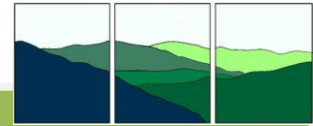


## NWCT Regional Planning Collaborative Newsletter

Plan Locally. Act Regionally.



### In this update:

- All member towns have now renewed their financial support for the Collaborative!
- At August 17th focus group session local business owners and economic development group reps discuss what makes this region great. [Click here](#) for news article.
- Work begins on actively marketing vacant commercial space to keep our village centers vital- new SiteFinder tool on its way.
- Sharon launches its web-based housing needs survey.
- Falls Village Town Plan update marches on "with vigor and excitement".
- A thanks to Salisbury Bank & Trust for renewing its financial support for our Village Center Vitality Initiatives.

*"In our region, the Regional Planning Collaborative has done yeoman's work to bring a diverse array of stakeholders together to build a real foundation for change, involving leaders at the local, state, and federal levels throughout the process."*

**-Congressman Chris Murphy**

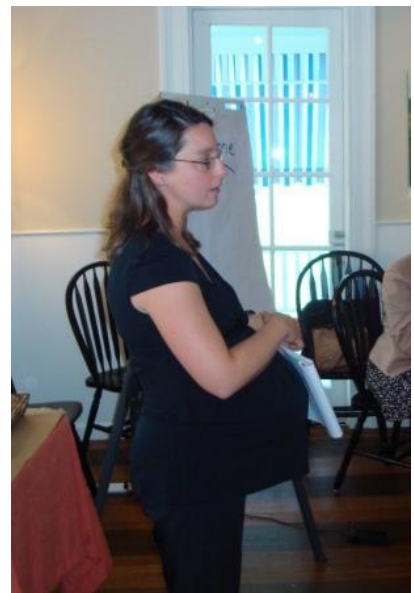
### **All member towns renew their support for the Collaborative!**

**Welcome to Harwinton, a new member town**

We are happy to report that all of our original 8 member towns have renewed their financial support for the Collaborative- **Canaan, Cornwall, Falls Village, Goshen, Kent, Norfolk, Salisbury, and Sharon**. We also welcome a new member town, **Harwinton**.

As you know, member support is critical to the Collaborative. Though it constitutes a small portion of our overall operating budget, it shows other funders that our member towns are interested and committed to our work together. It also allows us to provide continued access to cost effective professional planning services and attain outside grant funding for affordable housing & village center vitality initiatives.

**Look for a "Save the Date" soon for our upcoming Annual Meeting in early November!**



Jocelyn welcomes focus group participants- her upcoming major project proceeds her (literally)

## Local business owners provide marketing insight @ August 17th meeting

What makes our region unique and attractive?



### Focus group participants discuss what makes this region unique

At our August 17th "NW Corner Regional Marketing Brainstorming Session" local business owners and representatives of our towns' economic development groups discussed what makes the Northwest Corner unique and how we could attract new businesses and visitors to our village centers.

This meeting was facilitated by the marketing and economic development professionals at the Connecticut Economic Resource Center (**CERC**) in partnership with **CL&P/Yankee Gas Economic Development & Community Relations**. CERC and CL&P staff will help us take the input from this meeting and formulate our next steps including marketing efforts we can take to retain our existing businesses, recruit new or expanded businesses to vacant buildings and create jobs, and attract visitors to our region.

For a news article describing the meeting, [click here](#).

Our meeting was held at the beautifully restored Falls Village Inn, (haven't seen it lately? [click here](#)) a thanks to our host Susan Sweetapple.

## Town of Sharon launches web-based housing needs survey

Survey responses will help Town meet the need for affordable housing

Last week all Sharon residents received a post card in their mailbox asking them to please take the Sharon housing needs survey. The survey is linked from the Town's website and available in paper form at Town Hall. To read the Lakeville Journal article on this survey, [click here](#).

Jocelyn assisted with creating the survey and postcard, [contact her](#) for more information. This survey is a collaborative effort by the Sharon Housing Trust, Sharon Board of Selectmen, HousingUs (an initiative of Berkshire Taconic Community Foundation) and the Northwestern Connecticut Regional Planning Collaborative.

## Collaborative in the News

We've made some headlines lately...

For an article on the **Norfolk Village Center Signage and Wayfinding workshop**, [click here](#). (Note: this also includes embarrassing-to her-video footage of Jocelyn)

For a copy of the article from the Republican American on the **states first multi-town STEAP application** (coordinated by the Collaborative), [visit our website](#).

For an article on the **August 17th regional marketing brainstorming session**, hosted by the Collaborative, [click here](#).

For an article on the **Sharon housing needs survey** we've been assisting with, [click here](#).

## Falls Village Town Plan update marches on

"With vigor and excitement!"

Some thoughts from Greg Marlowe, member Falls Village Planning & Zoning Commission:

***"The commission made a great choice in choosing the Collaborative to help us with the Town Plan update process.***

By working with the Collaborative, already the P&Z has the input from our whole community from a recent survey sent out to all who live in the town, has had two public forums to date, has utilized the most recent census data available, and have a detailed timeline and outline to garner the rest of the information needed to complete this plan update.

It has been a great relief to the P&Z to spend its valuable time working on the intricacies of the plan, rather than the logistics of putting together forums and surveys, as this was diligently performed by Jocelyn and the Collaborative. Their vast experience and guidance has allowed the P&Z to undertake the update with vigor and excitement, taking into account the thoughts and desires of the whole community, rather than just those of the commission members."

To learn more about the exciting events & activities that are part of the Falls Village 2012 Town Plan update process, [click here](#).

We owe another thanks to **Salisbury Bank & Trust** who has renewed not only its financial support to the Collaborative this fiscal year but also its technical and professional support for our Village Center Vitality initiatives.

*Jocelyn will be slightly "off line" for the month of September to take on her new project- a baby girl due any day now. In her absence feel free to [email Chris](#).*

Jocelyn Ayer & Chris Wood  
Collaborative Planners