

Be a part of the vision!



COMMUNITY VISIONING WORKSHOP

Northwood Master Plan Update

Master Plan Subcommittee

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Staff Support

Linda Smith

Consultants

Tom Morgan
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EF | Design &
Planning, LLC



WORKSHOP AGENDA

- 7:00-7:05 Welcome & Introductions
- 7:05-7:10 Master Plan Overview
- 7:10-7:25 Where are We Now?
- 7:25-8:25 Where do We Want to Be?
- 8:25-8:40 Report Out
- 8:40-8:50 Concerns & Ideas
- 8:50-8:55 Prizes
- 8:55-9:00 Next Steps

MASTER PLAN OVERVIEW

MASTER PLAN 101

- A planning document that serves to guide the overall character, physical form and development of a community (RSA 674:2)
- Contains a vision and land use chapter and several other chapters
- Provides the legal basis for zoning and other land use regulations
- Responsibility of the Planning Board to update
- Opportunity to hear from the public, to provide guidance to local officials, and direct development

**2004 Master Plan Update
Northwood, N.H.**



Adopted December 2004

NORTHWOOD'S PROCESS

- Last updated in 2004
- Created subcommittee
- Hired consultants
- Chapter by chapter approach -
Vision and Land Use first

	June 2022	July	Aug	Sept	Oct	Nov	Dec	Jan 2023
Task 1 Project Initiation								
A. Organizational Session								
B. Project Branding								
C. Online Presence								
D. Review of Past Planning Efforts								
Task 2 Public Engagement								
A. Maintain & Update Online Presence								
B. Develop Survey Content								
C. Town Wide Mailing								
D. Conduct Survey								
E. Public Work Session								
F. Public Engagement Document								
Task 3 Prepare Vision Chapter								
Task 4 Land Use Chapter								
A. Data Analysis								
B. Build out Analysis								
C. Chapter Development								
Task 5 Public Hearing & Materials								
Task 6 Assemble Final Deliverables								

SCHEDULE FOR VISION & LAND USE CHAPTERS



WHERE ARE WE NOW?

POPULATION HISTORY

1790-1830

Migration from NH Seacoast

1830-1860

Migration to Midwest

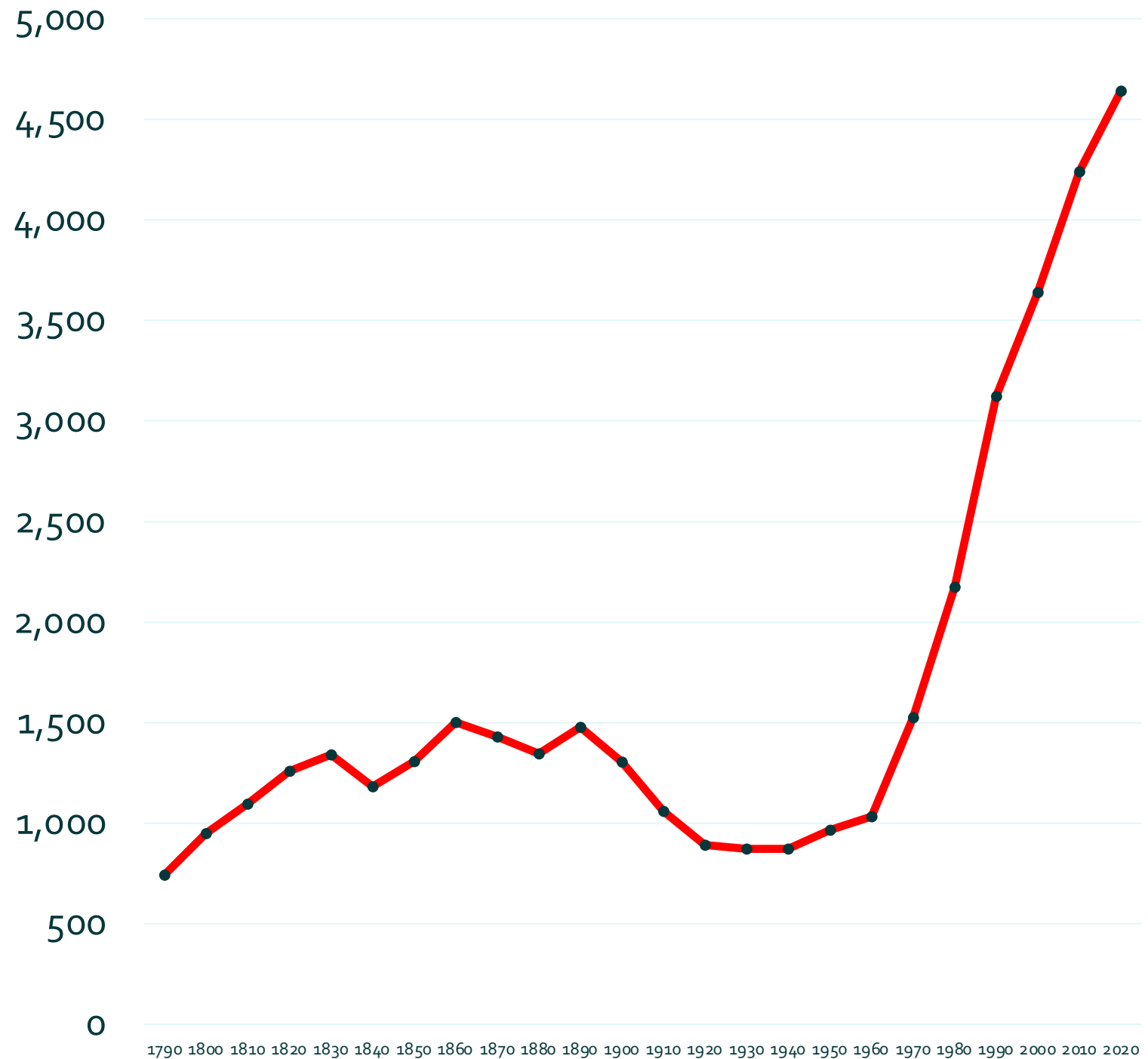
1860-1900

Shoe industry thrives

1910-1960

Population hovers around 1,000

1970-2020 Commuter era



DEMOGRAPHIC PROFILE 2020

Population 4,641

Households 1,831

Labor Force 2,672

Unemployment Rate 3%

Household Income \$94,141



LAND USE HISTORY

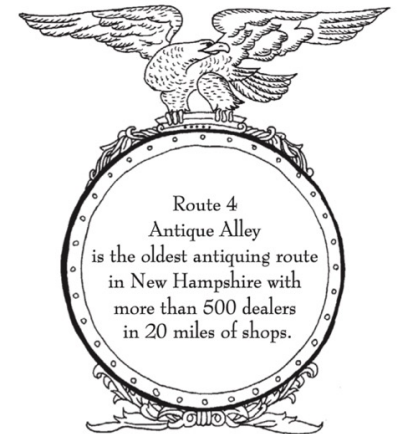
“No town on the whole line between Concord and Durham was so much benefited as Northwood, lying midway between the capital and the Atlantic. Hence there was extensive travel through the town, public houses were patronized, and trade from neighboring towns centered here; and merchants, acquiring an enviable reputation for shrewdness and integrity, not only amassed wealth for themselves, but enhanced the business and the wealth of the people.” – Elliott Cogswell



New Hampshire's Famous

ANTIQUÉ ALLEY

2020 EDITION



NATURAL ENVIRONMENT

Fisher
Black bear
Raccoon
Red fox
White-tailed deer
Common loon
Bald eagle
Coyote
Barred owl
Great horned owl
Moose
Osprey
Eastern wild turkey
Great blue heron
Eastern gray squirrel

Eastern chipmunk
North American porcupine
Striped skunk
Opossum
Groundhog
Largemouth bass
Smallmouth bass
Pickerel
Yellow perch
North American beaver
Common snapping turtle
Painted turtle
Common garter snake
Eastern American toad
Red-spotted newt



LOCAL BUSINESSES

	<i>Employees</i>
Hannaford	50
Johnson's	30
D.R. Dimes	30
Harding Metals	30
Solid Creations	25
Copper Hill Pizza	20



HOME VALUES

July 2022 \$430,000

Jan 2022 \$397,000

Jan 2021 \$314,000

Jan 2020 \$282,000

Zillow terms Northwood a
"sellers' market." – August 2022

New Housing Units (in 2019) 17



TRAFFIC VOLUME ON ROUTE 4

Daily 13,185

Saturday 12,588

Weekday Peak Hr 1,167

Saturday Peak Hr 1,030

Source: NH DOT, 2016 at Harvey Lake Rd



PRELIMINARY DISCUSSION WITH PLANNING BOARD

- Lacking a town center, common place to gather
- Potential for arterial road with commercial villages, community-based areas
- Growth was anticipated but is not necessarily happening
- Commercial hubs vs sprawl
- Declining student population
- Impact of development on water resources
- Economic development efforts, TIF, ERZ, fizzled out
- Historical homes add character, but large and can be hard to maintain
- Lack of affordability for multi-family housing
- Short term rentals
- Performance criteria zoning is lax
- Sight views, driveway permits
- Preserve old town
- Rural character desired – what is it?
- Need strong land use map that guides character for different areas



Northwood Residents, staff, and community members:

The Master Plan survey is open!
We want to hear from you!



Scan me! →

*Prefer a paper copy of the survey?
Pick one up at the Town Offices or Library.

Survey open
June 27 to
July 22

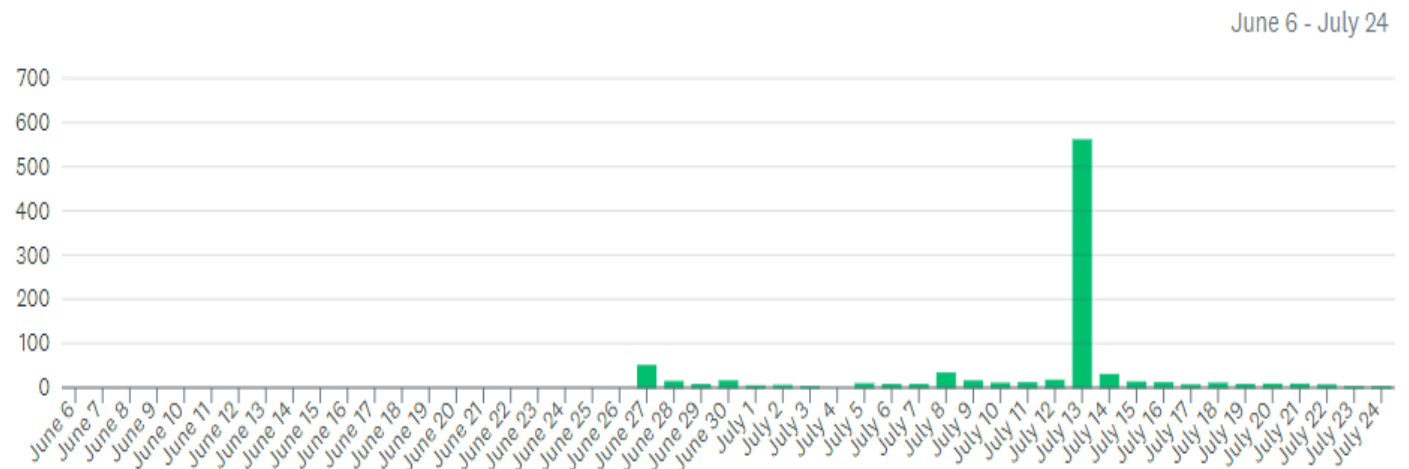
JUNE/JULY 2022 SURVEY

RESULTS

- 16 questions
- 843 digital (SurveyMonkey) responses
- 5 Paper responses
- 265 legitimate responses
- Bot responses discovered when analyzing date/time completed, IP addresses, and the time it took to complete survey
- Focusing on the results that are from people!

See all survey results on
the project website!
www.NorthwoodMP.info

Responses Volume

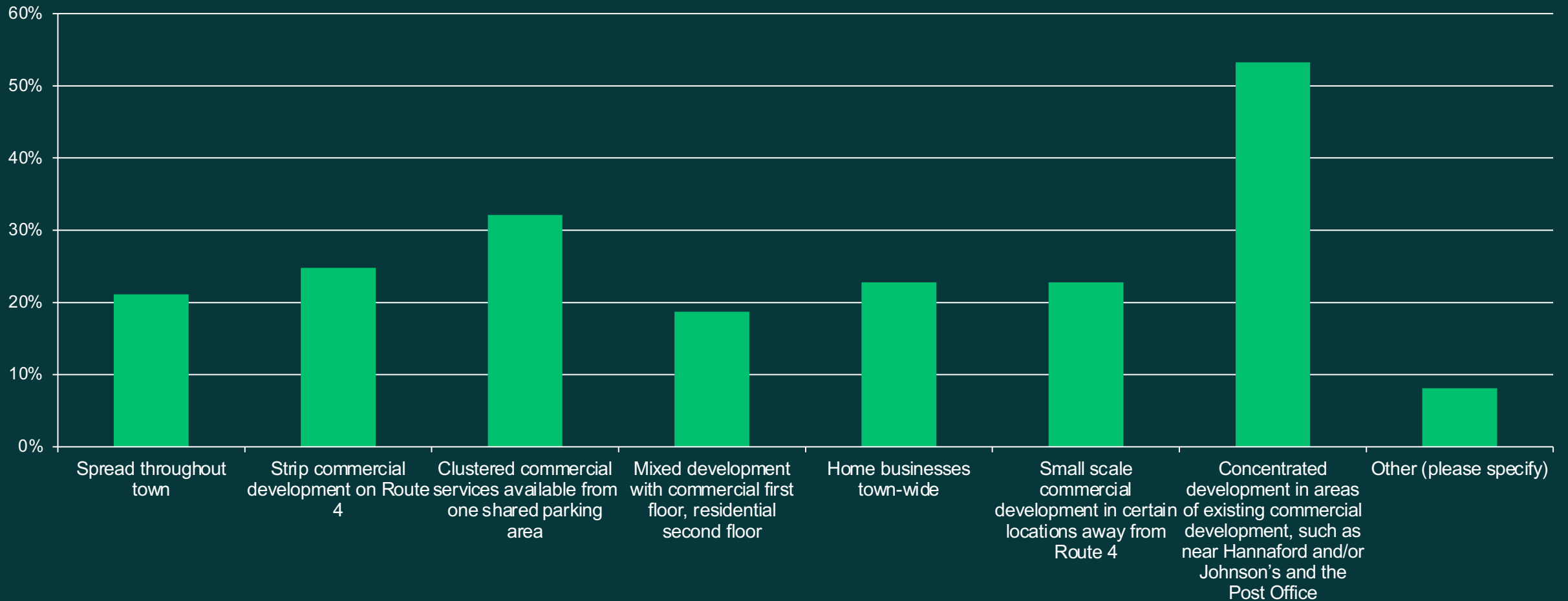


ANALYZE RESULTS

WHAT DO YOU LIKE MOST ABOUT NORTHWOOD (CHOOSE TOP 3)



WHAT PATTERN OF COMMERCIAL DEVELOPMENT WOULD YOU LIKE TO SEE IN NORTHWOOD (CHOOSE ALL THAT APPLY)

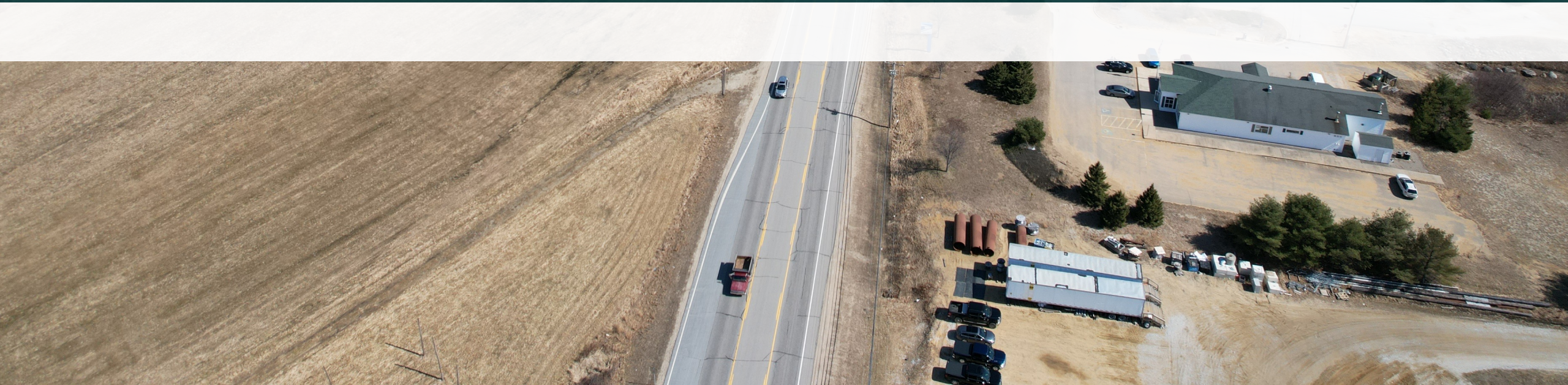


OTHER SURVEY TOPICS

- Historic, cultural, recreational resources
- Environment and natural resources
- Traffic speed and safety
- Municipal services
- Access to ponds and lakes
- Desired types of residential development
- A word to describe Northwood today
- A word to describe Northwood in the future



WHERE DO WE WANT TO BE?



GROUP DISCUSSIONS / 4 TOPICS

1. Choose a topic
2. Find a seat at the table with your topic of choice
3. Introduce yourself
4. Review the discussion question
5. Share your input
6. Note-takers will jot down your thoughts and input
7. After 15 minutes, repeat Steps 1-6 at a new table
8. Reconvene at 8:25 to briefly share some of the input collected

4 TOPICS/DISCUSSION QUESTIONS

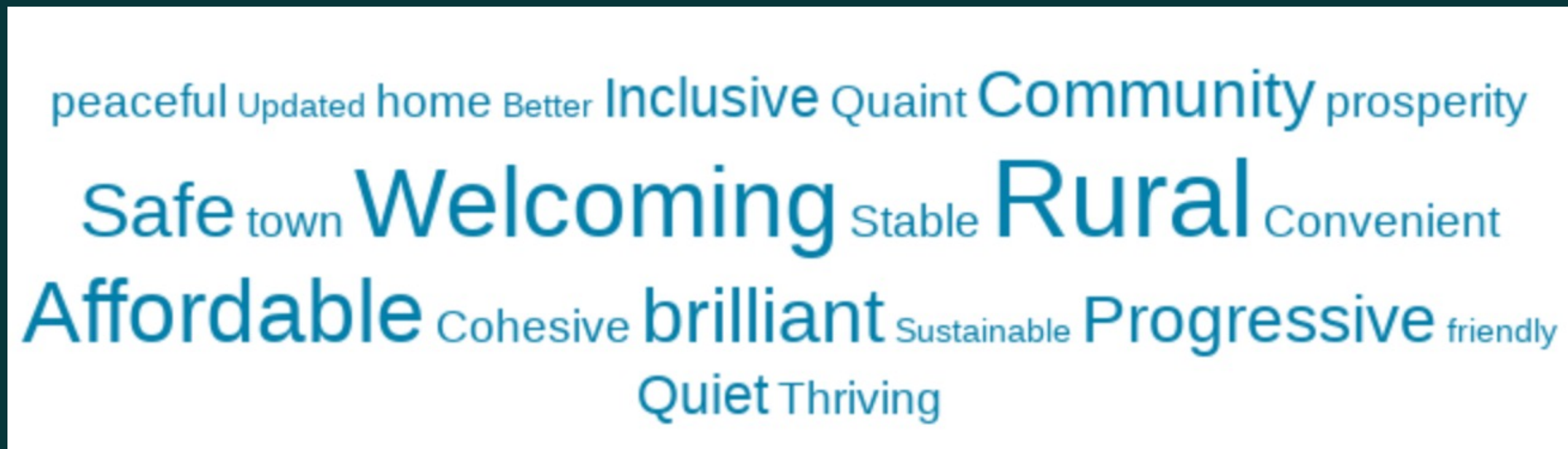
1. Survey respondents describe present day Northwood as:

Expensive Changing Charming Northwood Good average Quaint Convenient
beautiful town Rural Quiet Growing communities
Home busy Peaceful Boring Pleasant Disjointed Friendly

Do you agree or disagree? Why?

4 TOPICS/DISCUSSION QUESTIONS

2. The (one) word that survey respondents chose to describe how they want Northwood to be in the future is:



What would need to be done or change to achieve this vision? Are we already there?

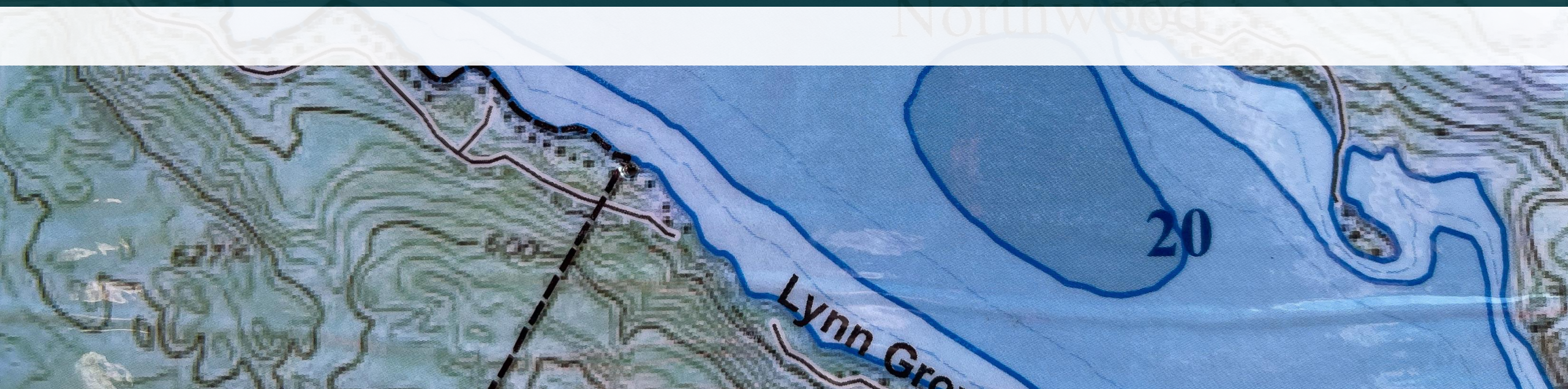
4 TOPICS/DISCUSSION QUESTIONS

3. What can be done to enhance Northwood's sense of community?

4. What would you change (if you could) about Northwood to make it a better community?



REPORT OUT





CONCERNS & IDEAS

CONCERNS & IDEAS BOARDS

Didn't get to share something you wanted to?

Please jot down your concerns and or ideas for Northwood and stick them to our concerns and ideas boards.



PRIZES

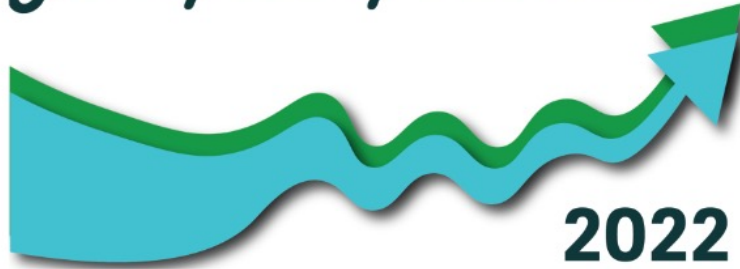


NEXT STEPS

NEXT STEPS

- Schedule
 - September and October – Consultants draft Vision and Land Use Chapters
 - November and December – Chapter review and Public Hearings
- Stay Involved!
 - Check the Town's website and project website for upcoming Subcommittee meetings
 - Attend public hearings (anticipated early 2023)
 - Visit the project website to learn more, see drafts, and get in touch

Be a part of the vision!



NORTHWOOD MASTER PLAN

<https://northwoodmp.info>



THANK YOU FOR
PARTICIPATING!