



Town of Berlin

**2023 Plan of Conservation and Development
Economic Development Meeting
6/22/22**



Agenda

1. Introduction to the Plan of Conservation and Development and overview of the planning process (5 min.)
2. Review of findings from work to date (15 min.)
3. Discussion

Plan of Conservation and Development (POCD)

- The State of Connecticut requires municipalities to update their POCD at least once every ten years.
- Berlin's plan was last updated in 2013
- POCD's are required to address the following issues:
 - Physical and economic development
 - Transportation facilities
 - Land use
 - Population density
 - Housing including housing choice and affordable housing
 - Protection of drinking water supplies
 - Other requirements...



Town of Berlin

Plan of Conservation
and Development

Adopted by
The Berlin Planning
and Zoning Commission

Effective Date: September 1, 2013

The 2023 POCD will build upon other relevant and preceding plans

- State of CT Conservation & Development Plan (2013-2018 effective; 2018-2023 draft)
- 2014-2024 CRCOG Regional Plan of Conservation and Development
- 2013 Berlin POCD
- Kensington TOD studies



Plan Development

- The Plan is being guided by the Planning and Zoning Department and a committee comprised of Planning and Zoning Commission members.
- The Planning and Zoning Commission is responsible for adopting the Plan and the Town Council will review the Plan prior to adoption.

Planning and Zoning Commission

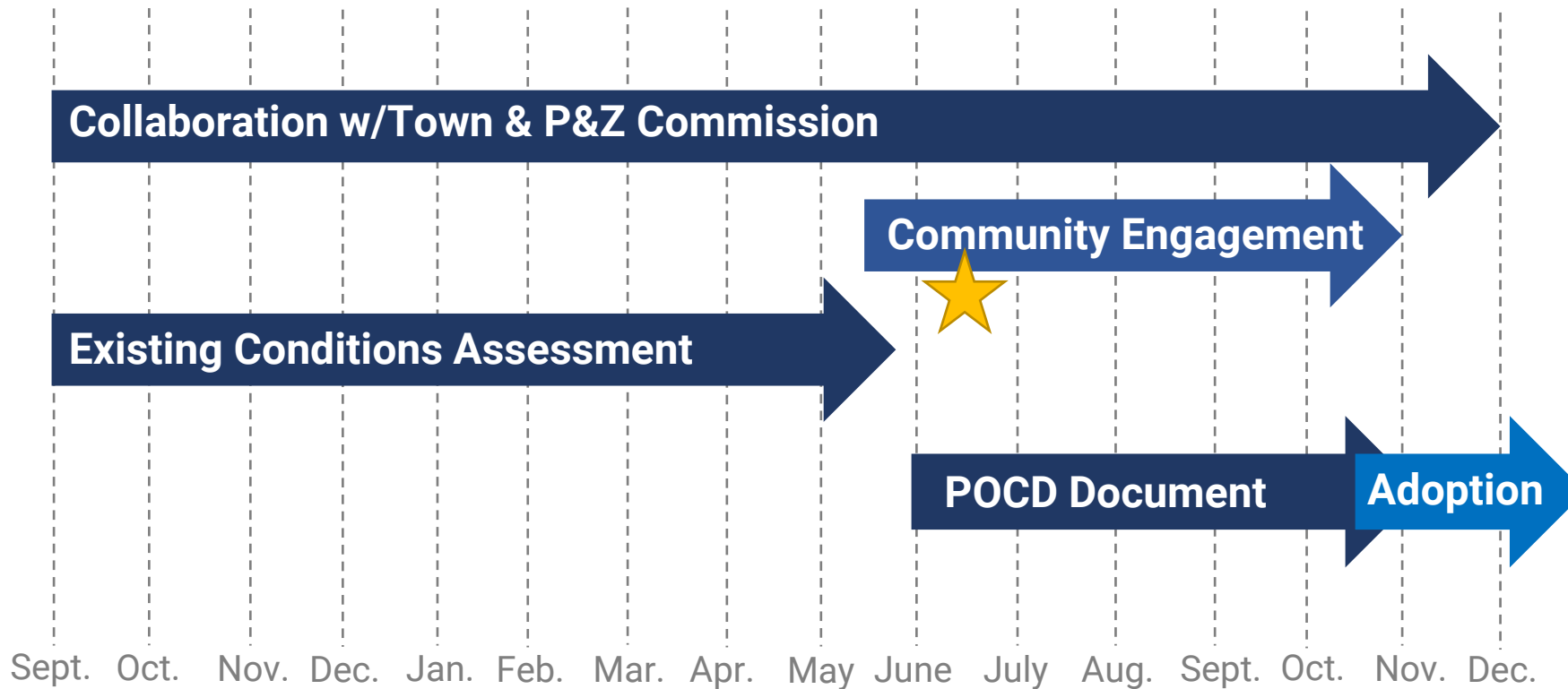
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The Planning and Zoning Commission consists of seven regular members and three alternates for five year terms.

- [Planning and Zoning Commission Membership - OnBoard](#)
- [Planning & Zoning Commission - Updated Membership 2022](#)

Project Schedule

15 months (concluding by end of 2022)



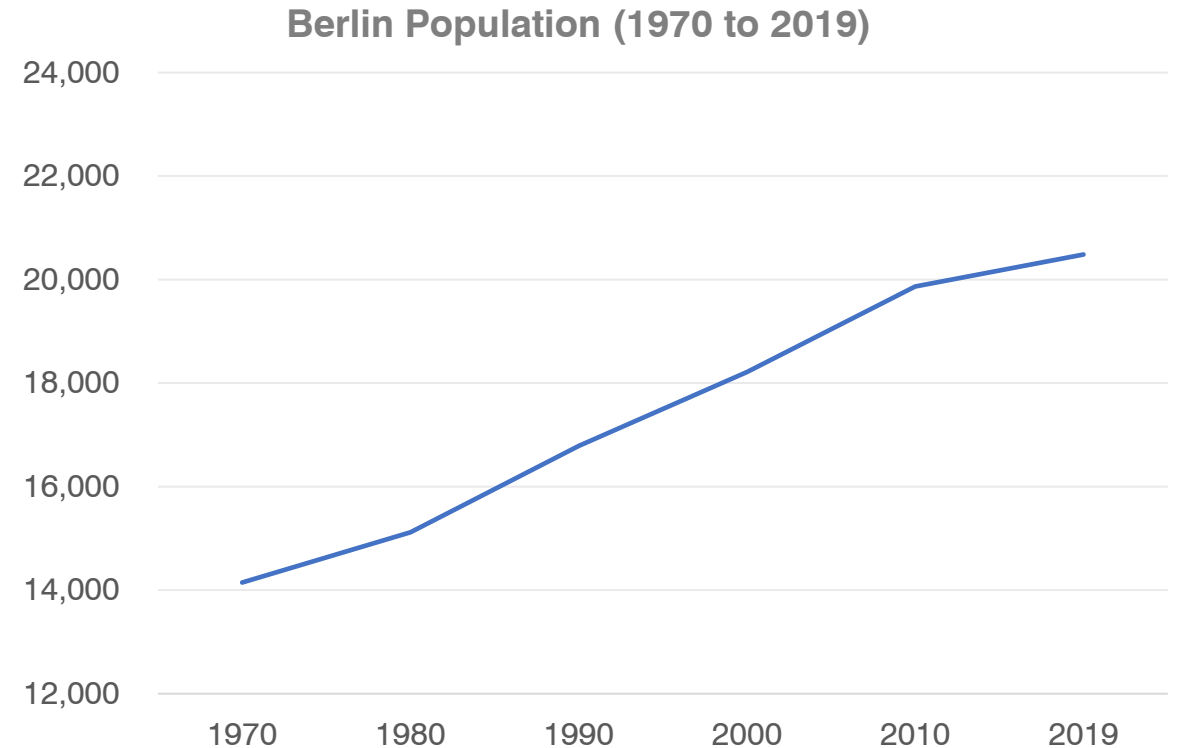
Population Trends and Characteristics



Image Credit: Berlin Fair

Population Change

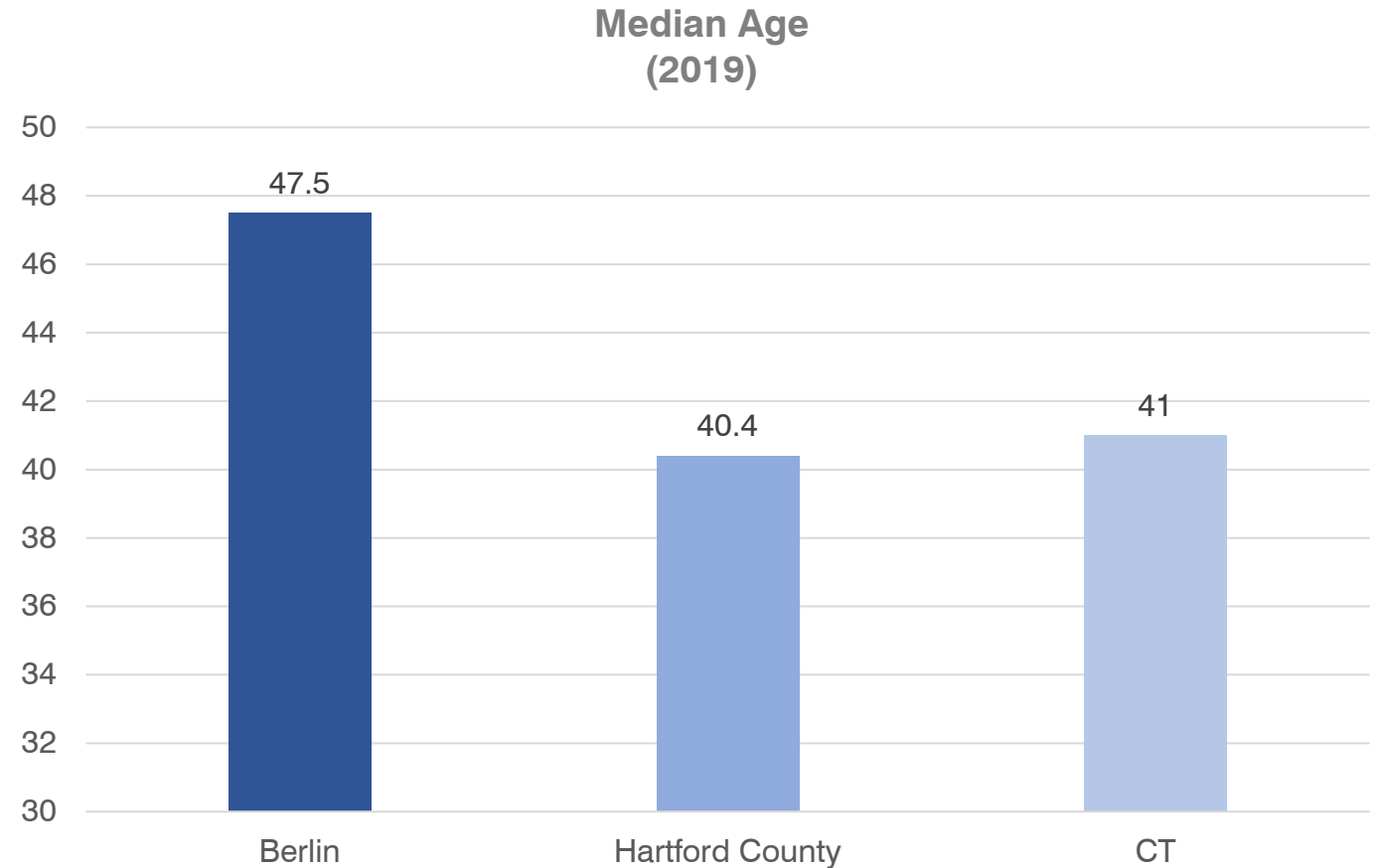
- Berlin's population grew at a steady rate in the 30 years between 1980 and 2010.
- Growth has slowed since 2010



Source: US Census and American Community Survey

Resident Age

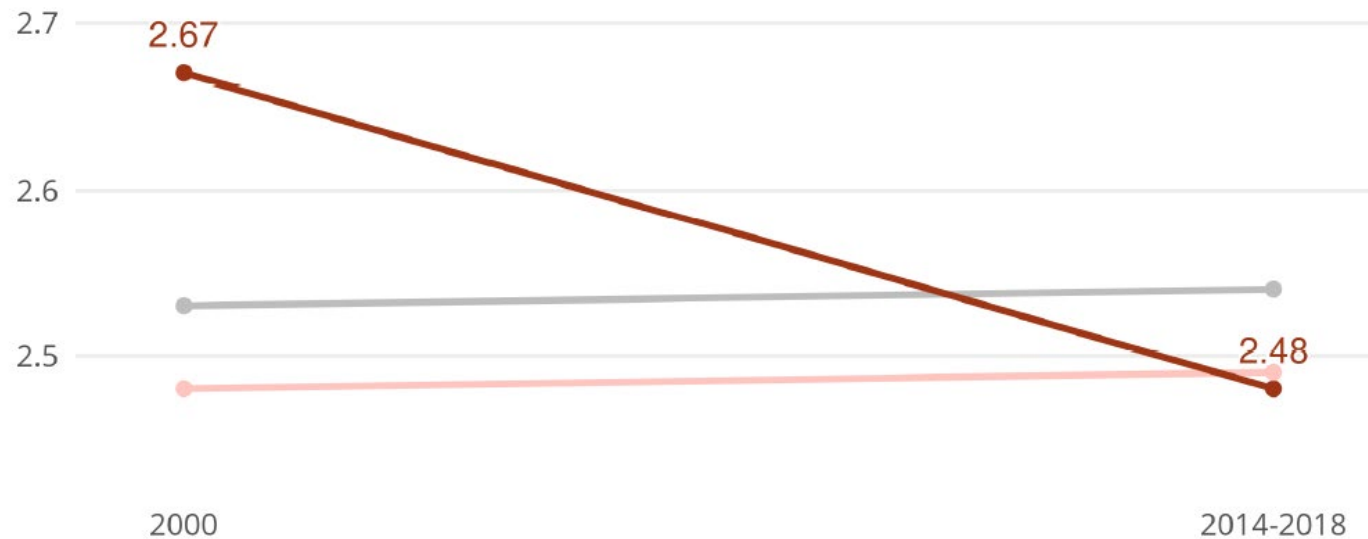
- Berlin's population is significantly older than both Hartford County's and the State's.



Source: American Community Survey

Household Size

- The average household size in Berlin declined from 2.67 to 2.48 between 2000 and 2018

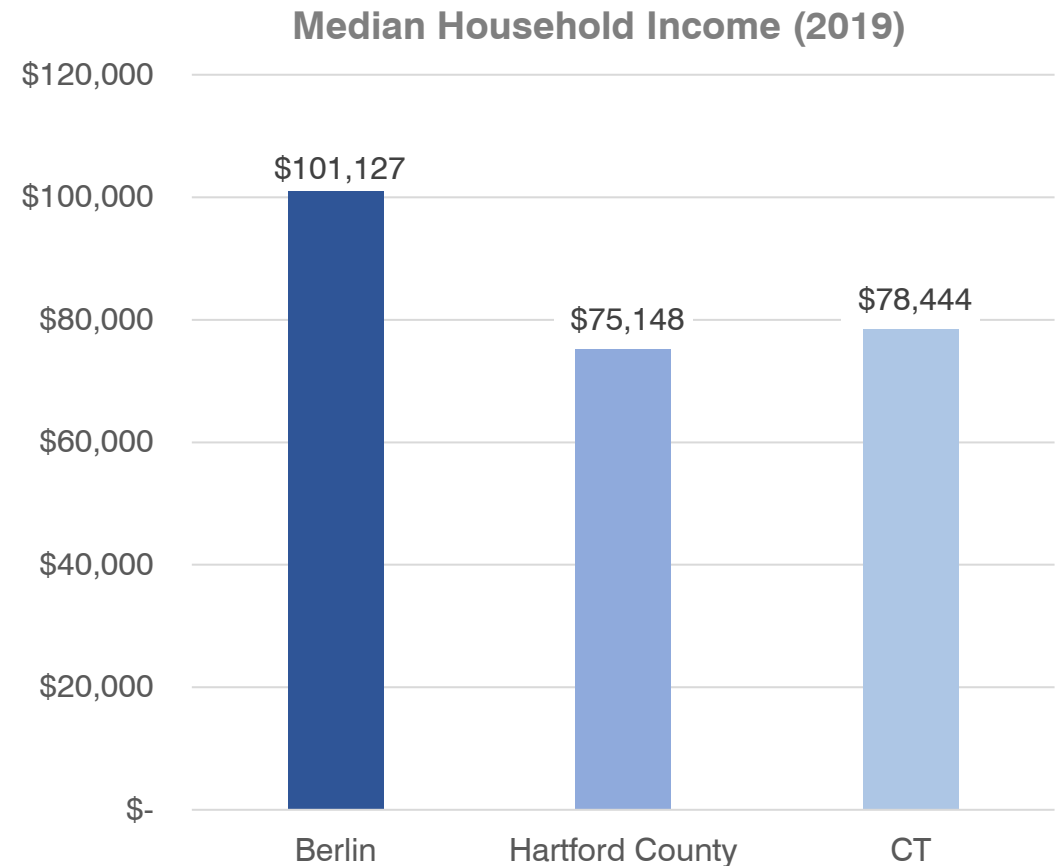


Source: US Census and American Community Survey

● Berlin ● Hartford County ● Connecticut

Median Household Income

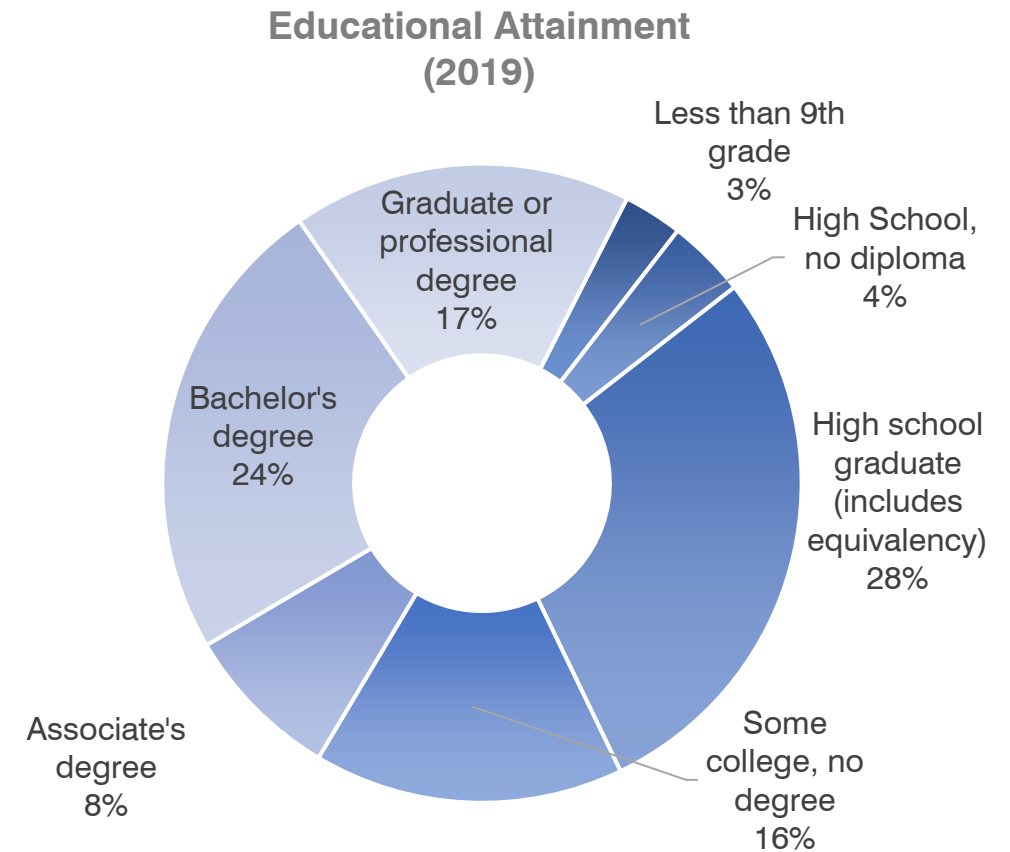
- Berlin's median household income is higher than both Hartford County's and the State's.
- 35% higher than Hartford County
- 29% higher than Connecticut



Source: American Community Survey

Educational Attainment

- 41% of Berlin's residents have a Bachelor's degree or higher.
- Only 7% of residents lack a High School Diploma



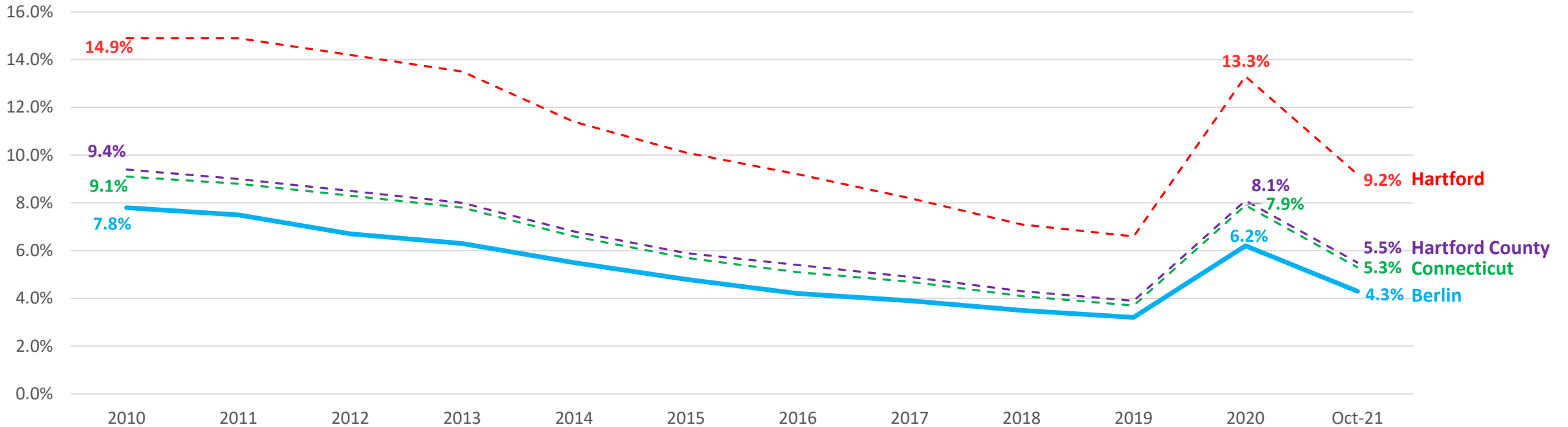
Source: American Community Survey

Jobs and Employment

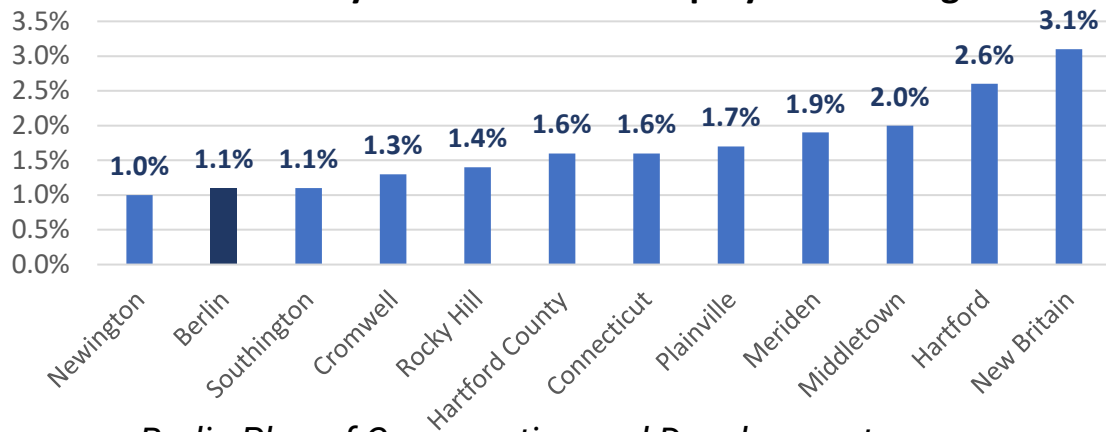


Image Credit: Forrest Machine Inc.

Unemployment



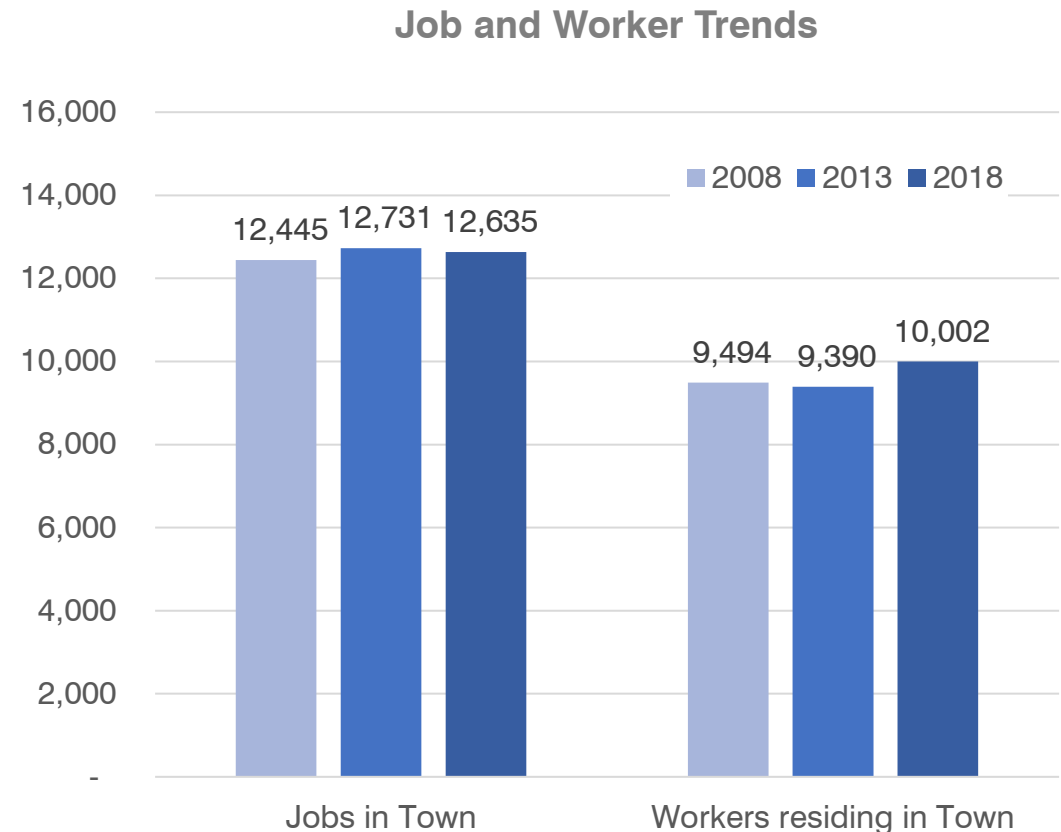
Pandemic Recovery: 2019 - 2021 Unemployment Change



- Berlin’s unemployment has remained well below the City of Hartford, the county, and the state over the past decade.
- The town’s labor force appears to be among the least affected by the pandemic within the immediate region.
 - Berlin’s unemployment is just 1.1% higher in October 2021 than it was in 2019 (pre-pandemic levels).
 - Comparatively, the City of Hartford’s unemployment remains 2.6% higher, New Britain’s is 3.1% higher, and both the county and state remain 1.6% higher.

Job and Worker Trends

- Berlin has more jobs in the town than workers residing in the town.
- The size of Berlin's resident workforce grew by 5% between 2008 and 2018.
- The number of jobs in town grew by 1.5% over the same period.

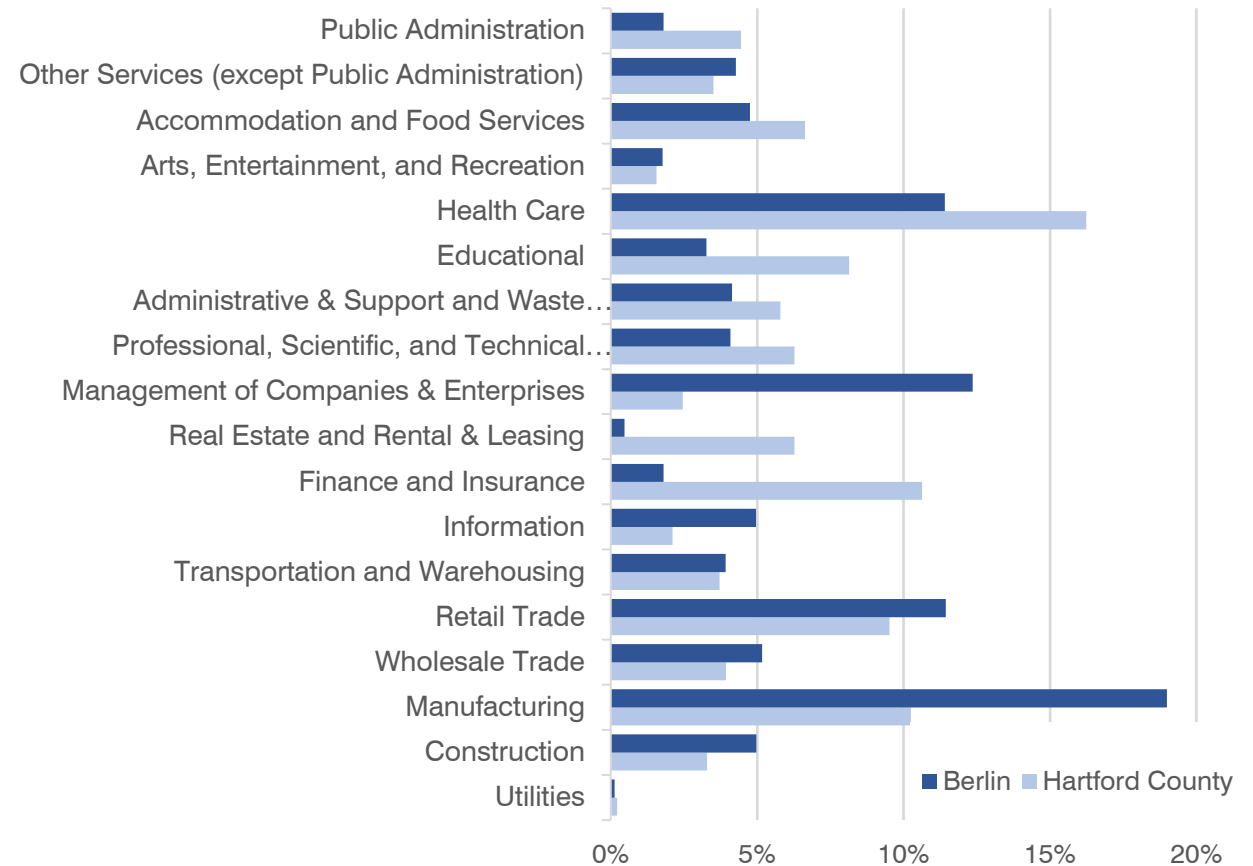


Source: USCB Longitudinal Employer-Household Dynamics

Jobs by Industry

- Berlin has a high share of jobs in the health care, management, retail, and manufacturing industries.
- Berlin leads Hartford County in share of jobs in management, retail, and manufacturing, but lags the County in share of jobs in health care.
- *Some jobs of Berlin-based businesses are held by workers who work outside of Berlin.*

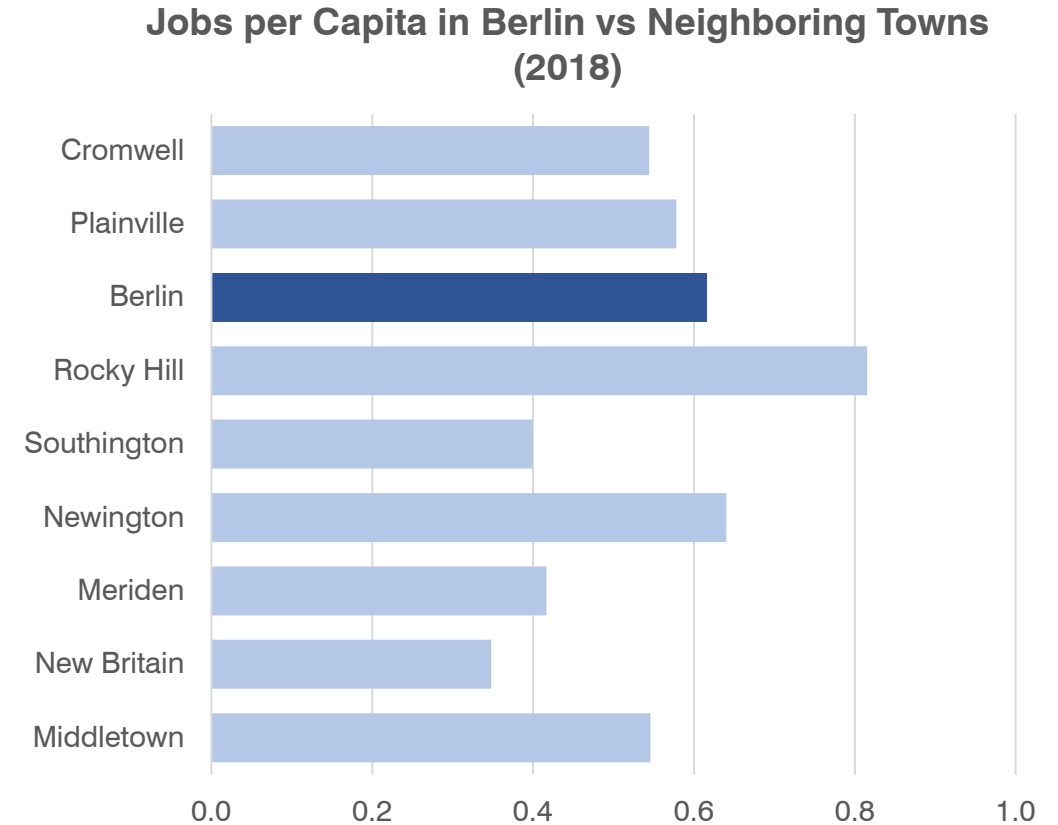
Share of Jobs by Industry
(2018)



Source: USCB Longitudinal Employer-Household Dynamics

Jobs in Berlin vs Region

- Berlin has a comparable number of jobs per capita as Cromwell, Plainville, Newington, and Middletown.
- Berlin exceeds communities such as Southington, Meriden, and New Britain in jobs per capita
- Berlin lags Rocky Hill in jobs per capita

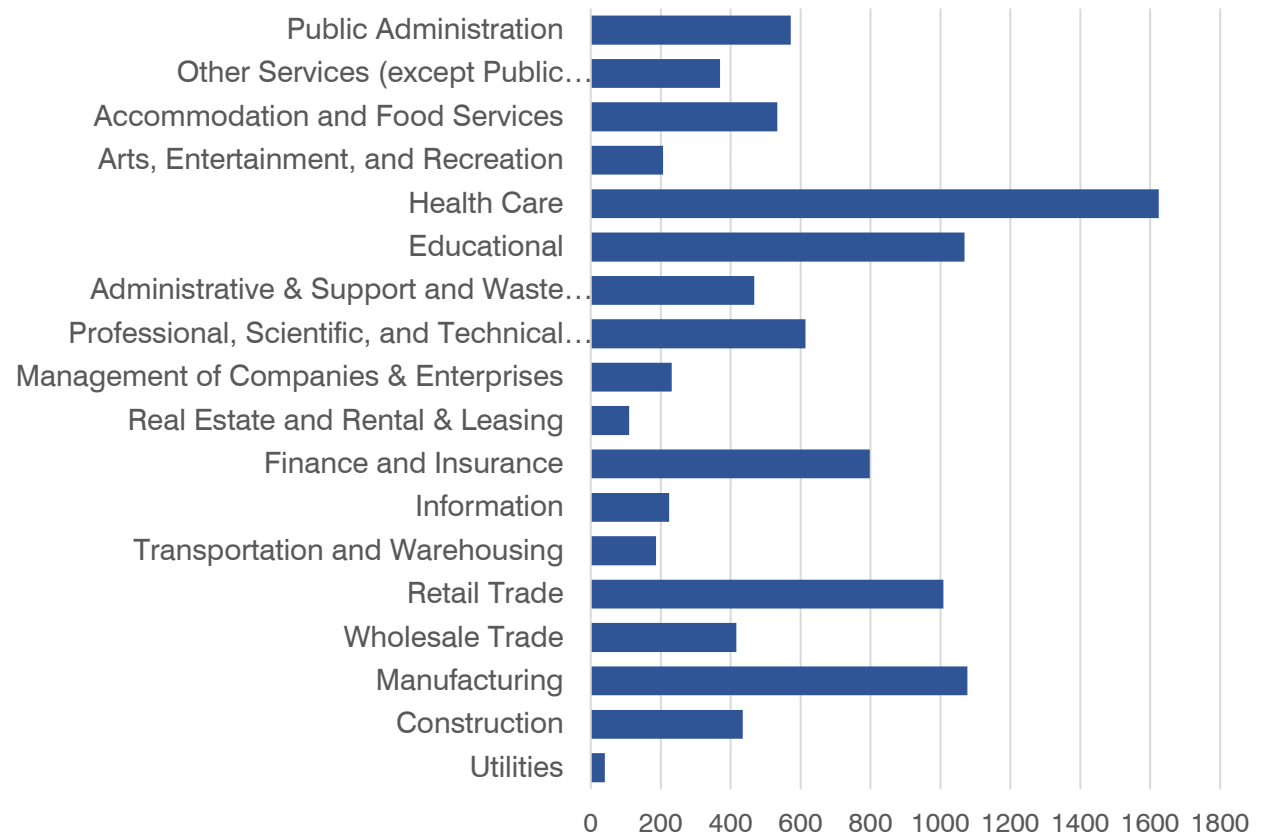


Source: USCB Longitudinal Employer-Household Dynamics

Resident Employment

- The greatest share of resident employment is in the health care, education, retail, and manufacturing industries.

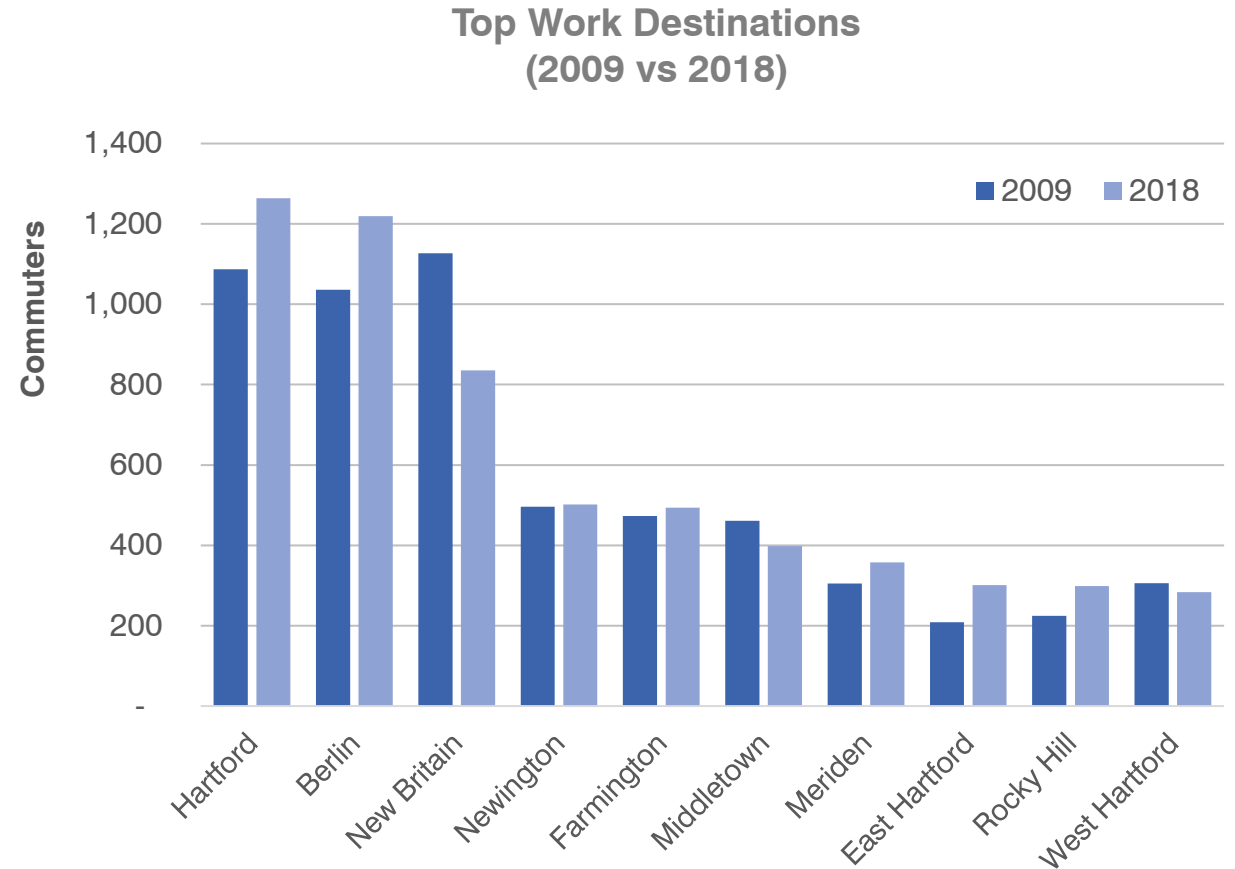
Resident Employment by Industry (2018)



Source: USCB Longitudinal Employer-Household Dynamics

Resident Employment Locations

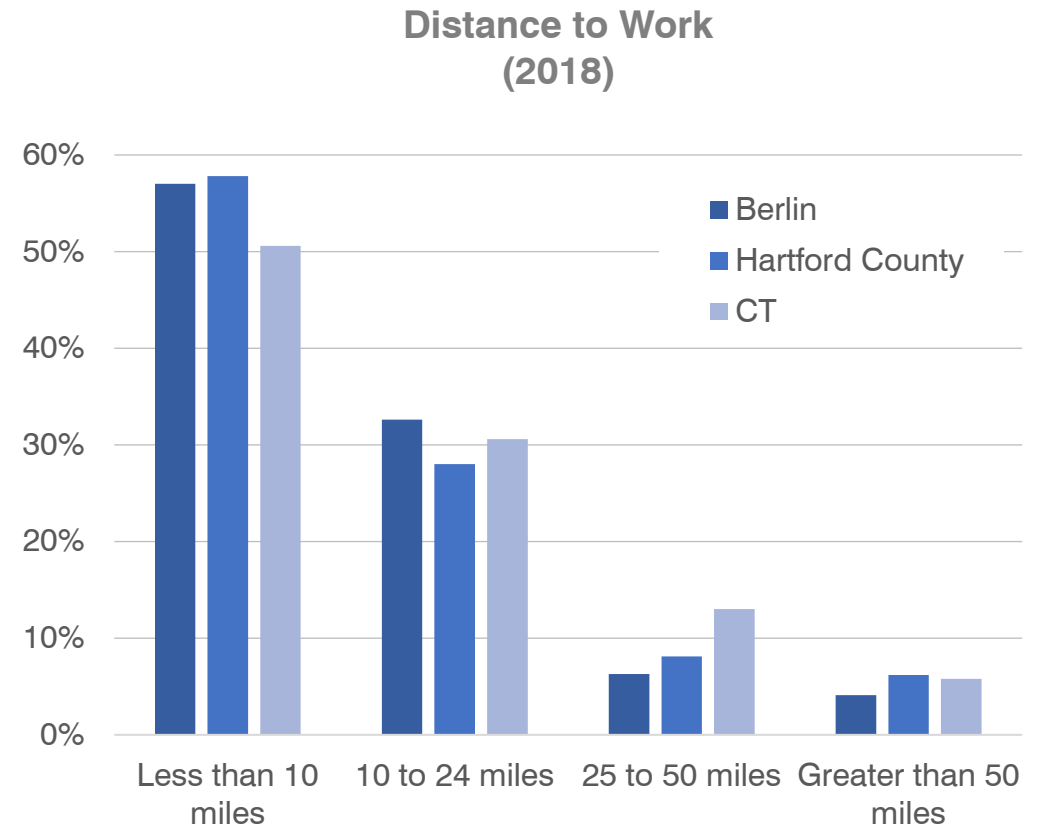
- Hartford, Berlin, and New Britain are the top employment locations of the town's residents.
- Berlin residents employed in Hartford and Berlin grew by approximately 11% between 2009 and 2018.
- Berlin residents employed in New Britain contracted by 26% over the same period.



Source: USCB Longitudinal Employer-Household Dynamics

Distance to Employment

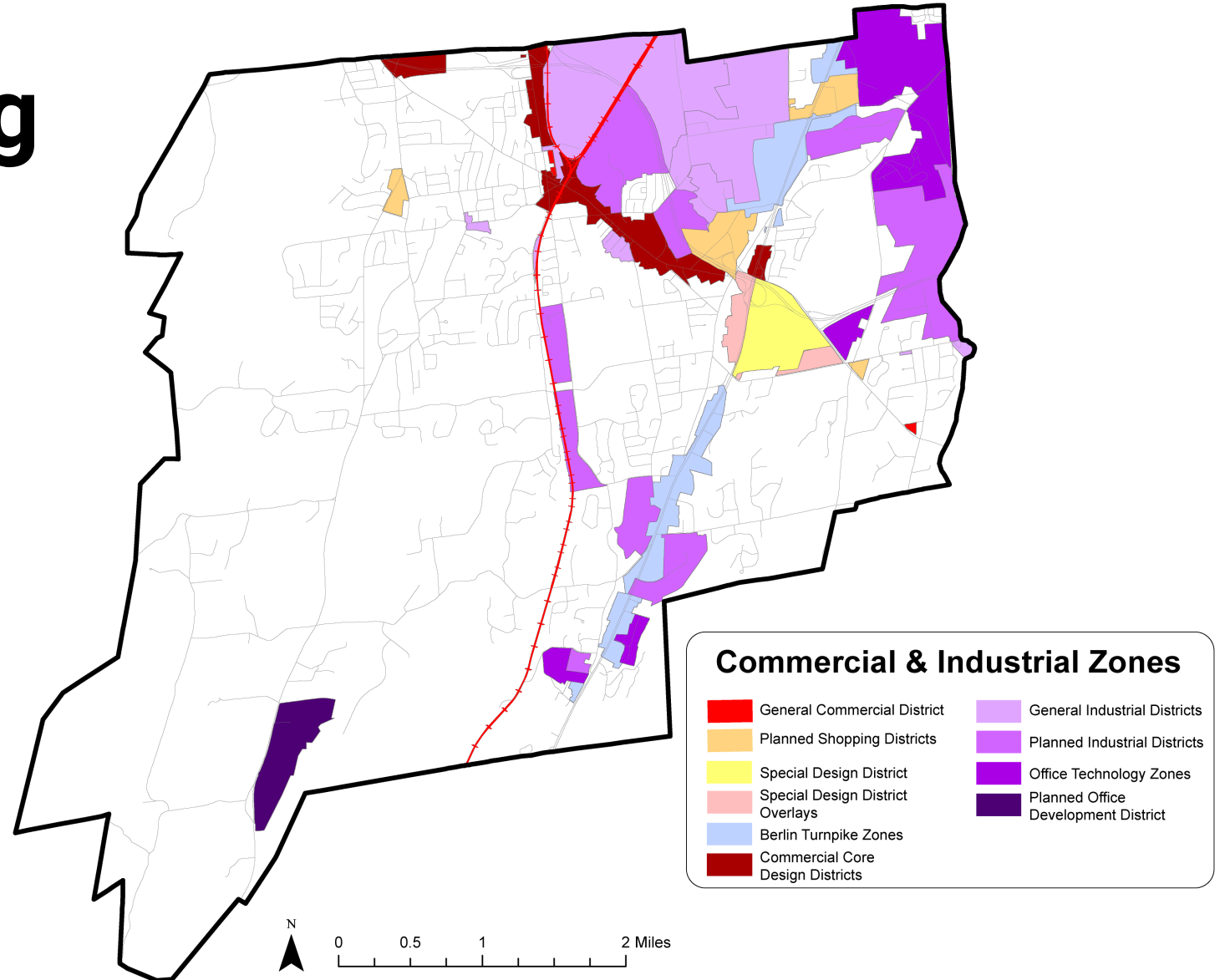
- Berlin's workers work close to home, with 57% working within 10 miles of home.
- This is comparable to the commuting ranges of both Hartford County and State residents.



Source: USCB Longitudinal Employer-Household Dynamics

Commercial & Industrial Zoning

- Berlin's Commercial districts are focused around the Farmington Ave. corridor and the Berlin Turnpike.
- The industrial zones are primarily in the northeastern section of town, with a few running along the rail line and surrounding the commercial districts along the southern portion of the Berlin Turnpike.



Commercial & Industrial Inventory

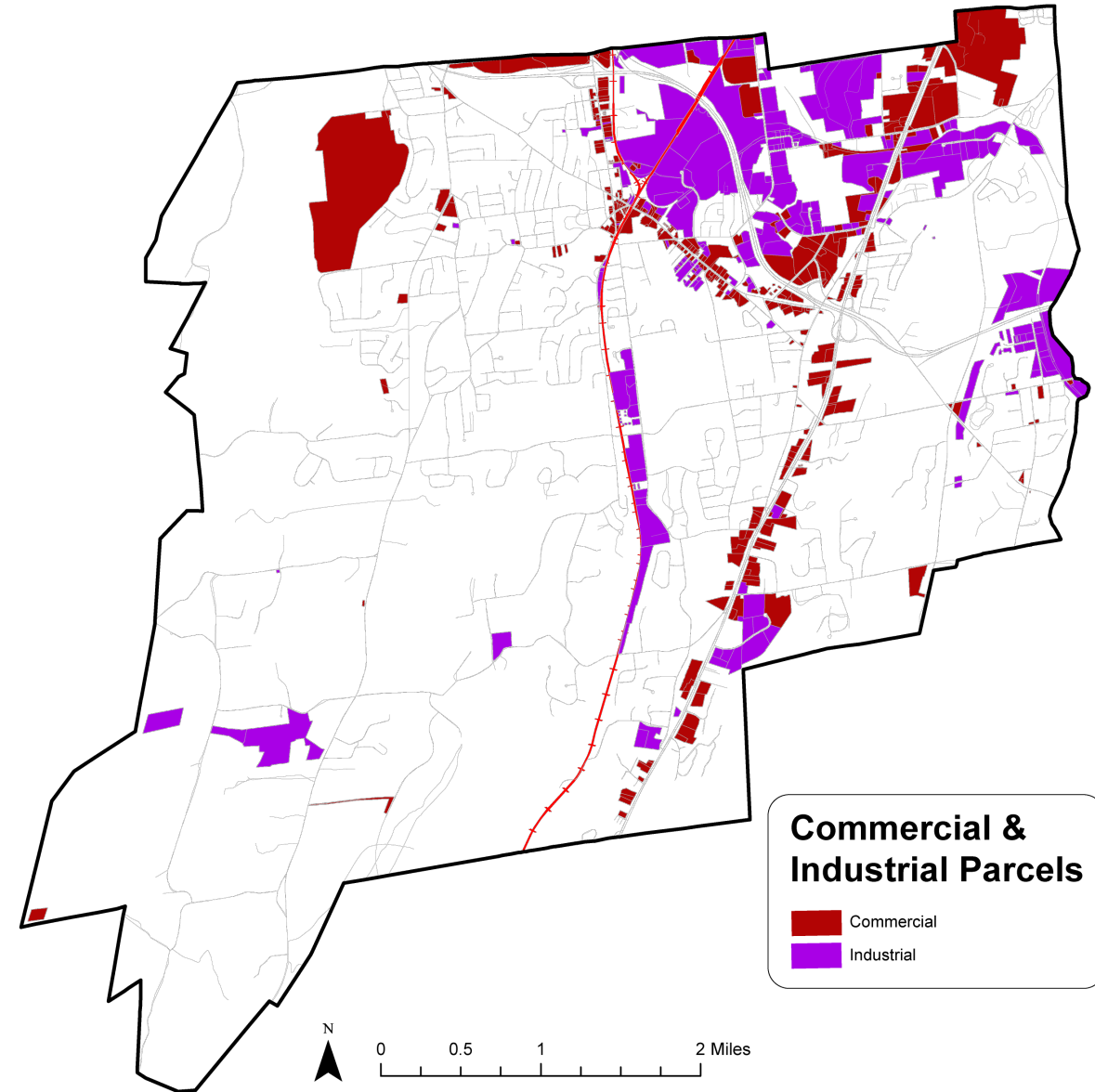
Details by Land Use

Source: Town of Berlin Parcel Database, RKG Associates

COMMERCIAL							
	Parcels	Acres	Total Assessed Value	AV/Parcel	AV/acre	Property Taxes	Taxes/parcel
Office	86	168	\$133,463,290	\$1,551,899	\$796,685	\$4,528,409	\$52,656
Retail	81	141	\$98,379,736	\$1,214,565	\$698,564	\$3,338,024	\$41,210
Restaurant/bar	45	24	\$23,091,042	\$513,134	\$980,522	\$783,479	\$17,411
Hotel/Motel	13	23	\$9,233,700	\$710,285	\$398,275	\$313,299	\$24,100
Other	175	614	\$110,203,945	\$629,737	\$179,504	\$3,739,220	\$21,367
	400	969	\$374,371,713	\$935,929	\$386,339	\$12,702,432	\$31,756
INDUSTRIAL							
Industrial	268	1,204	\$228,807,790	\$853,760	\$190,022	\$7,763,448	\$28,968

*These totals represent the current land uses within Berlin, as designated by the town's assessor. They do not represent the zoning.

*Actual built space (square footage) not available



Commercial & Industrial Building Stock

Units by Year Built

Source: Town of Berlin Parcel Database, RKG Associates

Year Built	Commercial		Industrial	
	Parcel Count	% of Total	Parcel Count	% of Total
Pre 1930	51	13%	5	2%
1931 – 1959	82	21%	41	15%
1960 – 1979	68	17%	54	20%
1980 – 1999	71	18%	53	20%
Since 2000	38	10%	26	10%
N/A	90	23%	89	33%

28% and 30% of Berlin's built commercial and industrial stock respectively were built since 1980.



Top 10 Taxpayers

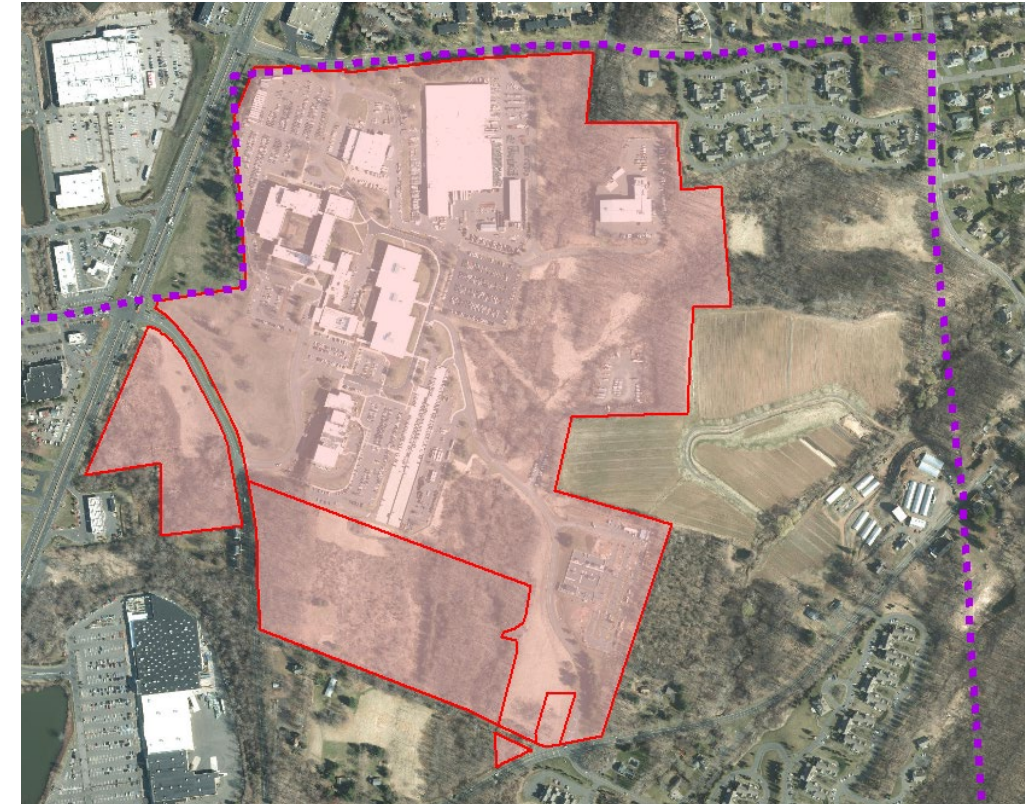
Principal Taxpayers

Source: Town of Berlin Assessors Office, Based on 2019 Grand List

	Taxpayer	Taxable Assessed Valuation	Percent of Town's Taxable Assessed Valuation
1	Rocky River Realty Co.	\$217,066,038	9.15%
2	Corbin Russwin Inc.	\$27,297,870	1.15%
3	Tomz Corporation	\$20,976,520	0.88%
4	Cedar Brickyard	\$17,076,850	0.72%
5	B & F Machine Inc.	\$14,214,980	0.60%
6	Stonebridge Berlin Assoc.	\$9,363,400	0.39%
7	Budney Industries Inc.	\$8,917,435	0.38%
8	Connecticut Natural Gas Corp.	\$8,650,160	0.36%
9	Budney Overhaul	\$8,494,970	0.36%
10	224 Berlin Turnpike LLC (incl. Acura of Berlin)	\$7,711,490	0.33%
		\$339,769,713	14.33%

Rocky River Realty Co. Land

Source: Town of Berlin Assessors Office



- The top 10 taxpayers contribute to 14% of Berlin's overall taxable property, according to the town's assessor's office.
 - Rocky River Realty Company, Berlin's top taxpayer, accounts for 9% alone.
 - They own 6 parcels and 144.5 acres of land in town, with 5 of them clustered in the northeastern corner of Berlin.
 - Their largest land holding is a 114-acre parcel valued at \$90,000,000. It is the home of Eversource's regional headquarters and several other large commercial/industrial buildings.

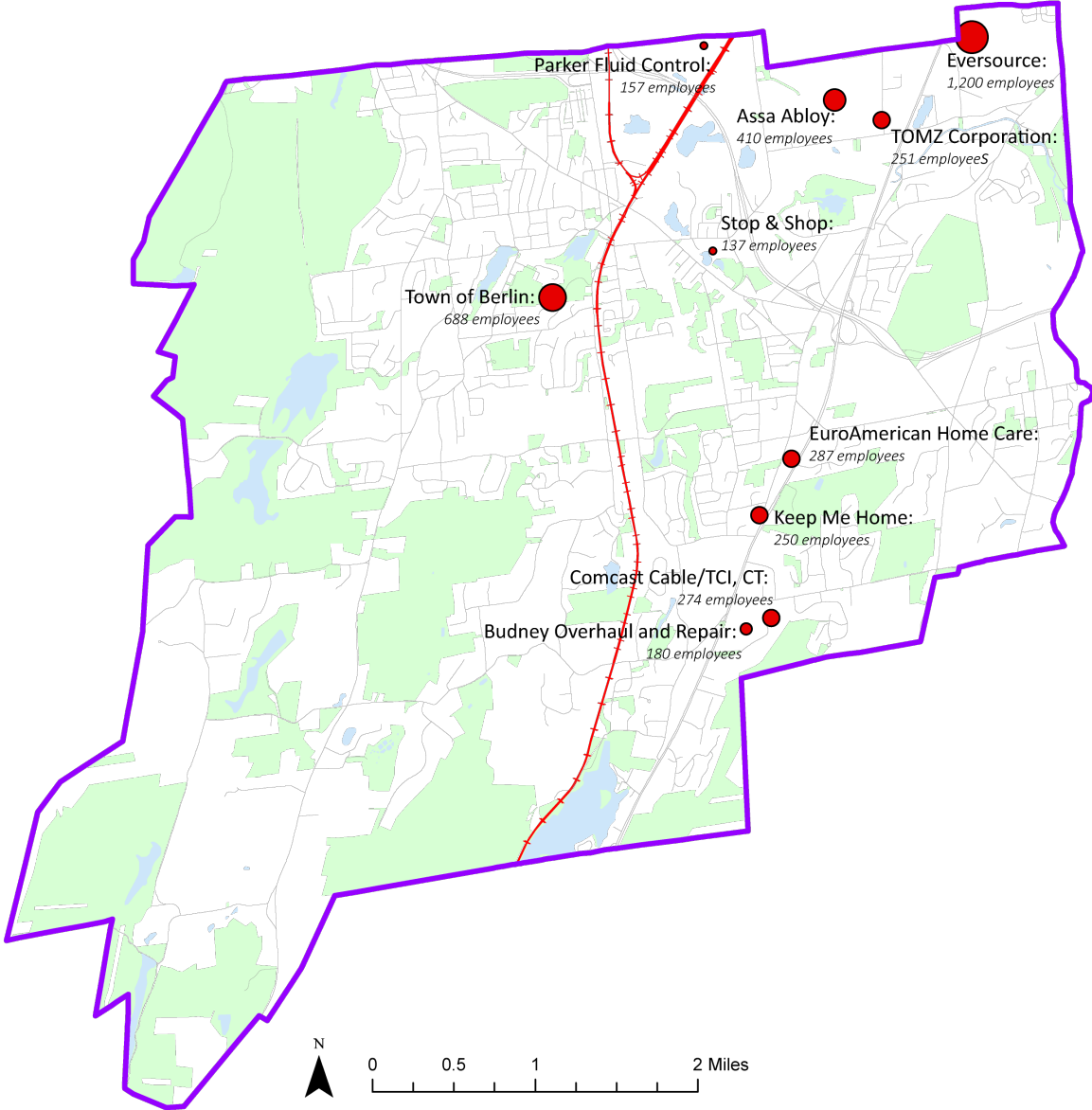
Berlin Plan of Conservation and Development

Top 10 Employers

Top Employers

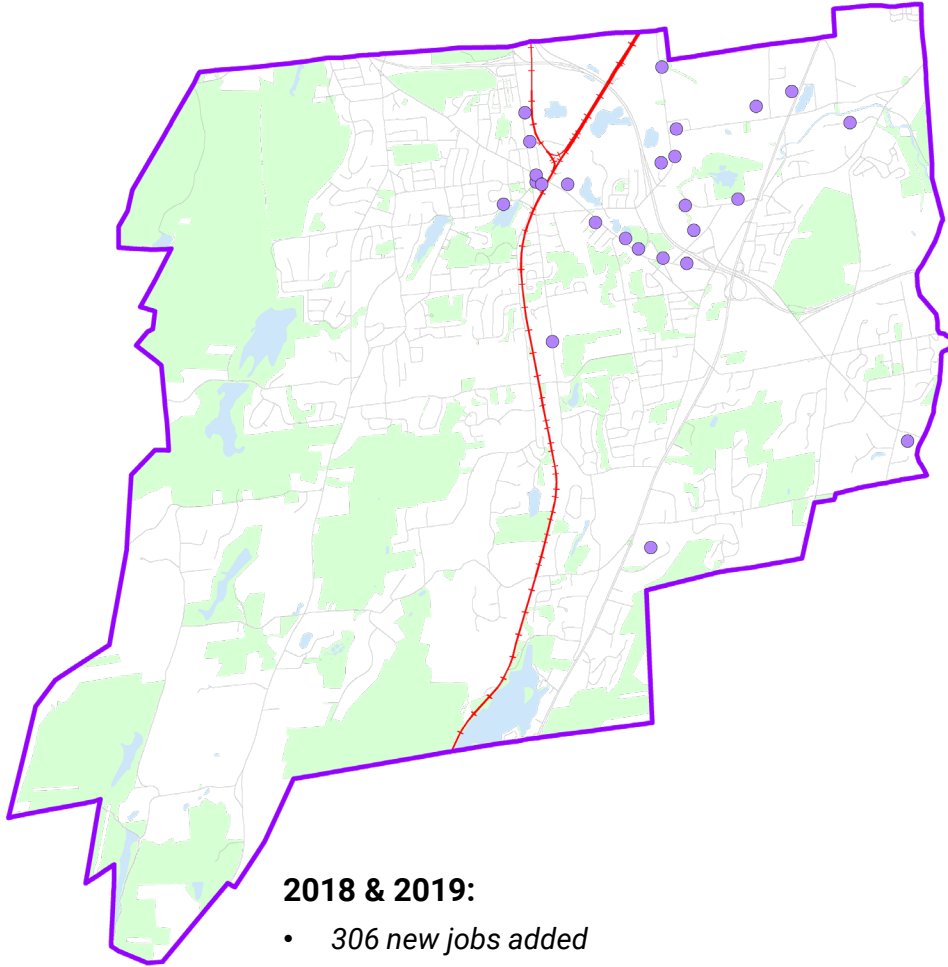
Source: Town of Berlin Economic Development Department, 2021

	Company	Employees	Share of Town Employment
1	Eversource (formerly Northeast Utilities)	1,200	11.62%
2	Town of Berlin	688	6.66%
3	Assa Abloy	410	3.97%
4	EuroAmerican Home Care	287	2.78%
5	Comcast Cable/TCI, CT	274	2.65%
6	TOMZ Corporation	251	2.43%
7	Keep Me Home	250	2.42%
8	Budney Overhaul and Repair	180	1.74%
9	Parker Fluid Control	157	1.52%
10	Stop & Shop	137	1.33%
		3,834	37.14%



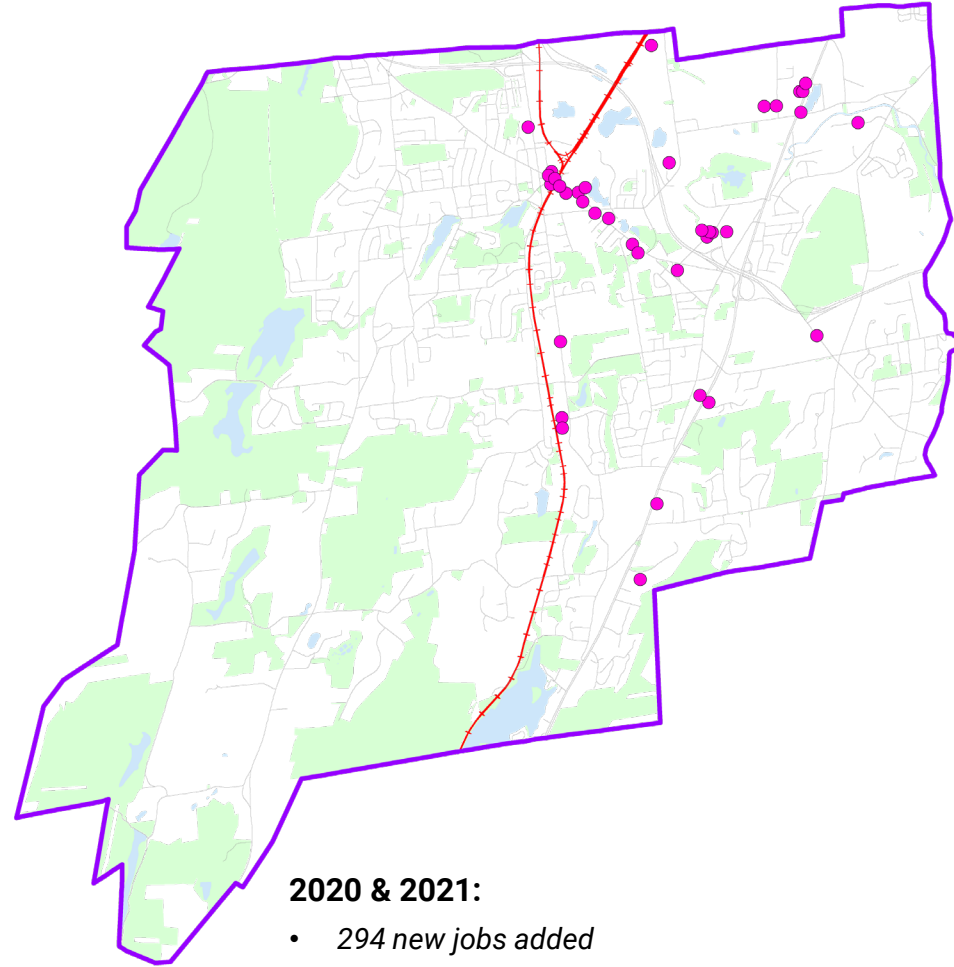
- Most of the town’s top employers are located along the Berlin Turnpike.
- The top 10 employers contribute to 37% of Berlin’s overall workforce.
- The town is the second leading employer, behind Eversource.
 - Approximately 65% of the town’s employees are unionized Board of Education employees. 27% are unionized general government employees. The remaining 8% are non-union employees.

Business Development Activity



2018 & 2019:

- 306 new jobs added
 - 12 new businesses
 - 7 business relocations into Berlin
 - 2 mixed-use developments started
 - 9 business expansions



2020 & 2021:

- 294 new jobs added
 - 27 new businesses
 - 1 business relocation into Berlin
 - 1 redevelopment
 - 15 business expansions

Targeted Economic Development Sites (TEDS)

- The 2003 POCD created a Targeted Economic Development Site (TEDS)-based plan for specific parcels
- The intention was to encourage development in places that best serve public interest, while protecting health and safety.
- Supporting development where infrastructure and systems are already in place, rather than greenfields development, especially in Berlin's many areas with environmental constraints such as wetlands, floodplain and excessive slope, the Town seeks to support "Responsible Growth" and "Sustainable Communities."
- The town currently has 13 TED sites, although many of these sites are limited in their development feasibility due to environmental constraints such as wetlands and steep slopes.

Targeted Economic Development Sites

(Progress)

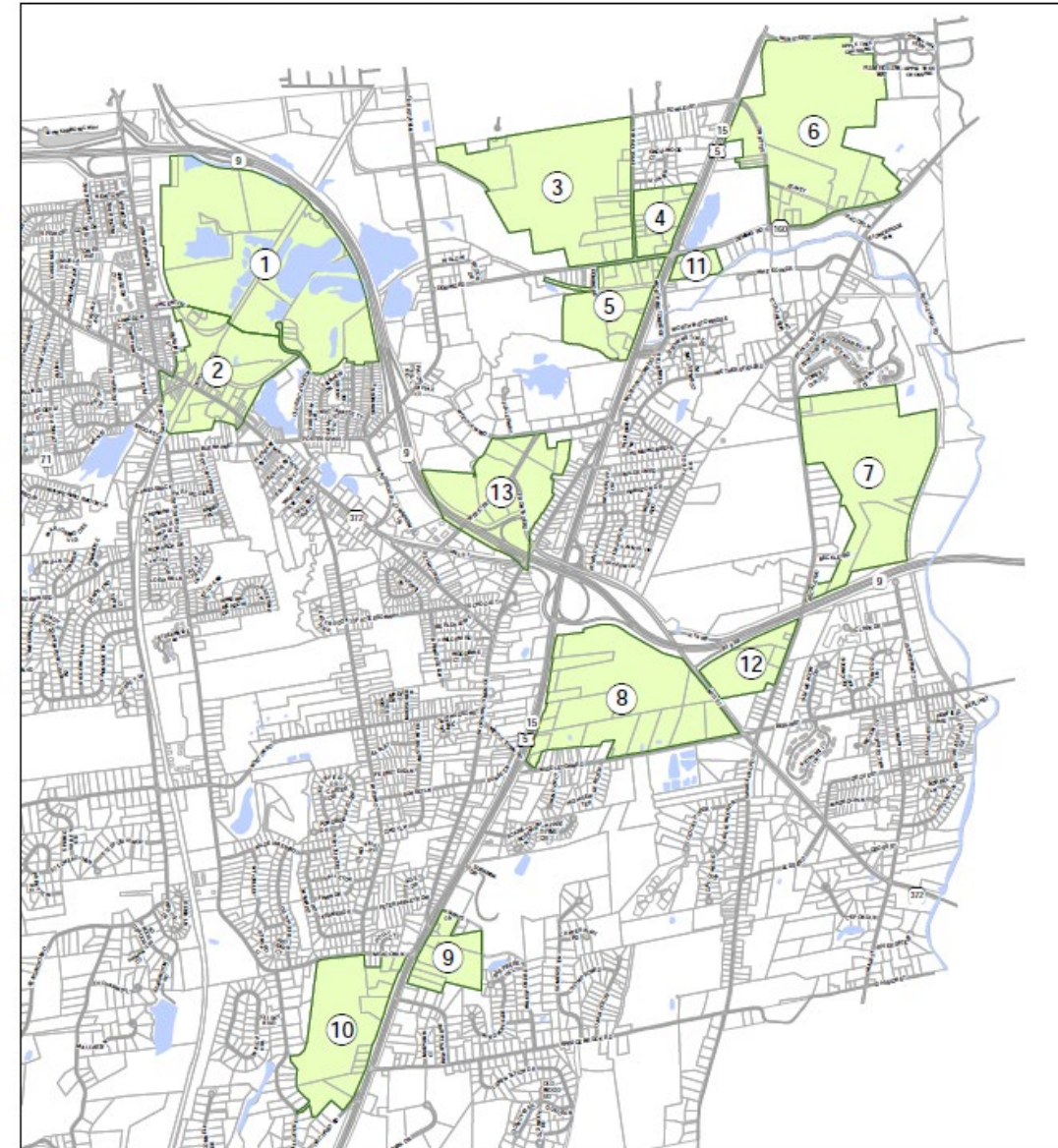
- 1:** Significant wetland and floodplain area. One of the 2 areas with potential for development is under contract for sale to Clean Earth with plans for an industrial park. The other area has seen building improvements over the years with approvals in place for a limited amount of additional development.
- 2:** Major successes here. There has been significant development in this area, including the start of the Steele Center project by Newport Realty (discussed later). Many new businesses have located here, streetscape projects have been completed, and Deming Park was redeveloped
- 3:** TOMZ Corporation acquired additional land and has expanded its buildings. Solar arrays were constructed.
- 4:** Land has been assembled. Redevelopment underway at intersection of Berlin Turnpike and Deming Road. Mixed use Turnpike Ridge project is under development.
- 5:** Two projects in regulatory review process at same intersection (404 Berlin Turnpike and 550-554 Berlin Turnpike). Will include a total of 306 mixed income apartments, a hotel, and convenience store.

Berlin Plan of Conservation and Development



Town of Berlin

Targeted Economic Development Sites



Town of Berlin Economic Development
TED Sites



0 1,250 2,500 3,750 5,000
Feet

1 inch = 2,500 feet



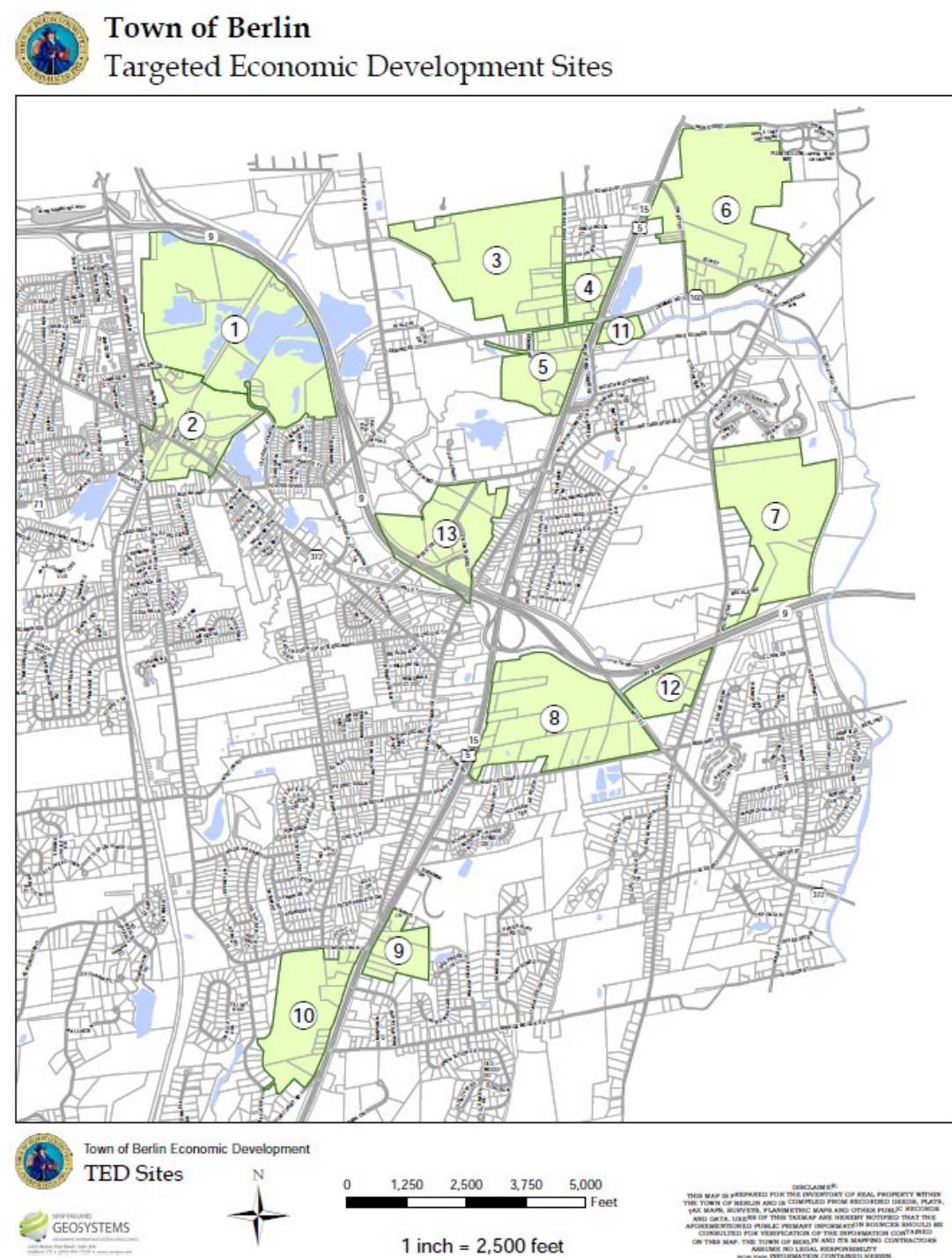
DISCLAIMER:
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Targeted Economic Development Sites

(Progress)

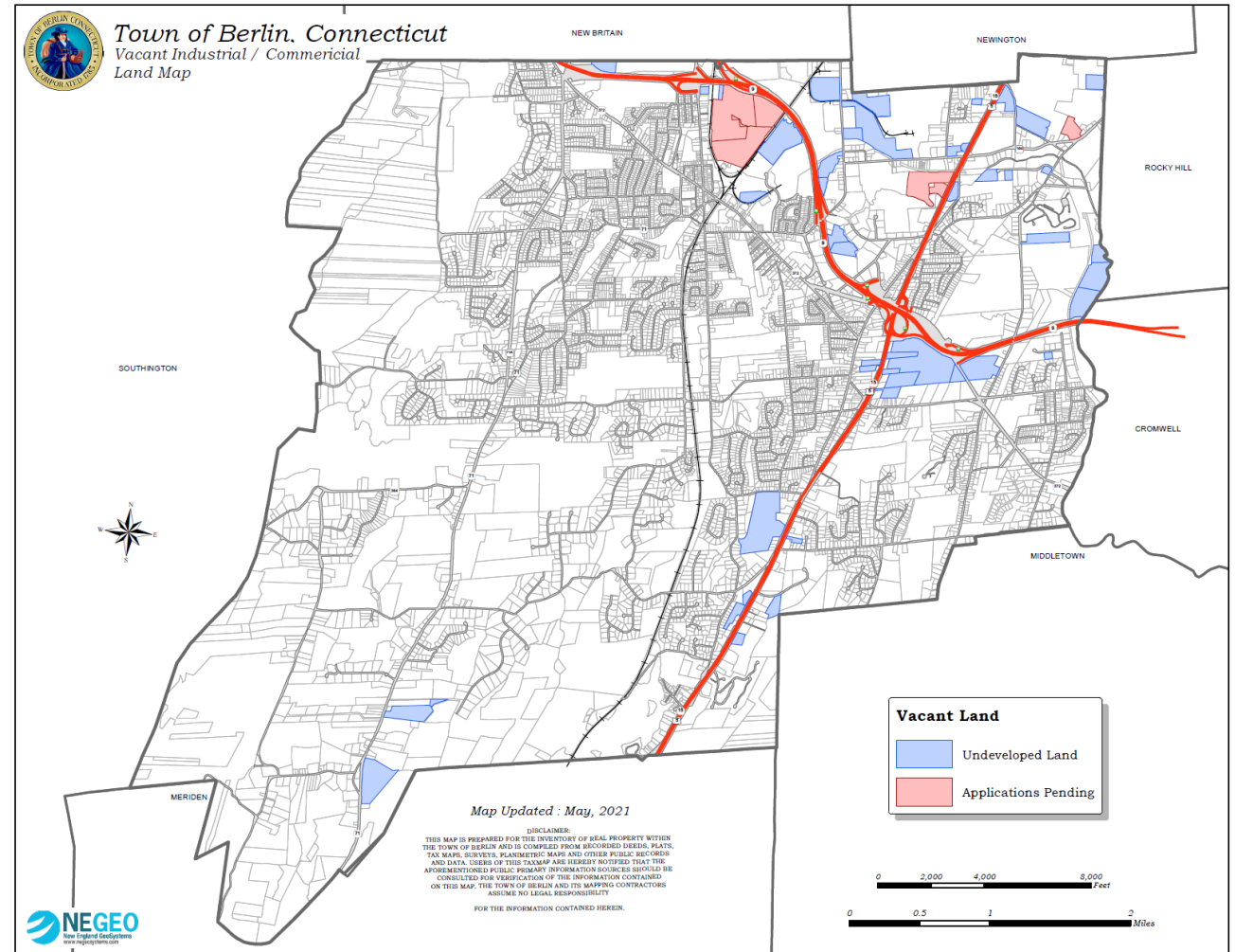
- 6:** Deming Ridge project (Metro Realty) approved here (88 mixed income units, expected to start Spring 2022).
- 7:** Biopellet, a manufacturing company, located and expanded a facility in this area.
- 8:** No change
- 9:** A small buildings sales company located here.
- 10:** Southernmost parcel has (2) new contractor shop buildings for several tenants being constructed. (Priority Electric)
- 11:** No change
- 12:** No change
- 13:** Stick Village development almost complete (4 of 5 buildings complete). The majority of commercial spaces have been successfully leased. Tasca Ford has renovated its dealership and received approval to construct a new dealership building. OSJ (Ocean State) has renovated old plaza, relocated their own store within plaza and tenant spaces are filling - new amusement/restaurant use.

Berlin Plan of Conservation and Development



Vacant Land and Applications Pending

- The Town has multiple vacant parcels, many of which comprise TED sites.
- Applications are pending at several of those parcels.
- As with the TED sites, development feasibility is limited by environmental constraints at many of these parcels.

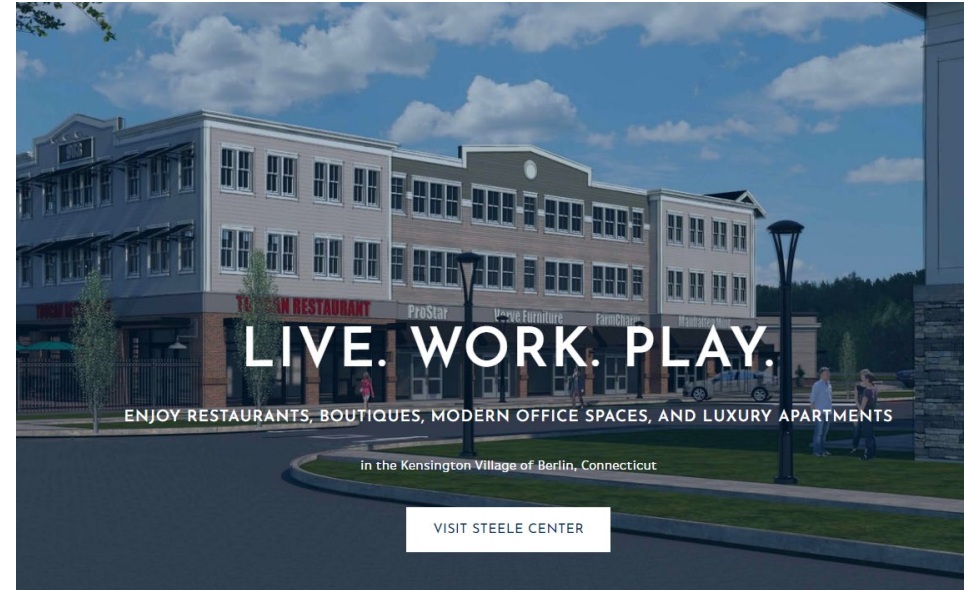


Local Efforts

Kensington Village

- Large TOD plan surrounding downtown Berlin's train station, with development efforts lead by Newport Realty Group (headquartered in Southington).
 - Made possible by a partnership with the State of Connecticut.
- Promises new business and revitalization at 861, 889, 903 and 913 Farmington Ave.
- First project (the "Steele Center") has a development program including:
 - *\$15 million mixed-use project*
 - *76 market rate apartments*
 - *19,000 SF of commercial space*
 - *10,000+ SF medical office space*
 - *8,000+ SF retail space*
 - *All organized into 5 buildings*
 - Unanimously approved in September 2019
 - Public voted on the name of the project in October 2019
 - Construction broke ground in late 2020
- Proposed development of a boulevard connecting the development to the Berlin Train Station.

Berlin Plan of Conservation and Development



Local Efforts

Other development projects:

• ***Turnpike Ridge***

- 220 Berlin Turnpike, near Deming Road
- \$13 million mixed-use project
- Development program includes:
 - *72 market rate apartments*
 - *18,000 SF restaurant and retail space*
 - *4 new buildings planned; 1 commercial building and 3 apartment buildings*
- Construction broke ground in August 2020

• ***Newport Center***

- A development by Newport Realty Group at 848 Farmington Ave.
 - A 3-story 24,000 SF mixed-use building with lower level commercial and upper story residential.
 - Now fully leased (commercial space was listed at \$15/SF NNN)
 - This is a success story because the space had been long vacant before being acquired.

Berlin Plan of Conservation and Development



Turnpike Ridge construction
Source: Hartfordbusiness.com

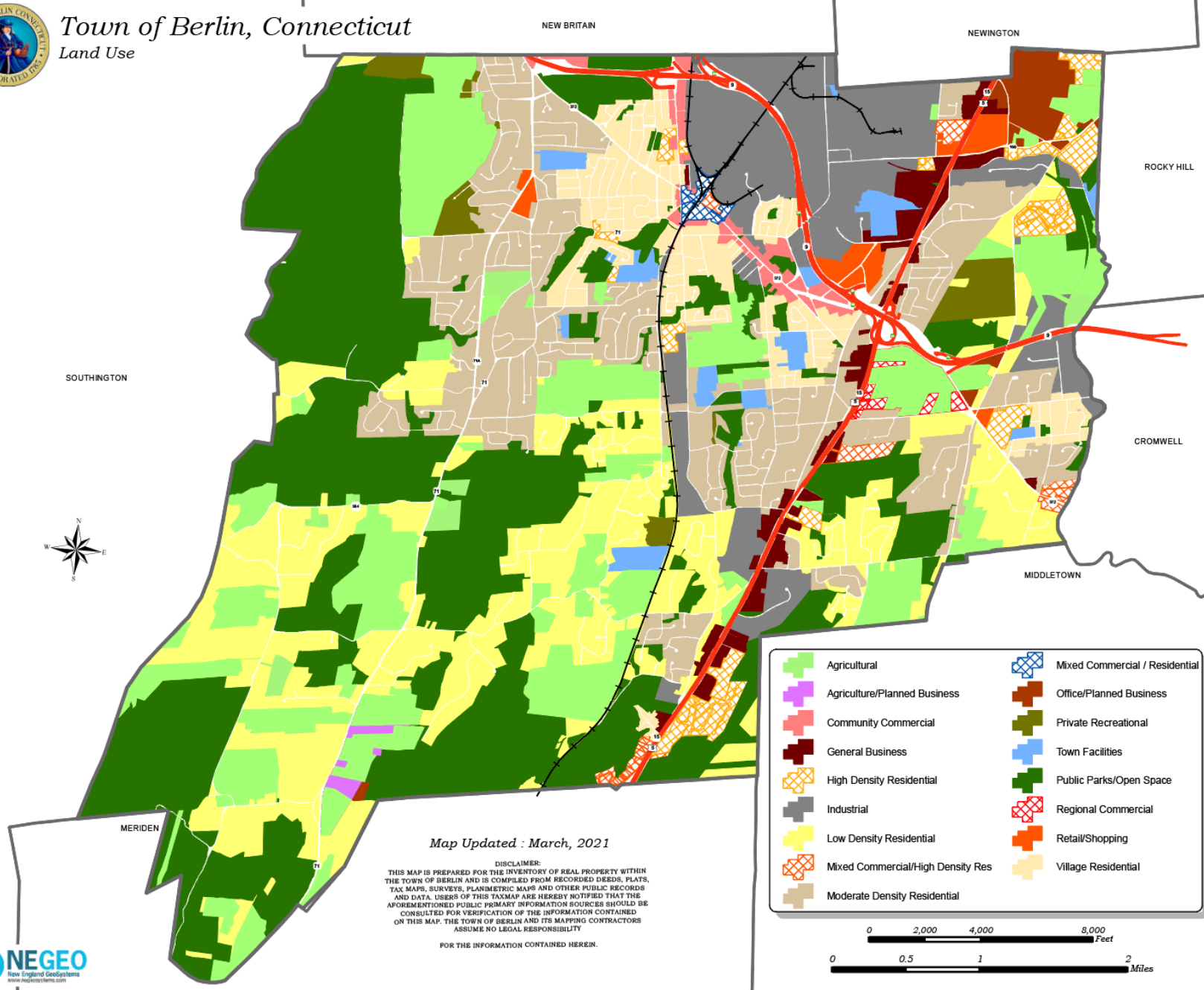
Land Use and Zoning





Land Use 2021

- Land Use mapping is parcel based
- The following land use classes are most prevalent in Berlin:
 - Public Parks/Open Space
 - Agriculture (includes PA-490 properties)
 - Village Residential
 - Low Density Residential
 - Moderate Density Residential
 - Industrial



Zoning

- Berlin has 29 base zoning districts and 5 overlay zones.
- Is the Town's zoning effective in guiding and regulating development?
- Should the industrial zoned areas be maintained, expanded, or rezoned?

Residential Zones

R-86	Single Family Residential
R-43	Single Family Residential
R-21	Single Family Residential
R-15	Single Family Residential
R-11	Single Family Residential
R-7	Single Family Residential
PR-1	Planned Residential
PR-2	Planned Residential
PR-3	Planned Residential

Commercial Zones

CCD-1	Commercial Core District 1
CCD-2	Commercial Core District 2
PS-A	Planned Shopping A
PS-B	Planned Shopping B
GC	General Commercial
BT-1	Berlin Turnpike 1
BT-2	Berlin Turnpike 2
SP-DD	Special Design District

Industrial Zones

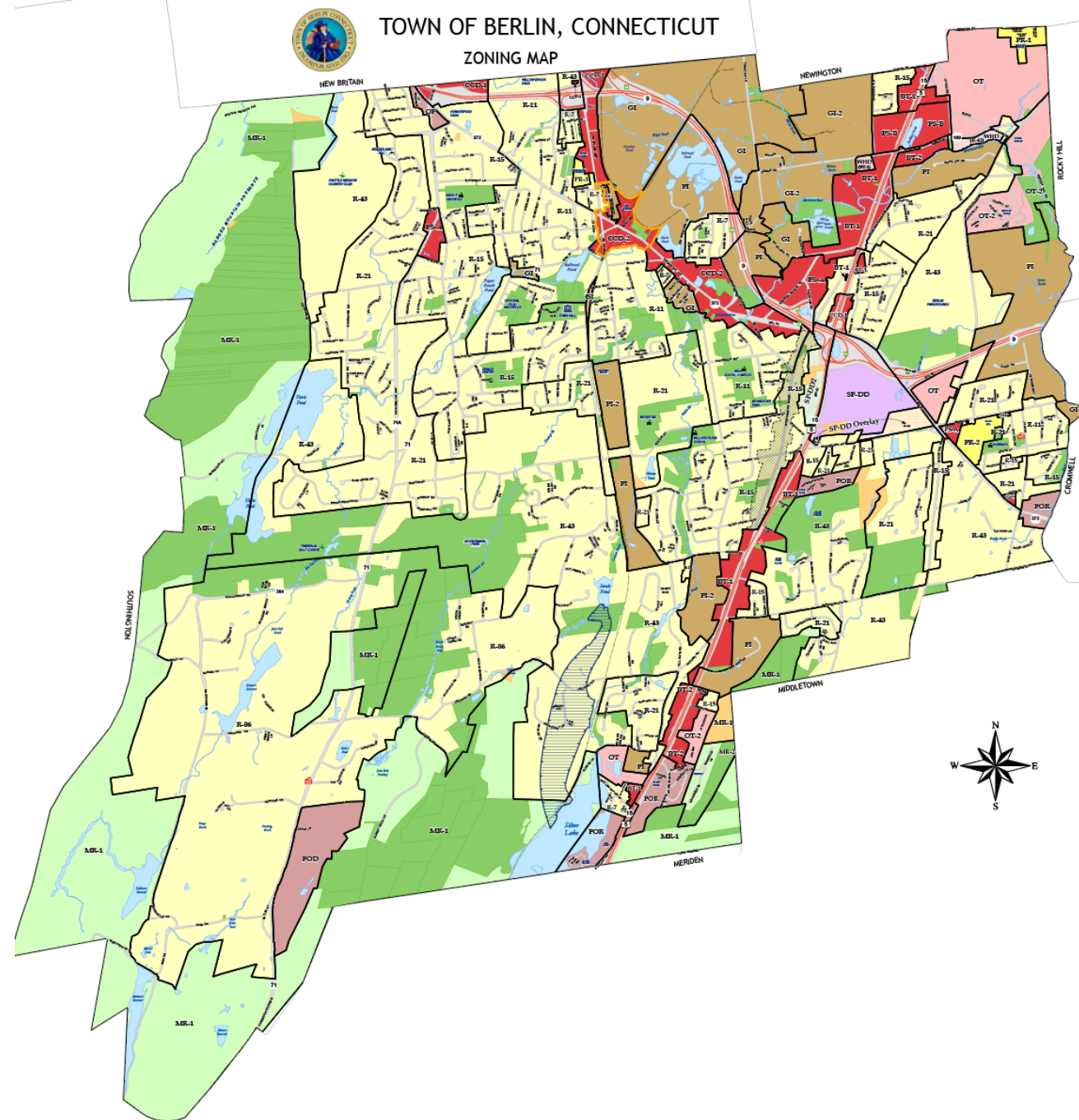
GI	General Industry
GI-2	General Industry 2
PI	Planned Industry
PI-2	Planned Industry
OT	Office Technology
OT-2	Office Technology 2
POD	Planned Office/Development

Special Zones

POR	Planned Office/Residential
OP	Office Professional
MR-1	Mountain Reserve
MR-2	Mountain Reserve
WHB (BT-1)	Workforce Housing Development

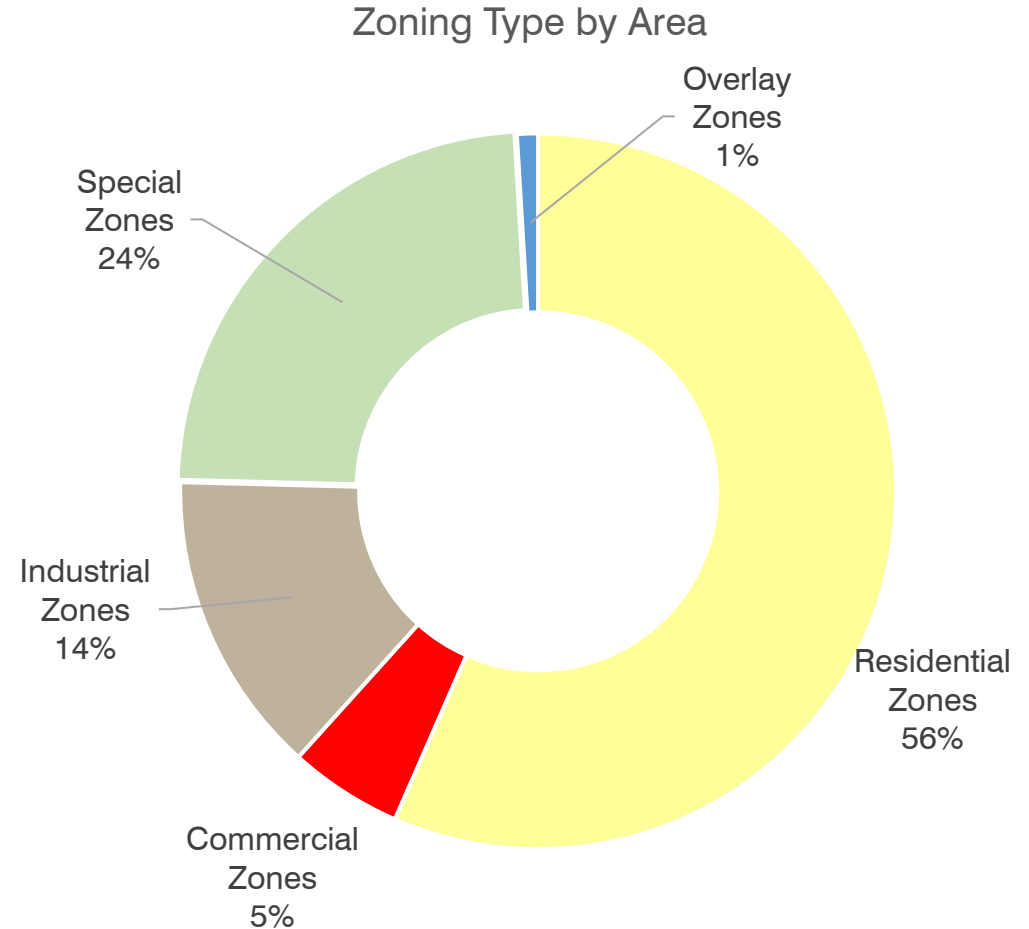
Overlay Zones

	Historic District Overlay
	Special Design District 2
	Special Design District Overlay
	Aquifer Protection Area
	Village District Overlay



Zoning

- Residential zoning is the most prevalent zoning type in Berlin
- The share of residential zoning districts in the Town (56%) exceeds residential land use (which totals 38%) by 18 percentage points.



Discussion

- What are the challenges with respect to Economic Development in Berlin?

Discussion

- What ideas do you have for supporting economic development in Berlin?
- What needs to be done and how can the plan support economic development?
- What and where are the opportunities?

More Opportunities to Participate!

- **Visit the Town's Planning and Zoning Webpage**
 - Meeting materials and updates regarding the plan
- **Take the survey if you have not already**
 - www.surveymonkey.com/r/berlinpocd