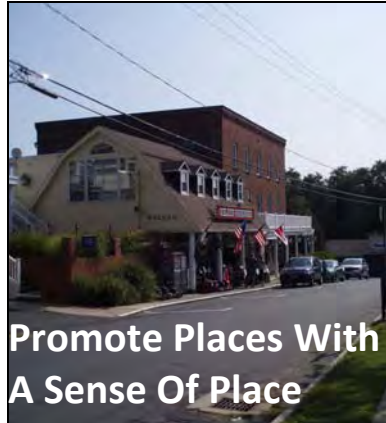


HOW WE WANT TO GROW



PROMOTE PLACES WITH A SENSE OF PLACE

8

Overview

As indicated in *Chapter 7 – Maintain and Enhance Community Character*, Simsbury is intent on maintaining and enhancing its “sense of place” (see the sidebar on page 40 for a discussion of the term “sense of place”). Nowhere is this more important than in Simsbury Center and the other village centers and unique places in the community.



GOAL

Guide future growth or change in Simsbury in ways that will promote places with a “sense of place,” strengthen Simsbury Center and other village centers and other unique places, and maintain and enhance the character of the community.

In the telephone survey, participants were asked whether they agreed or disagreed with the following statements:

I want Simsbury to promote walkable, pedestrian-friendly, village-type areas.

Strongly agree	31%
Agree	55%
Not sure	3%
Disagree	9%
Strongly disagree	2%

Simsbury Center



Tariffville



Weatogue Center



West Simsbury Center



8.1 Guide development in ways that reflects and respects historical development patterns and creates areas with a “sense of place.”

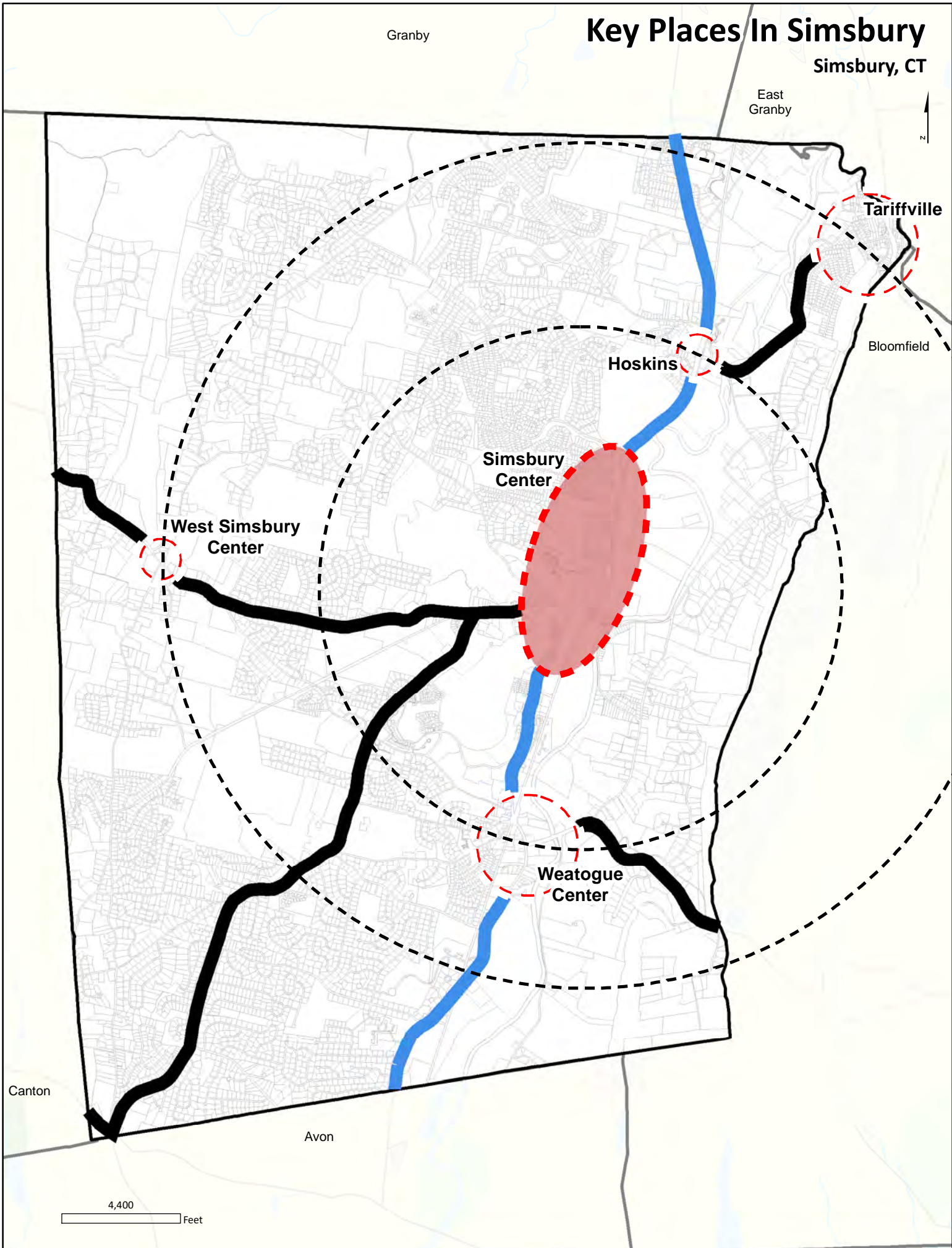
A. STRUCTURE - Simsbury will:	Leader	Partners
1. Promote and strengthen villages and other unique places to sustain and enhance quality of life and honor and respect the historic elements of Simsbury.	Town	DRB
2. Promote compatible development in Simsbury Center and recognize that development elsewhere could impede the ability to improve Simsbury Center.	Town	ZC PC
<input type="checkbox"/> a. Investigate ways to provide incentives for development in Simsbury Center.	Town	
3. Discourage utilization of the Planned Area Development approach in areas not zoned for business or industrial use unless the overall master planned concept is a significant improvement over other approaches.	ZC	
Code legend is on inside back cover		

8.2 Ensure that future development will reflect and/or enhance the form of its surrounding area as well as uses appropriate for that area.

A. FORM –Simsbury will:	Leader	Partners
1. Ensure the scale and form of new development is compatible with the surrounding areas and the architecture of new development complements or enhances the existing developed environment.	Town	DRB ZC PC
2. Where appropriate, employ form-based development criteria, together with use-based criteria.	ZC	
3. Continue to refer site plan applications to the Design Review Board for analysis and recommendations based upon the Guidelines for Community Design.	ZC	DRB
4. Encourage property owners/developers to work with Town Staff, Town commissions, boards, officials and citizens in the preparation of their developments so that they are of a scale and form that is in harmony with the community and surrounding areas	Town	
Code legend is on inside back cover		

Key Places In Simsbury

Simsbury, CT





In the telephone survey, participants were asked whether they agreed or disagreed with the following statement:

Simsbury should encourage development in and near the town center to help make downtown stronger.

Strongly agree	20%
Agree	53%
Not sure	5%
Disagree	20%
Strongly disagree	2%

Simsbury Center

Simsbury Center is a key focal point in the community.

In 2009, an intensive design-based study (a “charrette”) was conducted for Simsbury Center. Hundreds of residents participated in order to look at opportunities for encouraging appropriate development in the Center and strengthening its role in the community. Based on community input, conceptual plans were presented for discussion and feedback and an illustrated master plan was shared with the community.

Based on the results of the charrette, a “form-based code” was prepared for Simsbury Center to guide development. The code focused attention more on the “form” of development (as in the design of new buildings) more than the uses that would occur within the buildings. Activities consistent with the code could be eligible for an expedited approval process.

Overall, Simsbury residents expressed support (at the charrette in 2009 and in the 2017 survey conducted as part of preparing this POCD) for development in and near Simsbury Center that would enhance and strengthen the Center ***provided*** the design of buildings and improvements will be consistent with the overall character of the Center. Graphics on the following pages illustrate this concept.

Charrette Process

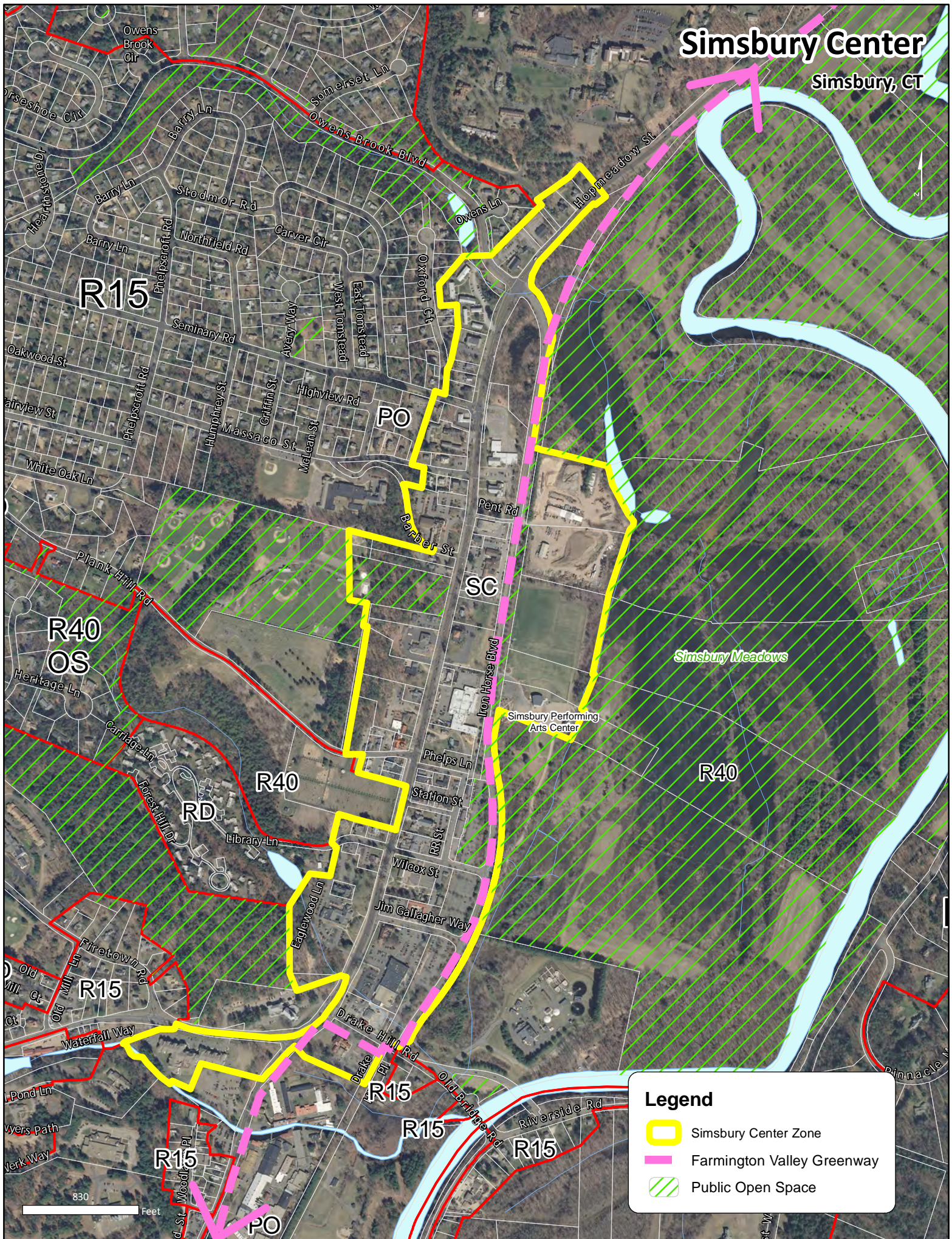


Charrette Product






Simsbury Center

Simsbury, CT



Legend

-  Simsbury Center Zone
-  Farmington Valley Greenway
-  Public Open Space

How We Want To Grow – Promote Places With A Sense of Place

Photo-Simulation

Looking South On Hopmeadow Street From Vincent Funeral Home

Existing



Stage One



Removal of overhead wires

Stage Two



Addition of partial brick sidewalks, "bumpouts" to narrow travel lanes, and crosswalks

Stage Three



Completion of brick sidewalks plus addition of streetlights, street trees, and on-street parking

Stage Four



Addition of new buildings on east side of Hopmeadow Street



Addition of new buildings on west side of Hopmeadow Street

All graphics prepared by UrbanAdvantage as part of the Simsbury Center charrette process

How We Want To Grow – Promote Places With A Sense of Place

Photo-Simulation

Looking West On Wilcox Street From Iron Horse Boulevard

Existing



Stage One



**Addition of sidewalks, streetlights
and street trees**

Stage Two



**Addition of new buildings on NW corner and behind,
plus addition of on-street parking and street trees**

Stage Three



**Addition of new building on SW corner
plus addition of street trees**

Stage Four



Alternate buildings behind NW corner

Stage Five



Alternate building on SW corner

All graphics prepared by Urban Advantage as part of the Simsbury Center charrette process

How We Want To Grow – Promote Places With A Sense of Place

Simsbury Charrette (2009) Illustrative Concepts

(full report available at Town Hall and/or on Town website)

Drake Hill To Wilcox



- (A)** New welcome center and tourist information hub.
- (B)** New bank with drive-thru, screened by signature corner building, gateway to downtown.
- (C)** Existing commuter parking lot retained.
- (D)** Stormwater pond based on original library plan. Allows for ice skating in winter. New connection to church.
- (E)** Existing shopping center reconfigured. Opportunity for new grocery with office or residential above. New street connects Hopmeadow to Iron Horse and library.
- (F)** To improve connectivity, formalize driveway as a street.
- (G)** Building setbacks create a consistent street edge along Iron Horse. New sidewalk added on west side of street. Parking screened behind buildings.

- (H)** New extension of Railroad to the south. Opportunity for small office condos or live/work units.
- (I)** Liner building screening parking lots. Deeper building setbacks preserve green, open feeling along Hopmeadow. Parking eliminated between buildings and street.
- (J)** New residential with corner retail wrapping shared parking structure.
- (K)** Wilcox designated as a key retail street.

-  New building
-  Existing building
-  Parking structure

How We Want To Grow – Promote Places With A Sense of Place

Simsbury Charrette (2009) Illustrative Concepts

(full report available at Town Hall and/or on Town website)

Wilcox To Schultz Park



- A** New residential with corner retail. With the exception of corner sites, Iron Horse is primarily residential in character.
- B** Parking structure added to rear of Eno Hall, incorporates ground level entrance into building, senior center above.
- C** Station becomes two-way, sidewalk widened, on-street parking added and street trees planted.
- D** Shared surface parking serves surrounding buildings.
- E** Parking eliminated between buildings and street.
- F** Phelps becomes a two-way yield street with a shared parking/travel lane.
- G** Improve to allow for more frequent parking and to accommodate special events.

- H** New street links Iron Horse to Hopmeadow, improves visibility to Phelps Tavern Museum.
 - I** Reconfigure existing shopping center and replace gas station with mixed use development.
 - J** Upgrade driveway to a street, improves access between Hopmeadow and Iron Horse.
 - K** New residential development on vacant land behind funeral home.
 - L** Townhouses overlooking park, resulting in improved access and visibility. Topography allows for taller buildings tucked into hillside.
-  New building
-  Existing building
-  Parking structure




How We Want To Grow – Promote Places With A Sense of Place

Simsbury Charrette (2009) - Illustrative Concepts

(full report available at Town Hall and/or on Town website)

Schultz Park To Seminary



- | | |
|---|---|
| <p>A New residential infill on vacant land behind ice cream shop. Grade change allows for shared structured parking with adjacent center.</p> <p>B Liner buildings screen parking structure and mimic historic character present along Hopmeadow.</p> <p>C Shopping center redeveloped to include a mix of higher intensity residential units. New street aligned with park street below, improves connectivity.</p> <p>D New one-sided park street preserves view to Simsbury Meadows.</p> <p>E Post office replaced, pedestrian way takes the place of Pent Road, enhances connectivity between elementary school and Simsbury Meadows.</p> <p>F New mixed residential development replaces Simscroft-Echo Farms. Pedestrian spine runs through development, linking Simsbury Meadows to Town Center.</p> | <p>G Trailhead and parking area. Paths extend through Simsbury Meadows to river.</p> <p>H Preserve green buffer along Iron Horse</p> <p>I New civic building provides expansion space for Town Hall. Parking hidden behind.</p> <p>J New street aligned with Massaco, links Iron Horse and Hopmeadow.</p> <p>K Multifamily residential project replaces St. Mary's school.</p> <p>L New office and residential buildings mimic the scale of original houses.</p> <p> New building</p> <p> Existing building</p> <p> Parking structure</p> |
|---|---|

How We Want To Grow – Promote Places With A Sense of Place



Simsbury Charrette (2009) Illustrative Concepts

(full report available at Town Hall and/or on Town website)

Seminary To Westminster School



- (A) Storm pond, cleaned up and expanded. Gazebo serves as overlook.
- (B) Picnic shelters with small adjacent parking area.
- (C) New multifamily project serves as a gateway to downtown.
- (D) Potential site for relocation of Masonic Lodge.

 New building
 Existing building



In the telephone survey, participants were asked whether they agreed or disagreed with the following statements:

Simsbury should look at how to provide for more housing in Simsbury Center.

Strongly agree	7%
Agree	29%
Not sure	9%

Disagree	49%
Strongly disagree	6%

The design of buildings is an important consideration in any new development in Simsbury Center.

Strongly agree	36%
Agree	55%

Not sure	3%
Disagree	6%
Strongly disagree	1%

8.3 Strengthen and enhance Simsbury Center as the primary focal point in the community.

A. OVERALL INTENSITY / ACTIVITY –Simsbury will:	Leader	Partners
1. Encourage greater density and intensity in Simsbury Center to help create a larger “critical mass” and a greater sense of activity provided it enhances the character of the Center.	Town	ZC
2. Work cooperatively with the Simsbury Main Street Partnership to increase the economic success of Simsbury Center.	Town	EDC MSP
3. Encourage infill development between Hopmeadow Street and Iron Horse Boulevard.	Town	EDC MSP
<input type="checkbox"/> a. <i>Seek to make state-owned land in Simsbury Center available for local development purposes.</i>	Town	EDC
<i>Code legend is on inside back cover</i>		

B. BUILT FORM –Simsbury will:	Leader	Partners
1. Strengthen the “pedestrian-friendly environment” in Simsbury Center.	Town	DRB ZC
2. Maintain a “form-based” approach to development in Simsbury Center.	ZC	
<input type="checkbox"/> a. <i>Enhance the “form-based code” for Simsbury Center to add architectural and landscape guidelines.</i>	ZC	
3. Preserve historic buildings in Simsbury Center and guide the design of new buildings to fit into the fabric of the area.	ZC	DRB
<input type="checkbox"/> a. <i>Establish a “village district” (in accordance with CGS 8-2j), if needed, to help ensure development is consistent with the character of the Center.</i>	ZC	
<i>Code legend is on inside back cover</i>		

C. EXTENT–Simsbury will:	Leader	Partners
1. Consider extending the Simsbury Center zone to include the Ensign-Bickford complex in the future, if appropriate.	ZC	
<input type="checkbox"/> a. <i>Develop a preliminary adaptive re-use plan to prepare for the possibility that the former Ensign-Bickford complex might become a multi-user facility someday.</i>	Town	
<i>Code legend is on inside back cover</i>		

How We Want To Grow – Promote Places With A Sense of Place

D. MIXED USES –Simsbury will:	Leader	Partners
1. Encourage or require multi-story buildings in Simsbury Center, preferably mixed-use <u>buildings</u> .	ZC	
2. Maintain regulations that permit residential use, including a mixed-use <u>development</u> within the Simsbury Center area.	ZC	
Code legend is on inside back cover		

E. PEDESTRIAN-ORIENTED IMPROVEMENTS –Simsbury will:	Leader	Partners
1. Provide for a system of sidewalk, crosswalk, and streetscape improvements throughout Simsbury Center to establish a safe and welcoming pedestrian environment.	Town	
<input type="checkbox"/> a. <i>Improve wayfinding for pedestrians and vehicles.</i>	Town	MSP
<input type="checkbox"/> b. <i>Complete landscaping, lighting, signage, and gateway improvements recommended in the Simsbury Center Streetscape Study.</i>	Town	
2. Encourage or require new developments to provide pedestrian improvements and amenities.	ZC	
Code legend is on inside back cover		

F. OTHER IMPROVEMENTS –Simsbury will:	Leader	Partners
1. Promote the safe and convenient movement of traffic into and through the Town Center.	Town	DOT
2. Address infrastructure improvements (if any) needed to support the desired development program in the Center.	Town	
3. Continue to support other improvements in and near Simsbury Center (such as at the Performing Arts Center) that will help create a vibrant and interesting area.	Town	
Code legend is on inside back cover		

G. MANAGEMENT–Simsbury will:	Leader	Partners
1. Explore creation of a Special Services District in order to coordinate marketing, streetscape improvement, and other programs to benefit the Town Center.	Town	
2. Encourage improvement of “under-performing” business properties in Simsbury Center.	Town	EDC MSP
3. Reduce or minimize the impact of less attractive features (such as loading areas, mechanical equipment, etc.).	ZC	
4. Encourage the “undergrounding” of overhead utility wires as opportunities arise.	Town	
Code legend is on inside back cover		

Mixed Use

The term “mixed use” is used to refer to a situation where residential and business uses exist on the same site. For many years, zoning in suburban communities was focused on the separation of uses. In recent years, there has been interest in encouraging or requiring mixed uses as part of creating vibrant and pedestrian friendly environments in town centers and other areas.

There are two separate mixed use concepts expressed in the POCD:

- Mixed use **buildings** are where the two uses are in the same structure, typically with business uses at street level and residential uses above.
- Mixed use **development** is when the two uses are on the same site or in the same development but not in the same structure.

Tariffville

Tariffville became a village in the early 1800s when the Tariff Manufacturing Company built a mill along the Farmington River to harness the abundant water power. As employment grew, the company built housing to attract workers. At one time, Tariffville had the largest concentration of population (and employment) in Simsbury.

Maintaining and enhancing Tariffville is an important strategy in the POCD.

8.4 *Maintain and enhance Tariffville as a village center in Simsbury with a “sense of place.”*

A. OVERALL–Simsbury will:	Leader	Partners
1. Promote appropriate development of Tariffville while encouraging preservation of its village character.	Town	TVA EDC MSP
<input type="checkbox"/> a. <i>Consider undertaking a special study of Tariffville to evaluate issues and opportunities in the area.</i>	Town	TVA EDC MSP
<input type="checkbox"/> b. <i>Upon completion of the study, consider establishing a new zoning district for Tariffville to implement recommendations (possibly including establishment of a “village district”).</i>	ZC	
2. Work cooperatively to increase the economic success of Tariffville.	Town	TVA EDC MSP
3. Encourage façade improvements for business buildings in Tariffville, including financial incentives.	Town	TVA EDC MSP
<i>Code legend is on inside back cover</i>		

B. PEDESTRIAN CIRCULATION –Simsbury will:	Leader	Partners
1. Seek to repair existing sidewalks in poor condition to overcome difficulties with pedestrian circulation in Tariffville.	Town	
2. Seek to install new sidewalks and safe pedestrian ways to interconnect destinations within Tariffville including Tariffville Park, Tariffville School, the mill, the village center, and similar locations.	Town	
<i>Code legend is on inside back cover</i>		

I1

Tariffville

Simsbury, CT



RD

AZ

R15

B2

I1

R25

B1

R25

I1

R15

R25

R25

R25

Legend

 Farmington Valley Greenway Extension

 Public Open Space

660 feet

Weatogue Center

Weatogue Center evolved as a small settlement area near what appears to be a river crossing on early maps. Over time, it became a focal point at the confluence of several roads and the site of a train depot.

Maintaining and enhancing Tariffville is an important strategy in the POCD.

8.5 *Maintain and enhance Weatogue Center as a unique place in Simsbury with a “sense of place.”*

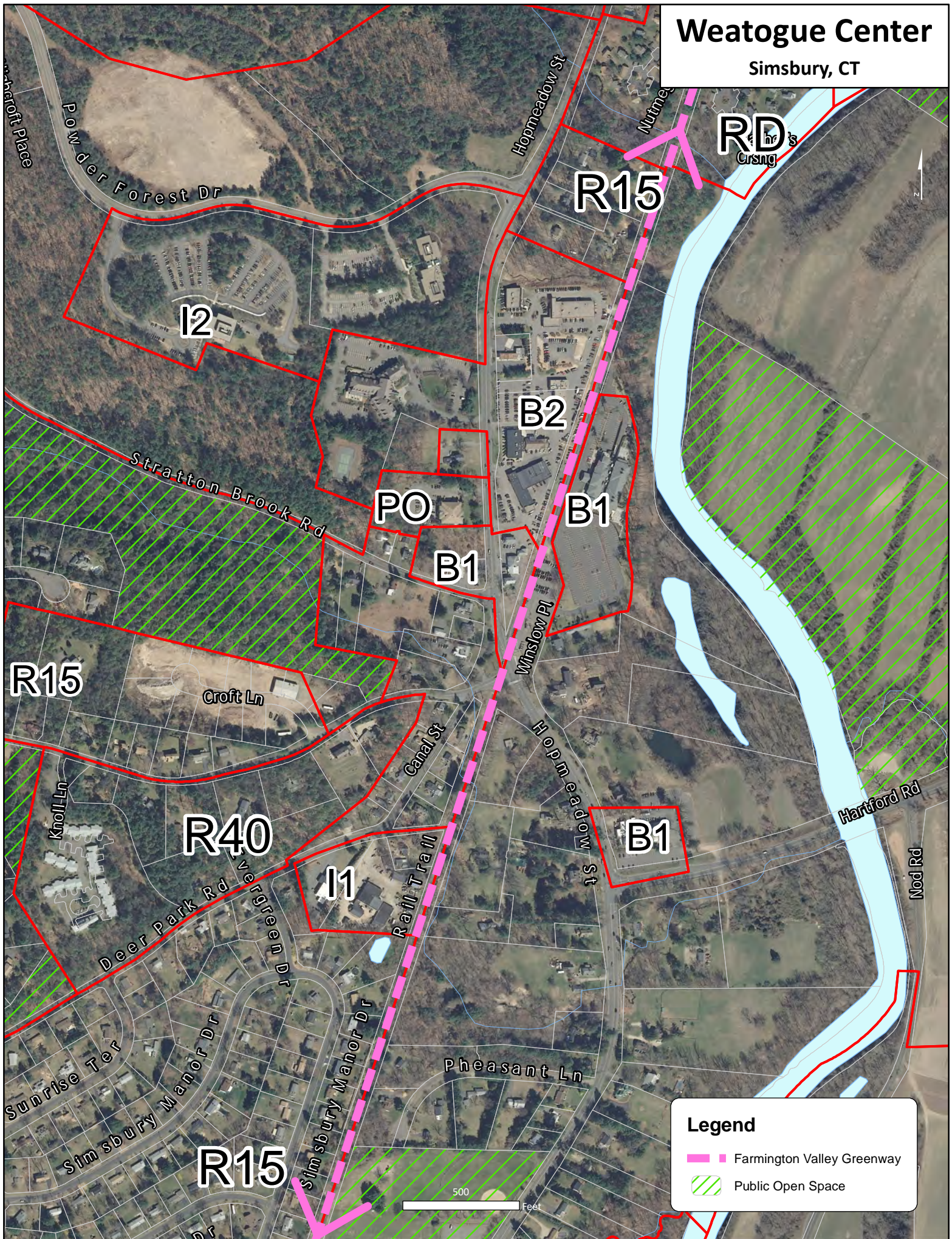
A. OVERALL–Simsbury will:	Leader	Partners
1. Promote appropriate development of Weatogue Center to establish a pedestrian-friendly place with a “sense of place.”	Town	EDC MSP
<input type="checkbox"/> a. <i>Consider undertaking a special study of Weatogue Center in order to evaluate the issues and opportunities in the area.</i>	Town	EDC MSP
<input type="checkbox"/> b. <i>Upon completion of the study, consider establishing a new zoning district for Weatogue Center to implement recommendations (possibly including establishment of a “village district”).</i>	ZC	
4. Work cooperatively to increase the economic success of Weatogue Center.	Town	EDC MSP
5. Encourage façade improvements for business buildings in Weatogue Center, including financial incentives.	Town	EDC MSP
<i>Code legend is on inside back cover</i>		

B. PEDESTRIAN CIRCULATION –Simsbury will:	Leader	Partners
1. Require new sidewalks as part of new development to interconnect destinations within Weatogue Center.	Town	
<i>Code legend is on inside back cover</i>		



C. TRANSPORTATION –Simsbury will:	Leader	Partners
1. Work with the Connecticut Department of Transportation to address traffic issues on Route 10 and Route 185 while utilizing “context-sensitive” design and other approaches to maintain and enhance the character of Weatogue Center.	Town	DOT
<i>Code legend is on inside back cover</i>		

Weatogue Center

Simsbury, CT



Legend

-  Farmington Valley Greenway
-  Public Open Space

West Simsbury Center

West Simsbury Center is a unique place within the overall fabric of Simsbury and is appreciated by most residents for its simple charm. The POCD recommends that this charm and ambience be maintained and/or enhanced.

8.6 Maintain and enhance West Simsbury Center as a unique place in Simsbury with a “sense of place.”

A. OVERALL–Simsbury will:

1. Promote appropriate development of West Simsbury Center to enhance “sense of place.”



Hoskins

The Hoskins area is a modest commercial node that built up around what was a former rail stop (Hoskins Station) along the New Haven and Northampton rail line. The POCD recommends that the Hoskins area be improved and enhanced as a place with a “sense of place.”

8.7 Seek to create a place with a “sense of place” in the Hoskins area of Simsbury.

A. OVERALL—Simsbury will:

1. Promote appropriate development of the Hoskins area to create a place with a “sense of place.”



Hopmeadow Street

Hopmeadow Street (CT Route 10) is the main north-south arterial road in Simsbury.

There are business, industrial and residential zones along the roadway and the character of the roadway changes quite a bit from the Avon town line to the south through Simsbury Center to the Granby town line to the north.

As a result, the POCD suggests some different approaches to different roadway segments.

Due to congestion and other issues along the roadway, this corridor was the subject of a special study funded by the Capitol Region Council of Governments (CRCOG) and the Connecticut Department of Transportation.

Example of Possible Improvements in Weatogue Center



Existing conditions in Weatogue



Short-term recommendations



Long-term recommendations

8.8 Ensure the appropriate development of the different areas along Hopmeadow Street.

A. AVON TO WEATOGUE CENTER–Simsbury will:	Leader	Partners
1. Retain Route 10 as a two-lane roadway to the extent practical and feasible.	Town	CRCOG DOT
2. Retain the residential zoning on the west side of Route 10 from the Avon town line to the greenway trail north of Old Meadow Plains Road.	ZC	
3. On the east side of Route 10, between Old Meadow Plain Road and Lincoln Lane, guide development to accomplish one of the following two objectives: a. Establish a greenbelt along the Route 10 frontage with an office park behind that (no larger in scale than the Avon Meadow buildings to the south), or b. Establish a greenbelt along the Route 10 frontage with small detached single-family houses in a walkable “new urbanist” or neo-traditional” configuration with garages served from rear alleys.	ZC	DRB
4. Promote appropriate use of the former Hartford Insurance site using the “form-based code” or other approach.	ZC	DRB
Code legend is on inside back cover		

See pages 70-71 for discussion of Weatogue Center.

B. WEATOGUE CENTER TO SIMSBURY CENTER–Simsbury will:	Leader	Partners
1. Promote the appropriate development of that section of Hopmeadow Street between Weatogue Center and Simsbury Center.	Town	DRB
<input type="checkbox"/> a. Review the Route 10 Corridor Study for that section of Hopmeadow Street between Weatogue and Simsbury Center to see if additional controls are needed to address access management and pedestrian mobility in the corridor and to tie in with the Farmington Canal Heritage Trail.	Town	PC
<input type="checkbox"/> b. Consider overlay zoning or other techniques that would allow for adaptive re-use of residential houses to business uses while maintaining the character of the existing streetscape.	ZC	
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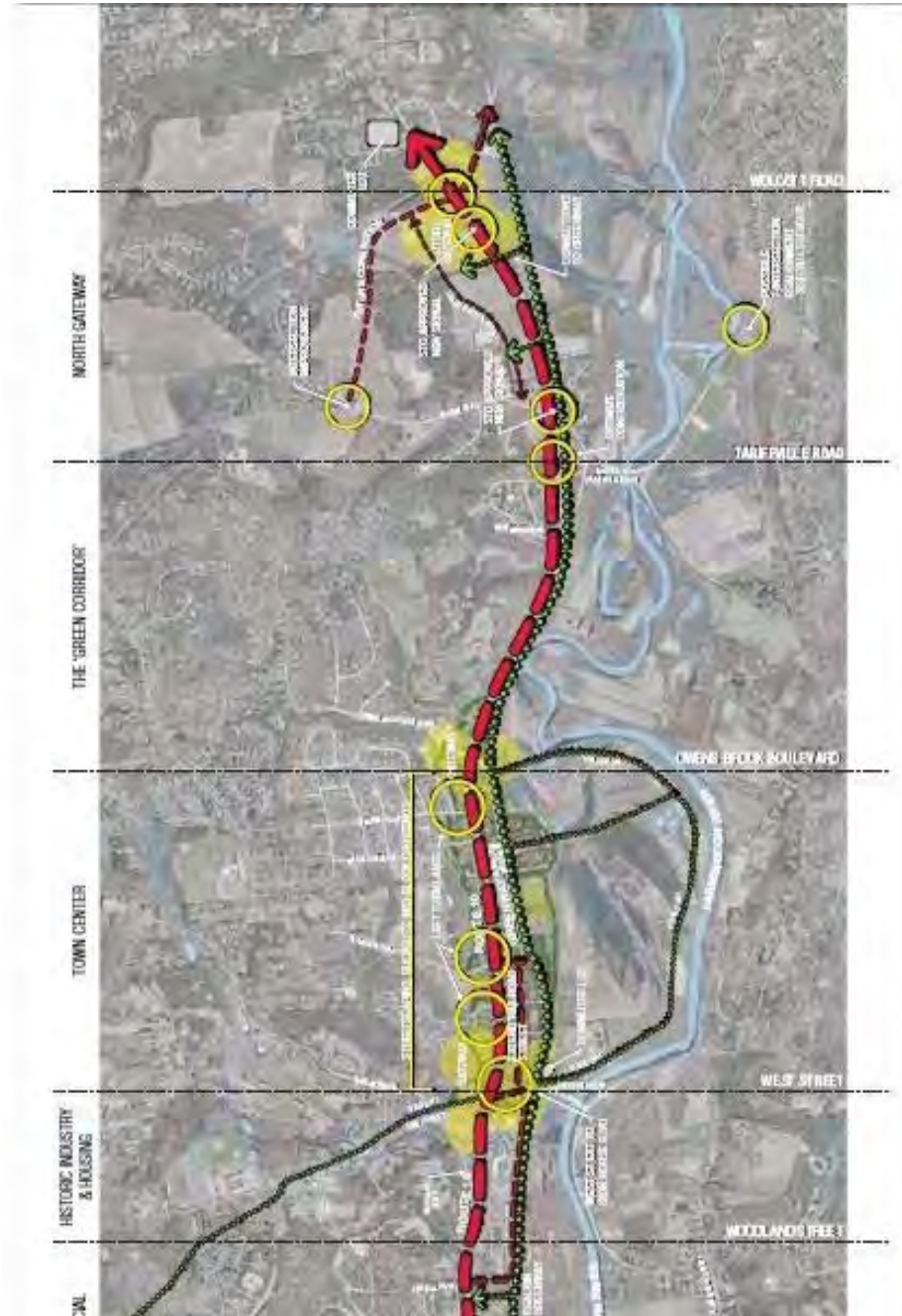
See pages 58-67 for discussion of Simsbury Center.

How We Want To Grow – Promote Places With A Sense of Place

Route 10 Study (2014) Illustrative Concepts

(full report available at Town Hall and/or on CROCOG website)

Wolcott Road To Ensign-Bickford Complex



How We Want To Grow – Promote Places With A Sense of Place

C. SIMSBURY CENTER TO HOSKINS–Simsbury will:	Leader	Partners
1. Discourage or prevent business uses in order to retain the rural character of this roadway segment.	ZC	
Code legend is on inside back cover		

See page 73 for discussion of Hoskins.

D. HOSKINS TO GRANBY–Simsbury will:	Leader	Partners
1. Continue to promote development of the Northern Gateway as a Planned Area Development (PAD) to encourage the appropriate development of this area using a master planned approach.	ZC	DRB
2. Continue to encourage or require completion of the road connection between Wolcott Road and Hoskins Road at the County Road intersection.	Town	PC ZC
3. Seek to retain the tobacco barns as part of any new development or relocate them on the property as part of the heritage of the community.	Town	DRB
4. Strengthen the architectural guidelines in this area.	Town	DRB
5. Promote open space/cluster techniques and “traditional neighborhood design” for residential development located in the northwest part of the Northern Gateway area.	ZC	
Code legend is on inside back cover		

PROMOTE ECONOMIC DEVELOPMENT

9

Overview

Economic development in Simsbury enhances the community by adding new jobs, providing for goods and services, and by increasing the grand list. Simsbury encourages and promotes the appropriate economic development of the community.

Shopping



Hospitality



Manufacturing / Technology



Corporate Office



How We Want To Grow – Promote Economic Development



In the telephone survey, participants were asked whether they agreed or disagreed with the following statement:

The Town should try to do more to encourage the redevelopment of [underperforming] buildings.

Strongly agree	53%
Agree	39%
Not sure	2%
Disagree	5%
Strongly disagree	0%

The tax benefit of commercial and industrial property is important. Commercial and industrial uses relieve some of the tax burden on homeowners. In the telephone survey, 46 percent of participants felt that fiscal issues (revenue and spending) were ***the most important issue*** facing the town. Business and industrial development (and some other types of development) can help address this.

At the same time though, we should not just focus exclusively on business or industrial development. There are other uses that can also provide property tax relief for homeowners. Uses (such as assisted living facilities) pay more in taxes than they require in services and have a positive “net fiscal impact” (the revenues generated by a development over time netted against the costs incurred as a result of that development).

But residents have also indicated they don’t want economic development for the sake of taxes if it detracts from or dilutes community character. Simsbury has to attract the right kind of development. Development that fits in with the kinds of things Simsbury has to offer:

- Proximity to customers, suppliers, partners, and investors,
- A highly educated and skilled workforce,
- Unusually high quality of life for both employers and employees,
- Nationally ranked public and private schools, and
- Competitive cost of living when compared to some other regions of the country where these companies may be considering (lower Fairfield County, New York metropolitan area, Greater Boston, California, etc.)

Of course, many other communities are attempting to do the same thing so Simsbury must be aggressive in terms of finding approaches that produce results the community will admire and embrace. Simsbury must be proactive, not simply sit back and hope for things to happen.

Improving local land use regulations and the associated approval processes are ways that Simsbury can “set the stage” for future economic development. If we know what we want, we shouldn’t wait until people are evaluating locations to make modifications to local regulations.

Simsbury should also continue to provide incentives which will enhance Simsbury’s place in the market. Tax abatement and infrastructure reimbursement programs are used by a number of other communities and Simsbury may be at a competitive disadvantage if it does not offer similar tools.

How We Want To Grow – Promote Economic Development

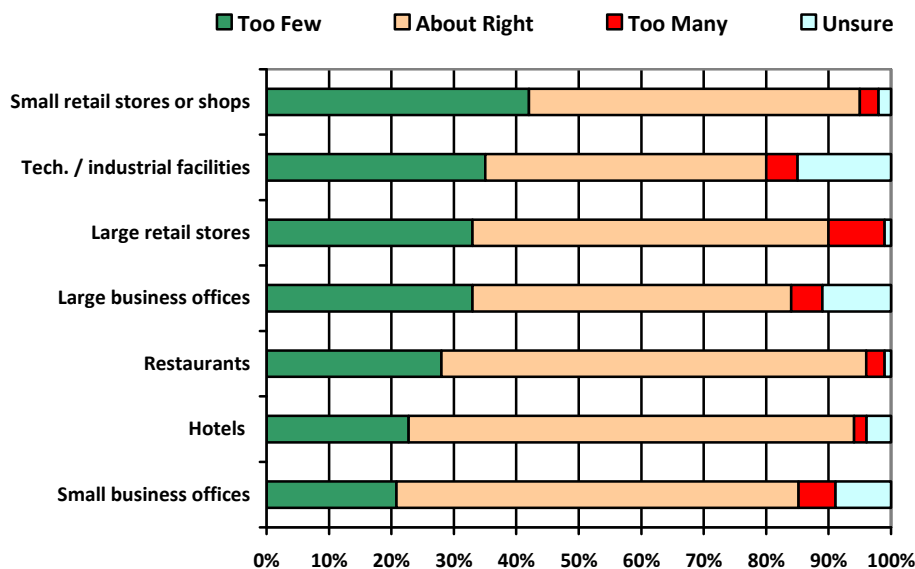
Telephone Survey Results

In the telephone survey, participants were asked whether they felt Simsbury had too many, about the right amount, or too few of different types of businesses. While residents most strongly supported more small retail stores or shops, no use got more than half of the participants saying there were too few such uses.



Some of the survey results relating to business development are presented on this page and the following page.

	Too Few	About Right	Too Many	Unsure
Small retail stores or shops	42%	53%	3%	2%
Technology / industrial facilities	35%	45%	5%	15%
Large retail stores	33%	57%	9%	1%
Large business offices	33%	51%	5%	11%
Restaurants	28%	68%	3%	1%
Hotels	23%	72%	2%	4%
Small business offices	21%	65%	6%	9%



GOAL

Foster a dynamic and prosperous climate for economic development in order to provide for goods and services, employment opportunities, and fiscal benefits to the community.

9.1 Promote economic development in Simsbury in order to provide jobs, goods and services, and net tax revenue.

A. OVERALL–Simsbury will:	Leader	Partners
1. Encourage economic development that is consistent with the POCD and that harmonizes with: <ul style="list-style-type: none"> Simsbury’s locational advantages, the natural environment, and surrounding structures and uses. <input type="checkbox"/> a. <i>Implement the comprehensive economic development strategy.</i>	Town	EDC
<input type="checkbox"/> b. <i>Review and maintain the comprehensive economic development strategy so that Simsbury can adapt to changing economic conditions.</i>	Town	EDC
<input type="checkbox"/> c. <i>Periodically review / amend land use regulations to adapt to changes in economic conditions and the marketplace.</i>	EDC	Town
<input type="checkbox"/> d. <i>Consider consolidating the number and types of non-residential zones in order to simplify the zoning regulations and facilitate economic development.</i>	ZC	
	ZC	
2. Celebrate and publicize economic development successes.	Town	EDC
Code legend is on inside back cover		

B. ENTERPRISES –Simsbury will:	Leader	Partners
1. Maintain positive relationships with local businesses.	Town	EDC
2. Retain existing businesses and support their growth and expansion in Simsbury.	Town	EDC
3. Support the start-up of new enterprises in Simsbury.	Town	EDC
4. Seek to attract new businesses to Simsbury.	Town	EDC
Code legend is on inside back cover		

C. LOCATIONS –Simsbury will:	Leader	Partners
1. Consider rezoning land to commercial in the Bushy Hill Lane area (across from Simsbury Commons) contingent upon the submission of a unified master plan that includes all the land this area and demonstrates good access management.	ZC	
Code legend is on inside back cover		

Granby

Economic Development Plan

Simsbury, CT



East Granby








Bloomfield

Former Quarry Site To Be Rezoned To Residential

Canton

Avon

Legend

-  Simsbury Center
-  Other Business Zone
-  Industrial Zone
-  Special Zone (such as PAD)
-  Non-Business Zone
-  Open Space / Institutional Land within Economic Development Areas
-  Limit of Possible Sewer Service Area

4,250

Feet

How We Want To Grow – Promote Economic Development

D. TOURISM —Simsbury will:	Leader	Partners
1. Promote Simsbury as a cultural, educational, historic, recreational and tourist destination.	Town	EDC MSP
2. Support the efforts of the Simsbury Tourism Committee and the Farmington Valley Visitors Association.	Town	
3. Expand the number and level of tourism resources available to visitors to Simsbury (cultural, recreational, etc.).	Town	EDC MSP
4. Promote recreational and cultural opportunities such as at the Performing Arts Center.	Town	
<i>Code legend is on inside back cover</i>		

E. FISCAL —Simsbury will:	Leader	Partners
1. Strive to maintain Simsbury's strong financial situation and reduce the tax burden on property owners by continuing to: <ul style="list-style-type: none"> grow the grand list, diversify the tax base, attract uses that pay more in taxes than they require in services. 	Town	BOS BOF
2. Foster discussion among local boards about how to increase revenues and manage expenses.	Town	BOS BOF
3. Employ incentives for new and expanding businesses, such as property tax abatements and the infrastructure reimbursement fund.	Town	EDC
<i>Code legend is on inside back cover</i>		

F. IMPLEMENTATION —Simsbury will:	Leader	Partners
1. Seek grants that will support economic development efforts.	Town	EDC
2. Participate with state and regional economic development agencies to foster economic development for the benefit of Simsbury.	Town	EDC
<i>Code legend is on inside back cover</i>		

GUIDE RESIDENTIAL DEVELOPMENT

10

Overview

Whether counted by population or by land area or by overall impression, Simsbury is a primarily residential community. The POCD recommends that Simsbury remain a primarily residential community and recommends strategies to guide residential development so that it meets local housing needs and enhances overall community character.

Simsbury will continue to strive to find a balance between a traditional residential community and one that encourages appropriate-scaled new development that respects the traditional development patterns.

Smaller Single Family



Larger Single Family



Condominiums



Apartments



How We Want To Grow – Guide Residential Development



In the telephone survey, participants were asked whether they agreed or disagreed with the following statement:

I am concerned about the pace of new multi-family units being built in Simsbury.

Strongly agree	25%
Agree	33%
Not sure	8%
Disagree	30%
Strongly disagree	4%

I am concerned about the location of new multi-family units being built in Simsbury.

Strongly agree	18%
Agree	32%
Not sure	9%
Disagree	36%
Strongly disagree	6%

The 2007 POCD recognized that the primary use of Simsbury's residential land had historically been single-family neighborhoods. Even though apartments and condominiums had been added over the years, apartments, condominiums, and other non-single family dwelling units accounted for only about 14 percent of all housing units.

Due to the changing age composition of the community, the interest in a more diverse array of housing types, and the need for housing that is more affordable, the 2007 POCD recommended enabling:

- more multi-family housing options in appropriate places,
- mixed-use developments in the North Gateway area and the South Gateway area, and
- mixed use buildings in Simsbury Center.

Economic conditions after 2007 slowed housing development, particularly single family housing development and housing demand built up during that period. Now, in recent years, approximately 1,200 new housing units have been authorized, many in multi-family developments. Some of the units have been built in very visible locations.

However, it is important to realize that these units are intended to address the changing housing needs of the community. As Simsbury residents age, they may no longer want to maintain a single-family home. If there were no units available in Simsbury, these older households might relocate to other communities. By allowing them to remain in Simsbury, they can continue to be productive members of the community. As "baby boomers" continue to age and want to remain in Simsbury, having a diverse portfolio of housing choices can help Simsbury be an attractive community for people like them.

Such housing can also provide a step on the "housing ladder" for many people – young and old. These people are attracted to Simsbury for the same reasons that existing residents were. Many of the companies that Simsbury is hoping to retain and attract have employees who may want or need a diverse array of housing choices. Once here, renters may become future home buyers.

Such housing can also be economic development to Simsbury. Multi-family developments generally result in far fewer school-children per unit than single-family homes and this means that these developments pay more in taxes than the residents require in terms of services. At a time when Simsbury is losing its largest taxpayer (Hartford Insurance), the new housing development is expected to have a positive net fiscal impact and may replace or even increase the Grand List.

Housing Affordability

Housing affordability is a concern in Simsbury and many other communities for at least two reasons.

One reason is that people need housing that meets their needs. Housing that is priced beyond people's ability to afford it creates a challenges for people seeking to find housing, companies trying to find workers, and other issues. When people have to live one place and work in another, it creates congestion on the roadways and contributes to pollution. It affects the quality of life for the families directly affected and others.

Another reason is that a lack of affordable housing can result in a community being subject to the "affordable housing appeals procedure" (codified as CGS Section 8-30g).

Historic Affordable Housing

It is worth noting that Simsbury's history has at least two examples (Tariff Manufacturing and Ensign-Bickford) where affordable housing was made available to meet company and community needs.

Affordable Housing Appeals Procedure (CGS 8-30g)

Section 8-30g of the Connecticut General Statutes provides that a private developer may be able to over-ride local zoning regulations if less than 10 percent of the housing stock in a community meets State criteria as:

- Governmentally assisted housing (241 units in Simsbury),
- Financed by housing programs for low income occupants (19 rental and 79 mortgages in Simsbury), or
- Deed-restricted to sell or rent at affordable levels (0 units).

State criteria only count 339 housing units in Simsbury as being affordable (3.72%). Since less than 10 percent of the housing stock in Simsbury meets the State criteria, Simsbury is vulnerable to such applications.

To over-ride local zoning, at least 30 percent of the units must be deed-restricted to affordable levels for at least 40 years. Half of the affordable units must be set aside for persons or families earning 80 percent or less of the area median income and the other half must be set aside for persons or families earning 60 percent or less of the area median income.

How We Want To Grow – Guide Residential Development

To address the issue of affordable housing, some communities have:

- Encouraged the conversion of existing housing to “deed-restricted” affordable units,
- Found ways to obtain a four-year moratorium by acquiring enough “housing unit equivalent points” as provided in CGS Section 8-30g,
- Established an incentive housing program, and/or
- Established an inclusionary housing program to require:
 - all developments make provision for affordable housing,
 - any zoning permit include an additional fee where the funds go to a dedicated affordable housing fund

Inclusionary Zoning (CGS 8-2i)

Section 8-2i of the Connecticut General Statutes provides that a community may, by regulation, establish a requirement which promotes the development of housing affordable to persons and families of low and moderate income, including, but not limited to:

- the setting aside of a reasonable number of housing units for long-term retention as affordable housing through deed restrictions or other means;
- the use of density bonuses; or
- the making of payments into a housing trust fund to be used for constructing, rehabilitating or repairing housing affordable to persons and families of low and moderate income.

Incentive Housing Zones (CGS 8-13m)

Section 8-13m of the Connecticut General Statutes provides that a community may choose to establish an incentive housing zone program where the community has more input into the design and siting of the development provided:

- the development meets some minimum density standards, and
- the development is approved through an administrative-type approval (a site plan or a subdivision but not a special permit or a zone change).

While the State originally intended to provide financial incentives for the adoption and construction of such housing, that portion of the program was never fully funded.

Simsbury participated in this program but eventually decided not to complete the program in strict compliance with State requirements. Instead, the Zoning Commission elected to establish a “Workforce Housing Overlay Zone” but later established a moratorium.

How We Want To Grow – Guide Residential Development

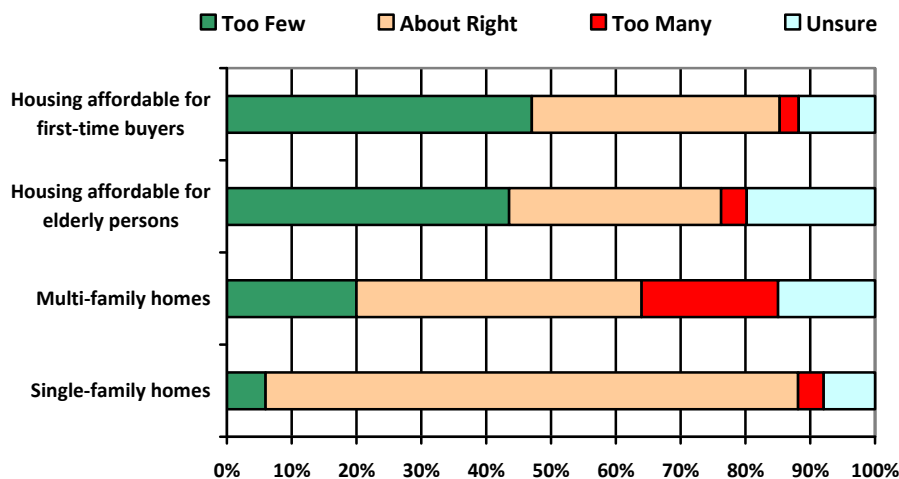
Telephone Survey Results

In the telephone survey, residents were asked whether they felt Simsbury had too many, about the right amount, or too few of different types of housing. Overall, it seems that participants feel there may be too few affordable housing units for elderly persons and for first-time buyers.

	Too Few	About Right	Too Many	Unsure
Housing affordable for first-time buyers	48%	39%	3%	12%
Housing affordable for elderly persons	44%	33%	4%	20%
Multi-family homes	20%	44%	21%	15%
Single-family homes	6%	83%	4%	8%



Some of the survey results relating to residential development are presented on this page and the following page.



GOAL

Maintain and enhance the safe, healthful, aesthetic and distinctive living environment in Simsbury while providing for a range of housing choices for people of all ages and economic circumstances.

10.1 Maintain and protect the quality of residential neighborhoods.

A. RESIDENTIAL CHARACTER–Simsbury will:	Leader	Partners
1. Maintain residential character.	Town	
Code legend is on inside back cover		

B. NEIGHBORHOOD INTEGRITY –Simsbury will:	Leader	Partners
1. Maintain the integrity of existing residential areas.	Town	ZC
2. Minimize negative impacts on residential areas from non-residential development or other activities through: <ul style="list-style-type: none"> • vegetative buffering, • transitional uses (a use of intermediate intensity between a business use and a residential use). 	Town	ZC
Code legend is on inside back cover		

10.2 Seek ways to help meet the diverse housing needs of present and future residents.

A. DIVERSITY –Simsbury will:	Leader	Partners
1. Seek to provide for housing choices for seniors who wish to live in Simsbury, including those of limited means.	Town	ZC SHA
2. Seek to support seniors who wish to “age in place” in their current home.	Town	ZC SSS
3. Provide for appropriately scaled accessory apartments within or attached to a single-family dwelling so long as one living unit remains owner-occupied.	ZC	
4. Promote smaller housing which could be “starter housing” for first time home buyers or “step-down” housing for seniors or meet other housing needs.	Town	ZC
5. Consider allowing two-family dwelling units by Special Permit in appropriate locations where public water and sewers are available.	ZC	
Code legend is on inside back cover		

Residential Densities Plan

Granby

Simsbury, CT

East Granby

Bloomfield

Canton

Legend

Avon

- Lowest Density Residential Zone (R-160, R-80), R-80 OS
- Low Density Residential Zone (R-40, R-40 OS, CZ)
- Moderate Density Residential Zone (R-30, R-25)
- Higher Density Residential Zone (R-15)
- Special Residential Zone (AZ, RD, HOD, WHOZ)
- Non-Residential Zone

- Open Space Land
- Institutional Land
- Limit of Possible Sewer Service Area

4,500

Feet

How We Want To Grow – Guide Residential Development

B. LIMITED MEANS –Simsbury will:	Leader	Partners
1. Seek to promote housing choices for persons of limited economic means.	Town	SHA
2. Encourage new residential development to include units for lower-income families.	ZC	
3. Seek to obtain grants and loans in order to help persons and families of limited means provide for: <ul style="list-style-type: none"> rehabilitation of existing housing units; or construction of new units. 	Town	SSS SHA
Code legend is on inside back cover		

10.3 Relate residential zoning to the desired overall structure of the community.

A. RESIDENTIAL DENSITY –Simsbury will:	Leader	Partners
1. Consider whether undeveloped residential areas <u>outside the sewer service area</u> should be rezoned to R-80 in order to assure adequate water supply and sewage disposal.	ZC	
Code legend is on inside back cover		

B. OPEN SPACE PATTERNS–Simsbury will:	Leader	Partners
1. Evaluate all proposed residential developments for their feasibility as open space cluster development in order to recommend the more appropriate development pattern.	PC	
2. Support open space cluster development where such development will help preserve important resources.	PC	
Code legend is on inside back cover		

C. CONCURRENCY–Simsbury will:	Leader	Partners
1. Require concurrency as part of any mixed-use <u>development</u> so business development occurs on a pro rata basis with any residential units.	ZC	
<input type="checkbox"/> a. Amend the Zoning Regulations to require concurrency of as part of a mixed use development.	ZC	
Code legend is on inside back cover		

PROMOTE SUSTAINABILITY & RESILIENCY

Overview

For the purposes of this Plan, “sustainability” refers to the philosophy of encouraging activities that allow present generations to meet their needs without compromising the ability of future generations to meet their needs.

The term “resiliency” refers to the community’s ability to adapt to new circumstances and/or recover from sudden changes or adversity.

Sustainability



Resiliency



Sustainability



Resiliency



How We Want To Grow – Promote Sustainability And Resiliency



In the telephone survey, participants were asked whether they agreed or disagreed with the following statement:

Simsbury should be a leader in promoting energy efficiency and renewable energy in Town buildings.

Strongly agree	25%
Agree	59%
Not sure	6%
Disagree	8%
Strongly disagree	1%

Simsbury should encourage residents and businesses to be energy efficient and use renewable energy.

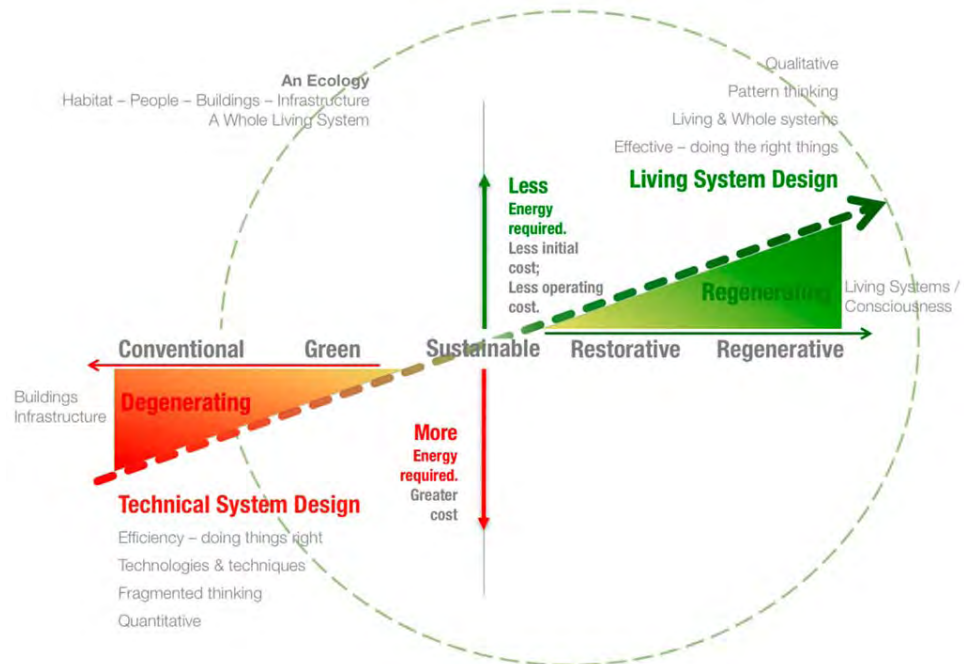
Strongly agree	25%
Agree	61%
Not sure	4%
Disagree	8%
Strongly disagree	2%

Sustainability

Energy Conservation / Sustainability - In terms of sustainability, Simsbury is making great progress in promoting clean energy and energy conservation. Since 2008, when the Clean Energy Task Force (CETF) was created to advise the Board of Selectmen on energy issues, the CETF has undertaken a number of initiatives and had a number of accomplishments:

- reducing energy consumption in town buildings by 20 percent.
- acquiring 20 percent of the town's energy through renewable sources.
- promoting the installation of residential solar arrays.
- converting streetlights to more efficient LED fixtures.
- an electric vehicle charging station at Town Hall.

The CETF is interested in helping Simsbury residents, businesses and government move from conventional approaches to energy to sustainable and even regenerative.



The POCD recommends the Town build on this progress in the years ahead with the aim of improved health, lower energy costs as well as greater resiliency and security of energy supplies. This can include use of fuel cells and micro-grids to provide for emergency energy availability and for energy security.

How We Want To Grow – Promote Sustainability And Resiliency

Looking ahead, the CETF is already working on a number of initiatives and programs to continue these efforts such as:

- integrating comprehensive energy conservation into municipal plans, policies, operations and maintenance (facilities, vehicles and equipment).
- demonstrating that State targets for reducing greenhouse gas emissions are both achievable and economically beneficial.
- transitioning Simsbury to 100% renewable energy by 2050 by reducing utilization and changing energy sources.
- collaborating with Eversource to explore the modernization of the local electric grid.
- informing and educating residents, businesses and government on clean energy issues, opportunities and programs.

Water Conservation – Even though Connecticut has typically received 48 inches or so of rainfall annually, the state recently experienced a drought and water restrictions were established into a number of communities. There has been a growing awareness for many years about the need for water conservation and building codes now require and appliance manufacturers now provide low usage fixtures.

The next major area of improvement comes from changing individual behavior. Simsbury should continue to promote water conservation among residents, businesses and government to be as sustainable as possible.

Waste Reduction / Recycling – Simsbury has made great strides in recent decades in terms of transitioning from a “Town dump” to participating in a waste management process that focuses on converting trash to energy and recycling many waste materials.

The next major area of improvement comes from changing individual behavior and some areas are exploring new approaches (such as paying for the amount or weight of what is thrown away). Simsbury should continue to promote waste reduction / recycling among residents, businesses and government to be as sustainable as possible.

Overall Sustainability – Becoming more sustainable will be enhanced by educational efforts in all areas. People (and businesses) learn and practice behaviors over long periods of time and so it will take multi-pronged efforts to instill new behaviors. Simsbury should continue educating residents about sustainability concepts and how to be as sustainable as possible.

Distributed Approaches

The POCD recognizes that “microscale” energy projects on multiple individual sites have the potential to make a huge difference in how Simsbury achieves its sustainability goals. This could include:

- passive solar installations on hundreds or thousands of individual homes,
- the use of geothermal approaches to heating and cooling,
- expanding the use of electric vehicles.

The POCD recommends these types of approaches.

Resiliency

As recurring storms and other events continue and as the world continues to change in ways that we cannot fully envision today, it is important the Simsbury address the issues raised and learn to become an even more resilient community in order to be able to adapt to new challenges and opportunities.

Simsbury should continue to identify possible hazards so preparation (and mitigation, if possible) can be made beforehand. Simsbury participated in the preparation of a regional hazard mitigation plan (CRCOG, 2014) and this plan identified the following goals and objectives:

- 1. Reduce the potential for loss of life and property as a result of flooding.**
 - a. Incorporate hazard mitigation strategies into new/existing projects.
 - b. Correct undersized drainage systems in repetitively flooded areas.
 - c. Ensure the protection of private properties at greatest risk.
- 2. Reduce the potential for loss of life and property as a result of winter storms.**
 - a. Continue to trim/remove hazard trees.
 - b. Provide planning and equipment for traffic rerouting.
 - c. Minimize risks vulnerable to populations as a result of power failure.
- 3. Reduce the potential for loss of life and property as a result of wind.**
 - a. Continue to trim/remove hazard trees.
 - b. Provide planning and equipment for traffic rerouting.
 - c. Coordinate back-up communications.
- 4. Future: Improve access during flood events.**
 - a. Raise road elevations to assure access.
 - b. Co-ordinate efforts with Connecticut DOT.

The same approach of identification and preparation holds for longer term issues as well (such as possible global climate change and more extreme storm events).

GOAL

Strive to become a more sustainable and resilient community.

11.1 Encourage sustainable development practices.

A. ENERGY –Simsbury will:	Leader	Partners
1. Encourage the Clean Energy Task Force to continue their efforts promoting energy conservation, energy efficiency, and the implementation of sustainable energy solutions for the Town and local residents and businesses.	Town	CETF
2. Encourage the use of “green” strategies for Town buildings and for new and redeveloped properties using recognized best practices.	Town	CETF
3. Initiate transition to renewable energy for Town vehicles (natural gas, electric, biofuels, and hybrids).	Town	CETF
Code legend is on inside back cover		

B. WATER CONSERVATION –Simsbury will:	Leader	Partners
1. Encourage water conservation especially since most areas of Simsbury rely on groundwater for domestic use.	Town	
2. Support the Aquarion Water Company, the Tariffville Water District, and the Avon Water Company in their efforts to encourage town-wide water-conservation.	Town	
3. Promote the use of drought resistant plant materials.	Town	
Code legend is on inside back cover		

C. WASTE MANAGEMENT –Simsbury will:	Leader	Partners
1. Support solid waste disposal practices that minimize environmental impacts and encourage reduction of the waste stream.	Town	
2. Promote recycling and reduction of the waste stream.	Town	
3. Promote efforts to collect and compost biodegradable material (brush and small trees) and provide compost for community use.	Town	
Code legend is on inside back cover		

11.2 Enhance efforts to be a resilient community.

A. EMERGENCY RESPONSE –Simsbury will:	Leader	Partners
1. Continually review and improve emergency response in order to ensure that public safety services (police, fire, and emergency medical) are trained and equipped to respond to emergencies in the community.	Town	PD FD SVA
Code legend is on inside back cover		

B. AVOIDANCE / MITIGATION –Simsbury will:	Leader	Partners
1. Seek to identify recurring hazards or threats (such as hurricanes, flooding, winter storms, etc.) and prepare to avoid, mitigate, or respond to such events.	Town	PW
2. Participate with local organizations and regional agencies on updating and refining “hazard mitigation” strategies in order to identify and then reduce or eliminate risk to human life and property resulting from natural hazards.	Town	CRCOG
Code legend is on inside back cover		

C. EVOLUTION –Simsbury will:	Leader	Partners
1. Monitor changing temperature, climate patterns, and/or storm frequency or intensity before they become a threat to the community.	Town	
2. Over time, consider ways to assess the vulnerability of public and private infrastructure (e.g., utilities, transportation, structures) to climate change and increased frequency of extreme storms and develop adaptation strategies.	Town	
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