



## Chapter 7 Promoting Downtown Vibrancy

*Our downtown will be a dynamic mix of locally beneficial businesses and cultural assets, a variety of housing types and mobility options, and ample public spaces available for community gathering.*

### Goals and Strategies for Promoting Downtown Vibrancy


**Goal 7-1. A diverse commercial base will be fostered.**


- ▶ **Strategy 7-1.1.** Review zoning restrictions that limit the growth, density, and type of commercial development in the downtown, including regulations around the mix and flexibility of allowable uses and parking minimums.
- ▶ **Strategy 7-1.2.** Establish design guidelines so that formula businesses (chain stores and restaurants) have a slightly different look that helps maintain the character of the downtown.
- ▶ **Strategy 7-1.3.** Audit and inventory ADA-compliant establishments and restrooms.
- ▶ **Strategy 7-1.4.** Promote small-scale manufacturing and artisans within the downtown.


**Goal 7-1 Performance Indicators.** (1) Review of Hanover Zoning Ordinance especially for flexibility in allowable uses and parking minimums; (2) Adoption of design guidelines so formula businesses visually complement downtown; (3) Audit of ADA-compliant establishments and restrooms; (4) Inventory of ADA-compliant establishments and restrooms made publicly available; (5) Number of new small-scale manufacturing and artisan establishments





**Goal 7-2. More dwellings will be built in and around the greater downtown**


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▶ **Strategy 7-2.1.** Free up potential residential development space by revising parking minimums and incentivizing shared parking.
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▶ **Strategy 7-2.2.** Support Dartmouth College’s development of on-campus housing to ensure an adequate and affordable housing supply for graduate and undergraduate students, faculty, and staff.
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▶ **Strategy 7-2.3.** Incentivize the creation of more attainable housing within walking distance of the downtown core.
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▶ **Strategy 7-2.4.** Modify the Zoning Ordinance to clarify and allow flexibility in residential use in the downtown.
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▶ **Strategy 7-2.5.** Create a gradual transition of decreasing density from the downtown core to the periphery of the greater downtown.
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▶ **Strategy 7-2.6.** Increase the allowable residential density in the greater downtown.

**Goal 7-2 Performance Indicators.** (1) Number of new residential units created in the greater downtown; (2) Median price of housing in the greater downtown; (3) Number of non-student and student residents in the greater downtown; (4) Number of live-work units in the greater downtown; (5) Increase in permitted residential density within a 20-minute walk of the downtown core

**Goal 7-3. Business owners will be supported enabling their ventures to grow and prosper.**

- ▶ **Strategy 7-3.1.** Coordinate with Dartmouth College to ensure goods and services provided on campus complement, and do not have the potential to supplant, businesses in the downtown.
- ▶ **Strategy 7-3.2.** Work with Dartmouth College to allow students’ DASH Discretionary Account to be accepted at Hanover restaurants and other establishments.
- ▶ **Strategy 7-3.3.** Coordinate with Dartmouth College and the Upper Valley Business Alliance to find opportunities for the organization to better support Hanover business owners in the downtown.
- ▶ **Strategy 7-3.4.** Develop a branding campaign that highlights the uniqueness of the businesses in the downtown, as well as the Town’s history and attractions, including the Appalachian Trail.
- ▶ **Strategy 7-3.5.** Partner with local businesses to plan additional cultural programming, including community-wide festivals and arts/music events. Such events should be conducted regularly (e.g., monthly, annually), as feasible, and should reflect the uniqueness of the community and its residents.
- ▶ **Strategy 7-3.6.** Regularly convene current and potential business owners to hear and address their concerns.
- ▶ **Strategy 7-3.7.** Review the Zoning Ordinance and modify it to more creatively accommodate business uses in the downtown.

- ▶ **Strategy 7-3.8.** Attract a new anchor store to locate south of Lebanon Street to draw pedestrians to and generate more activity in that part of the downtown core.
- ▶ **Strategy 7-3.9.** Connect organizations that offer business consulting programs with interested business owners.
- ▶ **Strategy 7-3.10.** Explore options for hiring a person to implement initiatives to support downtown businesses.

**Goal 7-3 Performance Indicators.** (1) Creation of downtown core vibrancy business plan coordinated with Dartmouth College; (2) Number of events and programs held in the downtown in partnership with the business community; (3) Initiatives generated by the Downtown Hanover Working Group that are implemented; (4) Review of the Zoning Ordinance to more creatively accommodate business uses

**Goal 7-4. Public gathering spaces in the downtown will be enhanced.**

- ▶ **Strategy 7-4.1.** Identify opportunities to create additional public gathering spaces in the downtown, including requiring accessible public spaces in new developments and major renovations.
- ▶ **Strategy 7-4.2.** Implement a streetscape plan and fund its recommendations.
- ▶ **Strategy 7-4.3.** Increase the tree canopy in the downtown, through additional street trees and by requiring plantings within new developments and major renovations.
- ▶ **Strategy 7-4.4.** Engage the community, including students at Dartmouth College and the Hanover High School, to implement creative placemaking in the downtown, including for example, art murals, street performances, and walking tours.



- ▶ **Strategy 7-4.5.** Consider implementing a series of kiosks at public gathering spaces to celebrate Hanover’s history, and communities of various ethnic and cultural backgrounds, including native persons.

**Goal 7-4 Performance Indicators.** (1) Assessment of downtown residential areas with no public gathering space within a five- to ten-minute walk; (2) New public gathering spaces in the downtown created; (3) Streetscape Plan; (4) Annual Tree City USA recognition; (5) Number of public art installations and other creative programming in the downtown; (6) Number of cultural kiosks installed

**Goal 7-5. Universally-accessible, people-centered means of transportation will be fostered in, around, to, from and through the downtown.**



- ▶ **Strategy 7-5.1.** Conveniently locate the multi-modal hub so bus service to downtown continues.
- ▶ **Strategy 7-5.2.** Promote enhanced transit with service every day to more locations for more hours of the day.
- ▶ **Strategy 7.5.3.** Improve infrastructure for transit users.
- ▶ **Strategy 7-5.4.** Establish shared mobility services accommodating charging and covered storage.
- ▶ **Strategy 7-5.5.** Enhance each of the four downtown gateways.
- ▶ **Strategy 7-5.6.** Establish an off-site shuttle lot along each of Hanover’s four gateway roads.





- ▶ **Strategy 7-5.7.** Improve bicycling and walking conditions in the downtown by implementing a complete streets approach with multimodal accommodations.



- ▶ **Strategy 7-5.8.** Improve walking conditions by addressing accessibility deficiencies and by systematically implementing the recommendations of the Town's *Pedestrian Crossing Treatment Guidelines*.

- ▶ **Strategy 7-5.9.** Establish safe bicycling connections through intersections along each of Hanover's four gateway roads.

- ▶ **Strategy 7-5.10.** Manage parking in the downtown according to the recommendations of the Town's 2019 *Downtown Parking Study*.

- ▶ **Strategy 7-5.11.** Update the 2019 Downtown Parking Study to consider parking for service vehicles, employees, and new residents who will occupy downtown housing.

- ▶ **Strategy 7-5.12.** Provide signage and information to make the parking system easy to use and understand, including publicizing that parking is free after 5:00 PM.



- ▶ **Strategy 7-5.13.** Create a wayfinding plan for the downtown, with coordinated systems and design that highlight major destinations, public gathering spaces, historical and cultural features, dining, retail, parking, walking, biking, and transit systems.



- ▶ **Strategy 7-5.14.** Install a variety of appropriate EV charging stations in a number of downtown locations.



- ▶ **Strategy 7-5.15.** Partner with Dartmouth College to apply for federal grants for high-speed EV charging stations.

**Goal 7-5 Performance Indicators.** (1) Plans for gateway enhancement; (2) Establishment of off-site shuttle lots; (3) Linear feet of streets in the downtown incorporating complete streets principles; (4) Number of recommendations implemented from the Town's *Pedestrian Crossing Treatment Guidelines*; (5) Number of recommendations implemented from the Town's 2019 *Downtown Parking Study*; (6) Update of 2019 *Downtown Parking Study*; (7) Wayfinding Plan developed; (8) Number of EV charging stations installed

**Goal 7-6. Arts and culture will be appreciated every day.**

- ▶ **Strategy 7-6.1.** Coordinate cultural events with special sales and/or menus.
- ▶ **Strategy 7-6.2.** Develop a plan to enhance the visibility of the Appalachian Trail.
- ▶ **Strategy 7-6.3.** Devise a system of kiosks to explore Hanover's history and architecture and share information about Hanover.


**Goal 7-6 Performance Indicators.** (1) Number of paired commercial and cultural events; (2) Appalachian Trail celebration and appreciation day; (3) Number of kiosks installed


**Goal 7-7. Using the highest standards for sustainable urban design, improvements will be implemented in the greater downtown.**





- ▶ **Strategy 7-7.1:** Enact energy performance standards for new construction and major renovations in the downtown.



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▶ **Strategy 7-7.2:** Retrofit all remaining energy inefficient lighting and signage within the public right of way in the downtown to dynamic LEDs. Couple lighting retrofits or replacements with solar capabilities.
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▶ **Strategy 7-7.3:** Work with local electric utilities on opportunities to integrate smart grid technologies within Hanover.
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▶ **Strategy 7-7.4:** Explore opportunities in district energy for the downtown, in collaboration with Dartmouth College.
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▶ **Strategy 7-7.5:** Plan for microgrids, which would connect buildings in the downtown together to deliver energy in the event of grid outage.
  - ▶ **Strategy 7-7.6:** Encourage the retrofitting of properties within the downtown to reduce stormwater run-off, including through the installation of rooftop gardens and permeable pavements.
  - ▶ **Strategy 7-7.7:** Explore opportunities for rainwater harvesting, where groups of buildings and public spaces would be retrofitted to collect and reuse rainwater.
  - ▶ **Strategy 7-7.8:** Identify opportunities for shared resources among downtown property owners. For example, public and employee parking.
  - ▶ **Strategy 7-7.9:** Update local codes and ordinances impacting the downtown to lessen the potential for physical damage from climate hazards (e.g., high winds) and enabling longer operating times in instances of disaster (e.g., back-up power).
- Goal 7-7 Performance Indicators.** (1) Energy performance standards; (2) Grid electricity consumed in public right of way lighting and signage; (3) Smart grid IT integration; (4) Number of buildings connected to a district energy system; (5) Microgrids installation; (6) Impervious area to pervious area ratio; (7) Number of shared resource initiatives; (8) Resilience-oriented code and ordinance updates



