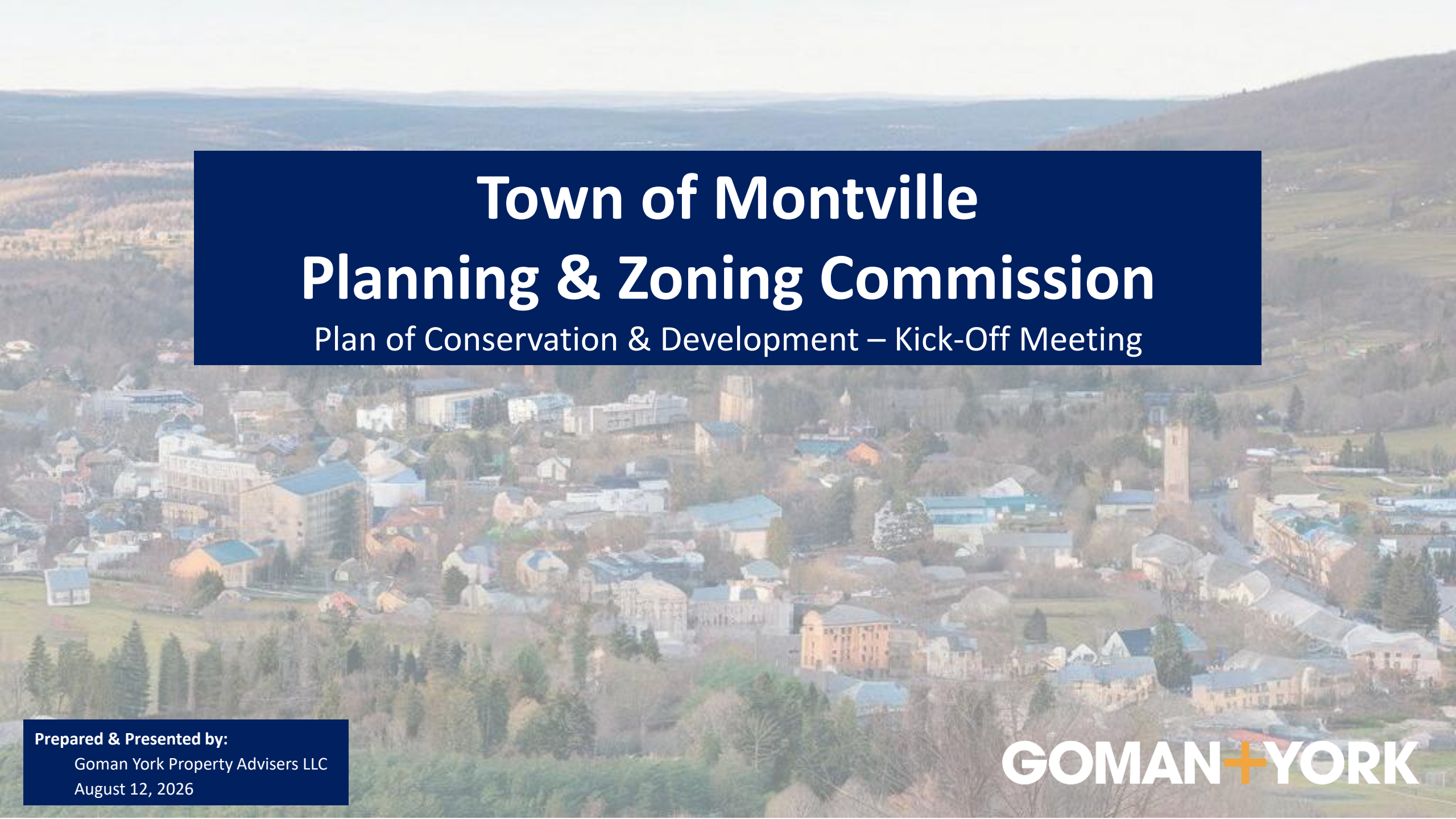




Town of Montville Planning & Zoning Commission

Plan of Conservation & Development – Kick-Off Meeting

Prepared & Presented by:

Goman York Property Advisers LLC

August 12, 2026

GOMAN+YORK

Town of Montville

Town Staff

Planning & Zoning Commission

Town Agencies

Goman+York

Don Poland, PhD, AICP

Justin LaFountain, AICP

Georgienna Driver, AZT

Goman+York Staff & Resources

History & Context

Experience

Public Input

UPDATED POCD

Plan of Conservation & Development

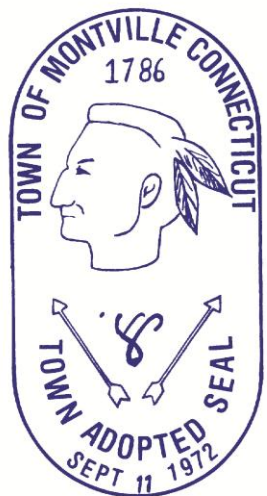
Goman+York Overview

- We are a dynamic consulting and advisory firm focused planning, economic development, design, market and financial feasibility, and real estate.
- Our work is based upon market realities and the capacity of clients to take plans from concept to implementation.
- We are driven by outcomes and focused on results—very attuned to identifying and avoiding those plans which are attractive but impractical—plans that can't be implemented or built.
- Our work includes comprehensive plans, master plans, economic investment strategies, economic development services, and fee-for-service real estate advisory services.



Tonight's Program

Montville's Plan of Conservation & Development



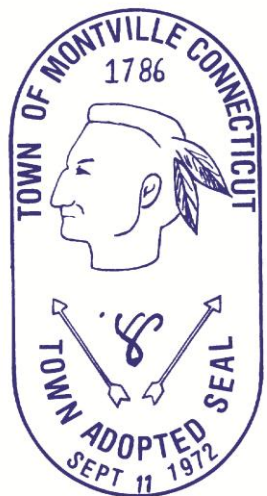
Tonight G+Y will engage the Commission:

- In a discussion about Montville and *where we want to go*
- Highlight the priorities of the community
- Examine Montville's community character and envision its future
- Invest in Montville's future



The Plan of Conservation & Development and the Planning Process

Montville's Plan of Conservation & Development



Plan of Conservation & Development

Statutory Authority

- C.G.S. 8-23 – Plan of Conservation & Development:
 - a statement of *policies, goals and standards* for the physical and economic development of the municipality...
 - the *commission's recommendation for the most desirable use of land* within the municipality for residential, recreational, commercial, industrial and other purposes and for the most desirable density of population...
 - be designed to promote...the coordinated development of the municipality and the general welfare and prosperity...

ECONOMIC
DEVELOPMENT



NATURAL
RESOURCES



HOUSING



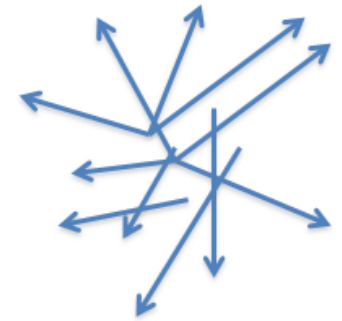
PUBLIC
SERVICES

Plan of Conservation & Development

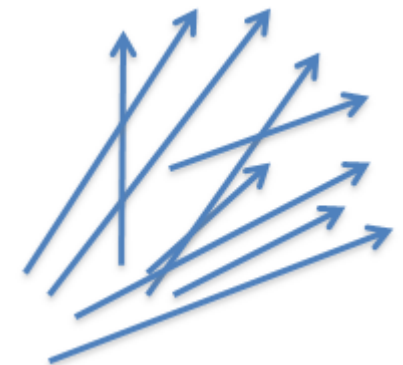
The Planning Process

- **Where Are We Today?** (Existing Conditions)
Historic context, socioeconomics, demographics, market analysis, land use analysis, cultural assets, conservation needs, etc.
- **Where Do We Want To Be in the Future?** (Vision)
Community aspiration: the vision and desired outcomes for the community. What does Montville want to be in the future?
- **How Will We Get There?** (Strategies for Improvement)
The actions for achieving what Montville wants. How Montville will move toward desired outcomes.
- **How Will We Know We Are On the Right Course?** (Measures)
Establish measures to track progress.
- **Implementation.** (A Road Map & Action Agenda)
Charting the course to ensure the Plan is implemented.

Decision Making
Without Planning

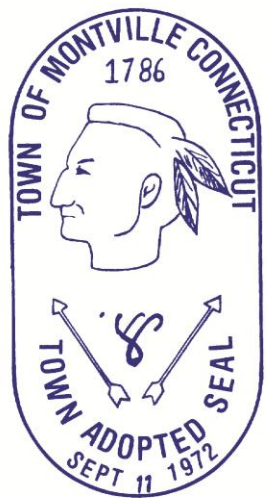


With Planning



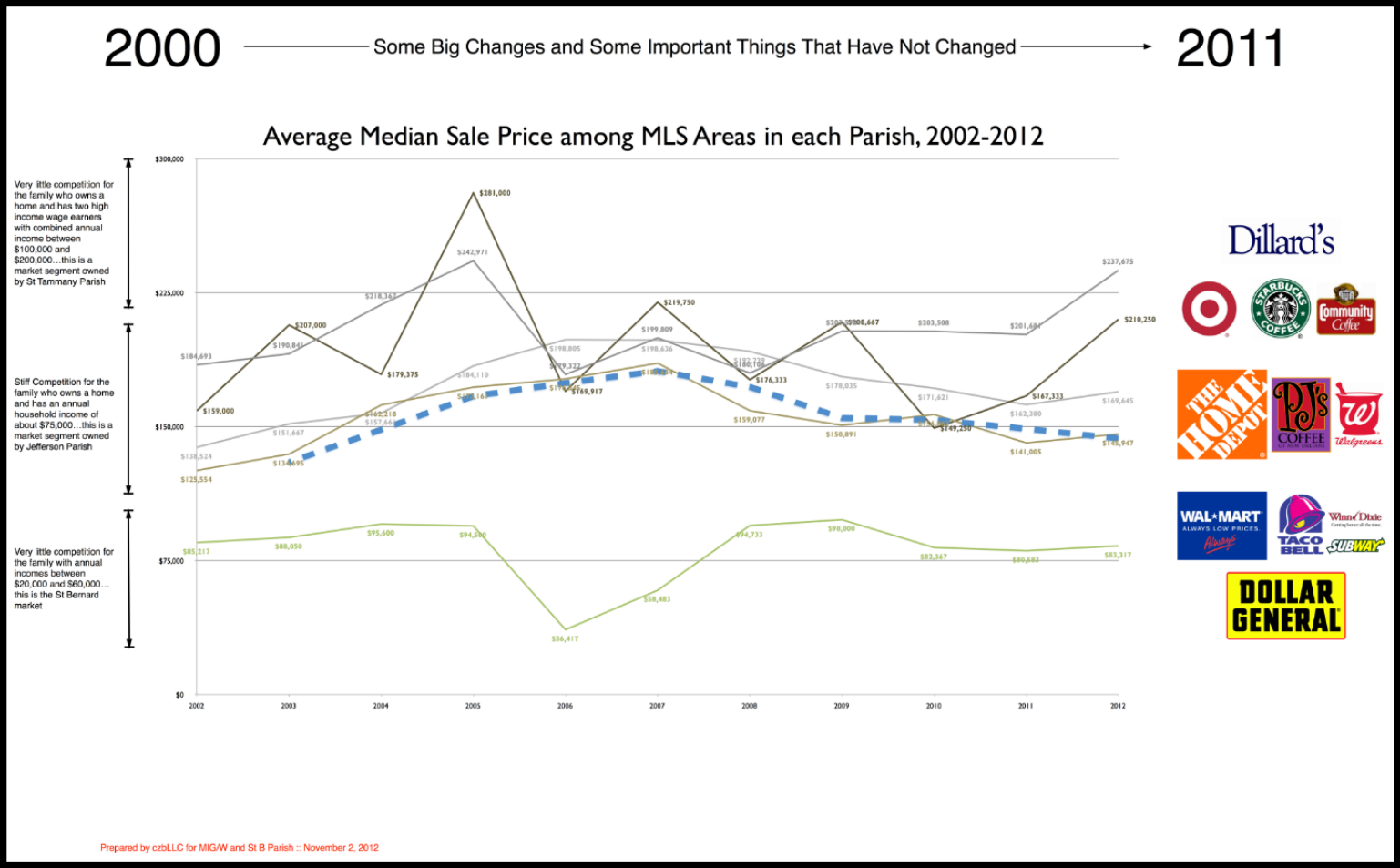
Coffee Talk

Montville's Plan of Conservation & Development



Plan of Conservation & Development

Coffee Talk – A Metaphor for Montville

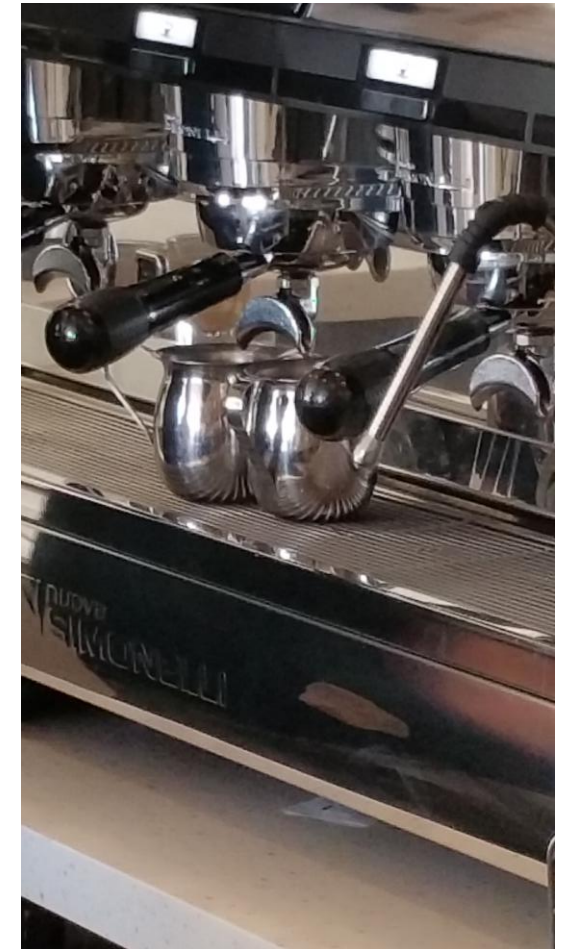


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Coffee Talk – A Metaphor for Montville

What kind of ('Coffee') Community is Montville?

- Independent Coffee Shop
- Starbucks/National Chain
- Dunkin
- Gas Station/C-Store



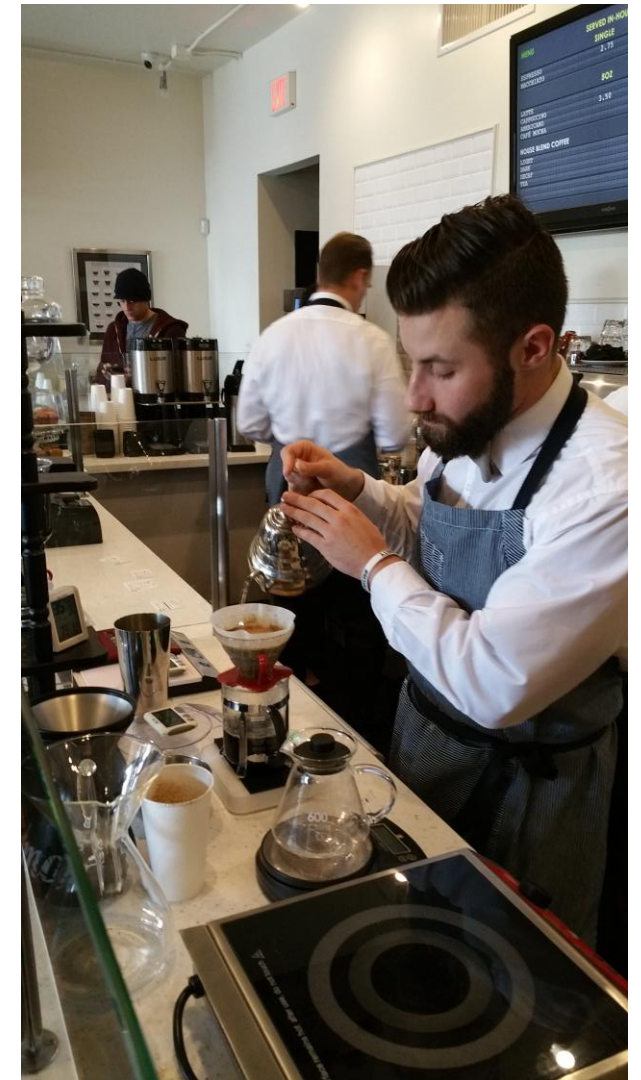
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Coffee Talk – A Metaphor for Montville

What is the difference between gas station/C-store coffee and espresso-based coffee (Starbucks or Independent)?

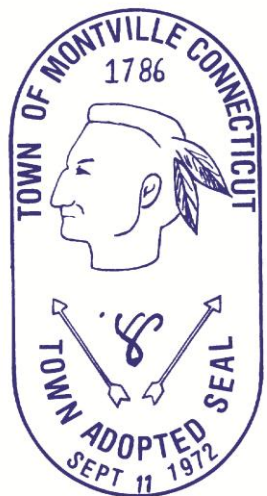
The \$4.00 Starbucks coffee...

How might this inform us about differences in place?



The Discussion – Framing the PZC Insights

Montville's Plan of Conservation & Development



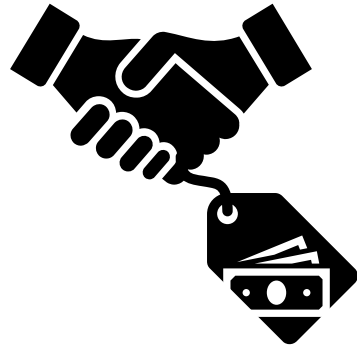
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The Planning Process

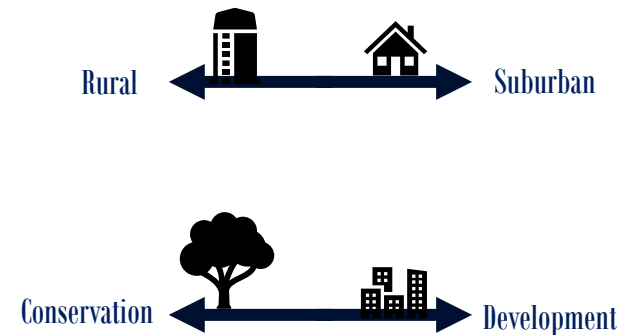
1) SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

2) “Gives” and “Gets”



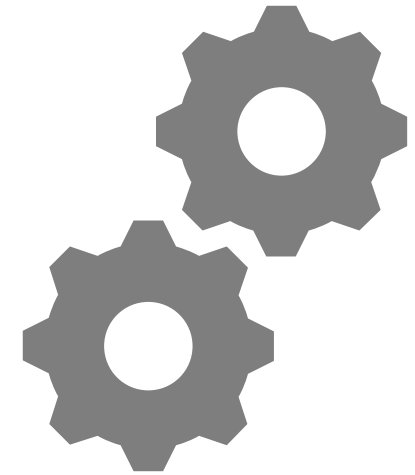
3) Continuums



4) Resource Allocation

- Breakdown of current resource allocation
- Investing \$100

- **S**trengths: attributes and characteristics of the community that provide Montville a competitive advantage.
 - **What are Montville's strengths?**
- **W**eaknesses: attributes of the community that place Montville at a competitive disadvantage.
 - **What are Montville's weaknesses?**
- **O**pportunities: attributes that may be exploited to Montville's advantage.
 - **What are Montville's opportunities?**
- **T**hreats: conditions which may cause harm to Montville's competitive advantage.
 - **What are Montville's threats?**



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'Gives' and 'Gets'

- In life and in local government, there are no free rides. If you want to something, you must give something.
- What is Montville willing to '*Give*' to '*Get*' what Montville wants? For example:
 - Is Montville willing to *pay* more taxes to *get* better and more government services (recreation, schools, senior services, pothole patching, etc.)?
 - Is Montville willing to allow more commercial development (increase the tax base) to fund the preservation of open space?
 - Is Montville willing to allow more housing to create a more diverse housing stock and community?



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Continuums of Place

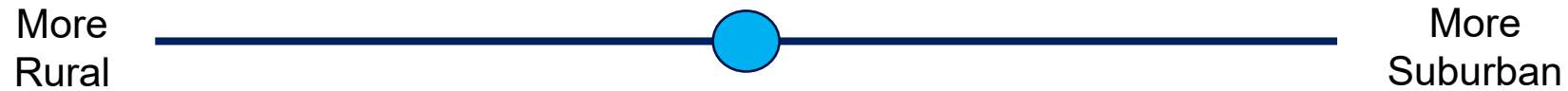
- The words and vocabularies we use to discuss and describe place and community are important.
- Unfortunately, many of the words we use are often ambiguous, yet we tend to think of them in absolutes.
- For example, what is rural or suburb or city?
- Few communities are simply one or the other. Most communities display characteristics of more than one kind of place or community or density—the hybrid.
- As a result of this, we like to explore and think of these vocabularies as existing on continuums.
- In this exercise, we will explore some continuums of place.



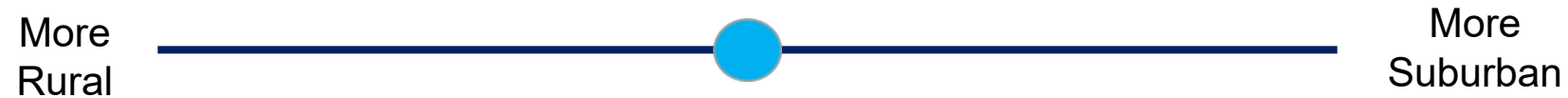
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Montville – Continuums of Place

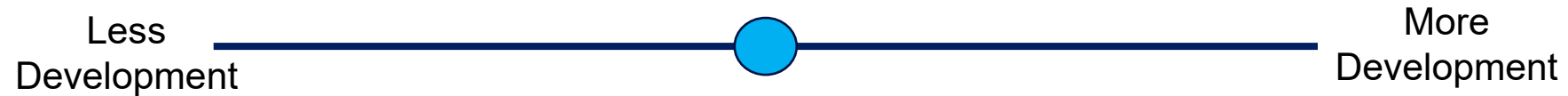
Is Montville (today) more rural or more suburban?



Do you want Montville to be more rural or more suburban in the future?

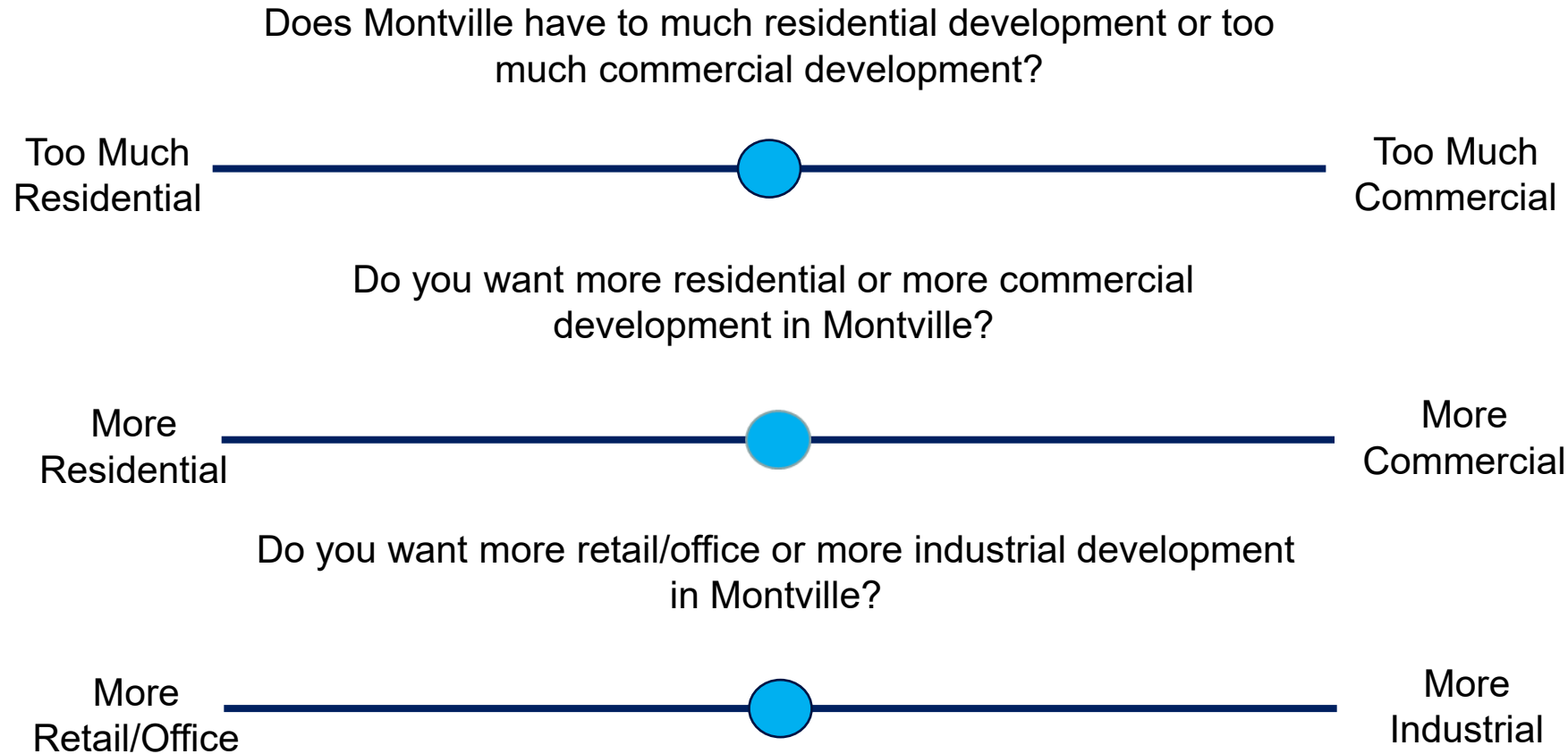


Do you want less or more development in Montville?



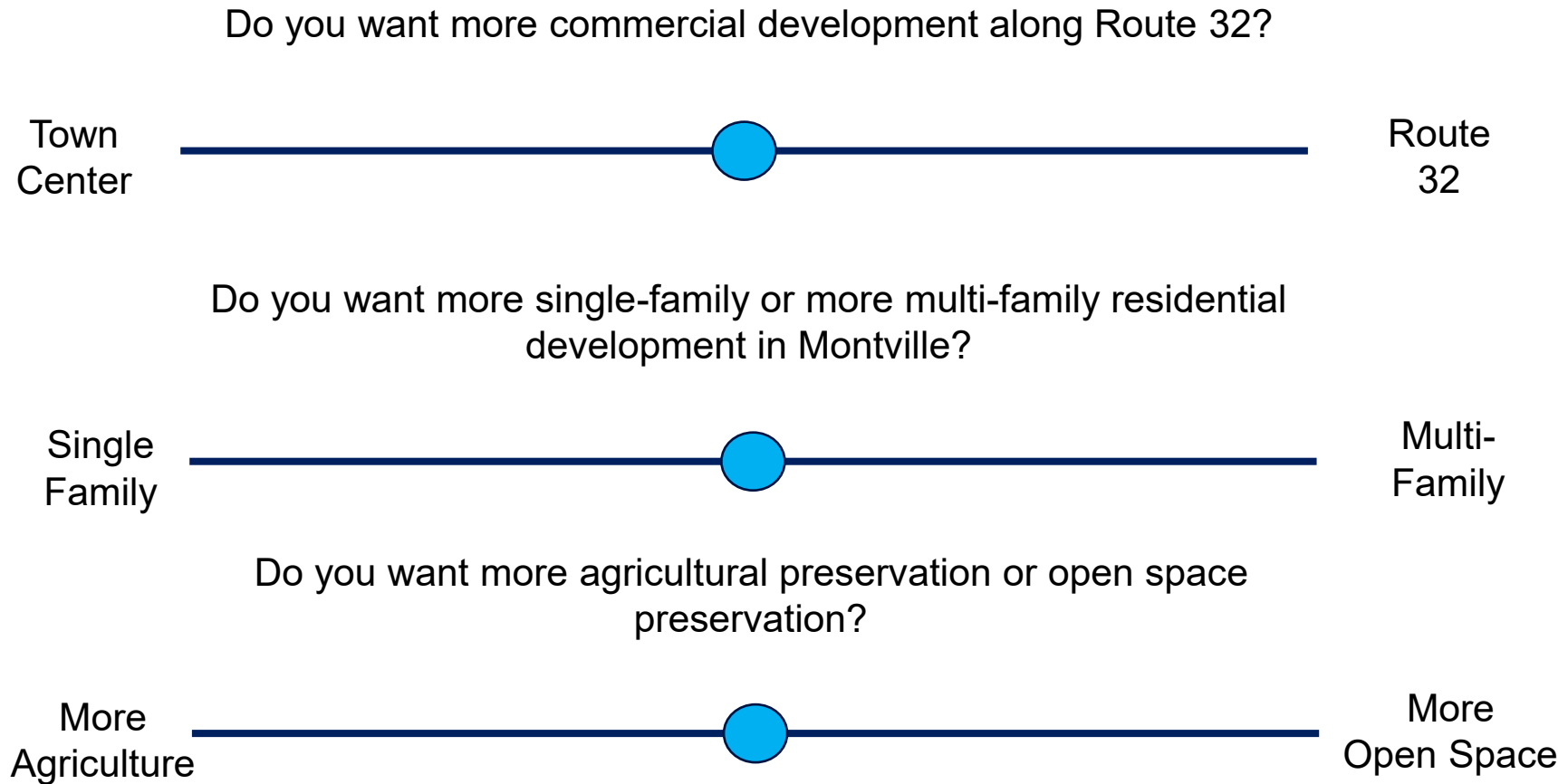
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Montville – Continuums of Place



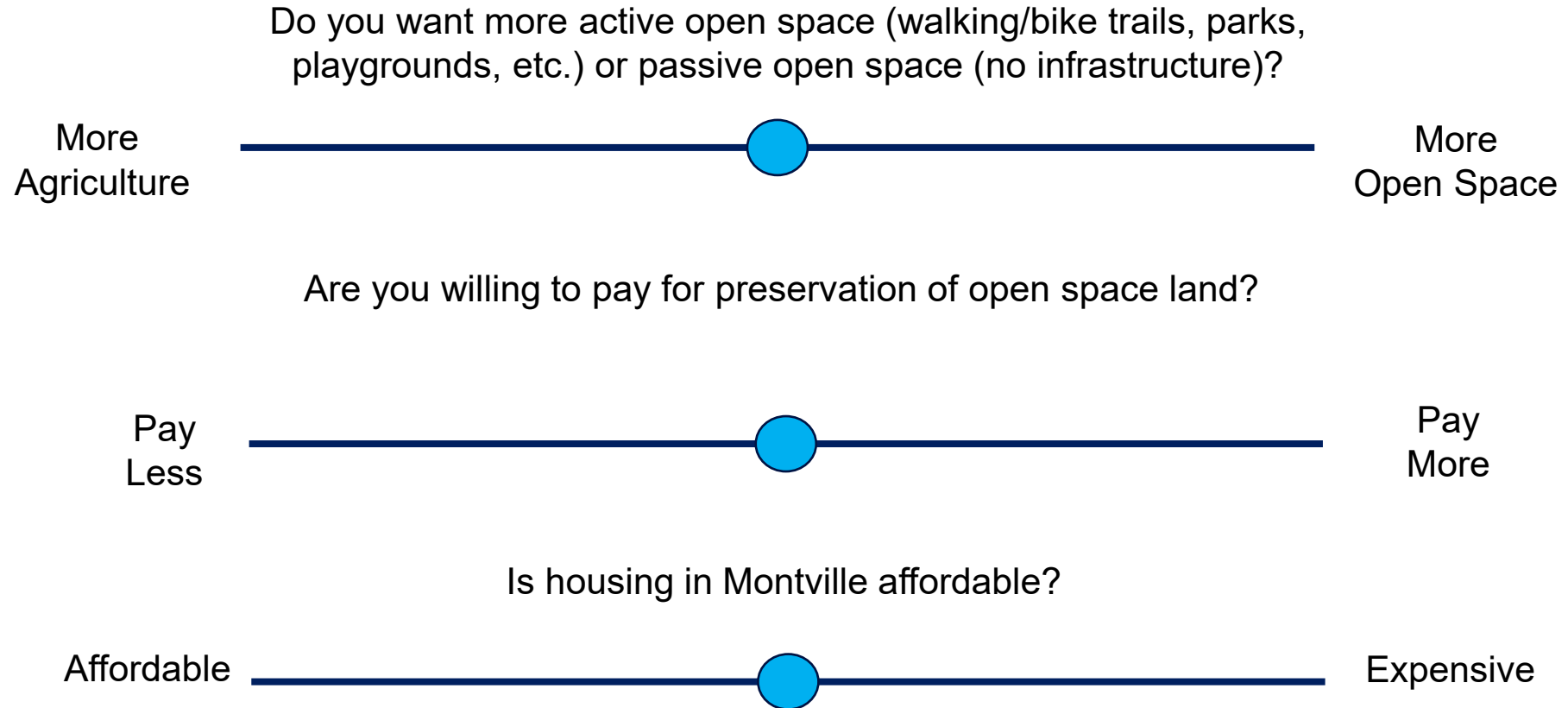
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Montville – Continuums of Place



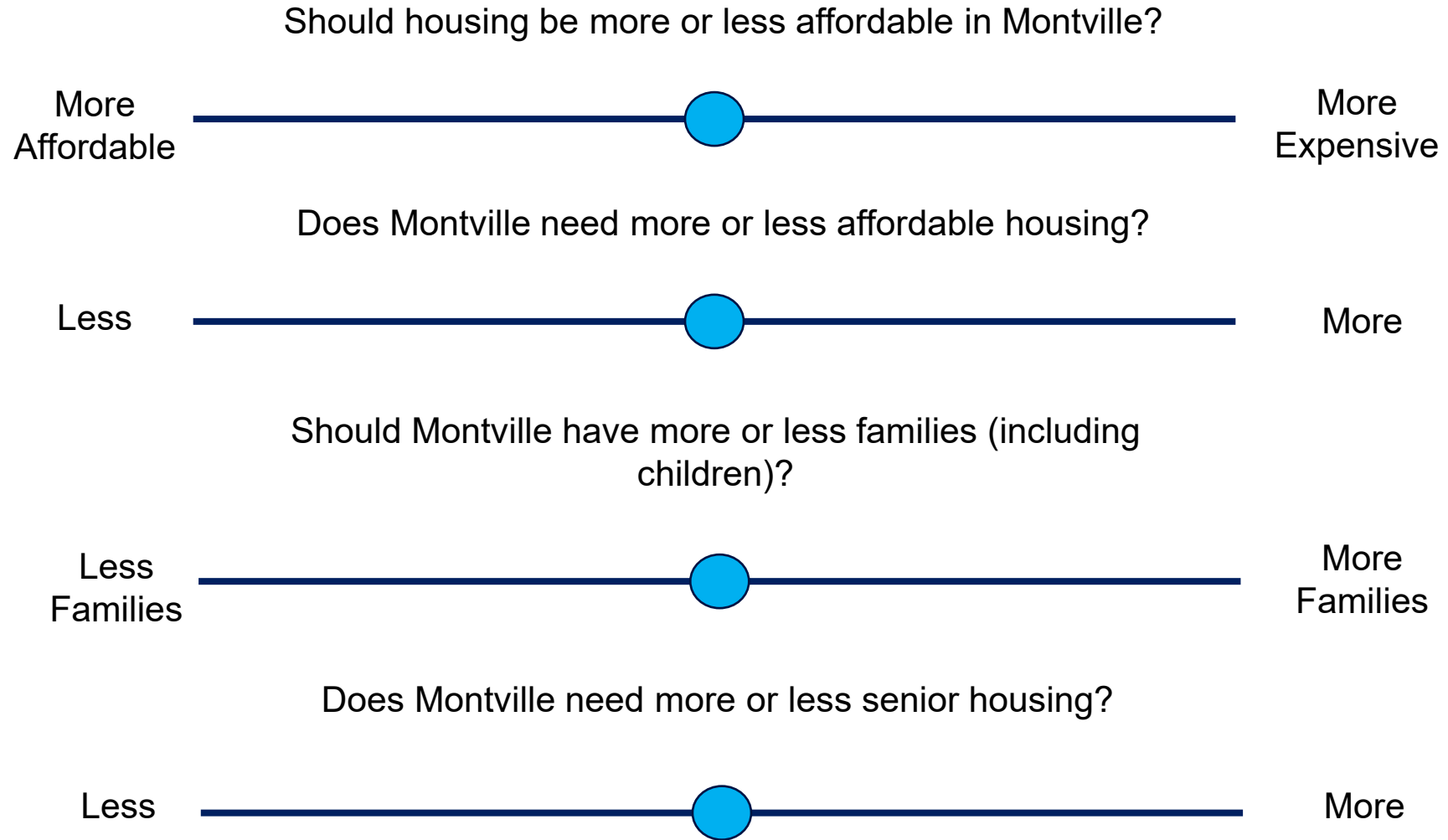
Plan of Conservation & Development

Montville – Continuums of Place



Plan of Conservation & Development

Montville – Continuums of Place



Investing in Montville Activity



- 1. Housing
- 2. Open Space Conservation
- 3. Agricultural Preservation
- 4. Historic Preservation
- 5. Town Center/Route 32 Development
- 6. Community Facilities
- 7. Economic Development
- 8. Public Schools
- 9. Parks and Recreation

Prouds and Sorrys Activity



Thank You!