



TOWN OF MILFORD, NH
OFFICE OF COMMUNITY DEVELOPMENT

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STAFF MEMORANDUM

Date: July 29, 2022
To: Planning Board
From: Lincoln Daley, Community Development Director
Subject: **Milford Master Plan Update**

The purpose of this agenda item is to continue the discussion involving the Master Plan update and the initial community engagement planned for this Fall. At the previous work session, the Board asked that the Menu of Services and Associated Fees developed by the NRPC be amended to provide opportunities for maximum public outreach, public education, and garner support for the Master Plan process/update. The amended Menu of Services provides deliverables and examples of each.

Attached, please find the amended Community Engagement Menu of Services for your review and discussion.



NASHUA REGIONAL PLANNING COMMISSION

June 26, 2022

Lincoln Daley, Director of Community Development
Town of Milford, NH
1 Union Square, Milford, NH 03055

Re: Menu of Services for Public Engagement

Dear Mr. Daley:

As a follow up to the discussion at the May 3rd, 2022, and June 7th, 2022, Planning Board meeting, I am providing this updated Menu of Services for community engagement related to the development of a future master plan for the Town of Milford. Public engagement is essential to the development of a master plan that can effectively guide local land use policy, infrastructure development and resource management. This outreach effort will provide opportunities for education on the master planning process, identify key issues and topic areas facing the town, and generate support for the future development of a town-wide master plan. NRPC staff would manage public engagement throughout the process in coordination with the town.

Please note that this effort will support the development of the vision and goals chapter of a future Master Plan Chapter, where action items would be developed. Action items, require more detailed data and information and will not be developed as part of this effort.

Survey: The starting point for developing the vision and goals chapter of the plan and the major themes that would guide its development would be a comprehensive online survey developed in coordination with the Planning Board and town staff using a survey platform such as SurveyMonkey or MetroQuest.

- *Deliverable: Survey Report. Example from the Town of Hudson Master Plan Survey:* <https://publicinput.com/Report/bktikdid1tz>

Charrettes: Two charrettes, either both in-person, or one in-person and one on-line, to allow for an interactive discussion of the major planning issues of interest to the community and to develop the major themes and vision for the plan.

- *Deliverable: Charrette Summary Report. Example from the Town of Hudson Master Plan:* <https://www.publicinput.com/Customer/File/Full/710c6550-72f3-42a9-9d4a-168267a0e1ca>

Civic Group Meetings: Attendance at up to five additional civic group meetings to obtain general input or delve deeper into specific subject areas.

- *Deliverable: Summary of key topics and input.*

Project Website:

To facilitate the public engagement process, NRPC can create and maintain a project website serving as a repository for all project related documents. The following items are examples of the materials that would be posted: survey link, documents and drafts for public review and comment, upcoming events, e-mail link to submit project questions, and ability to sign up for project updates.

- *Deliverable: Project specific website with all project materials updated in a timely fashion. A recent example of a project page created for a master plan can be found at: www.publicinput.com/HudsonMasterPlan2020 www.nashuarpc.org/land_use/hudson_master_plan_update/index.php*

Marketing Flier: Create an engaging project flier to market the project and direct the public to the project website, where they can learn more, can take the survey and find meeting dates.

- *Deliverable – Create up to two marketing pieces to distribute in person and on social media. Please see attached examples.*

Social Media: NRPC staff will create and send a weekly social media post related to the project, outreach events, and surveys.

- *Deliverable: Weekly social media post with relevant project updates. Review the NRPC Facebook page for sample posts.*

Steering Committee Meetings: NRPC staff attendance at up to three Steering Committee meetings.

- *Deliverable: Attendance at three Steering Committee meetings.*

Summary Report: A final report summarizing the key findings from the public outreach efforts that could serve as a basis for the Vision and Goals chapter of the Master Plan.

- *Deliverable a final report summarizing the findings from the survey, charrettes and all public input.*

Menu of Services	Cost
Survey Development	\$1000
Survey Distribution and Marketing	\$350
Survey Analysis and Summary	\$1000
2 Charrettes; 1 In-person and 1 On-line	\$1500
Attendance and Data Collection at 5 Additional Civic Group Meetings.	\$3000
Development and Maintenance of a Project Webpage - 6 Months	\$2000
Marketing Flier for Electronic Distribution and Hard Copies	\$600
Monthly Social Media Content - 1 x Week for 6 Months	\$1500
Attendance at 3 Steering Committee Meetings	\$1000
Summary Report	\$1500
Public Outreach Costs	\$13450
Travel	\$200
Supplies (Printing; Postage)	\$750
Additional Costs	\$950
Total Project Cost	\$14,400

Please note this is a preliminary Menu of Services and estimated costs. If the Town decides to pursue one or more of these components, final costs and details will be addressed in a revised scope of work and contract.

NRPC would be pleased to answer any questions or provide any additional information necessary to supplement our proposal as needed. Thank you for your consideration.

Sincerely,

NASHUA REGIONAL PLANNING COMMISSION

Jay Minkarah
Executive Director



Employment

Total number of public and private jobs located within a city or town. Figure is for average number of employees for the year. Employees who work primarily from home are counted in the city or town where the business is located. Source: NH Dept. of Employment Security

TOWN	Employment by Year			Trend		Jobs/ Population Ratio
	2005	2010	2015	5 year	10 year	
Amherst	4,385	4,425	4,634	+4.7%	+5.7%	0.41
Bedford	13,758	14,024	15,881	+13.2%	+15.4%	0.73
Hollis	2,376	1,965	1,804	-8.2%	-24.1%	0.23
Merrimack	16,714	14,768	17,974	+21.7%	+7.5%	0.70
Milford	6,925	6,270	6,407	+2.2%	-7.5%	0.42
Pelham	2,113	2,159	2,438	+12.9%	+15.4%	0.18
Windham	3,074	3,065	3,644	+18.9%	+18.5%	0.26
State of NH	627,301	605,864	647,375	+6.9%	+3.2%	0.49



Income

Poverty rate is for individuals. American Community Survey data (all data for 2016) can be subject to high margins of error for smaller geographies like municipalities. Margins of error can be particularly high for median household income measures.

TOWN	Median Household Income		Household Income Change	Poverty Rate	
	2000	2016	Percent Change	2000	2016
Amherst	\$89,384	\$121,779	36.2%	1.9%	2.4%
Bedford	\$84,392	\$126,030	49.3%	2.2%	1.9%
Hollis	\$92,847	\$120,461	29.7%	2.6%	1.5%
Merrimack	\$68,817	\$93,798	36.3%	1.9%	1.9%
Milford	\$52,343	\$71,500	36.6%	5.2%	1.6%
Pelham	\$68,608	\$94,167	37.3%	3.0%	4.3%
Windham	\$94,794	\$110,268	16.3%	1.8%	3.7%
State of NH	\$49,467	\$68,485	38.4%	6.5%	8.5%

Margins of error for 2016 median household income ranges from +/- \$579 for New Hampshire and +/- \$5,738 for Milford (at the municipal level) to +/- \$12,970 for Pelham.

★ Amherst is the **27th** largest municipality by population in the state and the **29th** largest employment center in New Hampshire. There are 234 municipalities in the state.



Amherst NEW HAMPSHIRE

AN ECONOMIC DEVELOPMENT SNAPSHOT 2018

Economic development in Amherst has been robust over the last few decades with corridors like Route 101A nearing build-out. But what should Amherst's future economic development efforts look like? This handout is designed to provide a brief snapshot of Amherst in 2018 relative to several nearby or similar communities in order to help inform conversations about Amherst's future.

Data Sources

Employment: NH Department of Employment Security, Annual Averages of Employment and Wages

Income: US Census 2000 and American Community Survey 2012-2016

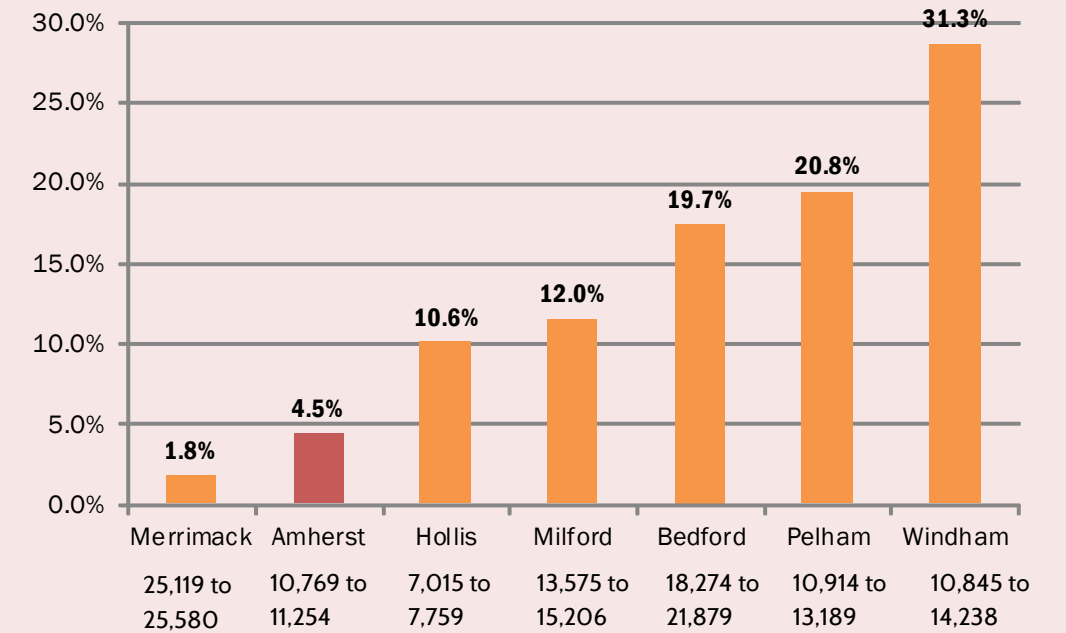
Population: US Census 2000 and American Community Survey 2012-2016

Education: Education attainment data is from US Census and American Community Survey 2012-2016. All other data from NH Department of Education, Data Collection and Reports



Population

Population Growth Rate 2000 to 2016



Education

A snapshot of indicators related to both student achievement and public schools and educational attainment among the adult (over 25) population.

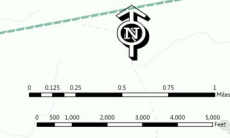
TOWN	Share of population with a Bachelor's Degree or higher*		H.S. Graduation Rate**	AP Course Participation Rate**	H.S. students testing at proficient or higher***	
	2000	2016	2015-16	2015-16	Math	Reading
Amherst	55.6%	63.6%	93.6%	18.5%	52%	87%
Bedford	49.3%	58.7%	97.4%	10.6%	70%	87%
Hollis	56.3%	64.2%	95.3%	23.2%	65%	88%
Merrimack	35%	44.3%	88.2%	10.7%	42%	66%
Milford	26.7%	35.3%	92.5%	6.4%	45%	65%
Pelham	24.7%	29.6%	94.6%	7.2%	30%	65%
Windham	47.8%	49.6%	99.5%	19.1%	75%	87%
State of NH	28.7%	35.5%	88.2%	10.3%	44%	66%

* Percentages are for population age 25 or older.

** 2015-16 School District data from the NH Department of Education. Amherst data includes all high school students enrolled at Souhegan Cooperative and Hollis includes all enrolled at Hollis-Brookline.

*** Based on test results of 11th grade students from the New England Common Assessment Program (NECAP) administered during the 2016-17 school year.

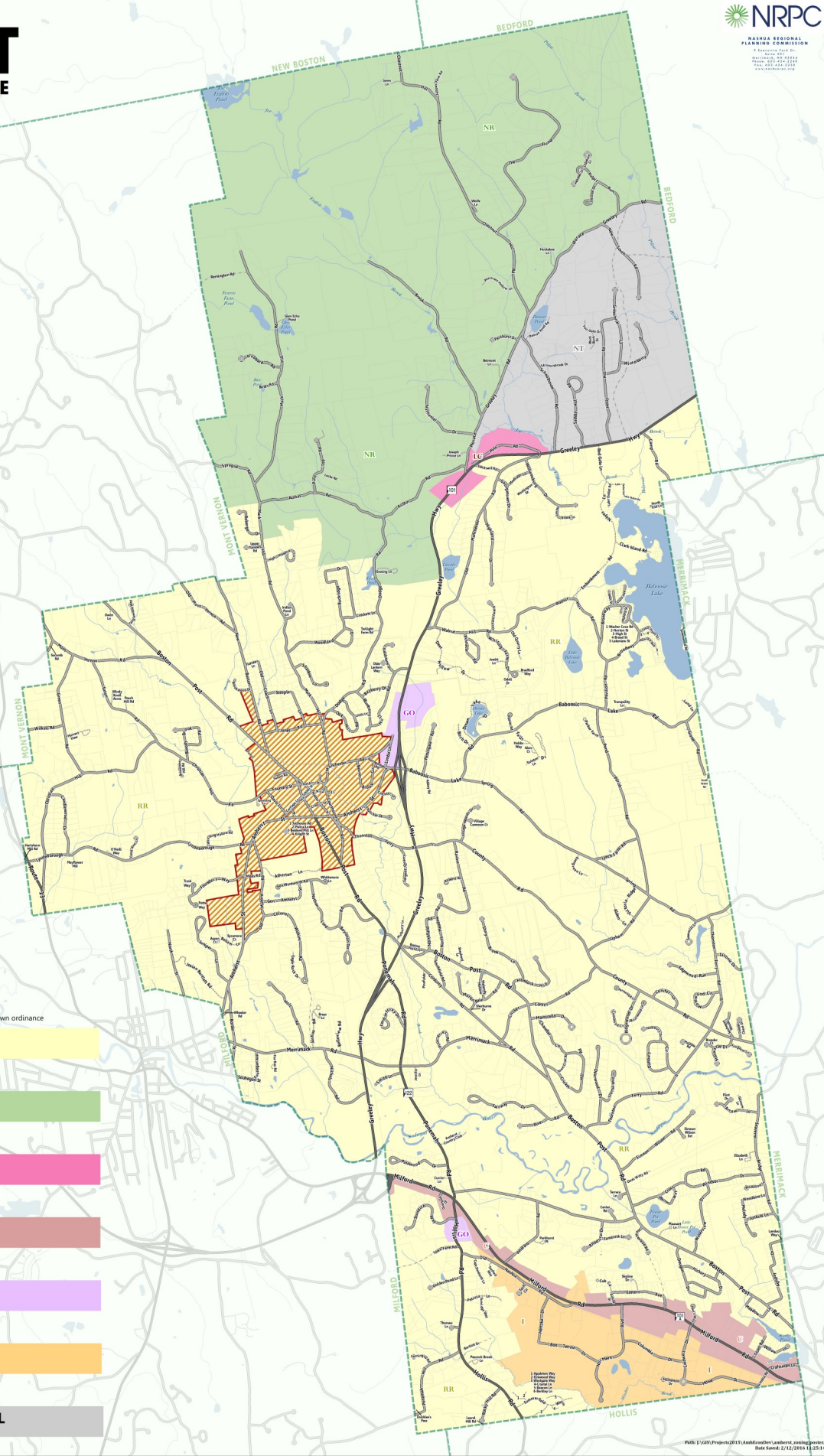
THE TOWN OF AMHERST NEW HAMPSHIRE ZONING



- Zoning**
- Residential/Rural
 - Northern Rural
 - Commercial
 - Limited Commercial
 - General Office
 - Industrial
 - Northern Transitional
 - Historic District Overlay

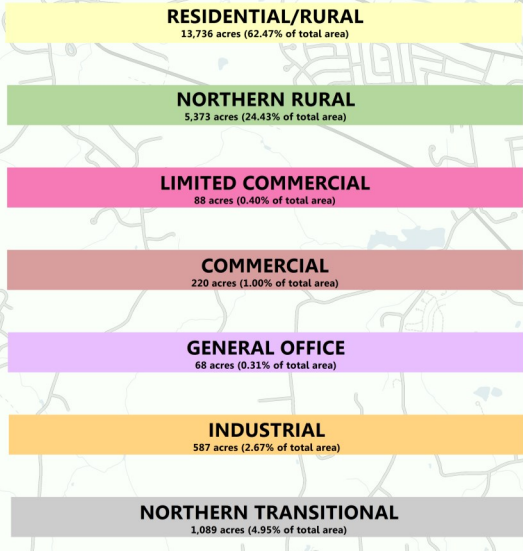
- State Route
- Local Road
- Private Road
- Class VI Road
- Lot Lines
- Open Water
- Wetlands
- Streams

Map prepared by the Northern Regional Planning Commission for planning purposes only. NRPC.com data gathered from multiple sources at various dates of accuracy. No warranties, expressed or implied, are provided for the data herein. Errors or omissions notwithstanding, contact NRPC with any corrections or additions to streets, street names, zoning boundaries, lot lot lines.



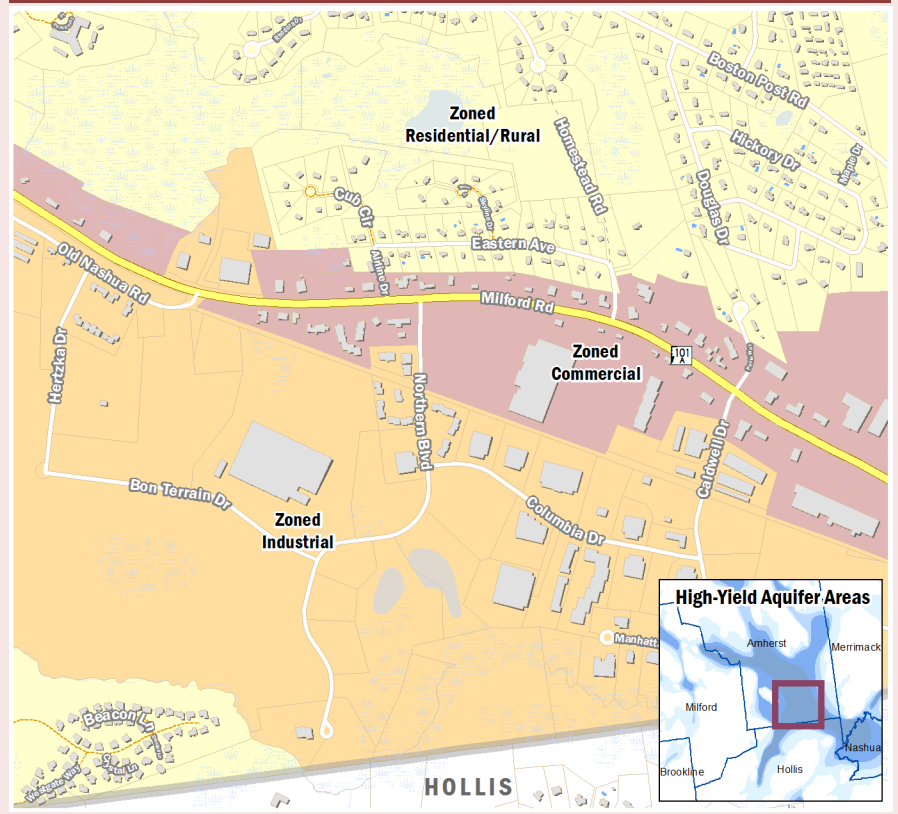
PERMITTED USES

For complete language, exceptions, and overlay restrictions, see official town ordinance.



Zoning and Route 101A in Amherst

Bon Terrain Industrial Park



Route 101A Amherst
1963



Route 101A Amherst
1998



Route 101A Amherst
2012

Route 101A marks the heart of Amherst's commercial and industrial zoning districts. Development along the corridor intensified in the late 1990s, particularly after the roadway was widened to five lanes in the 1980s. The aerial imagery to the left show a satellite view of the Route 101A area in Amherst (stretching from Veterans Road east to the current Petco/Sports Authority retail center).

Aside from short stretches of Route 101 zoned for Limited Commercial or General Office, the Route 101A corridor is the only area of Amherst zoned for commercial uses. Though much of the corridor has been built out, there are several undeveloped parcels in the Bon Terrain Industrial area. However, much of this industrial zoned land is situated over a very high yield aquifer. Additionally, the intensity of commercial uses in Amherst is somewhat limited because the town lacks public sewer service.

Amherst has many options and questions to consider related to economic development moving forward. Should Amherst's focus be on redevelopment of already developed areas along the Route 101A corridor or on new development? Should the town consider allowing mixed use development in designated areas? Should commercial uses be expanded to areas of town apart from the Route 101A area? Should areas of the Bon Terrain area be protected from development to protect the aquifer? What kinds of limits on commercial development are right for Amherst?

Economic development that compliments Amherst's character and quality of life is possible through careful planning and preparation.

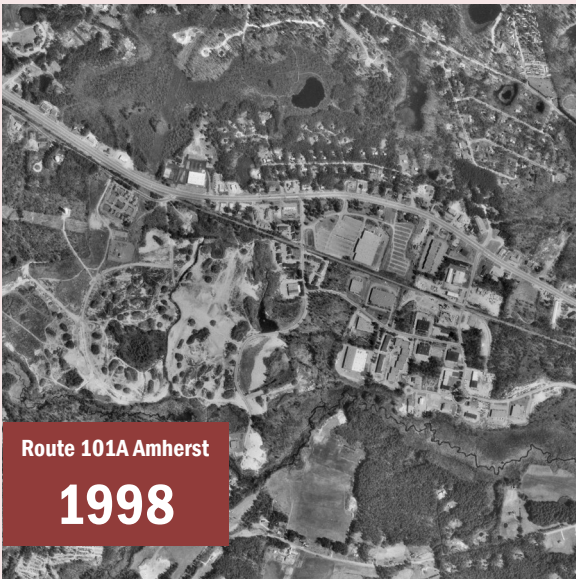


2018 Amherst

NEW HAMPSHIRE

WHAT IS YOUR ECONOMIC DEVELOPMENT VISION?

Economic development in Amherst has been robust over the last few decades with corridors like Route 101A nearing build-out. But what should Amherst's future economic development efforts look like? Take the survey and help inform conversations about Amherst's future.



★ Did You Know?

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TAKE THE SURVEY

www.surveymonkey.com/r/AmhEcon





NEW HAMPSHIRE

WHAT IS YOUR ECONOMIC DEVELOPMENT VISION? 2018

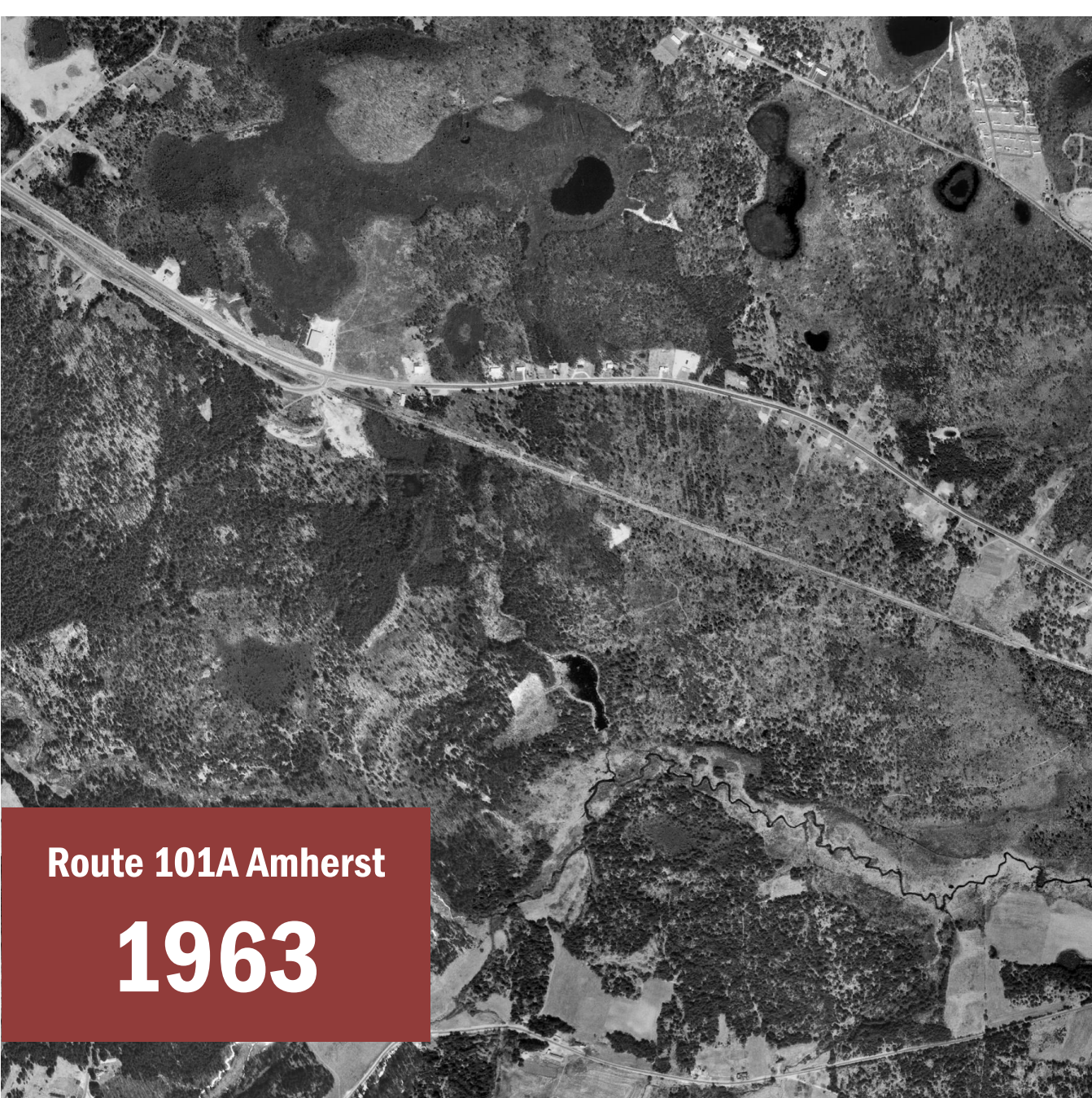
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Route 101A Amherst

1963



Route 101A Amherst

1998



Route 101A Amherst

2012

Mont Vernon Town Center District



PUBLIC INPUT SESSIONS



Please join us!

Dates: 2nd and 4th Tuesdays

Time: 7:00 PM

Location: Mont Vernon Town Hall

The Mont Vernon Planning Board would like your input as it proposes a new Town Center Zoning District.

The objective of the new ordinance is to encourage a mix of business, institutional, cultural and residential uses that support the goals of the Mont Vernon Master Plan and the needs of the local economy by attracting and allowing adaptive reuse of existing structures and new development that is consistent with the historic and architectural character of the Town.

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