



THE TOWN OF DERRY, NH MASTER PLAN 2020

VOLUME III: - SUMMARY OF PUBLIC PROCESS COMMUNITY ENGAGEMENT



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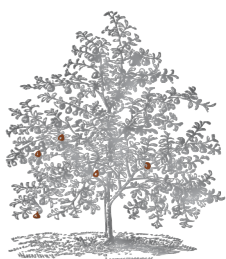
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ACKNOWLEDGEMENTS

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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

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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 I: PLAN SUMMARY AND IMPLEMENTATION PROGRAM

VOLUME II: INVENTORY AND ASSESSMENT OF EXISTING CONDITIONS

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



INTRODUCTION

This is one of two documents intended to accompany the main Derry Master Plan document, Volume I: Plan Summary and Implementation Program. This report compiles the stakeholder input that forms the foundation of the Plan.

Purpose

A Master Plan is a roadmap, a document that sets the direction that a community agrees it would like to turn towards. It is an opportunity to appreciate a community's assets and think of ways of building on 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 feel the void.

The Implementation Plan -- the end result of stakeholder input, research, inventory and assessment of existing conditions, trend analysis and best practice -- is in effect the Town's "to do list" for the coming years.

Process

This Master Plan was developed with significant input from stakeholders, including residents and Town Department staff. Stakeholders were included in all phases of the process. A town-wide public forum was held in order to identify common values and to articulate a vision and goals that form the foundation of the Plan. Leadership interviews were held with Town Departments to understand their concerns, future needs and insight into trends, projected changes, necessary adaptation measures.

A second town-wide forum was held to share the Consultant's findings regarding the inventory and assessment of existing conditions (See accompanying document Volume II for detailed documentation), and the vision and goals that were developed based on previous input.

A final town-wide public forum was held to present the final recommendations in the form of the proposed Implementation Plan. Stakeholders were asked to help identify priorities.

These forums were supplemented with additional outreach activities including Comment Boards and on-line surveys. The Consultant Team also reviewed input given at other relevant forums, including the Downtown public forum.

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>

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.

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

- Town Hall
- Derry and Taylor Libraries
- 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)

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 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

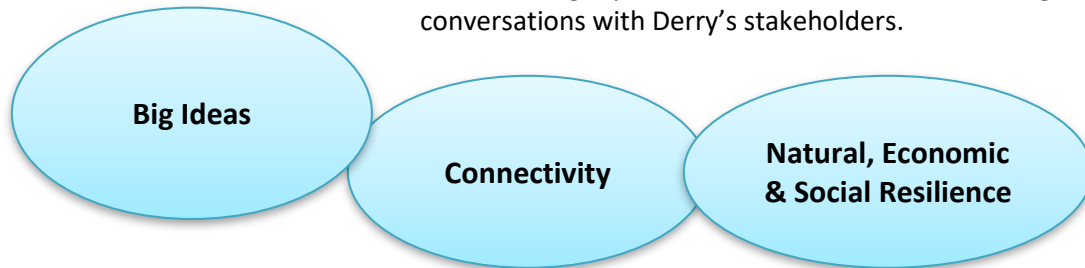
From: http://historiclondonderry.com/?page_id=159

HIGHLIGHTS FROM THE COMMUNITY CONVERSATION

Three Underlying Themes

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 Café, 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

MASTER PLAN: Derry, New Hampshire

- 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)

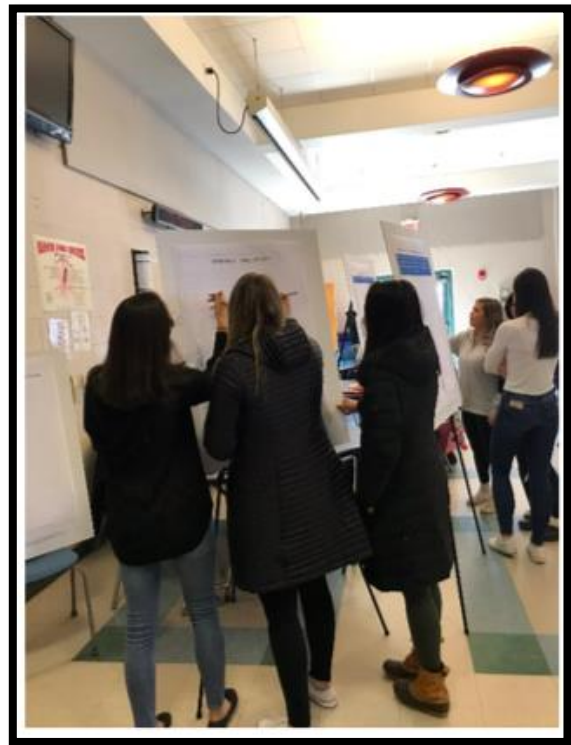
Participants' main priorities include the following:

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



MASTER PLAN: Derry, New Hampshire

- 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*

Derry Voices (response to recommendations from Public Forum #3)

Participants seemed especially supportive of recommendations with regard to:

Improvements to the **Downtown**

Protection and promotion of **open space** including parks, conservation lands and trails

Improving and adding to the **pedestrian and bicycle infrastructure**

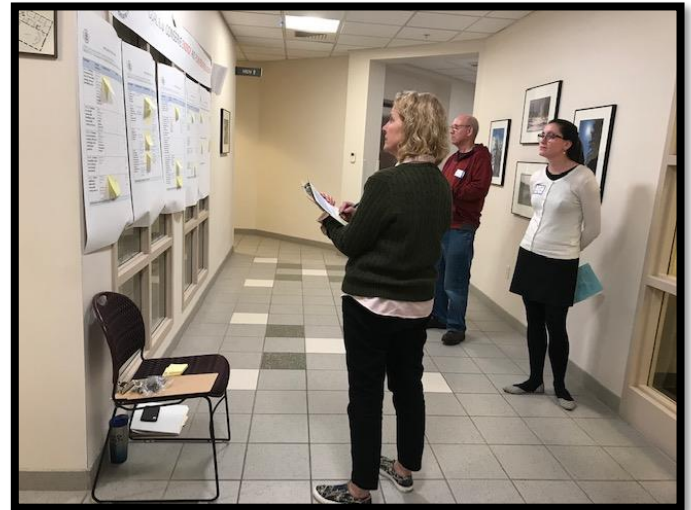
Creating a **multi- generational Community Center** that will also meet the needs of the growing older adult population

Support for **older adults** and efforts to attract **younger adults**

Create a vision and plan to redevelop the **Exit 4 area**

Promote activities that support **health and wellness** for all ages

Once a vision has been articulated, and what makes a community unique described, a set of goals are developed as ways to help achieve the vision. Subsequently, for each goal, a set of objectives are proposed as more specific ways of attaining the goal. In order to be feasible, we recommend no more than 5 strategies to implement each objective. Action steps are outlined for each strategy. Additional strategies (beyond the 5 recommended) are also listed. In some cases, "Additional Resources" are also listed providing sources for additional information that may be useful for the purpose of implementing the strategies. These are found in the Implementation Section of the Plan.



Public forum participant priorities indicated by placing dots on action items. Comments are written on Post-It Notes.

IMPLEMENTATION 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/hiking.

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
5.1.1. Improve existing town recreation facilities	-Marion Gertrude Community Center -Existing courts -Existing playgrounds -Recreation Feasibility Study	-Improve existing facilities -Add new facilities -Add new equipment -Add new lighting -Add new seating -Add new shade -Add new water features -Add new art -Add new landscaping -Add new trees -Add new shrubs -Add new flowers -Add new grass -Add new mulch -Add new soil -Add new sand -Add new gravel -Add new stone -Add new brick -Add new pavers -Add new concrete -Add new asphalt -Add new paint -Add new stain -Add new sealant -Add new wax -Add new polish -Add new oil -Add new grease -Add new soap -Add new detergent -Add new bleach -Add new disinfectant -Add new sanitizer -Add new antiseptic -Add new antibiotic -Add new antifungal -Add new antiviral -Add new antiparasitic -Add new antipain -Add new antihistamine -Add new antacid -Add new laxative -Add new diuretic -Add new sedative -Add new hypnotic -Add new anesthetic -Add new analgesic -Add new antipyretic -Add new antitussive -Add new expectorant -Add new emollient -Add new astringent -Add new toner -Add new moisturizer -Add new sunscreen -Add new insect repellent -Add new first aid kit -Add new first aid training -Add new first aid certification -Add new first aid course -Add new first aid manual -Add new first aid video -Add new first aid app -Add new first aid website -Add new first aid blog -Add new first aid podcast -Add new first aid newsletter -Add new first aid magazine -Add new first aid book -Add new first aid DVD -Add new first aid CD -Add new first aid USB drive -Add new first aid tablet -Add new first aid smartwatch -Add new first aid smart glasses -Add new first aid smartwatch -Add new first aid smart glasses	-LEAD: Parks and Recreation Department -Conservation Commission -PARTNERS:		
5.1.2. Create new recreation amenities	-No fee recreation sites -No fee recreation facilities	-Create new recreation amenities -Create new recreation facilities -Create new recreation equipment -Create new recreation lighting -Create new recreation seating -Create new recreation shade -Create new recreation water features -Create new recreation art -Create new recreation landscaping -Create new recreation trees -Create new recreation shrubs -Create new recreation flowers -Create new recreation grass -Create new recreation mulch -Create new recreation soil -Create new recreation sand -Create new recreation gravel -Create new recreation stone -Create new recreation brick -Create new recreation pavers -Create new recreation concrete -Create new recreation asphalt -Create new recreation paint -Create new recreation stain -Create new recreation sealant -Create new recreation wax -Create new recreation polish -Create new recreation oil -Create new recreation grease -Create new recreation soap -Create new recreation detergent -Create new recreation bleach -Create new recreation disinfectant -Create new recreation sanitizer -Create new recreation antiseptic -Create new recreation antibiotic -Create new recreation antifungal -Create new recreation antiviral -Create new recreation antiparasitic -Create new recreation antipain -Create new recreation antihistamine -Create new recreation antacid -Create new recreation laxative -Create new recreation diuretic -Create new recreation sedative -Create new recreation hypnotic -Create new recreation anesthetic -Create new recreation analgesic -Create new recreation antipyretic -Create new recreation antitussive -Create new recreation expectorant -Create new recreation emollient -Create new recreation astringent -Create new recreation toner -Create new recreation moisturizer -Create new recreation sunscreen -Create new recreation insect repellent -Create new recreation first aid kit -Create new recreation first aid training -Create new recreation first aid certification -Create new recreation first aid course -Create new recreation first aid manual -Create new recreation first aid video -Create new recreation first aid app -Create new recreation first aid website -Create new recreation first aid blog -Create new recreation first aid podcast -Create new recreation first aid newsletter -Create new recreation first aid magazine -Create new recreation first aid book -Create new recreation first aid DVD -Create new recreation first aid CD -Create new recreation first aid USB drive -Create new recreation first aid tablet -Create new recreation first aid smartwatch -Create new recreation first aid smart glasses -Create new recreation first aid smartwatch -Create new recreation first aid smart glasses	-LEAD: Parks and Recreation Department -Derry Boys & Girls Club -PARTNERS:		
5.1.3. Support and provide opportunities to improve residents' fitness	-Existing open space and recreation sites -Recreation Feasibility Study	-Support and provide opportunities to improve residents' fitness -Support and provide recreation facilities -Support and provide recreation equipment -Support and provide recreation lighting -Support and provide recreation seating -Support and provide recreation shade -Support and provide recreation water features -Support and provide recreation art -Support and provide recreation landscaping -Support and provide recreation trees -Support and provide recreation shrubs -Support and provide recreation flowers -Support and provide recreation grass -Support and provide recreation mulch -Support and provide recreation soil -Support and provide recreation sand -Support and provide recreation gravel -Support and provide recreation stone -Support and provide recreation brick -Support and provide recreation pavers -Support and provide recreation concrete -Support and provide recreation asphalt -Support and provide recreation paint -Support and provide recreation stain -Support and provide recreation sealant -Support and provide recreation wax -Support and provide recreation polish -Support and provide recreation oil -Support and provide recreation grease -Support and provide recreation soap -Support and provide recreation detergent -Support and provide recreation bleach -Support and provide recreation disinfectant -Support and provide recreation sanitizer -Support and provide recreation antiseptic -Support and provide recreation antibiotic -Support and provide recreation antifungal -Support and provide recreation antiviral -Support and provide recreation antiparasitic -Support and provide recreation antipain -Support and provide recreation antihistamine -Support and provide recreation antacid -Support and provide recreation laxative -Support and provide recreation diuretic -Support and provide recreation sedative -Support and provide recreation hypnotic -Support and provide recreation anesthetic -Support and provide recreation analgesic -Support and provide recreation antipyretic -Support and provide recreation antitussive -Support and provide recreation expectorant -Support and provide recreation emollient -Support and provide recreation astringent -Support and provide recreation toner -Support and provide recreation moisturizer -Support and provide recreation sunscreen -Support and provide recreation insect repellent -Support and provide recreation first aid kit -Support and provide recreation first aid training -Support and provide recreation first aid certification -Support and provide recreation first aid course -Support and provide recreation first aid manual -Support and provide recreation first aid video -Support and provide recreation first aid app -Support and provide recreation first aid website -Support and provide recreation first aid blog -Support and provide recreation first aid podcast -Support and provide recreation first aid newsletter -Support and provide recreation first aid magazine -Support and provide recreation first aid book -Support and provide recreation first aid DVD -Support and provide recreation first aid CD -Support and provide recreation first aid USB drive -Support and provide recreation first aid tablet -Support and provide recreation first aid smartwatch -Support and provide recreation first aid smart glasses -Support and provide recreation first aid smartwatch -Support and provide recreation first aid smart glasses	-LEADS: DPH -Parks and Recreation Department -PARTNERS:		
5.1.4. Expand and improve access to conservation areas	-Existing conservation lands	-Expand and improve access to conservation areas -Expand and improve recreation facilities -Expand and improve recreation equipment -Expand and improve recreation lighting -Expand and improve recreation seating -Expand and improve recreation shade -Expand and improve recreation water features -Expand and improve recreation art -Expand and improve recreation landscaping -Expand and improve recreation trees -Expand and improve recreation shrubs -Expand and improve recreation flowers -Expand and improve recreation grass -Expand and improve recreation mulch -Expand and improve recreation soil -Expand and improve recreation sand -Expand and improve recreation gravel -Expand and improve recreation stone -Expand and improve recreation brick -Expand and improve recreation pavers -Expand and improve recreation concrete -Expand and improve recreation asphalt -Expand and improve recreation paint -Expand and improve recreation stain -Expand and improve recreation sealant -Expand and improve recreation wax -Expand and improve recreation polish -Expand and improve recreation oil -Expand and improve recreation grease -Expand and improve recreation soap -Expand and improve recreation detergent -Expand and improve recreation bleach -Expand and improve recreation disinfectant -Expand and improve recreation sanitizer -Expand and improve recreation antiseptic -Expand and improve recreation antibiotic -Expand and improve recreation antifungal -Expand and improve recreation antiviral -Expand and improve recreation antiparasitic -Expand and improve recreation antipain -Expand and improve recreation antihistamine -Expand and improve recreation antacid -Expand and improve recreation laxative -Expand and improve recreation diuretic -Expand and improve recreation sedative -Expand and improve recreation hypnotic -Expand and improve recreation anesthetic -Expand and improve recreation analgesic -Expand and improve recreation antipyretic -Expand and improve recreation antitussive -Expand and improve recreation expectorant -Expand and improve recreation emollient -Expand and improve recreation astringent -Expand and improve recreation toner -Expand and improve recreation moisturizer -Expand and improve recreation sunscreen -Expand and improve recreation insect repellent -Expand and improve recreation first aid kit -Expand and improve recreation first aid training -Expand and improve recreation first aid certification -Expand and improve recreation first aid course -Expand and improve recreation first aid manual -Expand and improve recreation first aid video -Expand and improve recreation first aid app -Expand and improve recreation first aid website -Expand and improve recreation first aid blog -Expand and improve recreation first aid podcast -Expand and improve recreation first aid newsletter -Expand and improve recreation first aid magazine -Expand and improve recreation first aid book -Expand and improve recreation first aid DVD -Expand and improve recreation first aid CD -Expand and improve recreation first aid USB drive -Expand and improve recreation first aid tablet -Expand and improve recreation first aid smartwatch -Expand and improve recreation first aid smart glasses -Expand and improve recreation first aid smartwatch -Expand and improve recreation first aid smart glasses	-LEAD: Conservation Commission -Conservation Stewards -UNH -Dorchester (Rockingham) -PARTNERS:		
ADDITIONAL STRATEGIES/ACTIONS TO BE CONSIDERED					

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**

The following pages document the input received at public forums organized for the purpose of discussing the development of this Master Plan. Input from other relevant forums is also included as it was reviewed and incorporated into the Plan.

GOALS, OBJECTIVES AND IDEAS FOR STRATEGIES

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Goals & Objectives and Ideas for Strategies

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. The vision and goals contained in this document were developed based on significant community input. Stakeholder input was compiled and a set of goals and objectives were developed to encapsulate stakeholder values and concerns; these are presented in this document. This is the basis upon which an implementation plan was developed that identifies action steps necessary to achieve the vision and goals as expressed by the community.

Ideas regarding strategies for achieving the goals are also listed. Some of these are broad-brush ideas and some are very specific action items. An effort was made to vet these ideas with the public as well as with Town Staff to determine their feasibility, to ascertain whether they had been tried before, and to determine how much support they enjoyed and whether they were considered to be a priority. These discussions in turn informed the development of the Implementation Plan presented in ***Volume I: Plan Summary and Implementation Program***. Wherever deemed relevant and feasible, stakeholder ideas were included in the Plan.



GOALS

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** for the area

Objective 3.2. Support **DEVELOPMENT/redevelopment**

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

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**

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

Objective 5.2. Expand opportunities for **RECREATION** for all ages & promote walking/biking

Objective 5.3. Promote healthy and **LOCAL FOOD**

Objective 5.4. Provide additional opportunities for **COMMUNITY GATHERING** for all ages

Objective 5.5. Increase coordination with **HEALTH CARE PROVIDERS**

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**

GOALS AND OBJECTIVES AND IDEAS FOR STRATEGIES

The following have been developed based on the public input gathered for the purpose of developing a vision and goals for the Master Plan. Participants sometimes offered specific suggestions regarding the ways to accomplish the goals and objectives. These are labeled “Ideas for Strategies” and will be revisited when developing the Implementation Plan.

GOAL 1.0 MAKE DERRY A DESTINATION

To make Derry a **DESTINATION** for the enjoyment of both residents and visitors alike. Support Derry’s economy by capitalizing on its assets and marketing the Town so that it becomes a destination.

Objective 1.1. Improve and promote Derry’s DOWNTOWN¹

Ideas for Strategies

- *Develop a vision, unifying theme for the downtown*
- *Expand façade improvement program*
- *Encourage mixed-use, that is office space and owner-occupied housing to provide a market for the downtown businesses (change zoning)*
- *Improve the streetscape by providing places to sit, flowers, lighting, street furniture, consider increasing sidewalk width to accommodate more outdoor seating, holiday lighting*
- *Provide amenities along Rail Trail (e.g. restroom/kiosks at pathway, semi-permanent structures for outdoor market)*
- *Encourage more unique, independent retail and destination businesses including new restaurants, boutiques, ice cream shop(s), bars, bakery, general store, bookstore, candy/chocolate store, specialty shops; encourage variety*
- *Improve and increase parking (consider angled parking, signage, lighting, maximize use of existing parking, create additional parking, implement one hour parking, ADA parking)*
- *Complete Streets in the downtown (e.g. reduce speed limit to 20 MPH, make bike-friendly with bike racks)*
- *Implement the 2008 traffic study*
- *Improve walkability, extend sidewalks to side streets, crosswalks (including flashing lights, make sidewalks even, one level and fix broken ones)*
- *Deal with absentee landlords*
- *Make Abbott Court a destination (implement CDBG funded visioning effort)*

Existing Assets:

- *Grind Rail Trail Cafe*
- *Breweries*
- *Trail*
- *Hood Pond*
- *Opera House*
- *Library*
- *Local eateries*
- *Chamber of Commerce*
- *Economic Development Director*

¹ Includes input from Downtown Forum and Downtown Survey

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- *Revitalize Hood Park*
- *Coordinate marketing: Continue to market Derry as a Destination including using social media platforms such as “Destination Derry #destinationderrynh (Facebook, Twitter)*
- *Partner with Chamber of Commerce for Corridor-specific activities and promotions*
- *Encourage the private sector to market the downtown*
- *Consider developing a brochure*
- *Small business incubator space*
- *Create Downtown Merchant’s Association*
- *Establish an Economic Development Fund or a Downtown Development Fund*
- *Make downtown a Tax Increment Finance District (TIF) or a Business Improvement District (BID)*
- *Continue to market the advantages of the federally designated Economic Opportunity Zone*
- *Involve key property-owners in developing downtown vision*
- *Improve paving, landscaping*
- *Consider relocating social services (mostly in West End of town) from Main Street to side streets*
- *Expand the definition of the downtown area: extend Merchant’s Row to South Avenue, include sections of East and West Broadway, Crystal Avenue (retail, dining, and entertainment options) to Manchester Road, and include the area around Tupelo’s, Exit 4A, and any other relevant areas (extend sidewalks and decorative lighting)*
- *Develop design guidelines for buildings and open spaces in the downtown (“old town feel”)*
- *Consider re-introducing “late Thursday nights” in the downtown; work with retailers and restaurants on a Strategic Event Plan to “extend the weekend”*
- *Consider temporary uses for vacant storefronts; also allow street vendor with stalls*
- *Plan more events to take place in the downtown especially on weekends (e.g. sidewalk sales, cultural activities, family-friendly events, sidewalk performers)*
- *Make more welcoming for families/ kid-friendly (e.g. outdoor movies, arcades, pool halls and other places of all ages to “hang out,” family park, outdoor skating in the winter, outdoor concerts in the summer)*
- *Need more nighttime activities for vibrant nightlife for all, but also for millennials (e.g. movie theater, bars)*
- *Reduce through traffic*
- *Public art (e.g. murals on brick wall, sculpture)*
- *Provide a public restroom*
- *Reward property owners for making improvements, maintain property, and beautification efforts*
- *More emphasis on historic aspects of the town*
- *More cultural activities (e.g. theater, music, galleries)*
- *Address issue of loitering especially of those with substance abuse problems*
- *Create focal points and emphasize center*

Objective 1.2. Preserve Derry's TOWN CHARACTER

Ideas for Strategies

- *Respect the diversity of land uses including the town center, rural and suburban areas and the connections between them*
- *Support in-fill development in denser areas already serviced by public utilities*
- *Identify the features that make Derry unique and preserve and promote these*
- *Promote good community design*
 - *Address the lack of connectivity between adjacent districts*
 - *Better zoning enforcement*
 - *Review zoning regulations and revise where appropriate*
 - *Develop design guidelines for downtown, new gateway area created by Exit 4A, etc.*
- *Better define where multi-family housing is appropriate and where it is not*
- *Don't encourage changing residential to commercial*
- *Retain history while modernizing*
- *Livability, recreation, sensitivity to all age groups*
- *Preserve old New England charm*
- *Preserve open space and trees*
- *Less storage facilities, malls, chains and more small businesses*
- *Promote arts, entertainment and culture*
- *Respect the diversity of land uses including the Downtown, East Derry, rural and suburban areas and the connections between them*
- *Improve the connections (including transportation links) between the seemingly separate parts of Derry*

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

Ideas for Strategies

- *Relocate social service agencies off Main St. if possible*
- *Increase sense of safety (lighting, police beat)*
- *Improve transparency of town government*
- *Address issue of rundown condition of rental housing*
- *Enforce ordinance regarding upkeep of blighted and empty buildings*
- *Enforce littering laws*
- *Increase public safety*
- *Encourage business owners to better maintain their properties*
- *Develop and implement a marketing and advertising plan to promote Derry to the region and the state*
- *Do away with "Spacetown" and come up with something new*

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Objective 1.4. Promote Derry's HISTORY and protect its HISTORIC BUILDINGS

Ideas for Strategies

- Promote historic resources and storytelling
 - Preserve Historic buildings/clusters/local historic district
 - Support the continuation of spud crow displays
 - Promote Robert Frost (and related poet Laureate program); consider a statue
 - Organize poetry slam in brewery
 - Honor Alan Shepard; consider a statue
 - Strengthen relationship between Heritage Commission and Town boards (including Planning Department and Economic Development Director)
 - Develop an approach to encourage private property owners to maintain their historic properties
 - Consider demolition delay
 - Consider tax credits for preservation of historic buildings
 - Consider placing zoning restrictions on reuse of historic structures
 - Consider providing grants to encourage and reward historic preservation
 - Support efforts to organize the 300th anniversary of Nutfield celebration
 - Update the inventory of historic buildings
 - Support residents with information regarding tax incentives for preserving their historic properties (e.g. New Hampshire Barn preservation program)

Existing Assets/Resources:

- First Parish Church is being restored
- Richard Holmes – local historian
- Mark Mastromarino – local historian
- Taylor Library – exhibits of local history
- Friends of the Forest Hills Cemetery

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

Ideas for Strategies

- Improve and promote open space and trail system
- Continue to extend trail system, find funding /recruit volunteers for maintenance
- Protect open space in "rural" areas
- Hood Pond – clean up, connect to downtown, add programming to attract users
- Develop cohesive signage to help direct users and brand open spaces and trails as a system
- Address some people's concerns regarding ticks, mosquitoes, and other pests by providing education
- Support Conservation Commission to organize more events to inspire/encourage families to enjoy conservation areas.
- Make educational connections between schools and the conservation lands and public lands close to schools (e.g. East Derry Memorial School and the Town Forest); include homeschoolers and charter schools in this
- Nature's classroom areas for families and young adults - Promote the ecological assets in Derry and how they can enhance opportunities for outdoor education

Existing Assets/Resources:

- Rail Trail
- Rail Trail Alliance
- Net Zero Task Force
- Conservation Commission

GOAL 2.0 INCREASE ECONOMIC ACTIVITY

To 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”

Ideas for Strategies

- 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 Works, Health and Planning Departments
- Apply business retention strategies
- Invest in infrastructure that supports business growth (e.g. internet, data lines, water, sewer, parking)
- Support “work from home” (e.g. lay conduits for future electronic connections)
- Explore ways of supporting the expansion of medical facilities and ancillary services
- Consider the legalization of marijuana
- Market the fact that Derry has much of the infrastructure that supports business, including water, sewer and fiber optics
- Promote the fact that Derry is “wired” and that utility poles can be used to install 5G “wireless” technology; review and revise zoning to enable this
- Review zoning for potential disincentives to development/redevelopment; also tweak to expand allowable retail uses and encourage new uses (e.g. breweries, wineries, etc.)
- Support the Economic Development Director’s efforts to provide workshops for business development (e.g. SCORE, Center for Women in Enterprise)
- Support sub-committee efforts to focus on the CBD and TBOD districts
- Continue to market the advantages of the federally designated Economic Opportunity Zone
- Actively recruit a wide range of businesses including Trader Joe’s, Whole Foods, arts and crafts stores, coffee shops and a variety of restaurants
- Promote the future West Running Brook commercial district
- More parking including a garage near cultural and business uses
- Bring the commuter rail to Derry
- Engage with Pinkerton Academy

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

Ideas for Strategies

- *Encourage more visual and performance art on Broadway – murals, performances, piano project, pop-up art shows in vacant retail spaces, etc.*
- *Connect existing cultural and historic assets (including museums, libraries, visual and performing arts venues, and outdoor activities). Some ideas being considered include:*
 - *poetry slam at the brewery*
 - *poetry reading at Robert Frost barn*
 - *interactive theater at the barn on the Robert Frost Farm*
 - *Derry Adult Education*
 - *Parks and Recreation*
 - *Marion Gerrish*
- *Continue to do cross advertising between performances and restaurants*
- *Support the continuation of the annual Authorfest at Stockbridge Theater*
- *Support Library's efforts to give passes to the theater (like it does for museums)*
- *Support Greater Derry Arts Council efforts to expand parking options for the Opera House*
- *Support the efforts of the newly formed Public Arts Committee*
- *Promote cultural events such as the 300th anniversary*
- *Support efforts to help the culinary incubator space grow (to include cooking classes and opportunities to observe farmers' food processing, etc.) and relate to the downtown restaurants and coordinate with the Farmer's Market*
- *Support the development of maker spaces*
- *Consider attracting an independent movie theater*
- *Explore ways of expanding opportunities for parking, especially for events held at the Adams Memorial building*
- *Support and expand activities such as Farmers Market, Derry After Dark, DerryFest, Holiday Parade, events at the Opera House, etc.*
- *Pop Up Artists*
- *Develop a Community Arts Center*
- *More and better wayfinding*
- *Create an entertainment district by Tupelo Music Hall and Sports Zone in the Derry Commerce Park with more to eat, drink and play options for residents and visitors*

Existing Assets:

- *Derry Opera House*
- *Tupelo Music Hall*
- *Stockbridge Theater*
- *Greater Derry Arts Council*
- *Public Arts Committee*
- *Local artists*

Objective 2.3. Support economic development along ROUTE 28 SOUTH

Ideas for Strategies

- *Extend water and sewer*
- *Identify and attract anchor business*
- *Encourage bed and breakfast/hotel, restaurants*
- *Attract industrial/manufacturing businesses to area*
- *Court tech companies*
- *Determine desired uses, scale, “look”, etc.*

GOAL 3.0 ADDRESS THE OPPORTUNITIES AND CHALLENGES POSED BY THE NEW GATEWAY: EXIT 4A

To make the most of the opportunity created by the new Exit4A by taking advantage of the opportunity to make a new gateway into Derry and by addressing the challenges.

Objective 3.1. Create a vision for the area

Ideas for Strategies

- *Define boundaries of impact area/planning zone (name it)*
- *Identify potential impacts (negative and positive) and develop strategies to address these (impacts to downtown, traffic, eminent domain)*
- *Create an entertainment District*
- *Attract restaurants, hotel, and retail and make into a walkable area*
- *Develop affordable housing options*
- *Relocate Police Headquarters so as to:*
 - *Address the negative impacts of the re-configured road network on the egress, access, and in general the functions of the Police Department (especially its ability to respond in an emergency)*
 - *Allow for the highest and best use development to occur on the parcel which will experience an increase in property value due to the direct highway access (this will result in increasing the Town’s tax base)*
- *Plan with regional cooperation. Work together with Londonderry to optimize opportunity for growth and housing options*
- *Educate the citizenry on alternative routes to avoid traffic congestion that Exit 4A invariably cause*

Objective 3.2. Encourage economic development in the area around EXIT 4A

Ideas for Strategies

- Develop a vision for the area; define the planning area boundaries
- Rezone area for mixed use
- Provide necessary infrastructure to help support economic development in this area
- Develop research/high tech/office park
- Determine desired uses, scale, “look”, etc.
- Encourage Infill and redevelopment
- Complete Sewer / water extensions/upgrades
- Support plans to connect trail to Londonderry near Exit 4A
- Focus attention on development of Tsinieto Road and intersection of Rt. 102 and Tsinieto Rd. on North Shore.
 - Improve and ensure walkable areas for all ages down Tsienneto Rd.
- Consider east-west link for rail-bike-trail
- Relocate Salvation Army
- Redirect traffic around or into Downtown
- Widen streets
- Balance traffic flow and pedestrian traffic

Existing Assets/Resources:

- Derry Economic Development Advisory Board
- Derry Economic Development Director
- Chamber of Commerce

GOAL 4.0 PROMOTE DERRY AS A PLACE TO LIVE

To promote Derry as a place to live in order to attract new residents.

Objective 4.1. Provide wide range of HOUSING to meet the needs of individuals with various income levels and different stages in the lifecycle.

Ideas for Strategies

- Encourage the development of housing for older adults
- Housing affordable to individuals with a range of incomes
- Encourage the development of additional housing types including micro units, live-work units, housing and support services for special needs individuals, and a homeless shelter
- Promote and support home ownership (so that people have more of a stake in the community)
- Work with the Health Office, Code Enforcement, and the Property Maintenance Committee to expand the “blight ordinance” and address issue of absentee landlords some of whom don’t maintain their properties
- Encourage the development of 3+ bedroom apartments

Existing Assets:

- Location and proximity to I-93, Boston and Manchester
- School system
- Downtown with “good bones”
- Conservation Lands, Trails, and recreation facilities
- Library
- Historic assets

Existing Context:

- Derry is well within its regional obligations to provide affordable housing
- Several senior housing complexes

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- *Expand tax exemptions to seniors (65+) to remain in Town*
- *Create housing for special needs*
- *Encourage creative spaces, artist lofts (with income support) and business incubators*
- *Need to address homelessness (Food/Soup Kitchen does not adequately meet their needs)*

Objective 4.3. Attract and retain YOUNG ADULTS (generation Y) to live in Derry²

Ideas for Strategies

- *Use social media to promote Derry*
- *Promote creative economy and cultural venues*
- *Support work from home (library offers quiet rooms and café, encourage shared work spaces)*
- *Improve walking and biking infrastructure*
- *Improve the downtown*
- *Promote new establishments such as breweries, coffee shops, etc.*
- *Promote educational excellence (schools, libraries)*
- *Promote “green” activities to protect the environment that are in keeping with young adult lifestyle trends*
- *Explore bike share program with adjacent towns*
- *Improve and expand trail system with clearly marked trails and connections to open spaces*
- *More opportunities to gather as a community, more third places*
- *Provide job opportunities³*
- *More vibrant nightlife and entertainment options*
- *Provide opportunities for adult continuing education*
- *Provide more opportunities for both passive and active recreation (conservation lands, trail system, community pool)*
- *Lower taxes*
- *Provide public transportation options*
- *Provide affordable housing options*

² These include responses from a survey conducted of young adults in collaboration with the SNHPC

³ High school students participating in a master plan visioning session stated that employment opportunities are missing in Derry (they cited a call center office and science friendly labs as desirable jobs).

Objective 4.4. Support OLDER ADULTS to “age in place” in Derry⁴

Ideas for Strategies

- *Provide housing options appropriate for seniors*
- *Provide more transportation for seniors*
- *Offer opportunities to reduce taxes by volunteering at Town Hall*
- *More programming for seniors including recreation as well as related to health and wellness (e.g. blood pressure clinic hours, classes on food and nutrition, fitness classes, Tai Chi, falls prevention, fitness classes, etc.)*
- *More opportunities to socialize (ideas include cards, games, scrabble, puzzles, Senior Golf League, Pickleball League, book club, socials and community newsletter delivered to all senior housing)*
- *Support the selection of Derry as one of the communities for the Phase III Age-Friendly Program in conjunction with Tufts Health Care, AARP, NHDOT, and the Southern New Hampshire Planning Commission.*
- *Consider ways of helping seniors with home maintenance and other tasks such as trash and recycling drop off.*
- *Pursue AARP Dementia-friendly community designation*
- *Consider developing a Senior Center; combine with Community Center*

Objective 4.5. Improve TRANSPORTATION to make getting around town safer and more pleasant.

Ideas for Strategies

- *Improve circulation and connectivity by connecting parts of town that are not well connected*
- *Develop Sidewalk Improvement Plan*
- *Upgrade sidewalks in the downtown*
- *Extend the bike path and connect to Londonderry*
- *Apply Complete Streets considerations where appropriate*
- *Improve walking (sidewalks and crosswalks) and biking (bike lanes)*
- *Plow sidewalks*
- *Reduce commuter traffic in the downtown and at the Derry Village traffic circle*
- *Improve safety for kids to walk/bike to school*
- *Provide public transportation options (including expansion of the existing public transit agency service: CART (Cooperative Alliance for Regional Transportation))*
- *Extend Rail Trail*
- *Improve wayfinding through signage*
- *Consider angled parking in the downtown (in the past there was angled parking on the north side of Broadway)*
- *Consider Complete Streets for the downtown*
- *Improve parking in general and at the Rail Trail*
- *Increase support for volunteer driver program with Community Caregivers*

⁴ Some of the ideas here were offered by seniors on Comment Boards inviting input at Veterans Hall

Objective 4.6. Stabilize NEIGHBORHOODS.

Ideas for Strategies

- *Support efforts of the Health Inspector, Building Inspector and Building and Property Maintenance Committee to identify properties and enforce the Property Maintenance Code (i.e. blight ordinance)*
- *Address the specific issues in each neighborhood:*
 - *Nortonville*
 - *Promote “village” look and feel , improve roadways and keep area clean*
 - *Oak St.-Park Ave.- Grove St.*
 - *South Range School*
 - *Connect Sunset Acres to municipal sewers*
 - *Extend sidewalks and safer crosswalks*
 - *Provide safer parking areas for “reseal” on Windham Road*
 - *Village Brook*
 - *East Derry Village Area*
 - *Install gateway signage at the rotary that lists what is in East Derry*
 - *Downtown*
 - *Address issue of vacant buildings and vacant lots*
 - *Make narrow streets one-way*
 - *Discourage potential rezoning of residents to commercial*

Objective 4.7. Provide adequate PUBLIC FACILITIES and SERVICES

Ideas for Strategies

- *Consider improvements to the school system (e.g. school district reconfiguration/consolidation, improved communication between Pinkerton Academy and the town, improve transportation options)*
- *Explore ways of supporting the library in its expanding role as a Community Center (e.g. additional parking, ADA compliance, Sunday hours, etc.)*
- *Increase access to Adams Memorial (e.g. additional parking, improve ADA access)*
- *Create a centralized information hub to inform residents of all town activities; have a town calendar and/or a dedicated Facebook page*
- *Recruit more volunteers*
- *Consider creating a Community Center for all ages with dedicated space and programming for seniors*
- *Explore additional regionalization of services and facilities for cost efficiencies*
- *Expand funding sources and be innovative regarding financing projects with alternative sources of revenue*
- *Support Police Department in their effort to relocate their Headquarters (their ability to function properly will be negatively impacted by the new Exit 4A road configuration). Also consider providing police with additional resources so that they can be more proactive (etc. walking beat downtown, bike patrol) and consider relocating the Department’s headquarters*

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- *Support negotiations with state for regional water delivery system expansion which would upgrade Derry's pipe at no cost to the Town*
- *Support Fire Department in their efforts to modernize and upgrade their facilities, including the construction of new facilities.*
- *Explore the cost/benefits of renovating versus rebuilding the Alexander Carr Lodge (renting it out for parties, banquets could be a source of income for the Town)*
- *Finalize build out expectations resulting from Londonderry's future development and determine how to accommodate increase in sewage (e.g. change contractual agreement, expand sewage treatment plant, etc.)*
- *Consider regionalizing dispatch of Fire and EMS along the lines of the centralized Hazmat model (14 towns)*
- *Support Pinkerton Academy's plans to understand and address enrollment projections and expand facilities accordingly*
- *Improve communication between the Town and residents including better coordination regarding town events and activities*

GOAL 5.0 PROMOTE HEALTH AND WELLNESS

To promote health and wellness for individuals living and /or working in Derry as well as for the community as a whole.

Objective 5.1. Develop a town-wide HEALTH and WELLNESS awareness CAMPAIGN

Ideas for Strategies

- *Piggy-back on the interest in walking and biking and broaden discussion to raise awareness regarding the relationship between planning and health, and develop the foundation for a "Healthy Derry" Initiative. Include health providers, schools, and relevant area institutions and interest groups in the discussion.*
- *Explore state programs related to healthy communities⁵*
- *Work with the Police Department and Health Department to address the opioid crisis, drug use⁶ in general and mental health issues and need for services*
- *Work with schools to address social and emotional needs of students and families and expand support for mental health*

Existing Assets:

- *Farmer's Market*
- *State programs*
- *Derry Public Library and Taylor Library*
- *Marion Gerrish Community Center*
- *Upper Village Hall*
- *Parkland Medical Center*
- *Derry Rail Trail Alliance*
- *Derryfest*
- *Derry After Dark*
- *Community garden*
- *Boys & Girls Club*
- *Golf course*
- *Conservation lands*

⁵ <https://www.dhhs.nh.gov/dphs/nhp/healthycitiesandtowns.htm>

⁶ 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, calling it a "crisis."

Objective 5.2. Expand opportunities for RECREATION for all ages & promote walking/biking

Ideas for Strategies

- *Connect open spaces, recreational and municipal facilities with safe and pleasant walking and biking infrastructure*
- *Extend the Rail Trail*
- *Consider safe-routes-to school*
- *Additional recreational opportunities for youth*
- *Improve opportunities for recreation on Beaver Lake (e.g. public boat ramp, beach improvements)*
- *Support and provide opportunities to improve residents' fitness*
- *Increase access to conservation lands with additional parking and signage*
- *Make walking safe⁷*
- *Update basketball courts*
- *Update playgrounds, etc. – Joint use agreements with schools?*
- *Promote wholesome activities for youth*
- *Reclaim Hood Dam area, better connect to the downtown and provide recreation opportunities*
- *Extend Rail Trail*
- *Provide indoor/outdoor swimming pool*
- *Improve basketball/sports park*
- *Plant flowers in the parks*
- *Increase recreational opportunities for youth and better disseminate information regarding existing facilities and programs*
- *Support no hunting on Sunday's for trails like Maine*
- *Expand open space and state park areas by purchasing adjacent property*
- *Market conservation areas and improve trail markings*
- *Consider crime control methods on trails*
- *Improve maintenance of conservation areas*
- *Make better use of links between open spaces and schools and provide outdoor education/classrooms for science lessons, etc.*

Objective 5.3. Promote healthy and local FOOD

Ideas for Strategies

- *Support Farmer's Market, consider relocating to the open parcel adjacent to Adams Memorial*
- *Expand Farmer's Market to winter (will need appropriate space)*
- *Support creation of "food incubator" to include local farms and food processing*

⁷ Teenagers participating in a visioning session held as part of the master planning process expressed much concern regarding "crime" and "traffic."

Objective 5.4. Support efforts to provide opportunities for COMMUNITY GATHERING

Ideas for Strategies

- *Organize additional family activities, community-wide events*
- *Support efforts to increase performing and visual arts*
- *Inspire and include youth in contributing to community*
- *Support both the Derry Public Library and the Taylor Library in their efforts to expand programming to provide opportunities to socialize and interact for all ages*
- *Support the Marion Gerrish Community Center's efforts*
- *Work out an agreement with the Upper Village Hall to use their facilities for community programming (the space is available much of the week)*
 - *Support the completion of Upper Village Hall improvements by raising funds for soundproofing and staffing*
- *Need for opportunities for seniors to socialize*
- *Continue to use social media such as "Bring Derry Together" Facebook group to connect people.*
- *Provide wholesome activities for teenagers to socialize*
- *Install picnic tables in the park behind the library*
- *Continue good relationship with Pinkerton Academy and work together to promote the town, emphasizing unique educational opportunities as an asset*
- *More fairs and festivals*
- *Continue to explore renovating or rebuilding Alexander Carr Lodge to use as a community center*
- *Provide more opportunities for teens to gather with their peers, socialize and engage in some activities including eating⁸.*
- *Provide a place for homeschoolers to meet and gather and interact with others*
- *Create a multi-generational center*
- *Offer more opportunities for recreation classes for seniors "after working" hours to promote health and wellness*

Objective 5.5. Increase coordination with HEALTH CARE PROVIDERS

Ideas for Strategies

- *Coordinate efforts amongst the Police, Fire, EMS, Health Officer, and area health care providers to increase awareness regarding the risks and dangers of opioid use and abuse*
- *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.*
- *Increase health care access for Veterans*

Existing Resources:

- *Health Officer*
- *Parkland Medical Center*
- *Friendship Center*
- *2 recovery centers*
- *Granite House*
- *Soup kitchen*

⁸ Feedback solicited from High School students indicate that this is their number one desire: places to gather (examples given include restaurants, venues such as "Skyzone" and updated basketball courts, entertainment options)

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- *Focus more on preventative medicine and not just prescriptions and pharmacies*
- *Increase availability of social services*
- *Improve ADA access and dementia-friendly measures for businesses and town buildings*
- *Work with regional public health agencies to promote fall prevention among seniors*

GOAL 6.0 CONSERVE ENERGY & PLAN FOR RESILIENCE

To conserve energy and plan for future resiliency including mitigating the potential impacts of climate change.

Objective 6.1. Take measures to conserve energy and move towards renewable sources

Ideas for Strategies

- *Continue to promote the use of renewable energy sources including solar*
- *Develop a policy regarding net metering and increase awareness regarding its benefits*
- *Support the activities of the Net Zero Task Force including holding “Solar Up” awareness/education campaigns with residents and business owners*
- *Continue to retrofit municipal buildings and work towards goal to reduce energy consumption⁹*
- *Continue to retrofit town buildings with renewable energy sources and to promote sustainable practices by providing information and incentives to residents and businesses.*
- *Continue to reduce trash quantities and increase the recycling rate*
- *Make a commitment to green energy*
- *Consider the possibility of curbside trash pick-up with restrictions on the number of bags; this may cause residents to reduce loads and promote recycling*
- *Enable seniors and other residents to enjoy energy savings via group sharing solar deployment at DPW*
- *Increase awareness among residents regarding ways of using less energy (e.g. turn heat down in winter, A/C in summer)*

Existing Resources:

- *NH 10-Year State Energy Strategy*
- *NH Climate Action Plan*
- *NH State Energy Program*
- *Energy Technical Assistance*
- *Planning for NH Communities*
- *Southern NH Planning Commission Regional Energy Plan*
- *Derry Zero Task Force*
- *Green Building & Vehicle Ordinance*
- *Electrical Car Charging Stations*
- *Solar & Wind Exemption*
- *Recycling*
- *Stormwater Management Program*
- *Hazard Mitigation Plan*
- *Buying Locally*
- *Plans to extend bike path & sidewalk connections*

⁹ Net Zero Task Force goal: replace carbon footprint 100% by 2025

Objective 6.2. Provide alternative modes of transportation

Ideas for Strategies

- Improve walkability and bike infrastructure to provide alternatives to car travel
- More electric vehicle charging stations
- Support working from home (this would reduce automobile travel)
- Provide public transportation options CART (Cooperative Alliance for Regional Transportation)
- Consider a bike share pilot program in the Downtown
- Explore possibility of increasing public transit options
- Develop Safe-Routes to School program
- Promote use of Park-and-Ride lots on I-93
- Explore bike sharing program with adjacent communities
- Develop sidewalk maintenance funding program
- Promote rail/bike connection to all public facilities (e/g. schools, library, parks)

Objective 6.3. Implement land use strategies that will promote sustainable development

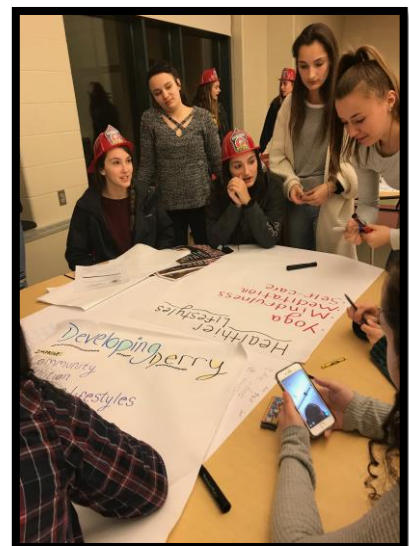
Ideas for Strategies

- Support in-fill development in denser areas already served by public utilities
- Encourage uses and housing types that will attract younger people to live in town
- Consider adopting the 2015 NH Building Code which includes more stringent energy restrictions than the current code (some NH municipalities have done this)
- Utilize existing buildings instead of building new ones (and knocking down trees)
- Expand gas lines
- Preserve low density housing controls where they exist
- Provide tax incentives to prospective employers who will agree to construct green/energy conservation (LEED) development
- Raise the height limit on buildings to provide more housing while maintaining open space
- Review zoning/planning regulations to ensure there are provisions to include minimums that developers must meet (e.g. especially in flood prone areas)

Objective 6.4. Mitigate negative impacts of climate change

Ideas for Strategies

- Plan how to address potential impacts of climate change
- Educate residents



STAKEHOLDER INPUT

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Summary of Public Input Town-wide PUBLIC FORUM

Meeting Purpose and Process

Purpose: To invite the Derry community to come together and generate ideas that will create a shared vision for Derry's future. This in turn will be used as the foundation for an action plan that will outline the steps necessary to attain this vision.



Process:

The public forum was held on Wednesday, November 28, 2018 from 6:00 PM – 8:30 PM at the Freshman Auditorium at the Pinkerton Academy. Approximately 70 people attended and participated at the meeting, including 15 high school students who also gave their input.

Following a brief presentation participants were divided into five (5) discussion groups (plus the student group) of approximately 8-10 persons facilitated by the Consultant Team and Planning Department staff. Participants were engaged and conversations were focused. Afterwards, each group presented a brief summary of their group's discussion; there was a significant degree of consensus regarding residents' desires as well as their concerns.

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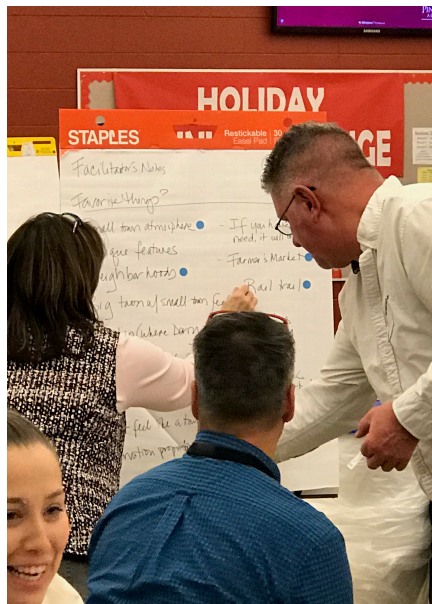
During the small group discussions, participants were asked the following questions:

1. ***What are your FAVORITE things about Derry (that you would want to ensure be preserved in the future)?***
2. ***What are your LEAST favorite things about Derry (that you feel are important to change in the future)?***
3. ***What is MISSING from Derry?***
4. ***What would you predict to be some important ISSUES to take into account when planning for Derry's future?***
 - A. ***Opportunities***
 - B. ***Challenges***
5. ***If you could do ONE THING to improve Derry, what would it be?***

Additionally, participants were asked to respond in writing to the following two questions:

What makes Derry unique?

What are some examples of community features you enjoy today that didn't exist 5-10 years ago?

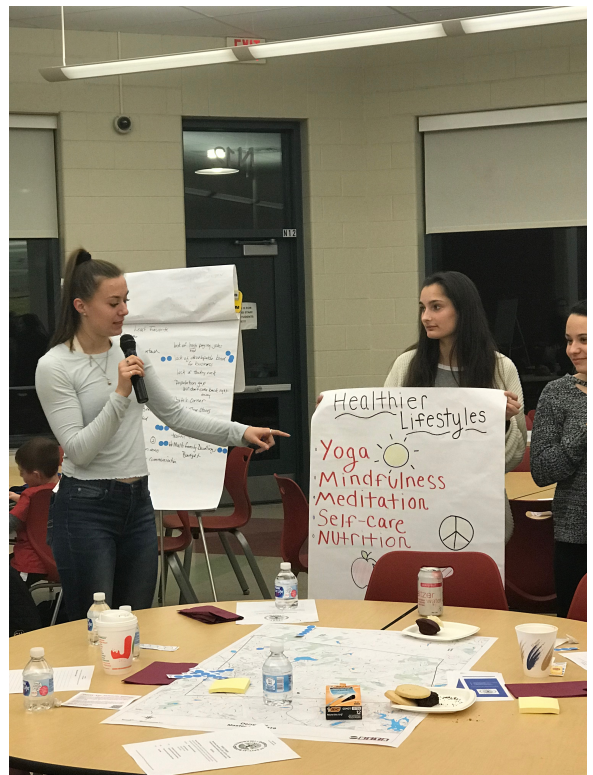
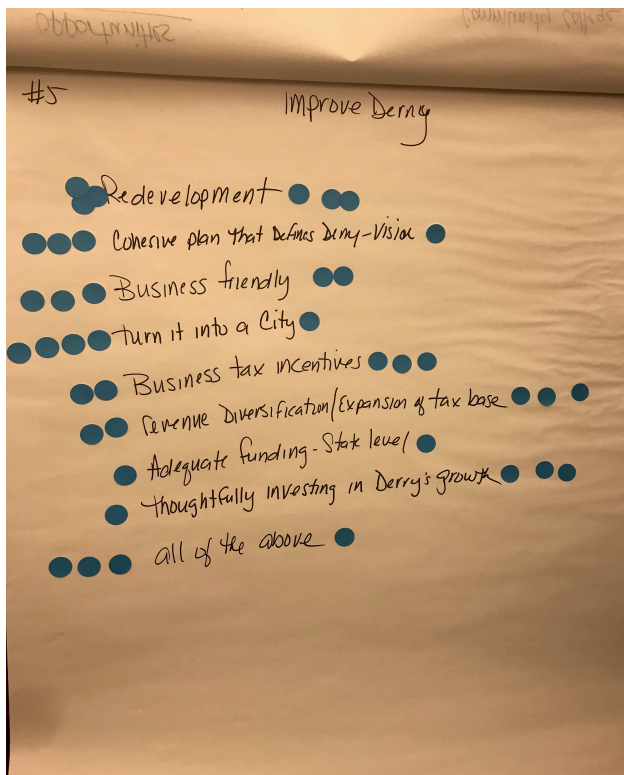


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DEVELOPING A SHARED VISION OF DERRY'S FUTURE

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 this visioning workshop will be combined with the input of stakeholders gathered in other forums to craft a vision statement and goals for the future of Derry.

The following represent the key elements to include in the vision statement as identified by the participants of the public forum. An action plan will be developed at a later phase in the process; it will be based on this vision. The plan will outline steps necessary to reach the future desired state that is based on the community's common values as much as is possible.



HIGHLIGHTS OF FORUM DISCUSSION

KEY THEMES AND ELEMENTS FOR A VISION AND GOALS FOR DERRY'S FUTURE

Participants appreciate Derry's **small town feeling** and community spirit. Many spoke of the caring citizenry and community connections. Some mentioned the low crime rate, the fact that people know and help one another and the variety of community-oriented activities as features they very much appreciate. Some referred to a positive energy and philanthropic spirit. The teens participating in the public forum felt the "homey feel" was one of the things that made Derry special. They also expressed a desire for a "closer community" and felt this could be accomplished by holding more festivals and events and by using social media.

"Derry is a big town with a small town feel."

Residents appreciate Derry's **location** and its easy access to Interstate 93, Boston, Concord, Manchester, the mountains and the coast.

"We are so close to the mountains and beaches; we are able to get anywhere so easily."

Participants had a lot to say about Derry's **downtown**. They both appreciated that the town has a downtown and some of its features, specifically, the restaurants, coffee shops and breweries, that it is somewhat walkable and that it is welcoming during the holidays. Participants also felt that there is a lot of room for improvement, desire that the downtown become more of a destination, and had a variety of suggestions on how to accomplish this, these included:

"Downtown is our backbone to build off of. If we have a vibrant downtown, we can expand off of there."

- Encouraging **mixed-use**, that is office space and owner-occupied housing to provide a market for the downtown businesses
- Improving the **streetscape** by providing places to sit, flowers, lighting, etc.
- Encouraging more unique, independent retail and **destination businesses**
- Improving the **parking**
- Improving **walkability**
- Dealing with **absentee landlords**
- Making **Abbott Court** a destination
- **Marketing** the downtown

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Some expressed a desire for Derry overall to become a **destination** (not just the downtown) and to work on **marketing** the Town and improving its lingering negative **reputation**. A few participants felt that a **vision** for making Derry unique is an important first step. Participants also identified the **lack of connectivity between districts** and neighborhoods as contributing to a lack of cohesive image. The lack of connectivity between the downtown and surrounding neighborhoods was most frequently cited. Additionally mentioned was the need for **way-finding** to destinations.

"Derry lacks an identity."

A majority of residents are very supportive of additional **economic development** both for **job creation**, but primarily for **expanding the economic base**. Related to this is what many participants expressed and that is their perception that the **taxes** are too high. Exit 4A and Route 28 were seen as future opportunities with potential for some economic development. Some ideas included an "anchor business", hotel or Bed and Breakfast, research/office park, high tech park, and business incubators. Many mentioned a need to become more **business-friendly** and to implement business retention strategies. Some felt the town needs to **invest in infrastructure** that supports the growth of business, such as internet, data lines, water and sewer; a parking garage was also mentioned. Also supporting the ability for individuals to **work from home** was mentioned (e.g. lay the conduits for future electronic connections). Planned development in Londonderry was seen as an opportunity to Derry's economic development. Also potential was seen in the **expansion of medical facilities** and ancillary services (e.g. expansion of the Parkland Hospital and its ripple effects on the economy). The teens participating in the forum felt that having job opportunities was among the top challenges facing the Town in the future.

"Derry has a lot of hidden resources like band width, space and support systems to attract more commercial businesses and office space."

"While Derry has some great things, we need to be ourselves and fill the holes that Londonderry and Salem leave behind."

In terms of **housing**, there were a number of comments relating to the need for **affordable** housing, but also some expressed a desire to limit the number of **multi-family** apartments. Additional thoughts included providing **micro-apartments** for young people, live-work units, and affordable housing and ancillary services for **special needs** individuals. The need for a **Homeless** Shelter was also mentioned.

Participants were very appreciative of the Town's **open spaces, lakes, and trails**. They listed among their favorite features the conservation lands, hiking trails and Rail Trail, but would like the Rail Trail to be completed and an increase in access to conservation lands by adding more parking and signage.

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Residents appreciate the **recreational opportunities** available in Derry including the golf course, public boat ramps, lakes, and parks and recreation programs. They also noted their desire for additional programs and facilities, especially for young people. Additional information regarding existing opportunities and facilities are also desired. The teens participating in the forum would like *“more things to do such as a park and places to go and relax/chill.”* They also felt that some of the parks and trails were “dirty” and thought parks should be used for fairs and festivals.

Some participants cited Derry’s **history** and historic structures as being important features of the town. These included the legacies of Robert Frost, Alan Shepherd and the first potato planting.

Many participants very much appreciate Derry’s **schools**. A few participants would like the Pinkerton Academy to better communicate with town government, yet others would like the Town to have its own high school. Some participants thought that having some sort of **higher education presence** (e.g. community college, satellite college) would be beneficial to the Town.

“Pinkerton brings kids from all different towns – makes us feel like we are a connected family.”

–Teen Voice

Many participants very much appreciate the opportunities for **community gathering** whether through various **family activities** such as Derryfest and Derry After Dark or the Farmer’s Market and the Marion Gerrish Community Center. Some residents expressed a desire for additional family entertainment options and **events**. A few identified a need for a **senior center** to meet the needs of Derry’s growing elder population. The teens participating in the forum said that what Derry is missing is *“a hang out that offers live music, a place to study, something for everyone.”*

Residents are very enthusiastically supportive of the vibrant and growing **arts community** and the **cultural opportunities** offered at the Tupelo Music Hall and the Stockbridge Theater. They would welcome more visual and performing arts.

There were several comments related to issues of **transportation**, these include:

- commuter traffic in the downtown as well as at the Derry Village traffic circle
- the fact that there is “no safe way” for kids to walk/bike to school
- a desire for public transportation options
- a desire for bike lanes to be created, especially when roadways are redone
- more sidewalks and crosswalks (teen voice)

Some residents referred to issues related to **health** as being important for the future of the Town. Specifically the **opioid epidemic** and other mental health issues needing services. The interest in

“Healthier Lifestyles for Derry: yoga, mindfulness, meditation, self-care, nutrition.”

– Teen Voice

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recreation, walking and biking was also in part related to a desire for healthy lifestyles. The students who participated were especially interested in promoting health and wellness and expressed concern for what they saw as an increase in drug use.

Participants appreciate the Town's efforts to be **resilient** by setting net zero goals and supporting the **use of renewable energy**. A policy regarding net metering¹ was mentioned by one group as a way of supporting the use of renewable energy sources. Related to the future resilience of the Town is what many identified as the need to **attract younger people to live in town**. While many identified this as desirable, not many ideas were offered as to how to accomplish this objective.

"I like being environmentally friendly"

Additionally, residents felt a need for **Town government** to be more **transparent**, improved **communication**, and recruit more volunteers. Some felt that zoning is not enforced consistently. Additionally, some participants called for a consideration of converting the municipality to a **City**. Looking for ways to make government more efficient by **regionalizing some services** was also mentioned.



¹ "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."

(https://en.wikipedia.org/wiki/Net_metering)

SUMMARY OF PARTICIPANT TOP RESPONSES TO QUESTIONS

The following summarizes participants top responses to the small group discussion questions. “Teen Voice” are the responses given by the 15 high school students participating in the public forum.

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 Café, 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

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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

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What Makes Derry Unique?

Small town feel

Close knit community
It's wonderful people
Community connections – caring citizens
Community spirit

Open space and recreation

Gorgeous conservation land
Open space, Beaver Lake,
Rail Trail
Community garden
Boys and Girls Club
Golf course

Resilience

Net zero goals
“green” mentality
pro-renewable energy

Vibrant arts community

Cultural opportunities
Tupelo Music Hall
Stockbridge

Opportunities for community gathering

Family activities
Marion Gerrish Community Center
Farmer's Market
Derry After Dark
Derryfest

History

Alan Shepherd
Robert Frost
Potatoes

Vibrant, walkable authentic downtown

Craft breweries and distilleries
Coffee shops
Good restaurants
“Old style”

Great location

Convenient access to 93
Easy access to mountains, beaches, Boston

Great schools

Pinkerton Academy
School programs and opportunities

Hospital
Affordability
Various housing options
Workforce housing

What are some examples of community features you enjoy today that didn't exist 5-10 years ago?

Improved and Vibrant downtown

Coffee shops
Tupelo Music Hall for local entertainment
Great venues for musical arts
Adams Memorial/Opera House
Awesome breweries
New restaurants
Farmer's Market
Growing arts
SuperWalmart

Rail Trail
Heritage Trail
Expanded conservation lands
Splash pad

Renewable Energy

Solar – green focus
“I like being environmentally friendly”

Municipal Center

“Events that engage”

Derry After Dark
Derryfest
Christmas Tree Lighting
Spud crows

Quality of healthcare/medical facilities

Other Comments

Derry still lacks an identity...

Derry has a lot of hidden resources...

We need to be ourselves ...

Downtown is our backbone to build off of.

Derry needs a better base of businesses.

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Detailed Documentation of Small Group Discussion

1. "WHAT ARE YOUR **FAVORITE** THINGS ABOUT DERRY (THAT YOU WOULD WANT TO ENSURE BE PRESERVED IN THE FUTURE)?"

FAVORITE FEATURES: Response	Comments	# of groups	# of dots²
Open space and trails	Hiking trails, conservation lands Rail Trail	5	23
Downtown	That we have one Inviting during the holiday season Good variety of restaurants Room for improvement	3	20
School system	Pinkerton Academy and other schools too	5	19
Natural resources	Lakes (2) Conservation lands (10)	3	12
Small town feel	Sense of community The people Neighborhoods Big town with small feel (doesn't feel like a town of 30,000) Everyone knows everyone	4	12
Community Activities	Farmer's Market Derry After Dark Community Center (Marion Gerrish)	4	12
Location	Access to major roadways Access to Manchester, Concord and Boston Access to job market	3	11
Microbreweries	Craft beverage industries	2	10
Recreation	Golf, Hockey rink Public boat ramps Greater Derry Track Club The Sports Zone Parks and recreation programs	4	7
Positive energy and spirit	Philanthropic spirit- Both civic and private Service clubs such as the Rotary Town has energy	2	7
Historic aspects	History and historic structures	3	6
Opportunity to make improvements		1	6
Infrastructure	Roads	2	5

² All participants were asked to respond to this question. Once all group members had contributed their ideas, each participant was given 5 dots and asked to get up from their seats and "prioritize" which they felt was most important by placing the dots next to the words on the large pads. Each participant was requested to use all of their dots, but instructed not to place any more than 3 dots on any one item.

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FAVORITE FEATURES: Response	Comments	# of groups	# of dots²
Performing arts venues	<i>Tupelo Music Hall/Opera House Stockbridge Theater</i>	2	4
Special education services		1	3
Destination retail	<i>Revived Furniture</i>	1	3
Decent parks for the kids	Splash Pad at Don Ball Park	1	3
Coffee shops		1	3
Medical facilities		2	3
Low crime rate		1	2
Small businesses		1	2
Emergency services	<i>Full time</i>	2	1
Commitment to green energy		1	1
Nice grocery stores		1	1
Veteran's Memorial		1	0
Parades		1	0
Farms		1	0
It you have a need, it will be met		1	0
Unique features		1	0

2. "WHAT ARE YOUR **LEAST FAVORITE** THINGS ABOUT DERRY (THAT YOU FEEL ARE IMPORTANT TO CHANGE IN THE FUTURE)?"

LEAST FAVORITE FEATURES: Response	Comments	# of groups	# of dots³
Lack of activities for youth	<i>Lack of facilities and lack of information regarding existing opportunities/facilities Difficult to get to, not affordable Private sports for kids (5)</i>	4	30
Taxes	<i>Misinterpretations about renters (when taxes increase)</i>	4	21
Downtown	<i>Absentee landlords (14) Lack of clothing stores / retail (1) Lack of shoe stores Lack of parking (4)</i>	3	19
Not attracting young people	<i>Need a vision and resources towards this goal People in their 20s do not come back to town until they have children resulting in a population gap</i>	2	10
Traffic	<i>Commuter traffic in the downtown</i>	3	10

³ All participants were asked to respond to this question. Once all group members had contributed their ideas, each participant was given 5 dots and asked to get up from their seats and "prioritize" which they felt was most important by placing the dots next to the words on the large pads. Each participant was requested to use all of their dots, but instructed not to place any more than 3 dots on any one item.

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LEAST FAVORITE FEATURES: Response	Comments	# of groups	# of dots³
Lack of commercial development	<i>Need more diversity in commercial development</i> <i>Lack of developable land for business</i> <i>Ratio of residential to commercial</i>	2	9
Electricity	<i>Unreliable (5)</i> <i>Cost (3)</i>	1	8
Town not known for anything	<i>Not a destination</i>	1	7
Access to conservation lands	<i>Lack of parking and signage</i>	1	7
The number of multi-family dwellings	Too many apartments Size of apartment complexes	2	6
Rotary	<i>Derry Village traffic circle</i>	3	6
Zoning	<i>Restricted in some areas of Town</i> <i>Variances that are granted</i> <i>Need tighter zoning</i>	2	5
Undesirable uses	<i>Used car dealerships</i> <i>Mini-storage</i>	2	5
Need for Infrastructure (water/sewer)	<i>Route 28, Ryans Hill</i>	2	5
Public participation		1	5
Lack of starter homes	<i>Affordable housing</i>	2	4
Disconnect between town and school	<i>Lack of communication between high school and town government</i> <i>Lack of tax cap for the school budget</i>	2	4
Disjointed business corridors	<i>The areas do not connect</i>	1	3
Tractor trailers going to the transfer station at odd hours		1	3
No safe way for kids to walk/bike to school		1	3
Need for democratic process and patience	<i>The old guard making all the decisions</i> <i>Lack of consistency in decision-making</i> <i>Lack of patience to make planning process happen</i>	2	3
No senior center		1	2
Lack of transportation system		1	1
Lack of garbage removal	<i>But really good transfer station</i>	1	1
Need for improved communication	<i>Need central communication to inform residents of activities, results in conflicts on calendar</i> <i>Lack of use of social media for communication for larger events</i> <i>Overwhelming social media</i> <i>Lack of an information hub</i>	2	0
Need to improve recreation facilities	<i>Beaver lake - Needs a better beach</i> <i>Hood Park</i> <i>Lack of hockey rink</i>	1	0
Lack of mid to high paying jobs		1	0
Shute's Corner		1	0
Budget		1	0

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LEAST FAVORITE FEATURES: Response	Comments	# of groups	# of dots³
Rail Trail – not completed		1	0
Lack of trades		1	0

3. WHAT IS MISSING IN DERRY?

WHAT IS MISSING? Response	Comments	# of groups
Vibrant downtown	<i>Downtown office space - To take advantage of shops and restaurants at lunch time</i> <i>Upscale restaurants</i> <i>Downtown streetscape: Places to sit, flowers</i> <i>Retail, unique independent shops; destination businesses</i> <i>Parking for retail</i> <i>Lighting especially along side streets off the main strip</i> <i>Lack of commitment to make downtown accessible</i> <i>Ability for large amount of people to park</i> <i>Walkability</i> <i>Connection between downtown businesses & economic development</i> <i>Owner occupied housing downtown</i>	5
Connectivity between districts	<i>Sidewalks outside of downtown</i> <i>Lack of cohesive streetscape – zones</i> <i>A section of the Rail Trail is missing</i> <i>Pedestrian walkways, More walkability</i> <i>The downtown and adjacent areas are not cohesive</i>	5
Industry/commerce	<i>Research/office park, High tech park</i> <i>Business friendliness and retention</i> <i>Medium-sized businesses (need incentives)</i> <i>Need business incubators</i> <i>An anchor enterprise</i>	4
Family entertainment options	<i>Affordable</i> <i>More events</i>	3
Higher education	<i>College, trade schools</i> <i>Community college, Satellite college</i>	3
Youth activities	<i>More for teens to do</i>	2
A vision that makes Derry unique	<i>Destinations</i> <i>Way-finding</i> <i>Public awareness of where we could make improvements</i>	2
Hotel		2

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WHAT IS MISSING? Response	Comments	# of groups
Senior center	<i>And activities for seniors</i>	2
Infrastructure to support business growth	<i>Internet/data lines, water/sewer Parking garage</i>	2
Local investment in properties	<i>Place-making/redevelopment, reinvestment</i>	2
Wider range of housing types	<i>Affordable micro-apartments for young people Affordable housing and support services for special needs individuals Live-work units</i>	2
Adequate State funding		1
Homeless shelter		1
Farms		1
Inexpensive land		1
Incentives for land preservation		1
Modern public facilities	<i>Education and municipal</i>	1
Bike lanes	<i>Especially when roadways are redone</i>	1
A local radio station		1
More to do	<i>More events More visual arts/venues for exposure of artists' work</i>	1
Public transportation		1
Hockey rink		1

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4. **LOOKING AHEAD, WHAT WOULD YOU SAY WILL BE SOME OF THE IMPORTANT ISSUES TO TAKE INTO ACCOUNT WHEN PLANNING FOR DERRY'S FUTURE?**

A. **OPPORTUNITIES AND HOW SHOULD WE TAKE ADVANTAGE OF THESE?**

FUTURE OPPORTUNITIES: Response	Comments	# of groups
Exit 4A	<i>And surrounding Planned Unit Development (PUDs) Future selling points</i>	4
Improve the downtown	<i>Market the downtown (including history and proximity to airport) Rethink parking downtown by making better use of empty lots such as Abbott Court Develop under-utilized commercial space downtown including space that isn't being used Attract local people to become downtown business owners Capitalize on the fact that Derry is the first downtown off I-93 over the Mass. Line Make Abbott Court a destination Accessibility/walkability of downtown</i>	3
Rt. 28 south development	<i>Redevelopment of commercial/industrial space Infrastructure (roadways, electronic connections, water/sewer) Bed and Breakfast, lodging</i>	3
Technology	<i>Further develop the Low Center of Technology (CTE)</i>	2
Improve overall planning	<i>Build on an energy that has been growing</i>	2
Work from home	<i>Electronic connection infrastructure (lay conduit for future connections)</i>	1
Green energy	<i>Solar</i>	1
Assuring self-sufficient infrastructure		1
Regionalization of services	<i>of emergency services Southern NH Water project- creates tax stabilization, water/sewer expansion</i>	1
Legalization of marijuana	<i>Leads to increase in tax base</i>	1
To become a City		1
Capitalize on trades programs at		

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<i>FUTURE OPPORTUNITIES: Response</i>	<i>Comments</i>	<i># of groups</i>
Pinkerton		
Attract more young people to Derry		1
Development in Londonderry		1
Location		1

**B. LOOKING AHEAD, WHAT WOULD YOU SAY WILL BE SOME OF THE
IMPORTANT CHALLENGES AND HOW SHOULD WE ADDRESS THESE?**

<i>FUTURE CHALLENGES: Response</i>	<i>Comments</i>	<i># of groups</i>
Limited potential for development	<i>Limited amount of developable land, large tracts of land Town is not in control of private property Open spaces</i>	3
Attract and keep younger people		2
Taxes		2
Increasing economic base	<i>Financial resources needed to make changes</i>	2
Surrounding Planned Unit Developments		1
Expanding medical facilities and ancillary services	<i>Expanding Parkland Hospital - Trauma Level I – ancillary benefits Enhancements /building of medical community to include medical devices</i>	1
Zoning enforcement	<i>Variances granted to new regulations – negates purpose of the change – zoning rules need to be followed</i>	1
Zoning for Exit 4A		1
State philosophy about net metering		1
EMS – territorial oversight	<i>Departments are territorial about their borders/don't want to share</i>	1

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<i>FUTURE CHALLENGES: Response</i>	<i>Comments</i>	<i># of groups</i>
Available workforce		1
Consolidating the school system		1
Hiring		1
Crime		1
Aging population		1
Cost of an education		1
Need a vision	<i>And buy-in to the vision The American Dream story has been lost Multiple opportunities are needed to get people involved</i>	1
Need for more volunteers	<i>Apathy The same people get involved and do everything Make volunteering rewarding and fun Relationships need to be developed between those who participate and those who don't</i>	1
Improving downtown		1
Affordable housing	<i>High rent</i>	1
Opioid epidemic	<i>And other mental health issues – not enough services</i>	1
Communication		1
Technology	<i>Including cell service</i>	1
Disparity in income levels		

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5. "IF YOU COULD DO ONE THING TO IMPROVE DERRY, WHAT WOULD IT BE?"

IF YOU COULD DO 1 THING... Response	Comments	# of groups	# of dots⁴
Make downtown a destination	<ul style="list-style-type: none"> craft a vision for the downtown grow downtown according to vision expand downtown microbrewery in downtown establish sensible zoning to support redevelopment continue to improve downtown 	3	44
Improve commercial base	<ul style="list-style-type: none"> redevelop business friendly provide tax incentives to businesses diversify revenue sources 	3	37
Cohesive plan that defines Derry	<ul style="list-style-type: none"> A Vision Improve the sense of community Making people aware of what they can do for community /engagement 	4	20
Expand funding sources	<ul style="list-style-type: none"> Adequate State funding Establish public/private partnerships 	2	16
Market Derry	<ul style="list-style-type: none"> the reasons to come here upgrade the town's image; no "Dirty Derry" anymore 	2	10
Improve access to conservation areas	<ul style="list-style-type: none"> Finish Rail Trail 	2	9
Become a City	<ul style="list-style-type: none"> 	1	9
Transportation improvements	<ul style="list-style-type: none"> Public transportation 	2	9
Lower residential taxes	<ul style="list-style-type: none"> 	1	8
Expand natural gas pipelines	<ul style="list-style-type: none"> 	1	6
Turn Derry into a City	<ul style="list-style-type: none"> 	1	5
Thoughtful investing in Derry's growth	<ul style="list-style-type: none"> 	1	4
All of the above	<ul style="list-style-type: none"> Increase tax base, vision for the future of Derry 	1	4
Bury copper/fiberoptic lines	<ul style="list-style-type: none"> 	1	4
Recreation Center	<ul style="list-style-type: none"> 	1	4
Remove old multi-family housing	<ul style="list-style-type: none"> 	1	0

⁴ All participants were asked to respond to this question. Once all group members had contributed their ideas, each participant was given 5 dots and asked to get up from their seats and "prioritize" which they felt was most important by placing the dots next to the words on the large pads. Each participant was requested to use all of their dots, but instructed not to place any more than 3 dots on any one item.

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DERRY YOUTH VOICE

Approximately 15 high school students attended the forum and formed their own self-facilitated small group discussion. The following are their responses.

1. What makes Derry SPECIAL?

- Small businesses that really build a sense of community
- small town business
- homey feel
- Pinkerton brings kids from all different towns – makes us feel like we are connected family
- Small businesses such as The Grind and The Juice Bar – we gather here after school
- We don't want Derry industrialized because it takes away from the small-town feel

Problem: Pollution/Dirty Parks

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

Problem: Need a closer community

Solution: More festivals and event social media

2. What are your FAVORITE things about Derry?

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

3. What are your LEAST FAVORITE things about Derry?

- Not enough sidewalks, crosswalks, plowing
- Senior lot at Pinkerton - has a lot of traffic
- Sidewalks and plowing for kids
- Traffic in the Senior lot in the morning affects everybody

4. What do you think are CHALLENGES Derry might face in the future?

- Job opportunity
- Increase in drug use

5. What is Derry missing? What would make Derry BETTER FOR KIDS/TEENS?

- Need a hang out that offers live music, a place to study, something for everyone
- Promote more small businesses
- Inspire us kids to create and contribute to the community
- Start businesses for example The Juice Bar, run by Pinkerton Alumni
- More things to do such as a park and paces to go and relax/chill at

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What makes Derry unique?

Participants were asked to respond to two questions in writing. Their responses are documented below.

Downtown area, history, school system, community recreation, good restaurants, Pinkerton Academy, Theater and the Arts

Small town feel with historical aspects but large opportunities

*We have a real downtown
We have gorgeous conservation land!
Tupelo and the Stockbridge!!
Location, location , location #NOMASOMA!*

*Pinkerton
Net zero goals*

*Pro Small business
“green” mentality – pro renewable energy
solid craft brew scene
leader in growing the rail trail and family activities*

*great location
great schools*

*location
community connections – caring citizens
downtown
good neighborhood schools
cultural opportunities
open space, Beaver Lake, Rail Trail,
community garden*

*Location
Small town feel
Close knit community
Diversity of neighborhoods, i.e. downtown,
East Derry, Beaver Lake*

It is one of the few towns with a traditional iconic downtowns in southern New

Hampshire. It has an excellent school system. It has a vibrant arts community. The community is fairly tight knit and there are now a great deal of fun social events taking place like the Farmer’s Market, Derry After Dark, Derryfest.

Great schools

*It’s wonderful people
Downtown*

*Open spaces
History*

*Walkable downtown
Craft breweries/distilleries*

Location, location, location

Community spirit

Schools

*Marion Gerrish Community Center
School system*

*Small town atmosphere
Location*

Convenient access to 93

History of Derry:

- *Alan Shepherd*
- *Robert Frost*
- *Potatoes*

Wonderful schools

*Walkable downtown
Large town but small community
Pinkerton Academy
Location (mountains, beach, city in less than 1 hour)
community*

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Location

Small town feel/community strength

Great high school (opportunities)

Investments in open space/conservation

Has a hospital

Has a golf course

Has Boys and Girls Club

Stability in Police Department

Craft breweries – 3 breweries, 1 winery, 1 distillery

School programs and adjunct service

Historical properties

Old style downtown

Proximity to Boston, Coast, Mountains

Pinkerton Academy

Location to mountains, beaches, Boston

Our residential mix and how close we are to 93 and able to get anywhere

Great schools

It's location/proximity

Juxtaposition between "city" and "country" or actually the proximity of the two to other events

Flipside is that Derry is not viewed as a destination.

Infrastructure

- *Fiber backbones – how can we enable ?*
- *Renewable energy – early deployment of 5G*
- *Major road repairs include conduits for fiber?*
- *Sewer and water – large segments of businesses have to have it (e.g. breweries, manufacturing)*
- *Good roads*
- *Recreation – trails, parks, lakes*
- *Near 93*

- *Workforce housing (affordable)*
- *Talent (schools)*
- *Affordability*

Social responsibility by encouraging workforce housing for decades

Residents seem to truly enjoy their community, honest and

Myriad of different communities with various housing options

Community spirit

Location with regards to Boston

An actual, historic, real downtown

Sense of community amongst "most" of downtown stakeholders

Pinkerton Academy

What are some examples of community features you enjoy today that didn't exist 5-10 years ago?

Vibrant downtown, Tupelo Hall for music, Municipal Center, new restaurants

Rail trail recreational

Coffee shops

Tupelo Music Hall for local entertainment

A thriving downtown!

Great venues for musical arts!

Awesome breweries!

Coffee shops/cross fit

Rail Trail

Solar

Tupelo

Farmer's Market

Growth of small business that promote each other

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Walmart redevelopment

- Derry After Dark

Revitalized downtown

Tupelo

Tupelo, Adams building/Opera House

Spud crows

Open space preservation

Growing arts

Farmer's Market

Farmer's Market

Rail Trail

Derry After Dark

Derry Fest

More culture

More community activities

Great restaurants and breweries

Upscale restaurants

Derry After Dark

Tupelo Music Hall

Farmer's Market

Farmer's Market

Tree lighting event

Rail Trail, Derry After Dark

Movie theater

New restaurants, Tupelo Hall

Medical facilities

Farmer's Market, Heritage Trail

La Carreta

An event space – Tupelo Hall

Farmer's Market

Nicer townhall

Rail Trail

Craft Brewery Industry

Derry After Dark, DUAF

Christmas Tree Lighting

Rail Trail

Some new restaurants

Rail Trail

Improved public safety capacity

Good restaurants

Quality of health care

Expanded conservation lands

Breweries and improved restaurant scene

Coffee shops and restaurant diversity

More Rail Trail

Breweries

Tupelo Music Hall

Splash Pad

SuperWalmart

All the coffee shops and all the extra amenities for being social

Tupelo

The push to solar and the transfer

New and improved Farmer's Market

station/solar use. I like being environmentally friendly.

Rail Trail

The Grind

Rail Trail

Rail Trail

Improved downtown

Tupelo

Farmer's Market

Lots of Breweries

Tupelo

Business owners that have made a community effort:

Stable Town Council

Events that engage – the downtown

- Movies at Opera House

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Brew pubs, restaurant downtown

Rail trail, recreation

Lakes

Solar in town – green focus

Rejuvenation of downtown

Tupelo Music Hall

Rail Trail

Farmer's Market

Coffee shops

Breweries

Arts

Derry still lacks an identity that medium businesses can grow. There is no anchor business identity. This is needed to grow. Salem and Londonderry are growing at a fast pace with vision which Derry lacks.

As a young family with children we'd love to see our sports teams be competitive with surrounding towns.

Great place to live.

While Derry has some great things we need to be ourselves and fill the holes that Londonderry and Salem leave behind.

The Derry "Cabal" has done nothing to help Derry's situation.

Downtown is our backbone to build off of. If we have a vibrant downtown, we can expand off there.

Other Comments

Derry has a lot of hidden resources like band width, space and support systems to attract more commercial businesses and office space

Derry needs a better base of businesses – high tech or medical would help bring "new opportunities"



Perks of Participation

A big thank you to the culinary students and their Chef from Pinkerton Academy for providing dinner!

For more information please see: <https://www.derrynh.org/planning/master-plan-update>

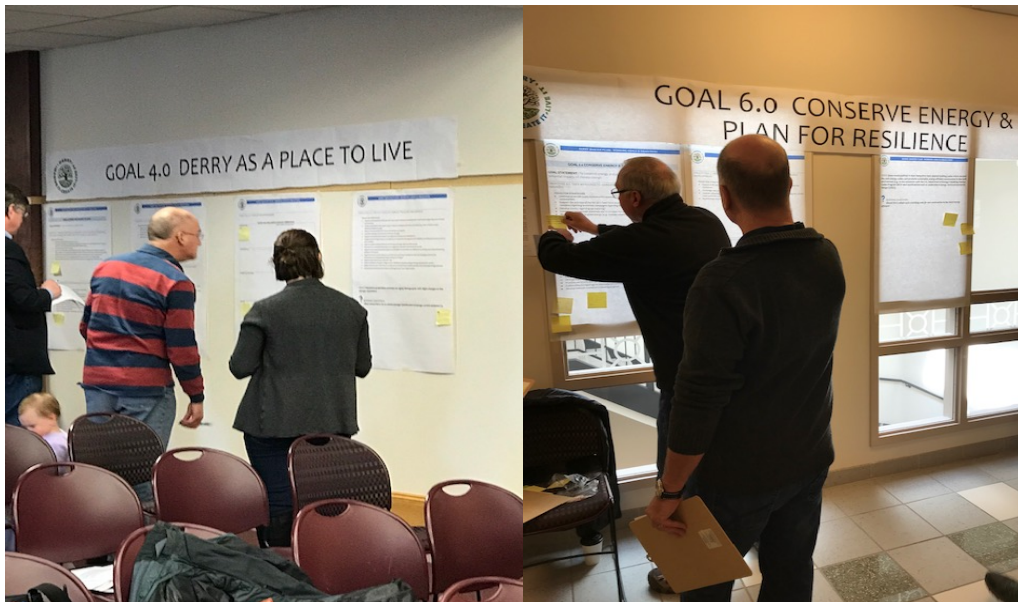


Summary of Public Input Town-wide PUBLIC FORUM #2

Meeting Purpose and Process

Purpose

The purpose of the forum was to share findings of the inventory and assessment of existing conditions, present the Vision, Goals and Objectives developed based on input to date, and to begin developing and prioritizing strategies to achieve these.



Process

The second town-wide public forum as part of the master planning process was held on Saturday, April 6, 2019 from 10:30 AM – 12:30 PM at the Municipal Complex, in the 3rd floor Meeting Room. The forum began with a brief presentation by the Consultants providing an overview of the process and findings to date, as well as presenting the morning's instructions. Approximately 60 people attended (not including Town staff).

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GOAL STATIONS

Goals and Objectives as well as ideas regarding strategies for achieving these were presented at six (6) Goal Stations. At each Goal Station a member of the Consultant Team or Planning Staff were available to discuss these and instructed participants on how to give their feedback. Participants were given:

- **An opportunity to Comment** by using POST-IT NOTES to make comments, add thoughts, and ask questions. They could also discuss their ideas with others at the Station.
- **“Burning Issues”**: Participants were asked a QUESTION regarding the goal at each station.
- **Prioritization**: After participants had visited all the stations, they were given DOTS with which to identify the **TOP strategies** they felt were most important to achieving each goal.
- After they had prioritized strategies within each goal, participants were then given LARGER DOTS and asked to identify the **top 5 most important strategies** that will help to achieve the vision for the Town’s future.

A Vision Statement and Set of Goals and Objectives were developed based on input from the following:

- 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 and feedback from the Town Council Downtown Visioning Public Forum on January 29, 2019 (approximately 60 participants)
- Input from (Derry Age-Friendly) survey conducted by Southern New Hampshire Planning Commission (405 respondents)
- Input from approximately 40 people who responded to visioning questions on Comment Boards set up in the Municipal Complex and the Library during the month of February 2019.
- Input from survey regarding downtown improvements (252 responses)
- Input from approximately 30 high school students at Pinkerton Academy

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

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

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

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

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

GOAL 6: Conserve **ENERGY and **PLAN FOR FUTURE RESILIENCY****

Community Circle with Martha Lyon Landscape Architecture, LLC, BETA Group, and Barrett Planning Group, LLC

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Refreshments were available throughout the morning and all participants were automatically eligible for a free raffle. Prizes were given at the end of the forum.



Pen in hand, the forum's youngest participant is ready to give her input!

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PARTICIPANT PRIORITIES

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 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
 - 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)

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- 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.

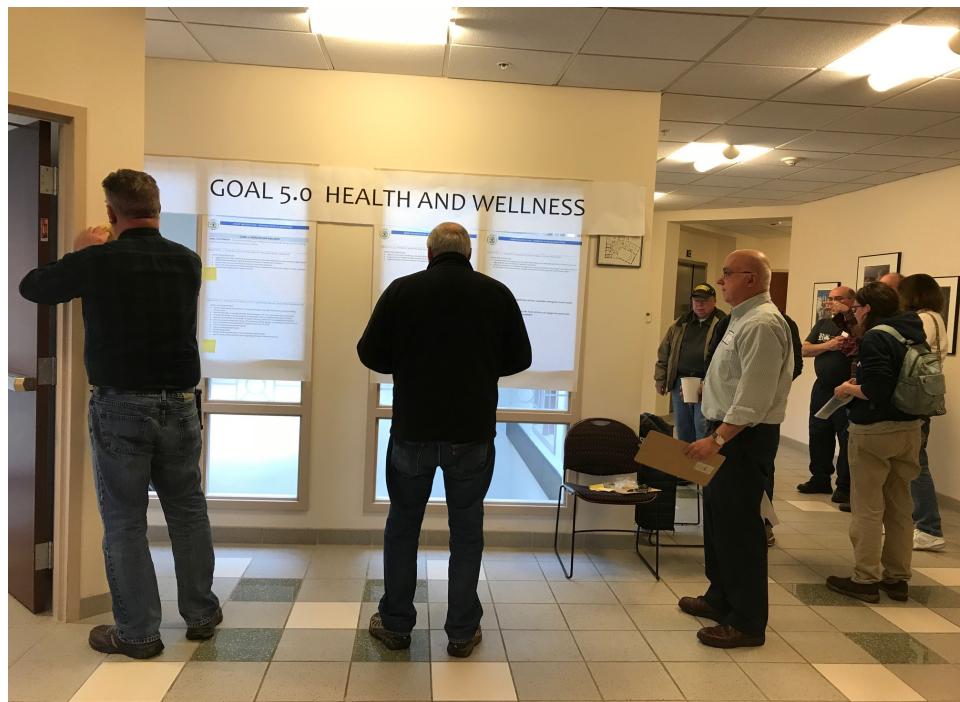
Each participant was given small dots with which to prioritize within goals and large dots to identify the 5 most important strategies across all the goals. The following is a summary of the number of dots participants used to prioritize.

GOAL	# of large dots
GOAL 1: Make Derry a DESTINATION for the enjoyment of both residents and visitors alike.	20
GOAL 2: Encourage ECONOMIC ACTIVITY in order to create more employment opportunities and to expand the tax base.	32
GOAL 3: Address the opportunities and challenges posed by the NEW GATEWAY: Exit4A	11
GOAL 4: Promote Derry as a PLACE TO LIVE	30
GOAL 5: Promote HEALTH AND WELLNESS for individuals living and/or working in Derry as well as the community as a whole.	21
GOAL 6: Conserve ENERGY and PLAN FOR FUTURE RESILIENCY	15

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ISSUES NEEDING ADDITIONAL CLARIFICATION/CONVERSATION

- **Relocating the Police Headquarters** and redeveloping the existing parcel was supported by some, but other participants did not understand the need for this and felt the Police should remain in their existing location. Based on their comments it also seemed that they did not understand the reasons for considering relocation.
- While some participants were in support of the **Fire Department's efforts to modernize** and upgrade its facilities, there was a comment from at least one participant questioning the need for a new fire station.
- **A net metering policy** seemed to receive some support, but others felt they needed more information (especially regarding how much money residents could expect to save).
- The **potential impacts of the Exit 4A** are a cause for concern for a number of Derry residents. Their concerns including regarding the number of lanes, a lack of understanding regarding the reasons for relocating the Police Headquarters, a concern that reducing through traffic may negatively impact Downtown, and a desire for more conversation regarding the impact on residences in the area.
- Some residents (who presumably lived in this particular area) expressed concern regarding the **potential rezoning of Aiken Street** to commercial. Aiken runs parallel to Broadway on the south side and has single-family homes for the most part. Some also said the road was too narrow (19 feet wide).



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The following is a compilation of the number of large dots participants assigned to the objectives under each of the six goals.

GOALS AND OBJECTIVES	# of large dots
GOAL 1: Make Derry a DESTINATION for the enjoyment of both residents and visitors alike.	20
Objective 1.1. Improve and promote Derry's DOWNTOWN	14
Objective 1.2. Preserve Derry's TOWN CHARACTER	1
Objective 1.3. Work to improve Derry's lingering negative REPUTATION	2
Objective 1.4. Promote Derry's HISTORY and protect its historic buildings	2
Objective 1.5. Protect and promote the Town's NATURAL RESOURCES	8
GOAL 2: Encourage ECONOMIC ACTIVITY in order to create more employment opportunities and to expand the tax base.	32
Objective 2.1. MARKET Derry as being "open for business"	5
Objective 2.2. Promote Derry's cultural resources & support the growing CREATIVE ECONOMY	20
Objective 2.3. Support economic development along ROUTE 28 SOUTH	3
GOAL 3: Address the opportunities and challenges posed by the NEW GATEWAY: Exit4A	11
Objective 3.1. Create a VISION for the area	7
Objective 3.2. Support DEVELOPMENT /redevelopment	4

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GOALS AND OBJECTIVES	# of large dots
GOAL 4: Promote Derry as a PLACE TO LIVE	30
Objective 4.1. Provide wide range of HOUSING to meet the needs of individuals with various income levels and different stages in the lifecycle.	6
Objective 4.2. Attract and retain MILLENNIALS to live in Derry	6
Objective 4.3. Support SENIORS to “age in place” in Derry	1
Objective 4.4. Make TRANSPORTATION improvements to make getting around town safer and more pleasant.	4
Objective 4.5. Stabilize NEIGHBORHOODS	4
Objective 4.6. Provide adequate PUBLIC FACILITIES and SERVICES	9
GOAL 5: Promote HEALTH AND WELLNESS for individuals living and/or working in Derry as well as the community as a whole.	21
Objective 5.1. Develop a town-wide health and wellness AWARENESS campaign	2
Objective 5.2. Expand opportunities for RECREATION for all ages & promote walking/biking	4
Objective 5.3. Promote healthy and LOCAL FOOD	1
Objective 5.4. Provide additional opportunities for COMMUNITY GATHERING for all ages	13
Objective 5.5. Increase coordination with HEALTH CARE PROVIDERS	1
GOAL 6: Conserve ENERGY and PLAN FOR RESILIENCE	15

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GOALS AND OBJECTIVES	# of large dots
Objective 6.1. Take measures to CONSERVE ENERGY and move towards renewable sources	8
Objective 6.2. Provide ALTERNATIVE modes of TRANSPORTATION	3
Objective 6.3. Implement land use strategies that will promote SUSTAINABLE DEVELOPMENT	4
Objective 6.4. Mitigate negative impacts of CLIMATE CHANGE	0

GOALS, OBJECTIVES AND PRIORITY STRATEGIES

The following strategies either received large dots (high priority) or more than 3 small dots (indicating that at least more than one person thought it was important to use the particular strategy to achieve the objective (participants were instructed not to use more than 3 dots on any one item).

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

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

- Develop a vision, unifying theme for the downtown
- Encourage mixed use (housing above retail, office space)
- Improve walking and biking facilities
- Develop design guidelines for the downtown
- Make the Abbot Court a destination
- Improve public spaces, create gathering spots (e.g. pocket parks)
- Employ the recent Cultural District designation as a revitalization tool

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

- Identify the features that make Derry unique and preserve and promote these
- Promote good community design through programs such as the Façade Improvement Program

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

- Develop and implement marketing and advertising plan to promote Derry to the region and state

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

- Promote historic resources and storytelling
- Promote Robert Frost and significant locations that inspired his poems

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

- Improve and promote open space and trail system
- Continue to extend trail system (regional connections)
- Clean up and connect Hood Pond to the Downtown
- Develop cohesive wayfinding signage system to help direct users and brand open spaces and trails as a system
- Make educational connections between schools and the conservation lands and public lands close to the school; include homeschoolers and charter schools in this

ISSUE: Derry is undergoing a number of potentially significant changes that may result in transforming the look and feel of our Town.



BURNING QUESTION:

What features make up Derry's Town character that you feel are most important to preserve in the future?

- Livability, Sensitivity to all ages
- Outdoor recreation/conservation lands
- Old New England charm
- Open space connectivity to historic places
- Natural resources (trees, fields, open spaces)
- Local, small businesses
- Downtown character
- Arts, entertainment and culture

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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”

- Apply business attraction and retention strategies
- Invest in infrastructure that supports business growth (e.g. sewer, water, and transportation items)
- Promote the future West Running Brook commercial district

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

- Capitalize on the newly established Cultural District as a way of growing the creative economy
- Connect existing cultural and historic assets
- Support Greater Derry Arts Council to expand parking options for the Opera House
- Support the efforts of the newly formed Public Arts Committee
- Support and expand activities such as Farmers’ Market, Derry After Dark, DerryFest, Holiday Parade, events at the Opera House, etc.
- Create an entertainment district by Tupelo Music Hall and Sports Zone in the Derry Commerce Park, with more eat, drink, and play options for residents and visitors
- Connect current programming activities, e.g. Derry Adult Education, Parks and Recreation, Tupelo, Stockbridge, Marion Gerrish

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

- Determine desired uses, scale, “look”, etc. and discourage strip-style businesses and sporadic site development

ISSUE: Sometimes Derry feels like 3 separate towns.



BURNING QUESTION:

How can Derry work to connect the seemingly separate parts of Town (e.g. the Downtown, East Derry, Route 28, etc.)

- Map grants to share how to use trails for transportation, walking and biking
- Have the Planning Board walk the neighborhoods to see the areas and meet the people who live in them
- Highlight Derry as three distinct communities that offer choices
 - Optimize separate character for each community

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- Create an activity center in those areas so that each have cultural, shopping, restaurants, etc.
- Don't change zoning for older neighborhoods so that they remain distinct
- Improve awareness of all areas
- Accept and respect the diversity and the connections between them
- Reduce the speed limit
- It feels like East Derry is more important than Derry and the Downtown
- Improve transportation within the Town

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

Objective 3.1. Create a VISION for the area

- Create an Entertainment District
- Define boundaries of impact area/planning zone
- Attract a variety of restaurants, hotel and retail and make it into a walkable area
- Develop affordable housing options
- Educate the citizenry on alternative routes to avoid traffic congestion that Exit 4A invariably cause
- Relocate Police Headquarters and sell parcel for redevelopment
- *"What is the need to relocate the Police Station. Don't move it"*

Objective 3.2. Support DEVELOPMENT/redevelopment

- Rezone for mixed use and strategic site development ("cultural district zoning")
- Support plans to connect trail to Londonderry near Exit 4A (*"Make developers pay for this and sidewalk improvements"*)
- Adopt an incremental and gradual approach, taking into account the widening of Folsom Road to 4 lanes, and business and residential relocation (*"maximize Derry's history, avoid strip mall development"*)

ISSUE: Exit 4A provides Derry with a number of opportunities but may also have unintended negative impacts.



BURNING QUESTION:

What do you see as potential opportunities and what are your concerns regarding potential negative impacts of the new Exit?

POTENTIAL OPPORTUNITIES

- Attract businesses

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- Improved walkability(for baby walkers, dog walkers and “work out walkers”)
- Maintain green spaces and recreational opportunities
- Extension of rail-bike-trail
- Work with Salvation Army to keep services in Town
- Monitoring and directing of traffic in and around Downtown
- Wider streets to accommodate traffic during commuter times
- Create gateway through flags, archway to make area distinctive and enticing
- Derry must adapt. Londonderry is already getting new businesses and residents

POTENTIAL NEGATIVE IMPACTS

- Will reinforce the idea that Derry is a pass-through Town
- Traffic
 - Reduce lanes from 6 to 4
 - Dramatic increase especially at approach at Police Station
 - Will negatively impact valuation of housing along roadway
- Displacement of residents
- Congestion is not decreased
- Less visibility for businesses in the Downtown (because traffic is re-routed)

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

Objective 4.1. Provide wide range of **HOUSING** to meet the needs of individuals with various income levels and different stages in the lifecycle.

- Encourage the development of additional housing types including micro-units, live work units, housing and support services for special needs individuals and a homeless shelter; shelter for those in need
- Makers Space
- Colleges, Trade School, Universities
- Discourage development of senior housing

Objective 4.2. Attract and retain **MILLENNIALS** to live in Derry

- Use social media to promote Derry, particularly to young families
- Promote new establishments such as breweries, coffee shops, incubator spaces, etc.
- Promote educational excellence (e.g. schools, libraries)
- Transportation options

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Objective 4.3. Support SENIORS to “age in place” in Derry

- Derry Parks and Recreation – more elder services, health programs like Tai Chi, falls prevention, fitness classes, socials and community newsletters delivered to all senior housing

Objective 4.4. Make TRANSPORTATION improvements to make getting around town safer and more pleasant.

- Extend Rail Trail to maximize both local and regional connectivity
- Better affordable transportation services

Objective 4.5. Stabilize NEIGHBORHOODS

DOWNTOWN

- Vacant buildings and lots
- Make narrow streets one way
- Discourage potential rezoning of residential to commercial

EAST DERRY VILLAGE

- Signage at rotary that says what’s in East Derry

DERRY VILLAGE AREA

- Maintain historic buildings
- Expand the size of the traffic circle to slow traffic

NORTONVILLE

- Promote “village” look and feel, improve roadways and keep area clean

SOUTH RANGE SCHOOL AREA

- Sewers for all of Sunset Acres
- Risk of South Range School closing
- Sidewalks, blinking lights
- Safer parking areas for “resevl” on Windham Road

OTHER

- Keep residential zoning as is to promote the “small town” feel
- Stem (stop) the business/commercial creep on ByPass 28 north of Tsienneto Road

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Objective 4.6. Provide adequate PUBLIC FACILITIES and SERVICES

- Consider creating a Community Center for all ages
- Support the Fire Department in its efforts to modernize and upgrade their facilities including the construction of new facilities
- Support the Cooperative School District in its efforts to increase cost efficiency by closing one of the elementary schools in the future
- Support the Derry Public Library in its efforts to continue to evolve to meet the changing needs of the community (including adding programming for all ages)
- Improve communication between town and residents including better coordination regarding town events and activities
- Explore the utilization of Upper Village Hall for additional daytime programming, especially for seniors

ISSUE: Population projections estimate an aging demographic with slight changes in the younger population.



BURNING QUESTION:

What should Derry do to attract younger families and encourage current residents to stay?

- Rationalize tax structure to help seniors to stay
- Increase employment opportunities
 - Use NH's "Live Work Play" model to create a location to match millennials skills and preferences to what employers and Derry are looking for
 - Good paying jobs
 - Build a network with employers to offer a training program to attract millennials in the local workforce
 - Encourage tech/financial services, etc. companies to move to Derry
- Keep building relationships with local breweries
- Increase arts/culture/entertainment
 - Downtown music to draw younger people
- Preserve open space and promote connectivity; preserve trees
- Recreational opportunities
- Childcare facilities
- Multi-generational center
 - With room to rent for free or low cost to meet the needs of ages 3-10
 - Space for homeschooling activities
 - Programming for teenagers (outside of Pinkerton)

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- Add to “Live Work Play” – LEARN – emphasizes importance of lifelong learning through Adult Ed, Libraries, Art and Culture
- Promote single family housing

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. Develop a town-wide health and wellness AWARENESS campaign

- Piggyback on increased interest in walking and biking and broaden discussion to raise awareness regarding the relationship between planning and health and develop a “Healthy Derry Initiative”

Objective 5.2. Expand opportunities for RECREATION for all ages & promote walking/biking

- Increase access to conservation lands with additional parking, signage, and expanded network of trails
- Improve sidewalks, crosswalks and bike lanes throughout the Town, particularly in the Downtown
- Crime control on trails (adequate lighting, patrols and emergency signs)
- Expand open space and state park areas by purchasing adjacent property

Objective 5.3. Promote healthy and LOCAL FOOD

- Support the Farmers’ Market
- Urban garden in Downtown Derry

Objective 5.4. Provide additional opportunities for COMMUNITY GATHERING for all ages

- Plan for festivals, fairs, and other community-wide events, using existing historic and cultural resources
- Support efforts to increase performing and visual arts
- Promote the use of Alexander Carr Lodge as a community center
- Support the Marion Gerrish Community Center
- Continue to use social media such as “Bring Derry Together” Facebook group to connect people
- Increase support for Veterans
- Make Grinnel the school Headquarters and a real senior center

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Objective 5.5. Increase coordination with **HEALTH CARE PROVIDERS**

- Conduct fall prevention work with regional public health [agencies]

ISSUE: Drug use in Derry is of significant concern, especially among the Town's youth.



BURNING QUESTION:

What are the most effective ways the Town of Derry can engage the youth when launching a health and wellness campaign?

- Involve the schools
 - Make it part of the school curriculum
 - Provide time at grade level assemblies and converse in small settings
 - Advisory connections at the Middle Schools
 - Club connections
 - Include PTA's and PTSA's
 - Engage teens outside Pinkerton with academic and athletic programs
 - Get into schools K-8, Pinkerton, Upper Room, Boys and Girls Club
- Offer free and fun events to reach low-income; visit non-traditional (charter, etc.) to spread the news of events
- Provide education for parents and kids
- Provide more positive activities, including non-sport oriented
- Advertise through Parks and Recreation locations and events

GOAL 6: Conserve ENERGY and PLAN FOR RESILIENCE

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

- Continue to retrofit public facilities with renewable energy sources and work towards the goal to reduce energy consumption
- Support the activities of the Net Zero Task Force to promote and provide information to businesses and residents regarding awareness campaigns regarding the benefits of solar energy
- Make a commitment to green energy (e.g. consider adopting the New Hampshire Climate Change Resolution)

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Objective 6.2. Provide ALTERNATIVE modes of TRANSPORTATION

- Improve walking and biking infrastructure to provide viable alternatives to car travel
- Develop Safe Routes to School program
- Promote the use of park-and-ride lots on I-93
- Develop sidewalk maintenance funding program

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

- Encourage uses and housing types that will attract younger people to live in Town
- Consider adopting the 2015 NH Building Code which includes more stringent energy restrictions than the current code (some NH municipalities have done this)
- Utilize buildings that already exist instead of building new ones (and knocking down trees)
- Review zoning/planning regulations to ensure there are provisions to include minimums that developers must meet (esp. in flood prone areas)

Objective 6.4. Mitigate negative impacts of CLIMATE CHANGE

- Plan how to address potential impacts of climate change including hazard mitigation

ISSUE: Some municipalities in New Hampshire have adopted building codes which exceed the state energy codes and promote sustainable, energy-efficient construction in the built environment (e.g. to be consistent with the U.S. Department of Energy's Building Energy Codes Program (BECP and certifications such as Leadership in Energy and Environmental Design (LEED)).



BURNING QUESTION:

Should Derry adopt such a building code for new construction to be more energy efficient?

The majority of those who responded, replied in the affirmative.

8 YES

1 NO

3 MAYBE

1 "Is this permitted by GSA?"

Community Circle with Martha Lyon Landscape Architecture, LLC, BETA Group, and Barrett Planning Group, LLC

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DETAILED COMPILED PUBLIC COMMENT



GOAL 1.0 DESTINATION

GOAL STATEMENT: To make Derry a destination for enjoyment of both residents and visitors alike.

OBJECTIVE 1.1. IMPROVE AND PROMOTE DERRY'S DOWNTOWN

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Develop a vision, unifying theme for the Downtown		8	6
Encourage mixed use (housing above retail, office space)			1
Improve the streetscape (outdoor seating, flowers, lighting, street furniture, landscaping)			
Improve walking and biking facilities (fix broken sidewalks , crosswalks, make ADA compliant, bike lanes and racks)		1	1
Encourage more unique destination businesses (including restaurants, boutiques, etc.)			
Improve and increase parking			
Make The Abbott Court a destination		5	
Revitalize Hood Park to make more welcoming to families		3	
Create Downtown Merchant's Association			
Develop design guidelines for Downtown		7	2
Plan more events for Downtown (e.g. DerryFest, Derry's 300 th Anniversary, summer concerts)		2	
Encourage more public art installations (e.g. murals, sculpture, etc.)		1	
Make more welcoming for families			
Address issues of loitering			
Improve public spaces, create gathering spots (e.g. pocket parks)		4	2
Employ the recent Cultural District designation as a revitalization tool		2	1
Do more to get rid of/or rehabilitate ugly buildings downtown, especially along Broadway; promote/facilitate common theme for facades		1	
Develop a brochure			
Facilitate micro-breweries' transition to Downtown to attract millennials and other businesses		1	
Parking		2	1
Yes, cultural district zoning			
Colleges, trade schools, universities		2	
More family-friendly			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 1.2. PRESERVE DERRY'S **TOWN CHARACTER**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Identify the features that make Derry unique and preserve and promote these		4	
Promote good community design through programs such as the Façade Improvement Program		2	1
Respect the diversity of land uses including the Downtown, East Derry, rural and suburban areas, and the connections between them		3	
Focus on community [and] culture-centered projects		1	
Don't encourage changing residential to commercial			

OBJECTIVE 1.3. WORK TO IMPROVE DERRY'S LINGERING **NEGATIVE REPUTATION**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Increase sense of safety (lighting, police beat)			
Improve transparency of town government		1	
Enforce ordinance regarding upkeep of blighted and empty buildings			
Encourage developers and retailers to improve and keep up facades and landscaping		1	
Utilize the benefits associated with Derry's <u>Opportunity Zone Designation</u>			
Develop and implement marketing and advertising plan to promote Derry to the region and state		4	2
Enforce laws on littering			
Enhanced use of town services enhances safety			
[Can we] offer incentives for upkeep or to encourage businesses to move into "used" spaces/repurpose!		1	
Enforce downtown speed limits			
Encourage Town Council to stay out of schools' business			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 1.4. PROMOTE DERRY'S HISTORY AND PROTECT ITS HISTORIC BUILDINGS

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Promote historic resources and storytelling			1
Preserve historic buildings/clusters of buildings through repurposing		3	
Promote Robert Frost and significant locations that inspired his poems			1
Celebrate potato legacy (e.g. Support the continuation of spud crow displays)			
Continue to honor Alan Shepard		2	
Strengthen relationships between Heritage Commission and relevant Town boards			
Encourage private property owners to maintain their historic properties through town programs and incentives			
Consider demolition delay		1	
Update inventory of historic buildings and consider National Register and local Historic District designation			
Consider tax credits for preservation of income producing historic buildings, and working with developers with experience in this area			
Capitalize on existing <u>Certified Local Government status</u>		1	
<u>Emphasize/promote a statue of Alan Shepard/Robert Frost, etc. as an inspiration to the young and visitors</u>			
<u>[Provide better marketing] for conservation areas</u>			
<u>Help citizens take greater advantage of incentives (tax incentives especially) that will preserve their historic properties (especially the New Hampshire Barns preservation program)</u>			
<u>Promote Alan Shepard; do away with Spacetown and come up with something new</u>			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 1.5. PROTECT AND PROMOTE THE TOWN'S **NATURAL RESOURCES**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Improve and promote open space and trail system (including regional connections)		4	4
Continue to extend trail system	... from Salem to Concord and the mountains	7	2
Clean up and connect Hood Pond to the Downtown		6	
Develop cohesive wayfinding signage system to help direct users and brand open spaces and trails as a system		2	1
Support Conservation Commission to organize more events to inspire/encourage families to enjoy conservation areas		2	
Recruit volunteers to help with maintenance of trails			
Make educational connections between schools and the conservation lands and public lands close to the school (e.g. East Derry Memorial School and the Town Forest); include homeschoolers and charter schools in this			1
Promote the ecological assets in Derry and how they can enhance opportunities for outdoor education			
Signage and branding to enhance visibility of resources			
The younger generation is attracted to activities in nature; we need Nature's Classroom areas for families and young adults			



ISSUE: Derry is undergoing a number of potentially significant changes that may result in transforming the look and feel of our Town.

BURNING QUESTION:
What features make up Derry's Town character that you feel are most important to preserve in the future?

COMMENT	# OF SMALL DOTS	# OF LARGE DOTS
Make it part of the school curriculum		
Retaining history while modernizing		
Livability, recreation, sensitivity to <u>all</u> age groups – children, young families, singles, seniors	2	
Old New England charm; preserve its New England town look		
Open space connectivity to historic places	1	1
Stop taking trees, fields/open spaces (total loss from, 28 Bypass to fire axe); (loss of natural habitat and country atmosphere)		
Outdoor recreation/conservation		1
We need to keep our open spaces and trees! Less storage facilities and malls, Dunkin Donuts		
More small business and less chains! (Dunkin Donuts, etc.)	1	
Downtown character	1	
Rail trail		
Vibrant downtown		
Arts, entertainment and culture		



GOAL 2.0 ECONOMIC ACTIVITY

GOAL STATEMENT: To 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”

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Continue streamlined permitting practices and implement even more business-friendly practices			
Apply business attraction and retention strategies	<p><i>Make Derry a drive-to rather than a drive-through commuter town</i></p> <p><i>Encourage new businesses to utilize existing empty spaces (SMALL DOT)</i></p> <p><i>Work with area venues to attract a small to mid-sized hotel</i></p> <p><i>More upscale restaurants for the Downtown</i></p> <p><i>Enough chain businesses, storage facilities and Dunkin Donuts</i></p> <p><i>Utilize grants & tax incentives for non-chain small businesses</i></p>	4	
Invest in infrastructure that supports business growth (e.g. sewer, water, and transportation items)	<p><i>Help businesses repurpose existing spaces (incentives) (2 SMALL DOTS)</i></p> <p><i>Broadway speed limit to 25 MPH</i></p> <p><i>Extend sidewalk to all areas of downtown Derry – Fordway Extension to</i></p>	6	4



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

	Kendall Pond Road to bypass 28 to Tsienneto Road		
Support the Economic Development Director's efforts to provide workshops for business development			
Actively recruit desired businesses that also share Derry's vision	<p>Enable group metering, sharing solar deployment at the Derry landfill, to enable businesses & homeowners to take advantage of energy savings. "Attract green-oriented businesses." (SMALL DOT)</p> <p>Encourage greater number of residential-type businesses and small businesses that are "clean" and "green"</p> <p>Provide tax incentives to prospective employers who are willing to provide training to millennial in Derry to keep them here</p>	3	
Review zoning for potential disincentives to development/redevelopment	<p>Keep residential zones residential – think of the lives you are impacting</p> <p>Implementing zoning from residential to business ruins a small-town feel (SMALL DOT)</p> <p>Keep neighborhoods stable by not changing to commercial</p>	1	
Promote the future West Running Brook commercial district		5	1
More parking including a garage near cultural and business events		1	
Bring the commuter rail to Derry			
Engagement with Pinkerton Academy		1	



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 2.2. PROMOTE DERRY'S ART AND CULTURAL RESOURCES AND SUPPORT THE GROWING **CREATIVE ECONOMY** (SMALL DOT)

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Capitalize on the newly established Cultural District as a way of growing the creative economy	Promote cultural district outside of Derry- signage, parking, dining, entertainment, etc. (SMALL DOT)	7	5
Connect existing cultural and historic assets	Promote better advertisement of arts & cultural activities and events Need bike paths on arterial roads and sidewalks More designated bike trails	8	
Encourage more visual and performance art in downtown		1	
Support Greater Derry Arts Council to expand parking options for the Opera House		7	3
Support the efforts of the newly formed Public Arts Committee		3	2
Support efforts to create a culinary incubator space and relate it to the Farmer's Markets and Downtown restaurants		1	
Support the development of maker spaces	Support and work with Pinkerton Academy for open public maker spaces, arts building, shows, etc.		
Consider attracting an independent movie theater	Independent movie theater sounds lovely		
Support and expand activities such as Farmer's Market, Derry After Dark, DerryFest, Holiday Parade, events at the Opera House, etc.	Love the Farmer's Market and small businesses	5	9
Develop a Community Arts Center		2	
Create an entertainment district by Tupelo Music Hall and Sports Zone in the Derry Commerce Park, with more eat, drink and play options for residents and visitors		6	1
More wayfinding		1	



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

Connect current programming activities i.e. Derry Adult Education, Parks and Rec, Tupelo, Stockbridge, Marion Gerrish		4	
There would be too much traffic on Franklin Street ext. – there is an apartment complex nearby with kids walking/playing			

OBJECTIVE 2.3. SUPPORT ECONOMIC DEVELOPMENT ALONG **ROUTE 28 SOUTH**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Extend water and sewer	Extend water, sewer, traffic control, parking, and congestion/pollution control to East Derry Water/sewer for <u>all</u> Downtown Derry Cost of water and sewer for hook up should be considered	3	
Identify and attract anchor business	Zoning should focus on tech or medical, not storage or auto sales	3	
Attract industrial/manufacturing businesses to the area	Consider promoting “clean” and “green” manufacturing/industry in Derry. Need to be more mindful of pollution prevention		
Determine desired uses, scale, “look”, etc. by discouraging strip-style businesses and sporadic site development	Limit commercial and industrial zoning to existing areas to stop the creeping of businesses north of Tsienneto on Route 28 (3 SMALL DOTS, 3 LARGE DOTS)	7	3
Support pad site development on existing commercial property lots on Route 28, particularly larger retailers like Hannaford’s		1	
Review the possibility of curbside trash pick-up with restriction on number of bags – will cause residents to reduce loads and promote recycling			



ISSUE: Sometimes Derry feels like 3 separate towns. (LARGE DOT)



BURNING QUESTION:

How can Derry work to connect the seemingly separate parts of Town (e.g. the Downtown, East Derry, Route 28, etc.)?

COMMENT	# OF SMALL DOTS	# OF LARGE DOTS
Map Grants to be able to share with the public how to use trails for transportation, walking and biking		
Build a mall, restaurant or activity center in those areas	1	
Have the Planning Board walk the neighborhoods affected to meet people, decide 1) how their real estate values will be affected and 2) look at the families living there		
Highlight Derry as three distinct communities within one – “the choice is yours!”		
Reduce the speed limit to 15 MPH		
Be more accepting of diversity between points of town		
“Speaking from the view of a Westgate Rd. resident, it feels like East Derry is more important than Derry and the Downtown, but we have issues & need attention.”		1
Optimize separate character of each community with livable & cultural shopping, restaurants and businesses	1	
Don’t change zoning for older neighborhoods	2	
Improve awareness of all areas and communities	1	
Improve transportation within the Town – CART very limited with no advertising. This becomes a problem when winter comes, rain, storms, etc.	1	
Respect the diversity of land uses including the Downtown, East Derry, rural and suburban areas, and the connections between them – Aiken Street		



GOAL 3.0 NEW GATEWAY: EXIT 4A

GOAL STATEMENT: To address the opportunities and challenges posed by the NEW GATEWAY EXIT 4A.

OBJECTIVE 3.1. CREATE A VISION FOR THE AREA

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Define boundaries of impact area/planning zone		0	1
Identify potential impacts (positive and negative) and develop strategies to address these		4	1
Work closely with residents of Madden Road and businesses along Folsom Road/North High Street being relocated		0	0
Create an Entertainment District		11	1
Attract a variety of restaurants, hotel and retail and make into a walkable area	Facilitate micro-brewing center for southern NH	5 2	0 0
Develop affordable housing options		5	0
Relocate Police Headquarters and sell parcel for redevelopment		6	0
Plan with regional appeal in mind		0	0
	Work together with Londonderry to optimize opportunity for growth and housing options	0	0
Educate the citizenry on alternative routes to avoid traffic congestion that Exit 4A Invariably cause		1	2
What's the driving need to relocate the Police Station? Don't move it		4	1
Why do you need to move the Police Station? We had Fire Stations and you closed them down		1	0



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

Police is where it should be. It is strategically situated. Safety and security should not be sacrificed for development	0	1
Keep Police Dept. where it is	0	0
No Housing in new area, only commercial/industrial	2	0
Need a drug store on East Broadway	0	0
Enough Drug Stores	0	0

OBJECTIVE 3.2. SUPPORT **DEVELOPMENT**/REDEVELOPMENT

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
<i>Rezone for mixed use and strategic site development</i>		6	0
	Rezoning neighborhoods is NOT the answer. It will cause upheaval & in equity	0	0
	Yes to cultural district zoning	0	0
<i>Provide necessary infrastructure to support development / redevelopment</i>		2	1
	I like sidewalks	0	0
<i>Support plans to connect trail to Londonderry near Exit 4A</i>		9	1
	Make developers pay for sidewalks & improvement to connection of rail trail to Londonderry	7	0
<i>Adopt an incremental and gradual approach, taking into account the widening of Folsom Road to 4 lanes, and business and residential relocation.</i>		5	2
	Plan to ensure that development opportunities along the gateway are welcoming and maximize Derry's history, avoid strip mall development	0	0
Focus attention on development of Tsinieto Road and intersection of Rt. 102 and Tsinieto Rd North Shore		0	0



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

ISSUE: Exit 4A provides Derry with a number of opportunities but may also have unintended negative impacts.



BURNING QUESTION:

What do you see as potential opportunities and what are your concerns regarding potential negative impacts of the new Exit?

POTENTIAL OPPORTUNITIES	POTENTIAL NEGATIVE IMPACTS	
Attract mid- to large-businesses	1	0
Improve and ensure walkable streets and sidewalks for all ages down Tsienneto Rd.	2	0
Consider east-west link for rail-bike-trail. Tie it all together	1	0
Town needs to work with Salvation Army to assist in locating new facility to keep Services in town	1	0
Traffic monitoring and control. Direct around or into Downtown. Entertainment, dinning services, culture	2	0
Widen streets, our street is only 19.5' wide, and at commuter time 100 cars per hour from 3-6 PM pass through our tiny neighborhood	1	0
Will increase the idea that Derry is a pass-through town, not a destination. Support rail trail	0	0
More sidewalks for baby walkers, dog Walkers and "work out" walkers	0	0
Need to balance traffic flow and pedestrian traffic	2	0
Sidewalks on Tsienneto Rd.	0	0
Traffic will be a huge concern. Need to		
	Take Franklin St resident's concerns into account! 0 0	
	Find space for Salvation Army 2 1	
	Elimination of Salvation Army property in addition to the current Police Station 0 0	
	Reduce lanes for 4A on Folsom from 6 to 4 0 0	
	Maintain greenspace and recreational opportun 0 0	
	Unalleviated increased congestion in dense area 0 0	
	Traffic will increase dramatically as you approach the Police Sta. Traffic on Rt. 28 will Be negatively impacted 0 0	
	Need more input on the residences that would be affected 0 0	
	Increasing traffic on route will negatively affect the valuation of all housing along roadway 0 0	
	Need better advertising of meetings and community voting on decision and election days 0 0	
	Most of 4A coming off highway is in Londonderry. Better site for development are not in Derry 0 0	
	Less traffic visibility through Downtown 0 0	
	I don't think 4A is going to help Derry's traffic issues. Need more ideas 0 0	



Concern about potential rezoning of Aiken Street to commercial?. Aiken runs parallel to Broadway on the south side and has single-family homes for the most part. Some also said the road was too narrow – 19 feet wide



GOAL 4.0 DERRY AS A PLACE TO LIVE

GOAL STATEMENT: To promote Derry as a place to LIVE THIS RECEIVED 3 gold stickers

OBJECTIVE 4.1. PROVIDE A WIDE RANGE OF **HOUSING** TO MEET THE NEEDS OF INDIVIDUAL WITH VARIOUS INCOME LEVELS AND IN DIFFERENT STAGES IN THE LIFECYCLE

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Encourage the development of housing for seniors		1	
Encourage the development of additional housing types including micro-units, live work units, housing and support services for special needs individuals and a homeless shelter		5	1
Promote and support home ownership			
Work with the Health Office, Code Enforcement and the Property Maintenance Committee to expand the “blight ordinance” and address issue of absentee landlords (some of whom don’t maintain their properties)		1	
Development of vacant lots, particularly by the Downtown and in the Opportunity Zone for residential use			
Express the vision clearly when issuing Requests for Proposals and when choosing developers			
Repurpose historic properties to create unique housing options for all ages (e.g. Chase Mill condos)			
Makers Space	YES	5	1
Colleges Trade School, Universities			1
Expand tax exemptions to seniors (65+) to remain in town			
Discourage development of senior housing		1	1
Over 55+ safe housing, services, transportation, cultural opportunities			
Affordable senior housing, affordable housing in general			
Housing for special needs			
Shelter for those in need		1	2
Enable seniors and other residents to enjoy energy savings via a group sharing solar deployment at DPW		1	
Many of the people moving here from California expect pre-existing spaces designated for home educators		2	
Encourage creative spaces, artist lofts (with income support) and business incubators			
ADA friendly space for homeschoolers – est. 5% (up to 7%) of school age children in Derry		1	



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

Derry's reps in Concord need to be held responsible for supporting changes in state education funding, needed to address current state INADEQUATE education funding			
Get taxes down			
Become a dementia friendly community			
Lower property taxes to make it affordable			

OBJECTIVE 4.2. ATTRACT AND RETAIN **MILLENNIALS** TO LIVE IN DERRY ONE SMALL DOT

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Use social media to promote Derry, particularly to young families		1	3
Promote creative economy and cultural venues		3	
Support work from home (e.g. encourages shared work spaces)			
Improve walking, biking, recreation facilities and connections			
Revitalize the Downtown			
Promote new establishments such as breweries, coffee shops, incubator spaces, etc.		4	
Promote educational excellence (e.g. schools, libraries)		4	1
Promote "green" activities to protect the environment that are keeping with millennial lifestyle trends		1	
Increase awareness of future plans (e.g., Exit 4A, Cultural District, efforts to revitalize the downtown, plans for other commercial areas)		1	
Explore bike share program in coordination with adjacent towns			
Derry's reps in Concord need to be held responsible for supporting changes in state education funding, needed to address current state INADEQUATE education funding			
There needs to be another transportation system. Just for Derry residents to doctor appointments			2
Expand sidewalks and bike paths on arterial roads			
Support services for mental health			
Increase support for social/emotional needs to support educational excellence			
Would like garden and clearly marked trails and open space so I can walk my dog and my kids to feel safe			
More community centers, Marion Gerrish is "sold out"			
Support no hunting on Sunday's for trails like Maine			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

Millenials are 25-35 now. Should we say young adults in general because in 10 years they will be 35-45 years old			
Update lighting and add side streets one block back			
YWCA			

OBJECTIVE 4.3. SUPPORT **SENIORS** TO 'AGE IN PLACE' IN DERRY

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Support the selection of Derry as one of the communities for the Phase III Age-Friendly Program in conjunction with Tufts Health Care, AARP, NHDOT, and the Southern New Hampshire Planning Commission		1	
Provide housing options appropriate for seniors			
Provide more transportation options for seniors		1	
Offer more programming for seniors including recreation and socializing		2	
Marion Gerrish has senior games, movie nights/screenings for seniors. Meals on Wheels on-site at Marion Gerrish – seniors eat there			
Use less agist terms. Older adults 50+ , not elderly and senior or younger adults, teen. 35 not millennials			
Derry Parks and Rec – elder services serves senior citizens for Trip – health programs like Tai Chi, falls prevention, fitness classes, socials and community newsletters delivered to all senior housing			1
Derry <u>must</u> build a senior center and activities center			
Agree with all – utilize Boys/Girls Club or public building for senior center			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 4.4. MAKE **GETTING AROUND TOWN** (TRANSPORTATION) SAFER AND MORE PLEASANT 2 SMALL DOTS

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Develop Sidewalk Improvement Plan and funding strategy			
Upgrade sidewalks in Downtown and make ADA compliant			
Extend the bike trail and connect to Londonderry		2	
Apply Complete Streets guidelines where appropriate to improve safety and mobility for all modes			
Develop a Safe Routes to School program to improve safety for children to walk/bike to school and for seniors seeking walkable connections			
Research public transportation options (including expansion of the existing public transit agency service CART)		3	
Extend Rail Trail to maximize both local and regional connectivity		3	2
Create sidewalk and bike paths improvement plan and audit yearly		2	
Increased traffic will negatively affect the housing valuation along the route			
Need more parking spaces at the rail trail			
Maximize use of and publicize rail trail - security, activity, services			
More intertown bike paths		1	
CART is a struggle for many people to use		1	1
Food/Soup kitchen is a wonderful assist. But! We need to address a pressing need of homelessness and a place to shelter them NOW, not later			
Better affordable transportation services, increase support for volunteer driver program with Community Caregivers		2	1



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 4.5. STABILIZE **NEIGHBORHOODS ONE GOLD STICKER**

IDENTIFY ISSUES SPECIFIC TO A PARTICULAR NEIGHBORHOOD	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
DOWNTOWN			
Vacant buildings			
Make narrow streets one way			
Discourage potential rezoning of residential to commercial			
Vacant lots			
EAST DERRY VILLAGE AREA			
Signage at rotary that says what's in East Derry			
NORTONVILLE (NORTON ST. ACROSS FROM PARKLAND)			
Promote "village" look and feel, improve roadways and keep area clean		1	
OAK STREET – PARK AVE – GROVE ST			
DERRY VILLAGE AREA			
Maintain historic buildings			
Expand the size of traffic circle to slow traffic			
SOUTH RANGE SCHOOL AREA (SUNSET ACRES, WINDHAM ROAD)			1
Sewers for all of Sunset Acres			1
Risk of South Range School closing			
Sidewalks, blinking lights			
Safer parking areas for "resevl" on Windham Road			
OTHER			
Stem(stop) the business/commercial creep on ByPass 28 North of Tsienneto Road		5	
Safety of Pinkerton Academy students heading north are at risk from traffic/business congestion at Tsienneto/28 ByPass intersection. This will be exacerbated by Exit 4A			
Stem the commercial/business creep all over town			
Provide competition to Comcast			
All public sewer in older residential neighborhoods not just in commercial zones			
Keep neighborhoods intact - don't zone commercial			
You don't stabilize a neighborhood if you change it to business		2	
Keep residential zoning as is to promote the "small town" feel		2	1
Close Grinnell and make SAU Headquarters and Senior Center on first floor			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

Don't rezone residential road to commercial Aiken Street – all residential, road is narrow			
No!! Aiken Street commercial!!!			
Safety on 102 by Beaver Lake it's a state road that will only increase with traffic w/ 4A			
Need a place for homeschoolers to gather		2	

OBJECTIVE 4.6. PROVIDE ADEQUATE **PUBLIC FACILITIES AND SERVICES**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Improve communication between town and residents including better coordination regarding town events and activities		4	
Create a centralized information hub to inform residents of all town activities (e.g. town calendar and/or dedicated Facebook page)	YES integrated with the school calendar	2	
Recruit more volunteers for Town Committees and Boards		2	
Consider creating a Community Center for all ages		5	2
Support the Police Department in its efforts to relocate its headquarters	<ul style="list-style-type: none"> Why relocate Police Headquarters 	1	
Support the Fire Department in its efforts to modernize and upgrade their facilities including the construction of new facilities	<ul style="list-style-type: none"> What's the NEED for a new fire station? Keep the existing four stations as is!! [1 dot] Consistent(?) with fire station at English Range [1 dot] 	2	2
Improve access to Adams Memorial (increase parking, ADA access)			2
Promote the renovated Alexander Carr Lodge for recreation and rental for events			
Support the Cooperative School District in its efforts to increase cost efficiency by closing one of the elementary schools in the future		4	2
Support the Derry Public Library in its efforts to continue to evolve to meet the changing needs of the community (including adding programming for all ages)		5	1
Support improvements to Veteran's Hall			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

Explore utilization of the Upper Village Hall for additional daytime programming, especially for seniors		4	
Support the Net Zero Task Force in its efforts to retrofit town owned facilities with renewable energy sources		2	
Increase communication and sharing of resources across Town Departments			
Marion Gerrish is a community center for all ages : teens, children, seniors, use the center			
Lower taxes to seniors who don't have children in schools			
Derry's elected reps in Concord must be expected to initiate opportunities for citizens to communicate with them – 2 way exchange REGULARLY!! (not just names on a ballot every two years or one short newspaper bio)			
Support the history of Vets Hall (celebrated 90 years in 2018). Rich in history			
Provide more spaces for the thriving homeschooling community to meet for socialization and workshops		1	
Use reno for Alexander-Carr to be a building for all ages. Plenty of space on top of the hill Can connect to the trails		1	

? **ISSUE:** Population projections estimate an aging demographic with slight changes in the younger population.

BURNING QUESTION:

What should Derry do to attract younger families and encourage current residents to stay?

- Rationalize tax structure. Seniors are forced out due to escalating property tax assessments
- Use NH's "Live Work Play" model to create a local coalition to match millennials skills and preferences to what employers and Derry and greater Derry are looking for [1 dot]
- More coordination with Pinkerton Academy to increase arts/entertainment at Stockbridge Theater
- Limit development of senior housing
- Recreation opportunities
- Improve parking [2 dots]
- Good paying employment opportunities in town [1 dot]
- Arts and Culture [2 dots]
- Teenager's programs is lacking unlike that of seniors and children. What it has now is not working. Have something good outside of Pinkerton.
- More childcare facilities
- Home schooling space reserved for our activities. Happy to share activities overall /maybe with seniors



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

- As a leader for many organizations including 4H for Rockingham County and various homeschooling groups and associations, I would like to see a designated space for the homeschooling community. We are on the rise and deserve a space designated to our activities. We are a large group of highly educated women; educating our children and we need a space that is ours.
- Reach out to Pinkerton Student Government and associated groups/clubs to increase involvement with town
- Promote single family housing; keep zoning residential and lower property taxes
- Build a regional (or local) network with employers to offer a training program to attract millennials in the local workforce rather than leaving Derry [**1 Gold Sticker**]
- Multigenerational center with room to rent for income and for free or low cost to meet the needs of ages 3-10+
- Add to “Live Work Play” – “LEARN” – emphasizes importance of LIFELONG LEARNING not just for children but through adult Ed, Libraries, Arts/Culture
- Preserve open space and promote connectivity [**1 dot**]
- Definitely work on closing one of the public schools to increase cost efficiency but do so in a way that won’t increase class sizes
- Improve student math and language and science scores in our schools
- I think we need to be careful of too much development /new construction. We need trees.
- Encourage tech/financial services, etc. companies to move to Derry
- Keep building relationships with local breweries
- Downtown music to draw younger people

**GOAL 5.0 HEALTH AND WELLNESS**

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

OBJECTIVE 5.1. DEVELOP A TOWN-WIDE HEALTH AND WELLNESS CAMPAIGN

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
<i>Piggyback on increased interest in walking and biking and broaden discussion to raise awareness regarding the relationship between planning and health and develop a "Healthy Derry Initiative."</i>		5	1
<i>Explore state resources that support healthy communities initiatives</i>			
<i>Work with Police Department and Health Department to address the opioid crisis, substance abuse in general, mental health issues and the need for services</i>			1
<i>Work with schools to address social emotional needs of students and families and expand support</i>	<i>services local and state</i>		

OBJECTIVE 5.2. PROMOTE PHYSICAL ACTIVITY (WALKING, BIKING, AND OTHER RECREATION)

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
<i>Connect open spaces, recreational and municipal facilities with safe and pleasant walking and biking infrastructure</i>		3	
<i>Improve sidewalks, crosswalks and bike lanes throughout the Town, particularly in the Downtown</i>		3	1
<i>Develop Safe Routes to School program to encourage children to walk and bike safely to school</i>			
<i>Improve opportunities for recreation on Beaver Lake (e.g. public boat ramp, beach improvements)</i>	<i>beach and parking expansion</i>		
<i>Increase access to conservation lands with additional parking, signage, and expanded network of trails</i>		6	1
<i>Promote additional opportunities for wholesome activities for youth</i>		1	
<i>Promote additional opportunities for wholesome activities for youth</i>			
<i>Provide indoor/outdoor swimming pool</i>		1	



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Improve basketball/sports park		1	
Update playgrounds		3	
Reclaim Hood Dam area and provide recreational opportunities			
Reclaim Hood Dam area and provide recreational opportunities			
Improve dissemination of information regarding existing recreational resources			
Expand open space and state park areas by purchasing adjacent property		3	2
Need to market conservation areas			
Better trail markings			
Crime control on trails	adequate lighting, patrols, emergency signs	4	
Better maintenance of conservation areas			
Make better use of links between open spaces and schools not only to get kids outside but to provide outdoor education/science lessons, etc.	These spaces could provide many benefits		
Invest in ALL recreation, field and facilities			

OBJECTIVE 5.3. PROMOTE **HEALTHY AND LOCAL FOOD** (2 SMALL DOTS)

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Support the Farmers' Market (e.g. consider relocating to the open parcel adjacent to Adams Memorial)		6	
Expand Farmers' Market to winter months (will need appropriate space)	And more vendors Utilize unused/vacant properties for winter market	2	
Support creation of "food incubator" to include local farms and food processing		1	
Farm subsidy			
Urban garden Downtown Derry		2	1
Derry is on the right path now that there is a lot to do – cultural, educational, outside activities. Farmers' market is a big plus in the summer.			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 5.4. SUPPORT EFFORTS TO PROVIDE OPPORTUNITIES FOR **COMMUNITY GATHERING**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Plan for festivals, fairs, and other community-wide events, using existing historic and cultural resources		7	5
Promote the use of Alexander Carr Lodge as a community center			1
Support efforts to increase performing and visual arts		4	
Inspire and include youth in planning and executing improvements to Derry			2
Support both the Derry Public Library and the Taylor Library in their efforts to expand programming for all ages		2	
Support the Marion Gerrish Community Center		5	
Work out an agreement with the Upper Village Hall to use their facility for community programming			
Continue to use social media such as “Bring Derry Together” Facebook group to connect people	Optimize use of social media to communicate with citizens		1
Identify open space areas that can be created in the Downtown after I-93 Exit 4A is constructed			
Look for opportunities to create pocket parks in the Downtown and other commercial areas		1	
Multi-generational center (3)	Teen/senior center Marion Gerrish Community Center is working on having multi-generational games & technology help by students for seniors (cell phones, tablet, etc.)		
Space for students who are educated alternatively	Charter, private, home schooling		
Evening activities	For people who work out of town and cannot make it to day-time activities	1	
You are doing a good job with beautification of Derry. Plus the rail trail is a quiet draw and well maintained. Thank you, senior citizens love it!			
Utilize East Derry historical facilities	Taylor Library, Community Center, Historic Church		
Increase support for Veterans	Veterans events, Veteran’s healthcare access	3	1
Support completion of Upper Village Hall by raising funds for soundproofing and staffing		1	
Make Grinnel the school Headquarters and a real senior center		1	3
Offer more opportunities for recreation classes for seniors “after working hours” to promote health and wellness			



OBJECTIVE 5.5. INCREASE COORDINATION WITH **HEALTH CARE PROVIDERS**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Coordinate efforts amongst Police, Fire, EMS, Health Officer and area health providers to increase awareness regarding the risks and dangers of opioid use and abuse		2	
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.			
More focus on preventative medicine and not just prescriptions and pharmacies			
Need more availability of social services to even assist in these areas.		1	
Better ADA compliance and dementia-friendly measures for businesses and town buildings			
Fall prevention work with regional public health		1	1

ISSUE: Drug use in Derry is of significant concern, especially among the Town's youth.



BURNING QUESTION:

What are the most effective ways the Town of Derry can engage the youth when launching a health and wellness campaign?

COMMENT	# OF SMALL DOTS	# OF LARGE DOTS
Make it part of the school curriculum		
Provide time to grade level assemblies and converse in small settings	1	
Advisory connections at Middle Schools		
Club connections		
Offer free and fun events to reach low-income; visit non-traditional (charter, etc.) to spread the news of events. Some kids are not aware of what's going on	1	
Get the schools involved. Include PTA's and PTSA's	1	
Advertise through Parks and Recreation locations and events		
Engage the teens outside Pinkerton with programs: academic and athletics		
More educational choices for parents and kids	1	
Provide more positive activities for them in Town	1	
Teach youth through schools and athletics		
Get into Schools K-8, Pinkerton, Upper Room, Boys and Girls Club, etc.		
Provide opportunities for other activities	1	
Provide non-sports activities		

**GOAL 6.0 CONSERVE ENERGY & PLAN FOR RESILIENCE**

GOAL STATEMENT: To conserve energy and plan for future resilience including mitigating potential impacts of climate change.

OBJECTIVE 6.1. TAKE MEASURES TO CONSERVE ENERGY AND MOVE TOWARDS RENEWABLE SOURCES

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Continue to retrofit public facilities with renewable energy sources and work towards the goal to reduce energy consumption		11	2
Support the activities of the Net Zero Task Force to promote and provide information to businesses and residents regarding awareness campaigns regarding the benefits of solar energy		7	8
Develop a policy regarding net metering	How many dollars am I going to save with net metering?	1	
Continue to reduce trash quantities and to increase the recycling rate		3	
Make a commitment to green energy (e.g. consider adopting New Hampshire Climate Change Resolution)		4	
Enable group metering solar deployment at DPW for businesses, residents and renters to enjoy energy savings			
Use less energy	Turn heat down in winter and A/C up in summer		

OBJECTIVE 6.2. PROVIDE ALTERNATIVE MODES OF TRANSPORTATION

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Improve walking and biking infrastructure to provide viable alternatives to car travel	bike accessible roads safer bike lanes & parking	6	
Provide more electric vehicle charging stations			
Promote carpooling and travel demand management strategies			
Consider a bike share pilot program in the Downtown	promote through social media	1	
Support working from home (this would reduce automobile travel)	Improve cell phone and internet reliability and	2	



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
	<i>access.</i>		
Explore possibility of increasing public transit options			1
Develop Safe Routes to School program		1	1
Promote use of park-and ride lots on I-93		2	
Explore bike sharing program with adjacent communities		2	
Develop sidewalk maintenance funding program		7	1
Work on more alternative transportation opportunities between Derry and Concord			
100% rail/bike connection to all public buildings (schools, library, parks, etc.)			
Affordable public transportation (bus, train)			

OBJECTIVE 6.3. IMPLEMENT LAND USE STRATEGIES THAT WILL PROMOTE **SUSTAINABLE DEVELOPMENT**

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
Support in-fill development in denser areas already served by public utilities, particularly in and around the Downtown			
Encourage uses and housing types that will attract younger people to live in town	<i>attract high tech industries</i>	7	1
Consider adopting the 2015 NH Building Code which includes more stringent energy restrictions than the current code (some NH municipalities have done this)		3	1
Explore ways of providing incentives to develop more sustainable and energy efficient buildings			
Utilize buildings that already exist instead of building new ones (and knocking down trees!)	<i>use current buildings instead</i>	1	1
Expanded gas lines			
Preserve low density housing controls where they exist		1	
Provide tax incentives to prospective employers who will agree to construct green/energy conservation (LEED) development			
Raise the height limit on buildings to provide more housing while maintaining open space			
Review zoning/ planning regulations to ensure there are provisions to include minimums that developers must meet	<i>Esp. in flood prone areas (50 year storms)</i>		1



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

OBJECTIVE 6.4. MITIGATE NEGATIVE IMPACTS OF CLIMATE CHANGE

IDEAS FOR STRATEGIES	COMMENTS	# OF SMALL DOTS	# OF LARGE DOTS
<i>Plan for how to address potential impacts of climate change including hazard mitigation</i>		5	
<i>Ensure current and new infrastructure will be able to handle increasing extreme weather conditions</i>			
<i>Understand climate change by monitoring impacts on natural resources and habitat throughout the Town</i>			
<i>Continue to update the town-wide vulnerability and resilience audit and implement mitigation strategies</i>		1	
<i>Ensure any new municipal facilities are able to withstand increasing severity of weather</i>		2	
<i>Monitor impacts of weather on natural resources and habitat</i>			
<i>Continue to monitor, inspect and evaluate dams and their functioning and plan for mitigation due to weather severity</i>			
<i>Educate residents</i>	<i>Promote water conservation Benefits of renewable energy Financial environment livability</i>		



ISSUE: Some municipalities in New Hampshire have adopted building codes which exceed the state energy codes and promote sustainable, energy-efficient construction in the built environment (e.g. to be consistent with the U.S. Department of Energy’s Building Energy Codes Program (BECF and certifications such as Leadership in Energy and Environmental Design (LEED)).



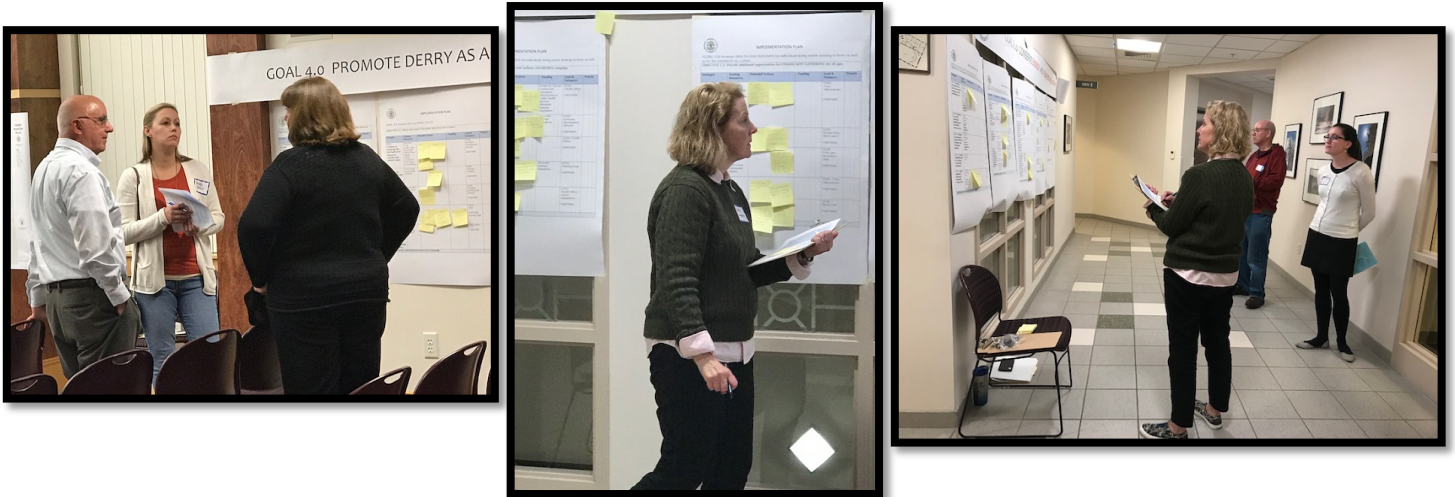
BURNING QUESTION:

Should Derry adopt such a building code for new construction to be more energy efficient? (3 SMALL DOTS)

COMMENT	YES NO	# OF SMALL DOTS	# OF LARGE DOTS
<i>Is this permitted by GSA?</i>	?		
<i>Tiny houses and less to heat and cool</i>			
<i>Yes, this is a critical requirement to progress to more local energy</i>	YES		
<i>Yes, commercial</i>	YES		
<i>Potential negative unintended consequence maybe to reduce new development due to higher development costs. Stick to the state limits</i>	NO		
<i>Only if really saves taxpayer dollars</i>	MAYBE	2	
<i>Economics will dictate people’s decision, however Town should set an example</i>	YES		
<i>Yes, and slowdown new construction. Will we have trees left? Derry needs to stay beautiful</i>	YES		
<i>Yes, but stem new construction by repurposing/recycling under utilized or vacant properties</i>	YES		1
<i>Incentivize, rather than mandate Energy Efficiency .Incentives including LEED and using renewable energy, i.e. solar, wind, etc.</i>			
<i>Dover, Rochester, Keene, Concord – all have stronger codes for renewable energy= local energy</i>	YES		
<i>Yes, if after due consideration of unintended consequences it moves Derry forward</i>	MAYBE		
<i>Yes, adopt a building code for more energy efficiency for new buildings</i>	YES		
<i>Definitely, watching out for costs involved</i>	YES		
<i>Only if grants are available to support new businesses to do this</i>	MAYBE		



Summary of Public Input Town-wide PUBLIC FORUM #3: Wednesday, October 30, 2019 Municipal Complex



Meeting Purpose and Process

Purpose

A town-wide public forum was held on Wednesday, October 30, 2019 at the Municipal Complex. The purpose of the forum was to present key recommendations of the Implementation Plan. The Plan is a roadmap to help Derry achieve the vision and goals set forth during this planning process.

Process

Following a brief presentation participants were invited to visit **six (6) implementation stations**, one for each goal of the master plan. The approximately 30 residents who attended the public forum visited the staffed stations participants where they could discuss with others and add their thoughts on strategies to help achieve the goals and objectives by writing these on Post-it notes. At each station participants were also asked to respond to two questions: 1) *What would you consider a sign of success in terms of meeting this goal in the future?* 2) *What might get in our way in trying to meet this goal?*

Once all had visited the six stations, participants were given “apple stickers” to help identify low hanging fruit or “ripe apples,” that is relatively low cost and easy to implement actions in order to keep up the momentum of the plan and to instill faith in the process. Finally participants were given 10 dots with which to identify what they would like the Town to focus on achieving with the first five years.

The following is summary of participants’ priorities. This is followed by more detailed documentation of participant responses.

HIGHLIGHTS OF FORUM DISCUSSION

Participants were asked to prioritize strategies in terms of which they would like the Town to begin implementation with the first five years.

Participants seemed especially supportive of recommendations with regard to:

- ❖ Improvements to the **Downtown**
- ❖ Protection and promotion of **open space** including parks, conservation lands and trails
- ❖ Improving and adding to the **pedestrian and bicycle infrastructure**
- ❖ Creating a **multi-generational Community Center** that will also meet the needs of the growing older adult population
- ❖ Support for **older adults** and efforts to attract **younger adults**
- ❖ Create a vision and plan to redevelop the **Exit 4A area**
- ❖ Promote activities that support **health and wellness** for all ages

IMPLEMENTATION STATIONS

Numbering does not in any way indicate priority

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

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

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

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

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

GOAL 6: Conserve **ENERGY** and Plan for **RESILIENCE**.

OTHER: Additional **COMMENTS**

Answer questions regarding the process and overall plan.

ALSO:

- ❖ Measures and incentives to support economic development
- ❖ Increase opportunities for Community gathering
- ❖ Explore alternative housing types
- ❖ Increase efforts to conserve energy

TOP PRIORITIES (What participants identified as important for the Town to begin implementing within the first five years) in terms of the objectives (The number of dots each received is presented in parentheses.):

- Improve and promote Derry's downtown (20)
- Protect and promote the Town's Natural resources (19)
- Improve transportation to make getting around town safer and more pleasant (15)
- Preserve Derry's town character (13)
- Attract and retain younger adults to live in Derry (12)
- Provide additional opportunities for community gathering for all ages (12)
- Support older adults to "age in place" (11)
- Support development/redevelopment of the Rt. 4A area (11)
- Develop a town-wide health and wellness awareness campaign (10)

Also:

- Provide a range of housing options to meet different needs and stages of the life cycle
- Market Derry as being open for business (8)
- Provide alternative modes of transportation (8)
- Take measures to conserve energy and move towards renewable energy sources (7)
- Create a Vision and plan for the Exit 4A area (6)
- Support economic development along Route 28 South (5)

In terms of specific strategies, participants expressed the most support for the following:

- Improve and promote open space and trail system (11)
- Improve sidewalks, trails, paths and connections town-wide (10)
- Consider developing a Senior Center (9)
- Improve the Downtown's streetscape (8)

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partners	Priority
5.1.1. Improve existing town recreation facilities	Marion Gerrish Community Center Existing courts Existing playgrounds Recreation Feasibility Study	Improve existing facilities Add new facilities Improve safety Improve accessibility Improve lighting Improve maintenance	Local funds Grants Fundraising	LEAD: Parks and Recreation Department CONSERVATION Commission PARTNERS: Derry Boys & Girls Club	High
5.1.2. Create new recreation amenities	Open space Parks Recreation areas	Create new amenities Improve existing amenities Improve safety Improve accessibility Improve lighting Improve maintenance	Local funds Grants Fundraising	LEAD: Parks and Recreation Department PARTNERS: Derry Boys & Girls Club	Medium
5.1.3. Support and provide opportunities to improve residents' fitness	Existing open space and recreation sites Recreation Feasibility Study	Improve existing facilities Add new facilities Improve safety Improve accessibility Improve lighting Improve maintenance	Local funds Grants Fundraising	LEAD: DPW Parks and Recreation Department PARTNERS: Derry Boys & Girls Club	Medium
5.1.4. Expand and improve access to conservation areas	Existing conservation lands	Improve existing facilities Add new facilities Improve safety Improve accessibility Improve lighting Improve maintenance	Local funds Grants Fundraising	LEAD: Conservation Commission Conservation Stewards UNH Extension (Rackham)	Medium

- Consider complete streets and streetscape amenities in the downtown to improve walking and biking (6)

ALSO:

- Develop walking and biking facilities (7)
- Address issue of poorly maintained properties (6)
- Preserve Derry's old New England charm (6)
- Promote entrepreneurship and home-based businesses (6)
- Improve walkability and bike access (5)
- Better market the Downtown (4)
- Improve the pedestrian/bike infrastructure in the Downtown (4)
- Improve communication regarding existing opportunities for community gathering (4)

-
- Encourage desirable uses including mixed use in the Downtown (3)
 - Promote better property maintenance (3)
 - Promote open spaces in "rural" areas (3)
 - Encourage educational use of natural areas (3)
 - Create a vision and plan for the Exit 4A area (3)
 - Encourage economic development in Exit 4A area (3)
 - Continue to encourage the development of downtown activities (3)
 - Reach out to young adults and keep communication on-going (3)
 - Improve transit and carpool service (3)
 - Support existing places, organizations and institutions that provide opportunities for gathering (3)
 - Promote local and healthy food (3)
 - Increase coordination with health care providers (3)
 - Engage youth in a health and wellness campaign (3)
 - Continue to promote the use of renewable energy sources (3)
 - Continue to retrofit municipal buildings with renewable energy sources (3)

OTHER

What are your favorite aspects of the Plan?

- *Limited priorities and goals*
- *Thoughtful, involving community*
- *Intentional, inviting*

Do you have any concerns about the Plan?

- *How will 4A coming online affect this*
- *Not yet*
- *Must clearly list goals and priorities for public communication*

Participant Priorities are tallied in the pages that follow.

GOAL 1: Make Derry a destination for the enjoyment of residents and visitors alike Strategy	# of Prioritization dots ¹	# of Ripe apples ²
OBJECTIVE 1.1: IMPROVE AND PROMOTE DERRY'S DOWNTOWN	20	
1.1.1. Better market the Downtown	4	2
1.1.2. Create a Downtown Merchant's Association	1	1
1.1.3. Improve streetscape	8	4
1.1.4. Improve pedestrian/bike infrastructure in the Downtown	4	2
1.1.5. Encourage desirable uses including mixed use development	3	1
OBJECTIVE 1.2: PRESERVE DERRY'S TOWN CHARACTER	13	
1.2.1. Preserve Derry's old New England charm	6	

¹ Participants were given 10 dots with which to identify what the Town should begin to implement within the first five years.

² Participants were asked to identify low hanging fruit or "ripe apples"

Master Plan, Derry, NH

OBJECTIVE 1.3: WORK TO IMPROVE DERRY’S LINGERING NEGATIVE REPUTATION	4	
1.3.1. Promote Derry to the region and the state	2	4
1.3.2. Promote better property maintenance	3	5
1.3.3. Increase public safety	2	1
OBJECTIVE 1.4: PROMOTE DERRY’S HISTORY AND PROTECT ITS HISTORIC BUILDINGS	4	
1.4.2. Update and expand upon the inventory of historic resources	2	1
1.4.3. Commemorate Derry’s important historic figures and events	1	1
1.4.4. Promote the efforts of local historians/storytellers and historical organizations	1	1
OBJECTIVE 1.5: PROTECT AND PROMOTE THE TOWN’S NATURAL RESOURCES	19	
1.5.1. Improve and promote open space and trail system	11	5

1.5.2. Protect open spaces in “rural” areas	3	1
1.5.3. Support small farming efforts	2	1
1.5.4. Encourage educational use of natural areas	3	2
GOAL 2: Encourage ECONOMIC DEVELOPMENT in order to create more employment opportunities and to expand the tax base. Strategy	# of Prioritization dots ³	# of Ripe apples ⁴
OBJECTIVE 2.1: MARKET DERRY AS BEING OPEN FOR BUSINESS	8	
2.1.1. Organize and support a Council of Economic Advisors to work with the Town Administrator and Economic Development Director on marketing, recruitment, and business incentives		2
2.1.4. Promote entrepreneurship and home-based business	6	2
2.1.5. Strengthen use of Derry’s website as a tool for economic development information and promotions	2	7
<i>Sign on 93 saying “Downtown Derry”</i>		1

³ Participants were given 10 dots with which to identify what the Town should begin to implement within the first five years.

⁴ Participants were asked to identify low hanging fruit or “ripe apples”

OBJECTIVE 2.2: SUPPORT ECONOMIC DEVELOPMENT ALONG ROUTE 28 SOUTH	5	
2.3.1. Create a vision and plan for the area	1	
2.3.2. Support extension of water to Route 28 South	1	
2.3.3. Explore the feasibility of extending sewer to Route 28 South	1	
2.3.3. Recruit desired businesses to the area	2	
GOAL 3: Address the Opportunities and Challenges by the New Gateway: Exit 4A Strategy	# of Prioritization dots ⁵	# of Ripe apples ⁶
OBJECTIVE 3.1:CREATE A VISION AND PLAN FOR THE AREA	6	
3.1.1. Create a Vision and Plan for the Area	3	1
3.1.2. Develop a Plan with Regional Cooperation	1	

⁵ Participants were given 10 dots with which to identify what the Town should begin to implement within the first five years.

⁶ Participants were asked to identify low hanging fruit or “ripe apples”

3.1.3. Relocate Police Headquarters	2	
3.1.4. Implement measures to reduce cut-through traffic <i>Need great signage to show "where to go"</i>		1
OBJECTIVE 3.2:SUPPORT DEVELOPMENT/REDEVELOPMENT	11	
3.2.1. Rezone area for mixed uses	1	
3.2.2. Encourage Economic Development	3	2
3.2.3. Develop walking and biking facilities	7	6
GOAL 4: Promote Derry as a PLACE TO LIVE Strategy	# of Prioritization dots ⁷	# of Ripe apples ⁸
OBJECTIVE 4.1: PROVIDE A RANGE OF HOUSING OPTIONS TO MEET DIFFERENT NEEDS AND STAGES OF THE LIFECYCLE	9	
4.1.1. Promote affordable homeownership development	1	1

⁷ Participants were given 10 dots with which to identify what the Town should begin to implement within the first five years.

⁸ Participants were asked to identify low hanging fruit or "ripe apples"

Master Plan, Derry, NH

4.1.2. Address the issue of poorly maintained properties	6	1
4.1.3. Educate the community about Derry's affordable and older adult housing needs	1	
4.1.4. Review opportunities to provide alternative housing types		1
4.1.5. Encourage small-scale multi-family infill	1	
OBJECTIVE 4.2: ATTRACT AND RETAIN YOUNGER ADULTS TO LIVE IN DERRY	12	
4.2.1. Continue to encourage the development of downtown activities	3	6
4.2.2. Reach out to young adults and keep communication on-going	3	1
4.2.3. Encourage job opportunities for young adults	1	3
4.2.4. Improve walkability and bike access	5	3
OBJECTIVE 4.3: SUPPORT OLDER ADULTS TO "AGE IN PLACE" IN DERRY	11	

Master Plan, Derry, NH

4.3.2. Provide transportation options for seniors	1	3
4.3.3. Consider establishing a Council on Aging		1
4.3.4. Support the Phase III Age-Friendly Program	1	1
4.3.5. Consider developing a Senior Center	9	5
OBJECTIVE 4.4: IMPROVE TRANSPORTATION TO MAKE GETTING AROUND TOWN SAFER AND MORE PLEASANT	15	
4.4.1. Improve Downtown parking	2	2
4.4.2. Improve Sidewalk, Trails, Paths, and connections town-wide	10	6
4.4.3. Improve Safety for all users on roadways and intersections		1
4.4.4. Improve Transit and Carpool service	3	1
4.4.5. Consider Complete Streets and Streetscape Amenities in downtown to improve walking and biking		2

GOAL 5: Promote Health and Wellness for individuals living and/or working in Derry as well as for the community as a whole Strategy	# of Prioritization dots ⁹	# of Ripe apples ¹⁰
OBJECTIVE 5.1: EXPAND OPPORTUNITIES FOR RECREATION FOR ALL AGES AND PROMOTE WALKING AND BIKING	1	
5.1.1. Improve existing town recreation facilities		4
5.1.2. Create new recreational amenities		1
5.1.4. Expand and improve access to conservation areas	1	2
OBJECTIVE 5.2: PROVIDE ADDITIONAL OPPORTUNITIES FOR COMMUNITY GATHERING FOR ALL AGES	12	
5.2.1. Support existing places, organizations and institutions that provide opportunities for gathering	3	4
5.2.2. Organize more community-oriented events and activities	2	
5.2.3. Improve open spaces and trails and encourage their function as opportunities for community gathering	1	1

⁹ Participants were given 10 dots with which to identify what the Town should begin to implement within the first five years.

¹⁰ Participants were asked to identify low hanging fruit or “ripe apples”

5.2.4. Create a multi-generational Community Center	2	4
5.2.5. Improve communication regarding existing opportunities	4	5
OBJECTIVE 5.3: DEVELOP A TOWN-WIDE HEALTH AND WELLNESS AWARENESS CAMPAIGN	10	
5.3.1. Develop a “Healthy Derry” Initiative	1	1
5.3.2. Promote local and healthy food	3	1
5.3.3. Increase coordination with health care providers	3	
5.3.5. Engage youth in a health and wellness campaign	3	2
GOAL 6: Conserve energy and plan for resilience Strategy	# of Prioritization dots ¹¹	# of Ripe apples ¹²
OBJECTIVE 6.1: TAKE MEASURES TO CONSERVE ENERGY AND MOVE TOWARDS RENEWABLE SOURCES	7	

¹¹ Participants were given 10 dots with which to identify what the Town should begin to implement within the first five years.

¹² Participants were asked to identify low hanging fruit or “ripe apples”

Master Plan, Derry, NH

6.1.1. Continue to promote the use of renewable energy sources	3	1
6.1.2. Continue to retrofit municipal buildings with renewable energy sources	3	
6.1.3. Continue to incorporate energy efficiency strategies into municipal policies	1	
OBJECTIVE 6.2: PROVIDE ALTERNATIVE MODES OF TRANSPORTATION	8	
6.2.2. Improve Sidewalk, trails, paths and connections town-wide	1	6
6.2.3. Improve transit and carpool service	1	
6.2.4. Consider complete streets and streetscape amenities in downtown to improve walking and biking	6	2
OBJECTIVE 6.3: IMPLEMENT LAND USE STRATEGIES THAT WILL PROMOTE SUSTAINABLE DEVELOPMENT	1	
6.3.2. Evaluate regulations and consider ways of incorporate standards that result in reduction of greenhouse gas emissions		1
6.3.5. Continue to reduce trash quantities and increase the recycling rate	1	1

OBJECTIVE 6.4: MITIGATE THE NEGATIVE IMPACT OF CLIMATE CHANGE		
6.4.2. Educate residents on the potential impacts of climate change		1

DETAILED DOCUMENTATION

Detailed documentation (including comments) of participant responses presented in the pages that follow.



IMPLEMENTATION PLAN

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

What would you consider a sign of success in terms of meeting this goal in the future?

- Steady [flow of] traffic
- Increase in business

What might get in our way in trying to meet this goal?

- Cooperative efforts
- Buy-in to the idea
- Absentee landlords

ADDITIONAL COMMENTS/QUESTIONS



IMPLEMENTATION 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. Better market the Downtown	Breweries Trails Coffee shops	<ul style="list-style-type: none"> Install signs with directions Install signs that promote Derry's historic downtown Install clearer signage for businesses and parking Use Chamber [of Commerce] to assist with business visibility through visits from Chamber members/ promotional opportunities, etc. 	Employ the recent Cultural District designation	LEAD: Economic Development Director PARTNERS:	4 Dots 2 Apples
1.1.2. Create a Downtown Merchant's Assoc.	Existing businesses	<ul style="list-style-type: none"> Host a business-owners' gathering meeting to unify owners 	Consider establishing a Business Improvement District (BID)	LEAD: Economic Development Director PARTNERS:	1 Dot 1 Apple
1.1.3. Improve streetscape	Existing façade improvement program Town Pavement Management Program	<ul style="list-style-type: none"> Fix sidewalks Install wall planters Place artwork of local citizens throughout 	NHDOT Transportation Alternatives Program (TAP) Fund Commerce Corridor TIF district funds	LEAD: DPW PARTNERS:	8 Dots 4 Apples
1.1.4. Improve pedestrian/bike infrastructure in the Downtown	Sidewalks on main streets Crosswalks at main intersections Bike racks	<ul style="list-style-type: none"> Install temporary speed humps to calm traffic and prevent injuries Make east-west trail connections 	NHDOT Transportation Alternatives Program (TAP) Fund Commerce Corridor TIF district funds	LEAD: Planning Department PARTNERS:	4 Dots 2 Apples
1.1.5. Encourage desirable uses including mixed use development	Zoning recently changed to support mixed use	<ul style="list-style-type: none"> Use GIS to map future buildout Market the town to developers to encourage mixed uses Add a bowling alley 		LEAD: Planning Dept. PARTNERS:	3 Dots 1 Apple
Additional Strategies/Actions to Consider					



IMPLEMENTATION 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	<ul style="list-style-type: none"> Create an application for Derry's existing resources that is easy to access when walking along Create cultural signs along roadways Tell the stories [of Derry] through websites, pamphlets, and social media Examine building codes to align across all districts in town Create visitor opportunities to seek out each space – theme-based scavenger hunts for young children/teens/families/older adults Contribute to the restoration of the meeting house at the First Parish Church (contribution made by the town) 		LEAD: Heritage Commission PARTNERS:	6 Dots
1.2.2 Respect the diversity of land uses in the town center, suburbs and rural areas, as well as the connections between them	Districts: -East Derry -Derry Village -Downtown -West Derry			LEAD: Town Administrator Planning Department PARTNERS:	
1.2.3. Promote good community design		<ul style="list-style-type: none"> Find money and resources for compatible signage 		LEAD: Planning Department PARTNERS:	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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	<ul style="list-style-type: none"> Produce a digital interactive map Launch a media campaign on TV, social media, YouTube Put together a brochure for Derry 		LEAD: Town Council Economic Development Director PARTNERS:	2 Dots 4 Apples
1.3.2. Promote better property maintenance	-Existing blight ordinance -Existing littering laws -Existing facade improvements program -Existing revitalization and preservation tax credits	<ul style="list-style-type: none"> Continue uptick of downtown street activity/presentation Enforce existing codes Enforce blight ordinance Fine landlords who don't keep up with 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:	3 Dots 5 Apples
1.3.3. Increase public safety (SEE ALSO Objective 1.1)		<ul style="list-style-type: none"> Slow down traffic on Broadway 		LEAD: DPW PARTNERS:	2 Dots 1 Apple
1.3.4. Improve transparency of town government (SEE ALSO Objective 4.6)	-Town website and Facebook page -DerryCAM	<ul style="list-style-type: none"> Create an application specific to Derry Consolidate and integrate websites and social media sites 		LEAD: Town Council PARTNERS:	0 Dots 0 Apples
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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)		Certified Local Government grants Federal Historic Preservation Tax Credits New Hampshire Barn Assessment Grants	LEAD: Heritage Commission PARTNERS:	0 Dots 0 Apples
1.4.2. Update and expand upon inventory of historic resources	-Existing inventory completed in 1986 -Historic buildings and landscapes -Derry Public Library website	<ul style="list-style-type: none"> Lots of opportunity; research, review and prioritize areas prized by current and future residents Conduct walking tours of significant buildings (e.g. Marysville, OH) Offer a standardized sign of year built for historic homes to display 	Certified Local Government grants	LEAD: Heritage Commission PARTNERS:	2 Dots 1 Apple
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	<ul style="list-style-type: none"> Use schools, seniors, preschoolers to engage in events and perhaps volunteer Provide seniors with discounts to give tours and answer history questions 	NH Poet Laureate program (NH State Council on the Arts) NH Humanities Council grants	LEAD: Heritage Commission PARTNERS:	1 Dots 1 Apple
1.4.4. Promote the efforts of local historians/storytellers and historical organizations	- Richard Holmes - Mark Mastromarino -Derry Public Library - Taylor Library - Friends of-Forest Hills Cemetery - East Derry Village Improvement Society/Upper Village Hall - First Parish Church	<ul style="list-style-type: none"> Organize history walking tours Distribute materials in written and digital forms, including maps with guides and digital social media 	NHDHR grant programs (LCHIP, Moose Plate)	LEAD: Derry Heritage Commission PARTNERS:	1 Dots 1 Apple
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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 -Derry Open Space Plan -Southeast Land Trust of NH	<ul style="list-style-type: none"> Complete Rail Trail connection to Londonderry Promote and make more visible Derry's hiking trails Recruit volunteers and establish cooperative ventures with local businesses Name the trail circuits for easy reference 		LEADS: Town Manager DPW PARTNERS:	11 Dots 5 Apples
1.5.2. Protect open spaces in "rural" areas	-Existing conservation areas/easements -Existing protected farms -Unprotected open space and farmland	<ul style="list-style-type: none"> Buy Land! 	LCHIP Government's Check(?)	LEAD: Conservation Commission PARTNERS:	3 Dots 1 Apple
1.5.3. Support small farming efforts	-Existing protected farms -CSA -Derry Farmer's Market -NH Department of Agriculture	<ul style="list-style-type: none"> Partner with schools to provide agricultural programs for students Continue to promote local farms for events (like J & F) during farmers' market season; provide indoor options for later in the fall 		LEAD: Economic Development Director PARTNERS:	2 Dots 1 Apple
1.5.4. Encourage educational use of natural areas	Existing lakes, ponds, streams, and trail systems	<ul style="list-style-type: none"> [Encourage] schools/pre-schools, clubs and organizations to visit these areas 		LEAD: Derry Public Schools Homeschooling Network(s) PARTNERS:	3 Dots 2 Apples
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION PLAN

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

What would you consider a sign of success in terms of meeting this goal in the future?

Tax changes lessens inflation

Sustained business growth

of smaller strategies

volunteerism

What might get in our way in trying to meet this goal?

Recession

Lack of employees

Money

ADDITIONAL COMMENTS/QUESTIONS



IMPLEMENTATION PLAN

GOAL 2.0: Encourage ECONOMIC DEVELOPMENT in order to create more employment

opportunities and to expand the tax base. " Signs on 93 saying "downtown Derry" 🍏

OBJECTIVE 2.1. Market Derry as being "open for business

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
2.1.1. 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	<ul style="list-style-type: none"> Recruit Actively Involve Youth 		LEAD: Town Administrator PARTNERS:	2 apples
2.1.2. Market the Commerce Corridor Façade Improvement Program		<ul style="list-style-type: none"> Door to door meetings with business and building owner 		LEAD: Economic Development Director PARTNERS:	
2.1.3. Explore options for organizing an inter-local or regional economic development entity for southern NH/93 towns, i.e., Build93	Chamber of Commerce	<ul style="list-style-type: none"> 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.) Entrepreneurship is the lifeblood of NH economy. Info to support this. Phase regs that can be used to promote this 		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
2.1.4. Promote entrepreneurship and home-based businesses	Existing home-based businesses	<ul style="list-style-type: none">I disagree with this goal. Home based businesses don't belong		LEAD: Economic Development Director PARTNERS:	2 apples 6 dots
2.1.5. Strengthen use of Derry's website as a tool for economic development information and promotions		<ul style="list-style-type: none">App for DerryKeep website updatedEngage volunteers and include or showcase their business, their cause, etc., as a thank youExpand appeal for info, resources, how to contact		LEAD: Economic Development Director PARTNERS:	7 apples 2 dots
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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. Connect existing cultural and historic assets	-Frost Farm -Marion Gerrish Center -Upper Village Hall -Derry Libraries -Derry Opera House -Stockbridge Theater -Tupelo Music Hall -Public Arts Committee	<ul style="list-style-type: none"> • "Trail of Arts & Entertainment" website events • Digital/interactive map • Downtown kiosk • Freedom Trail model • Boards and owners are the most passionate – survey and incorporate their help • App for Derry 	NH State Council on the Arts Grants	LEAD: Greater Derry Arts Council/ Public Arts Committee PARTNERS:	2 apples 4 dots
2.2.2. Encourage visual and performing art on Broadway	-Derry Opera House	<ul style="list-style-type: none"> • 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:	1 apple 1 dot
2.2.3. Provide spaces to host new arts and cultural activities	-Local Artists -Vacant storefronts	<ul style="list-style-type: none"> • Good idea to use vacant spaces for arts • Consider converting school to community center and arts program • Promote awareness of local arts on local economy (good duty) 		LEAD: Greater Derry Arts Council/ Public Arts Committee PARTNERS:	1 apple 5 dots
2.2.4. Create an Entertainment District	-Tupelo Music Hall -Sports Zone -Stockbridge Theater -Studio Lab, Inc.	<ul style="list-style-type: none"> • Black box theatre • Escape rooms • Food and beer • Top golf • L VR Lazer tag. Casino (oh wait...) • Signage – welcome to Derry signs, Manchester Road • Website events listings • Include youth in this 		LEAD: Economic Development Director PARTNERS:	3 apples 5 dots
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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. Create a vision and plan for the area	West Running Brook District	<ul style="list-style-type: none"> Outreach to developers Market mixed use areas 		LEAD: Planning Department PARTNERS:	1 dot
2.3.2. Support extension of water to Route 28 South		<ul style="list-style-type: none"> Do sewer at the same time Items 2.3.2 and 2.3.3 are already in the works, right? 	NHDES	LEAD: Town Council PARTNERS:	1 dot
2.3.3. Explore the feasibility of extending sewer to Route 28 South	Capital Improvements Plan	<ul style="list-style-type: none"> Sewer to Sunset Acres Continue water and sewer south on 28 Public water and sewer extended to private homes in East Derry 	Town Private developers	LEAD: Economic Development Director PARTNERS:	1 dot
2.3.3. Recruit desired businesses to the area	Economic Development Small Business Program	<ul style="list-style-type: none"> Constant review of zoning regs. Make this a living document Need some big "boys" as well, not just small businesses. Target and Outback Identify and define what is desired and why Hotel Recruit more restaurants 		LEAD: Economic Development Director PARTNERS:	3 dots
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION PLAN

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

What would you consider a sign of success in terms of meeting this goal in the future?

- Less traffic thru town not stopping
- Business development downtown
- Volunteerism
- Common shared transportation to promote crosstown work/shopping/services
- Seeing business development along the gateway



What might get in our way in trying to meet this goal?

- Exit 4A will essentially bypass downtown Derry. Focus on increasing Broadway streetscape
- Ignore pedestrian safety in favor of vehicle traffic

ADDITIONAL COMMENTS/QUESTIONS



IMPLEMENTATION 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	<ul style="list-style-type: none"> Long term results. Focus on shorter completion of these results Challenge State on plans that take our development properties for drainage \$ cut back on tax potential 	NHDOT	LEAD: Economic Development Director PARTNERS:	1 apple 3 dots
3.1.2. Develop a Plan with Regional Cooperation	Londonderry existing and future development SNHPC regional plans	<ul style="list-style-type: none"> Involve Londonderry in Woodmont Commons Use Chamber of Commerce to assist this – they have capacity to bring groups together 		LEAD: Planning Department PARTNERS:	1 dot
3.1.3. Relocate Police Headquarters (see Section 4.6)	Traffic counts by Police Department NHDOT Environmental Impact Statement documents Town assessor's maps	<ul style="list-style-type: none"> Make public safety complex Put police station in area where they are called the most Police operate from their cars – location is not key, move where affordable & can build best facility 	Town Homeland Security <ul style="list-style-type: none"> If you have to relocate Police Station, put it in Abbott Court 	LEAD: Police Department PARTNERS:	2 dots
3.1.4 Implement measures to reduce cut-through traffic	Traffic counts by Police Department SNHPC	<ul style="list-style-type: none"> Utilize temporary speed humps to slow traffic, reduce accidents and pedestrian injuries One-way streets Need great signage to show "where to go" 	NHDOT NHDOT Highway Block Grant Aid DPW	LEAD: DPW/SNHPC PARTNERS:	1 apple
ADDITIONAL STRATEGIES TO CONSIDER					



IMPLEMENTATION 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	Be cautious with residential. Will be very different when done Rezone residential areas a few streets back for attractive development. Rezone/remove apartments on Franklin Street & others in our industrial zone	Town	LEAD: Planning Board PARTNERS:	1 dot 1 apple
3.2.2. Encourage Economic Development	-Existing Businesses	Encourage face-to-face engagement. Encourage inclusion & decision-making process Assist businesses impeded by 4A – keep them in Derry Assisting businesses affected by 4A to stay in Derry	Town NHDOT	LEAD: Economic PARTNERS:	3 dots 2 apples
3.2.3. Develop Walking and Biking facilities • Connect Derry Rail Trail to Londonderry Trailways	- Existing sidewalks and trails	GIS system plan for buildout Electronic lighted crosswalks, reposition for safer crossings Utilizing land that is not being used if feasible to build on Engage like businesses to become involved Push State & Woodmont to finish rail trail as they own the trail bed for Exit 4A	NHDOT Transportation Alternatives Program (TAP) funding DPW • Impact Fees for new development in area	LEAD: DPW PARTNERS:	7 dots 6 apples
ADDITIONAL STRATEGIES TO CONSIDER					



IMPLEMENTATION PLAN

GOAL 4.0: Promote Derry as a PLACE TO LIVE

What would you consider a sign of success in terms of meeting this goal in the future?

Volunteerism

What might get in our way in trying to meet this goal?

ADDITIONAL COMMENTS/QUESTIONS



IMPLEMENTATION 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	<ul style="list-style-type: none"> I disagree with this goal. Derry already has plenty of this Housing that is adaptable with trends. Not all 55+. Combine so when age demographic changes the housing can change 		LEAD: Derry Housing & Redevelopment Comm. PARTNERS:	1 apple 1 dot
4.1.2. Address the issue of poorly maintained properties	Blight Ordinance	<ul style="list-style-type: none"> Strict but reasonable code enforcement Ordinance has worked well for removal. Now need to push for redevelopment Property maintenance ordinance has worked very well. Let community know what they do. 		LEAD: Town Administrator PARTNERS:	1 apple 6 dots
4.1.3. Educate the community about Derry's affordable and older-adult housing needs	SNHPC Elder Programs & Services			LEAD: Derry Housing Authority PARTNERS:	1 dot
4.1.4. Review opportunities to provide for alternative housing types	Zoning Planning Department	<ul style="list-style-type: none"> One and two bedroom homes on small lots Determine if current housing is being used as expected. 		LEAD: Planning Dept. PARTNERS:	1 apple
4.1.5. Encourage small-scale multifamily infill in downtown neighborhoods, village centers, and in business transitional areas	Zoning Planning Department Housing Authority			LEAD: Planning Board Planning Department PARTNERS:	1 dot
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION PLAN

GOAL 4.0: Promote Derry as a PLACE TO LIVE Improve quality of life for all

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	Breweries Trails Coffee shops Hood Park Opera House Tupelo Library Community Arts Center Local eateries	<ul style="list-style-type: none"> Link cultural resources with visible trail signage Promotion/inclusion of businesses that are not normally involved Promote more restaurants for downtown Incentives Incentivize activities capitalize on existing events like Holiday Parade – Frost Fest (like Derry after Dark did) 		LEAD: Economic Development Director PARTNERS:	6 apples 3 dots
4.2.2. Reach out to young adults and keep communication on-going	Use existing social media channels	<ul style="list-style-type: none"> Provide information areas at/around breweries and café <ul style="list-style-type: none"> Nearby housing Other activities Nearby employment Consider converting the school to a community center Close school and turn it into a community center Breweries and café 		LEAD: Pinkerton Academy PARTNERS:	1 apple 3 dots
4.2.3. Encourage job opportunities for young adults	Library offers quiet rooms and café	<ul style="list-style-type: none"> Expand library resources to include young and senior activities Partner with agencies that will work with youth to train and prepare 		LEAD: Economic Development Director PARTNERS:	3 apples 1 dot
4.2.4. Improve walkability and bike access	Some sidewalks on main streets Crosswalks in main intersections	<ul style="list-style-type: none"> Connect/pave Hood to Folsom to Londonderry town line (rail trail connect) Use temporary speed bumps to calm traffic, save injuries and accidents Bike share Pave bike path from Hood Park to Folsom/High St Complete rail trail connection to Londonderry ASAP Adopt Impact Fees to fund improvement Map out with GIS existing system – overlay future sidewalks 		LEAD: DPW PARTNERS: Planning Dept.	3 apples 5 dots



IMPLEMENTATION PLAN

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

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
4.2.5. Promote “green” measures to protect the environment (in keeping with young adult trends in lifestyle and attitudes)	Electric vehicle charging stations	<ul style="list-style-type: none">• Convenient parking options, please• EV charging• Electric bike rentals		LEAD: DPW PARTNERS:	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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	Derry Housing Authority State Committee on Aging Rockingham Meals on Wheels (MGCC)	Use services available Partner with senior services Coordinate with Londonderry for apartments, senior living options (i.e., Woodmont Commons)		LEAD: Planning Dept. PARTNERS:	
4.3.2. Provide more transportation options for seniors	MTA CART	Add local transportation only serves Derry – weekends too	Explore funding opportunities within BEAS*, DHHS, NH DOT and other regional and state agencies	LEAD: Planning Department PARTNERS:	3 apples 1 dot
4.3.3. Consider establishing a Council on Aging	Veteran’s Hall Upper Village Hall MGCC	Utilize Upper Village Hall in East Derry	Alexander Eastman Foundation	LEAD: Parks and Recreation Dept. PARTNERS:	1 apple
4.3.4. Support the Phase III Age-Friendly Program	<i>NH State Plan on Aging 2020-2023</i> <i>NH Alliance for Healthy Aging</i>	Separate Senior Center Pair with Marion Gerrish		LEAD: Planning Dept. Parks and Recreation PARTNERS:	1 apple
4.3.5. Consider developing a Senior Center	Derry Parks and Recreation Department NH Association of Senior Center	Marion Gerrish has a lot of senior activities, great place for seniors Work cooperatively with Marion Gerrish who already has many senior programs Marion Gerrish as a partner Consider converting school to senior center Utilize existing resources		LEAD: Parks and Recreation Dept. PARTNERS:	5 apples 10 dots
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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	<ul style="list-style-type: none"> Handicap parking needed. None exists in the downtown Parking garage Encourage walking through improvements and expansion of the downtown Parking garage Acquire land next to the Opera House Revamp present parking. Don't build a garage 		LEAD: DPW/Chamber of Commerce PARTNERS:	2 apples 2 dots
4.4.2. Improve Sidewalk, Trails, Paths, and Connections Town wide	Derry Rail Trail Rockingham Recreational Trail	<ul style="list-style-type: none"> Complete Derry to Londonderry rail trail Complete rail trail to Londonderry Temporary traffic humps to calm traffic 	NHDOT Project 16031(Manchester & Lawrence multi-use trail improvements design) NHDOT Project 13065 (I-93 Exit 4A Interchange) CMAQ funds	LEAD: DPW PARTNERS:	6 apples 10 dots
4.4.3. Improve Safety for all users on roadways and intersections	Roadways and intersections Crash data	<ul style="list-style-type: none"> Making the area near Walmart safer Pedestrian signal timing Overhead walking 	NHDOT	LEAD: DPW PARTNERS:	1 apple
4.4.4. Improve Transit and Carpool Service	CART Greater Derry/Greater Salem Regional Transportation Council	<ul style="list-style-type: none"> Need services for more than medical to include school Maybe work til 6 or pm? 	CART MTA SNHPC Greater Derry/Salem RTC	LEAD: CART PARTNERS:	1 apple 2 dots



IMPLEMENTATION PLAN

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

Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner	Priority
4.4.5. Consider Complete Streets and Streetscape Amenities in Downtown to Improve Walking and Biking	Sidewalks and crosswalks Derry Rail Trail Pavement Management Program	<ul style="list-style-type: none">Connect bike path/rail trail to Londonderry	DPW NHDOT Transportation Alternatives Program (TAP) funding	LEAD: DPW PARTNERS:	2 apples
ADDITIONAL STRATEGIES TO CONSIDER					



IMPLEMENTATION 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	<ul style="list-style-type: none"> Youth/leadership opportunities Engage renters, help them feel like it is their community 		LEAD: Police PARTNERS:	
4.5.2. Actively recruit and train volunteers for town committees and town-sponsored special projects from neighborhoods underserved in town government.		<ul style="list-style-type: none"> Social media platform for recruits 		LEAD: Town Administration PARTNERS:	
4.5.3. Continue to focus resources on inspections and code enforcement in areas predominantly occupied by renters; increase funding as needed.	CDBG Code Enforcement Blight ordinance	<ul style="list-style-type: none"> Security cameras to help prevent crime! Even on rural roads and intersections need cameras 		LEAD: Town Administrator Building Inspector PARTNERS:	
4.5.4. Focus improvements on the specific needs of each neighborhood area	CDBG Town Capital Improvements Plan			LEAD: Public Works PARTNERS:	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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	<ul style="list-style-type: none"> Have a “move” day where people can come and help carry items between locations. Make it an event like moving a friend 		LEAD: Police Dept. PARTNERS:	1 apple 1 dot
4.6.2. Support the Fire Department in their efforts to modernize and upgrade facilities, including the construction of new facilities	Fire Department			LEAD: Fire Dept. PARTNERS:	2 dots
4.6.3. Implement regional water delivery expansion	Water Department adjacent towns		State funding	LEAD: Town Administrator PARTNERS:	
4.6.4. Increase opportunities for community gathering and improve communication between the Town and residents	Libraries Alexander Carr Lodge Adams Memorial/ Opera House Existing social media DerryCAM Nutfield News Derry News	<ul style="list-style-type: none"> Expand Farmer’s Market Face to Face Use existing spaces/centers services to tap into demographic ages/needs so as not to duplicate Pair with Marion Gerrish – they already have multiple senior programs 		LEAD: Town Administrator PARTNERS:	1 dot
4.6.5. Support improvements to the school system	School Department Pinkerton Academy	<ul style="list-style-type: none"> School to service links. Schools can access resources within community – perhaps have resources come to them 		LEAD: Derry Cooperative School District PARTNERS:	1 dot
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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.

What would you consider a sign of success in terms of meeting this goal in the future?

Reduction of population obesity rate
Engagement of community through participation
Reduction of obesity
Increase of inclusion of public health network at the table
Increase in visible activity
volunteerism

What might get in our way in trying to meet this goal?

Money (2)
Negativity from lack of understanding due to inability to reach all residents/businesses
Capacity
Lack of adults modeling health

ADDITIONAL COMMENTS/QUESTIONS



IMPLEMENTATION 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	-Marion Gerrish Community Center -Existing courts -Existing playgrounds -Recreation Feasibility Study	<i>Partner with existing providers</i> <i>Large scale indoor recreation facility</i> <i>Renovate Marion Garrish</i> <i>Think about possible multi-use center with social service, /education, welfare, recreation, senior, etc.</i> <i>Promote existing recreation facilities</i>	<i>Robert Wood Foundation</i>	LEAD: Parks and Recreation Department Conservation Commission PARTNERS:	4 apples
5.1.2. Create new recreation amenities	-Recreation Feasibility Study	<i>More open space and recreation</i> <i>Encourage new active and passive recreation</i> <i>What about Veteran's Hall?</i>		LEAD: Parks and Recreation Department Derry Boys & Girls Club PARTNERS:	1 apple
5.1.3. Support and provide opportunities to improve residents' fitness	-Existing open space and recreation sites -Recreation Feasibility Study	<i>Volunteers to communicate and display opportunities</i> <i>Renovate Hood Park and make it user friendly</i>		LEADS: DPW Parks and Recreation Department PARTNERS:	
5.1.4. Expand and improve access to conservation areas	-Existing conservation lands	<i>Promote the properties and network where possible</i> <i>Signs and parking</i> <i>Themed nature walks</i>		LEAD: Conservation Commission/ Conservation Stewards UNH Extension (Rockingham) PARTNERS:	2 apples 1 dot
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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	Libraries MGCC Upper Village Hall Boys and Girls Club Opera House Tupelo Music Hall Community gardens Conservation lands	<i>The Upper Room space</i> <i>Rider Field</i> <i>Combined efforts and places</i> <i>What about transportation?</i> <i>Promote a community calendar</i> <i>Promote existing events and activities</i> <i>App for Derry</i>		LEAD: Town Administrator PARTNERS:	4 apples 3 dots
5.2.2. Organize more community-oriented events and activities	Derryfest Derry After Dark Farmer's Market MGCC	<i>Volunteers</i> <i>Frostfest</i> <i>Local races</i> <i>School plays</i> <i>Chamber events</i>		LEAD: Greater Derry Arts Council PARTNERS:	2 dots
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	<i>Buy more open spaces</i> <i>Make conservation lands and trails much more visible</i> <i>Connect to Londonderry and then develop trails in spoke fashion out on compass points</i>		LEAD: Parks and Recreation Dept. PARTNERS:	1 dot 1 apple
5.2.4. Create a multi-generational Community Center		<i>Early evening venues for kids, especially in fall and winter</i> <i>Marion Gerrish provides many opportunities</i>		LEAD: Town Administrator PARTNERS:	4 apples 2 dots
5.2.5. Improve communication regarding existing opportunities	Existing social media	<i>Integrate social media networks to consolidate resources</i> <i>Face to face – incorporate volunteers; engages and creates additional opportunities</i> <i>Central social calendar for townwide activities</i>		LEAD: Derry CAM PARTNERS:	5 apples 4 dots



IMPLEMENTATION PLAN

OBJECTIVE 5.2. Provide additional opportunities for COMMUNITY GATHERING for all ages.					
Strategies	Existing Resources	Potential Actions	Funding	Lead & Partner(s)	Priority
		<i>Be inclusive and accessible and encourage all to use and support</i> <i>Community health education and internet resources</i>			
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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	Schools Parks & Rec Fire & Police. Parkland Medical Center Friendship Center	<i>Highlight Rail Trail</i> <i>Utilize or partner with existing providers (i.e. Boys and Girls Club, YMCA, etc.)</i> <i>Walking clubs, downtown and suburban East Derry</i> <i>Where is the Public Health network? They are a big part of Healthy Londonderry</i>	Center for Disease Control and Prevention NH Division of Public Health Services Alexander Eastman Foundation	LEAD: Health Officer PARTNERS:	1 apple 1 dot
5.3.2. Promote local and healthy food	Farmer's Market Community gardens restaurants Derry Cooperative School District Soup Kitchen	<i>Find new location for Farmer's Market once developed</i> <i>Increase awareness of benefits of local grown/locally sourced</i>	Alexander Eastman Foundation	LEAD: Economic Development Director PARTNERS:	1 apple 3 dots
5.3.3. Increase coordination with health care providers	Parkland Medical Center Police and Fire Dept. Health Officer Schools Granite House Recovery Centers	Family resource center coordinates thousands of referrals, services; aware of services and agencies		LEAD: Health Officer PARTNERS:	3 dots
5.3.4. Encourage active lifestyles	Recreation Feasibility Study	<i>Use Freedom Trail as an example to get to see Derry and all it has to offer</i> <i>Offer bike rental at Rail Trail Heads; townwide</i>	Alexander Eastman Foundation	LEAD: Planning Dept. PARTNERS	
5.3.5. Engage youth in a health and wellness campaign	Schools Pinkerton Academy Library	<i>Adopt a national healthy initiative, i.e. NFL PLAY 60</i>		LEAD: Health Officer School Department PARTNERS:	2 apples 3 dots
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION PLAN

GOAL 6.0: Conserve ENERGY and PLAN FOR RESILIENCE

What would you consider a sign of success in terms of meeting this goal in the future?

Involvement in initiatives – pot?

Lower energy costs and reduced taxes

Solar projects

Volunteerism

Set goals and publicize on % use of renewables by town

What might get in our way in trying to meet this goal?

Politics and no incentives

\$ and priority shift

Money

ADDITIONAL COMMENTS/QUESTIONS



IMPLEMENTATION 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 & Wind Exemption Electrical car charging Stations <i>SNHPC Regional Energy Plan</i>	Promote in educational settings Would love solar on our building Continue with solar projects		LEAD: Derry Net Zero Task Force PARTNERS:	1 apple 3 dots
6.1.2. Continue to retrofit municipal buildings with renewable energy sources	Green Building and Vehicular Ordinance <i>SNHPC Regional Energy Plan</i> Eversource	Yes Municipal buildings – schools, etc. occupancy sensors		LEAD: Derry Net Zero Task Force PARTNERS:	3 dots
6.1.3. Continue to incorporate energy efficiency strategies into municipal policies	Green Building and Vehicle Ordinance <i>Stormwater Management Program</i>	Revamp green initiative. It's out of date and not practical		LEAD: Derry Net Zero Task Force PARTNERS:	1 dot
6.1.4. Conduct a feasibility study for creating a cost sharing mechanism	Derry Net Zero Task Force			LEAD: Derry Net Zero Task Force PARTNERS:	
6.1.5. Explore additional alternative renewable energy sources	Derry Net Zero Task Force NH Office of Energy and Planning SNHPC	Increase solar use by towns and/or local districts Solar at old dump Continuing wind farm at dump and other		LEAD: Derry Net Zero Task Force PARTNERS:	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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	Try to build sidewalks in all school zones	School Department NHDOT	LEAD: School Department PARTNERS:	
6.2.2. Improve Sidewalk, Trails, Paths, and Connections Town wide	Derry Rail Trail Rockingham Recreational Trail	Complete Rail Trail ASAP	NHDOT Project 16031 (Manchester & Lawrence multi-use trail improvements design) NHDOT Project 13065 (I-93 Exit 4A Interchange)	LEAD: NHDOT PARTNERS:	6 apples 1 dot
6.2.3. Improve Transit and Carpool Service	CART SNHPC Human Service Providers Greater Derry/Greater Salem Regional Transportation Council	Bike lanes, alternative means of transportation, encourage business investment in person-driven transportation Need more ride/transfer services not just for medical but for work/school – after 5pm	CART MTA SNHPC Greater Derry/Salem RTC	LEAD: CART PARTNERS:	1 dot
6.2.4. Consider Complete Streets and Streetscape Amenities in Downtown to Improve Walking and Biking	Sidewalks and crosswalks Derry Rail Trail Pavement Management Program Traffic volume expected to decrease with Exit 4A Interchange	Implement bike lane	DPW NHDOT Transportation Alternatives Program (TAP) funding	LEAD: DPW PARTNERS:	2 apples 6 dots
ADDITIONAL STRATEGIES TO CONSIDER					

Support state efforts to rebuild the electrical grid in NH



IMPLEMENTATION 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	TIF District Expanded		LEAD: Planning Department PARTNERS:	
6.3.2. Evaluate regulations and consider ways to incorporate standards that result in reduction of greenhouse gas emissions	Green Building & Vehicle Ordinance <i>NH Office of Energy and Planning Handbook</i>		Explore federal, state, and non-profit programs to fund energy retrofits and installations for buildings and infrastructure	LEAD: Planning Dept. PARTNERS:	1 apple
6.3.3. Provide incentives to residents, businesses, and developers to built energy conserving development		Business consultation with Derry Net Zero Task Force		LEAD: Town Administrator. PARTNERS:	
6.3.4. Adopt zoning and land use regulations requiring site design and construction methods that maximize energy efficiency	<i>NH Dept. of Environmental Services, Innovative Land Use Techniques</i>	Revisit and review "cluster zoning" regulations		LEAD: Planning Board PARTNERS:	
6.3.5. Continue to reduce trash quantities and increase the recycling rate	Existing recycling program	Provide incentives for plan/execution Weight <ul style="list-style-type: none"> Incentives to consider alternatives Pay per lb. Compost Public trash and recycle vendor Distribute recycling containers at net cost	Transfer station is great but more public education would be very helpful	LEAD: DPW PARTNERS:	1 apple 1 dot
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



IMPLEMENTATION 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 <i>NH Climate Action Plan</i>	Education and examples	Work with regional stakeholders and municipalities to align existing and future funding sources	LEAD: Town Administrator PARTNERS:	
6.4.2. Educate residents on the potential impacts of climate change		Use website, social media, and Derry TV to educate and inform Schools - education	Start with educational grant?	LEAD: Derry Net Zero Task Force PARTNERS	1 apple
6.4.3. Consider adopting the New Hampshire Climate Change Resolution		Involve knowledgeable professionals and retired people in Town		LEAD: Town Administrator PARTNERS:	
6.4.4. Increase resilience to extreme weather events	<i>Hazard Mitigation Plan Update 2015</i>	Encourage town officials to promote resilient structures. – wind/hail-resistant roofing. Safe generator hook-ups Coordinate with town public works Derry should have its own shelter during emergencies	FEMA Fire Department	LEAD: Fire Dept. PARTNERS:	
6.4.5. Design infrastructure (roads, etc.) to higher standards	Stormwater Management Program <i>Stormwater Pollution Prevention Plan</i> (2015)	Pre-evaluate 100-500-year flood zones (happening every 5-10 years) Increase storm drain/culvert sizes when replaced		LEAD: DPW PARTNERS:	
ADDITIONAL STRATEGIES/ACTIONS TO CONSIDER					



OTHER

Write your responses on POST IT Notes and place below the relevant question

What are your favorite aspect(s) of the Plan?

Limited priorities and goals

Thoughtful, involving community

Intentional, inviting

Do you have any concerns about the Plan?

How will 4A coming online affect this

Not yet

Must clearly list goals and priorities for public communication

Is there anything you don't understand and/or you feel needs more information?

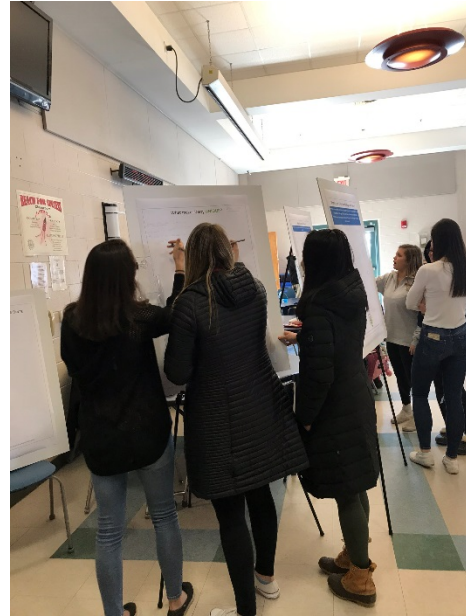
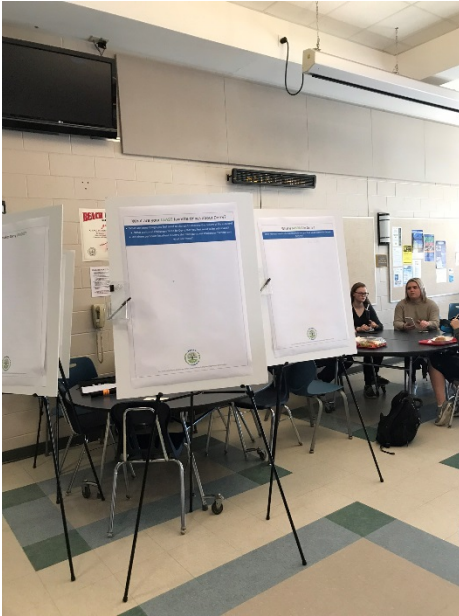
ADDITIONAL COMMENTS/QUESTIONS



Summary of Student Input Pinkerton Academy Senior Class of 2019

Meeting Purpose and Process

Purpose: To obtain input from the student population in the Town of Derry. The ideas generated from the students will be incorporated into the broader foundation created in other visioning forums.



Process:

The visioning session was held on Tuesday, March 12, 2019, during the senior lunch periods. There are approximately 719 senior students who attend Pinkerton Academy and the majority of them utilize the Senior Cafeteria. A brief presentation was provided to the students as they settled into their lunch period, identifying the purpose of the session and how the accumulated data would be used. Vision boards were placed in a high traffic area and the students were invited to provide written comment.

MASTER PLAN
Derry, New Hampshire

The participants were asked to provide comment on the following questions:

1. *What are your LEAST favorite things about Derry (things you feel need to change to improve the quality of life in Derry; challenges faced by Derry that should be addressed; are there particular locations in Derry that face particular challenges – where and what are these?*
2. *What is MISSING from Derry? (what have you seen in other communities you think would be good for Derry to have/*
3. *What makes Derry Unique?*
4. *If you could do ONE THING to improve Derry, what would it be?*

HIGHLIGHTS OF VISIONING SESSION

KEY THEMES AND ELEMENTS FOR A VISION AND GOALS FOR DERRY'S FUTURE

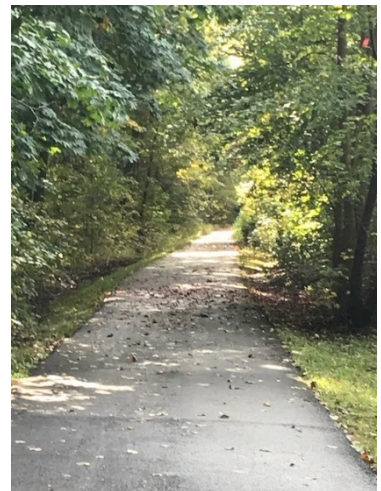
Continuing the theme identified by the students who attended the November 28, 2018 forum, there is a desire for a closer **community**. The students are looking for places where they can gather with their peers, socialize, do some form of activity, and eat.

Restaurant choice was a key component in the responses. Students are dining out more often than their parents would have at the same age and they are interested in a variety of dining options. There is a fervent desire to have **Chipotle** locate in Derry.

The students appreciate the local establishments where they can gather, as well as the recreational opportunities such as the **bike trails**.

Participants had a lot to say about what is missing in town. The responses provided had thematic elements such as:

- Lack of retail stores
- Lack of dining choice
- Lack of recreational venues or opportunities
- Insufficient infrastructure
- Employment opportunities / other amenities



MASTER PLAN

Derry, New Hampshire

The students also provided many comments with regard to the drug crisis. They acknowledged the problem with drug use, noted it is a real concern for them, and are looking for a solution.

It was interesting to note that students also had a lot to say about the condition of the roadways in Derry and the surrounding towns. Traffic and road conditions were items identified across all of the posed questions.

SUMMARY OF PARTICIPANT RESPONSES TO QUESTIONS

The following summarizes participant responses to questions.

What makes Derry Unique?

- Pinkerton
- Parks and schools
- Hood Park
- Bike trails
- Local businesses (Coffee Factory, Grind Rail Trail Café)

Also:

- *Connection to surrounding towns, the greater community*
- *Equality*

Least Favorite Things

- Crime/drug crisis
- Traffic
- No community

Also:

- *No places to go*
- *Lack of community calendar*

Least Favorite Things (Teen Voice)

- Crime
- Traffic

What is missing in Derry?

- Retail stores – big box stores
- Restaurants
 - Chipotle
 - Chic Fil A
 - Pollo Typico
- Recreational Opportunities
 - Venues such as Skyzone
 - Updated basketball courts
- Infrastructure
 - Clear traffic
 - I-93 ramp
- Large event areas
- Nice hotel
- Employment opportunities
 - Call center office
 - Science friendly labs

MASTER PLAN
Derry, New Hampshire

Ways to Improve

- More police officers
- Cleaner roads and sidewalks
- Fix appearance of Broadway
- Add more entertainment

Also:

- *Utilize the Cable TV station to highlight events and activities*

For more information please see: <https://www.derrynh.org/planning/master-plan-update>

MASTER PLAN

Derry, New Hampshire



COMMENT BOARDS: Municipal Center, Derry Public & Taylor Libraries

Examples of Community Features you enjoy today that did not exist 5-10 years ago?

[Derry Municipal Center]

- Rail Trail

Important Issues to take into account when planning the future

[Derry Public Library]

<u>Opportunities</u>		<u>How do we take advantage?</u>
Make more bike/walking paths		
Rail service to Boston		Federal Funding
Higher taxes on cigarettes		Use money to keep parks clean
Make more dog books please		Every woman who works in the library should have an extra week of vacation
Continue to market the downtown		
More structures for parks		
Outdoor/indoor public pool		
More resources for Seniors		
Dog Park		
Keep library in good shape		
<u>Challenges</u>		<u>How do we address these?</u>
Taxes one of the highest in the state, if so, then offer incentives		Improve elementary school infrastructure, be a place "to be"

MASTER PLAN
Derry, New Hampshire

Lower Taxes		Take back control of the town from the town employees
Lower taxes		Head Tax
Smokers won't like it		It's better for their health and others around them
School Funding		
Stop knocking down single family homes and putting up apartment buildings		Zoning laws
Need more 3+ bedroom apartments		Active enforcement for construction, zoning laws
Property taxes are awful in Derry! People are moving out of town due to the taxes		Lower them

What makes Derry Unique

[Taylor Library]

- Taylor Library is a satisfied citizen

What are your favorite things about Derry?

[Derry Public Library]

- People are friendly, easy to walk to everything, rail trail, and so many activities for kids. The parades and events are great!
- The library
- The parks
- The people
- Derry Public Library Rules!
- Reading Rocks!
- Woodlands and open space
- Craft beer bars and the golf course
- Great schools, teachers and the PTA
- Recreation trail, rail trail, cool restaurants, nice downtown, good schools and rec programs
- Going to school and moving here was fun too!
- School band programs are amazing
- The schools, teachers and the whole place
- The library- and the friendly knowledgeable staff
- Library is a great place to gather to meet with old friends and to meet new ones
- The community and all the schools, libraries, hospitals and town events
- The library – books books books

MASTER PLAN

Derry, New Hampshire

- The Opera House/Robert Frost Farm – keep old time lights around the town/grass
- Rail Trails
- East Derry Schools and teachers
- The rail trails, the library, friendly neighbors
- I love the library
- Dog friendly
- Parkland Emergency Room
- There's lots of fun stuff in town
- Library
- Alexander Carr Park sledding
- School

Least Favorite Thing In Derry

[Taylor Library]

- Need to have school/town work together
- The downtown appearance
- We need a final solution to the high property taxes especially for those of us on a fixed income

If you could do one thing to Improve Derry?

[Marion Gerrish Community Center]

- Clothing store(s)
- Bakery store
- Manufacturer plant (jobs)
- More availability for public transportation for outskirts of Derry
- An improved basketball/sports park
- Indoor playground for toddlers/pre-teens/teens (like a Chucky Cheese or something like that)
- Museum of Derry's History
- Lower tax rate on middle class citizens/discount on property tax and non-school houses (especially Pinkerton)
- Deactivate Bringing Derry Together
- More things for our teenagers, instead of them hanging around the streets of Derry
- Museum, destination type places
- Clean up Hood Pond
- Volunteer at things (schools, nursing homes, bakeries, etc.)
- Plant flowers in our parks
- Hood Pond needs to be revitalized clean up the water, open up for summer activities
- Bring Don Ball back

MASTER PLAN
Derry, New Hampshire

- Picnic tables in the park behind the library

What is Missing in Derry
[Derry Municipal Center]

- Denny's

MASTER PLAN
Derry, New Hampshire



COMMENT BOARDS: Veteran's Hall

As part of the Master Planning process, four (4) Comment Boards were placed in Veteran's Hall for the month of May. The Boards asked the following questions (ones that were asked of participants at a public forum held in April) and invited seniors and others attending activities in the Hall.

The majority (if not all) of the comments seem to be from seniors and given the location of the boards a number of comments are focused on the Parks and Recreation Department that operates senior programming and activities at Veterans Hall.

The comments are listed below in *italics*.

QUESTIONS

- What makes Derry unique?
- What are your least favorite things about Derry?
- What is missing in Derry?
- If you could do one thing to improve Derry, what would it be?

What makes Derry **UNIQUE**?

- *Nice senior trips and programs*
- *Good beach programs*
- *Schools and churches and dinners*
- *Great parks and recreation department and staff*
- *Wonderful library programs and concerts*
- *I like lots of free classes for seniors! Thanks*
- *Judo – children's and adult in the recreation program*
- *Park and Recreation does a terrific job for seniors with very minimal staff*

What are your **LEAST FAVORITE THINGS** about Derry?

- *No free trash pickup*
- *Real estate taxes*
- *A lack of teenager programs to keep them out of trouble*

MASTER PLAN
Derry, New Hampshire

What MISSING in Derry?

- *Transportation*
- *Affordable housing*
- *Seating at Galien's Town Beach (Beaver Lake)*
- *Senior Golf League*
- *Pickleball League*
- *Book club*
- *Free garbage pick up, we pay enough in taxes*
- *Transportation that is reliable /cart is not reliable and have cancelled same day appointments*
- *Derry ambulance is very expensive for residents and when you go to Manchester they have been known to charge thousands to Derry residents. This should not be.*

If you could do ONE THING TO IMPROVE Derry, what would it be?

- *Discount for seniors taxes (most other towns give seniors a break)*
- *Not just the State break for low income!!*
- *More transportation options*
- *Free classes on food and nutrition*
- *Free blood pressure checks monthly*
- *It is good to use consultants – you get a broader perspective of exercises, etc.*
- *More beginners classes – not just exercise – cards, games, scrabble and puzzles*
- *Cardio classes*
- *Tax assessments – no more –replace with square footage and acre across the board taxing. Take away 3-acre zoning*
- *Stop using consultants. Use Staff*

REVIEW OF INPUT FROM RELEVANT FORUMS AND SURVEYS

MASTER PLAN: Derry, New Hampshire

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DERRY DOWNTOWN: PUBLIC FORUM

January 29, 2019

PAST RECOMMENDATIONS

Are They Still Relevant?

- Create a Business 28 2
- Create new parking 19
- Extend Merchant's Row to South Avenue 24
- Extend/rehabilitate sidewalks 5
- Downtown parking garage 14
- Restroom/kiosks at pathway 3
- Semi-permanent structures along Rail Trail for outdoor market 5
- Create unified theme for downtown 18
- Encourage private sector to market the downtown 15

- Create downtown Merchant's Association 7
- Strategically plan parking and services to serve downtown Businesses 27
- Establish Economic Development Fund 6
- Establish TIF to fund projects and activities 2
- Incentivize landlords to reduce rent and increase occupancy 16
- Implement the 2008 traffic study 3
- Redevelop vacant property in the downtown 32
- Implement one hour parking 2
- Create unified theme for downtown 9
- Joint ventures for parking opportunities 2
- Re-route traffic during peak hours 6
- Create a Downtown Development Fund 20

SUGGESTIONS FOR DISCUSSION

- • Derry Commerce Corridor
 - Expand “downtown” to include sections of East and West Broadway, Crystal Avenue to Manchester Road. This ties in the traditional downtown area with Exit 4A, Tupelo, Manchester Road and Crystal Avenue retail, dining and entertainment options 15
- • Extend sidewalks from Broadway to side streets 2
- • rehabilitate sidewalks and expand on Crystal Avenue 3
- • Brighten lighting on Broadway 5
- • Extend decorative lighting on Crystal Avenue 8
- • Abbott Court - Act on results of CDBG funded visioning effort 0
- • Parking
 - ▪ Better connectivity with and use for downtown businesses such as sidewalk extensions, lighting and security enhancements 5

-
- • Zoning
 - Revisit parking requirements 5
 - Investigate options to encourage market rate housing to “populate” the downtown 7
 - Support practical and responsible enforcement of blighted and empty buildings to encourage responsible ownership and revitalization of the Corridor 20
- Work with retailers and restaurants on a Strategic Event Plan to “extend the weekend” 3
- Continue to market the advantages of the federally designated Economic Opportunity Zone 0
- Coordinated marketing to attract more stores, shops, restaurants 2
- Partner with Chamber of Commerce for Corridor-specific activities and promotions 1

- Support and expand activities such as Farmer's Market, Derry After Dark, DerryFest, Holiday Parade, events at Opera House, etc. 26
- Encourage educational/institutional uses to populate downtown during the day 6
- Recapitalize and expand the Downtown Façade Improvement Program into a Derry Commerce Corridor Improvement Fund 10

Other

Suggested at the Jan 29, 2019 meeting

- Parking next to Adams Memorial Building 3
- ADA Parking (specifically in downtown) 4
- Commercial Liaison 8
- Complete Streets 35
- Side Road traffic 3

- Revitalization of Hood Park 14
- Pop Up Artists – more like that 6
- Expand the downtown – Birch St. 6
 - Give the downtown more depth 3
- Redevelop 19 Elm Street 3
- Small Business Incubator Space 12
- More Electronic Vehicle Charging Stations 0
- Kitteredge Farm 1
- Electric Trolley Car 4
- Be cognizant of emergent technologies 6
- Crystal Avenue – empty lot – develop it 3
- Community Arts Center 16
- Considerations for East Derry 2
- Granite State Ambassadors Program 2

- Gluten free food options 2
- More ethnic restaurants 4

IMPLEMENTATION ITEM

	# Votes
Infrastructure - Other	
Downtown parking garage	14
Restroom/kiosk facilities at pathways	3
install semi-permanent structure along bike path for outdoor market	5
Redevelop vacant property in the downtown	32
Infrastructure - Transportation	
Extend/rehabilitate sidewalks	5
Implement the 2008 traffic study	3
Create business 28 and ByPass 28	2
Create new parking	19
Extend Merchants Row to South Ave	24
Marketing	
create a unified 'theme' for the downtown	27
encourage private sector to market the downtown	15
Create Downtown Merchants Association	7
Planning	
strategically plan parking and services to serve downtown businesses	27
Establish economic development fund	6
Establish a TIF to fund projects and activities	2
Private/Public Partnerships	
Incentivise landlords to reduce rents and increase occupancy	16
Zoning/Regulatory	
Implement 1 hour parking; increase turnover	2
Joint ventures for parking opportunities	2
Re-Route traffic during peak hours	6
Create Downtown Development Fund	20

SUGGESTION FOR DISCUSSION

	# Votes
Infrastructure - Other	
Abbott Court - Act on results of CDBG funded visioning effort	0
Parking next to the Adams Memorial Building	3
Revitalization of Hood Park	14
Electric Trolley Car	4
Infrastructure - Transportation	
Extend sidewalks from Broadway to side streets	2
Rehabilitate sidewalks and expand on Crystal Ave	3
Brighten lighting on Broadway	5
Extend decorative lighting on Crystal Avenue	8
ADA parking in the downtown	4
Marketing	
Derry Commerce Corridor - expand downtown to E/W Broadway, Crystal, Manchester Rd	15
Work with retailers/restaurants on a Strategic Event Plan to extend the weekend	3
Continue to market advantages of the Opportunity Zone	0
Coordinated marketing to attract more stores, shops, restaurants	2
Partner with Chamber of Commerce for Corridor-specific activities and promotions	1
Support/expand activities such as Farmers Market, Derry After Dark, DerryFest, parades, Opera House	26
Pop Up Artists - more like this	6
Expand the downtown - Birch Street	6
Give downtown more depth	3
Granite State Ambassadors Program	2
Gluten free food options	2
Planning	
Parking - better connectivity with an use for downtown businesses(sidewalks, lighting, security)	5
Encourage educational/institutional uses to populate downtown during the day	6
Side road traffic	3
Considerations for East Derry	2
more ethnic restaurants	4
Private/Public Partnerships	
Recapitalize/expand Downtown Façade Impr. Program into a Derry Commerce Corridor Impr. Fund	10
Commercial Liaison	8
Redevelop 19 Elm Street	3

Kitteredge Farm	1
Develop empty lot on Crystal Avenue	3
Zoning/Regulatory	
Revisit parking requirements	5
Investigate options to encourage market rate housings to "populate" the downtown	7
Support practical and responsible enforcement of blighted/empty buildings for revitalization	20
Complete Streets	35
Small business incubator space	12
More electric vehicle charging stations	0
Be cognizant of emergent technologies	6
Community Arts Center	16



RE-IMAGINING DERRY'S DOWNTOWN

JANUARY 29, 2019
WORKSHOP RESULTS



2

**THANK YOU!!
FOR YOUR PARTICIPATION, IDEAS
AND CONCERN FOR OUR
DOWNTOWN**

FURTHER THOUGHTS/IDEAS TO ELIZABETHROBIDOUX@DERRYNH.ORG

3 WORKSHOP ATTENDANCE

- Over 70 participants
- Input received on:
 - 20 Recommendations Generated during past studies
 - 38 Topics presented for discussion or raised at the Workshop

4 PARTICIPANTS' PREFERENCES

RAW VOTE TALLY

Complete Streets	35
Redevelop vacant property in the downtown	32
Create a unified 'theme' for the downtown	27
Support/expand activities such as Farmers Market, Derry After Dark, DerryFest, parades, Opera House	26
Extend Merchants Row to South Ave	24
Create Downtown Development Fund	20
Support practical and responsible enforcement of blighted/empty buildings for revitalization	20



5 PARTICIPANTS' PREFERENCES

RAW VOTE TALLY

Create new parking	19
Incentivize landlords to reduce rents and increase occupancy	16
Community Arts Center	16
Derry Commerce Corridor - expand downtown to E/W Broadway, Crystal, Manchester Rd	15
Encourage private sector to market the downtown	15
Revitalization of Hood Park	14
Downtown parking garage	14
Small business incubator space	12
Recapitalize/expand Downtown Façade Impr. Program into a Derry Commerce Corridor Impr. Fund	10

6 PARTICIPANTS' PREFERENCES

RAW VOTE TALLY

Extend decorative lighting on Crystal Avenue	8
Commercial Liaison	8
Investigate options to encourage market rate housings to "populate" the downtown	7
Create Downtown Merchants Association	7
Be cognizant of emergent technologies	6
Pop Up Artists - more like this	6
Encourage educational/institutional uses to populate downtown during the day	6
Establish economic development fund	6

7 PARTICIPANTS' PREFERENCES

RAW VOTE TALLY

Brighten lighting on Broadway	5
Parking - better connectivity with an use for downtown businesses(sidewalks, lighting, security)	5
Revisit parking requirements	5
Extend/rehabilitate sidewalks	5
ADA parking in the downtown	4
More ethnic restaurants	4
Electric Trolley Car	4
Parking next to the Adams Memorial Building	3
Rehabilitate sidewalks and expand on Crystal Ave	3
Work with retailers/restaurants on a Strategic Event Plan to extend the weekend	3

8 PARTICIPANTS' PREFERENCES

RAW VOTE TALLY

Side road traffic	3
Redevelop 19 Elm Street	3
Develop empty lot on Crystal Avenue	3
Coordinated marketing to attract more stores, shops, restaurants	2
Implement 1 hour parking; increase turnover	2
Joint ventures for parking opportunities	2
Extend sidewalks from Broadway to side streets	2
Establish a TIF to fund projects and activities	2
Gluten free food options	2
Considerations for East Derry	2
Granite State Ambassadors Program	2
Partner with Chamber of Commerce for Corridor-specific activities and promotions	1
Kitteredge Farm	1

9 SUPPORT BY SUBJECT AREA

TOP FOUR BY CATEGORY

Infrastructure

Complete Streets	35
Extend Merchants Row to South Ave	24
Revitalization of Hood Park	14
Expand the downtown - Birch Street	6
Re-Route traffic during peak hours	6

Parking

Create new parking	19
Downtown parking garage	14
Parking - better connectivity with an use for downtown businesses(sidewalks, lighting, security)	5
Revisit parking requirements	5

10 SUPPORT BY SUBJECT AREA

TOP FOUR BY CATEGORY

Sidewalks

Extend/rehabilitate sidewalks	5
Rehabilitate sidewalks and expand on Crystal Ave	3
Extend sidewalks from Broadway to side streets	2

Lighting

Extend decorative lighting on Crystal Avenue	8
Brighten lighting on Broadway	5

Corridor Development

Create Downtown Development Fund	20
Derry Commerce Corridor - expand downtown to E/W Broadway, Crystal, Manchester Rd	15
Recapitalize/expand Downtown Façade Impr. Program into a Derry Commerce Corridor Impr. Fund	10

II SUPPORT BY SUBJECT AREA

TOP FOUR BY CATEGORY

Marketing

Create a unified 'theme' for the downtown	27
Support/expand activities such as Farmers Market, Derry After Dark, DerryFest, parades, Opera House	26
Create Downtown Merchants Association	7
Work with retailers/restaurants on a Strategic Event Plan to extend the weekend	3

Arts

Community Arts Center	16
Pop Up Artists - more like this	6

12 SUPPORT BY SUBJECT AREA

TOP FOUR BY CATEGORY

<u>Planning/Enforcement</u>	Support practical and responsible enforcement of blighted/empty buildings for revitalization	20
	Encourage educational/institutional uses to populate downtown during the day	6
	Establish economic development fund	6
	Side road traffic	3
<u>Development Partnerships</u>	Redevelop vacant property in the downtown	32
	Incentivise landlords to reduce rents and increase occupancy	16
	Encourage private sector to market the downtown	15
	Small business incubator space	12

13 NEXT STEPS

- Council and Community are urged to review the report on Re-Imagining Derry's Downtown;
- Once the Council determines its goals/priorities for the Downtown, action may be needed on two state statutes:
 - To secure a reliable funding source for improvements/programs to the Derry Commerce Corridor, the Council should consider expanding the Rte. 28 TIF District in accordance with RSA 162-K;
 - To advance one of the Workshop's primary recommendations, Redevelop Vacant Property in the Downtown, the Council should consider adopting the provisions of RSA 162-G;



Southern New Hampshire Planning Commission

438 Dubuque Street, Manchester, NH 03102-3546, Telephone (603) 669-4664 Fax (603) 669-4350
www.snhpc.org

Town of Derry Age-Friendly Survey Summary

Prepared by:
Southern New Hampshire Planning Commission
438 Dubuque St.
Manchester, NH 03102

The Town of Derry's Planning Department is determined to ensure the present process of updating the Town's Master Plan incorporate elements that reflect the needs and desires of residents of all ages. To do so, Planning Director, George Sioris collaborated with the Age-Friendly Program team at Southern NH Planning Commission (SNHPC) to develop a survey that would enlighten staff and others working on the Master Plan (a long-range planning document that guides land use focus, local development, infrastructure improvement and town programming for the next ten years) on the various aspects of age-friendly issues as they related to engagement, recreation, communication, and local businesses. The results of the survey are summarized in this report and it is intended that they provide insight to the upcoming Master Plan process.

On November 26, 2018, the survey was launched. In an effort to gain a large audience, SNHPC and Town staff created small postcards with web links and a "QR code" directing participants to the survey. Postcards were handed out at local stores, public facilities, beloved local gathering spaces, as well as shared online through town websites, and various social media platforms. By the end of January, 405 people participated in the survey, providing valuable information for the Town as they update their Master Plan.

Survey Overview

A total of 405 respondents participated in the Derry Age-Friendly Survey, or roughly 1.2% of the town's population. About thirty-five percent (35.48%) of respondents were between 36 and 50 years old; about twenty-eight percent (28.54%) were between 51 and 65 years old; about eighteen percent (18.61%) were between 25 to 35 years old; and about fifteen percent (15.14%) were between 66 and 80 years old. Respondents varied from being relatively new to town to having lived in town for over two decades.

Generally, respondents felt that there are many opportunities to stay engaged in Derry but would like to see improved communication and coordination regarding town events and activities. Additionally, respondents have a favorable view of Downtown and Downtown businesses; most respondents would like to support the vitality of Downtown through multiple efforts. While respondents almost unanimously favor supporting or enhancing Downtown, many would like to see more 'third places' in town, e.g. restaurants, entertainment, and additional shopping opportunities.

Derry Age-Friendly Survey

The Town of Derry is working with the Southern NH Planning Commission to help ensure the community is as 'age friendly' as possible. From millennials to members of the Silent Generation, Derry wants to be a truly welcoming place for residents, workers and visitors of all age levels. **But we need your help!**

On the links below, you will find a series of questions related to recreation and engagement and economic development. Your answers will be used to help inform the 2019 Derry Master Plan, a long-range planning document that will help guide Town decisions for years to come.

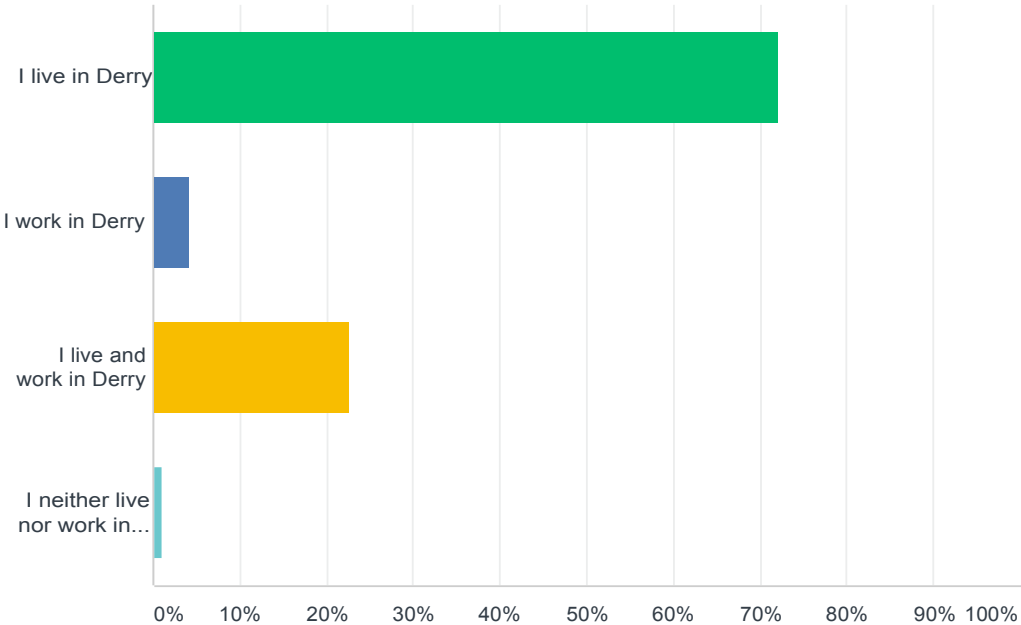
Scan this code to take the
survey, or follow the link at:
tiny.cc/PlanDerry



Survey Postcard

Q1 Do you live or work in Derry?

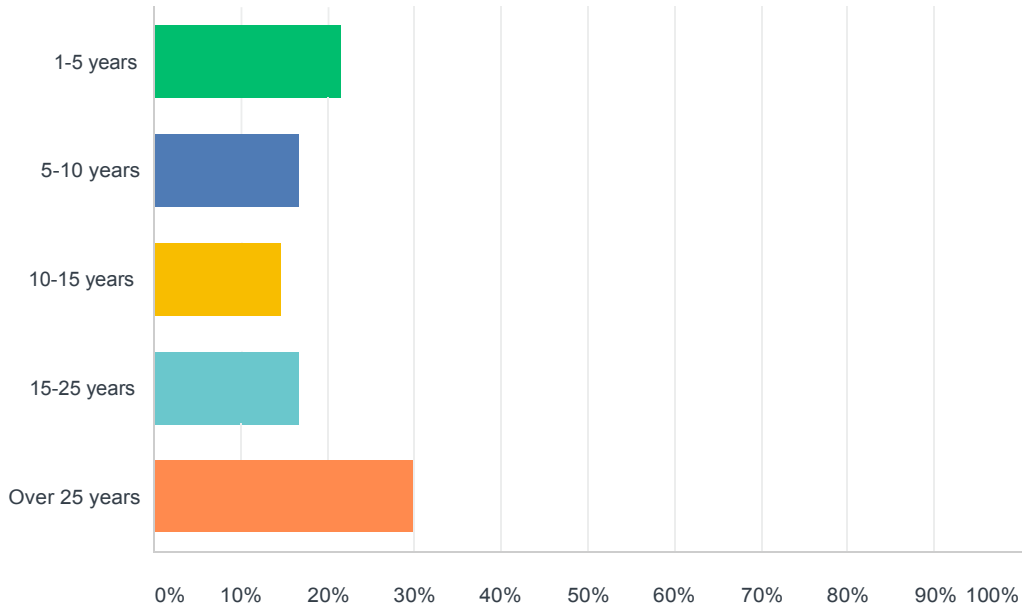
Answered: 404 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in Derry	72.28%	292
I work in Derry	4.21%	17
I live and work in Derry	22.52%	91
I neither live nor work in Derry	0.99%	4
TOTAL		404

Q2 If you live in Derry, how long have you lived in town?

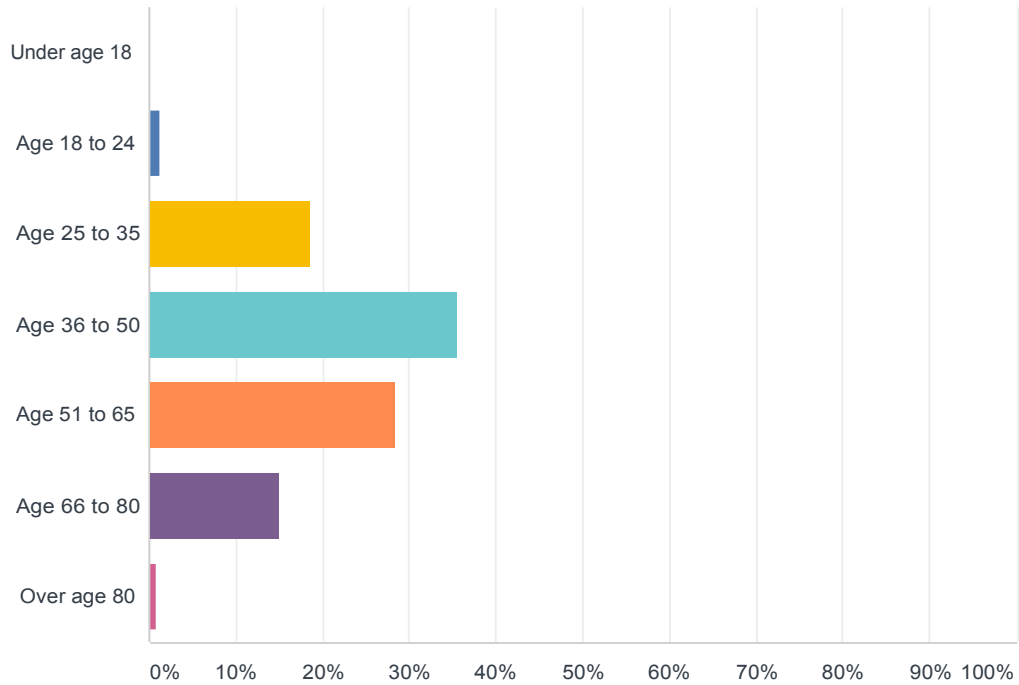
Answered: 382 Skipped: 22



ANSWER CHOICES	RESPONSES	
1-5 years	21.47%	82
5-10 years	16.75%	64
10-15 years	14.66%	56
15-25 years	16.75%	64
Over 25 years	30.37%	116
TOTAL		382

Q3 What is your age?

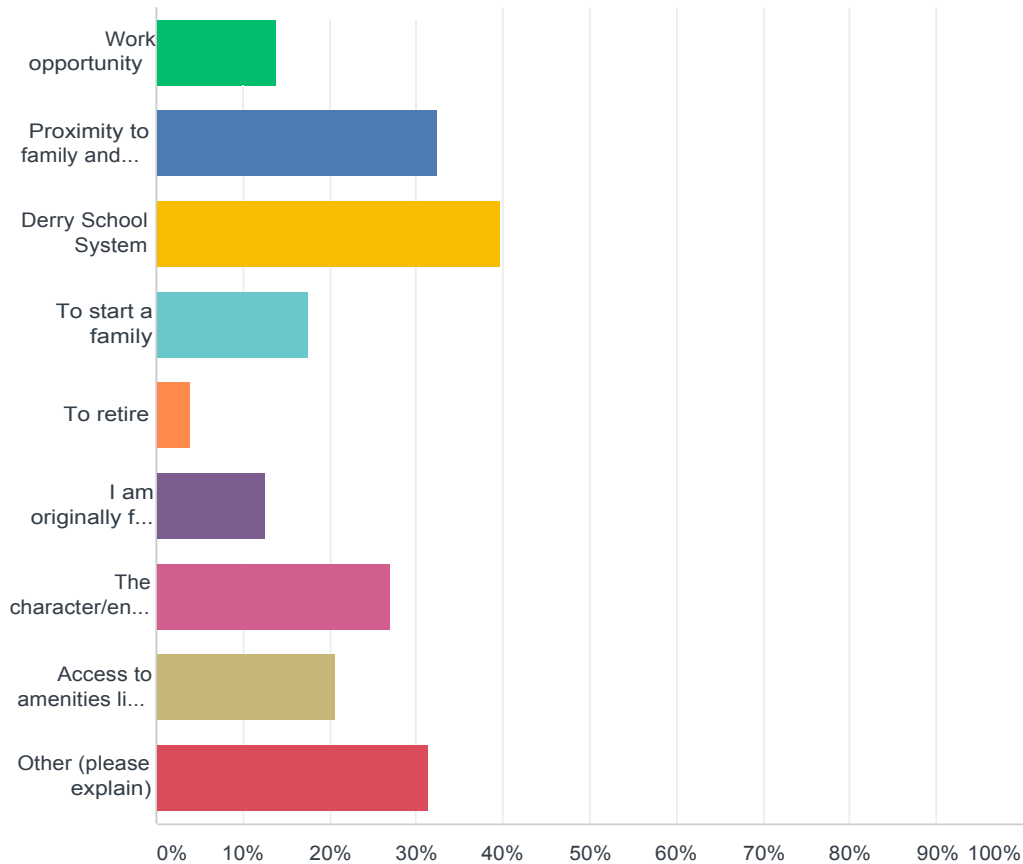
Answered: 403 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under age 18	0.25%	1
Age 18 to 24	1.24%	5
Age 25 to 35	18.61%	75
Age 36 to 50	35.48%	143
Age 51 to 65	28.54%	115
Age 66 to 80	15.14%	61
Over age 80	0.74%	3
TOTAL		403

Q4 If you live in Derry, why did you decide to move to town? Check all that apply.

Answered: 382 Skipped: 22

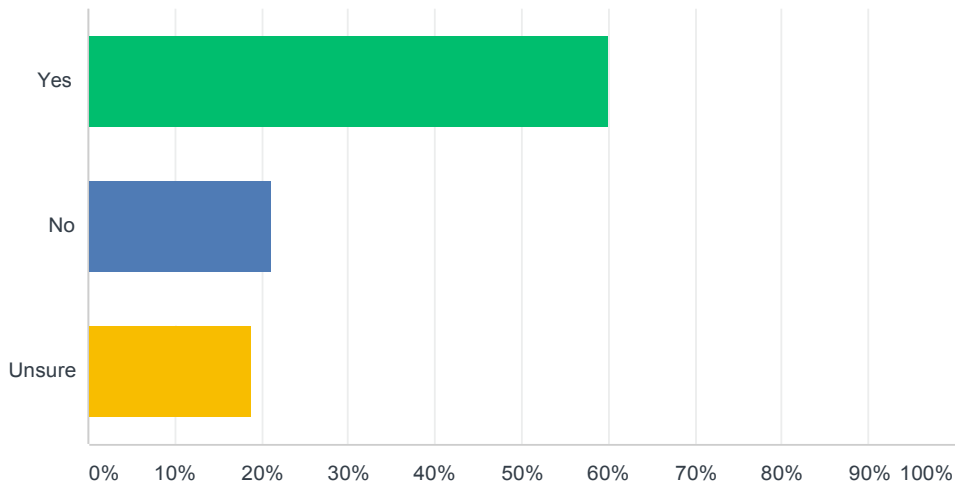


ANSWER CHOICES	RESPONSES	
Work opportunity	13.87%	53
Proximity to family and friends	32.46%	124
Derry School System	39.79%	152
To start a family	17.54%	67
To retire	3.93%	15
I am originally from Derry	12.57%	48
The character/environment of the community	26.96%	103
Access to amenities like shopping, restaurants, and recreation	20.68%	79
Other (please explain)	31.41%	120
TOTAL		382

There were 120 respondents who wrote-in responses in the “Other” category. Of these responses, the majority stated that they moved to Derry because it was either an affordable community, or because they could find affordable housing options within the community. A similar amount of responses cited Derry’s rural character as a deciding factor. Many respondents also cited Derry’s convenient location – its proximity to I-93 and Massachusetts. Additionally, many respondents cited having family already in Derry as a reason for moving to the community.

Q5 Do you find it easy to stay engaged in the Derry community and to maintain an active social life?

Answered: 366 Skipped: 38



ANSWER CHOICES	RESPONSES	
Yes	60.11%	220
No	21.04%	77
Unsure	18.85%	69
TOTAL		366

There were 117 respondents who wrote-in responses in the “Please Explain Your Answer” category. Many respondents cited a lack of places to socialize within the community. Of those responses, participants cited the lack of restaurant diversity and nightlife. Additionally, some respondents felt that there is a lack of opportunities to stay engaged as a senior, especially if you are not connected with the school system. Still, many respondents felt that there are opportunities to stay engaged, citing town events, local groups, such as the local theater, and clubs as a way to stay engaged within the community. Additionally, participants cited local social media, such as the “Bring Derry Together” Facebook group, as well as the town’s Facebook page, and town emails.

Q6 In your opinion, are there steps the Town or non-profit sector could take to promote a better-connected, more socially engaged community?
Please explain.

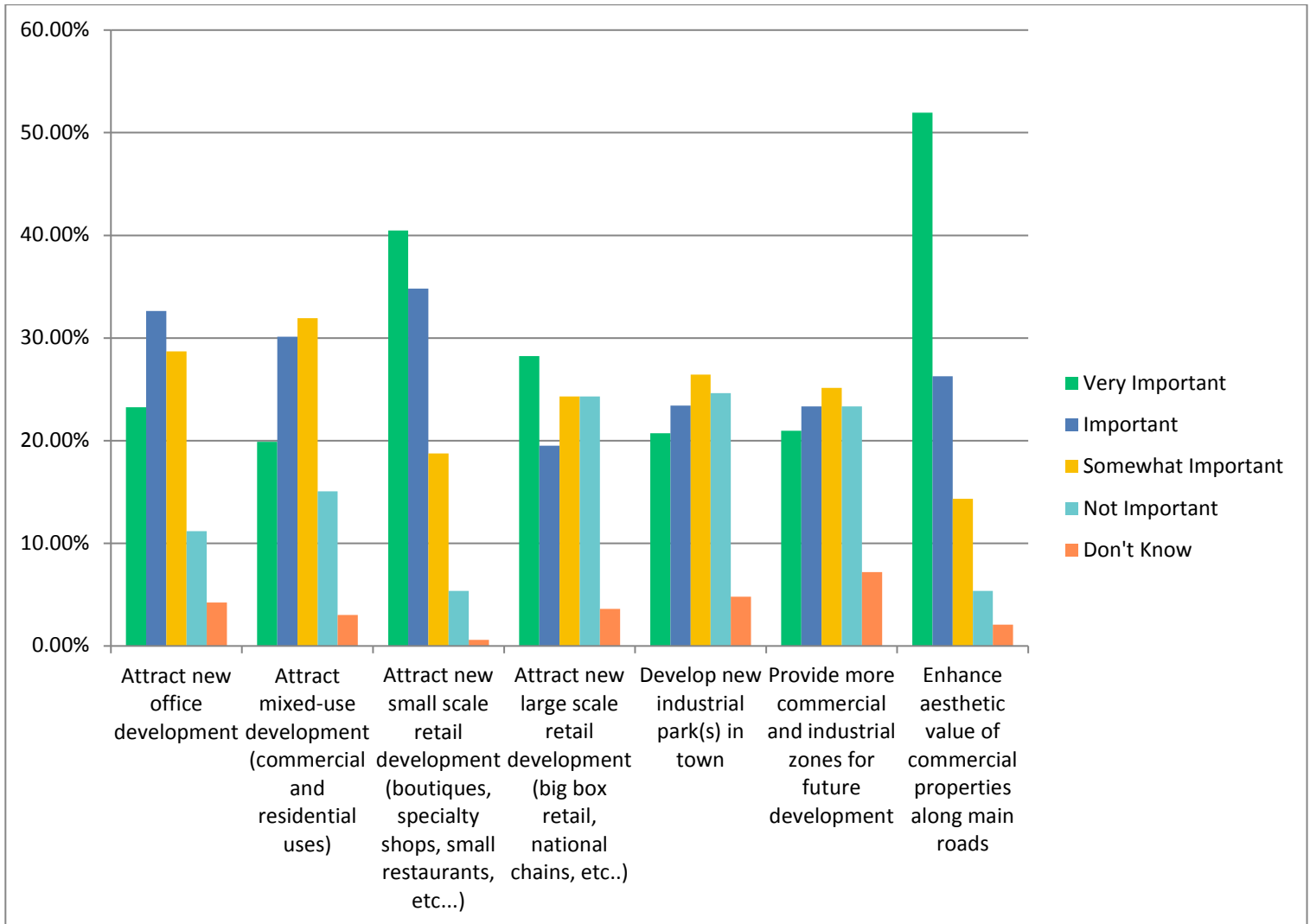
Answered: 178 Skipped: 226



There were 178 respondents open-response answers to this question. Many respondents felt that there was a need for better communication - many respondents recommended having a centralized place to go for community events, such as a dedicated Facebook page or calendar. Many respondents cited the need to revitalize downtown, and provide spaces for community gatherings. Respondents also cited the need for more social engagement opportunities for older adults as well as teenagers.

Q7 Please indicate the level of importance that the town should give to the following economic development actions

Answered: 338 Skipped: 66



Q8 What kind of new businesses would you like to see in Derry? Please check all that apply.

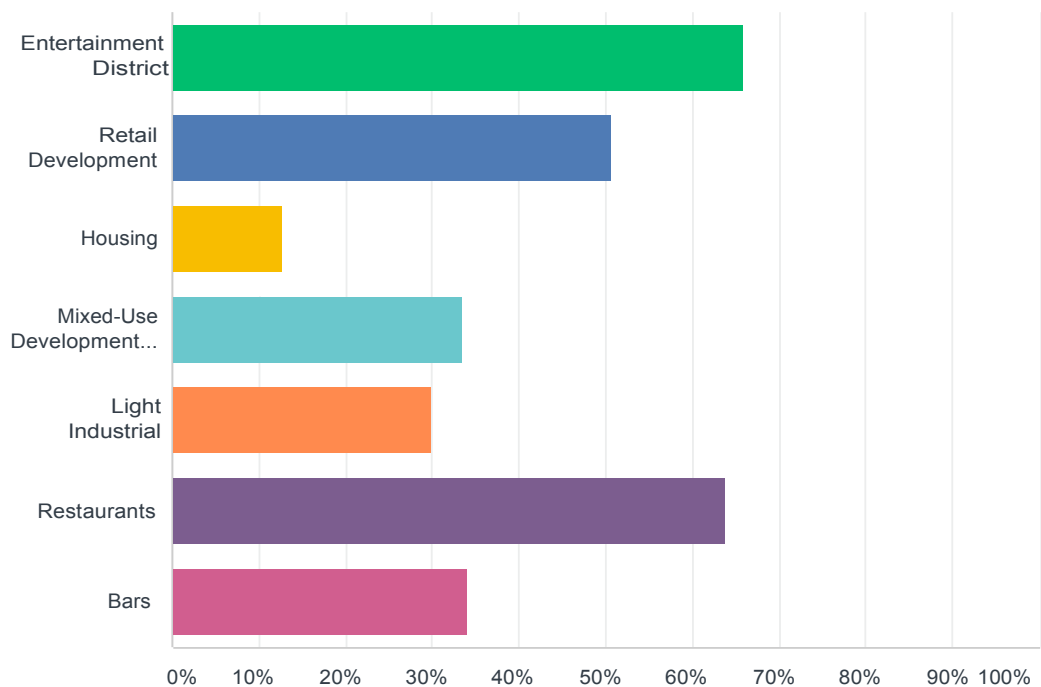
Answered: 336 Skipped: 68

Answer Choices	Responses	
Restaurants/Bars	66.77%	225
Recreation and Entertainment Services	64.09%	216
Department Stores/Clothing and other Apparel	56.68%	191
Boutiques	43.32%	146
Farms/Farm Stands	41.25%	139
High-tech industry office space	37.09%	125
Hotel/Conference Center	36.20%	122
Light industrial/Manufacturing	27.60%	93
Culinary Services	26.41%	89
Coffee Shops	22.55%	76
General office space	21.07%	71
Other (please specify)	18.69%	63
Grocery Store	14.54%	49
Healthcare Services	14.24%	48
Electronics	13.06%	44
Agricultural products and services	12.76%	43
Gym/Fitness Services	10.98%	37
Pet Supplies and services	9.79%	33
Child care	9.79%	33
Hardware/Landscaping Supplies	6.23%	21
Banks/Financial Institutions	3.86%	13
Dry Cleaner/Laundry Services	2.37%	8
Vehicle maintenance and repair	1.78%	6
Gas Stations	1.48%	5
Real Estate Services	1.48%	5
Pharmacy	0.89%	3
Auto Sales	0.30%	1
Self-storage	0.00%	0
	Answered	337

There were 68 respondents who wrote-in responses in the “Other” category. Of these responses, many cited the need for larger businesses to ease the tax burden and that could employ community members. Respondents mentioned businesses such as Trader Joes, Whole Foods, and big box stores. Many respondents also said they’d like to see smaller businesses, like arts and craft stores, coffee shops, and other stores that would help maintain Derry’s small-town feel.

Q9 With the creation of Exit 4-A on I-93, there is an opportunity to envision future development in that area. What sort of development would you like to see in that area? Please check all that apply.

Answered: 320 Skipped: 84

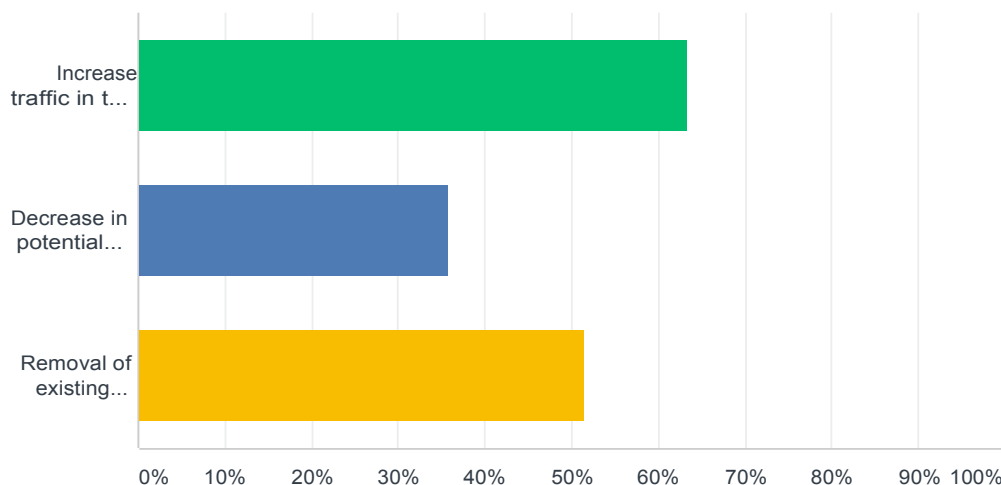


ANSWER CHOICES	RESPONSES	
Entertainment District	65.94%	211
Retail Development	50.63%	162
Housing	12.81%	41
Mixed-Use Development (Housing with ground floor commercial)	33.44%	107
Light Industrial	30.00%	96
Restaurants	63.75%	204
Bars	34.06%	109
TOTAL		320

There were 33 respondents who wrote-in responses in the “Other” category. Of these responses, there was no clear emerging theme. Some respondents wanted to see hotels, restaurants, and a walkable area, while other wanted affordable housing options. Some respondents did not think the town should focus on this area. Additionally, some respondents were concerned about traffic from the development of Exit 4-A.

Q10 Do you have any concerns regarding creating Exit 4-A? Please check all that apply.

Answered: 251 Skipped: 153

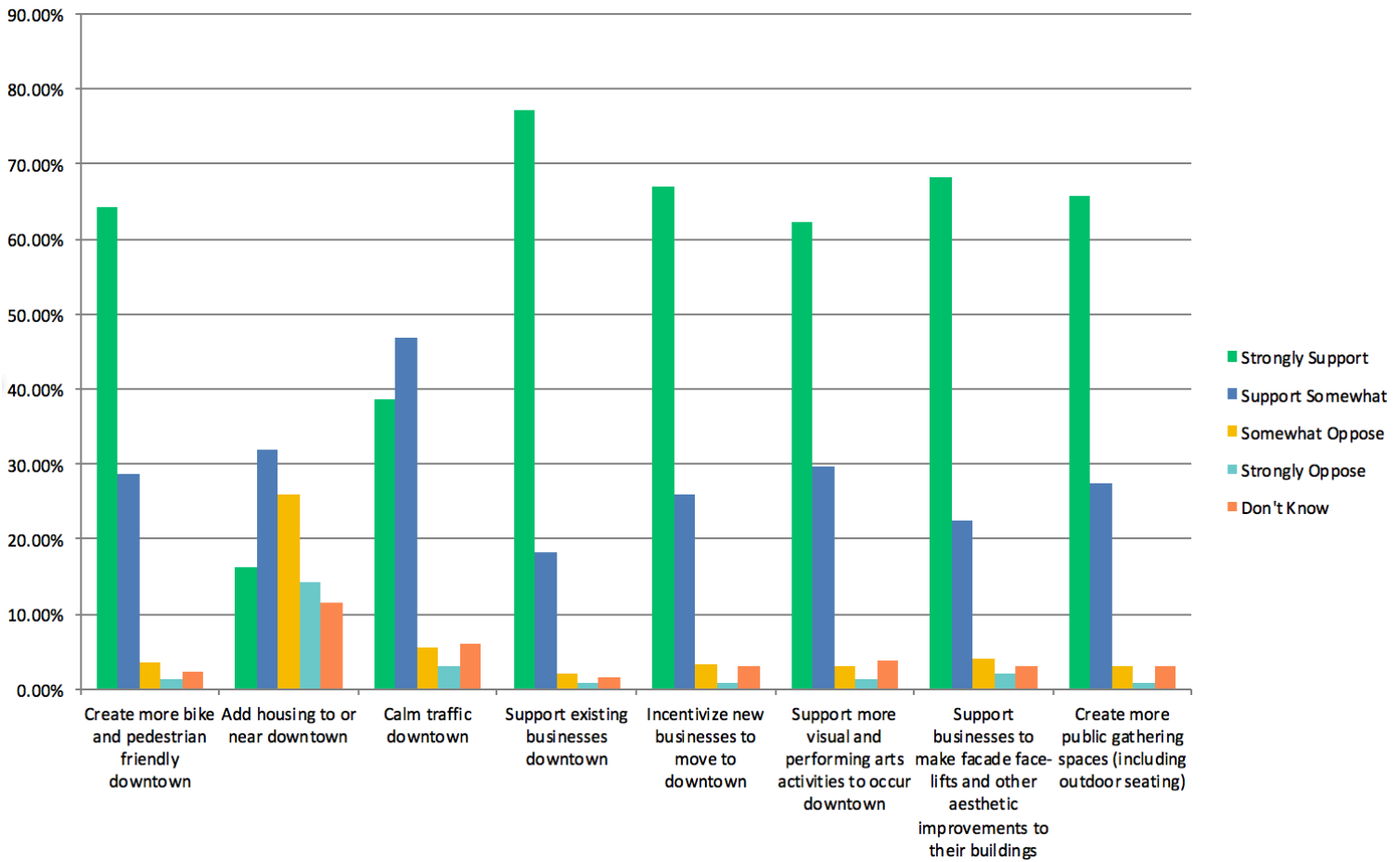


ANSWER CHOICES	RESPONSES	
Increase traffic in that part of Town	63.35%	159
Decrease in potential patrons to downtown businesses	35.86%	90
Removal of existing housing by eminent domain	51.39%	129
TOTAL		251

There were 59 respondents who wrote-in responses in the “Other” category. Of these responses, many respondents did not have any concerns with creating Exit 4-A. Some respondents felt that lining the area with small business could have a negative impact on existing downtown businesses. Respondents also cited traffic concerns in the surrounding areas of town as well as concerns with eminent domain.

Q11 What level of support would you give to the following Downtown revitalization efforts?

Answered: 339 Skipped: 65



	STRONGLY SUPPORT	SUPPORT SOMEWHAT	SOMEWHAT OPPOSE	STRONGLY OPPOSE	DON'T KNOW	TOTAL
Create more bike and pedestrian friendly downtown	64.18% 215	28.66% 96	3.58% 12	1.19% 4	2.39% 8	335
Add housing to or near downtown	16.16% 53	32.01% 105	25.91% 85	14.33% 47	11.59% 38	328
Calm traffic downtown	38.53% 126	46.79% 153	5.50% 18	3.06% 10	6.12% 20	327
Support existing businesses downtown	77.18% 257	18.32% 61	2.10% 7	0.90% 3	1.50% 5	333
Incentivize new businesses to move to downtown	66.97% 223	25.83% 86	3.30% 11	0.90% 3	3.00% 10	333
Support more visual and performing arts activities to occur downtown	62.28% 208	29.64% 99	2.99% 10	1.20% 4	3.89% 13	334
Support businesses to make facade face-lifts and other aesthetic improvements to their buildings	68.25% 230	22.55% 76	4.15% 14	2.08% 7	2.97% 10	337
Create more public gathering spaces (including outdoor seating)	65.66% 218	27.41% 91	3.01% 10	0.90% 3	3.01% 10	332

Q12 What sort of commercial uses would you like to see along the corridor from Webster's Corner south to the Windham townline?

Answered: 133 Skipped: 271



There were 133 respondents open-response answers to this question. Participants cited the need for both restaurants and industrial/manufacturing businesses at an equal rate. Many respondents cited a need for retail and other commercial office space in this area. Additionally, some respondents stated they'd like to see tech companies in this area.

Q13 What other types of businesses you would like to see in Derry, if any?

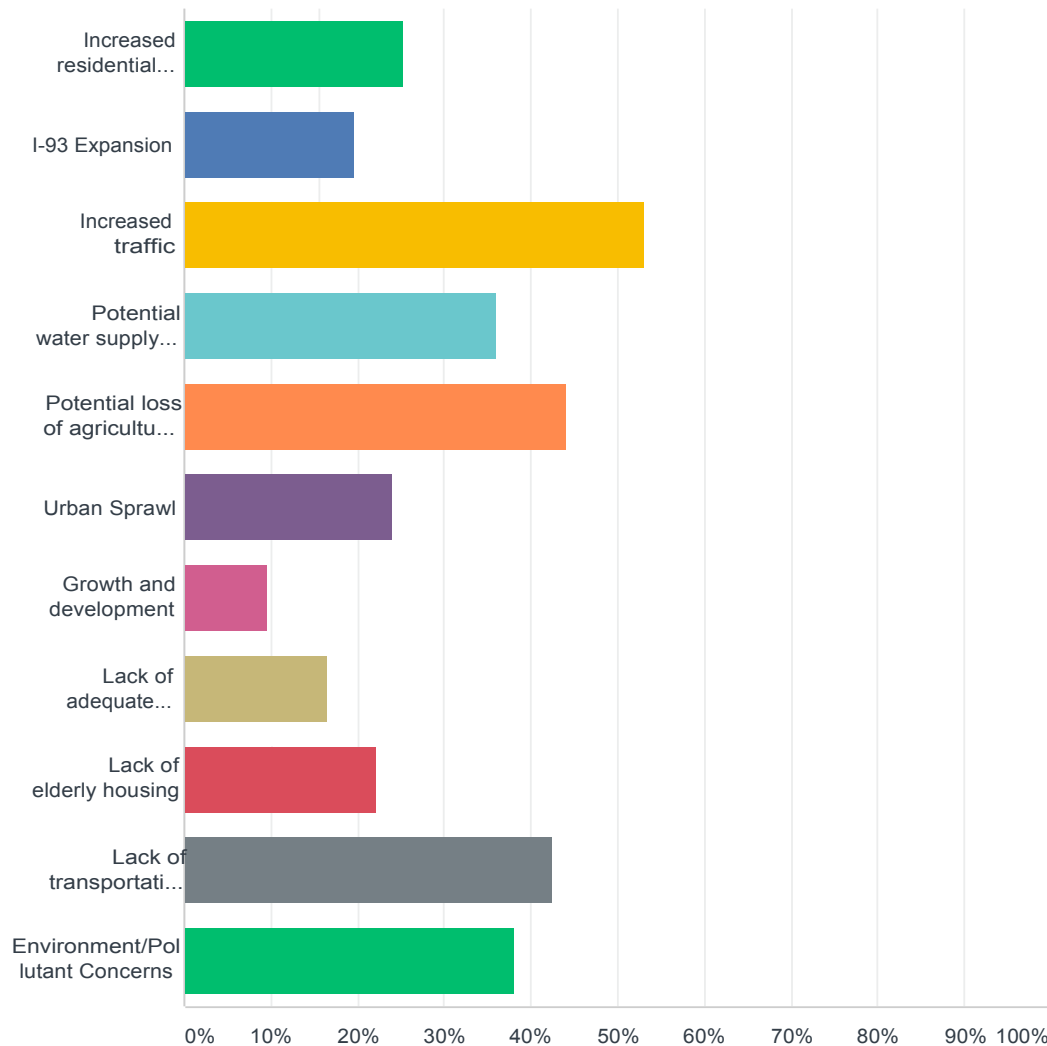
Answered: 169 Skipped: 235



There were 169 respondents open-response answers to this question. One of the most cited business types was restaurants; respondents cited “quality”, “diverse” and “local” restaurant options most often. Another business type with a high frequency response was both box (Target, Kohl’s, Whole Foods, Trader Joe’s, Market Basket) and small-scale retail stores. Additionally, many respondents cited a need for larger businesses with employment opportunities; technology businesses were most often related to this response. Respondents also frequently mentioned entertainment-type business, e.g. movie theaters, active and/or sporting businesses.

Q14 What impacts from outside Derry concern you the most? Please check up to three items from the list below.

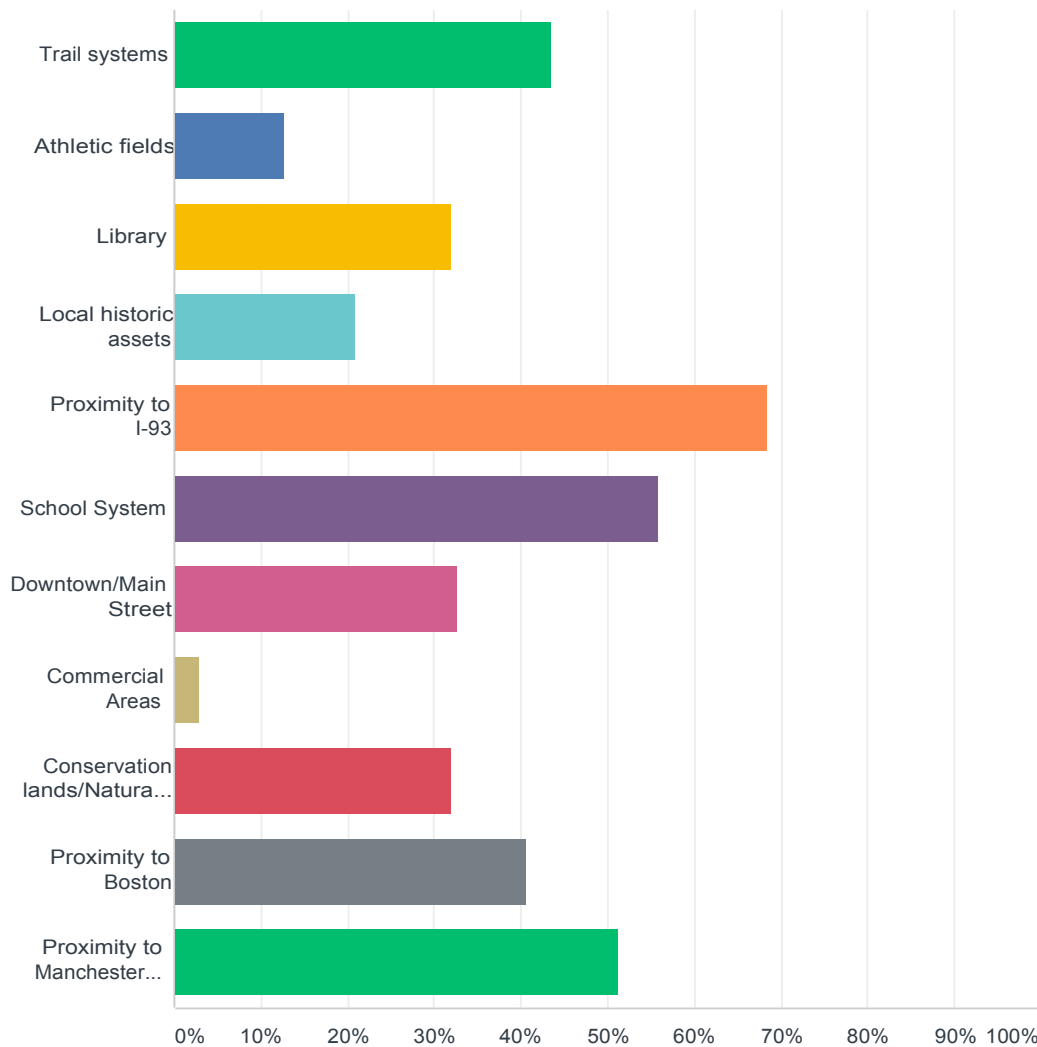
Answered: 320 Skipped: 84



Answer Choices	Responses	
Increased residential growth	25.31%	81
I-93 Expansion	19.69%	63
Increased traffic	53.13%	170
Potential water supply contamination	35.94%	115
Potential loss of agriculture and farms	44.06%	141
Urban Sprawl	24.06%	77
Growth and development	9.69%	31
Lack of adequate workforce housing	16.56%	53
Lack of elderly housing	22.19%	71
Lack of transportation options	42.50%	136
Environment/Pollutant Concerns	38.13%	122
	Answered	320

Q15 What do you feel are Derry's greatest assets? Please check up to three items from the list

Answered: 335 Skipped: 69



Answer Choices	Responses	
Trail systems	43.58%	146
Athletic fields	12.84%	43
Library	31.94%	107
Local historic assets	20.90%	70
Proximity to I-93	68.36%	229
School System	55.82%	187
Downtown/Main Street	32.54%	109
Commercial Areas	2.99%	10
Conservation lands/Natural Setting	31.94%	107
Proximity to Boston	40.60%	136
Proximity to Manchester Airport	51.34%	172
Answered		335

YOUNG ADULTS SURVEY

As a part of the Town of Derry Master Plan outreach process, the Town of Derry and the Southern New Hampshire Planning Commission created a survey for younger Derry residents. The survey was intended to reach Derry residents from the ages 18 to 36, covering topics such as housing, transportation, entertainment, and economic development. The survey was launched on August 27, 2019 and by September 20th, 2019, 136 Derry residents ages 18-36 completed the survey. Links to the survey were posted on the Town website, local Derry-focused Facebook groups, and postcards with links to the survey were distributed at various local favorites – coffee shops, breweries, and restaurants throughout the town.

The survey had a total of eight multiple choice questions with options for open-ended responses. The Southern New Hampshire Planning Commission administered the survey and provided the survey results to the Town of Derry.

1. If you didn't grow up in Derry, why did you move here? Please select all that apply
 - a. Proximity to Employment
 - b. Family and/Friends Nearby
 - c. Cost of living
 - d. Proximity to recreational opportunities
 - e. Housing
 - f. Other (open ended)
2. If you are from Derry, what keeps you here? Please select all that apply
 - a. Proximity to Employment
 - b. Family and/Friends Nearby
 - c. Cost of living
 - d. Proximity to recreational opportunities
 - e. Housing
 - f. Other (open ended)
3. What do you like best about living in Derry? Please select all that apply
 - a. Proximity to Boston
 - b. Location
 - c. Sense of community
 - d. Close to family and friends
 - e. Downtown
 - f. Rail trail
 - g. Shopping
 - h. Recreational choices
 - i. Cultural activities (theater, etc.)
 - j. Breweries and coffee shops
 - k. Other (open ended)

Master Plan, Derry, New Hampshire

3. What do you like least about living in Derry? Please select all that apply

- a. Lack of things to do
- b. Lack of employment opportunities
- c. Lack of support for change
- d. Other (open ended)

5. What is missing in Derry? Please select all that apply

- a. Bars
- b. Restaurants
- c. Entertainment
- d. Availability of business start-up space
- e. Public transportation
- f. Sidewalks
- g. Bike lanes
- h. Cultural events
- i. Employment opportunities
- j. Affordable housing
- k. Other (open ended)

6. How would you want to spend community resources to improve Derry's transportation services and network? Please select all that apply

- a. Improve pedestrian infrastructure (sidewalks, paths, crosswalks)
- b. Improve and develop community-wide bikeable network (bike lanes, paths, trails)
- c. Introduce transit services within Derry
- d. Introduce transit services to cities and communities outside of Derry
- e. Introduce bikeshare services
- f. Introduce scooter-share services

6. If you could do one thing to improve Derry, what would it be?

(open ended)

DERRY, NH YOUNG RESIDENTS SURVEY



Scan this code to take the
survey, or follow the link at:

tiny.cc/DerrySurvey



**IF YOU LIVE IN DERRY AND ARE BETWEEN THE
AGES 18-35 WE WANT TO HEAR FROM YOU!**



8 QUICK QUESTIONS ON:



HOUSING



TRANSPORTATION



ENTERTAINMENT

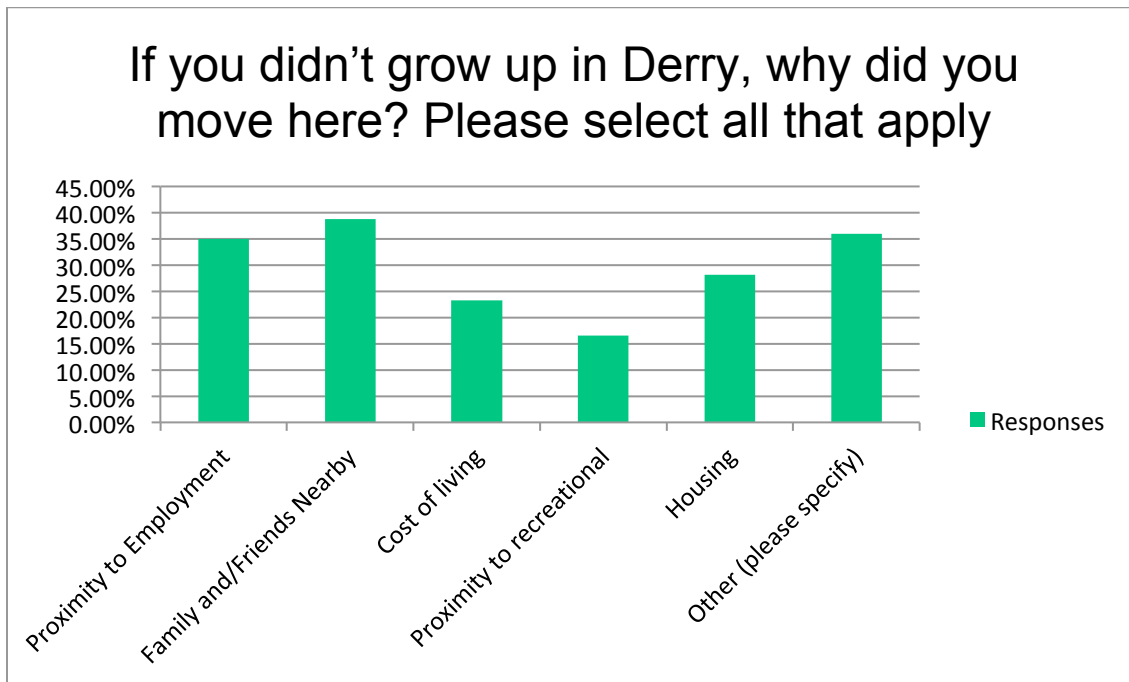
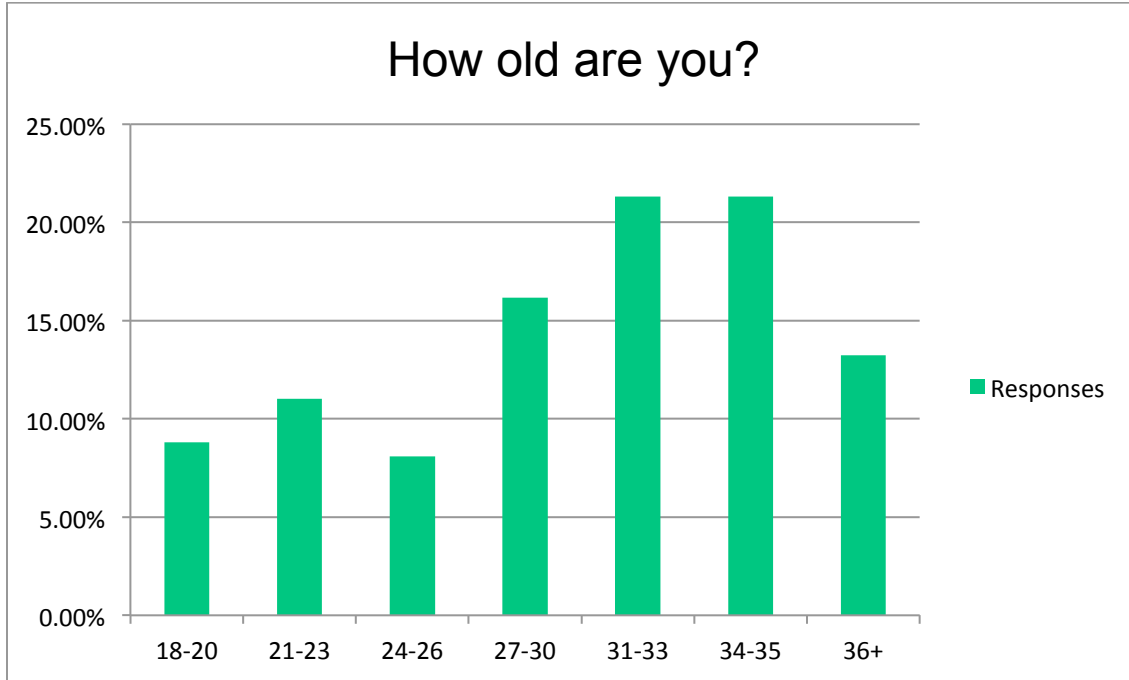


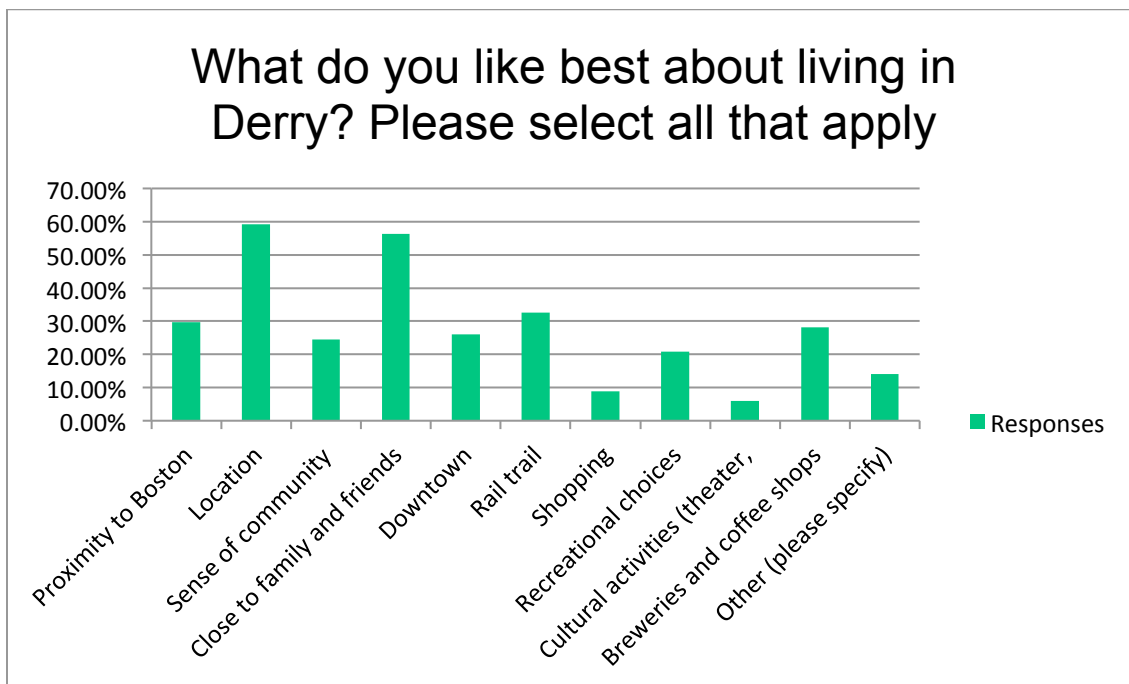
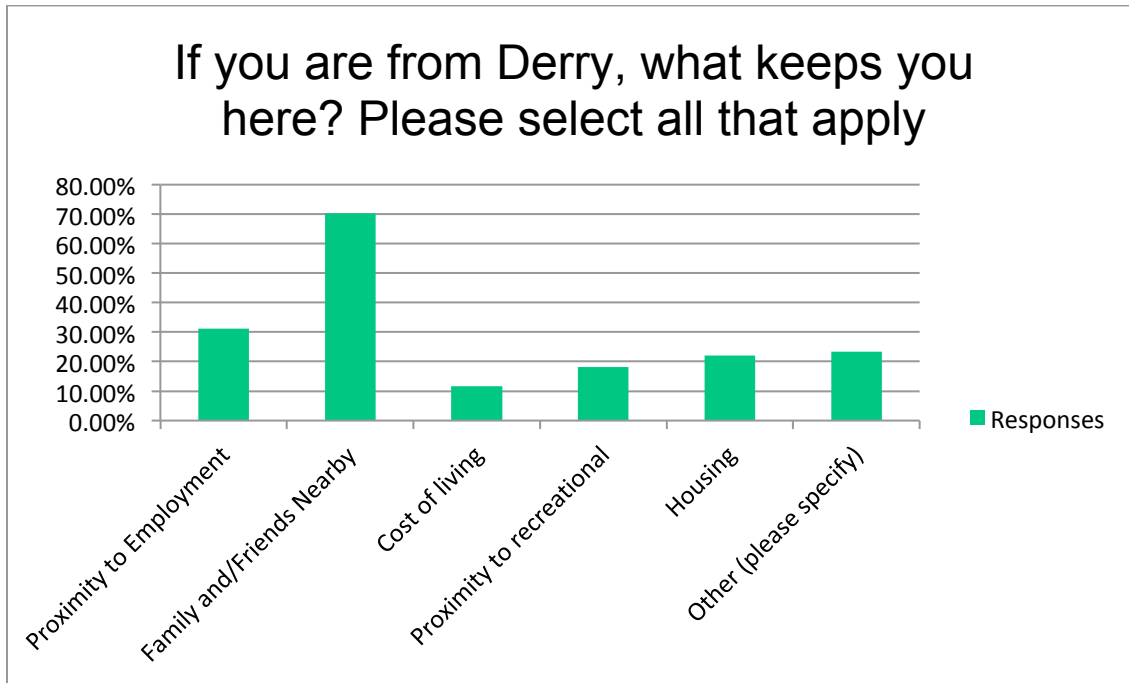
RECREATION

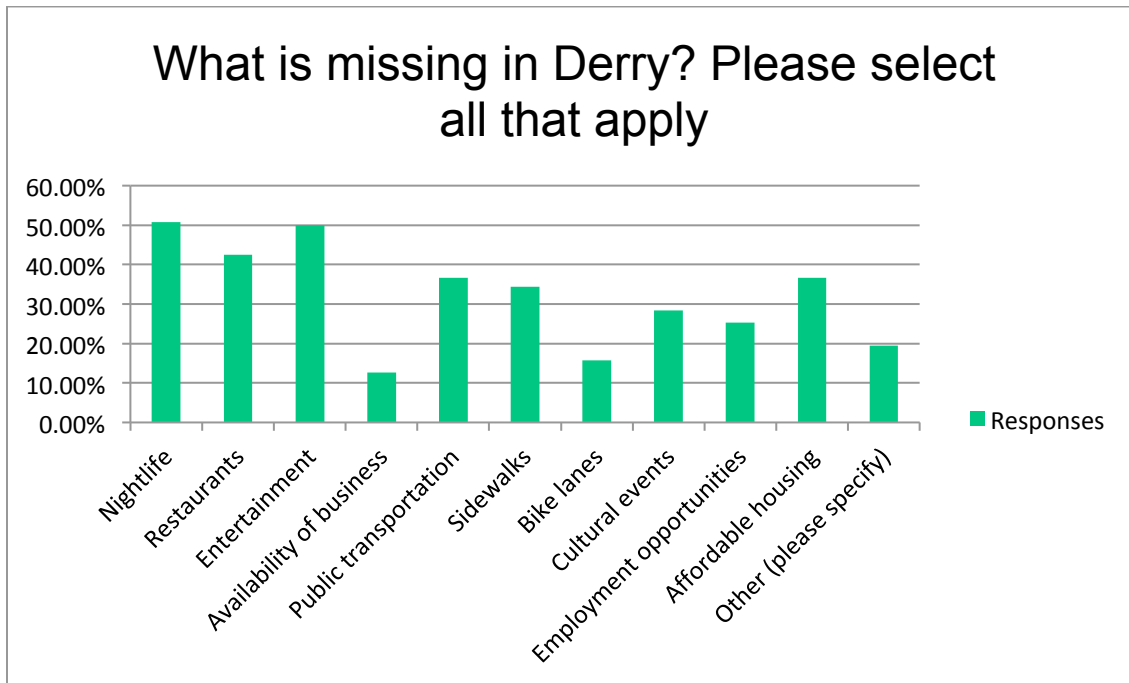
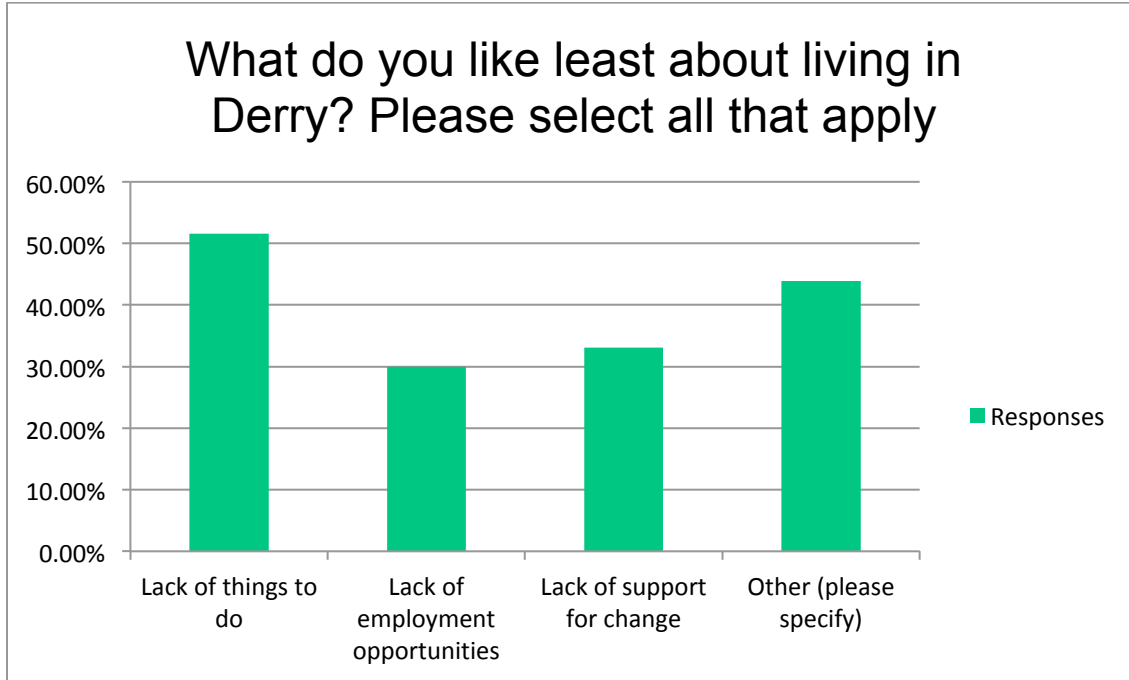
The Town of Derry is seeking input from younger residents, from ages 18-35 to inform the Master Plan Update process. Your experiences, opinions, and knowledge of Derry will be vital to ensuring the Master Plan reflects the needs of Derry's younger population. From topics like housing to entertainment, we want to hear from you!

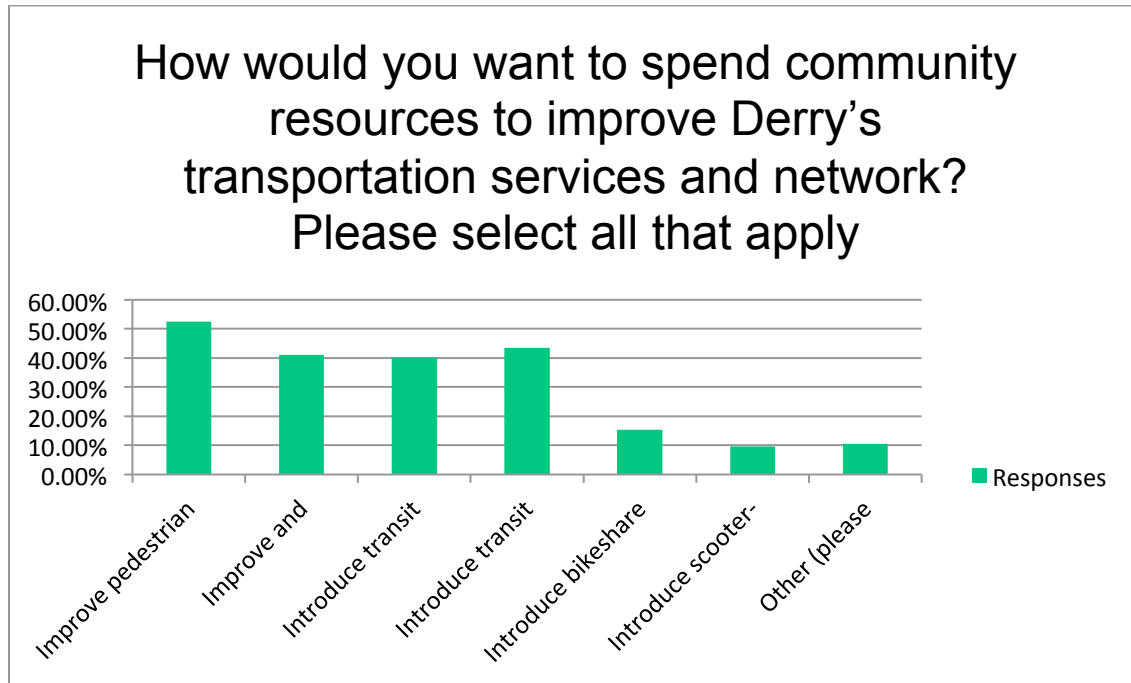
**THANK YOU FOR YOUR
PARTICIPATION!**











If you could do one thing to improve Derry, what would it be?

Written-Responses (Mentioned more than once)

Lower Taxes

More affordable housing

Improve/Invest in downtown

More Third Places/things to do

Improve walkability/expand sidewalks

Renovate older buildings/improve aesthetic quality in town

More businesses in town

More dining/bar diversity/quality dining options

Community Center/Community events

Add more bike trails

Add more streetlights

Community Pool

Encourage public transportation

Derry Parks and Recreation

2020 Recreation Needs Assessment Study



Submitted March, 2020 by:

Robert J. Barcelona, Ph.D.
Matthew Frye, M.S., CTRS/L
James Hilton, M.S.

Department of Recreation Management and Policy
Community Planning and Research Collaborative (CPARC)
University of New Hampshire

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Special thanks to Kira Babcock, Julianne Kelleher, and Laura Scrimshaw, UNH Recreation Management & Policy Graduate Students, for their assistance with this report.



**University of
New Hampshire**

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Executive Summary

The Derry (NH) Parks and Recreation Department is a multifaceted parks and recreation department serving more than 34,000 residents in the town of Derry and surrounding areas. The department manages a wide-range of natural and built facilities used for passive and active recreation. For example, the department manages a variety of parks, conservation areas, playgrounds, waterfront areas, splash pads, dog parks, athletic fields, and indoor recreation facilities. The department also provides diverse, multi-generational program offerings, including senior programs, trips, youth and adult recreational and instructional sports, fitness classes, and outdoor activities. Programs are offered in a variety of locations, and the department partners with local schools and other community organizations to provide recreation services to residents.

Based on the activities associated with this project, including background research, benchmarking, trend analysis, stakeholder focus groups and community meetings, and a resident household survey, the following findings/recommendations are offered for consideration by the Derry Parks and Recreation Department:

1. Revitalize Hood Park focusing the park on nature-based recreation with active recreation elements. Consider expanding programming and events to draw more participants to the park.
2. Revitalize Alexander Carr-Park, including upgrading and renovating the Lodge for community activities and functions, renovate the existing playground, and renovate or repurpose the existing skate park.
3. Increase lighted, multipurpose rectangular field space, and add one additional 90' baseball diamond.
4. Finish the Derry Rail Trail/Bike Path, capitalize on Derry's shared notion of connectivity as a community value, and position Derry as a hub for trail networks in the state and region.
5. Investigate the feasibility for adding a 20-30,000 square foot community indoor recreation center with separate dedicated space for seniors and teens/youth.
6. Finance park and recreation improvements, including a multigenerational community center, from a diverse mix of funding sources.
7. Add additional full-time staff equivalents (FTEs) to the park and recreation department to better maintain and improve park and recreation facilities and amenities and to accommodate participant needs for recreation programming.

APPENDICES

MASTER PLAN: Derry, New Hampshire

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Master Plan

Vision Derry's Future



6PM

Kick off the Master Plan Update.
Join us at the Pinkerton Academy
Freshman Auditorium to begin to
craft the vision for Derry's next
decade and beyond.

Refreshments and babysitting
available free of charge.

More details can be found at
www.derrynh.org/masterplan

NOV 28
2018

What makes Derry unique?
How would you improve Derry?
What is missing from our Town?

masterplan@derrynh.org

Master Plan

Community Forum #2



10:30 AM

Join us in the Derry Municipal Center, 3rd Floor Meeting room. This forum is the next step in the planning process. We will refine the visions and goals that were developed based on input at the last forum, share findings regarding existing conditions and together identify priorities and strategies for moving forward.

Light refreshments.

www.derrynh.org/masterplan

APR 06
2019

Refine Visions and Goals
Review Existing Conditions Findings
Identify Shared Priorities
Propose strategies for the Future

masterplan@derrynh.org

Master Plan

Community Forum #3



7:00 PM

Join us in the Derry Municipal Center, 3rd Floor Meeting room. This forum is the final step in the planning process. We will present the draft Implementation Plan and look for final feedback on the identified Goals and Strategies.

www.derrynh.org/masterplan

Oct 30
2019

Review Implementation Plan
Refine Strategies and Priorities

Gather final feedback

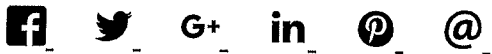
masterplan@derrynh.org

https://www.derrynews.com/news/master-plan-update-continues-with-april-forum/article_8b1f2294-345f-5822-ab07-8c0b9beed4b6.html

Master plan update continues with April forum

Visions, goals, ideas welcome at event next month

By Julie Huss jhuss@derrynews.com Mar 18, 2019



DERRY — It's a chance to talk all things Derry, what makes the town successful, what improvements can be made and how all things community can tie together for one cohesive vision.

Derry's master plan update continues on and the community is invited to offer input at the next community forum.

The next forum is Saturday, April 6, 10:30 a.m. in the third-floor meeting room at the Derry Municipal Center.

The master plan process is typically done every five to 10 years, according to Derry Planning Director George Sioras, who added that the current process is yielding a lot of good information from many age groups and sectors of the community.

Derry had its last master plan update approved in 2010 and that included community profiles, surveys and collective meetings joining many stakeholders in the process.

The Lexington, Massachusetts-based Community Circle group is supporting Derry with the most recent master plan update process. The group has supported master plan work in several New Hampshire communities.

The group led a community gathering last November at Pinkerton Academy, joining town and school officials, residents and business owners to discuss all things Derry, what's working, what's not and what might be best moving forward.

Community Circle is taking all the information from that meeting, and also information from a recent downtown workshop to eventually incorporate into the final report to the town.

Sioras said the next community forum will continue the process of gathering information and ideas from many stakeholders in the community.

A typical master plan covers all things about a community, including its residents, schools, recreation, transportation, growth, economic development, land use, zoning, and demographic changes.

Derry's planning department identified a number of priorities that could be included in the master plan update process — the downtown, economic development, and how the planned Exit 4A project will impact the community and its residents while potentially offering a strong opportunity for growth and development in certain areas.

For Sioras, in this time of social media where information is shared in a moment's notice, the master plan update may bring out new faces with many new ideas, more opinions to share, and a platform to share much information quickly.

Sioras said surveys and "comment boards" were also placed at various town locations, including the Marion Gerrish Community Center and both Derry Public and Taylor libraries where patrons could jot down simple ideas on the board about what they like, or don't like, about Derry.

Seniors at Pinkerton Academy also had an opportunity to voice opinions about the community and what they would like to see. Local coffee shops also had surveys placed for customers to fill out.

"We are trying to reach out to different groups," Sioras said. "You get a different vibe in each of these."

He said all that information will also be compiled as part of the plan update process.

And more groups will be targeted in the weeks ahead, including senior citizens through the

Derry Recreation Department, Sioras said.

All input is much appreciated, he added.

"You are really trying to determine what you want the town to be over the next 10 years," Sioras said.

Past master plans are often a key to where a community has been. When updates are done, it's a way to show what vision town stakeholders may hope to see.

Once the final report is done, Sioras said the information will be distributed to Town Council, and other departments and officials and recommendations/goals can then possibly be moved forward to implement.



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Real Couples, True Stories—No Pregnancy Is Perfect

By Parkland Medical Center

0 comments

Nutfield News

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April 11, 2019 • Volume 15 - Issue 15

Serving the Derry Area

Town Administrator Overviews FY20 Budget Plans to the Town Council

MACK LEATHURBY
NUTFIELD NEWS

At the April 2 Derry Town Council meeting, Town Administrator, Dave Caron overviewed the current status of the Town's Budget. Caron presented key metrics and plans for the upcoming year.

Caron began, "The FY20 Fiscal Budget for Derry fully funds the fourth year of collective bargaining that was approved by the Town Council in Fiscal year 2017, and the new budget adds one position to DPW building maintenance with an immediate focus on five facilities."

"The budget expands the Route 28 North TIF District to the Derry Commerce Corridor to support economic

development and downtown revitalization growth. The budget reallocates expenses in key functional areas including downtown capital project TIF districts."

TIF stands for Tax Increment Financing, which is a public financing method, used as a subsidy for redevelopment, infrastructure, and other community improvement projects. Through TIF, a municipality typically diverts future property tax revenue increases from a defined district toward an economic development or public improvement project in the community.

Caron reported the new budget maintains Capital Improvement Project (CIP) funding transition from a fund balance to a blend of

fund balance and budget support.

The gross budget for Derry is about \$48.5 million and estimated revenues are within \$20,000 dollars of what was previously forecast, with veteran's credits added in, plus an amount budgeted in for an overlay.

The estimated value of the community is \$3.205 billion and that has been increased by about \$32 million for this year with \$17 million expected to come from new construction and \$15 million of this number is from transfer of the Route 28 North TIF District.

The outcome of these numbers is that the projected tax rate is now recommended to be \$7.72 which is a 1.6%

continued on page 3

Planning Assessment for Housing and Business Reveals Opportunity

MACK LEATHURBY
NUTFIELD NEWS

Recently the Master Plan team has put together a summary of the current status and conditions of Derry, which is contained in a document available from the town web site that is called: Inventory and Assessment of Existing Conditions.

Some of the findings about town housing and economic opportunities are divulged in the study.

Housing conditions for Derry is steady at this time. Derry is a residential town, where housing will continue to be the primary land use and primary component of the Town's tax base. Today, half of all housing units in Derry are detached single-

family homes and the other half include a mix of everything from two-family residences to large multi-family apartments.

Renters currently comprise almost 40 percent of all households and Derry has many young householders because its housing is fairly affordable and offers many choices. Twenty-two percent of the town's renter households are under 35 years old.

While Derry satisfies its legal "fair share" of regional housing needs compared to surrounding towns, there is a significant amount of lower-income people living in housing they cannot afford. Approximately 44 percent of all households in Derry have low or moderate incomes and according to

estimates from HUD, 72 percent of those residents are paying more for housing than they can actually afford.

While the population in Derry grew substantially over the past 20 years, regional planners estimate that population growth in the Derry area will now grow at a slower pace going forward. The current regional forecast offers that by 2050, Derry's population will be about a thousand more residents than it is today due to certain economic and population growth factors currently in place.

Approximately 70 percent of Derry's 12,500 town households are families, which is a lower rate of fam-

continued on page 12



Derry resident Lolly Fleming adds her thoughts with a sticky note on what makes Derry a Good Place to Live during the Master Plan Session at the Derry Municipal Center on Saturday morning.
Photo by Chris Paul

Derry Master Plan Process Moves Toward Planning Phase

MACK LEATHURBY
NUTFIELD NEWS

Derry's Re-Imagine Downtown Workshop held on Saturday April 6, kicked up a lot of interest and a good turnout, including some new residents.

The multiple Master Plan events in Derry first kicked off late last fall. George Sioras, Town Planning Director, and Elizabeth Robidoux, Planning and Economic Development Assistant are leading the Master Plan team effort. Community Circle in associa-

tion with Martha Lyon Landscape Architecture, LLC, the Barret Planning Group, LLC, and the BETA Group are assisting with the Master Plan to develop a dynamic living document that will provide the basis for decision making for town planning over the next decade.

So far in 2019 the Master Plan team has gathered information from individuals, businesses and Town officials to construct a practical yet creative plan. Planning phases will continue through-

continued on page 8

Master Plan

continued from page 1

out the year with the goal of having a recommended plan, along with implementation priorities by October of 2019.

Sioras introduced Daphane Politis, Lead Project Consultant from Community Circle, to provide an overview of the current sta-

tus of the project. Politis assured everyone involved, that their ideas and feedback were heard and taken into consideration after the last meeting. Those ideas will be carried forward and considered along with all new ideas and feedback that come to the attention of the Master Plan team, before moving forward on the implementation phase.

Politis said, "We want to

briefly give you an update regarding what we've been doing since the last workshops. The goal of the Master Plan team is to learn from each of these workshops what you want Derry to be in the future."

Politis updated the process for the Master Plan in a similar manner to the first Master Plan meeting held in November 2018.

After the overview of the

process, attendees were directed to use post it notes to write ideas and actions and stick them on large sheets of papers at six different stations within the meeting area. The posters at these stations already had ideas from prior workshops, such as solutions for parking and more downtown revitalization. At each station everyone attending the workshop had an opportunity to provide and discuss these written ideas.

Politis then asked the participants in the workshop to indicate which items they felt were the most important items that were listed among the different stations, which were then narrowed further to the five most important items. This would provide the Master Plan team with the ideas and actions that were important.

After the strategy portions of the workshop the Master Plan team held a raffle for the attendees that included gift cards and tokens to be used at various restaurants and businesses in Derry.

The Master Plan team will compile the results from the Master Plan workshops. Politis said the complete list would soon be available and posted online. All interested residents will be able to view the list of ideas and that the Master Plan is ready for move on to the next phase.

Politis said, "The next phase will be to analyze the prioritized ideas and actions and determine a strategy on



Daphane Politis, the Lead Project Consultant from Community Circle gives attendees the signal to move on to another station with her cow bell.

how they will be implemented. We need to consider, who's going to do it, when will they do it, who should they work with, and where will the money come from."

"The implementation and strategy will be developed around the goals and vision of the plan that has been developed from the community-based actions. Each goal will have action items and the team will assign and monitor the responsibilities for completions of each item as needed."

She also said, "We will look for the ripe apples which are the 'low hanging fruit' that are relatively easy, low cost actions that will make a difference in the community and can be start-

ed now." Politis urged the community to stay informed. She said, "What we really need from you is for you to check on the website for all updated information, next steps and times and dates for further meetings."

"In October, we are going again to call the community to action. At that time we will present the initial implementation plan to everyone. This plan will take into account the vision and goals, the inventory and assessment of existing conditions, and the trends we have found."

She closed the meeting saying, "And then we will have discussion about what you think of the plan. Thank you for all of your efforts."



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TODDLER TIME



Some of our Attractions:

- Rock Wall
- Battle Beam
- Wipeout
- Reaction Wall
- Tumble Track
- Basketball Dunking
- Extreme Dodgeball
- Trapeze and more!

Toddler Time • Birthday Parties • Groups • FUNraisers

Steeplegate Mall
270 Loudon Rd., Concord, NH
603-664-4444
altitudeconcord.com
Mon-Thurs 10AM - 8PM • Fri 10AM - 10PM • Sat 9AM - 10PM • Sun 10AM - 8PM

360 Daniel Webster Highway
Merrimack, NH
603-261-3673
altitudemerrimack.com



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Master plan process to target downtown, Exit 4A

Community invited to help craft Derry's vision

By JULIE HUSS
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DERRY — It's a chance to talk all things Derry, what makes the town successful, what improvements can be made and how all things community can tie together for one cohesive vision.

Derry is beginning an update of its master plan and input is welcome.

The community is invited to a master plan update kickoff session on Wednesday, Nov. 28, 6 p.m. at Pinkerton Academy's freshman auditorium.

The master plan process is typically done every five to 10 years, according to Derry Planning

Director George Sioras, who added the state supports that effort with definitive timelines for getting updates completed.

Derry had its last master plan update approved in 2010 and that included community profiles, surveys and collective meetings joining many stakeholders in the process.

The Lexington, Massachusetts-based Community Circle group will help Derry with the master plan update process. The group has supported master plan work in several New Hampshire communities.

Money to pay for the update, about \$100,000, has already been budgeted and approved.

Sioras said the process not only updates a community's information but shows changes to past visions, what was done and what was not.

"A community can grow," Sioras said. "(A master plan) can give new insight, thoughts and ideas can be different, laws change."

He also said that it's often a joke that master plans get completed, then sit on a shelf somewhere, never to be studied or implemented.

In Derry's case, Sioras noted that there have been many past plans proposed and studied extensively on various projects including downtown revitalization and improvement.

Some plans were carried out, as in successful streetscape work, sidewalks and lighting. Others are now possibly just hidden away as intricate architectural drawings in a closet, once put forward as vital plans, then stalling as town priorities change.

A typical master plan covers all things about a community, including its residents, schools, recreation, transportation, growth, economic development, land use, zoning, and demographic changes.

Derry's planning department identified a number of priorities that could be included in the master

plan update process — the downtown, economic development, and how the planned Exit 4A project will impact the community and its residents while potentially offering a strong opportunity for growth and development in certain areas.

For Sioras, in this time of social media where information is shared in a moment's notice, the master plan update may bring out new faces with many new ideas, more opinions to share, and a platform to share much information quickly.

Community Circle principal Daphne Politis wrote to Sioras in a proposal letter stating that during the process Derry's priorities will be identified and refined while community input will play a role in helping identify those priorities. Politis said the final document will be user-friendly, brief, and full of maps, photos and charts to easily explain key points.

Derry's Economic Development Director Beverly Donovan said

master plan work is rewarding and can tell a community a lot about what it is, and hopes to be.

Past master plans are often a key to where a community has been. When updates are done, it's a way to show what vision town stakeholders may hope to see.

"And it's always good to go back and reassess everything you are doing," Donovan said. "I like the process."

Elizabeth Robidoux, Derry's planning and economic development assistant, said the master plan process is exciting and worthwhile.

She said for a town planning department, the process reemphasizes all the hard work a community does behind the scenes. It's also an opportunity for the town's residents to voice opinions on their own visions for Derry.

"This is the good stuff, this is planning and we get to be proactive," Robidoux said. "These are exciting times in Derry."

https://www.unionleader.com/news/politics/local/derry-holds-first-public-master-plan-meeting/article_a692358b-c4aa-5ba2-b821-a92eefc6484c.html

Derry holds first public master plan meeting

By RYAN LESSARD Union Leader Correspondent Dec 12, 2018 Updated Dec 12, 2018

DERRY — The first public meeting gathering input for the town's master plan came up with a number of ideas, but officials lament poor turnout.

Daphne Politis with Community Circle recently wrote a summary report of the Nov. 28 meeting held at Pinkerton Academy. In it, she lists a number of key themes and goals for Derry's future.

"Derry is a big town with a small town feel," one of the participants is quoted to have said during the meeting.

Several people discussed how they liked the town's positive energy and philanthropic spirit. They also liked the town's proximity to nearby cities and its easy access to Interstate 93.

Participants also appreciated the character of Derry's downtown, and some of the restaurants, coffee shops and micro-breweries in town.

"There was one group that was really into (the micro-breweries)," Politis said.

Attendees expressed an interest in making downtown more of a destination by encouraging more mixed-use development, improving the streetscape, parking and walkability, and marketing the downtown.

They talked about making Abbott Court — a vacant, town-owned lot in downtown — a destination, and dealing with absentee landlords.

The town signed a \$16,000 contract with civil engineering firm TFMoran to do a feasibility study of the Abbott Court property.

For the most part, Politis said the participants expressed an interest in economic development as a means to increase job opportunities and broaden the tax base. High property taxes were listed among the residents'

least favorite things about the town.

About 70 people attended the meeting, according to Politis. At times, the participants were asked to break up into smaller groups with the directive not to group up with people they know.

Neil Wetherbee, one of a handful of town councilors who attended the meeting, said that directive was impossible to follow. He said the meeting was productive but, except for a few new residents, those who attended were largely the usual active citizens and elected officials.

"I think we were all a little disappointed in the turnout," Wetherbee said.

During a recent town council meeting, councilors expressed that disappointment and talked about possibly scheduling an additional meeting in the hopes of getting a broader cross-section of residents to attend.

"This is really a bottom-up process," Wetherbee said. "There's a lot of changes going on in Derry and we want to kind of hear from people, see what they like and what they don't like."

Wetherbee said Derry is a working-class town, and part of the problem may have been that it was a three-hour meeting on a Wednesday night.

Town Administrator Dave Caron said a number of strategies for increasing resident participation have been floated, including bringing the meeting to existing community groups like parent-teacher organizations, but no decisions have been made yet.

Caron expects the subject to be discussed further at the next Town Council meeting and Planning Board meeting.

Politis said the next master plan meeting in the spring will be a presentation of their findings of the town's inventory of existing conditions and resources. In fall of 2019, there will be another meeting where Politis will present an action plan based on their research and community feedback.

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https://www.unionleader.com/news/politics/local/derry-officials-hope-for-strong-turnout-at-meeting-to-help/article_0c965a53-f2af-599a-a1ab-7577fd8938f5.html

Derry officials hope for strong turnout at meeting to help decide town's future goals

By RYAN LESSARD Union Leader Correspondent Apr 3, 2019 Updated 13 hrs ago

DERRY — In the second major community input session of the Derry Master Plan process, community members will have a chance to help decide the town's future goals for the next decade, and win some raffle prizes.

The meeting is Saturday from 10:30 a.m. to 12:30 p.m. in the main third floor meeting room of the municipal center. All residents are invited.

Daphne Politis with Community Circle has been contracted by the town to facilitate the meetings and create the master plan. She said the raffle prizes were added as a way to incentivize participation, and she has done more outreach to advertise the event.

"Everyone who attends is eligible to enter into a free raffle," Politis said. "Local businesses have been really generous with their gift certificates and stuff."

Light refreshments will also be served at the meeting.

Town officials expressed frustration over what they saw as low turnout following the first meeting on Nov. 28, which saw about 60 people in attendance, and suggested future meetings take place on a weekend.

Politis said people who attended the last meeting can still attend the next one, and she hopes more people come who weren't involved before.

"We're now in the second phase. This is two out of three meetings, and they all kind of build on each other," Politis said. "This is a pretty critical meeting because the next one in the fall will be the unveiling of the plan."

The first meeting was about brainstorming ideas for a central vision, which culminated into six goals and an inventory of existing resources broken up into seven categories. The goals and inventory will be reviewed on Saturday, and members of the public will have a chance to weigh in on them. From there, the plan will start to cement into ways to achieve those goals, and prioritizing those strategies.

"This is absolutely for everyone and we need to hear from everyone," Politis said.

"There are parts of the plan that deal with different parts of town."

Politis said the stakes are high because the master plan will be used as a guideline by the town for the next 10 to 20 years. She's hoping for good turnout and, more importantly, a diverse sampling of the town's various demographics.

In and effort to supplement some of the groups not well represented at the first visioning session last fall, she has planned two "mini-visioning" sessions; one was with a group of about 30 high school seniors at Pinkerton Academy on March 12, and another is planned for later this spring for senior citizens.

Politis said the master plan is also incorporating public input from a late January workshop about improving the downtown area, a town survey with over 250 respondents, a Southern New Hampshire Regional Planning Commission survey with over 400 respondents and other vehicles for public input.

She said the goals are as follows:

- Make Derry a destination.
- Encourage economic activity.
- Address opportunities and challenges posed by Exit 4A.
- Promote Derry as a place to live.
- Promote health and wellness.
- Conserve energy and plan for future resiliency.

The third and final meeting is likely going to be scheduled for October.

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