

Mayor's Real Estate Agent Round Table Discussion



OCTOBER 11, 2016
MAYOR ERIN E. STEWART

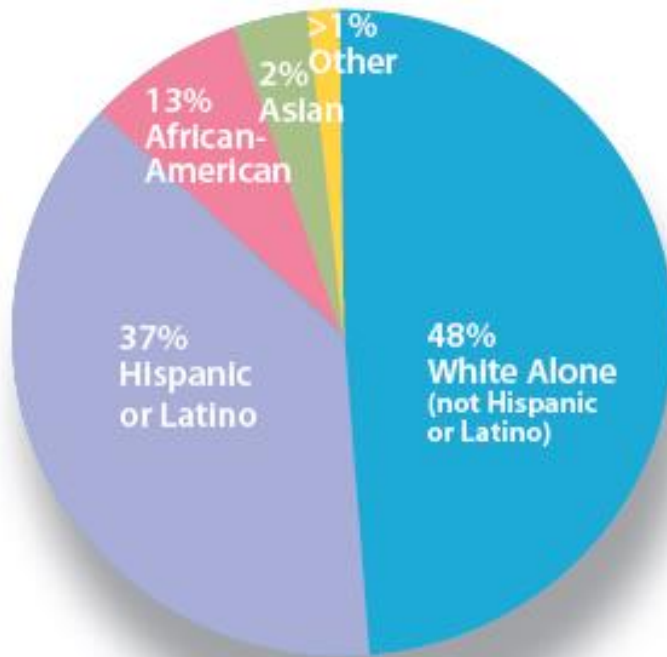
Welcome!



New Britain is a hub
of activity lately...



A Diverse Community



Racial Demographics

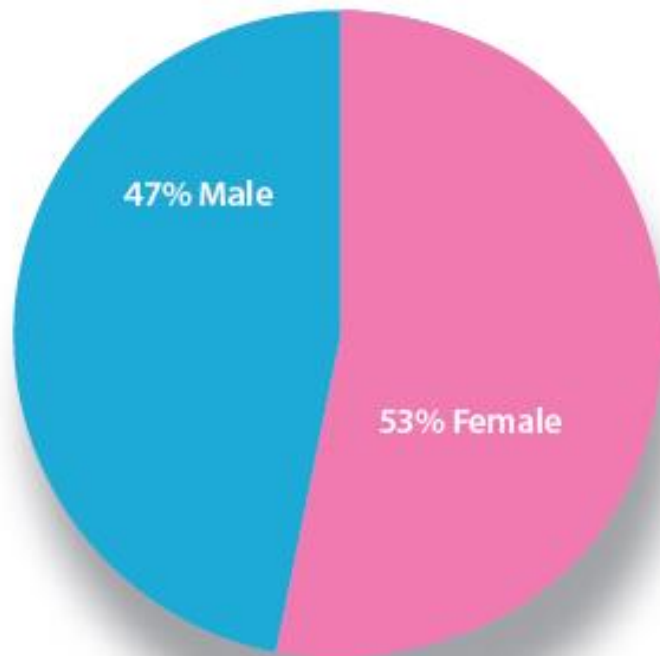
Based on 2010 information from United States Census Bureau



Languages spoken

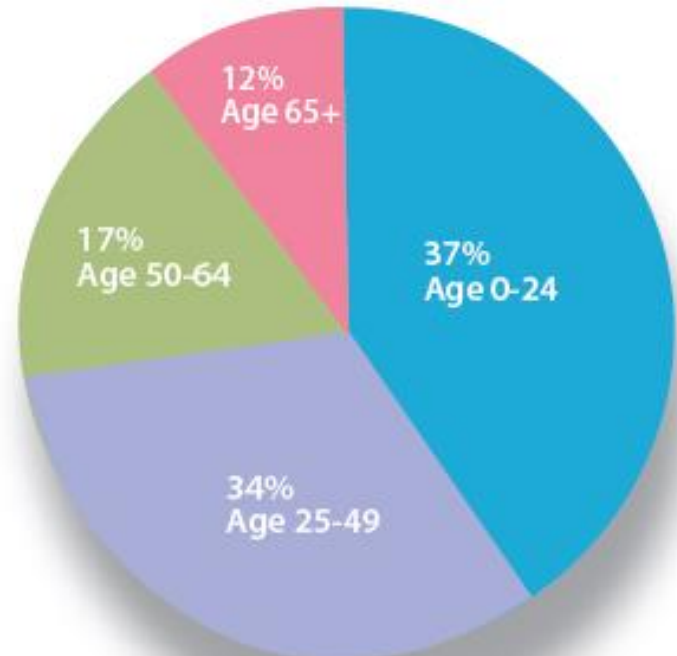
Source: 2010-2014 American Community Survey 5-Year Estimates

City Demographics: Gender & Age



Gender

Based on 2012 information from the 2014 CERC Town Profile



Median Age: 33 years

Based on 2012 information from the 2014 CERC Town Profile

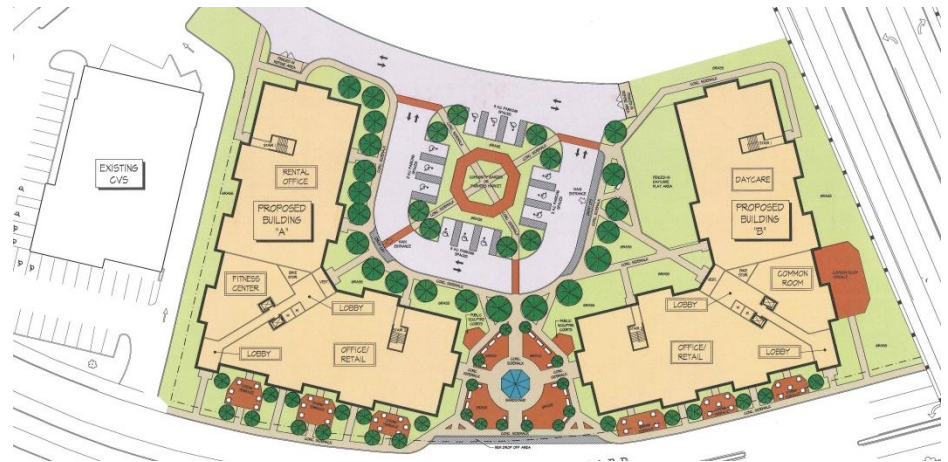
A City on the Move



- \$100 million in private investments over the next 5 years
- Adaptive reuse of vacant buildings
- Awarded over \$10 million in Transit Oriented Development funding
- Aggressively planning for TODs around our 3 CTfastrak stations
- Investing in our City
- Leader in aerospace, high-tech manufacturing, and healthcare jobs
- Energy and Innovation initiative
- School renovations and student successes
- Return of community pride

\$100+ Million in Private Investments

- Columbus Commons: Xenolith Partners (former New Britain PD on Columbus Boulevard)
- \$58 million, 2 phase mixed-use development featuring ~140 units and commercial/retail space



Other Developments



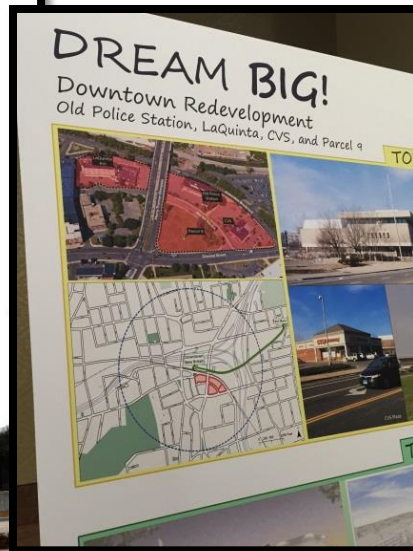
- Ellis Street Commons: former Landers, Frary, Clark factory
- Former St. Thomas Aquinas High School - Kelsey Street
- Hatch Building on Washington Street
- Courtland Arms/57 Court Street
- Herald Square



Transit Oriented Development



- Partnered with Milone & MacBroom to develop a Master Transit Oriented Development Plan



Investing in our City



- Redesigned Central Park: music series, farmer's market, community events, food trucks, and more
- Phase III of our Complete Streets underway on Chestnut Street
- Phase IV of the Complete Streets – safety improvements to Columbus Boulevard starting Spring 2017
- Beautification projects: brick paver sidewalks, granite curbs, High Voltage Art

Downtown Revival



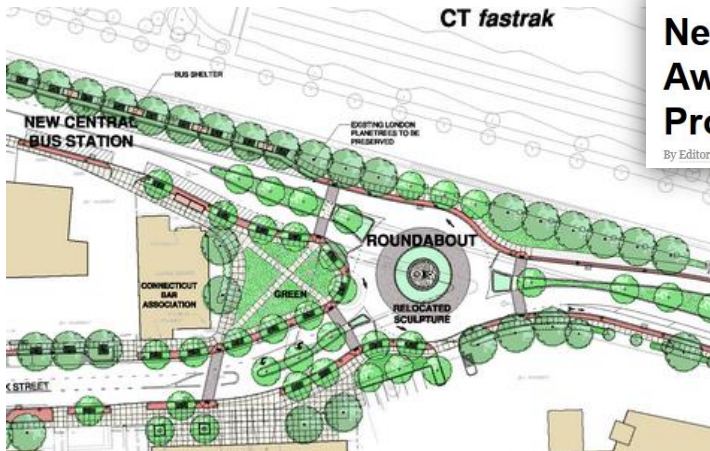
Award-Winning Complete Streets Plan



New Britain Earns National Award for Complete Streets Project

By Editor at February 26, 2016 | 8:15 am |

Print



High-tech Manufacturing



Medical Hub



Hartford
HealthCare

Cancer Institute

at The Hospital
of Central Connecticut



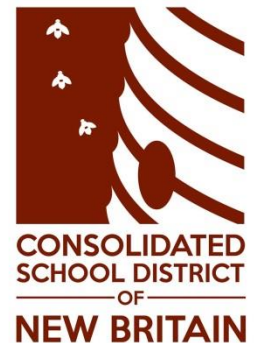
Energy and Innovation: SMART City

- Fuel cell at NBHS
- 6 electric vehicle charging stations
- Solar panels on schools and at the Water Plant
- LED streetlight conversion
- New public Wi-Fi
- Awarded \$3 million grant to modernize downtown traffic signals
- Newbritainct.gov overhaul
- Parking upgrades/Debit card readers for parking meters



A Passion for Education

- Substantial renovations to schools: DiLoreto, Gaffney, etc.
- New superintendent of schools
- New principal at NBHS
- Pacesetter “community” award
- Reducing chronic absenteeism and making students healthier
- Increase in parental involvement (monthly family nights)
- Student ambassadors
- Expanded Gifted and Talent Programs



City Perception Survey Results



Do you rent or own your home?

Homeowners: 72%

Renters: 28%

What do you like about living in New Britain?

Location: 67%

Parks and recreation: 68%

City services: 42%

Local businesses: 36%

Education: 23%

Property values: 5%

Taxes: 1%

Does New Britain offer a lot for families?

Yes: 64%

No: 35%

Is New Britain's central location and transportation access important to you?

Yes: 78%

No: 22%

If you could change something about New Britain, what would it be? The top four responses are:

Taxes: 77%

Property values: 50%

Education: 38%

Local businesses: 33%

What are New Britain's strengths as a community?

The top four responses are:

Location: 59%

Parks and recreation: 74%

City services: 54%

Local businesses: 36%

What are the challenges that New Britain faces that would dissuade you from moving to here?

The top four responses are:

Taxes: 78%

Property values: 58%

Crime: 67%

Education: 51%

Do you feel taxes are being properly utilized for city services?

Yes: 56%

No: 42%

Are healthcare facilities in New Britain accessible and dependable?

Yes: 91%

No: 9%

How often do you attend city wide events?

Very often: 22%

Somewhat often: 44%

Seldom: 30%

Never: 4%

Overall Findings of Residents

Certainly the largest draw for residents of New Britain is its central location, access to major transportation hubs and its parks/recreation. A majority of people feel New Britain offers a lot for families and that the taxes they pay are going towards valued city services. Their access to healthcare is exceptional and they value the arts and sports alike. Many have attended citywide events and an overwhelming majority have been to the Little Poland section of the city.

Areas of misperceptions would be in the correlation between property values and taxes, as well as the educational resources available in New Britain compared to surrounding towns.

Challenges

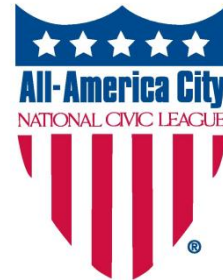


- Property Values
- Taxes
- Crime
 - Numbers are down; increased community-police partnerships
- Homelessness
 - aggressive panhandling ordinance, Building Hope Together, partnership with state DOH resulting in more than 40 people put in homes in last year alone. Eliminated chronic family homelessness entirely
- Changing perceptions through marketing initiative
- Good News
 - Grand List growing: Over 40 new businesses in the last year and more than 700 new jobs created

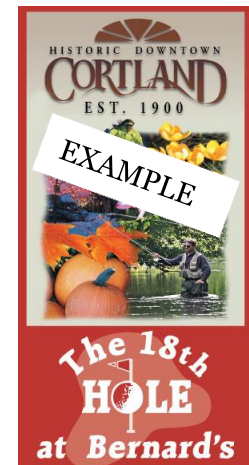
A New Era for New Britain

- Sports capital of Connecticut
- 2016 All America City
- New marketing and branding campaign coming early 2017
- City-wide beautification banner program through CGI
- New city website this fall
- Growing Barrio Latino and Little Poland

New Britain



2016



First Time Home Ownership Program



- Offered through our Department of Municipal Development Office (860-826-3459) using a portion of HOME funds the city receives from the U.S. Department of Housing and Urban Development
- Fixed rate second mortgage at 3% interest; min: \$1,000 per dwelling and maximum 20% of purchase price
- HOP funds can be used to purchase an existing or newly constructed 1-4 family property anywhere in the city
- Must complete a home ownership training program; income restrictions (2 people: \$52,600)

Resources



- Mayor's Office: 860-826-3303 and mayor@newbritainct.gov
- Economic Development: 860-225-1665
- Economic "Tool Box" Guide
- Greater New Britain Chamber of Commerce



Questions?