



Wild Roots Preschool provides high quality childcare to families with children between the ages of 4 months through 6 years at our current location at 223 Lafayette Road in North Hampton, NH. Children at Wild Roots are nurtured and supported in a way that promotes positive self-esteem and provides the opportunity for optimal growth in all areas of development. Every child is unique and we believe that success and growth come from encouragement and praise. Our teachers focus on building every child's self esteem and confidence through positive feedback and rewards. We nurture their natural strengths. A child sees the world around them with wonder and awe, we believe in encouraging their natural curiosity.

Our philosophy at Wild Roots is that all children are given the opportunity to participate in a wide range of experiences that promote growth and learning. It is our belief that such experiences must be provided in a supportive and nurturing environment, be child oriented, be "hands-on" in approach, and allow children the freedom of choice whenever possible.

Portraying a message of safety, competence and excellence is an important aspect to the success of the Wild Roots brand. Community and familial relationships are essential.

Wild Roots markets specifically to individuals with or caring for children ages 4 months to 6 years. We also look to partner with local companies to provide employee childcare benefits.

The childcare industry is rapidly expanding throughout the United States. With the current cost of living, a two adult working household is becoming a necessity. The childcare industry is in the midst of a large expansion currently and it seems as though it will continue in an upward trend. Larger childcare organizations that can be well-branded are most likely to be acquiring smaller



childcare centers in the long term. Wild Roots will be poised to take advantage of the growing childcare industry because we are based on various schools of thought regarding children's learning, including but not limited to Reggio Emilia, Montessori and components taken from research based curriculums such as High-Scope.

Our most important company strengths and core competencies are the ability to be near several Early Childhood Degree programs, providing us the opportunity to hire teachers that are trained in various settings. Wild Roots is unique in that we take the best components of all types of care (in-home, group care, different schools of thought) and combine them into a unique learning experience that can be modified to fit the needs of each individual child.

Jessica Lauren King is a 2008 graduate of the University of New Hampshire with a Bachelor of Science degree in Family Studies with a concentration on the young child. She graduated Summa Cum Laude with a 3.9 GPA and currently holds the highest Early Childhood Center Director certification, Director II, in both New Hampshire and Massachusetts.

Upon graduating from UNH, Jessica became a member of the faculty at the Phillips Exeter Academy, Harris Family Children's Center, in Exeter, NH where she was a part of the Kindergarten teaching team. During her time at the Academy she was able to work on special programming for children in care, including supervising and mentoring Academy students assisting the Center. These programs resulted in art shows, violin lessons, yoga, Spanish, music and dance. While at the Children's Center, Jessica developed relationships with many area businesses serving the needs of children with speech delays, developmental delays, those needing occupational therapy, as well as children on the Autism Spectrum.



In May of 2011, Jessica was hired by the Seacoast YMCA to lead and manage their summer program, Camp Gundalow, that served children ages 2 years 9 months through 16 years. At this time, the Seacoast YMCA had recently re-acquired Camp Gundalow. They were struggling financially and had declining enrollment. When Jessica assumed responsibility, the camp had an average of 41 enrolled children per week. Through a community-wide advertising and marketing campaign that Jessica designed and implemented, she was able to increase enrollment to over 180 children per week with an operational budget of over \$600,000. Camp Gundalow then became, and remains, the largest single revenue generator for the Seacoast YMCA.

In August of 2011, the YMCA of Greater Manchester opened a brand new facility in Rochester, New Hampshire. Jessica was recruited and hired as the Child Development Center Director and oversaw the project from construction forward. Beginning with an enrollment of 6 students and a budget of less than \$100,000, in 4 months Jessica grew the program to over 64 students.

During her time at the YMCA Jessica's responsibilities included budgeting, enrollment projections, cost-analysis, feasibility studies, marketing, curriculum development, hiring, supervising and managing a staff of 12 to 15. Clients included parents from companies such as Liberty Mutual, Eastern Propane and Velcro.

Jessica became a national YMCA trainer, coordinating trainings and professional development for her staff and implemented a research-based curriculum that included components from various teaching styles, all while establishing relationships with private businesses, schools and government agencies to recruit and retain parents and their children.



Jessica assumed the responsibility on behalf of the YMCA for applying for Licensed Plus status through the State of New Hampshire Department of Health and Human Services. This accreditation identifies the facility as an exemplary center based on a number of criteria. The Child Development Center at the YMCA of Strafford County became the only YMCA within New Hampshire to achieve this recognition.

Jessica was recruited by Bright Horizons Family Solutions in Watertown, Massachusetts in 2013 to become a Center Director for their facilities in the Financial District of Boston. Bright Horizons has over 881 centers and employs approximately 5,000 people. Bright Horizons offers a range of childcare and elderly services to corporate clients including State Street Bank, Google, Bank of America, Harvard University and MIT.

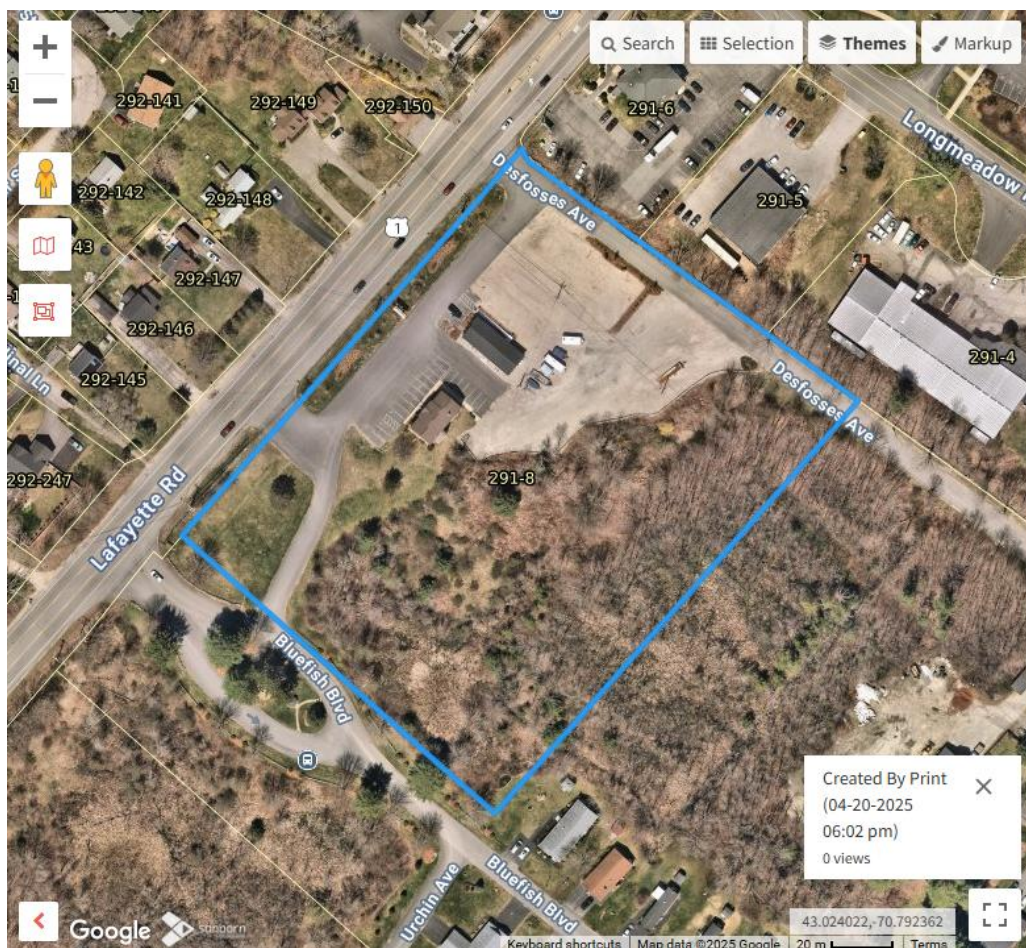
In 2023, Jessica opened Wild Roots Learning Center at 223 Lafayette Road in North Hampton, NH, which currently serves over 40 families in the greater North Hampton area and employs a staff of approximately 5. Wild Roots is recognized as a Military Child Care Provider, a Center for Preventative & Protective Care and participates in NH Childcare Scholarship Programming.



## 3201 Lafayette Road – Special Exception Proposal

The State of New Hampshire Childcare Licensing Unit is prioritizing the opening of new facilities based on a critical shortage of childcare facilities. Our center allows for the community workforce to be increased, as well as providing an opportunity to create lasting relationships.

Care would be provided on the ground level for infants ages 6 weeks through 2 years. The second floor would be for school-age (Pre-K - Grade 2) children for full and partial day programming.





## **Features and Benefits**

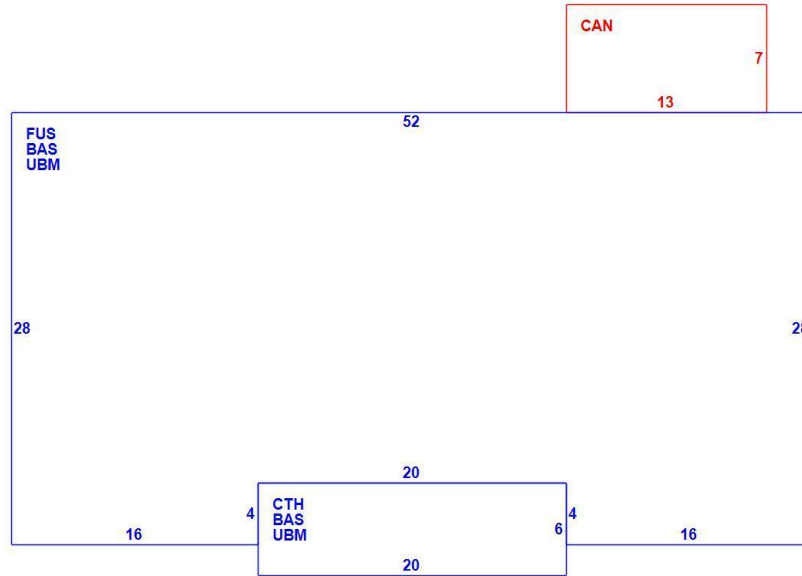
- New facility
- Conveniently located
- High-quality curriculum and learning environment
- Unique learning styles that can be adapted to the needs of each individual child - Children will be better prepared when entering elementary school
- Children will have access to technology and enrichment programs
- Safe, positive environment for children and families
- Affordable, high-quality child care



Field	Description
Style:	Office Bldg
Model	Commercial
Grade	C
Stories:	2
Occupancy	1.00
Exterior Wall 1	Vinyl Siding
Roof Structure	Gable/Hip
Roof Cover	Asph/F Gls/Cmp
Interior Wall 1	Drywall/Sheet
Interior Floor 1	Carpet
Interior Floor 2	Ceram Clay Til
Heating Fuel	Oil
Heating Type	Hot Water
AC Type	Central
Bldg Use	PROF BLDG
Heat/AC	HEAT/AC PKGS
Frame Type	WOOD FRAME
Baths/Plumbing	AVERAGE
Ceiling/Wall	CEIL & WALLS
Rooms/Prtns	AVERAGE
Wall Height	8.00



## Interior Floorplan



### Building Sub-Areas (sq ft)Legend

Code	Description	Gross Area	Living Area
BAS	First Floor	1,496	1,496
FUS	Upper Story, Finished	1,376	1,376
CAN	Canopy	91	0
CTH	Cathedral Ceiling	120	0
UBM	Basement, Unfinished	1,496	0
		4,579	2,872



## Interior Photos





The State of New Hampshire Child Care Licensing Unit requires 40 sq ft of indoor space per child and 50 sq ft of outdoor space per child. New Hampshire Child Care Licensing also requires a minimum of 1 toilet and 1 sink per 20 students.

### **Specs & Safety**

- 3201 Lafayette Road provides 3 toilets and 3 sinks for a maximum of 60 children.
- There are four points of egress throughout the building (main door, side door, 2nd floor fire escape, basement).
- Emergency lighting throughout the building.
- Fire Extinguishers throughout the building.
- Emergency shut-off switch.
- New, double locked, childproof windows throughout.
- Fire-rated doors on all rooms
  - downstairs 20 minute fire rating
  - upstairs 1 1/2 hour fire rating



## Type of building

- - Commercial/Professional previously used as medical space and office space.
- - A sign may be placed on the building at a later date. The necessary building permits will be submitted prior to installation.

## Outdoor Space

- The building provides green space directly in the rear and to the right side of the building.



- Pursuant to Section 10.824.20 of the Ordinance, fencing agreed upon by the Owner and Tenant will be installed to create a safe play area prior to occupancy.





A play space no smaller than 3500 square feet has been designated for exclusive use by the child care center as shown above. There will be direct access to the fenced in area via various exit points throughout the building. The fencing will be equipped with self-latching gates per Childcare Licensing requirements.



## **Parking**

- Pertaining to 10.824.10 of the Ordinance requiring Adequate parking shall be available to allow safe passage from the parking area to the facility. The facility is equipped with sidewalks and multiple entrances, including a wheelchair ramp.

- 20 existing parking spaces located in front and left side of building.

- per the Ordinance, there is required to be 0.5 spaces per student/total licensed enrollment. Based on the existing parking spaces, enrollment would be maximized at 40 children.

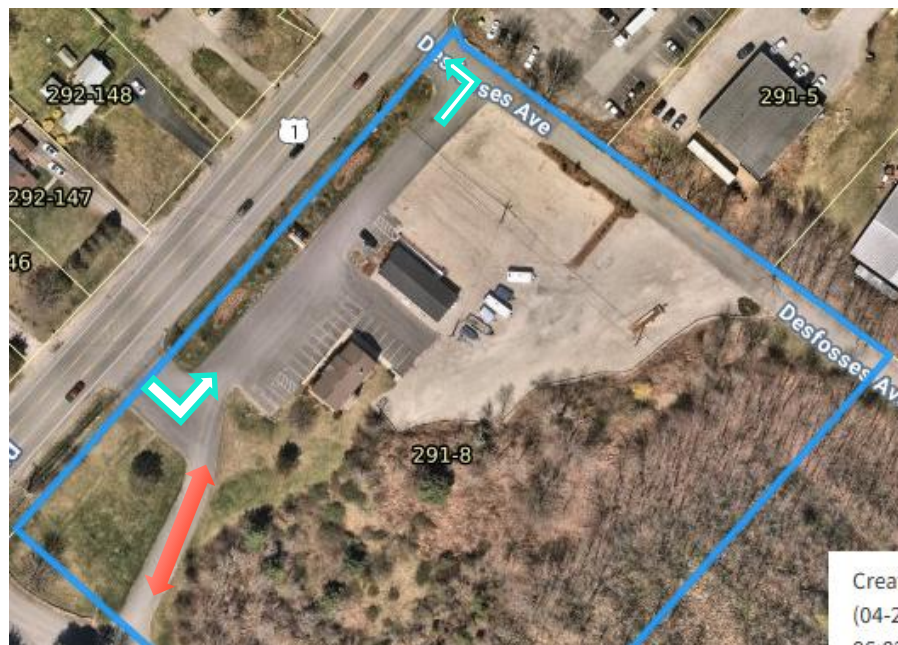




## Traffic Flow - Dropoff/Pickup Procedures

Wild Roots Learning Center has adopted a drop-off and pickup procedure that we refer to as “Kiss & Go”. The Kiss and Go setup allows for parents to drop-off and pickup with a qualified staff member without ever having to get out of their vehicle. This property has two entrances to Lafayette Road. Parents will be encouraged to enter from Bluefish Boulevard and exit through Defosses Avenue. Alternatively, they can enter directly from Lafayette Road if a queue has not been formed.

The Kiss and Go line will create a “U” shape in front of the building in order to efficiently move cars in and out of the space. Any queuing of vehicles will not impact Route 1 as vehicles will be directed to create a queue as indicated by the red arrow on the map below. Upon enrollment, parents are asked to provide approximate drop off and pickup times so that Wild Roots is able to adequately prepare for the process to make it run as smoothly as possible.





## **Special Exception Criteria**

1. *Standards as provided by this Ordinance for the particular use permitted by special exception;*
  - a. Wild Roots meets all zoning ordinance requirements for a special exception.  
  
Group childcare is required within the G1 zoning district to obtain a special exception.
2. *No hazard to the public or adjacent property on account of potential fire, explosion or release of toxic materials;*
  - a. Wild Roots poses no risks related to fire, explosion, or toxic materials. No hazardous material will be stored or used on-site.
3. *No detriment to property values in the vicinity or change in the essential characteristics of any area including residential neighborhoods or business and industrial districts on account of the location or scale of buildings and other structures, parking areas, accessways, odor, smoke, gas, dust, or other pollutant, noise, glare, heat, vibration, or unsightly outdoor storage of equipment, vehicles or other materials;*
  - a. Granting the variance will not diminish surrounding property values. The property is located in a prominent commercially-zoned area, along a major traffic route.  
  
The location abuts a mobile home park, a restaurant, a sales office, and other



small businesses. The proposed use may help bring new workforce aged families into the town, therefore potentially increasing property values due to the availability of childcare. In keeping with the character of the locality, there will be no significant changes to the property itself and any fencing or barriers installed will match those that are already established on the property.

4. *No creation of a traffic safety hazard or a substantial increase in the level of traffic congestion in the vicinity;*

- a. As exhibited above, Wild Roots implements a “Kiss and Go” method that allows for free-flowing traffic during drop-off and pick-up times. This method, in conjunction with the 20 existing parking spaces, as well as three separate driveway entrances, ensures that there will not be a substantial increase in the level of traffic congestion in the vicinity nor will it create a traffic safety hazard. Compliance is maintained as stated by the requirements for 0.5 spaces per licensed enrollment capacity.

5. *No excessive demand on municipal services, including, but not limited to, water, sewer, waste disposal, police and fire protection and schools; and*

- a. The building has previously hosted medical offices and other professional services. The proposed use would not significantly impact demand nor place excessive burden on city services. With a consistent, low number of children, Wild Roots will have minimal impact on water sewer usage, waste disposal, and public safety resources.

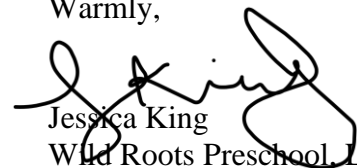


6. *No significant increase of stormwater runoff onto adjacent property or streets*

- a. Wild Roots will not contribute to a significant increase in stormwater runoff as there will be no major exterior modifications or expansions to the building or to the existing paved areas. Currently, the existing drainage infrastructure suffices to manage rainfall amounts and Wild Roots operations will not add any water-intensive uses that impact water runoff levels.

Thank you for taking the time to consider this Special Exception. I look forward to working with the City of Portsmouth to serve the needs of youth and families.

Warmly,



Jessica King  
Wild Roots Preschool, LLC