

# NORTHEAST NEW LONDON

A Look At  
Hodge's  
Square

# WORK SHOP OBJECTIVES

## 1) Discovery

- Approach – INSIDE/OUT

### Objective View

- Urban Village
- Assets

### Subjective View

- Business
- Community

## 2) Break Out

## 3) November @ the New London Old Town Mill

# APPROACH

## BUILDING COMMUNITY FROM THE INSIDE OUT

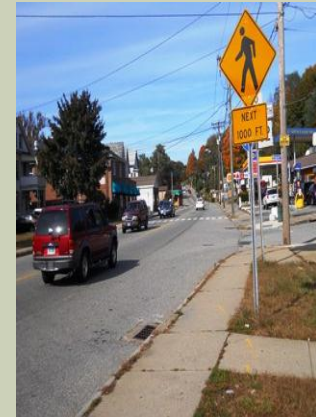
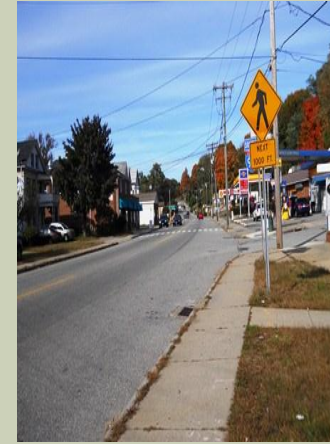
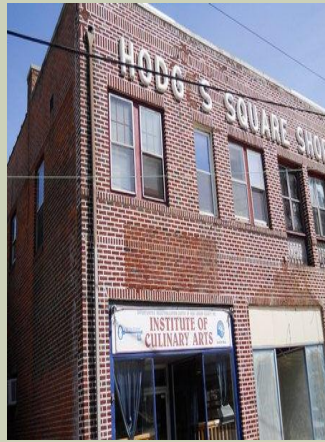
- The importance of building and mobilizing capacity from existing assets
- Identifying assets such as institutions, association, neighborhoods, natural assets (land and water), physical assets, business assets.
- Community and individual gifts
- The glass is half full

<b>Contrasting the “needs” vs “assets” Approach to Community</b>	
<b>Needs</b>	<b>Assets</b>
<b>Focuses on deficiencies</b>	<b>Focuses on effectiveness</b>
<b>Results in Fragmentation of responses to local needs</b>	<b>Builds interdependencies</b>
<b>Makes people consumers of services, builds dependence</b>	<b>Identifies ways that people can give of their talents</b>
<b>Residents have little voice in deciding how to address local concerns</b>	<b>Seeks to empower people.</b>



# NORTH EAST NEW LONDON'S BUSINESS COMMUNITY

Hodge's Square Businesses	Surrounding Businesses
▪ Mr. G's Restaurant	Boating on the Thames
▪ Breads 'n' Cookies	Thames Ship Yard
▪ Lee's Oriental Market	Beer Distributors
▪ New China Restaurant/Take Out	Thames River Seafood Coop
▪ DJ's Kitchen Restaurant	TK Custom Auto
▪ Bailey & Staub	EW Electrical Wholesales
▪ Sun Turtle Office Furniture	Marine (Kennedy)
▪ Bartol Heating & Cooling	L3 Communications UNIDYNE
▪ Just Hair for You - Multicultural Barber	West Springfield Auto Parts, Inc.
▪ International Beauty Salon/Lynn Nails	Shop Right Grocers
▪ Noah's Barber/Hairdresser	New London Mall
▪ Hodge's Square Wine & Spirit	General Woodcraft
▪ Universal Food Store	Greater Hartford Textile



Northeast New London Assets - 10-18-2012

# Northeast New London Assets



# Northeast New London Assets

Approx. 1.44 square miles

Boating on the Thames

Thames Ship Yard (100 to 240 EE)

WATER

Connecticut College  
Students + Employees =  
(1900) (845)  
2,745

US Coast Guard Academy  
Cadets + Employees =  
(978) (1300)  
2,278

Winthrop Magnet School

Pop. 848  
Households 380

Hodge's Square  
Businesses  
13

Riverside Park

WATER

Total Number of Active  
Businesses = 26

Businesses Employ 212

(3,000 Pop.  
Households 1,591)

Neighborhoods

Seafood Cooperative  
Whole Sale/Retail Supplier

NL Old Town Mill  
# Visitors?

Electrical  
Auto  
Beer Distributor

Church

Northeast New London  
Williams St.

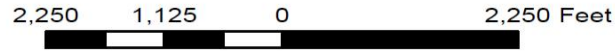
State Pier  
Warehouses

WATER

# Resid./Commerc./Indust. Zoned

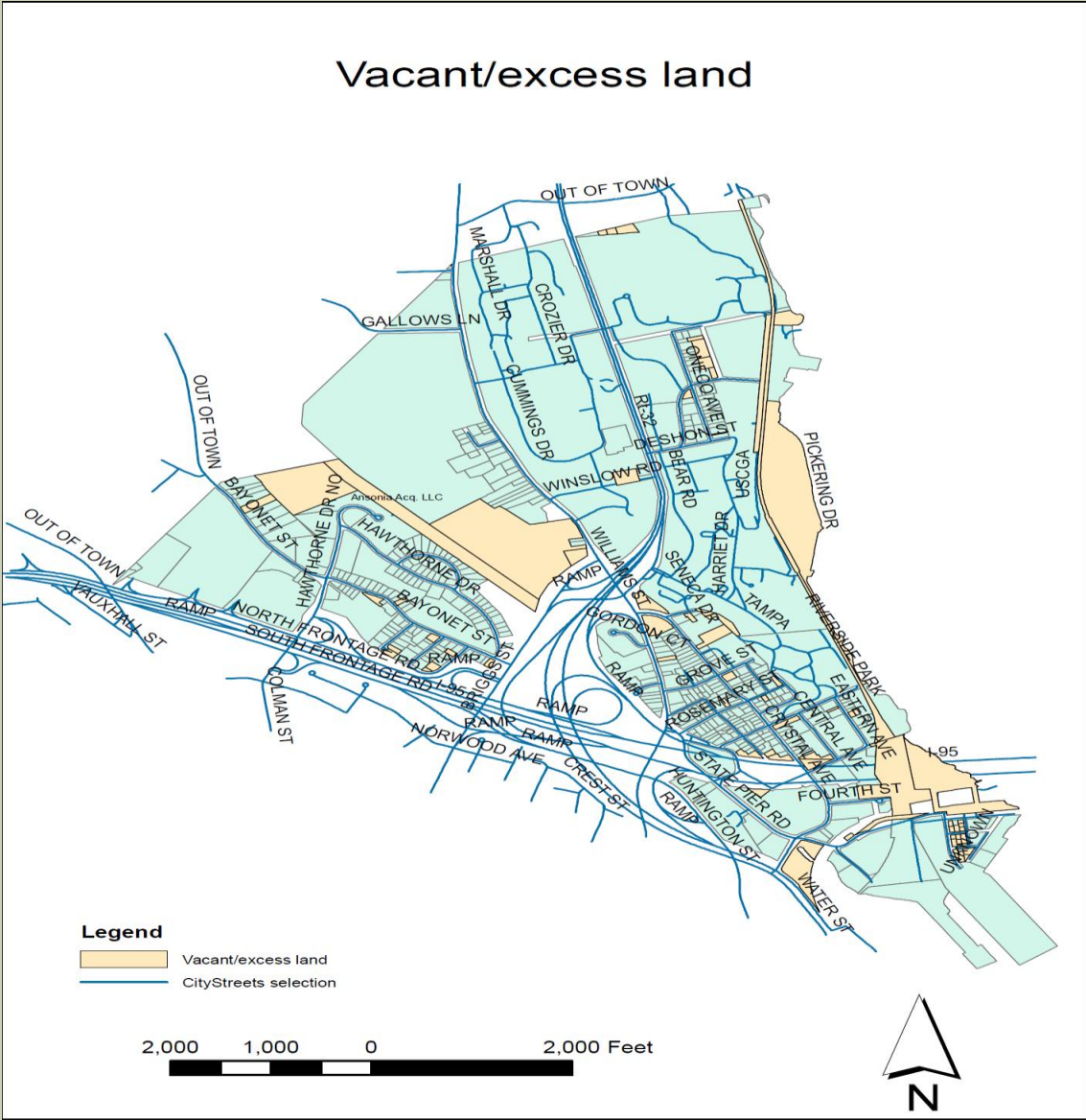


- Legend**
- Industrial zoned
  - Commercial zoned
  - Residential zoned



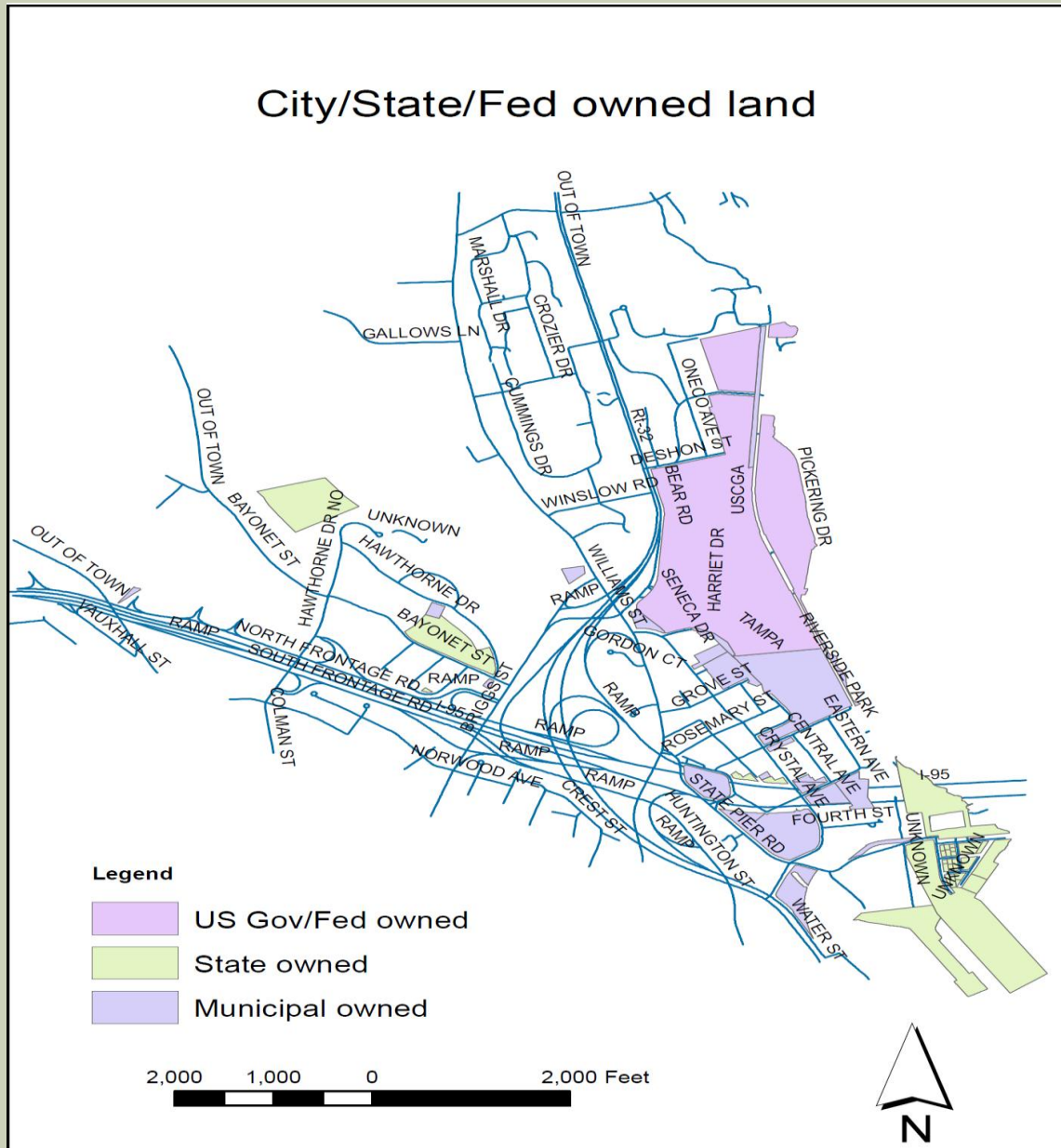


Data Source: New London Assessor's Office



Northeast New London Assets - 10-18-2012

### City/State/Fed owned land



# HOUSEHOLD FINANCE ASSETS

Population	Total Area	Hodges Square Only
Households	1,805	873
Families	1,591	380
Owner Occupied Housing	878	180
Renter Occupied Housing	1,317	272
Median Age	29.6	32.3
Median Household Income	\$27,580	\$30,392
White	49.7	52.2
African-American	18.3	23.5
Hispanic (any race)	46.5	30.5
Some Other Race	19.4	10.7
Total expenditure	\$62,131,786	\$13,667,359
Total community/year		

Data Source: US 2010 Census

Northeast New London Assets - 10-18-2012

# COMMUNITY FINANCIALS

## NORTHEAST NEW LONDON

Assessed Values		Total Assessment Value	Total Appraisal	Annual Expenditures	Annual Recreation
Land	Improvement	Total			
\$153M	\$376M	\$530M	\$757M	\$62M	\$1.1M

# COMMUNITY & BUSINESSES

## SAMPLE ASSET RESPONSES

### ■ Community

- Neighbors & Community
- Riverside Park
- Diversity and multiple cultures
- USCGA, Connecticut College, Magnet School, Arboretum
- Waterfront
- Winthrop School
- Access to “everything”, stores/Hodge’s Square, buses, work

### ■ Businesses

- Resilient (most Hodge’s Square businesses have been in business for at least a decade)
- Geographical location has been a major plus allowing for neighborhoods & campuses (retail/restaurants) to maintain good customer base and for some businesses it is ideal for transportation access (non-retail businesses in particular)
- Public Works
- Types of Businesses – Health & Beauty, Copier/Print Production Service, Family Restaurants, Asian Market, Liquor, Gas, Custom Awning light manufacturing, Office Furniture outlet,
- Assets: Connecticut College, USCGA, Diversity, Hub Access (I395/R32 & I95, interstate visibility, event/athletic activities)

# BREAKOUT (VILLAGE COUNCIL)

1. Describe YOUR view of a village in one to two sentences.
2. Discuss how assets (ones your group has) can contribute to the development of this village-like community:

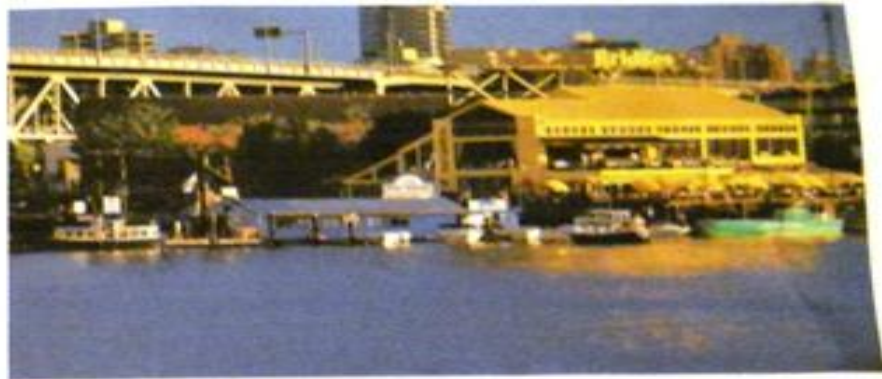
Each Group (Village Council) to Create a Narrative for 2 Assets.

Vision to be achieved by 2015 and 2020

## Asset List

- Natural (Land & Water)
- Physical Environment (Buildings, Streets, etc.)
- Business (commercial and industrial)
- Associations
- Institutions and Municipal Government
- Geographical Location (highway/water)
- Contiguous Resources (College, CGA, Museum, Quaker Hill, Downtown NL)
- Social Capital
  - Wide diversity in age, income, race, talents, occupations.
  - Nature of social relationship, i.e., neighborliness

# URBAN VILLAGE



Northeast New London Assets - 10-18-2012



# WHERE FROM HERE?

## Monthly Gatherings

*Purpose: Community & Business Organizing and Planning*

**Next Meeting: November 8, 2012**

**Date: Monthly thru April 2013**

**Time: 7:00 pm**

**Where: New London Old Town Mill**

