

Londonderry Apple Way Corridor Management Plan

February 2015



Prepared by the:

Scenic Byway Committee

Londonderry Heritage /Historic District Commission

Town of Londonderry, NH Planning and Economic Development Department

With assistance from Southern NH Planning Commission

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Contents

I.	Introduction.....	4
II.	Statement of Significance.....	6
III.	Inventory of Intrinsic Values.....	10
IV.	Current Physical Conditions.....	14
	A. Safety and Traffic.....	14
	B. Existing Development and Conservation.....	16
V.	Management Plan.....	18
	A. Planning and Land Use Regulations.....	18
	B. State and Local Sign Regulations.....	18
	C. Design Standards.....	19
	D. Commercial Traffic.....	19
	E. Open Space/Landscaping.....	19
	F. Sign Management.....	19
VI.	Action Plan.....	20
	A. Vision Statement.....	20
	B. Public Participation Process.....	20
	C. Ongoing Management.....	21
VII.	Marketing Plan.....	21
VIII.	Goals and Strategies.....	22
IX.	Detailed Action Plan.....	25

I. Introduction

This Corridor Management Plan serves as the central planning document for the Londonderry Apple Way. The roads comprising the Londonderry Apple Way include Pillsbury Road, Gilcreast Road from NH Route 102 to Pillsbury Road, Mammoth Road from NH 102 to Pillsbury Road, Adams Road, High Range Road from Elwood Road to Pillsbury Road and Elwood Road, all in Londonderry, NH. This route includes a total of 10.4 miles of public roads. This plan addresses the existing conditions of the byway, current regulations and other guidelines that are in place. It also offers potential strategies and actions that will maintain and enhance the features of the byway.

With the official state designation of the Apple Way in 2006, a local Byways Advisory Committee was established. In 2014, to enable this plan update, a new Scenic Byway Committee was established with the representatives from the Londonderry Heritage/Historic District Commission.

There are 14 points that are required in a Corridor Management Plan for the nomination process for the National Scenic Byway designation for the Federal Highway Administration (FHWA). The following table serves as a guide to where each of these points is addressed in this document.

FHWA Req#	FHWA Requirement Description	Page #
1	A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor. U. S. Geological Survey maps of your corridor region are ideal and inexpensive base maps for your corridor management planning group.	12
2	An assessment of the byway's intrinsic qualities and their context (the area surrounding them). The end product is typically a catalogue of the byway's scenic, historic, natural, archeological, cultural, and recreational qualities. A community visual assessment is an ideal way to involve a large number of local residents in evaluating the byway's resources.	10
3	A strategy for maintaining and enhancing each of the byway's intrinsic qualities. Ask what you want the byway corridor to look like in 10-15 years and develop goals and strategies to help you get there.	21
4	A list of the agencies, groups, and individuals who are part of the team that will carry out the plan. Be sure to include a description of each individual's responsibilities and a schedule of when and how you will review their progress.	25
5	A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway's intrinsic qualities. Many communities have long-term land use plans that can be adapted for this purpose.	16
6	A plan for on-going public participation. This might include forming a CMP steering committee made up of local citizens, a schedule of regular public meetings, or a byway management planning forum.	20
7	A general review of the road's safety record to locate hazards and poor design, and identify possible corrections. Identify ways to balance safety with context-sensitive highway design practices that accommodate safety needs while preserving the road's character.	14

8	A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians. Some CMP's incorporate plans to apply for Federal Transportation Enhancement funds to pay for the installation of special bicycle lanes along the byway or the creation of hiking trails.	19
9	A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway. This might include landscaping to screen an industrial site, relocating utility wires and poles, or planning for the sensitive location of wireless telecommunications towers along the byway.	19
10	Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. Federal regulations prohibit all new billboards along designated scenic byways that are classified as federal-aid primary, national highway system, or interstate roads. States are free to impose stricter controls on billboards along scenic byways. Your CMP should also address the continuous designation of the road to ensure that billboard companies will not be able to find a loophole in your byway designation that would allow them to erect billboards along the corridor.	18
11	A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. Two popular and effective ways of addressing this issue are logo signs and tourist-oriented directional signs (TODS). Logo signs are located on interstate highway rights-of-way and advertise gas, food, camping, and lodging at nearby exits. Highway-oriented businesses can advertise their company's symbol, name, trademark, or a combination of these things on a logo sign. A few states, like Utah and Maine, provide TODS primarily on non-interstate rural highways to help motorists find local businesses. TODS indicate only the name of local attractions, mileage to the establishment, and direction.	19
12	Plans for how to market and publicize the byway. Most marketing plans highlight the area's intrinsic qualities and promote interest in the byway that is consistent with resource protection efforts and maintenance of the byway's desired character.	21
13	Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities. Byway groups should work with their state department of transportation to adopt context-sensitive highway design standards for the byway. Context-sensitive design takes into account the area's built and natural environment; the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation.	19
14	A description of what you plan to do to explain and interpret your byway's significant resources to visitors. Interpretation can include visitor centers, leaflets, audio tours, information panels, and special events. In this category, creativity makes a big difference.	21

II. Statement of Significance

Introduction

The Town of Londonderry is taking action to update the designation of the Apple Way as a NH Scenic and Cultural Byway. The roads comprising the Londonderry Apple Way include Pillsbury Road, Gilcrest Road from NH Route 102 to Pillsbury Road, Mammoth Road from NH 102 to Pillsbury Road, Adams Road, High Range Road from NH 102 to Pillsbury Road and Elwood Road, all in Londonderry, NH (see Figures 1 and 2). This route was first awarded Scenic and Cultural Byway designation in 2006. The Byway connects several working orchards, the Town Center and Town schools and facilities, historic landmarks/structures and is representative of the community character of Londonderry. The Apple Way showcases many cultural and historic features of town that are of significance both to the community and to the state of New Hampshire as they are representative of a rural, agricultural quality of life. The route is on town roads just west of I-93, and just north of NH Route 102. This update refers to the same route as that approved in 2006.

Figure 1: General Vicinity Map

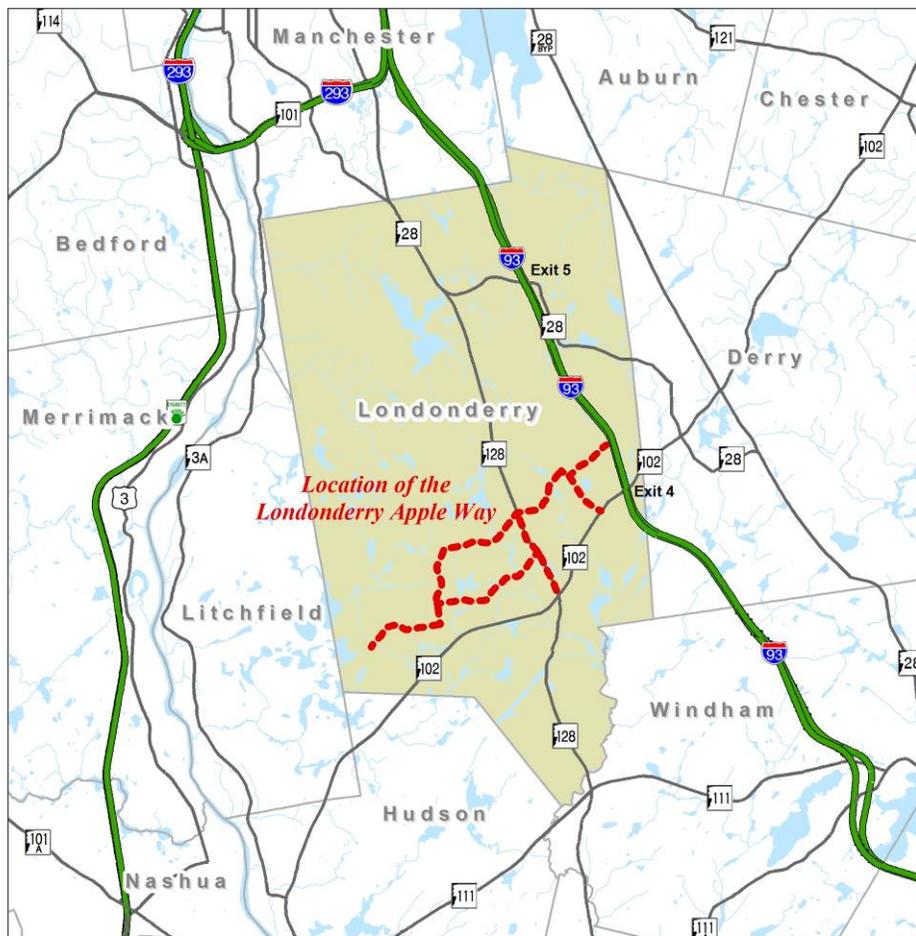
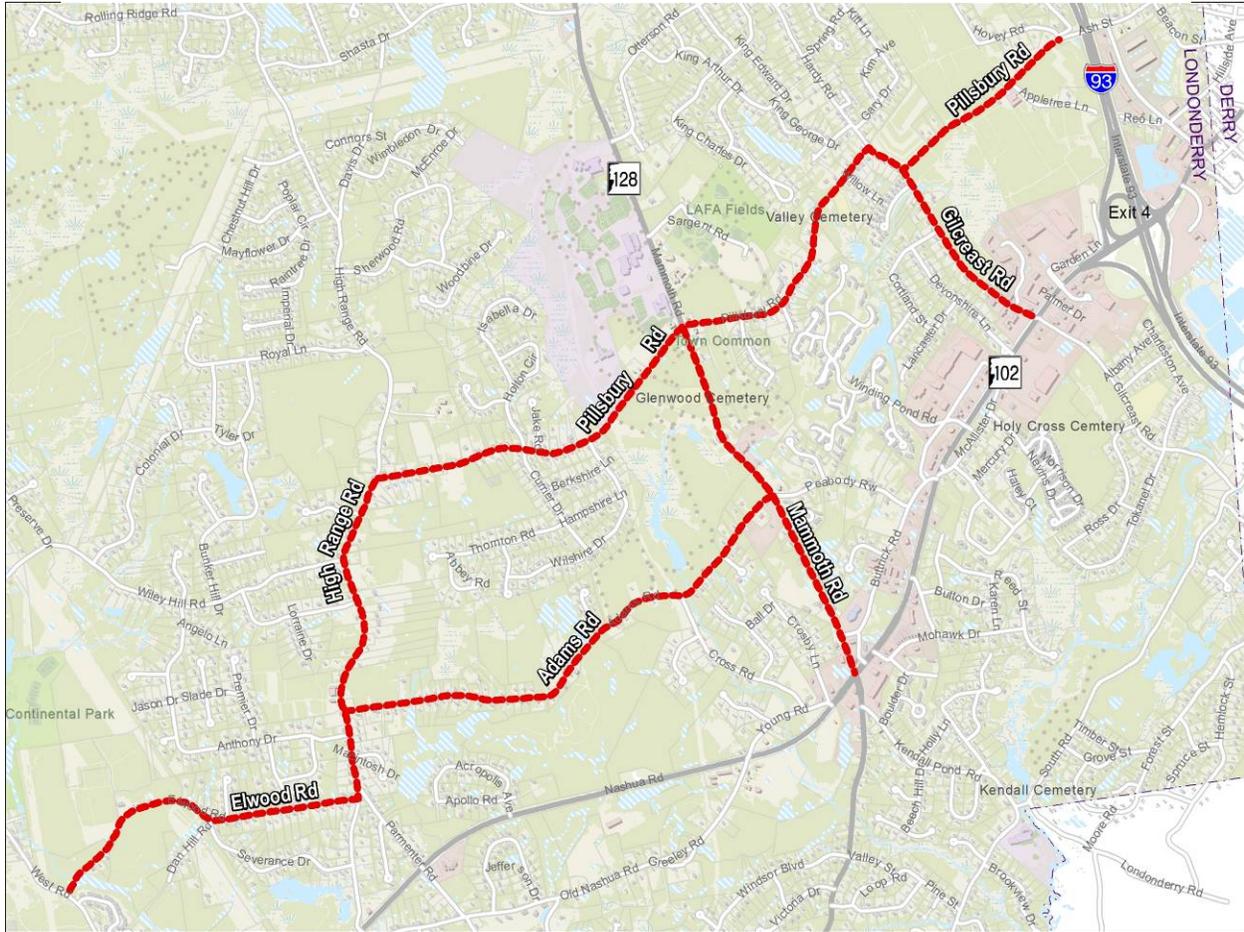


Figure 2: The Apple Way in Londonderry



The History of Agriculture in Londonderry

Since 1719 when the first Scots-Irish settlers brought their flax seed and weaving skills to the area known as Nutfield, agriculture has been an important force in Londonderry. These skillful pioneers soon created a thriving business producing fine thread and linen which was much in demand in New England and Europe. The potatoes they cultivated soon became a staple in New Englanders' diets. They later planted apple trees, and apples would become a major crop for local farmers.

The variety of crops increased with the expansion of the local economy. During the late 18th century, maple sugar production became important. More land was cultivated as transportation routes opened up new markets in the cities. In the years leading up to the Civil War, over two-thirds of New Hampshire's landscape was cleared from forests for crops and pasture.

The Industrial Revolution expanded the market for dairy and poultry products, fresh fruits and a variety of vegetables, as more people moved to the cities. In the 1870s, the New Hampshire Board of Agriculture and the Grange were both established to address

farming concerns. The organization of creameries, a result of this initiative, helped dairy farms to thrive.

At the turn of the 20th century, city dwellers discovered New Hampshire as an attractive getaway. Local farmers, sensing an opportunity for business, opened their homes to summer boarders who enjoyed clean air, beautiful scenery and fresh food from the farm. The Grand Resorts and other hospitality sites flourished as trains brought new seasonal visitors – and their food demands – to the state.

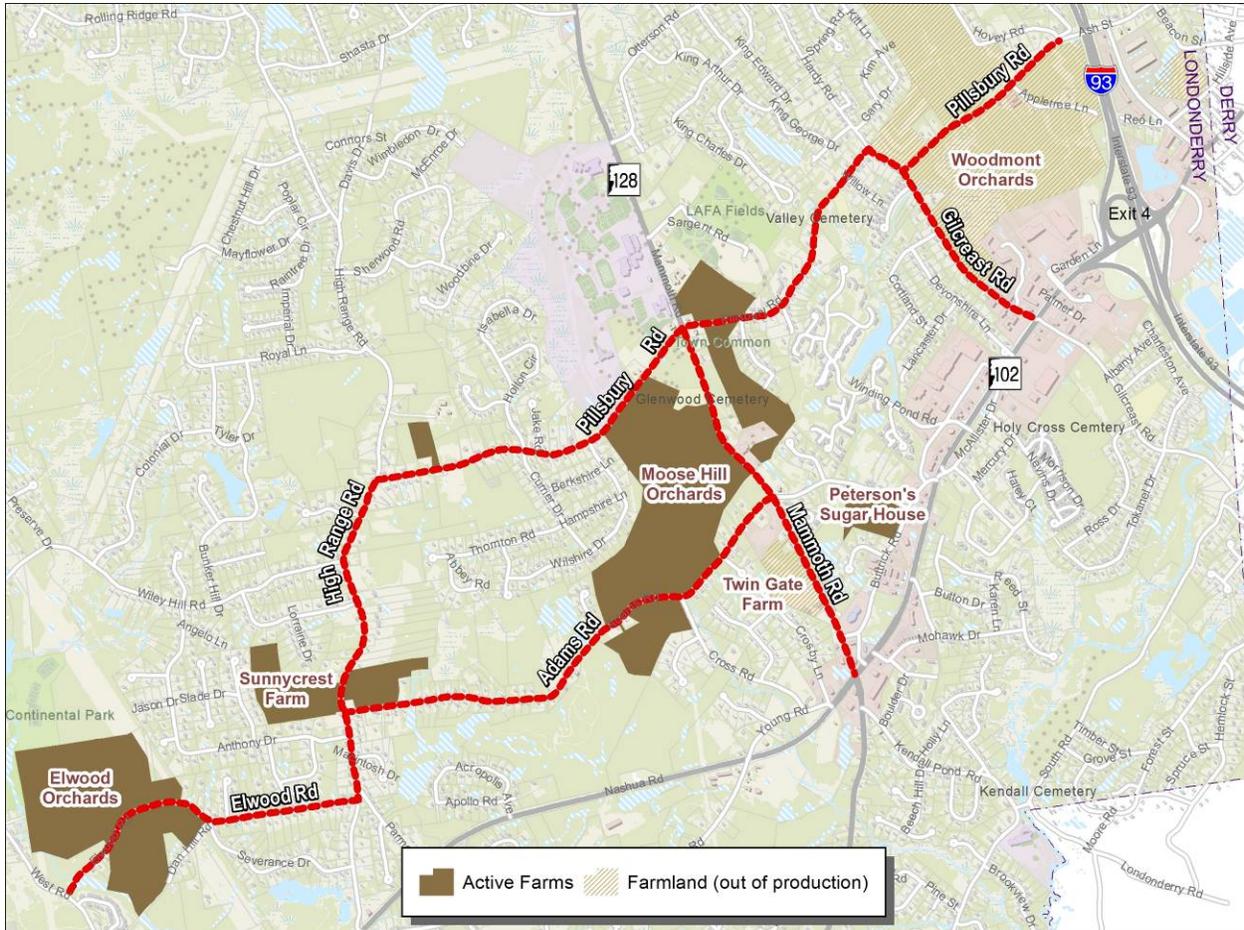
Early in the 20th century, apples became a major crop. Many local dairy farms changed their attention to planting orchards as the new demand for apples, especially the Macintosh, increased in the Merrimack Valley. Apples were primarily sold locally during the 1920s and 1930s. By the 1970s Londonderry apples had found a much broader market throughout the United States, as well as in Canada, Great Britain, and South America.

By the 1980s, growth pressures in Londonderry had picked up and the Town experienced double digit increases in population. This led to conversion of agricultural orchard land to commercial or residential sites. In the 1990s and 2000s, a concerted effort was undertaken to preserve the remaining working farms through the passage of several open space bonds. This led to the Town's purchase of agricultural easements over Moose Hill Orchards, Sunnycrest Farm and Merrill's Farm, as well as other conservation easements or fee title acquisitions on other key properties and halted the conversion on those key sites. As with other farms throughout the state, farm stands and pick-your-own operations at the remaining orchards continue to keep the farm properties viable and highly visible within the community. There are presently four working orchards in Londonderry, representing centuries of history and hundreds of acres of prime growing soils. To this day, in addition to their most important function of providing locally grown, fresh fruits and vegetables, the orchards are synonymous with Londonderry's identity, defining it's rural lifestyle and providing a venue for outdoor recreating including apple picking, hiking or skiing/snowshoeing.

Summary

Londonderry's four working orchards – Sunnycrest, Elwood, Moose Hill, and Merrill's in North Londonderry – and the out-of-production Woodmont Orchards – are a vital part of the Town's history, and are a part of what makes Londonderry special to its residents and visitors. The Apple Way connects four of them together (See Figure 3). In addition, Peterson's Sugar House, just off of Mammoth Road, is a classic example of the New Hampshire sugaring tradition. These properties contribute to the local economy, and provide for valuable open spaces. Visitors to New Hampshire have made the orchards and farms into destinations. As the Apple Way winds past orchards, farmhouses and local landmarks, it reminds residents and visitors of the agricultural heritage that the Town is anxious to preserve and to promote.

Figure 2: Agricultural Properties



III. Inventory of Intrinsic Values

An inventory of historic, cultural, scenic, recreational and other intrinsic features and values was conducted by the Town of Londonderry. A copy of this inventory with photos and site descriptions is included in Appendix A of this plan.

A total of five intrinsic values are identified. As defined by the Federal Highway Administration (FHWA) National Scenic Byways Program, these include:

1. *Historic Value* encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the past actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped and interpreted. They possess an integrity of location, design, setting, material, workmanship, feeling, and association.
2. *Cultural Value* is the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture. The cultural qualities of the corridor highlight one or more significant community and/or ethnic traditions.
3. *Scenic Value* is the heightened visual experience derived from the view of natural and manmade elements of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and memorable visual experience. All elements of the landscape – landform, water, vegetation, and manmade development – contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares intrinsic qualities.
4. *Recreational Value* involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor’s landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road may qualify as a pleasurable recreational experience. The quality and importance of the recreational activities as seasonal operations must be recognized.
5. *Natural Value* applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water

bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

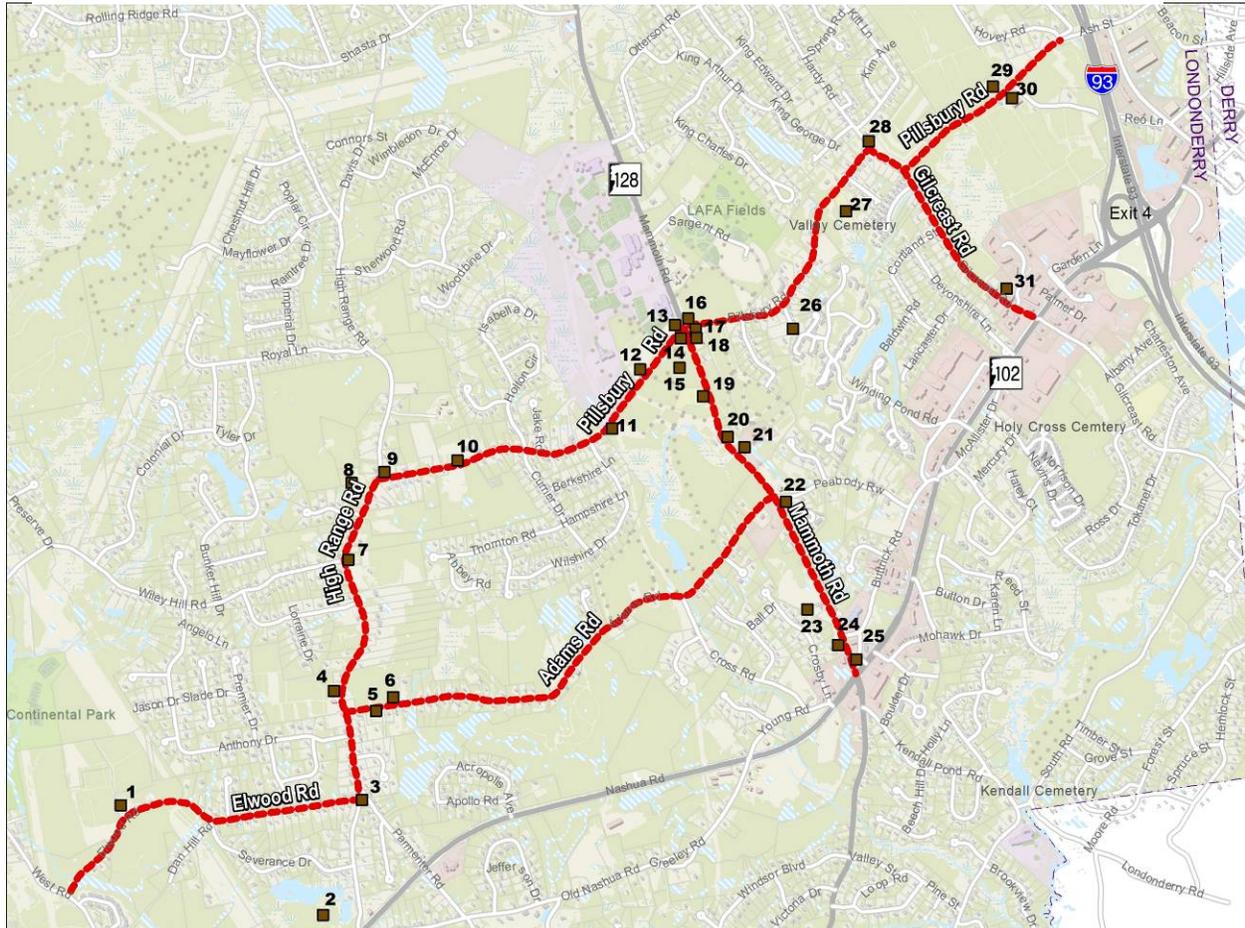
The identified intrinsic values, features and sites included in the Apple Way are presented in Table 1.

Table 1: Apple Way Intrinsic Values

#	Resource	Intrinsic Value(s)	Location
1	Elwood Orchard	Cultural	54A Elwood Rd
2	Lithia Springs	Cultural	Vicinity of Nesenkeag Brook, west of High Range Rd
3	School House	Historic	24 High Range Rd
4	Sunnycrest Farm	Historic	55A High Range Rd
5	Breezy Hill Farm	Cultural/Historic	South of Adams Road, East of High Range Rd
6	Wycoff Palm Leaf Hat Factory	Historic	Adams Rd at High Range Rd
7	Jackson Hall	Natural	82 High Range Rd
8	Bear Meadow Farm	Historic/Scenic/ Recreational	West of High Range Rd at Pillsbury Rd
9	Maplehurst	Historic	208 Pillsbury Rd
10	Plummer's Place	Cultural	192 Pillsbury Rd
11	Flax Retting Brook	Historic	Flows southerly into Adams Pond, under Pillsbury Rd
12	Morrison House Museum	Historic	140 Pillsbury Rd
13	Londonderry Presbyterian Church, Manse and Parish Hall	Historic	126 Pillsbury Rd
14	Town Common	Historic/Scenic/ Recreational	Southwest intersection of Pillsbury and Mammoth Rd
15	Town Forest	Historic/Recreational	South of Pillsbury Rd, West of Mammoth Rd
16	Londonderry Grange #44	Historic/Scenic/ Recreational	260 Mammoth Rd
17	Londonderry United Methodist Church	Historic	258 Mammoth Rd
18	Lions' Hall (Old Town Hall)	Historic	256 Mammoth Rd
19	Glenwood Cemetery	Historic	249 Mammoth Rd
20	Mack Family Homestead at Moose Hill Orchard	Historic	234 Mammoth Rd
21	Mack's Apples	Historic	230 Mammoth Rd
22	School House #2	Cultural	2 Peabody ROW

23	Twin Gate Farm	Historic/Scenic	195 Mammoth Rd
24	Robie House	Cultural/Historic/ Scenic	183 Mammoth Rd
25	Plummer's Tavern	Natural	176 Mammoth Rd
26	Anderson Slaughterhouse	Cultural	Anderson Rd
27	Valley Cemetery	Cultural/Historic	73 Pillsbury Rd
28	Col. William Pillsbury House	Historic	68 Pillsbury Rd
29	School House #1	Historic	2 Hardy Rd
30	Rosecrans Pillsbury House	Historic/Scenic/ Recreational	22 Pillsbury Rd
31	Woodmont Orchards	Historic/Scenic/ Recreational	Between Gilcreast and Hovey Rd, N and S of Pillsbury Rd
32	Dutton Farm	Historic	East of Gilcreast Rd, north of Mammoth Rd

Figure 3: Location of Intrinsic Values



Site Access

Many of the sites are private property and can only be viewed from the scenic byway, unless prior authorization to enter the facility or site is obtained from the property owner. Opportunities and visiting hours for public sites can be made known through published marketing materials as well as the website for the byway.

IV. Current Physical Conditions

A. *Safety and Traffic*

The primary roads of the Apple Way are Pillsbury Road, Adams Road, Elwood Road portions of Gilcreast Road, High-Range Road and Mammoth Road (NH Route 128). All but Mammoth are Class V, town-maintained roads. Mammoth Road is a state-maintained primary road. Each road is in a residential area, and functions as a collector road. Mammoth Road is the main north-south route through Londonderry, carrying local and through traffic. Traffic counts along the segment range from 9,100¹ AADT at the southern extent to 11,000 AADT at the northern extent². There are three controlled intersections: one light at each end of the Mammoth Road section, at the intersection with Nashua Road (NH Rte 102) to the south and Pillsbury Road to the north, and at the Gilcreast Road/Nashua Road (NH Rte 102) intersection. Gilcreast Road is widely regarded as a cut-through road for traffic from the north heading to exit 4 off Interstate 93.

The intersection of Mammoth Road and Pillsbury Road is the Town Center. This intersection has pedestrian crosswalks and crossing signals. The area hosts a number of community functions with pedestrian activity during summer evenings when events usually take place. With the school campus in close proximity, the intersection is busy with students and other pedestrians walking to and from the schools. The Town has constructed a pedestrian pathway connecting each of the schools, with a section along Pillsbury Road from the intersection with Mammoth Road roughly ½ mile to the Moose Hill Schools. A recent Conceptual Town Center Enhancement Plan called for safety improvements to the Mammoth/Pillsbury Road intersection and mid-block crossings to promote safe access to the Town Common from parking lots located on opposite sides of the roads.

The remaining sections of Apple Way roads contain little to no shoulder for pathways. The roads were striped with fog lines and center lines. No accommodations have been made for non-motorized use.

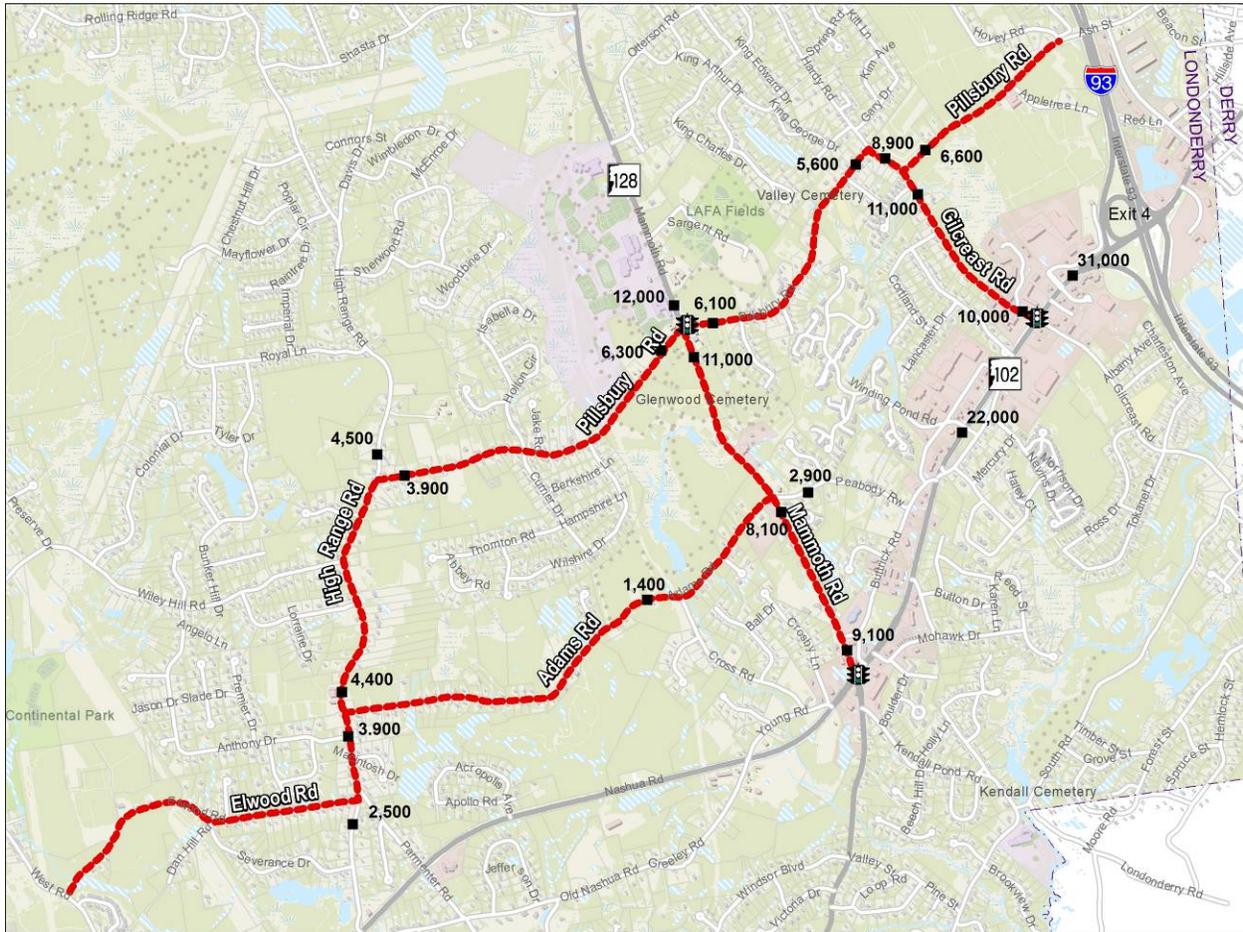
Figure 4 (below) identifies traffic counts along Apple Way roads. The Town's 2013 Comprehensive Master Plan has identified the two intersections of Pillsbury Road/Gilcreast Road and Pillsbury Road/Hardy Road as experiencing peak hour

¹ Source: SNHPC 2013 Interactive Traffic Count Map, Count Location 82269060, NH 128 Mammoth Road North of NH 102 Nashua Road. current 2013

² Source: SNHPC 2013 Interactive Traffic Count Map, Count Location 269526, NH 128 Mammoth Road South of Pillsbury Road. current 2013

delays. These two intersections were studied and slated for improvements as part of the Woodmont Commons Traffic Impact Analysis³.

Figure 4: Traffic Volumes, AADT, (most recent count, 2011 – 2014)



³ Source: Woodmont Commons Planned Unit Development Master Plan, September 2013, Volume 4.2: Master Plan Traffic Impact Assessment.

B. Existing Development and Conservation



The current development pattern throughout the byway is rural residential and agricultural, with limited commercial zones at the southern end of Mammoth Road. The central area of the Byway, at intersection of Mammoth and Pillsbury Roads, functions as the Londonderry Town Center. This is the location of three churches, the Town Common, the Town Forest and several civic buildings including three schools, a historic meetinghouse (pictured) and the Town's historical society buildings that are open to the public.

There are roughly 448 structures within 500 feet of the 10.4 mile length of the Apple Way roads, of which 405 are residential, 32 are commercial, four (4) are religious, three (3) are cultural/heritage structures, two (2) are civic and two (2) are

educational buildings.

The streets in the study area are among the oldest in Londonderry and constitute a network of collector streets for traffic from numerous subdivisions and neighborhoods. These streets pass through permanent open spaces, evoking the community's historic agricultural character that many residents and visitors alike cherish. Adams Road is considered a Scenic Road per NH RSA 231:157 which provides for public review of modifications to trees and stone walls.

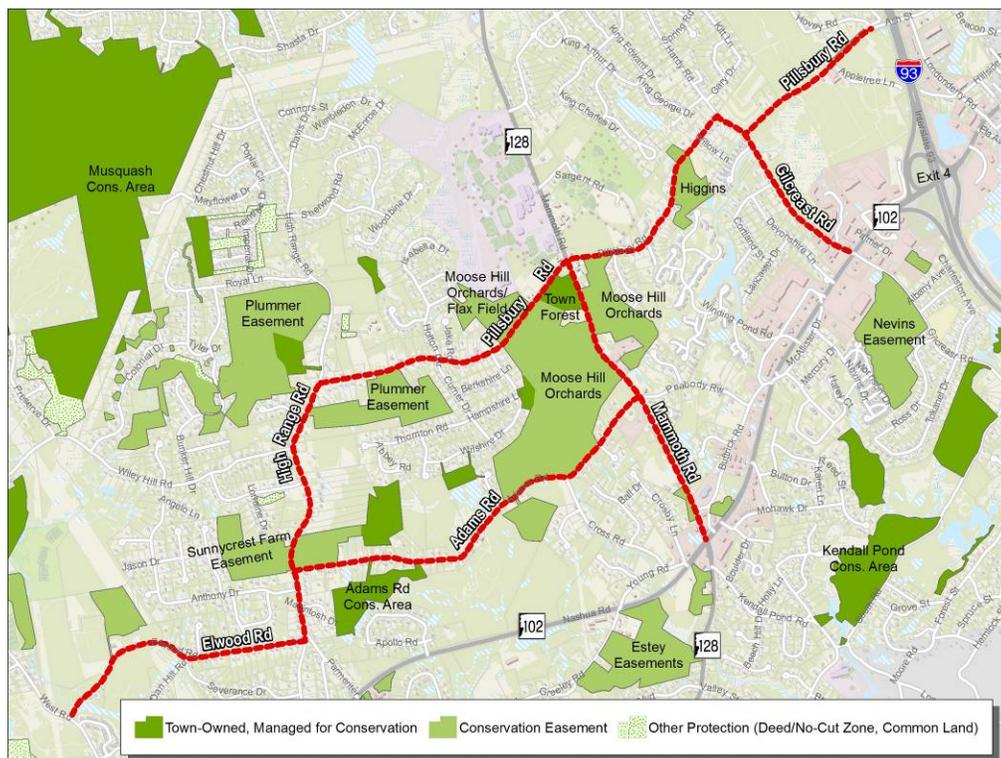
The area's remaining four working orchards are located along the Apple Way, including Elwood Orchards, Mack's Apples and Sunnycrest Farm. The latter two farms are protected by agricultural easements. An additional orchard, Woodmont Orchards, has recently ceased commercial production. This property is permitted to become a Planned Unit Development (PUD) planned community consisting of a mixed-use village on 600+ acres in the easterly edge of the study area. The plan calls for a "like facing like" concept, where new development on the vacant side of roads will match the development patterns existing on the other side. With this new higher density development envisioned, the Apple Way becomes increasingly important to retain the agricultural identity of the study area, and to provide a visitor way-point.

Since the late 1990s, Londonderry has pursued a robust conservation program that has placed roughly 15% of the community’s land area in permanent conservation protections. In the Apple Way area, the agricultural easements protecting Moose Hill Orchards and Sunnycrest Farm are the biggest contributors. These easements permit public access. In the Moose Hill easement, an extensive trail system has been put in place that opens the perimeter of the growing area to passive recreation year round. In addition, the Plummer easements accessible from High Range Road serve to preserve an active woodlot. The Estey easement south of the Apple Way protects another woodlot and wetland system that contributes to flood storage and helps mitigate downstream flooding in low lying residential areas.

The Town has implemented over 10-miles of trails that connect the schools and town facilities with perimeter trails around the orchards. The Heritage Commission has recently adopted a goal of developing trails through the town Forest property that are senior/stroller friendly by 2019, in advance of the Town’s 300th Anniversary. Such trails undoubtedly enhance the user experience of the Town Center and improve accessibility of this area to all.

The protection of these areas has undoubtedly contributed to preserving the rural character of Londonderry, expressed through the views and access to the conservation properties that is established along the Apple Way roads.

Figure 5: Conservation Areas



v. Management Plan

A. Planning and Land Use Regulations

Master Plans and Zoning Ordinances

The Town addresses future development in its Master Plan and Zoning Ordinances. The byway passes through the portion of Londonderry that is zoned as Agricultural-Residential (AR-1), with single-family residential as the principal permitted use. AR-1 provides for soil-based lot size, but generally 1-acre minimum, with 150 feet of frontage. Four parcels in the town center, near the intersection of Pillsbury and Mammoth Roads, are part of the Historic Overlay District (HOD) which provides for Heritage Commission review and approval before land use changes proceed.

The eastern extent of the study area is included in the Woodmont Commons Planned Unit Development (PUD) which encompasses 600+ acres on both sides of I-93. The Master Plan permits up to 1,400 residential units, 500,000ft² of institutional space, 650 hotel rooms and 1,800,000 ft² of commercial space. The PUD envisions a pedestrian-friendly, mixed-use community. The plan calls for preservation of the existing apple trees along Gilcreast Road (included in the Apple Way) to maintain the agricultural heritage. From a recreational point of view, the Plan also calls for a connected network of pathways for pedestrian access throughout the PUD and early concepts have suggested improvements to the Duck Pond to make this area a more attractive feature of the development and for residents of Londonderry.

The 2013 Comprehensive Master Plan calls for creating activity centers in different areas of town but leaving much of the residential neighborhoods untouched. The westerly extent of the study area is residential. The Master Plan envisions a Town Center Village at the center of the study area, attracting mixed uses to enliven the center and add to the civic activities already in place.

B. State and Local Sign Regulations

Part of the byway, NH 128, is on a Federal-aid primary highway system and is subject to 23 U.S.C 131 (s) that prohibits outdoor advertising on a state designated scenic byway. In addition to the federal regulation, New Hampshire has enacted a regulation, R.S.A. 238:24, that prohibits outdoor advertising on any state designated scenic and cultural byway with two exceptions: (1) any directional sign that would cater to the traveling public, such as hotels and restaurants and (2) on-premise signs. As such, this regulation would apply since the entire Londonderry Apple Way has been approved as a state scenic byway. Local sign regulations in the community are in compliance or stricter than the state regulation.

C. Design Standards

The Town has an extensive Design Review Committee that reviews Planning Board applications. The DRC includes all major Town departments and Boards/Commissions. The Town does not have formal design standards in place; however, the Heritage Commission has developed a 'Look Book' that is reviewed to demonstrate preferred architectural and design styles for projects under review by that Commission.

D. Commercial Traffic

All the roads on the byway are paved, Class V, and able to accommodate two-wheel drive passenger vehicles. Tour buses are discouraged along the route. Shoulders are 2' on average, and limited sidewalks exist along Pillsbury Road. No part of the byway is considered a truck route, although there are occasionally larger, farm-related vehicles plying the byway's roads.

E. Open Space/Landscaping

Since the late 1990s, Londonderry has pursued a robust conservation program that has placed roughly 15% of the community's land area in permanent conservation protections. While no unified landscaping plan currently exists, the Heritage Commission works with the town's other boards to create/maintain thematic landscaping guidelines or initiatives as befits the byway.

F. Sign Management

As of 2014 there are no Apple Way Tourist-Oriented Directional (TOD) signs along the byway. Specifications for other signage are covered by the provision for off-premise signs in local regulations. Off-premise TOD signs for Mack's Apples and Elwood Orchards are present along Nashua Road (NH 102). In the future, Apple Way TOD signage is an item that could come under consideration, should adequate funding become available.

VI. Action Plan

A. Vision Statement

The Town of Londonderry seeks an Apple Way that preserves the local agricultural history, is characteristic of traditional New England development, and preserves access to the unique properties therein.

B. Public Participation Process

The development of the Apple Way has been an ongoing public process since the mid-1990s. The Town has generally included the discussion and promotion of the Apple Way through broad community planning activities, including developing recreational opportunities throughout the town center and promoting the Town's agricultural heritage throughout the 2013 Comprehensive Master Plan. Opportunities such as adding trails to the Town Forest serve to enhance the visitor experience along the Apple Way and establish an active destination for trip ends. In July 2014, SNHPC contracted with the Town of Londonderry to help prepare a Corridor Management Plan (CMP) in line with NH DOT requirements. The following is the timeline of events to date.

- 1996: Apple Way designated by Town
- 1997: Development of Apple Way promotional material, including handout brochures and maps.
- 2006: Apple Way designated by NH DOT
- 2007: Mammoth Road multiuse trail awarded CMAQ grant. Grant permitted construction of a mile-long paved recreational trail along Mammoth Road and Pillsbury Road, between Moose Hill School and Londonderry Middle School.
- 2008: Town creates maps depicting Adams Pond recreational trail between Pillsbury Road and Adams Road, furthering the attractiveness of the Apple Way area for recreational activities.
- 2012: Town receives a recreational trails grant from NH DRED to support the creation of trails through the Town Forest and to develop new Town Center maps and publicity materials.
- February 2014: Adoption of 2013 Comprehensive Master Plan
- July 2014: SNHPC contracts with Town of Londonderry to help prepare a Corridor Management Plan (CMP) for the existing byway
- September 2014: Public meeting held to garner input on the Apple Way
- December 2014: Completion of Outdoor Recreation Plan and Town Center Conceptual Enhancement Plan. Reviewed pedestrian/safety issues at Town Center, intersection of Mammoth Road (NH 128) and Pillsbury Road.
- February 2015: CMP completed and submitted to NH DOT to maintain designation

C. Ongoing Management

The Londonderry Town Council has charged the Heritage/Historic District Commission with the responsibilities of a Scenic Byway Committee. The Heritage/Historic District Commission is responsible for reviewing and implementing this plan. The Commission meets regularly on a bi-monthly schedule. The Commission will work with Town Staff and others to implement the goals and strategies and collect periodic updates. Town Staff is also committed to implementing the Goals and Strategies and will involve such ideals in future workflows and planning exercises.

VII. Marketing Plan

The following materials have been considered the marketing and promoting the General John Stark Scenic Byway.

Brochure and Maps:

A brochure was created in 1997 to advertise the byway's historical and agricultural attractions to potential visitors. This brochure is currently available at Londonderry Town Offices and other locations throughout Southern New Hampshire. As of January 2015 there are no plans to revise the 1997 brochure, due to lack of funding availability.

Website:

A section of the Town's current website is devoted to the Apple Way (http://www.londonderrynh.org/Pages/LondonderryNH_BComm/Conservation/properties/appleway). A byway map, directions, and links to several points of interest are located here. During recent Byway Committee meetings, the Town has expressed interest in furthering the website to contain interactive maps and improving cross-links between the site and existing historic resources posted online. It is likely that the Town will use the web-based Londonderry Outdoor Recreation Guide as a model for this effort.

Podcasts:

This is another potential outreach method that will be considered by the Heritage Commission going forward.

Signage/Displays

Historical Society members have expressed interest in installing a kiosk on Morrison House property. While no formal decision was registered, the potential exists for placing maps and information on the premises that is dedicated to showcasing Londonderry's agricultural history. The Byway Committee is supportive of using Eagle Scout candidates or other such community-minded, volunteer efforts to assemble the information and kiosk structure.

VIII. Goals and Strategies

The following goals and strategies were identified and developed by the Apple Way Council for the ongoing management of the byway. These goals and strategies will be achieved by the measures outlined in the detailed action plan. The detailed action plan will involve coordination between the Scenic Byway Council, the Londonderry Town Council, state and federal agencies, local community groups, non-governmental organizations, and the regional planning commissions to achieve these goals. A Detailed Action Plan is included in Section VIII and defines responsible parties, resources and a timeline for completion.

Goal 1: Protect the historical and cultural features of the Apple Way.

Strategies:

- Work with land and property owners in maintaining historical sites and properties.
- Develop design guidelines in the town's site plan regulations.
- Work with local historical society to add historical points of interest to the state and/or National Register of Historical Places.
- Review zoning and land use regulations to ensure measures are in place to encourage productive use/reuse of existing historic structures.
- Consider utilizing properties on the Apple Way as a site to place historical structures that are relocated from elsewhere.

Goal 2: Encourage the public to investigate the historical and resources of the byway.

Strategies:

- Review and update existing informational brochures, maps, and other marketing materials of the byway indicating each of the intrinsic qualities inventoried.
- Work with local newspapers, local cable access TV and other media to provide information about the byway.
- Work with New Hampshire Chronicle (a local community program) and New Hampshire Public Radio to be featured on their shows and have the programs available on their websites.
- Work with Southern NH Planning Commission (SNHPC) to promote the byway on their website.
- Develop podcasts for travelers to listen to while driving on the route.
- Work with the NH Department of Resources and Economic Development (NHDRED) Travel and Tourism department in promoting the byway.

- Partner with the Greater Manchester Chamber of Commerce to provide Apple Way brochures at the Manchester Welcome Center, the State Ambassadors Program at the Manchester Airport and New Hampshire Welcome Centers.

Goal 3: Ensure that the byway is clearly marked, safe and attractive for both visitors and residents.

Strategies:

- Participate with the town to develop coordinated directional signage for the byway between the NHDOT and the public works director and town road agent.
- Participate with the town to fund and implement Context Sensitive Solutions (CSS) for problem intersections in coordination with the NHDOT.
- Work with the SNHPC in applying for Congestion Mitigation and Air Quality (CMAQ) and Transportation Alternatives (TA) funds, if needed.
- Identify, improve and/or create appropriate pullover locations for scenic areas.
- Participate with the town to identify, improve and/or create off-road parking areas for points of interest, picnic areas and recreational activities.
- Participate with the town to leverage existing programs such as Safe Routes to Schools.
- Work with public works directors and road agents and the NHDOT on establishing safe roads for cars, pedestrians and bicyclists.
- Create and maintain limited picnic areas along the river and other attractive locations along the route.

Goal 4: Encourage appreciation and protection of the area's natural resources.

Strategies:

- Identify unprotected parcels of land which hold scenic and environmental value along the route. Work with local land trusts and land owners to place critical locations into easements.
- Identify, improve and/or create off road parking areas for points of interest, picnic areas and recreational activities.
- Participate in the town's open space planning processes.
- Identify areas for landscaping improvements. Incorporate plans to eradicate invasive species and replace with native plants and wildflowers; include comments in DRC review?

Goal 5: Expand existing local businesses, including local artists, agriculture, and tourist-related businesses. Encourage businesses and communities to market the byway in their advertising. Promote new tourist related businesses.

Strategies:

- Work with town staff to incorporate the byway in their economic development strategy.
- Provide support to small businesses in applying for Tourist Oriented Directional Signs (TODS) to help attract visitors to their business.
- Provide web-based brochures and maps to give away to visitors.
- Work with business owners to involve in the byway planning process.
- Inventory and promote Community Supported Agriculture (CSA) farms, local farm stands and farmer's markets.
- Work to extend the multi-use pathway further along Pillsbury Road to reach new, un-serviced neighborhoods.

Goal 6: Encourage recreational opportunities including hiking, walking, and cross country skiing/snowshoeing along the route.

Strategies:

- Identify and improve the condition of the current recreational paths. Connect paths between the neighborhoods to promote safe, non-motorized routes.
- Partner with the Conservation Commission to contribute to the Londonderry Outdoor Recreation Guide (LORG).
- Encourage outdoor recreation-oriented businesses.
- Host recreational events.
- Consider an Apple Way Interpretive Center as part of the Morrison House Museum or another appropriate site.

Goal 7: Develop an ongoing management plan that includes stakeholders from each town.

Strategies:

- Continue regular discussion/meetings with Heritage Commission.
- Provide reports to Master Plan Implementation Commission.

Goal 8: Establish a metrics system to ensure that the goals are met and the action plan is implemented by targeted deadlines.

Strategies:

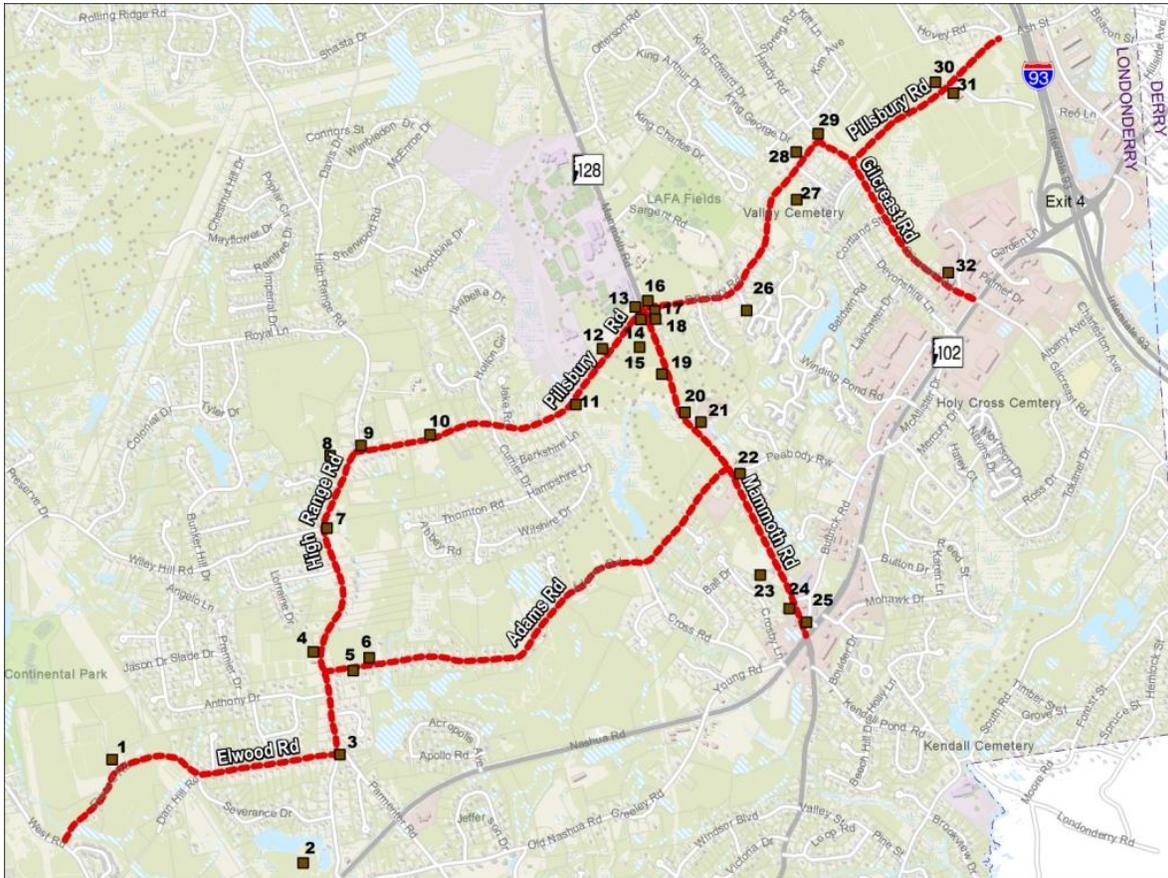
Detailed Action Plan

Goal	Action/Description	Responsible Party	Resources	Timeline
<i>Protect the historical and cultural features of the Apple Way</i>	Work with land and property owners in maintaining historical sites and properties	PED; HDC	Design Review; Demolition Delay process	Ongoing
	Develop design guidelines in the town's site plan regulations	HDC; PB	Staff time; Planning Board	Mid
	Work with local historical society to add historical points of interest to the state and/or National Register of Historical Places	HDC; HS	Heritage Commission; Staff time	Long
	Review zoning and land use regulations to ensure measures are in place to encourage productive use/reuse of existing historic structures	HDC; PB	Zoning Overhaul	Near
	Consider utilizing properties on the Apple Way as a site to place historic structures that are being relocated.	HDC;HS;PB	Design Review; Demolition Delay process	Long
<i>Encourage the public to investigate the historical resources of the byway</i>	Review and update existing informational brochures, maps, and other marketing materials of the byway indicating each of the intrinsic qualities inventoried.	SBC; PED; HS	Library/historical records; staff time	Near
	Work with local newspapers, local cable access TV and other media to provide information about the byway.	SBC; PED; HS	N/A	Near
	Work with New Hampshire Chronicle and New Hampshire Public Radio to be featured on their shows and have the programs available on their websites.	SBC; PED; HS	N/A	Near
	Work with Southern NH Planning Commission (SNHPC) to promote the byway on their website.	SBC; PED; HS	N/A	Near
	Develop podcasts for travelers to listen to while driving on the route.	SBC; PED; HS	Heritage Commission meetings	Mid
	Work with the NH Department of Resources and Economic Development (NHDRED) Travel and Tourism department in promoting the byway.	SBC; PED; HS	N/A	Near
<i>Ensure that the byway is clearly marked, safe and attractive for both visitors and residents</i>	Participate with the town to develop coordinated directional signage for the byway between the NHDOT and the public works director.	SBC; DPW	DOT Grants?	Mid - Long
	Participate with the town to fund and implement Context Sensitive Solutions (CSS) for problem intersections in coordination with the NHDOT.	SBC; PED; DPW	DOT; Town Center Enhancements	Long
	Work with the SNHPC in applying for Congestion Mitigation and Air Quality (CMAQ) and Transportation Alternatives (TA) funds, if needed. Participate with the town to leverage existing programs such as Safe Routes to Schools.	SBC; SNHPC; DPW	DOT Grants	Long
	Participate with the town to identify, improve and/or create off-road parking areas for points of interest, picnic areas and recreational activities.	SBC; PED; DPW; CC	Open Space Fund	Mid-Long
	Work with public works directors, road agents and the NHDOT on establishing safe roads for cars, pedestrians and bicyclists.	SBC; SNHPC; DPW	DOT Grants	Long
<i>Encourage appreciation and protection of the area's natural resources</i>	Identify unprotected parcels of land which hold scenic and environmental value along the route. Work with local land trusts and land owners to place critical locations into easements.	SBC; CC	Open Space Planning efforts; Open Space fund	Long
	Identify, improve and/or create off road parking areas for points of interest, picnic areas and recreational activities.	SBC; PED; DPW; CC	Open Space Fund	Mid-Long
	Participate in the town's open space planning processes.	SBC; CC	Open Space Planning	Long
	Identify areas for landscaping improvements. Incorporate plans to eradicate invasive species and replace with native plants and wildflowers; include comments in DRC review?	SBC; CC	Open Space Planning efforts; Open Space fund	Long

Goal	Action/Description	Responsible Party	Resources	Timeline
<i>Expand existing local businesses, including local artists, agriculture, and tourist-related businesses. Encourage businesses and communities to market the byway in their advertising. Promote new tourist related businesses.</i>	Work with town staff to incorporate the byway in their economic development strategy.	SBC; PED	Web site; informational materials	Near
	Provide support to small businesses in applying for Tourist Oriented Directional Signs (TODS) to help attract visitors to their business.	SBC; PED	NH DOT TODS program	Ongoing
	Provide web-based brochures and maps to make the Apple Way accessible to visitors.	SBC; PED	GIS; Town Website	Near
	Work with business owners to involve in the byway planning process.	SBC	Heritage Commission meetings	Ongoing
	Inventory and promote Community Supported Agriculture (CSA) farms, local farm stands and farmer's markets.	SBC; CC		Mid
	Work to extend the multi-use pathway further along Pillsbury Road to reach new, un-serviced neighborhoods.	SBC; SNHPC; DPW	DOT Grants	Long
<i>Encourage recreational opportunities including sport fishing, hiking, walking, non-motorized boating and cross country skiing along the route.</i>	Identify and improve the condition of the current recreational paths. Connect paths between the neighborhoods to promote safe, non-motorized routes.	SBC; SNHPC; DPW	DOT Grants	Long
	Partner with the Conservation Commission to contribute to the Londonderry Outdoor Recreation Guide (LORG).	SBC; PED; CC	GIS; Town Website	Near
	Encourage outdoor recreation-oriented businesses.	SBC; PED	Zoning Overhaul	Near
	Host recreational events.	SBC; HS	Morrison house Museum	Ongoing
	Consider an Apple Way Interpretive Center as part of Morrison House Museum or another appropriate site.	SBC; HS	Morrison house Museum; Eagle Scouts	Mid-Long
<i>Develop an ongoing management plan that includes stakeholders from throughout town.</i>	Continue regular discussion/meetings with Heritage Commission.	SBC Liason	N/A	As Needed
	Provide reports to Master Plan Implementation Commission.	SBC Liason	N/A	Annually
	Responsible Parties	Timeline		
	CC = Conservation Commission	Near Term = 1-3 years		
	DPW = Dept of Public Works	Mid Term = 4-6 years		
	HDC: HeritageHistoric District Commission	Long Term = 6 -10 years		
	HS: Historical Society	Ongoing		
	PB = Planning Board			
	PED = Planning and Economic Development			
	SBC = Scenic Byway Committee			
	SNHPC = Southern NH Planning Commission			

Appendix A: Current inventory prepared as part of the application to the NH DOT for continued recognition of the Apple Way as a NH Scenic and Cultural Byway

Historic and Cultural Elements



<p>1 Elwood Farm</p>	<p>Elwood Orchard has been an active farm since the early 1800s. The homestead at 54 Elwood Road dates to 1820. Wayland C. Elwood purchased the dairy farm and orchard in 1910. Today the 250-acre farm grows apples and other fruit for retail and commercial markets.</p>
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2
Lithia Springs

Lithia Springs, in the woods at the end of High Range Road near Route 102, was discovered when cows wandered away from the Avery pasture. The water was bottled in Nashua and sold to Bostonians eager for a refreshing taste of the country. The Lithia Springs Water Company was active from around 1880-1920.



3
School House

Dating to about 1850, this structure also served as one of several School House buildings.



4
Sunnycrest Farm

Established in 1943 by the Conner family; today, in addition to apples, people can pick their own strawberries, blueberries, fresh produce and flowers.



<p>5 Breezy Hill Farm</p>	<p>A former bed and-breakfast, this farm took its name from the farm by the same name which was located farther down on Adams Road and owned by the Adams family. The Adams' took in summer guests from Boston and treated them to fresh milk, butter; eggs and cream "well cooked and neatly served" for \$1 per day.</p>	
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<p>6 Wycoff Palm Leaf Hat Factory</p>	<p>Mrs. Wycoff, a Civil War widow, earned her living by making hats and selling them to local farmers for ten cents (without a ribbon). The factory building is no longer in place.</p>	
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<p>7 Jackson Hall</p>	<p>Originally known as Bell Tavern, the Hall had a store downstairs and guest rooms above. It was renamed Jackson Hall after President Andrew Jackson stopped there on his way to Concord from Lowell, Massachusetts.</p>	
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<p>8 Bear Meadow Farm</p>	<p>Now a horse farm, this was once a dairy farm owned by the Hurd family.</p>	
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<p>9 Maplehurst</p>	<p>One of Londonderry's few Victorian homes was once a summer boarding house. It is on the site of the James Patterson farm dating from 1770.</p>	
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<p>10 Plummer's Place</p>	<p>A farm and summer boarding house where Mrs. Plummer would sometimes put her men to work peeling apples for pies to feed as many as 40 hungry guests.</p>	
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<p>11 Flax Retting Brook</p>	<p>Flax Retting Brook is located where the stream crosses Pillsbury Road. Flax was the first cultivated crop in town. Londonderry Linen produced here was much in demand throughout New England and abroad.</p>	
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<p>12 Morrison House Museum</p>	<p>This circa 1760 cottage-style farm house was built by the Morrison Family, who was among the first sixteen families to settle Londonderry in 1719. The house was moved to its present site in 1990 and established as a museum for the Town of Londonderry.</p>	
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	<p>The property was once a prime flax-growing area.</p>	
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<p>13 Londonderry Presbyterian Church, Manse and Parish Hall</p>	<p>Established in 1735, the church was built on this corner in 1837. It is the oldest continuing Presbyterian congregation in New England.</p>	
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<p>14 Town Common</p>	<p>The Town Common was once part of a land grant belonging to Matthew Thornton. Monuments on the Common are dedicated to veterans of the Revolutionary War, the Civil War, and World Wars I and II. Maple trees shading the Common were planted by members of the Grange, and the bandstand was dedicated in 1976 as part of the Bicentennial celebration.</p>	
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<p>15 Town Forest</p>	<p>This 12-acre forest stand was purchased from the Mack family in the 1980s and later established as the Town Forest. The property abuts the Town Common and Glenwood Cemetery in the Town Center. The property contains trails for pedestrian access.</p>	
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<p>16 Londonderry Grange #44</p>	<p>Londonderry Grange #44 was organized in 1875 with 24 charter members who were all engaged in the thriving agricultural economy. The building you see was constructed in 1909.</p>	
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<p>17 Londonderry United Methodist Church</p>	<p>The Methodist Church was built in 1856 by the United Methodist Episcopal Society for the sum of \$2,000, raised by its members.</p>	
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<p>18 Lions' Hall (Old Town Hall)</p>	<p>The oldest public building in Londonderry was once the Presbyterian Church known as Reverend William Morrison's Meeting House. It was used for a time as a town hall, a school, and library.</p>	
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<p>19 Glenwood Cemetery</p>	<p>Glenwood Cemetery was established in 1869. The terraced lanes and markers are typical of Victorian landscape architecture.</p>	
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<p>20 Mack Family Homestead at Moose Hill Orchard</p>	<p>The Mack Family Homestead at Moose Hill Orchards was built in the late 1700s and updated in the late 1800s. The old horse and cattle barn predates the homestead. The weathervane on the barn is a reproduction of the original.</p>	
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<p>21 Mack's Apples</p>	<p>One of the first commercial orchards in Londonderry and a popular destination for locals and travelers throughout the region looking for fresh apples, cider, pumpkins or produce.</p>	
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<p>22 School House #2</p>	<p>School House #2 was built as one room with separate entrances for boys and girls. In 1941 it was made into two rooms and used until Central School was built in 1948. Potatoes once were planted in front of the schoolhouse where the maples now stand.</p>	
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<p>23 Twin Gate Farm</p>	<p>Formerly a riding school, this farm was established as a girls' summer riding camp in 1956 on the site of an apple orchard and egg farm.</p>	
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<p>24 Robie House</p>	<p>Robie House, a Victorian style home with a mansard roof, was built in 1880. The interior space was modernized and now functions as professional office space.</p>	
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<p>25 Plummer's Tavern</p>	<p>The Coach Stop Restaurant now occupies the building once known as Plummer's Tavern, a popular stagecoach stop in the 1800s.</p>	
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<p>26 Anderson Slaughterhouse</p>	<p>The end of Anderson Lane was the site of the Anderson Slaughterhouse, a thriving operation in the 1800s.</p>	<p>(No photo available)</p>
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<p>27 Valley Cemetery</p>	<p>The second oldest cemetery in town, including burials dating back to the Revolutionary War.</p>	
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<p>28 Col. William Pillsbury's House</p>	<p>This house, built around 1730, was once owned by Col. William Pillsbury, a Civil War veteran who established Woodmont Orchards. Col. Pillsbury was active in NH politics, serving as State Representative, Senator and Executive Councilor.</p>	
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<p>29 School House #1</p>	<p>This small house, built of locally-made brick, was the first public school in Londonderry. One teacher taught children in grades one through eight.</p>	
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<p>30 Rosecrans Pillsbury House</p>	<p>Built around 1880, this property once housed the Pillsbury family, owners of Woodmont Orchard.</p>	
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<p>31 Woodmont Orchards</p>	<p>Woodmont Orchards, once part of the Rosecrans Pillsbury Farm, and was purchased by William Lievens in 1938. This orchard was a pioneer in the use of refrigeration in the American apple industry.</p>	
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<p>32 Dutton Farm</p>	<p>Built around 1800, this saltbox house is the part of the Dutton farm where maple syrup was first produced in Londonderry. Sugar maples on the property are still tapped every spring.</p>	
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