



Our Town, Our Future Town of Hampton Master Plan

Implementation – July 9, 2024

Overview

- About “Our Town, Our Future”
- Implementation

*Hampton’s Approach – Master Plan
Implementation Committee*

Benefits, Challenges, and Lessons Learned

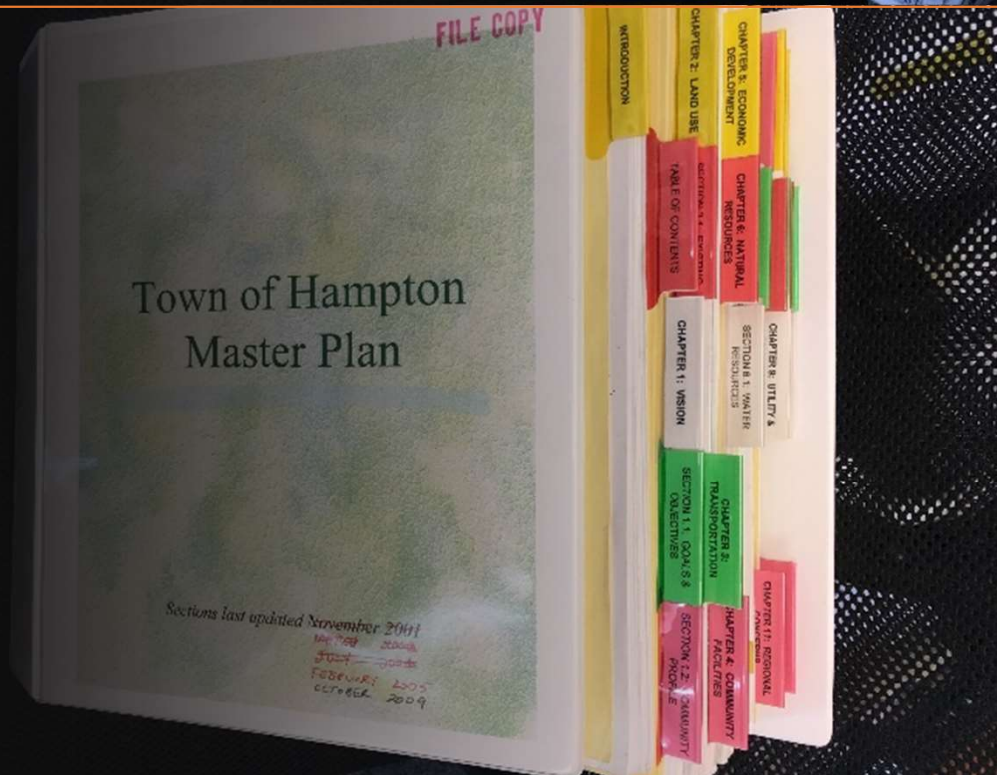
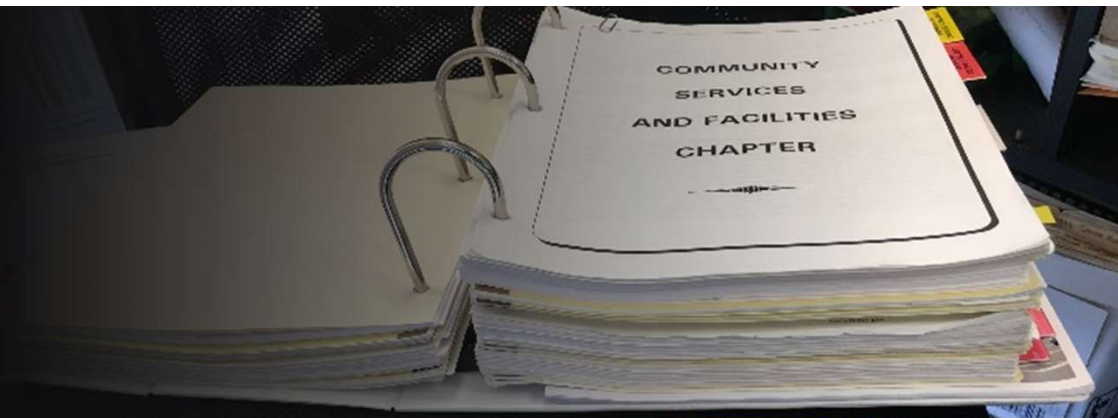
What’s Next?



The Previous Town of Hampton Master Plan

Unmanageable, outdated, and a comprehensive update was desperately needed!

- Hampton's new Master Plan is a concise thematic document that is easy and enjoyable to read. It is already serving as an effective roadmap for the future growth of the Town.
- Hampton's new Master Plan was developed with citizen-driven direction for the decision-makers of the Town of Hampton.
- Hampton's new Master Plan is a "living document"!



Hampton's Vision for the Future

The vision below was developed with extensive public engagement and represents the town's desired path forward. The vision is a broad, aspirational statement that guides the entire Master Plan, and was written to reflect the most important strengths, issues, and opportunities in Hampton.

The Town of Hampton continues to be a **vibrant coastal community** that leverages its existing community strengths to foster **economic development**, while actively supporting the **quality of life** of its community members. The town is a closely-connected community that is supported by a **multi-modal transportation network** linking the beach, downtown, and west side of Hampton while preserving and enhancing the distinct character of each area of town, from the rural west side to its suburban neighborhoods on the coast and inland.

Residents have access to **well-maintained town facilities and services, recreation opportunities, and diverse housing choices** as their needs change over time. Hampton's **revitalized downtown** has increased commercial activity, higher density residential development, public gathering space, and a safe, active streetscape with high levels of pedestrian activity.

The town strengthens its coastal areas by making existing housing and infrastructure **more resilient to flooding and climate change**, while facilitating the gradual and equitable movement of some residents to areas of lower risk within Hampton. These actions are preserving the town's economy and are making it possible for residents to remain in Hampton for the long term.



OUR TOWN, OUR FUTURE

Town of Hampton Master Plan

Adopted
February 15, 2023

HAMPTON IS

VIBRANT

DIVERSE AND AFFORDABLE HOUSING OPTIONS
A THRIVING DOWNTOWN ENVIRONMENT
PARKS AND RECREATION OPPORTUNITIES
A UNIQUE SENSE OF PLACE, IDENTITY, AND CULTURE
AN EQUITABLE COMMUNITY

CONNECTED

A MULTI-MODAL TRANSPORTATION NETWORK
OPEN SPACE AND NATURAL RESOURCE
CONNECTIVITY

RESILIENT

COASTAL RESILIENCE
ECONOMIC RESILIENCE
SOCIAL RESILIENCE

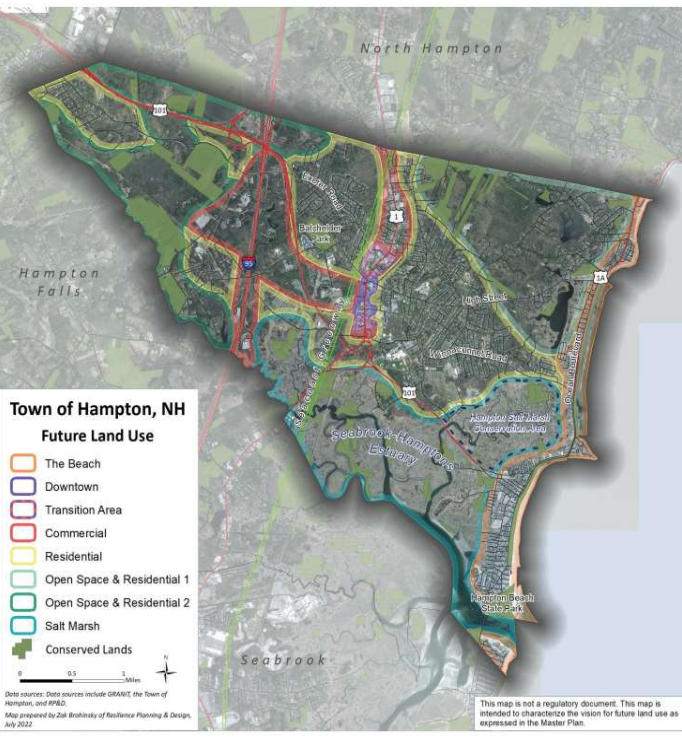
INNOVATIVE

HIGH-QUALITY AND ENDURING MUNICIPAL
FACILITIES, SERVICES, AND UTILITIES
BALANCED DEVELOPMENT, REDEVELOPMENT,
AND LAND USE REGULATIONS

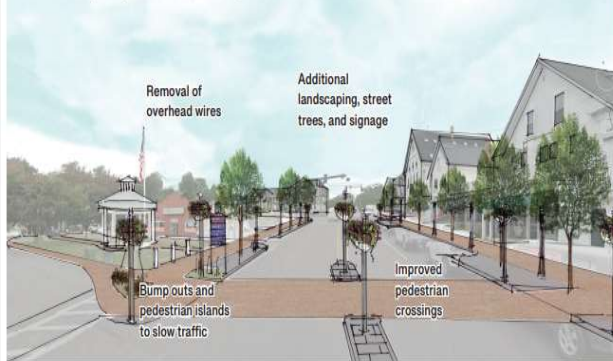
COLLABORATIVE

CLIMATE RESILIENCE AND REGIONAL COORDINATION
REGIONAL TRANSPORTATION INITIATIVES
REGIONAL HOUSING EFFORTS
LOCAL COLLABORATION

Future Land Use Map



1. Streetscape Improvements to Hampton's Downtown



2. Infill and Redevelopment in Hampton's Downtown



1. Streetscape Improvements to Hampton's Route 1 Corridor



2. Infill Development Along Hampton's Route 1 Corridor



3. Future Redevelopment Along Hampton's Route 1 Corridor





**OUR TOWN,
OUR FUTURE**
Town of Hampton Master Plan

2023 Plan of the Year

**New Hampshire
Planners Association
(NHPA)**

IMPLEMENTATION



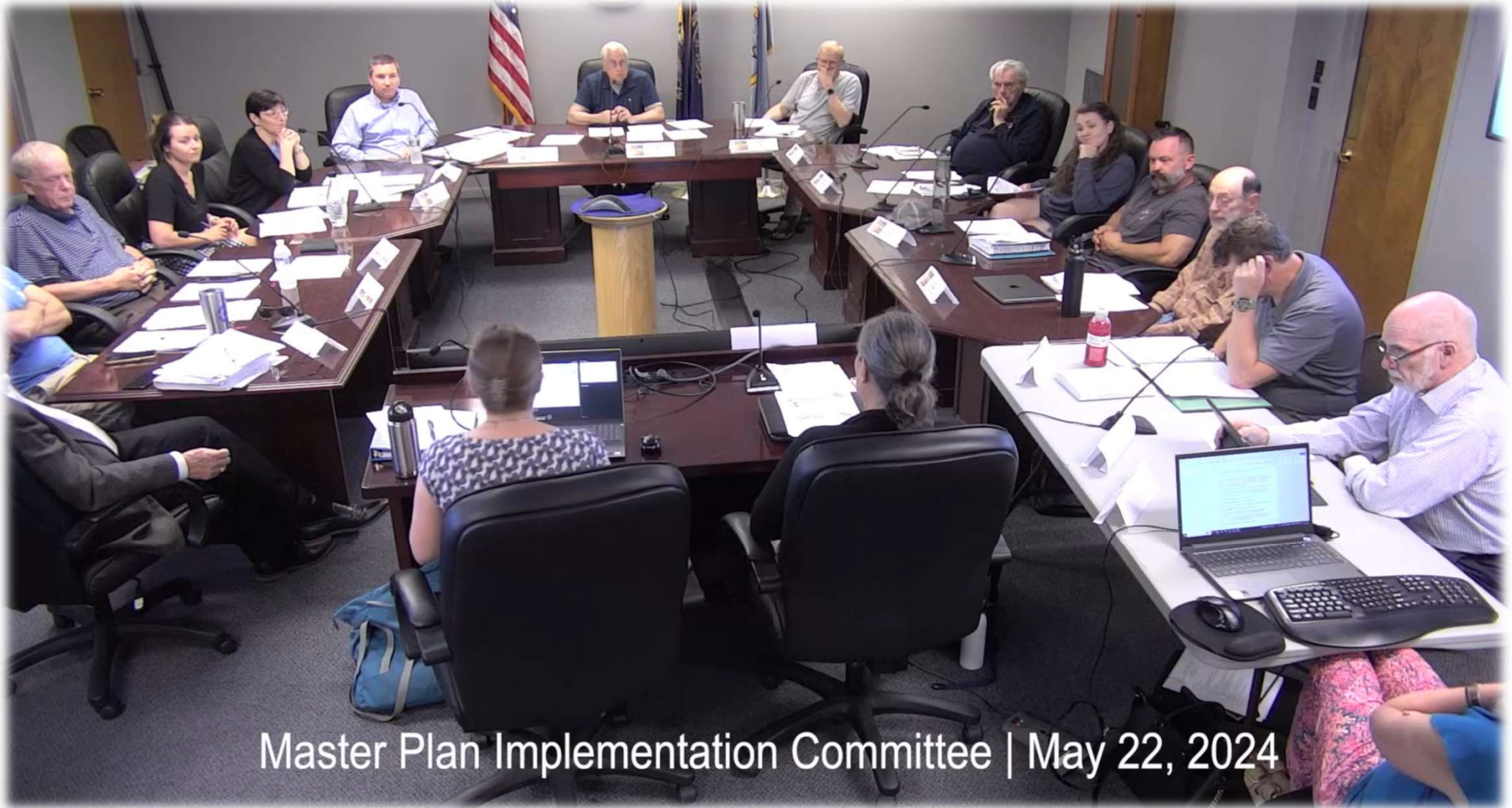
Implementation Matrix

The actions in the implementation matrix on the following pages will help implement Hampton's vision for the future and guide the town's infrastructure investments, capital improvement planning, land use policy, and other projects. These were informed by Town staff, the Master Plan Committee, and the general public. A "master implementation table" will be maintained by the Town's Planning Department and overseen by a Master Plan Implementation Committee on an annual basis. This table will include additional detail related to implementation include level of priority, status of action, responsible party, and potential partners.

While quite a few action items are included in the implementation table, the primary areas that Hampton will be focusing on over the next ten to fifteen years include:

- A comprehensive regulatory audit and completion of regulatory amendments and ordinance updates to ensure consistency with the vision outlined in the Master Plan
- A town-wide municipal facilities assessment and the effective utilization of the capital improvement process and other sources of funding to implement projects
- A comprehensive assessment of municipal utilities and infrastructure including water, stormwater, and sewer system and the effective utilization of the capital improvement process and other sources of funding to implement projects
- Implementing strategies to enhance coastal resilience, adapt to sea level rise, address vulnerability, and preserve Hampton's remaining open space areas
- Planning for a transportation network that accommodates multiple modes of transportation and alleviates traffic congestion, including complete streets, linkages to the NH Seacoast Greenway, and other transportation design improvements priority, status of action, responsible party, and potential partners.

Our Town, Our Future - Hampton Master Plan Implementation Actions					
1. IMPLEMENTATION AND REPORTING		Responsible Party(s)	Level of Priority (high, medium, low)	Anticipated Timeframe	Status of Action
	To guide the implementation of the Master Plan, Hampton will establish a Master Plan Implementation Committee that meets, at a minimum, quarterly throughout the calendar year. This committee will prioritize and coordinate the completion of implementation actions outlined in the Plan to ensure implementation action items are being worked on by the appropriate parties. A Master Plan Implementation Committee also monitors progress towards the goals specified in the Master Plan. Example Implementation Committee responsibilities include: - Regularly prioritize action items to work on annually.				
1.1	- Serve as a liaison with town boards and committees that have a role in implementing the Master Plan. - Assist the various responsible parties in understanding how the Master Plan integrates with their existing priorities to enable these parties to advance their own goals while simultaneously advancing the goals of the Master Plan. - Identify both successful strategies and barriers to progress. - Be responsible for public education about the Master Plan implementation process. - Provide an annual report to the Select Board and to Town Meeting.				
1.2	Coordinate an annual end-of-year joint meeting of all boards, committees, and local officials in Hampton that are active partners in the implementation of the Master Plan to evaluate progress from the past year and plan for the upcoming year.				
1.3	Regularly report on the progress of the 2022 Master Plan to the public through media channels, the town's email lists, a newsletter, and through the town's website.				
1.4	Ensure the Town's Planning Department serves the role of "tracker" to document progress and the completion of specific action items in a master implementation table that includes detailed information including responsible party, potential partners, and level of priority. This will ensure consistency and accountability over the coming years.				
1.5	Coordinate the implementation activities of the Hampton Master Plan and the Hampton Beach Master Plan to ensure consistency of priorities and project completion.				
2. VIBRANT					
Diverse and Affordable Housing Options					
2.1	The new RSA 79E housing related provisions should be reviewed and evaluated for the Downtown and other neighborhoods. This tool incentivizes investment in the revitalization of existing residential structures.				
2.2	Explore other incentives for the renovation and reuse of vacant or underutilized structures into livable, affordable residential dwelling units. This is especially important given Hampton's limited vacant land for new development.				
2.3	Incorporate any additional housing information as identified by the Hampton Planning Board or from Rockingham Planning Commission's 2023 Regional Housing Needs Assessment, or most recent assessment, into Hampton's long-term housing strategy.				
2.4	Incentivize housing development in Hampton to ensure a diverse housing supply for homeowners and renters in town at a variety of income levels. Strategies could include: • Incentivizing housing development in the upper floors of buildings in the Downtown area to create a walkable mixed-use area. • Creating a program to educate the public on accessory dwelling units and the town's standards to increase the available rental housing stock in Hampton. • Evaluating the possibility of an employer assisted housing program. The town should evaluate a program to partner with major employers, like the hospital, to gauge interest in partnering over time on such a program and related land use regulations. • Finding and partner with innovative developers who want to create cottage style housing developments and other desired housing types. • Implementing tax credits for multi-family residential developments constructed within identified target areas outside of risk zones (for example, the TC-S, TC-N, and POR zones; may also apply to inland G zones).				



Master Plan Implementation Committee | May 22, 2024



Master Plan Implementation Committee

- Sixteen (16) Regular Members:

Two (2) members of the Planning Board

One (1) member from each of the following: Board of Selectmen, Budget Committee, Zoning Board of Adjustment, Conservation Commission, Hampton Beach Area Commission, Hampton Beach Village District, SAU90, Hampton Area Chamber of Commerce, Seabrook Hamptons Estuary Alliance

Five (5) Resident-At-Large Members

- The Planning Board appointees act as Chair and Vice Chair, as determined by the Board.
- A request for letters of interest was posted to fill the resident-at-large seats.

Master Plan Implementation Committee

ADMINISTRATIVE PROCEDURE

MASTER PLAN IMPLEMENTATION COMMITTEE



SECTION I – OVERVIEW AND PURPOSE

The Master Plan Implementation Committee, referred to herein as "The Committee", is hereby established to assist the Planning Board with facilitating the implementation of the Town of Hampton Master Plan to ensure that the document remains an active tool for the long-range planning, conservation, and orderly growth of the community. The Master Plan Implementation Committee is an advisory subcommittee of the Planning Board. The Committee is not responsible for amendments to the Town of Hampton Master Plan, which are within the purview of the Planning Board.

The Committee's facilitation of the implementation activities of the Town of Hampton Master Plan shall be expressly inclusive of updates to the associated Hampton Beach Area Master Plan to ensure consistency of priorities and project completion.

The Town Planner shall provide professional and technical guidance to The Committee. The Planning Office shall serve the role of "tracker" to ensure that progress is documented. The completion of specific action items will appear in a master implementation table that includes detailed information including responsible party, potential partners, and level of priority.

The Planning Office shall maintain and update a web page for the Town of Hampton Master Plan and its implementation component.

A designee of The Committee shall provide updates at meetings of the Board of Selectmen as it deems appropriate, preferably quarterly but not less than once per year. The efforts of The Committee shall also be summarized in the Town of Hampton Annual Report.

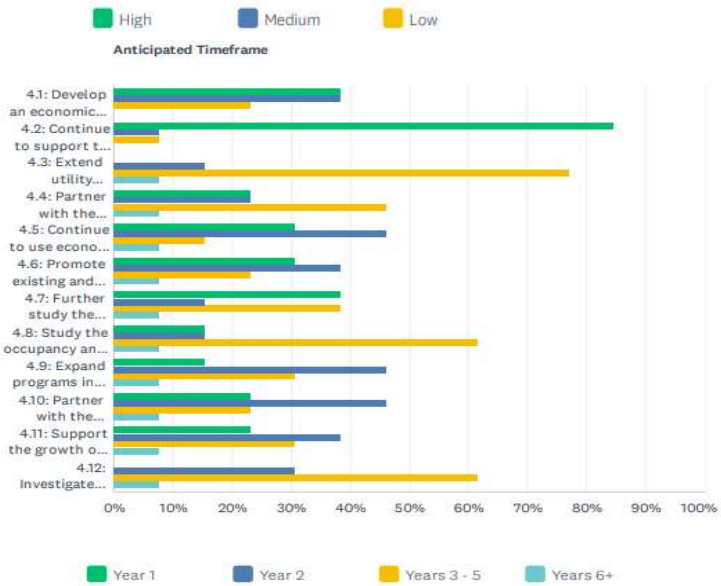
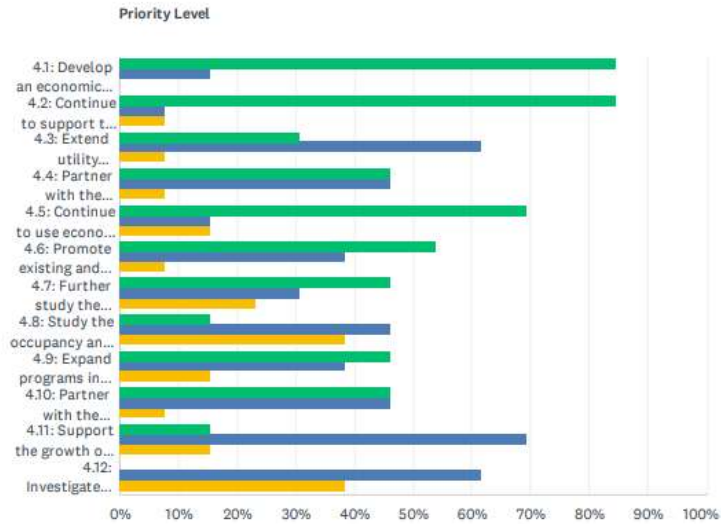
- Provides an overview and describes the Committee's purpose
- Clearly defines the Committee's objectives
- Explains the membership structure and member responsibilities
- Specifies requirements for Committee meetings



Master Plan Implementation Committee

First Task: Preliminary Evaluation and Prioritization of 149 Action Items!

- June 2023 through January 2024
- Survey Monkey (www.surveymonkey.com)
- Members completed the surveys ahead of scheduled meetings, where the results were discussed and refined
- Most efficient method of addressing this tedious but necessary task



RESILIENCE: Implementation Actions: Priority Level & Anticipated Timeframe

Priority Level	HIGH	MEDIUM	LOW	TOTAL
4.1: Develop an economic development plan that promotes resilience and sustainability planning as economic development strategies. The plan should include a detailed assessment of the short and long term impacts that coastal hazards, sea level rise, and climate change will have on Hampton's economy, including local businesses, the local tax base, tourism, business retention, replacement of economic resources, at risk populations, and the impact of population migration.	84.62% 11	15.38% 2	0.00% 0	13
4.2: Continue to support the Hampton Beach Area Commission, Hampton Beach Village District, and the Chamber of Commerce as the Beach is an important economic driver.	84.62% 11	7.69% 1	7.69% 1	13
4.3: Extend utility services, such as water and sewer, to inland areas that are not currently served. Prior to this the land use regulations should be evaluated and revised as needed to prevent sprawl or other impacts.	30.77% 4	61.54% 8	7.69% 1	13
4.4: Partner with the Hampton Chamber of Commerce and Seacoast Economic Development Corporation to identify opportunities for emerging and growing industries to locate in Hampton including research and development-based employers, renewable energy, life sciences, advanced manufacturing, healthcare, and other similar technology sectors. Ensure that coastal resilience is part of the conversation.	46.15% 6	46.15% 6	7.69% 1	13
4.5: Continue to use economic development strategies already in place (79E, etc.) to retain and grow existing businesses, and to attract new commercial development in all commercial corridors and mixed-use areas.	69.23% 9	15.38% 2	15.38% 2	13
4.6: Promote existing and newly created economic development tools and incentives to developers and property owners in the commercial areas of town.	53.85% 7	38.46% 5	7.69% 1	13
4.7: Further study the short-term rental market to better understand the impact it has on Hampton's housing supply.	46.15% 6	30.77% 4	23.08% 3	13
4.8: Study the occupancy and vacancy rates of hotels. If vacancy rates are high, analyze the feasibility of redevelopment of hotels into affordable housing units.	15.38% 2	46.15% 6	38.46% 5	13
4.9: Expand programs in high school that highlight available occupations, career ladders, and pathway programs. Look for ways to offer scholarships, training, incentives, mentorship, or stipends for local kids looking to get trained in these critical occupations.	46.15% 6	38.46% 5	15.38% 2	13
4.10: Partner with the University of New Hampshire, the community college system, and the NH Trade School to identify and address workforce development and training needs.	46.15% 6	46.15% 6	7.69% 1	13
4.11: Support the growth of home-based businesses and remote workers while protecting quality of residential neighborhoods. Support organizations that are providing networking opportunities, workspace, and services to entrepreneurs, small businesses, and telecommuters.	15.38% 2	69.23% 9	15.38% 2	13
4.12: Investigate opportunities for creating additional shared workspaces and co-working opportunities in Hampton.	0.00% 0	61.54% 8	38.46% 5	13

Master Plan Implementation Committee

Next Task: Refine to Determine 2024 Implementation Priorities

- Another Survey Monkey Exercise: Members ranked their top three priorities from each of the five central themes
- Generated a Focused Working List: Keeps the members from getting bogged down by all 149 action items

An overall top priority was identified:

Identify a strategic plan forward for a re-write and reformatting of the entire zoning ordinance to be more user-friendly, enhance readability, simplify language, and incorporate visuals (from Action Item 5.1)

Various action items relating to workforce housing and an economic development plan also emerged as 2024 priorities



Master Plan Implementation Committee

Additional Ongoing Tasks

- Appointments with subject matter experts, from within and outside of Hampton
- Routine member updates with their respective Boards and Commissions
- Sub-group exercises involving zoning strategies (completed) and identifying responsible parties for action items. Additional exercises to follow.
- Outreach/engagement activities and related measures to enhance the Committee's profile in the community



Master Plan Implementation Committee

Benefits

- The Master Plan not only remains an active tool, but it is placed in the forefront of many Town efforts
- Monthly public comment opportunities at open meetings
- Takes some of the burden off a very busy Planning Board
- There are many local events where tabling (and similar types of outreach) can occur, and our members are eager to participate
- Opportunities for “hands-on” education, research, and sharing of resources within the community



Master Plan Implementation Committee

Challenges

- Meetings are not televised due to limited capacity of cable access staff (they are video recorded and posted online)
- Building broad community support/buy-in
“We have never done it this way before”
- Some individuals trying to get the Committee to exceed its advisory role
- Statements made that the Committee is not moving quickly enough
- Increasing staff workload conflicts with some efforts to advance action items
- Avoiding the duplication of efforts



Master Plan Implementation Committee

Lessons Learned

- Make sure the implementation committee includes a broad cross-section of representatives, including residents-at-large
- Have a clearly defined and detailed Administrative Procedure
- The Chair should be a member of the Planning Board
- Routinely demonstrate all tangible progress to staff, elected officials, and the public. Include reminders that this is a multi-year effort.
- Maintain and regularly update a web page for the Master Plan
- **Stay the Course!** Recognize that you may not get beyond some challenges – focus instead on all that you can accomplish. This includes items that may seem trivial. Time is on your side with a long-range plan.



Master Plan Implementation Committee

What's Next?

- Zoning Ordinance: Recodification and Audit (*Planning Board*)
- Interim Workforce Housing Zoning Amendment: Likely focus areas are the Town Center and the Liberty Lane area (*Planning Board*)
- Develop and discuss strategies intended to foster economic development
- Focus on Hampton's downtown area
- Identify and pursue "low hanging fruit"
- Communicate with responsible parties for action items
- Continue efforts to build awareness and support for implementation



Town of Hampton Master Plan web page:

<https://www.hamptonnh.gov/516/Town-of-Hampton-Master-Plan>