Presentation to SMARTR Committee:
September 26, 2012
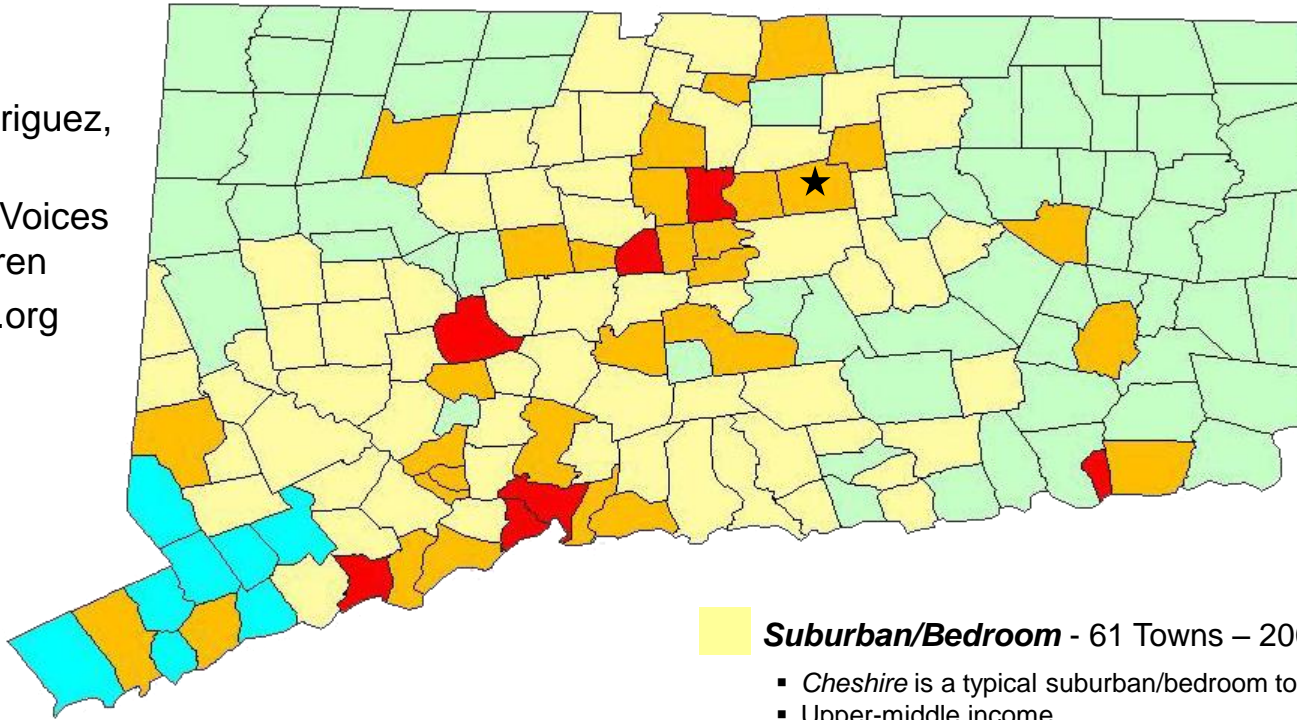
FIGURE 1: **Who Is Gen Y?**

Age in 2010 (Years)	Share of U.S. Population (%)	
81+	3.3	Silent Generation
65–80	9.7	Depression and War Babies
46–64	24.6	Baby Boom
33–45	17.2	Gen X
15–32	**25.0**	**Gen Y**
<15	20.1	Gen Next

The *Five* Connecticuts in 2010

Orlando Rodriguez, M.A.

Connecticut Voices for Children

ctkidslink.org

Suburban/Bedroom - 61 Towns – 2000 (26%), 2010 (27%)

- *Cheshire* is a typical suburban/bedroom town
- Upper-middle income
- Professionals
- Mostly white/Caucasian

Rural - 63 Towns – 2000 (13%), 2010 (14%)

- *Sharon* is a typical rural town
- Older population
- Middle income
- Mostly white/Caucasian

Urban Periphery - 30 Towns – 2000 (36%), 2010 (36%)

- *Manchester* is a typical urban periphery town
- Lower-middle income
- Largest population of the Five Connecticuts
- Most similar to statewide averages
- Most ethnically mixed population

Wealthy - 8 Towns – 2000 (5%), 2010 (5%)

- *Westport* is a typical wealthy town
- Manhattan executives – highest income
- Mostly white/Caucasian

Urban Core - 7 Towns – 2000 (19%), 2010 (19%)

- *Bridgepor*t is a typical urban core town
- Lowest income
- Mostly minorities and immigrant

Where Have All the Children Gone?: Declines *Almost* Everywhere

Legend:
- Increase > 5%
- Increase < 5%
- Decrease < 5%
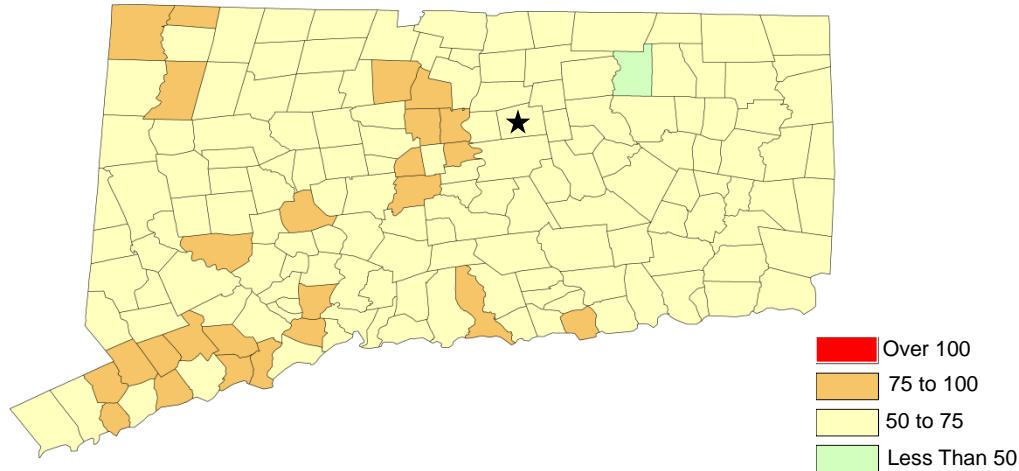- Decrease 5% to 10%
- Decrease >10%
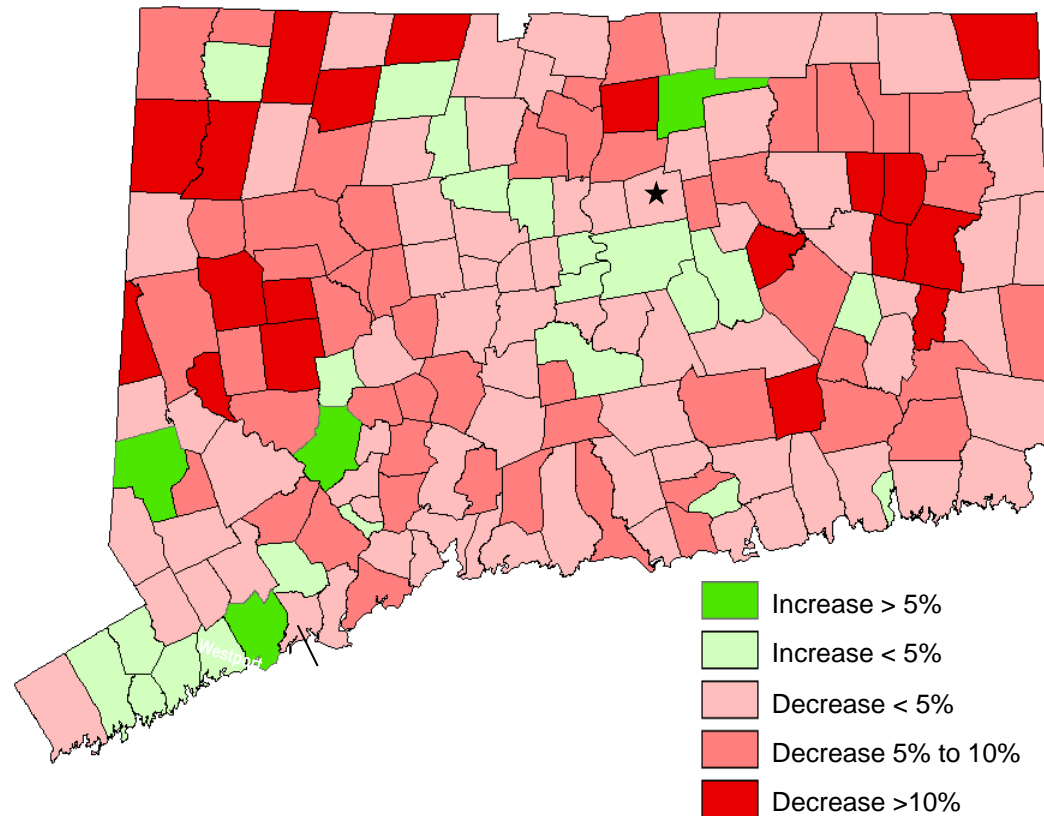
- 85% (143 of 169) of towns had a net decline in K-12 enrollment between 2006-07 and 2010-11
- Largest percentage decline was in Cornwall at -16.9% from 207 to 172
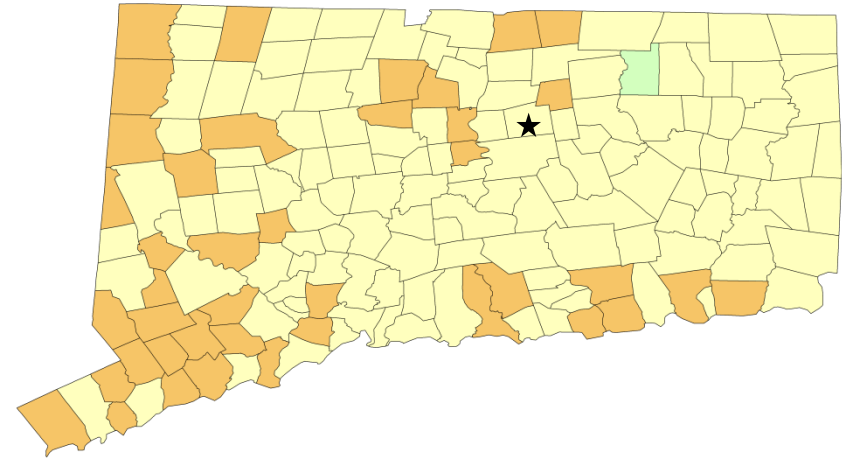- Largest percentage increase was in Fairfield at +7.4% from 9,337 to 10,031

The Perfect Storm?: A Lot More Retirees *and* Fewer Workers
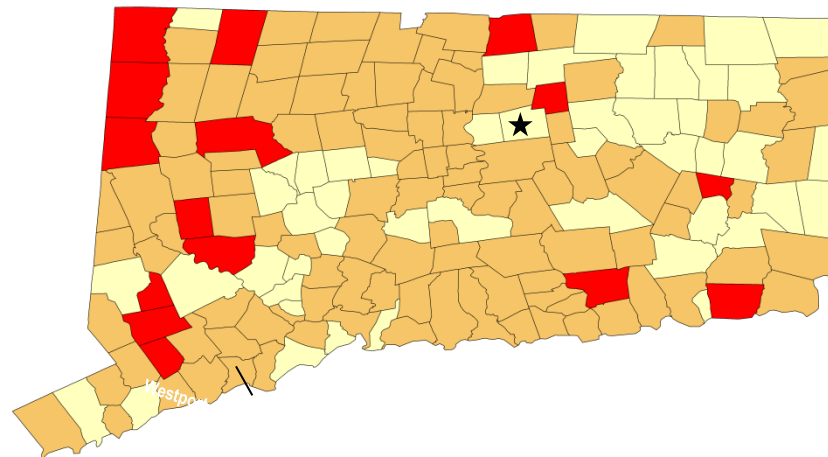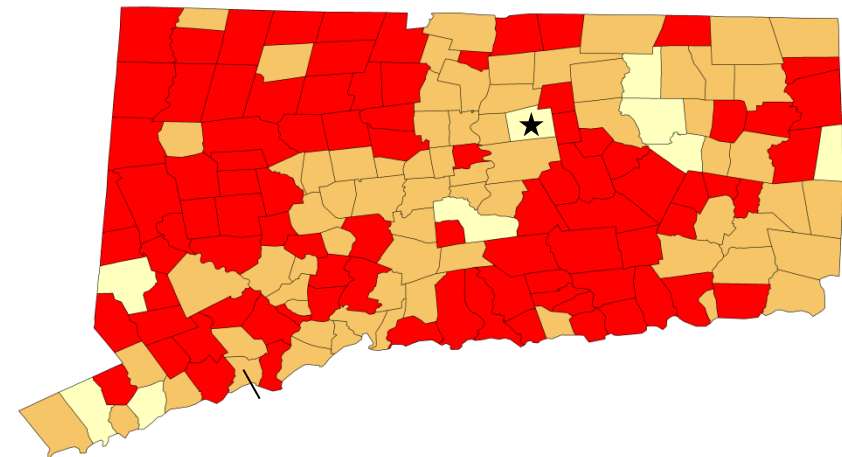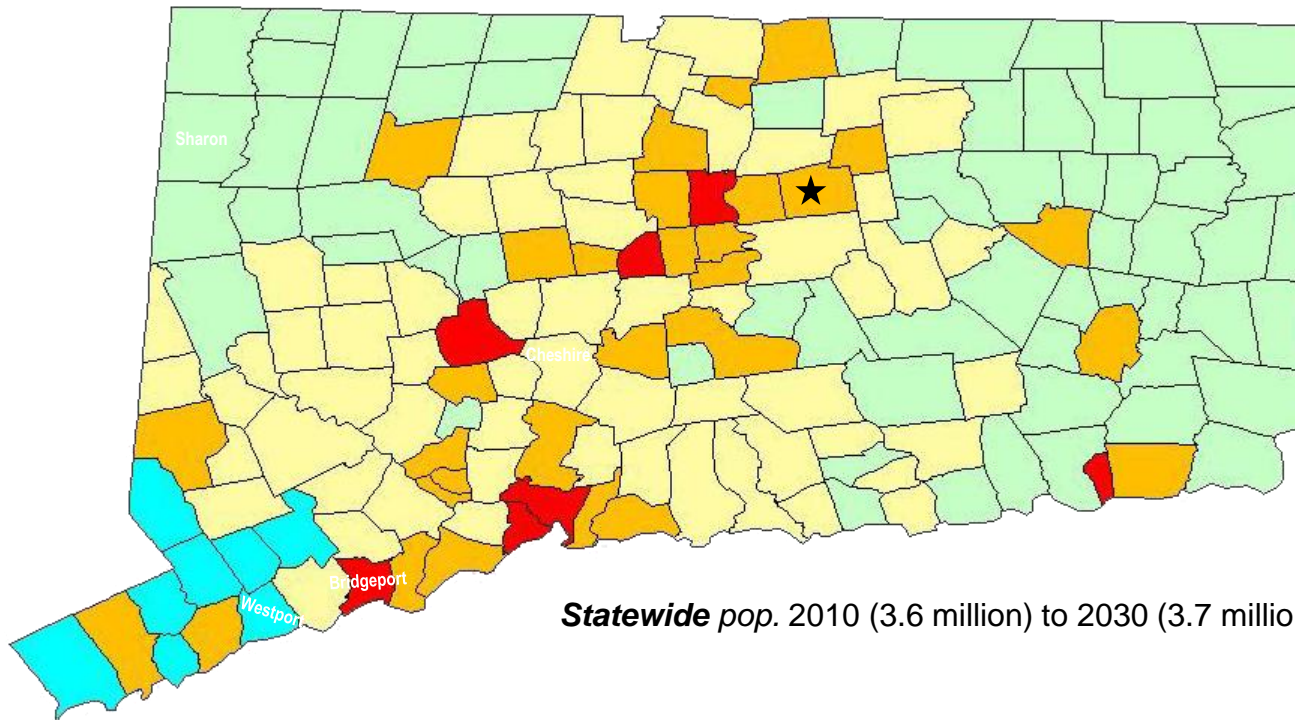
`dependency ratio`

2000 (dr = 69)

2010 (dr = 66)

2020 (dr = 68)

2030 (dr = 82)

	Over 100
	75 to 100
	50 to 75
	Less Than 50

The Future of The Five Connecticuts?

Statewide *pop.* 2010 (3.6 million) to 2030 (3.7 million): +100,000 (3%)

Rural *pop.* 2010 to 2030:

▪ Fixed Income retirees

Wealthy *pop.* 2010 to 2030:

▪ Population growth linked to metro-NYC economy and limited by high cost of living and availability of land for residential construction

Suburban/Bedroom *pop.* 2010 to 2030:

▪ Population growth linked to growth in professional jobs

Urban Periphery *pop.* 2010 to 2030:

▪ Increasing percentage of labor force

Urban Core *pop.* 2010 to 2030:

▪ Increasing percentage of labor force

So What?: The Twitter Version

if we do nothing

Connecticut's future is a rapidly aging state with a diminishing middle class, fewer workers, and lower incomes.

requires leadership, investment, and ganas

Connecticut's future is a growing multi-ethnic middle class and vibrant urban centers fueled by entrepreneurs seeking a highly educated and skilled workforce.

Population Growth

	1990	2000	2011	% Growth	2016 (Projected)	% Growth 2011-2016 (Projected)
Manchester	51,618	54,740	59,175	14.6%	62,491	5.6%
Hartford County				6.0%		3.9%
Connecticut				9.8%		4.0%

Source: 1990 and 2000 US Census, 2009 US Census Estimates
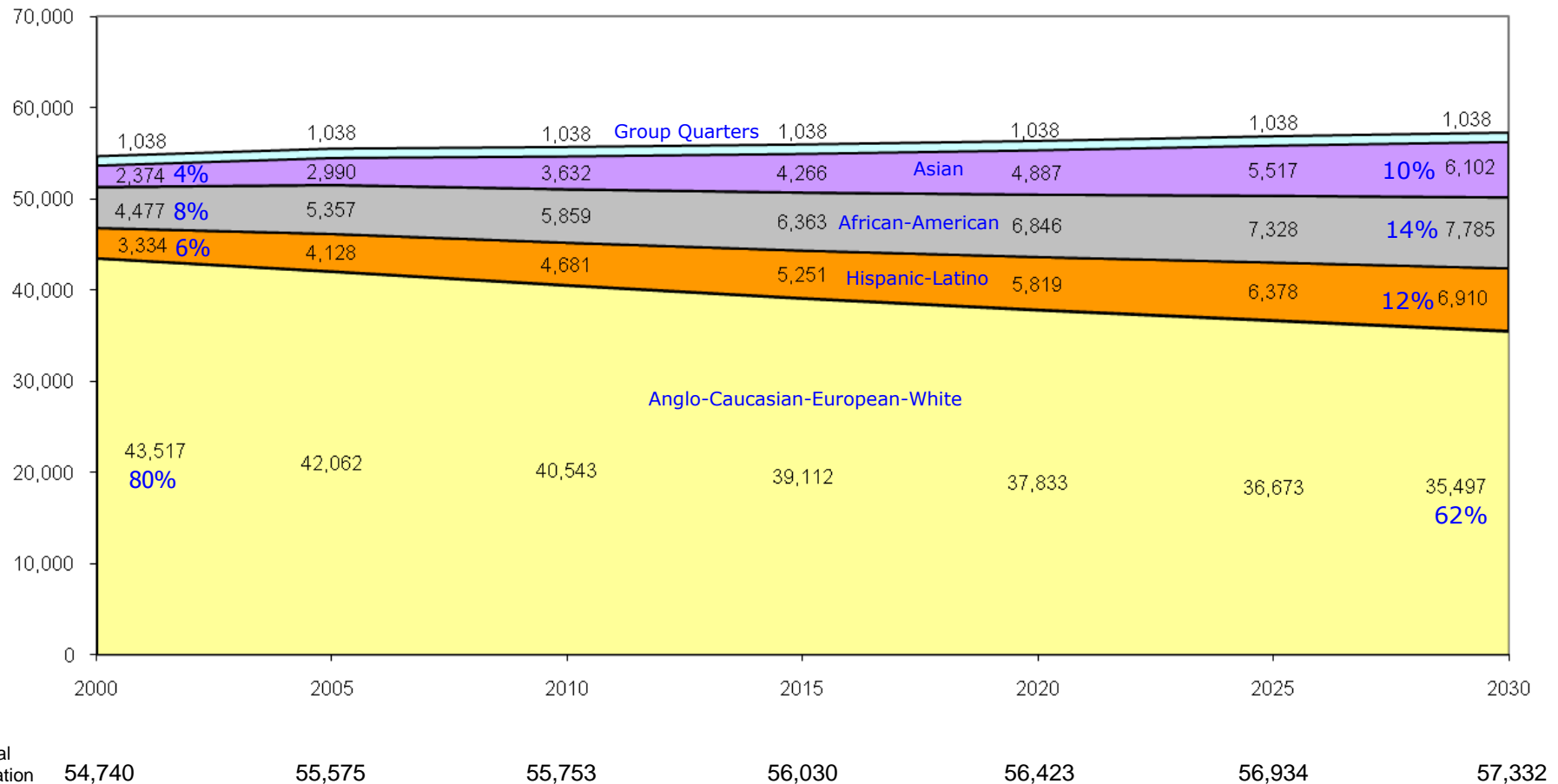
Population by Race/Ethnicity
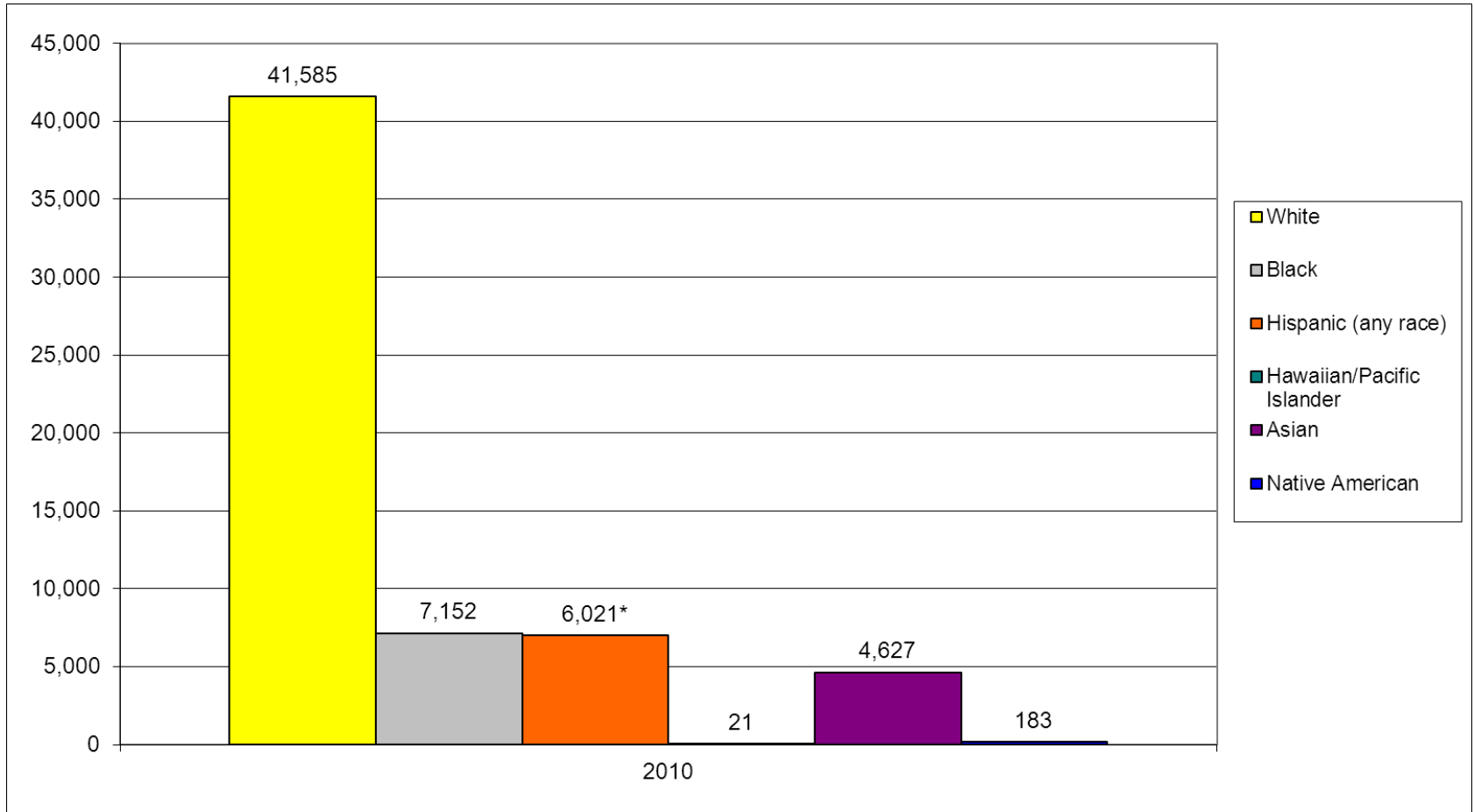
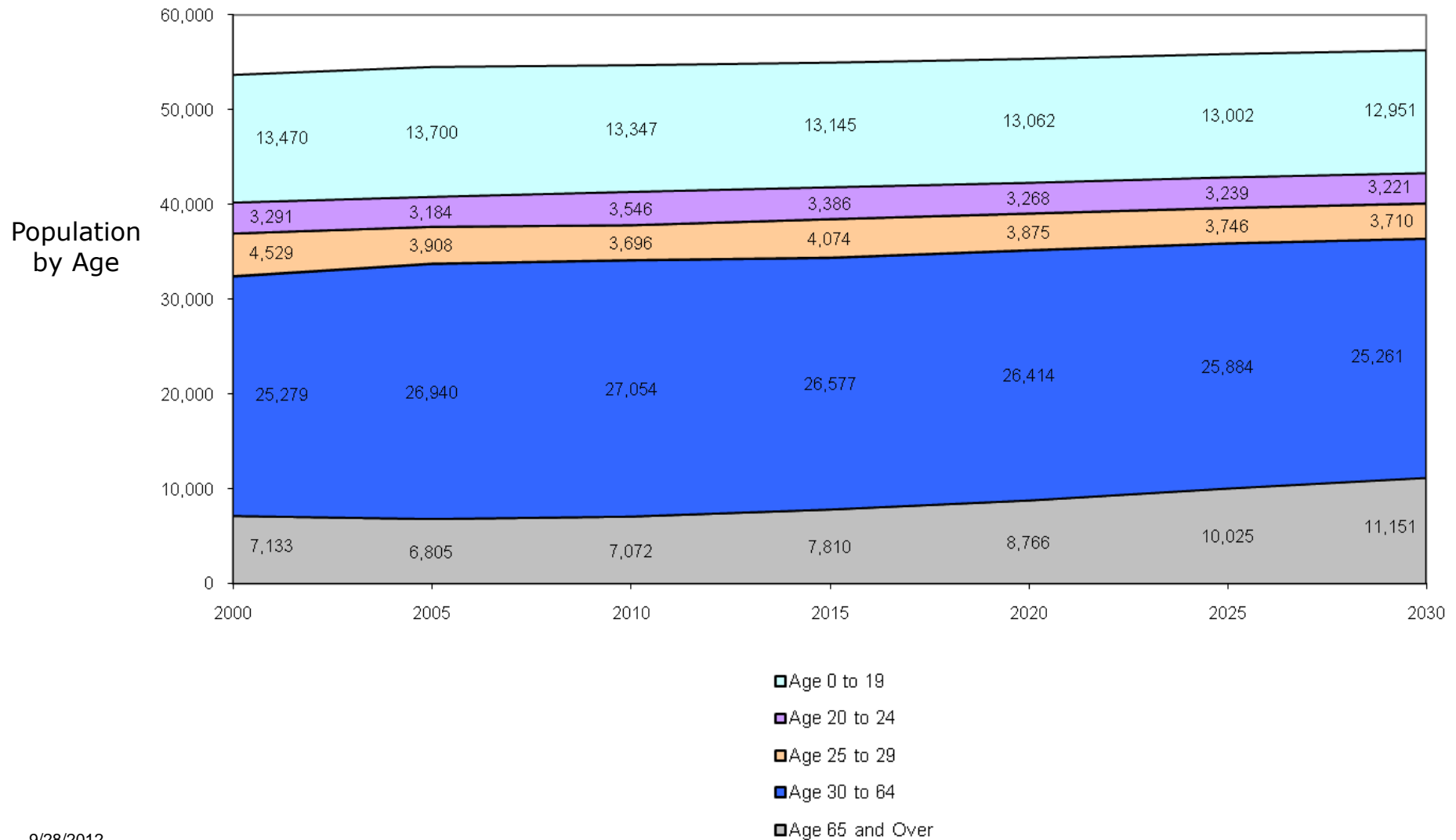* Hispanic includes members of all other race categories

Source: 2010 US Census

Manchester Population Projections
by Ethnicity

According to U.S. Census 2000 data, one of every four residents (in the USA) self-reported as a "person of color." By the year 2010, this number will rise to one in three, and by 2050 the projected number is one in two. – Connecticut Health Foundation
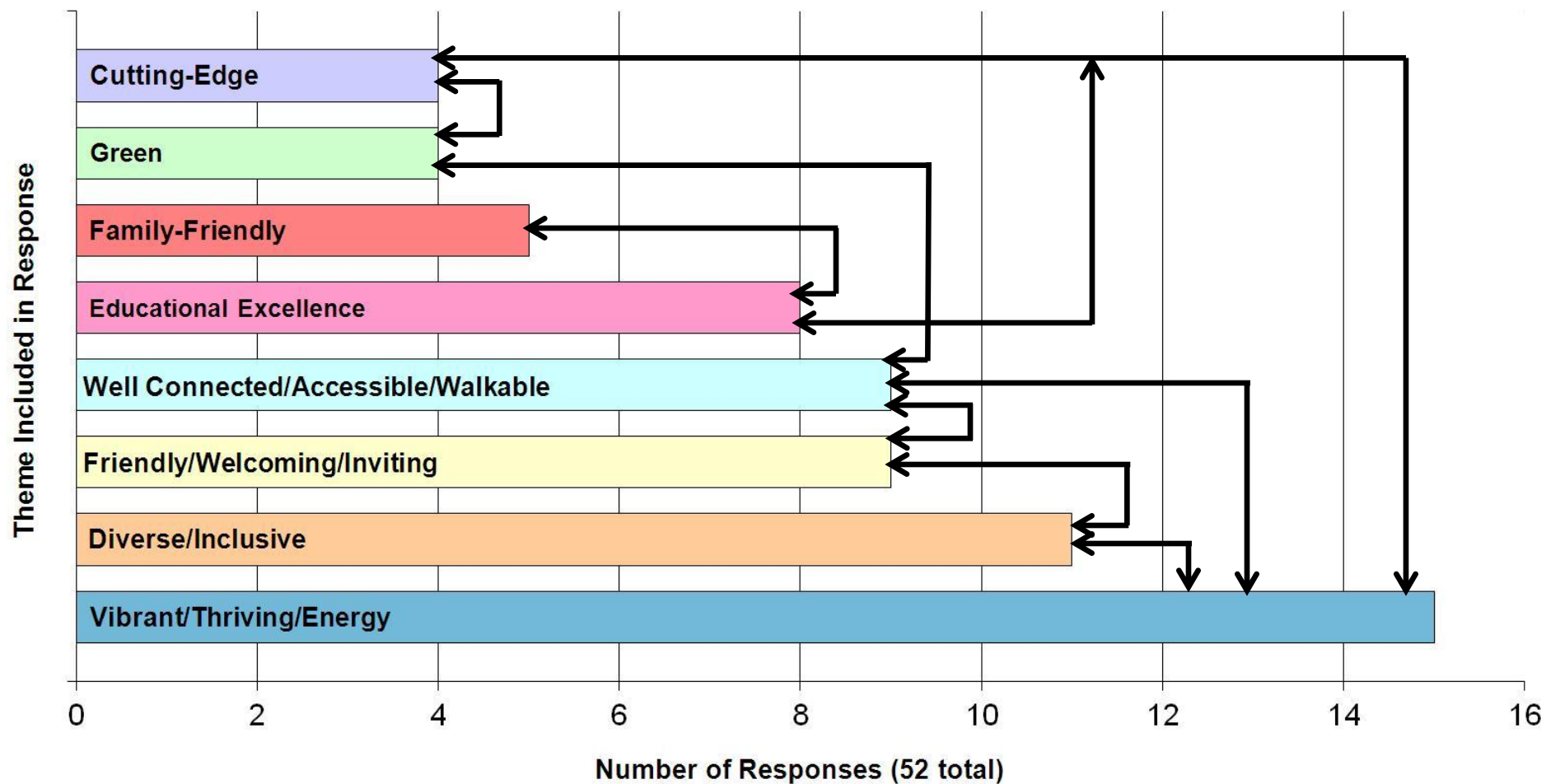

Chart: Manchester Population Projections by Ethnicity, 2000–2030

Group Quarters: 1,038 (2000), 1,038 (2005), 1,038 (2010), 1,038 (2015), 1,038 (2020), 1,038 (2025), 1,038 (2030)

Asian: 2,374 4% (2000), 2,990 (2005), 3,632 (2010), 4,266 (2015), 4,887 (2020), 5,517 (2025), 6,102 10% (2030)

African-American: 4,477 8% (2000), 5,357 (2005), 5,859 (2010), 6,363 (2015), 6,846 (2020), 7,328 (2025), 7,785 14% (2030)

Hispanic-Latino: 3,334 6% (2000), 4,128 (2005), 4,681 (2010), 5,251 (2015), 5,819 (2020), 6,378 (2025), 6,910 12% (2030)

Anglo-Caucasian-European-White: 43,517 80% (2000), 42,062 (2005), 40,543 (2010), 39,112 (2015), 37,833 (2020), 36,673 (2025), 35,497 62% (2030)

Total Population	54,740	55,575	55,753	56,030	56,423	56,934	57,332

Manchester Population Projections
by Age

Population by Age

Legend:
- Age 0 to 19
- Age 20 to 24
- Age 25 to 29
- Age 30 to 64
- Age 65 and Over

Orlando Rodriguez

In Ten Years, I Will Be Able to Describe Manchester As...

Theme Included in Response (y-axis)

- Cutting-Edge
- Green
- Family-Friendly
- Educational Excellence
- Well Connected/Accessible/Walkable
- Friendly/Welcoming/Inviting
- Diverse/Inclusive
- Vibrant/Thriving/Energy

Number of Responses (52 total) (x-axis: 0, 2, 4, 6, 8, 10, 12, 14, 16)

Manchester 2020

Aspirations (Goals)

- Vibrant, Thriving, Energetic Community
  - A diverse population
  - A welcoming atmosphere
  - Destinations reached by transit/private auto and on foot

- Creating Community
  - Physical arrangement and design of spaces
  - Businesses, shops, arts, entertainment, food, parks, plazas
  - "Soft" infrastructure of neighbors, clubs, activities, social networks

Aspirations (Goals)

- Walkability
  - Safe sidewalks or greenways
  - Attractive architecture
  - Places to walk to (business, shops, etc.)
  - A large enough market to support activities and destinations

- Intra-Town Transit System
  - Requires public subsidy
  - Population sufficient
  - Desirable destinations

Trends/Opportunities

- Two major demographic trends
  - Aging boomers and Gen Y: Over 50% of the population

  - Driving housing, consumer, and employment markets

  - Gen Y & Boomers sandwiching Gen X

  - Seek opportunities to invest in places & activities that appeals to each of these demographic groups

  - Need to be attractive to younger child rearing/ working families while serving an increasingly older population

Trends/Opportunities

- – "Sustainability" is increasingly important (see Gen Y)
- – Ensure farmland stays in agricultural
- – Interest in food source protection and local foods

Challenges/Threats

- Aging Demographic
  - Means less likely/willing/able to pay
  - More likely to demand services

Challenges/Threats

- Land Poor
  - Mostly developed community
  - Desire to preserve agricultural, forest, open space, and watersheds
  - Need to invest in infrastructure, community facilities, and housing to incentivize revitalization, redevelopment, and reuse in already developed areas.
  - Need to preserve & rehabilitate older neighborhoods yet accommodate infill & development

Challenges/Threats

- Transit Patterns
  - Shift to high-speed and commuter rail will shift housing and commercial location preferences
  - Must connect to rail via transit

- Surplus of Business & Industrially Zoned Land and Buildings
  - Invest in these business parks
  - Attract and retain companies

2009 DEVELOPABLE LAND AND PROPOSED LAND USE
1388 ACRES (wetlands included)

Developable Land by POCD Designation - Wetlands Excluded

- VERY LOW DENSITY RESIDENTIAL (898 ac)
- LOW DENSITY RESIDENTIAL (127 ac)
- MEDIUM (sf) DENSITY RESIDENTIAL (138 ac)
- MEDIUM DENSITY RESIDENTIAL (42 ac)
- MEDIUM HIGH DENSITY RESIDENTIAL (0.6 ac)
- MIXED USE (14 ac)
- INDUSTRIAL (13 ac)
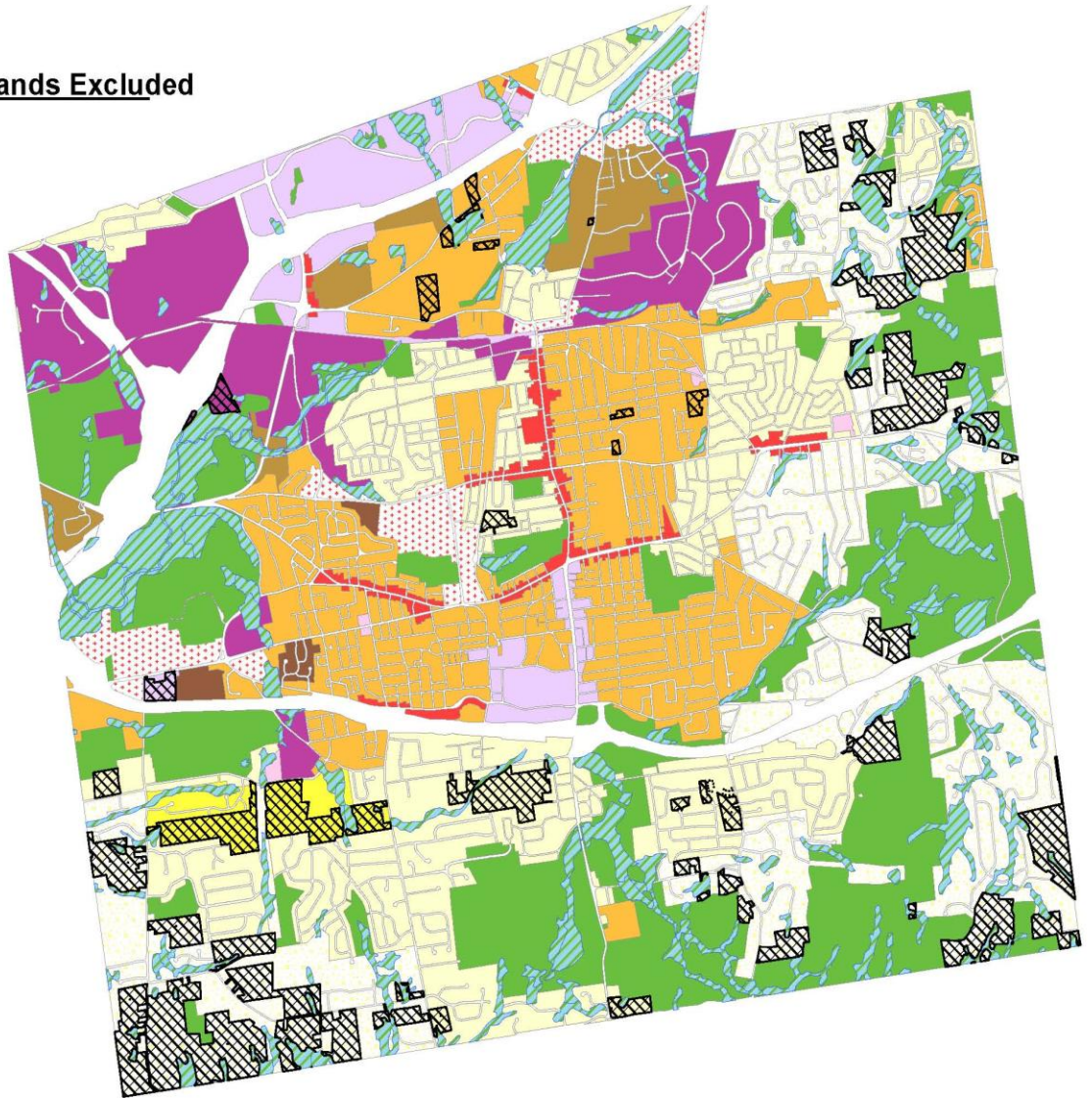
0   0.35   0.7   1.4 Miles

NO REMAINING DEVELOPABLE LAND

- PUBLIC/SEMI-PUBLIC
- HIGH DENSITY RESIDENTIAL
- NEIGHBORHOOD COMMERCIAL
- SPECIAL DESIGN COMMERCIAL
- GENERAL COMMERCIAL

Manchester 2020: Most Development Activity Should Occur at Activity Centers and Along Corridors
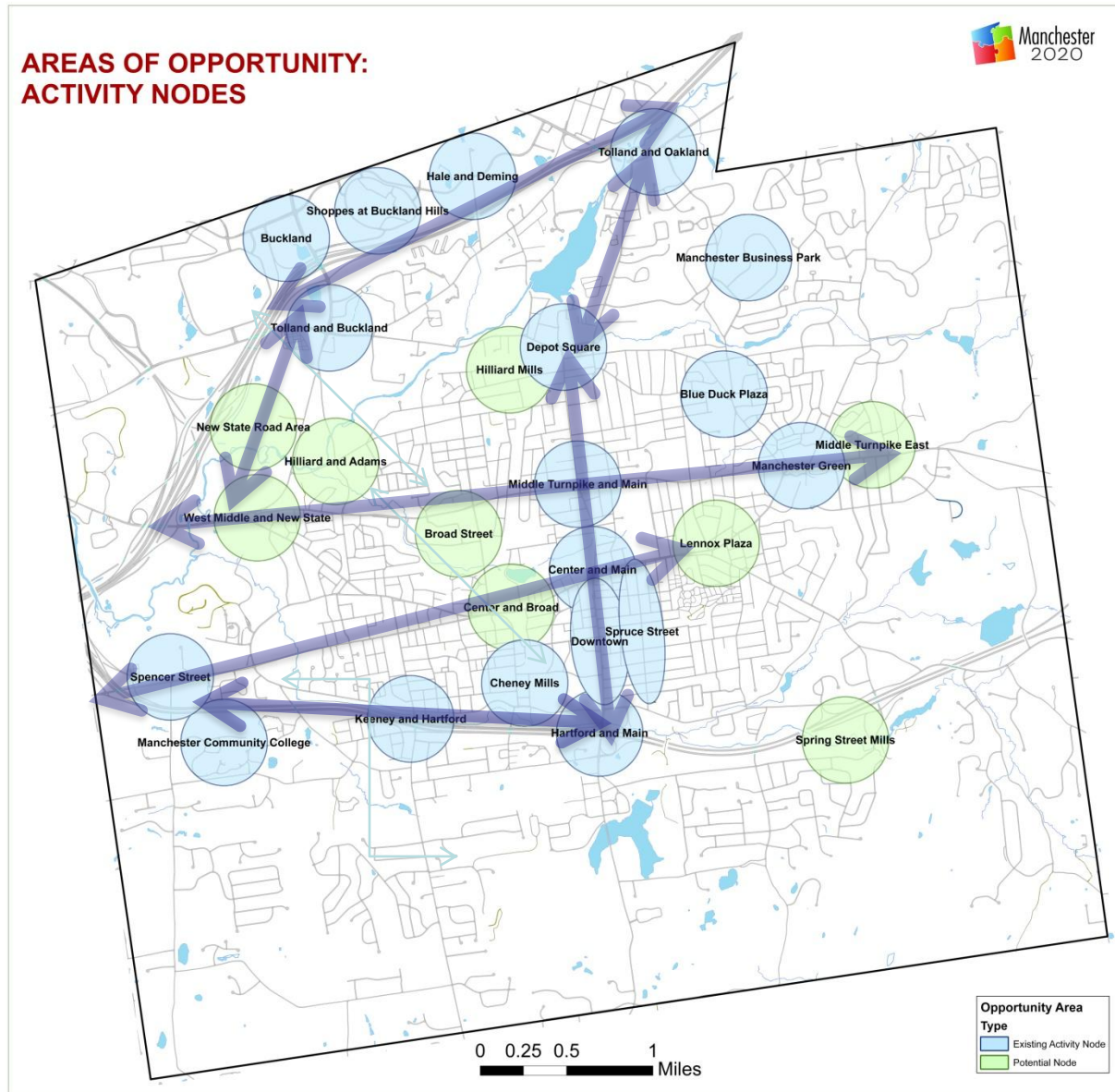
- Broad Street
- Downtown
- New State Road Area
- Depot Square
- Manchester Green
- Buckland Hills

Selected Recommendations

- Redevelop and invest in existing and potential corridors and activity nodes

- Invest in increased transit opportunities

- Use housing as a tool to redevelop and invest in corridors and activity nodes

- Invest in / promote adaptive reuse

- Promote vibrant, walkable neighborhoods

- Preserve and Promote Agriculture as a Desired Land Use

PROPOSED CHARACTER MAP

Manchester 2020
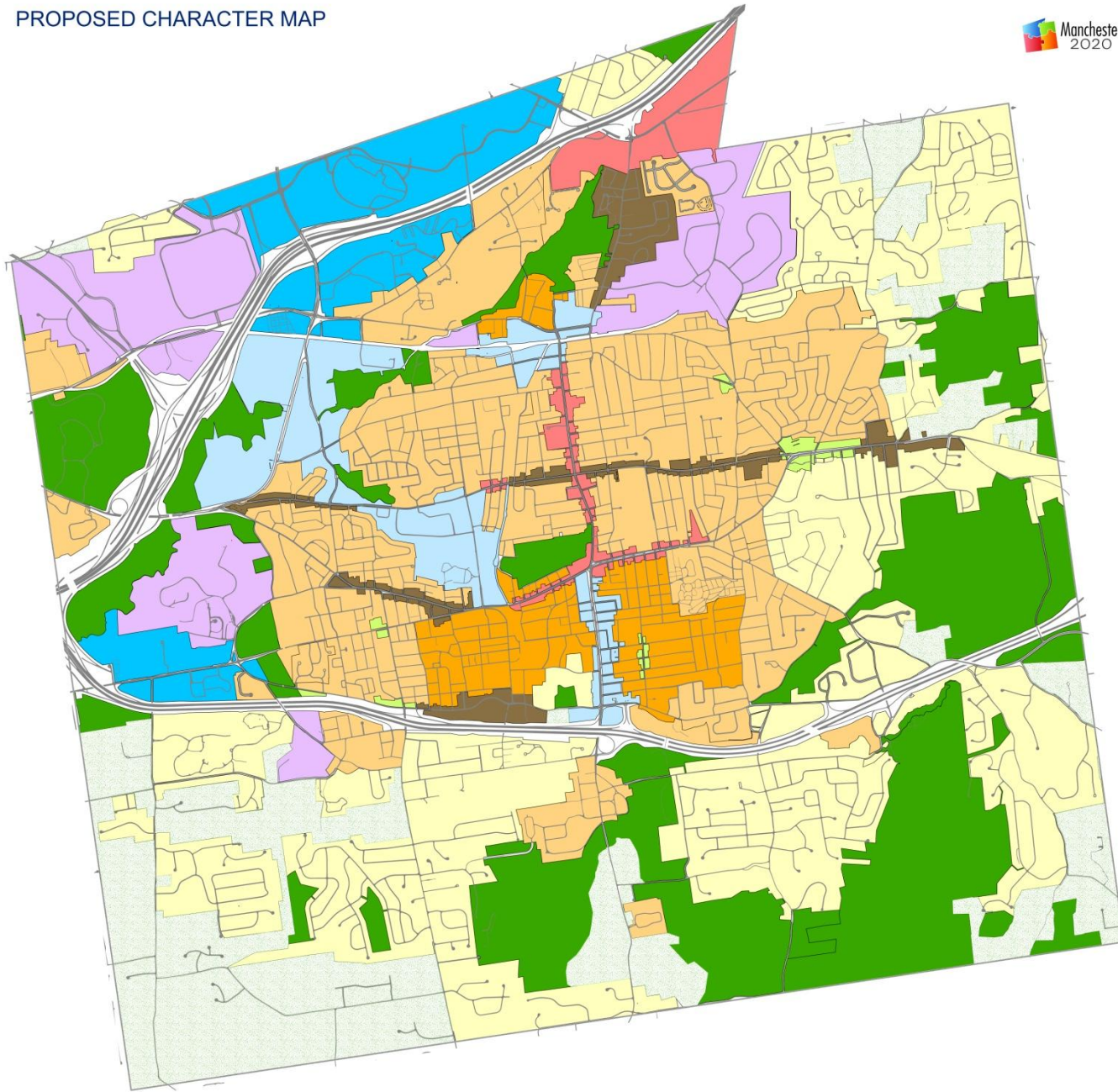
Legend:
- Natural
- Rural/Agricultural
- Suburban
- Traditional Suburban
- Core Neighborhood
- Neighborhood Center or Corridor
- Mixed Use Center
- Mixed Use Regional Center
- Community Corridor
- Commercial Corridor
- Business Park/Industrial

Manchester
Planning Department

PROPOSED CHARACTER MAP

Manchester
2020

	Neighborhood Center or Corridor
	Mixed Use Center
	Mixed Use Regional Center
	Community Corridor
	Commercial Corridor

Town of
Manchester, CT

Manchester
Planning Department

Neighborhood Center	Mixed-use areas of residential, commercial, and service uses in central areas of activity. Buildings are between one and three stories and may be exclusively commercial, residential or institutional, or contain a mix of uses. Easily accessible to both pedestrians and cars. Net residential densities range from 5 to 20 units per acre.		
Community Corridor	Primarily residential corridor that provides a connection between neighborhoods, carries moderate traffic levels and may include low-intensity commercial uses at key intersections. Buildings are typically two or three stories. Business typically serve surrounding neighborhoods. Net residential densities range from 8 to 20 units per acre.		

Commercial Corridor	Primarily commercial corridor that carries relatively high volumes of automobile traffic. Businesses serve residents of Manchester and surrounding towns. May include residential components at net residential densities of 8 to over 20 units per acre.		
Mixed-Use Center	Consists of a tight network of streets with wide sidewalks, tree plantings and a street wall created by building frontages. These areas are centers of activity, serving as a transit hub and containing residential, commercial and office uses. Parking is typically on street or behind primary buildings. Additional uses include parks, libraries, schools, and other institutional uses. Net residential densities range from 10 to over 20 units per acre.		
Regional Center	Mixed-use center with larger-scale retail, office and multi-family residential uses adjacent to the I-84 corridor. Sidewalks and multi-use paths are present along a major automobile corridor. A transit hub, including both local and express commuter bus service offers regular access to public transit. Net residential densities range from 10 to over 20 units per acre.		

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