

# TOWN OF RYE, NEW HAMPSHIRE

## MASTER PLAN VISION FRAMEWORK

### PURPOSE

The Town of Rye Master Plan shall serve as an informative, guiding and enabling document for the purposes of governance and decision making, capital investments and budgeting, regulatory approaches, long range planning, and fostering a cohesive and connected community.

RSA 674:1-3 charges the Planning Board with updating the Master Plan from time to time, with revisions recommended every five to ten years. The Planning Board is responsible for maintaining and updating the Master Plan. **This update process often includes the following activities in the community:**

- conduct public input and community engagement activities
- evaluate town policies, practices, capital investments and staffing
- review zoning ordinances, land development regulations and resource protection practices
- evaluate capital investments and needs of municipal departments and services
- explore emerging issues of local, regional/coastal and statewide importance

### VISION STATEMENT

The Town of Rye's vision is to:

*Maintain a semi-rural character while fostering community connections and diversity, supporting diverse housing choices, providing equitable services, protecting the environment and natural resources, and striving toward a resilient and sustainable community.*

### MASTER PLAN THEMES AND GOALS

The Master Plan is organized around 4 major themes expressed through public engagement as described below. These four themes will be explored in detail in the Master Plan, cross-connections will be identified, recommendations will address the major topics identified through the public engagement and input process, and action items will be detailed in an Implementation Plan.

#### COMMUNITY

**GOAL:** Provide services and access to tools and amenities that create and foster connectivity, engagement, communication and trust across all age groups and users.

**GOAL:** Launch town wide and neighborhood initiatives to bring people together for conversation, discussion of issues and ideas, and sharing of challenges and needs.

#### MUNICIPAL OPERATIONS AND ORGANIZATION

**GOAL:** Inform citizenry about government functions.

#### LAND DEVELOPMENT AND GROWTH

**GOAL:** Adopt zoning ordinances and land development regulations that protect the town's semi-rural character.

**GOAL:** Review zoning ordinances and land development regulations, and their enforcement, to minimize negative costs and impacts to the town and its resources and to property owners.

#### ENVIRONMENT, NATURAL RESOURCES & SUSTAINABILITY

**GOAL:** Advance policies, initiatives and investments that protect environmental assets and maintain natural resource services.

**GOAL:** Support actions that facilitate sustainability across municipal governance and facilities management, and policies, facilitate community engagement, and coordinate across municipal boards, commissions and committees.

#### CLIMATE CHANGE ADAPTATION AND RESILIENCE

**GOAL:** Enact long range planning actions that preserve coastal integrity, strengthen community resilience and adaptation opportunities, and minimize impacts to the built and natural environments.

**GOAL:** Address existing climate related impacts to infrastructure and property from coastal storms and sea-level rise flooding, water quality and resources and other impacts.

## SUMMARY OF NOVEMBER 2021 VISION SESSION WORKSHOP AND PUBLIC INPUT FORMS

Following is a summary of input from the November 2021 Master Plan Vision Session Workshop and from the Public Input Forms distributed at this event and afterwards. The workshop and input forms were organized by four categories: Strengths, Weaknesses, Opportunities and Threats.

**NOTE: This public input will be used to develop topic specific recommendations and action items as part of an Implementation Plan and may or may not be included as part of the Vision Chapter or further condensed/consolidated into specific GOAL statements as part of the future Master Plan update.**

<b>STRENGTHS</b>	Beaches/Ocean, Low Tax Rate, Increased Property Value, Conserved Lands/Open Space, Rural Character, Seacoast Location, Proximity to Amenities and Services; Rural Character, Strong Land Development Regulations, Recycling Composting and Swap Shop, Schools and Library Services
<b>WEAKNESSES</b>	Cell Phone/Internet Service, Traffic Management, Enforcement of Regulations, Gathering Spaces, Affordable and Workforce Housing, Sewer Expansion, Stormwater and Flood Management, High Number of Zoning Variances, Sidewalks/Off-road Connectivity for Cyclists and Pedestrians, Lack of Commercial Businesses and Services, Airbnb rentals, Long-Term Planning and Implementation, Beach Traffic and Lack of Parking Fees, Lack of Diversity, Septic System Failures and Water Quality Impacts
<b>OPPORTUNITIES</b>	Town Center Plan, History and Rural Character, Strengthen Enforcement, Connectivity for Non-motorists, Affordable and Workforce Housing, Route 1 Development, Septic System Education, Renewal Power Education, Sewer Expansion, Long Term Master Planning, Open Space/Land Conservation, Sidewalks and Off-Road Connections, Traffic Calming and Safety, Coastal Management Sea-Level Rise and Flood Protection Education
<b>THREATS</b>	Sea-Level Rise and Coastal Flooding, Wetlands Impacts, Needs of Aging Population and Youth, Water Quality and Resource Protection, Natural Resource Protection/Management, Route 1 Development, Population Growth and Development, Strengthen Regulatory Enforcement and Inspections, Lack of Affordable Housing, Short-Term Rentals