

VISION CHAPTER

Adopted xxx 2026



Vision Statement

Newmarket will exemplify a traditional New England coastal town that protects its natural resources and offers residents a high quality of life. The historic downtown is the heart of the community and supports a diverse business mix that helps sustain the local economy. The town's valuable natural resources and open spaces offer outdoor enthusiasts a variety of water and land-based recreational opportunities. The town will be shaped by the guiding principles of vibrancy, connectivity, accessibility, affordability, and resiliency.

The vision statements from each Master Plan Chapter create a framework for the key planning areas that influence Newmarket's quality of life. These statements provide an overall vision of what Newmarket aims to look like in 2036 and serve as a guideline that represents a variety of town interests.

Land Use

Newmarket will plan for future development using sustainable land use practices that protect the town's ecological, scenic, and recreational values, and improve economic prosperity. Strategic planning will be used to plan for multi-modal transportation, respond to housing and recreation needs, strengthen the economic base, and create clean energy options while providing opportunities for art, cultural, and historical enjoyment.

Housing

Newmarket will provide opportunities for owners and renters of all income levels and generations to live in accessible, attractive and affordable residences throughout town. The Town will strive to strategically connect housing developments to transportation options, existing neighborhoods, open spaces, and other amenities as a guiding principle to support the town's housing stock, foster a healthy tax base, and enrich community interactions. This will be accomplished in a thoughtful manner by ensuring future developments utilize existing infrastructure; harmonize with public spaces, neighborhoods, and existing building types; and reduce negative environmental impacts.

Transportation

Newmarket will be a vibrant community where development and multi-modal transportation infrastructure are planned together. Our evolving downtown and rural streetscape will encourage residents and visitors of all ages and abilities to walk and bike throughout town. Walking, biking, driving, and community transportation will feel like safe and convenient choices. Trails and walking routes will strengthen community bonds by interconnecting with neighborhoods and green spaces. Meanwhile, streets will be designed purposefully for all modes of travel in accordance with their geographic context to create a sense of place, improve safety, and facilitate travel. Ultimately, Newmarket residents will have more options on how to travel throughout town and will be able effortlessly to connect with neighboring municipalities and regional transportation hubs.

Energy

Newmarket is a community that supports and preserves its semi-rural character while simultaneously embracing effective emerging technology, environmentally progressive strategies, and local business opportunities. Newmarket will have clean energy that is affordable, reliable and sustainable and is used efficiently by the Town and residents. Newmarket's quality of life and public

health will be improved from clean and renewable energy generation. Newmarket's energy policies will play a significant role in achieving this vision.

Arts, Culture and Historic Resources

Newmarket will be a community where arts, culture and history are not just part of a storied past but are the heart of our contemporary identity - expressing who we have been, who we are, and who we hope to be. These values will be woven into the very fabric of living, where residents, workers, students and visitors participate and take pride in the vibrant cultural life to be found in every corner of Town. The Town's continued commitment to the arts, its culture, and historic preservation and restoration will significantly contribute to Newmarket's unique community character.

Land and Water Conservation

Our community will ensure a healthy and resilient future by preserving the natural environment in harmony with sustainable development and economic opportunities. Strategic planning will aim to strengthen critical infrastructure and promote land use practices that protect our valuable environmental assets – clean air; safe and abundant drinking water; freshwater wetlands, salt marshes, and floodplains; river corridors, shoreland buffers, and stream crossings; and critical wildlife habitats and intact forests – while supporting appropriate community growth.

Sustainable land use practices will protect ecological, scenic, and recreational values, as well as improve economic prosperity. Through strategic conservation and land management, we envision a network of interconnected open spaces, a robust trail network, and a revitalized downtown riverfront that enhances our community's character and well-being.

Downtown Riverfront

Newmarket's Downtown Riverfront will be recognized and celebrated as a place where the community enjoys the Lamprey River from the shoreline or from the water. The Downtown Riverfront will bolster local businesses and connect people with the beauty, serenity, and natural resources of this special place in the community. The area will offer diverse opportunities for the community to enjoy the Lamprey River. Existing publicly owned land will be reimagined to enhance public access to the riverfront. The Town will work thoughtfully and strategically with property owners and the community to identify creative solutions to create a cohesive riverwalk and pedestrian network, while respecting private property rights. Improvements and infrastructure projects will strive to maximize climate resiliency, integrate arts and culture, and protect natural resources and water quality.

Recreation

The Town of Newmarket is committed to enhancing the vibrancy of our community by fostering connectivity through accessible and affordable programs and events, and the opportunity to enjoy and connect with people in nature. The Town provides dynamic recreational experiences that promote well-being, resilience, and a sense of belonging for all. As we grow, the Town strives to expand opportunities for active engagement while ensuring an inclusive and sustainable recreation culture for future generations.

Community Facilities and Utilities

Newmarket will strategically invest in community services, educational institutions, and its facilities to improve the well-being of the community. Guided by innovative and solutions-driven approaches, town staff, elected officials, and volunteers seek to implement measures to ensure resiliency for community facilities through proactive land use planning and capital investment initiatives. The Town will prioritize these investments by employing a balanced approach that integrates thoughtful strategies for community growth and preservation.

Economic Development

The Town of Newmarket will work to retain and support its current businesses, while providing opportunities for economic growth and activities which will strengthen the Town's economic base, provide employment for residents, and enhance its position in the regional economy.