

An aerial architectural rendering of a proposed downtown development. The scene features a large, circular paved plaza with concentric circles and radial lines, surrounded by green lawns, trees, and benches. To the left is a large, multi-story brick building with arched windows. To the right is a modern, multi-story white building. A street with cars and a bus runs along the top and right. A semi-transparent blue box with white text is centered over the plaza.

WEST HAVEN DOWNTOWN MUNICIPAL DEVELOPMENT PLAN

FINAL PUBLIC MEETING - DECEMBER 10, 2025

Meeting Overview

1. Welcome & Introductions
2. Overview of Project Objectives & Study Area
3. Engagement Summary
4. Community Vision
5. Market Analysis
6. Recommendations
7. Questions & Comments

Full Plan Draft Available on Project Website

revitalizeddowntownwh.com/project-documents

Link sent to plan contact list

Accepting written comments via website “Contact” tab



Welcome & Introductions

Overview of Project Objectives & Study Area

What is a Municipal Development Plan?

A Municipal Development Plan is a long-range plan that establishes a vision for creating new jobs, increasing tax and other revenues, and contributing to urban revitalization in a designated area.



Example Master Plan

Study Area



389 Parcels
111 Acres
(84 football
fields)

Engagement Summary

Opportunities to Provide Feedback

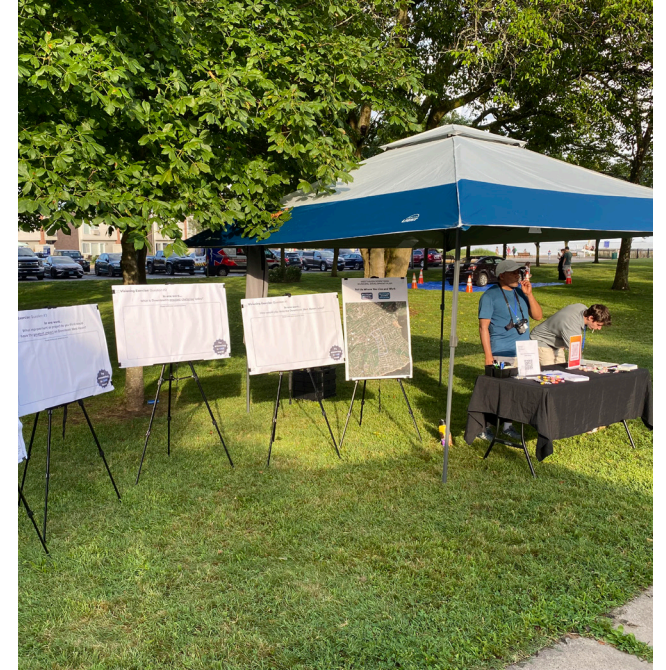
Pop-up & “Go to them” events

Savin Rock Festival

Downtown Farmer’s Market

West Haven High School

Notre Dame High School



Opportunities to Provide Feedback

**Public, Stakeholder, and
Commission Meetings**

Public Meetings 1 & 2

Planning & Zoning Commission and
individual commissioner discussions

Economic Development Commission

Business leaders

VA Hospital

University of New Haven

Mayor Dorinda Borer



Opportunities to Provide Feedback

Digital Outreach

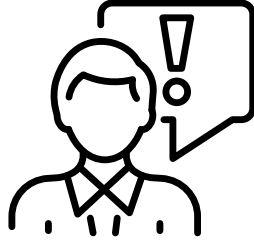
Public Survey

Website

Web comment submission hub



What We've Heard



Better
multimodal
connectivity

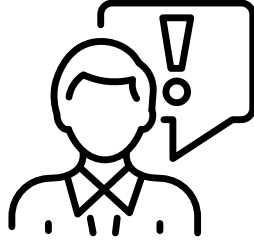
Improved sense
of place & feel of
built environment

Destination
commercial to
attract visitors

Restaurant!



What We've Heard



Improved public programming

Better connectivity to nearby destinations

More diverse and boutique commercial uses

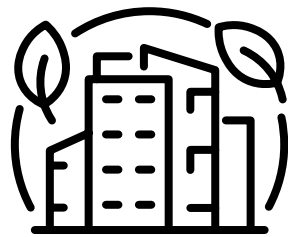
New market rate housing



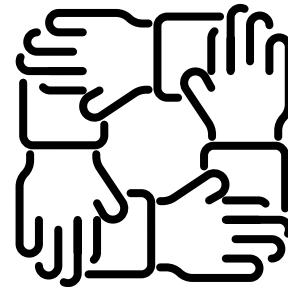
Community Vision

Community Vision & Goals

Develop a Plan that articulates a vision and strategy to facilitate appropriate development, foster economic and job growth, and enhance Downtown's role as the communal and cultural heart of West Haven.



Grow the city tax base by
attracting new business
investment



Encourage social cohesion
through friendlier public
spaces and public realm

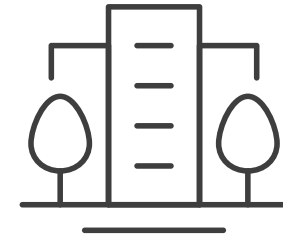
Community Vision & Goals Continued



Create better connections
between Downtown and
nearby community assets



Establish a more diverse set
of attractions to create more
regional visitorship



Support a more vibrant
Downtown community through
new residential development

Market Analysis

Market Analysis: Key Findings

- Housing
- Commercial / Retail
- Office
- Lodging



Multi-Family Housing

Snapshot

- Only 63 residential permits were issued over last decade, compared to hundreds in nearby communities

Market Says...

- Can support 211+ market rate residential units in next 5 years under high growth scenario
- New market rate housing in Downtown will support new businesses
- Affordability requirements can help address high cost burden rates



Commercial/Retail

Snapshot

- Downtown contains 200+ businesses, predominately catering to those who live in or near Downtown

Market Says...

- Can support up to 6 new businesses in next five years, more with new housing
- Buildings are older on average compared to greater New Haven area
- Destination/experiential commercial can draw new customers Downtown



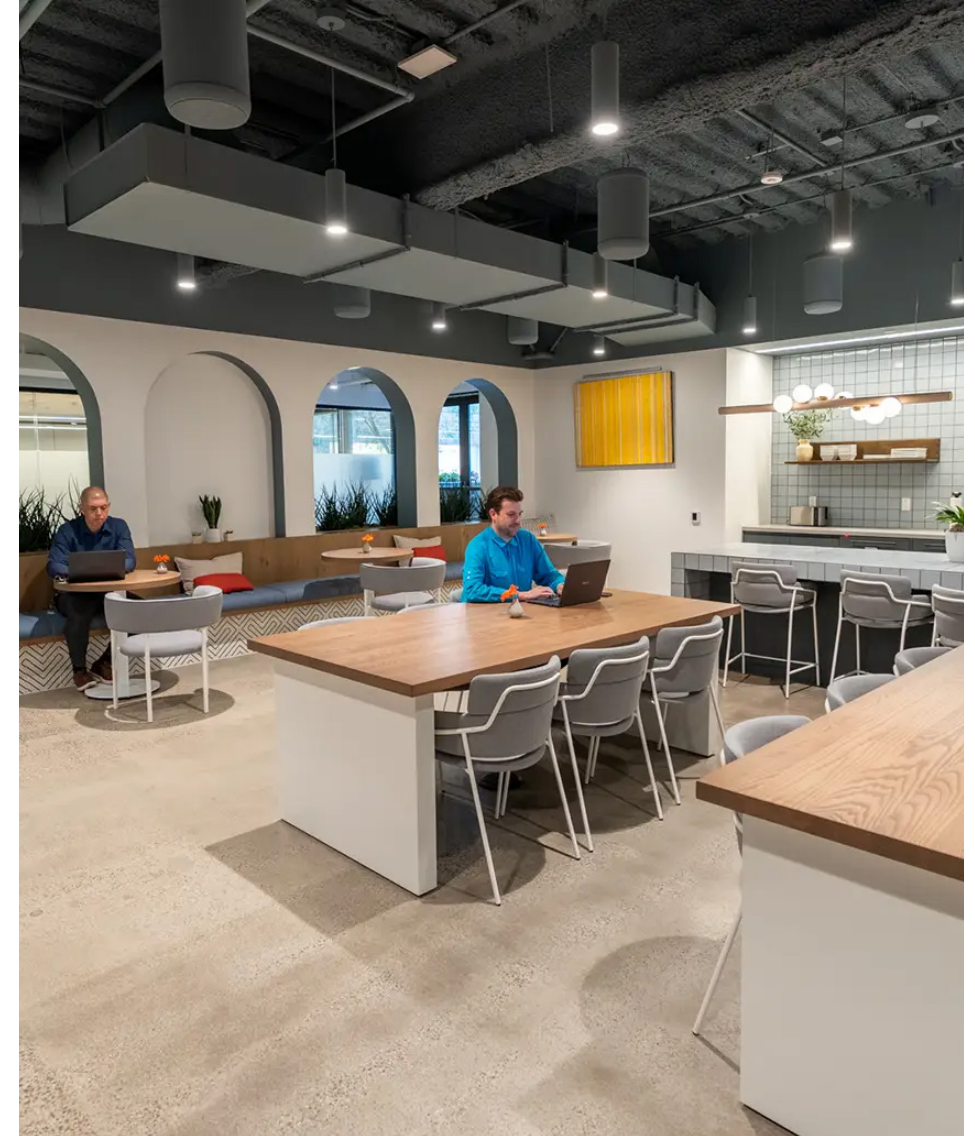
Office

Snapshot

- West Haven has modest office space, and has lost an average of 5,000 square feet annually over last five years

Market Says...

- Greater New Haven area projected to continue losing government, finance, and administrative jobs in next five years
- Nationwide trends for hybrid and remote work continue to make office space less in demand



Lodging

Snapshot

- West Haven has modest lodging market with average occupancy rate of 63%, below viability % for new construction

Market Says...

- Unlikely to support new full-service hotel
- Smaller boutique hotels, independent inns, or extended-stay concepts could complement broader revitalization efforts, particularly if tied to beach access, local events, or unique experiences



Recommendations

Overarching Principles

Capture opportunities to...

Create a safe and welcoming built environment

Promote Downtown as a destination

Foster opportunities for community building

Enhance the interconnectivity within Downtown and its surroundings



Transportation Improvements

Incorporate...

Bicycle infrastructure

Pedestrian safety & traffic calming

Vehicular parking

Gateways & wayfinding

Public art

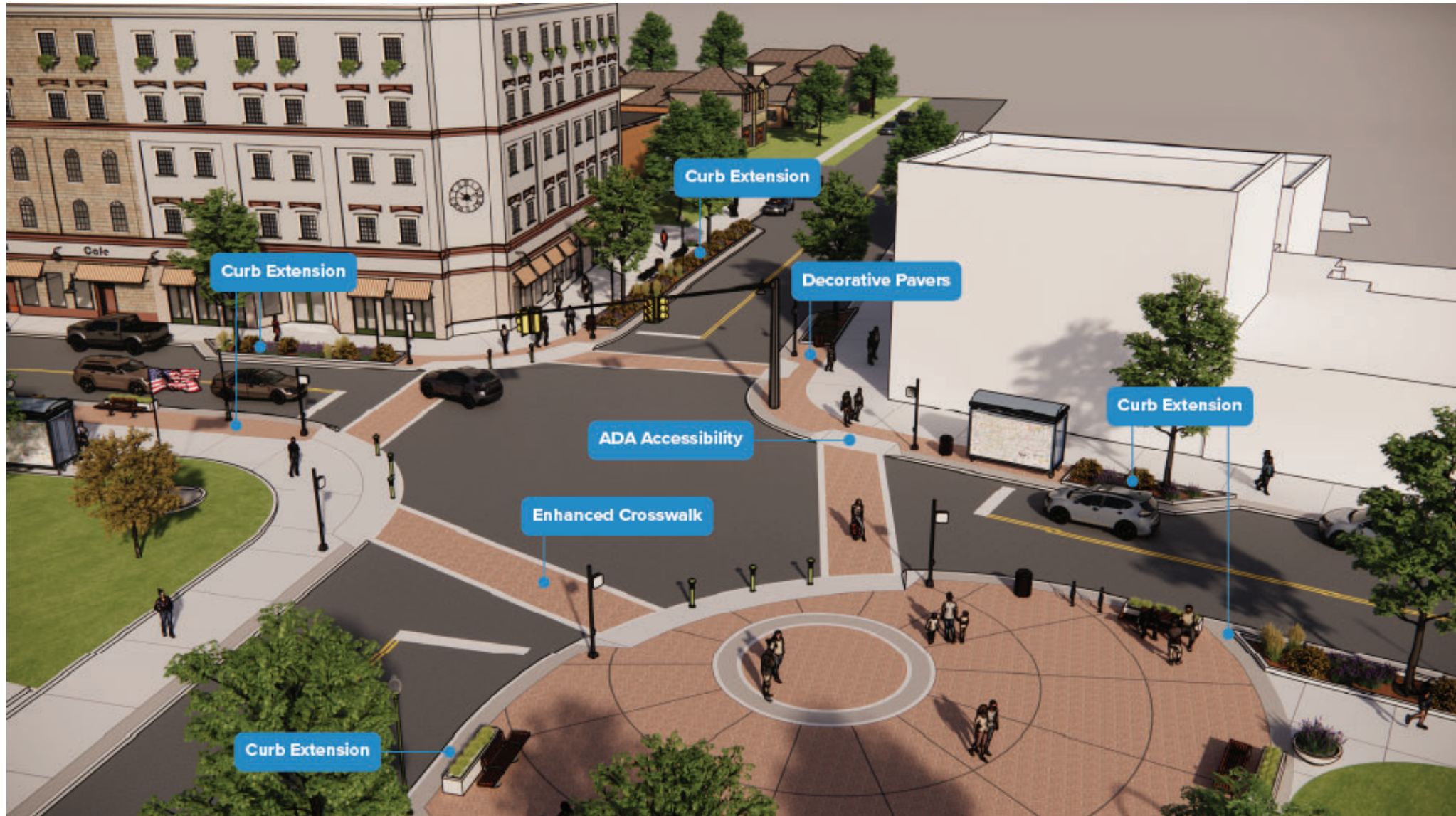


Campbell Avenue & Main Street Improvements



- Shorten crossing distances
- Improved crosswalks
- Programmable plaza (farmer's market, vendor market)
- Landscaping
- Public art

Campbell Avenue & Main Street Improvements



Public Space Improvements

Incorporate...

Third spaces

Opportunities for play, co-creation,
and socializing

Vending spaces for small businesses

Amenities for comfort



West Haven Green Improvements



9 Curtiss Place Plaza Alley



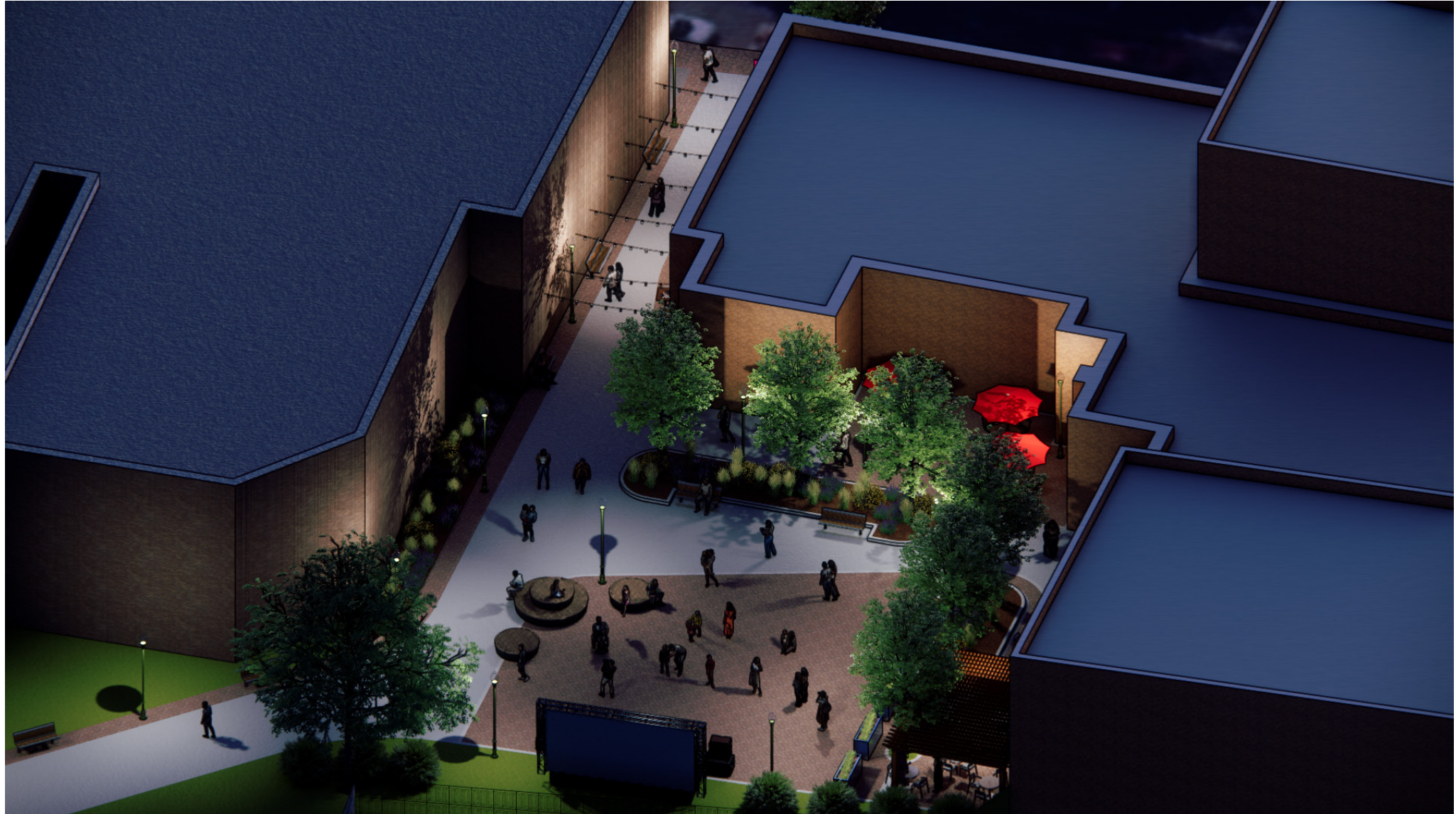
- Gateway signage
- Mural
- Bike parking
- Outdoor seating
- Landscaping
- Improved lighting

9 Curtiss Place Plaza



- Programmable plaza (outdoor dining, music, thrift markets, movies, dance lessons)
- Landscaping
- Improved lighting
- Public art
- Informal seating

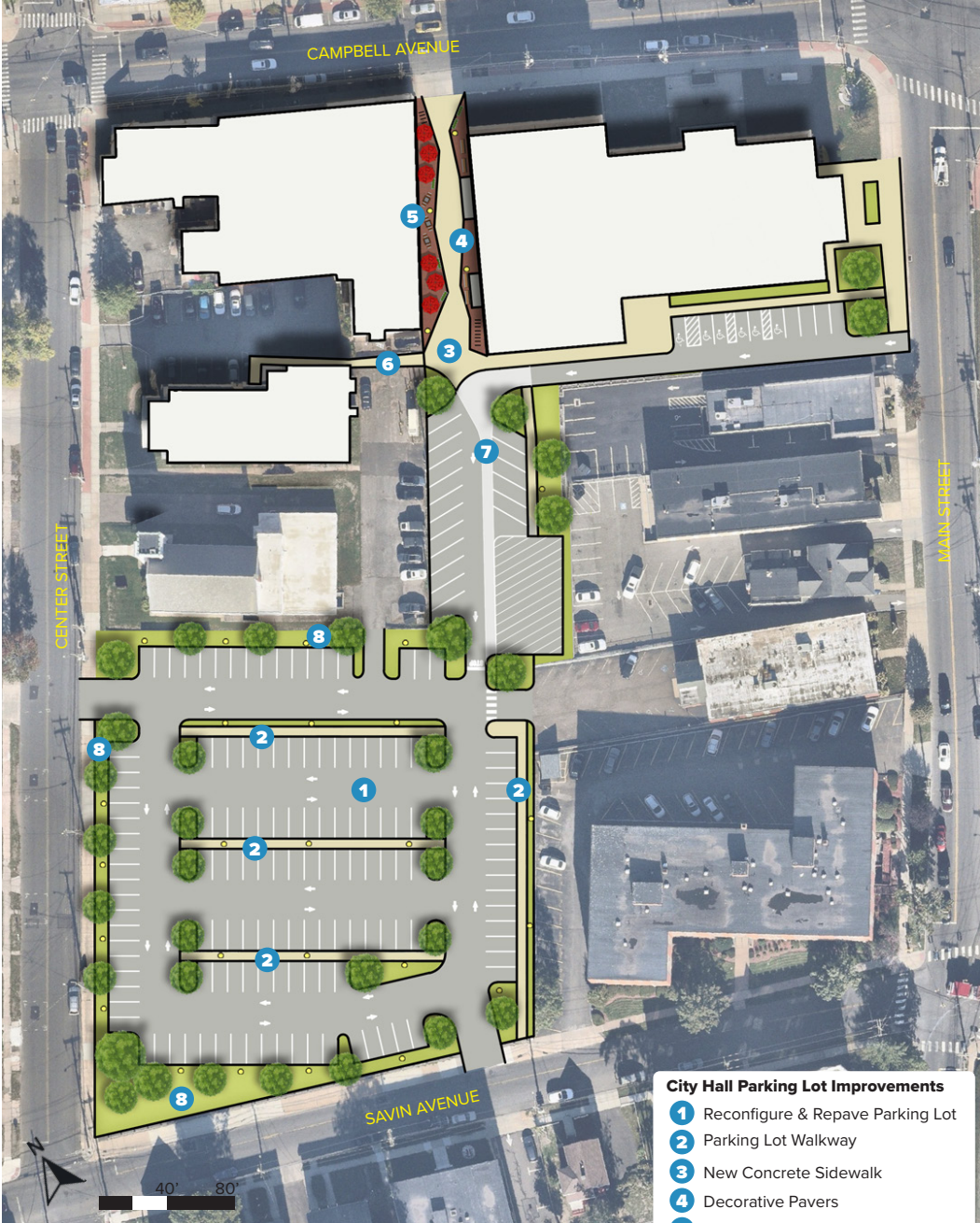
9 Curtiss Place Plaza



Curtiss Place Plaza and Parking Lot Improvements



City Hall Parking Lot Improvements



- City Hall Parking Lot Improvements**
- 1 Reconfigure & Repave Parking Lot
 - 2 Parking Lot Walkway
 - 3 New Concrete Sidewalk
 - 4 Decorative Pavers
 - 5 Flexible Gathering/Program Area
 - 6 Connection to Church
 - 7 Painted Asphalt Walkway
 - 8 Landscape Buffer

Masonic Temple Improvements



- Community space for theater, meetings, arts, galas, more
- Room for 150 seated at tables

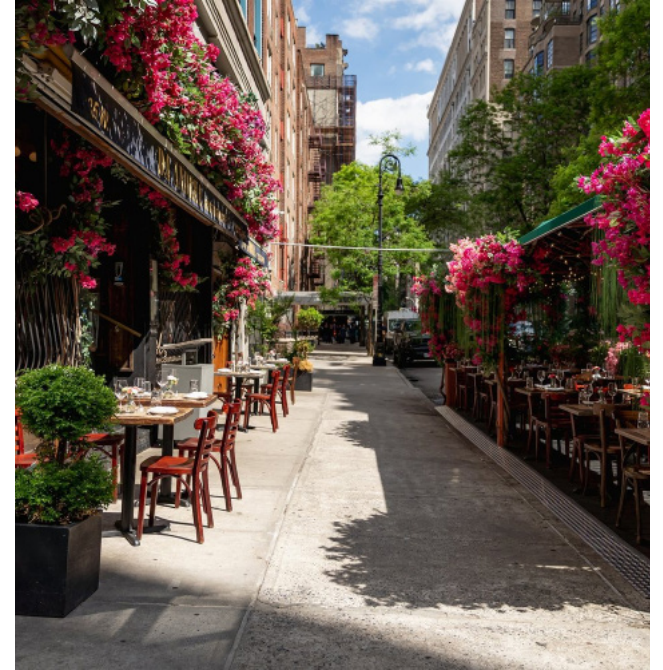
Redevelopment

Policies

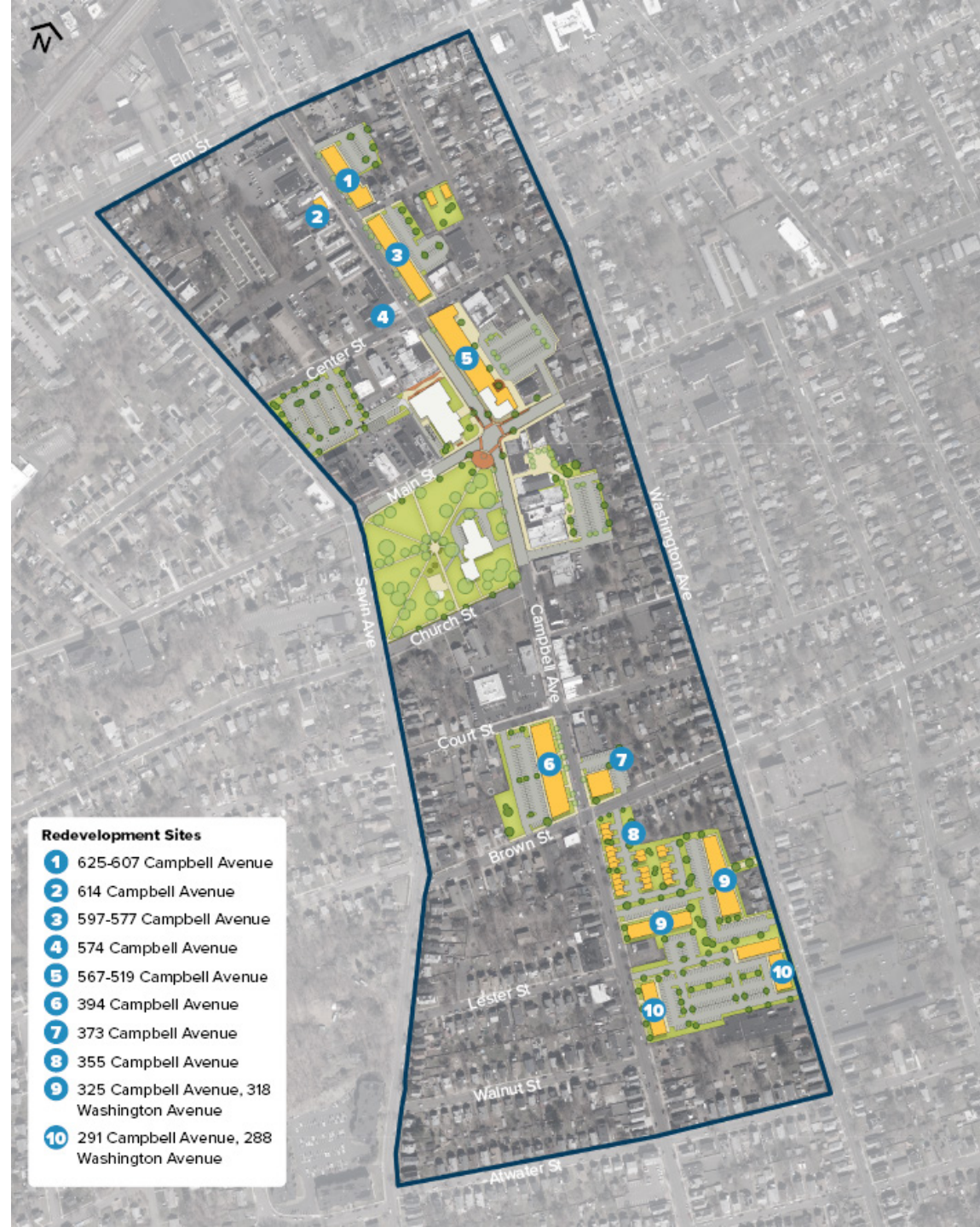
Facilitating new housing is essential to unlocking commercial growth

Commercial reinvestment should focus on experience and local services

Redeveloped sites should contribute to Downtown's walkable character



Redevelopment Sites



- Redevelopment Sites**
- 1 625-607 Campbell Avenue
 - 2 614 Campbell Avenue
 - 3 597-577 Campbell Avenue
 - 4 574 Campbell Avenue
 - 5 567-519 Campbell Avenue
 - 6 394 Campbell Avenue
 - 7 373 Campbell Avenue
 - 8 355 Campbell Avenue
 - 9 325 Campbell Avenue, 318 Washington Avenue
 - 10 291 Campbell Avenue, 288 Washington Avenue

- Sites identified where redevelopment according to MDP policies will be high-impact to collective redevelopment of Downtown
- Phased implementation to allow for sustainable growth

Redevelopment Sites

Priority Site - Site 5: 567-519 Campbell Avenue



- Mixed-use, mixed income development
- 28,500 sq. ft. of ground floor commercial space
- Market opportunities for restaurant, boutique retail, fitness center, or limited service restaurant commercial uses
- 114 upper-floor residential units
- Form inspired by Allingtown development
- Plaza space in rear

Redevelopment Sites

Priority Site - Site 5: 567-519 Campbell Avenue - Rear



- Plaza with landscaping and placemaking improvements for residents
- Outdoor dining
- Parking lot upgrades

Redevelopment Sites

Priority Site - Site 8: 355 Campbell Avenue

Redevelopment type: Condominium

Market demand: Captures demand for owner-occupied housing on Campbell Avenue

Redevelopment detail: 23 town homes, each 1,400 square feet, with driveway parking



Conceptual site layout



Existing Condition



Representative image

Redevelopment Sites

Priority Site - Site 10: 291 Campbell Avenue,

Redevelopment type: Multi-family

Market demand: Captures demand for rental housing on Campbell Avenue

Redevelopment detail: Multi-family residential building(s) of 3-5 stories, 71-118 units



Conceptual site layout



Existing Condition



Representative image

Redevelopment Sites

Non-Priority Sites

Redevelopment types: Multi-family residential, mixed-use, commercial

Market demand: residential rental units, restaurants, limited-service restaurants, general merchandise, boutique retail, fitness centers, boutique hotel.

Key considerations: attract new and support existing businesses, increase residential density

Representative images



625-607 Campbell Ave
(Liberty Income Tax etc.)



373 Campbell Avenue (Krauszers)

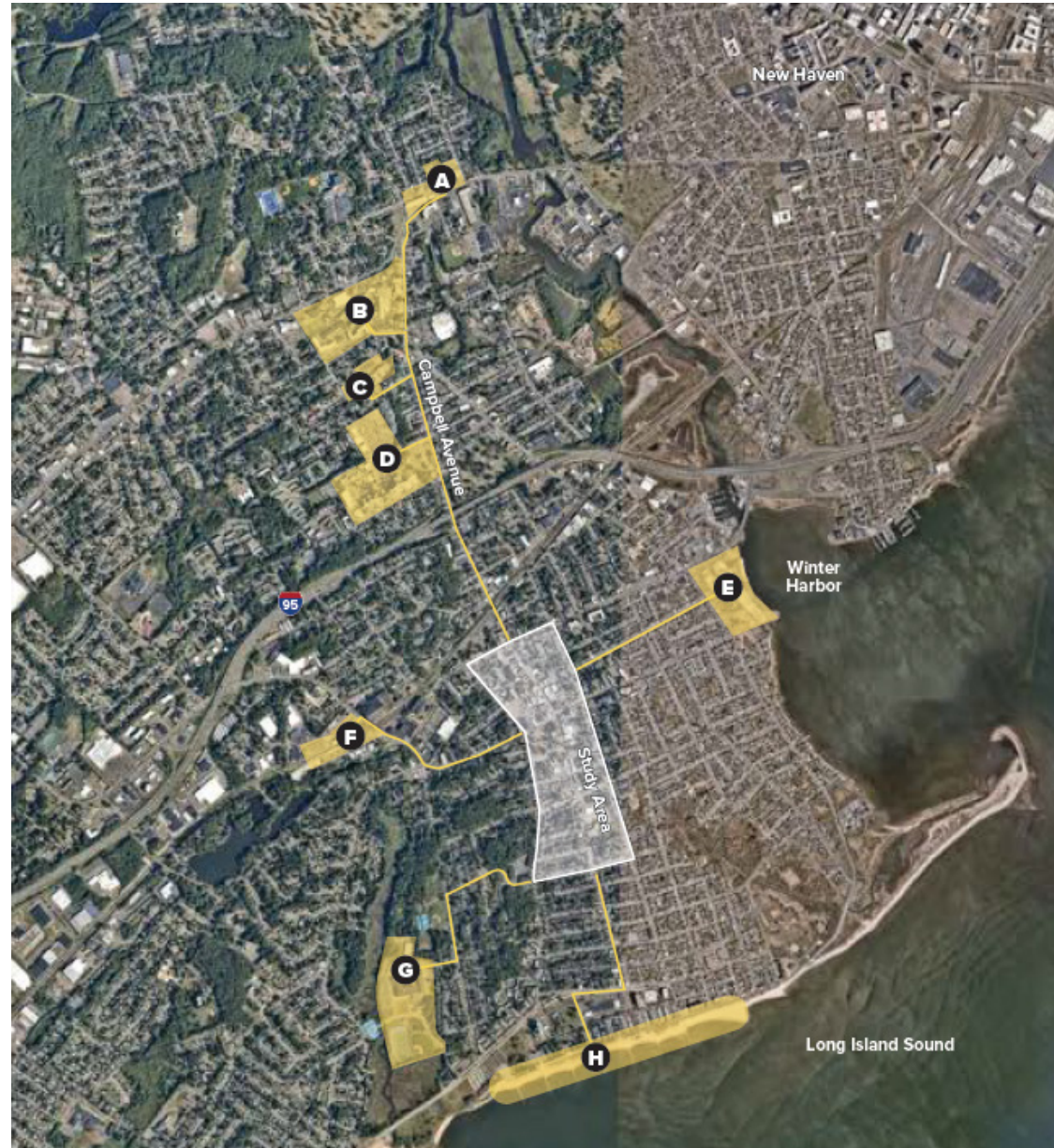


614 Campbell Avenue (HR Block)



394 Campbell Avenue (Walgreens)

Regional Multimodal Connections



Multimodal:

- Bus
- Walking
- Car
- Bicycling
- Wayfinding Signage

- A** Allingtown Neighborhood
- B** University of New Haven
- C** Notre Dame High School
- D** Veterans Affairs Hospital
- E** Winter Harbor Waterfront
- F** West Haven Train Station
- G** West Haven High School
- H** Oak Street Beach

Zoning Recommendations

For Districts

District Boundary Adjustments

- Adjust CBD Boundaries to where high-density mixed-use is desirable
- “Neighborhood Business” district for boundary between CBD and Residential

“Right Size” Residential Districts

- R-2 and R-3 lot width & area requirements should be reduced to reflect existing development pattern

Modify CBD Requirements to Support Infill

- Increase maximum building lot coverage
- Implement maximum setback requirements
- Permit experience-based uses and multi-family housing by-right
- Prohibit drive-thru facilities
- Allow limited higher-density ground floor residential uses (multi-family, condominium)

Zoning Recommendations

For Design

Define Historic Character of VDO

- Provide clarification of “historic character”
- VDO boundaries should reflect areas where this character should be maintained
- Increase design flexibility to allow for modern materials

Parking & Site Development

- Joint and shared parking allowed by-right
- Reduce minimum parking requirements to best practice for mixed-use, transit-accessible districts
- Credits for transit access and public parking accessibility

Zoning Recommendations

For Administration

Increase Levels of Compliance

- Stricter enforcement of design standards through ZEO
- More strictly enforce standards on applications for minor improvements

Streamlining Review Procedures

- Review thresholds which trigger review for minor improvements
- Streamline review processes for applications which meet all requirements
- Create administrative review process for minor changes

Questions & Comments