

Town of Madbury HOP Grant Application **Draft 1**

Commented [ED1]: Instructions:
<https://www.nhhfa.org/wp-content/uploads/2022/08/HOP-Grant-Application-Instructions.pdf>

Background:

The Town of Madbury is a small Seacoast Region community with an area of approximately 12 square miles and a population of around 1,900. The Planning Board has not undertaken a Master Plan update since the early 2000s – largely due to capacity and budgetary reasons – but is ready to begin this process in 2023.

Applicant:

Town of Madbury
13 Town Hall Rd.
Madbury NH 03823

Contact:

Eric Feigenbaum
Town Administrator
603 742-5131
adminmadbury@comcast.net

Date of most recent Master Plan and section(s) of the Master Plan that support this project:

Housing Section of the Master Plan adopted June 2003, other chapters adopted in 2003 and 2004

Link: <http://townofmadbury.com/Madbury%20MP%20to%202010%20All.pdf>

Phase(s) of regulatory change you are applying for, and the amount of funding requested

(A) Needs Analysis and Planning \$

(B) Regulatory Audit \$

TOTAL \$

Unique Entity Identifier (UEI):

Commented [ED2]: Eric has this.

Marcia Goodnow, Chair, Madbury Planning Board

Date

Attached: Minutes of DATE

Commented [ED3]: Dated signature of municipality's chief executive officer or other authorized representative of the local governing body. Alternatively, the planning board may submit an application pursuant to its authority to receive grants in RSA 673:16, I. A planning board submission should be signed and dated by the board chair and include an attachment of the minutes of the meeting at which the planning board authorized the grant application.

Housing Challenge and Project Goals

The Town of Madbury last completed an update of its Master Plan in 2003 and 2004. The data in all chapters, including the housing and demographics chapters, is outdated and no longer reflects current conditions within the community. It is also unknown whether the plan reflects the current sentiments and interests of residents today.

The town is zoned primarily for residential use and residential land accounts for a vast majority of development in the community. Most of the housing stock consists of single-family homes. Affordability, lack of housing availability, and a lack of housing options are some of challenges that the community faces. The absence of an up-to-date housing chapter and strong understanding of and analysis of current demographics, housing stock, housing market, and demand makes it difficult for the Planning Board to make well-informed and appropriate changes to their regulations and the zoning ordinance. For example, the lack of zoning for multi-family development is a recognized gap in the community's regulations; however, community engagement and mapping are needed to identify the most appropriate locations for this type of use. The zoning ordinance, including a large lot size and frontage requirement throughout town do not offer much flexibility for homeowners looking to subdivide land for family members or sale. Investigation of the housing situation and input on needs and opportunities from the community is needed.

Because a comprehensive review of the community's zoning ordinance, site plan review, and subdivision regulations has not occurred in the last XXX decades, a regulatory audit is another component that is necessary to identifying how the existing regulations and procedures may pose a barrier to housing development. Madbury is a small town that is largely run by volunteers. The Town contracts with a planner to assist with plan review and occasional ordinance updates but does not employ a full-time planner. The Planning Board and applicants have experienced challenges with communicating with part time staff during review of development proposals, which has hindered the approval process. An audit would identify standards and procedures in the zoning ordinance, site plan review, and subdivision regulations that could be detrimental to housing development.

Commented [ED4]: Does anyone know the last comprehensive update?

Preparing a new housing and demographics master plan chapter would provide the Town with critical information about current conditions, essential input from the community about their needs and interests, and concrete recommendations and an implementation schedule to guide the Planning Board in taking action. During the process of completing this chapter, the Town expects to engage the community in providing input and feedback on the plan content and aiding in development of recommendations. Findings from the audit conducted as part of the chapter update process would inform the recommendations in the new master plan chapter and identify regulations to further explore.

Outcomes and Deliverables

Outcomes:

- Improved skills in community engagement and facilitation of effective housing discussions and increased awareness of engagement methods most appropriate for Madbury
- Engagement of a broad cross section of community members through a variety of methods
- Identification of community-supported actions and recommendations
- Readiness to tackle housing-related planning in Madbury

- Increased awareness of the master plan and its purpose
- Increased awareness of land use regulations and their purpose
- Demonstrated and documented understanding of values and attitudes toward housing
- Identification of metrics of successful engagement in Madbury that are transferable to future outreach efforts conducted during the update of other master plan chapters

Deliverables:

- Updated and approved, user friendly and action-oriented housing and demographic master plan chapter¹ that contains a comprehensive and detailed analysis of housing in Madbury. Create a user-friendly master plan chapter that will guide housing development for the next 10 years and serve as a resource and springboard for follow up projects.
- Implementation table to guide and track progress implementing recommendations in the chapter.
- Public input documentation that includes a summary of each engagement event or activity, number of participants, and the input received.
- Regulatory audit of the Town’s zoning ordinance, site plan review regulations, and subdivision regulations that identifies barriers to housing development and includes preliminary input from the community on priority issues to address to increase housing supply and affordability.
- Identification of possible amendments to zoning and land use regulations to further explore.
- Meeting materials.
- Online presence for the project.
- GIS data and maps that are created for the chapter and outreach purposes.
- Progress reports that document progress toward implementing the scope of work, completed tasks, and metrics of success.
- Post grant reporting.

Links:

- Zoning Ordinance:
http://www.madburynh.org/Madbury/docs/Booklet_2017/pdfs/Part_4_Zoning_Ordinances_2017.pdf
- Site Plan Review Regulations:
http://www.madburynh.org/Madbury/docs/Booklet_2017/pdfs/Part_6_Site_Plan_Review_Regulations_2017.pdf
- Subdivision Regulations:
http://www.madburynh.org/Madbury/docs/Booklet_2017/pdfs/Part_5_Subdivision_Regulations_2017.pdf
- Town of Madbury Master Plan, Toward the Year 2010:
<http://townofmadbury.com/Madbury%20MP%20to%202010%20All.pdf>

¹ The Town’s current Master Plan has separate Housing and Demographic Chapters. The Planning Board proposes to consolidate these chapters into one new Housing and Demographics Chapter.

Scope of Work and Budget

Task 1 Community Engagement

Summary:

The Project Team will work with UNH Cooperative Extension to understand and develop an appropriate engagement plan, including metrics of success. Engagement will be used to gather input from the community on housing needs, concerns, and flexible and creative solutions. Specifically, the project team will seek to understand desired housing types and the best locations for housing. Input on mixed use development will also be sought. It is expected that the engagement process will drive a community-led process with respect to identifying solutions and recommendations. Engagement activities will include collection of information that will assist in reporting out on implementation and outcomes.

The following components are identified for community engagement:

Task 1.1 Refine Engagement Plan (January – May 2023)

Work with UNH Cooperative Extension to refine the engagement plan and metrics of success. Present proposed update to the Planning Board.

Task 1.2 Develop and Maintain a StoryMap (January 2023 – January 2024)

Create an interactive online StoryMap that will serve as a platform for providing information about the project (schedule, process, meetings, etc.) as well as the chapter content. The StoryMap will feature maps, charts, images, and narrative to guide readers through the update process. Links to additional information will be included and contact information will also be included. The StoryMap will allow community members to explore changes that have occurred since the last Master Plan update. It will also provide user-friendly information about related zoning and land use regulations.

A link to access the StoryMap will be included on the Planning Board's website, the Town's website, Madbury Musings, flyers posted in the library and Town Offices, and via existing email distribution lists (Planning Board, Conservation Commission, Board of Selectmen) and social media.

A pdf copy of the StoryMap will be included in the public input documentation appendix to the Master Plan.

Task 1.3 Community Survey (July 2023)

Develop and conduct an online survey to collect information about demographics and housing and identify concerns, strengths, and desires in Madbury. The survey will provide an easy way for residents to provide their opinions and contribute ideas. The input received will help guide subsequent components of the proposed engagement plan.

The survey will be advertised on the public access channel, Town Offices, Town and Planning Board websites, library, and through Boards and Commissions and their email lists, and social media. Paper copies will be available in the Town Offices and library.

Draft survey questions will be reviewed with the Planning Board and results will be presented to the Planning Board.

Task 1.4 Madbury Days Table (September 2023)

Attend Madbury Days, the annual community festival, to share information about the draft chapter and regulatory audit and solicit input on concerns and ideas related to demographics and housing. Proposed tools to be used at this event include a dot poll, one on one conversation, a comment box, and a station for visitors to write on a white board and take a photo with their comment.

A summary of public input will be presented to the Planning Board following the event.

Task 1.5 Community Work Session (October 2023)

Host a community work session to workshop several possible objectives and solutions related to housing and recommendations to be included in the master plan chapter. This will provide an opportunity for facilitated small group discussions and examination of maps and specific issues that are identified during the engagement and plan preparation process.

The work session will be advertised on the public access channel, Town Offices, Town and Planning Board websites, library, and through Boards and Commissions.

A summary of public input will be presented to the Planning Board following the event.

Who will perform the task: Liz Durfee, AICP, EF Design & Planning, LLC; Tom Morgan, AICP, TZM Planning² will assist with outreach components and provide added capacity; Madbury Planning Board

Milestones and schedule: January 2023 – January 2024, please see Table 1 for milestones

Final Work Products: StoryMap, advertng material, survey questions and responses, documentation public input received at Madbury Days, Community Work Session materials and input. All public input will be included in a consolidated public input document master plan appendix.

Project Partners and Roles: UNH Cooperative Extension staff will provide guidance and expertise in refining the engagement plan.

Cost and Anticipated Expenses:

Task	Labor	Expenses	Description of Expenses	Total Cost
1.1	\$255.00	\$0	-	\$255.00
1.2	\$3,060.00	\$0	-	\$3,060.00
1.3	\$1,700.00	\$40	Printed surveys	\$1,740.00
1.4	\$850.00	\$120	Large format maps, poll materials, printed background material	\$970.00
1.5	\$2,550.00	\$400	Large format maps, worksheets, printed background material	\$2,950.00
Total	\$8,415.00	\$560.00		\$8,975.00

² Liz Durfee and Tom Morgan are both pre-qualified consultants for HOP grants and have collaborated on Master Plan updates for several years.

Task 2 Housing Academy

Summary: 1-3 volunteers will attend the Housing Academy in 2023.

Who will perform the task: TBD, doesn't have to be planning board members; Liz Durfee, AICP, EF | Design & Planning, will attend the first three events in January and February and will be available to attend office hours

Milestones and schedule: January – May 2023, please see Table 1 for milestones

Final Work Products: Summary of revisions to the community engagement plan proposed in Task 1.

Project Partners and Roles: UNH Cooperative Extension staff will conduct the Housing Academy

Cost and Anticipated Expenses:

Task	Labor	Expenses	Description of Expenses	Total Cost
2	\$680	\$TBD	Housing Academy stipend X number of volunteers attending; staff time	\$TBD

Commented [ED5]: For this task, we need to determine 1-3 people who will attend the Housing Academy. Molly Donovan from UNH Extension runs GREAT workshops and sessions and I'm sure this will be a really informative, interesting, and enjoyable process to be a part of. Ideally, I think at least one planning board member should be a part of the process. Members of other boards, commissions, committees, staff, and residents are encouraged to attend. Maybe a call out to folks who subscribe to planning board or other board updates and a post on the website would generate some attention of potentially interested community members? Maybe you know someone? The goal is not to find housing experts but to find participants who are interested in engaging the community.

Ideally, UNH Extension would like the volunteers to attend all the sessions but they understand that people have other commitments that may prevent them from attending all the meetings. Some are virtual and some are in person. See the flyer (emailed) for more info and the schedule. Up to 3 volunteers can receive a \$250 stipend for participating. Staff could participate but can't receive the stipend.

Task 3 Administrative Costs

Summary: Grant administration by Town staff, preparation of post-grant reporting summaries

Who will perform the task: Eric Fiegenbaum, Town Administrator, Deb Ahlstrom, Fiscal Clerk/Treasurer will administer the grant; Liz Durfee, EF | Design & Planning, LLC and the Planning Board will prepare the progress reports; the Planning Board will be responsible for post-grant reporting.

Milestones and schedule: January 2023 – January 2024

Final Work Products: Monthly invoices; Bi-annual report out on progress during the grant period (January 2023-January 2024); Annual post-grant report on implementation and outcomes (January 2025, 2026, 2027)

Project Partners and Roles: N/A

Cost and Anticipated Expenses:

Task	Labor	Expenses	Description of Expenses	Total Cost
3	\$340	TBD	TBD	TBD (% of total cost)

Commented [ED6]: I added 6 hours of time for me to prepare 2 bi-annual reports. Are there administrative costs that the Town would charge for preparing monthly invoices or paying out invoices that I submit that are associated with this grant? If so, please add this in here.

Task 4 Data Collection, Mapping, and Development of the Housing and Demographics Chapter

Summary:

Collect and analyze housing and demographic data. Data sources will include US Decennial Census, American Community Survey 5-Year Estimates, Bureau of Labor Statistics, Strafford Regional Housing Needs Assessment, New Hampshire Housing, NH Department of Revenue Administration, NH Geodata

Portal, NH Office of Strategic Initiatives, New Hampshire Realtors, SAU 5, the Town of Madbury, and other sources. Prepare maps and create new GIS data as needed.

Develop a Housing and Demographics Master Plan Chapter that is informed by the community input, audit, and data collection tasks. The chapter be professionally formatted to be accessible and interesting to readers and will include figures, tables, graphics, maps, and images. An implementation schedule will accompany the recommendations section of the plan. The public input document will be included as an appendix to the plan. The chapter and sections of the chapter will be reviewed with the Planning Board at public meetings throughout the drafting process.

Intermittent chapter updates will be presented to the Planning Board.

Who will perform the task: Liz Durfee, AICP, EF | Design & Planning, LLC; Tom Morgan, AICP, TZM Planning will assist with chapter development.

Milestones and schedule: June – November 2023, please see Table 1 for milestones

Final Work Products: Excel spreadsheet with compiled data, tables and figures, and sources, maps, GIS data, draft chapter, final draft chapter, presentation

Project Partners and Roles: The Planning Board will review and comment on components of the draft chapter throughout the process.

Cost and Anticipated Expenses:

Task	Labor	Expenses	Description of Expenses	Total Cost
4	\$13,600	\$480	Large format map printing, draft chapter printing	\$14,080

Task 5 Regulatory Audit of Zoning Ordinance, Site Plan Review Regulations, and Subdivision Regulations

Summary: Conduct a comprehensive review of pertinent sections of the Town of Madbury Zoning Ordinance, Site Plan Review Regulations, and Subdivision Regulations as well as related applications and procedures. Identify regulatory, administrative, and procedural barriers to housing development. Summarize findings in an accessible and user-friendly report. Present findings to the Planning Board and public and discuss potential amendments that the Board and public may wish to explore.

Who will perform the task: Liz Durfee, AICP, EF | Design & Planning, LLC

Milestones and schedule: August 2024, please see Table 1 for milestones

Final Work Products: Report of audit findings, presentation, preliminary list of potential amendments and next steps

Project Partners and Roles: The Planning Board will assist in identifying and prioritizing potential amendments to explore; Town of Madbury staff (i.e., Building Inspector, Fire Chief) and the Board of Selectmen (code enforcement) may be interviewed as part of the audit.

Cost and Anticipated Expenses:

Task	Labor	Expenses	Description of Expenses	Total Cost
5	\$5,100	\$30	Large format map printing	\$5,130

Task 6 Public Hearings and Final Deliverables

Summary: Assemble and present final draft housing chapter at a well-advertised public hearing of the Planning Board. Incorporate any additional edits and feedback. Assemble, print, and deliver final plan.

Who will perform the task: Liz Durfee, AICP, principal, EF | Design & Planning, LLC

Milestones and schedule: December 2023 - January 2024, please see Table 1 for milestones

Final Work Products: Presentation, 25 bound, color copies of the final chapter with appendices. Digital copies will also be provided.

Project Partners and Roles: The Planning Board will hold the public hearing.

Cost and Anticipated Expenses:

Task	Labor	Expenses	Description of Expenses	Total Cost
6	\$850	\$1,000	Draft and final chapter printing	\$1,085

Table 1. Project Schedule and Milestones

Task	2023												2024
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Task 1 Community Engagement													
1.1 Refine Engagement plan	1												
1.2 Develop and Maintain StoryMap					2								
1.3 Community Survey							3						
1.4 Madbury Days Table									4				
1.5 Community Work Session										5			
Task 2 Housing Academy	1,2	3	4	5	6,7								
Task 3 Administrative Costs							1						2
Task 4 Data, Mapping & Chapter Development							1			2	3		
Task 5 Regulatory Audit								1					
Task 6 Public Hearings and Final Deliverables												1	2

Milestones:

Task 1

1. Preliminary StoryMap and announcement of Master Plan chapter
2. Completion of revised Engagement Plan and schedule
3. Conduct community survey
4. Table at Madbury Days
5. Host Community Work Session

Task 2

1. Jan 18 Housing Academy webinar
2. Jan 25 Housing Academy training
3. Feb 22 Housing Academy webinar
4. Mar 22 Housing Academy training
5. Apr 10 Housing Academy webinar
6. May 17 Housing Academy community visit
7. May 31 Housing Academy community visit

Task 3

1. Biannual grant report 1
2. Biannual grant report 2

Task 4

1. Review initial findings with Planning Board
2. Review draft 1 of Housing and Demographics Chapter with Planning Board
3. Review draft recommendation with Planning Board

Task 5

1. Complete audit and review findings with Planning Board

Task 6

2. Public hearing
3. Public hearing

Table 2. Project Budget

Task	Task Name	Details	Cost
Task 1	Community Engagement	Labor: \$8,415 Expenses: \$560	\$8,975
1.1	Refine Engagement plan	Labor: \$255 Expenses: \$0	\$255
1.2	Develop and Maintain StoryMap	Labor: \$3,060 Expenses: \$0	\$3,060
1.3	Community Survey	Labor: \$1,700 Expenses: \$40	\$1,740
1.4	Madbury Days Table	Labor: \$850 Expenses: \$120	\$970
1.5	Community Work Session	Labor: \$2,550 Expenses: \$400	\$2,950
Task 2	Housing Academy	Labor: \$680 Expenses: \$250 X #Volunteers =	\$
Task 3	Administrative Costs	Labor: \$340 Expenses:	\$
Task 4	Data, Mapping & Chapter Development	Labor: \$13,600 Expenses: \$480	\$14,080
Task 5	Regulatory Audit	Labor: \$5,100 Expenses: \$30	\$5,130
Task 6	Public Hearings and Final Deliverables	Labor: \$850 Expenses: \$1,000	\$1,850
TOTAL		Labor: \$28,645 Expenses: \$2,070	\$30,715.00

Commented [ED7]: I will update Tables 2 and 3 after the expenses for administration and the housing academy stipends are added in.

Commented [ED8]: Admin costs cannot exceed 7.5% of total project cost, which would be +/- \$2,300 depending on the final proposed cost.

Table 3. Project Budget Grant Categories

Grant Category	Cost
A) Needs Analysis & Planning Grant	\$
Housing Academy Stipend	\$
UNH Default Engagement Budget	\$2,500
Additional Engagement Budget	\$6,475
Other	\$
B) Regulatory Audit	\$5,130
TOTAL	\$

Commented [ED9]: To be completed after Table 2.

Community Engagement Plan

The proposed community engagement plan consists of several engagement activities designed to involve a broad cross section of the community. These activities, described above in Task 1, include: refining the engagement plan, creation and ongoing updates of an online StoryMap, conducting a public

input survey, tabling at a local community event (Madbury Days), and hosting a public work session. The public will also have an opportunity to review plan content and audit findings at regularly scheduled Planning Board meetings.

This proposed approach will be reviewed and refined by the participants of the Housing Academy, with assistance from the consultant, Planning Board. It is anticipated that the proposed approach may change as the Housing Academy participants work with UNH Cooperative Extension to understand and develop appropriate engagement plans. Particular goals will be to identify the best strategies to engage different members of the community, increase participation, awareness, and interest in Town events and meetings, and build relationships with community members.

The following individuals will attend the Housing Academy:

[TBD list out names and affiliations].

In addition, project consultant, Liz Durfee, AICP, EF | Design & Planning, LLC will attend the first three sessions of the Housing Academy in January and February 2023. Ms. Durfee will not be able to attend the spring sessions but will coordinate with those that do attend the later sessions and with UNH Cooperative Extension during the engagement plan refinement process.

Consistency with Master Plan

The proposed project is to update the housing chapter of the master plan in accordance with NH RSA 674:2. The existing housing and demographics chapters of the Town's current master plan will be reviewed during the update process. The plan will incorporate findings from the Regional Housing Needs Assessment. The proposed regulatory audit will be conducted in tandem with the development of the updated housing chapter for the master plan. It is anticipated that the audit will inform the development of certain recommendations in the master plan. Applicable and relevant recommendations from the current master plan will be carried over to the updated chapter as appropriate.