



## Chapter 4 Fostering Inclusive Economic Resiliency

*Hanover will work to build a more resilient, sustainable and diverse economy for our region with emphasis on ensuring equitable access to economic resources and opportunity. The economy of our future will be resilient to future shocks and stresses and be consistent with our renewable energy vision.*

### Goals and Strategies for Fostering Inclusive Economic Growth

Goal 4-1. Hanover will be a place where business owners want to locate and where their businesses will thrive.

- ▶ Strategy 4-1.1: Support business owners by convening the Downtown Hanover Working Group and addressing their concerns.
- ▶ Strategy 4-1.2: Provide signage and information to make the parking system easy to use and understand.
- ▶ Strategy 4-1.3: Support Advance Transit and its expansion into longer periods of service.
- ▶ Strategy 4-1.4: Develop a streetscape plan and fund its recommendations.
- ▶ Strategy 4-1.5: Encourage shopping locally because of the direct benefits to the local economy.
- ▶ Strategy 4-1.6: Assist business owners in navigating the permitting process to get established and expand their businesses.
- ▶ Strategy 4-1.7: Locate housing in and near business centers to enable car-free shopping and commuting.

Goal 4-1. Performance Metrics: (1) Initiatives generated by Downtown Working Group; (2) Improvements to parking system information; (3) Hours and days of Advance Transit service; (4) Streetscape plan; (5) Number of streetscape plan recommendations funded; (6) Number of new housing units within a ten-minute walk of an Advance Transit stop or the borders of the B, D, OL and BM zoning districts.

Goal 4-2. The nexus of property tax, housing costs and income will be balanced to assure sustainable living.

- ▶ Strategy 4-2.1: Review land use regulations to assure a mix of land uses and housing types can be developed so that there is a large enough non-residential tax base to support municipal facility and service expenses.

Goal 4-2. Performance Metrics: (1) Number of people below the poverty level; (2) Percent of owners and renters cost burdened by housing expenses; (3) Full value tax rate

Goal 4-3. The diverse economy will support many lifestyles and needs.

- ▶ Strategy 4-3.1: Work with commercial property owners to recruit a variety of tenants with an emphasis on locally-owned businesses providing goods and services.
- ▶ Strategy 4-3.2: Create a fund to assist start-up businesses which provide jobs and diversify the business types in Hanover.
- ▶ Strategy 4-3.3: Create and utilize cultural offerings as a boost to local business.
- ▶ Strategy 4-3.4: Position Hanover as a destination for outdoor enthusiasts and visitors who want to experience the ambience of a small New England town.
- ▶ Strategy 4-3.5: Collaborate with educational partners to stimulate the development of business.

Goal 4-3. Performance Metrics: (1) Number of locally owned businesses; (2) Start up business fund; (3) Number of pairings of businesses offerings with cultural events

Goal 4-4. Hanover will prosper in the regional economy.

- ▶ Strategy 4-4.1: Provide employment and business opportunities, office, service, cultural and retail offerings, and housing options for Upper Valley and Hanover workers.
- ▶ Strategy 4-4.2: Link residents to jobs via ride share, transit and employment support services.
- ▶ Strategy 4-4.3: Invest in organizations that strengthen Hanover businesses.

Goal 4-4. Performance Metrics: (1) Town support for business-supporting organizations

Goal 4-5: The resident workforce will meet the needs of employers.

- ▶ Strategy 4-5.1: Publicize job counseling, education, and training opportunities.
- ▶ Strategy 4-5.2: Support a diverse housing stock to provide homes for employees of all types of businesses.
- ▶ Strategy 4-5.3: Welcome people of all backgrounds and provide services for them to integrate into the community.

Goal 4-5. Performance Metrics: (1) Initiatives to welcome new residents

Goal 4-6. Economic centers will continue to be located in the water and sewer service area; residences will accommodate people working from home, business start-ups and traditional home occupations.

- ▶ Strategy 4-6.1: Ensure that a range of business uses are accommodated by the zoning districts in order to provide goods and services to satisfy a diverse clientele and jobs appropriate for workers with a variety of skills.
- ▶ Strategy 4-6.2: Facilitate provision of reliable high-speed Internet to every home.
- ▶ Strategy 4-6.3: Assure that landscape-based business can be located in the rural areas.

Goal 4-6. Performance Metrics: (1) Service area of reliable high-speed internet

Goal 4-7. The Town’s economic resiliency policies and regulations will foster a stable and sustainable economy.

- ▶ Strategy 4-7.1: Re-consider zoning requirements for parking to facilitate business and mixed-use development.
- ▶ Strategy 4-7.2: Implement incentives to target commercial affordability and small business growth.
- ▶ Strategy 4-7.3: Enhance the Town’s online presence and availability of marketing materials that promote its assets and resources to visitors, future residents, and investors.
- ▶ Strategy 4-7.4: Develop and maintain a list of key development opportunity sites and market these sites in a manner that is consistent with the Town’s vision for its future economy.
- ▶ Strategy 4-7.5: Establish a framework for collaboration between businesses, institutions, and the Town.

Goal 4-7. Performance Metrics: (1) Modification of parking requirements; (2) List of key development sites; (3) Collaborative meetings between businesses, institutions, and the Town

Goal 4-8. The Town’s economy-supporting infrastructure will be enhanced.

- ▶ Strategy 4-8.1: Consider expanding the Town’s water and sewer infrastructure in a manner aligned with the community’s desired future development patterns (see Figure X-X, *Future Development Patterns*).
- ▶ Strategy 4-8.2: Improve access and reliability of internet to support at-home work and education.
- ▶ Strategy 4-8.3 Continue to facilitate renewable energy procurement options for businesses.
- ▶ Strategy 4-8.4: Evaluate the capacity and resiliency of the electrical grid serving Hanover’s major business centers and assess whether this system is sufficient to meet increased demand. Plan accordingly for capacity upgrades and to improve the resilience of this service.
- ▶ Strategy 4-8.5: Provide a mechanism for zoning relief to make commercial space more universally accessible.

Goal 4-8. Performance Metrics: (1) Capacity and resiliency report on electrical system; (2) Implementation of recommendations; (3) Zoning modification to provide relief to enable accessibility improvements to commercial space

Goal 4-9. Hanover will achieve a circular, low carbon economy, focusing on material selection, source reduction, and material reuse, with recycling as a last resort.

- ▶ Strategy 4-9.1: On an ongoing basis, determine the total weight of waste by stream that is generated in Hanover and track the Town's rate of diversion from landfills and incineration.
- ▶ Strategy 4-9.2: Prepare and adopt a Zero Waste Plan to enable the Town to reduce, reuse, recycle, and compost at least 90 percent of its solid waste.
- ▶ Strategy 4-9.3: Repair, reuse or repurpose products, and donate useful, but unwanted, goods to charitable organizations.
- ▶ Strategy 4-9.4: Implement a community-shared take-out container program.
- ▶ Strategy 4-9.5: Implement targeted material limits or bans (e.g., single-use plastic, polystyrene).
- ▶ Strategy 4-9.6: Establish a municipal environmentally preferable purchasing policy that encourages or requires buying products that are energy efficient and environmentally responsible (e.g., recycled material content, sustainably harvested, low embodied carbon, etc.).

Goal 4-9. Performance Metrics: (1) Waste stream analysis; (2) Zero Waste Plan; (3) Community shared take out container program; (4) Ban on single use plastic

Goal 4-10. Support the development of jobs and businesses in Hanover that align with the principles of a Green Economy.

- ▶ Strategy 4-10.1: Engage partners in the development of a green jobs training program that addresses the needs of the Town and/or Upper Valley Region.

- ▶ Strategy 4-10.2: Create incentives to attract green industries and businesses to locate within the Town of Hanover to further promote a green local economy.
- ▶ Strategy 4-10.3: Support local farms and sustainable businesses.

Goal 4-10. Performance Metrics: (1) Green jobs training program; (2) Identification of green jobs and annual tracking