Town Green Special Services District

2019 Annual Report

Town Green District
Downtown New Haven
WELCOME!

On behalf of your Board of Commissioners, I am pleased to report on the Town Green District’s substantial efforts in 2019. The District increased our investment in the highly impactful Downtown Ambassador program by adding more deployment hours further into the evenings to better accommodate the dinner and nightlife patrons. The Ambassador program continues to work closely with the District community and our local police department to manage and improve our urban environment.

We continue to activate downtown with our events programming and assistance and in 2019, staff produced and partnered in over 52+ events in and around the District. We have also focused on improving the quality of public space in partnership with the City and our property owners. These efforts yielded improvements to Temple Plaza and planning for improvements in the 9th square and the connection between the Wooster Square neighborhood and downtown in 2020. We have found matching grants for a number of our improvements in 2019 and over the last three years through the Elm City Innovation Collaborative grant program, Town Green has received over $170,000 in matching funds.

Town Green is thoughtfully responding to the changing needs of our district and I urge our constituents to make your concerns and suggestions heard, so we as a collective body can continue our efforts for a better downtown.

Paul Denz
Chair, Board of Commissioners
Town Green Revenues

- **Tax Assessment Revenue • 76%**
  - City of New Haven • 11%
    - $200,000
  - Yale University • 2%
    - $50,000
  - Non-Assessment Revenue • 11%
    - (Shaded: Grants & Sponsorships)
    - $196,400
  - City of New Haven • 11%
    - $200,000
  - Non-Assessment Revenue • 11%
    - (Shaded: Grants & Sponsorships)
    - $196,400
- **Total**
  - $1,302,240

Town Green Expenses

- **Public Space Management and Improvements • 63%**
- **Events & Communications • 11%**
- **INFO New Haven Visitors Center • 3%**
- **Office Expenses • 5%**
- **Administration • 17%**
- **Economic Prosperity • 1%**

- **Total**
  - $1,302,240
The goal of the Public Space Department is to activate and enhance public space to catalyze economic development, improve public safety and promote the assets, inspiration and opportunities of the downtown district. This is achieved through our Safety, Hospitality, and Maintenance Ambassador program, innovative technology, and city and private partnerships. The Public Space department liaises directly with property managers and owners to address concerns, answer questions, and assist its membership in maintaining public space and reducing negative behavior.

Ambassador Program

One of the most visible components of the Public Space Department is our Safety, Hospitality, and Maintenance Ambassadors. They deliver clean and safe services to property owners, commercial tenants, residents, and visitors. They are the eyes, ears and caretakers of downtown, serving both as law enforcement aides and goodwill ambassadors to the public.

Town Green District utilizes a highly specialized contractor, StreetPlus, to staff, train, and run the Ambassador Program. Town Green District also maintains a crucial public safety partnership with local law enforcement through the Downtown Community Alliance between Ambassadors and District 1 Police Department officers.

2019 STATISTICS

- 355,921 Visitors Greeted
- 113 Calls for Assistance
- 10,405 Sets of Directions Given
- 4,250 Panhandling Interventions
- 3,299 Merchant Contacts
- 235,560 Pounds of Trash Removed
- Pressure Washing
  - 117 Bus Stops
- 91 Block Faces
- 1,179 Graffiti Tags Removed
- 143 Block Faces Weeded
Keeping Downtown Clean & Safe

- Regular downtown maintenance, as well as dedicated graffiti, sticker, and litter removal, all create a more welcome and attractive environment.

- Throughout the year, Ambassadors powerwash sidewalks, bus shelters, and storefronts within the downtown district, utilizing specialized equipment—such as our mini street sweeper—to provide a deep level of clean for downtown streetscapes.

- When winter weather threatens the mobility and safety of pedestrians and traffic downtown, Town Green District partners with the City of New Haven and hires contractors to remove excessive amounts of snow from handicap ramps and bus stops.

Placemaking & Beautification

Big Belly Solar Trash Cans

Our 52 Big Belly Solar Powered Trash Compacting program trash cans are superior to traditional open top trash cans: they provide trash compacting ability, they are rodent proof, have graffiti-resistant artistic wraps applied, and have ad panels that help promote downtown businesses.

Planting Program

One of Town Green District’s largest programs, our Spring, Summer, and Fall Planting Program ensures that public spaces are lushly planted, providing vibrant greenery and color throughout downtown. Spring and summer see the addition of 160 hanging baskets and 180 ground planters with over 2,500 plants annually.

Public Seating Areas

Town Green District manages seven popular gathering areas for people to spend time outdoors, hang out with friends, or enjoy a meal. Town Green District manages Temple Plaza and Pitkin Plaza, creating an oases in a densely built environment and utilizing them as event venues in our busy event schedule.

Terrasse Program

The Terrasse program — a partnership with the City of New Haven — allows restaurants to increase their seating options utilizing the parking space located in front of their establishment as a mini bistro area. These outdoor patios offer restaurants increased visibility and enhance the customer experience when they dine downtown.

Holiday Décor

Town Green District invites more festivity to the downtown with holiday décor installations. This is accomplished with 150 individually wrapped streetlight poles, 24 large wreaths, 16 globes, 24 large snowflakes, and a 15 foot lit snowflake hung over the College and Chapel Street intersection.
PUBLIC SPACE: IMPROVEMENTS

Windowed Worlds transformed 18 vacant storefront windows from lifeless spaces into warmly lit, eye-catching window features along downtown’s commercial corridors—boosting the neighborhood’s appeal to pedestrians and future tenants. Windows showcased local artistic talent and promoted downtown public spaces.

Turf Project

To meet the increasing demand for public event venues, Town Green District upgraded the 3,000 sq. ft. of greenspace in Temple Plaza with artificial turf to increase and expand usability, accommodate wear and tear that comes with increased activity, solve prior drainage and maintenance issues, and resist the damage caused by both regular and special event use.

Community Engagement

In order to create an inclusive environment where residents and merchants feel ownership and attachment to shared streets and places, Town Green District began facilitating community input events and design review sessions to plan public improvement projects with more wide-reaching impact that bolsters community identity.

Intersection to Connection: Transforming Chapel Street Overpass and Intersections

Increasing concerns and frustrations from the community about the unsightly east end of Chapel Street in downtown prompted Town Green District staff to address the darkly lit overpass, intersections, and bordering vacant lots to reactivate the area and reconnect Wooster Square to Downtown. The planned makeover will include painted crosswalks, potted plants, custom-made corner screens, an information kiosk, and lighting installations along the bridge railings. These creative solutions are the result of a year-long community-based design process.
EVENTS & COMMUNICATIONS

Social Media Growth, Jan-Dec 2019

▲ 25%
▲ 12%
▲ 32%

JAN
Flights of Fancy ★
265 Attended

FEB
Lunarfest Parade ●

MAR
St. Patrick’s Day Family Fun Zone ●

APR
Brew On 9 ★
215 Attended

MAY
Wake Up the Green ●
New Haven Night Market ★
3,500 Attended

JUN
Happy Hour in the Plaza ★
820 Attended
Town Green hosted or partnered with over 60 events in 2019, including staffing tables to distribute information about downtown businesses & events, creating a more informed community while growing our contact database by 62%.
Many problems affecting downtown are deep-rooted, complex and largely beyond the influence of any single downtown management organization. Town Green staff works hard to listen and grow our relationships with other downtown organizations, city departments, businesses and residents. We pride ourselves on the partnerships and collective work that stems from these relationships and we are grateful for all of the support we receive from our partners and constituents.

Advocacy is another way that Town Green works to affect positive changes on high-priority policy matters such as the condition of homelessness in our community, aggressive street behavior, a better New Haven Green, needed transit improvements and parking.

**New Haven Green**

The District Board and staff are two years into a formal dialogue with the Proprietors of the New Haven Green and City of New Haven. In 2019, all three parties agreed that a more robust management structure would benefit the Green and New Haven community and Town Green is working with our partners to define what that structure could be moving forward, beginning with a new seating program: The Patio.

**Transit**

The District was a vocal participant in advocating for a better functioning, more efficient transit system for Downtown and Greater New Haven. Staff and board members participated in public meetings and gave feedback to the Move New Haven study. We believe a stronger transit system will produce better economic results for the district.

**Addiction Services**

We recognize addiction comes in many forms and, like any urban environment, downtown New Haven is home to a population of people who suffer from addiction and mental health problems. The district works hard to act as a conduit to mental health and addiction services for those in crisis. We promote and advocate for evidence-based solutions to addiction and have an on-going dialogue with mental health providers, methadone clinics and outreach and engagement.

*Downtown Ambassadors receive training in addiction services.*
NEW BUSINESSES IN 2019

28 New Businesses in the District!

Town Green District was proud to welcome these new establishments to our district:

**Chapel District**
- Mile Zero | 786 Chapel St
- South Bay | 228 College St
- iZeek Repair | 250 | St
- Milkcraft | 280 Crown St
- Elm City Tap House | 144 Temple St
- Te Amo Tequila | 182 Temple St
- Otaru Sushi Bar | 21 Temple St
- Verizon | 896 Chapel St
- Hamilton Park | 9 High Street
- High George | 9 High Street
- Mr. Crab | 25 Temple St
- Joy Ride Studio | 199 Crown St
- Noodle Shack | 200 Crown St
- Shiru Café | 200 College St
- Sneaker Junkies | 976 Chapel St
- Elm City Tap House | 144 Temple St
- RIZE | 956 Chapel St

**9th Square District**
- Kuro Shiro | 128 Crown St
- Showoff Ink Artistry | 262 State St
- Crossfit Ninth Square | 201 Crown St
- EDC/REX | 28 Orange St
- Funky Stuff LLC | 57 Orange St

**Audubon District**
- The Audubon Apartments | 338.5 Orange St
- Freskos | 21 Whitney Ave
- The Regal Beagle | 17 Whitney Ave
- Lifestyles Gift & Smoke | 65 Grove St
- The Whale Tea | 48 Whitney Ave
- SGI-USA Buddhist Center | 27 Church St

Photos, from top: High George, Joy Ride, Milkcraft, Sneaker Junkies

**ShopTalk Newsletter**

*ShopTalk* is our monthly newsletter for property owners, businesses and stakeholders. It highlights downtown’s happenings, opportunities, events, openings, announcements and more!

**Not on the list yet? Don’t miss out!** Get in touch with us to get this important information.

**Biz Meet & Greets**

This year, Town Green District developed a *Welcome Packet* to welcome new businesses into the district and provide existing businesses with essential resources for operating in downtown New Haven: from parking options to emergency phone numbers to event schedules and more.
Officers

CHAIR
Paul Denz
Northside Development

VICE CHAIR
Margot Broom
Breathing Room Yoga

TREASURER
Tony Schaffer
C.A. White Real Estate

SECRETARY
Keith Mahler
College Street Music Hall

Commissioners

Kasia Brown, Designee for Winstanley Enterprises

Mary-Ellen Cody, Gateway Community College Foundation

Frank Caico, Spinnaker Development

Dan DeStefano, Beachwold Residential

Joe Ferraiolo, Frontier Communications

John Ginnetti, Meat & Co. and 116 Crown

Glen Greenberg, The Owl Shop

Ginny Kozlowksi, Designee for the Economic Development Administration, City of New Haven

Michael Lipp, Wiggin & Dana Law Firm

Ron LoRicco, 216 Crown Street

Richard Michaud, Michaud Company

Carol Orr, English Market

Jim Pettinelli, Liberty Community Services

Juan Salas-Romer, NHR Properties

Sonia Salazar, Te Amo Tequila Bar & Tacos

Kristie Rizzo, Designee for Thacher Tiffany

Tom Sullivan, Designee for Randy Salvatore

Hanifa Washington, Hands of Hanifa

Fletcher Williams, Omni New Haven Hotel

Lauren Zucker, Yale University Properties
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