

Interim Key Takeaways

9/14/2020

This represents patterns and takeaways identified in public input as of 9/14/2020. It does not address every piece of input received, nor does it reflect input received after 9/14/2020.

Vision Content

Town Center:

- Create a village-center aesthetic
- Increased density of storefronts
- Multi-use: Retail and Dining at street level, residential upper levels
- Local Businesses
- Improved sidewalks, crosswalks, and walkability
- Leverage historic, small-town buildings and character
- Architectural Design Standards
- Year-round economic activities geared toward local residents
- Develop rail trail

Hampton Beach (“South Beach”):

- More upscale shopping and dining opportunities
- Limit building heights and high-rise development
- Architectural Design Standards
 - Avoid “box” architecture
 - Preserve beach cottage architecture
- Limit development of condominiums
- Improve resident access (parking, accessibility)
- Create safe, clean, family-friendly atmosphere
- Manage visitor crowding, noise levels, and trash
- There is disagreement about the benefits of closing Ocean Boulevard.
 - My interpretation is that more people strongly like it or somewhat like it than strongly dislike it. Many people more generally indicate that walkability is important to them. It’s possible the dislike expressed by some is related to the reported “unsavoriness” of the visitors attracted to the beach strip.

North Beach & Plaice Cove:

- Popular local gems
- Maintain it as geared toward residents
- Resident-only parking
- Improved accessibility
- Beach nourishment

Transportation:

- Increased walkability (sidewalks, crosswalks, benches, destinations)
- Increased bikeability (bike lanes, bike paths, bike racks)
- Public transportation connecting town center to the beach district
- Work to diminish vehicle traffic

Economy:

- Support local small businesses, discourage chain stores
- Support strong local service economy (“you can get what you need locally”)
- More employment opportunities
- Year-round economy (reduce reliance on tourism)
- Balance growth; residents are not interested in rapid growth
- Taxes are too high
- Cost of living is high

Community:

- People love the community and its people
- Maintain small-town feel
 - Slow pace
 - People know one another
- Conservation of green space / open space
- Parks
- Create community spaces
 - Senior Center
 - Town Green
- Community art installations
- Family friendly, safe

Municipal Services:

- Recreation department does great work
- Education system is great
- Road infrastructure needs to be improved
- Install high speed internet

Other Observations:

- Concern about substance abuse (seems to mostly be in the Hampton Beach Strip area)
- Resident vs Visitor Sentiment
 - Residents express feeling disempowered by focus on visitor populations
 - There is a lot of concern about “unsavory” visitors attracted by “low-class” retail in Hampton Beach. Concern about noise, fireworks, trash, bringing in drugs, danger, etc.
- Town-wide cohesion and consistency
 - Connect town center to the beach
 - Implement design standards/guidelines for new construction

Coastal Content

Resilience Project Priorities

- Long Lasting
- Supports Habitats and Ecosystems
- Unobtrusive or Visually Appealing

What Hampton can Do:

- Secure funding to implement coastal resilience actions.
- Enact and enforce regulations, codes, and ordinances.
- Make it easier for, or provide incentives to, residents and businesses undertaking resilience projects.

Specific Projects:

- Nourish Dunes and Beaches
- Improve Drainage Systems
- Strengthen Coastal Utility Infrastructure
- Toughen Regulations on Construction in Risk Areas
- Limit Development
- Conservation and Preservation of Beaches, Dunes, and Marshland

Draft Vision

9/14/2020

NOTE: this is a draft document based on input received through public participation efforts as of 9/14/2020. It does not represent a comprehensive review of Vision content needs for the Town of Hampton.

Resilient Development

A coastal-resiliency focused development strategy will limit development in existing and projected hazard zones, incentivize retrofitting of the existing properties in hazard zones to better withstand coastal hazards such as flooding and high winds, prioritize protection of critical facilities and infrastructure to support emergency evacuation and response, redirect future development to inland locations at lower risk, and enable and support property buyouts, managed retreat, and creation of open space.

Resilient Housing Stock

Harmonizing preservation of historic New England construction and architectural styles with improved coastal resiliency of structures by developing resiliency design standards/guidelines for coastal areas of Town. Prioritizing maintenance, rehabilitation, and renovation of the Town's existing housing stock by incentivizing and facilitating private-property flood mitigation strategies that reduce flood insurance premiums and increase property values, thereby prolonging the lifespan of these properties, enabling sales to new owners, and reducing the need for property owners to sell to condominium developers.

Resilient Economy

Increasing the resiliency of the local economy by encouraging economic diversity; supporting the local business ecosystem; expanding business development in the Town Center, along the Route 1 Corridor, and in other areas outside of current and projected future coastal hazard zones; and fostering a robust year-round economy that provides jobs and services with less dependence on the seasonal tourist population.

Resilient Community

Connecting Hampton's beach community and coastal tourism centers with the Town Center and inland areas through bike-paths, sidewalks, public transit, and way-stops to increase travel between the two primary economic centers, and to improve the accessibility of recreational and natural coastal resources from the rest of town. Over the long term, this will encourage development in, and migration to, the Town's inland areas as sea level rise and shoreline change limit development and living opportunities on the coast. This will cause co-benefits of reducing vehicular traffic and fossil fuel use while increasing positive public health outcomes.

These four focus areas, as well as other considerations and findings, have led to the development of the following Vision Statement for the Master Plan Update:

Vision Statement

The Town of Hampton will leverage its existing community strengths to foster economic development in a village-like town center that is closely connected to the beach communities of the town, both areas populated by thriving small businesses, and forming an overall sense of place despite the different characters of the town center and beach areas. The Town will further strengthen its coastal neighborhoods by making existing housing and infrastructure more resilient to flooding and climate change while facilitating movement of some people to areas of lower risk within Hampton, preserving the Town's economy and making it possible for families to remain in Hampton over the long term.