

## **Chapter III Population and Economics**

### **Introduction**

The purpose of this Chapter is to delineate the elements that make up the economic life of the Town of Henniker and to consider how various elements should be managed to best achieve the type of community our citizens desire. The Master Plan Community Survey indicated that the citizens wish to retain the rural atmosphere and “high quality of life” of the Town and that growth of the Town be managed to encourage desirable industrial and commercial activities in properly zoned areas.

The need to maintain flourishing workplaces is of great importance to many communities throughout New Hampshire. A sustainable community includes a variety of businesses, industries, and institutions, which are environmentally sound and financially viable. Businesses need to provide reasonable wages and benefits to workers and provide those workers with opportunities to develop their skills through training, education, and other forms of assistance to prepare for the community’s future needs. Government, business, and public service organizations are all important in attracting new investment and in developing new businesses that suit the character of the community.

### **Goals and Objectives**

Goals and objectives in any plan are intended to provide a policy framework and direction to the plan. Goals are general statements of ideal conditions. Objectives describe desirable projects and programs that will help to achieve the goals. Strategies are steps that need to be taken in order to reach an objective.

**Goal: Have a healthy and diverse economic base that is appropriate in scale, services, and impacts which benefit the Town of Henniker.**

Objective: Be proactive in the recruitment and retention of economic development opportunities in Henniker.

Strategies:

1. Research the possibility of Henniker applying for the New Hampshire Main Street Program in 2004.
2. Encourage the Henniker Business Association, Rotary Club, and other interested business/economic development organizations to continue discussions with residents and Town Officials on the economic well being of Henniker.
3. The Town should actively recruit desirable businesses to locate/expand with the community.

Objective: Support existing businesses that are located in Henniker.

Strategy:

1. The Town should adopt a policy that would require it to purchase supplies, equipment, and materials from local businesses, where possible and feasible.

Objective: Ensure that commercial and retail development has a positive impact on the environment, historic character, social character, and existing development patterns within the Town.

Strategies:

1. Adopt specific landscaping, lighting, and environmental performance standards into the Site Plan Regulations.
2. Review the boundaries of the current Commercial Zoning Districts to ensure that they appropriately reflect future planning goals.

### **Community Survey Results**

A Master Plan Community Survey was distributed to all residential households and non-residential landowners in October 2000. Approximately 1,500 surveys were mailed out with 495 surveys being returned, resulting in a 33% response rate. The following survey questions relate to the Population and Economics Chapter.

*Is your principal place of residence in:*

	<b>Total</b>	<b>%</b>
Henniker	461	93.1%
Out of state	18	3.6%
Other NH city or town	11	2.2%
No Answer	5	1.0%
Grand Total	495	100.0%

*Are you a New England College Student?*

	<b>Total</b>	<b>%</b>
No	485	98.0%
Yes	5	1.0%
No Answer	5	1.0%
Grand Total	495	100.0%

*How long have you lived in Henniker?*

	<b>Total</b>	<b>%</b>
Less than 5 Years	110	22.2%
5 - 10 Years	67	13.5%
10 - 20 Years	119	24.0%
Over 20 Years	164	33.1%
No Answer	35	7.1%
Grand Total	495	100.0%

*Please indicate the number of individuals in your household.*

**Total = 1,272**

*Please indicate the number of children and teenagers for each age group in your household:*

<b>Age Group</b>	<b>Total</b>
Under 5 years old	65
5-8 years old	80
9-11 years old	60
12-17 years old	128

*Please indicate the number of adults for each age group presently in your household:*

<b>Age Group</b>	<b>Total</b>
18-34 years old	183
35-49 years old	369
50-64 years old	200
65 and over	114

*Full-Time Employees – Persons 16 years old or older – Where do you work?  
(Please indicate the number of employed persons)*

Henniker	176	Antrim	3
Concord	132	Bradford	3
Manchester	48	Farm	3
Hillsborough	32	Claremont	3
Contoocook	21	Hanover	3
Massachusetts	14	Merrimack	3
Nashua	11	New Boston	3
Weare	11	New London	3
Bedford	9	Newport	3
Bow	9	Sutton	3
Hooksett	7	Warner	3
Boscawen	5	Franklin	2
Keene	5	Hudson	2
Salem	5	Lebanon	2
Londonderry	4	NH	2
Misc.	4	Pembroke	2
		Self-employed	2

*Please indicate the type of employment for each person 16 years old or older in your household:*

Professional	106	Education, Higher	38
Other	76	Building Trades	36
Retired	64	Student	31
Retail	60	Agriculture/Forestry	30
Education, K-12	60	Computers/High Tech	24
Manufacturing	57	Non-profit	24
Health	52	Homemaker	21
Business Services	42	Finance	15
Government	42	Unemployed	8
Telecommunications	39	Real Estate	7

*Please indicate the highest level of education for each adult in your household:*

	#	%
Some High School or Less	30	3.3%
High School Graduate/GED	175	19.5%
Technical or Junior College	58	6.5%
Some College	176	19.6%
College Graduate	272	30.4%
Post Graduate	185	20.6%
Total	896	100%

*If your children attend daycare, where do they go?*

Henniker	28
Concord	3
Manchester	3
Pembroke	3
Weare	3
Hopkinton	2
Dunbarton	1
Nashua	1

*If your child attends daycare outside of Henniker, what is the reason for that decision?*

Lack of Availability	7
Other	7
Want child closer to work	3

*Does your child attend an after-school program?*

	<b>Total</b>	<b>%</b>
No	122	90.4%
Yes	13	9.6%
<b>Total</b>	<b>135</b>	<b>100.0%</b>

*How old are the children in your household that attend daycare/after-school programs?*

<i>Age of Child</i>	<i># of Children</i>
1	9
2	2
3	4
4	6
5	13
6	2
7	8
8	1
9	2
10	1

*Regarding commercial and industrial development, how important is each of the following:*

	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>
Local Full-Time Employment	304	110	37
Local Part-Time Employment	279	137	29
Commercial Enterprises	231	150	64
Home-Based Businesses	204	195	53
Increased Commercial and Industrial Zoning	136	148	150
Industrial Development Parks	123	125	180

*How important is each of the following to your choice to live in Henniker?*

	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>
Rural Quality	384	66	8
Small New England Village	378	63	19
Reputation of Schools	258	88	97
Affordable Housing	260	121	66
Commuting Distance to Work or Other Opportunities	239	138	72
Town Services	193	193	51
Employment	134	129	172
Suburban Area	132	155	132
College Town	107	179	161
Born and/or Raised Here	87	42	281
Farming Opportunity	56	109	264

*How should Henniker respond to prospects for growth in each of the following areas:*

	<b>Encourage</b>	<b>Stay As Is</b>	<b>Discourage</b>
Farms	325	119	4
Professional and Business Shops	314	118	18
Small Manufacturing Firms	282	119	45
Child Care Centers	279	147	15
Retail Shops	271	150	33
Restaurants (sit down)	226	215	16
Building Trades	209	189	30
Hotels/Motels	126	231	93
Heavy Commercial/Industrial Firms	105	142	202
Gas Stations	83	285	85
Major Retail Stores	82	122	252
Restaurants (fast food)	76	96	287
Shopping Centers	71	107	283
Mini-Storage	48	260	143

## **Population Characteristics**

### **Historical Population Trends**

Changes in the population of any community are influenced by a variety of factors, ranging from changes in the local economic base to national events, such as wars and recessions. From 1790 to 2000, Henniker had seen a growth in population of 3,306 people, or approximately 16 people per year. However, as can be seen from the following chart, this is not a consistent rate and is subject to fluctuation.

**Henniker Historical Population, 1790-2000**

<b>Year</b>	<b>Population</b>	<b>Percent Change</b>
<b>1790</b>	1,127	--
<b>1800</b>	1,476	30.97%
<b>1810</b>	1,608	8.94%
<b>1820</b>	1,900	18.16%
<b>1830</b>	1,725	-9.12%
<b>1840</b>	1,715	-0.58%
<b>1850</b>	1,688	-1.57%
<b>1860</b>	1,500	-11.14%
<b>1870</b>	1,288	-14.13%
<b>1880</b>	1,326	2.95%
<b>1890</b>	1,385	4.45%
<b>1900</b>	1,507	8.81%
<b>1910</b>	1,395	-7.43%
<b>1920</b>	1,344	-3.66%
<b>1930</b>	1,266	-5.80%
<b>1940</b>	1,336	5.53%
<b>1950</b>	1,675	25.37%
<b>1960</b>	1,636	-2.33%
<b>1970</b>	2,348	43.52%
<b>1980</b>	3,246	38.25%
<b>1990</b>	4,151	27.90%
<b>2000</b>	4,433	6.54%

Source: US Census, NH Office of State Planning, CNHRPC

### **Regional Population Trends**

During the period of 1970 through 2000, Henniker experienced a population increase of 89%, as can be seen below. Since 1970, the population has increased by 2,392 people, with the largest increase occurring between 1980 and 1990.

**Henniker and Abutting Communities Population Trends 1970-2000**

Town	1970 Population	1980 Population	1990 Population	2000 Population	% Growth 1970-2000
Henniker	2,348	3,246	4,151	4,433	89%
Bradford	679	1115	1405	1454	114%
Deering	578	1041	1707	1875	224%
Hillsborough	2775	3437	4498	4928	78%
Hopkinton	3,007	3,861	4,806	5,399	79%
Warner	1,441	1,963	2,250	2,760	91%
Weare	1,851	3,232	6,193	7,776	320%
Merrimack Co.	80,925	98,302	120,005	136,225	68.3%
State of NH	737,681	920,610	1,109,252	1,235,786	67.55

Source: 1970 Census, 1980 Census, 1990 Census, 2000 Census

**Population Projections**

Based on observed past population estimates, it is difficult to develop population projections for future years. As noted in the Community Facilities Chapter of this Plan, predicting future population growth is crucial for planning the expansion of community services and facilities.

Prediction of future population changes can only serve as an estimate of what may happen in the future. As noted previously, population trends are affected by numerous variables, including economic shifts and other similar events. The local population projections are based on a community's historical share of its' county's growth. These numbers can only serve as an estimate of what may occur over the next twenty years, with regards to population changes.

**Henniker and Abutting Communities Population Projections, 2000-2020**

Town	2000 Actual	2000 Projected	2005 Projected	2010 Projected	2015 Projected	2020 Projected	2000 – 2020 Projected Increase
Henniker	4,433	4,235	4,484	4,628	4,885	5,170	22.1%
Bradford	1,454	1,462	1,545	1,593	1,678	1,772	21.9%
Deering	1,875	1,878	2,063	2,199	2,491	2,785	48.5%
Hillsborough	4,928	4,869	5,267	5,541	6,104	6,670	35.3%
Hopkinton	5,399	5,105	5,485	5,545	5,829	6,144	20.4%
Warner	2,760	2,522	2,641	2,710	2,830	2,962	17.4%
Weare	7,776	7,945	9,355	9,900	11,136	12,328	55.2%
Merrimack County	136,225	130,476	137,322	141,326	148,388	156,115	19.7%
State of NH	1,235,786	1,228,794	1,306,638	1,358,750	1,441,668	1,527,873	24.3%

Source: October 1999 Population Projections, NH Office of State Planning, 2000 Census

As can be seen above, many of the projected Office of State Planning 2000 population figures were lower than the actual 2000 Census figures. These population projections should be looked at as a conservative estimate of future population growth in the region.

### **Population Densities**

One common measure of community character and sense of place is population density (persons per square mile). These density figures are based on the total land area, not discounting for unbuildable land, roads, and permanently protected areas.

#### **Population per Square Mile for Henniker and Abutting Communities, 1970 - 2000**

<b>Town</b>	<b>Land Area (Sq. Miles) *</b>	<b>Persons per Square Mile 1970</b>	<b>Persons per Square Mile 1980</b>	<b>Persons per Square Mile 1990</b>	<b>Persons per Square Mile 2000</b>
<b>Henniker</b>	44.80	52	72	93	99
<b>Bradford</b>	35.92	19	31	39	40
<b>Deering</b>	31.23	19	33	55	60
<b>Hillsborough</b>	44.69	62	77	101	110
<b>Hopkinton</b>	45.08	67	86	107	120
<b>Warner</b>	55.47	26	35	41	50
<b>Weare</b>	60.09	31	54	103	129
<b>Merrimack Co.</b>	934.00	87	106	129	146
<b>State of NH</b>	8968.00	83	103	124	138

\* Land are includes all buildable and unbuildable land

Source: 1970 Census, 1980 Census, 1990 Census, 2000 Census

As noted above, Henniker had 99 persons per square mile in 2000, which is in the middle range, as compared to abutting communities. However, approximately 2.34 square miles (1,500 acres) of the Town is composed of the Hopkinton-Everrett Flood Control Area, which is undevelopable and therefore, changes the person per square mile density to 104 people.

### **Age Characteristics**

Knowing not only the number of people living in Henniker but also the characteristics of the residents, is key to adequately planning for Hennikers future needs.

#### Households with Children and Older Adults

By knowing the number of households with children, under the age of 18, and adults, over the age of 65, the community can better plan for the needs and wants of the residents.

**Households with Children, 2000**

<b>Town</b>	<b>Households with People Under 18 Years Old, 2000</b>		<b>Households with No People Under 18 Years Old, 2000</b>	
<b>Henniker</b>	620	39.1%	965	60.9%
<b>Bradford</b>	204	36.5%	355	63.5%
<b>Deering</b>	259	36.3%	454	63.6%
<b>Hillsborough</b>	707	38.8%	1,215	61.2%
<b>Hopkinton</b>	764	36.7%	1,320	63.3%
<b>Warner</b>	366	34.9%	682	65.1%
<b>Weare</b>	1,313	50.2%	1,305	49.8%
<b>Merrimack Co.</b>	18,677	36.0%	33,166	64.0%
<b>New Hampshire</b>	167,367	35.3%	304,459	64.7%

Source: 2000 Census

**Households with Older Adults, 2000**

<b>Town</b>	<b>Households with People 65 Years Old or Older, 2000</b>		<b>Households with No People 65 Years Old or Older, 2000</b>	
<b>Henniker</b>	280	17.7%	1,305	82.3%
<b>Bradford</b>	136	24.3%	423	75.7%
<b>Deering</b>	153	21.5%	560	78.5%
<b>Hillsborough</b>	428	22.8%	1,484	77.2%
<b>Hopkinton</b>	523	25.1%	1,561	74.9%
<b>Warner</b>	214	20.4%	834	79.6%
<b>Weare</b>	267	10.2%	2,351	89.8%
<b>Merrimack Co.</b>	11,309	21.8%	40,534	78.2%
<b>New Hampshire</b>	168,371	35.5%	303,455	64.5%

Source: 2000 Census

As can be seen in the two tables above, Henniker has the second largest percentage of households with people under the age of 18 and the second largest percentage of households with no people 65 years old or older.

Population by Age Group

Understanding population trends by age group can help communities allocate resources for public infrastructure and services to meet the needs of the population. As can be seen below, the age group in Henniker with the largest percentage of people in it is 25-34 years of age.

### Henniker Population by Age Group, 2000

Age Group	2000 Population	Group as % of 2000 Population
Under 5	219	4.9%
5 to 9 Years	304	6.9%
10 to 14 Years	384	8.7%
15 to 17 Years	198	4.5%
18 and 19 Years	259	5.8%
20 to 24 Years	485	10.8%
25 to 34 Years	480	18.0%
35 to 44 Years	800	15.3%
45 to 54 Years	677	3.7%
55 to 59 Years	164	2.5%
60 to 64 Years	111	4.2%
65 to 74 Years	188	4.2%
Over 75	164	3.7%
<b>Total</b>	<b>4,433</b>	<b>100%</b>

Source: 2000 US Census

### Employment, Education, and Commuting Characteristics of Residents

#### **Labor Force, Employment, and Unemployment**

The labor force of a community is defined as the number of people who are over the age of 16, regardless of their employment status. In 2000, the population of Henniker was 4,433 people, with a labor force of 2,502 people, which is approximately 56% of the population. In 1990, the population was 4,161 people, with a labor force of 2,040 people, constituting 49% of the population. This shows that the labor force has grown faster than the population over the last ten years. As can be seen below, the changes in labor force, employment, and the unemployment rate for Henniker are comparable with the surrounding communities.

**1990-2001 Labor Force, Employment, and Unemployment Figures**

<b>Henniker</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	2,040	2,241	2,109	2,174	2,322	2,379	2,357	2,333	2,376	2,426	2,502	2,495
Employment	1,956	2,122	2,022	2,083	2,256	2,315	2,283	2,255	2,306	2,358	2,428	2,420
% Unemployment	4.1%	5.3%	4.1%	4.2%	2.8%	2.7%	3.1%	3.3%	2.9%	2.8%	3.0%	3.0%
<b>Bradford</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	700	774	744	766	808	805	799	789	794	807	839	835
Employment	649	713	696	710	759	778	767	762	775	793	816	814
% Unemployment	7.3%	8.0%	6.5%	7.3%	6.2%	3.4%	4.0%	3.4%	2.4%	1.7%	2.7%	2.5%
<b>Deering</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	766	833	865	898	930	956	949	966	988	999	1,034	1,041
Employment	749	809	848	873	812	935	922	941	966	988	1,017	1,014
% Unemployment	2.2%	2.9%	2.0%	2.8%	1.9%	2.2%	2.8%	2.6%	1.9%	1.1%	1.6%	2.6%
<b>Hillsborough</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	2,280	2,549	2,571	2,660	2,756	2,802	2,799	2,741	2,803	2,854	2,933	2,964
Employment	2,179	2,369	2,428	2,503	2,643	2,712	2,674	2,667	2,729	2,791	2,873	2,864
% Unemployment	4.4%	7.1%	5.6%	5.9%	4.1%	3.2%	4.5%	2.7%	2.6%	2.2%	2.0%	3.4%
<b>Hopkinton</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	2,333	2,585	2,557	2,626	2,842	2,895	2,869	2,818	2,911	2,979	3,075	3,057
Employment	2,235	2,468	2,445	2,546	2,772	2,844	2,805	2,774	2,847	2,911	2,997	2,988
% Unemployment	4.2%	4.5%	4.4%	3.0%	2.5%	1.8%	2.2%	1.6%	2.2%	2.3%	2.5%	2.3%
<b>Warner</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	1,154	1,288	1,318	1,302	1,388	1,418	1,406	1,462	1,494	1,524	1,575	1,575
Employment	1,110	1,234	1,256	1,254	1,347	1,382	1,363	1,428	1,466	1,499	1,543	1,538
% Unemployment	3.8%	4.2%	4.7%	3.7%	3.0%	2.5%	3.1%	2.3%	1.9%	1.6%	2.0%	2.3%
<b>Weare</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	3,724	3,755	3,716	3,747	3,846	3,910	3,811	3,921	3,937	4,063	4,228	4,193
Employment	3,548	3,489	3,460	3,557	3,683	3,779	3,694	3,836	3,863	3,986	4,127	4,086
% Unemployment	4.7%	7.1%	6.9%	5.1%	4.2%	3.4%	3.1%	2.2%	1.9%	1.9%	2.4%	2.6%
<b>Merrimack County</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Labor Force	61,011	66,308	65,731	66,259	69,934	71,381	70,573	71,744	73,423	74,038	76,669	77,072
Employment	57,824	61,878	61,560	63,027	67,622	69,393	68,445	69,920	71,684	72,471	74,895	75,019
% Unemployment	5.2%	6.7%	6.3%	4.9%	3.3%	2.8%	3.0%	2.5%	2.4%	2.1%	2.3%	2.7%

State of NH	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Labor Force	627,671	621,158	610,412	615,967	623,868	634,001	623,783	645,555	652,922	668,096	685,511	688,657
Employment	592,073	576,228	564,565	575,418	595,102	608,783	597,868	625,386	633,949	649,969	666,320	664,293
% Unemployment	5.7%	7.2%	7.5%	6.6%	4.6%	4.0%	4.2%	3.1%	2.9%	2.7%	2.8%	3.5%

Source: NH Department of Employment Security, 2002

### **Occupations**

The chart below outlines what types of occupations the residents of Henniker were engaged in during 2000. The numbers below do not necessarily represent the types of occupations available in the Town of Henniker, but those occupations of Henniker residents. In 2000, the highest percentage of the Henniker work force was employed in the management, professional, and related occupations, while the lowest percentage of people were employed in farming, fishing, and forestry occupations. These results are comparable to the information gathered through the Master Plan Community Survey.

#### **Occupations of Employed Henniker Residents, 2000**

	<b>Number Employed 2000</b>	<b>Percent Employed 2000</b>
Management, professional, and related occupations	928	39.8%
Service occupations	307	13.2%
Sales and office occupations	658	28.2%
Farming, fishing, and forestry occupations	5	0.2%
Construction, extraction, and maintenance occupations	192	8.2%
Production, transportation, and material moving occupations	240	10.3%
Total Employer Persons over 16 years of age	2,330	100.0%

Sources: 2000 Census

### **Education Levels of Residents**

Of the total population living in Henniker in 2000 25 years old and older, 90.8% of Henniker residents had a high school degree or higher and 42.8% had an bachelors degree or higher. These figures are higher than most of the abutting communities. For more detail regarding the educational levels of Henniker and abutting communities, please refer to the table below.

**Educational Levels of Persons 25 Years and Older, 2000**

	Henniker	Bradford	Deering	Hillsborough	Hopkinton	Warner	Weare	State
<b>Less than HS Diploma</b>	238 (9.3%)	74 (7.4%)	179 (14.1%)	364 (11.1%)	178 (4.8%)	259 (13.8%)	582 (12.0%)	103,754 (12.6%)
<b>HS Diploma</b>	548 (21.3%)	286 (29.2%)	442 (34.9%)	1,152 (35.1%)	775 (20.7%)	512 (27.5%)	1,502 (31.0%)	247,723 (30.1%)
<b>Some College</b>	474 (18.4%)	216 (22.1%)	244 (19.3%)	821 (25.0%)	684 (18.3%)	351 (18.8%)	1,057 (21.8%)	164,634 (20.0%)
<b>Associates Degree</b>	215 (8.3%)	86 (8.8%)	78 (6.2%)	295 (9.0%)	342 (9.2%)	158 (8.5%)	493 (10.2%)	71,772 (8.7%)
<b>Bachelors Degree</b>	771 (29.9%)	209 (21.4%)	202 (16.0%)	513 (15.6%)	1,008 (27.0%)	364 (19.5%)	853 (17.6%)	153,873 (18.7%)
<b>Graduate / Professional Degree</b>	331 (12.8%)	107 (10.9%)	121 (9.6%)	138 (4.2%)	749 (20.0%)	221 (11.8%)	362 (7.5%)	82,230 (10.0%)
<b>% of Pop. with HS Degree or Higher</b>	90.8%	92.4%	85.9%	88.9%	95.2%	86.1%	88.0%	87.4%
<b>% of Pop. with Bachelor's Degree or Higher</b>	42.8%	32.3%	25.5%	19.8%	47.0%	31.4%	25.1%	28.7%

Source: 2000 Census

**Commuting Patterns of Residents**

The table below shows that most of Henniker's employed residents work outside of Henniker, while 532 of the jobs in Henniker were occupied by a non-resident in 1990. Although the numbers are likely to have changed in the 2000 Census, the overall theme is anticipated to remain the same: the vast majority of residents leave Henniker for employment. This assessment is also consistent with the findings from the Community Survey.

**Henniker Residents' Commuting Patterns, 1990**

Number of Henniker Residents In the Labor Force	2,188
Total Number of Jobs in Henniker	1,623
Number of Henniker Residents Employed in Henniker	371
Number of Henniker Residents Commuting to Another Town for Employment	1,088
Where Henniker Residents Commuting to for Employment (Top 3 Locations)	Concord
	Manchester
	Hillsborough
Number of Nonresidents Commuting Into Henniker for Employment	523
Where Nonresidents Commuting into Henniker for Employment are From (Top 3 Locations)	Hillsborough
	Concord
	Weare

Source: 1990 Census

**Income Characteristics of Residents**

The income characteristics of households, families, and individuals tell a tale of the economic conditions within a community. Income and poverty levels of a community serve as indicators of the types of social services that a municipality may require.

**Per Capita Income**

As can be seen below, Henniker has the highest percent change in per capita income from 1980 to 2000, as compared to abutting communities.

**Per Capita Income, 1980-2000**

Town	1980 Per Capita Income	1990 Per Capita Income	% Change 1980-1990	1996 Per Capita Income	% Change 1990-1996	2000 Per Capita Income	% Change 1996-2000	% Change 1980-2000
Henniker	\$4,374	\$14,005	220.3%	\$18,630	33.0%	\$24,530	31.7%	460.8%
Bradford	\$6,160	\$17,234	179.8%	\$19,771	14.7%	\$22,240	12.5%	261.0%
Deering	\$6,850	\$14,238	107.9%	\$16,118	13.2%	\$20,856	29.4%	204.5%
Hillsborough	\$6,359	\$13,155	106.9%	\$15,776	19.9%	\$20,122	27.5%	216.4%
Hopkinton	\$10,842	\$23,872	120.2%	\$31,761	33.0%	\$30,753	-3.2%	183.6%
Warner	\$4,848	\$18,088	273.1%	\$23,056	27.0%	\$21,587	-6.4%	345.3%
Weare	\$4,895	\$15,728	221.3%	\$18,698	18.9%	\$22,217	18.8%	353.9%
Merrimack County	\$9,915	\$20,703	108.8%	\$25,733	24.3%	\$23,844	-7.3%	140.5%
State of NH	\$9,601	\$20,713	115.7%	\$26,522	28.0%	\$23,208	-12.5%	141.7%

Source: 1980 Census, 1990 Census, 2000 Census, NH Department of Revenue Administration, 2001

### Median Household and Family Income

Household income is the total income of people living in one household. Family income is the total income of all family members who consider themselves members of one household.

Median income is the middle figure in a series from lowest to highest. As can be seen below, Henniker has a comparable median household and family income with communities.

#### Median Household Income 1980-2000

Towns	Median Household Income 1980	Median Household Income 1990	Median Household Income 2000	Median Household Income % Change 1980-1990	Median Household Income % Change 1990-2000	Median Household Income % Change 1980-2000
Henniker	\$15,911	\$36,951	\$50,288	132.2%	36.1%	216.1%
Bradford	\$14,773	\$36,667	\$49,018	148.2%	33.7%	231.8%
Deering	\$18,077	\$36,302	\$48,750	100.8%	34.3%	169.7%
Hillsborough	\$15,252	\$34,167	\$44,500	124.0%	30.2%	192.8%
Hopkinton	\$20,427	\$46,810	\$59,583	129.2%	27.3%	191.7%
Warner	\$15,962	\$37,917	\$44,142	137.5%	16.4%	176.5%
Weare	\$16,583	\$41,647	\$59,924	151.1%	43.9%	261.3%
Merrimack Co.	\$35,801	\$28,012	\$48,522	- 21.8%	73.2%	35.5%
State of NH	\$28,508	\$36,329	\$49,467	27.4%	36.2%	73.5%

Source: 1990 Census, 2000 Census, NH Department of Employment Security, 2001

#### Median Family Income 1980-2000

Towns	Median Family Income 1980	Median Family Income 1990	Median Family Income 2000	Median Family Income % Change 1980-1990	Median Family Income % Change 1990-2000	Median Family Income % Change 1980-2000
Henniker	\$20,826	\$45,153	\$59,527	116.8%	31.8%	185.9%
Bradford	\$16,767	\$41,106	\$57,083	145.2%	38.9%	240.4%
Deering	\$20,500	\$38,750	\$53,889	89.0%	39.1%	162.9%
Hillsborough	\$18,289	\$37,122	\$50,445	103.0%	35.9%	175.8%
Hopkinton	\$22,009	\$52,407	\$69,737	138.1%	33.1%	216.9%
Warner	\$17,261	\$43,317	\$50,926	150.9%	17.6%	195.0%
Weare	\$17,486	\$42,205	\$62,661	141.4%	48.5%	258.3%
Merrimack Co.	\$32,500	\$41,018	\$56,842	26.2%	38.6%	74.9%
State of NH	\$33,049	\$41,628	\$57,575	26.0%	38.3%	74.2%

Source: 1990 Census, 2000 Census, NH Department of Employment Security, 2001

**Poverty**

The Census Bureau uses a set of money income thresholds that vary by family size and composition to define poverty levels. If a family's total income is less than the Census Bureau's threshold, then that family, and every individual in it is considered below poverty level. The poverty thresholds are updated annually for inflation using the Consumer Price Index. The following table contains the poverty thresholds for 1980, 1990, and 2000 that the Census Bureau used for their calculations.

**Poverty Thresholds, 1980-2000**

<b>1980</b>		<b>1990</b>		<b>2000</b>	
Individual Person	\$4,190	Individual Person	\$6,652	Individual Person	\$8,794
2-Person Family	\$5,363	2-Person Family	\$8,509	2-Person Family	\$11,239
3-Person Family	\$6,565	3-Person Family	\$10,419	3-Person Family	\$13,738
4-Person Family	\$8,414	4-Person Family	\$13,359	4-Person Family	\$17,603
5-Person Family	\$9,966	5-Person Family	\$15,792	5-Person Family	\$20,819
6-Person Family	\$11,267	6-Person Family	\$17,839	6-Person Family	\$23,528
7-Person Family	\$12,761	7-Person Family	\$20,241	7-Person Family	\$26,701
8-Person Family	\$14,199	8-Person Family	\$22,582	8-Person Family	\$29,701
9+ Person Family	\$16,896	9+ Person Family	\$26,848	9+ Person Family	\$35,060

Source: US Census Bureau, 2001

By looking at the table below, you can see that Henniker had, in 2000, a fairly low percentage of families below poverty level but one of the highest percentage of persons below the level of poverty.

**Poverty Data for Henniker and Abutting Communities, 1980-2000**

<b>Town</b>	<b>% of Families Below Poverty Level 1980</b>	<b>% of Families Below Poverty Level 1990</b>	<b>% of Families Below Poverty Level 2000</b>	<b>% of Persons Below Poverty Level 1980</b>	<b>% of Persons Below Poverty Level 1990</b>	<b>% of Persons Below Poverty Level 2000</b>
<b>Henniker</b>	8.3%	3.0%	2.0%	15.0%	6.3%	7.0%
<b>Bradford</b>	8.4%	4.2%	2.5%	12.8 %	6.2%	4.1%
<b>Deering</b>	5.8%	4.7%	1.2%	13.6 %	6.1 %	4.0%
<b>Hillsborough</b>	7.3%	5.0%	6.7%	10.5%	3.9 %	9.8%
<b>Hopkinton</b>	6.6%	1.3%	0.7%	8.8%	2.3%	1.8%
<b>Warner</b>	10.2%	3.9%	5.0%	14.2%	5.6%	6.8%
<b>Weare</b>	7.8%	3.2%	1.5%	9.7%	3.8%	2.5%
<b>Merrimack Co.</b>	NA	NA	4.1%	NA	5.5%	5.9%
<b>State of NH</b>	NA	NA	4.3%	NA	6.4%	6.5%

Source: 1980 Census, 1990 Census, 2000 Census

**Henniker Employers**

Understanding historic trends in the local economic base can help the community better develop sound economic development strategies for the future. One key trend is the change in size and type of the local employment base. Local employment data (i.e. the number and types of jobs in community) is collected by various government agencies, including the Census Bureau and the New Hampshire Office of Employment Security. Using a classification system, the number of employment positions for each business in the community can be identified and tracked over time.

From 1991-2000, there has been an increase in the number of Henniker-based employers and number of employees in all employment categories. Private Services has seen the largest increase in the number of employers (14) and Private Manufacturing has seen the largest increase in the number of employees (75). The average weekly wage for most employment sectors has increased. For more detail, please refer to the table below.

## Trends in the Henniker Employment Base, 1991-2000

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
<b>Private Finance, Insurance, and Real Estate</b>										
# Employers	3	3	3	3	4	3	6	3	5	5
# Employees	8	9	6	6	6	4	9	6	7	6
Avg. Wk Wage	\$140	\$136	\$172	\$185	\$203	\$229	\$571	\$276	\$408	\$643
<b>Private Services</b>										
# Employers	11	8	8	8	23	24	31	24	22	25
# Employees	53	51	46	48	176	164	323	124	89	126
Avg. Wk Wage	\$256	\$262	\$272	\$264	\$205	\$244	\$569	\$291	\$349	\$350
<b>Private Transportation and Public Utilities</b>										
# Employers	0	0	0	0	0	5	5	4	4	5
# Employees	0	0	0	0	0	15	16	14	14	17
Avg. Wk Wage	0	0	0	0	0	\$505	\$489	\$545	\$595	\$533
<b>Private Mining</b>										
# Employers	0	0	0	0	0	0	0	0	3	3
# Employees	0	0	0	0	0	0	0	0	43	41
Avg. Wk Wage	0	0	0	0	0	0	0	0	\$812	\$915
<b>Private Construction</b>										
# Employers	6	5	4	7	6	5	6	0	5	1
# Employees	29	17	20	21	19	22	26	0	27	6
Avg. Wk Wage	\$341	\$359	\$342	\$374	\$402	\$463	\$450	0	\$461	\$506
<b>Private Retail Trade</b>										
# Employers	14	15	17	20	21	24	25	24	19	18
# Employees	192	206	211	221	200	216	223	214	189	195
Avg. Wk Wage	\$206	\$204	\$204	\$209	\$204	\$223	\$231	\$247	\$272	\$304
<b>Private Manufacturing</b>										
# Employers	5	5	5	6	6	7	6	7	7	7
# Employees	140	139	156	164	177	190	187	201	221	215
Avg. Wk Wage	\$360	\$449	\$574	\$556	\$561	\$484	\$546	\$622	\$569	\$585
<b>Federal Government</b>										
# Employers	1	1	1	1	1	1	1	1	1	1
# Employees	5	5	5	4	5	4	5	4	5	5
Avg. Wk Wage	\$667	\$735	\$722	\$796	\$689	\$883	\$715	\$936	\$814	\$818
<b>New Hampshire State Government</b>										
# Employers	1	2	2	2	2	2	2	2	2	2
# Employees	4	10	11	11	10	10	8	7	6	
Avg. Wk Wage	\$973	\$394	\$393	\$394	\$388	\$471	\$535	\$434	\$510	\$425
<b>Local Government</b>										
# Employers	3	3	4	3	3	2	2	2	2	2
# Employees	188	220	196	106	109	113	122	119	145	141
Avg. Wk Wage	\$373	\$500	\$466	\$476	\$492	\$510	\$395	\$516	\$456	\$523

Source: NH Department of Employment Security, 2001

Within Henniker, there are numerous businesses. Knowing the location and size of the employers in Henniker is important in determining the amount of traffic generated and the adequacy of the current zoning districts for commercial and industrial uses. For the purposes of the table below, “major employers” are defined as employing five or more persons on a full or part-time basis, which may also include seasonal help.

**Major Employers\* in the Town of Henniker, 2002**

Type of Business	Number of Employers	Number of Employees (Est.)
Construction	7	174
Excavation and Forestry	9	259
Public/Institutional	7	70
Retail	12	187
Service	15	237
Professional	8	307

Source: GDT Technologies; Dunn and Bradstreet, 1999; Henniker Business Association, 2002

\* Five or more employees

**Wage Comparisons**

To gain a better understanding of the types and quality of the jobs located in Henniker we can compare wages paid by employers in Henniker to those in the surrounding communities. Although the figures below show average annual weekly wages for people who work within the Town of Henniker, they do not represent the average weekly wage of a Henniker resident. See the table below for more detail.

**Average Annual Weekly Wage - Private Industries and Government, 2000**

	Henniker	Bradford	Deering	Hillsborough	Hopkinton	Warner	Weare
<b>Private Industries</b>							
# Employers	63	4	3	87	98	24	78
# Employees	600	17	3	691	769	160	364
Avg. Weekly Wage	\$450	\$189	\$544	\$363	\$618	\$317	\$622
<b>Government</b>							
# Employers	5	4	2	7	8	8	8
# Employees	154	77	29	276	271	115	326
Avg. Weekly Wage	\$589	\$539	\$454	\$565	\$616	\$500	\$523

Source: NH Department of Employment Security, 2001

As can be seen above, Henniker is in the middle range for private industry and government weekly wages, as compared to abutting communities.

## **Tax Characteristics**

An examination of the tax rate helps to gauge the economic attractiveness of a community to businesses. As can be seen below, Henniker's total tax rates have decreased since 1997. However, Henniker has a higher total tax rate than abutting communities.

### **Breakdown of Henniker Tax Rates, 1997-2001**

Year	Municipal Tax	Local Education	State Education	County Tax	Total Tax
1997	9.70	30.26		2.19	42.15
1998	9.36	31.24		2.15	42.75
1999	9.99	16.17	6.94	2.19	35.29
2000	9.89	17.63	6.82	2.55	36.89
2001	9.86	19.12	7.64	2.93	39.55

Source: NH Division of Revenue Administration, 2001

### **Tax Rates of Henniker and Abutting Communities, 2001**

Town	Total Tax Rate
Henniker	39.55
Bradford	20.72
Deering	31.10
Hillsborough	34.88
Hopkinton	24.79
Warner	32.23
Weare	24.67

Source: NH Department of Revenue Administration, 2002

## **Zoning Regulations**

In the Henniker Zoning Ordinance, there are four Commercial Districts: Heavy Commercial (CH), Medium Commercial (CM), Commercial Recreational (CR), Village Commerce (CV). The purpose of each District is listed below.

Heavy Commercial (CH) District – Provides a business and manufacturing area outside of the Village with good highway access for non-retail types of commerce operations. It is located so that it will not be a detriment to the residential areas and will not cause undue traffic through the Village Proper.

Medium Commercial (CM) District – Provides a business area outside of the Village with good highway access for light manufacturing types of commerce operations. It is located so that it will not be a detriment to the residential and manufacturing areas and be able to provide services to the surrounding community

Commercial Recreational (CR) District – Provides for commercial sales and services that complement the recreational nature of the area, such as lodgings, restaurants, and retail sales and services related to recreational uses.

Village Commerce (CV) District – Provides business sales and services to the center area of town that are typical to many New England Villages. These businesses serve the Village District as well as the community at large.

See the Current and Future Land Use Chapter for more detailed information on each of these Districts. The location of these can be seen on the **Current Zoning Map**.

### Issues, Goals, Recommendations

Issue: Allowing and encouraging a diversity of businesses to locate and expand in Henniker will help to create a well-balanced and healthy community for all residents.

Goal: Have areas in Henniker be appropriately zoned for commercial development.

#### Recommendations:

- Review the areas that are currently zoned for commercial development to ensure that they are adequate and appropriate for that type of use.
- Look to assess whether there are areas that should be zoned for commercial and/or industrial development that are not currently zoned that way.
- Review the table of uses for each Commercial Zone to ensure that the permitted uses are compatible with the goal of the Zone and other uses allowed in the Zone.
- Investigate the creation of a commercial build-out analysis to see the potential of full development of the commercially zoned land within Town.

Goal: Commercial development should be compatible with the size and scale of the surrounding environment and the character of the community.

#### Recommendations:

- Adopt specific landscaping and screening requirements in the Site Plan Regulations that would be required of all new commercial and industrial development.
- Adopt specific access management and pedestrian facility requirements in the Site Plan Regulations that would be required of all new commercial and industrial development, where appropriate.
- Require all new commercial and industrial developments to submit a fiscal impact analysis, a community services impact assessment, and a traffic analysis as part of Site Plan review.

### Home Occupations/Home Businesses

A growing and often unseen part of the local economy are home businesses. Having home businesses and occupations located in Town helps to ensure that those who live in Henniker have the opportunity to work in the community and contribute to the local economy as a resident and

as a business owner. In fact, 204 of the community survey respondents indicated that they wanted to encourage home businesses and home occupations in Henniker.

The Henniker Zoning Ordinance defines “Home Businesses” and “Home Business/Retail,” which are listed below.

Home Business – A use, that is not the primary use, by a resident to provide offices for his or her own recognized professions, such as physicians, architects, attorneys, real estate or insurance agents, or such home occupations as hairdressers, dressmakers and sewing, manufacture of craft products, home baking and antique shops, that conforms to Article XII.

Home Business/Retail – A secondary use by a resident to provide home occupations that provide retail outlets for resale of previously manufactured goods, that conforms to Article XII.

The Zoning Ordinance allows the establishment of home businesses and/or home business/retail in all Residential Zones by right or special exception. Article XII of the Zoning Ordinance outlines the provisions and regulations for the establishment of a home business in Henniker. However, there are no requirements for an analysis of traffic impacts, signage, or other site plan requirements as would be required of other businesses.

The ability to have local ownership of business is important to the economic health of a community. The more often money circulates within the community before leaving, the more the community benefits. Locally controlled businesses allow employees to have a voice in the decisions that affect them and encourages them to work, shop, and live all in one place.

#### Issue, Goal, and Recommendations

Issue: To support a diversity of economic development opportunities for business owners and residents.

Goal: To encourage the development of home businesses in Henniker that are appropriate in location, type, and scale.

Recommendations:

- Develop updated definitions, standards, and criteria for establishing a home business.
- Adopt into the Site Plan Regulations a two-tiered system for home businesses based on impacts (noise, traffic, etc.), with one level of use allowed by right and a more intensive level requiring a special permit and approval.

#### **Site Plan Regulations**

Commercial and industrial development may have significant impacts on the community. The existing zoning and site plan review regulations do not contain performance standards related to the aesthetic or environmental impact of commercial and industrial developments. Such

performance standards should be reviewed and considered by the Town as a way to retain the desirable qualities of Henniker.

All of the recommendations under this Site Plan Regulations section applies to non-residential development, thus excluding single-family and two-family development. This in no way impacts the development of individual homeowners in Henniker.

## **Signs**

### Issues, Goals, Recommendations

Issue: Signage can have a significant impact on the visual character of a community.

Goal: To have signage that complements the historical and aesthetic look of Henniker.

Recommendations:

- For free standing signs, require landscaping to re-establish ground cover where disturbed by sign installation and to screen the foundation of monument or pedestal signs without blocking the view of sign information.
- Encourage freestanding monument signs and directory signs to be placed perpendicular to approaching vehicular traffic.
- Signs should establish a visual continuity with adjacent building façades and should be oriented to emphasize pedestrian visibility.
- Review the current Sign Ordinance for adequacy and propose new language to ensure the visual elements and aesthetics of the Town are positively impacted by signage.

## **Parking Requirements**

### Issue, Goal, and Recommendations

Issue: Parking requirements impact a community in numerous ways, including pedestrian and driver safety, visual appeal, aesthetics of building design, and environmental impacts.

Goal: Encourage parking that will enhance economic vitality, personal mobility, and convenience while reducing costs, inconvenience, and environmental degradation.

Recommendations:

- Parking area designs shall adequately consider safe pedestrian circulation to and from parking spaces and shall maximize opportunities for the safe maneuvering of all vehicles.
- Parking areas that are visible from adjacent public roadways should employ landscaping strips, where feasible to soften the appearance of the parking areas.

- Encourage the use of alternative pavement materials other than asphalt and concrete, where appropriate. These materials could include brick, crushed stone, pea stone, stamped concrete, cobblestone, and other similar materials. Allowing the use of such materials will preserve the rural character of the community and add to the aesthetic appeal of smaller commercial developments.
- Consider adopting provisions that would allow for shared parking between separate lots. Such a requirement would allow the Planning Board, when feasible, to reduce parking requirements for each lot, provided that the peak parking demand of each land use does not occur during the same time periods.
- To reduce congestion of streets and minimize traffic safety hazards, consider requiring developments, at time of subdivision or site plan review, to provide rights-of-way to abutting parcels for the future interconnection of sites.
- The Conservation Commission should be notified about all proposals that would create new or expanded parking areas within the Town as to their environmental impact, where appropriate.
- All parking areas should be adequately lit for safety, while keeping in mind aesthetic and environmental concerns. See the Lighting Standards section of this Chapter for more information.

## **Landscaping**

### Issue, Goal, and Recommendations

Issue: Proper landscaping of a site can positively impact the community's visual, environmental, and aesthetic character.

Goals: To preserve and enhance the desirable qualities of the community by establishing landscaping design standards, which would be proportionate to the intensity of the proposed land use(s).

#### Recommendations:

- Ensure that each tract of land has an adequate buffer from other properties in order to preserve property values and improve the aesthetic values of properties.
- A landscape strip should be provided along the perimeter of A structure that is visible from abutting properties or the public right of way.
- To promote the aesthetic quality of streets, a street landscape strip should be considered for all commercial and industrial Site Plans.
- Side and rear landscape strips should be considered for developments to promote proper visual separation and adequate buffering between adjoining properties. Parking areas, driveways, and buildings shall not be located within any required Side or Rear Landscape Strip.

## **Exterior Building Façade**

### Issue, Goal, Recommendations

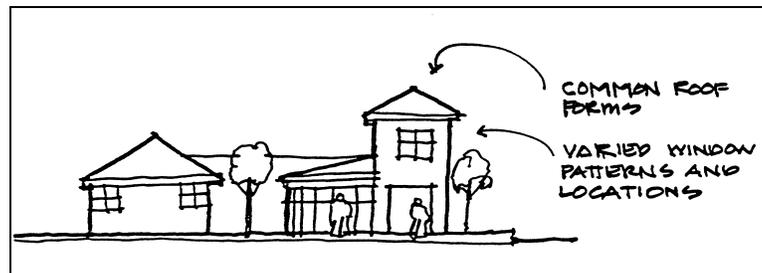
**Issue:** The outside façade of a structure tells the story and history of a community. Henniker has a rich history that is consistent with most small New England Villages. This is something to be proud of and encouraged.

**Goal:** Protect the aesthetic character of the community and to improve the quality of new development constructed within Town.

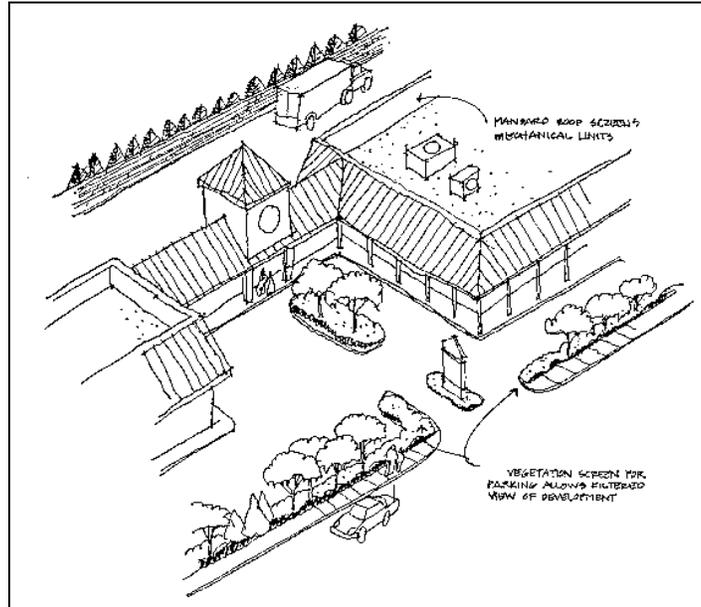
#### Recommendations:

- Ensure that the development of commercial and industrial structures are consistent with and improve the architectural character of the Town.
- Require that all rooftop mechanical equipment be screened from view with either building walls or roof forms. All sides visible to the public and abutters should have screen materials.
- New roof forms should relate to the roof forms of adjacent structures where appropriate, by duplicating the shape, pitch, and materials. A pitched roof should be provided for structures with a building footprint of 5,000 square feet or less in order to have new development better fit with the rural and residential character of the community. Common roof forms should be required to be duplicated on the primary structure whenever possible. For structures with a footprint larger than 5,000 square feet, flat roofs should be permitted, provided that mansard roof is employed. Please refer to sample graphics below for examples regarding common roof form and mansard roofs.

### **Common Roof Form Graphic**



### Mansard Roof Graphic for Structures with footprints of 5,000 sf and larger



- To ensure the development of commercial and industrial structures are consistent with, and improve the architectural character of the Town, varied offsets, roof heights and forms, and window placement should be incorporated into all new structures, or additions to existing structures. Please refer to the sample graphic for an example.

### Varied Offsets, Roof Heights, and Window Graphic



- Consider adopting architectural performance standards in the Site Plan Regulations for the Town.

## **Screening**

### Issue, Goal, Recommendations

Issue: Screening is an important aspect of commercial and industrial development designs, can help preserve property values of abutting parcels, and can enhance the overall aesthetic impact of such developments.

Goal: Ensure that new commercial and industrial structures and uses in town are properly screened from abutting developments so as not to diminish property values and the visual character of the neighborhoods.

#### Recommendations:

- The ground level view of all mechanical equipment accessory to the building (not vehicles) with a footprint of fifty square feet or greater should be fully screened from contiguous properties and adjacent streets. Screening should be accomplished by architecturally integrating the equipment into the principle structure or by surrounding it with materials compatible with the principal structure.
- All exterior trash containers shall be screened on each side and shall not be visible from any street.

## **Lighting Standards**

### Issue, Goal, Recommendations

Issue: Lighting is a critical component of non-residential site design that is used for advertising, safety, and design purposes.

Goal: Consider enacting specific performance standards regarding lighting for non-residential sites that will meet the needs of the sites while protecting visual, environmental, and aesthetic goals.

#### Recommendations:

- Any lighting used to illuminate an off-street parking area, sign, or other structure, should be arranged as to deflect light away from any adjoining properties or from the public streets. Direct or sky-reflected glare should not be permitted.
- In order to minimize glare and other adverse effects, all exterior lighting fixtures shall be of a design that provides for luminaire cutoffs with a total cutoff at an angle of seventy- five degrees from the vertical. Further, all fixtures shall be positioned and/or installed in such a fashion as to prevent unwanted incidental illumination of abutting properties and streets.
- Any light or combination of lights from a commercial or industrial development that cast light on a public street shall not exceed one (1) foot-candle (meter reading) as measured from the centerline of the street. Any light or combination of lights, which cast light on a residential property shall not exceed 0.1 foot candles (meter reading) as measured from the property.

- The Zoning Ordinance and/or Site Plan Review Regulations should stipulate that all lighting fixtures be compatible to the architectural design of the proposed structures and abutting land uses.
- The Planning Board should require a detailed lighting plan for all non-residential site plans. Lighting plans should be required to incorporate standards and techniques included in the *Outdoor Lighting Manual for Vermont Municipalities*.

### **Environmental Performance Standards**

Environmental performance standards should be developed in order to protect the long term environmental quality and overall vitality of Commercial and Industrial Districts. The variety of permitted uses, taken together with often intensive land use patterns and an inventory of environmental resources, necessitates environmental performance standards. Sample environmental performance standards are provided below:

#### Performance Standards Related to Odors

Uses and activities which produce continuous, regular, or frequent odors and/or emissions, detectable beyond the boundary of the property from which the odor originates, shall be prohibited, in whole or in part, if the odor or emission in question is a known health risk or danger or if the Planning Board judges such odor or emission to be harmful to the rights of others to enjoy their property(s).

This standard is not intended to discourage farming in any of the Zoning Districts, as long as the farms are following established best management practices and meeting all state and local health standards.

#### Performance Standards Related to Noise:

The Performance Standards governing noise are intended to ensure that the rights of property owners, as well as the overall health and general welfare of the community, are not diminished by unreasonable noise levels generated by commercial and industrial uses. Specific items that should be included in a noise performance standard include:

- 1) The maximum permissible sound level produced by any continuous, regular, or frequent source of sound or noise, produced by any permitted use or activity on the property and on abutting properties.
- 2) Methods for measuring noise levels.
- 3) Provisions allowing the use of Sound or Noise Abatement techniques.
- 4) An inventory of activities and devices exempt from the Noise Performance Standards, that get reviewed and updated periodically.
- 5) Hours of operation that the activity can take place.

#### Performance Standards Related to Vibration

Heavy industrial operations can create significant vibrations that may have a negative impact on abutting properties. When developing overall performance standards, the Town should consider implementing standards related to vibration in the Zoning Ordinance. The following graph represents the standards from the Town of Bow. Earthborne vibrations generally should not be permitted to exceed those levels listed below, as measured at the property line.

<b>Frequency in Cycles per Second</b>	<b>Displacement in Inches</b>
0 to 10	0.001
10 to 20	0.0008
20 to 30	0.0005
30 to 40	0.0004
40 and Over	0.0003

Source: Town of Bow Performance Zoning Ordinance, March 2001

### Issues, Goals, Recommendations

Issue: Odors, noise, and vibrations from industrial and commercial businesses can have serious impacts on abutting properties, environmental quality, and the quality of life.

Goal: Ensure that all proposed non-residential development meets environmental performance standards.

Recommendation:

- Consider adopting specific environmental performance standards related to odors, noise, and vibrations into the Site Plan Regulations.

### **Community Support Services and Infrastructure**

The type and availability of community support services and infrastructure can have a major effect on the development and economic health of Henniker. Henniker already has many amenities - a pharmacy, educational institutions, restaurants, and recreational opportunities – located in a highly concentrated and easily accessible environment. From the location of electric power and sewer lines necessary to supply industrial users to the availability of housing, child care, and quality schools to support workers, the issues discussed below are important to Henniker’s residents and commercial enterprises.

#### **Roads and Highways**

A safe and efficient transportation network is an essential component for the development of a prosperous community. Over the past several years, development trends in Henniker have been largely influenced by the location of NH114 and US202/NH9. It is likely that these will continue to play a major role in the future development of Henniker and the central New Hampshire region. See the Transportation Chapter for more information on this topic.

#### **Railroads**

There is no direct rail access to Henniker, passenger or freight, at this time.

#### **Bus Transit**

There is currently no bus service to or from Henniker, at this time. The nearest access to bus transport is in Concord or Manchester.

### **Airports**

Commercial service is available via the Manchester Airport. General aviation services are also available via the Concord Airport.

### **Electric Power**

Electric service is provided to the entire town by the Public Service Company of New Hampshire (PSNH) and there are currently no electric generators located in Henniker.

### **Telephone**

There is one telephone company, or Incumbent Local Exchange Carrier (ILECs) that operates in Henniker, which is MCT Telecom.

### **Wireless Telecommunication**

Three wireless telecommunications towers are located in Henniker, two are located at Pat's Peak and one is at the end of Falkner Hill Road. The locations are noted on the **Community Support Services and Infrastructure Map**.

By Federal law, a community cannot prohibit the introduction of cell towers within the town. However, as in many communities, the location and ultimate design of wireless telecommunications towers can be restricted. The Town must weigh the needs of the business and public that use wireless communications devices to an ever-increasing degree with those of local residents who do not wish to see the Town's hills and vistas marred by numerous towers.

The Town has worked to address these compelling desires through the adoption and use of the Personal Wireless Service Facilities of 2002. See the Current and Future Land Use Chapter for more information on this Zoning Ordinance.

### **Cable**

AT&T Broadband provides cable television service to many Henniker households. The system operates at a level that is adequate for both cable television and Broadband Internet service. The initial contract was 25 years in length and is scheduled to terminate in 2005, with the option to renew for another 25 years if there was not a breach of contract by either party.

In the contract, the company agreed to service areas with 75 or more homes or 40 verified subscribers per mile. This condition creates areas of the community without access to cable service. The contract also states that the company will provide free service to every school building, police and fire station building, and one other town building.

It is important to note that the 1980 franchise agreement does not include provisions for a Henniker-based public-access channel or local facilities for use by local residents. In addition, as the agreement was negotiated before the advent of broadband cable availability, the agreement does not address Internet availability for schools and local government. These services are sometimes called "community infrastructure."

When the Town renegotiates its franchise agreement in 2005, the following issues should be discussed: future expansion to areas not currently within the service area; the creation of a local PEG (Public/Education/Government) channel, and local government/schools networking. Funding for some of these services could be provided through the initiation of a local franchise fee of up to 5%.

### **Internet**

The availability of fast, inexpensive internet access is often spotty in smaller New Hampshire communities. Fortunately, the Town of Henniker is an exception. Henniker residents and business have two options available to them through MCT Telecom and AT&T Broadband.

### **Municipal Waste Water Treatment**

The Henniker Wastewater Treatment Plant is an extended aeration type of secondary treatment facility, which is designed to handle the domestic waste from the Town and New England College, as well as waste from private septic systems delivered by private haulers. The plant is located east of Ramsdell Road, adjacent to the Town public works garage. The design capacity of the plant is 500,000 gallons per day (gpd) with a peak capacity of 750,000 gpd. The plant currently operates at an average of 250,000 gpd.

The Treatment Plant is funded through user fees from those tied into the system and from disposal fees paid by the private hauling companies. The area covered by the municipal waste water treatment plant can be seen on the **Community Support Services and Infrastructure Map**. See the Community Facilities Chapter for more information on this topic.

### **Municipal Water**

The Cogswell Springs Water Works is the municipal water supply for the Town of Henniker. It provides water and fire protection service to the Village center and surrounding areas.

The original system was constructed in 1915 and consisted of one dug well, a distribution system with hydrants, and a 300,000 gallon concrete storage tank. The storage tank is still in service. The original well was replaced with a gravel-pack well in the early 1960's, due to the Army Corp. of Engineer's flood control project. The original distribution system is still in service with the addition of a new 500,000 gallon tank in 2002.

A long-term plan was completed in the early 1990's that identified long- and short-term improvements and replacements that needed to be completed. A study of potential new water sources was also conducted. If the existing water system was to be expanded, additional booster stations and storage facilities would be required due to the topography of the town. At this time, such an expansion would be cost prohibitive.

The area covered by the municipal water system can be seen on the **Community Support Services and Infrastructure Map**. See the Community Facilities Chapter for more information on this topic.

### **Emergency Services**

The Fire Department and Rescue Squad provide fire and emergency medical services to all residents and businesses in Henniker, public education on fire prevention and CPR, provide life safety inspections, and have personnel who are specially trained in water, high angle, and dive rescues.

The Henniker Police Department currently has a mix of fifteen part-time and full-time staff, which provides 24-hour coverage for the residential, college, and business community in Henniker.

See the **Community Support Services and Infrastructure Map** for the locations of these facilities. See the Community Facilities Chapter for more information in this topic.

### **Schools**

The Henniker Community School is the public school for the Town of Henniker, providing education to children from kindergarten through grade 8. The school serves a 2001 student population of approximately 600 pupils at one common site. The Henniker Community School offers a broad curriculum and meets full approval status from the New Hampshire Department of Education.

The John Stark Regional High School is the public school for grade 9 through grade 12 for Henniker students. It is a regional cooperative school district, combining the students from the contiguous town of Weare and was established under NH RSA:195. In 2001, John Stark enrolled 841 students, with approximately 1/3 coming of the population from Henniker.

See the **Community Support Services and Infrastructure Map** for the locations of these facilities. See the Community Facilities Chapter for more information on this topic.

### **Housing**

The type of housing within a community is an important indicator of the quality of life within the community. Henniker has a variety of housing types, including single-family, multi-family, manufactured housing, and elderly housing, for residents to choose from. Having a diverse and plentiful stock of housing in a community can help attract new business and encourage others to expand because of available housing for employees.

See the Housing Chapter for more information on this topic.

### **Child Care**

Child care is an economic development issue that often times is overlooked by businesses and town government. Not only are child care facilities businesses, they also provide a necessary service in order for parents to remain in the workforce. Henniker has three licensed child-care facilities, which can care for a total of approximately 112 children at a given time. See the **Community Support Services and Infrastructure Map** for the locations of these facilities.

### **New England College**

New England College is an independent liberal arts college, which also offers professional programs. Maintaining a low student-teacher ratio, the college fosters close working and mentoring relations among faculty, staff, and students in an atmosphere of mutual care and respect. The College encourages community members to experience the wide variety of programs offered at the College, including educational classes, cultural programs, and entertainment opportunities.

### **Issues, Goals, and Recommendations**

**Issue:** To encourage economic development within the community, basic services and infrastructure need to be provided and accessible. These services benefit the businesses, as well as the residents within the community.

**Goal:** To have community support services and infrastructure available to attract and retain desirable businesses.

**Recommendations:**

- Review the 1980 Cable Television Franchise Agreement before it needs to be renegotiated to identify areas the community would like to see improved upon.

### **Strategies to Promote Economic Development**

**Architectural and Design Performance Standards:** Perhaps the most important issue to the residents of Henniker is the preservation of the unique rural character of the community. Residents are concerned that development of large structures, with significant amounts of impervious surface, would detract from the rural character of the community. The issue of aesthetic appeal and compatibility of commercial and industrial development with the Town's rural character has become increasingly important as growth in the community has increased.

In an effort to protect the character of the community, while providing opportunities for commercial growth, numerous municipalities in the State, including Concord, Bow, Meredith, and Wolfeboro, have adopted architectural ordinances or guidelines to help developers plan projects so that they are more compatible with the community character. Standards typically enacted by communities relate to landscaping, façade, and buffering.

**Capital Regional Development Council (CRDC):** CRDC is a non-profit organization that has been promoting economic development for the past 45 years. The organization serves Merrimack, Belknap, Grafton and Sullivan counties. The mission of CRDC is to create new and permanent jobs, enhance personal income of workers, and expand community tax bases through private investment. CRCD meets these goals through the developing land and the administration of various business loan programs, including the Small Business Administration (SBA) 504 debenture grant program.

Community Development Block Grants (CDBG): CDBG funds are a valuable resource available for funding a variety of public needs. In addition to funding affordable housing programs and community centers, CDBG funds can also be used for economic development purposes, such as the expansion of public waterlines. For 2001, there was approximately \$3.2 million dollars available in CDBG funds that, through the grant process, were allocated to communities across the State.

Community Development Finance Authority (CDFA): The Community Development Finance Authority (CDFA) was established by legislation (RSA 162-L) in 1983 to address the issues of affordable housing and economic opportunity for low and moderate income New Hampshire residents. The Authority provides financial and technical assistance to community development corporations, worker cooperatives, and certain municipal entities. The Authority is unable to assist a for-profit business directly, but can work with a nonprofit partner.

CDFFA administers numerous programs. One such program is the Economic Development Ventures Fund. This fund is to be used to support unique opportunities that may appear from time-to-time. For example, the fund may be used to cover a short-term funding gap in the event that access by a nonprofit community development organization to other public funding is delayed. The fund may also be used as a source for equity investment in a cooperative venture or nonprofit business opportunity. Terms and conditions of the funding are determined on a case-by-case basis. Funding levels of this program will be determined on an annual basis.

CDFFA finances major community development projects primarily with the Community Development Investment Program. The Community Development Investment Program enables New Hampshire's businesses to donate funds or property, either in lump sum payments or pledged over a predetermined period, to fund economic development and housing projects throughout the state. Contributions made by these business donors entitle donors to a 75% state tax credit when the tax returns are filed with the New Hampshire Department of Revenue Administration. For example, a donor making a \$10,000 cash donation to CDFFA on behalf of an approved project will receive a tax credit for \$7,500. This credit may be applied directly on a \$1:\$1 basis against the following state business taxes: (1) Business Profits Taxes imposed by RSA 77-A, (2) Insurance Premium Taxes imposed by RSA 400-A, and (3) Business Enterprise Taxes Imposed by RSA 77-E.

New Hampshire Main Street Program: While commercial district revitalization can be addressed in many ways, the underlying premise of the Main Street approach is summed up in the program goals – to encourage economic development, within the context of historic preservation, that is appropriate to today's market place. This approach advocates a return to community self-reliance, empowerment, and the rebuilding of commercial districts based on its traditional assets: unique architecture, personal service, local ownership, and a sense of community.

The Main Street program should be seen as one of many tools that a community utilizes to generate economic and entrepreneurial growth. Also, while they may be an important component of an overall plan for downtown revitalization, communities should not confuse substantial public improvement projects for the Main Street program.

A local Main Street program is not designed to tackle the bigger issues of an entire community. The focus is limited to the revitalization of the central business district. This certainly takes into account that a healthy, economically viable, and attractive downtown is important to the overall health and vitality of the community at-large.

Both the public and private sectors of the community must be involved and committed for a local Main Street program to succeed. Each sector has an important role to play and each must understand the other's needs, strengths and limitations so that an effective partnership can be created.

Performance Zoning: This approach to zoning is an alternative to conventional zoning approaches for non-residential development. As opposed to developing a prescriptive zoning scheme, which dictates permitted uses and uses by special exception, performance zoning allows a wide range of uses, provided that such uses meet environmental, aesthetic, and other performance standards. In addition to providing specific performance standards, such ordinances also include incentives for developers to develop better projects. Common examples include density, height, setback, and other dimensional bonuses in exchange for greater landscaping; donation of off-site property for a public purpose; location of parking to side or rear of buildings, or construction of public art.

Tax Increment Financing (TIF): Tax increment financing (TIF) is an innovative tool that uses tax revenue from new developments, within certain designated areas of communities, to pay for new infrastructure to serve those new businesses, business expansions, and affordable housing projects.

TIF is a planning concept that was created in the 1970's and has been widely adopted by several states in the nation. The State of New Hampshire granted municipalities the authority to create tax increment finance districts in 1979, with passage of RSA 162-K: 1-15. Currently, nine (9) communities in State of New Hampshire have implemented tax increment finance districts. The most successful districts are located in the cities of Keene and Concord.

There are numerous legal and planning issues to consider when implementing tax increment finance districts. In New Hampshire, communities must adopt a TIF plan and development program to ensure that the community has a clear focus on what the TIF will accomplish. There are several legal considerations that communities must adhere to when instituting a tax increment finance district. These requirements are mandated by NH RSA 162-K: 1-15.

Also, before adopting a TIF, communities must establish the geographic boundaries of the proposed TIF district. In conjunction with this step, NH RSA 162-K: 6 requires that a development program be created for the proposed area. This program must contain "a complete statement as to the public facilities to be constructed within the district, the open space to be created, the environmental controls to be applied, the proposed reuse of private property, and the proposed operations of the district after the capital improvements within the district have been completed (RSA 162-K: 6)."

Furthermore, state law requires that the development program “provide for carrying out relocation of persons, families, businesses concerns, and others displaced by the project, pursuant to a relocation plan, including the method for relocation of residents in decent, safe, and sanitary dwelling accommodations, and reasonable moving costs, determined to be feasible by the municipality (RSA 162-K:6).” Essentially, the program development is a master plan for the area to consider the broad social, environmental, and fiscal impacts of a proposed TIF.

The second major requirement of TIF enabling legislation is that communities must have a TIF Plan. Mandated by RSA 162-K:9, the plan must contain the following: “costs of development programs, sources of revenue to finance those costs including estimates of tax increments, amount of bonded indebtedness to be incurred, and the duration of the program’s existence (RSA 162-k:9).” The plan must also contain “a statement of estimated impact of tax increment financing on the assessed values of all taxing Jurisdictions in which the district is located (RSA 162-K:9).” Prior to the adoption of this plan, State law requires that the County Commissioners and School Board or District be afforded the opportunity to meet with the governing body to voice concerns and understand how the tax burden will be shifted to maintain the revenue stream (NH RSA 162-K:1-15).

Tax increment financing is attractive to communities, as it can provide incentives for economic development in the community, without taking resources away from other projects and community needs. However, TIF is legally complex and requires the assistance from legal, planning, and financial experts to make it successful.

### **Summary**

In summary, the economy of Henniker is healthy. In the long-term, Henniker desires to maintain and develop an economic base that complements the rural community character of the Town. Residents want to encourage well designed, aesthetically pleasing commercial and industrial developments. Businesses that are environmentally sound and financially viable, with reasonable wages and benefits, help to stabilize the community and should continue to form an important piece of Henniker’s economic base. Well-planned and well-placed retail, industrial, and commercial businesses contribute to the economic prosperity of Henniker and further attention should be paid to the location of future economic development within Town.

