

Holland Way/Hampton Road EDSP FOCUS AREA FACT SHEET*

Size and Value information

- Total # of parcels – 46
- Total size of focus area – 226.9 acres
- Total current assessed value of focus area - \$61,165,669
- Current assessed value per acre - \$269,571 (\$293,540 if exclude Town owned Recreation Complex)
- Total street length of corridor is approximately 1.7 miles

Traffic & Parking Information**

- 5,300 Average Daily Traffic (ADT) on Holland Way at Dearborn Brook (2015)
- 11,000 ADT on High Street east of NH88/Hampton Falls Road (2015)
- There are no traffic lights within the corridor
- No on street parking provided in the focus area but private onsite parking is provided for land uses within the focus area

Focus Area Characteristics

- The focus area has two distinct areas – the area on Holland Way and the area along Hampton Road
- Holland Way is characterized by a two land roadway with ample paved shoulders and a sidewalk running along the easterly side from Portsmouth Ave to about .2 miles before the intersection with Hampton Road. The sidewalk ends where a guardrail abuts the shoulder and does not continue to Hampton Road. The northern end (near Portsmouth Ave) of Holland Way has several undeveloped parcels whereas the southern end has three developed parcels near the intersection of Hampton Road. Municipal water and sewer is not readily available on Holland Way (refer to Holland Way/Hampton Road EDSP Municipal Sewer & Water map). The entire Holland Way corridor in the focus area is zoned Professional/Technology Park (PP).
- The Hampton Road EDSP focus area is characterized by moderate density commercial uses with few exceptions. One exception worth noting is the development of a 68-unit residential condominium complex at 2 Hampton Road that is currently under construction. Sidewalks are present on Hampton Road in front of 1 Hampton Road (Access Sports Medicine) that continues to downtown to the west. Municipal sewer and water is available along Hampton Road. The area within the EDSP focus area is zoned Neighborhood Professional (NP) with the exception of the Town owned Recreational Complex.

Development Potential/Constraints

- There are six undeveloped parcels (102 acres) on Holland Way and some other available land for future development (see Holland Way/Hampton Road Potential Development Map). These areas represent almost half of the land area in the focus area.
- There are wetlands and a brook in the Holland Way corridor that can limit development potential in the area.
- Municipal sewer and water is not readily available on Holland Way
- The area along Hampton Road is almost fully developed with a mix of commercial and professional office uses.

*Data source – Town of Exeter GIS database and CAMA database. These statistics are provided for general planning purposes only.

**Data Source – New Hampshire Department of Transportation Bureau of Traffic