

# Londonderry Master Plan Survey Summary

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Natural Resources, Transportation &  
Economic Development



OCTOBER 2025

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Prepared by: Southern New Hampshire Planning Commission  
For: Town of Londonderry

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# Londonderry Master Plan Survey Summary

## Introduction

The second Londonderry Master Plan Survey collected a total of **658 responses** from residents and business owners. The survey sought input on three topics: **natural resources, transportation, and economic development**, following a first survey conducted in 2024 that covered other Master Plan topics. Respondents represented a wide range of age groups and lengths of residency, with nearly half living in Londonderry for more than 20 years. The following sections summarize the major themes from the survey data.

## Natural Resources

**Survey responses indicate strong support for protecting Londonderry's water resources and natural landscapes.** The highest priorities were protecting drinking water and aquifers (87% very important) and safeguarding wetlands, streams, and surface waters (73%). Broad support was also expressed for preserving wooded areas (69%), agricultural lands (64%), wildlife corridors (63%), and conservation land management (61%). Passive recreation and trail connections were valued alongside habitat preservation (79% and 61% support, respectively). While many respondents favored voluntary land conservation tools and tax incentives, comments also reflected concern about rapid development, deforestation, and loss of farmland. A smaller share supported continued development to expand the tax base. Overall, respondents consistently linked natural resource protection to maintaining Londonderry's rural character.

## Transportation

**Transportation responses reflected concern with both roadway conditions and alternative modes of travel.** The top traffic-related issues were congestion (65% very important), problem intersections (57%), and speeding in neighborhoods (52%). Road maintenance and addressing aging infrastructure were also highly rated (48% very important). Most respondents (74%) said roads are not designed to safely accommodate non-drivers. For recreational infrastructure, the most common priorities were trailhead parking (55%), expanded connections to schools and amenities (46%), and neighborhood access points (43%). Safer walking and biking access to parks was the leading recreation improvement (57%). Awareness of regional transit services was uneven—very high for Boston Express (93%) but far lower for CART (52%) and MTA (46%). Many respondents said they prefer driving, with only 5% citing service frequency or schedule as a barrier to using transit. The most urgent transportation issue identified was expanding services for older adults, disabled residents, and non-drivers (62% rated very or somewhat important). Open

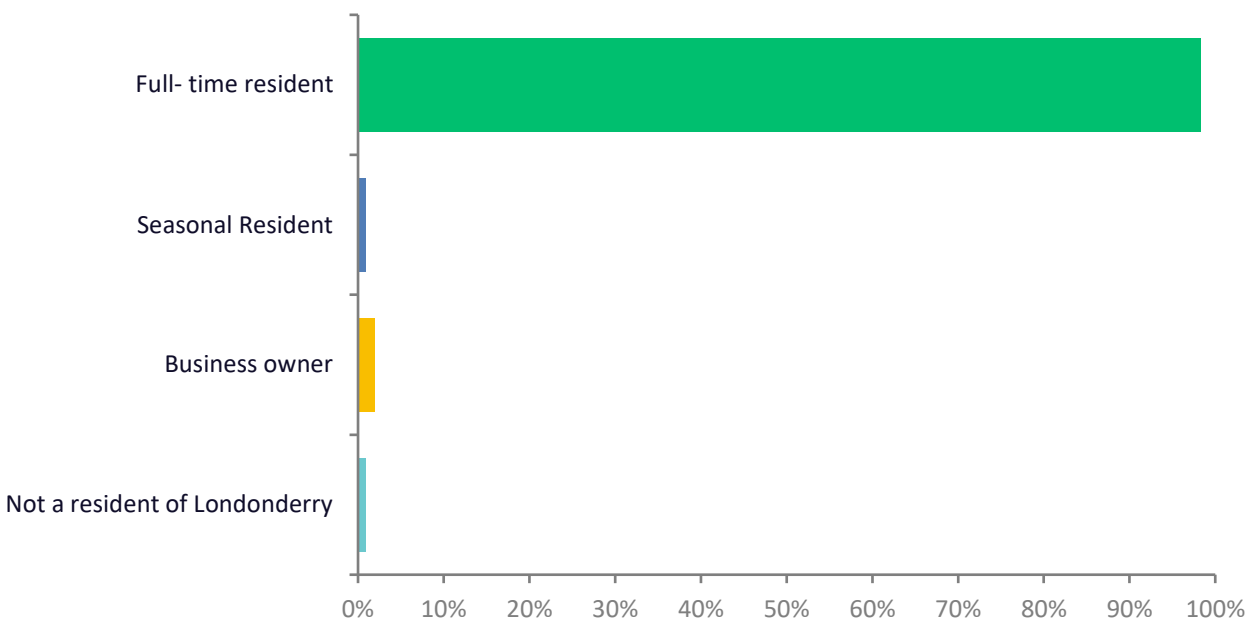
comments emphasized traffic congestion, lack of sidewalks and crossings, and the need for stronger enforcement and planning.

## Economic Development

Survey participants emphasized a balance between supporting small businesses and managing growth pressures. Agriculture and agritourism received the highest support (71%), followed by arts and cultural events (49%) and historical tourism (37%). Respondents showed strong interest in independent restaurants (66%), specialty food shops (55%), and farm-to-table dining (53%), with lower support for chain or large-scale commercial development. Many also expressed interest in family recreation facilities, community theaters, and cultural amenities. Business owners reported challenges related to benefits, staffing, and affordable space, with some citing zoning restrictions as a concern. The most frequently supported actions to improve business success were streamlining permitting (45%), expanding broadband access (43%), and reducing start-up costs (40%). Workforce training priorities centered on trade and vocational programs (64%), with additional support for tech/STEM, health care, and entrepreneurship. Open responses highlighted concerns about overdevelopment, property taxes, traffic, and loss of rural character, alongside calls for more diverse small businesses and recreational amenities.

**Question 1 | Answered: 657 - Skipped: 1**

### Are you a Londonderry Resident?

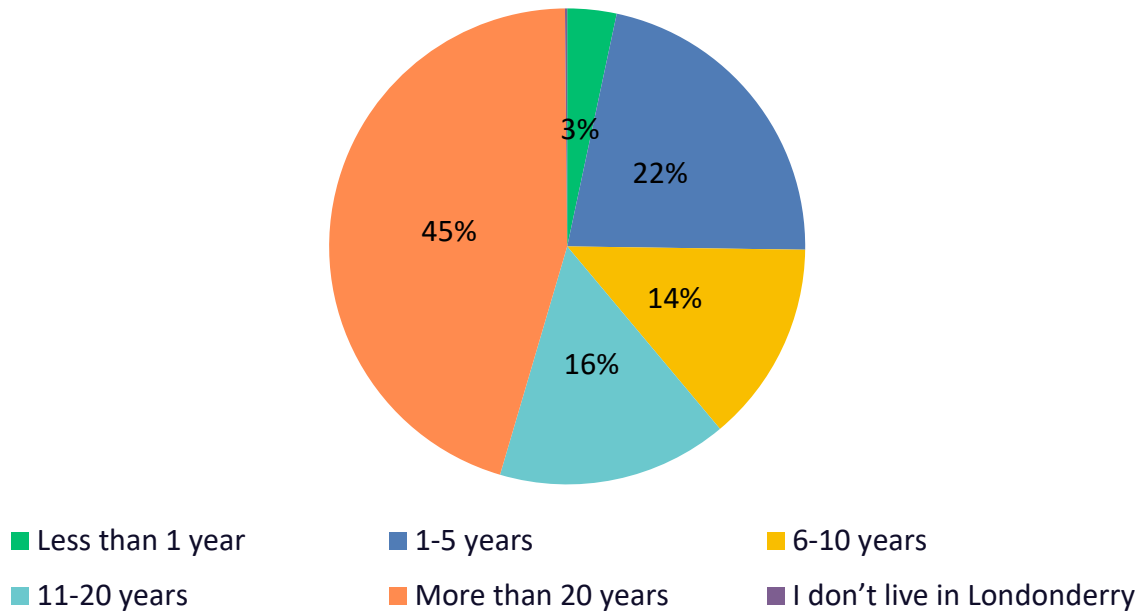


A total of 658 individuals participated in the second Londonderry Master Plan Survey. Most respondents were full-time residents (98%), while 1.98% (or 13 participants) identified as business owners.

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**Question 2 | Answered: 658 - Skipped: 0**

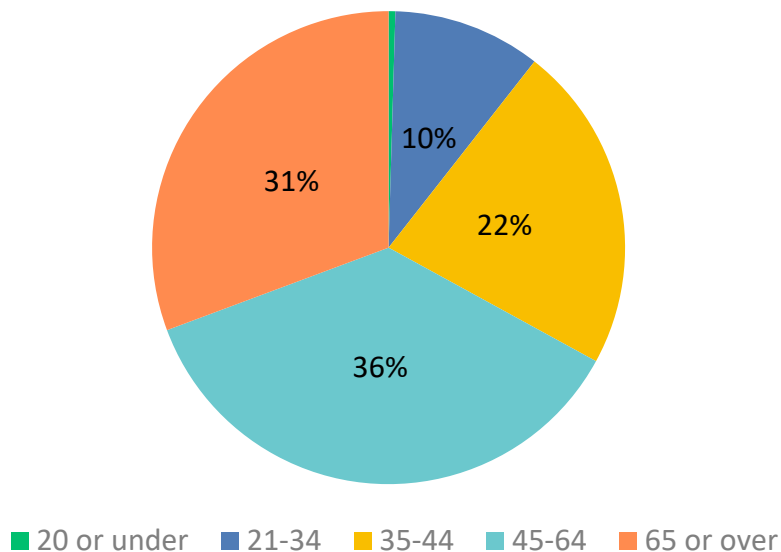
**How long have you lived in Londonderry?**



Of the 658 respondents, nearly half (45%) have lived in Londonderry for more than 20 years. About 22% have lived in town for 1–5 years, while another 30% are split between 6–10 years (14%) and 11–20 years (16%). A small share (3%) are new residents with less than one year in town.

**Question 3 | Answered: 652 - Skipped: 6**

**What is your age group?**

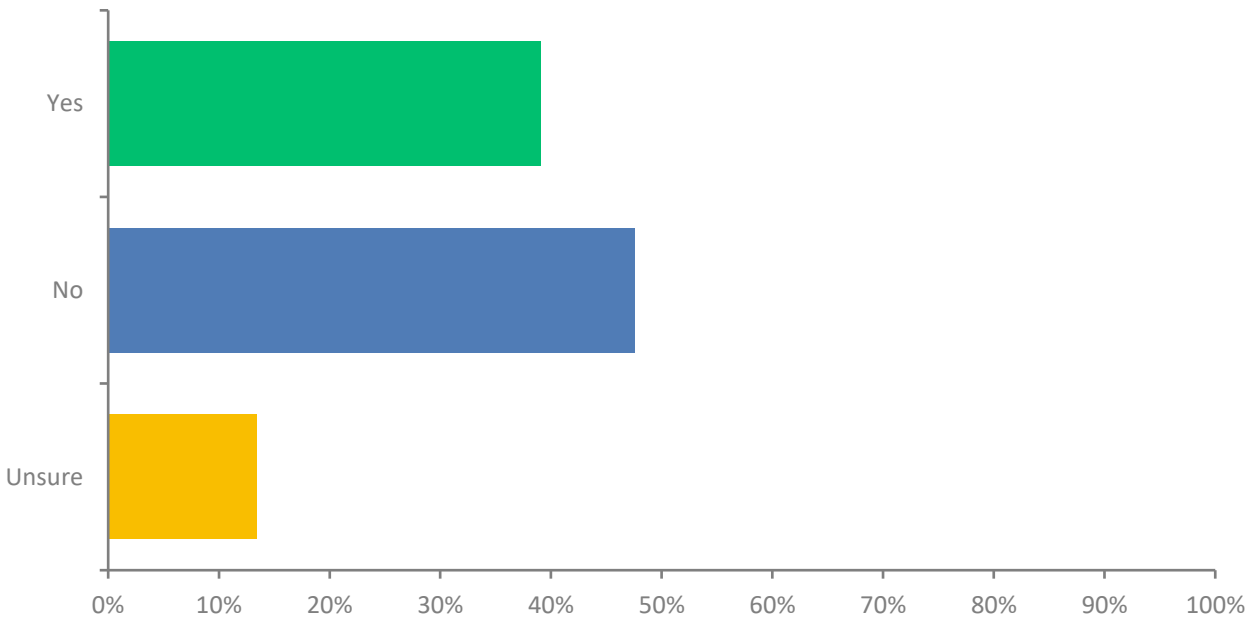


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Of the 652 respondents, the largest share (36%) were between 45–64 years old, followed by 31% aged 65 or older. About 22% were ages 35–44, while 10% were between 21–34. Only a very small number (less than 1%) were 20 or under.

**Question 4 | Answered: 652 - Skipped: 6**

**Did you participate in the first master plan survey (late summer and early fall of 2024) regarding land use, housing, and regional context?**



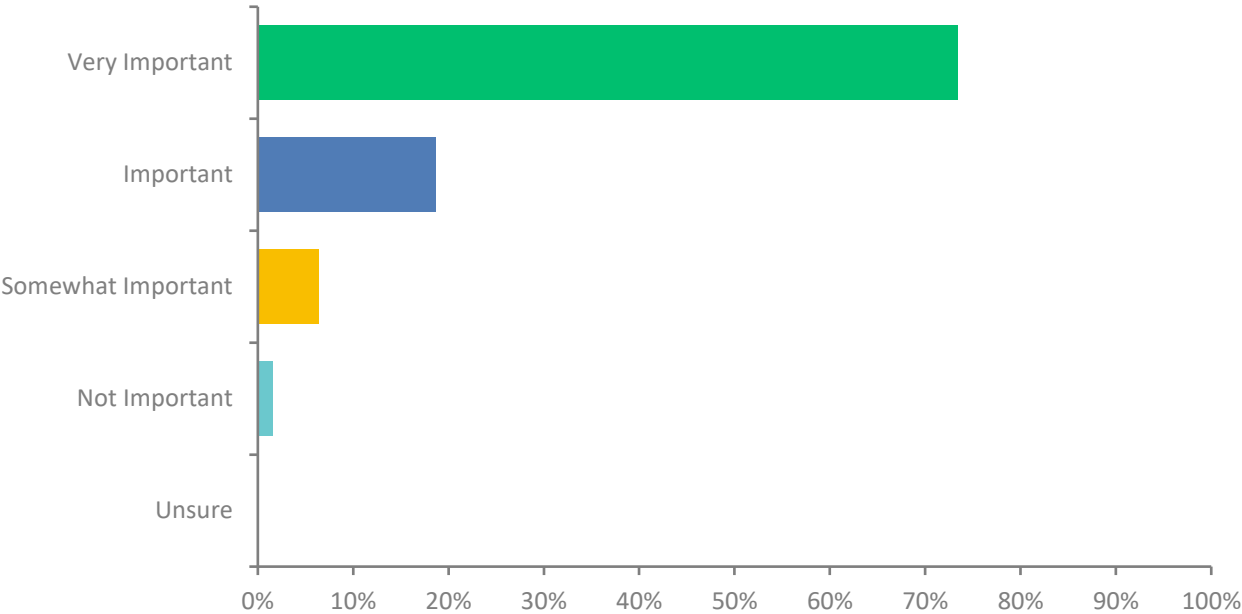
Of the 658 respondents, 39% indicated they had participated in the first Master Plan survey conducted in 2024. Nearly half (48%) had not, while 13% were unsure.

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# NATURAL RESOURCES

**Question 5 | Answered: 580 - Skipped: 78**

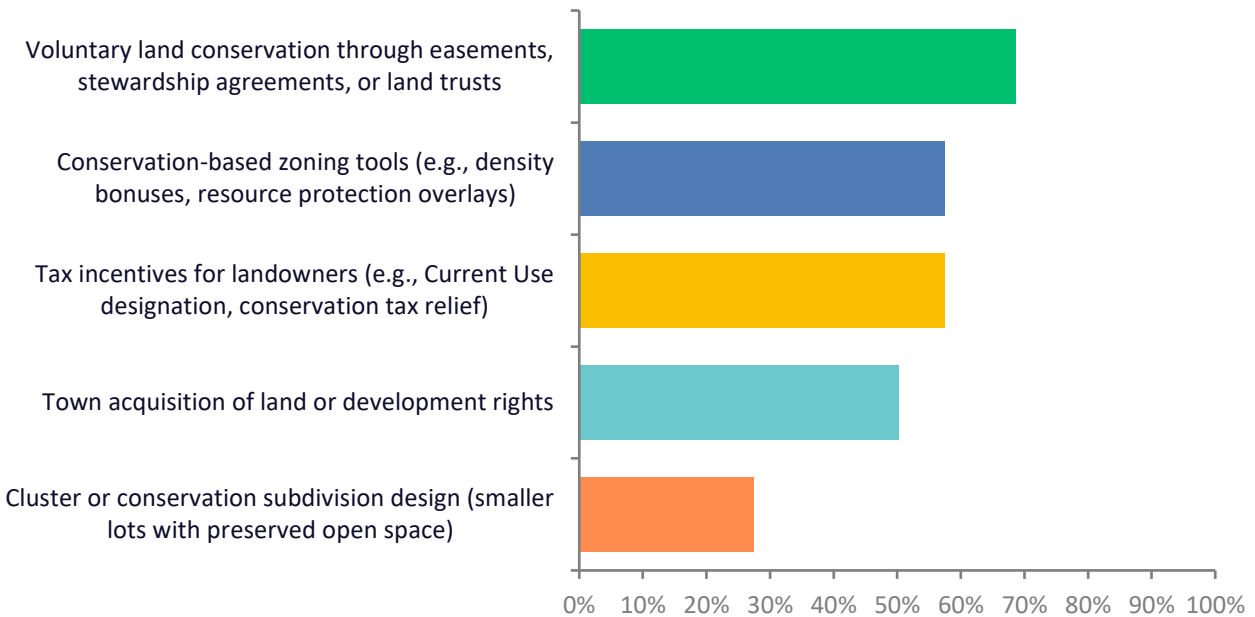
**How important is the preservation of additional open space in Londonderry to you?**



Nearly three-quarters of respondents (73%) rated the preservation of additional open space as very important, and another 19% said it was important. Only a small share felt it was somewhat important (6%) or not important (2%). No respondents indicated they were unsure.

## Question 6 | Answered: 555 - Skipped: 103

**Which methods do you consider appropriate for conserving undeveloped open space (e.g., farmland, woodlands, wildlife habitat) and protecting environmental resources?**



Among 555 respondents, the most widely supported method was voluntary land conservation through easements, stewardship agreements, or land trusts (69%). Over half of respondents also supported conservation-based zoning tools (57%), tax incentives for landowners (57%), and Town acquisition of land or development rights (50%). Fewer respondents (27%) considered cluster or conservation subdivision design appropriate. Forty-seven participants provided additional comments under “Other.”

## Question 6 | “Other” Responses Summarized

Many respondents expressed **concern about the pace of development** and its impact on Londonderry’s rural character. A recurring theme was the call for stricter limits or even moratoriums on new construction, particularly large housing complexes and commercial projects. Several respondents emphasized the importance of protecting farmland, orchards, and the Musquash Conservation Area. Others voiced frustration with zoning variances and urged stronger enforcement of existing rules.

While some participants suggested alternative strategies, such as higher impact fees or requiring developers to conserve land in proportion to what they build, a small number favored continued development to expand the tax base. Overall, the comments reflect a **strong desire to slow growth and prioritize the preservation of natural and agricultural resources.**

**Question 8 | Answered: 579 - Skipped: 79**

**Please indicate the level of importance you feel the Town should devote to the following natural resource concerns:**

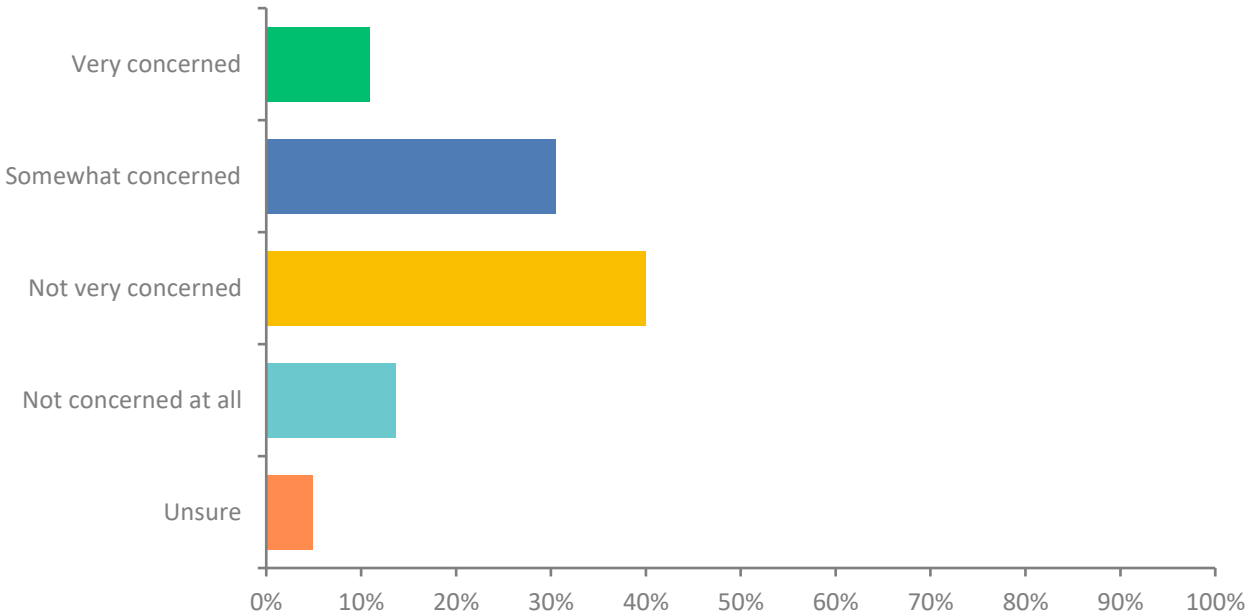
<b>Natural Resource Concerns</b>	<b>Very Important + Important</b>
Protect drinking water supply and aquifers	97.4%
Protect wetlands, streams, lakes, other surface waters	92.9%
Promote conservation land management	90.8%
Preserve and protect wooded areas	90.7%
Preserve agricultural lands/open areas	89.2%
Protect wildlife corridors and habitats	88.3%
Coordinate with Planning and other Town Offices on regulations for natural resource protection	85.0%
Working with town staff on best management practices for environmental protection of resources	84.5%
Make conservation lands accessible (via trails, parking, and education programs)	78.8%
Education/outreach programs on natural resource protection	72.2%
Developing a renewable energy plan for town facilities	63.7%

The results show that residents place the highest priority on protecting drinking water supplies and aquifers (97%) and protecting wetlands, streams, and other surface waters (93%). Other top concerns include conservation land management (91%), woodland preservation (91%), and agricultural land protection (89%), all of which received support from nearly nine in ten respondents. Protecting wildlife corridors and habitats (88%) and improving regulatory coordination and best management practices (85%) were also viewed as important. Slightly lower levels of importance were given to public access to conservation lands (79%) and education and outreach (72%), while developing a renewable energy plan (64%) received the most mixed responses.

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**Question 9 | Answered: 577 - Skipped: 81**

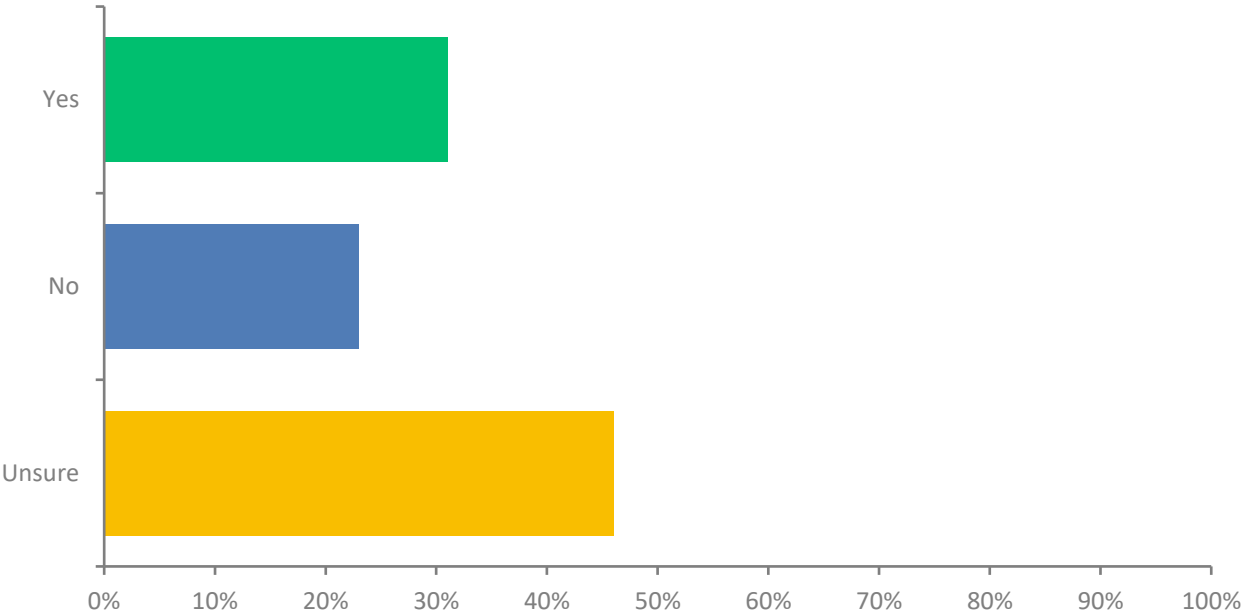
**How concerned are you about flooding or stormwater runoff in Londonderry?**



When asked about flooding and stormwater runoff, most respondents expressed limited concern. About 40% said they were not very concerned, while 14% reported being not concerned at all. A smaller share, 31%, were somewhat concerned, and only 11% were very concerned. About 5% were unsure.

**Question 10 | Answered: 574 - Skipped: 84**

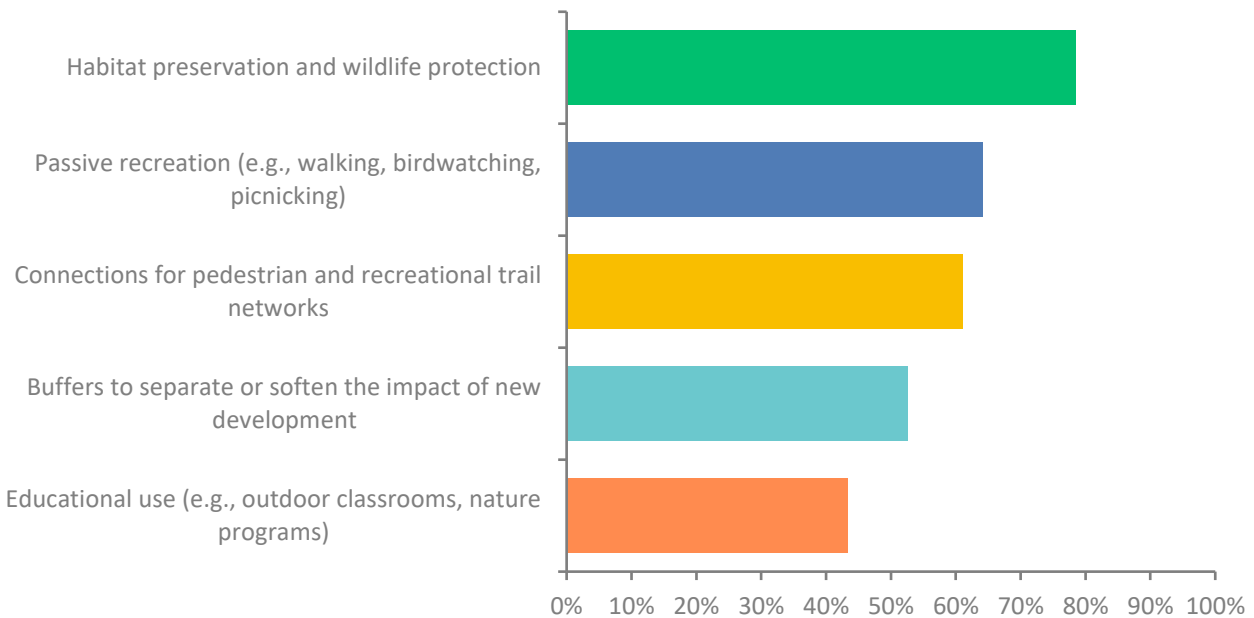
**Do you think the Town of Londonderry should take further action to reduce flooding risks, such as through infrastructure improvements or updated regulations?**



Responses were mixed regarding whether the Town should take further action to reduce flooding risks. About 31% said yes, 23% said no, and nearly half (46%) were unsure.

## Question 11 | Answered: 574 - Skipped: 84

### How should open space be utilized in Londonderry?



When asked about the most important natural resource priorities for Londonderry, respondents emphasized habitat preservation and wildlife protection (79%) as the top concern. Strong support was also expressed for passive recreation such as walking, birdwatching, and picnicking (64%), as well as for expanding pedestrian and trail connections (61%). About half (53%) supported buffers to reduce the impacts of new development, and 43% highlighted the value of educational uses such as outdoor classrooms and nature programs.

### Question 11 | “Other” Responses Summarized

Residents most often emphasized protecting Londonderry’s **water resources**, including drinking water wells, aquifers, stormwater, and PFAS contamination. Many also urged slowing or halting new development, citing concerns about deforestation, loss of open space, and strain on infrastructure.

**Preserving woodlands, wetlands, orchards, and farmland** was seen as central to the Town’s identity, with frequent calls to protect wildlife corridors and habitats. A related theme was the desire to maintain Londonderry’s small-town, rural character in the face of large-scale growth.

Some respondents highlighted the **need for additional recreation opportunities**, such as trails and safe pedestrian access to natural areas. Others raised concerns about traffic, promoted education on conservation, or mentioned less common ideas like natural burials.

## TRANSPORTATION

**Question 12 | Answered: 549 - Skipped: 109**

**Please rate the importance of the following traffic and road system issues.**

<b>Traffic and Road Systems Issues</b>	<b>Very Important + Important</b>
Identify/Assess problem intersections	88.4%
Growing congestion and traffic volume	86.6%
Speeding, slowing traffic to ensure neighborhoods are safe	78.1%
School traffic	68.2%
Cut through traffic	61.6%
Increase police presence and speed enforcement	58.4%
Impacts of freight and trucking	58.3%

Residents identified problem intersections (88%) and growing congestion and traffic volume (87%) as the most pressing traffic concerns. Speeding and neighborhood safety (78%) was also viewed as a high priority. Issues such as school traffic (68%), cut-through traffic (62%), increased police presence for speed enforcement (58%), and freight and trucking impacts (58%) were rated somewhat less important, though still important to a majority of respondents.

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**Question 13 | Answered: 547 - Skipped: 111**

**Please rate the importance of roadway maintenance and safety topics.**

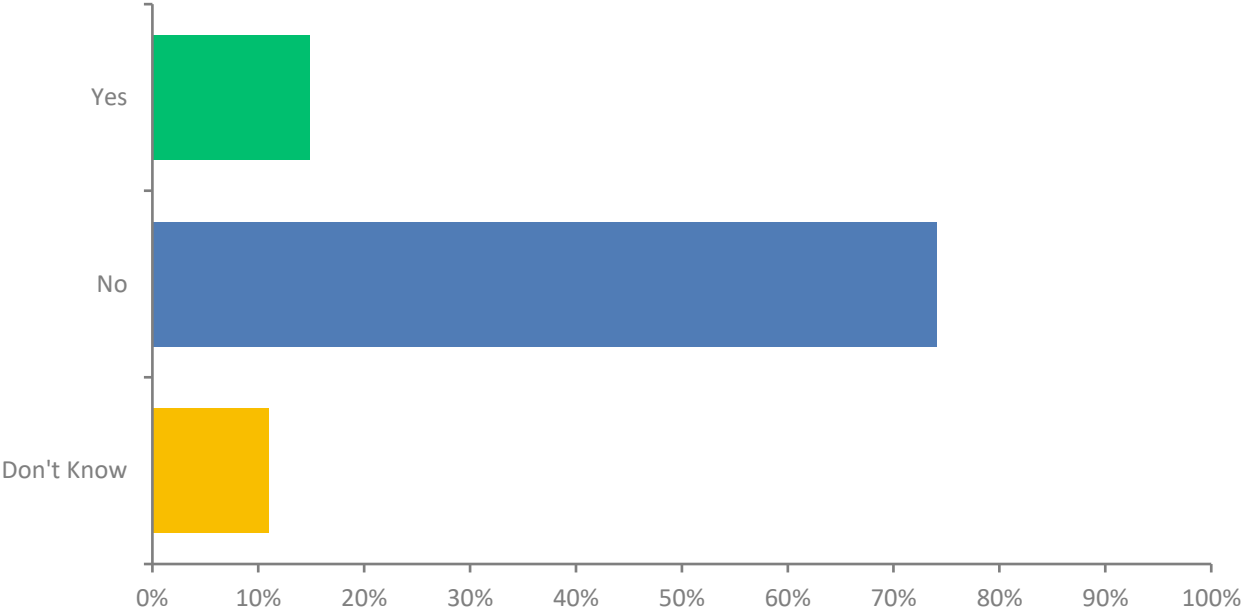
<b>Roadway Maintenance &amp; Safety Topics</b>	<b>Very Important + Important</b>
Support an effective road maintenance program	88.7%
Address aging and failing infrastructure	88.4%
Adopt complete streets policies to ensure roadway upgrades consider all roadway users	66.7%
Provide clearer lane designation for vehicles and bicyclists	65.3%
Reduce road related flooding risks through tighter policies	47.5%

Respondents placed the strongest emphasis on maintaining road quality (89%) and addressing aging or failing infrastructure (88%), both cited by nearly nine in ten participants as important or very important. Support was more moderate for complete streets policies (67%) and clearer lane designations for vehicles and bicyclists (65%). The lowest priority among the listed items was reducing road-related flooding risks through tighter policies (48%), which drew more mixed responses.

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**Question 14 | Answered: 544 - Skipped: 114**

**In your opinion, are Londonderry’s roads designed to safely accommodate non-drivers?**

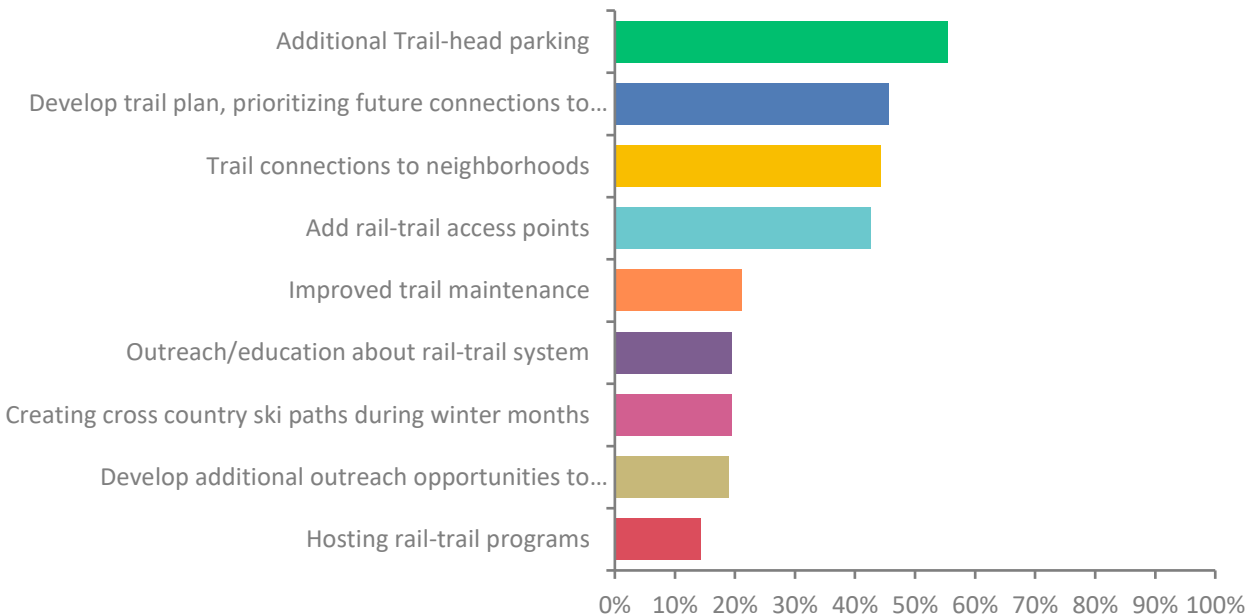


A large majority of respondents (74%) said Londonderry’s roads are not designed to safely accommodate non-drivers. Only 15% felt they were, while 11% were unsure.

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### Question 15 | Answered: 484 - Skipped: 174

In your opinion, what upgrades or additions would have the greatest impact on the rail-trail system in Londonderry? (Please check up to three items from the list below.)



The most frequently identified priorities for Londonderry’s rail-trail system were additional trailhead parking (55%) and developing a trail plan with future connections to schools, amenities, and other trails (46%). There was also broad support for expanding access through neighborhood connections (44%) and new trail access points (43%). Other potential improvements, such as enhanced trail maintenance (21%), outreach and education (19%), cross-country ski paths (19%), additional outreach opportunities (19%), and hosting rail-trail programs (14%), received lower levels of support.

### Question 15 | “Other” Responses Summarized

Many comments focused on **safety and accessibility**. Respondents frequently requested sidewalks and safe crossings, particularly at busy intersections such as Rockingham Road, as well as speed bumps, crosswalks, and enforcement of regulations (e.g., leash laws, dog waste, prohibition of motorized vehicles). Several noted the need for security cameras or stronger policing to address safety concerns.

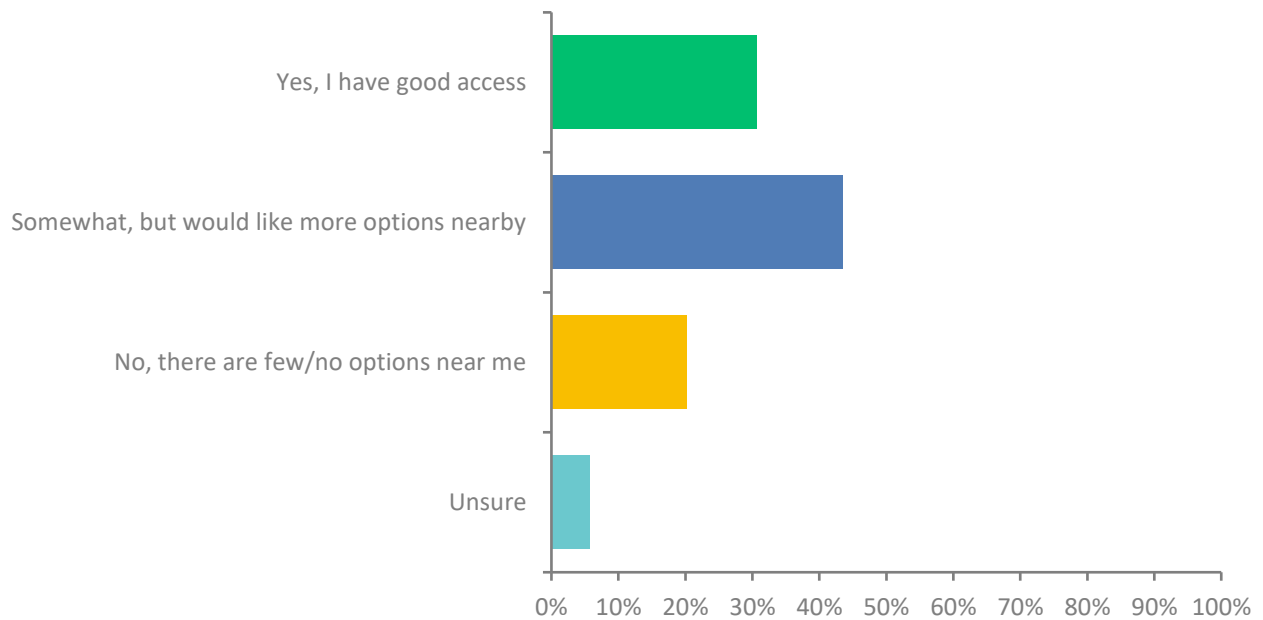
A second strong theme was the call for **expanded connections**, both within Londonderry neighborhoods and to nearby towns such as Derry, Windham, Salem, and Manchester. Residents also supported extending the trail network more generally and adding new access points.

Several respondents highlighted **maintenance and amenities**. These included winter plowing or sanding for year-round use, more frequent benches, restrooms, trash/pet waste stations, and clearer parking arrangements at trailheads. A smaller number recommended natural features like birding lookouts and marshland access.

**Opinions on funding and Town involvement were mixed.** Some asked for developer contributions or private/nonprofit responsibility for maintenance, while others opposed additional Town spending altogether. A handful of comments reflected skepticism about the value of the rail-trail, with some saying it is “fine as is” or serves too small a segment of the population.

**Question 16 | Answered: 545 - Skipped: 113**

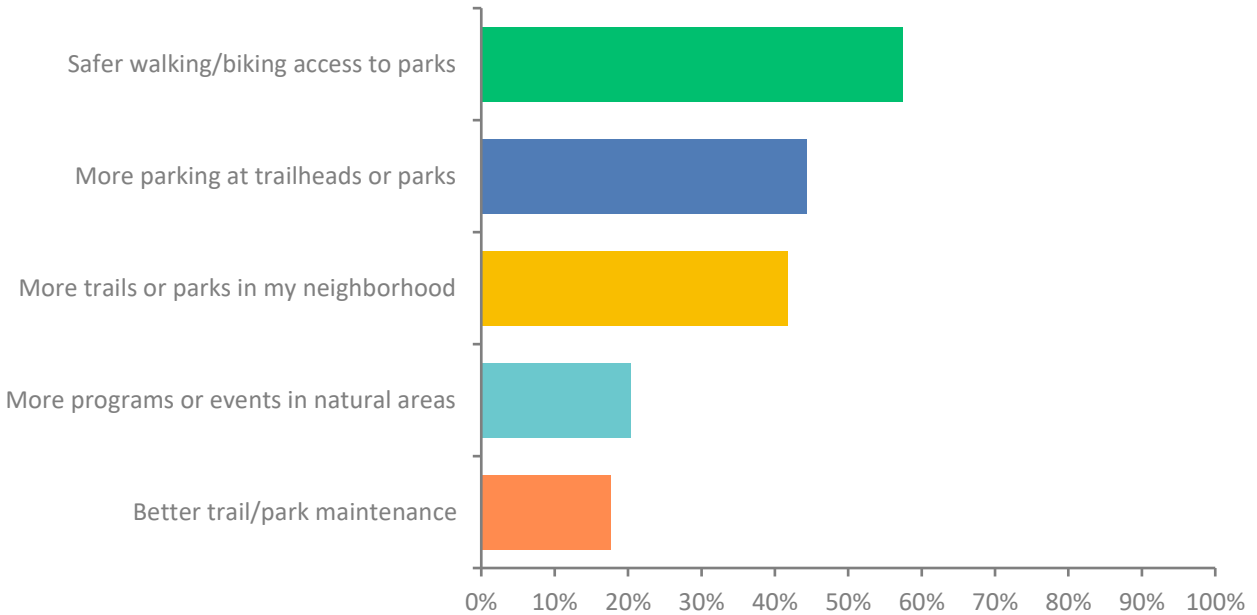
**In your opinion, is there adequate access to parks, trails, and open space where you live in Londonderry?**



A plurality of respondents (43%) said they have some access to parks, trails, and open space but would like more options nearby. About 31% reported having good access, while 20% said there are few or no options near them. Another 6% were unsure.

## Question 17 | Answered: 472 - Skipped: 186

### What improvements would help expand your ability to access outdoor recreational spaces in town?



Safer walking and biking access to parks was the leading improvement, selected by 57% of respondents. Other options that received support included more parking at trailheads or parks (44%) and more trails or parks in neighborhoods (42%). Lower emphasis was placed on providing more programs or events in natural areas (20%) and better trail/park maintenance (18%).

### Question 17 | “Other” Responses Summarized

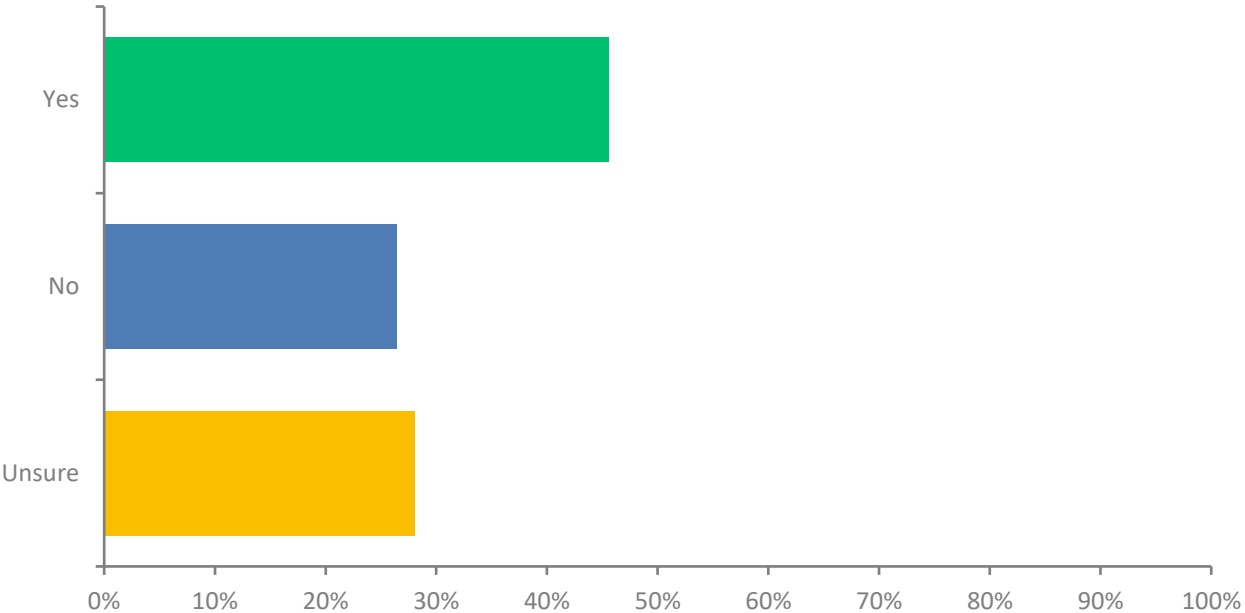
Residents most often called for **sidewalks, bike lanes, and safer connections** linking neighborhoods to trails and parks, with repeated mentions of busy roads like Hardy and Chase and desired links near Exit 5, Old Derry Road, and Woodmont Commons. Comments also highlighted the need for **safety measures** such as better lighting, signage, and enforcement on the rail trail to address conflicts with e-bikes and fast cyclists.

Several respondents urged the Town to limit new development and **preserve existing farms and open space**, while others asked for improved trailhead maintenance and parking, especially at Musquash. **Suggestions for new facilities** included pickleball courts, playgrounds, splash pads, porta-potties, and practice walls, with one proposal to repurpose the Auburn Road Superfund site for passive recreation.

A smaller share felt trails should remain as they are or questioned spending, suggesting private or civic groups take more responsibility.

**Question 18 | Answered: 542 - Skipped: 116**

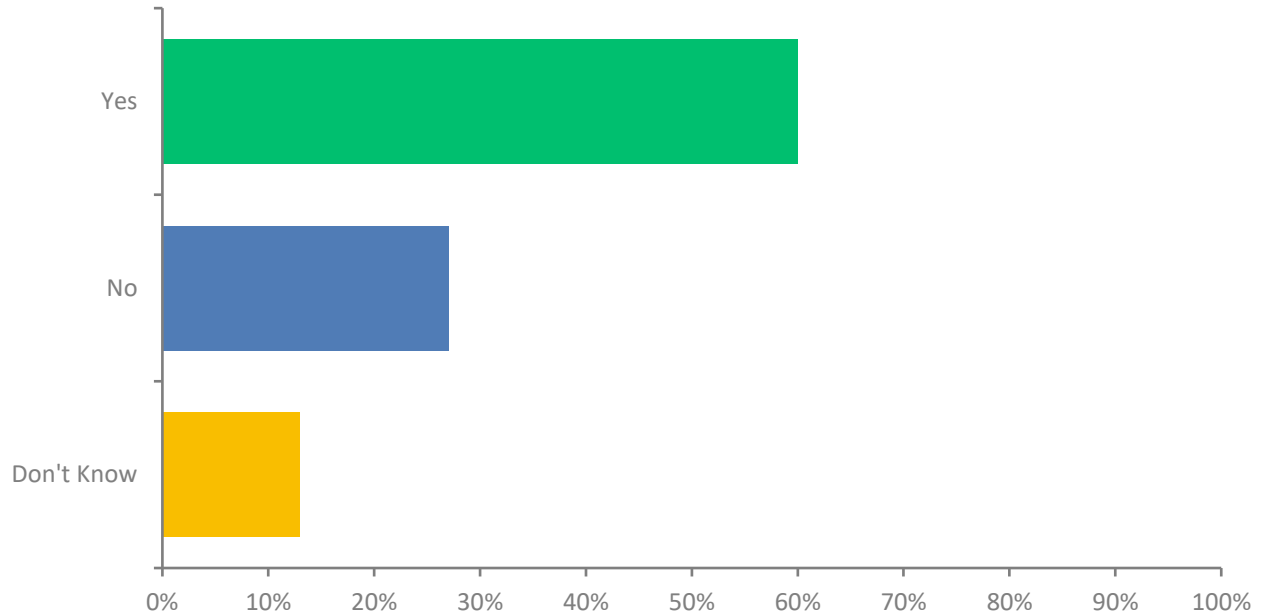
**In your opinion, should Londonderry promote development near transportation corridors to improve traffic flow and walkability?**



When asked whether Londonderry should promote development near transportation corridors to improve traffic flow and walkability, responses were mixed. About 46% said yes, 26% said no, and 28% were unsure.

**Question 19 | Answered: 548 - Skipped: 110**

**Do you think Londonderry should expand bicycle and pedestrian infrastructure and opportunities?**



A majority of respondents (60%) said Londonderry should expand bicycle and pedestrian infrastructure and opportunities. About 27% opposed expansion, while 13% were unsure.

**Question 20 | Answered: 548 - Skipped: 110**

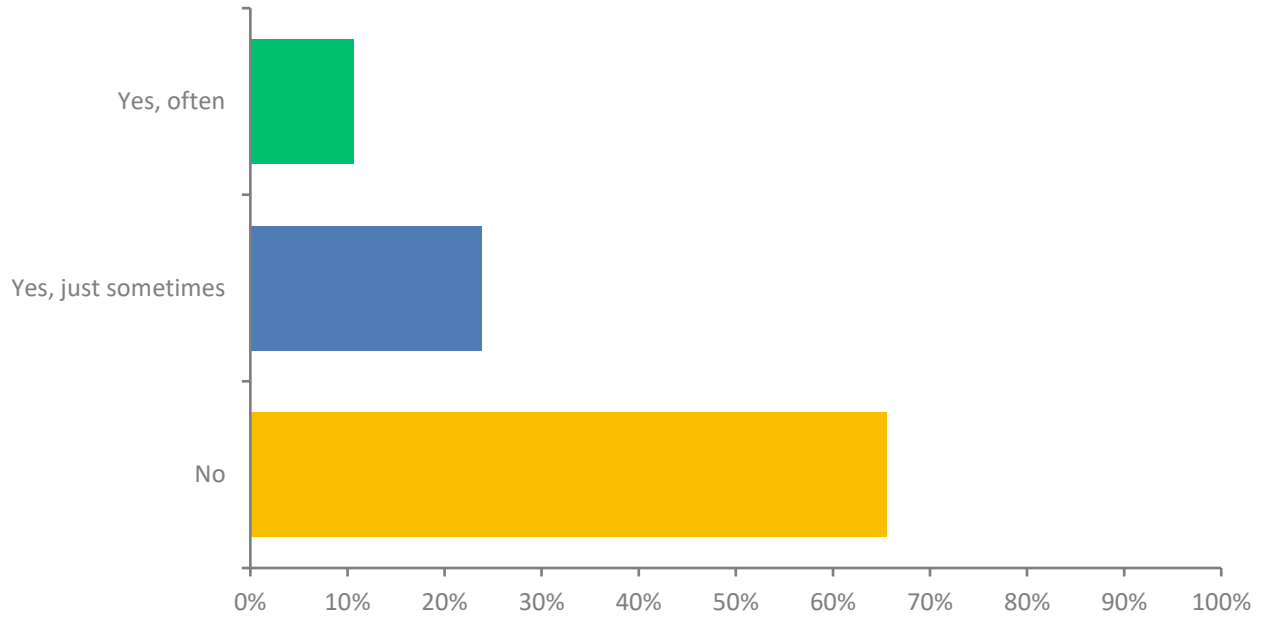
**Please rate the importance of the following pedestrian/bicycle topics:**

<b>Pedestrian/Bicycle Topics</b>	<b>Very Important + Important</b>
Find opportunities to create a more walkable sidewalk and trail network around Town facilities including Schools	66.2%
Include sidewalks within new neighborhoods	62.9%
Create additional parking at trail entrances	54.3%
Find opportunities to create trail connections between neighborhoods and trail network	54.1%
Include bicycle lanes when upgrading roads	46.8%

The highest priorities identified were creating a more walkable sidewalk and trail network around schools and town facilities (66%) and including sidewalks within new neighborhoods (63%). Just over half of respondents supported additional parking at trail entrances (54%) and trail connections between neighborhoods and the broader network (54%). Bicycle lanes when upgrading roads (47%) received the lowest relative level of support, though still noted as important by nearly half of participants.

**Question 21 | Answered: 546 - Skipped: 112**

**Are there transportation challenges that affect you or members of your household in meeting daily needs, such as work, school, or appointments?**



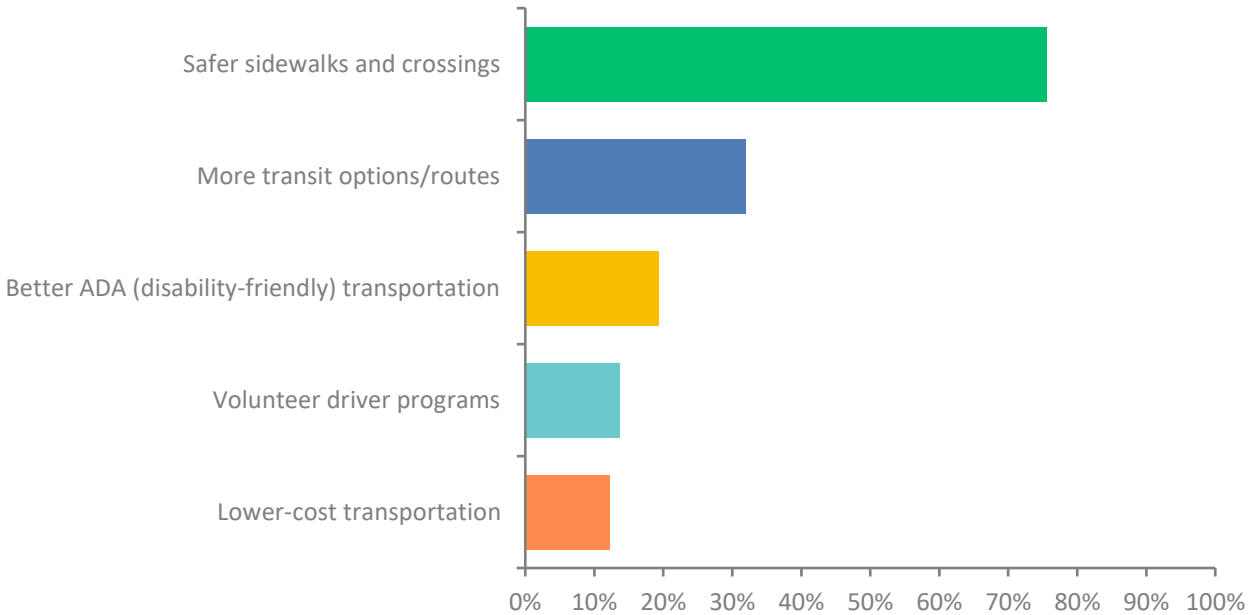
Most respondents (66%) said they do not experience transportation challenges in meeting daily needs such as work, school, or appointments. About 24% reported challenges sometimes, while 11% said they face them often.

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**Question 22 | Answered: 179 - Skipped: 461**

**What improvements would help expand your ability to access outdoor recreational spaces in town?**



Among those who reported experiencing transportation challenges, the most common solution identified was safer sidewalks and crossings (76%). Other priorities included more transit options/routes (32%), better ADA/disability-friendly transportation (19%), volunteer driver programs (14%), and lower-cost transportation (12%).

**Question 22 | “Other” Responses Summarized**

Respondents most often pointed to **traffic and development pressures**, citing congestion on Route 102 and local roads, overbuilding, and the need for stronger speed enforcement. Several identified unsafe intersections, especially along Rockingham Road, Seasons Lane, and Stonehenge.

A major theme was the lack of **sidewalks and safe crossings**, with repeated mentions of Hardy Road, Chase Road, South Road, and Route 102. Many said they do not feel safe walking or biking, particularly for children. Snow clearance of sidewalks was also raised.

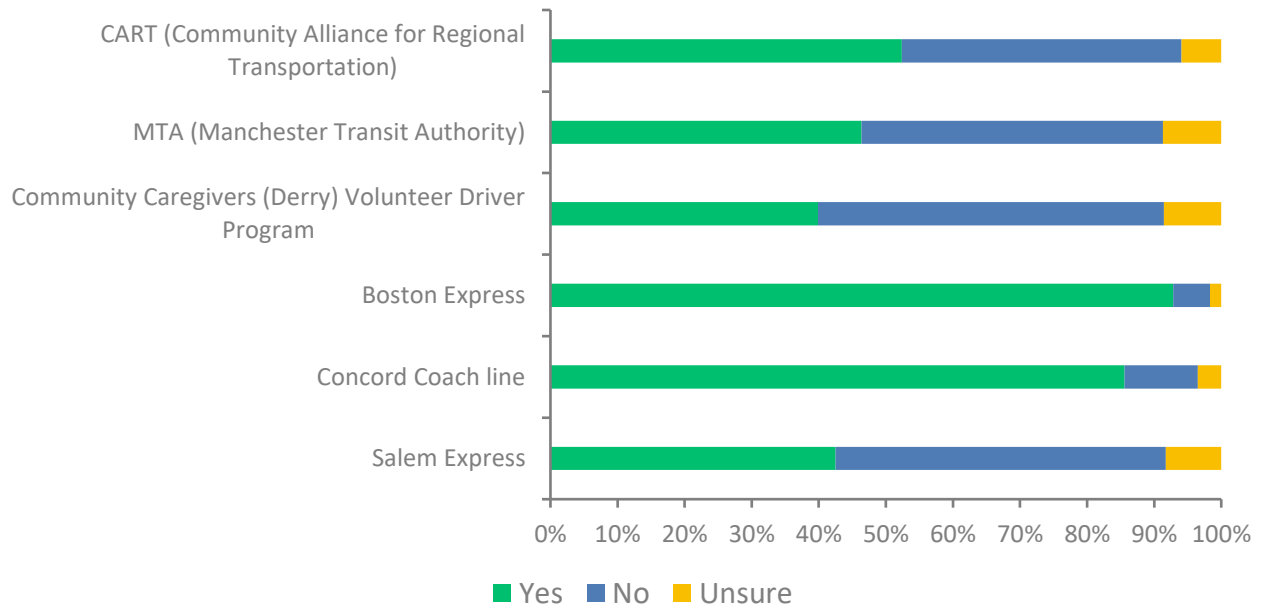
Others called for **public transportation options**, such as a local bus route, shuttle service to grocery stores and medical offices, and regional connections. Comments also noted the need for better ADA access and options for older adults.

Additional suggestions included specific **roadway fixes** (traffic lights, crosswalks, signage), police presence during school dismissals, and limiting bicycles on narrow roads in favor of trails. A few

also urged stronger regional planning with Derry, Manchester, and Bedford, while others cautioned against growth that could “turn Londonderry into a city.”

**Question 23 | Answered: 546 - Skipped: 112**

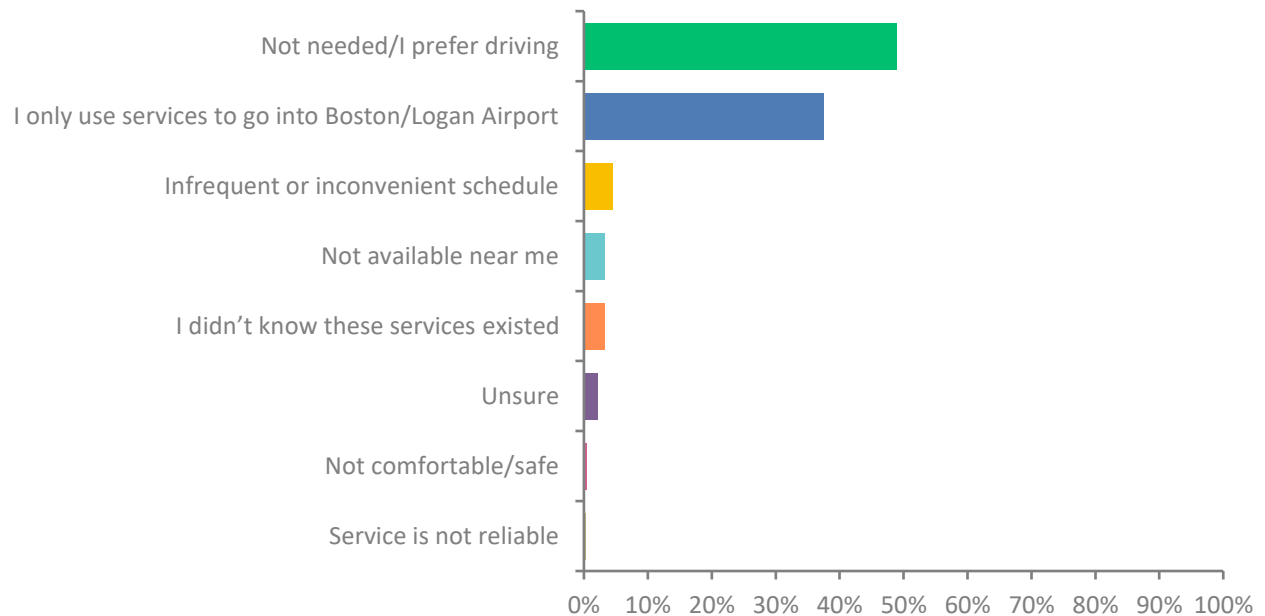
**Are you aware of the following transportation services available in Londonderry:**



Awareness varied widely across transportation services available to Londonderry residents. Nearly all respondents were familiar with Boston Express (93%) and most knew of Concord Coach Line (86%). Awareness was lower for local and regional services: CART (52%), Manchester Transit Authority (46%), and Salem Express (43%). The Community Caregivers Volunteer Driver Program had the lowest awareness at 40%.

## Question 24 | Answered: 526 - Skipped: 132

### What are the main factors that prevent you from using public transportation options such as CART, MTA, or Boston Express?



The most common reason respondents do not use local transit services was that they prefer driving or do not need them (49%). Another 37% said they only use services for trips into Boston/Logan Airport. Other barriers were cited less frequently, including infrequent or inconvenient schedules (5%), lack of awareness (3%), and lack of nearby service (3%). Very few respondents reported concerns about reliability, comfort, or safety.

### Question 24 | “Other” Responses Summarized

Many respondents said they **prefer driving** or do not need transit now, though some expect to rely on it as they age. Others pointed to **limited schedules and destinations**, noting that services don’t run frequently, don’t operate locally, or don’t go where they need.

**Boston Express and Concord Coach** were viewed positively, but comments often mentioned the need for more parking at Exit 5 and frustration with the closure of Exit 4’s park-and-ride. Several respondents were unaware of available services or said bus stops are hard to reach without a car. A smaller number raised concerns about cost, safety, or lack of direct routes (e.g., to the Seacoast), while some argued public transit is impractical in New Hampshire or opposed investing tax dollars in expansion.

**Question 25 | Answered: 538 - Skipped: 120**

**What do you consider to be the most urgent issues affecting transportation services in Londonderry? Please rate the importance of the following.**

<b>Issues Affecting Transportation</b>	<b>Very Important + Important</b>
Additional transportation services for older adults, disabled, and those who cannot drive	61.8%
Assessment of internet services to understand issues regarding working from home	41.6%
Additional Education/Awareness Programs for Existing Transportation Services	38.8%

The most significant concern identified was the need for additional transportation services for older adults, disabled residents, and those who cannot drive (62%). Fewer respondents emphasized assessing internet services to address work-from-home challenges (42%) or expanding education and awareness about existing transportation services (39%), both of which drew less than half in overall importance.

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## Question 26 | Answered: 234 - Skipped: 424

### In your view, what are the key transportation challenges Londonderry should address moving forward?

This open-ended question was answered by 36% of survey participants. Key themes are summarized below.

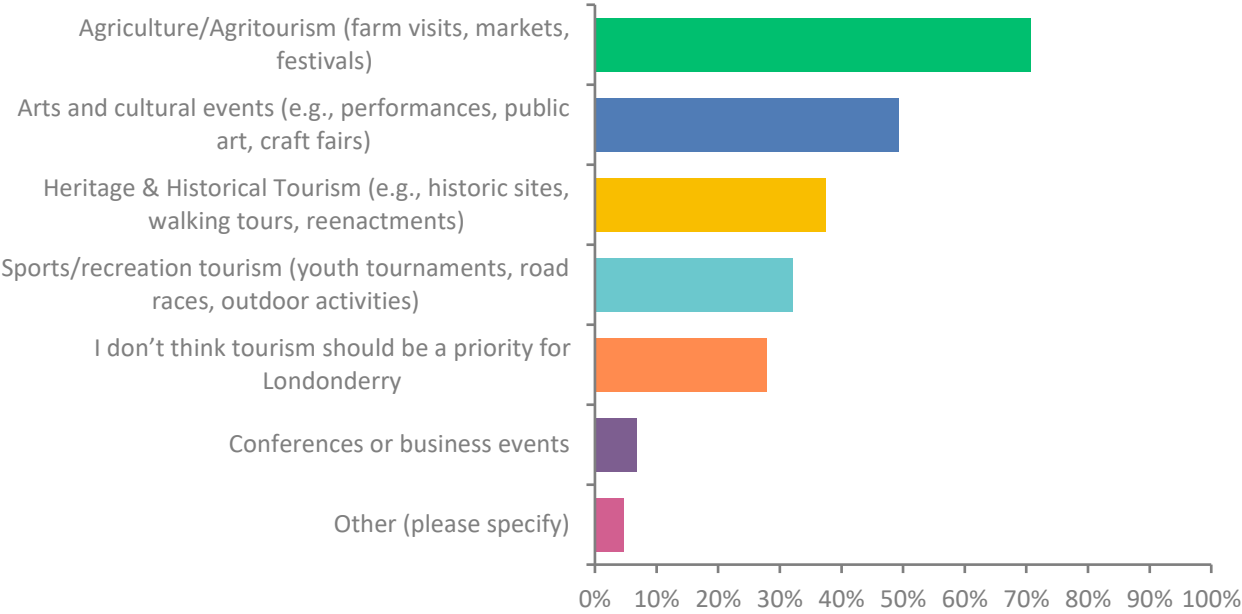
#### Responses Summarized

- **Traffic congestion:** Frequently cited along Route 102, Gilcrest Road, Pillsbury Road, and near Woodmont Commons. Many linked congestion to new apartments, condos, and commercial projects.
- **Overdevelopment concerns:** Roads and intersections are seen as unable to handle current and future growth, with calls to slow or limit large projects.
- **Pedestrian and bicycle safety:** Lack of sidewalks, bike lanes, and safe crossings on major corridors. Requests for sidewalks on main roads, crosswalks at busy intersections, and better trail connections.
- **Speeding and enforcement:** Reports of unsafe driving on neighborhood streets and cut-through roads. Suggestions included speed bumps, more stop signs, and stronger police enforcement.
- **Public transit gaps:** Desire for local bus service within Londonderry to serve seniors, youth, and non-drivers. Interest in restoring Exit 4 park-and-ride and expanding regional coordination.
- **Road maintenance and upgrades:** Calls for repaving, widening, turn lanes, and improved signal timing. Other issues included poor lighting, overgrown vegetation, and blind corners.

# ECONOMIC DEVELOPMENT

Question 27 | Answered: 521 - Skipped: 137

Which of the following would you like Londonderry to promote as part of its economy?

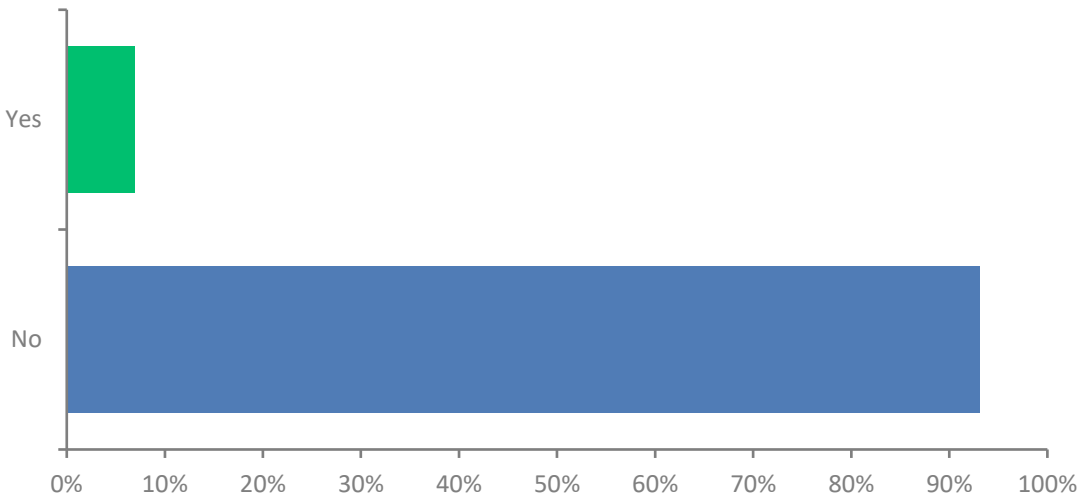


Agriculture and agritourism, including farms, markets, and festivals, received the strongest support (71%) as an economic priority for Londonderry. Nearly half of respondents also favored promoting arts and cultural events (49%), while heritage and historical tourism drew moderate interest (37%). Sports and recreation tourism was identified by about one-third of participants (32%). By contrast, conferences and business events were a low priority (7%), and more than one-quarter of respondents (28%) indicated that tourism in general should not be a focus for the Town.

## Question 27 | “Other” Responses Summarized

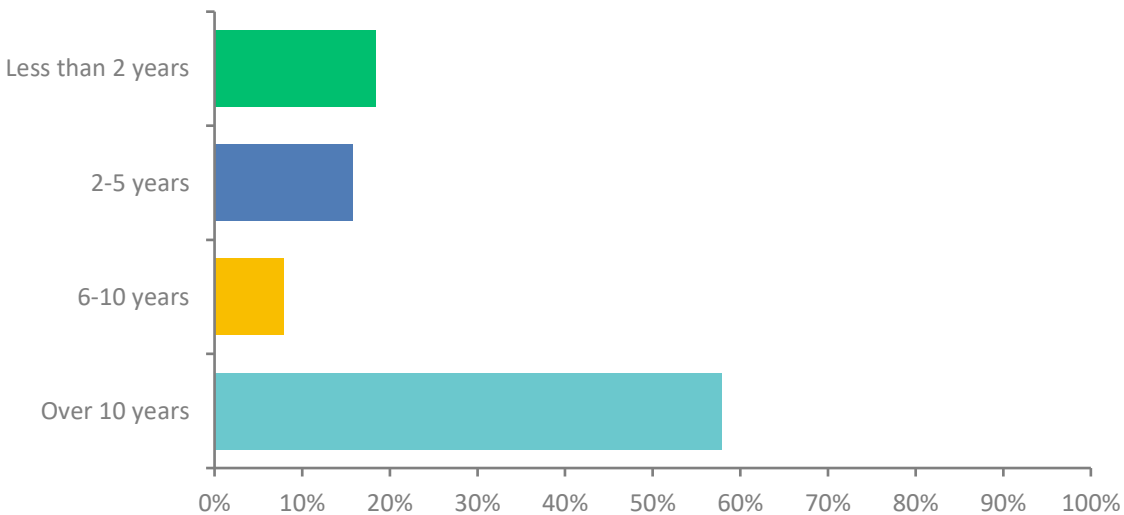
Open responses emphasized the need for **new recreational facilities**, such as indoor and outdoor pickleball courts and an indoor sports complex, along with **more community events**, music festivals, and cultural programming. Several respondents suggested building a modern auditorium to host performances and conferences and called for the continued buildout of Woodmont Commons with restaurants, a hotel, and a YMCA. Others highlighted the value of agricultural, historical, and conservation assets, stressing both promotion and preservation. Some expressed concern about overdevelopment threatening Londonderry’s small-town character, while others urged creating more amenities and events that appeal to younger residents.

**Question 28 | Answered: 521 - Skipped: 137**  
**Are you a business owner in Londonderry?**



Thirty-six respondents (6.91%) answered that they are a business owner in Londonderry.

**Question 29 | Answered: 38 - Skipped: 620**  
**If you are a business owner, how long have you owned your business in Londonderry?**

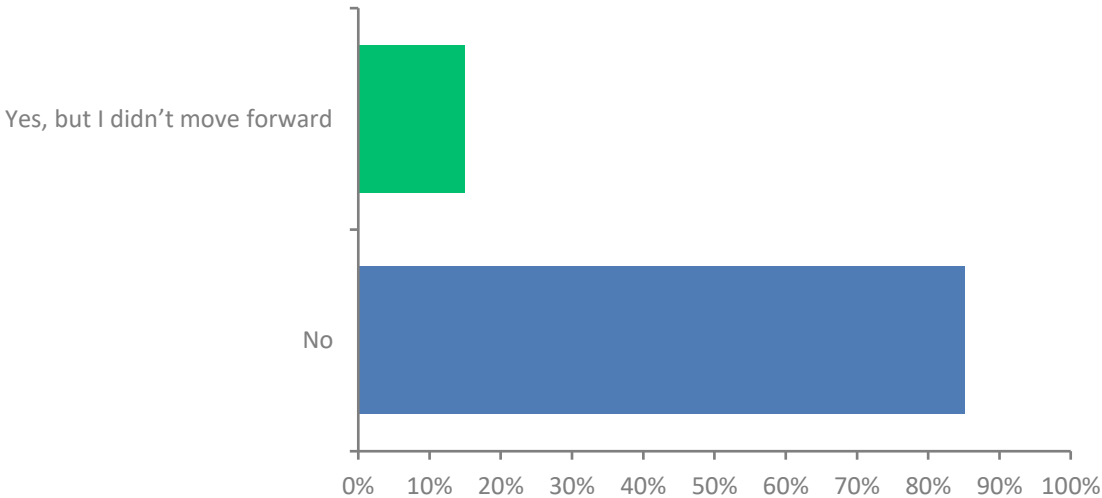


Among the business owners who responded, a majority have been established in Londonderry for over 10 years (58%), while 18% reported operating for less than 2 years, 16% for 2–5 years, and 8% for 6–10 years.

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**Question 30 | Answered: 449 - Skipped: 209**

**If you aren't a business owner, have you ever considered starting a business in Londonderry?**



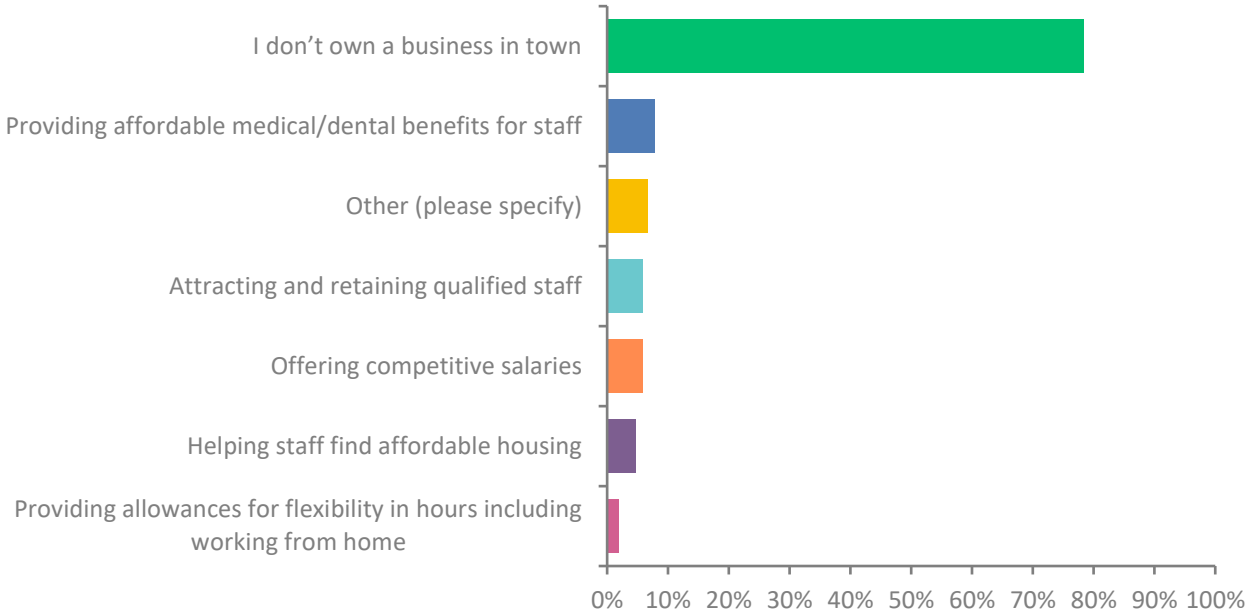
Among non-business owners, 15% said they had considered starting a business in Londonderry but did not move forward, while the majority (85%) reported they had not. An additional 26 respondents provided other comments.

**Question 30 | “Other” Responses Summarized**

Several respondents explained their business-related experiences. Many noted they were **retired or former business owners** who had operated businesses in Londonderry or nearby communities in the past, including schools, retail shops, daycares, and consulting work. A few mentioned they currently have **small or home-based businesses**, often under cottage industry laws. Others expressed **challenges such as high rents, limited visibility or foot traffic, and zoning restrictions** that made operating difficult. A handful of respondents said they might consider starting a business in the future, while one noted plans to expand within the next 12–18 months if affordable space can be found.

### Question 31 | Answered: 152 - Skipped: 506

If you own a business in Londonderry, what are the most significant challenges your business is currently facing?



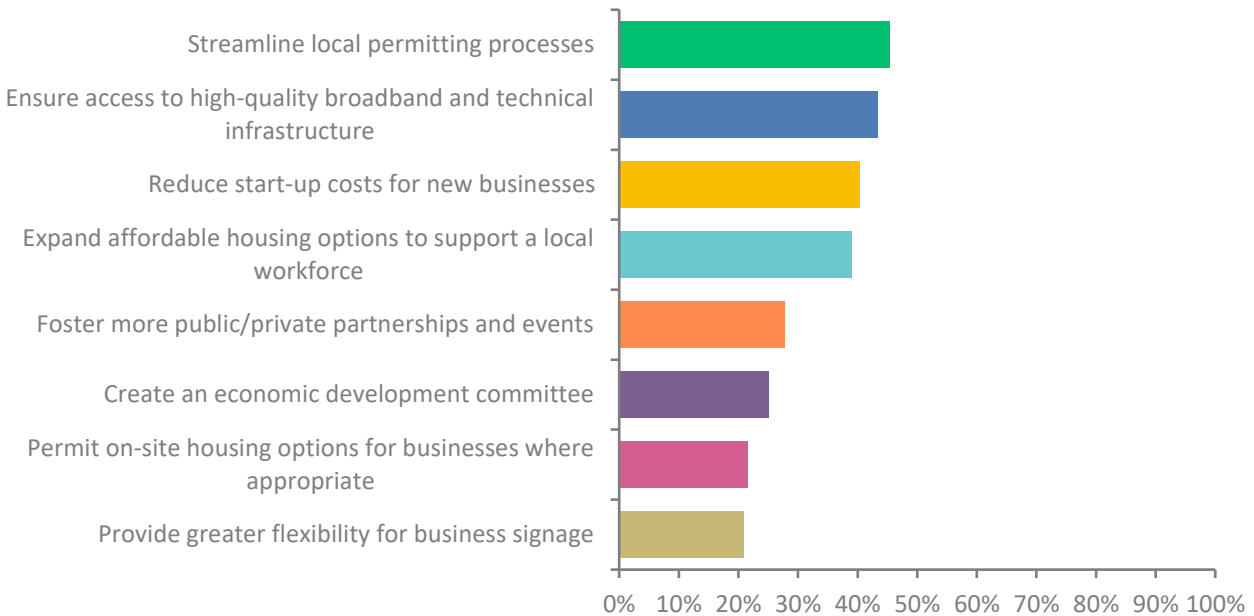
Most respondents (78%) indicated they do not own a business in Londonderry. Among those who do, the most significant challenges cited were providing affordable medical/dental benefits (8%), attracting and retaining qualified staff (6%), and offering competitive salaries (6%). Smaller shares reported difficulties with helping staff find affordable housing (5%) and allowing flexible work arrangements (2%). An additional 7% listed other concerns.

### Question 31 | “Other” Responses Summarized

Specific concerns that were raised included **zoning ordinances limiting home-based businesses**, restrictions on storing business-related property at one’s residence, and the need for affordable office space. One respondent mentioned reliable internet access as a challenge, while another noted that small businesses face higher costs and more difficulty opening compared to large corporations. A few also mentioned personal circumstances, such as time constraints, rather than town-related issues.

## Question 32 | Answered: 320 - Skipped: 338

### In your opinion, how can the Town better support business success?



Respondents identified streamlining local permitting processes (45%) and ensuring access to high-quality broadband and technical infrastructure (43%) as the most important ways the Town could support business success. Significant support was also shown for reducing start-up costs for new businesses (40%) and expanding affordable housing options to support the workforce (39%). About one-quarter of respondents favored fostering public/private partnerships (28%) and creating an economic development committee (25%), while smaller shares highlighted permitting on-site housing for businesses (22%) and greater flexibility for business signage (21%).

### Question 32 | “Other” Responses Summarized

Some respondents supported **reducing barriers for small and home-based businesses**, such as easing zoning restrictions, lowering start-up costs, and improving access to broadband and signage flexibility. A few also suggested business incentives tied to job creation, workforce training partnerships, and enhancing commercial and recreational opportunities beyond large corporate campuses.

Respondents also expressed **strong opposition to further development**, citing concerns about overbuilding, loss of rural character, and an overemphasis on tax breaks and incentives for large businesses. Several emphasized that residential issues such as schools, housing affordability, and infrastructure should take priority before expanding business activity. Others called for maintaining or strengthening existing regulations to protect safety, aesthetics, and environmental quality.

**Question 33 | Answered: 495 - Skipped: 163**

**Please indicate the level of importance that the Town should give to the following economic development actions:**

<b>Economic Development Actions</b>	<b>Very Important + Important</b>
Offer clear guidance and support for businesses navigating the permitting process	76.1%
Encourage redevelopment of underutilized buildings	68.1%
Attract new small-scale retail development	58.0%
Provide allowances for mixed uses (residential, commercial, offices, etc)	38.3%
Develop a unified Londonderry brand in partnership with local businesses to promote a consistent business aesthetic	36.1%
Attract new employment centers/offices	31.8%
Provide options for existing businesses to develop on-site housing for staff	23.9%

Respondents placed the highest importance on offering clear guidance and support for businesses navigating the permitting process (76% very important or important) and encouraging redevelopment of underutilized buildings (68%). Attracting new small-scale retail development (58%) was also broadly supported. Opinions were more divided on mixed-use allowances (38% very/important), developing a unified Londonderry brand (36%), and attracting new employment centers/offices (32%). The least supported option was allowing businesses to develop on-site housing for staff, which was rated as important / very important by only 24% of respondents,

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### Question 34 | Answered: 320 - Skipped: 338

#### What type of businesses would you like to see in Londonderry? (Select up to 5)

Out of a list of 48 options, respondents expressed the strongest interest in independent restaurants (66%), specialty food shops (55%), and farm-to-table restaurants (53%), highlighting a strong preference for unique and local dining options. Farm stands and markets (41%) and bookstores (40%) were also highly desired, along with coffee shops/cafés (29%) and family recreation centers (27%).

Moderate levels of support were shown for ethnic or international cuisine (26%), brewpubs/microbreweries (22%), food trucks or food halls (21%), and agri-tourism (22%), as well as performance venues (28%) and community theaters (21%).

Smaller but notable shares of respondents favored options such as garden centers (20%), greenhouses or hydroponic farms (19%), CSA programs (18%), and enrichment programs (18%). Professional service businesses, medical facilities, and light industry generally drew limited interest, with most options in these categories receiving less than 15% support.

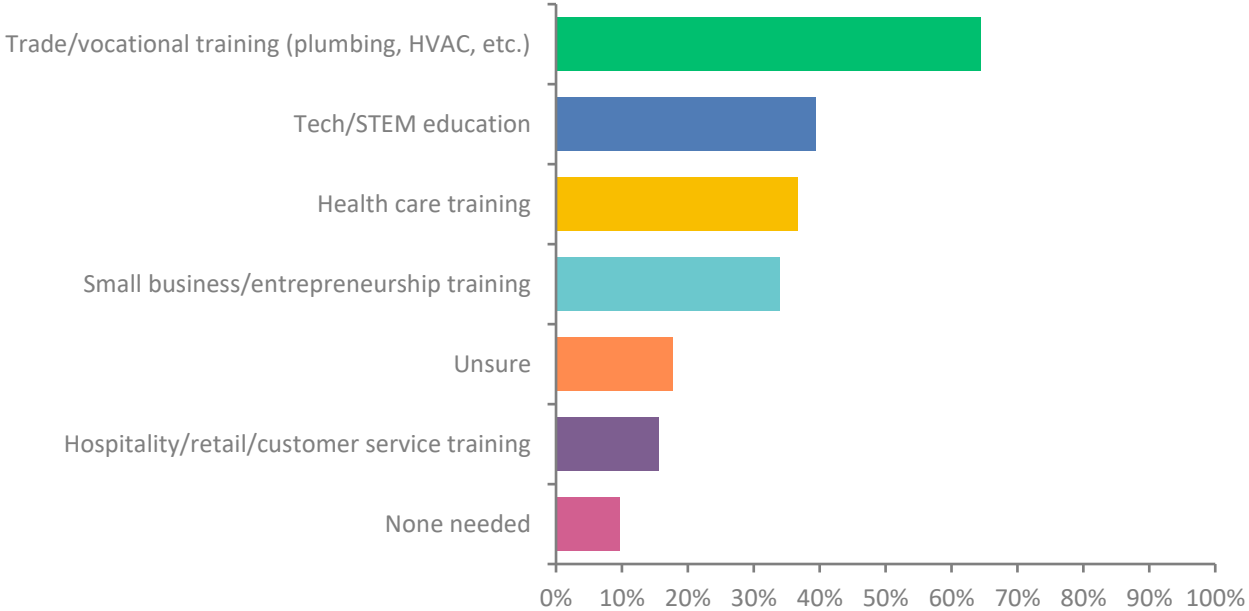
#### Question 34 | “Other” Responses Summarized

Many respondents emphasized **independent restaurants and diverse dining options**, including farm-to-table, sit-down restaurants, and locally owned establishments, while opposing additional chain fast food outlets. Several called for **family-friendly recreation and cultural spaces**, such as bowling alleys, teen recreation centers, theaters, art studios, and a full-service YMCA. Others highlighted **practical needs**, including a pharmacy at Exit 5, vehicle repair and EV charging stations, and more retail shopping choices like clothing or department stores.

However, a significant share voiced **opposition to further development**, noting that Londonderry already has many of the businesses listed, that existing plazas remain underutilized, and that overbuilding threatens the town’s character. Suggestions also included supporting local farms and civic engagement opportunities, creating affordable spaces for small businesses and artists, and focusing on businesses that broaden the tax base with higher-paying jobs.

**Question 35 | Answered: 475 - Skipped: 183**

**What types of workforce training or educational opportunities would benefit Londonderry residents and businesses most?**



Respondents see the greatest workforce development need in trade and vocational training (64%), reflecting interest in fields like plumbing, HVAC, and other skilled trades. Support was also expressed for tech/STEM education (39%), health care training (37%), and small business or entrepreneurship training (34%), highlighting a desire for both technical skills and business-oriented programs. By comparison, hospitality, retail, and customer service training was a lower priority (16%). A portion of respondents were either unsure (18%) or felt no additional training was needed (10%).

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## Question 36 | Answered: 212 - Skipped: 446

### What are the most important economic development issues the Town should be focusing on?

This open-ended question was answered by 32% of survey participants. Key themes are summarized below.

#### Responses Summarized

- **Growth and Development:** Many responses cited concerns about overdevelopment, particularly rapid residential growth, apartments, and condominiums. Some called for slowing or stopping new housing projects, while others emphasized managing growth more strategically.
- **Housing:** Affordable housing was frequently mentioned, with some advocating for more options for workforce, seniors, and young families. Others opposed additional multifamily or high-density housing.
- **Taxes and Fiscal Issues:** Property taxes were a common concern. Respondents frequently mentioned that businesses and developers should contribute more, including through impact fees, while some opposed tax breaks or incentives for new development.
- **Business and Amenities:** Many called for supporting small, local businesses and independent restaurants or shops. Desired additions included recreational facilities (such as a YMCA), entertainment venues, cultural amenities, and family-oriented activities. Several responses expressed frustration with medical offices, banks, and big-box development.
- **Infrastructure and Transportation:** Traffic congestion, especially along Route 102 and in rapidly growing areas, was a recurring concern. Respondents also mentioned the need for sidewalks, bike lanes, trails, and better road and utility infrastructure.
- **Airport and Industrial Area:** Some comments supported focusing larger businesses and industrial growth near the airport area.
- **Other Themes:** Other responses expressed calls for preserving open space and conservation land; interest in workforce development, trades, vocational training, and agritourism; and concerns about town planning, leadership, and maintaining Londonderry's community character.