

# Humanizing the Strip: Breathing New Life into Underutilized Commercial Zones



Nashua Regional Planning Commission  
5.31.13



# Main Themes

- Start with a Vision: Do a Plan!
- Engage the Community
- Engage Potential  
Implementation Partners
- Design for the Pedestrian;  
Accommodate the Car



Case Study 1

# HAMPTON BEACH STATE PARK



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# Planning Considerations



- Town did a Master Plan
- Renovation of State Park Facilities Identified as a Priority
- State Set Aside Funding for Feasibility Study







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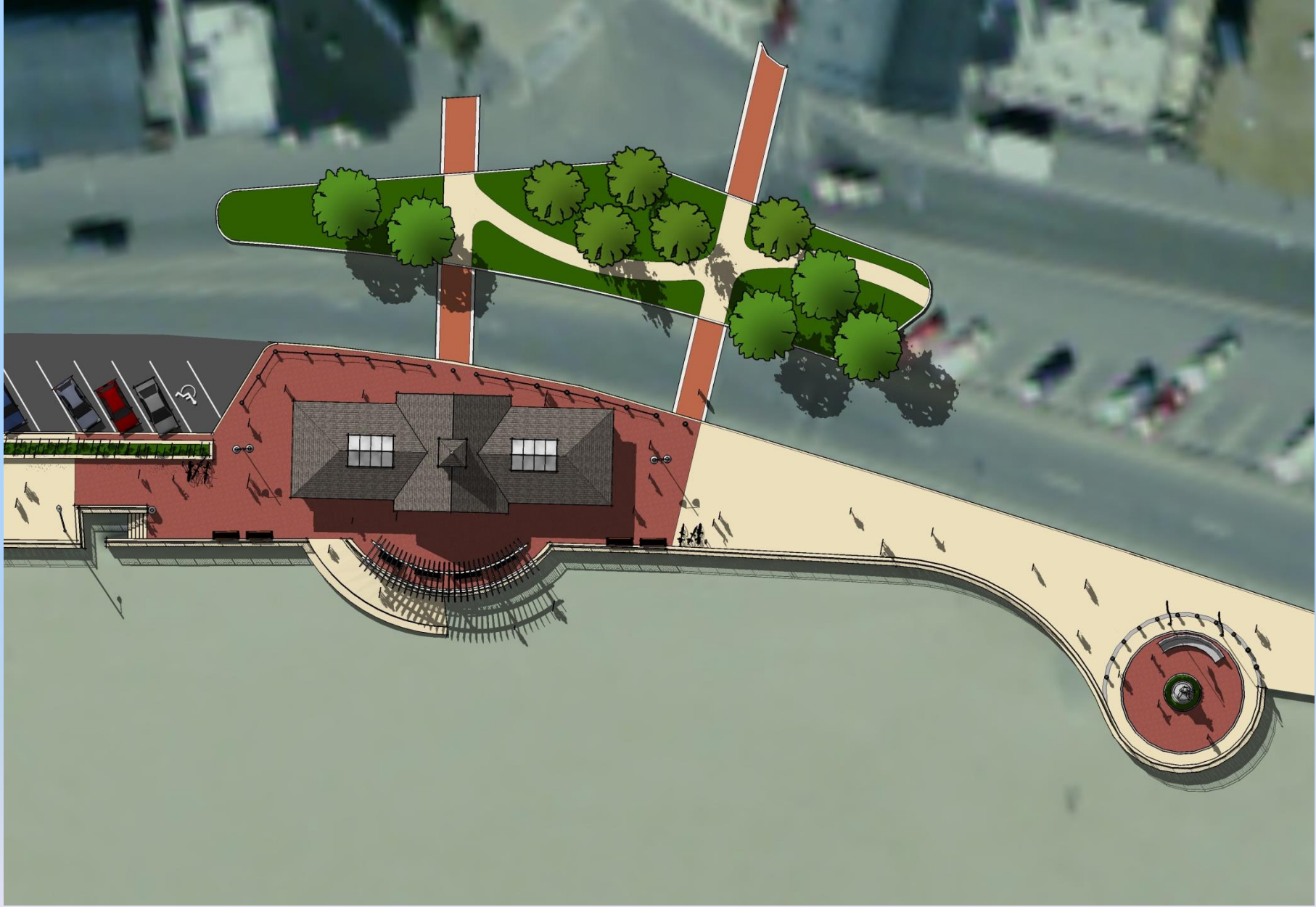




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# Economic Development

- Feasibility Study included cost estimates and economic analysis.
- Economic analysis found that park improvements would increase visitation, overnight stays and revenue to the state from rooms and meals taxes; parking and user fees; other fees and taxes.
- **Payback of investment estimated at five to eight years.**
- For this reason project was supported by Manchester Union Leader!
- Project was funded in June 2009 – Deep Recession







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Your Ultimate Guide to the Granite State

# Destination

## New Hampshire



- Beach District Representatives stated that \$7 million in investment across the street has taken place since the project was completed (Last 2 years).



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Case Study 2

# RURAL HIGHWAY TO LYME RD. VILLAGE



Making Mobility Work!  
2011

NNECAPA



# Planning Considerations

- Traffic Speed: Fast (50 MPH)
- Lack of Sidewalks
- Mixed Land Use Context
- Moving Pieces
  - New Middle School in design
  - 20-Acre Parcel for future residential development (278 units)
  - Convenience Store
- Town Planning Process





# Roundabouts bracket the neighborhood for circulation and traffic calming

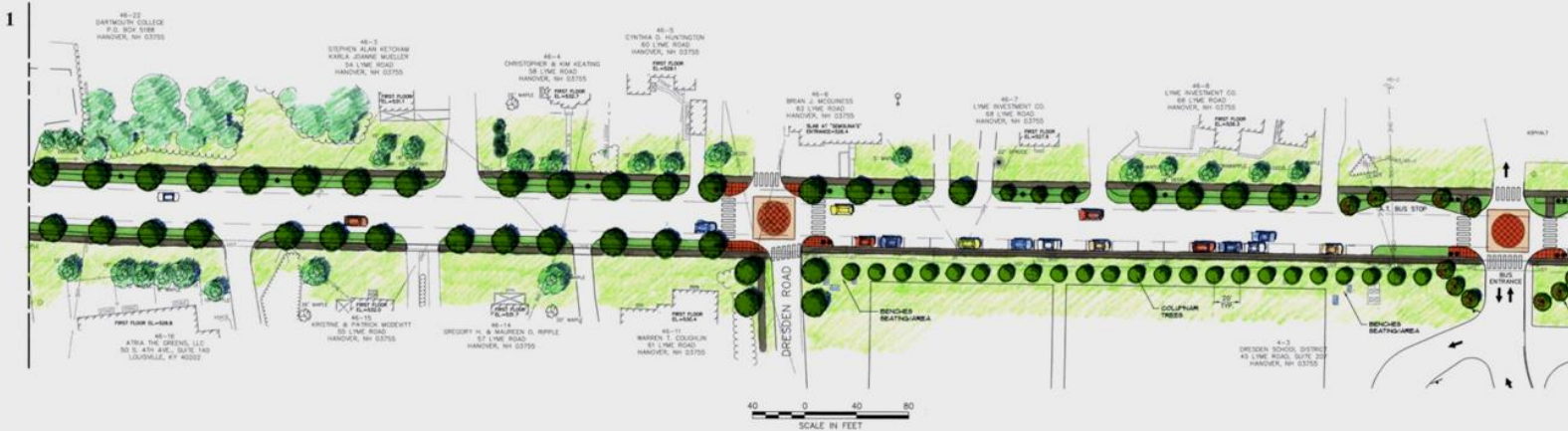


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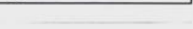
# Use excess ROW for bike lanes, sidewalks, and tree lawn



## Lyme Road Village Center

Landscape Master Plan  
Hanover, New Hampshire

Concept Planning Assistance provided by:



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# School Parent drop-off at the curb / less parking



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# Re-orient Coop market to a pedestrian / village orientation



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CASE STUDY 3:

# MIDDLEBURY SOUTH VILLAGE



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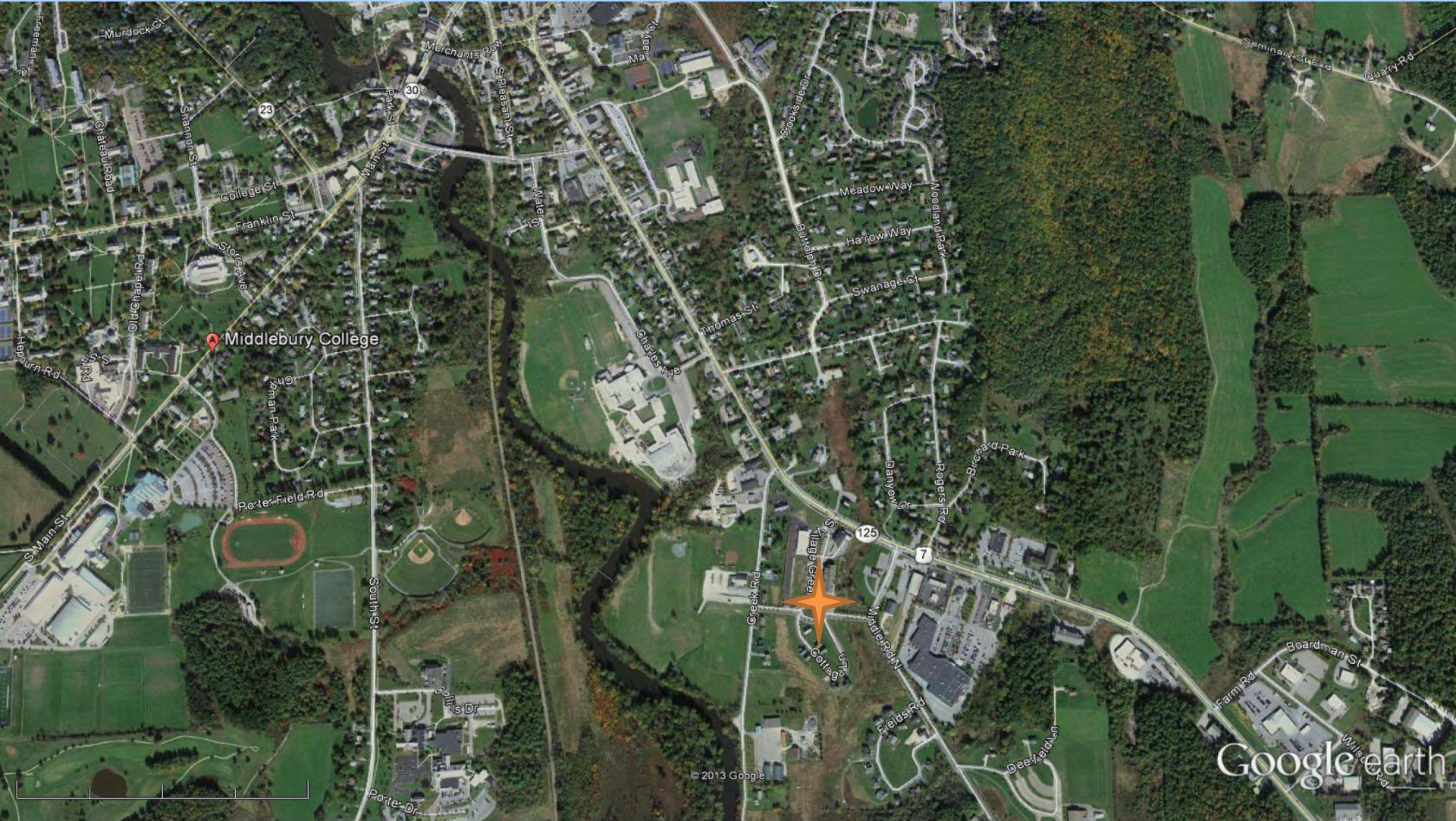




- College owned property on Route 7;
- Previous plan for a typical large footprint grocery store had strong community opposition
- Mixed use plan desired
- Renaissance Development obtained an option on the property







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86 Residential Units  
45 KSF Retail and Office  
12 Acres



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156

STOP

ONE WAY





Peoples United Bank

SOUTH WILSON AVENUE







# Strategic Advice: Start with a Vision

- Do a Plan! Conceptual Planning Up Front:
  - Provides a common understanding for the future of a street, place or district
  - Helps with public participation and understanding (A picture IS worth a thousand words)
  - Identifies implementation partners and provides the opportunity to implement plans with new development, programmed capital improvements, can be the basis of a grant application





# Strategic Advice: Engage the Community Early

- An open planning process helps to start a conversation about a vision for the future in a positive environment
- Build community support for future changes





# Strategic Advice: Engage Implementation Partners Early

- Through a Planning Process you can work with property owners / political representatives/ other potential partners about a vision for the future
- Keep potential implementation partners engaged after the plan is completed
- Strive for public-private partnerships





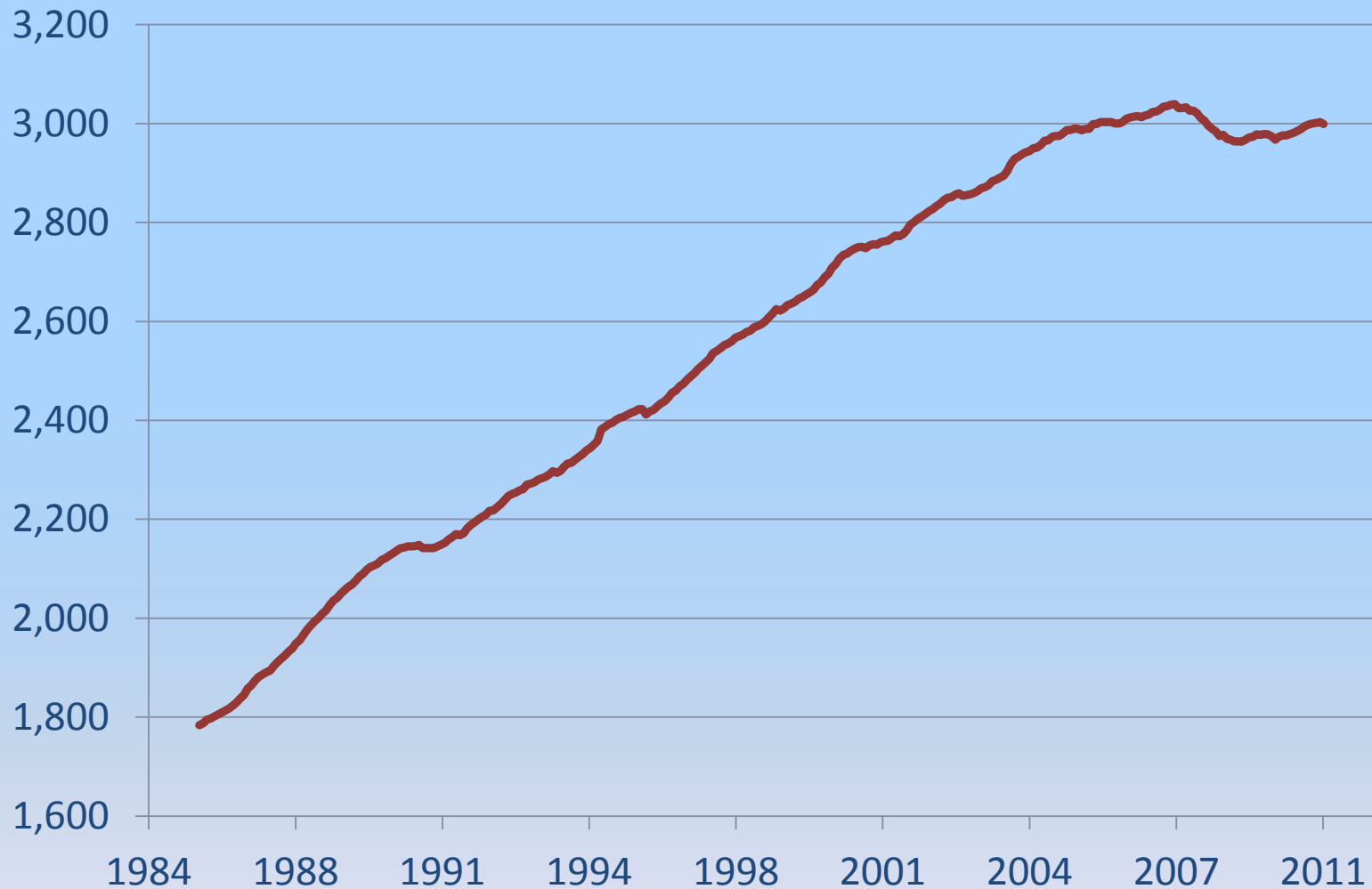
# Strategic Advice: Design for the Pedestrian; Accommodate Cars

- Orient Buildings to the Street; Place Parking Behind
- Focus on Sidewalks, Walkways, Pedestrian Crossings
- Activate Public Space
- Experiment with New Approaches to Street Design if Necessary





# National VMT



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CARS

## Generation Y Giving Cars a Pass

The generation gap is a growing, long-term headache for automakers.

By Jim Ostroff, Associate Editor, *The Kiplinger Letter*

September 14, 2010



**Selling cars to young adults under 30 is proving to be a real challenge for automakers.** Unlike their elders, Generation Yers own fewer cars and don't drive much. They're likely to see autos as a source of pollution, not as a sex or status symbol.

Motorists aged 21 to 30 now account for 14% of miles driven, down from 21% in 1995.



# Dare to Experiment



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# Thank You!

Questions?



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