



# Town of Rye

## PLANNING DEPARTMENT

*Kimberly Reed*  
Planning & Zoning Administrator  
[kreed@town.rye.nh.us](mailto:kreed@town.rye.nh.us)

### ***Engagement Strategy 1: Community Forums***

#### ***August/September/October and November 2025, and ongoing through Spring 2026 (RPC with Rye Planning Board & Town Staff)***

The Planning Board and Rockingham Planning Commission (RPC) will coordinate efforts to host a kick-off presentation on or around September 16, 2025 and include discussion of the overall HOP Phase III project to outline the scope of work, and lay the foundation of housing in NH, the region, and Rye. This will include a presentation as to the status of housing, overview of applicable state laws and studies, and a review of the goals and actions Rye has taken regarding housing, including recent HOP Phase I and II housing initiatives, and Master Plan work. Rye officials and staff, including departments and boards, and the public will be invited to this event via direct invites, town website/newsletter, social media postings, flyers, and emails to subscribers to previous housing and planning efforts. RPC and the Planning Board will also coordinate this community forum with other community groups and organizations, including the Rye Library, Rye Civic League, Rye Driftwood Garden Club, Rye Historical Society, Rye Lions Club and others, as identified.

The discussion will be recorded, with session presentation materials and group notes all posted on the town's website: Planning Board landing page. All key documents, outreach messaging, and regulatory proposals relative to the HOP Phase III project will also be posted on this site.

This focused discussion is intended to serve three purposes: 1) familiarize the Planning Board, town officials and the public with background information on housing including Master Plan information, 2) demonstrate how Rye has come to the point in the housing discussion of talking about specific regulatory opportunities, and 3) to seek feedback from attendees about what concerns and opportunities they see for regulations impacting housing in Rye.

RPC will facilitate a second public forum in the Spring of 2026 for the community to review and discuss the status of housing in Rye. Such forum will include a presentation of relevant background information, 2026 legislative initiatives, and will build upon regulations adopted by Town citizens in March 2026. Housing regulation opportunities throughout the community, including Master Plan implementation actions relevant to housing, will be identified and presented. The forum will solicit feedback to be used for future regulatory amendments put forth by the Planning Board.

[www.town.rye.nh.us](http://www.town.rye.nh.us)

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**Engagement Strategy 2: "Pop -Up" Housing Awareness Campaign  
September 2025 – February 2026 – ongoing throughout project (RPC with Rye  
Planning Board & Town Staff)**

Rye Planning Board and staff with RPC will develop a pop-up campaign with the creation of short, easy-to-read housing factsheets/ illustrations with updates about the proposed housing regulations that could either stand alone or be incorporated into existing town newsletters, social media posts, or for display or distribution at community events. This regular communication would highlight ongoing housing efforts, share relevant news, and invite residents to participate in housing-related discussions through town committees. Additional strategies include promoting housing-related content through a social media series (e.g., "5 Housing Myths in Rye" or "Did You Know?"), and sharing key materials with town boards and committees to encourage broader awareness and participation. The newly established Master Plan Implementation Committee (MPIC), supported by Long-Range Planning and Rules and Regulations Committees, will contribute to these outreach efforts as they delve into Rye's Master Plan implementation.

**Engagement Strategy 3 – Public Discussions and Formal Public Meetings  
July – March 2026 for Zoning Proposals and September 2025 – June 2026 for  
Site Plan Regulation Proposals. (RPC with Planning Board & Town Staff)**

The Planning Board will meet with RPC at up to two public meetings to review the Rye Land Use Regulatory Audit (developed under the Phase 1 HOP grant) and up to 11 times for potential draft regulatory adjustments (zoning and site plan/subdivision regulations). All meetings and proposed regulations will be noticed on the town's website: Planning Board landing page, and meeting minutes and videos will be posted. RPC staff will assist in drafting proposed amendments for public hearing(s), aid the Planning Board with presentation(s) at public hearings, and drafting changes to meet warrant requirements. For site plan or subdivision regulations, RPC staff will assist the Planning Board with required public hearings and will present proposed regulations. If the proposed zoning amendments are moved to the warrant, RPC staff will support the Planning Board and staff with NH RSA notice requirements.