

Sustainability Master Plan

Town of Hanover, NH



September 30, 2021
Town of Hanover, NH

Master Plan Advisory Committee Meeting #1

Agenda

1. Welcome (Beth Esinhart, MPAC Chair)
2. Notes on Virtual Participation/Zoom Logistics
3. Introductions and Ice Breaker
4. What is a Master Plan?
5. Overview of the Hanover SMP Planning Process
6. Review of the Consultant Scope
7. Role of the Master Plan Advisory Committee
8. Project Schedule
9. Next Steps
10. Response to Public Q&A

Adjourn



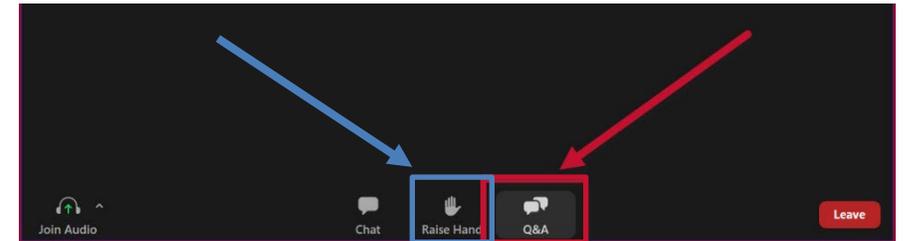
2

Notes on Virtual Participation/
Zoom Logistics



Notes on Virtual Participation

- This meeting is being hosted and recorded on the Zoom platform
- Advisory Committee Members:
 - Use the **Raise Hand** feature
 - Comments and questions are welcomed throughout the presentation
- Members of the General Public:
 - Use the **Q&A** feature
 - Questions will be answered at the end of the meeting
- Comments may also be submitted to the Planning and Zoning Department:
 - <https://www.hanovernh.org/planning-zoning-codes>
 - (603) 643-0708

The Zoom logo is displayed in a large, blue, lowercase sans-serif font.

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Introductions and Ice Breaker



Introductions and Ice Breaker

- **Consultant - VHB**



Donny Goris-Kolb,
Project Manager



Ken Schwartz,
Principal in Charge

- **Town Staff**

- Robert Houseman, Director, Planning and Zoning
- Vicki Smith, Senior Planner

- **MPAC**

- Beth Esinhart
- Jarett Berke
- Brian Edwards
- Paul Simon
- April Salas
- Joanna Whitcomb
- Eric Hryniewicz
- Yolanda Y. Baumgartner
- Chris Kennedy

Ice Breaker: Name one personal passion and your reason for joining the Advisory Committee.

The VHB Team

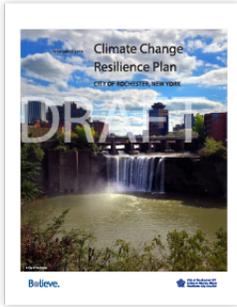


National and Regional Perspective

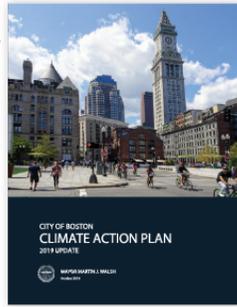
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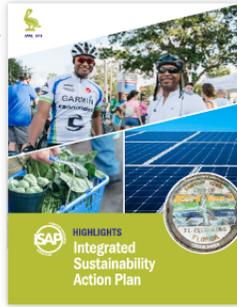
ROCHESTER, NY



BOSTON, MA



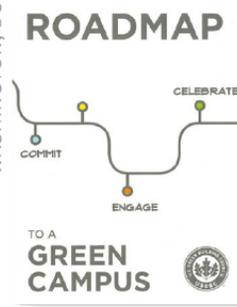
ST. PETERSBURG, FL



ORLANDO, FL



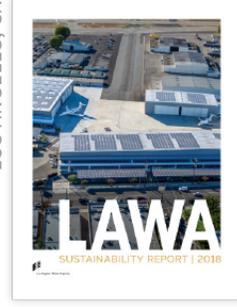
WASHINGTON, DC



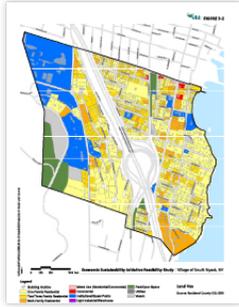
ORLANDO, FL



LOS ANGELES, CA



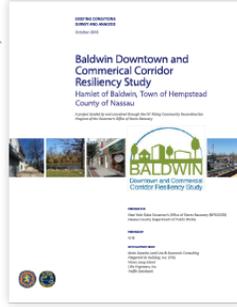
SOUTH NYACK, NY



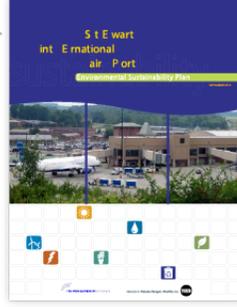
NASHVILLE, TN



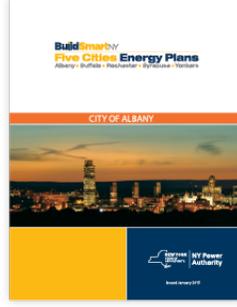
BALDWIN, MA



NEWBURGH, NY



ALBANY, NY



MINNEAPOLIS, MN



SALT LAKE CITY, UT



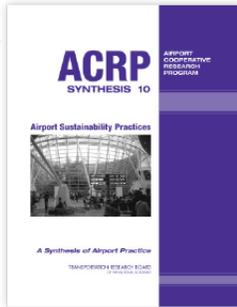
MADISON, WI



SAN FRANCISCO, CA



WASHINGTON, DC



ORLANDO, FL



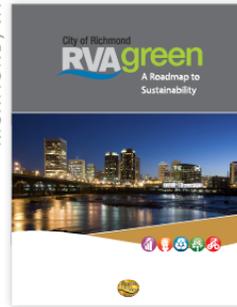
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RICHMOND, VA



ST. AUGUSTINE, FL



SAN FRANCISCO, CA



4

What is a Master Plan?



What is a Master Plan?

- Guided by New Hampshire State Law (RSA 674:2)
 - *“The purpose of the master plan is to set down as clearly and practically as possible the best and most appropriate future development of the area under the jurisdiction of the planning board, to aid the board in designing ordinances that result in preserving and enhancing the unique quality of life and culture of New Hampshire, and to guide the board in the performance of its other duties in a manner that achieves the principles of smart growth, sound planning, and wise resource protection.”*
 - Required to exercise basic land use controls, including the adoption of a zoning ordinance.
 - Supports the validation of town ordinances.
- A Master Plan is an advisory document that:
 - Documents where a community comes from, what it is today, and what direction it has decided to go in the future.
 - Serves as a policy guide aligned with a community’s established future vision.
 - Provides a framework for future land use decision-making and the physical development of the municipality.
 - Typically covers a time frame of 10 years, but shorter-term reviews will keep it current.

What is a Master Plan (Cont.)

A Master Plan is NOT a legal document, such as a zoning ordinance, subdivision regulation, budget, capital improvement program, or another regulatory document.

A Master Plan is meant to provide the framework for the development of these implementation tools.



“We usually do our long-range planning at the last minute”

What is a Master Plan? (Cont.)

- Hanover's last Master Plan was completed in 2003.
- This update will include:
 - A comprehensive analysis of community aspects, along with related short- and long-term actions to support a vision and sets of goals by element.
 - A foundation in sustainability principles, inclusive of resilience and public health/well-being.
 - A framework to promote Master Plan implementation, with a focus on accountability and transparency.

RSA 674:2 Required Elements

Vision
Land Use

Additional Topics

Housing
Economic Development
Natural Resources
Cultural and Historic Resources
Recreation
Community Facilities
Utilities
Transportation
Energy
Natural Hazards
Regional Concerns

What makes a Sustainability Master Plan?

Sustainability master plans consider **a broader set of indicators** on how the community has/is performing and think more **regionally and even globally**. The planning process is even more so reliant on **stakeholder engagement**, with emphasis on marginalized communities and a focus **on transparency and accountability**.

What makes a Sustainability Master Plan? (Cont.)

- PAS Report 578: Sustainability Places
 - Principles:
 - Livable Built Environment
 - Harmony with Nature
 - Resilient Economy
 - Interwoven Equity
 - Healthy Community
 - Responsible Regionalism
 - Processes:
 - Authentic Participation
 - Accountable Implementation
 - Attributes:
 - Consistent Content
 - Coordinated Characteristics



What makes a Sustainability Master Plan? (Cont.)

- Questions from the Master Plan RFP:
 - Describe the characteristics of wonderful places to **live, play/relax and work**.
 - Improve the **health and well-being** of community members and visitors.
 - Create or promote the use of **alternative transportation modes** to reduce dependence on cars, with an emphasis on non-motorized and electric modes of transportation.
 - **Reduce fossil fuel- based energy consumption.**
 - Reduce the **community's contribution to greenhouse gas emissions.**
 - Provide more **equitable access** to or distribution of resources in all municipal programs.
 - Improve the **resilience** of the community, its infrastructure, and its services to **impacts of climate change** and/or other man-made or natural disasters.
 - Be consistent with and enhance **coordination of efforts with the surrounding region.**
 - Improve the **economic vitality and economic resilience** of the community.
 - **Protect and restore natural resources.**

Definition of Sustainability

- Definition of Sustainability from the Master Plan RFP:
 - Meeting the needs of the present without compromising the ability of future generations to meet their own needs; and
 - Taking action to balance environment, economics and equity.



Definition of Sustainability (Cont.)

- Definition of Sustainability:
 - Meeting the needs of the present without compromising the ability of future generations to meet their own needs; and
 - Taking action to balance environment, economics and equity.

Is anything missing from this definition?

Eric - Missing aspect of resilience. Want to remain a cohesive community despite changing environments.

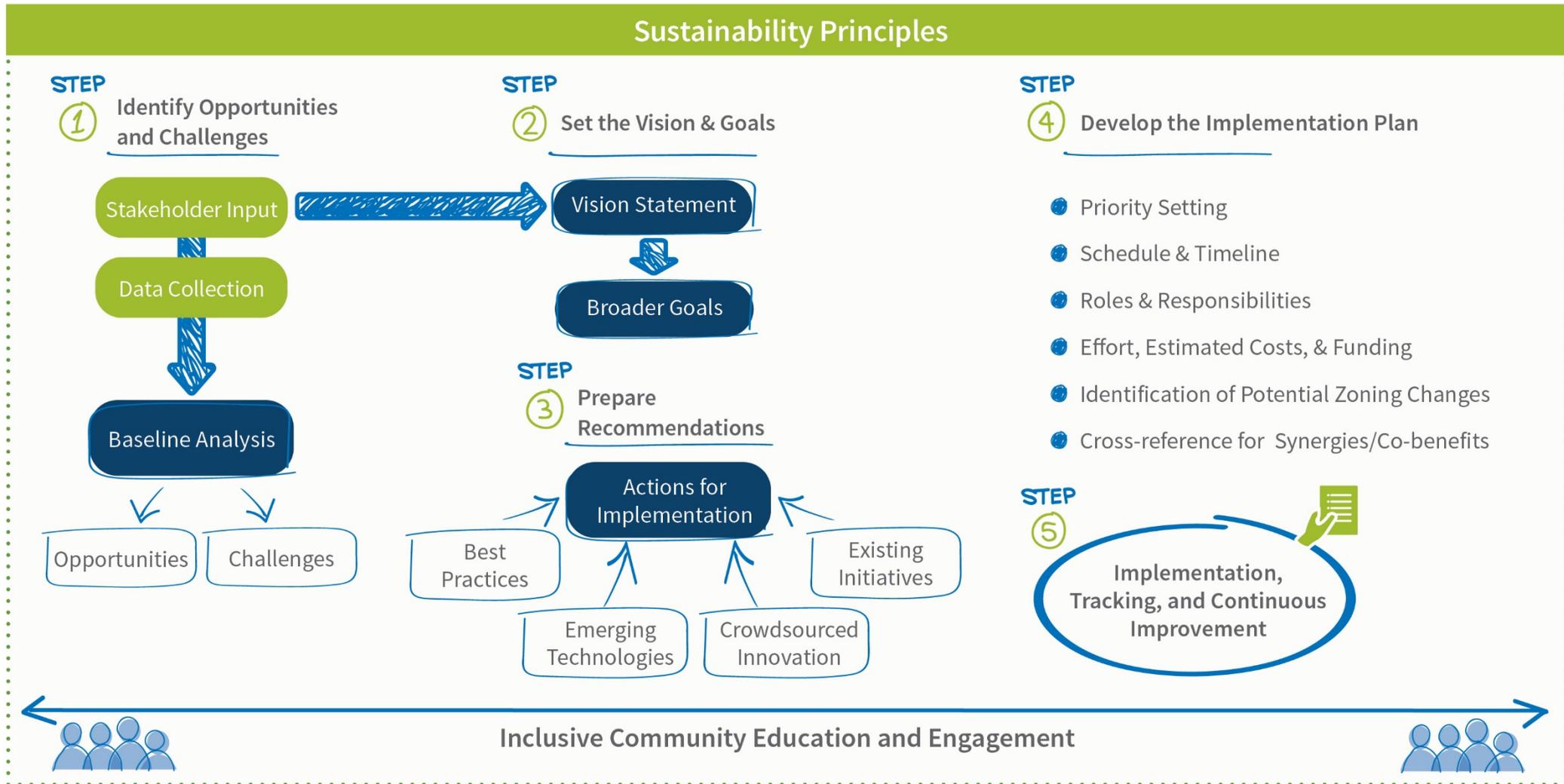
Paul - Focus on regional community. Desire of people to liv/work/play - people cannot afford to live in Hanover - need a strong focus on equity.



5

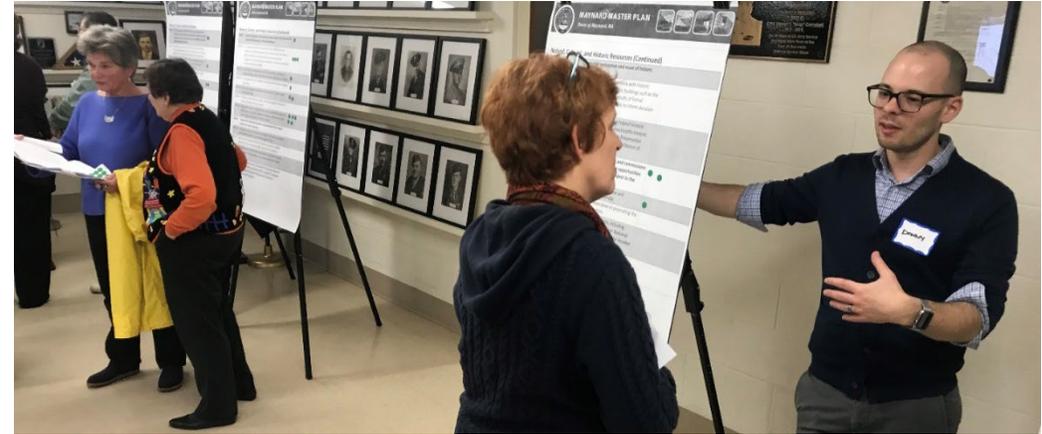
Overview of the Hanover SMP Planning Process

Sustainability Master Plan Approach



Approach to Community Engagement

- Recognize the Criticality of Broad Community Engagement
- Work with Town and MPAC to build community outreach into the planning process
- Focus on creativity and inclusion
 - Innovative low-tech and high-tech tools; virtual meetings, as necessary
 - Leverage existing events and groups
 - Tapping into the student body
 - Prioritize needs of marginalized communities; identify leaders/liaisons



Public Involvement Plan

Northborough Master Plan Public Involvement Plan

DRAFT 5/1/18

Prepared by VHB

The following Public Involvement Plan (PIP) identifies opportunities to gain community and stakeholder involvement at optimal points during the Master Plan process. The PIP identifies goals, potential timeframes, and draft formats for various public outreach events anticipated. Deliverables for each event are also identified.

Event #1: Public Meeting #1: Developing Vision and Goals for the Master Plan

Target Date: June 6th, 12th, or 13th? (6:30-9:00pm)

The first Public Meeting will be hosted at the beginning of the Master Plan process to understand issues and opportunities within the community, as well as to identify a common Vision for the Town over the next 20 years and a series of goals towards achieving that vision.

Goals for Public Meeting #1:

- Present the baseline conditions analyses and help the public better understand various aspects of Northborough as a community
- Solicit public input on what issues and opportunities Northborough faces
- Solicit public input on what their visions or hopes for Northborough over the next 20 years

Deliverables:

- Draft and final agenda (including printed copies for the public meeting)
- Presentation slides of baseline conditions analyses
- Large banners that identify Master Plan elements for breakout group discussions

Opportunities for the Town to advertise the event:

- Meeting Flyer (VHB)
- Email blast and social media (Town)
- Town's website announcement (Town)
- Project website announcement (VHB)
- Article in local newspaper (Town)
- Local cable TV (Town)

Draft Agenda for Public Meeting #1:

- Arriving Exercise: "List one thing you love about Northborough" and "List one thing you wish to change in Northborough" post-it-note exercise
- Presentation:

- Baseline Conditions Analysis
- Turning Point Exercise (Did you know? Polling Questions / Issues and opportunities Polling Questions)
- Breakout Group Discussion: Issues and Opportunities
- Report Back Exercise
- Adjourn and Exiting Exercise: "What's Your Vision for Northborough?" Post-it-note exercise

Event #2: Public Meeting #2: Reviewing the Vision and Goals and Shaping the Implementation Strategies for the Master Plan

Target Date: TBD

The second Public Meeting will be hosted half way through the Master Plan process to offer the public an opportunity to help shape the Goals and identify Implementation Strategies for the Master Plan.

Goals for Public Meeting #2:

- Open House Format where participants can meet with the MPSC and Consultants to discuss Vision and Goals.
- Present the draft Vision Statement and Goals developed based on public input from the first public meeting to solicit additional feedback.
- Breakout Group Discussion by Master Plan Elements to confirm goals and discuss preliminary implementation strategies.

Deliverables:

- Draft and final agenda (including printed copies for the public meeting)
- Presentation slides of draft Vision Statement and Goals
- Large banners that identify Master Plan elements for breakout group discussions
- Large print maps to facilitate public meeting activities

Opportunities to advertise the event:

- Meeting Flyer (VHB)
- Email blast and social media (Town)
- Town website announcement (VHB)
- Project website announcement (VHB)
- Article in local newspaper (Town)
- Local cable TV (Town)

Draft Agenda for Public Meeting #2:

- Presentation
 - Review of Progress to date
 - Review Draft Vision Statement and Master Plan Goals

- Adjourn

Event #3: Public Meeting #3: Reviewing Final Goals and Prioritizing Implementation Actions for the Master Plan

Target Date: TBD

The Third Public Meeting will be in the latter portion of the Master Plan process to offer the public an opportunity to confirm implementation actions and priorities for the Master Plan.

Goals for Public Meeting #3:

- Open House Format where participants can meet with the MPSC and Consultants to discuss Final Actions and Priorities.
- Present the draft Plan Goals and Actions developed based on public input from the second public meeting to solicit additional feedback.
- Breakout Group Discussion on the final Master Plan Elements to discuss and prioritize actions.

Deliverables:

- Draft and final agenda (including printed copies for the public meeting)
- Presentation slides of Final Draft Goals and Actions.
- Large banners that identify Master Plan elements for breakout group discussions
- Large print charts that show the goals and actions to facilitate public meeting activities

Opportunities to advertise the event:

- Meeting Flyer (VHB)
- Email blast and social media (Town)
- Town website announcement (VHB)
- Project website announcement (VHB)
- Article in local newspaper (Town)
- Local cable TV (Town)

Draft Agenda for Public Meeting #3:

- Presentation
 - Review of Progress to date
 - Review Master Plan Goals and Actions
- Breakout Group Discussions: Implementation Actions and Priorities
- Report Back Exercises
- Dot voting on the actions that have the most importance
- Adjourn

Event #4 and #5: Online Community Surveys

Target Date: throughout the Master Plan process in two phases

Two online surveys will be launched to solicit additional public input for the Master Plan. The first survey will focus on understanding the vision, issues, and opportunities and defining the community vision. The second survey will focus on prioritizing implementation actions identified during the planning process.

Deliverables:

- Two Survey Monkey online surveys.

Opportunities to advertise the event:

- Meeting Flyers for events (VHB)
- Email blast and social media (Town)
- Town website announcement (Town)
- Project website (VHB)

Event #6: Outreach Boards - Library / Event-Based Exhibits

Target Date: Early and Late in the Master Plan process.

2 Large format boards will be created and displayed at the Town's library (or at other events in the Town) to introduce the Master Plan process and demonstrate the baseline conditions of the community.

2 large format boards will be created in the second half of the planning process, the boards can be updated to showcase the Master Plan Vision, Goals, and/or Actions identified through public process to offer additional opportunities for input.

Deliverables:

- Up to 4, 30"x42" color exhibit boards

Opportunities for the Town to advertise the event:

- Meeting Flyer (VHB)
- Email blast and social media (Town)
- Town's website announcement (Town)
- Project website announcement (VHB)
- Article in local newspaper (Town)
- Local cable TV (Town)

Master Plan Website

HANOVER
SUSTAINABILITY
MASTER PLAN

[Home](#)

[Planning Process](#)

[Team](#)

[Documents](#)

[Get Involved](#)

[FAQ](#)

SAVE THE DATE!

Master Plan public meeting announced

[VIEW THE MEETING AGENDA »](#)

Poll Everywhere

Web



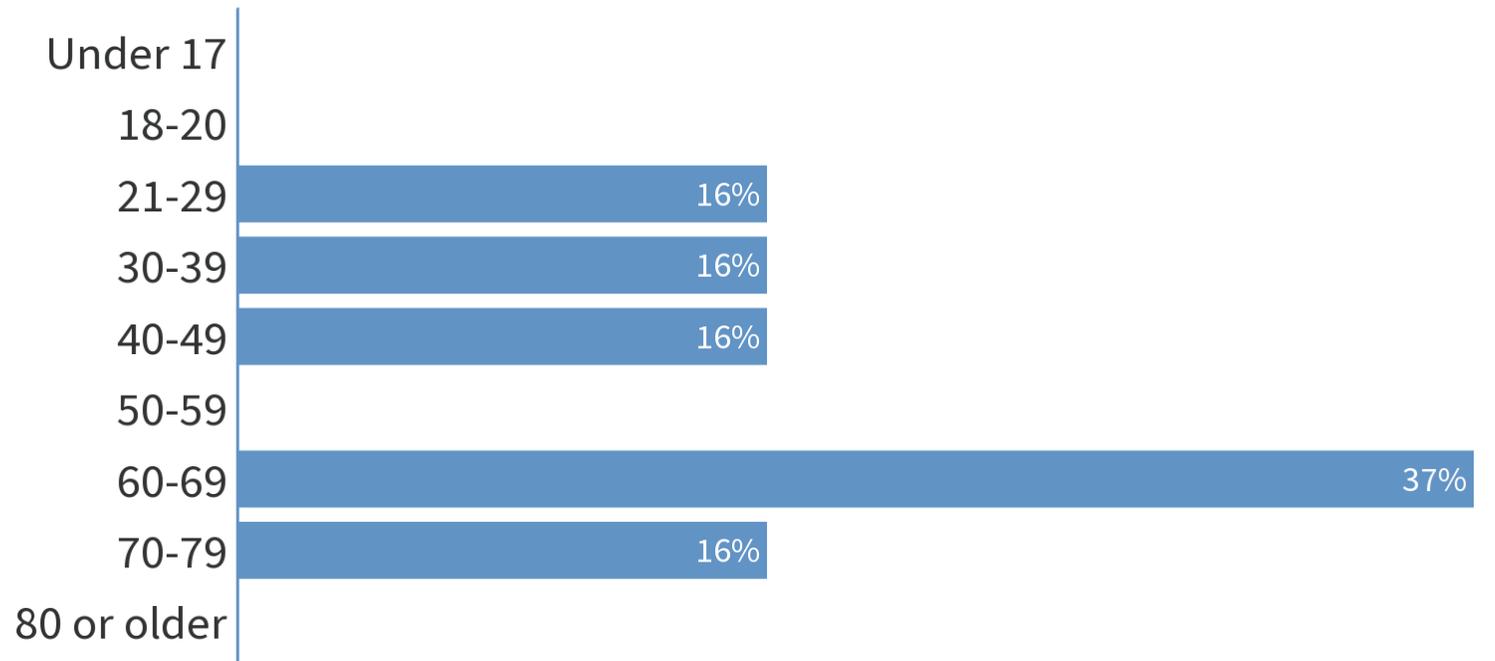
- 1 Go to PollEv.com
- 2 Enter **VHBPLANNING007**

Text



- 1 Text **VHBPLANNING007** to **22333**

Who is in the "room" today? What is your age range?



Additional Opportunities for Public Engagement

What are Hanover's major events, community groups, communication channels, etc.?

Paul - Fall Festival, Regular Farmers Market

Misc. MPAC - Library Bulletin Board, Neighborhood Listservs, SAU 70/Upper Valley Facebook page, School email blasts, Hanover Listserv, Daybreak (daily blog), Route 10 signs - Highway DOT, Select Board Meetings CATV - Make Announcements, Town website eblast, Hanover Parks/Rec Email List, Upper Valley Business Alliance, Church newsletters, Non-profit stakeholders group, college opportunities - The Dartmouth, VOX; Hanover Co-Op, Little Co-op

Eric - Hanover Pres Meeting, Student political parties, Class of '53 Commons, Library, DHMC, Where people buy groceries

Event space - piggy back, christmas events, fourth of july event

Political parties have email blasts

School activities-integrate into curriculum

6

Review of the Consultant Scope

Review of the Consultant Scope

- Task 1: Project Initiation
 - Community Tour and Early Stakeholder Interviews
 - Review of Existing Documents and Data; Identification of Data Gaps
 - Development of the Public Involvement Plan
- Task 2: Development of the Vision and Goals
 - Public Workshop #1 (Visioning) and Community Survey #1
 - Crafting the Vision Statement, Core Themes, and Goals
- Task 3: Development of the Core Theme Chapters
 - Draft and Final Versions of the Core Theme Chapters
 - Community Educational Workshop on Density
- Task 4: Implementation and Tracking
 - Reporting Dashboard

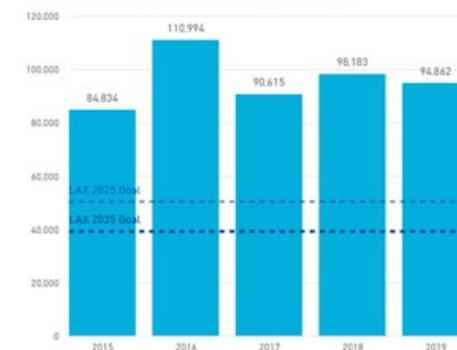
Greenhouse Gas Emissions

Greenhouse Gas Emissions (MTCO2e)

Airport	Year	Scope 1 Stat...	Scope 1 Vehicles	Scope 2 Electricity	Total Scope 1 & 2	Scope 3 Indirect
LAX	1990	41,860	4,219	65,781	111,860	14,669,323
LAX	2015	18,679	11,775	54,380	84,834	1,709,237
LAX	2016	20,591	7,711	82,692	110,994	1,684,133
LAX	2017	22,760	9,316	58,539	90,615	1,654,111
LAX	2018	29,601	9,885	58,697	98,183	1,855,567
LAX	2019	30,965	7,169	56,728	94,862	1,571,719
VNY	2013	11	405	95	511	
VNY	2014	7	364	89	460	
VNY	2015	10	353	87	450	
VNY	2016	13	390	74	477	

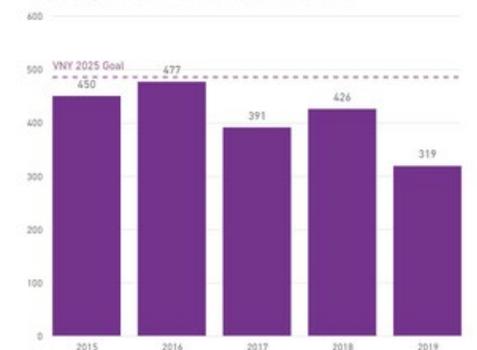
Definitions:
Scope 1 GHG emissions are direct emissions from sources owned or controlled by LAWA.
Scope 2 GHG emissions are indirect emissions from LAWA consumption of purchased electricity, heating/cooling or steam from a utility provider.
Scope 3 GHG emissions are from sources not owned or directly controlled by LAWA, but are related to LAWA activities.

Total Scope 1 & 2 with LAX Reduction Goals



Note: 1990 is the baseline year.

Total Scope 1 & 2 with VNY Reduction Goals

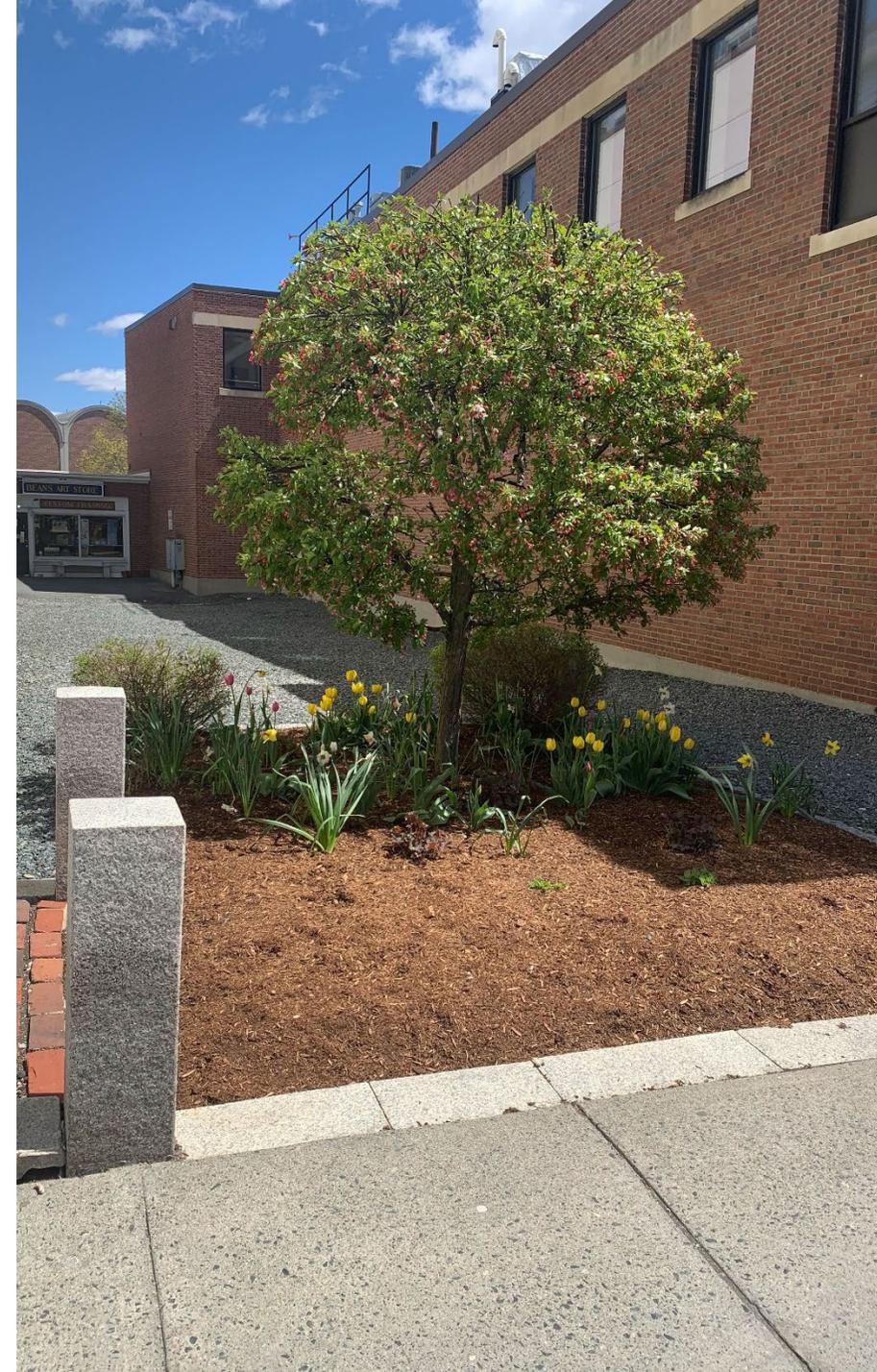


Note: 2013 is the baseline year.

Click on image for more...

Review of the Consultant Scope (Cont.)

- Task 5: Review and Adoption
 - Draft and Final Versions of the Full Sustainability Master Plan
- Task 6: Additional Public Engagement
 - Public Workshop #2 (Goals)
 - Public Workshop #3 and Community Survey #2 (Recommended Actions)
 - Additional Engagement Events (x2)
 - Website Development
(www.hanovernhsustainabilitymp.com)
- Task 7: Project Management
 - Nine (9) Virtual MPAC Meetings
 - Twenty-four (24) Bi-Weekly Meetings with Town Staff



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Role of the Master Plan Advisory Committee

Role of the Master Plan Advisory Committee

- Guide and oversee the overall planning process
- Support the early identification of opportunities and challenges
- Act as a sounding board for community input
- Support data collection and technical analysis, as feasible
- Influence aspects of the Master Plan that interest you
- Help to guide the public participation process
- Serve as champions of the Master Plan within the community and help spread the word



Role of the Master Plan Advisory Committee (Cont.)

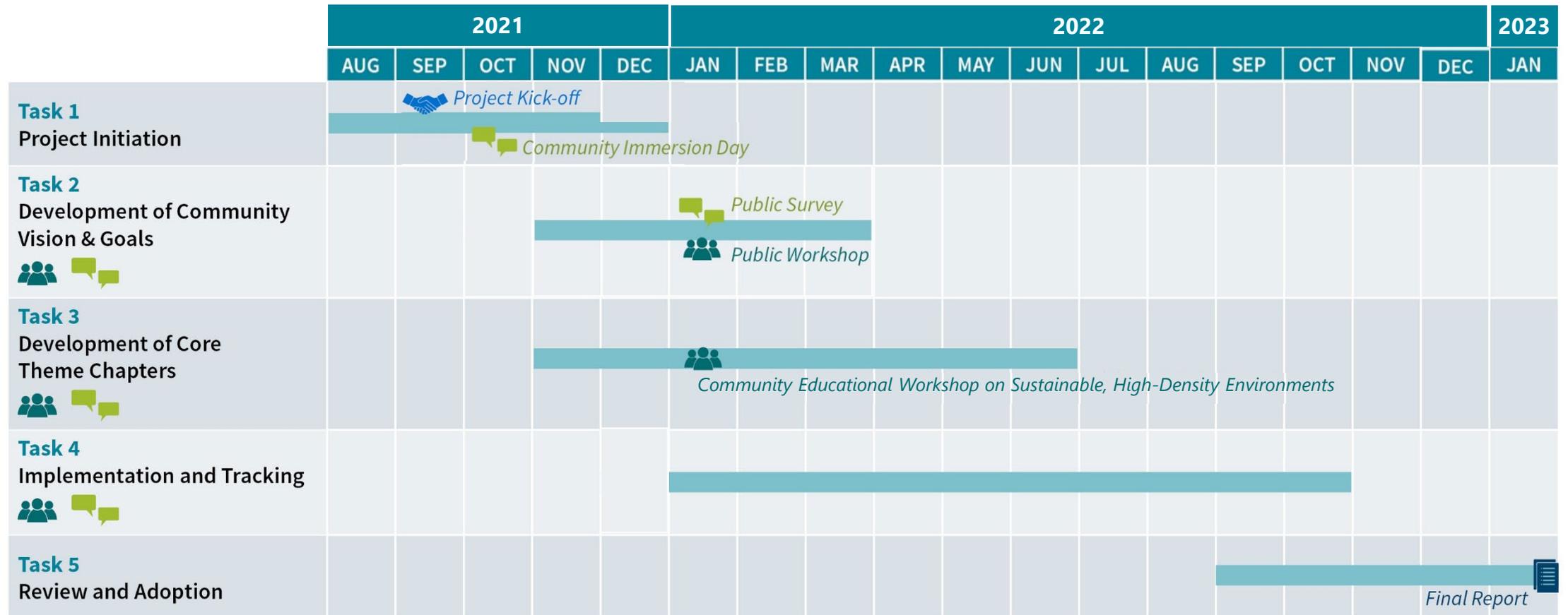
The screenshot shows a SharePoint interface for a document library. The top navigation bar includes the 'vhb.central' logo, 'SharePoint', and a search bar. The left sidebar contains navigation options: Home, Conversations, Documents (selected), Shared with us, Notebook, Pages, Site contents, Recycle bin, and Edit. The main content area displays the library name 'HS Hanover Sustainability Master Plan' and indicates it is a 'Private group' with '12 members'. Below this, a toolbar offers actions like '+ New', 'Upload', 'Edit in grid view', 'Share', 'Copy link', 'Sync', 'Download', and 'Add shortcut to OneDrive'. The document list is titled 'Documents > General' and contains a table with the following data:

Name	Modified	Modified By	+ Add column
Documents for MPAC Review	A few seconds ago	Donny Goris-Kolb	
Example Master Plans	August 31	Donny Goris-Kolb	
Existing Resources	August 31	Donny Goris-Kolb	
Public Engagement	August 31	Donny Goris-Kolb	
Town Photos	September 8	Donny Goris-Kolb	

8

Project Schedule

Project Schedule



 Kick-off Meeting
 Stakeholder Meeting

 Public Outreach
 Final Presentation

9

Next Steps



Next Steps

- Develop Draft Public Involvement Plan (VHB)
- Finalize the Master Plan Website (VHB)
- Conduct Existing Conditions and Trends Analyses (VHB)
- Plan for the Public Community Visioning Workshop (VHB/Staff/MPAC)

Suggested MPAC Homework:

- Review 2003 Master Plan



One Last Question

What does success look like for the Hanover Sustainability Master Plan?

Notes...

10

Public Q&A



Thank you!

Donny Goris-Kolb | dgoris-kolb@vhb.com | 617-607-2140

