

Balancing Act

How to strike the delicate balance of addressing environmental concerns with the desire for open space and the need for economic development.



2024 CCM CONVENTION



CEDAS

Connecticut Economic
Development Association

Welcome

- **Paige Bronk, CEDAS President; Strategic Growth Lead, M&J Engineering**
- **250+ members**
- **Connecticut Economic Development Association is a not-for-profit organization committed to advancing the practice of economic development within the state of Connecticut (www.cedas.org)**
- **Best Practices in Land Use & Economic Development Certification Program**
- **Stop by the CEDAS booth #339**

Panel

Moderator: Kevin Bielmeier, CEDAS 1st VP; Southbury Economic Dev Director

- **Andrew Martelli, Dir., Economic Dev & Grants, Cheshire; CEDAS member**
- **Paul Bowman, Principal, Diversified Builders**
- **Michael Ceccorulli, Esq., Pres., Cheshire Land Trust; CEDC; + CEDAS board**
- **Christine O'Neill, Environmental Planner, Naugatuck Valley Council of Gov'ts**
- **Michael D'Amato, AICP, CZEO, Principal, TYCHE Planning & Policy Grp; CEDAS board**

Economic Development Perspective

ANDREW MARTELLI

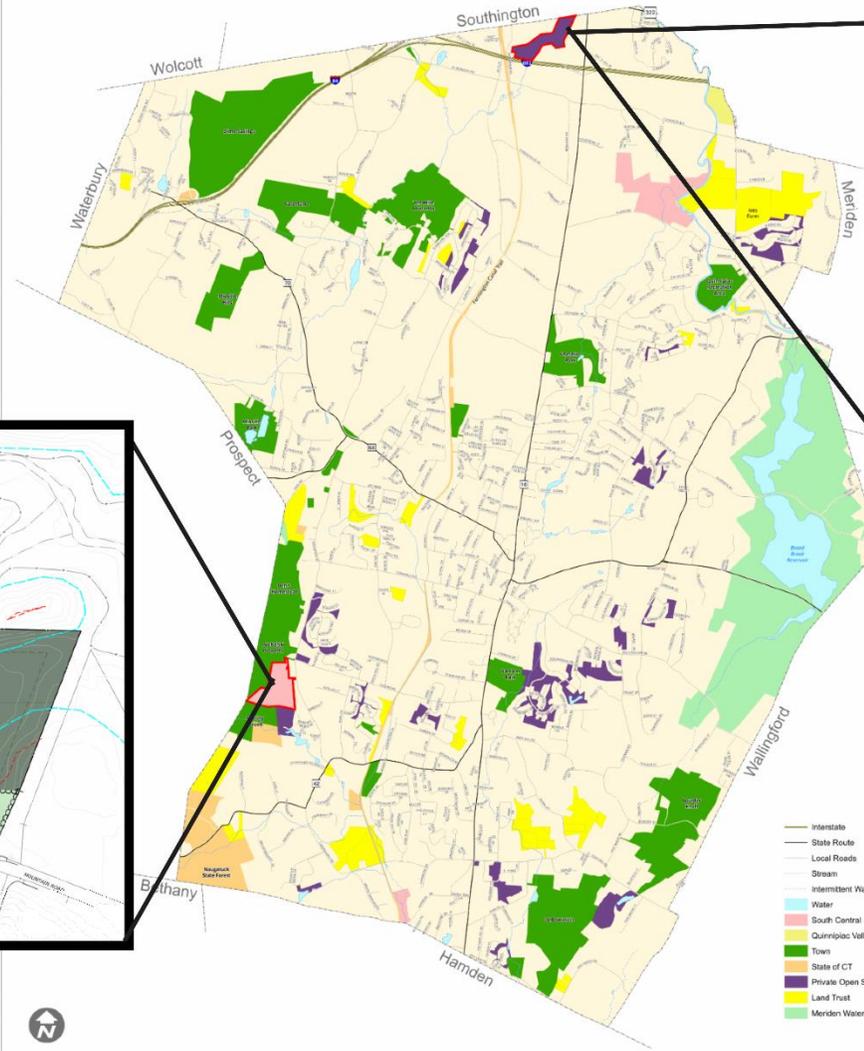
Director of Economic Development & Grant Writing

Town of Cheshire

Cheshire Open Space

MOUNTAIN ROAD BLUE TRAILS:

- TOTAL AREA: +/-85.67 ACRES
- OPEN SPACE: +/-77.85 ACRES



STONE BRIDGE CROSSING:

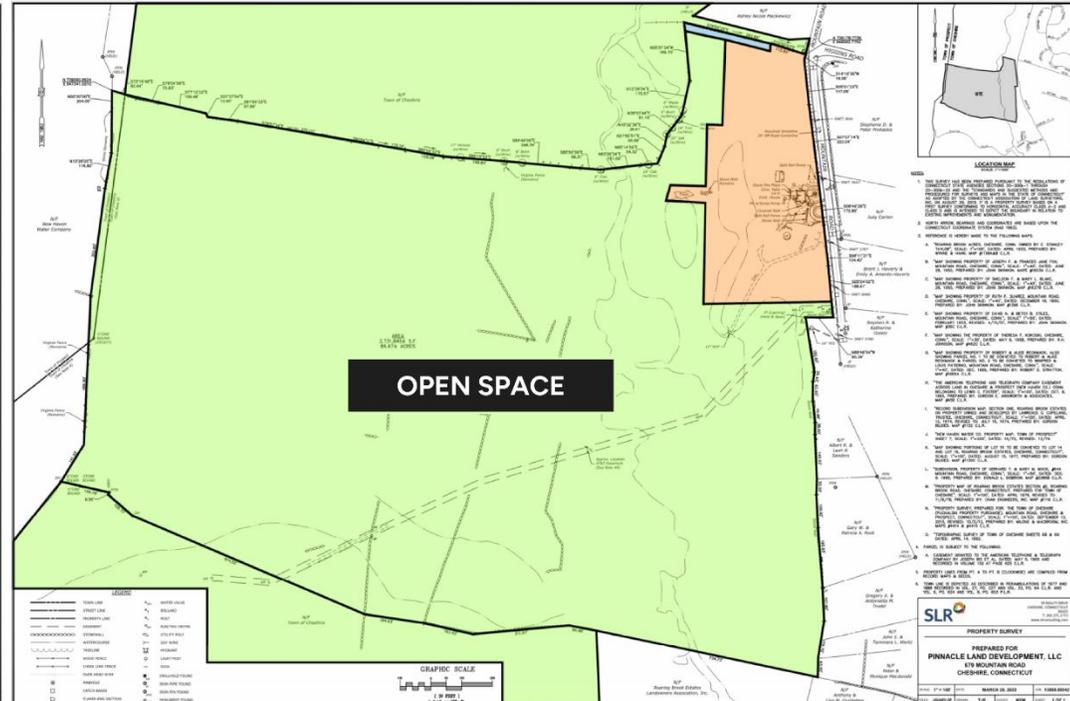
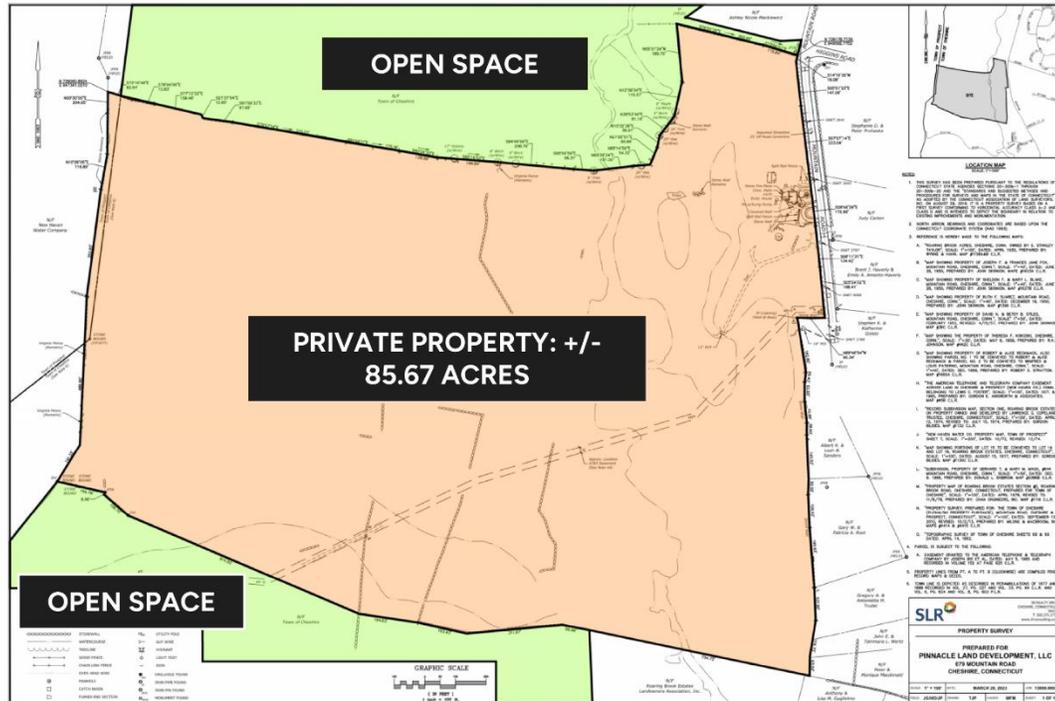
- TOTAL AREA: +/-111.5 ACRES
- OPEN SPACE: +/-21.84 ACRES

- Interstate
- State Route
- Local Roads
- Stream
- Intermittent Water
- Water
- South Central Regional Water Authority
- Quinnipiac Valley Audubon
- Town
- State of CT
- Private Open Space
- Land Trust
- Meriden Water Company



0 0.25 0.5 1 Miles

OPEN SPACE



BEFORE:

- +/-85.67 ACRES OF PRIVATE PROPERTY LOCATED BETWEEN OPEN SPACE PARCELS

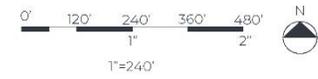
AFTER:

- +/-77.85 ACRES CONVERTED TO OPEN SPACE
- CONNECTS ABUTTING OPEN SPACE PROPERTIES
- PROPERTY APPENDED TO TOWN TO USE AS ACCESS TO OPEN SPACE



- ILLUSTRATIVE LAND USES KEY**
- 1 GAS/CHARGING STATION/CONVENIENCE STORE
 - 2 150 ROOM HOTEL
 - 3 +/- 300 UNIT MULTI-FAMILY RESIDENTIAL
 - 4 MEDICAL OFFICES (+/- 19,500 SF)
 - 5a +/- 90 ACTIVE ADULT HOUSING UNITS
 - 5b RETAIL (+/- 98,000 SF)
 - 6 RESTAURANT (+/- 5,000 SF)
 - 7 PAD SITE/ RESTAURANT WITH DRIVE THRU - 3 BUILDINGS (+/- 3,500 SF EA.)
 - 8 RESTAURANT OR URGENT CARE (+/- 7,500 SF)
 - 9 RESIDENTIAL DEVELOPMENT AREA (+/- 180 UNITS)

OVERALL CONCEPT
SPECIAL DEVELOPMENT PLAN NORTH END PARCEL
CHESHIRE CONNECTICUT
 NOVEMBER 17, 2020 (REVISED JANUARY 04, 2021)
MILONE & MACBROOM



Private Developer Perspective

PAUL BOWMAN

Principal

Diversified Builders



Open Space / Land Trust Perspective

MICHAEL CECCORULLI, ESQ.

President

Cheshire Land Trust



Cheshire Land Trust

[Donate Now](#)

[Contact Us](#)

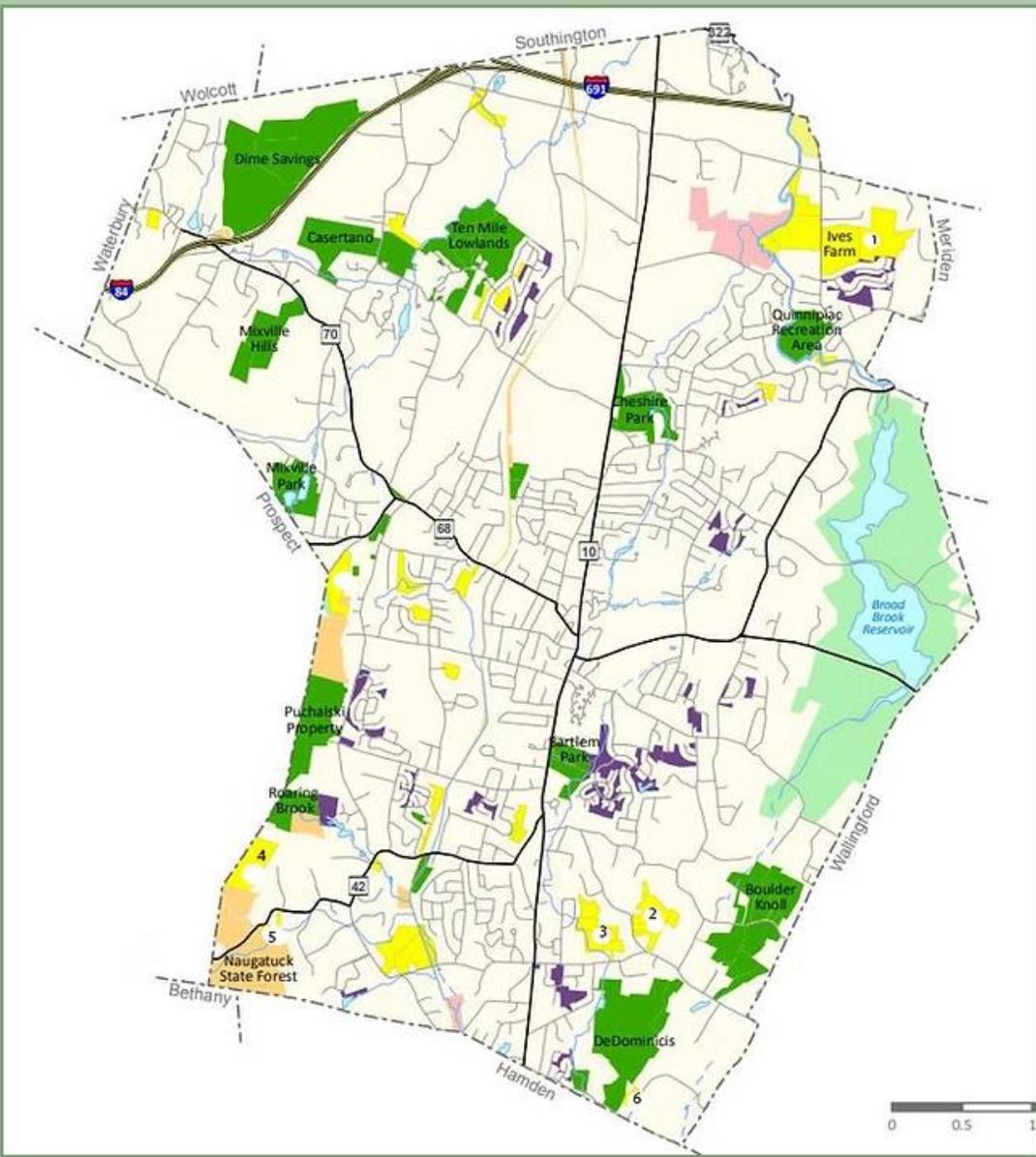
Cheshire Land Trust, P.O.Box 781, Cheshire, CT 06410

CLT is an all-volunteer, private 501(c) 3 non-profit organization committed to conservation. We are not affiliated with the town of Cheshire. We do not receive taxpayer monies. Our organization is wholly funded by our membership. The Cheshire Land Trust Governing Board meets the third Thursday of each month at 7p.m. Please contact the CLT by email if you would like to attend a board meeting.



Existing Cheshire Open Space

-  Interstate
-  State Route
-  Local Roads
-  Stream
-  Intermittent Water
-  Water
-  South Central Regional Water Authority
-  Quinnipiac Valley Audubon
-  Town
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Planning / Conservation Perspective

CHRISTINE O'NEILL

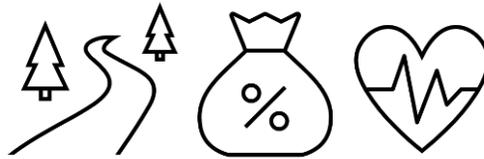
Environment Planner II

Naugatuck Valley Council of Governments

What if leaving land *undeveloped* could support economic development?



Brownfields >
Greenfields



Economic
Impact
Study



Attracting
Growth

Direct ED to already developed areas

- Revitalize blighted areas
- Pre-existing infrastructure (power, sewer, sidewalks)
- Concentrating businesses downtown
 - Pedestrian friendly
 - “Why Walkable Streets are More Economically Productive” ([Strong Towns](#), 2018)



*Downtown Seymour,
across from the train
station.*

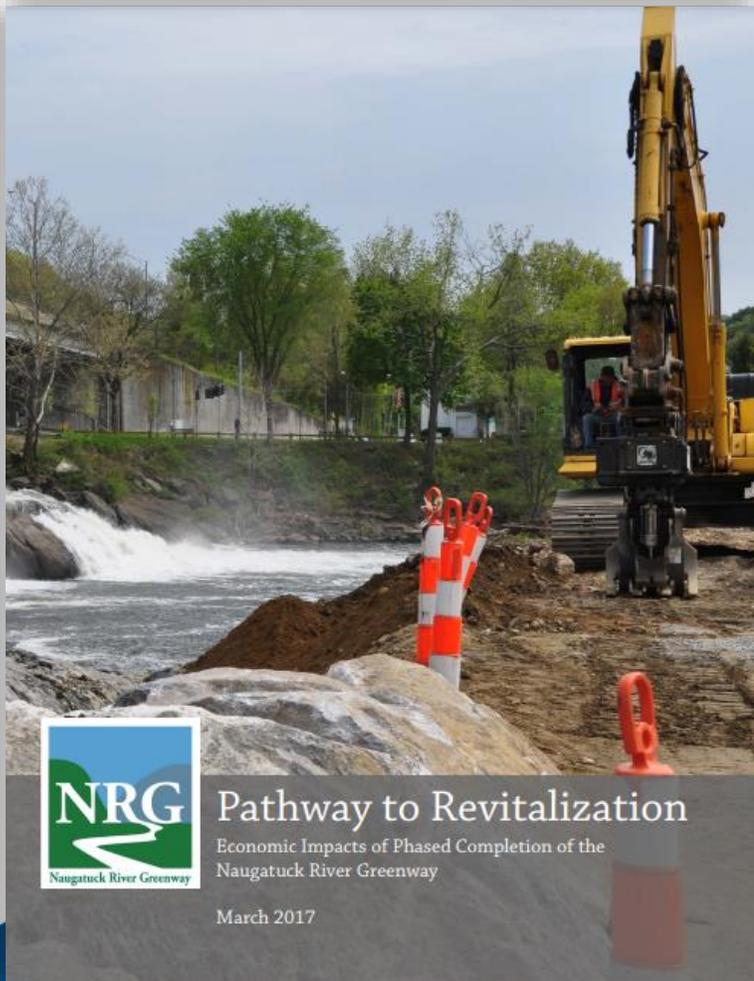
- Zoning
 - Commercial on first floor of multifamily housing
 - Impact fees for greenfield development
- Tax & Economic Incentives
 - Business Improvement District (additional mill levy)
 - Tax Increment Financing to fund improvements
- Transfer of Development Rights



Businesses, schools, a theater, and apartments on West Main Street, Waterbury

The Economic Impact of Trails

Naugatuck River Greenway Economic Impact Study



Economic Benefits of Trails



Per-Visit Spending of
Trail **Walkers**

\$72.53

Healthcare Savings of a
44-mile Greenway
over 15 years

+\$46,042

Av. Property Value
Increase for Land in
Walking Distance
from Trails



\$14.03

Per-Visit Spending of
Trail **Cyclists**

\$259m

Av. Property Value
Increase for Land
Overlooking Parks,
Forests, & Trails

+.08-.14%

Figures adapted from NVCOG's 2017 "Pathway to Revitalization: Economic Impacts of Phased Completion of the Naugatuck River Greenway." Please see the report for full, contextualized studies. <https://nvcogct.gov/wp-content/uploads/2017/03/NRG-EconomicReport-Spreads.pdf>



Pathway to Revitalization

Economic Impacts of Phased Completion of the
Naugatuck River Greenway

March 2017

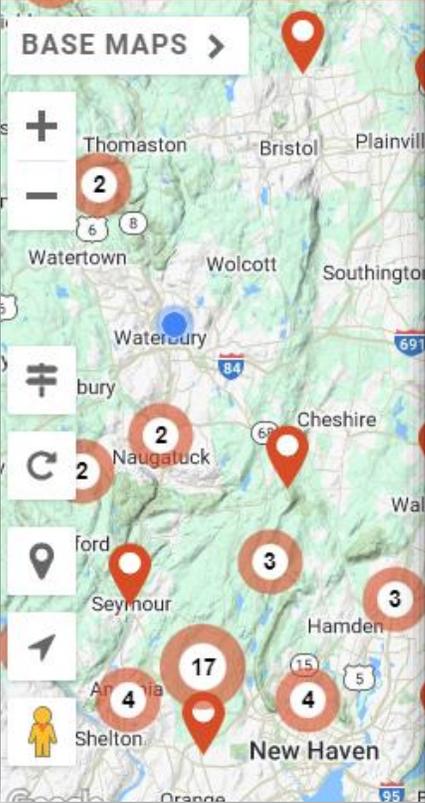


CT Trail Finder - Trailside Services



SHOWING 348 TRAILS

BASE MAPS >



ORENAUG PARK

Oreaug Park, a historic site, is challenging trails on an incline tower with spectacular views.

TRAIL ACTIVITY 

LENGTH 2.0 miles, Network

DIFFICULTY Advanced

TOWN Woodbury

SURFACE Packed Earth/Dirt, R

PETS Permitted on leash

FEES No

DETAILS **TRAIL MAP**

DESCRIPTION

Oreaug Park has a trail from Park Rock Center (Senior Center). The observation on an incline and the path is not smooth.

There are many trails that are marked at the Senior Center entrance. The view and even better from the top of the ob

JOHN'S CAFE

CATEGORY 

LOCATION 693 Main Street South Woodbury
[Get directions to here](#)

WEBSITE www.johnscafe.com

PHONE 203-263-0188

EMAIL Johnscafe693main@gmail.com

FOLLOW  

DETAILS **MAP / DIRECTIONS** **NEARBY TRAILS**

ABOUT THIS TRAILSIDE SERVICE

John's Café is nestled in Woodbury, the antiques capital of Connecticut. John's Café offers a bistro-style dining experience featuring fresh, innovative New American dishes that often resonate a Mediterranean flair.



Attracting Growth

Derby Fishing & Viewing Platform opened on a remediated brownfield in 2022.

An advertisement for Scoot & Paddle. The background shows a person's hands on a blue kayak. The text reads: "WELCOME TO SCOOT & PADDLE". Below this, it says: "Scoot & Paddle is Connecticut's premier outdoor adventure facility specializing in kayaks, paddleboards, scooters, & bikes". At the bottom, there are two buttons: "Book Now- Milford" and "Book Now- Derby".

**WELCOME TO
SCOOT & PADDLE**

Scoot & Paddle is Connecticut's premier outdoor adventure facility specializing in kayaks, paddleboards, scooters, & bikes

[Book Now- Milford](#) [Book Now- Derby](#)

Balancing Act: Wrap Up

MICHAEL D'AMATO, AICP, CZEO

Principal

TYCHE Planning & Policy Group

Balancing Act: Wrap Up



- Key takeaways
- What should be in place?
- How do we get started?
- What does this mean for my community?
- Resources



Q&A

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Booth #339



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