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Business and Resident Survey

Prepared for the Town of Old Lyme
Prepared by AdvanceCT
March 2020



AdvanceCT is a nonprofit organization that works to engage, retain and recruit businesses and advance overall economic competitiveness in Connecticut.

In collaboration with the Connecticut Department of Economic and Community Development (DECD), AdvanceCT strives to build a place where business, government, higher education, and nonprofits come together to implement high impact and inclusive economic development solutions for the state.

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Executive Summary

As part of a wider economic development strategic planning process, the Town of Old Lyme contracted with Advance CT (formerly the Connecticut Economic Resource Center) to survey town residents and business representatives. Town officials wanted to learn how residents and businesses viewed the Town's current economic condition and obtain feedback about how the Town can better support businesses and guide future economic development strategy.

The online survey was open for responses from July to September 2019. A total of 730 responses were collected, which represented 680 resident responses and 110 responses from business representatives. (Respondents could be both a resident and a business representative.) These response rates represent 11% of the resident adult population and 21% of the businesses with employees in Old Lyme.¹ These results are statistically valid at the 95% confidence level, with a margin of error of 3.5% for the resident survey. Key findings from the survey include:

Quality of Life:

- Characteristics that were most important to residents consistently included natural beauty, beaches, open space, public schools, arts and culture, New England charm, and safety.
- Fifty one percent of respondents agreed that additional leisure and community activities were needed in town; 36% were neutral; and 13% did not agree.
- Among respondents aged 54 and under, 73% plan to live in Old Lyme during retirement, with more than half (56%) planning to stay in their current home and the remainder planning to downsize to a smaller single-family home or a condo, apartment, or assisted living facility.

Residential Development:

Respondent sentiments differed significantly when asked generally about residential development, versus when asked about specific development scenarios.

- When asked *generally* about whether more residential development was needed in town, 19% of respondents agreed that additional residential development was needed; 29% were neutral; and 52% did not agree.

¹ Old Lyme's adult population (18 years and over) was 6,062, according to the U.S. Census American Community Survey (ACS), 2013-2017 5-year estimates. While accurate counts of nonemployer businesses are difficult to obtain, the Connecticut Department of Labor reported 310 businesses with at least 1 employee in Old Lyme as of 2018, while survey responses were received from 66 individuals whose businesses had at least one employee, representing 21% of the employers in Old Lyme. The proportion of sole-proprietor businesses with no employees represented in the survey could not be determined.

- When asked *specifically* what types of housing they would like to see, if any, only 33% of respondents indicated additional housing was not needed, while 67% chose one or more of the options presented. The top answers included: smaller, single-family homes, 30%; senior housing, 28%; mixed-use (housing and retail), 26%; and condominiums, 20%.
- Support for affordable housing was split; 36% of respondents agreed that the town should support the development of affordable housing; 24% were neutral, and 40% disagreed.

Commercial Development:

Similarly, respondent sentiments differed when asked generally about commercial development, versus when asked about specific development scenarios and parts of town.

- When asked *generally* about whether more commercial development was needed in town, 45% of respondents agreed that additional commercial development was needed; 17% were neutral; and 38% did not agree.
- When asked *specifically* what types of development they would like to see, if any, and in which parts of town, over 80% of respondents chose one or more options, with only 20% consistently indicating that no additional development was needed.
- Overall, most support was shown for additional dining and entertainment options; bike lanes; pedestrian infrastructure; more visually attractive roadways; and retail options. However, support for these varied widely, depending on the specific area of town. In all areas of town where development was largely supported, younger respondents were more likely to indicate more dining and entertainment options were needed, and older respondents were more likely to indicate no development was needed.

Halls Road:

- Eighty percent of respondents support some kind of development along Halls Road.
- More than 50% of respondents wanted to see additional dining and entertainment options and pedestrian-friendly infrastructure.
- Bike lanes and more visually attractive roadways were supported by just under 40% of respondents
- Nearly a third of respondents wanted to see additional retail in the area.
- When asked about specific design elements, the top consideration (selected by 84% of respondents) was that Old Lyme's character was very or somewhat important; 76% thought Halls Road should be walkable or for browsing and that it should have shops and restaurants; 72% thought green space was important.
- Younger respondents showing stronger opposition than older ones to the development of condos and apartments; weekend and seasonal residents were more likely to be neutral on the design elements than full-time residents. Respondents living in the Mile Creek and Shore area placed the greatest emphasis on the importance of shops and restaurants in the Halls Road area, followed by respondents living Northwest of I-95.

Hartford Avenue (Sound View):

- Seventy seven percent of respondents supported changes in this area.
- Again, more dining and entertainment options was the top choice, selected by more than 50% of respondents
- Additional retail was supported by more than a third of respondents, and more than 30% wanted to see more visually attractive roadways in this area.

There was also support for additional development in other areas of town, though to a lesser degree.

These findings suggest that there is a strong desire for additional activity and amenities in town, as well as support for specific, tailored development that is of a scale and character fitting to Old Lyme.

Town government:

- Sixty one percent of respondents agreed the Town provides a satisfactory array of services to residents, compared to 28% who disagreed. Older respondents and those with no children in the household rated the array of services provided by the town as more satisfactory than did younger respondents and those with children.
- Fifty six percent agreed that the town does a good job of communicating with residents, compared to 28% who disagreed. Business owners were more likely to disagree that the town does a good job of communicating with residents, while non-business owners were more likely to agree.
- Sixty five percent said there was a need for better pedestrian infrastructure such as sidewalks and signage.
- There were mixed sentiments about the level of regulation in town; 35% indicated town regulations do not create an undue burden on current or potential residents, while 37% disagreed and 28% were neutral. Seasonal residents, and respondents from the Mile Creek and Shore areas, were more likely to indicate that town regulations create an undue burden on current or potential residents.

Business needs:

- Roughly 60% of business owner respondents would like to see the Town do more to encourage local and out-of-town residents to shop locally.
- Half of business owner respondents indicated they know who to ask within Town government for help; 46% said Town officials were accessible (compared to 19% and 24%, respectively, who disagreed).
- Forty five percent felt arts and culture institutions could enhance development, compared to 21% who disagreed.
- Sentiment was mixed on a number of other topics, including the overall business climate, whether the town is welcoming to new businesses, government taxes and fees, land use regulations, and the need for incentives to attract businesses.

- Respondents indicated safety (65%) and location (52%) were the biggest competitive advantages of Old Lyme, while regulations (42%) were the biggest disadvantage.
- The largest challenge to running a business in Old Lyme was the lack of opportunities for young people to stay in town, selected by more than 60% of business owner respondents. Declining population and lack of a town center with retail and food service were also selected by more than 40%.

Demographically, most respondents (87%) were full-time residents of Old Lyme, with nearly half of respondents having lived in Old Lyme for 20 years or more. One quarter of respondents were between the ages of 65 and 74, and just under one quarter were between 55 and 64. Approximately 21% of respondents were between 45 and 54, 16% were between 35 and 44, and 5% were between 18 and 34. Nine percent of respondents were 75 or older. Almost half of respondents lived in a household with two people (including themselves), while 8% lived alone. Twenty nine percent of respondents lived in a household with three or more people. Almost two-thirds of respondents did not have anyone under 18 years old living in their household. Fifty three percent lived in the Mile Creek and Shore areas.

Eighteen percent of survey respondents were business owners. More than half of respondents indicated their business had been in operation in town for over 10 years and most projected no change in employment or facilities in the next three years. Eighty three percent of business owners also live in Old Lyme and most chose to locate their business in Old Lyme for those or other personal reasons; 44% were home-based businesses, 9% were seasonal; and 44% were women or minority-owned. Seventy six percent had 5 or fewer employees, with roughly half of those having no employees (other than the proprietor).

Section 1: Town Residents' Views

Respondent Demographics

Prior to exploring the residents' views on Old Lyme, it is useful to look at the demographics of the respondents to understand their differing perspectives. To determine whether survey responses represented constituents⁰¹ from various parts of town, respondents were asked in which of four quadrants they live (Figure 1). Over half of the residents who responded to the survey said they lived in the Mile Creek and Shore areas (53.1%). Just under 20% of resident respondents lived in Rogers Lake and Whippoorwill, while 13% lived in the Lyme Street area, and 8.9% lived northwest of Interstate 95. Five percent of respondents were not sure where their house fell in this division.

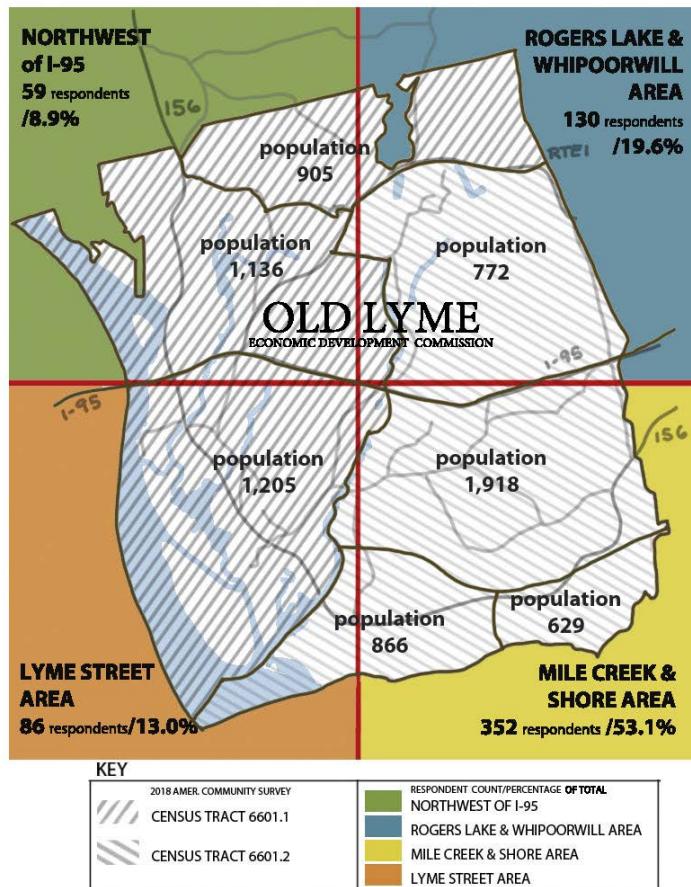
Figure 1 also overlays the most recent census tracts and block groups for Old Lyme, with the estimated population of each. While the block groups do not precisely match the four quadrants and should be used with caution, the overlay allows a rough comparison of the population of the four quadrants. With that caveat, it appears that Mile Creek and Shore Area residents were possibly overrepresented among respondents while some or all of the other areas were possibly underrepresented.

KEY

	RESPONDENT COUNT/PERCENTAGE OF TOTAL
 CENSUS TRACT 6601.1	NORTHWEST OF I-95
 CENSUS TRACT 6601.2	ROGERS LAKE & WHIPOORWILL AREA
	MILE CREEK & SHORE AREA
	LYME STREET AREA

Most respondents were full-time residents of Old Lyme (Figure 2). There were 87 respondents who were generally in Old Lyme during specific seasons only, and 17 respondents who were generally in Old Lyme during weekends only. Respondents in the Mile Creek and Shore areas were less likely to be full-time residents (75.7%) than respondents who lived in other neighborhoods (93.2%-95.4%).² Almost half

Figure 1: Location of Respondents



² Any differences in responses between demographic groups listed herein are statistically significant at the 95% confidence level. The responses of weekend residents, those aged 34 and younger or 75 and older, and those with 4 or

of respondents have lived in Old Lyme 20 years or more (Figure 3), and another 22.3% have lived there between 10 and 19 years.

Figure 2: Respondents' Full- or Part-time Resident Status of Old Lyme

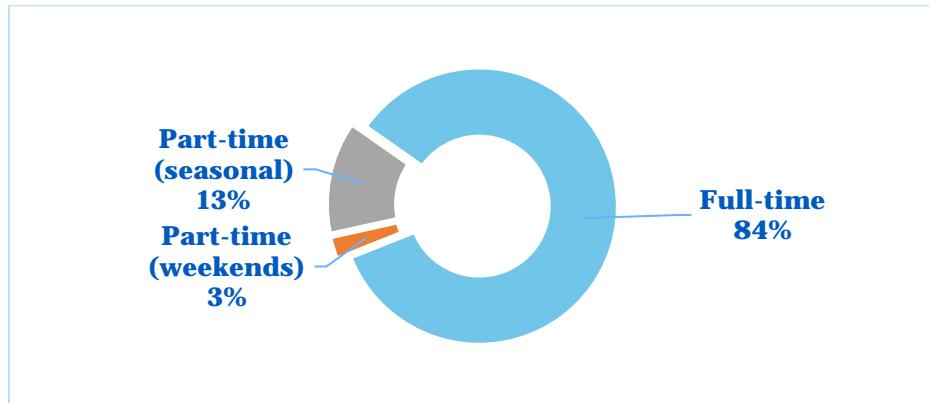
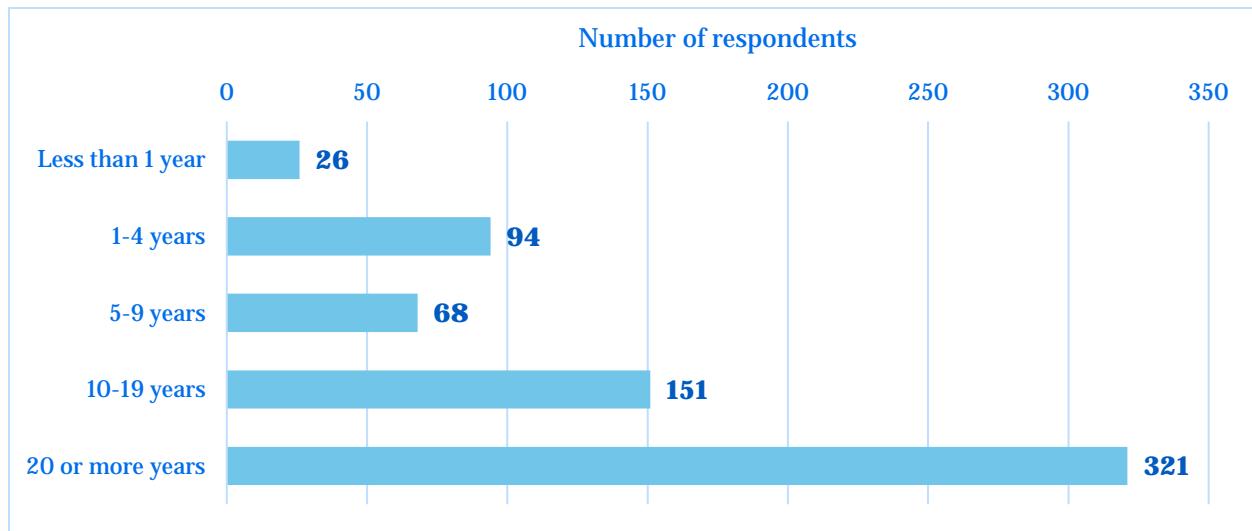


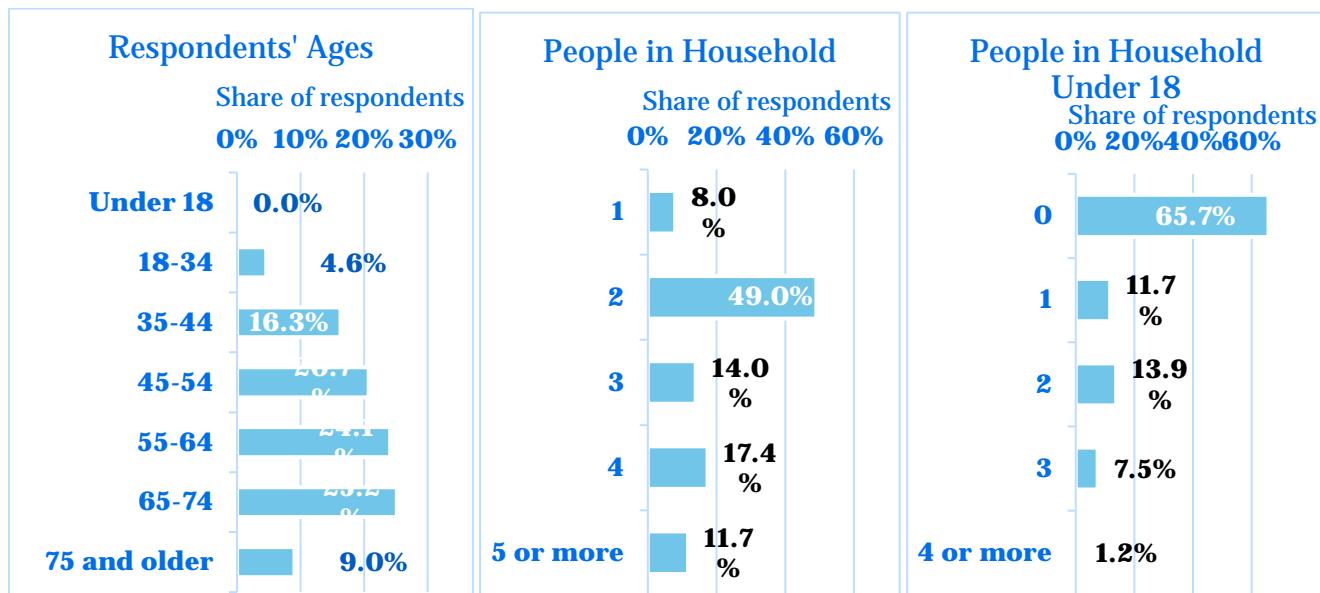
Figure 3: How Long Respondents Have Lived in Old Lyme



more children in the household generally could not be evaluated for statistical significance due to the low number of responses received in those categories. The demographic categories considered for analysis included: residents versus non-residents; respondents whose primary residence is in Old Lyme versus those who are in Old Lyme on weekends or seasonally; by age group; by number of children in the household; by neighborhood; and business owners versus non-business owners.

One quarter of respondents were between the ages of 65 and 74, and just under one quarter were between 55 and 64 (Figure 4).³ Approximately 20.7% of respondents were between 45 and 54, 16.3% were between 35 and 44, and 4.6% were between 18 and 34. Nine percent of respondents were 75 or older. Almost half of respondents lived in a household with two people (including themselves), while 8.0% lived alone.⁴ Over 11% of respondents lived in a household with five or more people. Almost two-thirds of respondents did not have anyone under 18 years old living in their household.⁵

Figure 4: Respondents' Ages and Number of People in Their Households



³ According to the U.S. Census Bureau American Community Survey (ACS) 2013-2017 5-year-estimates, Old Lyme's adult population by age was: 18-34, 12%; 35-44, 11%; 45-54, 20%; 55-64, 23%; 65-74, 20%; and Over 75, 15%. As such, those aged 18-44 and those aged 75 and older are somewhat underrepresented among respondents; the portion of respondents aged 45-64 are roughly in line with their proportion of the population, and those aged 65-74 are somewhat overrepresented. While the survey was not explicitly limited to adults, no respondents were under the age of 18.

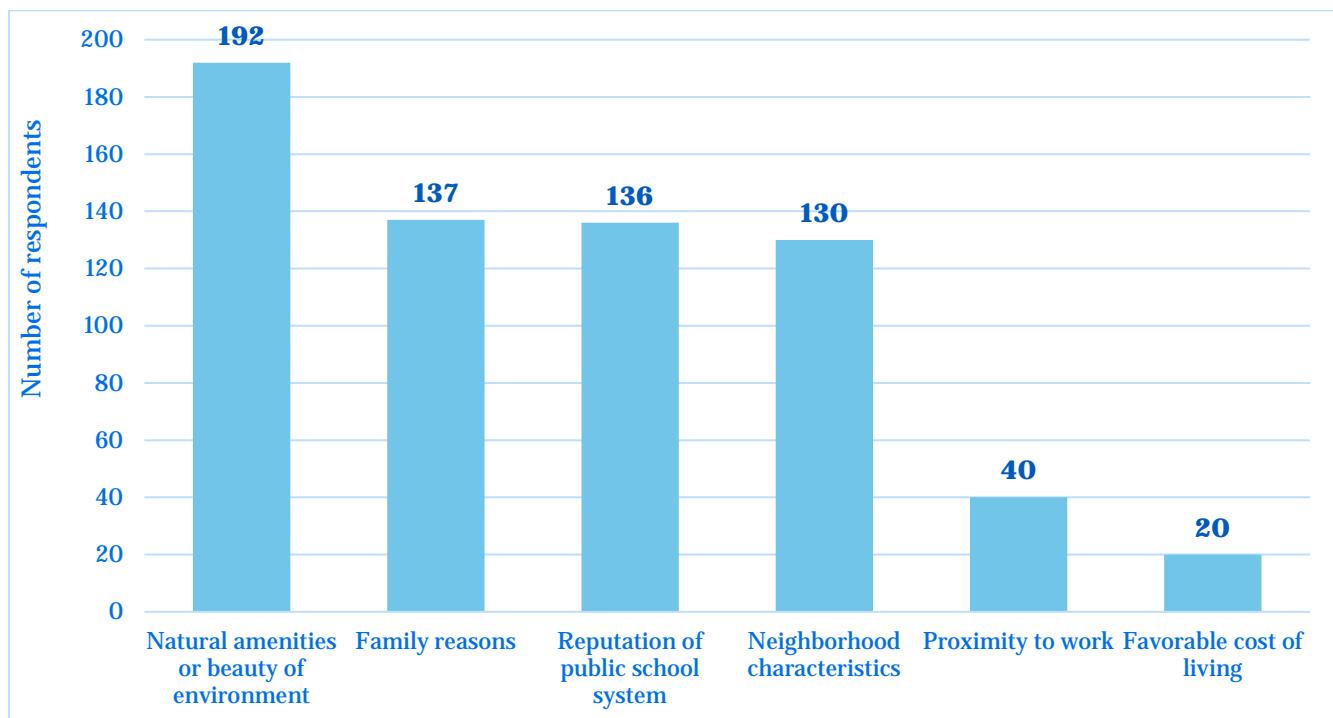
⁴ The ACS 2013-2017 5-year estimates for Old Lyme indicated that 25% of residents lived alone, 45% were in a two-person household, 13% were in a three-person household, and 16% lived in a four or more person household. As such, those who live alone were underrepresented in the survey, those in a two-person household were slightly overrepresented, the proportion of respondents in three-person households was very close to their population proportions, and those in four or more person households were notably overrepresented.

⁵ The ACS 2013-2017 5-year estimates indicate 74% of households in Old Lyme did not have related children under age 18 in the household; therefore, householders with minor children are slightly overrepresented in the survey.

Old Lyme's Characteristics

The most common reason respondents gave for choosing to reside in Old Lyme was its natural amenities or the beauty of the environment (192 respondents, 29.3%). As shown in Figure 5, three alternatives were nearly tied for second place. Approximately 20% of respondents chose family reasons (137 respondents, 20.9%), reputation of the public school system (136 respondents, 20.8%), or neighborhood characteristics (130 respondents, 19.9%). Older respondents, seasonal residents, and those with fewer or no children in the household were more likely to have chosen natural amenities or beauty of the environment as the main reason for choosing to live in Old Lyme, while younger respondents and those with children were more likely to choose quality of the school system as the main reason. Further, those who lived in the Mile Creek and Shore areas as well as Northwest of I-95 chose natural amenities or beauty of the environment as their top reason for choosing to live in Old Lyme, while those who live in the Lyme Street area chose Neighborhood Characteristics as the top reason, and respondents from Rogers Lake and Whipporwill chose family reasons and reputation of the public school system as their top reasons for choosing Old Lyme.

Figure 5: Why Respondents Chose to Live in Old Lyme



When asked what Old Lyme is known for, 78.0% of respondents identified its art history and attractions (Figure 6). Three other characteristics were also chosen by at least two-thirds of respondents: quality of public schools (72.0%); beaches (69.1%); and New England charm (68.3%). Respondents who chose “Other” offered that Old Lyme is known for: being quiet; being safe; its sense of community; and many comments on its physical amenities and natural beauty (e.g., open space, hiking trails, conserved or protected land, the Connecticut River and its estuary). There were also some negative characteristics mentioned, including that it is not business friendly and that there is a perception that residents are wealthy elitists. There were also mixed comments on the local government, with some offering positive comments (e.g., good consensus local government, ability to become involved in town life and direction) and others offering negative comments (e.g., that local government is unreliable). Younger respondents were more likely than older ones to have chosen quality of public schools as one of the characteristics Old Lyme is known for, while older respondents were more likely than younger ones to have chosen culture. Respondents living in the Mile Creek and Shore area chose beaches with greater frequency than respondents from the other neighborhoods.

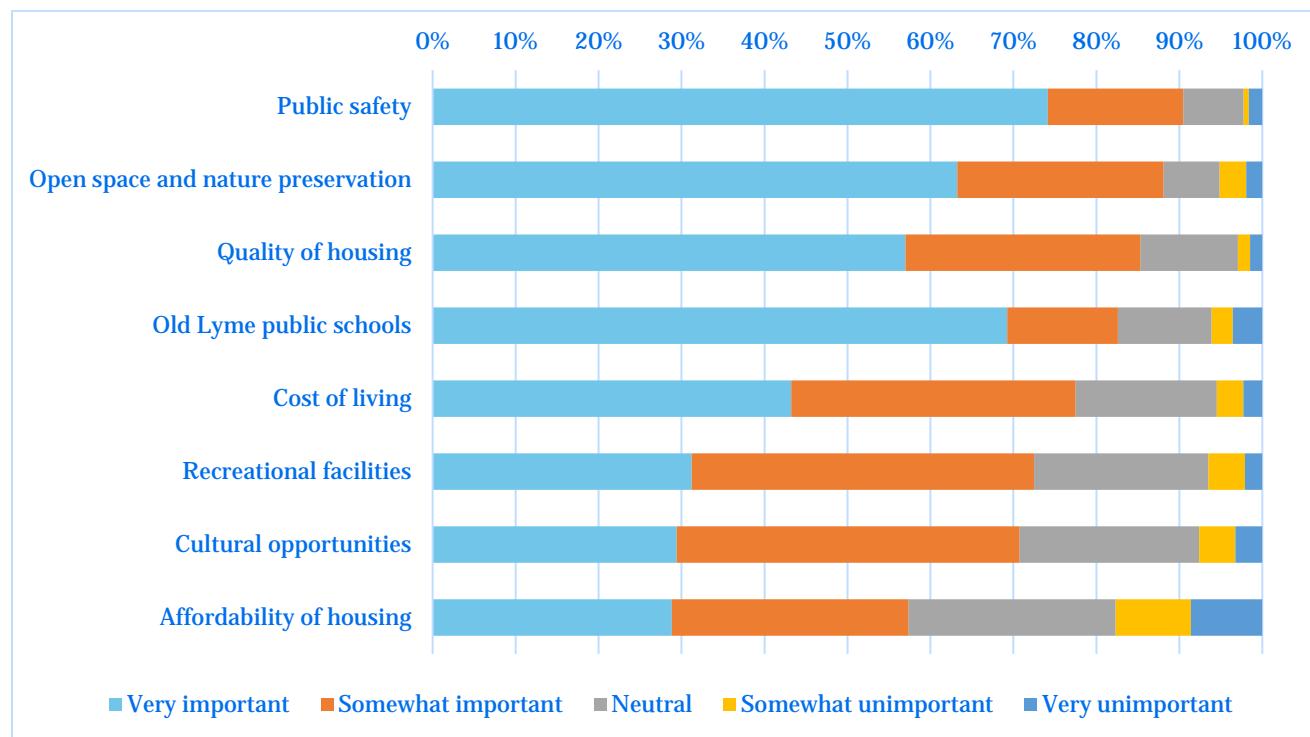
Figure 6: What is Old Lyme Known For?



Note: Respondents could select more than one response.

Public safety was the most important quality of life factor to residents of Old Lyme, with 74.2% of respondents saying it was very important and 16.3% saying it was somewhat important (Figure 7). Other important quality of life factors in the town included: open space and nature preservation (88.1% of respondents saying it was very or somewhat important); quality of housing (85.3% of respondents calling it very or somewhat important); and Old Lyme's public schools (82.6% citing them as very or somewhat important). Respondents whose primary residence is in Old Lyme were more likely than seasonal residents to indicate that public schools and quality of housing were very important, while seasonal residents were more likely than full-time residents to say that recreational facilities were very important. Younger respondents were more likely than older respondents to say that the public schools were very important, while older respondents were more likely to be concerned about cultural opportunities than younger respondents. Respondents aged 35-44 ranked recreational facilities as significantly more important than other age groups. Respondents with children in the household were likewise more likely to indicate that the public schools and recreational facilities were very important than respondents without children. Business owners rated items such as preservation of open space and recreational facilities as less important than non-business owners did. Respondents living in Rogers Lake and Whippoorwill were more likely to say that public schools were very important than those living in other neighborhoods, while respondents in the Lyme Street area, and to a slightly lesser degree, those Northwest of I-95, were more likely to say that cultural opportunities were very important than respondents living in other areas.

Figure 7: Importance of Quality of Life Factors in Old Lyme



Over 500 respondents provided a description of the “character” of Old Lyme, and the most common words can be seen in Figure 8. Indeed, the same words and phrases repeated throughout the responses, especially: arts; beaches; beautiful, bucolic; charming; classic New England; cultural; friendly; historic; laid back; natural beauty; peaceful; quaint; quiet; quintessential New England; safe; small town; strong public schools; traditional; and unique. There were also less positive images of Old Lyme presented, such as: aging; antiquated; conflicted; dated; divided; dull; elitist; homogenous; isolated; monochromatic; old; restrictive; snobby; and unfriendly. These terms suggest characteristics that Old Lyme can build on and those it may need to consider addressing in its development plans while still retaining the positive characteristics that drew or kept people in town.

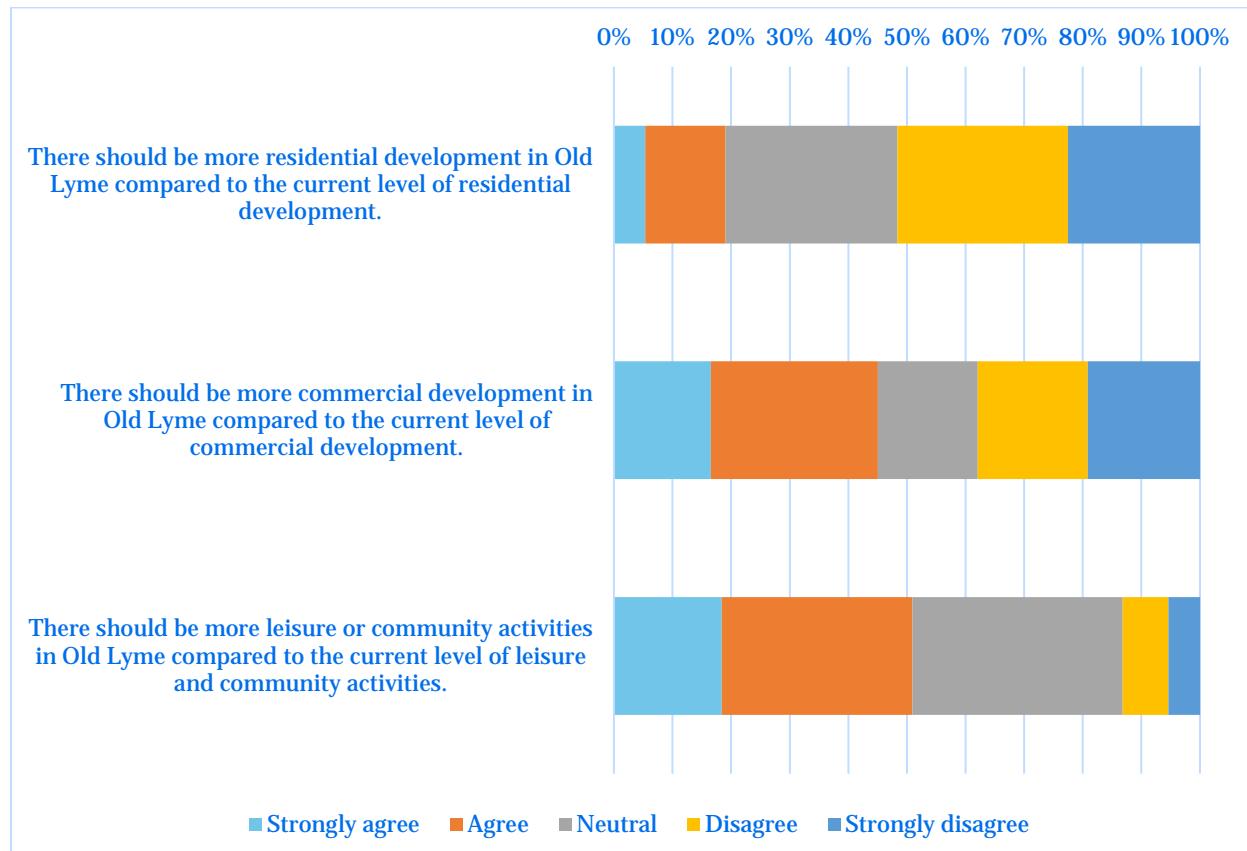
Figure 8: The “Character” of Old Lyme



Development in Old Lyme

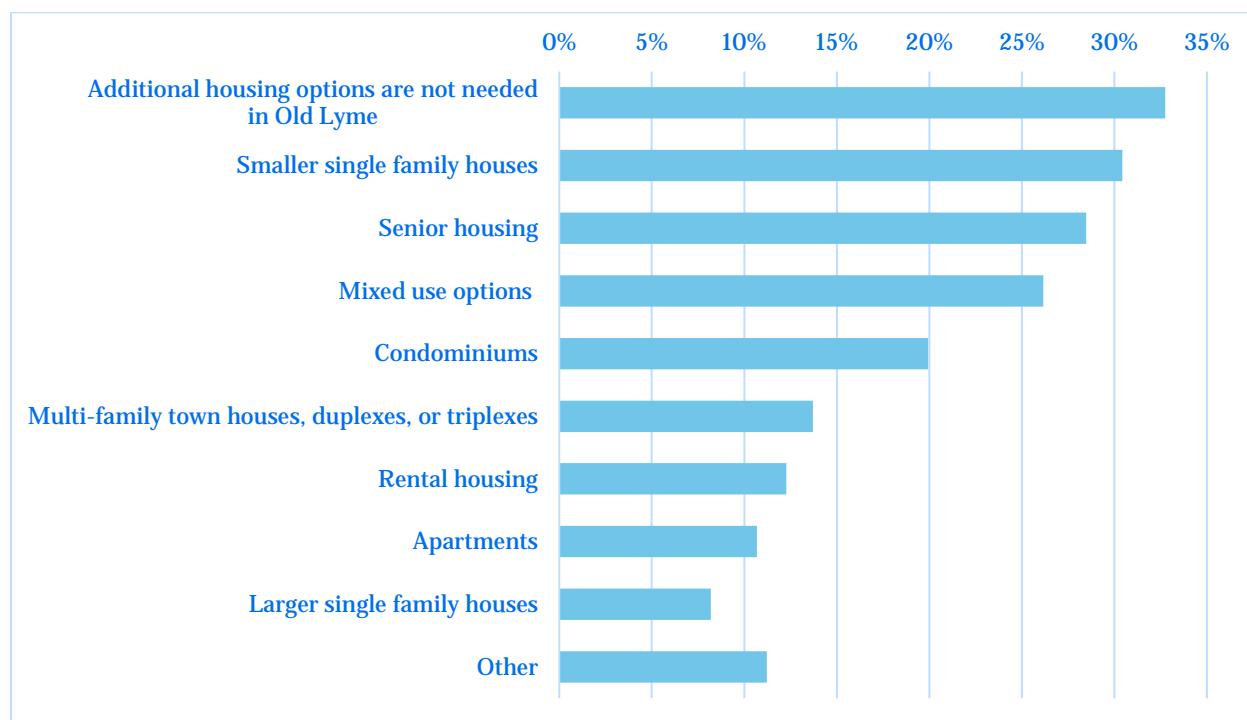
Compared to the current levels of development in town, survey respondents tended to have mixed feelings on additional development in the community. Over half of respondents disagreed that there should be more residential development in the town compared to the current level of residential development (Figure 9). Only 19.1% of respondents thought there should be more residential development, and 29.3% were neutral. While 45.0% of respondents supported additional commercial development, 37.9% did not and 17.0% were neutral on the possibility. Just over half of respondents supported increasing the number of leisure or community activities in town, while 35.9% were neutral and 13.2% did not support the proposal. Full-time residents of Old Lyme had stronger opposition to additional housing development than seasonal residents. Younger respondents and those with children in the household showed greater support for more leisure and community activities.

Figure 9: Respondents' Preferences for Development



When asked about specific types of residential development, almost one-third of respondents again suggested that additional housing is not needed in the town (Figure 10). However, two-thirds of respondents (371 respondents) chose at least one of the housing types as what they would like to see in town. Just over 30% of respondents would like to see more small, single family houses in town, and 28.5% would like more senior housing. The three least popular options for additional housing were: rental housing (12.3%); apartments (10.7%); and larger single family homes (8.2%). Of the 63 respondents who selected "Other," 23 mentioned the need for affordable, accessible, or low-income housing, compared to two respondents who explicitly rejected all affordable or low-income housing. Others suggested accessory dwellings, remodeling or rezoning in the beach area, and support for rehabilitating existing or blighted homes. Older respondents showed greater support for the development of senior housing than younger respondents.

Figure 10: Respondents' Preferred Types of Residential Development



Note: Respondents could select more than one response.

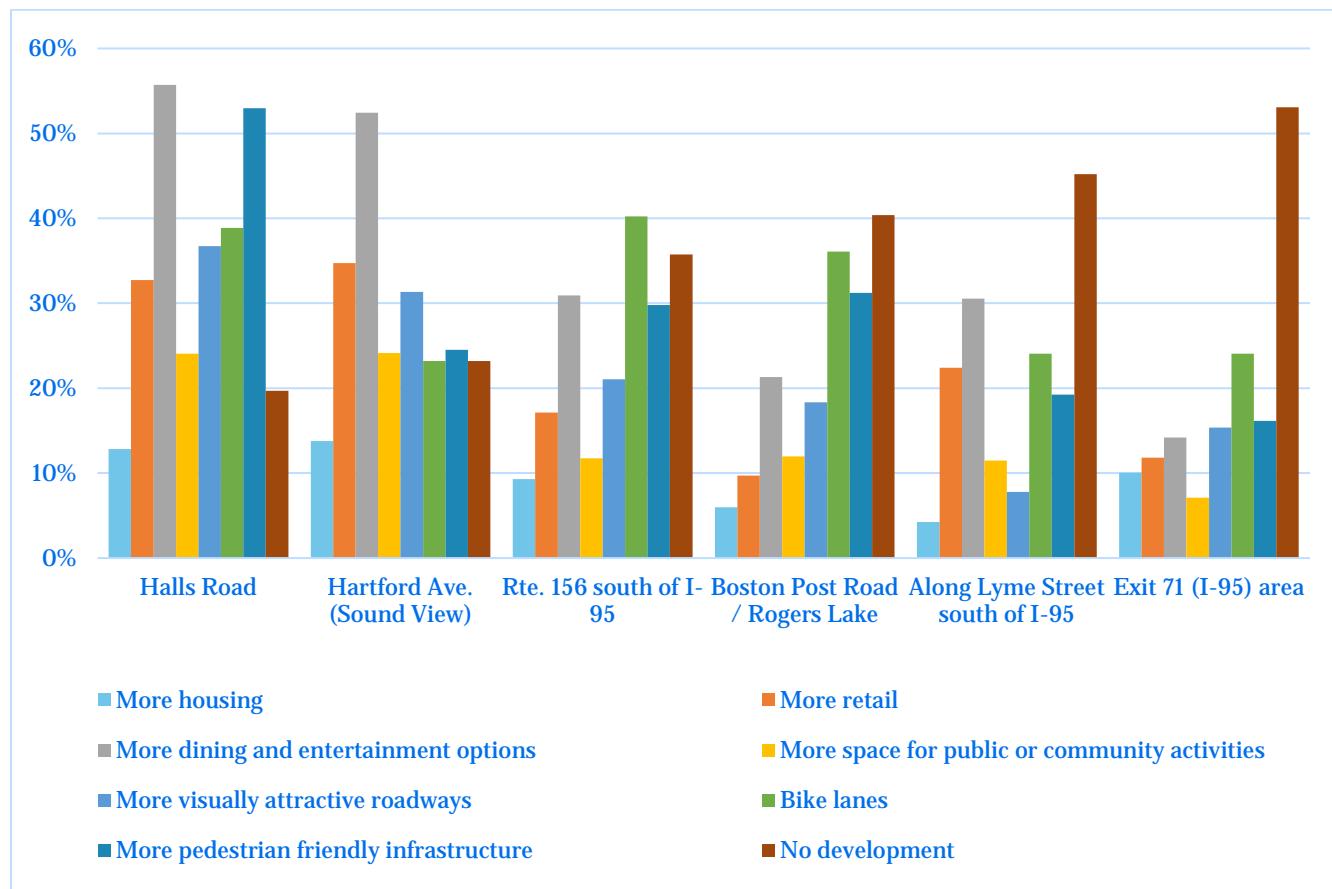
Respondents were offered the opportunity to identify what type of retail stores, if any, were missing, from Old Lyme, and they offered a range of ideas. The most common request was for more dining options, including restaurants in general as well as specific requests for breweries, delis, bakeries, coffee shops, fast food (including drive through), "ethnic," seafood, brunch, pizza, and "family-friendly"

options. There were also requests for both higher-end and more affordable restaurants as well as a preference for local ownership rather than chains. Similarly, there were a number of requests for more clothing as well as shoes and jewelry from both affordable chain stores and niche, high-end and locally owned boutiques. There were also many respondents requesting additional grocery stores, including well-known chains such as Trader Joe's and Whole Foods as well as those who requested bigger grocery stores or more natural/holistic food stores. There were also specific requests for retail fish stores, butchers, and farmer's markets or stands. Book stores, department stores, and local stores selling gifts, "Old Lyme swag" or boutique items were also common requests as well as hardware stores or home centers, home décor or furnishings, sporting goods, and arts, crafts, fabric, and hobby stores. Overall, there were over 400 different types of retail suggested by the respondents, and some mentioned specific locations – namely: Hartford Avenue (Sound View) and Halls Road – for certain types of development. Nineteen respondents indicated that many retail options were missing (without providing specific suggestions). A significant minority (97 respondents) said no retail was missing. For some of these respondents, to add more retail would be to change the town's character for the worse. Some of these latter respondents noted that people could always go to nearby towns for any retail needs. A few suggested some beautification of retail already present in the town would be beneficial.

Development in Specific Parts of Town

Survey respondents were asked their views on development in specific parts of town (Figure 11). In general, there was very little interest in residential development in any of the specific parts of town listed, with the largest share of respondents (13.8%) interested in housing in the Hartford Avenue (Sound View) area. There was less support for housing in all other regions in town, with the least support for housing along Lyme Street south of I-95.

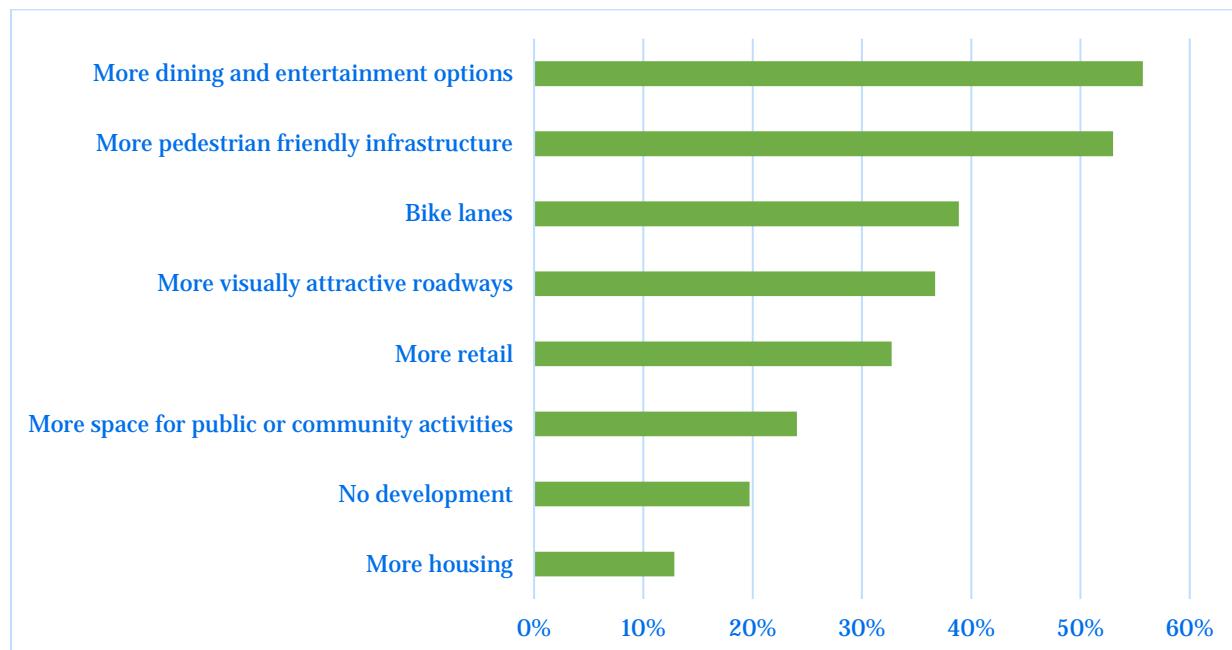
Figure 11: Types of Development Respondents Would Like to See in Specific Parts of Town



Respondents were more supportive of retail development in the six areas, ranging from 9.7% of respondents interested in retail development in the Boston Post Road / Rogers Lake to 34.7% of respondents supporting increased retail in Hartford Avenue (Sound View). Over half of respondents were interested in additional dining and entertainment options in the Halls Road and Hartford Avenue (Sound View) areas (55.7% and 52.5% of respondents, respectively). They were least interested in more dining and entertainment options in the Exit 71 area (14.2%).

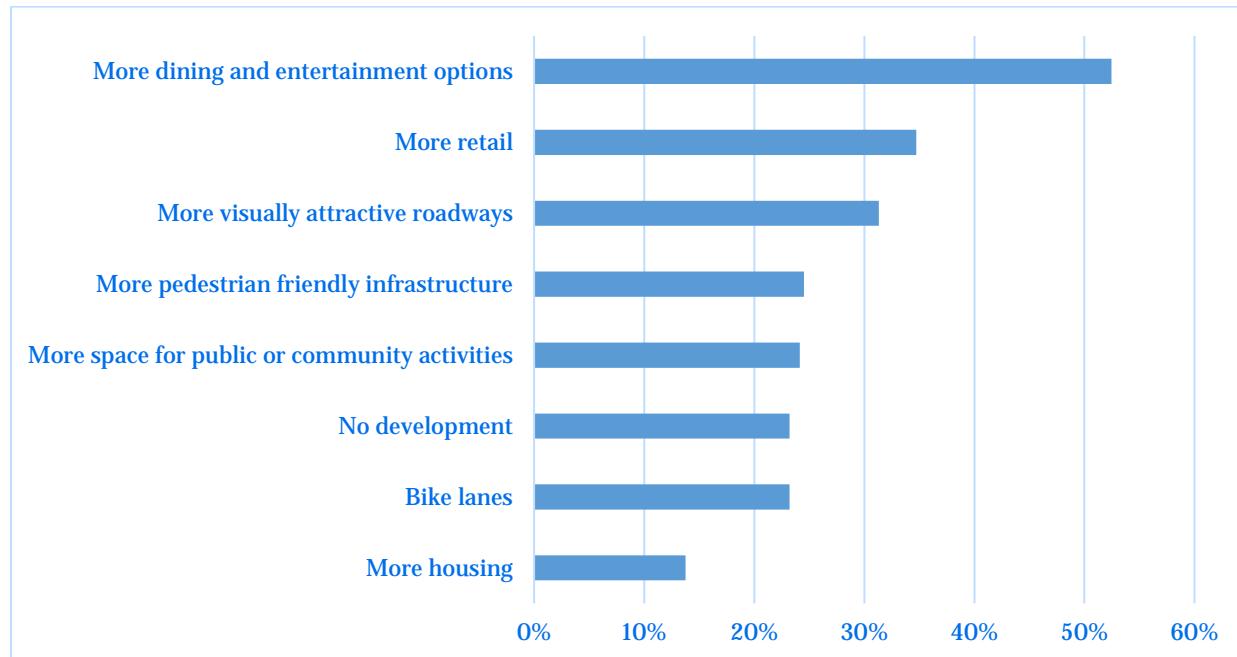
The most support was shown for additional commercial development in the Halls Road area, with 80.3% of respondents indicating that additional development was needed in one or more categories. Most popular was additional dining and entertainment options and pedestrian-friendly infrastructure, with greater than 50% of respondents choosing each of these categories. Bike lanes in the area were supported by just under 40% of respondents, as were more visually attractive roadways, and nearly a third wanted to see additional retail in the area. Younger respondents were notably more likely than older respondents to support additional dining and entertainment options in this area, while older respondents were more likely to indicate that no additional development was needed.

Figure 12: Types of Development Respondents Would Like to See in the Halls Road area



The second most well-supported area for development was Hartford Avenue (Sound View), with 76.8% of respondents supporting some changes in this area. Again, more dining and entertainment options was the top choice, selected by more than 50% of respondents, and more retail was supported by more than a third. Similar to Halls Road, older respondents were more likely than younger ones to indicate that no additional development was needed in this area of town.

Figure 13: Types of Development Respondents Would Like to See in the Hartford Avenue (Sound View) area



While Halls Road and Harford Avenue (Sound View) were the standouts in terms of locations residents would like to see more commercial development, there was also more moderate support for development along Route 156 south of I-95, as well as Lyme Street south of I-95. Both areas had just over 30% of respondents indicate support for additional dining and entertainment options, with slightly lower portions supporting more retail in these areas. Seasonal residents were more likely than full-time residents to indicate that additional dining and entertainment options were desirable along Route 156. And similar to the other geographies, younger respondents were notably more likely than older respondents to support additional dining and entertainment options in both areas, while older respondents were more likely to indicate that no additional development was needed.

Figure 14: Types of Development Respondents Would Like to See on Route 156 south of I-95

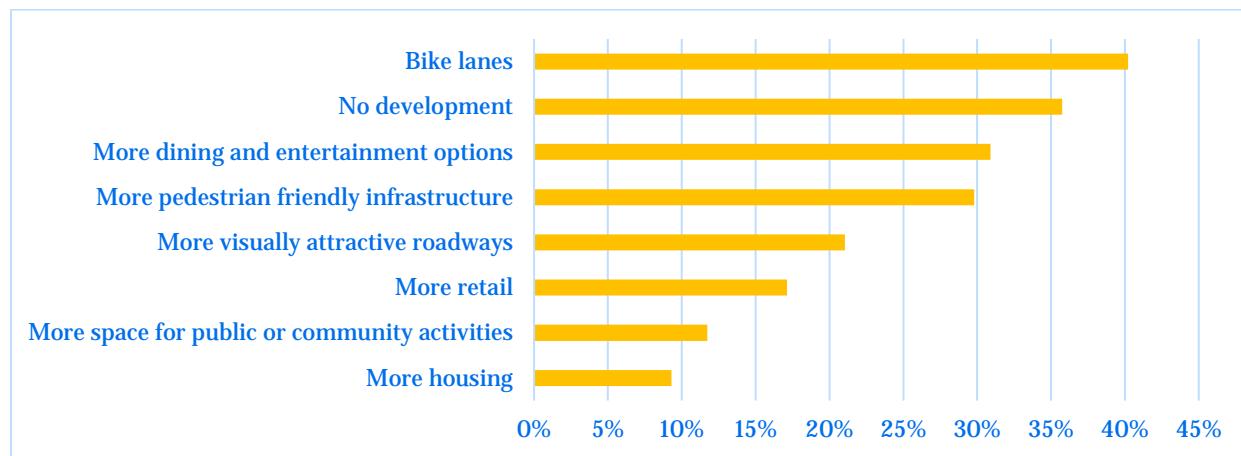
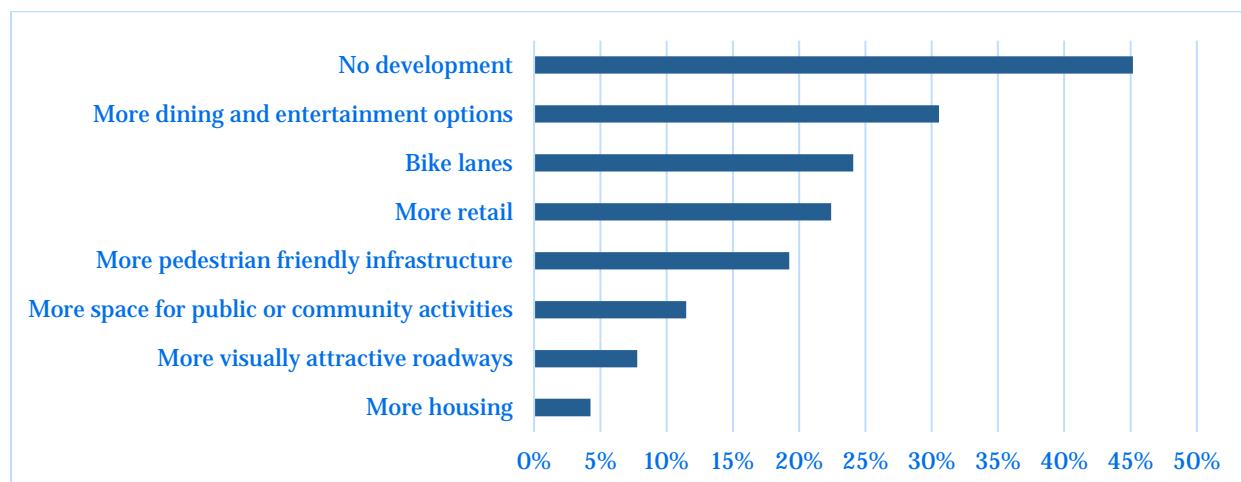


Figure 15: Types of Development Respondents Would Like to See on Lyme Street south of I-95



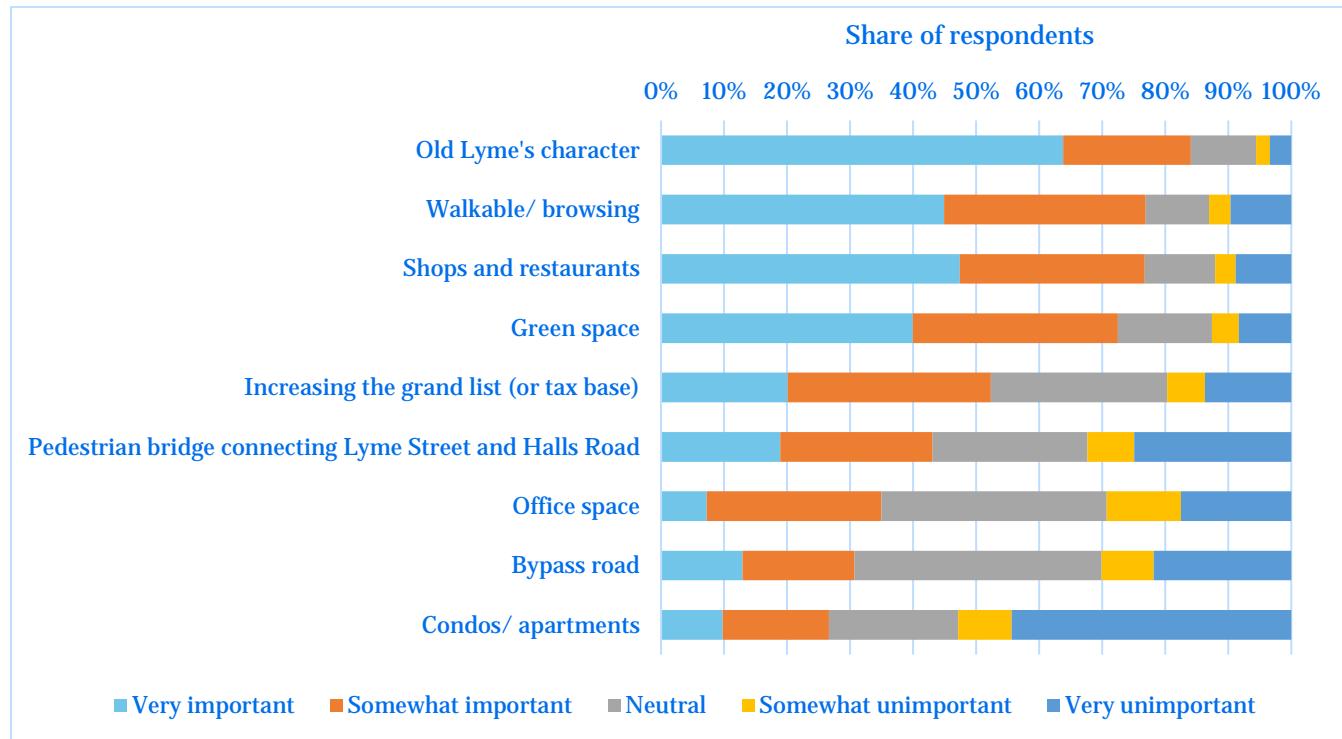
Respondents were also asked if they supported specific public infrastructure in the six areas. Overall they were most interested in bike lanes and more pedestrian friendly infrastructure (such as sidewalks). The strongest support was for the pedestrian infrastructure in the Halls Road area (53.0%). Just over 31% of respondents also wanted to see pedestrian infrastructure in the Boston Post Road / Rogers Lake, and just under 30% were interested in it on Route 156 south of I-95. There was also the most interest in bike lanes on Route 156 south of I-95 (40.2% of respondents), followed by Halls Road (38.9%) and Boston Post Road / Rogers Lake (36.1%).

Over 36% of respondents wanted more visually attractive roadways in Halls Road, and a slightly smaller share were interested in them in Hartford Avenue (Sound View; 31.3%). There was the least interest in roadway improvements along Lyme Street south of I-95 (7.8%). There was less interest in more space for public or community activities, ranging from just under one-quarter of respondents for that development in Hartford Avenue (Sound View) and Halls Road to 7.1% of respondents for that development at Exit 71.

Respondents were also given the option to support no development in each of the areas. They were least interested in no development in the Halls Road area, with only 19.7% of respondents supporting no development, followed by Hartford Avenue (Sound View; 23.2%). Over half of respondents (53.1%) did not want development at Exit 71.

The Town of Old Lyme was especially interested in collecting residents' views on development in the Halls Road area. Over 84% of respondents thought Old Lyme's character was very or somewhat important, with 64% of respondents calling it very important (Figure 16). Over 76% of respondents thought Halls Road should be walkable or for browsing and that it should have shops and restaurants, with a slightly larger share identifying the latter as very important. Over 72% of respondents also thought green space was an important design element for the future Halls Road. Just over half of respondents also thought it was important that the future Halls Road should increase the town's grand list or tax base. The only design element that a majority of respondents felt was not important to the future Halls Road were condos and apartments, with younger respondents showing stronger opposition than older ones. Weekend and seasonal residents were more likely to be neutral on several of these issues than full-time residents. Consistent with the answers to prior questions, younger respondents were more likely to indicate that shopping and entertainment options were very important than did older respondents. Respondents from the Lyme Street area were more likely to say that increasing the grand list was very unimportant; Rogers Lake and Whippoorwill respondents were less likely to say that office space was very important. Respondents from the Lyme Street and Northwest of I-95 neighborhoods ranked a pedestrian bridge connecting Lyme Street and Halls Road as more important than did those respondents from other neighborhoods. Respondents from the Mile Creek and Shore area placed the greatest emphasis on the importance of shops and restaurants, followed by respondents from Northwest of I-95.

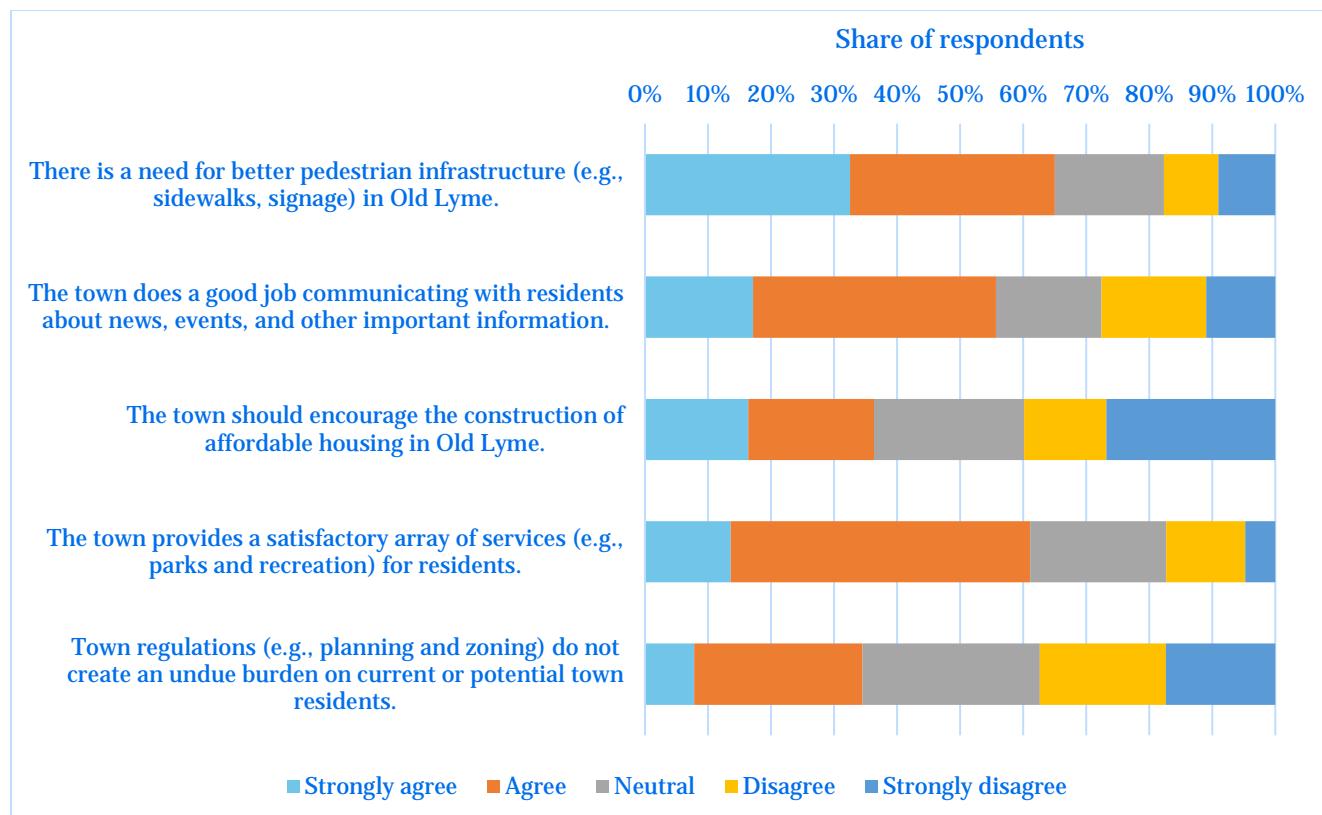
Figure 16: Importance of Select Design Elements to the Future Halls Road



Views on Old Lyme's Town Government

Residents were asked if they agreed with five statements concerning Old Lyme's town government and its role. Respondents agreed most with the statement that "There is a need for better pedestrian infrastructure (e.g., sidewalks, signage) in Old Lyme," with 32.5% of respondents strongly agreeing and 32.5% agreeing (Figure 17). Over 61% of respondents also agreed or strongly agreed that "The town provides a satisfactory array of services (e.g., parks and recreation) for residents. Over half of respondents also agreed or strongly agreed that "The town does a good job communicating with residents about news, events, and other important information." Older respondents and those with no children in the household rated the array of services provided by the town as more satisfactory than did younger respondents and those with children. Seasonal residents, and respondents from the Mile Creek and Shore areas, were more likely to indicate that town regulations create an undue burden on current or potential residents. Business owners were more likely to disagree that the town does a good job of communicating with residents, while non-business owners were more likely to agree.

Figure 17: Respondents' Agreement on Town Government

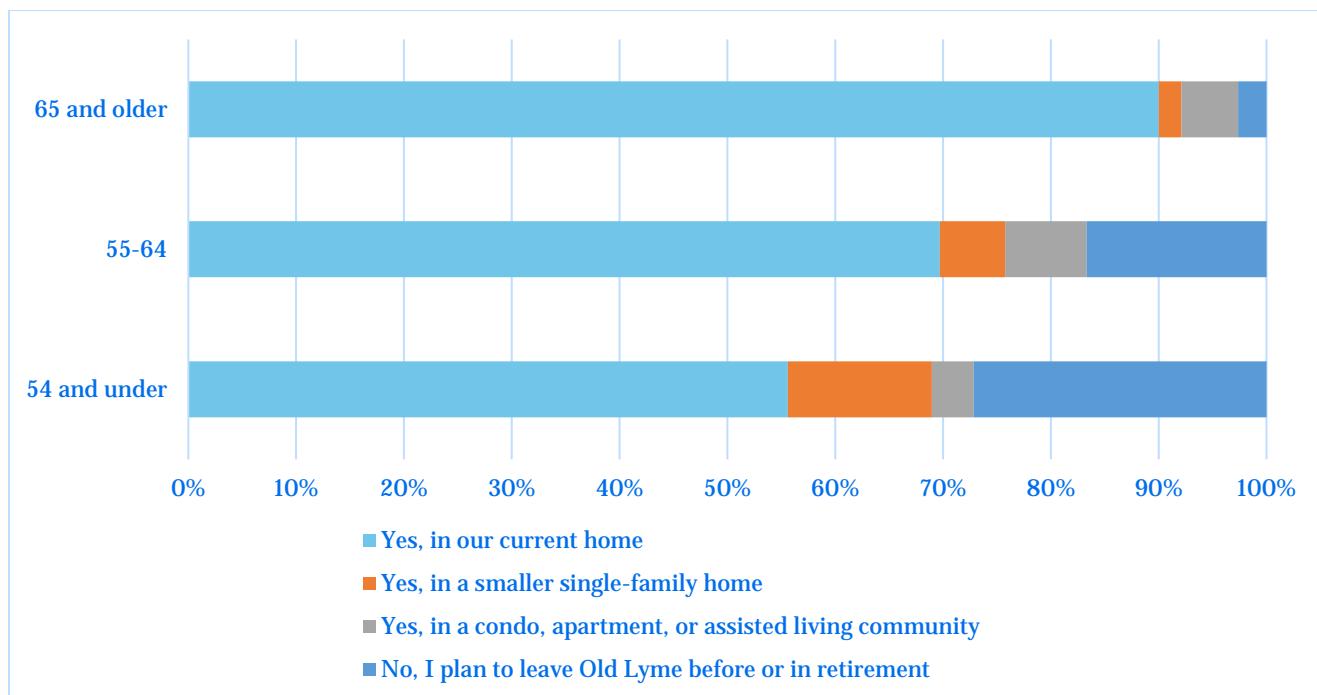


Respondents were more mixed on their views about Town regulations and affordable housing. Just over one-third of respondents agreed or strongly agreed that Town regulations do not create an undue burden on residents, which was 3 percentage points less than those who disagreed with the statement. Similarly, 36.3% of respondents said, “The Town should encourage the construction of affordable housing in Old Lyme,” which is only 3.5 percentage points less than those who disagreed or strongly disagreed.

Retirement in Old Lyme

For respondents not yet of retirement age (54 and under), 72.8% plan to live in Old Lyme during retirement, while 27.2% plan to leave Old Lyme before or during retirement.⁶ More than half of respondents (55.6%) in this age bracket indicated they plan to stay in their current home; 13.4% plan to downsize to a smaller single-family home in Old Lyme; and 3.9% plan to move to a condo, apartment, or assisted living facility in town. Among respondents 55 and older, increasing proportions planned to stay in their current home, and the portion of those who planned to downsize or move out of Old Lyme generally decreased with age. However, the portion of respondents who planned to move to an apartment, condo, or assisted living facility was 7.6% for those aged 55-64 and 5.3% of those aged 65 and older.

Figure 18: Respondents' Preferences for Retirement in Old Lyme, by Age

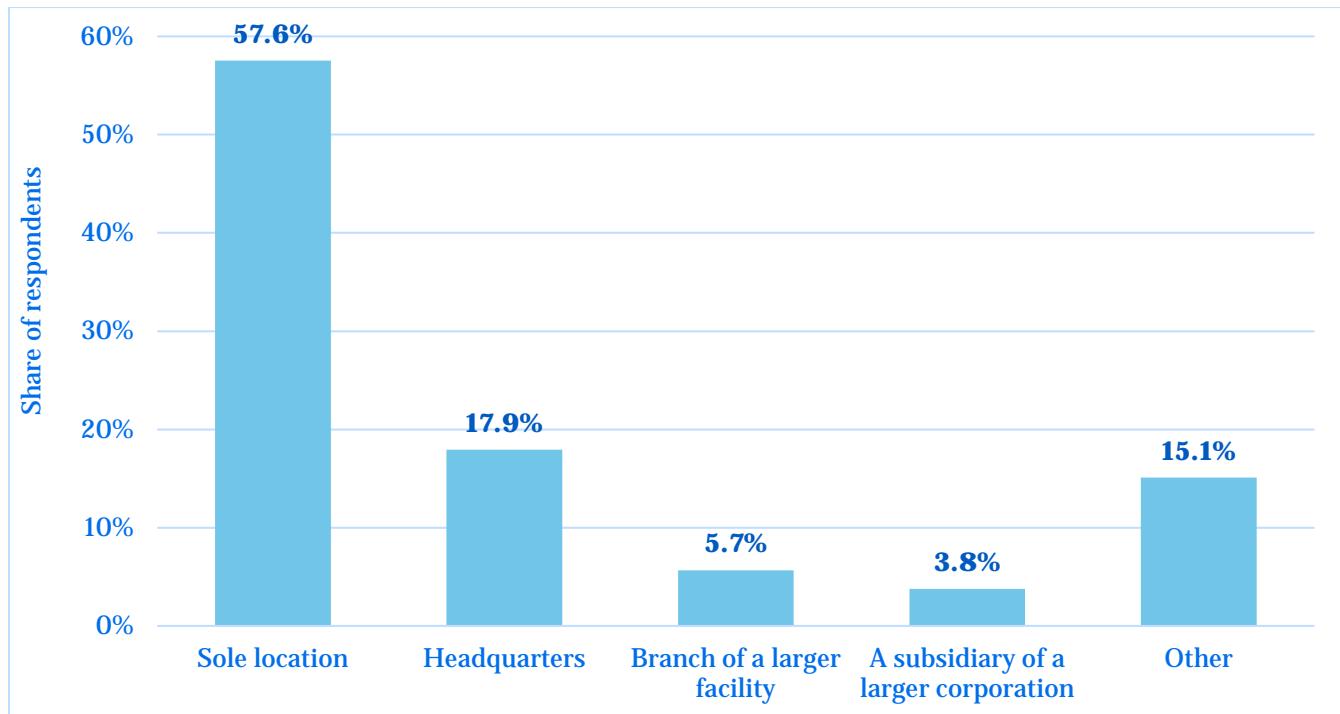


⁶ While the survey did not specifically ask respondents whether they are already retired, the difference between the responses of groups aged 54 and younger and those aged 65 and older who planned to stay in their current home, live in a smaller, single-family home, and those who planned to leave Old Lyme were statistically significant. Presumably, the closer respondents were to retirement age, the more likely they would have been to have already carried out their plans (e.g., if they planned to move to a smaller home or out of Old Lyme, older respondents would have already done so).

Section 2: Business Representatives' Views

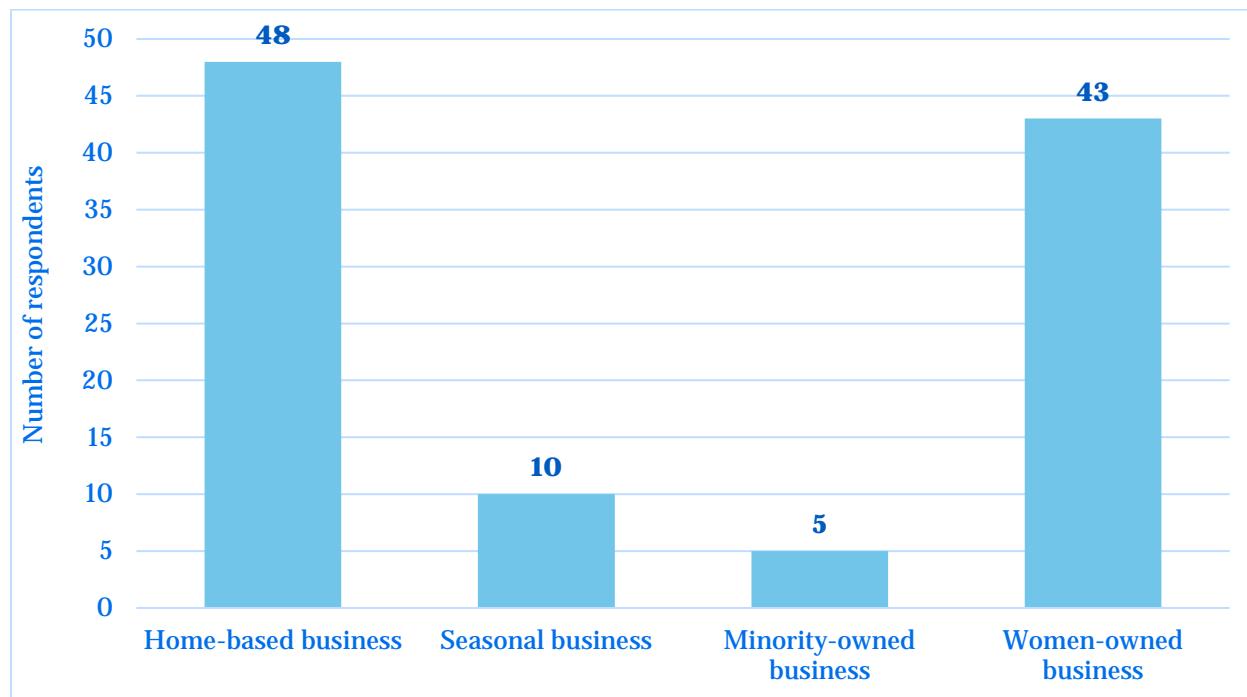
Survey respondents were also asked if they owned, operated, or represented a business in Old Lyme, and 110 respondents (17.9%) said they did. (Ninety-one of these individuals also lived in the town.) Over half of respondents (61 respondents) represented a business whose sole location was in Old Lyme, while 17.9% of respondents were from businesses in Old Lyme that were headquarters operations (Figure 19). Respondents also included representatives of a business that was a branch of a larger facility and a business that was a subsidiary of a larger corporation. “Other” included representatives of nonprofit organizations, people who work in multiple venues but have their office in Old Lyme, and consultants.

Figure 19: Types of Businesses Represented by Respondents



Forty-eight business representatives (43.6%) said their business was home-based, and 10 representatives (9.1%) said their business was seasonal (Figure 20). In addition, 48 respondents (43.7%) represented either women-owned or minority-owned businesses.

Figure 20: Characteristics of Businesses Represented by Respondents



Note: Respondents could choose more than one characteristic.

Over half of respondents' businesses had been in Old Lyme for more than 10 years, and another 19.8% had been in town for 5 to 7 years (Figure 21). Most of the respondents' businesses were small, with 37.1% of respondents being the sole employee and 39.1% of respondents working with one to four other people in the business (Figure 22).

Figure 21: Years Business Has Been in Old Lyme

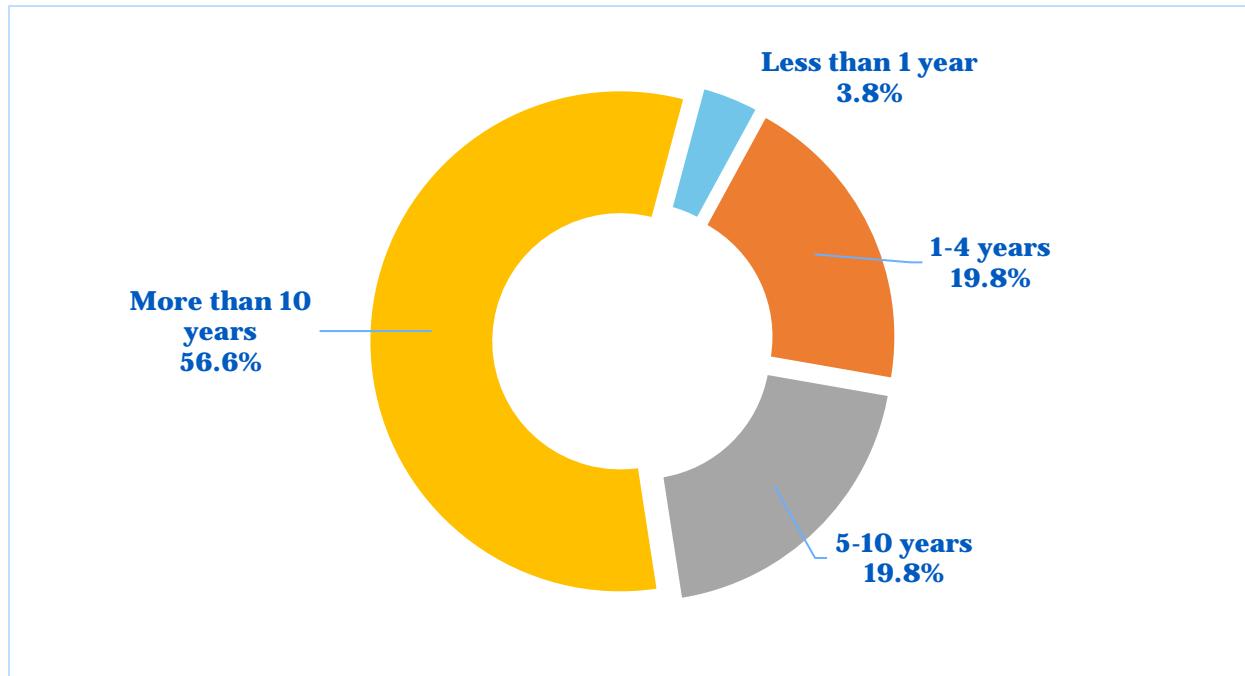
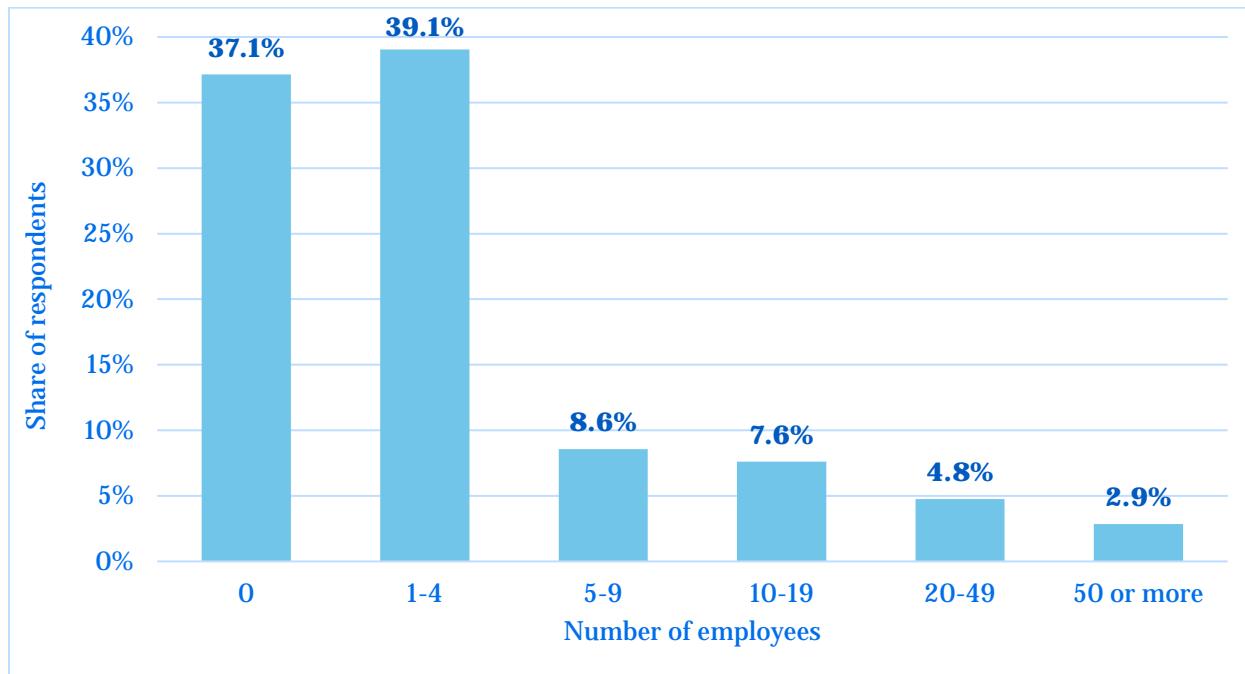


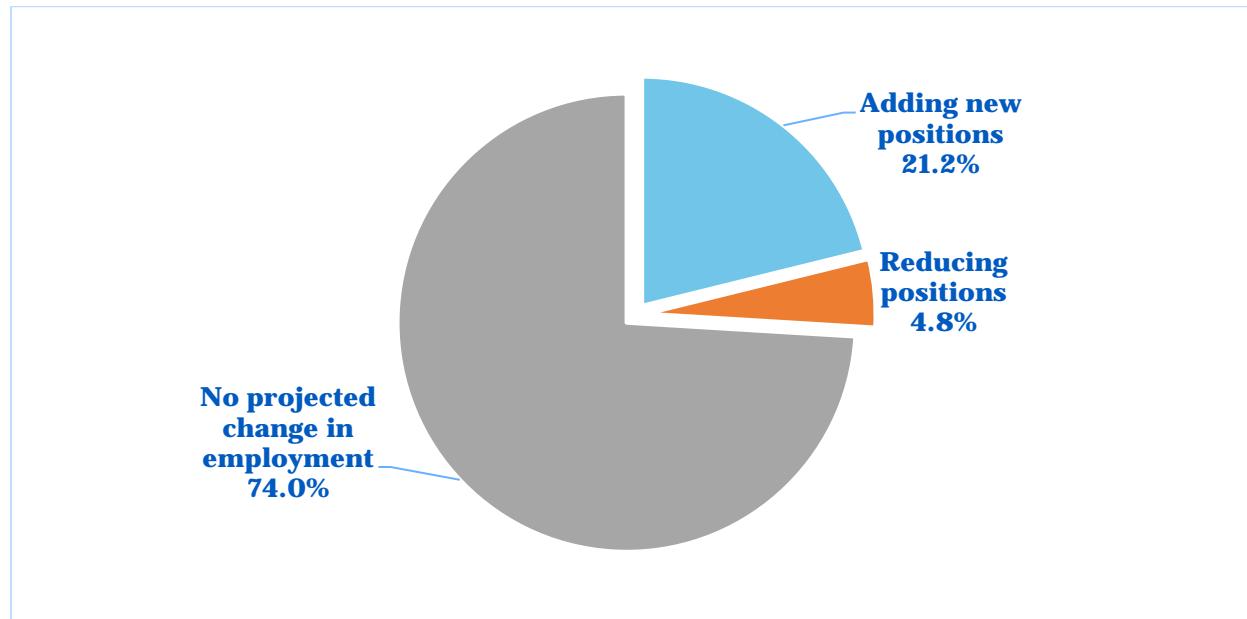
Figure 22: Number of Employees in Addition to Respondent



The three largest industries among respondents were: Real estate & rental & leasing (13 respondents, 12.6%); Arts, entertainment & recreation (11 respondents, 10.7%); and Professional, scientific & technical services (11 respondents, 10.7%). There was at least one respondent from every industry.

Most respondents expected their businesses to be the same size in the next three years, neither increasing nor decreasing employment (Figure 23). Of the remainder, 21.2% expected their business to grow, and 4.8% expected it to become smaller.

Figure 23: Will Business Add or Reduce Positions in the Next Three Years



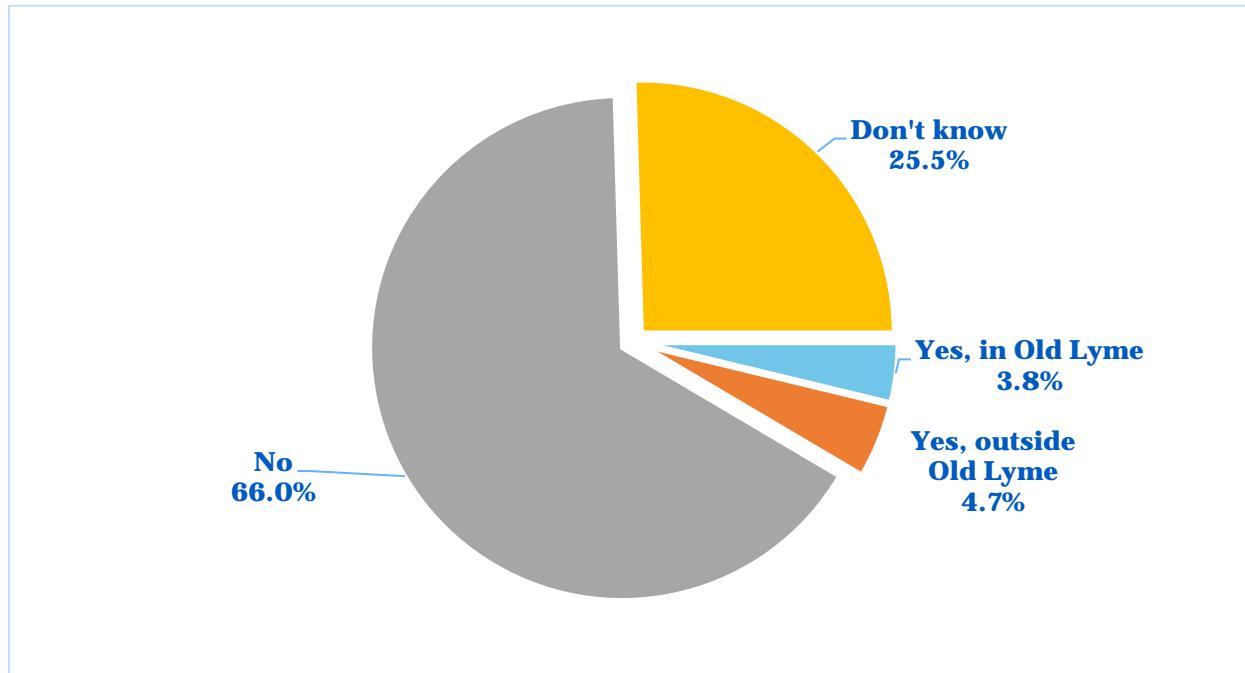
Most respondents also did not expect to purchase, lease, or construct new facilities in the next three years, with only 3.7% of respondents saying they would find new facilities in Old Lyme and 4.7% saying they would do so outside of town (Figure 24). Four respondents offered information on what they expected to be the greatest challenge in expanding in Old Lyme:

- ❖ “Taxes”;
- ❖ “Tolls and taxes”;
- ❖ “Zoning and waiting another 10 years for sewers at [S]oundview”; and
- ❖ “Finding qualified employees willing to commute to Old Lyme.”

Four respondents also shared the reason(s) they expected to expand outside of Old Lyme:

- ❖ “No interest in building or developing (or bringing clients in to do the same) in Old Lyme. Would be a complete waste of time.”
- ❖ “Easier zoning regulations and other towns work with business owners to grow”;
- ❖ “We serve a low income population that is not present in Old Lyme. It would be hard to attract employees to commute.”
- ❖ “Taxes [and] zoning.”

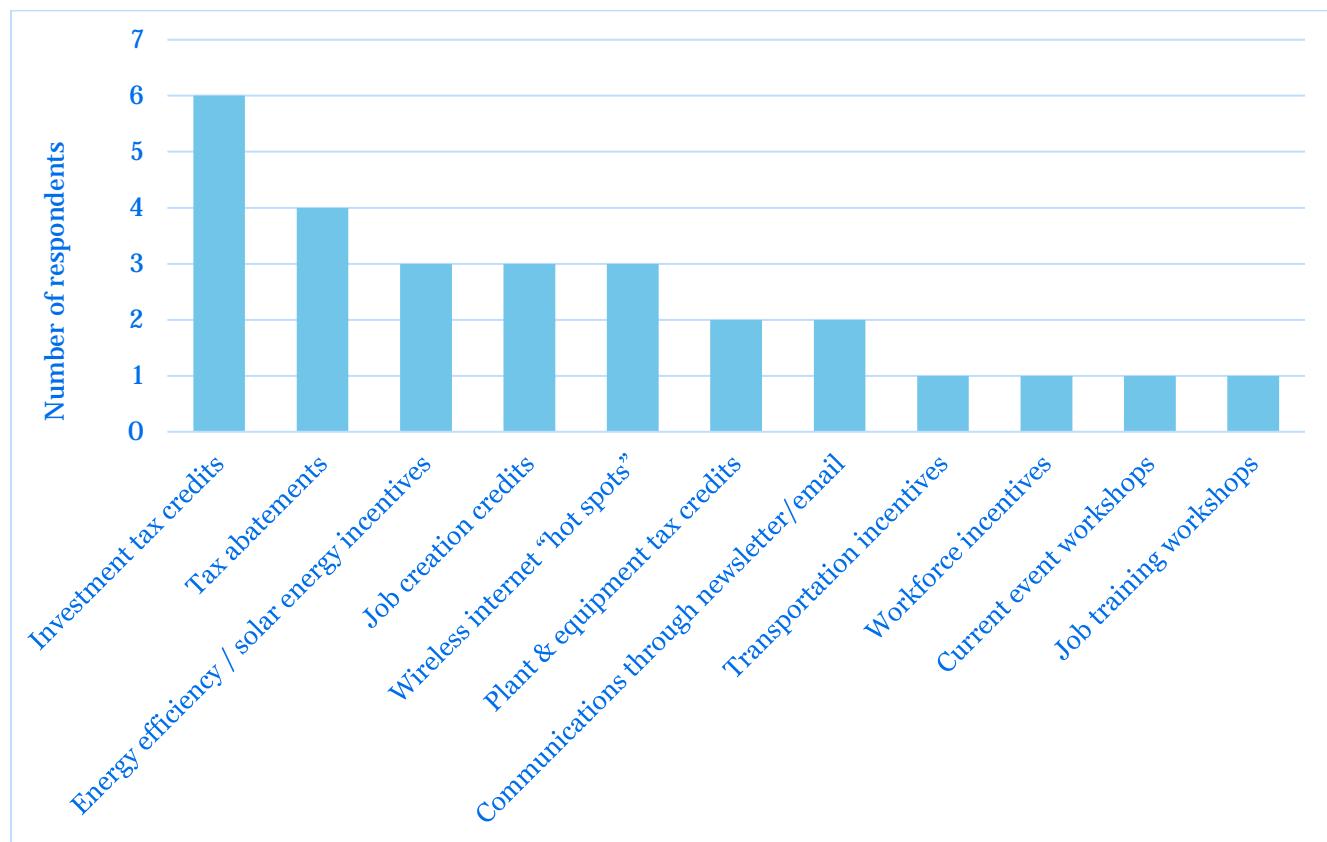
Figure 24: Will Business Purchase, Lease, or Construct New Facilities in the Next Three Years



Town Assistance and Relationship to Businesses

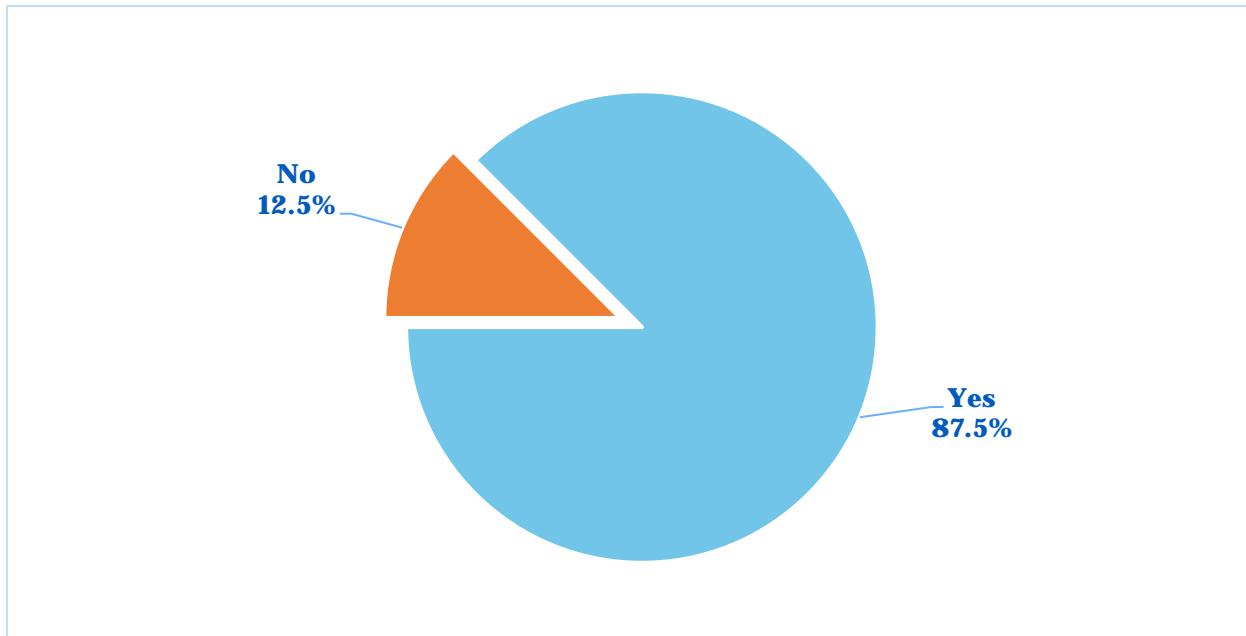
Business representatives were asked what kind of assistance the Town or the Chamber could provide to help their businesses grow. The most popular option among those who answered this question concerned investment tax credits, which six respondents supported, followed by tax abatements, which was supported by four respondents (Figure 25). When asked if the available workforce is sufficient to meet the needs of their business, most respondents said it was (Figure 26). Similarly, when asked if current infrastructure (such as electrical service, access to high speed internet, public water or sewer, public roads) limits their business in anyway, most respondents said no (Figure 27).

Figure 25: What the Town or Chamber Could Provide to Assist with Business Growth



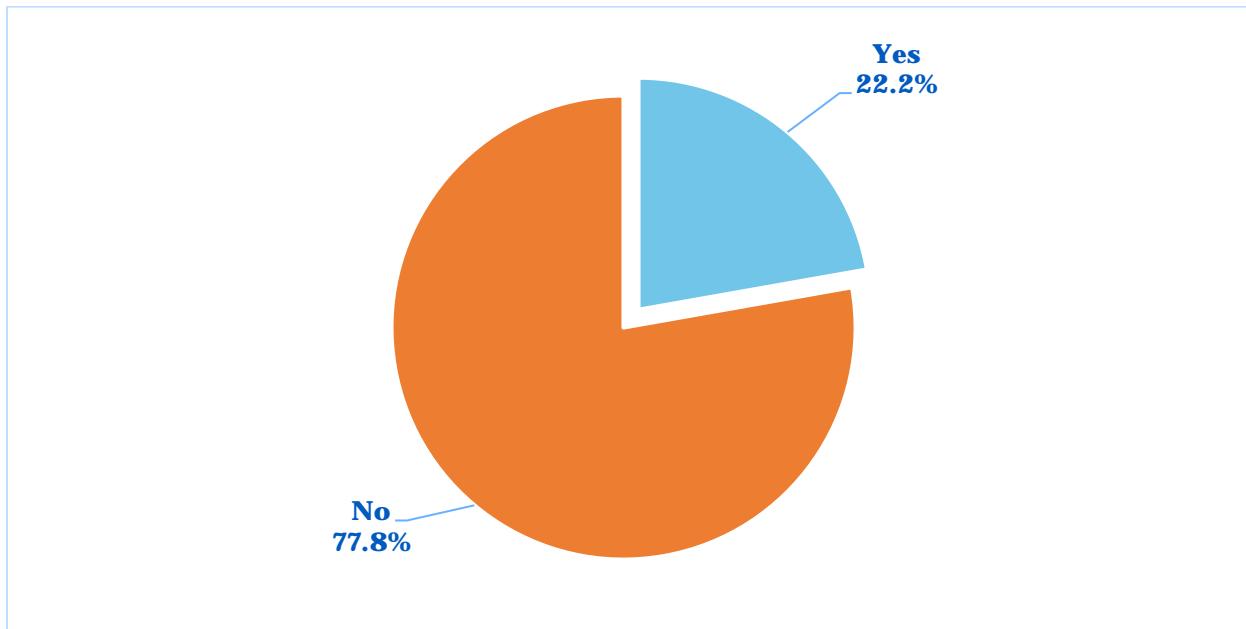
Note: There were 8 individuals who responded to this question, and they could choose more than one option.

Figure 26: Available Workforce Is Sufficient to Meet Business Needs



Note: There were 8 individuals who responded to this question.

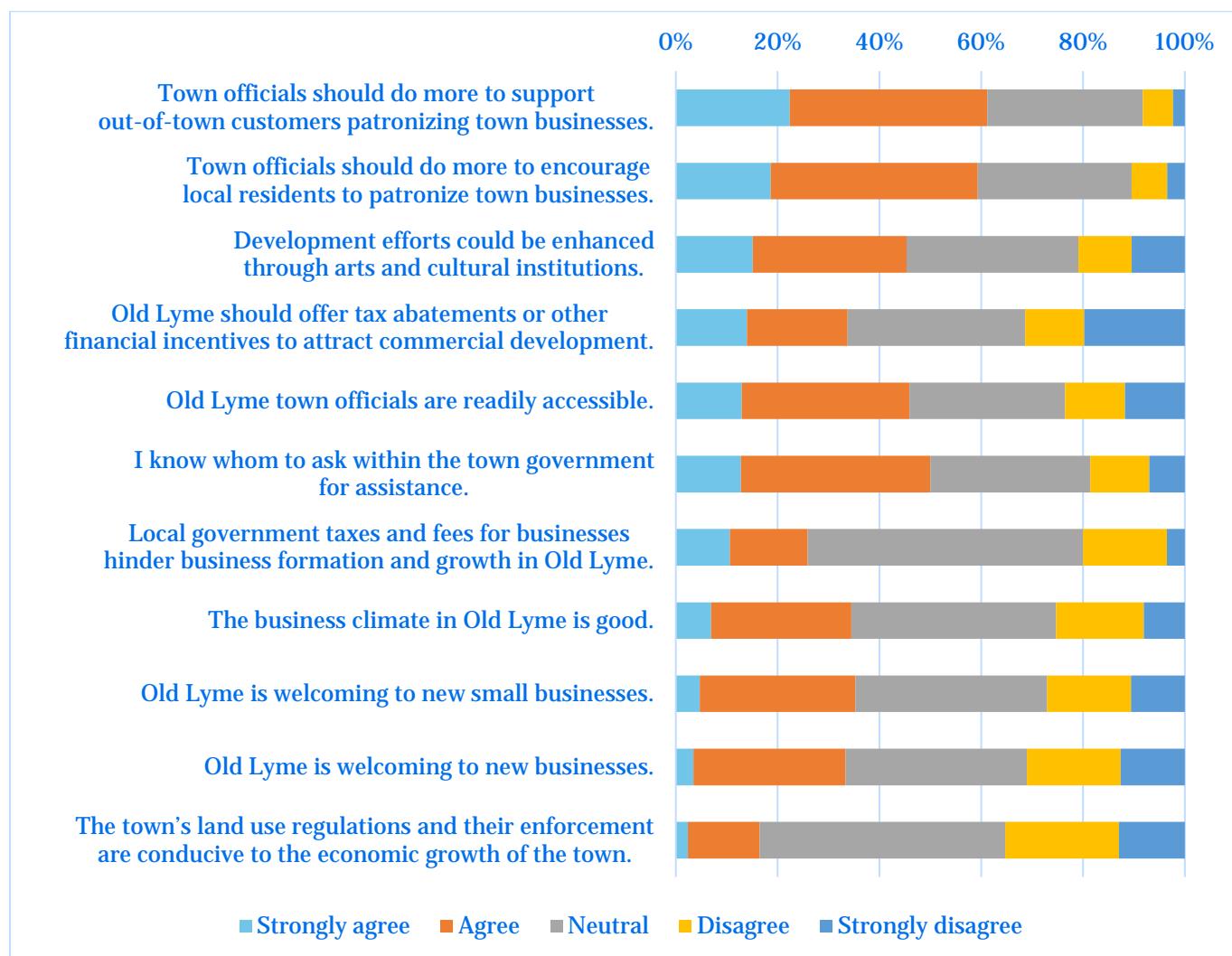
Figure 27: Does Current Infrastructure Limit Business?



Note: There were 9 individuals who responded to this question

Over half of business respondents agreed that “Town officials should do more to support out-of-town customers patronizing town businesses,” with 22.4% strongly agreeing and 38.8% agreeing (Figure 28). A majority also agreed that “Town officials should do more to encourage local residents to patronize town businesses” with 18.6% strongly agreeing and 40.7% agreeing, while exactly half of the question’s respondents said “I know whom to ask within the town government for assistance.” There was the least agreement – and most disagreement – with the statement “The town’s land use regulations and their enforcement are conducive to the economic growth of the town.” Only 16% of business respondents agreed with that statement, and 35.3% disagreed; however, it should also be noted that 48.2% were neutral on the statement, which made it the statement with the second highest share of neutral responses. Only “Local government taxes and fees for businesses hinder business formation and growth in Old Lyme” received more neutral responses.

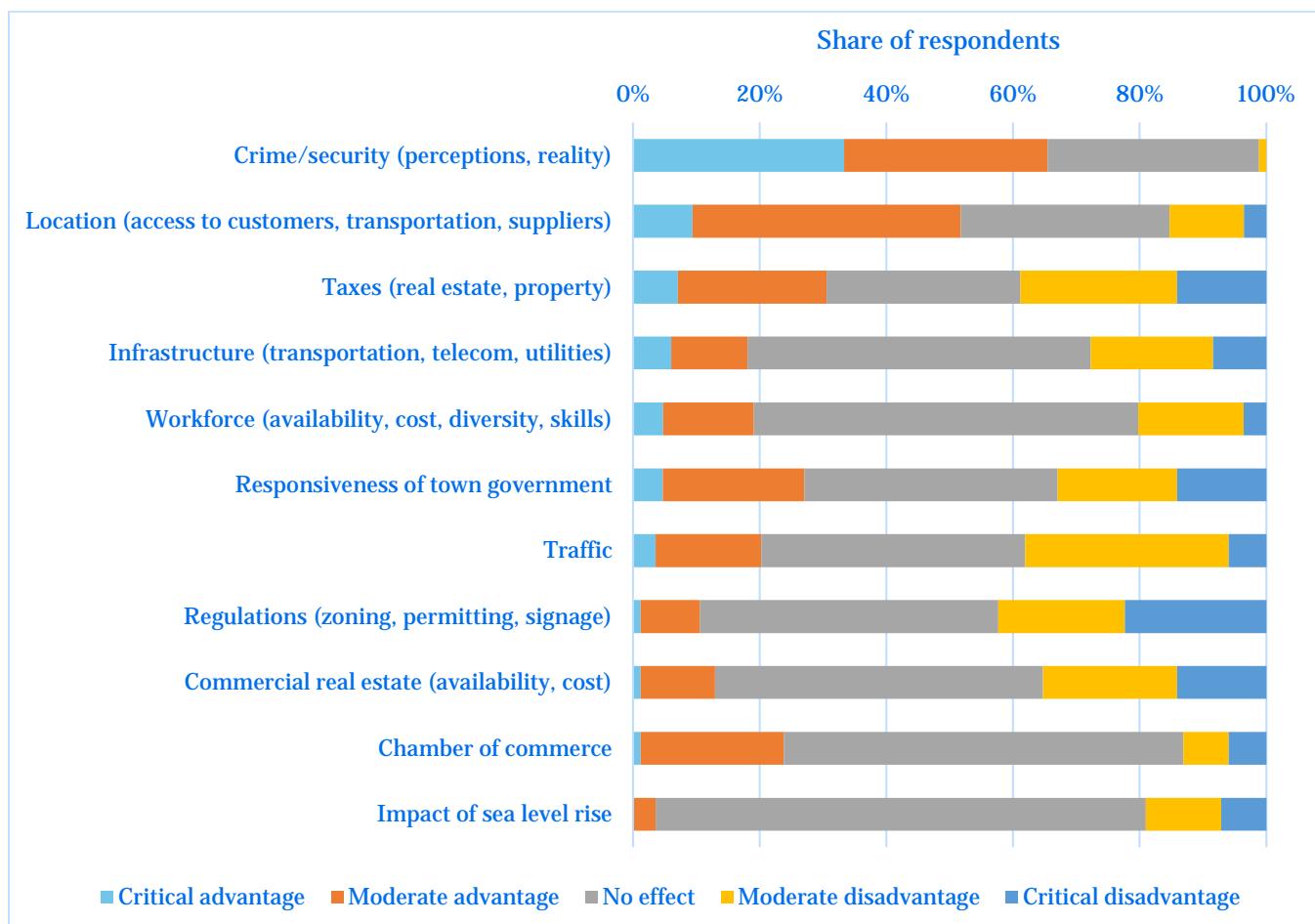
Figure 28: Business Climate in Old Lyme



Competitive Advantages and Disadvantages of Old Lyme

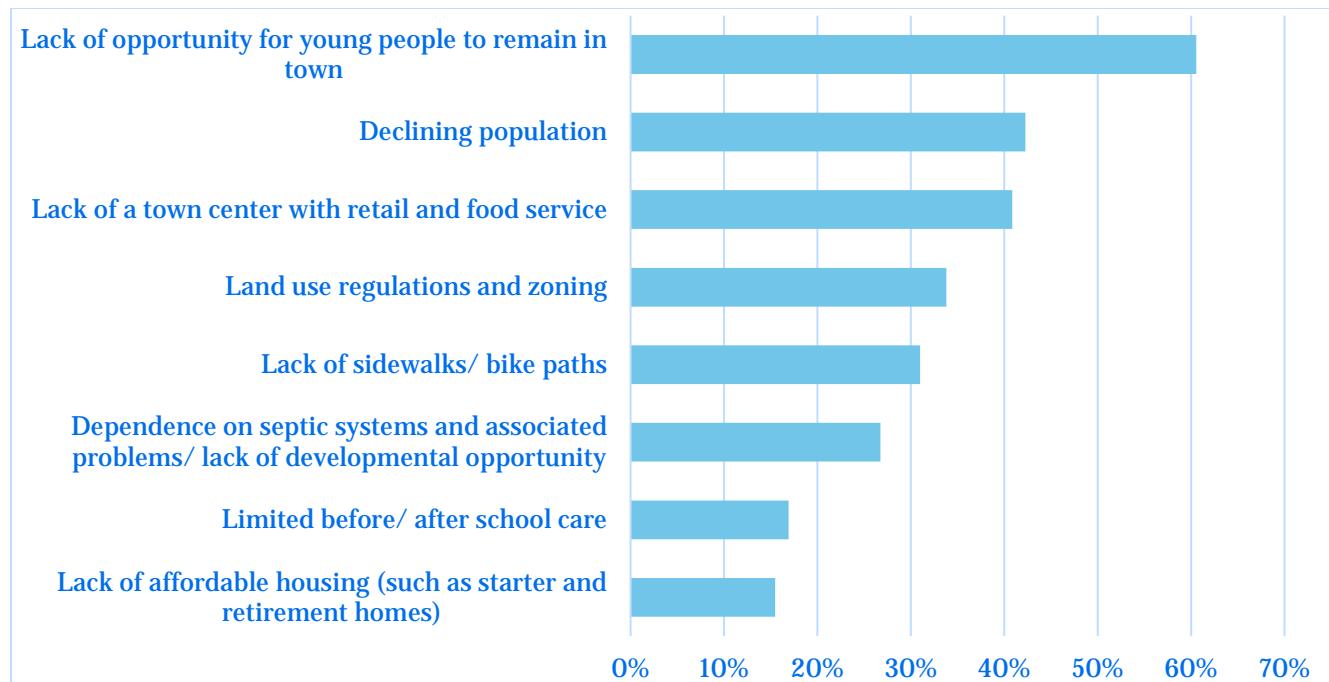
Business representatives overwhelmingly identified crime and security in the town as its leading competitive advantage, with 33.3% of respondents saying it was a critical advantage and 32.1% saying it was a moderate advantage (Figure 29). Over half of respondents also identified location as a competitive advantage, with most of those saying it was a moderate advantage. The impact of sea level rise was the least frequently identified as a town advantage, with just under 20% saying it was a disadvantage and most saying it had no effect. The most commonly identified disadvantage was regulations, with 22.4% identifying it as a critical disadvantage and 20.0% identifying it as a moderate disadvantage. Approximately 38%-39% of respondents identified taxes or traffic as competitive disadvantages as well, with more identifying taxes as a critical disadvantage (compared to traffic). Respondents were mostly neutral on a number of other potential concerns, seeing them as neither a strong advantage or disadvantage.

Figure 29: Competitive Advantages and Disadvantages of Old Lyme



The most common challenge for respondents in running their businesses in Old Lyme was the lack of opportunities for young people to stay in town, with 43 respondents (60.6%) saying this was a problem (Figure 30). Other common challenges included the declining population (identified by 30 respondents, 42.3%) and lack of a town center (29 respondents, 40.9%).

Figure 30: Challenges to Running Their Business in Old Lyme



When asked to provide a reason why they started or moved their business to Old Lyme, by far the most common answer was related to “because I live here” or “close to home.” Out of the 81 responses to this open-ended question, over 30% said their business location was connected to their residential choice. Another common reason cited was “family,” such as a spouse’s family being in town, a historical family home, or wanting to raise or be close to their children there. There were also multiple references to the quality of life in Old Lyme as well as the desire to be close to the strong arts community. Some respondents purchased businesses in town or joined a business that was pre-existing, and others were retirees who continued to do limited work in their professional fields. Others cited the town’s location, including accessibility to highways, demographics, or that they just “sensed a need in town” for a specific business.

Similarly, when asked what they like most about doing business in Old Lyme, many also had a response related to their residence, such as just noting that the business was home-based or specifically referring to their commute or the business’s proximity or convenience compared to their home. Some identified

the town's location as what they liked most, especially its natural beauty or easy access to highways or New York and Boston. Many also cited the clients they worked with, saying they were "friendly," "educated," "supportive," "so kind," "loyal," and, for one respondent, "honest, trustworthy and caring." Others also noted that the community, local officials and the town in general were supportive of local businesses and cultural organizations, although there were a few comments saying "there is no opportunity for business here in Old Lyme" and that the political situation in town is not what they thought when moving into town and "not working to protect the homeowners and the taxpayers."

When asked what they liked least about doing business in Old Lyme, the responses were more diversified. Multiple respondents talked about planning and zoning departments and restrictions – one respondent said there was a "Very restrictive zoning and regulatory environment" while another said "they make you jump through hoops and shoot down great ideas." One respondent specifically noted a loss of commercial parking space, and another would prefer local control rather than a regional school district. Taxes were also listed by several respondents, while four respondents said they had concerns about what current "development" efforts would mean for the town including worries about affordable housing or that overdevelopment would occur ("I feel we could easily turn into Old Saybrook or East Lyme"). However, there were also respondents who had concerns about the slow pace of change, demography (e.g., a lack of younger families) and "an exclusionary feel" in town. Likewise, there were many respondents who wished the town had additional features that would support their business operations, such as:

- ❖ "A more vibrant and effective Chamber of Commerce and ... space for private meetings (not in a cafe/restaurant.)"
- ❖ "A place to bring a client to lunch. Lack of a Main Street."
- ❖ "Challenging parking areas."
- ❖ "Limited broadband infrastructure."
- ❖ "Lack of quality office space."
- ❖ "Lack of available desirable commercial space."
- ❖ "Lack of industrial land."
- ❖ "Unacceptable public restrooms, [with] no available water for washing hands."

Others mentioned the appearance of Halls Road ("ugly") or the town in general ("everything looks overgrown and neglected"), while some mentioned that their commute, traffic, and transportation in general were problems. Others said the town felt "isolated" or "closed off from other communities."

When asked to compare Old Lyme to nearby towns as a location for doing business, respondents were more likely to provide a negative comparison. Specific comments concerned:

- ❖ A lack of a town center, walkable districts, or Main Street as well as lack of commercial space in general and of retail, restaurants, small businesses, and “place[s] to meet and network with others” specifically.
- ❖ Old Lyme is “just average” compared to nearby towns that “seem more vibrant & professional.”
- ❖ The town is not open to change or new development and not business friendly.
- ❖ Old Lyme’s zoning regulations are more restrictive and inflexible, and building and zoning communications and procedures “could be improved.”

Those who viewed Old Lyme more positively compared to nearby towns called it “very favorable” or “tops in the area for me,” for example. There were fewer specific reasons given for ranking Old Lyme higher than nearby towns, although there were references to:

- ❖ “It’s simply a very nice place to live. The town has generally been very fiscally responsible while striving to have great schools.”
- ❖ “Good access to I-95.”
- ❖ “Convenient.”
- ❖ Old Lyme “Zoning Officer and Town Hall were easy to work with,” although this respondent also questioned if that was the case because they also lived in town.
- ❖ “A unique location in one of the most beautiful areas of the country.”

Others said simply that the town “works for us” or is “about the same” as nearby towns.

Closing Comments on Business in Old Lyme

Business representatives were provided the opportunity to offer any other comments on business or operations in Old Lyme. Topics in the comments include:

- ❖ Their business “operates smoothly.”
- ❖ Town officials have been helpful in the past.
- ❖ The problem is the state's economy, and that is where change needs to be made.
- ❖ There should be more support for and investment in the beach area as well as the area just outside Sound View.
- ❖ There are concerns about downzoning commercial properties to residential, even though there are still commercial operations on site as well as other planning and zoning issues.
- ❖ It is hard to find office space because rents are too low to encourage new development.
- ❖ Home-based businesses should be supported rather than “large buildings and increased commercial development.” It would be nice to have shared retail space for small home-based businesses or opportunities at farmer's or maker's market or makerspace.
- ❖ Better internet infrastructure would provide an additional business attraction to a “great town in a beautiful location.”
- ❖ There should be affordable housing to attract a younger population and people to live and work in town.
- ❖ There's a concern development will impact the environment and impose a burden on seniors as well as future generations through “infrastructure and obligations.”
- ❖ The relationship between business and government (namely, schools, Parks and Recreation, and town facilities) could be improved.

Appendix A: Responses to Open-Ended Survey Questions

What is Old Lyme known for?

[Respondents who selected “other.”]

Figure 31: Word cloud: What is Old Lyme known for?

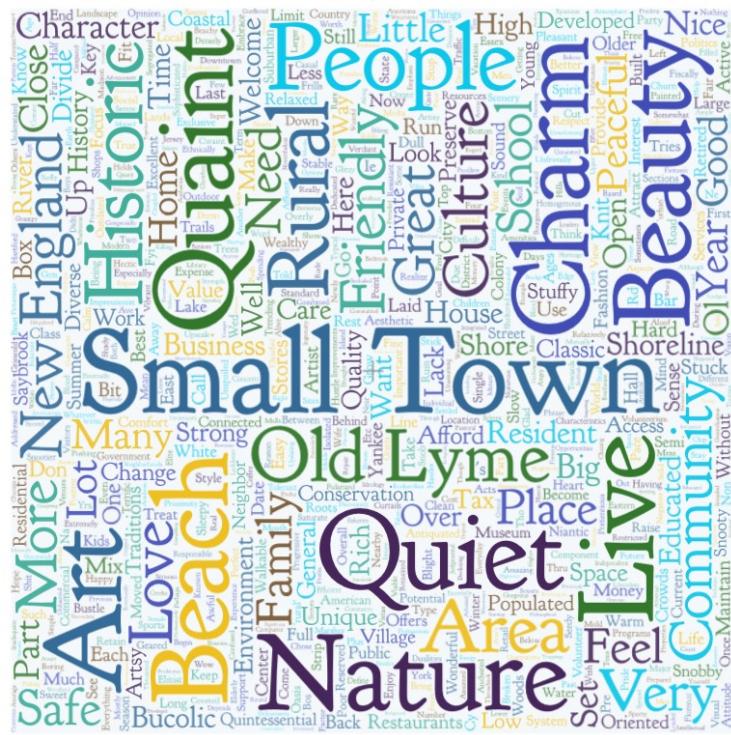


- Ability to become involved in the life and direction of the town.
- Access to multiple forms of water. Ocean, river, and lakes.
- All of the above.
- beautiful scenery along the rivers and shore
- Beauty
- Bee and Thistle Inn
- Being a small town
- Being elitist and expensive. Highbrow oo laa kind of reaction
- Birthplace of American Impressionism, quiet and peaceful escape-from-hustle-bustle feeling.
- carousel
- churches
- ease of getting to other places for work or recreation
- For being a place where wealthy business people retire and buy homes

- Friendliness
- Geographic location on CT river, proximity to NYC
- Good local consensus government
- great place to live, beautiful town near beaches
- Great school system however it seems they are trying to do away with trying to bring in tourist in the beaches of Sound View
- Great Schools
- Hiking trails/preserved land
- Low crime
- Low key and peaceful
- My impression is it that it has a mixed and varied reputation over all, depending on who you ask, but if I had to pick a word for my impression of what people think: "Stodgy."
- Natural beauty and amazing bird and wildlife. A no nonsense sense of privacy.
- Nature preserves
- Nice place to live
- No "shopping" area sprawl
- Not business friendly. Do not regard beaches as an asset.
- Open Space / Land Conservation
- Open space / land trust
- Peace, quiet, safety
- People
- Physical beauty
- places of worship
- Privilege, Resistance to change, White
- Quaint, Quiet, A handshake still means something.
- Quality of life
- Quiet, No Big chains until Dunkin Doughnuts and Subway.
- QUIETER WITH LESS COMMERCIAL GROWTH THAN OLD SAYBROOK AND EAST LYME . THAT A GOOD THING. MORE WOODS, MORE NATURAL DIVERSITY OF WILDLIFE, LESS TRAFFIC, ETC.E
- Quietness of town
- right now it's known for its shady politics
- Safety
- Safety
- Safety, small town feel
- Semi-rural atmosphere
- Sense of community/ people
- small town
- small town Americana of yesteryear, beautiful scenery
- Snobs, run down beaches, the Pavilion and all the trash that comes with it....
- Summer colony
- The quiet quality of life. The ability to step back from the hustle bustle of busy towns and be in a place that values nature and a quiet way of life.
- Undeveloped land/nature
- Unreliable town government
- Unspoiled Connecticut River Estuary
- vibrant community organizations

How would you define the “character” of Old Lyme?

Figure 32: Word cloud: How would you define the “character” of Old Lyme?



- 1950's
- A beautiful area that has the charm of New England but also terrific art
- A beautiful, historic, quiet small town, that preserves the landscapes painted by the American Impressionists.
- A bit stuffy and very little sense of community
- A divided town that needs to realize that it is growing.
- A little snooty and boring.
- A lovely residential town in a gorgeous New England setting with a rich history and vibrant set of cultural offerings, anchored by the Florence Griswold Museum and its educational programs.
- A mix
- A New England village offering natural beauty, services needed, small town feeling, all without the awful hustle and bustle of larger towns and cities.
- A nice suburban rural area with beach access
- a quiet, charming place that does well without big box stores, affordable housing, traffic and churn businesses that over saturate the place and close after 1 year. We live here because we want to get away from all that. Don't ruin what we have!!!!!!
- A sheltered community, with great potential but little vision
- A small country community
- A small New England town where less is more, development is discouraged and people grow roots lasting generations

- A town of dualities: quiet spacious residential neighborhoods and a charming historic district vs. over crowded densely populated, and for a good part, unattractive, seasonal communities; quality restaurants and cultural offerings vs. seedy bars and blighted commercial properties; wonderful verdant open space lands vs. inadequate public access to waterfront.
- A town that embraces volunteerism, curtails development, doesn't need the expense and frills of other towns
- A town that tries hard to be a "quaint New England village" instead of having an individual character of its own.
- A typical small New England town where congenially knowing neighbors is coveted.
- A very nice small New England town.
- A well run, stable, charming New England town.
- A wonderful small town that could use more businesses and restaurants.
- affluent, quiet and reserved colonial coastal community.
- although it's been classified as 'urban' we hope the 'rural' aspects of Old Lyme are preserved
- An active community with many events and strong volunteer populace.
- An us vs them attitude (townies vs beaches) FYI I am from the center of town.
- Antiquated
- Antiquated
- Antiquated, Old Money, Antiquated ideology
- art connected, rural, no town center, isolated
- Art, Culture, Quiet
- artisy
- Arts & Nature
- Artsy and beaches
- Artsy intellectual
- artsy small town
- Artsy, educated and a little snobby
- As a mostly rural small town on the "less over-developed" or eastern end of the CT shoreline, that nevertheless has a fair number of cultured people living in it.
- Authentic, unchangingly beautiful, slow changing quality environment to call home or visit
- Average New England town
- Beach community
- Beach vs town. As a full time shoreline resident I don't feel like I live in Old Lyme.
- Beach-y
- Beachy with culture
- Beautiful
- Beautiful
- Beautiful
- Beautiful and Peaceful
- Beautiful beach area
- Beautiful natural areas, historic walkable areas, unfortunate strip development
- Beautiful New England, shoreline town.
- Beautiful, New England Shoreline.
- Beautiful, quaint, natural and safe. Love the natural charm and the limit commerce.
- Beauty of the shoreline and CY River coupled with the rural character of the Town. Numerous historic houses and the focus on art.
- beauty, charming, traditions
- Beauty, nature, art, old New England charm
- Best years are behind it, but still worth living in if you have to live in CT for whatever reason.

- Bourgeois comfort
- Bucolic
- Calm, naturally preserved with great New England shore line character.
- Casual sophistication, cultured country.
- Changing
- Characteristically New England
- Charm of the place
- Charming
- charming but snooty
- charming , quiet , nice people
- Charming And historic New England. The best part of its character is its artistic heritage and focus on culture. It has beautiful natural resources (especially water), worse part of this character is the “jersey shore” bar culture at one of the beaches. It’s a disconnect from the rest of the town.
- Charming and peaceful
- Charming and peaceful
- Charming and pleasant
- Charming and Quaint.
- Charming and unique
- Charming and very cultural town
- Charming and wholesome and I don’t want it to change.
- Charming beautiful
- Charming is the first word that comes to mind but there are so many wonderful characteristics of the town. We had a family vacation home at Point O Woods for over 50 years and that

experience and memory is what has brought us back in our retirement days. While there have been many improvements over the years, much of the quaintness of the town has remained.

- Charming New England small town that once was home to an American impressionist art colony
- charming New England town
- Charming New England town and marshes
- Charming New England Village with a close connection to the Arts.
- Charming quintessential New England small town with a fantastic school system and caring community.
- Charming shoreline community committed to providing high-quality educational experiences and to maintaining the history and culture of the town.
- Charming town with excellent schools. Lacks the restaurants of Essex/Saybrook but has more character than East Lyme.
- Charming town, a little outdated and in need of updating.
- Charming, ct. yankee style, not like other towns in area
- Charming, friendly and aesthetically beautiful.
- Charming, neighborly and warm
- Charming, quaint and beautiful.
- Charming, quaint, a little behind the times.
- Charming, safe
- charming, safe, not overly crowded community
- Charming. Safe. Friendly. Many opportunities for culture nearby. Half way between Boston and New York. Volunteers are an important component of our town.
- Classic charming New England town with great schools.
- Classic New England
- Classic New England Beach Community
- Classic New England charm
- Classic New England town
- Classic New England town with natural beauty of shore, rivers and open space, art venues and convenient location
- classic small town
- Cloistered
- Close knit community.
- Coastal New England town known for the arts.
- comfortability
- Comfortable community, populated by hard working caring people. people who take pride in their homes and lives. Community that cares for each and other and works hard to provide services and quality education but also wants to be fiscally responsible. community that has high standards and tries not be wasteful. Safe and caring.
- Community
- Community Small town charm
- Conflicted
- Confused poor government decision making. Need new blood
- Conservation Preservation NO afford housing
- Country / small town values. People know their neighbors and treat them like they would like to be treated.
- Cultural
- cultural
- Culturally sophisticated, friendly, well-educated, tolerant / welcoming

- Currently- a beach town with a rich cultural history. I'd like more of a sense of community. Old Saybrook and East Lyme/Niantic have a more friendly feel.
- Currently...exclusive.
- cwaint..... key is broken on my computer ,
- Declining everyday, thru high taxes.
- Depends where in Old Lyme. The town is New England charm. The beaches are an oasis from the hassles of everyday life.
- Difficult
- divided
- Divided
- Divided
- Divided
- Divided - due to the shady acts of the town
- Divided!!!!
- "Divided" Us vs Them - Town vs Beach People
- Do it yourself Yankee Ingenuity
- Don't see many young people moving here. Population is getting older.
- Down to earth mutually respectful community of permanent residents of diverse philosophical persuasions, and a party summer beach scene.
- Dull
- Easy living
- elitist small town reluctant to change
- essentially historical
- Exclusive and unfriendly
- Expensive
- Expensive but beautiful
- Externally it is assumed that OL is wealthy, snobby and homogenous while that is true to some extent it is also a close knit community that welcomes volunteerism.
- Extraordinary art community for a quiet New England town.
- extremely mixed.
- Extremely segregated-town vs beaches
- Family oriented
- Fine example of New England- American small town.
- Friendly
- Friendly
- Friendly community of families
- Friendly, small, beautiful area, wonderful art history, safe
- Friendly. Outdoorsy/sporty.
- Full of people that don't want other people to enjoy what they have
- Getting snootier
- Good families that look after their children, elderly and communities.
- Good New England Charm.
- Good old boys
- good quality of life
- Good!
- GREAT
- Great charm, character and rural but the town's politics need to stop pushing spending on things that are not a concern to its character. (Hall Rd improvements, Free Pre K, Boathouse)

- Keeping our taxes low compared to other towns, cut school budget spending and chasing grants from the state for frivolous things are what needs to be addressed
- Great historical location filled with even better people!
- Great place to live and raise a family
- Great place to live but more of an aging population.
- Great trending to gentrification trending to unaffordable liberalism
- Grumpy Old Men mixed with young families
- Has become a town of developments. Used to be rural and charming Now a bedroom town
- Has natural beauty with its location along the CT River and Long Island Sound. Has stable, efficient well-run town government. Excellent schools.
- Historic and largely unspoiled, with great natural beauty and ample sporting options
- Historic houses
- HISTORIC NEW ENGLAND CHARM
- Historic shoreline community
- historic small town old money
- Historic town in a rare natural setting with an important arts component
- Historic, cultural, conservation-oriented, not particularly diverse
- Historic, family-oriented
- Historical and quiet shoreline community
- Historical town at mouth of CT river
- Historical, unique and beautiful.
- History
- Home town living. Many generations.
- Honest, family-oriented, breathtakingly beautiful, but not as quaint and walkable as other nearby communities.
- I love living in Old Lyme. The character seems generally friendly and safe. I would like more businesses to be welcome like delicatessens, bakeries and coffee shops.
- I really like it and discovering more about it. I look forward to having more time to enjoy it. Hard to define the character, though. I'm glad it's at least somewhat politically diverse.
- I would say it hasn't retained any character
- If I stick to the hills and rivers, it's beautiful, no place like it in the US. But the heart of the community, the attitude of the people, is trending negative - what has happened to my happy little town? All angry rich white people. I should live in Lyme.
- In need of repair
- interesting
- Isolated compared to Saybrook or Niantic. People are not as warm or friendly. They just go about their business....
- It "should" be ... families and kids
- It is a quiet, quaint New England village and beach community which has relatively conservative and traditional family values.
- It's a throwback to previous times where a strong sense of community prevailed.
- Lacking, dated
- lackluster
- Laid back friendly beach community
- Laid back, New England beach town.
- Laid back. Not a glitzy town. Simple, without all of the artificial trappings. Lots of different types of people...perhaps not as ethnically diverse as I'd like, but it is economically diverse...
- Lovely

- LOVELY NEW ENGLAND TOWN QUIET MANY TREES LAKES AND BEACHES GREAT PEOPLE TO COMUNE WITH I LOVE LIVING HERE HAD MANY OTHER CHOICES BUT CHOSE O L AND AM EXTREMLEY HAPPY WE HAD A HOUSE BUILT AND SETTLED IN OL
- Lovely New England town that is well managed.
- Lovely New England town.
- Low key; unassuming, NOT wanting to be a Madison or Greenwich.....
- Low-key, culturally significant lifestyle at the beach
- Lyme Street. The rest of Ol looks dated
- maintain the small town feel with exceptional opportunities for all ages
- mature community but rather homogeneous
- monochromatic
- My wife and I moved in to Old Lyme 7 years ago and love that we are a part of this town. Such a great community to be part of and begin our young family through such an excellent school system.
- Na
- Natural and Historic. An oasis between other CT towns beset by failing retail.
- Natural beauty small town charm Don't mess it up with Halls Road changes or affordable housing
- natural beauty that is threatened by current mismanagement of BOS
- Natural beauty with many amenities including beach, lake, trails, small downtown. Pretentious;
- Natural beauty, open spaces, focus outdoor activities.
- Natural resources
- Needs a bit of cleaning up but perfect underneath. The goal to make it like Milford is wrong for our town. We are Old Lyme, if we wanted to look like any other place, we would live there!
- New England / Rockwellian
- New England character; friendly; small town; natural environment; emphasis on respect for the environment.
- New England charm
- New England charm and natural beauty
- New England charm, beautiful beaches, art culture.
- New England charm, relaxed pace, beautiful scenery,
- New England charm.
- New England coastal
- New England coastal town WITHOUT all the tourism of other shore towns in the area. Peaceful, safe, friendly, nice for families.
- New England Elite with rural and shoreline charm
- New England small town
- New England small town charm
- New England small town charm
- New England Snob
- New England stuck in the 60's
- New England town, home to the Old Lyme Art Colony

- New England values - understated. Not interested in the current WOW factor. Good sense of what it means to be a neighbor & care about one another
- newly wed or nearly dead (a phrase we were told when we moved in and were newly wed) community minded, woodsy
- nice place to live however local government is not tax payer friendly
- No character
- No real opinion
- Nostalgic
- Not as charming as it once was, but the SLOW improvements at Sound View are a welcome advancement. Still a lot of work left.
- Not as much of a beach town as it could be
- Not friendly to the beach community
- Not snobby, friendly, peaceful. Great library. Beautiful.
- Old
- Old
- "Old fashioned" and quaint New England coastal town surrounded by a modernizing world
- Old New England conservative town
- Old and stuck up, the divide between Old Lyme and the "beach people" needs to stop
- Old but with many natural attractions.
- Old Fart
- Old fashion, public school driven beach community.
- Old Lyme has a quiet, unhurried pace, New England small town charm, and a beautiful and peaceful setting with streams, ponds, the Sound and woods.
- Old Lyme has integrated many viable visual arts programs within galleries, a school and a museum. The New England independent spirit is alive and well. The nearby rivers and The Sound create beautiful vistas which are attractive and compelling for both visitors and residents.
- Old Lyme is a beautiful town, we have sections that are very very rich, and others that are below poverty.
- Old Lyme is a town with the potential to have a classic, @small town New England" feel, but it needs an upgrade - especially Halls Road.
- Old Lyme is a traditional, conservative New England town. Its predominately white, upper middle-class residents value education and the Arts.
- Old Lyme is an amazing little town, that could be better if things were addressed.
- Old Lyme is Old Lyme.. everyone who lives here chooses to live here and loved their town.
- Old Lyme is one of the last untainted towns on the shoreline in CT as it has not been invaded by big box stores. It also has a population of productive, intelligent and caring people. It is an old soul New England town where neighbors help each other and sometimes it takes a village to raise our children.
- Old Lyme to us is a small rural town with close proximity to beaches and is a safe environment to raise a family. The town has many historic homes and provides an abundance of nature trails.
- Old money, older population, lack of diversity
- old New England
- Old New England charm
- Old New England charm; arts, history, and natural beauty
- Old New England style, with beautiful streets, waterways and valleys..
- Old New England with a strong beach community
- Old New England with an art edge
- Old New England with no big shopping centers.
- Old New England, historic and charming, with a focus on the arts, culture, and nature.

- Old New England.....great
- old school charm
- Old shoreline town feel.
- Old time charm. Nice clean beaches
- Old time-y, quaint and quiet
- Old town charm with academic strength and a history based in the arts
- Old town charm, but is stuck behind the times with development trying to maintain that charm
- old world charm combined with natural beauty
- Old Yankee attitude. If you are a part time resident, you get crapped on by the town. ie: taxes and assessments
- Old yankee ways. Hopefully changing as more young people become residents.
- Old. Retirement. Nothing to do.
- Older generations. Just a good place to get away from everything. Wish there was more in town tho, so I didn't have to go to Niantic or Old Saybrook for everything
- Old-fashioned Americana of yesteryear
- Opposite of Old Saybrook, i.e., a CT town dedicated to maintaining excellence in services while preserving a small-town atmosphere of critical importance to its residents
- Outdated
- Overall beautiful but starting to be become run down and dilapidated in areas
- Pastoral charming
- Peaceful
- Peaceful
- Peaceful and private
- Peaceful and quiet yet struggling to fend off encroaching sprawl which will degrade the town.
- Peaceful, charming, quality
- Peacefulness, combination of beaches and woodland, no big box stores, friendly small town environment, easy access to cities, transportation, recreation, etc.
- Perfect
- Picturesque New England town
- Pleasant
- Polarized residents, closed off and unfriendly residents, rude and mean spirited exchanges in meetings and on social media. The beauty of the town is tarnished by blight.
- Polarized, diverse. Wealthy and not. Educated and not. Year 'round and not. Hectic summer and more relaxed winter.
- Posh
- Positive: charming, bucolic, artistic, natural Negative: sleepy, stuffy, old fashioned, dull
- Potential to be quaint New England town.
- Private and quiet living
- Private coastal community
- Privileged suburban
- Progressive New England Charm.
- Prudent, well-intentioned town leaders and volunteers who preserve the visual "character" of the town while being open to incremental and affordable changes.
- Quaint
- Quaint
- Quaint
- Quaint
- Quaint
- Quaint

- Quaint, wooded, artsy.
- Quaint/private
- Quant
- Quiet
- Quiet
- Quiet
- Quiet
- Quiet
- quiet and charming with safe environment with everything one could want without big city problems
- Quiet and quaint
- Quiet and sleepy during the off season. More active during the summer.
- Quiet and unassuming.
- Quiet countryside with beaches
- Quiet distinguished New England small town
- Quiet high quality small town living
- Quiet New England seaside town
- Quiet New England town. Upscale homes. Beach and art blend together well.
- Quiet shore town with classic small town feel
- Quiet town with nothing going in
- Quiet, educated, charming
- Quiet, family friendly, small town charm
- Quiet, historic charm, respectful of art and culture, preservation and the environment. Resistant to becoming suburban and working to retain historic 'smallness'.
- Quiet, old New England charm
- Quiet, peaceful, tons of trees and not developed
- Quiet, peaceful, full of nature and art, supportive of community.
- Quiet, small NE town dedicated to the natural environment and the arts.
- Quiet. Charming
- Quiet. Secluded. Beach-y.
- Quintessential New England
- Quintessential New England shore
- Quintessential New England small town where people know each other
- Quintessential small New England town
- Quintessential small New England town that places great importance on education, preservation, environment and quality of life.
- Quite & peaceful
- Rather aloof. But I'm used to that because of where I previously lived.
- Relaxed
- Relaxed and comfortable.
- Relaxed, charming
- Relaxed, cultural, nature-conscious
- Reserved
- Reserved, conservative, lots of New England charm, wealthy, welcoming as long as you fit the "mold"
- Residential, with art district, and very White
- Responsible
- Restrained
- Restrictive
- Rich white people

- Right now a shit show with corruption. But overall in general it is a beautiful place to live and I want to stay here for many many more years but believe that high cost will most likely make me leave
- Rooted in its history, preparing for its future.
- Run down and out of date
- Rural and fiscally conservative
- Rural and quiet
- Rural charm
- Rural community with lots of open space. Predominantly single family housing and business restricted to a very few areas.
- Rural feeling, minimally developed, beautiful environment.
- Rural, residential, with built up shore line. Very Caucasian, ethnically.
- Sadly, many of the residents are super stuck up and snobby. Could be historic, could be an old world New England Charm type town but the population is so judgmental I am ashamed to call it home.
- Safe
- Safe quality place to live.
- Safe, quiet; lots of New England charm
- Segregated. Town vs beaches
- Semi Rural
- Semi rural.
- Semi-rural community
- Sleepy
- Slow to embrace change. Treat some area's differently than others. Non-progressive.
- Small New England town in a beautiful area with a unique interest to the arts, and a good standard of living.
- Small shoreline community with history
- small town
- small town
- small town
- small town
- small town no large big box stores or sewers or more traffic or large construction projects
- Small town charm
- Small town charm
- Small town charm in shoreline setting
- Small town charm, New England feel
- Small town charm, very judgmental residents
- small town feel
- Small town friendly
- Small town living
- Small town living
- Small town living
- **SMALL TOWN NEW ENGLAND CHARM**
- Small town New England charm. Geared towards wealthy retired people but with good schools that can bring in some younger families .
- Small town New England charm. Very quiet in winter. Kind of "boonies" in some spots and not much in terms of retail/restaurants. More geared towards rich older people and artists.
- Small town quiet close to all amenities easy access to all major highways
- Small town set in natural beauty.

- Small town stuck in the past and not progressive. Lately I've come to have a lower opinion of the town because of the nastiness at public hearings and on line comments.
- Small town that holds culture and activities for all groups, kids to seniors and values high-quality non-profits.
- Small town vibes
- Small town where you can know many of your neighbors; with beach area
- small town with easy access to other areas
- Small town with Top Schools, low taxes and large housing lots
- Small town, Americana community of yester year with beautiful nature, scenery (beaches, lake, creeks, estuaries), open space/trails, safe, New England charm, Art and Culture and amazing school system with small class sizes.
- small town, art background, good schools
- Small town, charming, artsy, educated, outdoors
- Small town, close knit
- Small town, not commercialized, high class, supportive community with very important, beautiful historic and open space values and aesthetic
- Small town, quaint, limited, sectional
- Small town, rural but not far from major business and cultural centers
- Small town. Great neighbors.
- small town/historic
- small town/rural
- Small, \$\$\$\$, historical, and not overcome by strip malls. Generally a beautiful place.
- Small, beautiful town, with great waterviews and lots of natural wildlife.
- Small, friendly, laid back community. Small independent businesses, no “big box” stores
- Small, rural, shoreline, New England town with art history and lots of natural landscape.
- Small, sweet and private.
- Smalltown
- Snobbish and unwelcoming.
- Snobby and political
- SNOOTY
- SNOOTY
- Snooty people
- Sophisticated and beautiful small town.
- Sound view and the Pavillion are killing this town, Hartford Avenue is an armpit.
- Split into 3 sectors..beaches, downtown, lake area.each with its own identity and issues. Overall, historic and charming small town somewhat resistant to change.
- Staid
- stodgy old New England
- Strong and solid
- Strong but very conservative. Sometimes not open minded to change
- Strong public schools and cultural ties, with an emphasis on conservation
- stuffy
- Stuffy
- Stuffy
- Stuffy and old fashioned
- sweet
- The town looks charming and beautiful. The people can be pretentious, opinionated, and educated but they have a good strong heart. I don't think the locals love outsiders/visitors.

- There are two characters. Very quiet very private nature and ecologically oriented families and persons who support maintaining a beautiful and sustainable community that welcomes second home and summer people to their community. And those people interested in a more commercial, shorter term, higher energy, party culture less connected to the natural environment.
- This town is a hidden gem on the coast of CT. It offers affordable homes for families looking for great schools, relatively low taxes and close proximity to new haven employment.
- too white!
- Traditional
- Traditional New England culture, unique natural beauty.
- understated
- Unique
- Unique historic town with strong cultural and aesthetic component. Priority of open space vs commercial development has kept OL as the best to live on the shoreline. Any future planning should not chip away at the idyllic setting that Old Lyme provides. The area that lags in this regard is Hartford Ave. Business development and renovation of this area would be a positive for the town
- Unique! I don't want to live in another Madison or Old Saybrook! Keep Old Lyme the way it is with rural untouched charm
- UNIQUE, IN THAT AFTER FOUR HUNDRED YEARS OF WESTERN ACTIVITY THIS TOWN STILL HAS BEAUTIFUL NATURAL RESOURCES AND A SMALL TOWN CHARACTER FEEL.
- unique, quintessential Lyme Street
- unspoiled, quiet New England village
- Upscale low-key
- Upstanding
- Vacation community
- Very artistic. Aging and stuck in its ways, I think actions need to be taken ahead of time to ensure we are prepared for the Old Lyme population in 10-15 yrs from now and now to attract new residents / business
- Very exclusive
- Very homogeneous bubble work an art museum but very little creativity and culture besides that. Limited restaurants, no sports facilities. Generally unwelcoming to anyone who isn't loaded.
- very New England
- Very Quintessential
- Warm and welcoming atmosphere
- We Love the undeveloped charm and how quiet and peaceful the town is for residents.
- We moved to Old Lyme because the people were friendly, the aesthetics of the community, and the lack of a bustling Main Street area. We prefer a peaceful country setting to towns like East Lyme and Old Saybrook.
- Wealthy small-town New England, not overly crowded most of year. Quaint
- Welcoming
- Welcoming with some effort.
- Welcoming, inviting community.
- What makes Old Lyme unique and appealing is being a Shoreline community. Only so much ocean and most states do not have it.
- Year round Old Yankee New England punctuated with 3 months of summer beach crowds, many with long standing traditions of their own

What kind of additional housing development would you like to see in Old Lyme, if any?

[Respondents who selected "other."]

Figure 33: Word cloud: What kind of additional housing development would you like to see in Old Lyme, if any?



- Accessible housing in the mid-price range, but not exclusively for Seniors
- Affordable
- Affordable
- affordable
- Affordable housing
- Affordable housing for working families
- Affordable housing is needed
- Allow beach residents to remodel or winterize.
- An "Essex Meadows" type of housing (one complex)

- Apartments and condos in a SAFE and traffic friendly location.
- Blighted properties should be allowed to renovate with affordable housing.
- Building “affordable” housing designated for elderly or disabled should be considered.
- Caveat: the beach area might be ideal for (well thought out) housing/development post sewer installation, to revitalize/capitalize on that area, which seems underused by the town.
- Coliving
- Definitely stay away from condos and apartments.
- Develop what is needed to serve residents - some combination of the above
- Don't know
- High quality not “affordable”
- Housing in beach areas and legalized mother-in-law rentals
- If we need lower income housing, divide it up--don't put it all together
- improve zoning for accessory housing within the town already
- Incentives to rehab existing homes and Businesses(especially the abandon building that are eye soars)
- Increased housing can be a slippery slope...but we have more than a thousand seasonal homes that could be opened to year-round residents if health and zoning constraints were modified, carefully.
- It is the responsibility of businesses to build and offer housing, this is not the towns responsibility and I strongly disagree with major housing developments like in Old Saybrook. These will destroy the quaintness of Old Lyme.
- Let the market decide
- low income housing
- Low income housing
- Lower-middle income housing
- Market demand tells us what the public wants
- more low income housing for diversity in population
- Nice low income apartment complexes for young couples just starting out with or without children.
- No formal development
- No opinion
- None
- NONE
- None
- None
- none
- None. The housing stock is quite adequate if you look.
- Not low income but some type of rental, maybe 55 and over
- Not sure how much space is available to build more housing in Old Lyme
- Only build where buildings have been. Don't convert open space. Make ADUs part of the fabric. Small accessory dwellings exist in Old Lyme and should be allowed to be part of the housing equation vis a vis zoning.
- Over 55 smaller house community
- Part year trailers
- Redevelop what's already there
- Remove or upgrade blight / decaying buildings
- The market will decide.
- WE HAVE QUITE A FEW HOUSES ON THE MARKET PERHAPS A FEW SMALLER HOUSES WOULD BE SUFFICIENT

- We need more affordable housing but not at the expense of Old Lyme's character and rural feeling. Hence, develop with caution and consensus.
- We're housesitting for Old-Lyme Sr and Old-Lyme residents only we do not need affordable housing for other communities we need it for our own people !!!!
- When I said "agree" to "more housing" above, I meant more of these kinds, not just more across-the-board
- Why is none not an option?
- Would favor gradual development to allow town to adjust and modify plans as needed. We are a small town.

What type of retail stores are missing from Old Lyme, if any?

Figure 34: Word cloud: What type of retail stores are missing from Old Lyme if any?



- ?
- ?
- A cozy diner would be nice, like the LYME light. Perhaps a Saturday market held in the open space across from the supermarkets, west of the hideaway parking area.
- a decent hardware / home center
- A Dunkin' Donuts
- A fish store. Otherwise none are missing and no more needed.
- A nice clothing store
- a really good restaurant, book store, café (where you can loaf, not just grab a coffee to go),

- A reasonable selection of retail stores are in nearby towns and all are slowly on the decline. Why would the town try to attract a dying industry?
- A small coffee shop on Lyme street with outdoor seating to enjoy the scenery. Nightingale's is not cutting it.
- absolutely NONE!!!!!! if we can't drive to Walmart and Costco then people should move to Old Saybrook and Niantic
- Absolutely none.
- Aldi,
- All of the above. Clothing store options, health food stores, multiple pharmacy options, multiple grocery options, honestly anything would be beneficial. Currently travel to niantic or Old Saybrook (or the outlets) for almost all shopping needs. Gift shops (carousel shop and bower bird) are convenient but everyday retail options are so limited in Old Lyme.
- all of them
- All of them
- All of them.
- all types
- All types-Costco,Trader Joe's,Starbucks ,etc
- ALL!
- All!
- ALL!
- AN AFFORDABLE GAS STATION
- another grocery store
- Another grocery store to compete with big y for more affordable prices; a laundromat (like we used to have)
- Antique store, retail shops like niantic, brewery
- Any retail
- Any successful retail depends on the owner's creativity. We rarely shop for much locally other than food, on-line provides a near infinite choice of quality & price. Also, a Costco will be opening in East Lyme within a few months. It will change the face of retail & grocery shopping. I am concerned that the Big Y may not survive as it turns into a run-out store. Please, be careful about trying to pick winners in retail.
- Anything targeted for the under 40 crowd. Entertainment, concert venue, movie/theater, year-round restaurants/nightlife
- Apparel and book store
- art studios
- Bakeries, delicatessen, coffee shop, galleries, arts and craft centers
- Bakery
- Bakery
- Bakery
- Bakery
- Bakery, Bookstore,
- Bakery, home decor store (like Saybrook Home), clothing stores, Old Lyme swag store, natural foods store, fabric/craft store, book store
- Be!I've that we are good as is.
- beach stores
- better clothing
- Better grocery store, more independent businesses
- Better restaurants, electronics store, AAA, a theater (movies, hold events).
- Big box

- Book store Good cafe Natural food market Boutique clothing shop
- Book store, bakery
- Book store, toy store, home furnishings
- Bookstore (are they all doomed?). Not sure clothing/boutique would succeed, but possible draw for unique niche: high quality, handmade or even high end vintage or consignment.
- bookstore, clothing, specialty grocery
- Bookstore, laundromat, Cafe that is open at night with light fare and acoustic music every night.
- Boutique clothing
- Boutique food items like cafe for coffee/tea; sandwich shop or lunch place; casual but good dining like Chester or Essex; dress or beach wear like Watch Hill
- Boutique, mom and pop shops
- Butcher shop, bakery, small specialties like outdoor necessities
- Casual restaurants, cafes, and boutique stores. Having a few along Lyme St would be a welcome addition
- Center area should be properly developed while MAINTAINING charms. Tons of untapped potential.
- Cheese shop, clothing store, book store
- Chik fil a
- Clothes, good bakeries, coffee shops(not Dunkin')
- Clothing
- Clothing and crafting stores.
- clothing boutiques
- clothing boutiques
- Clothing boutiques
- Clothing shops, restaurants
- clothing stores
- Clothing stores
- Clothing stores like TJMaxx etc. Pharmacy options, gym options,
- Clothing stores, shoe stores, butcher shops, local farm stands
- Clothing such as Target or Kohl's.
- Clothing, better hardware store, more restaurants
- clothing, coffee shops, etc
- Clothing, electronics, auto parts, breakfast restaurant
- Clothing, food stores
- Clothing, home. Better grocery store.
- Clothing, if Deep River can support a men's and women's shop so can we. Coffee shop serving breakfast and lunch. Central to the community.
- Clothing, services, restaurants
- Clothing, shoe stores

- Clothing, specifically outdoor/sporting/athletic
- Clothing, sportswear
- Coffee
- Coffee shops, a brewery (respectable), more restaurants (Old Saybrook for example).
- Coffee shops, not Dunkin. We need local business not chains.
- Coffee, clothing, boutique options.
- Compare to Chester ... many
- Competitive grocery stores/ shops
- computer; computer help, high tech
- Costco in E. Lyme, Amazon, etc. threaten existing OL retail
- crafts, small business shops, restaurants
- Decent groceries, restaurants, decent drugstore/pharmacy
- deli, more sit down restaurants
- Dept Store or store with bulk household items Sporting goods Clothing Weed dispensary
- Don't know
- Don't need anything else!
- Drive thru fast food
- Drive Thru's and a local healthy restaurants
- Epicurean/specialty foods
- Ethnic Restaurant choices
- Every one of them
- everyone shops ONLINE Vacant shops in OS---learn from looking at other towns ruined by over building
- Everything
- Everything
- Everything is missing!! At the Big Y shopping area: a nice clothing store like Talbots/Chico clothing store, a nice family restaurant (not a bar) for breakfast/lunch and dinner (like an A C Petersons or an IHOP would be great but maybe too big) , a small sporting goods store (REI-like), I would love an Italian Bakery like Mazzicato's.
- Exercise classes/Pilates yoga studio Restaurants
- Fabric store, specialty grocery stores, shoe stores
- Family friendly options.
- Family restaurants (other than pizza); Farmers market
- Fast food restaurants, there are very few options for fast reasonably priced family restaurants in town. Lots of pizza related restaurants. A MacDonald's, Wendy's, Burger King, or something like this, on Hall Street would be very beneficial for the townspeople. The town does have some very nice sit down dining restaurants, but once in a while it would be nice to get something quick, especially for younger families.
- Fast food
- fine the way it is
- Fish shop, bookstore
- Florist, cheese shop, small restaurants, specialty deli, bread shop.
- Flower shop, bakery, coffee/lunch spots
- Food
- Food by the beach
- Food options, cafes, eateries, coffee shops, smoothie bars etc.
- Food retail options (coffee/bakery, quick bites, ethnic food, takeout other than Italian/pizza or Dunkin)
- Food, Clothing

- Food, houseware, clothing, hardware
- Gas / Convenience Store (such as Cumberland Farms) meat market, Upscale food market (such as Whole Foods) and Off price department store, drive through food (Dunkin Donut) and family restaurants.
- gas stations; more locally grown options
- General goods, large retail (Walmart, Home depot for example)
- general shops
- good lunch places, all week farm stands for fresh foods, nice small shops for clothing, gifts (e.g., like Essex)
- good ones
- Good restaurants and coffee shops
- Gourmet food, quality house wares, children's shops, quality clothing stores and boutiques.
- Grocery options, especially boutique grocers like Trader Joe's or Whole Foods. Restaurant options other than pizza, especially multicultural food. Marina.
- Grocery store options
- grocery store options, clothing, gourmet food
- Grocery store. Only one store in town. Have to travel to Niantic
- grocery, clothing
- Grocery, fishing/marine, food/takeout.
- Halls Road and Hartford Ave need upgrades, with more and nicer of what each already offer as far as restaurants, delis, boutiques. With a big museum down the street, why no basic art stores on Halls Road?
- Happy to support local businesses, don't mind traveling for what is missing
- Hard to answer as the very nature of retail shopping is changing. A good breakfast/lunch restaurant would be welcomed.
- Hardware store
- Hartford Ave shops
- Hartford Avenue needs a total facelift and deserves it. The people of Old Lyme want it and deserve it. Small restaurants like Essex would be great
- Health food like food works, gift shops in addition to Bowerbird, clothing
- Health food store
- Health food store, book store. Would love to see owner of Hideaway complex (I don't know the name) improve the outside of the building. It's looking shabby.
- Health food/gourmet
- Healthy quick grab food
- high end bakery high end delicatessen high end florist
- high end boutiques to attract non OL persons
- High end clothing, specialty food and beverage, health food, fitness, pet needs Really a Whole Foods would do it for the shoreline
- High end grocery (Whole Foods, Wegman's)
- high end, quality restaurants
- Hobby and special-interest shops, small, local coffee/tea shops resembling the lamented Lymelight.
- Holistic!
- I can drive to OS if I need anything
- I can't think of any
- I don't think OL needs More retail stores. Leave that to Old Saybrook.
- I don't know
- I feel that there is a lack but am unable to explain what type.

- I like not having too much retail. Few more restaurants would be nice.
- I think it would be great if Halls street was more like downtown Chester.
- I would like a good quality food store like Whole Foods and better restaurants.
- I would like to see the Hartford Avenue area have more retail. In its current state, that area seems to attract a lower class clientele.
- I'm impressed with the variety of options given such a small town. I would love a good brunch place!
- I'm not really sure what kind of retail store is missing from Old-Lyme I guess I would say a car wash
- Independent stores and restaurants
- It would be nice to have some more small local businesses, but major retailers are not needed. There are plenty in nearby towns and to have them here would ruin the ambiance of the town
- it would be nice to see a more cohesive retail space, cafes, boutiques, activity based retail (potter/paint shops)...more or a European feel? smaller specialty shops, cheese, bakeries, florists...
- it's a small town don't need retail shops go to OS or EL
- It's fine. Big Y needs a facelift.
- It's good the way it is.
- it's perfect
- Just about everything!
- Just hoping to keep big y
- Keep them in Old Saybrook
- Larger grocery, better restaurants
- Like it the way it is already close to Old Saybrook Clinton Waterford
- Local retailers in niche markets
- Local/semi local shops that aren't high Expense. 10 thousand villages is a good example of a fair trade shop that would be nice to have
- Love to see a small department store. Similar to Renys in Maine.
- marine supply, sporting goods, health food, upscale coffee lounge
- maybe some boutiques, something to enhance the community
- Mom and pop
- Mom and pop business
- Mom and pop shops.
- More grocery stores and department stores
- More grocery stores, department stores, etc.
- More grocery stores, Target, Walmart
- More holistic organic food options. Less expensive clothing stores
- More quality dining options.
- More restaurants
- More restaurants, household goods, novelty or mom and pop stores
- More shops in the beach area. Specialty type shops
- More shops on Lyme street and shops/restaurants in soundview
- more variety in grocery - health food store that isn't just price gouging
- Na
- na
- Neat little shops like Niantic
- Need more competitive business
- Need more variety
- Need one larger store that has a variety of things including clothing

- None really. East Lyme, Saybrook, and others have plenty of supply. Besides, bricks and more retailers are struggling everywhere. We have plenty of available spaces, zoning permitted.
- NONE WEHAD 2 DRESS STORES THEY BOTH CLOSED FOR LACK OF BUSINESS HAD A MENS STORE CLOSED FOR THE SAME REASON WE HAVE MANY STORES IN SAYBROOK LETS KEEP OLD LYM A CHARMING NEW ENGLAND TOWN WE HAVE A GREAT MUSEUM ART ACADEMY ART ACTIVITIES GOOD SCHOOLS FIRE DEPT AMBULANCE SERVICE JUST CLEAN UP THE UNSIGHTLY HALLS ROAD GET RID OF THOSE HORRIBLE BENCHES IN FRONT OF CHAPMANS CENTER
- None, all needs are met within a short drive.
- None, as I can go easily over the bridge to Saybrook or other way to Waterford, etc. I love the unspoiled, undeveloped charm of Old Lyme. Small town Americana, once gone can't be brought back.
- None, given close proximity of other retail
- None, I moved here 20 years ago because I like Old Lyme the way it is. Every type of business is available within a 10 minute drive.
- None, in fact in the past five years we've seen many new businesses starting in Old Lyme on Halls rd. Any other shopping needed is just a short trip away.
- None, Old Lyme has all we need. Say brook has Walmarts, Tractor Supply and Staples. 10 min. away, Home Depot and Lowe's are only 15 to 20 min. away
- None, Old Saybrook, New London or East Lyme has plenty
- None, there's enough. People choose small communities on purpose/ if you want change, move to a community that suits your desires. Why move somewhere and change what we love about it?
- None, we are close enough to everything we need.
- None.
- None. Everything is available in nearby towns if not here.
- None. We are surrounded by towns with plenty of retail stores.
- None. Beautify what you've got because you are too too late to indulge with the shopping mall stuff. How much more shopping is needed? We can't compete, old formula!
- None. Everything is an easy drive to osb or East Lyme
- None. If I want a book store I go on-line or to RJ Julia in Madison. Clothing-Clinton Crossings. We have food, drug and other basic stores.
- None. OL has all the essential stores. The rest of non-essential items can be easily purchased on-line or elsewhere.
- None. Other stores are conveniently available in nearby towns.
- None. Saybrook has everything, and it's 5 minutes away.
- None. There is plenty of shopping here and nearby towns have everything else.
- None. We must know our role. There are outlets in Westbrook and Clinton. Plus, we I don't think want to be like Old Saybrook or Niantic, nor do we have the population to support too many businesses.
- None. What we don't have in Old Lyme is easily obtained by short drives to adjacent communities.
- None. Why are you trying to make Old Lyme something that it isn't! People move here for how it is now. If they wanted to move to Glastonbury they can just move there!
- Not sure
- Not sure
- Nothing. It's a small town. People like that. Move away if you want stores. Everyone moves away eventually-taxes are killer in state of CT
- OK as is.

- Old Lyme exists within a web of small towns, together they have things covered
- Old Lyme has a good mix. We travel to other towns or use the internet, if needed, to purchase items not found in Old Lyme.
- Old Lyme has had butchers, fish stores, men's clothiers, etc. who left. It has the shops that the townspeople are willing to support.
- OMG where to start... we need an organic grocery like Whole Foods or Trader Joe's to anchor Halls Rd. We need a place to sit outside and eat healthy, fresh lunch/dinner. We need a family restraint where "everyone knows your name..." we need boutique shopping.
- On-line shopping pretty much obviates need for further retail.
- option for other grocery stores, fast food
- Organic coffee shop with healthy option menu.
- Our needs are being served.
- Pet stores
- Pet supply store, car wash, diner
- Pharmacy and grocery options on Mile Creek side
- Public demand drives business' which are needed. What we have now, is what is needed. There is ample commercial retail space available.
- Public friendly, less private offices (doctors, accountants etc.); Family friendly - especially for the families with teens
- QUALITY affordable restaurants
- Quality clothing store and jewelry store.
- quality food restaurants, walkable shopping area with boutiques We have beautiful views and shops/restaurants should take advantage
- Restaurant
- Restaurant, farm stands, athletic/recreational
- Restaurants
- Restaurants and a Main Street shop destination
- Restaurants and cafes
- restaurants and coffee shops
- Restaurants and retail both seasonal and year round. Hartford avenue is a disgrace for such a beautiful town.
- Restaurants and small shops
- Restaurants or coffee shops with water views and outdoor seating.
- Restaurants that do not involve pizza. Family friendly.
- Restaurants! More boutiques, a natural foods store, outdoor recreation store.
- Restaurants! Gourmet grocery. Butcher. Children's clothing. Women's higher end. Patagonia or L.L.Bean. Place to buy fun hostess gifts (love bowerbird for kids presents but adult offerings skew more towards those in 70s)
- Restaurants, bars, beach shops in Sound View
- Restaurants, breakfast/coffee shop
- Restaurants, cafes, shops in Sound View and on the shoreline in 156. I go to Old Saybrook for everything. The shopping in Old Lyme is horrible, especially in the shoreline area. It looks like post-WWII Germany after the bombings.
- Restaurants, coffee shops, clothing, sports oriented, gift, specialty

- Restaurants, coffee shops, hair salons, general cleanup of abandoned buildings
- Restaurants, community gathering, shops, kid friendly places
- Restaurants, department stores.
- Restaurants, etc.. we need better places to go on the beach, this should be a wonderful community amenity, not limited by private associations and fences. coffee shops, brewery tap House, live music venues.
- restaurants, natural food, farm, clothing ,
- Restaurants, pubs, bakeries, book stores
- Restaurants, shops, family gathering places....more areas where you can walk around with family and friends.
- Restaurants, clothing
- Restaurants. Clothing stores
- Retail and dining should not be national chains. Unique offerings, "mom and pop" businesses are the best options to make the community more attractive.
- Retail has shifted to the internet; the region has a glut of empty storefronts. A specialty foods market. Art galleries (Cooley has reduced business, Birdsall Gallery closed, Judy Friday closed, Lyme Academy is for the moment closed, the gallery that was by Hide Away Restaurant closed - this shift is impacting the character of the town)
- Retail is fading. People are shopping online. But more meeting place retail, like coffee shops and co-working environments.
- Seafood
- Seafood, CrossFit
- Seafood. Bakery. Need more family friendly restaurants.
- Shoe repair, tailor - not sure if town could economically support them.
- Shoreline areas need a refresh, tear down the dilapidated areas in Sound View and along 156 and develop the area. Add restaurants, mini golf? go carts? beach activities...
- Small boutique stores
- Small business boutiques and gift shops
- small clothing?
- Small independent retailers will have a very hard time succeeding in Old Lyme or any community given the current retail climate.
- Small shops, a great breakfast restaurant. Still missing the Lymelight
- Small specialty stores. Boutiques. Examples - Grace and Nuture Nest in Niantic. The great shops along main street in Old Saybrook.
- Soundview areas need much help on the Strip. Condemned buildings need to be taken down and the Town needs to allow businesses to come in for Economic Growth.
- Soundview needs some affordable shops and food options.
- Specialty grocery store
- Specialty shops , cheese shop, bakery
- specialty grocery stores, otherwise everything is available on line!
- Specialty/Natural food stores
- specialty stores and unique food stores
- Sporting goods
- Sporting goods, clothing store
- Sporting goods, fast food, auto parts, CVS,
- Starbucks
- Starbucks
- Starbucks
- Starbucks, Trendy Restaurants, Breweries

- Target
- Target, CVS, and Trader Joe's
- Target, Home Depot more family run businesses too.
- Target, Starbucks
- The area near the beaches needs to be improved. I would like to see pottery shops and other retail stores that attract visitors.
- The beach area has lost retail especially food and restaurant businesses. They have a short window to make money and it is a challenge when parking continually gets restricted and changed making it difficult for the public to decide to come here.
- The current mix seems adequate. All the basics, except clothing.
- The entire public beach area of Hartford Ave could get inspiration from Niantic's Main Street. It has the potential to hold small stores and be a nice area that our town could be proud of. It is a real shame that more attention is not put there.
- There are basically no retail stores. Something needs to be done to attract decent businesses to Hartford Ave. Year-round residents go to the shoreline, the carousel, It could be really nice and not so trashy down there if the town cared.
- There are no major deficiencies. In fact we have many more options than other similar communities.
- There are so few retail stores in OL that I would be open to any. I do almost all of my shopping outside of town.
- There have been many missed opportunities in Old Lyme. Business are our friends, look how the town destroyed Sound View.
- There is plenty of retail in surrounding towns close-by. We have everything we need.
- This is the greatest opportunity. More restaurants, big box store.
- This year we lost our fish market on 156, now we drive to Old Saybrook for seafood. We also regularly drive to East Lyme for our butcher.
- Those that market young adults and teenagers, tech and music enthusiasts, cooks, pets.
- Affordable shopping experiences
- Today many people shop on line or by catalogue. Stores have tried here but were not successful.
- Trader Joes
- trader joes
- Trader Joe's NY style pizza
- Trader Joe's or health food store, Panera or bakery
- Trader Joe's type grocery store, quality bakery (bagels, cakes, bread), fabric store, seafood retailer
- trader joes, whole foods
- True Value or Ace Hardware, Clothing Stores
- Unique, boutique/specialty shops
- Upscale restaurant
- Viable retail shops with a diverse set of offerings. This is a difficult need to fill, as retail, in general, is on the decline.
- we are fine. our shopping area could use a "face lift."
- We aren't missing much of anything, just that there isn't much variety within what we do have (e.g. specialty vs. regular grocery stores)
- We can always use more boutiques, clothing, pets, and sporting goods
- We could really use another grocery option. A Trader Joe's or Whole Foods type store would bring in so many people from surrounding towns to shop without compromising the character of the town. Old Lyme is lacking clothing retail but I realize big name stores may not fit with the character of the town. If we could get more small scale boutique type shops to want to come here

that'd be great- gift shops, clothing boutiques, specialty stores. I'm picturing Chester center with all the restaurants, art galleries and gift shops- still small town charm but brings people in to boost economy.

- We do not need big box stores but the development of local shops should be encouraged like a good bakery!
- We don't need more retail in town (could beautify what we have to attract more shoppers). More retail at public beach area might serve that community well.
- We have a grocery store, a pharmacy, boutiques, wonderful restaurants. More retail stores will ruin the character of our special town.
- We have adequate retail in Old Saybrook!
- We have all we need
- we have plenty any more retail than what we have
- We have plenty of restaurants...I would love BETTER restaurants, but building new ones doesn't guarantee that they will be good, just that there will be more. Maybe as a town, if we support and demand better food from what we have, they will respond...Frankly, I love that we are a region...I love going to Old Saybrook or Essex or Chester to get specific things I like. I depend on those towns to make my life better...I don't need it all to be in Old Lyme...we are a network of towns...
- We have very very very little.
- We have what is necessary.
- whole foods
- Whole foods or trader joes
- Whole Foods or Trader Joes. More restaurants. This is the only commercial development that I believe should occur.
- Whole Foods, All
- With so many beach visitors, the town could use more gift shops and antique shops to give another reason to make it a summer destination
- Would like more variety of retail stores
- Would not like additional retail in this area
- x
- Year round restaurants, coffee shops,

Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme?

HALLS ROAD

Figure 35: Word cloud: Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme? Halls Road



- 100 Halls Rd bldg (blue with the giant “100”) is the “welcome to Old Lyme” building. Woof. Can the town encircle it with evergreens or possibly relocate it to the bottom of the LI sound?
- a crosswalk or two please
- A fast food option
- a medical center of some sort (e.g. urgent care)
- add mixed-use housing only if hi-tech septic treatment possible, no sewers!
- Add pedestrian bridge, town green and walkable shopping area that connects to Lyme Street and ties in to a Rogers Lake by sidewalk
- Additional development will only lead to greater congestion during the town’s busier months. That will lead to traffic being backed up throughout town and could put pedestrians in danger should sidewalks etc be added. The current plan is a poor use of money and lacks common sense for anyone who has spent a summer in the town.
- Aesthetically this road feels like one big parking lot
- affordable rental housing
- All this area needs is beautification, pedestrian friendly updates and perhaps a town green/cultural space. (Frankly if the current buildings (opposite the Big Y) were all properly

maintained and painted either white or grey with some updated landscaping it would be a huge improvement at minimal cost.)

- Already commented
- An actual walkable downtown similar to Madison
- Any development would necessitate a by-pass for Rt 1 traffic off I-95
- Architectural code in keeping with the OL Historic District
- Area in most drastic need of improvement
- Avoid sewers
- bakery
- Beautification of existing buildings
- Beautification, updating current structures (repairs, white paint), landscape, perhaps sidewalks, pedestrian bridge, public green space at river. No housing. No mixed use (this trend will be dated soon).
- Better access for pedestrians and bicycles on both sides of road, community gathering places like cafes and restaurants with outdoor patios
- Better pedestrian access
- Better restaurant/ bar options would be great
- Better use of empty lot
- bike lanes
- Boutique businesses
- Bus service. Make this the downtown, center of our community. Majority business and mixed use. Medical, banking, recreational, grocery/pharmacy, electronics, areas to sit and relax, coffee, shop, book shop, hair dresser/barber, deli
- Business signage in area looks run down. Area is not attractive for a town hub.
- casual adult restaurant, family friendly restaurant, NOT fast food
- Clean up existing bldgs
- Combo affordable housing & varied retail
- complete update town green restaurants
- complete re do
- Comprehensive overall improvement in appearance and appeal
- Concentration of funds to improve this part of Old Lyme
- Could use a Starbucks and some more restaurants
- Create a mixed use town center & make a place.
- Desperately needs a facelift. It only survives because Old Lyme people still go there.
- Develop to an area people will want to park, walk and shop
- development along the lines of the Yale studies
- Don't need sidewalks. Retail is within shopping area and visitors will drive between different "strip malls". Sidewalks would not change this.
- drive through window sales
- Everything-this is the heart of town
- Existing commercial buildings should be beautified.
- Facelift of ugly HideAway Plaza
- Farmers market, restaurants
- Fine the way it is.
- General upkeep and maintenance needs to be down
- Give it a town center/Main Street feel, sidewalks/benches/shops/restaurants
- Great opportunity on Halls Road for better community environment
- Halls Rd Improvement Committee plan too much, perhaps some cleaning up and improvements, but not what's in that plan

- Hall's Rd. plans are exciting in all aspects - park, retail, housing
- Halls road is a developed area between the highway exits, there is not much housing in the area and I do not believe that sidewalks and redevelopment will increase business or be used by the community, this is the year round business center that will be busy any time of year. Further development is not needed, although making it nicer with street scape would be appealing. There are vacant store fronts offices and buildable lots, I do not believe development in this area would change that
- Halls Road is already congested. I think plans to expand commercial spaces, to develop, will ruin character.
- Halls road is just plain ugly, and needs work! Kids walking from high and middle school have to walk in the street, and there is nowhere for them to go!
- Halls Road is the gateway to Old Lyme and Lyme and is dated and relatively unattractive given the beauty of our town. Thoughtful redesigned needed here. Also, the building numbered 100 on 156 which is the first thing anyone sees as they enter the town by car should be demolished! You asked, so there you have it. Good luck!!
- Healthy Organic Place to Eat
- Help upgrade the older facilities. aka...that gas station is an eye sore...look at what e. Lyme has done with flanders 4 corners as an example.
- I do not believe we need 'more'. We need to tidy up what exists.
- I only use big y and Walgreens, other retails are over priced
- I think more pedestrian space would be desirable considering proximity to the schools
- I want this to be more like a village, less like a strip mall
- I would like to have a monument and town green
- I would love to see more retail with affordable housing on top go into halls rd. Right now the layout is such a waste of great space it's really a shame. I'm confusing as to why housing and retail can't be combined in this area.
- I would love to see this area more pedestrian friendly and easier to "park once, shop several place". More dining options would be great. Multi use retail/housing in this area would be great. shop
- I'd like to see a few of the shopping centers look nicer
- If anything needs walkways
- If you want major development on Halls Rd, first hold a referendum on spending millions to sewer Halls Rd.
- Improve existing rather than new development
- Improve the southwest corner of Halls Rd.
- Improve visual appeal, add more retail.
- In favor of the advisory group recommendations
- Integration of the Baldwin Bridge Park and Connecticut river overlook that no one knows even exist. As well as building of town docks on that river frontage to allow our halls road area to be accessible from both the Lieutenant River and the Connecticut River via water dependent transportation.
- It is a state road. Leave it alone.
- It would be nice to create a more artsy, food-y kind of environment there.
- It would be nice to have an outdoor space for summer concerts.
- It's not the towns job to develop however I would willingly paint crosswalks for free in several locations ie andys plaza to the post office, citizens plaza to big y plaza
- Just clean up what there or tear it down.
- Just more visually attractive
- Keep it small and attractive

- Laundromat
- Leave it
- LEAVE IT ALONE
- Leave it alone
- Leave it alone
- Leave it alone!
- leave it alone----Yale study is a waste of our money
- leave it the way it is
- Looks depressed and underused
- Lots of empty space available that needs to be priced to occupy
- Major priority
- make it a destination for high end retail
- Make it attractive. Very bland and sterile looking. Think of a boulevard going down the center of the road with trees, shrubs, etc.
- Make more pedestrian friendly, walk lights, sidewalks
- Make much more attractive, more charming in addition to regional retail and hipper dining with better parking
- make this the commercial center, we need more retail and sidewalks. The shopping center on the north side of Halls road is a disgrace. Make it more like Essex - a place where people want to come and shop and eat. Connect Lyme street to Halls road with sidewalks.
- Making use of the small shopping centers here with retail/dining would be awesome
- Mexican restaurant
- Mix of uses, residential, affordable housing, better quality office and retail space, walkable retail and dining, outdoor dining, brewery
- Mixed use
- Mixed use affordable housing/retail, more cohesive planning of the existing commercial space
- Mixed use with small local businesses with apartments over them
- Mixed use, affordable apartments/condos/senior housing
- mixed use, affordable housing
- Mixed use/ visually attractive/ more appealing to young people/walking and biking areas
- Mixed used residential near the hideaway.
- Mixed-use retail, public space, and small-unit housing
- More appealing to eyes, easily accessed
- More attractive shopping environment; at present, it's just functional
- More attractive store fronts
- more commercial businesses
- More family friendly restaurants and stores; Sidewalks
- More of a downtown feel
- more restaurants
- More restaurants and nightlife
- More restaurants including a great coffee/breakfast place
- more restaurants with outdoor patios
- More retail.
- More shops
- More sidewalks for family walks/trikes
- More vibrant development, mixed use
- More visually attractive, keeping in the quaint New England theme of the rest of the town
- Multi-purpose, commercial town center, walking along Lieutenant River
- Need pedestrian-friendly development, including bike lane

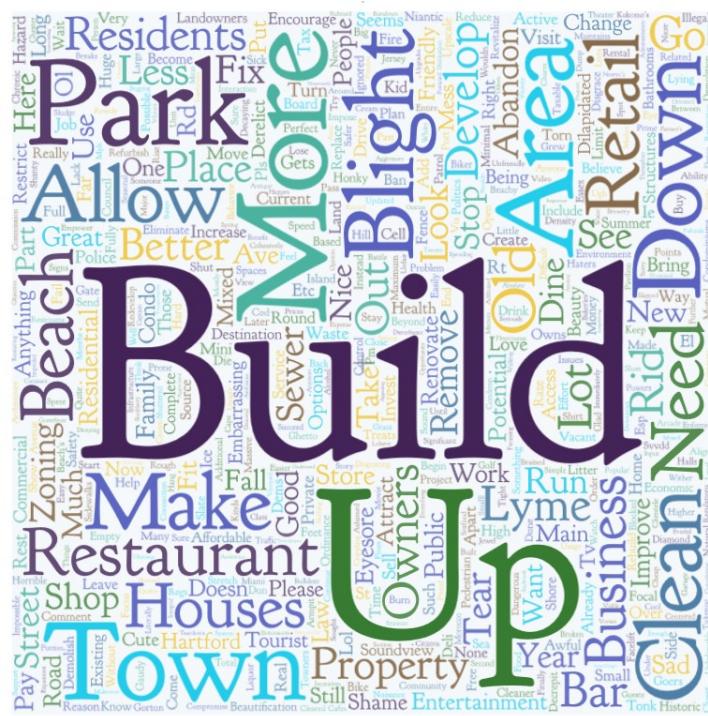
- Need to encourage and attract additional businesses
- need to standardize the appearance, too many different styles going on and a lot of overgrown lots...
- Needs a total revamp. It's a mishmash of buildings most of which are ugly. Not friendly to pedestrians. This could be so much more.
- Needs complete overhaul and practical long term plan
- Needs to be more visually pleasing and offer more retail and dining options
- New "downtown/main street" feel with Sidewalks and crosswalks needed
- No
- No
- No
- No additional comments
- No additional development due to traffic problems especially in summer
- No affordable housing ever
- No affordable housing is needed
- No chain restaurants!
- No development needed
- no development, but make streetscape visually attractive
- No power/utility poles
- No power/utility poles
- No street parking; all in rear. Limit the number of driveways. Medians or one-way traffic. Wide bike lanes. Connect it to other areas with bike lanes as well; particularly to the schools. Make it so our kids can safely bike to school either for class or to use the fields for play. Right now, they are cut off.
- none
- none
- none
- none
- none other than perhaps sidewalks
- NOTHING
- Nothing. Show me the property owners and what THEY are willing to do...
- Open park/town green area. No more development since it is the overflow to 95
- ORGANIC GROWTH WITH NO BOX STORES
- park by the river
- Pedestrian activities overlooking river.
- Pedestrian friendly
- Please make all the vehicle entrances to Old Lyme more attractive. Clean them up and place a welcome sign. This will be less expensive and do more to make the town attractive than trying to emulate the retail environment of nearby towns.
- Proposed plans great- need to "modernize" what was designed years ago to keep commercial out of historic area & New England village. Would be ideal to not have to go to Old Saybrook & Essex for quality dining, shopping, pharmacy etc
- Proposed retail expansion along Halls Rd. is overdone re. proposed plan
- Quality cafes and restaurants.
- Redo Big Y mall but leave the parking as is
- Refresh Old Lyme Shopping Plaza
- Refurbish existing
- Remodel old structures, add Whole Foods type of health store and specialty pet store
- Residential rental properties should be minimized. Dining emphasized..

- Restaurant
- Restaurants/clothing stores
- Retail
- Retail closer to road, parking in rear.
- Retail development is ok
- Should make more attractive with no net addition of square footage.
- Sidewalks
- Sidewalks
- Sidewalks
- Sidewalks, kid friendly things for students
- sidewalks, new signage for existing stores
- Sidewalks, old fashion street lamps, bike lanes.
- Sidewalks, streetlights, MUCH more visually appealing.
- Small incremental improvements. Trees, shade.
- Small shops
- Some consistency of architecture for any new structures
- Some more dining would be great.
- Something for children and teens - a meeting place
- Standardized business signage viewable from Rt 156/Halls Road intersection
- Starbucks and or additional grocery
- Step-down housing for seniors-walk to shop if necessary
- Stop lying that big y is leaving town—Empty stores are all over. Stop fooling yourself. Stop trying to exploit OL for your own pocket halls road comm. you are going to destroy OL. You should move to Bridgeport if you want low income housing
- stop the useless halls road development committee
- The only somewhat nice place to go in Old Lyme
- The plans have looked great
- This area is an eye sore. I would love it to look for cohesive, more walkable, more community space- using the space available more effectively. Mixed use housing/retail would be great. Moving the parking behind the buildings and adding more beautiful plantings
- This area really needs to be more pedestrian friendly and built up. This should be the focus and center of down town Old Lyme
- This area should be the focus of small shop development.
- this is the opportunity
- This retail area needs to be enhanced and thoughtfully nurtured in terms of better signage, landscaping and height restrictions (not more than 3 stories).
- This road NEEDS to be pedestrian friendly in a major way. Please make this happen!!
- traffic management
- Try to fill the empty retail space, build or demolish the old foundation and leave the rear alone except to add a large sign showing the stores in the OL Marketplace.
- Up scale restaurants
- Use of already existing structures, maybe some area including the river
- Walkable and attractive as a gathering place
- Walkable downtown connecting galleries to shops and dining- ugly buildings updated
- Walkable spaces
- We do not agree with any 'Halls Rd improvement committee' Activities
- We do not need an expansion of Halls Rd. We are small town friendly and what is wrong with that?,
- What we have is fine

- who is paying for the proposed development
- Why? You can't make improvements on private land
- With halls road and rt 156 being the bypass routes for I 95 plus being state roads coupled with either side being private property, there are minor improvements possible. These 2 bypass routs MUST be left unimpeded by mixed use development. Trailer trucks and baby carriages don't mix!
- Would be great to add more retail to this area.
- x

HARTFORD AVENUE (SOUND VIEW)

Figure 36: Word cloud: Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme? Hartford Avenue (Sound View)



- \tear down buildings which are safety hazards IMMEDIATELY!!!! Anything else can wait.
- A beach ghetto - nice job dems
- A disgrace. Let s make it right
- ability for residents to improve what they own - this is our diamond in the rough far too long ignored
- AFFORDABLE HOUSING
- Allow improvements by landowners
- Allow more density and updated zoning regulations that would allow for upscale development!
- allow property owners to clean up the dilapidated buildings
- Allow renovations of blight areas
- Any development is good

- Anything
- Anything Kid Friendly
- Anything to make it less horrible to include stretch of 156 from Shore Rd to Gorton Ave area, it's embarrassing
- Area doesn't fit in with rest of town, seems gaudy in the summer. Like the Jersey Shore TV show.
- Area needs to be cleaned up. Has so much potential to bring people (other than bar goers) to town, so sad to see it look such a mess and being our town down.
- Armpit
- Ban private parking lots, impose 2 drink maximum on liquor service, active Police patrol, aggressive ticketing, demolition of attractive nuisance structures, Soundview Beach for residents ONLY
- Bars, restaurants, entertainment sources.
- Bathrooms. Out houses are embarrassing
- Beach access
- Beach for LOL residents ONLY
- Beautification
- Better parking and more pedestrian friendly
- Better restaurant/ bar options would be great
- Better zoning laws and mutual beach laws.
- Bike store, Beach related, deli, recreation based business with mixed use housing.
- Blight control/removal
- Blighted properties should be cleared now for development later.
- Bulldoze it into Long Island sound
- Burn it down and start over. Build it upscale to attract business, stop the town from driving people out!
- Cell service
- change the zoning so the derelict building can be demolished and development allowed
- Change zoning to allow blight to be removed
- CLEAN IT GET RID OF A LOT OF STORES THERE
- clean it up
- Clean it up- Buildings and people!! It is a very historically significant area, but currently an eyesore and a disgrace to Old Lyme
- Clean slate. Awful area. Better, but still awful
- Clean up abandoned buildings
- Clean up abandoned buildings, increased police interaction, litter removal
- Clean up existing buildings and make that area one of the main focal points of Old Lyme as it should be
- Clean up run down buildings. Remove fences from beaches.
- Clean up the abandoned buildings
- Clean up the blight
- Clean up the blight and make the street look cohesively attractive. Better dining options.
- Clean up the blight; empower retail to succeed.
- Clean up the decrepit abandoned buildings
- clean up the dilapidated buildings, more retail
- Clean up what's there
- Clean up, better parking and retail with restaurants
- cleaned up/ this is good for all in community. Restaurants
- Cleaner please! Why is the beach a public beach?

- Close the public beach or pay to stay. Free parking for all Lyme-OL residents esp. when visiting businesses.
- Closet the public beach - open to Old Lyme and Lyme Residents Only.
- Commercial will never come back as there is no place for customers to park it must become a full residential street with parking for residents only
- Complete renovation
- Complete renovation/revitalization of area. It's a mess.
- Complete tear down and rebuild. Has anyone in the Economic Development Council ever been to a popular beachy tourist destination with cute shops and nice restaurants?
- Condemn the buildings.
- Condominiums would be good.
- Condos
- Condos
- Could be beautiful. Blight ordinance in Beach Area please!
- Could be really nice if cleaned up and more businesses move in. Parking is tight.
- Decaying buildings are an eyesore. Residents have been blocked at every turn from improving the area by the town. Now the crippling expense of the sewers. What a shame to waste this area.
- demolish old buildings, no bars
- Demolish run down buildings allow residential housing to replace them
- Demolition of abandoned buildings Hartford Ave and at 156
- develop abandoned properties
- develop run down buildings, put in sewers
- Dining Rental
- do not make it impossible for some development
- do not make it impossible for some development
- Easier pedestrian access
- Either clean it up and improve or shut it down....it's honky-tonk and embarrassing
- Eliminate blight, bring more businesses
- encourage family-friendly businesses, like new Kokomo's
- Encourage residential over retail structures
- Entertainment
- Facelift of dilapidated buildings
- Family friendly dining. Clean up blighted buildings. Year round retail. Public restrooms.
- Family friendly environment
- Family friendly, minimize the bar traffic and rowdy behavior
- Finally getting owners of the antique shanty and the other vacant buildings to sell or tear them down, more retail on Hartford Ave., taking down Miami Beach's illegal fence
- Fit out blighted properties already there
- Fix the parking lot area, create the park. Stop the private parking, it just adds to the problems. The town owns only 90 feet of beach!
- Fix the vacant properties, they are an eyesore and dangerous as they are falling down
- Fix up buildings
- Fix up the abandon building and allow changes to zoning
- Focus on beauty of natural beach, and historic architecture
- Fully develop infrastructure beyond sewers to attract more taxable, higher-sought housing
- Gate it, control public access, enforce alcohol restrictions
- Get all of the haters out of there. If they don't like OL then pls leave. I wouldn't buy anything they are selling.
- get RID of blight and stop investing down there

- get rid of blight buildings
- get rid of it
- Get rid of the dangerous, fire prone mess of building that is literally falling apart. Why the Town doesn't order it torn down is unbelievable. Also it's a huge health hazard. There are also so many buildings that are blighted, empty and total eyesores.
- Get rid of the sludge buildings & send the board of health into the new restaurant- someone's going to get really sick
- Hard to believe that Zoning treats this area as if it should wither and die
- Hartford Ave needs to be allowed to be redeveloped. The current zoning regs and new svvdd has only restricted property owners. Without allow property owners to do things they want, not allowing additional parking and the lack of town investment into infrastructure, a main street grant, incentives, tax breaks or being business friendly no one else will invest there. It has been a chronic issues and could easily be turned into a mini Niantic, Essex or Chester. But with the current town administration, the Soundview beach commission being unfriendly to businesses, lying to new businesses owners it is doomed to fail. This should be the town's main objective and I believe the town should pay for the sewers and stop the constant battle between Soundview and the rest of town
- High Priority
- Housing, let them build townhouses/condominiums
- I don't know this area
- I don't know where to begin but something has to be done
- If sewers pass, redevelop the blighted buildings on the main road.
- It could be cleaned up, some of the shuttered buildings turned into businesses.
- It has become a dump
- It is mostly abandoned buildings - get something in there!
- It is time to get rid of the rundown buildings!
- It would be great if there weren't as many empty buildings.
- Less
- Less bars more family centered activities
- Less dense housing, eliminating parking lots on residential lots, improving blighted properties, changing the Pavilion to a family friendly business
- less derelict buildings
- Less honky tonk- upgrades are needed to align with the charm of Lyme St.
- let owners improve their properties without the political powers to be denying EVERYTHING
- look like watch hill
- Looks way better than when I grew up around there. Keep up the good work. as a year round person I don't go here in the summer because it still seems like a lot of disrespectful clientele and in the off months there isn't anything to do. A real brewery in the vicinity would be great.
- Lose the private road signs if town maintains them
- Lots more business and dining options.
- Make safer, cleaner.
- Make the parking for town residents only
- Make year-round, more businesses on Rt 156
- Minimal
- mixed commercial and residential get out the blight
- More bars, restaurants, beach shops, etc
- More entertainment and retail area for spring fall and summer
- More entertainment or residential. One side of the street has lots going on, and the other is a complete mess.

- More options considering it's a large tourist destination
- more parking put new retail and restaurants in blighted buildings
- more parking spaces
- More restaurants or bakeries.
- more restaurants
- More retail & restaurants
- More retail and dining options. Make that area look a little more high end.
- More retail and dining to make nice for old residents Instead of focusing on out of towners
- More retail and restaurants with more parking
- More retail and restaurants with more parking
- More retail, remove dilapidated buildings, complete sidewalks up to 156, more parking. Make it look nicer and be a place that is a destination.
- more small shops
- More stores to attract tourists like arcade or ice cream place or T-shirt shop
- Movie theater
- Need to continue to make into a family distinction or UPSCALE bar and restaurant area
- Need to improve
- Needs MAJOR CLEANING UP. waste of a beach!!
- Needs massive clean up.
- Needs much improvement
- No
- No
- No additional comments
- No comment
- no further development
- No more boarded up buildings and less litter!!
- No opinion
- none
- none
- NONE only small percentage of town lives there
- Not much reason to go there, out of town guests are a big disturbance and often unsafe
- Not sure but I believe this road could be so much better!! We love to visit after 7pm
- PAY FOR THEIR OWN SEWER USAGE. TEAR DOWN EL MOROCCO AND BRANMAR BUILDINGS AND STOP SPENDING TOWN MONEY THERE.
- Perfect for mixed use with sewer connection. Include a parking garage. Create a walking environment with apartments or condos.
- PLEASE clean up the falling down/abandoned buildings
- Please clean up this area which is an eyesore
- PLEASE, work with property owners to clean up dilapidated buildings.
- Populate existing stores, Farmer's Market
- Prime area for commercial and housing development
- Public bathrooms not port a potties
- put more cheap houses here
- Quality cafes and restaurants.
- Quite enough here already. Glad not biker bars.
- Raze all of the buildings
- Rebrand
- Redevelop decrepit buildings
- reduce blight

- Reduce the blight. Add more retail shops.
- Refurbish existing
- Refurbish what is already there.
- Removal of blighted buildings
- Remove bars, replace with restaurants
- Remove blight
- Remove blighted buildings, encourage mixed use projects, condo
- remove blighted structures and replace with retail & homes
- Remove old broken buildings. Restrict to more residential use instead of "out of towners"
- renovate there since you have sewers there
- Residential
- Residential only
- Restaurant
- Restaurants and shops. No brained.
- Restaurants Apartments
- restaurants/stores
- Restoring run down buildings!
- Retail, food-service, smalll-unit housing
- Revitalize the blighted buildings
- Rid the road of the abandoned buildings and encourage the owners build housing
- sea level rise will make the expansion plans here difficult to project past 20 years
- Seasonal shops
- Serious effort should be made to develop this area!
- Seriously? It's an embarrassment
- Sewers so the road can develop and get rid of blight. Enticements for commercial entertainment
- Shameful. Need a BLIGHT law and zoning changes so that owners can move forward with developing their properties. Spent all that money making the streets and sidewalks looking nice and the buildings are disgusting. Old Lyme should be ashamed of themselves.
- Simple seafood restaurant ie lobster landing , fishtails etc
- Small family owned business
- So much potential being impeded by politics and snobbery. So sad to drive down a street that has massive potential and see it run down. Tear down run down buildings and replace with retail and restaurants.
- So much wasted potential here. 2-3 story buildings with mixed retail, dining and residential would be great
- Speed bumps, since the speed limit is 20 mph
- Stop treating this area like second class citizens!
- Support business development there. It could be an amazing place it encouraged the right way
- Take advantage of sewers
- Take away the parking restrictions, allow for affordable housing and create a transportation system that takes people to Halls Rd
- Tear down that old white captain video building
- tear down the blight and get something new built, anything but tear down the blight
- Tear down the dilapidated and abandoned buildings! They are an eyesore and contribute nothing to the ambiance or economic health of the area. They are an embarrassment to the town.
- tear down those derelict buildings pleeeeeaaase.
- Teardown abandon buildings,
- That's up to Soundview.

- The buildings that are falling apart are an embarrassment to our town. They need to be torn down. The town needs to make it easy for the owners to be able to take them down and rebuild. Hartford Avenue looks disgusting and doesn't make people want to go there anymore.
- The sewer plan is very unfair to residents
- The Town has allowed blighted buildings and evaded the possibilities for way too long..
- The town is squeezing business out of the view via limited parking spaces and not working with the land owners who want to raze derelict buildings. The promised bathrooms are STILL wanting and zoning won't at least try to work out a compromise with commercial land owners
- Think Niantic's Main Street makeover... a community with activities. It has the potential, it needs help.
- This area is a safety hazard as well as an eyesore
- This area is also a shame with so much potential. Would love to see more family oriented places go in down there. Mini-golf, shops, places to bring people in from surrounding towns. Also would be a good spot for condos or townhomes.
- This area is also an eye sore. The town should make an effort to work with the existing owners of the run down buildings and come up with a compromise to remove those buildings. This should be a vibrant and loved area that the town can be proud of, it's a place most of the town doesn't frequent right now.
- This area is embarrassing, huge missed opportunity.
- THIS COULD BE THE CROWN JEWEL OF THE TOWN AND IS BEYOND REASON THAT THIS BEAUTIFUL AREA DOESN'T LOOK LIKE ANY STREET IN CAPE COD OR THE VINEYARD. FOR THE TOWN TO HAVE MADE IT SO DIFFICULT FOR THE DEVELOPEMENT OF THIS AREA IS A SHAME
- This eyesore desperately needs to be addressed. Possible housing where the abandoned buildings are.
- This is an area begging for input. The downtown is so cool, it is sad to see it languishing. Perfect opportunity for all kinds of help.
- This is an important part of Old Lyme and certainly is an integral part of the entire town
- This is an under-appreciated part of town. With assistance it could be an appealing place for shops and dining.
- This is the slum of Old Lyme. Clean it up and fix the buildings!
- This section of Old Lyme gets ignored and it shouldn't be because it's a great source of business and matters to the people there
- This seems like an area that is underused by town residents and has potential
- Ugh, I feel sorry for the home owners when all those twenty something's descend
- Wanting more doesn't mean it is good. Let it happen when it is viable.
- we have put lots of money in this area, but the other side of the street is an embarrassing absolute eyesore and fines should be slapped on the owners of those properties.
- We have to invest in this beautiful area and make it part of Old Lyme versus an outcast area. The street is so cute until you drive down it and see all of the abandoned buildings. We are better than this. Let's make the area more like Niantic or Old Saybrook. Our residents leave our time to go to other places to "hang out" and dine.
- We need more destinations for tourists
- We need sewers and access to public water!
- Work to improve Hartford Avenue
- Would benefit from a blight ordinance as would 156 in the beach areas
- Would love to see a beautification of this area. Such a shame it looks like it does. There should be a blight ordinance enacted so landowners have to take down obvious problem structures or

renovate others. If this area was improved home prices would go up and taxes would also increase.

- Year round
- Zoning needs to be changed to allow for real economic and residential development.
- Zoning should allow people to fix up their properties

BOSTON POST ROAD/ROGERS LAKE

Figure 37: Word cloud: Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme? Boston Post Road/Rogers Lake



- already too densely populated. No need to change
- apartments / townhomes / condos
- Avoid sprawl
- bakery
- Basically fine as is but bike lanes would be nice.
- been working for a long time why change
- Better beach/playscape
- Better restaurant/ bar options would be great. Glad we have a new bike shop & Coffees is Awesome!
- Better restaurants
- bike lane
- Bike lanes or sidewalks
- Bike lanes would be great. Love the new boat house at Hains Park!
- Bike lanes/ restaurants
- Bike, walkways, retail

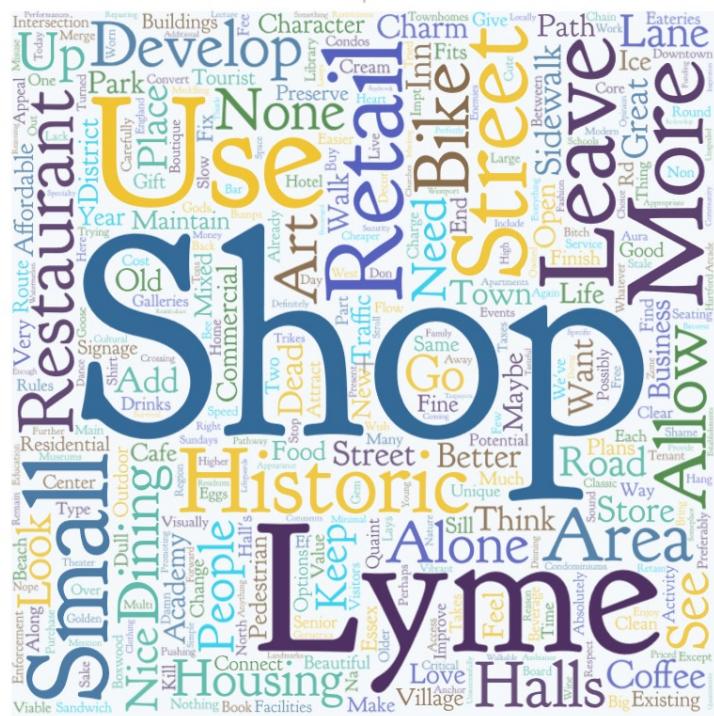
- Blend access to stores with Hains Park amenities
- Blight law would also help this area.
- Cheaper housing
- Clean lake water.
- Coffees and La Scarpetta are great. More of that.
- Comfort food restaurant diner. Beach area improved
- Continue updating
- Could be a really attractive area with a few more shops, additional park use
- Fix the bath house.
- Grassy hill road need either speed bumps or sidewalks for safety of pedestrians and blind driveways
- I never go there
- I think it is a lovely space as is.
- If any housing units go up they should be available to Old-Lyme people No affordable housing unless it's for Old-Lyme residence
- Improve public access
- improvements to the public toilet and area around Rogers Lake
- It is rural with a few booming businesses and should stay the same.
- It's totally unfortunate that this project was over promised, over budgeted and under delivered to the taxpayers
- Keep Boston Post Road as rural as possible, no more building around environmentally sensitive Rogers Lake
- keep up the road maintenance program
- Lake access& clean swimming area
- Leave it -
- leave it alone
- leave it alone
- leave it alone
- leave it alone
- Leave it alone.
- Less lake congestion - on and off the water
- Maintain the lake, address weeds, update the beach area and public access sites.
- Make Rt 1 bike friendly for kids.
- More access for non-rowers
- More commercial
- More food
- More pedestrian-friendly development and a bike lane
- More restaurants
- More restaurants
- more retail
- More retail options would be nice
- More sidewalks for family walks/trikes
- NA
- Need sidewalks and bike trails badly
- Need sidewalks!!
- Need sidewalks, bike path to lake, redo entrance to Haines park to be double wide for safety
- Needs lots of improvements
- No
- No

- NO
- No additional comments
- No change
- No development looks terrible in residential area
- No development needed
- No! Boathouse is awful. Leave it alone...
- none
- none
- none
- Not really
- Not sure
- NOTHING
- Off Route 1 retail expansion might be worth exploring, however, traffic at Coffee's is way too dangerous
- OVERDEVELOPED!!!
- Pedestrian friendly roads would be nice considering people go well over the speed limit often. Especially walking from the lake to coffee's area.
- pedestrian safety
- pedestrian traffic due to crew is an accident waiting to happen. you can't tell people to park at Town Woods Park with children and expect them to walk along that road to Hains Park.
- Pedestrian/bikes are a HUGE safety issue here.
- Promote better streetscape & signage
- Recreational and mixed use housing
- Reduce speed limit along historic district (to Rose Ln). Note - speed limit in East Lyme on Post Rd is 35 MPH. 40 MPH is too high in town. Perhaps sidewalks.
- restaurants
- Road infrastructure redo
- Rogers lake public area barely used, add bike path and walking area
- Rt 1 needs a bike lane for safety.
- Same as the first 2 above
- Side Walks on Town Woods Rd from Senior Ctr to Boston Post
- Sidewalk and bike lanes
- sidewalks
- Sidewalks
- Sidewalks are desperately needed.
- sidewalks from the park to Coffee's Market, a desirable swimming area for residents
- Some improvements needed
- Some retail
- Support Coffee's stores in any way possible. love the small biz
- The boat house funding was not right for taxpayers
- The boat house was stupid \$ to the benefit of few, (many out of owners), and STILL the promised bathrooms now have port o potties.
- The boathouse is stunning and something everyone should be so happy to have in our town. Cleaning up Hains Park with new bathhouse and a new playground would be great. Adding sidewalks/bike lanes would be great! would be
- This should remain the residential, country setting that it is.
- TOO BUSY ALREADY. NO NEW DEVELOPMENT
- too much traffic especially when they jump off the turnpike
- Widen Grassy Hill Road to Blood Street

- wider shoulders and/or specified bike lanes

LYME STREET SOUTH OF I-95

Figure 38: Word cloud: Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme? Lyme Street south of I-95



- A better coffee shop with outdoor seating.
- A nice cafe/sandwich shop. Maybe a small restaurant with outdoor dining
- Absolutely not...it's the only thing we've got...So many businesses along Lyme Street already...what more do you want???
- AFFORDABLE HOUSING
 - Allow a restaurant (or two!) or place for drinks
 - allow affordable housing, condominiums, senior housing
 - allow for more retail so street doesn't look dead of people and life
 - allow for more retail so street doesn't look dead of people and life
 - Already very visually appealing.
 - apartments / townhomes / condos
 - Beautiful-don't change it.
 - Better sidewalks
 - Better signage at Halls/Lyme intersection; also, nice signage for historic district (each end) would add value.
 - Bike lane connecting Sill Lane to Halls Road.
 - bike lanes
 - Bike path, restaurant

- Carefully improve service/food/retail for year-round events/activities
- Carefully planned restaurant type facilities, preferably using existing buildings
- Cheaper housing
- Clear bike lanes paths and enforcement of bike traffic rules
- coffee shop, small gift stores, places that are open on Sundays for visitors
- Convert Boxwood into hotel with food & beverage.
- Could have more unique shops
- Could use a coffee shop, restaurant
- Critical need to find a use for Lyme Art Academy that fits Lyme St. character; perhaps merge with, connect to Hall's Road plans
- Definitely a bike lane and fine dining/boutique shops
- Develop to an area people will want to park, walk and shop
- Dining possibilities
- Do whatever it takes to maintain viable tenant at Lyme Academy. Preserve historical appearance while promoting appropriate retail.
- Easier pedestrian flow to Halls Road
- Fine as is
- finish sidewalk/pathway between Lyme St and Halls Rd, finish sidewalk up to the museums and Inns north or 85 on Lyme St
- Fix pedestrian crossing at intersection with halls road
- Good as is
- Historic core needs no meddling except possibly speed bumps to slow traffic.
- Historic town center should be preserved.
- Housing
- I THINK THE QUAINT FEEL OF THIS PART OF TOWN SHOULD BE MAINTAINED
- I would love to see more retail and pedestrian activity on Lyme Street as it was historically. Pushing everything to Halls Road, Route 1, and Route 156 makes the historic heart of the community rather dull...
- Improve Village Shops area
- IMPT to maintain classic New England village but at the same time no one today wants to buy or own any of the large older home s that have been let go over the years. We have tried unsuccessfully to purchase something but the cost, restrictions have turned us away. Historical respect and modern are not enemies!
- It's absolutely a shame that our board of education is allowing the misuse of our taxes and not maintaining and repairing region 18 facilities
- It's a great residential area. Keep it that way, and stop trying to kill the goose that lays golden eggs
- Keep the aura of Old Lyme vibrant
- Leave as is
- Leave it
- leave it alone
- leave it alone, but clean up ice cream shop that looks worn
- Leave it be!
- Leave Lyme Street unspoiled!
- Live to see mixed use housing and affordable housing to access the schools and shopping center.

- Looks good
- Lyme Street is charming. If small non-chain businesses wanted to open, that would be great. Again, a book store.
- Marking for on street parking
- Maybe small art or clothing boutique
- Maybe some more small retail shops
- Minimal, keep character of Lyme St as is
- Mixed use/ shops/restaurant/ appeal to young people, not just geriatrics/
- More commercial retail!!!
- More dining options
- more dinning
- More restaurants, bike paths, shops
- More retail
- More retail and better decor
- More retail and restaurants would be great, it has so much potential
- More retail shops
- More sidewalks for family walks/trikes
- More stores to attract tourists like arcade or ice cream place or T-shirt shop. Anything that will bring in money for the town and to make sound to you more attractive and for gods sake's give the damn tourist some place to park and the beach too. Higher security and the lifeguards to keep it clean and if you have to charge them a fee charge the tourist a bitch but at least give them someplace to hang out
- Multi-cultural use of existing buildings - could Academy use include dance performances, lecture space, theater?
- NA
- Need cute restaurant.
- No
- No
- NO
- No additional comments
- No development
- No development here but the art galleries feel stale
- No development needed
- No development or rezoning
- No development, love Lyme street as is.
- no further development
- NO NEW DEVELOPMENT
- No opinion
- none
- none
- none
- None
- None. It is residential
- None. Lyme Street is a historic village which should remain free of retail and dining establishments.
- Nope
- NOTHING
- Nothing. It is perfectly charming with "anchor" landmarks. Art, churches, library
- Old fashion street lamps to add some charm to the area.

- Preserve small town ambiance with a few choice eateries and shops
- Reintroduce commercial, area to stroll/enjoy, not just high-priced residential
- Restaurant options needed
- Restaurants more specialty shops
- Retain charm and present character- no more commercial
- Same
- See Westport and West Hartford. You don't have to go that big but tons of potential. See Essex.
- Sidewalks
- sidewalks up to the Bee and Thistle Inn, wish this area was more of a charming walkable village with shops and eateries
- simple coffee shop that is open for people that work during the day
- Small locally owned shops
- Small shops and business in existing buildings should be encouraged
- Stores and restaurants. A reason to walk downtown
- Survival of Lyme Art Academy
- The character of this area is lovely.
- The Historic District should not change. It is a unique gem.
- The library funding was not right for taxpayers
- The quaint nature of Lyme Street is nice.
- Think forward by thinking back. We lack a Main Street. Redevelop this area as mixed use commercial. Think Inns, coffee shops, retail to add to the galleries and EF Watermelon.
- This is beautiful, but coming up with some way to allow for more retail that is tasteful would be great.
- this is the Historic District - why not mention that in this questionnaire?
- this should not be allowed to become a dead (i.e. all residential) zone.
- too much traffic from the people going to the beaches
- Very specific retail, does not provide enough to keep residents from going to Old Saybrook
- Wine bar, more dining options, look to downtown Essex for inspiration.

ROUTE 156 SOUTH OF I-95

Figure 39: Word cloud: Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme? Route 156 south of I-95



- Add bike lanes, or bike way/pedestrian walking trail along all of 156. Encourage removal-updating of dilapidated properties
- Affordable housing
- allow for more low income housing
- allow for more low income housing
- Allow more businesses to move in. Ie dr or lawyers offices
- although limited by wetlands, some retail space could be expanded.
- apartments / townhomes / condos
- As you approach the beach areas, 156 becomes an eyesore. Need to eliminate blight and attract some healthy business to the area.
- Attack abandoned structures with inducements to improve
- avoid cluster housing
- Bike and running lane
- Bike lane
- Bike lane and more pedestrian-friendly development
- Bike lane and sidewalks would be the best
- Bike lane to attract cyclists and bird viewing.
- Bike lanes
- Bike lanes
- Bike lanes and aggressively patrol its traffic
- bike lanes and sidewalks for safety
- Bike lanes or sidewalks

- Bike lanes should be a top priority/ wider shoulders north of I-95
- Bike paths
- Blight removal
- Bus service
- Change zoning to allow the blighted and vacant properties to be redeveloped
- Cheaper housing
- Clean this up and make it more appealing!! It is trashy looking.
- Clean up and better define public access areas.
- Clean up blight
- Clean up blight opposite beach communities
- CLEAN UP THE ABANDONED BUILDINGS! Enforce blight ordinance for abandoned houses, buildings
- Clean up the area from Haywagon to Oakridge! Empty buildings, blighted property, it's a mess
- Clean up the blighted buildings and lots
- designated bike lanes, elimination of blighted properties
- Dining with waterviews
- Do something about Cherrystones, and the Gas Station
- Do something with Cherrystones and surrounding area!
- Either restoring or removing old gas station and cherrystones
- Encourage owners of Cherrystones to "shape up"
- Fix up cherrystones, gulf oil ,etc
- Fix up those dilapidated properties in Hartford Ave and cherrystones for example.
- High Priority
- Higher security and the lifeguards to keep it clean and if you have to charge them a fee charge the tourist a bitch but at least give them someplace to hang out
- I THINK SOME ADDITIONAL DINNING OPPORTUNEITIES WOULD BE GREAT HERE BUT I WOULDN'T WANT TO SEE IT OVERLY DEVELOPED WITH RETAIL AND THE LIKE
- Keep commercial spaces neat. What's with former Cherrystone property?
- Keep it scenic, good water/marsh views
- Keeping this area natural like it is
- Leave as is
- Leave it
- leave it alone
- Limit development in flood zones, near tidal wetlands
- Make it safer to walk and bike. Could better support commercial area along Hartford Av
- Make Rt 156 NORTH of I-95 bike friendly for kids too.
- Mandated affordable housing
- maybe some type of housing(rentals)
- Minor road improvements, widening road near mile creek turning ,maybe a couple of scenic View areas
- mixed use, affordable housing
- More development from the old gas station to Mile Creek
- More dining options
- More pedestrian or bike friendly would be great also considering everyone speeds down there.
- More policing of speeding and reckless driving

- More restaurants
- More retail development in the south Lyme next to point of woods
- More sidewalks for family walks/trikes
- Narrow road, add bike lanes
- Needs improvement for bikes.
- No
- No
- No
- NO
- No additional comments
- No development
- No development, picturesque. Traffic is too fast/ noisy!
- NO NEW DEVELOPMENT. TEAR DOWN CHERRY STONES AND RAY'S GARAGE
- No opinion
- No safe bike lane or sidewalks!
- none
- none
- none
- None
- None.
- Nothing
- NOTHING
- People speed
- Potential in the Cherrystone area and the Simpson Health Care plaza.
- Promote better streetscape & signage
- Public Access under RR bridges to shore, public boat launch at Black Hall River
- Redevelop Cherrystones
- redo looks awful
- Refurbish existing
- Residential only
- Revitalize abandoned retail or other businesses
- Ripe for redevelopment, if economically can work
- rural character should remain.
- Safe clean roads
- Same
- senior housing
- Sidewalks or a bike path, it's basically a highway and the cyclists are everywhere.
- Sidewalks
- Sidewalks
- Sidewalks, bike lanes are so needed.
- single family small homes
- Some retail
- Something, anything, to slow down cars. This stretch is treacherous for joggers and bike riders.
- speed controls and enforcement....traffic speeds are too fast and must be lowered and enforced. all motorized scooters must be banned as they are a traffic hazard and poses risks for pedestrian, bike and vehicular traffic.
- Teardown abandoned empty buildings, a family style restaurant would be nice
- The owners of dilapidated buildings should be able to make improvements
- the views onto the marshes and the rural character still predominate. Keep it that way.

- There are eyesores- dilapidated gas station, restaurant, etc that need to be taken care. The blighted buildings are awful.
- There are too many derelict buildings along 156. Please encourage renewal and revitalization.
- There are woods and wetlands, a feeling of the shore. South Shore Landing perpetually loses business--there are not enough winter residents to sustain them. Look at what happened to Old Lyme Seafood. That is heartbreaking.
- there is too much traffic from the turnpike
- This area could be so pretty, it's not right now
- This is a beautiful area that should not be developed.
- This is an area of beautiful vistas of the Rivers and Sound. It should be preserved.
- Failed attempt to support hope project NO!!!!!!
- Walking/ bike path
- We need Starbucks, better grocery store options, better restaurant or actually a decent restaurant not just Teddy's pizza and pizza plus. I love my home in Old Lyme and are planning to make it our primary residence this year but some economic development really needs to happen or we may look for another forever home in Saybrook or. Niantic in the next few years if we don't get better options in Old Lyme
- Why are there abandoned properties?
- Would be good to make better for bed/bike; also rework road to slow vehicles
- Would like property's that had commercial zoning (cathy clark vet Hospital and River Road area) zoned back to commercial as it had been for decades and stop making peoples property's more non conforming as they did when they rezoned 18 properties on Shore Road with no notification of property owners back in 2008 from Commercial to residential when Kathy Clark very Hospital is now zoned residential but her mom's house on north side of shore road is zoned commercial directly across the street from her commercial business!!

EXIT 71 (I-95) AREA

Figure 40: Word cloud: Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme? Exit 71 (I-95) area



- ?
- A mess. Really need to clean up awful gas station area and hideaway lot.
- Add bike lanes.
- Advertise business relocation opportunities to ensure maximized employment (for OL residents)
- Allow and encourage industrial/commercial on hatchetts hill
- apartments / townhomes / condos
- Appropriate for additional housing
- Beautification. Perhaps trees to hide the big blue building. Better signage at 95 offramp
- Better connections along Halls Rd. to Griswold area and to Halls Rd.
- Bike and personnel safety crossings
- Bike lane and more pedestrian-friendly development
- bike lanes
- Businesses that attract job and tax revenue
- Clean graffiti on beautiful stone overpass. Preserve stone overpass and enhance interaction of Lyme Street and LAA, Flo. Gris, Bee and Thistle and OLI
- clean-up and landscaping around the commuter lot
- Commercial property could be converted to condominiums.
- Creating a public space here with hiking/biking/stroller walking would be really nice on this side of town.
- Dangerous, too much I-95 traffic
- Expand industrial park development
- Fine as is but could use beautification

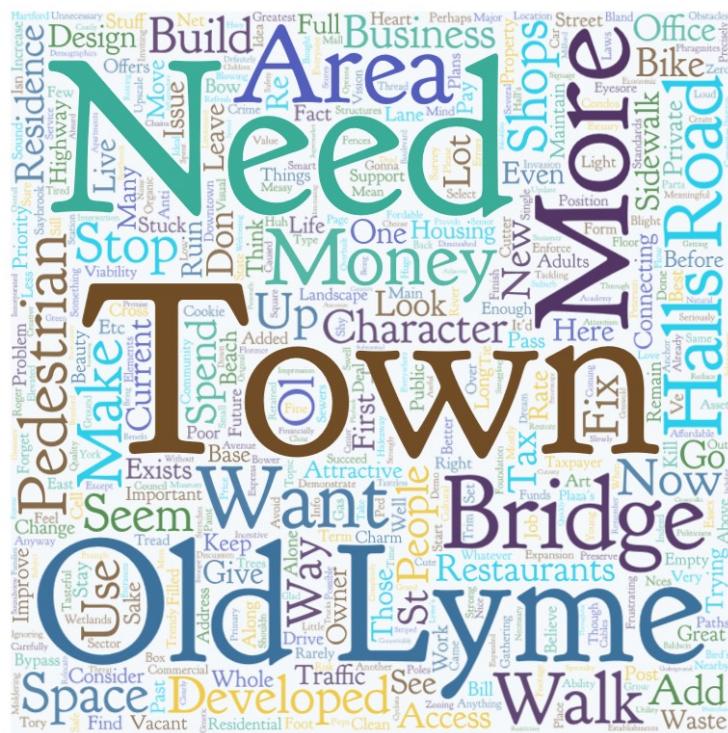
- Fix hole on 4 Mile at Westwood
- good place for a car wash or a brewery
- Green space should remain.
- I think it is lovely as it is, quaint, but it would be nice if there was another nice restaurant in the area.
- I waited twelve minutes one day to get on to rt. 1 Cars had jumped off the turnpike. It is very bad on warm days in the summer.
- Ideal location for more commercial business in the unoccupied areas of the industrial park
- If anything, put focus on Hatchetts Hill Rd for commerce. And pave that road...it's a mess.
- increase industrial zone
- Industrial park
- Industry & commercial
- It's been said that we lost a corporation because of our zoning department
- Just never go down there
- Leave it
- Leave it alone
- May lend itself to low residential condominiums and office development..
- Maybe a Welcome to Old Lyme CT sign at exit
- medical center/urgent care
- Medium Priority
- More affordable housing, townhouses
- More appealing town entrance and increased safety for pedestrians/bikers
- More business office space, condos
- more commercial businesses
- More industrial development
- more industrial development
- more light industrial, mixed-use and/or affordable housing
- more manufacturing or retail businesses
- More sidewalks for family walks/trikes
- Movie theaters
- Multi family housing- condo or apartments
- Need more commercial non retail development.
- Need more large businesses that will bring employment and strengthen the tax base.
- No
- No
- NO
- No additional comments
- No affordable housing unless it's for Old-Lyme residence
- No change
- No development
- No development needed
- No opinion
- no sure
- none
- none

- **none**
- **None.**
- Not much happening there, maybe good for some minor retail development
- Not sure
- not sure but maybe bike lanes
- Nothing
- **NOTHING**
- Only offices, no retail at all and no sidewalks or safe bike lanes
- open space
- Perfect area to add commercial or mixed use residential to increase tax base.
- Preserve what's there, not much development needed
- Promote office/light industry
- Refurbish existing
- **RENT OR SELL EXISTING BUILDINGS**
- Residential, bus service
- Sidewalks
- Sidewalks
- some corporations have moved here already. Adding retail traffic might not survive the commute from exit 70 area
- Some retail would be great. Also bike lanes and sidewalks!
- Some retail, or services
- Something that won't impact already poor traffic flow
- Support industrial
- The ideal location for a sports facility! Ice rink, swim pool, tennis... Not going forward with this was really dumb
- There is a business complex there now.
- This area could be utilized and improved.
- **THIS IS AN AREA THAT COULD ACCOMODATE SOME COMMERCIAL DEVELOPEMENT WITH OUT IMPACTING THE TRAFFIC ON THE SMALLER ROADS LIKE 156**
- This would be a great area to add some retail.
- Too congested as is.
- Traffic suggests this area not be developed.
- Use commercial space up there to underwrite the tax base. Data storage, etc . Actively pursue
- What would you put here? It's always backed up to the highway.
- With the McCulloch Farm acquisition, connect all the various green spaces with bikeable path aimed at the schools.
- With what???
- Would create more traffic problems if widen road
- Yes expand development in the area; affordable housing!! Removed from town but everybody has a car to get to work anyhow.

When you envision a future Halls Road, please rank the following design elements that you think are important.

[Respondents who selected “other.”]

Figure 41: When you envision a future Halls Road, please rank the following design elements that you think are important



- "Design Elements" is precisely the problem. I want a town that has an organic heart, not a cookie cutter vision of what a town is...we already have many of these things. How can we as a TOWN make what we have BETTER. What is the position of the Hideaway Plaza's owner...that could be filled with great shops, but the town has not supported them in the past...what makes NEW more likely to succeed?
- A pedestrian bridge is a poor use of money. We have enough offices. Many remain vacant. Add residential apartments (upscale) at full rate. They will be full and add to tax base. Look at demographics of the Sound and Post and Main. Mostly single adults.
- Accessibility and viability are most important, whatever we do should demonstrate meaningful long term viability not just be trendy and should be designed to be accessible and welcoming to all
- Address phragmites invasion of nearby wetlands
- Address the empty lot and foundation that is moldering there. Enforce and pass some visual standards, as the beauty and charm of Old Lyme is its greatest asset.
- affordable housing
- All of these things could work on Lyme Street too if done right!
- Any future development should be attractive.

- Any new housing should be first offered to Old-Lyme residence on way to not add a fordable housing for other residents of other towns our town needs it for our people and since we're gonna be stuck with the tax bill anyway give it to the people that live here
- Best way to preserve character is to avoid sewers
- Bike Paths everywhere!!
- Bypass could be a tasteful elevated "Express lane" to the highway
- Cell service
- clean up the messy buildings currently there
- Community Gathering Hall/ Cultural Space
- Condos if incorporated above existing structures
- Currently our primary residence is in a town that is over developed which has diminished quality of life, and has caused increase traffic issues and crime. Tread carefully as you consider the future of the town. Before you even consider more housing, more business development, etc. you need strong anti blight laws to clean up existing problems.
- Don't use public funds. Let the private sector deal.
- Essex and Old Saybrook seem to have added more restaurants and retained the charm.
- Find use for Art Academy
- finish one job before tackling another
- Fix the original design errors but do not increase net square footage
- for walk-ability I mean sidewalks only
- Forget about the trying to completely change this area. It is not financially possible, not necessary and too many obstacles to be considered anything but a dream.
- Form based incentive zoning
- Get something in the empty buildings
- Give space for Roger Tory Peterson Estuary Council to build along Lieutenant River and anchor the Halls Rd. development?
- ground floor establishments along sidewalks should be shops, restaurants, community gathering spaces - not offices or long stretches of supermarket that kill foot traffic
- Halls Road is the very first impression people coming into town see. Yet it remains bland. Make it look inviting with a boulevard and lots of greenery and sidewalks.
- Hartford Avenue development
- I am a business owner in town and have been struggling to find a new location. More commercial options are definitely needed
- I came to OL for the beauty that it is - I don't see the need to change any of it.
- I strongly believe that several people are making this a priority or issue when it shouldn't be a topic of discussion at all, the whole subject is frustrating and the fact that our selectwoman is ignoring major town issues to give attention to a select few who are not thinking clearly about the fact that this is private property is mind blowing.
- If I wanted Branford, I would have moved there.
- If I wanted to live in a place that looked like East Lyme or Milford, I would've bought there...
- Improve gas station.
- Improve walk and bike connections to residential areas. Make it so families feel they can get there without getting in a car to thread their way through dangerous traffic areas
- In the town I do not believe that Hall's Road should be the priority.
- In this current economic environment does not need to be expanded. It is a huge waste of money and I don't want to pay for it with my taxes. To think the developers would pay for it is absurd!! We can't support that type of expansion.

- it seems as if we are spending money for the sake of spending money. What is needed are perhaps some sidewalks to get from Lyme St. connecting to Halls Rd. even though it would be rarely used; everyone seems to drive!
- it seems as if we are spending money for the sake of spending money. What is needed are perhaps some sidewalks to get from Lyme St. connecting to Halls Rd. even though it would be rarely used; everyone seems to drive!
- It's Old Lyme - Halls Road is Old Lyme
- It'd be swell if young adults could conceivably live and work there.
- Just make what exists more attractive. Trim the trees, maintain the landscape, keep the entrances, which are an eyesore, more attractive and maintain them that way. They are now an eyesore nces
- Keep the tax rate down. we don't need any of the above except the natural stuff.
- Keep the town small please. Don't spend a lot of taxpayer money on unnecessary improvements. Let the Soundview property owners demo those rotting buildings. Stop the fences on the beach. Reduce the price of beach pass for taxpayers.
- Leave it alone, we can go to Old Saybrook for shops and restaurants if you don't like Halls Rd
- Leave it the way it is and do some landscaping
- Leave the character the same. Don't go looking for ways to spend money. Why a pedestrian bridge, for example? Cross at the light. That's fine for most towns, why not Old Lyme?
- LET THIS AREA GROW AS NEEDED. NO BOX STORES OR UNNECESSARY SPECIALTY SHOPS. TAKE A PAGE FROM BOWER BIRD'S PLAYBOOK. VERY SMART BUSINESS PEOPLE INDEED. D
- make current streetscape attractive (signage, landscaping)
- make the beach area what residents want NOT the politicians!!!!
- move cables underground
- Move slowly on grand plans - start with the "Bow"bridge
- No pedestrian bridge, waste of money, bypass road is waste , have State Fix I95 bottleneck
- no utility poles
- Not shops. We don't need "stuff"
- Office space is great if you can bring in more businesses! But do not add office space so that it stays vacant.
- Old Lyme's character has more to do with less is more Halls Rd, than it does with the tasteless overbuilt Disneyland planned by the committee
- Paint Pedestrian cross walk (striped) at the Halls Rd/156 intersection
- Pedestrian access should tie Florence Griswold museum, Lyme Street, and the Baldwin bridge for pedestrians and cyclists
- Pedestrian and bike access are most important and the current set up does not need to be changed to have those added first.
- Pedestrian bridge is an interesting idea, not sure on overall value to residents shy of a substantial, costly update to halls road and what it offers. Old Lyme isn't a town with a cutesty New York suburb downtown, not our character. And I personally don't think it should be. Those who want that choose (and should) other towns.
- Pedestrian bridge should be a priority. Not safe as it is now
- Pedestrian bridge???? Huh?
- Provide more info about "Ped bridge Lyme/Halls Rd"
- Refresh this tired and spent infrastructure
- Relocate senior center here
- Remember ~When you build something ~ it has to be maintained !!!
- Restaurants are important, not shops!! They go out of business too quickly

- Restore the Bow Bridge and adjacent walking areas.
- Right now, Halls Road has zero character. I'd love to see a cute little downtown area
- Safety for children to walk and bike throughout town
- Seriously consider fixing up the public areas of town before spending to create a new halls road.
- Seriously, parts of Old Lyme are so awful forget Halls for now.
- shops and restaurants only if mom and pops , not commercial chains!
- sidewalk connecting Sill Lane to halls road.
- Spend money on crosswalks with lights
- stop being so restrictive to those whom want to improve their "summer" residences!
- STOP TRYING TO RUIN HALLS ROAD-ITS A HIGHWAY--NO ONE CAN WALK IT
- STOP TRYING TO RUIN HALLS ROAD-ITS A HIGHWAY--NO ONE CAN WALK IT
- STOP TRYING TO RUIN OL
- Stronger connection to Lyme St; concern there is a risk of generic mall
- The whole premise of "developing " Halls Rd is a threat to what makes Old Lyme special.
- These are private property, the town needs to back off and stop wasting peoples time and money 'envisioning' anything, it's frustrating including this survey and the expense to taxpayers
- This are is "dead" now after shops close. It should get a life: i.e. residents, as well as shops
- This whole area could benefit from creative re-design. I don't associate this area with walk/bikeability but that would be nice. The highway noise is loud so a green space isn't ideal here.
- WE HAVE GOT TO FIX TRAFFIC FLOW FROM HWY SO TRUCKS DON'T GET STUCK IN OLD LYME WITH LOW BRIDGES
- Why can we not just leave well enough alone? OL is not about expansion and development. Glad you did this survey because we want OL to stay the way it is.

Which of the following best describes your business operation in Old Lyme?

[Respondents who selected "other."]

- At home
- Do not wish to answer
- employee
- Engineering Consulting
- Home office
- I work with several non-profits and businesses in town
- independent agency of a nationwide company
- No business
- Non profit arts org
- Part of Old Lyme Marketplace
- Part-time home business
- publishing monthly Lyme & Old Lyme Magazine....selling advertising to the area businesses.
- self-employed, as a filmmaker and as a sailing guide, work in multiple locations, but keep my office here.
- Sole proprietor- consulting out of my home
- Sole proprietorship from residence
- Volunteer emergency services

What is your primary industry?

[Respondents who selected "other."]

- A non-profit organization "helping others help themselves" . Handmade goods and beautiful consignor items.
- Architecture and Interior Design
- Artist
- Arts
- Bookkeeping/Concierge Service
- Cleaning
- Contractor
- Customer Experience Consulting
- Design engineering.
- Do not wish to answer
- Dog Training
- Entertainment
- Entrepreneur
- Financial
- Fitness
- Graphic Design
- Industrial Safety
- Industrial Sales Rep
- investment
- Not for profit
- Online community news
- Publishing
- Publishing local magazine
- Real estate services
- RETAILBEACH STORES
- technology
- Therapeutic Riding
- Wealth Management and Accounting

What do you expect will be the greatest challenge your company will face expanding in Old Lyme?

- Finding qualified employees willing to commute to Old Lyme.
- Taxes
- Tolls and taxes
- Zoning and waiting another 10 years for sewers at Soundview

Why are you planning to expand outside of Old Lyme?

- Easier zoning regulations and other towns work with business owners to grow
- No interest in building or developing (or bringing clients in to do the same) in Old Lyme. Would be a complete waste of time.
- Taxes zoning
- We serve a low income population that is not present in Old Lyme. It would be hard to attract employees to commute.

Does current infrastructure (such as electrical service, access to high speed internet, public water or sewer, public roads) limit your business in anyway? Please explain.

- Traffic on I-95.

Why did you start or move your business to Old Lyme?

Figure 42: Why did you start or move your business to Old Lyme?



- 1989
- 2009
- 2017

- ?
- 3 years ago
- Already owned a rental home.
- Arts/music culture of Town & residents
- Attractive quality
- Because I live here and the taxes are low
- Because I live here. Business is in my home office.
- Because I live in Old Lyme
- close to home
- Close to home
- Close to home
- Convenience
- Convenient to do out of my home; central to referral base
- Convenient to home
- Convenient to home
- convenient to home and clients
- family
- Family
- Family
- Family Business Opportunity
- Good location for sailing, accessibility to commuter rail. Primarily moved because my wife and I were starting a family, though.
- Good town for family
- Great place to live...vibrant well educated residents...opportunity in this highly educated, but older, community.
- Headquarters facility in Old Lyme. Our manufacturing facility is in MA
- Home based
- I joined a firm that was there
- I live here
- I retired and was being asked by former associates to assist them with my skillset
- I thought it needed some small mom and pop shops to keep the quaintness of the town
- I was a single parent and wanted to be nearby my children and have flexible hours.
- I was already living here when I started to do publishing assistance to individuals and organizations.
- I was offered a great business opportunity. Considering there was very little competition in the town and the town has a town has a stellar reputation of being a great place to reside, I decided to purchase my business, and move to the area.
- I work from home.
- It began as a home based business
- It is my primary residence. Although I can travel throughout the state, it an area that is familiar to me.
- It was a family move
- It's where my spouse is from
- Location
- Location
- Location
- Location historically located in Old Lyme.
- Most of my clients currently located in Old Lyme
- Moved back to a Family home over 80 years old.

- Moved here when our children were young because of the quality of life here. The business just happened.
- Necessity
- Need
- Need for type of business
- Opportunity to develop existing property.
- Opportunity to diversify activities available to children in town beyond sports/athletics, no other dance instruction opportunities in town
- Our non-profit business grew up here because it was convenient to do so
- Over ten years ago.
- Personnel
- Place of residence (my business is home-based, though I do travel)
- Proximity to home
- Proximity to primary residence
- Proximity to the arts community and also to spouse's employer in Stonington
- Purchased from original owner. Business was here.
- purchased operating businesses
- Retired from full time employment and continued to offer services because of the unique nature of my profession.
- Small town accessibility to highways airports traditions in the arts
- Start my business in Old Lyme
- The art community is strong here.
- The demography of the town
- The Florence Griswold Museum opened as a museum in 1947 (summers only)
- There was a need for a fashionable shop where women who had fallen on hard times could sell their home-produced merchandise on consignment. It has combined elements of charity, cooperation, and retailing, and serves as an example of utilizing the voluntary sector for quasi-commercial activity.
- To be closer to home and family while children were in school.
- to be near business
- To open up renew a dead area
- To purchase a home less costly than Fairfield County to start producing art work at home.
- WANTED SUMMER BUSINESS
- water
- We already lived here, were laid off from corporate jobs, wanted to stay while children finish schools here
- We moved here and it is home based
- We moved to an existing Architectural office that the partners were retiring
- We moved to Old Lyme to raise our family here. I took a job with a print newspaper. I was subsequently invited to join the staff of a fledgling online local news operation. A few years later, we purchased the business and have been publishing continuously ever since -- for 16 years.
- We work out of our home and we want to live here
- Where I live
- X

What do you like most about doing business in Old Lyme?

Figure 43: What do you like most about doing business in Old Lyme?



- Access to highway , my bank etc
- As an artist, there is a lot to be inspired about. I especially am attracted to the ocean/sound.
- Beautiful setting on the Coast
- Beautiful town
- beautiful vistas
- C
- Clients are, in general, honest, trustworthy and caring
- Close to home
- Close to home
- Close to home, easy access from 95.
- Close to my home, short commute
- Community support
- Commute
- Convenient
- Does Not Apply - home office.
- DOING BUSINESS WITH FAMILIES AND BEACH-GOERS
- Easy access
- Easy highway access
- Educated Community
- Eliminate the commute to other areas
- For pre and post production film work it's nice to have the quiet and access to exercise in nature. For sailing guide work, water access and proximity to highway and trains is good.

- Friendliness
- Friendly, supportive people. Perfect location.
- General interest of the community in arts and culture, with a number of other artists in the community, good proximity to NYC and Boston, I - 95 corridor, and Rte 9.
- Good client base
- Highly educated population
- Home based
- I don't actually conduct business within Old Lyme. Rather, I consult with organizations outside of Old Lyme.
- I enjoy working with non-profits and small businesses
- I know so many people because it is a small town
- I love the strength of the community, the beauty of the surroundings, the climate and the location.
- I tend to know my clients.
- Interesting people...
- It is a beautiful place to live
- It is small and personal relationships are very critical to my business.
- It provides a nice and upscale community and therefore the residents of Old Lyme are equally nice and pleasant.
- It's where I live
- It's a community that supports local business'
- It's in my house
- location
- location
- Location to the region and rt. 9
- Meeting new customers and consignors who wish an opportunity to consign and sell their home made products.
- Most of my business is outside of Old Lyme
- near the beach
- Networking with local companies.
- neutral
- No special reason to be here other than convenient to home.
- Not much, except there is a loyal base of locals and a loyal base of returning vacationers. But, the tourism not promoted and Old Lyme is not very friendly to out of towners
- Not sure
- Nothing
- Nothing
- Old Lyme is very supportive of its cultural organizations
- Old-Lyme is a beautiful area
- Peaceful and centrally located between New York and Boston
- People appreciate and support the arts
- People are so kind
- Privacy and lack of congestion
- Protected market
- Proximity to home, that's it
- Proximity to my home.
- Quality of life for employees
- Small community
- Supportive neighbors and community members, good reputation as a town

- Supportive patronage and robust community identity.
- Supportive town officials
- The beauty and quiet of the town.
- The community
- The people
- The people at the beach
- The people I interact with
- The people! I get to work with wonderful families from our community
- The sense of belonging to a community.
- The traditions and beauty of the area
- There is no opportunity for business here in Old Lyme. Larger industries have left the area and there is no opportunity for employment for professional workers unless you have your own network and consult.
- We like living here (in large part because it is not over developed)
- We love this town but do not agree with the current politics environment and it has made us want to leave. This town is not what we thought it was when we moved here, it is not working to protect the homeowners and the taxpayers.
- Word of mouth business growth
- Word of mouth is very important
- Work at home, to provide nationwide services.

What do you like least about doing business in Old Lyme?

Figure 44: What do you like least about doing business in Old Lyme?



- 1.Zoning regulations cause much angst. 2Some rules, regulations and strategic decisions appear biased toward one group or another. 3 Don't care for regional school concept, it would be preferable to have full control.
- A few things. 1) I feel that the business town taxes that I pay are pretty high. 2) There is not much to do here; for example: there are times when I need to meet colleagues for lunch and often we need to travel to other surrounding towns like Old Saybrook for lunch venues because there aren't any decent restaurants open. 3) The Halls road section of Old Lyme is pretty subpar in terms of esthetics and the overall look. Even when I get off the 95 off ramp, the "Welcome to Old Lyme" sign looks like it's about 40 years old and ready to fall apart. The roads around Halls Road are not trimmed and there are weeds growing everywhere. Basically everything looks overgrown and neglected. 4) And there are shuttered businesses around that make this town look terrible. The greenhouse next to 100 Halls Road, the random concrete foundation in the Old Lyme Marketplace plaza, the old Cherrystones building. So my question is: what exactly are all the taxes that I pay to Old Lyme going to? Although most of these issues that I mentioned (except for item 1 and 2) don't affect my ability to do business in Old Lyme, this is the place that I work everyday, this is the town that my clients travel to from local and from afar. And it would be nice to hear people say "your office is in a beautiful town!" not "well Old Lyme is pretty 'old'".
- All of this talk about development and changing zoning regs to encourage developers which in our experience is a mistake
- C
- Change is slow
- Commute to other properties
- Decrease in the small business / cottage industry in all of CT.
- Do not wish to answer
- For my business there are no issues, it's a great fit
- Halls Road is ugly
- Having to drive to work.
- I can't think of anything.
- I do not believe in the competence of the current town leadership
- I wish there were a more vibrant and effective Chamber of Commerce and somewhere I could find space for private meetings (not in a cafe/restaurant.)
- I'm afraid it will turn into an East Lyme or Old Saybrook
- In old facility (but new landlords are trying to spruce it up)
- Isolated and inconvenient
- It is both difficult and expensive to advertise our business.
- It's stressful not being able to meet people's expectations.
- It's in my house
- Lack of a place to bring a client to lunch. Lack of a Main Street. Zoning changes on Lyme Street could improve that with a zero cost to town residents. Reinventing the wheel by trying to change halls road to look less commercial.
- Lack of available desirable commercial space
- lack of industrial land
- LACK OF ON-STEET PARKING, UNACCEPTABLE PUBLIC RESTROOMS, NO AVAILABLE WATER FOR WASHING HANDS, LIMITED POLICE
- Lack of quality office space.
- Limited broadband infrastructure. Comcast has improved to a marginally acceptable level of service, Frontier (former AT&T/SNET) is unacceptable. I encourage the town to bring in top level competition like Google Fiber.

- Limited opportunities for older more experienced individuals to work (unless it is in low skilled, low pay jobs).
- Limited options for commercial space needed to run the business
- limited visibility
- Little interaction with other home-based businesses.
- Many Baby-Boomers have become seasonal residents due to CT's unfriendly tax/cost structures! The young people are attracted to more dynamic and economically friendly states, towns and cities.
- most office areas have challenging parking areas
- my commute from Mystic
- N/A
- N/a
- Need more exposure. Town Hall could help with special local business nights
- neutral
- No issues doing business in OL
- none
- Not a growing area, very few new jobs being created, elder community, high taxes,
- Not enough people here.
- Nothing
- Nothing
- Nothing
- nothing
- Nothing now. But if the character of the town changes appreciably, I will leave. A previous question talked about "signage". The idea of projected development is disturbing. I feel we could easily turn into Old Saybrook or East Lyme, and if that were the case, the unique quality of Old Lyme would disappear. When I think of "signage" I think of the ugly plastic one that appeared in front of the Lyme Academy--it is an eyesore that doesn't belong on Lyme Street. A sign is one thing, but even the word "signage" sounds so bureaucratic and signals that this is being planned by someone who doesn't understand the character of the town.
- Relative isolation, lack of access to potential clientele.
- rents high
- Same as above
- Slow reaction to changing needs.
- Small area that can feel closed off from other communities.
- So much discussion about development. We moved here to get away from over developed Fairfield County. This town can be more creative with existing housing to satisfy state needs for affordability (eg perhaps requiring the owners of the structure built for the Arts Academy to include 10-20% affordable units, etc.), instead of adding new buildings. Nobody wants Halls Rd lined with 3 story buildings (except developers).
- Taxes
- Taxes cost of living
- The lack of vision for future responsible growth. Need to attract more employment opportunists and a younger demographic
- The people
- The political climate of this town, no one is working to protect the taxpayers. All the ideas being pushed on residents will only result in huge tax increases.
- The threat by the affordable housing people
- There are very few younger families here.
- There is an exclusionary feel; if you aren't white and wealthy, you aren't necessarily welcome

- Town hall and zoning rules
- Town ruins businesses you can not run a business when a town takes away commercial parking and leaves your customers with 1 spot to park
- town's lack of support for SoundView
- Traffic
- Traffic on I-95
- Transportation challenges for our participants and 95 traffic
- Very restrictive zoning and regulatory environment.
- While there still is a good amount of arts and culture in town, relative to other places, in comparison with 20 years ago there has been a shift with less galleries and less interest on the part of the general public in engaging and purchasing art. The potential closing of the Lyme Academy could impact the future character of the town; in the past it served as a pipeline, attracting artists to the town to live and work. It can be too quiet with perhaps the library, the ice cream shop, and Big Y being the most exciting places to bump into people.
- Zero prospects of expanding my business
- Zoning and planning dept difficult to deal with. They make any development almost impossible.
- Zoning regulations and not enough traffic.
- Zoning, current administration and the fact that they make you jump through hoops and shoot down great ideas (Soundview beach commission)

How would you compare Old Lyme to other nearby towns as a location for doing business?

Figure 45: How would you compare Old Lyme to other nearby towns as a location for doing business?



- about the same
- Again, I am in a unique position because the lack of other options so I think Old Lyme is great, but it would be nice to think "my, I do love this town, I love to drive here, it's so nice".
- Average
- Better
- Can be difficult given lack of commercial space options, no signage/advertising on street, few opportunities for "walk-in" customers, building/zoning communication/procedures could be improved
- Competitive
- Convenient but not near larger businesses.
- Dead last
- Depends on the business. I like that the town seems very much oriented towards family, and am willing to accept it can't be all things.
- Depends on type of business
- doesn't apply to my business
- Excellent
- Fair
- Fine
- Going back to the community report. I feel Old Lyme is exceptional in that respect. We have the advantage of being able to brand ourselves as an arts town.
- Good
- Good access to I-95
- Horrible
- I can't.
- I think it compares well though it's obviously a smaller town than Old Saybrook or East Lyme, which creates some limitations, but also offers the positive of more intimate community. Old Saybrook has a much more active Chamber, which makes it attractive from that point of view.
- Ideal for us. Old Lyme should not strive to be like neighboring towns. Old Lyme's appeal is that it is unique, charming, and relatively untouched by developers.
- In my instance, little difference.
- Infinitely better. It's a livable community with a good blend of pedestrian and vehicular access.
- It is most convenient for us, OL Zoning Officer and Town Hall were easy to work with, but we are town residents, maybe that helped?
- It works for us
- It would be nice to see the residents of Lyme Street supporting the local businesses more.
- It's just fine for me
- It's not as easy to business in Old Lyme verses other neighboring towns
- It's OK - the trade-off is less public traffic and more privacy.
- just average.... Waterford, Old Saybrook, Madison, Essex...seem more vibrant & professional...
- LACK OF ECONOMIC DEVELOPMENT AND SUPPORT FOR BEACH-AREA BUSINESSES
- Less amenable
- Less likely a retail destination
- Less than perfect
- Love it here.
- Madison has a thriving town center with retail and small businesses. Old Lyme pales in comparison.
- Mediocre, not enough placed to meet and network with others, it's out of the way for prospects to travel to. Old Saybrook is closer to train and has many restaurants or coffee shops with WiFi and ample seating.

- Much less desirable due to lack of commercial space
- n/a
- N/A
- n/a
- neutral
- Not a factor. Each nearby town has its own flair. The distinctions are why we get out and explore!
- Not business friendly
- Not good at all
- Not ideal
- Old has not been open to change and is not open to new development
- Old Lyme does not have the amenities of other towns, such as wifi'd coffee shops, office supply stores, etc.
- Old Lyme does not lend itself well to retail businesses because of restrictive zoning regulations. Old Saybrook and Niantic are much friendlier towns in which to have a business.
- Old Lyme has a unique location in one of the most beautiful areas of the country. We must be vigilant not to "kill the goose" as so many other communities have done.
- Old Lyme isn't encouraging business in Sound View...other towns most likely encourage businesses
- Old Saybrook, East Lyme.. easier to do business in
- Perfect
- Pretty comparable in terms of access to decent housing and major transportation
- Regulatory environment very difficult.
- Restrictive in every regard. Septic, water. Zoning conformity with perceived and real zoning inflexibility.
- same +/-
- Saybrook offers a better "community" feeling with its Main Street.
- similar
- Similar, although I think the "exclusivity" in Old Lyme is more pronounced than in other nearby towns
- Since I live here of course I would love the fact that I can live and work in my own town
- Strong, but not as much Main Street presence as others like Old Saybrook and Chester.
- Terrible businesses are closing in Old Lyme due to unwillingness to change and grow
- The good news is that the town is very finance-conscious compared to other towns, the bad news is that the government is straying from the less is more ethic.
- The property size for each house allows for most people to own dogs.
- too strict
- Tops in the area for me. Just don't bring in chains or corporate entities. Don't turn Old Lyme into just another suburban wasteland. It is so special.
- Very favorable
- Walkable districts that integrate eateries, some shops and street life, with art galleries are more viable for art sales. Places like the village areas of Madison, Mystic, and Chester come to mind.
- Way behind the times and falling further behind every day.
- With the exception of Lyme, it's simply a very nice place to live. The town has generally been very fiscally responsible while striving to have great schools.
- Worst town to do business
- Wouldn't make too much difference to my business
- X

What are the competitive advantages and disadvantages of Old Lyme?

[Respondents who selected “other.”]

- I generally believe that the less the town does, the more we are advantaged
- If people have a business idea that requires high traffic, they should locate somewhere else. Old Lyme is a quiet town and we will stay if it stays that way. But the current government is pushing for growth and change which is not why we chose Old Lyme. If we wanted a big, busy town, we would have moved to East Lyme or Old Saybrook. We want our town leaders to protect our town and keep it small.
- The addition of world class broadband, like Google Fiber or Version Fios will open the town to a new type of business expansion.
- The taxes are ridiculous 80% of a car tax goes to education and I don't have children in the good education system and I have no choice
- there have been attempts at improving the beach area by putting in benches, trees, decorative sign posts; however the continued elimination of parking spaces continues to impact business in a negative manner

Is there anything else you'd like us to know about your business or operations in Old Lyme?

Figure 46: Is there anything else you'd like us to know about your business or operations in Old Lyme?



- As a professional service, many of these questions do not apply. Survey should include a "does not apply" response. I used "Neutral".
- As I stated previously, world class internet infrastructure, such as that offered by Google Fiber or Verizon Fios would make Old Lyme attractive to new businesses in the Tech Sector and in the new distributed economy. Old Lyme is a great town in a beautiful location. Attract the very best businesses with the infrastructure they need.
- CT economy is not good compared to neighboring state. Nothing OL can do about that. State level is where improvement needs to be made -- Old Lyme is not a big enough influencer to make significant change for vast majority of businesses.
- Develop Soundview. Perfect area for mixed use residential/commercial because it already is!! Route 156 just outside Soundview is untapped and a huge eye sore.
- Home based business are ideal for Old Lyme. Efforts should be made to encourage this type of business versus large buildings and increased commercial development.
- I would love to see opportunity for smaller home based businesses (like Etsy shops) to share retail space and/or opportunities like a farmers/makers market or a makers space
- It operates smoothly
- Make the town business friendly and rein in power of zoning and planning officials
- Need more affordable housing to attract a younger demographic as well as people who want to live in and work in Old Lyme.
- No
- No
- No
- Not really but the Soundview situation needs to be addressed to the point where you need to attract tourism. Why is the town doing this? Why don't they invest in the Soundview area instead of trying to just close everything down and then tax the people that actually owned property down there? It's ridiculous how corrupt this town government is.
- Out of 6 commercial properties I own which used to be all rented only 2 are occupied because of the decisions made to Hartford Ave. I have 4 empty commercial properties. Shameful.
- Over the past 32 years the Town officials have been helpful with a variety of issues pertaining to our businesses, however we feel a lack of positive support for the beach area in general.
- This is a developmental vision which seems absolutely tone-deaf to environmental concerns and proposes a vision which will burden seniors on fixed incomes, encourage light pollution, and saddle the town with infrastructure and obligations that will burden the town for our lifetimes.
- Tough to find decent office space, but that is because what you can get for rents aren't anywhere close to making new office construction worth it.
- Working relationship between local businesses and parks & rec/local schools/town facilities could be improved.
- You can not have a friendly business environment in a town that literally takes commercial properties that are actively being used for commercial uses with people who have commercial loans on their property and change their zoning from Commercial to Residential. Which is exactly what members of the current zoning board did. (Against the advice of the planning commission) When you do that you create something known as a non conforming property and further eliminating the potential of that specific property owner from using their property to its highest and best use! For Example. Cathy Clark Vet Hospital is now zoned residential. Even though it clearly is a commercial property. But it's okay because her mom's house directly across the street, you know the one with the nice beautiful white colonial. Yeah that one is still zoned commercial. So when you have people on this zoning board spot down zoning property you will never have a successful business environment.

Appendix B: Postcard Request to Residents and Business Owners

HELP SHAPE THE FUTURE OF OLD LYME!



Dear Old Lyme Resident/Business Owner:

The Old Lyme Economic Development Commission (EDC) wants to know how YOU feel about the current economic condition of our Town. If you live in Old Lyme or operate a business here, we want to hear from you!

Please take a few moments by September 27, 2019 to complete this important online survey by scanning the QR code above or visiting www.research.net/r/OldLymeCT.

We want to understand how you view the Town's current economic condition and hear your ideas for the future. For example, the EDC wants to know what attracts both residents and business to Old Lyme, and what are important issues facing the Town from your perspective. For business owners, we want to hear how the Town can better support you now and in the future. The survey results, combined with other ongoing initiatives, will help define the Town's economic development strategy.

All responses will be kept confidential, with results presented in a final report by the EDC. The Connecticut Economic Resource Center (CERC), a nonprofit economic development firm, will collect survey results, carry out the analysis, and prepare the final report. Questions? Please contact edc@oldlyme-ct.gov.

Thank you for your support!

Appendix C: Survey Questions

Welcome

The Old Lyme Economic Development Commission wants to know how YOU feel about the current and future economic condition of our town. If you live in Old Lyme and/or operate a business here, we hope that you will take a few minutes to provide your opinion.

We want to learn how you view the Town's current economic condition and what you would like to see going forward. This includes what drew both residents and businesses to Old Lyme, what are important issues facing the town from your perspective, and, for businesses, how the Town can better support you and your work now and going forward.

This data, combined with other ongoing initiatives, will help define the future economic development strategy for the Town. We want you to help shape the future of Old Lyme.

Please know that all responses will be kept confidential. Results will be presented in a final report, which will not identify individual residents or businesses.

The survey will close on September 27th. If you have any questions about this survey or economic development in our town, you can contact your Economic Development Commission at EDC@oldlyme-ct.gov.

Residence in Old Lyme

Are you a resident of Old Lyme?

Yes

No

Living in Old Lyme

In which district in Old Lyme do you live?

- Mile Creek and Shore areas
- Rogers Lake and Whippoorwill
- Lyme Street area
- Northwest of I-95
- Not sure/ Other (please specify)

Why have you chosen to live in Old Lyme? (Select the answer that most applies.)

- Proximity to work
- Family reasons
- Neighborhood characteristics (community, ambiance, etc.)
- Favorable cost of living (housing cost, home ownership, rental prices, etc.)
- Reputation of public school system
- Natural amenities or beauty of environment

Are you a full-time or part-time resident of Old Lyme?

- My primary residence is in Old Lyme
- I am generally in Old Lyme during weekends only
- I am generally in Old Lyme during specific seasons only

How long have you lived in Old Lyme?

- <1 year
- 1-4 years
- 5-9 years
- 10-19 years
- 20+ years

Quality of Life

What is Old Lyme known for? (Select all that apply.)

<input type="checkbox"/> Art history and attractions	<input type="checkbox"/> Public parks
<input type="checkbox"/> Quality of public schools	<input type="checkbox"/> Town events
<input type="checkbox"/> Beaches	<input type="checkbox"/> New England charm
<input type="checkbox"/> Culture	
<input type="checkbox"/> Other (please specify)	

Please rate how important the following "Quality of Life" factors are or would be in Old Lyme.

	Very important	Somewhat important	Neutral	Somewhat unimportant	Very unimportant
Old Lyme public schools	<input type="radio"/>				
Quality of housing	<input type="radio"/>				
Affordability of housing	<input type="radio"/>				
Recreational facilities	<input type="radio"/>				
Open space and nature preservation	<input type="radio"/>				
Cultural opportunities	<input type="radio"/>				
Public safety	<input type="radio"/>				
Cost of living	<input type="radio"/>				

How would you define the "character" of Old Lyme?

Development in Old Lyme

Please indicate the degree to which you agree or disagree with the following statements by indicating the appropriate rating.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There should be more residential development in Old Lyme compared to the current level of residential development.	<input type="radio"/>				
There should be more commercial development in Old Lyme compared to the current level of commercial development.	<input type="radio"/>				
There should be more leisure or community activities in Old Lyme compared to the current level of leisure and community activities.	<input type="radio"/>				

What kind of additional housing development would you like to see in Old Lyme, if any? (Check all that apply.)

<input type="checkbox"/> Smaller single family houses	<input type="checkbox"/> Senior housing
<input type="checkbox"/> Larger single family houses	<input type="checkbox"/> Rental housing
<input type="checkbox"/> Multi-family town houses, duplexes, or triplexes	<input type="checkbox"/> Mixed use options (housing and retail together)
<input type="checkbox"/> Apartments	<input type="checkbox"/> Additional housing options are not needed in Old Lyme
<input type="checkbox"/> Condominiums	
<input type="checkbox"/> Other (please specify)	

What type of retail stores are missing from Old Lyme, if any?

What kind of development or improvements would you like to see in Old Lyme, if any, in the following locations? (Select all that apply.)

	More retail	More dining and entertainment options	More housing	More pedestrian friendly infrastructure (e.g., sidewalks)	Bike lanes	More visually attractive roadways	More space for public or community activities	No development
Halls Road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hartford Ave. (Sound View)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boston Post Road / Rogers Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Along Lyme Street south of I-95	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rte. 156 south of I-95	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exit 71 (I-95) area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have additional comments on the types of development, if any, you would like to see in the following areas in Old Lyme?

Halls Road	<input type="text"/>
Hartford Ave. (Sound View)	<input type="text"/>
Boston Post Road / Rogers Lake	<input type="text"/>
Along Lyme Street south of I-95	<input type="text"/>
Rte. 156 south of I-95	<input type="text"/>
Exit 71 (I-95) area	<input type="text"/>

When you envision a future Halls Road, please rank the following design elements that you think are important.

	Very important	Somewhat important	Neutral	Somewhat unimportant	Very unimportant
Condos/ apartments	<input type="radio"/>				
Green space	<input type="radio"/>				
Walkable/ browsing	<input type="radio"/>				
Increasing the grand list (or tax base)	<input type="radio"/>				
Old Lyme's character	<input type="radio"/>				
Bypass road	<input type="radio"/>				
Office space	<input type="radio"/>				
Pedestrian bridge connecting Lyme Street and Halls Road	<input type="radio"/>				
Shops and restaurants	<input type="radio"/>				
Other (please specify)	<input type="text"/>				

Services in Old Lyme

Please indicate the degree to which you agree or disagree with the following statements by indicating the appropriate rating.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The town does a good job communicating with residents about news, events, and other important information.	<input type="radio"/>				
The town provides a satisfactory array of services (e.g., parks and recreation) for residents.	<input type="radio"/>				
Town regulations (e.g., planning and zoning) do not create an undue burden on current or potential town residents.	<input type="radio"/>				
There is a need for better pedestrian infrastructure (e.g., sidewalks, signage) in Old Lyme.	<input type="radio"/>				
The town should encourage the construction of affordable housing in Old Lyme.	<input type="radio"/>				

Do you or your family currently live in Old Lyme during retirement or anticipate living in Old Lyme after retirement?

- Yes, in our current home
- Yes, in a smaller single-family home
- Yes, downsizing to a condo or apartment
- Yes, in a senior living community (for either independent or assisted living)
- No, I plan to leave Old Lyme before or in retirement

Demographics

How old are you?

- Under 18
- 18-34
- 35-44
- 45-54

- 55-64
- 65-74
- Over 75

How many people live in your household (including yourself)?

- 1
- 2
- 3
- 4
- 5 or more

How many people in your household are under the age of 18?

- 0
- 1
- 2
- 3
- 4 or more

Business in Old Lyme

Do you own, operate, or represent a business in Old Lyme?

Yes

No

Basic Business Information

Which of the following best describes your business operation in Old Lyme?

- Sole location
- Headquarters
- Branch of a larger facility
- A subsidiary of a larger corporation
- Other (please specify)

Is this a home-based business?

- Yes
- No

Is this a seasonal business?

- Yes
- No

How long has your business been located in Old Lyme?

- Less than 1 year
- 1-4 years
- 5-10 years
- More than 10 years

Is your business a minority- or women-owned business? (Check all that apply.)

- Minority-owned business
- Women-owned business

In addition to yourself, how many employees currently work at your Old Lyme location?

- Zero (I am the only employee)
- 1-4
- 5-9
- 10-19
- 20-49
- 50-99
- 100-249
- More than 250

What is your primary industry?

- Accommodation & food services
- Management of companies & enterprises
- Administration & support
- Manufacturing
- Agriculture & agriculture support
- Professional, scientific & technical services
- Arts, entertainment & recreation
- Real estate & rental & leasing
- Construction
- Retail trade
- Educational services
- Transportation & warehousing
- Finance & insurance
- Utilities
- Forestry, fishing, hunting, mining
- Waste management & remediation services
- Health care and social assistance
- Wholesale trade
- Information
- Other (please specify)

Growth Prospects

Will your firm be adding or reducing the number of positions in Old Lyme over the next three years?

- Adding new positions
- Reducing positions
- No projected change in employment

Is your company planning to purchase, lease or construct new facilities within the next three years?

- Yes, in Old Lyme
- Yes, outside Old Lyme
- No
- Don't know

Growth Prospects (continued)

What do you expect will be the greatest challenge your company will face expanding in Old Lyme?

Growth Prospects (continued)

Why are you planning to expand outside of Old Lyme?

Growth Prospects (continued)

What incentives, programs, workshops or other information could the Town or Chamber provide to assist with growth of your business? (Select all that apply.)

<input type="checkbox"/> Investment tax credits	<input type="checkbox"/> Job creation credits
<input type="checkbox"/> Plant & equipment tax credits	<input type="checkbox"/> Current event workshops
<input type="checkbox"/> Transportation incentives	<input type="checkbox"/> Job training workshops
<input type="checkbox"/> Workforce incentives	<input type="checkbox"/> Wireless internet "hot spots"
<input type="checkbox"/> Energy efficiency / solar energy incentives	<input type="checkbox"/> Communications through newsletter/email
<input type="checkbox"/> Tax abatements	

Is the available workforce sufficient to meet your business needs?

Yes
 No

Does current infrastructure (such as electrical service, access to high speed internet, public water or sewer, public roads) limit your business in anyway?

Yes
 No

Please explain.

Local Business Climate

Why did you start or move your business to Old Lyme?

What do you like most about doing business in Old Lyme?

What do you like least about doing business in Old Lyme?

How would you compare Old Lyme to other nearby towns as a location for doing business?

What are the competitive advantages and disadvantages of Old Lyme?

	Critical advantage	Moderate advantage	No effect	Moderate disadvantage	Critical disadvantage
Location (access to customers, transportation, suppliers)	<input type="radio"/>				
Regulations (zoning, permitting, signage)	<input type="radio"/>				
Workforce (availability, cost, diversity, skills)	<input type="radio"/>				
Infrastructure (transportation, telecom, utilities)	<input type="radio"/>				
Traffic	<input type="radio"/>				
Impact of sea level rise	<input type="radio"/>				
Commercial real estate (availability, cost)	<input type="radio"/>				
Crime/security (perceptions, reality)	<input type="radio"/>				
Taxes (real estate, property)	<input type="radio"/>				
Responsiveness of town government	<input type="radio"/>				
Chamber of commerce	<input type="radio"/>				

Other (please specify)

What are challenges to running your business in Old Lyme?

<input type="checkbox"/> Land use regulations and zoning	<input type="checkbox"/> Declining population
<input type="checkbox"/> Lack of affordable housing (such as starter and retirement homes)	<input type="checkbox"/> Lack of opportunity for young people to remain in town
<input type="checkbox"/> Dependence on septic systems and associated problems/ lack of developmental opportunity	<input type="checkbox"/> Lack of a town center with retail and food service
<input type="checkbox"/> Lack of sidewalks/ bike paths	<input type="checkbox"/> Limited before/ after school care

Please indicate the degree to which you agree or disagree with the following statements by indicating the appropriate rating.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
--	----------------	-------	---------	----------	-------------------

The business climate in Old Lyme is good.	<input type="radio"/>				
Old Lyme is welcoming to new businesses.	<input type="radio"/>				
Old Lyme is welcoming to new small businesses.	<input type="radio"/>				
Old Lyme town officials are readily accessible.	<input type="radio"/>				
I know whom to ask within the town government for assistance.	<input type="radio"/>				
The town's land use regulations and their enforcement are conducive to the economic growth of the town.	<input type="radio"/>				
Local government taxes and fees for businesses hinder business formation and growth in Old Lyme.	<input type="radio"/>				
Old Lyme should offer tax abatements or other financial incentives to attract commercial development.	<input type="radio"/>				
Development efforts could be enhanced through arts and cultural institutions.	<input type="radio"/>				
Town officials should do more to encourage local residents to patronize town businesses.	<input type="radio"/>				
Town officials should do more to support out-of-town customers patronizing town businesses.	<input type="radio"/>				

Is there anything else you'd like us to know about your business or operations in Old Lyme?

Thank you for completing this survey. Your input is important for the economic future of Old Lyme.

If you would like to receive information from the Town in the future about economic development programs, services or events, please provide your name and email address. (This information will not be linked to the responses you provided.)

Name

Email address