

Vision Statements

A community's vision is its long-term goal. Vision statements should be far-reaching, help guide development recommendations and strategies, and serve to measure implementation and success. Based on public input through workshops, focus group sessions, the concurrent "Best Towns Process," other public participation efforts, analysis of data, public review and comment, and small meeting discussions, the steering committee developed a series of vision statements to help guide Londonderry's future.

Londonderry Master Plan Vision Statements:

HOUSING

Londonderry will strive to create a diverse housing stock to address the needs of all its residents and provide an opportunity for residents to live, work, and recreate in the community.

TRANSPORTATION

Londonderry will have a diverse, safe, and efficient transportation infrastructure that encourages the use of multi-mode travel, while meeting the daily needs of businesses and residents.

PUBLIC SERVICES

Londonderry will strive to maintain and expand its high quality of efficient public services to meet the changing needs of the community.

ENVIRONMENT, OPEN SPACE, AND RECREATION

Londonderry will continue to create and protect a healthy environment for residents, wildlife, and the plant communities and water supplies that support them, by identifying and protecting open spaces for active and passive recreation, parks and scenic views, habitat, agriculture, forestry and water supplies.

BUSINESS AND ECONOMIC DEVELOPMENT

Londonderry will strive for balanced economic growth that takes full advantage of the town's economic opportunities and maintains or reduces the town's residential tax rates without adversely impacting quality of life (e.g., traffic, environment, community character, etc.). Londonderry will be known as a business friendly town with a diversity of businesses that are appropriate to the community's environment and character.

SENSE OF COMMUNITY

Londonderry will have a balance of cultural activities, resources, and facilities that meet the needs of residents and encourage a community spirit where residents will become active in civic and community events. Londonderry's history will be promoted and preserved as an important component of the town's identity.

Londonderry Vision Map

The following Vision Map is a graphic representation of the plan's major concept areas and a summary of primary recommendations.

LONDONDERRY MASTER PLAN 2004

GROW OUR LOCAL ECONOMIC OPPORTUNITIES

- ENHANCE MONEY AND PLACE COMMERCIAL TRADING AND INVESTMENT
- BALANCE GROWTH OPPORTUNITIES WITH MANCHESTER AIRPORT

STRENGTHEN OUR COMMUNITY FABRIC

- CULTIVATE COMMUNITY INSTITUTIONS AND CLUB ACTIVITIES IN THE TOWN CENTER
- PROMOTE WALKABILITY AND CREATE TRAIL CONNECTIONS WHERE APPROPRIATE

ENHANCE QUALITY OF LIFE

- INCREASE EFFORTS TO PROTECT WATER QUALITY
- PROVIDE ADEQUATE RECREATION AND CULTURAL OUTLETS FOR ALL RACES
- MAINTAIN RESIDENTIAL NEIGHBORHOODS AND DIVERSITY INCOMING

CELEBRATE OUR NATURAL SETTING &
AGRICULTURAL HERITAGE

- SUPPORT OUR EXISTING FARMS AND ORCHARDS
- COMPLETE THE TOWN-WIDE GATEWAY
- PROTECT NATURAL RESOURCES AND SENSITIVE ENVIRONMENTAL PLACES



Vision Map

Town of Londonderry
2004 Master Plan Update

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Airport area image credit: Randy Kesteven, K&W Design

Primary Recommendations

This plan and its recommendations are grouped under two main categories – Livability and Managing Change and Growth. This organization helps to establish a conceptual framework for the document and reflects the primary issues and opportunities discussed by the Master Plan Steering Committee. Livability is broadly defined as those aspects of the community that contribute to our high quality of life. Essentially, these are the features that make Londonderry a special place to be. Managing Change and Growth focuses on economic development, business, and infrastructure and includes discussions of industrial and commercial areas, transportation corridors, and business enhancement strategies.

The Major recommendations listed in this section include a variety of short- and long- term actions and strategies which the Master Plan Steering Committee feels are the most pressing or essential to achieving Londonderry’s vision.

Livability Recommendations

Londonderry is a special place – rich in history, with a wonderful natural environment, thriving agriculture, pleasant and safe neighborhoods, and so many enthusiastic people dedicated to bettering the community. These characteristics, categorized in this plan under “Livability,” are the features that we associate with the broad definition of “home” (e.g., our community) and quality of life.

However, perpetuation of these qualities is not guaranteed. Rather, we must continue to focus our attention on their maintenance and enhancement. Whether that means encouragement, management, investment, or protection, our community must strive to maintain and improve Londonderry’s livability.

ENHANCE LONDONDERRY'S TOWN CENTER

Develop an area master plan focused on coordinating the ongoing investment and development of this important area. Designate a committee to help with the plan, engage the public, prioritize projects and initiate implementation.



PROVIDE RECREATION

Support the pursuit of new recreational amenities, as well as the maintenance and improvement of existing recreational resources. Enhance communication between all committees, groups, volunteers, and organizations involved with land acquisition, land stewardship and maintenance, open space planning, natural resource planning, recreation, cultural, and historical enrichment efforts.

PROMOTE LOCAL AGRICULTURE AND PRESERVE AGRICULTURAL AREAS AND AGRICULTURAL HISTORY

Support investment in agriculture. Build off of the success of Apple Way and identify new opportunities for agri-tourism (e.g., promote bed and breakfasts). Prioritize active agricultural areas in purchase of development rights programs and business development.



ENHANCE OUR NEIGHBORHOODS AND DIVERSIFY HOUSING OPPORTUNITIES

Encourage a diversity of housing types while maintaining the character of existing residential neighborhoods. Encourage increased development of senior and other forms of affordable housing units. Continue neighborhood planning efforts and develop neighborhood specific plans as amendments to the master plan as appropriate.

CONTINUE CONSERVATION EFFORTS

Initiate update of the town's open space plan as an amendment to the town's Master Plan. The primary focus should be to celebrate the success of the town's ongoing program, re-confirm priorities (or determine new ones), engage the public, establish an acquisition program targeting financing needs and funding sources, and review maintenance and stewardship issues.

MAINTAIN OUR NATURAL ENVIRONMENT

Minimize the adverse impact of development on the natural environment. The town should promote enhancement and conservation of environmental resources and preservation of historic features through a variety of measures including but not limited to education, management, use of development incentives, and protection (through acquisition and/or regulation). A significant component of this effort should be completion of the Londonderry Greenbelt and the establishment of connected, "green infrastructure anchors" (major environmental resources such as the Musquash Conservation Area). The town must also continue to enforce and expand special efforts to protect water resources such as aquifers, streams, wetlands, and ponds.



MANAGING CHANGE AND GROWTH

During the past few decades Londonderry has gone through an incredible transformation. As recently as the 1960s, the town was a sparsely populated agriculturally-based community. Today, Londonderry is home to approximately 24,000 residents, over 750 businesses, and has become a popular home for commuters traveling primarily to Massachusetts for work.

Of course, Londonderry will continue to grow. Projections indicate that this growth will occur at a slower rate than the 1970s and 1980s (the New Hampshire Office of State Planning projects a population increase of 16 percent over the next ten years), however, several factors and events such as the widening of Interstate 93, opening up of the airport area for commercial and industrial development, and the creation of future exit 4A, will contribute to the ongoing transformation of this community. As such, now is the time to plan for, and even encourage, change and development while protecting and enhancing what is special to the Londonderry community.

PROMOTE ECONOMIC GROWTH

Take advantage of Londonderry's assets – efficient transportation network, developable areas, entrepreneurial spirit, prime location – to enhance the town's economic base. To encourage business development in primary growth areas such as the “airport area,” and “Jack's Bridge” (the area northwest of Rt. 28), Londonderry must ensure that the tools needed for growth are in place (e.g., advance planning, financing program, appropriate zoning, infrastructure, and incentives as needed).



Image source: Randy Knowles, Knowles Design

ENSURE THAT GROWTH MEETS LONDONDERRY'S STANDARDS

Maintain and enhance the standards that will ensure sound economic growth and development meets with the values of our community. The town should require a high standard of site and structural design, ensure that the public realm is pleasant, require protection and sensitive treatment of natural areas, important environmental resources, and historic amenities, and minimize adverse impacts.

*ENHANCE COMMUNICATION AND COOPERATION WITH LONDONDERRY'S
BUSINESS COMMUNITY*

Work with existing businesses and representatives to keep apprised of their needs and concerns. Strive to make Londonderry more “business friendly” without reducing effectiveness or thoroughness of project review. Consider establishment of a promotional entity or encourage existing groups to help publicize the benefits of doing business in Londonderry.

DEVELOP AN ECONOMIC GROWTH STRATEGY

Work with the existing business groups, committees, and organizations to develop an economic development action plan to identify how we can best utilize our strengths to enhance economic opportunity in Londonderry. The plan should establish measurable economic objectives, determine appropriate businesses to target in attraction efforts, identify financing and funding opportunities such as grants and loans, and other incentives the town can offer or promote, review and update marketing strategies, and identify ways to increase local residents’ participation in the local economy (rather than commuting out of state). The plan should identify ways to better utilize state resources such as the Department of Resource and Economic Development (DRED), Office of State Planning and Energy (OSP&E), Office of Business and Industrial Development (OBID), and Londonderry’s state representatives.

PROMOTE GREEN LONDONDERRY

Promote Londonderry's culture of unique businesses that are focused on environmentally-friendly technologies and practices. Work to expand participation in the town's Eco park (promote it to businesses and entrepreneurs outside of town) and consider utilizing similar concepts at other locations in Londonderry. Establish a reward or recognition system for businesses utilizing the "green" concept. Develop an education and outreach component to help businesses throughout town to identify cost cutting/conservation opportunities and identify grant or low interest loan funds to help cover "environmental audits."



IMPROVE LONDONDERRY'S TRANSPORTATION NETWORK

Access to transportation resources is one of Londonderry's most important economic development assets. The town must address high automobile traffic areas, make sure roads are well-maintained, and promote a variety of transportation solutions (beyond the automobile) – especially for youth and seniors.

MAINTAIN LONDONDERRY'S HIGH STANDARD OF PUBLIC SERVICES

Efficient delivery of high quality public services is a key component to maintaining Londonderry's livability and growth potential. Further, Londonderry's services should be flexible enough to respond to the communities ever-changing demographics (e.g., respond to the needs of the increased number of seniors in Londonderry).

MAINTAIN AND ENHANCE LONDONDERRY'S PRIMARY THOROUGHFARES

Route 28 and Route 102, Londonderry's primary east-west transportation corridors, serve a variety of important functions beyond simply travel within town. These thoroughfares are also sources for economic development and businesses, include a large mix of land uses, and connect the town to Interstate 93 and the region. As these areas continue to grow, Londonderry must work to conserve the open character of undeveloped areas, improve architectural consistency and quality, and encourage enhancement and beautification of each route.