

# HAMPSTEAD MASTER PLAN SURVEY – 2021 SUMMARY REPORT

The Hampstead Master Plan Steering Committee and the Hampstead Planning Board are working with Rockingham Planning Commission on drafting updates to the entire Master Plan. Between June 1, 2021 and June 30, 2021 a total of 800 individuals took the Master Plan survey and provided 77,589 responses or comments to the survey questions. The survey was a predominantly online survey with links posted on the Town website, information posted on the unofficial Hampstead community Facebook pages, announcements at multiple municipal board meetings, flyers were handed out at multiple community events, and on flyers were posted around Hampstead. Paper surveys were made available at the Hampstead Town Hall and Public Library. (A total of 18 paper surveys were received.) This survey represents the most comprehensive insight into the needs and wants of Hampstead since the 2006 Master Plan Survey which had a total of 549 participants. This survey will serve as one of many sources used in the current Master Plan update; other sources may include public meetings, census data, and other resources.

**HAMPSTEAD**

MASTER PLAN  
2022

SHARE YOUR IDEAS ABOUT  
THE FUTURE OF HAMPSTEAD  
-TAKE THE SURVEY TODAY!

[www.publicinput.com/Hampstead2022](http://www.publicinput.com/Hampstead2022)  
SURVEY OPEN UNTIL JUNE 30

THE HAMPSTEAD PLANNING BOARD, WITH THE ASSISTANCE OF  
ROCKINGHAM PLANNING COMMISSION, IS UPDATING THE TOWN'S MASTER  
PLAN AND IS SEEKING OPINIONS AND INPUT.  
PAPER SURVEYS ARE ALSO AVAILABLE AT THE TOWN OFFICES AND LIBRARY.  
FOR MORE INFORMATION, CONTACT  
TOWN ENGINEER, TOWN ENGINEER AT 603.229.3811 EXT. 210.

The survey was intended primarily for residents, however, individuals who own property or a business in Hampstead were also invited to provide their thoughts. Of the responses received, three individuals taking the survey live outside of Hampstead and 21 participants owned a business in Hampstead. Just under half of survey participants (48%) have lived in Hampstead for more than 10 years, most participants were between the ages of 18 to 55 (58%), and 64% of participants work full time.

The full survey results are available on the Hampstead Planning Board website at [www.hampsteadnh.us/planning-board](http://www.hampsteadnh.us/planning-board).

## FINDINGS

The following outlines some of the major survey findings. The survey itself was published to assist the Hampstead Planning Board in updating the Master Plan, however, some questions were also included to assist other municipal boards, services, and functions. Many of the items asked about in this survey are the same as previous Hampstead surveys published in 1992 and 2006 to allow for tracking changes in priorities and concerns over time.

Several major themes emerged from survey responses:

- Most residents want to maintain Hampstead’s rural character and see minimal growth, but many expressed a desire to encourage concentrated commercial development. There were diverse opinions about whether all development should be slowed.
- There is an overall desire to increase connectivity in the town. This included physical connectivity with trails and sidewalks, but also increasing community connectivity to enhance residents’ participation in local activities.
- Many are concerned about protecting Hampstead’s natural resources, particularly water resources and open spaces, and potential negative side effects from increased development of all types.
- Services provided by the Town are generally highly regarded, but with several services many responded as neutral. The large number of neutral responses indicated that many participants are unaware of the services or do not utilize them.

When you think of Hampstead in 5, 10 or 20 years, what would you like to see?

“ I would like to see the wooded and open areas remain undeveloped... I would not like to see Rt 111 continue to be developed and end up busy with yet more traffic lights.”

The major themes are consistent with previous survey findings, however, there was a more prominent concern about development impacts (from inside Hampstead and from surrounding municipalities) on existing residents and businesses areas.

**WHAT DO YOU LIKE BEST ABOUT LIVING IN HAMPSTEAD?**

The following are the top three reasons participants either under 55 or 55 and over like living in Hampstead:

	Participants Age Under 55	Participants Age 55 +
1.	60% hometown feel.	60% hometown feel.
2.	57% rural atmosphere.	57% rural atmosphere.
3.	29% quality of schools	46% quality of schools

The following are the top three reasons participants who have lived in Hampstead for less 10 years and 10 years or more like living in Hampstead:

	Participants Living in Hampstead for less than 10 years	Participants Living in Hampstead for 10 Years + years
1.	59% hometown feel.	61% hometown feel.
2.	50% rural atmosphere.	46% quality of schools
3.	38% quality of schools	38% rural atmosphere.

It should be noted that the above are the top three reasons participants like living in Hampstead. Additional reasons that were highly ranked included Hampstead’s natural features, recreational opportunities, proximity to family and employment, and friendly atmosphere.

**WHAT LAND AND DEVELOPMENT FEATURES ARE IMPORTANT TO HAMPSTEAD’S CHARACTER?**

Many features of Hampstead showed strong preferences among residents:

- 86% thought locally owned businesses were important or very important.
- 80% felt it is important to keep commercial uses in the currently allowed zoning districts.

- 95% indicated that maintaining open spaces, natural areas, and working farms are important or very important and 99% felt having forested areas was important or very important.
- 92% felt that maintaining historic public buildings was important or very important.
- 99% felt that healthy water resources were important or very important.

**WHAT FEATURES SHOULD THE TOWN PURSUE MORE OF?**

There were some areas where residents had diverse opinions about what Hampstead needs more of:

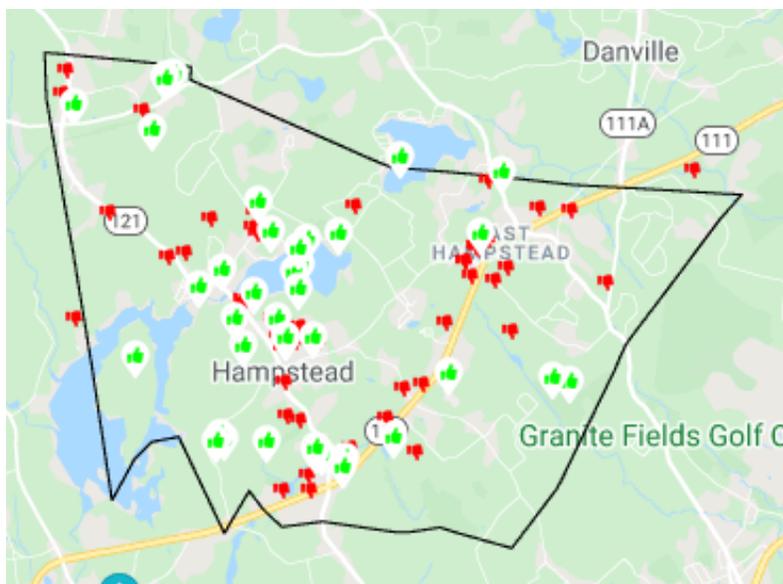
- There was a mix of the types of commercial property uses that were more desired in Hampstead, but generally low impact businesses/industry or services (such as restaurants) were preferred. There is a notable response from a small amount of participants to have limited or no additional commercial development.
- For future housing options, more residents preferred single family and generally did not want more multifamily or manufactured housing. There was concern from many participants regarding the affordability of living in Hampstead.
- Amenities such as open spaces, trails, farmers’ markets, bike paths and recreation facilities were also desired by most residents.

**What concerns do you have about living or working in Hampstead in the next 5, 10 or 20 years?**

“ Keeping the New England town charm and not overpopulating or over building the area. Keeping enough green space in the town. Maintaining a good quality school system. Keeping the taxes and costs to residents in control.”

## WHAT AREAS OF HAMPSTEAD DO YOU LIKE OR THINK NEED IMPROVEMENT?

Participants were asked to indicate on a map locations in Hampstead they like (in green) and areas they think need improvement (in red) and provide comments as to why. The topics covered by these comments vary by topic and location. Throughout the Master Plan update process the map will be added to capture the location of residents’ preferences and concerns.



## COST OF TOWN SERVICES

From participant comments received throughout the survey property taxes (both town and school portions) are a major concern for residents. The survey focused on the cost for town services specifically as it is more related to land use planning activities. However, the survey results indicate tax rate impacts are a major influence about future decisions for Hampstead.

Hampstead’s total 2020 tax rate is \$21.55 per thousand dollars in assessed property value. The Town and County portions of the tax rate are \$3.74 per

thousand dollars assessed property value and the Local and State Education portion are \$17.81 per thousand dollars assessed property value.

12. Please indicate your opinion regarding the following statements about the cost of **Town** services.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I would like improved town services and am willing to pay increased taxes to pay for them.	7% Strongly agree	18% Agree	30% Neutral	26% Disagree	19% Strongly disagree
I would like improved town services, but am NOT willing to pay increased taxes to pay for them.	14% Strongly agree	25% Agree	33% Neutral	22% Disagree	5% Strongly disagree
I would accept decreases in town services in order to lower taxes.	8% Strongly agree	16% Agree	26% Neutral	35% Disagree	15% Strongly disagree
I would NOT accept decreases in town services even with lowered taxes.	17% Strongly agree	31% Agree	31% Neutral	15% Disagree	7% Strongly disagree

## NEXT STEPS

In addition to this survey, additional public input opportunities and review of the updated Master Plan are planned to occur in late 2021 and early 2022. The anticipated completion date of the Master Plan is 2022. **Any updates to the Hampstead Master Plan will require a public hearing prior to Planning Board adoption in accordance with RSA 674:1-4.**