

PLAN OF CONSERVATION AND DEVELOPMENT



Credit: COGCNV

PUBLIC FORUM #3

ECONOMIC DEVELOPMENT

MARCH 4, 2009

AGENDA

7:30 Welcome and Introductions, Purpose of the Meeting

7:35 Background Information

Economic Data

Grand List Components

Survey Results

Zoning for Economic Development

1999 POCD Goals and Recommendations

Regional Economic Development Recommendations, 2008

7:50 Discussion

8:50 Wrap-Up

Unemployment Data

	Woodbury	Connecticut
Dec. 2008	5.1	7.1
2007	3.3	4.8
2006	3.9	4.3
2005	3.8	4.6
2004	3.5	4.7

Source: Connecticut Dept. of Labor

- ◆ Woodbury's unemployment rate is consistently better than the state.

Educational Attainment of Persons 25 Years Old and Over, 2000

	Less Than 9 th Grade	High School		College		
		No Diploma	Graduate	Some College	Associates Degree	Bachelors or Higher
Woodbury	1.4%	8.5%	22.2%	18.8%	7.4%	41.8%
Connecticut	5.8%	10.2%	10.2%	17.5%	6.6%	31.4%

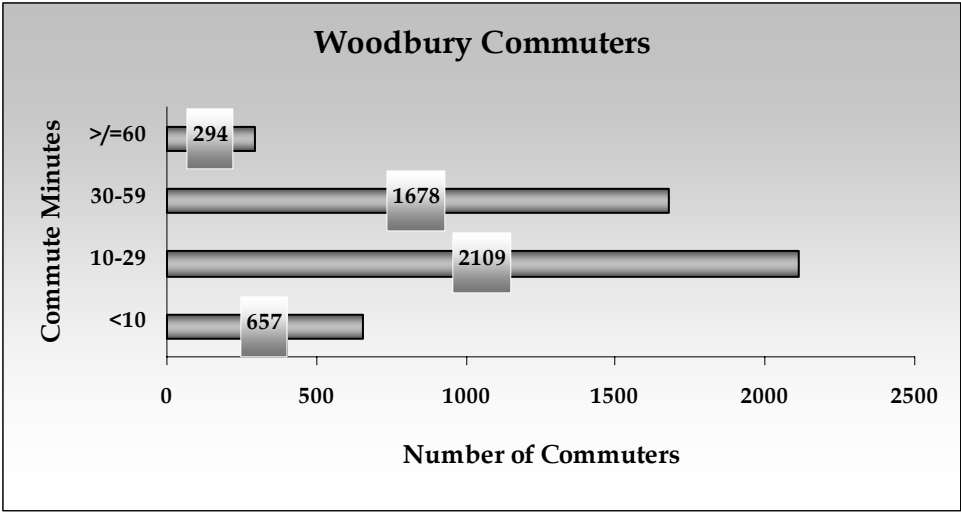
Source: U.S. Census

- ◆ Woodbury has a very high percentage of its population with degrees of higher education and outperforms the state as a whole by a wide margin.

**Table II-C. Average Annual Wages by Industry
Waterbury Labor Market Area*; 2002**

Industry	Average Annual Wage	Average Weekly Wage
Goods-Producing	\$44,451	\$855
Service-Producing	\$37,181	\$715
Agriculture, Forestry & Fishing	\$17,575	\$338
Construction	\$43,237	\$831
Manufacturing	\$44,632	\$858
Transportation & Warehousing	\$29,410	\$566
Wholesale Trade	\$50,378	\$969
Retail Trade	\$23,183	\$446
Finance & Insurance	\$55,437	\$1,066
Real Estate, Renting & Leasing	\$38,405	\$739
Government	\$44,510	\$856
Total	\$38,712	\$744
*Does not include Cheshire (New Haven LMA) Beacon Falls, or Oxford (Bridgeport LMA)		

Source: Economic Profile, Central Naugatuck Valley Region, 2005, Conn. Dept. of Labor, Office of Research. Average Annual Wages by Industry, Waterbury Labor Market Area.



Commuting Patterns

Top 10 Locations to and from Woodbury

Commuting into Woodbury From:		Commuting from Woodbury to:	
Woodbury	1,193	Woodbury	1,193
Southbury	203	Southbury	575
Waterbury	179	Waterbury	518
Watertown	156	Danbury	406
Bethlehem	101	Watertown	154
Naugatuck	92	Ridgefield	138
Middlebury	87	Torrington	122
Torrington	79	Newtown	102
Oxford	63	New Milford	96
Danbury	47	Washington	94

Woodbury Covered Employment¹ & Wages by Industry, 2007

NAICS Code	Industry	Units	Annual Average Employment	Annual Average Wage
	Total - All Industries	358	2,425	35,354
11	Agriculture, Forestry, Fishing and Hunting	*	*	*
21	Mining	*	*	*
22	Utilities	*	*	*
23	Construction	52	225	48,840
31	Manufacturing	12	84	33,874
42	Wholesale Trade	21	47	45,022
44	Retail Trade	52	413	28,744
48	Transportation and Warehousing	*	*	*
51	Information	10	111	51,838
52	Finance and Insurance	18	70	51,260
53	Real Estate and Rental and Leasing	10	57	44,690
54	Professional, Scientific, and Technical Services	51	165	48,381
55	Management of Companies and Enterprises	3	4	13,656
56	Administrative and Support and Waste Management and Remediation Services	23	53	30,940
61	Educational Services	6	25	6,664
62	Health Care and Social Assistance	25	183	31,265
71	Arts, Entertainment, and Recreation	5	19	19,137
72	Accommodation and Food Services	20	349	15,456
81	Other Services (except Public Administration)	28	84	25,406
99	Unclassifiable/unknown industry	*	*	*
	Total Government	13	424	44,571
	Federal Government	1	21	47,089
	State Government	1	2	73,532
	Local/Municipal Government	11	401	44,283

¹Covered Employment is employment covered by unemployment insurance.

Litchfield Hills CONNECTICUT

Official Site for Travel Information for Northwest CT

GET THE INFO FAST >>

GO

About Northwest CT

Packages

Lodging

Dining

Attractions

Events

Trip Planner

Contact Us

Press

Lodging Options

Bed & Breakfast

Campgrounds

Country Inns

Hotels

Motels

Resorts



Lodging

Any day of the year exceptional lodgings welcome visitors to unwind from the daily grind. Pampering guests is de rigueur. Many are in private houses where thoughtful owners personally host their guests. Exquisitely appointed Bed & Breakfast establishments and charming Country Inns are decorated with fine antiques and collectibles accumulated with care over many years. And, of course, there is never the lack of modern conveniences. Your home-away-from-home may well be one listed on the National Register of Historic Places. Guests from near and far return year after year to enjoy such amenities as four-poster and canopied beds, Jacuzzis, woodburning fireplaces set amidst the areas unspoiled natural beauty.

Full Service Hotels in walking distance of posh theaters dedicated to year-round professional performances, conference centers offering PGA rated golf, and top-notch Resorts set on vast private grounds are at the ready.

Wherever you stay, you'll find old-world charming ways enhanced by state-of-the-art comforts. Follow our site to find accommodations that are perfect for your Northwest Connecticut "getaway".

FIND IN OR AROUND:

GO!

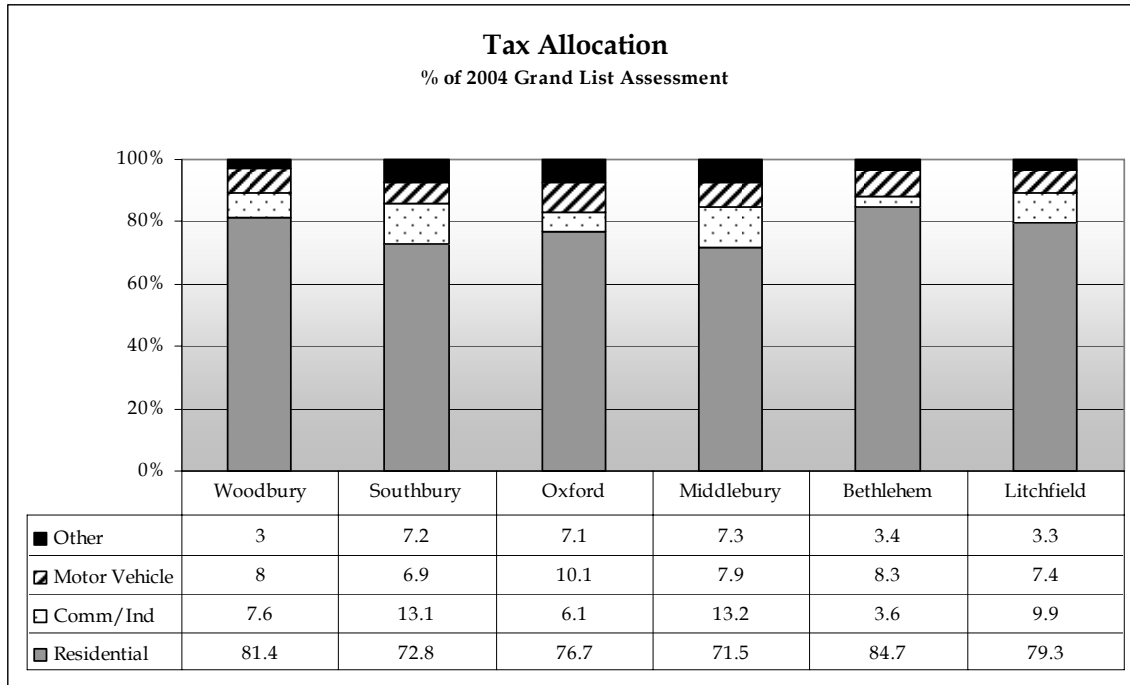
[Members](#) | [Privacy Policy](#) | [Login](#) | [Return to Top](#)
Copyright © 2007-2008 litchfieldhills.com. All rights reserved.

http://www.litchfieldhills.com/app/lodging/index.jpg?2/27/2009 7:00:13 PM

Retail Sales per Capita

Bethlehem	\$3,877
Oxford	\$6,228
Southbury	\$7,800
Woodbury	\$13,496
Litchfield	\$16,139
Middlebury	\$18,268
State	\$30,836

Source: CERC Town Profiles, 2002

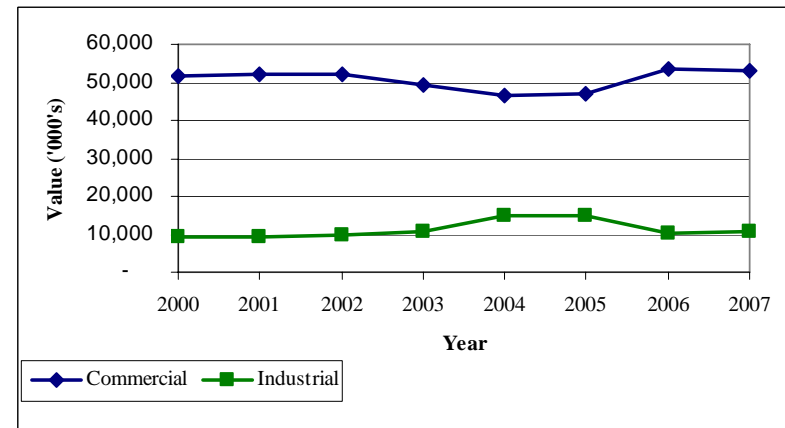
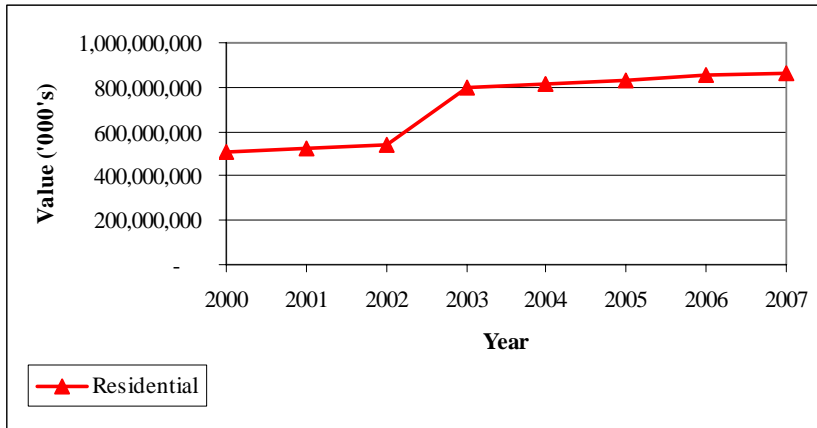


Source: "Here's Woodbury", page 13.

2007 Net Grand List

Residential	82.0%
Commercial/Industrial	6.0%
Other	2.3%
Motor Vehicle	8.1%
Personal Property	2.1%
Exemptions	0.5%
Total	100.0%

CHANGE IN GRAND LIST VALUE 2000 - 2007



- ♦ Residential values grew by 68.5% from 2000 – 2007.
- ♦ Commercial and industrial values grew at a slow pace during the period:
 - ♦ Commercial: 2.5%
 - ♦ Industrial: 12.7%

Survey Questions

Business and Economic Development

9. Additional home based business opportunities should be allowed in residential districts.

Strongly Agree: <u>73</u>	Agree: <u>113</u>	Disagree: <u>49</u>	Strongly Disagree: <u>35</u>	Blank: <u>7</u>
26.4%	40.8%	17.7%	12.6%	2.5%

10. More commercial development and redevelopment options should be made available for properties on the historic Main Street.

Strongly Agree: <u>39</u>	Agree: <u>64</u>	Disagree: <u>66</u>	Strongly Disagree: <u>106</u>	Blank: <u>2</u>
14.1%	23.1%	23.8%	38.3%	0.7%

11. The Town of Woodbury should promote more commercial development.

Strongly Agree: <u>41</u>	Agree: <u>73</u>	Disagree: <u>65</u>	Strongly Disagree: <u>95</u>	Blank: <u>3</u>
14.8%	26.4%	23.5%	34.3%	1.1%

12. New areas for commercial development should be established in Woodbury.

Strongly Agree: <u>41</u>	Agree: <u>63</u>	Disagree: <u>57</u>	Strongly Disagree: <u>114</u>	Blank: <u>2</u>
14.8%	22.7%	20.6%	41.2%	0.7%

13. Woodbury should evaluate ways to provide opportunities for small manufacturing, professional, and trades and services enterprises.

Strongly Agree: <u>54</u>	Agree: <u>112</u>	Disagree: <u>37</u>	Strongly Disagree: <u>58</u>	Blank: <u>16</u>
19.5%	40.4%	13.4%	20.9%	5.8%

14. Woodbury needs:

- **More small scale retail opportunities**

Strongly Agree: <u>66</u>	Agree: <u>106</u>	Disagree: <u>66</u>	Strongly Disagree: <u>38</u>	Blank: <u>1</u>
23.8%	38.3%	23.8%	13.7%	0.4%

- **Large scale discount retail shopping**

Strongly Agree: <u>14</u>	Agree: <u>16</u>	Disagree: <u>51</u>	Strongly Disagree: <u>194</u>	Blank: <u>2</u>
5.1%	5.8%	18.4%	70.0%	0.7%

- **More commercial recreational facilities**

Strongly Agree: <u>42</u>	Agree: <u>67</u>	Disagree: <u>74</u>	Strongly Disagree: <u>93</u>	Blank: <u>1</u>
15.2%	24.2%	26.7%	33.6%	0.4%

- **More professional services (medical, legal, accounting, etc.)**

Strongly Agree: <u>43</u>	Agree: <u>95</u>	Disagree: <u>92</u>	Strongly Disagree: <u>44</u>	Blank: <u>3</u>
15.5%	34.3%	33.2%	15.9%	1.1%

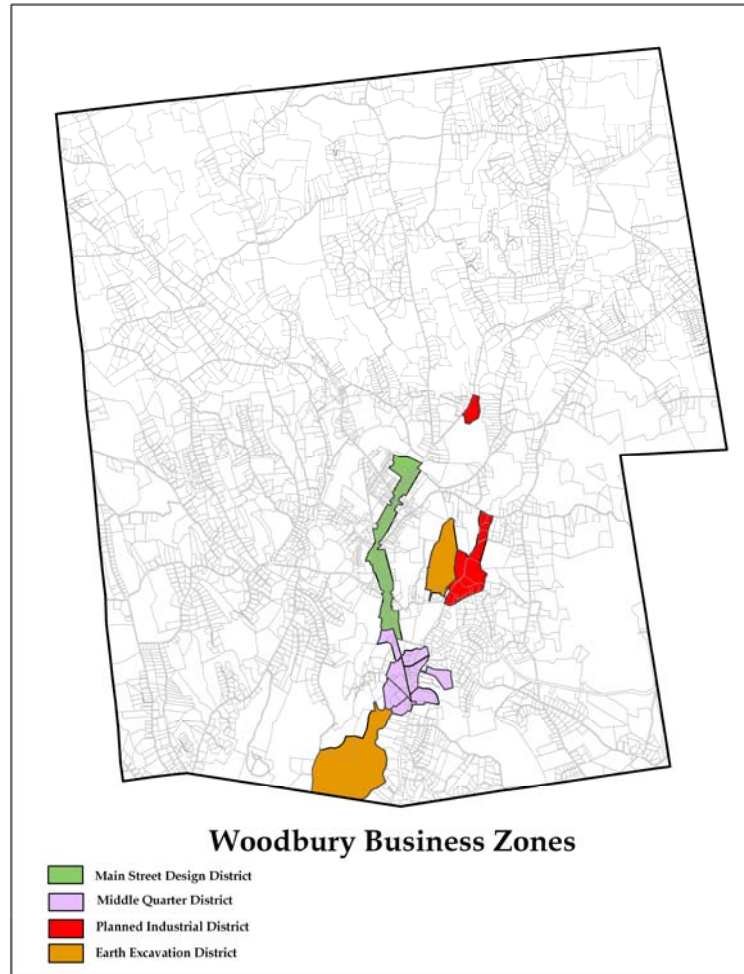
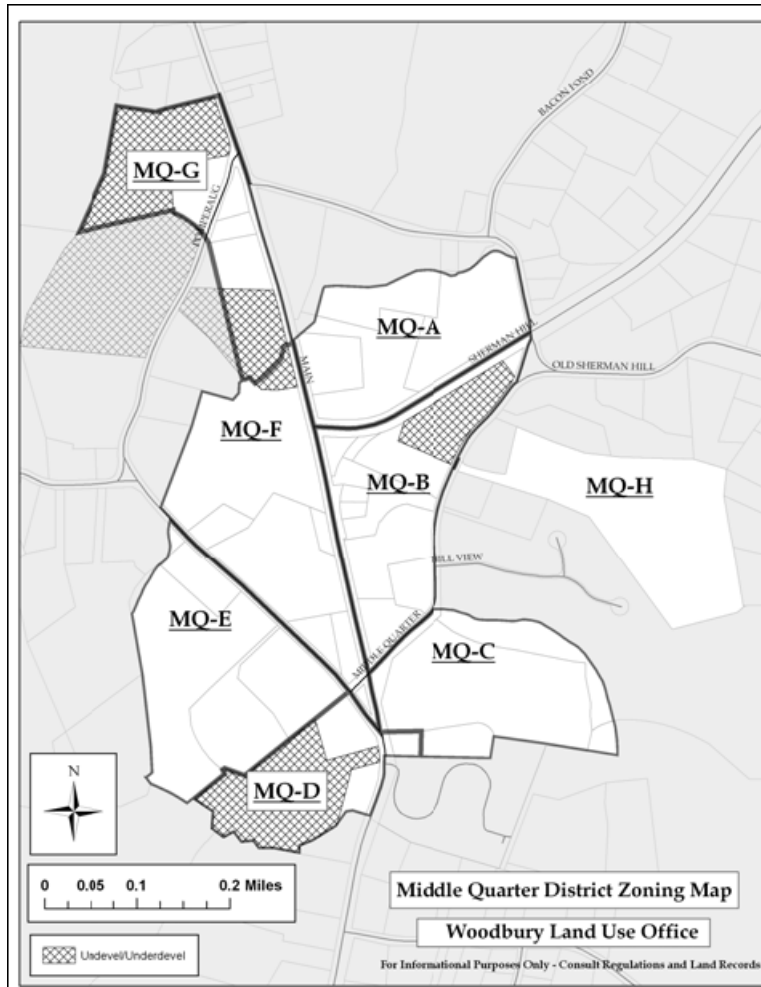
15. List specific commercial stores or business services that Woodbury needs:

1. Many respondents would like to see additional **high end retail** stores. Specific examples include: Banana Republic, Crate 'n Barrel, Pottery Barn, Talbot's, Williams-Sonoma, LL Bean, Cold Water Creek, and Eddie Bauer.
2. Many respondents called for **general retail** shops. The most frequently requested include a grocery store, men's and women's clothing stores, book stores, and shoe stores.
3. The need for additional **restaurants** was a recurring theme, with suggestions for a variety of eating establishments. These include Starbucks or Dunkin Donuts, family restaurants, moderately priced restaurants, cafes, and a Corey's-type restaurant.
4. Some folks asked for facilities that offer **live entertainment**, such as coffee houses or a jazz club.
5. While some respondents suggested the need for large **chain stores** (e.g. Walmart or Walgreen's), by far most comments were strongly in favor of keeping such uses out of Woodbury.
6. Some respondents feel that Woodbury does not need any **more commercial** activity. One respondent said: "New commercial uses should be limited to those properties which are already commercial. There is currently an adequate amount of commercial properties in Woodbury."
7. A number of commenters expressed a desire for expanded **recreation facilities**. These included: areas for active recreation i.e., motorized recreation, mountain biking, equestrian, cross country skiing; tennis courts, a gym or exercise center, hiking and walking trails, and a swimming pool.
8. Several respondents expressed a high level of satisfaction with Woodbury as a renowned **antique center**. These commenters feel that Woodbury should support such activity and conversely, discourage which run counter to the unique character of Main Street.

This sentiment is evident in the following comment: "Woodbury needs to continue to support and expand the existing antique businesses. Our town is known as the "Antique Capitol of the East". This unique feature is the dominant source of economic income of our town and is the leading characteristic of Woodbury. This must be preserved."

9. **Miscellaneous services** respondents mentioned include alternative energy services, medical office or clinic, a town theater for concerts and plays, a car wash, hi-tech companies, a laundromat, dry cleaner, and shoe repair.

ZONING FOR NON-RESIDENTIAL DEVELOPMENT



- ◆ There is little land left that is zoned for commercial or industrial development.

1999 POCD

RECOMMENDATIONS FOR MAIN STREET AND MIDDLE QUARTER

- ◆ Woodbury should preserve and enhance the unique aesthetic quality and visual and environmental character of Main Street.
- ◆ Woodbury should retain the Middle Quarter as the focus of community retail activities while protecting the Pomperaug River aquifer and ensuring adequate traffic flow.
- ◆ Continue to allow and encourage residential uses along Main Street.
- ◆ Allow mixed-use commercial and residential development along Main Street. Limit large-scale office and commercial projects on Main Street.
- ◆ Encourage a high level of architectural and environmental design for uses along Main Street and in Middle Quarter. Develop design standards for Middle Quarter that complement those in place for the Main Street Design zoning district and the Historic districts.
- ◆ Restrict or limit non-residential uses in the Middle Quarter or along Main Street that might lead to degradation or contamination of the Pomperaug River aquifer.
- ◆ New construction on Main Street should be consistent with existing structures and should be 50 percent residential.

REGIONAL ECONOMIC DEVELOPMENT RECOMMENDATIONS

CENTRAL NAUGATUCK VALLEY REGIONAL PLAN OF CONSERVATION & DEVELOPMENT, 2008

Nurture the region's strength as a center of precision manufacturing.

- ◆ Promote the region's **precision manufacturing** sector and develop a **marketing strategy** to retain existing firms and attract new ones.

Aggressively pursue economic development for the region.

- ◆ Seek to create a **regional economic organization** to assist existing businesses, market the region as a place for businesses to locate, and coordinate efforts of local economic development agencies.
- ◆ Recognize that the majority of the region's employment growth will come from the **expansion of existing firms**.

Guide the location of economic development to the regional center and major economic areas.

- ◆ Encourage appropriate types of economic development in locations that are compatible with the regional future land use policy map:
 - ❖ Regional business centers near major highways.
 - ❖ **Compact business areas in community centers**.
 - ❖ Small business areas for meeting neighborhood needs.
- ◆ Make **infrastructure and transportation improvements** to encourage appropriate economic development in the regional center and major economic areas.

Prepare workers for current and future needs.

- ◆ Encourage and support **education and training** programs that provide residents with the skills needed by businesses in the region, including school-to-career programs geared to metal manufacturing.
- ◆ Work with businesses in the region to identify needs for **skilled employees**.

COMMENTS AND DISCUSSION