

# Orientation to the Plan & Process



Scan the QR code to visit the project website and learn more!

## Purpose

Building on the City's recent topic- and area-specific studies, the Master Plan will generate a long-range vision that knits together past, present, and future initiatives covering the entire City, from downtown to all its neighborhoods. The plan will provide a coordinated roadmap for the future development and evolution of the City and will establish a framework for more detailed studies down the road, but is not meant to be a granular study of every issue.

**The planning process will help us shape and create:**

*One of the most important roles of a plan like this one is to "connect the dots" so that all of the City's efforts work towards an integrated overall strategy.*

- A statement of shared values
- A strategic vision and roadmap for the future of the City
- A framework for implementation

**The final plan will establish:**

*This plan will guide the City's policies, regulations, and capital investment programs. It is particularly important for changes to zoning, the rules that govern what can and can't be built on private property.*

- Growth Framework
- Foundation for changes to land use and zoning regulations
- Capital investment priorities
- Policy and program priorities
- Framework for more detailed district and topic-specific plans

**The plan will NOT:**

- Provide a zoning rewrite
- Generate detailed topic-area or place-specific plans
- Decide exactly how local resources will be spent

## Topics

The Master Plan will focus on **filling gaps and making connections** between the City's many recent topic- and area-specific planning efforts.

The **Foundational Topics** will be the primary focus of this plan due to the:

- lack of recent plans addressing these topics holistically
- urgency of needs
- need for more analysis and community conversation

The **Cross-Cutting Topics** will be integrated throughout based on existing plans.

### Foundational Topics

A **unified strategy** for land use, zoning and community design, integrating:

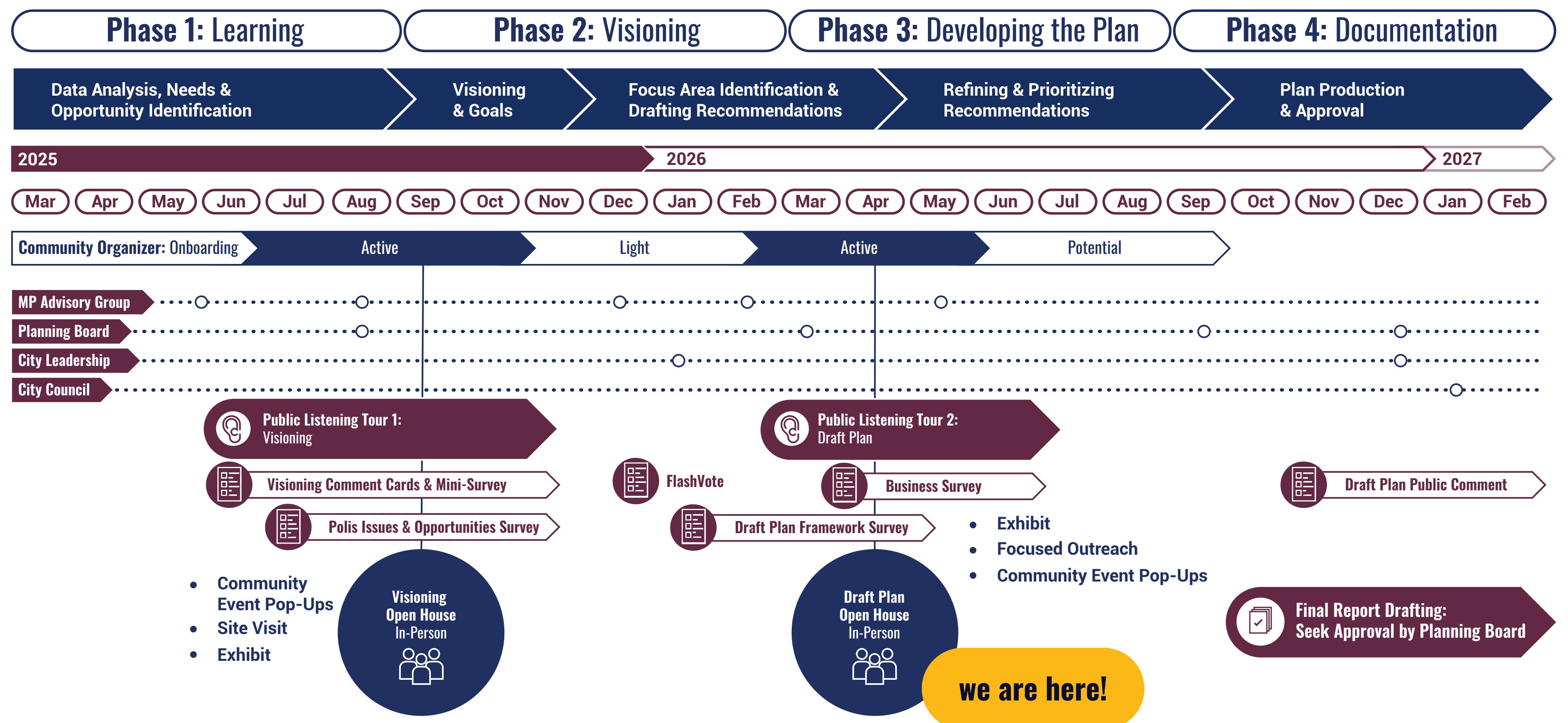
- Economy
- Housing
- Transportation & Mobility
- Land Use & Built Form

### Cross-Cutting Topics

Topics that are **integral to and woven into** the unified strategy articulated for the foundational topics.

- Sustainability & Resilience
- Public Utilities, Services & Facilities
- Natural Resources & Conservation
- Arts, Recreation & Amenities
- Culture & Historic Preservation

## Process



## How to Get Involved

Step 1. Get informed and connected.



Visit the website to learn more and subscribe to our email updates:

[portsnh.co/masterplan](https://portsnh.co/masterplan)

Step 2. Share your ideas.

Add your input on the boards, fill out our surveys, and talk to members of the planning team.



Boards with this symbol are informational.



Boards with this symbol are asking for input.

Step 3. Spread the word

Tell your friends and family. Take flyers to place at your favorite community gathering place!

**Interested in volunteering?**

Contact our Community Organizer, Anne Weidman at: [weidman@utiledesign.com](mailto:weidman@utiledesign.com)

# Tell us about your Portsmouth.

Help us understand who we are hearing from today.

## Where do you live, work, and play in Portsmouth?

Place pins on the map where you...

- Live
- Work
- Shop

## Your Perspective & Experience

What is your relationship to Portsmouth?

Place a sticky dot in each box that is true for you.

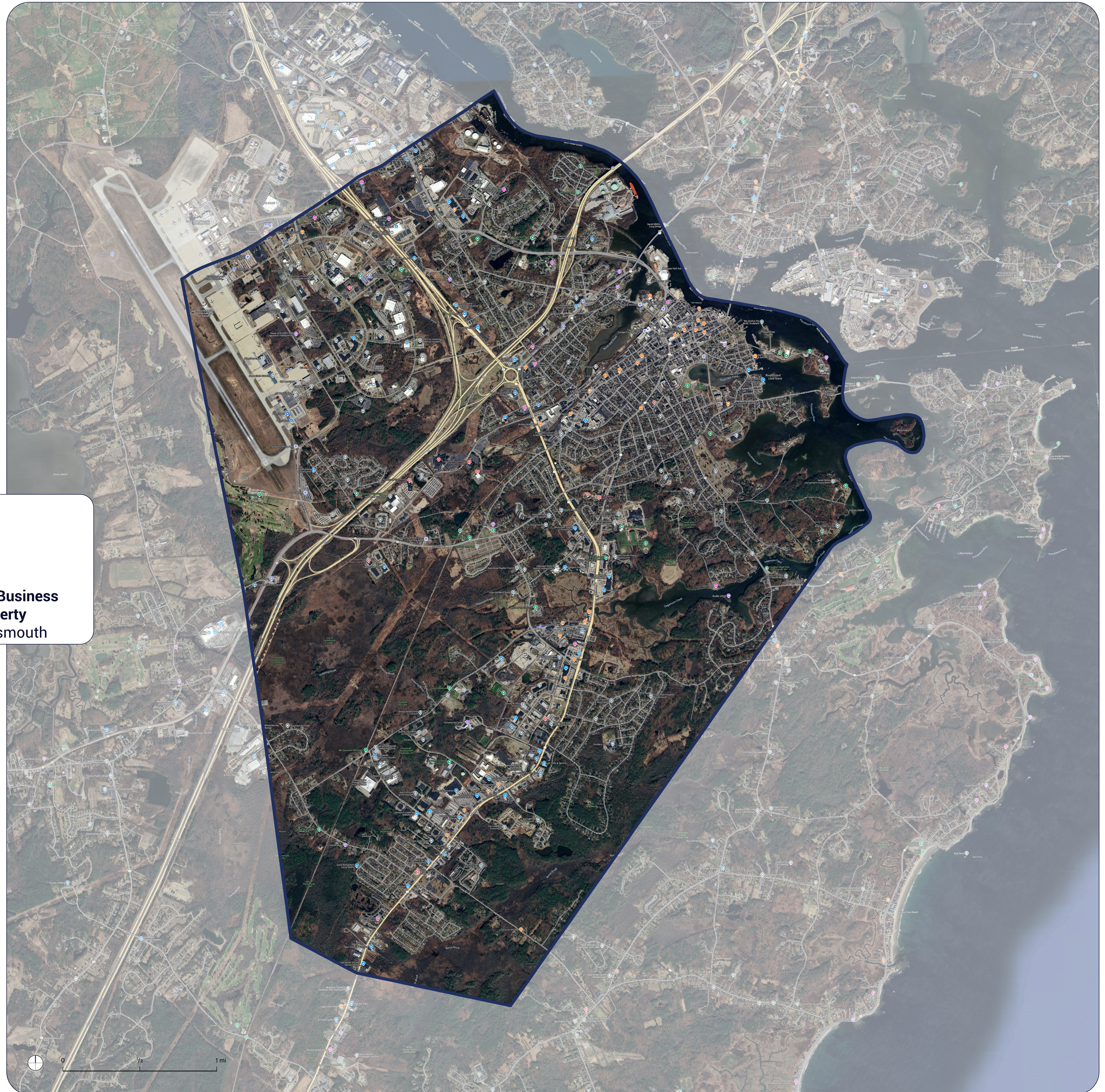
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live in Portsmouth	Work in Portsmouth	Visit Portsmouth

<input type="checkbox"/>
Own a Business or Property in Portsmouth

## Tell us a bit about your housing and stage of life.

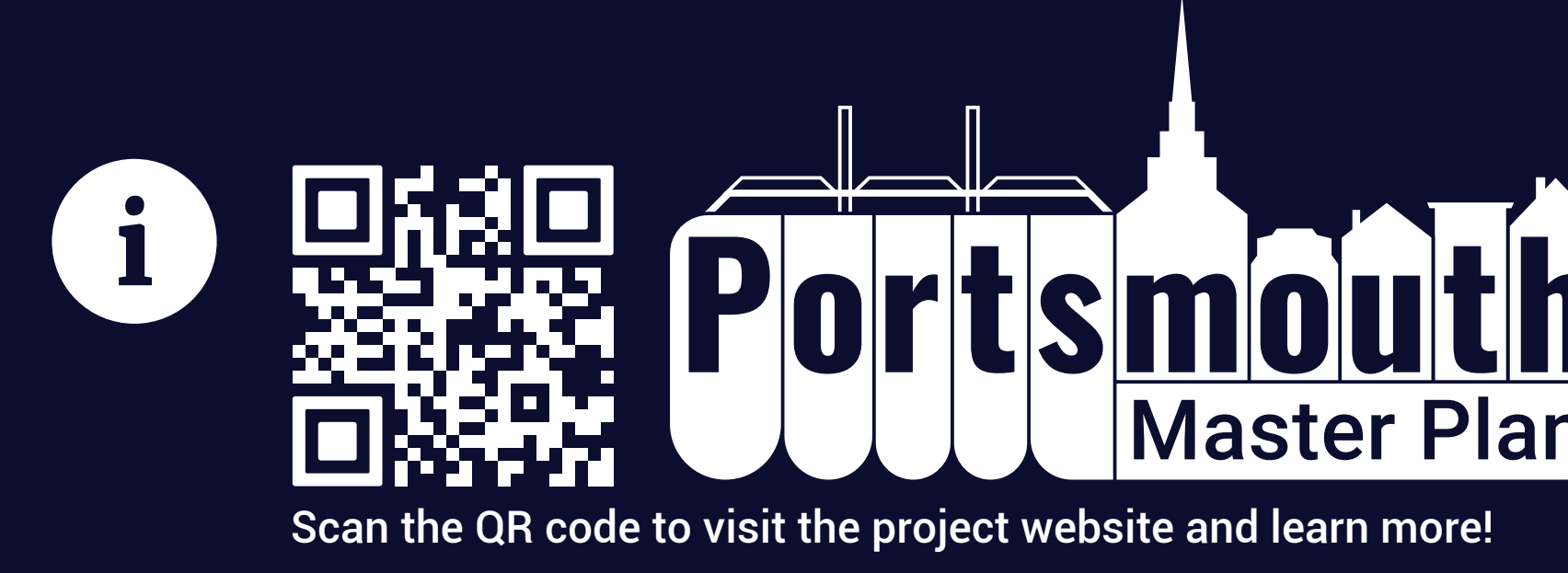
Place a sticky dot in each box that is true for you.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I rent my home	I'm raising a family	I live by myself or with 1 other person
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I own my home	I am retired	I'm in school



# What We've Heard.

## Shaping the Vision, Values & Goals.



### Public Listening Tour 1: Visioning



#### Visioning Comment Cards

This survey was active for **5 months** from June - October, 2025.  
**796** people responded  
**1,500+** comments made

#### Takeaways

- People Love**
  - The community
  - The history and art
  - The walkability
  - Downtown shops and restaurants
- People Need**
  - Lower housing prices
  - Lower rental prices for small businesses
  - Smaller development projects
  - More multi-modal transportation



#### Visioning Open House & Exhibit

This in-person open house took place on September 15th and then was on exhibit at City Hall for several months.  
**70+** people attended  
**430+** votes and comments

#### Comments

- "We need public transport! There are creative solutions -- lets think outside the box!!"
- "Portsmouth has always had diverse types of housing. It's important to continue that diversity so our community can house people of many backgrounds, cultures, and ages."
- "Create incentives for small work/live units. Promoting art and micro business affordability is important."
- "We need a zoning code that preserves our historic neighborhoods. We need to fix zoning!!!"
- "We need a way to protect the architectural styles of 1st + 2nd ring suburbs."



#### Issues & Opportunities Survey

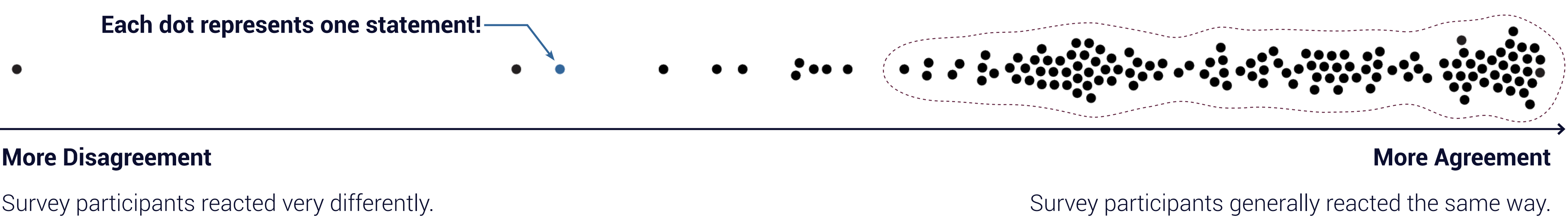
This online Polis survey was active for **4 months** from July - October, 2025.  
**38,500+** votes cast  
**379** statements submitted  
**592** people voted  
**492** people grouped

Approx 2.5% of Portsmouth's population That's a great outcome for a plan like this!

- 84%** resident
- 51%** worker
- 49%** 1-2 person households
- 38%** raising a family
- 21%** retired
- 16%** rent their home

**How it works:** participants vote on short statements submitted by others who have already voted. Participants can also submit their own statements for later participants to vote on. An algorithm sorts participants into like-minded groups based on their votes and identifies consensus statements that the majority agrees upon.

#### What was the conversation like?



Two distinct opinion groups emerged from the conversation based on different attitudes towards public investment in city services and infrastructure.

#### Opinion Group A

**395 people**  
**80%** respondents

This group wanted to see more investment in city services and infrastructure, such as environmental protection, arts and culture, public transportation, and multimodal road safety.

Statement	Group A	Group B
The City should continue investing in arts and culture to improve public spaces and promote economic vitality.	79% 8% 12%	0% 96% 3%
I support investing in the improved frequency, speed, and reliability of Portsmouth's COAST public transit system.	72% 9% 17%	1% 86% 12%

#### Opinion Group B

**97 people**  
**20%** respondents

This group valued Portsmouth as it is today. They wanted the City to take steps to protect its character, enact policies that promote fiscal responsibility, and limit public spending.

Statement	Group A	Group B
The City should decrease spending on City services (like public schools, parks, and street repair), in order to decrease the tax rate for residential properties since residential property taxes are too high	5% 76% 17%	96% 2% 1%
I support the idea of maintaining, improving, connecting, and expanding natural systems in a linked network of parks, open spaces, and waterways, including street trees and public spaces.	83% 2% 14%	15% 73% 11%

#### What are the takeaways?

Most participants agree Portsmouth should focus on:

- Make housing more accessible
- Preserve natural resources
- Protect the City's Character
- Neighborhood centers outside Downtown
- Residential tax burden is too high
- Better public access to the waterfront
- Retain and attract anchor employers

See below for detailed voting patterns on key issues:

Statement	Overall 714	Group A 182	Group B 532
The City should prioritize use of its "tourist tax" (food & bev, lodging tax) to fund City services and infrastructure that improve resident quality of life	78% 5% 15%	72% 7% 20%	95% 1% 3%
I support efforts in Portsmouth to support preservation of our natural resources both land and waterways.	86% 3% 10%	90% 1% 8%	81% 5% 12%
The high cost of living in Portsmouth is not supported by the wages of jobs in the City.	58% 12% 28%	58% 6% 34%	56% 30% 12%
Current single family neighborhoods should allow duplexes and triplexes similar to historic Portsmouth neighborhoods	70% 17% 12%	59% 23% 16%	90% 5% 3%
Additional impact taxes should be levied for new building to defray infrastructure costs as roads, and increased numbers of fire and police.	82% 4% 12%	52% 14% 33%	98% 0% 1%
Portsmouth should explore incentives to attract more advanced manufacturing companies to the Pease Business park (e.g aerospace, medical)	69% 9% 21%	64% 7% 27%	77% 12% 10%
Development should preserve the basic identity of Portsmouth, including architectural style, history, natural beauty, and maritime history.	75% 9% 15%	80% 7% 11%	59% 15% 24%

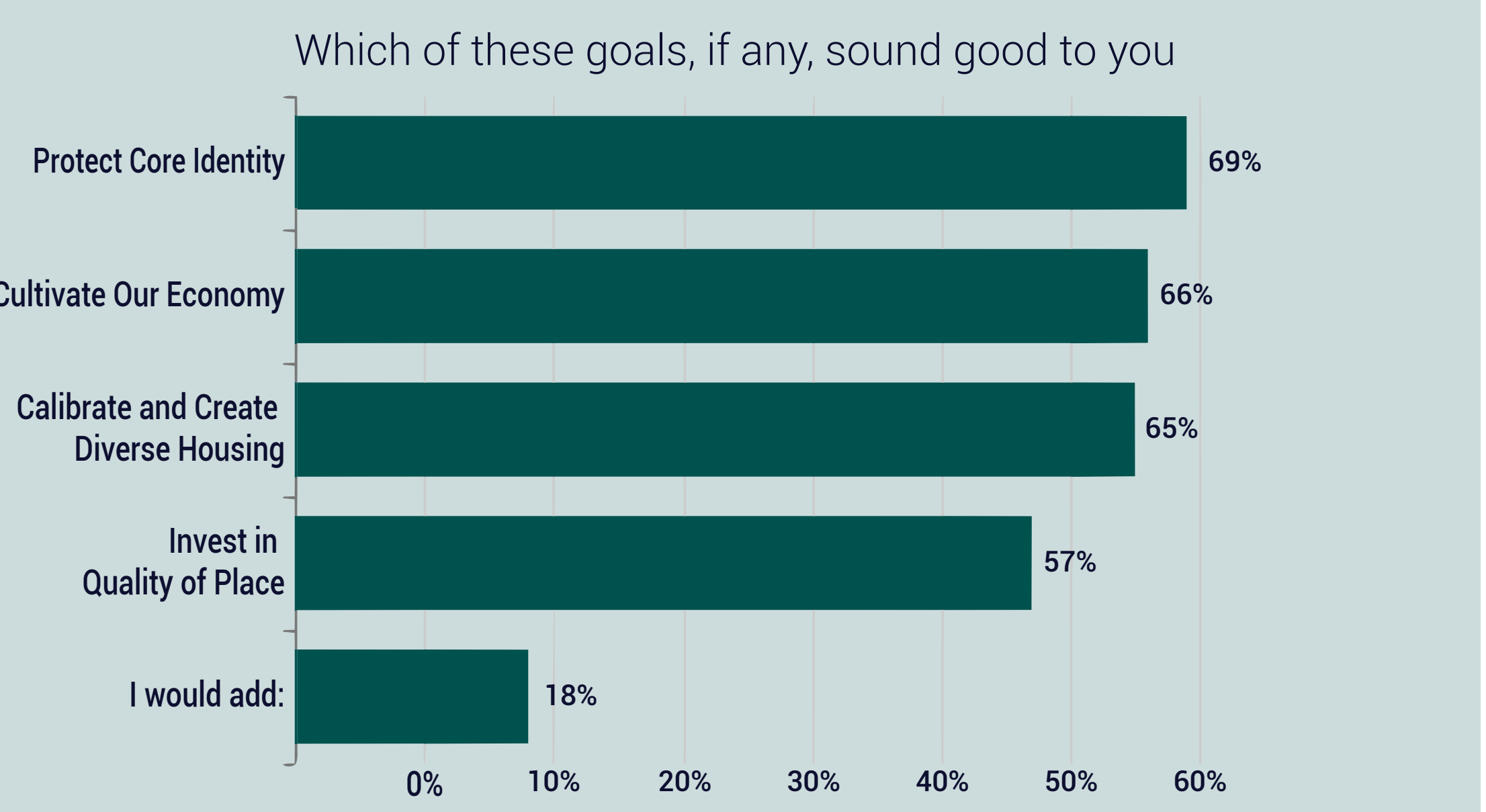


### Public Listening Tour 2: Draft Plan



#### FlashVote Survey

This statistically representative survey was active for **2 days** in late December 2025.  
**362** people participated  
**430+** votes and comments

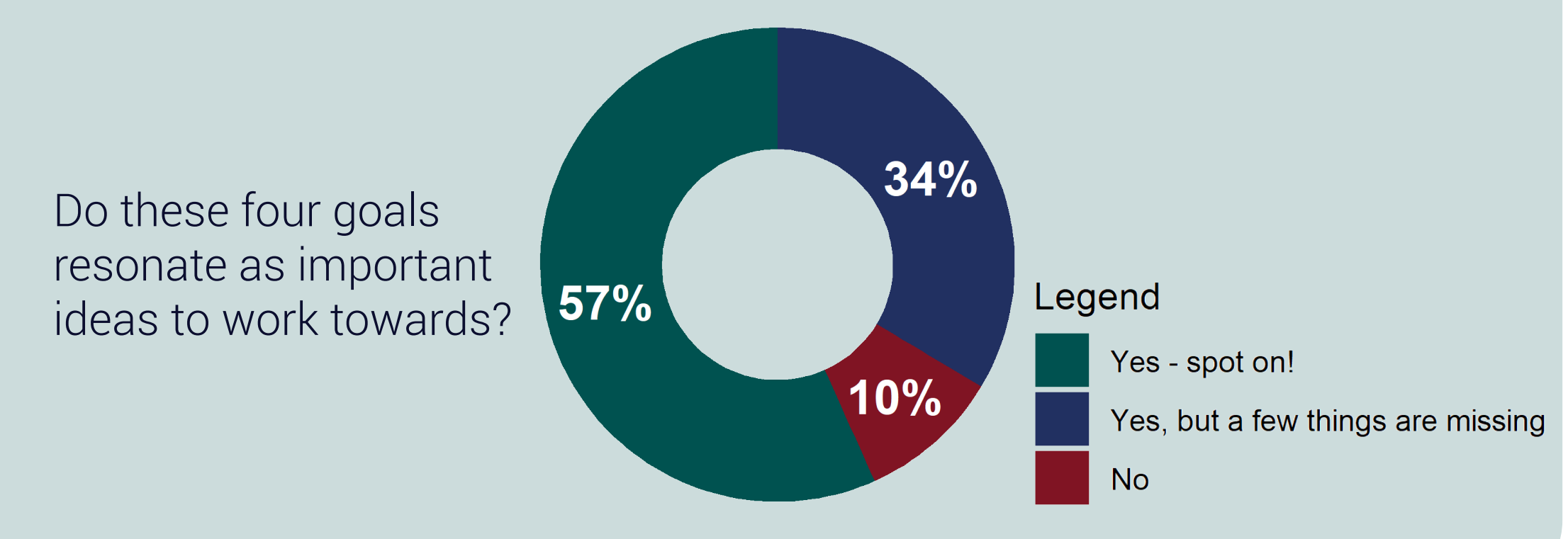


**Note:** we added goal 3, Promote Balanced, Fiscally Responsible Development, based on feedback during this listening tour!



#### Draft Plan Framework Survey

This survey was active for **3 months** from February - April, 2026.  
**135+** people participated



#### Draft Plan Open House & Exhibit

This is our event today! We invite your feedback to improve the final master plan.

# Draft Plan Framework

## Vision, Values, Goals



Scan the QR code to visit the project website and learn more!

### Vision Statement

Portsmouth will continue to cultivate our role as the Seacoast region's cultural and economic hub, protect the places that anchor our shared identity and historic character, and invest in sustainability, resilience and environmental justice.



1920s-era Portsmouth Chamber of Commerce slogan and graphic, courtesy of Seacoast Online.

As the *City of the Open Door*, we will support the people who create our community, expand attainable housing options for residents at every stage of life, and ensure our City is accessible and inclusive.

Together we will work to keep Portsmouth a beautiful, vibrant, and welcoming home for all people for generations to come.

### Core Values

#### Vibrancy

Our rich variety of organizations, businesses, and activities.

#### Authenticity

Our City's historic character and our ability to contribute to the City's ever-evolving identity through self-expression.

#### Inclusivity

Welcoming and supporting the full range of ages, incomes, abilities, and identities of Portsmouth community members.

#### Connectivity

Transportation and communication systems that work for everyone and bring our City together.

#### Sustainability

Our commitment to being an Eco-Municipality by ensuring our actions protect and reduce our impact on the environment while supporting the needs of all people in Portsmouth today and for generations to come.

#### Resiliency

The capacity of our residents, built, and natural environment to adapt to a changing climate.

### Goals



#### Invest in Quality of Place

Improve the everyday lives of residents and visitors and fulfill the community's desire for a sustainable future by investing in and connecting them to Portsmouth's environmental and cultural amenities.



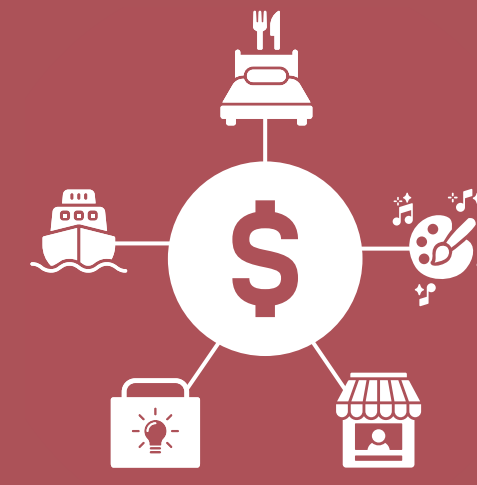
#### Retain and Create Diverse Housing

Enable, incentivize, and support diverse and attainable housing for all ages and incomes that will support current residents and welcome newcomers.



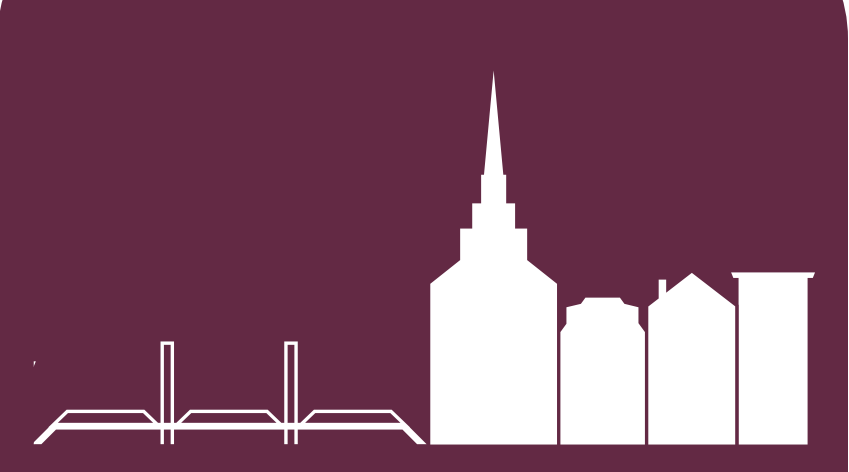
#### Promote Fiscally Responsible Development

Promote "smart growth" development patterns and processes that contribute to fiscal health and manage residential property tax burden through aligned land use policy and municipal capital investment.



#### Cultivate Our Economy

Support the local artists, small businesses, and anchor employers that enrich Portsmouth and its regional importance.



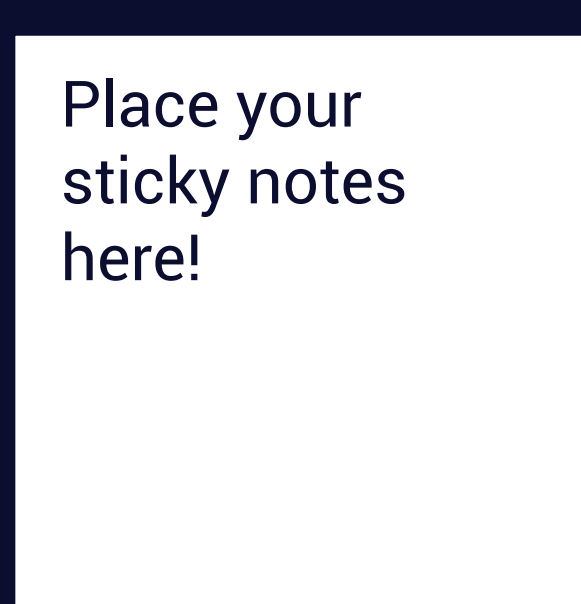
#### Protect Core Identity

Safeguard the cultural, historic, and environmental assets that make the City unique and beautiful, and ensure that future development contributes to Portsmouth's character.

Have feedback on these? Take the Survey.



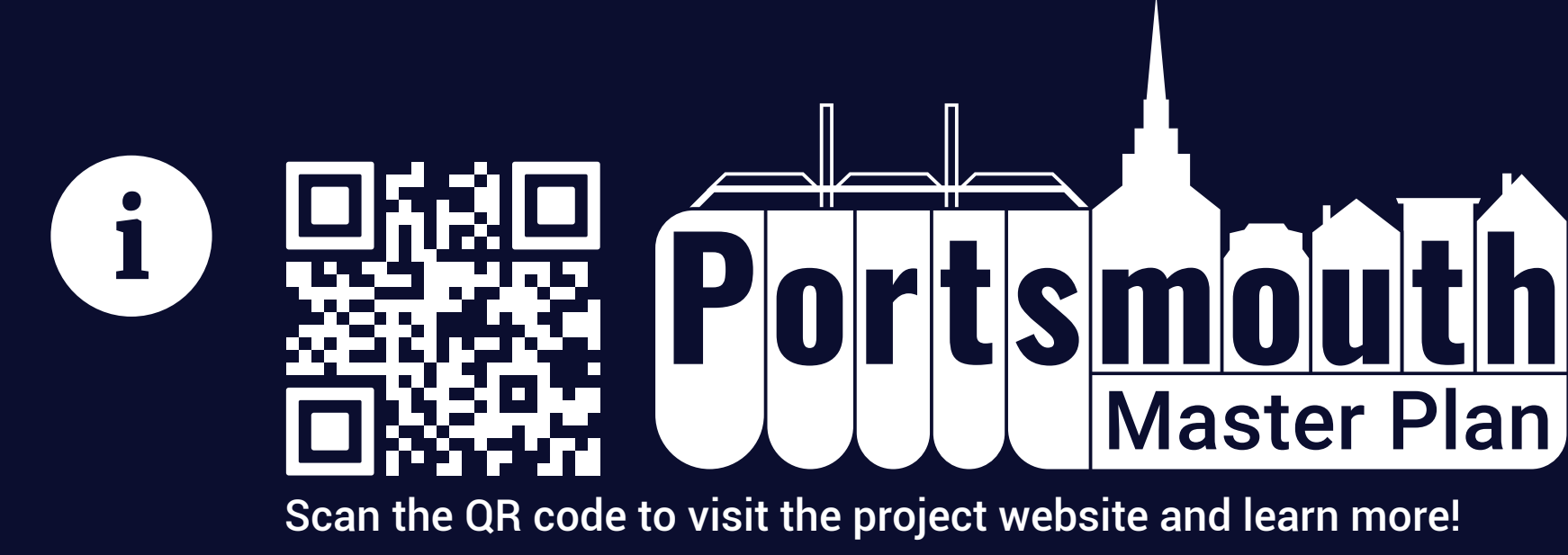
Scan the QR code to take the Draft Plan Framework Survey!



Or, if you prefer, add anything you think is missing here.

# Understanding Place Types

## Grouping Portsmouth's Districts and Neighborhoods by Vision for Development Patterns & Characteristics



### Centers & Corridors

Centers and corridors are the mixed-use activity hubs of Portsmouth.

#### Downtown

Regional destination with dense and dynamic mix of housing, commercial uses, public spaces, institutions, and infrastructure.



### Special Use Districts

These are destination districts typically dominated by a primary use type.

#### Civic Hub

Citywide hubs of civic activity, including places like City Hall, government departments, schools, libraries, nursing homes, and community centers.



### Neighborhoods

Portsmouth's residential neighborhoods offer distinctive lifestyles and patterns.

#### Downtown Neighborhood

Residential neighborhoods characterized by walkable street networks with compact buildings close the street, often with no front yard and minimal if any space between buildings. Current examples are mostly historic from the colonial era.



#### Neighborhood Center

Local destination with a dynamic mix of housing, commercial uses, public spaces, institutions, and infrastructure serving the immediate neighborhood surrounding it.



#### Employment Hub

Regional hubs of governmental, industrial, and commercial jobs and services that support the region.



#### Traditional Neighborhood

Residential neighborhoods characterized by small front yards, modest spacing between buildings, and a network of generous streets for transit, driving, biking, and walking. Current examples are mostly from before WWII, commonly referred to as "pre-war" neighborhoods.



#### Neighborhood Corridor

Mixed-use, linear local destination of limited length that is a hub of social and commercial activity with resident-oriented services, amenities and small businesses, mixed in with compact multi-family housing.



#### Suburban Corridor

Mixed-use, linear regional destination for recreational, commercial, and industrial businesses that rely on automobile access mixed in with compact multi-family housing.



#### Garden Neighborhood

Residential neighborhoods characterized by larger lots with more generous landscaped front yards, off-street parking, and larger blocks interspersed with conservation and natural areas. Current examples are mostly from after WWII, commonly referred to as "post-war" neighborhoods.

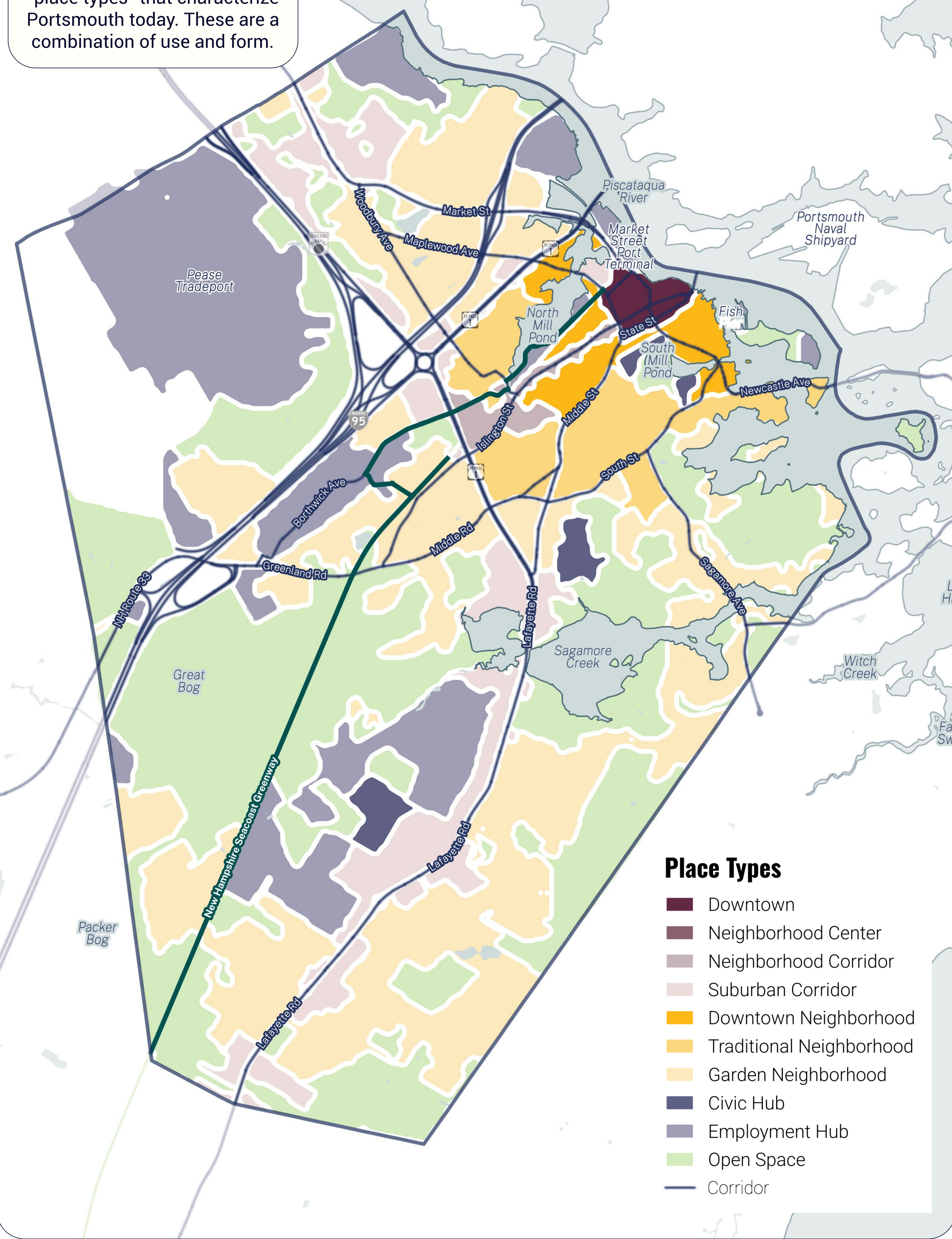


# Future Place Type Vision

## Vision for Future Place Types Versus Today

This is a mental map of the development patterns or "place types" that characterize Portsmouth today. These are a combination of use and form.

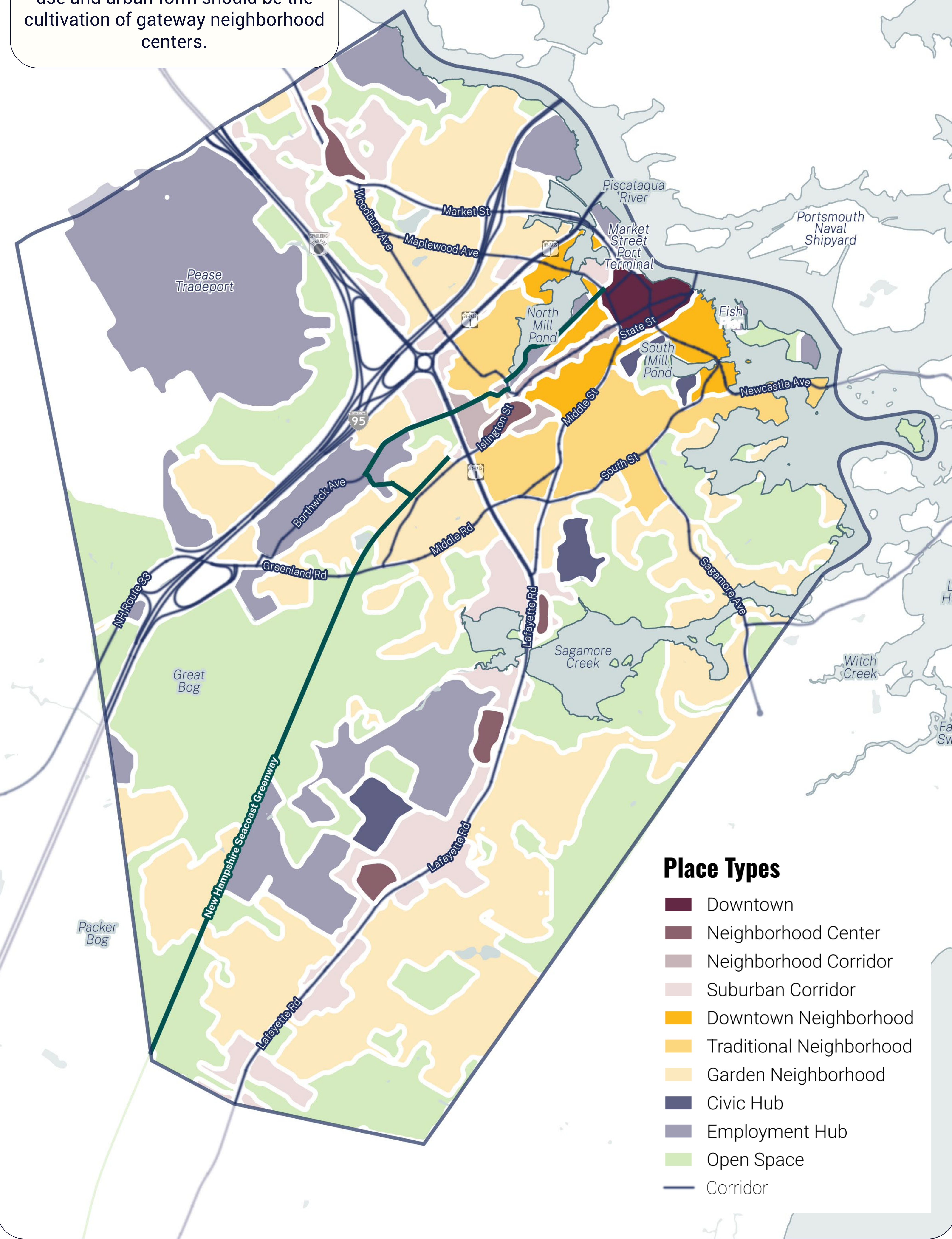
### "Mental Map" of Place Types Today



- Place Types**
- Downtown
  - Neighborhood Center
  - Neighborhood Corridor
  - Suburban Corridor
  - Downtown Neighborhood
  - Traditional Neighborhood
  - Garden Neighborhood
  - Civic Hub
  - Employment Hub
  - Open Space
  - Corridor

Based on the vision, values and goals, the primary shift in land use and urban form should be the cultivation of gateway neighborhood centers.

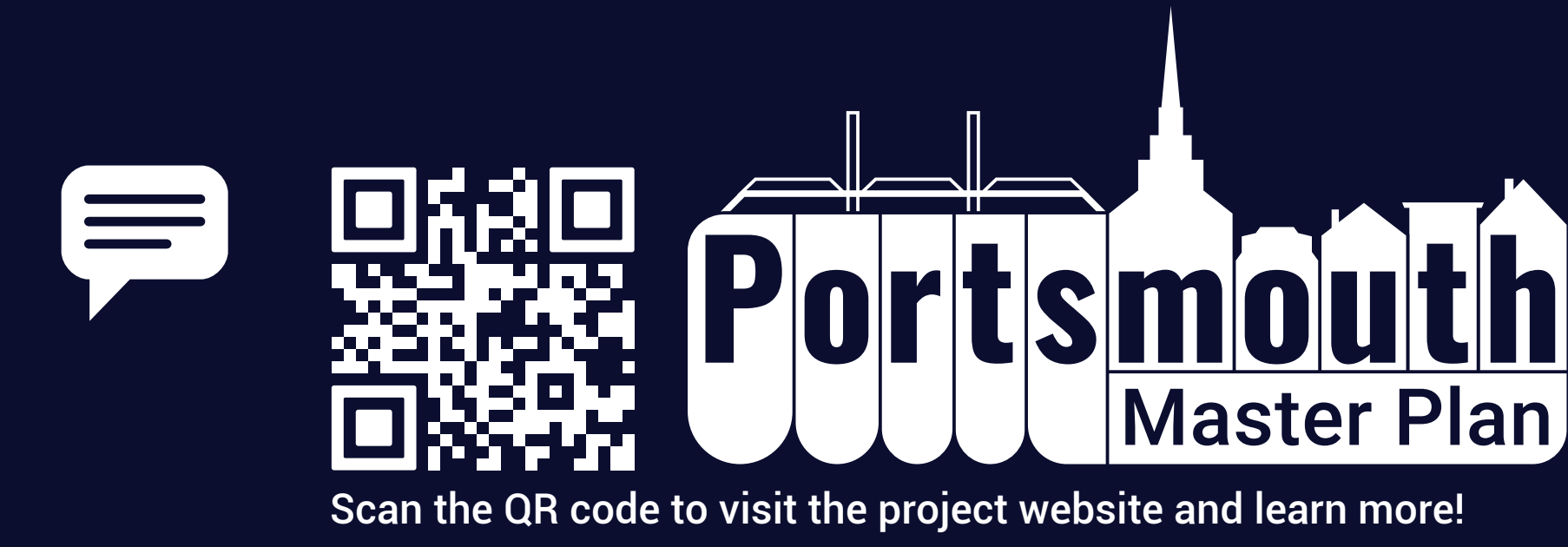
### Future Place Type Vision



- Place Types**
- Downtown
  - Neighborhood Center
  - Neighborhood Corridor
  - Suburban Corridor
  - Downtown Neighborhood
  - Traditional Neighborhood
  - Garden Neighborhood
  - Civic Hub
  - Employment Hub
  - Open Space
  - Corridor

# Development Pattern Visual Preference Survey

Help us understand what you want for these neighborhood place types



## What do you think Portsmouth's neighborhoods should feel like?

Place a dot next to each precedent image indicating whether you think it is a good fit for Portsmouth's neighborhood place types. Help us create affordability, flexibility, and adaptability for our neighborhoods while upholding the design features that matter.

Dot colors have meaning - use them to indicate your reaction to each photo.

- A good fit for this place type!
- Neutral / not sure
- Not a good fit.

### Downtown Neighborhood

Residential neighborhoods characterized by walkable street networks with compact buildings close to the street, often with no front yard and minimal if any space between buildings. Current examples are mostly historic from the colonial era.

### Traditional Neighborhood

Residential neighborhoods characterized by small front yards, modest spacing between buildings, and a network of generous streets for transit, driving, biking, and walking. Current examples are mostly from before WWII, commonly referred to as "pre-war" neighborhoods.

### Garden Neighborhood

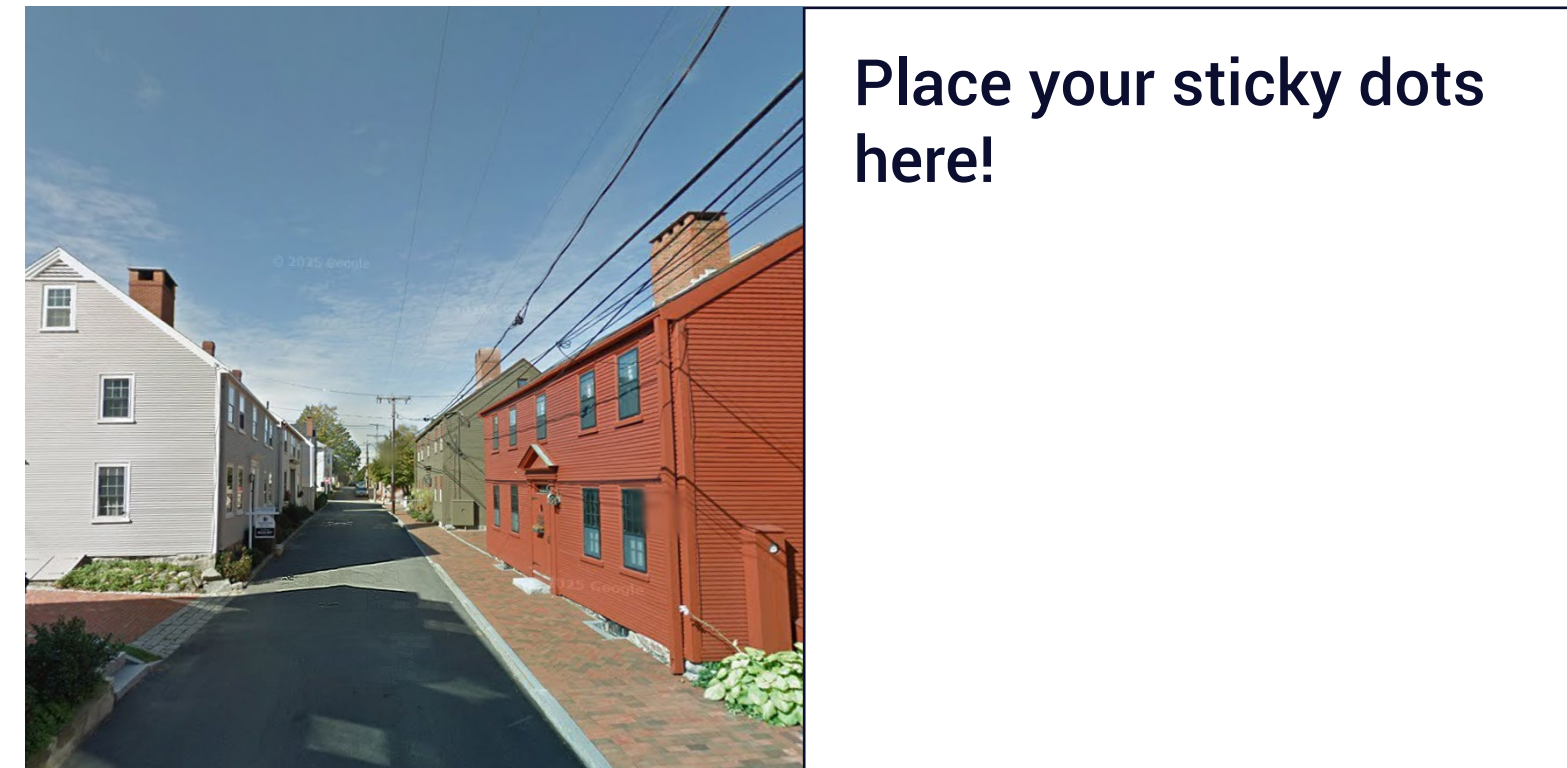
Residential neighborhoods characterized by larger lots with more generous landscaped front yards, off-street parking, and larger blocks interspersed with conservation and natural areas. Current examples are mostly from after WWII, commonly referred to as "post-war" neighborhoods.

### Neighborhood Center

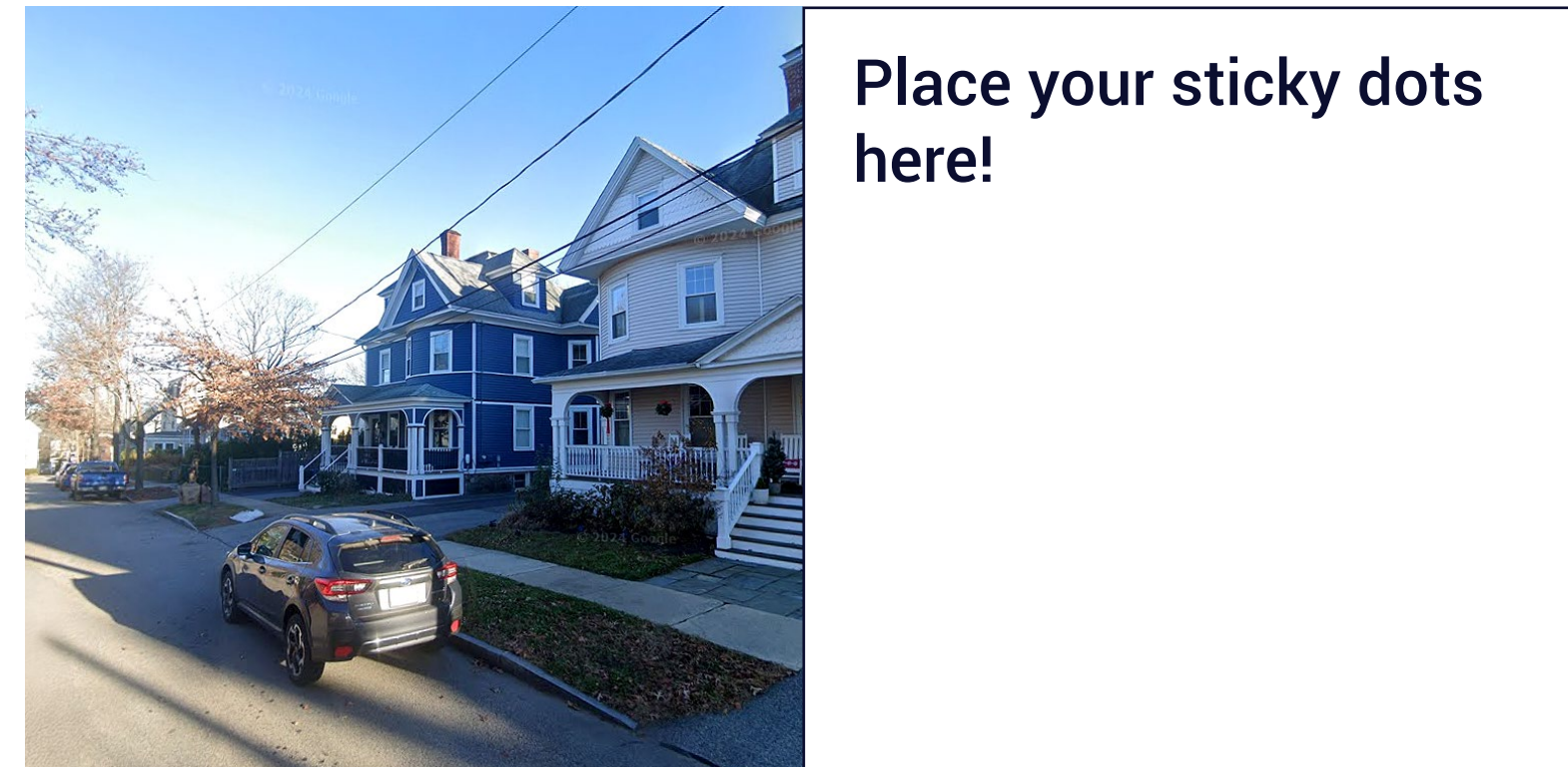
Local destination with a dynamic mix of housing, commercial uses, public spaces, institutions, and infrastructure serving the immediate neighborhood surrounding it.

### Neighborhood Corridor

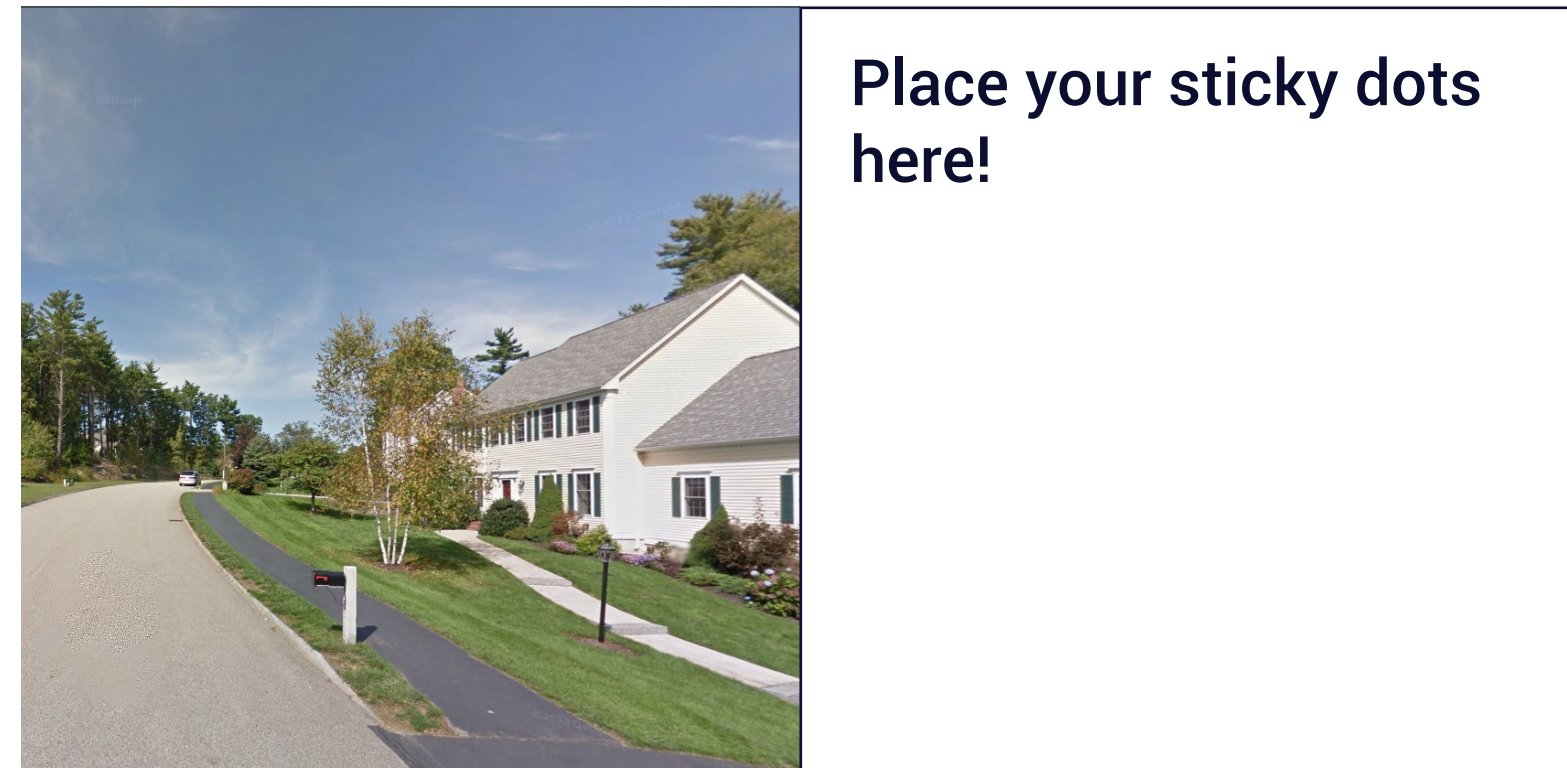
Mixed-use, linear local destination of limited length that is a hub of social and commercial activity with resident-oriented services, amenities and small businesses, mixed in with compact multi-family housing.



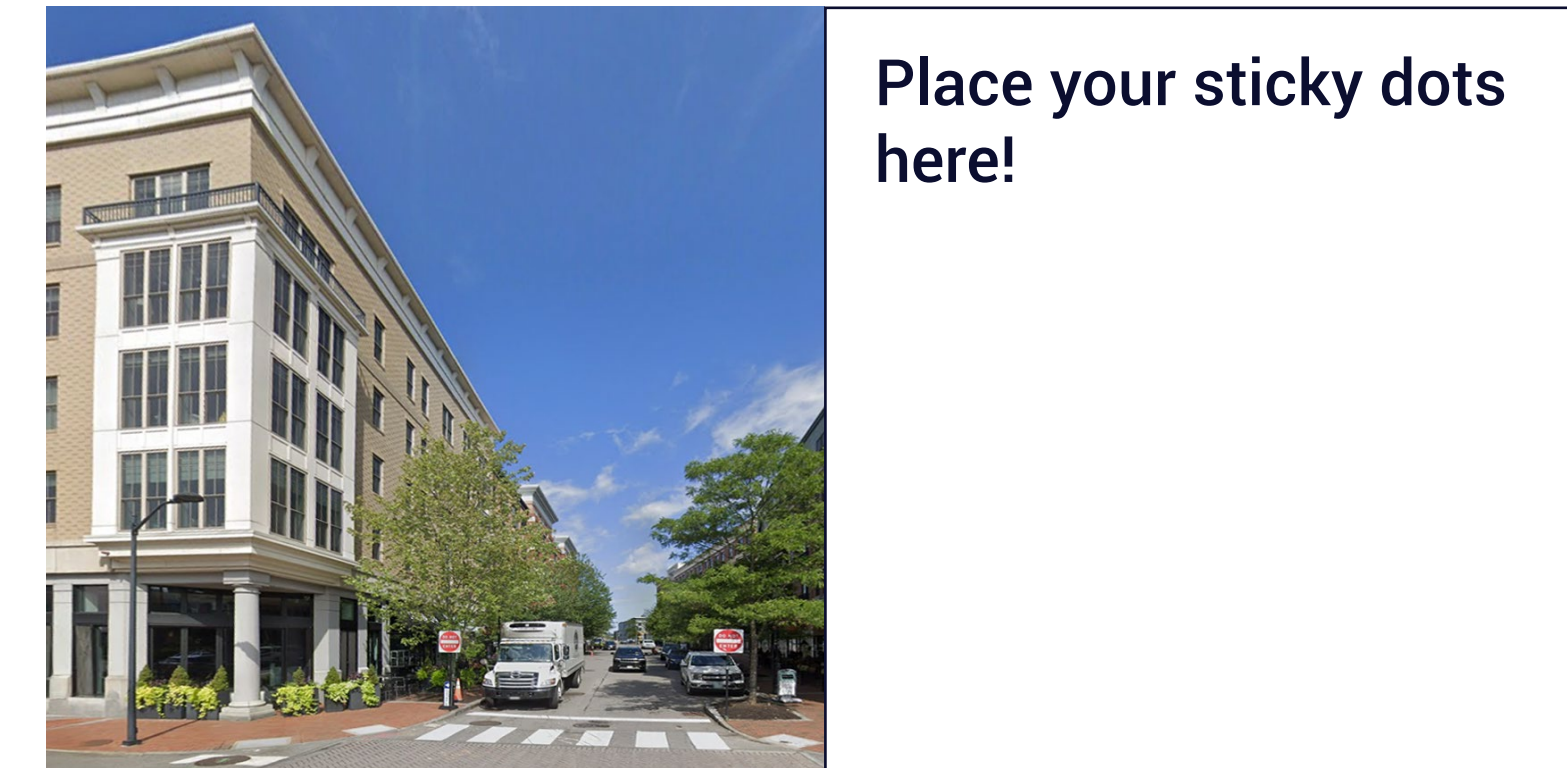
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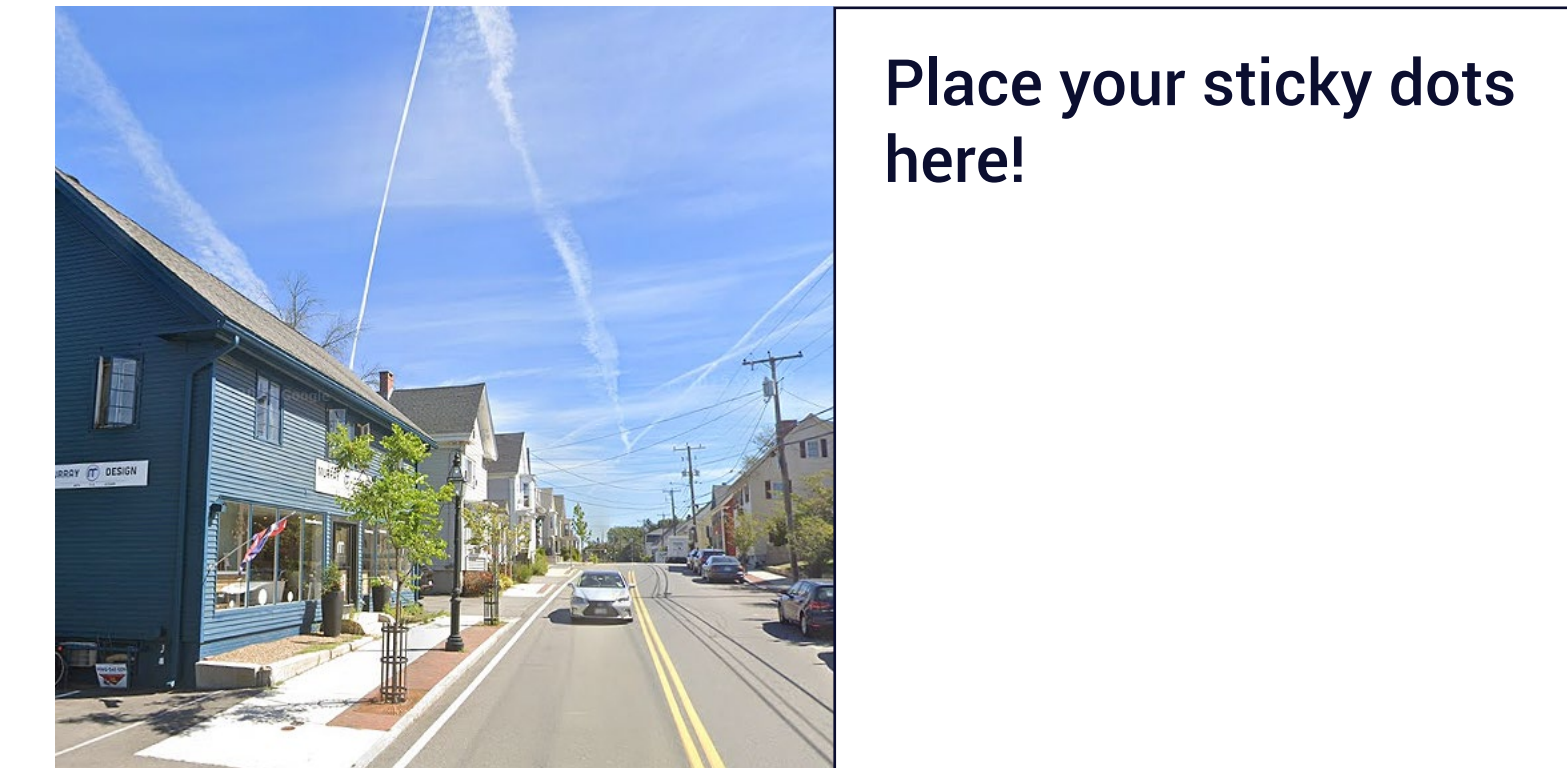
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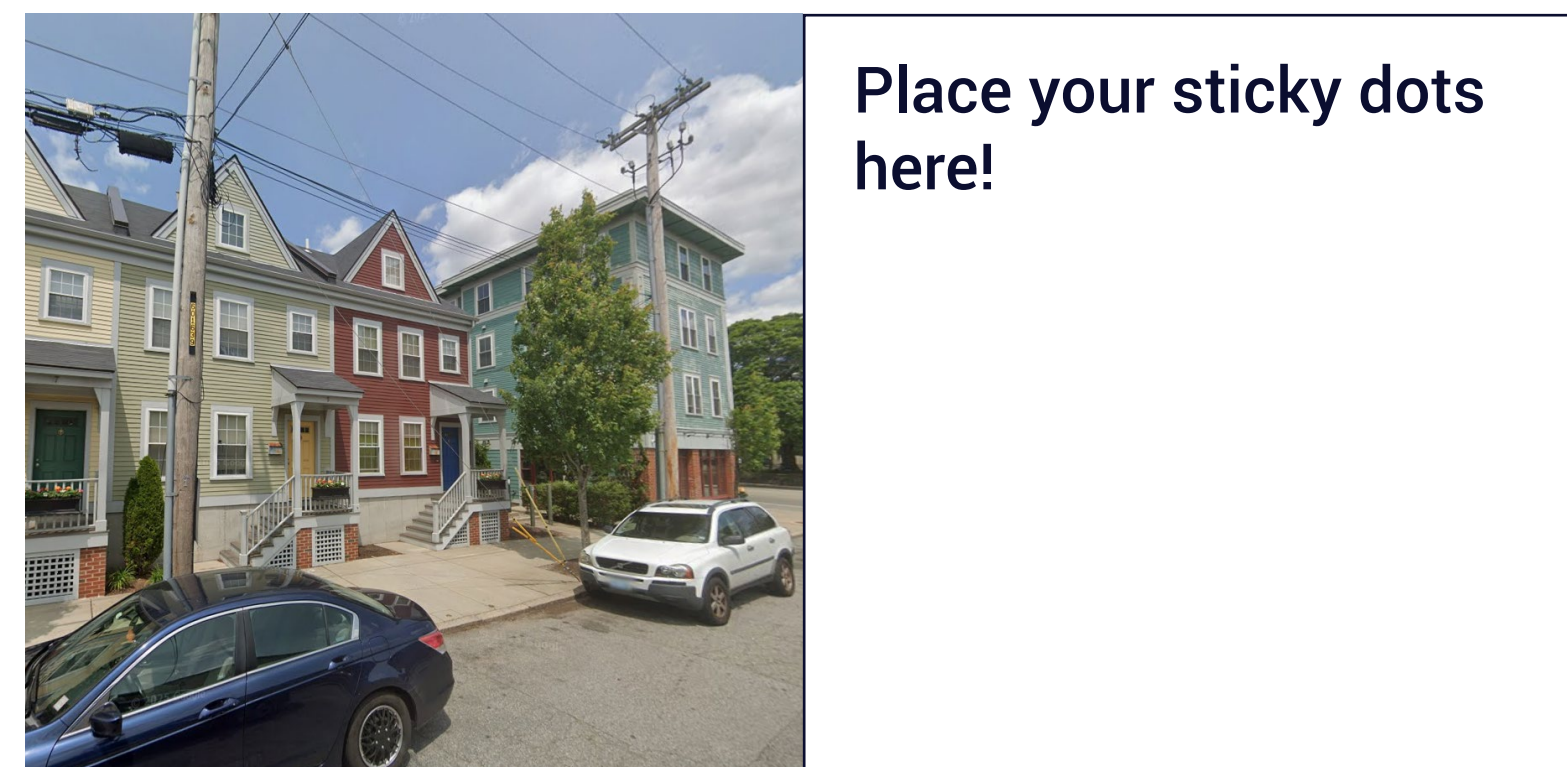
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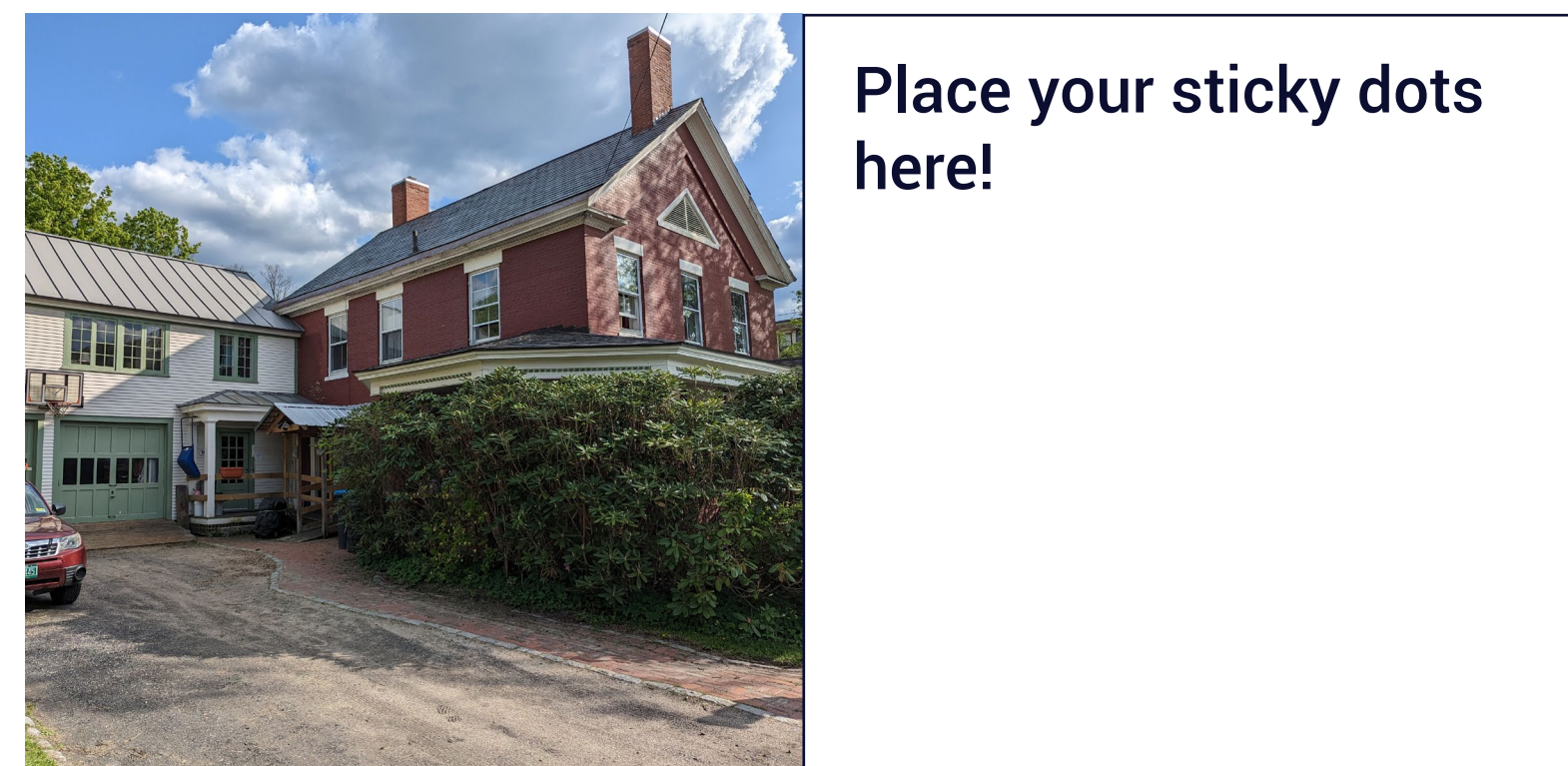
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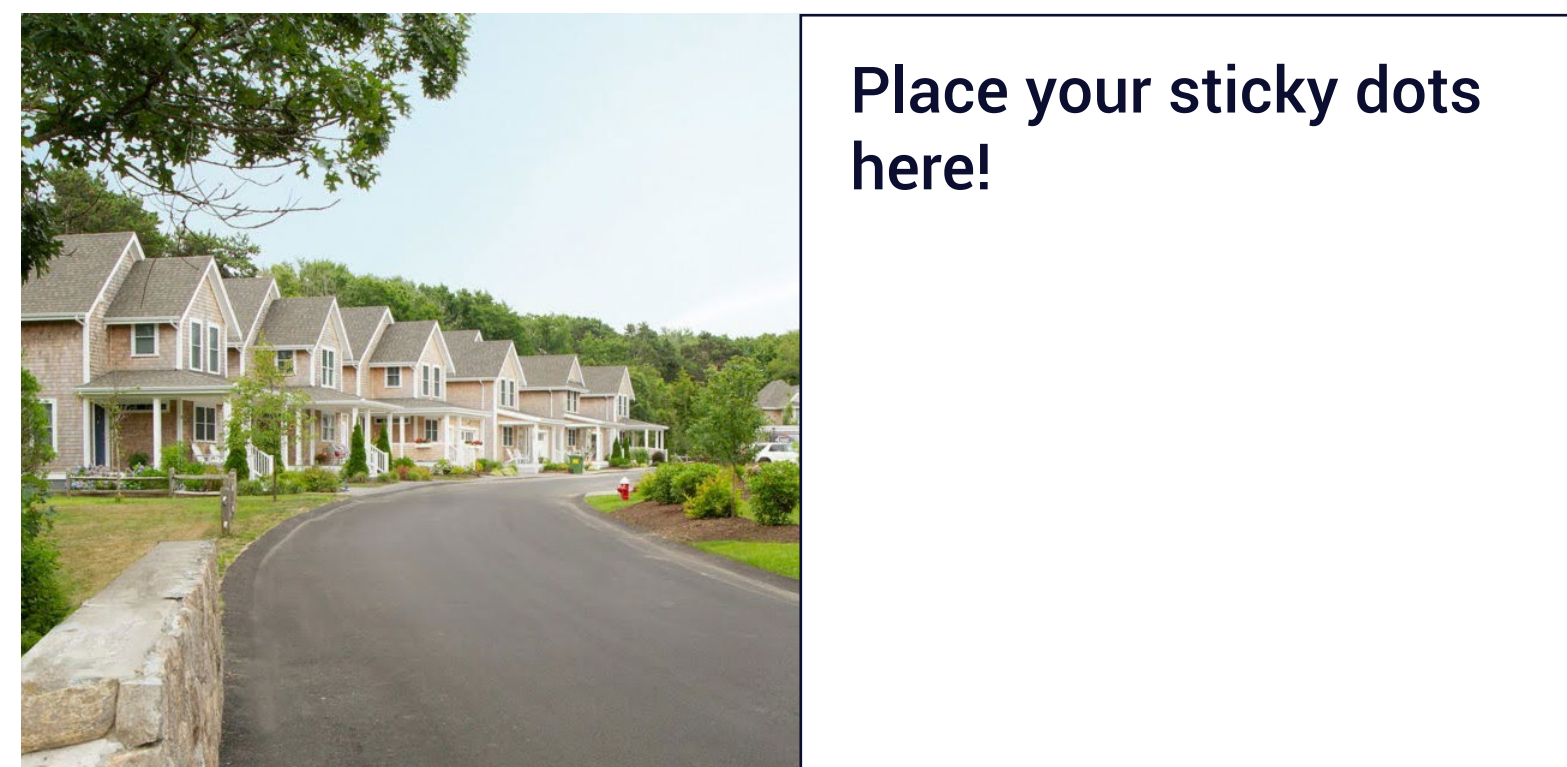
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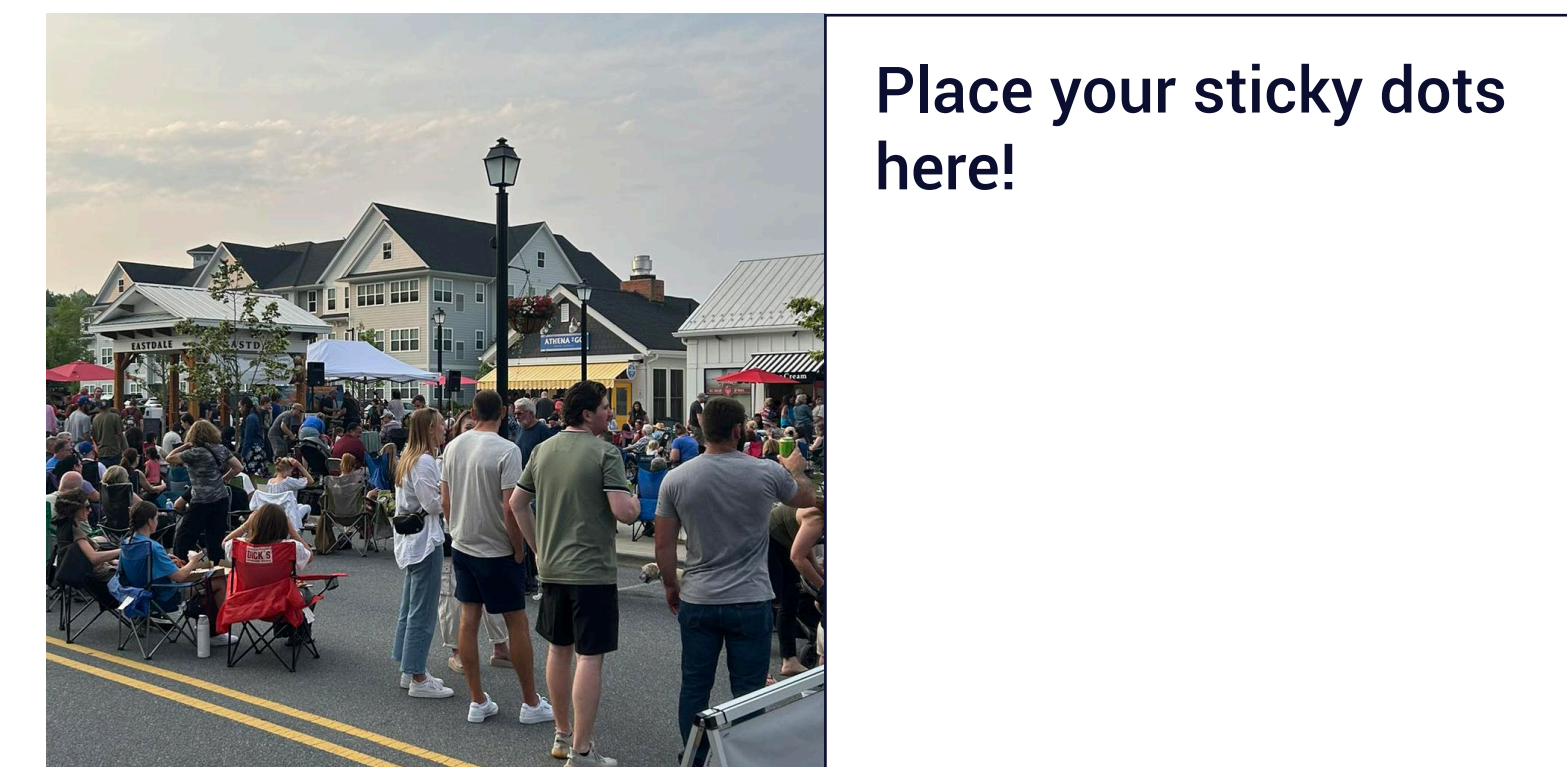
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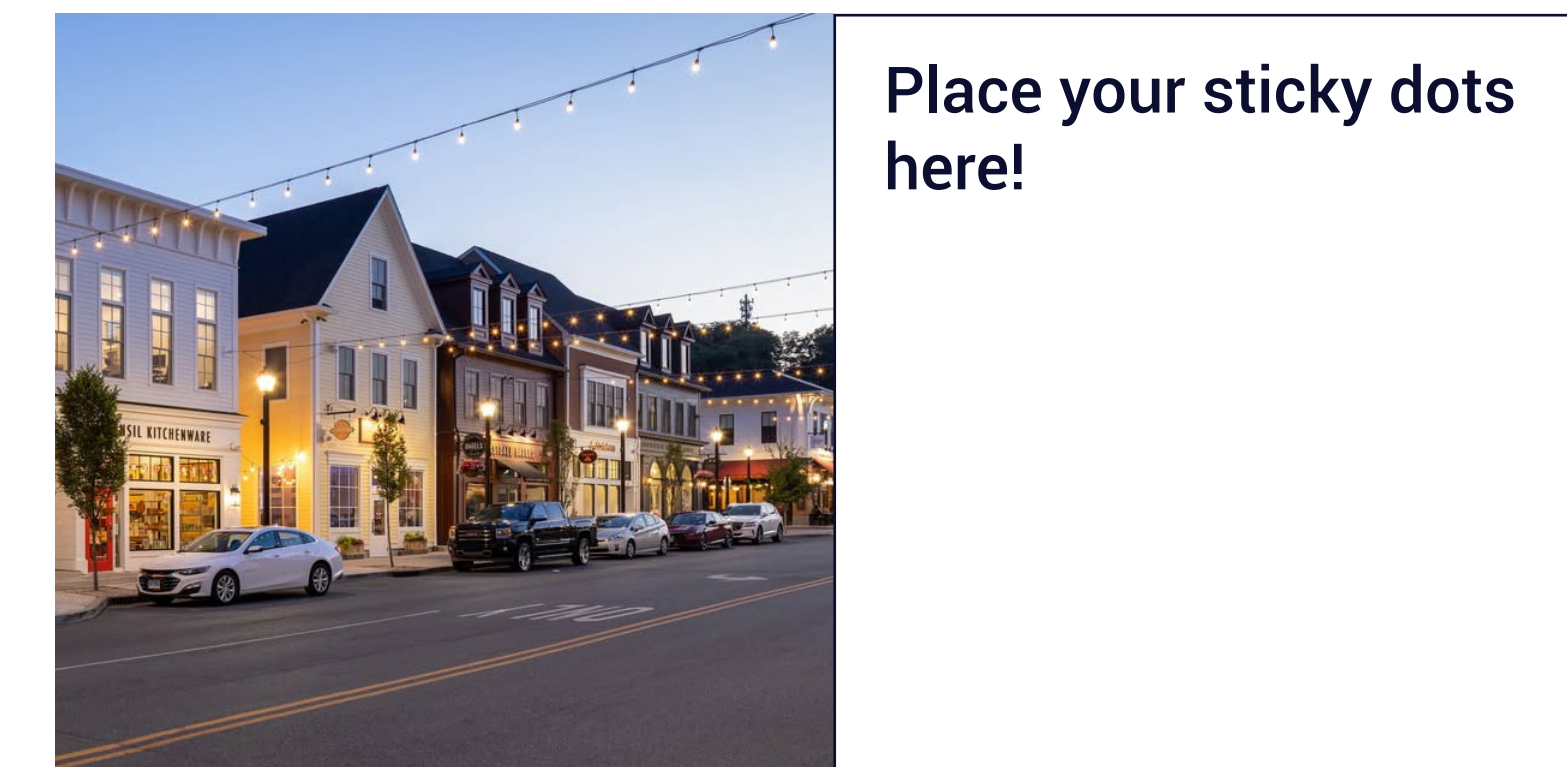
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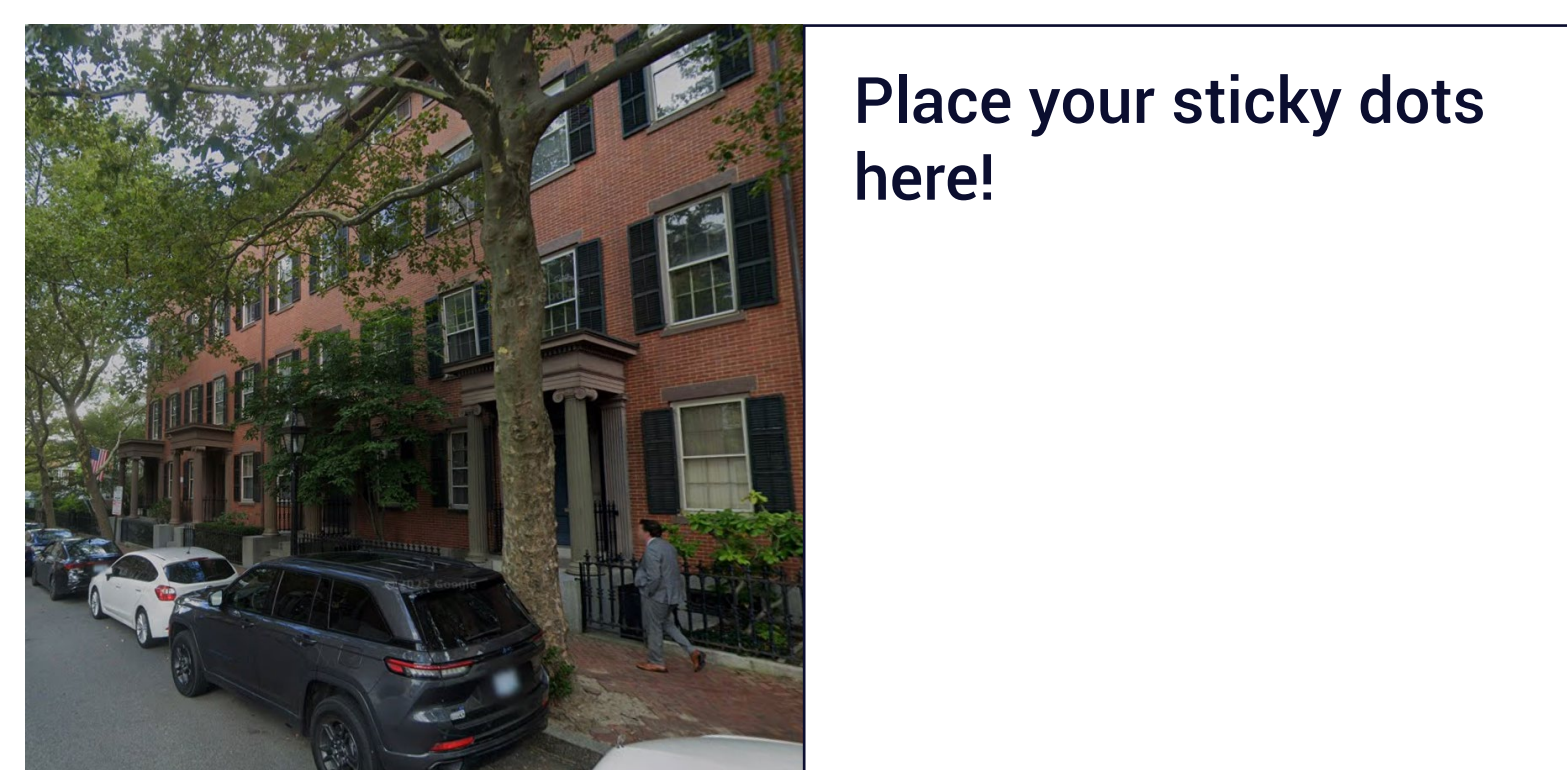
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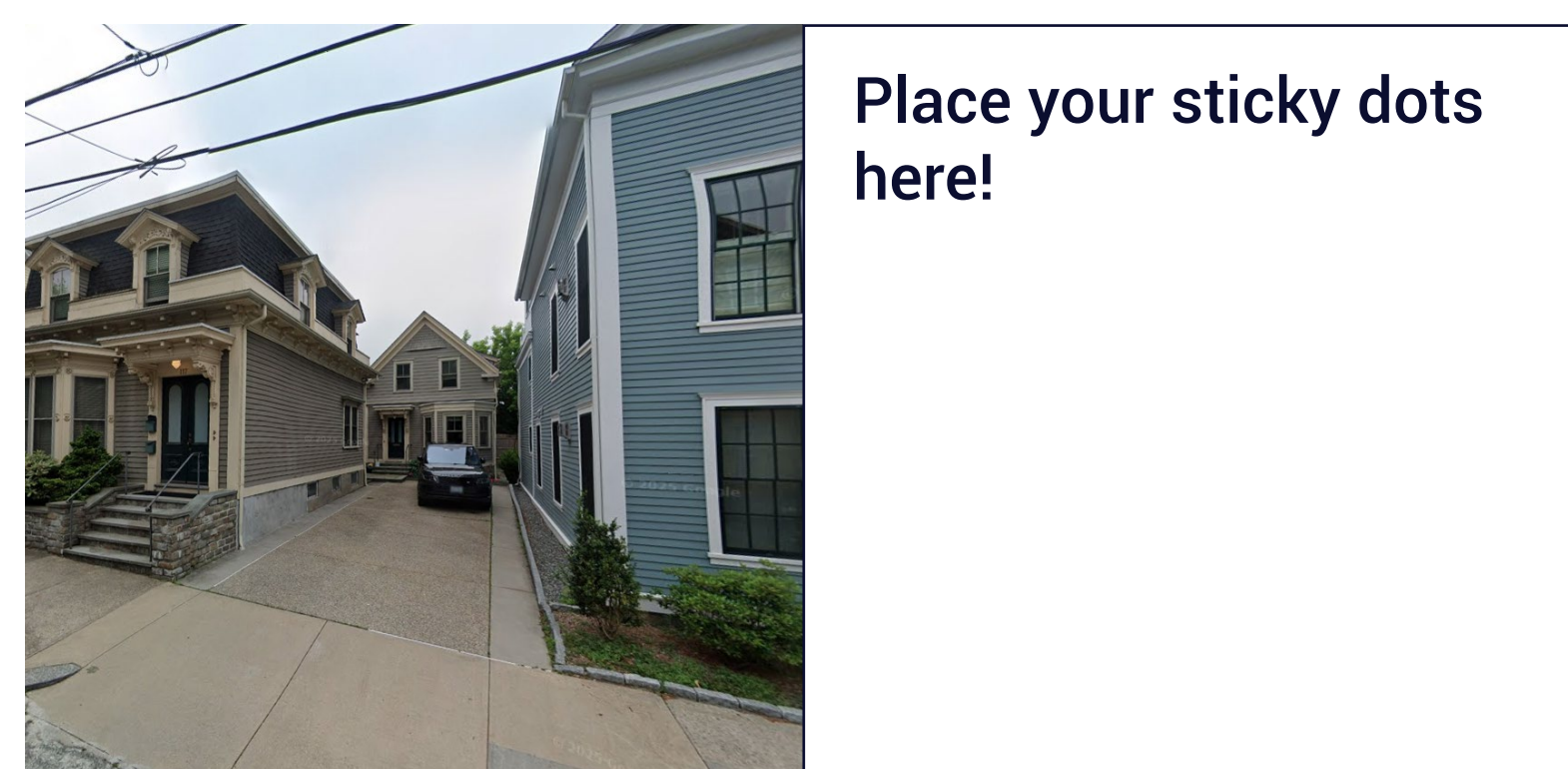
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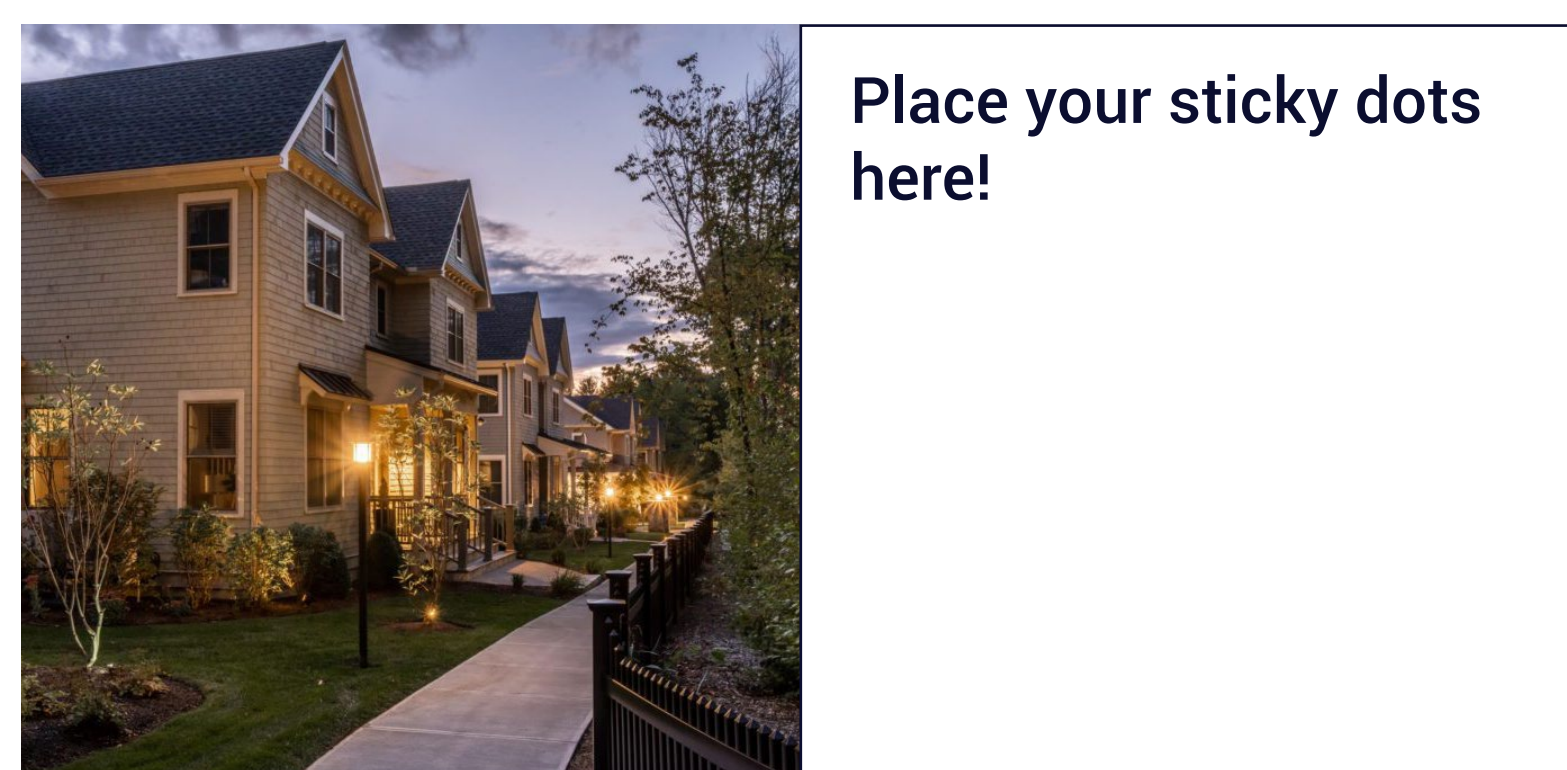
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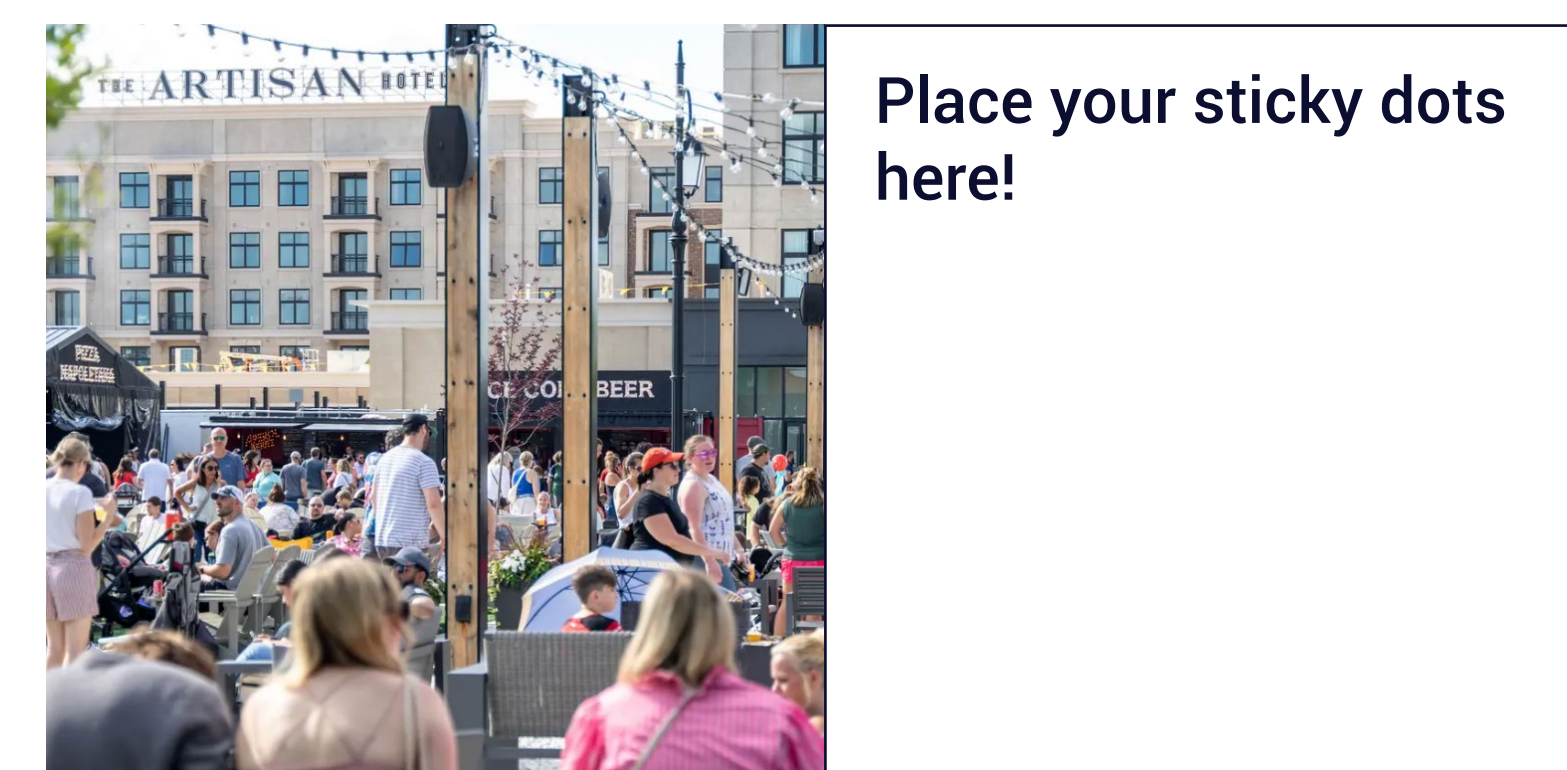
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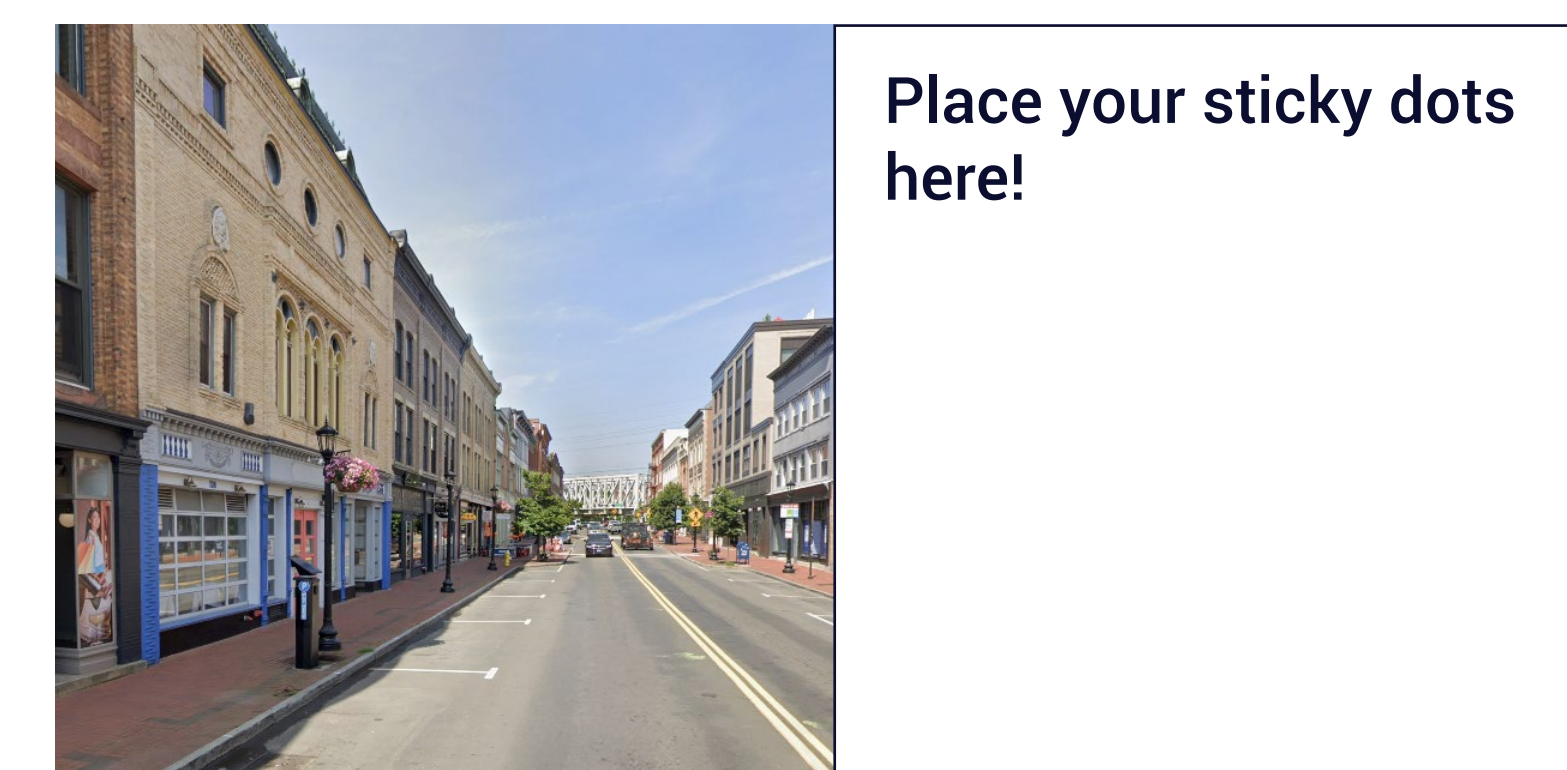
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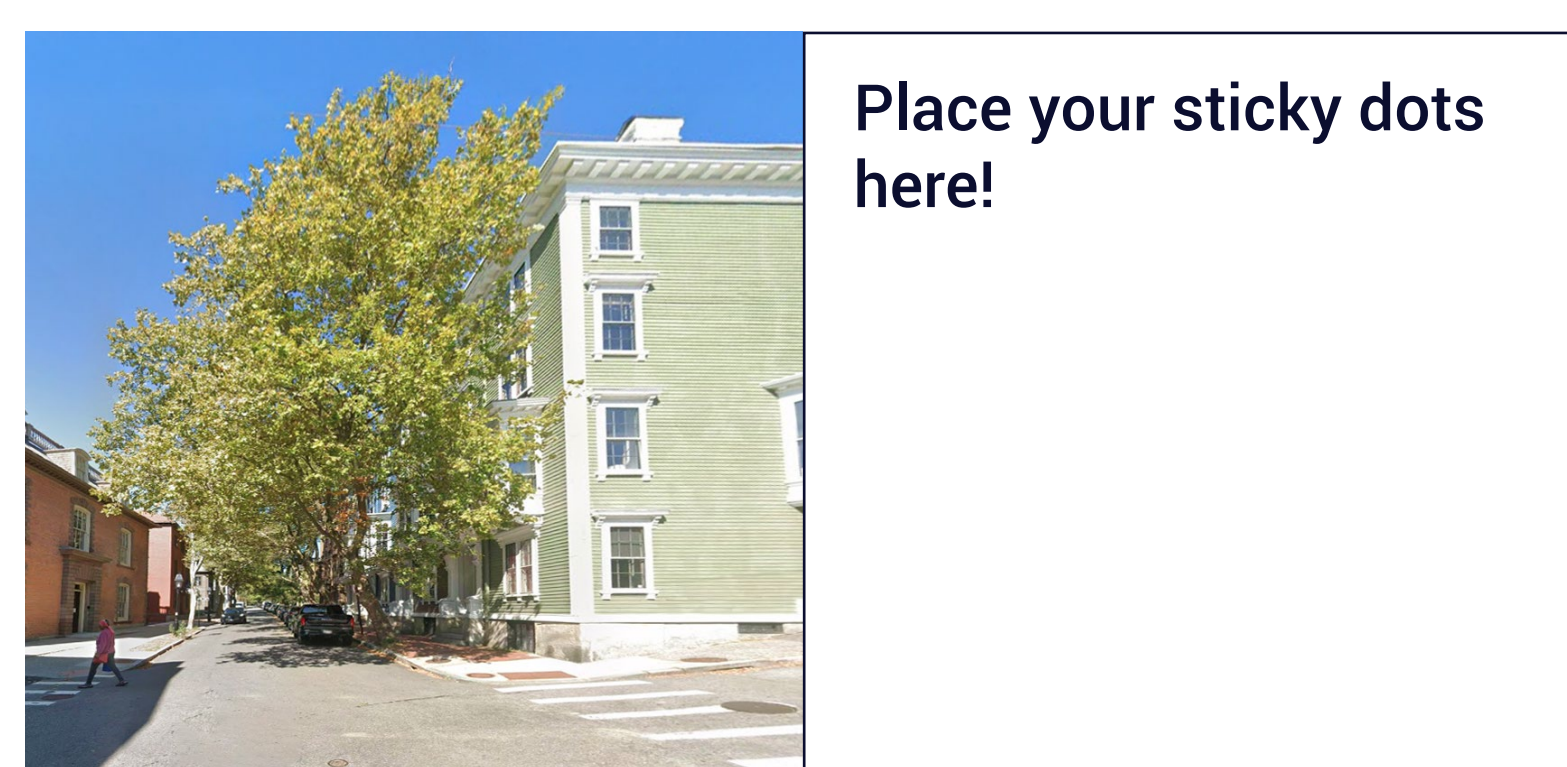
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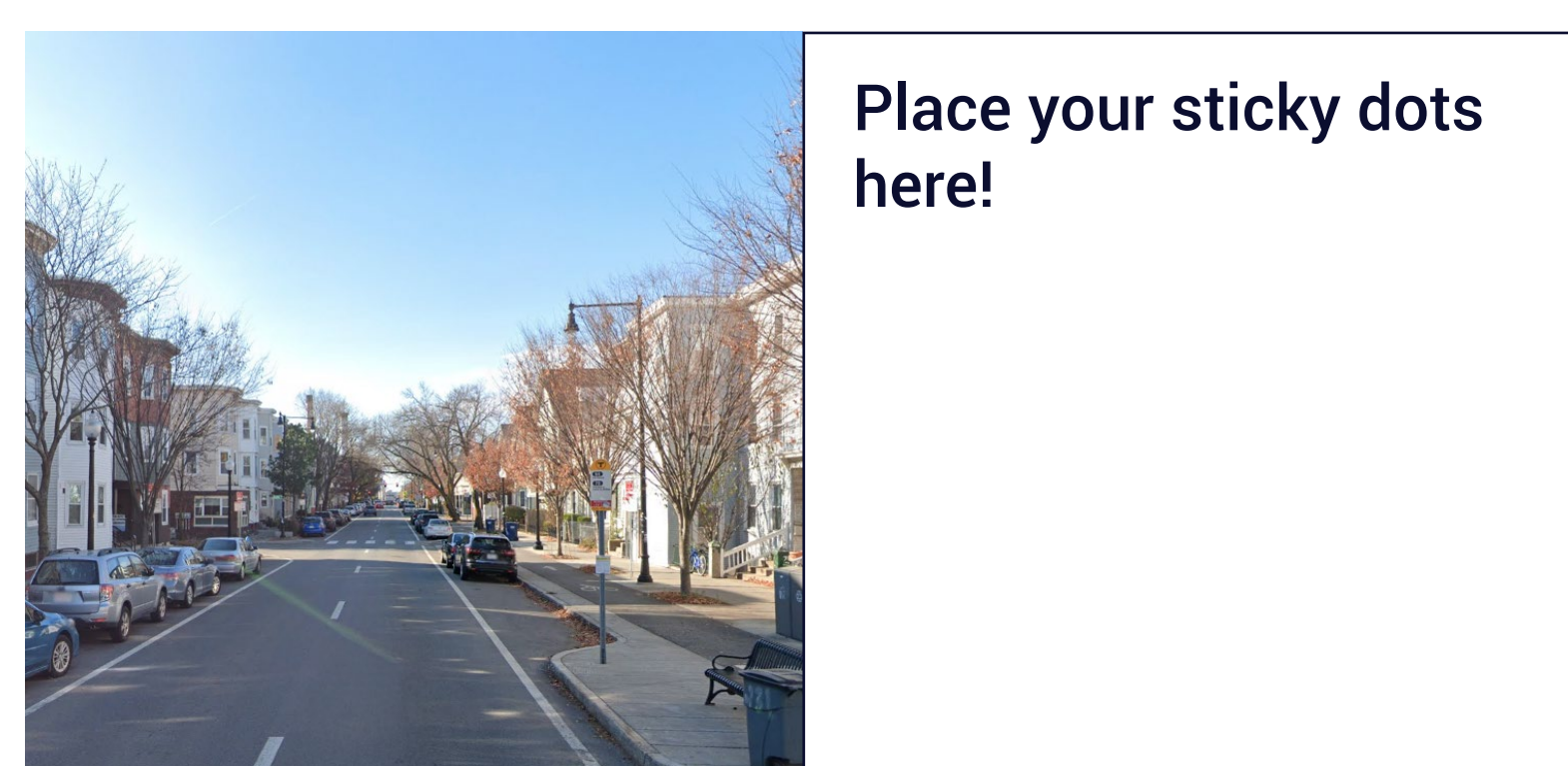
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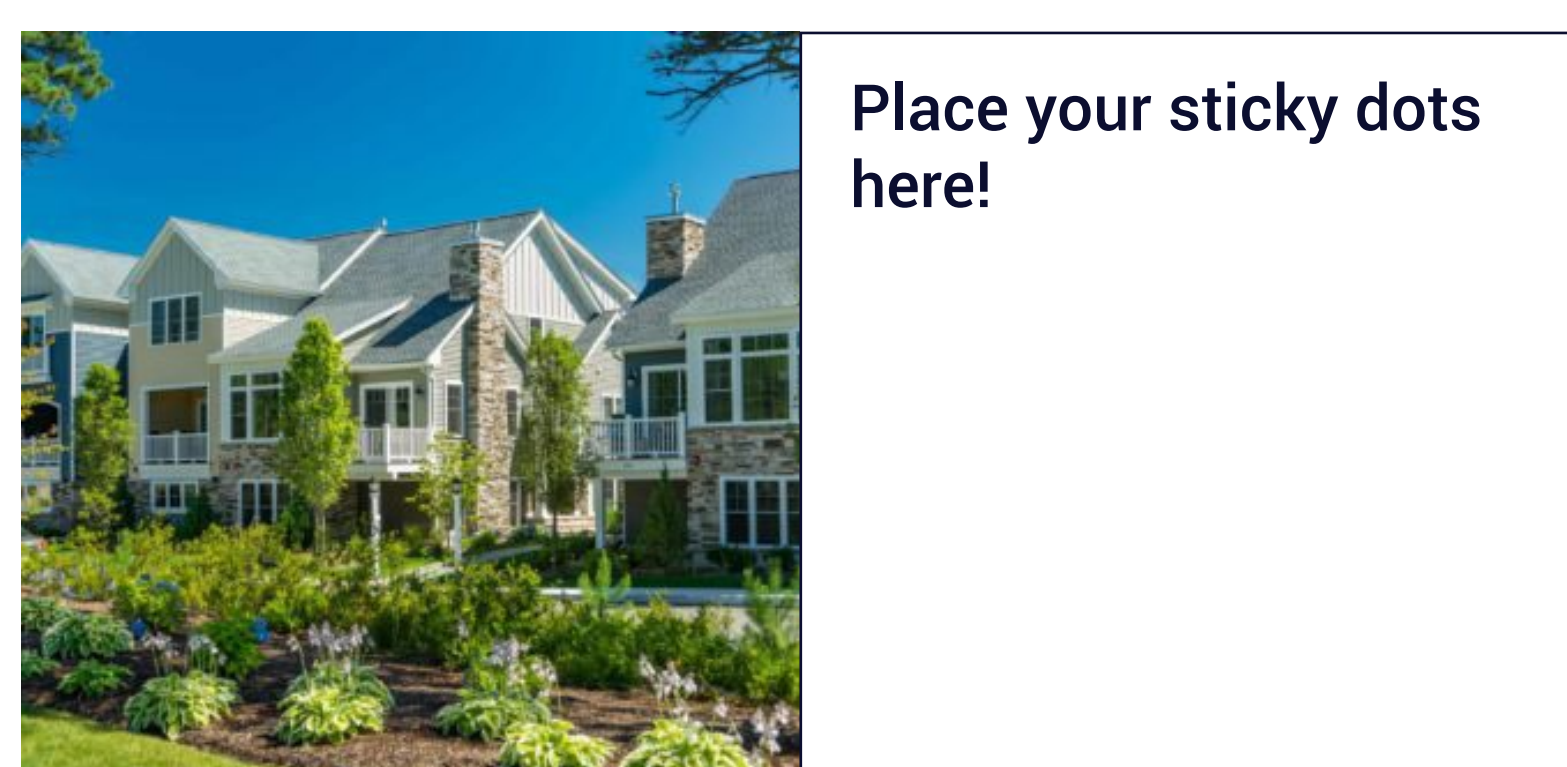
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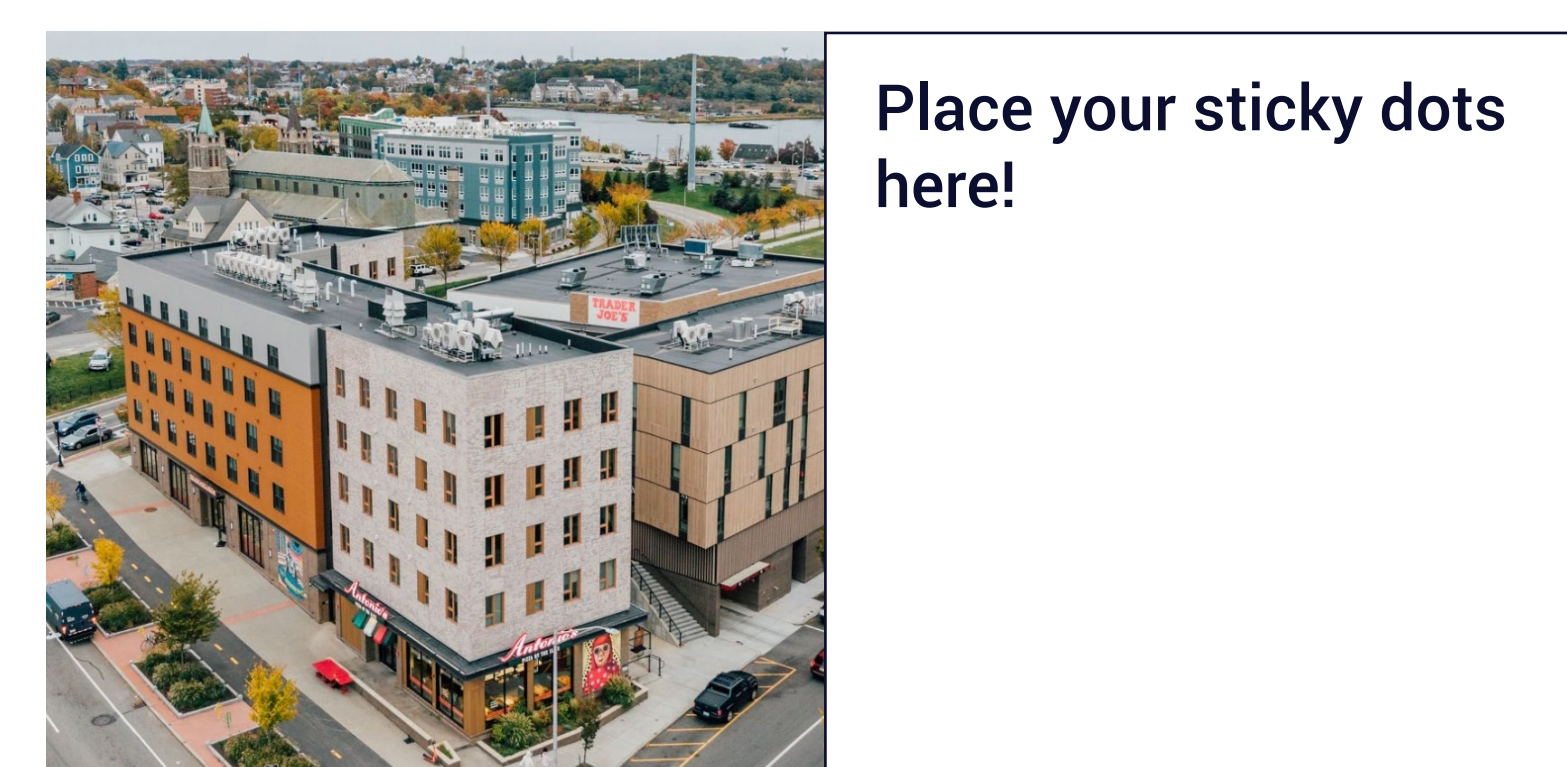
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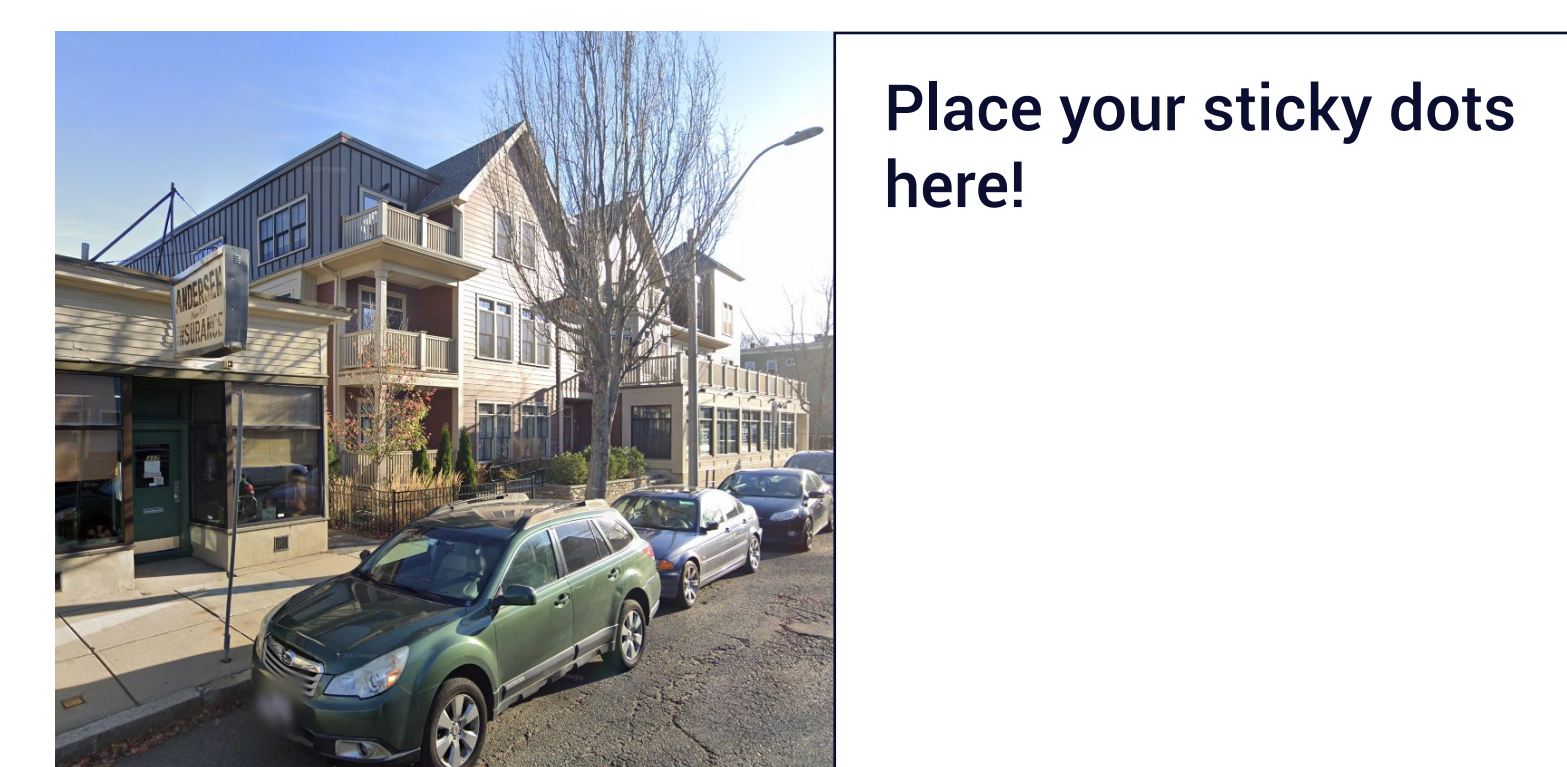
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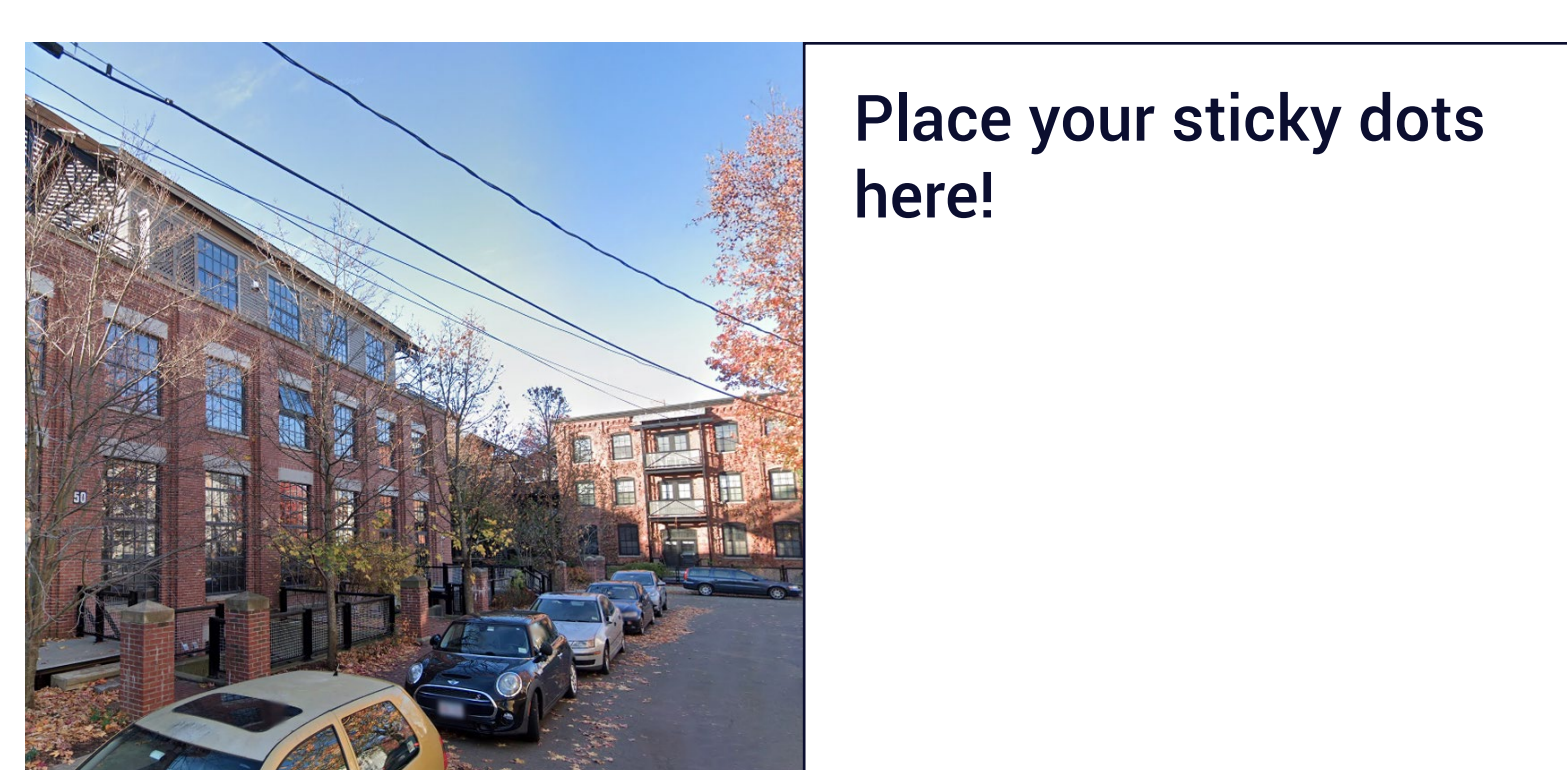
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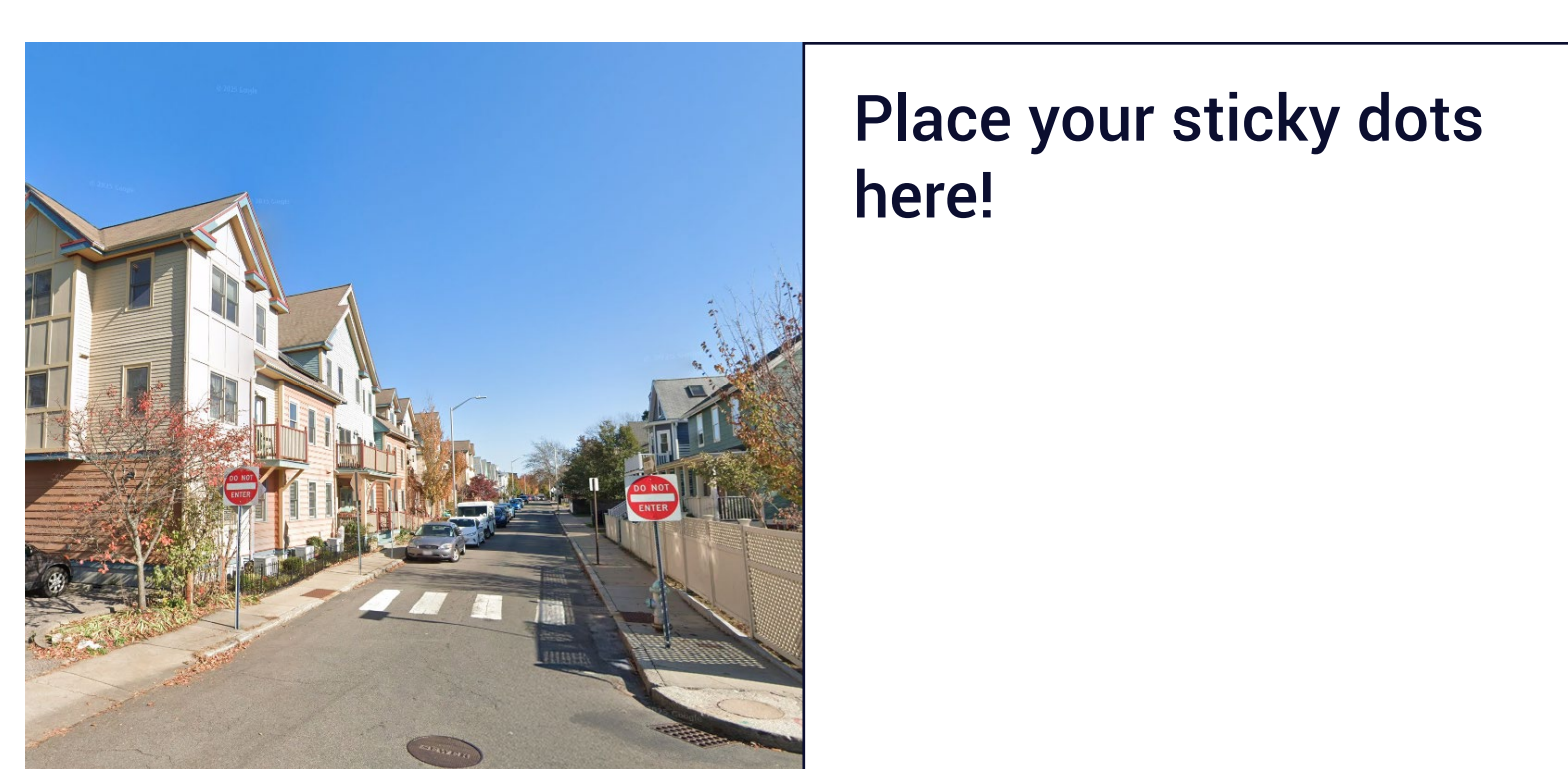
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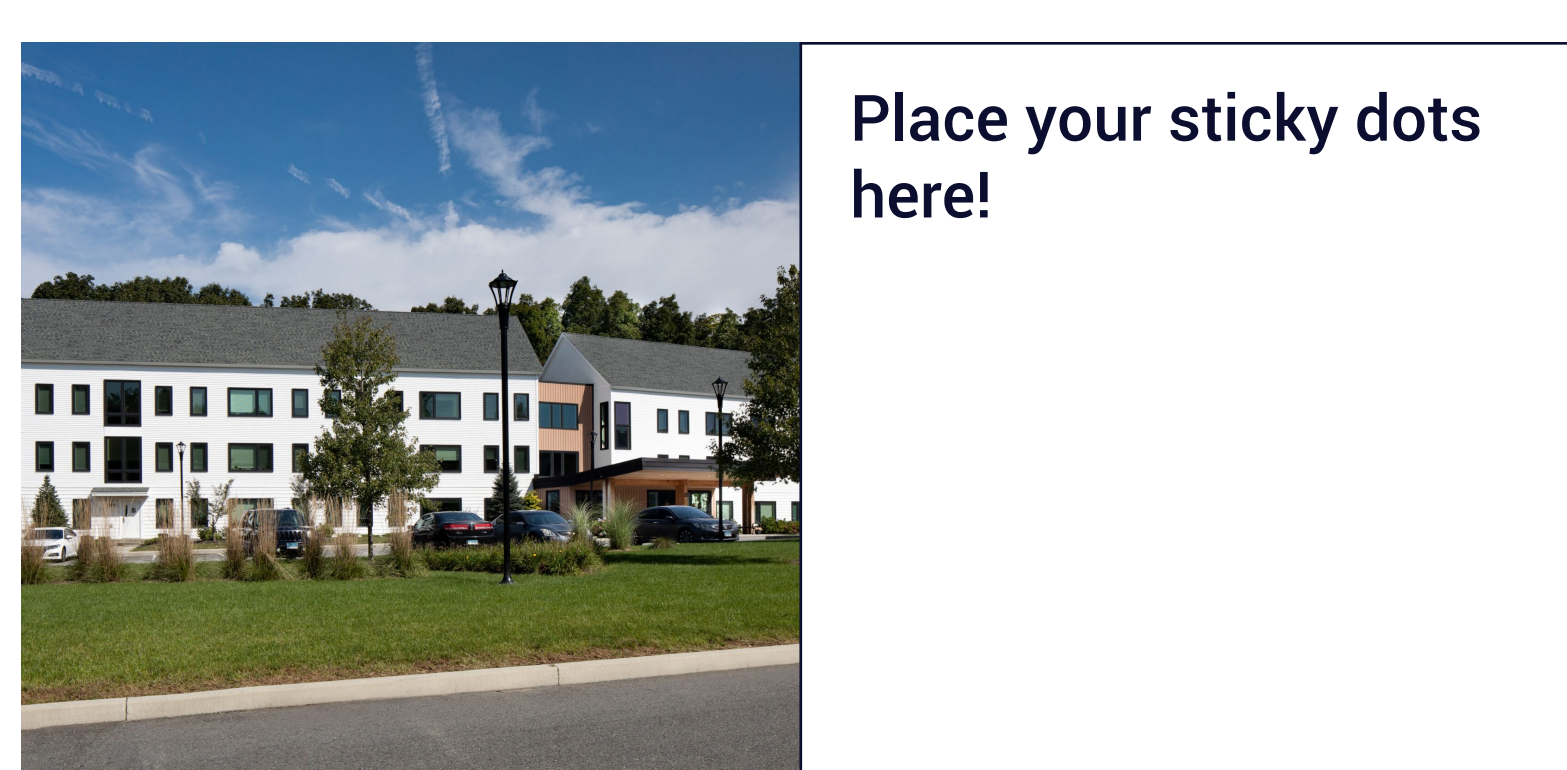
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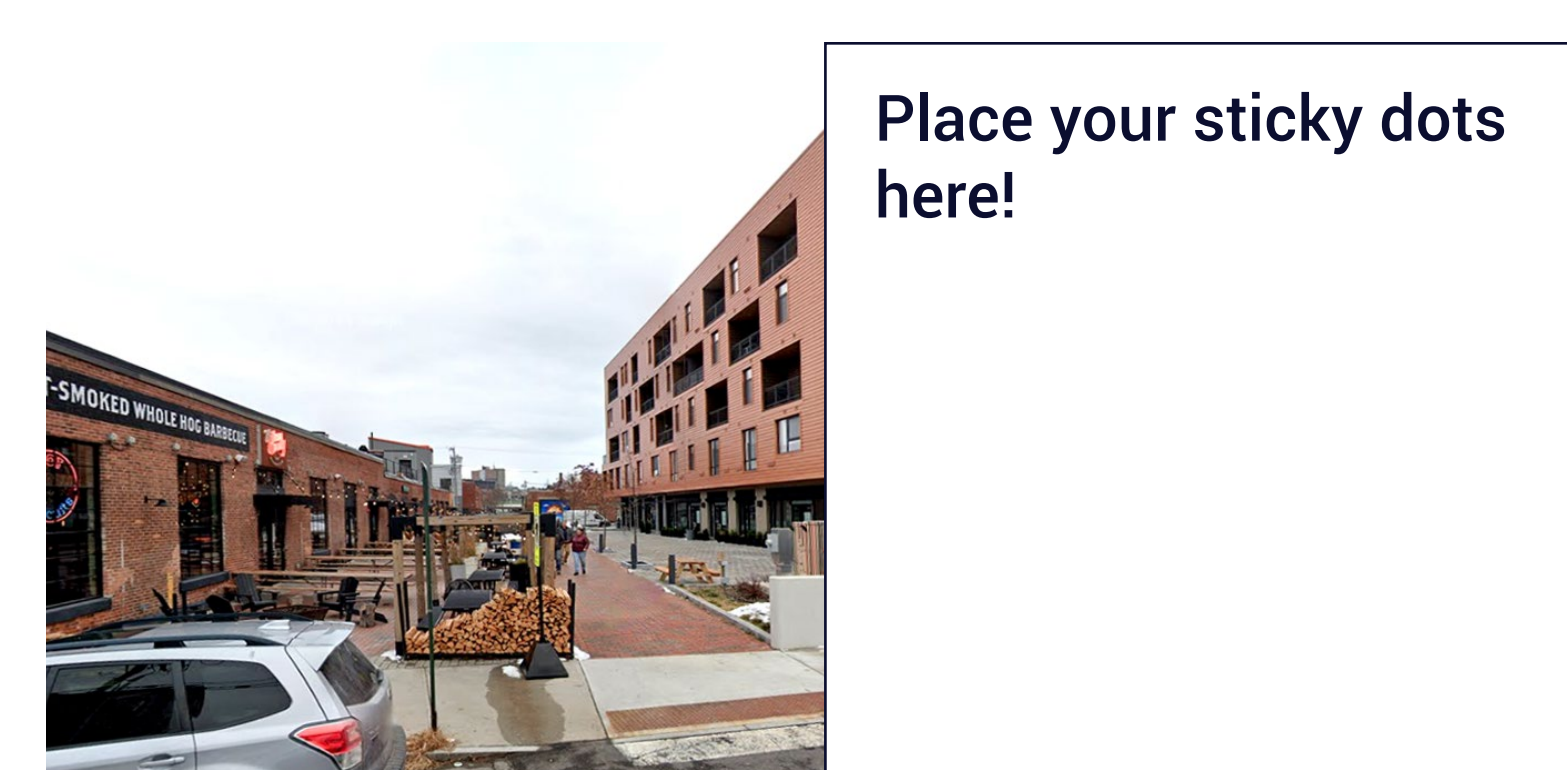
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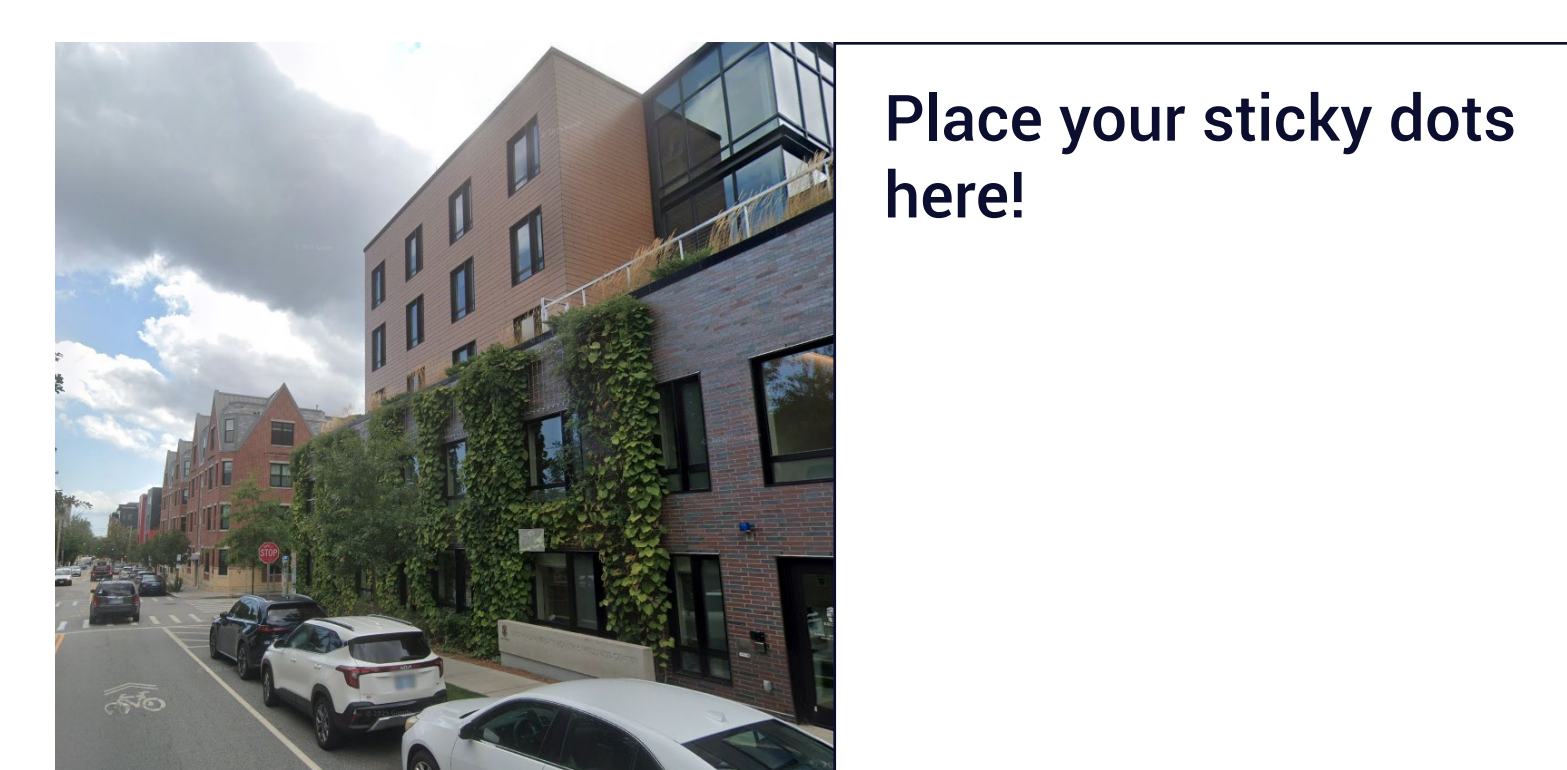
Place your sticky dots here!



Place your sticky dots here!



Place your sticky dots here!



Place your sticky dots here!

# Degree of Change Development Framework

Guiding how and where the City should change in terms of both investments and regulations.

## Degree of Change Categorization

### Preserve

*encourage adaptive reuse, restoration, conservation*

These areas have significant collective ecological and historical value to Portsmouth's identity, quality of life, sustainability, and resilience.

- **Investment:** focus on functional and experiential improvements within environmental, infrastructural, and cultural resource constraints.
- **Regulation:** align allowable future development to constraints

### Enhance

*targeted improvements for flexibility and quality of life*

These areas are largely built out, have strong existing development patterns and norms, and are capable of supporting Portsmouth's needs in the coming decade.

- **Investment:** enhance mobility, public realm, and amenities and services for quality of life
- **Regulation:** calibrate zoning to support diversity and flexibility where needed

### Adapt

*promote a shift in development pattern*

These areas are single-use or mobility-limited areas where the development pattern is more fragmented or less versatile and flexible in supporting the full range of Portsmouth's needs (these tend to be more auto-oriented with disconnected street networks).

- **Investment:** promote connected street and trail networks, with supportive utilities, services, recreation, and open space amenities
- **Regulation:** promote denser, clustered development at a pedestrian scale with clear mixed-use commercial cores, priority natural resource protection or enhancement, and diverse housing types

## Share your ideas

Place your sticky notes here!



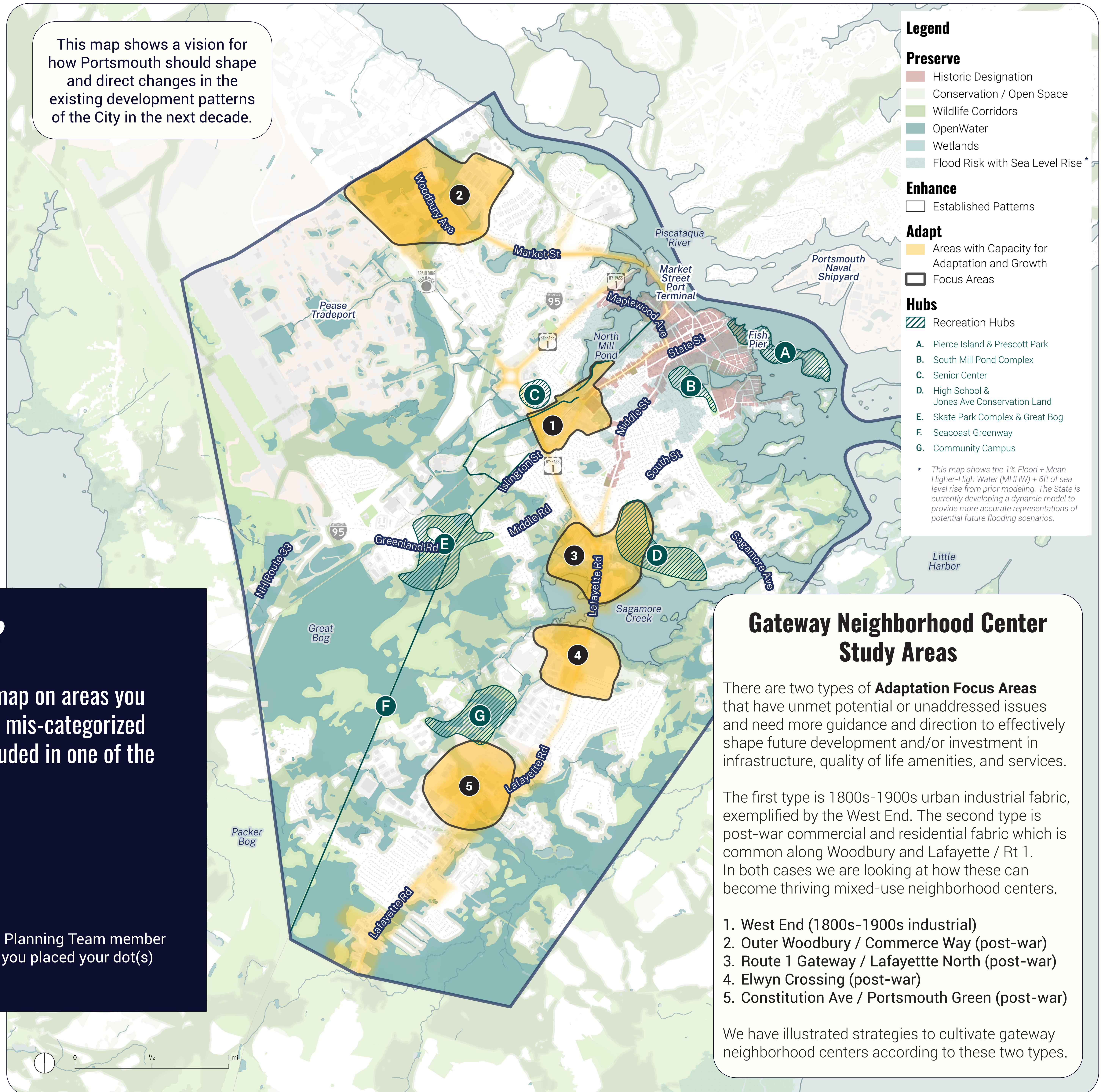
## How did we do?

Place dots on the map on areas you think we missed or mis-categorized that should be included in one of the categories below:

- Preserve
- Enhance
- Adapt

When you're done, find a Planning Team member and tell them about why you placed your dot(s) where you did.

This map shows a vision for how Portsmouth should shape and direct changes in the existing development patterns of the City in the next decade.



## Gateway Neighborhood Center Study Areas

There are two types of **Adaptation Focus Areas** that have unmet potential or unaddressed issues and need more guidance and direction to effectively shape future development and/or investment in infrastructure, quality of life amenities, and services.

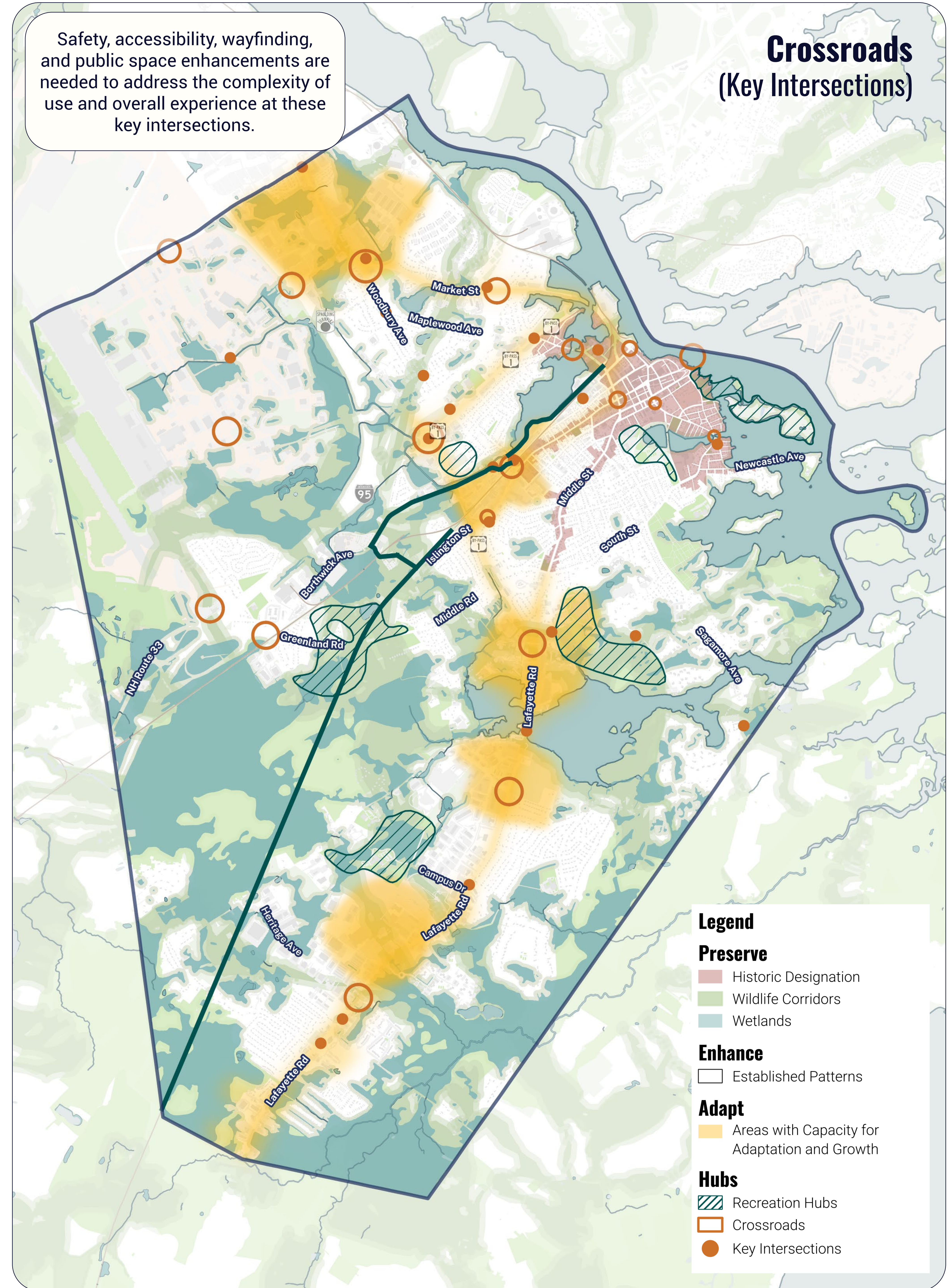
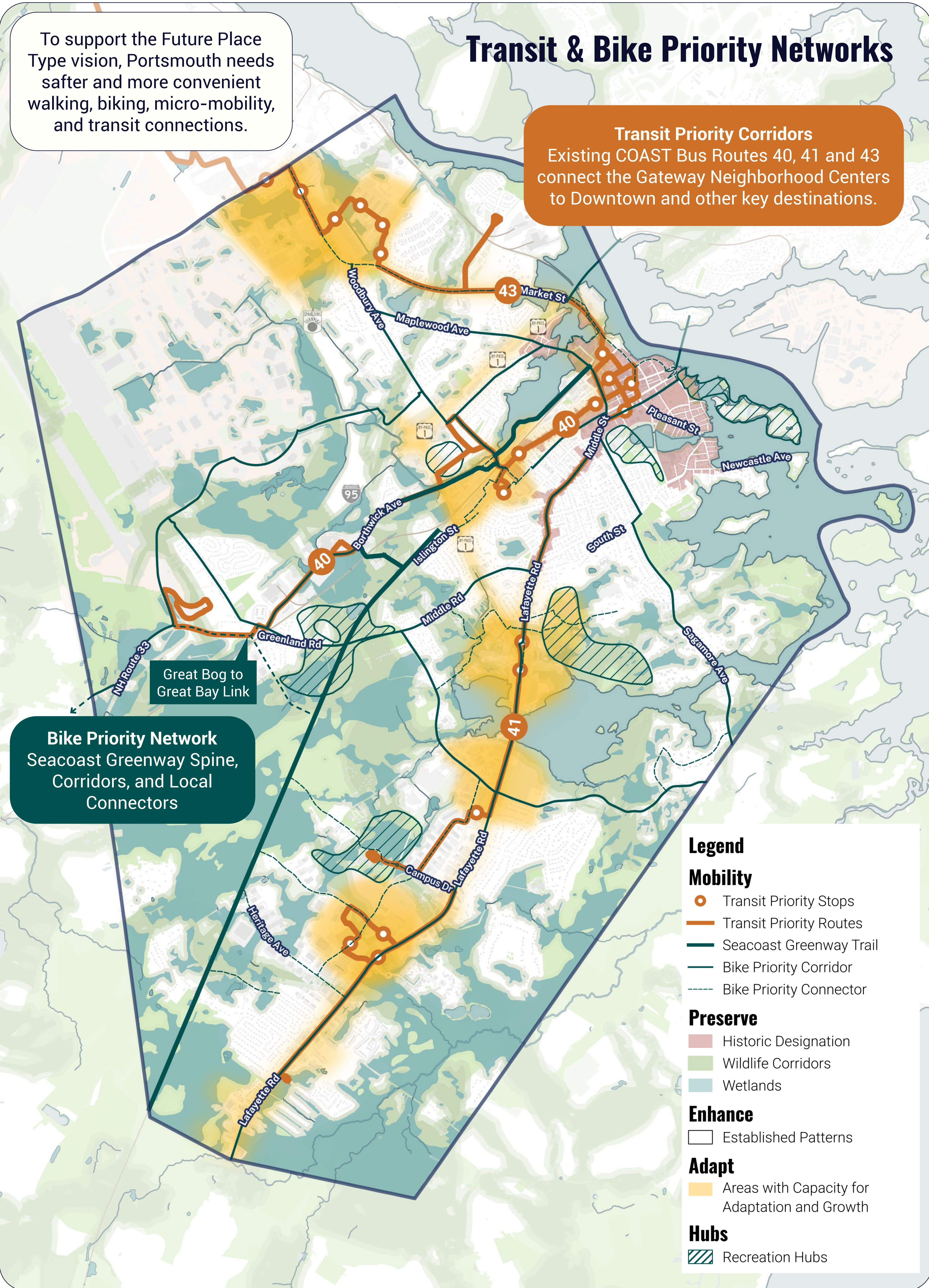
The first type is 1800s-1900s urban industrial fabric, exemplified by the West End. The second type is post-war commercial and residential fabric which is common along Woodbury and Lafayette / Rt 1. In both cases we are looking at how these can become thriving mixed-use neighborhood centers.

1. West End (1800s-1900s industrial)
2. Outer Woodbury / Commerce Way (post-war)
3. Route 1 Gateway / Lafayette North (post-war)
4. Elwyn Crossing (post-war)
5. Constitution Ave / Portsmouth Green (post-war)

We have illustrated strategies to cultivate gateway neighborhood centers according to these two types.

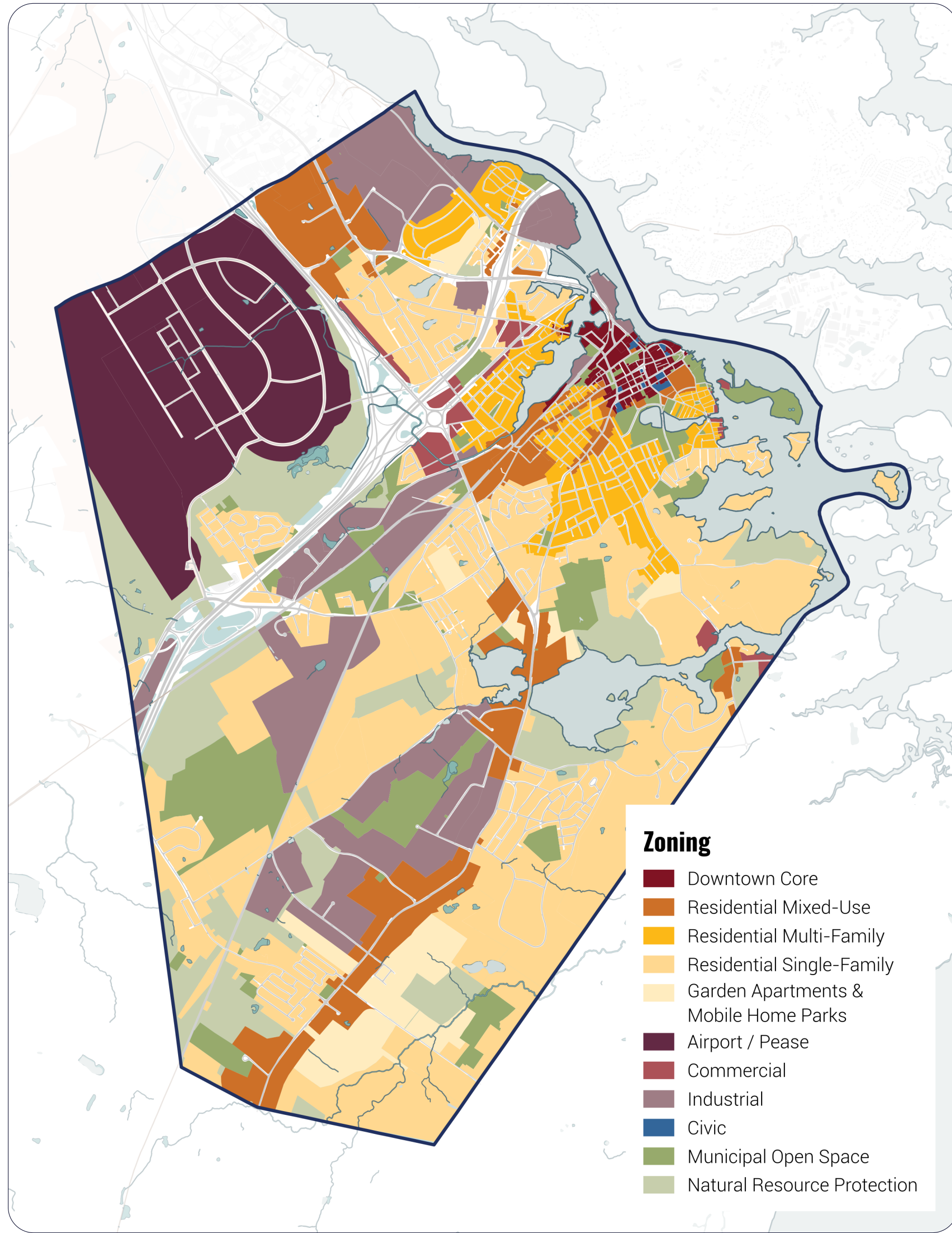
# Strengthening Network Connections

## Improved Alternatives to Private Vehicles, Better Intersections



# Fiscal Health & Land Use

## Understanding the Connection



### Portsmouth's Fiscal Geography Today

Fiscal health relies on many things, including the efficient use of land to provide property tax revenues necessary to support resident needs.

In this Master Plan, we are looking at how Portsmouth can adapt to use land more efficiently by encouraging more compact neighborhood-scale mixed-use centers.

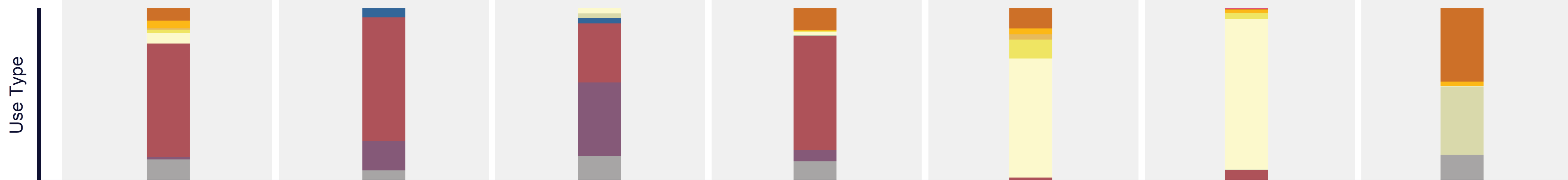
### What role does each of Portsmouth's current zoning districts play in property tax revenue?

We have grouped Portsmouth's zoning districts into broader categories, mapped on the left, for the sake of conceptual clarity.

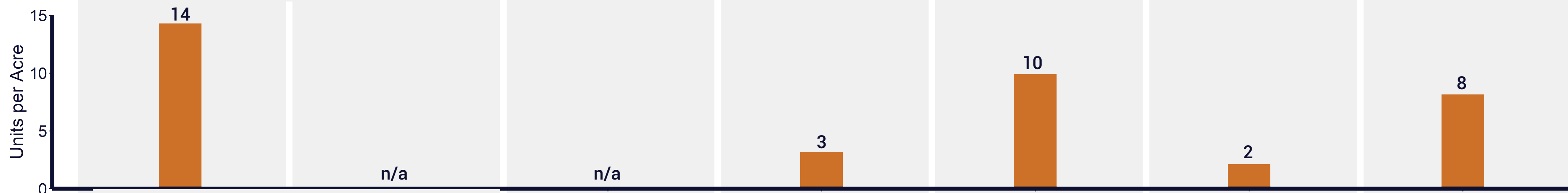
Take a look below to see how property value and revenue per acre relate to the land use and residential density of these districts.

downtown	airport / pease	commercial industrial	mixed-use residential	multi-family residential	single-family residential	mobile home / garden apt.
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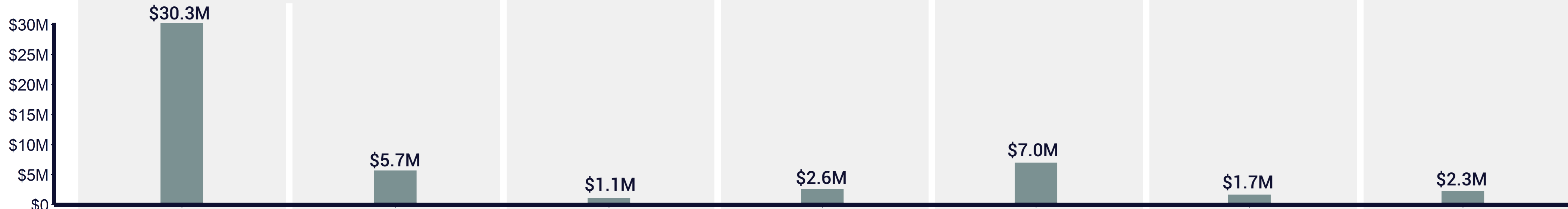
#### Land Use Mix (%)



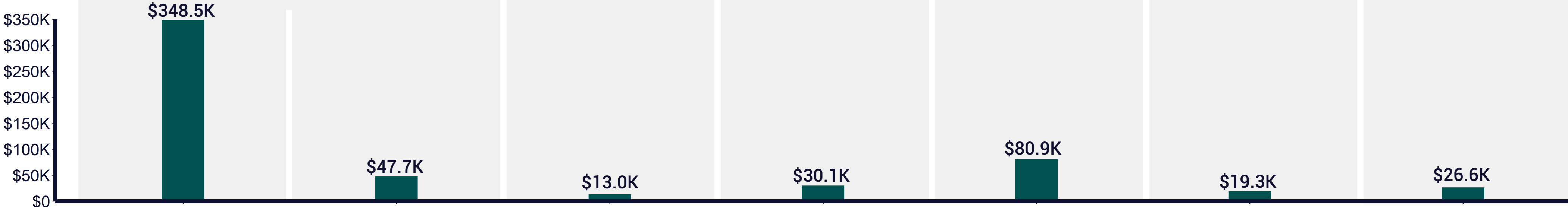
#### Residential Density



#### Property Value per Acre



#### Tax Revenue per Acre



### Embracing an Abundance Pathway

The Master Plan focuses on enabling residential density and mixed-use development in strategic "smart growth" locations as a strategy to support Portsmouth's long-term fiscal health.

Diagram adapted from the Vermont Futures Project's Venn diagram explaining why Vermonters need to make room for new people (p5 of Economic Action Plan).

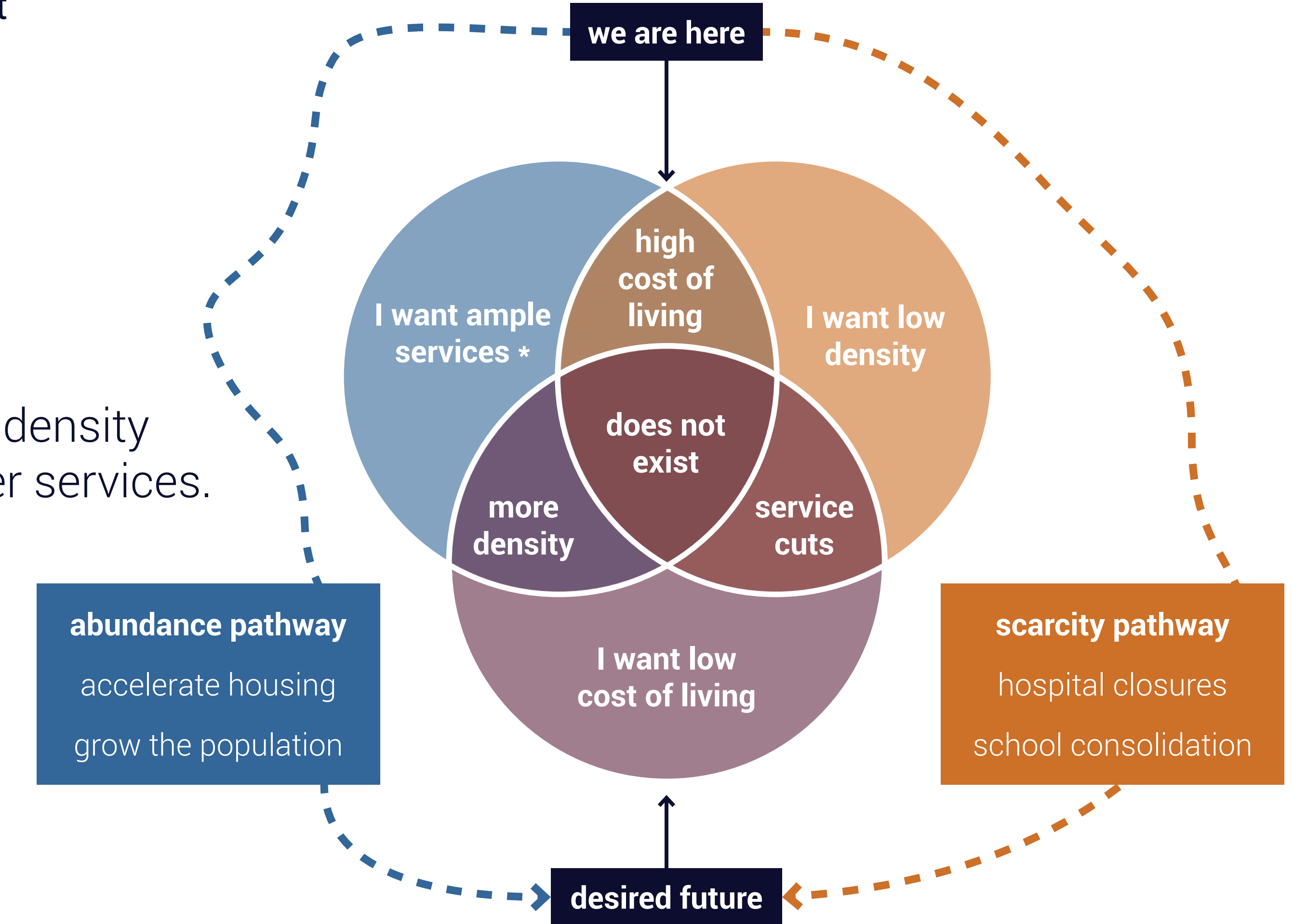
### What is Smart Growth?

Balancing revenues and costs by aligning density to areas where it is most efficient to deliver services.

New development expands the locally generated revenue in our budget to fund municipal infrastructure, services, and programs without raising taxes on existing residential properties.

#### Why would taxes go up despite new development adding to the tax base?

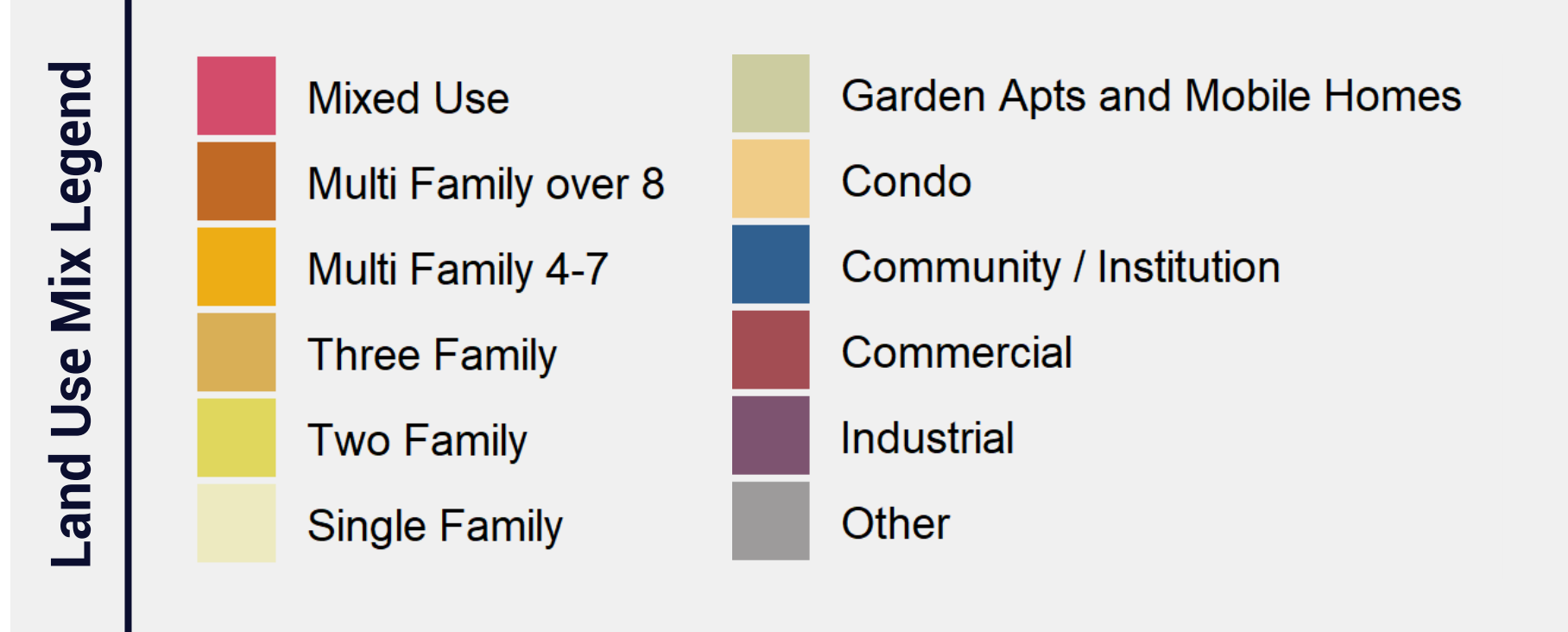
Sometimes property tax has to make up for losses of other revenue sources. If assessed property values are increasing, even if new growth is taking a larger share and helping to keep the tax rate steady, tax burden for existing residents will still increase proportionally to the value of their property.



**abundance pathway**  
accelerate housing  
grow the population

**scarcity pathway**  
hospital closures  
school consolidation

\* services is inclusive of all municipally funded infrastructure (roads, water, sewer), facilities (schools, libraries, community centers), and services (trash, recycling, etc.).



Data Source: City of Portsmouth Assessor's Department, April 2026

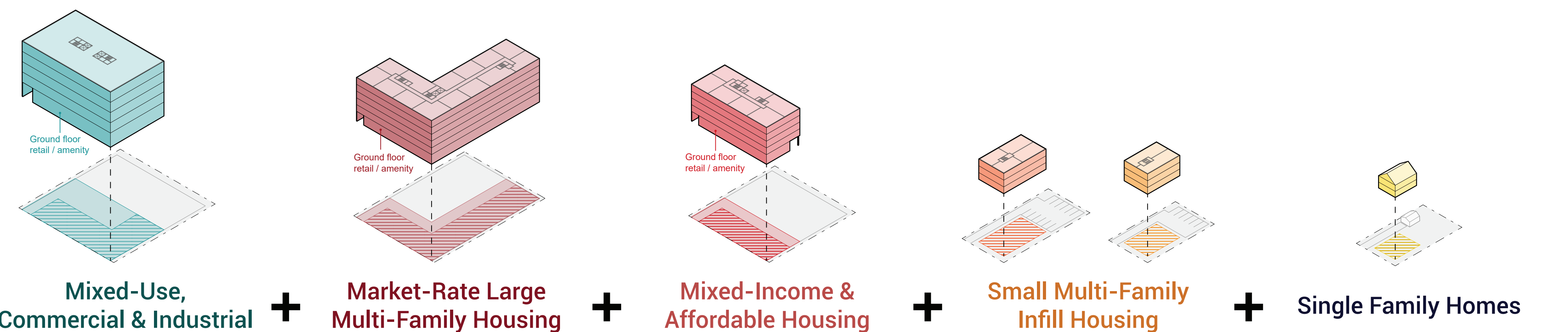
#### Key Assumptions for Analysis:

Tax revenue was estimated based on two different rates per \$1,000 of total property value: \$5.84 for properties in Airport / Pease zoning districts, and \$11.51 for all other districts.

Please note that zoning boundaries may have changed since the latest version available to the City Assessor. This is particularly likely for the Pease Tradeport districts and gateway districts. Final analysis will be fully coordinated with the latest zoning in the coming months.

### How do different land uses contribute to balanced growth?

Revenue isn't the whole picture. Municipal costs and community needs also play a role in balanced growth. Every land use has a unique part to play.



**Examples**

- Portsmouth Green
- 1400 Lafayette Rd

**Goal Alignment**

- Supports jobs / economic activity

**Typical Costs**

- Infrastructure:** depends on developer agreement
- Facilities and Services:** negligible, except where residential is included

**Examples**

- Juniper Lane development
- Condos at Ocean Rd

**Goal Alignment**

- Density can support local spending, benefit agreements, and public realm investments
- Easier to finance, faster to develop

**Typical Costs**

- Infrastructure:** depends on developer agreement
- Facilities and Services:** lower school enrollments than single-family, varies based on unit sizes

**Examples**

- Sage at Portsmouth Green
- West End Yards

**Goal Alignment**

- Provides attainable housing
- Density supports local spending
- Relies on complex funding sources and public investment

**Typical Costs**

- Infrastructure:** depends on developer agreement
- Facilities and Services:** lower school enrollments than single-family, varies based on unit sizes

**Examples**

- Chevrolet Ave development
- Old Parish Way development

**Goal Alignment**

- Adds housing units on smaller properties
- Incrementally boosts tax revenue
- Can promote attainable condo homeownership
- Tight return on investment

**Typical Costs**

- Infrastructure:** minimal due to alignment with existing infrastructure
- Facilities and Services:** lower school enrollments, varies with unit size

**Examples**

- Sage Lane development
- Elwyn Park

**Goal Alignment**

- Supports families and homeownership
- Good fit for land that cannot support higher densities due to infrastructure or environmental constraints

**Typical Costs**

- Infrastructure:** often proportionally higher due to lower density
- Facilities and Services:** highest school enrollments

# Regulating to Achieve Our Future Place Type Vision

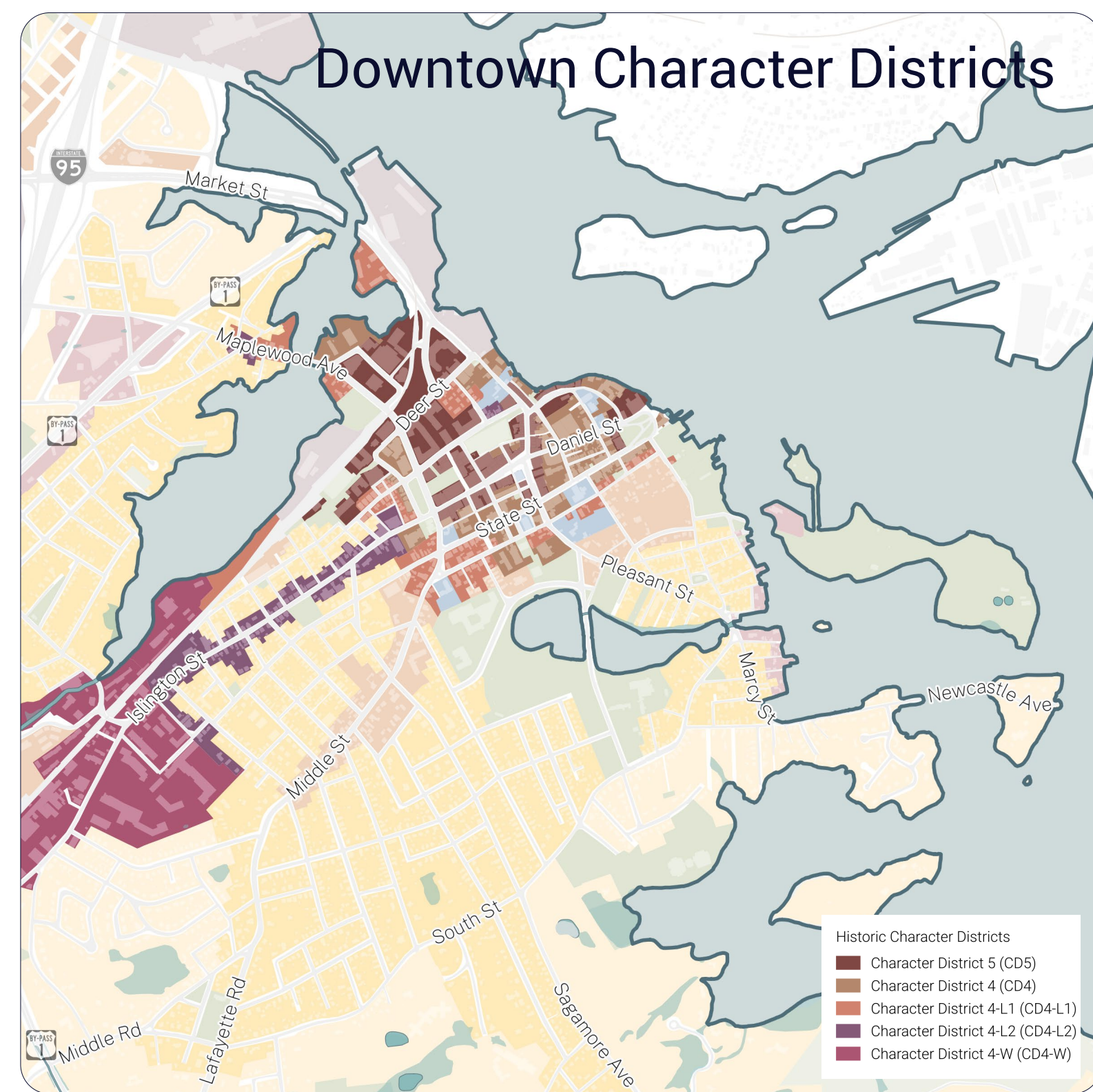
Policies that cultivate the future we want.

## Zoning Changes Under Consideration

### Preserve Areas

encourage adaptive reuse, restoration, conservation.  
align allowable future development to constraints.

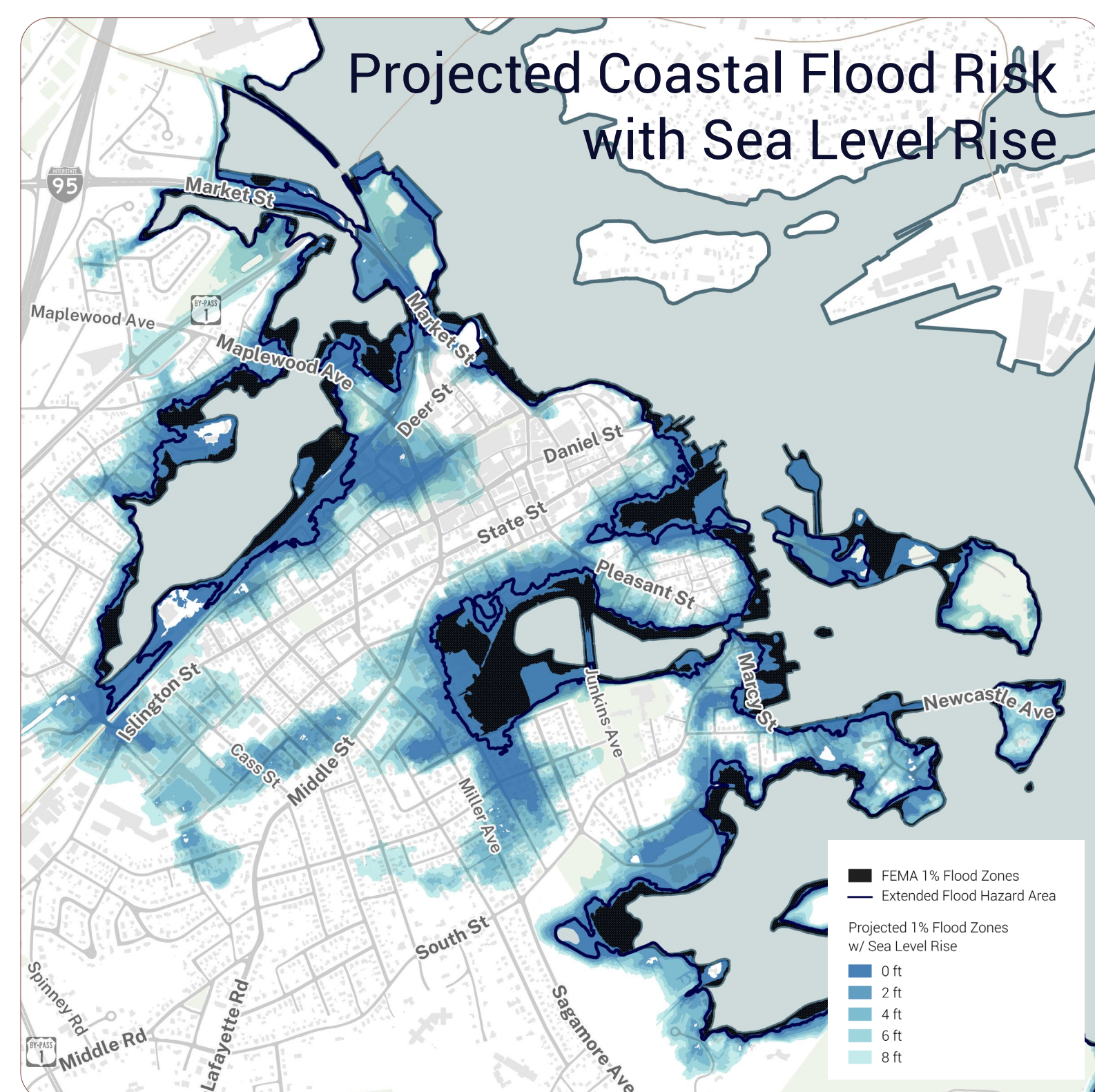
#### >> Simplify Downtown Zoning



#### Suggested Focus:

- Consolidate districts, expand allowed uses
- Develop simplified design guidelines
- Continue to encourage pre-proposal meetings

#### >> Enhance Resilience Zoning



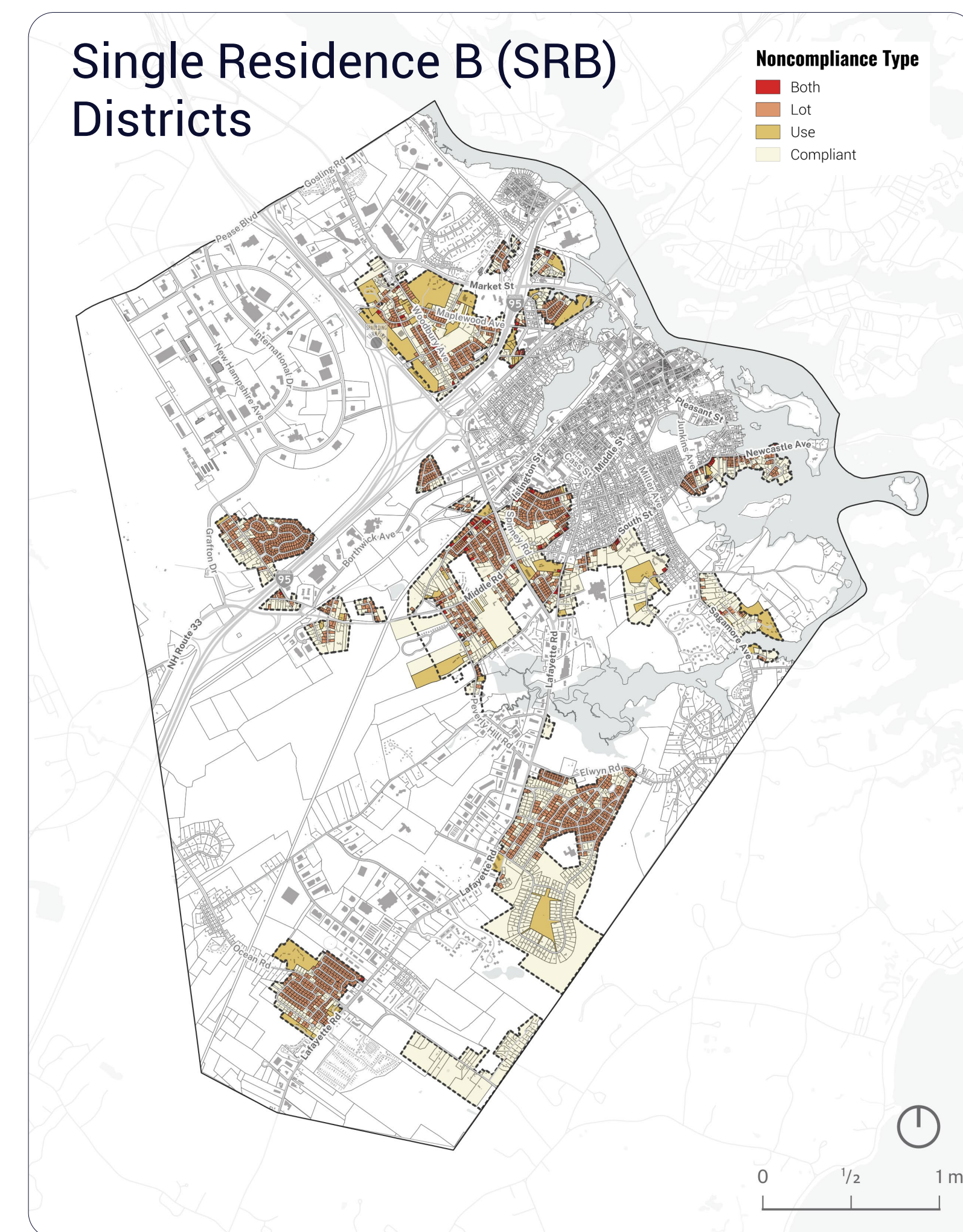
#### Suggested Focus:

- Select Sea Level Rise scenario(s) based on flood risk tolerance and development time horizons of typical uses in impacted areas
- Evaluate state-level flood risk modeling and consider investing in more specific, local-level modeling
- Update Floodplain Ordinance or establish overlay zoning to adapt to modeled scenario

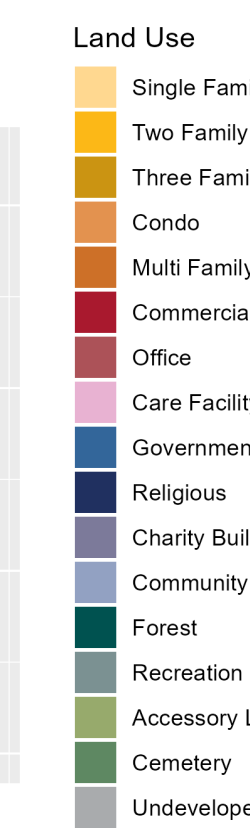
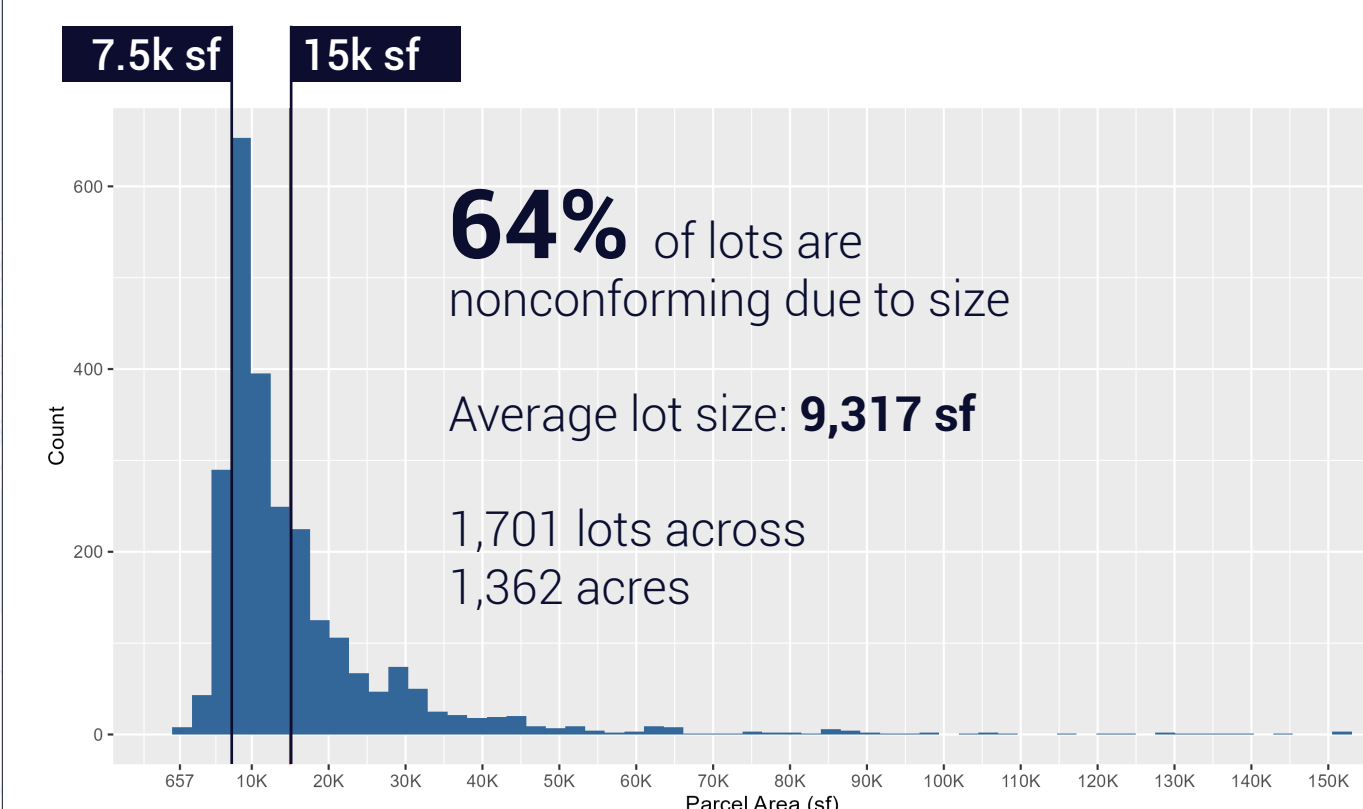
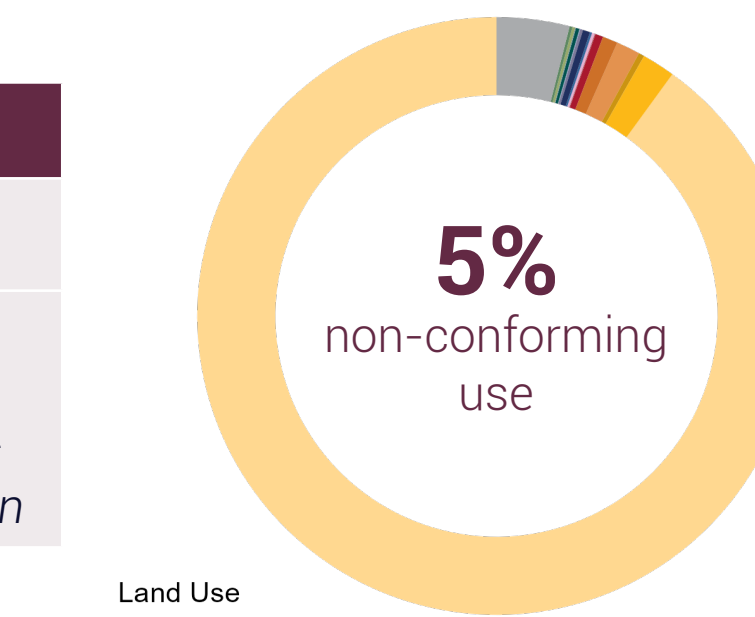
### Enhance Areas

targeted improvements for flexibility and quality of life.  
calibrate zoning to support diversity and flexibility where needed.

#### >> More Flexible Existing Residential Districts



	Existing	For Discussion
Min. Lot Size	15,000 sf	7,500 sf
Allowable Uses (by right)	single family	single-family two-family small multi-family* *by special exception



#### Key Observations:

- Significant lot size nonconformity
- Prioritize for lot size and two-family use by-right, allowing ADU addition without variance
- Explore how to pair with preservation incentives and form-based controls to align to existing patterns of development



#### Key Observations:

- Permitted number of units: 1
- Number of units: 48
- Land Use: Condo
- Permitted Minimum Lot Area: 15,000 sf (0.34 acres)
- Lot Area: 130,201 sf (3 acres)
- Parking located behind building away from ROW or below grade
- Set back by 75' with green buffer patterns of development



#### Key Observations:

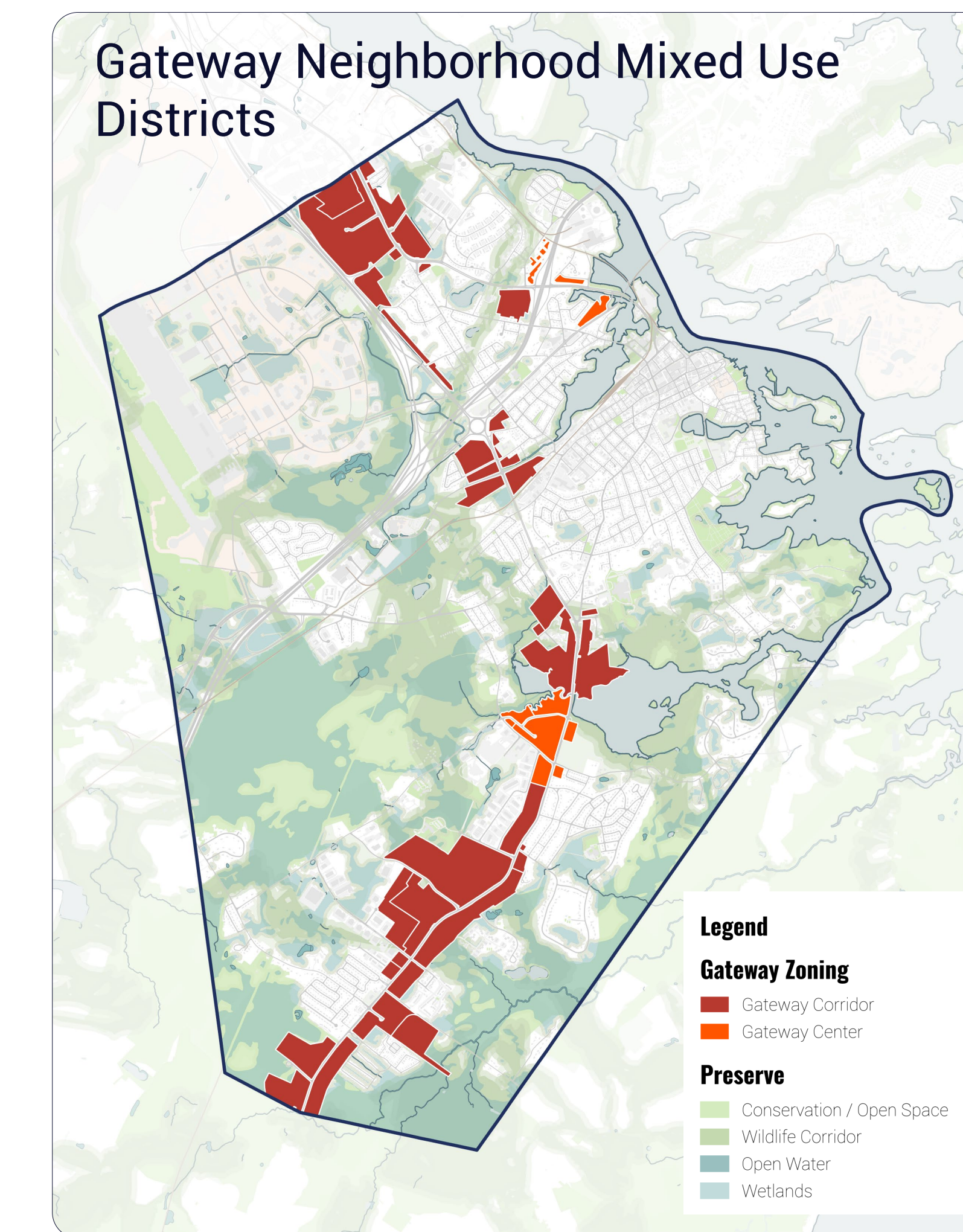
- Permitted number of units: 1
- Number of units: 1
- Land Use: Single-Family
- Permitted Minimum Lot Area: 15,000 sf (0.34 acres)
- Lot Area: 7,056 sf
- Parking is directly beside instead of between unit and ROW
- Set back by 7' with direct unit access from ROW

Inspired by citizen analysis, review of findings in progress

### Adapt Areas

promote a shift in development pattern.  
promote denser, clustered development at a pedestrian scale with clear mixed-use commercial cores and diverse housing types.

#### >> Refine Gateway Neighborhood Districts to Support Vision



#### Gateway Corridor (G1)

##### Uses

- broad range of housing types
- compatible commercial, fabrication, and civic uses

##### Design and Density

- high-quality pedestrian environment and moderate to high density

#### Gateway Center (G2)

##### Uses

- broad range of residential and mixed-use development
- commercial uses that benefit residents of the district and surrounding neighborhoods

##### Design and Density

- pedestrian scale and moderate density

The Gateway Districts, adopted into the City's zoning in 2017 to address the need for increased supply and diversity of housing in Portsmouth, have generated a strong response from the real estate development market.

#### Areas of Continued Refinement:

- Incentives and bonuses to promote affordable housing and commercial/residential development balance
- Process and design guidelines to promote genuine mixed-use, alignment with infrastructure delivery, and increased connectivity and pedestrian-focused design
- Potentially re-aligning and introducing more G2 districts nested inside G1 to convey desired neighborhood centers, aligned to Future Place Types Vision

## Citywide / Overall

Beyond these place-specific changes, these are the broader changes suggested:

#### Zoning Refinements

- Adopt Neighborhood Centers
- Consider fewer zones
- Review and refine existing regulations
- Augment environmental stewardship

#### Regulatory Process Refinements

- Adopt optional expedited review and permitting for desirable and conforming proposals to speed projects and reduce costs
- Move parking regulations to site plan review (underway)

# Zoning Changes

## What zoning changes do you support?



Scan the QR code to visit the project website and learn more!

Portsmouth's zoning today is complex and can be confusing. By simplifying and streamlining, the City can more clearly communicate priorities to developers and landowners.

Place your sticky dots here!	<b>Consolidate Districts.</b> Consolidate districts to improve the conceptual clarity of the zoning map and allow for reasonable flexibility of use and dimensional standards.
Place your sticky dots here!	<b>Expedited Project Review and Permitting.</b> Adopt new approval processes to allow simplified review and permitting of desirable projects. This will shorten review times and aid in the creation of attractive and affordable projects.
Place your sticky dots here!	<b>Improve Design Review Regulations.</b> Explore strategies to improve design quality and appearance while ensuring an efficient and predictable process. This could include design guidelines and/or discretionary review.

## Tell us what you think.

For each zoning recommendation, place a dot indicating one of the following:

- Support
- Neutral / Not Sure
- Against / Have Concerns

Have questions or ideas?  
Find a Planning Team member.

## Preserve

Encourage adaptive reuse, restoration, conservation.  
Align allowable future development to constraints.

Place your sticky dots here!	<b>Simplify Downtown Character District Zoning.</b> Create a simpler, more flexible approach to downtown zoning that still ensures quality design outcomes. This should result in fewer districts with expanded allowable uses, and simplified dimensional requirements and design guidelines.
Place your sticky dots here!	<b>Enhance Resilience Zoning.</b> Update zoning and site design standards for new development and redevelopment to better manage risk from coastal and stormwater floods, high heat events, and fires. Consider adoption of 79-E:4 Coastal Resilience Incentive Zone.

## Enhance

Targeted improvements for flexibility and quality of life.  
Calibrate zoning to support diversity and flexibility where needed.

Place your sticky dots here!	<b>Reduce Min. Lot Size and Dimensional Requirements.</b> Review and reduce minimum unit size and other dimensional requirements like setbacks and lot coverage to encourage smaller, more affordable units in compact configurations in neighborhoods with good access to jobs and amenities.
Place your sticky dots here!	<b>Expand Where Multi-Family Uses are Allowed.</b> Allow two-family and small multi-family typologies (duplexes, triplexes, fourplexes) by-right in current single family districts with clear dimensional standards and streamlined form-based standards for neighborhood compatibility.

## Adapt

Promote a shift in development pattern.  
Promote denser, clustered development at a pedestrian scale with clear mixed-use commercial cores and diverse housing types.

Place your sticky dots here!	<b>Adopt New Neighborhood Centers Zoning.</b> Refine and expand existing Gateway Center Zoning to allow and encourage new development that emulates desirable characteristics of existing downtown as compact, walkable, mixed-use centers for neighborhoods outside the downtown.
Place your sticky dots here!	<b>Refine Gateway District Incentives and Bonuses.</b> Continue to refine Gateway District incentives and bonuses (e.g. increased allowable height, reduced parking requirements) to promote the inclusion of more affordable housing and commercial space.

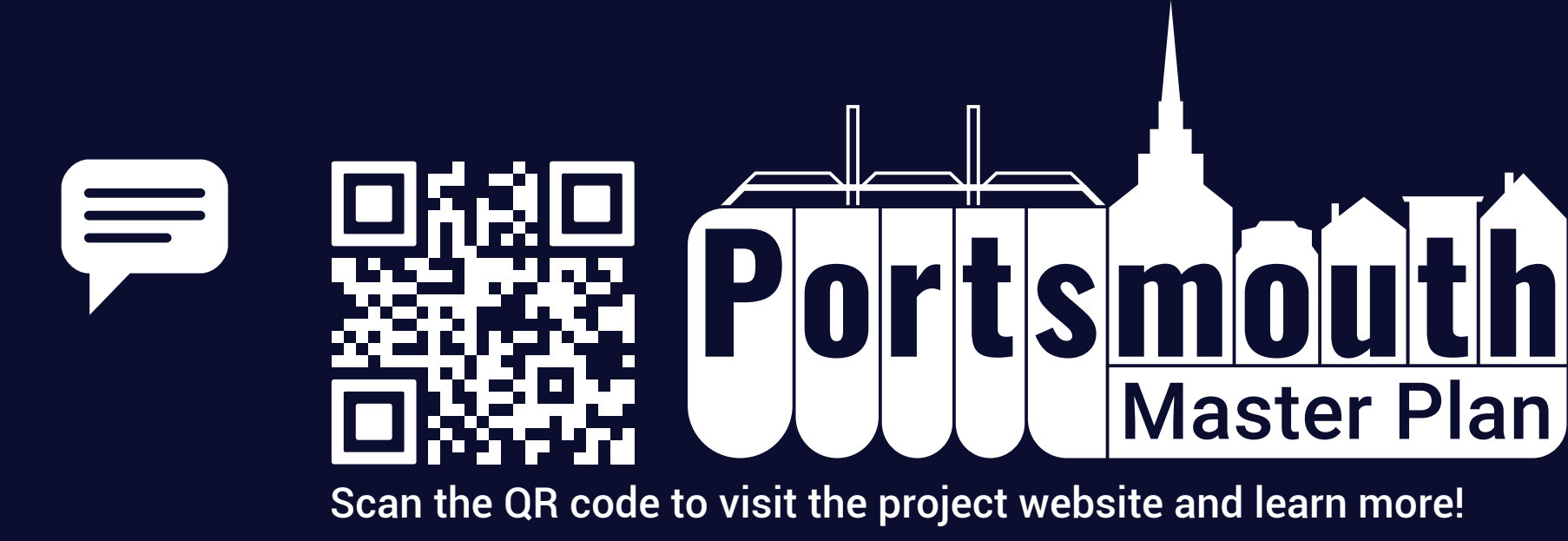
## Parking Requirements

Across all districts and degrees of change:

<b>Reduce Minimums</b> Consider targeted reductions to minimum off-street parking requirements. Place your sticky dots here!
<b>Add Public Parking</b> Plan for additional public parking facilities. Place your sticky dots here!
<b>Parking as Incentive</b> Use reduced parking requirements as an incentive to encourage inclusion of design features or uses that are community priorities. Place your sticky dots here!
<b>Shared Parking</b> Promote shared district parking solutions and allow payment-in-lieu to support shared municipal parking. Place your sticky dots here!
<b>"Un-Bundle" Costs</b> Require "un-bundling" of parking cost from unit cost. Place your sticky dots here!

# Cultivating Gateway Neighborhood Centers

## What strategies can help transition historic industrial fabric to a mixed-use neighborhood center?



**Adaptation requires more comprehensive tools that blend public and private investment.** This plan can help create a shared framework for adapting the gateway neighborhoods to better serve what Portsmouth needs today and tomorrow. This is fundamentally about tying land use and development to capital investments that support quality of life and environmental health.

### Compact: Mixed Use, Active & Inclusive

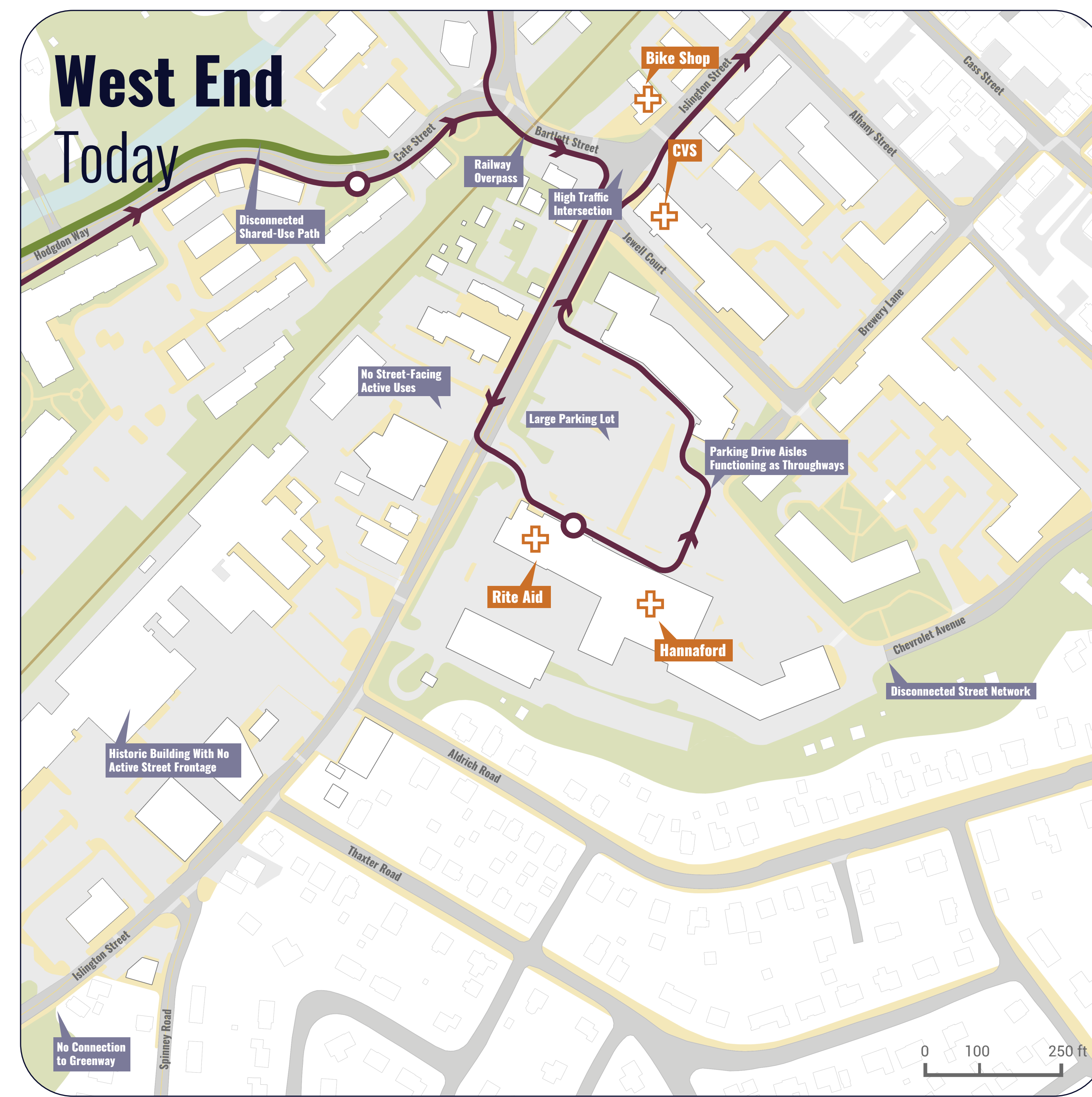
- 1 Mixed-Use Core.** Group mixed-use commercial, amenity, and service core along Islington Street, oriented to leverage proximity to anchor uses like Hannaford, Rite Aid, and CVS. Encourage street-facing infill development to line the street while retaining existing rear commercial and historic buildings
- 2 Dense Residential Ring.** Group dense multi-family housing surrounding the core. Promote viability and vibrancy through diverse multifamily housing typologies.
- 3 Programmable Public Space.** Invest in well-defined, flexible public spaces capable of supporting programs and activities. Co-locating these with district surface parking will allow for flexibility and expansion.
- 4 Affordability.** Incentivize affordable residential and commercial space.

### Connected: Walkable & Accessible

- 5 Connected Street Network.** Promote connected, walkable street networks by formalizing and connecting existing parking drive aisles (Chevrolet Ave, Brewery Lane, Frenchmans Lane) to Islington Street.
- 6 Protected Bike/Ped/Micromobility Connections.** Prioritize a safe and enjoyable experience for those walking, cycling, and using micro-mobility devices (curb cuts, protected/off-street bike lanes, well-located bike parking). Promote pedestrian safety and traffic calming through a 100' roundabout at Bartlett Street and Islington Street. Invest in widening of railroad overpass to accommodate separated bike path.
- 7 Transit.** Locate mixed-use core around the existing bus routes (Route 4, Route 40). Promote high-visibility, conveniently and safely located public transit and shuttle stops.
- 8 District Parking.** Locate parking in convenient, visually screened shared lots that encourage a "park once" approach.
- 9 Universal Design.** Design for all ages and abilities to use the space.

### Supported: Healthy, Sustainable & Resilient

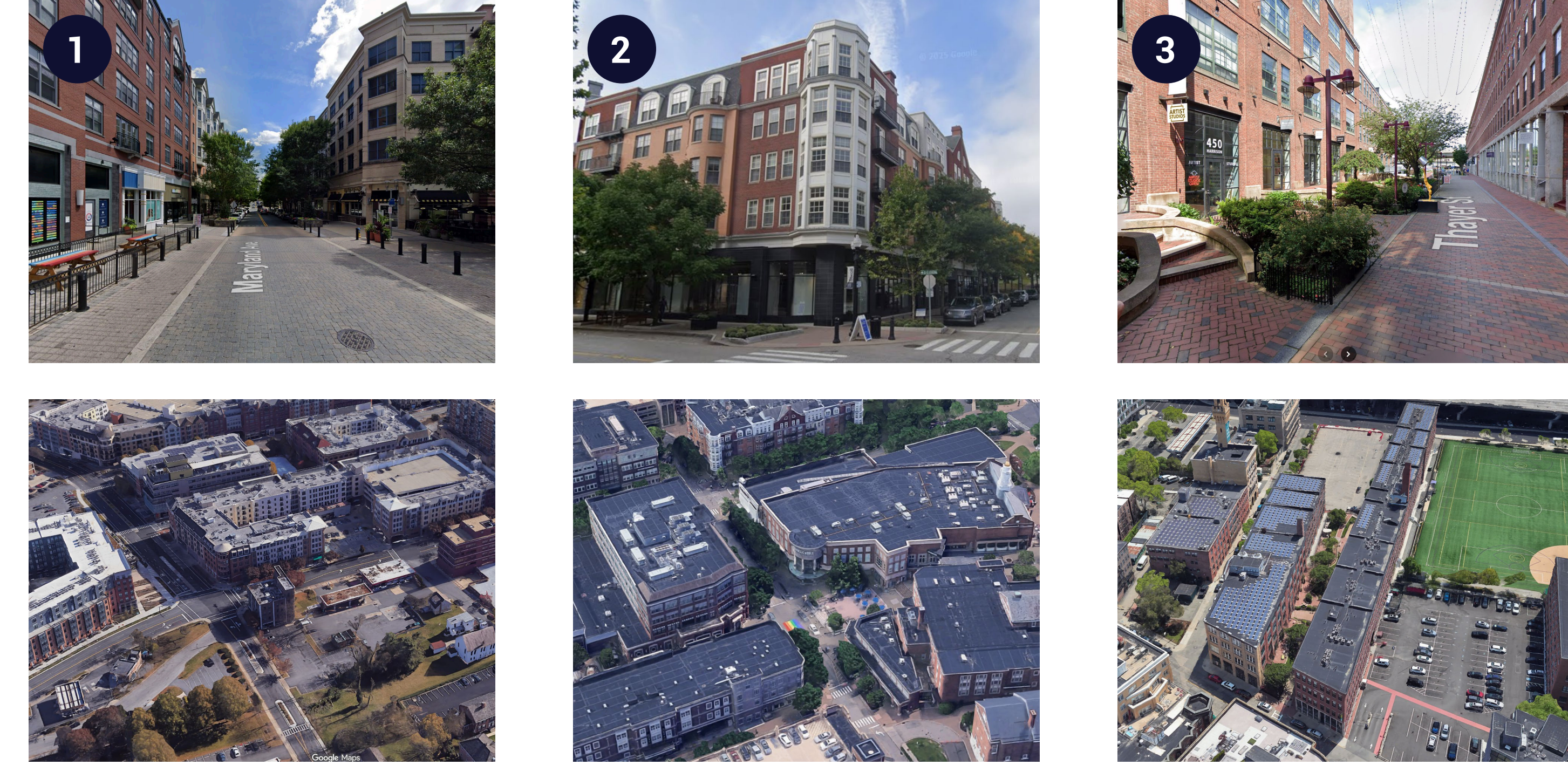
- 10 Natural Spaces.** Link development to the New Hampshire Seacoast Greenway, North Mill Pond, and Hodgson Brook through high-quality, protected connections.
- 11 Green Infrastructure.** Invest in tree canopy and green infrastructure that enhances air, water, and soil quality for human and ecosystem health.
- 12 Sustainable & Resilient Development.** Promote energy efficient and resilient new development.



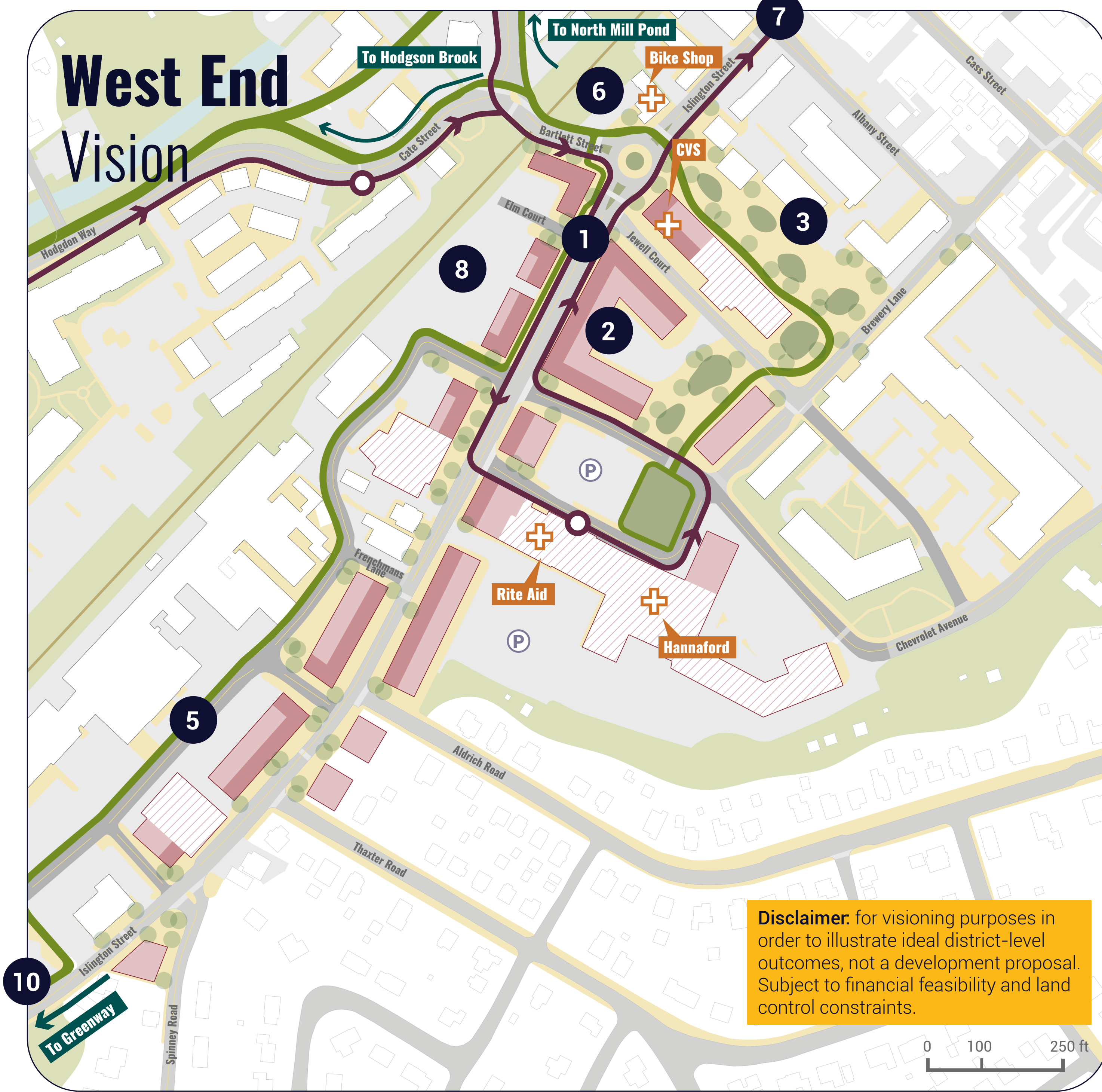
#### Today



#### Vision



**1 Vibrant, walkable mixed-use core** Rockville Town Center, Rockville, MD  
**2 Dense multifamily residential** Blue Back Square, West Hartford, CT  
**3 Programmable public space** SoWa Market, Boston, MA



#### Legend

Existing Buildings	Potential New Development	Bus Route
Existing Roads	Active Ground Floor Uses	Bus Stop
Potential Road Connections	Existing Buildings with Potential Infill Development	Mobility Hub
Parking	Shared-Use Path	District Surface Parking
Pedestrian Zones	Separated Bike Lane	District Structured Parking
Green Space	Bike Boulevard	Neighborhood Connection
Wetlands		Open Space Connection
Open Water		

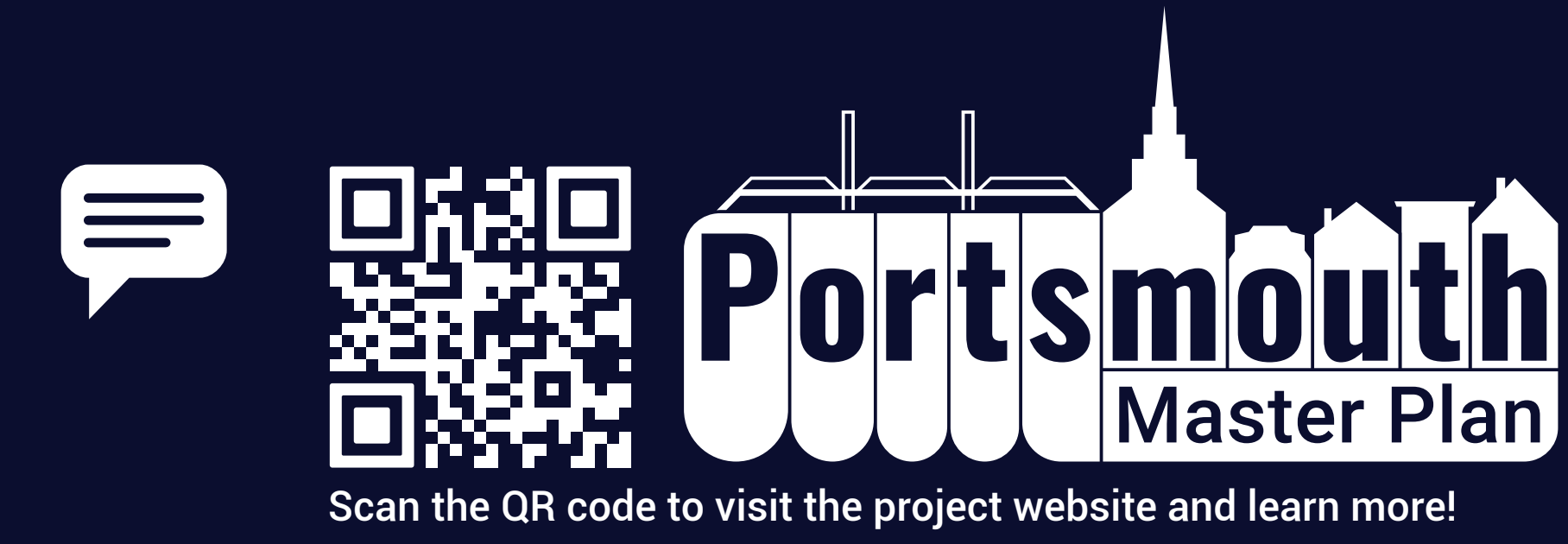
## What did we miss?

Place your sticky notes here!

**5 Connected street and bike network** Porter Square, Cambridge, MA  
**6 Pedestrian safety, traffic calming** Route 8/Friend St, Adams, MA  
**8 "Park once" district parking** The Street, Chestnut Hills, MA

# Cultivating Gateway Neighborhood Centers

## What strategies can help transition auto-oriented suburban fabric to a mixed-use neighborhood center?



**Adaptation requires more comprehensive tools that blend public and private investment.** This plan can help create a shared framework for adapting the gateway neighborhoods to better serve what Portsmouth needs today and tomorrow. This is fundamentally about tying land use and development to capital investments that support quality of life and environmental health.

### Compact: Mixed Use, Active & Inclusive

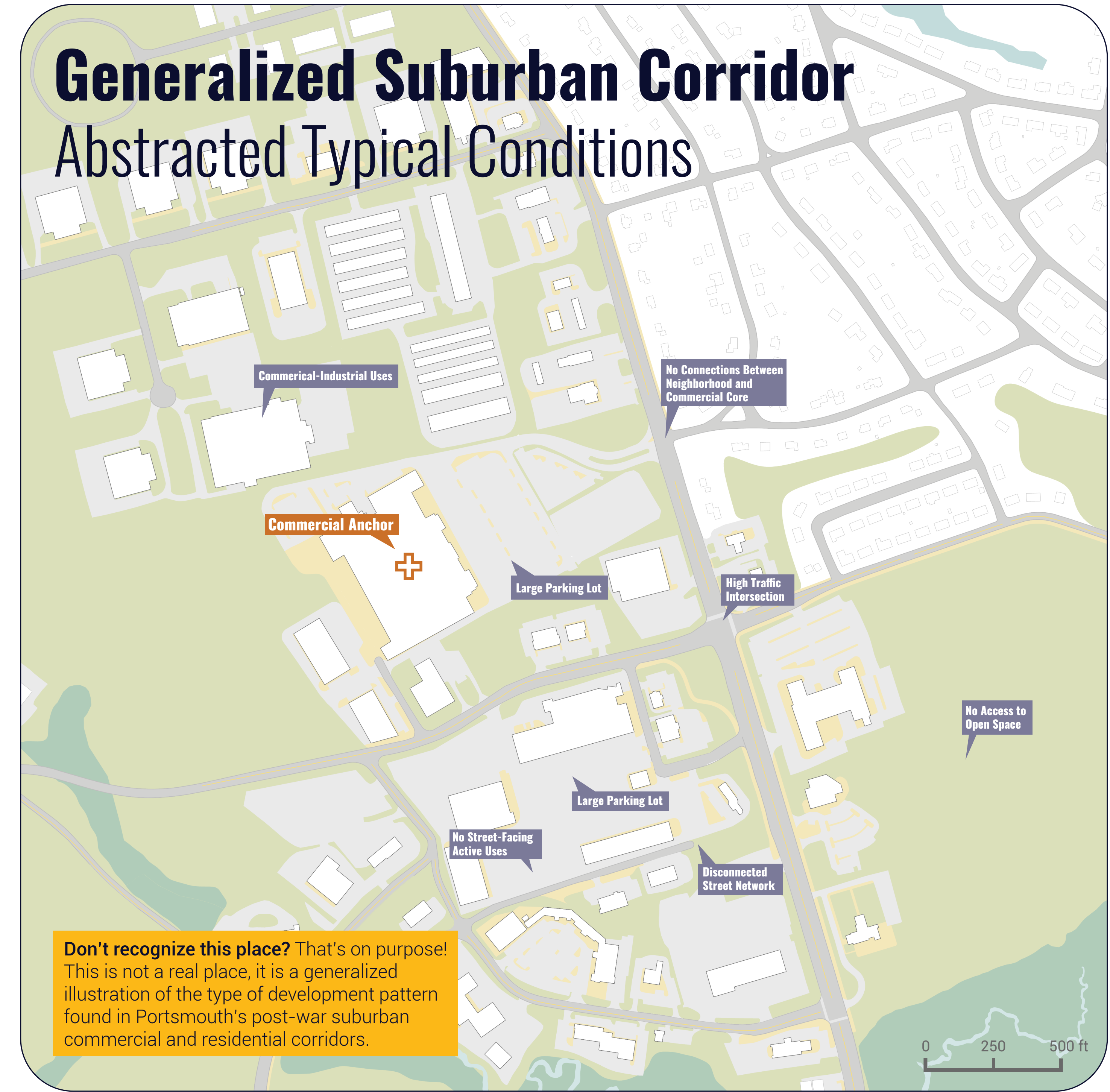
- 1 Mixed-Use Core.** Group mixed-use commercial, amenity, and service core along a future walkable main street, retaining Route 1 as a primary auto-oriented thoroughfare. Complement existing big box anchor commercial stores with street-facing neighborhood retail.
- 2 Dense Residential Ring.** Incentivize dense, diverse, and affordable multi-family housing surrounding the core to promote viability and vibrancy.
- 3 Programmable Public Space.** Invest in well-defined, flexible public spaces capable of supporting programs and activities. Co-locating these with district surface parking will allow for flexibility and expansion.
- 4 Affordability.** Incentivize affordable residential and commercial space.

### Connected: Walkable & Accessible

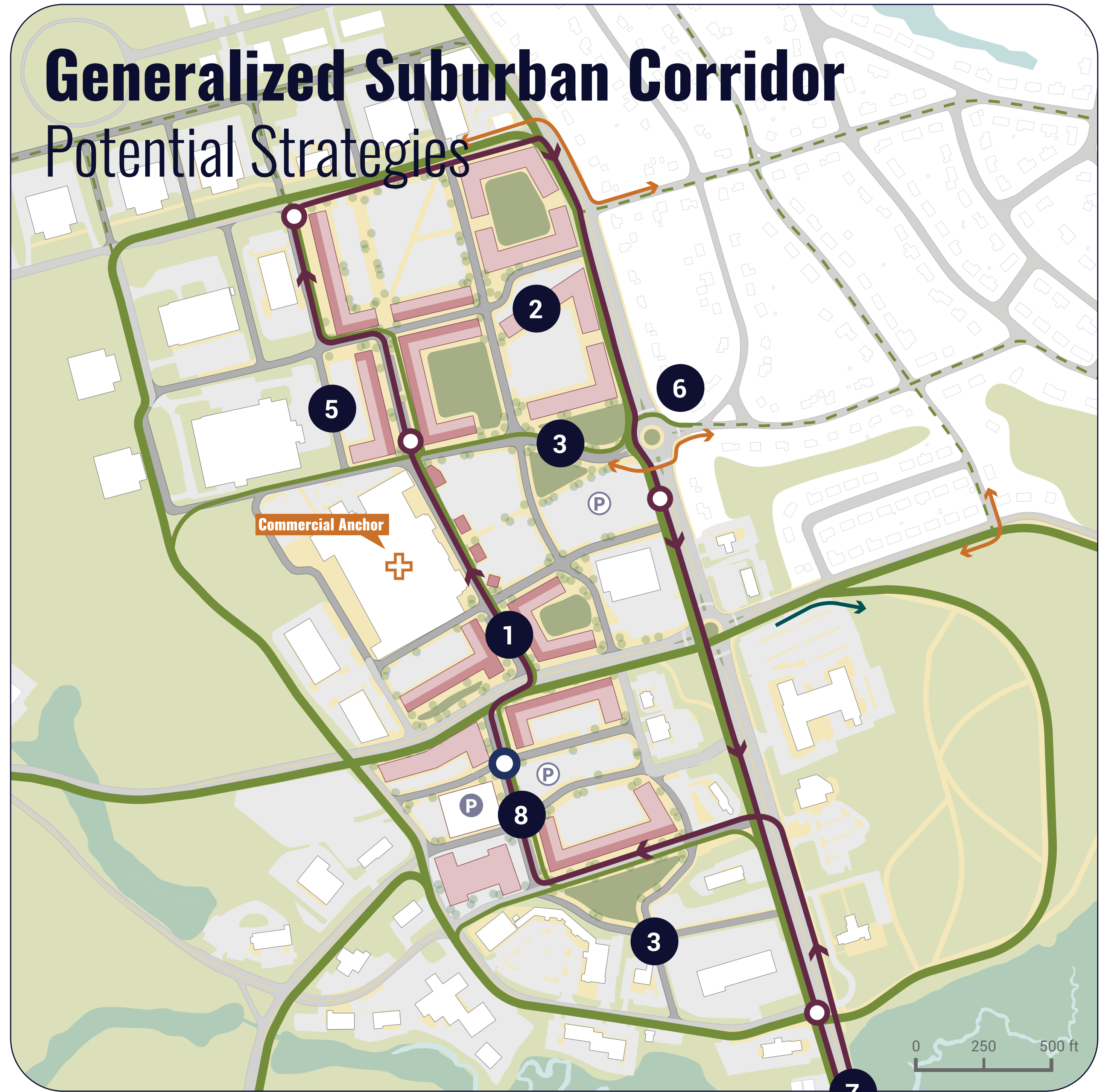
- 5 Connected Street Network.** Promote connected, walkable street networks through a tighter-grain street network and smaller-scale block pattern.
- 6 Protected Bike/Ped/Micromobility Connections.** Prioritize a safe and enjoyable experience for those walking, cycling, and using micro-mobility devices (curb cuts, protected/off-street bike lanes, well-located bike parking). Promote pedestrian safety and traffic calming at high-volume intersections between Route 1 and residential neighborhood throughways. Link neighborhoods to mixed-use core through bike lanes and crosswalks.
- 7 Transit.** Align high-visibility, conveniently and safely located public transit and shuttle stops with future main street, using Route 1 to facilitate access to mixed use core.
- 8 Mobility Hub & District Parking.** Located a Mobility Hub near conveniently located, visually screened shared parking lots and garages that encourage a "park once" approach. Include multimodal transportation infrastructure, such as covered bus stops, bike parking and repair, EV charging, etc.
- 9 Universal Design.** Design for all ages and abilities to use the space.

### Supported: Healthy, Sustainable & Resilient

- 10 Natural Spaces.** Link residential and commercial development to nearby open space, recreation, and trail assets with high-quality, protected connections. Increase conservation of and access to natural spaces, promote flood resilience through wetland ecological restoration.
- 11 Green Infrastructure.** Invest in tree canopy and green infrastructure that enhances air, water, and soil quality for human and ecosystem health.
- 12 Sustainable & Resilient Development.** Promote energy efficient and resilient new development.



**Don't recognize this place?** That's on purpose! This is not a real place, it is a generalized illustration of the type of development pattern found in Portsmouth's post-war suburban commercial and residential corridors.



### Today



### Legend

Existing Buildings	Potential New Development	Bus Route
Existing Roads	Active Ground Floor Uses	Bus Stop
Potential Road Connections	Existing Buildings with Potential Infill Development	Mobility Hub
Parking	Shared-Use Path	District Surface Parking
Pedestrian Zones	Separated Bike Lane	District Structured Parking
Green Space	Bike Boulevard	Neighborhood Connection
Wetlands		Open Space Connection
Open Water		

### Vision



**1 Vibrant mixed-use main street** Storrs Center, Storrs, CT  
**2 Dense multifamily residential** Blue Back Square, West Hartford, CT  
**3 Dedicated green space** Prospect New Town, Longmont, CO  
**4 Tight-grain street/block network** Mashpee Commons, Mashpee, MA  
**5 Pedestrian safety, traffic calming** Tuscan Village, Salem, NH  
**6 "Park once" district parking** Garden City, Cranston, RI

## What did we miss?

Place your sticky notes here!

# Outer Woodbury / Commerce Way Gateway Neighborhood Center Vision

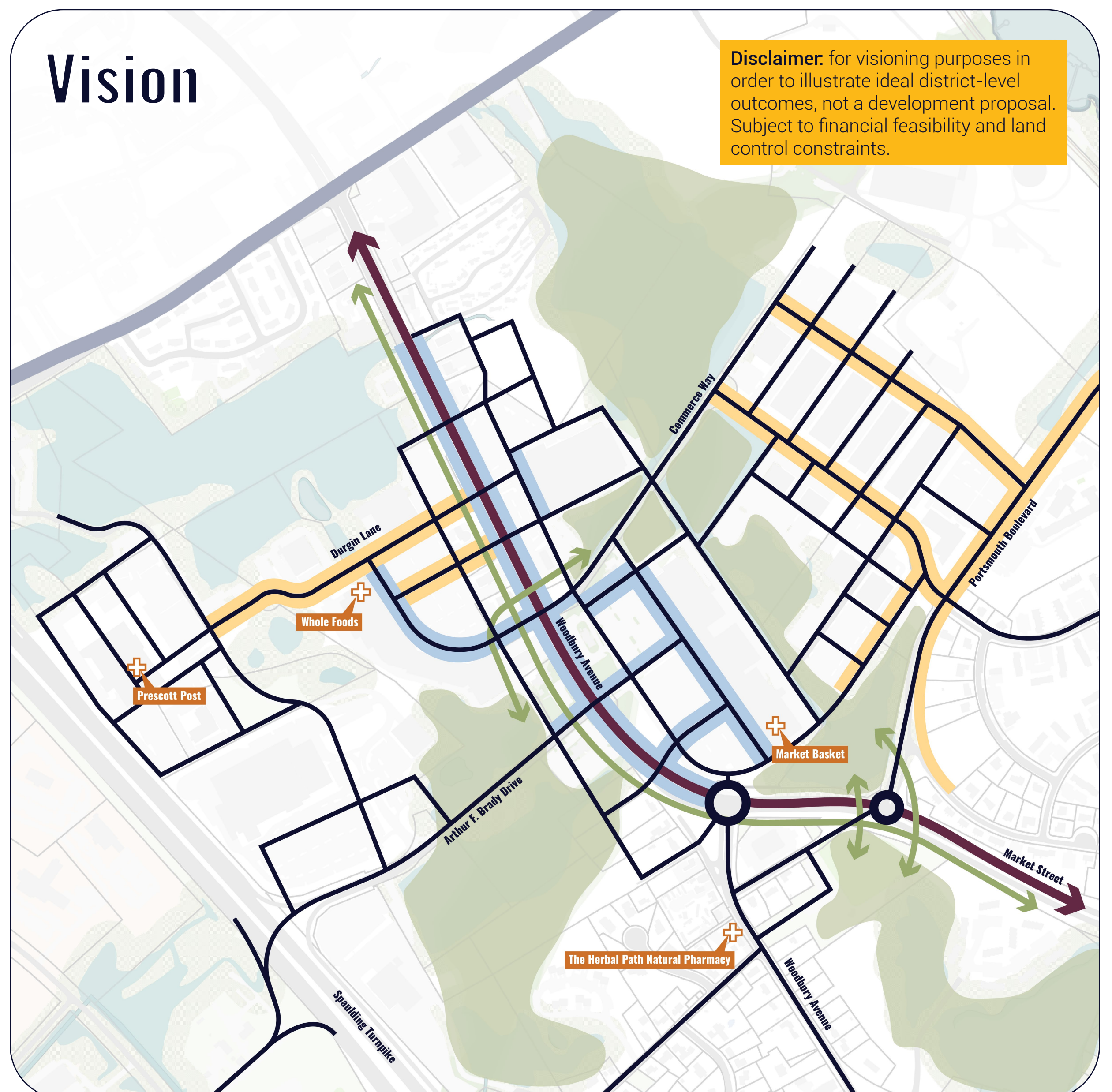
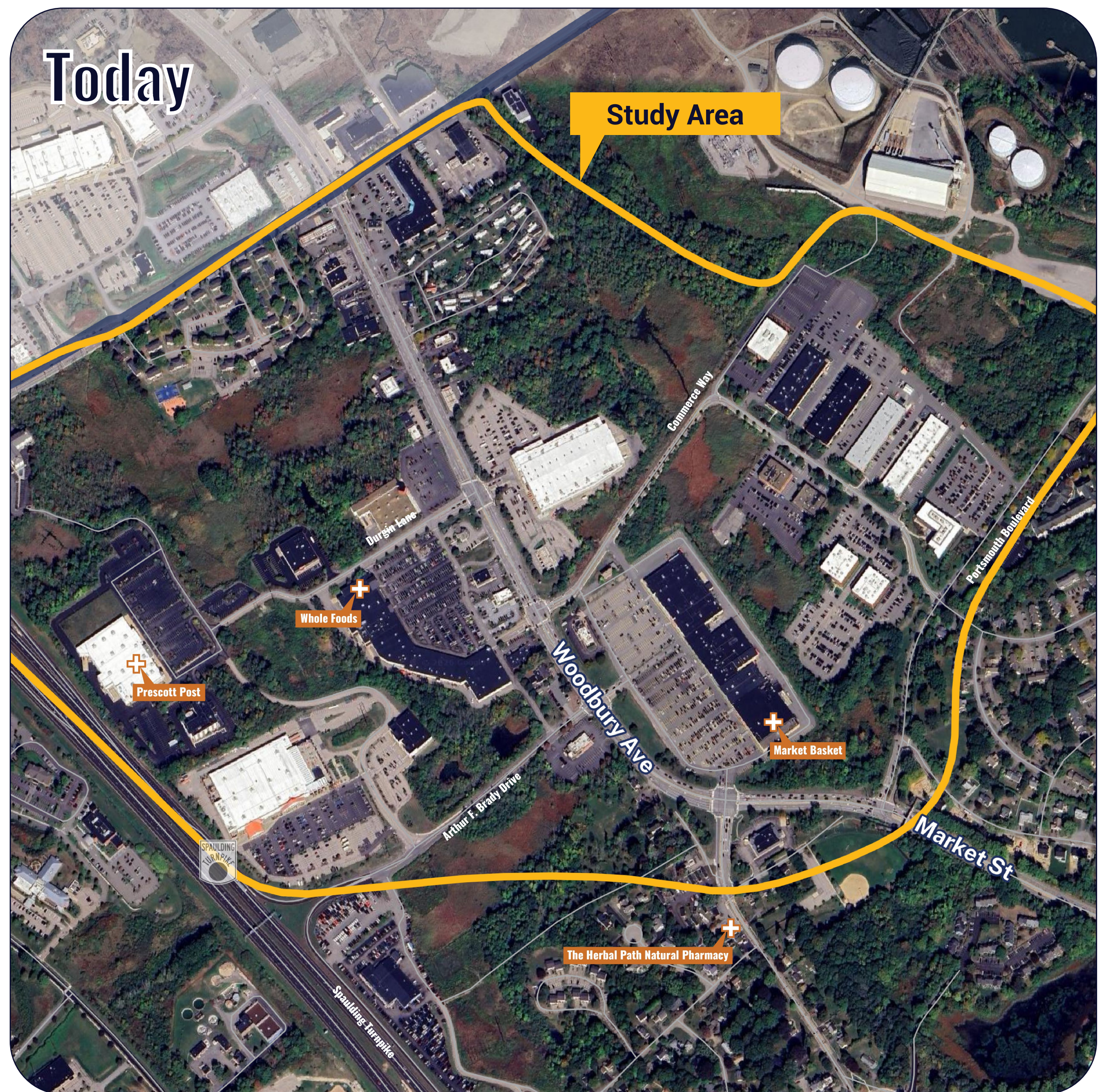
## Issues & Opportunities

- Proximity to Newington & Pease
- Prescott Post redevelopment at 100 Durgin Lane
- Market St & Woodbury Ave are barriers
- Southern stretch of Woodbury Ave has undesirable high-speed cut-through traffic
- Significant wetland areas disrupt fluidity of development
- Spinnaker Point is isolated from nearby amenities

## Place dots on the map:

- Asset
- Issue
- Opportunity

When you're done, find a Planning Team member and tell them about why you placed your dot(s) where you did.



**Disclaimer:** for visioning purposes in order to illustrate ideal district-level outcomes, not a development proposal. Subject to financial feasibility and land control constraints.



- Focus mixed-use and commercial development close to Woodbury
- Set residential multifamily back with strong connections to mixed-use areas



- Create increased cross-street connections to unify east and west sides of Woodbury Ave
- Alter roadway design to reduce Woodbury Ave cut-through traffic
- Establish local through-connection to Pease



- Strengthen greenway connections to nearby natural areas and enhance recreational value

## What did we miss?

Place your sticky notes here!

### Legend

- ↔ Improved Transit Corridor
- ↔ Mixed-Use
- ↔ Multi-Family Residential
- ↔ Roads/Thoroughfares
- Green Space
- ↔ Multi-Use Pathway
- Existing Greenway

# West End Gateway Neighborhood Center Vision

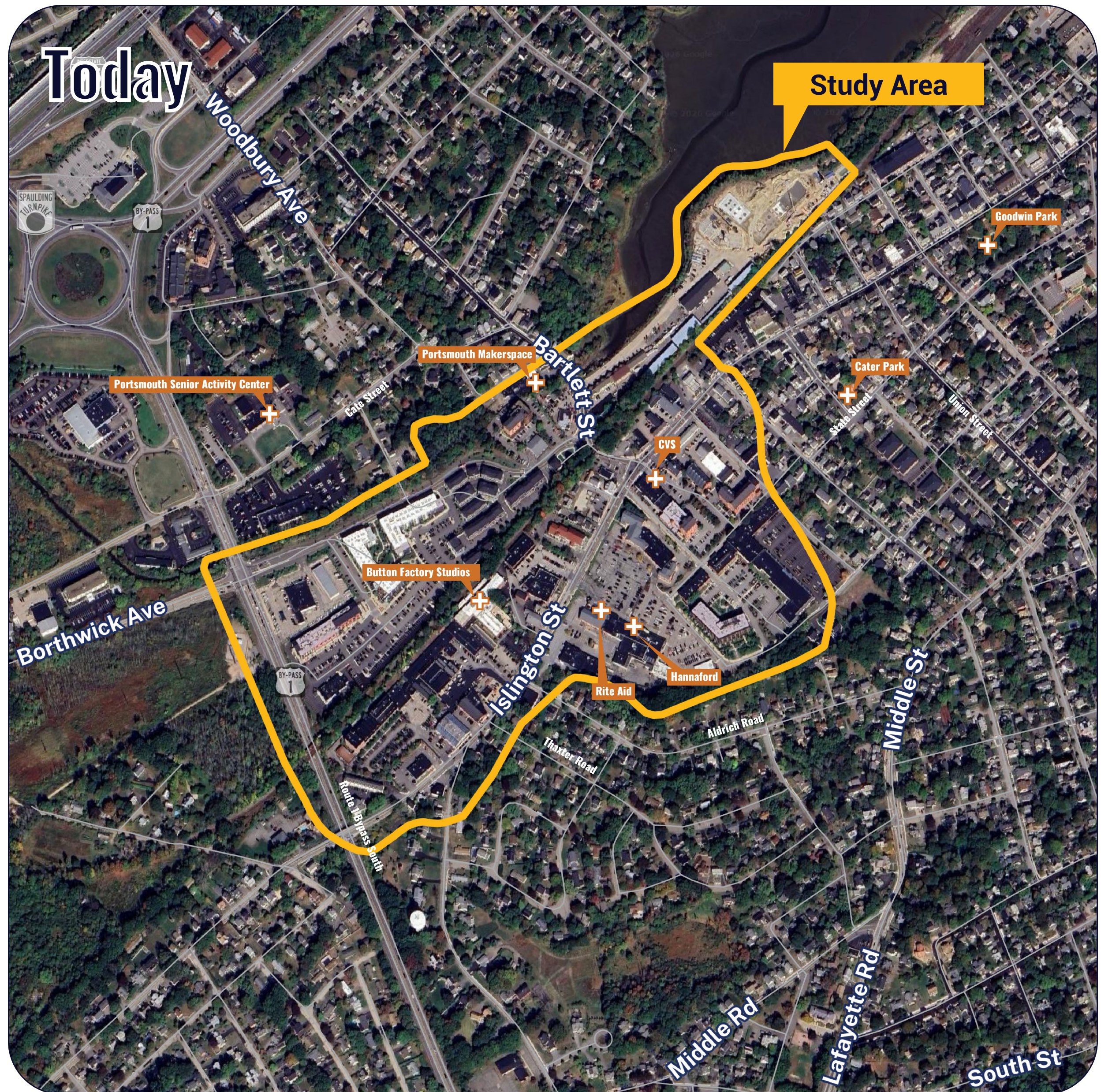
## Issues & Opportunities

- Commercial uses have confusing circulation and poor intuitive visibility and inter-connection with one another. They rely on individual curb-cuts and parking areas loaded directly off Islington.
- Lack of connection to Greenway and assets on the northern side of North Mill Pond / Hodgson Brook
- Bartlett Street under-bridge crossing and intersection with Islington is problematic and unsafe

## Place dots on the map:


- Asset
- Issue
- Opportunity

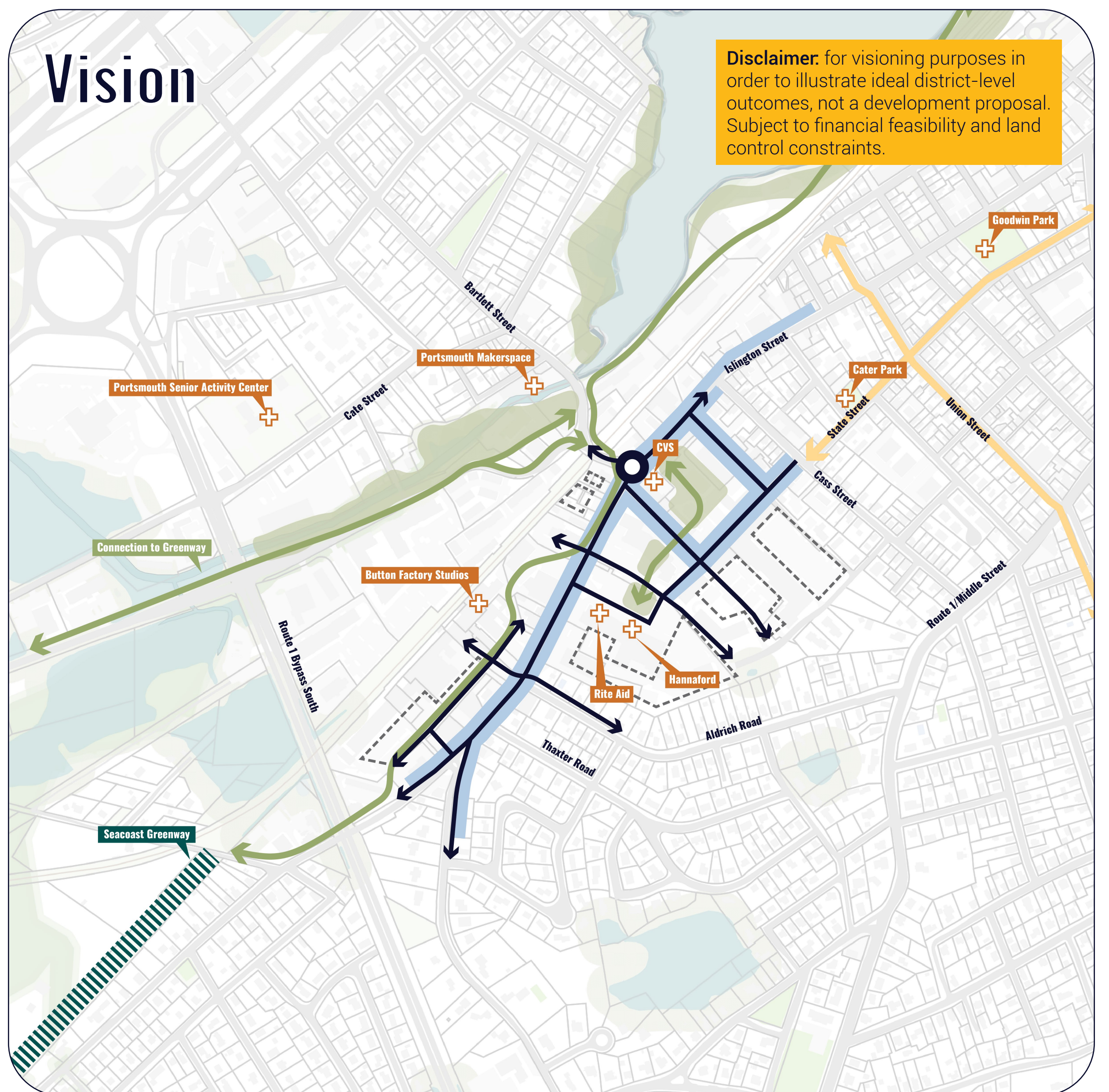
When you're done, find a Planning Team member and tell them about why you placed your dot(s) where you did.










 • Activate street frontage with development  
• Strengthen visibility to rear lot development

 • Develop shared district parking solutions at less valuable rear-lot locations  
• Strengthen non-vehicular connections to rear lot development  
• Promote pedestrian safety and traffic calming at Islington Street and Barrett Street intersection through roundabout

 • Integrate off-street trail network connections, strengthen connection from existing Greenway to Hodgson Brook multi-purpose path  
• Establish flexible, dedicated green space within mixed-use core



### Legend

-  Improved Transit Corridor
-  Roads/Thoroughfares
-  Mixed-Use
-  Green Space
-  Multi-Family Residential
-  Multi-Use Pathway
-  Existing Greenway

## What did we miss?

Place your sticky notes here!

# Route 1 Gateway / Lafayette North Gateway Neighborhood Center Vision



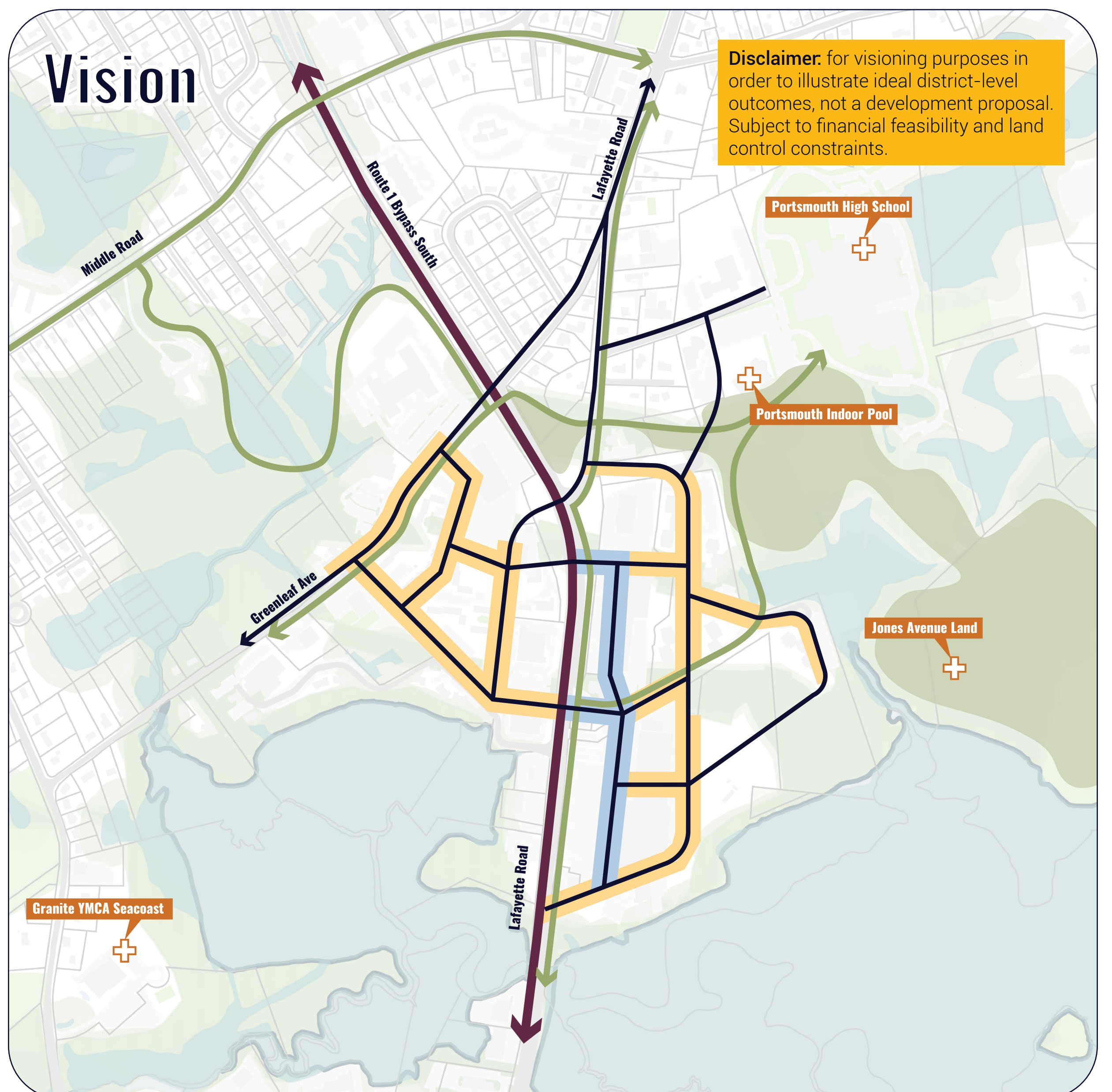
## Issues & Opportunities

- Route 1 Bypass / Lafayette Rd is a barrier to fluidity of development and access to assets on east side
- Significant wetland and waterway barriers to more fluid development patterns
- Lack of visible and user-friendly access to natural areas for recreational use

## Place dots on the map:

- Asset
- Issue
- Opportunity

When you're done, find a Planning Team member and tell them about why you placed your dot(s) where you did.



**Disclaimer:** for visioning purposes in order to illustrate ideal district-level outcomes, not a development proposal. Subject to financial feasibility and land control constraints.

Reinforce commercial hub on east side of Lafayette/Rt-1

Establish connective street network that links across Lafayette/Rt-1  
 • Connect high school and recreation assets to commercial and residential development

Promote ecological restoration and conservation efforts at Jones Road Land and Sagamore Creek Headlands.

## What did we miss?

Place your sticky notes here!

### Legend

- Improved Transit Corridor
- Mixed-Use
- Multi-Family Residential
- Roads/Thoroughfares
- Green Space
- Multi-Use Pathway
- Existing Greenway

# Elwyn Crossing Gateway Neighborhood Center Vision

## Issues & Opportunities

- Underperforming commercial in NW corner of Peverly Hill / Elwyn Rd intersection with Lafayette
- Preserve light industrial uses along West Rd and existing residential fabric on east side of Lafayette
- Lack of sidewalks within existing residential neighborhood precludes safe, walkable access to local Elementary School, Urban Forestry Center, and Community Campus

## Place dots on the map:

- Asset
- Issue
- Opportunity

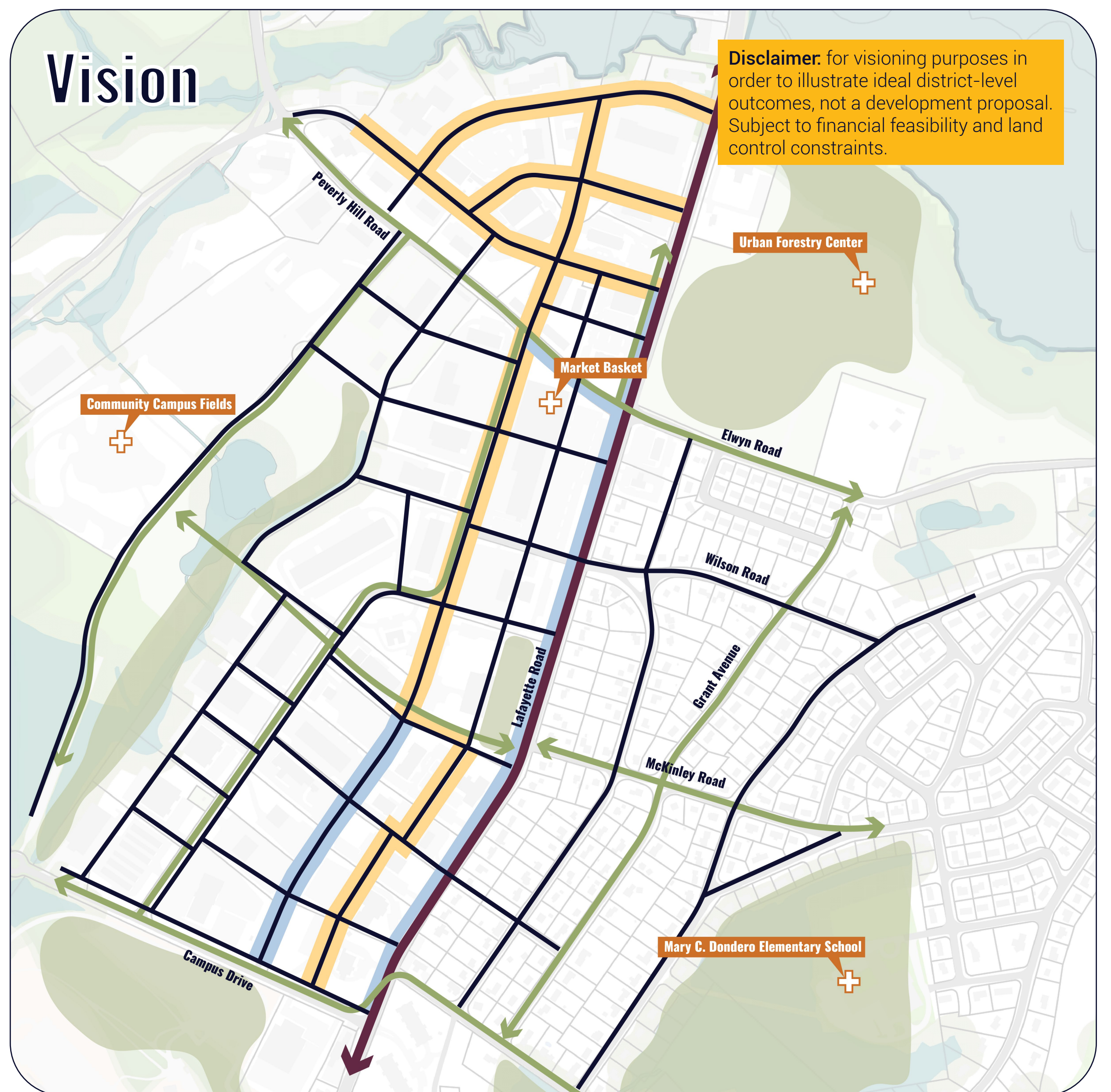
When you're done, find a Planning Team member and tell them about why you placed your dot(s) where you did.



- Reinforce Market Basket as a commercial anchor
- Promote multifamily residential development in NW corner of Peverly Hill Rd / Elwyn Rd intersection with Lafayette/Rt-1

- Establish connected street network with sidewalks and off-street multi-purpose pathways to connect residential areas to Elementary School, Urban Forestry Center, and Community Campus

- Increase conservation of and access to natural spaces, promote flood resilience through wetland ecological restoration at Sagamore Creek and Elwyn Brook



## What did we miss?

Place your sticky notes here!

### Legend

- ↔ Roads/Thoroughfares
- ↔ Improved Transit Corridor
- Mixed-Use
- Multi-Family Residential
- Green Space
- ↔ Multi-Use Pathway
- ||||| Existing Greenway

# Constitution Ave Gateway Neighborhood Center Vision



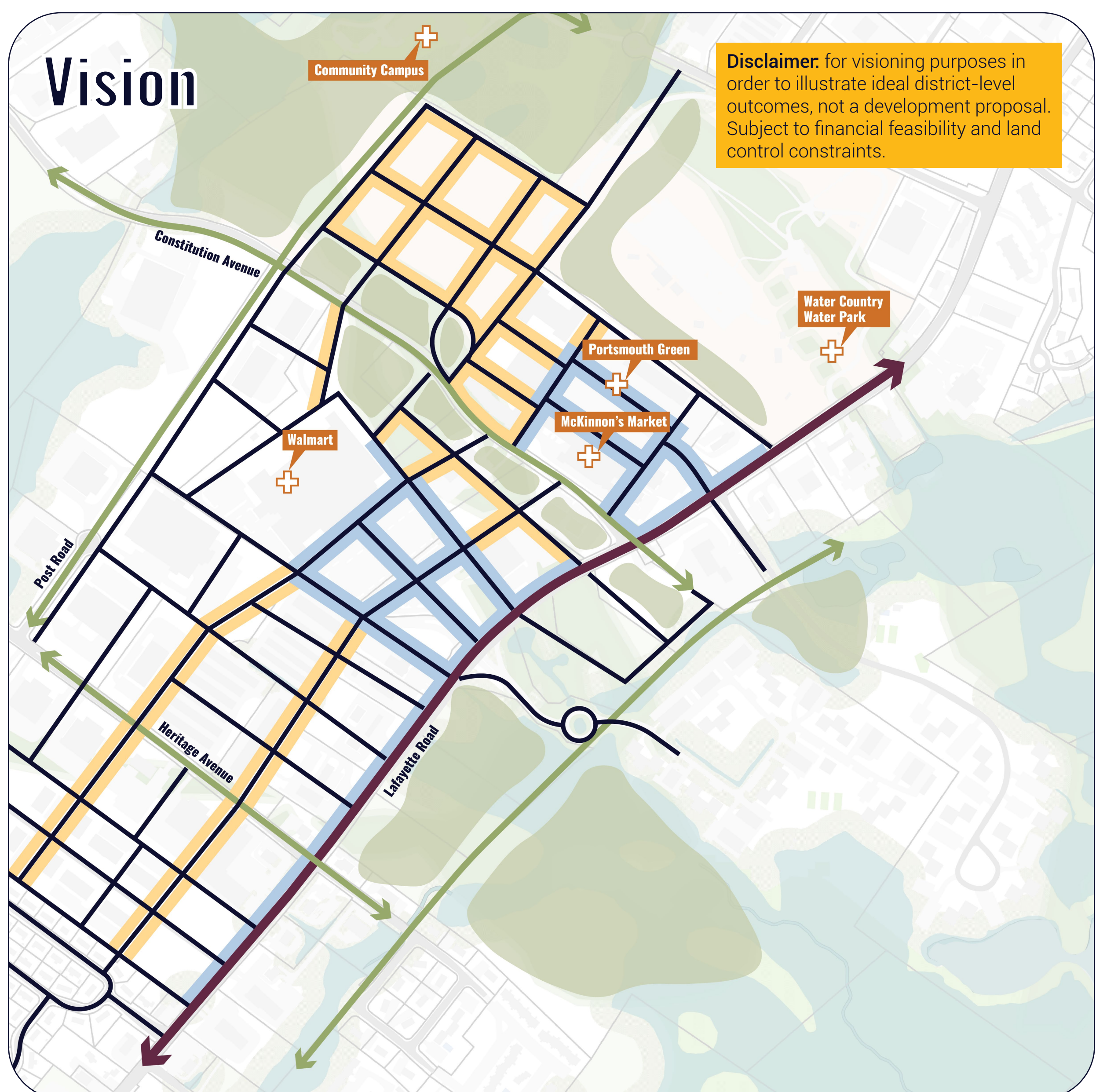
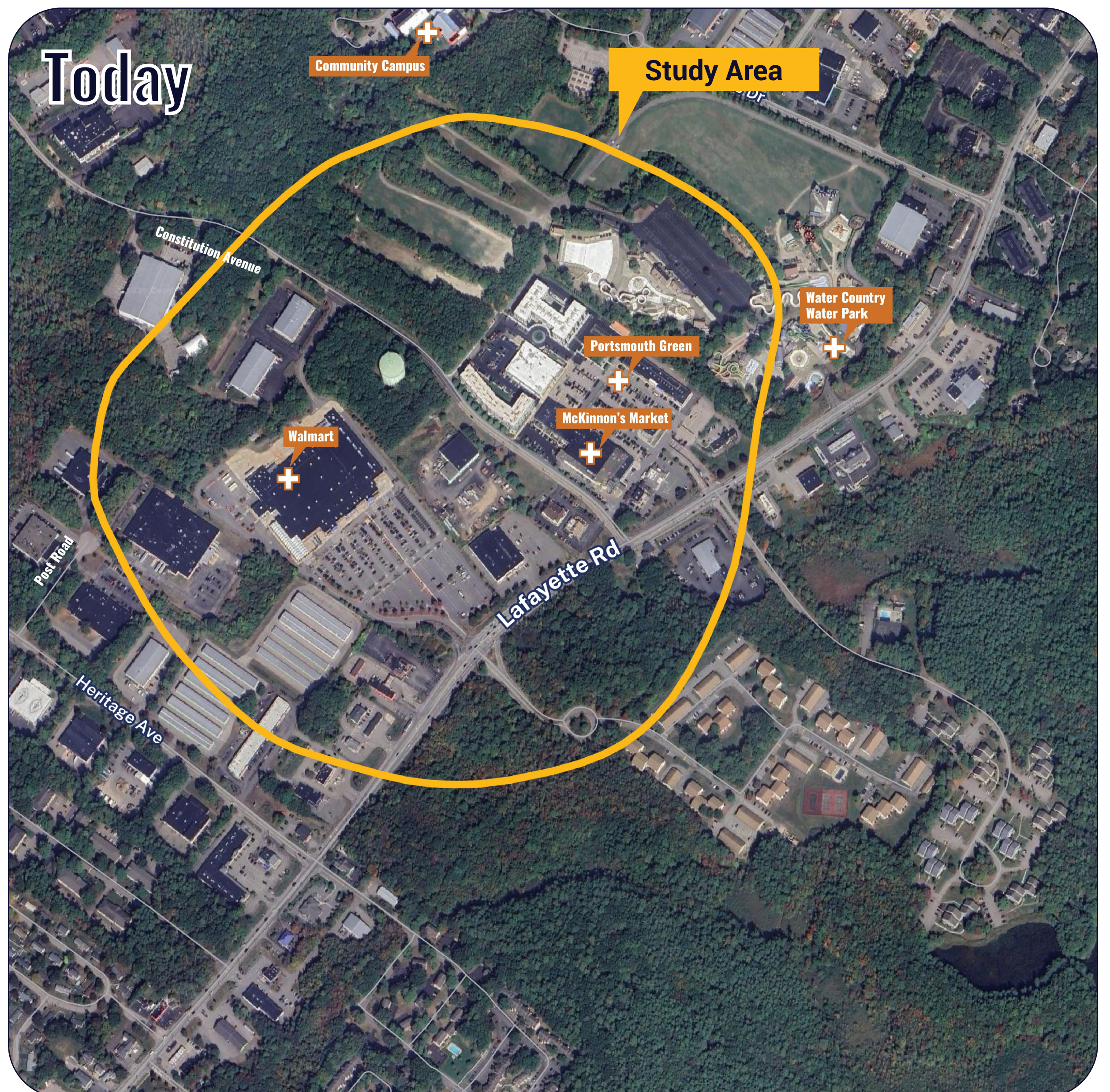
## Issues & Opportunities

- Lack of NE to SW connections parallel to Lafayette/Rt1
- Lack of connection to Community Campus and Greenway
- Lack of open space and natural assets
- Opportunity for additional multi-family housing development

## Place dots on the map:

- Asset
- Issue
- Opportunity

When you're done, find a Planning Team member and tell them about why you placed your dot(s) where you did.



### Legend

- ↔ Roads/Thoroughfares
- ↔ Improved Transit Corridor
- ▭ Mixed-Use
- ▭ Multi-Family Residential
- ▭ Green Space
- ↔ Multi-Use Pathway
- ▭ Existing Greenway



- Focus activity and development on NW side of Lafayette/Rt1
- Create dual mixed-use core with NE to SW connectivity parallel to Lafayette



- Increased street network connectivity throughout, with deliberate connections to lower density residential uses in SE
- Reinforce connectivity through commercial anchor parking lots (Walmart, Portsmouth Green)



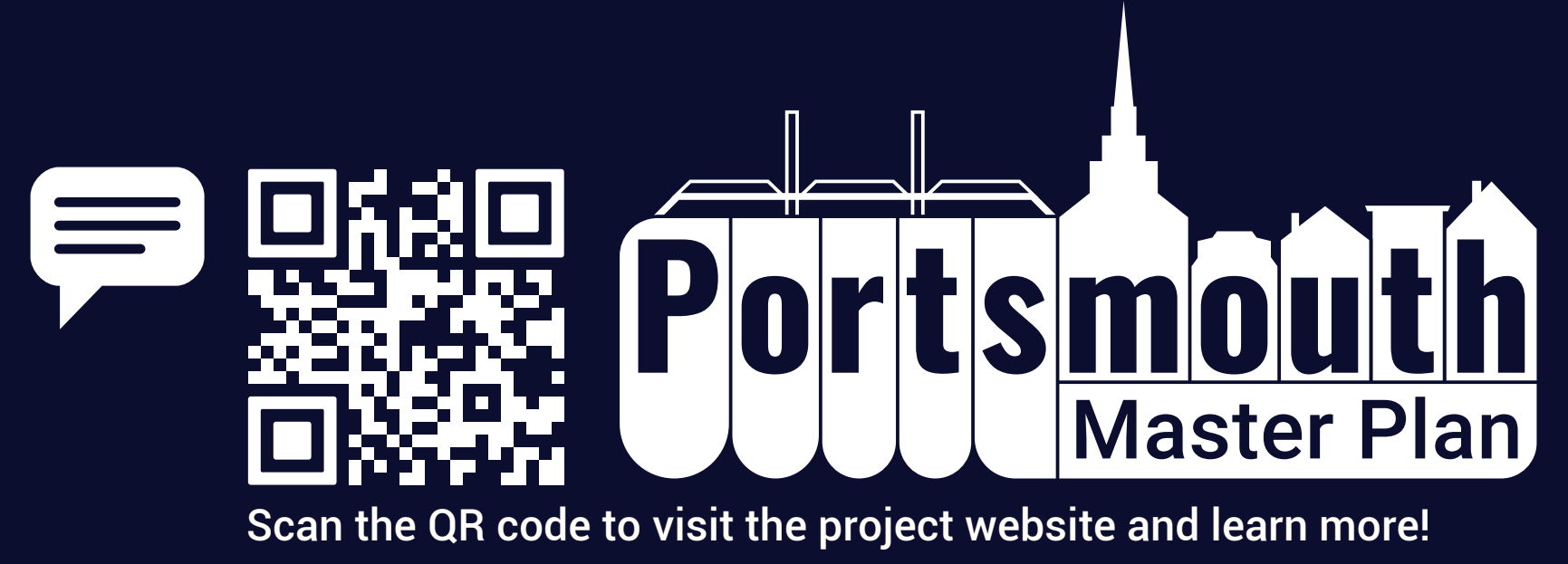
- Establish greenway network along potential wildlife corridor to connect to Community Campus, enhance ecological restoration, and build community ecological stewardship

## What did we miss?

Place your sticky notes here!

# What's Missing?

## What else should this plan address?



Scan the QR code to visit the project website and learn more!

Place your  
sticky notes  
here!