



# WEST HAVEN DOWNTOWN MUNICIPAL DEVELOPMENT PLAN

FINAL PUBLIC MEETING - DECEMBER 10, 2025

# Meeting Overview

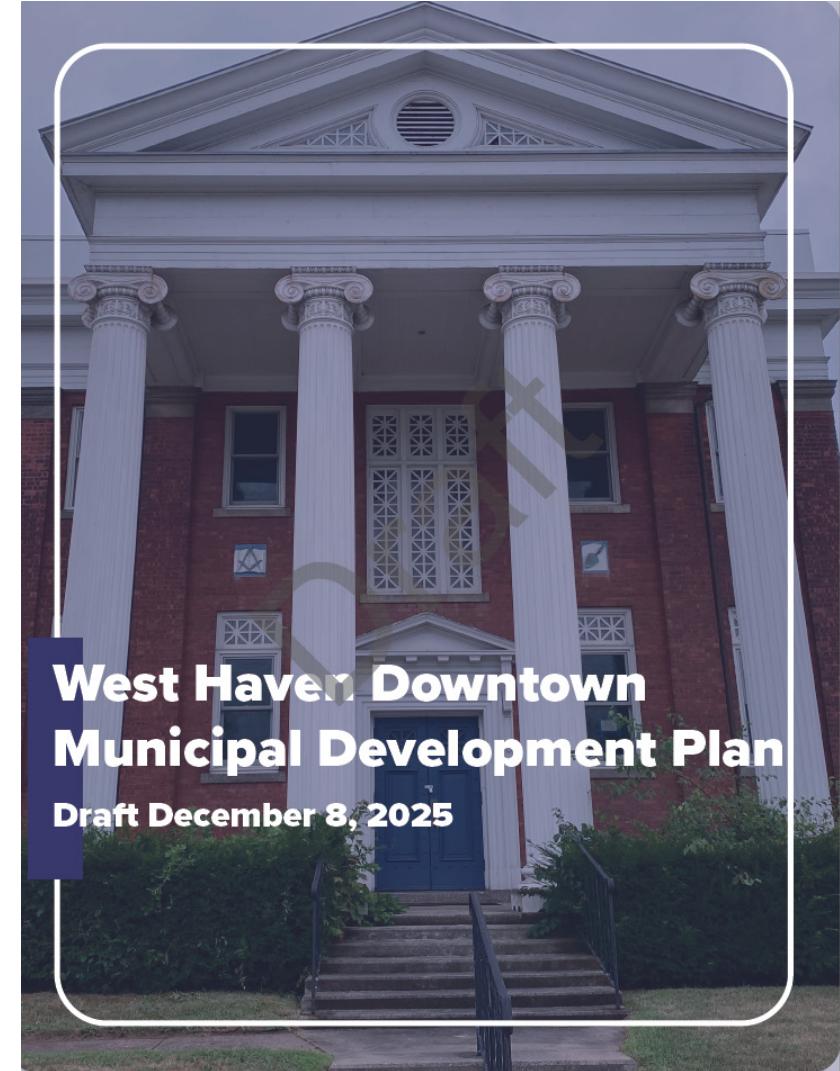
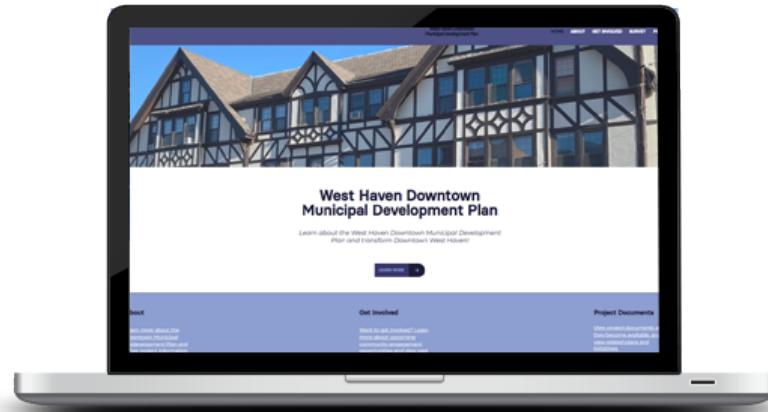
1. Welcome & Introductions
2. Overview of Project Objectives & Study Area
3. Engagement Summary
4. Community Vision
5. Market Analysis
6. Recommendations
7. Questions & Comments

# Full Plan Draft Available on Project Website

[revitalizedowntownwh.com/project-documents](http://revitalizedowntownwh.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

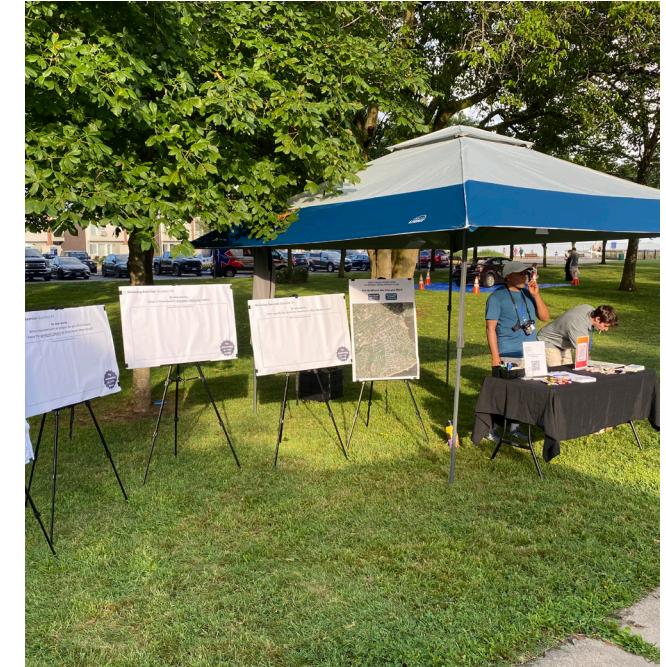
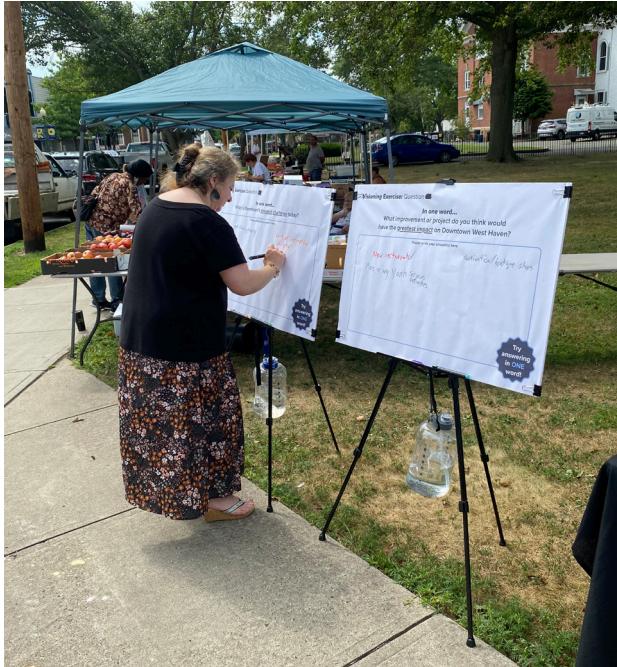
## Pop-up & “Go to them” events

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



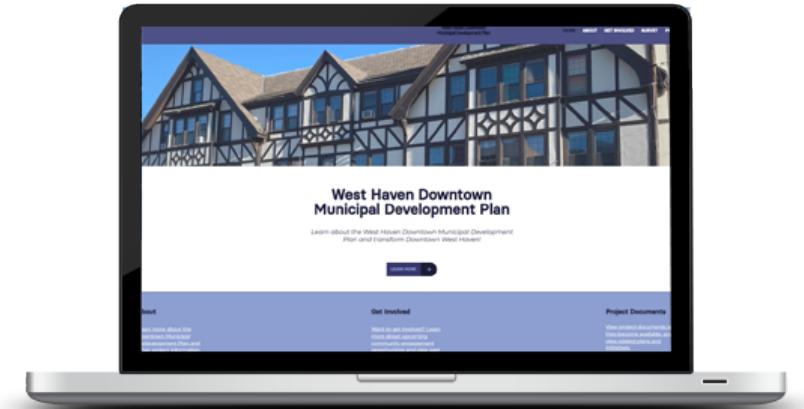
# Opportunities to Provide Feedback

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



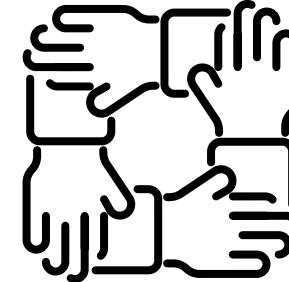
# Community Vision

# 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.

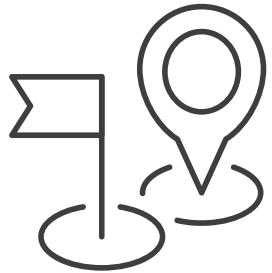


Grow the city tax base by attracting new business investment

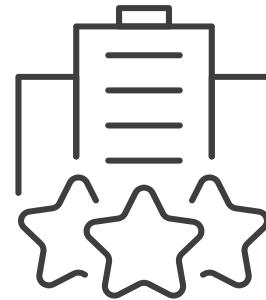


Encourage social cohesion through friendlier public spaces and public realm

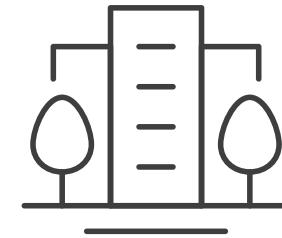
# Community Vision & Goals Continued



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



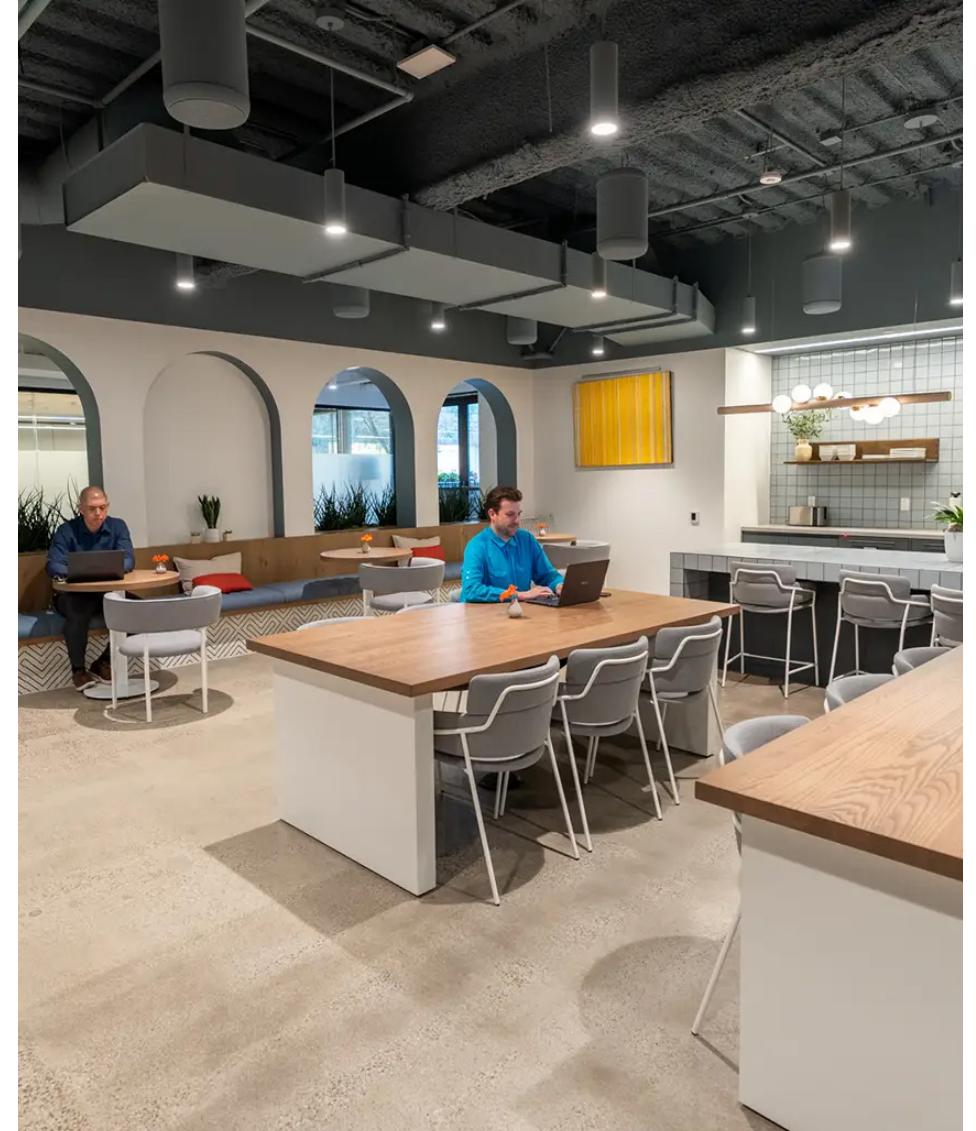
# Office

## 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



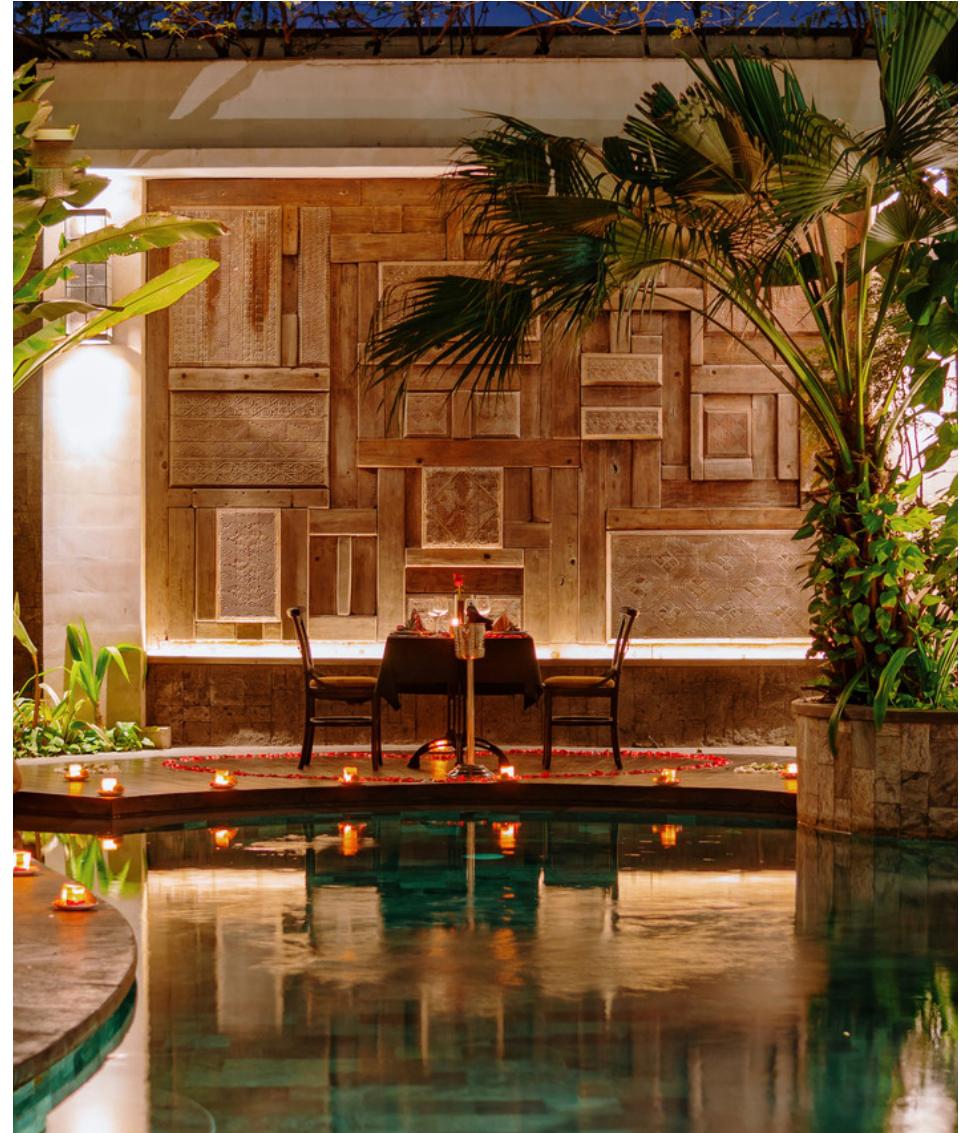
# Lodging

## 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

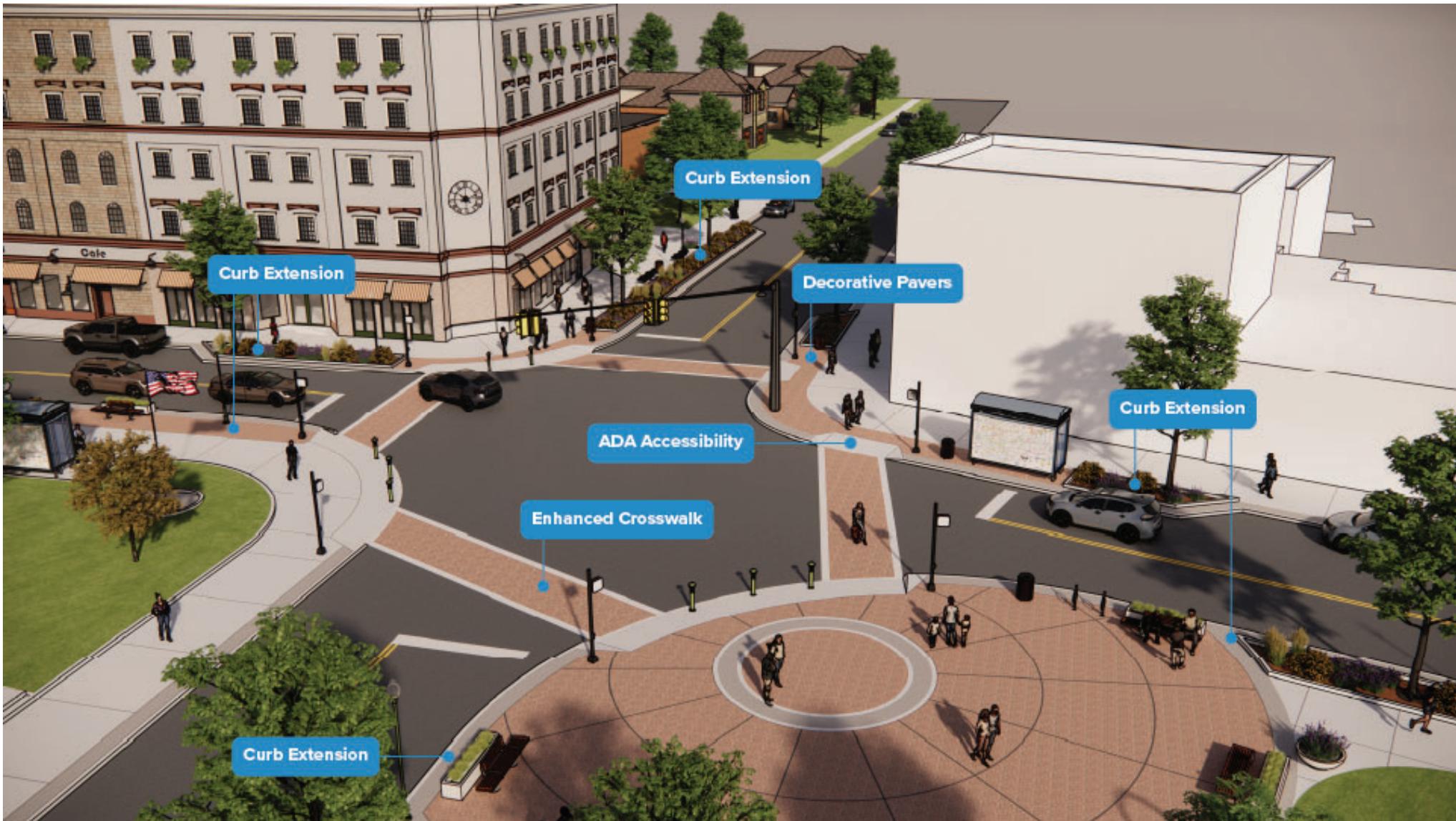


# Campbell Avenue & Main Street Improvements



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

# Campbell Avenue & Main Street Improvements



# Public Space Improvements

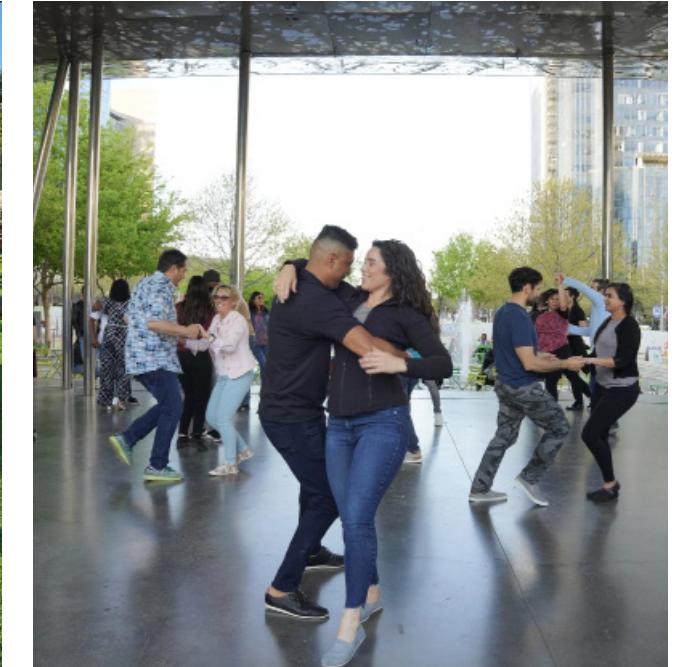
Incorporate...

Third spaces

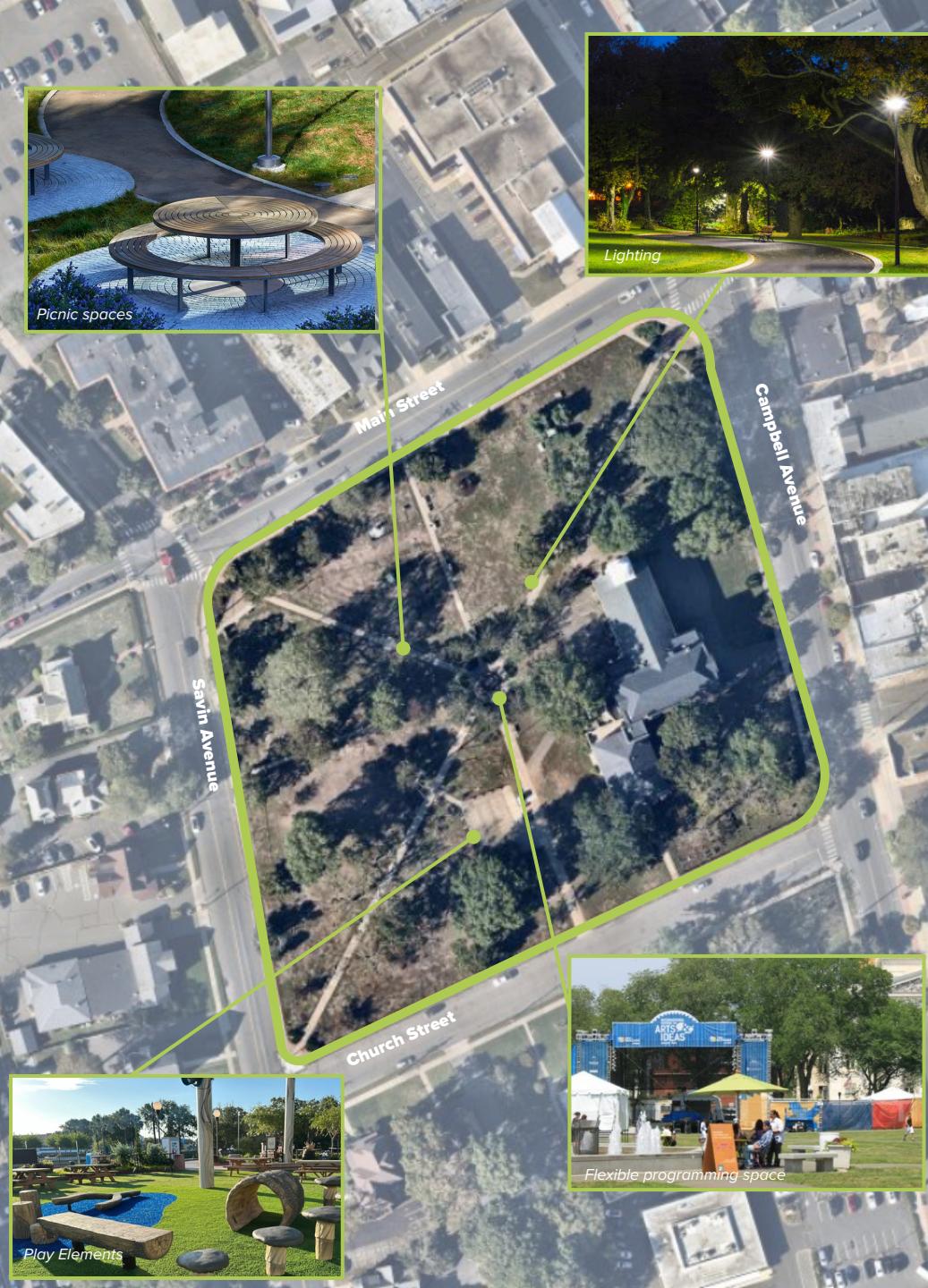
Opportunities for play, co-creation, and socializing

Vending spaces for small businesses

Amenities for comfort



# West Haven Green Improvements



# 9 Curtiss Place Plaza Alley



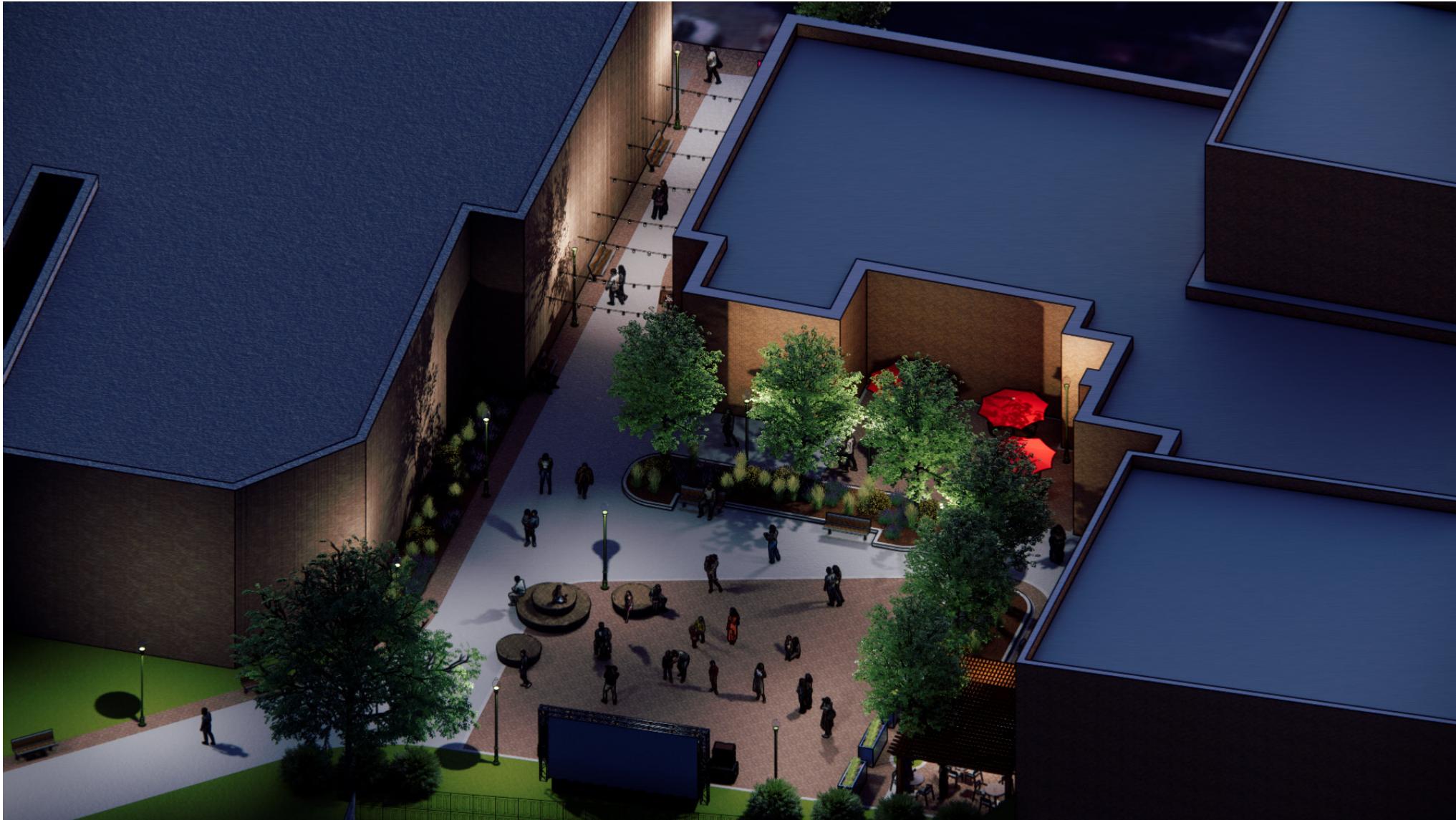
- Gateway signage
- Mural
- Bike parking
- Outdoor seating
- Landscaping
- Improved lighting

# 9 Curtiss Place Plaza



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

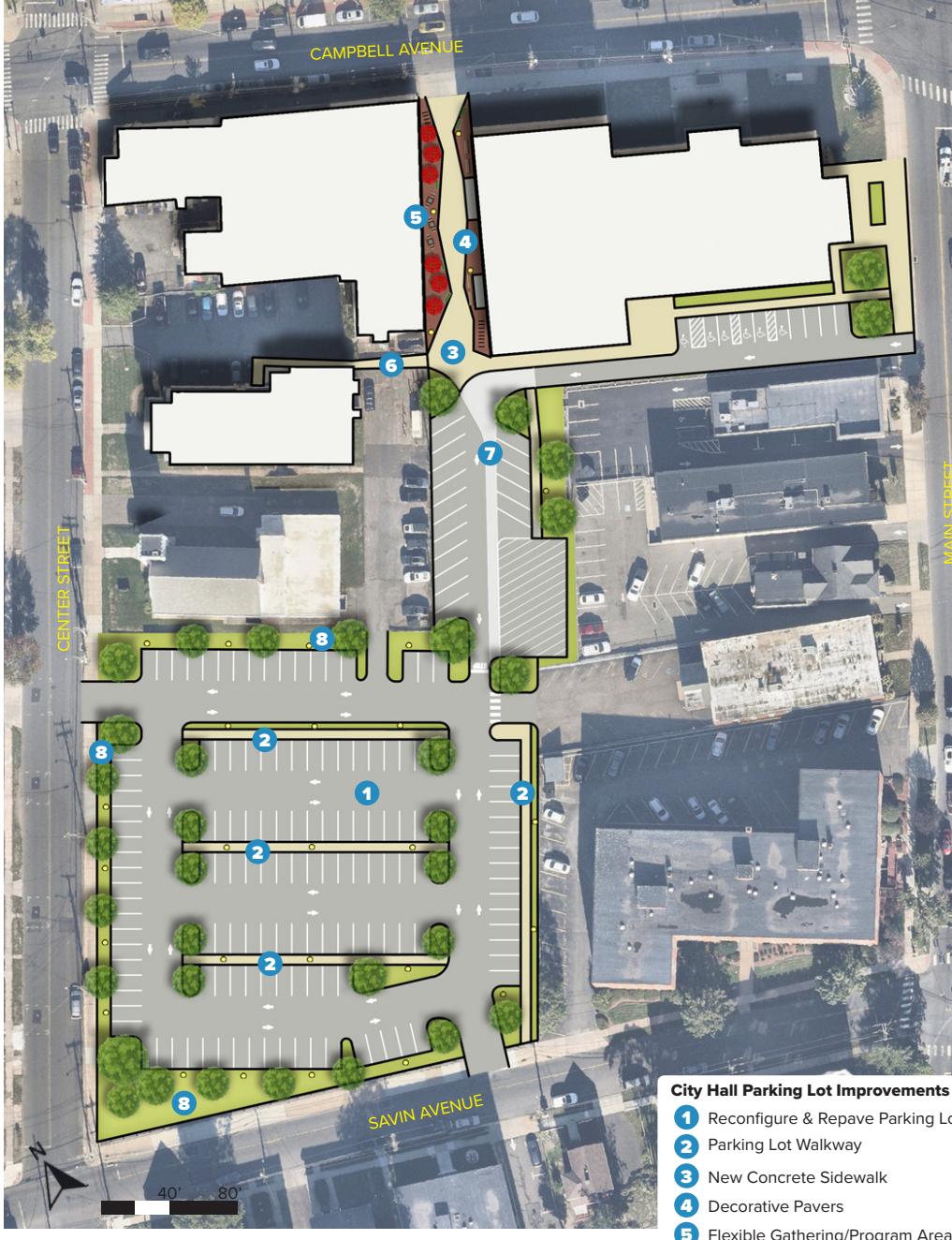
# 9 Curtiss Place Plaza



# 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

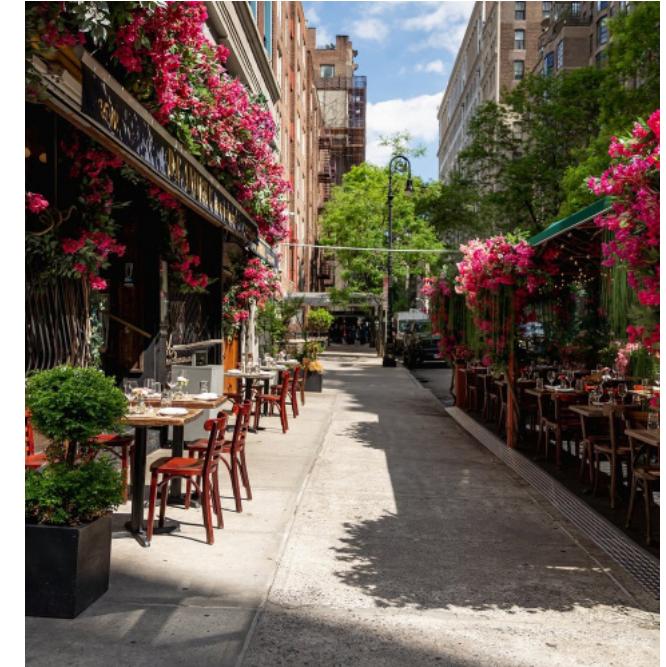
# Redevelopment

## 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



- 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 Allington 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



Existing Condition



Conceptual site layout



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



Existing Condition



Conceptual site layout



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)

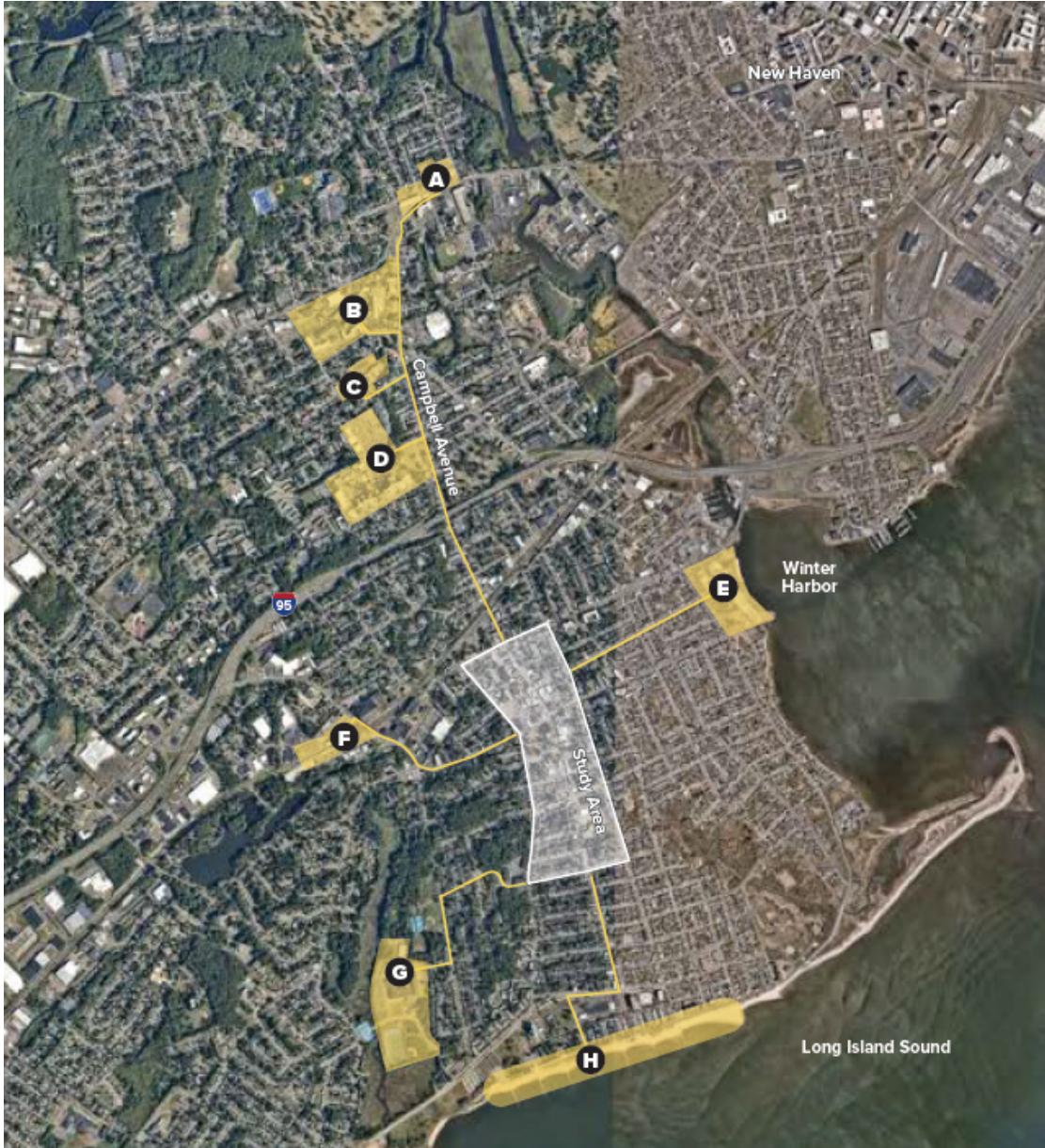


614 Campbell Avenue (HR Block)



394 Campbell Avenue (Walgreens)

# Regional Multimodal Connections



- A Allington 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