



Town of Willington DEVELOPMENT GUIDE



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ABOUT WILLINGTON

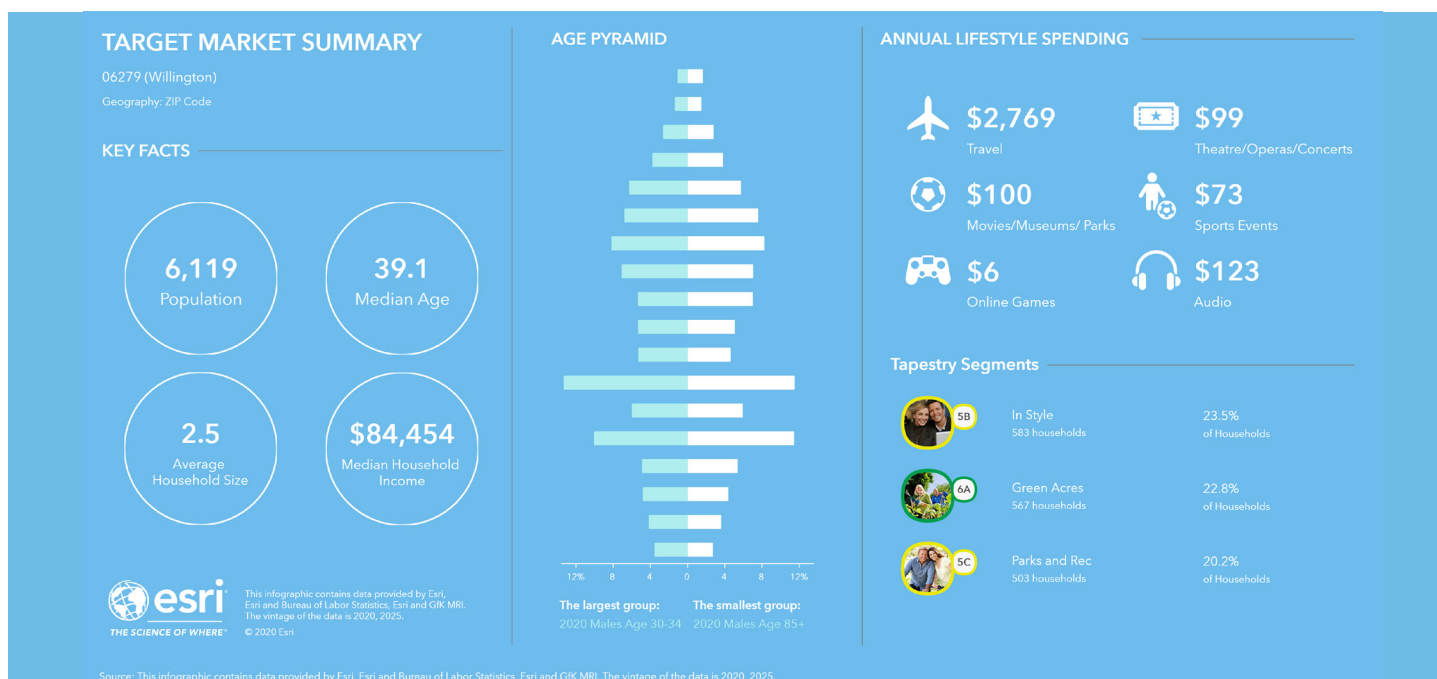
The Town of Willington, Connecticut, is uniquely positioned within Tolland County, providing the perfect blend of development opportunities, municipal service, and affordable real estate. The Land Use Department has identified three specific development areas: Ruby Road/Turnpike Road, West Willington, and South Willington Village, as seen on the adjacent map. Willington maintains low tax rates — **property owners see a cost savings of approximately 15%** compared to its neighboring municipalities of Mansfield, Tolland, Ashford, and Stafford Springs. These savings, along with Willington's business-friendly regulatory approach, and the development potential illustrated on the facing page, set Willington apart as a great place to grow your business.

According to the American Community Survey (ACS) estimates, Willington's population has grown by nearly 3% since 2017 — double the average growth for Tolland County. Two-thirds (66%) of the Town's housing stock is owner-occupied.

Additionally, the ACS reported that 64% of Willington residents are not housing cost-burdened, translating into greater spending power within the community. The economic stability of Willington homeowners, in particular, stands out, with 81% not housing-cost burdened — 120% of the state average, and a higher proportion than the majority of surrounding municipalities.

Willington is situated in close proximity to the University of Connecticut, an attractive college market with over 20,000 students and faculty.

The Town of Willington is committed to thoughtful development in targeted areas, as outlined in the recently-adopted Plan of Conservation and Development, and demonstrated in the funding of the Economic Development Commission (EDC). Furthermore, the Town is working to streamline and improve the regulatory requirements to establish a business within the municipality. The EDC is here to assist in your business' success in any capacity.



Ruby Road/Turnpike Road:

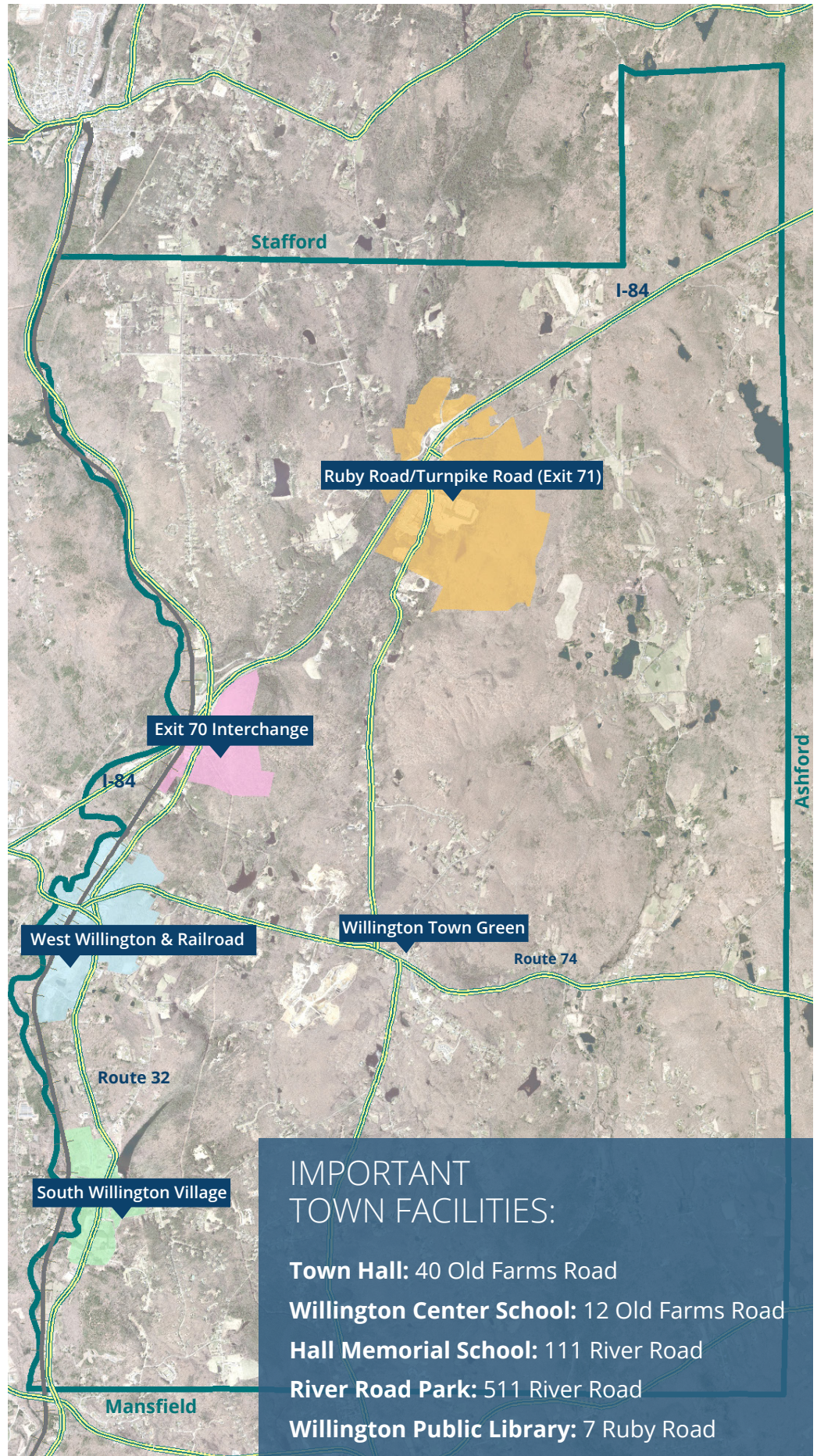
The Ruby Road/Turnpike Road (Exit 71) area has been identified as the most appropriate location for large footprint commercial development. This location has over 600 acres of land within this development node and is zoned for commercial and industrial development, with multiple parcels available.

West Willington:

Located on State Route 32, within a half-mile of I-84, West Willington is well-known for its newly redeveloped small-format retail store, multiple eateries, a daycare center, and other personal service establishments. This area aims to become a hamlet by enhancing and encouraging unified development to promote West Willington. With an average of 8,000 vehicles passing per day, it makes for a significant development opportunity.

South Willington:

Envisioned to be a village center for the Town, South Willington village is home to multiple commercial uses, Hall Memorial School, athletic fields, Hall's Pond. It is equipped with the basics to facilitate further community development. The Town of Willington would like to install mixed-use buildings, small scale residential development, and compatible commercial uses.

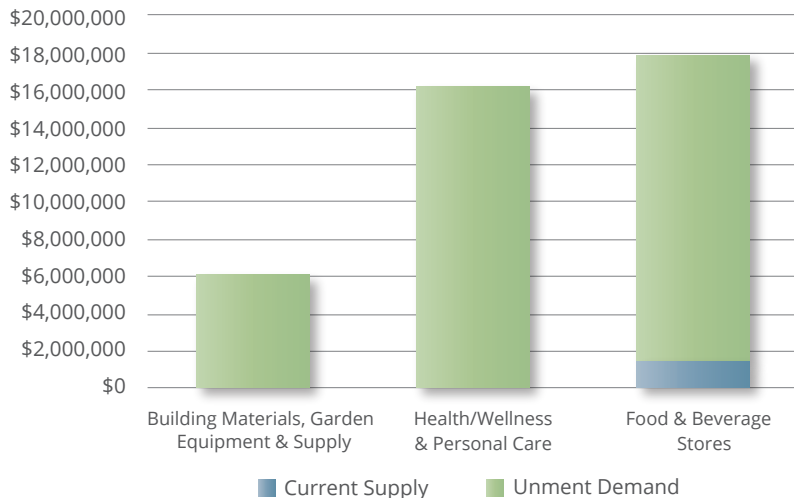


Why Willington?

The Town of Willington provides an affordable, high quality of life for residents and businesses. With access from 3 exits on interstate 84, travel to Hartford and Massachusetts is convenient. Willington is also located a few short miles from UConn's main campus in Storrs.

FIGURE 1: RETAIL MARKETPLACE POTENTIAL

Source: 2017 ESRI Retail Marketplace



The Town, while possessing abundant open space and forests, has taken a thoughtful, focused, and targeted development based on recognized needs and identified gaps in local services. Specifically, Home & Garden, Grocery, and Health/Wellness are markets of opportunity (See Figure 1).

Because the local tax rate is around 15% below our neighboring communities, the cost of locating and doing business in Willington is highly advantageous



CONTACT US:

The Economic Development Commission staff are ready and willing to assist you in pursuing your next project.

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