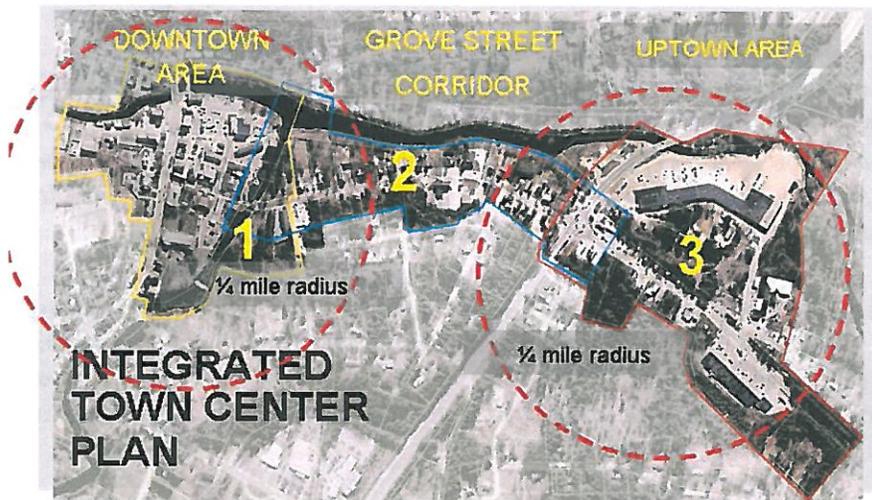
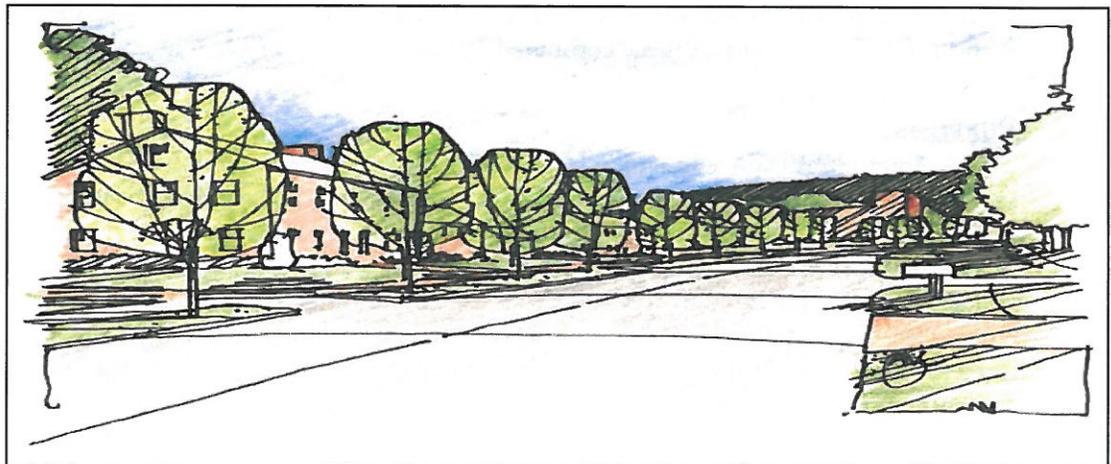


2015 VISION UPDATE



PETERBOROUGH'S VISION





A Vision for Peterborough

R SA 674:2 that sets forth the purpose and description of a Master Plan says that every Master Plan is required to have *“a vision section that serves to direct the other sections of the plan. This section shall contain a set of statements which articulate the desires of the citizens affected by the master plan, not only for their locality but for the region and the whole state. It shall contain a set of guiding principles and priorities to implement that vision.”*

Toward this end, in 2014, the Town of Peterborough initiated a process to update the 2003 Vision Chapter. The process began with the formation of diverse steering committee and the engagement of UNH Cooperative Extension to plan and implement a two day, town-wide, Vision Forum. Over 200 citizens participated in the forum and a complete report of the forum results is available under separate cover.

Following the Visioning Forum, the Steering Committee developed a town-wide survey drawing from and expanding on the themes identified during the forum. The survey was mailed to every household in town and was broadly promoted through the town website, Facebook page, and email blasts to email lists from a variety of community organizations. Over 600 responses to the survey were received. The Vision Statements presented in this section reflect the results of these combined efforts.

PURPOSE

This Community Vision is intended to provide a clear guiding statement of how community members want to see the town of Peterborough evolve over the coming decade. It is intended to provide a context for community leaders and members of the various town boards and commissions serving the town, to guide them in their planning, decision making, and actions. It is intended to serve as a resource for all residents, business owners, employees, visitors, prospective community members, developers, and anyone who has an interest in or influence over the future of the community. Our intent is that it provides a synthesis of the community input about the various elements of community life which contribute to our unique identity and quality of life, and the future character and vibrancy that Our Town desires.

The Vision - Reflect our history, embrace our future

The following statements represent the core elements of our updated Town Vision.

- A social, cultural, intellectual, and economic center in the Monadnock Region.
- A small town feel with big town opportunities. A diversity of quality jobs that provide interesting challenges, opportunities for growth, and good wages. A great place to start and grow a business because of all the support systems and capabilities that are available.
- A priority for maintaining, protecting, and enhancing the quality of our natural resources, open spaces and rural environs, with a particular emphasis on protecting the quality of our water resources. Outstanding opportunities for community members and visitors to access and enjoy these resources. People will live here because of the Town's great quality of life, physical beauty and the excellent quality of its natural environment.
- A town with attractive village centers with architectural and landscape designs that reflect the heritage of the community while creating spaces that are interesting, inviting, and aesthetically rich; a mix of residential options, shops and services to meet the everyday needs of community members and a diversity of dining, gallery, and entertainment options; amenities that are oriented toward pedestrians, bicycles, and people of all abilities. In a word, vibrant, relaxed, and comfortable settings that draw people in.
- A great town in which to raise a family. Excellent education, great options for child care, support services for working families, and outstanding family recreation programs and facilities.
- A great alternative to big city life for young adults who prefer the intimate vibe of a well-educated and lively community, a vibrant arts and cultural scene, or a closer connection to rural living.
- A range of quality housing options and types that are designed to meet the needs of the evolving community demographics, including: young adults looking for affordable in-town rentals; young working families looking for small to large rental spaces or small to medium size single family homes to purchase; home business owners, telecommuters, artists and artisans looking for live-work spaces; empty nesters looking to downsize to a cottage style neighborhood; or aging retirees seeking options that can provide a continuum of care.
- A town that has the policies, incentives, infrastructure (including enhanced broadband), and tools necessary to protect and enhance its qualities and character, and an attitude and emphasis on providing residents, visitors, businesses, and developers with the assistance they need to efficiently accomplish their goals in concert with our own.
- A town in which citizens actively participate in community governance and decision making, within a context of open communication and civil discourse.
- A town that has an inclusive nature; Peterborough's openness and friendliness makes it very attractive to people visiting as well as living here.

Guiding Principles

These are the principles that community members and leaders will need to keep in mind as they develop plans, set policies, and make decisions to help the community move toward the vision.

Positive Growth: Grow in a balanced way that maintains and enhances our character.

- Above all, this principle has remained a constant over the decades and sets a context within which all decisions need to be made.
- The 1995 Vision statement explains it well: “A Town with good prospects for growth, but not rampant, character destroying growth. Growth that is expected and wanted is much like that of the past, taking place at a moderate pace, in small increments, building on the qualities of what is here. No growth" is unsustainable, often leading to decline, and rapid growth would transform the nature of the Town, no matter how well it is managed.”
- This is not just about maintaining what we have, it also implies a strong focus on getting better and continuing to make decisions in a context of social responsibility and an orientation toward greater sustainability.

Community Assets: Protect, enhance and build upon our community strengths and assets, including our exceptional quality of life.

- Our natural setting, our charming village centers surrounded by rural lands and wild lands, our connections to our heritage integrated with our focus on the future.
- Our people: their skills and experience; their respect for one another; their commitment to participating through civil discourse; their dedication to the betterment of the community.
- Our role in the region as a commercial, residential, cultural, healthcare and educational center.
- Our commitment and passion for the arts, life-long learning, outdoor recreation, and a relaxed lifestyle.

Opportunities: Capitalize on opportunities that strengthen our vitality, our aesthetic qualities and our uniqueness, distinguishing us from other communities.

- Historically, as a great place to live, Peterborough has attracted entrepreneurs who have found it an ideal place to start and grow a business.. Some have successfully sold their businesses, creating opportunities for new business to fill their spaces. We have an opportunity to build our community into an even more desirable and supportive destination for entrepreneurs.

- With improvements in technology infrastructure and support services, the Town could attract even more employees of world class businesses to operate from a home based business environment.
- As the population ages, people are choosing to retire here, creating business and employment opportunities to serve and support this growing population.
- Strengths and skills in various business/industry segments, with an opportunity to evolve into a region known for its “centers of excellence” and/or higher educational programs specializing in innovation and entrepreneurship; the arts; advanced manufacturing; information analysis and dissemination; renewable energy; local foods production, distribution, and promotion; and others.

Challenges: Identify those challenges that must be addressed for the Town to reach its potential.

- Retain and attract younger community members including those just coming out of school, and younger families with kids.
- Transition our housing stock to meet the needs of a shifting community demographic.
- Maintain our small town feel while enhancing our economic vitality.
- Ensure that future development does not degrade the aesthetic charm of our community.
- Be mindful of impacts on property taxes in everything we do.

Priorities

- Identify imminent threats to natural resources, open space, and character of rural parts of the community; Develop strategies and policies to reduce/eliminate threats.
- Develop and implement strategies to that will help to retain, attract and grow businesses in Peterborough.
 - Develop understanding of existing community business needs.
 - Develop and publish Town branding materials to generate awareness of all Peterborough has to offer
 - Engage in proactive, targeted outreach; provide timely response and follow-up
 - Identify potential barriers to business relocation and success; Develop strategies to overcome areas that may be perceived as lacking
 - Identify need and opportunity for advanced job related educational programming
- Ensure regulatory structure and incentives are in place to protect and enhance community character while also refining and streamlining the development approval process.

- Develop an understanding of how changes in our demographic make-up will influence our housing needs and develop strategies, including changes to our regulatory structure, to meet those needs
- Critically evaluate our long-term municipal infrastructure and facilities needs while being mindful of the burden carried by the tax payers.
- Work with the school district to transition to a 21st Century educational model that sustains and enhances the quality of education while lowering overhead costs.
- Take an active role in making enhanced broad-band available and affordable throughout the community.

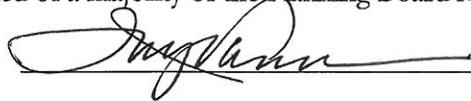
Conclusions

Our hope is that this Vision Chapter lays a meaningful foundation from which future Master Plan chapter update efforts can draw as they collect and analyze relevant data, and develop specific, actionable goals for the Town. The community-wide process that led to the creation of this Chapter validated many of the conclusions of past vision efforts, while also introducing new ideas and aspirations that reflect recent social and economic trends and the Town's current state of affairs. Going forward, it is our hope that all community leaders, boards, and individual residents will consider the statements in this vision chapter as they make decisions that might influence the future direction of the Town. We also hope that future chapter updates continue a process of community-wide self-reflection.

Certification

In accordance with NH RSA 675.6, this Master Plan Chapter was **adopted** by affirmative vote of the Peterborough Planning Board following a duly noticed public hearing held on Monday, December 21, 2015, and certified of a majority of the Planning Board Members:

Ivy Vann, Chair

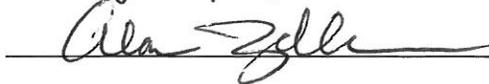


Tom Weeks, Vice Chair

Ed Juengst, Selectmen

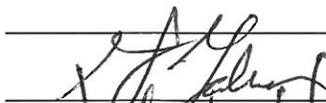


Alan Zeller



Rich Clarke

Jerry Galus



Joe Hanlon



Matt Watkins



Bob Holt