



Community Collaboration Woodbridge

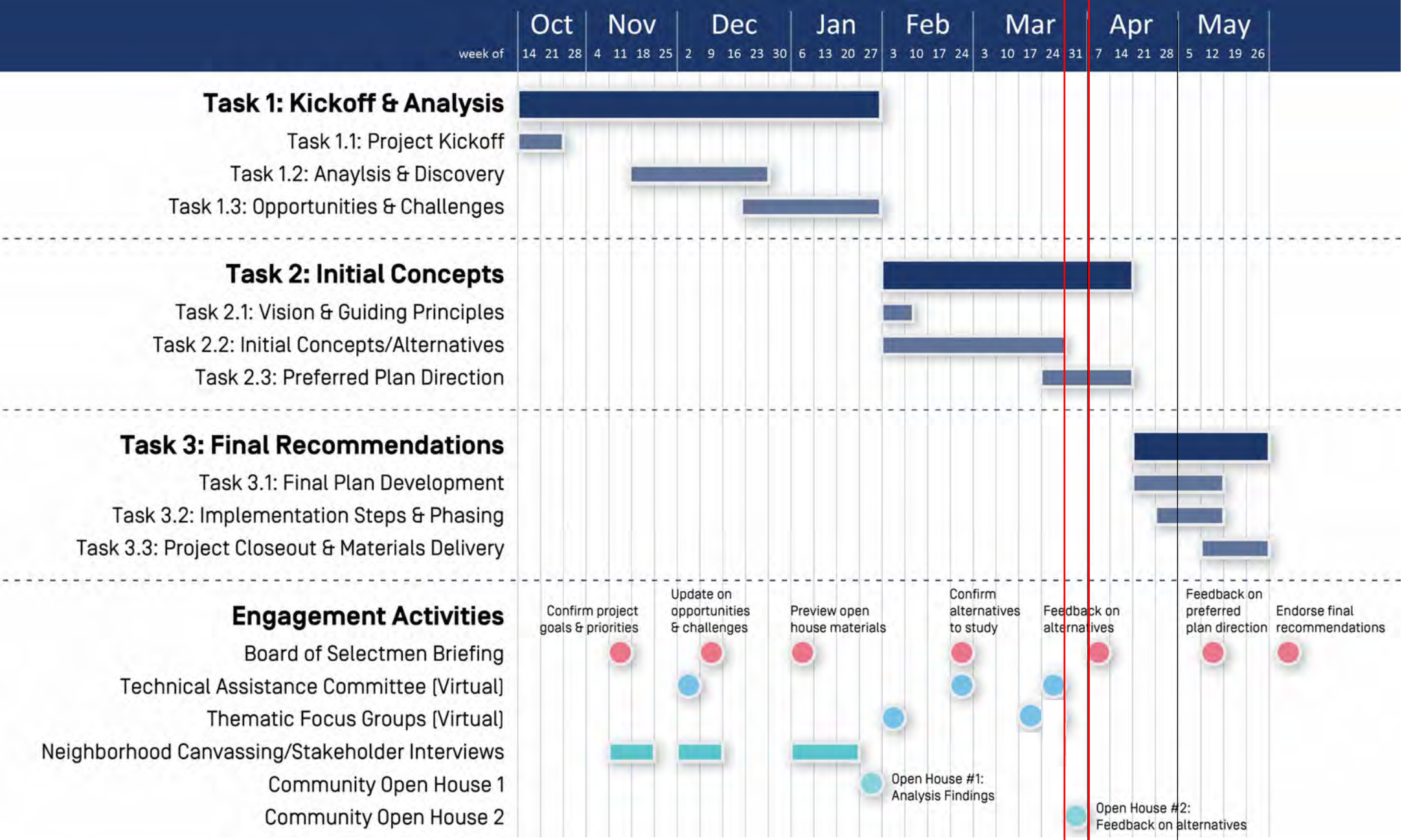
The Former Country Club
of Woodbridge Master Plan

Community Open House #2

FEEDBACK FOR TODAY

- 1. Review process and progress to date**
- 2. Provide 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

* Number of CCW-related town emails opened by recipients
**Direct meeting / open house attendance, survey responses, stakeholder interviews

Current Outreach

Upcoming

10,561

TOWN EMAIL INTERACTIONS*

--

1000+

POINTS OF ENGAGEMENT**

--

4

SELECTMEN MEETINGS

3

3

TAC MEETINGS

0

88

STAKEHOLDER INTERVIEWS

TBD

32

NEIGHBOR INTERVIEWS

TBD

2

COMMUNITY OPEN HOUSES

0

705

SURVEY RESPONSES

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ANALYSIS & ENGAGEMENT TAKEAWAYS

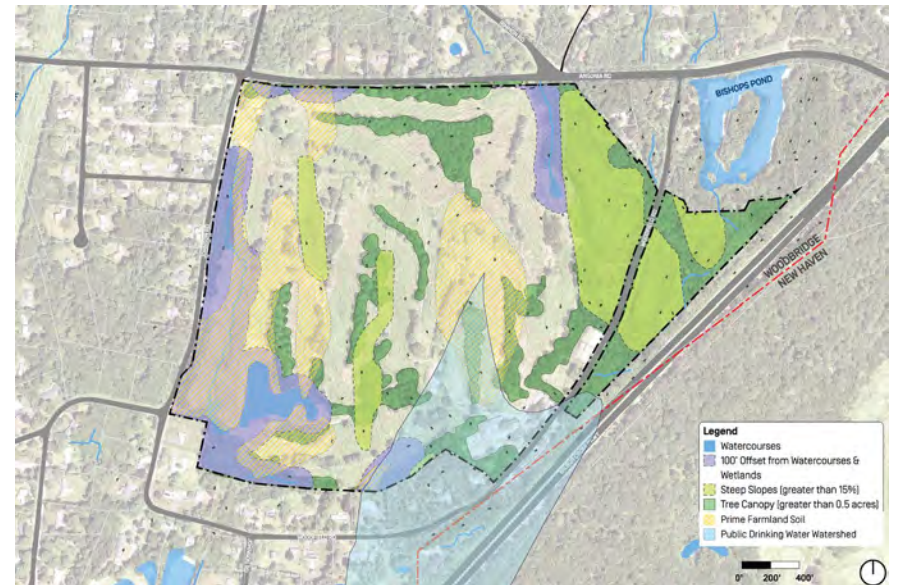
INITIAL PLANNING FEEDBACK

- **CCW feedback:**

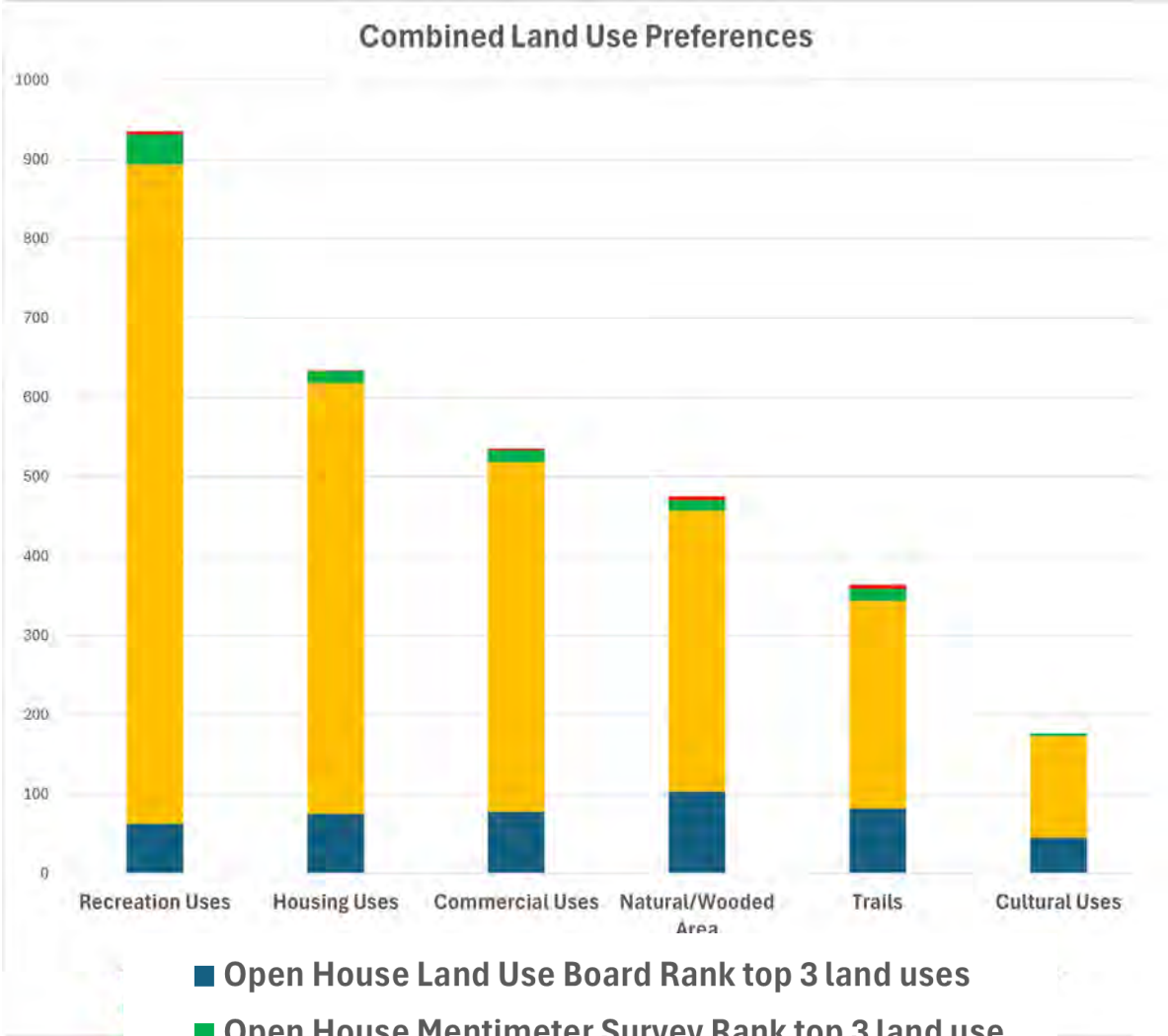
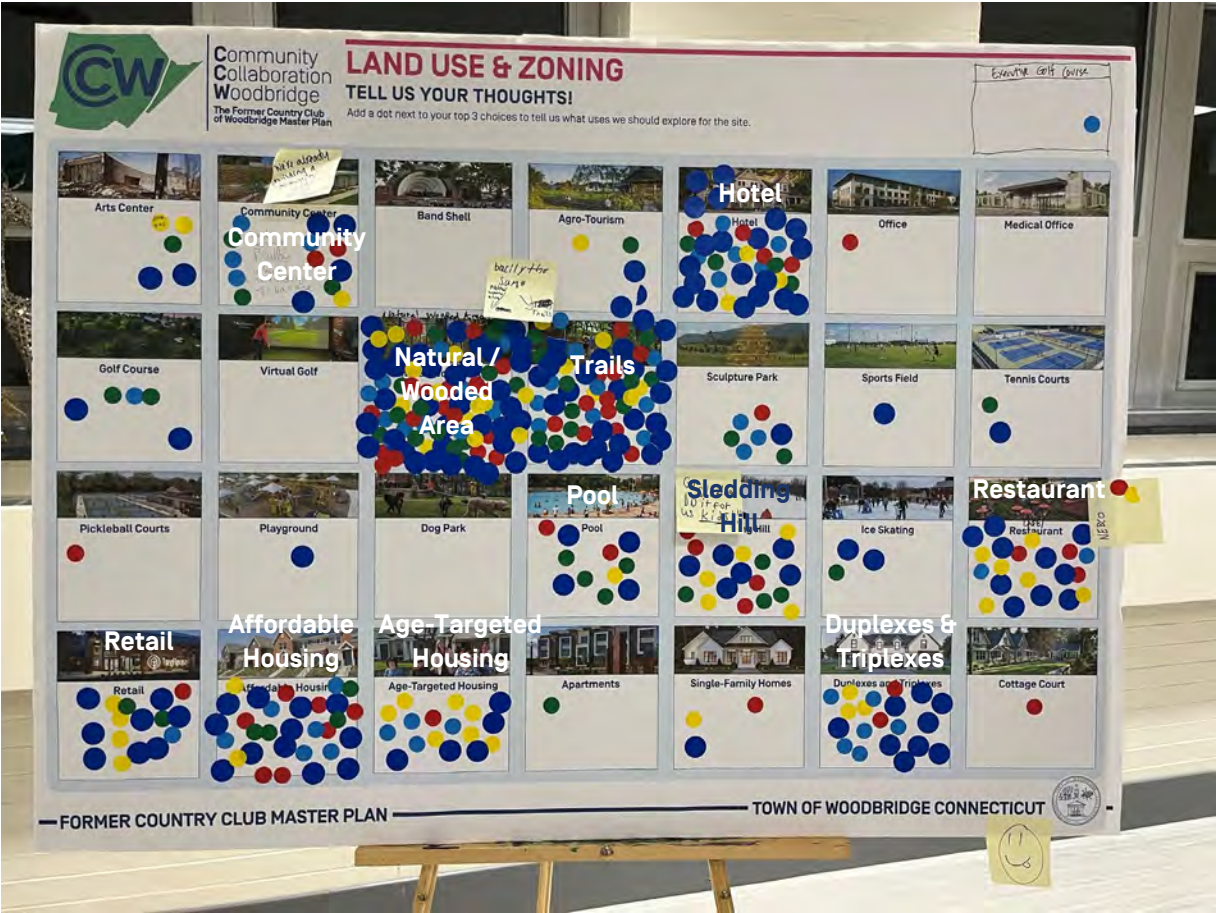
- Widespread desire for a **responsible balance of uses**, with most of the site to remain in **green space**, with a mix of **passive and active recreation uses**.
- **Strong support for limited development** to meet community needs and offset costs of maintaining the site.
- **Broad interest in exploring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

- **Planning Context:**

- Recent demographics suggest the Town will continue to see a rise in **younger, larger families**, while maintaining a relatively consistent overall population.
- Roughly **18% of the site has wetland/water-related regulatory constraints**, while an additional **50% of the site has non-regulated sensitive landscape features**. Together regulated and non-regulated total approximately **100 acres**.
- **Ansonia Road and Woodfield Road frontages** remain largely unencumbered by sensitive landscapes.
- 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



- 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

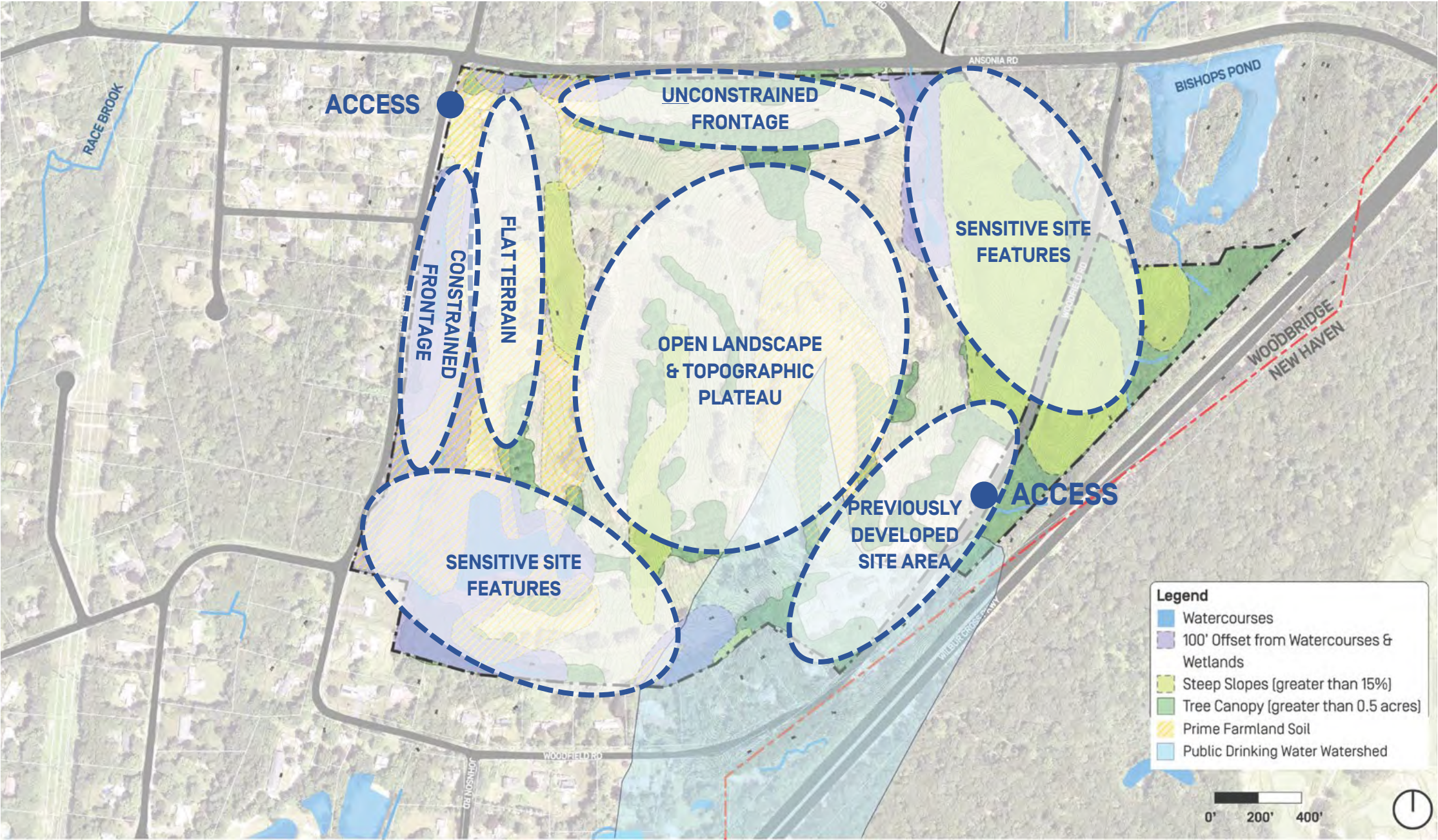
MARKET POTENTIAL



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

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



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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. Support Community Needs & Well-Being

4. Promote Economic & Fiscal Responsibility

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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

- a. Prioritize environmental stewardship by enhancing the site's most valuable natural areas and sensitive landscapes.
- b. Identify opportunities for sustainable and resilient land management practices to support long-term ecological health and climate mitigation benefits.
- c. Preserve 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 character and charm of Woodbridge.
- b. Reflect Woodbridge's rich agricultural heritage.
- c. Ensure future site uses align with town and state's planning goals.

3. Support Community Needs & Well-Being

- a. Create an environmentally responsible and economically viable balance of green space, recreation, and controlled development (i.e., housing, hospitality, retail) that serve a broad range community needs,
- b. Expand recreational and cultural opportunities through a diversity of multi-use and multi-generational passive and active recreation opportunities and community-serving uses.
- c. Provide diverse, multi-use and multi-generational recreational options that complement local and regional offerings.
- d. Prioritize public access throughout the site and to offsite destinations.

4. Promote Economic & Fiscal Responsibility

- a. Develop a phased 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

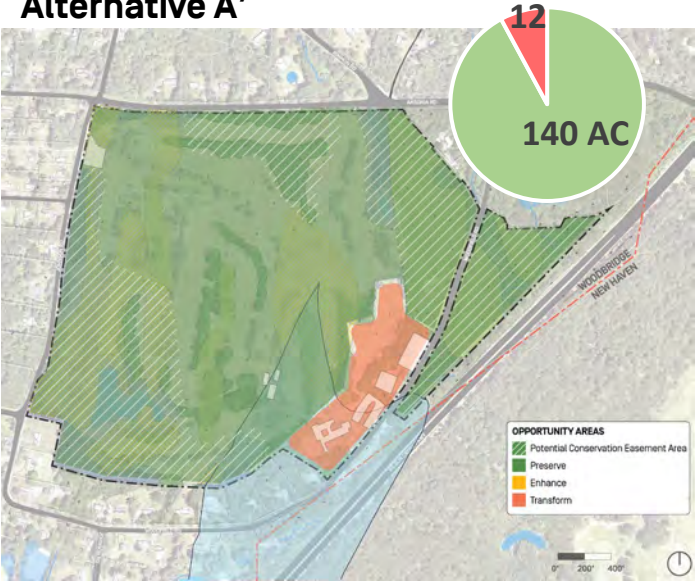
- Clustered building development with supporting public and private open spaces



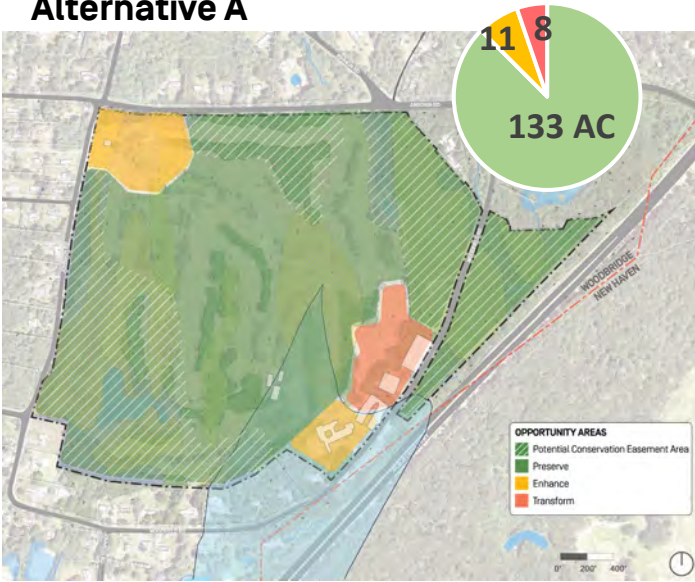
*Not suggestive of a specific easement or legal status, though most envisioned uses would allow for such restrictions, if desired.

PLAN ALTERNATIVES

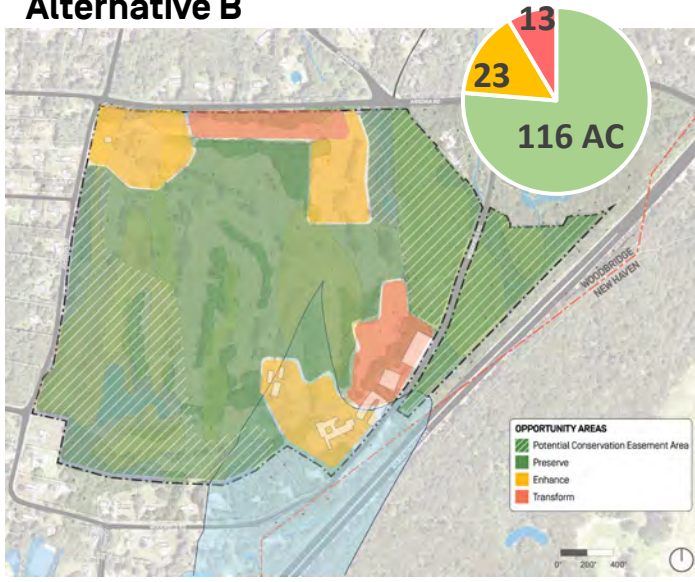
Alternative A'



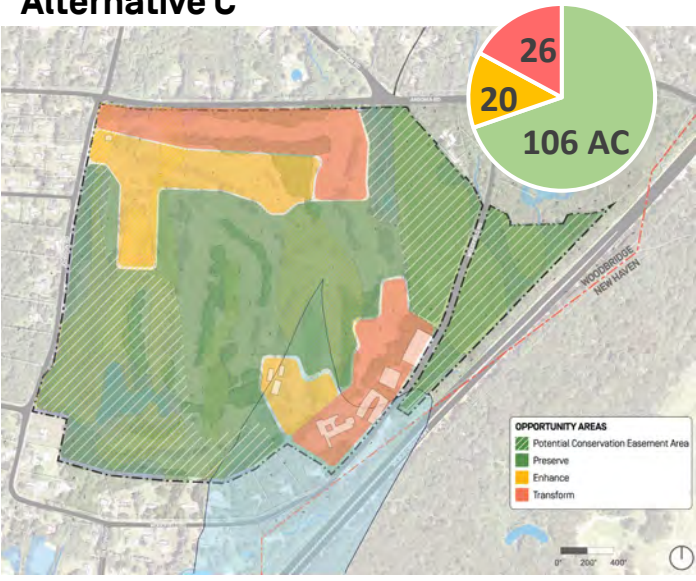
Alternative A



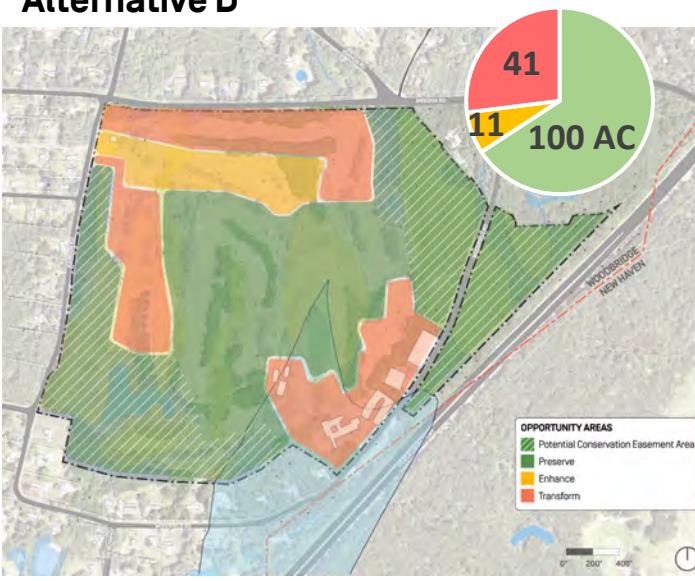
Alternative B



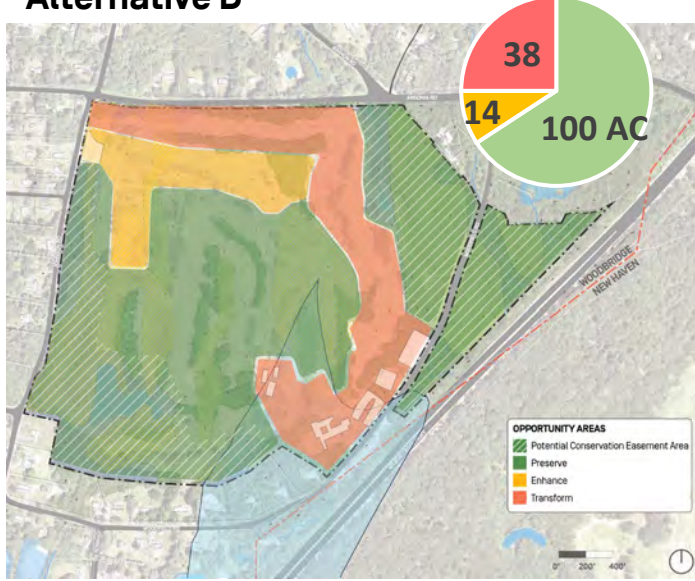
Alternative C



Alternative D



Alternative D'





BOS & TAC FEEDBACK

TAC FEEDBACK

TAC feedback offered technical insights about:

Green 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.

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.
- 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, deed restrictions, or other similar legal arrangements would be the vehicle to implement 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

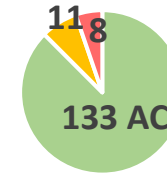
Boutique hotel

Restaurant / taproom

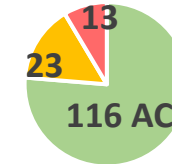
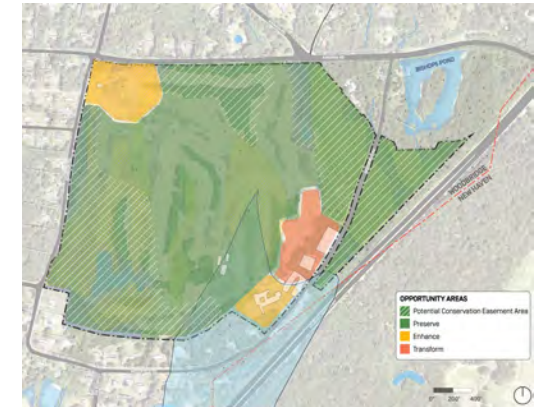
BOARD OF SELECTMEN FEEDBACK

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

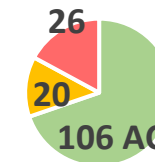
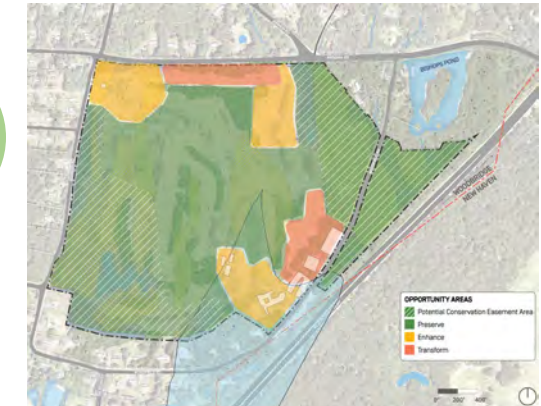
- 1 Selectman chose Option A'
- 3 Selectmen chose Option A
- 4 Selectmen chose Option B
- 3 Selectmen chose Option C
- 1 Selectman chose Option D/D'



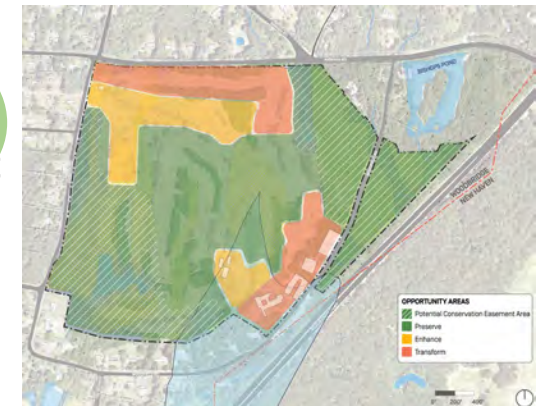
Alternative A



Alternative B



Alternative C





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.**
 - **Community Pool**
 - **Anticipated to be built and operated by the Town as a similar replacement for the now-shuttered Town Pool. Testing will include indoor and outdoor.**
 - **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 [including two-car garage], with primary bedroom on first floor
 - Typically 30-90 units per phase
 - Recent projects in Town are 2-6 dwelling units per acre
 - **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.
 - Typically 40 – 90 units per phase
 - 2-3-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



TOWNHOMES

TOWNHOMES AND MULTIFAMILY



TRIPLEX UNITS



SENIOR APARTMENTS



TRIPLEX UNITS

HOSPITALITY DESIGN



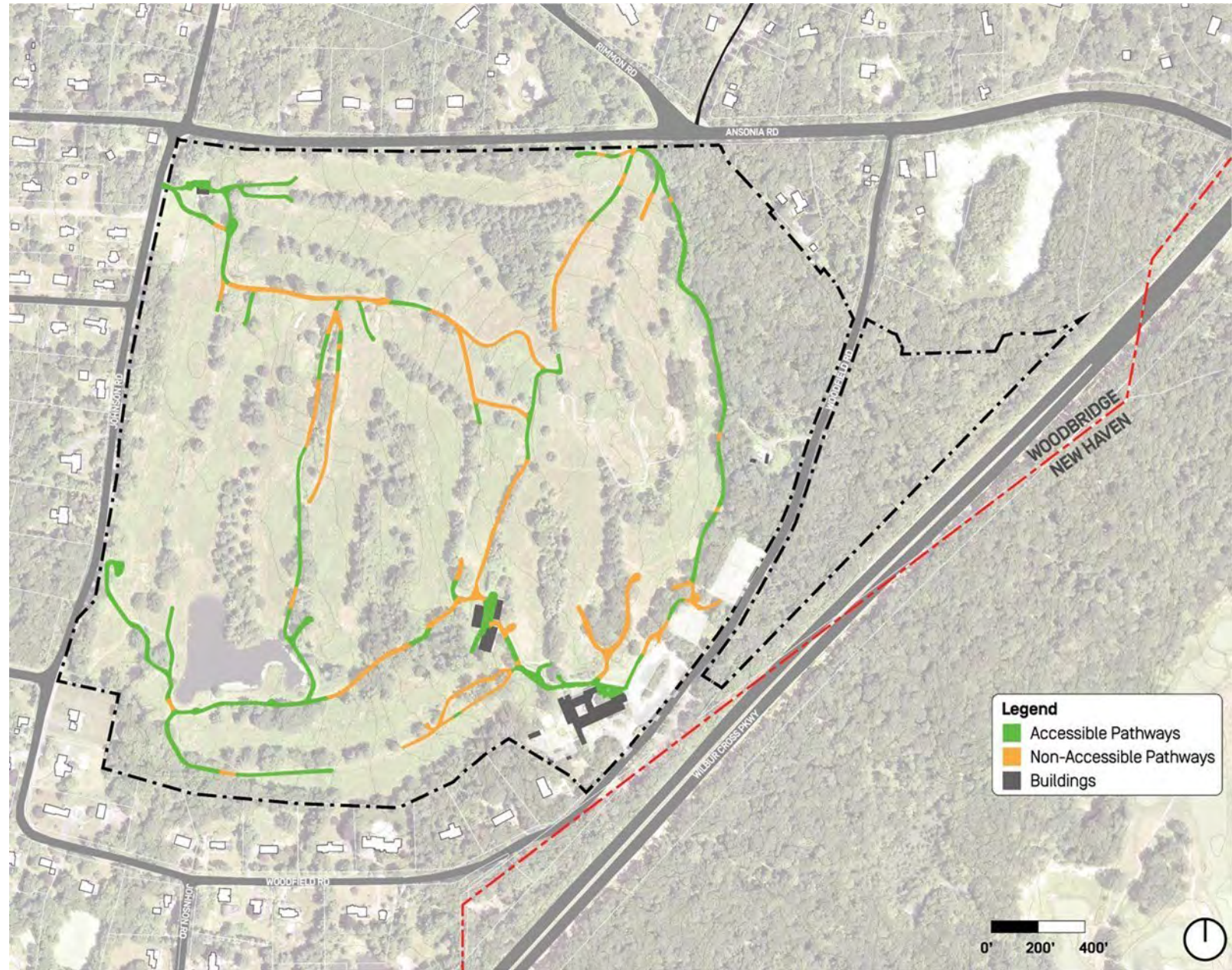
RECREATION DESIGN



RECREATION DESIGN

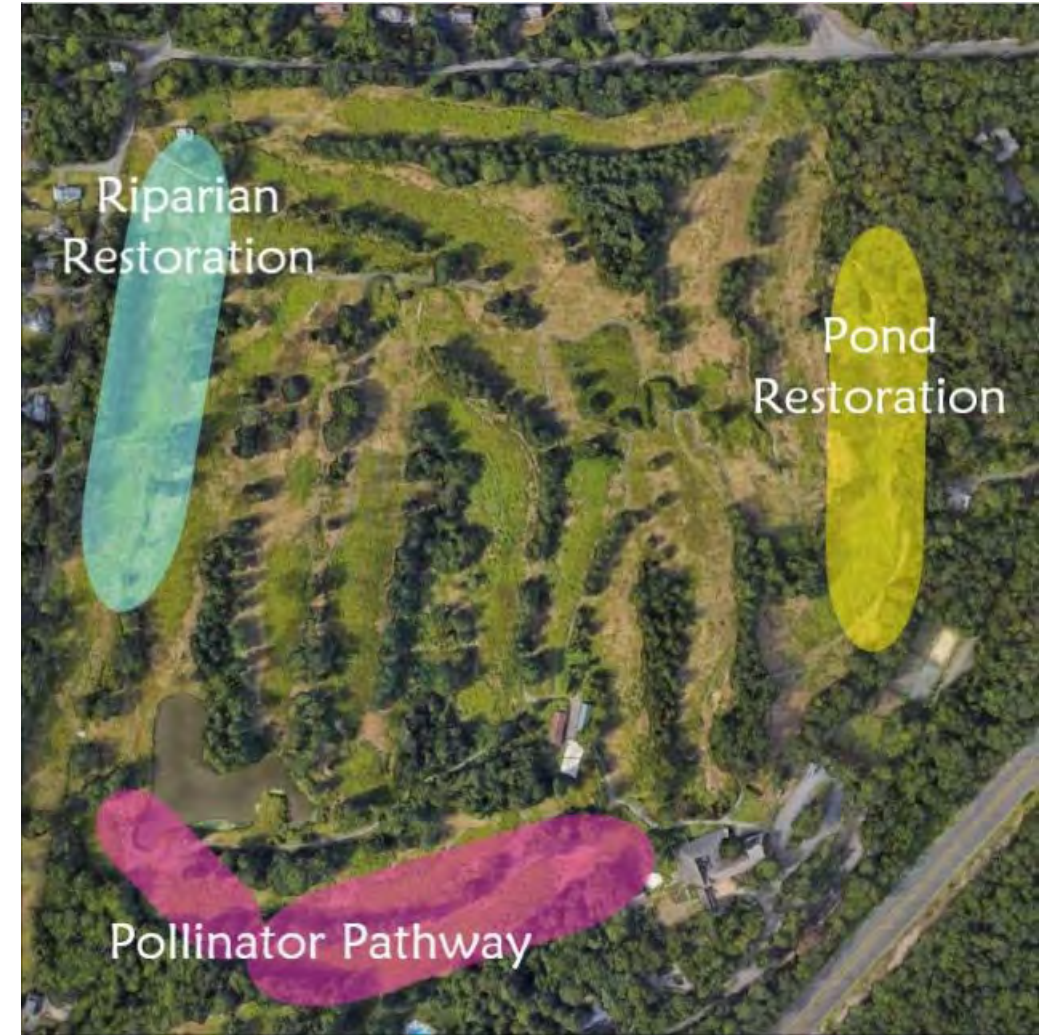
Accessible Trail Network

- 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



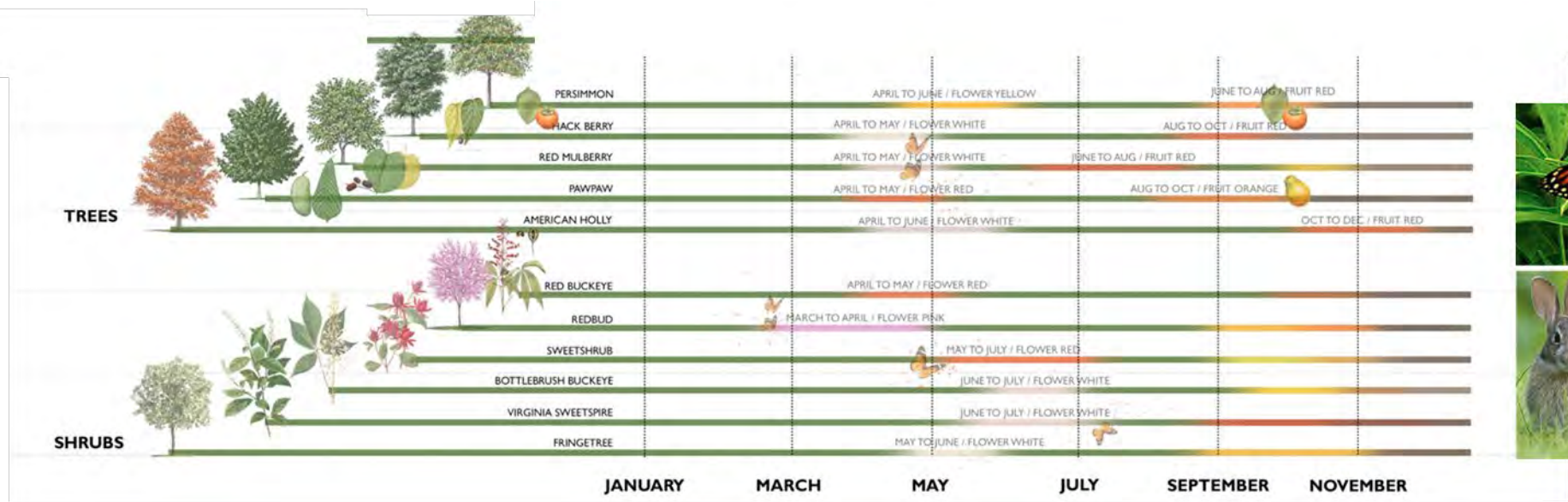
Spring 2021



Fall 2021



Fall 2022



Cost-Benefit Considerations

Public vs. Private Contribution

The Town may provide incentives, such as green space restoration and enhancement, infrastructure investments, site remediation, or tax incentives, to improve the site and/or attract private development. The plan will balance public investment and potential revenue in appropriate measure to meet goals and expectations.

Upfront Investment vs. Long-Term Gains

Site improvements (enhanced green space, access, and utilities) require an initial public or private investment. While this cost is immediate, the gains—through environmental benefits, community benefits, and potential revenue —accrue over time.

Fixed vs. Variable Costs

Some costs, like green space improvements or construction, are one-time expenses (fixed costs). Others, like maintenance or Town services, are ongoing (variable costs) and should be balanced against recurring revenue streams.

Relative Costs / Revenues of Potential Uses

Ecological Enhancement Areas	\$	Orchard / Agriculture	\$
Trails	\$	Recreational Multipurpose Athletic Field	\$
Woods and Meadows	\$	Restaurant/ Cafe	\$
Lawn Areas	\$	Boutique Inn	\$\$
Fishing	\$	Ice Rink (Indoor, for Hockey)	\$\$
Community arts space (Outdoor)	\$	Housing	\$\$\$
Basketball, Tennis, and Pickleball Courts	\$	Senior Housing	\$\$\$
Nature Center	\$\$		
Community arts space (Indoor)	\$\$		
Ice Rink (Outdoor, for Recreation)	\$\$		
Town Pool (Outdoor)	\$\$		
Indoor Recreation Center	\$\$\$		
Town Pool (Indoor)	\$\$\$		

Next Steps

Order-of-magnitude cost-benefit profiles of several site plan tests will be presented for discussion with the Board of Selectman on April 9th.

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
- Environmental clean-up sites



WOODBRIDGE CCW MASTER PLAN

EXISTING CONDITIONS

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ALTERNATIVE A

Includes 8 acres of development; 8 acres of active recreation space; 136 acres of natural green space

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.

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

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ALTERNATIVE B1

Includes 20 acres of development; 8 acres of active recreation space; 124 acres of natural green space

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
- 9 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.

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

ALTERNATIVE B2

Includes 17 acres of development; 9 acres of active recreation space; 126 acres of natural green space

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
- 9 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.

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

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ALTERNATIVE C1.a

Includes 31 acres of development; 11 acres of active recreation space; 110 acres of natural green space

WOODFIELD ROAD

- 18 duplex + 12 triplex housing units:
72 units of housing
- 2-story multifamily building:
50 units of housing

ANSONIA ROAD

- Town Pool
- Tennis courts
- Basketball court
- 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.

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

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ALTERNATIVE C1.b

Includes 31 acres of development; 11 acres of active recreation space; 110 acres of natural green space

WOODFIELD ROAD

- 18 duplex + 12 triplex housing units:
72 units of housing
- 2-story multifamily building:
50 units of housing

ANSONIA ROAD

- Town Pool
- 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.

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

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ALTERNATIVE C2

Includes 46 acres of development; 6 acres of active recreation space; 100 acres of natural green space

WOODFIELD ROAD

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

EASTERN CONNECTION

- 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.

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

0' 200' 400'



ALTERNATIVE C3

Includes 45 acres of development; 6 acres of active recreation space; 101 acres of natural green space

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

EASTERN CONNECTION

- 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.

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

0' 200' 400'



ALTERNATIVE C4

Includes 30 acres of development; 8 acres of active recreation space; 114 acres of natural green space

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
- Recreation Center with indoor gym, locker rooms
- 20 triplex/ quadplex senior housing units:
 - 68 units of senior housing



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

WOODBIDGE CCW MASTER PLAN
ALTERNATIVES TEST FITS

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COMPILED ALTERNATIVES



Live Mentimeter Survey

Scan QR code to the right, or go to menti.com and enter code “5124 6040” to join

Paper surveys are also available



A large, faint, light blue watermark of the CW logo is centered in the background of the slide. The logo consists of a stylized 'C' with concentric circles inside, followed by the letters 'W' and 'N' in a bold, sans-serif font.

NEXT STEPS

BREAKOUT DISCUSSIONS

Landscape and Green Space

Active Recreation

Site Infrastructure and Transportation

Housing and Development



Live Mentimeter Survey

**Scan QR code above, or go to [menti.com](https://www.menti.com)
and enter code “5124 6040” to join**

Paper surveys are also available

NEXT STEPS

Board of Selectmen #5 – April 9th

- Analysis and Engagement Takeaways
[including TAC & Community Open House
#2 feedback]
- Guiding Principles
- Site Plan Tests
- Cost-Benefit Analysis
 - Order-of-magnitude cost and revenue
analysis for various site plans

**Feedback from the public is always welcomed
and encouraged.**

**Please send all feedback
to kcrosby@woodbridgect.org**