



Chapter 4 Fostering Inclusive Economic Resilience

We 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 Resilience

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

- ▶ **Strategy 4-1.1:** Continue to convene current and potential business owners and address their concerns.
- ▶ **Strategy 4-1.2:** Support Advance Transit and other transit providers and their expansion into longer periods of service.
- ▶ **Strategy 4-1.3:** Encourage shopping locally because of the direct benefits to the local economy.
- ▶ **Strategy 4-1.4:** Assist business owners in navigating the permitting process to get established and expand their businesses.
- ▶ **Strategy 4-1.5:** Locate housing in and near economic centers with walkable accessible connections to enable car-free shopping and commuting.

Goal 4-1. Performance Metrics: (1) Initiatives generated by Downtown Working Group; (2) Hours and days of Advance Transit service; (3) Number of new housing units within a 5-minute walk of an Advance Transit stop or within a 15-minute walk of the borders of the Business (B), Downtown (D), Office and Laboratory (OL), and Service Business and Limited Manufacturing (BM) zoning districts.



Indicates a strategy that Reduces greenhouse gas emissions

Goal 4-2. The nexus of property tax, housing and transportation 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) Annual assessment of the full value tax rate; (4) Analysis of groups in poverty; (5) Ratio of residential to business/institutional property values

Goal 4-3. The diverse economy will support many types of 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:** Utilize cultural offerings as a boost to local businesses.
- ▶ **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.

- ▶ **Strategy 4-3.6:** Implement universal design so the downtown is accessible and can accommodate everybody.

Goal 4-3. Performance Metrics: (1) Number of locally owned businesses; (2) Startup business fund; (3) Number of local business promotions tied to cultural events; (4) Number of “access for all” improvements

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 Hanover and Upper Valley 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 backing for business-supporting organizations

Goal 4-5: The local labor force 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; (2) By economic sector, percent of people who live in Hanover compared to those who work in Hanover

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 businesses 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:** Reconsider 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.

Goal 4-7. Performance Metrics: (1) Modification of zoning requirements for parking; (2) List of key development sites

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.



- ▶ **Strategy 4-8.2:** Improve access and reliability of high-speed 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 economic centers and assess whether this system is sufficient to meet increased demand. Plan accordingly for capacity upgrades and to improve the resiliency 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 for the electrical grid; (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 from Town facilities and track the Town’s rate of diversion from landfills.



- ▶ **Strategy 4-9.2:** Prepare and adopt a Zero Waste Plan to enable the Town to reuse, recycle, and compost at least 90 percent of its solid waste.



- ▶ **Strategy 4-9.3:** Repair, reuse, exchange, or repurpose products, and donate useful but unwanted goods.



- ▶ **Strategy 4-9.4:** Implement a reusable 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 otherwise environmentally responsible (e.g., recycled material content, sustainably harvested, low embodied carbon, etc.).

Goal 4-9. Performance Metrics: (1) Waste stream analysis for municipal operations; (2) Zero Waste Plan; (3) Initiation of a reusable take-out container program; (4) Ban on single-use plastics

Goal 4-10. Hanover will support the development of jobs and businesses 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 Hanover to further promote a green local economy.



- ▶ **Strategy 4-10.3:** Support local farms and green economy businesses.



- ▶ **Strategy 4-10.4:** Assess the current system of curbside and Zero Sort recycling and compare to alternatives

Goal 4-10. Performance Metrics: (1) Identify a green jobs training program; (2) Annually track the number of green jobs; (3) Number of downtown recycling containers and volume diverted from landfill

