

LONDONDERRY, NH MASTER PLAN STEERING COMMITTEE

MINUTES OF THE January 31, 2012 MEETING AT THE Cable Access Center

Members Present: Leitha Reilly, Chair and Planning Board Representative; Marty Srugis, Vice Chair and Heritage Commission Representative; Joe Green, Town Council Representative; Larry O'Sullivan, Zoning Board of Adjustment Representative; Mike Speltz, Conservation Commission Representative; Jason Allen, Londonderry Housing Redevelopment Authority Representative; Bob Saur, Londonderry Trailways Representative; Deb Paul, Business Community Representative; Mary Tetreau, At Large Representative (North); Barbara Mee, At Large Representative (Central); and Russ Lagueux, At Large Representative (South)

Staff Present: Community Development Director André Garron, AICP; Town Planner Cynthia May, ASLA; GIS Manager John Vogl; Community Development Secretary Jaye Trottier

Also Present: Brian Wright and Kara Wilbur of the Master Plan Consultant Firm, Town Planning and Urban Design Collaborative (TPUDC)

I. Call to Order

L. Reilly called the January 31, 2012 meeting to order at 7:03 PM

II. Approval of the December 28, 2011 Minutes

L. O'Sullivan made a motion to approve and sign the minutes from the December 28, 2011 meeting. M. Srugis seconded the motion. No discussion. Vote on the motion: 7-0-3. (J. Green, M. Tetreau, and D. Paul abstained as they were absent from the December 28, 2011 meeting).

III. Consultant Introductions

Master Plan Steering Committee (MPSC) Members and staff members introduced themselves to B. Wright and K. Wilbur.

IV. Master Plan Survey Discussion

A draft survey was provided to MPSC members for their review (see Attachment #1). It will be utilized for a 15-minute telephone survey made up of 500 respondents. C. May stated that staff was soliciting comments from the Committee to take to next Survey Sub-Committee meeting. A. Garron summarized that at the January 23, 2012 Survey Sub-Committee meeting, B. Wright had suggested using the headings listed in the Request for Proposals as the format for the survey questions. He reported that Tracy Keirns of the UNH Survey Center had, for the most part, incorporated that structure into the survey.

48 L. Reilly asked for comments on the survey. B. Wright asked how the MPSC
49 intends to use the answers to the survey. A. Garron replied that the expectation
50 is for Committee and staff to receive direction concerning the issues that will be of
51 greatest importance in the Master Plan. B. Wright advised using the results as a
52 guide, but not to rely on them solely. He suggested providing context to
53 questions and avoiding terms, particularly those that use technical jargon, which
54 will have different meanings to different people. The survey should supply general
55 sentiments and impressions and act as a framework for the public meetings to
56 occur later. That is the point at which more in-depth concepts will be developed.
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58 MPSC members made the following comments:
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- 60 • M. Tetreau: The introduction should be as brief as possible in order to
61 capture the interest of the respondent;
- 62 • M. Speltz: Removal of some of the more technically phrased questions will
63 help pare down the survey since the draft appears to represent an event
64 longer than 15-minutes;
- 65 • L. Reilly; Public meetings (e.g. Charrettes) will provide the opportunity to
66 make use of visuals in areas where the survey cannot;
- 67 • M. Speltz: A survey can generate expectations on the part of the
68 respondent and should therefore be aimed at garnering impressions rather
69 than using it with the goal of setting policy;
- 70 • M. Tetreau: The second question asking which adult in the house had the
71 most recent birthday, while used for randomization purposes, seems
72 awkward and may create confusion. The respondent may choose not to
73 participate as a result;
- 74 • J. Allen: The level of randomization trying to be achieved may not be
75 necessary for a survey of this size;
- 76 • M. Speltz: The purpose of the aforementioned question may be to avoid the
77 bias inherent in most households where one adult tends to answer the
78 phone;
- 79 • J. Allen: Other biases are inherent in the survey, e.g. limiting the pool of
80 respondents to those who are available between 6 and 8 PM or to those
81 who do not use landlines;
- 82 • L. O'Sullivan: The list of choices, e.g. under the set of questions related to
83 values, should be narrowed down to avoid losing the interest of the
84 respondent.
- 85 • D. Paul; In addition, the range used for those questions should be reduced
86 from one through five to one through three, making it easier for the
87 respondent to answer;
- 88 • L. O'Sullivan: The introduction should describe the process the MPSC is
89 trying to accomplish. The survey should focus on asking for the
90 respondent's opinions about the future of the town in more of an open
91 discussion format. B. Wright said that technique will be used at Charrette
92 where people are asked to express themselves, whereas the survey is
93 designed to elicit direct responses to general topics. An introduction
94 explaining the intent of the survey could, however, be helpful,;
- 95 • A. Garron: Most of the questions in the draft survey as presented should
96 provide the perspective of residents without examining too many specifics;

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- B. Wright: Questions such as "Should Londonderry adopt agricultural policies that...allow livestock-raising by homeowners" should be reworded to, e.g. "How important is it for you to produce your own food or obtain it from local sources?" This gets to the intent of the question without evoking situations with which the resident may not be familiar;
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- B. Mee: Is it possible to have the survey posted on the Town website? L. Reilly and A. Garron noted that the phone survey is only one method of obtaining information. While the website could be employed in some way, this particular survey should be restricted to the phone format;
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107 **Presentation by TPUDC on Master Plan Schedule**

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109 B. Wright observed that the MPSC seemed to find data an important factor of the
110 Master Plan, which he said is a traditional approach. He explained that a Master
111 Plan, however, should be a living document, easily accessible to all residents. The
112 use of infographics, for example, can make the plan "user-friendly" for those not
113 familiar with Planning concepts. Finding out what is important to residents, he
114 suggested, may not always require data or the projections they produce
115 (particularly when projections often contain many assumptions). Gathering facts
116 that construct a picture of Londonderry as it exists today is not as important as
117 producing a document that captures the essence of what the residents want for
118 the future of the town. Maintaining the visionary aspect of the plan, he warned,
119 will be a challenge as the goals of the residents are put through the governmental
120 process of approval from MPSC Committee to Planning Board to Town Council. It
121 will also be a challenge to focus residents on the future of the community as a
122 whole, since most people naturally think in terms of the present and their
123 individual lives.

124

125 *[B. Saur arrived at 8:10 PM]*

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127 B. Wright then asked members what their hopes were for the Comprehensive
128 Master Plan Update. Members answered as follows:

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- D. Paul/J. Green: The Master Plan needs to include methods to achieve the goals in contains. Implementation is an important factor.
 - M. Srugis: Once the vision is illustrated in the Master Plan, the goals and concepts need to be able to filter down to the Capital Improvement Plan where they can actually be achieved;
 - B. Saur: Our government largely revolves around annual budgetary and voting processes. The Master Plan should provide the long term vision that can guide each of those annual cycles;
 - J. Green: The Master Plan is a kind of lengthy Mission Statement used by different Boards and Committees in various ways to measure their efforts against the goals defined in it;
 - A. Garron: The Master Plan acts as "marching orders" from the community to staff;
 - B. Mee: It is an opportunity to involve residents in their future and the direction of their town;
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- 145 • J. Green: The document needs to be interactive and made accessible in a
- 146 variety of ways;
- 147 • M. Speltz: The Master Plan addresses those tasks and goals in life that
- 148 residents can only achieve when in cooperation with each other;
- 149 • J. Green: Protection of Londonderry's rural aesthetics is an important goal;
- 150 • M. Speltz: The regulations of the community, the intent of which are for
- 151 the public good, have to be an outgrowth of the visions of the Master Plan.
- 152 A long-term project such as Woodmont Commons should be kept in mind so
- 153 that the Master Plan will produce the kinds of regulations that will shape
- 154 that project in the way that the community most desires.
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156 Community outreach methods were discussed next:

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- 158 • J. Green/B. Wright: A Facebook page can become the hub for everything
- 159 related to the Master Plan with the most up to date information;
- 160 • B. Mee: Communication is vital, particularly since people's participation is
- 161 typically only spurred once something directly affects them. Interaction,
- 162 however, cannot be mandated. There is some responsibility on the part of
- 163 residents to find out what is happening;
- 164 • B. Saur: Most MPSC members belong to multiple community groups,
- 165 Committees, Boards, etc. They can therefore act as a reflexive link as they
- 166 keep those constituents informed while bringing ideas and comments back
- 167 to the Committee;
- 168 • L. Reilly/B. Wright: School-aged children and their numerous community
- 169 activities can be tapped as a source for dispersal of information;
- 170 • M. Srugis: The future generation (18-36 year olds) are very
- 171 underrepresented and their views of the future need to be expressed;
- 172 • J. Green: The scheduling of public events should be mindful of the various
- 173 sporting seasons;
- 174 • B. Saur: The term "Charrette" has become a loaded term in Londonderry,
- 175 although using it could produce some degree of controversy that would
- 176 create a higher turnout;
- 177 • J. Green/D. Paul: MPSC members could attend various community events
- 178 (especially Town Meeting, and sporting and school activities) to create
- 179 awareness;
- 180 • J. Green: The MPSC could utilize the Nixie Alert System to inform residents
- 181 via email and cell phone (although some members were concerned that
- 182 broadcasting non-emergency events could conflict with the main purpose of
- 183 Nixie);
- 184 • M. Speltz: The branding of the Master Plan needs to be creative and
- 185 consistent;
- 186 • B. Wright: Flyers, postcards, etc. can be placed into resident's utility bills;
- 187 • D. Paul: A postcard can be placed in the Londonderry Times at a cost of
- 188 \$.08 each and therefore be mailed to over 9,000 houses in Londonderry;
- 189 • M. Srugis: Residents should be encouraged to use the Town website, since
- 190 it could lead them to research different Town documents and events for
- 191 themselves;
- 192 • J. Vogl; The Facebook page should be used to tie into the Town website to
- 193 achieve M. Srugis' goal.

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Next Steps

B. Wright stated that a “kickoff” event will take place prior to the Charrette, including an infomercial that will act as a teaser to create interest. Outreach will be necessary in as many creative forms as possible. Data collection and some analysis will need to take place. TPUDC, however, will approach the Charrette with as few preconceived notions as possible in order to inspire residents to educate TPUDC about their town and their aspirations for it. A project plan will be developed and the TPUDC logistician will then create detailed task lists and timelines. May was identified as the best potential time to schedule a Charrette.

L. Reilly asked Committee members to email her which weeks over the next six to eight months they are not available. It was also decided to provide her with information as to what other community groups, boards, and committees they belong, as well as how many members there are in each, and what methods of communication they use. The Survey Sub-Committee will meet within the next few weeks to finalize the survey and present it to the MPSC at their February 22 meeting. (L. Reilly will email a copy to the MPSC prior to the meeting). In the interim, L. Reilly will ask T. Keirns about whether cell phone numbers will be used by the UNH Survey Center since doing so would avoid a landline related bias. She will also investigate the possibility of using the Nixie Alert System.

V. Adjournment

B. Saur made a motion to adjourn the meeting. J. Allen seconded the motion. Vote on the motion: 10-0-0.

The Meeting adjourned at 9:25 PM.

Respectfully submitted,

Jaye Trottier, Community Development Secretary

Town of Londonderry Master Plan Survey
DRAFT – January 24, 2012

Introduction

Q:INTRO

"Hello, my name is _____ and I'm calling from the University of New Hampshire Survey Center on behalf of the Town of Londonderry. The Londonderry **Planning Board** is updating the Town's Master Plan and we'd like to ask you a few questions."

"First, are you a resident of Londonderry?"

- 1 LIVE IN LONDONDERRY
- 2 NO - OTHER TOWN → TERMINATE
- 99 REFUSED → TERMINATE

Q:BIR1

"In order to determine who to interview, could you tell me of the adults who currently live in your household – including yourself – who had the most recent birthday? I don't mean who's the youngest, but rather, who had the most recent birthday?"

- 1 INFORMANT → SKIP TO SEX
- 2 SOMEONE ELSE – ASK TO SPEAK TO THAT PERSON → SKIP TO INT2
- 3 DON'T KNOW ALL BIRTHDAYS, ONLY SOME
- 4 DON'T KNOW ANY BIRTHDAYS OTHER THAN OWN → SKIP TO SEX
- * 99 NA/REFUSED

Q:INT2

ASK TO SPEAK TO THAT PERSON

"Hello, this is _____ calling from the University of New Hampshire Survey Center on behalf of the Town of Londonderry. The Londonderry **Planning Board** is updating the Town's Master Plan and we'd really appreciate your help and cooperation. You have been identified as the adult in your household with the most recent birthday? Is that correct?"

- 1 YES
- 2 APPOINTMENT
- * 99 REFUSAL

Q:THANKS1

"Thank you very much, we are only interviewing year round residents."

PRESS '1' TO CONTINUE

Q:SEX

"Thank you very much for helping us with this important study. We really appreciate your help. Before we begin I want to assure you that all of your answers are strictly confidential. Your answers will be combined with those from other adults in Londonderry. This call may be monitored for quality assurance."

"Participation is voluntary. If you decide to participate, you may decline to answer any question or end the interview at any time."

IF ASKED – "The survey will take approximately 15 minutes to complete."

RECORD SEX OF RESPONDENT

- 1 MALE
- 2 FEMALE

- 3 UNSURE

- 98 DON'T KNOW
- 99 NA/REFUSED

Values

"What do you feel is the single most important value a community should have?" VERBATIM

"We'd like to know what kind of community values you think are important. I'm going to read you a list of things and ask you how important you think they are on a scale from 1 to 5. where a 1 is "Not Important at all" and a 5 is "Very Important".

- Keeping Londonderry a safe place to raise a family
- Quality education from pre-school to high school
- A strong economy, with good paying jobs
- Protecting streams and other wildlife habitat
- Protecting the natural beauty of this area
- Maintaining public access to nature and outdoor recreation opportunities
- Preserving cultural diversity
- Preserving the historic character of the town
- Keeping downtown Londonderry a vibrant destination for local residents
- Maintaining the "small town" sense of community

"When thinking of a place that you would like to live in, both now and in the future, what values do you feel should be inherent in the community?" On a scale of 1 to 5 with 5 being the most important and 1 being the least important please rate each of the following community values."

- All children have the opportunity to receive a quality education
- The natural environment is protected
- planning for tomorrow's growth – today
- citizens feel safe regardless of which part of the community they live in
- The basic healthcare needs of all citizens are taken care of
- a diversity of ethnic groups, religions, genders, ages and beliefs are respected
- the decisions made by local governments reflect the wants and desires of the citizens

- Citizens feel free to express their religious beliefs
- There is a sense of charitable giving and volunteerism
- seniors are valued as a contributing segment of society
- Attractive downtown
- Attractive neighborhoods
- Truthfulness, integrity, honesty
- Strong sense of local community
- Family-oriented environment
- Strong sense of historic character
- Rural, small-town character

“Have you ever volunteered in any capacity for the Town of Londonderry?”

“Would you be willing to volunteer for the Town of Londonderry in the future?”

Town Center/Facilities

“First, what part of Londonderry do you consider to be the town center?” RECORD VERBATIM
ASK FOR SPECIFIC LOCATIONS, LANDMARKS OR CROSS STREETS

“I would like to ask you about what you would like to see in your town center, please tell me how important it is to you to have these features as part of the Londonderry town center?”

- A town common such as open space where residents can gather for town functions such as parades and fairs?
- The town hall and other town offices
- A location where small, local retail shops and restaurants are walkable.
- A community gathering space
- Available parking
- A park or playground
- A community center

“Please rate the following existing facilities and infrastructure:”

- Athletic/playing fields:
- Library:
- Fire/rescue station:
- Police station:
- Public works facility:
- Road maintenance• & reconstruction:
- Town Hall:
- Transfer station (recycling):

Quality of Life

“I am going to read statements about living in Londonderry, please tell me whether you agree or disagree.” “Is that strongly or just somewhat?”

- My quality of life would be improved by spending less time commuting.
- I believe planning is an important tool for improving communities and the quality of life of residents.
- It is important for the residents of Londonderry to work together towards common goals.

- The town should encourage the preservation of buildings in historic neighborhoods.

“How important are the following characteristics in improving my quality of life?”

- Healthy food
- Recreation
- Medical care
- Place of employment
- More employment opportunities
- Education/job training
- Clean air and water
- Parks, forests and other natural open space
- Childcare
- Affordable, quality housing
- Affordable homeowner/renter insurance
- Entertainment (restaurants, shopping, etc.)

“What do you like most about living in Londonderry?” VERBATIM

“What do you like least about living in Londonderry?” VERBATIM

“How important are the following attributes to making Londonderry a place where you will want to live during the next ten to twenty years?”

- Small New England town character
- Vibrant Town character
- Sense of Community
- Attractive natural setting
- Traditional historic architectural character
- Access to outdoor recreational activities
- Quality of schools
- Local employment opportunities
- Pedestrian and bicycle friendliness
- Affordable, attractive housing options

“To what extent do you agree with the following statements about Londonderry's natural resources?”

- Protecting the sources of our drinking water is important to me
- Protecting aquatic habitats is important to me

“Should Londonderry adopt agricultural policies that:”

- Support the production and sale of local
- Support homeowner gardens.
- Support community gardens.
- Allow livestock-raising by homeowners
- Allow poultry-raising by homeowners owners
- Protect agricultural lands for current or future

“To what extent to you agree that Londonderry should take the following steps to protect and promote the Town's historic and cultural character?”

- Preserve historic structures
- Expand or create a Historic District:
- Strengthen architectural design standards for the historic district

Growth

“First, do you think the town of Londonderry in general is growing too fast ... too slow ... or about right?”

- “Do you think the 102 corridor in general is growing too fast ... too slow ... or about right?”
- “Do you think the Exit 5 corridor in general is growing too fast ... too slow ... or about right?”
- “Do you think the Pettingill road in general is growing too fast ... too slow ... or about right?”

“In the next ten years would you like to see the population of Londonderry ... increase ... stay the same ... or decrease?”

- “In the next ten years would you like to see development on the Route 102 corridor ...
- “In the next ten years would you like to see development on the Exit 5 corridor ...
- “In the next ten years would you like to see development in the Pettingill road area ...?”

“In the next five years, how likely are you to consider moving to a community other than Londonderry, very likely, somewhat likely, or not likely at all?” If very or somewhat likely, we can ask some WHY questions, such as job, commute, housing costs, etc.

“How concerned are you about the following factors with regard to growth in Londonderry?”

- Too rapid increases in required Town services
- Future water needs of the Town
- Soil conditions/septic feasibility
- The need to balance Town budget against tax rate
- Loss of open space
- Too rapid increase in school enrollment
- Existing character/flavor of the Town
- Increase burden on emergency services
- Other-Specify below

Development

“I am going to read statements about development in Londonderry, please tell me whether you agree or disagree.” “Is that strongly or just somewhat?”

- Planned growth is essential for Londonderry
- Locally owned businesses should be encouraged over large chains.
- Large retail stores such as “box stores” are a welcome addition to Londonderry
- Permit fees should be reduced to support local small businesses.
- Environmental conservation is more important than economic development.
- Neighborhoods mixed with shopping areas are preferred to shopping centers that require a commute.

“Please indicate how high a priority you place on each of the possible goals/activities for Londonderry.” “Very high priority, high priority, medium priority, low priority, or not a priority at all.”

- Preserving open spaces -- fields, forests, and farms
- Protect groundwater/drinking water supplies
- Expand recreational opportunities
- Expand existing businesses

- Encourage residential development
- Encourage limited commercial development
- Preserve historical sites/ buildings
- Slow town population growth
- Improve the affordability of housing
- Controlling property taxes
- Maintain Londonderry's rural character
- Protect lakes, rivers & wetlands
- Establish streamside buffers to preserve water quality & wildlife habitat
- Minimize pollution
- Minimize traffic/noise
- Improve educational system
- Encourage employment opportunities
- A walkable business district

“Please indicate if you favor or oppose the following activities in Londonderry and if so, if you are willing to pay higher property taxes for them.” Oppose, Not Needed ... Favor, But Don't Raise Taxes ... Favor Even If Higher Taxes

- Improve existing paved roads
- Improve gravel roads
- Purchase farmlands, forests, etc. for conservation
- Develop water infrastructure
- Develop a Town sewage infrastructure system

“When considering the addition of a new business in Londonderry, which of the following statements comes closer to your views...I want a company that has a history of strong community involvement with no regard to the quality of jobs...or ... I want a company who can provide quality jobs with no regard to their community involvement?”

“When you look at the development that has occurred in the [X area] of Londonderry do you generally feel positive or negative about it?”

“What is the one word or phrase that comes to mind when describing the development that has occurred in the [X area] of Londonderry?” VERBATIM

“To what extent do you agree with the following statements about economic development in Londonderry?”

- Joint Business Projects to promote economic Development should be pursued
- A performing arts center
- A downtown
- Should Londonderry establish architectural and site design standards or guidelines for downtown projects
- Should Londonderry facilitates the re-development of existing structures
- Economic developments (office parks, light industry) should be encouraged by the Town
- Open development along the entrance of the town via exit 4 and 5

“To what extent do you agree that the following housing options and policies would favorably impact in Londonderry?”

- Policies that enable seniors on a limited or fixed income to stay in Londonderry
- Encourage housing options with shared community facilities (e.g., community room, playground, parking, etc.)
- Single-family homes
- Two-family homes (e.g., duplexes)
- Multi-family homes (3-4 units)
- Apartment buildings (5-plus units)
- Townhouses (attached multi-story)
- Condominiums
- Senior housing
- Manufactured/mobile home parks
- Conservation subdivisions (clustered homes with common open space)

Transportation

“I am going to read statements about transportation in Londonderry, please tell me whether you agree or disagree.” “Is that strongly or just somewhat?”

- Bike lanes in Londonderry are adequate.
- In general, traffic congestion throughout Londonderry is not a problem.
- Pedestrian and bicycle paths in the community are adequate.
- Traffic control is adequately balanced among pedestrians, cyclists, public transit and drivers.
- Public transit is convenient (i.e., frequent services and accessible) throughout the community.
- Transportation other than automobiles should be increased throughout the region.

“How likely are you to use the following forms of alternate transportation if they were available in Londonderry?”

- There were bus routes in my neighborhood
- There were school bus routes in my neighborhood
- It was easier and less time consuming to ride the bus
- It were safer to bicycle on main roads
- If there were more sidewalks and crosswalks
- I knew who was interested in carpooling in my area

Sustainability/Energy Conservation

“I am going to read statements about energy in Londonderry, please tell me whether you agree or disagree.” “Is that strongly or just somewhat?”

- The installation of renewable energy technology such as wind and solar power should be linked to financial incentives.
- There should be incentives for decreasing residential energy use.
- Londonderry should require use of green material in new building construction.
- Residential wind turbines should not be used for the production of electricity within the city.
- The use of solar panels should be promoted.
- Londonderry should offer incentives for energy efficient businesses.
- New construction should be required to match the character of the town.

“Londonderry should take action on each of the following energy initiatives over the next ten to twenty years:”

- Implement additional energy conservation measures for municipal facilities
- Develop alternative energy sources for municipal facilities
- Encourage energy-efficient building construction through Town codes
- To have Indoor recreation facilities:

Demographics

- Region of Londonderry
- Years in Londonderry
- Employment status (self and partner)
- Commuting status (either distance, time or town name)
- Income
- Education
- Number of children (school aged or not)
- Own/Rent
- Voting history (Town elections)
- Age
- Adults
- Number of telephone lines