



II. Vision

A. Purpose

The intent of this Master Plan is to outline implementation strategies to achieve defined goals and objectives (prioritized recommendations). This section is the core of the Master Plan as it provides a summary of the overall development principles, priorities and community vision. The principles and vision statements form the foundation for subsequent implementation actions by highlighting important issues the Town wants to proactively manage.

B. Core Principles

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

1. Managing growth in harmony with the natural environment.
2. Maintaining and protecting the town's natural and rural character.
3. Accommodating commercial and light industrial/technical development compatible with the Town's rural character and natural environment by taking advantage of today's broadband, cable, satellite and internet tools (21st century technology) and adaptively reusing/expanding existing historic structures or building new, which blend with the look and feel of the community.
4. Developing public leaders who work together to enhance the long-term future of the Town by striving to be responsive, honest, efficient, empowering, enlightened, fair and accountable which has the ability to bring the community together to participate in open, neutral dialogue on important issues.
5. Fostering and empowering citizens to actively participate in government, civic organizations and community activities by developing civic responsibility, knowledge and skills to contribute to community life.
6. Identifying and addressing the Town's challenging social issues through the coordinated efforts of the public, private, and nonprofit sectors that foster healthy families, individuals and youth.

C. Guiding Development over the Next 25 Years

Implementing these core principles to advance community development will require changes to local regulations and the types and location of permitted land uses. This Master Plan identifies areas for protection and 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 regulations that protect and preserve 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 public facilities and services and plan for expansion where justified and necessary.
- Sensitivity to the impact traffic and development along NH Route 25 has on Moultonborough residents' quality of life and highway carrying capacity limitations on future development.
- Planning for the Village and other commercial nodes.

D. Community Vision

Overall Vision Statements

NH RSA 674:2 sets forth the purpose and description of a Master Plan and states 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 following Vision Statements are derived from conclusions of previous Master Plans, the analysis of the Planning Board, input through the Master Plan Citizen 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 historical 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 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 and geographic context attract residents and visitors to this special place. Town heritage includes a culture of respect for agriculture, rural areas, historic sites, attractions and recreational areas.
6. The Town seeks to balance regulations, ordinances, policies 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, our unique natural environment, jobs, low taxes, schools and municipal services are key principles in our shared vision of Moultonborough. These aspects draw and retain residents, employers and visitors alike.
8. The Town is committed to provide effective, efficient and appropriate community services 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 more robust effort should be made to incorporate cultural demographics (including the year round and seasonal residents and visitors) in addition to 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 supporting planning practices, ordinances and policies to encourage and attract 21st century growth while maintaining 19th century character. The Town is 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 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, manage 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 consensus while respecting a healthy diversity of constructive opinions.

Master Plan Chapter Vision Statements

The following reflects the vision for each Master Plan chapter:

Land Use

Moultonborough will be a place where modest development is concentrated around village nodes so that undeveloped and agricultural areas will be preserved. Our identity is tied to our landscape: lakes, natural and historical resources. Land use policies will encourage the modest growth necessary to maintain the viability of Moultonborough as a living, social, working community while simultaneously protecting and preserving the physical landscape and historic built environment which is so inextricably tied to the character of Moultonborough.

Economic Development

Businesses that support local resources and people will be promoted. Moultonborough will support and develop its service-based and agrarian economy. Home-based and cottage industries shall predominate the economic landscape in Moultonborough. Businesses on a scale larger than home-based will be concentrated in nodes. Moultonborough shall strive to identify appropriate new nodes and to allow for the prudent expansion of the existing Village in a manner which preserves open space and in avoidance of costly public investments or additional services.

Natural Resources

Open space is one of Moultonborough's greatest assets. Our lake shorelines, steep mountain slopes, agricultural lands, forests, groundwater, watercourses, and wetlands will be preserved and protected. Their appreciation and appropriate use by the public shall be promoted.

Historical and Cultural Resources

Moultonborough's history is living and tangible, with many structures, sites, and landscapes illustrative of all periods. Historical and cultural resources, which include private and public buildings, farms, and archaeological sites, define rural character and contribute to the community's sense of place, quality of life, and scenic beauty. These community assets shall be preserved and celebrated.

Community Facilities

Existing community facilities shall be used to their fullest potential. Moultonborough will strive to meet the health and safety needs of all citizens, particularly the elderly and children. Moultonborough provides a quality education through High School. The school will be supported by and will support the community.

Transportation/Communications

Moultonborough's road network will be maintained in an efficient and organized manner. The safety needs of drivers, cyclists, equestrians, and pedestrians will be considered. Moultonborough will explore practical, affordable public transportation solutions and other alternatives to single-occupancy automobiles. The Town's communication and transportation infrastructure should be able to support the

needs of its citizens and businesses. The Town will fully support improving broadband and high speed internet capabilities to a 21st century level so that state of the art business and citizen needs are met to the greatest extent possible.

E. Policies to Explore

Land Use

- Prepare and Adopt a Redevelopment Policy
- Prepare and Adopt a Developer's Handbook
- Prepare a Housing Chapter of the Master Plan
- Consider identifying nodes and expanding the current Village to direct new development toward those zones in order to protect and preserve open space and to minimize strip type development along the busy NH Route 25 corridor.
- Evaluate the impact of commercial zoning changes to dimensional and use requirements for the NH Route 25 corridor outside of the existing commercial nodes.
- Insure physical land characteristics can support proposed uses without requiring excessive public expenditures (for example, the construction of municipal water or sewer systems) to support the development.

Economic Development

- Prepare and Adopt an Economic Development Policy
- Support businesses, in accordance with allowable uses in the Zoning Ordinance, which use and protect local resources and people and which are in harmony with Moultonborough's natural, rural, and historic qualities.
- Assist business owners through the zoning/permitting process to facilitate the ability of people to live and work in Moultonborough.
- Consider appropriate nodes and consider expanding the current Village to accommodate economic growth.
- Explore ways to support a service-based and agrarian economy.

Natural Resources

- Protect the quality of all of our lakes and other waterbodies.
- Protect the quality of groundwater
- Identify and map areas of particular natural and aesthetic importance. Use various tools available from Conservation Zoning to Conservation Easements to protect these areas.
- Update the Natural Resources Inventory.
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- Encourage the use of public spaces.

Historical and Cultural Resources

- Develop and periodically update a Historical Resources Inventory and Map to identify significant historic buildings and archaeological sites in Moultonborough.
- Promote recognition, preservation, and/or adaptive re-use of historic buildings with existing incentives and mechanisms outlined in NH RSA 79-D and 79-E. Continue to work toward village revitalization, following strategies outlined in the Village Vision Committee Report.
- Integrate preservation goals into land use and planning efforts to ensure that community development and change are compatible with the Town's desirable rural character.
- Work with the Planning Board and Conservation Commission to evaluate the desirability of designating scenic roads with the goal of saving historic stone walls and tree-lined roads to the extent practical.
- Support efforts by the Town, Schools, and conservation and preservation entities to protect Town Records and keep Moultonborough's history alive through education and tours of historic sites.
- Continue to protect and use our historic buildings.
- Keep Moultonborough's history alive through tours of historic sites, through the integration of local history into school curricula, and by supporting oral history projects, the Moultonborough Historical Society, and other historical/preservation groups.

Community Facilities

- Encourage multiple uses of existing facilities.
- Prepare periodic facility assessments.
- Periodically assess the Town's emergency preparedness.
- Address the multi-use of school facilities in light of declining school enrollment.
- Support the Town website.