

DRAFT February 27, 2016

WESTON STRATEGIC PLANNING COMMITTEE

Research Questions

The mission of the Weston's Strategic Planning Committee is to create a vision for the Weston of the future.

Boiling it Down to Seven Big Picture Questions, the Committee will consider:

1. What can Weston do to ensure that it attracts and retains residents over the next 20 years?
2. What can Weston do to ensure that it is affordable to its residents over the next 20 years?
3. Should Weston develop a more integrated "village" within the Town Center area? If so, on what land? What would be desirable and affordable?
4. What should Weston do to improve the way it is "marketed" to potential homebuyers?
5. Should Weston have additional commercial development? If so, where and what kind? Retail? Medical? Office space? What are the zoning and infrastructure restrictions and challenges?
6. Should Weston have additional residential development? If so, where and what kind? What are the zoning and infrastructure restrictions and challenges?

7. Should Weston have additional senior living options? If so, where and what kind? What are the zoning and infrastructure restrictions and challenges?

| Question | Research Method | Responsibility |
|--|-----------------|----------------|
| <p>What are the key trends that will affect the Town of Weston over the next 5, 10 and 20 years?</p> <ol style="list-style-type: none"> 1. Based on current trends, what will the population of Weston be in the next 5, 10, and 20 years (split by key demographics)? 2. Based on current trends, what is the projected Town revenue and expenses for the next 5, 10, and 20 years? 3. Based on current trends, what will the cost of living be for residents of Weston in the next 5, 10, and 20 years (compared to reference Fairfield towns)? 4. What Town characteristics are most important to retain and attract new residents, and what is being done to preserve or strengthen them? 5. What Town characteristics have the greatest impact on preventing people from staying in or moving to Weston (split by key demographics)? 6. What might/could occur in Weston over the next 5, 10, and 20 years to most significantly alter current trends? 7. What other major things occurring in Fairfield County and the State of CT will have significant impact on Weston over the next 5, 10, and 20 years (compared to reference Fairfield towns)? | | |

**Basic Facts and Trends: Weston and Reference
Fairfield Towns¹**

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1. Demographic Trends(1990 – 2015)
 - a. Population
 - i. Gender
 - ii. Age
 - iii. Income
2. Real Estate Trends (1990 - 2015)
 - a. Total area
 - b. Residential
 - i. Number of households
 1. Single family
 2. Multiple dwellings
 - ii. New construction (permits)
 - iii. Additions / renovations (permits)
 - c. Commercial
 - d. Retail
 - e. Office
 - f. Other
3. Current Housing Stock
 - a. Types of homes
 - i. Single family
 - ii. Multiple
 - iii. Accessory
 - iv. Purchase vs. rent
 - b. Size of residence
 - c. Size of lot
 - d. Distance from
 - i. Commuting
 - ii. Services

¹ Reference towns are:

- Westport
- Wilton
- New Canaan
- Darien
- Norwalk
- Ridgefield
- Fairfield
- Redding
- Easton

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| <ul style="list-style-type: none"> iii. Restaurants iv. Recreation 4. Open space (parkland / preserves) 5. Athletic fields 6. Developable raw land 7. Roads 8. Taxes / Revenues (1990 - 2015) 9. Debt (1990 - 2015) 10. Town services (1990 - 2015) <ul style="list-style-type: none"> a. General b. Schools (1990 - 2015) <ul style="list-style-type: none"> i. Number of Students ii. Number of employees iii. Budget c. Youth services (non-school) d. Senior services e. Social services f. Library g. Police h. Town employee numbers (1990 - 2015) <ul style="list-style-type: none"> i. Departments 6. Infrastructure (non-roads) <ul style="list-style-type: none"> a. Electrical b. Telephone c. Cell service / towers d. Internet | | |
| <p>Projections for the next 20 years</p> <ul style="list-style-type: none"> 1. Population and composition <ul style="list-style-type: none"> a. Age distribution b. Family size/composition c. Income d. Occupation e. Place of work <ul style="list-style-type: none"> i. Home business/telecommuters ii. Commuters/method of transportation 2. Budgets and taxes <ul style="list-style-type: none"> a. Operating Costs b. Capital Projects c. Revenues | | |

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| <ul style="list-style-type: none"> i. Grand List ii. Mill Rate iii. State revenues/grants <p>3. Housing stock</p> <ul style="list-style-type: none"> a. Single Family b. Multiple Dwelling c. Senior | | |
| <p>How do homebuyers choose where to live and what are the criteria?</p> <ul style="list-style-type: none"> 1. What are the characteristics of potential Weston homebuyers? (Age, income, occupation, prior residence – including foreign buyers, family size, age of children) <ul style="list-style-type: none"> a. Actual Weston buyers b. Buyers who looked at but did not choose Weston c. Buyers who never looked in Weston 2. What methods do potential homebuyers use to search for a new community? <ul style="list-style-type: none"> a. Internet? <ul style="list-style-type: none"> i. What sites? ii. News outlets/magazines? iii. Blogs? iv. Town/school/sports websites? v. Ratings? b. Word of mouth? c. Brokers? d. Employers recommendations? 3. What are the criteria that potential homebuyers use? <ul style="list-style-type: none"> a. Schools b. Convenience to commuting c. Convenience to medical professionals d. Convenience to shopping <ul style="list-style-type: none"> i. What types? e. Convenience to restaurants f. Convenience to child care g. Open space/beauty/2 acre zoning h. Housing stock <ul style="list-style-type: none"> i. Type ii. Price point iii. Taxes iv. Size of house v. Size of lot i. Reputation | | |

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| <ul style="list-style-type: none"> j. Town Services k. Recreation <ul style="list-style-type: none"> i. Golf/swim/country clubs ii. Beach iii. Tennis iv. YMCA v. Health clubs l. Community <ul style="list-style-type: none"> i. Families ii. Religious iii. Seniors iv. Singles | | |
| <p>Views of Current Residents</p> <ol style="list-style-type: none"> 1. Are current residents satisfied with the Town? <ol style="list-style-type: none"> a. Reasons? b. What can be improved? c. What additional amenities needed? <ol style="list-style-type: none"> i. Community Center ii. Senior Center improvements iii. Improvements to Town Hall iv. Village/sidewalks v. Additional retail? <ol style="list-style-type: none"> 1. What kind? vi. Additional restaurants? <ol style="list-style-type: none"> 1. What kind? vii. Medical facilities? d. Taxes? e. Schools? f. Why do Weston residents leave? | | |
| <p>Successful Strategic Plan Models</p> <p>Have other similar towns done strategic plans? If so, how did they do it and was it successful?</p> | | |
| <p>Boiling it Down to Seven Big Picture Questions (not necessarily for research)</p> <ol style="list-style-type: none"> 1. What can Weston do to ensure that it attracts and retains residents over the next 20 years? 2. What can Weston do to ensure that it is affordable to its residents over the next 20 | | |

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| <p>years?</p> <ol style="list-style-type: none"> 3. Should Weston develop a more integrated “village” within the Town Center area? If so, on what land? What would be desirable and affordable? 4. What should Weston do to improve the way it is “marketed” to potential homebuyers? 5. Should Weston have additional commercial development? If so, where and what kind? Retail? Medical? Office space? What are the zoning and infrastructure restrictions and challenges? 6. Should Weston have additional residential development? If so, where and what kind? What are the zoning and infrastructure restrictions and challenges? 7. Should Weston have additional senior living options? If so, where and what kind? What are the zoning and infrastructure restrictions and challenges? | | |
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