



Town of Hopkinton, NH

Town Administrator

330 Main Street, Hopkinton, NH 03229-2627

Tel: (603) 746-8242 E-mail: townadmin@hopkinton-nh.gov

Fax: (603) 746-3049 Web: hopkinton-nh.gov

November 16, 2018

Ms. Robin H. LeBlanc, Executive Director
Plan NH
PO Box 105
Portsmouth, NH 03802-1105
Via e-mail: R_leblanc@plannh.org

RE: Hopkinton MTAG Grant Submission

Dear Ms. LeBlanc,

Please find attached the Town of Hopkinton revised grant submission for the New Hampshire Municipal Technical Assistance Grant Program (MTAG). We appreciate the opportunity to submit this revised grant application.

Please feel free to contact me with any questions.

Sincerely,

Neal A. Cass, Town Administrator

Town of Hopkinton – MTAG Grant – November 2018

- a. Town of Hopkinton, New Hampshire -REVISED 11/16/2018
- b. Neal A. Cass, Town Administrator
 - a. townadmin@hopkinton-nh.gov
 - b. 603.746.8242
 - c. www.hopkinton-nh.gov
- c. Population: 5,602 in 2015
- d. Median
 - a. Family: \$98,953
 - b. Household \$87,083
 - c. Per Capita \$ 40,055
- e. Master Plan adopted in 2002, revised in 2012
- f. Master Plan Sections supported:
 - a. Chapter I – Goals, Objectives and Key Findings
 - b. Chapter III – Population and Economics
 - c. Chapter IV – Current and Future Land Use
 - d. Chapter V – Housing
- g. Grant requested: \$14,600
 - a. Match \$5,000 Town planning funds

H. Authorized Signatory: I am certifying that the information contained in the application is true and complete to the best of the belief of the signatory.



Neal A. Cass, Town Administrator
Authorized Agent for Town

11/19/2018
Date

The Vision: All Ages Living in *Our Place- Revised*

New Revisions:

The Town of Hopkinton officials appreciate the opportunity to re-apply to the Plan NH and NHHFA MTAG program. Since applying this past summer, we have made several revisions which are reflected in the following application:

- A. The targeted area is now just one: Hart's Corner, where the pressure for sprawl development is the most acute.
- B. The work on this area can be leveraged to assist in any future rezoning for housing allowability and encouragement for the town overall, including the Contocook Village.
- C. We have reduced the requested grant amount but have maintained the local match commitment at \$5,000.
- D. We reduced the narrative to exclude sections about the advantages of offering a housing diversity, as we expect the review panel knows these reasons.
- E. The anticipated contractor – ADG LLC of Concord NH – has agreed to this scope of work, timetables and budget. ADG will subcontract with a local commercial broker for additional market research within this budget.
- F. Deliverables and Timelines: We anticipate this contract will result in four deliverables:
 - a. Adjustments in the existing TIF District language to allow and encourage housing diversity and related infrastructure as permitted investments in the District Development Plan
 - b. Possible adjustments to the District boundaries, if any public infrastructure investment is needed to make this area more attractive, or to offer development incentive potential
 - c. Rewording of the existing zoning for this area to specifically allow and encourage a diversity of housing options. The language may be a simple rewording, or a new overlay district, or some other technique permissible
 - d. Assistance from the contractor to help educate, communicate, and advocate with officials, owners, developers, possible users and the Hopkinton public to obtain wide participation and a successful vote(s) at the Town Meeting.

The Town hopes to have all these accomplished by March Town Meeting 2019, but we recognize that the research, property owner involvement and community education and outreach need to progress at a pace that respects the community's availability and interest. The Town does not want to propose a Town Meeting vote less than fully prepared. If needed or advisable, we propose that this contract's deliverable may need to be delivered over two (2) Town Meetings; 2019 and 2020.

Introduction and Background:

The community of Hopkinton is a small and tight-knit one. Like many rural communities, it has been home to many families for many generations, often in the same farm or homestead.

Its proximity to Concord, and to major cross-state highways, have made it an attractive rural-suburban destination for existing families, as well as many new arrivals.

The challenge: Recent changes in population and demographics (such as increasing numbers of professional working families and retirees) as well as trends in land-use away from large scale farming have created a mismatch between the existing housing supply and housing demand. At the same time, former working farms are becoming sought after estates for a certain demographic of professional that can afford premium prices to purchase desired seclusion, good schooling, and a quality-of- life setting, while being close to Concord, Manchester, and Keene, thereby further depleting the land available for affordable and diversified housing development.

This demand offers the opportunity for existing residents to sell their homesteads for subdivisions or estates. The current zoning regulations and lack of existing lots serviced by public water and sewer infrastructure outside of Contoocook Village minimize downsizing opportunities within Hopkinton for the seller. Local graduates of Hopkinton's schools (after high school or returning post-college), with or without new families, cannot find starter housing as the existing stock is low and there is competition from new arrivals, downsizers, and fellow gen-X or millennial returnees.

The result is that lower-priced and/or smaller lots, particularly those serviced by public water and sewer, are unrepresented, but large-acreage homes without public services are over-represented.

Without sufficient affordable, smaller, and/or municipally-served housing to meet the increasing demand from starter-workforce, downsizers, and returnees, the fabric of this close community is altered in unintended ways. Long-established families leave, and the younger "home-grown" population looks elsewhere for affordable options.

This phenomenon is not unique to Hopkinton; it represents the reality in many affluent rural and village communities. The *Our Place Initiative* will provide information useful to other communities in New Hampshire.

"How can greater housing diversity, village economic vitality, and community strength be encouraged?"

Hart's Corner, comprising a portion of Hopkinton that has an abundance of raw land suitable for a diversity of development, has a recently enacted TIF zoning overlay, and benefits from connectivity to important thoroughfares within and extending beyond town, will be the focus of the *Our Place Initiative*. Development opportunity for Hart's Corner will be examined from four essential perspectives:

- **Money:** Including tax-base implications, incomes, and the costs of infrastructure
- **Market:** Prevailing costs and supplies of housing by types, demand trends for housing, and market willingness to accept new housing options
- **People:** What do residents envision? What do current plans project? Are plans, regulations and visions in sync? Is there an opportunity for new thinking? How best to

get enhanced zoning adopted by the town residents, who may be apprehensive of change?

- **Place:** What does land use affect, including current zoning? Would enhanced zoning help, and what would that be?

The *Our Place Initiative* will document the markets, zoning, finances, and community goals that affect housing potential for the Hart's Corner TIF District and then recommend appropriate "enhanced" zoning to encourage better, more affordable, more diverse, and more sustainable housing options.

ADG LLC of Concord, New Hampshire has agreed to be the contractor per this application's description, the one- or two-year timeline and the enclosed budget.

Outcomes:

- A. **An opportunity assessment** including outreach to the community, for Hart's Corner TIF District zone.
- B. Recommended **adjustments in the TIF District**, including:
 - a. Adopting language in the Development Plan portion that allows and encourages a diversity of housing options
 - b. Possible revision of TIF-eligible projects to encourage creative housing options for possible development
 - c. Possible District map alterations to:
 - i. incorporate additional areas that could benefit from infrastructure (such as paths, sidewalks and trails), and/or
 - ii. consideration of the large field that has now been placed into conservation
- C. **Recommended enhanced zoning measures** that encourage the possible development and construction of new and diverse housing options at this site; available by a date and in a format suitable for action by the Selectmen for listing on a warrant for Town Meeting, hopefully for Town Meeting 2019.
- D. **Outreach** to the community to clarify the vision for Hart's Corner. This outreach will be mindful that the Town may also be soon updating its Master Plan, as well as looking at the zoning for the Village of Contoocook. We have budgeted for outreach software services in addition to the contractor's time.

Note: UNH Extension Service's valuable outreach services are not assumed in this application, as the timetable is very compressed, and it is assumed at the date of grant application that the Extension schedule would not permit their full participation. We would welcome their contributions as much as possible with the 1-year timeline but intend to engage their services more fully if we are unable to complete this work for the town vote to take place at Town Meeting 2019.

- E. **Assistance and advocacy** for Town officials in structuring the language and messages for the adoption of recommended enhanced zoning, ideally, in time for a vote at the 2019 March Town Meeting.

“A key element of this project is community outreach and engagement of community members.

Who in your community would you like to reach out to and include in your project? “

1. **Officials:** Planning Board, Town officials, Administrator and department heads, Town Planner, NHHFA, and their existing plans and strategies at local, regional and state levels.
2. **Residents and property owners** within the area, and community-wide.
3. **Marketplace outreach** to land owners, commercial brokers, builders, developers, site selectors, mortgage lenders, apartment rental-management, mixed-use operators, retail operators within mixed-use developments, and search out similar developments elsewhere.
4. **Unrepresented audiences.** One target is **younger, working people and families** that have left Hopkinton due – in part – to the lack of suitable housing options. Another target is the **down-sizers**, who are buying smaller homes in nearby communities adding to the heated demand and raising prices for homes that would otherwise be starter-workforce homes.

Conclusion and Request

We have an exceptional community. But like other places, we are experiencing stresses on that sense of community due in part to changing housing realities. Our newly-adopted TIF zone for Hart’s Corner is not as flexible in accommodating a diversity of housing as was originally intended. But we see the possible advantages that a mix of uses, including affordable and sustainable housing, could offer for tax-base, community cohesion, and community development.

After much outreach to the community, the voters approved the Hart’s Corner TIF Districts. Now we need help with the next phase, translating those concepts into zoning changes and policies that encourage the community’s development priorities and enhance market awareness of the opportunities that Hart’s Corner presents. Our lessons-learned will be helpful statewide.

We respectfully seek assistance to better understand the situation, the wishes of the community, and how enhanced zoning and its advocacy might be utilized to reduce these stresses and help Hopkinton and other New Hampshire communities realize their unique better future.

The Town of Hopkinton by its Select Board per vote on November 12, 2018.

“Estimated timeline of activities, and estimates for costs “

The below timetable targets the March 2019 Town Meeting. As noted in the above narrative, we propose that if that does not permit enough time for meaningful public outreach and communications, or enough for other segments, that the initiative would continue with any unresolved component targeted for Town Meeting 2020. The budget will remain the same regardless of the timeline.

Optimal Timeline and Proposed Budget

Task	Timetable	Responsible Entity(s)	Budget in \$'s
A. Submit an <i>Opportunity Assessment</i> for Hart's Corner	To Town in December or January	ADG reporting to Town Econ. Dev. Com., PB, and Select Board	5,500
B. Recommended changes to adopted TIF District	To Town PB and Select Board in December and January	ADG with Town staff, Econ. Dev. Com. Committee, PB and Select Board	2,750
C. Draft zoning options	To Town PB and Select Board in December and January	ADG with Town staff, Econ. Dev. Com., PB and Select board	4,900
D. Community outreach to establish shared vision, future needs and new housing's role, software subscriptions.	Pre-town meeting: Outreach sessions, digital and local media outreach, and public presentations with Q&A availability	ADG with Select Board, TA, Planner, Planning Board, and Econ. Dev. Com.	2,100
E. Advocacy, communication of options, offer recommendations, Q&A, and revisions of recommendations.	On-going with Town through to January for Select board vote. Through March 2019 Town Meeting and follow-up.	ADG with Town Planner and Planning Board, Community organizations Local media	3,750
Direct and miscellaneous costs	On-going, at cost	ADG – software, travel, notices, meeting costs	\$600 4%
TOTAL Project Costs			\$19,600
Town Cash Match	Pledged by town		(\$ 5,000)
MTAG Request			\$ 14,600



Town of Hopkinton, NH

Office of the Select Board

330 Main Street, Hopkinton, NH 03229-2627

Tel: (603) 746-3170 E-mail: townadmin@hopkinton-nh.gov

Fax: (603) 746-3049 Web: hopkinton-nh.gov

November 12, 2018

Ms. Robin H. LeBlanc, Executive Director
Plan NH
PO Box 1105
Portsmouth, NH 03802-1105

RE: MTAG Grant

Dear Ms. LeBlanc,

This letter is to officially express our enthusiastic support for the Town of Hopkinton application to Plan NH for an MTAG Grant. This grant will move forward our desire to develop our recently adopted Hart's Corner TIF District. We have discovered that this district is not as flexible in accommodating a diversity of housing as was originally intended. But we see the possible advantages that mix of uses, including affordable and sustainable housing could offer for our tax base, community cohesion, and community development. We are at a point where professional assistance is required.

We are committed to the \$5,000 cash match for this grant and these funds have been appropriated in the Economic Development Committee operating budget.

Thank you for your time. Please feel free to contact us with any questions or comments.

Sincerely,
Hopkinton Select Board



Jim O'Brien, Chair



Sara Persechino



Steven Whitley



Ken Traum, Vice Chair



Sabrina Dunlap



Town of Hopkinton, NH Economic Development Committee

330 Main Street, Hopkinton, NH 03229-2627
Tel: (603) 746-3170 E-mail: townadmin@hopkinton-nh.gov
Fax: (603) 746-3049 Web: hopkinton-nh.gov

November 15, 2018

Ms. Robin H. LeBlanc, Executive Director
Plan NH
PO Box 1105
Portsmouth, NH 03802-1105

RE: MTAG Grant

Dear Ms. LeBlanc,

The Economic Development Committee (EDC) is pleased to support the Town of Hopkinton application for a Municipal Technical Assistance Grant (MTAG).

The EDC over the last three years has been working to improve the tax base and create development within the Town following the Hopkinton Master Plan. Housing is an important part of the planned development and the EDC has proposed, and had adopted, the Hart's Corner TIF District with a plan to encourage diversity in housing while highlighting the special features that make Hopkinton, Hopkinton.

The MTAG Grant would help the Town in updating the TIF District documentation, land use regulations, and policies to enhance residential opportunities and assure that we have in place what is needed to encourage residential development with diversity.

The EDC supports this grant application and looks forward to working on this project.

Sincerely,
For the Economic Development Committee

Steven Whitley, Chair



Town of Hopkinton, NH

Town Administrator

330 Main Street, Hopkinton, NH 03229-2627
Tel: (603) 746-8242 E-mail: townadmin@hopkinton-nh.gov
Fax: (603) 746-3049 Web: hopkinton-nh.gov

November 15, 2018

Ms. Robin H. LeBlanc, Executive Director
Plan NH
PO Box 1105
Portsmouth, NH 03802-1105

RE: MTAG Grant

Dear Ms. LeBlanc,

As the person responsible for the day-to-day operation of the Town, and the person who staffs the Economic Development Committee, I wholeheartedly support this grant application knowing that it will help us move forward with developing the Hart's Corner TIF District and move toward diversifying the housing available in town, expanding much needed affordable, smaller, starter, and workforce housing options.

The work we have done so far moving in this direction has been substantial, but we need assistance to move forward gathering additional public input, updating the TIF District documents, and revising our Zoning Ordinance to better reflect our Master Plan and plan for the TIF District.

I am happy to discuss this further if additional information would be helpful.

Sincerely,

Neal A. Cass, Town Administrator



P.O. Box 243
Contoocook, NH 03229-0243

November 13, 2018

Steven Whitley
Acting Chair
Economic Development Committee
Town of Hopkinton
330 Main Street
Hopkinton, NH 03229

Dear Mr. Whitley:

The Hopkinton Rotary is pleased to support the Town of Hopkinton's and the Economic Development Committee's application to Plan NH for a Municipal Technical Assistance Grant (MTGA). We believe that a more diverse housing stock would be of great benefit to our community.

As a service organization, Rotarians are engaged in any number of activities that support the Town and its residents. Working with the School Superintendent (SAU #66) and the Town's Human Services Director, we primarily focus our charitable and hands-on efforts toward the economically disadvantaged and most vulnerable members of our community, including seniors and working families. It is clear through our volunteer endeavors, and involvement in other aspects of civic life and engagement, that the Town has need of more diverse, also affordable, housing opportunities for young people, retirees and people living on fixed incomes. This would, we believe, enhance the vibrancy of our community.

The Town and Economic Development Committee are invested in creating a diverse mix of housing opportunities within its Hart's Corner TIF district, and the Rotary is fully supportive of those efforts.

Sincerely,

A handwritten signature in cursive script that reads "Gayle Kimball".

Gayle Kimball
President