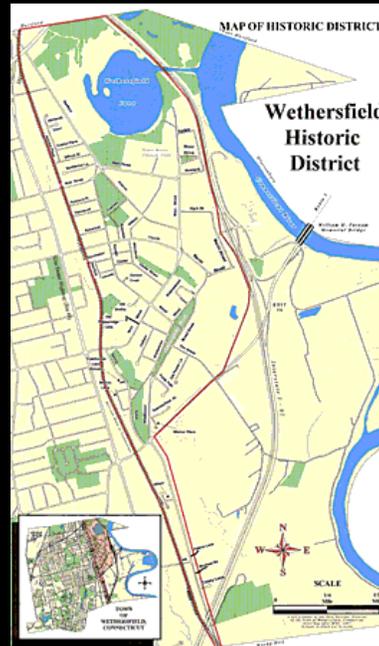


THE HISTORIC WETHERSFIELD MASTER PLAN



COMMUNITY WORKSHOP
May 3, 2007

MEETING AGENDA

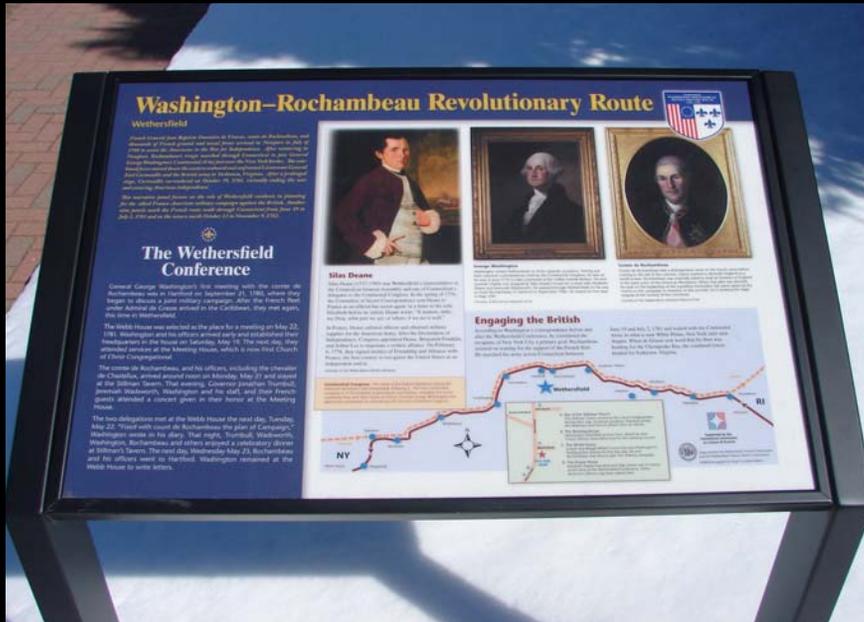
- Introductions
- Background
- The Planning Process
- Next Steps
- Community Feedback

PROJECT BACKGROUND

- Town received a Preserve America Grant to prepare Master Plan
- Selection process was undertaken to choose a consultant
- John Milner Associates, Inc (JMA) was selected as consultant in the Fall of 2006

GOALS AND OBJECTIVES

- To identify existing resources and how to best capitalize on them in order to generate additional local and tourist activity



GOALS AND OBJECTIVES

- To develop a realistic plan to attract and retain appropriate small businesses that serve local residents, as well as visitors



GOALS AND OBJECTIVES

- To strengthen the local tourism industry and identify potential partnerships and opportunities for collaboration



GOALS AND OBJECTIVES



- To define physical streetscape improvements to improve the aesthetic character and experience in the Village Center



GOALS AND OBJECTIVES

- To identify opportunities for marketing existing resources



GOALS AND OBJECTIVES

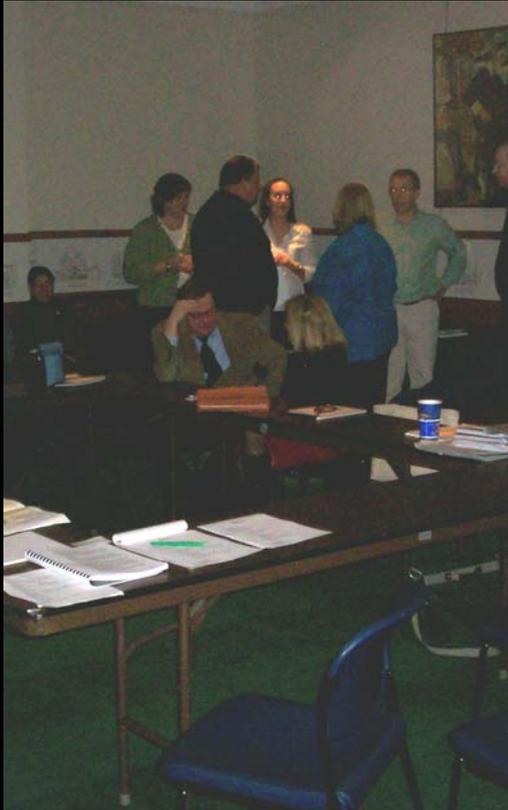
- To define a feasible implementation strategy and potential funding sources



GOALS AND OBJECTIVES

GOALS WILL BE FURTHER
DEFINED AND EXPANDED UPON
BASED ON YOUR INPUT THIS
EVENING

COMMUNITY PARTICIPATION



Advisory Committee

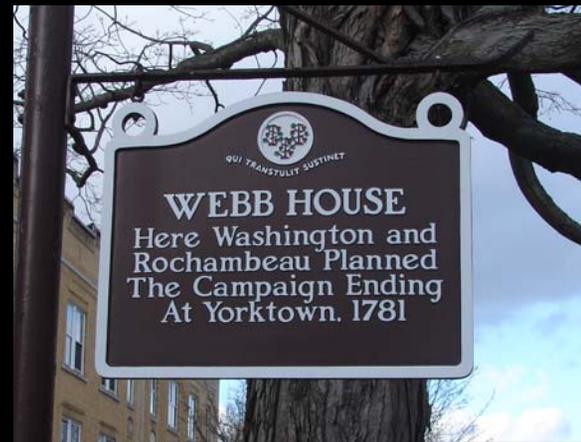


Focus Groups



Community Workshops

HISTORICAL OVERVIEW



FIELD WORK



EXISTING CONDITIONS



COMMUNITY CASE STUDIES



New Castle, Delaware



Essex, Connecticut



Madison, Indiana

BUSINESS INVENTORY & ASSESSMENT



TOURISM ANALYSIS

Collaborate

Find the Fit

Make Sites and Programs Come Alive

Focus on Quality and Authenticity

Preserve and Protect

URBAN DESIGN



Gateways



Under-Utilized Sites



Way-finding & Signage



Pedestrian Amenities & Circulation



Parking & Vehicular Circulation



Historic Markers

FROM VISION TO REALITY

- **RECOMMENDATIONS** to be divided and organized by specific topics: Heritage Tourism, Marketing, Economic Development, Organization and Management, and Streetscape Enhancements
- **IMPLEMENTATION PLAN** will identify specific proposed projects, phasing schedule/timeframes, roles and responsibilities, and broad estimated costs
- **FUNDING SOURCES** will identify potential public and private funding sources for project implementation

COMMUNITY FEEDBACK

What opportunities do you feel exist with regards to increasing the number of visitors to the Historic District?

Do you feel Old Wethersfield should be marketed as a heritage tourism destination?

What do you think the benefits would be to the community?

What, if any, are your concerns associated with an increase in tourism and visitors to Old Wethersfield?