



Newington Town Center Master Plan

Public Workshop #1
December 9, 2024

Discussion Topics

1. Team Introductions
2. Project Overview – What is a Town Center Master Plan?
3. Engagement: Informing the Process
4. Scope Elements & Timeline
5. Next Steps
6. Interactive Visioning Exercise

Team Introductions

Introductions: Consultant Team



Engineering
& Design

- Project Management
- Community Engagement
- Existing Conditions Analysis
- Master Planning
- Implementation Strategy



- Market & Economic Analysis
- Financial Feasibility Analysis
- Implementation Strategy

Introductions: Steering Committee

- Paul Dickson, Town Planner (Lead)
- Jonathan Altshul, Town Manager
- Jon Trister, Mayor
- Mitch Page, Majority Leader
- Tim Manke, Minority Leader
- Erik Hinckley, Asst. Town Planner
- Lauren Rhines, Dir. Of Admin. Services
- Jaime Trevethan, Senior Center Director
- Stanley Sobieski, Planning & Zoning Comm. Chair
- Paul Muska, Newington Chamber of Commerce
- Deanna Reney, Economic Dev. Comm. Chair
- Chris Zibbideo, Town Engineer

Their Role:

Serve as the initial sounding board for visioning, sharing project related information, soliciting feedback and confirming project direction.

- Attend meetings throughout the process (approximately 3-4 meetings over 6 months)
- Help set direction and objectives
- Review deliverables and provide feedback
- Promote/assist with Community Outreach activities

Project Overview

What is a Town Center Master Plan?

A Town Center Master Plan is a long-range planning document that establishes a vision for future growth and development in a designated area.

- Existing Conditions Analysis
- Market Analysis
- Master Plan
- Implementation Strategy

Example Master Plan



Project Objective

Develop a Plan that articulates a vision and strategy to facilitate appropriate development, foster economic viability, support existing business and encourage the use of the Town Center as a public gathering space.



Provide enhanced public spaces and connections for all ages and abilities



Grow the local tax base by supporting local businesses and attracting new investment



Support a vibrant Town Center through the integration of additional housing opportunities



Continue to support a range of uses, programming and experiences

The Study Area



Subareas



Engagement: Informing the Process

Community Engagement

Implementing a Robust Strategy to Engage Stakeholders & Community Members



Elements of the Engagement Strategy

- Core Team Meetings
- Steering Committee
- Focus Group Meetings
- Commission Meetings
- Stakeholder Meetings
- Public Workshops (x3)
- Pop-Up Engagement
- Project Website
- Online Outreach / Surveys



Pop-Up #1: The Waterfall Festival

Public Workshops



Visioning Workshop

Tonight!



Design Charette

January / February 2025



Draft Plan Workshop

Spring 2025

Pop-Up Engagement

**The Waterfall Festival
September 28, 2024**



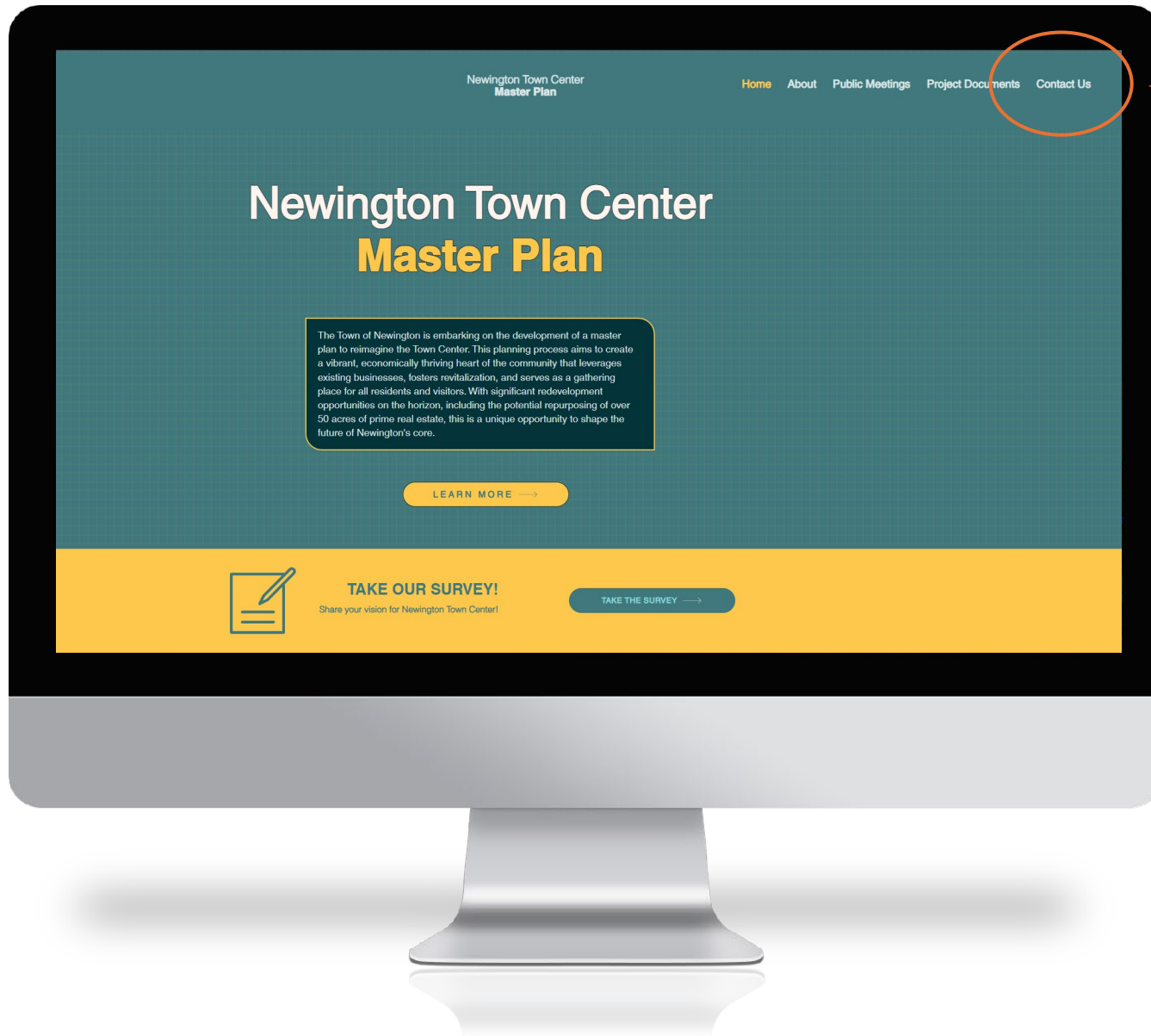
**Night of Lights
December 6, 2024**



**Senior Center Pop-Up
December 9, 2024**



www.newingtontowncenter.com



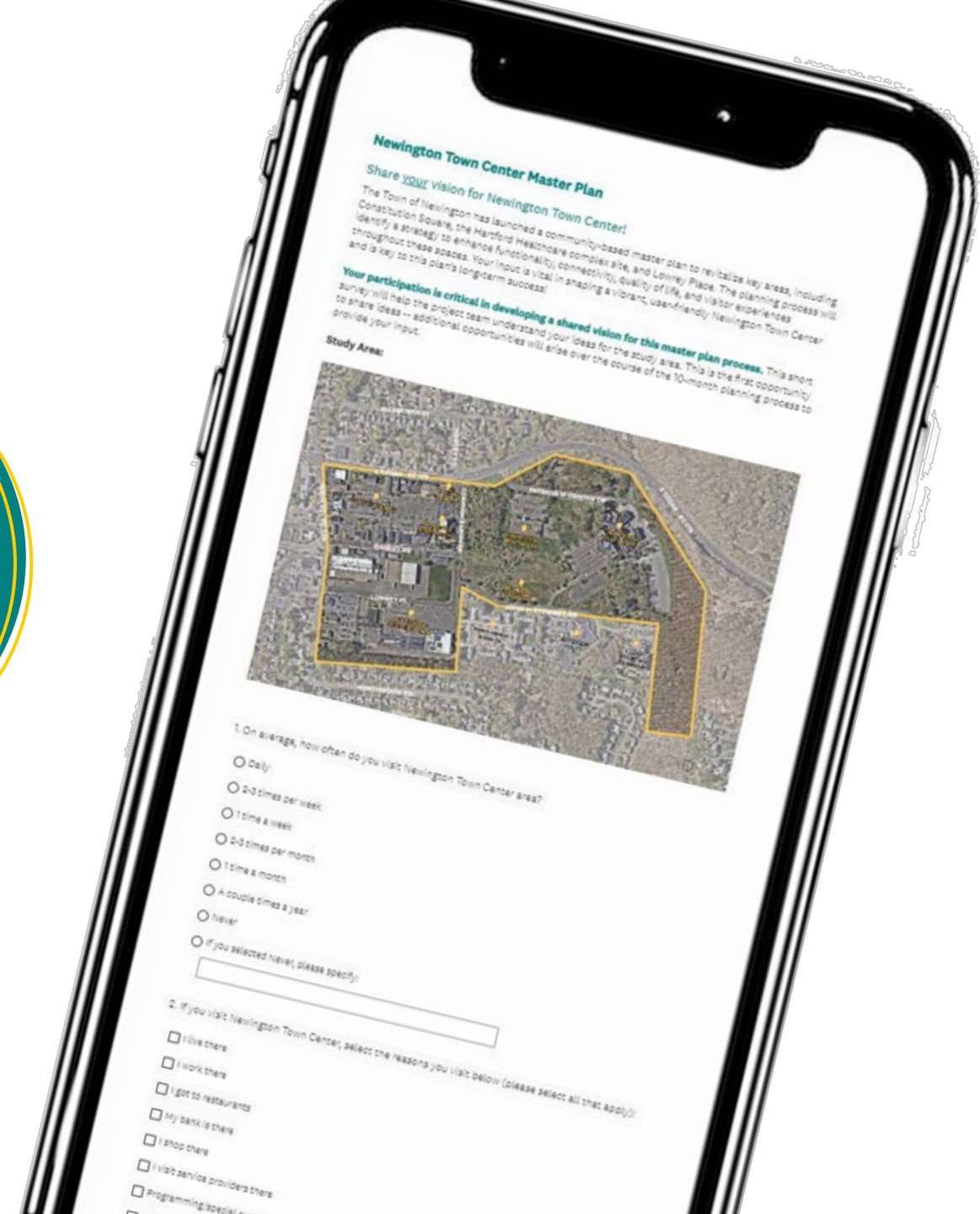
The image shows a 'Contact Us' form overlay. The form has a dark teal header with the word 'Contact' in white. Below the header, the title 'Contact Us' is displayed in white. A message reads: 'Have any questions or comments about the project? Want to share any ideas or feedback? Get in touch below!'. The form includes three input fields: 'First and Last Name', 'Email', and 'Message'. Each field has a small asterisk indicating it is required. Below the input fields is a yellow button labeled 'Submit'.

Online Survey



Access the
survey now!

587
Responses!



What We Have Heard

- Parking is an asset!
- People love its walkability.
- Like the restaurants! And want more of them!
- Would like to see more retail in the downtown (especially a grocery store)
- More arts oriented spaces and places
- Would like to see more housing, especially on Hartford Health site
- But....have associated traffic concerns
- Northwood Shopping Center revitalization should be priority
- Hartford Healthcare site should complement Town Center, not compete

Scope Elements & Timeline

Key Scope Elements



**Inventory +
Analysis**



Visioning



**Master Plan +
Site Specific
Strategies**



**Implementation
Strategy**



**Final and Draft
Document**



Community Engagement



Existing Conditions

- Land Use
- Zoning
- Ownership
- Infrastructure
- Transportation Corridors (Roads, Sidewalks, Bike Facilities, etc.)
- Public Realm Features (Accessibility, Public Spaces, Amenities, etc.)
- Building Footprints & Conditions



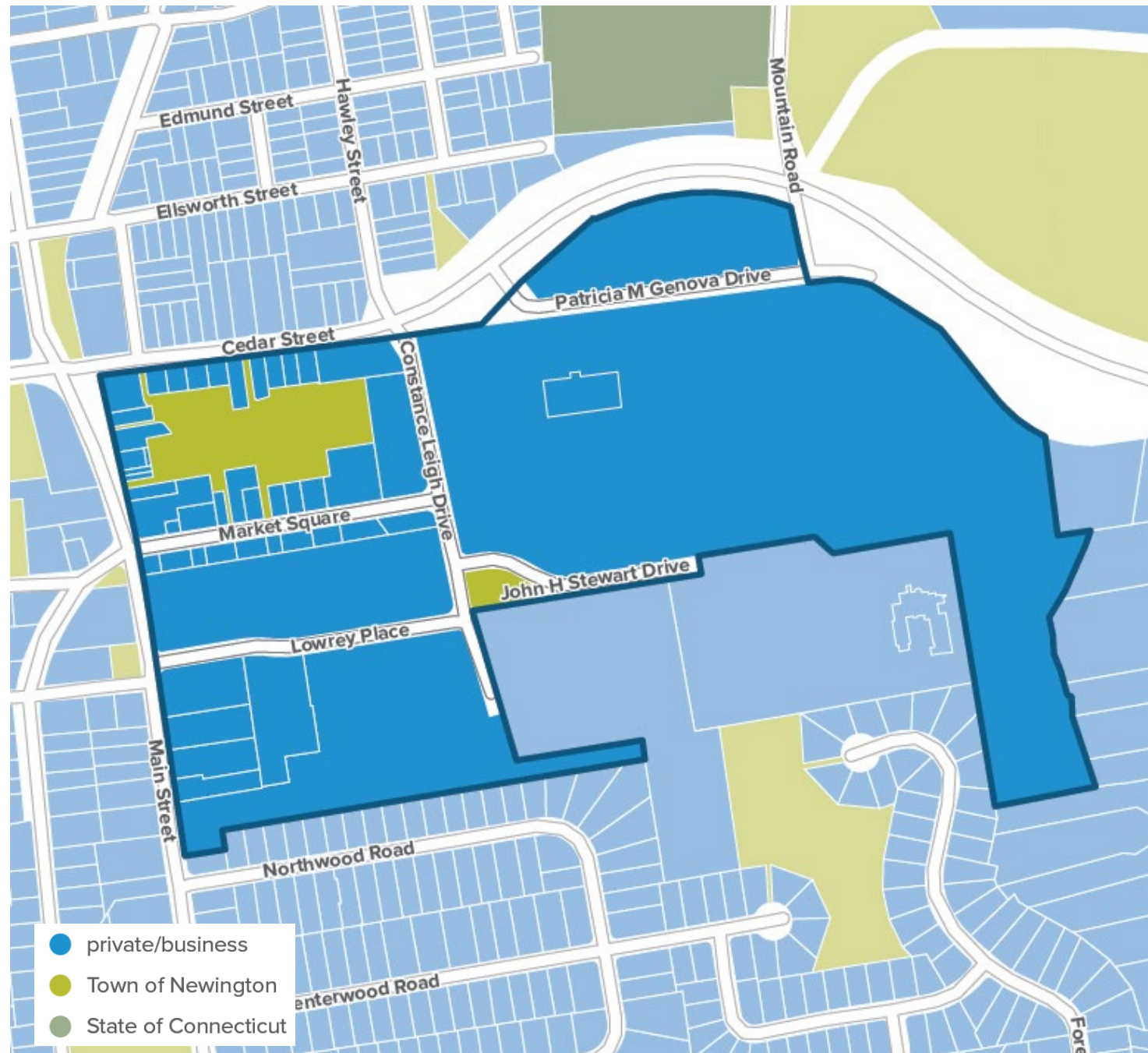
Land Ownership

Private:

- 49 parcels
- 83.3 AC

Town of Newington:

- 2 parcels
- 6 AC



Existing Zoning

B-TC (Business Town Center):

- 45 parcels
- 29.8 acres

PD/B (Planned Development):

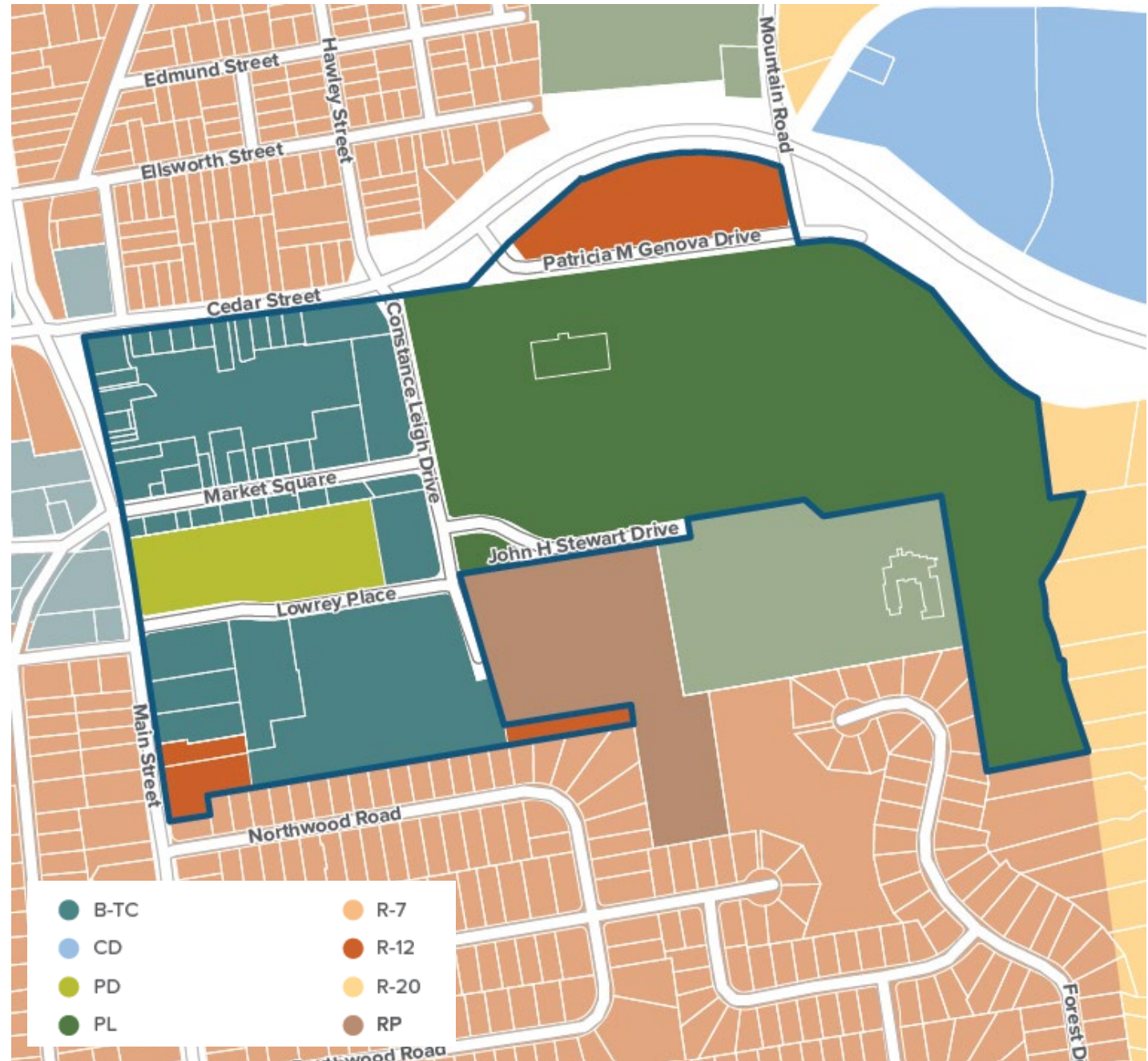
- 1 parcel
- 6.9 AC

PL (Public Land):

- 3 parcels
- 47 AC

R-12 (Residential 12):

- 2 parcels
- 5.7 AC



Market Analysis

- Local and Regional Market Snapshot
- Market Trends
- Industry Analysis
- Financial Feasibility



Economic and Market Analysis Overview

Geography

People

Economy

Housing

Retail

Hospitality

Office

Medical Office

Population

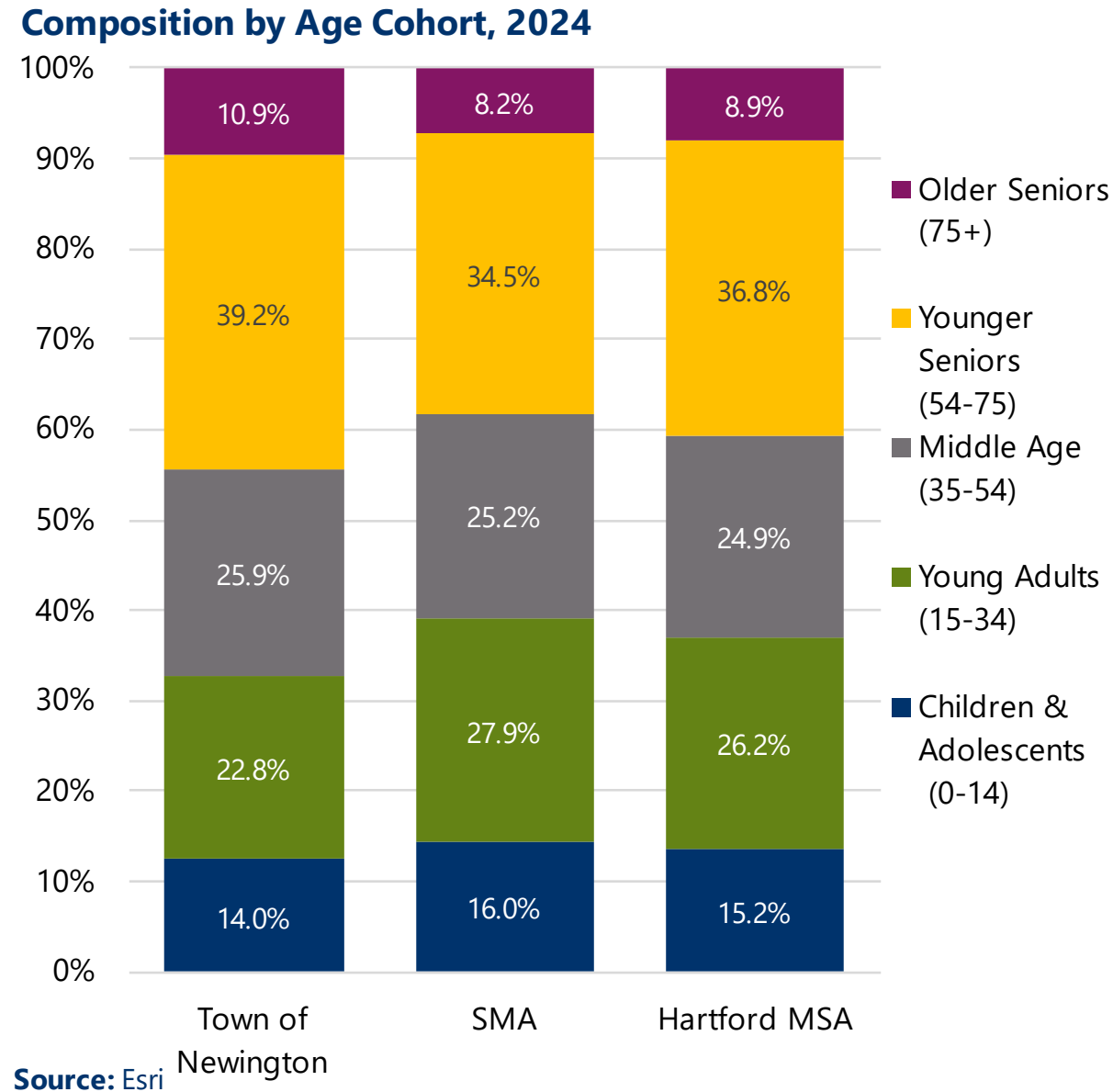
Total Population, 2000-2029

Geography	2000	2010	2020	2024	2029	2000 - 2024 Change	2000 - 2024 Change %
Town of Newington	29,325	30,562	30,536	29,984	30,971	659	2.2%
SMA	330,014	340,946	342,583	342,639	341,470	12,625	3.8%
Hartford MSA	1,086,956	1,149,642	1,150,473	1,156,623	1,143,835	69,667	6.4%

Source: Decennial Census; Esri

Age Characteristics

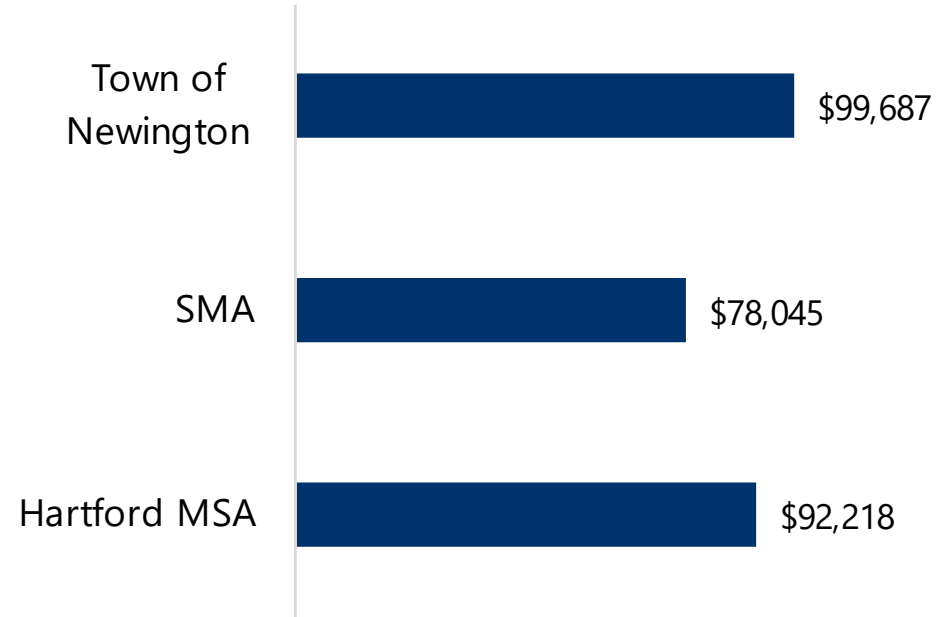
Newington is older than the neighboring towns, with fewer young people (14% being under 14) and more older people (10.9% above 75+).



Income Characteristics

Income is higher in Newington (\$99,687) than other geographies, indicating greater spending power and possibly more disposable income.

Median Household Income

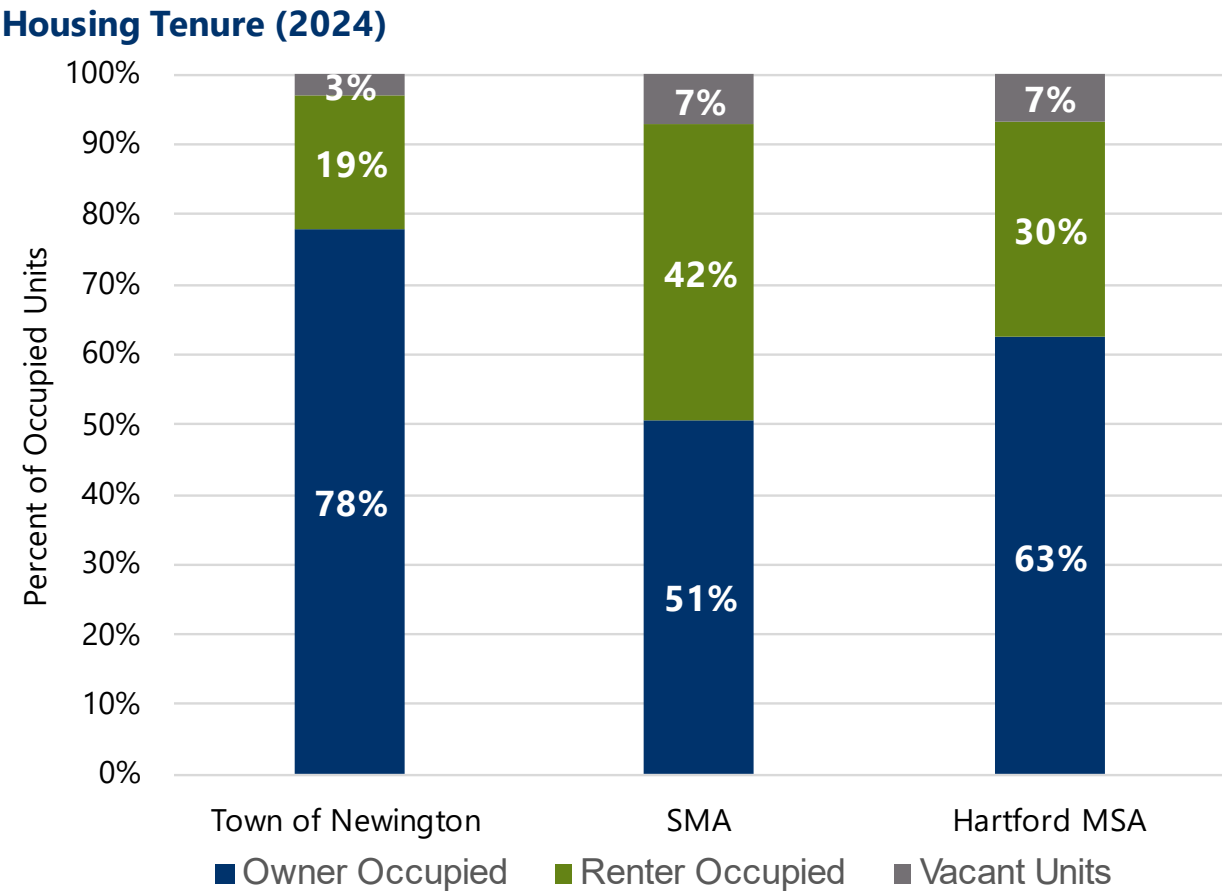


Source: Esri

Homeownership Rates

Newington homeownership is high at 78%.

Overall vacancy rates are lower than other geographies, indicating demand for residential units.



Source: Esri

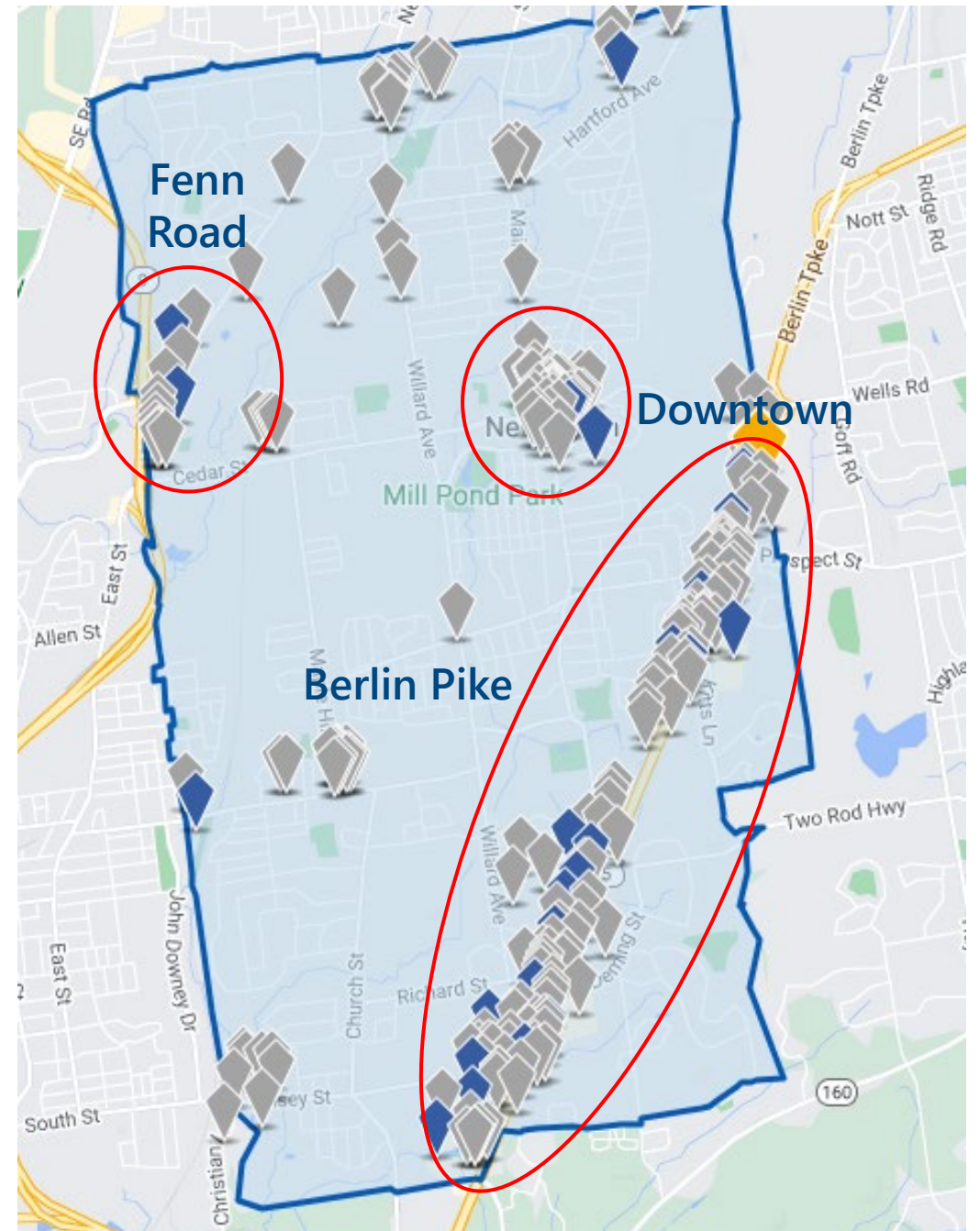
Multi-Family Housing Supply

Over the last 10 years, Newington delivered 420 units, all of them in 2024 in 2 projects. Nothing was built between 2000 – 2023, then multifamily base grew by 32% in a single year.

[illegible]

Retail Market

Retail market centered on Berlin Pike and Fenn Road, with Downtown seeing less retail activity.



Community Visioning

Establish a long-term vision for the Newington Town Center with a range of supportive goals and strategies to achieve the identified Vision.



Vision

Guiding framework for the Redevelopment Plan.

Goals

Conceptual ideas that the Redevelopment Plan and proposed recommendations should address.

Strategies

Specific outcomes that the Redevelopment Plan should achieve. Strategies are also used as metrics for tracking project impacts.

Land Use Master Plan

Synthesize information from preceding tasks (opportunities and needs) and community engagement to inform evaluation of a range of reuse concepts.



Future Land Use Alternatives

Town Center
Hartford Healthcare Site



Connectivity and Public Space Enhancements

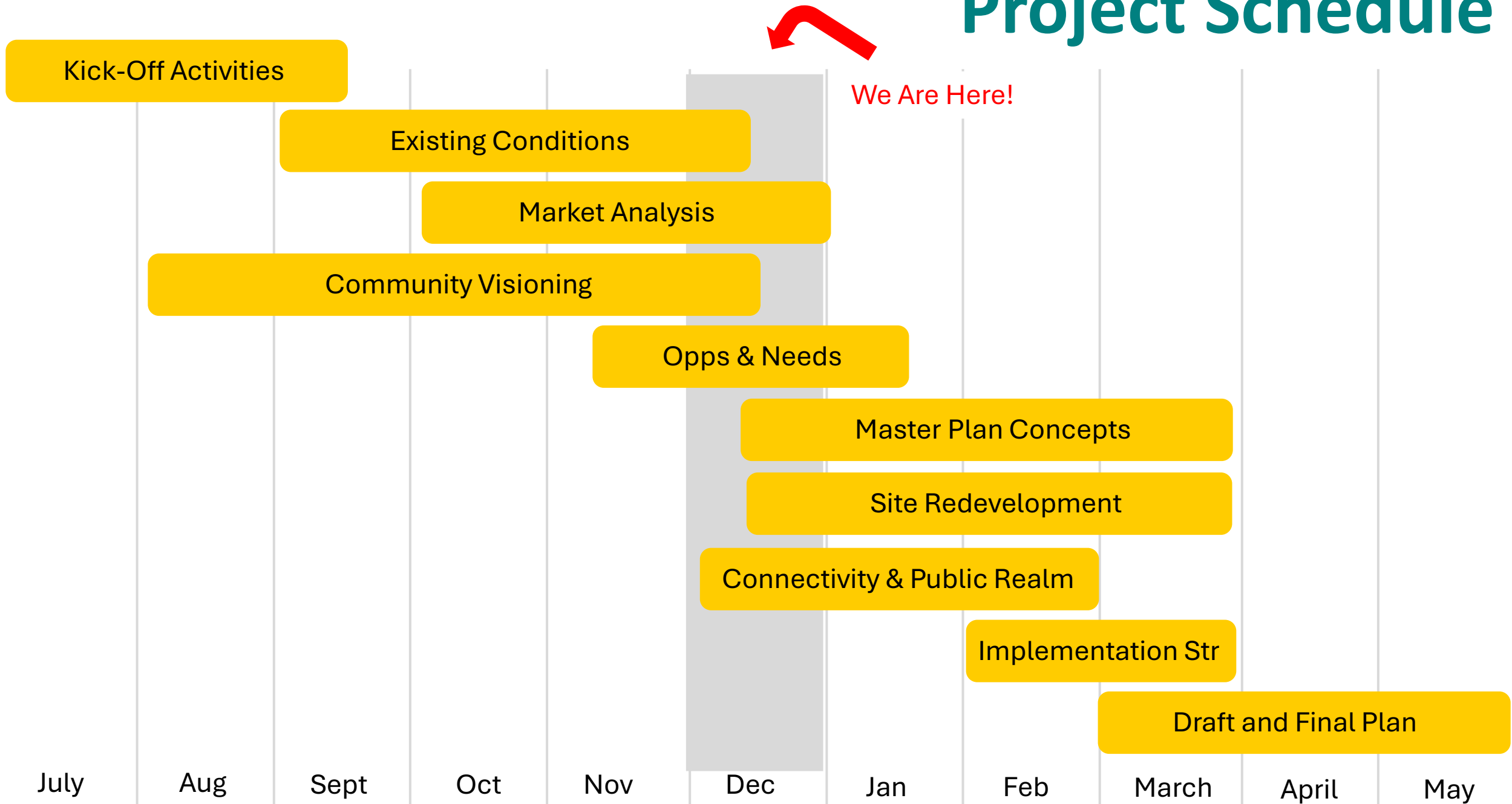


Financial Feasibility

Recognizing Opportunities to Leverage Plan, beyond the Study Area



Project Schedule



Next Steps

Next Steps

- Continue Stakeholder Meetings
- Finalize Existing Conditions
- Finalize Market Analysis
- Begin Preliminary Design Concepts
- **Design Charrette – be on the lookout for date in early 2025!**

Visioning Exercise

“IN A WORD” VISIONING EXERCISE

RULES:

- Using the post-its you will answer a series of questions, one at a time.
- The tricky part, you can only use ONE word!
- Once you have written your word, place your post-it on the wall.
- Fun discussion will then ensue!!!

In a Word,
**How would you describe the
Town Center study area today?**

In a Word,

**What is the greatest issue you see in
the Town Center area today?**

In a Word,
**What is the greatest
opportunity in the Town Center
area?**

In a Word,
**What would be your preferred
reuse of the Hartford
Healthcare site?**

In a Word,

**If you could make one
improvement or implement one
project in the Town Center study
area, what would it be?**

THANK YOU!