

Master Plan, Derry NH

Public Forum: Presenting the Plan

October 30, 2019

Vision, Goals and Objectives
Key Recommendations





DERRY IMPLEMENTATION PLAN: Goals and Objectives

Numbering does not indicate priority

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

A VISION FOR DERRY'S FUTURE

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

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

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

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

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

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

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

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

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

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

TOP TWELVE (12) KEY RECOMMENDATIONS

Master Plan: Derry, NH

Order does not indicate priority

Develop a **Downtown Revitalization Plan**

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

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

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

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

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

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

- Help to stay in their own home
- Encourage creation of small, affordable smaller units designed for access and visitability
- Transportation
- Access to recreation, socialization, health and wellness

Attract **young adults** to live in Town

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

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

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

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

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

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

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

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