

REIMAGINE

HAMPTON ROAD

Hampton Road Infrastructure and Corridor Analysis and Design Project

WHAT WE HEARD

Visioning Engagement

August 2025

August 2025

This What We Heard Report was prepared by UPLAND Planning + Design Inc. and Englobe for the Town of Quispamsis

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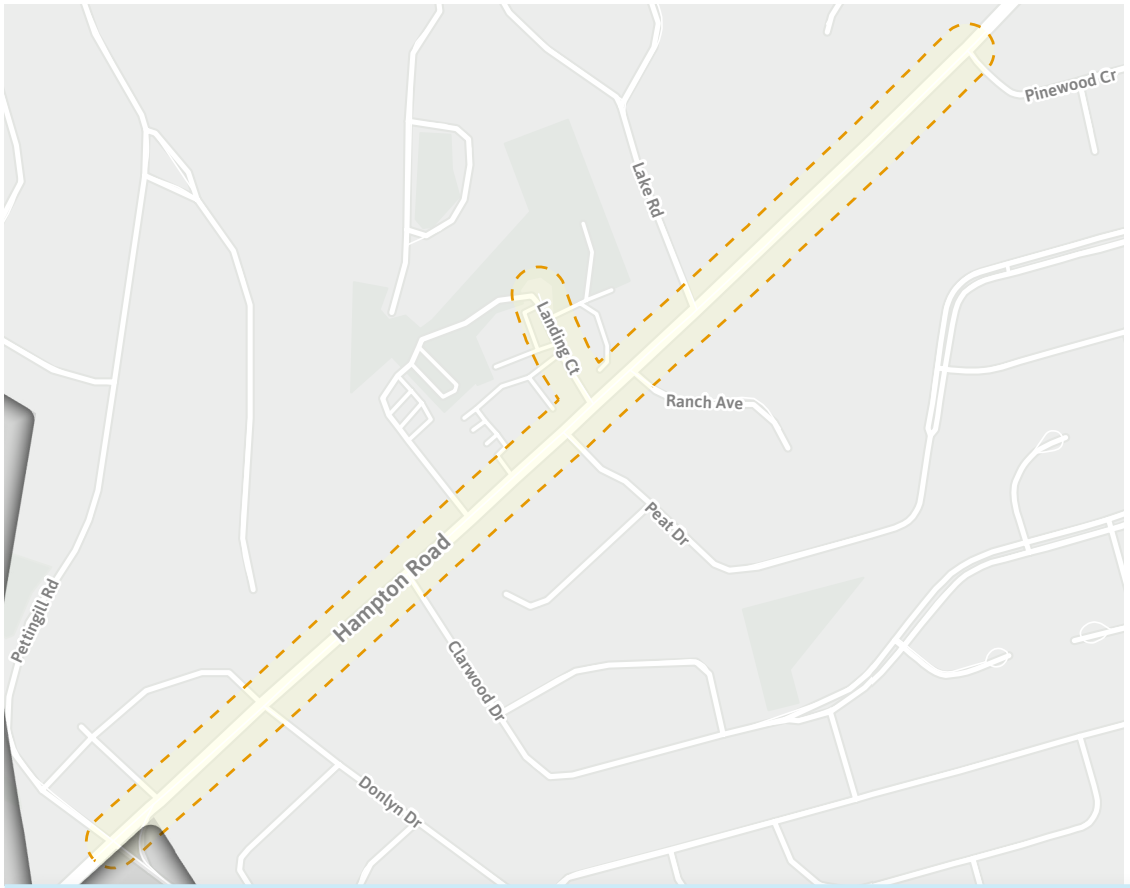
INTRODUCTION

ABOUT THE PROJECT

The town of Quispamsis is undertaking a comprehensive redesign of Hampton Road between Campbell Drive/ Pettingill Road and Pinewood Crescent. This project includes upgrading the underground pipe infrastructure and improving the corridor for all road users.

This is a major generational project for the Town. Providing water infrastructure to this section of Hampton Road is a top priority and will include substantial road reconstruction. This necessary work has created an ideal opportunity to reimagine how Hampton Road functions and feels today and in the future. As part of this project, the Town is considering all aspects of the corridor: traffic flow, pedestrian and cycling routes, accessibility for all, as well as how Hampton Road and Landing Court can become vital community spaces.

Reimagine Hampton Road is being carried out by Englobe Corp and UPLAND Planning + Design Studio in collaboration with Town staff.



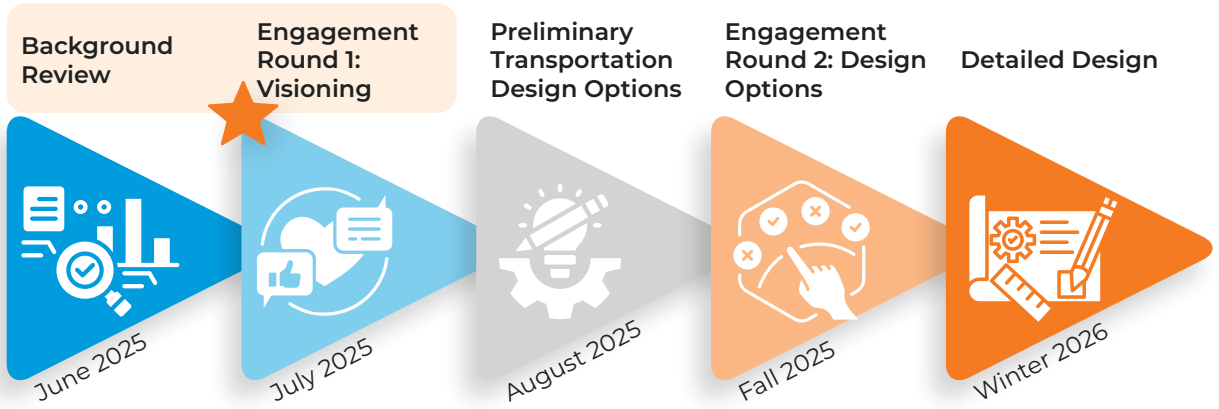
How This Report Will Be Used

This report captures what we heard during the Visioning Engagement Phase, ensuring transparency and accountability by sharing how community input has been gathered and considered. It also gives community members a chance to see the big picture - what others view as important, key themes, and emerging ideas.

Combined with background research and technical expertise, community insights will directly inform the next steps of the project.

PROJECT TIMELINE

The project kicked-off in Summer 2025 with a comprehensive background review, followed by initial community engagement. Based on the community input, preliminary transportation design options will be developed. In Fall 2025, these design options will be shared with the public, at which time we will be asking for feedback to help us select and refine a preferred option to take through to detailed design. The final design that is intended to move through to construction will be presented to the public in Winter 2025.



ENGAGEMENT OVERVIEW

Phase 1 Engagement was open from July 3 to August 4, 2025 and included an online survey and interactive map where participants could share their current experiences on Hampton Road and what improvements they would like to see in the future. The goal of the first phase of engagement was to understand community members' experiences using Hampton Road as it is today and their vision for the future.

Guiding Questions

The first phase of engagement was focused on answering the following questions:

- What are the main challenges you or others face when travelling along Hampton Road?
- What improvements could make travelling on Hampton Road safer and easier for all types of road users?
- What types of improvements, like better streetlighting, seating areas, or landscaping, would make Hampton Road and Landing Court more welcoming and comfortable spaces?
- What does the community want to achieve with the road renewal project?



WHAT WE DID

PROJECT WEBSITE

The Reimagine Hampton Road website is an online engagement platform that allows community members to contribute their ideas and provide feedback on the project. It is intended to share details about the project (the who, what, where, when and why) and engagement opportunities so that community members feel informed and empowered to help shape the future of Hampton Road.

You can visit the project page at speakupland.ca/reimagine-hampton-road.

ONLINE ACTIVITIES

The first phase of engagement included several activities aimed at gathering feedback from residents, frequent visitors to the community, local businesses and other community stakeholders.

Public Survey: The online public survey was open to community members to gather input from as many individuals as possible. The questions were focused on understanding why people currently travel on Hampton Road, what challenges they encounter, and what their vision is for the future of Hampton Road and Landing Court. **The survey was completed by 328 individuals**.

Quick Poll Question: A single, multiple choice question was included on the main project page. This poll question provided participants with a quick way to provide input to the engagement process, even if they did not have time or interest in completing the full online survey. **The quick poll question received 119 responses.**

Interactive Map: An interactive map was also available for participants to share location specific feedback, including things they like and dislike, opportunities, or general comments. **We received 10 comments on the map**.

Phone Calls and Emails: Community members were also able to provide feedback via phone call or email. Feedback received through these channels was incorporated into the overall analysis where appropriate.

WHAT WE HEARD

The following is a summary of what was heard through the engagement activities. A wide range of opinions were shared, but some key themes emerged. All feedback received is valuable and will contribute to shaping the foundation of the final design options.

KEY TAKEAWAYS

Throughout the engagement activities, we heard from a broad range of community members. The following pages share the details of what we heard throughout the engagement period, but there were some key themes that emerged through the analysis.

- The top priority for community members is **improving the condition of the road**. This includes repaving and enhancing safety for all road users.
- While there is support for including active transportation facilities, there is stronger **support for pedestrian facilities** (i.e., wider sidewalks and safer crossings)
- There are mixed opinions on bicycle infrastructure. While approximately half of respondents **see cycling safety and bike lanes as important**, others are **concerned about the impact bike lanes may have on motor vehicle lanes**.
- Community members are interested in **more space for community events and social spaces**, especially around Landing Court. Landscaping and outdoor seating were popular amongst respondents.
- Overall, respondents identified the need to **balance functional upgrades with placemaking elements**. While making the corridor more attractive would be nice, it cannot come at the expense of how the road functions.



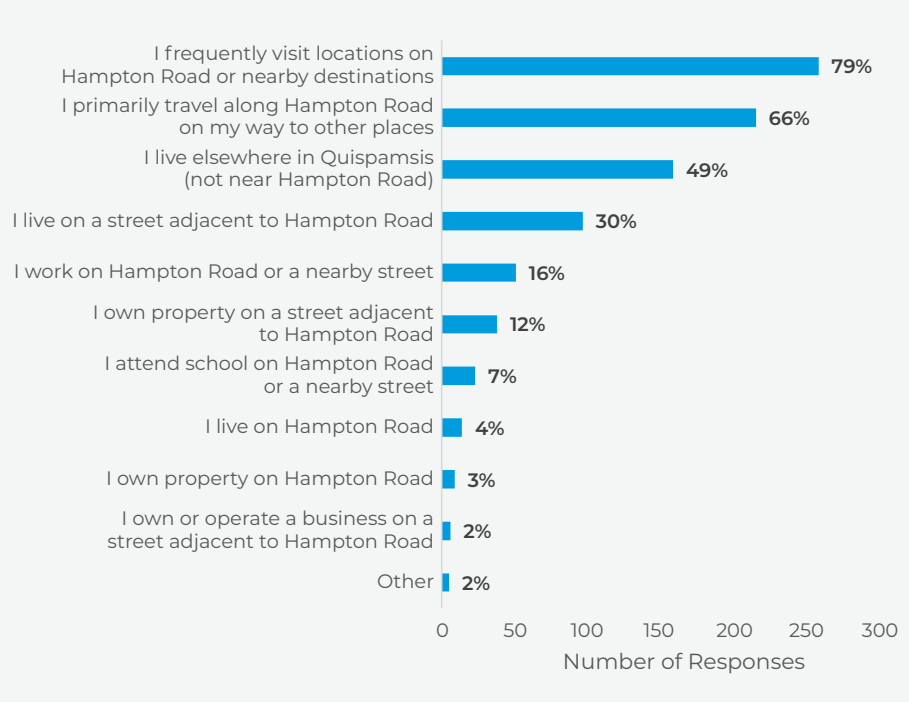
PUBLIC ENGAGEMENT FINDINGS

The survey received 328 responses, however respondents were not required to answer every question. Total responses per question are included in each of the graphs.

Hampton Road Today

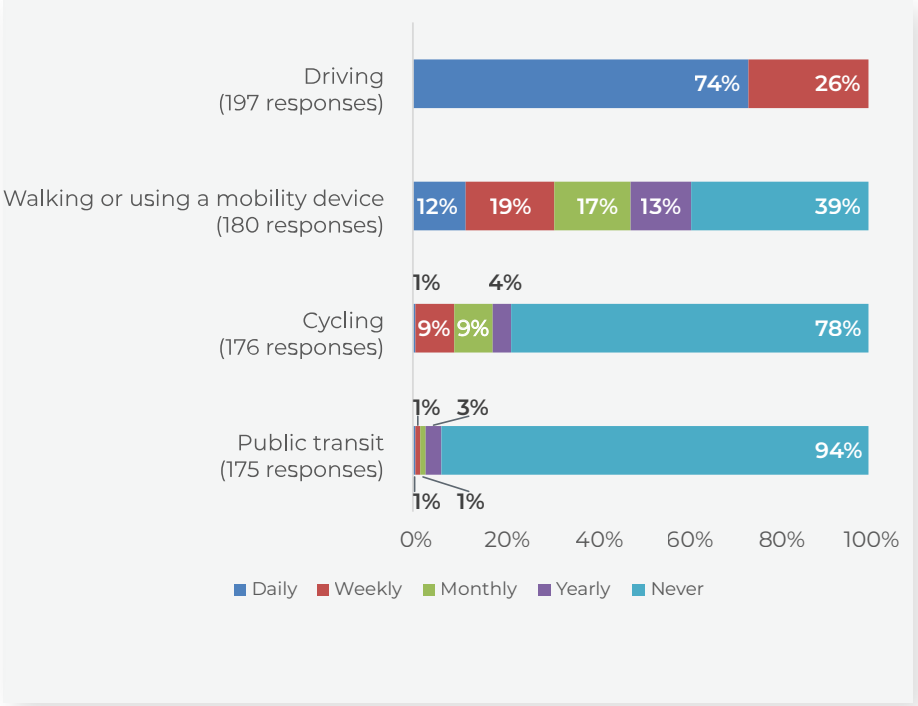
What is your connection to Hampton Road? Select all that apply. (327 responses)

The majority of survey respondents **frequently visit locations (79%)** or **travel along (69%)** Hampton Road, and nearly half of respondents (49%) **live elsewhere in Quispamsis, but not near the Hampton Road**.



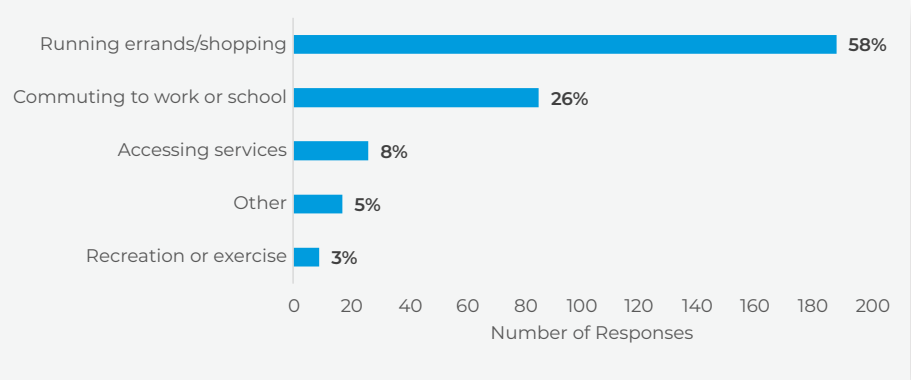
On average, how often do you travel on Hampton Road?

Most survey respondents (74%) are driving on Hampton Road daily. Of those who walk, 12% are walking on Hampton Road on a daily basis and 19% walk on Hampton Road weekly. 1% of people who bike on Hampton Road are doing so daily, and 9% are biking on Hampton Road at least once a week.



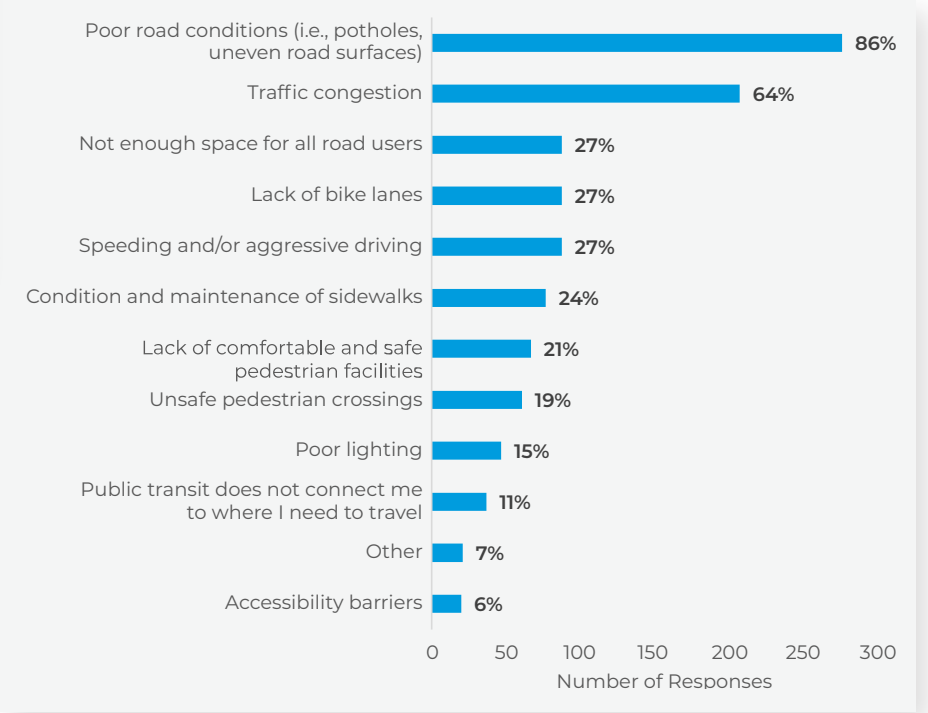
What is your primary purpose for using Hampton Road? (325 responses)

More than half of respondents (58%) travel on Hampton Road to **run errands or go shopping**.



What challenges do you experience when travelling on Hampton Road as it is today? Select all that apply. (323 responses)

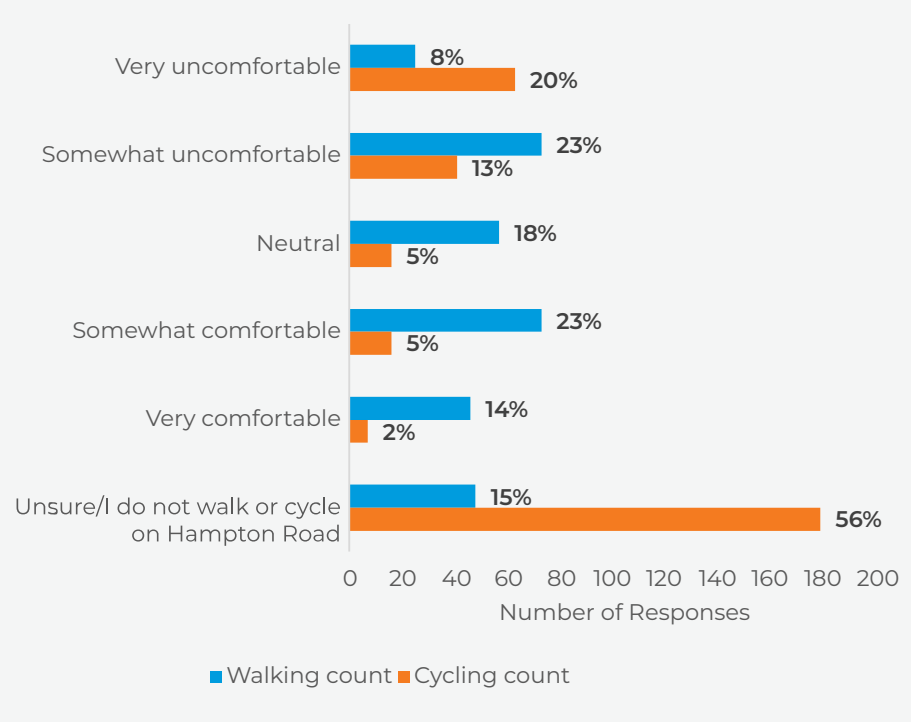
The Town has heard from many residents over the years about challenges travelling on Hampton Road. The top challenges identified by survey respondents included **poor road conditions (96%)** and **traffic congestion (64%)**.



What is your level of comfort when it comes to walking or cycling on Hampton Road? (322 responses)

Survey respondents were nearly evenly split when asked about their level of comfort walking on Hampton Road, with 31% saying they are **very or somewhat uncomfortable** and 37% saying they are **very or somewhat comfortable**.

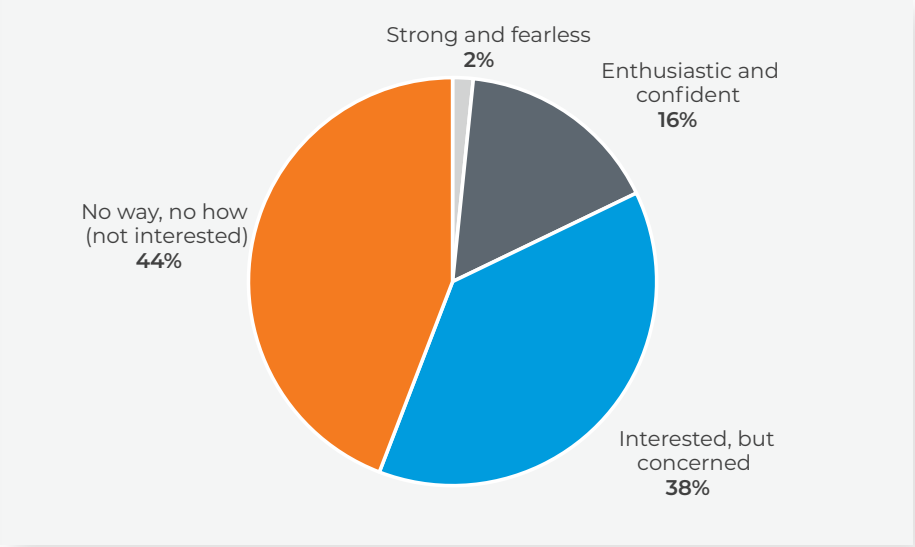
When asked about cycling, more than half of respondents (56%) said they **do not cycle on Hampton Road** and 33% said they are either **very or somewhat uncomfortable**.



When it comes to cycling, which of these four categories sounds most like you? (308 responses)

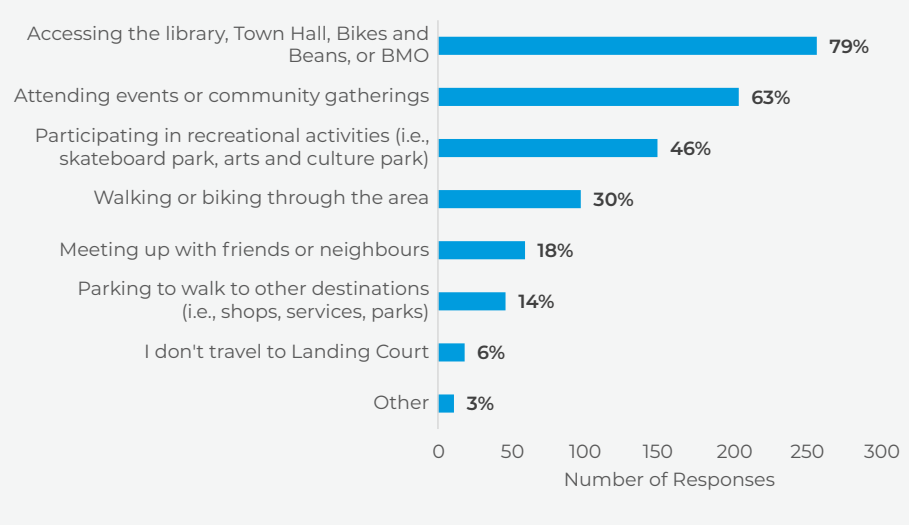
While 44% of survey respondents are **not interested in or comfortable with cycling** in Quispamsis, more than half of respondents are open to cycling. Among those who are open to cycling, most were among the "**Interested but concerned**" group (38% of total responses). This suggests that safety and comfort are significant factors in whether community members choose to cycle.

We recognize that not everyone is interested in cycling, but based on the survey responses, improved cycling facilities could benefit more than half of respondents.



How do you currently use Landing Court? Select all that apply. (324 responses)

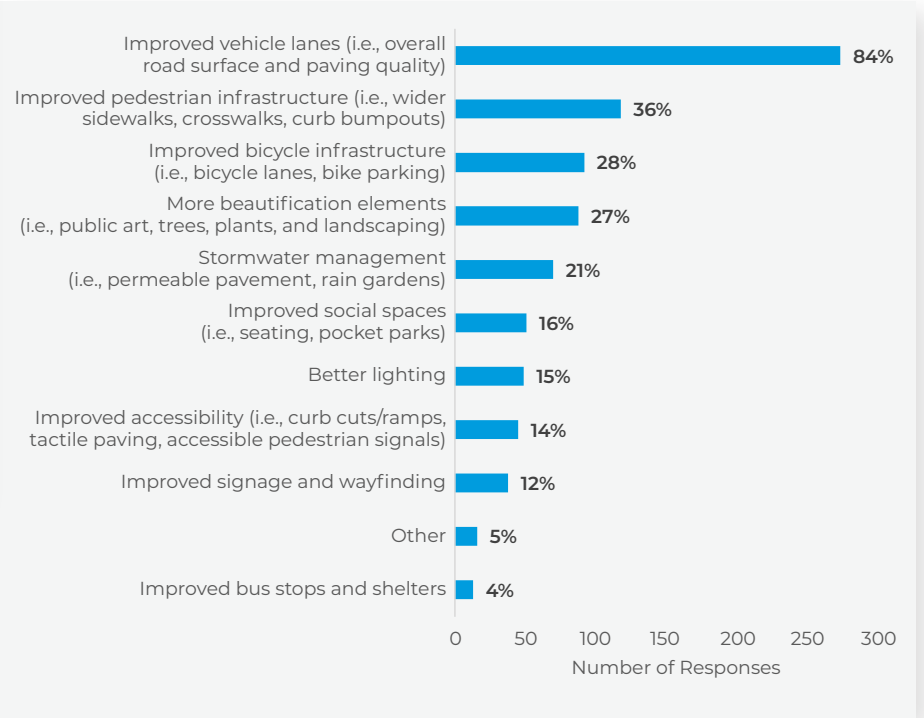
The most common reasons survey respondents use Landing Court are to **access services and businesses (79%)**, **attend events or community gatherings (63%)**, and **participate in recreational activities (46%)**.



Reimagining the Future

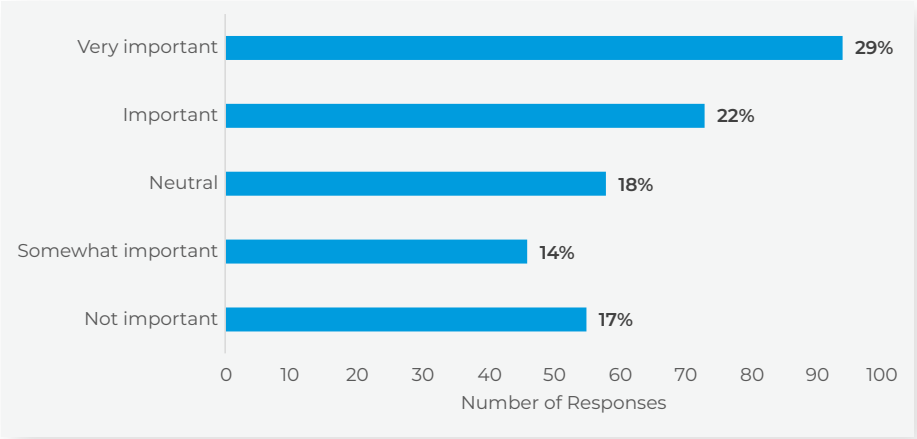
What improvements to Hampton Road are most important to you? Select up to 3. (328 responses)

The improvement that is most important to survey respondents is **improved vehicle lanes (84%)**, followed by **improved pedestrian infrastructure (36%)**.



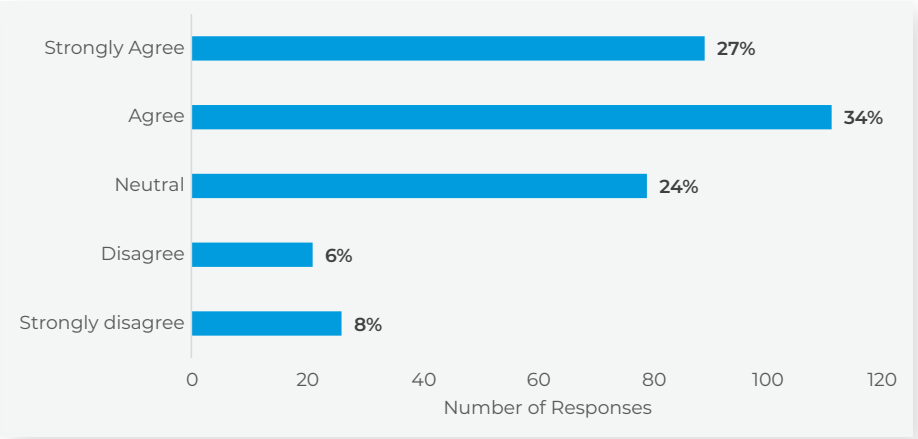
In your opinion, how important is cyclist safety and bike infrastructure on Hampton Road? (326 responses)

More than half of respondents (51%) believe cyclist safety and bike infrastructure are important along Hampton Road, while 31% indicated they do not see this as a priority.



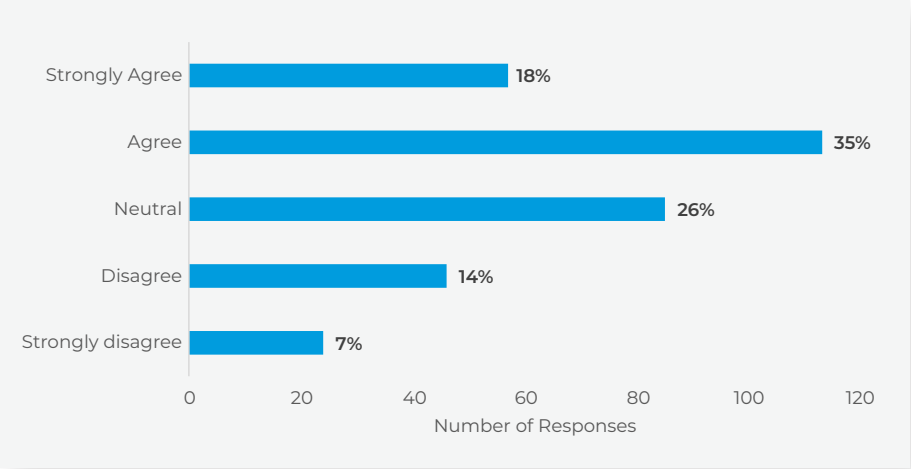
In your opinion, should there be improved pedestrian infrastructure on Hampton Road? (326 responses)

61% of respondents agree or strongly agree that there should be improved pedestrian infrastructure on Hampton Road, while 14% do not see this as a priory.



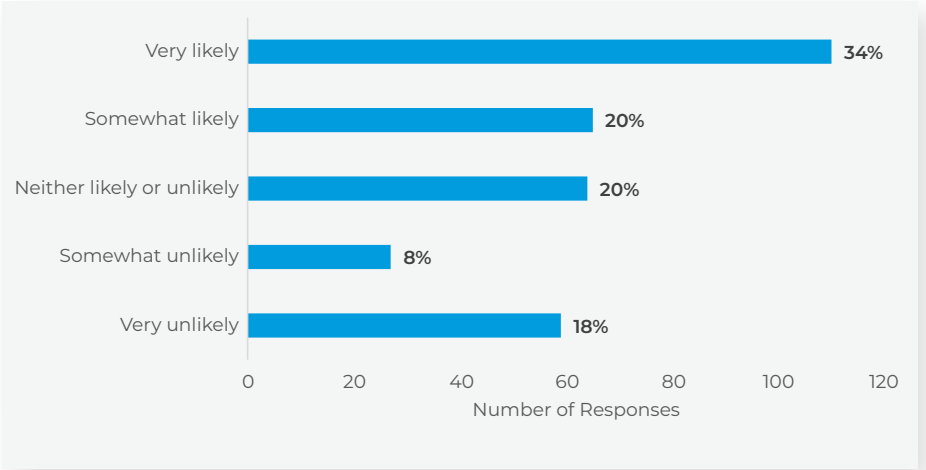
In your opinion, should there be more crosswalks and signalized intersections along the street? (325 responses)

53% of respondents agree or strongly agree that there should be more crosswalks and signalized intersections along Hampton Road, while 21% do not view this as a priority.



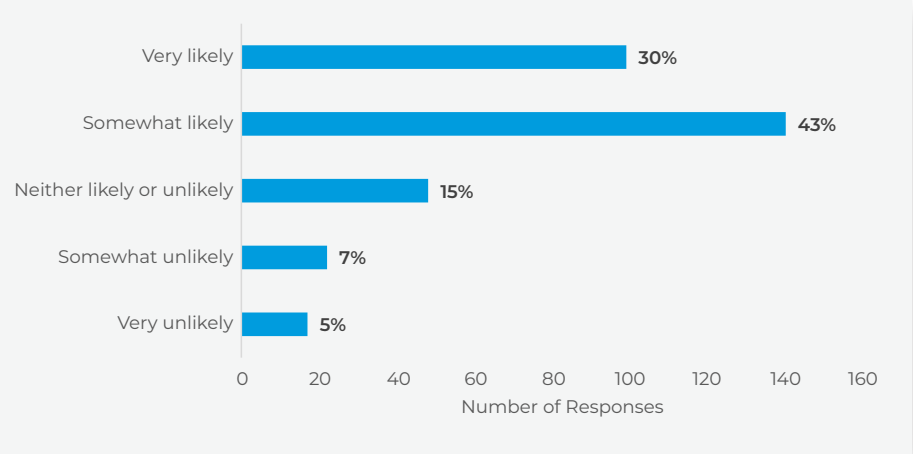
If there were improved active transportation facilities, would you be more likely to walk or bike on Hampton Road? (326 responses)

54% of respondents said that they would somewhat or very likely walk or bike more on Hampton Road if there were improved active transportation facilities. 26% of respondents indicated that their habits would remain unchanged.



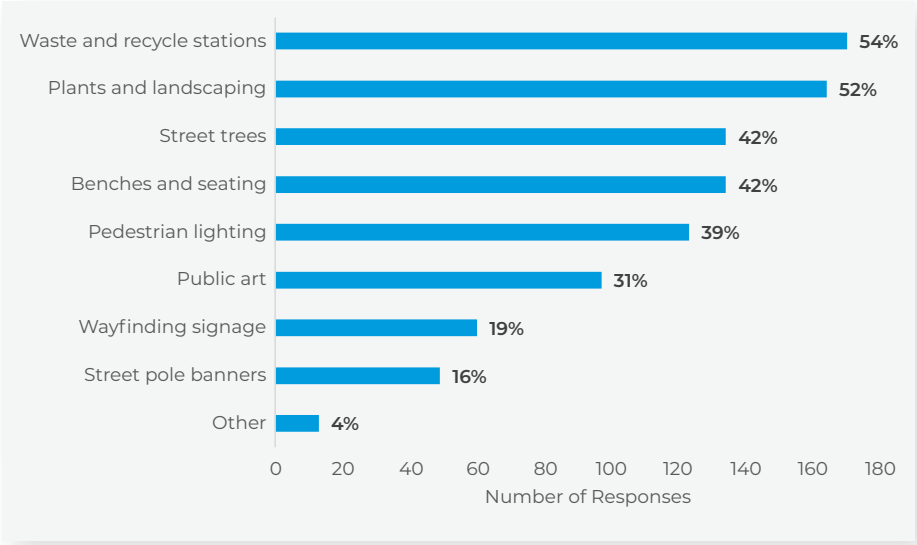
If improvements were made to enhance community activities and social spaces around Landing Court, would you be more likely to visit the area and use the space? (325 responses)

Most respondents (73%) said they would be more likely to visit and spend time at Landing Court if there were more and improved community activities and social spaces. 12% indicated that their habits would remain unchanged.



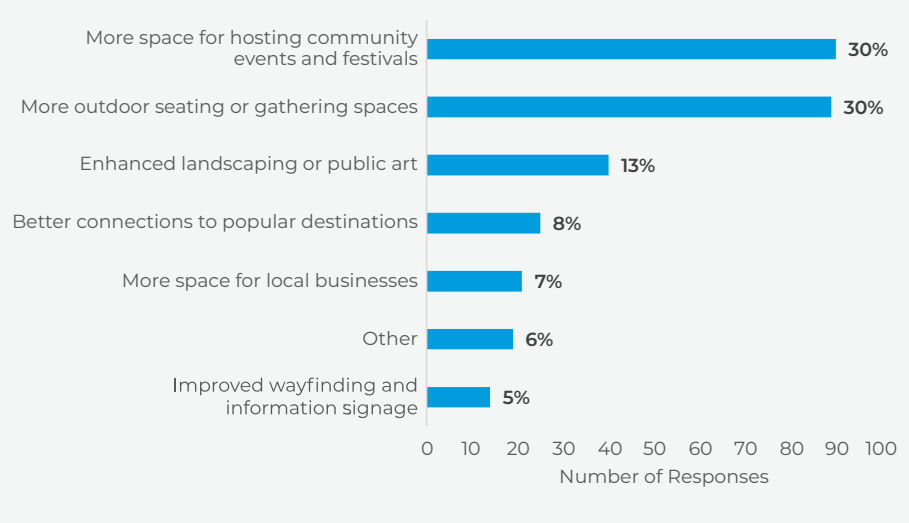
What amenities or public space improvements would you like to see included along Hampton Road? Select all that apply. (316 responses)

The amenities and public space improvements that are most important to survey respondents include **waste and recycle stations (54%)**, **plants and landscaping (52%)**, **street trees (42%)**, and **benches and seating (42%)**.



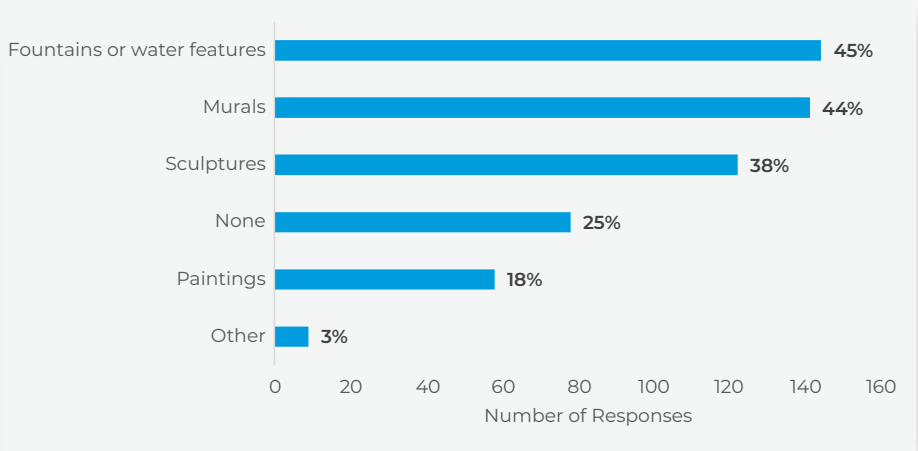
What improvements would you like to see around Landing Court? (298 responses)

The improvements for Landing Court that are most popular amongst survey respondents include **more space for hosting community events and festivals (30%)** and **more outdoor seating options or gathering spaces (30%)**.



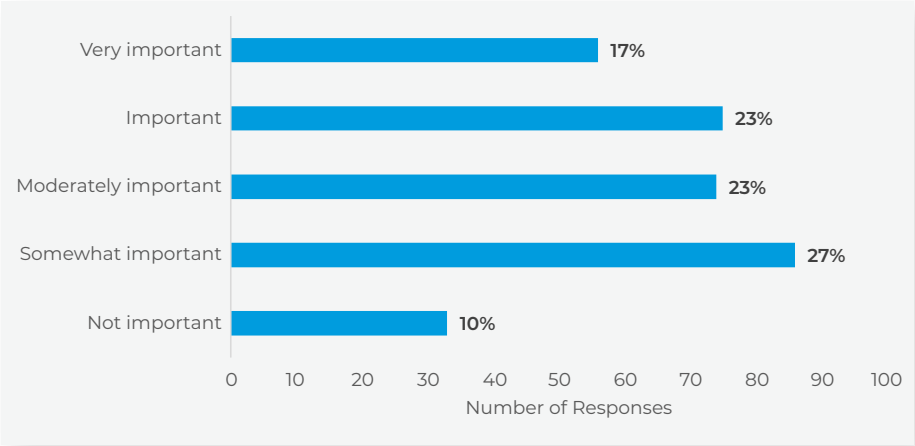
What forms of public art, if any, would you like to see along Hampton Road or at Landing Court? (318 responses)

Survey respondents are most interested in seeing **fountains or water features (45%)** and **murals (44%)** installed as public art along Hampton Road or at Landing Court.



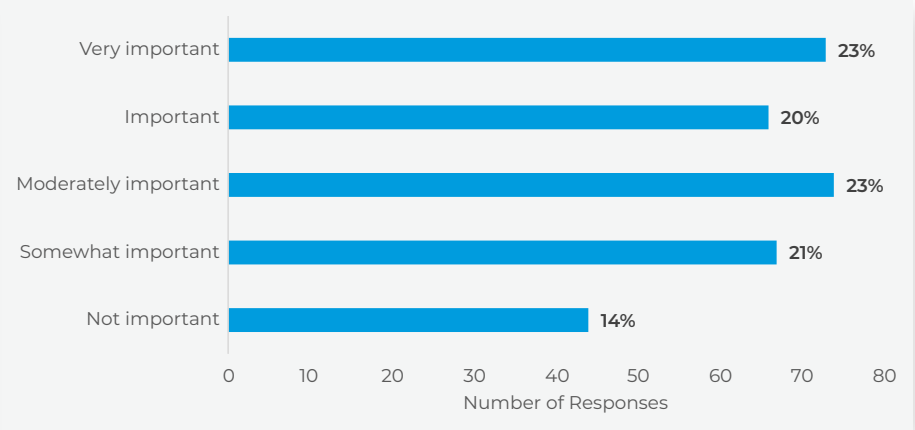
How important is improving street lighting along Hampton Road and Landing Court? (324 responses)

40% of respondents indicated that improving street lighting along Hampton Road and Landing Court is important, while 10% do not see this as a priority.



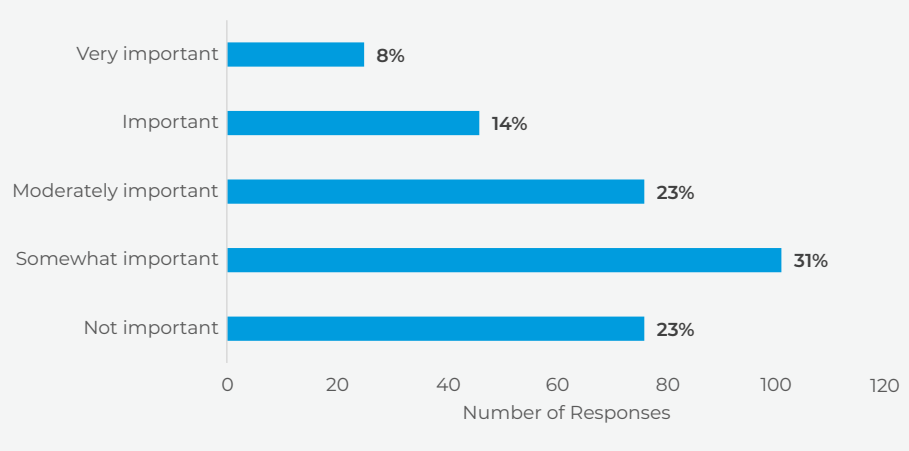
How important are trees, plants, and landscaping along Hampton Road? (324 responses)

43% of respondents indicated that trees, plants, and landscaping are important along Hampton Road , while 14% indicated they do not see this as a priority.



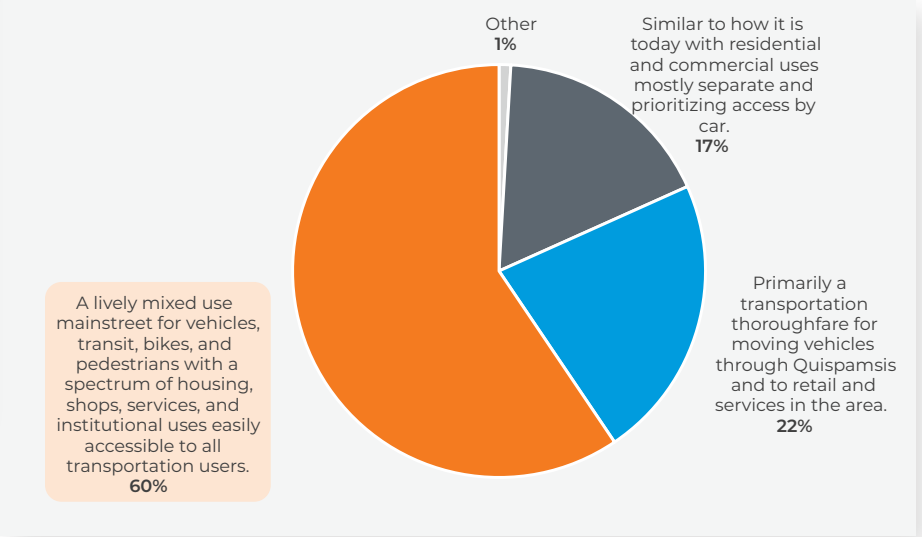
How important is adding more seating options along Hampton Road and at Landing Court? (324 responses)

54% of respondents indicated adding seating along Hampton Road and at Landing Court is not a priority (somewhat important or not important), while 22% view this as a priority.



In the future, I see Hampton Road as... (328 responses)

As the Town reimagines how Hampton Road can function and look, the majority of survey respondents (60%) indicated that they would like to see Hampton Road as a lively mixed use mainstreet for all road users, offering a spectrum of residential, commercial, and institutional uses that are easily accessible to everyone.



What three words would you use to describe your ideal future for Hampton Road? (221 responses)

The most common themes from all survey responses included:

- **Safety:** There is a desire for improved safety for all road users, including drivers, pedestrians, and cyclists
- **Smooth and maintained:** Respondents emphasized the need for repaving and filling potholes.
- **Accessibility:** Respondents want to see this space be inclusive and easy to navigate for all users, including those with mobility aids.
- **Beautification:** There is a desire among respondents to make this corridor more attractive for community members and visitors. Suggestions included greenery, flowers, lighting, and public art.
- **Functionality and Flow:** Regardless of what improvements are implemented, the top priority for respondents is improving the flow of motor vehicle traffic.

We also saw some notable contrasts in public opinions on a few topics:

- **Bike lanes:** While there are respondents who strongly support adding bike lanes for safety and comfort, there are others who strongly oppose them and are concerned about the impact bike lanes will have on motor vehicle traffic.
- **Reimagining the Road:** When it comes to reimagining the road, some respondents are excited for the vision of creating a main-street style destination, while others want to deter pedestrian and cycling activity to prioritize Hampton Road as a fast-moving, car-oriented road.
- **Change Tolerance:** Some respondents are excited to see transformative changes to Hampton Road, while others prefer to see minimal changes and are concerned about the cost of the project.

Final Comments (162 responses)

Respondents were invited to share any additional comments about their experience using Hampton Road or their vision for its future. All responses were analyzed and themed. The top themes are shared below:

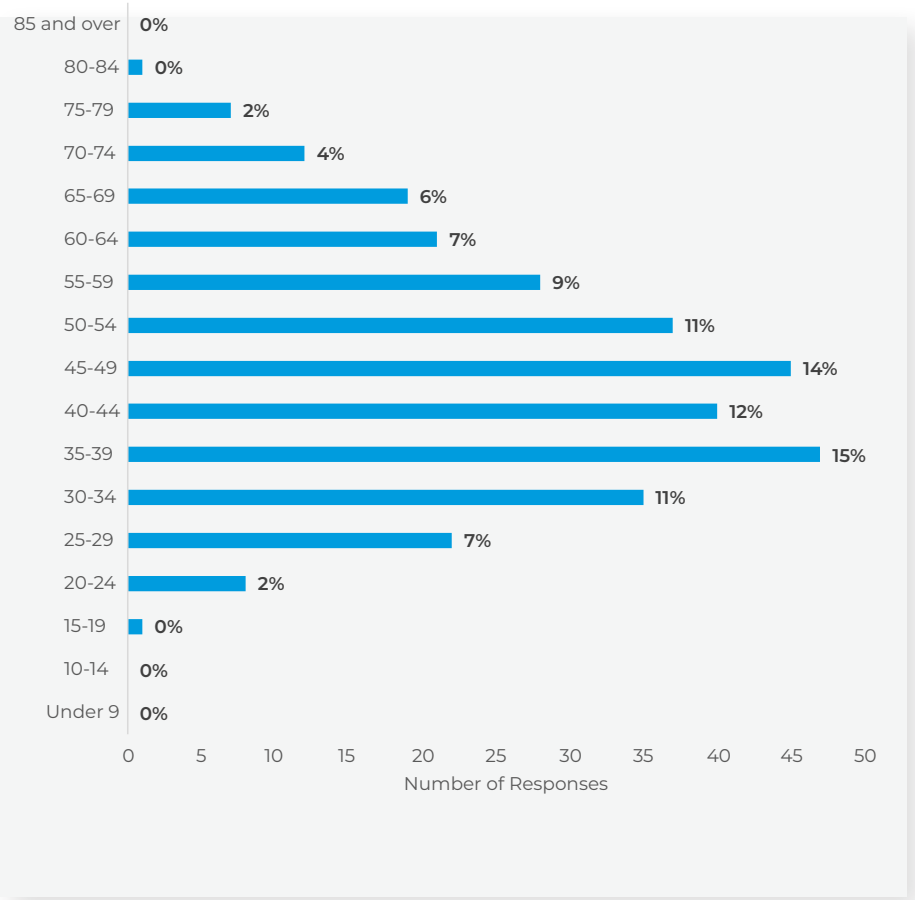
- **Road Condition and Maintenance**
  - There is a strong demand amongst survey respondents to see Hampton Road repaved. The current condition of the road is described as unacceptable and unsafe.
- **Traffic Flow and Congestion**
  - Traffic congestion is a major frustration for many survey respondents. Some respondents shared suggestions to improve traffic flow, including dedicated turn lanes, traffic circles, and adjusting the traffic light timing.
  - Respondents also brought up the need for improved access to businesses along Hampton Road, noting that it is dangerous and frustrating trying to access some of the businesses (specifically mentioning Tim Hortons and Shoppers Drug Mart).

- **Active Transportation and Accessibility**
  - There is a desire for improved pedestrian facilities, including wider sidewalks, more signalized or lighted crosswalks, and better buffers between the sidewalk and the road.
  - Respondents noted the need to prioritize safety for children, seniors, and those who use mobility aids.
  - Cycling infrastructure was a common topic, with strong opinions of support and opposition. Those in support of bike lanes want to see separated, safe cycling infrastructure that is connected to trails, the schools, and recreation facilities. Those opposed to bike lanes indicated that they prefer to prioritize road space for motor vehicles.
- **Town Centre and Streetscape Vision**
  - There is an interest in creating a walkable community hub that is vibrant and attractive.
  - While some respondents shared that they are supportive of adding trees, pollinator beds, more lighting, and seating, there are others who prefer to keep the amenities to a minimum, noting costs for installation and maintenance and how these features may impede snow clearing and be a distraction to drivers.
- **Safety and Enforcement**
  - Respondents shared their concerns about drivers speeding along Hampton Road, specifically near the schools and residential areas.
  - Some respondents requested traffic calming and more police presence be added to these areas.

Survey Demographics

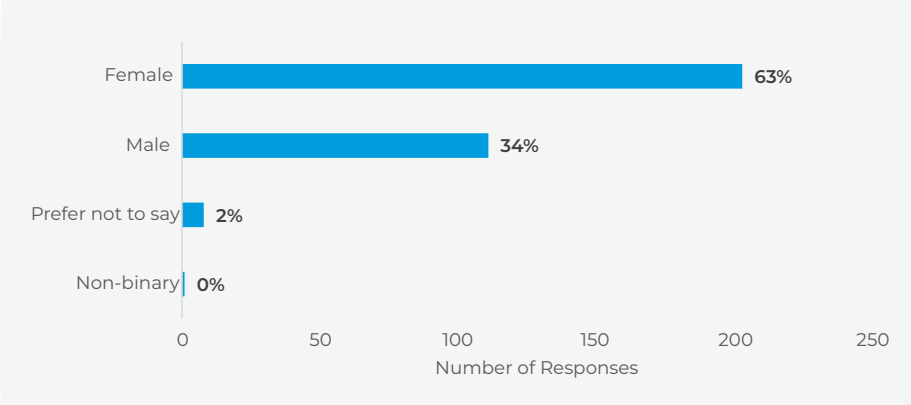
Age Group (323 responses)

Survey respondents reflect Quispamsis' general population well based on data from the Statistics Canada 2021 Census, but there are gaps in representation from residents under the age of 20 and over the age of 79.



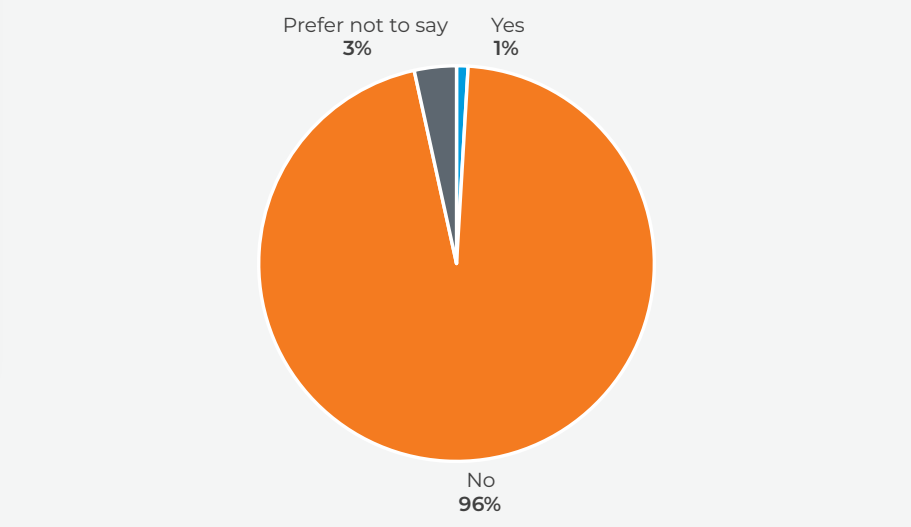
What gender identity do you most associate with? (323 responses)

Compared to 2021 Census data, female respondents are over represented in the survey responses.



Do you identify as Indigenous, First Nations, Metis or Inuit?(320 responses)

According to the 2021 Census data, less than 2% of Quispamsis' population identify as Indigenous. 1% of survey respondents identified as Indigenous.

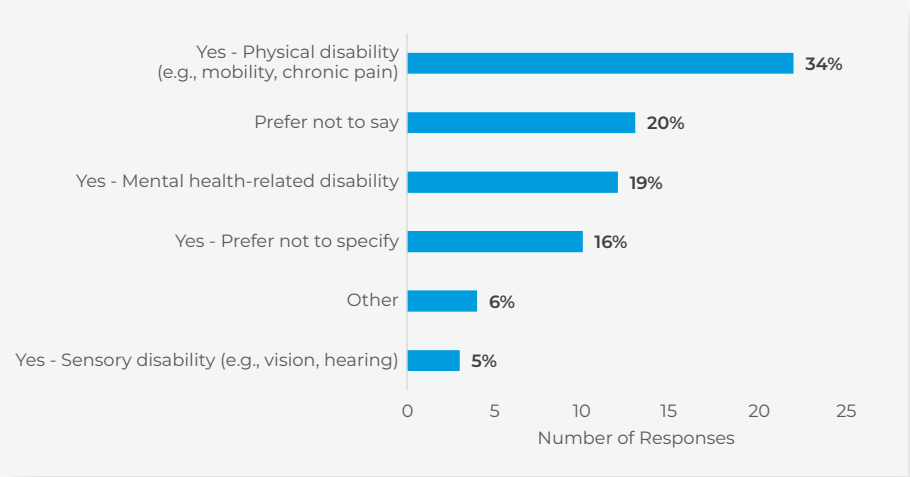


Do you identify as a person living with a disability? (321 responses)

The majority of respondents (80%) indicated that they do not identify as a person living with a disability.

The graph below shows the results of those who identify as a person living with a disability (64 responses).

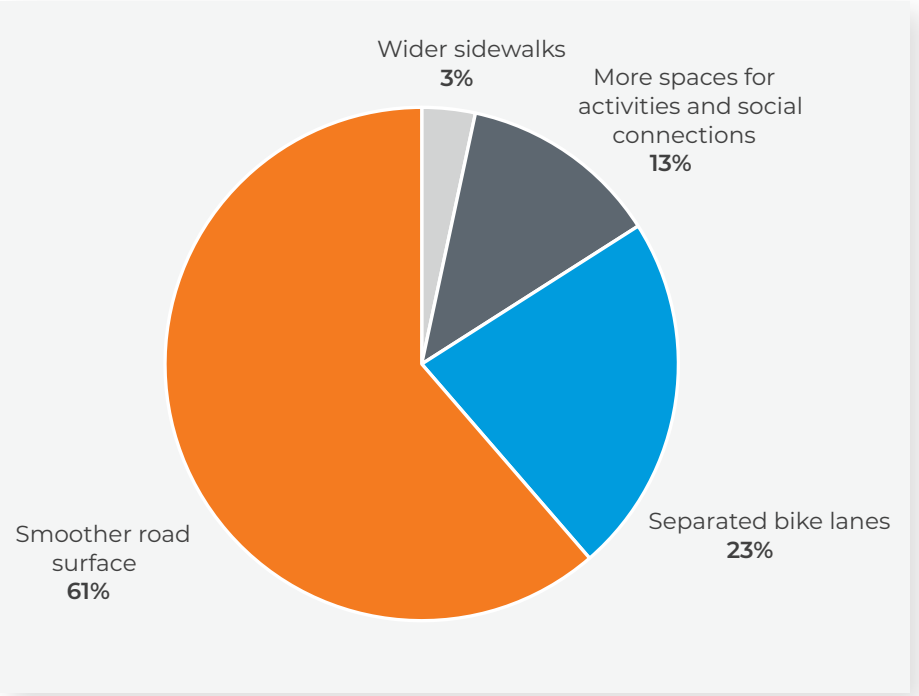
Based on data from the 2022 Canada Survey on Disability, 35.3% of New Brunswick residents identify as living with at least one disability. When comparing to our survey respondents, people living with a disability are underrepresented in our analysis.



QUICK POLL

What is your top priority for improvements along Hampton Road? (119 responses)

61% of respondents indicated that a smoother road surface is their top priority for the project, followed by separated bike lanes (23%).



INTERACTIVE MAP RESPONSES

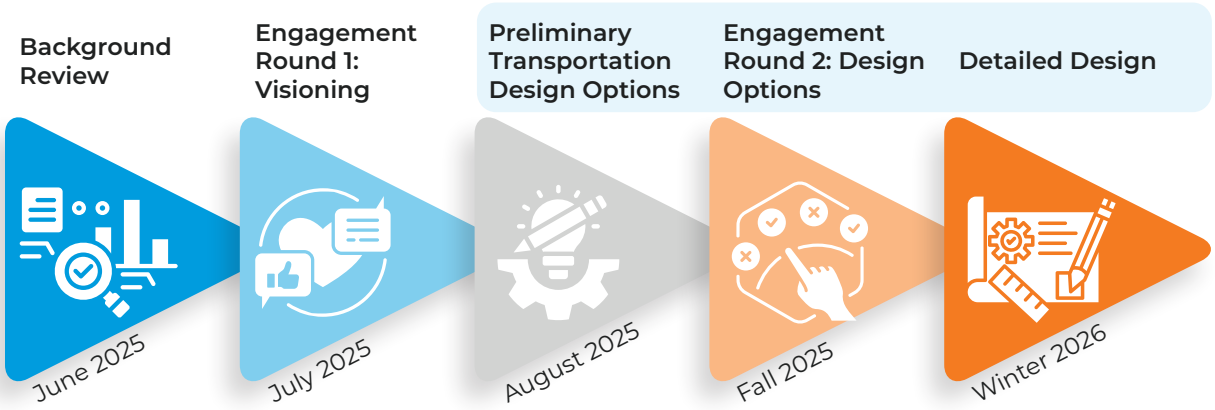
Participants were invited to provide location-specific feedback on an interactive map. We received 10 comments. Responses have been summarized on the map below.



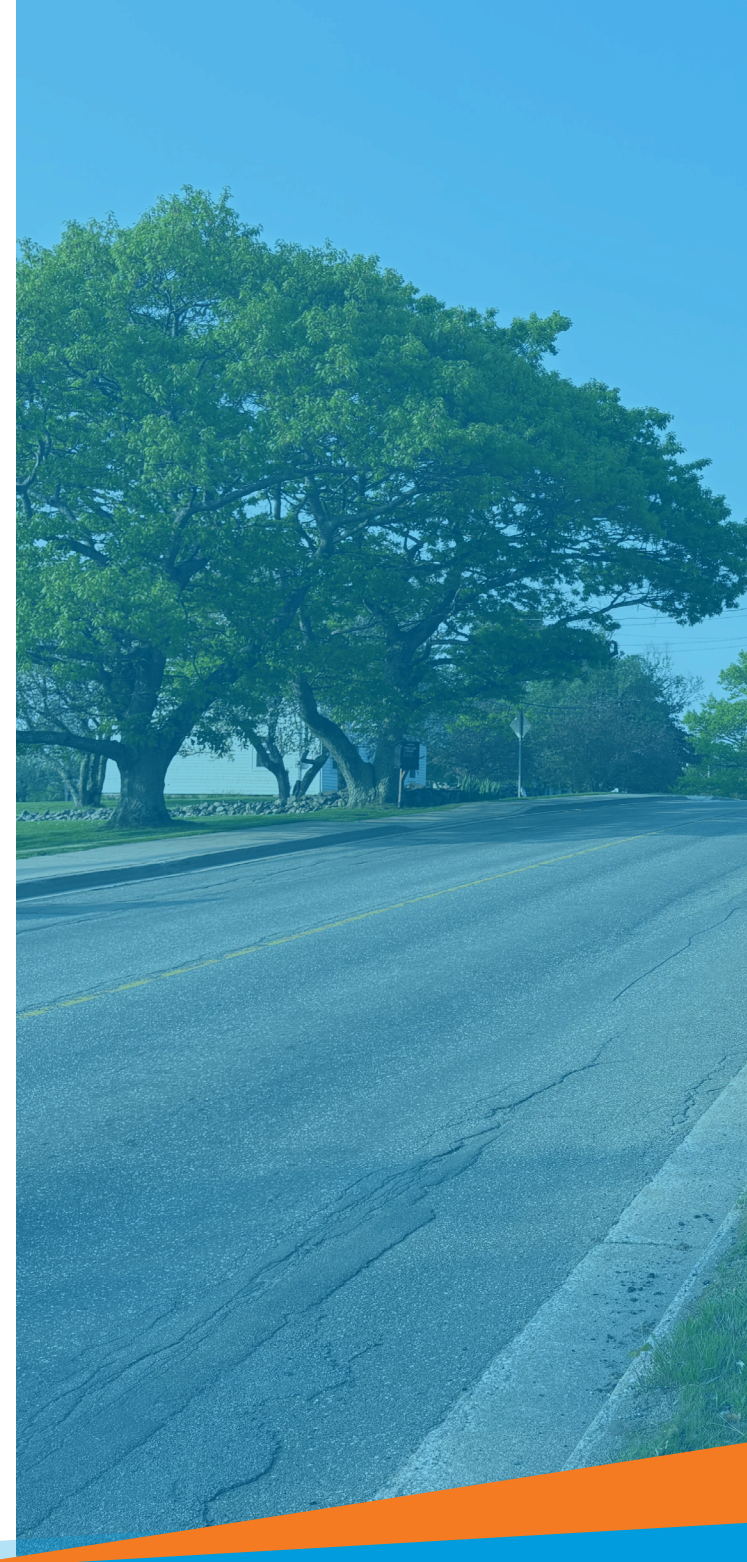
NEXT STEPS

Thank you to everyone who participated in this engagement. The findings from this phase of engagement will inform the transportation infrastructure improvements and designs. Phase 2 engagement will take place in the Fall of 2025, where we will be presenting and seeking feedback on design options for Hampton Road and Landing Court.

Prior to Phase 2 engagement, the project team will be updating Council on the Phase 1 engagement findings and developing transportation design options, including active transportation and placemaking improvements.



Project updates and information will continue to be posted to the project website at **speakupland.ca/reimagine-hampton-road.**





QUISPAMSIS

There Is No Other