

REIMAGINE

HAMPTON ROAD

Hampton Road Infrastructure and Corridor Analysis and Design Project

WHAT WE HEARD

Design Concepts Engagement

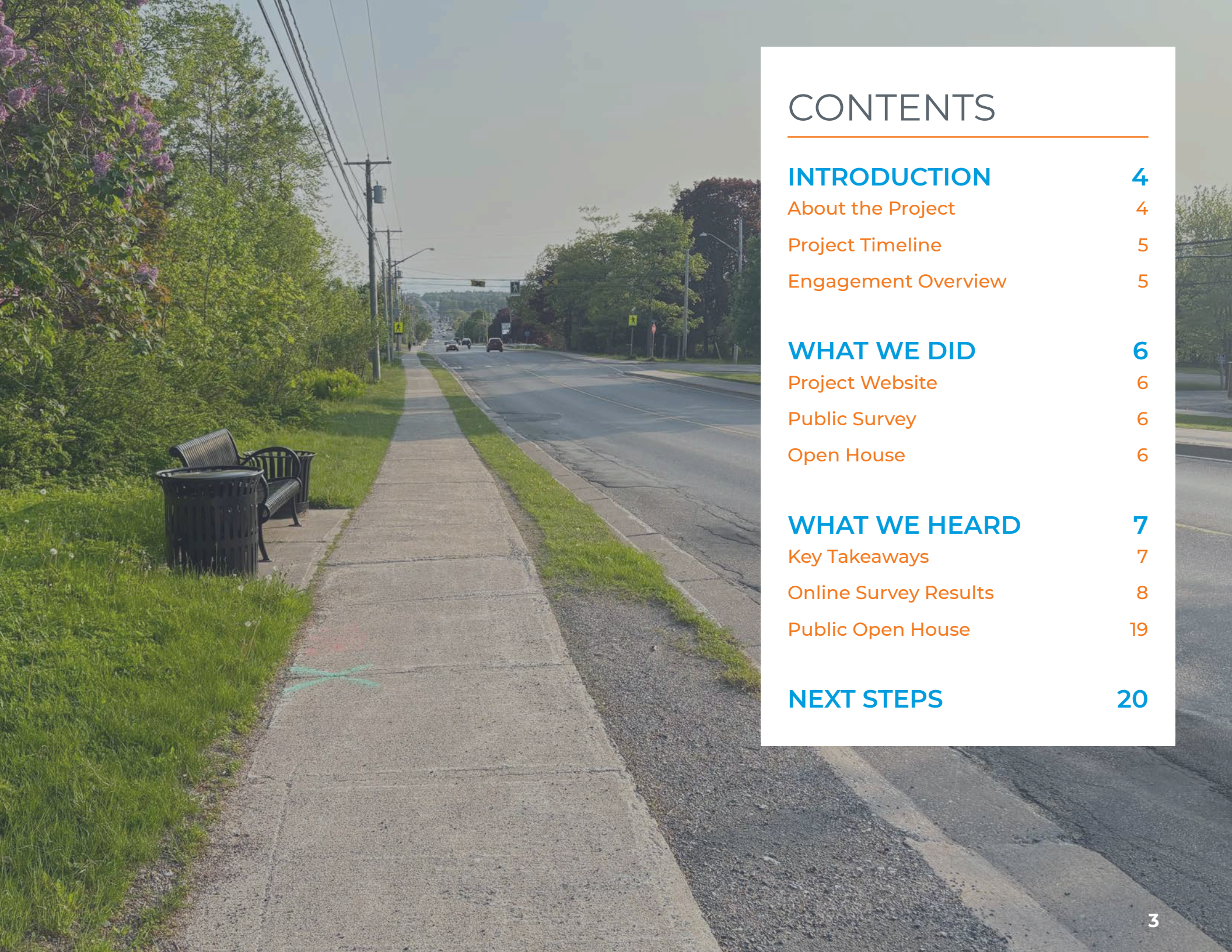
December 2025

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

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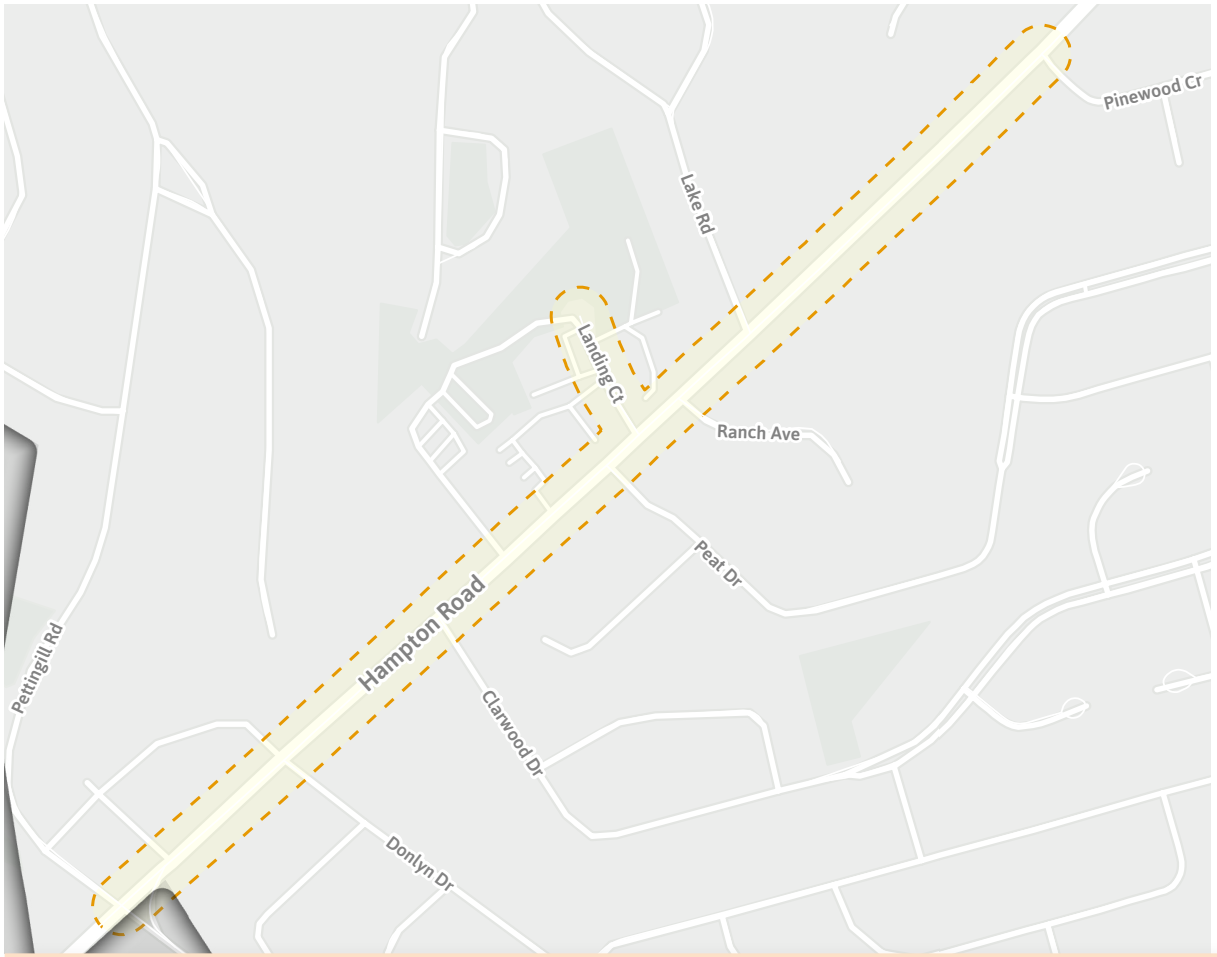
INTRODUCTION

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 Quispamsis staff.

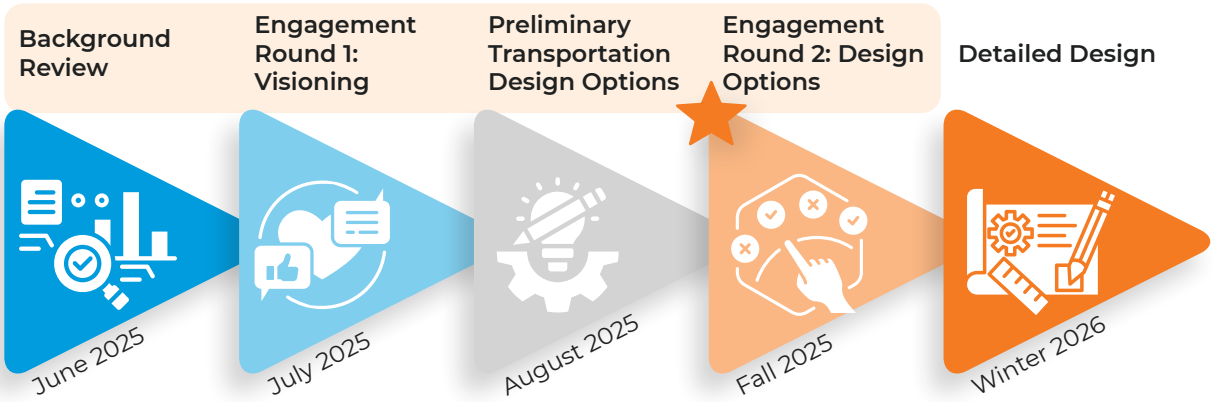


How This Report Will Be Used

This report captures what we heard during the **Design Concepts Engagement Phase**, ensuring transparency and accountability by sharing how community input has been gathered and considered. Feedback from this round of engagement will be used to select a preferred design option that will be refined and presented to Council.

PROJECT TIMELINE

The project kicked-off in Summer 2025 with a comprehensive background review, followed by initial community engagement. Based on the community input, two transportation design options were developed and shared with the public for feedback. Feedback from the second round of engagement will be used to refine a preferred design 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 2026.



ENGAGEMENT OVERVIEW

Phase 2 Engagement was open from October 15 to November 17, 2025 and included an online survey and in-person open house where participants could view the details of both design options and provide feedback on both.

Guiding Questions

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

- What stands out to you about the designs?
- What do you like about the designs?
- What do you think needs to change? Is there anything missing?
- Are there any barriers that might prevent you or someone you know from using the corridor?
- What beautification elements make the most sense based on the presented designs?



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.

PUBLIC SURVEY

For the second phase of engagement, an online survey was hosted to gather feedback from as many individuals as possible. The online survey was focused on gathering feedback on each design option - what participants liked, what they didn't like - and to identify preferred street furniture styles. **The survey was completed by 308 individuals**.

OPEN HOUSE

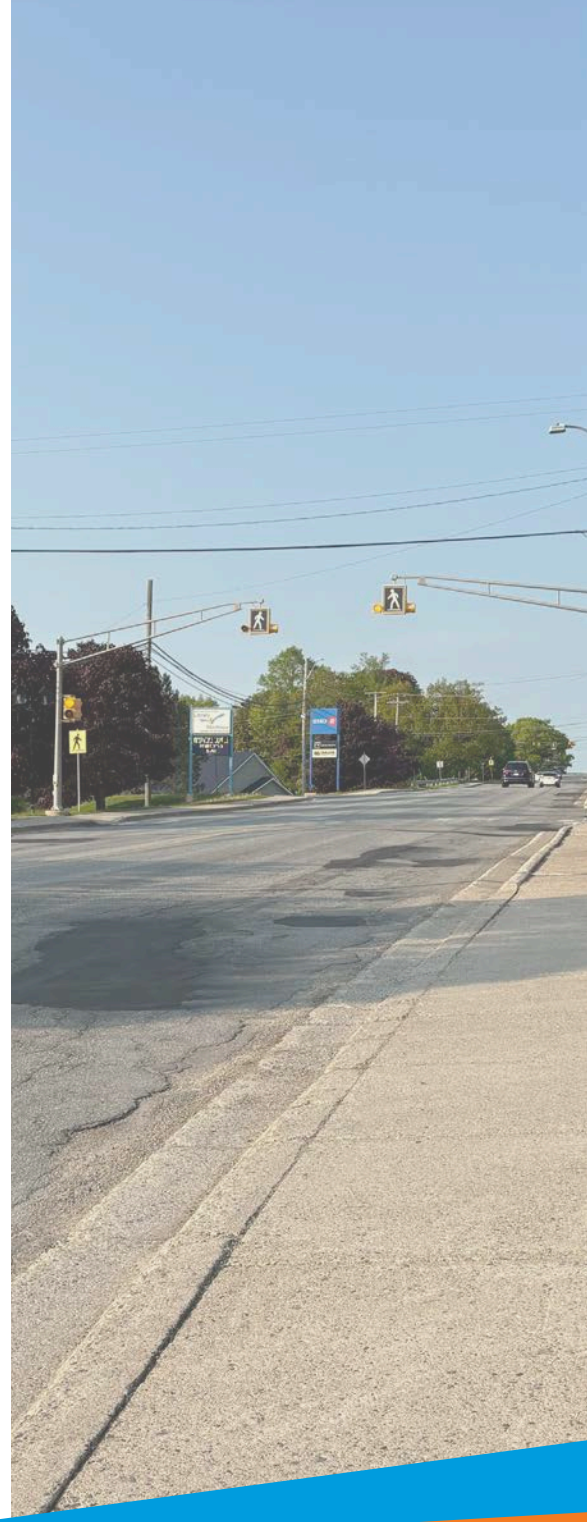
The project team hosted a public open house on October 15, 2025 at Town Hall. Information about both design options was presented on printed maps, and interactive consultation boards were posted around the room for participants to share their feedback. Project team members from UPLAND and Englobe were available to answer questions about the technical design details and potential beautification elements. **Approximately 30 community members attended the open house.**

WHAT WE HEARD

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. All feedback received is valuable and will contribute to shaping the final design option, but there were some key themes that emerged through the analysis.

- Option 1: Multi-use path was the preferred design option for both online and in-person participants. Participants like that this option includes a protected route for cyclists.
- While Option 1 was the preferred design, there were also many respondents who do not feel comfortable with people walking, biking, and scootering sharing the same path. Participants also shared concerns about needing to cross at Landing Court to continue using the multi-use path.
- Many participants like that Option 2 would create a more welcoming and comfortable space for pedestrians. Participants specifically mention their support for more benches, garbage bins, and improved pedestrian lighting.
- The majority of participants prefer the street furniture Style 1, which is similar to what already exists in Quispamsis. Style 2 was also a popular choice, with participants specifically mentioning liking the curved bench seating around landscaped areas. Some participants also suggested they would like to see a combination of Styles 1 and 2.



ONLINE SURVEY RESULTS

The survey received 308 responses, however respondents were not required to answer every question. Total responses per question are included in each of the graphs.

Option 1: Multi-use Path

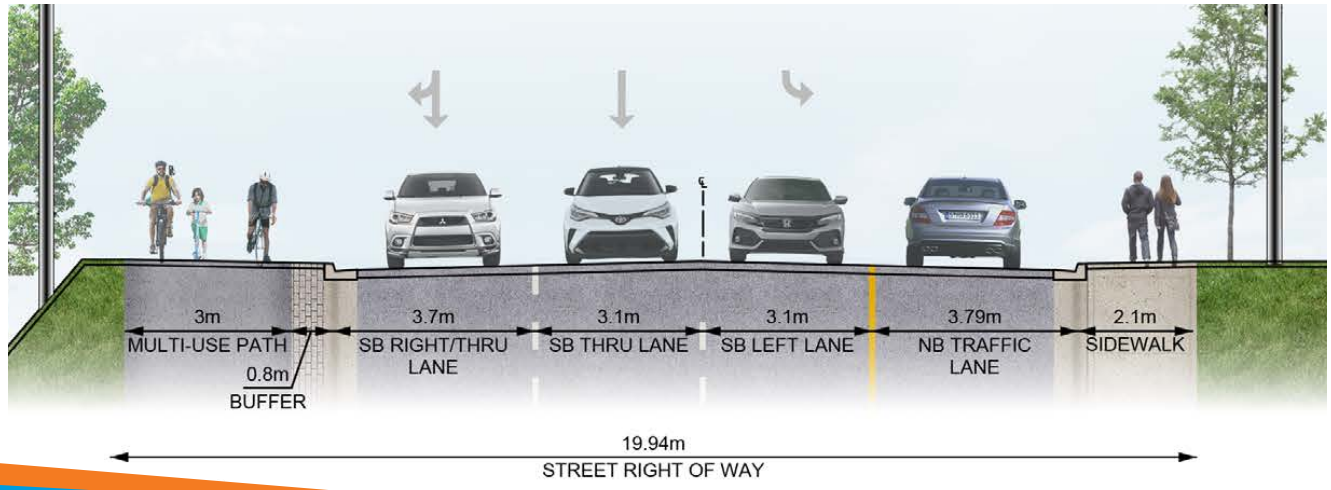
Option 1 includes a 3 metre wide multi-use path along Hampton Road. A multi-use path provides a physically separated facility that is shared by pedestrians and cyclists.

Between Campbell Drive and Landing Court, the multi-use path would be on the west side of the road. The path will shift to the east side of the road from Landing Court to Pinewood Crescent.



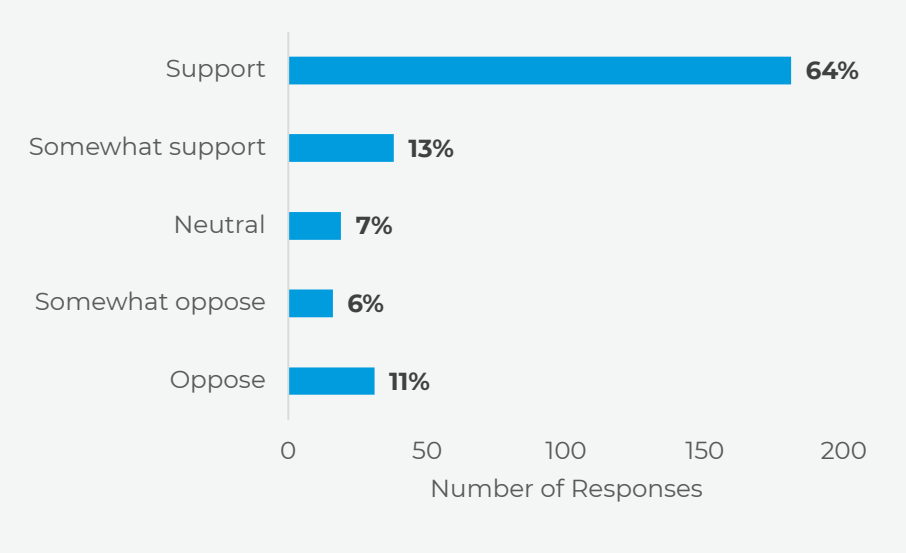
Cross section of Option 1 at Hampton Road between Campbell Drive and Donlyn Drive.

The number of motor vehicle lanes and design of the multi-use path and sidewalk change along the corridor. You can view the full design option on the project website.



What is your level of support for Option 1? (285 responses)

The majority of survey respondents **support or somewhat support** (77%) the multi-use path design option. 17% of respondents said that they **oppose or somewhat oppose Option 1**.



What do you like about Option 1? (162 responses)

Respondents were asked to share specifics about what they like about Option 1. All responses were analyzed and themed. Key themes are described below.

- Respondents like that there is a safe space for cyclists that is separated from motor vehicles.
- Option 1 is also seen as providing a safe space for pedestrians, and some respondents feel that it is the safer option for children and youth.
- Respondents like the multi-use path and feel it will encourage more people to use active transportation. People specifically mention liking that it is a wider path and feel that it is safer for people who are using active transportation for recreation.
- Approximately 6% of comments shared that there is nothing they like about Option 1.



What do you dislike about Option 1? (131 responses)

Respondents were also asked what they dislike about Option 1. All responses were analyzed and themed. Key themes are described below.

- Respondents said it is inconvenient to have to cross the road halfway (at Landing Court).
- Many respondents are concerned about pedestrians sharing the pathway with bikes and scooters. Some respondents feel that a shared path is less safe or accessible for seniors and youth.
- Some respondents shared a lack of support for bike lanes.
- Respondents feel the multi-use pathway is not long enough and doesn't connect to other active transportation infrastructure.
- Some respondents dislike the lack of pedestrian amenities in Option 1.
- There are also some concerns about the cost of the project.
- Some respondents feel the active transportation improvements are not needed and they would not walk or bike on Hampton Road.
- Approximately 15% of comments said that they don't dislike anything about Option 1.

Option 2: Enhanced Pedestrian Experience

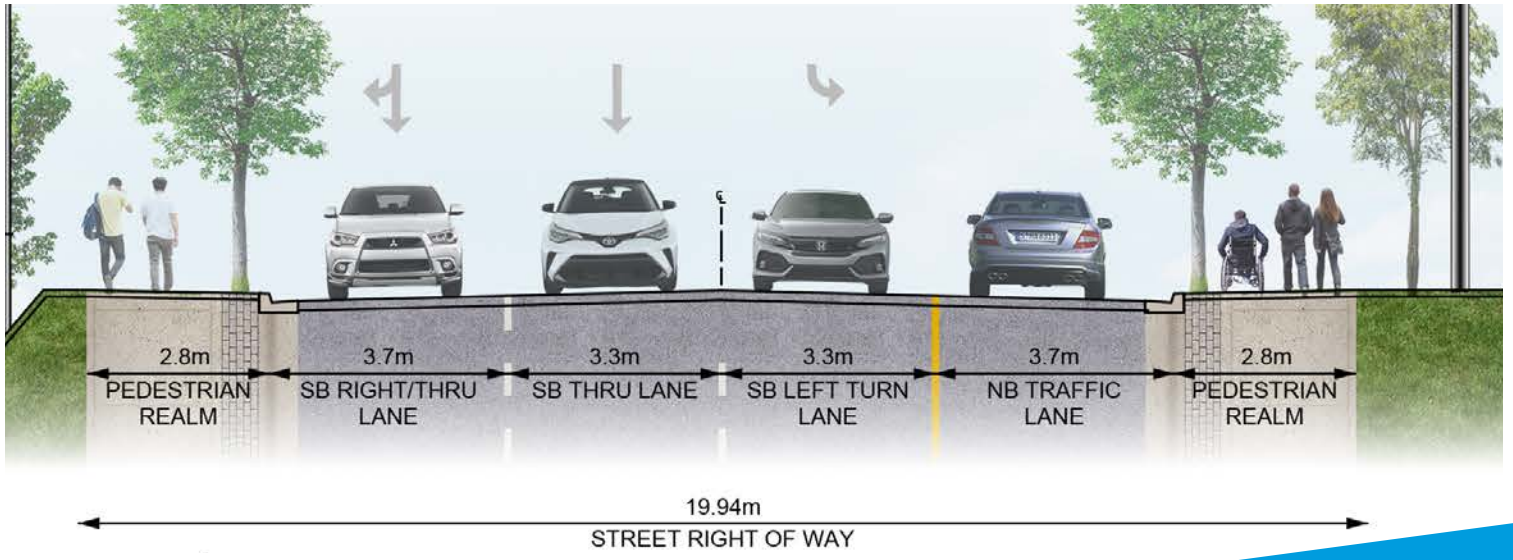
Option 2 focuses on enhancing the pedestrian experience on both sides of Hampton Road.

Enhancements include a wider sidewalk and space for public amenities, such as landscaping, benches/seating, and pedestrian scale street lighting.



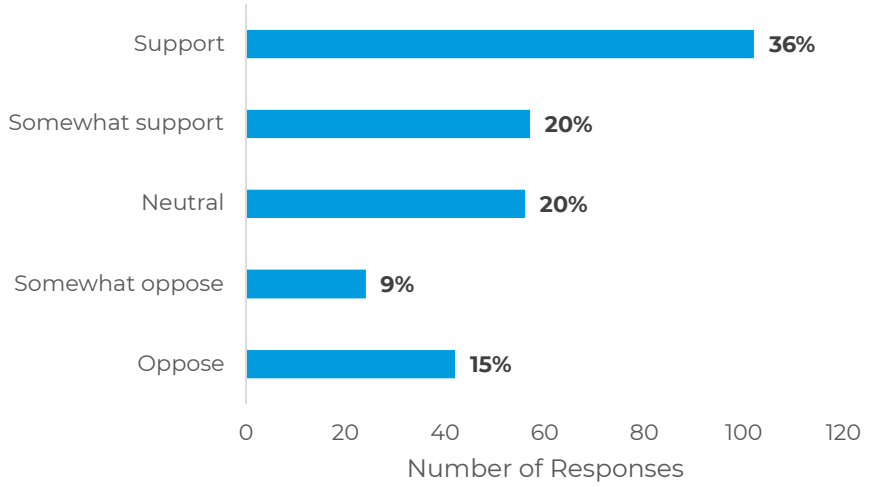
Cross section of Option 2 at Hampton Road between Campbell Drive and Donlyn Drive.

The number of motor vehicle lanes and width of the pedestrian realm change along the corridor. You can view the full design option on the project website.



What is your level of support for Option 2? (281 responses)

56% of respondents said they **support or somewhat support Option 2**, and 24% said they oppose or somewhat oppose this option.



What do you like about Option 2? (122 responses)

Respondents were asked to share specifics about what they like about Option 2. All responses were analyzed and themed. Key themes are described below.

- Many respondents like that Option 2 will be more aesthetically appealing.
- Respondents feel that Option 2 is better for pedestrians and like that there are sidewalks on both sides of the road.
- There is support for the enhanced pedestrian experience, specifically mentioning lighting, benches, social spaces, and landscaping.
- Respondents like that you don't need to cross the road at Landing Court, and feel Option 2 will encourage more active transportation users.
- Approximately 8% of responses to this question shared that there is nothing they like about Option 2, with some specifically mentioning that they prefer Option 1.

What do you dislike about Option 2? (121 responses)

Respondents were also asked what they dislike about Option 2. All responses were analyzed and themed. Key themes are described below.

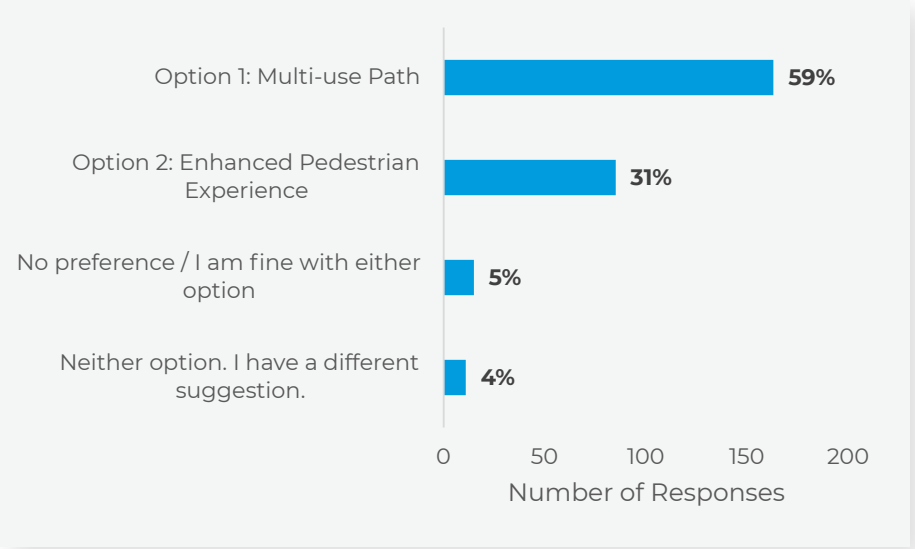
- Many respondents feel there needs to be better options for cyclists. They note wanting a buffer between cyclists and motor vehicles.
- Some respondents feel the project is unnecessary and too expensive. Some mention concerns about winter maintenance and others feel the town should focus on repaving the road.
- Respondents shared concerns about sightlines along Hampton Road. Some shared concerns about street furniture and pedestrian amenities being distracting to drivers.
- Approximately 4% of comments said that they don't dislike anything about Option 2.

Considering the Options

Which design option do you think will best serve the community and all road users for years to come? (274 responses)

The **majority of participants (59%) selected Option 1: Multi-use Path** as the design that will best serve the community and all road users. 31% selected Option 2: Enhanced Pedestrian Experience, and 5% said they have no preference.

Respondents who had different ideas suggested having a bike lane and sidewalk on both sides of the road, said no improvements are necessary, and suggested exploring a combination of options 1 and 2 (multi-use path and enhanced pedestrian experience).



Do you have any additional comments or suggestions about the proposed design options? (67 responses)

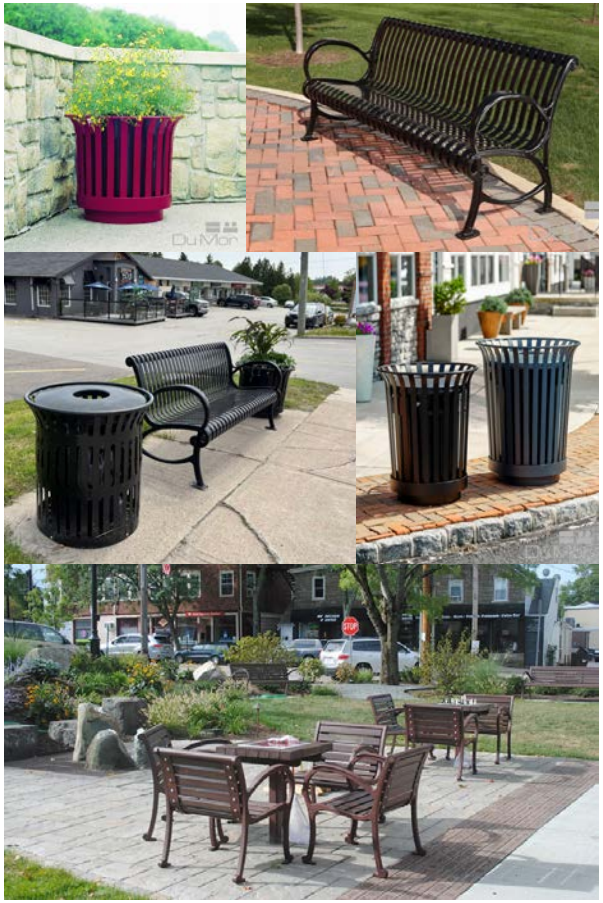
Respondents were also asked to share any additional comments or suggestions about the proposed design options. All responses were analyzed and themed. Key themes are described below.

- Respondents would like to see motor vehicle speeds reduced on Hampton Road
- There are concerns about how much the project will cost. Some respondents would like the town to just focus on repaving the road.
- Respondents are excited for the road to be more aesthetically pleasing. They specifically mention support for improved pedestrian lighting, street furniture, and landscaping.
- Some respondents reiterated their interest in a multi-use path, but there are concerns about the path changing sides of the road at Landing Court.
- Accessibility is important to some respondents. They mention needing to make sure any improvements will be accessible to people of all ages and abilities.

Enhanced Pedestrian Amenities

Respondents were presented with three example styles of street furniture, as shown below. These images were presented for inspiration to share a general look and feel, but are not necessarily the exact furniture the town would implement.

STYLE 1



STYLE 2

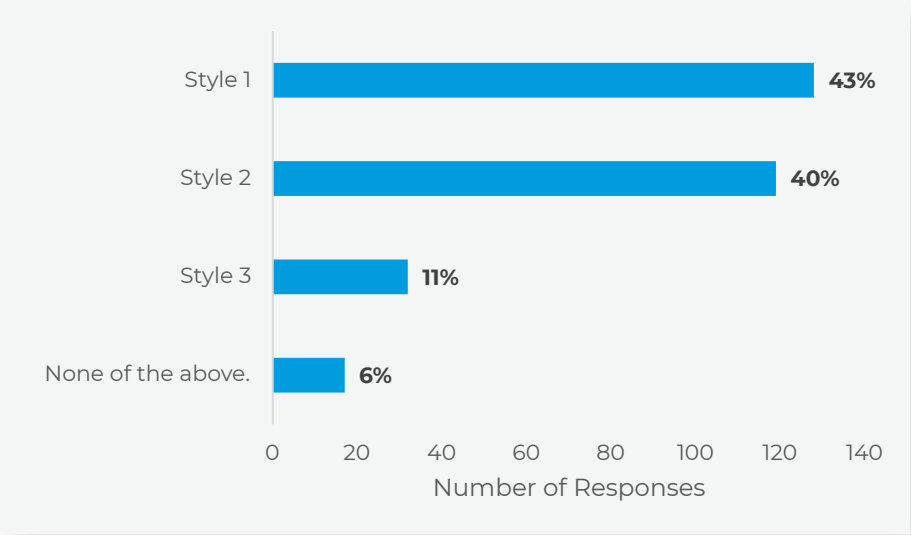


STYLE 3



Which style of street furniture do you think best represents Quispamsis? (296 responses)

Style 1 is the preferred street furniture for 43% of respondents, closely followed by Style 2. 11% of respondents selected Style 3, and 6% said they do not like any of the presented options.



Are there other street furniture options we should consider? (68 responses)

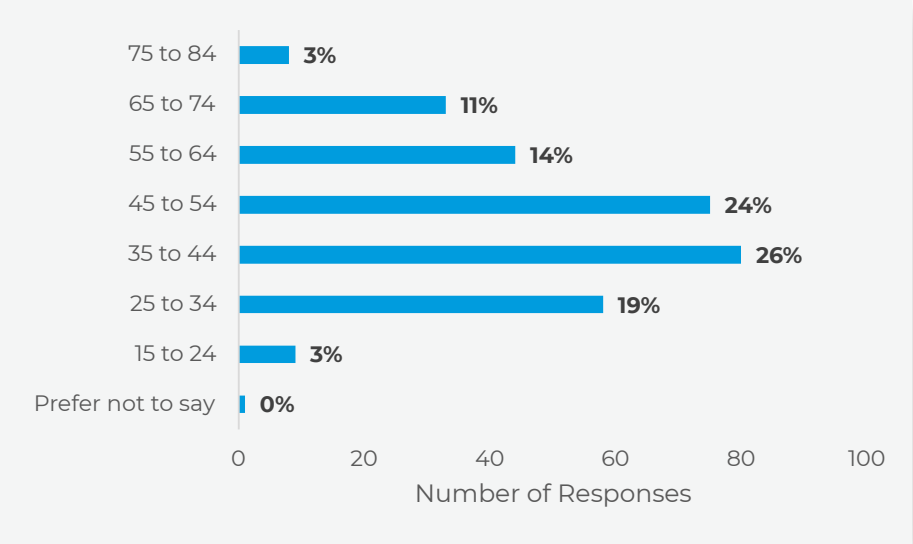
Respondents were invited to share any additional comments about street furniture options. All responses were analyzed and themed. The top themes are shared below:

- Respondents shared excitement for the addition of street furniture to Hampton Road, especially for more garbage bins. Some respondents suggested exploring garbage bins with foot pedals so they don't need to touch a lid.
- There is also interest in improving the aesthetics along Hampton Road, specifically with more landscaping and lighting.
- Some respondents suggested that the town focus on street furniture that is most durable and that will hold up well through inclement weather.
- Respondents shared that it is important that street furniture, no matter the style, is comfortable and accessible for seniors.
- Some respondents said they would like to see street furniture that combines Styles 1 and 2.

Survey Demographics

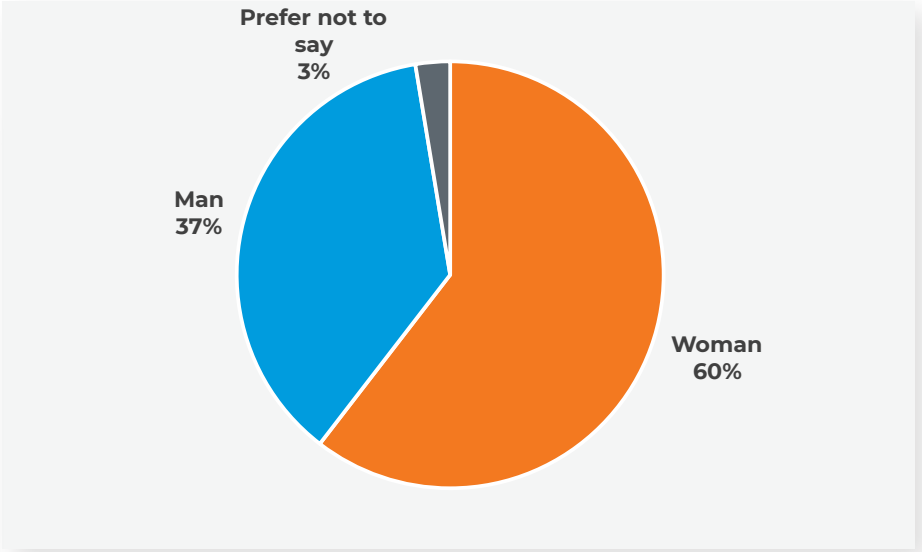
Age Group (308 responses)

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 25 and over the age of 84.



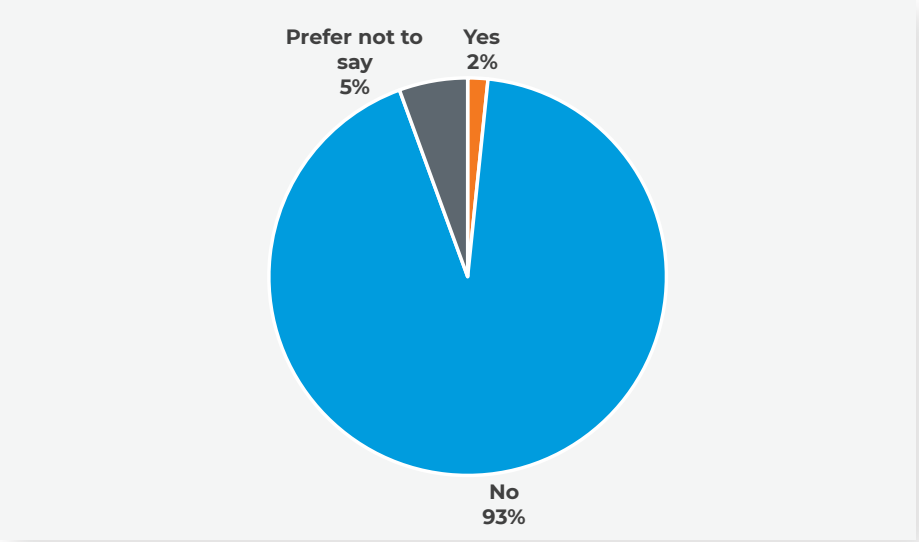
What gender identity do you most associate with? (308 responses)

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



Do you identify as Indigenous, First Nations, Metis or Inuit?(305 responses)

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

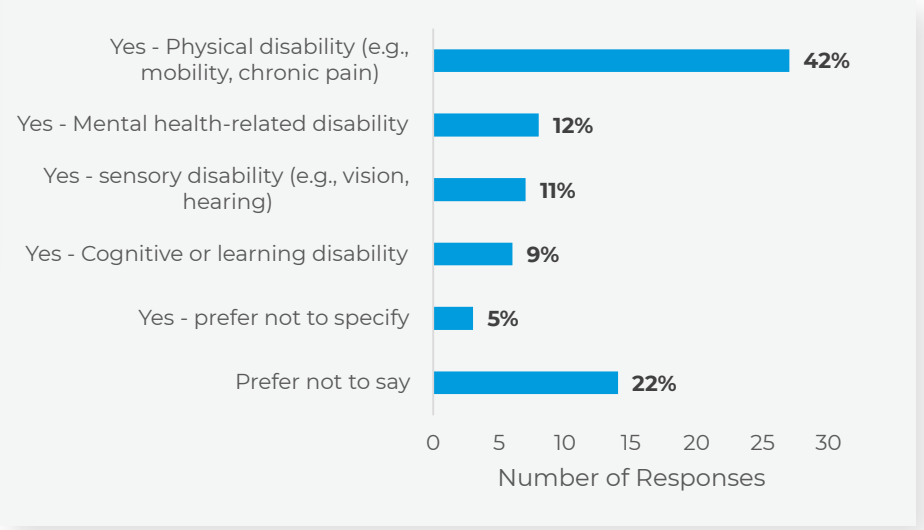


Do you identify as a person living with a disability? (304 responses)

The majority of respondents (79%) 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 (66 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.



PUBLIC OPEN HOUSE

The town hosted a drop-in style open house at Town Hall on October 15, 2025. Approximately 30 community members attended the session and were invited to review and provide feedback on the proposed design options and street furniture styles. The same questions from the online survey were included on the boards where people could provide their input with sticker dots. Additionally, two maps were printed - one for each design option - and participants were encouraged to add comments directly on the maps of specific elements they like or were concerned about.

Key takeaways from the open house session are summarized below.

Changes to Hampton Road

- Participants shared concerns about refuge islands at crosswalks.
    - Many of these participants referenced the medians in Rothesay with tall grass that obstructs sightlines for all road users. We heard similar concerns in the first round of engagement. Our proposed design includes islands with minimal or low-growing vegetation so as not to impact sightlines.
- Many participants shared concerns about the Tim Hortons Hampton Road exit. This is an area of frustration for many drivers. Many participants would like to see this exit closed, while some are concerned about how that will impact traffic flow.

Street Furniture

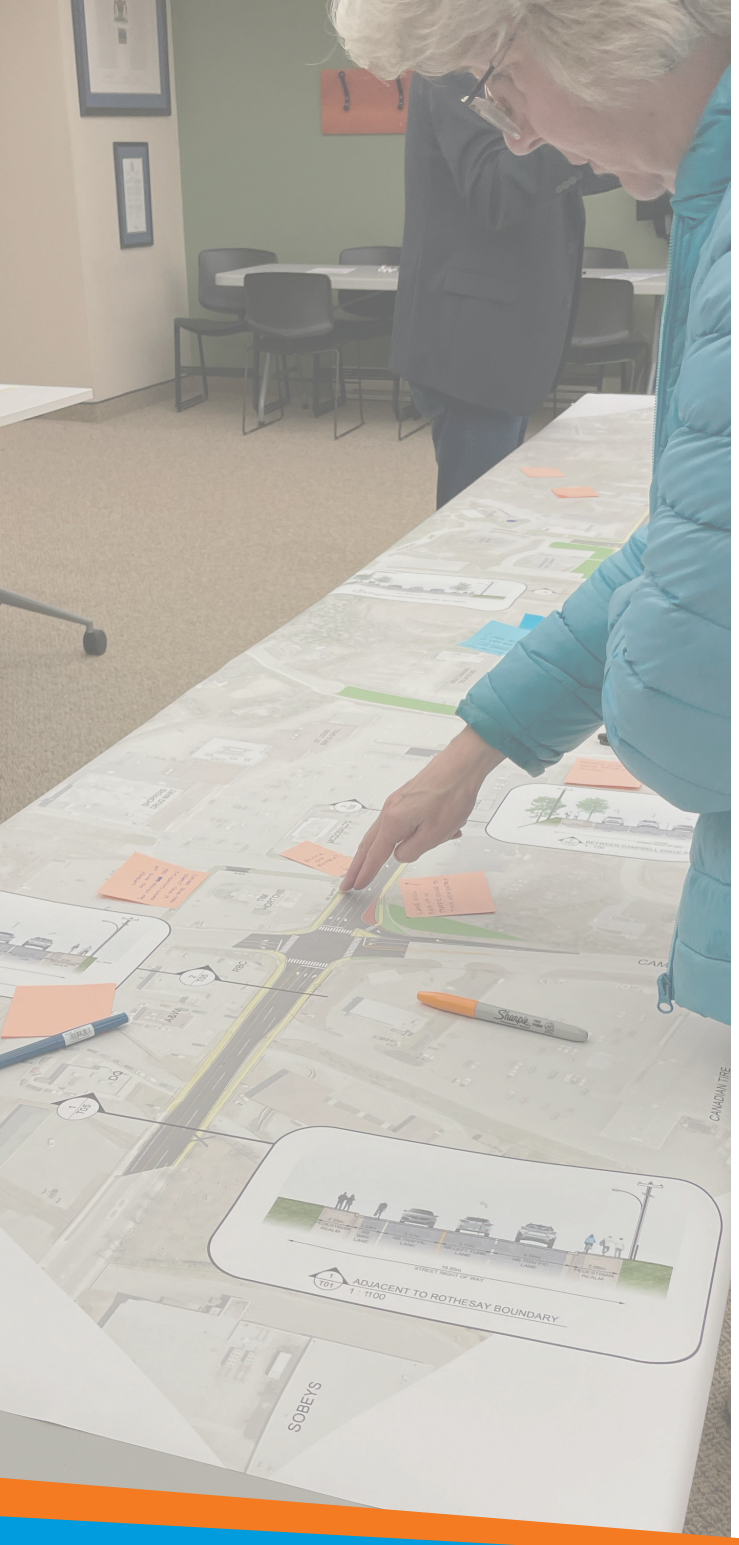
- Two-thirds of participants said they prefer Style 1, and the remaining one-third prefer Style 2.

Option 1: Multi-use Path

- 81% of participants preferred Option 1 over Option 2.
- Some participants like the addition of an asphalt pathway, noting it is easier to walk on and more comfortable for people using a wheelchair or pushing a stroller.
- Some feel that a 3-foot-wide path is unnecessary. They feel not enough people will use the path to be worth it.

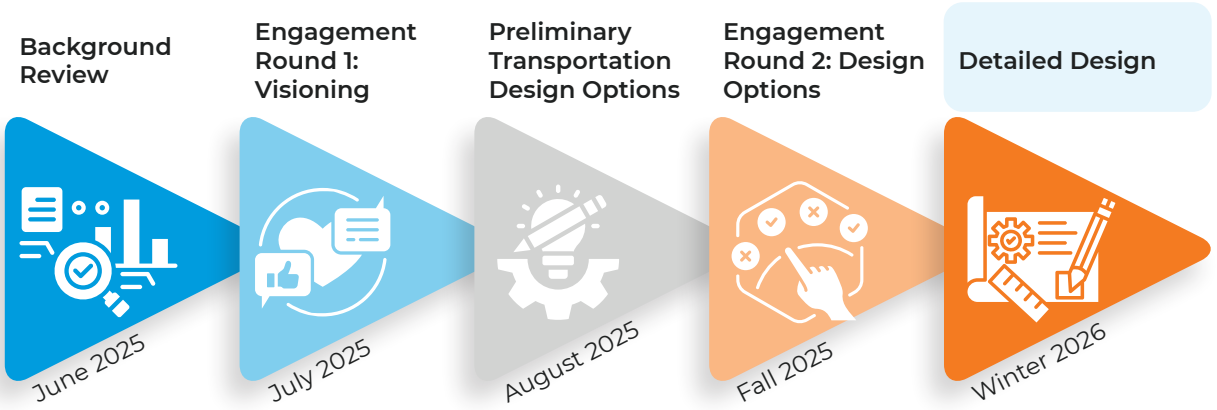
Option 2: Enhanced Pedestrian Experience

- Participants like the addition of pedestrian amenities. Some participants feel that making the space more comfortable and welcoming will encourage more people to walk along Hampton Road.
- Some participants feel Option 2 is too expensive and pedestrian amenities are unnecessary.



NEXT STEPS

Thank you to everyone who participated in this engagement. Feedback from community members will help us to select a preferred design option to refine and take through detailed design. We will be sharing the final design with community members in Winter 2026.



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



QUISPAMSIS

There Is No Other