



Hampstead Community Comprehensive Plan



Chapter 15: **Main Street Revitalization Goals**

❖ Summary and Reference to Main Street Revitalization Element

Commercial revitalization of cities and towns is changing the face of the Nation. From the “Main Streets” of small towns to the central business districts of large cities, communities are spending their money to reinvest in their buildings and improve their public spaces. These improvements result in strengthening the economic climate, creating a more attractive environment, and enhancing the function of the business district. *The Main Street Revitalization Plan* for Hampstead, prepared in February 1999 by Whitney, Bailey, Cox, and Magnani, is a strategy to guide the physical appearance and functional use of the central business area of the Town.

The revitalization plan for Hampstead’s Main Street was a collaborative effort between the Hampstead Main Street Comprehensive Plan Advisory Committee, Town Planning Commission, Town Council, and local residents and business owners. The plan serves as a guide for the physical and economic development of the Town’s Main Street and has been developed around the locality’s vision for the future.

The Vision Statement for this plan which was developed as part of the planning process is...

“Hampstead will preserve its small town character and offer an environment that is conducive to raising children. Hampstead will improve the downtown by strengthening the economic climate, preserving stable residential areas, enhancing the visual appearance, and improving vehicular and pedestrian circulation on Main Street. The study area will be characterized by a mix of uses such as residential, retail, office, and public spaces. Main Street will be a place where people want to go because they enjoy being there”.

With that vision statement in mind, the revitalization plan focused on land use and zoning, streetscape and design, and traffic and parking, and applied them to the Town of Hampstead. Each element of the plan follows the same format, including research and data collection, creating goals and actions, identifying current assets and liabilities, and identifying key players/partners/organizations. The revitalization plan then presents a series of recommended actions in order to achieve the desired goals and objectives. Please refer to that plan for more detailed information and to view the specific recommendations.

The *Main Street Revitalization Plan* was adopted by the Mayor and Council on March 14, 2000. It is the intent of this comprehensive plan to incorporate by reference the *Main Street Revitalization Plan* as an element of the comprehensive plan. Therefore, any changes proposed in this plan to the map of the Main Street Revitalization Area would amend the previously-adopted *Main Street Revitalization Plan*. The map entitled “Land Use Designations: Main Street Revitalization Area” shows the boundaries of the designated revitalization area.

