



**Community  
Collaboration  
Woodbridge**

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

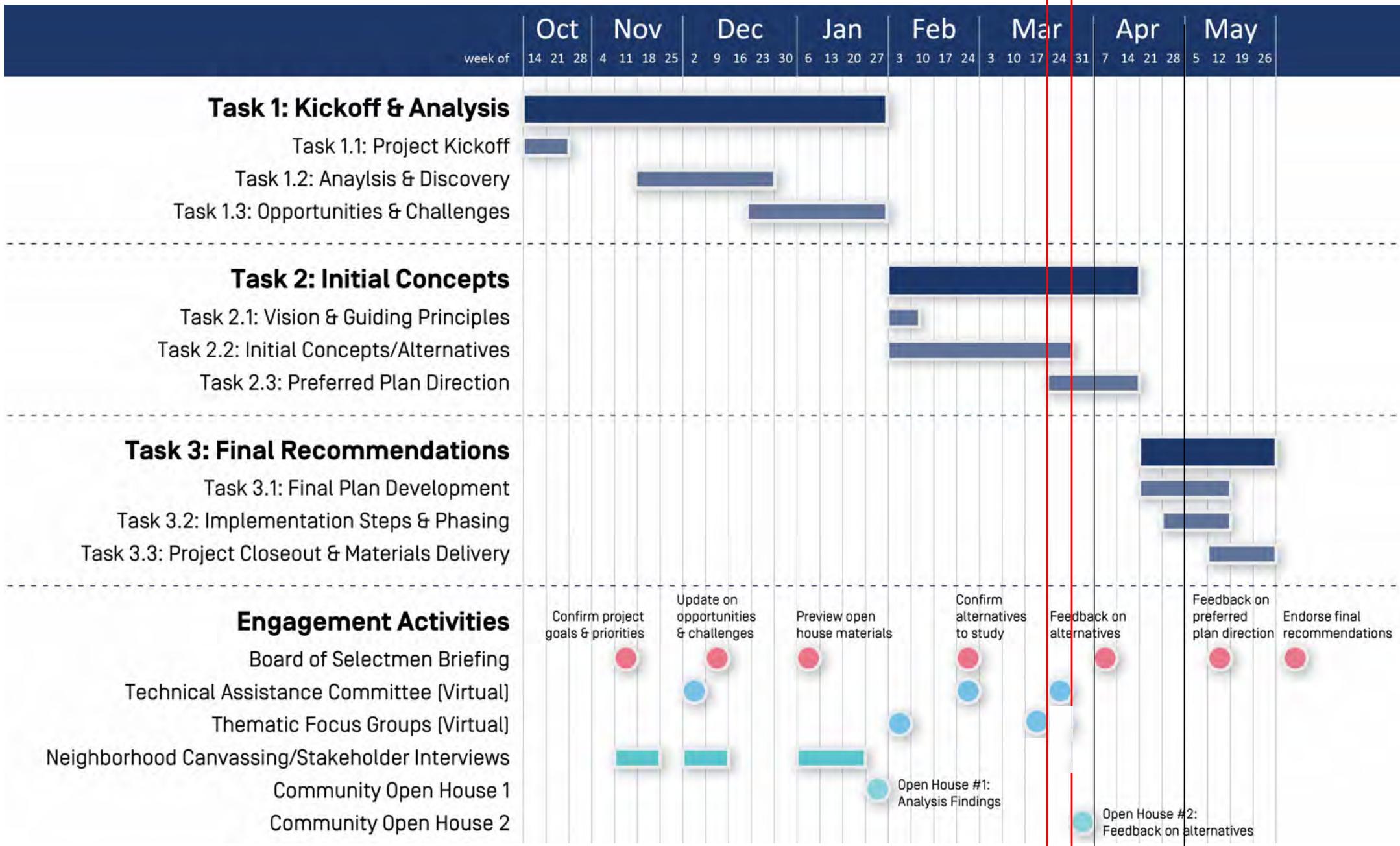
## **Technical Assistance Committee**

### **Working Session #3**

## FEEDBACK FOR TODAY

- 1. Review process and progress to date**
- 2. Provide technical feedback on Draft Plan Alternatives**

# PROJECT SCHEDULE



## ENGAGEMENT BY THE NUMBERS

- Engagement Activities

- March
  - Focus Groups #2
  - TAC Meeting #3
  - Stakeholder Interviews
  - Neighbors Interviews
- April
  - Community Open House #2
  - 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>3</b>	<b>TAC MEETINGS</b>	<b>0</b>
<b>75</b>	<b>STAKEHOLDER INTERVIEWS</b>	<b>TBD</b>
<b>32</b>	<b>NEIGHBOR INTERVIEWS</b>	<b>TBD</b>
<b>1</b>	<b>COMMUNITY OPEN HOUSES</b>	<b>1</b>
<b>700+</b>	<b>SURVEY RESPONSES</b>	

# ANALYSIS & ENGAGEMENT TAKEAWAYS

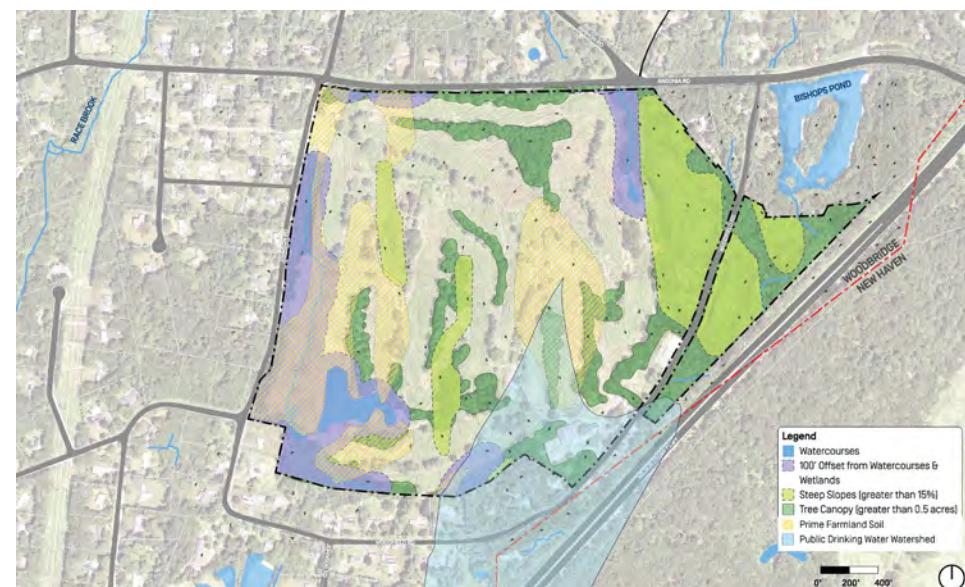
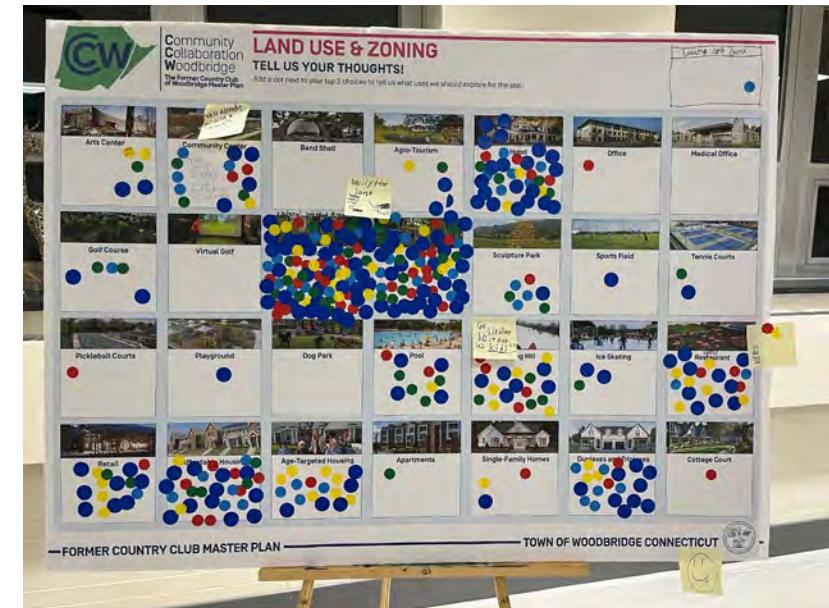
# INITIAL PLANNING FEEDBACK

- **CCW feedback:**

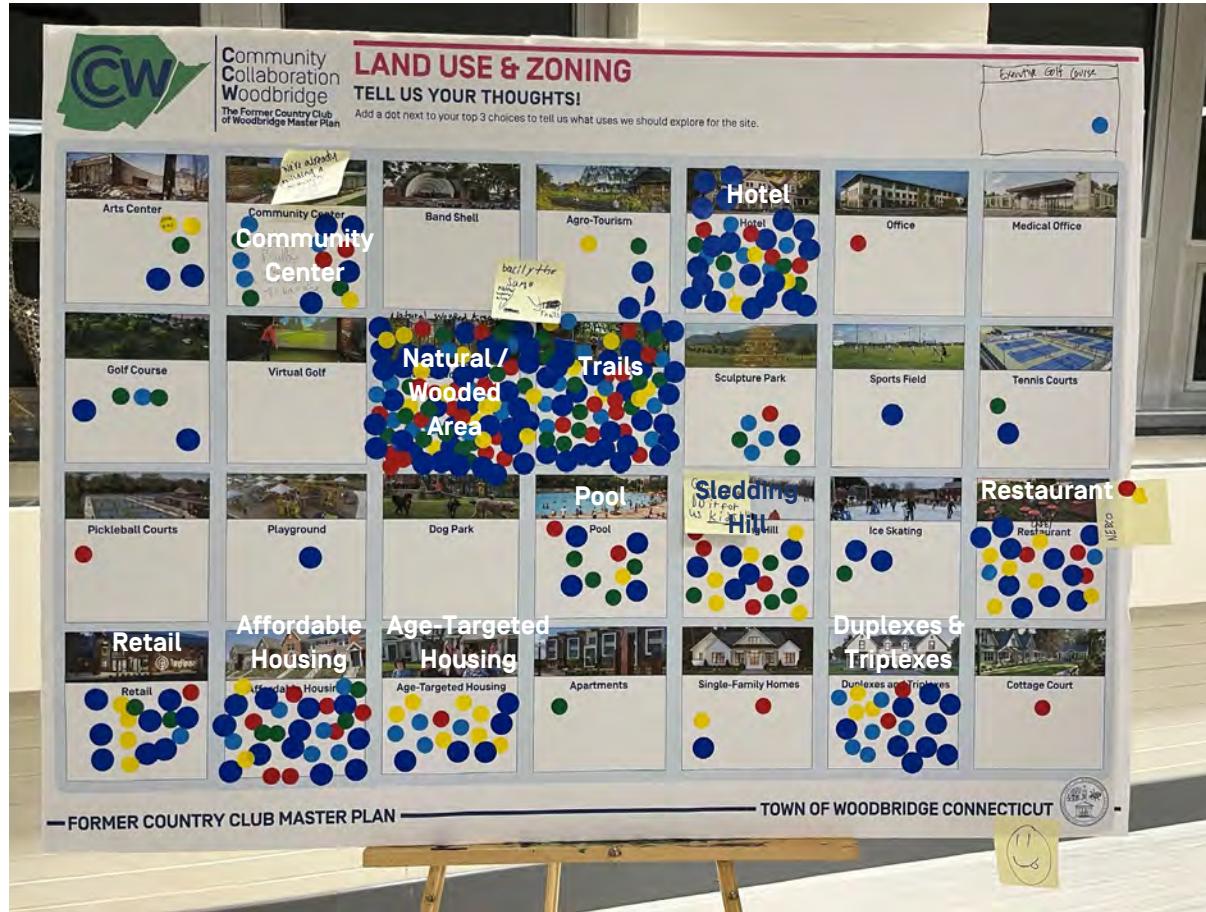
- Widespread desire for most of the site to remain in green space, with a mix of passive and active recreation uses.
- **Strong support for limited development** to meet community needs and offset costs of maintaining the site.
- Broad interest in exploring housing, including age-targeted and affordable / workforce housing.

- **Planning Context:**

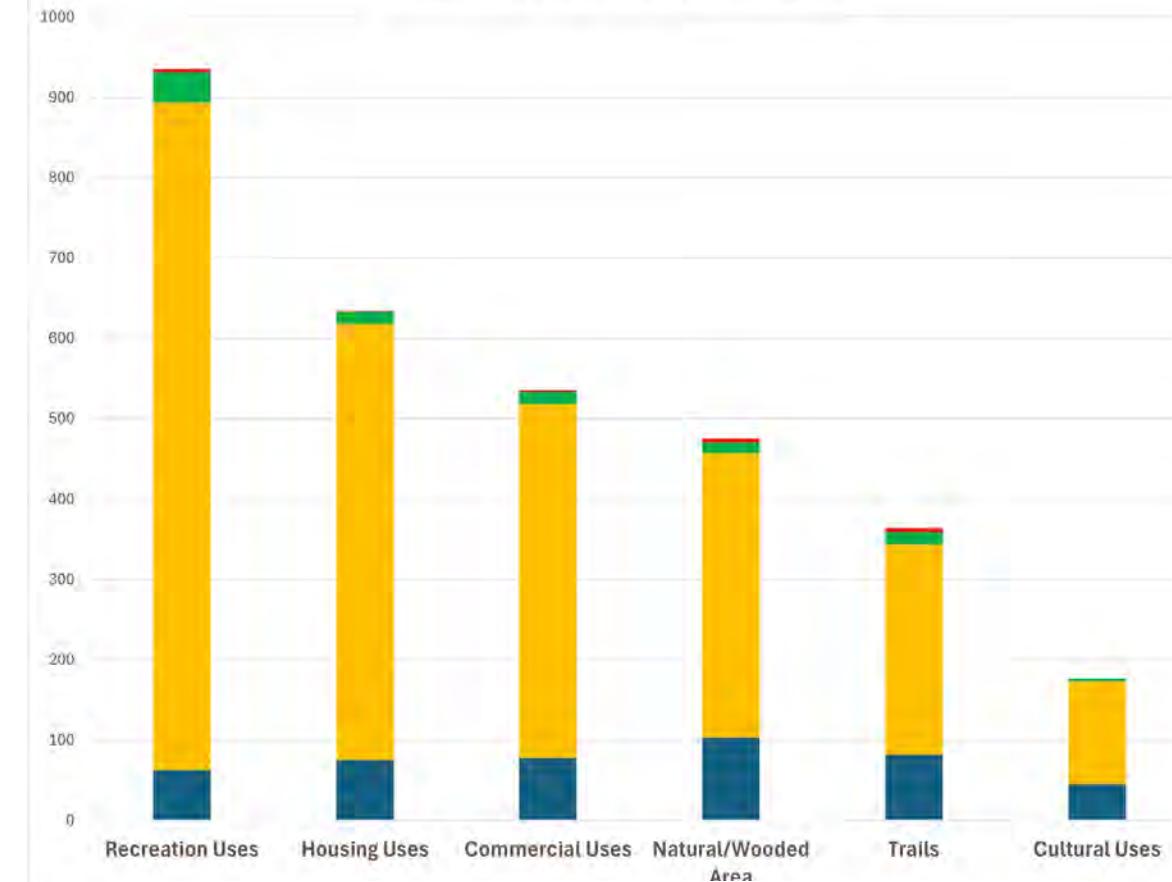
- Recent demographics suggest the Town will continue to see a rise in **younger, larger families**, while maintain a relatively consistent overall population.
- Roughly **half of the site is constrained** by environmental conditions, while Ansonia Road and Woodfield Road frontages remain largely unencumbered.
- A **private water pump system and sewer access** currently exist on the site, though will likely require upgrades.
- The **current zoning does not support the full range of desired uses**, including hospitality and community facilities.



# CCW LAND USE SURVEY RESPONSES



Combined Land Use Preferences



- Open House Land Use Board Rank top 3 land uses
- Open House Mentimeter Survey Rank top 3 land use
- SurveyMonkey Land Use Survey Rank top 5 land uses
- Open House Paper Survey Rank top 3 land uses

# RECREATION OPPORTUNITIES

- **Outdoor programs**

- Trails
- Sledding
- Small-scale agricultural [i.e.: orchard, berry patch]
- Playground
- Fishing
- Multi-use sports field
- Pickleball / tennis / volleyball / basketball
- Nature studies pavilion / center

- **Facilities**

- Town pool
- Recreation center
- Ice rink



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

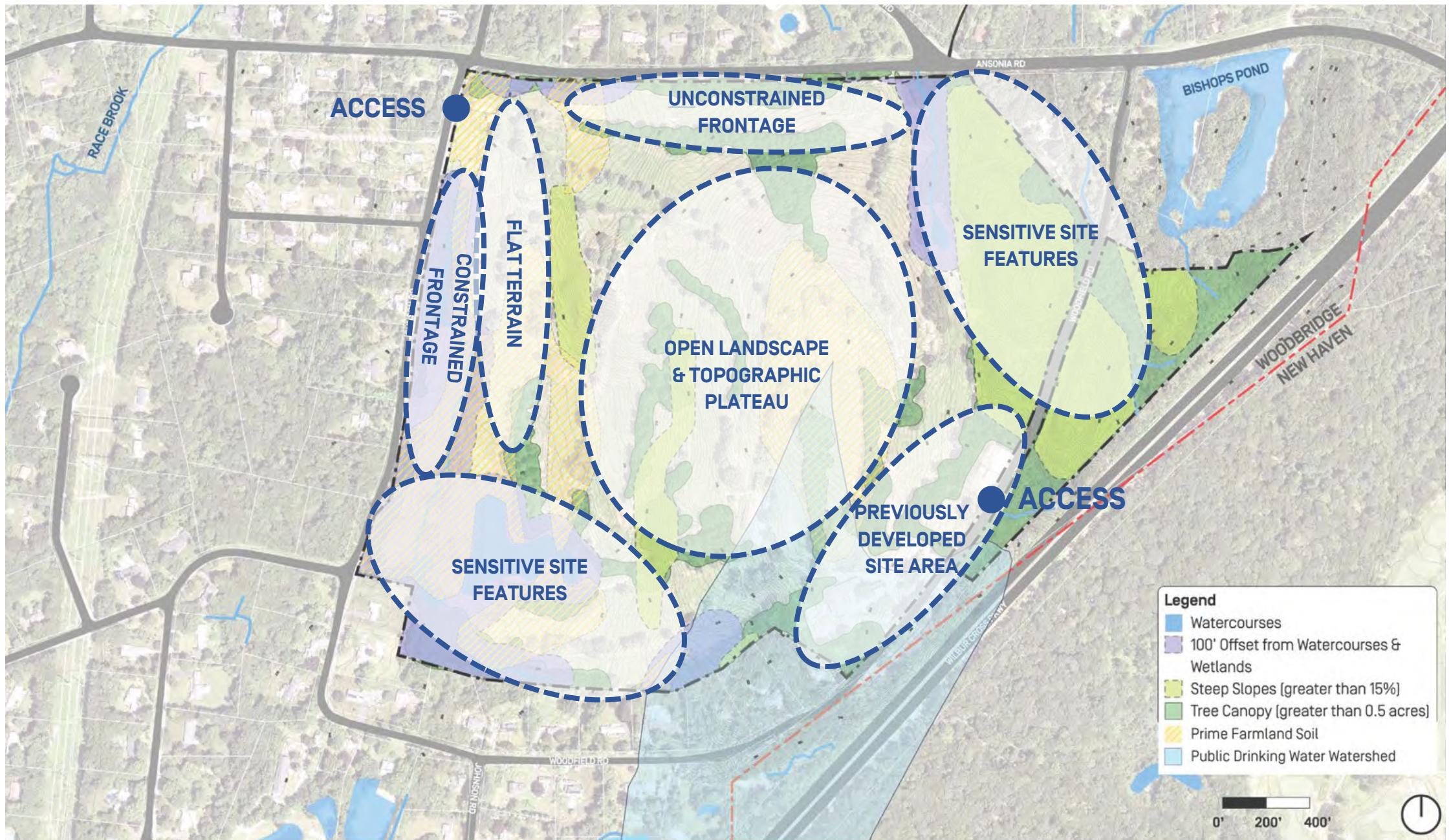
# MARKET POTENTIAL



	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



# GUIDING PRINCIPLES & ALTERNATIVE DEFINITIONS

# 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.

- 1. Pursue Sustainability at the Highest Level**
- 2. Ensure Thoughtful & Contextual Design**
- 3. Expand Recreational & Cultural Opportunities**
- 4. Support Community Needs & Well-Being**
- 5. Promote Economic & Fiscal Responsibility**

# 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

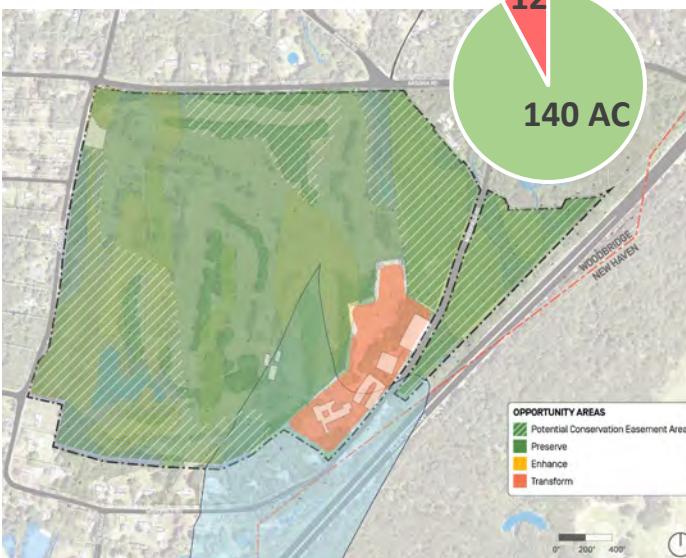
- Clustered building development with supporting public and private open spaces



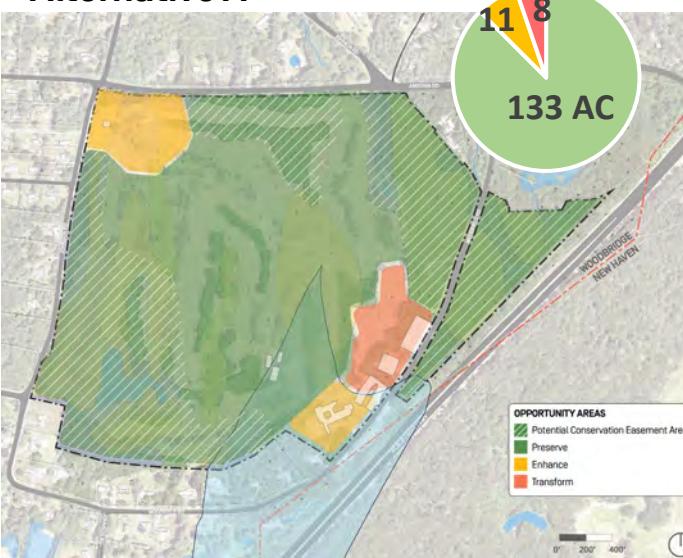
\*Not suggestive of a specific easement or legal status, though most envisioned uses would allow for such restrictions, if desired.

# PLAN ALTERNATIVES

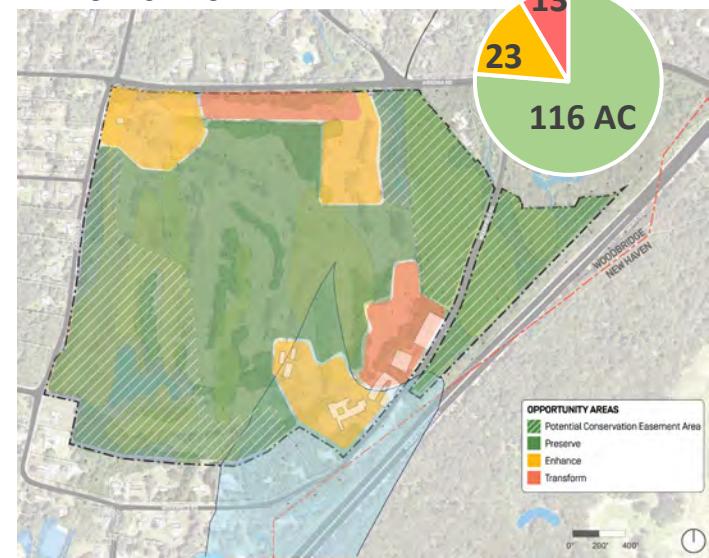
**Alternative A'**



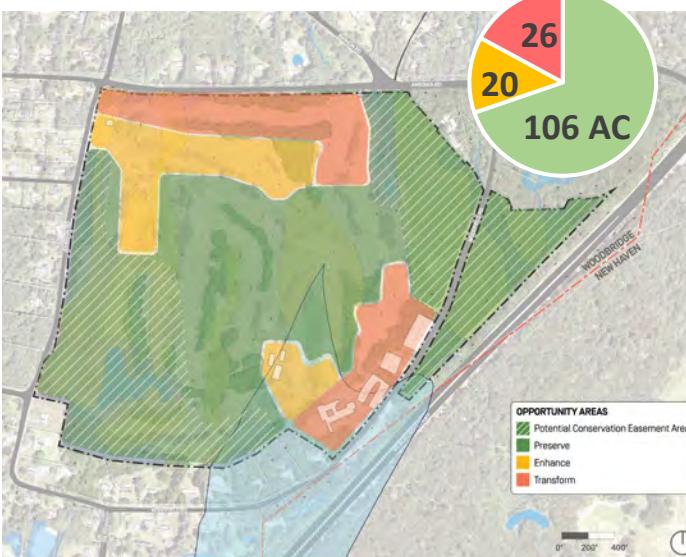
**Alternative A**



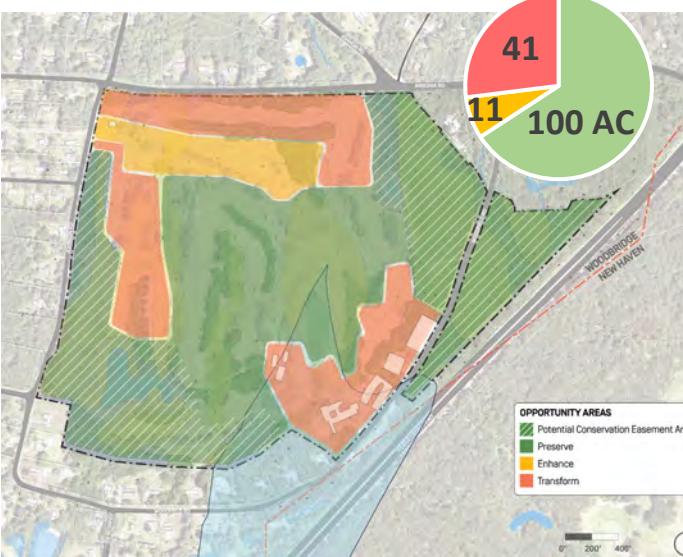
**Alternative B**



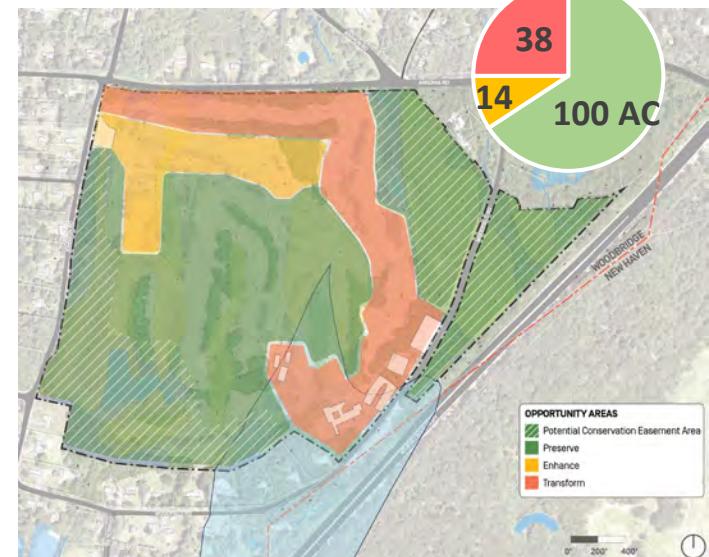
**Alternative C**



**Alternative D**



**Alternative D'**



# BOS & TAC FEEDBACK

# TAC FEEDBACK

## TAC feedback offered technical insights about:

### Open Space and Wildlife

- Provided reference information about the state's definition of "open space."
- Provided reference information about species that residents have reported inhabiting the site.
- Some TAC members recommended prioritizing open space over development.

### Soils and agricultural uses

- Provided the name of a recommended soils expert.
- Identified ideal physical attributes for agricultural areas.
- Proposed looking into an easement for open space and agricultural use of the land.
- Noted opportunities for shared benefits between conservation/sustainability and agriculture.

### Recreation

- Recommended prioritizing recreation, both indoor and outdoor, with potential uses including: indoor regulation ice rink; swimming pool; volleyball, basketball, tennis, and pickleball courts, with an emphasis on multi-use courts; an outdoor multi-use regulation football field that may also be used for soccer, lacrosse, and field hockey.

### Housing

- Provided guidance on PA 21-29, regarding housing opportunities, including multifamily for low- and moderate-income families, both for Woodbridge and the region.
- Provided feedback on Guiding Principles, recommending more explicit reference to housing.
- Some TAC members recommended prioritizing high-density opportunity housing "in accordance with state law and regional needs."
- The need for senior housing was identified.

### Human Services

- Recommended upgrades to path system for safety, comfort, and accessibility.
- Former Clubhouse area: Some TAC members recommended a combination of residential, recreational and commercial with uses consolidated in a single destination.
- NW corner: Recommended a multi-purpose field.
- Pond area: Recommended fishing, picnicking, nature studies, and engaging Town scout troops.
- Transportation and safe, accessible pathways were noted to be of importance to seniors.

# TAC FEEDBACK

## Commercial Development

- Some TAC members saw potential for a brewery or restaurant, close to other active uses to maximize foot traffic.

## General Considerations

- Vehicular site access and traffic impacts should be studied.
- Need for environmental remediation of former clubhouse area should be factored into planning.
- Conservation easement should be considered, potentially put to a vote.
- A comprehensive analysis must include a calculation of costs to be incurred by the Town to support whatever use is ultimately implemented. In addition to costs such as construction and maintenance, there will be impacts on the schools and social services.
- Sale [as opposed to lease] of some or all of the property may require subdivision of the property, particularly if home ownership is a desired component. A comprehensive Development Agreement would be the vehicle to protect whatever plans the Town makes.



## BOARD OF SELECTMEN FEEDBACK

**While feedback about preferred uses of the site was varied amongst the Selectmen, some points were consistent for most if not all:**

All of the Selectmen emphasized **preservation and/or conservation** as a key focus of the Plan – consistent with all alternatives presented for consideration.

All of the Selectmen were open to or in favor of development of either **boutique hotel or housing** along Woodfield Road in the previously developed area of and around the Clubhouse.

Nearly all of the Selectmen were in favor of considering development of **housing along Ansonia Road**, with several suggesting that **senior housing** would be appropriate in this location.

Nearly all of the Selectmen were interested in including some **active recreation opportunities** on the property.

**Cost/ Benefit Analysis** was identified as a key component of this process, necessary for Woodbridge residents to make informed decisions about future uses of the property.

Several of the Selectmen identified specific programs they would like to see explored:

Agriculture/ agro-tourism

Affordable housing

Senior housing

Trails

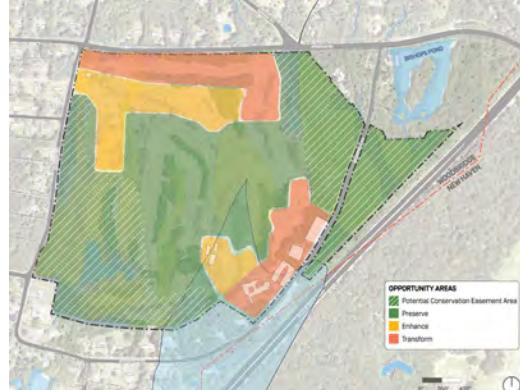
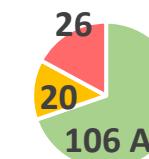
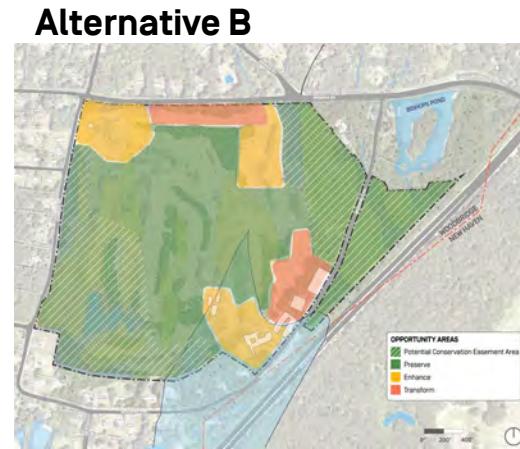
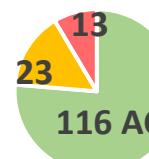
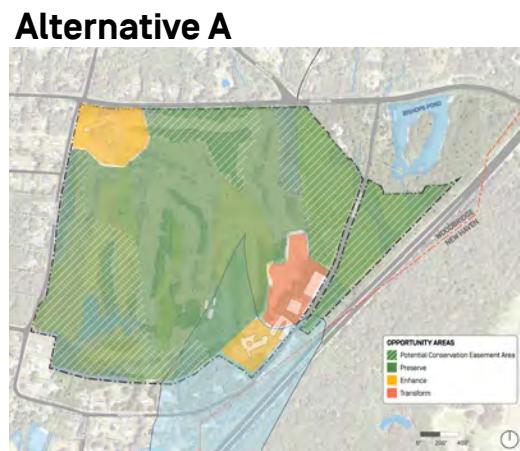
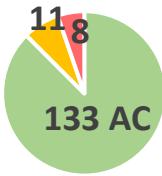
Boutique hotel

Restaurant / taproom

# BOARD OF SELECTMEN FEEDBACK

The breakdown of selected alternatives by the Board of Selectman is as follows:

- 1 Selectman chose Option A'
- 3 Selectmen chose Option A
- 4 Selectmen chose Option B
- 3 Selectmen chose Option C
- 1 Selectman chose Option D/D'



# SITE PLAN TEST FITS

# SITE PLAN TESTS

- **What they are:**
  - Explorations, not final decisions
  - Testing fit and program layout
  - Identifying land-use trade-offs
  - Starting point for future cost-benefit analysis
- **What they are not:**
  - Eliminating future choices or alternatives
  - Explicit about potential future costs / revenue
- **Looking forward:**
  - The Master Plan will take a “Bento Box” approach to defining preferred uses for various areas of the site, as well as appropriate and viable alternative uses.



# BASIS OF DESIGN

The site plan test fits are based on the following programmatic definitions and assumptions:

- Recreation Facilities (partial list)
  - Trails
    - Safe, accessible surface – potentially permeable
    - Limited paths to be widened for emergency / maintenance access
  - Multipurpose Field
    - Assumed to be grass, and recreational in nature, not for competitive play.
  - Community Pool
    - Anticipated to be built and operated by the Town as a similar replacement for the now-shuttered Town Pool.
  - Ice Rink
    - Site Plan tests show 2 rinks: an indoor hockey rink and an outdoor recreational rink, with the necessary support spaces.
    - Indoor rink convertible to roller rink in summer; outdoor rink convertible to splash pool. Facility is assumed to be built and operated by a private entity with a long-term lease.
  - Recreation Center and Associated Outdoor Facilities
    - Three scenarios: built and operated by a private entity with a long-term lease; town-built and privately operated; or town-built, owned, and operated.



# BASIS OF DESIGN

The site plan test fits are based on the following programmatic definitions and assumptions:

- **Housing**
  - **Senior Housing**
    - **Clustered with outdoor amenity space**
    - **1,800-2,000 SF per unit, with primary bedroom on first floor, two car garage**
    - **60-90 units minimum per phase**
  - **Multifamily [Market and/or Affordable]**
    - **Mix of studios, 1- and 2-bedroom units, 500-1,100 SF, 5,000-7,000 SF of amenity space.**
    - **40 – 90 units minimum per phase**
    - **Parking located under building**
    - **3-story of residential preferable**
- **Hospitality**
  - **Boutique, 40-key inn**
  - **Associated restaurant or brewery, spa, and event space**
  - **Outdoor gardens and gathering spaces**



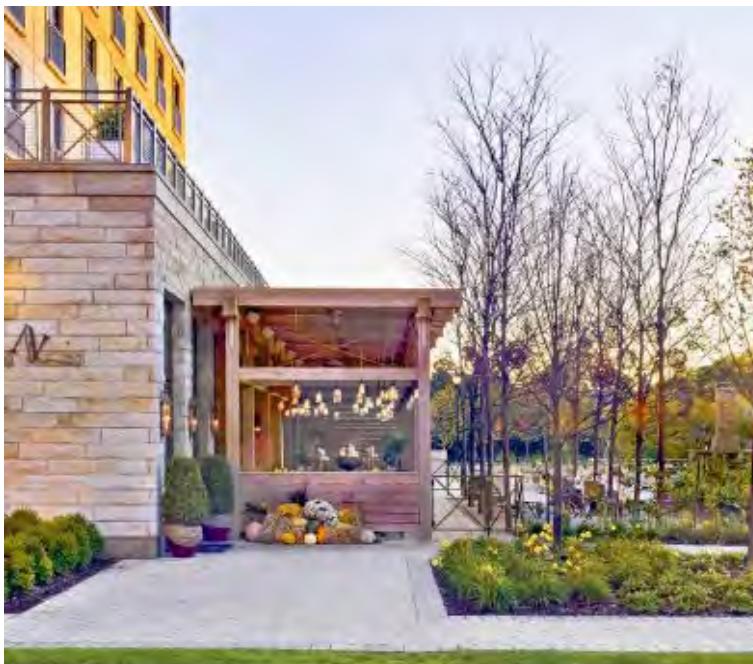
# CONTEXTUAL HOUSING DESIGN



TOWNHOMES AND MULTIFAMILY



# HOSPITALITY DESIGN



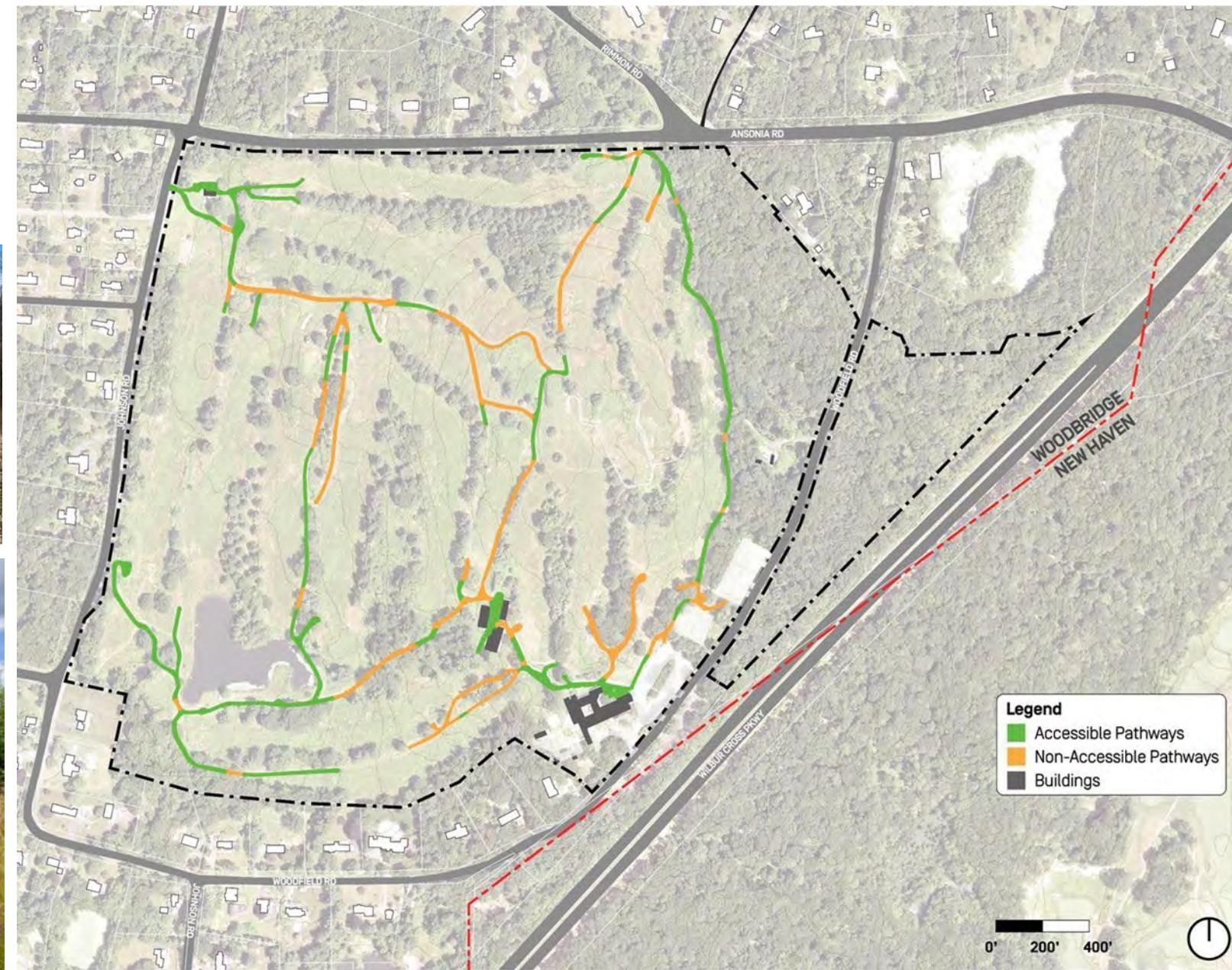
# RECREATION DESIGN



# RECREATION DESIGN

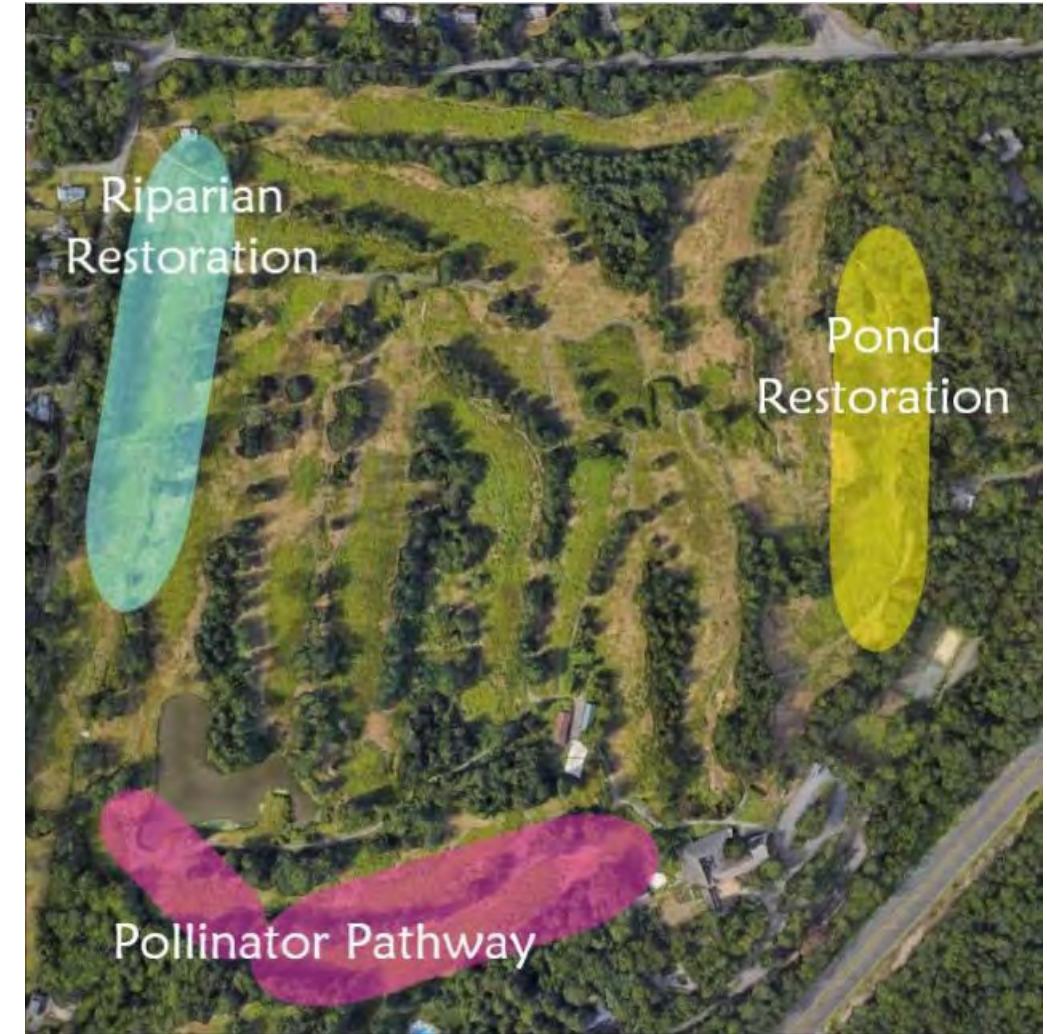
## Accessible Trail Network

- Multiple modes of passive recreation
- Pathway surface varies
- Trails in varying levels of disrepair



# RECREATION DESIGN

## Ecological Restoration Projects



**Southwest Conservation District Concepts**

# RECREATION DESIGN

## Pollinator Pathways



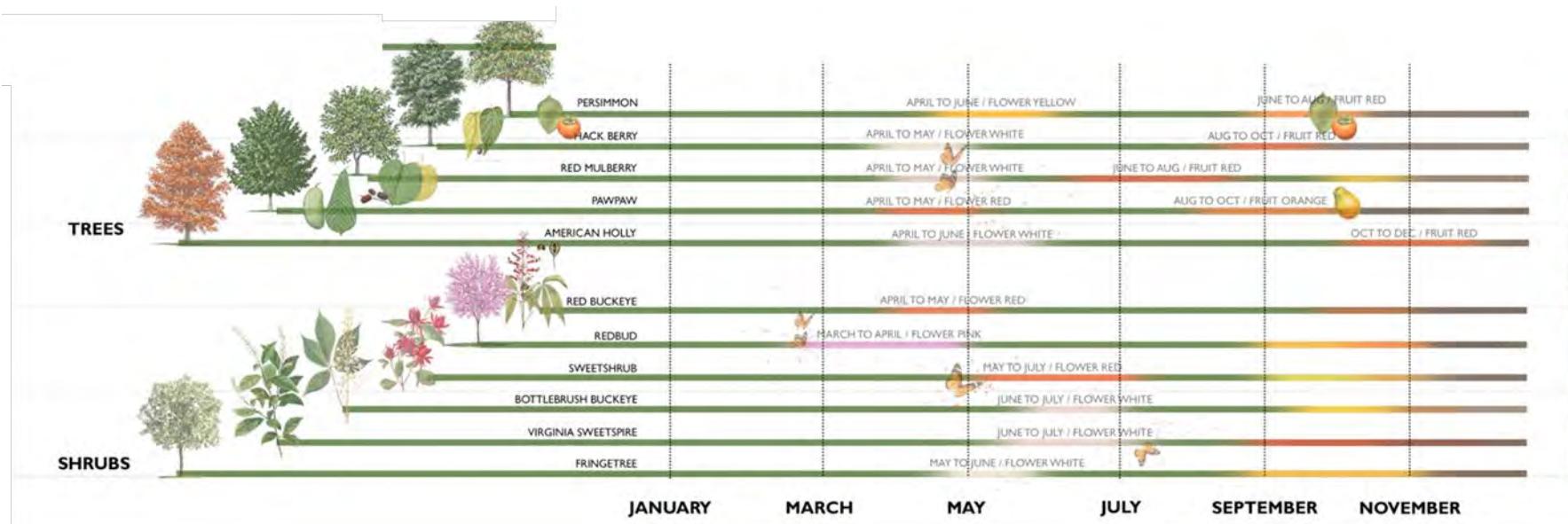
Spring 2021



Fall 2021



Fall 2022



# EXISTING CONDITIONS

## WOODFIELD ROAD

- Shuttered Clubhouse
- Abandoned tennis courts
- Abandoned pool
- Concrete pads of former buildings
- Parking lot

## JOHNSON ROAD

- New parking lot

## THROUGHOUT

- Cart paths as trail system, in varying levels of disrepair
- Landscape returning to natural state
- Invasive species in need of culling
- Wildlife habitat
- Leftover structure, netting at driving range



WOODBRIDGE CCW MASTER PLAN  
EXISTING CONDITIONS

0' 200' 400'



# ALTERNATIVE A

## DRAFT

### WOODFIELD ROAD

- 10 triplex units:  
30 units of housing
- Town Pool
- Pool Pavilion: changing rooms and restrooms
- Tennis courts
- Basketball courts
- Pickleball courts

### ANSONIA ROAD

- Multipurpose playing field



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

**WOODBRIDGE CCW MASTER PLAN**  
ALTERNATIVES TEST FITS

0' 200' 400'



# ALTERNATIVE B1

## DRAFT

### WOODFIELD ROAD

- 10 triplex units:  
30 units of housing
- 2-story multifamily building:  
50 units of housing
- Town Pool
- Pool Pavilion: changing rooms and restrooms
- Tennis courts
- Basketball courts
- Pickleball courts

### ANSONIA ROAD

- Multipurpose playing field
- 10 triplex/ quadplex senior housing units:  
31 units of senior housing



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

**WOODBRIDGE CCW MASTER PLAN**  
ALTERNATIVES TEST FITS

0' 200' 400'



## ALTERNATIVE B2

## DRAFT

### WOODFIELD ROAD

- 40-key boutique inn
- Destination restaurant or brewery
- Event space, Spa
- Town Pool
- Pool Pavilion: changing rooms and restrooms
- Tennis courts
- Basketball courts
- Pickleball courts
- Orchard

### ANSONIA ROAD

- Multipurpose playing field
- 10 triplex/ quadplex senior housing units:  
31 units of senior housing



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

**WOODBRIDGE CCW MASTER PLAN**  
ALTERNATIVES TEST FITS

0' 200' 400'



**WOODFIELD ROAD**

- 18 duplex + 18 triplex housing units:  
72 units of housing
- 2-story multifamily building:  
50 units of housing

**ANSONIA ROAD**

- Town Pool
- Pool Pavilion: changing rooms and restrooms
- Tennis courts
- Basketball courts
- Pickleball courts
- Multipurpose playing field
- Recreation Center with indoor gym, locker rooms
- 19 triplex/ quadplex senior housing units:  
65 units of senior housing



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

**WOODFIELD ROAD**

- 18 duplex + 18 triplex housing units:  
72 units of housing
- 2-story multifamily building:  
50 units of housing

**ANSONIA ROAD**

- Town Pool
- Pool Pavilion: changing rooms and restrooms
- Tennis courts
- Basketball courts
- Pickleball courts
- Multipurpose playing field
- Recreation Center with indoor gym, locker rooms
- 21 triplex/ quadplex senior housing units:  
70 units of senior housing



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

**WOODBRIDGE CCW MASTER PLAN**  
ALTERNATIVES TEST FITS

0' 200' 400'



## WOODFIELD ROAD

- 21 duplex + 5 triplex housing units:  
57 units of housing
- 2-story multifamily building:  
50 units of housing

## CONNECTOR

- 12 triplex housing units:  
36 units of housing

## ANSONIA ROAD

- Indoor & Indoor Ice Rinks
- Support Building
- Cafe
- 27 triplex/ quadplex senior housing units:  
91 units of senior housing



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

**WOODBRIDGE CCW MASTER PLAN**  
ALTERNATIVES TEST FITS

0' 200' 400'



### WOODFIELD ROAD

- 5 triplex housing units:  
15 units of housing
- 2-story multifamily building:  
50 units of housing
- 40-key boutique inn
- Destination restaurant or brewery
- Event space, Spa

### CONNECTOR

- 12 triplex housing units:  
36 units of housing

### ANSONIA ROAD

- Indoor & Indoor Ice Rinks
- Support Building
- Cafe
- 27 triplex/ quadplex senior housing units:  
91 units of senior housing



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

**WOODFIELD ROAD**

- 2 duplex + 8 triplex housing units:  
28 units of housing
- 2-story multifamily building:  
50 units of housing
- 40-key boutique inn
- Destination restaurant or brewery
- Event space, Spa

**ANSONIA ROAD**

- Town Pool
- Tennis courts
- Basketball courts
- Pickleball courts
- Multipurpose playing field
- Recreation Center with indoor gym, locker rooms
- 19 triplex/ quadplex senior housing units:  
65 units of senior housing



Uses are based on community feedback and market analysis. Cost-benefit analysis is currently in progress.

# COMPILED ALTERNATIVES



# NEXT STEPS

## NEXT STEPS

### **Requested TAC Feedback on Today's Presentation**

- Provide directly to Karen Crosby by April 1<sup>st</sup>

### **UPCOMING MEETINGS**

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#### **Community Open House #2 – April 2<sup>nd</sup>**

- Analysis and Engagement Takeaways
- Guiding Principles
- Site Plan Tests
- Cost-Benefit Trade-offs
  - Description of development and operations / maintenance considerations

#### **Board of Selectmen #5 – April 9<sup>th</sup>**

- Analysis and Engagement Takeaways (including Community Open House #2 feedback)
- Guiding Principles
- Site Plan Tests
- Cost-Benefit Analysis
  - Order-of-magnitude cost and revenue analysis for each site plan