

A photograph of a town center street scene. In the foreground, a black lamppost with a white globe stands on a sidewalk. To the left, an American flag is attached to a tree. The background shows a street with parked cars, including a white van, and a building with a sign that says "TAXI". A large green umbrella is visible on the right side of the street. The scene is set against a backdrop of lush green trees and a clear blue sky.

Newington Town Center Master Plan

»» Strengthening Our Sense of Place

October 2025

Acknowledgments

Steering Committee

The following individuals generously provided their time and expertise to guide the development of the Newington Town Center Master Plan. The Steering Committee met at key milestones over the course of the planning process and provided valuable direction to ensure the Master Plan was consistent with the community vision and needs.

- **Paul Dickson**, Town of Newington, Town Planner (Project Manager)
- **Jonathan Altshul**, Town of Newington, Town Manager
- **Erik Hinckley**, Town of Newington, Assistant Town Planner
- **Chris Zibbideo**, Town of Newington, Town Engineer
- **Lauren Rhines**, Town of Newington, Assistant Town Manager
- **Jaime Trevethan**, Town of Newington, Older Adult Center Director
- **Jon Trister**, Mayor
- **Mitch Page**, Town Council, Majority Leader
- **Tim Manke**, Town Council, Minority Leader
- **Stanley Sobieski**, Town Planning and Zoning Commission, Chairperson
- **Deanna Reney**, Economic Development Commission, Chairperson
- **Jim Wiltshire**, Chamber of Commerce, Executive Vice-President
- **Paul Muska**, Newington Chamber of Commerce, President

Technical Support

This Master Plan was prepared by Colliers Engineering & Design for the Town of Newington with support from Camoin Associates.

Table of Contents

Executive Summary

Section 1.0

Introduction

Project Overview	1
Study Area	3
Study Area Context	9
Community Vision	11
Community Engagement	13

Section 2.0

Existing Conditions Analysis

Socio-Demographics	23
Land Use	27
Zoning	29
Land Ownership	31
Building Inventory	33
Transportation	35
Public Realm	37
Infrastructure	39
Market Analysis	41

Section 3.0

Needs and Opportunities

Areawide	49
Constitution Square	51
Lowrey Place & Northwood Plaza	53
Hartford Healthcare Complex	55

Section 4.0

Conceptual Master Plan

Introduction	59
Proposed Areawide Master Plan	63
Constitution Square	67
Lowrey Place & Northwood Plaza	83
Hartford Healthcare Complex	97

Section 5.0

From Plan to Reality

Short-Term Actions to Advance Revitalization	107
Planning & Policy Recommendations	109
Capital Improvement Projects	113
Potential Funding Sources	117
Implementation Tools	119







Executive Summary

This section summarizes the Newington Town Center Master Plan, including a description of the project boundary, community participation activities, key findings from the existing conditions and market analysis, and recommended actions and next steps.

Project Overview

The Town of Newington initiated a master planning process to create a vibrant Town Center. The plan establishes a vision for a community hub that leverages existing assets and redevelopment opportunities to guide future growth, public realm improvements, and economic development for residents and visitors.

Why We Need a Town 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. The project focuses on strengthening Newington's sense of place by identifying strategies to enhance public spaces, support local businesses, and encourage appropriate development and revitalization.

Where We're Focused

The 89.3-acre Town Center study area encompasses a mix of commercial, civic, and institutional uses bounded by Main Street (Route 176), East Cedar Street (Route 175), Lowrey Place and John H Stewart Drive, and the Hartford Healthcare complex. The 51 parcels range from individually-owned properties with local businesses and civic services in the western portion to larger parcels eastward, including the 44.47-acre Hartford Healthcare campus. This varied parcel pattern creates distinct opportunities for both incremental and larger-scale redevelopment while maintaining strong connectivity to surrounding neighborhoods and the area's role as Newington's civic and commercial core.



Legend

- Subarea 1
- Subarea 2
- Subarea 3
- study area

How Community Conversations Informed the Master Plan

Community input was integral to the planning process. Engagement with stakeholders, residents, landowners, elected officials, and regional organizations provided diverse perspectives to guide the Study Area's future. The following engagement organizations and activities informed the plan:

- | | |
|-------------------------------|---------------------------|
| 8 Stakeholder Meetings | 2 Public Workshops |
| 5 Committee Meetings | 1 Design Charrette |
| 3 Community Pop-Ups | 1 Project Website |
| 2 Public Surveys | |

Key Themes We Heard!

Constitution Square

- Expand greenspace & streetscape improvements
- Make more pedestrian friendly
- Reconfigure parking

Lowrey Place & Northwood Plaza

- Expand greenspace & streetscape improvements
- More parking/parking garage
- Mixed-use development on Lowrey Place

Hartford Healthcare Complex

- Commercial / Mixed-use development on Constance Leigh Drive
- Outdoor recreation, connection to Cedar Mountain and maintain the natural environment
- Housing (older adult & townhomes)



About the Town Center

An assessment of current conditions and baseline characteristics of the study area examines a range of topics that can influence redevelopment, from demographic patterns and land use regulations to physical infrastructure. The analysis establishes an understanding of how the area currently functions across multiple systems - built, natural, social, and economic - which serves as the foundation for identifying challenges, opportunities, and future planning recommendations.



Newington's population is expected to grow at an increased rate of the next five years. An increase in the percentage of older adults is also anticipated in this timeframe.



Consistent with national trends, Newington is experiencing a shrinking average household size.



Newington residents have a higher average household income (\$99,687) than the region, indicating stronger spending power.



The Town Center has a wide diversity of land uses, including retail, residential, mixed use, light industrial, community service and open space.



Existing zoning in the Town Center allows for a range of uses, but may require further modification to facilitate and align with the vision within this Master Plan.



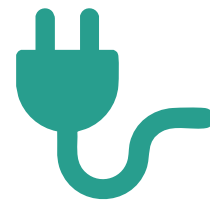
There are a range of building styles and densities across the Town Center, ranging from single story suburban style development to high density residential tower.



The transportation system in the Town Center is primarily vehicular-centric today, with limited bicycle facilities.



The Town Center lacks a consistent, identifiable brand, with limited placemaking amenities (gateways, signage, benches, landscaping).



The Town Center is well-served by utilities with no notable gaps in service. The Hartford Healthcare site may require additional infrastructure depending on future development density.

Market Opportunities

A comprehensive market analysis completed for the Town Center evaluated the outlook for various types of development over the next 5-10 years. Market potential reflects the current and projected demand for various land uses, based on current and anticipated economic conditions in the Town Center and larger region. This assessment does not reflect the desirability of these uses from the community's perspective; it is solely an indication of market opportunity.

Townhomes

There is strong market demand for townhome and cottage style housing in Newington, which could be captured in the Town Center. Market indicators suggest baby boomers and older adults are looking for opportunities to downsize, while continuing to stay in the local community. Simultaneously, townhomes provide an option for first time home buyers to enter the housing market. Residential development in the Town Center study area also offers easy access to goods and services.



Commercial/Retail

The Town Center should prioritize local and specialized retailers offering niche, experiential shopping experiences. Favorable demographics support this strategy. By focusing on artisanal boutiques, specialty vendors, and interactive storefronts, the Town Center can differentiate itself from competitors while driving foot traffic and creating a distinctive sense of place that resonates with residents and attracts regional visitors.



Multi-Family Housing

Recent multi-family housing projects and pipeline projects will satisfy about 75% of projected new demand for rental apartments over the next years. Beyond projects already in the pipeline, Newington is anticipated to be able to support approximately 200 additional multi-family units, which could be captured in the Town Center area.



Office

In Newington, there are niche opportunities for local, smaller companies looking for newer, more modern office space. Office condos or flexible workspaces for suburban office tenants could work in a limited capacity. Traditional office buildings have shifted in the market and are less likely to be a fit within Newington.



Opportunities to Reimagine the Town Center

A comprehensive assessment of Newington Town Center's existing conditions, combined with analysis of public comments, has identified key development opportunities across the entire study area.

Areawide

- **Activate Underutilized Spaces:** Create welcoming spaces that provide pedestrian connections by activating the alleyways between and behind businesses, expanding the Constitution Square greenspace, and providing outdoor seating and dining opportunities.
- **Street Trees, Signage, Amenities:** Create comfortable pedestrian streetscapes with shade trees, clear wayfinding signage, and unified amenities like benches and lighting throughout the Town Center.
- **Multi-Use Trail:** Create a designated multi-use trail through the Town Center that connects key destinations and accommodates diverse users.
- **Infill & Adaptive Reuse Potential:** Incorporate additional mixed-use or residential space on vacant or underutilized parcels to provide more office, retail, restaurant, or living space opportunities.



Constitution Square

- **Gateway Improvements at Major Intersections:** Use the major intersections around Constitution Square to create strong entrances that welcome and draw visitors into Newington Town Center.
- **Uniform Signage & Messaging:** A hierarchy and uniformity to business and wayfinding signage to create a common language within Constitution Square.
- **Activate Underutilized Spaces:** Create welcoming spaces that provide pedestrian connections by activating the alleyways between and behind businesses, expanding the Constitution Square greenspace, and providing outdoor seating and dining opportunities.
- **Infill & Adaptive Reuse Potential:** Incorporate additional mixed-use space on vacant parcels or in underutilized buildings to provide more office, retail, restaurant, or living space opportunities.



Lowrey Place & Northwood Plaza

- **Reimagine Building Layout & Uses:** Explore building configurations and land uses that align with the existing character of the Town Center while providing expanded opportunities for office, retail, restaurant, recreation, and residential spaces.
- **Streetscape & Facade Enhancements:** Explore building configurations and land uses that align with the existing character of the Town Center while providing expanded opportunities for office, retail, restaurant, recreation, and residential spaces.
- **Establish Additional Pedestrian Space:** Connect Market Square and Lowrey Place mid-block to promote pedestrian access and unify the two corridors. Activate the alleyway behind the Market Square businesses to provide seating and dining opportunities.



Hartford Healthcare Complex

- **Infill Development:** Prioritize infill housing development on previously disturbed portions of the site to maximize preservation of the natural environment, while creating a market viable density of new construction.
- **Trailhead & Connection:** Provide a formal trailhead and connection to the Cedar Mountain trail that extends to Lowrey Place.
- **Flexible Open & Recreation Space:** Maintain space for social gatherings, event, entertainment, and other community uses. Dedicate space for walking, biking, passive recreation and active recreation.



The Master Plan

- 1 Gateway & Intersection Improvements
- 2 Pedestrian Connections
- 3 Infill Development
- 4 Community Greenspace
- 5 Reconfigured Parking
- 6 Streetscape Enhancements
- 7 Keeney Building Adaptive Reuse
- 8 Northwood Plaza Phased Revitalization
- 9 Multi-Use Path
- 10 Open Space Preservation
- 11 Dog Park
- 12 Recreation
- 13 Greenway Corridor
- 14 Trailhead Parking @ Cedar Mountain Connection
- 15 Sport Courts
- 16 Older Adult Cottages
- 17 Older Adult Multi-Family and Wellness Complex
- 18 Townhomes

New Development Existing Building Public Project Private Project



This page is intentionally left blank.

Proposed Town Center Enhancement Opportunities

1 Gateway & Intersection Improvements // Public

Gateway treatments at major intersections and parking entrances establish the Town Center as a distinct destination. Primary gateways along Main Street and E Cedar Street feature substantial design interventions that announce arrival and welcome visitors. Secondary gateways mark Constitution Square and parking entrances. Consistent signage colors, materials, and style throughout create a cohesive wayfinding system that reinforces the Town Center's identity.



2 Pedestrian Connections // Public

This plan presents design elements to enhance pedestrian accessibility and connectivity. Together, they improve walkability, strengthen sense of place, and create inviting public spaces.

- Strengthened Pedestrian Connections through Parking Areas
- Activate Pedestrian Alley
- New Pedestrian Gathering Space
- Enhance Market Square Streetscape
- Activate Pedestrian Alleys Along the Keeney Building



3 Infill Development // Private

Infill development involves constructing new buildings on vacant or underutilized parcels within existing developed areas. This plan identifies three strategic locations in the Constitution Square sub-area for targeted infill development: two sites along East Cedar Street and one on Market Square. The height and character of the infill development should be consistent with the existing surrounding context in Constitution Square. This infill development will enhance the streetscape character while creating additional commercial and mixed-use opportunities that strengthen the Town Center.



4 Community Greenspace // Public

The central greenspace in Constitution Square is underutilized in its current form and design today. This plan recommends converting adjacent parking to expand the greenspace to allow for additional shade trees, seating, and a performance pavilion. New sidewalks and enhanced crosswalks will improve pedestrian connectivity, accessibility, and safety throughout the square.



5 Reconfigured Parking // Public, Private

Constitution Square's public parking is supplemented by segmented private lots that restrict cross-access and circulation, creating underutilized spaces. Reconfiguring the private lots would increase the total number of available parking spaces on private lots, while also creating connectivity between public and private spaces. The reconfiguration could be accomplished in a number of different ways, each beginning with conversations between the Town of Newington and the impacted property owners.



6 Streetscape Enhancements // Public

Lowrey Place currently has 20-foot drive lanes in each direction with an 8-foot sidewalk on the south side. Recommended enhancements include reducing drive lanes to a standard 12 feet each.

Lowrey Place currently has four bus stops with inadequate signage and markings. Streetscape improvements could include formal bus pull-offs in both directions, complete with shelters, passenger seating, and clear wayfinding signage to enhance the transit experience and street functionality.



Proposed Town Center Enhancement Opportunities

7 Keeney Building Adaptive Reuse // Private

This plan prioritizes facade improvements, site enhancements, and adaptive reuse of the existing Keeney building to better serve community needs, rather than pursuing major structural modifications or demolition. Public engagement identified desired uses that would complement broader Town Center development including retail, an indoor market, performance space, a business incubator, a brewery, a food hall, an artist collective, and indoor recreation. The structure can accommodate single or multiple uses—for instance, an indoor recreation facility paired with a food hall would create a dynamic mixed-use destination that enhances Town Center appeal and attracts new users to the area. Improvements to the site surrounding the Keeney building would create a connection to Market Square and leverage the outdoor alley space north of the structure as a distinctive seating and gathering area that reflects the Town Center's unique aesthetic identity.



8 Northwood Plaza Phased Revitalization // Private

The Master Plan identifies three potential phases for the gradual build-out of Northwood Plaza over time, recognizing that while comprehensive redevelopment may be the long-term vision, current market conditions likely do not support the demand for a full redevelopment in the immediate future. Each phase builds upon the previous one, with the goal of minimizing disruption to existing business operations throughout the entire development process.

The initial phase focuses on site enhancements to the existing plaza, retaining the existing building and businesses. The second phase includes the construction of two mixed-use buildings on the south side of Lowrey Place, retaining the existing plaza building and businesses in Northwood Plaza. Businesses in the plaza could gradually relocate to the new mixed-use building to position the site for phase 3. This final phase is a full build-out of the Northwood Plaza parcel. The existing building is demolished and replaced with multi-family residential housing and community greenspace.



9 Multi-Use Path // Public

This plan proposes extending the multi-use trail from Lowrey Place onto Constance Leigh Drive up to E Cedar Street, creating continuous accessibility through the Town Center. This trail extension connects to the proposed greenway trail detailed in public space enhancement recommendation number two.



10 11 12 15 Open Space & Recreation // Public, Private

Areas designated for open space preservation would not be subject to further development, but would be maintained in a more naturalized state. The dog park could be relocated next to the new Cedar Mountain Trailhead to share parking and maintain distance from the recommended residential development on the Hartford Healthcare site. Enhanced amenities include an agility course, shaded structures, and a hydration station. A disc golf course could be implemented on the preserved open space next to the dog park as a low-impact intervention providing additional recreational opportunities. Publicly available sport courts could be integrated into the future housing development on the Hartford Healthcare site, providing additional recreation opportunities in the Town Center for residents and visitors. The community feedback gathered through this planning process indicates that pickleball and/or tennis courts would be desirable.



Proposed Town Center Enhancement Opportunities

13 Greenway Corridor // Public

The greenway corridor is a 12-foot wide multi-use trail that runs from Constance Leigh Drive through the Hartford Healthcare Complex, connecting to the proposed Cedar Mountain trailhead to the east. The greenway also continues west toward Constance Leigh Drive, where it links with the multi-use trail to complete the a half-mile loop. Shade trees provide overhead canopy coverage for trail users, while benches offer rest areas along the route.



14 Trailhead Parking at Cedar Mountain Connection // Public

The existing underutilized overflow parking at the Hartford Healthcare Center could be repurposed as a Cedar Mountain trailhead, providing parking, a trail map and informational signage, and a safe and comfortable off-road connection to Cedar Mountain Trail.



Residential Development Opportunities on the Hartford Healthcare Site

Hartford Healthcare, the largest property owner in the area, has vacated its 44.47-acre parcel adjacent to the Town Center core. This property represents nearly one-third of the Town Center project area, offering a unique redevelopment opportunity.

16 Older Adult Cottages // Private

To address the prioritized need for older adult housing, the plan has the potential to accommodate 83 older adult cottages designed for residents aged 55 and older. The development could include 59 units of 1,200 SF and 20 units of 1,500 SF, with the larger units featuring an attached garage. The housing breakdown would be determined by the developer during the design phase. These figures represent one potential build-out scenario rather than fixed requirements.



17 Older Adult Multi-Family and Wellness Center // Private

This unique 3-story development program is designed to enrich daily life through comprehensive wellness-focused amenities and services. The building could accommodate approximately 100 one-bedroom rental units designed for residents aged 55 and older. The 21,500 square foot ground floor would incorporate amenities such as medical offices, a fitness center, and a cafe. These resources would be available to cottage residents and potentially the general public, depending on the developer's program. The upper two floors would house the residential units.



18 Townhouses // Private

The townhouse units are not restricted to residents aged 55 and over. These for-sale units would be located at the site of the former hospital. The site could accommodate approximately 112 units of 1,400 SF, though there is flexibility in the programming to adjust both housing size and unit count depending on the developer. This development would incorporate greenspace, parking, and pedestrian accessibility.



From Plan to Reality

A series of short-term (to be completed over the next 2 years) actions have been identified to begin advancing the Town Center Master Plan vision. Advancing each of these early-action items will help to position the study area for additional investment and reflect the Town's commitment to the Town Center area. This list does not preclude the Town, or private entities, from advancing other projects identified in the Master Plan during this timeframe.

1 Update Town of Newington Zoning Regulations

One of the most impactful recommendations from this study is the updating of the Town Zoning Regulations to ensure they align with the land use and development preferences and recommendations outlined in the Master Plan. The Master Plan identifies targeted recommendations for zoning updates, including potential zoning district amendments to ensure the desired land use types, densities and styles are permitted.

2 Undertake a Parking Study for the Town Center

As the Town Center evolves and grows, the demand for parking will continue to increase. Completing a baseline parking analysis in the short-term will establish an understanding of existing parking demand and need, while also creating a foundation on which to base future decisions associated with new development applications.

3 Identify Funding to Advance Design and Construction of Gateways

While the Master Plan identifies a significant number of public enhancement capital improvement projects, strong gateways and intersection enhancements are one of the most visible projects that will help to set a tone for the Town Center, and attract more people to visit the area. Pursuing grant funding, or designating Town funding, for the design of gateways is an important first step in showing the Town's commitment to investing in the Town Center. Parallel to the design, or immediately after, the Town should identify funding for phased implementation of gateway projects.

4 Host Quarterly Round Tables with Key Property Owners


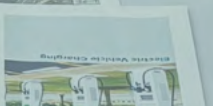


Development opportunities within the Town Center are located on private land. **While zoning modifications will help to direct preferred land uses and design preferences, advancing projects will ultimately fall to private owners** – either those that own the land today, or future owners. Ensuring open, transparent and on-going communication with property owners will create a collaborative working relationship that is more likely to translate to new development opportunities that align with the vision of the Master Plan. Quarterly round tables with key property and business owners and Town leadership will show the Town's commitment and bring the private sector together to help advance economic revitalization in the Town Center.

This page is intentionally left blank.



Constitution Square Multi-Modal Features

Using the dot stickers provided, identify the TOP THREE multi-modal features you would like to see in Constitution Square and along surrounding streetscapes.

 Bike Rack	 Bike Repair Station	 Blue Lane	 Blue Bumper	 Wayfinding-Electric Vehicle
 Electric Vehicle Charging	 Bike Share	 Bike Lane	 Bike Rack	 Bike Repair Station

Constitution Square





Section 1.0

Introduction

This section provides an overview of the Town Center Master Plan, introducing the project scope, contextualizing the study area within the broader community, and summarizing the public engagement process that informed the plan's development. Together, these components establish the framework through which existing conditions were analyzed and future recommendations were shaped.

Project Overview

The Town of Newington initiated a master planning process to identify strategies to foster a vibrant and active Town Center. The plan establishes a vision for creating a community hub that leverages existing assets while capitalizing on significant redevelopment opportunities, including over 50 acres of prime real estate. This Plan is intended to guide future growth, public realm enhancements, and economic development to create an engaging town core for both residents and visitors.

Overview

Newington, a thriving suburban community of about 30,000, boasts a prime location in the heart of Connecticut, just south of Hartford. Newington's strategic position offers easy access to major employment hubs, various colleges and universities, and robust community services, making it an attractive home for people at all life stages.

What sets Newington apart from many Connecticut towns is its well-defined Town Center with a 5.5-acre municipal parking area that reinforces the walkable, village-like atmosphere. This study presents an exciting opportunity to reimagine the Town Center area, focusing on improving its functionality, sense of place and community identity.

Hartford Healthcare, the largest property owner in the area, has vacated its 44.47-acre parcel adjacent to the Town Center core. This property represents nearly one-third of the project area, offering a unique redevelopment opportunity. Combined with the potential revitalization of underutilized properties, the Town is taking a proactive approach to identifying a preferred vision for future investment within the Town Center.

Plan Objective

The project focuses on strengthening Newington's sense of place by identifying strategies to enhance public spaces, support local businesses, and encourage appropriate development and revitalization.



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.



Study Area

What is the Town Center Study Area?

The 89.3-acre study area in Newington's Town Center represents a vital mix of commercial, civic, and institutional uses at the heart of the community. The area is clearly defined by established transportation corridors: Main Street (Route 176) creates the western edge, while East Cedar Street (Route 175) forms the northern boundary. The southern limits follow Lowrey Place and John H Stewart Drive, with the expansive Hartford Healthcare complex anchoring the eastern boundary.

The area's 51 parcels reflect diverse ownership patterns and development scales. The western portion contains a fine-grained pattern of individually-owned properties hosting local businesses, civic services like the post office, and community spaces. This transitions to larger parcels moving eastward, culminating in the significant 44.47-acre Hartford Healthcare campus. This varied parcel fabric creates distinct opportunities and challenges for future development while maintaining the area's role as Newington's civic and commercial core.

The boundary configuration provides multiple access points and strong connectivity to surrounding neighborhoods, while the mix of parcel sizes offers flexibility for both incremental and larger-scale redevelopment opportunities.

!

The Study Area:

89.3 total acres

51 parcels

2 key transportation corridors (Cedar Street & Main Street)

Over **120** active businesses

7.5 miles from Downtown Hartford




0

0.2 miles

Study Area Boundary



Legend

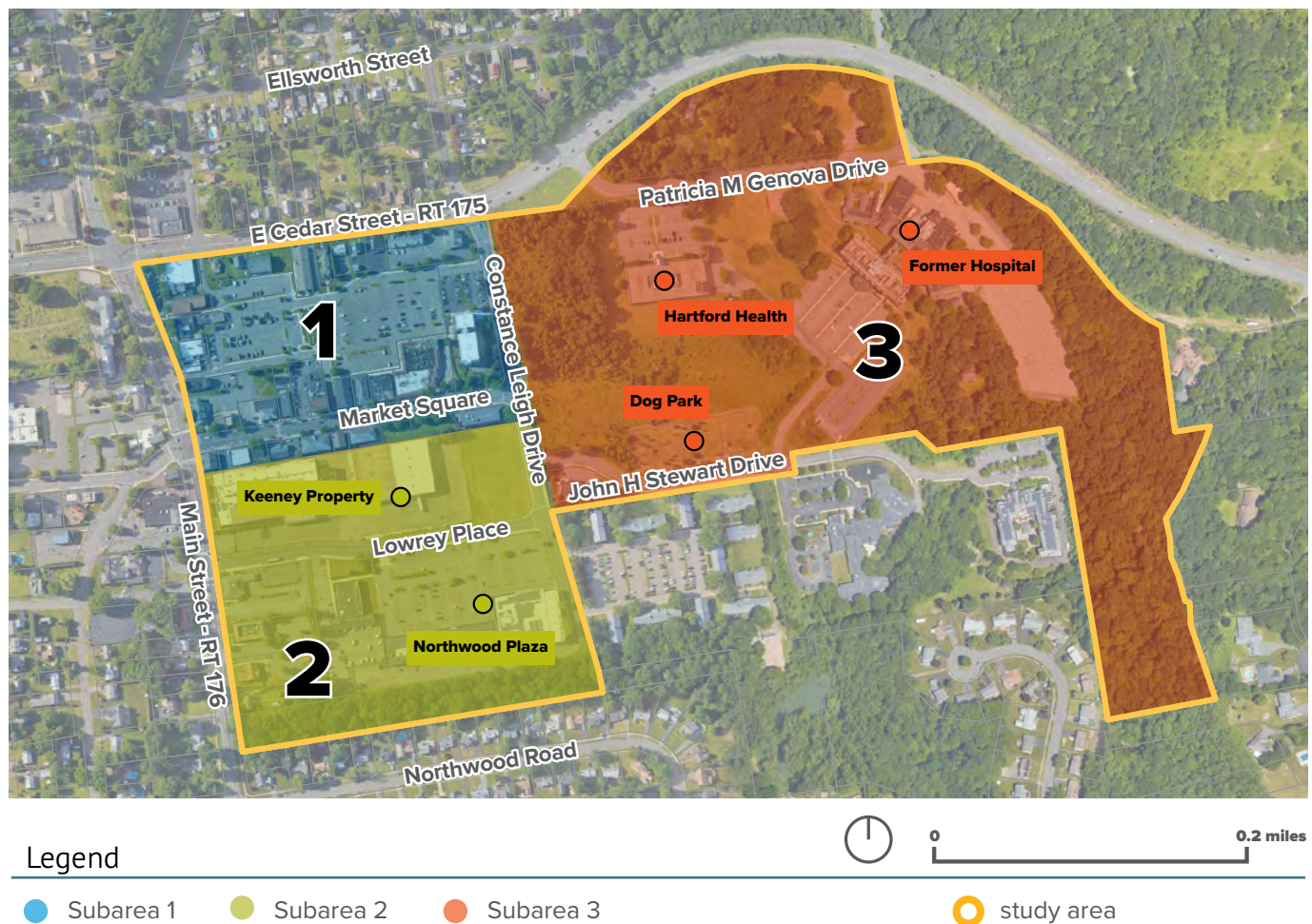
 study area

Town Center Subareas

The study area consists of three distinct subareas, each with unique characteristics and development potential that collectively contribute to the overall character and diversity of the Town Center.

Together, these subareas (89.3 acres, 51 parcels) offer an opportunity to create new connections between the established Town Center and Hartford Healthcare Complex, fostering an integrated, walkable community.

Study Area: Subareas



Subarea One: Constitution Square

Constitution Square is Newington's downtown hub, anchoring the Town Center with a mix of restaurants, retail shops, and essential services within a walkable, pedestrian-friendly environment. The area's human-scale character is defined by predominantly one- and two-story buildings that create an intimate, traditional downtown atmosphere.

This central district encompasses both Constitution Square and Market Square, which together form one of Newington's key business corridors, hosting a blend of local enterprises.

The subarea's boundaries are clearly defined by Main Street to the west, the businesses along Market Square's southern edge to the south, Constance Leigh Drive to the east, and E Cedar Street to the north.

Subarea Two: Lowrey Place & Northwood Plaza

Lowrey Place & Northwood Plaza present a distinctly car-oriented environment characterized by substantial building setbacks, expansive street-front parking lots, a wide roadway, and minimal pedestrian infrastructure. This corridor features a mix of warehouse and industrial uses alongside businesses and services. Current vacancies reflect the area's car-dependent nature, and without an active anchor tenant or destination, the vacancies will diminish the area.

The subarea is bounded by Main Street to the west, residences on Northwood Road's north side to the south, Constance Leigh Drive to the east, and the businesses along Market Square's southern edge to the north.

Subarea Three: Hartford Healthcare Complex

The Hartford Healthcare Complex encompasses a 44.47-acre site featuring the former Newington Hospital and an active data center, with most facilities now vacant and offering significant redevelopment opportunities at a scale distinct from the Town Center's existing development pattern. The subarea is characterized by expansive open greenspaces and mature trees, but maintains a vehicle-oriented design with extensive parking areas and minimal pedestrian infrastructure.

The subarea, bounded by Constance Leigh Drive to the west, John H Stewart Drive to the south, and E Cedar Street to the north.



Subarea 1



Subarea 2



Subarea 3

Master Plan Area of Impact

The study area's influence extends beyond its formal boundaries, creating a broader impact zone that shapes the master plan's approach. The western edge along Main Street contains established businesses, active commercial storefronts, and services that share important pedestrian crossings, parking considerations, and economic connections with the study area.

At the northern gateway, the Cedar Street/ Main Street intersection serves as a strategic commercial node and crucial entry point to the Town Center. These adjacent areas influence customer traffic patterns, business synergies, parking demand, and overall district vitality.

The master plan will address these relationships to ensure seamless integration between the core study area and its surrounding business environment, recognizing that successful revitalization depends on understanding and strengthening these broader connections and relationships.

Study Area: Impact Area



Legend



impact area



study area



0

0.2 miles



Study Area Context

The Town of Newington sits within a rich network of suburban communities, offering strategic access to both urban amenities and rural landscapes across central Connecticut. This connectivity through major transportation corridors positions the town for sustainable growth while maintaining its distinct community character.

Greater Hartford Metropolitan Region

Newington anchors the south-central portion of Connecticut's Capitol Region, situated within the Hartford-East Hartford-Middletown Metropolitan Statistical Area. Located within Connecticut's central valley, Newington sits between the Metacomet Ridge to the west and Connecticut River valley to the east, creating a distinctive geographic setting.

Transportation Networks

The town's strategic location at the intersection of major highways (I-84, I-91, Route 9) and the CTfastrak rapid transit corridor provides seamless connectivity to Hartford, New Britain, and the broader region, with the potential for a future rail stop in Newington. Bradley International Airport is accessible within 30 minutes, while Amtrak and CTRail services are available via nearby stations in Hartford, Berlin, and Windsor, enhancing regional mobility.

Economic Integration

Newington's economic integration benefits from access to major employment centers, including Hartford's insurance and financial sector, Farmington's healthcare and biotech cluster, and government offices in Rocky Hill and Wethersfield. Its proximity to regional retail hubs, including Westfarms Mall and Berlin Turnpike, strengthens its commercial position.

Cultural & Educational Assets

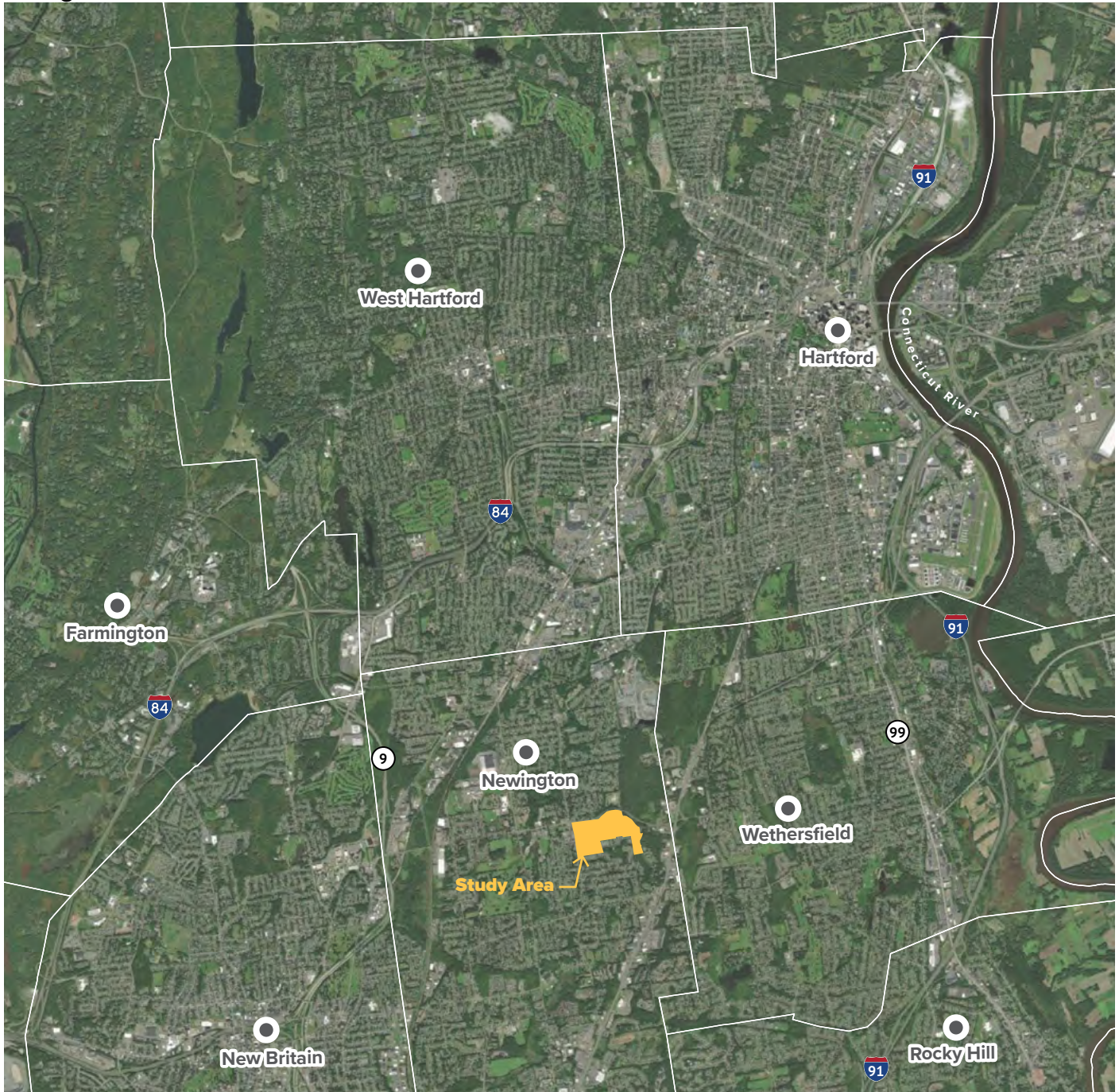
The town connects to a rich network of cultural and educational assets, including higher education institutions like Trinity College, University of Hartford, and Central Connecticut State University. Regional cultural institutions such as the Wadsworth Atheneum, Mark Twain House, and New Britain Museum of American Art are easily accessible. The town also links to regional parks including the MDC Reservoir system and Connecticut River waterfront.

Neighboring Communities

Newington's neighboring communities create a diverse suburban context: West Hartford with its upscale commercial districts, Rocky Hill's growing suburban landscape with riverfront access, historic Wethersfield's preserved village center, New Britain's post-industrial revitalization, and Berlin's rural-suburban character with emerging commercial growth. As a member of the Capitol Region Council of Governments (CRCOG), Newington integrates regional planning priorities for sustainability, transit, economic growth, and environmental protection into its development framework.



Regional Context



Legend

- study area

Community Vision

Plan Objective

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

Plan Goals



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.



Improve connectivity through integrated walkable streets, protected bike networks, and public transit options to create an accessible community for all.



Continue to foster activity and use of the Town Center.



Community Engagement

Community input was integral to informing the planning process. The engagement of stakeholders and community members from various backgrounds provides various perspectives and help guide and define the future of the Study Area. Community members, landowners, stakeholders, elected officials, and regional organizations have a vested interest in the success of the Town Center Master Plan and must become partners in its implementation. The following engagement activities were undertaken to help guide the planning process:

Steering Committee

At the start of the planning process, the Town formed a Steering Committee with key stakeholders from the community. This committee included business owners, Town staff members, and local residents. The Steering Committee's role was to collect community input, review project materials, and provide direction throughout the planning process.

Meeting #1 - Nov. 18, 2024

This meeting set the foundation for the project's direction. Project components, anticipated outcomes, and deliverables were discussed.

Meeting #2 - Feb. 26, 2025

The purpose of this meeting was to facilitate a run-through of the public design charrette to identify adjustments to the presentation or interactive activities.

Meeting #3 - Apr. 28, 2025

The purpose of this meeting was to share preliminary concepts and summarize the public charrette results and give a project update.

Meeting #4 - Jun. 6, 2025

The purpose of this meeting was to give a project status update, summarize the online charrette survey feedback, and share the master plan concepts.

Meeting #5 - Sept. 25, 2025

The purpose of this meeting was to receive feedback on the draft master plan.

Project Website

The website www.NewingtonTownCenter.com was created for the Newington Town Center Master Plan to provide community members and interested parties an opportunity to learn more about the project and provide valuable input. Meeting notifications and summaries were also posted for public viewing.



Community Surveys

An online community survey was open for public response from September to December 2024. The purpose of this survey was to understand how the public views the Town Center today and how they would like to improve it in the future. There were 655 total responses to this survey.

An online version of the public design charrette was distributed in March 2025 for community members who were unable to attend the charrette. There were 155 total responses to this survey.

Stakeholder Meetings

The project team conducted stakeholder meetings throughout the planning process to engage various organizations and individuals within the community. These meetings provided first-hand knowledge of local challenges, opportunities, and development plans in the Study Area. Stakeholder interviews and meetings were held with local businesses and property owners.

Public Workshops

Community-wide meetings were conducted throughout the planning process to provide the public opportunities to learn about the Town Center Master Plan and provide their feedback on plan development. These meetings included three pop up events, a design charrette, and two public meetings.

Pop-Up #1 - Sep. 28, 2024

The Project Team gathered public feedback at the Newington Waterfall Festival as one of its first engagement opportunities. The purpose of the event was to spread awareness of the project and solicit feedback regarding potential improvements residents would like to see in the Town Center.

Pop-Up #2 - Dec. 6, 2025

The Project Team gathered public feedback at the Newington Night of Lights. The purpose of the event was to spread awareness of the project and solicit feedback regarding potential improvements residents would like to see in the Town Center.

Pop-Up #3 - Dec. 9, 2025

The Project Team hosted an information session at the Older Adult Center, overviewing the goals of the master plan and gathering feedback on current uses and desired future uses of the Town Center.

Public Meeting #1 - Dec. 9, 2024

The purpose of this first meeting was to outline the project study area, subareas, objectives, and timeline. An interactive visioning exercise was conducted after the formal presentation to gather public feedback to facilitate discussions.

Design Charrette - Mar. 8, 2025

The Project Team facilitated a 90-minute design charrette where participants were divided into small groups to complete design exercises focused on the Town Center. The meeting concluded with a 30-minute segment where each group shared their key takeaways.

Public Meeting #2 - Jun. 26, 2025

The Project Team presented the preliminary Town Center Master Plan, outlined the next steps in the planning process, and responded to community questions and comments.

Community Engagement

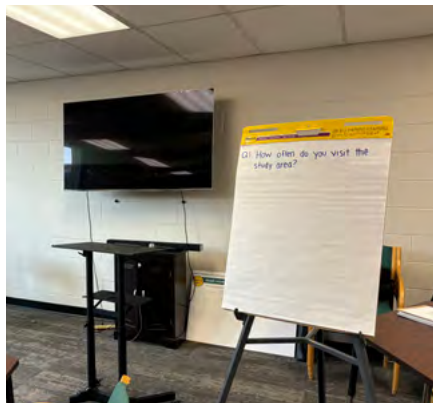
Pop-Up #1: Newington Waterfall Festival



Pop-Up #2: Newington Night of Lights



Pop-Up #3: Older Adult Center



Public Meeting #1



Design Charrette



What We Heard!

Subarea 1: Constitution Square

Key Themes

- Expand greenspace
- Streetscape improvements
- Farmers market/outdoor dining space
- Make more pedestrian friendly
- Reconfigure parking

Most Desired Streetscape Amenities

Shade Trees



Public Art



Pedestrian Level Lighting



Benches



Most Desired Multi-Modal Features

Wayfinding Signage



Enhanced Crosswalks



Widened Sidewalks



Bike Lanes



Subarea 2: Lowrey Place & Northwood Plaza

Key Themes

- Expand greenspace
- Streetscape improvements
- More parking/parking garage
- Central connection between Lowrey Place and Market Square
- Mixed-use development on Lowrey Place

Should the road width of Lowrey Place be reduced?

Yes - 70%

Most Desired Streetscape Amenities

Sidewalks on Both Sides



Planted Buffer Strips



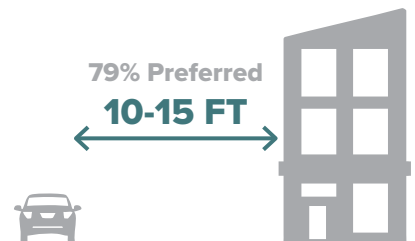
Curb Extensions



Protected Bike Lanes



Preferred Building Setback Distance from Lowrey Place



0-5 FT: 3% Preferred
200 FT: 18% Preferred

Preferred Building Uses at Northwood Plaza

Mixed-Use



75%

Townhouses



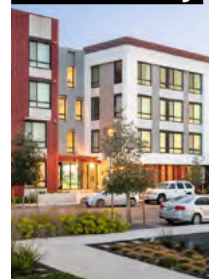
13%

Commercial



11%

Multi-Family



1%

Preferred Maximum Building Height



1-2 Stories: 35% Preferred
4 Stories: 12% Preferred
5+ Stories: 9% Preferred

Preferred Uses for the Keeney Building

Recreation



Commercial



Mixed-Use



Destination



What We Heard!

Subarea 3: Hartford Healthcare Complex

Key Themes

- Commercial / Mixed-use development on Constance Leigh Drive
- Older Adult housing
- Outdoor recreation and maintain the natural environment
- Connection to Cedar Mountain
- Townhomes
- Maintain three stories or less
- Integrate site history into design

Most Desired Site Amenities

Walking Trails



Keep Naturalized



Open Space



Playground



Preferred Housing Types

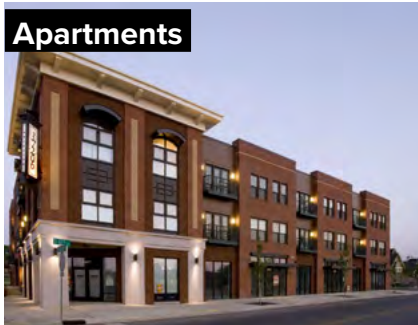
Townhouses



Older Adult Cottages



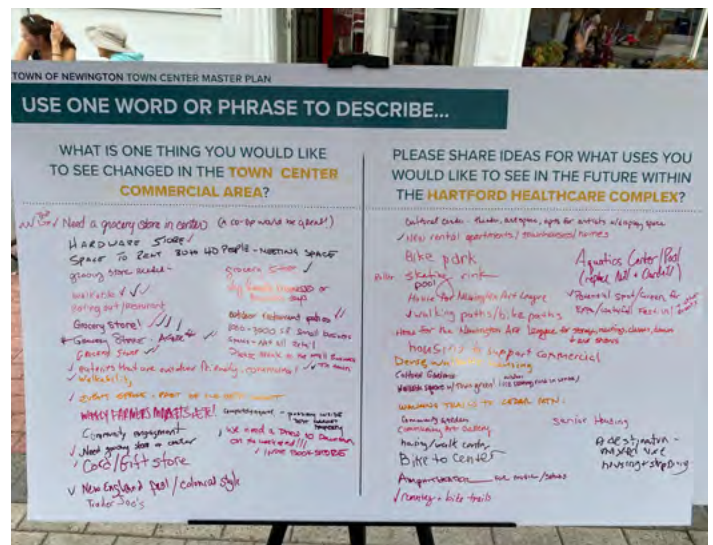
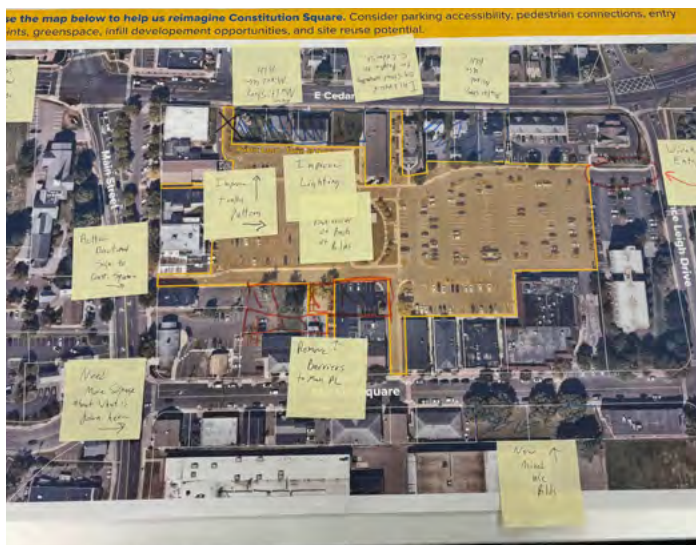
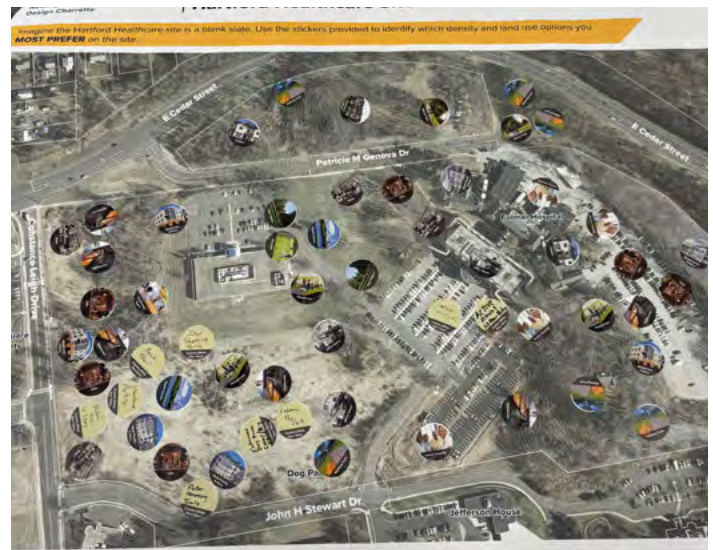
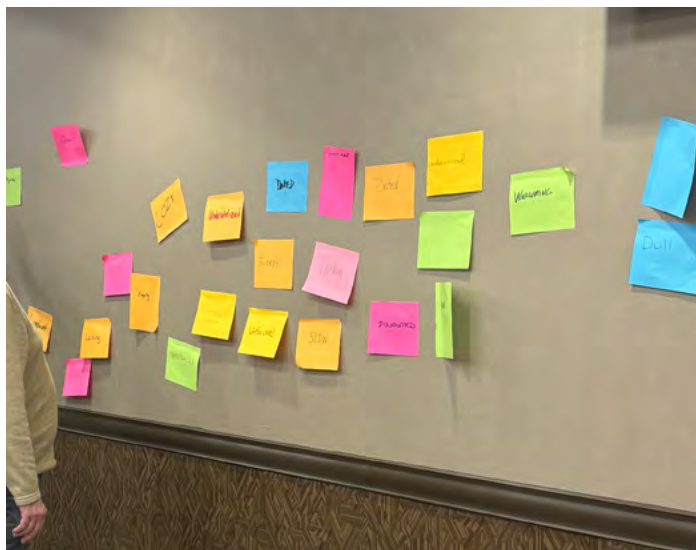
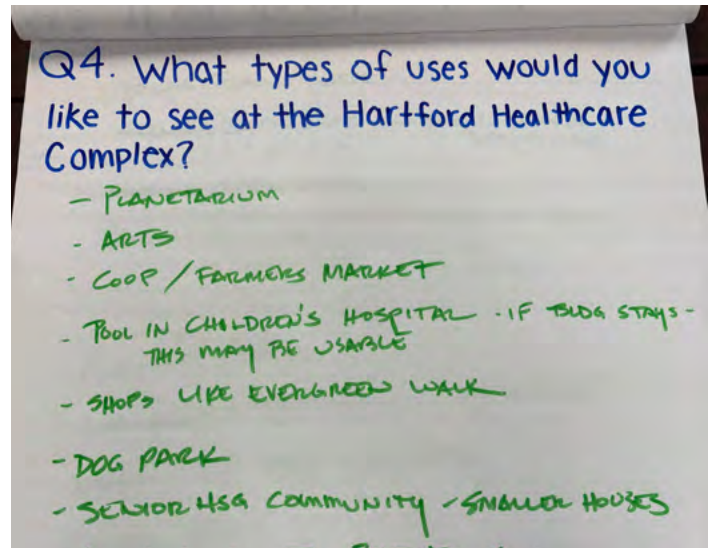
Apartments



Multi-Family



Interactive Feedback from Public Events





CONSTITUTION
SQUARE

SHOPS & RESTAURANTS



TOWN CENTER
PARKING



Section 2.0

Existing Conditions Analysis

This section provides an assessment of current conditions and baseline characteristics of the study area, examining a range of topics that can influence redevelopment, from demographic patterns and land use regulations to physical infrastructure and economic factors. The analysis establishes an understanding of how the area currently functions across multiple systems - built, natural, social, and economic - which serves as the foundation for identifying challenges, opportunities, and future planning recommendations.

Socio-Demographics

The demographic profile of Newington provides insights into the community's characteristics and socioeconomic composition, which helps inform planning decisions and identify key needs, trends, and opportunities that will shape the town's future development.

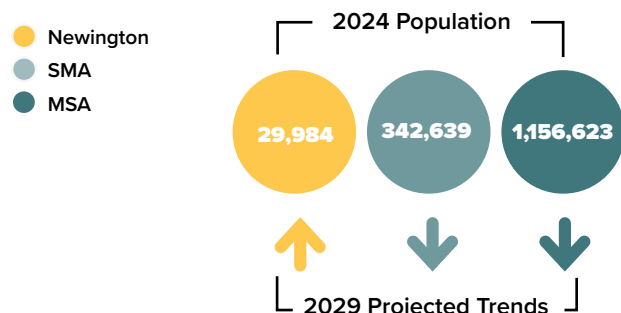
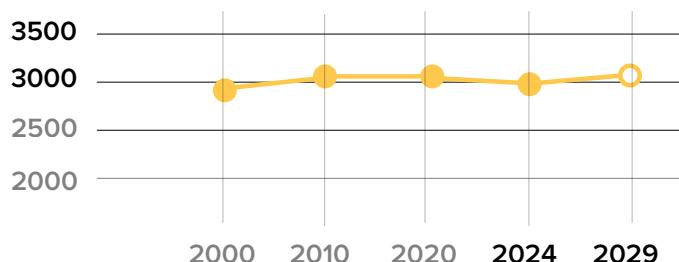
For the purposes of this plan, the following analysis considers three key areas: the Town of Newington, the Secondary Market Area (SMA), comprising eight adjacent municipalities (West Hartford, Hartford, Wethersfield, Rocky Hill, Berlin, New Britain, Plainville, and Farmington), and the broader Hartford Metropolitan Statistical Area (MSA), which provides a benchmark for regional economic trends.

Population

Newington's population was 29,984 in 2024, reflecting a modest increase of 2.2% (659 residents) since 2000. The Town's recent growth has lagged behind both the SMA and broader region. The SMA has grown by 3.8% (12,625 residents) since 2000, while the Hartford MSA, with its population of 1,156,623, has experienced a 6.4% increase (69,667 residents) over the same period.

Newington's population shrank from 2010 to 2024 with 578 fewer residents in 2024 than in 2010. This situation is expected to reverse over the next five years, with an additional 987 residents moving into the town expected in by 2029, a 3.3% increase. Newington is expected to grow more in the next five years (987 residents) than it has over the previous 24 years (659 residents). This will come at a time when the SMA and MSA are losing residents.

Population Trends: Newington



Data Source: Decennial Census; Esri

Key Finding

Newington is expected to grow more in the next five years than it has over the previous 24 years. This will come at a time when the SMA and MSA are expected to see declining populations.

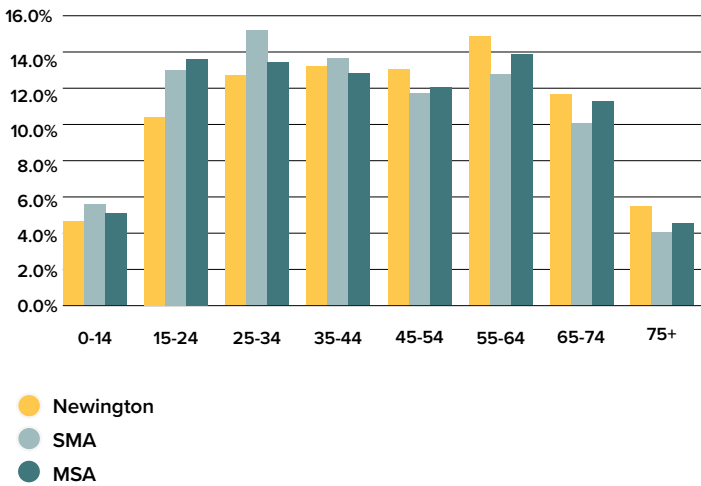
Newington's projected growth trajectory, contrasting with regional decline, requires strategic planning for housing, services, and infrastructure while positioning the town to capitalize on its emerging role as a regional destination.

Age Distribution

Newington's population is older than its surrounding regions, with a median age of 45 years compared to 39.5 in the SMA and 41.6 in the MSA.

The SMA notably maintains higher concentrations of residents aged 25-44 compared to both Newington and the broader MSA. This combination of fewer young residents and more older adults contributes to Newington's elevated median age.

Age Distribution:



Data Source: Decennial Census; Esri

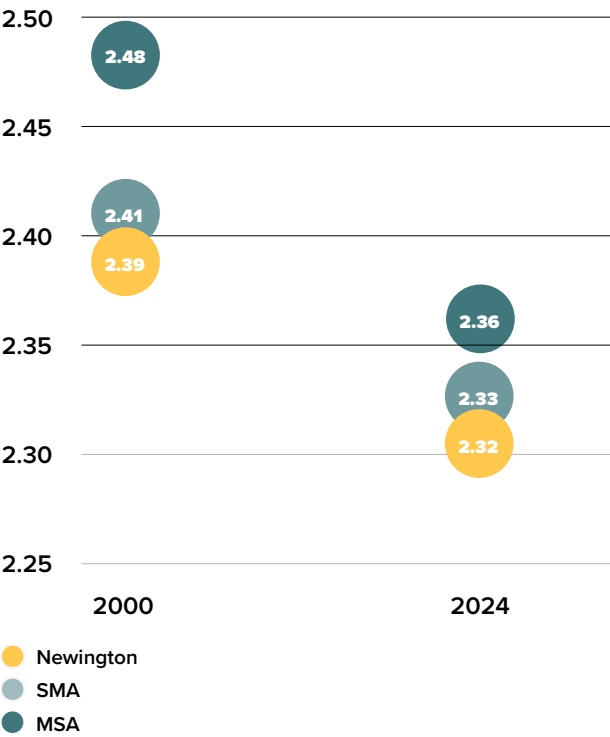
Key Finding

Newington's aging population exceeds regional averages, requiring adapted services such as housing and opportunities to age in place, as well as opportunities to attract younger residents to the Town.

Households

The average household size in Newington has decreased from 2.39 residents per household in 2000 to 2.32 in 2024. Similar declines are evident across the region, with the Hartford MSA experiencing the most significant reduction, from 2.48 to 2.36 residents per household. These decreasing household sizes typically indicate an aging population and changing family formation patterns.

Average Household Size:



Data Source: Decennial Census; Esri

Key Finding

Newington's shrinking household size follows national trends, shifting housing demand away from large traditional houses.

Socio-Demographics Characteristics

Commuting Patterns

Inflow and Outflow of Daily Commuters:

Newington has 12,955 workers and 12,368 employed residents. Only 8.5% of employed Newington residents both live and work in Newington. 91.5% of Newington residents are employed outside of Newington.

91.1%

- Employed in Newington but living outside
- Employed and living in Newington

91.5%

- Living in Newington but employed outside
- Living and employed in Newington

Commuting Distance of Newington Employees:

Most commuters (81%) drive less than 25 miles to work, with over half (51%) traveling under 10 miles.



Data Source: Esri

- Less than 10 miles
- 10 to 24 miles
- 25 to 50 miles
- Greater than 50 miles

Income

Newington's higher median household income of \$99,687 likely reflects its mature population, exceeding both the SMA (\$78,045) by 27% and the MSA (\$92,218) by 8%. The town's income distribution shows distinct patterns. Only 9.4% of households earn less than \$25,000 annually, while nearly half (49.8%) earn over \$100,000. This concentration of higher-income households surpasses both the SMA (39.2%) and MSA (46.7%), indicating relative economic prosperity within the community.

Median Household Income:

\$99K

\$78K

\$92K

Data Source: Esri

- Newington
- SMA
- MSA

Key Finding

Half of Newington's commuting workforce lives within 10 miles of their jobs. Most workers commute into town from outside Newington, while most residents commute out for employment, creating nearly balanced inbound and outbound commuting flows.

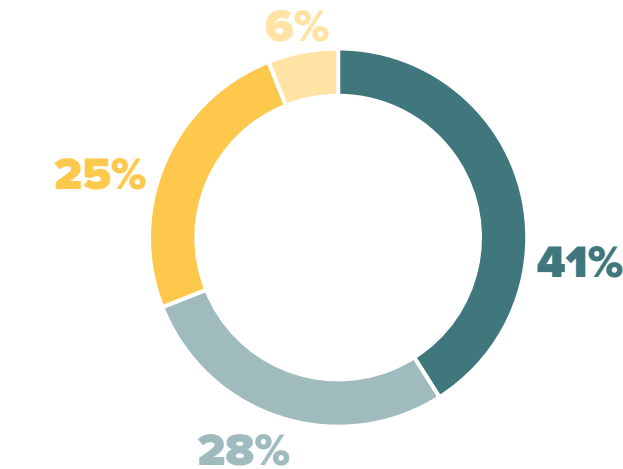
Key Finding

With a median household income of \$99,687, Newington exceeds both SMA and MSA levels, indicating greater spending power and possibly more disposable income.

Education

Newington's population demonstrates strong educational attainment, with only 6% lacking a high school diploma—significantly lower than the SMA (12%) and slightly below the MSA (7%). Higher education levels are also notable, with 41% of residents holding a Bachelor's degree or higher, surpassing the SMA (39%) and closely matching the MSA (43%).

Educational Attainment of Newington Population (2024):



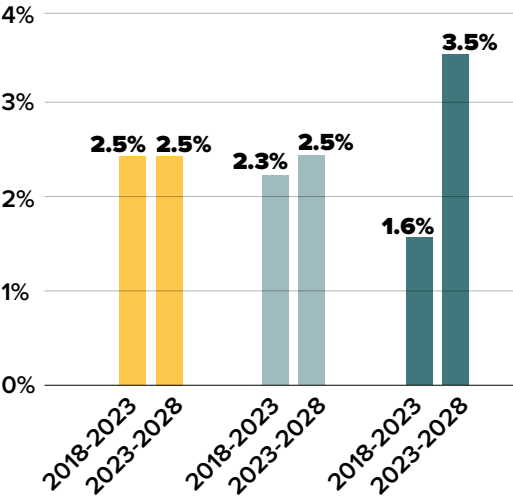
Data Source: Esri

- Bachelor's degree or higher
- Associates degree or some college
- High school diploma or equivalent
- Less than high school

Industry Employment

Projected employment is expected to be positive over the next five years, adding 447 jobs or a 2.5% increase over levels seen in 2023. This projected job growth is anticipated to be roughly the same as the SMA (2.5%) but well below the levels expected in the MSA (3.5%).

Projected Employment:



Data Source: Lightcast

- Newington
- SMA
- MSA

Key Finding

Newington's education levels exceed SMA and nearly match MSA levels, suggesting a highly educated population throughout the region.

Key Finding

Newington's job growth matches local trends but lags behind regional growth rates.

Land Use

The Newington Town Center study area covers a total of 89.3 acres and includes a variety of land uses, including institutional, commercial, industrial, residential, and open space. These uses reflect the area's role as a center for public services, economic activity, and community gathering. A description of each of the land uses can be found below:

Institutional

Institutional uses, primarily the Hartford Healthcare campus and the parcel north of Patricia M Genova Drive, currently dominate the study area at 57.1% (51 acres). This land use pattern will shift significantly as the healthcare site transitions to new development.

Business/Commercial

Business/Commercial land uses account for 24.3% (21.7 acres) of the total study area. These properties are concentrated between Main Street and Constance Leigh Drive within the study area, designated for retail, office, and service-related activities, forming a significant portion of the Town Center's economic landscape.

Industrial

Industrial land uses occupy 7.8% (7 acres) of the area. This category reflects the presence of industrial operations, primarily at the Keeney site on the north side of Lowrey Place.

Civic Space

The Civic Space comprises 6.0% (5.4 acres), providing designated areas for passive and active recreation, like public gathering space, while also accommodating centralized municipal parking that serves the Town Center's businesses.

Other Land Uses

Other land uses represent smaller portions of the total area. Community Facilities occupy 1.5% (1.3 acres), while Multi-Family Residential makes up 1.8% (1.6 acres), and Single-Family Residential accounts for 0.8% (0.7 acres). These residential uses indicate limited housing availability within the study area.

Mixed Use land uses occupy 0.3% (0.3 acres), representing a small portion of the total area where multiple uses may be integrated within the same property. Similarly, Vacant land represents only 0.3% (0.3 acres), indicating minimal undeveloped land within the Town Center.

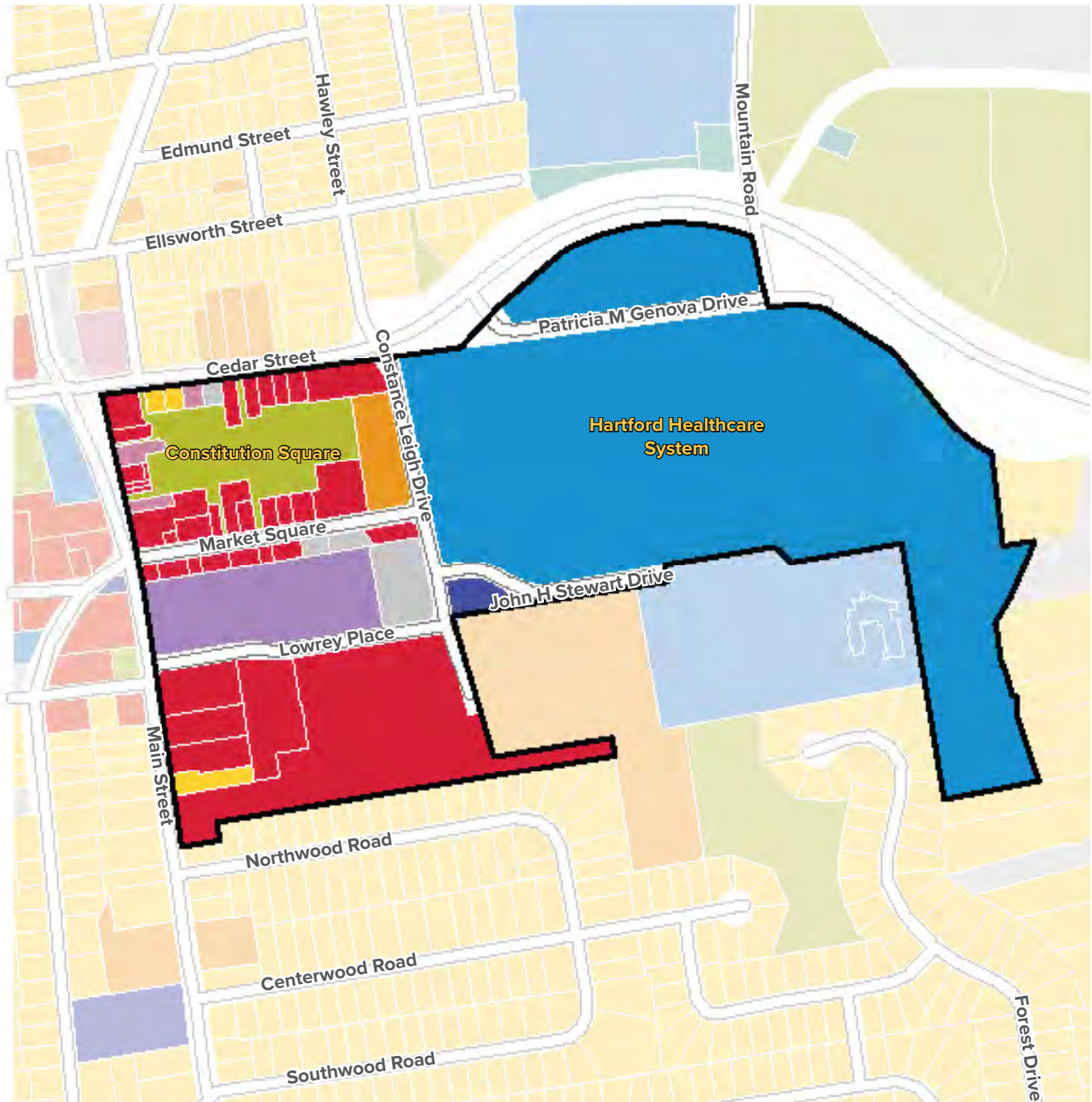
Key Finding

Within the study area, public open space is limited to two locations: Constitution Square and the Newington Dog Park. This scarcity of public gathering spaces presents a significant opportunity for the master plan to expand and enhance community public space.



0 0.2 miles

Land Use Map



Legend

- single family residential
- multi-family residential
- business / commercial

- mixed use
- industrial
- community facility

- institutional
- civic space
- vacant

- ! utility / transportation
- study area

! Outside the study area only

Data Source: Town of Newington

Zoning

The Newington Town Center Master Plan study area covers 89.3 acres, divided into four zoning districts: B-TC (Business-Town Center), PD/B (Planned Development/Business), PL (Public Land), and R-12 (Residential-12). These zoning designations have shaped current development patterns, but may require modification to better align with the community's vision for a vibrant, mixed-use Town Center that can accommodate anticipated growth while maintaining local character.

PL (Public Land)

The largest zoning category is PL, which accounts for 52.5% (46.9 acres) of the total area, distributed across 3 parcels comprising the Hartford Healthcare site (The parcel north of Patricia Genova Drive is not included in this calculation). This district allows for land designated for public and institutional uses, such as government buildings, schools, and community facilities. This district is the most restrictive in terms of traditional Town Center uses within the study area.

R-12 (Residential-12)

The R-12 zone occupies 6.4% (5.7 acres) of the area, consisting of 4 parcels. This zoning is designated for low-density residential uses, typically single-family detached homes. Special permits can allow for alternate housing types under certain conditions, such as duplexes or small-scale residential clusters, to diversify housing options. The R-12 zoned parcel along Patricia M. Genova Drive contains no current residential occupancy. The site previously had workforce housing units that served Hartford Hospital. Following the hospital's closure, these units were abandoned and have since been reclaimed by natural vegetation, with the parcel reverting to an undeveloped state.

Similarly, both the parcel in the southwest corner of the study area and the long narrow parcel at the southern boundary remain undeveloped, with mature forest canopy and dense understory vegetation covering the properties.

PD (Planned Development)

The PD zone covers 7.7% (6.9 acres) and consists of a single parcel known as the former Keeney Building, previously zoned Industrial. This zoning designation allows for flexible and planned business development, accommodating a mix of commercial or other compatible uses, such as mixed-use development that could serve as a catalyst for downtown revitalization.

B-TC (Business Town Center)

The B-TC zone covers 33.4% (29.8 acres) of the study area and includes the most parcels (45). This zone allows a range of commercial and business activities, supporting retail, office space, and mixed-use development. The B-TC district is focused around the "traditional" Town Center area bounded by Cedar Street to the north, Main Street to the west, Constance Leigh Drive to the east, and parcels along the south side of Lowrey Place.

The Town Center Village Overlay District establishes additional design review associated with parcels in the B-TC zone, with the goal of enhancing the character, landscape, and architectural quality of the Town Center. The Overlay includes additional attention to design elements, such as facade improvements, signage, pedestrian spaces, and lighting. Special provisions also allow for reduced setbacks and/or parking reductions.

Key Finding

Newington recently updated a portion of its zoning regulations in June 2025. Additional zoning modifications will likely be necessary to ensure compatibility with this Plan and the Town's vision for future development.



0 0.2 miles

Zoning Map



Legend

- B-TC (Business Town Center)
- PL (Public Land)
- R-12 (Residential 12)
- PD (Planned Development)
- study area

! Outside the study area only

- ! CD (Commercial Development)
- R-7 (Residential 7)
- R-20 (Residential 20)
- RP (Residential Planned)

Data Source: Town of Newington

Land Ownership

Land ownership within the Newington Town Center study area is divided between private and public entities. The Town cannot dictate decisions on private property, which comprises the majority of the Town Center, but this plan serves as a guide for the community's shared vision.

Private Lands

The majority of the land within the study area, 83.3 acres or 93.3% of land area, is privately owned, spread across 49 parcels. These parcels primarily accommodate business, commercial, residential, and industrial uses, highlighting the large influence of private stakeholders in shaping land use and development patterns within the Town Center.

Public Lands

Within the study area, Public Lands account for 6.7% (6 acres) of total land area, owned by the Town of Newington. The majority of this public land is Constitution Square (5.4 acres), which serves multiple community functions including passive and active recreation space as well as centralized municipal parking supporting downtown businesses.

The remaining public parcel (0.7%) houses critical emergency services through the Newington EMS facility.



Existing Condition: Segmented private parking lots in Constitution Square



Existing Conditions: Public gathering space in the center of Constitution Square

Key Finding

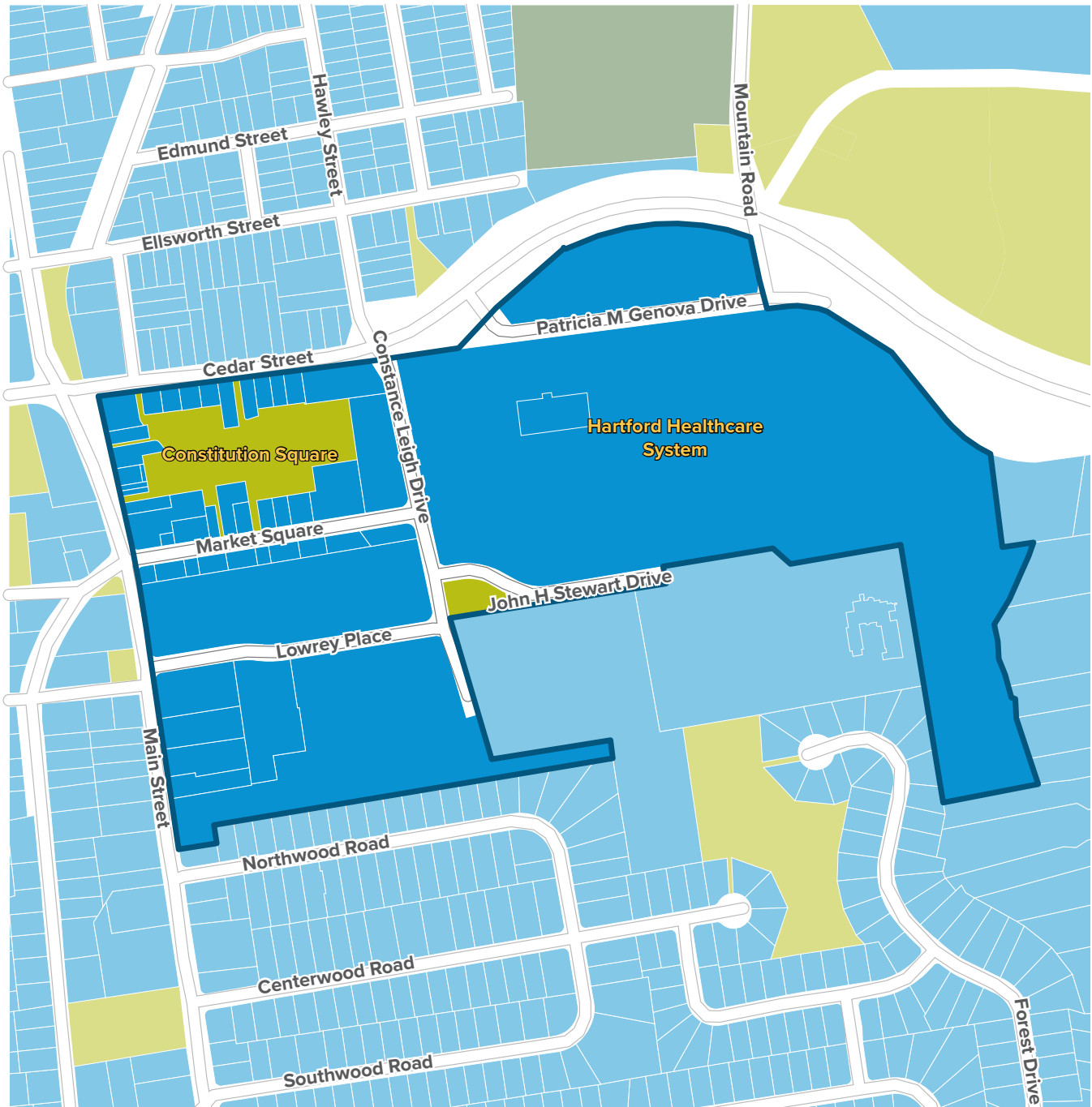
There is minimal public space in the Town Center, most of which is utilized for public parking. The lack of public space diminishes social interaction opportunities and the area's sense of community identity. Public spaces are essential for a thriving Town Center.



0

0.2 miles

Land Ownership Map



! Outside the study area only

Legend

- Private
- ! State of Connecticut
- Town of Newington

Data Source: Town of Newington

*Outside the study area only

Building Inventory

The Town Center's urban fabric is characterized by a predominant low-rise commercial scale, with select taller buildings creating vertical landmarks that help define the Town Center and serve as key orientation points. The Town Center's buildings span multiple development eras, requiring a design approach that acknowledges this architectural diversity rather than imposing a uniform facade style across the entire district.

Key Locations*

**Key locations were selected based on their potential for enhancements and their impact on the character of the Town Center.*

Constitution Square and Market Square

Constitution Square and Market Square maintain a 1-2 story scale that aligns with the traditional downtown character. The buildings collectively present a strong street presence with large display windows and have a mix of retail, service, and professional office uses.

Market Square Apartments

Market Square Apartments stands as an outlier at 6+ stories, encompassing 64,743 square feet at 65 Constance Leigh Drive. Built in 1970 on a 1.51-acre site, this affordable older adult living facility contains 75 residential units. The building represents one of two major vertical elements in the Town Center, marking a deliberate departure from the predominant low-rise pattern.

Hartford Healthcare Center

The Hartford Healthcare Center rises 6+ stories as the second major vertical anchor in the district. Originally a hospital, this medical complex has evolved into the area's primary

healthcare facility. Its prominent scale and institutional presence make it a significant landmark within the Town Center, though its pending demolition presents a transformative opportunity to reimagine this key site's role in shaping the future of the Town Center.

Former Keeney Building

The former Keeney Building, a two-story structure, holds significant historical importance dating back to the early 1920s when it opened as a plumbing manufacturing facility, notably becoming Connecticut's first female-owned business. The building later transitioned to plastic plumbing manufacturing and underwent several expansions around its original footprint. Acquired by Stillman Development in 2021, the property now features 42,525 SF of warehouse space with active loading docks. While current environmental conditions and existing tenancy constrain immediate redevelopment, this historically significant site presents compelling long-term opportunities for adaptive reuse or redevelopment that could enhance the Town Center.

Northwood Plaza

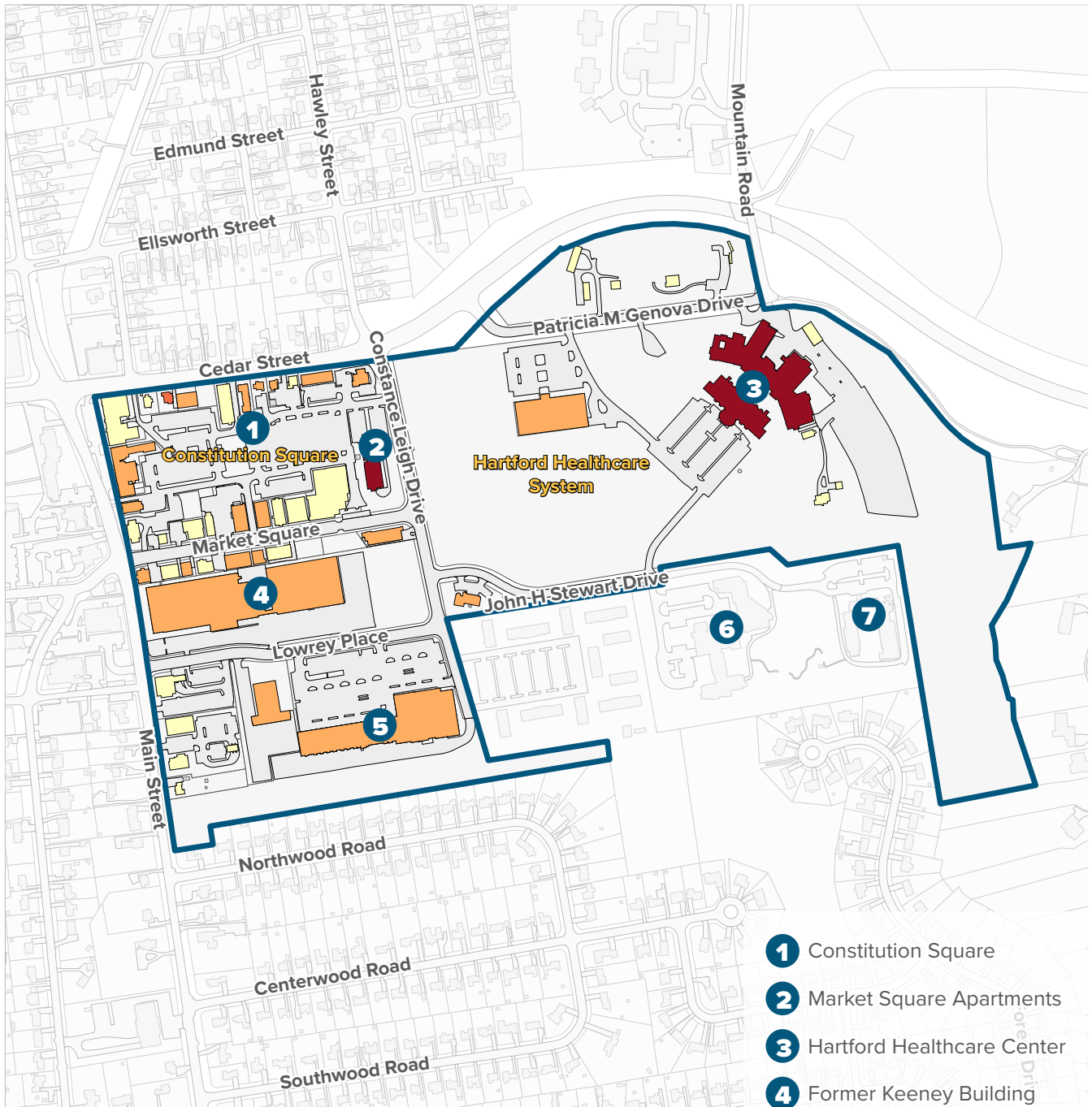
Northwood Plaza stands as a two-story retail complex that historically served as a commercial anchor for the district. While its scale and form remain consistent with the area's building patterns, the evolution of its tenant mix toward service retail and indoor recreation reflects changing market dynamics and presents opportunities to reimagine this key site's role in strengthening the Town Center's vitality.

Nearby Key Locations

The Jefferson House and Cedar Mountain Commons retirement communities, located adjacent to the Hartford Healthcare Complex just beyond the study area boundaries, present strategic opportunities for synergistic development. Their proximity positions them as valuable complements to potential future development.



Building Inventory Map



- 1 Constitution Square
- 2 Market Square Apartments
- 3 Hartford Healthcare Center
- 4 Former Keeney Building
- 5 Northwood Plaza
- 6 Jefferson House
- 7 Cedar Mountain Commons

Legend - Building Height

- one story
- two stories
- three stories
- six or more stories
- study area

Data Source: Town of Newington

Transportation

The Newington Town Center transportation system is made up of well-traveled streets, bus routes, and bus stops that provide accessibility for vehicles and public transit users. Annual Average Daily Traffic (AADT) counts indicate varying levels of traffic flow across key roadways.

Traffic Volumes

Cedar Street and the southern portion of Main Street experience the highest volumes, with 10,001 to 20,000 vehicles per day (VPD), while Market Square and the northern section of Main Street see 1,500 to 3,000 VPD. Lowrey Place averages 1,001 to 1,500 VPD, and Constance Leigh Drive accommodates 3,001 to 10,000 VPD.

Public Transit

CTtransit public bus services the Town Center with seven bus stops located along major roadways and intersections, including Cedar Street, Main Street, Lowrey Place, and Constance Leigh Drive. Five bus routes serve the area's primary retail and employment corridors while providing connections to neighboring communities including New Britain and the Berlin Turnpike area. Further, CTfastrak, Connecticut's first Bus Rapid Transit system, has two stops in Newington, Cedar Street and Newington Junction.

Ridership data provided by CT Transit for April 2025 indicates that the Constance Leigh Drive bus stops near Market Square Apartments are the most utilized stops in the study area, averaging 16 daily users. In comparison, stops along Lowrey Place and E Cedar Street average 2-9 daily users.

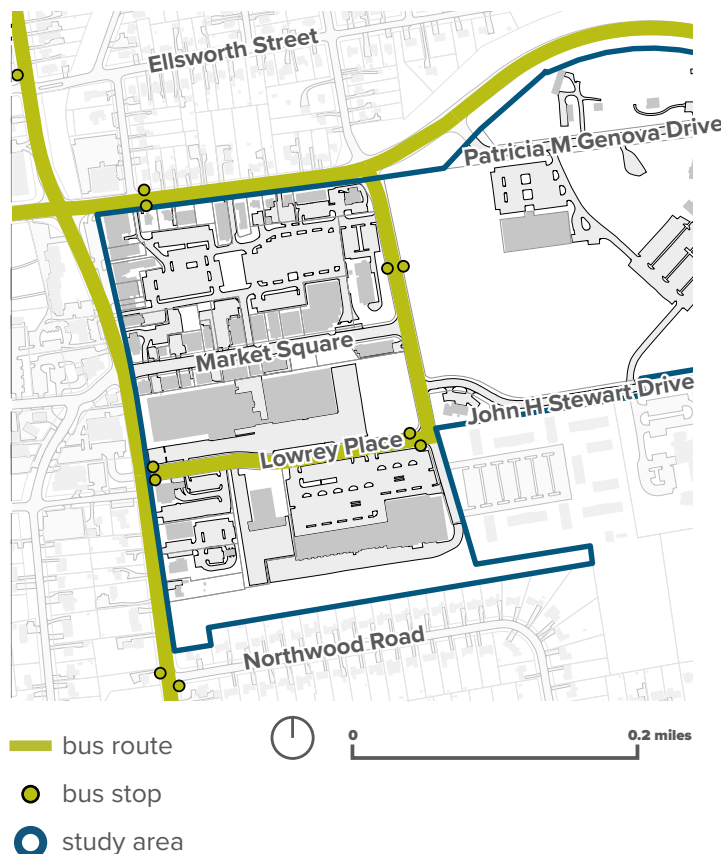
Dial-A-Ride

Dial-A-Ride is a town-funded transportation program providing free, accessible transit services for Newington's older adult and disabled residents. The service offers door-to-door transportation for medical appointments, grocery shopping, personal errands, and recreational activities.

Key Finding

The study area's car-centric infrastructure offers limited safe multi-modal facilities especially for bikes. The Town Center's walkable scale creates an opportunity to expand multi-modal transportation options and reduce car dependency through strategic bike and pedestrian improvements.

Public Transit

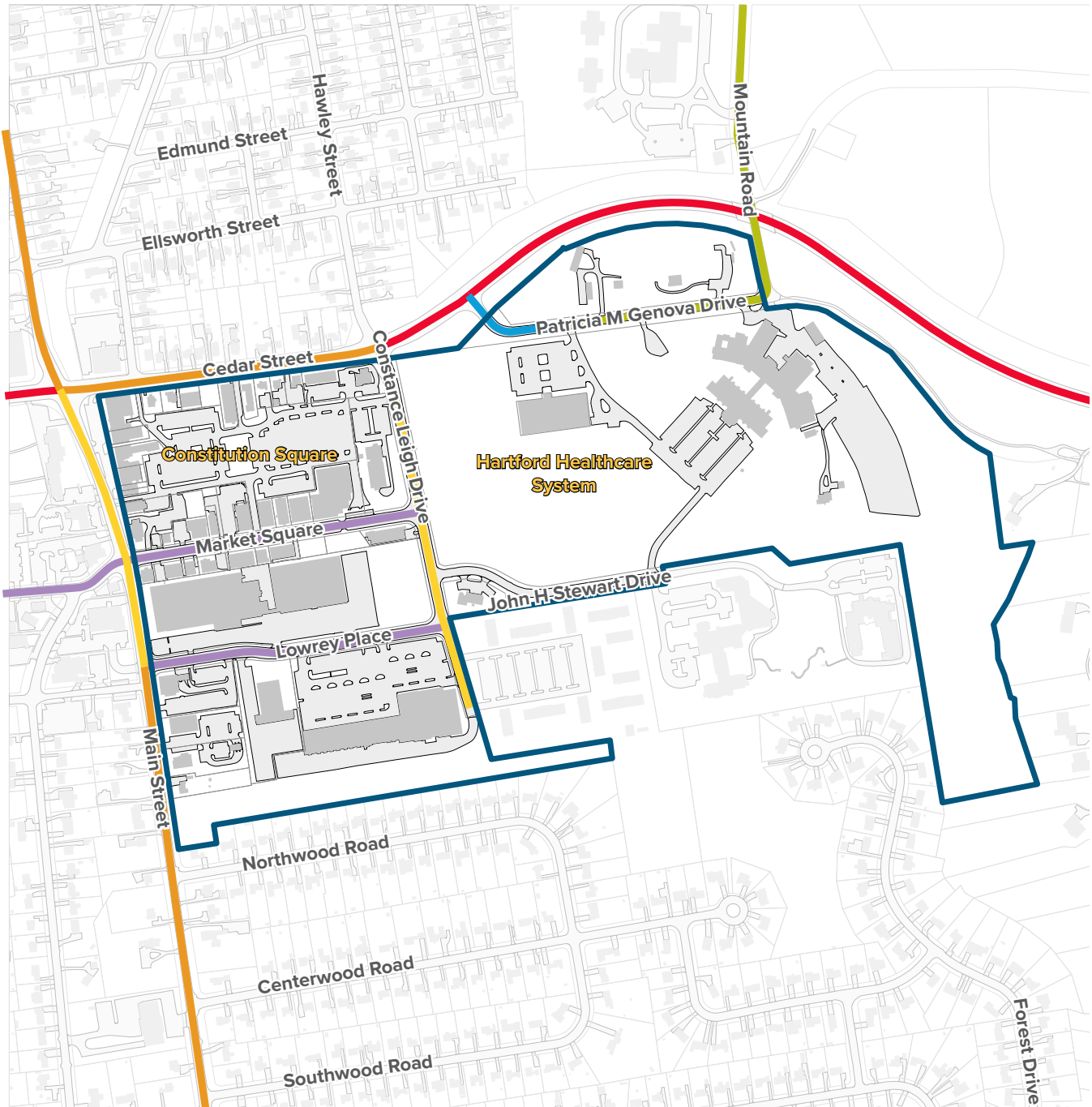




0

0.2 miles

Annual Average Daily Traffic (AADT) Map



Legend - Annual Average Daily Traffic (AADT)



Data Source: Town of Newington

Public Realm

A public realm analysis was conducted to assess the physical character of the Study Area. This evaluation examined accessibility, public spaces, amenities, and overall conditions that shape how people approach and experience the area.

Sidewalks

The Town Center features well-maintained sidewalks meeting accessibility standards, enhanced by decorative elements like pavers and seat wall planters. Market Square's recently upgraded decorative crosswalks extend Constitution Square's pedestrian-friendly atmosphere. Commercial areas incorporate café seating, while decorative lighting throughout Constitution Square enhances ambiance.

Lowrey Place's character differs, with larger building setbacks, expansive parking lots, narrower sidewalks, and an absence of public amenities.

The Hartford Healthcare site presents a more institutional aesthetic that contrasts with the Town Center's character, creating an opportunity to better integrate this significant parcel into the downtown's pedestrian-oriented fabric through future redevelopment.

Bike Infrastructure

The Town Center lacks dedicated bicycle infrastructure and parking facilities, which may discourage locals and visitors from choosing bicycles as a transportation option, thereby increasing reliance on vehicular travel.

Parking

Constitution Square features the Town Center's largest public parking area, accessible from all surrounding streets. Several smaller, segmented private parking lots serve Market Street businesses but lack connectivity to Constitution Square. Parking accommodates approximately 350 vehicles in the municipal lot, with additional parking serving Market Square Apartments and adjacent businesses.

Lowrey Place has several underutilized expansive parking lots, including one serving the predominantly vacant Keeney building and another for Northwood Plaza businesses.

On-street parking is available on Market Square and Lowrey Place, though Lowrey's street parking lacks explicit delineation. The abundance of available lot parking makes on-street parking generally unnecessary given the current parking demand.

Public Space

Constitution Square serves as the study area's only dedicated public plaza (17,000 SF/0.40 acres), offering picnic areas, walking paths, a central green space, and a community pavilion. The space includes EV charging stations and temporary restrooms, highlighting the need for permanent facilities.

Connectivity and Circulation

The centralized municipal parking lot within Constitution Square, while valuable for accessibility, creates barriers to pedestrian circulation. Pedestrian alleyways provide connections from the municipal parking lot to storefronts on Main Street, Market Square, and E. Cedar Street. While they offer potential connectivity, they remain underutilized and the physical spaces are uninviting.

A clear hierarchy prioritizing pedestrian infrastructure would better balance Constitution Square's vehicular and pedestrian needs. Further, its municipal lot entrances feature signage but lack visibility and design consistency, with minimal directional elements beyond the square itself.

The Hartford Healthcare campus remains isolated, designed primarily for vehicular access with limited connectivity to surrounding areas. This is an opportunity for further enhancement as new development plans take shape.

Cedar Mountain, a valuable local asset adjacent to the study area, offers hiking trails and a scenic overlook of Newington. Despite its close proximity to the Town Center there is currently no clear or safe pedestrian connection between these locations.

Amenities

Constitution Square offers the most amenities compared to other Town Center areas. While benches, trash receptacles, and pedestrian-level lighting are present in Constitution Square and Market Square, they are notably absent from Lowrey Place and the Hartford Healthcare Complex.

Constitution Square and Market Square, despite serving as primary event spaces, lack distinctive artistic and cultural elements that could reinforce Newington's identity.

Key Finding

Establishing consistent connectivity, public spaces, and amenities throughout the Town Center would create a cohesive environment areawide.



Existing Conditions: Pedestrian alleyway connection from Constitution Square's municipal parking to Main Street



Existing Conditions: The main entry to the Hartford Healthcare complex via John H Stewart Drive



Existing Conditions: Wayfinding Signage to Constitution Square's municipal parking from Market Square



Infrastructure

This planning-level assessment examines existing utility systems within the Town Center study area, evaluating their current conditions and capacity to support anticipated growth. The pending demolition of the Hartford Healthcare facility presents opportunities to strategically upgrade and optimize key utility infrastructure.

Electric

Eversource provides electrical service throughout the study area, including both the Town Center and Hartford Healthcare site. The current electrical infrastructure capacity is well-positioned to accommodate anticipated growth and development within the entire study area.

Gas

Connecticut Natural Gas (CNG) maintains gas mains on Patricia Genova Drive serving the entirety of the Town Center. While there are no current load limitations, capacity verification will be required once specific development plans are defined.

Water

The Metropolitan District (MDC) supplies regional and municipal water and fire suppression infrastructure. They serve the entire study area. The MDC indicated that aging fire supply infrastructure at the Hartford Healthcare Site requires replacement due to internal corrosion and mineral buildup that restricts flow capacity. As a result, all new development proposals will need to complete an Availability and Capacity (AC) Analysis based on specific development plans.

Sanitary Sewer

Newington offers municipal sewer to the entire Town Center through the Metropolitan District (MDC). At the Hartford Healthcare Site the existing sewer system includes two main pipes: a smaller pipe that connects to a larger pipe downstream. Due to the design of this system, the larger pipe determines how much wastewater can flow through the entire system. The Hartford Pollution Control Facility may need improvements, either through installing new pipes or fixing existing ones. The specific needs will be determined once development plans are analyzed for their impact on the sewer system.

Internet/Phone

Cox Communications provides telecommunications infrastructure with sufficient capacity to support new development. Developer coordination will be required during the build-out phase for any new projects within the Town Center.

Key Finding

While existing utility infrastructure can support growth in the study area, specific utility requirements and potential upgrades will be determined by the scale and type of development proposed for the Town Center and Hartford Healthcare site. All development proposals will require coordination with utility providers to ensure adequate service capacity.



Market Analysis

A comprehensive real estate study was conducted to explore future land uses in the Newington Town Center. Key takeaways of the analysis are summarized in this section, with the full market analysis in Appendix B.



Economic & Demographic Overview

Newington's total population was 29,984 in 2024, with an even balance between residents and workers, with 11% of its employment base both residing and working in the town. Over the past decade, population growth in the town has been negative, with 578 fewer residents in 2024 than in 2010. However, this is set to change, with nearly 1,000 additional residents expected within the next five years. This growth is set to occur outside the vicinity of the Town Center.

The median age of Newington is 45 years old, which is considerably older than the neighboring areas, which have a median age of 39.5 or the larger MSA, which has a median age of 41.6. Newington has a lower concentration of children & adolescents (14%) and a higher concentration of older adults, those over 75 at 10.9% of its population.

This older population has a higher median household income (\$99,687) and a higher portion of homeownership (78%) than other regions. This combination of older residents and higher incomes will impact the feasibility of future and use types, notably older adult housing.

Over the previous five years, Newington's employment base contracted by 2.5% as sectors such as government, other services, and manufacturing were negatively impacted by the effects of the pandemic. Over the next five years, employment is anticipated to grow by 2.5%, with health care and social assistance and accommodation and food services expected to have the most job gains.

Market Opportunities

Introduction

Vacancies and infill opportunities within the Town Center present an opportunity for the Town to explore evolving land use patterns for office, hotel, retail, entertainment, and residential spaces and ensure that the Master Plan for Newington's Town Center aligns with market realities.

Multifamily Potential



Post-pandemic land use for multifamily housing has significantly evolved, driven by changing preferences as people sought less dense urban living situations. This has benefited Newington, which delivered 420 units over the past year, with 108 more units under construction and 457 planned multifamily units across two projects. These pipeline projects will satisfy about 75% of projected new demand for rental apartments over the next 5 years. Nearly 20% of these units will be delivered as affordable-rate apartments. With continuing demand and a robust development pipeline, the market has responded to pent-up needs and is approaching balance after two decades of very limited construction activity.

Key Finding

Beyond projects already in the pipeline, over the next five years, Newington can support about 179 market-rate units and about 11 affordable housing units.

Older Adult Housing Potential



Demographic shifts and proximity to medical services make older adult housing a desirable property type for the Town Center. Older adults seeking to downsize their living arrangements and move into low-maintenance living options may be attracted to the centralized suburban location and the existing Newington Older adult and Disabled Center adjacent to the study area. This is true for lower and moderate-income older adults who often face long waiting lists for affordable older adult housing options in the region. Older adults are staying in the workforce longer and retiring later, meaning these older retirees will have increased needs that should be accounted for.

Key Finding

Adding more older adult housing within Newington will allow Newington residents to downsize and remain in their community. A mix of older adult housing options and starter homes makes sense in this study area.

Market Opportunities

Office Potential



Pre-pandemic, office markets across the country were experiencing shifts due to evolving work habits, commute patterns, and a preference for newer, smaller spaces in amenity-rich districts. The pandemic accelerated these changes, declining the demand for traditional office spaces. This has been less of an issue for Newington, whose office market is 778,140 SF, dominated by older, functionally obsolete buildings. These buildings have lower rents when compared to neighboring markets. Tenants in these smaller spaces tend to be local companies that rarely move. This has translated to a vacancy rate of 3.0%, which is lower than neighboring markets (10.5%) or the MSA (8.8%).

Key Finding

Niche opportunities for local, smaller companies looking for newer, more modern office space. Office condos or flexible workspaces for suburban office tenants could work in a limited capacity. Traditional office buildings have shifted in the market and are less likely to be a fit within Newington.

Medical Office Potential



Newington has a fairly large medical office market relative to its traditional office market. Despite this appearance of medical office oversaturation, medical office vacancy rates in Newington are half those of the SMA and a third that of the overall MSA.

Key Finding

An aging population and the shift of retail into medical office spaces suggest a growing demand for medical office spaces in a suburban setting. Medical office condos with decentralized, smaller medical offices are favorable.

Market Opportunities

Retail Potential



Newington has an abundance of retail, with recent developments adding to the amount of vacant retail space currently on the market. The current retail supply exceeds much of the demand generated by town residents, and growth has occurred in well-traveled areas on the Berlin Turnpike and near Central Connecticut State University (CCSU). This has left the Town Center cut off, with mainly local retailers remaining in the area, and no new construction has been added since Liberty Bank in 2010.

Key Finding

To achieve a critical mass of population supporting retail uses (grocery store, pharmacy, etc.), an additional 4,000 residents are required in Newington Town Center. Population and median household income demographics are favorable for destination retail, similar to Blue Back Square in West Hartford or Evergreen Walk in South Windsor. Niche experiential retail would be necessary, especially for services or food and beverage.

Grocery Store or Small Market Viability in the Town Center

As noted in the Market Analysis, attracting traditional retailers is a greater challenge in Newington Town Center, as compared to other areas in the Town or region that benefit from high volumes of traffic and a greater concentration of population within an immediate target area. While users and residents in and near the Town Center have expressed a strong desire for a new grocery store in the Town Center, the current makeup of the area continues to be a challenge for traditional grocery retailers, due to the average traffic volumes and number of households within the Town Center area. However, as new investment advances in the area, and new residential development is introduced as envisioned in this Master Plan, the viability of a small grocery store becomes more viable than it is under today's conditions.

In the interim, the Town should remain open to exploring alternatives to a grocery establishment, which typically requires a population concentration of 15,000 people or more, which may include pop-up grocers or regular farmers' markets to ensure fresh produce is readily available within the Town Center regularly. In addition, as the Town and its strategic partners - such as the Chamber of Commerce - continue to promote and market the Town Center and its available sites, focus should be on identifying and engaging with smaller, local grocery retailers that may be interested in smaller footprints and have smaller thresholds for new store openings.

Market Opportunities

Condo/Townhome Potential



Condos and townhomes represent 14.7% of all residential structures in Newington, three times the average of surrounding communities, suggesting robust condo and townhouse market demand. Post-pandemic trends continue to spur the demand for suburban living, driven by lifestyle priorities and shifts in workplace dynamics. Remote and hybrid work models reduce daily commuting needs, enabling homeowners to seek newer buildings requiring less maintenance with more amenities closer to outdoor spaces.

Key Finding

Strong market demand (300+ units) for housing, particularly targeting aging baby boomers looking to downsize.

Hospitality Potential



Newington has an abundance of motels located on Berlin Turnpike, with lower occupancy rates and daily rates than the surrounding areas. These independent operations are run by local operators who lack the resources to make necessary upgrades. The addition of the Woodspring Suites extended-stay hotel will be the first hotel to be constructed in Newington since the Holiday Inn Express in 2009.

Key Finding

Newington Town Center lacks the supporting amenities that would be required for upscale, midscale or boutique hotels to be successful, making future hotel development at this location challenging.

Summary of Market Potential

The market potential for various space types in Newington over the next 5-10 years is summarized in the following table. Market potential reflects the level of demand for each use type, which is specific to the Town Center of Newington. This assessment does not reflect the desirability of these uses from the community's perspective; it is solely an indication of market opportunity.

	Space Type	Opportunities	Challenges
High	Residential (Condos/Townhomes)	<ul style="list-style-type: none"> • Above region averages for condo/townhome ownership 	<ul style="list-style-type: none"> • Financing & Investment Challenges • Construction Costs
	Residential (Older Adult)	<ul style="list-style-type: none"> • Aging population • Potential for residential/retail mixed-use developments • Proximity to Veterans Hospital, Older Adult Center • Centralized Location 	<ul style="list-style-type: none"> • Finding suitable operator • Staffing challenges
	Office (Medical)	<ul style="list-style-type: none"> • Aging population with increased healthcare needs • Specialty clinics, rehabilitation & diagnostic center demand • Potential for residential/retail mixed-use developments • Proximity to Veterans Hospital, Older Adult Center 	<ul style="list-style-type: none"> • Skilled Workforce Development • Distance from highways
Moderate	Office	<ul style="list-style-type: none"> • Lack of new modern supply • Existing office outdated • Proximity to workforce • Smaller, owner/user tenant opportunities 	<ul style="list-style-type: none"> • Lack of demand from traditional office users, finance and insurance • Distance from highways • The existing Hartford Healthcare building would need to be subdivided or turned into office condos
	Lodging	<ul style="list-style-type: none"> • Lack of smaller bed and breakfasts / Upscale offerings • Mixed-use integration • Business travel 	<ul style="list-style-type: none"> • Limited leisure travel potential / demand drivers • Distance from Berlin Turnpike • Distance from University
	Retail	<ul style="list-style-type: none"> • Lack of new retail development, • Favorable demographics & daytime population • Mixed-use potential • Moderate Traffic on Cedar and Main 	<ul style="list-style-type: none"> • Lack of new residential projects in the town center vicinity • Needs critical mass of customers • Lack of road visibility
Low / Moderate	Residential (Market Rate Rentals)	<ul style="list-style-type: none"> • Growing projected population, desirable suburban location • Central location, access to highways 	<ul style="list-style-type: none"> • High development costs • Recent deliveries and project pipeline largely satisfy anticipated demand • Flattening rents
	Residential (Affordable Housing Rentals)	<ul style="list-style-type: none"> • Projected job growth is highest for lower wage industries • Focus on Low-Income Housing Tax Credit for private developers 	<ul style="list-style-type: none"> • Project pipeline expected to largely satisfy projected demand • High Development Costs • Need for Affordable Housing Incentives





Section 3.0

Needs & Opportunities

This section synthesizes key findings associated with existing conditions in the study area, which help to shape and inform the identification of strategic needs and opportunities to be addressed through master plan recommendations. The needs and opportunities are organized by subarea, recognizing the distinct character and enhancement potential unique to each area.

Areawide

A comprehensive assessment of Newington Town Center's existing conditions, combined with analysis of public comments, has identified key needs and development opportunities across the entire study area.

Needs

Opportunities

Enhanced Public Spaces

Activate the Town Center and create more opportunities for formal and informal interactions.



Activate Underutilized Spaces

Create welcoming spaces that provide pedestrian connections by activating the alleyways between and behind businesses, expanding the Constitution Square greenspace, and providing outdoor seating and dining opportunities.

Streetscape & Facade Improvements

Improve streetscape character and amenities to enhance the sense of place.



Street Trees, Signage, Amenities

Create comfortable pedestrian streetscapes with shade trees, clear wayfinding signage, and unified amenities like benches and lighting throughout the Town Center.

Pedestrian & Bicycle Connectivity

Develop safe pedestrian and bicycle infrastructure that connects destinations, encourages recreation, and reduces reliance on vehicles throughout the Town Center.



Multi-Use Trail

Create a designated multi-use trail through the Town Center that connects key destinations and accommodates diverse users.

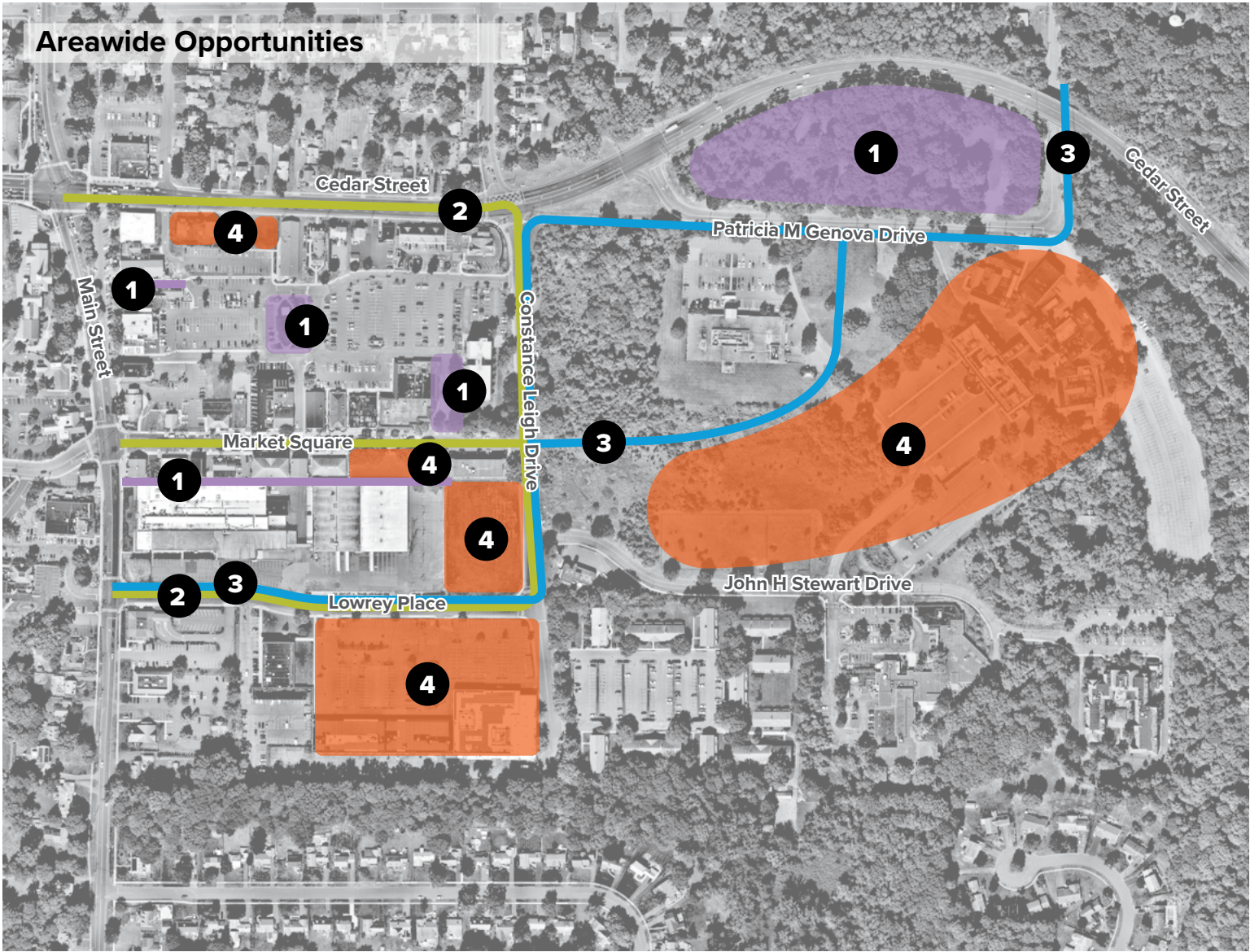
Commercial & Housing Options

Activate the Town Center by attracting more visitors, residents, and diverse businesses while providing varied housing options for different demographics.



Infill & Adaptive Reuse Potential

Incorporate additional mixed-use or residential space on vacant or underutilized parcels to provide more office, retail, restaurant, or living space opportunities.



Legend - Areawide Opportunities

- | | |
|--|--|
| ● public space enhancement | ● multi-use trail opportunities |
| ● streetscape enhancement opportunities | ● infill and reuse opportunities |

Existing Condition



Existing streetscape in the Town Center



Roadway through Constitution Square lacking street trees and amenities



Underutilized Northwood Plaza building and parking lot

Constitution Square

An assessment of Constitution Square's current conditions, combined with thorough analysis of community input, has identified specific needs and opportunities within this traditional commercial district.

Needs

Opportunities

Enhanced Gateways

Safe, clear, and accessible gateway entrances for pedestrians and vehicles with clear directional signage.



Gateway Improvements at Major Intersections

Use the major intersections around Constitution Square to create strong entrances that welcome and draw visitors into Newington Town Center.

Streetscape & Facade Improvements

Improve streetscape character to enhance the sense of place in Constitution Square.



Uniform Signage and Messaging

A hierarchy and uniformity to business and wayfinding signage to create a common language and aesthetic within Constitution Square.

Enhanced Public Spaces

Activate Constitution Square and create more opportunities for formal and informal interactions, including more defined pedestrian access.



Activate Underutilized Spaces

Create welcoming spaces that provide pedestrian connections by activating the alleyways between and behind businesses, expanding the Constitution Square greenspace, and providing outdoor seating and dining opportunities.

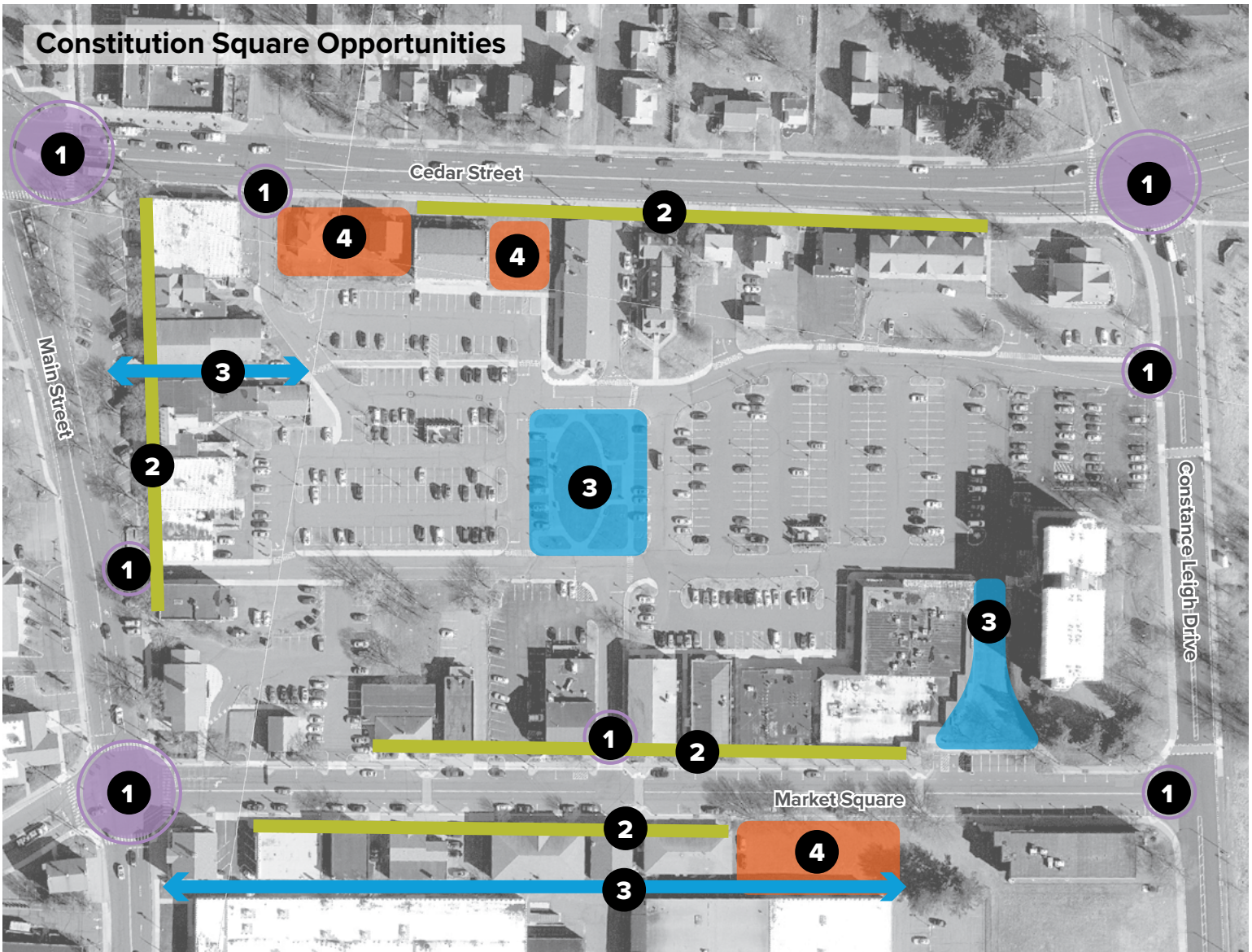
Restaurant & Shopping Options

Activate Constitution Square and draw more visitors and residents into the Town Center in addition to attracting new types of businesses.



Infill & Adaptive Reuse Potential

Incorporate additional mixed-use space on vacant parcels or in underutilized buildings to provide more office, retail, restaurant, or living space opportunities.



Legend - Constitution Square Opportunities

- | | |
|---------------------------------------|--------------------------------|
| gateway opportunities | activation opportunities |
| streetscape enhancement opportunities | infill and reuse opportunities |

Existing Condition



Constitution Square entrance signage from East Cedar Street



Pedestrian walkway and outdoor dining in Constitution Square



Constitution Square's central greenspace with tables, pavilion, and lighting

Lowrey Place & Northwood Plaza

An assessment of Lowrey Place's existing conditions, coupled with community input analysis, has identified specific needs and opportunities along the Lowrey Place corridor and the Northwood Plaza site that would result in transformative improvements.

Needs

Activate Underutilized Spaces

Activate Northwood Plaza, Keeney building and vacant sites on Lowrey Place.



Opportunities

Reimagine Building Layout & Uses

Explore building configurations and land uses that align with the existing character of the Town Center while providing expanded opportunities for office, retail, restaurant, recreation, and residential spaces.

Streetscape & Facade Improvements

Improve streetscape character and building facades to establish a sense of place on Lowrey Place that aligns with the Town Center. Introduce traffic calming measures to discourage high vehicle speeds on Lowrey Place.



Streetscape & Facade Enhancements

Reclaim space from the existing drive lanes on Lowrey Place to introduce a multi-use trail or other amenities that would benefit the community, such as wider sidewalks and street trees. Enhance buildings facades to create a more aesthetic and cohesive Town Center.

Strengthen Pedestrian Accessibility

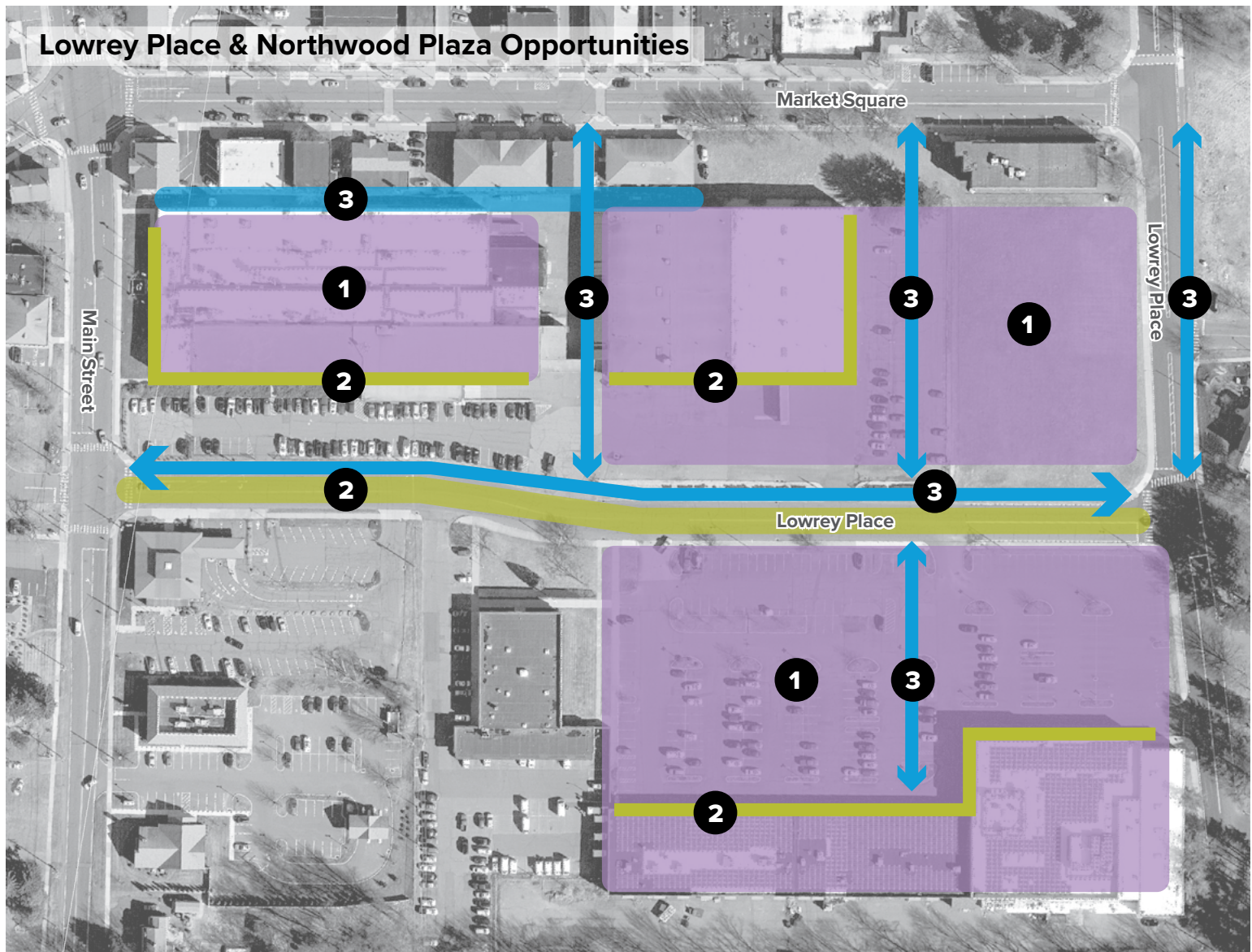
Expand the pedestrian network to better connect Lowrey Place and Northwood Plaza to Constitution Square.



Establish Additional Pedestrian Space

Connect Market Square and Lowrey Place mid-block to promote pedestrian access and unify the two corridors. Activate the alleyway behind the Market Square businesses to provide seating and dining opportunities.

Lowrey Place & Northwood Plaza Opportunities



Legend - Lowrey Place & Northwood Plaza Opportunities

- activation opportunities
- pedestrian opportunities
- streetscape enhancement & accessibility opportunities

Existing Condition



Lowrey Place is currently a 40-foot wide, moderately trafficked road



The buildings in Northwood Plaza are setback far from Lowrey Place



A chain link fence and shrubs delineate the industrial portion of the Keeney property from the greenfield open portion

Hartford Healthcare Complex

An assessment of the Hartford Healthcare Complex, combined with community feedback analysis, has identified specific needs and opportunities within the complex that would complement other portions of the Town Center, benefit the greater community, and enhance the Town Center's viability.

Needs

Housing

Provide housing that aligns with the existing character and scale of the Town Center that is feasible to the market and meets community needs.



Opportunities

Infill Development

Prioritize infill housing development on previously disturbed portions of the site to maximize preservation of the natural environment, while creating a market viable density of new construction.

Maintain & Encourage Recreation

Strategically preserve greenspace and promote on site recreation and use of the Cedar Mountain trail.



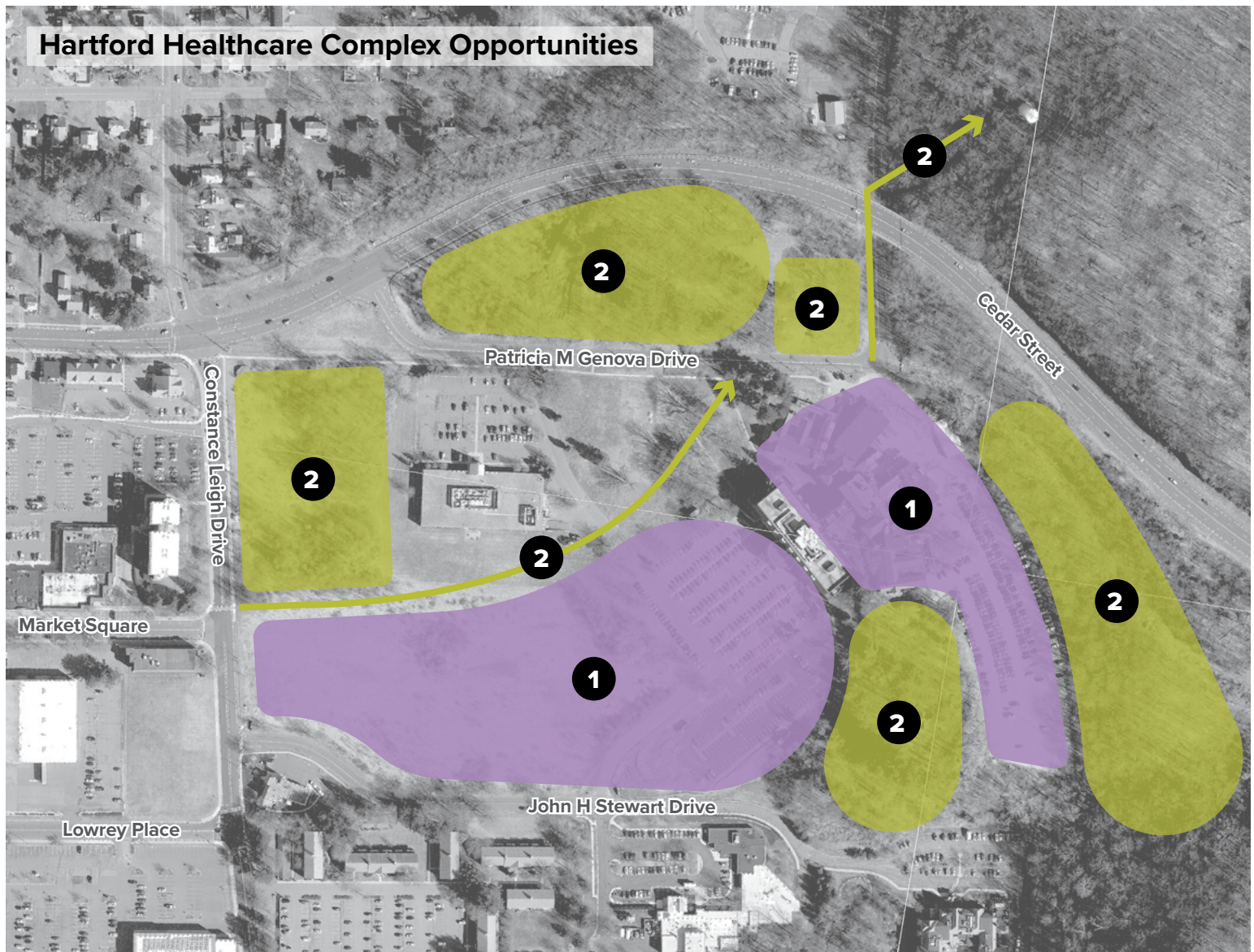
Trailhead and Connection

Provide a formal trailhead and connection to the Cedar Mountain trail that extends to Lowrey Place.

Flexible Open & Recreation Space

Maintain space for social gatherings, event, entertainment, and other community uses. Dedicate space for walking, biking, passive recreation and active recreation.

Hartford Healthcare Complex Opportunities



Legend - Hartford Healthcare Complex Opportunities

- housing opportunities
- recreation & open space opportunities

Existing Condition



Southern entrance to the Hartford Healthcare Complex from John H Stewart Drive



Portion of the historic portion of the former Children's Hospital



Former workforce housing within the mature tree canopy on site





Section 4.0

Conceptual Master Plan

This section recommends improvements to the study area that serve to provide a unique experience that enhances the public realm and expands recreational opportunities. It also describes additional enhancements such as gateway treatments, strategic infill, and placemaking.

Introduction

The Newington Town Center Master Plan recommendations support the community's vision and future development opportunities.

This Master Plan serves as a Vision Plan, presenting potential future scenarios for Newington Town Center rather than finalized designs. The recommendations provide strategic direction to inform potential zoning changes and offer developers a framework for future projects. This plan represents the foundation for ongoing development. In the future, there will be opportunities to refine and adapt the vision to meet Newington's evolving needs.

This plan reflects potential and aspirational opportunities for the Town Center. Final designs and enhancements will ultimately be driven by the Town for public projects and private property owners for private development projects.

Community-Informed Plan

This master plan was informed by extensive community feedback gathered through public engagement events, stakeholder meetings, and public workshops beginning in Fall 2024. Community feedback from these events and project website comments directly influenced the final recommendations, with key themes extracted and incorporated into the Master Plan for Newington Town Center.

Overarching Design Principles

Several overarching design principles were applied to the Master Plan development that represent best practices for creating a strong downtown core.



Offer MultiModal (and Accessible) Options



Prioritize Human Interactions



Provide a Mix of Uses and Functionality



Create Safe and Welcoming Spaces

← Visually Appealing →

Vision Board

The vision board highlights key design themes applicable throughout the Town Center to create a unified character.



Street Trees

To provide shade and character



Outdoor Programming

To foster social interactions



Outdoor Seating

For resting or dining



Special Events

Flexible space for programming



Public Art

To highlight local artists and add character



Shade Structures

To create comfort for pedestrians



"Green" Parking Lots

To improve aesthetics and provide shade for parking



Locally Owned Businesses

To support the needs of the community



Wayfinding Signage

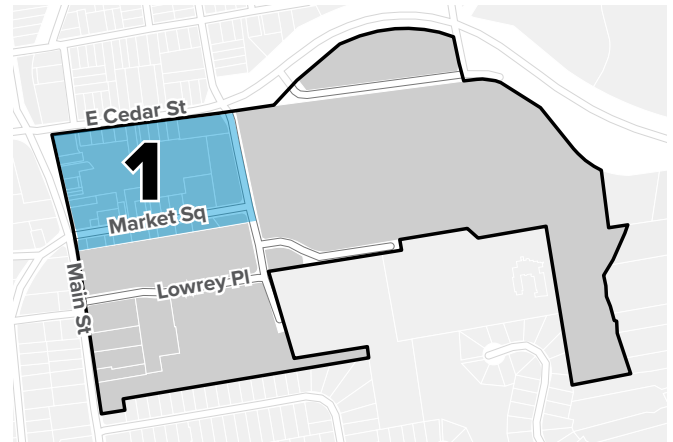
To orient and encourage exploration

Master Plan Sub-Areas

This master plan creates a cohesive vision for Newington Town Center while also recognizing the unique character areas and opportunities that comprise the area. While an overall combined vision is presented, the Master Plan also addresses the unique opportunities specific to each subarea. Dividing the Town Center into these sub-areas allows for targeted enhancements and makes the master plan more manageable to implement.

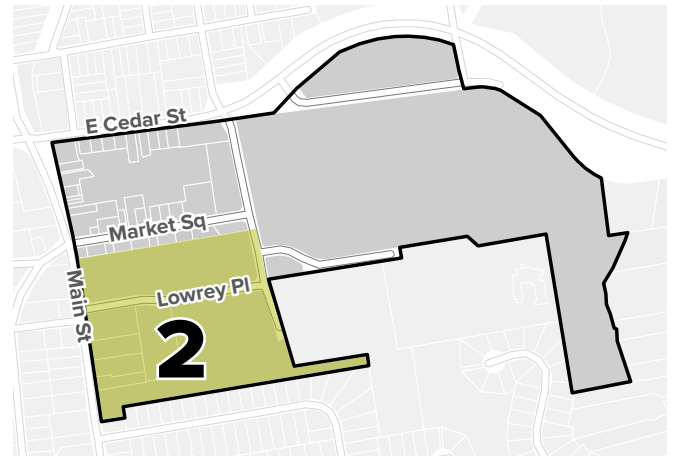
> Sub-area 1: Constitution Square

Constitution Square is Newington's downtown hub, featuring restaurants, services, and shops that create the Town Center's most pedestrian-oriented environment. The area maintains a walkable, human-scale character with buildings typically ranging from one to two stories in height.



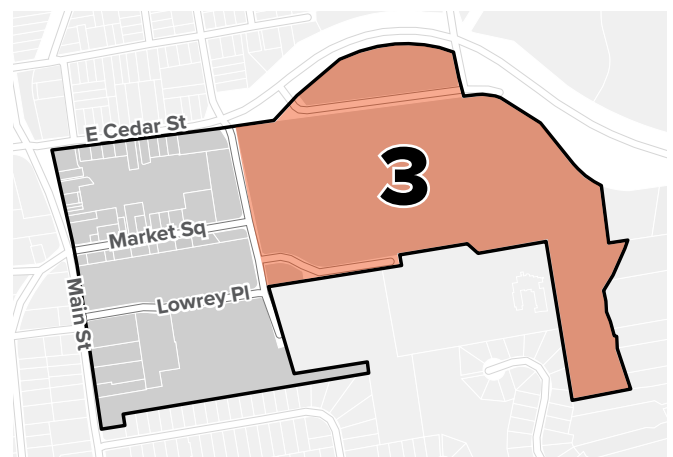
> Sub-area 2: Lowrey Place & Northwood Plaza

Lowrey Place & Northwood Plaza present a more open, car-oriented environment characterized by large substantial building setbacks from Lowrey Place, expansive parking lots along the street frontage, a wide roadway, and limited pedestrian infrastructure. Current vacancies and warehouse uses further distinguish this subarea's character from the others in the Town Center.



> Sub-area 3: Hartford Healthcare Complex

The Hartford Healthcare Complex sub-area features expansive open greenspaces and mature trees but is vehicle-oriented with extensive parking areas and minimal pedestrian infrastructure. The site is predominantly vacant, containing the former Hartford Healthcare Hospital and the active Hartford Healthcare Data Center.



Proposed Areawide Master Plan

- New Development
- Existing Building
- 1

Gateway & Intersection Improvements
- 2

Pedestrian Connections
- 3

Infill Development
- 4

Community Greenspace
- 5

Reconfigured Parking
- 6

Streetscape Enhancements
- 7

Keeney Building Adaptive Reuse
- 8

Northwood Plaza Phased Revitalization
- 9

Multi-Use Path
- 10

Open Space Preservation
- 11

Dog Park
- 12

Recreation
- 13

Greenway Corridor
- 14

Trailhead Parking @ Cedar Mountain Connection
- 15

Sport Courts
- 16

Older Adult Cottages
- 17

Older Adult Multi-Family and Wellness Complex
- 18

Townhomes



Proposed Areawide Master Plan



1 Gateway & Intersection Improvements



2 Pedestrian Connections



3 Infill Development



4 Community Greenspace



5 Reconfigured Parking



6 Streetscape Enhancements



7 Keeney Building Adaptive Reuse



8 Northwood Plaza Phased Revitalization



9 Multi-Use Path



10 Open Space Preservation



11 Enhanced Dog Park



12 Recreation



13 Greenway Corridor



14 Trailhead Parking at Cedar Mountain Connection



15 Sport Courts



16 Older Adult Cottages



17 Older Adult Multi-Family and Wellness Complex



18 Townhomes

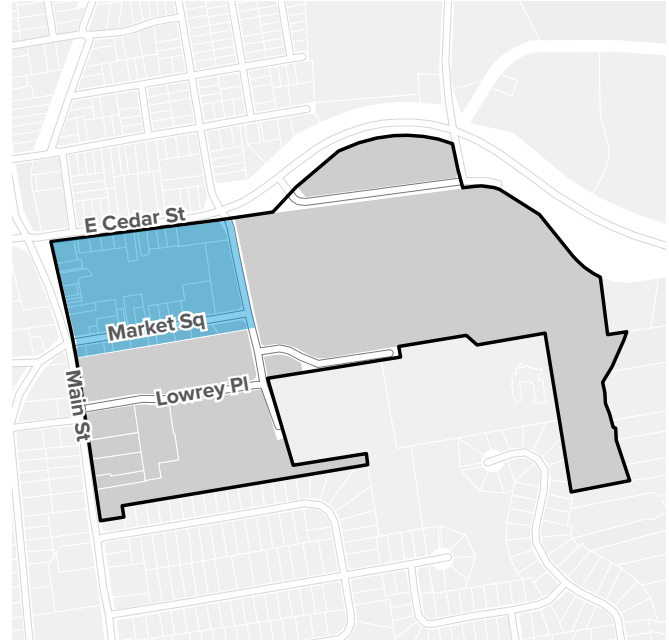
Sub-Area 1

> Constitution Square

Overview

The Constitution Square sub-area is bounded by East Cedar Street to the north, Main Street to the west, Market Square to the south, and Constance Leigh Drive to the east. This centrally located district provides accessible public parking from all surrounding streets, serving the concentrated business activity within the Town Center.

Community feedback identified key priorities for enhancement including strengthening the Constitution Square gateways and improving vehicular circulation patterns, enhancing pedestrian pathways with a focus on safety and comfort, and incorporating additional green space throughout the area.



Existing Condition: Community Greenspace in Constitution Square

Conceptual Master Plan



What We Heard

- Strengthen gateways
- Disconnected vehicular circulation
- Streetscape enhancements needed
- Need improved pedestrian circulation and comfort
- Expand existing greenspace
- Parking should be reconfigured to improve flow

Design Considerations

- 1 Gateway & intersection improvements
- 2 Pedestrian connections
- 3 Infill development
- 4 Community greenspace
- 5 Reconfigured parking

These five design considerations are detailed in the following pages.

1 Gateways & Intersection Improvements

Gateway treatments at key intersections and parking entrances reinforce placemaking efforts and establish the Town Center as a distinct destination. In the graphic below, larger circles indicate more substantial design interventions at major vehicular gateways along Main Street and E Cedar Street. These prominent gateways announce arrival at the Town Center and create a welcoming environment for visitors.

Secondary gateways emphasize the entrances to Constitution Square and its public parking area. Within a signage hierarchy, maintaining consistency in signage colors, materials, and style is essential for creating a cohesive wayfinding system that reinforces the Town Center's brand and design aesthetic.

Two conceptual renderings of the E Cedar Street entrance illustrate potential future designs for all four entrances to Constitution Square. The first scenario presents a more subdued approach featuring a monument-style sign, enhanced landscaping and lighting, and improved pedestrian access to create a more welcoming environment. Alternatively, a more robust overhead gateway structure could be implemented at Constitution Square parking entrances, with the design scaled down for alleyways or scaled up for major intersections. Gateway signs that span over roads or entrances must be designed with adequate clearance to accommodate vehicle and large truck clearances. This gateway approach strengthens placemaking efforts throughout the area.





Existing Condition: Entrance to Constitution Square from E Cedar Street



Proposed Gateway Alternative 1: Monument-Style Sign at the E Cedar Street Entrance

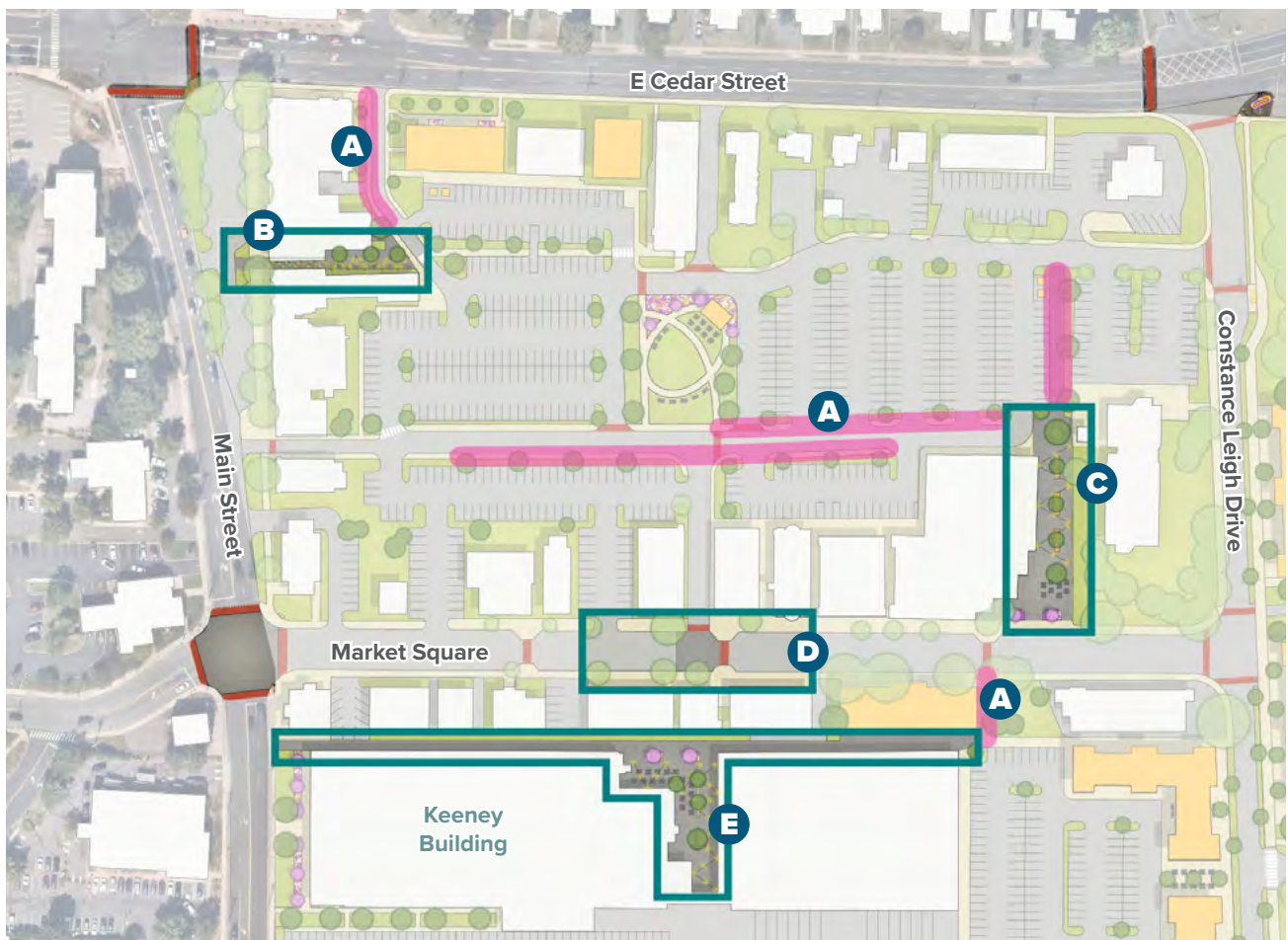


Proposed Gateway Alternative 2: Overhead Gateway Sign at the E Cedar Street Entrance

2 Pedestrian Connections

This plan presents five design elements that will enhance pedestrian accessibility and connectivity throughout Constitution Square. These elements work together to improve walkability, strengthen sense of place, and create three inviting public spaces that complement the existing community greenspace. The five design elements are:

- A** Strengthened Pedestrian Connections through Parking Areas
- B** Activate Pedestrian Alley
- C** New Pedestrian Gathering Area
- D** Enhance Market Square Streetscape
- E** Activate Pedestrian Alleys Along the Keeney Building



A Strengthened Pedestrian Connections through Parking Areas

To strengthen pedestrian connectivity, the plan recommends new pedestrian connections within the existing parking area and one connection on the south side of Market Square. These enhancements fill critical gaps in the current sidewalk network, enabling safe and comfortable passage throughout the entire parking area and to the central community greenspace. The proposed sidewalk additions are highlighted in blue below.

Enhanced crosswalks with contrasting colors or alternative materials like brick or stamped asphalt improve driver visibility and awareness of pedestrian crossings. These enhanced crosswalks are recommended both within Constitution Square and at key entrances and intersections surrounding the area. The proposed enhanced crosswalk locations are noted in red below.

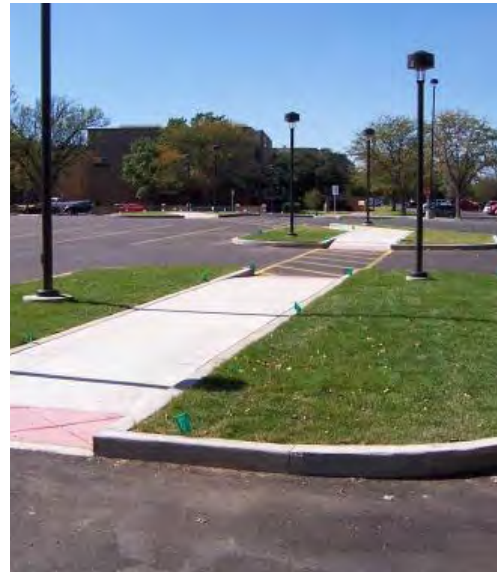


Image Credit: Amarillo College



Proposed Sidewalk Connections

Proposed Enhanced Crosswalks

2 Pedestrian Connections

B Activate Pedestrian Alley

The pedestrian alley connecting Main Street to the Constitution Square parking area is currently underutilized. Minor improvements such as enhanced lighting, additional plantings and greenery, and seating areas will help activate the space and create a welcoming environment for pedestrians to walk through and gather.



Existing Alley Condition: Pedestrian alley connection from Main Street to Constitution Square's municipal parking area



Proposed Alley Improvements: Addition of lighting, plantings, and seating

C New Pedestrian Gathering Area

The privately-owned vehicular area between the 140-238 Market Square building and Market Square Apartments is currently underutilized for both parking and business access. The plan recommends formalizing this space as a pedestrian plaza to create more vibrant activity and improve business accessibility. This new gathering space enhances and strengthens the relationship between Constitution Square and Market Square. Incorporating shade trees, plantings, seating areas, and lighting will establish another active pedestrian hub within the downtown core.



This project would require the Town to acquire the property from the current owner.



Existing Condition: Underutilized parking area that does not offer welcoming pedestrian access into Constitution Square



Proposed Improvements: Formalization of the space with shade trees, plantings, seating areas, and lighting

2 Pedestrian Connections

D Enhance Market Square Streetscape

Market Square is already an inviting commercial corridor, but minor enhancements could further elevate the space. This plan recommends emphasizing the center of Market Square at the vehicular entry to Constitution Square's public parking through improvements that complement existing enhancements.

Proposed improvements include overhead string lights, signage design guidelines for future businesses, enhanced pavement delineation to better define shared pedestrian and vehicular areas, and integrated wayfinding elements.



Existing Intersection Condition: Market Square streetscape at the entrance to Constitution Square

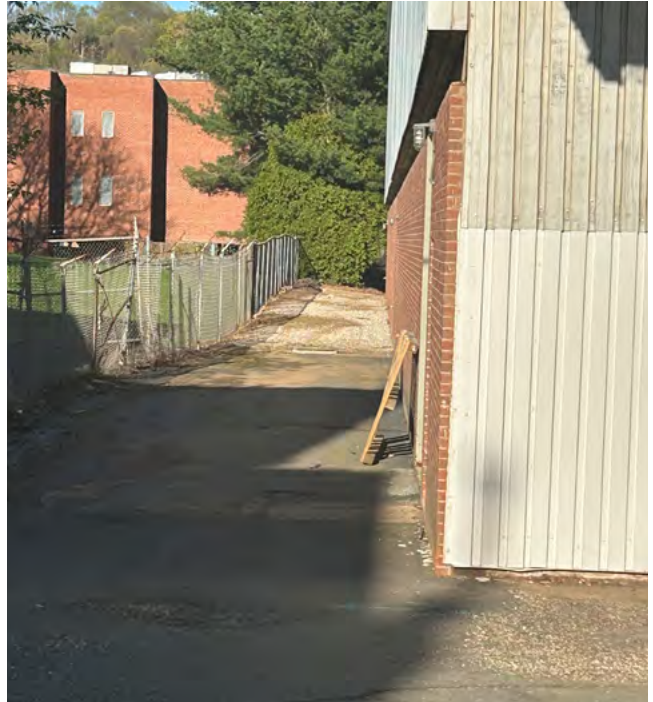


Image Credit: Kris Decker

Representative Image: Downtown streetscape in Sioux Falls, South Dakota

E Activate Keeney Building Alley

Two underutilized alleys belonging to the Keeney building present an opportunity to create additional functional pedestrian spaces within the Town Center. This plan explores formalizing these alleys as active pedestrian areas, with improvements tied to any future investments or enhancements to the Keeney building itself. While these are narrow spaces, activating them bridges Market Square to the Keeney building and the Lowrey Place development. It also offers valuable opportunities for pedestrians to experience new areas of the Town Center and potentially access the rear of businesses along the south side of Market Square. The plan focuses on artistic interventions that add vibrancy through color, integrated public art such as murals, and creative pavement treatments.



Existing Keeney Building Alley: Alley on the north side of the Keeney building, looking east



Image Credit: Andrew Warfield



Image Credit: Kara Hackett

Representative Images: Downtown alley in Wabash, Indiana (left), Downtown alley in Sarasota City, Florida (right)

3 Infill Development

Infill development involves constructing new buildings on vacant or underutilized parcels within existing developed areas. This plan identifies three strategic locations in the Constitution Square sub-area for targeted infill development: two sites along East Cedar Street and one on Market Square. The height and character of the infill development should be consistent with the existing surrounding context in Constitution Square. This infill development will enhance the streetscape character while creating additional commercial and mixed-use opportunities that strengthen the Town Center.

A E Cedar Street

This involves demolition and reconstruction.

- 5,400 SF footprint
- Mixed-use

B E Cedar Street

This involves infill on a vacant site.

- 3,400 SF footprint
- Commercial

C Market Square

This involves infill on a vacant site.

- 7,300 SF footprint
- Mixed-Use



4 Community Greenspace

A Expanded Greenspace

The central community greenspace in Constitution Square is an underutilized community asset. To create a more inviting and functional public space, this plan recommends converting the adjacent parking spaces to greenspace, incorporating additional shade trees, seating, and a performance pavilion with flexible programming space. This expansion eliminates parking spaces that are reestablished through reconfigured parking elsewhere in Constitution Square (see page 79).

- Additional 4,152 SF of greenspace
- Eliminates 23 parking spaces
- Enhanced landscaping & shade trees
- Performance pavilion
- Seating areas

B Enhanced Pedestrian Connectivity

New sidewalk connections are recommended throughout Constitution Square to enhance pedestrian connectivity and safety. Enhanced crosswalks leading to the central community greenspace will strengthen accessibility while improving pedestrian safety throughout the square.

- Strengthened connections from Market Square
- New sidewalk connections within the parking area, connecting public spaces



5 Reconfigured Parking

Constitution Square encompasses a large public parking area, which is supplemented by private parking lots serving various businesses on Market Square. The existing configuration of the private lots is segmented, restricting cross-access and circulation between public and private spaces, also resulting in underutilized spaces. The Town should consider working with private property owners to reconfigure private lots to maximize space and connectivity for both pedestrians and vehicles. The diagram below shows one potential reconfiguration which increases the total number of available parking spaces on private lots, while also creating connectivity between public and private spaces. This reconfiguration would require additional survey and detailed design prior to arriving at a final re-design. The reconfiguration, as depicted below, could be accomplished in a number of different ways, each beginning with conversations between the Town of Newington and the impacted property owners.



Existing Condition: Steve's Place and Brickhouse Bar & Grill share a private parking lot with no through access to Constitution Square



Existing Condition: Disjointed private parking facing Market Square from Constitution Square

Scenario 1: Retain Private Ownership

In one scenario, the private parking areas would continue to be privately owned, with property owners and the Town entering into an agreement for use of a set number of parking spaces on each lot. The agreements could include the provision that some number of spaces be marked with signage and dedicated to the specific business use, while others would be opened for public use via an easement or other dedication. The Town would take on responsibility and costs associated with the reconfiguration and maintenance of the public parking areas, or come to an agreement with property owners on the maintenance after the reconfiguration is complete.

Scenario 2: Town Acquires Private Parking Areas

Alternatively, the Town could work with individual property owners to subdivide and sell the rear portions of their properties to the Town to create additional public parking areas. In this instance, the area dedicated for public use would be determined as part of the land sale and the Town would ultimately be responsible for the reconfiguration, operations, and maintenance similar to the current public parking in Constitution Square.

In addition to conversations with potentially impacted property owners, the Town should advance a survey and detailed design effort that would take into account the full range of design considerations associated with a redesigned Constitution Square. Key considerations should include ownership, improved cross-connectivity, expanded pedestrian accessibility, landscaping, the expansion of the Constitution Square green space, truck access and deliveries, trash collection and dumpster placement, and the location of EV charging stations.

Conduct a Parking Study

The availability of parking is critical to the visitor experience in the Town Center. While general observations indicate there is not a parking shortage today, monitoring the evolving needs and demands for parking in the Town Center is important to maintaining an adequate supply and ensuring parking requirements for future development are aligned with future demand. Over the next few years, the Town should conduct a parking study to identify current parking usage, needs and potential demand associated with new developments and investments in the Town Center. A Parking Study can provide valuable insights and strategies to address parking concerns and inform recommendations for future parking needs. Potential strategies that would be explored as part of a Parking Study may include:

- 1 Shared Parking Agreements.** These allow multiple businesses to jointly use a common pool of parking spaces, rather than having dedicated spaces that may be underutilized. Shared parking agreements can help maximize efficiency and use of surface parking lots between businesses and uses that have parking needs at different days and times.
- 2 Paid Parking.** While not recommended in the immediate term, as parking demand shifts in the Town Center, a parking study can explore when and where it may be appropriate to incorporate metered parking, as appropriate.
- 3 Structured Parking.** Structured parking is typically only viable in very high demand, high usage areas, primarily due to the cost of building structured parking - which averages approximately \$30,000-\$35,000 per space. An assessment of the viability of structured parking in the Town Center and a strategy for recouping construction costs could be explored in further detail in a parking study. However, based on current conditions in the Town Center, publicly owned structured parking is not a short-term recommendation.

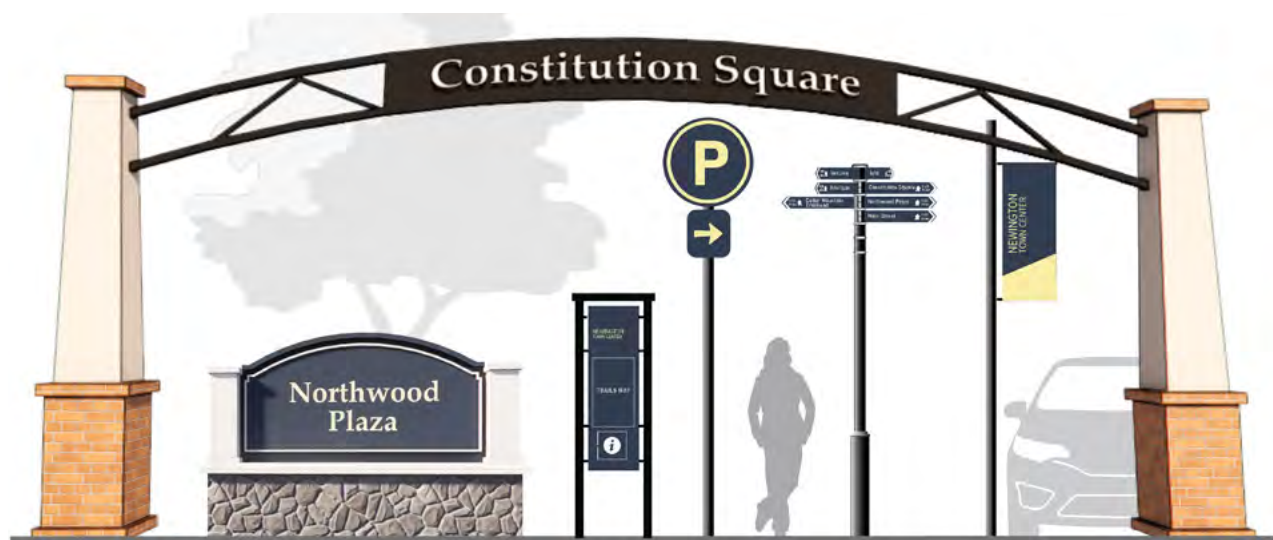
Introduce Consistent Wayfinding

Implementing a cohesive wayfinding system in the Town Center will benefit visitors, businesses, and the overall downtown. Wayfinding signage can create a unified visual identity for the Town Center, reinforcing its character and branding. This helps to distinguish the area and promotes a memorable experience for visitors. A signage hierarchy is portrayed below that could be applied to the Town Center.

Effective wayfinding can draw people to destinations they may not have initially planned to visit. By indicating points of interest, signage can entice visitors to explore, potentially leading to increased foot traffic and exposure for businesses along the way, potentially boosting the local economy.

Wayfinding Best Practices

- 1 Strategic Sign Placement**
Position signs at key decision points. Place signs high enough to be visible above crowds but not so high they're ignored. Ensure adequate sight lines and avoid visual clutter from competing signage.
- 2 Consistent Visual Language**
Develop standardized typography, color schemes, and iconography that reflects the community's character. Use high-contrast combinations for accessibility.
- 3 Multi-Modal Integration**
Design wayfinding that works for pedestrians, cyclists, and drivers simultaneously. Consider how the system appears at different speeds of movement.
- 4 Digital and Physical Balance**
Ensure the physical wayfinding system can function independently. Use QR codes or digital integration to enhance rather than replace clear physical signage.
- 5 Maintenance and Updates**
Use durable materials and modular designs that allow for easy updates as businesses and destinations change.



Pillar Gateway

Monument Sign

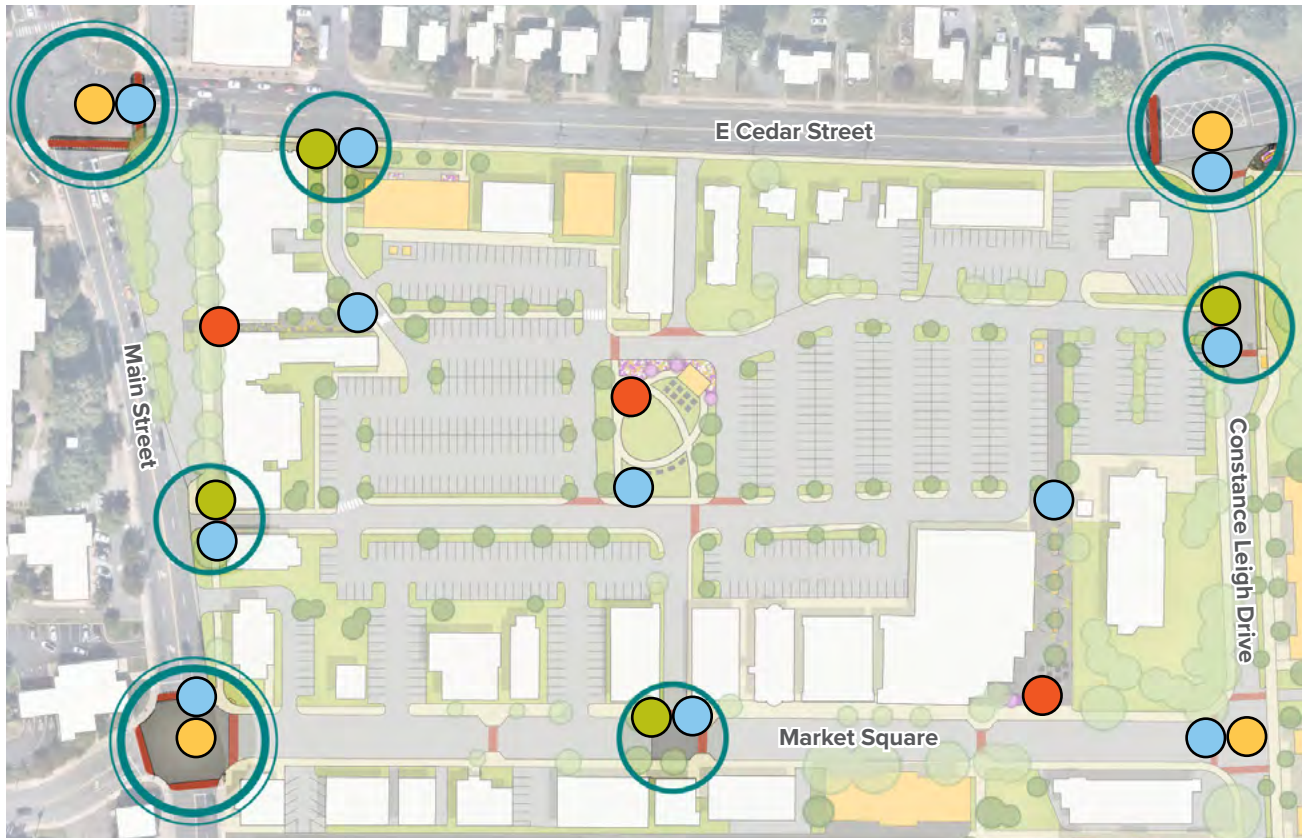
Trailhead Sign

Parking Signage

Directional Signage

Pole Banner







Conceptual Wayfinding Plan*



* All signage locations would be confirmed and finalized during a subsequent wayfinding planning process.



Existing Condition: Constitution Square Business Signage on E Cedar Street

-  Major Gateway
-  Minor Gateway
-  Vehicular Wayfinding Signage
-  Pedestrian Wayfinding Signage
-  Parking Signage
-  Kiosk

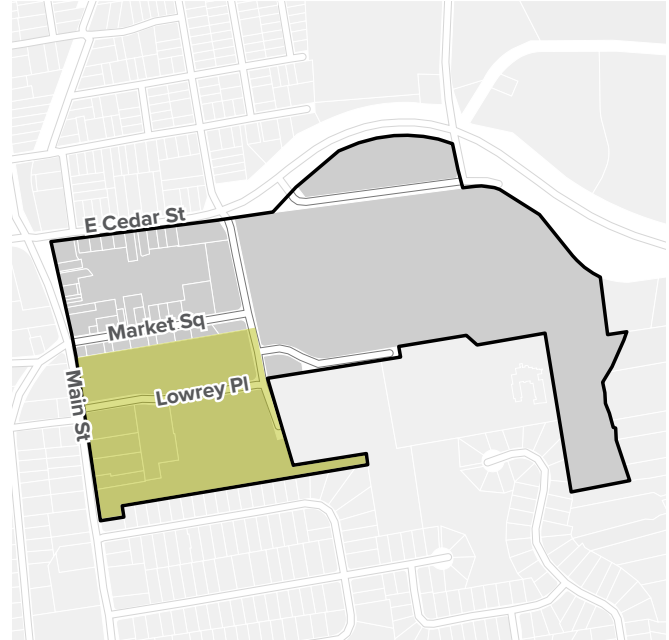
Sub-Area 2

>> Lowrey Place & Northwood Plaza

Overview

The Lowrey Place & Northwood Plaza sub-area is bounded by Market Square to the north, Main Street to the west, and Lowrey Place/Constance Leigh Drive to the east. Notable properties within this area include the Keeney property and Northwood Plaza.

Community input emphasized several key priorities including improving vehicular circulation, enhancing the Lowrey Place streetscape character, strengthening bicycle and pedestrian connectivity, and establishing appropriate development scale and character for future development projects.



Existing Condition: Keeney building on Lowrey Place facing west. Lowrey Place is a wide corridor with minimal shade canopy and pedestrian facilities.

Conceptual Master Plan



What We Heard

- Narrow Lowrey Place and add a sidewalk to the north side of Lowrey Place
- Add more green
- Incorporate mixed-use development
- Limit new construction to 3 stories
- Introduce a 10- to 15-foot road setback on Lowrey Place



Design Considerations

- 1** Streetscape Enhancements & Multi-Use Trail
- 2** Keeney Building Adaptive Reuse
- 3** Residential Infill
- 4** Northwood Plaza: Phased Revitalization

These four design considerations are detailed in the following pages.

1 Streetscape Enhancements & Multi-Use Trail

Lowrey Place currently has 20-foot drive lanes in each direction with an 8-foot sidewalk on the south side. Recommended enhancements include reducing drive lanes to a standard 12 feet each.

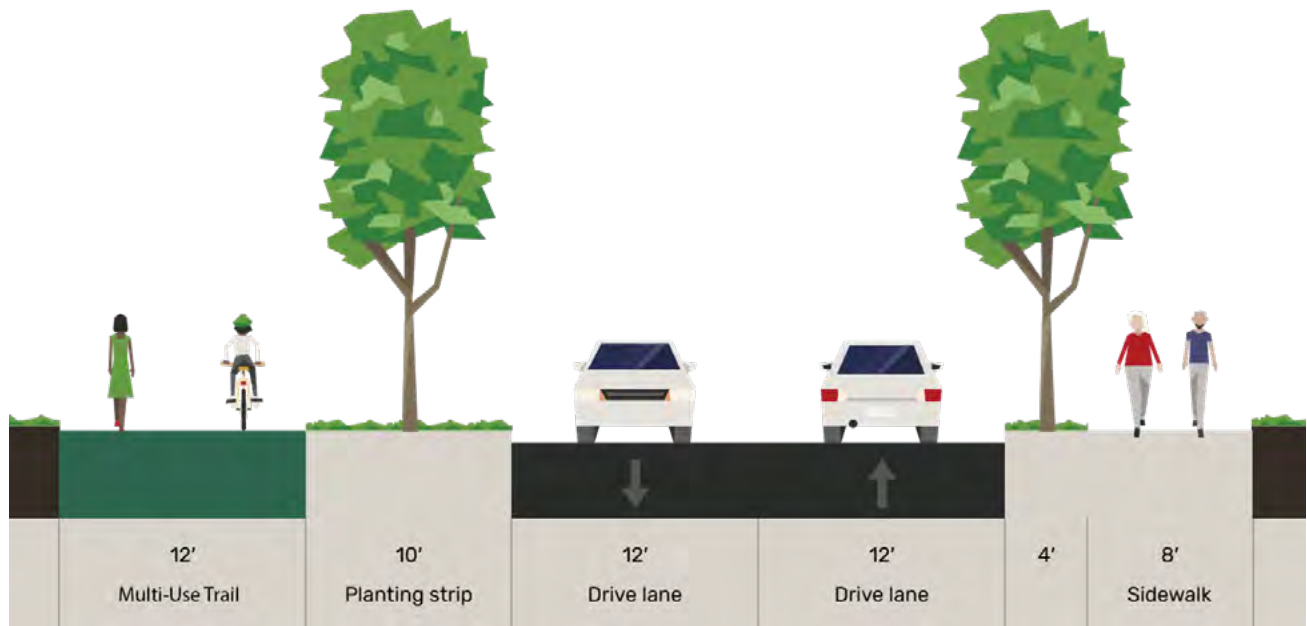
Lowrey Place currently has four bus stops with inadequate signage and markings. Streetscape improvements could include formal bus pull-offs in both directions, complete with shelters, passenger seating, and clear wayfinding signage to enhance the transit experience and street functionality.

Advantages of Narrowing Lowrey Place

- 1 Green Buffers** There is space to incorporate green buffers on both side of the street that could accommodate trees.
- 2 Multi-Use Trail** There is space to introduce a 12-foot wide multi-use trail to accommodate a diverse group of users.
- 3 Emergency Access** Even with the narrowed roadway, emergency vehicles and large trucks can still be accommodated.



Existing Lowrey Place Cross-Section: Section facing east on Lowrey Place



Proposed Lowrey Place Cross-Section: Section facing east on Lowrey Place



Existing Condition: The Keeney building does not align with the established scale and character of the Town Center.



Proposed Improvements: The multi-use trail on Lowrey Place introduces pedestrian infrastructure to the north side of the road. Shade trees provide cover for both the trail and parking lot while also screening the Keeney building, drawing focus away from its industrial facade.

2 Keeney Building Adaptive Reuse

Introduction

This plan prioritizes enhancing the existing Keeney building facade and adaptively reusing its current footprint to better serve community needs, rather than pursuing major structural modifications or demolition.

Uses

Extensive public engagement revealed specific desired uses for the Keeney building. The structure can feasibly accommodate one or multiple uses that would complement the broader Town Center development. For instance, an indoor recreation facility could complement a food hall, creating a dynamic mixed-use destination that enhances the overall Town Center appeal, and brings a new user group into the Town Center area.

Attracting New Investment

Retail (along Main St)



Indoor Market



Performance Space



Business Incubator



Brewery / Craft Drinks



Food Hall / Marketplace



Artist Collective



Indoor Recreation



Representative Images: The preferred uses above were identified by the public during community outreach as most desirable for the Town Center.

Facade Improvements

The Keeney building renovation recommendations focus on facade enhancements enhance the character of the building to align with the Town Center aesthetic. Proposed improvements include modernized building signage, enlarged window installations, and architectural character upgrades specifically targeting the Main Street-facing facade to better integrate with the surrounding streetscape.

Site Enhancements

Improvements to the site surrounding the Keeney building would create a connection to Market Square and leverage the outdoor alley space north of the structure as a distinctive seating and gathering area that reflects the Town Center's unique aesthetic identity. A more expansive outdoor space could be developed between the building's two sections, creating an additional public gathering space for the Town Center. This space could be enhanced with shade trees, integrated seating areas, outdoor recreational games, and other community amenities to foster social interaction and activation.



Representative Image: Outdoor plaza at the Piedmont Social House in Charlotte, NC

3 Residential Infill

The vacant eastern portion of the Keeney property presents an opportunity for infill development. Community feedback indicated that mixed-use or multi-family development up to three stories is desirable.

Potential Development Program*

- Two structures
- 21,000 SF footprint
- 48 one-bedroom units
- 18 two-bedroom units
- 36 on-site parking spaces, plus 60 spaces gained on the Keeney site

**The final development program will be determined by the developer. This program illustrates the site's potential.*

A pedestrian plaza featuring shade trees, lighting, and seating areas will complement the infill and create an additional welcoming gathering space in the Town Center.



Proposed Concept Plan: Two structures with parking on the vacant site

Parking Considerations

The infill development and adjacent parcel have common ownership, creating an opportunity to share parking resources between the two properties. This plan reconfigures parking on the Keeney Property to accommodate 60 additional spaces, providing sufficient parking to support the potential development program. Parking could be enhanced through the following methods:

- 1 Covered Parking** This protects vehicles from weather damage and increases property value, making developments more attractive to potential residents.
- 2 Parking Garage** This would provide ample parking but costs approximately \$35,000 per space to construct. Recouping these construction costs would be challenging without implementing paid parking. The decision to include a parking garage will be at the developer's discretion.



Representative Image: Three-story residential building

4 Northwood Plaza: Phased Revitalization

The Master Plan identifies three potential phases for the gradual build-out of Northwood Plaza over time, recognizing that while comprehensive redevelopment may be the long-term vision, current market conditions likely do not support the demand for a full redevelopment in the immediate future. Each phase builds upon the previous one, with the goal of minimizing disruption to existing business operations throughout the entire development process.



Phase 1: Site Enhancements

This initial phase focuses on site enhancements to the existing plaza, retaining the existing building and businesses.



Phase 2: Mixed-Use

This phase includes the construction of two mixed-use buildings on the south side of Lowrey Place, retaining the existing plaza building and businesses in Northwood Plaza. Businesses in the plaza could gradually relocate to the new mixed-use building to position the site for phase 3.



Phase 3: Full Redevelopment

This final phase is a full build-out of the Northwood Plaza parcel. The existing building is demolished and replaced with multi-family residential housing and community greenspace.

4 Northwood Plaza: Phased Revitalization Continued

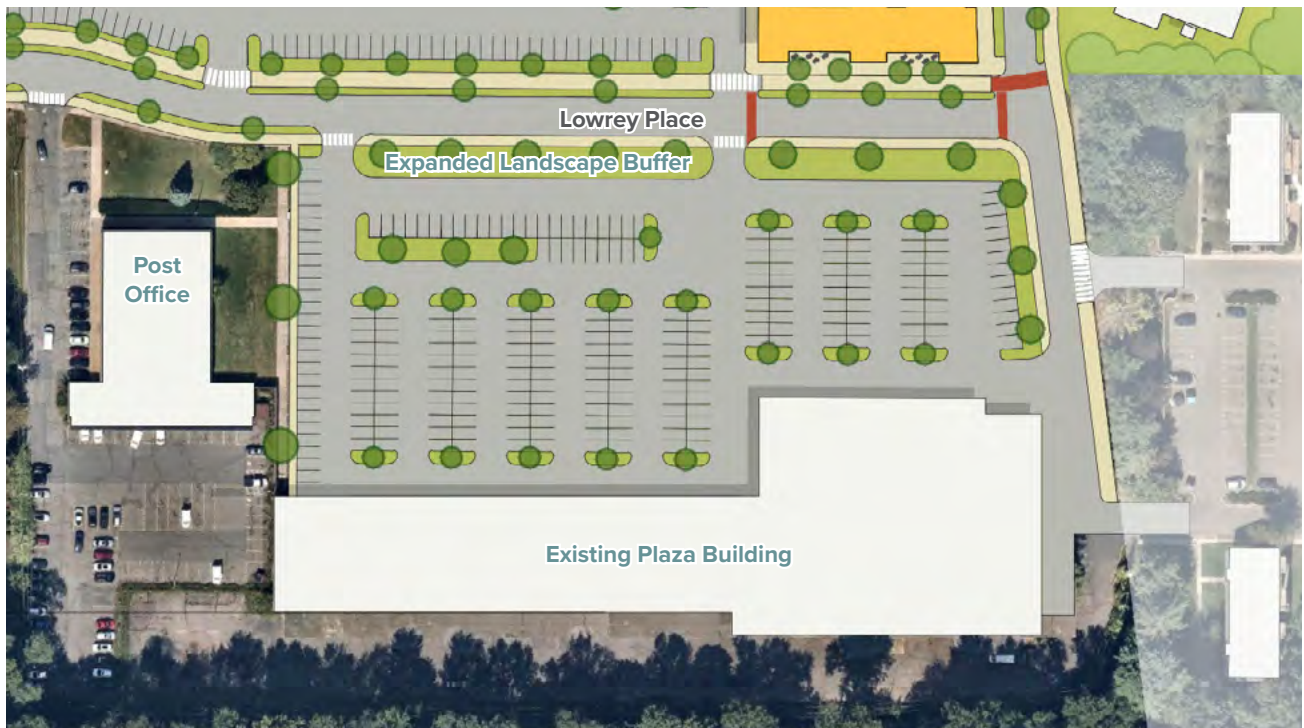


Phase 1: Site Enhancements

This initial phase focuses on comprehensive site enhancements to revitalize the existing Northwood Plaza. Improvements include facade enhancements to the current structure, an enhanced landscape buffer along Lowrey Place, and upgraded signage both within the site and along the building exterior.



Proposed Conceptual Rendering: Phase 1 Site enhancements to existing Northwood Plaza



Proposed Conceptual Plan: Phase 1 Site enhancements to existing Northwood Plaza

4 Northwood Plaza: Phased Revitalization Continued



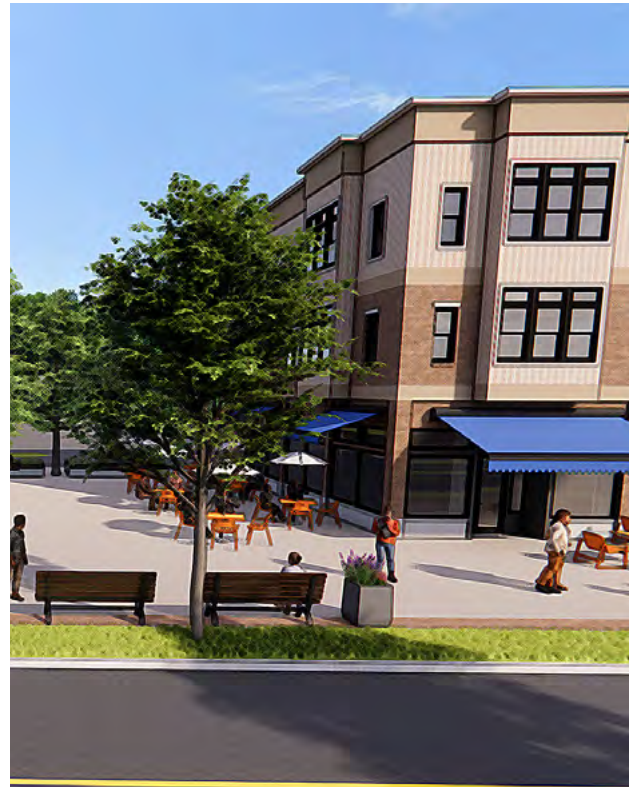
Phase 2: Site Enhancements

This phase builds upon Phase 1 by retaining the existing structure and adding two mixed-use buildings on Lowrey Place, setback approximately 15 feet from the road. A community plaza between the two new buildings creates opportunities for outdoor dining and gathering.

Potential Development Program*

- Create a community plaza and gathering space
- Retain existing buildings
- Construct two new mixed-use structures along Lowrey Place
 - 23,000 SF of first floor commercial space
 - 40 one-bedroom units
 - 16 two-bedroom units

**The final development program will be determined by the developer. This program illustrates the site's potential.*



Proposed Conceptual Rendering: Phase 2 Site enhancements to existing Northwood Plaza



Proposed Conceptual Plan: Phase 2 Site enhancements to existing Northwood Plaza

4 Northwood Plaza: Phased Revitalization Continued



Phase 3: Full Redevelopment

This final phase represents the culmination of the Northwood Plaza long-term vision. The existing plaza structure will be demolished, with displaced tenants having the opportunity to relocate to new retail spaces within the mixed-use buildings on Lowrey Place.

The multi-family development that replaces the existing plaza building will increase the Town Center's residential population, creating greater demand for retail services and supporting the activation of commercial spaces along Lowrey Place and throughout the broader Town Center. To complement this residential density, a community green space will be established featuring shade trees and a gazebo. This amenity will serve both the multifamily residents and the wider community, adding valuable green infrastructure to the Town Center's public realm.

Potential Development Program*

- Create a community plaza and gathering space
- Construct two mixed-use structures on Lowrey Place
- Demolish existing plaza building
- Construct new multi-family residential with greenspace
 - 29,500 SF building footprint
 - Approximately 180 multi-family units

**The final development program will be determined by the developer. This program illustrates the site's potential.*



Proposed Conceptual Plan: Phase 3 Site enhancements to existing Northwood Plaza

4 Northwood Plaza: Phased Revitalization Continued

A Revitalized Lowrey Place Corridor

The full proposed build-out below integrates all Lowrey Place and Northwood Plaza recommendations, including the mixed-use development on the south side of Lowrey Place, the multi-use trail, reduced street width, and multi-use infill on the Keeney property. The conceptual rendering below depicts the long-term vision for how Lowrey Place could be reimagined in the future.



Existing Condition: Lowrey Place looking east



Proposed Full Redevelopment: Full build out on Lowrey Place of Northwood Plaza and the vacant Keeney parcel

Street and Shade Trees

Street trees serve as essential infrastructure for thriving town center districts, providing environmental cooling, aesthetic enhancement, and extended visitor engagement that directly benefits local retail establishments. With intensifying weather patterns and rising temperatures, the strategic implementation of street trees has become increasingly critical for downtown vitality.

Beyond their environmental benefits, street trees create protective barriers between pedestrians and vehicular traffic, enhancing both safety and walkability. They effectively manage storm water runoff while providing cooling benefits that extend to sidewalks, roadways, and adjacent buildings.

What Makes a Good Street Tree?

- ✓ Street trees must be able to tolerate difficult conditions such as excess pavement and salting.
- ✓ Street trees should have tall straight trunks that allow for openness at the street level while providing maximum comfort and shade below the canopy.
- ✓ A variety of drought and pollution tolerant trees should be used to maximize resiliency.
- ✓ Deciduous trees should be used to maximize air circulation and allow natural light to reach buildings and the sidewalk.

Species	Mature Height	Description
Sugar Maple	60-80 Feet	brilliant fall color
Pin Oak	70-80 Feet	fast-growing, good urban tolerance
White Oak	50-90 Feet	long-lived, excellent wildlife value
Hackberry	40-80 Feet	extremely tough and adaptive to urban conditions
Tulip Tree	60-90 Feet	tall with unique tulip-shaped flowers
American Redbud	20-30 Feet	fast growing, flowering tree with heart-shaped leaves



Canopy Shade Trees

Deciduous shade trees allow for comfortable light levels and maximize storm water intake making them a good street tree.



Flowering Trees

Smaller flowering trees should be used under utilities where height is limited.



Sub-Area 3

Hartford Healthcare Complex

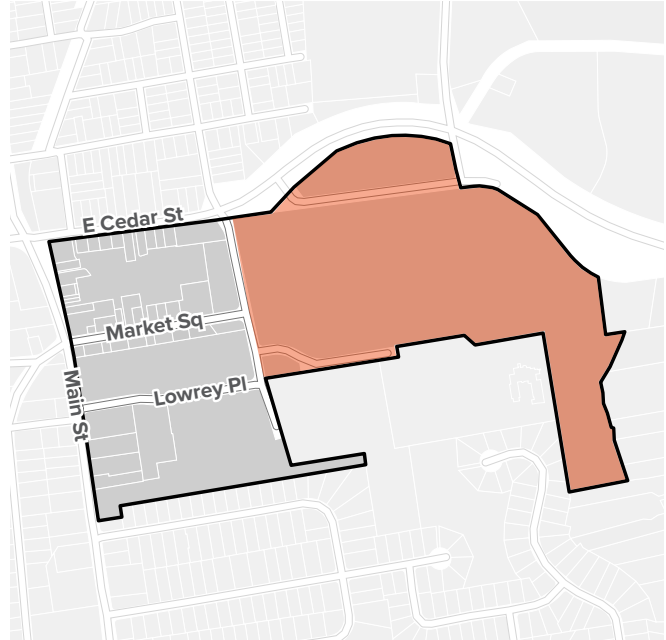
Overview

The Hartford Healthcare Complex sub-area is an approximately 50-acre vacant property that surrounds the Hartford Healthcare Data Center which is integral to Hartford Healthcare system operations. Cedar Mountain is located just north of this sub-area. The community voiced that they would like a mix of housing types and densities, public spaces, prioritization of greenspace, public amenities, and continued accessibility to the property.

Potential Development Program

Community engagement for this plan highlighted the need for diverse housing options in the Town Center, with particular emphasis on older adult housing. This plan offers three types of housing on the Hartford Healthcare site, recognizing both the desire and demand for varied housing options in Newington. The plan presents two housing alternatives for older adults aged 55 and over. The first is for-sale cottages for those looking to downsize while retaining property ownership. The second is rental apartment units in a multi-family complex. The third housing type offered on the Hartford Healthcare site consists of for-sale townhomes that do not target a specific age demographic.

This potential development program is intended to offer insight into what the Hartford Healthcare site could potentially accommodate given the allotted space, topography, and market demands. Ultimately, a developer will establish the final design, layout, and programming of the site.



Existing Condition: Parking area at the eastern end of the Hartford Healthcare site on top of the hill.



Existing Condition: Vacant Hartford Healthcare Hospital building.

Conceptual Master Plan



What We Heard

- Balance open space, housing, and community amenities
- Connect to Cedar Mountain Trail
- Maintain some of the natural environment
- Incorporate older adult housing
- Townhouses are the most appropriate housing type



What We Recommend

Public Space

- 1 Multi-Use Trail & Pedestrian Connections
- 2 Greenway Corridor
- 3 Trailhead Parking & Connection to Cedar Mountain
- 4 Open Space Preservation
- 5 Enhanced Dog Park & Recreation
- 6 Sport Courts

Potential Development Program

- 7 Maintain Data Center
- 8 Older Adult Cottages
- 9 Older Adult Multi-Family & Wellness Complex
- 10 Townhomes
- 11 Mixed-Use Buildings (Future Phase 2)

Public Space Enhancements

1 Multi-Use Trail & Pedestrian Connections

This plan proposes extending the multi-use trail from Lowrey Place onto Constance Leigh Drive up to E Cedar Street, creating continuous accessibility through the Town Center. This trail extension connects to the proposed greenway trail detailed in public space enhancement recommendation number two.



2 Greenway Corridor

The greenway corridor is a 12-foot wide multi-use trail that runs from Constance Leigh Drive through the Hartford Healthcare Complex, connecting to the proposed Cedar Mountain trailhead to the east. The greenway also continues west toward Constance Leigh Drive, where it links with the multi-use trail to complete the a half-mile loop. Shade trees provide overhead canopy coverage for trail users, while benches offer rest areas along the route.



3 Trailhead Parking & Connection to Cedar Mountain

The existing underutilized overflow parking at the Hartford Healthcare Center could be repurposed as a Cedar Mountain trailhead, providing parking, a trail map and informational signage, and a safe and comfortable off-road connection to Cedar Mountain Trail.



4 Open Space Preservation

Areas designated for open space preservation would not be subject to further development, but would be maintained in a more naturalized state. The location of open space preservation was based on site topography and feedback from the community on where they would like to maintain open space.



5 Enhanced Dog Park & Recreation

The dog park could be relocated next to the new Cedar Mountain Trailhead to share parking and maintain distance from the recommended residential development on the Hartford Healthcare site. Enhanced amenities include an agility course, shaded structures, and a hydration station. A disc golf course could be implemented on the preserved open space next to the dog park as a low-impact intervention providing additional recreational opportunities.



6 Sport Courts

Publicly available sport courts could be integrated into the future housing development on the Hartford Healthcare site, providing additional recreation opportunities in the Town Center for residents and visitors. The community feedback gathered through this planning process indicates that pickleball and/or tennis courts would be desirable.



Development Program

7 Maintain Data Center

Based on conversations with the current property owner, they do not intend to sell the data center in the near future alongside the rest of the Hartford Healthcare site. The data center is located on a separate parcel and would not be included in that sale. There is currently no intent to discontinue use of the data center, as it remains an operational facility integral to their ongoing operations.



8 Older Adult Cottages

To address the prioritized need for older adult housing, the plan has the potential to accommodate 83 older adult cottages designed for residents aged 55 and older. The development could include 59 units of 1,200 SF and 20 units of 1,500 SF, with the larger units featuring an attached garage. The housing breakdown would be determined by the developer during the design phase. These figures represent one potential build-out scenario rather than fixed requirements.



9 Older Adult Multi-Family & Wellness Complex

This 3-story development would accommodate approximately 100 one-bedroom rental units designed for residents aged 55 and older. The 21,500 square foot ground floor would incorporate amenities such as medical offices, a fitness center, and a cafe. These resources would be available to cottage residents and potentially the general public, depending on the developer's program. The upper two floors would house the residential units.



10 Townhomes

The townhouse units are not restricted to residents aged 55 and over. These for-sale units would be located at the site of the former hospital. The site could accommodate approximately 112 units of 1,400 SF, though there is flexibility in the programming to adjust both housing size and unit count depending on the developer. This development would incorporate greenspace, parking, and pedestrian accessibility.



11 Mixed-Use Building

Based on market demand, a 3-story mixed-use building is envisioned along Constance Leigh Drive as a long-term development that would complement the Sub-area 2 development along Lowrey Place. This would represent a distant future phase of the overall project.



Wellness Complex Case Study

The Springs at Greer Gardens // Eugene, OR

Overview

The Springs at Greer Gardens is a older adult living community situated on 14 acres in Eugene, Oregon, designed to enrich daily life and nurture residents' passions through comprehensive wellness-focused amenities and services.

The community features an indoor pool and hot tub, yoga studio, weight gym, and wellness spa, alongside an outdoor courtyard that hosts live music performances for social gatherings. Residents can enjoy chef-inspired meals prepared in the on-site kitchen.

Housing options include cottages and multi-family units ranging from studios to two-bedroom apartments. Comprehensive services encompass health and personal care, dining programs, recreation and wellness activities, and transportation services among other amenities.

The Springs at Greer Gardens holds the distinction of being the first community nationwide to receive Fitwel Certification, which recognizes developments that prioritize health and wellness for all occupants through the implementation and maintenance of health-focused protocols and amenities.



Development Program Alternative Concept

Adaptive Reuse of Former Hospital

Community engagement for this plan revealed strong interest in preserving the historic former hospital structure. While the property owner's intentions for the building remain unclear, a concept was developed to explore adaptive reuse of the 58,000 footprint for multi-family housing units. This alternative would accommodate 36 for-sale townhomes on this portion of the Hartford Healthcare Site while maintaining the existing older adult program unchanged, affecting only the townhomes component.

Without building access, accurately estimating adaptive reuse costs or determining feasibility remains challenging. However, this structure presents a valuable opportunity to preserve the historic fabric of the Town Center.



Existing Condition: Former Hartford Healthcare Hospital



Existing Condition: Former Hartford Healthcare Hospital





Section 5.0

From Plan To Reality

This section establishes an action plan for implementing the vision presented in the Newington Town Center Master Plan. It identifies short-term priority projects, implementation strategies for advancing capital projects, follow-up planning and policy actions, and potential funding sources to facilitate project advancement.

Short-Term Actions to Advance Revitalization

In order to maintain momentum and continue to make incremental steps towards achieving the vision defined within the Town Center Master Plan, the following short-term actions have been identified. This initial work, recommended to occur over the next year, will help to position the study area for subsequent investment.

1 Update Town of Newington Zoning Regulations

One of the most impactful recommendations from this study is the updating of the Town Zoning Regulations to ensure they align with the land use and development preferences and recommendations outlined in the Master Plan. Specific focus areas for consideration are noted in the following section.

2 Undertake a Parking Study for the Town Center

As the Town Center evolves and grows, the demand for parking will continue to increase. Completing a baseline parking analysis in the short-term will establish an understanding of existing parking demand and need, while also creating a foundation on which to base future decisions associated with new development applications.

3 Identify Funding to Advance Design and Construction of Gateways

While the Master Plan identifies a significant number of public enhancement capital improvement projects, strong gateways and intersection enhancements are one of the most visible projects that will help to set a tone for the Town Center, and attract more people to visit the area. Pursuing grant funding, or designating Town funding, for the design of gateways is an important first step in showing the Town's commitment to investing in the Town Center. Parallel to the design, or immediately after, the Town should identify funding for phased implementation of gateway projects.

4 Host Quarterly Round Tables with Key Property Owners

Development opportunities within the Town Center are located on private land. While zoning modifications will help to direct preferred land uses and design preferences, advancing projects will ultimately fall to private owners – either those that own the land today, or future owners. Ensuring open, transparent and on-going communication with property owners will create a collaborative working relationship that is more likely to translate to new development opportunities that align with the vision of the Master Plan. Quarterly round tables with key property and business owners and Town leadership will show the Town's commitment and bring the private sector together to help advance economic revitalization in the Town Center.



Planning & Policy Recommendations

The following planning and policy recommendations should be considered by the Town of Newington as they move forward with implementation in the Town Center.

1 Complete a Parking Study

As the Town Center evolves and grows, the demand for parking will continue to increase. Completing a baseline parking analysis in the short-term will establish an understanding of existing parking demand and need, while also creating a foundation on which to base future decisions associated with new development applications.

At a minimum the parking study should address the following elements:

- Existing use of off-street and on-street parking at peak weekday and weekend times
- Analysis of usage rates
- Parking demand for special events, and considerations for accommodating parking off-site (shuttle service between Town Hall complex and Town Center for special events)
- Opportunities for shared parking agreements
- Assessment of minimum parking requirements to inform zoning updates



2 Develop a Branding and Marketing Strategy

A branding and marketing strategy helps to establish a graphic consistency and identity associated with the Town Center that can be utilized on a wide range of collateral, from wayfinding and placemaking design elements to promotional materials for special events and business attraction efforts. The Town should consider hiring a firm that specializes in community branding to help establish a logo, color palette and tag line for the Town Center that can be integrated into a range of design elements.



3 Host Quarterly Round Tables with Key Property Owners

Ensuring open, transparent and on-going communication with property owners will create a collaborative working relationship that is more likely to translate to new development opportunities that align with the vision of the Master Plan. Quarterly round tables with key property and business owners and Town leadership will show the Town's commitment and bring the private sector together to help advance economic revitalization in the Town Center.



4 Monitor State Funding Opportunities

The Newington Town Center Master Plan identifies potential funding resources available for a range of project types recommended within the plan. However, funding cycles from the Federal level to the State and regional level are consistently evolving and require on-going review and monitoring to ensure funding opportunities that align with projects recommended in this Master Plan are leveraged as they become available.



5 Complete Updates to the Town of Newington Zoning Regulations

Modifications to the Town of Newington Zoning Regulations are an important initial step in aligning the vision set forth in the Town Center Master Plan with the regulatory framework within the Town. The revised zoning framework will permit these preferred uses while maintaining sufficient flexibility to respond to evolving market demands and economic conditions.



Zoning Considerations

Modifications to the Town of Newington Zoning Regulations are an important initial step in aligning the vision set forth in the Town Center Master Plan with the regulatory framework within the Town. The revised zoning framework will facilitate the preferred vision, while maintaining sufficient flexibility to respond to evolving market demands and economic conditions.

Planned Development (PD) Zone

The Keeney Building site is the only parcel within the Town Center area located within a Planned Development zone. The allowable uses within this district refer back to permitted uses in the Business Berlin Turnpike and Business Zones, which is fairly encompassing and includes contractors equipment and sales, hotels up to 4 stories, and light industrial operations, in addition to traditional retail, services and office spaces. For consistency with the vision of this Town Center Master Plan, the following is recommended:

- 1 Consider rezoning and establishing a new Town Center Transition Zone to recognize the unique differences between the vision for the Keeney site and Lowrey Place, and other areas zoned as PD within the Town.** Simply modifying the PD regulations to address the specific needs for the Keeney parcel and Lowrey Place would have implications for other PD zoned areas within the Town. This area is unique and warrants special consideration from a zoning perspective. The current zoning, from a use perspective, is too broad and does not facilitate the vision set forth in this Master Plan for future reuse, as it allows for expanded industrial operations. In recognition of the unique history, location in the Town Center and defined vision, the Town should consider creating a new District or Overlay to facilitate the community's vision for the future of redevelopment areas along Lowrey Place, while allowing its current uses to be grandfathered as an allowable use until operations cease. A new district/overlay should:
 - limit building height to 3 stories for all uses, consistent with recommendations on surrounding parcels;
 - reduce front yard setbacks along Lowrey Place for future development; and
 - include a revised list of permitted uses consistent with the recommendations in this plan which may include food halls, business incubators spaces, maker spaces, performing arts venues, dance studios, bowling alleys, and other retail, restaurant and service uses. Future opportunities for traditional light industrial and contractor uses should be limited or removed.

Public Land (PL) Zone

The Hartford Healthcare property is located within the PL zone in recognition that Hartford Healthcare use of the site provided a public service to the larger community. However, with the closure of Hartford Healthcare, future land uses associated with the property were explored through this planning process, with a preferred vision to allow for a range of residential and supporting uses on the property. To facilitate this vision, the following recommendations should be considered by the Town:

- 1 Create a new Residential Planned Development zone that allows for flexibility and creative redevelopment of the site, aligned with the Master Plan vision.** A new residential planned development zone that allows for a range of residential density and limited supporting mixed uses should be created to account for the unique vision associated with this significant development opportunity in the Town Center. The future zoning district should identify an allowable mix of residential densities, including maximum density across the site, and allowable types of supporting non-residential uses. In addition, requirements associated with open space preservation, public access, and pedestrian accessibility and connectivity should be incorporated.

Business Town Center (B-TC) Zone

The Constitution Square subarea and majority of the Lowrey Place / Northwood Plaza subarea fall within the B-TC Zone. Suggested considerations for modification to the B-TC zone include:

- 1 Removal of the allowance for drive-through facilities as part of future development.** This recommendation is consistent with the community's vision for the Town Center to be a welcoming environment that prioritizes pedestrians and human interactions. While several drive-through establishments exist today, the future expansion of drive-through facilities on additional sites would detract from the overall vision and desire to create a walkable, human-scale environment. If the zoning were amended as proposed, existing drive-through establishments would be grandfathered, creating a small number of non-conforming uses. The long-term benefit of this change on the overall character of the Town Center would outweigh any challenges associated with the creation of non-conforming uses.
- 2 Reduce required front yard setback to 15' by right, as opposed through special provision.**
- 3 Incorporate additional design standards to help foster a consistent design aesthetic.** Additional signage regulations may consider incentivizing perpendicular signage on Market Square, requirements for signage on the rear of buildings facing public parking lots and additional design requirements pertaining to color, material, dimensions, etc. Incorporating strong visual aids to accompany requirements allows property owners to visually understand the intent and desired outcome associated with the requirements.

Sample Allowable Sign Types

This table represents an example of how information could be clearly relayed regarding allowable sign types by subarea. Additional information on dimensions, materials and colors would be included in subsequent regulations.

Sign Type	Constitution Square (2 Signs Max. Per Lot)	Northwood Plaza (2 Signs Max. Per Lot)	Hartford Healthcare (2 Signs Max. Per Lot)
Awning Sign	Allowed	Allowed	Allowed
Ground-Mounted Sign	Prohibited	Prohibited	Allowed
Ground-Mounted Multi-Tenant Directory Sign	Prohibited	Prohibited	Allowed
Projecting Sign	Allowed	Allowed	Allowed
Wall Sign	Allowed	Allowed	Allowed
Window Sign	Allowed	Allowed	Allowed

Representative Example

Awning Sign

1. An awning shall be considered to be a sign when displaying letters, numbers, or symbols that advertise or announce a place, person, product, service, or concept, except that a street address shall not be considered to be a sign.

2. Awning signs shall not extend beyond the awning.

3. Signs shall be constrained to the valance portion of the awning only.

4. Signs are only permitted on ground floor awnings.

5. Awning signs may be externally illuminated only.



A. Sign Area

B. Lettering Height

Awning Sign	
Lettering Height (max.)	6"
Sign Area (max.)	60% of Valance Surface Area

Capital Improvement Projects

Public Enhancement Projects

This Master Plan identifies public realm investments that contribute to fostering a strong sense of place and belonging.

Public realm improvements consistently generate both economic and social benefits. From a financial perspective, these investments create a strong foundation that attracts developers and encourages private investment in the community. They also increase foot traffic and draw more visitors to the Town Center, which can boost local sales and enhance property values. Beyond the economic impacts, public realm improvements contribute to the community's social fabric and overall quality of life, making the Town Center a more attractive and welcoming destination.

The following tables summarize strategic capital improvements to public spaces and places in the Town Center, as well as cost level, timeframe and potential funding sources.

- **Immediate** Advance these efforts within the next 6 months.
- **On-going** May begin immediately or within the next 2 years, and will require on-going efforts to maintain and continue.
- **Short-Term** Prioritize to begin in the next 2 years. This may include any part of the project, such as initiating conceptual design or advancing a project to final design, recognizing implementation may come after this timeframe.
- **Mid-Term** Prioritize to begin within the next 5 years.
- **Long-Term** May require other projects to be completed before they are implemented, significant community outreach and support, and/or may have significant costs that require long-term efforts to identify and secure funding.

Description	Potential Funding Sources	Estimated Cost
General Recommendations		
■ Provide More Street and Shade Trees		
Introducing more trees into the Town Center in parking areas, sidewalks, and public spaces	Urban Green & Community Gardens Grant Program	\$1.5K/tree
■ Conduct a Parking Study		
Conduct a parking study in the Town Center to establish parking needs for present day and future development	Town	\$30K - \$40K
■ Introduce Consistent Wayfinding		
Implement wayfinding in the Town Center that targets pedestrians, bicyclists, and vehicles	Community Connectivity Grant Program	Design of Hierarchy - \$20K \$3K - \$5K Parking \$5K - \$10K Vehicular \$5K - \$10K Pedestrian \$10K - \$25K Kiosk \$20K - \$100K Gateway
■ Update Zoning Regulations		
Apply zoning updates to B-TC, PD, and PL districts	Town	\$10K - \$30K
■ Develop a Branding & Marketing Strategy		
Establish design standards and regulations for storefront signage	Town	\$25K - \$50K

Description	Potential Funding Sources	Estimated Cost
Constitution Square		
Gateway & Intersection Improvements		
Introducing gateway signage at major intersections and entrances	Community Connectivity Grant Program	\$150K - \$250K/Major \$50K - \$80K/Entrance
Strengthened Pedestrian Connections through Parking Areas		
Closing sidewalk network gaps in Constitution Square	Community Connectivity Grant Program	\$70K - \$150K Construction
Pedestrian Alley Activation		
Formalizing the pedestrian connection between Main Street and Constitution Square	Local Transportation Capital Improvement Program	\$20K - \$30K Design Fee \$100K - \$300K Construction
New Pedestrian Gathering Plaza		
Formalizing an underutilized private parking area as a pedestrian plaza	Local Transportation Capital Improvement Program	\$60K - \$100K Design Fee \$700K - \$1M Construction
Enhance Market Square Streetscape		
Emphasizing Constitution Square entrance with overhead string lights, signage design guidelines, enhanced pavement delineation, and integrated wayfinding	Local Transportation Capital Improvement Program	\$10K - \$25K Design Fee \$100K - \$300K Construction
Community Greenspace		
Constitution Square greenspace expansion with enhanced amenities	Urban Green & Community Gardens Grant Program	\$30K - \$50K Design Fee \$1M - \$2M Construction
Reconfigured Parking		
The Town working with private property owners to reconfigure private lots to maximize space and connectivity	Town	\$10K - \$30K Parking Study
Lowrey Place & Northwood Plaza		
Streetscape Enhancements & Multi-Use Trail		
Reducing the drive lane width of Lowrey Place, introducing a 12-foot wide multi-use path, and incorporating planting strips with street trees	Local Transportation Capital Improvement Program	\$40K Traffic Study \$250K - \$350K Design Fee
Hartford Healthcare Complex		
Multi-Use Trail & Pedestrian Connections		
The continuation of the Lowrey Place multi-use trail onto Constance Leigh Drive	Local Transportation Capital Improvement Program	\$100K - \$150K Design Fee \$40/Linear Foot Construction
Greenway Corridor		
12-foot wide multi-use trail through the site that connects to the Cedar Mountain trailhead and forms a half-mile recreation loop	Urban Green & Community Gardens Grant Program	\$200K Construction
Trailhead Parking & Connection to Cedar Mountain		
Cedar Mountain trailhead parking with an off-road path to Cedar Mountain Trail	Community Connectivity Grant Program	\$200K - \$250K Construction
Open Space Preservation		
Preserving open space on site to maintain in a more naturalized state	Urban Green & Community Gardens Grant Program	Varies
Enhanced Dog Park & Recreation		
Relocation of the dog park with the addition of enhanced amenities. A disc golf course on the preserved open space next to the dog park	Urban Green & Community Gardens Grant Program	\$250K Construction

Capital Improvement Projects

Private Enhancement Projects

Ultimately the phasing and trajectory of private investment projects will be driven by the private sector, specifically market demand, financial feasibility and developer interest in investing in the Town Center. The Town's efforts in refining its Zoning Regulations and investment in public realm enhancements, will help to support the potential for increased private investment.

Market demand and potential is summarized in Section 2 of the Town Center Master Plan, indicating strong opportunities for housing, which can lead to increased demand for supporting retail, restaurant and service uses. Recognizing the importance of having a strong population to contribute to vibrancy and to establish a captive audience for other uses, the recommendations for private developer investment priorities are summarized below. Private development will help revitalize the Town Center by attracting foot traffic to local businesses and funding public spaces or infrastructure improvements that the municipal budget cannot afford alone, and should be viewed positively.

Coordination Consideration

Projects should be strategically aligned with private investment. For example, if the Northwood Plaza redevelopment moves forward, the Town and developer must coordinate on impacts and phasing with the Lowrey Place streetscape improvements project. Similarly, if the Hartford Healthcare property is purchased, the Town would need to coordinate trail easement requirements with the new owner for the greenway trail.

1 Hartford Healthcare Site

- Addresses community identified need for housing
- Brings significant new residential base within walking distance of Town Center
- Supported by market demand

2 Keeney Building Adaptive Reuse

- Provides additional services and uses desired by community members
- Exterior enhancements will strengthen visual character of Town Center
- Reactivates a partially vacant building

3 Keeney Property Infill Development

- Brings significant new residential base within walking distance of Town Center
- Brings vitality to a vacant site
- Supported by Market demand

4 Northwood Plaza

- Brings significant new residential base within walking distance of Town Center
- Brings vitality to a underutilized site
- Strengthens streetscape and Town Center character
- Supported by market demand

5 Scattered Infill Development

- Strengthens character of Town Center
- Provides additional commercial and/or residential space

Financial Feasibility Analysis

Overview

A financial feasibility analysis was conducted for three key redevelopment sites in Newington's Town Center to evaluate the viability of proposed development concepts and identify where public support may be needed. This high-level pro forma analysis compared projected revenues and operating expenses against construction costs and financing requirements to determine project attractiveness to private developers and identify potential funding gaps. The preliminary findings, based on current market assumptions, provide a foundation for further planning and developer engagement, with the understanding that actual outcomes will vary based on evolving conditions and phased implementation approaches. See the appendix for the complete financial feasibility memo.

Summary of Key Findings



Keeney Parcel A 66-unit multifamily development shows moderate feasibility with a \$1.3 million (8%) funding gap; a full property tax abatement over 5 years could close the gap. A future reduction in interest rates would also help close this gap materially.



Northwood Plaza A mixed-use development with apartments over retail shows a significant \$11 million (36%) gap due to high construction costs. Even full abatement would not close the gap. However, if ground-floor retail is used to relocate existing plaza tenants, it could enable a second residential phase and improve long-term feasibility when considered as a phased redevelopment.



Hartford Healthcare Site The townhome component (112 for-sale units) is financially viable, with a 21.7% gross profit margin, and the 83 older adult cottages also show strong potential. The older adult living building with amenities, while currently facing a \$15.5 million funding gap (23% of total cost), presents an opportunity to create a unique, full-service older adult hub in the region. Although initially modeled as for-sale condos, the concept may be better suited as rental apartments, offering greater flexibility in design and pricing. Exploring options such as increasing to five stories, reducing unit sizes, or refining the amenity package could bring the concept closer to financial feasibility and help unlock the full potential of the site.

Potential Funding Sources

This section outlines various potential funding sources available to support future projects in the Town Center, ranging from grants to private partnerships and tax incentives. The diversity of funding sources allows for flexible project financing that can be tailored to specific development needs and community priorities. It is recommended that the Town continue to monitor and identify additional funding sources as they become available.

Funding Source + Description	Eligible/Relevant Activities	Award/Incentive
Grant Programs		
LOTICIP - Local Transportation Capital Improvement Program (CT DOT)		
Provides funds to urbanized area municipal governments for transportation improvement projects	Sidewalk improvements, connectivity improvements, intersection and safety improvements	Grants awards to cover construction costs (minimum \$300,000) for municipally funded design projects.
HOME Program (HUD)		
Provides funds for implementation of program which increase affordable and owner-occupied housing	Construction and rehabilitation of affordable housing, rental and financial assistance	Varies by project
Urban Green and Community Gardens Grant Program (CT DEEP)		
Provides funding assistance to develop or enhance urban green spaces for public enjoyment and/or environmental education	Development of community gardens, reclaiming and enhancing existing open space for public use	50% of anticipated total project cost
Community Connectivity Grant Program (CTDOT)		
Provides grants to improve accommodations for bicyclists, pedestrians, and transit users	Improvements to pedestrian walkways, intersection treatments, transit and bicycle improvements	Grants for construction activities between \$100,000 and \$800,000

Funding Source + Description	Eligible/Relevant Activities	Award/Incentive
------------------------------	------------------------------	-----------------

Loan Programs

Connecticut Small Business Boost Fund (CTDECD)

Provides small business owners and non-profits with flexible funding and financial guidance	Capital expenditures and working capital	Loans between \$5,000 and \$500,000 with fixed 4.5% interest rate
---	--	---

Community Investment Corporation (CIC)

Provides financing and practical guidance to small business owners	A wide variety of capital and infrastructure expenses	Various programs with different award thresholds
--	---	--

Minority Business Revolving Loan Fund (HEDCO)

Provides financing for for-profit businesses in Connecticut owned by minorities and/or women	A wide variety of capital and infrastructure expenses	Loans and lines of credit from \$10,000 to \$100,000 with fixed interest rate of 4%
--	---	---

Tax Incentives

Low-Income Housing Tax Credit (HUD)

Provides tax credits aimed to incentive the creation and maintenance of affordable housing	Rehabilitation and new construction of affordable housing	Varies by project
--	---	-------------------

Implementation Tools

The following section identifies a range of creative funding tools that could help the Town of Newington advance a range of public realm projects that would help to create a strong foundation for additional private investment, as well as incentivize potential developers to invest in the Town Center area.

Tax Increment Financing

Tax Increment Financing (TIF) is an economic development tool where the Town of Newington could capture the increase in property taxes generated by new development within a special district (such as the Town Center) to finance public costs associated with that development, such as infrastructure, enhancements, or land acquisition. This approach essentially captures the "value increment" resulting from growth to pay for the improvements that spurred that growth. TIFs are a unique funding tool to help pay for public infrastructure and public improvements that support future development and economic growth.

The Town would need to generate a specific area of the Town Center as a TIF district. As private development occurs within the district, the property taxes generated by the increase in value (the tax increment) are diverted to a special TIF fund instead of going to the general Town budget. The funds allocated to the TIF account can then be used to pay for improvements such as roadway extensions, streetscape improvements, or infrastructure/utility improvements. Or, if these improvements were previously made, the funds in the TIF account can repay the debt incurred to finance the public projects.

Public-Private Partnerships

Public-private partnerships, also known as P3s, are a contractual agreement between a public entity – such as the Town of Newington - and a private company to deliver public services. In these instances, the private entity typically makes a capital investment in a public project and takes on much of the financial and operational risk. The private entity also benefits from sharing in the return on the project, often in the form of receiving a portion of the revenue generated, as defined by the contractual agreement. P3s provide government agencies access to capital, typically for larger-scale roadway and infrastructure projects.

Local Tax Incentives

The Town of Newington has adopted a tax incentive policy and program in accordance with Connecticut General Statutes ("CGS") §12-65b. The Policy is designed to attract new businesses, retain existing businesses, and encourage the expansion of businesses by offering relief from local taxes while increasing the Town's tax base. The policy authorizes the Town Council to enter into temporary tax abatement agreements for a range of project types and durations.

A tax abatement is a financial incentive offered by the Town that reduces or eliminates the amount of taxes an individual or business has to pay. These subsidies are most commonly associated with property taxes and are used to encourage specific activities, such as economic development or investment in certain areas, such as the Town Center. The reduction in taxes can make a site more appealing for new construction or major renovation projects. Specific parameters associated with the Town's policy can be found in their official Tax Incentive Policy available from the Town.

This page is intentionally left blank.



Newington Town Master Plan