

Chapter I

Vision Statements

Purpose

The intent of this Master Plan is to propose strategies that will further the implementation of unaddressed previous goals and objectives as well as current ones set forth in this document.

This section is the core of the Master Plan in that it is a summary of the overall development principles, priorities and sense of the Town. The core principles, vision statements and action items below form the foundation for subsequent implementation actions by setting policy and tone, and highlighting important issues the Town wishes to proactively manage.

Core Principles

The Core Principles summarized below provide the context for guiding future development in the Town of Moultonborough. They indicate that as a community the residents feel strongly about the following:

1. Managing growth in a manner that is in harmony with the natural environment.
2. Maintaining and protecting its natural and rural character.
3. Accommodating the development of commercial and light industrial/Technical uses that are compatible with the Town's rural character, physical and natural environment by taking advantage of today's broadband, cable, satellite and internet tools while adaptively reusing/expanding existing historic structures or building new ones that blend in with the cherished look and feel of the community. (employing state of the art 21st century technology within a rural community with a 19th century look and feel)

Guiding Development over the Next 25 Years

Implementing these core principles while accommodating future growth will require a number of changes in how land is used and how development is managed and regulated. This Master Plan intends to provide guidance to identify areas for protection and/or closely-controlled development, as well as areas where growth can be accommodated with little or manageable impact on adjacent lands and neighbors. Key issues that require attention include:

- Respect for Moultonborough's historical and cultural resources, and preservation of the rural character and scenic beauty of the Town.
- The importance of protective/preservation regulations for the abundant natural and sensitive environmental resources in Moultonborough.
- Awareness that the potential impact on town services from seasonal population converting to year-round population must be tracked and planned for.
- The need to maintain existing, and plan for justified, necessary expanded public facilities and services.
- The impact traffic and development along the Route 25 corridor has on Moultonborough residents' quality of life and the inherent limitations the road's

- carrying capacity has on future development. (the corridor)
- Village Planning and other commercial nodes (TBD by VV Committee)

Overall Vision Statements

The statute 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.”*

The Vision Statements below are derived from conclusions of previous Master Plans, the analysis of the Planning Board, Master Plan survey, and public participation at Speak Out sessions, meetings and hearings.

1. Moultonborough is replete with exemplary natural and geologic resources that should be protected and preserved for their environmental significance and for the scenic beauty they provide to the community.
2. The community is generally pleased with its historic development; therefore, it is imperative that future growth be harmonious with the Town’s existing rural character as defined by its historic, cultural, and natural resources.
3. Moultonborough will strive to provide a high quality of life to its residents and visitors, while at the same time respecting and protecting features that give the Town its unique identity.
4. The residents of Moultonborough understand the importance of economic growth that supports the health and future of the community; they seek to accommodate that, while being careful to maintain the valuable historical and environmental qualities of the Town.
5. Moultonborough’s character, quaintness and geographic context attract residents and visitors to this special place. Town heritage includes a strong respect for agricultural and rural areas and a culture of respect for historical sites, attractions and recreational areas.
6. The Town seeks to balance adopted regulations, ordinances, policies and permitted development with a fundamental respect for private property and property rights. The Town encourages a diverse spectrum of economic activities and populations.
7. The Town intends to continue its traditional commitment to conserve, sustain and wisely manage natural resources (such as the lakes and forests) which are fundamental to the intrinsic character of town. Residents maintain a fundamental understanding that quality of life and quality of our unique natural environment, jobs, low taxes, and quality schools are key principles in our shared vision of Moultonborough. These aspects draws/retains residents, employers and visitors alike.
8. The Town is committed to provide effective, efficient and appropriate services to the community while maintaining local control balanced with a tradition of playing a proactive role in the region. Moultonborough is unique and residents want to avoid it becoming a cookie-cutter town.
9. Moultonborough’s Plan needs to focus on the people – not just the physical conditions of the community. When issues of balance are discussed, a stronger effort should be made to

incorporate cultural demographics (including the year round and seasonal residents and visitors) as opposed to just quantitative statistics.

10. A broad consensus vision for Moultonborough includes and encourages a diverse balance of rural community character, including a variety of land uses, economic activities, development patterns and demographics. Development must always be in balance with community character, natural resources, rural and agricultural land protection and done in a way to enhance the Town as a vibrant, unique community.
11. As a healthy and unique rural community, the town will evolve and modernize while maintaining its heritage, historical features and “New England” town center. This balance will require wise, frugal, and phased infrastructure investments (water, sewer, transportation, public safety, recreation and public spaces) based upon demonstrated need and community consensus.
12. The Town shall use good ordinances, planning practices and other adopted policies to encourage and attract 21st century growth while maintaining 19th century character. It is likely that the Town will be best suited for knowledge-based, creative cottage industries and small business employing state of the art technology and should be welcoming to such. In a traditional New England village this means permitting compatible mixes of land uses which meet community expectations expressed through transparent public process and frequent public dialog. Ideally, Moultonborough will stitch this growth into our rural landscape creating a vibrant economy and a high quality of life.
13. A majority of Town tax revenue is associated with our lakes, watersheds and water resources. It is of paramount importance that Moultonborough continue to work proactively and collaboratively with watershed neighbors to protect and enhance these resources.
14. The Master Plan is a multi-decade document. It will build upon the 2008 Plan’s enumeration of clear and discrete short, mid and long-term goals with justifications and rationales. Town leaders, staff and appointed working groups will track progress and suggest ongoing implementation needs. As such, the Plan is the foundation of a process that requires transparency and ongoing active public participation. The Town will encourage and embrace dialog and work to forge a common consensus while respecting a healthy diversity of constructive opinions.