



THE TOWN OF DERRY, NH MASTER PLAN 2020

VOLUME I: PLAN SUMMARY AND IMPLEMENTATION PROGRAM



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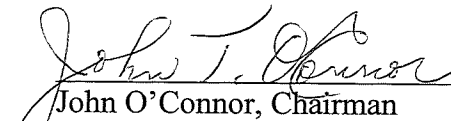


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ADOPTION SIGNATURES

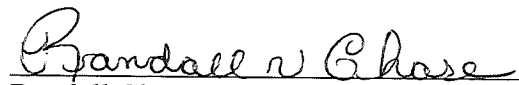
CERTIFICATION OF 2020 MASTER PLAN ADOPTION TOWN OF DERRY PLANNING BOARD DERRY, NEW HAMPSHIRE

In accordance with New Hampshire RSA 674:4, Master Plan Adoption and Amendment, and New Hampshire RSA 675:6, Method of Adoption, the Derry Planning Board, having held a duly authorized public hearing on the 2020 Derry Master Plan on February 05, 2020; the Board hereby certifies that the 2020 Derry Master Plan was duly adopted by a majority vote of the Board's members on February 05, 2020.


John O'Connor, Chairman


Lori Davison, Vice Chairman


Brian Chirichiello, Town Council


Randall Chase, Town Administrative Rep.

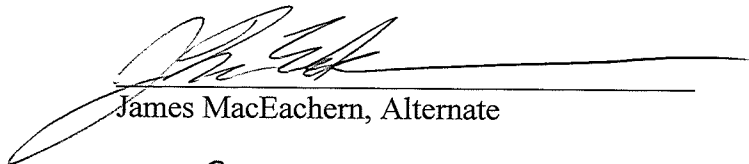
Maya Levin, Member


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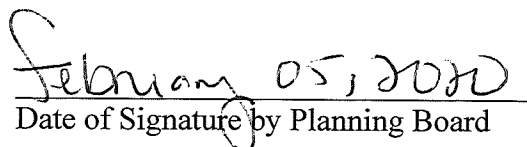

Mark Connors, Member

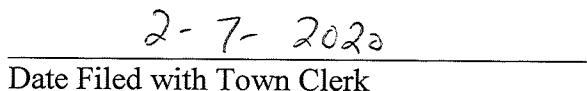
Frank Bartkiewicz, Member


James MacEachern, Alternate

David Granese, Alternate


Daniel Healey, Town Clerk


Date of Signature by Planning Board


Date Filed with Town Clerk

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Additionally, two separate volumes were prepared to accompany this document, and reference has been made to them in Volume I:

VOLUME II: INVENTORY AND ASSESSMENT OF EXISTING CONDITIONS

VOLUME III: SUMMARY OF PUBLIC PROCESS

All three volumes may be viewed on the Town of Derry website.



ACKNOWLEDGEMENTS

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To those **businesses** that donated raffle prizes given out at the public forums

*T-Bones Restaurant
Derry Restaurant and Pizza
Carina's Coffee Factory
Rockingham Brewery
Kelsen Brewery
Sun Asian Bistro*

...And the concerned **residents, business owners, Town officials and staff** who devoted time, energy and imagination to the making of this Plan.

Photographs for the Plan taken by the Consultant Team

EXECUTIVE SUMMARY

Welcome to the Town of Derry Master Plan. This document is the result of a constructive community conversation and a collaborative and cooperative process with the Derry Planning Department Staff. The Plan has been prepared with care and attention to building on Derry's assets and being mindful of the Town's capacity to implement.

This document is the main Plan report. It summarizes the process, findings, and stakeholder input that form the basis of the Plan's recommendations. A vision, goals and objectives were developed with significant stakeholder input. A set of strategies were subsequently recommended as actions that will help the Town to achieve the vision and goals. Participants in the process should be able to see their ideas reflected in the plan's recommendations.

Two additional volumes are intended to accompany this, the **Plan Summary and Implementation Program**; they are:

- Volume II: Inventory and Assessment of Existing Conditions
- Volume III: Summary of Public Process.

Purpose

The Master Plan is a document that is intended to guide decisions and actions over the decades to come. It is in effect, the Town's "To Do" list for the next generation. It provides recommendations for Town government as well as for potential partners such as the business community, non-profit agencies and others who may be interested in getting involved.

The plan includes proposals made at a variety of levels including policy changes, specific projects and action items – both large and small. It also identifies "low hanging fruit" or as we affectionately refer to those actions that are relatively inexpensive and easy to implement: "ripe apples." It is important to move forward with some of these so as to build on and continue the momentum generated by this process and also to instill faith in the process.

WHAT IS A MASTER PLAN?

A basis for decision-making for future development

A process leading to a plan of action based on a town's shared values and goals

A set of priorities for addressing the full range of issues facing a town



The Plan also identifies issues needing further discussion and/or study. It is intended to be visionary, at times perhaps even exceeding the Town's immediate reach, but also practical, providing a roadmap that is doable. We have tried to be mindful of not listing so many actions that they overwhelm the municipality's ability to move forward. We have also tried to identify priorities based on best practice as well as stakeholder support to help the Town select the timing of actions.

In addition to presenting new ideas, the Master Plan also recognizes on-going efforts and supports their continuation.

The Plan is intended to be a living document, one that is continually updated. The Planning Department will provide annual updates on the "State of the Plan," informing stakeholders of the status of the implementation of the various action steps. If and when conditions change, the Plan may need to be adapted to reflect these changes.

Process

The planning process lasted almost two years during which time the Planning Department Staff and the Consultant Team met with Town staff, held several town-wide public forums, and reviewed and incorporated input from relevant and related public forums such as regarding the downtown. Additionally, responses from three on-line surveys were reviewed for relevant input.

The Vision and Goals are the starting point for planning the town's future.

GOAL 1: Make Derry a DESTINATION

(Downtown improvements, town character, reputation, history, natural resources)

GOAL 2: Encourage ECONOMIC ACTIVITY

(creative economy, Route 28 South)

GOAL 3: Address the opportunities and challenges posed by EXIT 4A (vision, development/redevelopment)

GOAL 4: Promote Derry as a PLACE TO LIVE

(housing, millennials, senior citizens, transportation, neighborhoods, public facilities and services)

GOAL 5: Promote HEALTH AND WELLNESS

(walking, biking, recreation for all ages, local and healthy food, community gathering, substance abuse)

GOAL 6: Conserve ENERGY and PLAN FOR RESILIENCE

(conserve energy, alternative modes of transportation, sustainable development practices, mitigate impacts of climate change)

“It is the duty of every Planning Board, as established by RSA 673:1, to prepare and amend a master plan to guide the growth and development of a municipality. The master plan acts as a guide for the future. It identifies appropriate future development of the community and aids the Planning Board in designing ordinances that achieve the Master Plan’s vision and result in smart growth, sound planning and wise resource protection.”¹



The master planning process is an iterative one. It begins by reaching out to stakeholders and identifying common values and concerns in a conversation with the community. A vision and set of goals are developed to articulate these which in turn, form the foundation upon which the Plan is built. Strategies are identified as the means to achieve the goals. These are based on best practice, the Consultant Team’s experience in other municipalities, and stakeholder input. These too are vetted by the public and Town staff. The final recommendations incorporate stakeholder input in one final round.

The following pages present an overview and summary of key components of the Plan. These include:

- Vision
- Goals and Objectives
- 12 Key Recommendations
- 8 Key Capital Expenditures Identified in the Plan
- Planning Areas Map



From Public Forum #3: October 30, 2019

¹ Southern New Hampshire Planning Commission, Local and Regional Master Plans:
http://www.snhpc.org/index.php?page=master_plan

DERRY MASTER PLAN: Goals and Objectives

Numbering does not indicate priority

GOALS AND OBJECTIVES
GOAL 1: Make Derry a DESTINATION for the enjoyment of both residents and visitors alike.
Objective 1.1. Improve and promote Derry's DOWNTOWN
Objective 1.2. Preserve Derry's TOWN CHARACTER
Objective 1.3. Work to improve Derry's lingering negative REPUTATION
Objective 1.4. Promote Derry's HISTORY and protect its historic buildings
Objective 1.5. Protect and promote the Town's NATURAL RESOURCES
GOAL 2: Encourage ECONOMIC ACTIVITY in order to create more employment opportunities and to expand the tax base.
Objective 2.1. MARKET Derry as being "open for business"
Objective 2.2. Promote Derry's cultural resources & support the growing CREATIVE ECONOMY
Objective 2.3. Support economic development along ROUTE 28 SOUTH
GOAL 3: Address the opportunities and challenges posed by the NEW GATEWAY: Exit4A
Objective 3.1. Create a VISION AND PLAN for the area
Objective 3.2. Support DEVELOPMENT/redevelopment
GOAL 4: Promote Derry as a PLACE TO LIVE
Objective 4.1. Provide a range of HOUSING options to meet different needs and stages in the lifecycle.
Objective 4.2. Attract and retain YOUNGER ADULTS to live in Derry
Objective 4.3. Support OLDER ADULTS to "age in place" in Derry
Objective 4.4. Improve TRANSPORTATION to make getting around town safer and more pleasant.
Objective 4.5. Stabilize NEIGHBORHOODS
Objective 4.6. Provide adequate PUBLIC FACILITIES and SERVICES
GOAL 5: Promote HEALTH AND WELLNESS for individuals living and/or working in Derry as well as the community as a whole.
Objective 5.1. Expand opportunities for RECREATION for all ages & promote walking/biking
Objective 5.2. Provide additional opportunities for COMMUNITY GATHERING for all ages
Objective 5.3. Develop a town-wide health and wellness AWARENESS campaign
GOAL 6: Conserve ENERGY and PLAN FOR RESILIENCE
Objective 6.1. Take measures to CONSERVE ENERGY and move towards renewable sources
Objective 6.2. Provide ALTERNATIVE modes of TRANSPORTATION
Objective 6.3. Implement land use strategies that will promote SUSTAINABLE DEVELOPMENT
Objective 6.4. Mitigate negative impacts of CLIMATE CHANGE

A VISION FOR DERRY'S FUTURE

Imagine a Derry... that **retains its small-town feeling**, even enhances the community's feeling of being close knit, by welcoming newcomers and increasing communication between the Town and its residents, holding more festivals and events and using social media. Family activities, and programs specifically aimed at the elderly and teens provide for opportunities to socialize and connect.

Imagine a Derry... that has **become a destination** with much to do and see both for residents and visitors alike. The downtown is welcoming and walkable with plenty of parking to support the mix of uses including offices, housing, retail and restaurants. Promoting the growing **arts community and cultural opportunities** adds to the vitality and attracts new residents and visitors.

Imagine a Derry... that has **expanded its economic base** and created new opportunities for employment by becoming more business-friendly, investing in infrastructure that supports business growth, creating new commercial and industrial zones, reimagining the Downtown and Route 28, and by focusing on retaining existing and recruiting new desirable businesses.

Imagine a Derry... that **provides a wide range of housing** for people in different stages of the lifecycle, income levels, and special needs.

Imagine a Derry... that **provides recreational opportunities for all ages**, including both indoor and outdoor facilities and programs. This includes a **system of connected open spaces** and lakes linked by trails and made more accessible by adding more parking, signage, and information regarding these.

Imagine a Derry... that **protects and promotes its history and historic structures** by enacting policies that ensure buildings and landscapes are protected and by telling Derry's stories in multiple and compelling ways.

Imagine a Derry... that **retains its excellence in education** and promotes this as a feature of living in Derry, attracting new families to live in Town.

Imagine a Derry... that **provides a range of options for getting around town**, including safe walking and biking and expansion of the existing public transit service, discouraging auto-dependency.

Imagine a Derry... that **promotes the health and wellness of all its residents** by addressing the opioid crisis and providing a range of opportunities for passive and active recreation, safe walking and biking infrastructure and options for social interaction and community gathering.

Imagine a Derry... that is **resilient and sustainable** and uses renewable energy sources. It takes care of its elderly and attracts young people to relocate here so that the next generation can take over the stewardship of the Town's assets and resources. Also, government is transparent and efficient.

TOP TWELVE (12) KEY RECOMMENDATIONS

Order does not indicate priority

Develop a **Downtown Revitalization Plan**

- Improve walking, biking, streetscape, facades, outdoor seating, parking
- Make downtown a destination- more retail, restaurants
- Support visual and performing arts and revitalize Hood Pond/Park
- Consider expanding downtown to Crystal Avenue

Complete a feasibility study for a multi-generational **Community Center**

- Space for programming for increasing population of older adults and changing expectations
- Space for Teen Center, homeschoolers, social clubs, etc.
- Recreation (consider swimming pool), Art center
- Include partners such as the MGCC, Parks & Recreation, Boys and Girls Club

Design and plan a town-wide **pedestrian and bike network** with associated amenities.

- Sidewalks, Safe Routes to School, Bike paths, bike racks, ADA access
- Trail system with additional parking and improved signage

Support **older adults** who wish to age in place.

- Help to stay in their own home
- Encourage creation of small, affordable smaller units designed for access
- Provide transportation for medical visits, socializing, field trips, etc.
- Access to recreation, socialization, health and wellness

Attract **young adults** to live in Town

- Support visual and performing arts, breweries, more music downtown, etc.
- Improve walkability, bikeability, trails and recreation
- Promote green initiatives
- Create opportunities for employment

Develop a Vision and Plan for the **Exit 4A Gateway**

Develop a Strategic Plan for implementing the opportunities provided by the **Cultural District**

Develop a plan to promote **heritage tourism** (including historic buildings and legacy stories including Robert Frost, Alan Shepard, potatoes, H.P. Hood & Sons, Londonderry Linen, etc.)

Develop a **Climate Change Adaptation and Resiliency Plan** (promoting renewable energy sources, smart growth land use policies, and resilience to extreme weather conditions)

Encourage more **community gathering** (organize events and activities, recreation, entertainment, family-oriented, oriented to older and young adults, third places, indoors and outdoors, etc.)

Develop a **Health and Wellness Campaign** (e.g. “Let’s Move Derry”). Promote healthy food, fitness, healthy lifestyle choices, community health. Focus on physical and mental health.

Explore variety of **affordable housing options** for older and younger adults (micro units, work-live units, walkable neighborhoods, etc.)

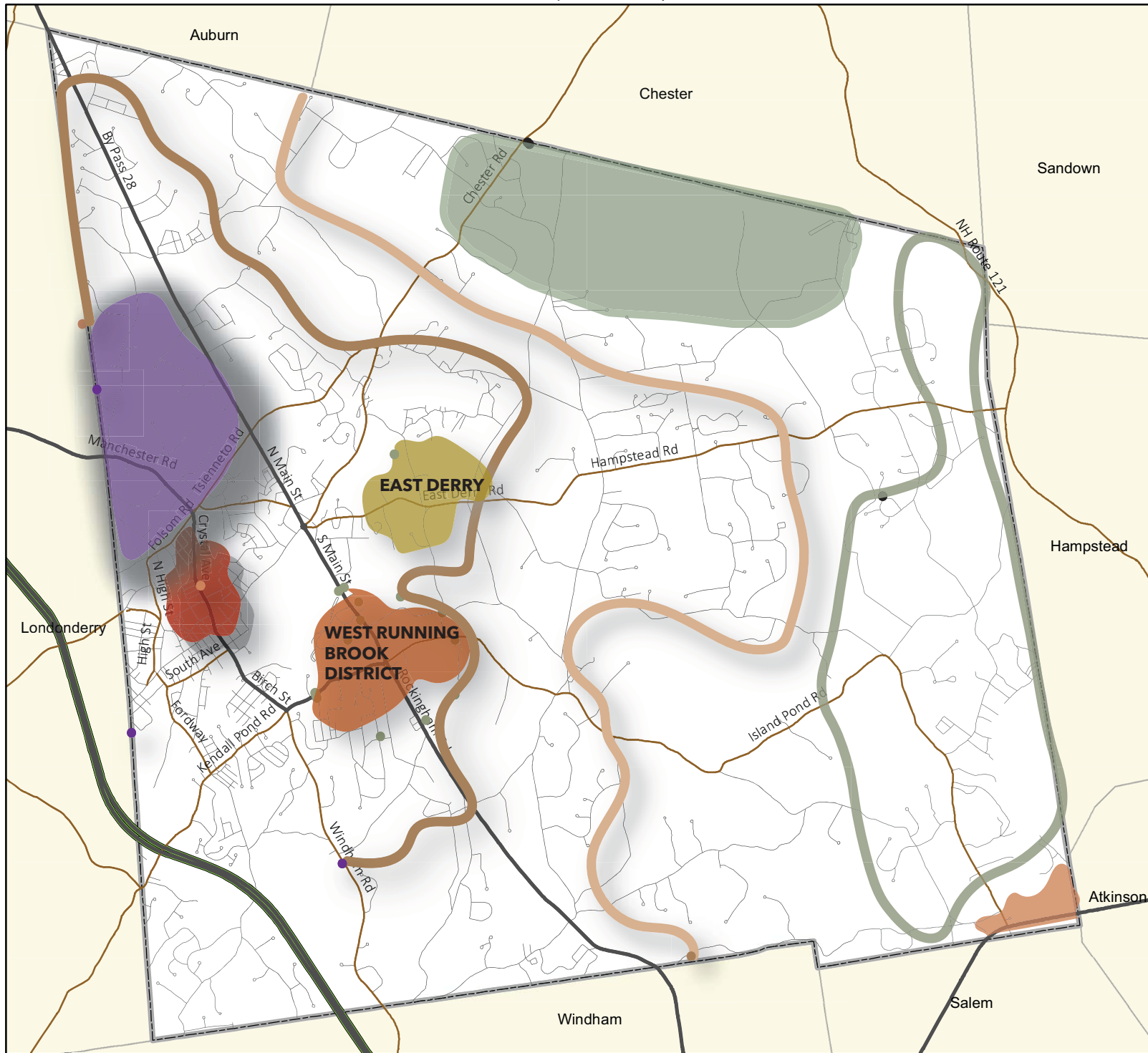
8 KEY CAPITAL EXPENDITURES IDENTIFIED IN THE PLAN






The following are the key capital expenditures outlined in the Implementation Plan. These are phased over time and it is recommended that a variety of funding sources be explored.

- Relocating the Police Headquarters to mitigate impacts of Exit 4A
- Upgrading the Fire Department stations and related facilities
- Additional recreational facilities
- Intergenerational Recreation and Community Center
- Additional services and facilities for older adults
- Retrofitting municipal facilities with renewable energy sources & other energy reduction measures
- Walking/biking infrastructure (sidewalks, crosswalks, bike paths, Rail Trail)
- Streetscape improvements to Downtown

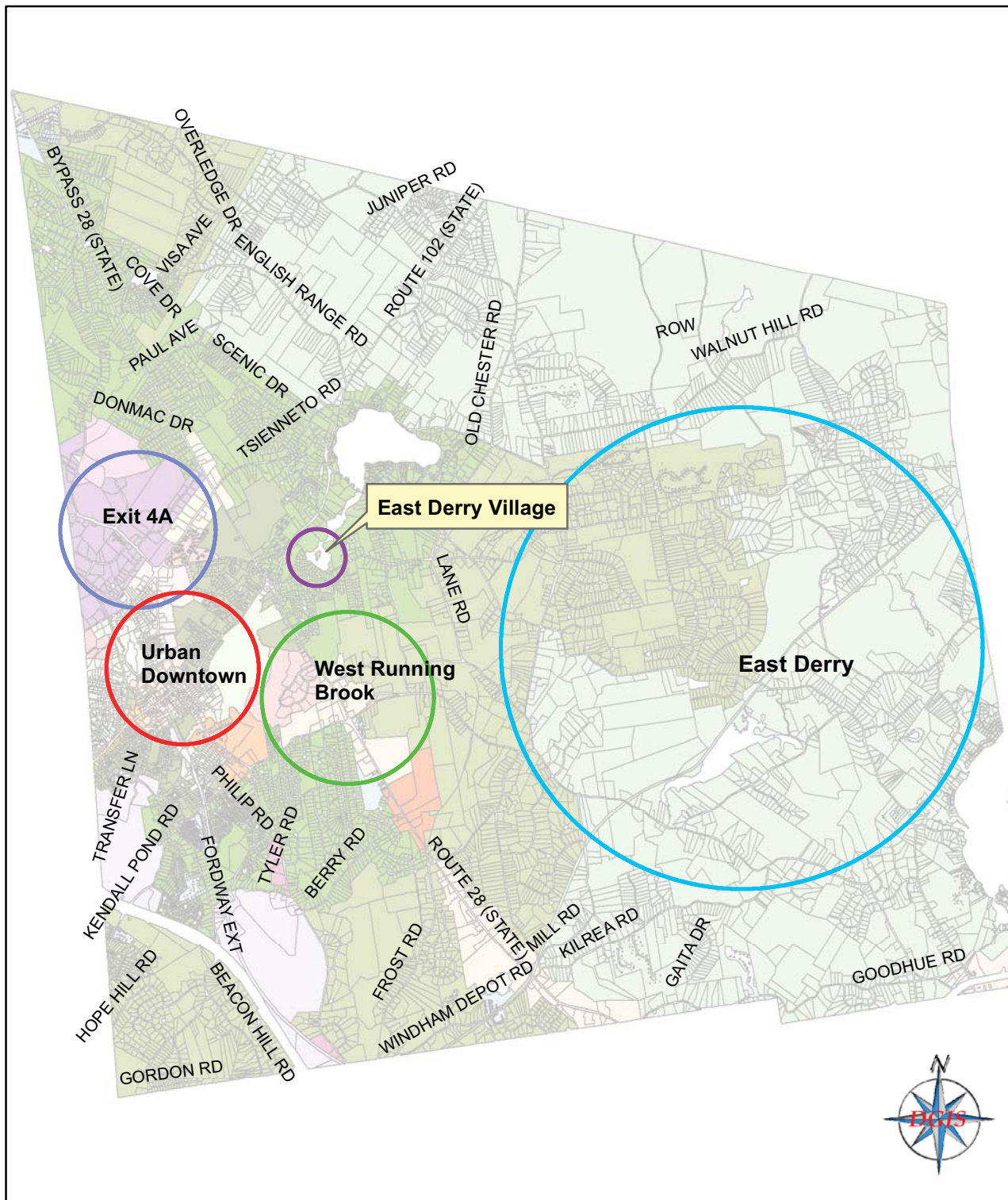


Town of Derry, New Hampshire Future Land Use Fig. 2.2



-  Industry
-  Mixed-Use Nodes
-  Commercial Hub
-  Rural Village
-  Agricultural - Forestry
-  Low-Density Residential
-  Suburban Residential
-  Urban Residential

Boundaries of Various Areas in Derry



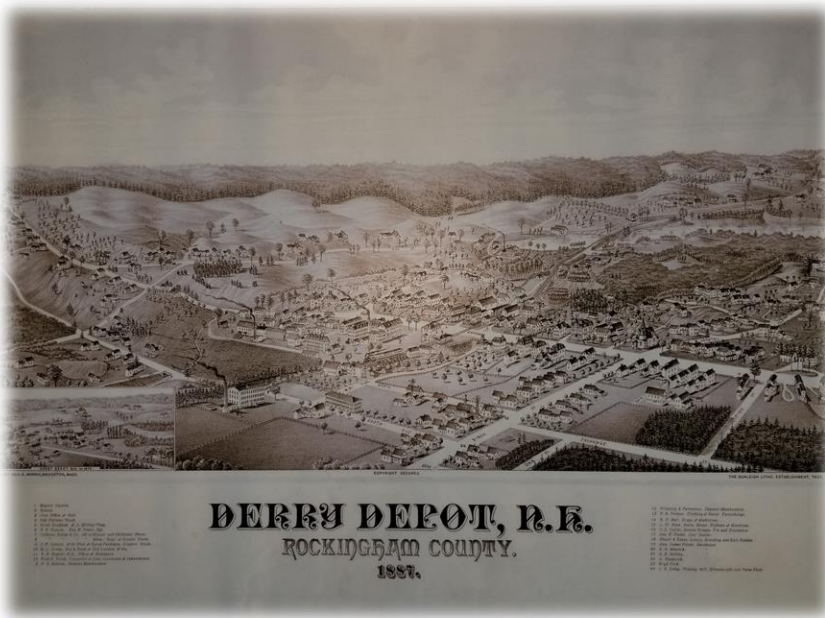
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SECTION 1: INTRODUCTION

Planning is bringing the future into the present so you can do something about it now.

-Alan Lakein¹



WHAT DOES A MASTER PLAN
FOCUS ON?

What to preserve?

What to change?

Concerns?

Improvements?

¹ Lakein, Alan, How to Get Control of Your Time and Your Life. Signet, 1973.

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Purpose

A Master Plan is a roadmap, a document that sets the direction towards which a community agrees it would like to turn. It is an opportunity to appreciate a community's assets and think of ways of building upon these. It is also the time to identify challenges and ways of overcoming them. Additionally identifying what stakeholders feel is missing is important as steps can be taken to create the conditions that help to fill the void.

Changes in demographics are both an opportunity as well as an indication that there may be a need to make changes to municipal facilities and/or services. For example, if there is an increase in the number of older adults, additional services, appropriate housing, support for socializing and recreation, transportation services and specific programming may need to be developed to serve the needs of this particular group of residents. Additionally, schools may need to be updated as changes in pedagogy require new and different types of spaces.

One of the unintended negative consequences of globalization is that increasingly places are looking more and more the same. An important role of the master plan is to identify those features that make a Town special. In Derry's case it is in large part the natural, cultural and historic features. These are much appreciated by the Town's residents, but also can help to boost the economy if protected, enhanced and made easily accessible. Derry is in the enviable position of having many old and relatively new cultural venues that can also be better connected and promoted as part of an emerging cultural economy.

Preparing for climate change and its impacts has increasingly become an important part of the master planning process.

The planning process:

- What do we have?
- What do we want?
- What is most important?
- How do we get there?

WHY PLAN?

- *Take stock, review objectives, direction and priorities*
- *Examine resource allocation: existing and optimal*
- *Last complete plan - 2010*
- *Be proactive and affect future decision making*
- *Support eligibility for grant programs and public funds*

Process

The Master Planning process is comprised of a number of phases (illustrated in the diagram on the following page) and is made up of the following steps:

- The Consultant Team began to get to know Derry by going on a “**tour**” of the Town with a “guided narration” from Town Planning Staff. Issues, opportunities were first noted on a map and then discussed at length with Town staff.
- An **inventory and assessment of existing conditions** was completed. This was completed by:
 - **Reviewing studies** conducted over the years of issues relevant to the master plan such as those related to downtown revitalization, housing, economic development, open space and recreation, etc.
 - Conducting a series of “**leadership interviews**” with **Town Departments** to understand their needs, trends and insights into future needs.
- A **Community Conversation** was begun and continued throughout the process. A **vision and goals** were developed based on this input.
 - This was comprised of three town-wide public forums, targeted outreach to youth and older adults, use of social media, and use of Comment Boards for input.
 - A review of input from the Downtown Forum as well as three on-line surveys
- **Opportunities and Challenges** were identified and these were discussed with Town Staff and the public.
- **Priorities** were identified based on best practice, Consultant expertise and stakeholder input.
- Finally, an **implementation plan** was developed which outlines the strategies and actions that will help the Town to achieve the Vision and Goals.

A Master Plan is an important opportunity to think about:

How can we make Derry an even better place to live, work and play?

The Process



Overview of Previous Planning Efforts

Derry has undertaken several related planning efforts, the most relevant being the 2010 Master Plan. However, there are several other planning documents that provided relevant information for the Plan. Among the background documents reviewed for preparation of this Master Plan are the following:

- *2010 Master Plan, Town of Derry*
- *Derry Master Plan Update 2002*
- *Downtown Derry NH Main Street Application April 1, 1998*
- *Beaver Lake Watershed Management Plan*
- *Derry Downtown Market Plan*
- *Recreation Master Plan Update*
- Derry Library, **Annual Report**, 2015
- Derry Library, **Annual Report**, 2017, Revised Sept. 2018.
- Derry Police Department, **Offenses Reported: 2007-2017**.
- Derry Department of Public Works, **Calendar Year Solid Waste Tonnages: 2002-2016**.
- Derry Fire Department, Fiscal Year **2018 Statistics**
- New Hampshire School Administrators Association, **Derry Cooperative School District: Demographic Analysis/Enrollment Projections**, December 2017.
- REDC, **Comprehensive Economic Development Strategy, 2018**.
- Southern New Hampshire Planning Commission, Town of Derry, NH, **Hazard Mitigation Plan Update 2015**
- **Stormwater Pollution Prevention Plan**, Derry Transfer Station/Recycling Facility and Auxiliary Facilities, September 2015
- Town of Derry, **New Hampshire, Capital Improvements Plan: FY2020-FY2025**, February 20, 2019.

Approximately 90% of action items have been accomplished from the 2010 Plan

Some examples of what has been implemented include the following:

- Promoted the Exit 4A project
- Hired Economic Development Officer
- Created an Economic Revitalization Zone providing incentives to businesses
- Established a building façade improvement program
- Adopted a blight ordinance
- Extended water & sewer to commercial zones on Rt. 28
- Created an Economic Advisory Committee

The Public Process

A Stakeholder Outreach and Engagement Plan was developed in order to invite participation in the planning process. Stakeholder input was incorporated into the final plan. The process included the following:

Three **public forums**:

- Forum #1: Visioning and Goal Setting
- Forum #2: Review and Refine Vision and Goals
Share Inventory Findings
Identify Key Opportunities
- Forum #3: Present the Implementation Plan

Targeted outreach to youth, young adults and older adults

Use of **Social Media**:

- Existing Facebook pages
- Town website: postings, updates, project summaries: <https://www.derrynh.org/planning/master-plan-update>

“No Tech Options”: Comment Boards in high visibility locations (to inform and provide opportunity for input)

- Town Hall
- Derry Public Library and Taylor Library
- Veteran’s Hall
- Marion Gerrish Community Center

Review by the **Planning Board**

Review of relevant **survey responses**:

- SNHPC **Age-friendly** survey conducted by the Southern New Hampshire Planning Commission (405 respondents)
- Survey regarding **downtown improvements** conducted by the Economic Development Director (252 respondents)
- Survey of **young adults** (ages 18-36) conducted in coordination with the Southern New Hampshire Planning Commission (136 respondents)

Goals of public process:

- Identify critical issues
- Define shared goals
- Establish priorities for the future

Identification of what makes Derry unique. As previously mentioned one of the important roles of a master plan is to identify and define those features that make a municipality special. It is then incumbent upon the Plan to outline ways to preserve and promote these. Participants in public forums were asked to identify the features that make Derry unique.

Stakeholder Input into the Plan

The following inputs informed the recommendations put forth in this Document.

- Over twenty (20) **leadership interviews** conducted during the Fall and Winter, 2018
- Input from approximately 70 participants at **town-wide public forum** held on November 28, 2018
- Input from approximately 60 participants at **town-wide public forum** held on April 6, 2019
- Input and feedback from the Town Council **Downtown Visioning Public Forum** on January 29, 2019 (approximately 60 participants)
- Input from approximately 40 people who responded to visioning questions on **Comment Boards** set up in the Municipal Complex and the Derry Public and Taylor Libraries during the month of February 2019.
- Input from approximately 30 **older adults** who responded to visioning questions on Comment Boards set up in Veterans Hall during the month of May 2019
- Input from approximately 30 **high school students** at Pinkerton Academy
- Input from 136 **young adults** surveyed in various locations in collaboration with SNHPC
- Multiple meetings and conversations with the **Derry Planning Department**

Leadership Interviews included the following:

- Town Administrator
- Fire Chief
- Police Chief
- Town Planner
- Assistant Planner
- Code Enforcement Officer
- DPW Director
- Recreation Director
- Public Library Director
- Derry Schools Superintendent
- Heritage Commission, Chair
- Housing Authority, Director
- Greater Derry Arts Council, Director
- Economic Development Director
- Pinkerton Academy, Headmaster
- Health Department Director
- Rail Trail Alliance, Chair
- Net Zero Task Force, Chair
- Conservation Commission, Chair

Vision, Goals & Objectives

Crafting a vision statement is a way of understanding and describing the desired future as envisioned by a group of people. The input of those who participated in a visioning workshop were combined with the input of residents gathered in other venues to craft a vision statement and goals for the future of Derry.

Process. As previously mentioned the vision and goals contained in this document were developed based on significant community input, including Town staff and residents.

Vision for Derry's Future

A vision describes the kind of community participants imagine as a best possible outcome of their collective actions. A vision is a broad-brush image of what a community values and sees as the future. A vision statement should inspire and challenge a community's citizenry and leadership to reach toward common aspirations and communicate to newcomers and outsiders the direction in which the community intends to move.

A vision statement also identifies what is unique about a community so that the goals developed to help achieve the vision seek to protect and enhance these features.

A vision affirms a community's commitment to a set of values to be used as a lens through which to view information and make future decisions. Having a vision helps to frame subsequent discussions regarding how to achieve a desired future and helps to keep these discussions focused.



An older vision of Derry

From: http://historiclondonderry.com/?page_id=159



SECTION 2: PLAN FOUNDATION

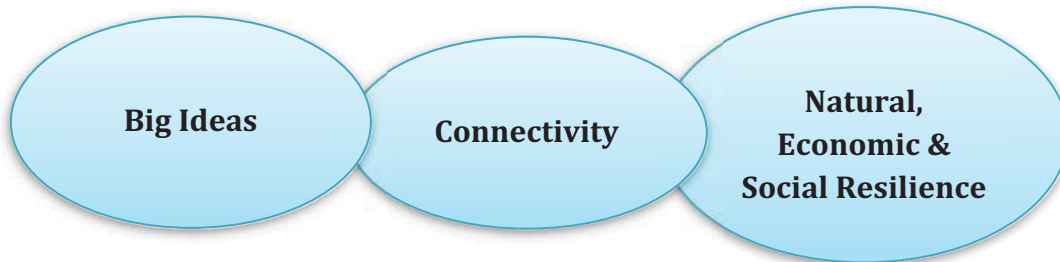


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Three Underlying Themes

Community Conversation: What were the main themes?

The following represent the main themes that emerged in conversations with Derry's stakeholders.



❖ Big Ideas

- Make Derry a Destination (for arts, culture, nature and the downtown)
- Build on the Creative Economy (including opportunities posed by the Cultural District designation)
- Revitalize the Downtown (walkability, small town feel, existing establishments)
- Maximize opportunities created by new Exit 4A

❖ Connectivity

- Connect the different parts of downtown so as to expand the definition of the downtown area and to make it feel more like a place, a destination
- Connect disparate districts of the town together
- Connect open spaces, recreational facilities, lakes, etc. with a system of well-marked paths and trails
- Connect residents to one another through additional events, opportunities for community gathering (including a Community Center), and by using social media to communicate and connect
- Connect destinations with safe and pleasant walking and biking infrastructure

❖ Natural, Economic & Social Sustainability and Resilience

- Strengthen the local economy
- Attract and retain young adults
- Care for the elderly and the young
- Develop policies and implement measures to protect the environment including using renewable energy sources
- Promote the health and wellness of Derry's residents and of Derry as a community

Derry Voices (Visioning from Public Forum #1)

Favorite Things

- Open space and trails
- Downtown
- School system

Also:

- *Natural resources*
- *Small town feel*
- *Community activities*
- *Location*
- *Microbreweries*

Favorite Things (Teen Voice)

- The community – Rail Trail Cafe, restaurants
- Pinkerton – brings a ton of different towns together
- The Grind, The Juice Bar, Mary Ann's

Least Favorite Things

- Lack of activities for youth
- Taxes
- Downtown

Also:

- *Not attracting young people*
- *Traffic*
- *Lack of commercial development*

Least Favorite Things (Teen Voice)

- Not enough sidewalks, crosswalks, plowing
- Senior lot at Pinkerton – lots of traffic

What is missing in Derry?

- Vibrant downtown
- Connectivity between districts
- Industry/commerce
- Family entertainment options
- Higher education

Also:

- *Youth activities*
- *A vision that makes Derry unique*
- *Hotel*
- *Senior center*
- *Infrastructure to support business growth*
- *Local investment in properties*
- *Wider range of housing types*

Teen Voice

Problem: Pollution/dirty parks

Solutions: street/trail clean up – use parks for fairs and festivals

Problem: Need a closer community

Solutions: More festivals and events, social media

Future Opportunities

- Exit 4A
- Improve the downtown
- Rt. 28 South development

Also:

- *Technology*
- *Improve overall planning*

Future Challenges

- Limited potential for development
- Attract and keep younger people
- Taxes
- Increasing economic base

Also:

- *Zoning for Exit 4A*
- *Aging population*
- *Need for a vision*
- *Need for more volunteers*
- *Opioid epidemic*
- *Disparity in income levels*
- *Enforcement of zoning*

One thing to improve Derry

- Make downtown a destination
- Improve commercial base
- Cohesive plan that defines Derry

Also:

- *Expand funding sources*
- *Market Derry*
- *Improve access to conservation areas*
- *Become a City*
- *Transportation improvements*



Challenges (Teen Voice)

- Job opportunities
- Increase in drug use

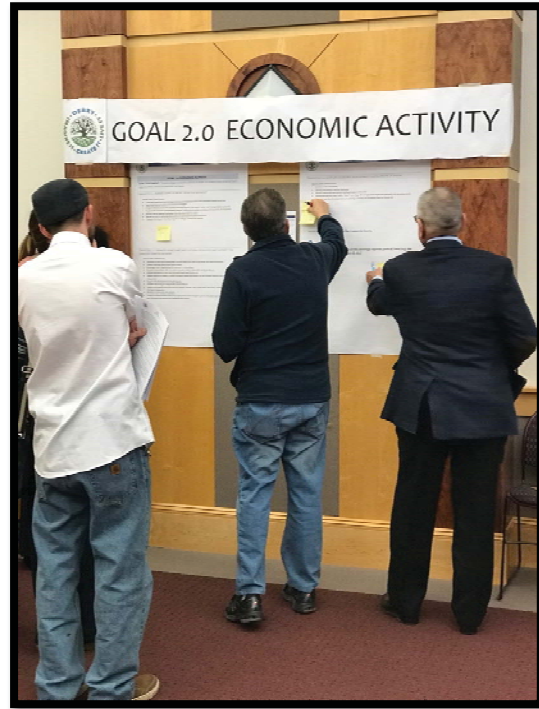
What would make Derry better for kids/teens? (Teen Voice)

- A hang out that offers live music, a place to study, something for everyone
- More small businesses
- *"Inspire us kids to create and contribute to the community"*
- Start businesses, like the Juice Bar, run by Pinkerton Alumni
- More things to do such as a park and places to go and relax/chill

Derry Voices (Participant priorities from Public Forum #2)

Participants' main priorities include the following:

- There was very significant support given to the goal of **economic development**
 - by expanding the growing **creative economy** especially by capitalizing on the newly established Cultural District and considering creating and “entertainment district”
 - by connecting cultural and historic assets
 - by investing in **infrastructure** that supports economic activity (parking, traffic management, sewer, water, etc.)
- Not surprisingly, very high priority was given to promoting **Derry as a Place to Live**. Participants were most interested in providing a range of housing types including shelter for those in need, attracting and retaining young people to live in town, more programming for seniors, and increasing transportation options, including extending the rail trail. There was support for a Community Center for all ages as well as other opportunities for programming and gathering (including activities at the Library and Upper Village Hall).
- Many participants agreed on the priority of making Derry a destination especially by improving the **Downtown** primarily by developing a unifying theme, establishing design guidelines, and improving public spaces and creating additional gathering spaces.
- There was a significant degree of support for the protection, promotion, and enjoyment of **natural resources**. Connecting these through improved, more accessible (e.g. parking, signage) and expanded trail networks also received enthusiastic support. A desire was also expressed for cleaning up and connecting Hood Pond to the Downtown.
- There was also significant interest expressed in providing additional opportunities for **community gathering** in a number of ways, including:
 - Festivals, fairs and other community-wide events



*Town-wide Public Forum
Municipal Complex*

- Multi-generational center
- Senior center
- Evening activities
- Use of social media to connect people

- Participants expressed an interest in a **Health and Wellness Campaign** including increasing awareness amongst residents, providing healthy food options and increasing opportunities for recreation, especially by increasing access to conservation lands (e.g. parking, signage, crime control on trails, expanded trail network)

- Participants also identified as their priority objectives aimed at **conserving energy** and **climate change adaptation**. There was significant support of the activities of the Net Zero Task Force and the effort to retrofit public facilities with renewable energy sources.

Additionally improving infrastructure to provide viable alternatives to car travel was seen as important. Some felt that more education of residents is needed regarding such matters as water conservation and the benefits of renewable energy.

- **Attracting younger people to live in Town** was also seen as a priority. Participants offered a number of ideas regarding ways of achieving this ranging from matching job training with needed skills, increasing art and entertainment options, as well as providing more recreational opportunities.
- There is some support for redeveloping the area around the **future Exit 4A**, a desire to improve walkability, attract businesses and alleviate traffic in the downtown, but also some concerns especially regarding the number of lanes.



*Master Plan High School Participants,
Senior Lunch, Pinkerton Academy*

What makes Derry unique?

The following are responses from Derry residents when asked this question at a public forum.

“Derry is located within one hour of cultural activities, the beach, skiing, major metropolitan areas and opportunities to engage in a variety of sports.”

Small town feel wonderful people close-knit community community spirit

Marion Gerrish Community Center vibrant walkable downtown

great location easy access to mountains, beaches, cities

Conservation lands Rail Trail Beaver Lake Community garden

Great Schools Pinkerton Academy school programs & opportunities

Golf course Boys and Girls Club spud crows

Vibrant arts community Tupelo Music Hall Stockbridge Theater Opera House

Farmer’s Market Derry After Dark Derryfest

History Alan Shepherd, Robert Frost Heritage Trail Holiday Parades

Potatoes: “First in the Nation” Hood Park/Pond

Resilience, renewable energy, net zero goals Annual Trick or Treat

Local restaurants craft breweries and distilleries coffee shops

Hospital various housing options affordability

A VISION FOR DERRY'S FUTURE

Imagine a Derry... that **retains its small-town feeling**, even enhances the community's feeling of being close knit, by welcoming newcomers and increasing communication between the Town and its residents, holding more festivals and events and using social media. Family activities, and programs specifically aimed at the elderly and teens provide for opportunities to socialize and connect.

Imagine a Derry... that has **become a destination** with much to do and see both for residents and visitors alike. The downtown is welcoming and walkable with plenty of parking to support the mix of uses including offices, housing, retail and restaurants. Promoting the growing **arts community and cultural opportunities** adds to the vitality and attracts new residents and visitors.

Imagine a Derry... that has **expanded its economic base** and created new opportunities for employment by becoming more business-friendly, investing in infrastructure that supports business growth, creating new commercial and industrial zones, reimagining the Downtown and Route 28, and by focusing on retaining existing and recruiting new desirable businesses.

Imagine a Derry... that **provides a wide range of housing** for people in different stages of the lifecycle, income levels, and special needs.

Imagine a Derry... that **provides recreational opportunities for all ages**, including both indoor and outdoor facilities and programs. This includes a **system of connected open spaces** and lakes linked by trails and made more accessible by adding more parking, signage, and information regarding these.

Imagine a Derry... that **protects and promotes its history and historic structures** by enacting policies that ensure buildings and landscapes are protected and by telling Derry's stories in multiple and compelling ways.

Imagine a Derry... that **retains its excellence in education** and promotes this as a feature of living in Derry, attracting new families to live in Town.

Imagine a Derry... that **provides a range of options for getting around town**, including safe walking and biking and expansion of the existing public transit service, discouraging auto-dependency.

Imagine a Derry... that **promotes the health and wellness of all its residents** by addressing the opioid crisis and providing a range of opportunities for passive and active recreation, safe walking and biking infrastructure and options for social interaction and community gathering.

Imagine a Derry... that is **resilient and sustainable** and uses renewable energy sources. It takes care of its elderly and attracts young people to relocate here so that the next generation can take over the stewardship of the Town's assets and resources. Also, government is transparent and efficient.

MASTER PLAN GOALS AND OBJECTIVES

GOAL 1: Make Derry a **DESTINATION for the enjoyment of both residents and visitors alike.**

Objective 1.1. Improve and promote Derry's **DOWNTOWN**

Objective 1.2. Preserve Derry's **TOWN CHARACTER**

Objective 1.3. Work to improve Derry's lingering negative **REPUTATION**

Objective 1.4. Promote Derry's **HISTORY** and protect its historic buildings

Objective 1.5. Protect and promote the Town's **NATURAL RESOURCES**

GOAL 2: Encourage **ECONOMIC ACTIVITY in order to create more employment opportunities and to expand the tax base.**

Objective 2.1. MARKET Derry as being "open for business"

Objective 2.2. Promote Derry's cultural resources & support the growing **CREATIVE ECONOMY**

Objective 2.3. Support economic development along **ROUTE 28 SOUTH**

GOAL 3: Address the opportunities and challenges posed by the **NEW GATEWAY: Exit4A**

Objective 3.1. Create a **VISION AND PLAN** for the area

Objective 3.2. Support **DEVELOPMENT**/redevelopment

GOAL 4: Promote Derry as a **PLACE TO LIVE**

Objective 4.1. Provide a range of **HOUSING options** to meet different needs and stages in the lifecycle.

Objective 4.2. Attract and retain **YOUNGER ADULTS** to live in Derry

Objective 4.3. Support **OLDER ADULTS** to "age in place" in Derry

Objective 4.4. Improve **TRANSPORTATION** to make getting around town safer and more pleasant.

Objective 4.5. Stabilize **NEIGHBORHOODS**

Objective 4.6. Provide adequate **PUBLIC FACILITIES** and **SERVICES**

GOAL 5: Promote **HEALTH AND WELLNESS for individuals living and/or working in Derry as well as the community as a whole.**

Objective 5.1. Expand opportunities for **RECREATION** for all ages & promote walking/biking

Objective 5.2. Provide additional opportunities for **COMMUNITY GATHERING** for all ages

Objective 5.3. Develop a town-wide health and wellness **AWARENESS** campaign

GOAL 6: Conserve **ENERGY and **PLAN FOR RESILIENCE****

Objective 6.1. Take measures to **CONSERVE ENERGY** and move towards renewable sources

Objective 6.2. Provide **ALTERNATIVE** modes of **TRANSPORTATION**

Objective 6.3. Implement land use strategies that will promote **SUSTAINABLE DEVELOPMENT**

Objective 6.4. Mitigate negative impacts of **CLIMATE CHANGE**

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SECTION 3: PLAN HIGHLIGHTS



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Key Issues, Opportunities and Challenges

An important part of the planning process was to identify key issues, opportunities and challenges. This was accomplished by reviewing previous studies and trends, and engaging in discussions with Town Departments as well as the public at large.

Many of the concerns and desires are consistent with those expressed in the region, while others are specific to Derry and the Town's culture and particular assets and liabilities.

Addressing concerns regarding a reliance on automobiles for travel, the desire for a more **vibrant downtown** and **stimulating economic growth** in order to create local jobs and add to the tax base are commonly heard and they were voiced loudly in Derry. Derry has the components to be able to grow its economy based on **artistic and cultural activities**. This in conjunction with preserving and promoting its **natural and historic resources** can help to attract visitors and perhaps additional residents.

As we become more and more connected virtually, people everywhere, including in Derry, seem to crave opportunities for face-to-face contact and **community gathering**. These opportunities for live interaction can be found by making the downtown more vibrant, creating a community center, organizing more town-wide festivals and events and widely advertising these. "Third places"¹, such as coffee shops and breweries can help to provide places where residents can meet informally. Additional recreational activities and a well-marked trail system can also provide opportunities to casually run into people in unplanned ways. Each of these opportunities can help to build community.

Rates of obesity have been on the rise. Derry's residents specifically, suffer from higher than the region's average rates of obesity and related illnesses. The Center for Disease Control has identified ways in which the way we design our communities can help or hinder the health and fitness of residents. Providing **safe and pleasant walking and biking** as well as recreational facilities has been found to go a long way towards helping to encourage people to lead more active lives.

In addition to shifting to **renewable energy sources** and taking other measures to protect the environment, finding ways to attract younger people to live in Town is as critical to a

What Is a Third Place?

(Sociologist Ray Oldenberg)

"In its design, vibe, clientele, and intellectual environment, a third place is a welcoming space that cultivates essential social experiences in the company of like-minded people.

In terms of design, a third place is set up to be an inviting hangout spot for its denizens. Coffee shops have couches and tables. Pubs offer stools at the bar and booths where you can sit comfortably with friends. It never feels like a chore to spend time there. It's the next best thing to setting up camp in your own living room.

A good third place is also easy to get to and is close to your home or work. You don't have to spend a lot of time and energy getting there. You can pop in and out quickly without much stress or planning. Ideally you can walk, but you might also get to your third place by public transportation or a quick drive."

¹ <https://theartofcharm.com/art-of-personal-development/what-is-a-third-place-and-why-do-you-need-one/>

Town's **sustainability** and resilience. Some **young adults** have begun to move to Derry, appreciating the relative affordability of housing and recognizing some of its other assets, but the Town could do more to attract and keep this demographic. Additionally, the significant increase in the number of **older adults** will mean a need to increase services and support systems geared to this specific group of people who may wish to "age in place." These include appropriately sized, designed and located housing, place(s) to gather, transportation, and opportunities for socializing and recreating.

The following is a brief summary of the key issues, opportunities and challenges identified and addressed in the Plan. They are organized and presented by master plan topic area. See the Appendices for more information, and Volume II: Inventory and Assessment of Existing Conditions for a detailed documentation.

Population and Housing

- Derry's population is expected to continue to grow at very slow pace
 - Derry's elderly population is projected to increase significantly
 - Among non-family households, 87% are single people living alone.
 - Housing is the primary land use and the primary component of the tax base.
 - Derry has a broad mix of housing, much of it relatively affordable compared to other nearby towns
 - Half of all housing units are detached single-family homes.
 - Renters comprise almost 40% of all households
- The Town's **aging population** will need housing and other services
 - The Town should consider ways to **attract and retain a younger population** to help fill jobs, support local businesses, and support the Town's tax base.
 - 22% of the town's renter households are under 35 years presumably because they found more affordable housing in Derry

Economic Development

- Derry's economy has been expanding:
 - Attracting new businesses
 - Decreasing unemployment
 - Diversifying types of businesses
 - The extension of utilities and other Town actions will support continued expansion.
 - The new Exit 4A may help to stimulate economic activity in the newly created gateway.
 - Integrating arts and entertainment in the business districts has much potential to integrate the Town's cultural character with economic growth.
 - Capitalizing on the Town's historic and natural resources by protecting, promoting and increasing access to these can help to attract more visitors who may then be inspired to linger and spend time in the Town's retail and dining establishments.
- Derry has the **potential to expand** its commercial, industrial, and office/research activity both to provide additional jobs and to increase the tax base.
 - **Opportunities** include:
 - Downtown
 - Cultural District designation
 - Growing "creative economy"
 - Opportunity Zone Designation
 - West Running Brook District

Historic and Cultural Resources

- Some individual buildings and one district (E. Derry) are on the National Register of Historic Places
 - The Greater Derry Arts Council, Derry Opera House, and Derry Public Arts Committee offer resources that are of regional appeal
 - There is potential for improved connections and promotion of existing historic and cultural resources.
- Derry's historic & cultural resources have **regional and national significance**
 - The recently established **Cultural District** presents new opportunities to capitalize on art, cultural and historic resources.

Natural, Open Space and Recreation Resources

- Derry has two state parks, two multi-use trails
- The Town has protected five former farms from development
- Over 1,000 acres of open space is accessible to the public
- The Town and its non-profit partners have acquired several hundred acres of conservation land.
- Some of the trails need more parking and better signage.
- A map of all passive and active recreation opportunities is reportedly missing and desired

Transportation and Circulation

- The Highway Department maintains:
 - 200 miles of roadway
 - 19.7 miles of sidewalk
 - 3.2 miles of bike trail
 - Parking is an issue in the Downtown
- The proposed new I-93 Exit 4A poses opportunities and challenges

• **Recreational** facilities include:

- Rockingham Recreation Trail
- Derry Rail Trail
- Hiking trails
- Kayaking on lakes & ponds
- Wildlife viewing
- Multiple athletic fields
- Alexander-Carr Park Lodge
- Veteran's Hall
- 3 publicly-accessible golf courts
- fishing and boating on Beaver Lake

- 41% of people **working in Derry, live in Derry**
- 91% of Derry residents who **commute** to work drive alone
- 23% of Derry households have **3 or more vehicles**
- The number of **vehicle crashes** has increased each year from 2011 to 2015

Community Facilities and Services

- Derry is systematic and proactive about planning for facilities and services
- A 30-year Capital Improvement Plan helps plan deferred maintenance efforts.
- There is an expected decrease in student enrollments.
- The two Libraries, Veteran's Hall, Adams Memorial, Alexander-Carr report experiencing an increase in demand for programming.
- Water – approximately 40% of the Town's residents are connected to municipal water system
- Sewer – approximately 30% of the Town's population is connected to municipal system
- There is a reported increase in the calls for service to Public Safety related to health issues (e.g. substance abuse)

Future Facility needs include:

- New Fire Stations
- Relocated Police Station
- Closing of elementary school
- Renovation of Veterans' Hall
- Additional recreational facilities
- Increased access to Libraries
- **Derry doesn't have a Senior Center.** More programming will be needed for the increase in the number of elder residents

Energy Conservation and Future Resiliency Planning

Derry has been proactive in its efforts to protect the environment:

- Net Zero Task Force
- Green Building & Vehicle Ordinance
- Electric car charging stations
- Recycling at the Transfer Station
- Solar & wind exemption
- Stormwater Management Program
- Hazard Mitigation Plan

- Net Zero Task Force Goal: become **Net Zero** in terms of carbon footprint by year **2025**
- Derry's **recycling rate** is 36% of all waste
- **State of NH has programs & funding** available to municipalities to help towns become more resilient

Top Twelve (12) Recommendations

Develop a **Downtown Revitalization Plan** in order to make downtown a destination:

- Improve walking, biking
- Improve streetscape
- Attract more restaurants & retail
- Install more outdoor seating
- Create better parking options
- Support visual and performing arts
- Revitalize Hood Pond/Park
- Connect to Crystal Ave



Complete a feasibility study for a multi-generational **Community Center** in order to create a multi-generational opportunity for community gathering. Develop partnerships with MGCC, Parks & Recreation, Boys & Girls Club and other relevant partners. Provide:

- Space for programming for increasing population of older adults
- Space for teens, homeschoolers, social clubs, etc.
- Recreation amenities
- Art center



Design and plan a town-wide **pedestrian and bike network** with associated amenities. Conduct a town-wide Pedestrian and Bicycle Study. Create a safe and pleasant interconnected system for walking and biking. This will:

- Promote the downtown
- Promote history
- Market Derry as open for business
- Attract young adults
- Support older adults
- Improve transportation
- Expand opportunities for recreation
- Improve health and wellness
- Mitigate impacts of climate change



Support **older adults** who wish to age in place. Consider a joint Senior/Community Center. Provide supports that allow people who wish to stay in their home and/or community to do so by providing access to:

- Appropriate and affordable housing choices
- Transportation
- Recreation
- Socialization
- Health and wellness



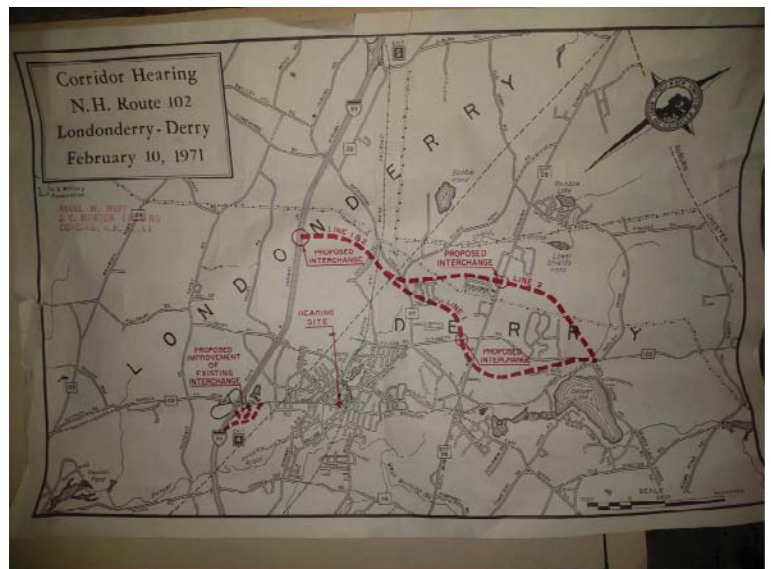
Attract **young adults** to live in Town to bring youthful energy, fill jobs and add to the tax base.

- Support visual and performing arts
- Improve walkability, bikeability, trails and recreation
- Promote green initiatives
- Create opportunities for employment
- Increase downtown vitality
 - Breweries, coffee shops
 - Live music events



Develop a Vision and Plan for the **Exit 4A Gateway**. Use this as an opportunity to create a new gateway into Town.

- Create mixed use zones
- Encourage infill development
- Develop Entertainment District
- Relocate Police Department
- Provide infrastructure for safe walking and biking



Develop a Strategic Plan for implementing the opportunities provided by the **Cultural District**. This may provide an opportunity to create and fund improvements to the Downtown

- Involve business owners in creating a shared vision for the downtown
- Develop marketing materials
- Connect existing cultural venues to restaurants and breweries
- Encourage additional performing and visual arts



Develop a plan to promote **heritage tourism** (including historic buildings and legacy stories including Robert Frost, Alan Shepard, potatoes, H.P. Hood & Sons, Londonderry Linen, etc.). Use this as an opportunity to promote Derry's past to increase community pride and foster economic development.

- Preserve historic buildings
- Promote legacy stories
 - Robert Frost
 - Alan Shepard
 - "Nation's first potato"
 - H.P. Hood & Sons
 - Londonderry Linen



Develop a **Climate Change Adaptation and Resiliency Plan** (promoting renewable energy sources, smart growth land use policies, and resilience to extreme weather conditions). Be more sustainable:

- Promote renewable energy sources
- Apply smart growth land use policies
- Prepare for resilience to extreme weather conditions
- Continue to recycle



Encourage more **community gathering** (organize events and activities, recreation, entertainment, family-oriented, oriented to older and young adults, third places, indoors and outdoors, etc.). Support Derry's small-town feeling.

- Organize events and activities
- Provide opportunities for recreation (indoors & outdoors)
- Provide opportunities for family entertainment
- Encourage more "third places" oriented to young adults
- Provide more opportunities for inter-generational interaction



Develop a **Health and Wellness Campaign** (e.g. “Let’s Move Derry”). Promote healthy food, fitness, healthy lifestyle choices, community health. Focus on physical and mental health. Organize a “Let’s Move Derry” type program to:

- Promote healthy lifestyle choices
 - Encourage healthy eating, local food
 - Encourage walking, biking
 - Reduce substance abuse
 - Reduce isolation of seniors and others
 - Focus on both physical and mental health



Explore variety of affordable **housing options** for older and younger adults (micro units, work-live units, walkable neighborhoods, etc.). Provide older and younger adults more housing options:

- Micro units/tiny houses
- Live-work spaces
- Walkable neighborhoods



NEXT SECTION

The following section represents the heart of this document. It is the Town’s “To Do List” for the foreseeable future. The strategies presented in the foregoing **Implementation Plan** are ways to achieve the vision and goals developed with input from Derry’s residents, Town officials and businesses.

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SECTION 4: IMPLEMENTATION PLAN BY GOAL



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The following chapter of the Derry Master Plan contains the Implementation Plan. The Implementation plan provides a road map for Derry's future, a comprehensive set of long-range guidelines that set the direction for development and future growth in Derry in a manner compatible with the town's character. It is rooted in the shared **VISION**, articulated for the future of the town by residents, town officials, and business owners, all of whom participated in the master planning process. It serves as the core of the master plan and is organized around the goals listed in the text box below.

The six goals and the objectives that accompany each goal provide a structure for the Implementation Plan. For each objective, the plan identifies strategies and action steps for achieving each objective. In addition, a LEAD and PARTNERS are defined for each strategy/action step. These entities will be responsible for initiating and following through on implementing the strategies.

IMPLEMENTATION TOOLS

To realize the goals of the master plan, the town will need to undertake a three-fold effort to (1) improve communication between town officials and residents; (2) increase the capacity to implement the plan through additions of town staff, board and commission members, and volunteers; and (3) work collaboratively with other towns in the region to accomplished shared goals. Recommendations for accomplishing these are as follows:

IMPROVE COMMUNICATION

Clear, consistent, and reliable communication between the town and residents is critical for increasing awareness of existing resources, as well as for providing information about future opportunities, efforts and plans. The implementation plan includes the following strategies for improving communications:

- Updating and strengthening the town website
- Keeping the town's Facebook page up to date
- Developing an e-mail-based system (such as a listserve) for communicating information
- Creating and maintaining a calendar of events
- Creating an on-line catalogue of information for residents
- Maximizing use of the Nutfield News, NHPR, Derry CAM

MASTER PLAN GOALS

(based on public input)

1. Make Derry a **DESTINATION** for the enjoyment of both residents and visitors alike
2. Encourage **ECONOMIC ACTIVITY** in order to create more employment opportunities and to expand the tax base
3. Address the opportunities and challenges posed by the **NEW GATEWAY: Exit 4A**
4. Promote Derry as a **PLACE TO LIVE**
5. Promote **HEALTH AND WELLNESS** for individuals living and/or working in Derry as well as the community as a whole
6. Conserve **ENERGY** and **PLAN FOR RESILIENCE**

INCREASE CAPACITY

As previously discussed, the master plan is organized around a series of six goals and a total of 25 objectives accompany these goals. In order to meet these, the town will need to increase its capacity by hiring more staff, establishing more departments and recruiting volunteers to participate in existing boards, committees, and commissions. In addition, the town will need to revisit its existing zoning bylaw so that it better supports the master plan goals, and seek funding to implement these goals, as discussed below.

HIRE ADDITIONAL STAFF

Some of the implementation steps will be best achieved through the creation of new positions and hiring of additional staff. Specifically, the plan recommends:

- Establishing a town-funded position responsible for coordinating **promotion and marketing activities** on the Internet

ESTABLISH ADDITIONAL ENTITIES

The plan recommends that the following new entities be established to help with implementation of several goals and objectives:

- A **Council on Aging**, to better meet the needs of older adults, including recreation, socializing, and health and wellness activities
- **Neighborhood associations and watch groups**, as a way of helping to stabilize neighborhoods, especially those predominantly occupied by renters

RECRUIT VOLUNTEERS

Many of the plan's recommendations can be implemented through the work of volunteers, including residents serving on boards, committees and commissions, as well as individuals serving non-profit organizations (cultural, environmental, education, etc.) that help support the positive quality of life in Derry. Efforts should be made to recruit volunteers from all segments of the town's population, including youth and elderly.

REVISE ZONING

The plan recommends revisions to existing zoning in order to bring the bylaw in line with the master plan goals. These include:

- Rezoning the **area associated with the new Exit 4A** to include mixed uses in the form of an "entertainment district," with research/high tech/office park zones and affordable housing options
- Amending the existing zoning ordinance to allow and **encourage desirable alternative housing types**, as well as small-scale multi-family infill in downtown neighborhoods, village centers, and business transitional zones

- Reexamining zoning regulations to **integrate new types of industries and mixed-use** in current development/redevelopment districts.
- Amend existing zoning and land development regulations to **incorporate standards that result in the reduction of greenhouse gasses**, including adopting site design and construction methods that maximize energy efficiency in homes, buildings and infrastructure.

SEEK FUNDING

Many of the plan’s recommendations will require funding from federal, state, and regional sources, as well as private entities such as the New Hampshire Charitable Trust. The town should make every possible attempt to pursue a variety of funding sources, and do so on a regular, ongoing basis.

KEEP THE PLAN UP TO DATE

Generally speaking, municipalities complete a new master plan every ten years or so, and Derry should anticipate an update when the ten-year period is over, around 2030. In the interim, the town should periodically assess its progress with plan implementation, and make adjustments, as required. This will help keep the master plan “alive” throughout this decade timeframe.

ENGAGE IN REGIONAL COOPERATION

Another way of increasing the town’s capacity to implement the master plan goals is through collaboration with surrounding communities and the regional networks that support them. Working together, communities can share resources, increase efficiency, and more boldly address issues of regional concern. The State of New Hampshire defines these issues as ones concerned with **natural resources, public facilities, economic and housing potential, transportation, agriculture, and open space**.¹

NATURAL RESOURCES

Derry lies within three major watershed areas and contains several surface water bodies and waterways, including the Merrimack River, Piscataqua River and Beaver Lake Watersheds, and Adams, Ballard and Hood Ponds. Surface and groundwater do not follow municipal boundaries, therefore it makes sense for these to be protected from contamination by collaborating with adjacent towns. Ways in which municipalities can coordinate include monitoring water quality, conducting assessments, joint training of employees who work in areas where industrial materials or activities are exposed to stormwater, etc. Similarly, many species of wildlife cross freely over town lines, thus critical habitat must be protected through a multi-municipality effort.

¹http://www.nashuarpc.org/files/5814/2988/4524/The_Master_Plan_in_NH_Final_2013-10-17.pdf

PUBLIC FACILITIES

Water Delivery System

At the time of the compilation of the 2020 master plan, Derry was discussing the town's participation in an inter-municipal regional water delivery system with the State of New Hampshire. The state would extend and upgrade Derry's water system at no cost to Derry and would connect pipes from Manchester, through Derry to the Town of Windham.

Fire Department

The Derry Fire Department conducts its own dispatch and provides contracted regional dispatch to the towns of Chester, Auburn and Windham. The Department also provides contracted EMS services to the Towns of Chester and Auburn.

Wastewater Treatment

Derry currently receives and processes 329,000 gallons per day of waste from Londonderry. The planned development at Woodmont is estimated to add 1,000 residents and 750,000 sq. ft. of commercial development. The build out has not been finalized so at this time it is not possible to know how much of an increase in waste this will generate. With this significant additional development and the related increase in inflow expected, there may be a need to adjust to accommodate to this increase. One option would be to change the contractual agreement with Londonderry. The other is to expand the wastewater treatment plant (the Town has the ability to do so if needed).

ECONOMICS

According to the Regional Economic Development Center Serving Southern New Hampshire (REDC)² there are a number of opportunities for municipalities to cooperate so as to make efficient use of municipal resources, including staff time and expertise as well as taxpayer dollars. These include electricity aggregation, regional household hazardous waste collection, surface and groundwater protection, water supply planning.

The purpose of resiliency planning is to *“enable government, business and industry, and residents to assess the risks and recover quickly from a major disruption to our economic base. The region’s ability to prevent, withstand, and quickly recover from a shock is linked to our economic prosperity.”*

– Regional Economic Development Center Serving Southern New Hampshire, Comprehensive Economic Development Strategy, 2018.

The planned new development in Londonderry that is estimated to include 1,000 new residents and 750,000 sq. ft. of commercial development will impact Derry, most notably

² REDC, *Comprehensive Economic Development Strategy, 2018.*

in terms of additional traffic, but also potentially on Derry's downtown through competition with local business establishments.

TRANSPORTATION

Transportation networks are, by definition, regional in nature and because of this, improvements to them should be approached on a regional basis when possible, relevant, and/or appropriate. The soon to be completed Exit 4A, designed to connect to Folsom Road in Derry and to the west, Londonderry, will have regional impacts and implications. It is important that these be studied and addressed.

AGRICULTURE AND FARMS

Derry's farmlands contribute to the town's character, not only for their scenic value but also as a source of healthy local food, thus reducing the town's carbon footprint and supporting healthy eating. Unfortunately, it has become increasingly difficult for farmers to continue to make a living from this traditional vocation and in many communities, support includes some sort of subsidy. Additionally, many farmers are approaching retirement age and they do not have a successor identified.

Through purchases and easements, Derry has protected approximately 279 acres that largely consist of prime agricultural land and forests. By collaborating with surrounding towns on additional purchases and protections, the town increases its chances of successfully preserving farming in Derry.

RECREATION

Trails and scenic byways have become increasingly popular, and Derry's residents and visitors enjoy several hiking and multi-use trails. There are plans to connect the Derry Rail Trail/Bike path to the Londonderry Trail and the Rockingham Recreational Trail runs through several municipalities. Paving, signage, and maintenance of these and other trails can be coordinated amongst municipalities so as to be most efficient and cost effective. Plans have been completed for the Frost-Stagecoach Scenic Byway, a vehicular route that will connect historic resources in Hampstead, Derry and Auburn, and terminating at Manchester.

CREATING AN AGE-FRIENDLY COMMUNITY

In 2017, the Southern New Hampshire Regional Planning Commission undertook an Age-Friendly Community assessment of Derry, as part of a region-wide study. The effort examined how the town is serving its population in the areas of transportation/connectivity, housing, recreation/engagement, and economic/business development. In the

areas where Derry is not fulfilling the needs of its residents (of all ages), opportunity exists to work with neighboring towns to help improve the overall quality of life for all.³

COOPERATIVE PURCHASING AGREEMENTS

In 2012, the Southern New Hampshire Planning Commission engaged in study to determine how communities could expand resource sharing and group purchasing with the state, with the goal of saving time, resources and money in the delivery of public services, programs and facilities. The study found six ways this could be accomplished, (1) office supply bidding, (2) cooperative fuel purchasing, (3) sharing a grant-writer, (4) sharing a professional planner, (5) out-sourcing information technology (IT), and (6) cooperative utility purchasing.⁴ By participating such agreements, Derry has the potential to not only increase its capacity, but also save money and offer more and better services to its residents.

HAZARD MITIGATION

Derry has an updated Hazard Mitigation Plan that lists a series of action steps to help the Town to reduce the potential impacts of hazards, but also to implement in the case of a natural or human-caused hazard. The Plan does not seem to include cooperation with neighboring municipalities. When a natural disaster occurs it most often ignores municipal boundaries. Derry could collaborate on at least some of the mitigation tasks including monitoring climate conditions and other predictors of potential natural hazards. Additionally, in the case where special equipment may be required to address the harmful effects of a disaster, perhaps Derry and surrounding towns can share the cost.

DERRY-BASED RESOURCES WITH REGIONAL APPEAL

The following natural and cultural assets appeal to both residents of the town, as well as visitors from the region. Opportunity exists to connect with adjacent towns in the region to build audiences, recruit volunteers and board members, and solicit financial support.

- Robert Frost Farm
- Derry Opera House
- Derry Museum of History
- Upper Village Hall
- Stockbridge Theater
- Tupelo Music Hall
- Historic section of Forest Hill Cemetery

³ http://www.snhpc.org/?page=granite_state

⁴ [Survival Through Regionalization: Effective Models for Intergovernmental Cooperation and Group Purchasing \(http://www.snhpc.org/pdf/MutualSharingFinal040414.pdf\)](http://www.snhpc.org/pdf/MutualSharingFinal040414.pdf)

- Derry Rail Trail/Bike path (plans to connect to Londonderry Trail)
- Rockingham Recreational Trail
- Frost-Stagecoach Scenic Byway
- Ballard State Forest and Taylor Mill
- Derry Conservation Area Trails

TOP 12 KEY RECOMMENDATIONS

The following represents a list of the top twelve (12) recommendations regarded as key for achieving the goals and objectives laid out by the master plan. These stand out as the highest priority among all the proposed actions. Many of these recommendations fulfil more than one of the six master plan goals, and the order in which they appear is of no particular importance.

Develop a **Downtown Revitalization Plan**

- Improve walking, biking, streetscape, facades, outdoor seating, parking
- Make downtown a destination- more retail, restaurants
- Support visual and performing arts and revitalize Hood Pond/Park
- Consider expanding downtown to Crystal Avenue

Complete a feasibility study for a multi-generational **Community Center**

- Space for programming for increasing population of older adults and changing expectations
- Space for Teen Center, homeschoolers, social clubs, etc.
- Recreation (consider swimming pool), Art center
- Include partners such as the Marion Gerrish Community Center, Parks & Recreation, Boys and Girls Club

Design and plan a town-wide **pedestrian and bike network** with associated amenities.

- Sidewalks, Safe Routes to School, Bike paths, bike racks, ADA access
- Trail system with additional parking and improved signage

Support **older adults** who wish to age in place.

- Help to stay in their own home
- Encourage creation of small, affordable smaller units designed for access
- Provide transportation to medical visits, groceries, and field trips
- Access to recreation, socialization, health and wellness

Attract **young adults** to live in Town

- Support visual and performing arts, breweries, more music downtown, etc.
- Improve walkability, bikeability, trails and recreation
- Promote green initiatives
- Create opportunities for employment

Develop a Vision and Plan for the **Exit 4A Gateway**

Develop a Strategic Plan for implementing the opportunities provided by the **Cultural District**

Develop a plan to promote **heritage tourism** (including historic buildings and legacy stories including Robert Frost, Alan Shepard, potatoes, H.P. Hood & Sons, Londonderry Linen, etc.)

Develop a **Climate Change Adaptation and Resiliency Plan** (promoting renewable energy sources, smart growth land use policies, and resilience to extreme weather conditions)

Encourage more **community gathering** (organize events and activities, recreation, entertainment, family-oriented, oriented to older and young adults, third places, indoors and outdoors, etc.)

Develop a **Health and Wellness Campaign** (e.g. “Let’s Move Derry”). Promote healthy food, fitness, healthy lifestyle choices, community health. Focus on physical and mental health.

Explore variety of **affordable housing options** for older and younger adults (micro units, work-live units, walkable neighborhoods, etc.)

KEY CAPITAL EXPENDITURES IDENTIFIED IN THE PLAN

The following are the key capital expenditures outlined in the Implementation Plan. These are phased over time and it is recommended that a variety of funding sources be explored.

- Relocating the Police Headquarters to mitigate impacts of Exit 4A
- Upgrading the Fire Department stations and related facilities
- Additional recreational facilities
- Intergenerational Recreation and Community Center
- Additional services and facilities for older adults
- Retrofitting municipal facilities with renewable energy sources & other energy reduction measures
- Walking/Biking Infrastructure (sidewalks, crosswalks, bike paths, Rail Trail)
- Streetscape improvements to Downtown



KEY TO THE IMPLEMENTATION PLAN TABLES

Priority/Timing

#1: **Immediate:** 1-5 years

#2: Intermediate: 5-10 years

#3: Future (re-evaluate in 10 years): 10 – 20 years

#4: On-going (continue & support action already in progress)

#5: Sustained Effort (initiate new action step and sustain over time)



"Ripe Apple" – "Low lying fruit" - when an action step is considered to be a "low-hanging fruit", that is, relatively low cost, low level of effort, with desirable impacts.

Existing Resources: identifies some of the known relevant organizations or other resource(s). Intended as a starting point, it is not a comprehensive listing of these. Existing studies are also referenced here. It should be noted that not all have been adopted, they may be useful as references nevertheless.

Italics: use to indicate reference to an existing document or study

Funding Category: capital and/or operating and maintenance cost

Lead: The Town department, board, committee or other entity that is considered the most appropriate as the party responsible to lead the effort. Others listed are considered relevant Partners.

(new): indicates a board or committee that is being recommended and that doesn't currently exist.

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GOAL 1: MAKE DERRY A DESTINATION FOR THE ENJOYMENT OF BOTH RESIDENTS AND VISITORS ALIKE.

Derry's many natural and cultural resources together with its historic downtown, contribute to the quality of life for residents and, at the same time attract visitors interested in hiking, kayaking, and birdwatching, as well as Southern New Hampshire history. Despite their popularity, some of these resources, including the downtown, are in need significant improvements and others, such as conservation lands, trails, and historic sites, need more directional and interpretive signage in order to better serve the public.



The Robert Frost Farm, one of Derry's many visitor attractions, is a prominent stop on the Robert Frost Scenic Byway

Derry's natural resources include conservation areas and farms, as well as medium sized lakes and small ponds. Two trail systems, the Derry Rail Trail and Rockingham Recreation Trail, connect some of the town's open spaces, and the Robert Frost Scenic Byway passes and incorporates several historic sites. Derry retains several significant historic buildings and landscapes, including the Taylor Mill, Robert Frost Farm, East Derry Village, First Parish Church, Forest Hill Cemetery, Alan Shepard home and many others. The stories associated with these sites reinforce their importance to the town

and support the need to preserve them. Missing from this collection of resources are clearly defined connections between them, including, but not limited to interpretive materials (both web-based and printed) trails and signage. By making these connections, residents and visitors can gain more access to and develop greater appreciation for these natural and cultural assets.

Derry's intact downtown, with its dining and shopping establishments and walkable scale, has the potential to

become the town's "living room." In order to achieve this, the town will need to enhance the streetscape, improve access to parking, and attract more retail and restaurant options.

DERRY VOICES

"Attract more stores, shops and restaurants"
(Downtown Forum)

"Create visitor opportunities to seek out space-theme-based scavenger hunts for children, teens, families and older adults" (Master Plan public forum)

"Complete Rail Trail connection to Londonderry and make Derry's hiking trails more visible through signage." (Master Plan public forum)

An enhanced streetscape should include upgraded and well-maintained sidewalks and crosswalks, well-placed street furniture, and building facade improvements.

One of the issues limiting the town's ability to attract visitors is a lingering negative reputation. Opportunities to address this include (1) enforcing the blight ordinance to promote better property management buildings, (2) increasing public safety through improved lighting and greater visibility of police presence, and (3) promoting Derry and its resources to the region and the state through the State Office of Tourism and regional media outlets.

Objective 1.1. Improve and promote Derry's **DOWNTOWN**

Objective 1.2. Preserve Derry's **TOWN CHARACTER**

Objective 1.3. Work to improve Derry's lingering negative **REPUTATION**

Objective 1.4. Promote Derry's **HISTORY** and protect its historic buildings

Objective 1.5. Protect and promote the Town's **NATURAL RESOURCES**

How the recommendations address key planning principles:

Environmental Stewardship	<ul style="list-style-type: none"> Protecting the town's natural resources will provide enjoyment to future generations as well as benefits that natural resources provide such as shade and reduction of CO²
Health & Wellness	<ul style="list-style-type: none"> Improving the infrastructure for walking and biking provides additional opportunities to increase residents' fitness, reducing the incidence of obesity and associated diseases
Economic & Social Vitality	<ul style="list-style-type: none"> Attracting additional establishments to the downtown will help to create a more vibrant town center Attracting visitors by promoting the town's resources will help to create more revenues for existing establishments and perhaps entice the addition of new businesses The addition of retail and restaurants will broaden employment opportunities in town

IMPLEMENTATION MATRIX: Action Plan

GOAL 1.0: Make Derry a Destination for the enjoyment of both residents and visitors alike.

OBJECTIVE 1.1. Improve and promote Derry's Downtown

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
1.1.1. Market the Downtown better	Breweries Trails Coffee shops Opera House Library Local eateries UNH First Impressions Program Hood Park MacGregor Park Rail Trail Marion Gerrish Community Center Local schools i.e. Pinkerton Academy to engage youth	<p>Incorporate marketing of the Downtown into the strategic marketing plan (Strategies 2.1.2, 2.1.4, and 2.2.4). Marketing can be Downtown-specific or part of a town-wide branding effort. This includes digital efforts such as promotional emailing, updating the Town's website, social media, and a Derry app (Strategy 2.1.2)</p> <p>Encourage more cultural and artistic activities, public art, and connections between these resources; consider the possibilities under the creative economy (Strategies 2.2.2 & 2.2.3)</p> <p>Partner with Chamber of Commerce for activities, promotions, business development, cultural/arts events, funding, and branding</p> <p>Include the benefits of the federally designated Economic Opportunity Zone into the area's marketing strategy</p> <p>Expand the definition of the boundaries of downtown to include nearby retail, dining, and cultural uses (END NOTE 1).</p> <p>Install signage (1) that provides directions to parking, business, and other commercial areas in town (i.e. the West Running Brook District) (2) that promotes historic and cultural assets in town (3) that is uniform with the marketing strategy</p>	<p>Employ the recent Cultural District designation¹ as a revitalization tool. Some grants may be available for cultural districts</p> <p>Chamber of Commerce</p> <p>Opportunity Zone investments</p>	<p>LEAD: Economic Development Director</p> <p>PARTNERS: Chamber of Commerce Planning Department Greater Derry Arts Council Commerce Corridor Committee Derry Public Library Marion Gerrish Center</p>	#2
1.1.2. Create a Downtown Merchant's Assoc.	Existing businesses	<p>Involve business owners in creating a unifying vision for the downtown and discussing the organization of more events/activities i.e. winter holiday activities</p> <p>Host business-owners' gatherings to connect owners with other professionals in the town (Strategy 2.1.3)</p> <p>Bridge gaps between resources and people including those involved in the creative economy, other commercial</p>	<p>Consider establishing a Business Improvement District (BID)</p> <p>Explore funding through Main Streets, Complete Streets, and</p>	<p>LEAD: Economic Dev. Director</p> <p>PARTNERS Chamber of Commerce Commerce Corridor Committee</p>	#4

¹ See https://www.unionleader.com/news/local/derry-councilors-approve-new-cultural-district/article_d736efef-9aad-5ef7-ac1b-65a2b5ab8954.html

OBJECTIVE 1.1. Improve and promote Derry's Downtown

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		districts, and larger-business owners in town	similar grant programs Opportunity Zone investments	Economic Development Advisory Committee Park & Rec	
1.1.3. Improve streetscape	Town Pavement Management Program Derry Commerce Corridor Façade Improvement Program	Repair and extend sidewalks and ramps to make more accessible to all ages and abilities Improve crosswalks, lighting, and general infrastructure of the area to be more connected Provide attractive street furniture and greenery to liven the streetscape, including benches, trees, street lights, planters, wall planters, etc. Continue to expand façade improvement program/incentive programs for property owners Review and update design guidelines for the Downtown district to incorporate local artwork and the creative economy (Strategy 2.3.2) Consider placing overhead utilities underground, particularly in the Downtown and Crystal Avenue area Tackle blight by encouraging the temporary use of vacant spaces and addressing issues with absentee landlords	NHDOT Transportation Alternatives Program (TAP) Fund Commerce Corridor TIF district funds Downtown Revitalization Tax Credit Program Public-Private Partnerships Opportunity Zone investments	LEAD: DPW PARTNERS: Planning Department Economic Development Director Commerce Corridor Committee Derry Village Garden Club Economic Development Advisory Committee The Center for Women and Enterprise	#1
1.1.4. Encourage desirable uses including mixed-use development	Recent zoning updates	Use GIS to map future buildout Encourage more unique independent and destination businesses, including those who are self-employed/work from home (Strategy 2.1.1) Market the town to developers while enforcing design guidelines – especially those focused on mixed uses (Strategy 2.3.2) Consider providing a public restroom and offer amenities such as maps, a water bottle filling station, and a bike repair station Encourage establishment of new business types, such as a bowling alley and other nightlife activities Include this in the strategic marketing plan for the town (Strategy 2.1.4)	Opportunity Zone investments Public-Private Partnerships	LEAD: Planning Dept. PARTNERS: Economic Development Director Economic Development Advisory Committee Commerce Corridor Committee DPW	#2 - tied

OBJECTIVE 1.1. Improve and promote Derry's Downtown

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
1.1.5. Improve pedestrian/bike infrastructure in the Downtown (See Also Objective 4.4.)	Sidewalks on main streets Crosswalks at main intersections Bike racks	Continue to maintain sidewalks and crosswalks, including re-painting street-print Implement elements of the 2008 traffic study Consider bike lanes, adding more bike racks, and implementing a pilot bike-share program Install temporary speed bumps to calm traffic and prevent injuries Make east-west trail connections	NHDOT Transportation Alternatives Program (TAP) Fund Commerce Corridor TIF district funds Opportunity Zone investments	LEAD: Planning Dept. PARTNERS: DPW NH Complete Streets Coalition Bike Walk Alliance of NH Commerce Corridor Committee	#3
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

1. There was a lot of support for additional opportunities for community gathering. Participant ideas include outdoor movies, arcades, a bowling alley, pool halls, family park, outdoor skating (winter), outdoor concerts (summer), movie theater, bars, galleries, festivals, fairs outdoor seating, etc. There was also much discussion and support for a multi-generational community center and some conversation around creating a "real" senior center.

There seems to be a desire to make Downtown more family-friendly as well as more attractive to adults, especially young adults with more to do at night, additional cultural opportunities as well as unique restaurants, coffee shops and breweries.

IMPLEMENTATION MATRIX: Action Plan

GOAL 1.0: Make Derry a Destination for the enjoyment of both residents and visitors alike.

OBJECTIVE 1.2. Preserve Derry's town character

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
1.2.1 Preserve Derry's old New England charm	Historic buildings, historic landscapes, scenic roads, natural areas	<p>Identify features that make Derry unique</p> <p>Retain history while at the same time modernizing</p> <p>Preserve open space and trees</p> <p>Promote arts, entertainment and culture</p> <p>Develop a program to provide markers/plaques for historic properties, identifying, at a minimum, the year of construction</p> <p>Create an application for Derry's existing resources that is easy for pedestrian users to access</p> <p>Create cultural signs along roadways</p> <p>Tell the stories of Derry through websites, pamphlets and social media</p> <p>Align building codes across all districts in town</p> <p>Establish opportunities for visitors to seek out resources, such as theme-based scavenger hunts for young children/teens/families/older adults</p> <p>Make a financial commitment to the restoration of the meetinghouse at the First Parish Church</p>		<p>LEAD: Heritage Commission</p> <p>PARTNERS: Planning Department</p>	On-going
1.2.2 Respect the diversity of land uses in the town center, suburbs and	Districts: -East Derry -Derry Village -Downtown	More clearly define the four Derrys: East Derry, Derry Village, Downtown and West Derry and establish a		LEAD: Town Administrator	Sustained Effort

Derry, New Hampshire Master Plan

OBJECTIVE 1.2. Preserve Derry's town character

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
rural areas, as well as the connections between them	-West Derry	<p>vision for how they work together as a single unit for the town</p> <p>Better define where multi-family housing is most appropriately located</p> <p>Where desired, change residential properties over to commercial uses; discourage this change where not desired</p> <p>Support in-fill development in denser areas already serviced by public utilities</p> <p>Encourage more small businesses, and fewer malls, big-box and chain stores, and storage facilities</p> <p>Enforce existing zoning more stringently</p> <p>Review and revise existing zoning regulations to help foster good design</p>		<p>Planning Department</p> <p>PARTNERS: Economic Development Director</p> <p>Planning Board</p>	
1.2.3. Promote good community design		<p>Improve connections (including transportation links) between separate parts of Derry, and especially between adjacent districts</p> <p>Review and update design guidelines for downtown and developed new guidelines for the new gateway at Exit 4A</p> <p>Consider the livability and recreation needs of all age groups</p> <p>Develop an online resource with easy-to-use maps and descriptions of parks and conservation areas</p> <p>Create and install signage that is compatible with the character of Derry</p>		<p>LEAD: Planning Department</p> <p>PARTNERS: DPW</p> <p>Parks and Recreation Department</p> <p>Planning Board</p>	#1

OBJECTIVE 1.2. Preserve Derry's town character

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					
<ul style="list-style-type: none"> Considerate consolidating zoning districts to facilitate and streamline development process. 					

ENDNOTES

1. The public voiced strong support for promoting good community design through such efforts as the Façade Improvement Program. Other areas of interest related to preserving Derry's town character included identifying features that make Derry unique and preserving and promoting these; respecting the diversity of land uses including the Downtown, Derry Village, East Derry and West Derry, as well as the connections between them; and focusing on community and culture-centered projects.

IMPLEMENTATION MATRIX: Action Plan

GOAL 1.0: Make Derry a Destination for the enjoyment of both residents and visitors alike.**OBJECTIVE 1.3. Work to improve Derry's lingering negative REPUTATION**

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
1.3.1. Promote Derry to the region and state (SEE ALSO Objective 1.1)	Businesses Natural areas and recreation trails Cultural facilities including Opera House, libraries, Robert Frost Homestead Chronicle NHPR Local Newspapers	Develop and implement a marketing and advertising plan to promote Derry Develop a new brand for Derry, emphasizing the town's business, natural, cultural, recreation assets Establish a town-funded position responsible for coordinating promotional and marketing activities on the Internet Create and distribute a Derry brochure Produce a digital interactive map of Derry Discontinue "Spacetown" and develop something new Periodically reach out to news outlets, including "Chronicle" and NHPR, to profile Derry's assets Keep online social media campaign current as a way to keep news outlets informed SEE ENDNOTE #1		LEAD: Town Council Economic Development Director PARTNERS: State Office of Tourism (Visit NH) Visit New England	#1
1.3.2. Promote better property maintenance	Existing blight ordinance Existing littering laws Existing facade improvements program	Contact absentee landlords to make them aware of existing blight ordinance; fine (to the extent of the law) landlords who do not maintain properties Enforce ordinance regarding upkeep of blighted and empty buildings Enforce littering laws Create financial incentives for business owners to better maintain their properties	Commerce Corridor Facade Improvements Program Downtown Revitalization Tax Credit Federal Historic Preservation Tax Credit program	LEADS: Building & Property Maintenance Committee/ Building Inspector PARTNERS: Planning Department Police Department	#1

Derry, New Hampshire Master Plan

OBJECTIVE 1.3. Work to improve Derry's lingering negative REPUTATION

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
	Existing revitalization and preservation tax credits	<p>Create financial incentives for rental housing owners to better maintain their properties</p> <p>Take advantage of Façade Improvements and Tax Credit programs</p> <p>Utilize vacant storefronts and lots for design competition(s) to showcase work of local artists</p> <p>Continue uptick of downtown street activity/presentations</p>		<p>NHDHCR</p> <p>Economic Development Director</p>	
1.3.3. Increase public safety (SEE ALSO Objective 1.1)		<p>Improve lighting in the downtown</p> <p>Increase police presence by the expansion of a Downtown beat on foot or bicycle</p> <p>Improve pedestrian amenities</p> <p>Improve streetscape including adding traffic-calming amenities;</p> <p>Slow the flow of traffic along Broadway</p> <p>Expand amenities for bicyclists, including more bike lanes</p> <p>Install flashing pedestrian beacons at heavily-used crosswalks and at all crossings of the rail trail</p>		<p>LEAD: DPW</p> <p>PARTNERS Police Department</p> <p>Planning Department</p>	On-going
1.3.4. Improve transparency of town government (SEE ALSO Objective 4.6)	<p>Town website and Facebook page</p> <p>DerryCAM</p>	<p>Strive to make decision-making clearer to the public</p> <p>Follow RSA 91A: Access to Meetings and Information</p> <p>Keep social media, including town website and Facebook page, up to date; consolidate and integrate websites and social media sites</p> <p>Create an application specific to Derry</p>		<p>LEAD: Town Council</p> <p>PARTNERS: DerryCAM Derry residents</p>	Sustained Effort

OBJECTIVE 1.3. Work to improve Derry's lingering negative REPUTATION

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

1. The public emphasized the need to focus on Derry's assets, rather than dwell on its deficiencies. For example, strong support existed for development and implementation of a marketing and advertising plan to promote Derry to the region and state. Other areas of interest were improving the transparency of town government; encouraging developers and retailers to improve and keep up facades and landscaping; offering incentives to businesses for upkeep or to encouraging them to move into "used" spaces and repurposed spaces.
2. Recent studies indicate that brands that are driven by the local community and thus reflect that community – including names, logos and taglines that represent how residents think of themselves – are the most lasting and effective. For examples of branding successes, see: <https://www.minnpost.com/metro/2019/09/from-wedo-to-east-town-why-so-many-neighborhood-branding-efforts-in-minneapolis-go-up-in-smoke/>

IMPLEMENTATION MATRIX: Action Plan

GOAL 1.0: Make Derry a Destination for the enjoyment of both residents and visitors alike.

OBJECTIVE 1.4. Promote Derry's history and protect its historic buildings


Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
1.4.1. Incorporate the Derry Heritage Commission in town planning and zoning, per RSA 673.4-a	Derry Heritage Commission NH Division of Historic Resources (NHDHR)	Establish on-going communication between the Heritage Commission and town departments/boards, including the Planning Department and Economic Development Director Undertake a town-wide preservation planning process Establish new National Register Districts and Local Historic Districts Consider a demolition delay ordinance Consider tax credits for preservation of historic buildings Consider providing grants to encourage and reward historic preservation efforts Provide residents with information regarding tax incentives for preserving their historic properties Develop an approach to encourage private property owners to maintain their historic properties Connect historic and cultural resources through expansion of sidewalk and bike route networks	Certified Local Government grants Federal Historic Preservation Tax Credits New Hampshire Barn Assessment Grants (SEE ENDNOTE #2 for additional funding information)	LEAD: Heritage Commission PARTNERS: Planning Department Planning Board Historic property owners Economic Development Director	On-going

Derry, New Hampshire Master Plan

OBJECTIVE 1.4. Promote Derry's history and protect its historic buildings

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
1.4.2. Update and expand upon inventory of historic resources SEE ALSO Objective #1.2.1	Existing inventory completed in 1986 Historic buildings and landscapes Derry Public Library website	Update the existing inventory to add missing historic structures and landscapes and to denote ones that have been removed/significantly modified Establish priorities within the inventory, emphasizing structures and landscapes that are most prized by current (and future) residents Continue to maintain and update the digital database for the historic resource inventory, and make the inventory accessible through the internet (via the Derry Public Library) Establish a plaque/marker program for historic properties that indicates the date of construction, original owner/owner occupation, etc. Conduct walking tours of significant buildings (models for this include Marysville, OH)	Certified Local Government grants	LEAD: Heritage Commission PARTNERS Derry Public Library and Taylor Library	#2
1.4.3. Commemorate Derry's important historic figures and events	Original Derry settlement (East Derry) Taylor Sawmill Robert Frost (State Historic Site) Alan Shepard Hood Dairy Londonderry linen	Commission a monument/statue to honor Alan Shepard Organize a poetry slam at a local brewery or coffee shop and feature the work of Robert Frost Host a "Nation's First Potato" festival Host linen festival to attract regional weavers of flax to the area Create and make available through multiple outlets (including online platforms) a map of historic sites and conservation lands	NH Poet Laureate program (NH State Council on the Arts) NH Humanities Council grants	LEAD: Heritage Commission PARTNERS: Local breweries/coffee shops Greater Derry Arts Council	On-going

OBJECTIVE 1.4. Promote Derry's history and protect its historic buildings

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>Clean up areas around existing historic markers and signs</p> <p>Provide parking pull off areas for visitors to historic sites</p> <p>Involve preschoolers, schoolchildren and seniors as volunteers in efforts to commemorate historic figures and events</p> <p>Provide seniors with discounts as compensation for leading tours and answering history-related questions</p>			
1.4.4. Promote the efforts of local historians/storytellers and historical organizations	<p>Richard Holmes</p> <p>Mark Mastromarino</p> <p>Derry Public Library</p> <p>Taylor Library</p> <p>Friends of-Forest Hills Cemetery</p> <p>East Derry Village Improvement Society/Upper Village Hall</p> <p>First Parish Church</p>	<p>Incorporate these individuals and properties into planning efforts for the Derry Cultural District</p> <p>Collect stories and photographs of sites and build a website to house and showcase them</p> <p>Organize history-related walking tours</p> <p>Distribute materials in written and digital forms, including maps with guides and digital social media</p>	NH Dept. of Historical Resources grant programs (LCHIP, Moose Plate)	<p>LEAD: Derry Heritage Commission</p> <p>PARTNERS: Storytellers</p> <p>Historical Organizations</p> <p>Friends Groups</p> <p>Greater Derry Arts Council</p>	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					
<ul style="list-style-type: none"> Explore the possibility/feasibility of converting the Taylor Library to a combination children's library with an expansion to the rear to add the Derry Museum, moving the former out of its current basement location. With this, consider the possibility of adding a coffee shop. 					

ENDNOTES

1. Public support focused on promoting Derry's existing historic resources through storytelling and other events that focused on historically prominent figures and sites, such as Robert Frost and Alan Shepard, aimed at residents of all ages, including children. Other support centered on development of preservation tools as a means for saving and preserving historic structures, including a demolition delay bylaw. The public viewed the town's status as a Certified Local Government as a potential source of financial support for preservation initiatives that had not been fully utilized.
2. Several programs exist within the State of New Hampshire that offer potential sources of support for preservation. They include:
 - **Certified Local Government Program.** This program is a partnership between municipal governments and the NH Division of Historical Resources (NHDHR) that encourages and expands local involvement in preservation-related activities. https://www.nh.gov/nhdhr/programs/cert_local_govt.html
 - **Federal Historic Tax Credits.** Federal law provides a federal income tax credit equal to 20% of the cost of rehabilitating a historic building for commercial use. To qualify for the credit, the property must be a certified historic structure—that is, on the National Register of Historic Places or contributing to a registered historic district. This program is administered by NHDHR. https://www.nh.gov/nhdhr/about_crti.html
 - **New Hampshire Barn Assessment Grants.** Administered by the New Hampshire Preservation Alliance, the program provides planning grants prior to rehabilitation. <https://www.nh.gov/nhdhr/programs/barns.html> or <https://nhpreservation.org/old-barn-resources-overview/>
 - **New Hampshire Poet Laureate Program.** New Hampshire's poet laureate is an honorary five-year position held by an individual who has made outstanding contributions to the field of poetry. The program is administered by the NH State Council on the Arts. <https://www.nh.gov/nharts/artsandartists/poetlaureate.html>
 - **New Hampshire Humanities Council.** The state program of the National Endowment for the Humanities, this organization provides financial support for programs which bring history and the humanities to the general public. <https://www.nhhumanities.org/>
 - **New Hampshire State Arts Council.** This state agency supports the efforts of arts and non-arts organizations and individual artists through a variety of grants. <https://www.nh.gov/nharts/index.html>
 - **Land and Community Heritage Investment Program (LCHIP).** This program, managed by a state authority, provides municipalities and non-profits, grants for preserving natural, cultural and historic resources. <https://lchip.org/index.php>
 - **Conservation License Plate Grant Program (Moose Plate Grants).** NHDHR provides grants under this program for the conservation and preservation of significant publicly-owned historic resources or artifacts that contribute to New Hampshire's history and cultural heritage. <https://lchip.org/>

IMPLEMENTATION MATRIX: Action Plan

GOAL 1.0: Make Derry a Destination for the enjoyment of both residents and visitors alike.


OBJECTIVE 1.5. Protect and promote the town's natural resources.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
1.5.1. Improve and promote open space and trail system	Rail Trail Rail Trail Alliance Derry Conservation Commission and Conservation Stewards <i>Derry Open Space Plan</i> Southeast Land Trust of NH	Develop a plan to connect open spaces and create a linked network Continue to extend trail system Promote and make more visible Derry's hiking trails Name the trail circuits Complete the Rail Trail connection to Londonderry Coordinate with Woodmont Commons developers to ensure continuity of rail trail route Recruit additional volunteers for maintenance via existing Conservation Stewards program and establish ventures with local businesses Develop a "brand" for Derry's open spaces and trails as a system and promote both Develop cohesive signage to help orient and direct users Develop an education program to address public concern about ticks, mosquitoes, and other pests and open space/trail safety Clean up Hood Pond and Park and connect them to downtown -Expand programming and amenities at Hood Pond and Park Continue to work with the Southeast Land Trust to connect Derry's lands to the larger regional network of open spaces		LEADS: Town Administrator DPW PARTNERS: Planning Department Conservation Commission Rail Trail Alliance NH State Parks Department Southeast Land Trust of NH Greater Derry Arts Council NH Dept. of Agriculture, Market and Foods UNH Extension (for IPM) Woodmont Commons Developers	On-going

OBJECTIVE 1.5. Protect and promote the town's natural resources.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		Continue to collaborate on the larger Rockingham Recreational Trail with the NH State Parks Department			
1.5.2. Protect open spaces in "rural" areas	Existing conservation areas/easements Existing protected farms Unprotected open space and farmland	Continue to conserve open space as identified the recommendations of the Open Space Plan through acquisitions and conservation easements Pursue agricultural easements for remaining farmlands Pursue open space cluster development zoning per OSRD Work to increase public access to Big Island Pond	LCHIP (See ENDNOTE #2)	LEAD: Conservation Commission PARTNERS: Planning Board Planning Department	On-going
1.5.3. Support small farming efforts	Existing protected farms CSA Derry Farmer's Market NH Department of Agriculture	Actively advertise/recruit prospective small farmers to the Derry area Allow and encourage auxiliary agricultural uses such as hayrides, corn mazes, farm stands, pony rides Review and amend livestock ordinance to encourage small farms Support/recruit farm-to-table eateries Encourage the establishment of a food coop/culinary incubator Partner with school to provide agricultural programs for students Continue to promote local farms for events during farmers' market		LEAD: Economic Development Director PARTNERS: Planning Board NH Department of Agriculture Derry Farmer's Market	#2

OBJECTIVE 1.5. Protect and promote the town's natural resources.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		season; provide indoor options for later in the fall			
1.5.4. Encourage educational use of natural areas	Existing lakes, ponds, streams, and trail systems	<p>Support efforts of the Conservation Commission to encourage family use of conservation areas</p> <p>Make education connections between schools and the conservation lands and public lands close to schools</p> <p>Make educational connections between home-schoolers and charter schools and conservation lands</p> <p>Organize a "Nature's Classroom" for families for young adults</p> <p>Place interpretive signs and kiosks at natural areas (as at the Robert Frost Farm)</p>		<p>LEAD: Derry Public Schools</p> <p>Homeschooling Network(s)</p> <p>PARTNERS: Conservation Commission</p> <p>Southeast Land Trust of NH</p>	<p>#1</p> 
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

- Public support for protection and promotion of the town's natural resources was very strong, particularly in regard to the open space system and trail network. Many residents would like to see the trail system extended, so that Derry can access both the sea and the mountains via biking, walking or hiking. They also were strongly in favor of the clean up and restoration of Hood Pond, and would like to see the Conservation Commission organize more events and activities that encourage families and school children (via the schools) to enjoy and learn from the town's open space.
- Land and Community Heritage Investment Program (LCHIP).** This program, managed by a state authority, provides municipalities and non-profits, grants for preserving natural, cultural and historic resources.
<https://lchip.org/index.php>

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GOAL 2: ENCOURAGE ECONOMIC DEVELOPMENT IN ORDER TO CREATE MORE EMPLOYMENT OPPORTUNITIES AND TO EXPAND THE TAX BASE.

Derry has a variety of characteristics that position it to be a bustling hub for economic activity in Southern New Hampshire. Just forty-five minutes north of Boston off Route 93, with Routes 28 and 102 running vertically and horizontally within its borders, Derry has a strong advantage when growing its corridors of commerce. Derry also has a plethora of historical and cultural assets that can be utilized to grow local creative economy, including linking these assets for the public.

To reach full economic potential, Derry needs to update its marketing strategy to be more dynamic, informative, and available to residents and visitors alike. This includes using digital communication in addition to posted signage to highlight what already exists in the town, conveying the message that Derry is “open for business” to prospective clients.

Derry has a walkable downtown, large commercial districts within close proximity to one another, and a new West Running Brook District along Route 28 that is ripe with new business opportunities. The availability of different entertainment establishments along Folsom Road and Tsienneto Road present the opportunity for an entertainment district that would make Derry even more of a regional draw. Improvements that would assist in creating an entertainment district include: (1) linking the effort to a strategic marketing plan, (2) creating a vision and subsequent plan for Route 28 and the potential entertainment district, and (3) actively recruiting businesses.



Tupelo Music Hall

DERRY VOICES

*“Attract more stores, shops and restaurants.”
(Downtown Forum)*

“Create visitor opportunities to seek out space-theme-based scavenger hunts for children, teens, families and older adults.” (Master Plan Public Forum 1)

“Promote awareness of local arts on the local economy.” (Master Plan Public Forum 2)

Promoting digital engagement/outreach, emphasizing the creative economy, and expanding what is currently available in Derry provides the chance to mobilize volunteers and actively involve the youth. Finding new spaces for arts and cultural activities near existing resources draw attendees to the Derry Opera House, Stockbridge Theater, and similar organizations while creating a more vibrant streetscape by retrofitting vacant storefronts.

One of the issues limiting the town’s economic ability is the overabundance of

larger retailers that have claimed the majority of commercial space for their operations, with little-to-no design standards enforced. Opportunity exists to re-examine zoning regulations to be more conducive to mixed-use development and home businesses/self-employment, with basic design standards instituted. This action has the potential to resurge Derry, making the town into a destination with a coherent vision that is business-friendly and maintains a zoning ordinance that acts as a “living” document.

Objective 2.1. MARKET Derry as being “open for business”
Objective 2.2. Promote Derry’s cultural resources and support the growing CREATIVE ECONOMY
Objective 2.3. Support economic development along ROUTE 28 SOUTH

How the recommendations address key planning principles:

Environmental Stewardship	<ul style="list-style-type: none"> Preserving Derry’s assets and creating previously untapped connections will burgeon opportunities for vegetation, landscape improvements, and environmental connections Developing plans for new economic centers in Derry prevent unrestrained chain development that has been commonplace
Health & Wellness	<ul style="list-style-type: none"> Encouraging youth engagement through the creative economy provides previously unavailable social outlets Prioritizing connections that are not automobile-dependent give healthy alternatives
Economic & Social Vitality	<ul style="list-style-type: none"> Attracting additional establishments to the downtown and updating storefronts will help to create a more vibrant town center Attracting visitors by promoting the town’s current resources with a strong marketing strategy will help to create more revenues for existing establishments and create a market for new industries The addition of retail and restaurants will also provide more employment opportunities in town, expand the tax base, and stimulate future investment.

IMPLEMENTATION MATRIX: Action Plan

GOAL 2.0: Encourage ECONOMIC DEVELOPMENT in order to create more employment opportunities and to expand the tax base.

OBJECTIVE 2.1. Market Derry as being “open for business”

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
2.1.1. Promote entrepreneurship, self-employment, and home-based businesses	Existing home-based businesses Economic Development Advisory Committee	Encourage the development of shared work spaces Outreach to existing home-based businesses for input into how the municipality can best support them Engage with Pinkerton Academy to develop internships and training programs for young people		LEAD: Economic Development Director PARTNERS Planning Dept. Code Enforcement Pinkerton Academy	#1
2.1.2. Strengthen use of Derry’s digital communication and use of tools for economic development information, promotion, and growth	Current website	Keep website updated continuously Develop an online marketing plan and implement it including targeted email and social media posts Create a Derry app and utilize social media Expand appeal for further information, additional resources, contact information/how-to contact Engage interest by showcasing businesses, specific causes, etc. as “thank-you’s”		LEAD: Economic Development Director PARTNERS: Planning Dept. DerryCAM Information Technology Dept.	#2

OBJECTIVE 2.1. Market Derry as being “open for business”

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
2.1.3. Organize and support a Council of Economic Advisors to work with the Town Administrator and Economic Development Director on marketing, recruitment, and business incentives	Economic Development Advisory Committee Economic Development Director Planning Director	Continue existing streamlined permitting practices and implement even more business-friendly practices Promote the Technical Review Committee process which includes Code Enforcement, Police, Fire, Public Work, Health and Planning Departments Apply business retention strategies Support the Economic Development Director’s efforts to provide workshops for business development (e.g. SCORE, Center for Women in Enterprise, etc.) Involve local youth through educational partnerships, co-ops, internships, etc. Actively recruit professionals to sit on the Council, and engage local businesses and the youth		LEAD: Town Administrator PARTNERS: Economic Development Director Planning Director	#3
2.1.4. Create a marketing campaign highlighting existing conditions and recent “business-friendly” strides made in Derry including the West Running Brook Commercial District, Opportunity Zone Designation, and Route 28	Economic Development Advisory Committee Economic Development Director Planning Director	Market infrastructure in place that supports businesses in Derry currently including water, sewer, and fiber optics Develop an online marketing plan and implement it including targeted email and social media posts (see objective 2.1.1) Incorporate signage for downtown Derry in strategic areas including on I-93		LEAD: Economic Development Director PARTNERS Planning Dept. Derry Community Access Media New Hampshire Public Radio DPW	

OBJECTIVE 2.1. Market Derry as being “open for business”

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
2.1.5. Market the Commerce Corridor Façade Improvement Program		Door to door meetings with business and building owner		LEAD: Economic Development Director PARTNERS:	
2.1.6. Reexamine zoning regulations to integrate new types of industries and mixed-use in current development/redevelopment districts i.e. breweries	2019 Zoning Ordinance	Avoid a complete zoning rewrite by utilizing alternatives such as PAD site development to have new industries on existing lots Incorporate home occupations in more districts, including industrial districts Endorse new/updated zoning in the marketing plan including the West Running Brook District and the potential entertainment district Combine this effort with promotion of Route 28 for economic growth		LEAD: Planning Dept.	
2.1.7. Explore options for organizing an interlocal or regional economic development entity for southern NH/93 towns, i.e., Build93	Chamber of Commerce	Create a short term rental or sign up space for entrepreneurs to test idea downtown. Use an unused shop front setup to easily be changed/adapted Zoning Issues? Internal directory and annual meetups Make it easy to get started Provide education through mentor program (SCORE, etc.)		LEAD: Economic Development Director PARTNERS:	

OBJECTIVE 2.1. Market Derry as being “open for business”

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>Entrepreneurship is the lifeblood of NH economy. Info to support this.</p> <p>Phase regs that can be used to promote this</p>			

ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER

ADDITIONAL RESOURCES

NH State agency for Tourism: <http://www.visitnh.gov>

NH Department of Natural and Cultural Resources: <https://www.dncr.nh.gov>

IMPLEMENTATION MATRIX: Action Plan

GOAL 2.0: Encourage economic activity in order to create more employment opportunities and to expand the tax base.

OBJECTIVE 2.2. Promote Derry's cultural resources and support the growing creative economy.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
2.2.1. Create an Entertainment District	Sports Zone Stockbridge Theater Studio Lab, Inc. Tupelo Music Hall	Define district boundaries Identify and establish connections between establishments Create a "brand" for the district and implement with signage (specifically Manchester Road), lighting, etc. that can be added to the overall marketing strategy Upsell assets including: Black Box Theater, restaurants/bars, laser tag, etc. Include youth where ever possible Create website or page on the town's website to advertise the district, post events and other listings, etc. Create a vision and plan for the area		LEAD: Economic Development Director PARTNERS: Planning Department Pinkerton Academy, and other local schools Greater Derry Arts Council Public Arts Committee DPW	#1
2.2.2. Provide a variety of spaces to host new arts and cultural activities	Local Artists Vacant Storefronts The public realm	Encourage the addition of art to existing exterior building walls, created by local artists Negotiate with owners of vacant storefronts and retail spaces to host temporary or "pop-up" shows/community events Convert or retrofit suitable buildings to become a community center and arts program Educate and promote awareness of local arts and their impact on the local economy where possible i.e. on the Derry app, social		LEAD: Greater Derry Arts Council/ Public Arts Committee PARTNERS: Conservation Commission Economic Development Director	#2

OBJECTIVE 2.2. Promote Derry's cultural resources and support the growing creative economy.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		median, and other online resources			
2.2.3. Connect existing cultural and historic assets, with resources for the community to utilize	Frost Farm Marion Gerrish Center Upper Village Hall Derry Libraries Derry Opera House Stockbridge Theater Tupelo Music Hall Public Arts Committee	Develop more and better wayfinding for cultural and historic assets within the town, particularly the Downtown Support efforts to cross-promote/advertise i.e. when library distributes museum passes, and opportunities between performances and restaurants Promote Derry's attractions with signage along Interstate 93, and at rest stops Utilize online resources to market resources i.e. a digital interactive map, a Derry app, websites, social media, etc. Survey business owners, board members and other professionals to gather feedback for going forward Establish a downtown kiosk for visitors to learn about Derry's assets	NH State Council on the Arts Grants (See ENDNOTE #2)	LEAD: Greater Derry Arts Council/ Public Arts Committee PARTNERS: Local artists Local venue-operators Local property owners Robert Frost/ Old Stagecoach Scenic Byway Council Greater Derry Arts Council Planning Dept.	#3
2.2.4. Encourage and market visual/performing art throughout Derry	Derry Opera House Current scheduled programming	Support and expand activities such as the Farmers' Market, Derry After Dark, DerryFest, Holiday Parade, events at the Opera House, etc. Utilize online resources to market resources i.e. a digital interactive map, a Derry app, websites, social media, etc. Market the effort with other ongoing strategies – uniform branding in line with objective 2.1 Involve the youth and activate volunteers including performances outside i.e. "comic on the square"		LEAD: Greater Derry Arts Council/ Public Arts Committee PARTNERS: Derry Opera House Local Businesses Pinkerton Academy and other local schools	#4

OBJECTIVE 2.2. Promote Derry's cultural resources and support the growing creative economy.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
2.2.5. Encourage visual and performing art on Broadway		App for Derry Governor's Check Spotlight On Town Social Media Youth/Music Performances In Street "Guitar Wars" "Comic On The Square" Like Faneuil Hall Style		LEAD: Greater Derry Arts Council/ Public Arts Committee PARTNERS:	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

1. The public expressed strong support for the Cultural District as a way of bolstering the economy, connecting existing cultural and historic assets through non-motorized means and wayfinding, as well as supporting the Greater Derry Arts Council and newly formed Public Arts Committee with improved parking at the Opera House and more visual and performing art Downtown. Residents also supported the concept of incubator spaces, as well as expanded activities related to the Farmer's Market, Derry After Dark, DerryFest, Holiday, Parade, and events at the Derry Opera House. An entertainment district centered on the Tupelo Music Hall and Sports Zone (Derry Commerce Park), with more eating, drinking and playing options, was also a popular idea.
2. **New Hampshire State Arts Council.** This state agency supports the efforts of arts and non-arts organizations and individual artists through a variety of grants. <https://www.nh.gov/nharts/index.html>

IMPLEMENTATION MATRIX: Action Plan

GOAL 2.0: Encourage ECONOMIC DEVELOPMENT in order to create more employment opportunities and to expand the tax base.

OBJECTIVE 2.3. Support economic development along Route 28 South

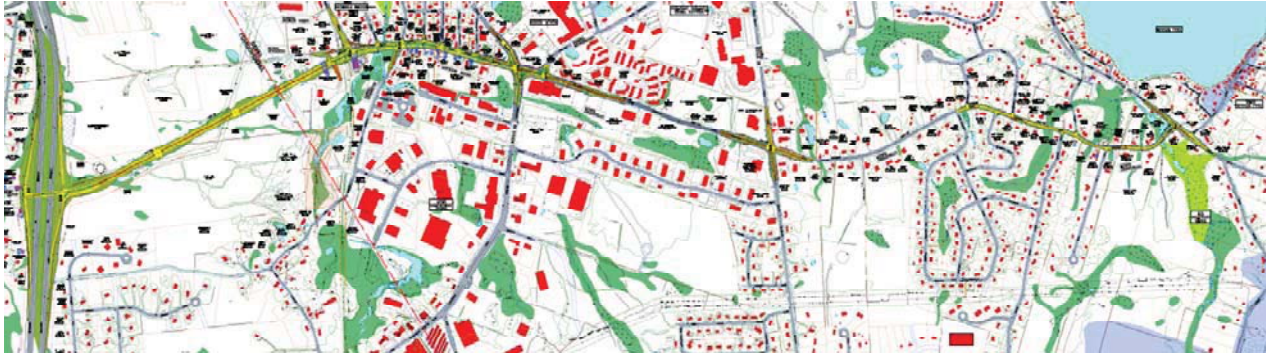
Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
2.3.1. Recruit desired businesses to the area through a strategic marketing plan	Economic Development Small Business Program	<p>Attract industrial, manufacturing, high tech companies as well as smaller businesses to grow the tax base</p> <p>Engage existing businesses as ambassadors to prospective businesses</p> <p>Conduct consistent review of the zoning ordinance to make it more of a “living” document as Route 28 expands</p> <p>Have a clear vision for the area defining what is desired and why</p> <p>Actively work to recruit businesses in the hospitality industry, and supporting businesses, such as hotels and restaurants</p>		<p>LEAD: Economic Development Director</p> <p>PARTNERS: Planning Department</p>	#1
2.3.2. Create a vision and plan for the area in line parallel with recruitment efforts	<p>West Running Brook District</p> <p>General Commercial Districts</p>	<p>Determine desired uses, scale, etc. to develop design guidelines for future outreach to developers/RFP’s</p> <p>Review and revise zoning to support the vision, in coordination with objective 2.1</p> <p>Market mixed-use areas for development along the corridor and provide pertinent information of the process through the proposal stage to construction</p>		<p>LEAD: Planning Department</p> <p>PARTNERS: Economic Development Director</p> <p>Economic Development Advisory Committee</p>	#2 -tied
2.3.3. Support extension of water to Route 28 South		<p>Continue on-going state and intra-municipal efforts to extend water and sewer lines and natural gas</p> <p>Coordinate with expansion of sewer lines</p>	NHDES Drinking Water and Groundwater Trust Fund (DWGTF)	<p>LEAD: Town Council</p> <p>PARTNERS: Economic Development Director</p>	#2 -tied

OBJECTIVE 2.3. Support economic development along Route 28 South

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		Market availability of water to interested investors/developers		DPW Planning Dept. & Planning Board NHDES	
2.3.4. Explore the feasibility of extending sewer to Route 28 South	Capital Improvements Plan	Conduct a feasibility study to evaluate the cost of potential residential connections and to gather public input Explore additional funding options Coordinate with extension of water lines	Town Private developers	LEAD: Economic Development Director PARTNERS: Economic Development Advisory Council NHDES Town of Derry Town of Windham DPW	#2 -tied
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES**ADDITIONAL RESOURCES**

GOAL 3: ADDRESS THE OPPORTUNITIES AND CHALLENGES POSED BY THE **NEW GATEWAY: EXIT 4A**



Residents commute to employment northward and southward as far as Massachusetts, via I-93. Route 102 (Broadway) in Derry provides a direct connection to I-93 in Londonderry via the Exit 4 Interchange. Broadway experiences the highest traffic volumes of any roadway in Derry (18,000 vehicles per day east of Griffin Street).

Broadway is a minor arterial with one travel lane in each direction. It runs through downtown Derry which has several closely-spaced intersections, on-street parking for businesses, and pedestrian and bicycle crossings. Therefore, Broadway is functioning to serve both commuter traffic and downtown users. As result of high traffic volumes, roadway geometrics and conflicts, Broadway experiences traffic congestion, delay and queuing in peak commute periods.

DERRY VOICES

“Encourage face-to-face engagement.
Encourage inclusion & decision-making
process”

“Assist businesses impeded by 4A and keep
them in Derry”

“Connect Derry Rail Trail to Londonderry
Trailway”

The NHDOT Exit 4A interchange project on I-93 involves the construction of a new diamond interchange in the Town of Londonderry between Exits 4 and 5. The new interchange would provide access to the east side of I-93 with a one-mile connector roadway to Folsom Road in the Town of Derry. The intent of the Exit 4A project is to reduce congestion and safety along NH Route 102 from I-93 through Derry’s downtown area and to promote economic vitality in the towns of Derry and Londonderry. The Exit 4A project includes the following elements:

- o A 3.2-mile corridor, including one mile of roadway construction of a new alignment and 2.2 miles of existing roadway reconstruction;
- o A corridor road beginning at the I-93 Exit 4A interchange, traveling southeast through a wooded area to Folsom Road, and connecting with the intersection of North High Street and Madden Road; and

- o A continuation along Folsom Road to Ross' Corner (NH Route 28 and Tsienneto Road), following Tsienneto Road through the NH Route 28 Bypass (Londonderry Turnpike and North Main Street) intersection, and ending at NH Route 102 (Chester Road) near Beaver Lake.

With the new I-93 interchange, traffic volumes are expected to increase along the corridor including Folsom Road and Tsienneto Road. The Exit 4A project provides opportunities for the Town of Derry to shape the land use and character of the northern section of town. The new connector road to I-93 will serve as a Gateway into and out of Derry. The Exit 4A project provides an opportunity for redeveloping existing business and encouraging new businesses along the corridor, and there is an opportunity to rezone the area to promote mixed-use development. However, high traffic volumes may impact access/egress to the police station, and it may be advantageous to relocate the station to a more compatible location. Another challenge will be to protect existing residential neighborhoods from traffic impacts of the new 4A interchange. Traffic calming measures can be considered for local roadways to discourage cut-through traffic and reduce vehicle speeds.

Objective 3.1. Create a VISION for the area

Objective 3.2. Support DEVELOPMENT/redevelopment

How the recommendations address key planning principles:

Environmental Stewardship	<ul style="list-style-type: none"> The development of the new Exit 4A roadway connector will include opportunities for greenspace along the corridor and will be overseen by the NHDOT's environmental process. Water and sewer extensions will be completed as part of the project.
Health & Wellness	<ul style="list-style-type: none"> The development of the new connector will include opportunities to provide new walking and biking facilities.
Economic & Social Vitality	<ul style="list-style-type: none"> The development of the new Exit 4A roadway connector will provide opportunities for new businesses as well as redevelopment opportunities of existing businesses.

IMPLEMENTATION MATRIX: Action Plan

GOAL 3.0: Address the Opportunities and Challenges Posed by the New Gateway: Exit 4A.

OBJECTIVE 3.1. Create a Vision and Plan for the Area

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
3.1.1. Create a Vision and Plan for the Area	Town zoning and planning maps and documents NHDOT Environmental Impact Statement documents	Identify study area and planning zones Identify potential impacts Provide for mixed-use development and redevelopment Widen Franklin Street Extension to allow access from Exit 4A to industrial park	NHDOT	LEAD: Economic Development Director PARTNERS: Planning Department NHDOT	#1
3.1.2. Develop a Plan with Regional Cooperation	Londonderry existing and future development SNHPC regional plans	Work with Londonderry to understand their land use strategy to optimize opportunity for growth and housing options Coordinate with Southern New Hampshire Planning Commission (SNHPC) Install signage to direct motorists to attractions		LEAD: Planning Department PARTNERS: SNHPC Economic Development Director Chamber of Commerce Town of Londonderry	#1
3.1.3. Relocate Police Headquarters (see Section 4.6)	Traffic counts by Police Department NHDOT Environmental Impact Statement documents Town assessor's maps	Identify impacts to police access/egress and emergency response times Identify potential relocations sites and perform due diligence Evaluate highest and best use for development on existing parcel	Town Homeland Security	LEAD: Police Department PARTNERS: Town Administrator Planning Department	#1

OBJECTIVE 3.1. Create a Vision and Plan for the Area

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
3.1.4 Implement measures to reduce cut-through traffic	Traffic counts by Police Department	Evaluate potential traffic impacts and cut-through traffic on local roadways	NHDOT	LEAD: DPW/SNHPC	#2
	SNHPC	Develop a plan to discourage cut-through traffic and speeding on local roadways and improve safety for all users. Consider vertical traffic calming devices such as raised crosswalks NHDOT to conduct traffic study to measure impacts on Downtown Derry Install wayfinding signage	NHDOT Highway Block Grant Aid DPW DPW	PARTNERS: Planning Department NHDOT DPW	#2
ADDITIONAL STRATEGIES TO CONSIDER					

IMPLEMENTATION MATRIX: Action Plan

GOAL 3.0: Address the Opportunities and Challenges Posed by the New Gateway: Exit 4A.

OBJECTIVE 3.2. Support Development/Redevelopment

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
3.2.1. Rezone area for mixed-uses	Existing zoning	Develop entertainment District Develop research/high tech/office park/residential zones Develop affordable housing options Determine desired uses, scale, “look” Define limits of zone Review existing zoning and revise	Town	LEAD: Planning Board PARTNERS: Economic Development Advisory Committee Economic Development Director Planning Department	#1
3.2.2. Encourage Economic Development	Existing Businesses	Provide necessary infrastructure to support development Complete sewer and water extension upgrades Encourage infill and redevelopment Relocate impacted businesses on north side of Folsom Road Assist existing businesses to remain in Derry Widen Franklin Street Extension to allow access from Exit 4A to industrial park	Town NHDOT	LEAD: Economic Development Director PARTNERS: NHDOT Planning Department SNHPC	Sustained Effort
3.2.3. Develop Walking and Biking facilities	Existing sidewalks and trails	Construction of new sidewalks and bicycle facilities should be	NHDOT Transportation Alternatives Program (TAP) funding	LEAD: DPW	#1

OBJECTIVE 3.2. Support Development/Redevelopment

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
		<p>mandatory with any new development with connections to schools and neighborhoods a priority.</p> <p>Consider Complete Streets practices and amenities to encourage walking and biking to/from this area and balance traffic and pedestrian/bicycle transportation</p> <p>Provide accessible walking facilities for all ages and abilities including rectangular rapid flashing beacons at crosswalks</p> <p>Complete rail trail extension to Londonderry</p> <p>Consider additional bicycle facilities on roadways and rail trails</p>	DPW	<p>PARTNERS: Planning Department</p> <p>SNHPC</p> <p>RTA</p> <p>NH Complete Streets Coalition</p> <p>Bike Walk Alliance of NH</p>	
ADDITIONAL STRATEGIES TO CONSIDER					
<ul style="list-style-type: none"> Consider reviewing TIF Districts for redevelopment. 					

GOAL 4: PROMOTE DERRY AS A **PLACE TO LIVE**

Derry has everything one would need when looking for a place to live, from a rich cultural history, to a central location, to an engaged citizenry. Because of this, Derry has been able to attract many types of people, specifically outpriced Massachusetts residents, and has been an important residential community for Southern New Hampshire. However, recent data reflects that Derry's population is not projected to grow at the rapid pace it once experienced. As a town in which housing is the primary component of the tax base, Derry must consider a multi-generational approach to attracting new residents and retaining its current ones.



Adams Memorial Hall

Derry has many young householders and families due to its housing/rental affordability and variety compared to the rest of the region. In turn, the presence of varying household types including young professionals, renters, and families, has had a positive impact on the local economy. Today, forty percent of households in Derry are renters. Prioritizing business recruitment and additional entertainment options are important for retaining this percentage of the population. Another key priority is the improvement of public facilities, particularly the school system. Derry has one of the highest rates of families with dependent children in Rockingham County (forty-seven percent), that will desire strong schooling. Improvements to the fire stations and multi-modal transit connections are also needed to serve this large family base.

DERRY VOICES

"Engage renters, help them feel like it is their community." (Master Plan Forum 2)

"Work cooperatively with Marion Gerrish, who have multiple senior programs." (Master Plan Public Forum 3)

"Expand library activities and resources for younger adults and seniors." (Master Plan Public Forum 3)

Derry has a quaint, yet lively downtown with options for dining and shopping, and proximity to bustling commercial areas. The downtown also serves as a gateway to East Derry, where most of the town lives. Parking, cyclist/pedestrian safety, and connections via the Rail Trail were identified as three top improvements that could be made to the area to promote Derry as a place to live. Holistic changes to the downtown would, in turn, encourage greater activity, more alternative housing types, and enhance affordable housing development across town.

Forty-four percent of all households in Derry are considered low or moderate-income, and seventy-two percent those low/moderate-income households are paying more than they can afford for housing. Offering a broader range of affordable housing options will assist not only those at these income brackets but will allow older residents to age in place and younger adults starting out to locate in Derry. The town's older

population needs smaller, manageable units that are affordable and near transportation and services; and these needs are currently unmet.

Collaboration amongst town departments to connect Derry's resources would bring cohesion and attract the critical mass to fuel new and improved town-wide initiatives. Focusing on creating a better overall quality of life by connecting transportation, public safety, housing, infrastructure, and the local economy will make Derry an even better place to live for all types of people.

Objective 4.1. Provide wide range of HOUSING to meet the needs of individuals with various income levels and different stages in the lifecycle.
Objective 4.2. Attract and retain YOUNGER ADULTS to live in Derry
Objective 4.3. Support OLDER ADULTS to “age in place” in Derry
Objective 4.4. Improve TRANSPORTATION to make getting around town safer and more pleasant
Objective 4.5. Stabilize NEIGHBORHOODS
Objective 4.6. Provide adequate PUBLIC FACILITIES and SERVICES

How the recommendations address key planning principles:

Environmental Stewardship	<ul style="list-style-type: none"> Promoting green infrastructure coupled with improved walkability and bike access will protect the natural environment, create connections to goods and services, and allow for less reliance on an automobile
Health & Wellness	<ul style="list-style-type: none"> Engaging in multigenerational efforts focused on broader communication, connected resources, and expansion of basic services will benefit the mental and physical health of Derry's population
Economic & Social Vitality	<ul style="list-style-type: none"> Improving and enlarging transit will support the local economy, provide jobs, and supplement Derry's tax base Providing additional, diverse, and affordable housing options closer to economic centers will promote vitality and allow residents to have an improved quality of life Stabilization of neighborhoods will make Derry safer, more attractive to prospective businesses/residents, and provide the opportunity for neighborhood organization

IMPLEMENTATION MATRIX: Action Plan

GOAL 4.0: Promote Derry as a PLACE TO LIVE

OBJECTIVE 4.1. Provide a range of housing options to meet different needs and stages of the lifecycle.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
4.1.1. Promote affordable homeownership development	Residential developers Area banks Economic Development SNHPC Community Development Block Grants New Hampshire Housing Finance Authority	Using CDBG or other resources, develop a “Derry First” first-time homebuyer program with two components: downpayment & closing cost assistance and buydown subsidies. Promote the program as an economic development initiative Explore options for a tax incentive program to encourage first-time homebuyer investment in Derry Incorporate housing that is adaptable and dynamic; so, it has the ability to change when housing changes Establish a housing partnership/ housing advocacy group to build government’s capacity to promote, preserve, and protect affordable housing in Derry and provide ongoing public education about housing needs		LEAD: Derry Housing & Redevelopment Committee PARTNERS: Planning Economic Development Human Services Derry Housing & Redevelopment Authority Building and Property Maintenance Committee	#2
4.1.2. Address the issue of poorly maintained properties	Blight Ordinance	Work with the Health Office, Code Enforcement and the Property Maintenance Committee to continue to expand and implement the “blight ordinance” Identify property owners who are not maintaining their properties, including absentee landlords and actively pursue confronting them Establish general code enforcement strategies Couple the blight ordinance efforts with a push for redevelopment (see strategies under Goal 2).		LEAD: Town Administrator PARTNERS: Planning Dept. Fire Dept. Police Dept. Health Officer DPW Building and Property Maintenance Committee	#1

OBJECTIVE 4.1. Provide a range of housing options to meet different needs and stages of the lifecycle.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		Market the success of the blight ordinance in the strategic marketing plan			
4.1.3. Educate the community about Derry's affordable, older-adult, and special needs housing	SNHPC Elder Programs & Services Community Caregivers Rockingham Service Link	Working with Derry CAM to develop a short, interview-based video with a few Derry residents who can speak from direct experience about the community's unmet housing needs. Post video on Town website and present at Council meeting Broaden and expand communication efforts and public information-sharing Work with the regional planning commission and other communities to provide Fair Housing training to town boards, commissions, and staff		LEAD: Derry Housing Authority PARTNERS: Human Services Dept. Community Health Services Elder Programs & Services Planning Parks & Rec. Existing social service providers	#3- tied
4.1.4. Review opportunities to provide for alternative housing types	2019 Zoning Ordinance Planning Department	Review "tiny house" case studies to understand legal, market, and financial issues and how best to address them Explore feasibility and market for alternative housing types such as "tiny houses," work-live units, etc. Determine housing trends to develop plan of action. SEE END NOTE 1 Make amendments to the Zoning Code and other local codes to allow and encourage desirable types (Strategy 4.1.1 Potential Actions)	CDBG funds	LEAD: Planning Dept. PARTNERS: Building Dept. Planning Board Derry Housing & Redevelopment Committee	#4

OBJECTIVE 4.1. Provide a range of housing options to meet different needs and stages of the lifecycle.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		Consider improving existing and create new accessory dwellings in existing single-family dwellings			
4.1.5. Encourage small-scale multifamily infill in downtown neighborhoods, village centers, and in business transitional areas.	Zoning Planning Department Derry Housing & Redevelopment Authority	Review Zoning Ordinance (ZO) for opportunities to encourage as-of-right “missing middle” housing. SEE END NOTE 2 Engage residents in an online visual preference survey to be shared through the main channels Develop small-scale multifamily design guidelines to support recently enacted mixed-use amendments to the ZO		LEAD: Planning Board Planning Dept. PARTNERS: Economic Development Derry Housing & Redevelopment Authority Derry Housing & Redevelopment Committee	#3- tied
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

- 1. Tiny Houses.** Establish a Committee to study Tiny Houses. HB312 was passed and signed by the Governor. A report is forthcoming which will help municipalities determine the feasibility of such housing.
- 2. “Missing Middle”** means “a range of multi-unit or clustered housing types—compatible in scale with detached single-family homes—that help meet the growing demand for walkable urban living. (Source: Congress for the New Urbanism)”

ADDITIONAL RESOURCES

- Assessors/GIS data

IMPLEMENTATION MATRIX: Action Plan

GOAL 4.0: Promote Derry as a PLACE TO LIVE

OBJECTIVE 4.2. Attract and retain YOUNGER ADULTS to live in Derry

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
4.2.1. Continue to encourage the development of downtown activities and cultural venues SEE ALSO: Objective 1.1. Objective 2.2.	Breweries Trails Coffee shops Hood Park Opera House Tupelo Derry Public Library Community Arts Center Local eateries/bars/dining Marion Gerrish Center	Connect existing venues, including using signage Encourage more cultural and artistic activities, public art, and activities that contribute to a more vibrant night life Keep building relationship with breweries and newer businesses, and cross-program events at such establishments Encourage more music downtown (music festival, summer concert series) END NOTE 1 Capitalize on existing events and those opportunities i.e. Frost Fest Include this in the strategic marketing plan (Strategies 2.1.2 & 2.1.4)	Employ the recent Cultural District designation ¹ as a revitalization tool. Some grants may be available for cultural districts. CDBG funds Chamber of Commerce Opportunity Zone investments	LEAD: Economic Development Director PARTNERS: Chamber of Commerce Planning Department Parks and Recreation Dept. Greater Derry Arts Council Commerce Corridor Committee	#1
4.2.2. Reach out to young adults and keep communication on-going	Use existing social media channels Schools, nearby universities, and youth programs	Continue to talk to young adults to understand what their specific needs and desires are An online community calendar with events, activities, and updates regarding venues of interest would help to engage younger adults – a comprehensive resource Use Cable TV to highlight events and activities Promote and offer opportunities for the youth to be actively		LEAD: Pinkerton Academy PARTNERS: Planning Dept. Economic Development Director DerryCAM Parks and Recreation Dept.	#3

¹ See https://www.unionleader.com/news/local/derry-councilors-approve-new-cultural-district/article_d736efef-9aad-5ef7-ac1b-65a2b5ab8954.html

OBJECTIVE 4.2. Attract and retain YOUNGER ADULTS to live in Derry

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>involved and/or volunteer, specifically in town government (Strategy 2.1.3). SEE END NOTE 2</p> <p>Utilize popular youth destinations as information centers i.e. breweries and cafes to relay information about employment, housing, and local activities</p> <p>Conduct a public feedback campaign to learn if converting a school to a (multigenerational) community center is feasible</p> <p>Provide information and technical assistance for affordable housing in Derry</p> <p>Identify common objectives shared by young and older adults (such as living in smaller, affordable housing units near walkable neighborhoods) and build coalitions</p>		Business Owners	
4.2.3. Encourage job opportunities for young adults	<p>Library offers quiet rooms and café</p> <p>Economic Development Advisory Committee</p>	<p>Recruit desirable businesses, with focus on wages and stability (Strategy 2.3.1)</p> <p>Support work from home, entrepreneurship, and self-employment. Consider encouraging shared work spaces (Strategy 2.1.1)</p> <p>Build a network of employers/entities to offer training programs to attract young adults to the local workforce (Strategy 2.1.3)</p> <p>Use NH's "Stay Work Play" model to match young adults' skills and preferences to what employers</p>		<p>LEAD: Economic Development Director</p> <p>PARTNERS: Planning Dept. Derry Public Library Pinkerton Academy Greater Derry Chamber of Commerce Southern NH Services</p>	#4

OBJECTIVE 4.2. Attract and retain YOUNGER ADULTS to live in Derry

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		are looking for in a particular location ² . Provide opportunities for education at Pinkerton Academy in the evenings, at the local libraries, and other establishments. SEE END NOTE 1 Work with developers to create more affordable housing options in Derry so employees can live near their employers		Local business owners and school mentors	
4.2.4. Improve walkability and bike access SEE ALSO: Objective 4.4. Objective 6.2.	Some sidewalks on main streets Crosswalks in main intersections Geographic Information System (GIS)	Explore bike share program with adjacent towns Improve and expand the trail system with clearly marked trails and connections to open spaces, with emphasis on connections to the Londonderry town line and Folsom Rd. Promote recreational activities – both passive and active Revitalize and clean up Hood Pond/Park area Install traffic calming measures such as temporary speed bumps to create a safer pedestrian/cyclist environment	Potential for Impact Fees to fund improvements	LEAD: DPW PARTNERS: Planning Dept. RTA Energy/ Environmental Advisory Committee	#2
4.2.5. Promote “green” measures to protect the environment (in keeping with young adult trends in lifestyle and attitudes) SEE ALSO: Goal 6.0	Electric vehicle charging stations Municipal use of renewable energy sources Solar power at the transfer station	Use social media, Cable TV, and other means to inform and update regarding “green” activities Incorporate this in the strategic marketing plan (Strategies 2.1.2 & 2.1.4) Engage young people in effort(s) to educate residents and businesses regarding ways to be more sustainable.	NH Dept. of Env. Services NH Energy EPA Regional Energy Hubs i.e. the Wapack Sustainability Network	LEAD: DPW PARTNERS: Planning Dept. Net Zero Task Force DerryCAM Energy/ Environmental Advisory Committee	#5

² See: <https://stayworkplay.org>

OBJECTIVE 4.2. Attract and retain YOUNGER ADULTS to live in Derry

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

1. There was a strong desire to make the **Downtown** more attractive to young adults with more to do at night, additional cultural opportunities as well as unique restaurants, coffee shops and breweries.
2. Recruit young people to **volunteer**. See: “How to get Young People to Join a Board or A Committee” (Sarah Wrightsman, Stay/Work/Play New Hampshire) advice to municipalities³:
 - a. Ask them. If they say no, ask them again.
 - b. Once they get there, be welcoming.
 - c. Ensure they are included and listen to them.
3. High school students participating in a master plan visioning session expressed concern regarding the fact that they felt that **employment opportunities** are missing in Derry.

YOUNG ADULT SURVEY RESPONSES

The following are ideas offered by young adults (ages 18 -36) surveyed for the master plan in collaboration with the SNHPC (see text box to the right).

- More affordable housing (including rental)
- Improve/invest in downtown
 - Improve aesthetics of storefronts and streetscape
 - Increase dining/bar diversity
 - More third places, entertainment options
 - Renovate old buildings
 - Add streetlights
 - Keep businesses open on weekends
 - Reduce the number of vacant buildings
 - Enforce a noise ordinance in the downtown
- Encourage job growth
- Improve transportation
 - Reduce traffic congestion and improve safety
 - expand public transportation options
 - expand sidewalk and trail connections
- Invest in the schools
 - Full time kindergarten and pre-school
 - More places to play
 - More family-oriented activities
- Provide opportunities for Adult education at Pinkerton Academy in the evenings
- Provide more recreational opportunities
 - Community pool
 - Conservation lands and trails

³ <https://stayworkplay.org/blog/how-to-get-young-people-to-join-a-board-or-committee/>

IMPLEMENTATION MATRIX: Action Plan

GOAL 4.0: Promote Derry as a PLACE TO LIVE

OBJECTIVE 4.3. Support OLDER ADULTS to “age in place” in Derry

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
4.3.1. Support providing options to older adults to who choose to stay in their homes or to move to smaller, more affordable, and manageable units	<p>Derry Housing Authority</p> <p>State Committee on Aging</p> <p>Bureau of Housing Services (BHS)</p> <p>Division of Economic and Housing Stability</p> <p>NH Governor’s Interagency Council on Homelessness</p> <p>Rockingham Meals on Wheels (Marion Gerrish Center)</p> <p>Home Health and Hospice Care</p>	<p>Provide support to seniors aging in place by helping with maintenance, repairs (e.g. yard work, trash/recycling removal, snow shoveling) and household chores (e.g. grocery shopping, cooking, cleaning, etc.)</p> <p>Help seniors who wish to stay in the community to access affordable and appropriate housing</p> <p>Encourage a range of housing options be developed (including smaller units, co-housing, assisted living, etc.)</p> <p>Partner with the State Committee on Aging and other community organizations to explore housing policies and programs that provide older adults with housing options that meet their specific needs</p> <p>Partner with the Bureau of Housing Services (BHS), Division of Economic and Housing Stability to include care of disabled residents</p>	Opportunity Zone investments	<p>LEAD: Planning Dept.</p> <p>PARTNERS: Developers</p> <p>State Committee on Aging</p> <p>Bureau of Housing Services</p> <p>Caregivers Corner</p>	#5
4.3.2. Provide more transportation options for seniors	<p>Manchester Transit Authority (MTA)</p> <p>Co-operative Alliance for Regional Transportation</p>	<p>Increase support for volunteer driver programs with Community Caregivers</p> <p>Increase accessible and affordable public transport options (such as a COA van), that also can run on the weekends</p> <p>Explore regional solutions, including improving walkability and accessibility (Strategy 4.2.4)</p>	<p>Explore funding opportunities within BEAS*, DHHS, NH DOT and other regional and state agencies</p> <p>BEAS may have funding opportunities (Explore possibility of a regional services)</p> <p>SEE END NOTE 1</p>	<p>LEAD: Planning Department</p> <p>PARTNERS: Parks and Recreation</p> <p>CART</p> <p>MTA</p>	#2

OBJECTIVE 4.3. Support OLDER ADULTS to “age in place” in Derry

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
			*NH Bureau of Elderly & Adult Services		
4.3.3. Consider establishing a Council on Aging in order to better meet the needs of older adults including providing more programming for seniors including recreation, socializing, and health and wellness activities	<p>Veteran’s Hall</p> <p>Upper Village Hall is available for use by the Town for additional programming</p> <p>MGCC</p>	<p>Improve outreach and education regarding accessing services, such as developing materials/outreach methods to ensure that all eligible residents are aware of available services and programs</p> <p>Increase coordination with other Town Departments to create multi-generational opportunities for recreation, lifelong learning, and socializing</p> <p>Explore provision of at least some of the services/programs on a regional basis</p> <p>Support transportation options that connect older adults to healthcare and daily activities and reduce isolation by creating opportunities to socialize be involved in the community</p> <p>SEE END NOTE 2</p>	<p>Alexander Eastman Foundation</p> <p>SEE END NOTE 3</p>	<p>LEAD: Parks and Recreation Dept.</p> <p>PARTNERS: Library</p> <p>School Department</p> <p>Health Officer</p> <p>Upper Village Hall</p>	#4
4.3.4. Support the Phase III Age-Friendly Program	<p>New Hampshire State Plan on Aging 2020-2023</p> <p>NH Alliance for Healthy Aging</p>	<p>Work with the Southern New Hampshire Planning Commission on its “Becoming Age-Friendly” Pilot project.</p> <p>Conduct age-friendly trainings to Town staff and area businesses</p> <p>Work with SNHCP to develop an Age-friendly Community Strategic Plan</p> <p>Identify potential obstacles (e.g. zoning, etc.) to becoming an age-friendly community</p> <p>Consider pursuing the AARP dementia-friendly community designation</p>	Grants/funding through partnerships	<p>LEAD: Planning Dept.</p> <p>Parks and Recreation</p> <p>PARTNERS: Tufts Health Care</p> <p>AARP</p> <p>NHDOT</p> <p>SNHPC</p>	#3
4.3.5.	Parks and Recreation Dept.	Explore possibility of sharing facilities with adjacent town(s)		LEAD:	#1

OBJECTIVE 4.3. Support OLDER ADULTS to “age in place” in Derry

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
Consider developing a Senior Center SEE END NOTE 5	NH Association of Senior Centers	Also consider creating a multi-generational center with some space and programming dedicated to older adults (Strategy 4.2.2) Expand programming at Marion Gerrish and work with them as partners Consider converting a school to accomplish this goal (Strategy 4.2.2)		Parks and Recreation Dept. PARTNERS: NH Association of Senior Centers Marion Gerrish	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

1. Regional Transportation Services. New Hampshire’s State Coordinating Council (SCC) for Community Transportation has established a network of 9 community transportation regions. Each region has a Regional Coordinating Council (RCC) that works to “develop information that is helpful to transportation users, identify opportunities for coordination between service providers, and advise the SCC as to the stat of coordination in the region.”¹ New Hampshire Department of Transportation contracts with a lead agency within each region to implement projects which are deemed to be a priority for the region. The lead agency in turn subcontracts with multiple transit providers to meet the various needs of the population.

2. Provide more programming. Older adults that participated in master planning forums mentioned the following among the desirable activities:

- Socializing: cards, games, scrabble, puzzles, socials
- A community newsletter delivered to all senior housing
- Health and wellness: blood pressure clinic hours, classes on food and nutrition, fitness classes, Tai Chi, fall prevention, fitness classes

3. Alexander Eastman Foundation. The Foundation makes grants to community organizations and provides scholarships to students in the Greater Derry, NH area with a focus on improving the quality and availability of health care in the community. The Foundation’s service area includes Derry, Londonderry, Windham, Chester, Hampstead and Sandown, NH. For more information see: <https://alexandereastman.org>

¹ New Hampshire State Plan on Aging, State Committee On Aging, 2019. P .74.
Section 4-60

4. AARP Age-Friendly Program. Membership means that “the community's elected leadership has made the *commitment* to actively work toward making their town, city, county or state a great place to live for people of all ages.”²

- Age-Friendly communities are inclusive and considerate of the perspectives of all residents, of all ages, and all persuasions.
- Age-Friendly communities encourage and benefit from diverse citizen engagement by including residents in a process to identify the community’s needs, and develop and implement an action plan to address those needs.
- Participation in the network involves following a multi-step process of improvement. A link to a community's age-friendly action plan and progress reports appear in the lists below if those steps in the improvement process have been reached.

5. Develop a Senior Center. Veteran’s Hall, the site of current programming for seniors, is at capacity to serve the recreational needs of seniors and as this segment of the population grows, there will be a need for additional space and programming. It may be appropriate to develop a Community Center for all ages with specific programming for seniors during certain hours. Some spaces (and even a separate entrance) could be dedicated to older adults. Increasingly, the term “Senior Center” does not resonate for older adults, especially for those of the baby boomer demographic. Given that others have stated their desire for more community space and programming, it may be more desirable to create a **Multi-generational Community Center.**

Additional ideas regarding the center include:

- Explore the possibility of establishing a Public Private Partnership with the Boys and Girls Club
- Site the center in a location that is convenient to senior housing (e.g. in space back of Hood Plaza or near the downtown)

ADDITIONAL RESOURCES:

American Planning Association. (2014). *Aging in Community Policy Guide*.
<https://www.planning.org/policy/guides/pdf/agingincommunity.pdf>

Delay, D., Thibeault, R. New Hampshire Center for Public Policy Studies. (2014). *Senior Housing Perspectives*. Retrieved from <http://www.nhhfa.org/data-planning/needsassessment/2014/HousingElderV031114.pdf>

Stanford Center for Longevity. (2012). *Independent for Life: Homes and Neighborhoods for an Aging America*. Austin, TX: University of Texas Press

AARP Home and Community Preferences of the 45+ population November 2010
<http://assets.aarp.org/rgcenter/general/home-community-services-10.pdf>

Evidence Matters HUD.gov Aging in Place: Facilitating Choice and Independence
<http://www.huduser.org/portal/periodicals/em/fall13/highlight1.html>

AARP Public Policy Institute Housing Policy Solutions to Support Aging in Place. March 2010
<http://www.nhc.org/media/documents/fs172-aging-in-place.pdf>

Center for Housing Policy (2014) <http://www.nhc.org/media/AgingInEveryPlace.pdf>

² <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/dementia-friendly-communities.html>

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National Association of Home Builders Aging in Place http://www.nahb.org/reference_list.aspx?sectionID=717

Universal Design: <http://www.universaldesign.com/about-universal-design.html>

Joint Center for Housing Studies of Harvard University

http://www.jchs.harvard.edu/sites/jchs.harvard.edu/files/jchs-housing_americas_older_adults_2014-ch1.pdf

Housing Solutions for New Hampshire (2014), New Hampshire Housing

<http://www.nhhfa.org/housing-data-solutions-handbook.cfm>

IMPLEMENTATION MATRIX: Action Plan

GOAL 4.0: Promote Derry as a Place to Live.

OBJECTIVE 4.4. Improve Transportation to make getting around town safer and more pleasant					
Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
4.4.1. Improve Parking in Downtown	On-street and off-street parking Land next to the Opera House	Provide additional handicap spaces that are more available Provide ADA raised parking spaces Provide additional electric vehicle charging stations Provide additional parking for the library & Adams Memorial Building, including coordinating with the owner of property adjacent to Adams Building for potential for parking Install lighting at parking areas Consider angle parking Conduct feasibility study and subsequent public outreach for a parking garage	Opportunity Zone investments	LEAD: DPW/Chamber of Commerce PARTNERS: Economic Development Director Planning Department Property owners Economic Development Advisory Committee	#3
4.4.2. Improve Sidewalk, Trails, Paths, and Connections Town-wide	Derry Rail Trail Rockingham Recreational Trail	Extend Derry Rail Trail beyond I-93 Exit 4A interchange Complete planned connection of Derry Rail Trail to Londonderry Rail Trail, including amenity provision along Trail (restroom/kiosk, repair stations, semi-permanent structures for outdoor market) Provide bike racks at key destinations Identify new opportunities for connections to open spaces and recreational/municipal facilities Install traffic calming measures where appropriate (Strategy 4.2.4)	NHDOT Project 16031(Manchester & Lawrence multi-use trail improvements design) NHDOT Project 13065 (I-93 Exit 4A Interchange) CMAQ funds Opportunity Zone investments	LEAD: DPW PARTNERS: NHDOT Planning Department School Department SNHPC	#1

OBJECTIVE 4.4. Improve Transportation to make getting around town safer and more pleasant

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
		Start a Safe Routes to School Program to encourage walking and biking to school			
4.4.3. Improve Safety for All Users on Roadways and Intersections	Roadways and intersections Crash data Rockingham Planning Commission Traffic Counts Police Dept. data	Complete planned NHDOT roadway improvements Conduct Road Safety Audits at high crash locations including Ross' Corner; Rt. 28/Pinkerton/Nesmith; Rt. 28/Ashleigh; Rt. 28/English Range/Scobie Pond/Folsom Rd. Implement safety improvements measures including traffic calming and pedestrian signal timing Complete bridge replacement projects with NHDOT	NHDOT DPW	LEAD: DPW PARTNERS: NHDOT SNHPC Planning Department Rockingham Planning Commission Derry Police Dept.	#5
4.4.4. Improve Transit and Carpool Service	Co-operative Alliance for Regional Transportation (CART) Greater Derry/Greater Salem Regional Transportation Council (RTC)	Identify needs and demand for improving public transit, shuttle service, and accessibility Coordinate with CART and Manchester Transit Authority (MTA) for potential expansion of routes and existing service Encourage school carpooling Continue to work on safer connections as mentioned in Strategy 4.4.2 Expand transportation options via volunteer driver programs/available programs for seniors	CART Manchester Transit Authority SNHPC Greater Derry/Salem RTC	LEAD: CART PARTNERS: MTA Greater Derry/Greater Salem RTC NHDOT	#2
4.4.5. Consider Complete Streets and Streetscape Amenities in Downtown to Improve	Sidewalks and crosswalks Derry Rail Trail Pavement Management Program	Develop a Sidewalk Improvement Plan to prioritize improvements to sidewalks and ramps to make accessible to all ages and abilities Provide new sidewalks to fill gaps in the network	DPW NHDOT Transportation Alternatives Program (TAP) funding	LEAD: DPW PARTNERS Planning Department	#4

OBJECTIVE 4.4. Improve Transportation to make getting around town safer and more pleasant

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
Walking and Biking	<p>Traffic volume expected to decrease with Exit 4A Interchange</p> <p>Other municipalities that have completed the program (case studies)</p>	<p>Improve inaccessible entryways to businesses from street</p> <p>Identify mechanism to fund sidewalk improvements</p> <p>Provide wayfinding signage</p> <p>Improve crosswalks including bump-outs and flashing beacons at South Avenue, Broadway, and Rollins Street at Derry Rail Trail</p> <p>Upgrade crosswalk signs to meet retro-additional reflectivity standards</p> <p>Provide additional bicycle racks</p> <p>Implement pilot bike-share program</p> <p>Consider reducing the width of travel lanes and adding bicycle lanes and/or accommodation</p> <p>Continue roadway maintenance through Pavement Management Program</p> <p>Provide additional Electric Vehicle charging stations</p> <p>Provide lighting, trees, buffer areas, benches and seating areas</p>	<p>Opportunity Zone investments</p> <p>Commerce Corridor TIF District</p>	<p>Economic Development Director</p> <p>Economic Development Advisory Committee</p> <p>NH Complete Streets Coalition</p> <p>Bike Walk Alliance of NH</p> <p>TIF Advisory Board</p>	
ADDITIONAL STRATEGIES TO CONSIDER					

OBJECTIVE 4.4. Improve Transportation to make getting around town safer and more pleasant

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority

IMPLEMENTATION MATRIX: Action Plan

GOAL 4.0: Promote Derry as a PLACE TO LIVE

OBJECTIVE 4.5. Stabilize neighborhoods

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
4.5.1. Encourage organization and training of neighborhood associations and Neighborhood Watch groups, focusing on areas predominantly occupied by renters	Police Department's NW Packet Neighborhood Associations	Promote neighborhood-level organizing through various communication channels Occasionally hold Town Council meetings in voting districts to increase access to town government Explore partnership with UNH Community Development Policy & Practice Program for technical assistance with neighborhood revitalization strategies Strengthen use of digital communication tools to further this effort (Strategy 2.1.2) i.e. a Derry app, updated website, and social media Partnership with Pinkerton Academy to involve school students as observers and participants in town government		LEAD: Police PARTNERS: Derry Housing & Redevelopment Comm. UNH Community Development Policy and Practice Program Pinkerton Academy	
4.5.2. Actively recruit and train volunteers for town committees and town-sponsored special projects from neighborhoods underserved in town government	Neighborhood Associations	Work with regional planning commission to access community organizing technical assistance Develop a town committee handbook and provide committee/board training once a year Strengthen use of digital communication tools to further this effort (Strategy 2.1.2) i.e. a Derry app, updated website, and social media Conduct public outreach to understand what special		LEAD: Town Administration PARTNERS: Planning Department Derry Police Dept.	

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OBJECTIVE 4.5. Stabilize neighborhoods

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>projects should be considered in the future</p> <p>“Resident Heroes” awards for residents who volunteer for/ contribute to neighborhood improvement projects</p>			
4.5.3. Continue to focus resources on inspections and code enforcement in areas predominantly occupied by renters	<p>Community Development Block Grants (CDBG)</p> <p>Code Enforcement/Building</p> <p>Blight ordinance</p> <p>Town Capital Improvements Plan</p>	<p>Support enforcement of the “Property Maintenance Code” (blight ordinance)</p> <p>Seek out alternative funding sources as needed</p> <p>Install additional security cameras where needed</p>		<p>LEAD: Town Administrator</p> <p>Building Inspector</p> <p>PARTNERS: Health Officer</p> <p>Building and Property Maintenance Committee</p> <p>Derry Housing & Redevelopment Comm.</p>	
4.5.4. Focus improvements on the specific needs of each neighborhood area	<p>CDBG</p> <p>Town Capital Improvements Plan</p> <p>Neighborhood Associations</p>	<p>Extend sidewalks and safer crosswalks where needed (Goal 4.4)</p> <p>Improve roadways (Goal 4.4)</p> <p>Extend utilities where relevant and possible (Route 28) (Goal 2.3)</p> <p>Maintain and clean public areas regularly</p> <p>Respect existing scale and compatibility of uses</p>		<p>LEAD: DPW</p> <p>PARTNERS: Planning</p>	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

ADDITIONAL RESOURCES

IMPLEMENTATION MATRIX: Action Plan

GOAL 4.0: Promote Derry as a PLACE TO LIVE

OBJECTIVE 4.6. Provide adequate PUBLIC FACILITIES AND SERVICES

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
4.6.1. Support the Police Department in their efforts to relocate their headquarters	Police Department	<p>Explore alternative sites for headquarter relocation</p> <p>Also consider providing additional resources to the Police Department so that they can be more proactive (e.g. walking beat downtown, bike patrol, etc.)</p> <p>SEE END NOTE 3</p> <p>ALSO SEE Objective 3.13</p> <p>Make into a community event to help move items between locations; a “move-in” day</p>		<p>LEAD: Police Dept.</p> <p>PARTNERS: Town Administrator</p> <p>SNHPC</p>	#2
4.6.2. Support the Fire Department in their efforts to modernize and upgrade facilities, including the construction of new facilities	<p>Fire Department</p> <p>Adjacent towns</p>	<p>Explore the feasibility of alternative sites and scenarios</p> <p>END NOTE 1</p> <p>Consider regionalizing dispatch of Fire and EMS like the centralized Hazmat model (14 towns)</p>		<p>LEAD: Fire Dept.</p> <p>PARTNERS: Town Administrator</p> <p>Code Enforcement/Building</p>	#1
4.6.3. Implement regional water delivery expansion	<p>Water Department</p> <p>Adjacent towns</p>	<p>Attend meetings with State and adjacent Towns to discuss next steps</p> <p>Explore additional regionalization of services and facilities for cost efficiencies</p> <p>Expand funding sources and be innovative regarding financing projects with alternative sources of revenue</p> <p>Finalize build-out expectations resulting from Londonderry's future development and determine how best to accommodate an increase in sewage</p>	<p>State funding</p> <p>New Hampshire Department of Environmental Services Drinking Water and Groundwater Bureau</p>	<p>LEAD: Town Administrator</p> <p>PARTNERS: Water Department</p> <p>DPW</p> <p>New Hampshire Department of Environmental Services Drinking Water and Groundwater Bureau</p>	#4

OBJECTIVE 4.6. Provide adequate PUBLIC FACILITIES AND SERVICES

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		Evaluate alternatives were can i.e. changing contractual agreement, expand sewage treatment plant, etc.			
4.6.4. Increase opportunities for community gathering and improve communication between the Town and residents	<p>Derry Public Library</p> <p>Taylor Library</p> <p>Alexander Carr Lodge</p> <p>Adams Memorial/ Opera House</p> <p>Existing social media</p> <p>DerryCAM</p> <p>Nutfield News</p> <p>Derry News</p> <p>Marion Gerrish</p> <p>Existing facilities</p>	<p>Explore ways of supporting the Library in servicing others (e.g. additional parking, ADA compliance for Taylor Library, Sunday hours, etc.)</p> <p>Explore the cost/benefits of renovating versus rebuilding the Alexander Carr Lodge (renting it out for parties, banquets, etc. could be a source of income for the Town)</p> <p>Use existing facilities to understand demographic needs/wants and not duplicate efforts</p> <p>Increase access to Adams Memorial (e.g. additional parking, improve ADA access)</p> <p>Consider creating a Community Center for all ages with dedicated space and programming for older adults (Goal 4.3)</p> <p>Create a centralized information hub to inform residents of all town activities – add this to the strategic marketing plan and use digital communication (Strategy 2.1.2 and 2.1.4)</p> <p>On-the-ground/face-to-face communication</p> <p>Tap into the cultural and artistic assets through the creative economy (Goal 2.2)</p>		<p>LEAD: Town Administrator</p> <p>PARTNERS: Library</p> <p>Greater Derry Arts Council</p> <p>All Town Dept. heads</p> <p>Marion Gerrish</p>	#3 – tied

OBJECTIVE 4.6. Provide adequate PUBLIC FACILITIES AND SERVICES

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
4.6.5. Support improvements to the school system	School Department Pinkerton Academy	Consider school district reconfiguration/consolidation Support Pinkerton Academy's plans to understand and address enrollment projections and expand facilities accordingly Continue to improve collaboration and communication between the Town and the School District SEE END NOTE 2 Create shared resources for the community and the schools to access via a partnership (Strategy 2.1.1, 2.1.2, 4.2.2 and 4.2.3)		LEAD: Derry Cooperative School District PARTNERS: Pinkerton Academy Town Administrator All Town Dept. heads	#3 – tied
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

- 1. Fire Department Needs.** The following are some of the challenges reportedly faced by the Department due to the limitations of their current facilities:
 - None of the fire stations can withstand a significant storm event as they are not constructed of masonry
 - Some of the areas of the Town are outside of the 4-minute industry standard response time. Approximately 270 homes and a campground are beyond an 8-minute response time.
 - Less than half (only about 40%) of the Town is connected to the municipal water system. The Department must depend on other ways of extinguishing fires (e.g. the use of a water tanker and dry hydrants).
 - There is a lack of training facilities resulting in firefighters not having the opportunity to sufficiently practice and or to obtain new skills. There is no outdoor training facility (other than a small area at the Transfer Station).

- 2. Need for reconfiguration of grades at schools.** When the elementary school enrollments drop to below 2,000 students (projected in the near future), the School District will need to close one of its schools. This will result in a need to reorganize the school assignments and decide on the future use of the building.

Work with the School District to carefully decide which elementary school(s) to close. Neighborhood-based schools should be supported and improved. Those schools that are underperforming and/or disconnected from the neighborhood should be considered for closing. The schools are a critical part of building community.

- 3. Support Police Department's efforts to relocate and need for additional resources.** The proposed highway design related to the Exit 4A project will adversely impact access to the Police Station. In order to better understand the impact of the proposed design, traffic counts for turning movements into and out of Municipal Drive were taken

Derry, New Hampshire Master Plan

during a 12-hour time period (6 AM – 6 PM on Wednesday, May 8, 2019 by the SNHPC¹. During that time, 397 vehicles used Municipal Drive.

199 vehicles entered Municipal Drive. Of those;

- 114 turned right off of Folsom Road, 57%
- 82 turned left off of Folsom Road, 41%
- 2 entered straight thru from the gas station.
- There was one U-Turn

198 vehicles exited Municipal Drive. Of those;

- 87 turned right onto Folsom Road, 44%
- 106 turned left onto Folsom Road, 53%
- 5 went straight thru to the gas station 2.5%

Percentages represented are of the total vehicles using Municipal Drive to access or the facility or leave the facility on Municipal Drive. The total traffic on Folsom road for the time sampled was in the vicinity of 11,600 vehicles. In summary it seems that the proposed design, will impact 41% of the traffic seeking to access Municipal Drive from Folsom Road E/B and 55.5% of the traffic that leaves Municipal Drive onto Folsom Road, either turning left or going straight.

Additionally, the number of uniformed personnel (per 1,000 residents) is significantly below that of the average of municipalities in New Hampshire. Simultaneously there has been a reported increase in calls for service related to the opioid crisis, domestic violence and issues related to substance abuse and mental health. The Department feels they do not have the necessary staff to be proactive.

¹ Information provided by provided by Captain George Feole, Derry Police Department
Section 4-70

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GOAL 5: PROMOTE **HEALTH AND WELLNESS** FOR INDIVIDUALS LIVING AND/OR WORKING IN DERRY AS WELL AS THE COMMUNITY AS A WHOLE.

The CDC (Center for Disease Control) seeks to reverse the U.S. obesity epidemic by transforming communities into places where healthy lifestyle choices are easily incorporated into everyday life. Where we live, work, learn, worship, and play affects the choices we make, and in turn, our health. As such, the policies and environments that shape and define a community will also affect the health outcomes of its citizens. For example, communities that enact policies which increase access to affordable healthy food options and safe opportunities for physical activity create an environment by which individuals may be more likely to adopt a healthy eating, active living lifestyle. “Reversing the U.S. obesity epidemic will require population level change that focuses on adopting policies and creating environments that support healthier lifestyle choices”¹.

According to the New Hampshire Department of Health and Human Services, obesity rates in Derry are slightly above those of the State. It is especially



Entrance to the Rockingham Recreational Trail

DERRY VOICES

“Consider a multi-use center with social services, recreation, education, senior services.”

“Develop themed nature walks.”

“We need a large indoor recreation facility.”

“Increase awareness of the benefits of locally grown, locally sourced food.”

“By improving access to affordable healthy foods, physical activity, and recreation, cities and towns make the healthy choice the easy choice.”

- New Hampshire Department of Health and Human Services

¹ Center for Disease Control and Prevention, *Recommended Community Strategies and Measurements to Prevent Obesity in the United States*, Implementation and Measurement Guide, July 2009.

https://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

concerning in women between the ages of 55 and 64 (at approximately 45%)² and therefore, specific outreach and programming should be targeted to this demographic.

“To reverse the obesity epidemic, we must change our physical and food environments to provide more opportunities for people to eat healthy foods and to be physically active on a daily basis.”

In addition to providing more and increased access to physical activity by supporting walking and biking and recreational facilities, providing additional opportunities for the community to gather also supports the

health and wellness of Derry’s residents. Promoting intergenerational interaction and wholesome activities for all ages builds community and supports healthy lifestyles.

- *Centers for Disease Control (Recommended Community Strategies and Measurements to Prevent Obesity in the U.S.)*

Objective 5.1. Expand opportunities for **RECREATION** for all ages & promote walking/biking

Objective 5.2. Provide additional opportunities for **COMMUNITY GATHERING** for all ages

Objective 5.3. Develop a town-wide health and wellness **AWARENESS** campaign

How the recommendations address key planning principles:

Environmental Stewardship	<ul style="list-style-type: none"> Promoting enjoyment of the outdoors increases awareness of the value of natural resources
Health & Wellness	<ul style="list-style-type: none"> Reducing the incidence of obesity and heart disease by encouraging walking on safe and pleasant sidewalks and crosswalks Reducing the potential for injury by making road intersections safer Promoting healthy lifestyle choices by providing attractive recreational facilities and access to healthy food
Economic & Social Vitality	<ul style="list-style-type: none"> Providing opportunities for community gathering which helps build community but also may increase economic vitality in the downtown by attracting more people there Promoting intergenerational activities

² wisdom.dhhs.nh.gov (2015)


IMPLEMENTATION MATRIX: Action Plan

GOAL 5.0: Promote health and wellness for individuals living and/or working in Derry as well as the community as a whole.


OBJECTIVE 5.1. Expand opportunities for recreation for all ages and promote walking/biking.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
5.1.1. Improve existing town recreation facilities	<p>Marion Gerrish Community Center</p> <p>Existing courts</p> <p>Existing playgrounds</p> <p><i>Recreation Feasibility Study</i></p>	<p>Implement recommendations of the <i>Parks and Recreation Needs Assessment and Recreation Feasibility Study</i></p> <p>Update basketball courts</p> <p>Improve the sports park</p> <p>Update playgrounds</p> <p>Promote existing recreation facilities</p> <p>Plant flowers to beautify</p> <p>Create joint use agreements between playgrounds and schools (See ENDNOTE #1)</p> <p>Reclaim the Hood Dam area</p> <p>Improve opportunities for recreation at Beaver Lake, including improvements to the boat ramp and beach, and addition of more bike racks</p> <p>Improve access to Big Island Pond</p> <p>Renovate the Marion Gerrish Center to provide a broader range of social services, including education, welfare, recreation and senior services</p> <p>Build a large indoor recreation facility</p>		<p>LEAD: Parks and Recreation Department</p> <p>Conservation Commission</p> <p>PARTNERS: Derry Public Schools</p> <p>Derry Garden Club</p>	#2
5.1.2. Create new recreation amenities	<i>Recreation Feasibility Study</i>	<p>Extend the Derry Rail Trail</p> <p>Construct an indoor/outdoor swimming pool</p>		LEAD: Parks and Recreation Department	#2

OBJECTIVE 5.1. Expand opportunities for recreation for all ages and promote walking/biking.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>Consider building a skate park-</p> <p>Implement recommendations of the <i>Recreation Feasibility Study</i></p> <p>Expand open space</p>		<p>Derry Boys & Girls Club</p> <p>PARTNERS: Rail Trail Alliance</p>	
<p>5.1.3. Support and provide opportunities to improve residents' fitness</p> <p>(SEE ALSO Objective 5.1.4)</p>	<p>Existing open space and recreation sites</p> <p><i>Recreation Feasibility Study</i></p>	<p>Connect open spaces, recreation sites and municipal facilities with safe and pleasant walking and biking infrastructure</p> <p>Require sidewalks (new and upgraded existing) as part of all new building permits</p> <p>Promote winter use of open spaces including Nordic skiing (with or without groomed trails), snow-shoeing, ice skating</p> <p>Consider a Safe-Routes-to-School initiative</p> <p>Provide additional recreational opportunities for youth</p> <p>Disseminate information about existing recreation facilities and programs to youth</p> <p>Recruit volunteers to disseminate information about fitness and recreation opportunities</p> <p>Provide additional bike racks in the downtown area</p> <p>Renovate Hood Park, making it more user-friendly</p> <p>Implement recommendations of the <i>Recreation Feasibility Study</i></p>		<p>LEADS: DPW</p> <p>Parks and Recreation Department</p> <p>PARTNERS: NHDOT</p> <p>Derry Public Schools</p>	<p>Sustained Effort</p> 

OBJECTIVE 5.1. Expand opportunities for recreation for all ages and promote walking/biking.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
5.1.4. Expand and improve access to conservation areas	Existing conservation lands	<p>Develop a program to promote conservation areas and include regular activities such as nature walks</p> <p>Increase access with additional parking and signs</p> <p>Install Interpretive signs to enhance educational component of conservation areas</p> <p>Actively market conservation areas</p> <p>Improve maintenance, including trail markings, working with the Conservation Stewards</p> <p>Develop a crime control program for conservation area trails</p> <p>Expand conservation areas by purchasing adjacent properties as they become available</p> <p>Make better use of links between schools and conservation areas for use as outdoor classrooms</p> <p>Develop theme-based nature walks</p> <p>Create better connections between Hood Pond and downtown to promote public use of the recreation site</p> <p>Implement the recommendations of the <i>Recreation Feasibility Study</i></p>		<p>LEAD: Conservation Commission/ Conservation Stewards</p> <p>UNH Extension (Rockingham)</p> <p>PARTNERS: Derry Public Schools</p> <p>DPW</p> <p>Police Department</p> <p>Southeast Land Trust of NH</p>	<p>#1</p> 
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					
<ul style="list-style-type: none"> 					

ENDNOTES

1. The public expressed strong support for increasing access to recreational and open spaces, including expanded parking, signage and the network of trails. They also wanted to see improved sidewalks, crosswalks and bike lanes throughout town, as well as updated playgrounds, improved basketball facilities and if possible, a community swimming pool. Residents would like the town to improve lighting, patrols, and emergency signs placed along the trails.
2. Joint use agreements, if permitted by state law, would allow the public to legally use school playgrounds when schools are not in session.


IMPLEMENTATION MATRIX: Action Plan

GOAL 5.0: Promote HEALTH AND WELLNESS for individuals living and/or working in Derry as well as for the community as a whole.

OBJECTIVE 5.2. Provide additional opportunities for COMMUNITY GATHERING for all ages.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
5.2.1. Support existing places, organizations and institutions that provide opportunities for gathering	Derry Public Library	Continue to explore renovating or rebuilding Alexander Carr Lodge to use as a community center		LEAD: Town Administrator	On-going
	Taylor Library	Support efforts to increase performing and visual arts		PARTNERS: DPW	
	Marion Gerrish Community Center	Support the Libraries' efforts to expand programming for all ages		Parks & Recreation	
	Upper Village Hall	Work out an agreement with the Upper Village Hall to use their facilities		Library	
	Boys and Girls Club	Encourage the establishment of more "third places" in the Downtown (restaurants, coffee shops, etc.)		Public Arts Committee	
	Opera House	Encourage more outdoor seating			
	Tupelo Music Hall	Support a Buy Local Campaign			
	Community gardens	Develop a community calendar of events to promote local gathering			
	Conservation lands	Develop a community calendar			
	Hood Kroft Country Club	Consider developing an app for Derry activities			
	Rider Field				
		SEE END NOTE 1			
5.2.2. Organize more community-oriented events and activities	DerryFest	Offer more opportunities for older adults "after working hours"		LEAD: Greater Derry Arts Council	Sustained Effort
	Derry After Dark	Provide wholesome activities for teens		PARTNERS: Economic Development Director	
	Farmer's Market	Organize additional fairs, festivals and family-friendly events			
	Marion Gerrish Community Center	Encourage restaurants and retail establishments to organize such			

OBJECTIVE 5.2. Provide additional opportunities for COMMUNITY GATHERING for all ages.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
	Frost Festival	events such as restaurant week, sidewalk sale, open mike night, etc.			
5.2.3. Improve open spaces and trails and encourage their function as opportunities for community gathering	Derry Trail Alliance Conservation Lands Trail system Community garden	Connect trails to open spaces, and other existing trail systems (including to Londonderry) Make trails more visible with signage and provide information regarding the degree of difficulty, existence of obstacles, opportunities for resting, what they connect, distance, etc. Organize events on trails (e.g. Summer Solstice Celebration)		LEAD: Parks and Recreation Dept. PARTNERS: Derry Trail Alliance	#1
5.2.4. Create a multi-generational Community Center	Marion Gerrish Community Center	Complete a feasibility study for a new Community/Recreation Center for all ages Implement the study's recommendations Engage youth and older adults in developing a program for the center		LEAD: Town Administrator PARTNERS: Planning Dept. Derry Cooperative School District Parks & Rec	#2
5.2.5. Improve communication regarding existing opportunities	Existing social media	Continue to use social media to connect people Create a community calendar Develop marketing materials and improve signage Create a space on the Town's website to inform and promote opportunities for community gathering (information on both facilities and events)		LEAD: Derry CAM PARTNERS: Economic Development Director Greater Derry Arts Council Other community partners	#1 
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

ENDNOTES

1. There was a lot of support for **additional opportunities for community gathering**. Participant ideas include: outdoor movies, arcades, pool halls, family park, outdoor skating (winter), outdoor concerts (summer), movie theater, bars, galleries, festivals, fairs, outdoor seating, etc. There was also much discussion and support for a multi-generational community center and some conversation around creating a “real” senior center.

Additionally, there seems to be a desire to make the Downtown more family-friendly as well as more attractive to adults, especially young adults with more to do at night, additional cultural opportunities as well as unique restaurants, coffee shops and breweries.

IMPLEMENTATION MATRIX: Action Plan

GOAL 5.0: Promote HEALTH AND WELLNESS for individuals living and/or working in Derry as well as for the community as a whole.


OBJECTIVE 5.3. Develop a town-wide health and wellness AWARENESS campaign.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
5.3.1. Develop a “Healthy Derry” Initiative	Spindell Assoc.	Piggy back on interest in walking and biking to broaden discussion to raise awareness regarding health and wellness	Center for Disease Control and Prevention	LEAD: Health Officer	Sustained Effort
	Derry Medical			PARTNERS: Planning Dept.	
	Schools	Explore state programs related to healthy communities	State of New Hampshire Division of Public Health Services	health care providers	
	Parks and Recreation	Develop a logo, tagline and communication message to educate residents and businesses on the importance of healthy living and the risks of the opposite.	Alexander Eastman Foundation	Schools	
	State resources			Parks & Rec.	
	NH Office of Health Equity			State resources	
	Derry Fire & Police Depts.	Partner with state and local governments and business leaders, health providers and community-based organizations to conduct health needs assessments and develop community health improvement plans		SNHPC	
	Regional Public Health Networks			Regional Public Health Networks	
	Parkland Medical Center	Research how other municipalities in NH and other states have done this			
	Friendship Center	Encourage the development of walking clubs downtown and in East Derry			
5.3.2. Promote local and healthy food	Boys & Girls Club	Partner with the Public Health network (Healthy Londonderry)			Sustained Effort
	YMCA				
		SEE END NOTE 1			
5.3.2. Promote local and healthy food	Health Officer	Support the Farmer’s Market (consider relocating to open parcel adjacent to Adams Memorial)	Alexander Eastman Foundation	LEAD: Economic Development Director	Sustained Effort
	Farmer’s Market			PARTNERS Farmer’s Market	
	Community gardens	Consider expanding Farmer’s Market to winter season (will need appropriate space)			

OBJECTIVE 5.3. Develop a town-wide health and wellness AWARENESS campaign.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
	Local restaurants Derry Cooperative School District Soup Kitchen	Support development of “food incubator” to include local farms and food processing or local food co-op Hold a “potato festival” Increase awareness of benefits of local grown/locally sourced END NOTE 2		Health Officer Schools	
5.3.3. Increase coordination with health care providers	Spindell Assoc. Derry Medical Parkland Medical Center Police and Fire Dept. Health Officer Schools NH Coalition of Aging Services Granite House Recovery Centers	Coordinate efforts amongst the Police, Fire, EMS, Health Officer and area health care providers to increase awareness and collaboration regarding issues of health, including the dangers of opioid use and abuse. SEE END NOTE 3 Increase support for mental health services, including emotional needs of students Increase health care access for Veterans Improve ADA access and implement dementia-friendly measures for town buildings and encourage businesses to do the same Build on efforts of Family Resource Center		LEAD: Health Officer PARTNERS: Local health care providers Police and Fire Departments Parks & Rec Derry Cooperative School District Pinkerton Academy DPW	Sustained Effort
5.3.4. Encourage active lifestyles, participation in sports, recreation and getting around by walking and biking ALSO SEE: Objective 4.4. Objective 5.2 3.	Recreation Feasibility Study	Hold workshops with planners, architects, engineers, health care professionals to consider health impacts of policies and projects. Develop health and wellness criteria for evaluating policies and projects. Use informational signage to encourage walking (e.g. only 1 mile to downtown, x number of calories burned if using the stairs in public buildings, etc.) Establish a Safe Routes to School program	Alexander Eastman Foundation SEE END NOTE 5	LEAD: Planning Dept. PARTNERS Parks and Rec Department Schools Day Care and Early Learning Centers NHDOT	On-going

OBJECTIVE 5.3. Develop a town-wide health and wellness AWARENESS campaign.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>Provide additional bike racks, especially in the downtown area (add attractive signage)</p> <p>Implement the recommendations of the Recreation Feasibility Study</p> <p>Create a route connected by signage, etc. (e.g. Freedom Trail in Boston) to connect sites</p> <p>Offer bike rental at Rail Trail Heads and town-wide</p> <p>SEE END NOTE 4</p>			
5.3.5. Engage youth in a health and wellness campaign	<p>Schools</p> <p>Pinkerton Academy</p> <p>Library</p>	<p>Develop a health and wellness campaign with the School Department; incorporate into the school curriculum</p> <p>Engage teens in athletic programs</p> <p>Provide educational materials to parents and children regarding healthy lifestyle choices, dangers of substance abuse, etc.</p> <p>Conduct outreach to low-income families through free and fun events where education can occur</p> <p>Consider adopting a national healthy initiative, e.g. NFL PLAY 60</p> <p>SEE END NOTE 5</p>		<p>LEAD: Health Officer</p> <p>PARTNERS: Planning Dept.</p> <p>Schools PTAs Parks & Recreation</p> <p>Police Dept.</p>	<p>#1</p> 
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					
<ul style="list-style-type: none"> Initiate conversations with social service agencies to explore possibilities of relocating to sites that continue to be accessible to clients but also free up space on Broadway for downtown uses with broader appeal. This is to encourage more people to walk in the downtown. Promote smoke-free policies and tobacco-free environments Support employers to encourage walking, biking and use of public transit to get to work and to patronize their establishments Consider creating a walking loop around the downtown (with markers, group walks, and promotion of participants) Consider creating an exercise trail with exercise stations at specific intervals. Reward businesses that adopt practices that increase physical activity and reduce pollution (e.g. workplace flexibility, work from home policies, rideshare and vanpool programs, park-and-ride incentives, travel demand management initiatives, and telecommuting options) 					

ENDNOTES

1. **State programs related to healthy communities.** See New Hampshire Department of Health and Human Services: <https://www.dhhs.nh.gov/dphs/nhp/healthycitiesandtowns.htm>
Also see; Let's Move! (<http://www.letsmove.gov/mayors-local-officials>) outlines a number of ways elected officials can bring a community together to solve the obesity challenge:

- Become a Let's Move City or Town
- Help parents make healthy family choices
- Improve the health of schools
- Increase physical activity opportunities
- Make healthy food affordable and accessible

Here is a guide to getting started on a Let's Move program:

<http://www.healthycommunitieshealthyfuture.org/wp-content/uploads/2014/03/FINAL-NLC-LMCTC-GUIDE.pdf>

Health Impact Assessment. A Health Impact Assessment (HIA) is “a means of assessing the health impacts of policies, plans and projects in diverse economic sectors using quantitative, qualitative and participatory techniques.” See: <https://www.who.int/hia/en/>

2. Local and Healthy Food. Healthy Eating, Active Living is a network of state and community partners dedicated to advancing approaches to reduce the prevalence of obesity and chronic disease in New Hampshire. HEAL “HEAL links communities to strategies, tools and resources for creating healthy environments that help individuals and families make good choices where they live, learn work and play.” HEAL coalitions are currently working on initiatives in 13 New Hampshire Communities¹. For more information see: <http://healnh.org/>


Also see Guide to Assessing Healthy Food in your Community:

<https://www.cdc.gov/obesity/downloads/HFRassessment.pdf>


Capitalize on the “**Nations First Potato**” being planted in Derry. Celebrate with potato themed food festival.

Additional Resources on Healthy Food

Good Laws, Good Food: Putting Local Food Policy to Work for Our Communities

(<http://blogs.law.harvard.edu/foodpolicyinitiative/files/2011/09/FINAL-LOCAL-TOOLKIT2.pdf>)  takes a comprehensive look at local food policy and its relationship to state and federal regulations. It defines terminology and explains the “why and how” of local food policy. Topics include land-use regulations, urban agriculture, consumer access, environmental sustainability, school food and nutrition education, and more.

Healthier Food Retail: Beginning the Assessment Process in Your State or Community

(<http://www.cdc.gov/obesity/downloads/HFRassessment.pdf>)  reviews and compares data sources associated with availability and access to healthy food.

¹ https://extension.unh.edu/resources/files/Resource004764_Rep6783.pdf

Engaging Community Partners to Support Healthy Food Retail (<http://www.policylink.org/find-resources/library/engaging-community-partners-to-support-healthy-food-retail>) focuses on increasing access to retail outlets that sell nutritious, affordable food in low-income communities.

3. **Opioid Crisis.** High school students involved in a visioning session held to gather their input for the master plan expressed a great deal of concern regarding drug use in Derry, calling it a “crisis.”
4. **Encourage residents to choose active lifestyles.** By designing safe and pleasant neighborhoods, downtown area and streetscapes, a municipality can help residents to be healthier by providing them with a viable choice to be active. This includes providing sidewalks, bike lanes, and trail systems connecting such key locations such as schools, open spaces, recreational and other public facilities. Adequate lighting, police presence and other strategies that increase the sense of safety are also important
5. **Alexander Eastman Foundation funding opportunities.** The purposes of the Alexander Eastman Foundation are served through grant support to organizations awarded in response to proposals and special initiative commitments planned collaboratively by the Foundation with local service providers. Grants are awarded to support the capital, special projects and operations needs of qualifying organizations.

In considering proposals, priority is given to funding activity which serves the Foundation’s priority interests. The Alexander Eastman Foundation supports programs which:

Education

- Provide information and community education to improve the health and well-being of residents of the greater Derry area;
- Address goals for healthy individuals and families through a long-term commitment to prevention, health promotion and education of consumers and providers;
- Foster individual responsibility, independence, self-care and healthy life-style choices;

Family Systems

- Strengthen families as the critical unit for community health and well-being
- Recognize the changing nature of families and provide resources and assistance to reduce stress on families and improve family function;

Access

- Expand access to quality health care and prevention services for people with financial need.

The organization’s current focus is the following; “*the foundation is particularly interested in receiving proposals that address health care access, mental health care access, obesity and hunger.*” See:

<https://alexandereastman.org/community-grants/>

Also see how a municipality can develop a Food Business Incubator Program (example from Cambridge, MA) :

<https://www.cambridgema.gov/CDD/econdev/smallbusinessassistance/smallbusinessprograms/foodbusinessincubatorprogram>

END NOTE 5. NFL PLAY 60 is the League's national youth health and wellness campaign to encourage kids to get physically active for at least 60 minutes a day. See: <http://www.nfl.com/play60>

ADDITIONAL RESOURCES

New Hampshire State Health Improvement Plan, 2013-2020, NH Division of Public Health Services, Charting A Course to Improve the Public Health of New Hampshire. <https://www.dhhs.nh.gov/dphs/documents/nhship2013-2020.pdf>

Obesity: Halting the Epidemic by Making Health Easier

(<http://www.cdc.gov/nccdphp/publications/AAG/pdf/obesity.pdf>) This review of obesity's causes, cost, and consequences, suggests cities and towns make policy and systems changes to help people make healthier choices.

Physical Activity for Youth: The Role of Communities

(http://www.cdc.gov/healthyyouth/physicalactivity/toolkit/factsheet_pa_guidelines_communities.pdf)

Putting Business to Work for Health (<http://changelabsolutions.org/publications/putting-business-work-health>) outlines how local government incentives can help improve community health, defines the different types of incentives that promote access to healthy food and physical activity, and the steps involved in developing and carrying out these policies and programs.

Center for Disease Control and Prevention, *Recommended Community Strategies and Measurements to Prevent Obesity in the United States*, Implementation and Measurement Guide, July 2009.

https://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

Healthy Eating Active Living Cities Campaign (<http://healcitiescampaign.org/policies.html>) is a rich resource that shows how cities and towns can improve the health of their communities through land use, healthy foods, and employee wellness.

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GOAL 6: CONSERVE **ENERGY** AND PLAN FOR **RESILIENCE**

Derry has been proactive in its efforts to plan for future resilience and the Net Zero Task Force has been very active in its efforts to use renewable energy sources. Derry's residents seem very aware of the need and interested in continuing and increasing such efforts. Nevertheless, additional outreach and education is needed to help residents and businesses adopt practices that are more sustainable and protect the environment.

As climate projections predict more and more extreme weather events, it is critical that Derry prepare for such events by developing a Climate Change Mitigation Plan and designing the town's infrastructure to higher standards. Adopting the New Hampshire Climate Change Resolution would send a message that Derry is serious about its climate adaptation goals.

Implementing land use strategies such as infill development in areas already served by public utilities, adopting zoning regulations that require site design and construction methods that maximize energy, and continuing to reduce trash and increasing the recycling rate will help to make the town more resilient.

Providing alternatives to automobile travel is another way to protect the environment. Making walking and biking safe and exploring public transportation options can help to support this goal. Building sidewalks in high traffic areas such as schools, recreational facilities and other public buildings, completing the Derry Rail Trail, creating clear and safe crosswalks, as well as safe bike lanes and bike sharing programs are some of the ways to do so.



Recycling display at Derry Municipal Complex

DERRY VOICES

"We should increase our use of solar power throughout the Town."

"We need to revamp the Town's green initiative."

"Use the website, social media, and Derry TV to educate and inform residents regarding the impacts of climate change."

"Increases in flooding, extreme rain, and runoff are impacts of a changing climate that are affecting our roads and infrastructure, our people and economies, and our natural resources. Local leaders have a responsibility to protect the health and safety of people in their communities."

*- University of New Hampshire
Planning for Climate Change*

The State of New Hampshire has a number of programs available to help municipalities increase energy awareness, reduce greenhouse gas emissions and conserve energy. Derry has instituted a number of strategies towards these goals. It is recommended that the town continue and expand these efforts.

Objective 6.1. Take measures to **CONSERVE ENERGY** and move towards renewable sources

Objective 6.2. Provide **ALTERNATIVE** modes of **TRANSPORTATION**

Objective 6.3. Implement land use strategies that will promote **SUSTAINABLE DEVELOPMENT**

Objective 6.4. Mitigate negative impacts of **CLIMATE CHANGE**

How the recommendations address key planning principles:

Environmental Stewardship	<ul style="list-style-type: none"> • By promoting the use of renewable energy sources • By promoting alternative modes of transportation to reduce carbon emissions
Health & Wellness	<ul style="list-style-type: none"> • Providing safe and pleasant walking and biking promotes fitness • Reducing automobile trips reduces the likelihood of inhaling automobile fumes
Economic & Social Vitality	<ul style="list-style-type: none"> • Preparing for the impacts of climate change, and thus mitigating the negative impacts on the economy • Designing town infrastructure to be more resilient results in long term cost savings to the town • Promoting walking increases opportunities for residents to have spontaneous interactions

IMPLEMENTATION MATRIX: Action Plan

GOAL 6.0: Conserve ENERGY and PLAN FOR RESILIENCE

OBJECTIVE 6.1. Take measures to CONSERVE ENERGY and move towards renewable sources.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
6.1.1. Continue to promote the use of renewable energy sources, including solar	Derry Net Zero Task Force Solar and Wind Exemption Existing electrical car charging Stations NH 10-Year State Energy Strategy NH State Energy Program SNHPC Regional Energy Plan 2015 NH Building Code	Promote the Net Zero Task Force “Solar Up” awareness and education campaigns with residents and business owners Increase awareness among residents regarding ways of using less energy (e.g. turn heat down in winter, etc.) Consider adding more electrical car charge stations in additional locations in Town Implement the 2015 NH Building Code Engage residents and businesses in discussions about the benefits of renewable energy sources, and challenges in managing their buildings and infrastructure. Reduce residential energy demand through education and outreach Provide incentives to residents and businesses to convert to solar and/or other renewable sources		LEAD: Derry Net Zero Task Force PARTNERS: Planning Dept. SNHPC Code Enforcement Department	On-going
6.1.2. Continue to retrofit municipal buildings with renewable energy sources and work towards the goal of reduction energy consumption	Derry Net Zero Task Force Green Building and Vehicular Ordinance NH 10-Year State Energy Strategy NH State Energy Program	Continue to publicize progress made towards the Net Zero Task Force of replacing the municipal carbon footprint 100% by the year 2025. Identify measures that incorporate energy efficiency and renewable energy sources when retrofitting buildings and infrastructure for purposes of adaptation and resiliency.		LEAD: Derry Net Zero Task Force PARTNERS Planning Dept. DPW	On-going

OBJECTIVE 6.1. Take measures to CONSERVE ENERGY and move towards renewable sources.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
	<p><i>SNHPC Regional Energy Plan</i></p> <p><i>Energy Technical Assistance Planning for NH Communities</i></p> <p>Eversource</p>	<p>Establish an Energy Consumption and Greenhouse Gas Emissions Baseline Inventory</p> <p>Continue to perform energy audits of public facilities</p> <p>Continue to replace older municipal lighting with more efficient LED lighting</p>			
6.1.3. Continue to incorporate energy efficiency strategies into municipal policies	<p>Green Building and Vehicle Ordinance</p> <p>Net Zero Task Force</p> <p><i>Stormwater Management Program</i></p> <p><i>Stormwater Pollution Prevention Plan (2015)</i></p>	<p>Create a municipal energy plan that identifies policy changes and practices that will result in additional energy savings</p> <p>Consider incorporating energy efficiency standards and renewable energy generation requirements in the zoning ordinance</p> <p>Enable seniors and other residents to enjoy energy savings via group sharing solar deployment at DPW</p> <p>Work with School Department to incorporate education on energy conservation in the School Curriculum (have students in turn help to education their parents)</p> <p>Adopt a no-idling policy for municipal vehicle fleet</p> <p>Conduct energy efficiency training for municipal building maintenance and energy management staff</p>		<p>LEAD: Derry Net Zero Task Force</p> <p>PARTNERS: Planning Dept. DPW</p>	On-going
6.1.4. Conduct a feasibility study for creating a cost sharing mechanism	<p>Derry Net Zero Task Force</p>	<p>Develop policy and information campaign.</p> <p>Explore benefits of creating a Community Choice Aggregate (CCA) to improve energy efficiency services and expand renewable energy</p>		<p>LEAD: Derry Net Zero Task Force</p> <p>PARTNERS Utility companies</p>	#2

OBJECTIVE 6.1. Take measures to CONSERVE ENERGY and move towards renewable sources.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>Consider developing a policy regarding net metering and increase awareness regarding its benefits.</p> <p>SEE END NOTE 1</p> <p>Work with utility companies to provide information to residents and businesses regarding cost savings and energy efficiency measures</p>			
6.1.5. Explore additional alternative renewable energy sources	<p>Derry Net Zero Task Force</p> <p>NH Office of Energy and Planning</p> <p>Southern New Hampshire Planning Commission</p>	<p>Establish a Comprehensive Energy Efficiency and Renewable Energy Education Program</p> <p>Consider ways of using waste from the Wastewater Treatment Plant to power the plant and/or use the methane gas in other ways (see Essex Junction, Vermont)</p> <p>Consider recycling dog waste and using as methane converter.¹ Dog waste can be turned into a usable source of biogas. With the help of microorganisms, methane gas can be derived from dog waste in a process called anaerobic digestion. Dog owners must use biodegradable bags when they collect their pets' waster.</p> <p>Continue to expand use of wind and solar energy at the Transfer Station</p>		<p>LEAD: Derry Net Zero Task Force</p> <p>PARTNERS Utility companies</p>	#2
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

¹ <https://dogtime.com/dog-health/general/10490-how-many-dogs-does-it-take-to-fuel-a-lamppost>

OBJECTIVE 6.1. Take measures to CONSERVE ENERGY and move towards renewable sources.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
<ul style="list-style-type: none"> Make a formal declaration committing to the use of green energy. Attract young people to live in Town (see OBJECTIVE 4.2.) Engage younger residents in discussion regarding ways the Town can become more energy efficient and sustainable in general. In general, recent polls have found that younger adults are more concerned about these issues than previous generations, and in large numbers. Holding these conversations in a public manner may in and of itself help to attract younger residents interested in living in a community that shares its values regarding protecting the environment, equity and social and economic vitality. Implement recommendations from the Regional Master Plan that meet goals of the State Climate Action Plan and N.H. State Energy Strategy (2014). 					

ENDNOTES

1. **Community choice aggregation (CCA)**, “also known as municipal aggregation, are programs that allow local governments to procure power on behalf of their residents, businesses, and municipal accounts from an alternative supplier while still receiving transmission and distribution service from their existing utility provider. CCAs are an attractive option for communities that want more local control over their electricity sources, more green power than is offered by the default utility, and/or lower electricity prices. By aggregating demand, communities gain leverage to negotiate better rates with competitive suppliers and choose greener power sources.”²

Net Metering. Net metering allows consumers who generate some or all of their own electricity to use that electricity anytime, instead of when it is generated. This is particularly important with renewable energy sources like wind and solar, which are non-dispatchable. Specifically, excess electricity is fed into a household’s electric utility’s grid when that system produces more than is needed. When this happens, the household pays for the electricity they use, minus any excess electricity the solar panels generated.

ADDITIONAL RESOURCES

NH Dept. of Environmental Services, Innovative Land Use Techniques provides model ordinances and outlines the legal basis for towns to incorporate energy efficiency strategies into local land use decisions.

<https://www.nh.gov/osi/resource-library/planning/documents/innovative-land-use-planning-techniques-2008.pdf>

In particular, see Chapter 3.5 “Energy Efficient Development” See:

http://des.nh.gov/organization/divisions/water/wmb/repp/documents/ilupt_chpt_3.5.pdf

New Hampshire Handbook on Energy Efficiency and Climate Change by Clay Mitchell, Julia Dundorf and We Golomb.

https://www.nhenergy.org/uploads/1/6/7/3/16738072/handbook_energy_efficiency_vol1_-2.pdf

² United States Environmental Protection Agency. <https://www.epa.gov/greenpower/community-choice-aggregation>

NH 10-Year State Energy Strategy

<https://www.nh.gov/osi/energy/programs/documents/2018-10-year-state-energy-strategy.pdf>

NH State Energy Program

<https://www.nh.gov/osi/energy/programs/sep/index.htm>

SNHPC Regional Energy Plan

http://www.snhpc.org/pdf/5_Energy.pdf

NH Office of Energy Efficiency and Climate Change

http://www.nhenergy.org/uploads/1/6/7/3/16738072/nh_handbook_on_energy_volume_ii_revaug09.pdf

EESE Board/NH SEA Field Guide

<https://www.puc.nh.gov/EESE.htm>

IMPLEMENTATION MATRIX: Action Plan

GOAL 6.0: Conserve Energy and Plan for Resilience.

OBJECTIVE 6.2. Provide Alternative Modes of Transportation					
Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
6.2.1 Create a Safe Routes to School Program	School enrollment information	Develop a Safe Routes to School program for elementary and middle schools to encourage walking and biking Maintain existing sidewalks and construct new sidewalks	School Department NHDOT	LEAD: School Department PARTNERS: Planning Department NHDOT	#1
6.2.2. Improve Sidewalk, Trails, Paths, and Connections Town wide	Derry Rail Trail Rockingham Recreational Trail	Extend Derry Rail Trail beyond I-93 Exit 4A interchange Complete planned connection of Derry Rail Trail to Londonderry Rail Trail Provide bike racks at key destinations Provide pedestrian and biking connections to Downtown Identify opportunities for connections to open spaces, recreational & municipal facilities	NHDOT Project 16031(Manchester & Lawrence multi-use trail improvements design) NHDOT Project 13065 (I-93 Exit 4A Interchange)	LEAD: NHDOT PARTNERS: DPW Planning Department School Department RTA	#1
6.2.3. Improve Transit and Carpool Service	Co-Operative Alliance for Regional Transportation (CART) SNHPC Human Service Providers Greater Derry/Greater Salem Regional Transportation Council	Identify needs and demand for improving public transit and shuttle service and accessibility including afterhours Coordinate with CART and Manchester Transit Authority (MTA) for potential expansion of routes and existing service Encourage Pinkerton Academy carpooling	CART Manchester Transit Authority SNHPC Greater Derry/Salem RTC	LEAD: CART PARTNERS: MTA Greater Derry/Greater Salem RTC NHDOT Londonderry	#2

OBJECTIVE 6.2. Provide Alternative Modes of Transportation

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
6.2.4. Consider Complete Streets and Streetscape Amenities in Downtown to Improve Walking and Biking	<p>Sidewalks /crosswalks</p> <p>Derry Rail Trail</p> <p>Pavement Management Program</p> <p>Traffic volume expected to decrease with Exit 4A Interchange</p>	<p>Complete Rail Trail connection to Londonderry</p> <p>Develop a Sidewalk and Bicycle Improvement Plan to prioritize improvements to sidewalks and bicycle facilities. Shall include making facilities accessible to all ages and abilities</p> <p>Provide new sidewalks to fill gaps in the network</p> <p>Improve inaccessible entryways to businesses</p> <p>Identify mechanism to fund sidewalk improvements</p> <p>Provide wayfinding signage</p> <p>Improve crosswalks including bump-outs and flashing beacons at South Avenue, Broadway, and Rollins Street at Derry Rail Trail</p> <p>Upgrade crosswalk signs to meet retro-reflectivity standards</p> <p>Evaluate potential changes to on-street parking</p> <p>Provide additional bicycle racks</p> <p>Implement pilot bike-share program</p>	<p>DPW</p> <p>NHDOT Transportation Alternatives Program (TAP) funding</p>	<p>LEAD: DPW</p> <p>PARTNERS: Planning Department</p> <p>Economic Development Director</p> <p>Chamber of Commerce</p> <p>NH Complete Streets Coalition</p> <p>Bike Walk Alliance of NH</p> <p>RTA</p> <p>SNHPC</p>	#1

OBJECTIVE 6.2. Provide Alternative Modes of Transportation

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
		<p>Consider reducing the width of travel lanes and adding bicycle lanes and/or accommodation</p> <p>Continue roadway maintenance through Pavement Management Program</p> <p>Provide additional Electric Vehicle charging stations</p> <p>Provide lighting, trees, buffer areas, benches and seating areas</p>			
ADDITIONAL STRATEGIES TO CONSIDER					

IMPLEMENTATION MATRIX: Action Plan

GOAL 6.0: Conserve ENERGY and PLAN FOR RESILIENCE

OBJECTIVE 6.3. Implement land use strategies that will promote SUSTAINABLE DEVELOPMENT					
Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
6.3.1. Support in-fill development in denser areas already served by public utilities	Zoning ordinance	<p>Develop zoning for high density, mixed use development in downtown area</p> <p>Consider raising the height limits in certain areas to provide more housing while maintaining open space</p> <p>Reuse existing buildings when at all possible before building new</p> <p>Protect natural resources (land, water, wildlife) to maintain the amount of fixed or sequestered carbon</p>		<p>LEAD: Planning Department</p> <p>PARTNERS: Planning Board</p> <p>Economic Development Director</p>	#1
6.3.2. Evaluate ways municipal zoning, land development regulations and plans might incorporate standards that result in reduction of greenhouse gas emissions.	<p>Green Building & Vehicle Ordinance</p> <p><i>NH Office of Energy and Planning Handbook</i></p> <p>NH Office of Energy and Planning</p>	<p>Complete an audit of zoning, land development regulations to identify barriers and create incentives for development of local renewable energy sources.</p> <p>Study ways that other municipalities in New Hampshire have accomplished this</p> <p>Provide information to residents and businesses regarding sustainable practices</p>	Explore federal, state, and non-profit programs to fund energy retrofits and installations for buildings and infrastructure	<p>LEAD: Planning Dept.</p> <p>PARTNERS Derry Net Zero Task Force</p>	On-going
6.3.3. Provide incentives to residents, businesses, and developers to built green/energy conserving development	Net Zero Task Force	<p>Streamline Approvals for Low-Greenhouse Gas Development Projects</p> <p>Offer incentives in the form of property tax exemptions for residents or businesses who install renewable energy systems such as wind turbines and photovoltaic panels.</p> <p>Consider establishing a point standards system to promote</p>		<p>LEAD: Town Administrator.</p> <p>PARTNERS: Planning Dept.</p> <p>Town Council</p> <p>Planning Board</p> <p>Derry Net Zero Task Force</p>	#1

OBJECTIVE 6.3. Implement land use strategies that will promote SUSTAINABLE DEVELOPMENT

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<p>energy efficiency in future construction.</p> <p>Consider modifying system to meet Derry's conditions and needs by establishing an Energy Efficiency Article.</p> <p>SEE END NOTE 1</p> <p>Initiate a "green building certificate program" that recognizes best-in-class building strategies and practices</p> <p>Include Derry Net Zero Task Force in review of proposed developments</p>			
6.3.4. Adopt zoning and land use regulations requiring site design and construction methods that maximize energy efficiency in homes, buildings and infrastructure.	<i>NH Dept. of Environmental Services, Innovative Land Use Techniques</i>	<p>Consider adopting building codes that are more stringent than state codes with the goal of maximizing energy savings</p> <p>Incorporate Design standards into the planning board's subdivision regulations</p> <p>Encourage land use patterns that enable fewer vehicle-miles traveled.</p> <p>Promote cluster zoning to preserve open space</p> <p>Apply Smart Growth Principles</p> <p>SEE END NOTE 2</p>		<p>LEAD: Planning Board</p> <p>PARTNERS: Planning Dept. DPW Code Enforcement Fire Dept. Economic Development Director</p>	#2
6.3.5. Continue to reduce trash quantities and increase the recycling rate	<p>Existing recycling program</p> <p>NH Commission to Study Recycling Streams and Solid Waste Management</p>	<p>Promote recycling program and continue to provide information on trends in terms of trash reduction and increased rates of recycling</p> <p>Explore "trash energy" alternatives (processing of waste into a source of fuel)</p> <p>Consider providing incentives</p>		<p>LEAD: DPW</p> <p>PARTNERS: Residents Businesses</p>	On-going
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					

OBJECTIVE 6.3. Implement land use strategies that will promote SUSTAINABLE DEVELOPMENT

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
<ul style="list-style-type: none"> Promote and support a “Buy Local” Program. Town could help with marketing and on-line promotion. Consider curbside trash pick up with restrictions on and/or payment for the number of bags (this could result in residents reducing trash load and increase their recycling) 					

ENDNOTES**1. Example of “Green” Regulation:****Energy Efficiency Article (Article 22) Example:** Epping Energy Efficiency Article 22

In early 2007, the voters in Epping, New Hampshire, approved Article 22 that requires new non-residential buildings to implement energy efficiency and production, energy conservation, and sustainable design principles. A point system was established and non-residential buildings must earn a certain number of points based on their square footage. For example, a building 5,000 square feet or less must earn 5 points. A building of 50,001 square feet or larger must earn 25 points. Use of wind, photovoltaic panels, fuel cell based co-generation, use of biomass and bio-synthetic oil co-generation are among the ways designers can earn points.

2. Apply Smart Growth Principles. Adopting regulatory standards based on the concepts of “smart growth” can help to manage land use to reduce the demand and associated costs for energy while achieving many other benefits for community development. New Hampshire statutes define smart growth as “the development and use of land in ways that are appropriate to our traditional and historic landscape, including denser development of existing communities, encouragement of mixed uses, protection of villages, planning to make communities more walkable, and protection of open space, natural resources, and the working landscape” (see RSA 9-B:3). In other words, ways that land use can help to conserve energy include centralizing development, guiding growth to areas already served by services and providing alternative modes of transportation.

Consider the appropriateness and applicability of additional sustainable land use strategies such as:

- Density Transfer Credit (transfer of development rights)
- Agriculture Incentive Zoning
- Pedestrian-oriented development
- Urban growth boundary and urban service district

See the following for an in-depth discussion of these and other sustainable development and land use strategies

NH Dept. of Environmental Services, Innovative Land Use Techniques provides model ordinances and discusses a number of policy choices.

<https://www.nh.gov/osi/resource-library/planning/documents/innovative-land-use-planning-techniques-2008.pdf>

SEE ALSO: www.smartgrowth.org.

ADDITIONAL RESOURCES

From Community Planning New Hampshire:

https://extension.unh.edu/resources/files/Resource004822_Rep6855.pdf

EESE Board/NHSEA Field Guide


http://www.nhsea.org/download/Audit_Guidelines_Nov2011.pdf

IMPLEMENTATION MATRIX: Action Plan

GOAL 6.0: Conserve ENERGY and PLAN FOR RESILIENCE

OBJECTIVE 6.4. Mitigate negative impacts of CLIMATE CHANGE					
Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
6.4.1. Develop a Climate Change Mitigation Plan	UNH Cooperative Extension NH Climate Action Plan	Establish baseline conditions by documenting trends (e.g. storm frequencies, intensity, etc.) Work with area towns to develop a regional approach to mitigating the impacts of climate change Involve Public Health Officer to help in preparation for climate adaptation Review the NH Climate Change Action Plan for the State's framework, overarching strategies and recommended actions Contact UNH Cooperative Extension. Specialized assistance programs are available to help convene community members, explore information, and assist in developing actionable steps Establish a monitoring system to track changing climate trends and impacts (economic, health, natural systems, infrastructure)	Work with regional stakeholders and municipalities to align existing and future funding sources	LEAD: Town Administrator PARTNERS: Health Officer DPW Planning Dept.	#1
6.4.2. Educate residents on the potential impacts of climate change	Town website and social media Schools	Develop and distribute materials (on-line and hard copy) with information regarding the current and potential future impacts of climate change and proposed adaptation measures Work with School Department to incorporate education on Climate Change in the School Curriculum (have students in turn help to educate their parents) Focus on at-risk populations (e.g. very young and very old) and prepare them for taking adequate		LEAD: Derry Net Zero Task Force PARTNERS Derry Cooperative School District Planning Dept. Health Officer	Sustained Effort

OBJECTIVE 6.4. Mitigate negative impacts of CLIMATE CHANGE

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		measures SEE END NOTE 1			
6.4.3. Consider adopting the New Hampshire Climate Change Resolution		Lead by example and set an explicit tone. END NOTE 2		LEAD: Town Administrator PARTNERS: Derry Net Zero Task Force	
6.4.4. Increase resilience to extreme weather events	Hazard Mitigation Plan Update 2015	<p>Conduct and update Municipal Vulnerability Assessment</p> <p>Consider relocating any vulnerable municipal facilities, especially those involved in public safety</p> <p>Be in communication with regional stakeholders including adjacent municipalities in the event that a natural disaster requires a coordinated approach</p> <p>Protect Natural Areas by limiting development in floodplains and flood-prone areas using existing tools such as conservation easements, zoning ordinances, and floodplain overlays. It is important to create buffer areas against flooding.</p> <p>Plan and prepare for impacts of extreme heat (e.g. plant shade trees in downtown)</p> <p>Update the Hazard Mitigation Plan to reduce risk and future losses from natural hazards and to plan for recovery (also for securing FEMA post-disaster recovery funds).</p> <p>Identify locations for emergency shelter(s)</p>	<p>FEMA</p> <p>Fire Department</p>	<p>LEAD: Fire Dept.</p> <p>PARTNERS: Town Administrator</p> <p>DPW</p> <p>Police Dept.</p> <p>Planning Dept.</p> <p>Code Enforcement Dept.</p>	#1

OBJECTIVE 6.4. Mitigate negative impacts of CLIMATE CHANGE

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		Promote the construction of resilient structures			
6.4.5. Design infrastructure (roads, etc.) to higher standards.	<p>Stormwater Management Program</p> <p>Stormwater Pollution Prevention Plan (2015)</p> <p>MS4 Community</p>	<p>Implement Complete Streets in appropriate locations and provide transit options where possible to reduce reliance on the automobile</p> <p>Enhance Stormwater Management Regulations. Use stormwater management regulations to control development and ensure adequate stormwater management capacity, while also reducing the amount of polluted runoff that reaches water bodies.</p> <p>Continue to implement the Stormwater Pollution Prevention Plan</p> <p>Consider enrolling in FEMA's Community Rating System.(the system rewards participating communities with reduced premiums for National Flood Insurance Program policyholders by up to 50%, depending on the number of innovative approaches and regulations enacted beyond minimum requirements).</p> <p>SEE END NOTE 3</p>		<p>LEAD: DPW</p> <p>PARTNERS: Planning Dept.</p> <p>Corps of Engineers</p>	On-going
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					
<ul style="list-style-type: none"> Consider expanding the Environmental Department to help implement the mitigation measures. 					

ENDNOTES

1. Engage and educate residents. The **New Hampshire State Improvement Plan** (2013-2020)¹ in the light of the increasing frequency and intensity of natural disasters and other emergencies, calls for improved engagement and communication as an important way of being prepared: “Prepared responders and resilient communities ensure a rapid and effective response to any emergency [by doing the following]:
 - Increase community engagement in public health emergency activities
 - Strengthen the capacity to respond to public health emergencies in a timely manner
 - Strengthen the capacity to maintain situational awareness of health threats
 - Increase the State’s ability to dispense emergency counter-measures to the public”

The **New England Challenge** is a joint initiative with the University of New Hampshire and Clean AirCool Planet a non-profit. They may be helpful in the Town’s efforts to develop outreach and informational materials. See: https://www.unh.edu/sites/www.unh.edu/files/departments/engagement_academic_outreach/pdf/ADAPDFs/carbon-challenge.pdf

2. New Hampshire Climate Change Resolution

“Whereas, The protection of our forests, air and water quality, fisheries and other natural resources are important to the health and quality of life of our citizens; and

“Whereas, There is evidence that climate change is already impacting New Hampshire’s environment and natural resources, from increased intensity of storms, higher sea level, less snow cover, and more winter rain; and

“Whereas, New Hampshire state government has taken steps to lead by example by reducing energy use of state operations and committing to an overall state goal of using 25 percent renewable energy by 2025; and

“Whereas, The residents of many New Hampshire towns passed the New Hampshire Climate Change Resolution, calling for a national program to reduce U.S. greenhouse gas emissions while protecting the U.S. economy, to create a major national research initiative to foster rapid development of sustainable energy technologies, and encouraging towns to start local energy committees to seek ways to save energy, reduce emissions and save taxpayer dollars;

“Now, therefore, I John Lynch, Governor and the Executive Council of the State of New Hampshire, do hereby commend the New Hampshire Climate Change Resolution and local volunteers for bringing this issue to New Hampshire’s town meetings and community leaders.”

New Hampshire’s Climate Action Plan

The NH Climate Change Task Force recommends that New Hampshire strive to achieve a long-term reduction in greenhouse gas emissions of 80 percent below 1990 levels by 2050. The goal of reducing greenhouse gas emissions by 80 percent by 2050 has been adopted by numerous states, cities and organizations¹. This goal is based on the reductions that climate scientists believe to be necessary to stabilize greenhouse gases in the atmosphere at or below 450 parts per million Co. It has been projected that stabilizing the concentration of greenhouse gases at this level will avoid the most severe and catastrophic potential impacts of climate change.

¹ NH Division of Public Health Services, *New Hampshire State Health Improvement Plan, 2013-2020*. Charting A Course to Improve the Health of New Hampshire.

3. Infrastructure Design Standards. The New Hampshire Coastal Risks & Hazards Commission recommends investments in infrastructure and buildings in at-risk coastal areas be designed to meet the 100-year flood levels, as this will also prepare them for the projected sea-level rise heights in the near term. Critical facilities in these areas should be designed to withstand 500-year flood levels.²

ADDITIONAL REFERENCES

Keely, Chris, *How is Climate Change Affective New Hampshire Communities?* Planning for Climate Change. How New Hampshire Communities Can Protect Local Economies, People and the Environment. University of New Hampshire Cooperative Extension. Information Brief #9, January 2016.

From the University of New Hampshire, "*Planning for Climate Change*"
https://extension.unh.edu/resources/files/Resource005847_Rep8202.pdf

² Keely, Chris, *How is Climate Change Affective New Hampshire Communities?* Planning for Climate Change. How New Hampshire Communities Can Protect Local Economies, People and the Environment. University of New Hampshire Cooperative Extension. Information Brief #9, January 2016.



APPENDIX: SUMMARY OF INVENTORY AND ASSESSMENT OF EXISTING CONDITIONS

(for a detailed documentation of the Inventory, see Volume II of this Master Plan)



Master Plan, Derry, NH
Inventory and Assessment of Existing Conditions

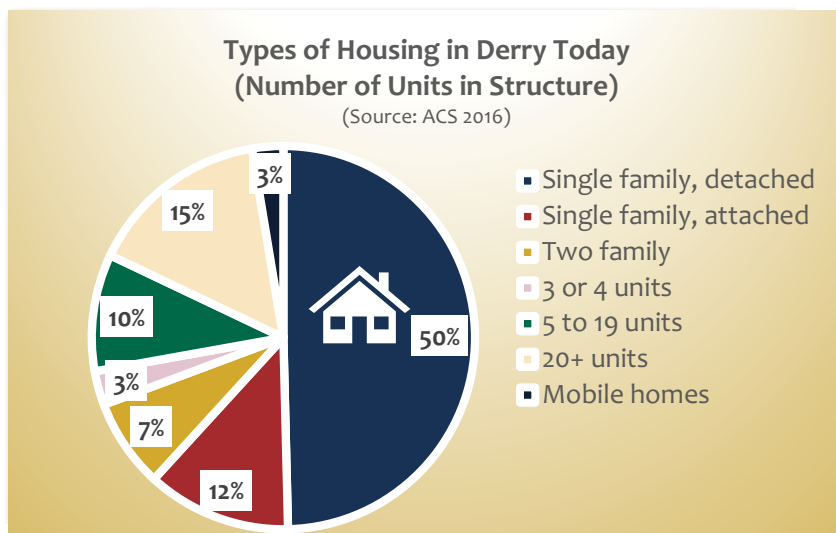
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Housing & Residential Development 1

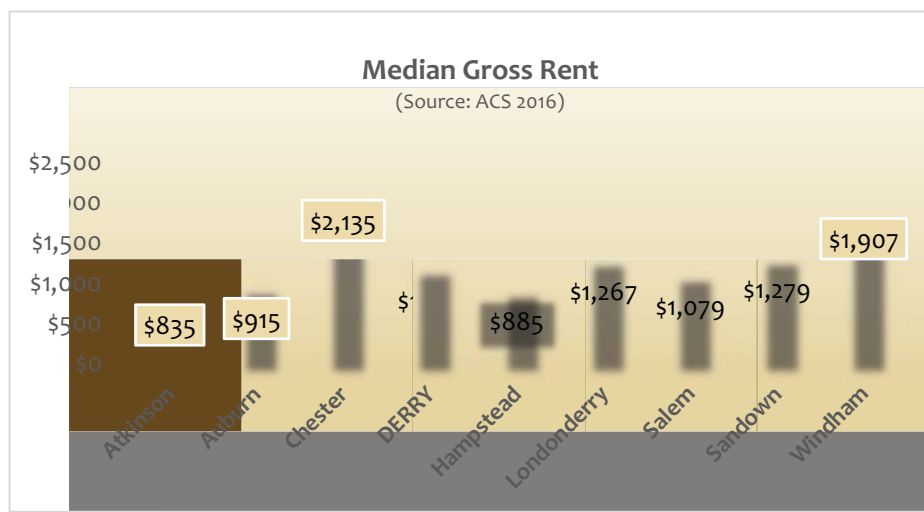
HOUSING FOR EVERYONE

- Derry offers a broader mix of housing than a of its neighbors and other New Hampshire towns of similar size.
- Today, half of all housing units in Derry are detached single-family homes. The other hal includes a mix of everything from two-family residences to large multifamily apartment buildings.
- Due to the mix of housing types in Derry, people who need or choose to rent have mo choices here. Renters currently comprise almost 40 percent of all households in Derry. The only community in the region that approaches Derry's range of rental housing options is Salem.
- Another important feature of Derry's housing is that many younger people, priced out of housing in the region and over the border in Massachusetts, can still find a place to live in Derry. As a result, 22 percent of the town's renter households are under 35 years and renting the unit they occupy. Southern New Hampshire generally is witnessing steady growth in younger households, and Derry's experience is consistent with that trend.
- At the same time, asking rents in Derry are about on par with the larger region, and Rockingham County rents are generally highest in the state. The median monthly rent in Derry is currently \$1,156 – much lower tha Chester's \$2,135 but very similar to, and slightly higher than, several of the surrounding towns. Nevertheless, Derry is deemed to meet its "fair share" of the region's affordable housing needs.

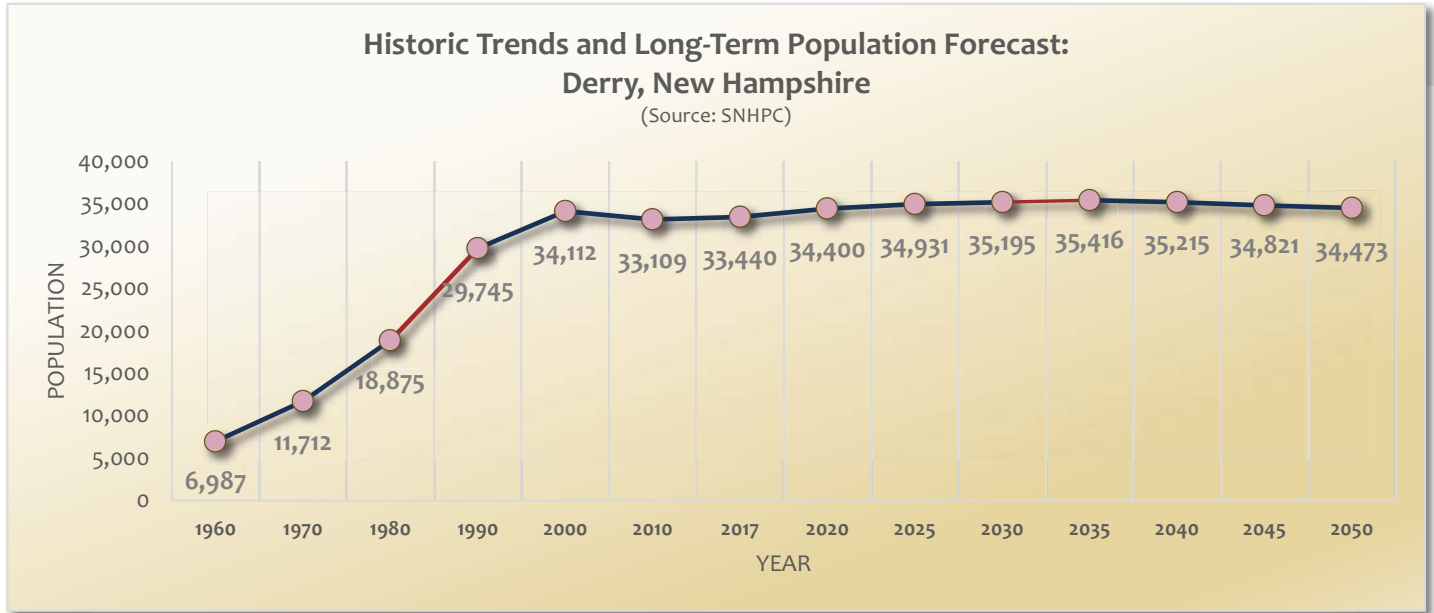


WHAT DOES IT MEAN

- Derry is a residential town where housing is, and will continue to be, the primary land use and primary component of the tax base.
- Derry has many young householders because its housing is fairly affordable and offers many choices. The presence of many young people bodes well for the town's economic future. Derry can capitalize on the entertainment, dining, and recreation interests of millennials and young families.
- Derry satisfies its legal "fair share" of regional housing need but there are still lower-income people living in housing they cannot afford.



POPULATION & HOUSEHOLD CHARACTERISTICS



- Derry's recent past is a story of tremendous population growth, triggered by the combined forces of Baby Boom household formations and the exodus of Massachusetts workers to New Hampshire in the 1970s and 1980s. The town's "bedroom community" economy is a direct reflection of these forces.
- Regional planners estimate that population growth will continue at a very slow pace from this point forward. The regional forecast holds that by 1950, Derry's population will be about a thousand more than it is today.
- Population forecasts matter for long-range planning, but housing analysts pay even closer attention to household demographics: household types and sizes, householder ages, and household wealth. Communities control the make-up of their populations and households by the choices they make to control housing growth, so it is no surprise to find greater household diversity in communities with greater housing diversity. About 70 percent of Derry's 12,500 households (rounded) are **families**, which is a lower rate of family households than any of the surrounding communities. This is due, at least in part, to the range of housing types and price points available in Derry.
- Despite the somewhat lower rate of family households in Derry, the families that do live here tend to be families with children. Compared with all the surrounding towns, Derry has one of the highest rates of families with dependent children (under 18 years): 47 percent.
- Derry has many small households, too. Among non-family households, 87 percent are single people living alone.
- Approximately 44 percent of all households in Derry have low or moderate incomes. According to estimates from HUD, 72 percent are paying more for housing than they can actually afford.





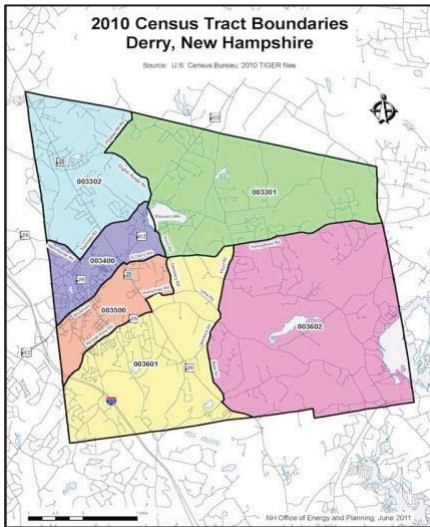
Derry's Economic Development 2

COMPREHENSIVE ECONOMIC PLANNING FOR SUSTAINABLE GROWTH

As Derry has grown, the Town has experienced positive economic growth trends that have diversified the workforce, attracted new types of businesses to the town, and decreased the unemployment rate. The town is undergoing several initiatives to continue these positive trends including periodical master plan updates, participation in SNHPC's Regional Economic Development Plan, transportation improvements and designation as an Opportunity Zone (OZ). The Town's Economic Development and Planning Departments are pursuing proactive coalitions with local/state organizations, non-profit groups, business owners, and community leaders to make Derry a destination that affirms an "open for business" attitude.

Current Assets

Opportunity Zone Designation



The orange census tract seen here is Derry's OZ.

- The OZ in Derry is enclosed by Broadway and East Derry Road to the north, Cemetery Road to the east, Humphrey and Kendall Pond Roads to the south and the Londonderry town line to the west.
- Investors can also invest in a Qualified Opportunity Fund to help support small businesses in the town – a previously unavailable funding source.
- OZ investments can range from infrastructure and preservation of cultural assets, to creation of affordable housing. This can be helpful when working to bridge the existing jobs to housing ratio in Derry.

Commercial and Industrial Properties

- Derry has a large amount of industrial, commercial, and office/research property to support new businesses and expand existing businesses in the town. Availability of these parcels nestled between Route 28 South and I-93 is ideal for business attraction and retention.
- There is currently 1.6 million square feet of commercial property available for sale or lease in Derry and 630,100 square feet of industrial property.
- Purchase of commercial and industrial property in Derry amounted to over \$5.65M in 2018, with three of those transactions being the largest in the region's submarket.
- Diversification of the town's tax revenue to support commercial/office activity will attract industries where Derry is already a leader, such as healthcare, and where the town seeks to expand, such as advanced manufacturing, information technology, and the arts.

Rezoning for Commercial Use

West Running Brook District (GC IV)

- Recent extension of town utilities allows for the opening of the northern part of town in the new West Running Brook district, facilitating access to the Downtown, East Derry and new commercial zones toward the Windham line. The boundaries are north of the West Running Brook Middle School in the vicinity of Humphrey Road, and will continue south, just north of the Robert Frost Farm, totaling 200 acres.

WHAT DOES IT MEAN?

- Recent Opportunity Zone designation will allow private investors to defer capital gains taxes until 2026, if they invest within 180 days. At that time, they can either sell their property or collect.
- Other options are 10% reduced capital gains taxes for a 5-year investment or 15% for a 7-year investment.
- There will be no taxes on future capital gains if they have the property for an additional 10 years or sell by 2048.
- 90% of assets must stay in the Opportunity Zone.

- Creation of a new gateway along this corridor will support development efforts, increasing vitality in an area that has long been a target for growth with untapped opportunities.



Current zoning in Derry

/Media Marketing are the top creative enterprises projected to grow over the next decade. These areas are half of all creative enterprises in Derry.

- Self-employment is growing in Derry and can be a very valuable contributor to creative industries. Marketing to seniors and younger populations in this sector has been made a goal for the town.
- Integrating arts and entertainment in the business districts are resourceful ways Derry has integrated its cultural character with economic development.
- Usage of historic landmarks such as the Adam's Memorial Building for the Arts Council's, the Old Train Station as a new restaurant, and Upper Village Hall as an events venue are examples of how Derry is bridging the Town's history with alternative creative uses.

Downtown Derry has the only downtown in the Greater Derry-Londonderry area, with capacity for business development, particularly small business. From the SNHPC's Age-Friendly Survey for Derry and previous engagement efforts, it is clear the community utilizes and enjoys the downtown, but the need for revitalization is present.

- Updated design guidelines, promotion of programs like the Façade Improvement Program, and continued collaboration with technical entities like the Small Business Administration, will allow downtown to embrace its character and central location to market to newcomers.
- Self-employment is 6% of full-time, year-round employment in Derry, and 3% of this base are self-employed with employees. Encouraging this group to do business in the Downtown would support the local economy, increase likelihood of employing locals, promote entrepreneurship, and add vitality to this central node of Derry.

- Popular locations such as Ashleigh Drive, currently zoned for both commercial and industrial use, will be maximized to their fullest potential.

GC III

- Zone GC III begins promptly at the Robert Frost Farm and continues south until zone GC IV, which will remain a commercial zone in the new plan.
- A major goal of the creation of this zone is to promote mixed-use interconnections extending south along Route 28 that promote connectivity over sporadic site development that has previously dominated.
- Streamlined architectural/landscape design and greening will be priorities in this zone, as the town works closely with new developers and those seeking to do business in Derry.

COLLECTIVELY FORMING A VISION FOR DERRY

Creative Economy Derry is proactively working to expand the creative economy, which is currently 2.4% of total industry employment. Creative industries and occupations have been on the rise both locally and regionally. With Derry's current upsurge in tertiary industries, increase in wages and spikes in commercial activity, the capacity for a vibrant creative realm is there.

- Arts and Electronics Retail, Visual and Performing Arts, and Media



Walkable streetscapes outside the Cask and Vine in Downtown.



Derry's Historic & Cultural Resources 3

A CENTURIES-LONG HISTORY BEGUN BY THE PENACOOKS AND CONTINUED BY THE ULSTER-SCOTS

- Humans have inhabited the Derry area for centuries, beginning with Native peoples, the Penacook band of the Abenakis, who set up villages along the Merrimack River and its tributaries, fishing for shad, salmon and alewife. Several area place names originating from the tribe, including "Merrimack" and "Massabesic" are still in use today.
- The first Europeans to settle in Derry were known as "Ulster Scots," farmers, herdsmen and weavers who had migrated from Scotland to the Ulster Plantation in Northern Ireland. From there, they came to America in 1718, settling in what they called "Nutfield," the nut tree-filled grassy, marshy area that contained today's towns of Windham, Londonderry and Derry, as well as portions of Salem, Manchester, and Hudson. Derry remained a parish of Nutfield – later Londonderry - for over 100 more years, with East Derry serving as its center.
- Farming first dominated the early local economy, but manufacturing emerged in the 1850s with the introduction of the railroad. Entrepreneurs built shoe factories in the downtown and milk from the local Hood farm was pasteurized and shipped in sterilized bottles from the railroad's Broadway depot. By the end of the 19th century, Derry had become a tourist destination, with several cabin colonies operating on local lakes and ponds. Shoe manufacturing relocated to the southern U.S. and Hood moved operations to Massachusetts. With the construction of Interstate 93 in the 1960s, Derry evolved into a bedroom community for Manchester and Metro Boston.
- Derry's extant historic resources represent this span of time. The oldest section of Forest Hill Cemetery (1722) and the Matthew Thornton House (ca. 1740) date to the first decades of settlement, while the Taylor sawmill (1799) reflects the town's early manufacturing history. While the shoe factories have nearly all been demolished, several structures from the industrial heyday remain including Upper Village Hall (1875), the Pinkerton building (1887), and the Adams Memorial Building (1904). Single-family homes, such as the Alan Shepard House (1921) reflect the town's 20th century transformation into a suburb and bedroom community.



The Matthew Thornton House, located on Thornton Street, dates to ca. 1740 and is one of Derry's oldest extant buildings.

WHAT DOES IT MEAN?

- Derry's historic and cultural resources possess local, regional and national **significance**, and therefore merit protection.
- The town's 1986 inventory of historic resources was never completed, is now out of date, and needs revising. An **updated inventory** would identify additional resources meriting recognition and protection
- Derry's status as a Certified Local Government makes it **eligible for state funding** for preservation-related activities, such as an inventory update.
- The Derry Public Library, through its New Hampshire Room, has established itself as a **central repository** for historical information about the town. The Derry Museum of History provides a space for public display and interpretation of historical artifacts.
- Derry has firmly established its **commitment to the arts** through programming at the Derry Opera House and the advocacy work of its Public Arts Committee.
- The town recently established a **Cultural District** in the downtown, drawing on its existing historic and arts-related resources. Opportunity exists to grow this district, making Derry a regional cultural hub.

A TRADITION OF RECOGNIZING AND INTERPRETING HISTORIC RESOURCES

- Derry has made several efforts, through the National Register and National Historic Landmark programs, to recognize its most important historic resources. These include the Robert Frost Farm, Matthew Thornton House, Adams Memorial Building and Opera House, as well as the East Derry National Register Historic District.
- The state has placed historic markers at the locations in Derry, honoring the significance of these sites to the state's history: General John Stark, the Scotch-Irish settlement, and Robert Frost. Derry has become an integral part of the Robert Frost/Old Stagecoach Scenic Byway, part of the state's Scenic and Cultural Byways Program.
- In the 1990s, Derry became a Certified Local Government and formed the Derry Heritage Commission, an advisory body to the town's government and to the land use boards. The commission manages the Derry Museum of History, a collection of local artifacts housed and exhibited in the Adams Memorial Building.
- The Derry Public Library maintains the New Hampshire Room, a collection of books, maps, photographs, and postcards pertaining to the town's history. The postcard collection has been uploaded to FLICKR for public view.

AN ESTABLISHED COMMITMENT TO THE ARTS

- The Greater Derry Arts Council, Derry Opera House and Derry Public Arts Committee form the bedrock of arts activity in the town. In addition to managing the Opera House's array of performing arts events, the Council and Public Arts Committee are working to address the needs of the town's working artists.
- The Derry Garden Club works to engage residents in beautifying the town's public open spaces.
- Derry Homegrown Farm and Artisan Market provides a venue for local growers and producers sell their goods, but also for artists to market and sell their work.



Members of the Derry Garden Club instruct children from the Boys and Girls Club on planting.



Derry Homegrown Farm and Artisan Market provides a seasonal venue for artists to display and sell their work.



Derry's Natural, Open Space & Recreation Resources

4

DISTINCTIVE NATURAL & OPEN SPACE RESOURCES

- Most of the town's soils consist of till-covered bedrock making them compatible with the installation of septic systems, basements, roads and streets. The gently rolling topography and limited amount of shallow bedrock further the development suitability.
- The town lies within two major watersheds, with the largest encompassing Beaver and Horne's Brooks, contributing to the Merrimack River Watershed. The Beaver Lake Watershed, a sub-watershed of the Merrimack, covers 7.72 square miles in the northern end of Derry.
- Several freshwater ponds and waterways spread across the Derry landscape, providing habitat for wildlife, as well as many recreation sites. Dams impound several of these water resources, helping to control floodwater.
- Wetlands and forests, scattered throughout Derry, provide additional habitat and recreational opportunities. The town maintains both the Town Forest and Weber Memorial Forest, together covering over 300 acres.



Apple trees growing at the Robert Frost Farm provide one reminder of Derry's history of an active farming community. The town has protected five former farms from development.

SUCCESSFUL RESOURCE PROTECTION EFFORTS

- The town has protected over 1,000 acres of former farmland through conservation easements, and two family-owned farms continue to operate in Derry. The town has also protected over 1,000 acres of open space, and much of this land is accessible to the public.
- In 2006, Derry joined Auburn and Chester in forming the Beaver Lake Watershed Partnership as a way to ensure protection of the 10.5 square mile area in response to rapid development. The group prepared a management plan, and the Town of Derry continues to implement its recommendations.
- The Net Zero Task Force has established a goal of achieving Net Zero compliance by all key stakeholders in Derry by 2025. Accomplishments to date include replacing all incandescent/fluorescent bulbs in

WHAT DOES IT MEAN?

- Derry's gentle topography, minimal shallow or exposed bedrock and soils comprised of glacial till make **much of the land compatible for development.**
- A significant portion of the town lies within one of two large watersheds, giving Derry **a key role in regional watershed protection.**
- The town and its non-profit partners have **acquired several hundred acres of conservation land** and have arranged for **agricultural easements on five former farms.**
- Derry has demonstrated its **commitment to protection of groundwater, wetlands, and floodplains** by establishing several associated zoning and overlay districts.
- The Net Zero Task Force has advanced Derry's efforts to **reduce reliance on non-renewable energy sources.**

municipal buildings with LED bulbs and developing a solar energy project at the public works facility. The task force has planned a 1-megawatt solar array for the landfill.

- The town has established several zoning districts designed to conserve groundwater and protect wetlands and flood plains

RECREATION RESOURCES IN MANY FORMS

- The Rockingham Recreation Trail (maintained by the State of New Hampshire) and Derry Rail Trail (overseen by the Derry Rail Trail Alliance) offer bicyclists, walkers, joggers and others off-road recreational opportunities. Multiple access points to both trails are spread through the town.
- Derry's conservation lands contain many miles of hiking trails through forests and former farmlands.
- Kayaking and wildlife-viewing are possible on the town's several lakes and ponds, and the state maintains a public boat launch at Beaver Lake.
- Derry is home to three publicly-accessible golf courses, Hoodcroft, Hidden Valley and Brookstone.
- The town maintains multiple fields for team sports, in locations across town.
- Alexander-Carr Park Lodge, while in need of repair/replacement, provides a place for public gatherings.

WHAT DOES IT MEAN?

- Derry's **two state parks and two multi-use trails** offer recreational opportunities and at the same time fuel the local economy.
- The **baseball, softball, and soccer fields** provide ample opportunities for team sports activities.
- The natural areas, including **lakes, ponds and conservation lands**, offer opportunities for additional recreation.
- The condition of **indoor facilities** that support these activities, including Veterans' Hall and the Lodge at Alexander Park, does not match the quality of the well-maintained fields. Both buildings are both in need of major upgrades.



Beaver Lake, located near the geographic center of Derry, is the largest freshwater body and provides both habitat for wildlife as well as opportunity for fishing and boating.



The playground at Alexander Carr Park is a popular spot for young children throughout spring, summer and fall.



The Rockingham Recreational Trail, maintained by the State of New Hampshire, runs through the southern part of Derry.



Derry's Transportation and Circulation - 5

MOVING PEOPLE OF ALL AGES AND ABILITIES

Derry manages and maintains its roadway system at a high level. In the future, traffic volumes and roadway functionality may change as a result of the planned NHDOT new Exit 4A interchange, which will change traffic patterns. As a result, there may be opportunities to redesign the Downtown area to attract residents and visitors, better accommodate pedestrians and bicyclists, and provide more and better parking.

• Travel Characteristics

- Derry has a population of 33,246 making it the 4th largest municipality in New Hampshire
- 41% (4,000) of people working in Derry, live in Derry
- Approximately 4,000 residents work in Manchester, Salem and Londonderry
- 91% of Derry residents who commute to work drive alone
- 23% of Derry households have 3 or more vehicles
- The commute time for 85% of Derry residents was under 30 minutes

• Operating Conditions

- There are approximately 200 miles of roadway in Derry
- The Derry Highway Department has managed the Pavement Management Program since 1986. Most roadways are in Good or better condition. Over 30 roadways are scheduled to be repaired over the next few years
- The Highway Department Maintains 19.7 miles of sidewalk and 3.2 miles of bike trail
- NH 102 (West. Broadway) carries over 18,000 vehicles per day (vpd); Tsienneto Road over 14,000 vpd; NH Bypass over 12,000 vpd
- Heavy traffic congestion is experienced on West Broadway traveling westbound in the morning to the I-93 Exit 4 interchange, with the reverse pattern in the afternoon
- In 2016, a new traffic signal was installed at Rockingham Road/Windham Depot Road / Kilrea Road
- The NHDOT has completed bridge replacement or rehabilitation at Drew Road over Drew Brook; North Shore Road over tributary to Beaver Lake Outlet; Florence Street over Shields Brook; and safety improvements at the intersection of NH Route 28 Bypass/English Range Road/Scobie Pond Road
- There is a lack of uniform wayfinding signage in The Downtown
- In 2019, a new traffic signal was installed at the intersection of English Range Road, Scobie Pond, and Bypass 28

• Safety

- The number of reported vehicle crashes has increased each year between 2011 and 2015
- The following intersections experienced high numbers of crashes between 2014 and 2016:
 - Ross' Corner (20 crashes/year)



Rectangular Rapid Flashing Pedestrian Beacon in Downtown helps to improve visibility and driver awareness.

WHAT DOES IT MEAN?

- The **Highway Department** maintains local roadways through the Pavement Management Program which receives over \$1M annually in funding. As a result, most of Derry's roads are in Good or better condition.
- While most residents commute to work via single-occupant automobile, Derry has two **multi-use trails** and nearly **20 miles of sidewalk** that serve alternative transportation modes. The **Derry Rail Trail** is being extended from Hood Pond to North High Street.
- The **Streetscape and Pedestrian** improvements constructed in 2001 in the Downtown area are in need of repair. This may be an opportunity to upgrade and enhance pedestrian and bicycle facilities, and improve safety and wayfinding. A **Sidewalk Improvement Plan** would help to prioritize improvements.
- **Parking** availability and handicap accessibility are issues in the Downtown including at the **Derry Public Library**. There is the potential to use the town-owned parcel adjacent to the **Adams Memorial Building** for additional parking.

- NH Route 28 Bypass/ Pinkerton Street/Nesmith Street (11 crashes/year)
- NH Route 28/Ashleigh Drive (10 crashes/year)
- NH Route 28 Bypass/English Range Road/Scobie Pond Road (9 crashes/year)
- Tsienneto Road/Pinkerton Street (7 crashes/year)

- **Pedestrians and Bicycles**

- There are 19.7 miles of sidewalk, mostly in Downtown
- The Town has two sidewalk plows
- There is no sidewalk improvement funding mechanism
- The Derry Rail Trail is approximately 3.2 miles long and is planned to be extended northerly from Hoods Pond to North High Street (2019) with the potential of expanding beyond the I-93 Exit 4A project. At Madden Road, a new tunnel for the Derry Rail Trail will be provided as part of the I-93 Exit 4A project.
- Within the Town of Derry, the Rockingham Recreational Trail is 6 miles long. It starts at the Windham Depot, meets the Derry Rail Trail, and continues northerly to the Hampton Town Line
- Streetscape improvements made in 2001 in the Downtown are deteriorating and will need improvements, including tree planting
- Rectangular Rapid Flashing Beacons could be considered at South Avenue and Rollins Street for the Derry Rail Trail

- **Transit**

- The Greater Derry/Greater Salem Regional Transportation Council assists with the planning, pursuing funding for, and developing strategies that meet the needs of people living in the Greater Derry and Greater Salem service areas.
- The Cooperative Alliance for Regional Transportation (CART) provides three types of public transportation for residents of Derry:
 - Curb-to-curb demand for residents who are elderly or in need of transportation.
 - Route deviation shuttle service within a quarter mile radius of the route.
 - Shuttle for seniors and people with disabilities to the Londonderry Senior Center and the Marion Gerrish Community Center in Derry.
 - In 2019, the Co-operative Alliance for Regional Transportation (CART) became part of the Manchester Transit Authority (MTA).

- **Parking**

- There is limited parking and handicap (accessible) parking available at the Derry Public Library. There is consideration to expand to the bandstand area at McGregor Park
- The Derry Masonic Temple has limited parking that causes patrons to park across the street on East Broadway
- Parking is limited at Adams Memorial Building (Derry Opera House) with a potential opportunity to use the abutting empty parcel owned by the Town
- Due to poor lighting and lack of nearby parking lots, patrons of the Adams Memorial Building do not feel safe walking to The Abbot Court parking lot
- Consideration could be given to maximizing the use of public space in the Downtown area by providing on-street angle parking spaces, improving lighting, and creating additional parking spaces.

WHAT DOES IT MEAN?

- A new **I-93 Exit 4A Interchange** is planned to be constructed by NHDOT in the Town of Londonderry between Exits 4 and 5. The project would include a **one-mile connector roadway to Folsom Road in Derry**. The intent of the project is to reduce congestion and improve safety along NH 102 from I-93 through the Derry Downtown and promote economic development in Derry.
- The new Exit 4A interchange may present an opportunity to change the **vision and character of Downtown Derry** if traffic volumes decrease on W. Broadway. Potential measures may include reduced travel lane widths, angle parking and improved pedestrian and bicycle facilities.
- The new connector road would be divided and would prohibit vehicles making left turns in and out of the **Police Station**, which would require U-turns. There may opportunities to relocate the Police Station in the mid- and long-term, where the current site can be sold and redeveloped.

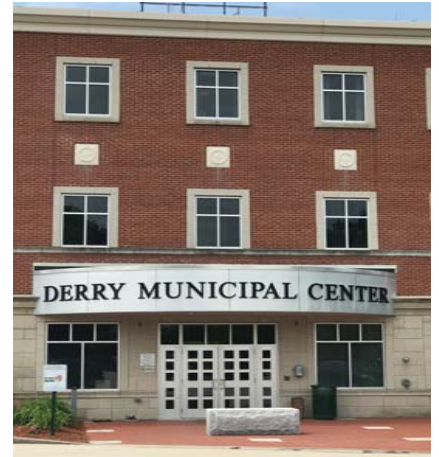


Derry's Community Facilities & Services - 6

PROACTIVE FACILITY PLANNING

As Derry has grown, the Town has become more systematic about planning for its municipal facilities and services by periodically updating its master plan, and developing a 30-year Capital Improvement Plan among other planning efforts. Many of the Town Departments also conduct their own internal planning.

- **Schools.** Derry Cooperative School District is comprised of 5 elementary schools, 2 middle schools and 1 private, non-profit, regional high school.
 - School enrollments are expected to continue to decline with a slight increase in the elementary school population.
 - Derry's schools have additional capacity to absorb any slight increase in enrollments.
 - Pinkerton Academy expects a reduction in the number of students coming from Derry
- **Public Safety**
 - **Police Department**
 - The number of uniformed personnel (per 1,000 residents) is significantly below that of the average of municipalities in New Hampshire
 - The proposed Exit 4A road configuration will significantly negatively impact the access and reduce the ability of the Police Department at its current location to respond to an emergency
 - **Fire Department**
 - The Fire Stations are in need of significant upgrades
 - The number of calls for service have slightly increased over the last decade, (primarily due to the increase in calls for emergency medical services for elderly residents.
 - Some parts of Derry are outside of the 4-minute industry standard report time
- **Libraries**
 - The **Derry Public Library** has experienced a decrease in the number of materials circulated, but an increase in attendance at programs offered at the library, indicating it is part of a larger trend of the changing roles of libraries in a community.
 - The **Taylor Library** is not ADA compliant and must limit its popular programming due to space limitations and the fire code.
- **Veteran's Hall** is at capacity to serve the recreational and socializing needs of elderly residents. As this population is anticipated to increase, there will be a need for additional space for programming.



The Municipal Center, occupied since 2002, is well maintained and adequately accommodates many of Derry's municipal offices and the public.

WHAT DOES IT MEAN?

- The **School District** is preparing to close one of the elementary schools
- The **Police Department** may need to hire more officers in the future so that it may be more proactive in its approach to public safety. The Headquarters may need to relocate when the Exit 4A road reconfiguration is constructed.
- The **Fire Department** is planning major facility changes, including relocating stations.
- **Libraries** – Access to the Derry Public Library can be improved by providing additional parking and Sunday hours. The Taylor Library could be improved by making it handicap accessible.
- **Veteran's Hall.** More space will be needed in the future. Upper Village Hall and Alexander Carr Park Lodge may be available for additional programming for seniors and others.

- The **Adams Memorial Building** houses the Greater Derry Arts Council, Derry's Housing Authority, the Greater Derry-Londonderry Chamber of Commerce, and Derry's History Museum. While the building is in good condition, the lack of adequate parking is of significant concern.
- The **Alexander-Carr Park Lodge** will be rebuilt and available for recreation as well as for rent for meetings and events.



If the parcel adjacent to the Adams Memorial Building could be used for parking, this would go a long way in addressing the parking shortage for the building's uses.

PROVISION OF QUALITY UTILITIES AND SERVICES

• Department of Public Works

- **Solid Waste and Recycling:** Derry has a mandatory recycling program (since 1990) and trash quantities have been decreasing since then.
- Derry has a **Stormwater Management Program**.
- **Water.** Derry has an ample supply of water with capacity for additional expansion.
 - approximately 40% of the Town's residents are connected to the municipal water system, approximately 50% are on private wells and the remaining 10% are with the Pennichuck Water franchised system
- **Sewer.** Derry's wastewater is treated at the Municipal Sewage Treatment Plant.
 - Approximately 30% of the Town's population is connected to the municipal sewer system
 - There is ample capacity for expansion and some plans to extend the system within the next 5 years
 - Derry processes waste from Londonderry; it is expected that the amount will increase due to significant new development planned in that town

• Highway Department and Cemetery Division

- The Highway Department maintains:
 - 19.7 miles of sidewalk
 - 3.2 miles of bike path
 - a Pavement Management Program which prioritizes road improvements
- Due to the trend favoring cremation over full burials, there is additional capacity available at the **Cemetery**.

- **Public Health.** The Department of Public Health responds to resident reports of health issues at residential properties but also addresses public health issues at schools, daycare facilities, nursing homes, etc.
 - The number of calls for service made to the Derry Police Department that are related to health issues (e.g. substance abuse, etc.) are on the rise
 - A number of state resources exist regarding "healthy communities" initiatives (e.g. regarding safe walking, biking, local and healthy food, etc.)

WHAT DOES IT MEAN?

- Derry's **recycling rate** has increased to 36% of all waste
- The **Stormwater Management Program** protects water quality and controls the adverse affects of increased runoff due to development
- The Town is currently in discussions with the State and adjacent communities with the goal of extending and improving Derry's **water system** at no cost to the Town
- Additional **wastewater** generated by new development in Londonderry will need to be addressed (including considering expanding the treatment plant)
- New technologies may make it feasible to provide **alternative methods of sewage treatment** to more rural areas of Derry that are currently served by septic systems
- A **Sidewalk Improvement Plan** would help to prioritize improvements
- There are plans to extend the **bike path**; this would require additional maintenance
- There are opportunities for the Department of Public Health to promote initiatives that facilitate **health and wellness**



Energy Conservation & Future Resilience – 7

Planning for the future involves understanding current conditions as well as predicting future trends. Conserving energy and reducing reliance on fossil fuels reduces the negative impact on the environment and makes us less vulnerable to the volatility of fluctuations in fuel costs and international markets and relations. Additionally, as we plan for the future resilience of our communities, it is important to minimize any preventable and predictable impacts of climate change as we adapt to changing conditions. Building the capacity to be proactive and responsive is critical to the resilience of any municipality.

New Hampshire energy prices are among the highest in the nation. According to the New Hampshire Office of Strategic Initiatives¹, the State has the third highest electricity rates in the contiguous U.S. with each New Hampshire resident spending an average of \$3,934 on energy in 2015. The cost of energy is particularly burdensome to lower wage earners. Also, high energy costs may make it more difficult for commercial and industrial entities to compete with businesses located in lower-cost regions of the country.

“Energy, environment, and economic development are interrelated, just as our ecological systems consist of many interrelated and interdependent elements. Well-crafted solutions to these issues should be interrelated and will create benefits in all of these arenas, across the state and for all of our citizens.”

- The New Hampshire Climate Action Plan

STATE RESOURCES

The State of New Hampshire 10-Year State Energy Strategy sets forth a series of goals intended to “enable business and consumer cost savings, job creation, economic growth, industry competitiveness, environmental protection, and a reliable and resilient energy system.” The goals are:

- Prioritize cost-effective energy policies
- Ensure a secure, reliable, and resilient energy system
- Adopt all-resource energy strategies and minimize government barriers to innovation
- Maximize cost-effective energy savings
- Achieve environmental protection that is cost-effective and enables economic growth
- Government intervention in energy markets should be limited, justifiable, and technology-neutral
- Encourage market-selection of cost-effective energy resources
- Generate in-state economic activity without reliance on permanent subsidization of energy
- Maximize the economic lifespan of existing resources while integrating new entrants on a levelized basis
- Protect against neighboring states’ policies that socialize costs
- Ensure that appropriate energy infrastructure is sited while incorporating input and guidance from stakeholders.

WHAT DOES IT MEAN?

- The State has a number of programs available to NH municipalities including potential funding opportunities, to help towns increase energy awareness, reduce greenhouse emissions, and conserve energy

REGIONAL PLANNING: SOUTHERN NEW HAMPSHIRE PLANNING COMMISSION (SNHPC)

SNHPC has a chapter on Energy in its most recent Regional Plan. This states that while New Hampshire “has no fossil fuel reserves, it has substantial renewable energy potential.”² Potential benefits from renewable energy sources mentioned include:

- More energy dollars retained in local or regional economy
- Annual operation costs are low
- “Waste” such as manure, landfill gas, landscape trimming, etc. can be converted to energy sources
- Reduced pollution as compared with fossil fuels

¹ New Hampshire Office of Strategic Initiatives, *New Hampshire 10-Year State Energy Strategy*, April 2018.

² Southern New Hampshire Planning Commission Regional Comprehensive Plan (2010), Chapter 5 (Energy).

The Plan also identifies Land Use Planning as another way to reduce energy consumption.

MUNICIPAL EFFORTS: DERRY'S ENERGY CONSERVATION, CLIMATE CHANGE ADAPTATION & FUTURE RESILIENCY PLANNING MEASURES

Derry has been proactive in its efforts to plan for future resilience. Some of the Town's efforts include:

- In 2016 Derry created a **Net Zero Task Force** focused on conserving energy in the Town's municipal buildings and schools and replacing carbon based energy sources with renewable energy where feasible. The Task Force has a goal of becoming Net Zero in terms of carbon footprint from electricity by the year 2025.
- Derry adopted a **"Green Building and Vehicle Ordinance"** (which gives preference to the purchase or lease of alternative fuel and hybrid vehicles for Town use, requires that new construction or major renovation of Town-owned facilities incorporate environmentally friendly building methods and technology, and encourages the Town to promote and assist business owners and local Town, state and federal agencies to build in environmentally responsible ways.
- The Town has installed 4 **electrical car charging stations** accessible to the public free of charge to help promote the downtown area to residents and visitors. They are located in the Municipal Office Building parking lot.
- **Solar and Wind Exemption.** Property owners who have installed wind or solar powered energy equipment can submit the cost of their installation to receive an exemption in the amount equal to 100% of the assessed value of qualifying solar and wind-powered energy equipment.
- **Recycling.** Derry has had a mandatory recycling program since 1990. Trash quantities have decreased over time and the recycling rate has increased to 36% of all waste.
- Derry has developed a **Stormwater Management Program** that includes a Stormwater ordinance that prohibits non-stormwater discharges so as to maintain and improve the quality of water into water bodies and establishes minimum requirements and procedures to control the potential adverse effects of increased Stormwater runoff due to development.
- Derry has a **Hazard Mitigation Plan** (updated in 2015) that outlines action steps for the Town to take to reduce or eliminate long-term risks to lives and property resulting from hazards. These steps include preventive measures intended to mitigate the effects of such natural and human-caused hazards.

WHAT DOES IT MEAN?

- The Southern New Hampshire Planning Commission Regional Plan lists a number of ways in which municipalities can use Land Use planning to conserve energy; these include impact fees, smart growth development, transit-oriented development, among others. Derry can consider these as its plans for the future.
- Conserving energy by leading by example, retrofitting town facilities with energy saving technologies and by implementing energy efficient measures in town activities and ordinances are critical steps in planning for the Town's future resilience.
- Derry has been proactive in terms of setting up systems and implementing measures to move towards reducing its carbon footprint and becoming more resilient in general.
- There is more Derry can do to conserve energy, mitigate climate change impacts, and plan for future resiliency



Land Use and Zoning - 8

LAND USE PATTERNS

Derry's distinctive character is defined by the contrast between the urban, suburban, and rural-agricultural land use patterns that exist here. These patterns have been influenced by the region's growth history, by water resources, transportation features, and utilities, and zoning. Today, much of Derry is developed as low-density residential subdivisions in the west and southern ends of town – areas with relatively good highway access that connects residents to regional employment centers. Along and west of Route 28, however, Derry is a densely settled urban center with a compact downtown and a wide variety of uses. Together, Interstate Route 93 and State Route 28 have left an indelible imprint on Derry's development pattern, just as the semi-rural roads and limited utilities on the east side of town help to explain the low-density residential and agricultural character found there.

Derry has grown so much since 1970, filling in with new residential subdivisions in the west and southern parts of Town and cultivating new business activity downtown while still preserving an open, agricultural feel in East Derry. The patterns that exist in Derry today have been shaped by the combined forces of highway access, infrastructure and utilities, and land use regulations. While all of these forces play a pivotal role in a community's options for managing growth and change, **zoning** largely determines *what* and *how much* can be done with a given piece of land.

WHAT DOES IT MEAN?

- Derry has adopted a wide variety of zoning districts with flexible use regulations.
- Zoning matters! The intent of Derry's existing zoning is evident just about everywhere because Derry has grown and changed so much since the adoption of zoning.
- Derry has a broad range of housing because the town has made land use policy decisions that allow people of different incomes to choose Derry as their home.

ZONING DISTRICTS

Derry has 24 use districts, or zoning districts created for the primary purpose of regulating land use.

- 90 percent of the Town is in some type of residential use district. The largest residential districts (in area) are the Low-Density Residential (LDR) and Low-Medium Residential Density (LMDR).
- About 5 percent of the Town is zoned for commercial uses such as retail stores, office space, personal services, banks, and so on. At the heart of Derry's commercial zoning is the Central Business District, which encompasses Downtown Derry. The largest commercial zone is General Commercial 4, which provides for some light industrial uses and research/development facilities in addition to "traditional" commercial uses.
- About 5 percent of the Town is zoned for a variety of industrial and related office uses such as contractor's yards, fuel storage companies, hotels, manufacturing, or transportation facilities.

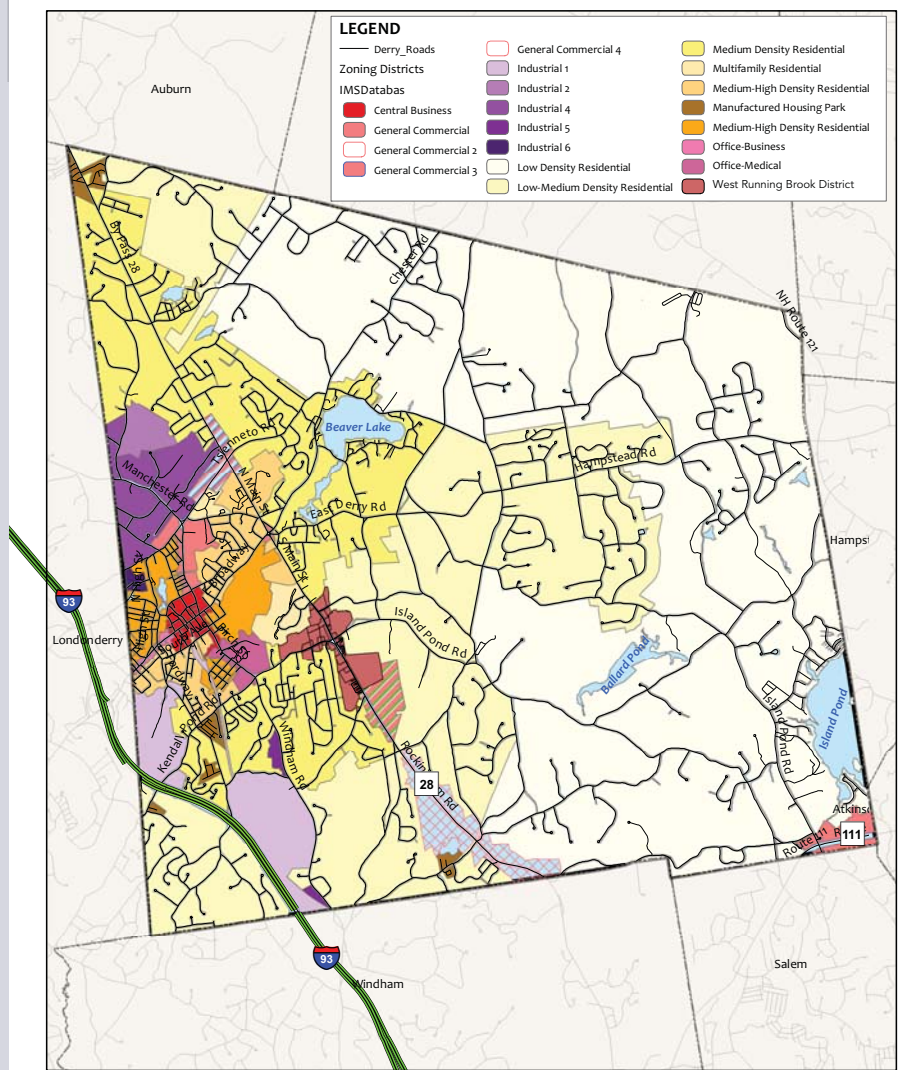
How land is **zoned** and how it is actually **used** may not always match. This is because development that existed before zoning was adopted enjoys some protection known as "grandfathering." A disconnect between what a district is called and what exists within it can also happen when a zoning ordinance allows too many types of uses in a single district.

HOW DERRY'S LAND IS USED TODAY

- Single-family homes: 10,700 acres
- Condo & two-family homes: 1,000 acres
- Multifamily: 400 acres
- Mobile homes: 200 acres
- Commercial: 800 acres
- Industrial: 600 acres
- Farm, forestry, recreation: 3,100 acres
- Vacant: 3,100 acres
- All Other: 2,700 acres



- Derry still has plenty of **room to grow**.
- Derry is in a good place to capitalize on development trends in Southern NH and its relationship to I-93, especially the new Exit 4A.
- Derry will need to consider ways to streamline and simplify its zoning, shifting away from controlling **use** and more toward **form** and **urban design**.
- Derry has opportunities to update its zoning to advance the goals and policies of this Master Plan Update. Consider ways to strengthen **"age-friendly" development**, housing attractive both to seniors and millennials, and **incentives for mixed uses**.
- Derry will see more **changes within existing developed properties** as the quality of available vacant land dwindles. There may be quite a bit of vacant land in Derry today, but not a lot of good, developable vacant land.



DERRY MASTER PLAN
Existing Zoning (2019)



0 0.5 1 2 Miles

