



BRIEFING BOOKLET
Development-Related Strategies

ECONOMIC DEVELOPMENT

10

NEWINGTON
2020 POCD

POSSIBLE
GOAL
STATEMENT

Promote appropriate economic development to meet community needs.

For the POCD, economic development is considered to include uses and activities that:

- Provide jobs for residents of Newington and the region,
- Provide goods and services for residents and visitors,
- Provide goods and services for businesses, and/or
- Provide net tax revenue to support local services.

While historically interpreted to mean business development, economic development has grown in recent years to include other uses (including residential uses) which provide one or more of the above attributes. For example, assisted living facilities and age-restricted housing can provide more in tax revenue than they require in municipal services.

Newington has benefitted from significant economic development over the years to the point there is limited undeveloped land area available for future economic development. As a result, the main economic development opportunities in the future are likely to arise from:

- Key “opportunity” areas (as discussed in booklet #9), and
- Redevelopment of individual sites.

Business Development



Industrial Development



*Do these policies
make sense for
Newington?*

*Are there any policies
you feel should be
added or deleted?*

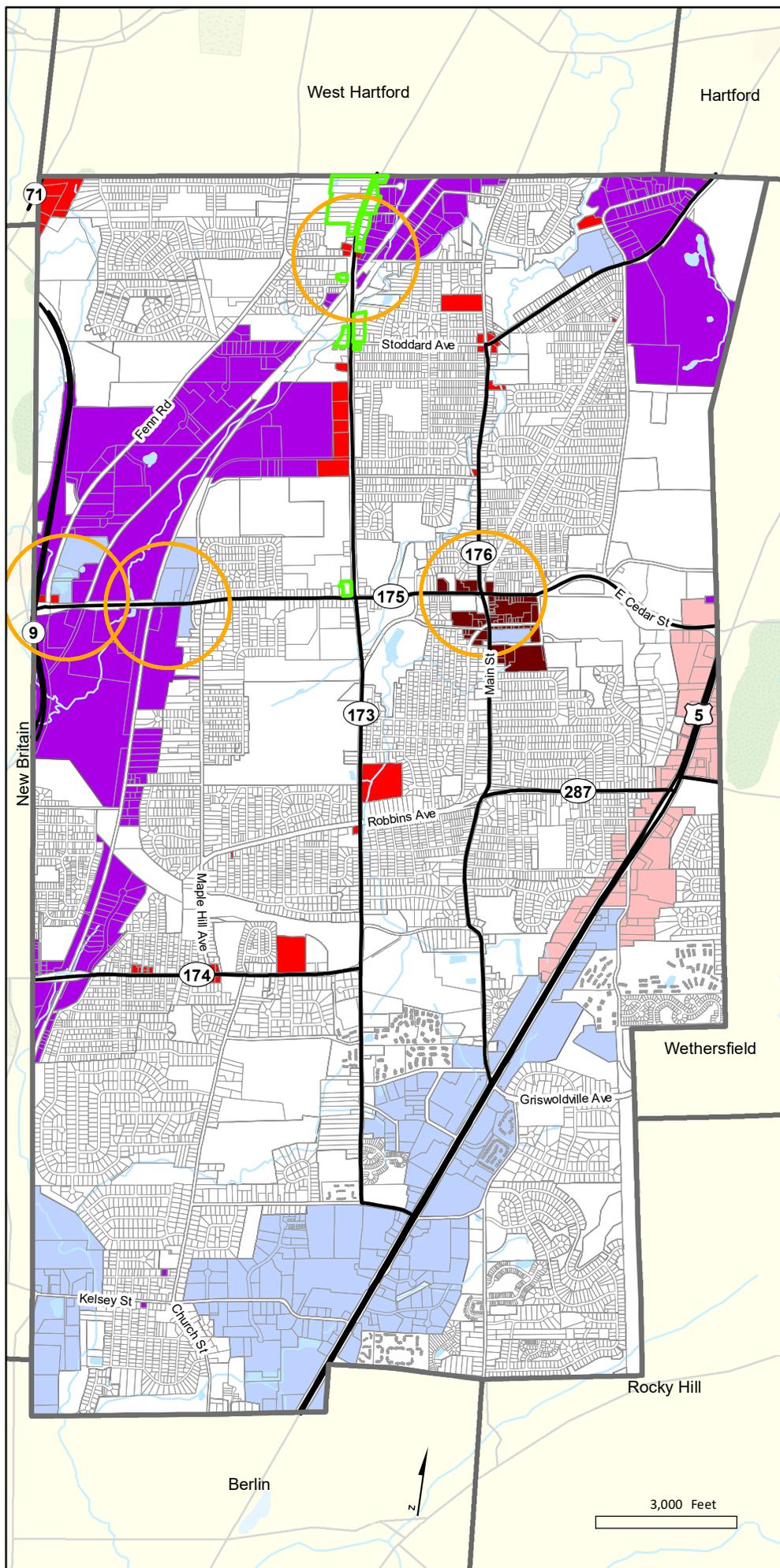
POSSIBLE STRATEGIES FOR 2020 POCD

A. POLICIES (Strategies anticipated to continue over time)

1. Continue to promote appropriate economic development in Newington in order to:
 - a. Provide jobs for residents of Newington and the region,
 - b. Provide goods and services for residents, businesses and visitors, and/or
 - c. Provide net tax revenue to support local services.
2. Continue to support existing businesses and industries and continue efforts to keep them in Newington.
3. Continue efforts to attract new businesses and industries to Newington.
4. Seek to improve the attractiveness of Newington, both economically and physically, in order to attract economic development.
5. Increase the focus on economic opportunity areas.
6. Continue to investigate and use, as appropriate, appropriate tools to promote economic development (such as tax incentives, tax increment financing, and other tools).
7. Where appropriate, reuse and redevelop existing commercial properties to take advantage of good locations and utility services.
8. Continue to protect residential neighborhoods and transitional areas adjacent to commercial properties with effective landscaped buffers and use controls to mitigate potential nuisances.
9. Seek to preserve industrially-zoned areas and protect them from encroachment by non-industrial uses which reduce the available supply of industrial land and sometimes result in land use conflicts.
10. Continue to encourage the development of land within the Berlin Turnpike corridor for regional retail / service uses which will enhance this thoroughfare's trade location within the Central Connecticut market area.
11. Continue to manage home-based business operations (section 3.3.3 and Section 3.4.4 of the Zoning Regulations) to ensure they do not cause a nuisance or adversely affect residential neighborhoods.

Business Development

Newington, CT



 Key Opportunity Area

Business Zones

-  B-TC Business - Town Center
-  B / CD Business / Comm. Dev.
-  B-BT Business - Berlin Turnpike
-  PD Planned Development
-  Willard Avenue Redevelopment District

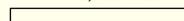
Industrial Zones

-  I Industrial

Other Zones

-  Land Zoned For Other Than Business Or Industry

3,000 Feet



Do these action steps make sense for Newington?

Are there any action steps you feel should be added or deleted?

B. ACTION STEPS (Specific tasks intended to implement the POCD)

- 1. Review the Zoning Map to ensure that the location and designation of business and industrial zoning districts are appropriate.
- 2. Review land uses permitted in the various business and industrial zoning districts to ensure they are appropriate and eliminate uses which are not compatible with the nature of each area.
- 3. Review dimensional standards in the various business and industrial zoning districts to ensure they are appropriate.
- 4. Revisit the landscaping / buffering requirements in the Zoning Regulations to provide “performance –based” buffers that require more planting in narrower buffers and less planting in wider buffers.
- 5. Revisit parking requirements for business and industrial uses to ensure that each site will have enough parking but will not unnecessarily compete with the ability to develop or expand buildings.
- 6. Undertake analyses of existing neighborhood business districts to improve their appearance, provide safer and convenient customer parking, maintain present boundaries and ensure that adjacent residential properties are not adversely impacted

Performance-Based Buffer Concept

