



East Granby Village Center Master Plan

Findings & Refinement Session

January 24, 2023

This is a program presents what we have learned so far and seeks to further refine our understanding of where East Granby wants to go in the future.





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Planning Session Results: We Were Listening

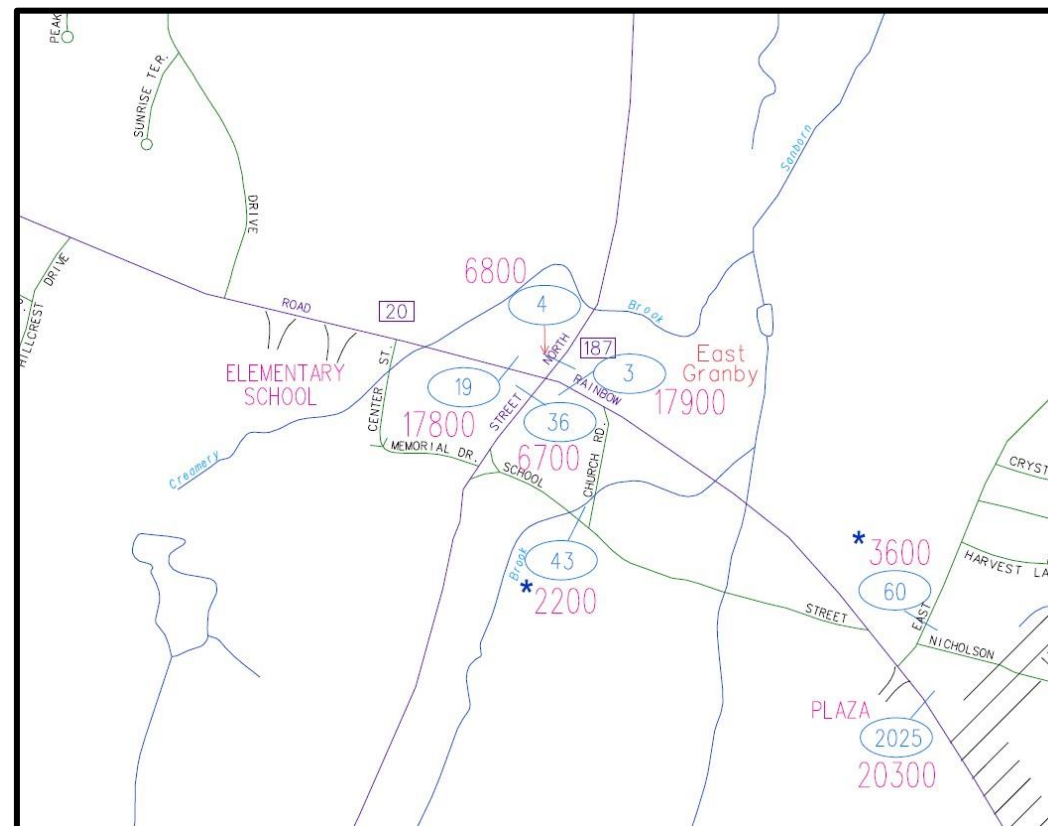
East Granby – Village Center Master Plan: Findings

Geography:
The community
generally
confirmed this
as the area of
East Granby's
Village Center



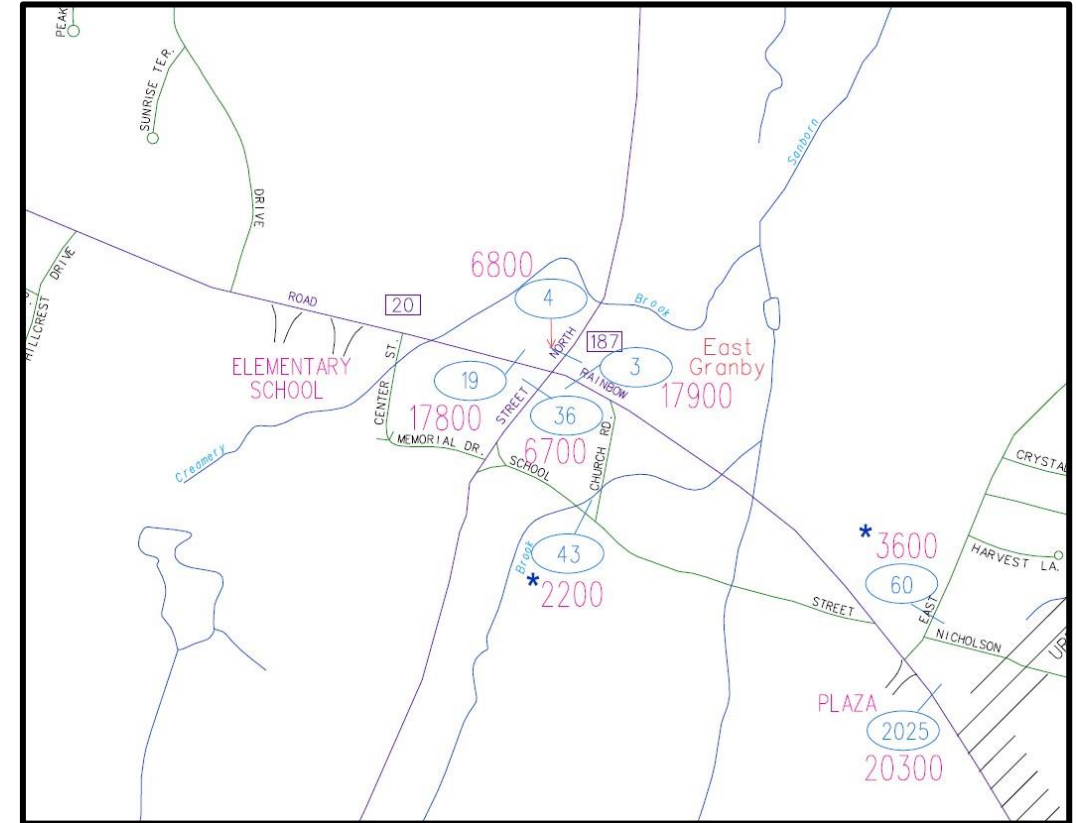
What is Working in the Village Center

- Traffic Counts on Route 20 – 18,000ADTs
- Household Income - \$106,000
- Destinations – Newgate Prison, Air Museum, Trail System (mountain biking), T-Ville Gorge (Paddling), Brignole Vineyards, and Almost Famous Brewing Company
- Government Campus
- Restaurants
- New England (agrarian) Charm
- Historic Properties and Character
- Architecture – In-Part



What is NOT Working in the Village Center

- Traffic counts on Route 20 (18,000ADTs)—noise, trucks, pedestrian safety, etc.
- Pass-through conditions—a lack of stopping
- Lack of sidewalks—not pedestrian friendly
- No identity or brand identity—lack of name and place recognition
- Low/dispersed population (5,200 persons)
- Low/dispersed housing/Households (2,100 HH)
- Aging population—lesser consumer spending
- Appearance, age, and design (in-part) of commercial buildings
- Limited retail, service, and restaurants—residents must leave town (leakage in local spending)
- Lack of cohesion and connectivity



Stakeholders Informed us that the Village Center:

- Lacks identity (AKA The Intersection)—requires image & brand
- Must be pedestrian friendly—sidewalks, trails, & connectivity
- Should be a focal point of community—events & civic activities
- Requires an improved aesthetics—design, lighting, signage, and landscaping
- Requires a critical mass of population—East Granby & Village Center need more persons and households—more housing
- Must be a destination—not a pass-through
- More diverse/variety of uses—including mixed use and proximate uses
- More and better opportunities for outdoor dining
- Need local government support—leadership & incentives for investment

“Outside of getting a sandwich, you're not going to come here.”

“If you want a village, you need people walking around.”

Residents Informed us that the Village Center:

- Must be pedestrian friendly—sidewalks, trails, & connectivity
- Should be focal point of community—events & civic activities
- Needs an improved aesthetics—better design and appearance
- Lacks identity—requires image, brand, name recognition, and sense of place
- Requires signage—welcome to East Granby/Village Center
- Need to inspire pass-through traffic to STOP
- Must protect historic assets/character and New England Charm
- Should promote recreation and outdoor activities—a destination
- More and better opportunities for outdoor dining
- Incentives for investment—local government

“Thanks for passing through,
please stop and visit next time.”

Residents Village Center Non-Negotiables:

- Drive-Thru's in Center
- Large Distribution Center
- Gas Stations
- 4+ Story Development (Housing)
- **Housing (*we need to discuss this—and we will*)**
- Big Box Retail
- Adult Entertainment
- Cannabis Dispensaries
- Four or More Story Buildings
- Increased Truck Traffic
- Higher Taxes
- Tax Incentives for Development

“If you want McDonald’s, go to Windsor Locks.”

Resident Vocabularies for a Village Center Vision:

- Vibrant, Exciting, Eclectic, & Creative
- Night-Life, Lighting, Inviting
- Community Activities, Service, & Involvement
- Walkability & Bike Lanes
- Less Traffic & Less Trucks
- Welcoming, Aesthetically Please, & Charm
- Safe & Connected Road Design
- Boutique
- Economically Viable
- Gathering Place
- Multi-Generational Appeal
- Organized, Identifiable, Signage/Advertising
- History and Gems from the Past
- Inviting & Collaborative
- Consolidation/Reduction of Redundancy

Working Draft Vision Statement

East Granby's Village Center will become a focal point of the community, preserving our history and embracing our future. A vibrant, prosperous, safe, and aesthetically pleasing gathering place where the community comes together to celebrate, socialize, shop, and engage in civic life. The Village Center will convey a community identity through quality design, natural vistas, and accessible spaces that emphasize East Granby's New England and agrarian charm.



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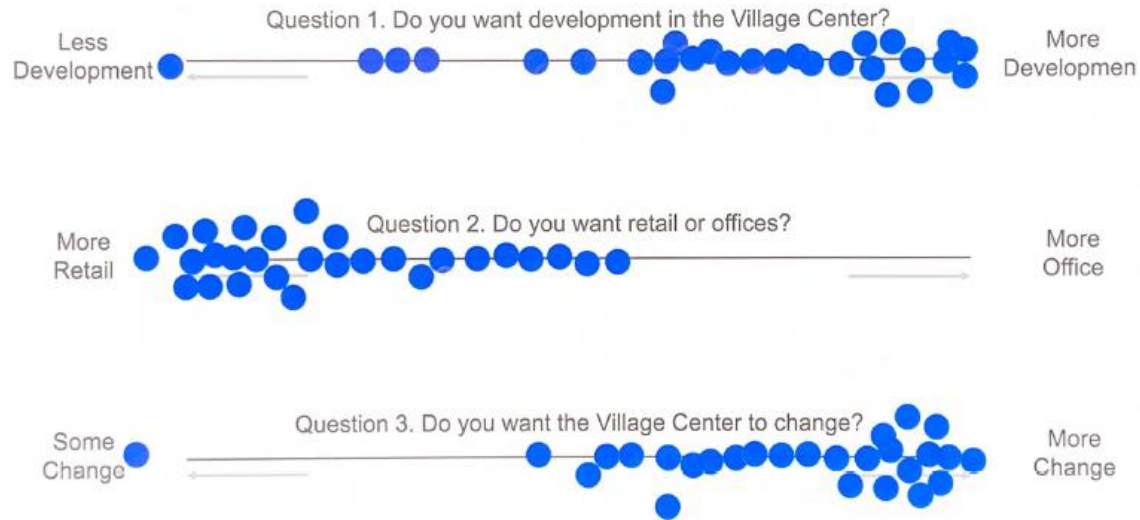
Planning Session Activities: How You Informed Us

East Granby – Village Center Master Plan: Findings

East Granby Village Center - Continuums of Change

East Granby Village Center - Continuums of Change

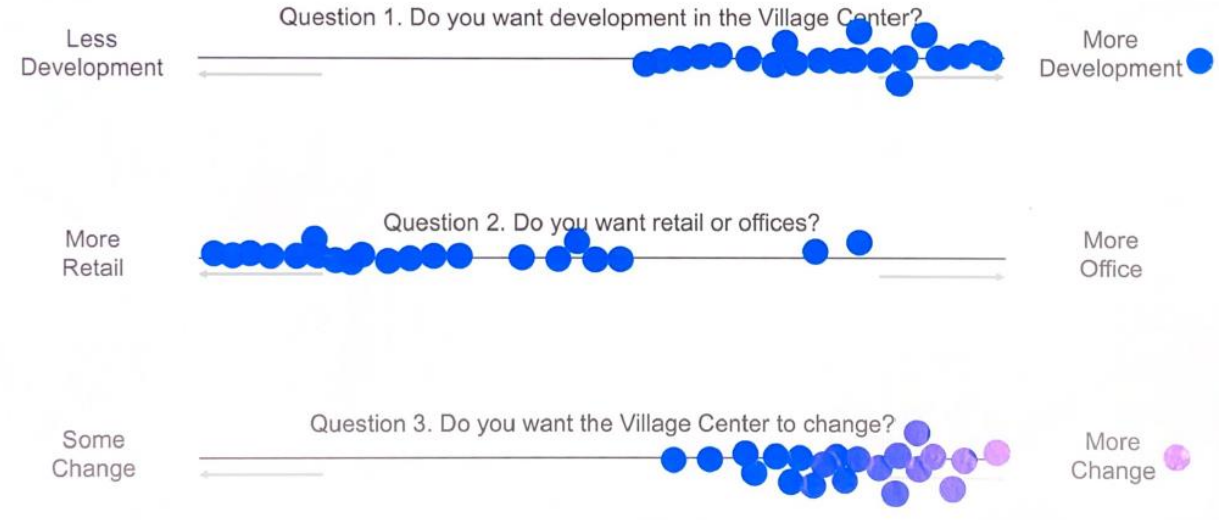
Instructions: Where on the continuum does your perspective fall—place your dot sticker on that location.
If your perspective is neutral, place your sticker in the middle.



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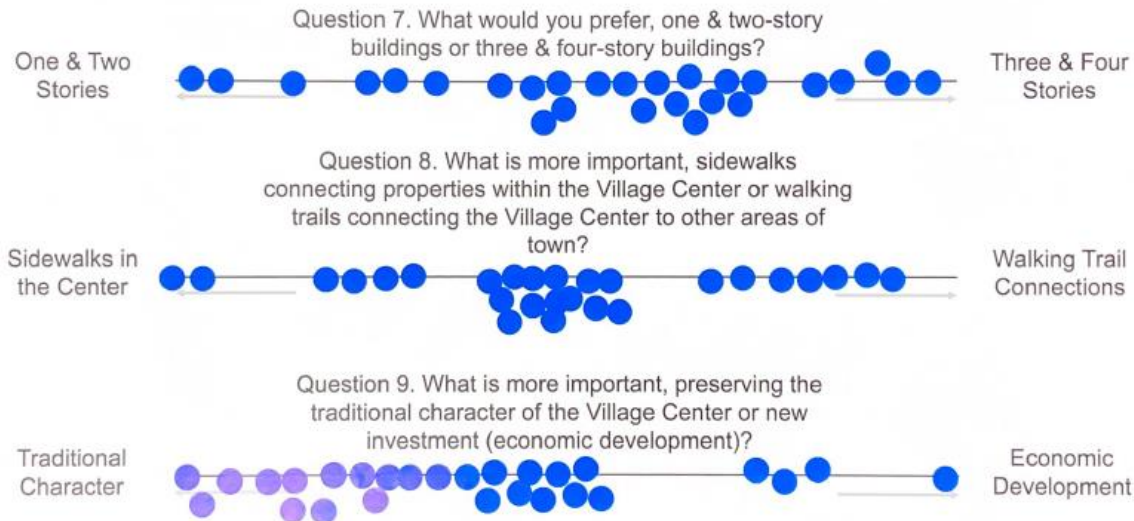


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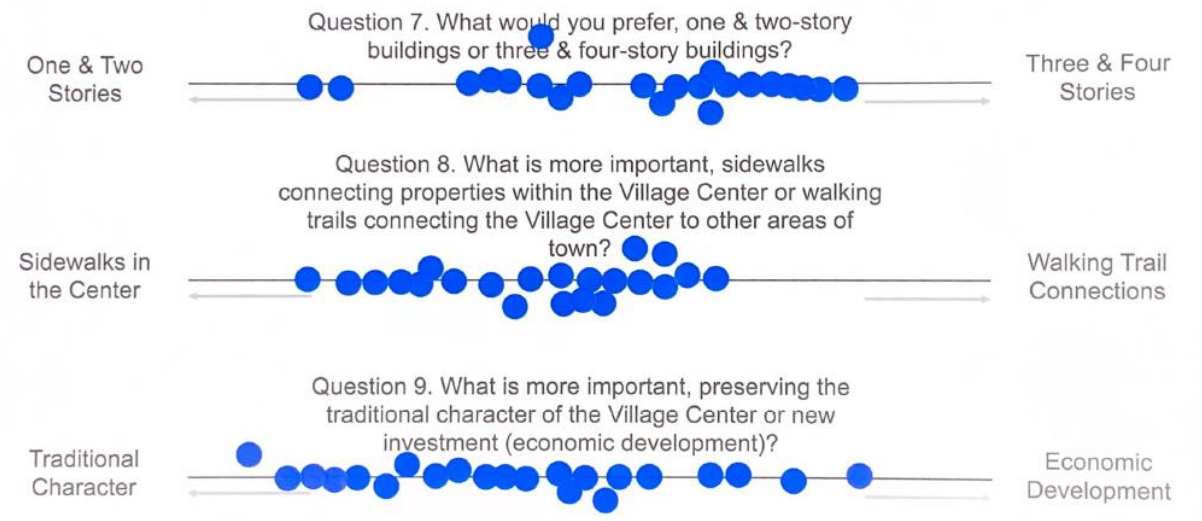
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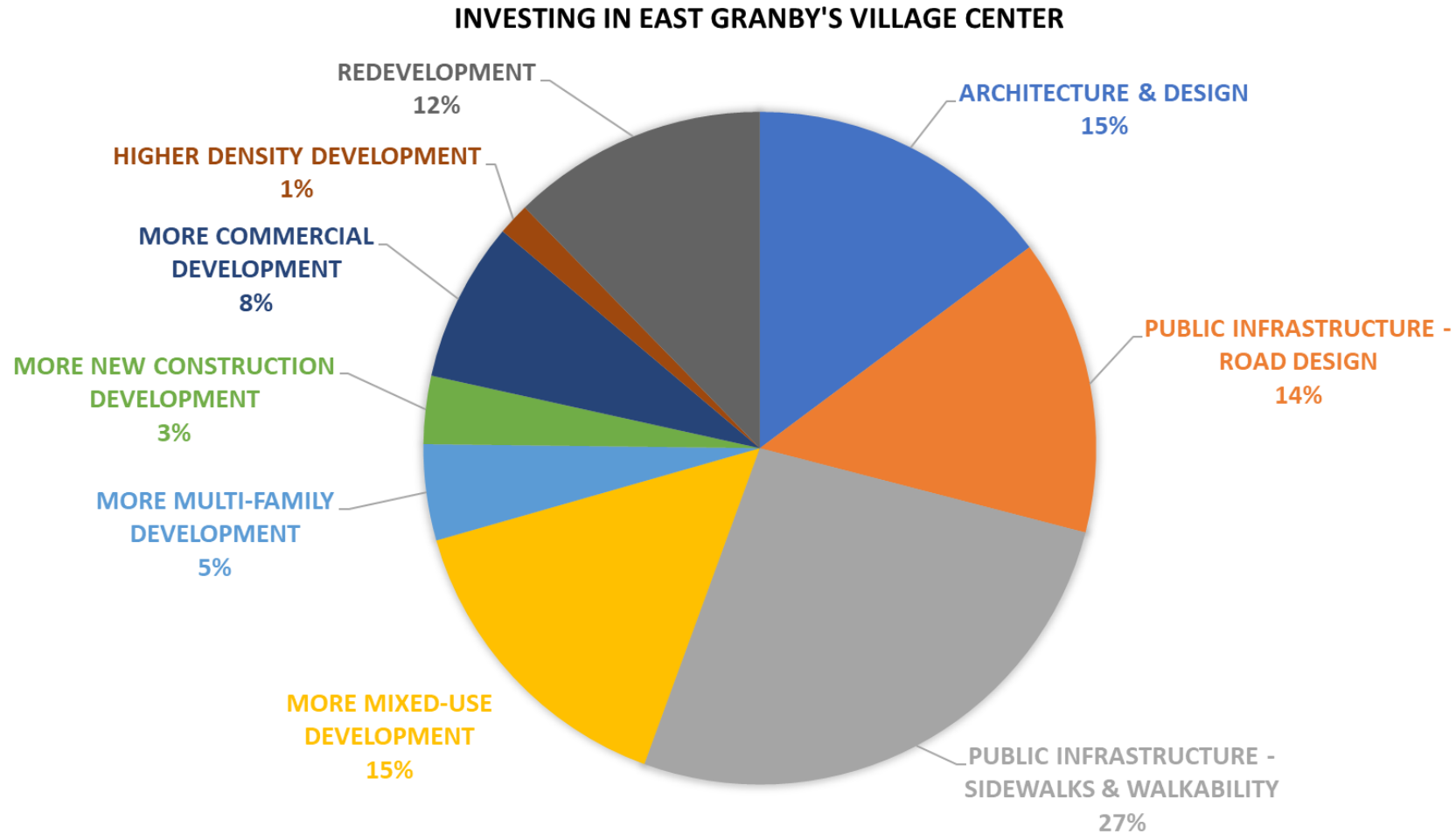
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East Granby Village Center - Continuums of Change

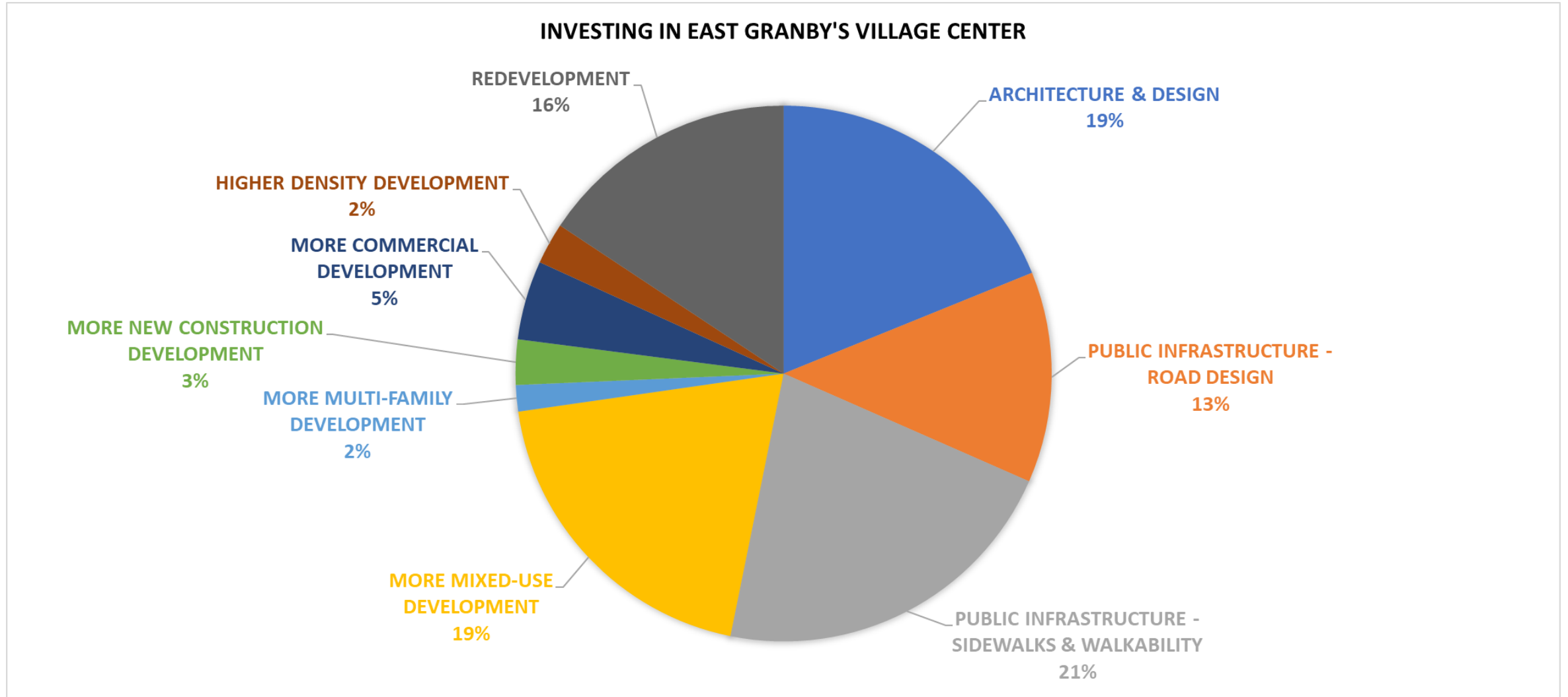
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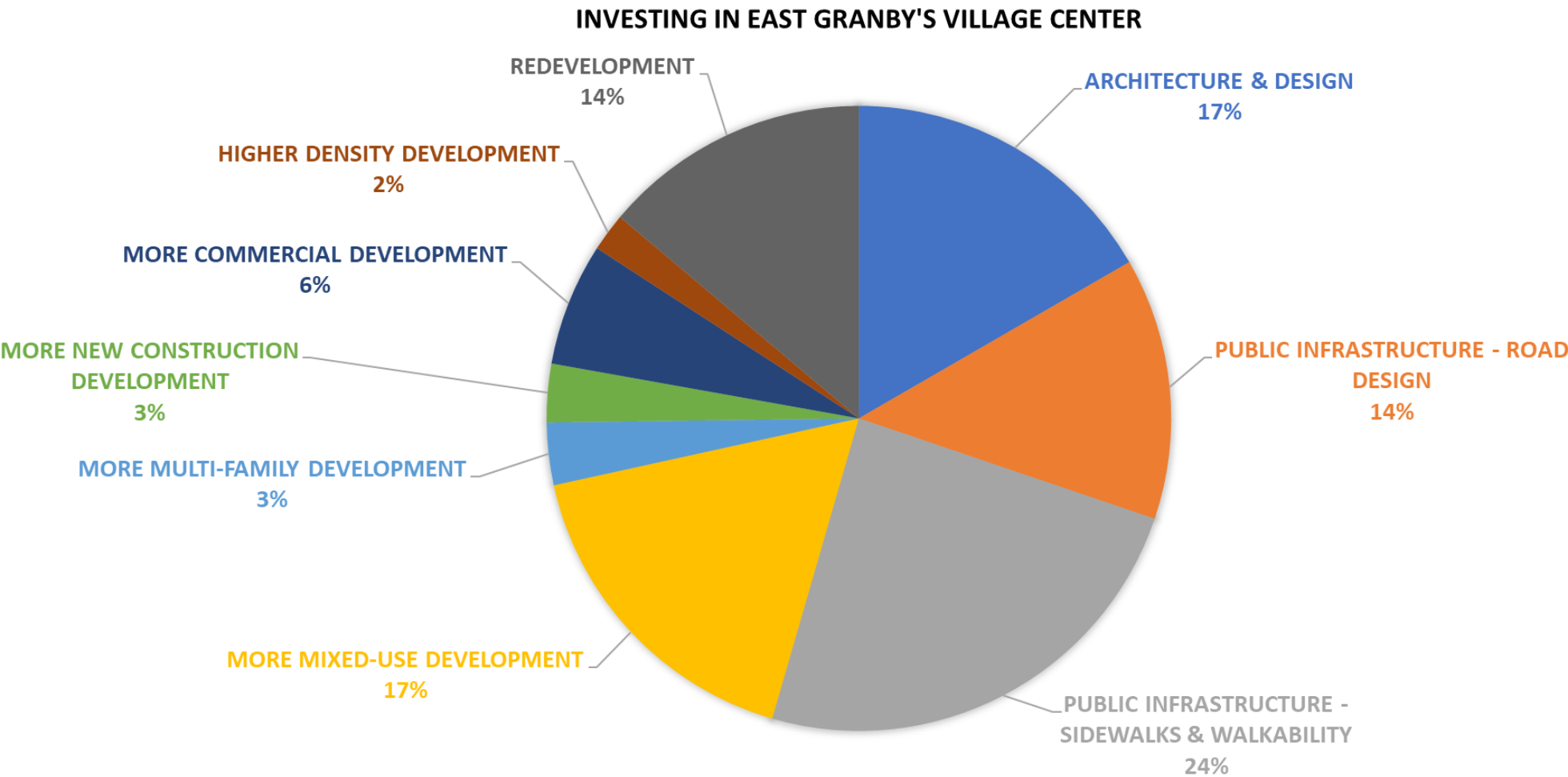
East Granby – Village Center Master Plan: Findings



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East Granby – Village Center Master Plan: Findings



East Granby – Village Center Master Plan: Findings

Wordle Board – Existing Conditions



East Granby – Village Center Master Plan: Findings

Wordle Board – Future Outcomes



East Granby – Village Center Master Plan: Findings

Wants and Desires Rankings

Issue												
Sidewalks	5	1	2	2	1	2	6	6	2	8	2	2.7
Walking Trails	4	2	1	1	14	14	1	7	4	12	1	3.3
Grocery Store	9	14			3	1	11	1	1	4	11	3.8
Retail Stores	1	9			7	1	4	8	9	7	4	4.3
New Development	2	10			7	1	7	9	11	1	6	4.4
Restaurants	7	3		5	8	10	3	3	3	3	8	4.7
Outdoor Dining	6	4		4	5	3	5	2	8	9	7	4.9
Pharmacy	15	5			1	1	14	4	7	10	14	5.4
Redevelopment of Existing Properties	14	6	3	3		8	2	14	6	13	3	5.8
Mixed-Use (Commercial/Residential)	12	7			8	8	5	13	12	2	9	7.5
Coffee Shop	3	11			7	8	9	11	10	11	5	7.7
Multi-Family Housing	10	8			1	7	8	10	15	14	12	7.8
Medical Offices	11	12			7	3	10	13	5	6	13	8.0
Drive-Thru Service - Food or Other	8	13			5	2	15	14	13	15	10	9.1
Office Space	13	15			11	15	12	15	14	5	15	12.2

Issue												
Restaurants	1	1	1	4	1	7	5					2.0
Mixed-Use (Commercial/Residential)	3	4	3	2	9	1	1					2.5
Redevelopment of Existing Properties	14	5	4	1	2	2	3					3.2
Sidewalks	7	5	7	3	4	4	2					4.2
Retail Stores	5	5	6	5	3	9	4					5.0
Grocery Store	2	1	8	13	11	3	14					5.2
Walking Trails	6	3	10	12	6	8	7					6.9
Outdoor Dining	8	5	2	10	8	12	13					7.2
Coffee Shop	9	5	5	11	7	10	6					7.2
New Development	10	8	15	6	5	5	10					7.8
Multi-Family Housing	11	15	11	7	12	6	11					10.0
Drive-Thru Service - Food or Other	13	12	9	9	10	14	9					10.7
Office Space	15	15	13	8	15	11	8					11.7
Pharmacy	12	10	12	15	13	13	12					12.3
Medical Offices	14	10	14	14	14	11	15					13.0



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Online Survey: Results as of Noon Today

SURVEY RESPONSES

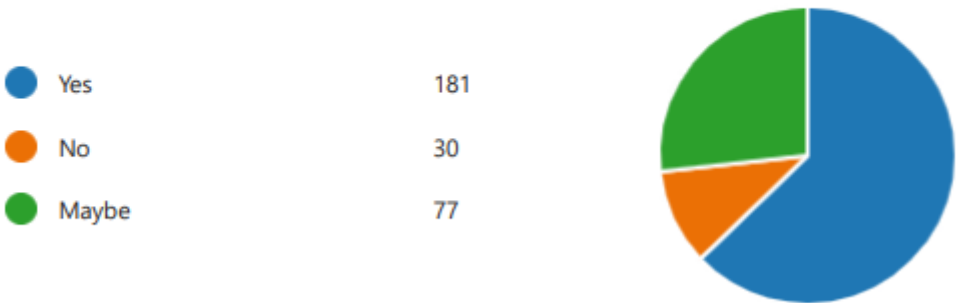
8. Would you like to see development in the Village Center?



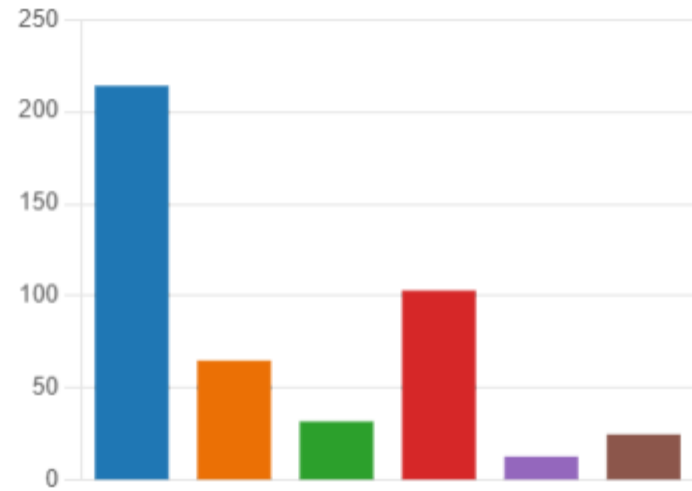
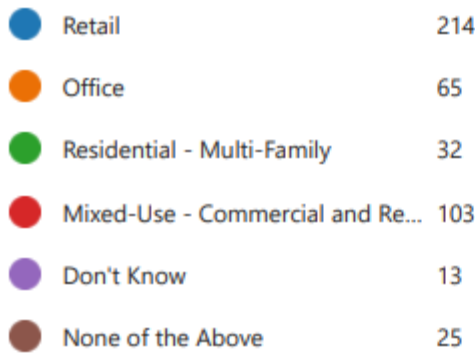
9. Would you like to see more retail or more offices in the Village Center?



10. Do you want the Village Center to change?

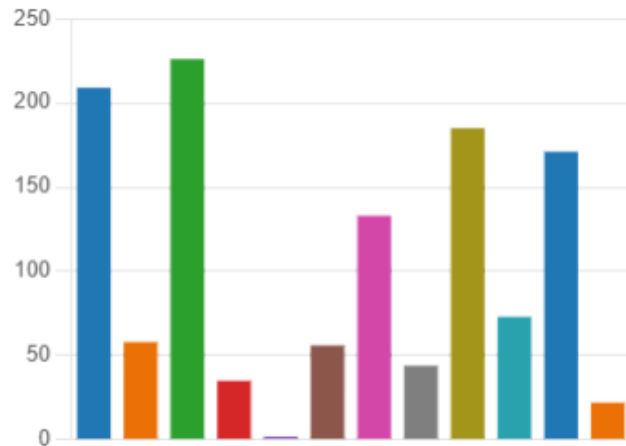


11. What type of development would you like to see in the Village Center?
Select all that apply.



12. What type of uses would you like to see in the Village Center?
Select all that apply.

Grocery Store	209
Medical Offices	58
Restaurants	226
Banks/Financial Institutions	35
Gas Station/Convenience Store	2
Offices	56
Pharmacy	133
Car Wash	44
Retail Stores	185
Cannabis Dispensary	73
Coffee Shops	171
Other	22



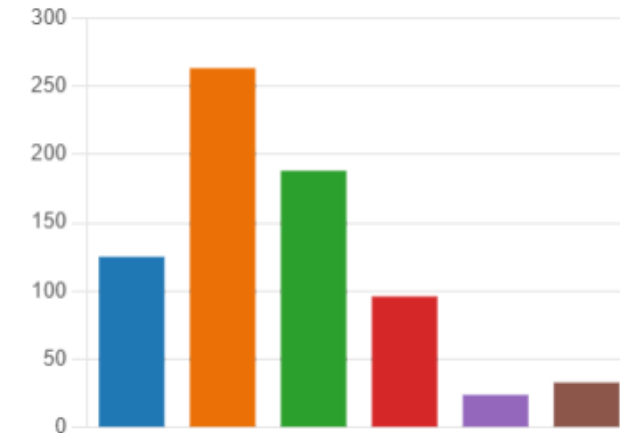
13. Should the Town allow restaurants in the Village Center to have outdoor dining?

Yes	286
No	5



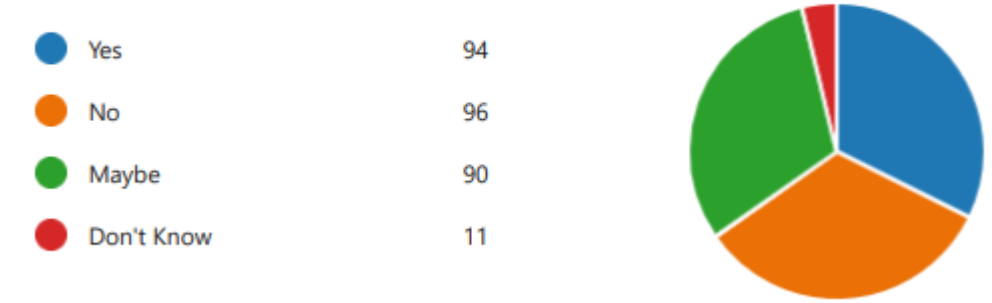
14. What type of restaurants would you like to see in the Village Center?
Select all that apply.

Fine Dining	125
Casual Dining	263
Gastro Pub	188
Fast Casual	96
Fast Food	24
Fast Food w/ drive-thru	33

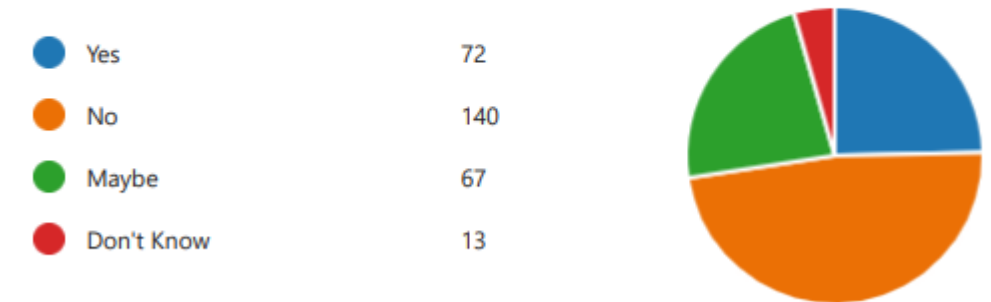


Survey

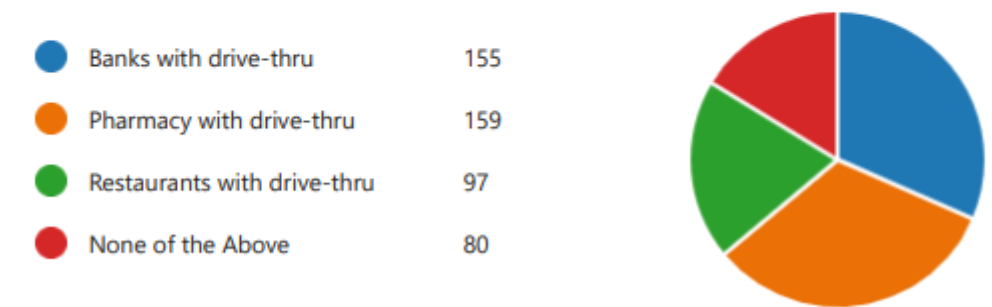
15. Should the Town allow drive-thru businesses in the Village Center?



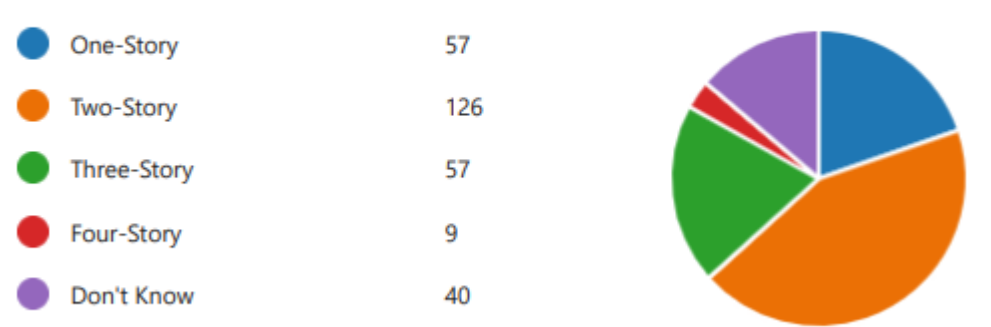
17. Should the Town allow more multi-family housing/apartments in the Village Center?



16. Should the Town allow any of the following drive-thru businesses in the Village Center?
Select all that apply.



18. Which do you prefer for building height in the Village Center?



19. Is architecture and design important in the Village Center?

Yes	252
No	11
Maybe	24
Don't Know	3



20. What is most important in the Village Center?

Quality Architecture/Design	67
Economic Development	43
Equally Important	169
Neither	10



21. What is more important in the Village Center?

Sidewalks in the Village Center	50
Sidewalks/Trails Connecting the ...	82
Equally Important	133
Neither	19
Don't Know	11





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Confronting Housing: East Granby's Aversion to Housing

East Granby's Aversion to Housing—Multi-Family Housing

Findings

- Only 3% of the total dollars were invested in multi-family development
- Housing was a non-negotiable
- Housing was the weakest use in the online survey

Why?

- What is it about multi-family housing that is driving your aversion?
 - Fear of change/Unknown?
 - Other?



Understanding Housing

- A survival need—shelter
- Where jobs go at night—economic development
- Symbiotic relationship with commercial development—retail follows rooftops
- Housing (households) drives commercial demand
- Strongest real estate asset class—capable of driving commercial investment

Housing Permits

Housing Production: Past Demand & Absorption

1997-2022 = 14 units/year

1997-2007 = **25 units/year**

2008-2022 = 7 units/year

1997-2022: Multi-family = **6.9%** market share

1997-2007: Multi-family = **9.6%** market share

2008-2022: Multi-family = **0%** market share

East Granby Building Permits 1997-2022

Year	Total Units	1-Unit	2-Unit	3-4-Unit	5+ Unit	Demo	Net Gain
2022	6	6	0	0	0	0	6
2021	15	15	0	0	0	0	15
2020	1	1	0	0	0	0	1
2019	3	3	0	0	0	1	2
2018	3	2	0	0	0	2	1
2017	3	3	0	0	0	0	0
2016	4	4	0	0	0	0	4
2015	1	1	0	0	0	0	1
2014	2	2	0	0	0	2	0
2013	7	7	0	0	0	1	6
2012	12	12	0	0	0	0	12
2011	7	7	0	0	0	0	7
2010	2	2	0	0	0	0	2
2009	17	17	0	0	0	1	16
2008	25	25	0	0	0	0	25
2007	21	21	0	0	0	0	21
2006	33	33	0	0	0	1	32
2005	21	21	0	0	0	1	20
2004	20	15	0	0	5	0	20
2003	24	22	2	0	0	2	22
2002	30	30	0	0	0	0	30
2001	31	31	0	0	0	1	30
2000	29	29	0	0	0	0	29
1999	25	25	0	0	0	2	23
1998	24	24	0	0	0	0	24
1997	22	0	0	0	22	2	20
Total	388	357	2	0	27	16	369
Percent	100%	92.0%	0.5%	0%	7.0%	4.1%	95.1%

Source: Connecticut DECD Housing Permit Data (2021). Town of Granby, Years 2018 – 2021.

School District Enrollments

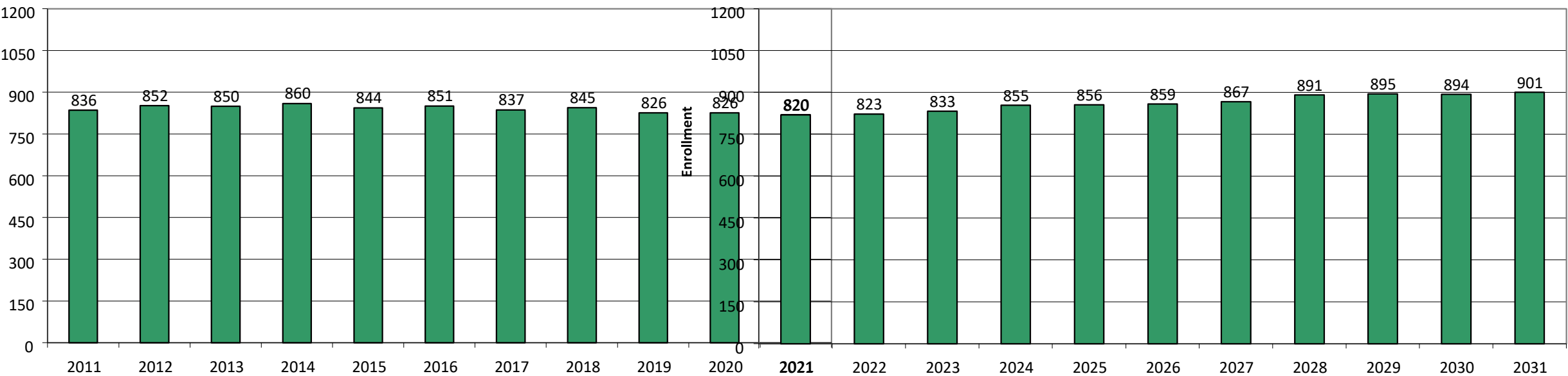
Housing Production – Enrollments – Education Expenditures

- 2008 to 2022 housing increased 5% while enrollments declined 8%.
- Enrollments declined by 73 pupils and education expenditures increased by \$5,515,361 (or \$7,766/pupil).
 - New housing is not the primary driver of enrollments
 - Enrollments are not the primary driver of education expenditures.
- Using 2009 enrollments (907 peak) and 2020 budget (\$18,634,818), per pupil expenditures would be \$20,545, \$1,798 less than the \$22,343/pupil expenditures.
 - Education costs—especially fixed costs—are capitalized across fewer students. (Yes, this calculation is not perfect.)
- Time to put aside the misconception that education costs (taxes) are driven by new housing development.
- East Granby needs younger persons, young families, and school age children.

EAST GRANBY: COMPARISON 2008-2022				
Year	Housing	Enrollments	BOE Budget	PPE
2008-22	108	-73	\$5,515,361	\$7,766
2022	6	---	---	---
2021	15	-7	---	---
2020	1	-2	\$18,634,818	\$22,343
2019	3	-19	\$17,830,322	\$21,328
2018	2	7	\$17,940,468	\$20,983
2017	3	-18	\$17,912,113	\$21,122
2016	4	-12	\$17,650,161	\$20,381
2015	1	-8	\$17,595,596	\$20,040
2014	2	12	\$16,616,037	\$18,775
2013	7	7	\$15,539,610	\$17,800
2012	12	19	\$15,064,392	\$17,395
2011	7	-46	\$14,474,167	\$17,088
2010	2	-14	\$14,166,671	\$15,864
2009	17	7	\$13,939,469	\$15,368
2008	25	900	\$13,119,457	\$14,577

Source: Connecticut Department of Education (2023).

East Granby BOE NEASC Enrollments and Projections 2011 – 2031

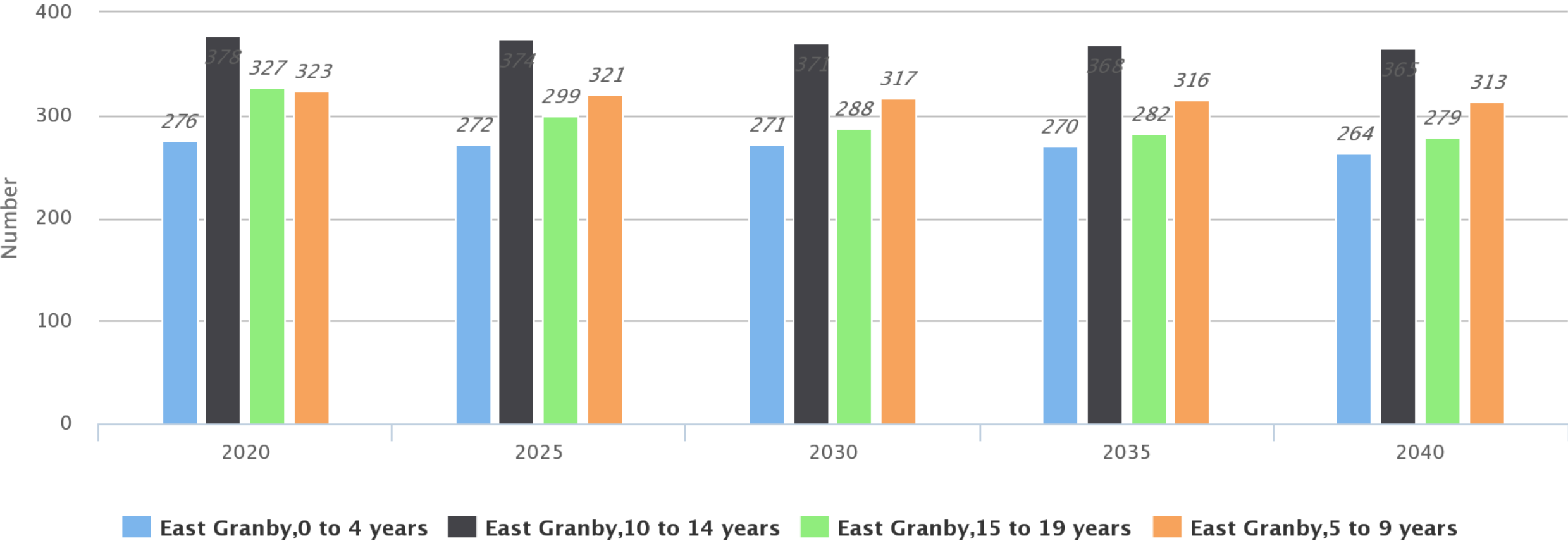


Source: Connecticut State Data Center.

East Granby Population Projections (0-19 Years Old to 2040)

Population Projections by Town

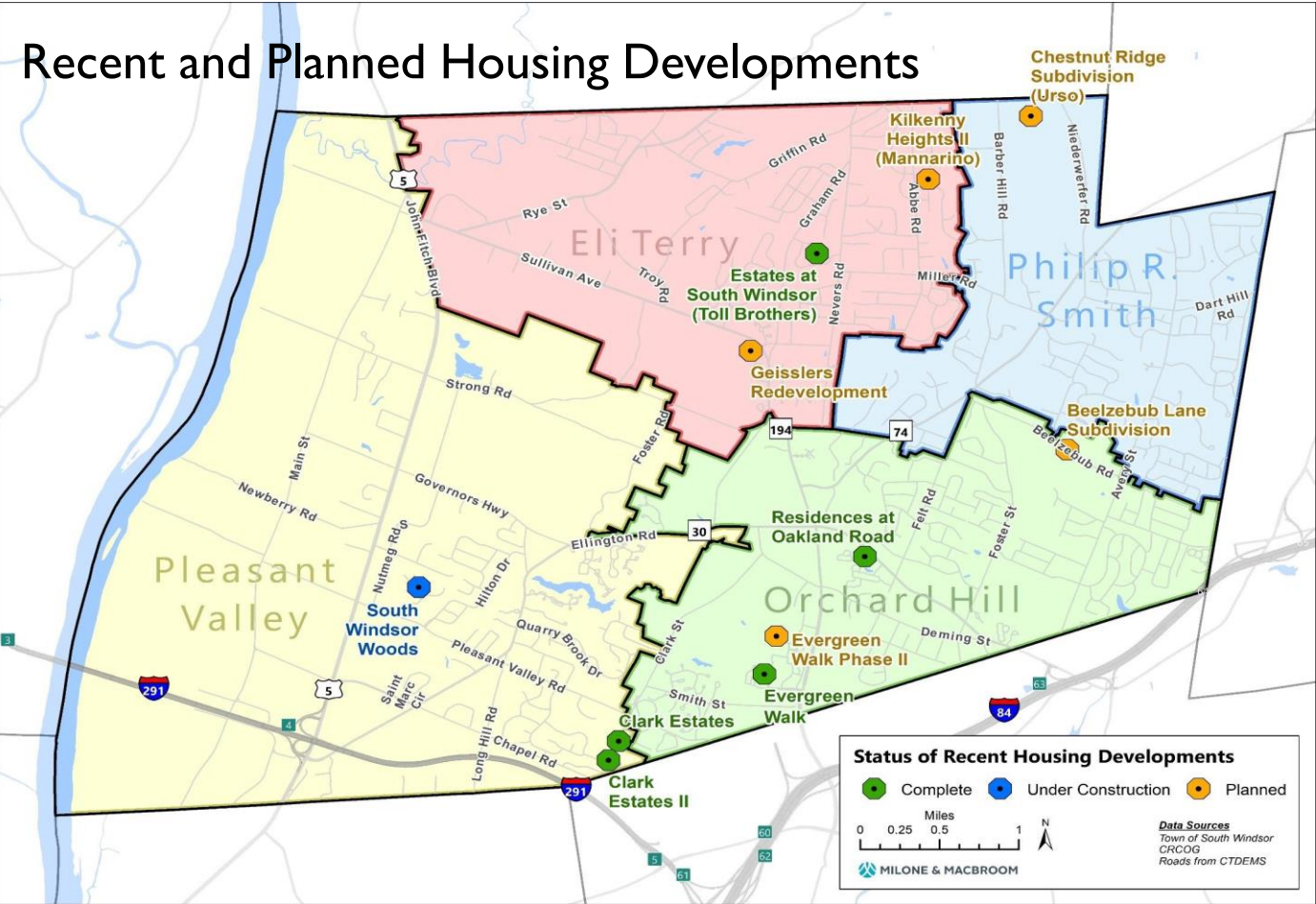
Year: 2020,2025,2030,2035,2040 | Gender: All | Age Cohort: 0 to 4 years,5 to 9 years,10 to 14 years,15 to 19 years | Variable: Projected Population | Measure Type: Number



Source: Connecticut State Data Center.

Source: . CTData.org

Case Study: South Windsor Recent Housing Development and Enrollments



South Windsor Census 2010 to 2020

- Total Population = 5%
- Total Adult Pop. = 6%
- Total <18 Pop. = 0%

Enrollment from Recently Completed and Under Construction Housing Developments: As of October 2020

New Development Name	Status	Type	Occupied Units	K-12 Enrollments/Unit
Clark Estates	Complete	Single-family	18	1.06
Clark Estates II	Complete	Single-family	22	0.86
Evergreen Walk	Complete	Apartments	200	0.18
Residences at Oakland Road	Complete	Apartments	78	0.17
Estates at South Windsor	Complete	Single-family	44	1.02
South Windsor Woods	Under Construction	Condominiums	105	0.62
All New Developments	-		467	0.42

One- and Two-Bedroom multi-family apartments produce very few school district enrollments—less than 0.2 enrollments per unit. Why?

- Low and declining fertility rates
- High percent of one-person households
- Low percent of family-households with 3+ persons

Source: Connecticut Department of Education (2023).

East Granby – Village Center Master Plan: Findings

Case Study: Ellington's Existing Multi-Family Housing and School Enrollments

Apartment/Condos	PSAC																Unit	1 B-R	2 B-R	3 B-R	4 B-R
	01	02	03	04	05	06	07	08	09	OK	10	11	12	P3	PK	Total	Total				
Abbott Place (Abbottville)				1												1	54	0	30	23	1
Autumn Chase	15	15	6	11	6	7	10	5	5	22	6	3	3	3	3	120	332	97	235		
Chaserall Meadows	2		1		1				1		1	1			1	8	60	0	43	17	0
Cider Mill Heights (1 Maple St)	2	3	1		2		1				2	1	2			14	38	4	34		
Cornfield		3	3		3	2	1	1	1	4	2	2			1	23	215	173	42		
Deer Valley (South)	2	4	7	4	1	1	3	1	2	7	2	1			2	37	256	127	129		
Deer Valley North	1	1	2		3	2	1	1		1		2				14	200	100	100		
Ellington Ridge				2	2	1	2	2		1		3				13	158	132	26		
Johnny Appleseed	3	1	2		2	1	2						1			12	120	96	24		
Meadowbrook			1		1								1			3	129	129			
Pinney Hill Apartments												1				1	69	69			
Ellington Meadows (Steeple View)				4	1	1	1	1				1	1			10	49	0	10	39	
Stonebridge Apartments	1					1	1		1			1				5	79	79			
Watercrest Townhouses					1	2			1				1			5	8	8			
Windermere Village	6	3	3	1	2	2	1		1	9						28	95	1	27	63	4
Total	32	30	26	23	25	20	23	11	12	44	13	16	9	4	6	295	1,862	1015	700	142	5

Findings: 1,862 MF Units = 80.6% of Total (2,309) MF Units. 295 Enrollments / 1,862 Units = **0.158** Enrollments/Unit

Case Study: Mixed-Use Redevelopment - Municipal Fiscal Impact

Revenues: Real Property Taxes & User Fees

Real Property Taxes (125 Multi-Family Residential Units)	=	\$500,777
Real Property Taxes (60,740 Sq. Ft. Commercial Buildings)	=	\$182,960
Personal Property Taxes (156 Motor Vehicles at \$318/vehicle/year)		\$49,638
Sewer User Fees Residential (\$415.00/unit/year)		\$51,875
Sewer User Fees Commercial (\$415/unit/year)	=	\$2,490
Estimated Projection – Total Revenues	=	\$787,743

Expenditures: School Enrollment Projections & Cost

Enrollment Expenditures (9 Allocated NTD Enrollments @ \$9,718/Year)	=	-\$87,462
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Expenditures: Municipal Government

General Government Services – Residential (21% of taxes paid)	=	-\$115,587
General Government Services – Commercial (27% of taxes paid)	=	-\$49,399
Estimated Projection – Total Expenditures		-\$252,448

Fiscal Impact Summary

Total Revenue (Property Taxes & Fees)	=	\$787,743
Total Expenditures – (Education & General Government)	=	-\$252,295
Estimated Positive Fiscal Impact/Year	=	\$535,295

One-Time Development Fees

Land Use Permitting Fees	=	\$7,675
Building Permitting Fees	=	\$506,037
Sewer Connection Fees	=	\$215,790
Estimated One-Time Development Fees	=	\$729,502

Case Study: Redevelopment of a 1960s era retail strip plaza with the addition of 125 residential units (rental apartment).

The residential units included a mix of studios, one-bedroom, and two-bedroom units. 10% of units affordable at 80% AMI.

Case Study: Recent Multi-Family Developments with East Granby's Mill Rate

Methods

- Actual appraised and assessed value based on 2021 local government assessment records.
- Motor vehicles approximated based on parking requirements.
- Education expenditures based per pupil cost per new enrollment and New-to-District for 50% of total new enrollments.
- General government services estimated after commercial and industrial property taxes and education expenditures.

Outcomes

- \$1,065,594 = 4.5% of total municipal budget
- 584 = 28% increase in households or approximately 950 persons (18%)
- What would that mean for local businesses?

Sample Multi-Family Apartments and Tax Value

Name	Town	Units	Appraised	Assessed	E.G. Mill Rate	Taxes
275 Ridge Road	Wethersfield	62	\$10,681,934	\$7,477,360	34.10	\$234,789
Heirloom Flats	Bloomfield	215	\$35,564,400	\$24,895,080	34.10	\$848,922
Tempo at Evergreen	South Windsor	192	\$24,861,000	\$17,402,900	34.10	\$593,438
Mansions at Canyon Ridge	East Windsor	115	\$31,118,500	\$21,782,950	34.10	\$742,798
Total =		584	\$102,225,834	\$71,558,290	34.10	\$2,440,137

Sample Municipal Fiscal Impact Summary

Revenues: Real Property Taxes & User Fees

Real Property Taxes (584 Multi-Family Residential Units)	=	\$2,440,137
Personal Property Taxes (1,022 Motor Vehicles at \$350/vehicle)	=	\$357,700

Estimated Projection – Total Revenues = \$2,797,837

Expenditures:

Education Enrollment Expenditures (117 Enrollments @ \$9,718/Year)	=	-\$1,137,006
General Government Services – Residential (21% of taxes paid)	=	-\$595,228

Estimated Projection – Total Expenditures = -\$1,732,234

Fiscal Impact Summary

Estimated Positive Fiscal Impact/Year = \$1,065,594

East Granby – Village Center Master Plan: Findings

Case Study: East Granby Proposed/Approved Housing Dev/

- Four developments totaling 426 units.
- Unit Mix – Assume
 - One-Bedroom = 34% or 143 units
 - Two-Bedroom = 45% or 189 units
 - Three-bedroom = 4% or 18 units
 - Four-Bedroom = 16% or 66 units

100 Housing Units – School Enrollment Projections

Housing Units	Units	Multiplier (1)	PSAC (2)	N-T-D (3)	NTD –E
One-Bedroom (34%)	143	0.04	6	50%	6
Two-Bedroom (45%)	189	0.25	47	50%	24
Three-Bedroom (4%)	18	0.96	17	50%	9
Four-Bedroom (16%)	66	1.06	70	50%	35
Totals	416	[0.336]	140	53%	74

Notes:

- 1) Multipliers: Derived from the Rutgers University, Center for Urban Policy Research “*Residential Demographic Multipliers – Connecticut.*”
- 2) PSAC stands for Public School Age Children. It is another way of saying enrollments.
- 3) N-T-D stands for New-To-District: represents the percent of student enrollments who are projected to be new to the Granby School District—most enrollments from new residential development students already enrolled in the District. This is derived from the South Windsor BoE Public Schools Enrollment Projections reports (2018, 2019, and 2020) that shown New-to-District enrollments fluctuate between 13% to 30% of enrollments. Therefore, our utilization of 50% new-to-district enrollments is conservative.

416 Housing Units – School Enrollment Projections

BOE Expenditures	Per Pupil	Total PSE	Total Cost	N-T-D	N-T-D Cost
Total Expenditures	\$22,257	140	\$3,115,980	74	\$1,647,018
Local-Share Expenditures	\$14,134	140	\$1,978,760	74	\$1,045,916
Allocated Expenditures	\$8,480	140	\$1,187,200	74	\$627,520

Calculation Notes:

- **Total Expenditures** is the BOE 2023 budget per pupil expenditures = \$22,257.
- **Local-Share Expenditure** is the per pupil expenditures less non-local property tax revenues (federal, state, and other revenue sources). Only 63.5% of East Granby’s 2021 budget revenue came from local property taxes. Therefore, to calculate the fiscal cost of education related to property taxes, the Local-Share Expenditures for education cost per pupil are reduced to 63.5% of the Total Expenditures (\$22,257) or \$14,134.
- **Allocated Expenditures** is based on a general analysis of the BOE budget that isolates approximately 35% of the budget that is unlikely to be impacted by changes in enrollment. For example, district office expenditures, school administrative offices, utilities, building operations and maintenance, prorated staffing, etc. Therefore, the Local-Share Expenditure is reduced to 60% for the Allocated Expenditure.
- **N-T-D (New-To-District)** represents the portion or percent of student enrollments who are anticipated to be new to the Granby School District. As discussed above, we estimate 50% new-to-district enrollments. However, due to rounding, the 74 new-to-district enrollments equal 53%.

Summary of Findings

Revenues: Real Property Taxes & User Fees

Real Property Taxes (MF Units @ \$4,415/unit taxes – SF @ \$7,161)	=	\$2,067,304
Personal Property Taxes (Motor Vehicles at \$332/vehicle/year)	=	\$207,168

Estimated Projection – Total Revenues = \$2,274,472

Expenditures: School Enrollment Projections & Cost

Enrollment Expenditures (74 Allocated NTD Enrollments @ \$8,480/Year)	=	-\$627,520
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Expenditures: Municipal Government

General Government Services – Residential (21% of taxes paid)	=	-\$477,639
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Estimated Projection – Total Expenditures = -\$1,105,159

Estimated Positive Fiscal Impact/Year = \$1,168,313

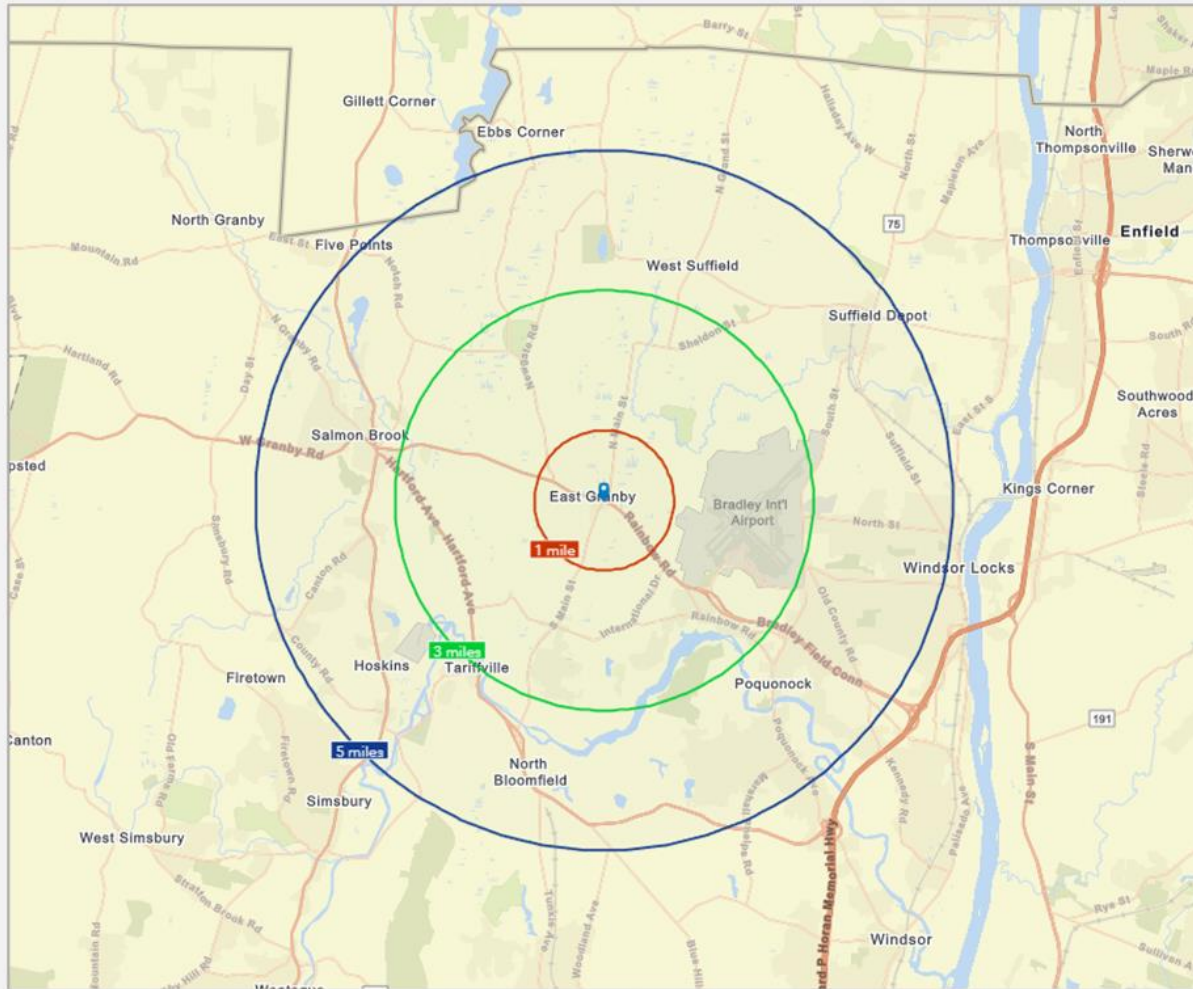
Commercial Development Impact on Residential Property Value

- Undesirable land uses such as airports, landfills, superfund sites, etc. and their impact on residential and other proximate uses have been extensively studied and documented to negatively impact residential property value (Bell, 1998, 2001; Findlay and Phillips, 1991; Cartee, 1989; Hurd, 2002; Simons, 1997).
- Other commercial developments, especially commercial office and retail have been shown not to negatively impact property value—and the amenity value of retail has been shown to increase residential property value over time (Wiley (2015)).

Property Value and Multi-Family/Affordable Housing

- Academic research findings:
 - **MIT Center for Real Estate (2005):** “high-density mixed-income rental developments in single-family neighborhoods *does not* affect the value of surrounding homes” and the “fear of potential asset-value loss among suburban homeowners is misplaced.”
 - **Harvard’s Joint Center for Housing Studies (2003):** “*apartments posed no threat to surrounding single-family house values.*”
 - **University of Utah (2021):** “apartments...have not reduced single-family home values” and “single-family homes located within 1/2 mile of a newly constructed apartment building experienced higher overall price appreciation than those homes farther away.”
 - **Virginia Tech University:** “shows an increase in single-family home values for those located near denser development” (Eskic, 2021: 2) and multi-family rentals that were well-designed, attractive, and well-landscaped, increased the value of proximate single-family residential housing.
- The research is clear, “apartments posed no threat to surrounding single-family house values (Hoffman, 2003) and “the fear of potential asset-value loss among suburban homeowners is misplaced” (Pollakowski, 2005).

East Granby – Village Center Master Plan: Findings



1 Mile Radius

- Total Population: 469
- Number of Households: 188
- Household Income: \$114,330

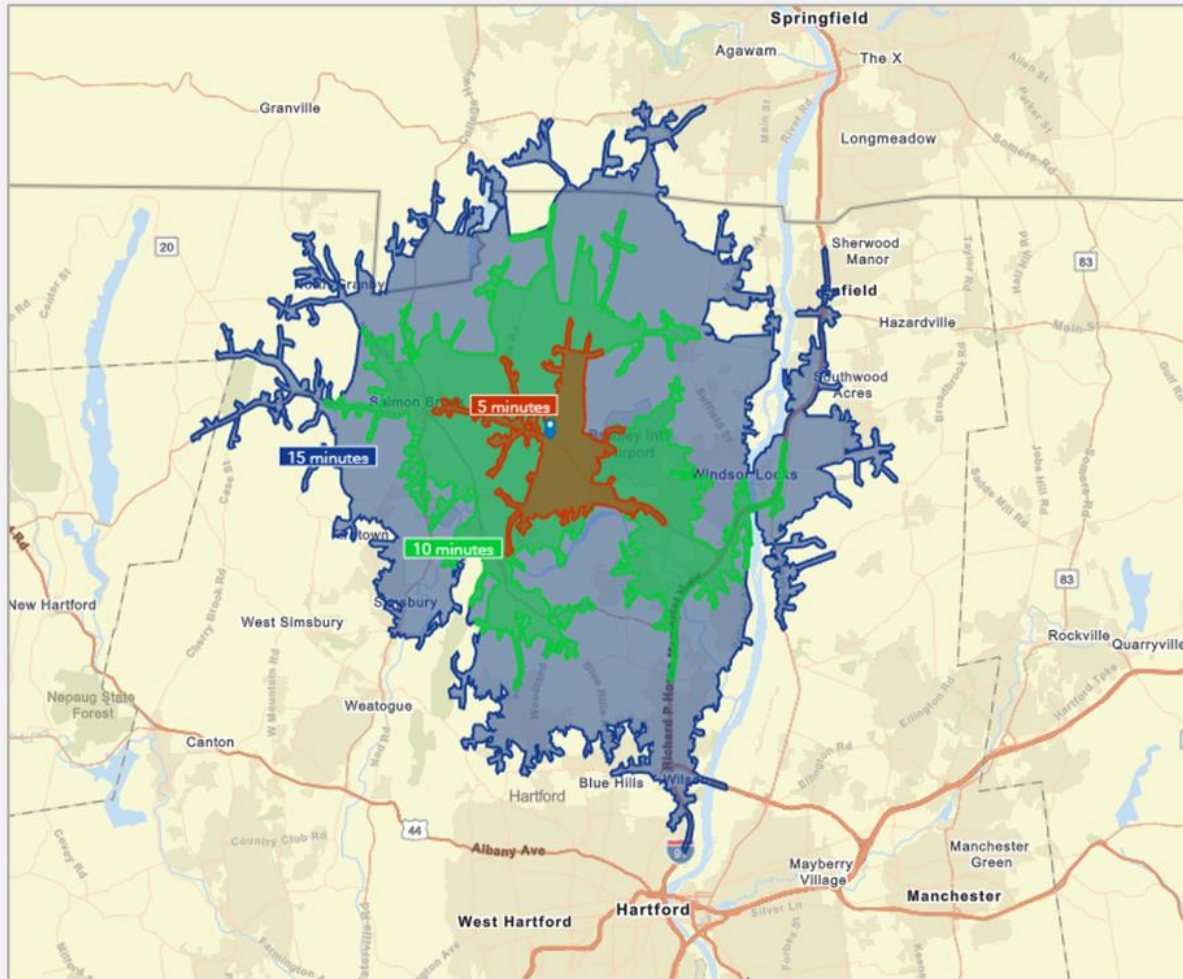
3 Mile Radius

- Total Population: 7,316
- Number of Households: 3,038
- Household Income: \$103,918

5 Mile Radius

- Total Population: 37,720
- Number of Households: 16,436
- Household Income: \$102,695

East Granby – Village Center Master Plan: Findings



5 Minute Drive Time

- Total Population: 2,177
- Number of Households: 890
- Household Income: \$99,388

10 Minute Drive Time

- Total Population: 18,959
- Number of Households: 8,185
- Household Income: \$101,432

15 Minute Drive Time

- Total Population: 87,377
- Number of Households: 37,701
- Household Income: \$98,428



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PLANNING AND DESIGN

Village Center Design: Preliminary Design Considerations

Figure Ground Baseline *(what does East Granby actually look like today?)*

MASSING

Current development and structures defining the spaces as well as the “space” in between.

This is the current pattern.



PATTERNS

That pattern has a rural and agrarian scale and could be developed into a bucolic “townscape”, reinforcing the current patterns with new development.



GUIDELINES

The “gaps” in the repeat of the pattern identify those areas that would contribute to the reinforcing of the community layout if properly developed.



Reference Imagery *(what does East Granby want to look like down the road?)*

As previously noted, E Granby has an open, agrarian feel to it; not a “traditional” Town Center, green or square.

The question is; “what’s next?”



What is the aspirational vision for future development?

A “Rockwellian” Main St with continuous facades?

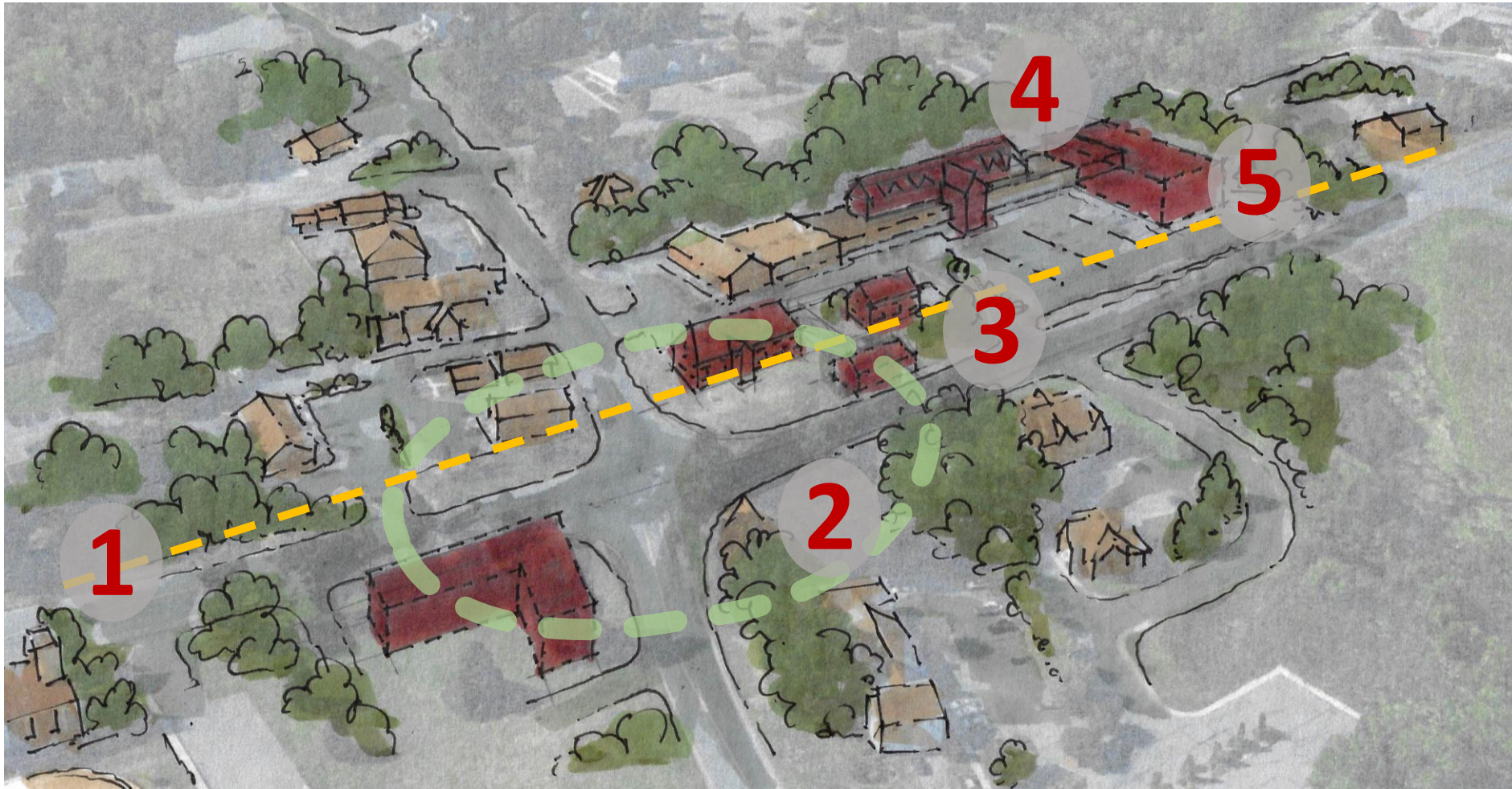


Or any desire to have limited “pockets” of mixed use “squares” focusing development and density in certain areas?



Development Framework *(how to ensure seamless integration)*

- 1** Reinforce existing building line with new development(s)
- 2** Clear existing and add new plant massing for continuity around the intersection
- 3** Mirror and match existing development scale
- 4** Go “up” to break up elongated facades
- 5** Create “end-blocks” to development areas to reinforce clusters



Development Guidelines *(how to apply or adjust current guidelines)*

- 1 Reinforce existing building line with new development(s)
- 2 Clear existing and add new plant massing for continuity around the intersection
- 3 Mirror and match existing development scale
- 4 Go “up” to break up elongated facades
- 5 Create “end-blocks” to development areas to reinforce clusters

Establishments selling or serving alcoholic beverages provided that the center of the public entrance for such use is located at least 200 feet from any lot used as a church, school, playground, hospital, public library or from any residential zone.

Laundries, cleaning establishments, and printing shops, employing less than 10 persons.

1 ½ to 2 ½ story buildings following natural contours of property.

Maximum Stories	2 1/2
Maximum Height	35 feet
Minimum Frontage (feet)	50 feet
Minimum Size Lot Area	5,000 square feet
Minimum Front Yard	20 feet, except 50 feet on state highways

Small building footprints varying from 2,000 sf to 10,000 sf maximum	Large building footprints
Articulated plan and facade elements in traditional New England manner	“Box” buildings with flat facades.
Complexes of small buildings oriented to encourage synergy of activities.	“Strip” orientation of a building.
Interconnected small elements to encourage pedestrian movement between buildings.	One large building footprint.
Consistent setbacks designed to enhance architecture and access to adjacent buildings.	Discontinuous or excessive setbacks.
Buildings “oriented” to street/pedestrian walkways.	Buildings oriented internally to site.

Beds and breakfast permitted auxiliary use
Multi-family dwelling units subject to the following. . .

Living Area and Room Requirements:

Minimum Living Area

- Efficiency 600 sq. ft.
- 1 bedroom 700 sq. ft.
- 2 bedroom 850 sq. ft.

Dwelling Units of greater than 2 bedrooms are not permitted

No dwelling units shall be proposed on the ground floor unless proposed 50ft from the front yard setback.

Properties with frontage on state highway shall have no more than 50% of the ground floor area to be used for Multi Family use on one property.

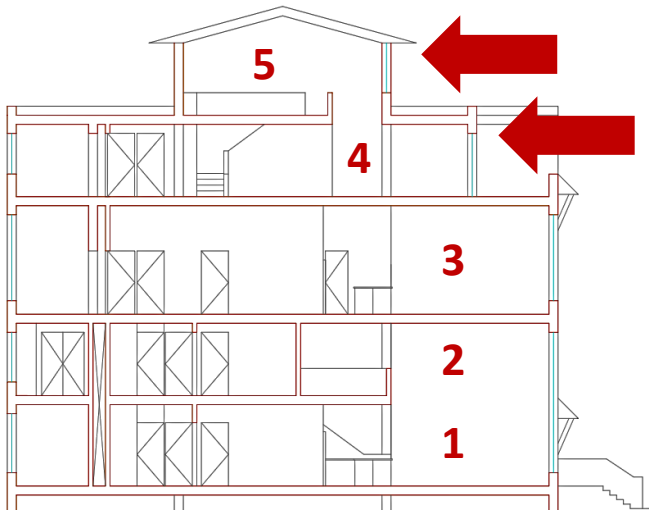
Properties with frontage on local road shall have no more than 75% of the ground floor area to be used for Multi Family use on a property.

PARKING: except that the minimum number of spaces provided shall be 1.5 per dwelling unit.

Development Implementation *(maximize development & minimize impact)*

STAGGERED STACKING

One of the best ways to successfully integrate “mixed use” is to go up. This does not mean buildings have to be overpoweringly tall, they could step back to offer various program elements in a less “bulky” envelope.



INNER LEVELS

Facades can be designed to look like a single story while the interior can provide for multiple levels through lofts, mezzanines and other means. This works well with “live work play” options.



OUT-BUILDINGS

Public space structures (gazebos, stages, etc), covered walkways and outdoor space pavilions and connectors offer a reduced scale adjacent to larger buildings to humanize their surrounds.



Conceptual Programming *(what we've learned the Visioning Session)*

- 1** Demark pedestrian intersections to extend the pedestrian “walkability” of The Center and to ensure the safety of the users
- 2** Emulate and reinforce the landscape to further reinforce the intersection(s) and enhance the “park like” atmosphere of The Center
- 3** Extend the pedestrian walkability through various other parts of the area and connect them with other portions of the pathways
- 4** Reorient parking and drive aisles in the “Civic Campus” to create an actual “Town Green”
- 5** Provide for a “pass-thru” (pedestrian at least) connector between the retail and civic zones



Conceptual Planning *(what we've learned the Visioning Session)*

Enhance and unify each of the “outdoor rooms” that have happened individually over time, utilizing similar site elements, signage, wayfinding, etc.

Connect those “outdoor rooms” to provide for intuitive flow for vehicular and pedestrian traffic.

Use site elements, fixtures and signage to reinforce the “DISTRICT” feel of “The Center” and the “Town Green”.

Use design guidelines previously discussed to maintain that consistency and manage any exceptions provided for (and limited to) the “District” to attract investment, development partners and tenants while maintaining the character and desired “image” of the Town overall.



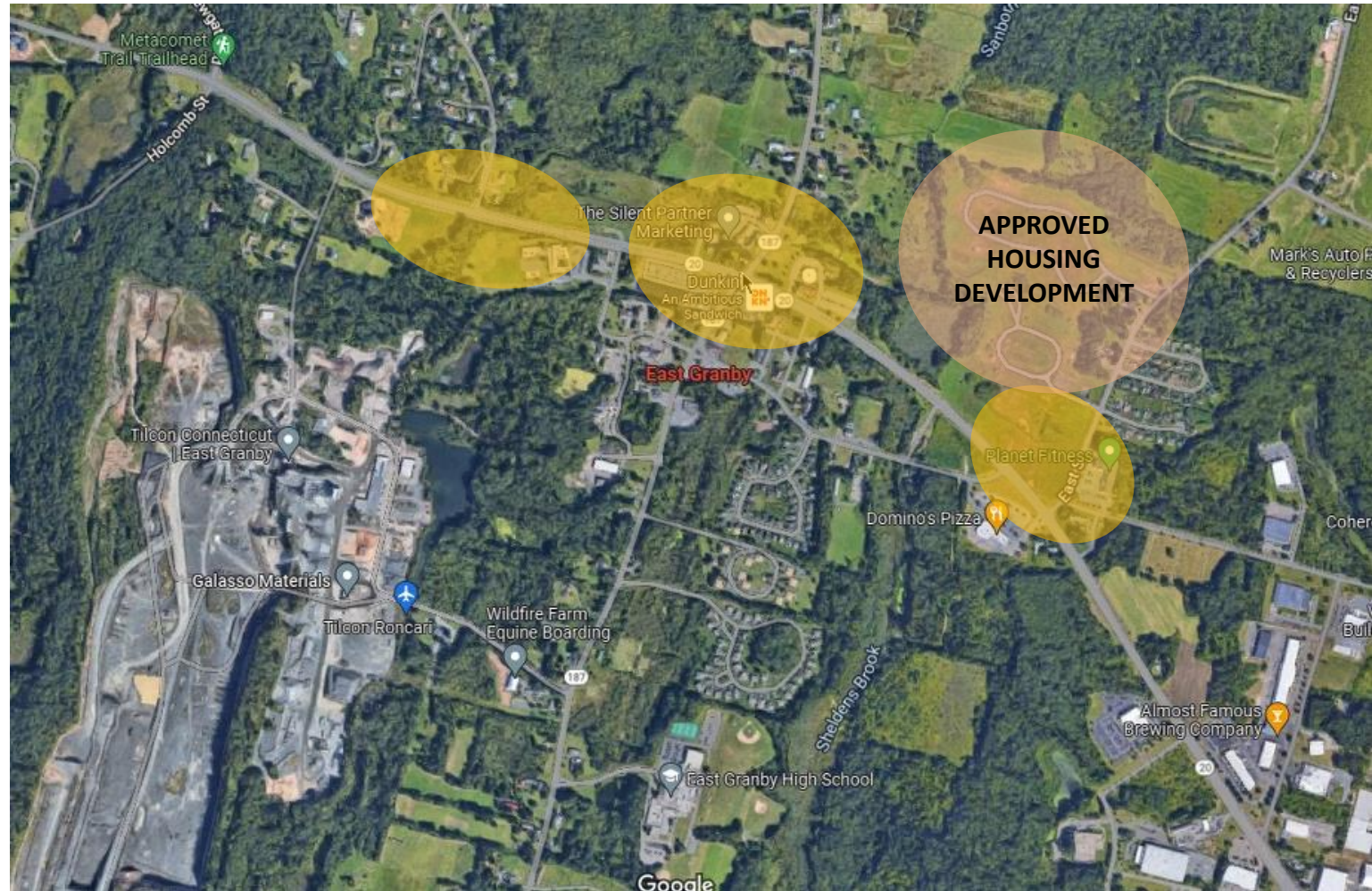
Development Focus Areas *(getting from the prior to the latter)*

FILLING IN THE GAPS

East Granby currently has “clusters & patterns”, and those existing patterns have “GAPS”...

What design and/or development guidelines could we put in place to manage new development that would not only bolster economic development, but further reinforce and enhance the iterative “visual connections/reminders” of the existing Community feel?

Other proposed developments in the works also help guide the “infill” discussion.





Village Center Master Plan: Preliminary Framework

A Framework for a Draft Village Center Master Plan

- Infrastructure Investment:
 - Amenities: Sidewalks, Trails, Signage, & Lighting
 - Roadway: Design & Traffic Calming
 - Public Space: Village Green, Landscaping, & Public Parking
- Zoning – Density & Use: Zoning for East Granby Wants (and needs)
 - Housing – Multi-Family
 - Mixed-Use – Commercial & Residential
 - Outdoor Dining
 - Connectivity – Consolidated Parcels & Access Management
- Architecture & Design: Design Guidelines (What Dusty Said!)
- Economic Development:
 - Branding – Identity & Marketing
 - Public Private Partnerships (PPP) – Incentives

A Non-Negotiable

If East Granby does not permit, approve, and add housing to the Village Center—higher density multi-family housing—little will change. Hard work and best efforts will fall short if East Granby does focus on building market—creating the demand for commercial development.



Thank You!

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