



# Town of Berlin

**2023 Plan of Conservation and Development  
Committee Meeting #5 Economic Development  
2/1/22**

**RKG**  
ASSOCIATES INC

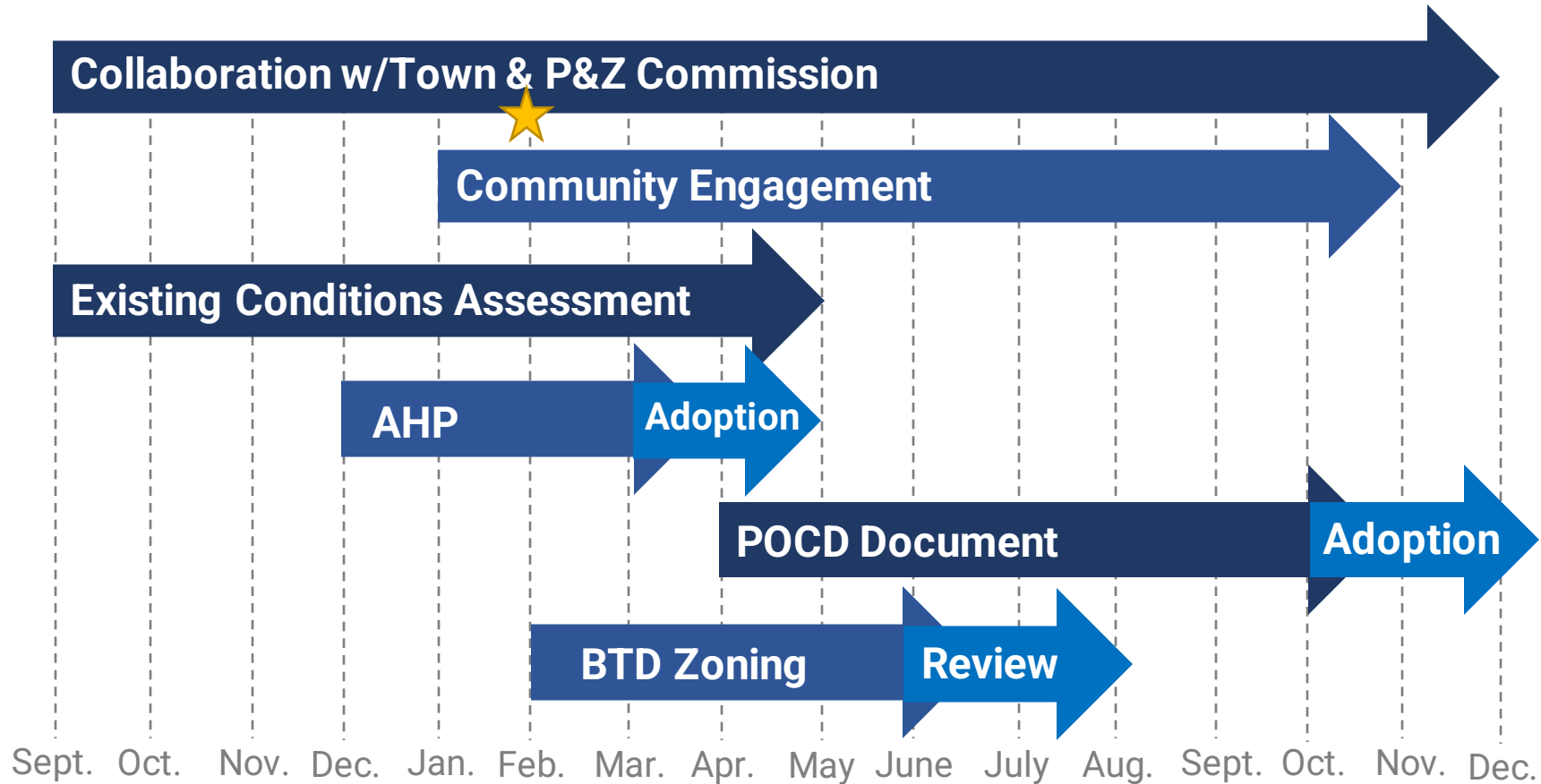
**FHI**  
studio

# Agenda

1. Review economic development trends
2. Discuss ideas surrounding economic development
3. Discuss draft online survey
4. Review draft vision statement
5. Next steps

# Project Schedule

15 months (concluding by end of 2022)



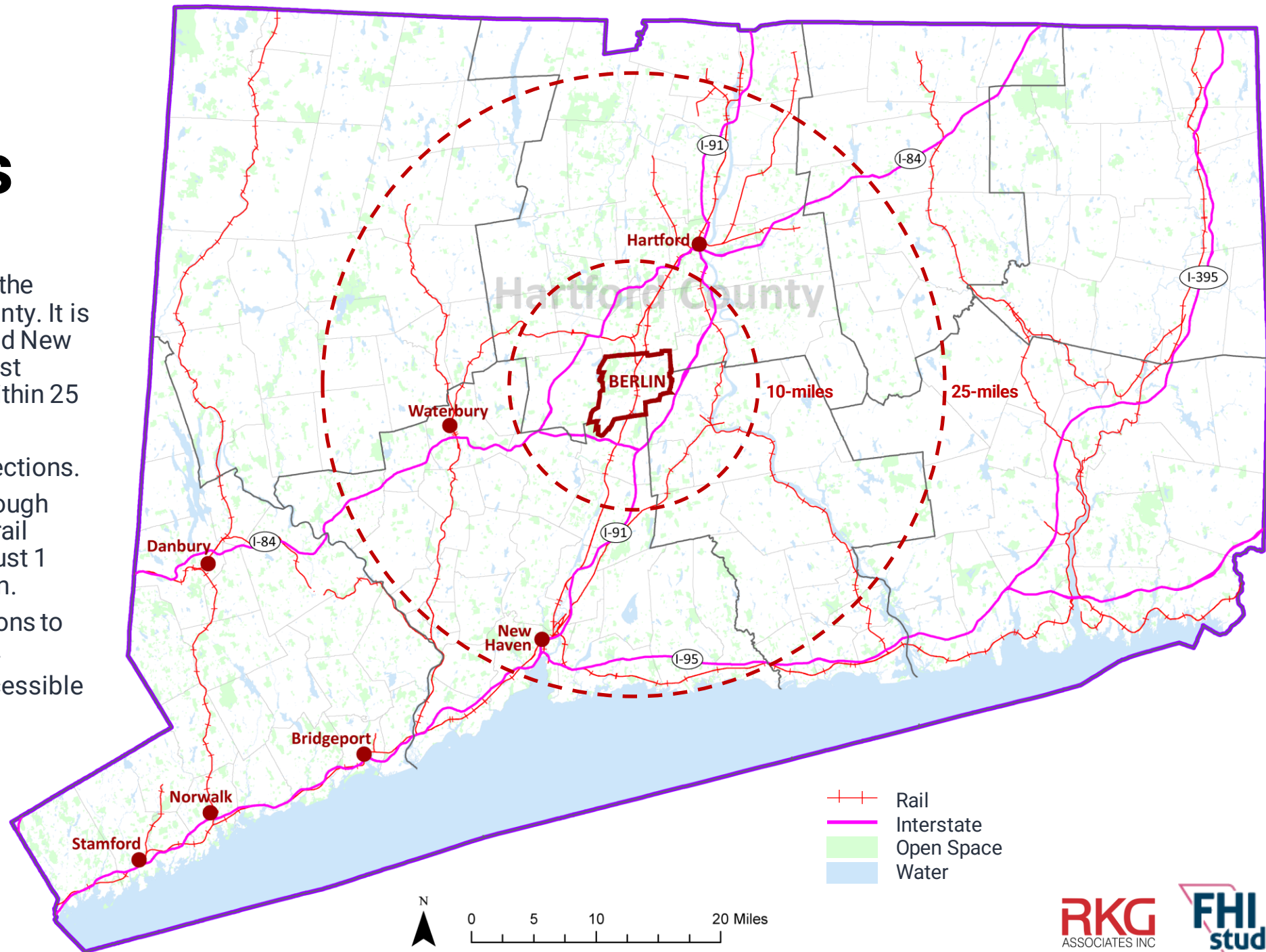


BERLIN  
INCORPORATED 1785  
TOWN LINE.

# Regional Context

# Regional Connections

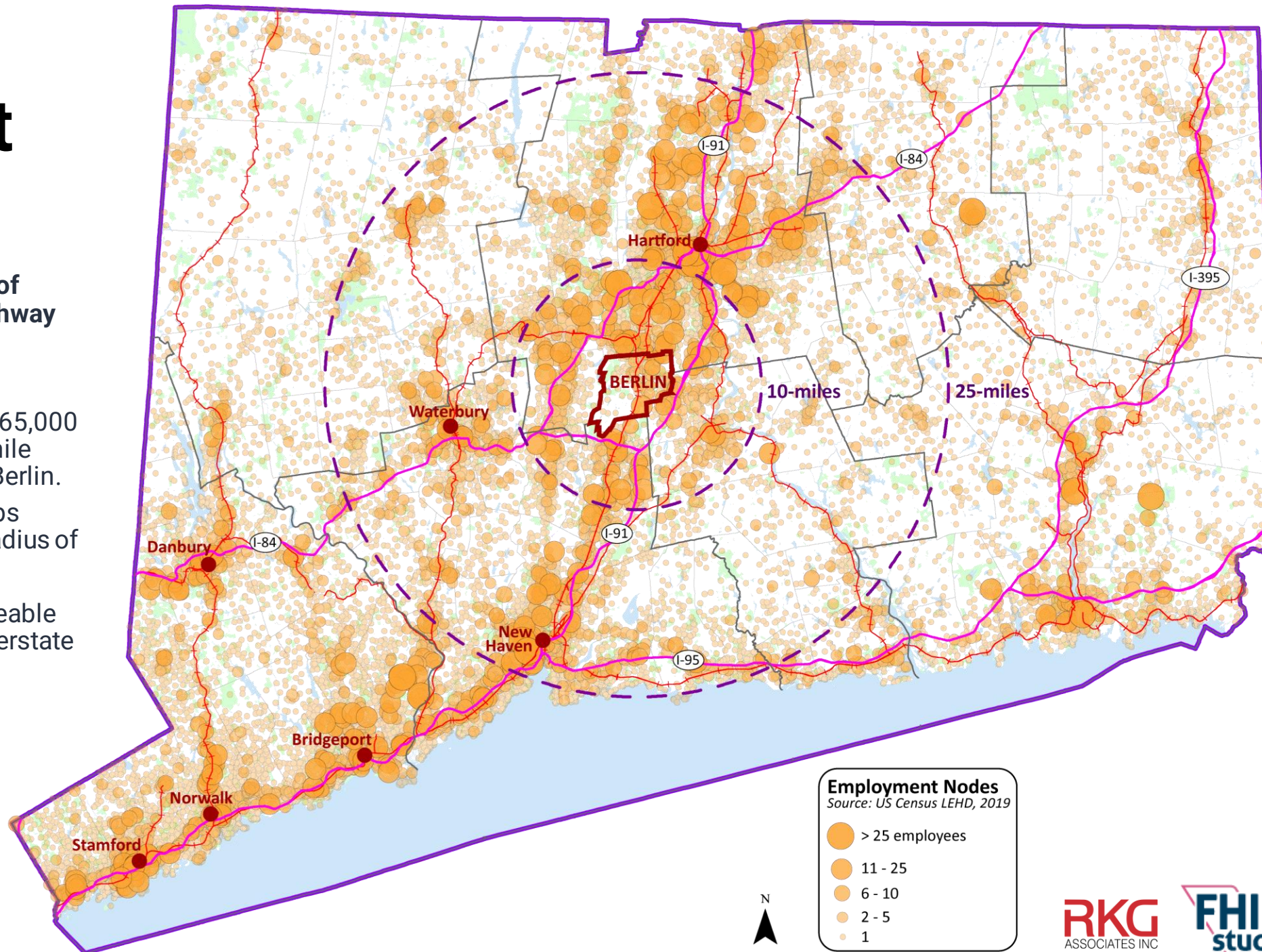
- Berlin is located in the center of the state and southern Hartford County. It is between Hartford, Waterbury, and New Haven (3 of the state's top 5 most populous cities), which are all within 25 miles from the town's center.
- Berlin has strong regional connections.
  - The Hartford Line runs through the town, providing direct rail service to both Hartford (just 1 stop away) and New Haven.
  - Amtrak provides connections to Boston and New York City.
  - I-91 and I-84 are easily accessible via Routes 9 and 5/15.



# Regional Employment Nodes

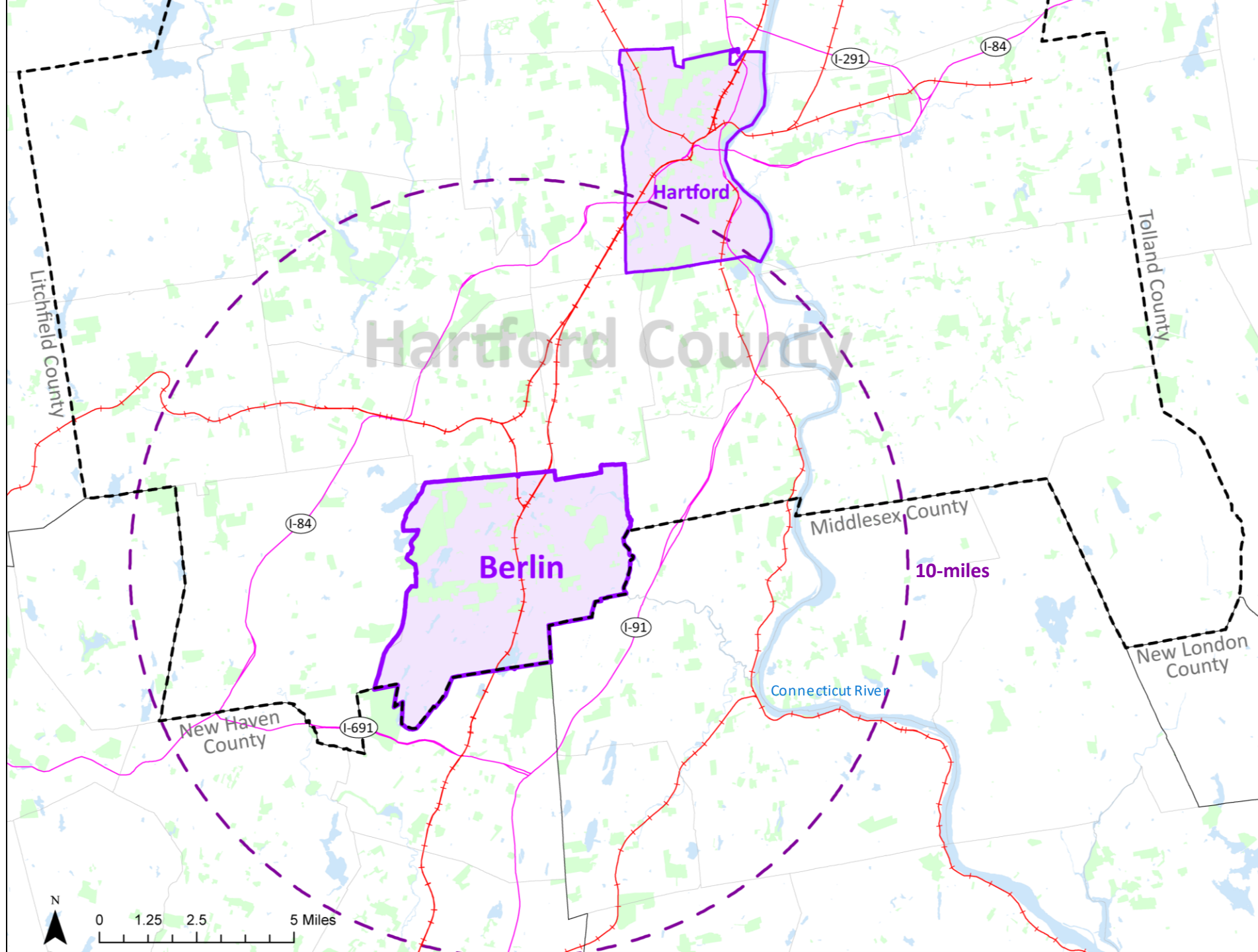
Berlin is proximate to a large pool of workers with excellent rail and highway access.

- According to Census data:
  - There are approximately 265,000 primary jobs within a 10-mile radius from the center of Berlin.
  - There are over 855,000 jobs located within a 25-mile radius of the town
- Employment corridors are noticeable along the many rail lines and interstate highways.

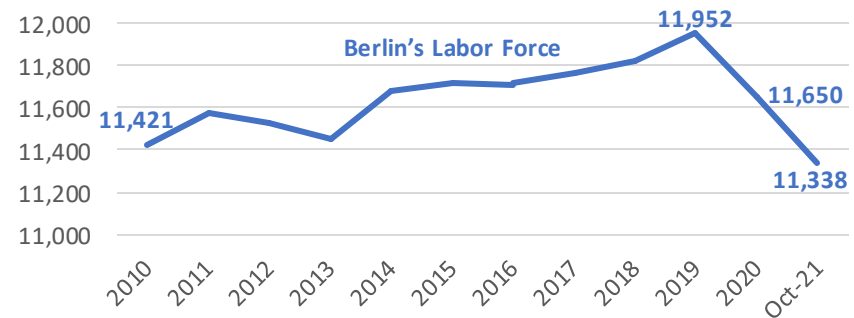
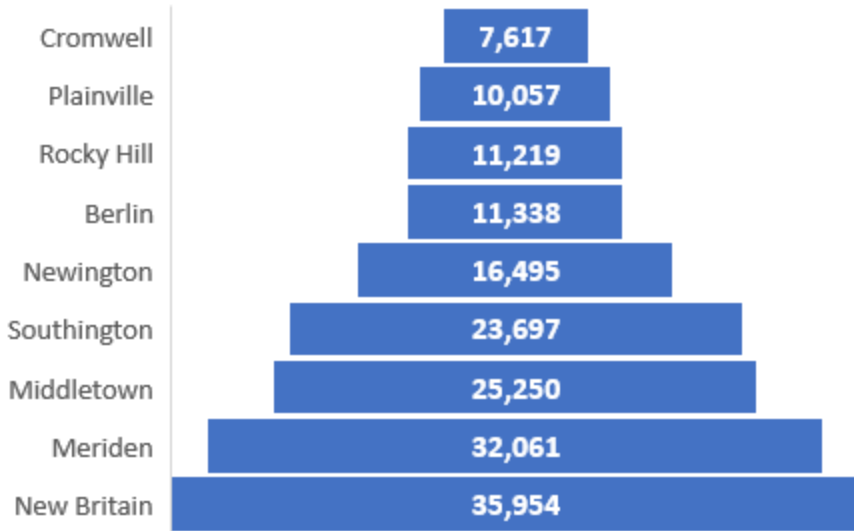


# Immediate Region

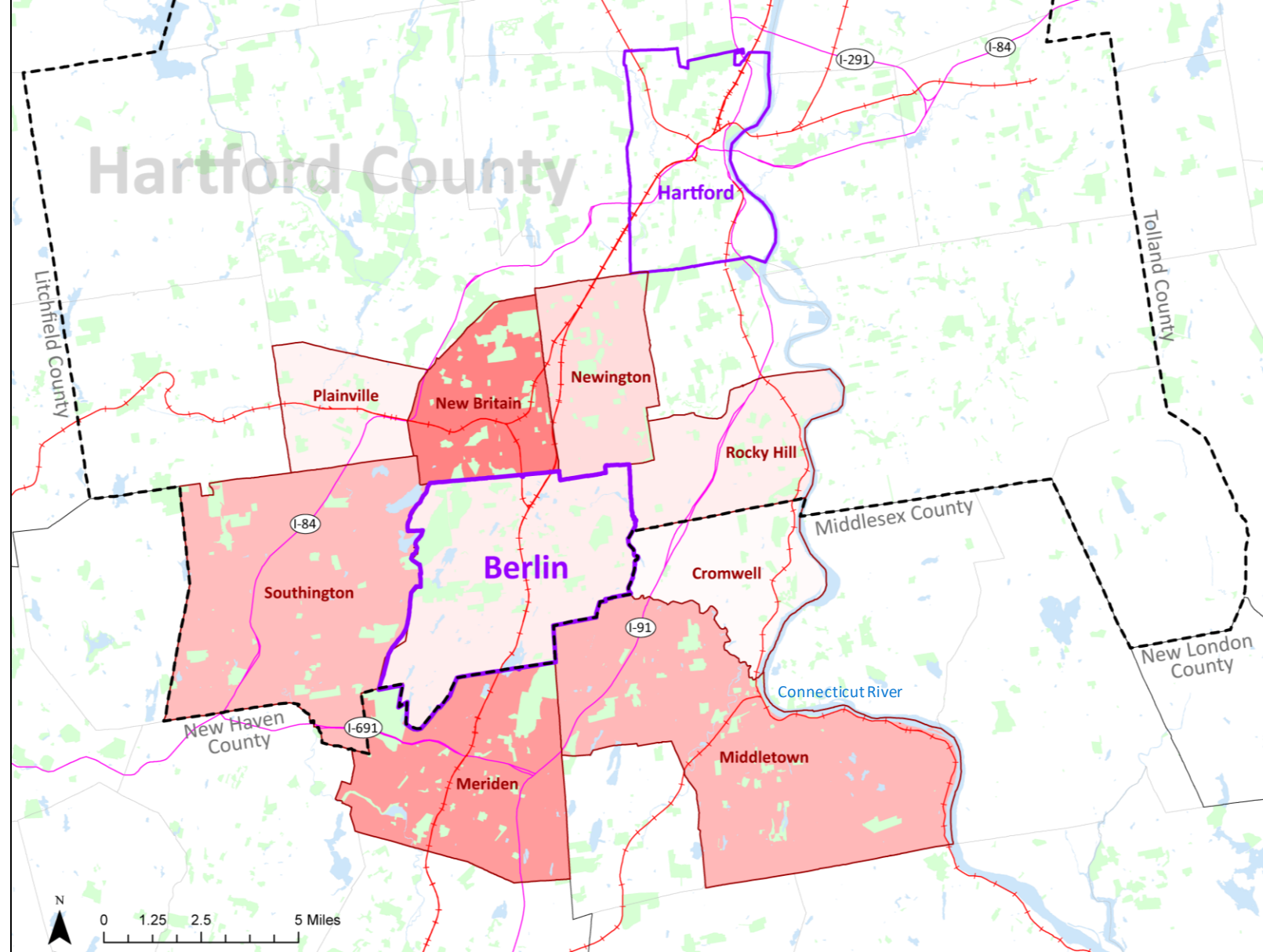
- Berlin is within 10 miles of Hartford and is home to the first train station south of Hartford.
- It lies in southern Hartford County, bordering both New Haven and Middlesex Counties
- The town is located less than 10-miles from the Connecticut River and between two major interstate highways (I-84 and I-91)



# Labor Force



Source: CT DOL, October 2021

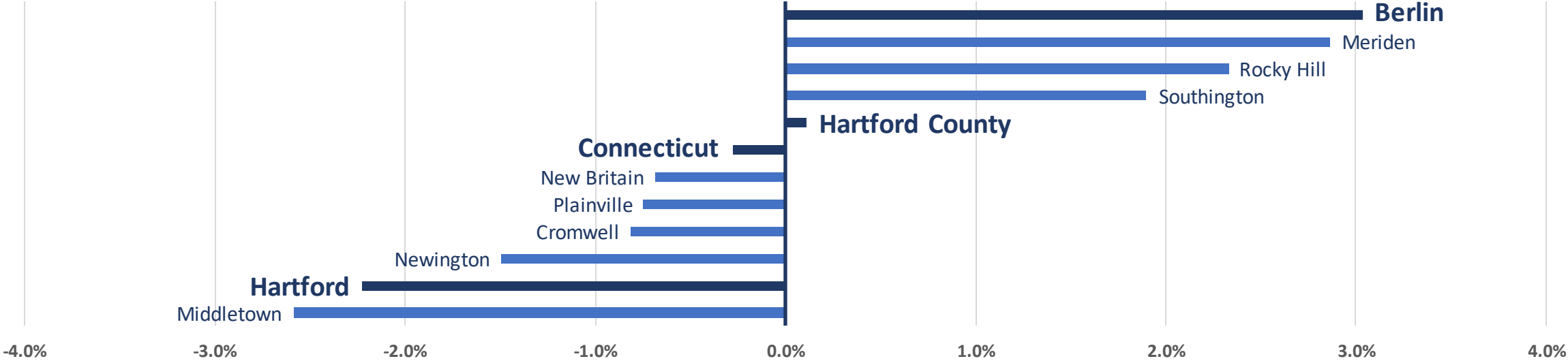


- Berlin's labor force is smaller than most of its neighbors as of October 2021. It is roughly a third the size of both Meriden and New Britain's labor force, its neighbors to the north and south.
- Berlin is home to roughly 2.5% of Hartford County's labor force (460,531).
- The town's labor force had been rising prior to the pandemic and now sits just below 2010 levels, 600 less than the peak in 2019.



# Employment

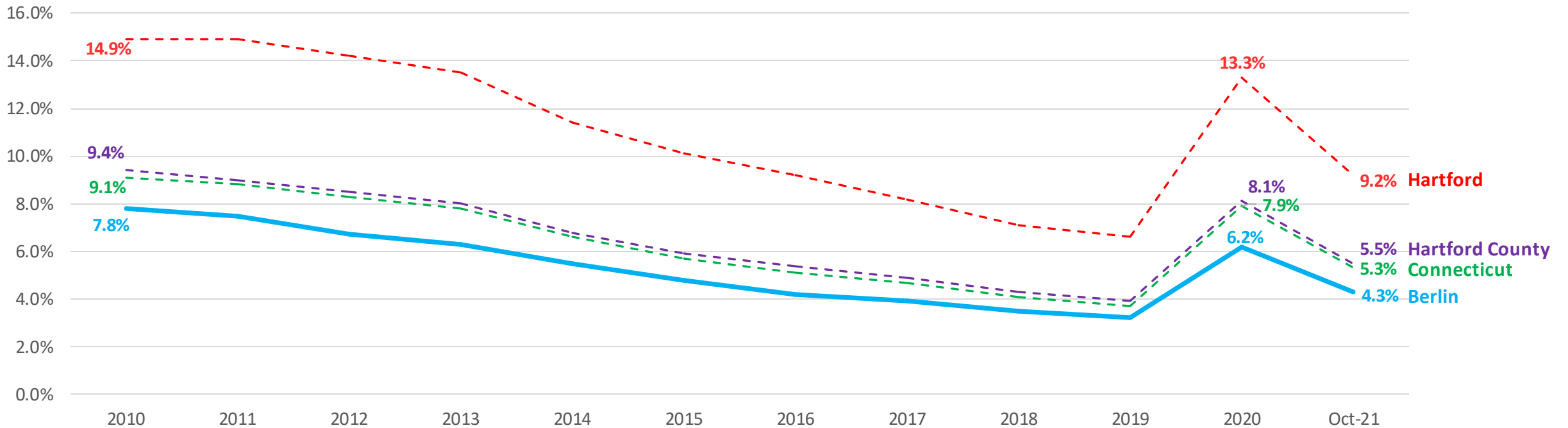
Employment Change, 2010 - 2021



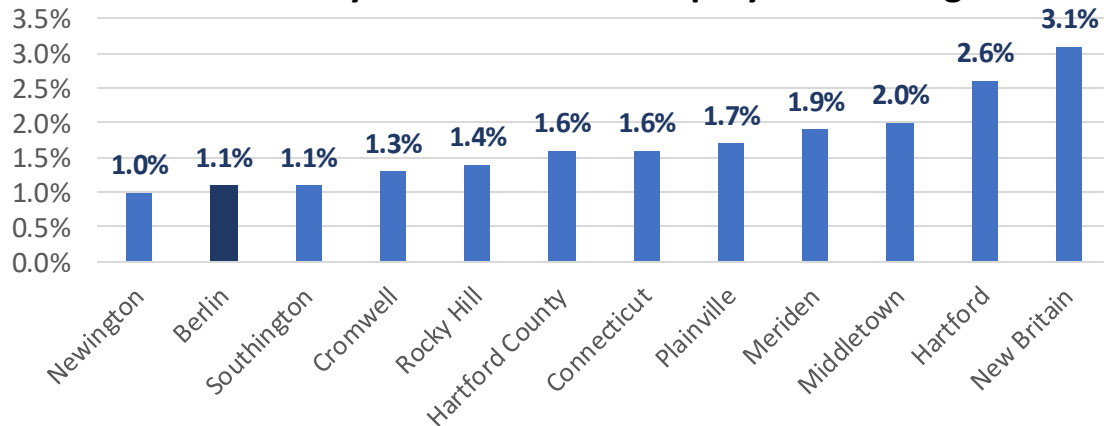
Source: CT DOL, October 2021

- Berlin has experienced stronger employment growth relative to its neighbors as well as Hartford, Hartford County, and the state.
- Employment in Berlin is now 3% higher than in 2010.
  - While employment within Hartford County has remained relatively unchanged since 2010, it has decreased by 0.3% across the state and by 2.2% in the City of Hartford.

# Unemployment



## Pandemic Recovery: 2019 - 2021 Unemployment Change

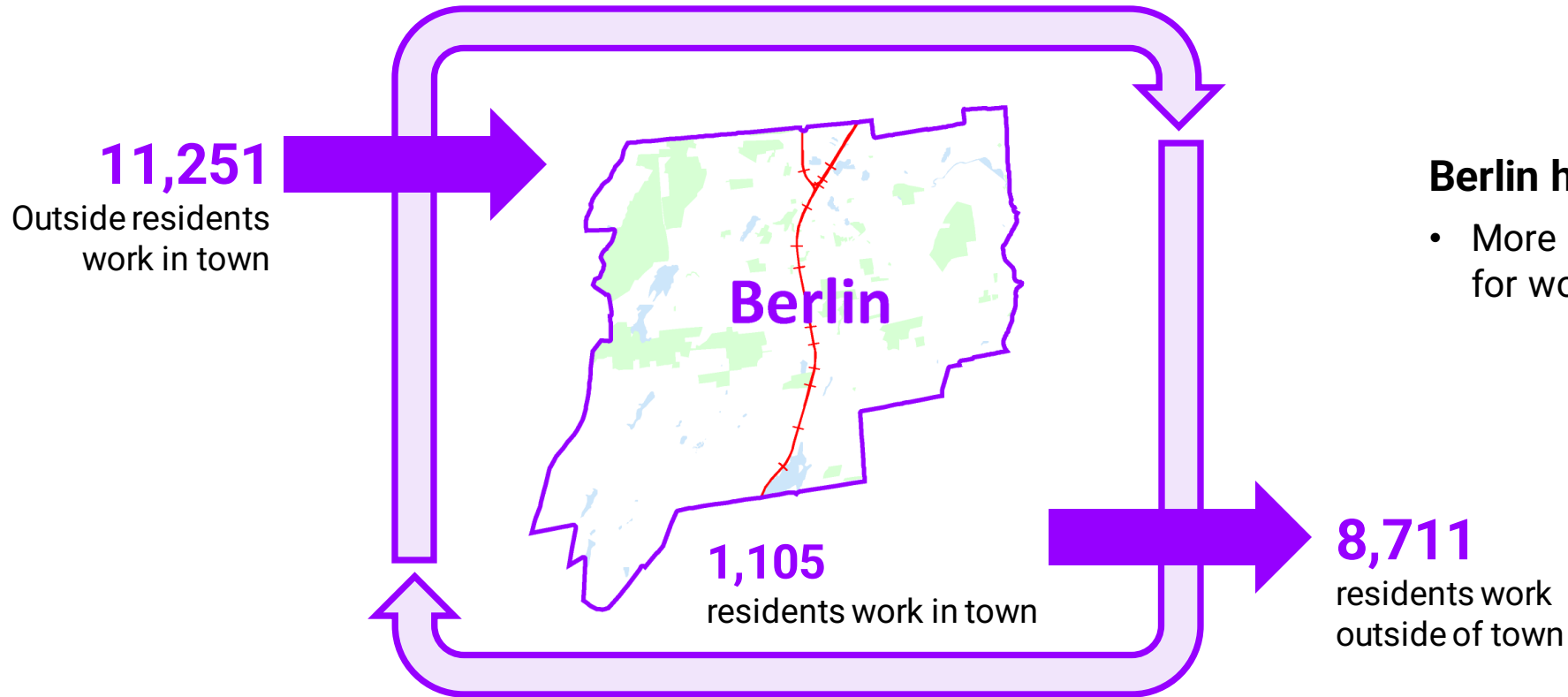


- Berlin's unemployment has remained well below the City of Hartford, the county, and the state over the past decade.
- The town's labor force appears to be among the least affected by the pandemic within the immediate region.
  - Berlin's unemployment is just 1.1% higher in October 2021 than it was 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.

# Commute Flow

## Inflow/Outflow of Workers in Berlin (all jobs)

Source: US Census Bureau OnTheMap 2019



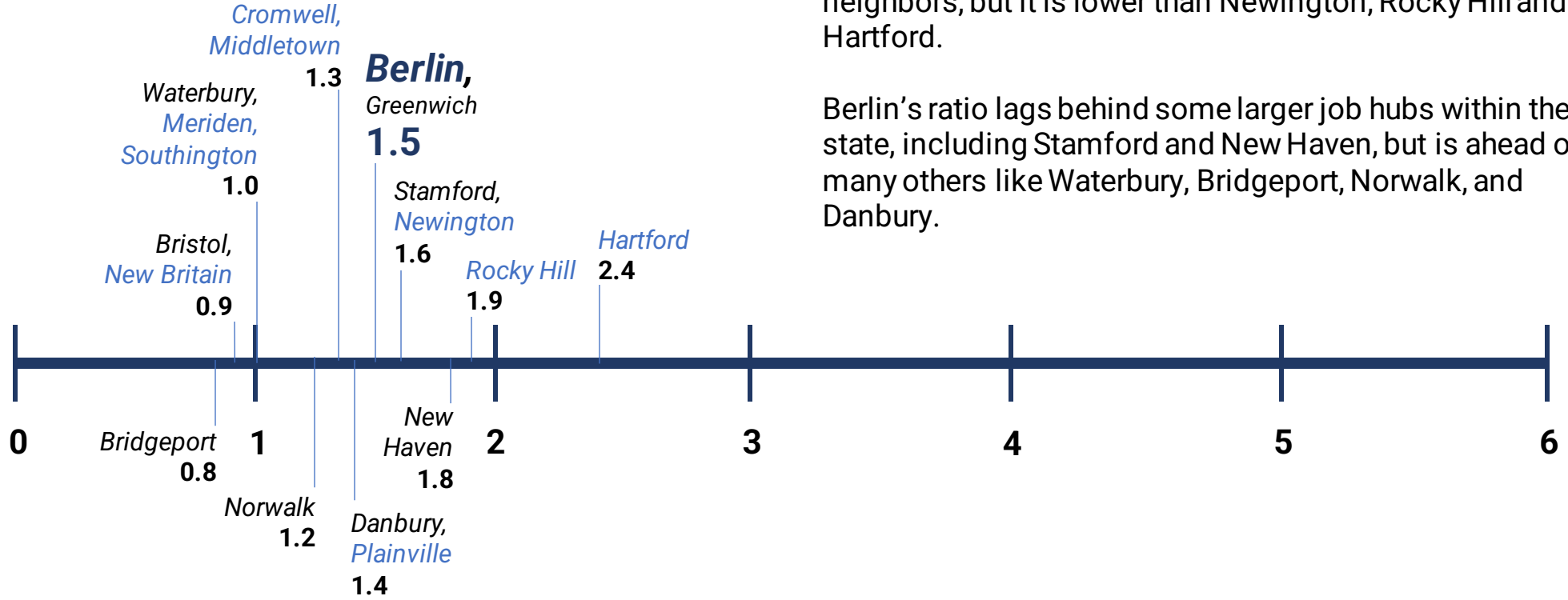
**Berlin has a positive job inflow.**

- More workers come into the town for work than leave on a daily basis.

# Jobs to Housing Balance

Berlin's jobs to housing ratio is in line with the immediate region. The town has a higher ratio than the majority of its neighbors, but it is lower than Newington, Rocky Hill and Hartford.

Berlin's ratio lags behind some larger job hubs within the state, including Stamford and New Haven, but is ahead of many others like Waterbury, Bridgeport, Norwalk, and Danbury.



**JOB TO HOUSEHOLD RATIO**



*Housing Centric Areas*  
More workers commuting out of the area

*Balanced*  
Employment centers with ample housing, balance of land uses

*Jobs Centric Areas*  
More workers commuting into the area

Source: US Census 5-yr ACS 2014 - 2019, US Census LEHD 2019

# Property Taxes

## Tax Rate and Tax Base Trends

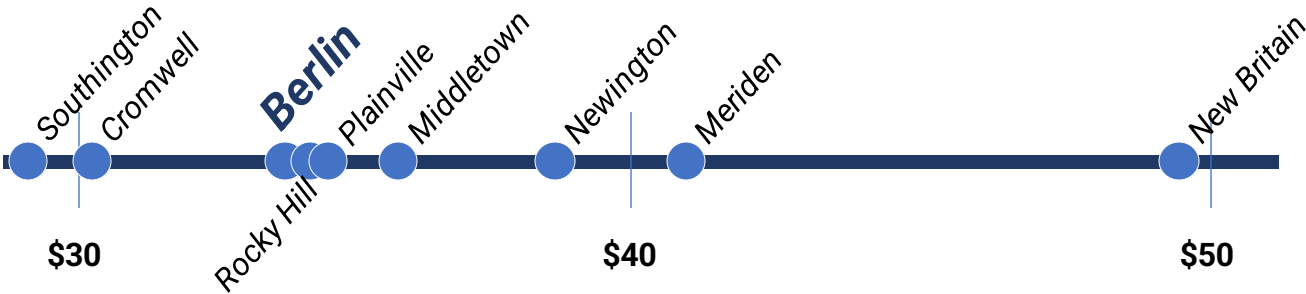
Source: CT Data Center, Grand List by Town, Mill Rates, 2011-2020

	FY 2022 Mill Rate	2020 Share of Real Property		2011-2020 Change	
		Residential	Commercial/Industrial	Residential	Commercial/Industrial
<b>Berlin</b>	<b>\$33.93</b>	<b>76.6%</b>	<b>21.3%</b>	<b>0.2%</b>	<b>0.2%</b>
Cromwell	\$30.33	75.1%	24.8%	-3.8%	4.8%
Meriden	\$40.86	70.2%	23.9%	-0.1%	-1.2%
Middletown	\$35.70	61.1%	28.7%	-9.1%	11.5%
New Britain	\$49.50	69.4%	18.5%	-3.5%	1.7%
Newington	\$38.81	71.7%	24.1%	-1.8%	1.6%
Plainville	\$34.56	69.9%	26.2%	-0.7%	1.3%
Rocky Hill	\$34.10	63.1%	28.6%	-5.9%	2.6%
Southington	\$29.03	82.2%	14.9%	0.1%	0.1%

Berlin has a relatively low tax rate compared to its neighbors, which could be an economic development tool to incentivize businesses to choose to locate in the town. The town’s tax rate is in line with Plainville, Rocky Hill, and Middletown but far lower than Meriden and New Britain.

While Berlin’s share of commercial and industrial property was not as high as some of its neighbors in 2020, recent development activity suggests this number will rise in the future, which could help reduce the tax burden on residents.

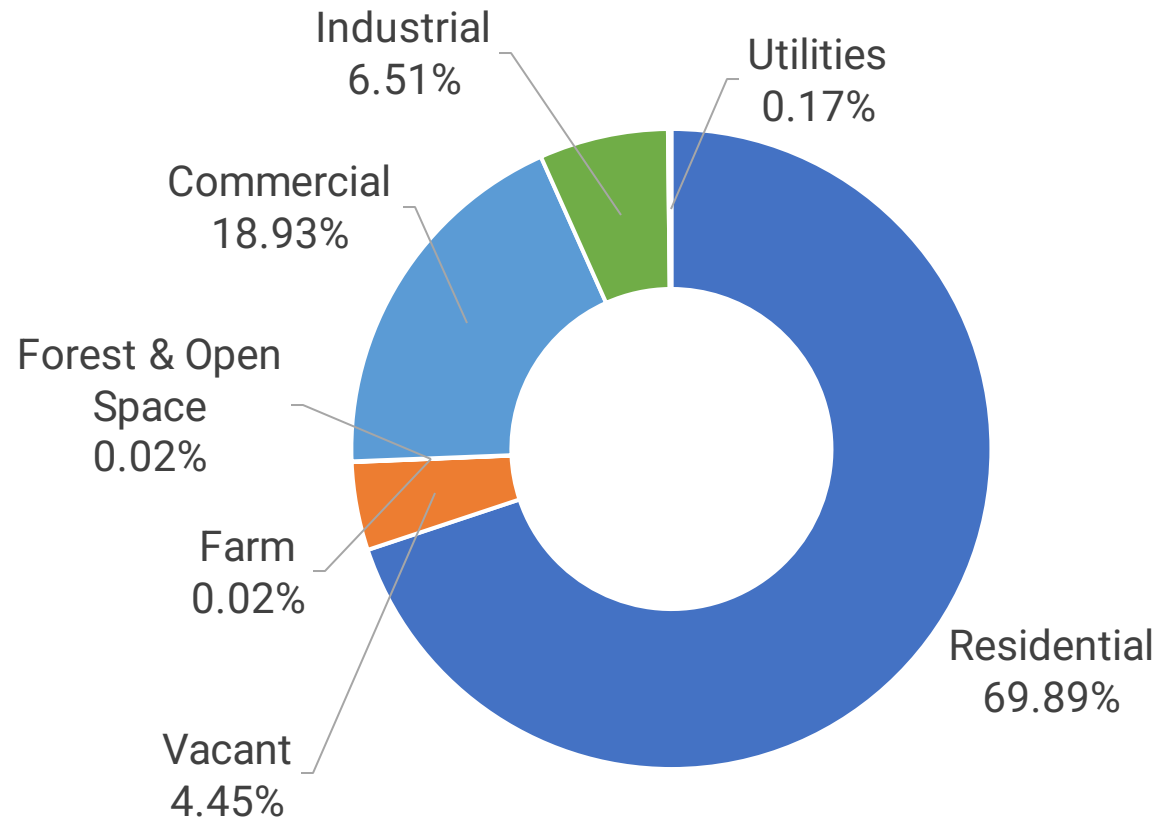
## Mill Rates



# Property Taxes

- The Town's 2021 total assessed value of real property was \$2.1 billion

2021 Berlin Property Tax Base by Assessed Value



Source: Town of Berlin Assessor

# Regional Considerations & Questions

- Berlin's labor force demonstrated strong resiliency relative to neighboring communities throughout the pandemic. How do we continue to successfully grow back lost jobs due to Covid?
- Berlin demonstrates a healthy jobs to household balance and inflow/outflow of workers. How can the town maintain this balance while growing the economy?
- Is Berlin well positioned within the region to attract future employers? What assets should we focus on for future growth?

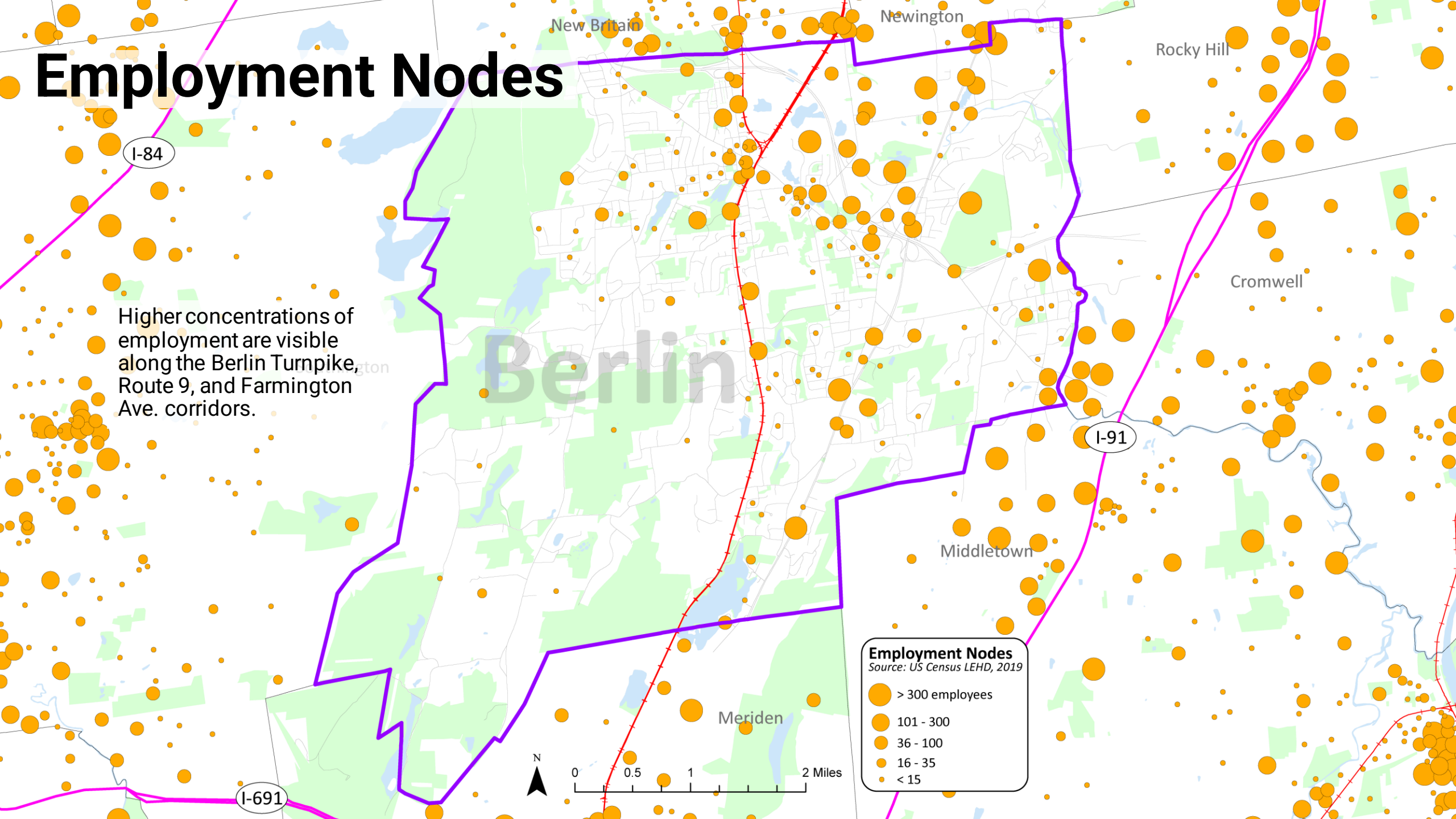
# Local Context - Employment





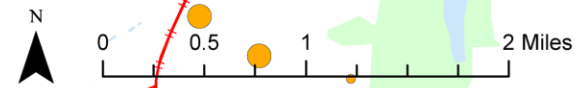
# Employment Nodes

Higher concentrations of employment are visible along the Berlin Turnpike, Route 9, and Farmington Ave. corridors.



**Employment Nodes**  
Source: US Census LEHD, 2019

- > 300 employees
- 101 - 300
- 36 - 100
- 16 - 35
- < 15



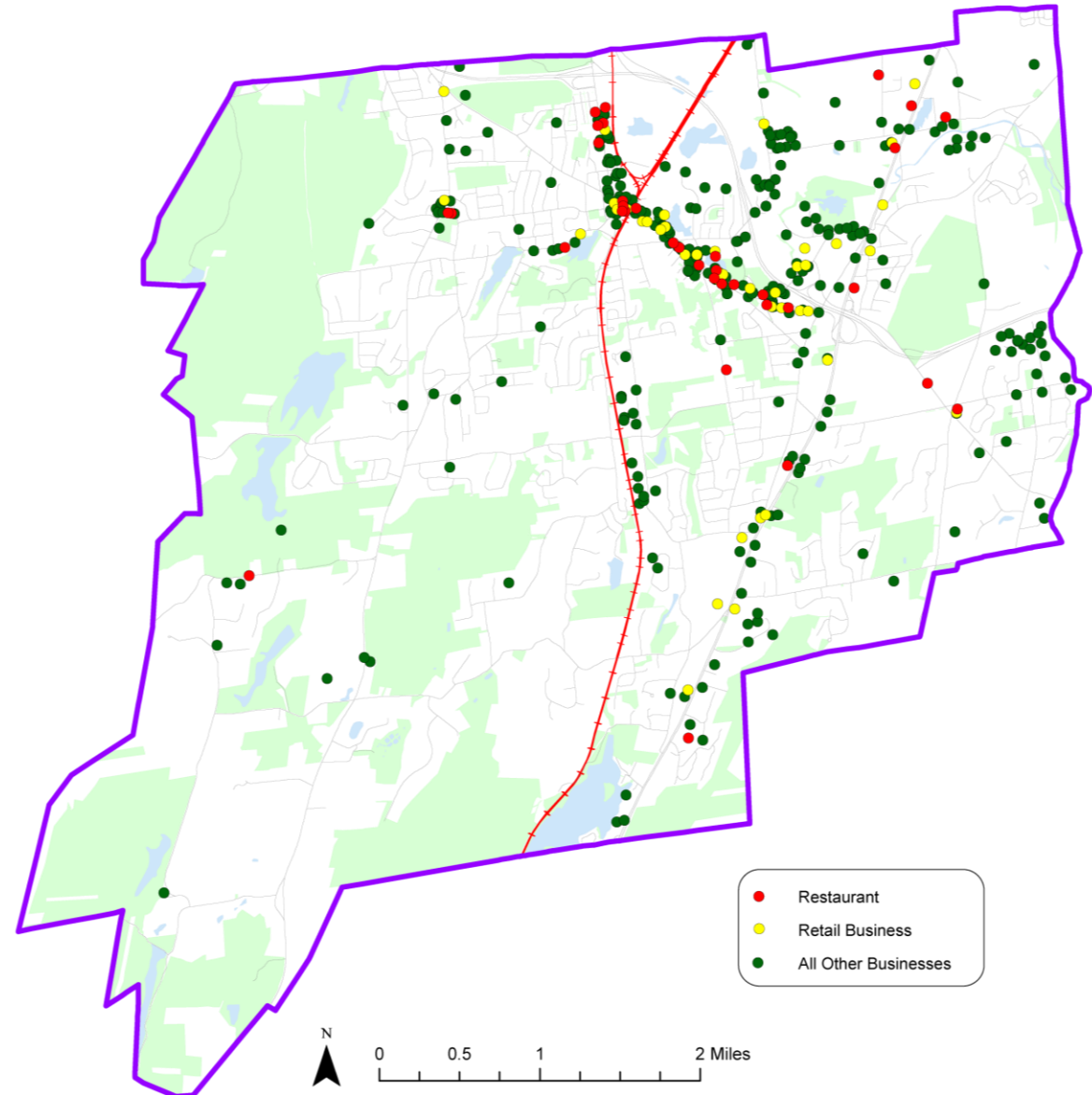
# All Businesses

According to the town's business list, prepared by the Economic Development Department, the strongest commercial corridor is clearly along Farmington Ave., which boasts the highest concentration of businesses in town. This is where most restaurant and retail businesses are located. The Berlin Turnpike is also an active, more auto-focused, retail corridor that is also home to some larger businesses.

## Types of Businesses

Source: Town of Berlin Economic Development Department, Business List, 2021

Type	Businesses	Share
Industrial	95	18.2%
Construction/Home Services	66	12.6%
Personal Services	58	11.1%
Health Care	57	10.9%
Retail	52	10.0%
Restaurant/Coffee Shop/Brewery	47	9.0%
Professional Services	40	7.7%
Auto Related	35	6.7%
Other	29	5.6%
Recreational	25	4.8%
Agriculture	11	2.1%
Bank	7	1.3%
<b>Total</b>	<b>522</b>	<b>100%</b>



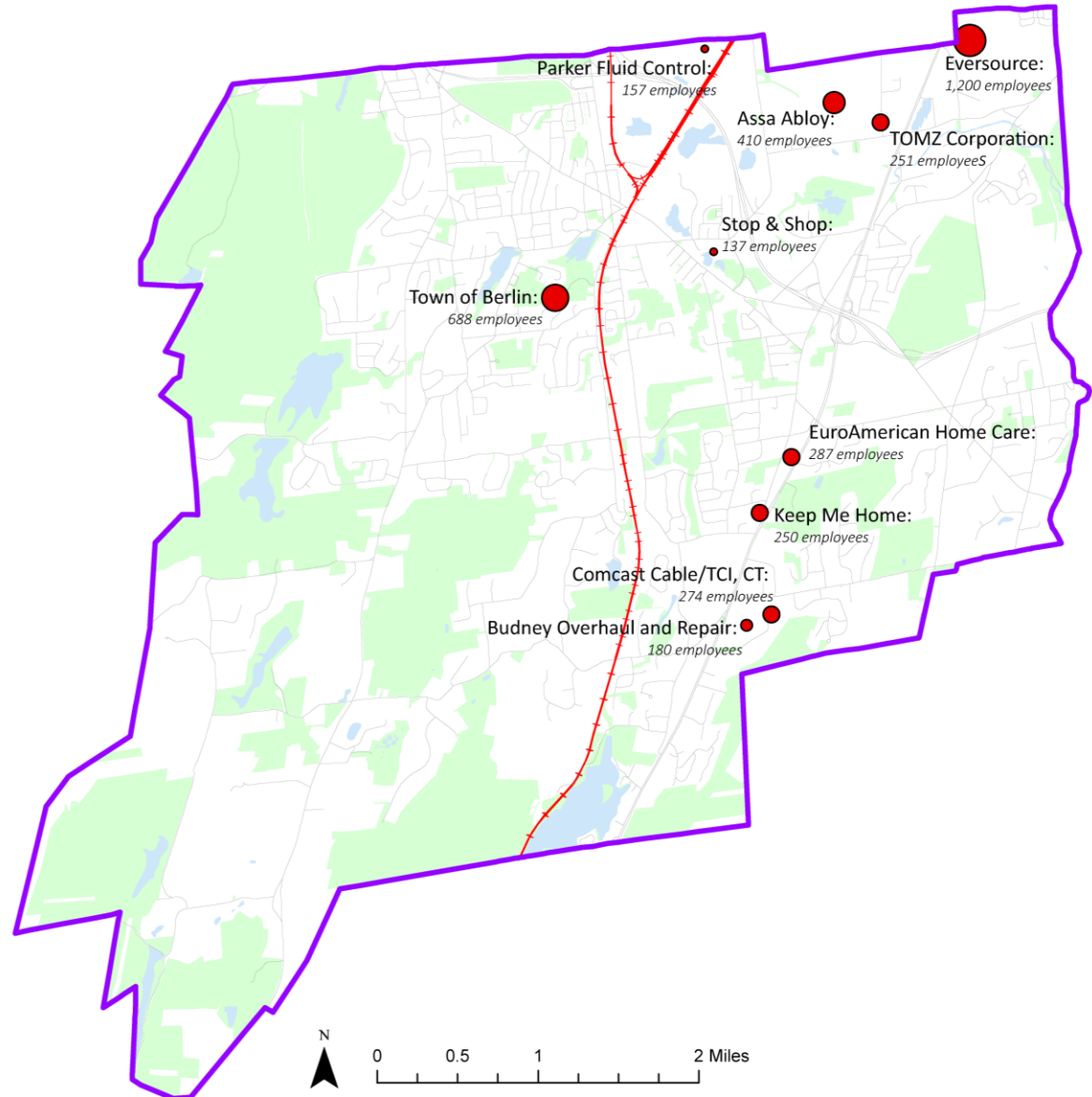
# Top 10 Employers

## Top Employers

Source: Town of Berlin Economic Development Department, 2021

	Company	Industry	Employees	Share of Town Employment
1	Eversource (formerly Northeast Utilities)	Electric Power Generation	1,200	11.62%
2	Town of Berlin	Government	688	6.66%
3	Assa Abloy	Hardware Manufacturing	410	3.97%
4	EuroAmerican Home Care	Home Health Care Services	287	2.78%
5	Comcast Cable/TCI, CT	Cable and Other Subscription Programming	274	2.65%
6	TOMZ Corporation	Industrial & Commercial Machinery & Equipment Mfg	251	2.43%
7	Keep Me Home	Pet Supplies Stores	250	2.42%
8	Budney Overhaul and Repair	Appliance Repair and Maintenance	180	1.74%
9	Parker Fluid Control	Instrument Manufacturing	157	1.52%
10	Stop & Shop	Grocery Stores	137	1.33%
			<b>3,834</b>	<b>37.14%</b>

- 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.



# Employment by Industry

**Manufacturing is the largest industry in Berlin, accounting for 19% of the City's jobs in 2021**

- Industrial uses are clearly important to Berlin's economy, as the Manufacturing, Transportation & Warehousing, Construction, and Wholesale Trade industries are all among the town's top 8 industries by employment in 2021.
  - All industries that encompass heavy commercial and industrial use businesses.

## Berlin's Total Employment by Industry

Source: EMSI, 2021

NAICS	Description	2021 Jobs	% Share
31	Manufacturing	1,992	19%
62	Health Care and Social Assistance	1,401	14%
44	Retail Trade	1,325	13%
90	Government	1,255	12%
48	Transportation and Warehousing	753	7%
23	Construction	695	7%
54	Professional, Scientific, and Technical Services	521	5%
42	Wholesale Trade	504	5%
81	Other Services (except Public Administration)	420	4%
72	Accommodation and Food Services	286	3%
22	Utilities	258	2%
56	Administrative and Support and Waste Management and Remediation Services	240	2%
71	Arts, Entertainment, and Recreation	223	2%
52	Finance and Insurance	181	2%
51	Information	116	1%
61	Educational Services	82	1%
53	Real Estate and Rental and Leasing	80	1%
11	Agriculture, Forestry, Fishing and Hunting	41	<1%
21	Mining, Quarrying, and Oil and Gas Extraction	0	<1%
55	Management of Companies and Enterprises	0	<1%
99	Unclassified Industry	0	<1%
<b>Total</b>		<b>10,371</b>	<b>100%</b>

# Resident vs Town Workforce

The town is home to a higher share of workers in industries that cater to heavy commercial and industrial activity.

- **Manufacturing:** 12.5% of residents work in this industry; 21.7% of Berlin jobs were in this industry in 2019.
- **Transportation & Warehousing:** 2.5% of residents work in this industry compared to 5.3% of Berlin jobs.
- **Wholesale Trade:** 4.6% of residents work in this industry compared to 5.1% of Berlin jobs.

The town's workforce significantly lags the resident workforce in two typically high-paying white-collar industries:

- Finance & Insurance
- Professional, Scientific, & Technical Services

The town's workforce significantly lags the resident workforce in the Educational Services and Health Care industries as well.

NAICS	Description
11	Agriculture, Forestry, Fishing and Hunting
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31	Manufacturing
42	Wholesale Trade
44	Retail Trade
48	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administration & Support, Waste Management and Remediation
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (excluding Public Administration)
90	Public Administration
11	Agriculture, Forestry, Fishing and Hunting

Berlin Resident Jobs	
Jobs	Share
10	0.1%
2	0.0%
51	0.6%
448	4.9%
1,148	12.5%
418	4.6%
844	9.2%
230	2.5%
210	2.3%
718	7.8%
86	0.9%
612	6.7%
250	2.7%
386	4.2%
943	10.3%
1,378	15.1%
140	1.5%
493	5.4%
291	3.2%
496	5.4%
10	0.1%
<b>9,154</b>	<b>100%</b>

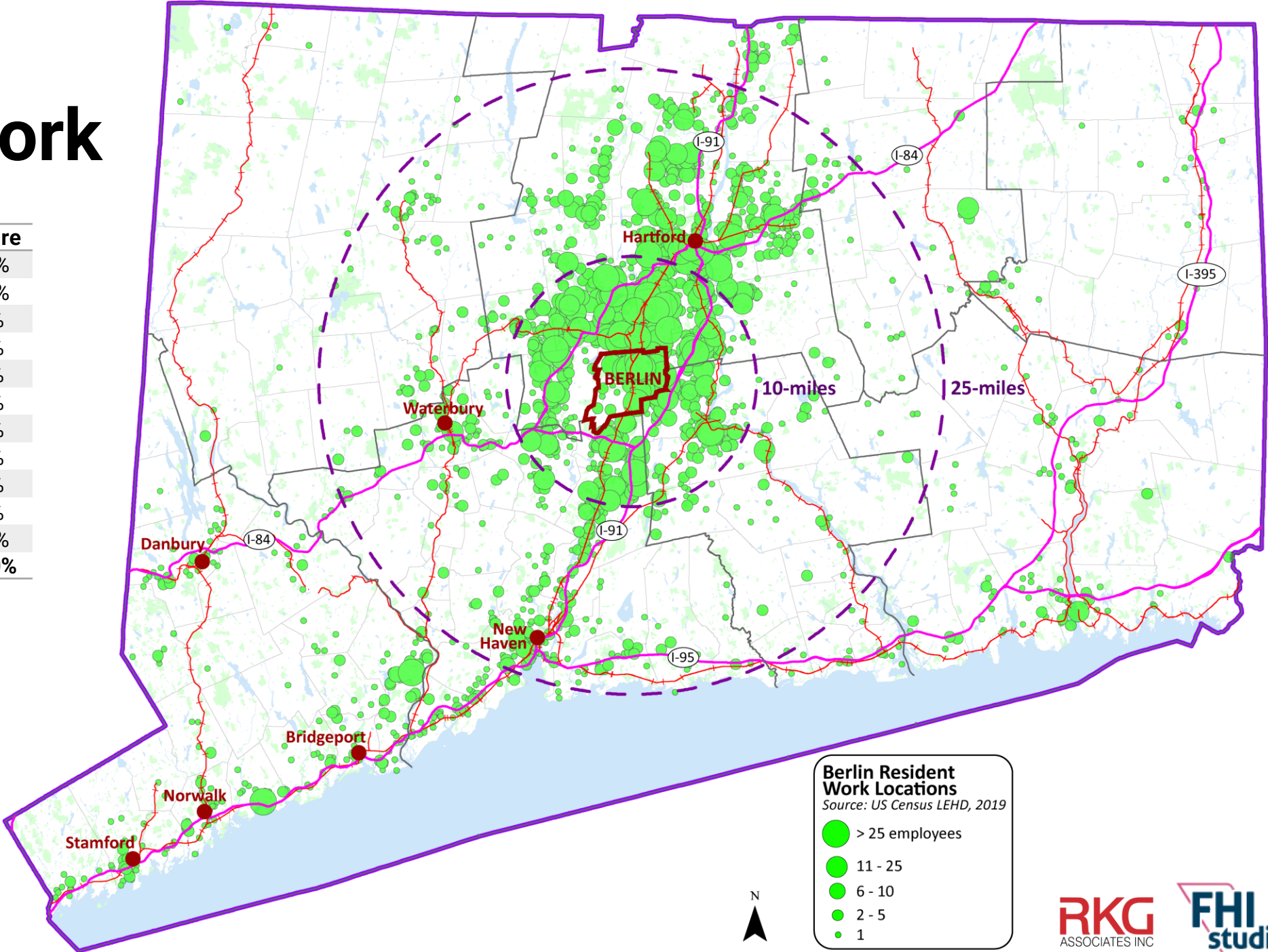
Jobs in Berlin	
Jobs	Share
8	0.1%
0	0.0%
20	0.2%
667	5.8%
2,487	21.7%
588	5.1%
1,042	9.1%
603	5.3%
529	4.6%
265	2.3%
51	0.4%
480	4.2%
1,513	13.2%
483	4.2%
236	2.1%
1,249	10.9%
116	1.0%
537	4.7%
407	3.5%
186	1.6%
8	0.1%
<b>11,467</b>	<b>100%</b>

# Where Residents Work

Town	# Jobs	% Share
Hartford	1,076	11.8%
Berlin	1,021	11.2%
New Britain	719	7.9%
Farmington	512	5.6%
Newington	458	5.0%
Middletown	341	3.7%
Meriden	332	3.6%
East Hartford	295	3.2%
West Hartford	293	3.2%
Rocky Hill	287	3.1%
All other locations	3,820	41.7%
	<b>9,154</b>	<b>100.0%</b>

**Most Berlin residents have short commutes to their primary job.**

- Over half of working residents commute less than 10 miles to work (56%), with the highest concentration of resident jobs to the north in Hartford and the towns in between.

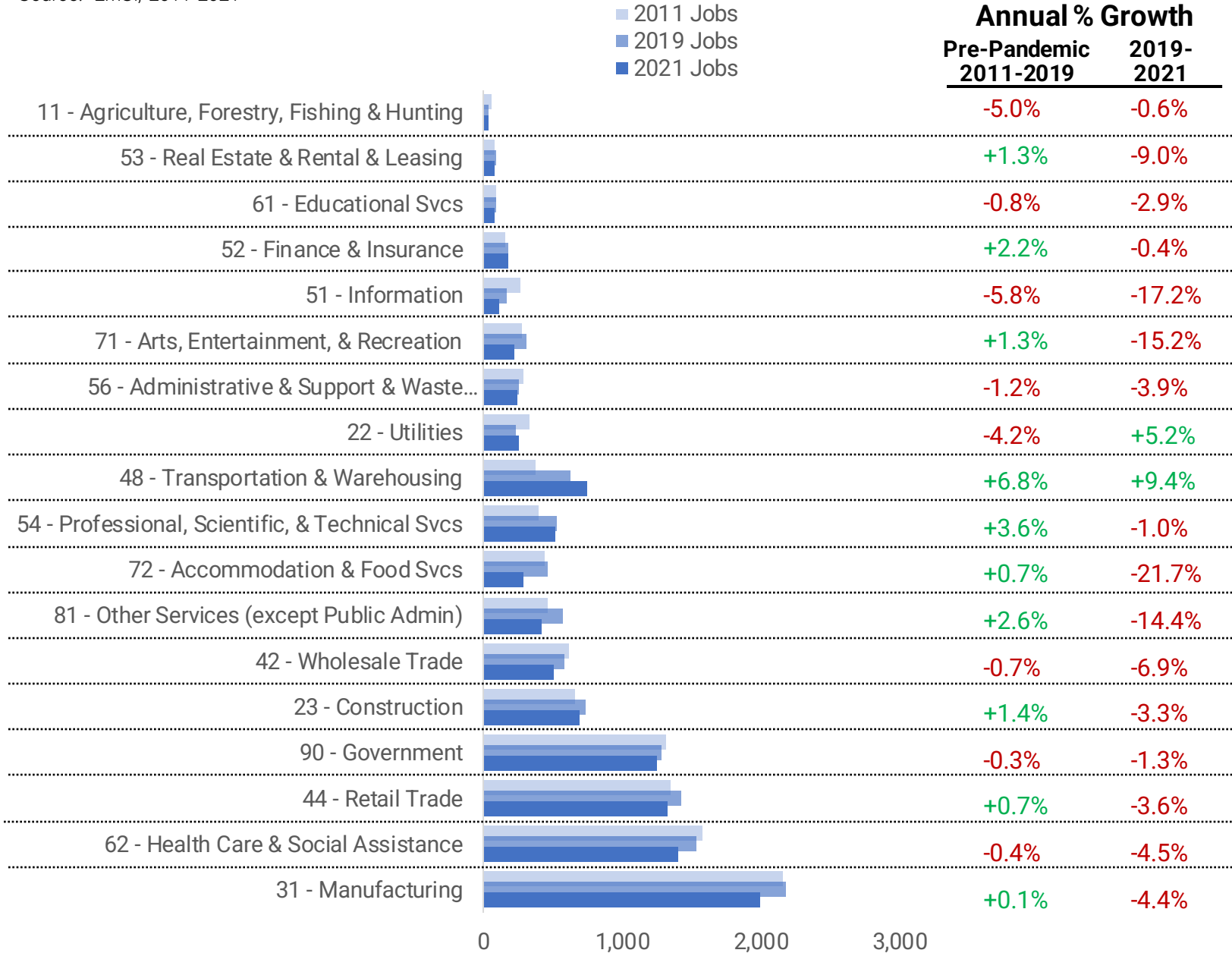


**Berlin Resident Work Locations**  
 Source: US Census LEHD, 2019

- > 25 employees
- 11 - 25
- 6 - 10
- 2 - 5
- 1

# Berlin's Employment Change

Source: EMSI, 2011-2021

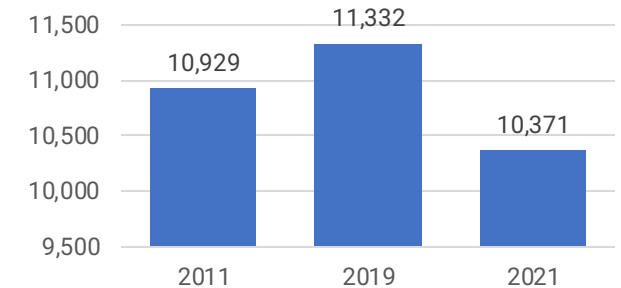


Annual % Growth	
Pre-Pandemic 2011-2019	2019-2021
-5.0%	-0.6%
+1.3%	-9.0%
-0.8%	-2.9%
+2.2%	-0.4%
-5.8%	-17.2%
+1.3%	-15.2%
-1.2%	-3.9%
-4.2%	+5.2%
+6.8%	+9.4%
+3.6%	-1.0%
+0.7%	-21.7%
+2.6%	-14.4%
-0.7%	-6.9%
+1.4%	-3.3%
-0.3%	-1.3%
+0.7%	-3.6%
-0.4%	-4.5%
+0.1%	-4.4%

## 10 Industries were growing in Berlin prior to the pandemic. 2 have grown since 2019.

- Manufacturing remains the town's leading industry by a wide margin
- Growth in the Transportation & Warehousing industry has intensified since the start of the pandemic, which comes as no surprise with the continued national rise in ecommerce activity.
- The Retail industry appears to have recovered from the economic effects of the pandemic much faster than the Accommodation & Food Services industry (down 3.6% and 21.7% per year respectively).
- Finance & Insurance and Professional, Scientific & Technical Services jobs were increasing at a healthy rate prior to the pandemic (2.2% and 3.6% annually).
  - These are typically higher paying white collar jobs
  - Professional, Scientific & Technical Services was the second fastest growing industry in Berlin from 2011 to 2019, behind only Transportation & Warehousing. It is now the 7<sup>th</sup> largest industry in Berlin.

### Total Employment Change



# Location Quotient (Berlin in relation to Hartford County)

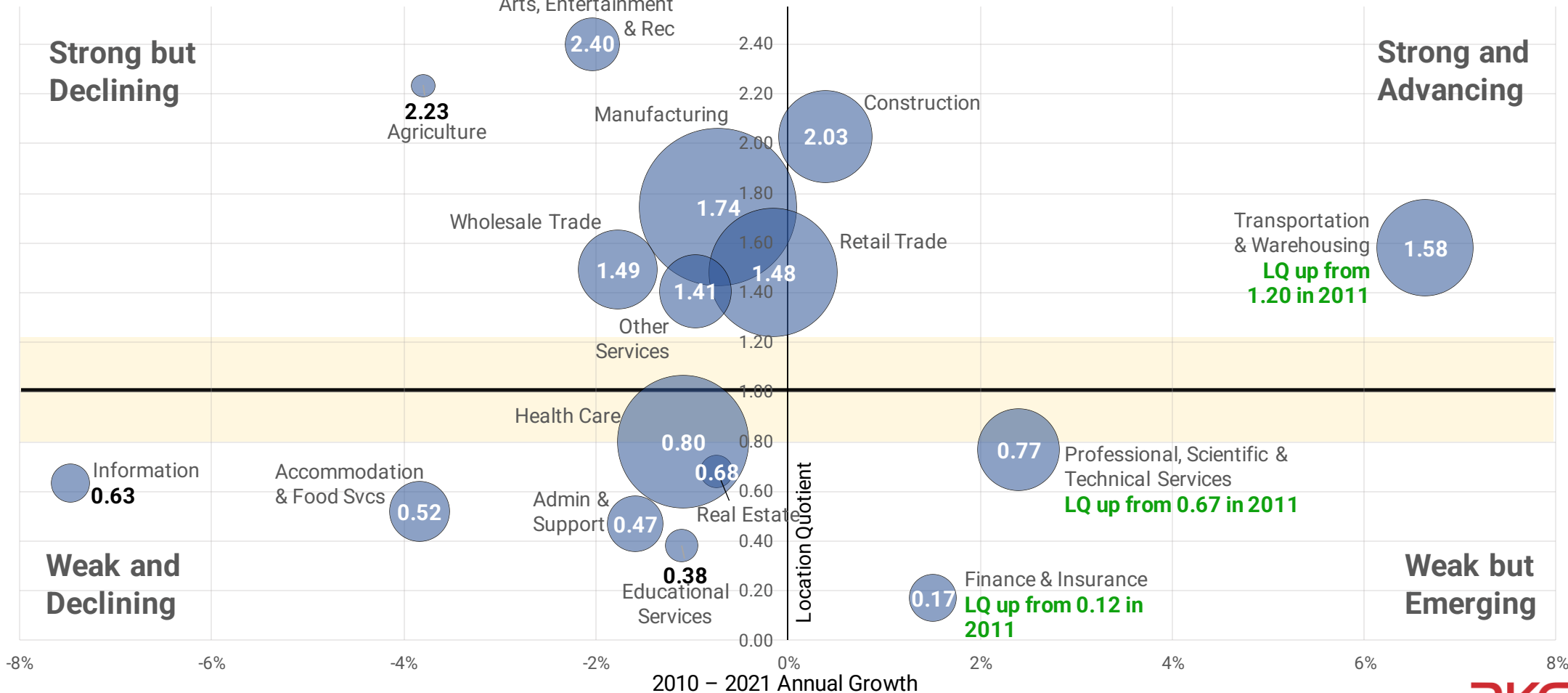
Source: RKG Associates, EMSI, 2011-2021

A location quotient is a metric used to highlight a local economy's strengths and weaknesses in comparison to a larger economic region.

- < 0.8 indicates an under-represented within an industry.
- 0.8 - 1.2 indicates employment is in line with the larger region.
- > 1.2 indicates specialization for the area within the region.

Size of circle represents relative 2021 employment

A number of Berlin's industries are clear leaders within Hartford County, including Arts & Entertainment, Manufacturing, Retail, Construction, and Transportation & Warehousing. Berlin's Professional, Scientific & Technical Services and Finance & Insurance industries are also emerging, with strong growth over the past decade and increasing location quotients. The town can continue to foster these industries to bring more high paying jobs into town and create a specialization within the region.





# Top Employment Sectors

## 3 of the top 10 6-digit industry sectors in Berlin are Manufacturing related.

- Skilled nursing care facilities rank as the top industry sector in town, employing over 800 people.
  - This encompasses 58% of Berlin's healthcare jobs.
- The top 3 Manufacturing sectors (machine tool, mechanical power transmission equipment, and machine shops) combine to employ 820 people, representing 41% of the industry employment.

## Berlin's Top 10 Industry Sectors (6-digit NAICS)

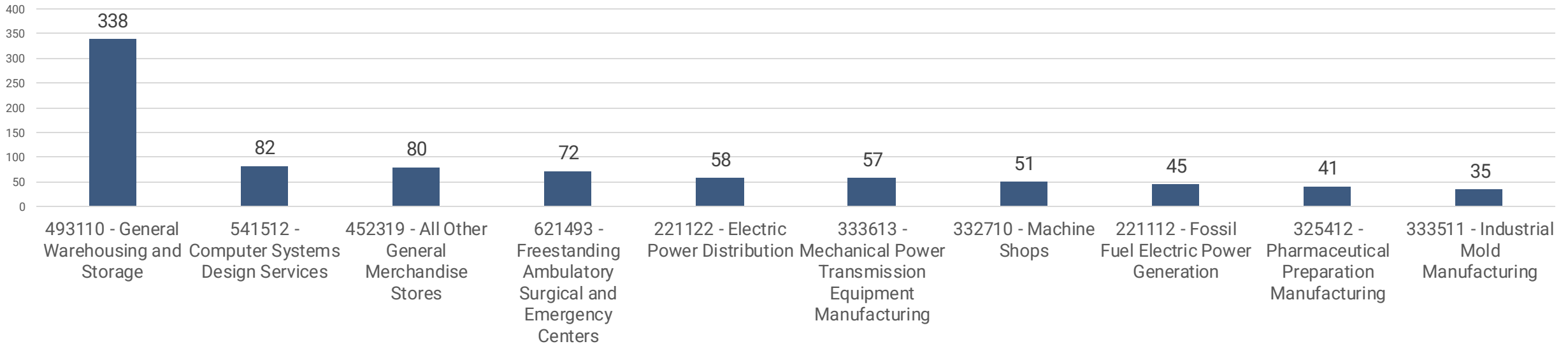
Source: EMSI, 2021

NAICS	Description	2021 Jobs	2011 - 2021 % Change
623110	Nursing Care Facilities (Skilled Nursing Facilities)	809	-24.5%
493110	General Warehousing and Storage	611	124.3%
902999	State Government, Excluding Education and Hospitals	527	-4.5%
903611	Elementary and Secondary Schools (Local Government)	369	-3.7%
333517	Machine Tool Manufacturing	307	-9.9%
333613	Mechanical Power Transmission Equipment Manufacturing	292	24.4%
903999	Local Government, Excluding Education and Hospitals	271	-9.1%
722511	Full-Service Restaurants	228	-28.9%
332710	Machine Shops	221	29.8%
445110	Supermarkets and Other Grocery (except Convenience) Stores	187	-8.1%

# Employment Sector Growth

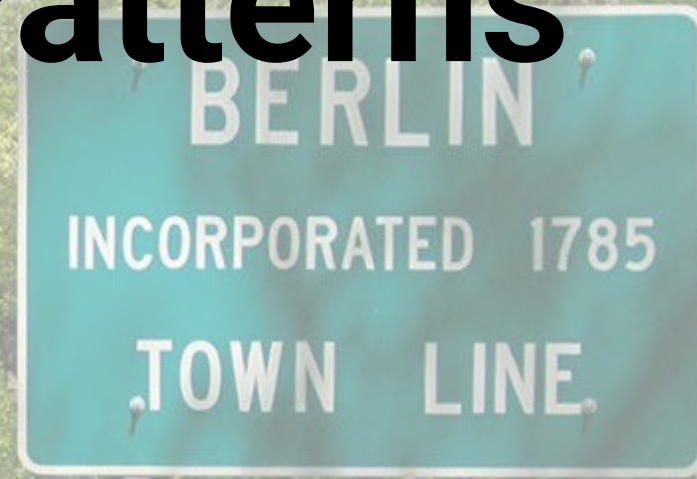
## Berlin's Top 10 Growth Sectors (6-digit NAICS)

Source: EMSI, 2011-2021



- The general warehousing and storage sector has experienced significant growth in Berlin, adding 338 jobs since 2011, more than 4 times the amount seen in the next leading growth sector.
  - This sector is the reason for the Transportation & Warehousing industry's strong continued growth over the past decade, accounting for 89% of the industry's 381 net new jobs since 2011.
  - It has helped the industry rise from employing 372 people in Berlin in 2011, to 753 today. It is now the town's 5<sup>th</sup> leading industry.
- The computer systems design services sector is the second fastest growing industry sector, adding 82 jobs since 2011. This is boosting the Professional, Scientific & Technical Services industry growth within Berlin.
- 4 of the top 10 growth sectors are in Manufacturing, including the highly specialized and high-paying pharmaceutical preparation manufacturing sector, which serves New England's growing Life Sciences industry cluster.

# Local Context – Development Patterns



# Commercial & Industrial Zoning

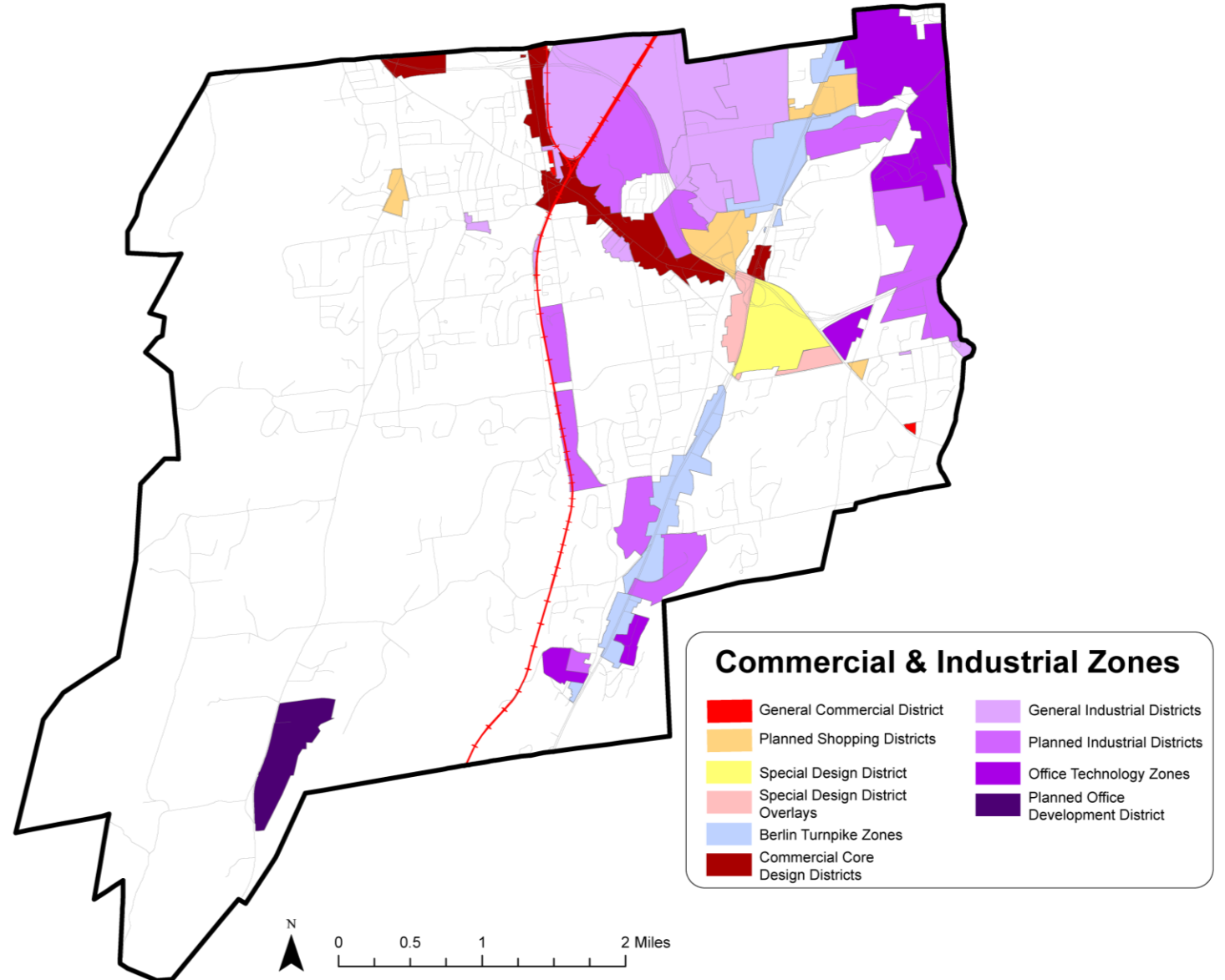
- Berlin's Commercial districts are focused around the Farmington Ave. corridor and the Berlin Turnpike.
- The industrial zones are primarily in the northeastern section of town, with a few running along the rail line and surrounding the commercial districts along the southern portion of the Berlin Turnpike.

## New Development Opportunities

3 categories:

- Targeted Economic Development areas (supporting development where existing infrastructure and systems are already in place.)
- Vacant Land (limited supply and existing constraints)
- Redevelopment of existing older Commercial & Industrial properties

*Gaps with what the market demands and what zoning currently allows will be examined at a later stage of the POCD.*



# Commercial & Industrial Inventory

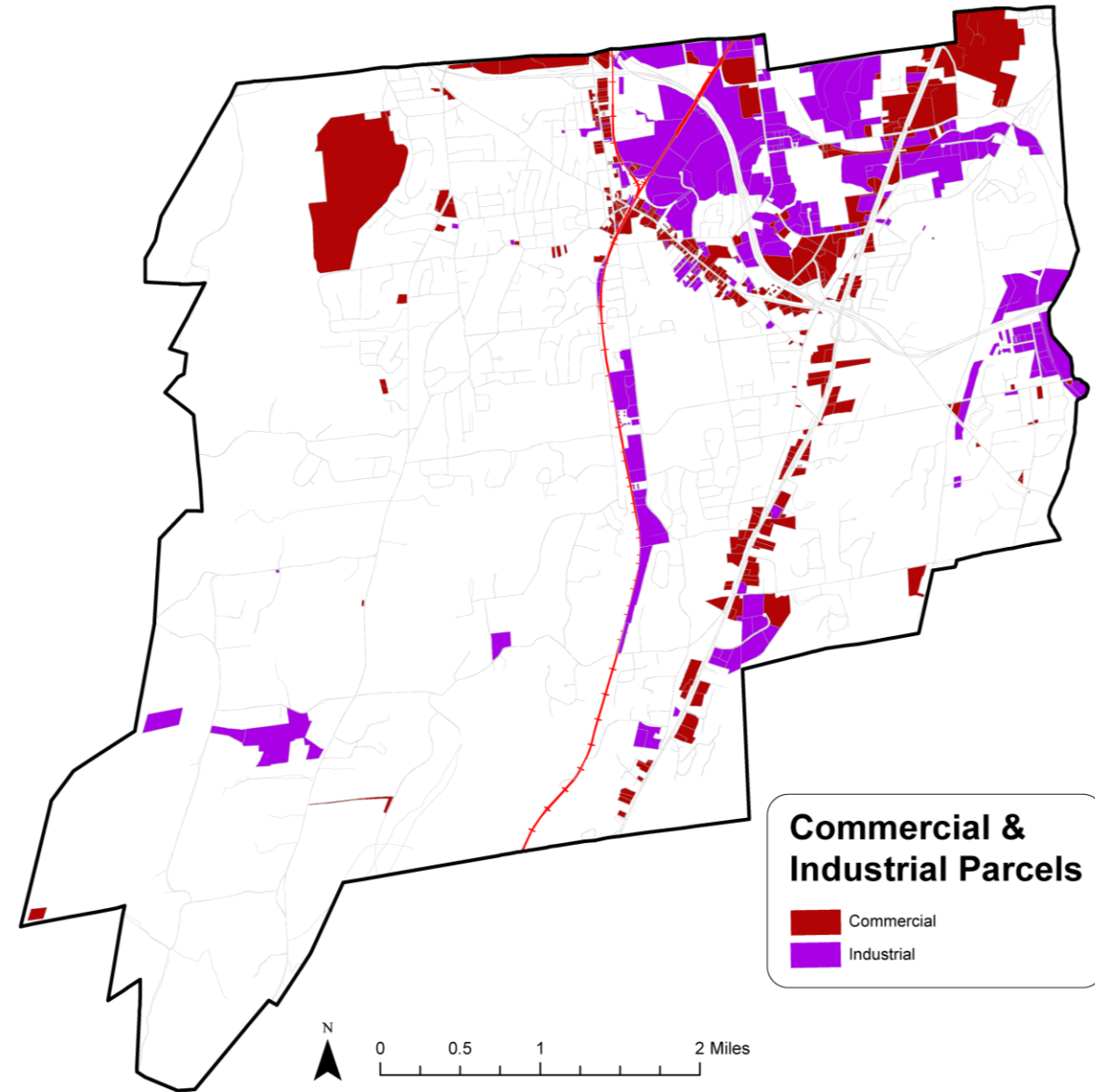
## Details by Land Use

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
	<b>400</b>	<b>969</b>	<b>\$374,371,713</b>	<b>\$935,929</b>	<b>\$386,339</b>	<b>\$12,702,432</b>	<b>\$31,756</b>
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



# Top 10 Taxpayers

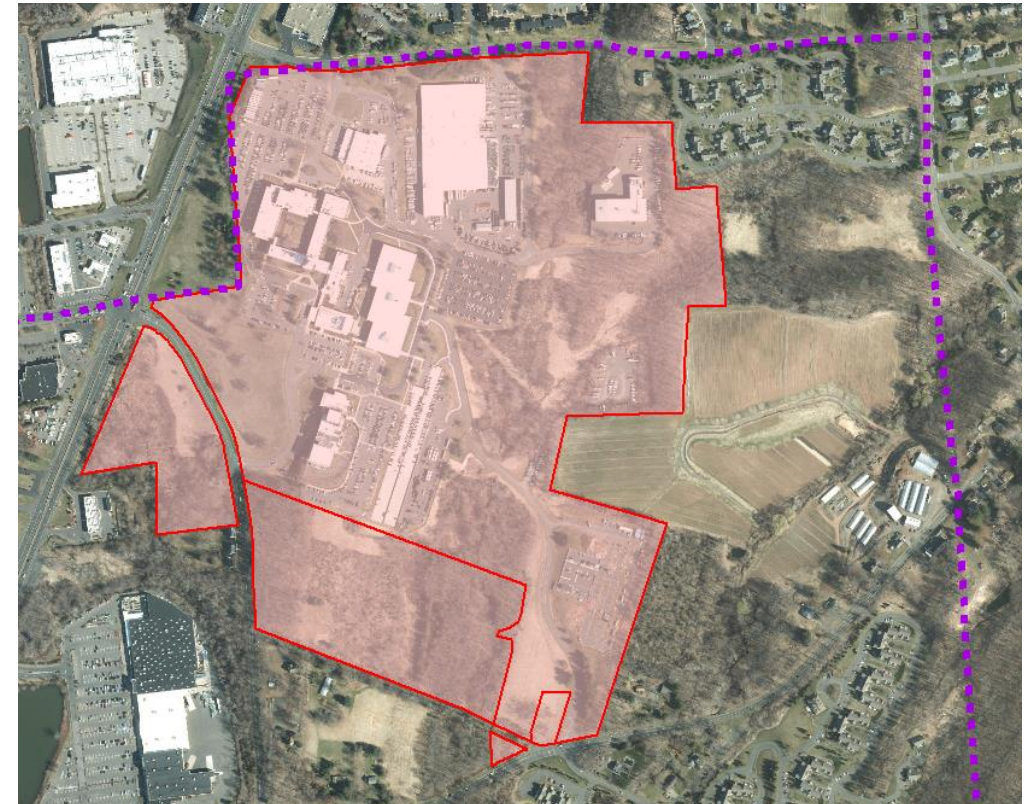
## Principal Taxpayers

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%
		<b>\$339,769,713</b>	<b>14.33%</b>

## 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 assessors 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.

# 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.**



# Industrial Market

Connecticut's industrial market has remained strong throughout the pandemic, in large part because of the continued strength of e-commerce and its reliance on large industrial distribution and warehousing facilities.

- Prices of available industrial spaces within Berlin range from \$2 to \$8 on Loopnet, an online commercial listings website. \$6/sf appears to be achievable within the Berlin industrial market, with several current listings at this price.
- Over the next 12 months, Newmark projects statewide inventory to increase, vacancy to decrease, absorption to increase, and construction activity to increase.

## Hartford-West Hartford-East Hartford Industrial Market

Source: National Association of Realtors, Q1 2021 Commercial Real Estate Metro Market Report

Total Inventory (SF)	New Leasing Volume (SF)	Under Construction (SF)	Vacancy Rate	Asking Rent (\$/SF)	Net Absorption (SF)
94,500,000	1,620,000	800,000	4.7%	\$5.50	(260,000)

## Regional Market Activity

Source: Newmark Q4 2020 Industrial Market Report

### Build-to-Suite

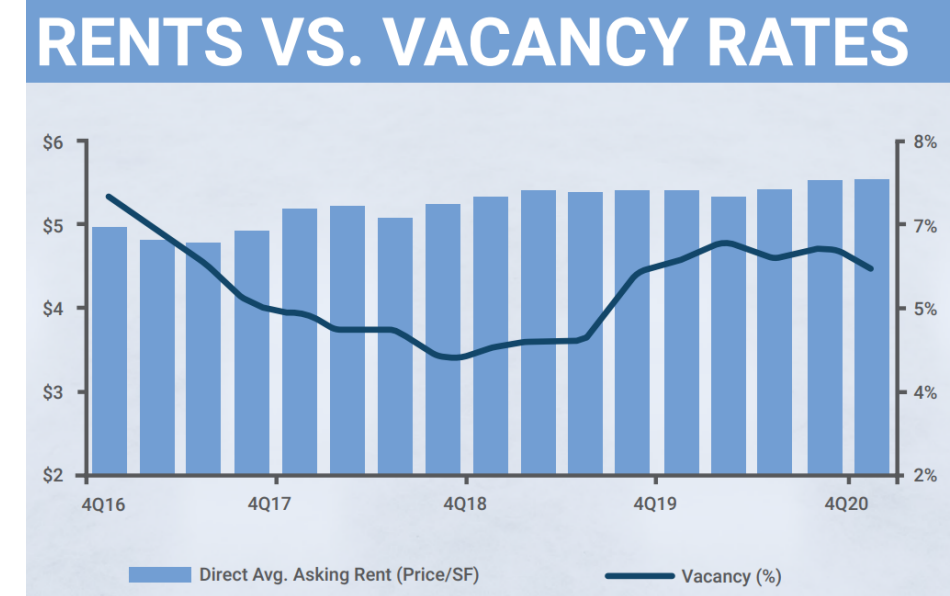
- Enfield:* Agri-Mark; 266K SF food-grade building; 2021
- Plainville:* Ahold Delhaize; 250K SF multi-story freezer building; mid 2022
- Windsor:* Amazon; 1M+ SF multi-story distribution center; 2021
- South Windsor:* Amazon; 182K SF building; 2021
- East Windsor:* Parksite; 150K SF building; 2021

### Leases

- Windsor:* Amazon; 170K SF
- Orange:* Amazon; 138K SF  
Amazon; 129K SF
- Bloomfield:* Home Depot; 449K SF
- Waterbury:* Drew Marine; 105K SF
- Putnam:* Turning Point Energy; 65K SF

## Connecticut/Western Massachusetts Industrial Market

Source: Newmark Q4 2020 Industrial Market Report

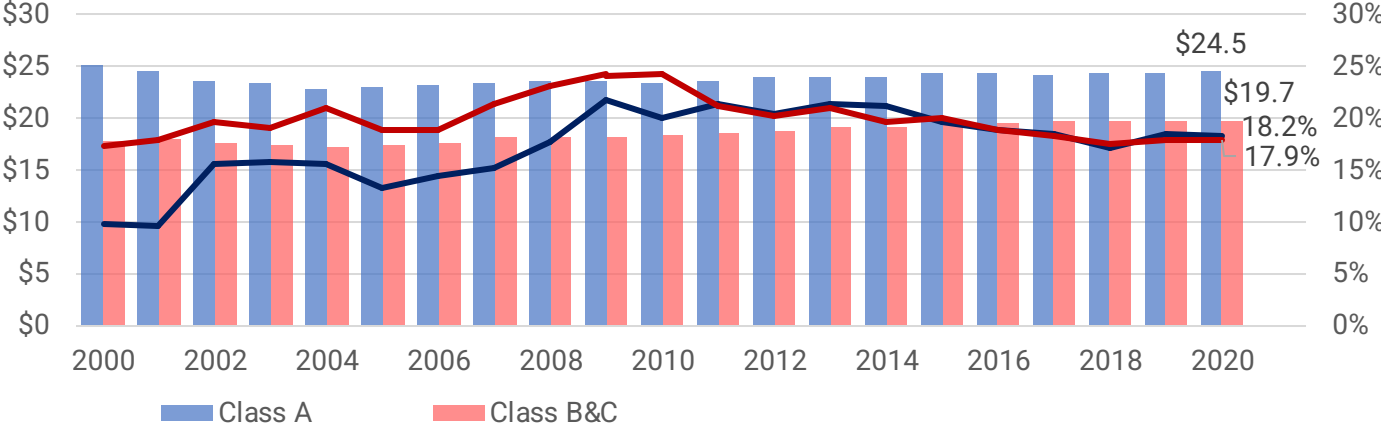




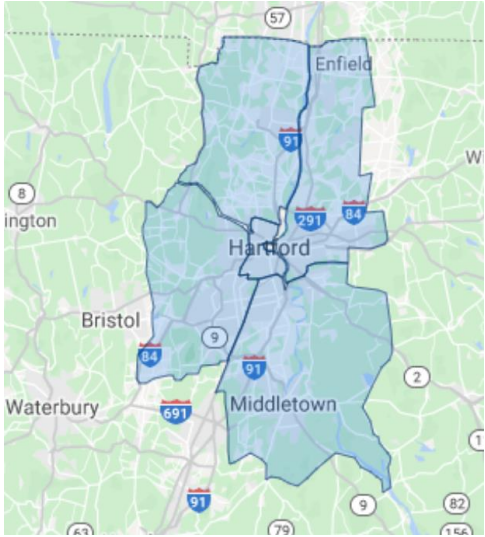
# Commercial Market

## Office

Source: REIS 2000 – 2020, Hartford Submarket

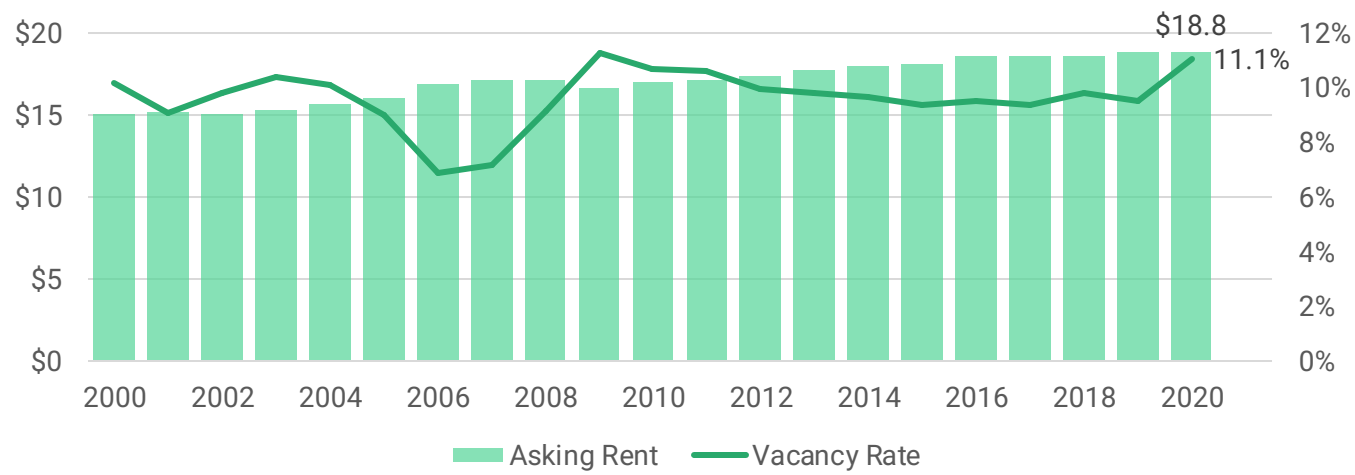


REIS Hartford Submarket: Office

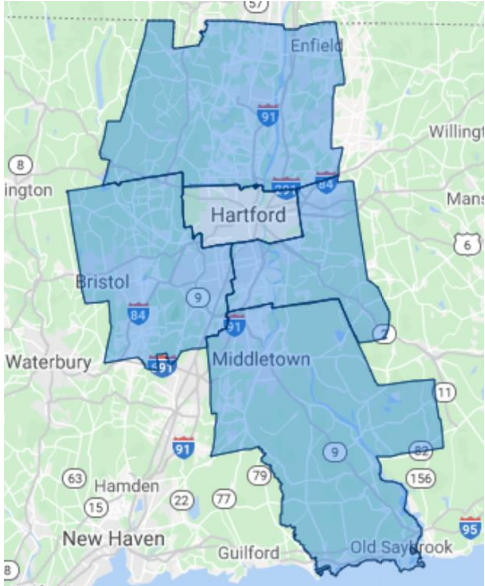


## Retail

Source: REIS 2000 – 2020, Hartford Submarket



REIS Hartford Submarket: Retail



# Local Considerations & Questions

- What industries and jobs should Berlin focus on growing?
- Should the town focus on attracting more businesses to reduce the tax burden on residents?
- What does Berlin's future economy look like? Understanding the important role manufacturing and other industrial industries have played in Berlin's economy, do we want to preserve industrial properties?
- Is the aging of the workforce a concern for the local economy if most Berlin employees by place of residence are coming from elsewhere and most Berlin residents work elsewhere?

# Recent Successes



# Economic Development Organizations

- **Berlin Economic Development Commission**

- *7 town-elected members*

- **Greater New Britain Chamber of Commerce**

- **MetroHartford Alliance**

- *The MetroHartford Alliance is an investor-based economic development partnership focused on business development and growth, retaining and attracting jobs and talent in targeted sectors, ensuring a strong urban core, and promoting the Hartford Region.*

- **Hartford Chamber of Commerce**

- *A MetroHartford Alliance initiative: A membership organization committed to enhancing Hartford's business and civic communities.*

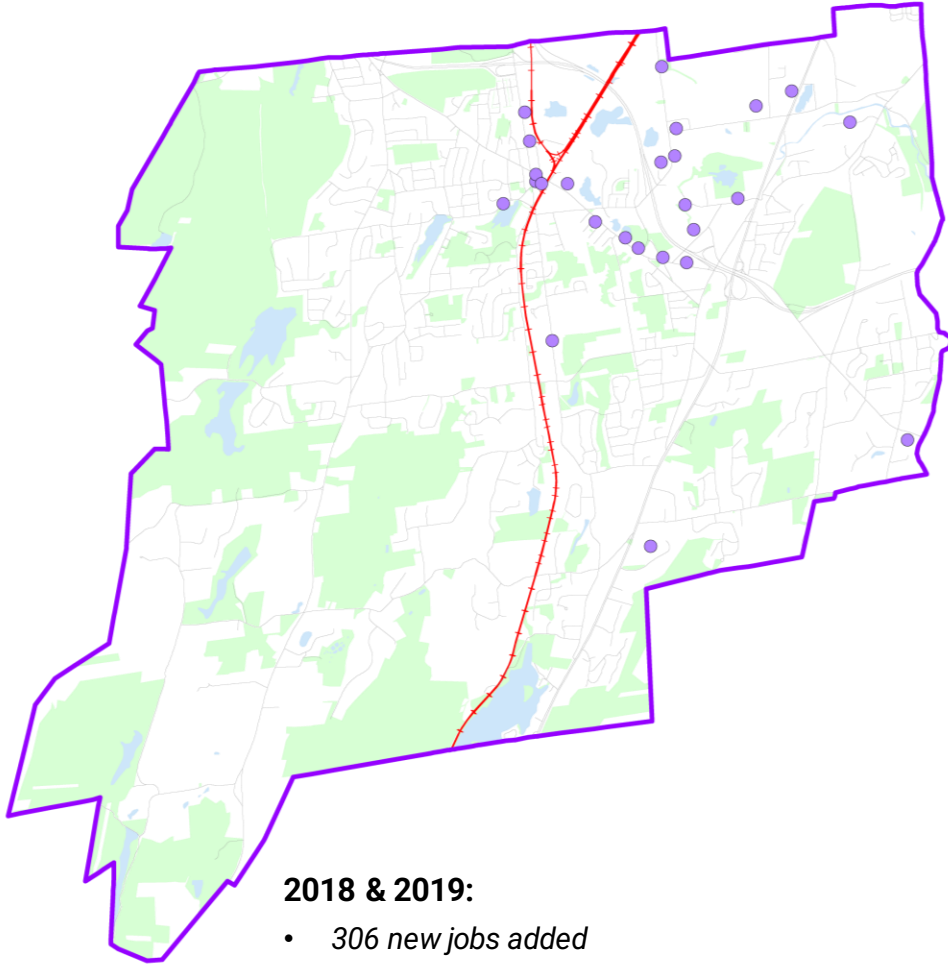
- **HYPE**

- *A MetroHartford Alliance initiative: HYPE was created in 2006 as a young professionals networking group to attract and retain talented individuals and successful businesses in the Hartford Region.*

- **Innovation Destination Hartford**

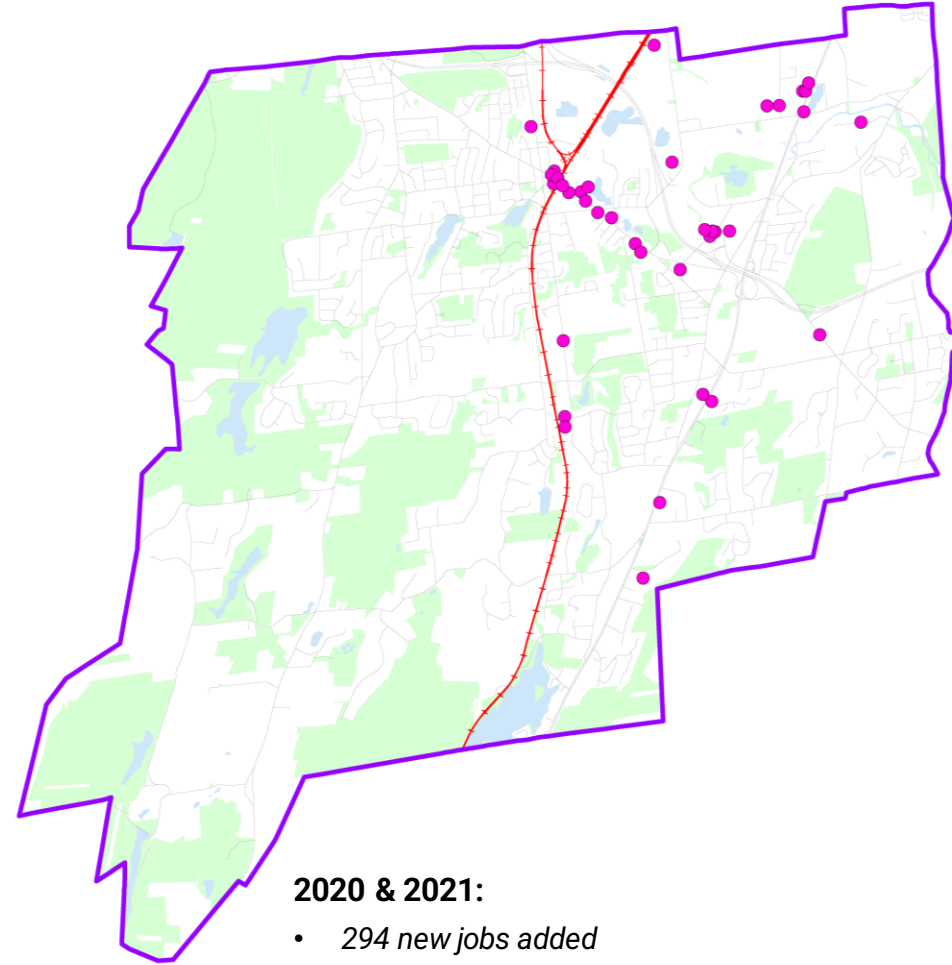
- *A MetroHartford Alliance initiative: An information hub for Connecticut-based entrepreneurs, startups, small business owners, and professionals. The initiative is dedicated to facilitating connections within our entrepreneurial community and supporting startups and second-stage companies throughout the Hartford Region.*

# 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:

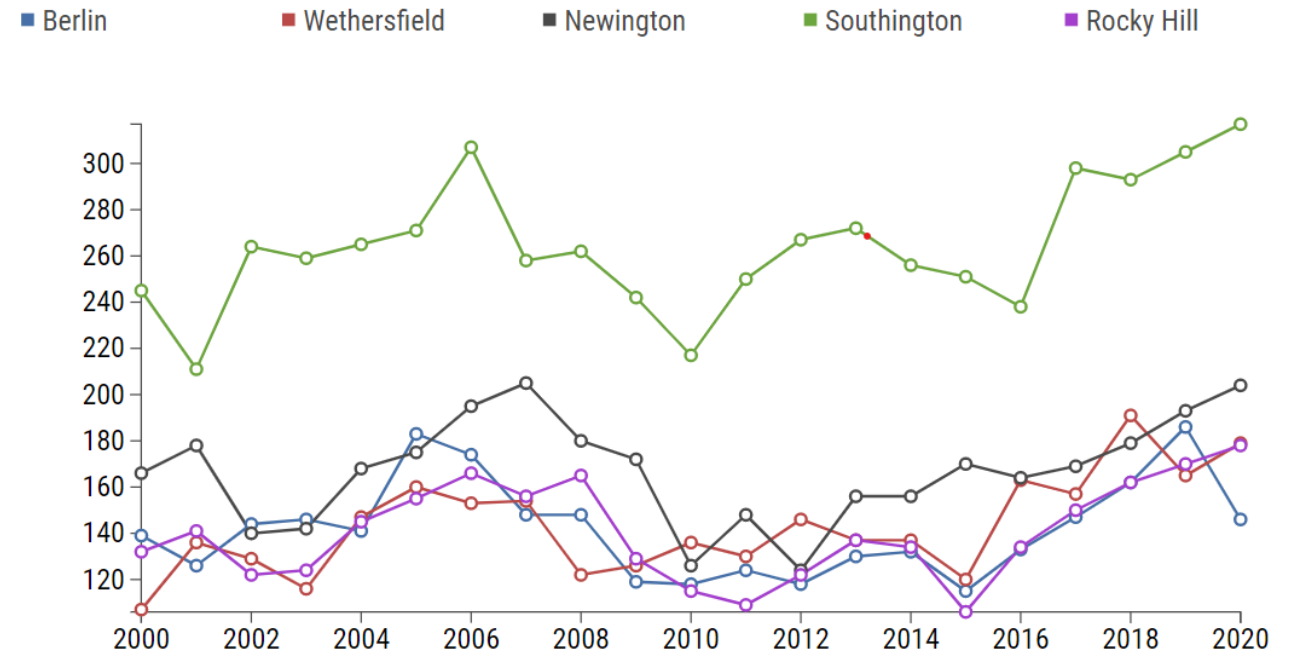
- 294 new jobs added
  - 27 new businesses
  - 1 business relocation into Berlin
  - 1 redevelopment
  - 15 business expansions

# Business Development Activity

- Berlin's business development activity (as measured by starts and stops) tracks closely with Wethersfield and Rocky Hill.
- Activity is higher in Southington, which also has nearly twice as many businesses.

Town	Total Businesses
Berlin	2,979
Wethersfield	3,011
Newington	3,510
Southington	5,548
Rocky Hill	2,952

## Business Starts and Stops



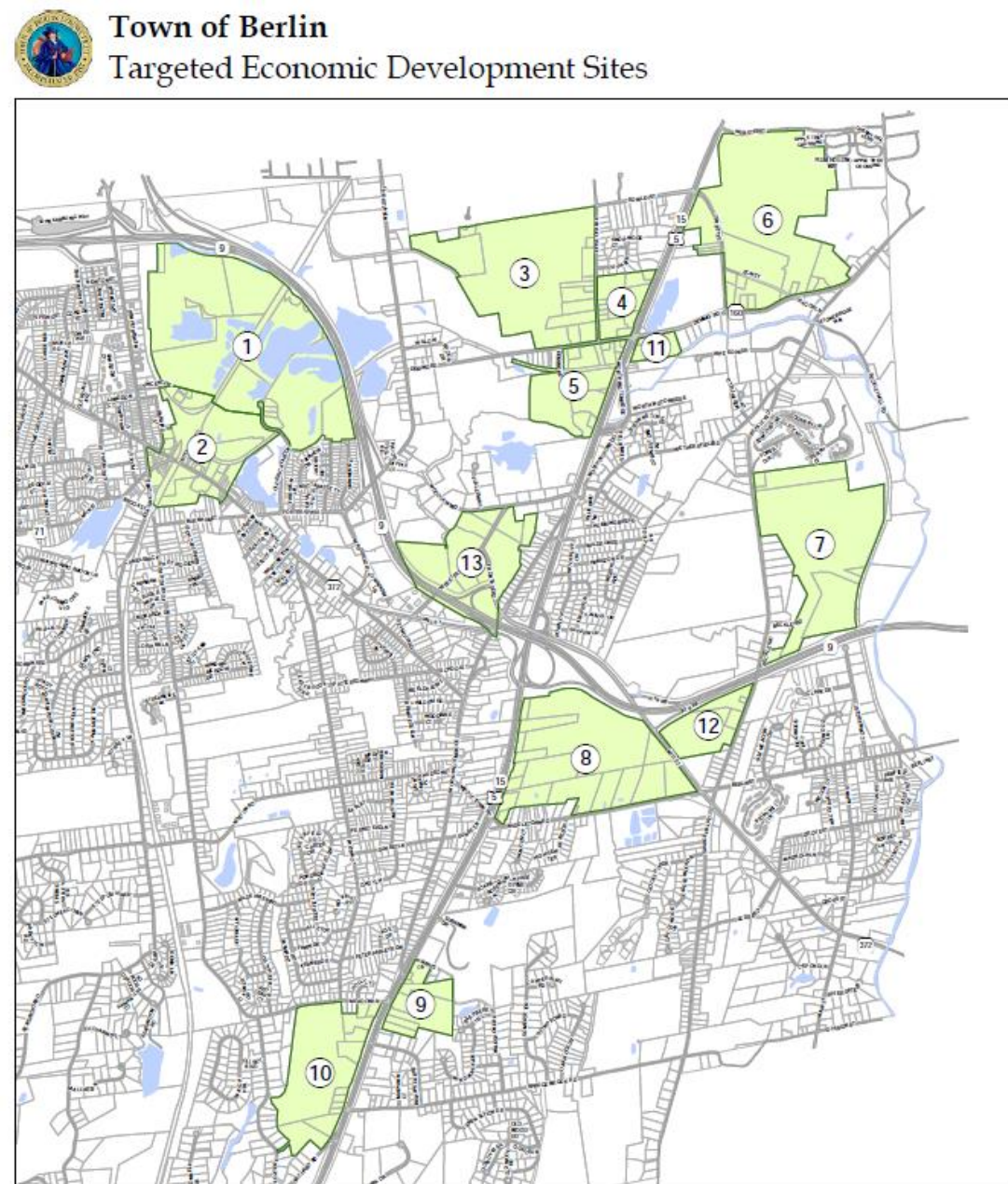
Source: CT Business / CT Data Center

# 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*)

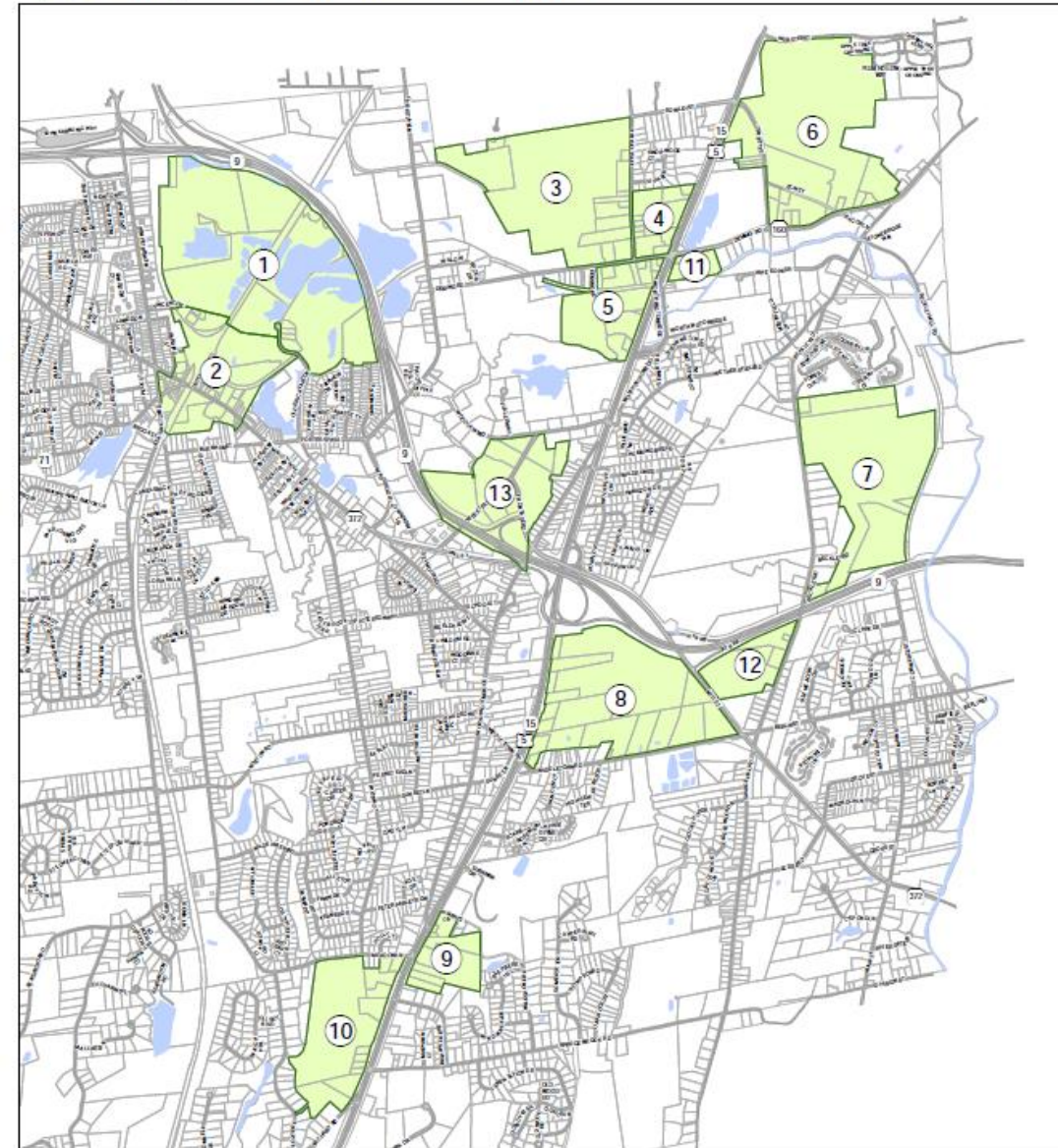
- 1:** Significant wetland and floodplain area. One of the 2 areas with potential for development is under contract for sale to Clean Earth with plans for an industrial park. The other area has seen building improvements over the years with approvals in place for a limited amount of additional development.
- 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.





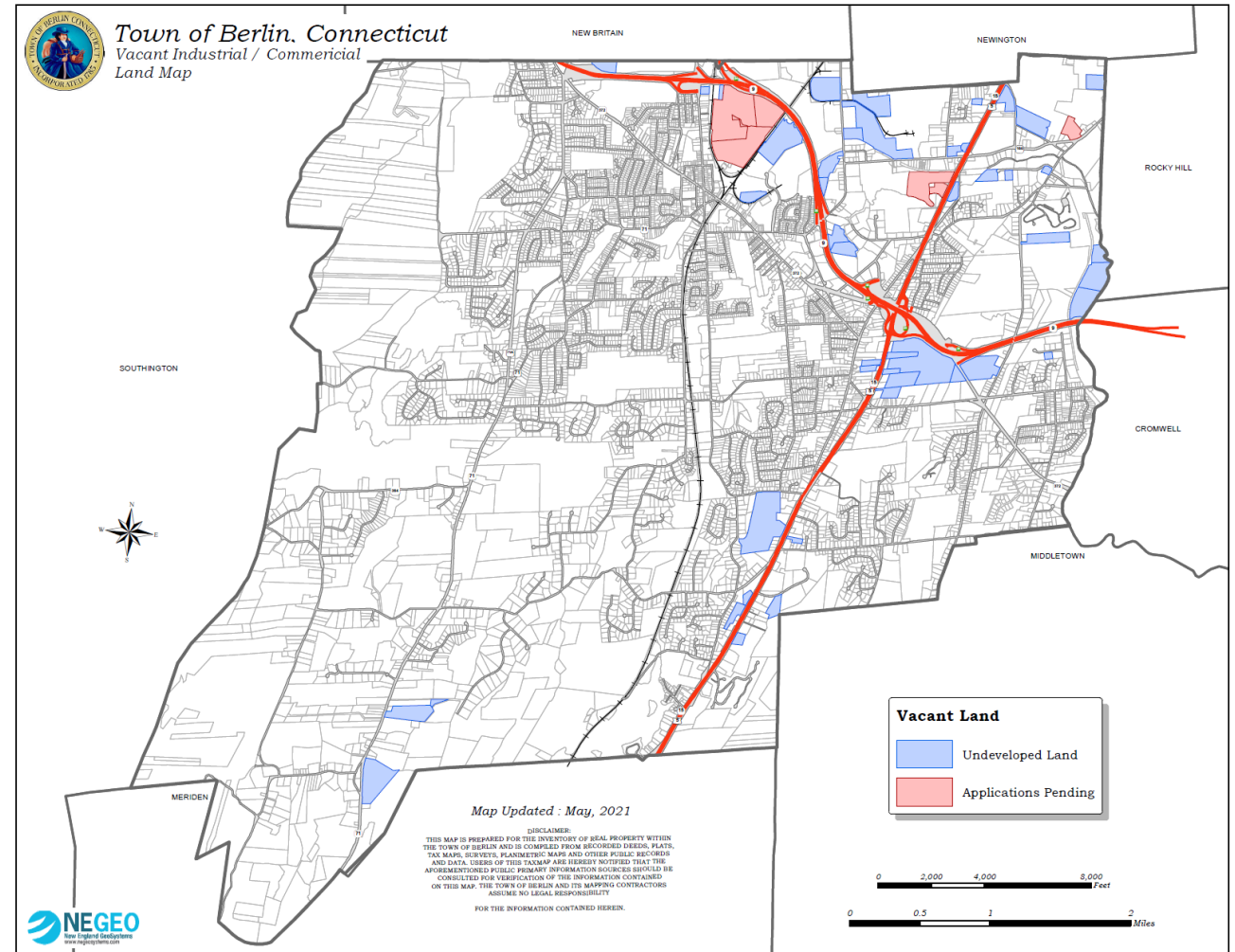
# Targeted Economic Development Sites (*Progress*)

- 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.



# Vacant Land and Applications Pending

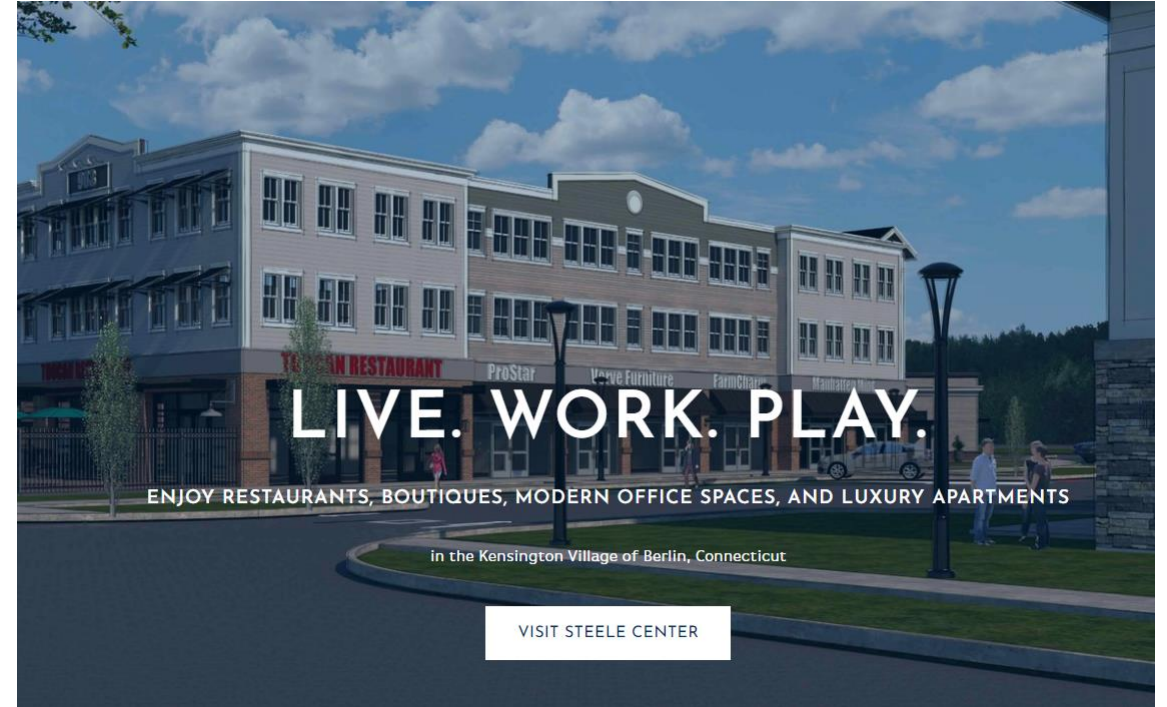
- The Town has multiple vacant parcels, many of which comprise TED sites.
- Applications are pending at several of those parcels.
- As with the TED sites, development feasibility is limited by environmental constraints at many of these parcels.



# 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.



Kensington Village TOD.  
Source: CivicMoxie.com

# 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.



Turnpike Ridge construction  
Source: Hartfordbusiness.com

# Local Efforts

## ***Tax Abatement Program:***

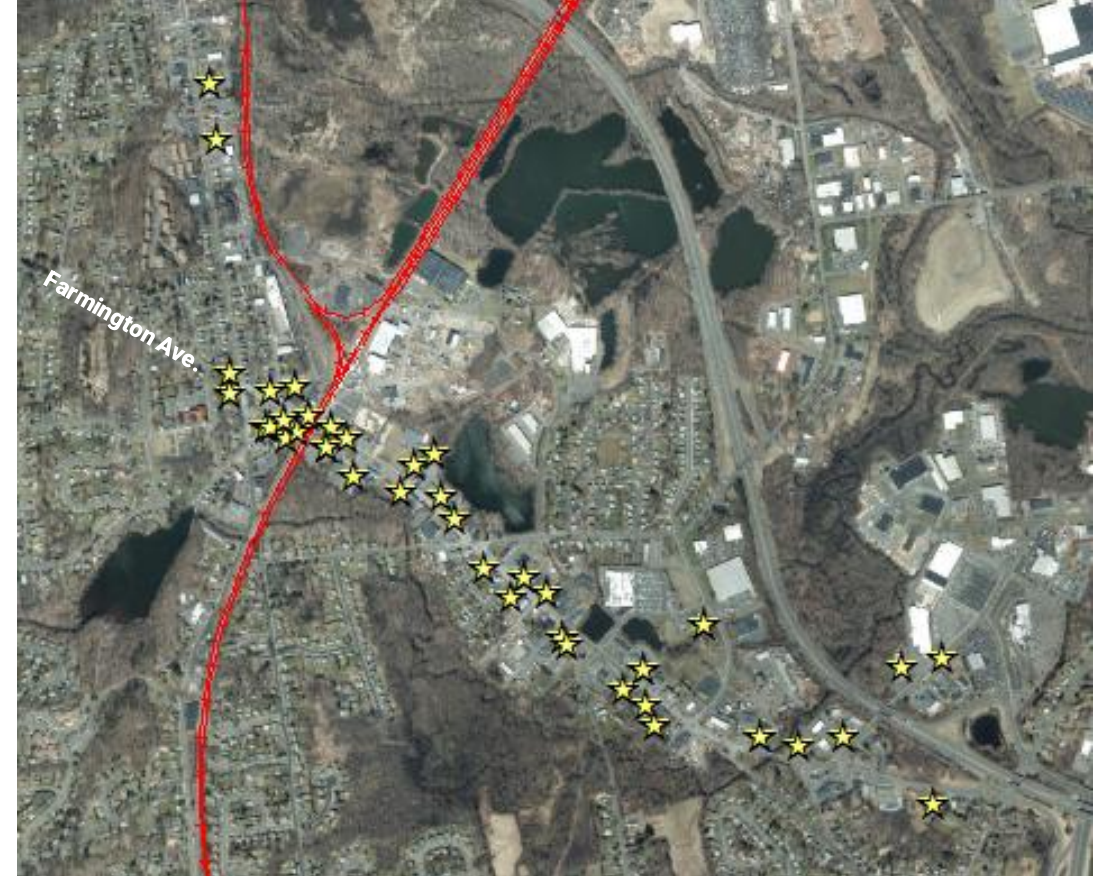
- The town adopted a tax abatement program based upon improvements which will increase the value of a property. This is intended to attract developers to build larger projects in Berlin. The program has been revised over the years as market conditions have changed.
- Under the current program:
  - Projects must involve either:
    - *Manufacturing*
    - *Office*
    - *Warehouse/distribution*
    - *Information technology*
    - *New retail developments*
    - *Restaurants*
    - *Recreation.*
  - Tax abatements are offered from 3 to 10 years, dependent upon the level of investment within a project.

# Local Efforts

## ***Building Façade Improvement Matching Grant Program:***

- An economic development incentive program offered to applicants who own or lease eligible property located within strategic development areas.
- Up to a 50% match
  - up to \$50,000 for façade improvements
  - Up to \$1,500 for signage.
- Program ended 12/31/21

***47 façade improvement projects have been completed or were in process as of March 2021. They are all located along the Farmington Ave. commercial corridor, with the largest concentration in Kensington Village near the train station.***



Façade improvement projects under the current program  
Source: Town of Berlin, as of March 2021

# 2021 Ribbon Cuttings and Groundbreakings

DATE	Firm	Location	Description	Notes	Investement	New Jobs
Jan-21	The Pho Bar	224 Berlin Turnpike	New Business	Restaurant		5
Feb-21	Barbology	146 Webster Square Road	New Business	Barber Shop		1
Mar-21	Cuts of Wood	201 Christian Lane	Expansion	Showroom - Wood Products		
Mar-21	Brass City Tile	33 Webster Square Road	New Business	Showroom - Tile		2
Mar-21	Sam's Food Stores	301 Berlin Turnpike	Expansion/Remodel	Conv. Store/gas station		3
Mar-21	Steele Center - Building 1	9 Steele Boulevard	TOD PROJECT		\$4,750,000	
Apr-21	Clutch Cards & Collectibles	848 Farmington Avenue	New Business	Collectibles		1
Apr-21	National Sign	780 Four Rod Road	Expansion	23,000 square foot addition	\$1,600,000	12
Apr-21	Avenue Restaurant	958 Farmington Avenue	Expansion	Addition and handicapped entrance	\$400,000	3
Apr-21	Budney Industries	40 New Park Drive	Expansion	10,000 square foot expansion	\$750,000	15
Apr-21	TOMZ	47 Episcopal Road	Expansion	57,000 square foot expansion		
Apr-21	Douglas Mech - Sheet Metal Div	816 Four Rod Road	Expansion	Expanded into adjacent industrial condo		5
Apr-21	Murphy Road Recycling	655 Christian Lane	Expansion	30,000 square foot expansion	\$25,000,000	15
Apr-21	Pristus	1244 Farmington Avenue	New Business	Opened children's clothing & accessory store		2
May-21	Wellness Collective	314 New Britain Road	New Business	Opened		8
May-21	LAVA	892 Farmington Avenue	New Business	Opened salon		5
May-21	Home & Harmony	1204 Farmington Avenue	New Business	Opened home décor and gift shop		1
Jun-21	Picture Show	19 Frontage Road	Reopening	Reopened movie theatre		
Jun-21	P & P Nail	119 Webster Square Road	New Business	Opened nail salon		3
Jul-21	Paradise Nutrition	1244 Farmington Avenue	New Business	Opened healthy shake shop		1
Sep-21	Northeast Performance Institute	1400 Berlin Turnpike	New Business	Opened headquarters in Berlin		3
Sep-21	Bungalow on the Ave	945 Farmington Avenue	New Business	Opened Home Décor store		2
Oct-21	Cornerstone Restaurant	797 Farmington Avenue	New Business	New restaurant		8
Oct-21	Coles Road Brewing	817 Farmington Avenue	New Business	Brewery		
Oct-21	Kader Insurance	Mill Street	New Business	Insurance agency		
Oct-21	Fitness By Design	848 Farmington Avenue	Expansion	Relocated and grow into 2,200 square feet		1
Nov-21	Lou & Mos Sandwich Shoppe	196 Berlin Turnpike	New Business	Sandwich Shoppe		4
Nov-21	The Fresh Monkee	196 Berlin Turnpike	Expansion	Grew within same complex		2
Dec-21	Somewhere Over the Spectrum	120 Webster Square Road	New Business	Opened on Web. Square Road		7

# Future Considerations & Questions

- Are there any other economic development tools available to position Berlin for future economic success?
- In what locations should these efforts be focused?
- What uses should be targeted in future development?
- Does zoning match with goals/vision of future development areas?
- Is more flexibility need in uses in existing commercial and industrial zones either through zoning map changes or amendments that allow added uses?
- Is the BTM zone effective? Are there changes to the zone that are needed?
- Are there other areas to consider for mixed-use?
- Should an increase in residential density be allowed in the Kensington Village Core area 2?



# Online Survey

- We will launch the POCD survey this month, following closure of the Housing Plan survey.

**Berlin Plan of Conservation and Development**

Welcome to Berlin's Plan of Conservation and Development Survey!

The purpose of this survey is to collect information to assist the Town with its update to the Plan of Conservation and Development (POCD). The plan covers areas such as economic development, housing, transportation, infrastructure, open space, environment, and municipal services.

The Town would like your thoughts on how Berlin should grow and change in the future. Your response to this survey will help in the preparation of the 2023 POCD. This is an opportunity for everyone in the community to decide how to guide change over the coming decade. By participating in this survey, you will be contributing to this effort.

[+ NEW QUESTION](#) ▼

or Copy and paste questions

6%

Next

# Draft Vision Statement

Berlin is a community with a small-town feel founded in a rural and historically agrarian landscape that benefits from its location at the center of the state. The town has a rich history, strong community, and provides a peaceful atmosphere for its residents. Berlin will continue to grow, but in a sustainable manner and without compromising the town's natural resources or outgrowing its ability to provide high-quality services to its residents. Strong connections to the region and within town are highly valued by the community for all modes of travel. Berlin will balance growth against preservation of its historic landscape and village centers. The town's village centers, and farmland are important to the history and identity of Berlin; protecting and improving areas such as Kensington Center will remain a priority for the town.

# Next Steps

- Launch Community engagement efforts
  - Develop press release and social media content
  - Launch online survey mid-February
  - Develop list of key stakeholders for interviews/focus group meetings. Continue to coordinate mapping with NEGEO
- Continue economic development and housing research
- Prepare housing research for next meeting

# Meeting Topics through April

- **February:** Economic Development, Housing and Affordable Housing
- **March:** Facilities and Infrastructure
- **April:** Mobility
- *Discussion and updates on Community Engagement progress will be conducted at all meetings*

# Next Meeting

- Housing: Thursday  
February 24<sup>th</sup> at 6:00 pm.

FEBRUARY 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Holidays and Observances: 14: Valentine's Day, 21: Presidents' Day

Wiki Calendar