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TOWN OF VERNON

ECONOMIC DEVELOPMENT

55 West Main Street • Vernon, CT 06066

Tel: (860) 870-3637 • Fax: (860) 870-3683

Shaun Gately
Director of Development Services

Vernon Economic Development Commission

VIRTUAL MEETING AGENDA

Tuesday, January 10, 2023 at 7:30 AM

Join Zoom Meeting

<https://us02web.zoom.us/j/82628976766?pwd=WEZGZk9FN3MreVZVSFFmTkVpK1NkZz09>

Meeting ID: 826 2897 6766 Passcode: VKV3UT

Dial by your location: 1 646 876 9923

Meeting ID: 826 2897 6766

Passcode: 446061

RECEIVED
VERNON TOWN CLERK
23 JAN -5 AM 8:35

1. Call to Order
2. Public Forum
3. Approval of Minutes - October 11, 2022
4. Economic Development Status Update
 - 4.1. Discussion - Plan of Conservation and Development Implementation Plan/3-yr Plan
 - 4.2. Development projects under construction
 - 21 Hartford Turnpike (Key Hyundai) – Construction underway
 - 95 Hartford Turnpike (Golf Land) – Construction underway
 - 57 Hartford Turnpike (Rocking Horse) - Construction underway
 - 167 Hartford Turnpike (VW Dealer) – Remodel underway
 - 550 Hartford Turnpike (Strong Foundations) – Interior remodel of Classrooms
 - 35 Talcottville Rd (Five Below) Fit-out complete. Additional Fitout is underway for Xfinity
 - 129 Talcottville Rd (Storage Facility) - Construction underway
 - 135 Talcottville Rd (Dime Bank) – Is complete and now open
 - 226 Talcottville Rd (Square Peg Pizza) -
 - 273 Talcottville Rd (Kindercare) – Project has broken ground
 - 371-373 Talcottville Rd (Valvoline Oil Change) facelift for carwash, and has broken ground.
 - 304 Merline Rd (CT Water) Installation of Pump Station
 - 190 Tunnel Rd (Pave Tool) – Part of build-out has been completed
 - 346 Kelly Rd (Frankie B’s) – Former Angelino’s, buildout underway
 - 723 Talcottville Rd (Scranton Power Sports)- New building approved
 - 200 West Main (Gas Gas) Kaplan expansion
 - Digital Billboards
 - 4.3. Redevelopment efforts at the Amerbelle and Daniels Mill complex
5. New Business
 - 5.1 Planning and Zoning Commission’s role in Design Review

6. Old Business

- Buy Local Campaign
- Sustainable CT

7. Ribbon Cuttings/Ground Breakings/New Businesses

- 10/26/2022 Hartford Therapeutic Massage- 500 Talcottville Rd.
- 12/20/2022 – Dime Bank - 135 Talcottville Road

8. Adjournment



TOWN OF VERNON

ECONOMIC DEVELOPMENT

55 West Main Street • Vernon, CT 06066
Tel: (860) 870-3637 • Fax: (860) 870-3683

Shaun Gately
Director of Development Services

Virtual Regular Meeting
Vernon Economic Development Commission
Tuesday, October 11, 2022 at 7:30 AM
DRAFT MEETING MINUTES

Join Zoom Meeting

<https://us02web.zoom.us/j/84936099526?pwd=Vy90bnRQZEJ5R3I5RUNXUFlYzBoUT09>

Meeting ID: 849 3609 9526

Dial By Phone: 1 646 876 9923 US (New York)

Passcode: 581924

Passcode: 04WKq

Meeting ID: 849 3609 9526

RECEIVED
VERNON TOWN CLERK
OCT 12 AM 8:30

1. **Call to Order:** Commissioner Cohen called the virtual meeting to order at 7:32 am. Commissioners present: Coe, Kloter, Cohen, Kennedy, Sendrak, Breslau. Commissioners absent: Kellogg, McGurk. Also present was Shaun Gately, Director of Development Services.
2. **Public Forum:** There was no one present for Public Forum.
3. **Approval of Minutes:** Motion made by Commissioner Sendrak to approve the minutes from **February 8, 2022**. Motion seconded by Breslau. Motion carried.
4. **Economic Development Status Update:**
 - 4.1. **Plan of Conservation and Development (POCD) - Review and discuss *Implementation Plan/3-yr Plan***

Mr. Gately reviewed the Three-Year Plan and the 2021 POCD Implementation Plan as it relates to the Economic Development Commission. Discussion took place. Mr. Kennedy noted that Objective 8.2 (Protect Water Quality and reduce non-point-source pollution) was missing from the document. Ms. Campolongo will resend these documents and a link to the POCD to the Commission members for discussion at its next meeting.
 - 4.2. **Development projects under construction –** Mr. Gately provided the Commission an update on the following projects. Discussion ensued.
 - 21 Hartford Turnpike (Key Hyundai) – Construction underway
 - 95 Hartford Turnpike (Golf Land) – Construction underway
 - 57 Hartford Turnpike (Rocking Horse) - Construction underway
 - 167 Hartford Turnpike (VW Dealer) – Remodel underway
 - 550 Hartford Turnpike (Strong Foundations) – Interior remodel of Classrooms
 - 35 Talcottville Rd (Five Below) Fit-out underway. Additional Fitout is underway for Xfinity
 - 129 Talcottville Rd (Storage Facility) - Construction underway
 - 135 Talcottville Rd (Dime Bank) - Construction underway
 - 226 Talcottville Rd (Square Peg Pizza) Anticipated opening in November 2022
 - 273 Talcottville Rd (Kindercare) – Project has broken ground
 - 371-373 Talcottville Rd (Valvoline Oil Change) Project involves facelift for carwash, and has broken ground.

- 425 Talcottville Rd (Iron Horse Restaurant) Delay with architect
- 33 West Main St (Storage Facility)
- 304 Merline Rd (CT Water) Installation of Pump Station
- 190 Tunnel Rd (Pave Tool) – Part of build-out has been completed
- 346 Kelly Rd (Lazy Dawg Tavern) – Former Angelino's, now to be called Frankie B's.

4.3. **Assumed Responsibility of the Director of Development Services** Mr. Gately provided an update regarding the realignment of the land use group and his new responsibilities. He also provided an update on new and returning staff, including Building Official Steve Prattson; Ashley Stevens, Town Planner and Leslie Campolongo, Planning Specialist.

4.4. **Redevelopment efforts at the Amerbelle and Daniels Mill complex**

Mr. Gately provided an update regarding remaining environmental issues at the sites. Additional testing is planned for this week.

5. **New Business:**

6. **Old Business:**

- **COVID Recovery** - The Town continues to monitor CDC and local health district guidelines
- **Buy Local Campaign** – Is ongoing. Consultant is regularly posting content regarding the Program online via social media websites.
- **Sustainable CT** – The Town has achieved its Silver Recertification

7. **Ribbon Cuttings/Ground Breakings/New Businesses:** Mr. Gately provided an update to the Commission on previous and upcoming ribbon cuttings.

- 2-11-22 Lynn's Deli and Delights - 76 Union St.
- 2-15-22 Habitat Re-Store - 369 Talcottville Rd.
- 3-7-22 Jefferson Fry Co.- 35 Talcottville Rd.
- 5-13-22 MJ Studios- 435 Hartford Tpke.
- 6-4-22 Academy of Arts and Learning- 375 Hartford Tpke.
- 8-30-22 Fairytale Flowers- 540 Talcottville Rd.
- 10-26-22 Hartford Therapeutic Massage- 500 Talcottville Rd.

8. **Adjournment:**

Motion made by Commissioner Cohen and seconded by Commissioner Kennedy to adjourn the meeting. Meeting concluded at 8:16 am

Respectfully Submitted:


Leslie Campolongo
Recording Secretary

The Economic Development Commission Three Year Plan

Prepared by Vernon Economic Development Commission and the Economic Development Coordinator. Originally Approved on July 10, 2013 (last updated 3-9-21)

The Economic Development Three Year Plan will provide an outline of steps that need to be taken and questions that need to be answered. This will allow us to plan for tomorrow, 10 years from tomorrow and beyond. Along the way we must properly position ourselves to take advantage of opportunities as they present themselves.

- **Goals for future development**

- POCD (see attached list of the Economic Development Commissions priorities)
 - Develop and Promote Vernon's Brand
 - News Letter, Signage, Town Website. **(Short Term)**
 - Enhance Vernon's Gateways
 - Place signage at our gateways that is consistent with our Brand. **(Short Term)**
 - Encourage appropriate development of exits 66 and 67 **(Long Term)**
 - Ensure Utilities meet current and future demands **(Long Term)**
 - Encourage revitalization of Rockville **(Short/ Medium/ Long Term)**
 - Work on the perception of Vernon/ Rockville
 - Community Policing **(Short Term)**
 - Police Sub-Station **(Medium Term)**
 - Cameras/ Call Boxes **(Medium Term)**
 - Positive reinforcement **(Short Term)**
 - Enhance the facades **(Medium Term)**
 - Upgrade our Housing stock **(Long Term)**
 - Support group Clean-up efforts **(Short Term)**
 - Redevelop/Re-tenant Citizens Block **(Short Term)**
 - Zoning changes **(Long Term)**
 - Preapprovals
 - Create an atmosphere that is conducive to Job Creation

- **Business Retention and Expansion program (BR&E) - Attempt to Retain and Grow existing Businesses.**

- Reach out to at least 5 businesses per month (to see if they need help and let them know the EDC here)
- Work closely with the DECD to help favorably position Vernon businesses **(Short Term)**
- Incubator/Entrepreneur space
- Launch and support a Buy Local Program **(Short Term)**
- Continue to hold Business Outreach events.
 - Business Recognition Event, Job Fair, Broker/ Business Showcase **(Short Term)**

- **Recruitment**

- Identify Businesses that fit into our future plans.
- Take steps to remove obstacles

- Actively recruit our targeted companies
- **Create and Support a Sustainable Program in Vernon (Short Term)**
 - Obtain and maintain a Sustainable CT certification
 - This will include supporting a Thriving Economy and Brownfield redevelopment.
 - Dynamic Planning
 - Vibrant and Creative Cultural Ecosystems
 - Diverse Transportation Options
 - Diverse Housing Options
 - Reduce waste and increase efficiencies.
- **Continue to evaluate and refine this plan to ensure it is on track.**

Short Term (12 months):

-Create Town of Vernon Brand "On The Move" Awareness through signage at all exits and in Rockville Downtown, also see if schools and senior center and rec locations will update signage to include "On The Move", update Town website and mailings with new brand. Offer small signage for businesses to display at their workplace.

-Continue to Review Town website, is it clean/clear/business friendly? Does it convey who we are and what we offer? A Soft Launch of the most recent version took place Feb. 2021

Partner with State of CT DECD to make sure they know how business friendly we are and what we are can provide to businesses.

-Have a Town of Vernon section at the MCC Job Fair to let people know there are opportunities in Vernon.

-Increase police presence in downtown area, change perception of it being unsafe particularly after dark.

-Work with the RCA and RDA to support Clean-up projects on Union Street with local schools/religious groups etc.

-Continue efforts to redevelop/ re-tenant Citizens Block.

-Launch a Buy Local program

-Obtain and maintain a Sustainable CT certification

Medium Term (1-3 years):

-Encourage redevelopment of West Main Street Retail Block.

-Address parking and walkability of Rockville Center, can we make it easier to get around, what is an appropriate flow?

Long Term (3-10 years):

-Work with landowners to bring sewer and water to exits 66 and 67.

-Encourage appropriate business development at exits 66 and 67, update zoning to allow a wide-variety of uses.

-Address energy concerns and reliability.

8. Implementation Plan

The following tables are a summary of the goals, objectives, and strategies of this Plan. The Implementation Plan is meant only as a guide for the various boards and commissions responsible for implementation. The Implementation Plan lists the lead and support entities responsible for executing each particular action item. In addition, it notes the timeframe for completion of each action item. In the Implementation Plan:






- **Short-term actions** are marked with an "S." Short-term actions are those that should be implemented within the first year and include those that are less complex, or higher-priority items that need to be completed prior to other actions.
- **Medium-term actions** are marked with an "M." Medium-term actions are likely to be completed within 1 to 5 years.
- **Long-term actions** are marked with an "L." Long-term actions are those that are likely to be completed in the last 5 years of the POCD horizon.
- Ongoing efforts are marked with an "O."



Sustainable initiatives are noted in the final column of the Implementation Plan Sustainability is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." Sustainable initiatives span numerous topical areas of the Plan and align with the overall goals and objectives of the Sustainable CT program. They include strategies that protect the natural environment; reduce energy consumption and waste generation; encourage bicycling, walking, and transit use; and provide equitable public services and housing choices for residents. Some of the actions in the Plan align directly with Sustainable CT actions, while others can more broadly help the Town achieve its sustainability goals.


Implementing Agency Key


Agency	Key
Planning and Development Dept.	PDD
Economic Development Dept.	EDD
Water Pollution Control Dept.	WPC
Public Works Dept.	DPW
Engineering Dept.	ENG
Parks and Recreation Dept.	P&R
Town Administrator	TA
Vernon Public Schools	VPS
Rockville Downtown Association	RDA
Rockville Public Library	RPL
Vernon Housing Authority	VHA
North Central District Health Dept.	NCDHD


Agency	Key
Planning and Zoning Commission	PZC
Town Council	TC
Design Review Commission	DRC
Economic Development Commission	EDC
Inland Wetlands Commission	IWC
Open Space Task Force	OSTF
Water Pollution Control Authority	WPCA
Board of Education	BOE
Arts Commission	AC
Conservation Commission	CC
Local Historic Properties Commission	LHPC
Energy Improvement District Board	EID



Goal 1: Position Historic Downtown Rockville as the economic, civic, social, and cultural center of Tolland County					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
1.1 Grow Rockville's residential population through infill development and adaptive reuse.	Encourage, through partnership, adaptive reuse of mill sites into residential or mixed-use development with a residential component.	PZC, PDD	EDC, EDD	O	
	Educate property owners on available financial tools that can be used for housing development such as historic preservation tax credits, Connecticut Housing Finance Authority (CHFA) assistance, Community Development Block Grant (CDBG) funds, or Tax-Increment Financing.	EDD	EDC	S	
	Amend regulations to permit smaller multifamily development as a matter of right, with site plan approval.	PZC	PDD	M	
	Consider the use of zoning incentives that allow an increase in permitted residential density in Rockville for projects that meet other Town policy objectives. Potential objectives include those pertaining to historic preservation, sustainability, and provision of public space.	PZC	PDD	M	
	Encourage the use of shared parking arrangements for new residential developments in Rockville.	PZC	PDD	M	
1.2 Promote arts, culture, and civic activities and events.	Continue collaboration between the Arts Commission, Rockville Public Library, Rockville Downtown Association, Parks and Recreation Department, and the Economic Development Department and Commission to create engaging public events and market these events to the community.	RDA	AC, RPL, RDA, P&R, EDD, EDC	O	
	Strengthen partnerships with regional arts and cultural organizations such as the Greater Hartford Arts Council and University of Connecticut (UConn).	EDD	AC, EDC	S	
	Expand and enhance public infrastructure such as street trees, benches, lighting, plantings, and public art in Rockville.	ENG	DPW, AC	M	
	Consider establishing a Municipal Cultural District in Rockville pursuant to Public Act 19-143.	TC	TA	M	
	Through the Municipal Cultural District, work with state and regional organizations to market and advocate Rockville's cultural resources and tourism opportunities.	RDA	TC, EDD, EDC	L	

Goal 1: Position Historic Downtown Rockville as the economic, civic, social, and cultural center of Tolland County					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
1.3 Enhance Rockville's commercial base.	Review and amend zoning in Downtown Rockville to allow for more innovative and experimental uses to attract visitors. Potential uses include breweries, experimental retail, entertainment uses, and artisan manufacturing (small-scale production and sale of goods within the same premises).	PZC	PDD	M	
	Modify the Downtown Rockville Zoning Regulations to allow professional or business offices to occupy the ground floor of buildings.	PZC	PDD	S	
	Review current special permit uses within the Downtown Rockville Zoning Regulations and consider permitting additional uses with site plan approval, if appropriate.	PZC	PDD	S	
	Establish zoning incentives to encourage consolidation of parking lots across properties to create a park-once-and-walk environment.	PZC	PDD	L	
	Continue to market Rockville businesses both locally and regionally, in partnership with the Rockville Downtown Association and Chamber of Commerce.	EDD	EDC, RDA	O	
	Prioritize the redevelopment, expansion, and redesign of the Courthouse Plaza area defined by Main Street, Court Street, and Brooklyn Street, through incentive, partnership, or other creative means.	PDD, EDD	TC, PZC, EDC	L	
	Improve signage in Rockville, including directional signage from I-84 and signage for public parking facilities.	RDA		M	
1.4 Support the Redevelopment of Mill Sites	Complete the redevelopment of Amerbelle Mill site	EDD	TC, EDC	S	
	Continue to pursue grants to remediate remaining brownfield sites.	EDD	EDC, RDA	O	
	Educate property owners and prospective developers on financial incentives available to support adaptive reuse and historic preservation.	EDD	PDD	S	
	Review current adaptive reuse zoning requirements and consider more flexible site design requirements for mill sites that incorporate the riverfront into the design, and create greenspace along the river, with attention to natural resource protection and regulation requirements.	PZC	PDD	M	

Goal 1: Position Historic Downtown Rockville as the economic, civic, social, and cultural center of Tolland County					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
1.5 Protect Rockville's historic resources.	Complete the renovation and re-tenanting of the Citizens Block.	TC	TA	S	
	Consider developing a visual design guideline for Rockville to better communicate desired architectural design, signage, lighting, materials, and site design features to prospective developers and the community at-large.	DRC	PZC	M	
	Consider establishing a façade improvement program or local property tax abatement program to encourage the rehabilitation of historic properties in Rockville.	TC	EDD	M	
	Educate owners of historic properties on other funding opportunities such as state and federal rehabilitation tax credits.	EDD	PDD	O	
1.6 Enhance Rockville's connections to the town trail and open space networks.	Extend the Rails-to-Trail east of Vernon Avenue, or identify an alternative trail routing connecting to the trail in Rockville.	ENG	DPW	M	
	Enhance bicycle and pedestrian connections between Rails-to-Trail and Rockville along Vernon Avenue, Spring Street, Morrison Street, and West Street.	ENG	DPW	L	
	Install bicycle and pedestrian signage on the Rails-to-Trail directing users to key destinations in Rockville.	ENG	DPW	S	
	Install bicycle parking and racks in Downtown Rockville, on sidewalks, or places such as at Town Hall or the Rockville Public Library.	DPW	RDA	M	
	Integrate the Hockanum River into Rockville's identity, in accordance with the Hockanum River Linear Park Master Plan. Strategies may include modifying the Zoning Regulations to require or incentivize public improvements and strengthen LID requirements along the Hockanum River, securing public access easements, and studying the feasibility of daylighting portions of the river, reducing the number of outfalls into the river, and creating protective greenspace along the river as part of future redevelopment efforts.	PZC, EDC	PDD, EDD, ENG	L	



Goal 2: Create thriving, attractive, connected, and diverse business districts and mixed-use corridors					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
2.1 Enhance architecture, site design, and landscaping within existing mixed-use corridors and gateways	Develop landscaping and site design standards incorporated into the Zoning Regulations that are tied to the location of the site as opposed to the zone. For example, all properties fronting Route 83 should have the same landscaping and site design standards, regardless of their zoning designation, to ensure consistency across multiple uses. Single-family homes should be exempt from these standards.	PZC	PDD	S	
	Strengthen screening and setback requirements for outdoor storage areas and trash enclosures within the Route 83 and Route 30 corridors.	PZC	PDD	S	
	Establishing a landscaping design matching grant fund that matches property owner landscaping investments. These funds could be used to focus on pre-existing sites with minimal or zero plantings in the Route 83 and Route 30 corridors.	TC	PZC, EDC	L	
	Create a Landscaping and Site Design Visual Guide for mixed-use corridors that can accompany the Design Review Visual Guide.	DRC	PZC, PDD	M	
	Create a corridor-based Design Review Visual Guide with specific information on recommended materials and architectural details (roof type, windows, colors, signage, etc.) for each business district.	DRC	PZC, PDD	M	
	Enhance welcome signage, directional signage, landscaping, and public realm improvements at gateways, prioritizing locations near highway ramps.	DPW	EDD	M	
	Strengthen property maintenance and code enforcement resources in town with a focus on commercial corridors.	TC	PDD	L	
2.2 Optimize traffic flow and enhance safety in commercial corridors	In partnership with the Capitol Region Council of Governments (CRCOG) and the Connecticut Department of Transportation (CTDOT), complete a Corridor Study of the Route 83 and Route 30 corridors focusing on traffic flow, safety, access management, transit infrastructure, and pedestrian accessibility.	ENG	PDD, EDD, CRCOG, CTDOT	M	
	Work with CTDOT and CTtransit to evaluate the potential for bus pull-offs in the Route 83 and Route 30 corridors to increase safety and improve traffic flow. This should be evaluated as part of the larger corridor study.	ENG	PDD, EDD, CRCOG, CTDOT	M	
	Consider adding pedestrian lighting requirements to the landscaping and site design standards within commercial and mixed-use zones.	PZC	PDD	S	
	Develop zoning incentives (such as a reduction in parking minimums) to encourage property owners to enter into shared parking agreements.	PZC	PDD	S	

Goal 2: Create thriving, attractive, connected, and diverse business districts and mixed-use corridors					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
2.3 Enhance pedestrian, bicycle, and transit connections	Require sidewalk connections between a building's primary entrance and the sidewalk system within all commercial and mixed-use zones.	PZC	PDD	S	
	Establishing a sidewalk matching grant fund that matches property owner sidewalk investments. These funds could be used to fill in gaps in the existing sidewalk network on Route 83 and Route 30.	TC	PDD	L	
	Work with CTDOT to incorporate safe pedestrian crossings at all signalized intersections. Elements that should be considered include dedicated pedestrian signals, marked crosswalks, and installation of proper signage.	ENG	CTDOT	M	
	Establish a zoning incentive (such as a parking reduction) for new developments that incorporates bus stop amenities such as seating areas, shelters, and lighting.	PZC	PDD	M	
	Enhance bicycle and pedestrian connections between Vernon's Rail-to-Trail system and the Route 83 and Route 30 corridors, prioritizing connections on Center Road, Regan Road, and Hartford Turnpike.	ENG	DPW	L	
	Incorporate Hockanum River Linear Park trail connections into landscape design plans within the Route 83 corridor.	ENG	DPW	L	
2.4 Encourage the redevelopment of underutilized or obsolete land uses	Create separate dimensional standards for small lots under 2 acres in the Route 83 and Route 30 corridors to provide more flexibility to property owners.	PZC	PDD	M	
	Consider modifying the Zoning Regulations in the Commercial Zone to allow purely residential developments, so long as they are in structures that are set back at least 200 feet from the roadway, reserving the frontage for commercial uses.	PZC	PDD	M	
	Consider modifying the Zoning Regulations in the Commercial Zone to allow for certain light industrial uses, subject to special permit approval. These uses should have the same landscape and design standards as commercial uses and should be appropriately buffered from adjacent residential areas.	PZC	PDD	M	
	Evaluate minimum parking requirements in commercial zones and consider lowering parking requirements, where appropriate, to support adaptive reuse.	PZC	PDD	L	

Goal 3: Promote economic growth and business expansion					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
3.1 Provide a skilled workforce that supports business needs	Continue to support investment in Vernon's school system and the Rockville High School Career Center.	BOE, TC	VPS, TA	O	
	Continue the promotion of the dual enrollment programs between Rockville High School (RHS) and Manchester Community College, Goodwin College, and the UConn Early College Experience program. Students who participate in the college dual enrollment programs can earn credit from RHS and college simultaneously, thus completing college faster and with more flexibility.	BOE	VPS	O	
	Continue to meet with businesses to understand local workforce needs and skills gaps.	EDD	EDC	O	
	Continue to find ways to work with Capital Workforce Partners, the regional workforce development board, to leverage public and private resources to produce skilled workers and close the skills gap between local employers and residents.	EDD	EDC	O	
3.2 Pursue utility improvements that support economic development and land use goals	Complete upgrades to the Vernon Water Pollution Control Facility.	WPCF	TC, TA	S	
	Maintain sewer infrastructure in a state of good repair.	DPW	ENG, WPCF	O	
	Extend sewer and water service to Interchanges 66 and 67. Evaluate the feasibility of using Tax Increment Financing (TIF) to fund utility extensions and other public improvements needed to spur economic development.	ENG	DPW, WPCF	M	
	Encourage expansion of high-speed internet service, prioritizing low-income and underserved neighborhoods.	EDC	EDD	M	





Goal 3: Promote economic growth and business expansion					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
3.3 Provide opportunities for industrial development and expansion.	Expand the Interchange 67 Planned Development Zone to encompass all parcels within the Interchange 67 Node Future Land Use category.	PZC	PDD	L	
	Create a similar Planned Development Zone for properties in the Interchange 66 node.	PZC	PDD	L	
	Maintain a balanced approach to economic development near the Interchange 66 and Interchange 67 corridors. New development should contribute to the economic development and fiscal health of the community while avoiding negative impacts to natural resources within the Tankerhoosen River watershed.	PZC, CC, IWC	PDD, EDD	L	
	Maintain a list of vacant land and available industrial land and buildings. Actively market the sites to prospective businesses in partnership with regional and statewide organizations such as CERC.	EDD	EDC	O	
3.4 Provide an attractive and supportive business environment, including an efficient regulatory process.	Evaluate zoning comprehensively to improve clarity and reduce inconsistency. Look for ways to reduce the use of special permits in exchange for higher performance standards related to architecture, site design, and landscape buffer. Consider a comprehensive update of the Town Zoning Regulations	PZC	PDD	S	
	Seek to improve related on-line department web pages. Maintain an e-permit system to allow prospective businesses to fill out permits online to create a more streamlined approval process.	TA	All departments	S	
	Provide regular education and training opportunities for board and commission members with a goal of 100% annual participation.	TA	All Boards & Commissions	S	
	Work with the Connecticut Small Business Development Center to coach new and existing businesses in Vernon.	EDD	EDC	S	
	Introduce a business incubator to Rockville, utilizing part of the Citizens Block, or other building in Downtown, providing low-cost rent to local start-up businesses.	EDD	EDC, RDA	L	
	Develop Land Use process explainers and other tools to make the development process more transparent.	PDD, EDD		M	









Goal 4: Maintain a diverse housing stock that supports people of all ages, income levels, life stages, and backgrounds



Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
4.1 Provide a diversity of housing and housing types for all ages and income levels.	Maintain and expand Vernon's Housing Profile, produced by Partnership for Strong Communities (SCT 11.2.2).	PDD			
	Create an Affordable Housing Plan.	PZC	PDD	S	
	Review and update zoning requirements to permit accessory dwelling units to provide more flexibility.	PZC	PDD	M	
	Review and update zoning to encourage mixed-use development in appropriate areas identified in the Future Land Use Plan.	PZC	PDD	M	
	Evaluate zoning approaches to promote mixed-income development. Approaches include requiring a percentage of affordable units or providing incentives for developers meeting mixed-income provisions.	PZC	PDD	L	
	Promote the Elderly and Disabled Tax Relief program to encourage current residents to remain in Vernon.	Assessor		O	
	Maintain existing Vernon Housing Authority (VHA) units in a state of good repair. Maintain or increase the number of affordable units in VHA properties if they are redeveloped.	VHA		O	
	Support the use of Connecticut Housing Finance Authority mortgage programs to expand homeownership opportunities for low- and moderate-income residents.	VHA		M	
4.2 Promote a range of residential densities and housing types.	Support a range of residential densities and housing types by scale, height, and architectural style, in accordance with the Future Land Use Plan and Residential Densities Plan.	PZC	PDD	O	
	Modify the Town's Zoning Regulations to allow for a range of residential densities for multifamily dwellings for different zones, in accordance with the Residential Densities Plan. Consider setting density guideposts using units per acre.	PZC	PDD	M	
	Encourage housing diversity of unit type within mixed-use settings within the following Future Land Use Policy Areas: Downtown Rockville, the Rockville Gateways, the Mixed-Use Corridor, the 67 Node, and the Route 30 Corridor – East.	PZC	PDD	O	













Goal 4: Maintain a diverse housing stock that supports people of all ages, income levels, life stages, and backgrounds








Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
4.3 Grow sustainable, efficient, and accessible housing choices.	Consider adding universal design provisions to the Zoning Regulations, requiring or incentivizing new development to provide units that are accessible to anyone regardless of age or disability status.	PZC	PDD	L	
	Incorporate sustainable design requirements or incentives into the zoning code. For example: increased permitted density when measures like lid stormwater management, energy generation, or active transportation amenities are included in the site plan application.	PZC	PDD	L	
	Promote energy efficiency in new housing as a means of reducing overall housing utility costs.	PZC	PDD	M	
	Educate property owners on available funding sources for sustainability and energy efficiency upgrades, such as the Connecticut Green Bank and Commercial Property Assessed Clean Energy (C-PACE) programs.	EDD	EID	O	
	Develop residential design and performance standards for infill residential developments.	PZC	PDD	L	












Goal 5: Maintain high quality, sustainable, and equitable public facilities, and services					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
5.1 Continue to invest in high quality town facilities, infrastructure, and services	Complete the ongoing and planned upgrades to town facilities.	TA	TC	O	
	Monitor conditions and space needs at town facilities and make improvements through the Capital Improvement Plan, as needed.	TA	All departments	L	
	Continue the local road resurfacing and sidewalk construction programs.	DPW	ENG	O	
	Conduct a conditions assessment of the existing sidewalk system to prioritize repairs.	ENG	DPW	M	
	Evaluate the 2020 Census upon release to measure potential impacts of changing demographics.	TA	All departments	S	
5.2 Improve bicycle, pedestrian, and transit connections to town facilities	Create a comprehensive bicycle and pedestrian plan for the Town (SCT 6.5.4).	ENG	DPW	S	
	Improve bicycle and pedestrian connections between the Rail-to-Trail and town facilities and schools in Vernon Center.	ENG	DPW	L	
	Prioritize trail and sidewalk connections to schools and green spaces.	ENG	DPW	L	
	Adopt a Complete Streets Policy (SCT 6.1.3).	TC	ENG, PDD	M	
5.3 Enhance access to open space and recreational opportunities in Rockville.	Improve public awareness of and access to Stickney Hill Preserve, as well as other popular park sites (Henry Park & Fox Hill Tower, Snipsic Lake, Papermill Pond; market as a destination point for rails-to-trails users, including the regional travelers on the East Coast Greenway.	P&R	OSTF	S	
	Enhance bicycle and sidewalk connections between Rockville and Henry Park.	P&R	OSTF	S	
	Improve public awareness of and access to Stickney Hill Preserve, as well as other popular park sites (Henry Park & Fox Hill Tower, Snipsic Lake, Papermill Pond; market as a destination point for rails-to-trails users, including the regional travelers on the East Coast Greenway.	ENG	P&R, DPW	L	
	Extend the Hockanum River Linear Park Trail from Papermill Pond to Snipsic Lake trails.	ENG	P&R, DPW	L	










Goal 6: Cooperate with local and regional organizations to promote the health and wellbeing of the region					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
6.1 Continue to participate in regional land use, economic development, and transportation initiatives through CRCOG	Continue to work with neighboring municipalities to implement the recommendations from the regional Comprehensive Economic Development Strategy (CEDS).	EDD	EDC, CRCOG	O	
	Continue to participate in regional land use planning and transportation initiatives through CRCOG.	TA	PDD, ENG	O	
6.2 Support enhancements to the regional roadway and transit systems	Support the extension of CTfastrak service east of the Connecticut river, including connections between Vernon and the UConn campus in Mansfield.	TC	TA, EDD	M	
	Advocate for enhanced bus stop amenities at park & ride locations such as larger seating areas, improved lighting, and pre-pay ticket kiosks.	TC	TA, EDD, PDD	L	
6.3 Work with neighboring towns on land conservation, rails-to-trails, waste management, and other conservation issues that cross-town boundaries	Continue to work with regional groups in the areas of land conservation and recreation, including Hockanum River Park committees in other towns, the Northern Connecticut Land Trust, the Hockanum River Watershed Association, Manchester Land Trust, Friends of Bolton Lakes, Bolton Land Trust, Bolton Walk-Hike, and the Ellington Trails Committee.	OSTF, CC	Regional conservation organizations	O	
	Support regional efforts to complete the East Coast Greenway in Greater Hartford.	OSTF, CC	Regional conservation organizations	L	
	Continue to participate in statewide product stewardship initiatives such as the PaintCare and mattress recycling programs.	DPW		O	
	Continue membership in the Bolton Lakes Watershed Conservation Alliance in efforts to protect the watershed and water quality of Bolton Lake.	CC	OSTF	O	







Goal 7: Build a livable, healthy, resilient, and sustainable Vernon					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
7.1 Continue to implement sustainable policies and actions using the Sustainable CT framework.	Maintain Silver Level certification or higher through Sustainable CT.	TA	EDD	O	
	Incorporate, Identify, and Implement Sustainable CT Sustainability Concepts (SCT 5.1.1B) - Land Use Patterns - Municipal Programs and Operations - Community Character & Livability - Economic vitality & resilience - Resilient infrastructure	TA	EDD	S	
	Incorporate sustainable development best practices around green energy, energy efficiency, and low-impact development into the Town zoning code.	PZC	PDD	M	
	Offer an annual sustainability training course for Board and Commission members, in partnership with Sustainable CT.	TA	All boards and commissions	M	
7.2 Support municipal energy efficiency, green energy, and waste reduction programs.	Implement new measures that improve fuel efficiency and reduce emissions for the Town fleet.	DPW	TA	M	
	Continue to evaluate opportunities to install renewable energy projects, such as solar panels, at Town properties.	TC		M	
	Continue to convert Town buildings to natural gas.	TC, BOE	TA, VPS	S	
	Complete the creation of "green," local, and/or energy efficiency standards in the Town's procurement policy for materials.	TC	TA	L	
	Explore options to create of a food scrap/ composting program at the Transfer Station or partner with a private business to provide this service.	DPW		L	
	Install electric vehicle charging stations at municipal properties and pursue funding through the Connecticut Green Bank and the Connecticut Department of Energy and Environmental Protection.	TC	TA, EID	M	

Goal 7: Build a livable, healthy, resilient, and sustainable Vernon

Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
7.3 Strengthen resiliency, disaster preparedness capabilities, and hazard mitigation planning.	Implement the recommendations of the Capitol Region Natural Hazard Mitigation Plan (NHMP) and prioritize Hazard Mitigation Goals through the Sustainable CT program via these actions: (SCT 5.1.1b) - Update and Map Natural Hazard Areas - Encourage land protection within natural hazard areas; discourage development or redevelopment in natural hazard areas - Limit access (roads, transportation networks) to natural hazard areas - Prioritize the protection of critical facilities and cultural resources that are located in vulnerable areas	PZC, ENG	OSTF, CC, TC	L	
	Conduct a study of drainage problems identified in the NHMP, including Franklin Road, the Manchester Flats area, and Frederick Road.	ENG		L	
	Evaluate the costs and benefits of joining FEMA's Community Rating System.	TA	TC	S	
	Support periodic tree limb inspection and maintenance programs to minimize potential for downed power lines.	DPW		O	
	Develop a phased approach to replacing aboveground utility lines with underground utility lines, taking advantage of opportunities such as streetscaping projects.	ENG	DPW	L	
7.4 Support programs that promote public health and wellbeing	Continue public health education, programs, and services, in partnership with the North Central District Health Department.	NCDHD		O	
	Identify sites that can support community gardens in Vernon, in partnership with regional farmers and the UConn Tolland County Extension Center.	OSTF, RDA	CC	M	
	Continue to provide education and outreach to residents impacted by crumbling foundations on available funding sources and state programs.	TA	TC	O	

Goal 8: Protect, connect, and promote Vernon's natural and historic resources					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
8.1 Foster open space and trail connectivity	Review and update the Open Space Plan as appropriate. Maintain, update, and Open Space inventory, identifying properties with high conservation or scenic value for potential future protection (SCT 3.4.1 and 3.4.3) that do not have permanent protections; review deeds and work with owners to permanently preserve those parcels.	OSTF	CC	S	
	Continue to maintain contact with owners of desired properties in the Open Space Plan. Continue collaboration with area land trusts in the acquisition of desired parcels. Pursue funding through the State's Open Space and Watershed Land Acquisition Program or Farmland Preservation Program and other grant sources.	OSTF	P&R, TA, TC	L	
	Prioritize open space acquisition in the Tankerhoosen River watershed, in accordance with the Open Space Plan.	OSTF	P&R	O	
	Develop an Urban Open Space Plan focused on small parks, natural areas, recreation, and community gardens within the built environment. Amend the Zoning Ordinance to require quality, useable open space in all development projects.	OSTF, PZC	PDD, P&R	L	
	Continue to acquire land or secure public access or conservation easements along the Hockanum River in accordance with the Hockanum River Linear Park Master Plan.	P&R	TA, TC	O	
	Establish policy, zoning incentives, or requirements to enhance public access along the Hockanum River as part of future development proposals.	PZC	PDD, P&R	L	
	Maintain commitment to the Tankerhoosen Watershed Management Plan: identify specific implementation measures from the plan to prioritize.	CC, IWC	P&R, PDD		
	Add zoning incentives/requirements to further the use of Low Impact Design (LID), especially for properties near the Tankerhoosen and Hockanum Rivers. (SCT 3.8.2.b). Strengthen LID regulations; review situations that might require LID use rather than having it as an option (i.e. "shall" in lieu of "may".)	PZC	IWC	S	
	Continue to update and implement the Town's Stormwater Management Plan in compliance with state MS4 requirements.	ENG, DPW	IWC	O	
	As part of the MS4 plan, educate residents on best practices to reduce stormwater runoff to improve water quality. Direct them towards additional educational resources from organizations such as the Center for Land Use Education and Research (CLEAR).	ENG, DPW	IWC	O	
	Educate landowners on water quality issues and techniques for protecting water quality. Focus should include measures to eliminate the invasive species threats to the Bolton Lakes system; maintenance or creation of vegetated buffer strips along lakes and streams; use of non-chemical fertilizers and pesticides; septic design and maintenance. Provide requirements or incentives in the zoning code to reduce impervious surfaces and/or treat water before discharge or infiltration.	IWC	CC	M	

Goal 8: Protect, connect, and promote Vernon's natural and historic resources					
Objective		Responsible Entities	Support Entity	Timeline	Sustainable Initiative
	Continue to monitor water quality in the Tankerhoosen River and Bolton Lakes; in partnership with local conservation organizations, organize a repeat of the 2006 comprehensive chemical water quality studies to evaluate long term changes; continue to participate in the annual DEEP volunteer water quality monitoring program within the watershed.	Conservation Groups	OSTF, CC	S	
	Implement recommendations outlined in the Tankerhoosen Watershed Management Plan and expand management planning in the Bolton Lakes Watershed.	Conservation Groups	OSTF, CC	S	
	Monitor groundwater levels near Bolton Lakes to ensure that the diversion of water out of the watershed does not impact groundwater levels; continue to annually monitor aquatic invasive species as well as toxic and non-toxic algae in the lakes.	Conservation Groups	OSTF, CC	O	
8.3 Improve stewardship and awareness of existing open spaces and recreational opportunities	Publish an Open Space map on the Town website noting where parking areas and public access points are located.	P&R		S	
	Establish partnerships between local conservation organizations and Vernon Public Schools to better market open space and recreational opportunities to youth.	P&R, VPS	Conservation Groups	M	
	Expand opportunities for canoe and kayak access.	P&R, CC	Conservation Groups	L	
	Improve ADA accessibility to recreation and open space areas.	P&R	DPW	M	
	Develop a habitat-based management plan for Valley Falls Park.	P&R	CC	M	
8.4 Protect Vernon's historical and scenic resources	Update and maintain a historic and scenic resources inventory.	LHPC		O	
	Maintain Town-owned historic properties in a state of good repair.	LHPC	TC, TA	O	
	Preserve Clark Farm as a Heritage Farm.	LHPC		L	
	Acknowledge the Town's commitment to active, working local farms and implement measures designed to protect the right to farm	OSTF, CC	PZC	L	
	Consider creating historic preservation zoning incentives, for example, excluding historic structures up to a certain size from lot coverage calculations or creating more flexible use or site design standards for adaptive reuse.	PZC	DRC, LHPC	M	
	Educate owners of historic properties on other funding opportunities such as state and federal rehabilitation tax credits.	LHPC	EDD	M	
	Commence efforts to evaluate the relationship of suburban design and development to Historic Preservation	LHPC	PZC, DRC	L	

Goal 8: Protect, connect, and promote Vernon's natural and historic resources					
Objective	Strategies	Responsible Entities	Support Entity	Timeline	Sustainable Initiative
8.5 Promote Vernon's natural and historic resources as part of larger marketing and branding efforts	Develop and maintain a natural resource and wildlife inventory (NRW) (SCT 3.5.2)	P&R	OSTF, CC	S	
	Market historical, cultural, and natural resource elements in partnership with state and regional organizations. The creation of a Municipal Cultural District can help leverage state resources for marketing and promotion.	EDC	EDD,	M	
	Provide directional signage on main roads and the trail to points of interest.	DPW	P&R	L	
	Develop and publish walking or cycling routes that highlight Vernon's natural and historic resources. Potential locations include Talcottville (Talcottville Historic District and Tankerhoosen Ravine), Valley Falls, and Rockville (Rockville Historic District and Hockanum River).	EDC	EDD, P&R, LHPC	L	
8.6 Discourage land development within natural hazard areas while encouraging land protection within natural hazard areas	Clearly identify up-to-date natural hazard areas and map them on the future land use map	PZC	PDD	S	
	Adopt use restrictions, buffer and setback regulations, LID measures, and other tools to mitigate impacts on natural hazard areas	PZC	PDD	L	
	Harden/protect existing critical facilities and cultural resources located in vulnerable areas.	TA	DPW	M	

Vernon Economic Development Commission Three Year Plan/2021 POCD Actions Combined

The Economic Development Three Year Plan will provide an outline of steps that need to be taken and questions that need to be answered. This will allow us to plan for tomorrow, 10 years from tomorrow and beyond. Along the way we must properly position ourselves to take advantage of opportunities as they present themselves.

THREE YEAR PLAN						
OBJECTIVE	ITEM	STRATEGIES	ACTION STEP	SUB-STEPS	TIMELINE S= Short term M= Medium Term L= Long Term	COMPLETED Y/N or In Process
1. Goals for Future Development	POCD	Develop and Promote Vernon's Brand	<ul style="list-style-type: none"> • Newsletter • Signage • Town's Website 		S	
		Enhance Vernon's Gateways	<ul style="list-style-type: none"> • Place signage at gateways consistent with our Brand 		S	
		Encourage appropriate development of exits 66 and 67			L	
		Ensure utilities meet current and future demands			L	
		Encourage revitalization of Rockville			S, M, L	
			<ul style="list-style-type: none"> • Work on perception of Vernon/Rockville 	Community Policing	S	
				Police Sub-Station	M	
				Cameras/Call Boxes	M	
				Positive reinforcement	S	
				Enhance facades	M	
			Upgrade Housing stock	L		

Vernon Economic Development Commission
Three Year Plan/2021 POCD Actions Combined

THREE YEAR PLAN						
	GOAL	STRATEGIES	ACTION ITEM	STEPS	TIMELINE S= Short term M= Medium Term L= Long Term	COMPLETED Y/N or In Process
1. Goals for Future Development <i>(continued)</i>			• <i>(cont'd)</i> Work on perception of Vernon/Rockville	Support group Clean-up efforts	S	
				Redevelop/Re-tenant Citizens Block	S	
	Zoning Changes					
	Pre-Approvals					
	Create atmosphere conducive to Job Creation					
2. Business Retention and Expansion Program (BR&E)	Attempt to retain and grow existing Businesses			Reach out to at least 5 businesses per month <i>(to see if they need help and let them know the EDC here)</i>		
				Work closely with DECD to help favorably position Vernon businesses	S	
				Incubator/Entrepreneur space		
				Launch and support a Buy Local Program	S	

Vernon Economic Development Commission
Three Year Plan/2021 POCD Actions Combined

THREE YEAR PLAN						
	GOAL	STRATEGIES	ACTION ITEM	STEPS	TIMELINE S= Short term M= Medium Term L= Long Term	COMPLETED Y/N or In Process
2. Business Retention and Expansion Program (BR&E) <i>(continued)</i>				Continue to hold Business Outreach events.		
				Business Recognition Event, Job Fair, Broker/ Business Showcase	S	
3. Recruitment			<ul style="list-style-type: none"> Identify Businesses that fit into our future plans. 			
			<ul style="list-style-type: none"> Take steps to remove obstacles 			
			<ul style="list-style-type: none"> Actively recruit our targeted companies 			
4. Create and Support a Sustainable Program in Vernon		Obtain and maintain a Sustainable CT certification	<ul style="list-style-type: none"> This will include supporting a thriving economy and Brownfield redevelopment 	Dynamic Planning	S	
				Vibrant and Creative Cultural Ecosystems		
				Diverse Transportation Options		
				Diverse Housing Options		
				Reduce waste and increase efficiencies		







Vernon Economic Development Commission
Three Year Plan/2021 POCD Actions Combined

THREE YEAR PLAN			
SHORT TERM GOALS			
GOAL	STRATEGY	STEPS	COMPLETED Y/N or In Process
Create Town of Vernon Brand "On The Move" Awareness		Signage at all exits and in Rockville Downtown	
		See if Schools and Senior Center and Recreation locations will update signage to include "On The Move"	
		Update Town website and mailings with new brand.	
		Offer small signage for businesses to display at their workplace	
Review Town website	<ul style="list-style-type: none"> • Is it clean/clear/business friendly? • Does it convey who we are/what we offer? 		A soft-launch took place Feb. 2021
Partner with State of CT DECD to make sure they know we are business-friendly and what we are can provide to businesses.			
Have a Town of Vernon section at the MCC Job Fair	<ul style="list-style-type: none"> • Let people know there are opportunities in Vernon. 		
Increase police presence in downtown area	<ul style="list-style-type: none"> • Change perception of being unsafe particularly after dark. 		
Work with the RCA and RDA to support Clean-up projects on Union Street with local schools/religious groups etc.			
Continue efforts to redevelop re-tenant Citizens Block.			
Launch a Buy Local program			
Obtain and maintain a Sustainable CT certification			


Vernon Economic Development Commission
Three Year Plan/2021 POCD Actions Combined

THREE YEAR PLAN			
MEDIUM TERM GOALS (1-3 years)			
GOAL	STRATEGY	STEPS	COMPLETED Y/N or In Process
Encourage redevelopment of West Main Street Retail Block.			
Address parking and walkability of Rockville Center	<ul style="list-style-type: none"> • Can we make it easier to get around, what is an appropriate flow? 		
THREE YEAR PLAN			
LONG TERM GOALS (3-10 years)			
GOAL	STRATEGY	STEPS	COMPLETED Y/N or In Process
Work with landowners to bring sewer and water to exits 66 and 67.			
Encourage appropriate business development at exits 66 and 67, update zoning to allow a wide-variety of uses.			
Address energy concerns and reliability.			

Vernon Economic Development Commission
Three Year Plan/2021 POCD Actions Combined

2021 POCD			
GOAL	STRATEGY	SUSTAINABLE	TIMELINE
1.1 Grow Rockville's residential population through infill development and adaptive reuse.	Encourage, through partnership, adaptive reuse of mill sites into residential or mixed-use development with a residential component.		O
	Educate property owners on available financial tools that can be used for housing development such as historic preservation tax credits, Connecticut Housing Finance Authority (CHFA) assistance, Community Development Block Grant (CDBG) funds, or Tax-Increment Financing.		S
1.2 Promote arts, culture, and civic activities and events.	Continue collaboration between the Arts Commission, Rockville Public Library, Rockville Downtown Association, Parks and Recreation Department, and the Economic Development Department and Commission to create engaging public events and market these events to the community.		O
	Strengthen partnerships with regional arts and cultural organizations such as the Greater Hartford Arts Council and University of Connecticut (UConn).		S
	Through the Municipal Cultural District, work with state and regional organizations to market and advocate Rockville's cultural resources and tourism opportunities.		L
1.3 Enhance Rockville's commercial base.	Continue to market Rockville businesses both locally and regionally, in partnership with the Rockville Downtown Association and Chamber of Commerce.		O
1.4 Support the Redevelopment of Mill Sites	Complete the redevelopment of Amerbelle Mill site		S
	Continue to pursue grants to remediate remaining brownfield sites.		O
1.6 Enhance Rockville's connections to the town trail and open space networks.	Integrate the Hockanum River into Rockville's identity, in accordance with the Hockanum River Linear Park Master Plan. Strategies may include modifying the Zoning Regulations to require or incentivize public improvements and strengthen LID requirements along the Hockanum River, securing public access easements, and studying the feasibility of daylighting portions of the river, reducing the number of outfalls into the river, and creating protective greenspace along the river as part of future redevelopment efforts.		L

Vernon Economic Development Commission
Three Year Plan/2021 POCD Actions Combined

2021 POCD			
GOAL	STRATEGY	SUSTAINABLE	TIMELINE
2.1 Enhance architecture, site design, and landscaping within existing mixed-use corridors and gateways	Establishing a landscaping design matching grant fund that matches property owner landscaping investments. These funds could be used to focus on pre-existing sites with minimal or zero plantings in the Route 83 and Route 30 corridors.		L
3.1 Provide a skilled workforce that supports business needs	Continue to meet with businesses to understand local workforce needs and skills gaps.		O
3.2 Pursue utility improvements that support economic development and land use goals	Encourage expansion of high-speed internet service, prioritizing low-income and underserved neighborhoods.		M
3.3 Provide opportunities for Industrial development and expansion.	Maintain a list of vacant land and available industrial land and buildings. Actively market the sites to prospective businesses in partnership with regional and statewide organizations such as CERC.		O
3.4 Provide an attractive and supportive business environment, including an efficient regulatory process.	Work with the Connecticut Small Business Development Center to coach new and existing businesses in Vernon.		S
	Introduce a business incubator to Rockville, utilizing part of the Citizens Block, or other building in Downtown, providing low-cost rent to local start-up businesses.		L
6.1 Continue to participate in regional land use, economic development, and transportation initiatives through CRCOG.	Continue to work with neighboring municipalities to implement the recommendations from the regional Comprehensive Economic Development Strategy (CEDS).		O
8.5 Promote Vernon's natural and historic resources as part of larger marketing and branding efforts	Market historical, cultural, and natural resource elements in partnership with state and regional organizations. The creation of a Municipal Cultural District can help leverage state resources for marketing and promotion.		M