Examples of Asset Based Approaches to Development

Presented by: Patrick McMahon, Director of Economic and Community Development
Suffield, CT
Neighborhood Commercial Development – Wilson, CT

Issues

- Elevated Highway separating neighborhood from community
- LMI area
- Economic downturn in late 1980’s and early 1990’s
- Vacant and underutilized buildings
Neighborhood Commercial Development – Wilson, CT

- **Assets**
  - CT River and Boat Launch
  - Active Branch Library
  - Parks
  - Densely populated neighborhood
  - Business Association
  - Municipal appointed Neighborhood Advisory Committee
  - Highway Access
Neighborhood Commercial Development – Wilson, CT

- Actions
  - Block parties
  - Clean-up days
  - Park enhancements
  - Conversion of vacant building to community center and Adult Day Care
  - Fishing derbies
  - Façade improvements
  - Street improvements
Downtown Revitalization – Windsor Locks, CT

Issues

- Urban Renewal replaced multi-story mixed-use buildings with auto related strip centers
- One-sided Main St.
- Vacant and underutilized buildings
Downtown Revitalization – Windsor Locks, CT

Assets

- CT River
- Windsor Locks Canal
- Library, Middle School & Town Hall
- Pesci Park
- Densely populated neighborhood
- Over 70 businesses
- Active industry
- Historic Train Station
- Rail Line
- Highway Access
Downtown Revitalization – Windsor Locks, CT

- Actions
  - Relocate Train Platform
  - Restore Historic Station
  - Meetings on Main
  - Master Planning and TOD studies
  - Farmers Market
  - TIF District
  - Mill Redevelopment

Farmers Market Tuesdays
from 4 – 7 pm
SPECIAL EVENTS Coming Up!!

Tuesday August 9th
Live Music “No Idea”
(Alternative and Punk Rock)
This amazing young band
starts around 5:30, bring
chairs or a picnic blanket.

Tuesday August 16th
1. FREE Drop-in OUTDOOR
Vinyasa Yoga at 5:00
(for all levels, bring a mat
and water bottle) AND
2. Chalk the Walk 2016!!
Weather permitting...

@ 28 Main Street - Windsor Locks Library Grounds

Please Help Windsor Locks
Save One of Our National Treasures!
Cultural Heritage Tourism – Suffield, CT

Issue

Organizations involved with great assets but going it alone
Cultural Heritage Tourism – Suffield, CT

**Assets**

- 3 Bed and Breakfasts
- Ample restaurants
- 2 Golf Courses
- 2 House Museums
- National Historic District along Main Street
- Theatrical group
- Outdoor recreation opportunities
- CT River
- Congamond Lake
- Many civic organizations
- Annual events
Cultural Heritage Tourism – Suffield, CT

- **Actions**
  - Joint Marketing
    - Advertisements
    - Tradeshows
    - Chamber Website
  - Monthly Cultural Council Meetings
  - Social media
  - Leveraging grant money
Agricultural Sustainability – Suffield, CT

**Issues**

- Rapid Loss of Farmland to Residential Development
- Farm Succession
- Farming is Hard Work
Agricultural Sustainability – Suffield, CT

- **Assets**
  - Prime and Important Farmland Soils
  - Preservation Partners in State of Connecticut and Federal Government
  - Active farming operations
  - Regional Vo-ag at High School
Agricultural Sustainability

Suffield, CT

Actions

- Marketing
  - T-Shirts
  - Banners
  - Websites
- Ag Day Participation
- Open Farms Days
- Farm Friendly Regulations
- Annual allocations of Town funding
- Farmers Market
Bradley Development League

Issues

- Untapped economic development potential
Bradley Development League

**Assets**

- Hundreds of acres of land
- Inventory of building space
- Transportation infrastructure
- Convenience of airport
- Productive labor pool

---

**WE HAVE WHAT MATTERS MOST**

- Access to I-91
- Quality workforce from CT and Western MA
- Attractively priced land and buildings
- Bradley International Airport

Four towns committed to economic growth and development.

www.bradleydevelopment.com
Learn more about what we have to offer.
Bradley Development League

Actions

- Marketing
- Build-out Analysis
- Airport Development Zone
- FTZ Expansion
- Rail Study
Hartford Line and CT fastrak

Issues

- Traffic Congestion
- Air Quality
- Demand for Alternative Transportation Options
Hartford Line and CT fastrak

- **Assets**
  - Existing Amtrak line
  - Former Rail ROW for rapid bus
  - Stops in downtowns and key commercial locations
  - Significant State and Federal Investment
  - Opportunities for TOD
Hartford Line and CT fastrak

**Actions**
- Corridor Advisory Committee
- State funded TOD plans
- RPA planning studies
- Pushing for Springfield to Boston Link
Issues

- Multi-city, multi-state region
- Lack of shared vision
- Lack of resources
Assets

- Significant population
- New Haven, Hartford and Springfield
- I-91
- Fortune 500 Companies
- Bradley International Airport
Actions

- Steering Committee
- Annual “State of the Region Conference”
- Internship Program
- Cross Border Publications and Plan
Assed Based Development Takeaways

- Tool that every community can use
- Vision
- Collaboration
- Leadership
- On-going communication
- Sustainability