



ENDINGS



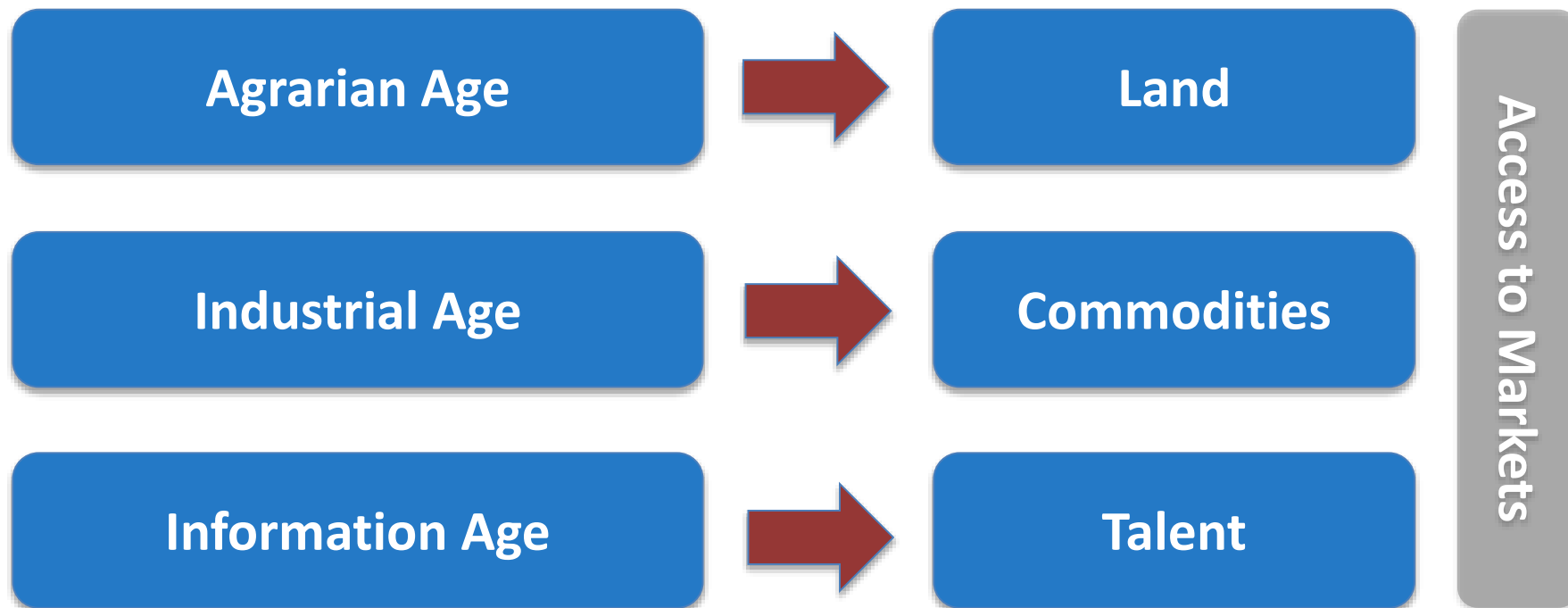
BEGINNINGS

Invigorating Connecticut's Cities and Downtowns

Tim Sullivan, *Deputy Commissioner*

Economic Trends: An Oversimplification

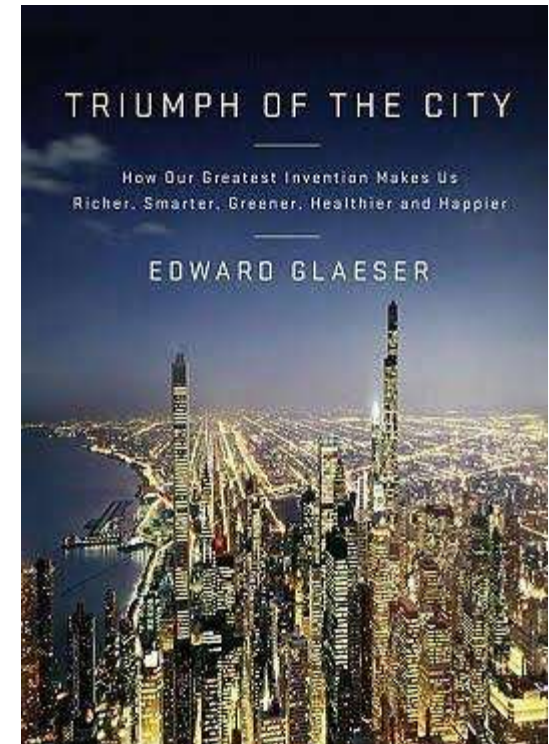
America is in the midst of a fundamental transition to a knowledge and information-based economy in which talent is the most precious natural resource



21st Century Talent Wants to Be in Cities

The ability to attract, cultivate and retain talent is driving cities' competitive advantage in the Information Age

- 50% of the world's population lives in cities today
 - Projected to grow to 70% by 2050
- 86% of young people say it is important to have opportunities to live/work without relying on a car⁽¹⁾
- 83% of office tenants say they want to locate in walkable, mixed-use places⁽²⁾
- 2007-2011 U.S. job growth comparisons⁽³⁾:
 - City centers: 0.5% annual growth
 - Outlying areas: 0.1% annual decline
- Suburban office vacancy >5% higher than urban⁽⁴⁾



1. Rockefeller/Smart Growth America 2. City Reports, February 2015. 3. NAIOP, January 2015. 4. Forbes, June 2015.

Some Cases for Connecticut to Consider

It's not just mega-cities that are reinventing themselves for the 21st Century economy

- Chattanooga, TN (Population: 167K)
- Lowell, MA (Population: 106K)
- Asheville, NC (Population: 83K)
- Portland, ME (Population: 66K)
- Burlington, VT (Population: 42K)
- Great Barrington, MA (Population: 7K)

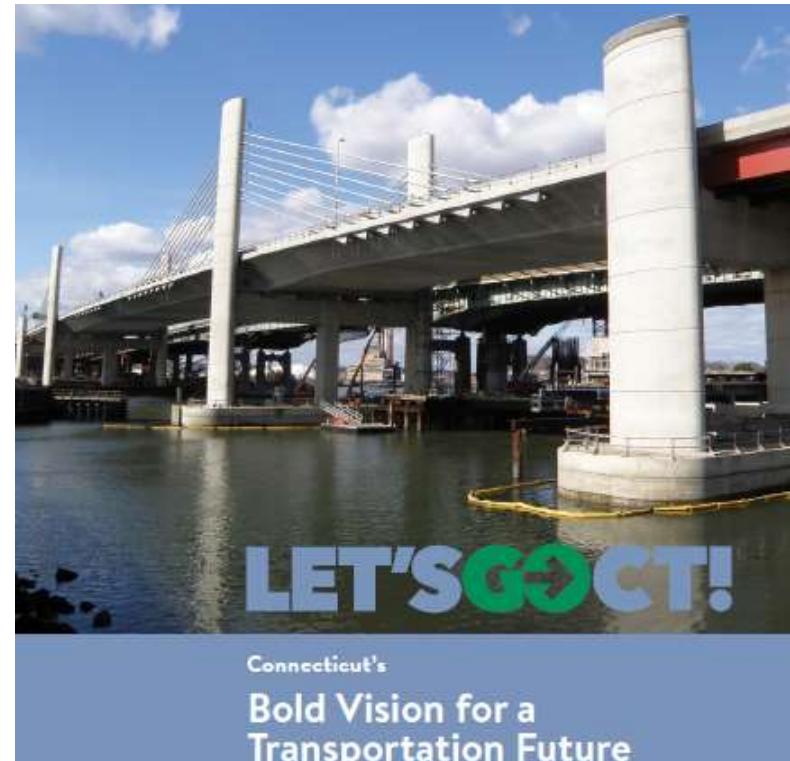
Chattanooga Pedestrian Bridge



Planning Considerations

There are steps every city and town can take to position itself for the 21st Century economy

- Transit, transit, transit
- 21st Century infrastructure (broadband +)
- Anchor institutions
- Branding and identity
 - Dolly Parton (via Brookings' Bruce Katz): "Find out who you are, and do it on purpose."
 - More than "quality of life and good schools"



Planning Considerations (cont.)

There are steps every city and town can take to position itself for the 21st Century economy

- Public realm
 - Parks, plazas, parklets, bike lanes, street furniture, waterfront areas
 - Low cost / high impact:
 - Planters
 - A few cans of paint
- Innovation-friendly zoning
 - Co-working, live-work, car sharing
 - Mixed use
 - Upper floor residential, mixed income, *local* retail
- Adaptive reuse/brownfields



Embrace Adaptive Reuse (and Brownfields!)

“New ideas need old buildings.” – Jane Jacobs

- Since FY2012, the State has invested \$140m in 100+ projects to remediate and redevelop brownfields across the State
- Focus/prioritization for TOD projects and historic preservation
- For every dollar invested by the State, \$4.99 has been or will be invested by non-State partners
 - FY2016 projects: \$8.37 for every \$1 invested by the state
- \$40m of new funding was authorized for FY16-17, up from \$30m in previous biennium
- 2016: New comprehensive cluster-based planning program: Brownfield Areawide Revitalization (BAR) Grants (\$1m to six communities)

Conclusion: A Roadmap to Revitalization

Urban revitalization doesn't happen on its own or overnight

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Beware

...But Be Willing to Be Proactive
and Aggressive For the Right
Opportunities