

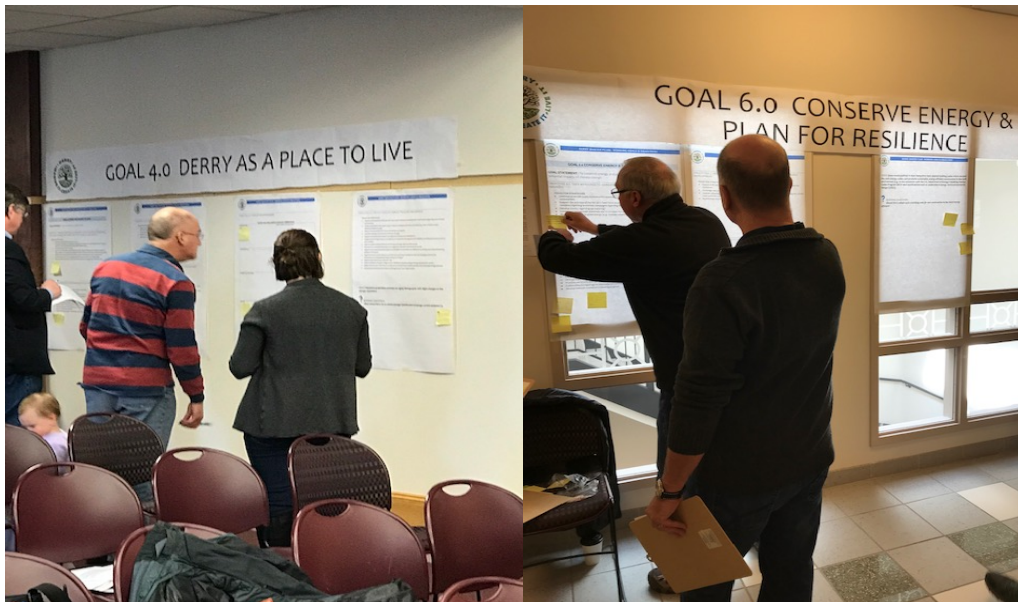


Summary of Public Input Town-wide PUBLIC FORUM #2

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 England NH 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 of 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 for 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?"

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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 then 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	<i>Make Derry a drive-to rather than a drive-through commuter town</i> <i>Encourage new businesses to utilize existing empty spaces (SMALL DOT)</i> <i>Work with area venues to attract a small to mid-sized hotel</i> <i>More upscale restaurants for the Downtown</i> <i>Enough chain businesses, storage facilities and Dunkin Donuts</i> <i>Utilize grants & tax incentives for non-chain small businesses</i>	4	
Invest in infrastructure that supports business growth (e.g. sewer, water, and transportation items)	<i>Help businesses repurpose existing spaces (incentives) (2 SMALL DOTS)</i> <i>Broadway speed limit to 25 MPH</i> <i>Extend sidewalk to all areas of downtown Derry – Fordham, extension to</i>	6	4



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

	Kendall Pond Road to bypass 28 to Tsienneto Road		
Support the Economic Development Officer'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	Take Franklin St resident's concerns into account!	0	0
Improve and ensure walkable streets and sidewalks for all ages down Tsienneto Rd.	2	0	Find space for Salvation Army	2	1
Consider east-west link for rail-bike-trail. Tie it all together	1	0	Elimination of Salvation Army property in addition to the current Police Station	0	0
Town needs to work with Salvation Army to assist in locating new facility to keep Services in town	1	0	Reduce lanes for 4A on Folsom from 6 to 4	0	0
Traffic monitoring and control. Direct around or into Downtown. Entertainment, dinning services, culture	2	0	Maintain greenspace and recreational opportun	0	0
Widen streets, our street is on only 19.5' wide, and at commuter time 100 cars per hour from 3-6 PM pass through our tiny neighborhood	1	0	Unalleviated increased congestion in dense area	0	0
Will increase the idea that Derry is a pass-through town, not a destination. Support rail trail	0	0	Traffic will increase dramatically as you approach the Police Sta. Traffic on Rt. 28 will Be negatively impacted	0	0
More sidewalks for baby walkers, dog Walkers and :work out'' walkers	0	0	Need more input on the residences that would be affected	0	0
Need to balance traffic flow and pedestrian traffic	2	0	Increasing traffic on route will negatively affect the valuation of all housing along roadway	0	0
Sidewalks on Tsienneto Rd.	0	0	Need better advertising of meetings and community voting on decision and election days	0	0
Traffic will be a huge concern. Need to			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 STATEMENT: To promote Derry as a place to LIVE THIS RECEIVED 3 gold stickers

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 **MILLENIALS** 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.			



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 o 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			



DERRY MASTER PLAN: WORKING GOALS & OBJECTIVES

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



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>?</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		