

# Hopkinton Reimagined:

An Initiative to create new vibrant neighborhoods by encouraging additional and affordable housing options in Hopkinton at

**Hart's Corner & West Hopkinton**

A Review of

Zoning and Development Potentials

With Assistance from

**Municipal Technical Assistance Grant Initiative (MTAG)**

Prepared for the

**Town of Hopkinton New Hampshire**

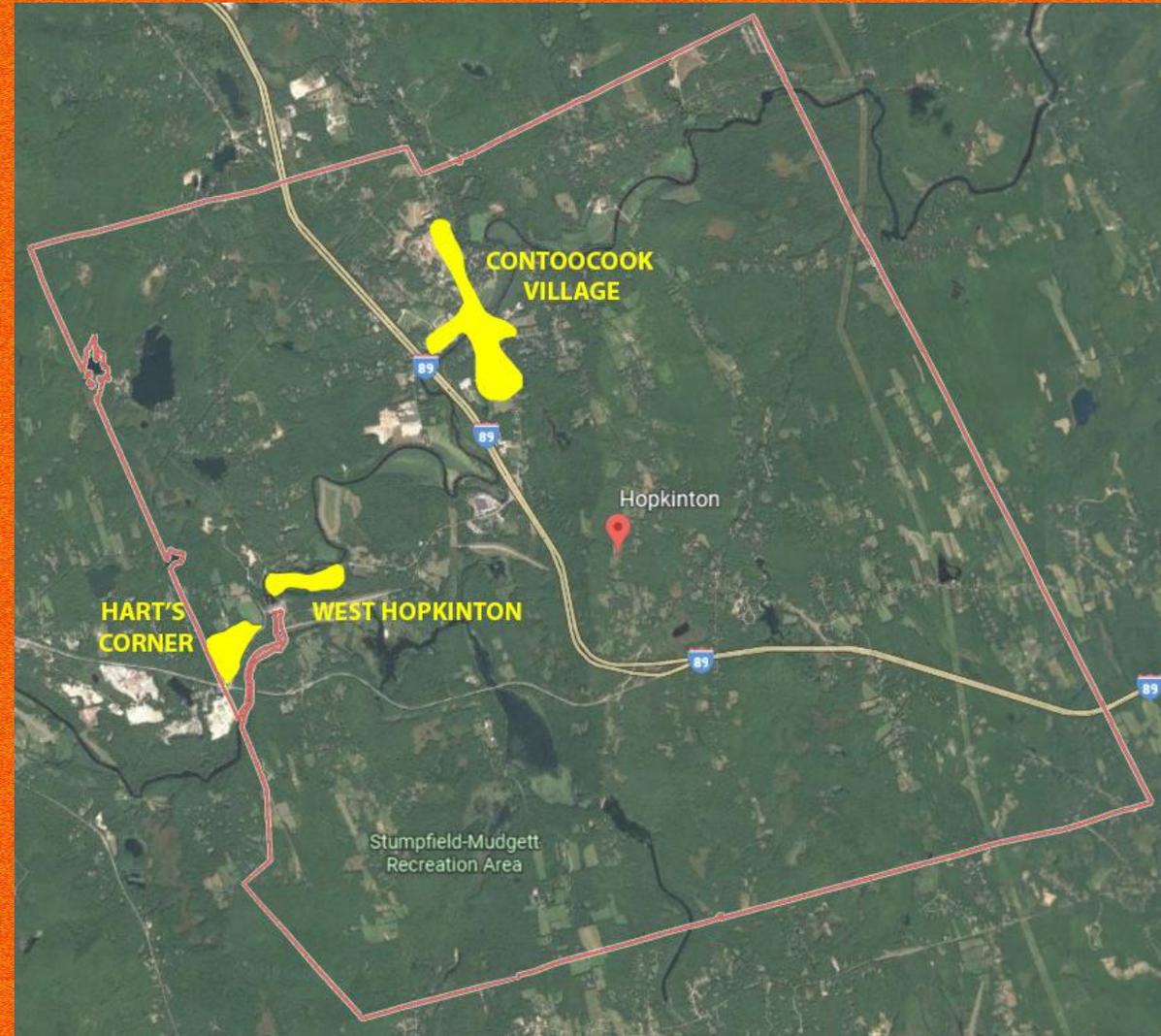
**Citizen Advisory Committee**

September 2019

Prepared by:



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## Introduction:

# The purpose of the MTAG Initiative.

*“...to assist communities in expanding choices of places to live through new or re-written zoning regulations.”*

- Introduce committee members and ADG
- Subsequent steps:
  - Hearings and outreach
  - Revisions
  - Warrants
  - Town Meeting votes

# Results of the UNH Extension Service Survey

The Town of Hopkinton received *Plan New Hampshire's Municipal Technical Assistance Grant (MTAG)* to consider new zoning and housing options focused on Hart's Corner.

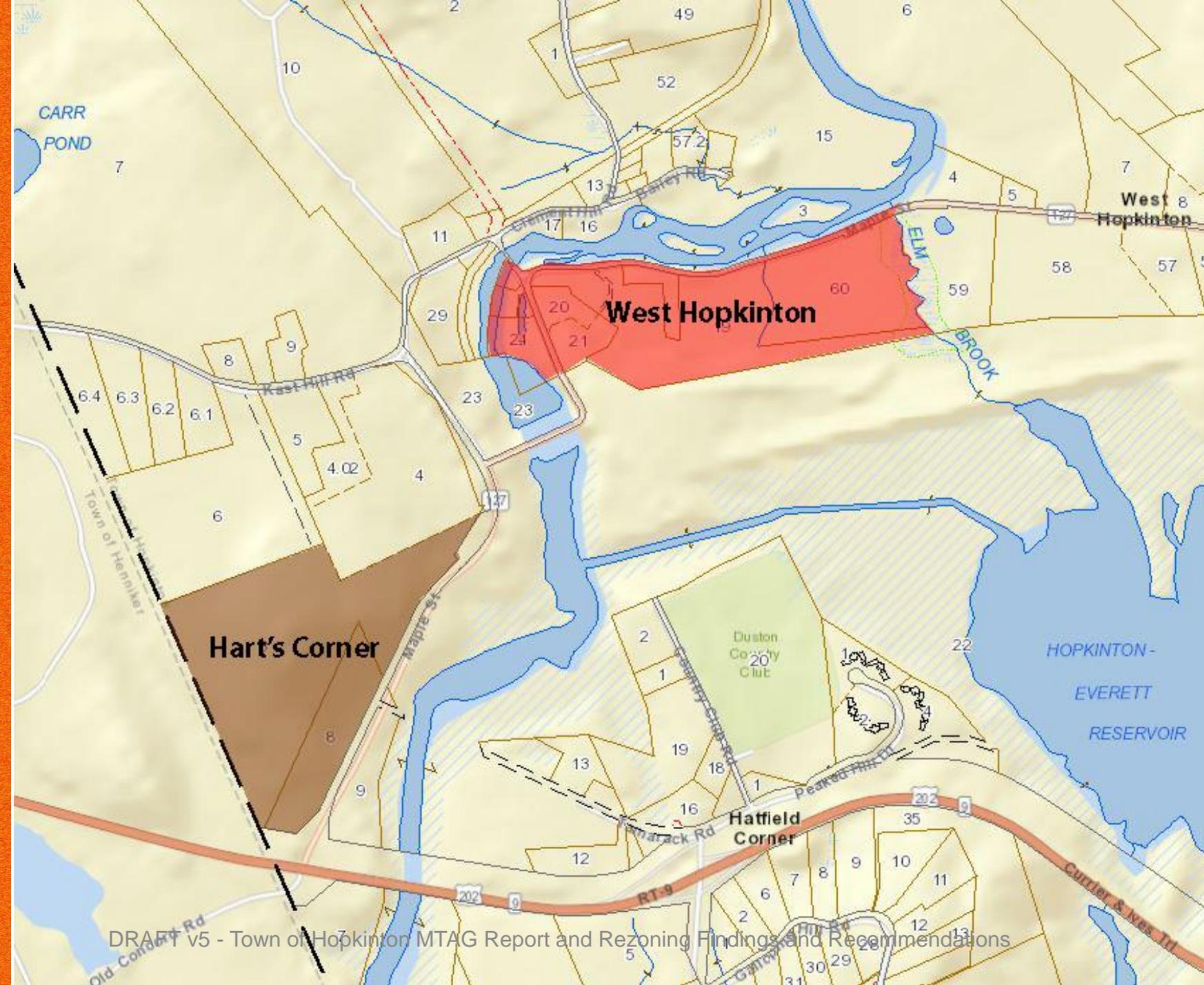
*The Steering Committee interviewed thirty-three Hopkinton residents, business owners, community leaders, and other individuals to provide input on the strengths and weaknesses of Hopkinton's business environment, economy, and housing options.*

The information presented below is a summary of the data received through the interviews. The *data collected was analyzed by UNH Cooperative Extension* and presented back to the committee.

## KEY FINDINGS:

- **Location:** Hopkinton, and Hart's Corner, has an *ideal location on 1-89 with access to Concord, Manchester, and Dartmouth* and with access to the lakes and mountains. This makes Hopkinton an attractive place to live, located a business, and provides the opportunity to be an attractive place for visitors.
- **Maintaining Town Character:** There was general agreement by respondents that *Hopkinton is expensive to live, taxes are high, and the town should focus on broadening its tax base.* Many respondents also stressed the importance of retaining Hopkinton's rural character and charming feel.
- **Housing:** There was consensus that *certain desired types of housing are missing* in Hopkinton. There are limited starter homes for young people to live in town or older people to retire and downsize into. Some respondents also mentioned the limited rental market.
- **Senior Living or Age Restricted Community:** One of the *common themes throughout the interviews was an interest in a senior living or age restricted community.* Many respondents thought Hart's Corner could be a good location for an age restricted living community.
- **Local Businesses and Contoocook:** Another common theme throughout the interviews was the *need to encourage development that complements local businesses in Contoocook* and does not displace them with similar businesses at Hart's Corner. Many respondents thought that housing, economic development, and new shops and restaurants should be focused on Contoocook and expanding the village area.

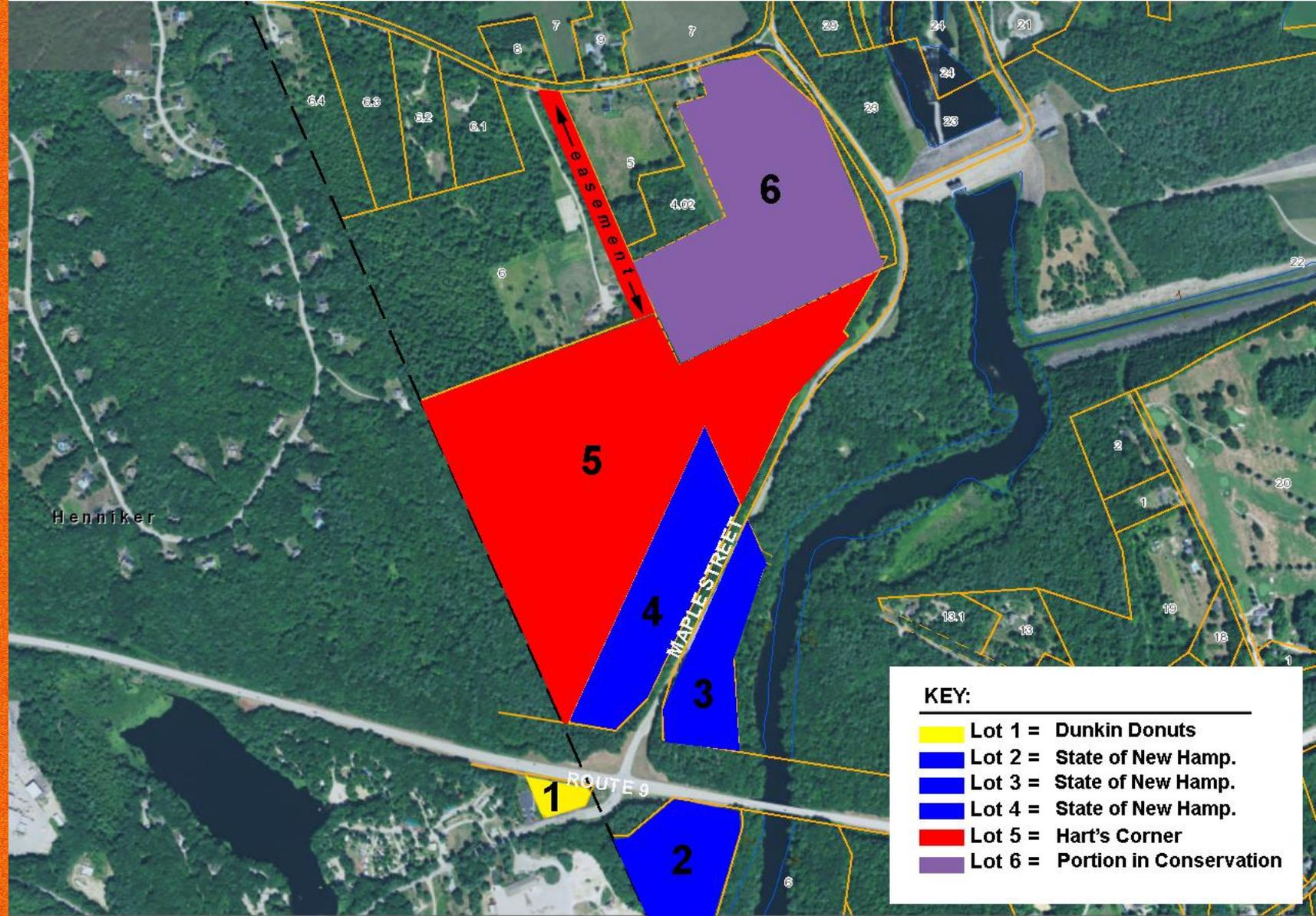
The two areas being targeted for encouraging new investment by rezoning and Overlay Districts



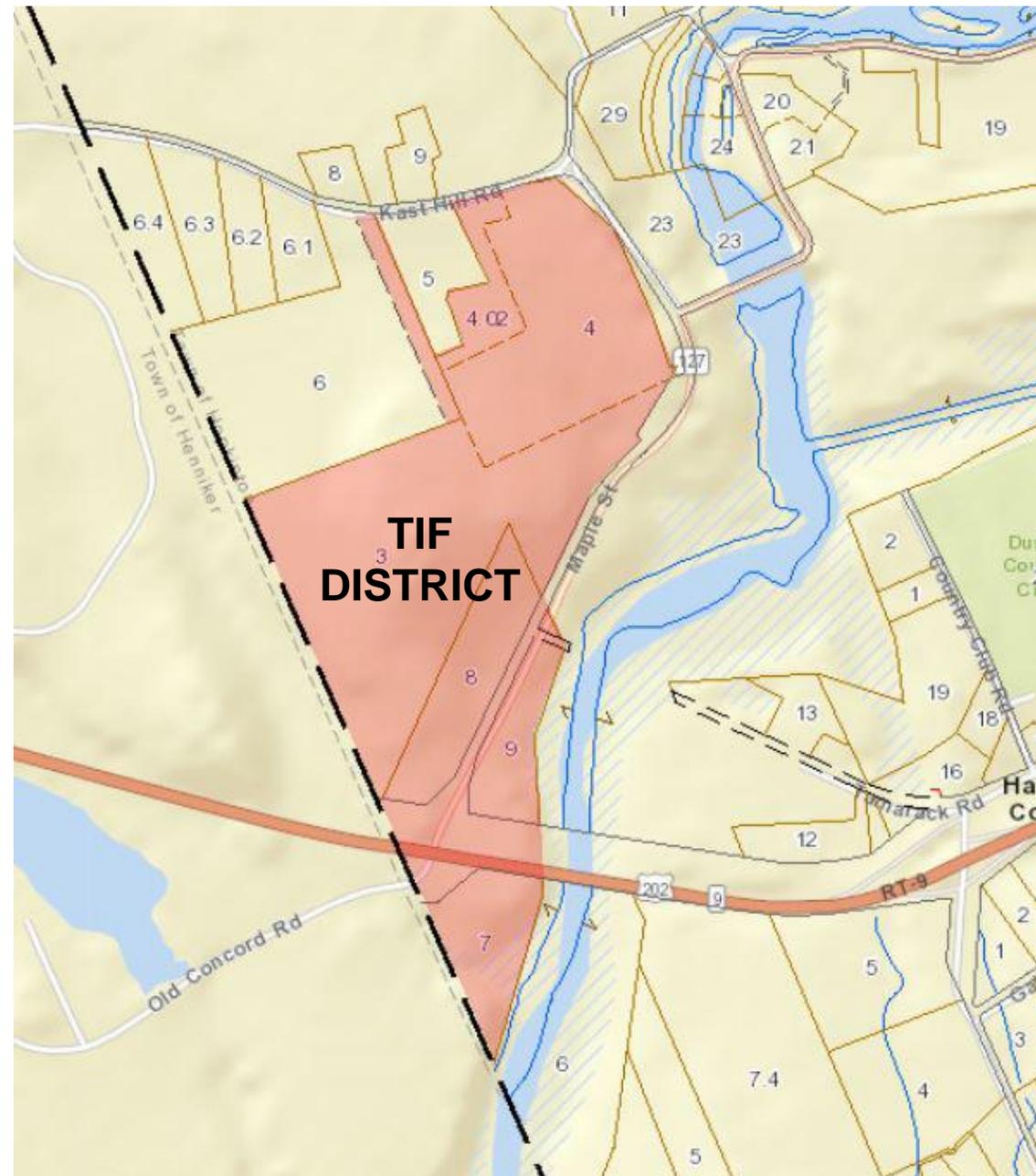
# 1. Hart's Corner

*Hart's Corner – named after the predominant owner and contributor of Conservation Area – is identified by the Town as an investment area, as demonstrated by its adoption of a Tax Incremental Financing (TIF) District.*

Recommendation:  
New Overlay Mixed Use District with incentives to provide public amenities and affordable residences



Maple Street  
TIF District  
Boundaries  
-  
Harts Corner



# Hart's Corner General Site Analysis

- Slopes greater than 15% will affect layout & organization of site development.
- Conservation areas are removed.
- Not considered a major impediment to development.



# The Hart's Corner Neighborhood Concept

*A safe and attractive  
neighborhood that  
complements  
Contoocock Village and  
nearby amenities.*

- By utilizing both a zoning change “by right”, and by offering incentives with an optional Overlay District, we hope to encourage private development.
  - **Mixed housing options** with both affordable and market-rate prices, encouraging a mix of scale-down units for Seniors as well as market-rate units for 1-2-bedroom for general market.
  - **A Neighborhood Center – with commercial components** - at the entry point is included to minimize off-site trips, but still drive new residents into the Village for shopping and other amenities.
  - The location near Route 202 will be **attractive to commuters** to Boston region, Manchester, Concord and Keene.
  - The new Neighborhood **could generate significant new property tax base**, as demonstrated in the TIF District Plan.

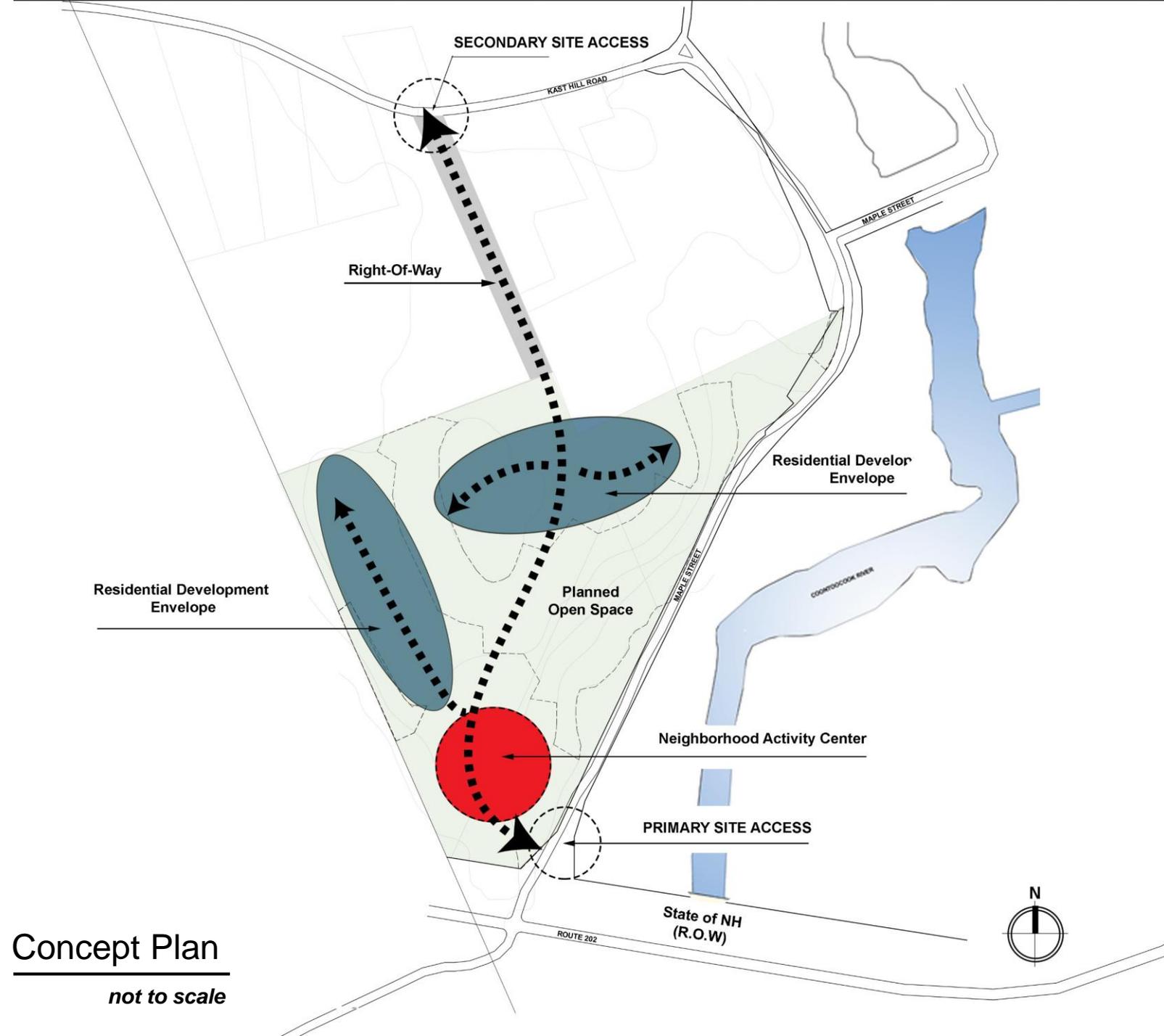
# Hart's Corner Organization Concept Diagram

*With site constraints considered, the remaining sections of the area are shown, as well as the two required access points.*

*A concept of what could be developed providing a housing mix and neighborhood amenities follows:*

**Concept Plan**

*not to scale*



# HART'S CORNER CONCEPT PLAN

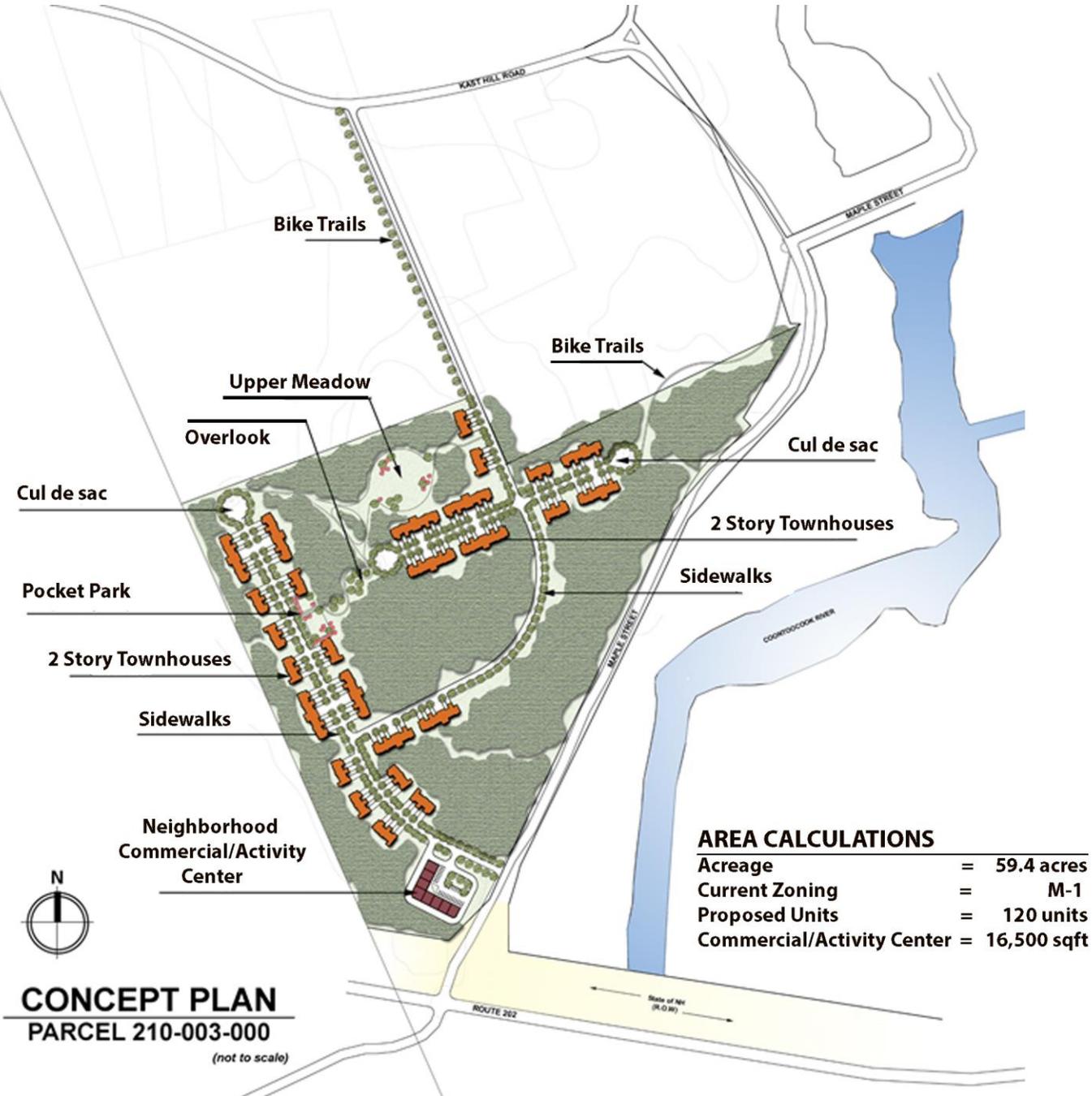
An example from the TIF District Plan:

Area calculations:

120 Residences – at  
800 to 2,000 sq ft

Neighborhood & Commercial  
Space – (16,500 sq ft)

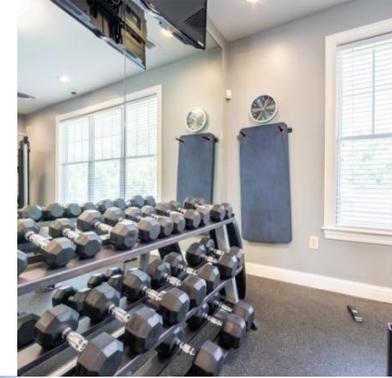
Other scenarios are possible  
deriving similar benefits



# Examples of Neighborhood Center Amenities And Commercial Services



Outdoor Public  
Spaces



Fitness Center



Meeting Rooms

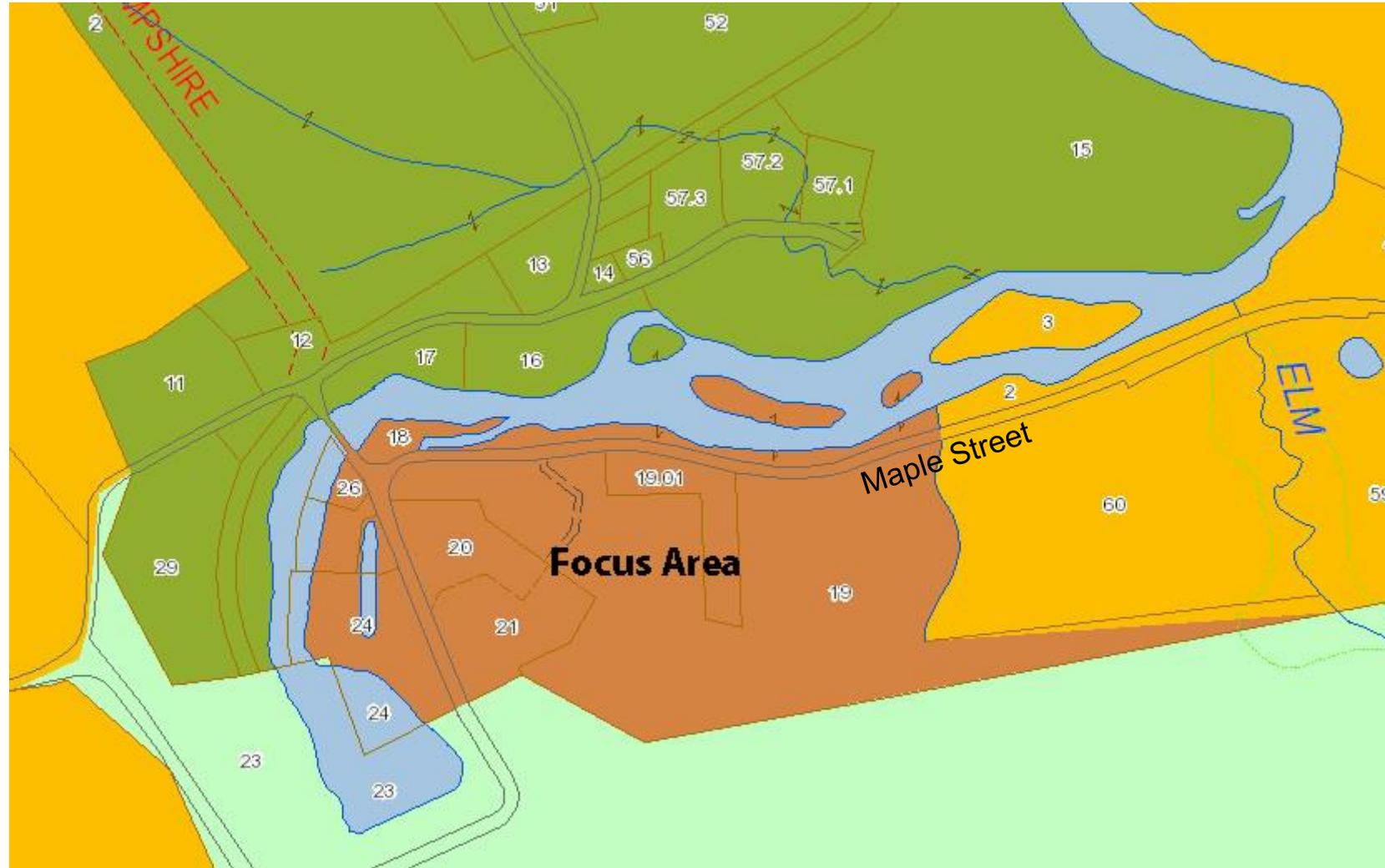
Social Spaces



# West Hopkinton Area

## West Hopkinton Zoning

-  Residential/Agricultural
-  Industrial
-  Medium Density Residential
-  Low Density Residential



# West Hopkinton Area

## General Site Analysis

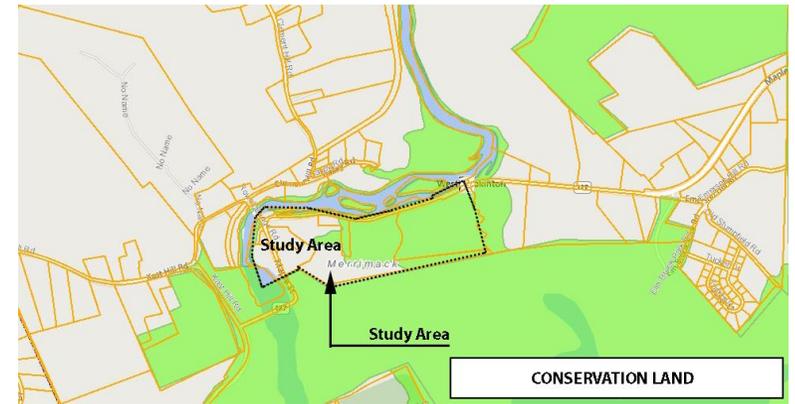
General Constraints Include:

- Wetlands
- Conservation Land
- Floodplain
- Water supply and discharge

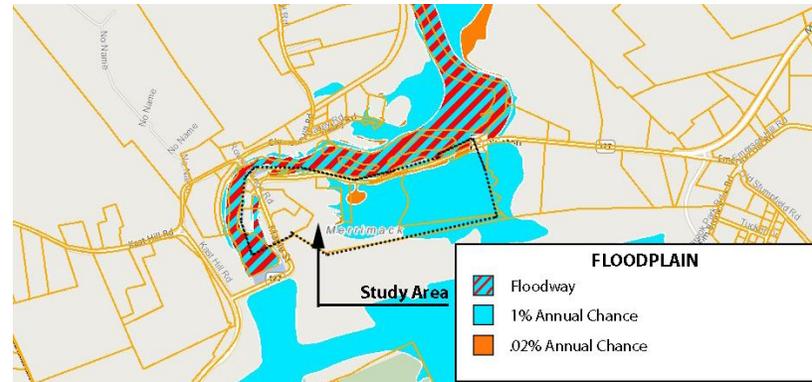
Is there a concept that would connect the Hart's Corner to Contoocook Village?

Sources:

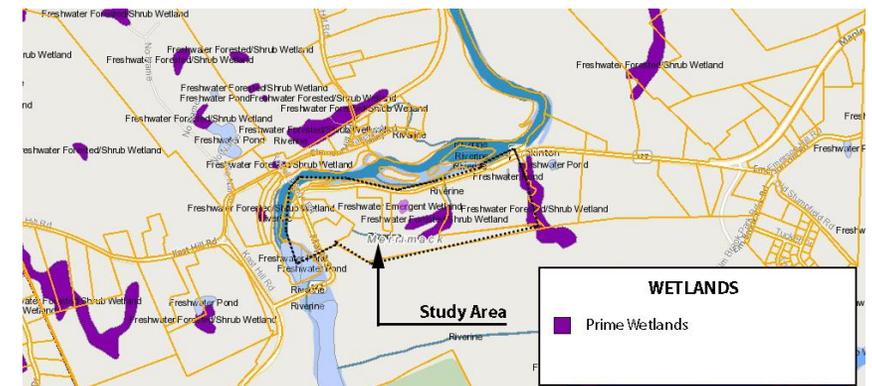
- Hopkinton GIS Mapping
- Granit – State of New Hampshire Online Mapping



Conservation Land



Floodplain



Wetlands

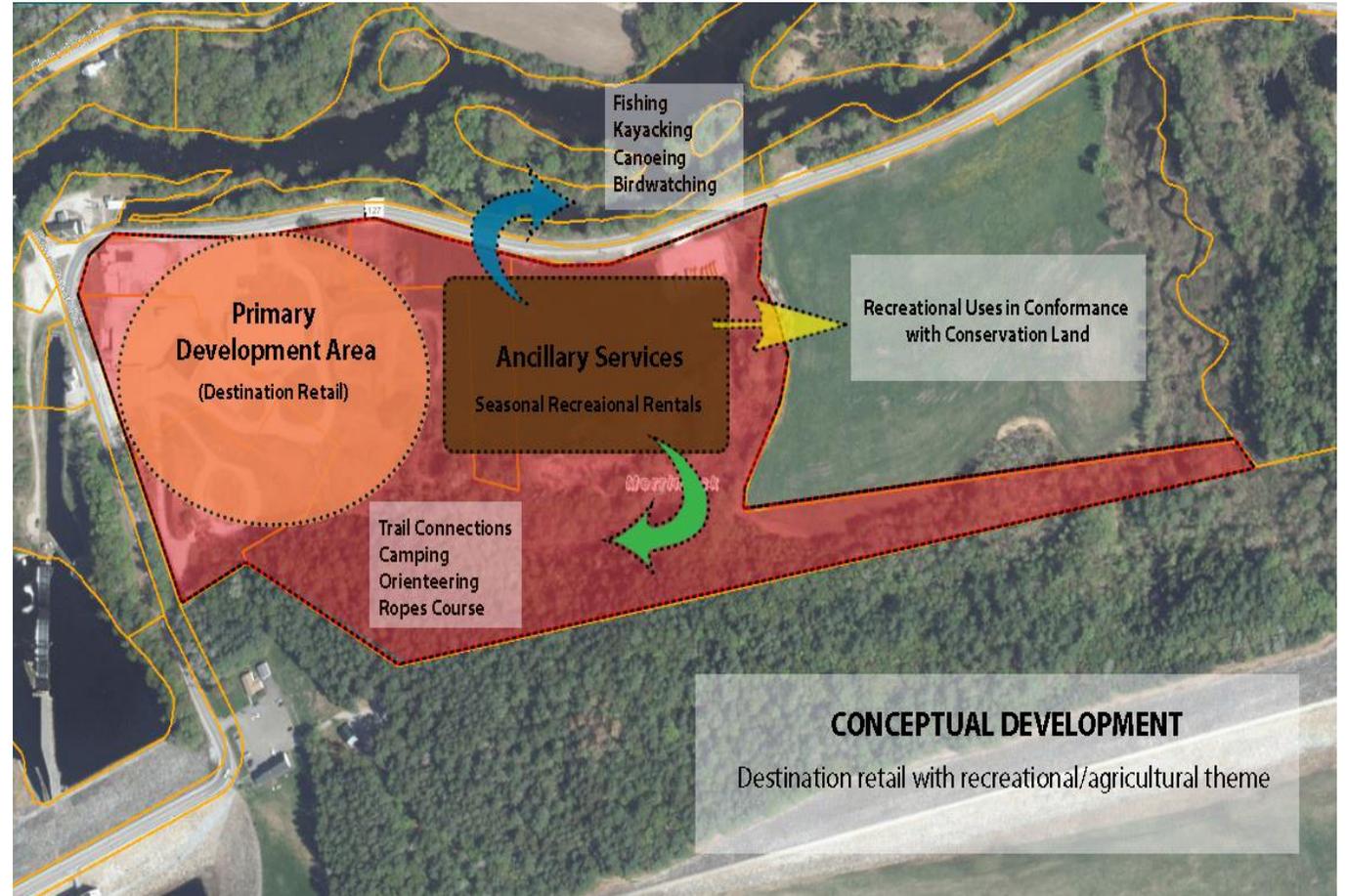
A Concept for  
West Hopkinton and an  
example of a Recreation-  
themed development:

ARTISANS PARK  
WINDSOR VERMONT

- Former Industrial Park and adjacent farm fields



- Similar reuses of farmlands, floodplain, and former Industrial site



# Market Analysis

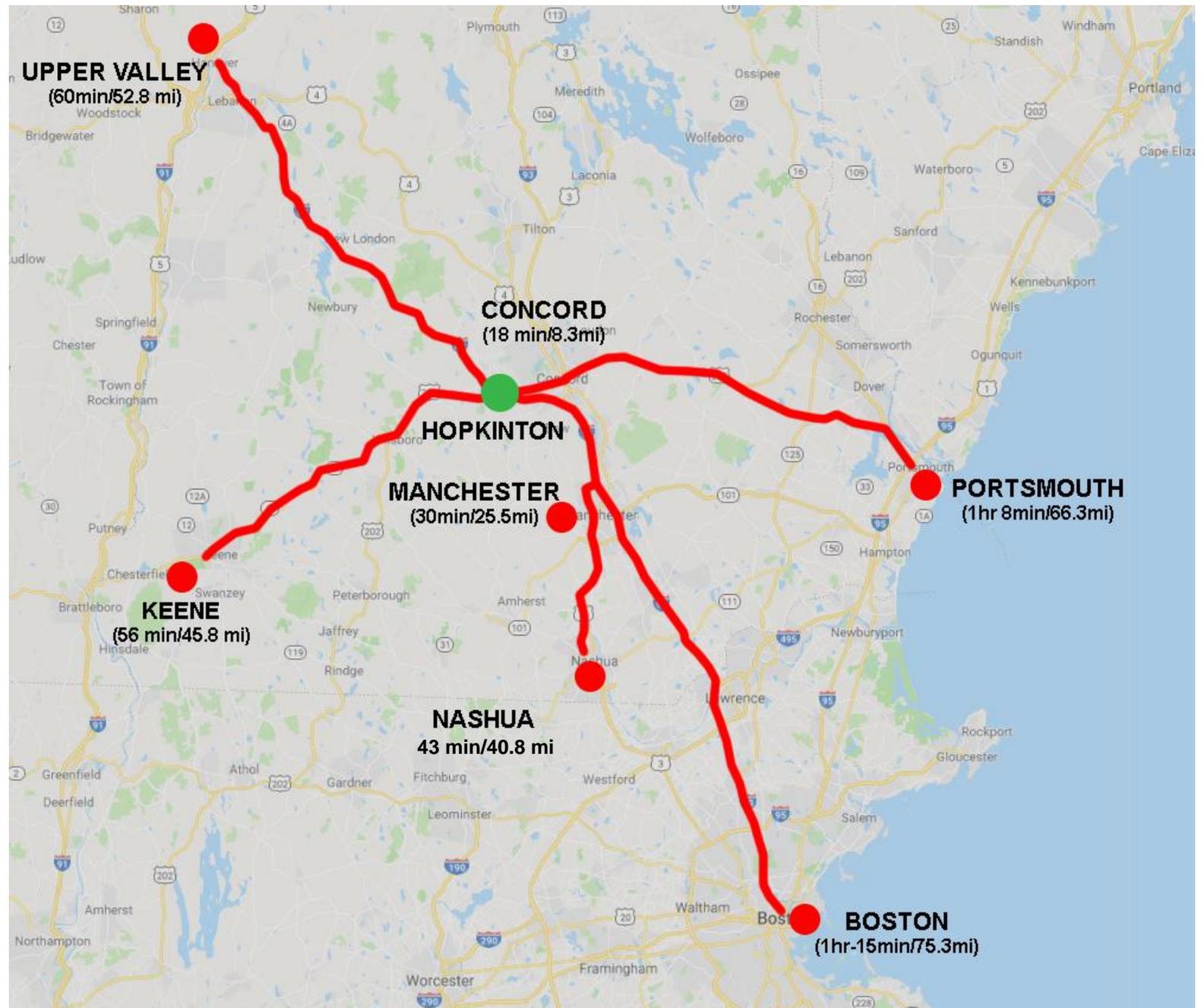
*Q: Why would a developer – and new residents – be interested in a new Hart's Corner Neighborhood?*

- Hopkinton and the Regional Markets

Convenient  
Location:

## Hopkinton and the Regional Context

Convenient proximity to  
major urban centers,  
amenities and  
employers.

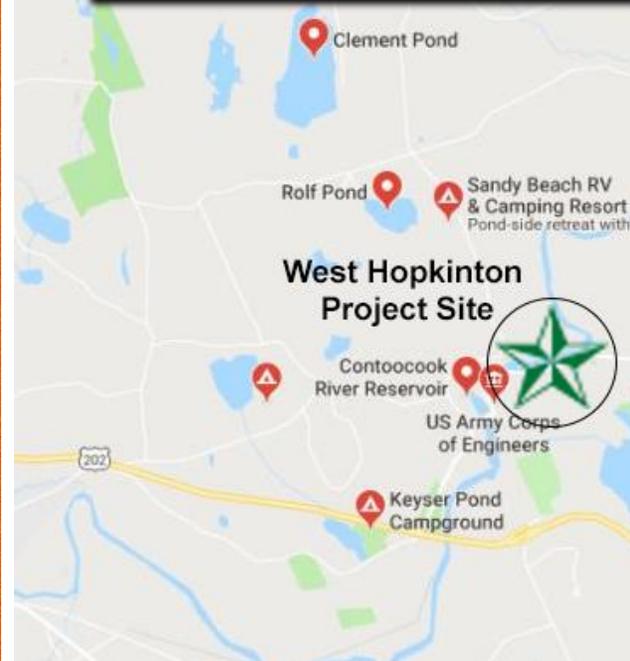


# The study area has several existing attractive Natural Resource amenities

## ACTIVITIES

-  BIKING
-  BOATING
-  ENVIRONMENTAL EDUCATION
-  FISHING
-  HIKING
-  HISTORIC & CULTURAL SITE
-  OFF HIGHWAY VEHICLE
-  PICNICKING
-  PLAYGROUND PARK
-  WATER SPORTS
-  SPECIALIZED SPORT SITE
-  WILDLIFE VIEWING
-  WINTER SPORTS

Project area has a rich mix of outdoor recreational opportunities, including golf, parks, beaches and trails.



# Housing Development Types



Moderately Priced Townhomes



Moderately Priced Apartments



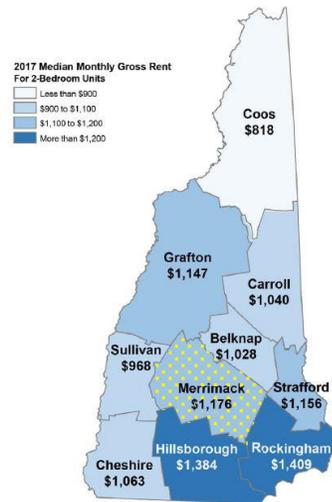
Cottage Housing



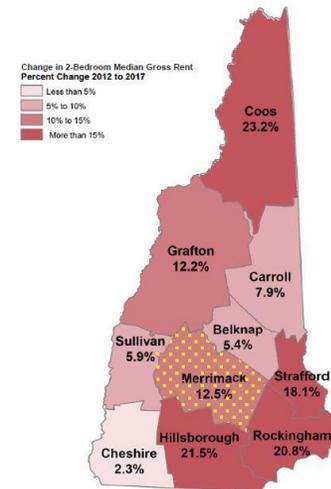
Extended Care Facility

## Market Analysis from the TIF District Report

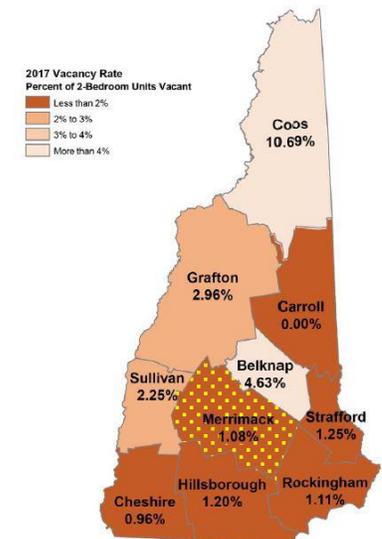
- High demand for all types of housing (***purchase and rental units***) is being driven by continued economic stability and lack of inventory in both the rental and for purchase housing market.
- “The survey found that the statewide median gross rent of \$1,263 (including utilities) for two-bedroom units has increased over 4% since 2016 – the fourth year in a row that rents have increased.
- Meanwhile, the vacancy rate continues to decline; this year it stands at 1.4% for two-bedroom units. An average vacancy rate of 4% to 5% is considered a balanced market for supply and demand.



Median Gross Rents (Statewide)



Median Gross Rents (% Change 2012-2017)



2017 Vacancy rate (Statewide)

# Recommendations:

- B-1 Uses updated to include:
  - Additional uses
  - Multi-family become permitted
- Rezone Harts Corner and West Hopkinton sites as shown to B-1
- West Hopkinton focus to be on encouraging natural resource-based uses
- An Overlay District for Hart's Corner to encourage specific planning goals and outcomes.

The Citizen  
Committee  
overseeing this  
initiative is  
interested in  
hearing from you.

- Citizen Inputs
- Next steps
- Listening to public and surveys
- Committee members
  
- Thank you!