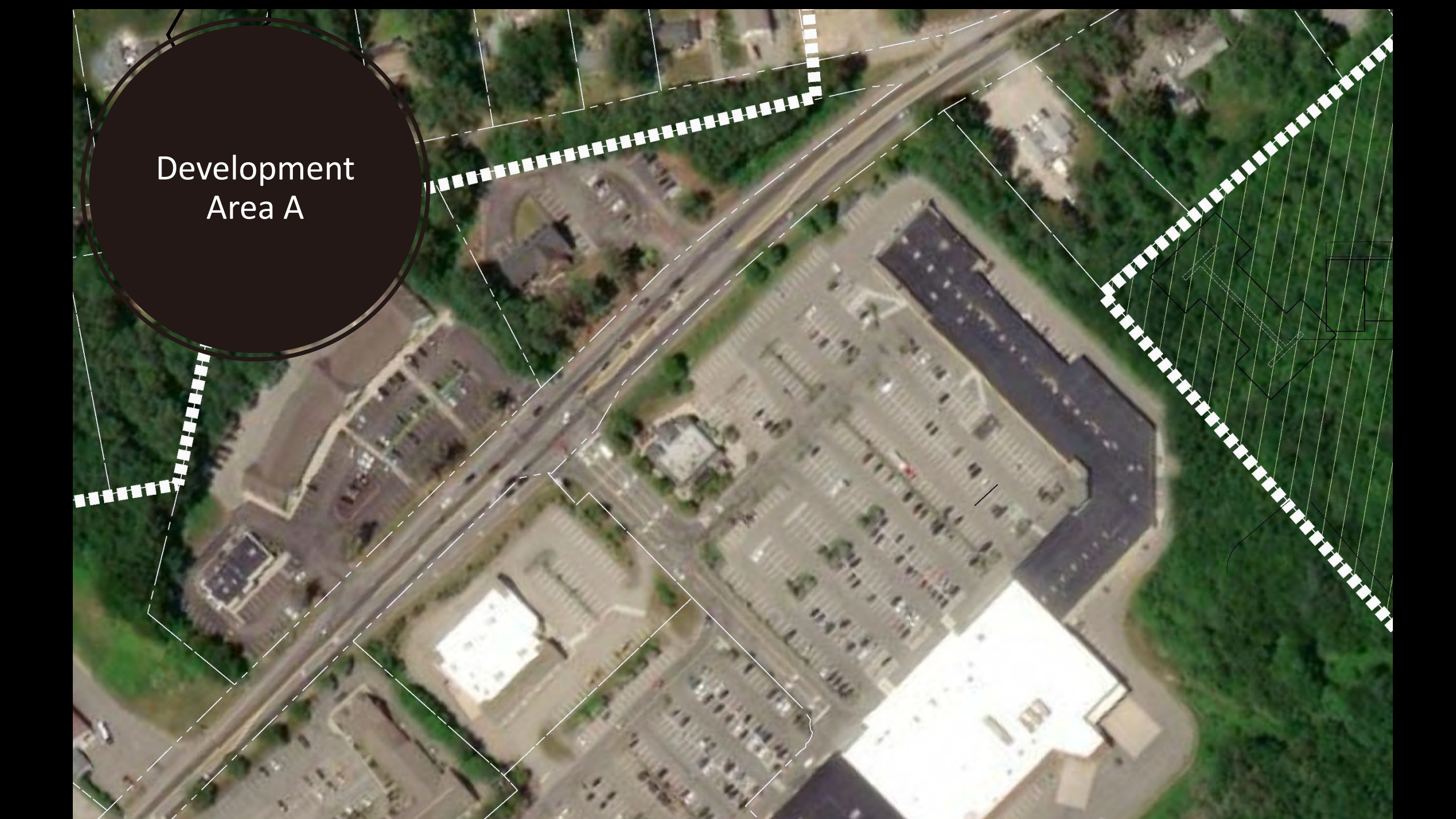
Recommendation 17

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

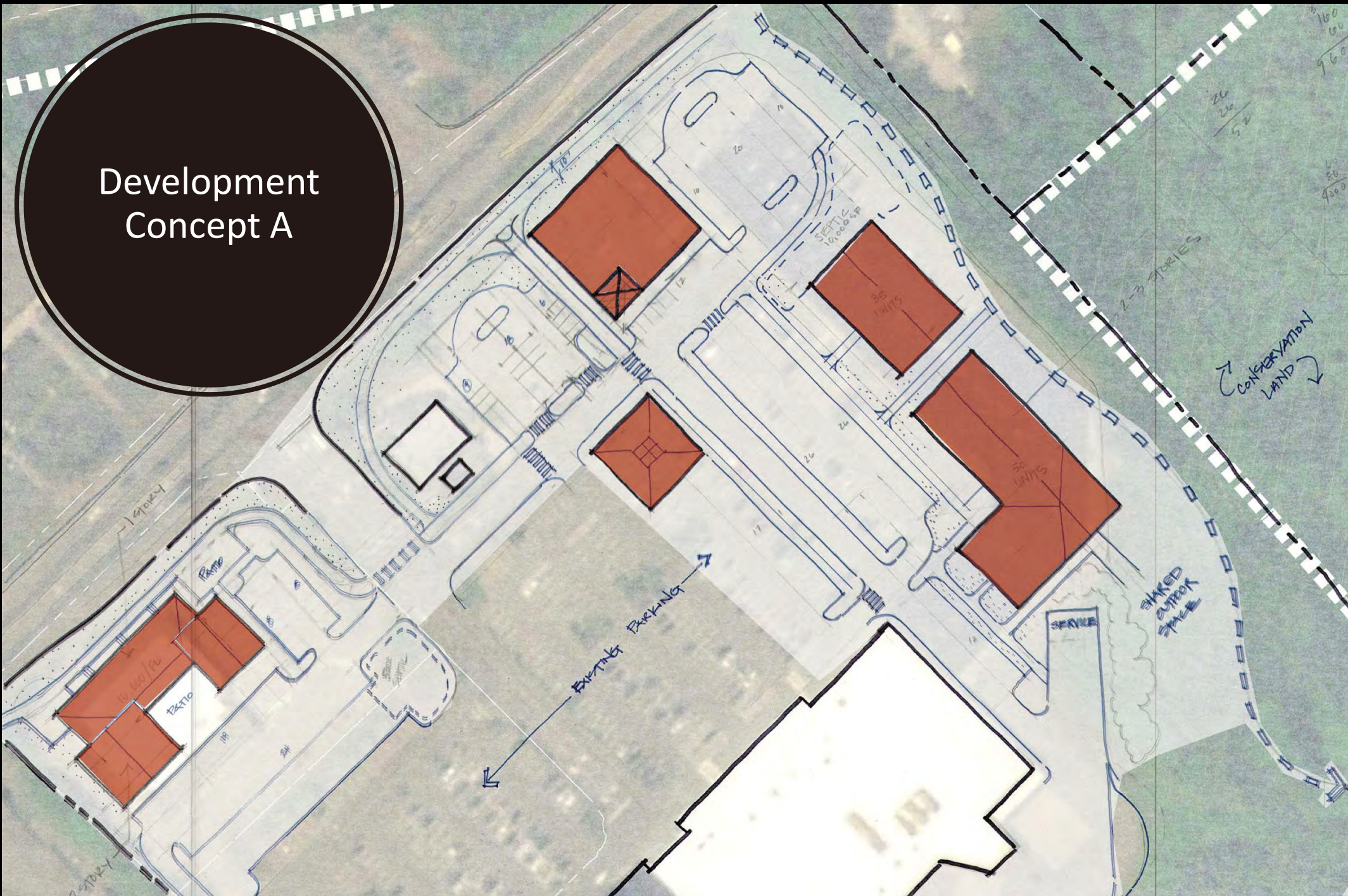
Development Concepts



Development
Area A



Development Concept A



Avon CT



36 New
Locations



An aerial photograph of a large, multi-story building with a complex roofline and solar panels. The building is surrounded by a large, paved parking lot with several cars parked. The area is landscaped with green grass and some trees. In the background, there is a wooded area with tall, thin trees. A circular driveway or road curves around the building and parking lot. A stone retaining wall is visible in the foreground, separating the parking area from a lower level. A small white building is visible in the bottom left corner.

Avesta
Hampton
Falls



Development
Area B





Development
Concept B



a BISTRO

a BISTRO



Rye, NH





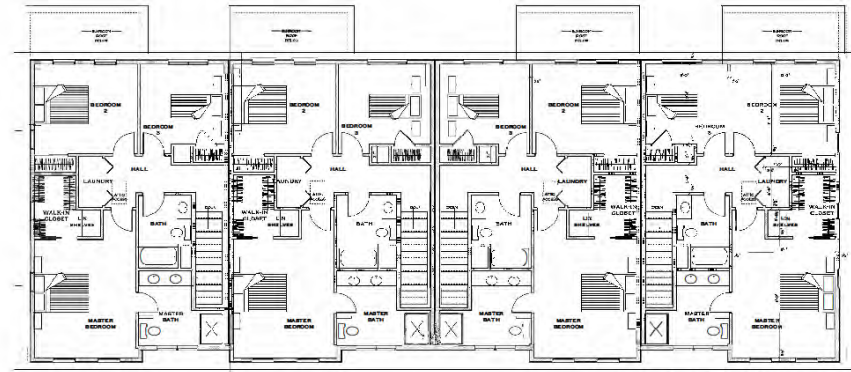
Elevation Right
SCALE: 1/8" = 1'-0"



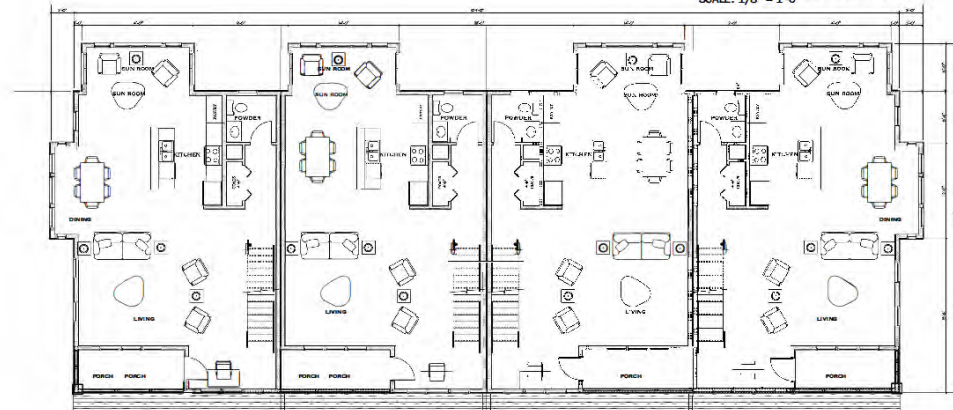
Elevation Rear
SCALE: 1/8" = 1'-0"



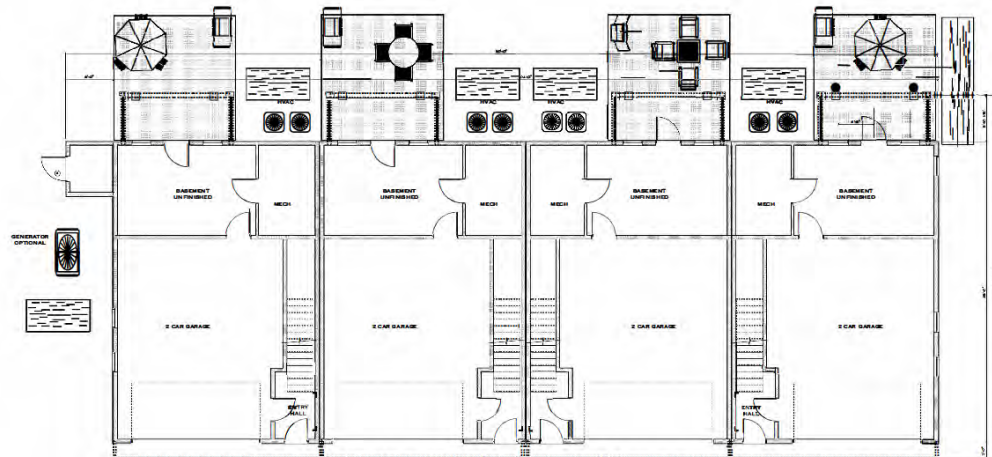
Elevation Front
SCALE: 1/8" = 1'-0"



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



Development
Concept C



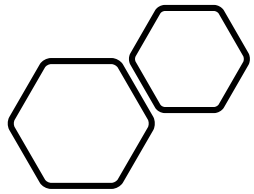
38' X

Mixed use
North
Andover



Retail
Concept
MA





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



Consistent, Cohesive Features (Town standards) will Solidify an Identity

- Sidewalks or Multi-use Path
- Public Amenities and Lighting
- Landscaping
- Signage
- Shared Parking
- Shared Service Areas (Dumpsters, Recycling, etc.)

Adaptive Reuse – Being creative can pay off



Corridor Planning



DISCUSS THE ROLE
OF PUBLIC
IMPROVEMENTS
AND CORRIDOR
DESIGN STANDARDS

NHDOT (2011 Rt 1 Corridor Study)



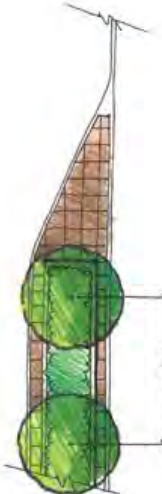
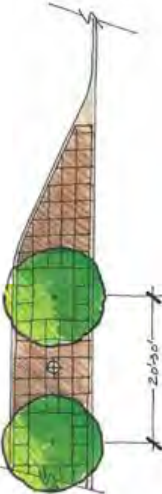
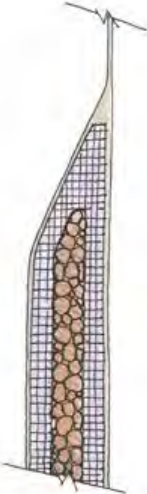
Separated Road - Multi Use Path



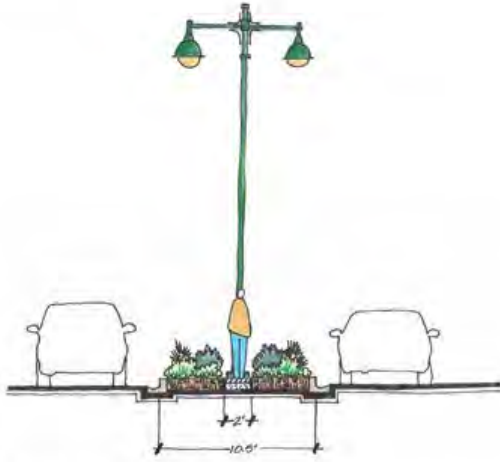
Median – Road – Path



Median Concepts



Concept A



Concept B



Concept C



Concept D

Median – Path Concepts



ROUNDBABOUT



PROS:

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

Gateway Elements

Gateway Elements



Conclusions

- There is tremendous excitement around the new rail trail, and recognition it can be an economic engine for the town, (“beyond the beach”) to create diverse growth opportunities.
- N. Hampton residents enjoy and care for their community.
- There are obstacles for creating a more vibrant village district, many of which can be overcome.

Thank you, EDC



EF | Design & Planning, LLC