

City of Torrington



Downtown Development Project: Goals and Objectives

An important component to the successful planning and development of a publicly funded project is the establishment of the goals and objectives of the Community relating to the economic, fiscal and social issues associated with development. It is essential that there are general guidelines and benchmarks to measure success against. The acceptable parameters for planning the project must be set early in the review process. In addition, the ability to procure local, State and/or Federal funding for a project depends upon the display of strong Community support, as well as measurable benefits.

In this light, and as part of the City's Conceptual Master Plan for the Downtown Development Project, we have developed the following goals and objectives for consideration.

GOAL: To maintain the quality of life, environment, and urban character of the City, while supporting economic growth.

- **OBJECTIVE:** Plan the development components in a manner that supports well-planned, safe and inviting pedestrian and open space areas in and around the downtown.

GOAL: To establish the rationale for which the public sector will invest funds and/or take action for the purpose of economic development and growth in the Downtown.

- **OBJECTIVE:** Determine what types of development activities should be supported with public funds and/or government action.

GOAL: To preserve the symbols of Torrington's heritage in a manner that complements economic development and growth for the City.

- **OBJECTIVE:** Rehabilitate and reuse historically significant properties, when economically feasible, for business and residential uses in the Downtown.

GOAL: To preserve the character and livelihood of Torrington's traditional "Main Street" center.

- **OBJECTIVE:** Strengthen the existing mix of uses located in the center, while encouraging the adaptive reuse of vacant building spaces for new and complementary uses.

GOAL: To encourage existing property owners to re-invest in their buildings, and retain and attract strong tenants, in order to increase employment and provide increased tax base and revenue for the City.

- **OBJECTIVE:** Work with the local, State and Federal government departments and agencies to develop and fund incentive programs that can encourage private investment within the City.

GOAL: To design and implement a scheme of aesthetic improvements for the public pedestrian areas and traffic routes serving the Downtown.

- **OBJECTIVE:** Provide a plan for funding public infrastructure and gateway improvements, such as sidewalks, lighting, benches, etc., where necessary, in order to complement private investment and marketing efforts for the Downtown.

GOAL: To take advantage of the natural beauty of the Naugatuck River as an economic development asset.

- **OBJECTIVE:** Support the Naugatuck River Greenway Project in developing an action plan to improve the public access, enjoyment and passive recreational use of the river and its adjacent areas.

GOAL: To provide adequate parking facilities in the Downtown area to serve existing and new businesses and development projects.

- **OBJECTIVE:** Plan for the necessary quantity of street, surface and structured parking to accommodate the retail, office, entertainment, commercial, recreational and institutional uses planned for the Downtown.

GOAL: To provide efficient and orderly movement of automobile and truck traffic through the City without detriment to the safety and congestion on local routes.

- **OBJECTIVE:** Plan the development components in a manner that efficiently utilizes highway and main artery access through gateway areas into Downtown.

GOAL: To research and determine the projected marketability and absorption rates of sites provided for new business development in the downtown.

- **OBJECTIVE:** Interview major commercial real estate brokerage firms serving the region, and establish a product and marketing plan for existing and new downtown space.

GOAL: To establish a pedestrian corridor within the Downtown that physically connects important public spaces and landmarks.

- **OBJECTIVE:** Develop a well-marked walking route linking places like Coe Park, the Public Library, the other municipal buildings, the Naugatuck River, the Old Cemetery, etc

GOAL: To support tourism in Torrington and the Region.

- **OBJECTIVE:** Support the activities and developments that draw persons from outside the area to Torrington for the purpose of entertainment, site-seeing and shopping.

GOAL: To recognize the need to coordinate the City's economic development efforts with other municipal planning efforts.

- **OBJECTIVE:** Insure that the Conceptual Master Plan for Downtown successfully supplements the City's Plan of Conservation and Development, Storm Management Plan, Comprehensive Plan (Zoning), Historic District Plan, and other resource documents.

GOAL: To review and evaluate existing reports and plans relating to the revitalization and redevelopment of the Downtown and its environs.

- **OBJECTIVE:** Compare the research and recommendations provided via these existing reports and present the findings for discussion at planned workshops.

GOAL: To develop a general consensus among the residents, property owners and business persons in Torrington as to the most acceptable plan for future development and land use for the Downtown area.

- **OBJECTIVE:** Develop a Conceptual Master Plan for Downtown that embodies the support of the community, and that envisions the participation of both the public and private sectors in terms of funding and implementation.