



Wallingford Plan of Conservation and Development 2015 Update

Town Center – Data and Workshop
Preview

POCD Steering Committee

October 28, 2015



Introduction

- **Public Engagement & Data Gathering**
 - Town Center Survey Results (Preliminary)
 - Celebrate Wallingford
- **Town Center Boundary**
- **Town Center Focus Areas**
 - Concept Areas
 - Phasing
 - Strategies



Town Center Survey

- **Results so far based on 231 responses**
- **Similar demographics of respondents to previous survey**
 - **Primarily 35-64, long-term residents, single-family homeowners**
 - **27% live in Town Center or have in the past; an additional 35% describe themselves as living near Town Center**
 - **27% work in Town Center or have in the past**
 - **11% own property in Town Center, and 8% (19 respondents) run a business there**

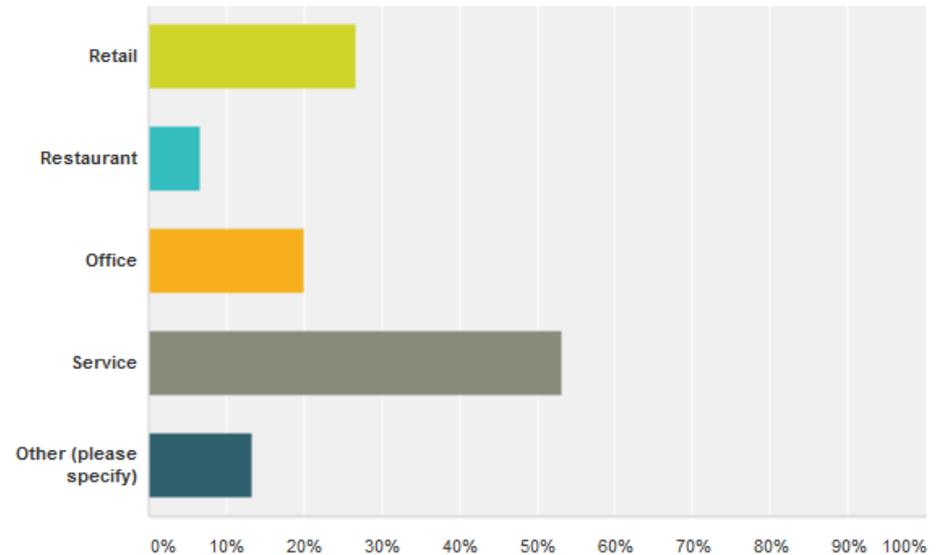


Survey: Business Owners

- Recent Sales trends
 - 2: declining
 - 5: flat sales
 - 3: slow growth
 - 4: strong growth
- Complementary businesses
 - Upscale/boutique retail, coffee shop with wifi, additional restaurants
- Positives: **community spirit**, free parking, central location, visibility and pedestrian traffic, food options nearby
- Challenges: **parking** and parking signage, zoning/sign regs, empty storefronts, appearance (landscaping, maintenance, lighting)

What type of business do you own?

Answered: 15 Skipped: 4





Survey: Business Owners

- If you could change one thing, what would it be?

“Prepare a comprehensive plan of development to raze and replace the downtown area in lower Center Street to revitalize and bring life to the area as well as provide buildings with square footage that exceeds the present norm of 600-1,500 sq ft.”

“Bring in much more retail instead of having storefronts house[s] churches and offices.”

“A cleaned up downtown (near and around train station), with better (less restrictive) signage regulations”

“Close North Main Street between Center and Church every evening at 5:00 to encourage strolling and shopping.”

“Bring in one magnet store/restaurant”



Survey: Development Priorities

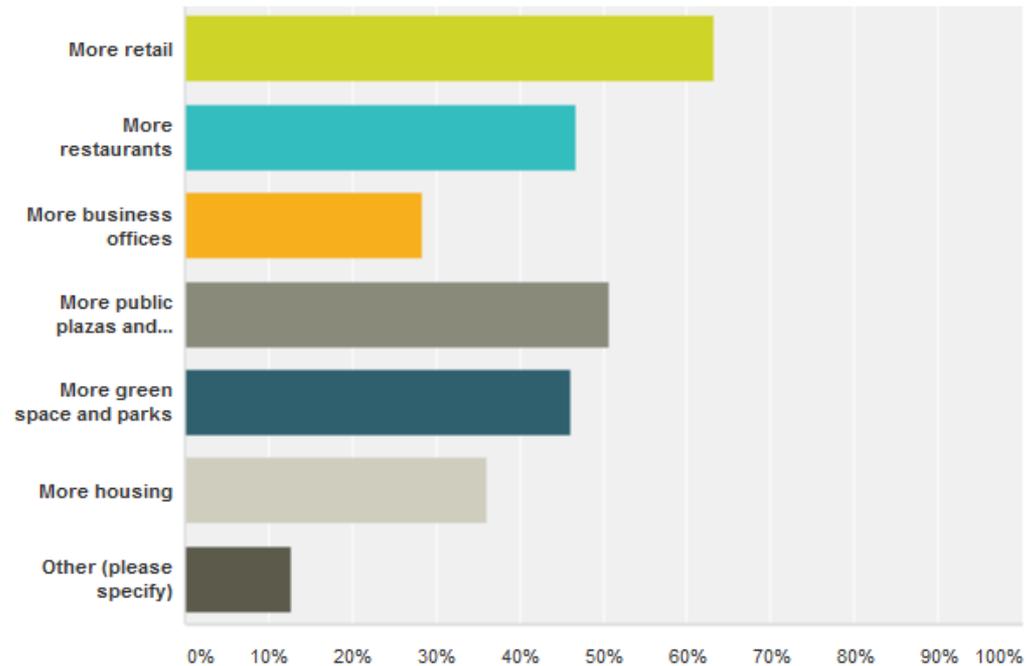
- **Town Center priorities (percent ranked in top 3)**
 - Recruit businesses (60%)
 - Rebuild and improve parking lots (62%)
 - Acquire and redevelop underutilized parcels (57%)
 - Improve pedestrian access: sidewalks, lighting, crosswalks (34%)
- Additional housing, public art, and bike facilities all assigned low priority



Survey: Development Priorities

➤ Incentive Housing Zone priorities

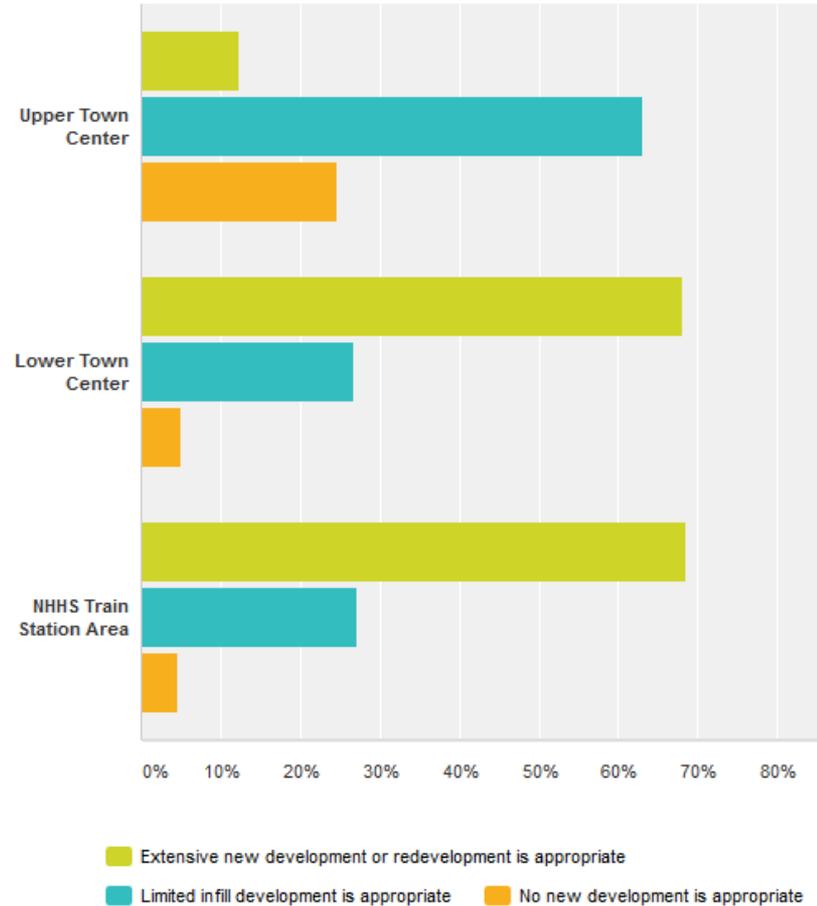
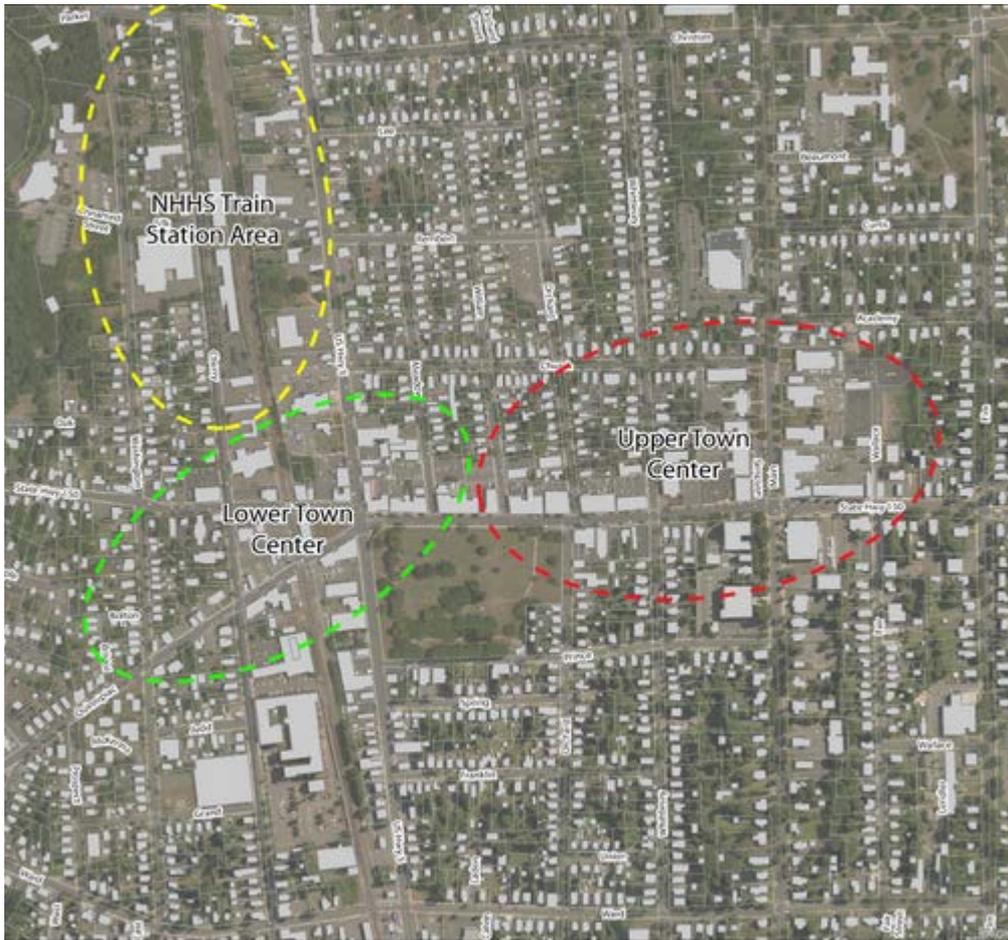
- Note that housing is not a particularly high priority to respondents!
- Aligns with general perception of insufficient retail
- From comments: demand for local businesses apparent, but also concern about limited hours/weekday closures (both customers and business owners)





Survey: Development Priorities

➤ Intensity of redevelopment by area





Survey: Development Priorities

➤ Development tools

- 62% support partnering with parking lot owners to create and maintain more cohesive lots (18% opposed)
- 72% support Town investments to attract development to underutilized properties, e.g. cleanup, ammassing, infrastructure (8% opposed)
- 53% support use of tax increment financing (TIF) to finance public improvements (16% opposed)
 - Limited public information at this point—30% are unsure/need more info

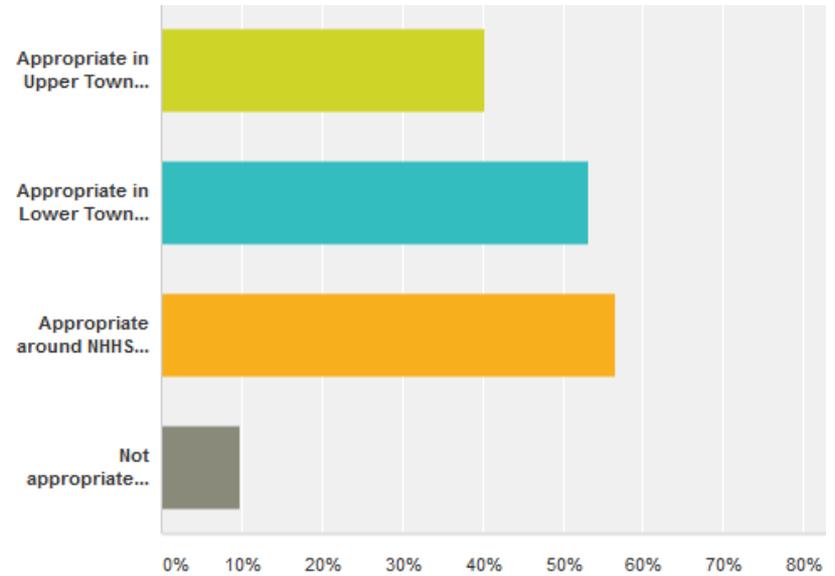
➤ Ideas for existing train station

- Community space (bookable/rentable), museum (rail or Wallingford history), arts center, retail/café, parks and rec. office

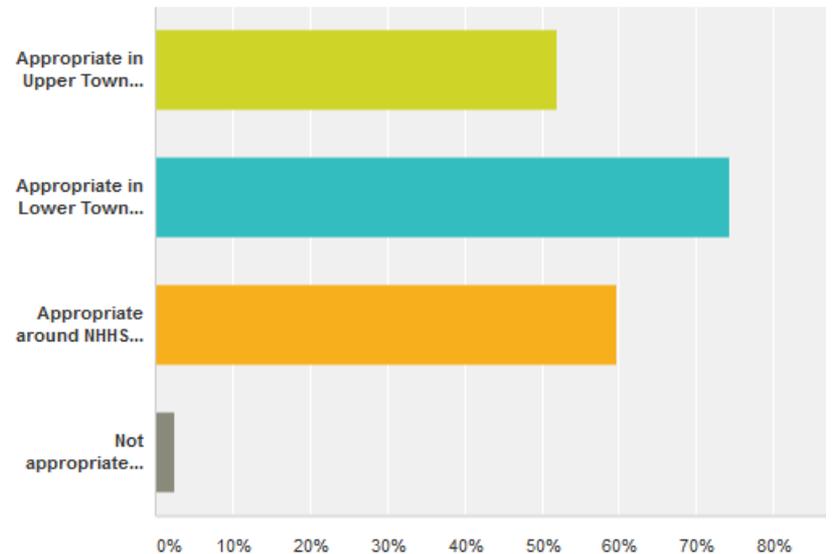


Survey: Precedents

220 Main St, Middletown (First and Last, MPD)



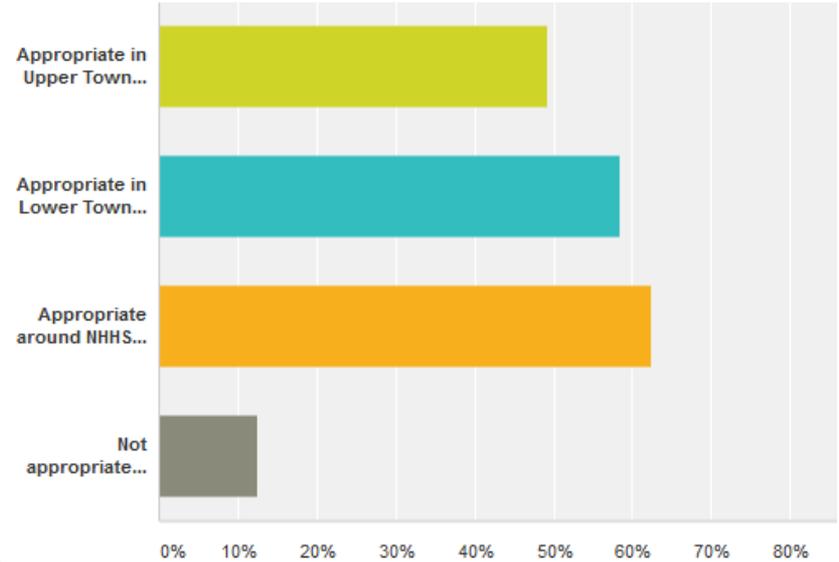
747 Boston Post Road, Madison (offices/retail)



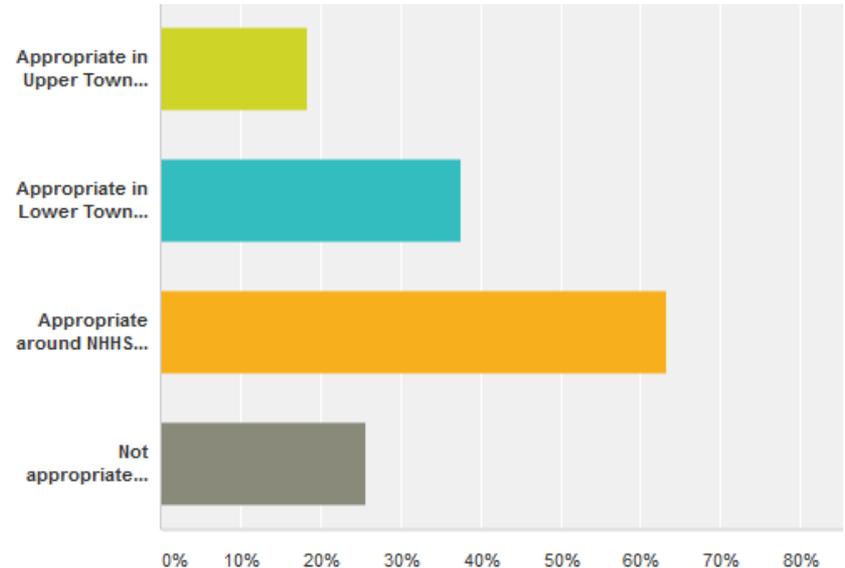


Survey: Precedents

11 S. Main St., W. Hartford (retail, apartments, parking)



24 Colony Rd., Meriden (retail, apartments, parking)





Celebrate Wallingford

- Booth up Saturday and Sunday, October 17 & 18
- Thanks to Kacie, Mary, and Maria, Adriana, and student volunteers from SCOW

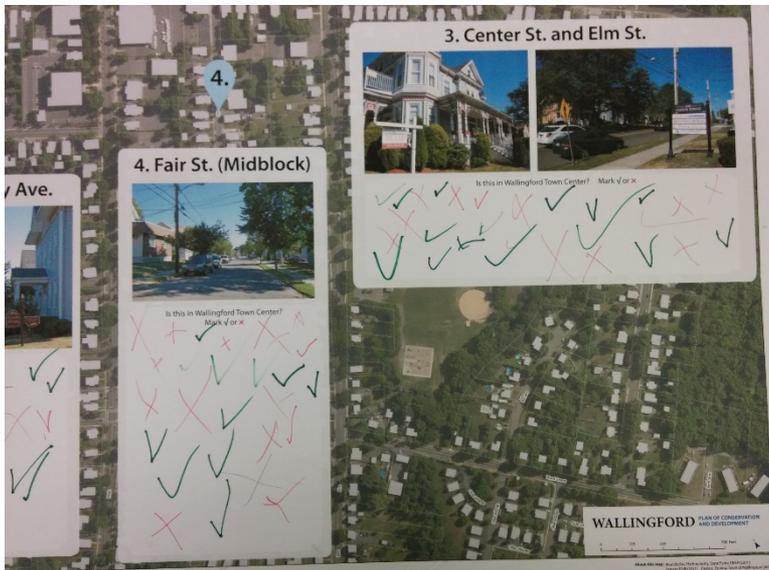


Photo: Ray Ross

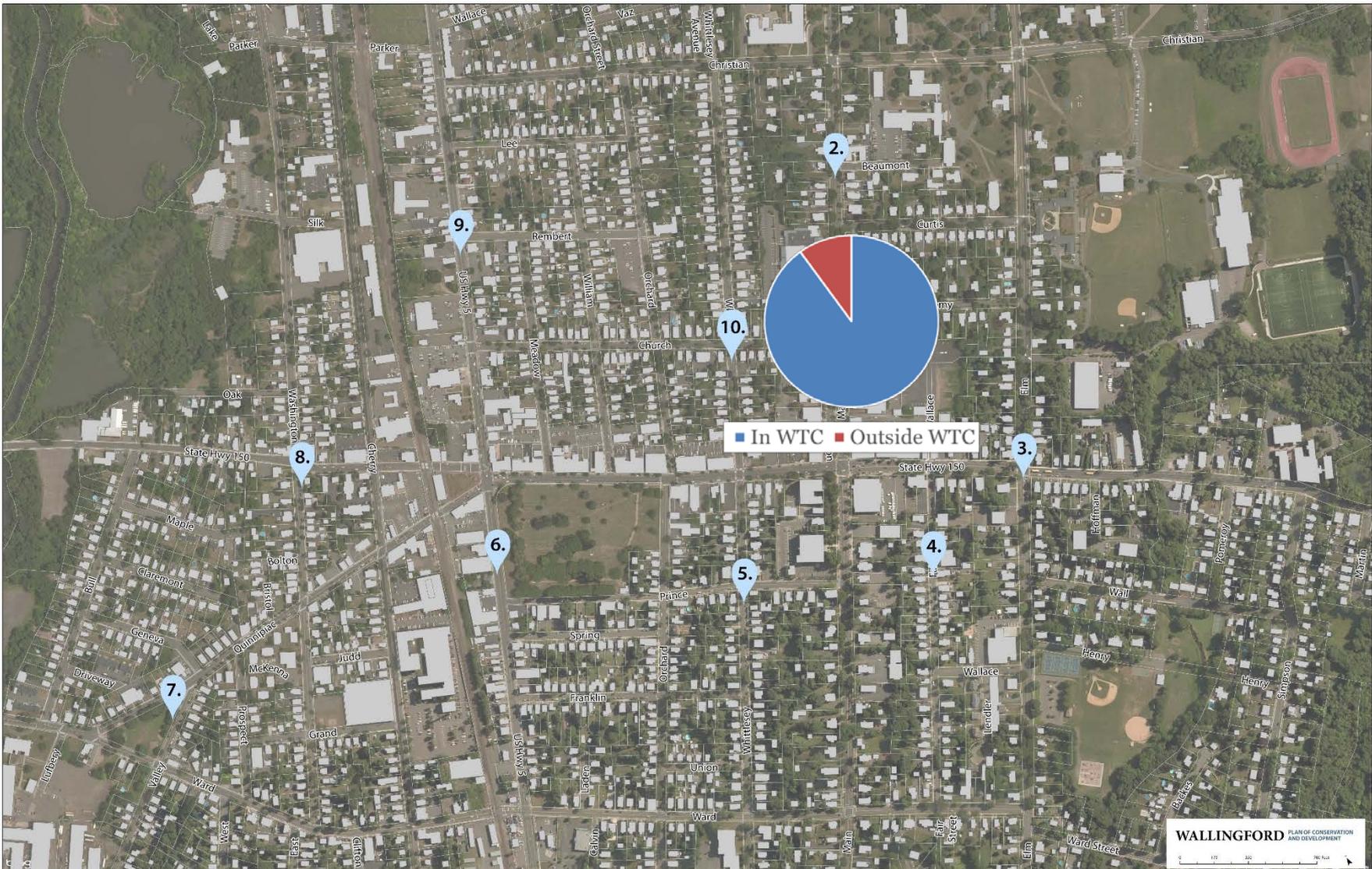


Celebrate Wallingford

- Good participation in “Am I in Town Center?” exercise
- Limited traction on drawing survey responses, 2025 visions through postcard exercises



North Main & Church

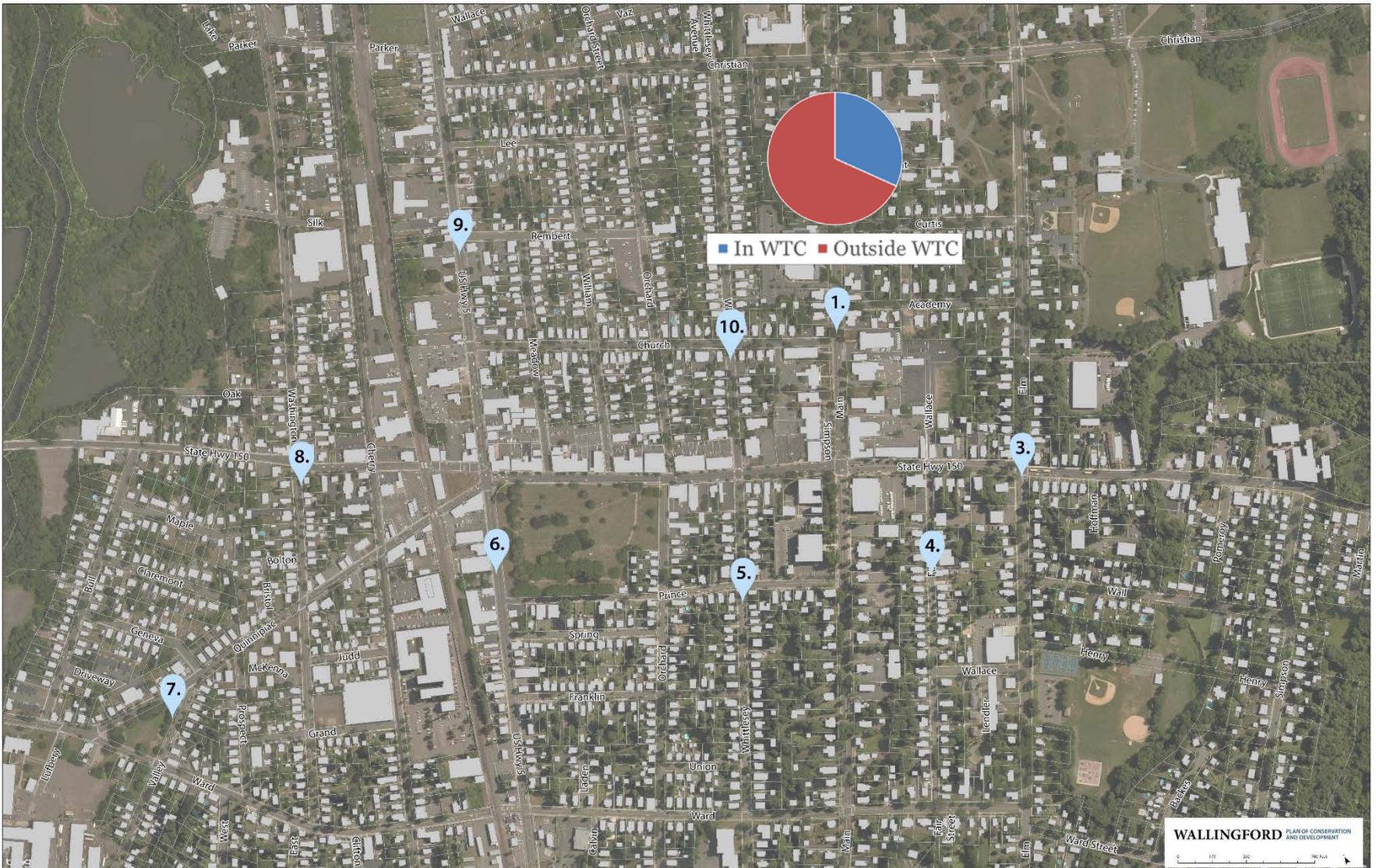


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WALLINGFORD PLAN OF CONSERVATION AND DEVELOPMENT
Scale: 1" = 100 feet



North Main & Beaumont

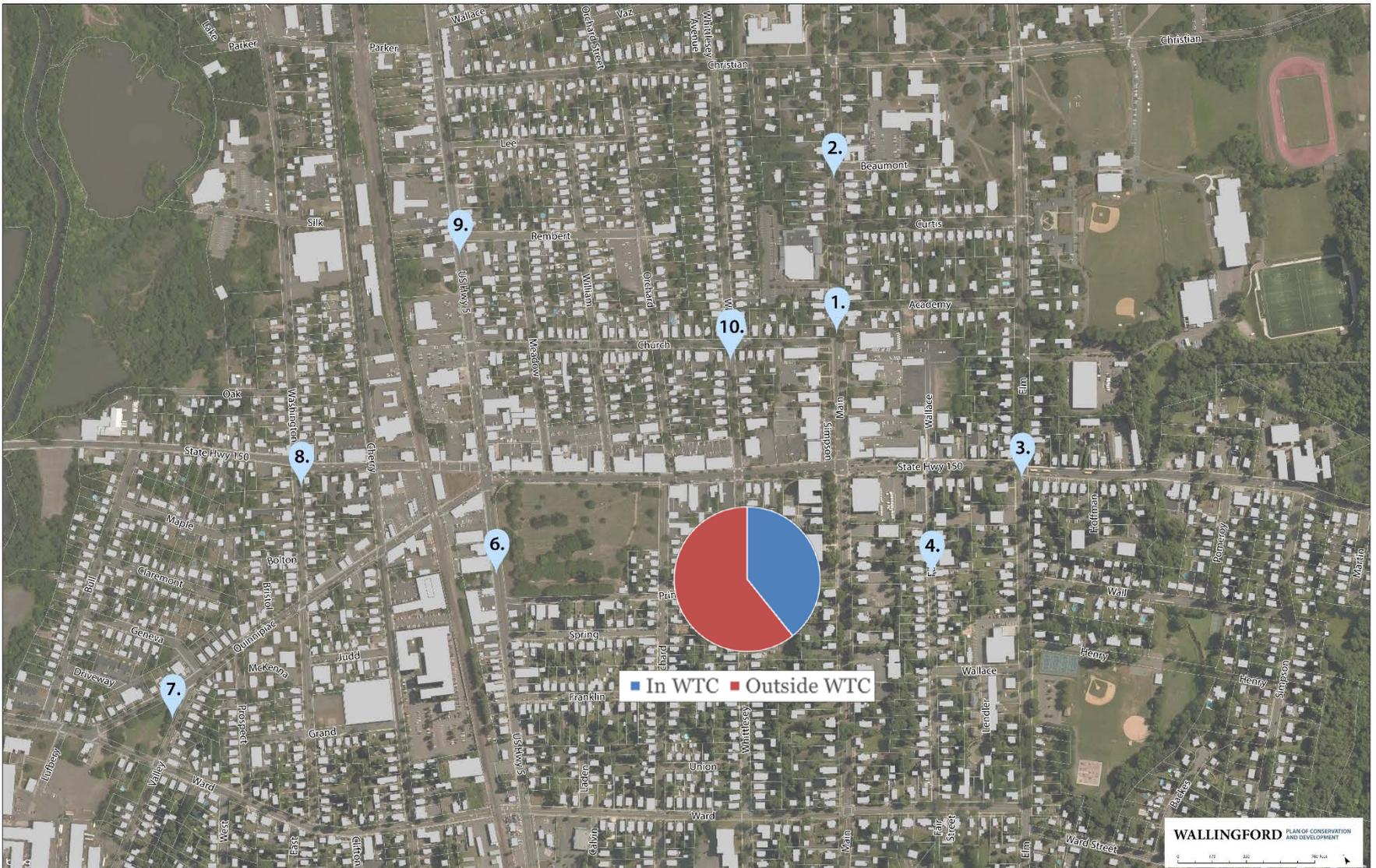


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Prince & Whittlesey



Map is a sub-station for Wallingford, CT | May 2015
For more information, please go to www.wallingford.org

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South Colony (Midblock)

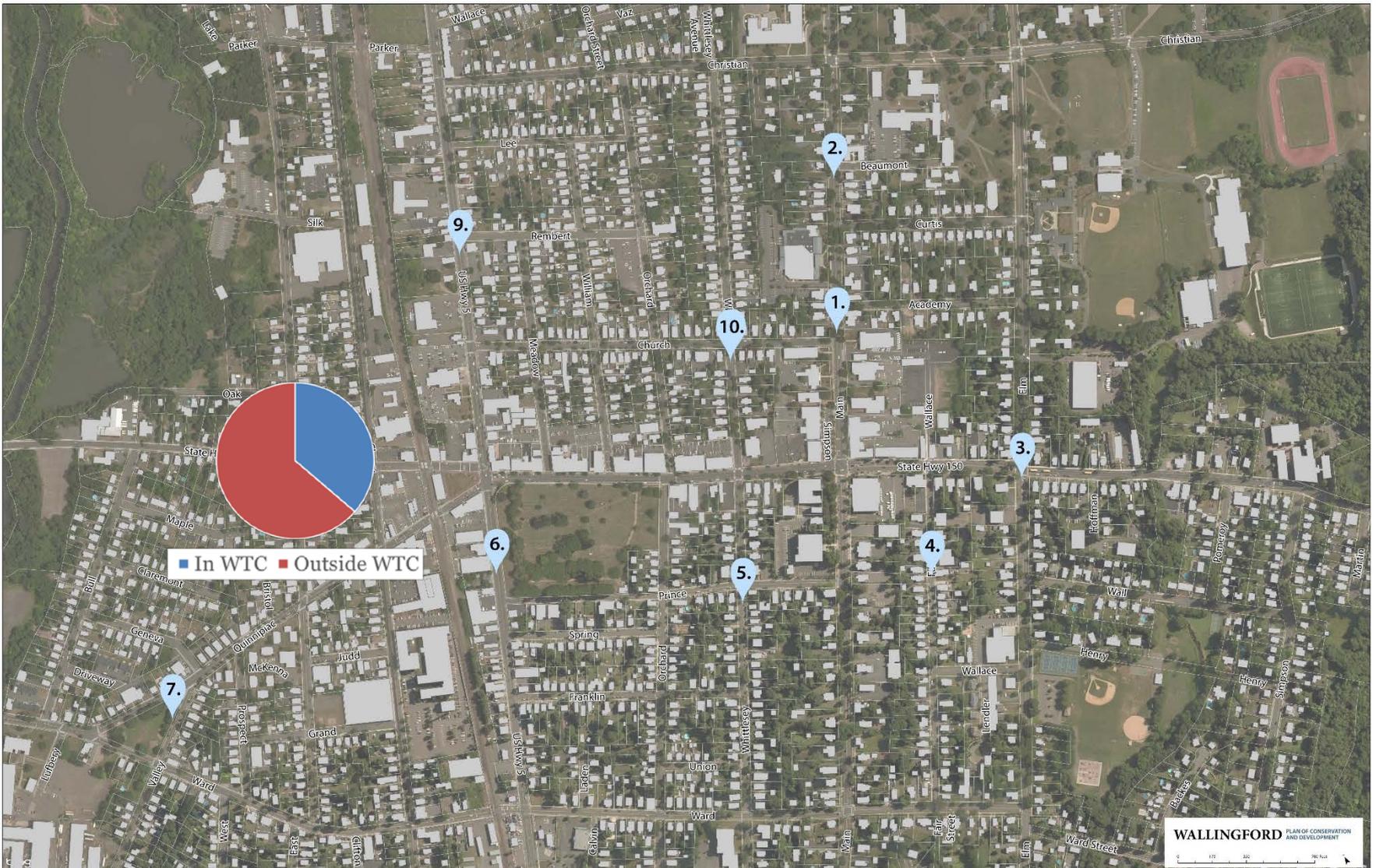


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Hall & Washington

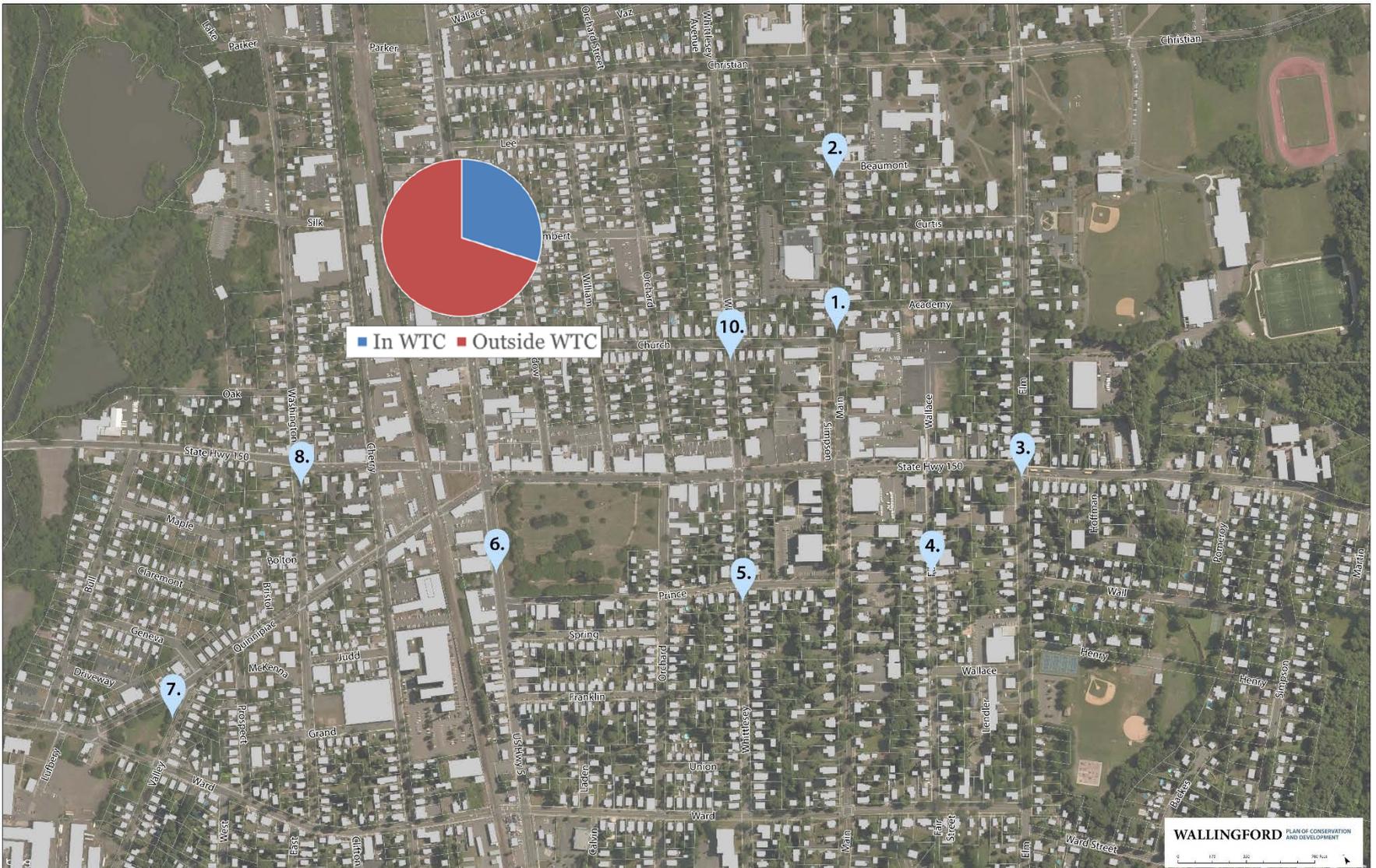


Map data is a contribution for Wallingford, CT | May 2015

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North Colony & Rembert

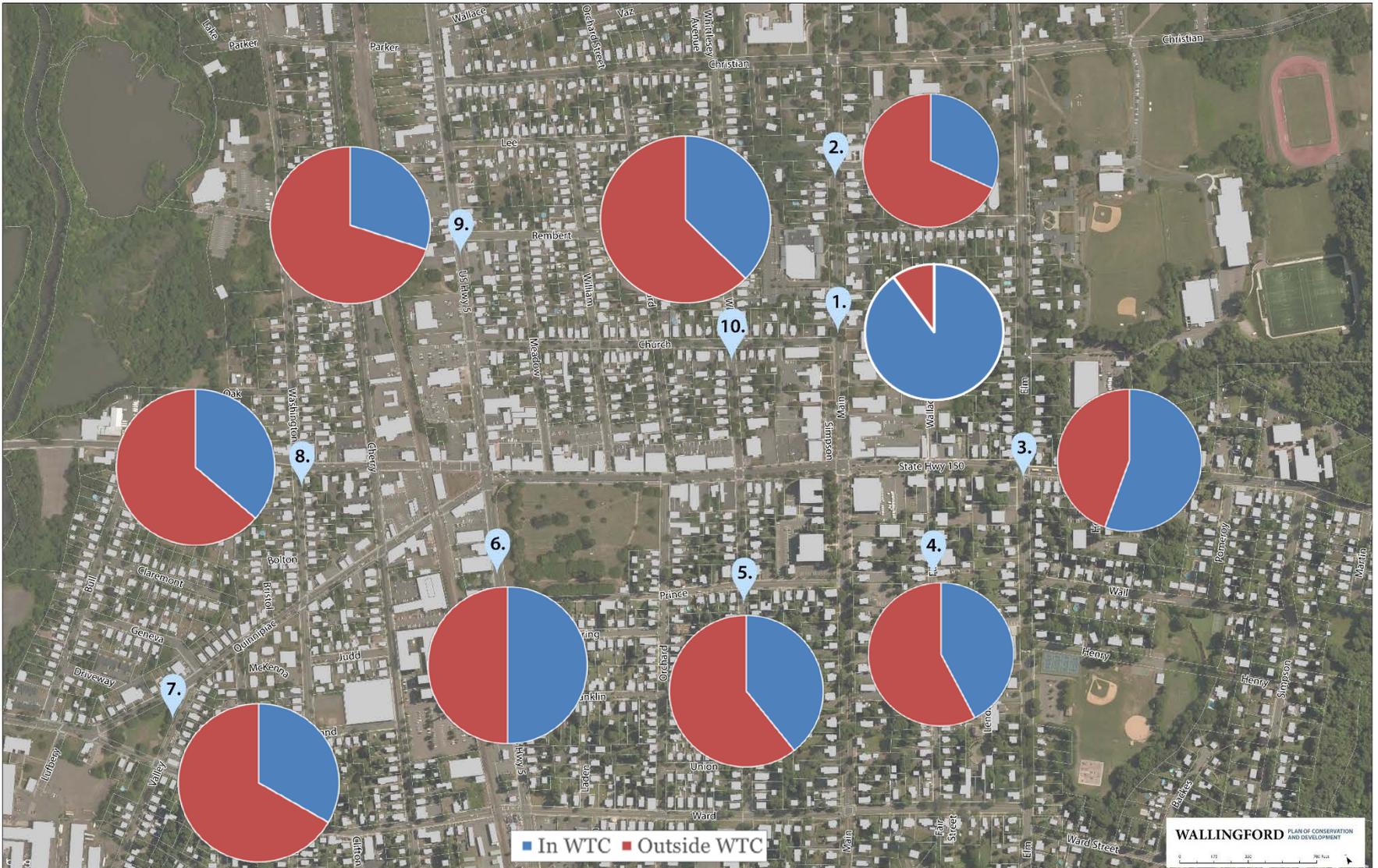


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Am I in WTC?

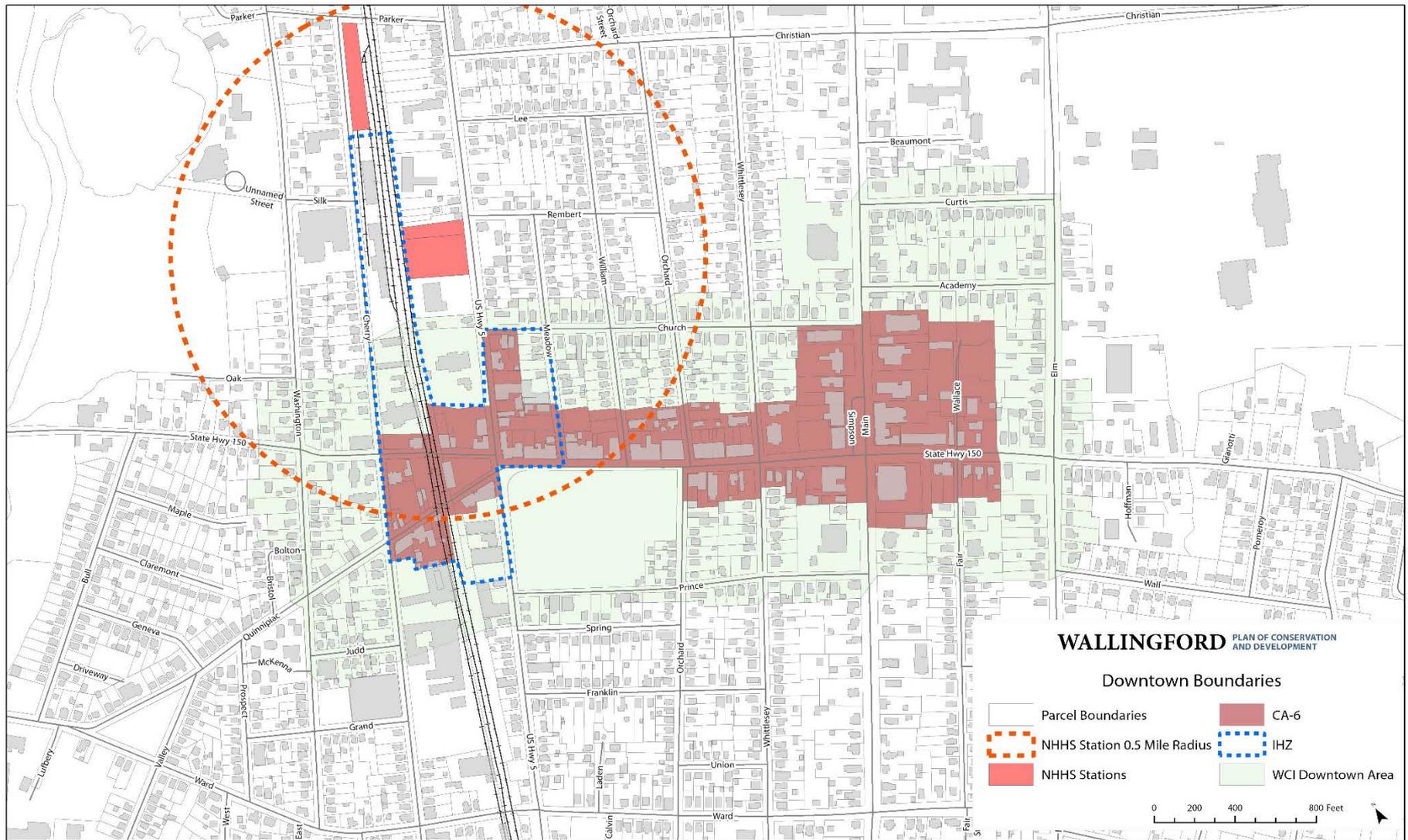


Map is a reproduction of the Wallingford, CT 2015 Plan of Conservation and Development.

WALLINGFORD PLAN OF CONSERVATION AND DEVELOPMENT



Town Center Definitions



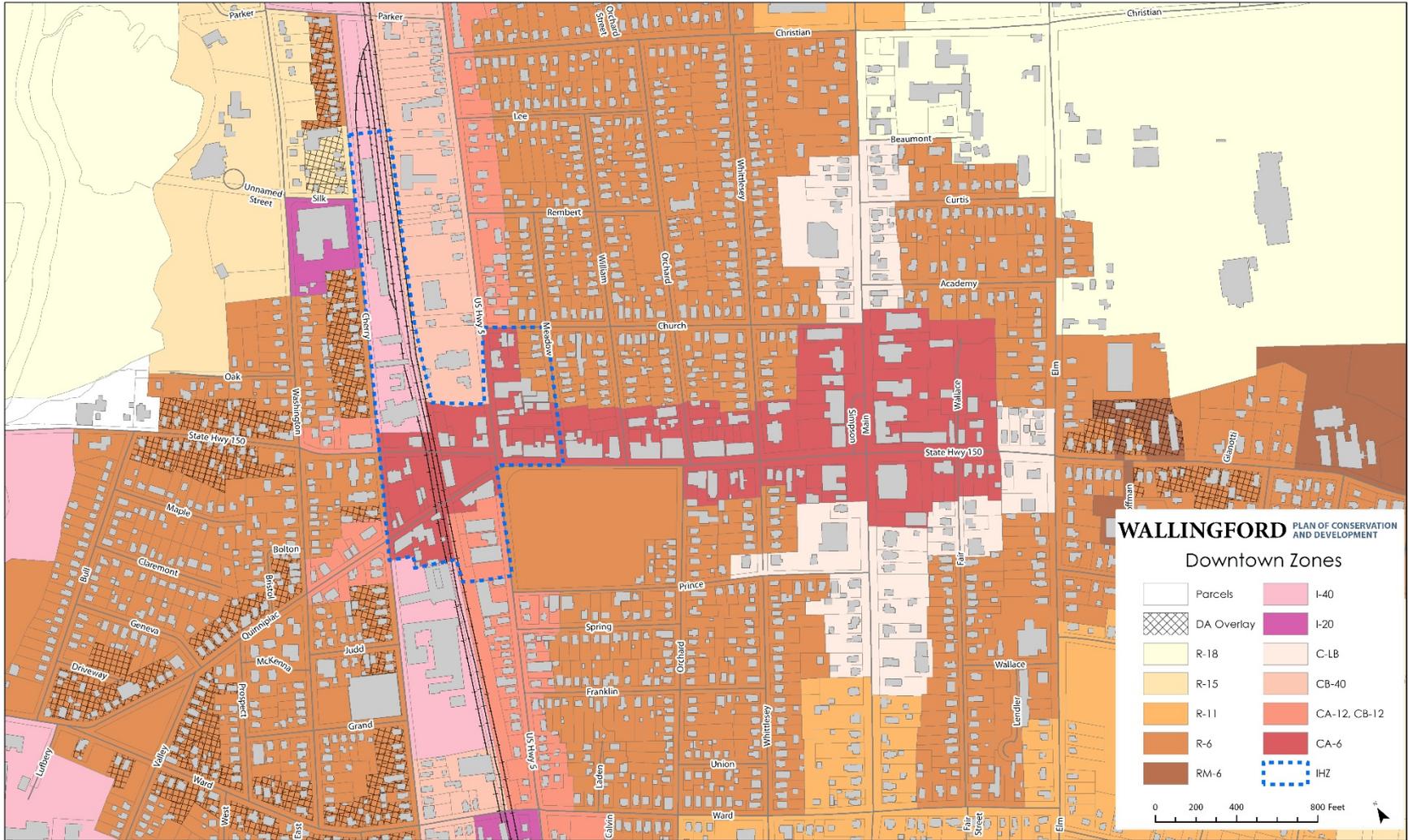
MILONE & MACBROOM for Wallingford, CT | May 2015

This map is intended for planning purposes only. Delineations may not be exact.

About this map: Boundaries, Hydrography, State Parks: DEEP (2011)
Streets: ESRI (2011) Parcels, Zoning: Town of Wallingford (2015)



Town Center Zoning



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Zoning In and Around WTC

Use	Zoning District													
	R-18	R-15	R-11	R-6	RIM-6	IHZ	CLB	CA-6	CA-12	CB-12	CB-40	I-40	I-20	
Residential	Single Family Home	●	●	●	●			●						
	Multi-Family Conversion	●	●	●	●			●	●	●	●	●	●	●
	Multi-Family Home					●	●							
	Elderly Housing	●	●	●	●									
	Group Home (<6 residents)	●	●	●	●			●						
Commercial and Institutional	Gov. Buildings	●	●	●	●			●	●	●	●	●	●	●
	Educational and Religious	●	●	●	●			●	●					
	Child Care Facility (<6 children)	●	●	●	●			●	●	●				
	Day Care Center	●	●	●	●			●	●	●				
	Bed and Breakfast							●						
	Professional Office						●	●	●	●	●	●	●	●
	Retail						●		●	●	●	●	●	●
	Restaurants							●	●	●	●	●	●	●
	Mobile Food Vendor							●	●	●	●	●	●	●
	Theaters								●	●	●	●	●	●
	Hotels								●	●	●	●	●	●
	Restaurants								●	●	●	●	●	●
	Hotels and Motels								●	●	●	●	●	●
Industrial	Wholesale Trade									●	●	●	●	●
	Storage Warehouses									●	●	●	●	●
	Health and Sports Clubs									●	●	●	●	●
	Auto Repair Garages									●	●	●	●	●
	Gas Stations									●	●	●	●	●
	Manufacturing											●	●	●
	Machine and Blacksmithing Shops											●	●	●
	Truck Terminals											●	●	●
	Saw and Planing Mills											●	●	●
Bulk Fuel Storage											●	●	●	

Permitted with Site Plan Approval
 Permitted with Zoning Permit
 Permitted with Special Permit
 Permitted with Special Exception



Zoning In and Around WTC

Zone	Name	Maximum Height (ft)	Maximum Stories ²	Minimum Lot Size (sq.ft.)	Max % Coverage	FAR by Right
R-18	Residential District - 18	30	3	18,000	15%	0.45
R-15	Residential District - 15	30	3	15,000	20%	0.60
R-11	Residential District - 11	30	3	11,250	25%	0.75
R-6	Residential District - 6	30	3	6,250	33.5%	1.01
RM-6	Multi-Family District - 6	30	3	217,800	25%	0.75
IHZ	Incentive Housing Zone	30-45	3-4	25,000	10-26 DU/acre	
I-40	Industrial District I-40	30	3	40,000	25%	0.75
I-20	Industrial District I-20	30	3	20,000	33.5%	1.01
C-LB	Limited Business District	30	3	11,250	25%	0.75
CB-40 ¹	Commercial District CB-40	30	3	40,000	35%	1.05
CA-12	Commercial District CA-12	30	3	12,000	35%	1.05
CB-12	Commercial District CB-12	30	3	12,000	35%	1.05
CA-6	Commercial District CA-6	30	3	6,250	50%	1.50

Maximum building height may be increased by one foot for each additional two feet of front, side, and rear yard setback in commercial 1 and industrial districts

2 Maximum stories were calculated by dividing the maximum building height by 10 feet

3 FAR by right was calculated by multiplying the maximum coverage by the maximum number of stories



New Town Center Boundary?



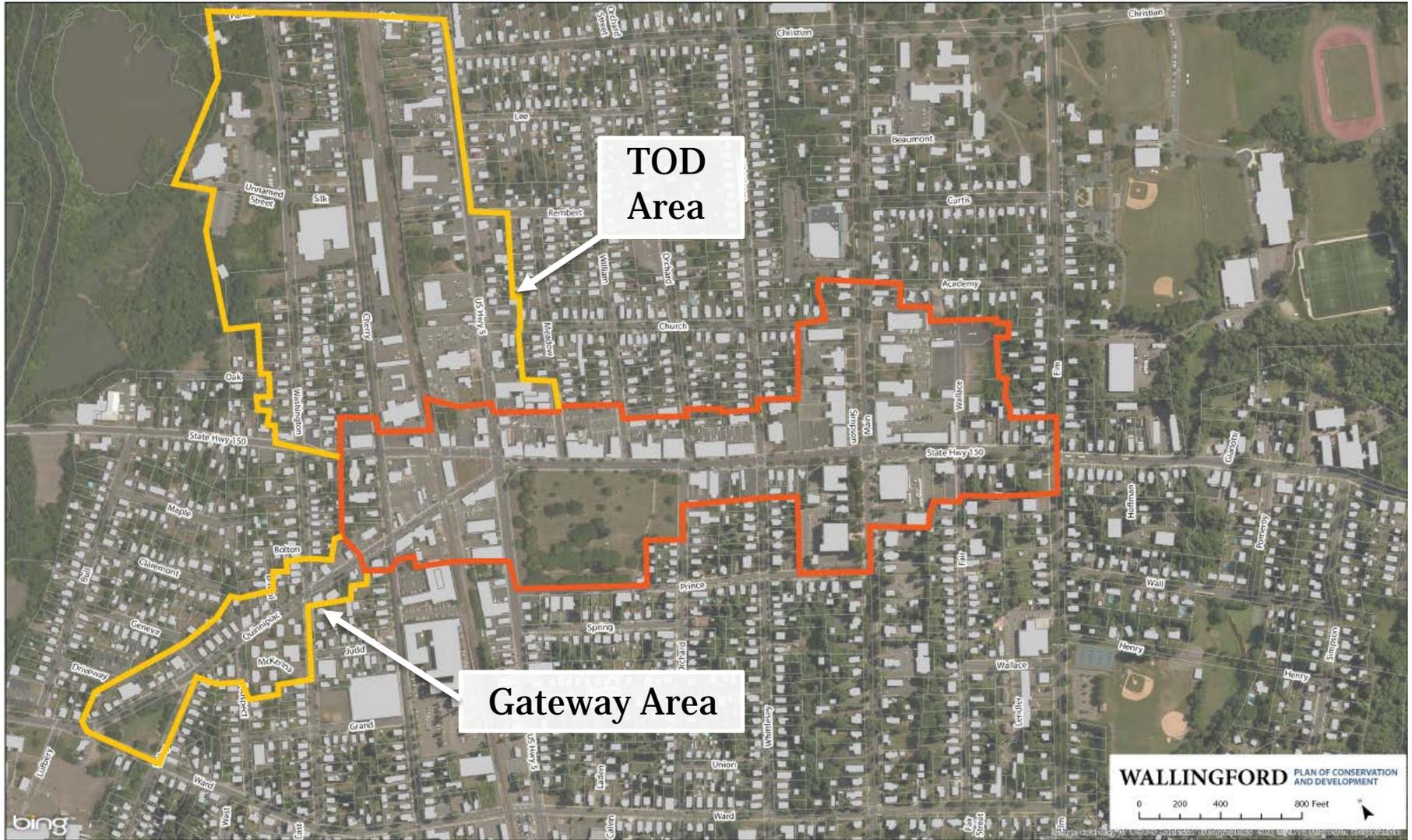
MILONE & MACBROOM for Wallingford, CT | May 2015

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Town Center Complement Areas



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Development Concept Areas



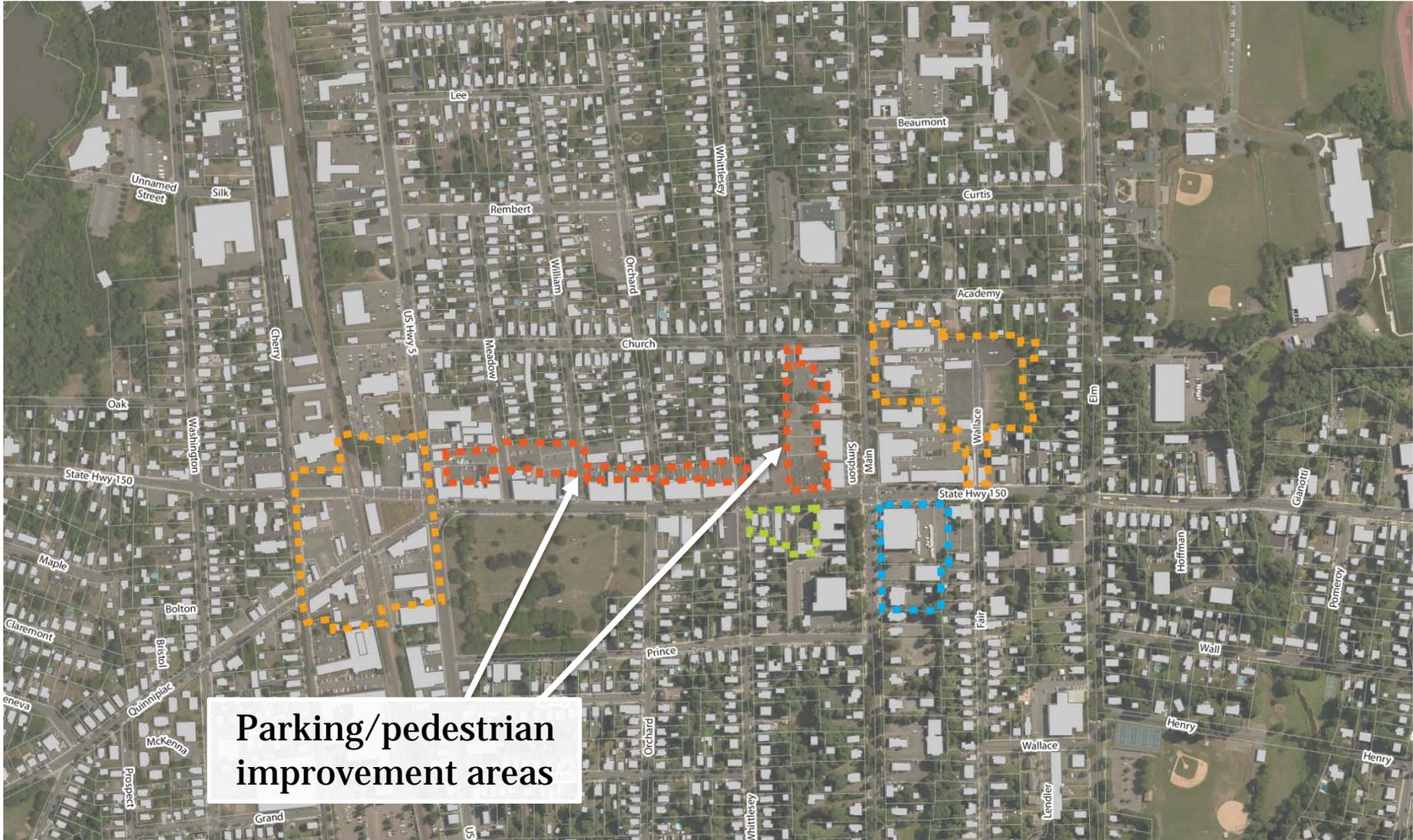


Development Concept Areas





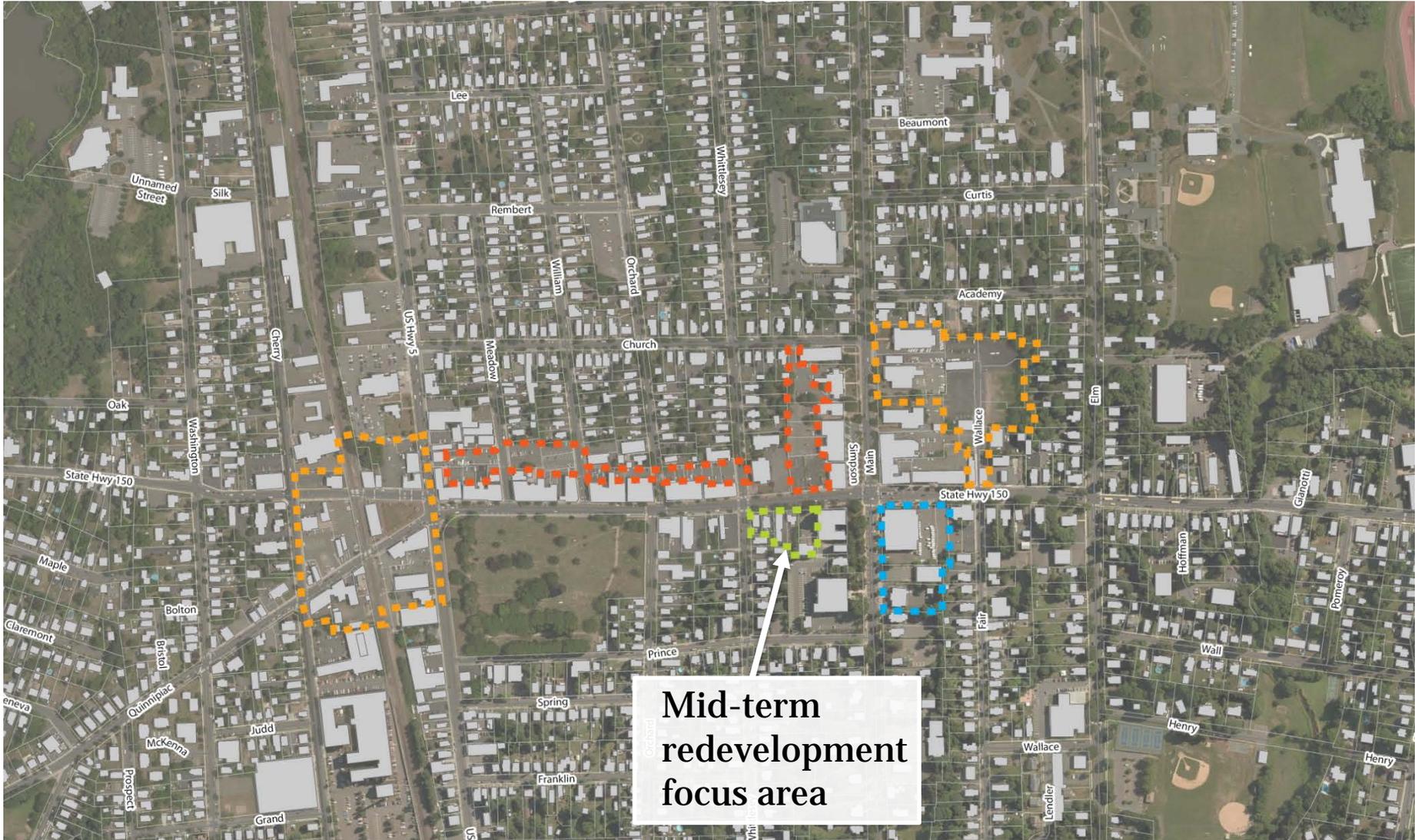
Development Concept Areas



Parking/pedestrian improvement areas



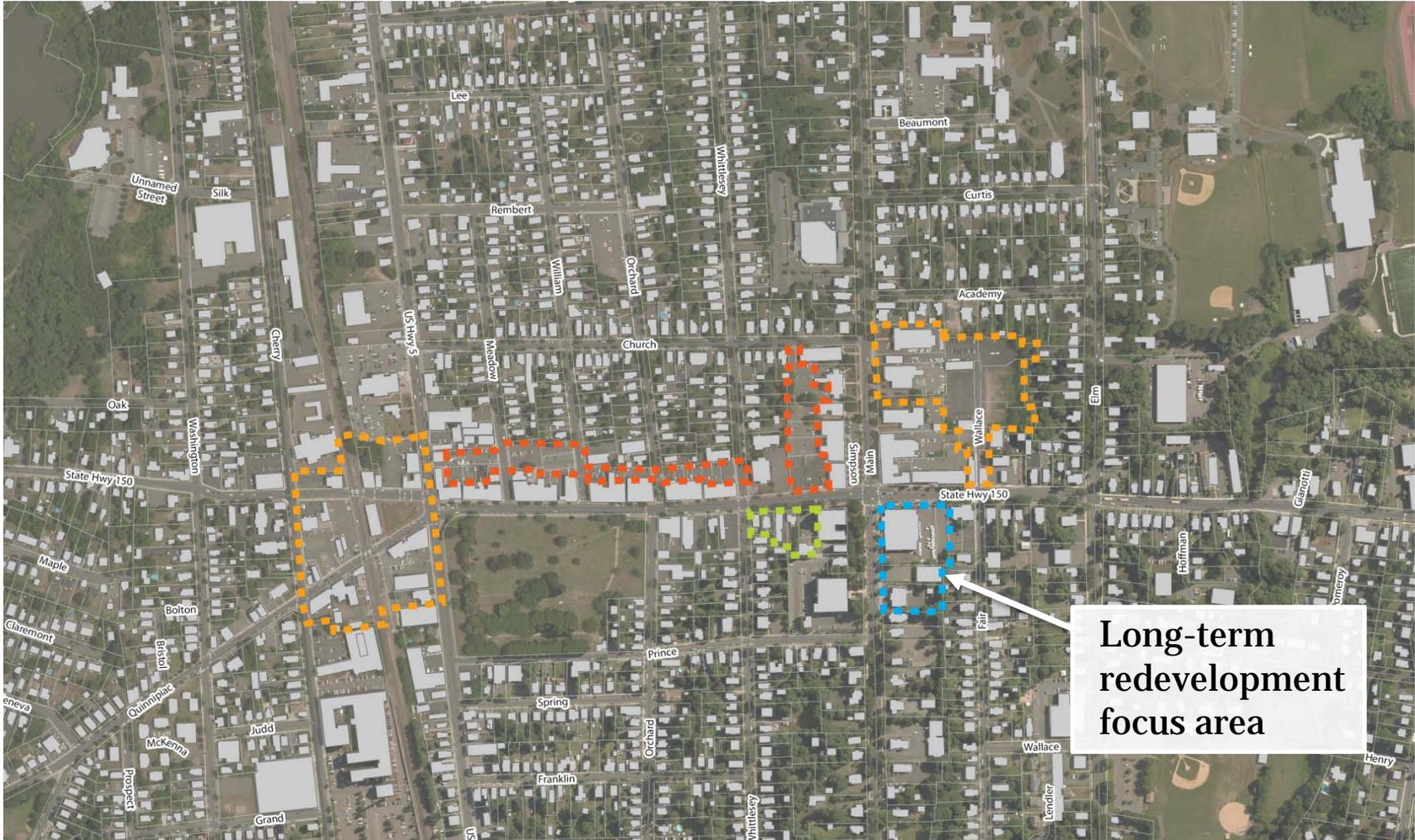
Development Concept Areas



Mid-term
redevelopment
focus area

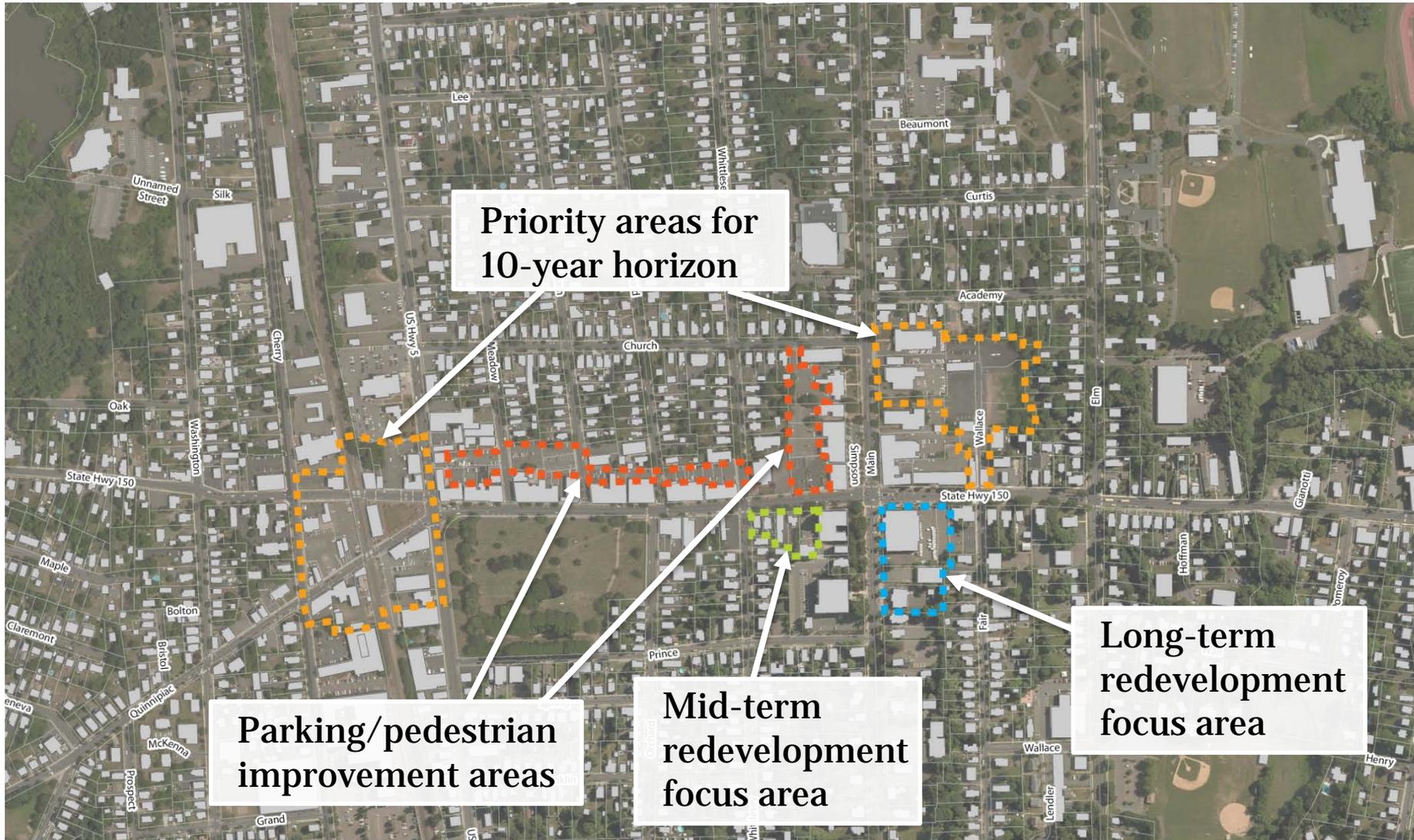


Development Concept Areas



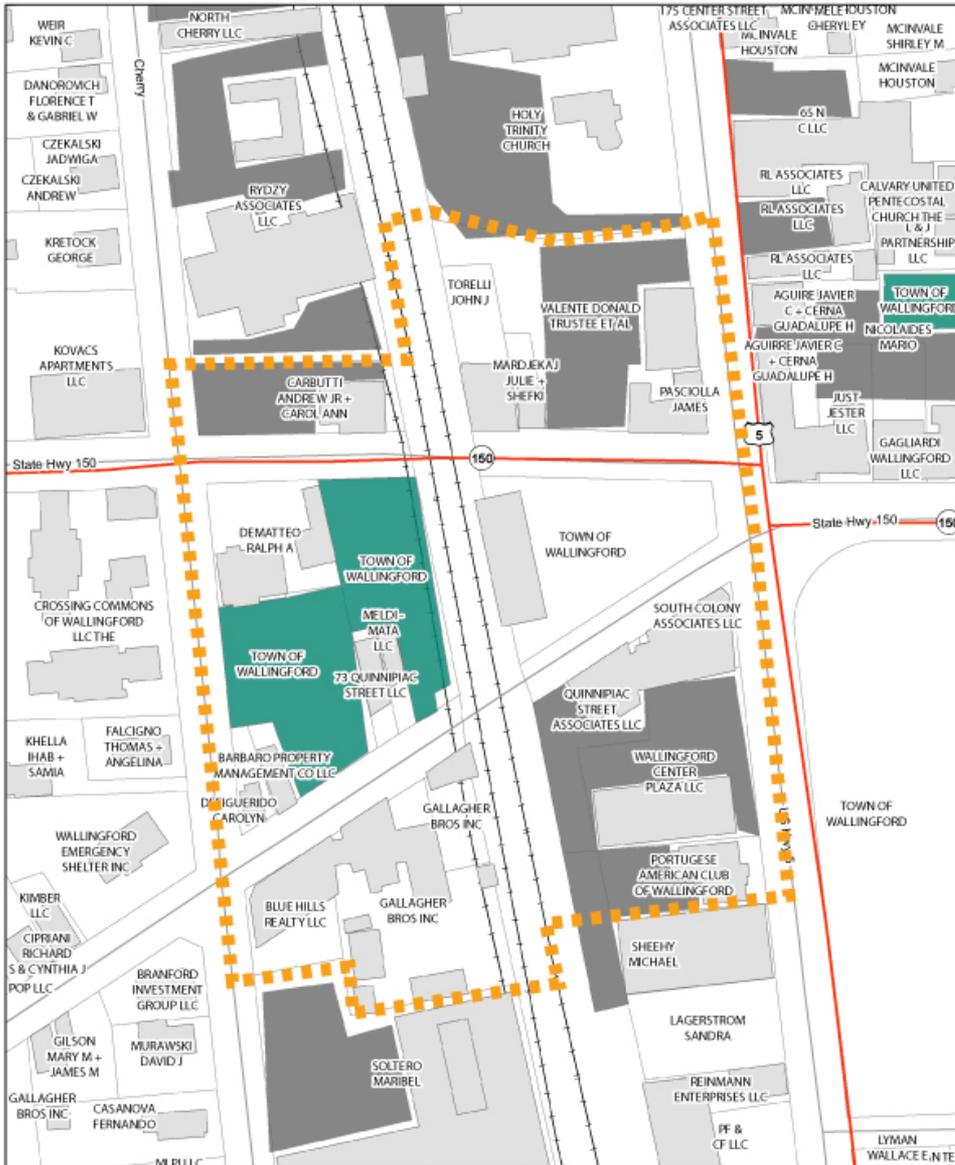


Development Concept Areas





Priority Area: Lower Town Center



Why Priority?

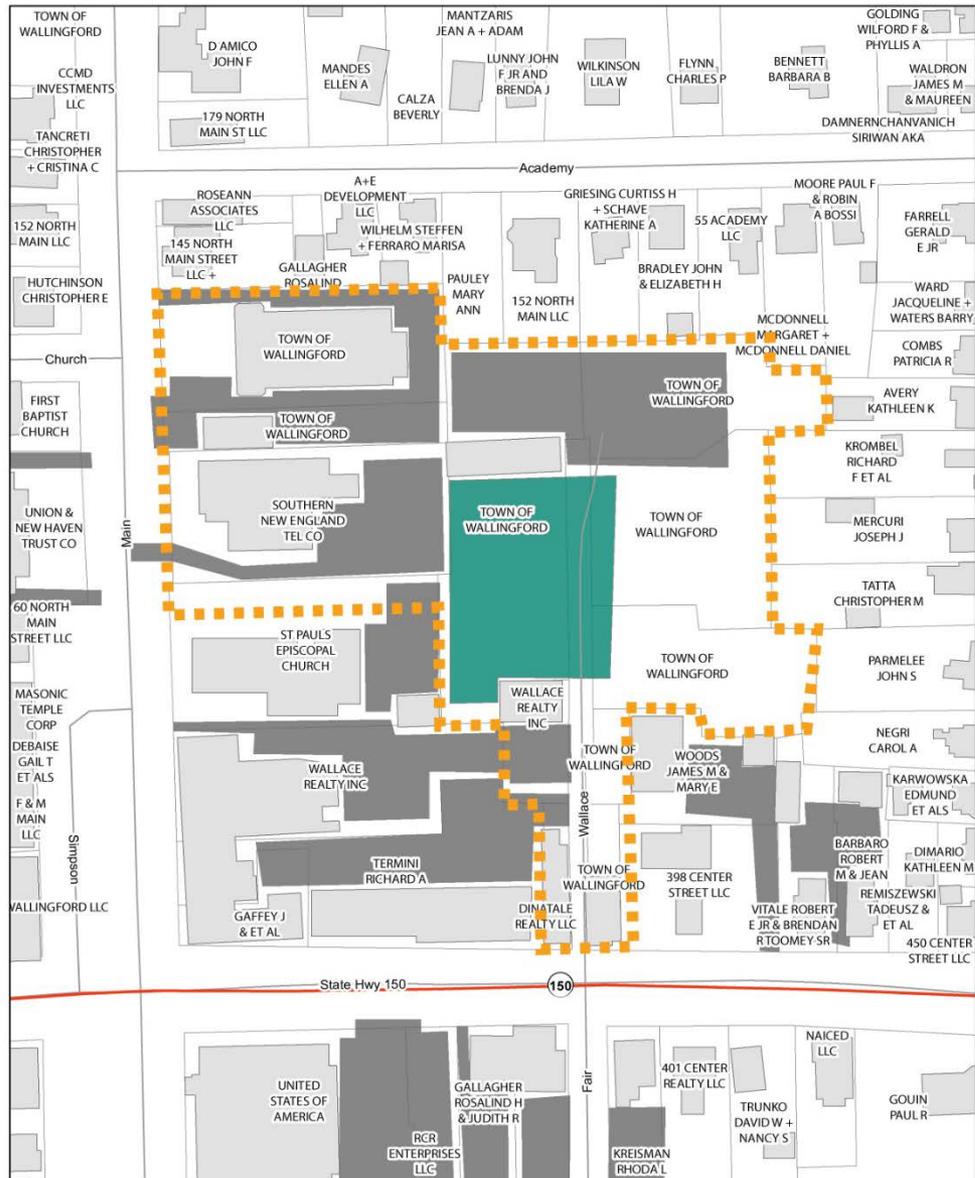
- Property disposition: significant existing Town ownership and occupancy, willingness of adjacent owners to sell
- Within IHZ and TOD areas – existing adjacent moderate density residential

Opportunities

- Master plan for area
- Amass properties for catalyst redevelopment block
- Traffic and pedestrian improvements – improve connectivity to TOD and Center Street



Priority Area: Wooding-Caplan



Why Priority?

- Property disposition: large underutilized Town property, little/no need for further acquisitions
- Directly adjacent to downtown core amenities

Opportunities

- Master plan for area
- Rationalizing and enhancing parking for new and existing businesses
- Potential relocation of fire/police allows larger redevelopment site than previous RFP, better access from North Main



Wooding-Caplan: Previous RFP

“ What We Want:

- A mixed use development which could include a market rate residential component, restaurants, retail shops, office uses and similar uses
- A development which compliments and conforms with the downtown setting
- A development that includes greenspace that is accessible and useable
- Tax producing entities

”

➤ Are your criteria today different from the original RFP?



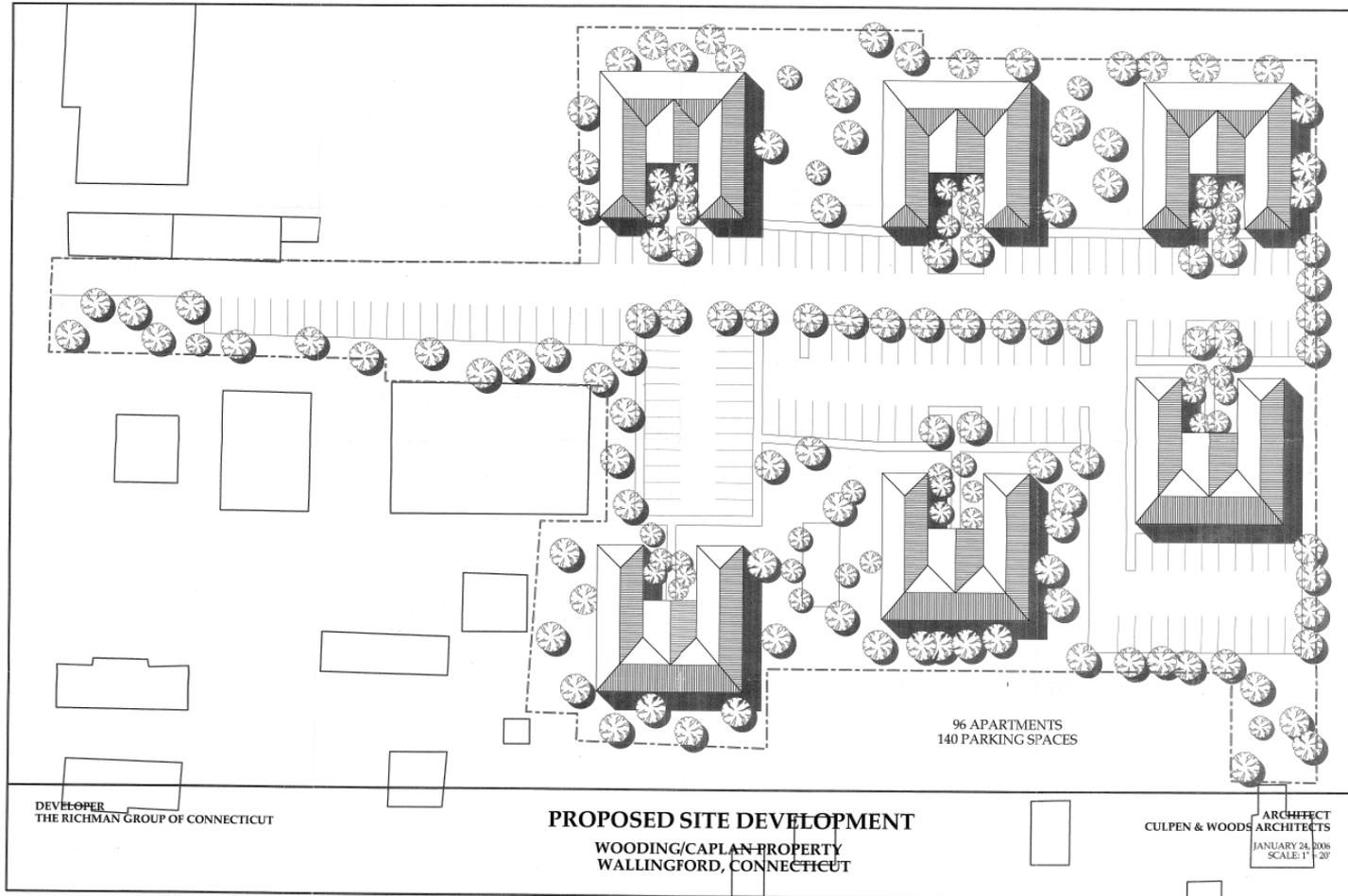
Wooding-Caplan



- DiNatale Management LLC: 16 townhomes, 2,750sf retail space; realigned Wallace Ave.; access to Academy and N. Main



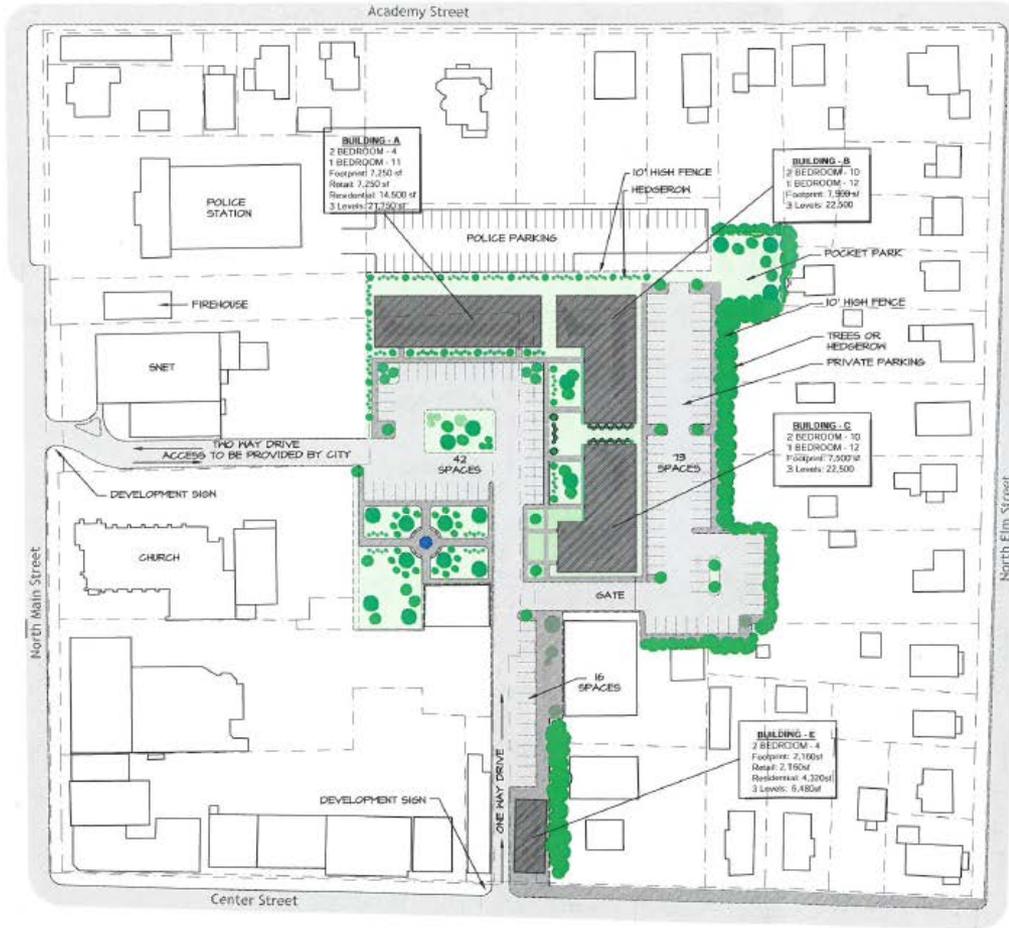
Wooding-Caplan



- Richman Group: 96 apartments/condos; access via Wallace Ave. only; no commercial component



Wooding-Caplan



SMITH CRAFT REAL ESTATE CORPORATION

Wallingford Town Center: Scenario 3 -

Total Site Area:	158,718 sq. ft.
Residential:	35 - 1BR UNITS @750 sf 28 - 2BR UNITS @1000 sf 63 TOTAL UNITS APPROX. 54,250 sf
Commercial:	9,410 sf
Parking:	131 spaces

PROPOSED DEVELOPMENT PLAN - SCENARIO 3

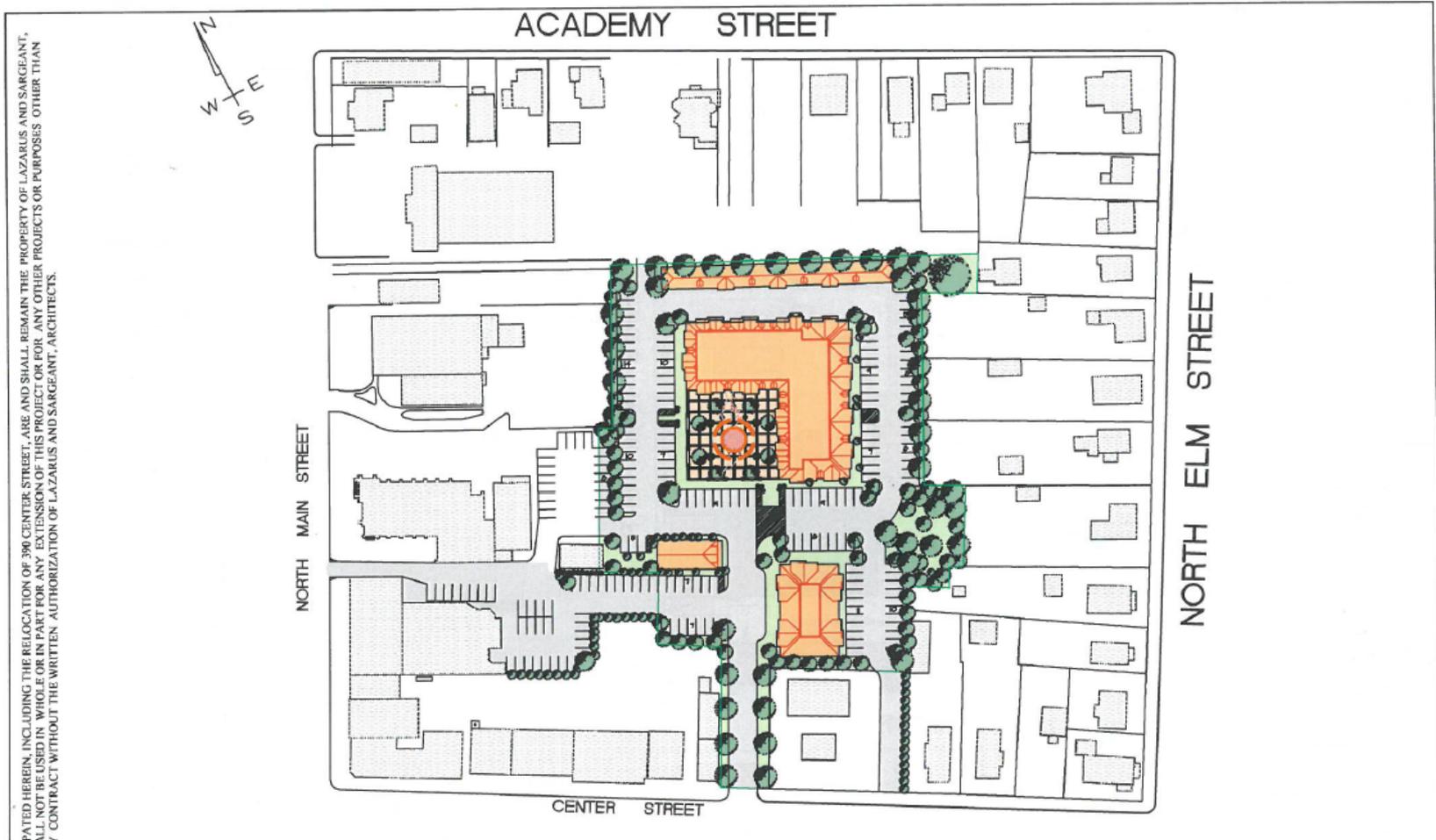
N.T.S.



- **Smith Craft: three scenarios with 63-90 units and 2,160-15,410sf retail; access via Wallace Ave. and drive between St. Paul's/AT&T**



Wooding-Caplan



- **Town Center LLC: 44 apartments, 16,670sf commercial; relocation of 390 Center; access b/t St. Paul's and Archie's**



Wooding-Caplan

- Sunwood Development Corp.: 24 townhouses, 6 lofts, 3,700sf commercial; access via Wallace Ave., between St. Paul's and AT&T, and between St. Paul's and Archie's (pedestrian footpath)





Discussion

- **Boundary?**
- **Development areas?**
- **POCD/ Town Center focus vs. TOD focus?**
- **What public input would help you?**