

**Technical Advisory Committee  
CCW MASTER PLAN PROJECT**

**Meeting Minutes  
Monday, February 24, 2025  
4:00 pm**

[Link to meeting recording](#)

Committee Attendance: Nicole Donzello, Hillary Drumm, Al Smith, Cliff Lynch, Diana McCarthy-Bercury, Kathy Hunter, Patrick Madden, Sharon DeKadt

Others in Attendance: Mica Cardozo, First Selectman; Mike Aziz, Cooper Robertson; Betsy Stoel, Cooper Robertson; Kenny Zhou, Cooper Robertson; Katy Gagnon Langan; Laura Gilmore, Newman Architects.

Mike Aziz opened the meeting updating the committee on status of project. Reviewed activity with focus groups and stakeholders. Looking for technical feedback on site and market analysis, they have drafted guiding principles of the project, and definition of plan alternatives.

Mike is asking for feedback on the presentation that they have been preparing for the Board of Selectmen meeting on Wednesday, February 26<sup>th</sup>.

Mike reported that there seems wide-spread desire for most of the area to be open space with some interest in development on some of the property. This is the same feedback that the POCD has received.

Mike reviewed the demographics of the New Haven and Woodbridge areas including enrollment number for the Woodbridge school district.

Review of the different areas of the property and the environmental site assessment as it relates to the former use of the property.

Mike reported that they heard from a number of people who have an interest in an ice rink for the site. The Amity Superintendent of Schools also expressed interest in an ice rink for the boys' and girls' hockey teams. There was also interest in a recreation center.

The site is connected to water supply through a private pump system from Ansonia Road to the clubhouse. Sewer access comes down Woodfield to the Clubhouse. Both systems are likely to need full replacement. That would be assessed, and cost estimates would be made when future uses of the site are determined. Vehicular access is limited to the property.

Reviewed market potential as far as housing, retail, and hospitality and the two uses that have the strongest potential with the market today are multi-family and multi-family senior living spaces.

Traditional retail has a limited potential on this site. Stronger potential would be something like a brewery, apple orchard with small retail operation, destination restaurant, small boutique hotel with other services such as spa, wellness, event, and wedding space. There is also interest in single family cottage style homes on smaller lots.

Nicole Donzello brought up that there is talk among the three towns to find a location for a multi-use athletic field to be used for a football field that could be utilized for lacrosse, field hockey and soccer.

Diana McCarthy-Bercury asked if anyone suggested a type of facility to hold events and she didn't hear much about the environmental review regarding species of concern. Mike reported that an event center did come up under the hospitality listing. Mike has the report regarding the species of concern and they will review the report one more time and make note of those areas.

Hillary commented on the map designating possible sites for recreational areas, areas for trails, open space, and development.

Cooper Robertson will be looking for feedback from the Board of Selectmen from the presentation on Wednesday, February 26th by March 5<sup>th</sup>. The Selectmen will also be indicating their preference of site plan(s) or combination of site plan(s) by March 5<sup>th</sup>.

Mike reviewed the guiding principles for the project with the TAC members. The guiding principles will help with evaluating the alternatives for the plan.

1. Pursue sustainability at the highest level
2. Ensure thoughtful & contextual design
3. Expand recreational & cultural opportunities
4. Support community needs and well-being
5. Promote economic & fiscal responsibility

Discussion included consideration of the Open Space and Greenway Plans, transportation to the site and among the different spots on the property, bus stops in the area, affordable and senior housing should be spelled out a little more to advance the goals of the Town's affordable housing plan.

Mike reviewed the three "opportunity areas".

Preserve – passive recreation, low-impact recreation and support buildings/structures, potential conservation easements.

Enhance – active recreational, community and recreation focused uses with supporting building structures.

Transform – clustered building development with supporting public and private open spaces.

Mike then reviewed the four alternative site plans that they have developed. The complete presentation is attached showing the four alternate plan maps.

The members of TAC discussed the four alternate plans.

Mike asked for comments on the zones in the four alternates and the value of conservation across the site.

Diana stated that developed space has impact, there are benefits to having land and benefits to having development. Whatever materials are used, they carbon embodied energy they also can trap heat and have negative impact of material breakdown over time. When development is considered, look at low impact development strategies and nature-based solutions, that would help. Diana suggests to use what already exists. Spaces that were previously developed, can be remediated and used rather than other development across the parcel.

Hillary agreed that the visual was very helpful and asked if there was still time to “play” with the alternatives – maybe something between Alternate B and C. Members of the TAC can submit suggestions for changes to the four plans in their comments to Cooper Robertson.

Sharon DeKadt wanted to be sure that the opinions of residents regarding open space and trails from the open house are kept in mind.

Cooper Robertson will be asking each member of the Board of Selectmen to take the four options and recommend two which doesn’t necessarily have to be A, B, C, or D. It could be a combination of more than one.

Discussion of cost benefit analysis for the plans as well lost opportunity cost. A professional cost estimator will be called in when the final plan is brought forward.

Nicole stated that the following was indicated as use for the property agricultural space, open space, active and passive recreation, and housing according to input she has heard while reviewing property in town. Would like to see more enhancement than transformation going forward. Would like to see this complimentary to the trails and greenway as well as the housing plan.

Diana stated that it might be helpful to bring in some of the funding resources that are available and looking at what the economic benefit is not only for the Town maintaining conservation space but also for the property values that are located in proximity of the property. There are some opportunities for locking in preserve space and we want to be sure that those are in consideration when doing the financial model.

Technical Advisory Committee Meeting

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Discussion on the four alternates continued with Mike asking the members of TAC to submit their comments to be sent to Karen Crosby within a week and she will forward to Mike and Betsy. They will be taking various ideas and testing two plans to bring forward.

Mica thanked everyone for taking the time to participate.

Mike reminded the TAC members that Wednesday, February 26<sup>th</sup> the site walk will take place starting at the clubhouse at 2:30 pm

The meeting ended at 6:00 pm

Transcribed by:

Karen Crosby

Assistant Administrative Officer



**Community  
Collaboration  
Woodbridge**

**The Former Country Club  
of Woodbridge Master Plan**

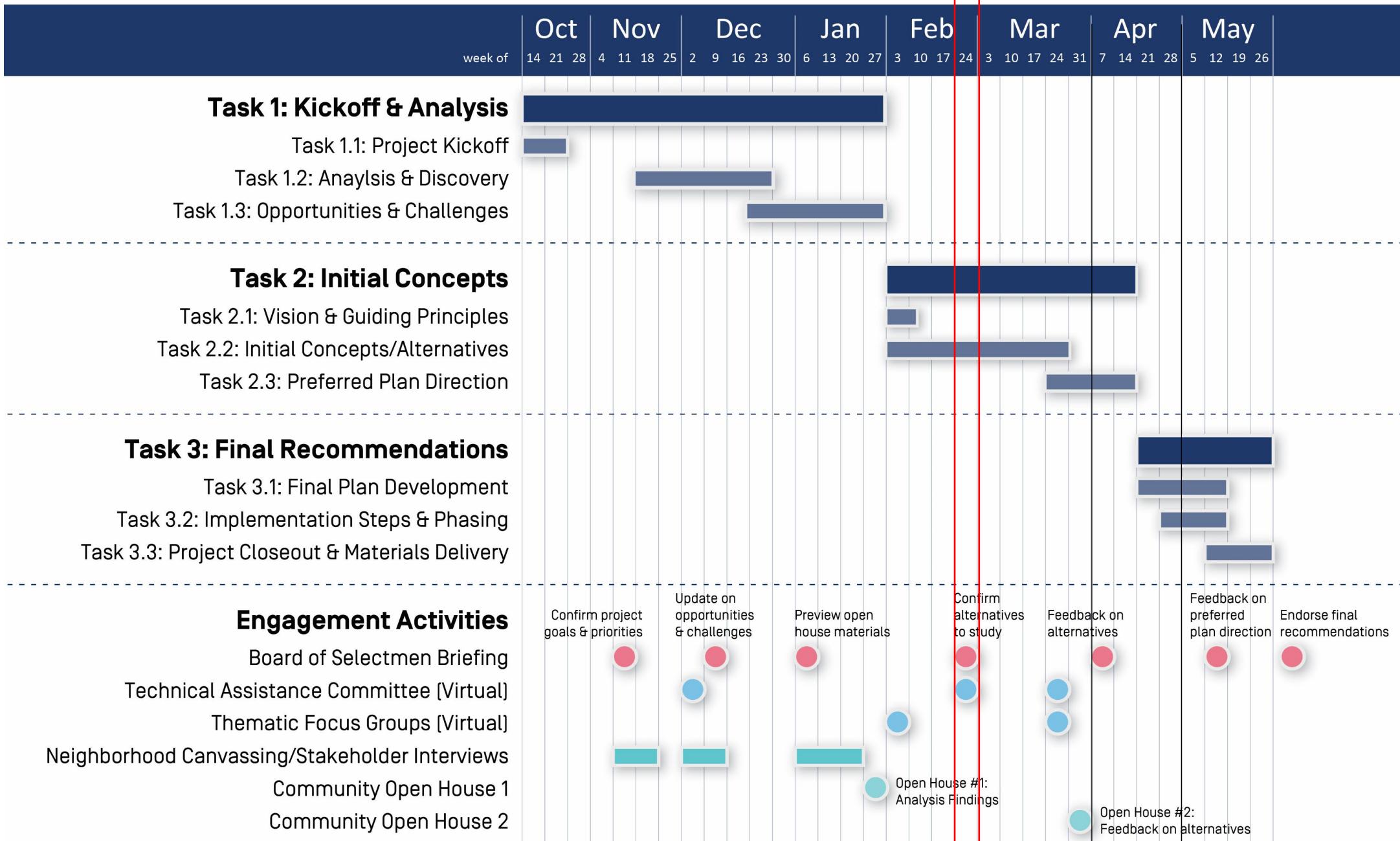
# **Technical Assistance Committee**

## **Meeting #2**

**Provide subject matter expertise and technical feedback related to:**

- 1. Site & Market Analysis**
- 2. Draft Guiding Principles**
- 3. Definition of Plan Alternatives**

# PROJECT SCHEDULE



## ENGAGEMENT BY THE NUMBERS

- **Upcoming Engagement Activities**

- March
  - Focus Groups #2
  - TAC Meeting #3
  - Community Open House #2
  - Stakeholder Interviews
  - Neighbors Interviews
- April
  - Board of Selectmen Meeting #5

<u>Current Outreach</u>	<u>Upcoming</u>
<b>1000+ POINTS OF ENGAGEMENT</b>	--
<b>4</b> <b>SELECTMEN MEETINGS</b>	<b>3</b>
<b>2</b> <b>TAC MEETINGS</b>	<b>1</b>
<b>33</b> <b>STAKEHOLDER INTERVIEWS</b>	<b>TBD</b>
<b>11</b> <b>NEIGHBOR INTERVIEWS</b>	<b>TBD</b>
<b>1</b> <b>COMMUNITY OPEN HOUSES</b>	<b>1</b>
<b>700+ SURVEY RESPONSES</b>	

## STAKEHOLDER DISCUSSIONS TO DATE

Woodbridge Park Association  
Catherine Wick  
Brenton Elliott  
Matt Edwards  
Ian O'Flaherty  
James Hubbard  
Nathaniel Case  
Brigid Carney  
Christopher R. Dickerson  
Barbara Fabiani  
Debra M. Forselius  
Richard Forselius  
Jeff Gee  
Chris Hubbard  
Andy Jackson  
Thomas Kenefick  
Jeffrey Kravetz  
Michael Walter

Brenton Elliott  
Michael Burt  
Frank D'Ostilio  
Judith Moore  
Kathy Hunter, Woodbridge Housing Committee  
Matt McDermott, Congregations Organized for a New CT  
Jennifer Paradis, Woodbridge Beth-El Center  
Walden & Marguerite Dillaway  
Jim & Diane Urbano  
Tracey Wittreich  
Paula Fernanda Swanson  
Maria Cruz Kayne  
Woodbridge Land Trust (scheduled for 2/26)  
11 Abutting Neighbors

## FOCUS GROUP PARTICIPANTS

Kristine Sullivan, Town Land Use Analyst and Zoning Enforcement Officer  
Marsha Benno, Town Assessor  
Robert Dillon, Building Department  
Warren Connors, Public Works  
Sean Rowland, Fire Chief  
Frank Cappiello, Police Chief  
Vonda Tencza, Beecher School Superintendent  
Jennifer Byars, Amity School Superintendent  
Eric Werthmann, Library Director  
Adam Parsons, Public Works Foreman & Parks Director  
John Adamovich, Recreation Director  
John DeMayo, Recreation Office Manager  
Andrew Danzig, Trail Master

# ANALYSIS & ENGAGEMENT TAKEAWAYS

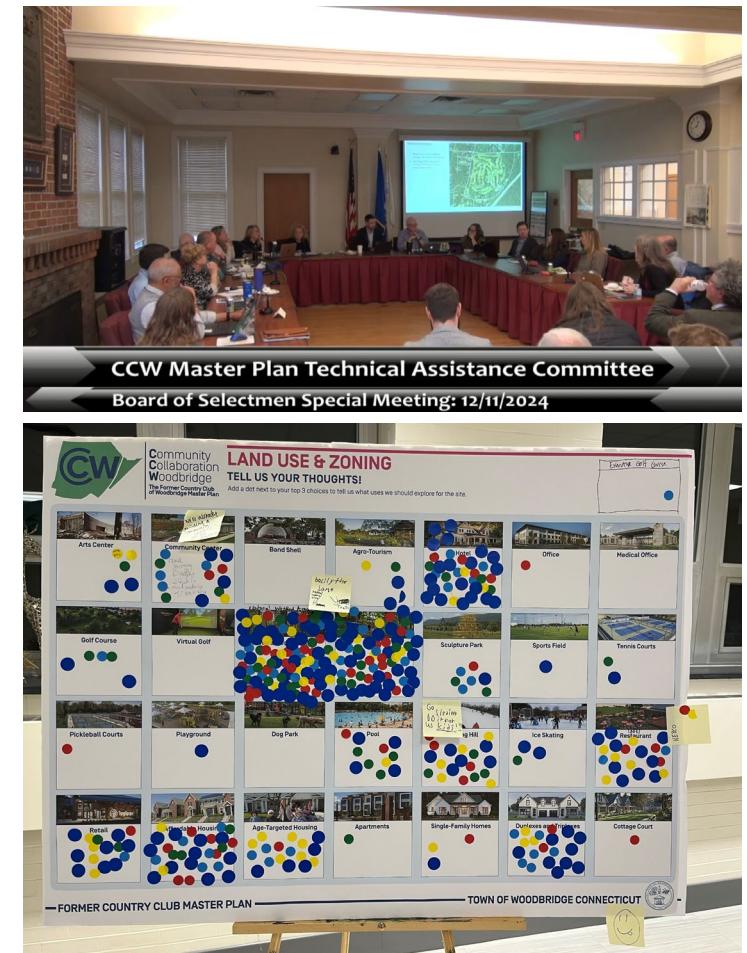
# INITIAL PLANNING FEEDBACK

- **CCW feedback:**

- Broad support for the planning process.
- Widespread desire for **most of the site to remain open space**
- **Strong support for controlled development on, and potentially directly adjacent to, previously developed areas**

- Woodbridge POCD survey results mirror CCW feedback:

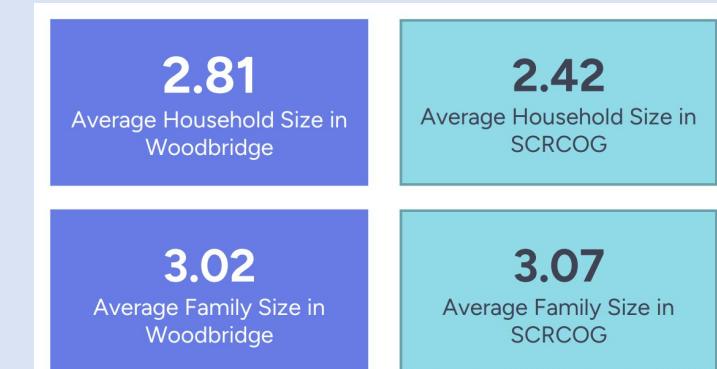
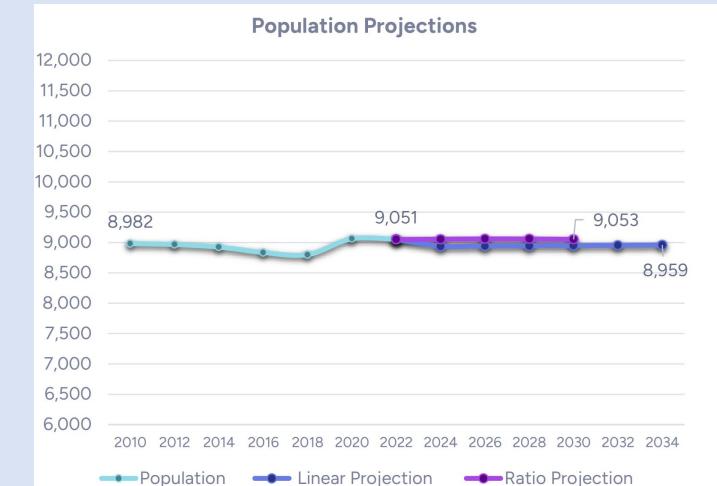
- **“Residents discussed the need for action on the Country Club property, however, opinions are varied. Some identified this site is an opportunity for mixed-use development, while others want to see it preserved as open space.”**
- **“Many participants also suggested something in the middle – development that would contribute to the Town’s revenues and tax base but also preserves a large portion of the property for open space or community recreation.”**



## GREATER NEW HAVEN & WOODBRIDGE PLANNING CONTEXT

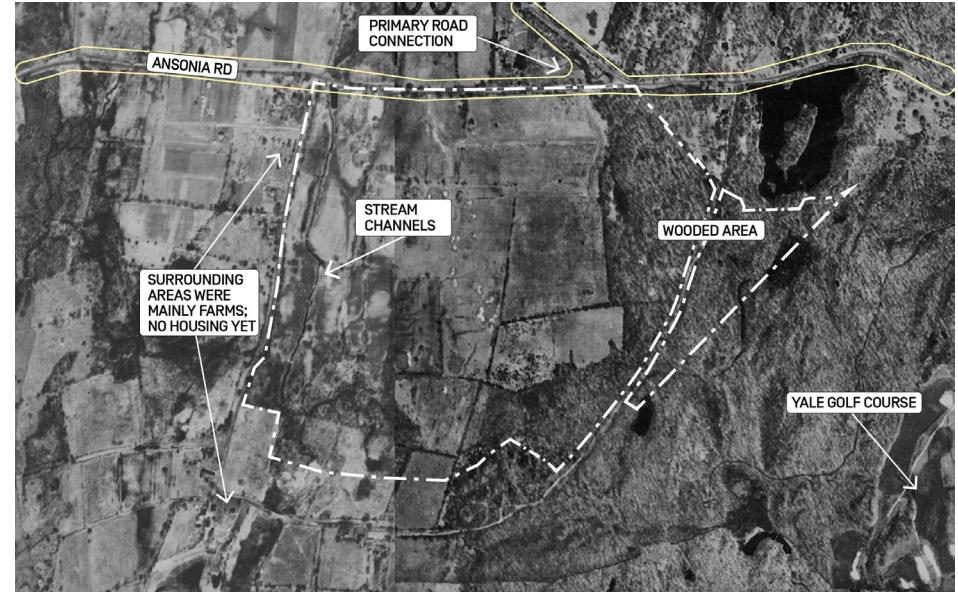
- Concerted state and local efforts to **promote sustained growth in the greater New Haven area**. Additionally, Yale has recently embarked on a historic 5-7 year capital campaign.
- Woodbridge's population grew by 1.1% over the last decade to 9,087 [2020]—slightly greater than CT [0.9%] and NH County [0.3%]. Projections suggest **stable population through 2035, with anticipated increase in younger families**.
- Woodbridge's average household size is **slightly larger than that of SCRCOG** and are mostly 2-person (38.1%) and 4+ person (28.7%) households.
- Beecher School** is currently undertaking **a space needs assessment and capital planning project** to address future capacity. Amity Middle School has also reported potential upcoming capacity issues.

Note: This is a simplified summary of demographic trends. More detailed data analysis are provided in the appendix of this presentation.



## HISTORY & CONTEXT

- The site holds rich intergenerational memories of Woodbridge's agrarian roots, small town feel and natural beauty.
- Residents desire to honor the legacies of site stewards, including indigenous people, farmers, Roger Sherman, and the former country club.

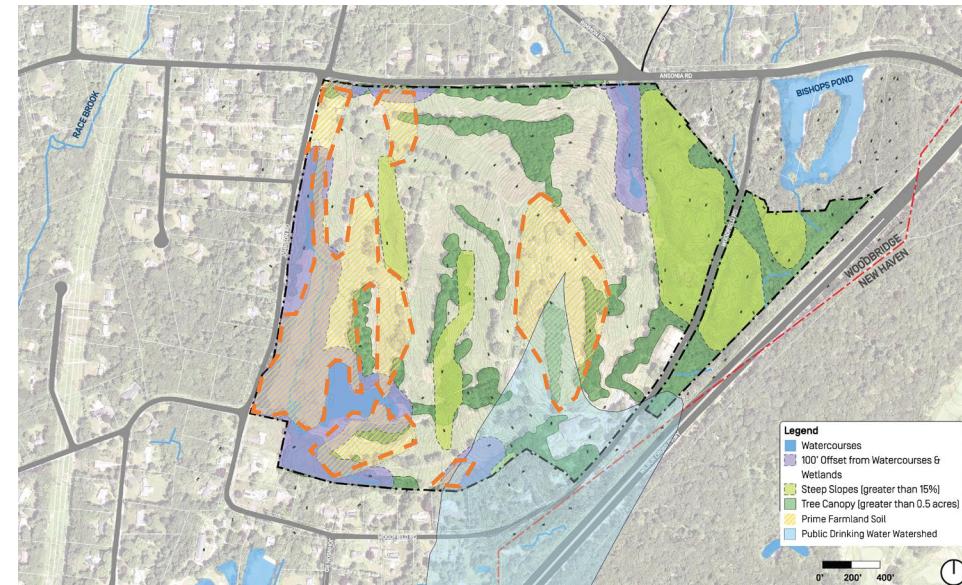


Prior History to Colonists, this land had been stewarded by the Indigenous tribes who still remain in CT. It would be wonderful to keep the land + heal the

I have childhood memories of sledding with my family & community & nothing is better than sledding w/ my kids now

## NATURAL ENVIRONMENT

- Widespread desire to maintain most of the site as open space.
- Strong desire for sustainable land management practices and protection of sensitive site features.
- **44-65% of the site is “constrained” from development.**
- In addition to the former clubhouse area, Woodfield Road and Ansonia Road frontages are relatively unencumbered and serve as potential development areas.
- There are no known documented “critical areas,” or endangered, threatened, or special concern species identified on the site.
- Phase 1 Environmental Site Assessment (ESA) found no significant environmental risk factors, citing existing environmental conditions are consistent with former site uses.



Project  
Farmland Soils  
A precious  
natural resource

It is such  
a rare thing  
to have open  
space - at least  
half of it should  
be left wild

# RECREATION & COMMUNITY AMENITIES

- **Most desired recreation programs:**

- **Facilities**

- Town pool [also supported by Town staff and POCD]
  - Ice rink [also identified as need from Amity High School]
  - Recreational center

- **Outdoor programs**

- Sledding
  - Small-scale agricultural [i.e.: orchard, berry patch]
  - Golf
  - Playground
  - Fishing
  - Multi-use sports field
  - Pickleball / volleyball / basketball
  - Trails
    - The 3.4 miles of trails could be connected to the Naugatuck and Old Derby Trails to the Northeast, but reconstruction and widening are needed.

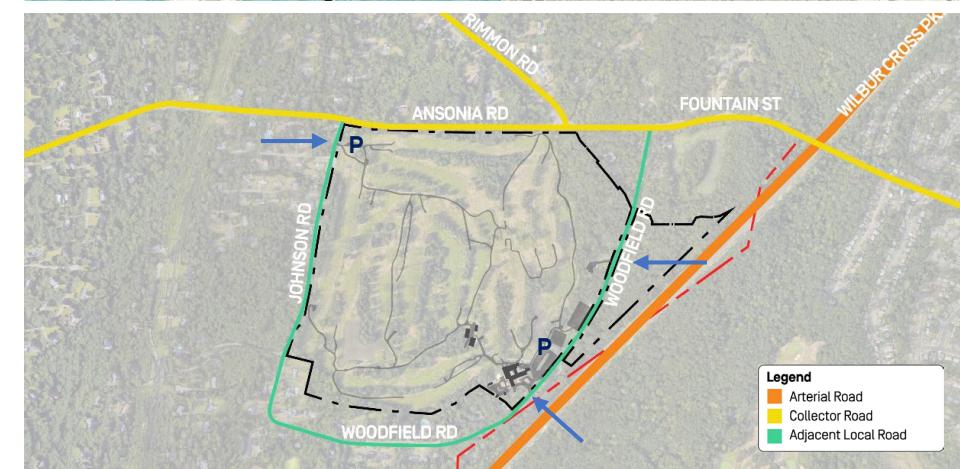
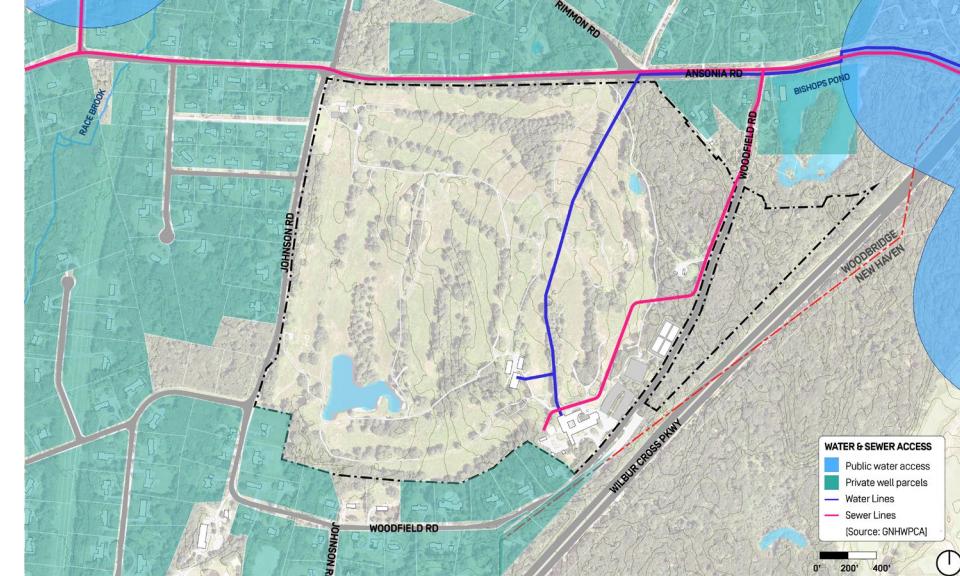


Although there are many wooded trails in town, the CCW site is strikingly different w/ views and nature. Hoping to preserve most of it.

Trails, open space, sledding, rec park but not the whole property

## UTILITIES & INFRASTRUCTURE

- The site is connected to the public water supply through a private pump system and has sewer access via the Woodfield Road line, which extends to the clubhouse – capacity and condition of both systems will be further assessed, but both are likely in need of full replacement.
- Existing vehicular access is limited, and new access points are constrained to areas near Johnson / Ansonia and Ansonia / Rimmon.
- Residents expressed concerns of increased traffic along Ansonia Road during peak hours.

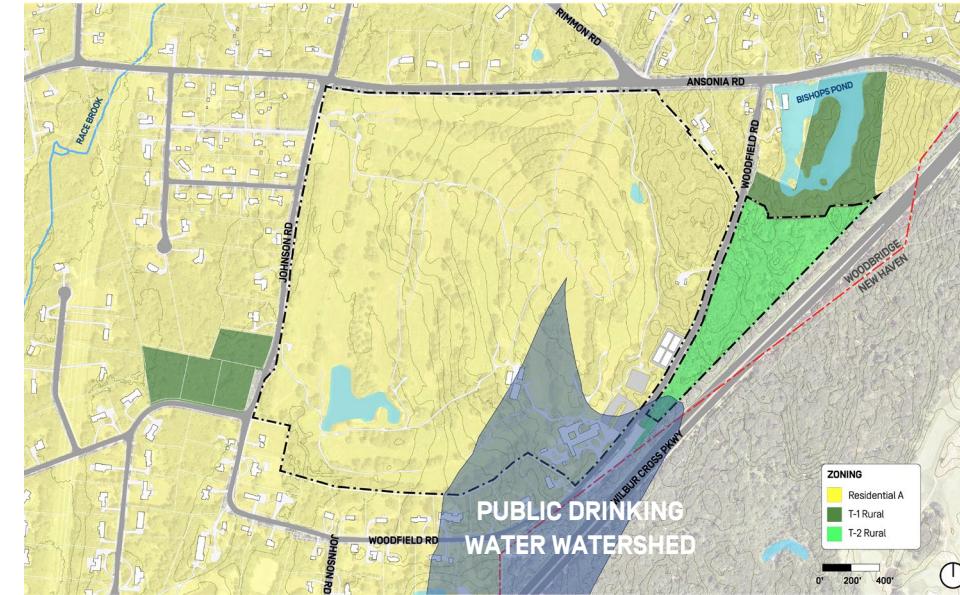


Sewer and water is what sparked tentative 4 level apartments @ 825 Fountain Street... Will this also be a possibility for CCW?

ASIDE FROM RETURPOSING OF ORIGINAL CLUBHOUSE NEW HOUSING WILL INCREASE TRAFFIC CONGESTION & POLLUTION NO to any housing

# LAND USE & ZONING

- **CCW Feedback**
  - Maintain most of the site for open space and recreation
  - Broad interest in exploring complementary building uses on or directly adjacent to previously developed areas.
  - When considering potential building uses, stakeholders most strongly supported housing, hospitality, restaurants/cafes, and a community center.
- **Woodbridge POCD survey feedback:**
  - Too few condominiums/townhomes, mixed-use and affordable housing options within Town.
  - Nearly 60% of participants feel that Woodbridge's housing stock is not accessible and affordable and would like to see more affordable single-family structures.



Woodbridge & the region desperately need housing & this parcel represents one of the few sites where higher density housing can be built. It can be incorporated with beautified open space.

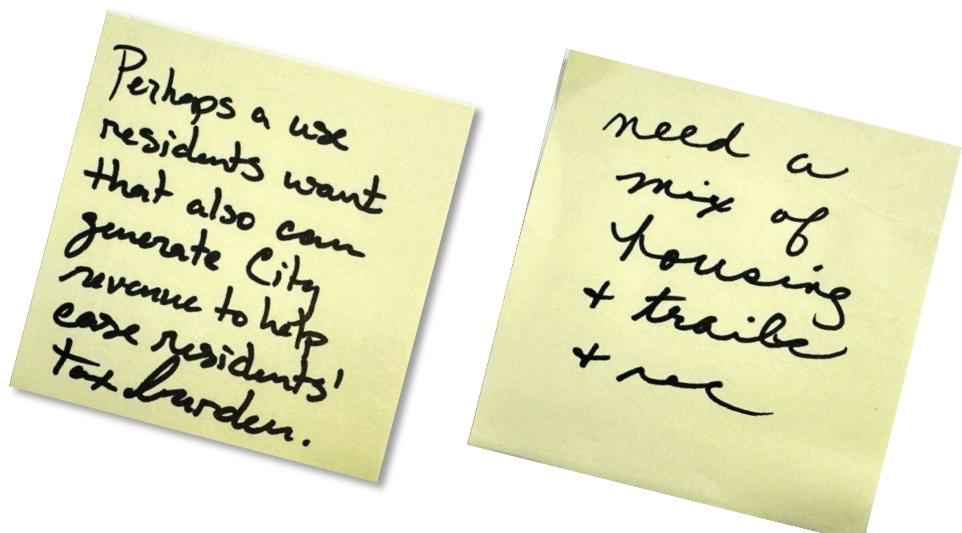
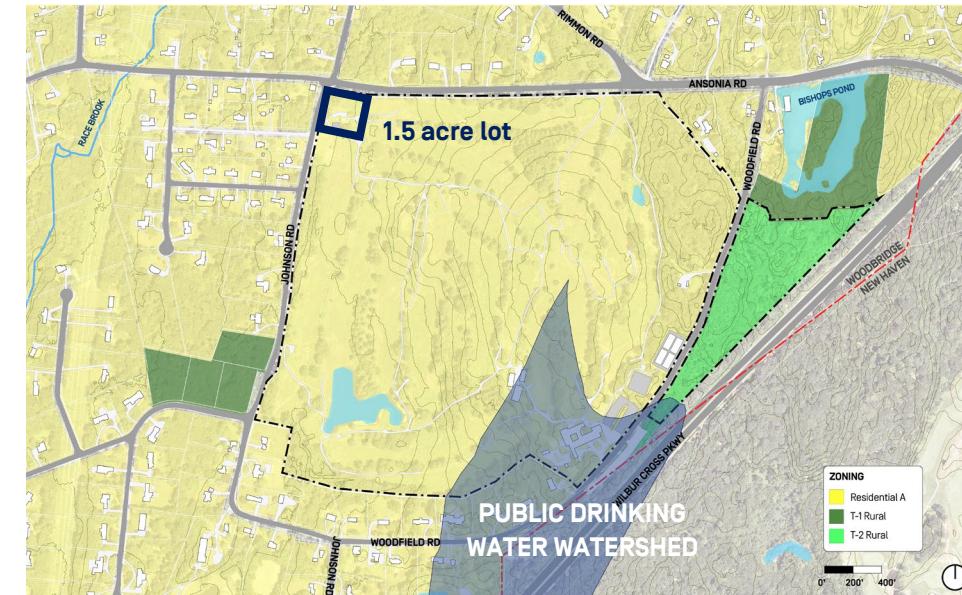
Development on 5-10 Acres that are already developed is ok. Project 145 Acres

# LAND USE & ZONING

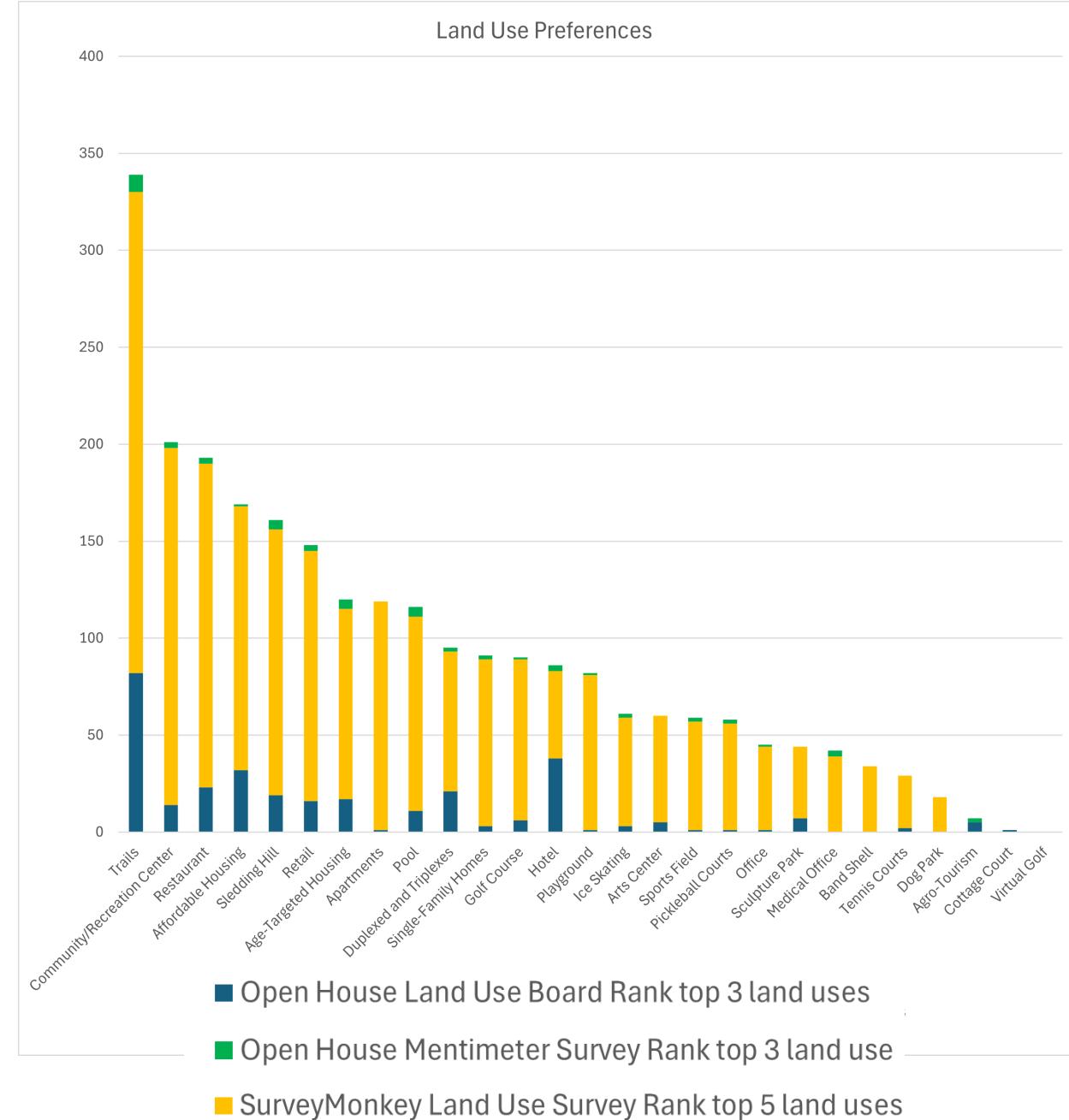
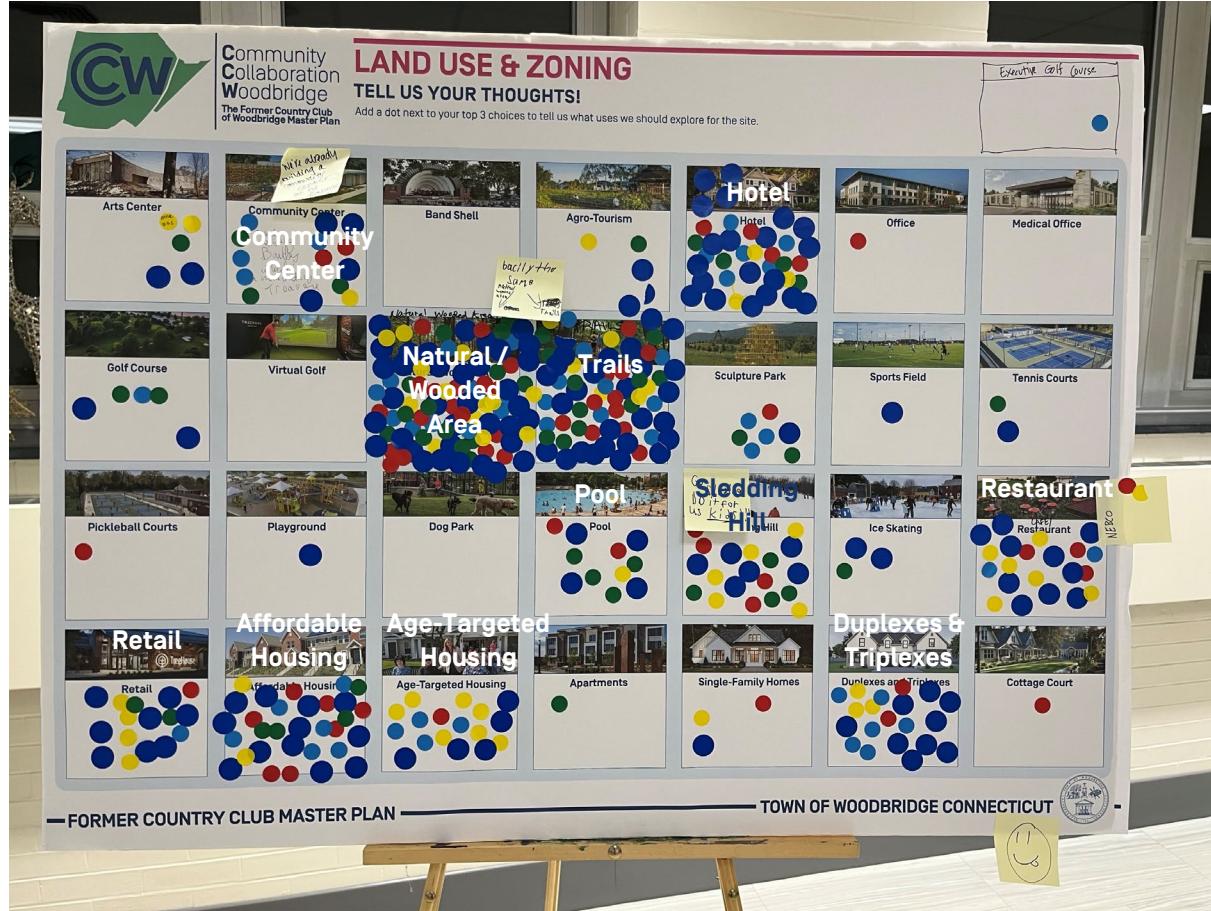
- Zoning Regulations:**

- For single-family, minimum 1.5 acre residential lots permitted with zoning permit (see diagram to the right)
- Opportunity housing for multi-family dwelling** requires access to public water and sewer and TPZ special exception permit. Multifamily is not permitted within the public drinking water watershed (which includes a portion of the former clubhouse area).

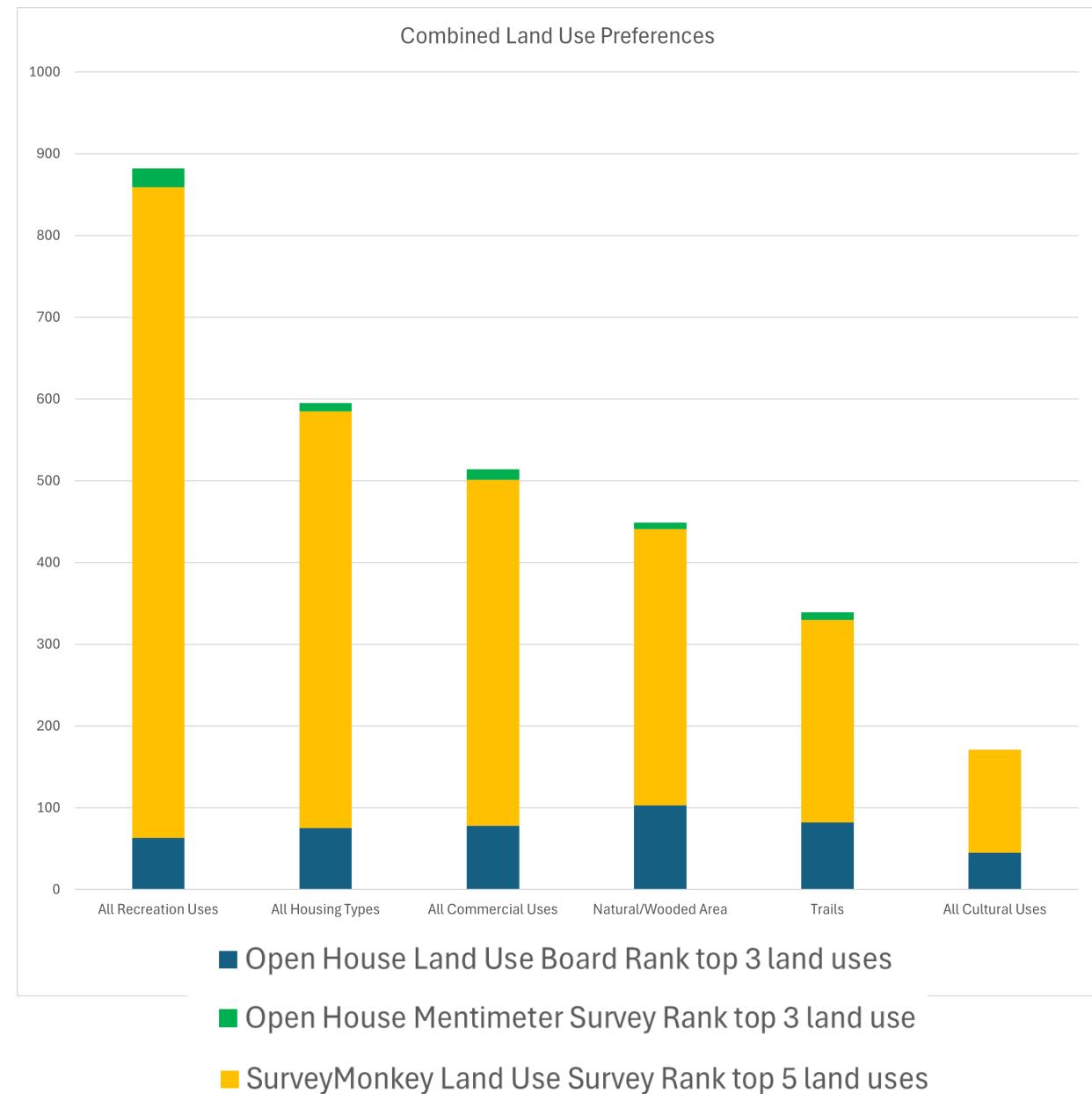
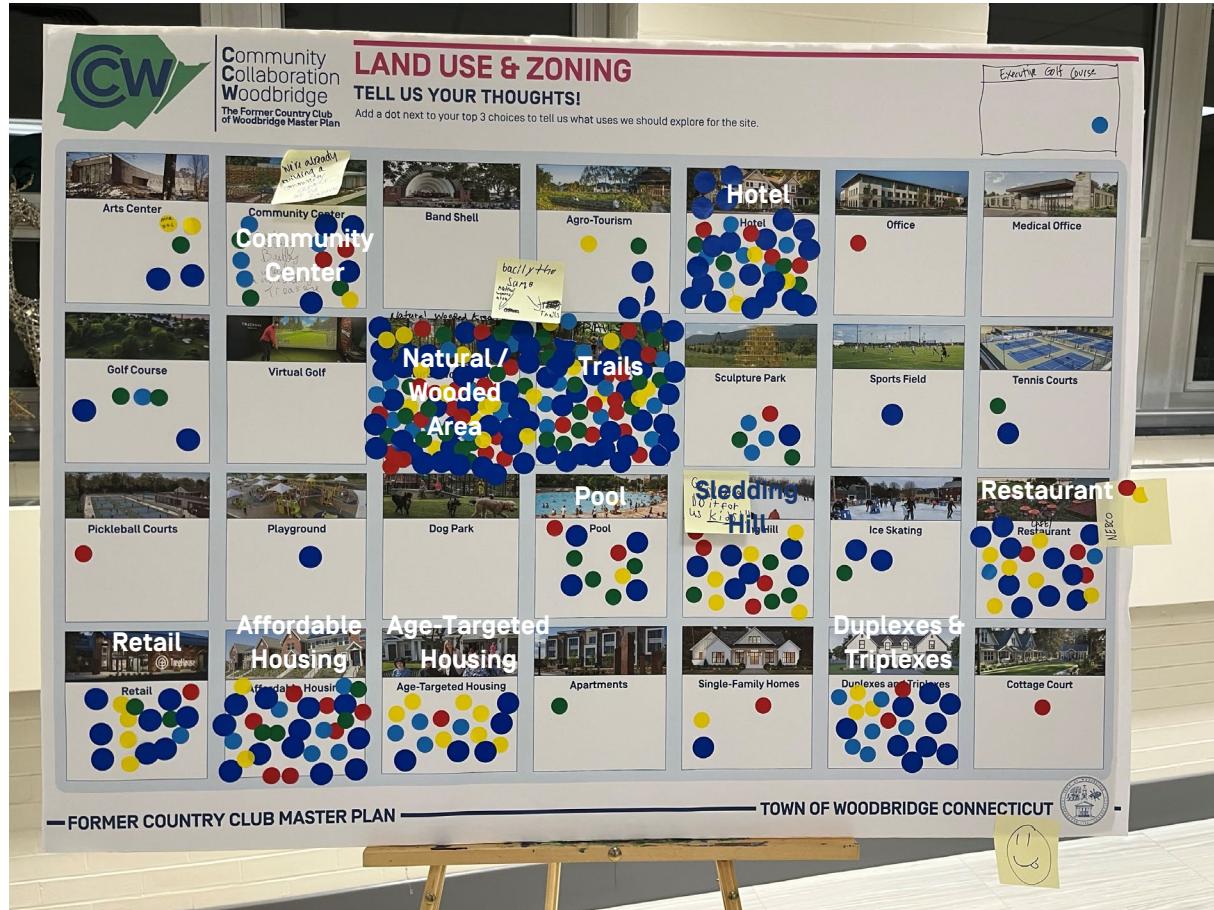
USES	Reference	
Residential, Single-Family	3.3.CC.1	P
Residential, Two-Family		
-when in public water supply watershed	3.3.CC.1 3.4.C	SE
-when not in public water supply watershed AND	3.3.CC.1 3.4.C	
SERVED by public water and public sewer		P
NOT SERVED by public water and public sewer		S
Residential, Multi-Family Dwellings in accordance with Section 3.4	3.4.D	
-when in public water supply watershed		
-when not in public water supply watershed		SE



# CCW LAND USE SURVEY RESPONSES



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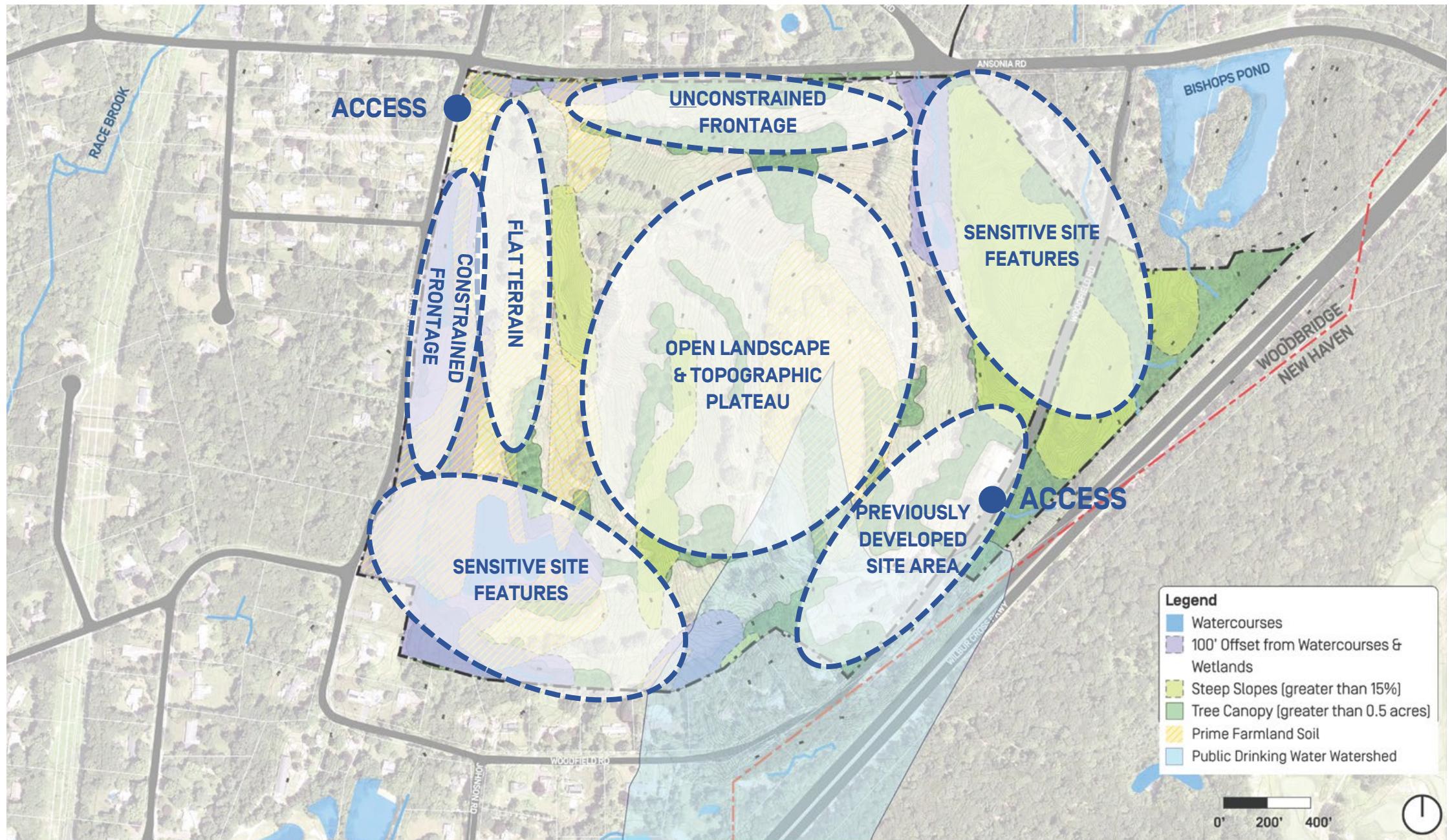
# MARKET POTENTIAL



	Commercial/Retail - General	Commercial/Retail - Experiential	Multifamily – General	Multifamily – Senior Living	Single Family	Hospitality
Market Potential	Limited Potential	Moderate Potential	Strong Potential	Strong Potential	Moderate Potential	Moderate Potential
Considerations	<ul style="list-style-type: none"> <li>Retail will be most likely to succeed along existing commercial corridors.</li> <li>New construction for retail is expected to be limited in the near term.</li> </ul>	<ul style="list-style-type: none"> <li>Experiential retail, including agricultural tourism, can overcome locational challenges when paired with complementary land uses.</li> <li>The site's size and natural conditions could be the basis for a unique retail experience.</li> </ul>	<ul style="list-style-type: none"> <li>Strong regional demand is expected to continue for the foreseeable future.</li> <li>Demand has been demonstrated throughout the region, including nearby smaller communities.</li> </ul>	<ul style="list-style-type: none"> <li>Strong regional demand is expected to continue for the foreseeable future.</li> <li>Services like open space access, shared amenity spaces, and wraparound medical care increase competitiveness for these product types.</li> </ul>	<ul style="list-style-type: none"> <li>Demand is expected to continue, despite upward cost pressures and affordability challenges.</li> <li>Smaller unit types, including "missing middle" products like two-family homes and cottages can meet affordability gaps and balance the product mix locally.</li> </ul>	<ul style="list-style-type: none"> <li>Growth in hospitality across the state has returned to pre-pandemic levels, signaling a healthy market for new hotels.</li> <li>Smaller boutique hotels with unique offerings and experiences are expected to increase in popularity.</li> </ul>

Note: This is a simplified summary of product types based on available data. Unique uses or uses that do not involve development, such as parks and open space, were not included in this market scan.

# READING THE SITE



# PLAN PRINCIPLES & ALTERNATIVE DEFINITIONS

# LOOKING AHEAD

**TODAY**

**Review draft Guiding Principles.**  
**Discuss alternative strategies for organizing uses on the site**

**March 5**

**BOS  
FEEDBACK**

**Review draft Guiding Principles.**  
**Discuss alternative strategies for organizing uses on the site**

**BOS provides feedback on draft Guiding Principles.**  
**BOS confirms up to [2] two alternative strategies to be studied in more detail with site plan test-fits.**

**Early April**

**BOS  
MEETING #5**

**Review test-fit site plans and identify a preferred plan direction.**  
**Preliminary cost and implementation considerations to be discussed.**

**Early May**

**BOS  
MEETING #6**

**Review preferred plan and cost and implementation considerations**

**Late May**

**BOS  
MEETING #7**

**Review final comprehensive plan of preferred uses**

**Community Open House #2,  
TAC #3, Focus Group #2**

## GUIDING PRINCIPLES

**Guiding Principles are a foundational element of the Master Plan.**

**Assist in evaluation of alternatives.**

**Ensure the Plan is developed from broad ranging and inclusive values.**

**Allow for the plan to remain adaptable and relevant over time.**

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- 3. Expand Recreational & Cultural Opportunities**
- 4. Support Community Needs & Well-Being**
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- c. Preserving local natural hydrological functions and ensure responsible stewardship of local watersheds.
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### **2. Ensure Thoughtful & Contextual Design**

- a. Maintain the distinctive rural character and charm of Woodbridge.
- b. Reflect Woodbridge's rich agricultural heritage.
- c. Ensure future site uses align with local and state planning goals.

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### **3. Expand Recreational & Cultural Opportunities**

- a. Provide diverse, multi-use and multi-generational recreational options that complement local and regional offerings.
- b. Support local arts, culture, and community events through flexible-use spaces.
- c. Prioritize universal access throughout the site and out to town and regional destinations.

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### **4. Support Community Needs & Well-Being**

- a. Aim for future site uses to serve a broad range community needs, through an environmentally responsible and economically viable balance of open space uses and controlled development.
- b. Promote communal health and wellness through active recreation opportunities and community-serving uses.

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### **5. Promote Economic & Fiscal Responsibility**

- a. Develop a plan that can be implemented incrementally on fiscally responsible terms.
- b. Ensure that any potential controlled development generates long-term economic benefits and does not overly burden taxpayers.
- c. Identify opportunities for external funding sources, including grants and partnerships, to support infrastructure and site improvements.

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**Ensure the Plan is developed from broad ranging and inclusive values.**

**Allow for the plan to remain adaptable and relevant over time.**

### **1. Pursue Sustainability at the Highest Level**

- a. Prioritize environmental stewardship by protecting and enhancing the site's most valuable natural areas and sensitive landscapes.
- b. Identify opportunities for sustainable land management practices to support long-term ecological health.
- c. Preserving local natural hydrological functions and ensure responsible stewardship of local watersheds.
- d. Incorporate energy-efficient site design, green infrastructure, and low-impact controlled development strategies.

### **2. Ensure Thoughtful & Contextual Design**

- a. Maintain the distinctive rural character and charm of Woodbridge.
- b. Reflect Woodbridge's rich agricultural heritage.
- c. Ensure future site uses align with local and state planning goals.

### **3. Expand Recreational & Cultural Opportunities**

- a. Provide diverse, multi-use and multi-generational recreational options that complement local and regional offerings.
- b. Support local arts, culture, and community events through flexible-use spaces.
- c. Prioritize universal access throughout the site and out to town and regional destinations.

### **4. Support Community Needs & Well-Being**

- a. Aim for future site uses to serve a broad range community needs, through an environmentally responsible and economically viable balance of open space uses and controlled development.
- b. Promote communal health and wellness through active recreation opportunities and community-serving uses.

### **5. Promote Economic & Fiscal Responsibility**

- a. Develop a plan that can be implemented incrementally on fiscally responsible terms.
- b. Ensure that any potential controlled development generates long-term economic benefits and does not overly burden taxpayers.
- c. Identify opportunities for external funding sources, including grants and partnerships, to support infrastructure and site improvements.

# OPPORTUNITY AREAS

## PRESERVE

- Passive recreation
- Low-impact recreation and support buildings / structures
- Potential conservation easements



## ENHANCE

- Active recreation
- Community- and recreation-focused uses with supporting building structures



## TRANSFORM

- Clustered building development with supporting public and private open spaces



# OPPORTUNITY AREAS

## ENHANCE\*

- Orchard / Berry Patch: **~1-5 AC**
- Recreation Center w/Pool & Courts: **~2-6 AC**
- Multi-Purpose Field: **~3 AC**
- Ice Rink: **~6 AC**

## TRANSFORM\*

- Single-Family on 1.5 AC Lot: **0.67 units/AC**
- Single-Family on 0.5 AC Lot: **2 units/AC**
- 2-Family on 1.5 AC Lot: **1.33 units/AC**
- 2-Family on 0.5 AC Lot: **4 units/AC**
- Age-Restricted Community (Triplex-Quads): **~5 units/AC**
- Townhomes: **~6-12 units/AC**
- Restaurant / Brewery: **~1-2 AC**
- Boutique Hotel (20-30 rooms): **~2-10 AC**

## ENHANCE

- Active recreation
- Community- and recreation-focused uses with supporting building structures



## TRANSFORM

- Clustered building development with supporting public and private open spaces



\*Includes parking allowance

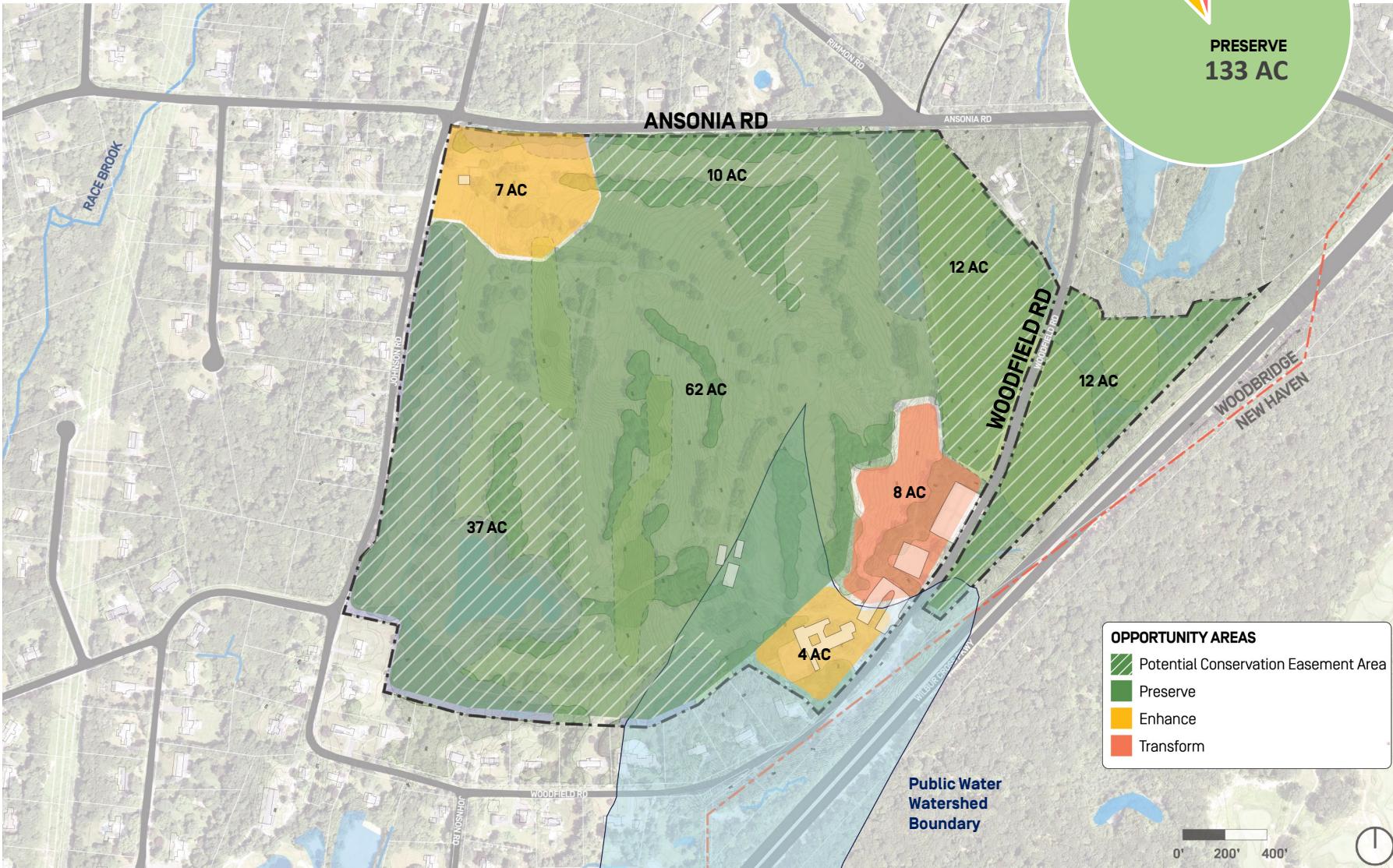
# ALTERNATIVE A

## Enhance

- Playfields
- Ballcourts
- Town Pool
- Ice Rink
- Recreation Center
- Playground

## Preserve

- Seasonal events
- Orchard
- Trails



## Preserve [Conserve]

- Nature Center
- Wooded areas
- Trails

## Transform

- Housing
- Hospitality
- Restaurant / Brewery

Uses are an initial potential list based on community feedback and market analysis, multiple test-fits to be presented in subsequent meetings Area boundaries are approximate and will be refined during site plan test-fits

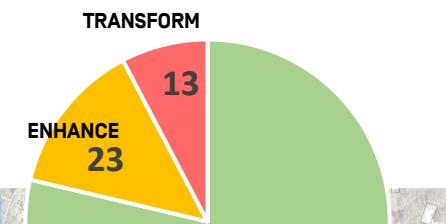
# ALTERNATIVE B

## Enhance

- Playfields
- Ballcourts
- Town Pool
- Ice Rink
- Recreation Center
- Playground

## Preserve

- Seasonal events
- Orchard
- Trails



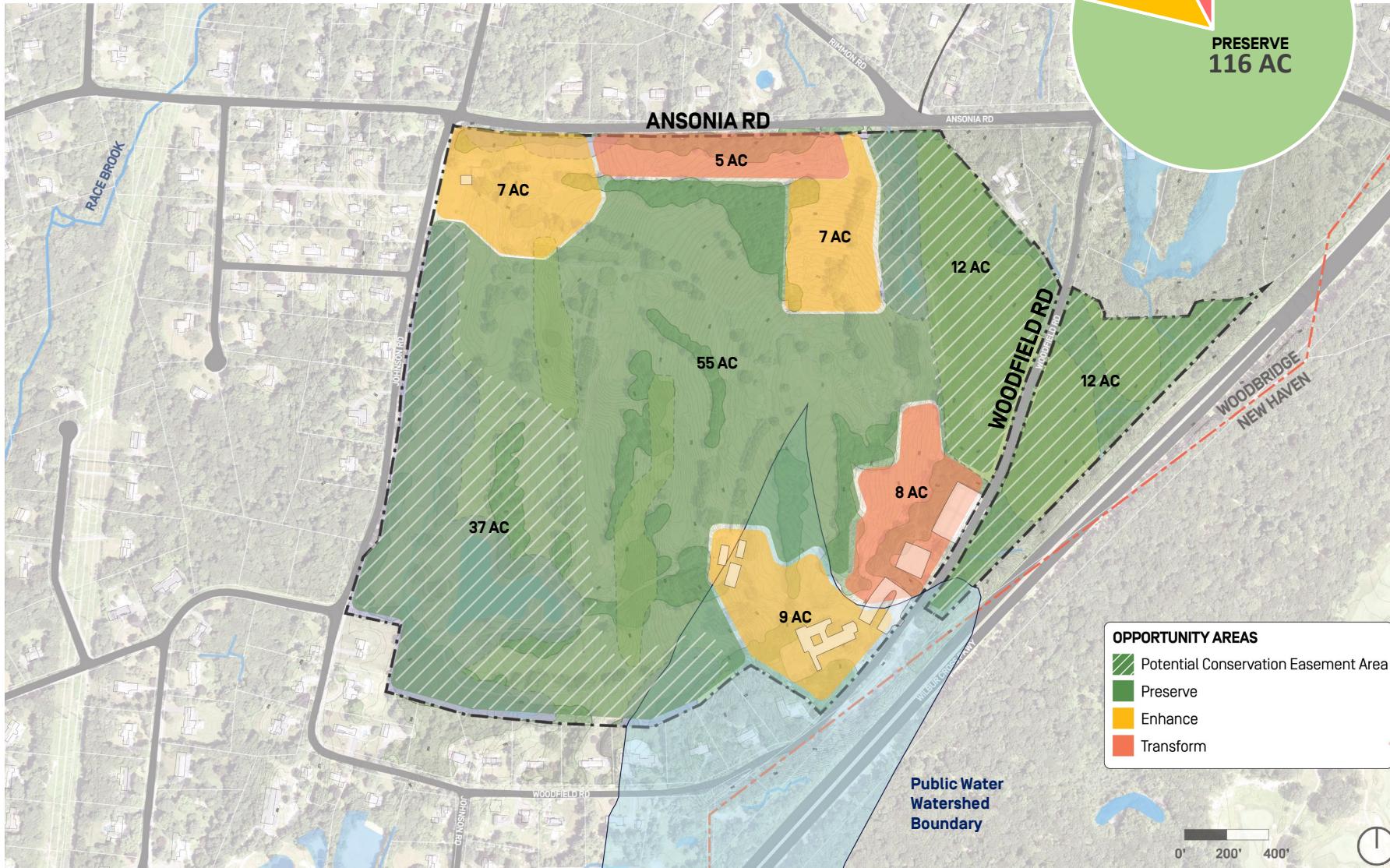
PRESERVE  
116 AC

## Preserve [Conserve]

- Nature Center
- Wooded areas
- Trails

## Transform

- Housing
- Hospitality
- Restaurant / Brewery



Uses are an initial potential list based on community feedback and market analysis, multiple test-fits to be presented in subsequent meetings Area boundaries are approximate and will be refined during site plan test-fits

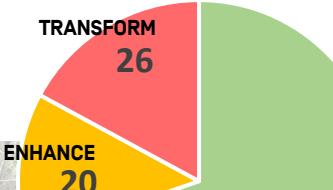
# ALTERNATIVE C

## Enhance

- Playfields
- Ballcourts
- Town Pool
- Ice Rink
- Recreation Center
- Playground

## Preserve

- Seasonal events
- Orchard
- Trails



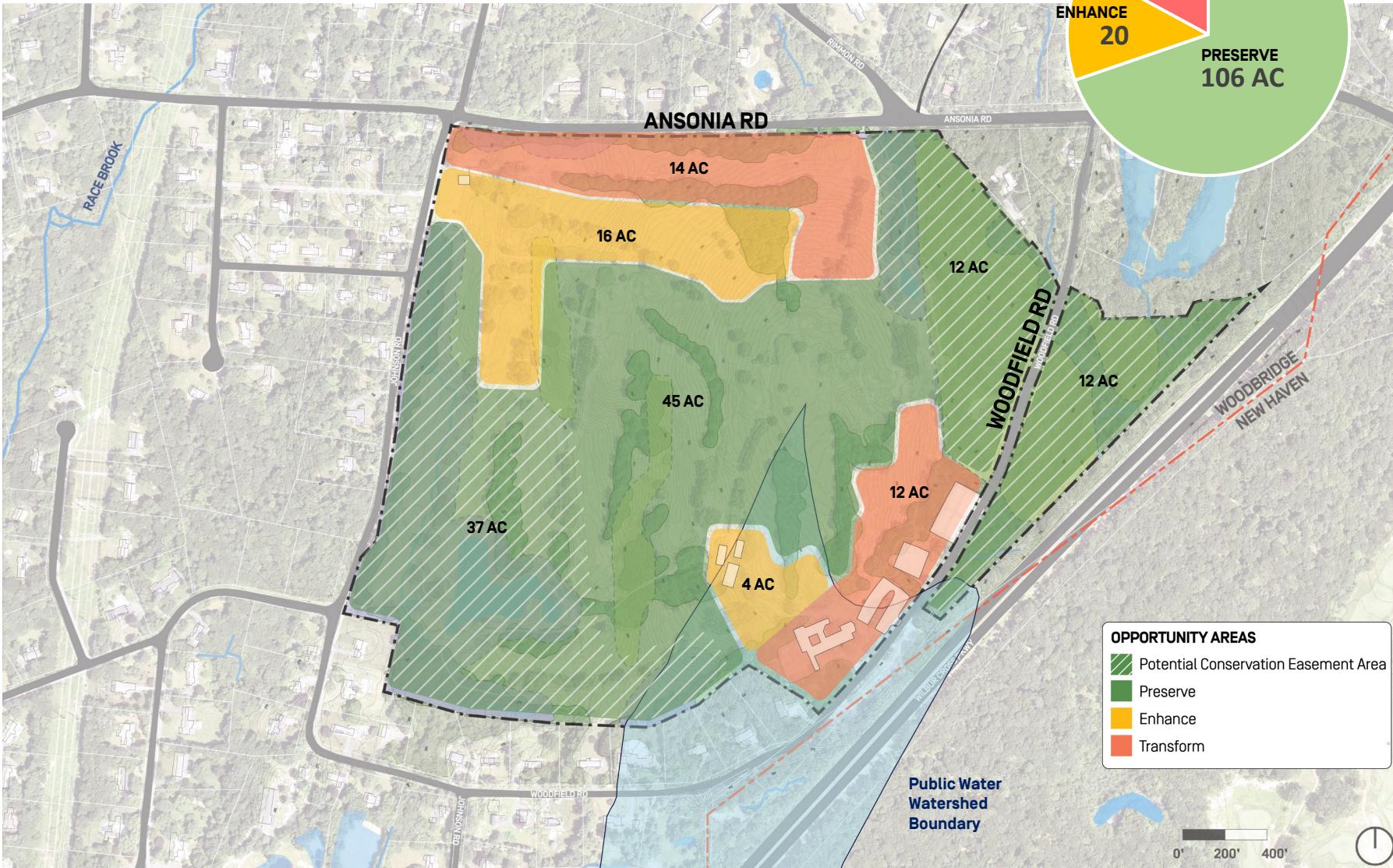
PRESENCE  
106 AC

## Preserve [Conserve]

- Nature Center
- Wooded areas
- Trails

## Transform

- Housing
- Hospitality
- Restaurant / Brewery



Uses are an initial potential list based on community feedback and market analysis, multiple test-fits to be presented in subsequent meetings Area boundaries are approximate and will be refined during site plan test-fits

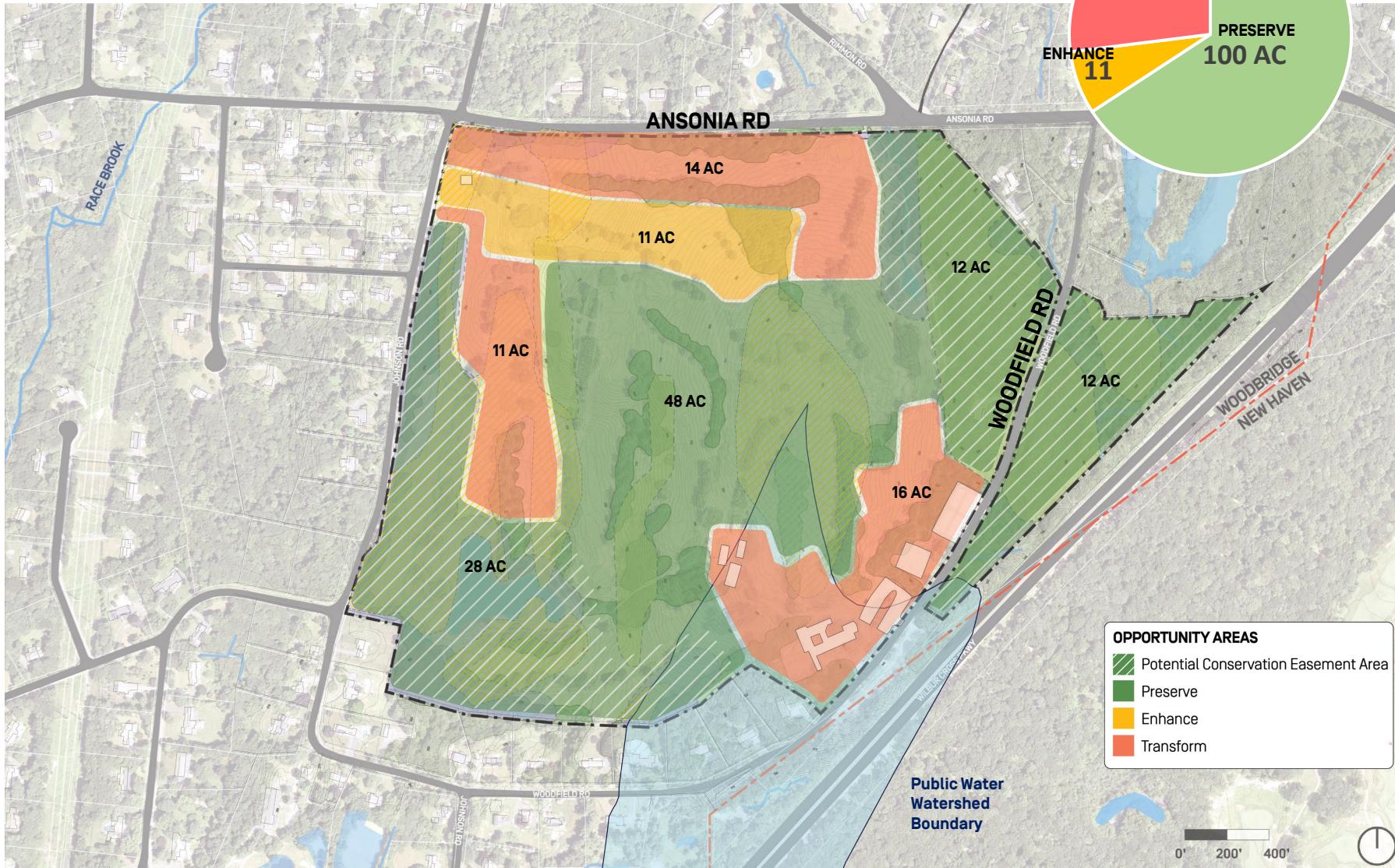
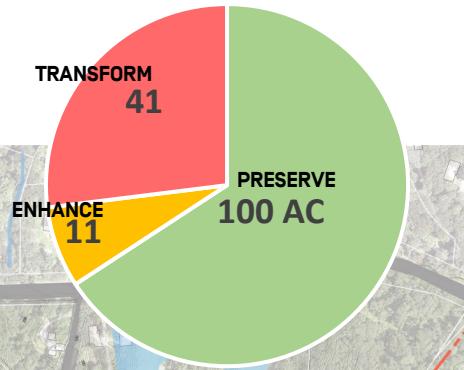
# ALTERNATIVE D

## Enhance

- Playfields
- Ballcourts
- Town Pool
- Ice Rink
- Recreation Center
- Playground

## Preserve

- Seasonal events
- Orchard
- Trails



## Preserve [Conserve]

- Nature Center
- Wooded areas
- Trails

## Transform

- Housing
- Hospitality
- Restaurant / Brewery

Uses are an initial potential list based on community feedback and market analysis, multiple test-fits to be presented in subsequent meetings Area boundaries are approximate and will be refined during site plan test-fits

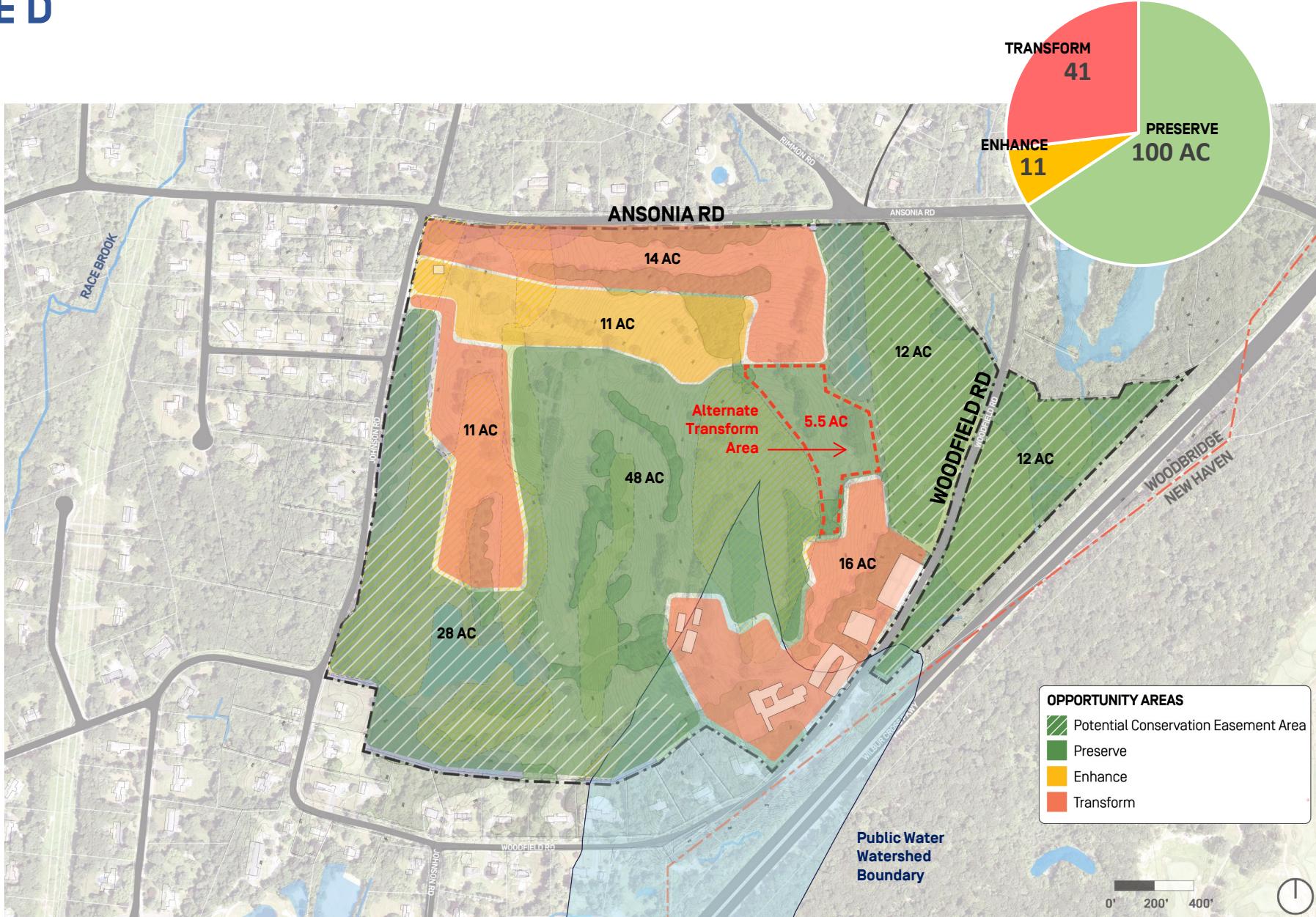
# ALTERNATIVE D

## Enhance

- Playfields
- Ballcourts
- Town Pool
- Ice Rink
- Recreation Center
- Playground

## Preserve

- Seasonal events
- Orchard
- Trails



## Preserve (Conserve)

- Nature Center
- Wooded areas
- Trails

## Transform

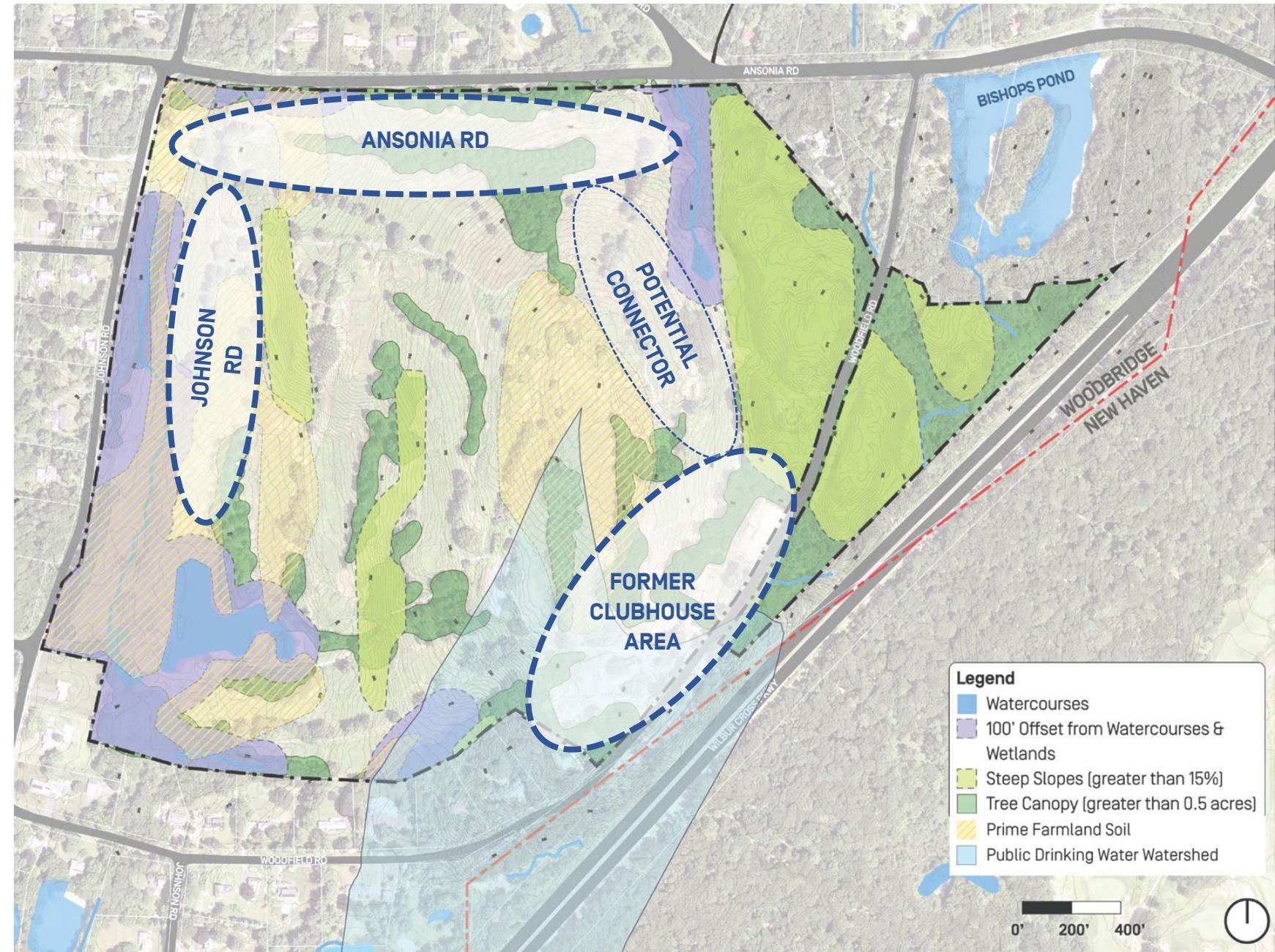
- Housing
- Hospitality
- Restaurant / Brewery

Uses are an initial potential list based on community feedback and market analysis, multiple test-fits to be presented in subsequent meetings Area boundaries are approximate and will be refined during site plan test-fits

# KEY DECISION POINTS

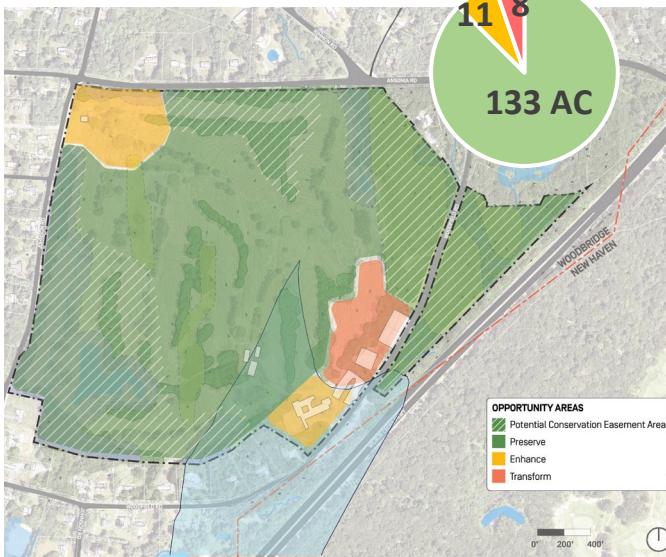
**Proportion of preserve / enhance / transform areas in 3 areas:**

- Ansonia Road frontage
- Johnson Road frontage
- Former Clubhouse area



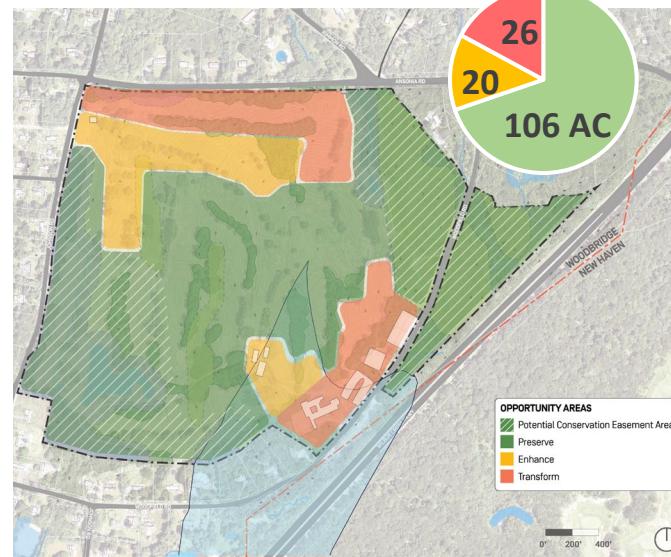
# ALTERNATIVES SUMMARY

## Alternative A



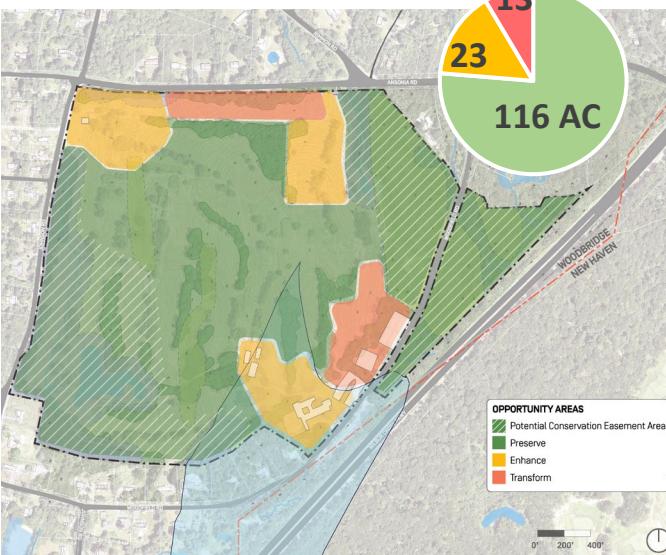
- All sensitive site areas preserved
- Community-serving recreation uses at key neighborhood intersection of Johnson and Ansonia
- Clubhouse area used for a mix of community-serving recreation and development
- 4 potential conservation areas
- Maintains current site access points [Johnson Rd and Woodfield Rd]

## Alternative C



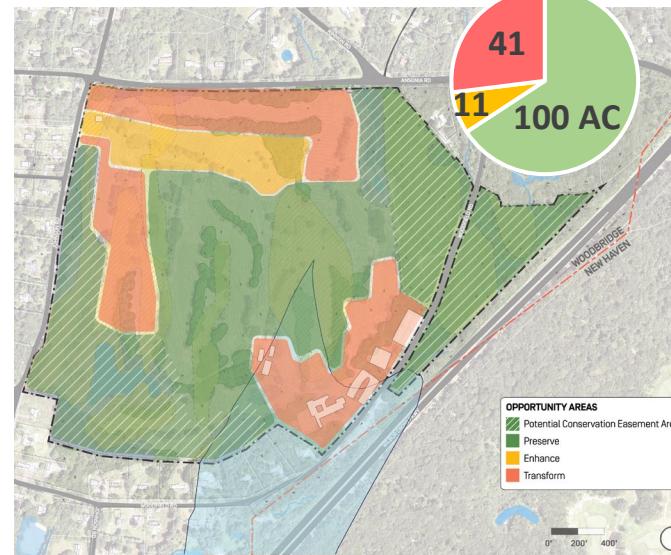
- All sensitive site areas preserved
- Neighborhood-scale development and community-serving recreation uses along Ansonia
- Clubhouse area used for a mix of community-serving recreation and development
- 3 potential conservation areas
- Additional access point on Ansonia likely needed

## Alternative B



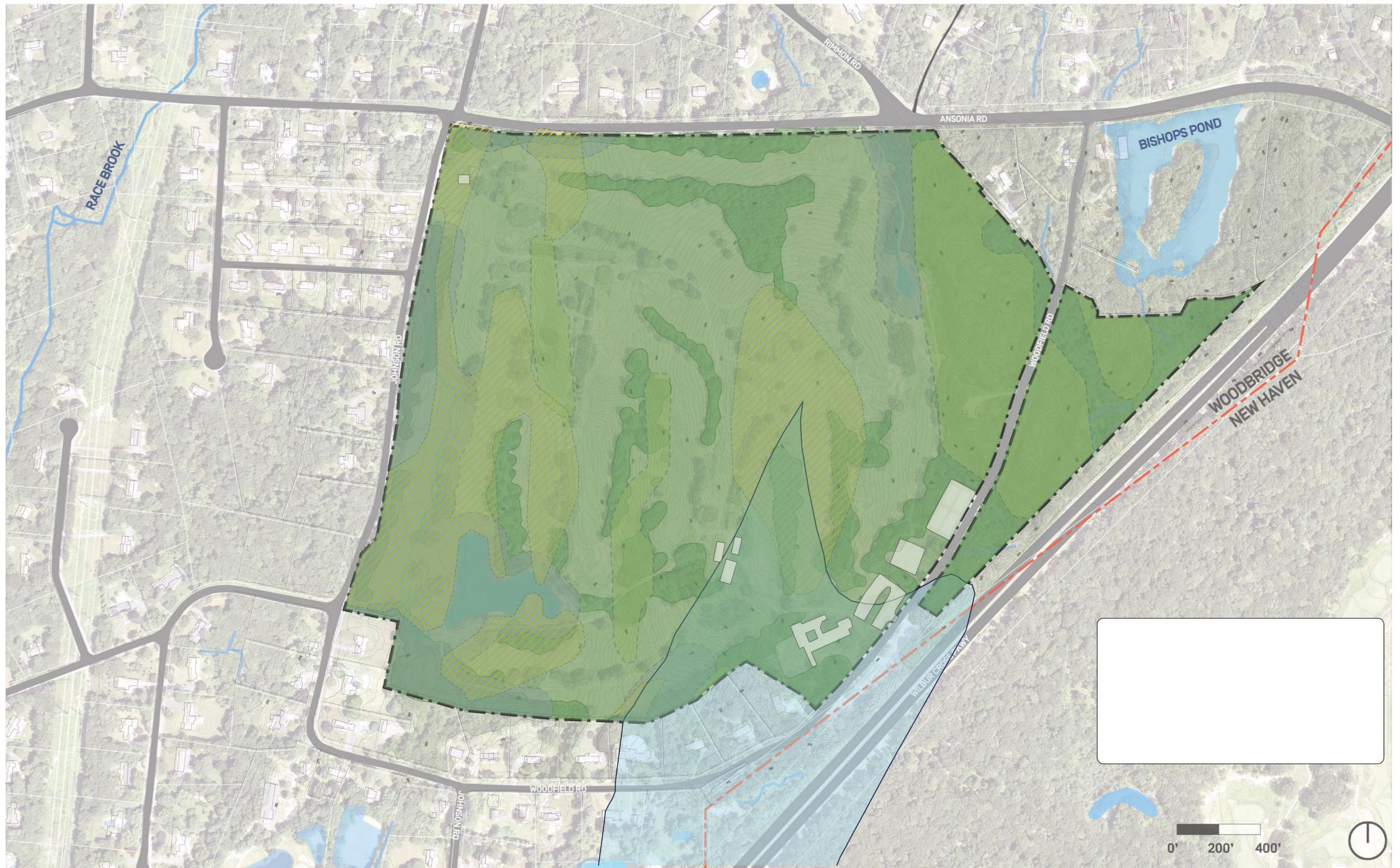
- All sensitive site areas preserved
- Community-serving recreation uses and neighborhood-scale development along Ansonia frontage
- Clubhouse area used for a mix of community-serving recreation and development, extending to former golf maintenance building area
- 3 potential conservation areas
- Additional access point on Ansonia likely needed

## Alternative D



- Low-density development within a portion on Prime Farmland Soil [5 of 35 acres]
- Development that could be setback and screened by landscape on Johnson Rd.
- All previously-developed areas around the clubhouse for future development
- 3 potential conservation areas
- Additional access point on Ansonia likely needed

# APPENDIX

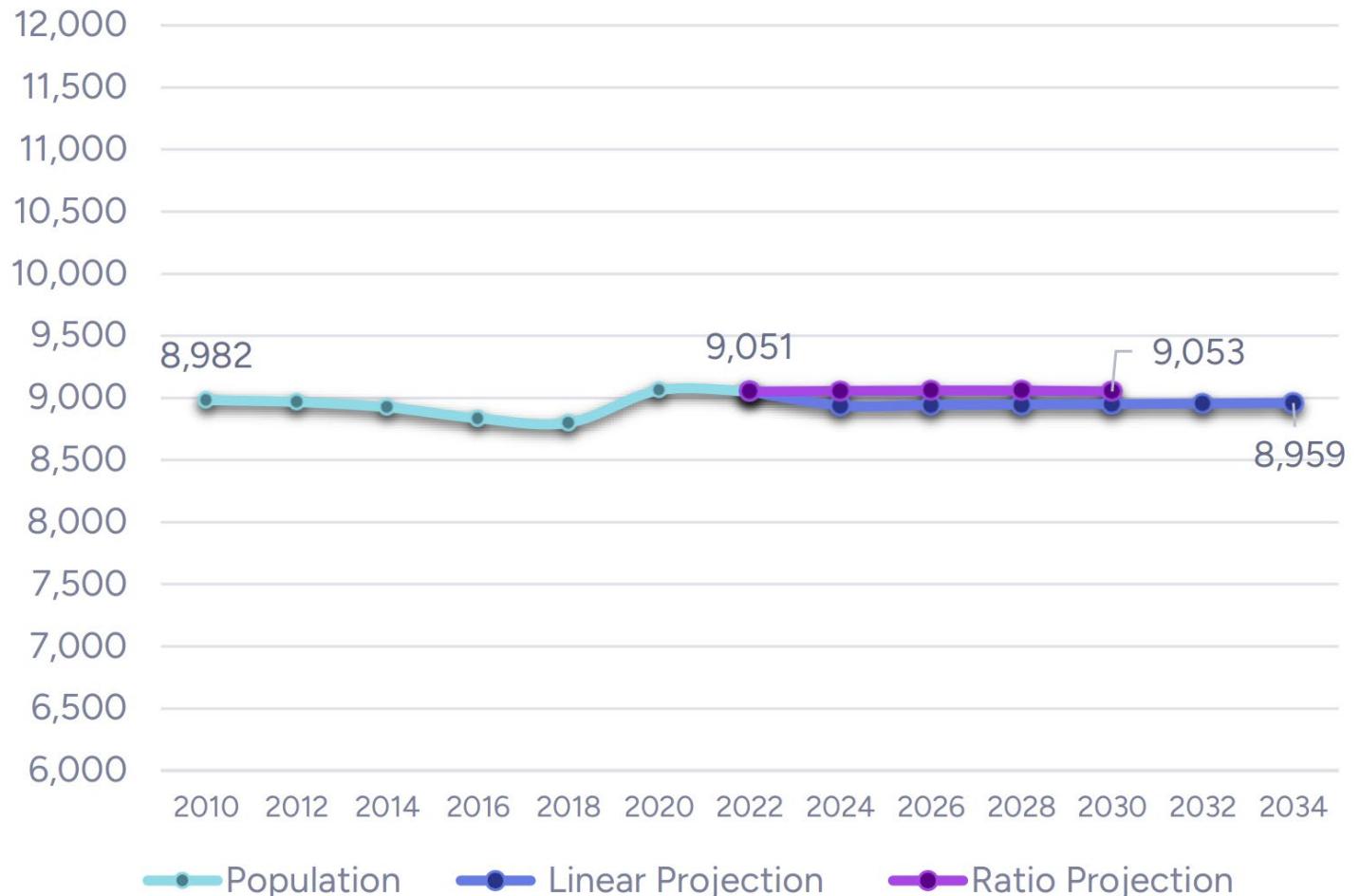


# DEMOGRAPHIC AND MARKET CONDITIONS

## Demographic Trends

1. **Woodbridge's population grew by 1.1% over the last decade to 9,087 [2020], which is slightly greater than that of the State [0.9%] and County [0.3%].**
2. **Projections suggest a stable population for Woodbridge through 2035.**

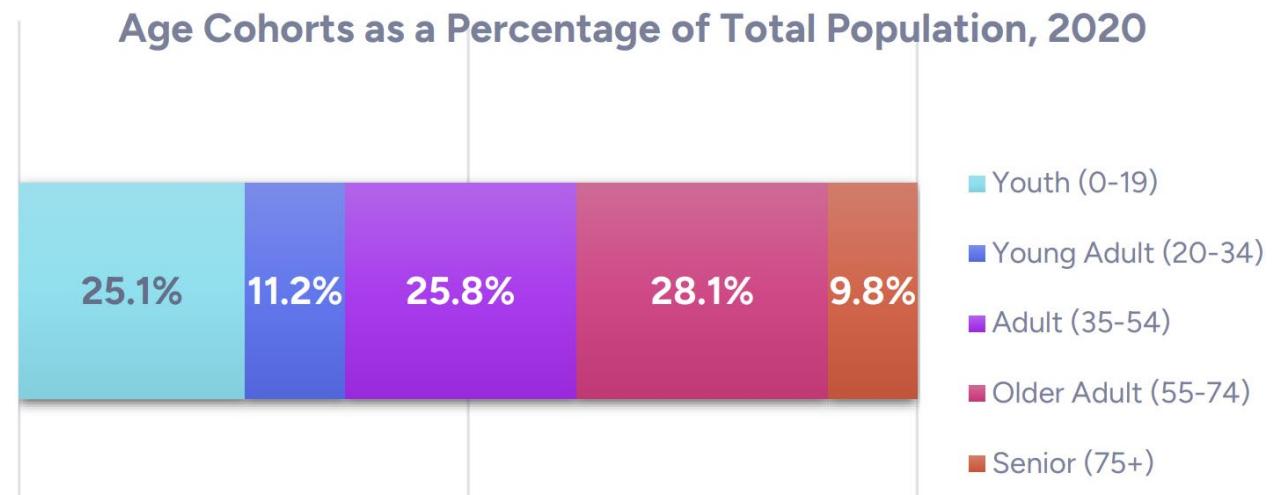
### Population Projections



Note: The ratio projection methodology assumes Woodbridge will grow at the same rate as the State, based on State population projections through 2030. SLR used the projected year-over-year growth rates of the State projections from 2022-2030 and applied these annual growth rates to Woodbridge's population to project population to 2030.

## Demographic Trends

1. **Woodbridge's median age decreased from 47.6 to 46.2 over the last decade, driven by growth in the young adult cohort.**
2. **The young adult cohort grew 25.3% [+205] between 2010 and 2020.**
3. **This runs counter to the County and State's increasing median age [40.4 and 41.1, respectively].**
4. **Most of the young adult growth is attributed to those aged 20-24.**

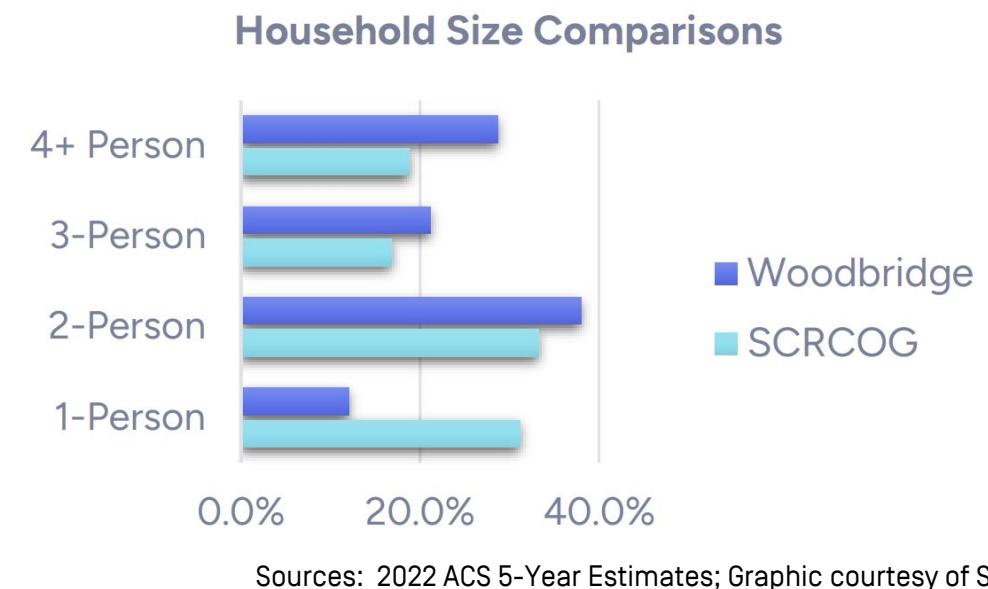


Sources: 2010 & 2020 US Decennial Census; Graphic courtesy of SLR

## Demographic Trends

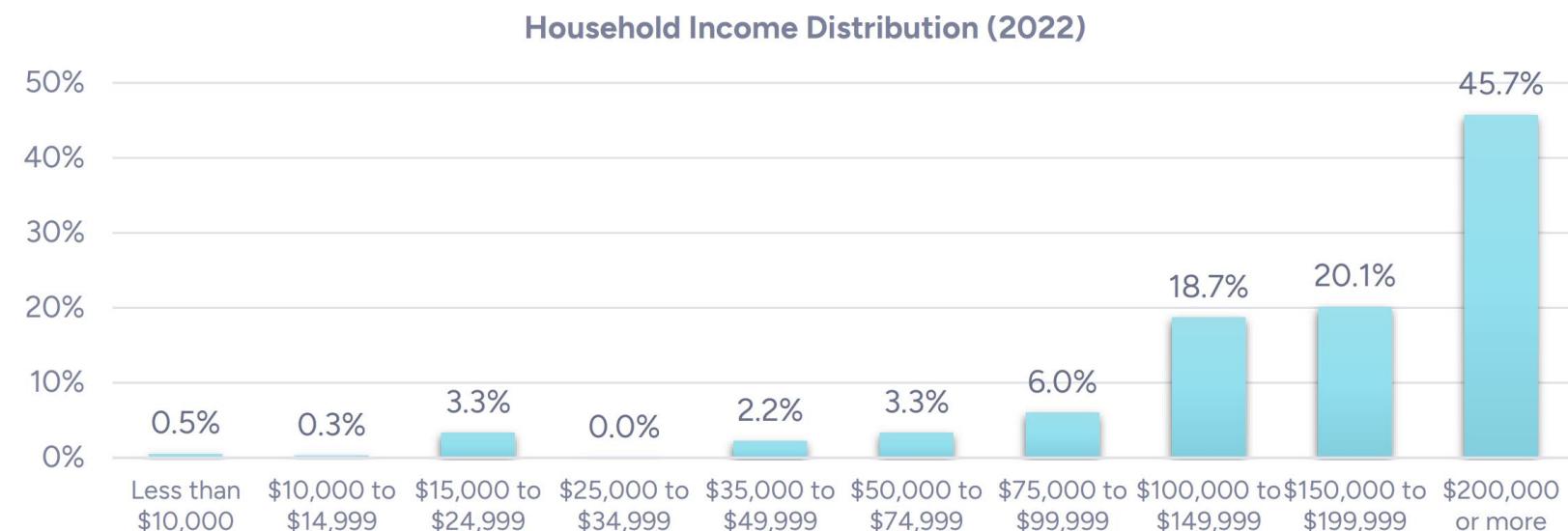
1. **Woodbridge's average household size is slightly larger than that of SCRCOG and comprised of mostly 2-person [38.1%] and 4+ person [28.7%] households.**
2. **1-person households make up a significantly smaller share of households in the Town [12%] compared to SCRCOG [31.1%].**
3. **The Town's average family size is nearly the same as SCRCOG, but Woodbridge has a larger share of family households [85.9%] compared to SCRCOG [61.5%].**

Note: A household includes family members and all the unrelated people, if any, such as lodgers, foster children, wards, or employees who share the housing unit. Meanwhile a family is defined as a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption.



## Demographic Trends

- 1. The Town's median household income was \$190,536 in 2022, more than double that of SCRCOG (\$83,617) and the State (\$90,213).**
- 2. 84.5% of households in Woodbridge make \$100,000 or more annually, with 45.7% making over \$200,000 annually.**



Sources: 2022 ACS 5-Year Estimates; Graphic courtesy of SLR

# Commercial/Retail Context

1. Nationally, retail is a mixed market. Q4 of 2024 accounted for 89% of annual net absorption, which signals a **strengthening market for 2025**.

However, retail construction is still limited, with a **record low level of new construction** due to high construction costs and interest rates.

2. Factors like **visibility/foot traffic, placemaking, and destination experiential retail** are driving successful new retail development.
3. Locally, many nearby communities have seen increased vacancy at strip centers [Derby, Ansonia] and successful retail as part of mixed-use developments [West Hartford].

## SPACE DEMAND / DELIVERIES



National trends show a strengthening retail sector, but with little new construction.



Beak and Skiff [Lafayette, NY] offers experiential retail and special events that make its orchards a destination.

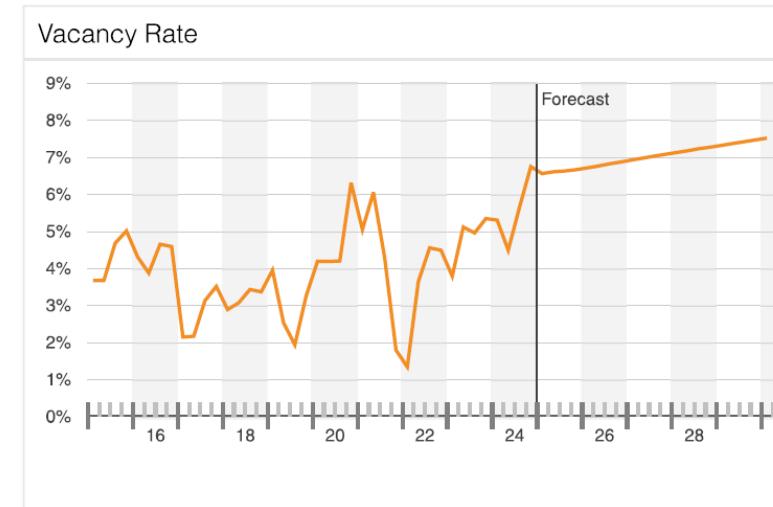


Recent vacancies in the region include Ansonia Shopping Center.

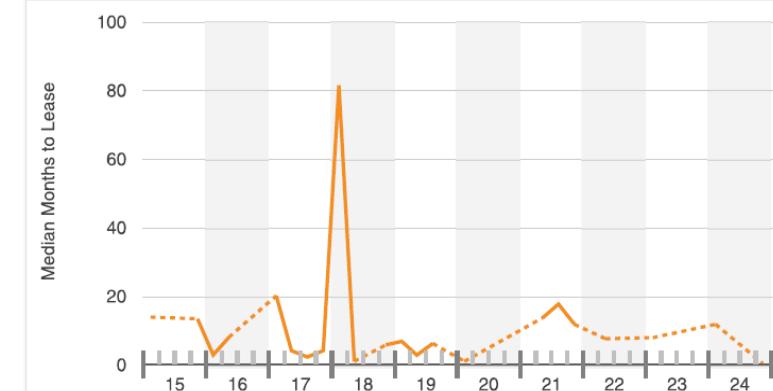
# Commercial/Retail Local Trends

- Retail vacancy is slightly above the 10 year average range [6.46%], although market asking rent remains above the historical average. This trend is mirrored for the larger New Haven market.**
- Months to lease has declined over the last 10 years for both the Woodbridge and New Haven markets.**
- Taken together, market trends show limited support for new retail in Woodbridge. Any new retail construction would likely require a strong differentiator in the region, such as experiential retail or a unique offering.**

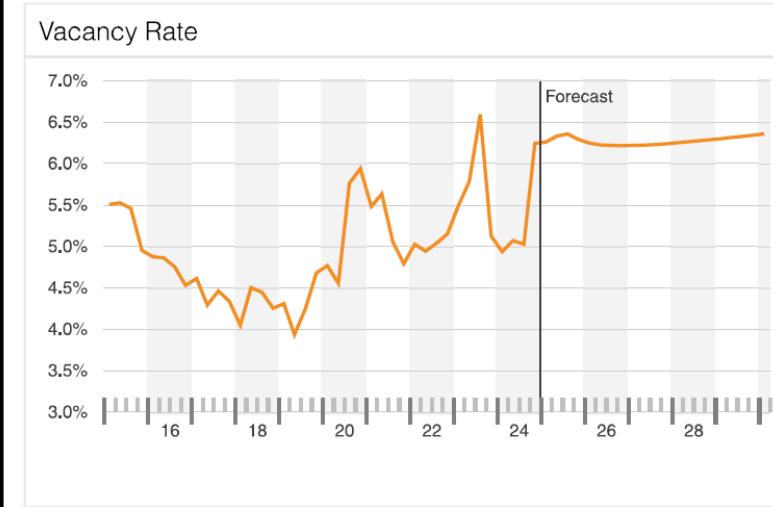
## Woodbridge



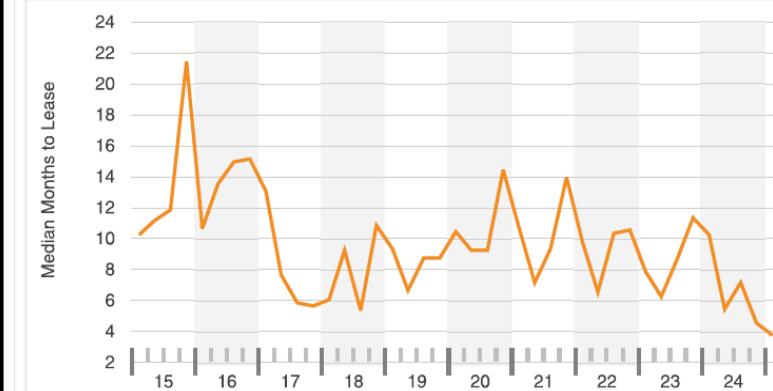
## Months To Lease



## New Haven Market



## Months To Lease



Sources: Costar 2024

## Multifamily Context

1. Population growth and rising costs to buy single family homes are continuing to drive higher multifamily rents.
2. The average multifamily vacancy rate is expected to end 2025 at 4.9% and average annual rent growth at 2.6%.
3. Specialty housing types like senior living are increasing in demand. The Senior Housing resident profile—aged 80 and up—is growing at a rate four times the average population growth—a tailwind that will persist for the next two decades.

### Average Monthly Multifamily Rent vs New Mortgage Payment



The price premium for single family homes is expected to continue to drive demand for multifamily rentals.

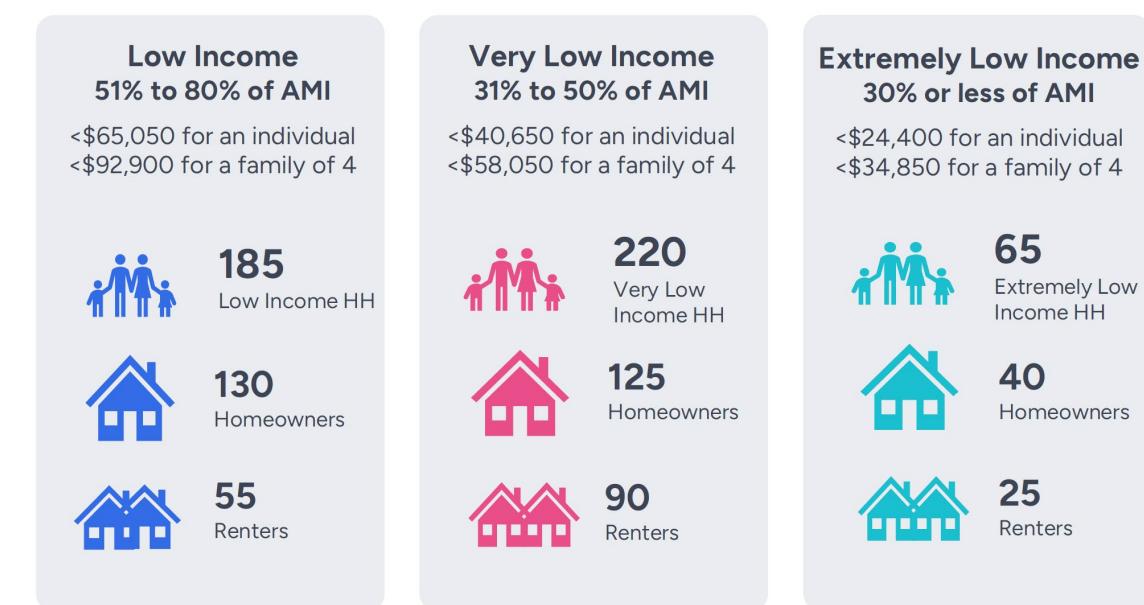


Demand for senior living communities like this one in Darien, CT is expected to grow.

# Multifamily Context – Workforce & Affordable Housing

1. The New Haven region has not kept up with the need for more housing. From 2010 to 2020, New Haven's MSA added nearly 34,000 jobs but only added 11,000 homes.
2. An analysis concluded that the New Haven area needs to construct 8,400 homes by 2030 to keep up with demand.
3. Connecticut is among the worst states for renters, in part due its high income-to-rent ratio, which found many residents paying nearly one-third of their income in rental costs.
4. One of the main needs for Woodbridge and the New Haven region is affordable housing and workforce housing, which targets 60-120% AMI.

## Low-income Households in Woodbridge



Note: Area Median Income (AMI) is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development (HUD). AMI reflects FY 2024 Income Limits for the New Haven-Meriden, CT HUD Metro FMR Area.

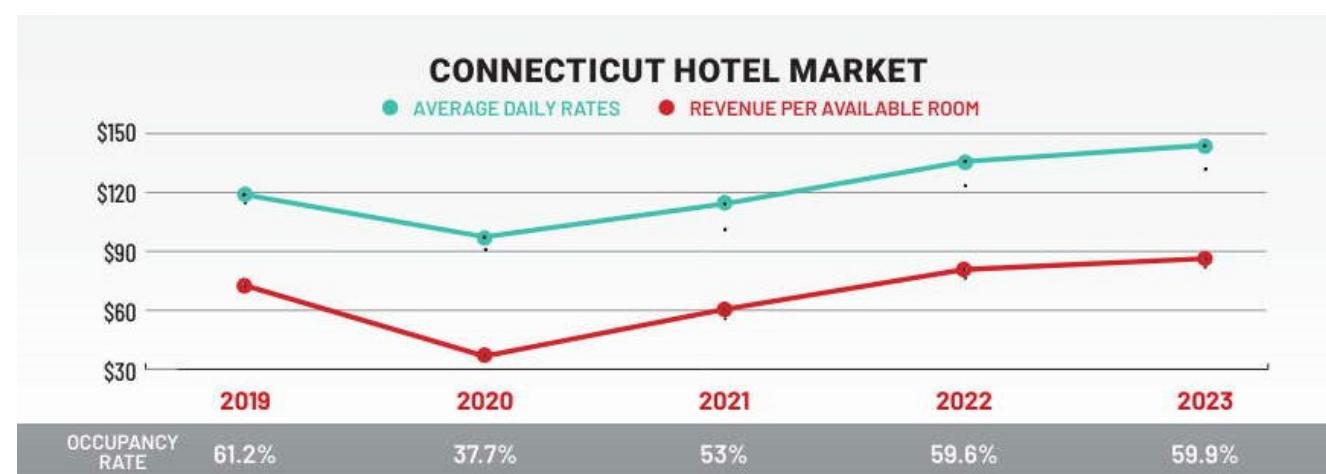


Affordable housing, like this example in Norwalk, can include open space and other community amenities

## Hospitality

1. **Hospitality has almost fully rebounded from the pandemic. Connecticut's 40,000 hotel rooms were 55% booked at an average rate of \$117.41 as of 2024 [national average: 48%].**
2. **30 hotels, ranging in size from six to 550 rooms, are in the development pipeline for Connecticut as of 2024.**
3. **Hospitality market is shifting away from larger hotels with vast banquet halls in favor of smaller, boutique-style hotels with higher-end finishes and more modern amenities.**
4. **Taken together, market trends show moderate potential for new hospitality in Woodbridge.**

### Average Monthly Multifamily Rent vs New Mortgage Payment



Source: CoStar

Hotel rates and revenues have exceeded their pre-pandemic norms.



Boutique hotels such as the Mayflower Inn in Washington, CT are expected to grow in demand.

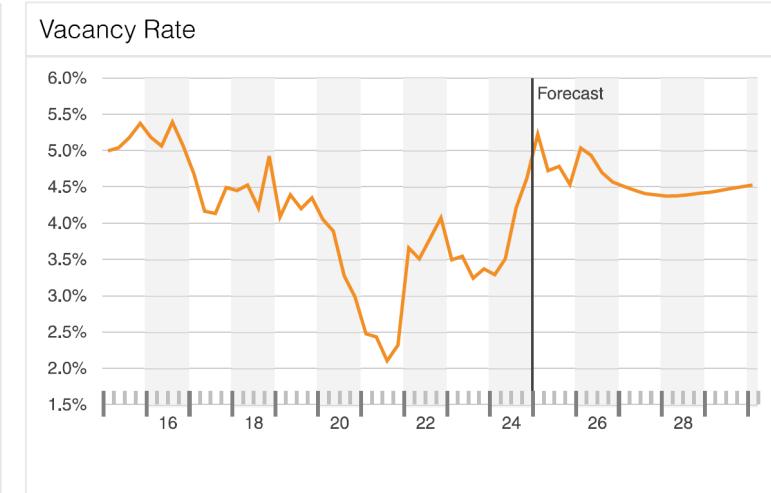
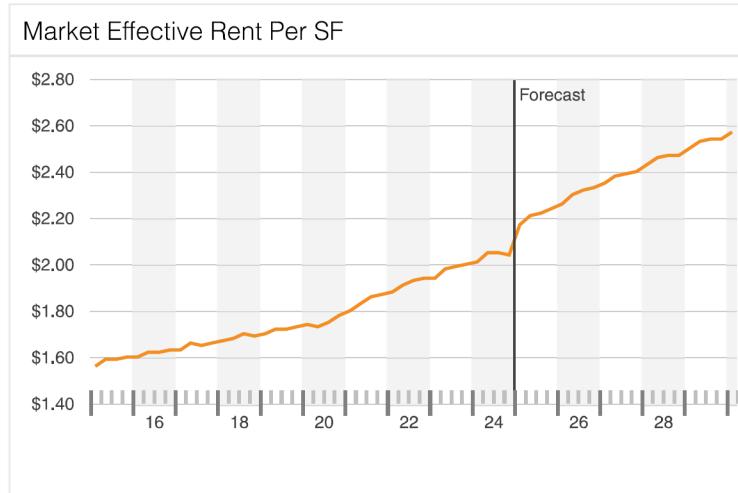


Smaller cabins and cottages with a main house are another form of the growing boutique hotel market.

Source: <https://www.hartfordbusiness.com/article/as-cts-hotel-market-recovers-from-pandemic-new-development-pipeline-grows-aging-properties>

# Multifamily Local Trends

- The New Haven Metro has a strong multifamily housing market. Over 1200 units were absorbed in the last year, well above the historical average.**
- Market rents and cap rates are also above average, at \$1700/month [10 yr avg high: \$1600] and 6.93% [10 yr avg high: 6.8%], respectively.**
- Significant multifamily projects have been completed or are permitted in nearby communities, including Hamden, Derby, and West Haven.**
- Taken together, market trends show **strong potential** for new multifamily in Woodbridge.**



Increasing rents and decreasing vacancy rates demonstrate a strong market for multifamily in the New Haven metro.



Cedar Village  
Multifamily Apartments

Recent multifamily projects completed or permitted include Town Walk in Hamden (left) and Cedar Village in Derby.

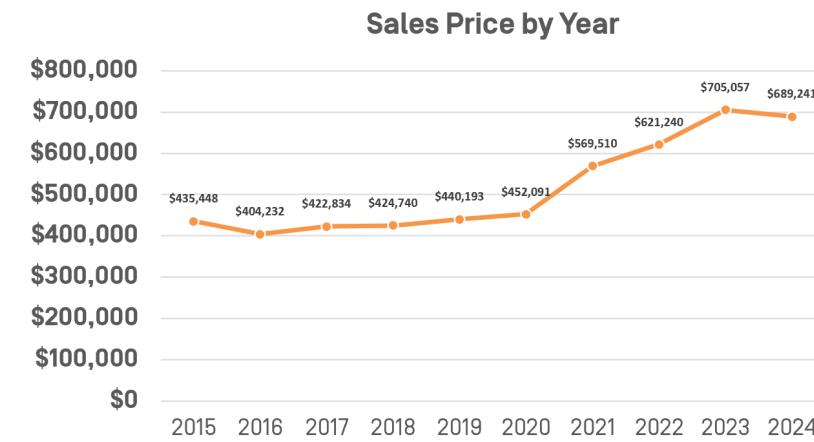
Sources: Costar 2024

# Single Family Local Trends

1. Home prices have steadily increased since 2017, with a 2024 average sales price of \$689k.
2. Although 1-3 bedroom homes offer more affordable options, most homes sold in the last 10 years are 4 bedrooms or larger.
3. Taken together, market trends show strong potential for new single family homes in Woodbridge. Smaller units would offer greater affordability and balance the market offerings.



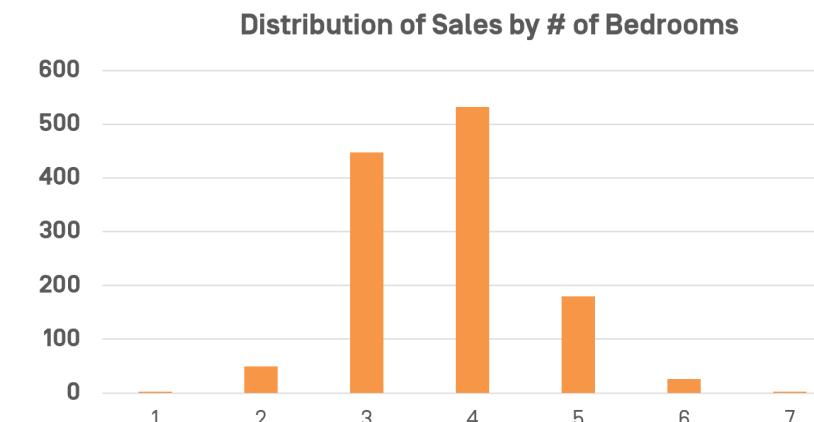
The average home has sold above list price since 2020, showing the growing strength of the market.



Home prices have steadily increased since 2017.



Smaller homes offer more affordable home options, but are the vast minority of homes sold in the last 10 years.



Sources: MLS, Costar 2024