

# APPENDIX C

## HISTORIC AND CULTURAL RESOURCES

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## I. BRIEF HISTORY OF MOULTONBOROUGH NH<sup>1</sup>

*Text by Cristina Ashjian*

Granted on November 17, 1763 to 62 Masonian Proprietors, Moultonborough was incorporated on November 24, 1777, and the town was named in honor of Colonel Jonathan Moulton. The first town meeting was held on March 31, 1778. The town's early population grew steadily and peaked in 1840, when it was recorded at 1752. Population declined following the Civil War and urban industrialization (901 in 1900, and 709 in 1930). Until the advent of tourism in the 19<sup>th</sup> Century, Moultonborough remained primarily an agricultural economy with local supporting industries. Expanding railway infrastructure and lake transportation in the late 19<sup>th</sup> Century resulted in seasonal tourism along with the establishment of summer residences and recreational facilities in the Lake Winnepesaukee region. In the 20<sup>th</sup> Century, with the expansion of automobile routes, Moultonborough developed a tourism-based economy.

Present-day Moultonborough village was the largest of the early settlements distributed throughout the town. Early commercial and industrial sites were located at Long Pond below Red Hill (today Lake Kanasatka), where a large mill was built near the channel connecting to Lake Winnepesaukee. Moultonborough Falls or Centre (near Sheridan Road) was another early mill and settlement site, with industries on Garland Pond and the Red Hill River. In East Moultonborough, Lee's Mills on Lower Pond (today Lee Pond) featured industrial and logging enterprises, near to the Three Bridges dam and mills. On Long Island, Brown's Landing was a significant transportation hub, allowing goods to be transported all over Lake Winnepesaukee.

East Moultonborough, at the base of the Ossipee Range, was the earliest settled area in the town, and it remains today the most rural in character. Here, numerous properties attest to the history of mixed agriculture and the family farm. Along with typical farmhouses and barns, there remain three apple orchards in this area. There was a well-documented mountain settlement established in the 1790s on the southern slope of Ossipee Mountain, with links to valley farms and the already populated areas known as Birch Hill and Three Bridges. One of the oldest houses in town, the Bradbury Richardson place (1770), remains in the valley (today Severance). The town's first meetinghouses were located near the intersection of today's Routes 171 and 109 (built 1770-1771 by Governor Wentworth), a site previously known as Hardscrabble Hill.

By the 1850s, Moultonborough Corner, on the main stagecoach route between area towns and lake landings, had developed into the municipal center it remains today. In the village there are a number of notable buildings, including those in the Moultonborough Historical Society complex (Moultonborough Town House, c.1834 (SR/NR); Lamprey House, c.1812 (SR); Middle Neck School House, and the Moultonborough Grange, c. 1890). Along with buildings that functioned as boarding houses and stores, there are historic civic structures, including the Public Library (1929), the old School (1927), and the Methodist Church (c.1852). Today's Old Country Store, c. 1781 (NR) was formerly Freese's Tavern, French's Store and also the post office.

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<sup>1</sup> SR = State Register of Historic Places; NR = National Register of Historic Places.

Known for the scenic beauty of its lakes and mountains, rural Moultonborough experienced a surge in summer tourism in the late 19<sup>th</sup> Century, as shown by the growing number of local accommodations listed in period guidebooks. The 1888 *White Mountains: Handbook for Travellers* lists Moultonborough Bay, Moultonborough Neck, Long Island, and Ossipee Park as destinations for visitors. Boarding houses were located throughout the town along established coach routes, and several houses remain today. Along the Route 25 corridor, these include Maple Cottage (near Redding Lane), The New Cambridge House at Green's Corner, The Red Hill House (Grange Hall), The Moultonborough Inn (Lamprey House), Oakland House (Laconia Savings Bank), Maplehurst (Zelek Associates), and Hillcrest Farm (Holland Hill House).

Publications from the 1840s onward focus on the natural and geologic attributes of the Ossipee Range, repeatedly citing the Cold Spring, the Mineral Spring, and the plunging waterfall located on the lower elevation of Ossipee Mountain. Moultonborough's health-inducing mineral water gained popularity and drew visitors seeking the cure for a host of maladies. The Mineral Spring House (renovated and renamed Westwynde c. 1930), located in East Moultonborough a short distance from the chalybeate or sulphur spring, was established by the MacDonald family in the 1860s as a boarding venture and remained active until 1913. This aspect of the town's early history has largely been eclipsed by the later transformations of the Ossipee Mountain site by the noted personalities BF Shaw and Thomas G. Plant in the late 19<sup>th</sup> and early 20<sup>th</sup> Century.

Benjamin Franklin Shaw, a manufacturer from Lowell MA, bought a large tract of land and developed the resort known as Ossipee Mountain Park in the 1880s. Shaw built the Park House (later Weelahka Hall, destroyed c. 1913) as a seasonal resort hotel in the valley plateau near the existing mountain farm settlement, which provisioned Ossipee Park's summer community for a number of years. Ossipee Park featured the Crow's Nest observatory pavilion with panoramic views over Lake Winnepesaukee, and popular viewpoints such as The Steep and the Sheep Walk. There was also an observatory at the summit of Mt. Shaw (3000 feet), named in honor of the park's founder in 1882, an event celebrated in Moultonborough on the 4<sup>th</sup> of July that year.

Ossipee Park was easily accessible to tourists via the expanding railway, steamboat and coach routes around Lake Winnepesaukee, and it was included in numerous period guidebooks and railway brochures. BF Shaw's most enduring achievement was the creation of the Brook Walk, a mile-long trail with stone steps and a series of rustic bridges spanning Weelahka Brook, which afforded spectacular views of what is known today as the Shannon Brook Gorge. Picturesque vistas of Ossipee Mountain Park were widely reproduced in commercial media of the era, appearing in postcards, stereoviews and guidebooks. Popular sites included the Emerald Pool, Mary's Arch, the Veil Falls, Pee-Wee's Pool and the Falls of Song (formerly Ossipee Falls).

Such artistic luminaries as John Greenleaf Whittier, Robert Frost, and Lucy Larcom visited Ossipee Park. The natural splendor of the Brook Walk is detailed in Larcom's oft-cited article 'In the Ossipee Glens' published in the October 1892 issue of *New England Magazine*. A young Frost spent the summer of 1895 in a farmhouse at Ossipee Park, and his poem *The Lockless Door* (1923) is attributed to this experience. Following the elderly Whittier's visit to the park in 1878, the poet's favored waterfall known as Mary's Arch became known as Whittier Falls. Henry David Thoreau's ascent of Moultonborough's nearby Red Hill in July 1858 is documented in his *Journal (Volume XI)*, where he details the mountain views and terrain from the peak.

Long Island, annexed to the town on December 30, 1799, developed into a significant lake transportation center in the 19<sup>th</sup> Century. Brown's Wharf or Landing was linked by steamboat to the Boston and Maine Railroad line (Mount Washington). Smaller steamboats, some operated by Long Island families, serviced Moultonborough's Lee's Mills, the Roxmont Poultry Farm, and area town landings. By the mid-19<sup>th</sup> Century, Moultonborough's principal agricultural products were corn, potatoes, hay, wool, and maple sugar. The Browns produced King Philip Corn in record quantities, and in 1874 opened their family home to tourists as the Long Island House (today Inn), one of largest boarding houses in town, complete with its own post office.

Improvements in transportation around Lake Winnepesaukee resulted in summer home tourism. The Greene brothers, heirs to the *Nervura* medicine fortune, developed notable estates on Long Island. FE Greene built Windermere in 1891-93 (NR/JH Besarick, arch.) at the tip of the island, consisting of a Queen Anne or Shingle style residence, landscaped park, barn, boathouse, and outbuildings. JA Greene built Roxmont, known as Greene's Castle, at the high point of the island in c. 1890 (burned c. 1930). Combining four farms, he established the Roxmont Poultry Farm (c.1300 acres) on Moultonborough Neck in 1890, in operation until 1896. The main farm building was converted into the Winnepesaukee Inn in 1907 and operated by the Greene family until 1919.

Moultonborough Neck played a primarily agricultural role in early town history. By 1900, boarding house tourism and summer home tourism were significant to this area's development. Green's Basin was a popular tourist destination, featured in numerous picture postcards documenting boating and other recreation. In 1899, Boston businessman Herbert Dumaresq, a part owner in the Jordan Marsh Company, bought c. 2500 acres and developed the country estate known as Kona Farm (c. 1900, Harry J. Carlson, arch.). Built in a Tudor Revival style, the property featured a main residence, sheep barn (demolished), livestock barn, and numerous associated outbuildings, including three boathouses (two remain, one the Swallow Boathouse, NR). Dumaresq also endowed the Kona Drinking Fountain in nearby Center Harbor (1907).

Moultonborough Neck also became an important site for recreational summer camps, and significant lakefront camps remain today. Camp Tecumseh for boys was founded in 1903 on the site of the Town or Poor Farm (today the Lodge and Trunk Room/Office), adding the Hollingsworth Farm to its grounds in 1920. Geneva Point Camp, today Geneva Point Center, was established in 1919 by the International Sunday School Association as a camp for girls and boys on the former site of the Roxmont Poultry Farm. Notable historic buildings on the property include the Winnepesaukee Inn, the Barn, a Greek Revival style Chapel (1930) and period farmhouses, including the original Lamprey farmhouse from Long Island.

In the early 20<sup>th</sup> Century, due to changing patterns of period tourism, Moultonborough's Ossipee Mountain Park went into decline. After BF Shaw's death in 1890, Weelahka Hall remained open for a number of years, operated first by the Shaw family and later by a Mrs. Pettengill. By 1902, the property was up for sale. In 1911, retired shoe industrialist Thomas G. Plant began to buy up land in the area, including Ossipee Park and surrounding valley farms. The Ossipee Park tract soon became the centerpiece of Plant's developing vision for his country estate Lucknow (1914), which consisted of an Arts & Crafts style residence (JW Beal, arch.), stable and garage complex,

two stone gate lodges, a golf course, a boathouse on Lake Winnepesaukee, a model farm (today Ledgewood Farm), the guesthouse Westwynde, and other recreational outbuildings.

Following the completion of his c. 6300 acre estate, Plant opened an expanded and transformed Ossipee Mountain Park to visitors in 1917. Tourists were again able to experience the Brook Walk and to enjoy views from six mountain observatories, facilitated by a newly constructed network of carriage roads. Automobiles were not allowed inside the park gates, and tourists were ferried around the property by livery carriages, which connected to the steamboats at nearby town landings. Plant's achievement was widely acclaimed in period media, resulting in a new generation of picture postcards. In 1922, in a move reviled by the press as elitist, Plant closed his property to visitors, reportedly because of litter and other abuses of the site.

In the early 20<sup>th</sup> Century, numerous summer homes and colonies were established around Lake Winnepesaukee. Thomas G. Plant developed the elite Bald Peak Colony Club in 1919-1920 on a section of his lakefront property in Moultonborough. Designed in an Arts & Crafts style, the colony features a large clubhouse, garage, golf course, tennis courts, and numerous cottages. The expansion of automobile routes and the advent of middle class tourism resulted in facilities for touring motorists throughout the region. In Moultonborough, establishments such as the Red Hill Restaurant and Camps on Route 25 (1930s) and the Bon-Air Camp on Route 109 (1940s) attest to this new service economy. By the 1950s, Moultonborough's early agricultural economy completed its transformation into the tourism and services economy we see today.

## II. COMMUNITY LANDMARK LIST

Following is a list of eleven community landmark sites or views identified by the committee (with notes on historic and cultural significance as well as NH Division of Historical Resources historic contexts) based upon the responses to the 'Top Ten' surveys distributed to citizens attending the December 2007 Master Plan session.

Moving from west (Center Harbor) to east (Sandwich and Tuftonboro) without priority:

1. Lake Kanasatka (Long Pond) with Conway's Bait Shop
  - Historic site of the Old Mill (Industry: logging, lumbering, saw mills)
  - Historic site of Cluster Cove House (Recreation: boarding house tourism, 1875-1920)
2. Red Hill with Red Hill Fire Tower
  - Red Hill Fire Tower (1927)
    - National Historic Lookout Register, listed 2003
  - Red Hill Conservation Area (LRCT 2667 acres, 1996-2005)
  - Historic/cultural significance: 1858 Henry David Thoreau (Journal)
  - Sheridan Woods and Trail; Red Hill Trail; Red Hill Ski Area (Recreation)
3. Long Island
  - Long Island Inn (Recreation: boarding house tourism, 1875-1920)
  - Historic site of Brown's Landing (Industry / Agriculture / Transportation)
  - Historic site of Roxmont (c. 1890-1930) (summer home/estate tourism, 1880 onward)
  - Windermere / Land's End (1893) (summer home/estate tourism, 1880 onward)
    - National Register of Historic Places, listed 1979 (JH Besarick, arch.)
4. Moultonborough Neck
  - Historic site of Roxmont Poultry Farm (1890-1896) and Winnepesaukee Inn (1907-1919)
  - Kona Mansion Inn (Kona Farm, c. 1900) (summer home/estate tourism, 1880 onward)
  - Swallow Boathouse / Windward Harbor (Kona Farm, c. 1900)
    - National Register of Historic Places, listed 1980 (Harry J. Carlson, arch.)
  - Camp Tecumseh (1903 to present) (summer camps for children, 1890 onward)
    - Town Poor Farm and Barn, Hollingsworth Farm, Opera House c. 1960
  - Geneva Point Center (Geneva Point Camp, 1919) (summer camps/religious camps)
  - Winnepesaukee Inn 1885, Chapel 1930, Meeting House 2001
5. Moultonborough Falls (Moultonborough Centre)
  - Historic site of dam/mill (Industry: logging, lumbering, saw mills)
  - Garland Pond (Nature Conservancy and NH Forest Society)
  - Sheridan Road
    - Historic sites and views (Agriculture: mixed agriculture and the family farm)

6. Lee's Mills and Lee Pond

Historic site of mills (Industry: logging, lumbering, saw mills; Transportation)  
Loon Center and Markus Wildlife Sanctuary (LPC and NH Audubon)  
Bass Fishing Tournaments and Steamboat Rally (Recreation)

7. Moultonborough Village (Moultonborough Corner)

Old Country Store (c. 1781, previously Freese's Tavern)  
National Register of Historic Places, listed 1982  
Methodist Church (c. 1852)  
Moultonborough Library (1929, expansion 2006)  
Historical Society (Lamprey House, Town House, Grange, Middle Neck School)  
Lamprey House: State Register of Historic Places, listed 2004  
Moultonborough Town House: State Register of Historic Places, listed 2004  
Moultonborough Town House: National Register of Historic Places, listed 1989

8. Routes 109 and 171, from Village to Castle in the Clouds

Berry Pond views to Sandwich (Recreation, Route 25)  
'Turnip Field' views to Ossipee Range (Agriculture, Route 109s)  
Severance Farm Conservation Area (LRCT 72 acres, 2004)  
Historic sites and views (Agriculture: mixed agriculture and the family farm)  
Pleasantdale (Recreation: boarding house tourism, 1875-1920)

9. Ossipee Mountain Road

Historic sites and views (Agriculture: mixed agriculture and the family farm)  
Burrows Farm (LRCT agricultural easement, 213 acres, 2006)

10. Castle in the Clouds (JW Beal, arch.)

Castle in the Clouds Conservation Area (LRCT 5381 acres, 2001-2003)  
Historic site of Ossipee Mountain Park (1880-1910) (summer resort tourism, 1840-1940)  
Historic/cultural significance: John Greenleaf Whittier, Lucy Larcom, Robert Frost  
Brook Walk, restored 2006 LRCT  
Castle in the Clouds (Lucknow, 1914) (summer home/estate tourism, 1880 onward)  
Castle Preservation Society (CPS) Lucknow, Stable and Garage, Gate Lodge  
Lucknow estate farms (Plant Farm / Ledgewood Farm, Westwynde)

11. Bald Peak Colony Club (Melvin Village)

Bald Peak Club Colony, developed 1919-1921 as part of Lucknow estate  
Clubhouse, Cottages, Garage, Golf Course (summer colonies in NH, 1840 onward)

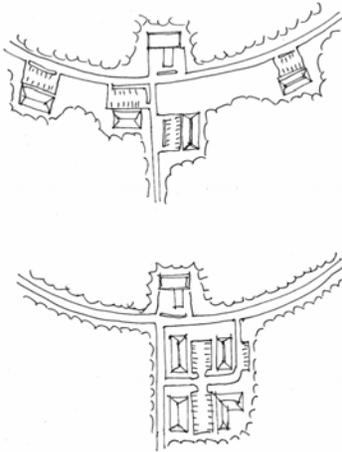
### III. PLANNING STRATEGIES – VILLAGE REVITALIZATION AND EXPANSION

#### A. OVERALL DESIGN PRINCIPLES AND OBJECTIVES FOR MOULTONBOROUGH

In dealing with future growth and development, there is help from current literature. There are a series of diagrams, re-drawn, from Randall Arendt's Rural by Design: Maintaining Small Town Character, which express various planning principles believed to be desirable in Moultonborough. Without priority, these include:

- Arranging commercial development outside the Village in a nodal pattern, rather than along the length of a major road. This will require zoning changes to deal with allowed uses and development regulations for integrating these uses and their parking areas into one whole, thereby gain the efficiency of shared parking while also protecting the carrying capacity of the road.<sup>2</sup>

Top Right:  
Haphazard Roadside Development  
*Commercial structures spread out Parking in front of buildings. Open space continuity (woods or rural) continuously broken.*



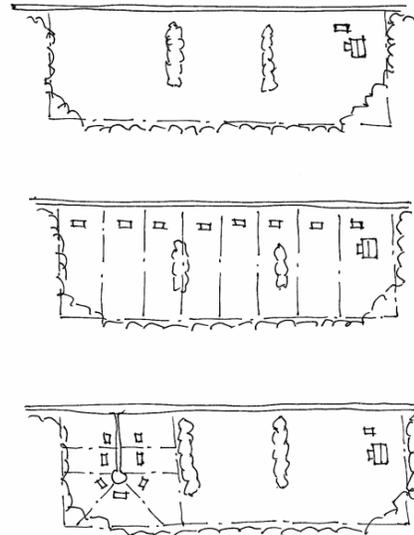
Below Left:  
Preferred Nodal Pattern  
*Commercial structures clustered. Parking beside or behind buildings Open space (woods or rural) continuity preserved. Parking reduction through sharing.*

- Require the clustering of dwelling units along the length of major roads, rather than the usual individual lots fronting on the road. Such lots are typically narrow and deep, for the greatest number of units. With clustering, the same number of dwellings might then be separated from each other by the same distance, while preserving much of the frontage in common ownership, thereby still maintaining the landscape's rural, open field visual quality.<sup>3</sup>

<sup>2</sup> Rural by D: Maintaining Small Town Character, Randall Arendt, Planners Press, American Planning Association, 1994..

<sup>3</sup> Rural by D: Maintaining Small Town Character, Randall Arendt, Planners Press, American Planning Association, 1994.

*On un-wooded sites, such as open field as shown in these sketches of a farm with two fields, it is important to encourage clustering for new residential development. Even on shallow sites there is little opportunity to locate homes far from the road, such as against the distant tree line. Additionally, lining houses along the road typically makes for deeper lots, but does not provide more privacy distance between homes, as illustrated on the middle sketch. Clustering, on the other hand, helps to preserve some of the open space by easement or covenant, as illustrated on the lower sketch.*



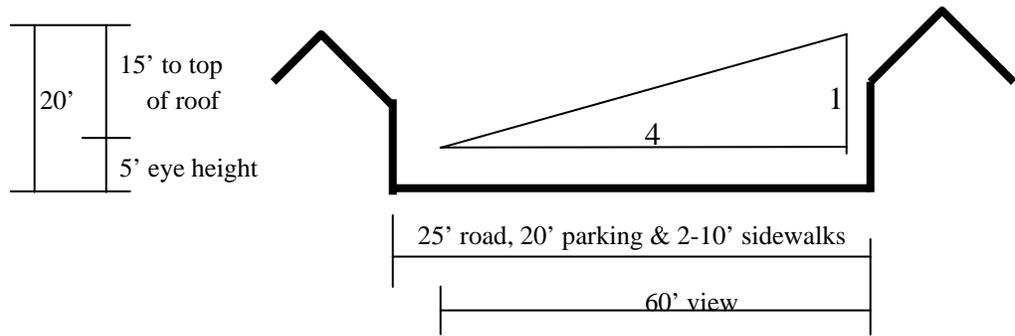
- Comparative housing forms were also reviewed for the resulting visual quality. For example, a typical low density townhouse project, with its parking area, or garages, in front, was contrasted with typical small village housing, at the same density (that is with the same number of dwelling units on the same piece of land), resulting in small lots and narrow driveways leading to garages in the rear yards and a common green in front. Additionally, the town house streetscape is almost totally parking or garages. The alley for parking solution allows the front to remain in pedestrian scale and use.<sup>4</sup>

There is one other important overarching design principle, not discussed in Rural by Design: Maintaining Small Town Character, which relates to a sense of enclosure, relating to both pedestrian scale and a “sense of place.”

- The pedestrian’s need for a sense of enclosure, noting that the appropriate ratio of vertical to horizontal distance is between 1/4 and 1/1. A ratio of less than 1/4 loses the sense of enclosure, and going above 1/1 begins to become uncomfortable. For example, when two story buildings (20 feet tall) are much more than 80 feet apart, one feels no enclosure . . . like standing on the edge of a field or a mall’s parking lot. A peaked roof also serves the function of adding height, while a flat roof on a one story structure is just not tall enough. Hence a village commercial street should be between 60 – 80 feet between facing buildings, that is two 12-foot travel lanes, parallel parking on both sides and 10-foot sidewalks. The extra width would be utilized for wider sidewalks, landscaping added to the sidewalk or some angled parking, with extended curbs.<sup>5</sup>

<sup>4</sup> Rural by D: Maintaining Small Town Character, Randall Arendt, Planners Press, American Planning Association, 1994.

<sup>5</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 3/8/2008.



**B. VILLAGE REVITALIZATION DESIGN PRINCIPLES**

One of the most important elements of Moultonborough is its historic Village, its character, its sense of place and how it might be transformed, over time, into more than a linear commercial strip. Village plan and design guideline, and assembled Moultonborough tax maps have been reviewed. Objectives and opportunities have been discussed.<sup>6</sup> From these, overall village objectives included:

- Strengthen the sense of community.
  1. Provide places for people to gather.



*Public space for public festivals and other community activities.*

<sup>6</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 3/8/2008..

2. Promote Historic structures.



*Historic recognition is important for public perception and property value, even in the absence of control as might be accomplished through zoning.*

3. Strengthen “village” character.



*Desired character includes:*

*Streets that are not excessively wide.*

*Sidewalk throughout the village center.*

*The creation of a rhythm of street shade trees.*

*Building setbacks which are not excessive, while still being sufficient for landscaping,*

*Residential scaled buildings.*

4. Retain existing structures.

*Moultonborough Library 1929*



*Moultonborough Library expansion 2006*



5. Assure compatible additions for changing uses.



*Buildings may be modified for new uses in unobtrusive ways.*

6. Assure compatible new construction.



*An architecturally compatible new parish house.*

7. Add residential uses, but at a village scale.



*Town homes, 2-story and with steep roofs, are at an appropriate village scale.*



*Urban housing is best with individual entries and individual private outdoor living space, whether deck, porch or yard.*

8. Keep building size and parking areas in a “village” scale.



*Small parking area, scaled to actual need of business.*

- Strengthen village signage.
  1. Encourage business symbols.
  2. Limit free standing signs, but where appropriate utilize low-profile and ground, rather than pole, mounting.
  3. Be appropriate in size, letter size and amount of information for the sign’s use, different for pedestrian and automobile audiences.



*Sign is in scale with the sidewalk and the village street, being read from 10-50 feet away.*

*Color contrast is high for legibility without being garish.*

*Emphasizes type of business over agency name.*

*Symbolism adds interest and uniqueness.*

*Sign is not crowded with illegible information like phone numbers or web address.*



*Even low profile free standing commercial signs would not have to be large if they have appropriate letter size, color contrast and a simple message.*

- Increase commercial activity.
  1. Encourage outdoor, pedestrian scaled sales/activity.



*Outdoor advertising without blocking the sidewalk.*

2. Street, sidewalk facing retain frontage.
  3. Support Main Street Program and principles.
- Promote pedestrian scale and comfort.
    1. Provide a sense of enclosure from buildings and street trees.
    2. Provide for the pedestrian in dealing with automobiles, keeping parking areas small, and road crossings narrow and traffic naturally slowed with traffic calming techniques.
    3. Provide for seating, plantings and water.
    4. Provide for separation of public and private areas with fencing, landscaping or level change.
    5. Provide for tree-lined streets, sidewalks protected from vehicle travel movement and a pedestrian scaled environment.



*Small parks can be a delight for the pedestrian.*



*Public-private space definition is important, particularly where there are residential and commercial uses. A small height variation between the sidewalk and the private property is as effective as a barricade in making this definition.*

## **B. 1. VILLAGE REVITALIZATION EXPANSION**

### **VILLAGE OBJECTIVES**

Some ideas and opportunities discussed in response to these objectives included:<sup>7</sup>

- The existing “linear” village could be transformed or improved by moving parking to the side or rear of building, extending buildings that are too far set back, and adding curbing, sidewalks or pedestrian routes, street trees and protected crosswalks.
- Developing a “village green” in front of Moultonborough’s Town Hall and library, and relocating the majority of the public parking to the north.
- Potentially allowing this “green” to cross Holland Street, at least in a small way.

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<sup>7</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 3/8/2008.

- Adding a commercial street parallel to Whittier Highway, for only a short distance, but creating small blocks of approximately 200 feet square, as contrasted to more typical 300 or 400 feet square blocks. This would allow the village to grow, reduce its linear aspect while maintaining and strengthening its pedestrian aspects.
- Making pedestrian crossings safer: (1) provide a sidewalk from the existing pedestrian path from the Moultonborough Academy to the village's center, on the north side of Whittier Highway; (2) provide crosswalks from the civic buildings to the commercial buildings away from the Whittier/Holland intersection; and (3) provide additional crosswalks where new streets are added to create new blocks.

*Potential Village Expansion Utilizing the Above Principles*

*Double commercial space.*

*Add Village Green.*

*Whittier Highway traffic calming.*

*Sidewalk tie to the Academy.*

*Crosswalks between civic and commercial areas.*

*Integrate housing into village.*

*Add at same building scale.*

*Create Commercial plazas.*

*Add depth to linear village.*

*Sense of enclosure with narrow streets.*

*Pedestrian scale of small blocks.*

*Tree lined streets.*

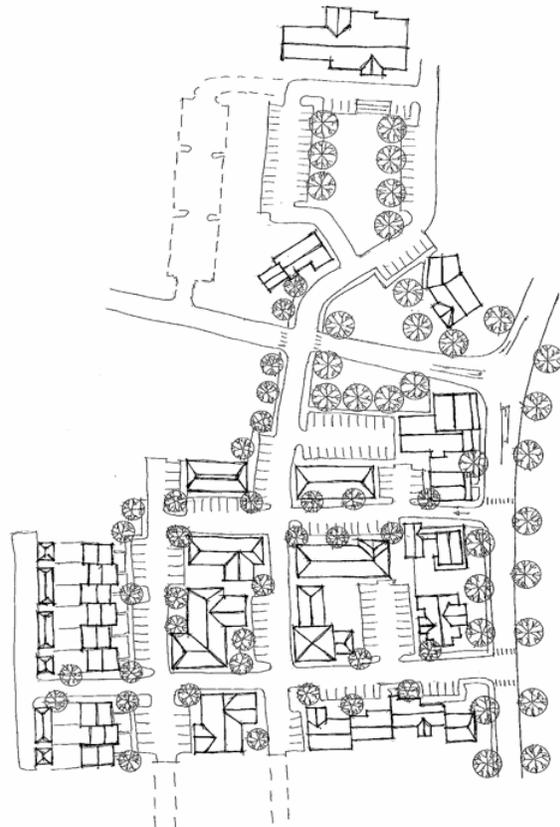
*Small pedestrian plazas.*

*Save historic structures.*

*Traffic calming techniques throughout.*

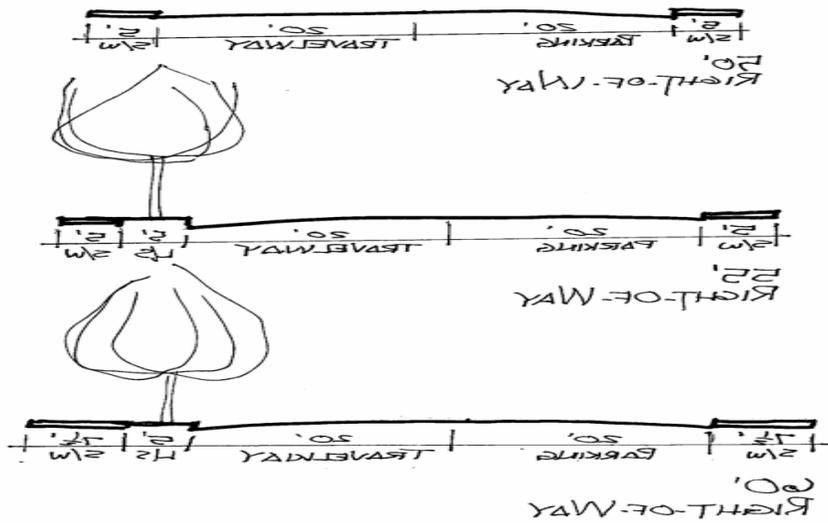
This sketch of a potential non-linear village reflects these design objectives. It also reflects that change is incremental. It is also pragmatic, relative to opportunities. For example, if the Parks and Recreation Building were relocated slightly, a much larger Village Green would be visible from Holland Street.<sup>8</sup>

This sketch indicates a doubling of commercial space, and is a ten plus year goal. It is important to concentrate commercial growth in this manner to gain the design objectives. The area from the civic center to the Academy is far enough for probably 20 plus years of growth.<sup>9</sup>



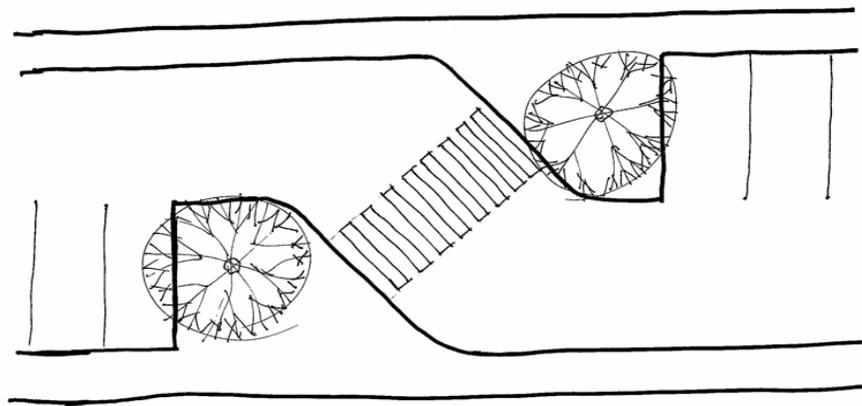
<sup>8</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 4/28/2008.

<sup>9</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 3/8/2008.



*Route 25 through the Village<sup>10</sup>*

*The objective is to utilize traffic calming techniques, including two 10-foot travel lanes, with angle parking on one side. (An alternate might be parallel parking on both sides.) The remaining right-of-way is to be a sidewalk behind the parking lane, and a landscaped strip between a sidewalk and the travel way on the other side. Where the right-of-way is in excess of 50 feet wide, the sidewalks and the landscaped strip should be widened.*



TRAVELWAY AND PARKING OFF-SET  
WITH CROSSWALK AND LANDSCAPED SIDEWALK

*Further utilizing traffic calming techniques, the travel way should be off-set, with the parking side being alternated.*

<sup>10</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 3/8/2008.

### C. DESIGN PRINCIPLES OUTSIDE THE VILLAGE

There are two basic principles for guiding development outside of the village. One is to encourage residential development along any major road to be in the form of a cluster. Sometimes called cluster development, or open space development, this technique preserves open space and rural road frontage with no loss of development potential. Cluster zoning either allows, or requires, that residential single-family development be clustered, using smaller individual house lots, with the remaining land being kept open in joint ownership. Not only does this technique serve a public design purpose, it also utilizes less roadway, and hence less drainage, a savings to the developer. The housing area of a larger scaled residential development, however, should be buffered from other single-family development because of the apparent higher density of this portion of the development. All housing should be set back from major roads, as over time, traffic and its noise will increase. In fact, these residential setbacks should be set by road classification, not by zoning district.<sup>11</sup>

The second principle is that of clustering non-residential development in nodes, or clusters, at intersections, rather than spreading that development along the length of a highway. The same design principles as used in the village would govern the development of the cluster, because the same principles of pedestrian orientation are desired. Setbacks might be reduced, but parking should be beside or behind the building, not within the setback. The various commercial uses should be interconnected, minimizing curb cuts on the major thoroughfare.<sup>12</sup>



*A commercial cluster of office, pharmacy, bank and retail uses, served from a side road (at front of photo), having no direct access to NH Route 101 (shown to right of photo), where there is a single sign naming the cluster, not the individual stores. (Cluster entry is to the left of photo.) Building design is also of a New England compatible character.*

Several other design principles could enhance character and appearance. One is building design. Here, a New England architectural character and architectural compatibility (not necessarily a copy) with adjacent developments is desired. Even national franchises are willing to abide by these criteria in markets that they wish to enter. Sign limitations are also of great importance to

<sup>11</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 3/8/2008.

<sup>12</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 4/28/2008.

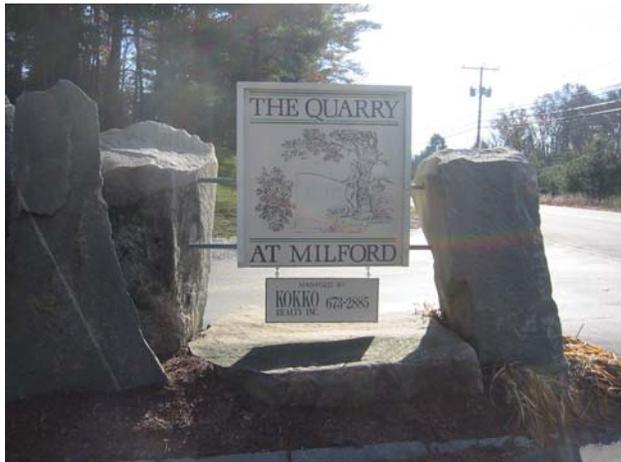
character and appearance. In this vein, it is desired that there be no portable signs. Free standing signs, while they should have letter size large enough to be read from the roadway, should be limited in size to 100 square feet, not be taller than 12 feet tall, and, should be ground mounted, and setback at least 10 feet from the property line. Building signs should also be limited in size, say 100 square feet, and should be placed in appropriate areas for the architecture on which they are mounted. Directional information signs, e.g. drive in window, should be just that, and not include any commercial logo.<sup>13</sup>

In terms of land uses, one would expect those of higher traffic generation and of highway orientation, and those requiring a building size that is incompatible with the village and its scale, e.g. gas stations, motels, or building supply yards.<sup>14</sup>

The question is then what reasonable approach is required in the areas along major roads where commercial zoning runs for great lengths. This is the case along Route 25. Here it is recommended that there be a new zoning district, a professional/residential district. This district is proposed to be from Lake Shore Drive to the Village. This district would be utilized by residential uses, larger scaled or higher traffic generating office uses, and by commercial uses of lower intensity. Such commercial uses might be garden centers, commercial storage, or boat storage.<sup>15</sup>

The 100-foot setback should remain, but parking should not be allowed within the setback. Signs would be limited like the commercial node, except a development would be limited to either a wall sign 100 square feet, or a wall sign of 50 square feet and a free standing sign of 100 square feet which is located at least 25 feet from the property line. It would also be ground mounted and limited to 12 feet in height.<sup>16</sup>

*Signs within the residential/professional district, while still needing to be legible from the road, should be of a non-retail character. A sign of only sixteen square feet may be effective.*



<sup>13</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 4/28/2008.

<sup>14</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 4/28/2008.

<sup>15</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 4/28/2008.

<sup>16</sup> Historical & Cultural Resources, Community Character & Appearance Work Group, Moultonborough Master Plan Team, Meeting Minutes of 4/28/2008.