

# INVEST NH Municipal Planning & Development Grant Program

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## HOP Monthly Grant Report

Municipality: \_\_\_\_\_

Award date: \_\_\_\_\_

Total award: \_\_\_\_\_

REPORTING MONTH: \_\_\_\_\_

REPORTING PHASE: *Phase 1: Needs Analysis & Planning*  
*Phase 2: Regulatory Audit*  
*Phase 3: Regulatory Development*

(1) Share any qualitative or quantitative information on successes this month (for example, what was accomplished this month, what have you learned).

(2) Briefly describe any barriers or challenges you experienced this month (for example, what were those challenges, how have you addressed those challenges, has your scope of work or project timeline been impacted and how).

(3) Briefly describe community engagement efforts made this month (for example, who did you reach and how, what were some initial outcomes of those efforts, have there been any barriers or challenges to effective community engagement). Include any documentation of public meetings, workshops, or other engagement efforts by attaching them to this form as a single pdf file.

(4) Have you completed any of your proposed deliverables at this time?    Yes    No  
*If yes, please describe below and attach deliverables to this form as a single pdf file.*

(5) Have you drafted any proposed land use regulations at this time?    Yes    No    Not Applicable  
*If yes, briefly describe below and submit drafts for comment by New Hampshire Housing and the Steering Committee prior to notice of public hearings by attaching to this form as a single pdf file.*

(6) *Do you have any questions, comments, or anything else you would like to share with us at this time?*

Received by: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

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**Instructions:** *Submit report on the 10th of every month for the previous month to [info@NHHOPgrants.org](mailto:info@NHHOPgrants.org). Responses should not be no longer than 1-2 paragraphs per question and can be as short as a few sentences or bullets if you feel the communication is adequate. We encourage all Grantees to share program related files or photos by including them in the same email as your monthly report. If possible, attach them to your report as a single pdf. If your scope of work includes regulatory development, include drafts of proposed regulations for the purpose of allowing NHH and the Steering Committee to comment on the draft prior to notice of public hearings held by the Grantee's planning board or other cognizant body.*



# **2023 Housing Needs Assessment Report Rye, NH**

October 2023

Developed by Rockingham Planning Commission on behalf of the Rye Planning Board.

This project was supported, in whole or in part by federal award number SLFRP 0145 awarded to the State of New Hampshire by the US Department of the Treasury.

# 2023 Rye Housing Needs Assessment Report

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## Overview

Rye is currently experiencing housing challenges that are like those of many coastal New Hampshire communities: general lack of available housing, lack of affordable housing for young families and an aging population, cost and availability of infrastructure, and increased demand for secondary homes and short-term rentals. Factors that make Rye’s housing future more complicated are the unique, environmentally sensitive areas found within the town, the extensive areas of the town that are vulnerable to the impacts of coastal hazards and climate change, and the high land value.

Critical to ensuring Rye remains a vibrant community is having a diverse housing supply that meets the needs of all residents now and in the future. There are limited affordable housing units in Rye, and a shortage of long-term rental units to accommodate Rye’s shifting population. Increasing housing diversity in the future should be considered as a priority to accommodate current and future residents.

Over the course of the past three years, the Rye Planning Board has worked on Master Plan update to better ensure that the vision and goals of the Master Plan align with best available data and science, the desires of residents, and the legal obligation of the town. The intention of the Master Plan update, along with its companion effort Buildout Analysis, is to better ensure that the Rye land use regulations are helping to meet the community vision and goals.

In the past few years, Rye has had several multifamily housing development proposals come before the Planning Board. The Planning Board has wrestled with the proposals as Rye’s regulations, and supporting documents including the Master Plan, have not given strong guidance on housing. The development of this report and the public outreach conducted as part of the effort, is intended to help Rye identify local actions - including zoning regulation modifications - that are supported by the latest data and public input, community goals and vision in their Master Plan update efforts and Buildout Analysis results.



## Report Background

In February 2023, the Rye Planning Board was awarded a \$17,750 grant from InvestNH Municipal Planning & Zoning Grant Program's Housing Opportunity Program Needs Assessment Grant (HOP Grant) to prepare a Needs Analysis and Plan to fund the public engagement, analysis, and documentation of answering the question "what should the future of housing be in Rye?" Rockingham Planning Commission was selected to assist the Rye Planning Board with this effort. The primary tasks in the project included:

Develop a housing needs assessment that evaluates the housing status, demographics, and housing-related issues within Rye.

Conducting a survey to provide information on housing and seek feedback from residents, businesses, and officials on housing preference to help guide potential actions.

Hosting public input event to present the background information, discuss housing preferences in Rye gained from the survey and other sources, and allow for facilitated discussion related to housing that may fit Rye's needs and desires.

This report serves as the housing need assessment, with the full set of housing and demographic data available Appendix A. The summary reports for both the survey and the public input event are available in Appendix B.

**This report is intended to serve as a primary reference, in addition to other ongoing planning efforts in Rye - including updates the Master Plan and Buildout Analysis- for housing data in Rye, as the Planning Board continues to solicit community input and allow for a deeper dive into the realities of how Rye may begin to address the housing preferences to meet community needs.**

## Housing Background

Between 2010 and 2020, Rye's housing stock increased by about six percent (6%) by gaining 170 new housing units (single-family homes, condos, apartments, and multi-family) for a total of 2,906 units in 2020. During the same period, Rye's population increase by about four percent (4%) with a current total of 5,543 individuals. A notable shift in Rye is the aging of the population to an average age of 55.6 years old in 2020 and 39% of the population being over 65 years old. (Rye has the second oldest population in the region, only surpassed by New Castle). In contrast, the population under 18 in Rye is 16.5 percent. This overall trend is particularly visible in the declining school enrollment and decrease in overall household size. This shift can cause a change in the types of services provided by the Town.

Rye's housing is largely owner-occupied, with only about 14 percent of overall housing considered rental units. The number of rental units in Rye has also declined from 2010 to 2020 by about a third, meaning that the number of available units at any price range are limited. While the number of long-term rentals has overall declined, Rye has also seen an increased demand for short-term rentals (considered rentals for less than 30 days), with around 80 whole home, short-term rental units.

Given Rye's desirable coastal location, the number of seasonal housing (home occupied for only part of the year, but suitable for year-round habitation) units has increased by 254 units since 2010 for a total of 616 units (2020). The result is around 21% of Rye's housing is only occupied for part of the year which can shift demands on municipal services with both cost and timing.

Rye's housing stock, like most of New Hampshire is generally older, with 45 percent of the homes in Rye being over 50 years old. These older homes and structures are considered by many to be one of the desirable characteristics of Rye and can represent an opportunity for continued use or adaptive reuse as housing. However, older homes can also make it more difficult for occupants to remain in their homes as the owners age, and may be more susceptible to the impacts of climate change and coastal hazards.

Rye is one of the most vulnerable communities in New Hampshire to the impacts of flooding and climate change. In 2021, Rye had a total of 296 National Flood Insurance Program policies, insured for over \$87 million dollars. joining the NFIP in 1986, the Town has amended its zoning ordinance and regulations to protect wetlands and shoreland buffers, completed a climate change vulnerability assessment, and adopted a climate resilience Master Plan chapter. Future housing considerations will need to account for natural resource protection, coastal hazards and how to minimize impacts on existing and future homes.

Rye has always been a desirable location to live and has amongst the highest land values in the New Hampshire. Within the region, the median home sales price in 2022 was \$527,000 for a single-family home. In Rye between August 2022 and August 2023, the average single-family home sale price was \$1,224,532. The the estimated maximum purchase price in June 2023 for a home in the Rye region based on median household income as calculated by [NH Housing Finance Authority](#) is \$407,000.

A summary of common housing terms is available in Appendix C.

### **Rye Housing Vision**

Rye's current housing vision and [Master Plan chapter](#), adopted in 2013, includes acknowledgement that most residents desire in maintaining Rye's semi-rural characteristics, that the population and housing demand are shifting, and the Town's need to address the 2009 Workforce Housing Law (additional detail on page 7 of this report).

This sentiment is generally reflected in the [Visioning](#) work - aimed at starting the conversation of the future vision of Rye - conducted by the Town in 2021 as a first step in the current efforts to update the Master Plan, expected Summer 2024. Additional information on the efforts to update the Master Plan can be found at: <https://publicinput.com/RyeFuture>.

### **Rye Beach Village District**

Within the boundaries of the Town of Rye, is the Rye Beach Village District (Village). The Village was formed by an act of the NH Legislature in 1937 and encompasses the southeastern portion of Rye. The Village legally exists an independent political entity that has autonomous zoning

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authority. The Town of Rye continues to have responsibility for emergency service, education and health services, infrastructure oversight, and maintenance of local roadways within the Village. While the Town and Village are distinct political entities, many of the goals of both jurisdictions express similar intents to protect natural resources, preservation of community character, and ensure proper investment in community services and capital expenses.

A key difference between the Town and Village are that they maintain separate master plans and zoning ordinances as they have separate authority to enact zoning regulations and land use decisions. This also means that the Town and Village have separate responsibilities under the NH Workforce Housing statute (NH RSA 674:58-61). Specifically, under RSA 674:59, I *"every municipality [or village district] that exercises the power to adopt land use ordinances and regulations, such ordinances and regulations shall provide reasonable and realistic opportunities for the development of workforce housing, including rental multi-family housing."*

The strong connection between the Town and the Village when considering community priorities was noted as part of this effort, and as such all public engagement conducted included the Village. (Overall, limited feedback from Village District residents or officials was received and is noted in the outreach summary reports found in Appendix B.) The data presented in this report includes the Village, except where noted, largely because the small geographical extent, small sample size and large of margin of error in available data.

## Key Housing Data, Reports and Laws

Note that the complete table of housing data is available in Appendix B.

**Population:**

**5,543 individuals.**

This population is based on the 2020 US Census data; Rye has seen an increase in 245 people since 2010. Thirty-nine percent (39%) of the population is over 65 years old and 17% of the population is under 18 years old.

**Total Housing Units:**

Houses, Condos, Apartments, Seasonal Homes, etc.

**2,906 Housing Units**

Rye total number of housing units based on the 2020 US Census data; a total of 170 more units have been added since 2010. Rye is projected to need 476 more housing units by 2040 based on population growth and housing demand as reported in the Rockingham Planning Commission [2023 Regional Housing Needs Assessment](#).

**Median Rye Household Income:**

**\$108,000 per year**

This is the median household income in Rye as reported in the 2020 US Census.

**Average Rye Home Sale Price:**

(July 2022 – July 2023)

**\$1,185,566**

The average sales price for the same period for a condominium was \$685,115, while average sale price for a single-family home was \$1,224,534 according to [Zillow Home Value Index](#) for Rye.

**Estimated Affordable Maximum Purchase Price in Rye (2023):**

**\$407,000**

This is the estimated maximum purchase price in June 2023 for a home in the Rye region based on median household income as calculated by [NH Housing Finance Authority](#).

**Rental Units:**

Average 2023 rent for a 2-bedroom unit in Rockingham County is \$1,944 per month according to NH Housing Finance Authority [2023 NH Residential Rental Survey Report](#) a monthly rent of \$1,552 per month for a 2-bedroom unit is considered affordable. Only 3% of rental units qualify as affordable.

- Affordability Projections:** Rye is projected to need 151 more affordable housing units – owned and rented - by 2040 as reported in the Rockingham Planning Commission [2023 Regional Housing Needs Assessment](#).
- Short-term Rentals:** Around 83 whole home, short-term rentals (rentals for less than 30 days) are available in Rye, with 469 of those being for an entire home. The average daily rate is \$273 per day as reported in the Rockingham Planning Commission [2023 Regional Housing Needs Assessment](#).
- Seasonal Homes:** 616 of the homes, condos and apartments are considered “seasonal” and only occupied for part of the year as reported in the Rockingham Planning Commission [2023 Regional Housing Needs Assessment](#).
- Age of Homes:** About 45% of Rye’s housing units are more than 50 years old Rockingham Planning Commission [2023 Regional Housing Needs Assessment](#).
- Flood Risk:** 2,160 acres in Rye are located with a 100-year floodplain – with more susceptible to flooding from coastal storms and high tides as reported in [2022 Rye Hazard Mitigation Plan](#). As of 2022, Rye had 296 National Flood Insurance Program policies that insure \$87,711,100 in property.

### **RPC Regional Housing Needs Assessment**

New Hampshire RSA 36:47(II) requires that “[f]or the purpose of assisting municipalities in complying with RSA 674:2, III(I), each regional planning commission shall compile a regional housing needs assessment, which shall include an assessment of the regional need for housing for persons and families of all levels of income.” Rye is one of 27 municipalities within Rockingham County that make the Rockingham Planning Commission’s region. The purpose of the Rockingham Planning Commission’s (RPC) Regional Housing Needs Assessment and Fair Housing Equity Assessment is to provide current, regional, and local data on housing needs. This assessment is a highly anticipated review of the current housing trends and needs and will identify future housing needs and opportunities. One goal of the assessment is to provide a foundation of housing trends for communities to begin addressing housing barriers and opportunities. The 2023 assessment was completed in collaboration with the nine NH Regional Planning Commissions through a statewide effort, initiated by the Council on Housing Stability 2021-2024 Strategic Plan that was initiated by Governor Sununu.

Factors impacting the housing market are exacerbated by the region being the most expensive housing market in New Hampshire. An aging population and a decline in the number of children per household also play major factors. Housing supply directly impacts economic growth and the region's ability to attract and retain workers and young families that contribute to the economy and enhance the vibrancy of our communities. The makeup of households in the region is shifting with an overall decline in household size. School enrollment is declining across the region. Both small and large employers are facing challenges attracting and retaining workers. This assessment estimates the housing needs of the RPC Region, while taking into consideration the factors impacting housing.

The primary goal of this RHNA is to provide data on housing and demographics, by income level, so that each municipality in the region can begin to understand their current and future needs. This RHNA may assist municipalities in determining compliance with the Workforce Housing Statute (RSA 674:58-61).

### **NH Workforce Housing Law & "Fair Share" Housing Needs**

In 2008, the New Hampshire Legislature passed a law that requires every community to provide "reasonable and realistic opportunities" for the development of workforce housing. New Hampshire's workforce housing statute ([NH RSA 674: 58-61](#)). The statute defines "workforce housing" and what is considered "affordable."

New Hampshire is not a "home rule" state, which means all municipal power derives from a Legislative grant. [RSA 672:1, III-e](#) states that housing that is affordable to low- and moderate-income households "shall not be prohibited or discouraged by use of municipal planning and zoning powers or by unreasonable interpretation of such powers." The NH Supreme Court ruled in [Britton v. Town of Chester](#), 134 N.H. 434 (1991), that municipalities are obliged to provide such households with a reasonable and realistic opportunity to obtain affordable housing, and that a municipality's zoning cannot be used prevent "outsiders of any disadvantaged social or economic group" from moving there.

The RHNA uses projected population growth and projected employment growth to estimate the regional housing needed to fill the demand from 2020 through 2040. As required by the Workforce Housing Statute (RSA 674:58-61) municipalities must provide "reasonable and realistic opportunities" for the development of workforce housing, including rental and multifamily housing. While the state statute provides some guidance on how municipalities can meet the demand for workforce housing, the statute provides that municipalities must, further, provide enough qualifying units to fulfill their "fair share" of their region's need. The law does not provide a prescriptive methodology for calculating "fair share."

The RHNA estimates for the amount of additional housing (both workforce qualifying and market rate housing) Rye needs by 2040 to meet a balanced market of housing and meet its regional "fair share" of housing.

<b>Projections By Year</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2040</b>
Total Units Needed (cumulative)	175	321	420	476
"Affordable" Units Needed	56	102	133	147
Market Rate Units Needed	119	219	287	329
Rental Units V. Owned Units	29% Rental Units Needed & 71% Owned Units Needed			

\*Note that these numbers do not account for housing units that may have been approved for construction but not yet built as of 2020.

### Summary of Public Engagement

The following outlines some of the major findings from the public survey that occurred in Spring 2023 and the public input session that occurred in September 2023. A more detailed summary of the output of those engagement sessions is available in Appendix B. The public engagement results are intended to assist the Rye Planning Board in making future land use decisions about housing, however, some feedback will also be used to assist other municipal officials and staff on future decisions.

The following themes emerged from outreach effort and the spectrum of feedback received echoed the complexity of deciding what Rye’s housing future should be.

- Strong community desire to maintain Rye’s characteristics.
- Protecting natural resources in amongst the highest priorities in Rye.
- Most residents feel secure in their current housing situation for the foreseeable future.
- Most do not understand Rye’s housing goals, obligations, and constraints.



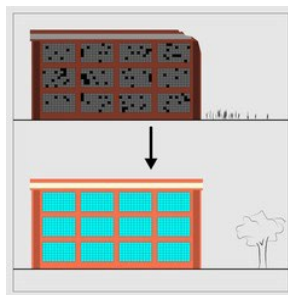
## Housing Considerations

The following housing strategies are derived from the New Hampshire Housing Toolbox with expanded local context from the Rockingham Planning Commission. The strategies that have been selected are intended to support the expressed community goals, however no single strategy will be able to fulfill all community needs and should be used in combination with other strategies. Additional information on any of these housing strategies can be found at: [www.nhhousingtoolbox.org](http://www.nhhousingtoolbox.org).



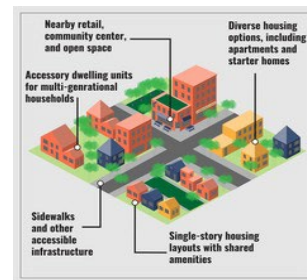
### Accessory Dwelling Unit (ADU)

Secondary homes or apartments on an existing single-family lot. ADUs can be attached or detached.



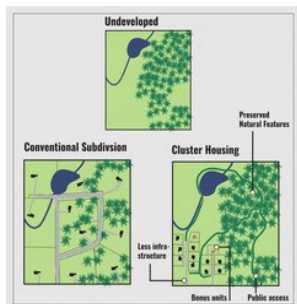
### Adaptive Reuse

The practice of reusing old buildings for new purposes.



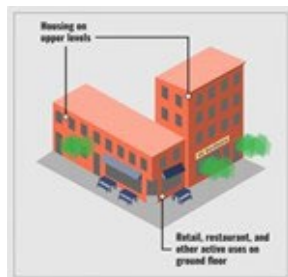
### Age-Friendly Neighborhoods

Places that address the needs of younger and older adults.



### Cluster Housing

A style of development in which homes are grouped together on a site and given large shared open spaces.



### Mixed Use Development

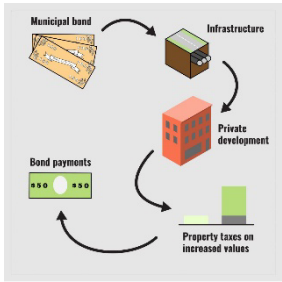
A type of real estate development that combines multiple uses



### Inclusionary Zoning

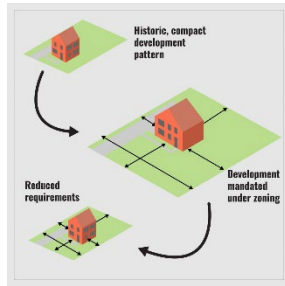
Encourages the creation of deed-restricted affordable housing within market-rate developments.





### Tax Increment Financing (TIF)

An economic development tool meant to make private developments feasible at low upfront costs to the community



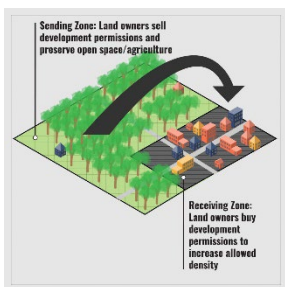
### Reduced Zoning and Subdivision Requirements

A process of matching local land use rules with the existing built character of a place, with community needs, with contemporary real estate economics, and with a community’s vision for its future.



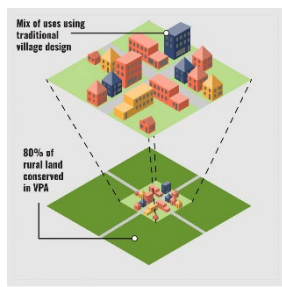
### Short-Term Rental Regulations

Online markets for overnight and short-term homestays (such as AirBNB and VRBO) have grown exponentially over the past decade.



### Transfer of Development Rights (TDR)

A zoning tool used to distribute development in an area to the places best suited for development, while letting all property owners recoup the value of development.



### Village Plan Alternative (VPA)

A zoning tool designed to encourage the development of new villages in rural areas.

## Appendix A - Housing Data: Rye, RPC Region & New Hampshire

The following information is a summary of key statistics and information from state, regional and local planning documents and studies that address housing and housing related issues. Information regarding housing needs will continue to change over time, Rye will need to consider updates to housing and demographic data, land use, infrastructure, and housing laws when making decisions that impact existing and future residential development.

Data Category	Metric	Rye	RPC Region	State of NH
Demographic	Total Population (2020)	5,543	198,870	1,377,529
	change since 2010	245	10,349	61,059
	Average Age (2020)	55.60	47.00	44.86
	change since 2015	1.10	1.40	1.17
	change since 2010	6.50	3.80	3.23
	Population Over 65 (2020)	2,172	53,873	245,142
	change since 2015	648	22,183	43,178
	change since 2010	1,178	27,745	74,811
	Population Under 18 (2020)	917	36,043	257,731
	change since 2015	207	-2,373	-13,949
	change since 2010	-91	-6,268	-38,221
	# Minors per Household	0	0	256,876
	change since 2015	0	0	-13,789
	change since 2010	0	0	-38,253
	School Enrollment (2021)	541	22,753	163,688
	change since 2016	-65	-2,142	-10,976
	Average Household Size - Renter (2020)	1.76	2.09	2.26
	change since 2015	0.04	-0.08	-0.03
	change since 2010	-0.27	0.01	0.02
	Average Household Size - Owner (2020)	2.44	2.60	2.50
change since 2015	0.16	0.00	0.00	
change since 2010	0.11	-0.10	-0.06	

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<b>Data Category</b>	<b>Metric</b>	<b>Rye</b>	<b>RPC Region</b>	<b>State of NH</b>
<b>Demographic</b>	Household # Family (2020)	1,574	53,287	351,445
	change since 2015	65	456	4,031
	change since 2010	14	2,120	5,324
	Household # Non-Family (2020)	730	27,410	187,671
	change since 2015	-176	2,725	14,834
	change since 2010	-49	2,647	19,988
	Persons with Disabilities	592	21,295	170,907
	change since 2015	-6	1,126	12,419
<b>Housing</b>	# Housing Units	2,906	89,644	638,795
	change since 2010	54	5,048	24,041
	# Renter Occupied Units	302	18,577	155,277
	change since 2015	-79	-58	4,201
	change since 2010	-108	1,259	14,710
	# Owner Occupied Units	2,002	62,120	383,839
	change since 2015	-32	3,239	14,664
	change since 2010	73	3,508	10,602
	# Seasonal Housing Units	616	4,487	70,149
	change since 2015	185	-237	4,046
	change since 2010	254	904	8,393
	# Short-Term Rental Units	83	845	-
	# Occupied Housing	2,344	82,268	556,375
	change since 2010	92	6,416	37,402
	# Vacant Housing	-	7,376	82,438
	change since 2016	-	-1,250	-13,343
	Median Age of Housing Units			
	Built in the 2010s or later	81	3,716	27,073
Built in the 2000s	117	8,535	74,152	
Built in the 1990s	276	8,309	68,064	
Built in the 1980s	581	12,616	125,093	
Built in the 1970s	157	8,564	95,348	

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<b>Data Category</b>	<b>Metric</b>	<b>Rye</b>	<b>RPC Region</b>	<b>State of NH</b>
<b>Housing</b>	Built in the 1960s	275	6,335	55,398
	Built in the 1950s	250	5,028	43,748
	Built in the 1940s	30	1,866	23,465
	Built in the 1930s or earlier	235	7,151	126,270
	Fair Share Total Unit Need by 2030	321.00	9,834.00	59,919.00
	# units needed at or below 60% AMI (Rental occupied)	29.00	899.00	5,906.00
	# units needed at or below 100% AMI (Owner occupied)	73.00	2,790.00	16,073.00
	Fair Share Total Unit Need by 2040	476.00	14,563.00	88,363.00
	# units needed at or below 60% AMI (Rental occupied)	44.00	1,365.00	8,997.00
	# units needed at or below 100% AMI (Owner occupied)	107.00	4,081.00	23,221.00
<b>Income</b>	# Individuals Living Below Poverty Level	224	9,518	97,418
	change since 2015	-33	-746	-16,422
	# Families with children below poverty level	17	1,806	11,298
	change since 2015	7	-427	-3,664
	change since 2010	3	206	-2,101
	Median Household Income	\$108,750	\$107,144	\$70,851
	change since 2015	\$14,175	\$21,124	\$10,202
	change since 2010	\$14,964	\$26,092	\$13,859
	Median Home Sale Price	-	\$527,000	\$403,000
	change since 2015	-	\$192,000	\$158,073
	change since 2010	-	\$272,000	\$218,500
	Gross Rent by #Bedrooms - ALL (2022)	-	\$1,595	\$1,790
	change since 2017	-	\$238	\$348
	change since 2012	-	\$481	\$529
	FMR 3-bed (2023)	\$2,034	\$2,168	\$2,290
	income burden > 30% (2020)	60.9%	42.4%	41.2%
	income burden > 30% (2015)	39.9%	41.5%	42.9%
income burden > 30% (2010)	24.9%	44.6%	45.5%	

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<b>Data Category</b>	<b>Metric</b>	<b>Rye</b>	<b>RPC Region</b>	<b>State of NH</b>
<b>Income</b>	NHHFA Median Purchase Price (2021)	\$855,000	\$466,000	\$350,000
	change since 2016	\$205,000	\$155,800	\$120,000
	change since 2011	\$360,000	\$196,067	\$143,000
	NHHFA Number of Sales (2021)	52	2993	20014
	change since 2016	-51	-599	-2850
	change since 2011	-16	1416	10171
	HUD Estimated Maximum Affordable Purchase Price - 80% (2023)	\$325,500	\$326,166.67	\$309,142.86
	change since 2021	-\$13,000	-\$36,500.00	-\$30,714.28
	change since 2019	\$73,500	\$50,166.67	\$41,642.86
	HUD Estimated Maximum Affordable Purchase Price - 100% (2023)	\$407,000	\$407,833.34	\$386,500
	change since 2021	-\$16,000	-\$45,500.00	-\$38,214.29
	change since 2019	\$94,500	\$59,666.67	\$55,714.29
	HUD Estimated Maximum Affordable Monthly Rent - 60% (2023)	\$1,840	\$1,820	\$1,747.14
	change since 2021	\$400	\$323.33	\$311.43
	change since 2019	\$570	\$426.66	\$395.71
	Ownership HUD Median Area Income for Family of 4 - 80% (2023)	\$108,800	\$107,706.67	\$103,474.29
	change since 2021	\$23,520	\$18,960.00	\$18,365.72
	change since 2019	\$33,360	\$25,120.00	\$23,428.58
	Ownership HUD Median Area Income for Family of 4 - 100% (2023)	\$136,000	\$134,633.34	\$129,342.86
	change since 2021	\$29,400	\$23,700.00	\$22,957.15
change since 2019	\$41,700	\$31,400.00	\$29,285.72	
Renter HUD Median Area Income Adjusted Family of 3 - 60% (2023)	\$1,840	\$72,700	\$69,845.71	
change since 2021	\$400	\$12,796.66	\$12,398.57	
change since 2019	\$570	\$16,956.66	\$15,815.71	
<b>Land Use</b>	# Housing Units Per Acre (2020)	0.45	0.46	0.15
	change since 2010	-	0.02	0.01

Town of Rye, NH  
 2023 Housing Needs Assessment Report

<b>Data Category</b>	<b>Metric</b>	<b>Rye</b>	<b>RPC Region</b>	<b>State of NH</b>
<b>Land Use</b>	Municipal Property Tax Rate	8.17	16.94	17.68
	change since 2010	-2	-2	0
	# Building Permits	7	748	4,266
	change since 2015	-17	131	839
	change since 2010	4	398	1,980
<b>Infrastructure</b>	% of Town serviced by public water system	31.80%	78.90%	
	% of Town serviced by onsite wastewater disposal (septic systems).	32.60%	65.10%	89.40%
	% of Town serviced by natural gas	-	11.70%	9.7%
	% of Town with broadband availability	97.90%	94.40%	90.16%
<b>Transportation</b>	Mean Commute Time: Travel Time To Work (2020)	22.4	30.2	29.2
	change since 2015	-3.9	0.6	0.3
	change since 2010	-7.5	1.5	1.8

## **Appendix B- Housing Needs Assessment Public Engagement Summaries**



# RYE HOUSING SURVEY - SUMMARY REPORT

August 2023

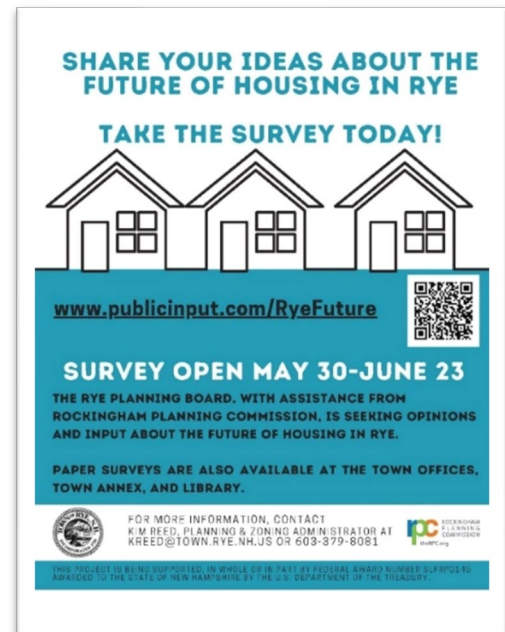
## Overview

Communities throughout New Hampshire are wrestling with housing challenges. For Rye, the big question is how to integrate housing options into the existing fabric of the community. The first step is to engage the town in a conversation about housing to identify the priorities and strategies that best accommodate the community's needs.

In February 2023, the Rye Planning Board was awarded a \$17,750 grant from InvestNH Municipal Planning & Zoning Grant Program's Housing Opportunity Program Needs Assessment Grant (HOP Grant) to prepare a Needs Analysis and Plan to fund the public engagement, analysis, and documentation of answering the question "what should the future of housing be in Rye?" Rockingham Planning Commission was selected to assist the Rye Planning Board with this effort.

The first task in Rye Housing Needs Analysis and Plan was to conduct a survey to seek feedback from residents, businesses, and officials on housing to help guide potential actions and future engagement. Between May 30, 2023 and July 6, 2023, 316 individuals took the Rye Housing Survey and provided nearly 5,000 responses or comments to the survey questions. The survey was a predominantly online survey, with paper surveys available at the Rye Town Hall, Town Hall Annex and Public Library. (Only five paper survey responses were received.) Outreach about the survey included having links posted on the Town website, information was included in the Rye newsletter mailed to every household in town, notices were posted on the unofficial and official social media sites, announcements were made at multiple municipal board meetings, flyers were handed out at the July 4<sup>th</sup> Town Celebration, and flyers posted around Rye.

**Full survey results are available on the [town website](https://www.townofrye.com) and at: [publicinput.com/RyeFuture](https://www.publicinput.com/RyeFuture)**



The survey results will serve as one of many sources used to determine future decisions related to housing in Rye, including tasks being funded through Rye's grant award.

## Next Steps

During the coming months, the Rye Planning Board, with the Long-Range Planning Committee, will continue working with Rockingham Planning Commission to continue the discussion of housing in Rye.

Next steps include:

- **Develop a housing needs assessment** that evaluates the housing status, demographics, and housing-related issues within Rye. This assessment will include guidance about tools and potential changes to local regulations, their impact on housing opportunities, and their relation to Rye residents' priorities and community goals. The assessment will be presented to the Planning Board later this summer.





**RYE HOUSING SURVEY - SUMMARY REPORT**  
August 2023

- **Hold a public input event** to present the background information, discuss housing preferences in Rye gained from the survey and other sources, and allow for facilitated discussion related to housing that may fit Rye’s needs and desires.
- **Continue to the conversation** by integrating housing preferences and information into the Rye Master Plan update and Buildout Analysis approved for funding at Town Meeting in March 2023. The Planning Board is also seeking an additional grant from the InvestNH Program to conduct a land use regulatory audit to identify opportunities and barriers to housing that exist within Rye’s current regulations. All these efforts will include extensive public engagement and outreach. Prior to enacting any changes, Rye will be required to follow state law regarding adoption of any regulation or guiding document.



**SHARE YOUR IDEAS ABOUT THE  
FUTURE OF HOUSING IN RYE**

**ATTEND THE  
RYE HOUSING PUBLIC INPUT SESSION**

**SEPTEMBER 27, 2023  
6:30 - 8:00 PM AT RYE JR. HIGH SCHOOL**

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THE RYE PLANNING BOARD, WITH ASSISTANCE FROM ROCKINGHAM PLANNING COMMISSION, IS SEEKING OPINIONS AND INPUT ABOUT THE FUTURE OF HOUSING IN RYE.

For more information about this project, please visit the town website ([www.town.rye.nh.us/planning-board](http://www.town.rye.nh.us/planning-board)) or contact Kim Reed, Rye Planning and Zoning Administrator at [KReed@town.rye.nh.us](mailto:KReed@town.rye.nh.us) or 603-379-8081.

*This project is being supported, in whole or in part by federal award number SLFRP0145 awarded to the State of New Hampshire by the U.S. Department of the Treasury.*

## Summary of Findings

This survey was intended primarily for residents, however, individuals who own property or a business in Rye were also invited to provide their thoughts. Of the 317 responses received, only 11 individuals taking the survey do not live in Rye and only 10 participants owned a business in Rye. Over half of survey participants (53%) have lived in Rye for more than 10 years, over half of participants were over the age of 55 (57%), and 45% work full time while 36% are retired. About a third of participants indicated their annual household income was over \$200,000, 16% indicated having an annual household income under \$100,000, and a third of participants preferred not to give their annual income. (Note that Rye Beach Village District residents were also invited to take part in the survey, however, only a small number (four total) of those identifying the general location of their home, property or business indicated a location within the Village District.)

The following outlines some of the major survey findings. The survey results are intended to assist the Rye Planning Board in making future land use decisions about housing, however, some feedback will also be used to assist other municipal officials and staff on future decisions.

Several major themes emerged from survey responses as outlined below. Additionally, the spectrum of comments received echoed the complexity of deciding what Rye’s housing future should be. Representative comments were selected to help represent Rye’s residents’ desires in their own words. The full listing of comments is available in the full survey results linked on the previous page.

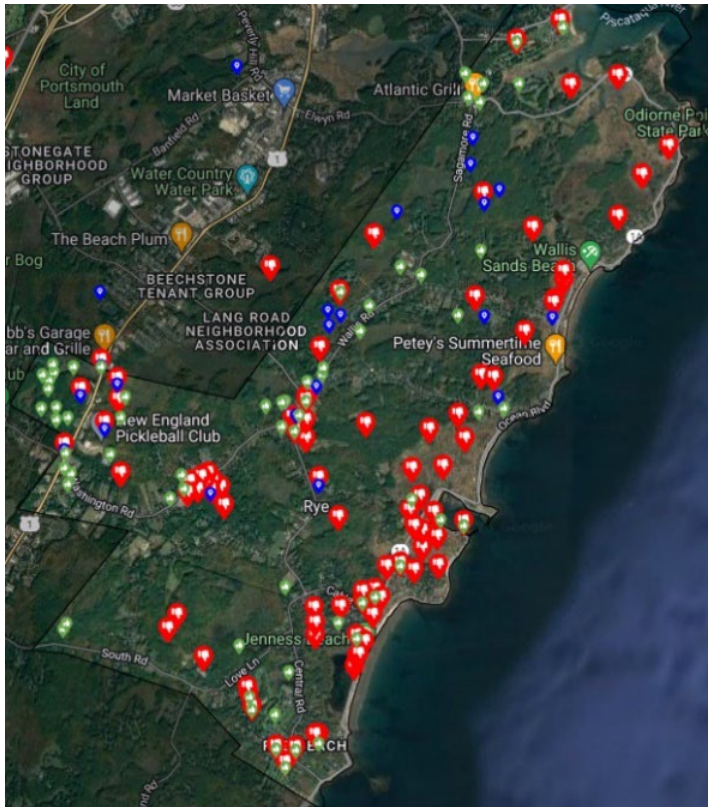


## RYE HOUSING SURVEY - SUMMARY REPORT

August 2023

### STRONG DESIRE TO MAINTAIN RYE'S CHARACTERISTICS

Maintaining Rye's characteristics was a strong desire of most residents. Preserving these characteristics, including historical homes and structures, open spaces and natural resources, and general feel of a smaller community were important to those that had a range of opinions about Rye's housing future. Most indicated that they did not want to see new housing (red) along the coast and that more housing (green) or denser housing (blue) was potentially acceptable along Route 1 and areas of Wallis and Sagamore Roads.

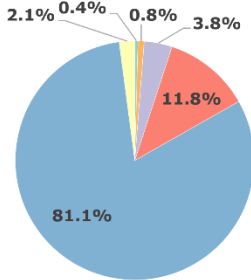


### PROTECTING NATURAL RESOURCES IS A PRIORITY

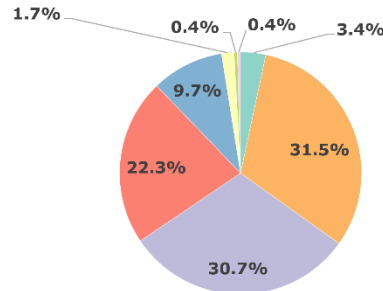
Many are concerned about protecting Rye's natural resources and environmental services. In particular, the impacts of potentially more housing on water availability, flooding concerns, open space availability, and infrastructure capacity were noted as major concerns. Of priorities, protecting natural resources and rural character was selected as the highest priority with 95% stating it was a medium or high priority.

**Please identify the priority of the following issues in terms of highest priority for Rye to address:**

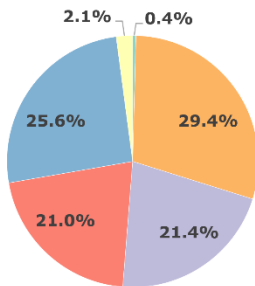
**Natural Resource Preservation/  
Preservation of Rural Character**



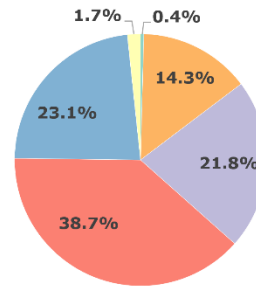
**Workforce Development**



**Affordable and/or Workforce  
Housing**



**Transportation/Infrastructure  
Improvements**



- Unsure
- Not a Priority
- Low Priority
- Medium Priority
- High Priority
- No Answer

**MOST RESIDENTS FEEL SECURE IN THEIR HOUSING IN RYE**

Most existing residents noted that their current housing in Rye will likely meet their housing needs in the foreseeable future. However, some expressed concern about the housing needs of others in the community or the ability for younger people to find housing options.

"Yes we bought this home as our forever home and plan to stay there while improving our property for the foreseeable future."



## RYE HOUSING SURVEY - SUMMARY REPORT

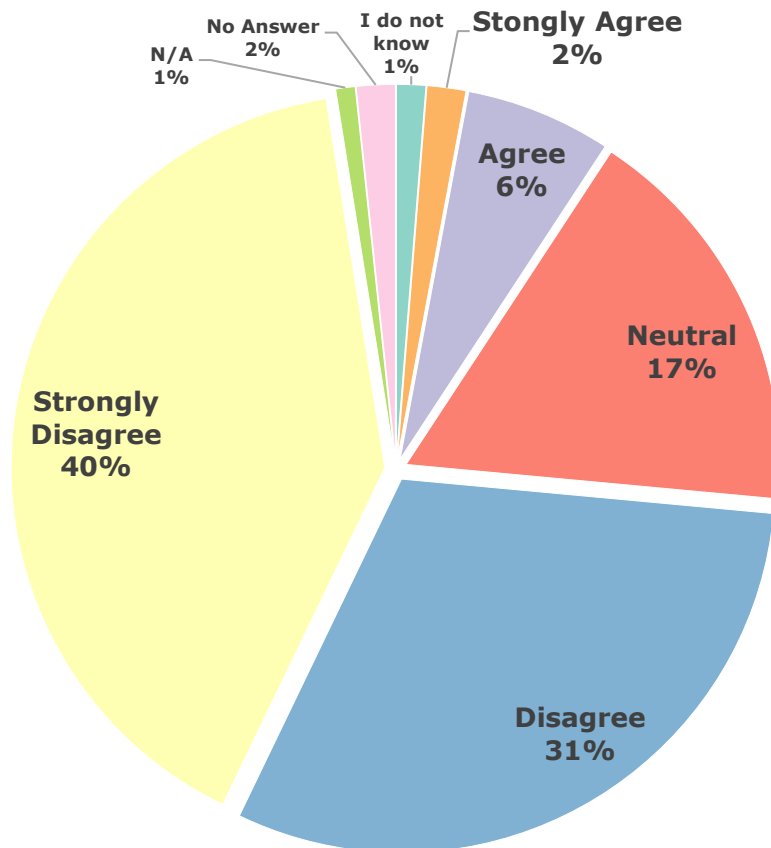
August 2023

### LACK OF UNDERSTANDING RYE'S HOUSING GOALS

When asked about Rye's housing goals, many indicated that they were not sure what the goals even were. The majority (73%) did not feel that Rye provided affordable housing choices, and when asked what the cost of an affordable home in Rye would be most did not know. (The US Housing and Urban Development {HUD} estimated maximum affordability purchase price in Rye in 2023 is \$407,000.)

"Not sure what Rye's housing goals are. Housing costs are high in Rye because of its location. This makes it hard for young families to move here. We have been here a long time (Rye native) so were able to start here."

Rye provides affordable home purchase choices



## What People Had to Say About Housing

There is a range of opinions about what Rye's housing future should be. The following are a sampling of comments from the survey that represent the range of perspectives – all comments received are in the full survey results report available on the [town website](#) and at: [publicinput.com/RyeFuture](https://publicinput.com/RyeFuture).

### NO MORE HOUSING

"Too much new construction going on. Overbuilding the community. Adding housing types which adversely affect the type of community Rye is, turning it into an undesirable town. We can't be all things to all people, nor should we have to be."

"From our previous detailed responses, I believe you will see that our perspective that recent housing developments have been approved at the great expense of neighbors, the community in general, land and wetlands management, water quality, environmental destruction, all for the benefit of parties with vested economic interests, some of whom should have been made to recuse themselves. I would not give your approach to Rye development a high grade."

"I want Rye to keep its small town character, rural feel and conservation of our natural resources. Lately too much building, especially work for housing and other development are changing the landscape and taxing resources."



"I am extremely concerned about the over development of Rye. I don't want condo's and apartment houses being built in Rye. There are plenty of small to large homes. Over development of Rye will take away its charm and quiet nature. Over development will place demands on all of our public services and infrastructure and create more traffic. Keep Rye as it is, quaint and personable."





## RYE HOUSING SURVEY - SUMMARY REPORT

August 2023

### SOME HOUSING

"The rural nature of Rye is getting lost, and any new housing is very expensive, almost eliminating young families from buying homes, which in turn, changes the nature of the Town."

"I see new houses and displaced wildlife. People don't talk much about the damage animals do to properties. Nor the damage filling in Wetlands does to the coast line. The cookie cutter developments take away the charm of the New England Coastal tradition and devalue their neighbors. It would be nice to see a little more taste or less uniformity in developments."

"I am concerned with all the new construction going on. That a house is purchased, then torn down for a larger home to be built. Additionally, I do not like our natural rural landscape taken over by new housing developments. I know we need some new development for sustainability of town services with taxes and new children for our schools, yet I feel in over the past 20 years it has gotten way out of control. I would also like to see some 'workforce housing'. I have found Rye to be an elitist town, yet for full democracy we need all types of diversity."

"There is not enough workforce housing, though integrating it seems difficult. Higher density would lower taxes, but require more services and may hurt property values and change the semi-rural vibe."

"The rural nature of Rye is getting lost, and any new housing is very expensive, almost eliminating young families from buying homes, which in turn, changes the nature of the Town."



"Family friendly homes that are somewhat adorable. It feels like only retired or empty nesters from MA, CT, NY or somewhere else can afford homes here. I'm not against people from out of town I just wish there were more families."



## RYE HOUSING SURVEY - SUMMARY REPORT

August 2023

"I wouldn't want the town to grow too rapidly. By that I mean, the infrastructure (roads, schools, water, emergency services, etc) have to be in place to ensure quality services are available to all. I would also like Rye to keep its New England charm; that doesn't mean we should not grow, just have criteria for new structures (single or multi family) which will maintain that small town feel."

"Everything being knocked down and rebuilt in large non historic homes. There is no ability for anyone who works ie as a nurse, social worker someone who has grown up here to able to live in Rye anymore."

### MORE HOUSING IS NEEDED

"There presently is a lack of affordable housing for vital town employees who provide essential services to town residents (i.e. police fire, EMS, Etc). These services are often time sensitive and pertain to life & safety hence the benefit to the community to have these people in town. Without affordable housing in the future or significant pay increases so that staff can pay the increase housing costs the need for additional full time staff will continue as the community grows."

"I am not a home owner in NH. It is not something I have ever envisioned as possible because of the cost. So, my housing experience has always been as a renter. Being a renter in NH is a nightmare. And if you explain this to non-renters they will say "just move." Quality and affordable apartment rentals continues to be the biggest crisis in NH. There's no workforce rental proposals in Rye that I am aware of - hopefully Rye's workforce housing plan will include one and two bedroom apartments."

"Lack of affordability. This lack of affordability limits the diversity of the town. It is also an older population. Young professionals and young families have difficulty finding reasonably affordable housing in the town. There also appears to be many single family homes. Although there have been some recent multifamily developments, such as Washington Road and Thompson Landing, I think more townhomes and condos should be explored as other options. There is also limited room for development due to wetlands, drinking water and sewer limitations."



# RYE HOUSING PUBLIC INFORMATION SESSION SUMMARY REPORT

October 2023

## Overview

Rye continued its conversation about how to integrate housing options into the existing fabric of the community with a public information session held on September 27, 2023. The intent of the session was to present the background information, discuss housing preferences in Rye gained from the survey and other sources, and allow for facilitated discussion related to housing that may fit Rye's needs and desires. The presentation slides given during the session are attached for reference.

Outreach about the session included having links posted on the Town website, information was included in the Rye newsletter mailed to every household in town, notices were posted on the unofficial and official social media sites, announcements were made at multiple municipal board meetings, flyers were posted around Rye and a invitation was sent to those who had requested additional information about the project during the survey outreach

A total of 25 individuals were in attendance, including Rye Planning Board members and staff, and Rockingham Planning Commission staff. Of those in attendance, there was a combination of residents and Rye officials, with two individuals attending that are Rye Beach Village District residents. The agenda and supporting materials are attached to this report.

At the session, attendees were encouraged to provide additional feedback on housing in Rye with two key activities: 1) placing their thoughts on housing onto a spectrum, and 2) identify types of housing they thought may be a good potential fit for parts of Rye. The following is a summary of that feedback.

### Diverse spectrum of opinions about the future of housing in Rye:

No more housing.

- Build, but not big box design
- No growth in environmentally sensitive areas.
- No accessory dwelling units or detached accessory dwelling units in flood hazard zones.
- Rural development is very desirable.
- Put developments off the road.
- Higher density would not lower taxes and require more services.
- Is Rye the place where this {affordable rentals} should be?

**SHARE YOUR IDEAS ABOUT THE  
FUTURE OF HOUSING IN RYE**

**ATTEND THE  
RYE HOUSING PUBLIC INPUT SESSION**

**SEPTEMBER 27, 2023  
6:30 - 8:00 PM AT RYE JR. HIGH SCHOOL**



**MORE INFO AVAILABLE AT:  
[WWW.PUBLICINPUT.COM/RYEFUTURE](http://WWW.PUBLICINPUT.COM/RYEFUTURE)**



THE RYE PLANNING BOARD, WITH ASSISTANCE FROM ROCKINGHAM PLANNING COMMISSION, IS SEEKING OPINIONS AND INPUT ABOUT THE FUTURE OF HOUSING IN RYE.





Some housing.

- Some housing clusters or stock that younger families can afford.
- Slow growth respectful of the environment and the town's ability to absorb additional residents.
- Slow growth in right places – low density.
- Encourage accessory dwelling units – Best to have an interested individual property owner looking after things. Helps to build a bridge between generations.
- 

More housing is needed.

- Cluster housing that will accommodate young families – possibly using a small portion of conservation land.
- Could the concept of co-housing allow Rye to create denser living areas with protections for open space?
- This {the affordable rental market} would be helped by ADUs.

**Types of housing that may be a good fit in parts of Rye:**

Participants identified small cottage style homes in a cluster style as potentially good fits for parts of the western portions of Rye.



Participants also identified that townhouse style homes may also be a good fit for the Route 1 corridor. Note that this response may be attributable to the recent development in that area that fits this style of home.





# RYE HOUSING PUBLIC INPUT SESSION

**September 27, 2023**

**6:30 – 8:00 PM**

Rye Jr. High School  
501 Washington Road, Rye NH

## Agenda






- **Welcome**
  - Project Purpose
  - Coordination with Master Plan Update & Buildout Analysis
- **Overview of Housing in Rye**
  - Background Information
  - Survey Results (summary report available)
  - Going Forward
- **Public Discussion**
  - Activity: Tell me your housing story – turn to your neighbor:
    - Why is Rye the place you call home?
    - Have you ever lived in a different kind of housing than you do now?
    - What housing needs in the community – if any- are not being met?
  - Activity: Housing Map
    - Look at the handout with different housing types – indicate which type of housing you think could fit best in different parts of Rye by placing a dot with that number on the map.
  - Activity: Add Your Thoughts On Housing.
    - Write your thought about the future of housing in Rye and add them where you think they fit is on the comment spectrum.
- **Wrap Up & Next Steps**
  - Summary report, including responses to questions raised, from this input session to be developed and released by early October.
  - Rye Housing Needs Assessment scheduled to be presented to Rye Planning Board on 10/17.
  - All documents to be posted on town website and at [www.publicinput.com/RyeFuture](http://www.publicinput.com/RyeFuture)
  - Rye Planning Board will continue to work on the Master Plan and Buildout Analysis in the coming months.



### Have More Thoughts On Housing In Rye?

If you have further thoughts on the future of housing in Rye after this evening's event or if you were not able to join us on September 27, we are continuing the conversation online through October 15. The video recording on tonight's session will also be available online at: [https://townhallstreams.com/towns/rye\\_nh](https://townhallstreams.com/towns/rye_nh)

You can submit additional thoughts several ways:

	Visit <a href="http://www.publicinput.com/RyeFuture">www.publicinput.com/RyeFuture</a> or scan the QR code and leave a comment about you 
	Call 855-925-2801 and enter Project Code 2018. Leave a voicemail message with your thoughts.
	Send an email to Kim Reed, Rye Planning and Zoning Administrator at <a href="mailto:KReed@town.rye.nh.us">KReed@town.rye.nh.us</a>
	Attend a Rye Planning Board, Long Range Planning Committee or Master Plan Committee meeting. The meeting dates and agendas are posted on the Rye Town website at: <a href="http://www.town.rye.nh.us">www.town.rye.nh.us</a>

For more information about this project, please contact Kim Reed, Rye Planning and Zoning Administrator at [KReed@town.rye.nh.us](mailto:KReed@town.rye.nh.us) or 603-379-8081.





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RYE HOUSING SURVEY - SUMMARY REPORT  
August 2023

5



6



7



8



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## Next Steps

During the coming months, the Rye Planning Board, with the Long-Range Planning Committee, will continue working with Rockingham Planning Commission to continue the discussion of housing in Rye.

Next steps include:

- **Develop a housing needs assessment** that evaluates the housing status, demographics, and housing-related issues within Rye. This assessment will include guidance about tools and potential changes to local regulations, their impact on housing opportunities, and their relation to Rye residents’ priorities and community goals. The assessment will be presented to the Planning Board later this summer.
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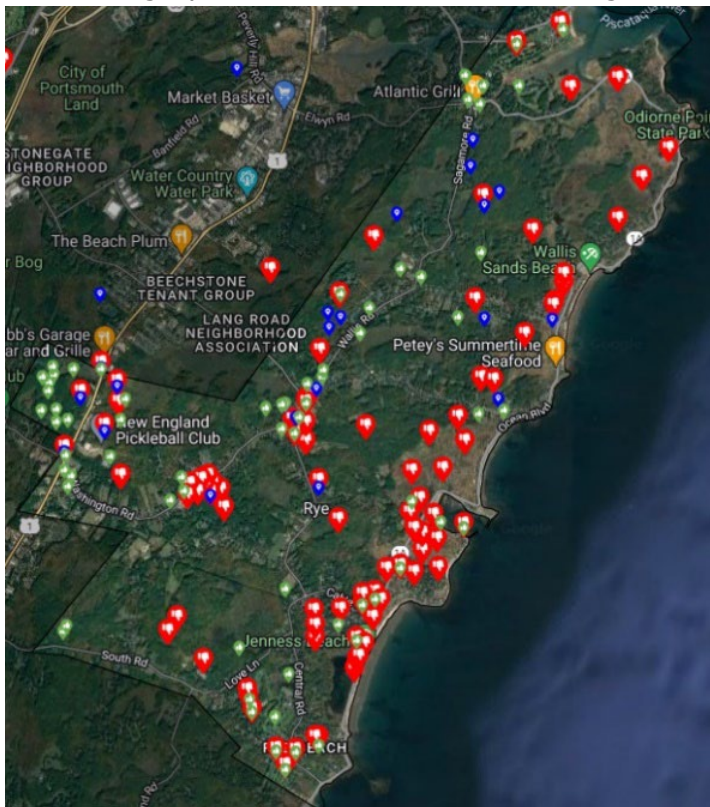
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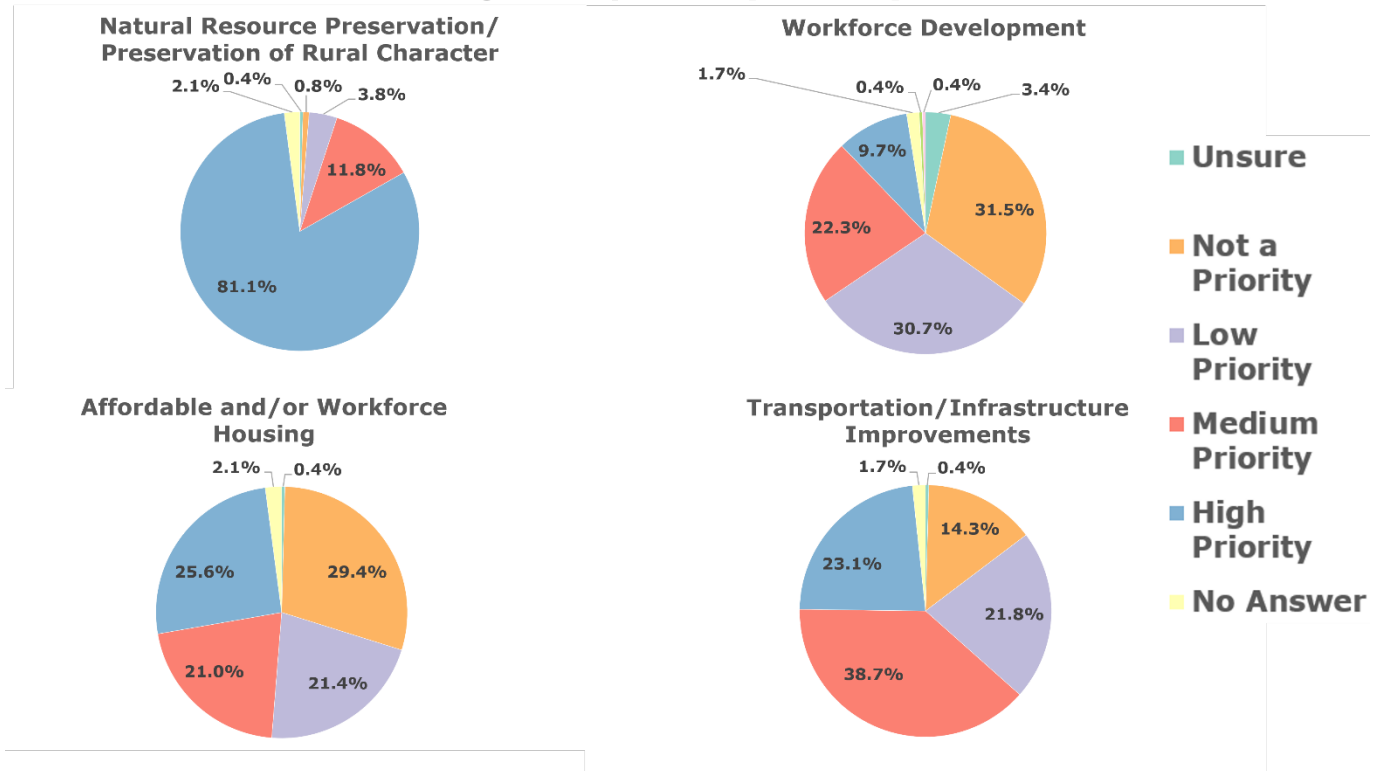
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**Please identify the priority of the following issues in terms of highest priority for Rye to address:**



**PROTECTING NATURAL RESOURCES IS A PRIORITY**

Many are concerned about protecting Rye’s natural resources and environmental services. In particular, the impacts of potentially more housing on water availability, flooding concerns, open space availability, and infrastructure capacity were noted as major concerns. Of priorities, protecting natural resources and rural character was selected as the highest priority with 95% stating it was a medium or high priority.

**MOST RESIDENTS FEEL SECURE IN THEIR HOUSING IN RYE**





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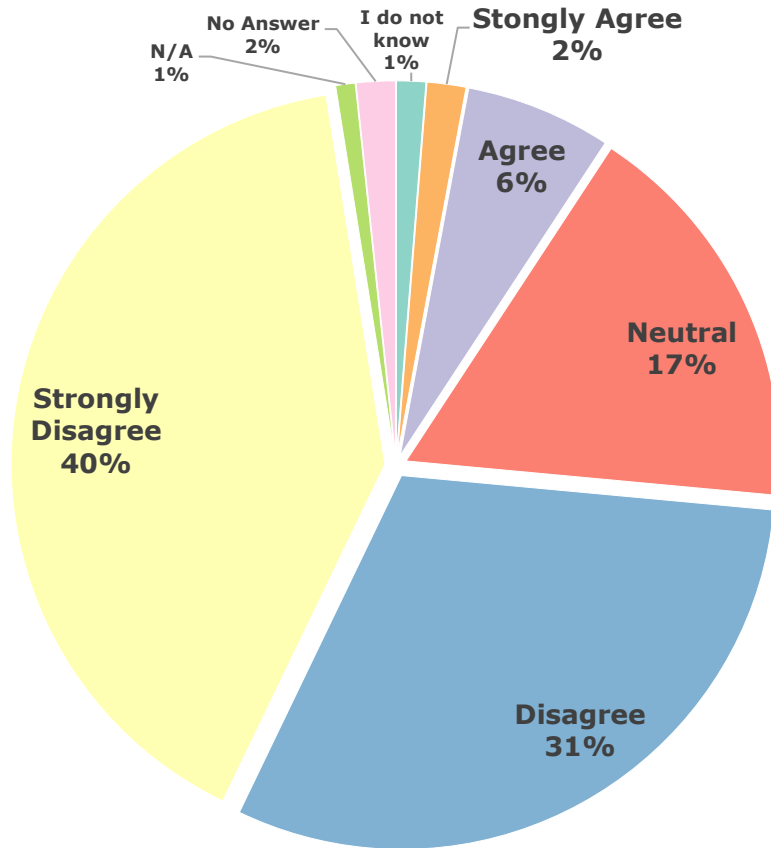
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### **LACK OF UNDERSTANDING RYE'S HOUSING GOALS**

When asked about Rye's housing goals, many indicated that they were not sure what the goals even were. The majority (73%) did not feel that Rye provided affordable housing choices, and when asked what the cost of an affordable home in Rye would be most did not know. (The US Housing and Urban Development {HUD} estimated maximum affordability purchase price in Rye in 2023 is \$407,000.)

**"Not sure what Rye's housing goals are. Housing costs are high in Rye because of its location. This makes it hard for young families to move here. We have been here a long time (Rye native) so were able to start here. "**

### Rye provides affordable home purchase choices



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## RYE HOUSING SURVEY - SUMMARY REPORT

August 2023

### SOME HOUSING

"The rural nature of Rye is getting lost, and any new housing is very expensive, almost eliminating young families from buying homes, which in turn, changes the nature of the Town."

"I see new houses and displaced wildlife. People don't talk much about the damage animals do to properties. Nor the damage filling in Wetlands does to the coast line. The cookie cutter developments take away the charm of the New England Coastal tradition and devalue their neighbors. It would be nice to see a little more taste or less uniformity in developments."

"I am concerned with all the new construction going on. That a house is purchased, then torn down for a larger home to be built. Additionally, I do not like our natural rural landscape taken over by new housing developments. I know we need some new development for sustainability of town services with taxes and new children for our schools, yet I feel in over the past 20 years it has gotten way out of control. I would also like to see some 'workforce housing'. I have found Rye to be an elitist town, yet for full democracy we need all types of diversity."

"There is not enough workforce housing, though integrating it seems difficult. Higher density would lower taxes, but require more services and may hurt property values and change the semi-rural vibe."

"The rural nature of Rye is getting lost, and any new housing is very expensive, almost eliminating young families from buying homes, which in turn, changes the nature of the Town."



"Family friendly homes that are somewhat adorable. It feels like only retired or empty nesters from MA, CT, NY or somewhere else can afford homes here. I'm not against people from out of town I just wish there were more families."



## RYE HOUSING SURVEY - SUMMARY REPORT

August 2023

"I wouldn't want the town to grow too rapidly. By that I mean, the infrastructure (roads, schools, water, emergency services, etc) have to be in place to ensure quality services are available to all. I would also like Rye to keep its New England charm; that doesn't mean we should not grow, just have criteria for new structures (single or multi family) which will maintain that small town feel."

"Everything being knocked down and rebuilt in large non historic homes. There is no ability for anyone who works ie as a nurse, social worker someone who has grown up here to able to live in Rye anymore."

### MORE HOUSING IS NEEDED

"There presently is a lack of affordable housing for vital town employees who provide essential services to town residents (i.e. police fire, EMS, Etc). These services are often time sensitive and pertain to life & safety hence the benefit to the community to have these people in town. Without affordable housing in the future or significant pay increases so that staff can pay the increase housing costs the need for additional full time staff will continue as the community grows."

"I am not a home owner in NH. It is not something I have ever envisioned as possible because of the cost. So, my housing experience has always been as a renter. Being a renter in NH is a nightmare. And if you explain this to non-renters they will say "just move." Quality and affordable apartment rentals continues to be the biggest crisis in NH. There's no workforce rental proposals in Rye that I am aware of - hopefully Rye's workforce housing plan will include one and two bedroom apartments."

"Lack of affordability. This lack of affordability limits the diversity of the town. It is also an older population. Young professionals and young families have difficulty finding reasonably affordable housing in the town. There also appears to be many single family homes. Although there have been some recent multifamily developments, such as Washington Road and Thompson Landing, I think more townhomes and condos should be explored as other options. There is also limited room for development due to wetlands, drinking water and sewer limitations."



# RYE HOUSING PUBLIC INPUT SESSION

September 27, 2023

6:30 – 8:00 PM

Rye Jr. High School  
501 Washington Road, Rye NH

## Agenda






- **Welcome**
  - Project Purpose
  - Coordination with Master Plan Update & Buildout Analysis
- **Overview of Housing in Rye**
  - Background Information
  - Survey Results (summary report available)
  - Going Forward
- **Public Discussion**
  - Activity: Tell me your housing story – turn to your neighbor:
    - Why is Rye the place you call home?
    - Have you ever lived in a different kind of housing than you do now?
    - What housing needs in the community – if any- are not being met?
  - Activity: Housing Map
    - Look at the handout with different housing types – indicate which type of housing you think could fit best in different parts of Rye by placing a dot with that number on the map.
  - Activity: Add Your Thoughts On Housing.
    - Write your thought about the future of housing in Rye and add them where you think they fit is on the comment spectrum.
- **Wrap Up & Next Steps**
  - Summary report, including responses to questions raised, from this input session to be developed and released by early October.
  - Rye Housing Needs Assessment scheduled to be presented to Rye Planning Board on 10/17.
  - All documents to be posted on town website and at [www.publicinput.com/RyeFuture](http://www.publicinput.com/RyeFuture)
  - Rye Planning Board will continue to work on the Master Plan and Buildout Analysis in the coming months.



## Have More Thoughts On Housing In Rye?

If you have further thoughts on the future of housing in Rye after this evening's event or if you were not able to join us on September 27, we are continuing the conversation online through October 15. The video recording on tonight's session will also be available online at: [https://townhallstreams.com/towns/rye\\_nh](https://townhallstreams.com/towns/rye_nh)

You can submit additional thoughts several ways:

	Visit <a href="http://www.publicinput.com/RyeFuture">www.publicinput.com/RyeFuture</a> or scan the QR code and leave a comment about you 
	Call 855-925-2801 and enter Project Code 2018. Leave a voicemail message with your thoughts.
	Send an email to Kim Reed, Rye Planning and Zoning Administrator at <a href="mailto:KReed@town.rye.nh.us">KReed@town.rye.nh.us</a>
	Attend a Rye Planning Board, Long Range Planning Committee or Master Plan Committee meeting. The meeting dates and agendas are posted on the Rye Town website at: <a href="http://www.town.rye.nh.us">www.town.rye.nh.us</a>

For more information about this project, please contact Kim Reed, Rye Planning and Zoning Administrator at [KReed@town.rye.nh.us](mailto:KReed@town.rye.nh.us) or 603-379-8081.





**1**



**2**



**3**



**4**







**5**

**6**



**7**

**8**



**SHARE YOUR IDEAS ABOUT THE  
FUTURE OF HOUSING IN RYE**

**RYE HOUSING PUBLIC INPUT SESSION**

**SEPTEMBER 27, 2023  
6:30 - 8:00 PM AT RYE JR. HIGH SC**



# Agenda

- **Welcome**
- **Overview of Housing in Rye:** Background information, survey review, going forward
- **Public Discussion:** Activities to aimed to get further feedback on Rye's housing preference.
- **Wrap Up & Next Steps**

# Project Background

- 2021 – Rye held Community Visioning Session
- February 2023 - \$17,750 grant from InvestNH awarded to Rye
- March 2023 – Rye voters fund Master Plan Update & Buildout Analysis
- March 2023 – RPC Regional Housing Needs Assessment Released
- April 2023 – Rye selects RPC to facilitate Housing Needs Assessment and outreach.
- May 2023 – Rye selects Resilience Planning & Design and FB Environmental to work as a team, along with RP,C on the Master Plan update and Buildout Analysis.



## InvestNH Municipal Planning & Zoning Grants

This program is administered by:



# Project Purpose

## Develop Housing Needs Assessment

- Evaluates the housing status, demographics, and housing-related issues within Rye
- Provides guidance about tools and potential changes to regulations that fit with Rye's priorities and goals.

## Public Outreach & Engagement

- Conduct survey to seek public feedback on housing preferences.
- Hold input session to present housing information, seek additional feedback on Rye's housing needs and desires.



### InvestNH Municipal Planning & Zoning Grants

This program is administered by:



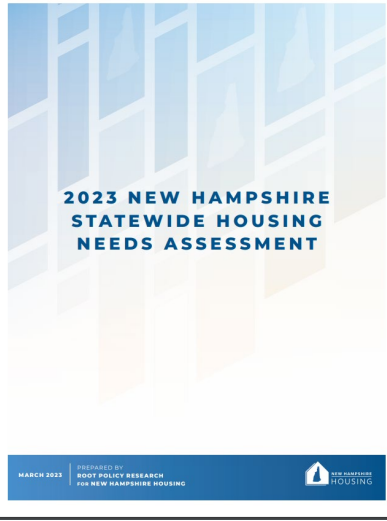
# Why Is Rye Doing This Project?

- **Discussing housing as a follow-up to 2021 Community Visioning**
- **Timely work with efforts to update Master Plan and Buildout Analysis.**
- **Leveraging grant opportunities to further Rye planning efforts.**
- **To gain better understanding of Rye's compliance with NH's Workforce Housing Law (RSA 674:58-61)**

## Quick items to know-

- **NH's Workforce Housing Law does not require municipalities to build workforce housing, it requires them to provide opportunity to build such housing.**
- **Rye Beach Village District has separate legal responsibility to comply with the Workforce Housing Law.**
- **Affordable housing & workforce housing do not explicitly mean low income housing.**





## 2023 Regional Housing Needs Assessment

# What is Impacting Housing in NH, the Region and Rye

Population increase.

Aging population

Housing production has slowed.

Cost of housing is increasing.

Income has lagged as housing prices continue to increase.

Current housing stock does not meet the needs of our communities.

Environmental Constraints



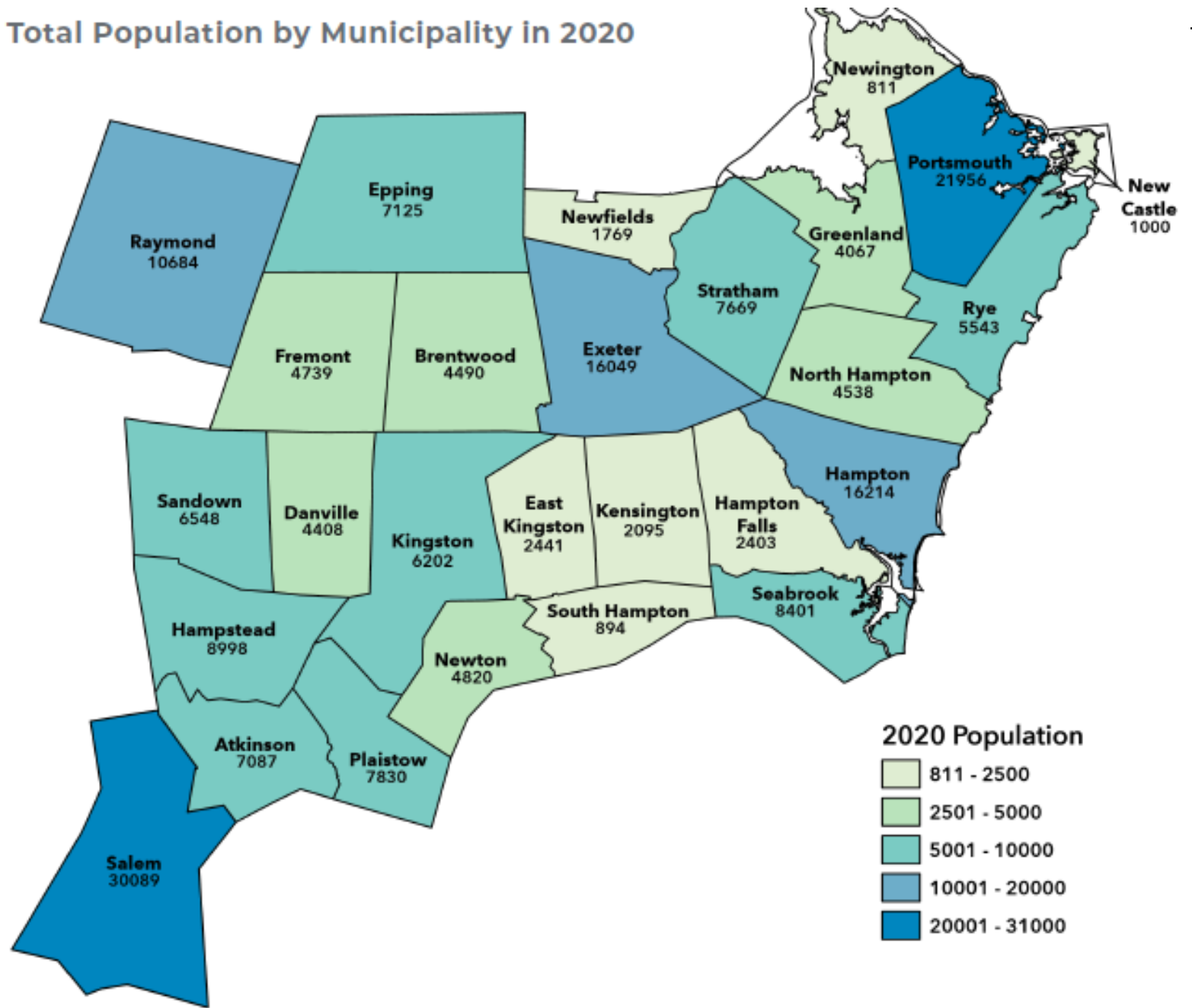
The Town of Rye is currently undertaking several planning efforts related to the future of Rye. These efforts include an update to the Master Plan, conducting a Housing Needs Assessment and a Buildout Analysis. All three efforts will include extensive public engagement and outreach prior. This page is currently under construction and will be updated in the coming weeks so please check back!



# Population increase.

2000: 177,962  
 2010: 188,521  
 2020: 198,870  
 2040: 221,897

Total Population by Municipality in 2020



Rockingham Planning Commission Regional Population

YEAR: 2000

**177,962**  
Population

YEAR: 2020

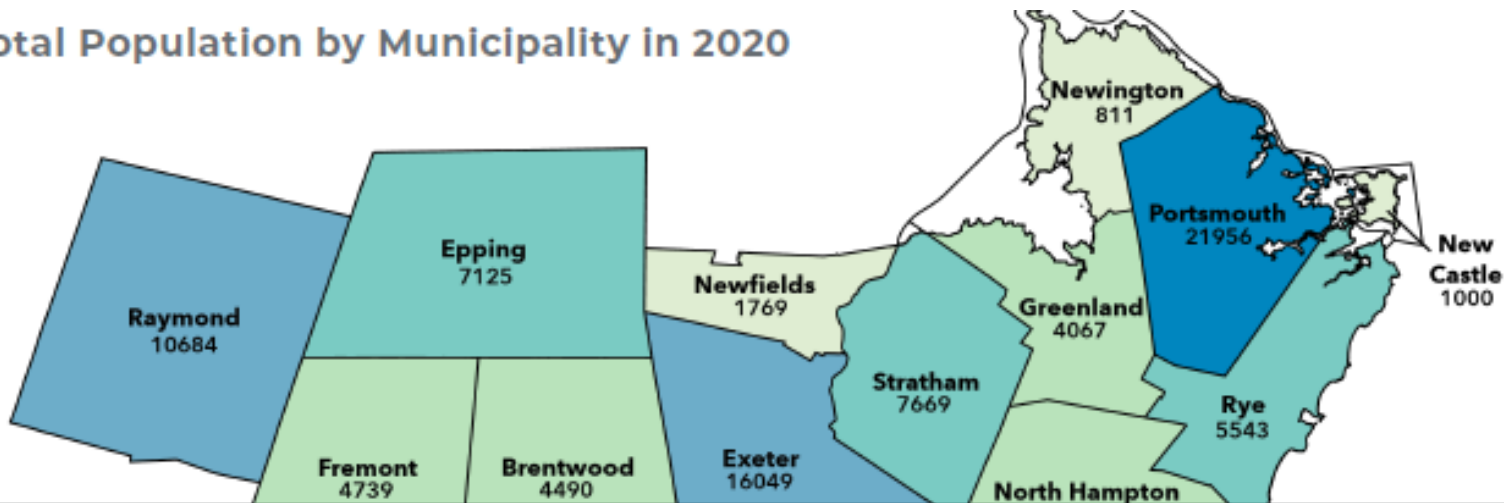
**198,870**  
Population

**+11.7%**  
CHANGE  
over 20 years

Source: Decennial Census, 2010, 2020

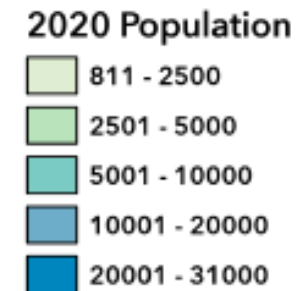
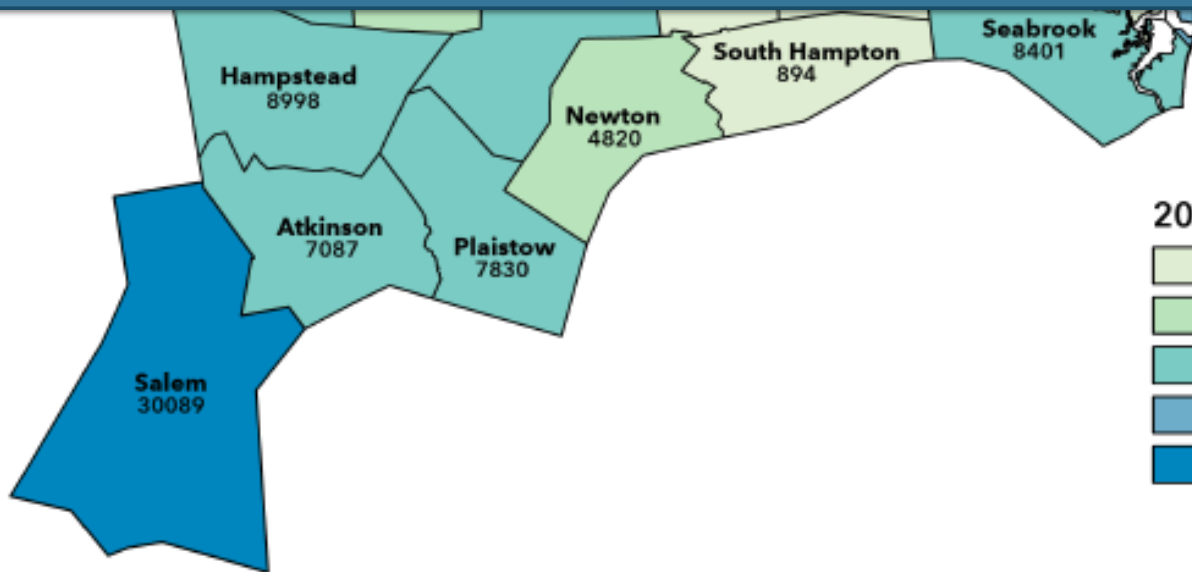
Source: Decennial Census, 2020

Total Population by Municipality in 2020



Rye's 2020 Population : 5,543 individuals,  
an increase of 245 people since 2010.

2000:  
2010: 188,521  
2020: 198,870  
2040: 221,897



Rockingham Planning Commission Regional Population

YEAR: 2000	YEAR: 2020	CHANGE
177,962 Population	198,870 Population	+11.7% CHANGE over 20 years

Source: Decennial Census, 2010, 2020

Source: Decennial Census, 2020

# Aging population.

Average Regional Age:  
 2010: 43  
 2020: 47

## Youngest Population:

- Portsmouth
- Raymond
- Sandown
- Danville
- Brentwood

## Oldest Population:

- Rye
- New Castle

## HOUSEHOLDS SNAPSHOT

### Average Age by Municipality

Town	2010 Average Age	2015 Average Age	2020 Average Age
Atkinson	47.5	47.5	51.9
Brentwood	40.4	42.8	42.1
Danville	40	41.5	42.8
East Kingston	45	44.1	52.8
Epping	39.3	41.7	46.9
Exeter	46.6	43.9	47.6
Fremont	38.5	43.9	44
Greenland	42.3	45.4	46.5
Hampstead	43.4	46.4	44
Hampton	46.3	49.7	50.3
Hampton Falls	41.8	44.9	46.4
Kensington	43.7	47.2	46.6
Kingston	40.4	46	47.5
New Castle	55.1	57.2	56.8
Newfields	39.1	41.8	47.2
Newington	50	53.7	51.5
Newton	40.1	38.8	44.7
North Hampton	42.5	49	50.2
Plaistow	43.2	42.5	44.2
Portsmouth	38.5	41.2	41.5
Raymond	40.4	39	40.5
Rye	49.1	54.5	55.6
Salem	42.3	43.5	45.1
Sandown	36.8	40.8	40.2
Seabrook	46.7	49	49.7
South Hampton	45.8	49.5	44.8
Stratham	42.1	44.5	48.2
<b>RPC Region</b>	<b>43.2</b>	<b>45.6</b>	<b>47.0</b>

Source: American Community Survey, 5-year estimates, 2006-2010, 2011-2015, 2016-2020

# Aging population.

Rye's 2020 Average Age: 55.6 Years  
 2010 Average Age: 49.1 Years

Average Regional Age:  
 2010: 43  
 2020: 47

## Youngest Population:

- Portsmouth
- Raymond
- Sandown
- Danville

## Oldest Population:

- Rye
- New Castle

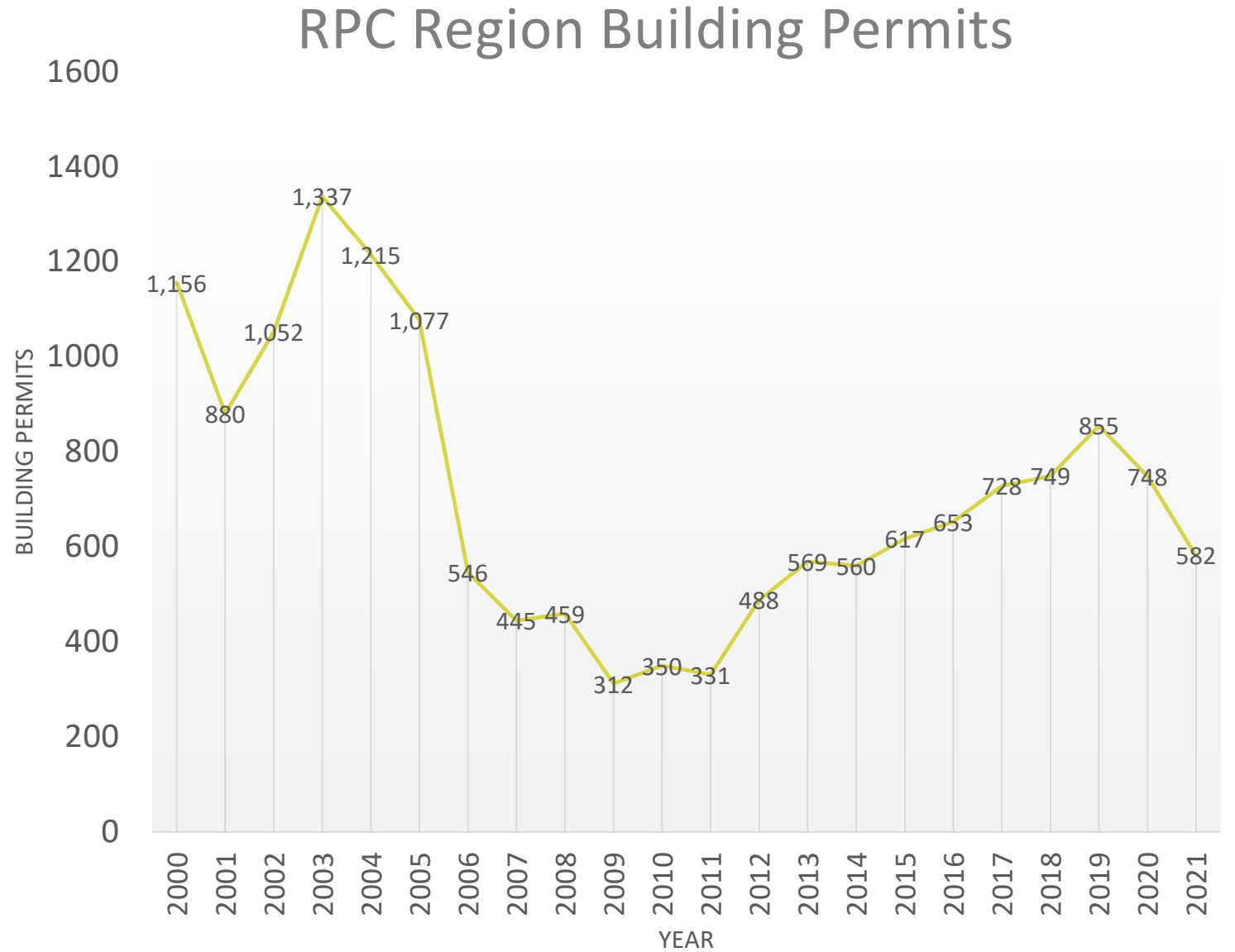
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		46.4	44
		49.7	50.3
		44.9	46.4
		47.2	46.6
Kingston	40.4	46	47.5
New Castle	55.1	57.2	56.8
Newfields	39.1	41.8	47.2
Newington	50	53.7	51.5
Newton	40.1	38.8	44.7
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<b>RPC Region</b>	<b>43.2</b>	<b>45.6</b>	<b>47.0</b>

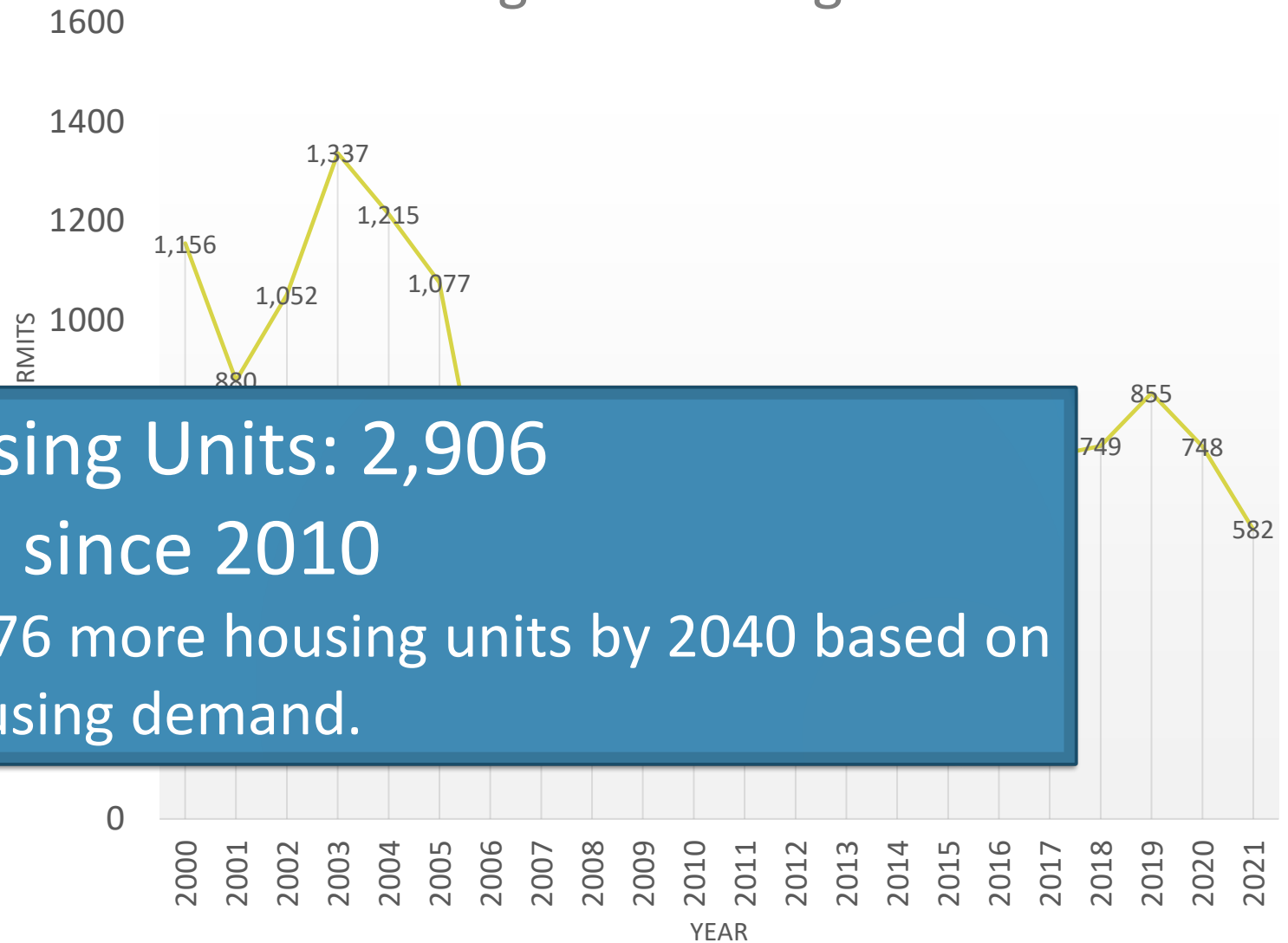
Source: American Community Survey, 5-year estimates, 2006-2010, 2011-2015, 2016-2020

Housing  
production  
has slowed.



Housing production has slowed.

## RPC Region Building Permits



Rye's 2020 Total Housing Units: 2,906

Increase of 170 Units since 2010

Rye is projected to need 476 more housing units by 2040 based on population growth and housing demand.

Cost of housing has increased.

**RPC Region  
Median Gross Rent**

**+47%**

**2010: \$1,086**

**2022: \$1,595**

**RPC Region  
Median Home Price**

**+99%**

**2010: \$265,000**

**2022: \$527,000**

**Rockingham County  
Average 2- bedroom Rent**

**2023: \$1,944**

**Rye Average Home Sale  
Price**

**\$1,185,566**

(August 2022 – August 2023)

**Condo: \$685,115**

**Single-Family: \$1,224,534**



Cost of housing has increased.

RPC Region  
Median Gross Rent

+47%

RPC Region  
Median Home Price

+99%

2023 Affordable home purchase price in Rye: \$407,000

2023 Affordable rent (2-bedroom): \$1,552 per month

Affordable housing means you are not spending more than 30% of your income on housing.

2019 \$265,000  
2023 \$407,000

Home Sale

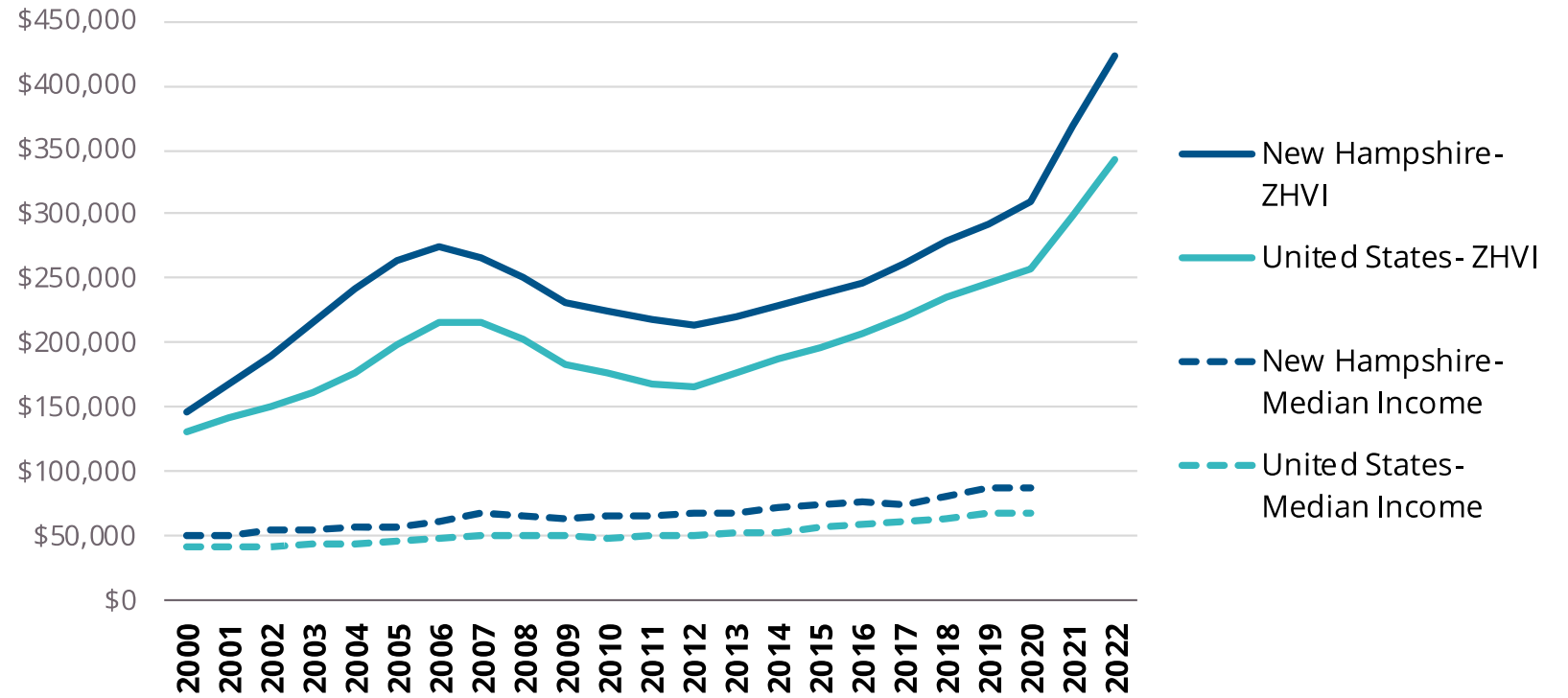
6  
(3)  
115  
224,534

# Rye's Housing Needs Projections

• Projections		2040
Total Units Needed (cumulative)		476
"Affordable" Units Needed		151
Market Rate Units Needed		326
Rental Units V. Owned Units	29% Rental Units Needed & 71% Owned Unites Needed	

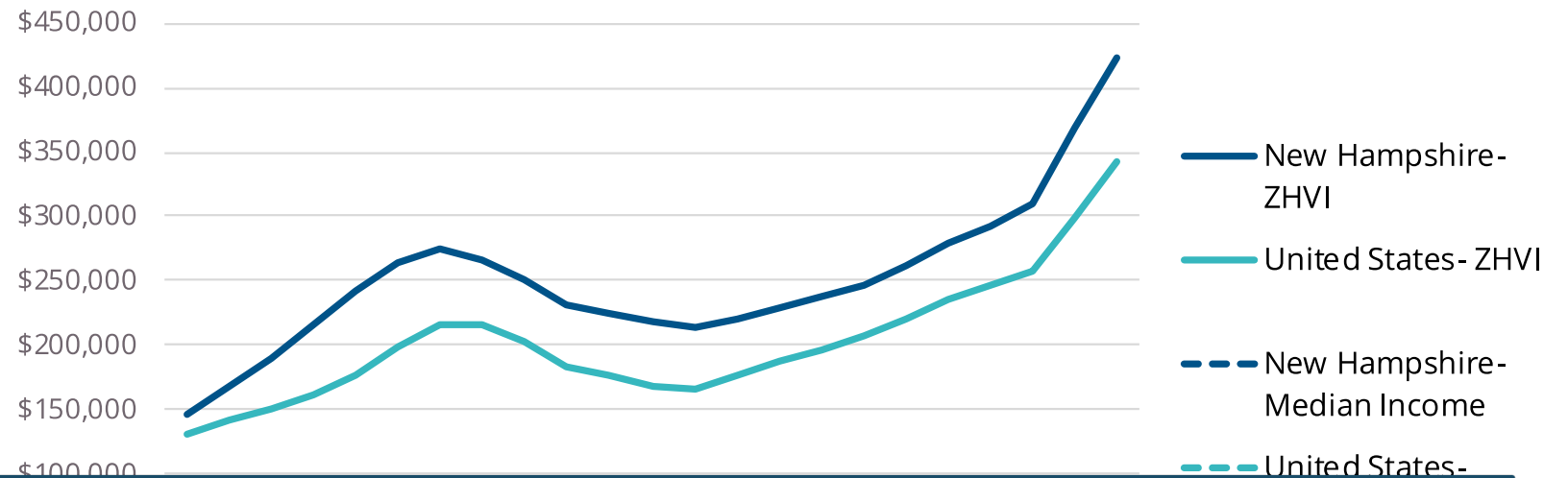
Income has lagged as housing prices continue to increase.

Statewide Zillow Home Value Index and Median Income, 2000 – 2022



Income has lagged as housing prices continue to increase.

Statewide Zillow Home Value Index and Median Income, 2000 – 2022

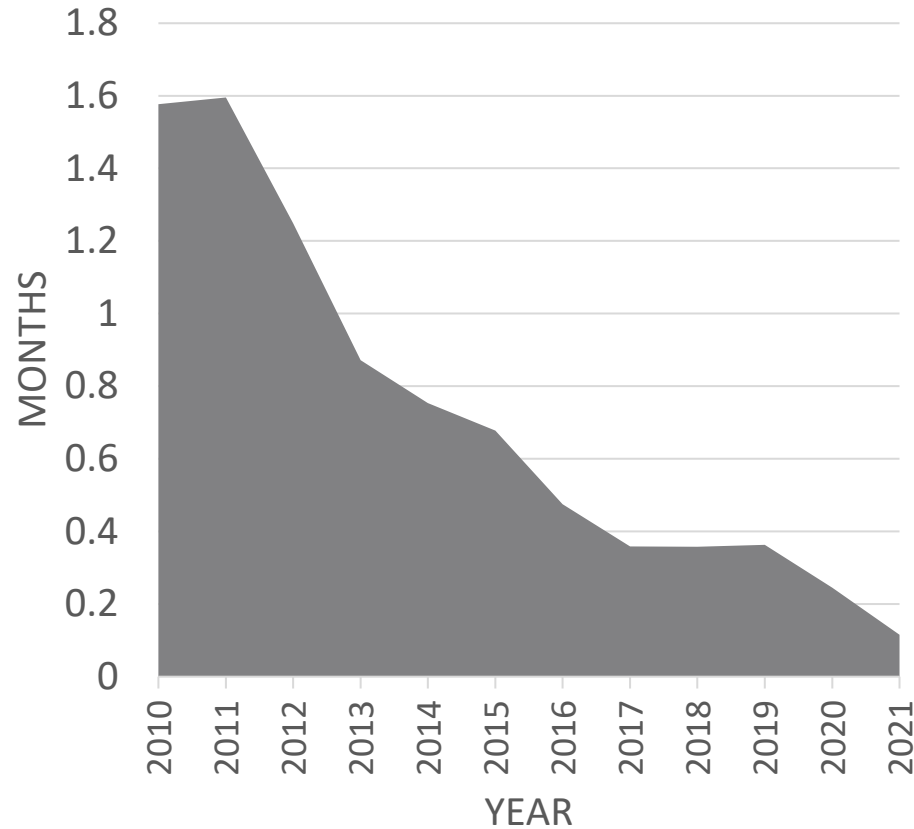


Rye's 2020 Annual  
Median Household Income: \$108,450

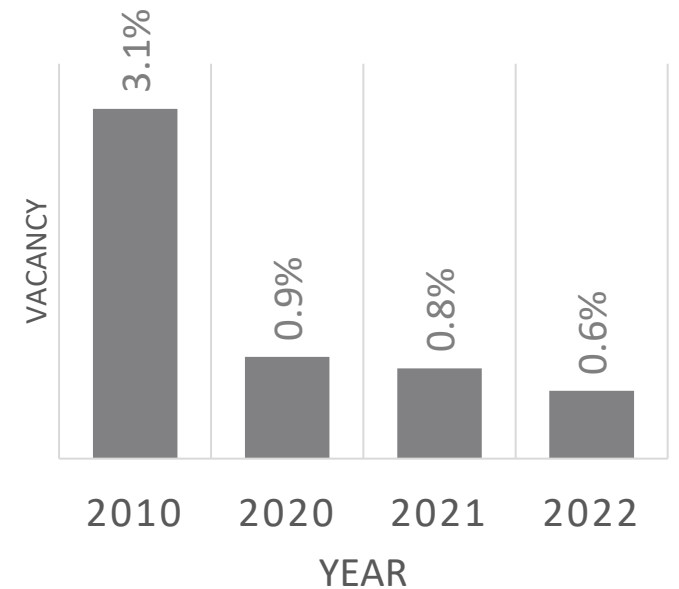
Regional 2020 medium household income: \$107,114

Current housing stock does not meet community needs.

### REGIONAL MONTHS TO ABSORB



### REGIONAL RENTER OCCUPIED VACANCY RATE



Current housing stock does not meet community needs.

Rye has 616 seasonal homes and 83 short-term rentals.



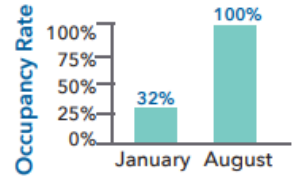
Seabrook, NH



48 Total number of short-term rentals



\$364 Average Daily Rate



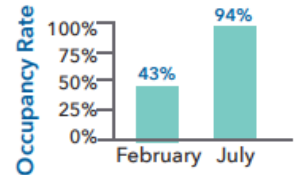
Hampton, NH



507 Total number of short-term rentals



\$273 Average Daily Rate



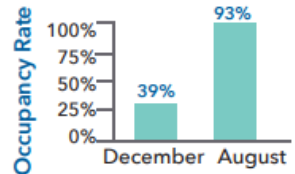
North Hampton, NH



10 Total number of short-term rentals



\$830 Average Daily Rate



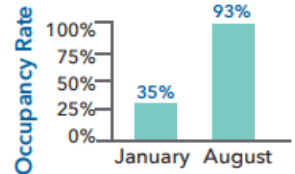
Rye, NH



83 Total number of short-term rentals



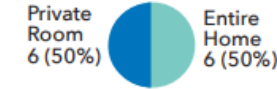
\$439 Average Daily Rate



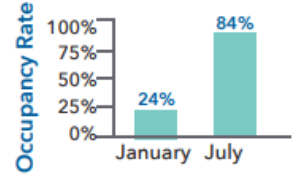
New Castle, NH



12 Total number of short-term rentals



\$332 Average Daily Rate



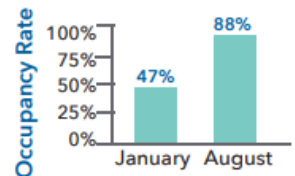
Portsmouth, NH



94 Total number of short-term rentals



\$272 Average Daily Rate





# Environmental Constraints

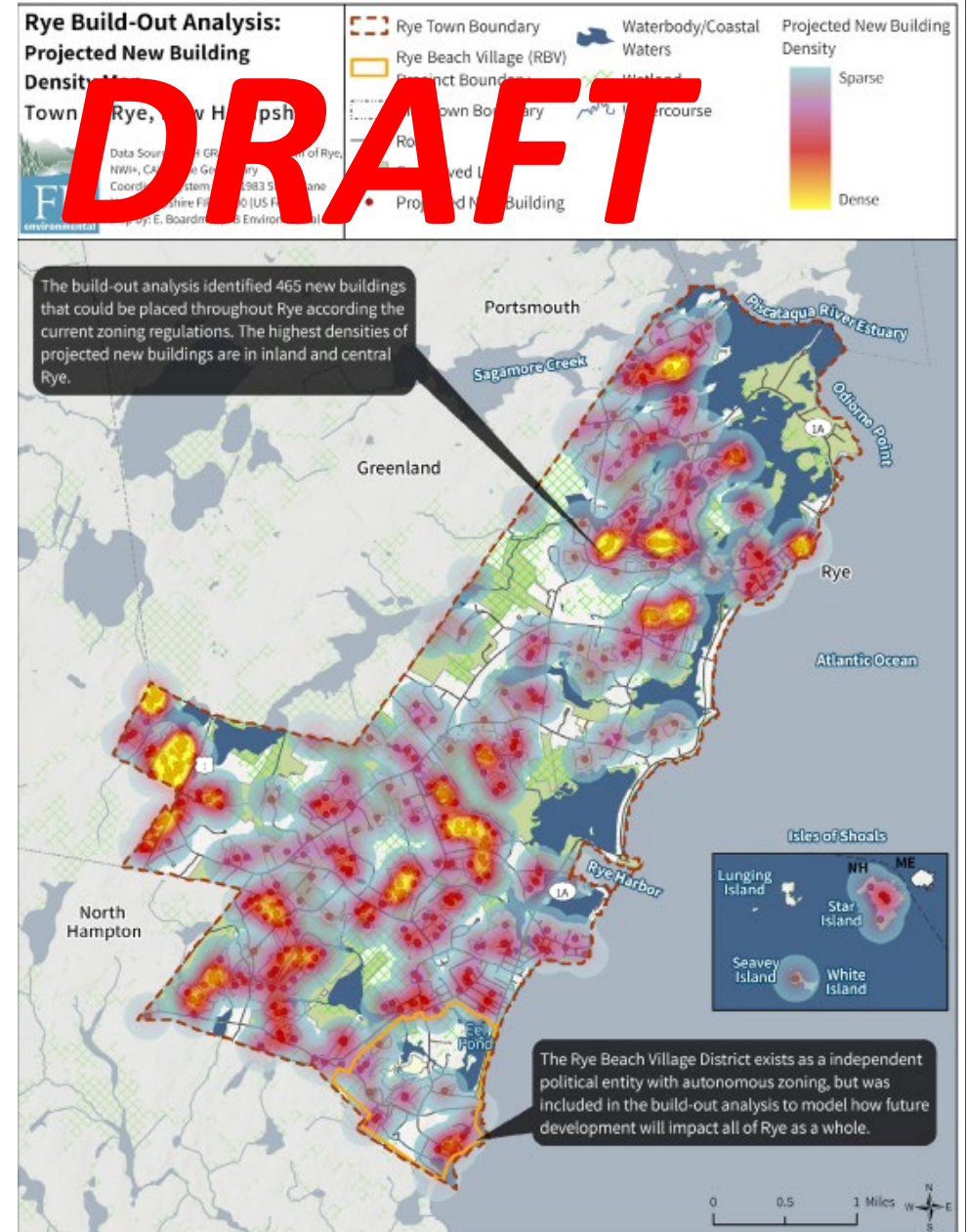




# Environmental Constraints

In Rye, flooding impacts housing –existing and future.

Currently, 450 structure (300 primary structures – mainly homes) within Rye’s flood zones.



**DRAFT**

# What Has Rye Said About Housing So Far?

Housing Survey release May 30 – July 6; 316 survey takers with ~ 5,000 responses.

Summary and full results posted on town website and [www.publicinput.com/RyeFuture](http://www.publicinput.com/RyeFuture).

Lots of thoughtful comments!

Main findings:

- Strong desire to maintain Rye’s character.
- Priority to protect natural resources
- Most feel secure in their current housing
- Lack of understanding of Rye’s housing goals.



August 2023

## Overview

Communities throughout New Hampshire are wrestling with housing challenges. For Rye, the big question is how to integrate housing options into the existing fabric of the community. The first step is to engage the town in a conversation about housing to identify the priorities and strategies that best accommodate the community’s needs.

In February 2023, the Rye Planning Board was awarded a \$17,750 grant from InvestNH Municipal Planning & Zoning Grant Program’s Housing Opportunity Program Needs Assessment Grant (HOP Grant) to prepare a Needs Analysis and Plan to fund the public engagement, analysis, and documentation of answering the question “what should the future of housing be in Rye?” Rockingham Planning Commission was selected to assist the Rye Planning Board with this effort.

The first task in Rye Housing Needs Analysis and Plan was to conduct a survey to seek feedback from residents, businesses, and officials on housing to help guide potential actions and future engagement. Between May 30, 2023 and July 6, 2023, 316 individuals took the Rye Housing Survey and provided nearly 5,000 responses or comments to the survey questions. The survey was a predominantly online survey, with paper surveys available at the Rye Town Hall, Town Hall Annex and Public Library. (Only five paper survey responses were received.) Outreach about the survey included having links posted on the Town website, information was included in the Rye newsletter mailed to every household in town, notices were posted on the unofficial and official social media sites, announcements were made at multiple municipal board meetings, flyers were handed out at the July 4<sup>th</sup> Town Celebration, and flyers posted around Rye.

Full survey results are available on the [town website](http://townwebsite) and at: [publicinput.com/RyeFuture](http://publicinput.com/RyeFuture)

The survey results will serve as one of many sources used to determine future decisions related to housing in Rye, including tasks being funded through Rye’s grant award.

## Next Steps

During the coming months, the Rye Planning Board, with the Long-Range Planning Committee, will continue working with Rockingham Planning Commission to continue the discussion of housing in Rye.

Next steps include:

- **Develop a housing needs assessment** that evaluates the housing status, demographics, and housing-related issues within Rye. This assessment will include guidance about tools and potential changes to local regulations, their impact on housing opportunities, and their relation to Rye residents’ priorities and community goals. The assessment will be presented to the Planning Board later this summer.



# What should Rye do next?

- Keep talking! And integrate community goals into the master plan update and implementation section.
- Review existing regulations to evaluate possible zoning regulation modifications to increase housing opportunities.
- Include the pros and cons of potential changes.
- Assess the level of effort to make the change.
- Identifying support (or lack thereof) for such changes.
- Understand the anticipated level of impact on housing of the regulation change.

# Activity 1 - Tell me your housing story

Tell me your housing story

- Why is Rye the place you call home?
- Have you ever lived in a different kind of housing than you do now?
- What housing needs in the community – if any- are not being met?



# Activity 2 – Housing Map

What type of housing best fits Rye and where?

1



2



5



6



3



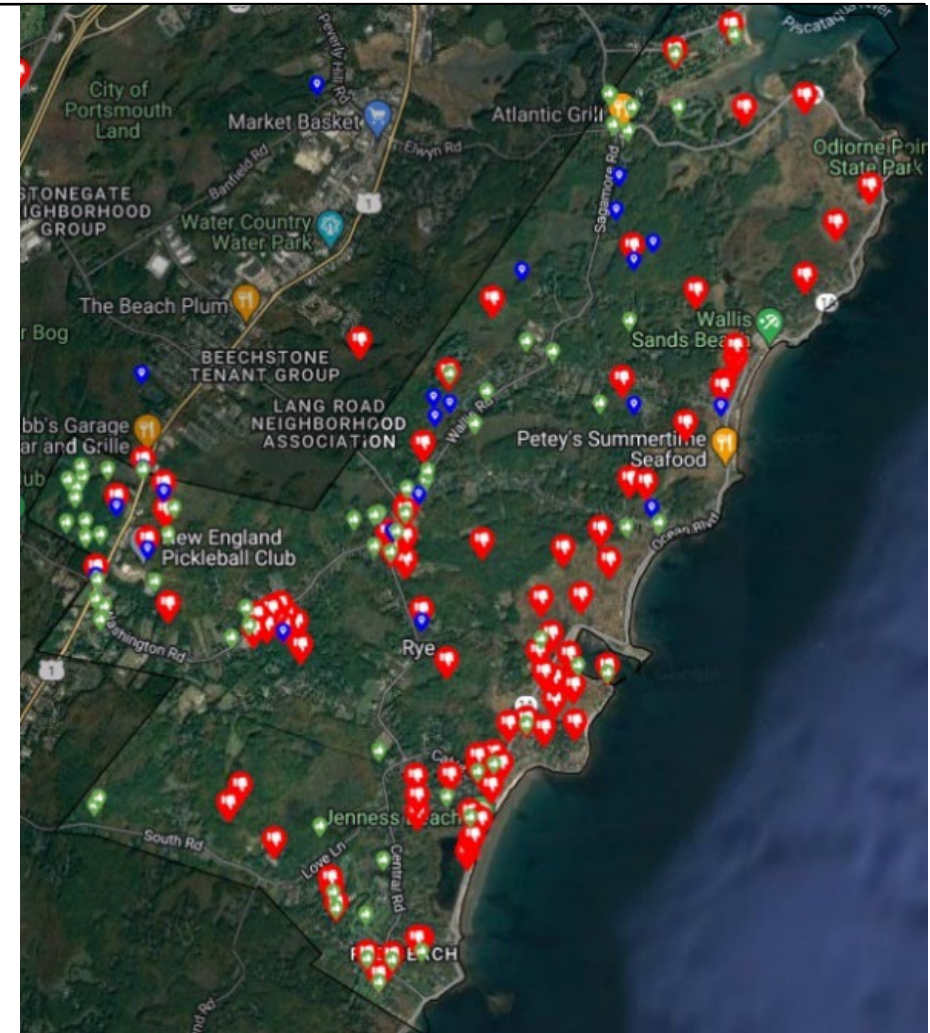
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8







# Activity 3 – Add Your Thoughts on Housing

NO HOUSING -----SOME HOUSING -----MORE HOUSING IS NEEDED






"Too much new construction going on. Overbuilding the community. Adding housing types which adversely affect the type of community Rye is, turning it into an undesirable town. We can't be all things to all people, nor should we have to be."

"Family friendly homes that are somewhat adorable. It feels like only retired or empty nesters from MA, CT, NY or somewhere else can afford homes here. I'm not against people from out of town I just wish there were more families."

"I am not a home owner in NH. It is not something I have ever envisioned as possible because of the cost. So, my housing experience has always been as a renter. Being a renter in NH is a nightmare. And if you explain this to non-renters they will say "just move." Quality and affordable apartment rentals continues to be the biggest crisis in NH. There's no workforce rental proposals in Rye that I am aware of - hopefully Rye's workforce housing plan will include one and two bedroom apartments."






# Wrap Up!

- Summary report from tonight – available in early October
- Rye Housing Needs Assessment presented 10/17
- All documents posted on town website and [www.publicinput.com/RyeFuture](http://www.publicinput.com/RyeFuture)
- Continued work on Master Plan update and Buildout Analysis.

	Visit <a href="http://www.publicinput.com/RyeFuture">www.publicinput.com/RyeFuture</a> or scan the QR code and leave a comment about you 
	Call 855-925-2801 and enter Project Code 2018. Leave a voicemail message with your thoughts.
	Send an email to Kim Reed, Rye Planning and Zoning Administrator at <a href="mailto:KReed@town.rye.nh.us">KReed@town.rye.nh.us</a>
	Attend a Rye Planning Board, Long Range Planning Committee or Master Plan Committee meeting. The meeting dates and agendas are posted on the Rye Town website at: <a href="http://www.town.rye.nh.us">www.town.rye.nh.us</a>



# Wrap Up!

	<p>Visit <a href="http://www.publicinput.com/RyeFuture">www.publicinput.com/RyeFuture</a> or scan the QR <a href="#">code</a> and leave a comment about you</p> 
	<p>Call 855-925-2801 and enter Project Code 2018. Leave a voicemail message with your thoughts.</p>
	<p>Send an email to Kim Reed, Rye Planning and Zoning Administrator at <a href="mailto:KReed@town.rye.nh.us">KReed@town.rye.nh.us</a></p>
	<p>Attend a Rye Planning Board, Long Range Planning Committee or Master Plan Committee meeting. The meeting dates and agendas are posted on the Rye Town website at: <a href="http://www.town.rye.nh.us">www.town.rye.nh.us</a></p>

# Thank you!

- JENN ROWDEN | RPC LAND USE PROGRAM MANAGER
- [JROWDEN@THERPC.ORG](mailto:JROWDEN@THERPC.ORG) | 603-658-0521

## **Appendix C - Frequently Used Housing Terms and Definitions (NH Housing)**





## FREQUENTLY USED HOUSING TERMS & DEFINITIONS

**Accessory Dwelling Unit (ADU)** – a residential living unit that can be within or attached to a single-family dwelling, or a detached unit that provides independent living facilities for one or more persons, including provisions for sleeping, eating, cooking, and sanitation on the same parcel of land as the principal dwelling unit it accompanies. See [New Hampshire Accessory Dwelling Units statute \(RSA 674:71-73\)](#)

**Affordable Housing** – housing, rental or owner-occupied, that costs no more than 30% of one's gross income. Rental cost is defined as rent + utilities. Ownership cost is monthly principal, interest, taxes and insurance.

**Area Median Income (AMI)** – the median income of all households in a given county or metropolitan region. If you were to line up each household in the area from the poorest to the wealthiest, the household in the middle would have the median household income. Housing programs and the state's workforce housing law use AMI to determine housing eligibility.

**Housing Choice Vouchers** (also known as **Section 8**) – a federal government program that assists very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. It is a form of subsidized affordable housing in which families who qualify may be provided with government funding to pay a portion of their rent in standard, market-rate housing. Program eligibility and assistance is based upon income and household size.

**Low Income Housing Tax Credit (LIHTC)** – a federal program that subsidizes the acquisition, construction, and rehabilitation of affordable rental housing for low- and moderate-income tenants. Developers receive a tax credit allocation from an agency such as NHHFA, and then sells the tax credits to a private equity company in exchange for funding to build the property. LIHTC properties must have some or all of its units leased to tenants at rents that are lower than market rent.

**Market Rate Housing** – housing that is available on the private market, not subsidized or limited to any specific income level.

**Mixed-Income Housing Development** – development that includes housing for various income levels, including housing that is targeted towards low- to moderate-income individuals and families.

**Mixed-Use** – any building that contains at least two different types of uses in it, such as ground floor commercial space for stores, restaurants or other businesses, and apartments on the upper floors.

**Multi-Family Housing** – a building or structure designed to house different families in separate housing units; usually rental property.

**Single-Family Housing** – any detached dwelling unit meant for only one family to reside in. A single-family home has no shared property but is built on its own parcel of land.

**Subsidized Housing** – housing where all or a portion of the occupants' monthly housing cost is paid for directly by the government, such as by Housing Choice Vouchers. The renters pay the portion of the rent that is determined to be affordable to them based on their income.

**Workforce Housing** – a variety of housing types that are affordable (no more than 30% of gross income spent on housing cost) suitable for households of working people with different needs and income levels. Due to their income, this population is generally not eligible for any federal assistance programs.

[NH Workforce Housing Law](#) (RSA 674:58-:61) defines workforce housing as housing that is affordable to a renter earning up to 60% of the Area Median Income for a family of three paying no more than 30% of their income on rent and utilities, or a homeowner earning up to 100% of the Area Median Income for a family of four paying no more than 30% of their income on principal, interest, taxes and insurance.