



HAMPTON, NEW HAMPSHIRE

Hampton Community Design Charrette

October 17-18, 2025

Hampton Community Design Charrette Acknowledgements

Thank you to the individuals who donated their time, energy, and expertise for this charrette. We would like to give extra thanks to all the community members who shared their insights about Hampton.

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**Hampton Area
Chamber of Commerce**

**Best Western Plus - The
Inn at Hampton Hotel**

Victoria's Kitchen



Who is Plan NH?

Plan New Hampshire (Plan NH), is a 501(c)3 non-profit organization formed in 1989. Plan NH has a vision of a New Hampshire that is vibrant and healthy for its people, its economies, and the environment. To achieve that vision, Plan NH's mission is to foster excellence in planning, design, and development of New Hampshire's built environment, because we believe that what we build, where we build, and how we build anything has a significant impact on that vibrancy and health.

Plan NH champions principles and ideas that balance the built environment - including buildings, roads, bridges, memorials, public sculptures - with:

- the needs of people, including where they live, how they get about, what services are necessary, what they value;
- maintaining a “sense of place” of our towns, cities, and villages that make them unique, including preserving historic assets, open spaces, agriculture, and farming;
- and protecting our air, water, flora, and fauna.

Among our signature programs is the Community Design Charrette Program, a participatory exercise that brings professionals from our membership together with New Hampshire communities to explore design ideas, usually around a village center or other significant neighborhood or community asset. Through recommendations made, Plan NH can demonstrate the role and importance of the principles and ideas noted above in concrete, real examples.



What is a Charrette?

Simply stated, a charrette is a brief yet intense, brainstorming session in which ideas are brought together for the purpose of defining potential planning recommendations and possible design solutions for an identified need. For Plan NH, this is usually related to a town center or other significant neighborhood in a community.

Plan NH's community design charrettes take place over the course of two days: eight hours on a Friday for listening, and then another eight hours the next day for brainstorming, crafting recommended solutions, and presenting thoughts to the community.

The process engages planning and design professionals in direct dialog and conversation with each other and with local residents to collect information needed in order to develop good and relevant recommendations about how to address a particular challenge. Plan NH sees this part of the process as a period of discovery: discovering who the community is, what they value, and what they really want. This community input is essential and critical to the value of the outcomes.

The results of a Plan NH charrette are general and overarching planning and design recommendations, rather than specific directions. Plan NH does not dictate but suggests. Most often, the outcome of a Plan NH charrette is described as a *vision*, or an expression of how things might be, based on what the team saw, heard, and learned.



Newmarket, NH - October 2024



Sunapee, NH - April 2024



Manchester, NH - July 2023



Brentwood, NH - May 2023

Charrettes blend the broad experience of planning and design professionals with local citizens' detailed knowledge of their own community to develop recommendations that address challenges and opportunities in the project at hand. These recommendations provide a framework within which more detailed solutions and plans of action can be developed.

Why Did Plan NH Come to Hampton?

The Town of Hampton submitted an application to Plan NH in May 2025 expressing interest in pursuing a housing-related charrette. The primary objective for this charrette exercise was intended explore the designated “Town Center Study Area” (see below) to plan for a vibrant future as designated in the Town of Hampton Master Plan, which was adopted in February 2023. The stated purpose(s) of the community charrette include:

- 1 Take preliminary planning actions intended to aesthetically enhance the downtown**
- 2 Evaluate sidewalks, streetscape, and other elements to promote connectivity within the downtown**
- 3 Strengthen tourism, commercial activity, and economic development**
- 4 Identify areas for higher residential density and explore a broader range of housing options**
- 5 Underscore safety enhancements and mitigate traffic congestion**
- 6 Create a desirable Town Center and make it a great place to “live, work, and play”**



Site Tour Observations



What the Plan NH team saw during our project area tour of Hampton:

On Friday morning, we made several stops in the downtown area. In these areas, we observed and evaluated a variety of issues relating to traffic, access, connectivity, aesthetics, functionality, and redevelopment.

- **Hannaford Lot**
- **Moulton Lot**
- **Old Salt/Rail Trail**
- **High Street and Lafayette Road Intersection**
- **Depot Square**
- **Las Olas Parking Lot**
- **Winnacunnet Road and High Street Intersection**
- **YMCA/Post Office Parcel**
- **Tuck Fields**
- **Fire Station/Lane Library/Town Hall**
- **Town Municipal Parking Lot/Swain Court**
- **Private Redevelopment Parcels**
 - **Between Hannaford and Old Salt**
 - **Across from the Old Salt**

Plan NH would like to thank our wonderful tour guide, Jason Bachand, for our engaging and informative tour of Hampton!

What Hampton Told Plan NH

What Plan NH Heard from Community Leaders

After the tour of the project area, the team met with community leaders, including Town staff, Board and Commission members, local business owners, and key property owners. We learned about the challenges and opportunities from their perspectives as those that work in, and serve, the Town of Hampton on a daily basis. Many of these challenges and findings are intertwined in terms of their causes and potential solutions.

- More housing and residential density is needed
- Zoning could be updated for more predictability for potential developers
- Driving through town is often difficult with poor sight lines and frequent congestion
- Traffic needs to flow through town slowly and safely
- Downtown needs to be safer and more walkable
- Town parking lot is a great asset, but could use more lighting, greenspace, and signage
- How do we create a true “Town Center” as a destination for residents and visitors?
- Enhanced connectivity with the rail trail
- Parking concerns and efficiency
- Some storefronts are empty
- Engage with business owners to explore opportunities for economic development
- Bring people in and keep them here
- Buried utilities would be wonderful - difficult to find the funding to do this
- Is there a way to connect to the Beach District?



What Hampton Residents Told Plan NH

Two public listening sessions were held during the afternoon and evening of Friday, October 17, 2025. The sessions served as an opportunity for the public to share their comments and ideas about the various challenges and opportunities throughout the project area. Plan NH's process encouraged participation and input from everyone in the room. The residents in attendance shared their opinions about how to improve the wonderful assets that the Hampton community already has. The vibrancy of the community and its residents was evident to the charrette team, and we were excited to explore the possibilities of what the future holds with them.

Throughout these input sessions, community members discussed (1) community strengths, (2) concerns/challenges, and (3) desired improvements. From the common themes, we distilled an overall vision.

Overall Vision:

- Enhance connectivity of the downtown area - bring folks together through transportation improvements
- Make downtown Hampton safer and easier to navigate for pedestrians, bikers, and autos alike
- Explore housing development options that provide more density and fit within the character of Hampton



Recommendations

Based on what the Plan NH Charrette Team learned from our walking tour and the stakeholder and community listening sessions, we developed a series of custom recommendations meant to address the concerns we heard about the project area. These recommendations were presented in-person to the community on Saturday, October 18, 2025, and are included in more detail in this report.

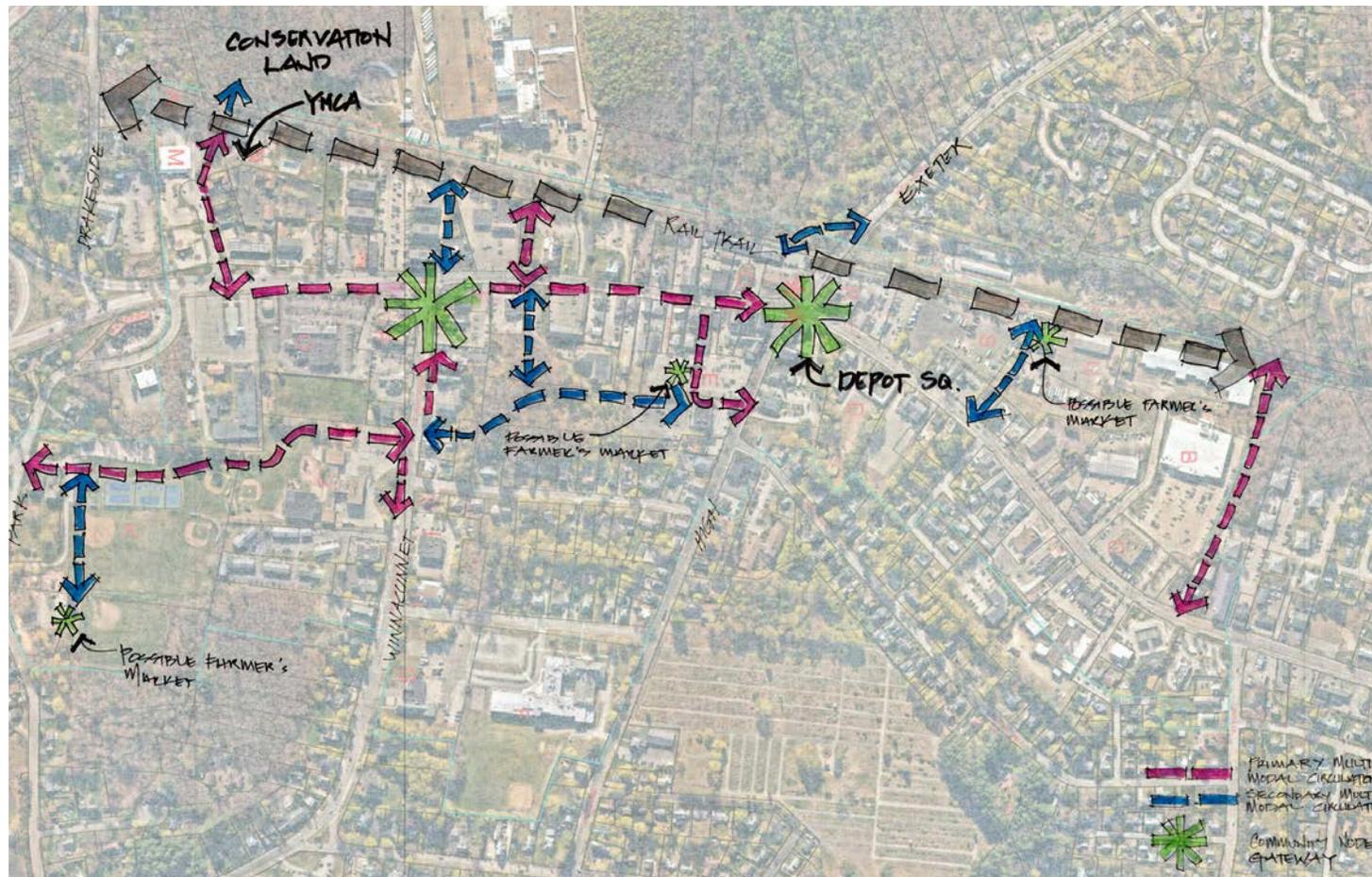
The following is a list of the recommendations developed by the Charrette Team for potential ways to address the community's vision. More detail regarding each recommendation is provided on the following pages.

- 1. Overall Connectivity through Downtown Hampton**
- 2. Transportation Improvements**
- 3. Municipal Parking Lot Redevelopment**
- 4. Wayfinding and Public Art**
- 5. Options for Housing Redevelopment**
- 6. Economic Factors and Considerations**



Overall Connectivity through Downtown Hampton

Addressing how pedestrians and bicyclists interact with the downtown Hampton area - as well as with neighborhoods, schools, and other public spaces - was a major consideration for those from who we heard during our public and stakeholder sessions. The rail trail, which is soon to be finished, is a terrific amenity being so close to the downtown, that should be utilized moving forward. Being able to connect with community nodes or gateways as designated by the green asterisks, is critical to overall connectivity.



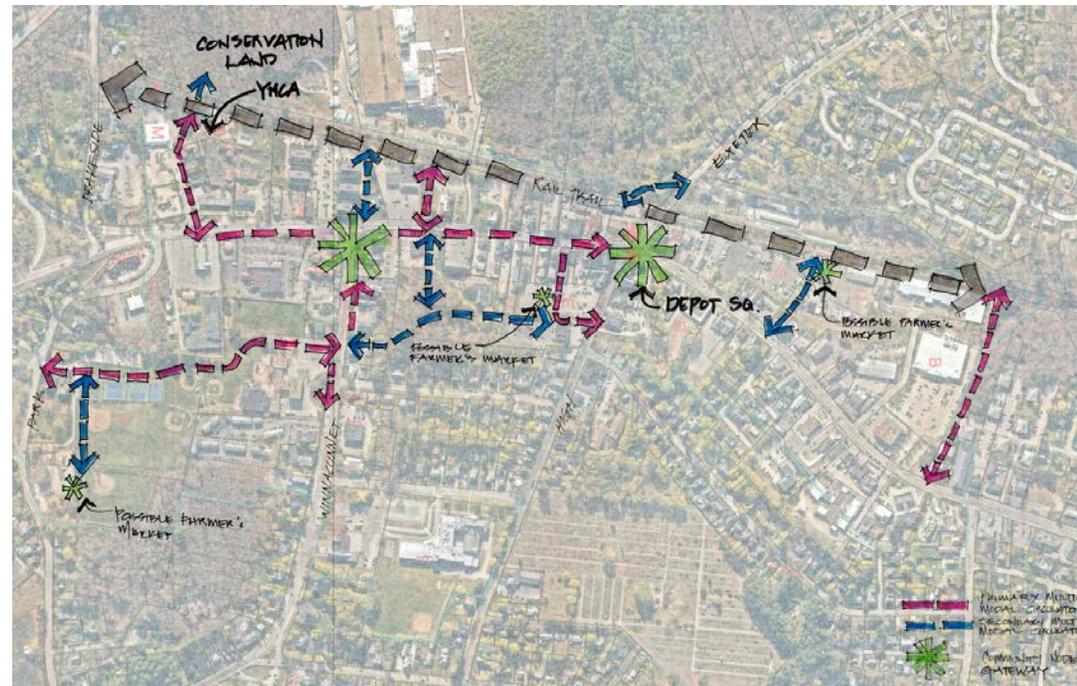
Overall Connectivity through Downtown Hampton (continued)

Connectivity ultimately builds community.

A more connected community is a more active, social community. Using this connectivity that currently exists and could be enhanced in the future is crucial to build upon some of the events that Hampton already has.

Examples of events that can benefit from greater connectivity include:

- Farmer's Markets
- Small Business Saturday
- Fall Festival
- Holiday Parade/Tree Lighting



Opportunities for Expanding Events Year Round

- Extend community events year-round to engage residents and attract visitors
- Explore partnership with Main Street America — a national nonprofit dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide.
- Introduce Farmer's Markets (a few locations suggested)
- Introduce spring and summer programming at Tuck Field featuring vendors, interactive activities, and food trucks
- Consider shuttle service options to ease parking challenges

Transportation Improvements

Transportation Goals

What we heard loud and clear is that traffic is a big issue in the town.

One of the goals is to be able to process that traffic efficiently.

More efficient traffic progression will augment greater connectivity throughout downtown.

We focused our review at two intersections as part of this charrette:

- Lafayette Road at High Street/Exeter Road
- Lafayette Road at Winnacunnet Road

Lafayette Road at Winnacunnet Road

Lafayette Road at High Street/Exeter Road



Transportation Improvements Lafayette Road at High Street/Exeter Road

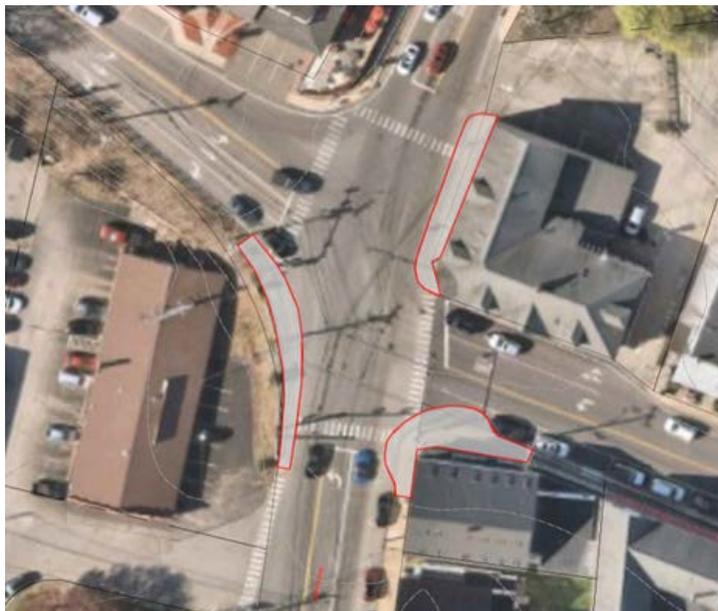
The current offset intersection geometry presents difficulty for motor vehicles, pedestrians, and bicyclists. The misalignment of High Street and Exeter Road creates several issues. Some are noted below:

- long cycle lengths create long delays for motorists
- no right-turns-on-red due to poor sight distance for pedestrians that may be crossing
- non-compliance for PROWAG/ADA
- no bicycle accommodations through intersection

We reviewed two options for this intersection. The first option works within the existing physical and right-of-way (ROW) constraints, and the second option requires significant ROW acquisition.

Option A

Minor modifications to the existing signalized intersection



Option B

Convert current intersection to an Elliptical Single Lane Roundabout



Transportation Improvements

Lafayette Road at High Street/Exeter Road

Option A

Option A consists of minor modifications to the current signalized intersection.

It includes minor curb geometry to maximize pedestrian space by reacquiring unused/unnecessary roadway space.

These improvements provide some additional space for pedestrians, which will reduce crossing distances and improve accommodations for pedestrians in wheelchairs, but do not address motor vehicle capacity issues or bicycle accommodations.

This option would not require a significant investment to incorporate.



Transportation Improvements

Lafayette Road at High Street/Exeter Road

Option B

Option B, which requires full acquisition of a parcel (and removal of structure) on the southwest corner of the intersection, consists of incorporating an elliptical-shaped roundabout. It is noted that another potential solution would include realigning of the Exeter Road leg to form a more traditional four-legged intersection that could still provide improvements to the intersection. However, we focused on the roundabout solution for this charrette. Roundabouts can be effective solutions as they generally provide improved processing of traffic and safety by slowing down speeds and not requiring as much stopped time.



Transportation Improvements - Lafayette Road at High Street / Exeter Road (continued)

Option B

The roundabout option as shown would have the following benefits:

- Provides slow and steady traffic speeds
- Provides safer and more accessible crossing of pedestrians. Pedestrians would have shorter crosswalk lengths and would have to cross only one lane of traffic at a time.
- Creates a community gateway, and could work in tandem with improvements to the Winnacunnet intersection to provide bookends to the downtown village area.
- Improved bicycle accommodation through the intersection.

Option B would require significant investment and political will to acquire the southwest parcel, demolition of the 'Woof' building, and relocation of the Depot entrance to accommodate the roundabout. A land swap could be considered to redevelop the area.



The overall cost would be approximately \$5-7 million for ROW acquisition, demolition, design, and construction.

Transportation Improvements Lafayette Road at Winnacunnet Road

The current intersection geometry consists of a “tee” intersection with a skewed two-way slip lane. We have heard from the community that they are concerned with safety at this location, that there have been several crashes or near misses and pedestrians crossing Lafayette Road being seen by motorists making right turns from Winnacunnet Road. Northbound right-turning vehicles move very quickly through this intersection due to the large radius. Westbound left-turning vehicles have difficulty seeing southbound vehicles on Lafayette Road due to the roadway skew. This intersection is particularly difficult for pedestrians crossing Winnacunnet Road due to the speeds and multiple conflict points with motor vehicles.

We developed two options for this intersection as well. The first option maintains the current “tee” intersection geometry and changes the slip lane to a one-way right turn with reduced radius. The second option is a single lane roundabout.

Option A

Modifications to the existing intersection -
keep stop control



Option B

Convert existing intersection to a
Single Lane Roundabout



Transportation Improvements Lafayette Road at Winnacunnet Road

Option A

Option A consists of a more traditional 'tee' intersection with a simple right-turn slip lane. The slip lane would be large enough to accommodate buses and similar larger vehicles; however, the crosswalk would be much shorter, and there would be a substantial amount of space that could be used for landscaping/gateway opportunities.

Additionally, it would offer additional space for a sidewalk connection on the south side of Winnacunnet Road and potentially to the school.



Transportation Improvements Lafayette Road at Winnacunnet Road

Option B

Option B involves a three-leg roundabout. The roundabout would likely be able to fit within the existing ROW. The roundabout would have several benefits:

- Due to the roundabout geometry, motor vehicle speeds would be limited to around 15 mph. Thus, reduced speeds will help with pedestrian safety while still processing the vehicles safely through the intersection.
- This option would provide a gateway for road users as they approach the heart of the downtown area. In conjunction with a roundabout at the High Street/Exeter Road intersection a roundabout pair would emphasize the downtown village area limits.

The roundabout option would require some modifications to existing driveway access.

The ballpark cost estimate would be \$3 million to design and construct.



Transportation Improvements - Streetscape Improvements

In addition to the multiple intersection reconfigurations for consideration noted above that would improve traffic safety and traffic flow for all modes of transportation, streetscape improvements along Lafayette Road and Winnacunnet Road were also studied and depicted to help create a better sense of place in the downtown area as well as make pedestrians more comfortable moving about. A typical streetscape cross section is depicted that better utilizes the excessively wide pavement along Lafayette Road currently dedicated to motor vehicles and reallocates that available space to provide wider walkways, street trees, ornamental lighting, and possibly planting strips while still providing on street parking and ample travel way width.

It is noted that the depicted center median with planting strip option, thus preventing left turns, is more feasible with the two roundabout options mentioned earlier, as the roundabouts would provide an area for motor vehicles to change direction and access businesses. In addition, the design of the roundabout and the lower elevation of adjacent Depot Square area lends itself to a tiered retaining wall that would not only structurally hold the elevated roundabout at the appropriate intersection grade, but also potentially provide multiple outdoor seating levels for events held at Depot Square.

Lafayette Road at Winnacunnet Road

Lafayette Road at High Street/Exeter Road



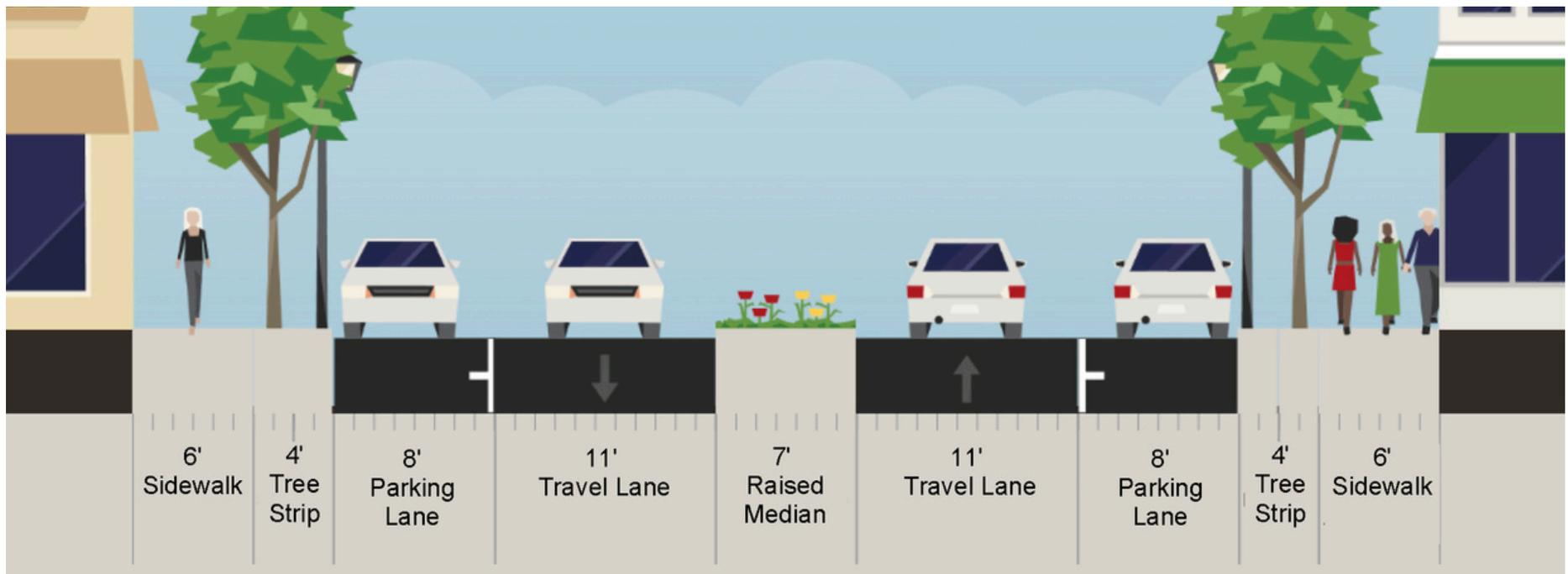
Lafayette Road Transportation Improvements - Streetscape and Pedestrians

These proposed streetscape improvements also benefit the connectivity mentioned in other sections of this report, including easier and safer access to the nearby rail trail to the west and nearby town parking lot to the east. Lafayette Road’s right-of-way varies, but in the central corridor it can accommodate two 11-foot travel lanes (one in each direction), a seven-foot landscaped center median, eight-foot parallel parking lanes on both sides, and 10-foot sidewalks.

These expanded sidewalks will allow for:

- Street trees on both sides
- Decorative lighting, banners, and wayfinding signage
- Outdoor dining and seasonal plantings for restaurants and cafés

The center median will offer pedestrian refuge at crosswalks and space for seasonal displays—enhancing visual appeal and supporting local commerce. The proposed median extends from the Exeter Road/High Street roundabout to Swains Court, where the ROW narrows to approximately 50 feet. Beyond this point, the median ends, but widened sidewalks, tree plantings, and parallel parking (on one side) continue.

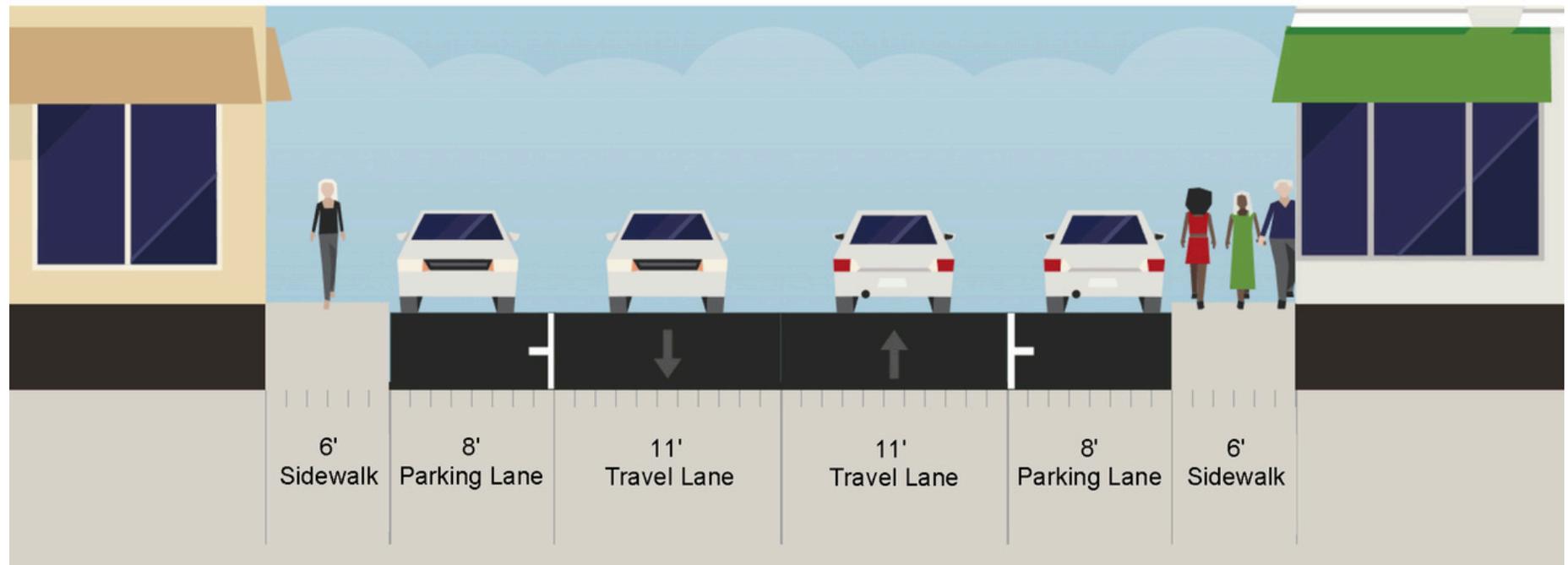


Winnacunnet Road Transportation Improvements

Streetscape Improvements

Consistent sidewalk width, greenery, and lighting will create a safe, inviting pedestrian corridor that strengthens downtown's sense of place. However, particularly on Winnacunnet Road, there are some areas where the roadway is narrower. Those sections will feature 11-foot lanes, eight-foot parallel parking lanes, and six-foot sidewalks.

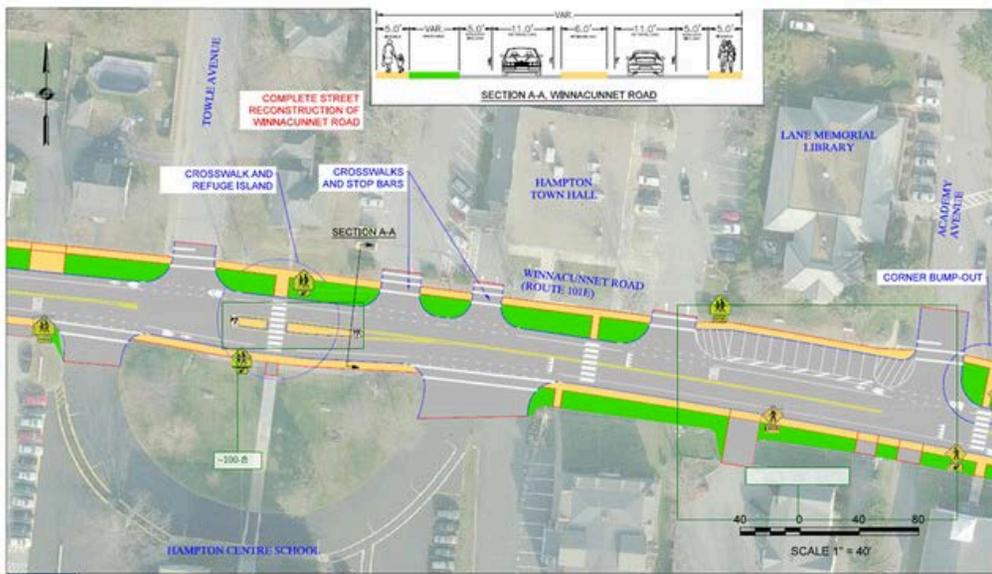
Narrower Cross Section Closer to Winnacunnet Road pictured below:



Transportation Improvements - Streetscape Improvements

The charrette team heard comments during the listening sessions that Winnacunnet Road has excessively wide pavement and like Lafayette Road, could be reallocated/narrowed to benefit the community, especially benefitting bicyclists, pedestrians, and nearby school operations. The team studied the Town's previous 2016 Transportation Alternatives Program (TAP) application and concurred with the improvements mentioned in that application. Some of these TAP application improvements are shown in this report. It is noted that the Town has successfully secured a TAP project (Hampton #42606) through the New Hampshire Department of Transportation.

The charrette team recommends using these TAP funds to fully implement streetscape improvements in this area with available funding. TAP funding is split with 80% Federal and 20% Local matching funds.



Improvements shown in Hampton's 2016 Transportation Alternatives Program Application

Transportation Improvements - Pedestrian Enhancements

Residents, stakeholders, and staff consistently expressed the desire for a stronger “sense of place” in the downtown. Enhancing pedestrian experience with a safer, greener more welcoming spaces would support local businesses and help establish a distinct identity that draws people into the area.

TRAFFIC AND SAFETY

Traffic flow and pedestrian safety were top concerns. In response, the team proposes two roundabouts:

- One at the Exeter Road/High Street intersection
- One at the Winnacunnet Road intersection

These roundabouts will improve traffic circulation and create safer, more predictable pedestrian crossings. Importantly, they will serve as visual gateways to downtown—clearly signaling arrival and reinforcing the area's identity.



Transportation Improvements - Pedestrian Enhancements

BURY THE POWERLINES

There was strong support for burying powerlines to improve aesthetics and pedestrian experience. However, due to the high cost, this is not included in the current recommendations.

Powerlines affect tree selection:

- West side (under powerlines):
Shorter ornamental trees such as Dogwoods, Serviceberry, Tree Lilacs, or Kwanzan Cherry
- East side (no powerlines):
Larger traditional street trees for shade and visual impact

BIKING

In this central downtown area, bicycles will share travel lanes with vehicles.

No dedicated bike lanes are proposed at this time.

IDENTITY AND ART

The landscaped centers of the roundabouts offer excellent opportunities for public art or wayfinding features.

These focal points will enhance the gateway experience and contribute to a unique downtown identity.

EXTENDING THE VISION - CONNECTING BEYOND THE CENTRAL CORRIDOR

During the charrette, participants asked about improvements beyond the central corridor. Once the downtown pedestrian enhancement palette—plantings, lighting, materials, banners—is implemented, it can serve as a visual template for extending improvements north and south along Lafayette Road, encompassing the broader Hampton downtown.

Transportation Improvements - Depot Square

With the new roundabout at Depot Square, we would have pedestrians move in a different way, with the slight relocation of the gazebo and some adjacent parking. We understand that there are multiple property owners who would need to be consulted, but we try to look beyond certain limitations to think about what could really happen. We are showing amphitheater seating into the hillside and a generous plaza area to enjoy an event or concert. With local businesses in this area, we see this as an opportunity to enhance their experience and further support economic vitality.

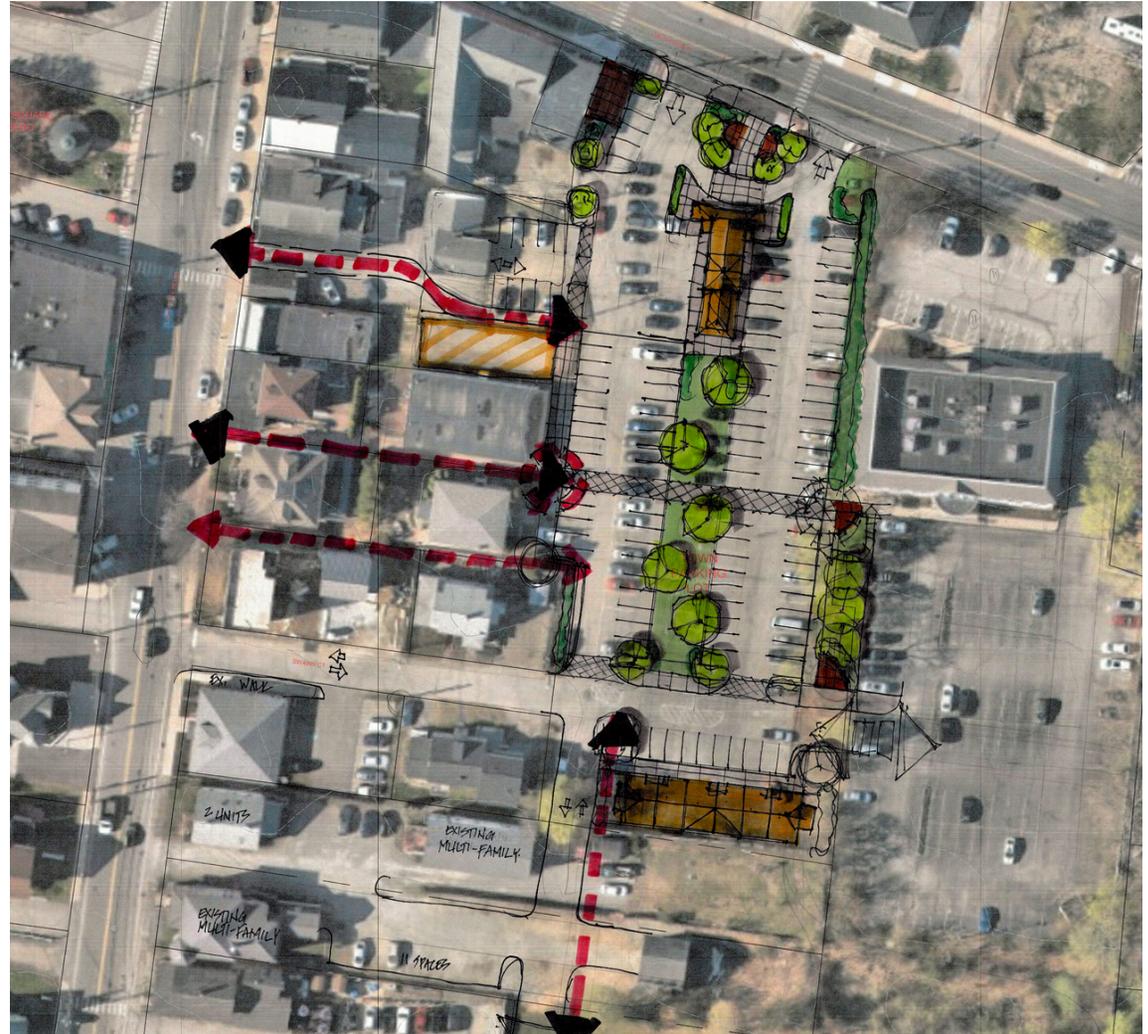
Connecting the bike path with businesses could really provide a greater resource for those using the downtown. Bike sharing amenities could be a viable way to get people off the street and utilize the area in a different way.



Municipal Parking Lot and Trolley Stop

In all public sessions and on the site walk, residents and the Plan NH team discussed the available parking, with the municipal parking lot on High Street identified as a key parking area for the businesses on Lafayette Road and downtown. Currently, the parking area entry points are a one way in and a one way out on High Street with narrow secondary two-way vehicular access from the south on Lafayette Road. There is a medical office building to the east with a large parking lot currently only used during business hours. Patients and users access this lot through a single entrance off High Street.

Creating access drives for vehicular traffic, safe pedestrian connections, and collaborating with the landowner on a shared parking agreement would allow visitors and residents to share this neighboring parking area on weekends and during special town events. It would also offer a secondary access point or emergency access to the medical office building should their main drive aisle off High Street be inaccessible.



Municipal Parking Lot and Trolley Stop (continued)

Opportunity also exists to the south to open pedestrian and vehicular access across on abutting lots. The conceptual layout shows a potential future connection and reorganized parking on those lots that lie just to the south. This creates access for the abutting owners and allows further development of the vacant rear thirds of their property.

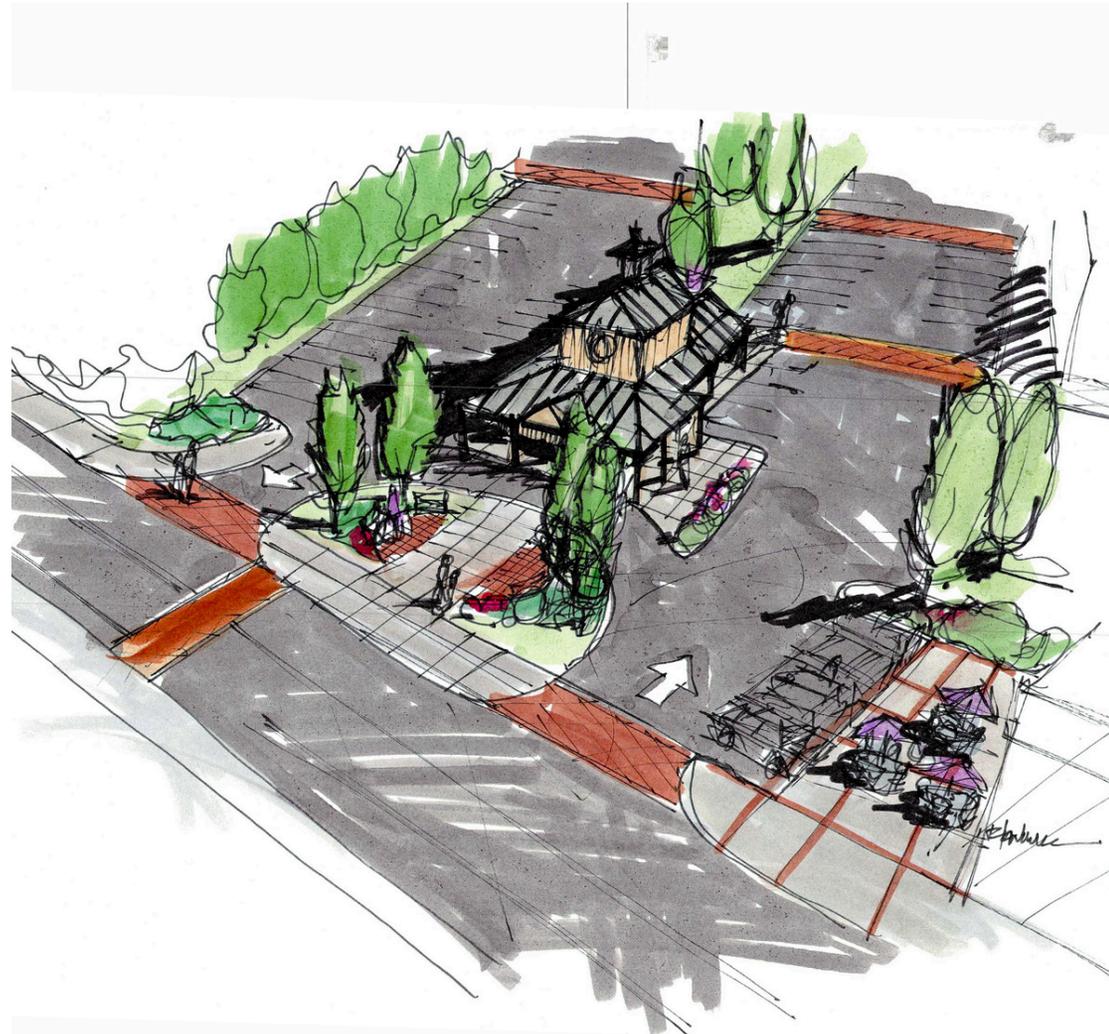
The existing paved parking lot on average is 150' wide. Redesigned using the parking requirements outlined in the current Town of Hampton land use regulations, there would be a thirty-two-foot reduction of pavement. This reclaimed area could become valuable green space. The existing large expanse of pavement is not efficient, has no traffic calming measures and makes vehicular traffic the priority. A new layout would re-enforce pedestrian connections to downtown shops and businesses while becoming a destination for visitors. The reclaimed green area could be utilized for a farmers' market, art shows, and town events, or simply be a lawn for residents to gather on.



Trolley Stop

During the sessions, we heard that there is a huge disconnect between the downtown and the energy generated by visitors to the beach. Solutions would be to provide a trolley and a safe bike route between these key areas. We also heard there is a need for a visitor center and public restrooms. The north portion of the existing parking area would make an ideal location for a trolley stop and visitor's welcome center. The illustration shows a quick sketch of what the scale of such a building, the pickup and drop off aisle, and seating for waiting trolley riders might look like. Along the street there is room for a pocket park with the necessary seating. This building would have wide overhangs to protect visitors from the elements and provide shade while they wait for the trolley. The back half of the building could house the visitor's center and public restrooms. The walls of the building provide areas for illustrative photos or murals that depict the history of Hampton or the trolley. The building should include a high roofline or tower element to help with wayfinding.

Throughout the parking area and along High Street, sidewalk and crosswalk improvements would strengthen pedestrian safety and wayfinding. Trees and planting islands for traffic calming and additional seating areas throughout the municipal lot would encourage visitors and pedestrians to stay.



Trolley Stop

On the south edge of the lot is an opportunity for infill of housing and retail/commercial spaces. The plan and the illustration show the addition of a twenty-eight-foot-deep building footprint. It is an ideal size and location for first-floor commercial space with efficiency units above or a combination of live work units for artists, architects, service professionals, or small retailers.

The town could implement the parking lot rehabilitation project in phases. An initial masterplan for the area would ensure that it is done methodically and economically. Infill of the building to the south and the addition of the Trolley Stop might be the long-term goals, however, an immediate reorganization of parking, pavement removal to reclaim the center green space and construction of additional access drives to the south and east would prove to promote economic development.



Wayfinding and Public Art

There's a great opportunity in Hampton to add some wayfinding signage and ways to embellish the historic feel of Hampton. Options such as lampposts, signs, and banners can help establish a greater sense of place throughout the downtown and provide wayfinding for residence and visitors to encourage people to stay longer. Below are some examples that our team mocked up to give an idea of what can be done in Hampton.



Wayfinding and Public Art (more examples)



When it comes to wayfinding, consistency is key!

The Power of Public Art

Murals, sculptures, light installations, performance art are some examples of public art.

Beyond beautifying neighborhoods, murals boost local economies, attract tourism, and foster collaboration among artists, residents, and businesses, strengthening the cultural fabric of a community.

A Mural Tour could serve as a bridge between beachgoers and the town, offering an immersive walking or biking experience that highlights local art, history, and businesses. This initiative not only promotes tourism but also fosters deeper appreciation for the town's character and creative community.



Examples of Public Art Across New Hampshire



Enhancing the Rail Trail Tunnel

One interesting idea is to transform the rail trail tunnel into a vibrant destination through art and light.

A mural on one or both walls would add color and identity, while a chandelier made from up-cycled materials provides ambiance and safety. Together, they create a blend of 2D and 3D art that invites exploration.

A projector displaying historical photos of Hampton could offer an interactive storytelling experience, connecting beachgoers and trail users to the town's rich history.



Artist's rendering of possible design for rail trail tunnel.

Public Art Throughout Hampton

When considering opportunities for public art throughout the Hampton community, there are many areas that could be evaluated. These opportunities, which can range from murals to sculptures, and can be either temporary or permanent, are great ways to further connect people in the community and tell the story of Hampton.

Possible Locations for Public Art Include:

- “Experience Hampton” Archway Entrance (shown at right)
- Hampton Academy
- Fire Department
- Businesses on Lafayette Road
- Rail Trail
- Focal points at proposed roundabouts and pedestrian access points



Artist's rendering of possible design for public art near the “Experience Hampton” archway.

Housing Options - Zoning Issues

Currently the Lafayette Road corridor is in three separate zoning districts, all of which make adding housing choice difficult.

OPPORTUNITY: Creating a single zoning district that recognizes the town’s desire for housing choice coupled with a respect for the existing built environment can help address these issues.

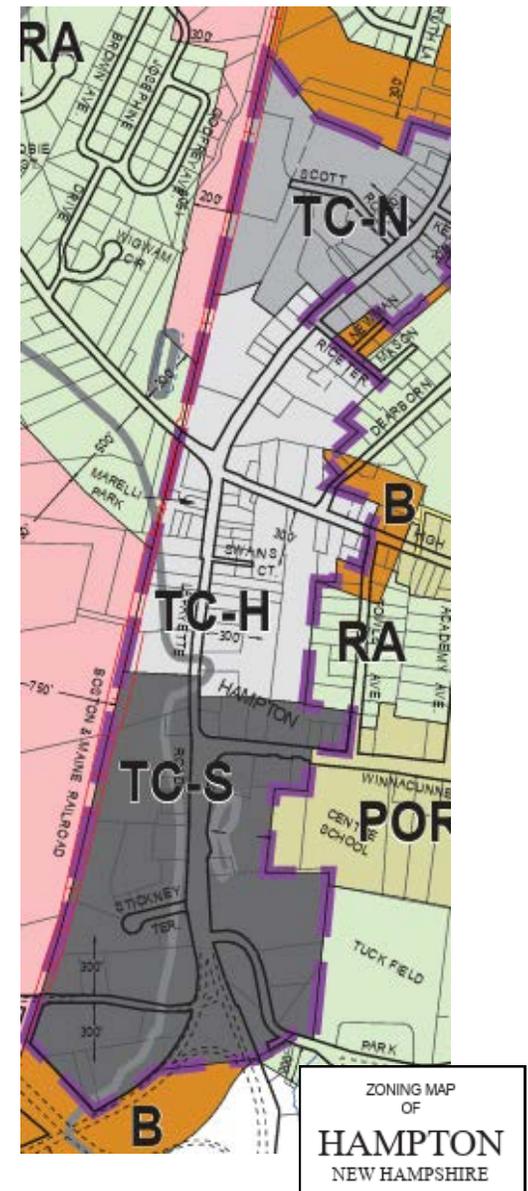
For the code in this district we recommend:

- no minimum lot size and no minimum frontage requirements to discourage aggregating lots for out-of-scale buildings.
- maximum building footprint of 8,000 square feet, which is smaller and more compatible with the existing streetscape.

By choosing building types that are compatible with Hampton’s vision for itself we can make getting the development we want easier.

- Developers have assurance that if they meet the requirements of the code their project will be approved.
- Residents are assured that the new buildings will be appropriate.
- Town officials are assured of a smoother approval process.

On the next couple of pages, we will explore some of the possible residential building types and options suitable for Hampton.



Possible Building Types

INN

This is one of the larger building types that our team explored. Its name is a bit deceiving, but really, the “Inn” name pertains to its shape and denotes that it’s a multi-tenant building. The possibilities include having retail on the ground level and residential above.

This is a very common New England building style.

LIVE/WORK FLEX

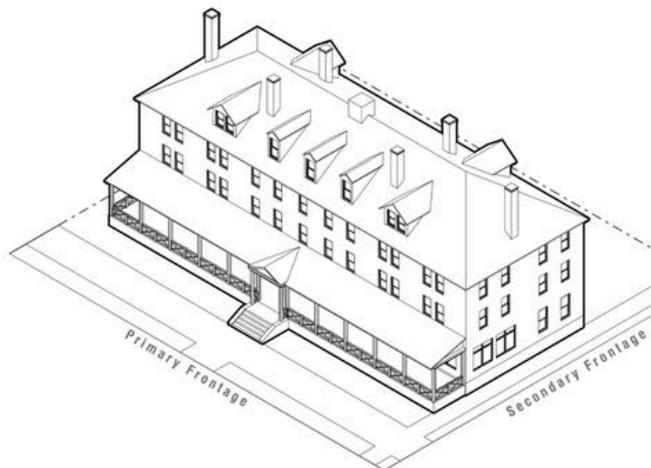
The live/work flex setup emulates a townhouse and can have businesses on the ground floor with residential above, or it can be entirely residential as well.

The floorplan and uses have inherent flexibility, and given Hampton’s needs and makeup, this could be a viable option.

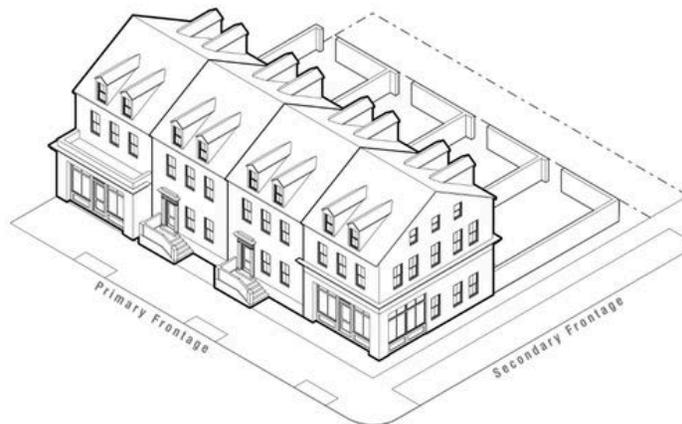
APARTMENT BUILDING

The apartment building is the biggest building that we drew. The benefit of this typology is both that its look can fit within most landscapes, and it does provide the option for a good amount of residential units.

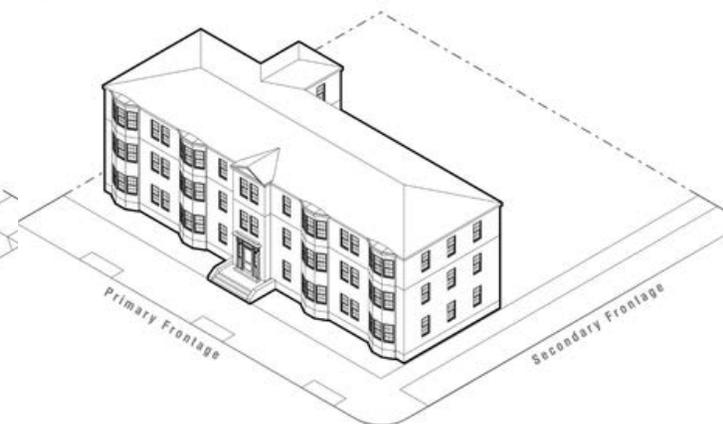
Inn



Live/Work Flex



Apartment Building



Possible Building Types

APARTMENT HOUSE

Apartment houses are up to five units. They are sized and shaped like a traditional house but are a great way to get more units in an in-fill situation.

Think about buildings that are not really wanted or that are ripe for reuse - those could turn into apartment houses that provide multiple residential units.

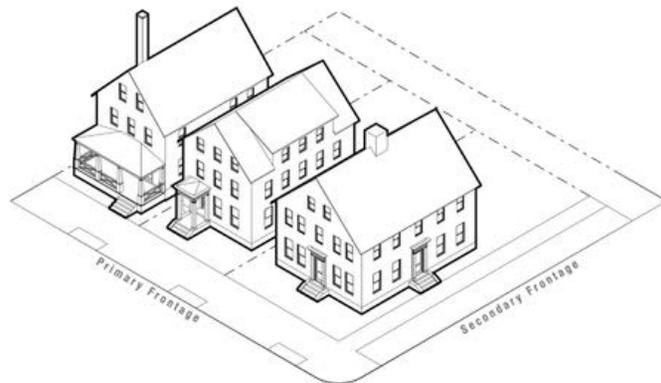
COTTAGE

The smallest, yet likely most popular typology we explored was the cottage. Cottages are great because they can serve as single family units that can subsidize other types of housing in a larger project.

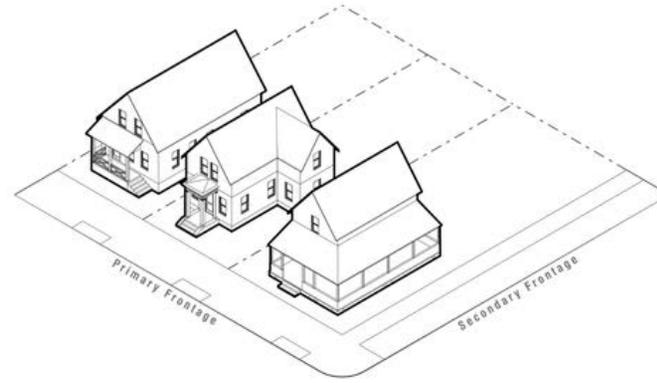
COTTAGE COURT

This is essentially a grouping of cottages that we used to explore. With shared common space like a courtyard or a garden, the cottage court both fosters a sense of community while offering private, detached living space for residents.

Apartment House



Cottage



Cottage Court



Possible Buildout and Affordability

Housing of all kinds are needed and possible, but the numbers have to work for developers, the town, and potential residents. What we have conceptually depicted below is a unique blend of several different housing types.

This development would be located near Hannaford, and would result in more than 200 housing units across two parcels.

The development includes:

- Six multifamily buildings (105 units)
- Cottage Court facing the rail trail (26 cottages)
- Two larger single-family buildings
- Live-work flex options (48 units)
- Inn Building facing Lafayette Road (12 units)
- Small apartment buildings (36 units)

Currently, rental properties in Hampton range from \$1,800 to \$2,200 per month for market rate units.

Affordability would need to be supported with other development and infrastructure investment.



Economic Factors and Considerations

Our team looked at three possible ways to use economic incentives to fund Hampton’s community vision. Those three methods are Capital Improvement Projects, creating an Overlay District for Tax Increment Financing (TIF) or 79-E, and creating zoning incentives that spur specific development.

Capital Improvement Projects

You pay for it!

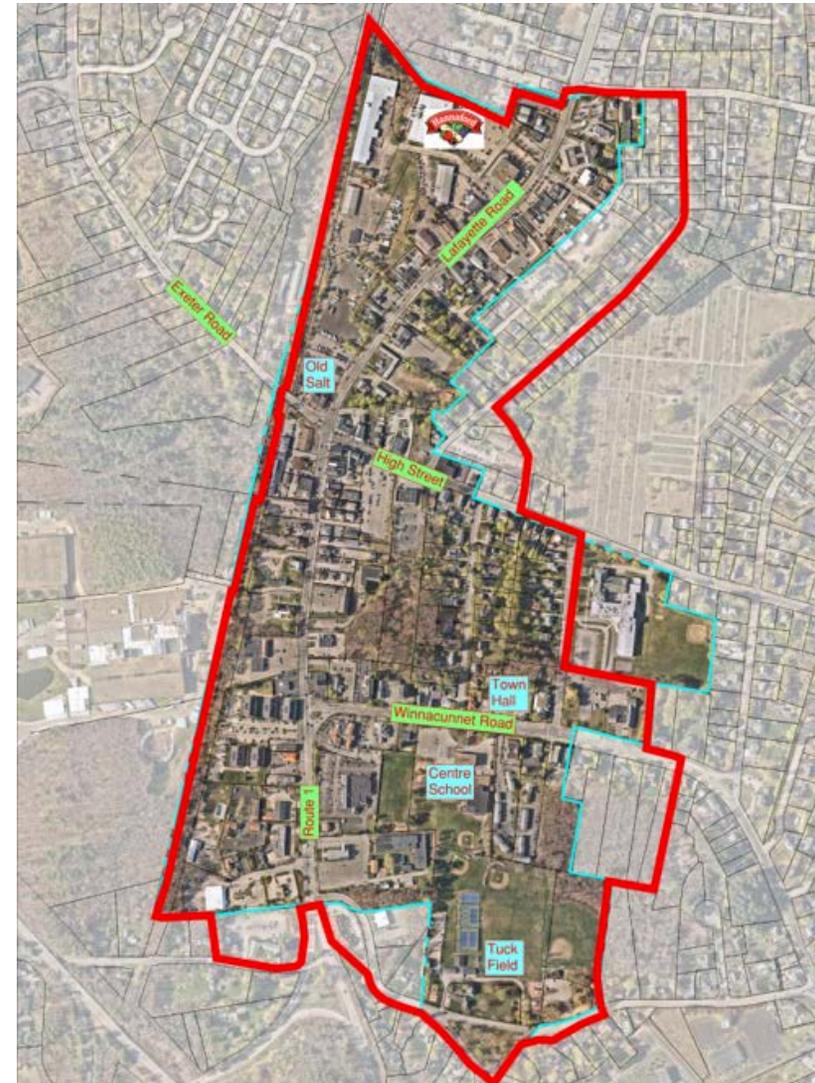
This basically evaluates what capital improvement projects you want to explore, and you put it on a warrant article to see if residents have the appetite for these projects and associated costs.

Creating an Overlay District

By creating an overlay district, the Town would use taxable increases to pay off future bonds for public infrastructure that incentivize private development (TIF) or use a 79-E:4 Community Revitalization Tax Relief Incentive, which is a public benefit achieved by investment in voter-approved development.

Using Zoning to Encourage Private Development

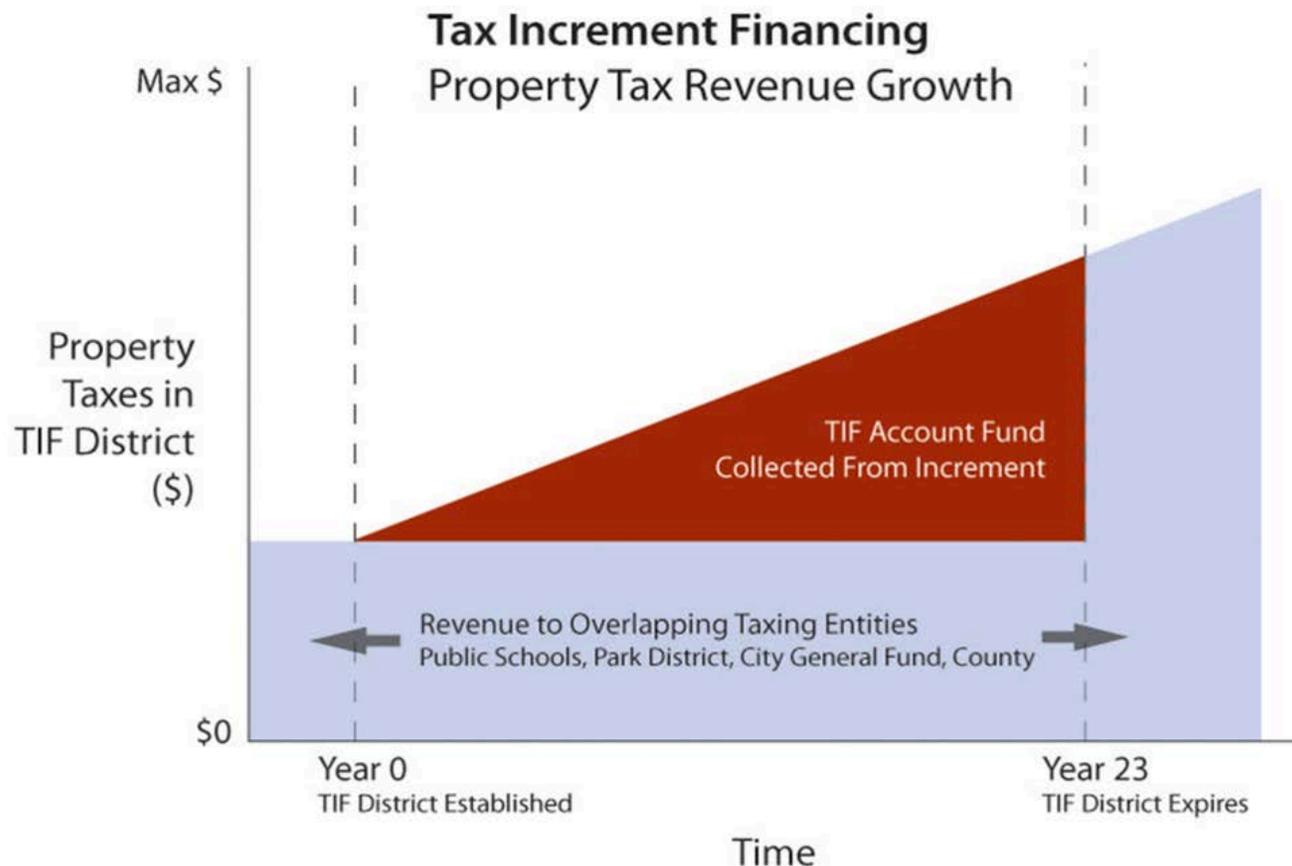
Hampton voters are interested in encouraging private investment. Creating zoning incentives that reduce barriers and stimulate desired growth would be a potential path toward more private development.



Potential Overlay District around the Project Area

Tax Increment Financing

- A Tax Increment Financing District (TIF) is a special ward encompassing a chosen section of the community that is created to provide resources for this targeted area to fund infrastructure improvements.
- In return, these infrastructure improvements (ex. sewer, water, roads) serve to spur additional development which generates new tax dollars and jobs.
- Once these new tax dollars are used to pay for the improvements, the TIF dissolves and all future tax dollars revert to the general fund benefiting all taxpayers.
- Put in place but don't pull the trigger on improvements until development is completed or underway enough as to assume bond payment is assured.
- Important note: The proposed TIF District increased taxable value is a pittance compared to Hampton's overall taxable properties.



79-E Understanding and Options

Taxable value remains at pre-development level between the time of substantial improvement for the length of the Select Board-approved timeframe. At the conclusion of the length of the incentive, property is taxed at full current value.

There are several 79-E uses that Hampton can consider, including:

79-E:4-c Housing Opportunity Zone

- No less than one-third of the housing units constructed shall be designated for households with an income of 80 percent or less of the area median income

79-E:4-d Office Conversion Zones

- Establish tax relief for the owners of a building or structure currently being used for office use, in whole or in part, if such use is converted to residential use, in whole or in part

79-E:4 Community Revitalization Tax Relief Incentive

- As part of original legislation, investment in provable historic properties is eligible for tax relief



Economic Development in Hampton

The mission of an Economic Developer is to increase the taxable wealth for the Town of Hampton using a long-term, sustainable approach. Specifically, the Developer seeks to retain and grow existing enterprises, recruit new companies, encourage investment, create jobs, and promote Hampton as a business-friendly community.

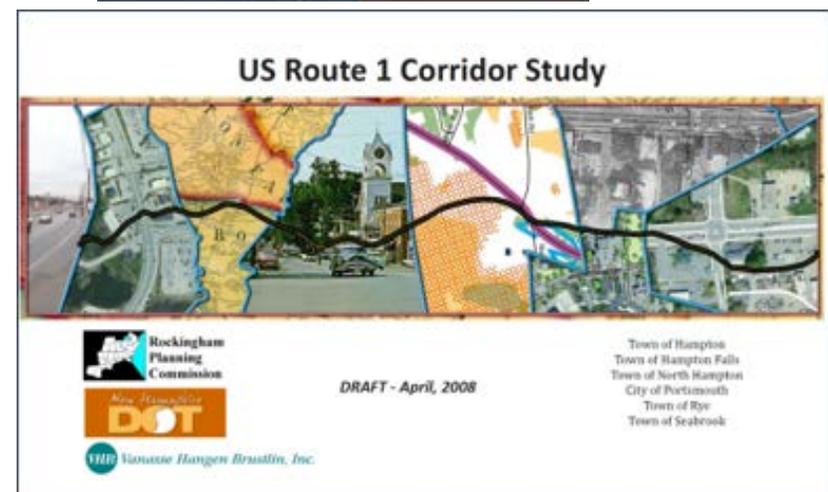
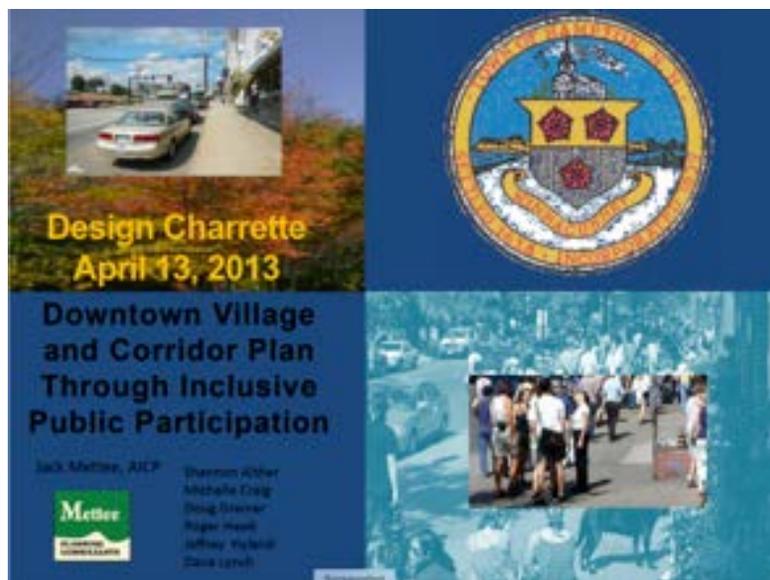
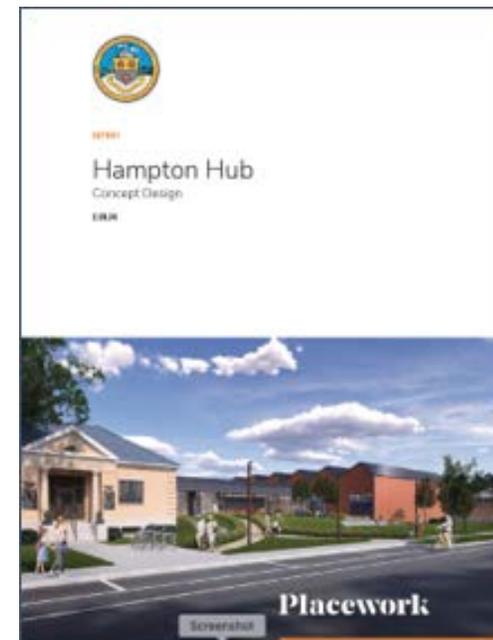
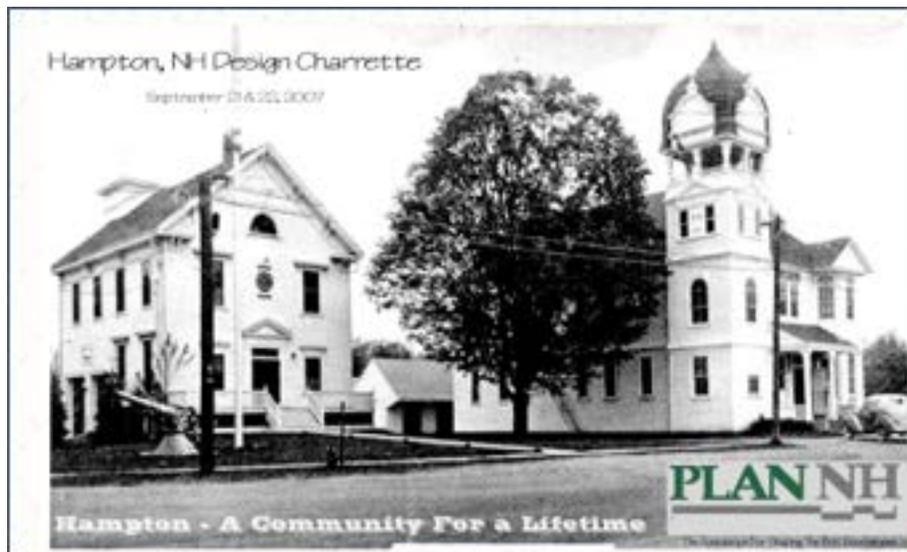
The methods through which the Hampton Economic Developer accomplishes these goals is by developing an environment that inspires investment, such as:

- Creating commercial tax incentives
- Fostering and maintaining relationships with regional developers
- Assisting creation of appropriate infrastructure
- Advocating pending projects to local land-use boards
- Promoting plans publicly via local media outlets
- Introducing local projects into the Comprehensive Economic Development Strategy (CEDS) process
- Serving as the first-stop contact for all business needs for the community.



Leveraging What has Already Been Done

Many analyses and studies have been done within (or adjacent to) this Target Area in the past 25 years, and Plan NH's will soon be added to this collection. There is already a lot of relevant content with merit contained within the municipal facility redesigns, rail trails, road realignments, road diets, and green spaces.



Master Plan Considerations and Potential Path

In the Hampton Master Plan, the chapter that examines implementation contains items for consideration. Our recommendation is to expand this list of items into an actionable matrix that considers priority, timeline, cost, involved parties, and funding vehicles so that these ideas can become a reality.

Below is a potential roadmap and sequencing that could unfold when considering master plan implementation.



Visioning for the Future: *It is Up to You!*

Improvements are possible! It's the visioning, planning, and implementation process that allows the community to shape that change and your future.

- You have a wealth of great concepts and ideas
- Build on community momentum
- Continue to invite people into the process
- Connect with peers
- Celebrate wins, big and small!
- Revisit and reset
- Keep on keeping on

Keep the momentum moving forward! Engage your neighbors and work together to implement the future you want to see in Hampton.



What is next for Hampton? Instead of focusing on challenges, think about possibilities!

Resources

Community Design & Placemaking:

- [Creative Placemaking Public Resources Guide](#)
- [National Endowment for the Arts, Our Town](#)
- [New Hampshire State Council on the Arts Grants](#)
- [UNH Cooperative Extension, Characteristics of a Vibrant Downtown](#)
- [The Trust for Public Land: The Field Guide for Parks and Creative Placemaking](#)
- [New Hampshire Preservation Alliance Historic Preservation Grants](#)

Economic Development:

- [UNH Cooperative Extension](#)
- [Regional Economic Development Center](#)
- [New Hampshire Community Development Finance Authority](#)

Housing, Planning, & Zoning:

- [Plan NH Community Design Charrette Program](#)
- [New Hampshire Housing Grant Program](#)
- [New Hampshire Housing Toolbox](#)
- [Housing Champion Program](#)
- [New Hampshire Community Development Finance Authority Planning Grants](#)
- [New Hampshire Preservation Alliance Planning Grants](#)

Trails & Regional Connectivity:

- [Rails to Trails Conservancy](#)
- [NH Department of Natural and Cultural Resources](#)
- [National Recreation and Parks Association: Safe Routes to Parks Action](#)

Transportation, Traffic Calming, Parking:

- [NH Department of Transportation Transportation Alternatives Program](#)
- [Rockingham Planning Commission](#)
- [DOT Navigator](#)

Other Resources/Funding Opportunities

- [AARP Livable Communities Resources & Grants](#)
- [New Hampshire Charitable Foundation Community Grants Program](#)



Funding Acknowledgement

InvestNH

As part of Governor Sununu's \$100 million InvestNH initiative, a total of \$7.9 million was allocated to the Municipal Planning and Zoning Grants Program to increase opportunities for housing development. The NH Department of Business and Economic Affairs contracted with New Hampshire Housing to administer this program.

HOP Grant

The Housing Opportunity Planning (HOP) grant program was launched in August 2022 as a partnership of New Hampshire Housing, UNH Cooperative Extension, and Plan NH. The HOP grant program provided funding to municipalities to study zoning or other regulatory barriers to affordable housing, identify potential changes to local land use regulations, and update those regulations based on their findings. In total, 104 HOP grants were awarded to 73 communities.

In 2025, New Hampshire Housing and Plan NH strategized to leverage Plan NH's signature community design charrette program to further support communities tackling the housing crisis. The Hampton Community Design Charrette is one of six no-cost charrettes available to grantee communities as part of the HOP Grant Program.





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