

1 VISION



A master plan starts with a vision. It is a living document that describes where Pembroke is now, where it should be in the future, and what is required to get there. Preparation of this plan included analyzing demographic trends, patterns of development, and community and regional data to build the profile of what residents experience today. By analyzing these trends and data in combination with the extensive public outreach gathered, Pembroke’s story emerges and sets the framework for identifying the challenges that need to be addressed in the future.

This plan should be considered a blueprint to help Pembroke preserve those places and values that are most important to residents – rural character, healthy and diverse natural environments, a vibrant Suncook Village, economic sustainability and the sense of community that is such a mosaic of Pembroke’s identity. It also provides direction and guidance to help local officials address the recommendations from the individual chapters of the master plan.

The following core values are derived from the vision statements in each chapter and are a reflection of the long term direction for Pembroke’s future as a thriving community.

- We embrace the town’s unique **historical character and cultural resources** and encourage an understanding of our town’s history;
- We strive to sustain a **high level of community services** that can adequately serve residents of all ages;

- We prepare by making **fiscally responsible decisions** today that do not burden future generations;
- We take pride in our community and continue to **serve as volunteers** on local boards and committees;
- We pursue **energy efficiency initiatives** that promote the concept of energy conservation, efficiency and renewable energy generation;
- We protect our natural resources and natural recreation opportunities with a **strong commitment to environmental stewardship**;
- We provide a **variety of housing types** that meet the current and future needs of residents;
- We plan for the maintenance and improvement of a **multi-modal transportation system** that operates safely, effectively, and cost-efficiently;
- We recognize our **most important land uses**, including forests, farms, and open space, that support a healthy and sustainable environment to live, work, and play.
- We encourage the use of tools and incentives to support a **walkable, dynamic downtown** in the Suncook Village.
- We promote a **strong mix of land uses** that meets the varied needs of the community.
- We support the proactive use of economic development tools to seek **sensible and sustainable economic development** while protecting and enhancing the Town's quality of life.
- We seek to preserve and enhance a vibrant community that embraces its unique, historical character, values its forests, farms and rural character and supports a **healthy, sustainable environment**.