

INVEST NH Municipal Planning & Development Grant Program

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: _____

Instructions: *Submit report on the 10th of every month for the previous month to 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.*



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**



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
 - 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

You can submit additional thoughts several ways:

	Visit www.publicinput.com/RyeFuture 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 KReed@town.rye.nh.us
	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: www.town.rye.nh.us

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



1

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RYE HOUSING SURVEY - SUMMARY REPORT
August 2023

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

**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**

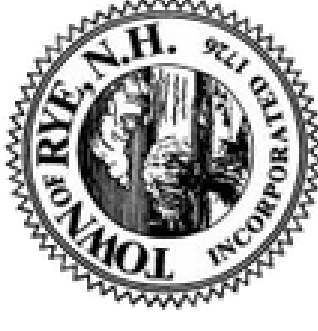
Project Background

- 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:

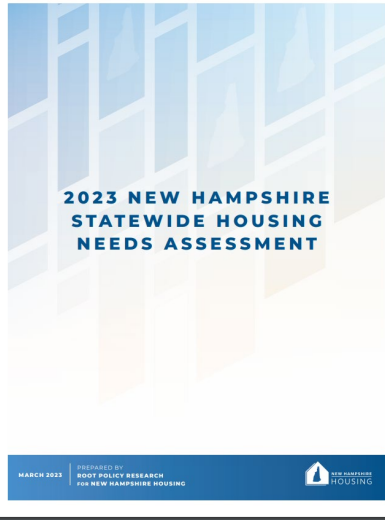


Why Is Rye Doing This Project?

- **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

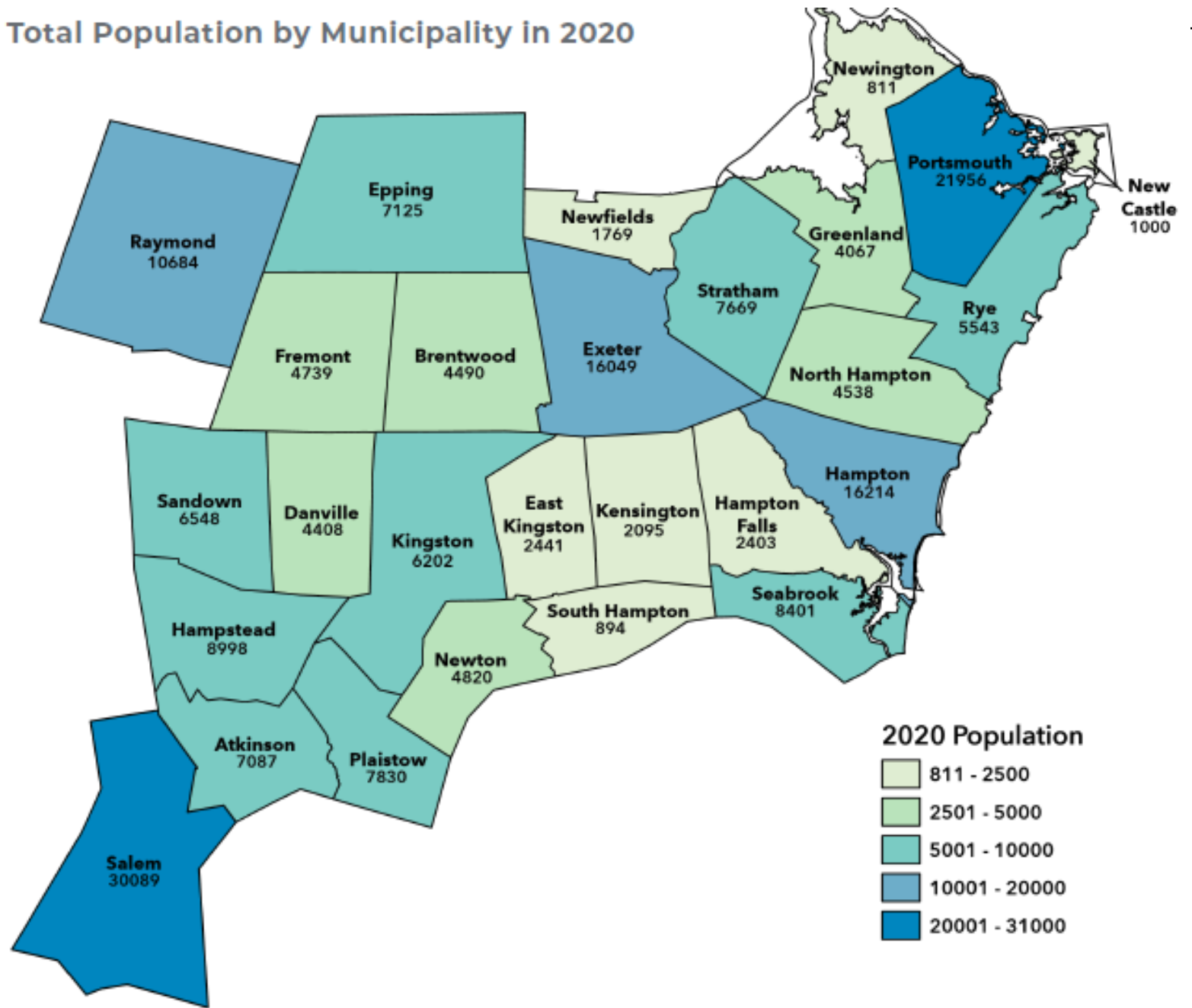


The Town of Rye is currently undertaking several planning efforts related to the future of Rye. These efforts include an update to the Master Plan, conducting a Housing Needs Assessment and a Buildout Analysis. All three efforts will include extensive public engagement and outreach prior. This page is 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

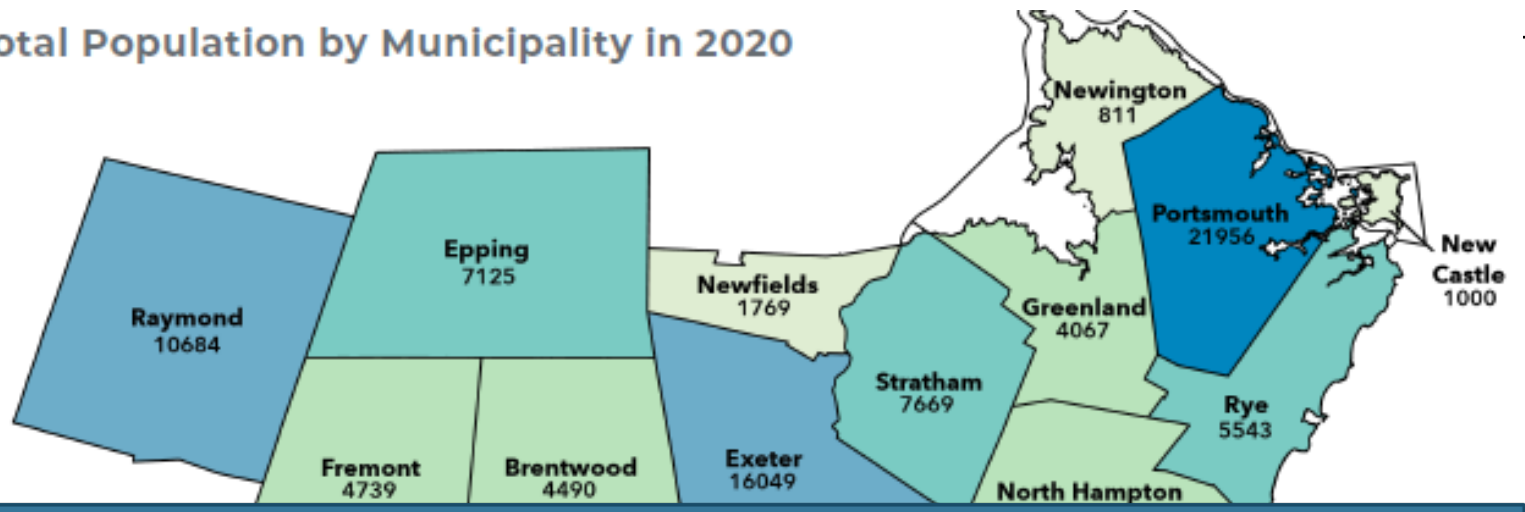
198,870
Population

+11.7%
CHANGE
over 20 years

Source: Decennial Census, 2010, 2020

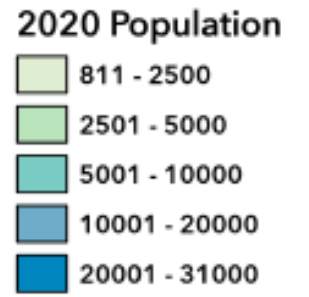
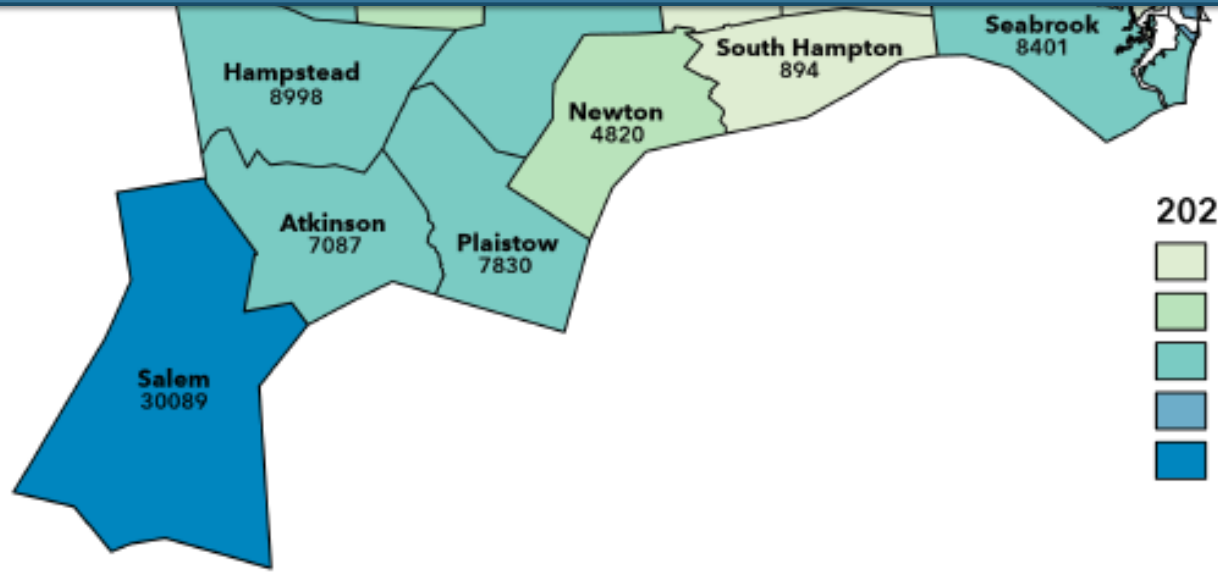
Source: Decennial Census, 2020

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
RPC Region	43.2	45.6	47.0

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

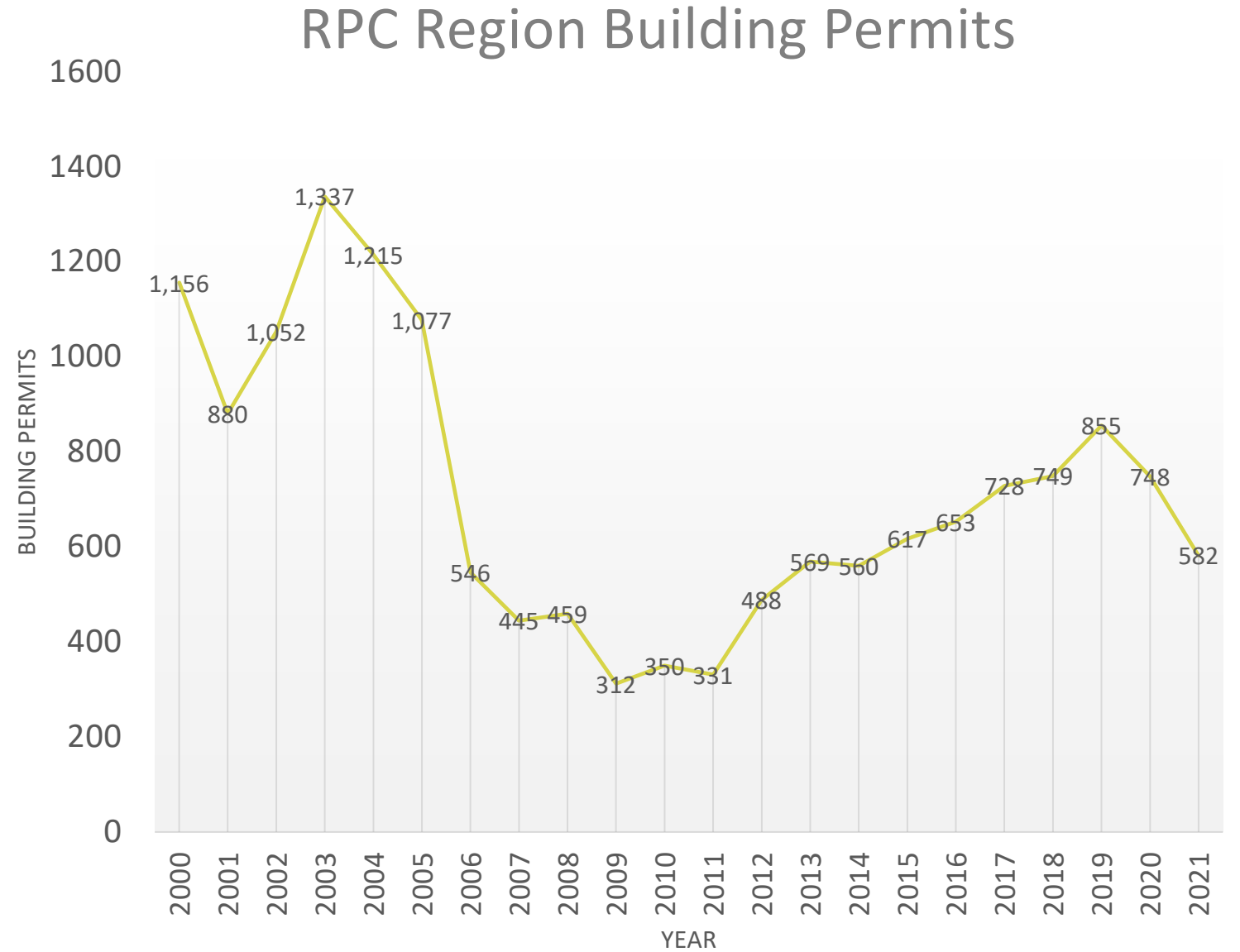
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		49.7	50.3
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Kingston	40.4	46	47.5
New Castle	55.1	57.2	56.8
Newfields	39.1	41.8	47.2
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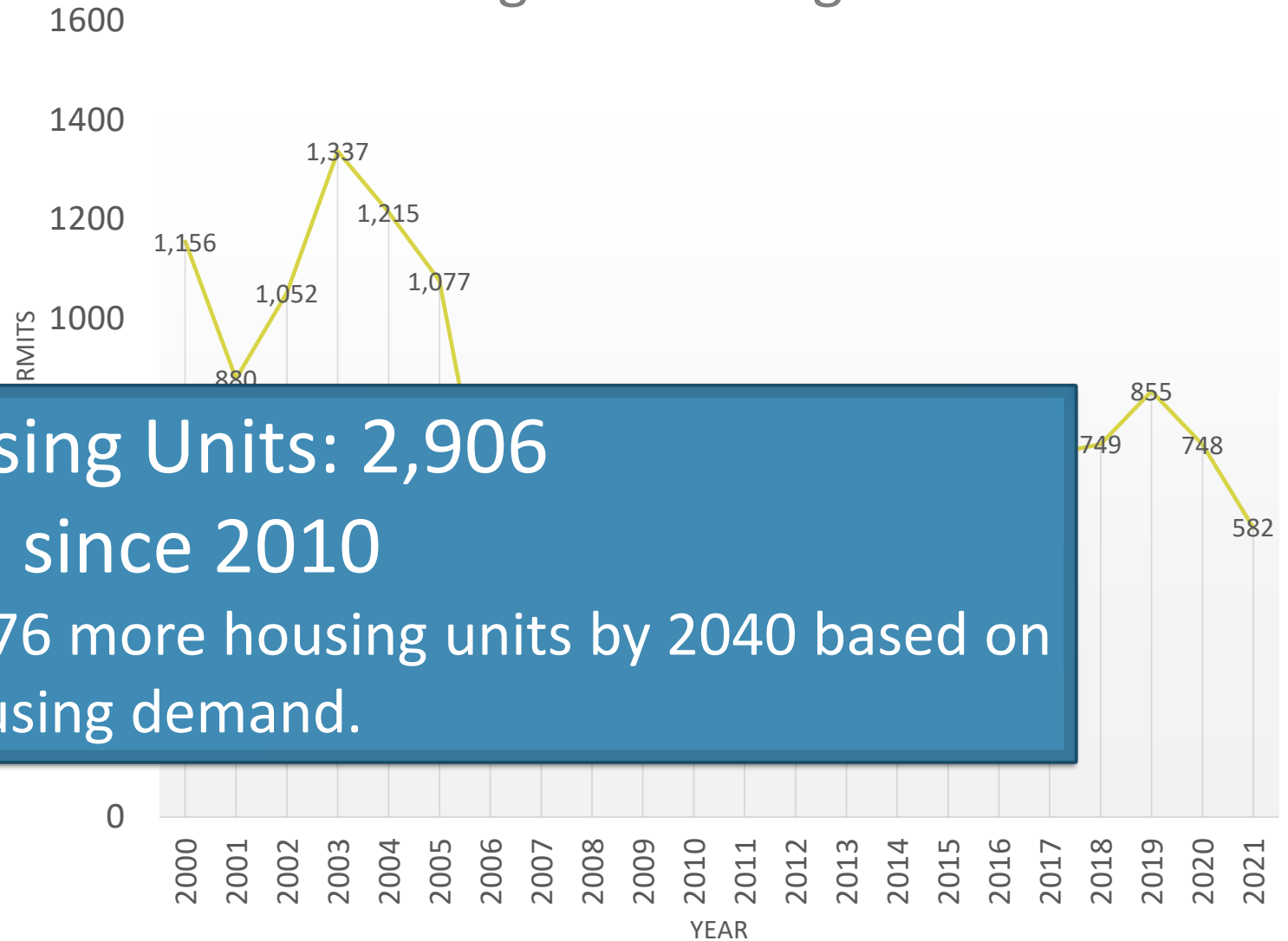
Source: American Community Survey, 5-year estimates, 2006-2010, 2011-2015, 2016-2020

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

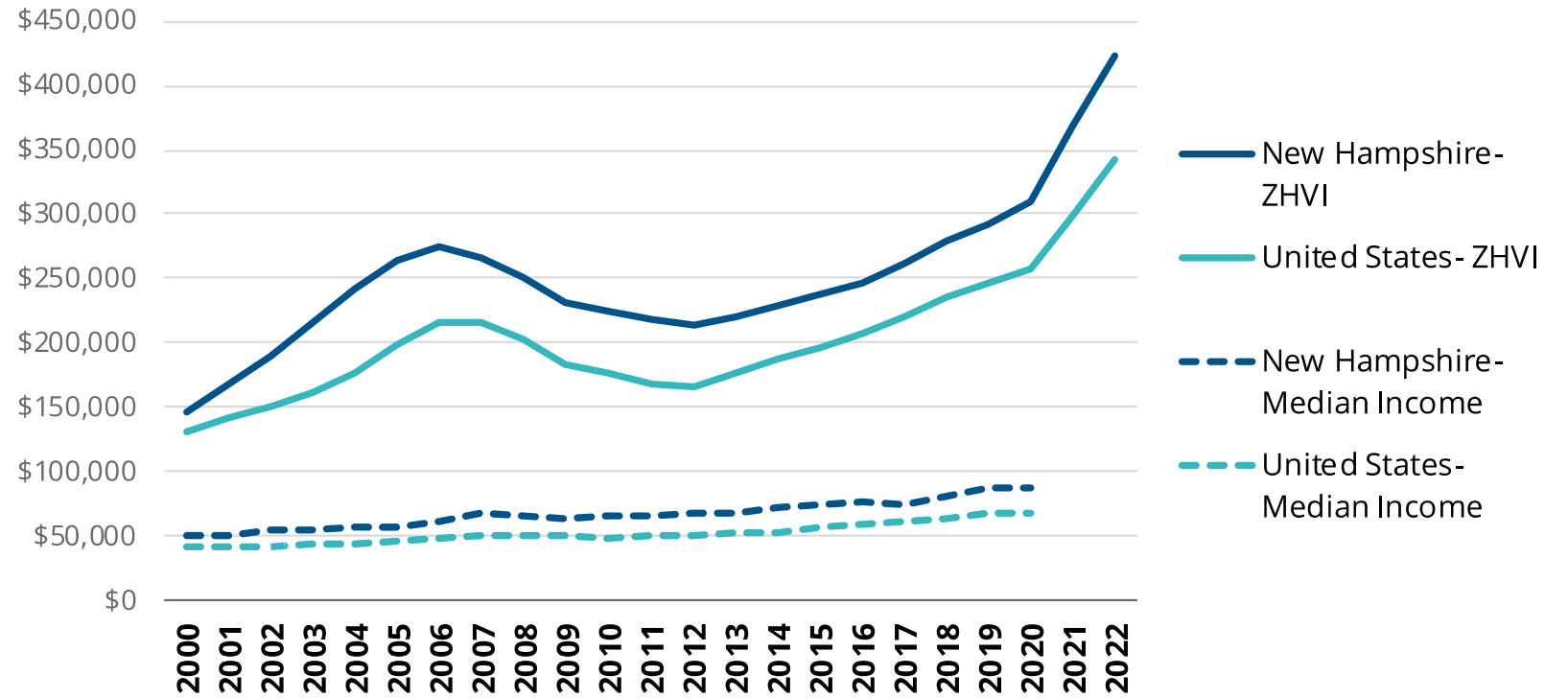
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(3)
115
224,534

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	

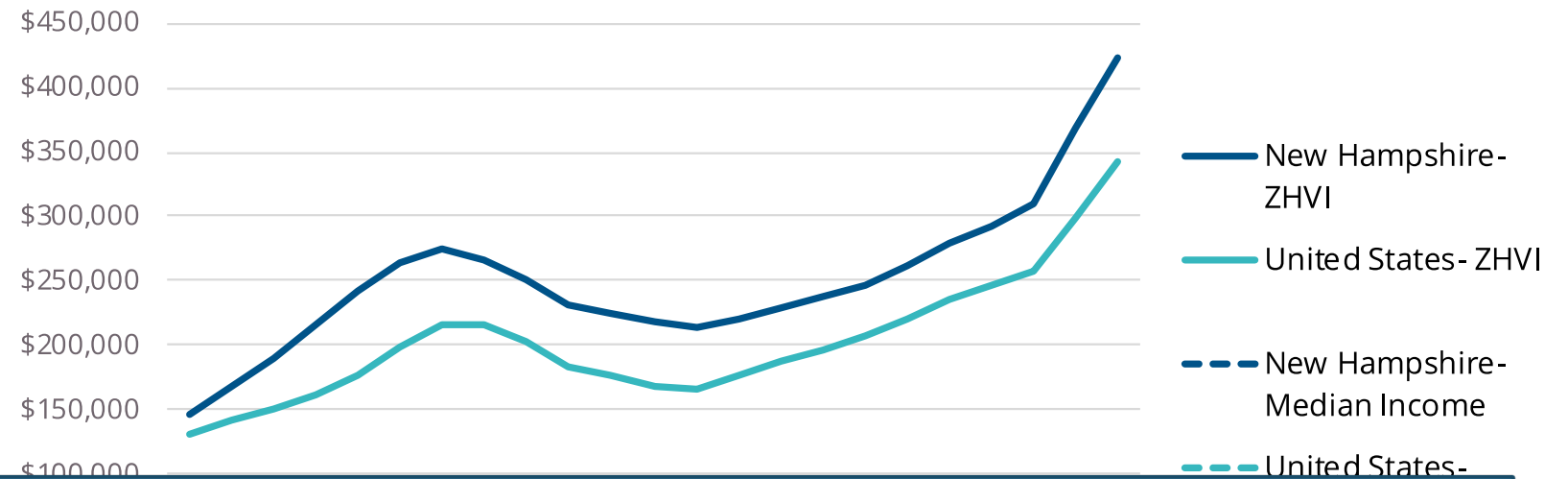
Income has lagged as housing prices continue to increase.

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

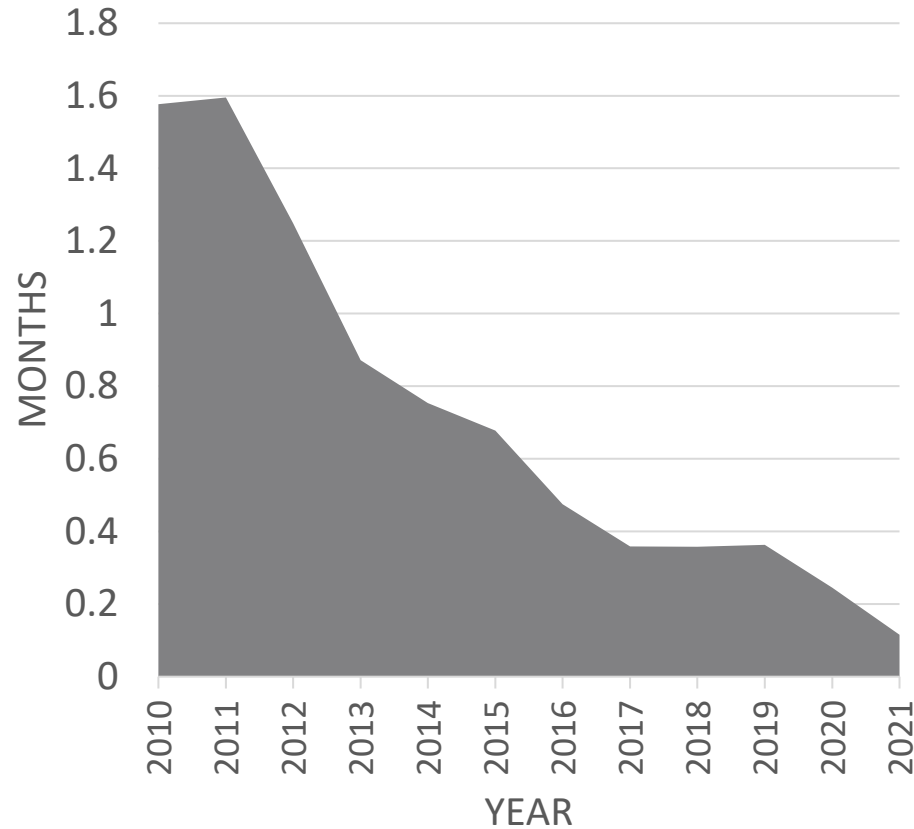


Rye's 2020 Annual
Median Household Income: \$108,450

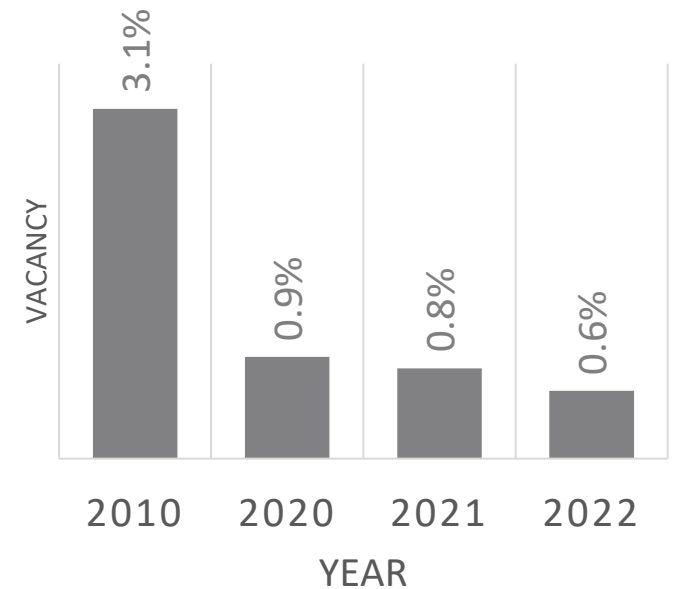
Regional 2020 medium household income: \$107,114

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.



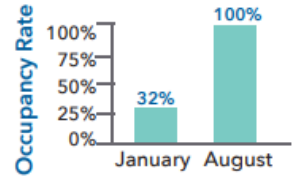
Seabrook, NH



48 Total number of short-term rentals



\$364 Average Daily Rate



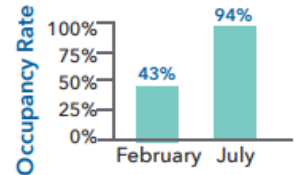
Hampton, NH



507 Total number of short-term rentals



\$273 Average Daily Rate



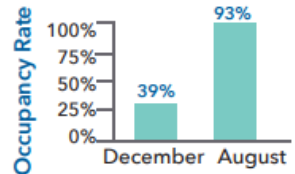
North Hampton, NH



10 Total number of short-term rentals



\$830 Average Daily Rate



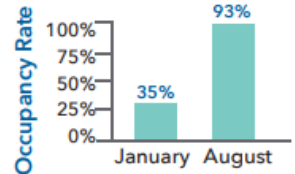
Rye, NH



83 Total number of short-term rentals



\$439 Average Daily Rate



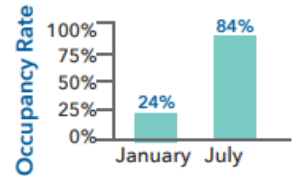
New Castle, NH



12 Total number of short-term rentals



\$332 Average Daily Rate



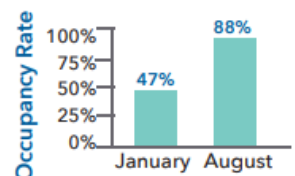
Portsmouth, NH



94 Total number of short-term rentals



\$272 Average Daily Rate



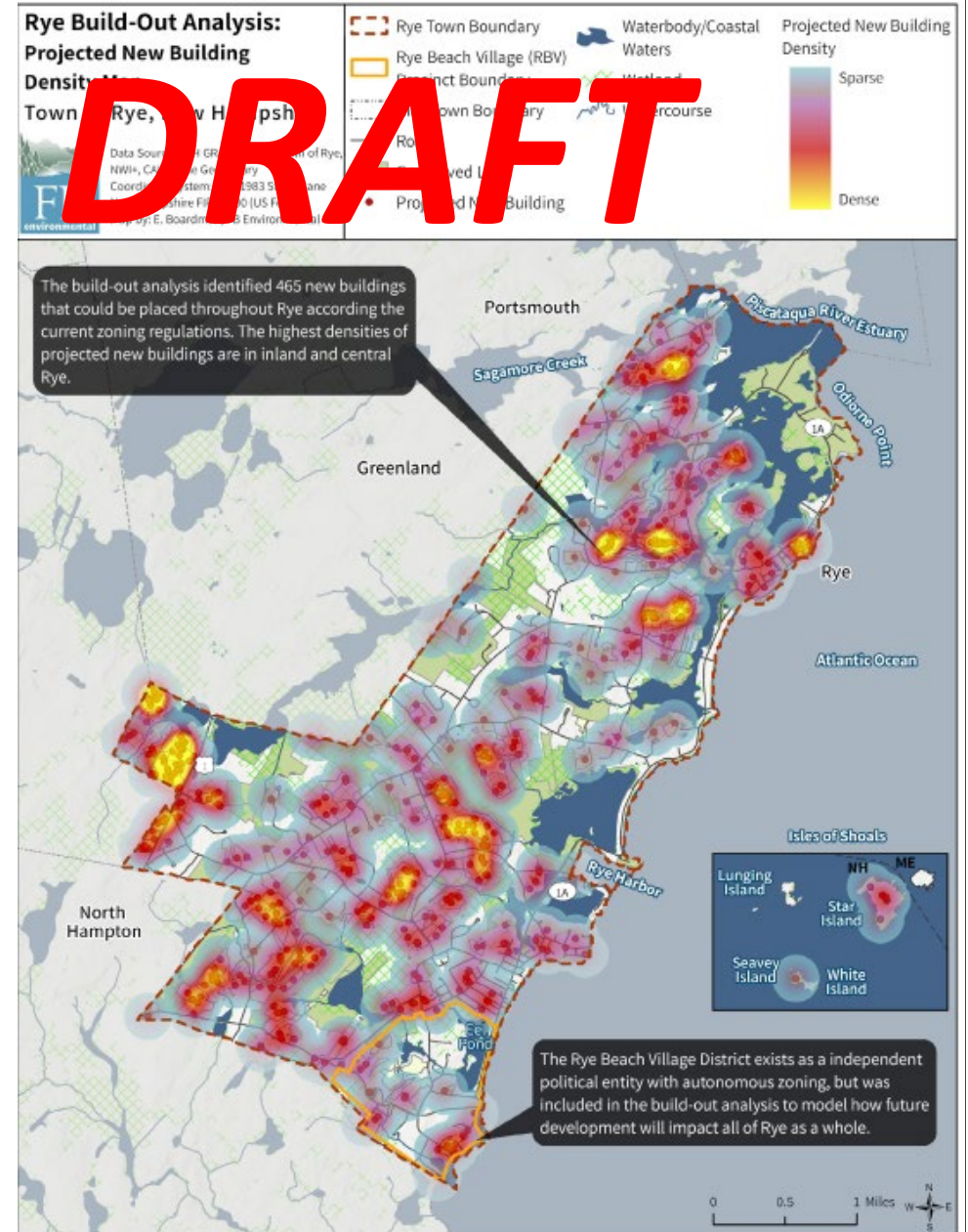
Environmental Constraints



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.

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 4th Town Celebration, and flyers posted around Rye.

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

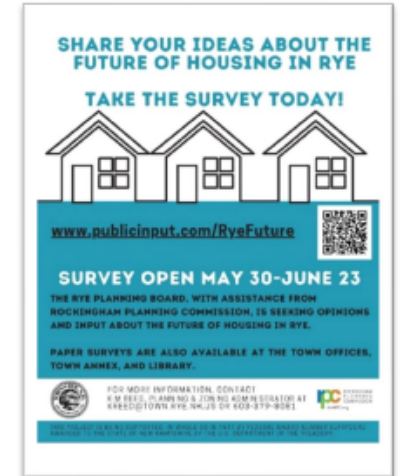
The survey results will serve as one of many sources used to determine future decisions related to housing in Rye, including tasks being funded through Rye’s grant award.

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?

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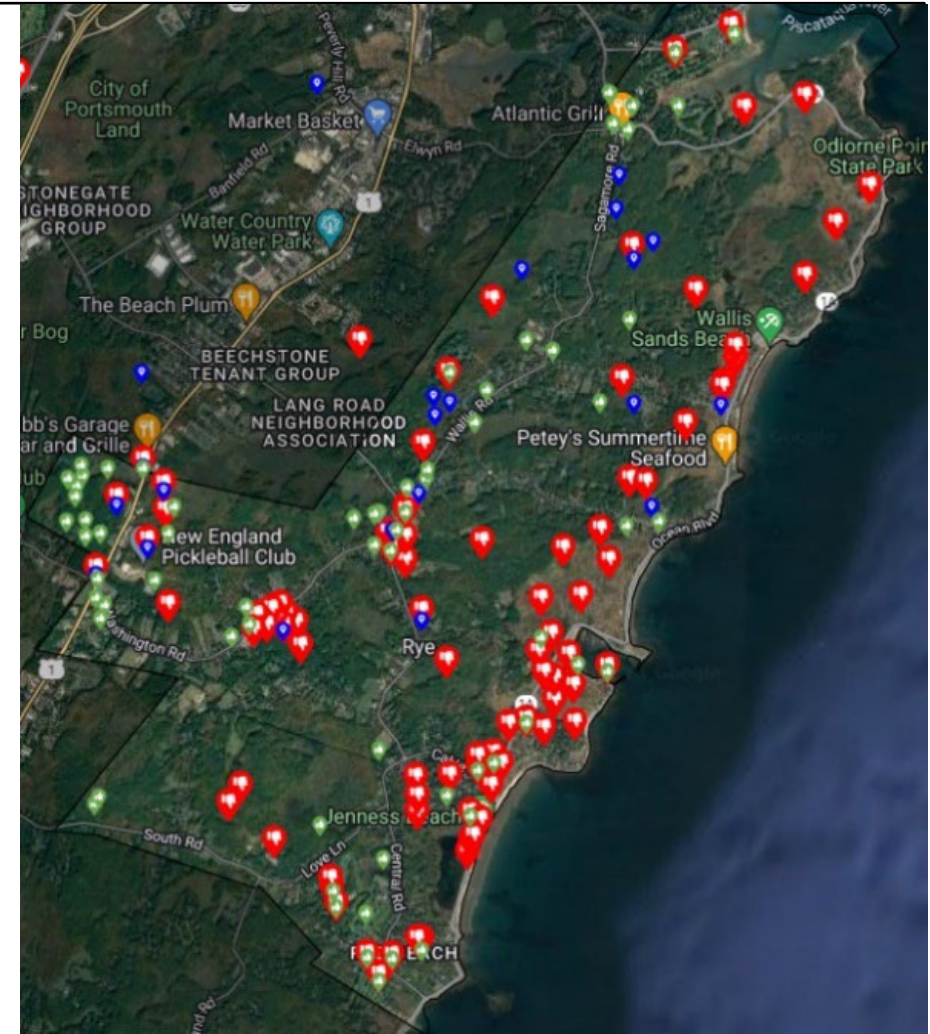
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Activity 2 – Housing Map

1

What type of housing best fits Rye and where?

1



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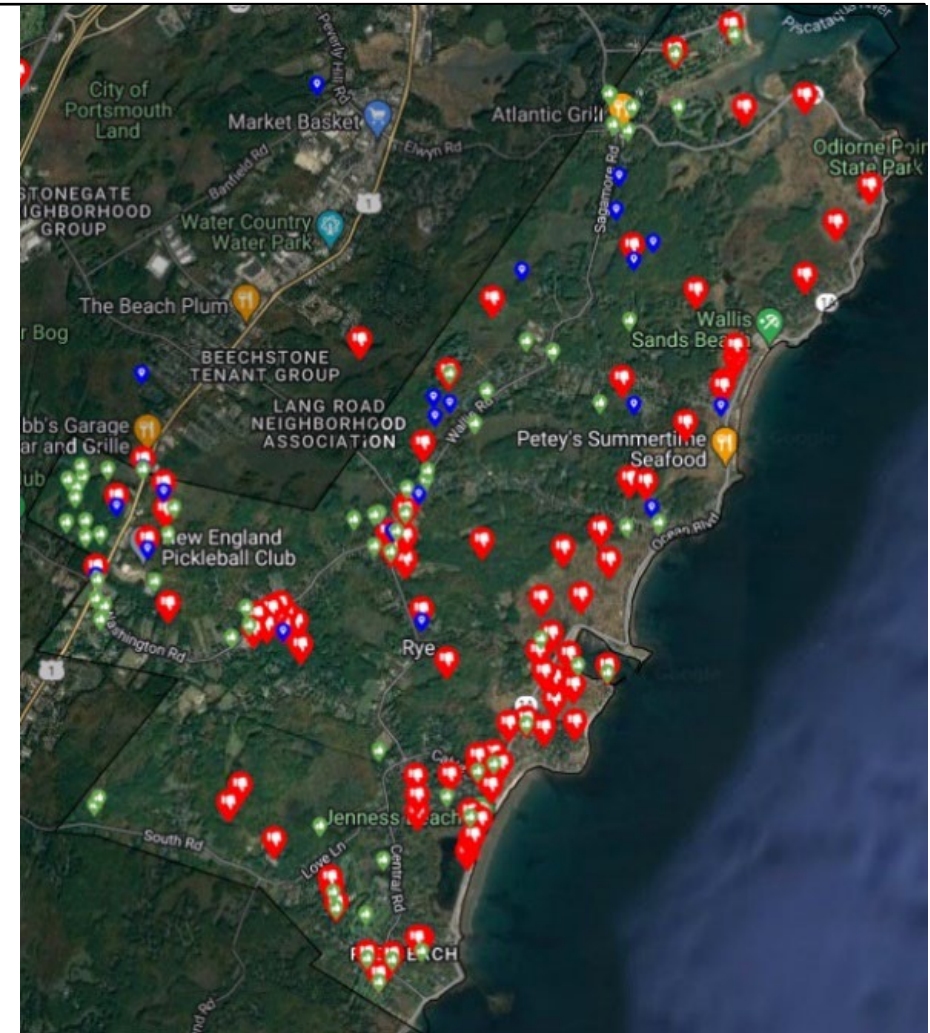
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Activity 3 – Add Your Thoughts on Housing

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
- Continued work on Master Plan update and Buildout Analysis.

	Visit www.publicinput.com/RyeFuture 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 KReed@town.rye.nh.us
	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: www.town.rye.nh.us



Wrap Up!

	<p>Visit www.publicinput.com/RyeFuture or scan the QR code 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 KReed@town.rye.nh.us</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: www.town.rye.nh.us</p>

Thank you!

- JENN ROWDEN | RPC LAND USE PROGRAM MANAGER
- JROWDEN@THERPC.ORG | 603-658-0521