

Middletown: Downtown Visions & Successful Partnerships

October 6, 2005

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Overview

- Downtown Visions 2000 & Past Successes
- North End Redevelopment Project- Residential
- Downtown Parking
- South Cove Waterfront Project- Retail & Entertainment

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Downtown Middletown 1992

- Main Street Retail spaces are 80% vacant
- No effective partnership between stakeholders
- Revitalization efforts were piecemeal and uncoordinated

Downtown Visions 2000

- 1993 a downtown subcommittee was created
- Conducted a Downtown Market Analysis
- Conducted a Slogan & Logo Contest and Main Street banners



- Out of this the City developed and adopted **Downtown Visions 2000**

Downtown Visions 2000- cont'd

- Vision Statement-

- “Downtown will be the heart of Middletown. ...
- New development will be at a scale which will preserve and complement the character of the historic downtown and restore its connection to the river. ...
- The downtown will be unique in that there will be a distinct mix of retail, service, governmental, residential, social service, entertainment and cultural activities. ...
- Government will strive to keep the downtown safe, active, clean and attractive. ...
- Downtown neighborhoods will be a top priority. ...
- The arts and entertainment sectors will ... represent a truly unique element in the downtown and will attract thousands of spectators and shoppers. ...
- Wesleyan University will plan an integral role in the downtown. ...
- Intermingled among these uses will be clean and well-maintained public spaces. ... From these public spaces there will be clear visual and pedestrian linkages to the riverfront. ...
- The downtown and the riverfront will once again be united. ...”

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Guiding Principles

- By creating a “Downtown Arts and Entertainment District with a Restaurant Theme” we intend to attract artists, Wesleyan students and faculty, unique restaurants, specialty retailers and high tech businesses. In this way we will then attract the general public and create a “cool” downtown that is active day and night.
- Always strive to implement the “Vision” established in *Downtown Vision: 2000 and Beyond*

Accomplishments To Date

- Downtown Business District
 - Main Street Police Station
 - Destina Movie Theater
 - Inn at Middletown Hotel
- Kidcity Children's Museum
- Downtown Improvements
 - Encouraging the Arts
 - Main Street Events
 - Goodspeed Buzz
 - Ethnic Restaurant Boom
 - Boutique Retail Trend

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Downtown Business District

- Self Taxing District

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Main Street Police Station



- Successful referendum for \$10 million Police Headquarters

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Destina Movie Theater



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Inn at Middletown

- In 1994 hotel consultant concluded insufficient market for hotel.
- In 1999 hotel consultant concludes market can support 100-125 room hotel in downtown.
- Consultant amazed at downtown's turnaround!
- Selected a designated developer to construct a new 100 room hotel at the Armory site.
- Hotel Grand opening – December 2003



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Kidcity Children's Museum

- Funded and provided land to save and move an historic building creating KidCity Children's Museum

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Downtown Improvements

- Policy Changes
 - Parking Enforcement
 - Outdoor Sidewalk Dining
 - Design Guidelines
 - Zone Changes
 - Downtown Village District

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Encouraging the Arts

- Main Street Artists Studios
- Green Street Arts Center
- Two Galleries on Main Street
 - Cameron Gallery
 - NOMA
- Sculpture Mile
- Odd Fellows Playhouse



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Downtown Improvements

- Infrastructure
 - New Antique Main Street Streetlights
 - Large Flower Pots
 - Stamped Concrete to look like brick
 - Free Wi-Fi all along the Main Street
 - Artist Housing North End of Main Street
 - Green Street Arts Center

Main Street Events

- Cruise Night
- Sculpture Mile
- Middletown Dances
- Downtown 5K Run
- Lunch Concerts



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Goodspeed Buzz

Theater Block Project Area A

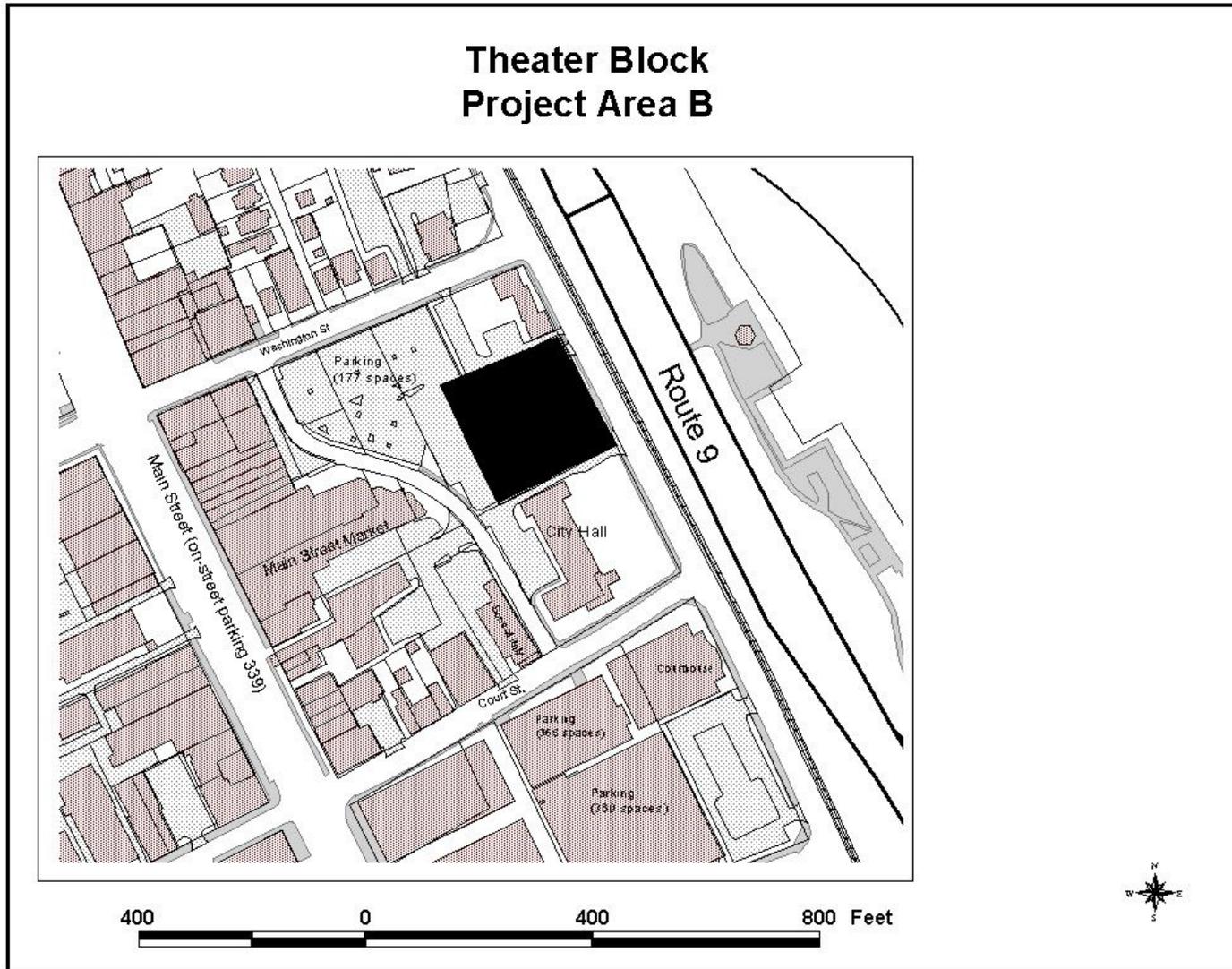


400 0 400 800 Feet



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Goodspeed Buzz



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Restaurant Boom

- Chinese-
- Japanese- Miakdo's
- Tibetan- Little Tibet
- Thai- Typhoon & Thai Gardens
- Italian- First & Last, Amici's, & Tuscany Grill
- Indian-
- Coffee Bars- Javapalooza & BrewBakers
- Ice Cream- Praline's



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New Arrivals

- Cold Stone Creamery- Upscale Ice Cream
- Forbidden City- Upscale Chinese (new sister restaurant to Glastonbury)
- Star Burger- Lunch Burger Joint

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Boutique Retail Trend

- **Moxie-** West Hartford Women's Clothing (looking to expand)
- **Echo Trading-** Women's Clothing (recently expanded)
- **Irreplaceable Artifacts-** Building Fixtures
- **Bill's Sports-** Sports
- **Karelyn's Shoes-** Women's Shoes
- **Trendz Boutique-** Women's Clothing

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North End and Downtown Visions 2000

- Improve Streetscape by underground utilities and provide landscaped areas along sidewalks.
- Redesign City owned open space to make it more inviting to the residents.
- Encourage investment in the area.

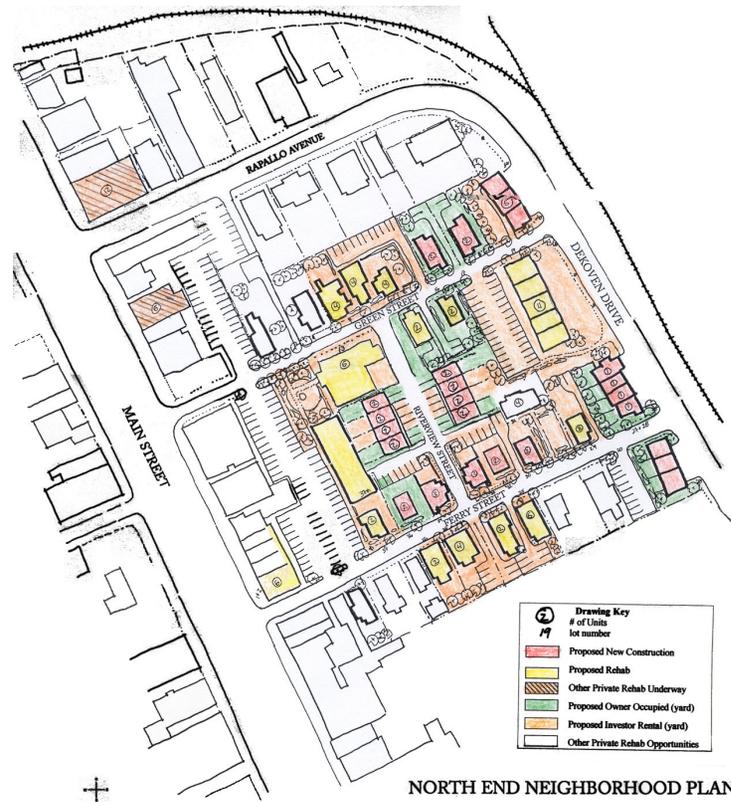
North End Redevelopment Plan- Why?

- Income in the North End dropped from \$16,228 in 1990 to \$13,699 in 2000. (-15.5%)
- From 1990 to 2000, North End Redevelopment area population shrank by nearly 52%.
- Persistent criminal activity threatens Main Street success.

Project History

- 1997 residents came together as an organization called NEAT (North End Action Team)
- 1999 NEAT proposed a redevelopment Plan which was adopted by the City in 2000.
- NEHI- a consortium of local nonprofits spearheaded the redevelopment funding drive
- In 2004 the City selected the Richman Group and BroadPark Development Corporation to take over the North End Project
- In 2005, the Richman Group was successful in securing \$16 million in Low Income Housing Tax Credits. (Largest to be given in state's history)

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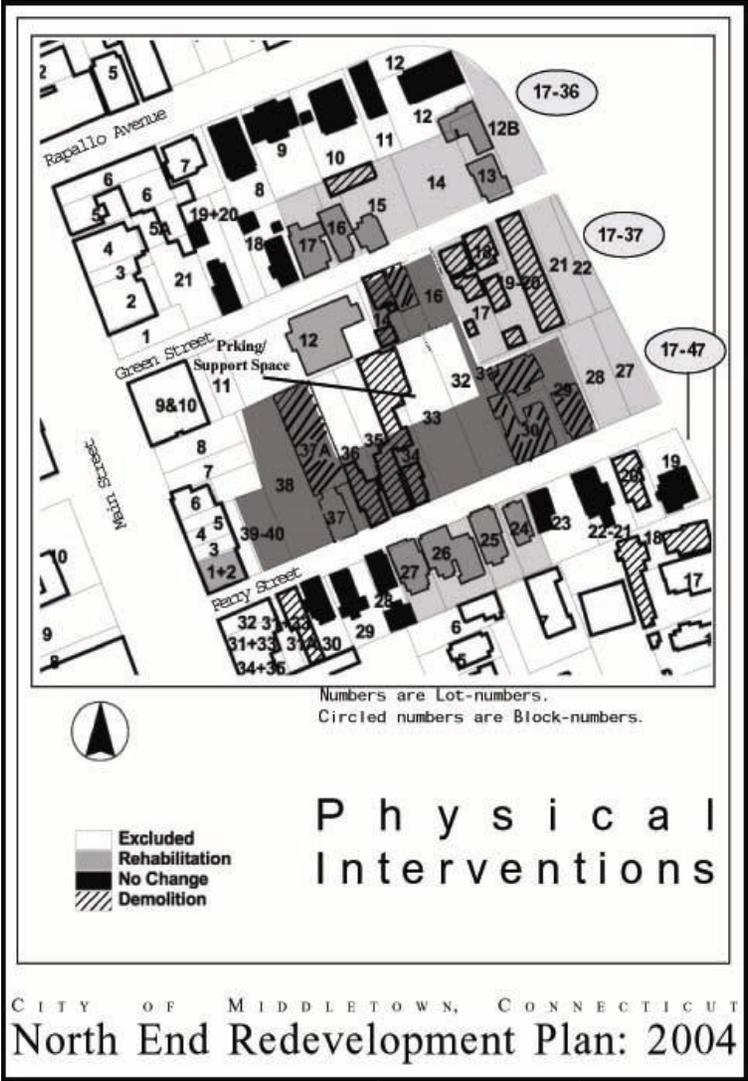


NORTH END NEIGHBORHOOD PLAN

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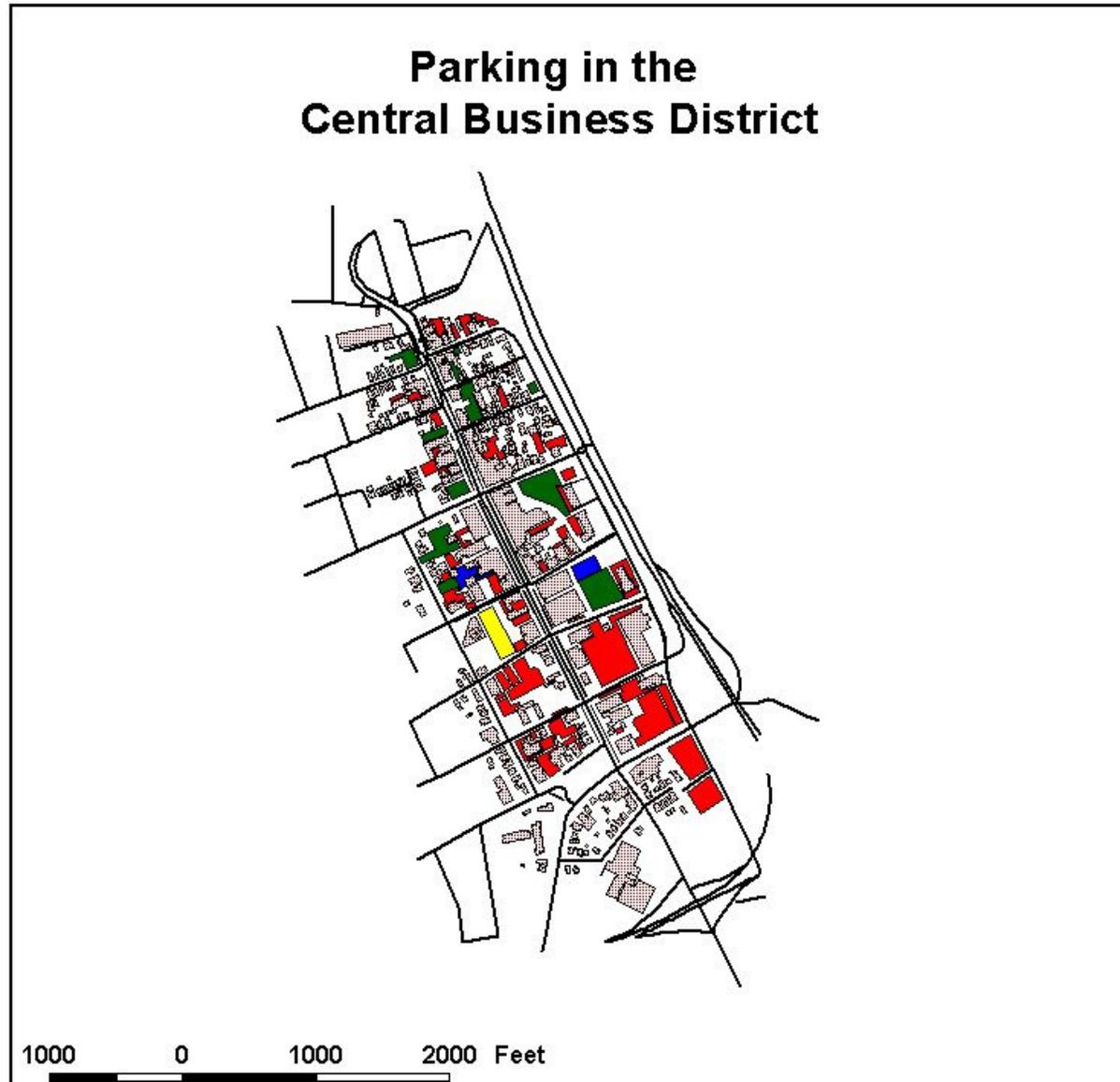
Downtown Parking

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Parking and Downtown Visions 2000

- “Promote Office Service and residential units on the upper floors of Main Street buildings.”
- “Parking for new development should be reviewed with the goal of maximizing pedestrian activity.”
- “Creating large buildings with interconnected parking garages does little to increase pedestrian circulation and should be discouraged.”

Current Parking



Wish List

- Replacement of existing one level 35-year-old parking arcade and construction of a 4-story fully handicapped accessible parking garage.
- Construction of a single story 200 space parking deck tied directly into the new entertainment venue and a new pedestrian walkway over Route 9 to connect downtown and the Goodspeed campus to the waterfront.
- A multi-modal Transportation Center to include automobile, bus, rail and ferry service on the Connecticut River.
- Pedestrian friendly improvements to Main Street to create a fully handicapped accessible and pedestrian friendly environment.
- Revitalization of the rail line running between Haddam/East Haddam and Middletown to bring the Connecticut Valley Railroad and the popular Essex Steam Train to Middletown and beyond to Hartford.
- Harborpark riverfront improvements for ferry docking.

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2005 Fed. Transportation Bill Appropriations

SEC. 3044. PROJECTS FOR BUS AND BUS-RELATED FACILITIES AND CLEAN FUELS GRANT PROGRAM.

- (a) Projects – Of the amounts made available to carry out Section 5309(m)(2)(C) of title 49, United States Code, for each of fiscal years 2006 through 2009, the Secretary shall make funds available for the following projects in not less than the amounts specified for the fiscal year:

Project Description

523. Downtown Middletown, CT, Transportation Infrastructure Improvement Project

<u>FY2006</u>	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	
\$2,000,000	\$2,150,000	\$2,500,000	\$2,850,000	TOTAL: \$9,500,000

267. Middletown, CT Construct intermodal center

<u>FY2006</u>	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	
\$288,420	\$300,960	\$326,040	\$338,580	TOTAL: \$1,254,000

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Appropriations Cont'd

SEC. 1702. PROJECT AUTHORIZATIONS.

Subject to section 117 of title 23, United States Code, the amount listed for each high priority project in the following table shall be available (from amounts made available by section 1101(a) (16) of this Act) for fiscal years 2005 through 2009 to carry out each such project:

3859	CT	Replace existing parking garage in Middletown, with 4-story, handicapped accessible parking garage.	\$8,000,000
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Parking- Looking Forward

- With the backing out of the Goodspeed Opera House and the decision by Mortgage Lenders to relocate to Wallingford, Middletown is in the unique position to use nearly \$23 million for parking and infrastructure for all of the downtown.
- We are planning a parking charettee for after the new year
- We expect to a wide number of small to medium scale project to foster growth in retail and residential uses...

Waterfront and Downtown Visions 2000

- “The ultimate solution is a much expanded riverfront plaza capable of accommodating mixed use riverfront development.”
- “Middletown ...continue to develop its positive image as the City by the river.”
- Steps to improving the waterfront:
 - 1. Begin consensus building;
 - 2. The development of a conceptual plan;
 - 3. The identification of funding sources, including private sector involvement; and,
 - 4. The production of an information and promotional document to be used when lobbying for special appropriations in future federal transportation acts.

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South Cove Redevelopment Plan

- In 1998, City conducted a planning charette for the 85 acres of riverfront property which has direct access to a half mile of riverfront just south of the downtown
- EPA Brownfields PILOT use to conduct Phase I & II of the site.
- In 2002, the City retained renowned waterfront architect Arthur Cotton Moore to develop conceptual designs of the waterfront.
- In 2003, the City issued an RFQ to select a developer for the waterfront project. Sullivan & Hayes from Bethesda Maryland has been designated as the preferred developer.

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South Cove- Aerial Photo



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South Cove- Aerial Photo



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South Cove- Arthur Cotton Moore Vision



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Arthur Cotton Moore Site Plan



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Arthur Cotton Moore Signature Building



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Arthur Cotton Moore



THE SOUTH COVE
on the connecticut river



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Arthur Cotton Moore



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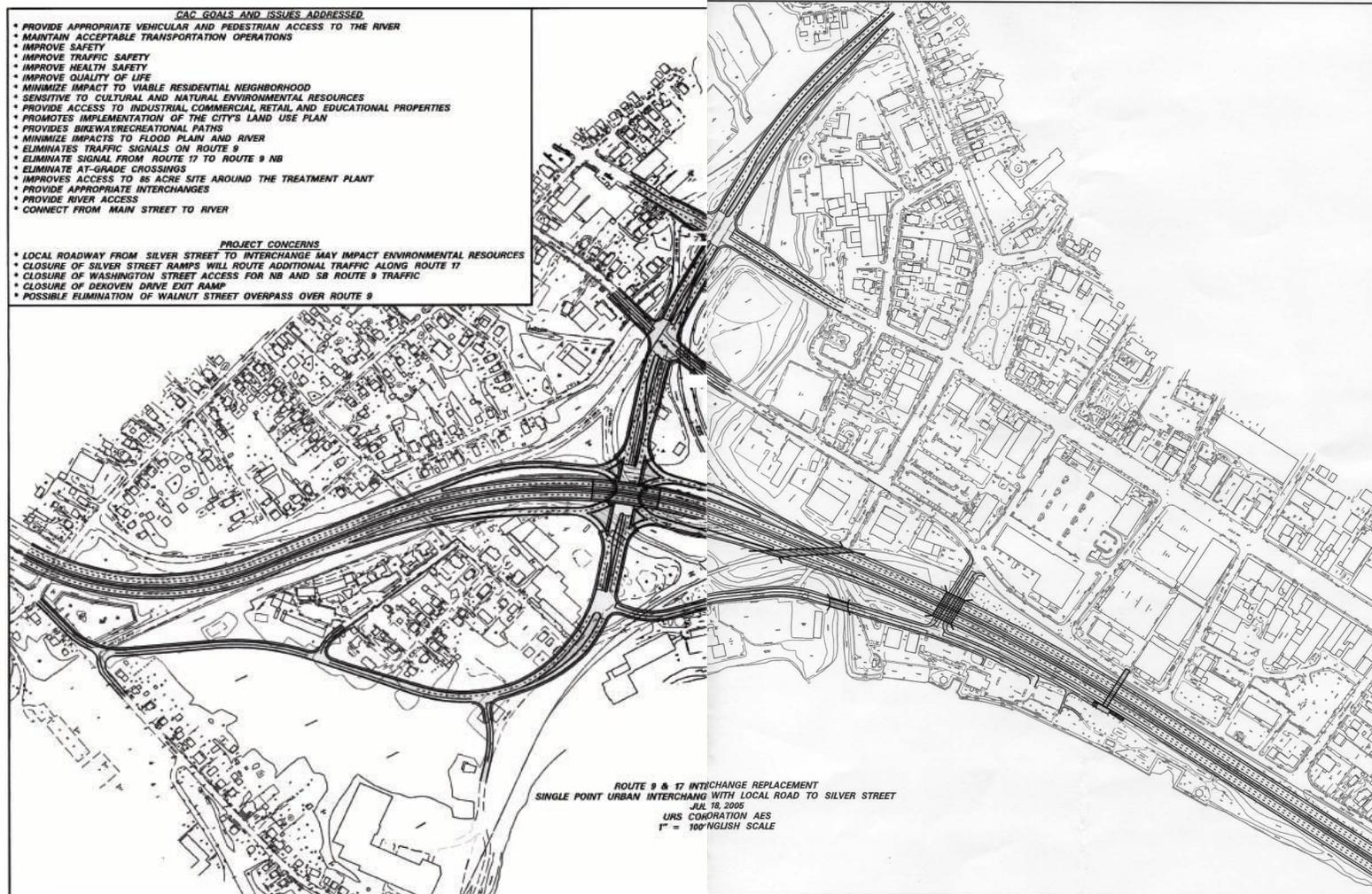
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Arthur Cotton Moore Mini-Middletown



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Route 9 Changes



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South Cove- Looking Forward

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Looking to the Future

- Stricter Historic Preservation
- Route 9 Changes
- Downtown Core Redevelopment
(Washington-Court Block)
- Middlesex Hospital Expansion

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