

2010

# New London Main Street: A Comprehensive Downtown Revitalization Program

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## Recommended Citation

Sharp, Natalie, "New London Main Street: A Comprehensive Downtown Revitalization Program" (2010). *Architectural Studies Integrative Projects*. Paper 21.

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The views expressed in this paper are solely those of the author.

# new london main street

a comprehensive downtown revitalization program

"New London Main Street is a nonprofit organization committed to the preservation, enhancement, and promotion of the Historic Waterfront District of New London, Connecticut."

Natalie Sharp  
Spring 2010

# NLMS committees

Design

Economic enhancement

Organization

Promotion

NLMS employs a four-pronged approach to downtown revitalization with their four committees.

I worked mostly with the Design Committee. However because NLMS is a small office with only three full-time employees, I was able to help out with small day-to-day projects for most of the committees.

Because the scope of New London Main Street's efforts is so broad, this may be a great internship for those with a variety of interests.

# Promotion Committee

## EVENTS & FUNDRAISERS

Spring & Fall Food Strolls  
Celt's & Currachs  
Fish Tales, Tugs, & Sails  
Celebration of Light's and Song

### Valentine's Fundraiser



I was involved with the Promotion Committee, which among other things organizes fundraisers. I distributed promotional materials and sold over 800 dollars worth of raffle tickets for their '80's wedding themed Valentine's Day fundraiser.

# Economic Enhancement Committee

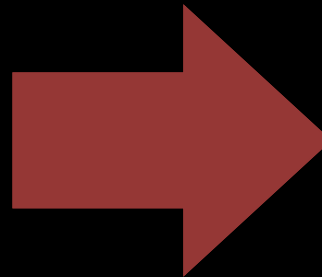
Recruiting new businesses

Strengthening and retaining current businesses



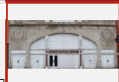


Stimulating adaptive reuse of space

NLMS posts any commercial vacancies on their website to help new businesses find a location in The District.

I helped update the Vacancy Report and contact the property managers to let them know their properties had been listed.



## Vacancy Report

| VACANCY BY STREET AND ADDRESS   |           |  |                  |
|---|-----------|--|------------------|
| Vacancy Address   | Sorted by | Rental Sq. Ft.   | location sq. ft. |
| 18 Bank Street  | Flr: 1    | VACANT   | 1170             |
| <b>PROPERTY MANAGER</b><br>18-20 Bank Street LLC<br>Thomas Crosby                     |           | <b>CONTACT PERSON</b><br>18-20 Bank Street LLC<br>Thomas Crosby<br>CELL: 860 440-3582 WORK: 860 447-3873<br>PID: 4513<br>MAIN: E-MAIL:               |                  |
|    |           |  |                  |
| 27 Bank Street  | Flr: 1    | Vacant   | 2919             |
| <b>PROPERTY MANAGER</b><br>146 Main M&M LLC<br>Bob                                    |           | <b>CONTACT PERSON</b><br>Hillyer Commercial Realty<br>Bob Boivin<br>CELL: 860 608-1549 WORK: 860 739-3900<br>PID: 4529<br>MAIN: 860 444-8000 E-MAIL: |                  |
|    |           |  |                  |
| 35 Bank Street  | Flr: 1    | VACANT   | 10704            |
| <b>PROPERTY MANAGER</b><br>Maxim Development Group LLC<br>Sal Cafaro                  |           | <b>CONTACT PERSON</b><br>Maxim Development Group LLC<br>Sal Cafaro<br>CELL: WORK: 908 857-8683<br>PID: 4524<br>MAIN: 908 303-2885 E-MAIL:            |                  |
|  |           |  |                  |
| 46 Bank Street  | Flr: 1    | VACANT   | 1200             |
| <b>PROPERTY MANAGER</b><br>Robert Hagar   |           | <b>CONTACT PERSON</b><br>Robert Hagar<br>CELL: WORK: 860 857-8683<br>PID: 4472<br>MAIN: E-MAIL:  |                  |
|  |           |  |                  |
| 130 Bank Street   | Flr: 1    | VACANT   | 1064             |
| <b>PROPERTY MANAGER</b><br>Kisilywicz John E + Mari R Trustees                        |           | <b>CONTACT PERSON</b><br>William Pitt Sothebys Real Estate<br>Les Bray<br>CELL: 860 912-8167 WORK: 860 535-2242<br>PID: 4456<br>MAIN: E-MAIL:        |                  |
|  |           |  |                  |

Created by TK Rich 1 4/9/2010

# Design Committee

## Ice Rink Research

Improving the district's aesthetics

Installing light pole banners

Building restoration

Gateway signs at the entrances  
of The District



NLMS is hoping to install a seasonal outdoor ice rink on The Parade. This ice rink will help revitalize The District by attracting visitors and stimulating activity in the off-season

I researched comparable outdoor rinks to see how ice rinks have been executed in other towns. I drafted documents to help with feasibility studies for the NLMS ice rink.

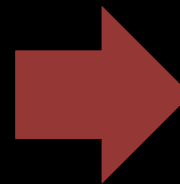
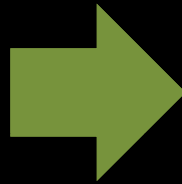
| Sovereign Bank Family Skating Center  |                 |        | 4 Commercial Wharf, Newport, RI<br>401.844.3016<br>skatenewport.com |  |
|---|-----------------|--------|---|--|
| RATES   | Admission       | Rental | HOURS   |  |
| Adults  | \$7.00          | \$5.00 | Monday – Thursday 5:00 – 9:30pm                                     |  |
| 3+ Citizens   | \$5.00          | \$4.00 | Friday 3:00 – 6:00pm  |  |
| Children  | \$5.00          | \$4.00 | 6:30 – 9:30pm   |  |
| Toddlers  | Free with Adult | \$3.00 | (Adult skate) 9:30 – 11:00 pm                                       |  |
| Adult Skate   | \$5.00          | \$3.00 | Saturday 11:00 – 2:30pm   |  |
| Adult Season Pass   | \$100.00        |        | 3:00 – 6:00pm   |  |
| Child Season Pass   | \$60.00         |        | 6:30 – 9:30pm   |  |
| Group Rates (10 or more people) - \$1 off<br>regular price for admission and rentals  |                 |        | (Adult skate) 9:30 – 11:00pm  |  |
| • SIZE: 90' X 100'<br>9,000 square feet<br>→ Can accommodate up to 150 people   |                 |        | Sunday 11:00 – 2:30pm   |  |
| • AMENITIES: Free parking<br>Concession stand (hot chocolate, coffee, hot dogs, grilled cheese, etc)<br>Warming hut<br>Viewing area (with picnic tables)<br>Skate sharpening  |                 |        | 3:00 – 6:00pm   |  |
| • PROGRAMS AND EVENTS: Learn-to-Skate Program – six 45-minute sessions for adults<br>and children<br>Winter Vacation Skate Camp – one week camp from<br>8:30am – 10:30am<br>Skating Parties<br>Title Sponsor Days – Every Monday and Wednesday<br>admission is free<br>Salve Regina Night – Local college students show their<br>student ids and the college is billed the admission<br>price |                 |        | 6:30 – 9:30pm   |  |
| • SPONSORS: Sovereign Bank<br>Vill Mercedes-Benz<br>Amica Insurance<br>Stop & Shop<br>The Newport Harbor Hotel & Marina<br>Newport Marriott Hotel and Spa<br>The Providence Phoenix   |                 |        |   |  |



# Photo Research

Over the course of the semester, I did photo research for the Design Committee. In order to show the improvements made by the NLMS Design Committee, I had to find older photographs of the District to compare with those of today.

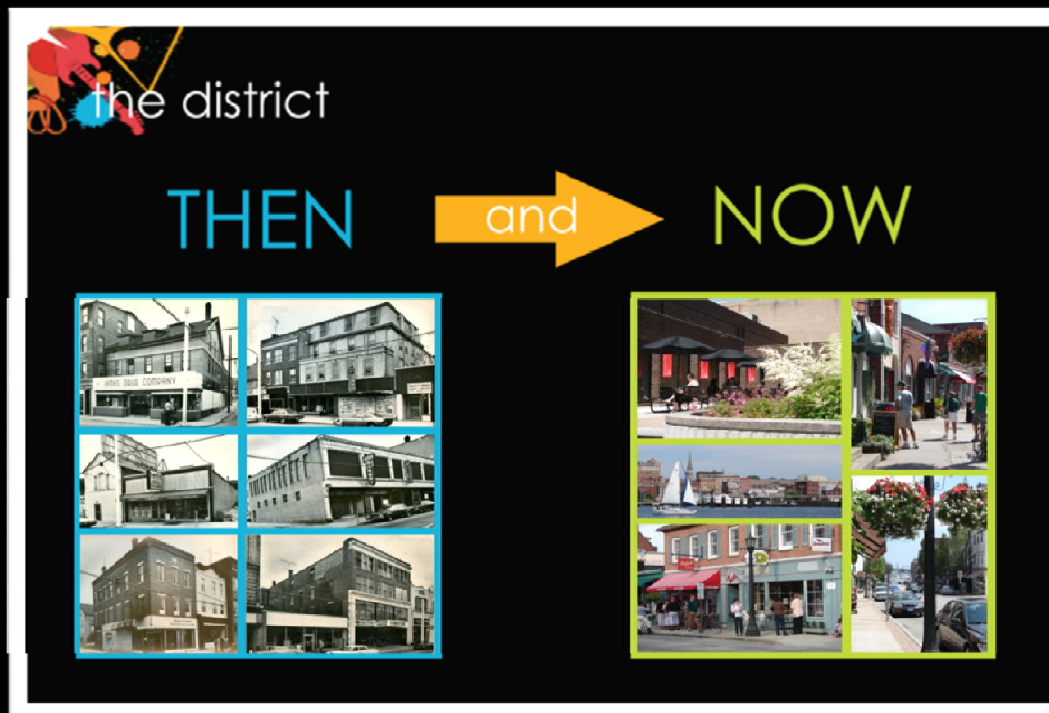
This allowed me to employ the primary source research skills I've acquired in my courses at Conn and involved utilizing resources such as the New London Public Library's microfilm of *The Day* and the archives at New London Landmarks.



# The Photos from my research were used for ...

An article in *The Day*

A display board for the NLMS Annual Meeting



The NLMS newsletter



## CONTACT INFORMATION

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