



Governments Triple Bottom Line : Economic, Social and Environmental Prosperity through effective planning.

November 6, 2007

Wesleyan Presentation

Department of Planning, Conservation and Development



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Economic Dev. Committee
 Chamber of Commerce
 Middlesex County Revitalization Comm

Citizens Advisory Committee
 Applications Review Committee
 Redevelopment Agency
 Design Review and Preservation Board

Planning and Zoning Commission
 Urban Forestry Board
 Conservation Commission
 Harbor Improvement Agency

Planning and Zoning Commission
 Inland Wetlands Agency
 Zoning Board of Appeals

Mission Statement



Planning and Environmental Protection

Manage growth and provide for attractive neighborhoods, a healthy environment, and a network of publicly accessible open spaces and sufficient land for a strong and growing economy.

Community Development

Encourage the revitalization of distressed and older neighborhoods and the expansion of employment opportunities convenient to low and moderate income residents

Economic Development

Aggressively promote development in areas planned for commercial and industrial uses and encourage the expansion of existing businesses

Focus Areas



- Open Space / Farmland Preservation
- Commercial / Industrial Development
- Downtown Revitalization

Benefits of Open Space



- Environmental – habitat preservation, water quality, air quality
- Preserve Urban – Suburban – Rural Character
- Quality of life
- Variety in land uses breaks up sprawl
- Areas for active and passive recreation
- Economic Development
- Avoids public service costs

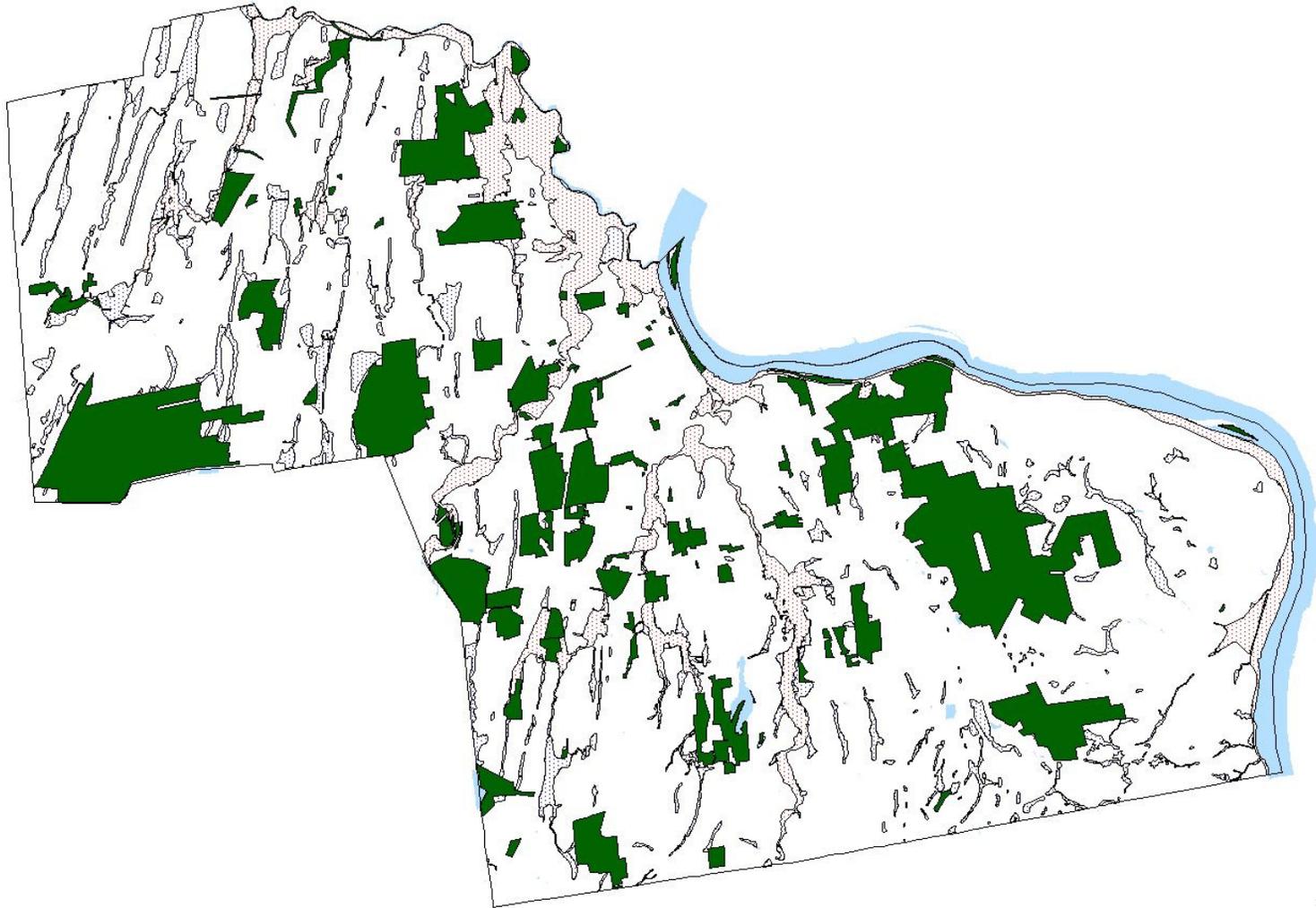


- 1990 the City owned 967 acres of parks and open space.
- This represented 3.5 % of the city's total land area.
- 1990 - 2007 acquired 1,317 acres of land as permanent city-owned open space
- 2007 - 2,284 acres of publicly owned parks and open space.
- An additional 851 acres were donated as private open space
- A 224 % increase in the amount open space in the City between 1990-2007.

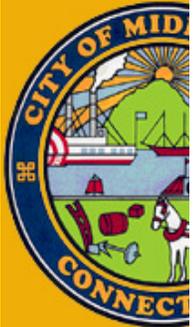
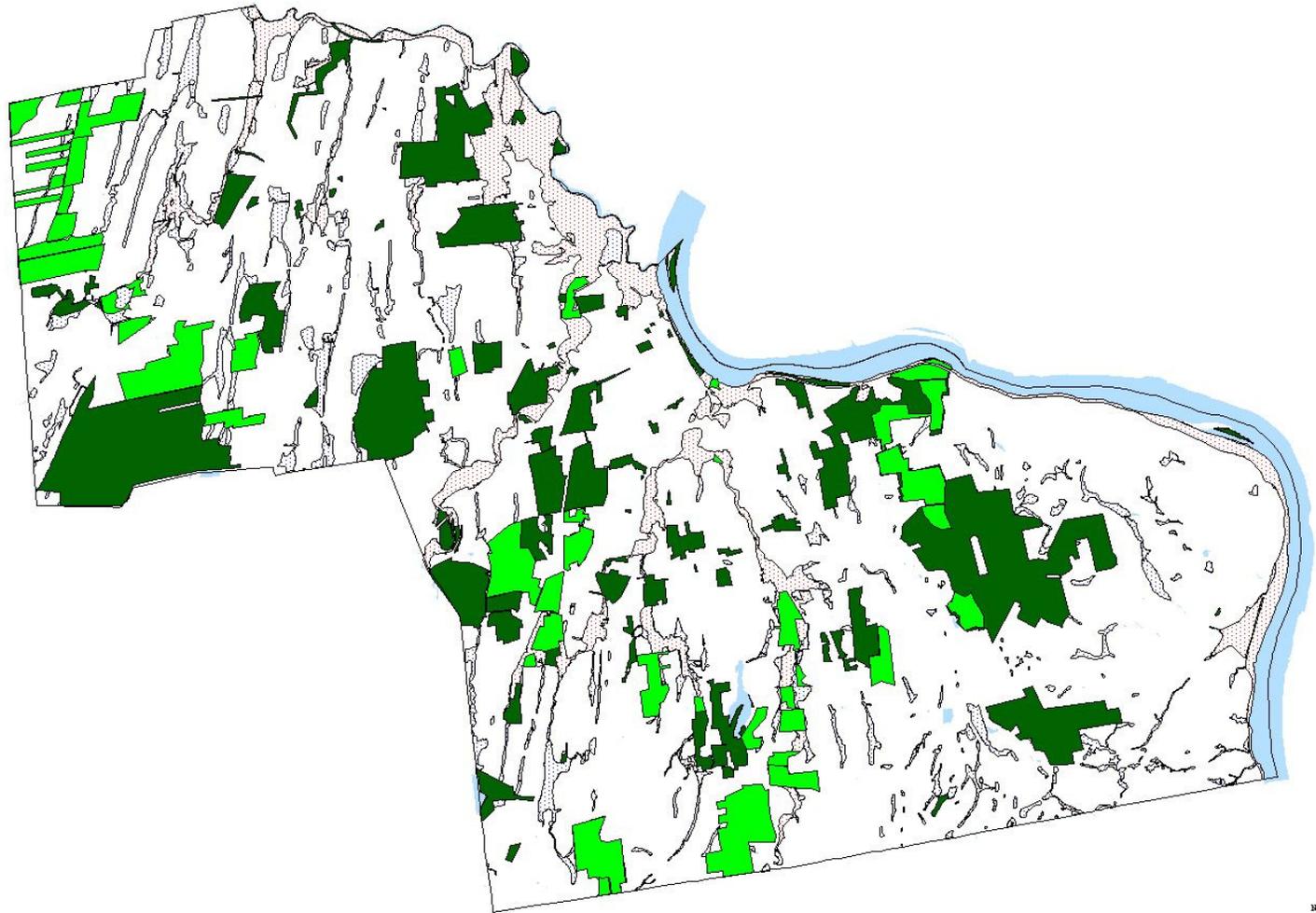


- The University of Connecticut studied the increase in developed land for all Connecticut towns from 1985 to 2002.
- In 1985, 21.8 % of Middletown's land was developed.
- Figure increased to 25.2 % developed land in 2002.
- This equals 885 acres being developed during the 17-year period from 1985 to 2002.
- Middletown has permanently preserved 2,186 acres of land from 1990 to 2006.
- The amount of permanently preserved open space (2,186 acres) was more than twice the increase in developed land during similar periods of time!

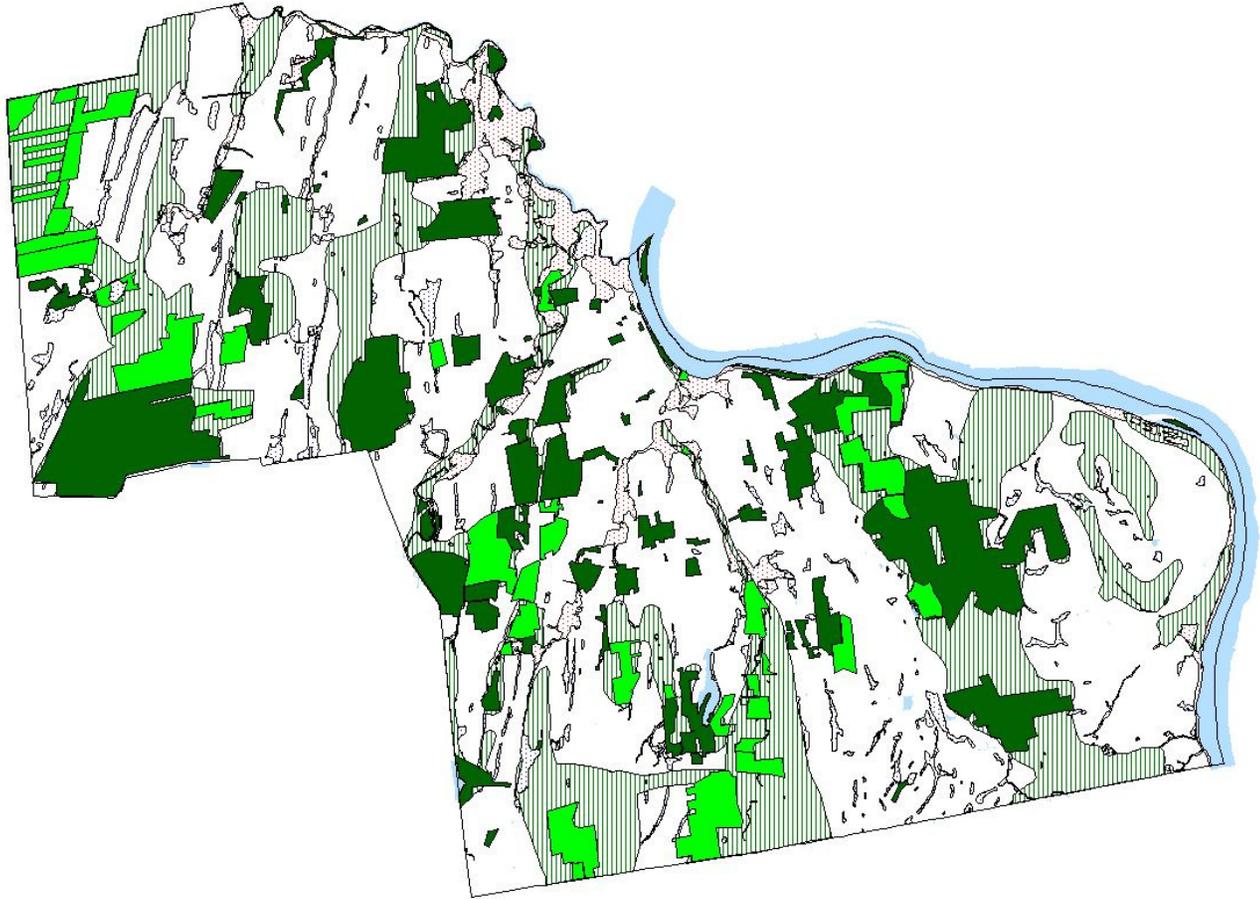
Open Space, Wetlands and Floodplain as of 1992



Open Space, Wetlands and Floodplain as of 2006



Areas Proposed for Open Space





Commercial and Industrial Development

Reasons for Commercial and Industrial Development



- ◆ Substantial new tax revenue without demand on city services.
- ◆ High quality jobs for Middletown residents.
- ◆ Ability to live and work in same community.



Development Case:

Hospitality

Creation of meeting and event space has spurred the growth of the tourism & hospitality business creating a new image.



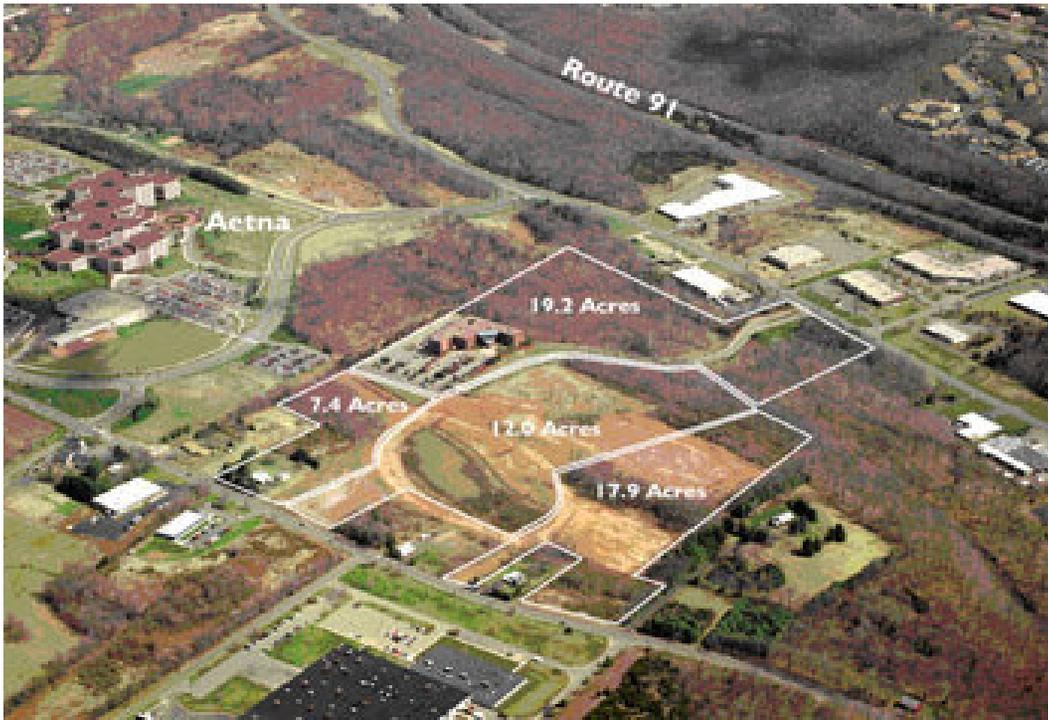


Development Case: *The Medical Corridor*

Outpatient surgery and an aging population created the opportunity for new ambulatory facilities and good new jobs.

- Successful businesses expand.
- National trends become local.
- Retention is 80% of the game.





Development Case: *Interstate Trade Zone*

- ◆ Growing Workforce
- ◆ Easy Access
- ◆ Expansions





Downtown Revitalization

Early 1990's

Severe downturn

De-institutionalization at CVH

Proliferation of Social Services

Jessica Short tragedy

Mass closings Sears, Woolworth's, Food Mart, Kabachnicks, LaBoca and many smaller stores

Vacancy rate on Main St. 60 % range.

No one downtown at night or weekends



Setting the Stage

Established a Downtown Planning Sub-Committee in 1993

Created *Downtown Visions: 2000 and Beyond* – the first Downtown Plan

Conducted a Downtown Market Analysis

Instituted a Design Review and Preservation Board



Setting the Stage

Zone Changes

Required retail frontage on Main Street

Established maximum and minimum building heights and setbacks, new signage regulations

Prohibited new curb cuts, drive thru's, adult uses, pawn shops; check cashing; tattoo and body piercing

Prohibited new social services and store front churches





Setting the Stage

Successful Application to Connecticut Main Street Program

True Public Private Partnership

Established Main Street Board of Directors

Hired a Main Street Manager

Created a Business Improvement District for ongoing funding

Established Facade Improvement Program



Getting the Ball Rolling

Early Projects

Conducted a Slogan & Logo Contest and Main Street banners

Planted over 500 trees along the gateway into Middletown

Funded acquisition of Odd Fellows Playhouse Children's Theater

Dramatic growth of international cuisine provides opportunity for "restaurant theme" —

New Main Street Market receives award from CT American Planning Association

Establishment of neighborhood based North End Action Team (NEAT)



Created a “Village District” between downtown and Wesleyan to stabilize the neighborhood and attract middle to high income residents

To reinforce the Village District – demolished former Police Station and constructed 3 single family homes

Approved and funded a 9 unit artist cooperative in the North End with retail and gallery space on Main Street

Worked with Wesleyan to establish the \$2 million Green Street Art Center Grand opening May 2nd, 2004



5. 4. 2004



5. 4. 2004



1-Dec-11

MIDDLETOWN PLANNING DEPARTMENT



1-Dec-11

MIDDLETOWN PLANNING DEPARTMENT



Acquired, cleaned up an industrial incubator at the 184,000 sq. ft. Remington Rand building in north end, profit funds Economic Development fund

Implementing Miller Bridge Redevelopment Plan including relocation, acquisition and demolition in this severely blighted neighborhood





The “Homerun” Projects



Kid City

First & Last / Police Station

Destinta Theaters

The Inn at Middletown

Kid City Children's Museum



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

Supported \$2 million state grant for expansion

Over 100,000 people every year

Visitors from 168 Of the 169 towns, other states and countries..



4. 29. 2004





First & Last / Police Station

10 year search for a new Police Station

Police presence on Main Street 24 / 7

Retail on first floor as stimulus to further downtown investment

State of Art Police Station

Reminiscent of old City Hall

Overwhelming voter approval in city wide referendum



Destinta Theaters



Former grocery store

Complex bankruptcy issues

Tax abatement and shared parking

12 screens, 2,000 seats, stadium seating

Huge Success 400,000 tickets sold last year, close to 8,000 tickets per week



4. 30. 2004



The Inn at Middletown

In 1994 hotel consultant concluded insufficient market for hotel.

After 5 years of hard work, 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.

Post 9/11 financing from City, Wesleyan, four banks and private investors required.

Hotel Grand opening – December 2003





Current Projects

The North End Redevelopment Plan

Liberty Square

Parking and Infrastructure
Improvements

The South Cove Riverfront



North End Redevelopment

6 years of planning and community building

Very active North End Action Team (NEAT)

Designated Richman Group as preferred rental developers &

Broad Park Development Corporation as preferred homeownership developers





Richman Group

- For- Profit Group creating high quality affordable housing
- Extensive experience – Richman 13th largest multi family owner / developer in country, assets in the billions
- Succeed in securing the largest allocation of Low Income Housing Tax Credits in the history of the State program. \$16 million
- Will develop 96 units of affordable housing, but it will triple the income in the area.



PROJECT NO. 11-00003 DATE 11/1/05	THE RICHMAN GROUP DEVELOPMENT CORPORATION	Ferry Street Apartments Middletown, CT 06457	PLANNING AND ZONING PERSPECTIVE Drawing Title	10. 3. 2005
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Broad Park Development Corporation



- ◆ Currently finalizing their plan for development of 44 new units of Homeownership
- ◆ These units will be distributed through out the Ferry Street, Green Street and Rapallo Avenue section of the North End.
- ◆ Applied for \$1.2 million in gap financing from the new State Housing Trust Fund



Proposed Elevations - 2 Unit Condo Building
Scale: 1/4" = 1'-0"

Drawn: 10/24/11
Copyright © 2011 Crosskey Architects, LLC



Middletown Housing
Middletown, CT

Ferry & Rapallo Models Duplex Units

1-Dec-11

MIDDLETOWN PLANNING DEPARTMENT

Liberty Square



6. 13. 2006



6. 13. 2006



PROPOSED
LIBERTY SQUARE OFFICE/ RETAIL
MIDDLETOWN, CONNECTICUT

M REZA MANZOURI ARCHITECT, AIA
MAIN STREET CROMWELL CT 06416
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PROPOSED
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MANZOURI
ARCHITECT, A1
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1-Dec-11

MIDDLETOWN PLANNING DEPARTMENT

Benefits of Liberty Square Proposal



New fully lit 66 space public parking lot at the corner of Main and Liberty. Net increase of 34 spaces

Cost only \$470,000 in already appropriated city money and \$50,000 in block grant JOBS loan to business.

Four (4) new on-street metered spaces on Main Street, for a total of seven (7)

Removal of blighted gas station

Elimination of potential for gas station/convenience store

Environmental clean up

Very attractive new building with four (4) businesses relocating into the north end;

Retention of two (2) well known retailers in the downtown;

New building will pay \$98,000 per year in taxes with 4 year abatement per City ordinance. City will net \$239,000 in first five (5) years and \$98,000 per year thereafter;

Approximately 30 new jobs and \$3.5 million of new investment in the North End on Main Street;

Speed – projected completion in July 2008. Not moving forward in this manner means the city will acquire both properties and sit on them until federal funds are allocated for the project, approximately 3 years.

Middletown's Parking Proposal



- ◆ 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 to the waterfront.
- ◆ A multi-modal Transportation Center to include automobile, bus, rail and, some day, 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.

Downtown Parking Allocation



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

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

3859 CT Replace existing parking garage in Middletown, with 4-story, handicapped accessible parking garage.

TOTAL: \$8,000,000

The South Cove Riverfront

Approximately 400,000 sq.ft. of retail

300 – 400 units luxury housing

Marina and Hotel

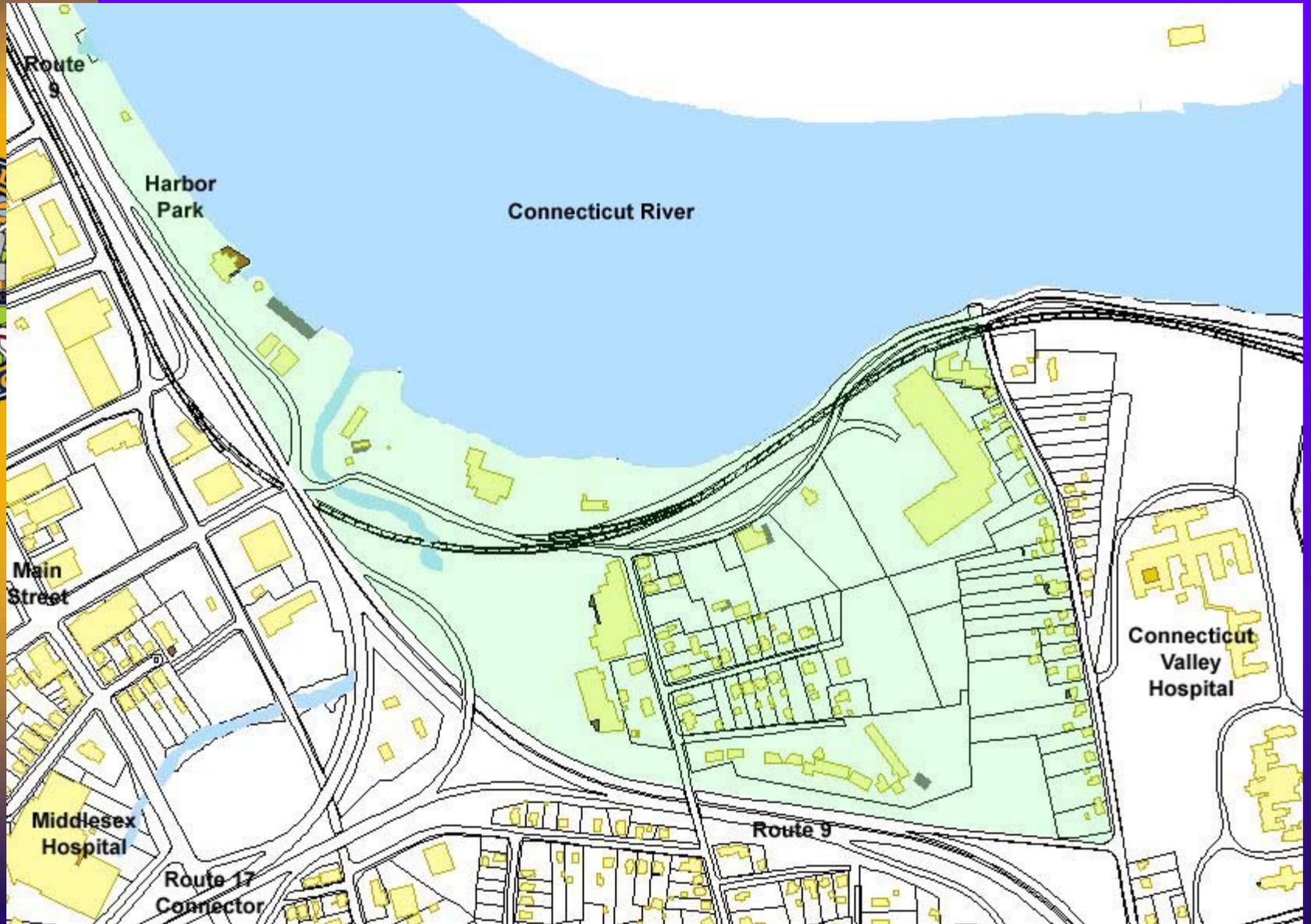
Entertainment and water oriented uses



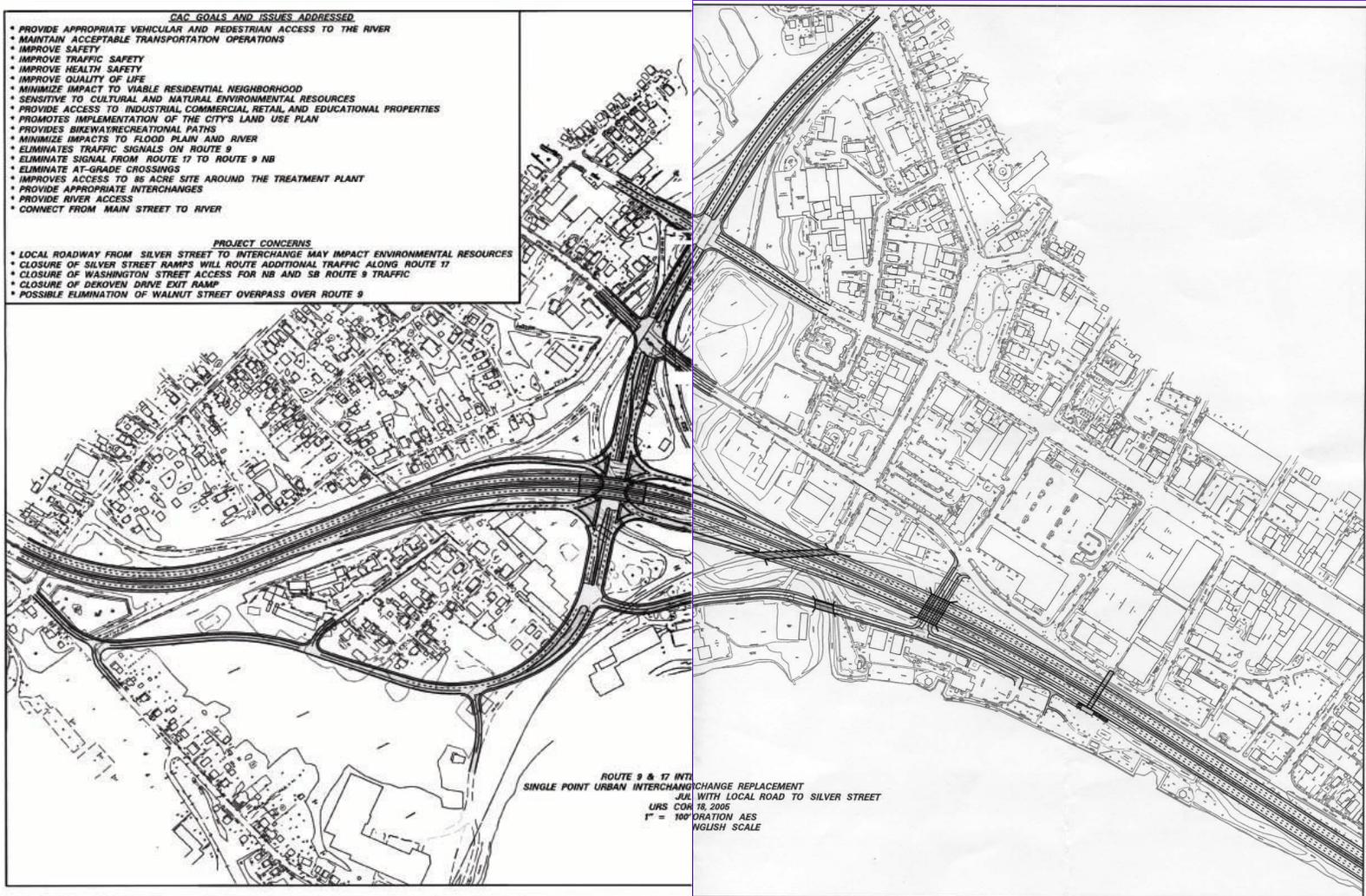
History of the South Cove Project



- ◆ In 2000, City conducted a planning charettee for the 85 acres of riverfront property which has direct access to a half mile of riverfront just south of the downtown
- ◆ \$200,000 EPA Brownfields & Demonstration PILOT Grant 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 and Faison Enterprises has been designated as the preferred developer.



Route 9 / 17 Changes











Guiding Principle

Always strive to implement the “Vision” established in *Downtown Vision: 2000 and Beyond* :

“A college town on the banks of the Connecticut River”

Accomplishments in last 15 years



- ◆ Over 2,000 acres of open space and farm land preserved.
- ◆ Over 25% of our city is now preserved as open space.
- ◆ Downtown has been completely revitalized.
- ◆ Over 1 million square feet of new industrial development.
- ◆ Over 1,000 new jobs.
- ◆ A predictable and efficient process.
- ◆ Clear reputation as a pro business community.
- ◆ Confidence in government.
- ◆ Perception of Middletown - very positive
 - New York Times
 - Hartford Courant “Place” section
 - Boston Globe

Where we are going



- ◆ Preserve Rural – Suburban – Urban Character
- ◆ Continue to control residential growth – 6,000 acres available
 - Do not allow re-zonings or expansion of sewer service area
- ◆ Preserve Natural Resources
 - Better management and promotion of new open spaces
 - Preserve rural character, farmland preservation – farm viability study
- ◆ Guide Downtown Revitalization to the next level
 - Parking Study – federal investment of \$19 million in downtown
 - Plan for larger scale development – Downtown living
 - Investment in north end, former Bobs and Main Street Market
 - Lighting Arrigoni Bridge, South Cove development
- ◆ Urban neighborhoods
- ◆ Promote Commercial / Industrial Growth
 - Tremendous activity
 - Limited land for future development
 - Find creative ways to expand grand list
- ◆ Maromas – future largest employment and tax generator
 - Pratt and Whitney, Kleen Energy, NRG
 - Creation of incredibly unique 2,000 acre open space corridor

Middletown's Land Use Policy
has resulted in fiscally responsible growth
and a high quality of life.



- ◆ Controlled residential growth
- ◆ Aggressive open space acquisition
- ◆ Aggressive pursuit of commercial and industrial development
- ◆ Continue to revitalize downtown and older neighborhoods.

River View Plaza



Why a public space?



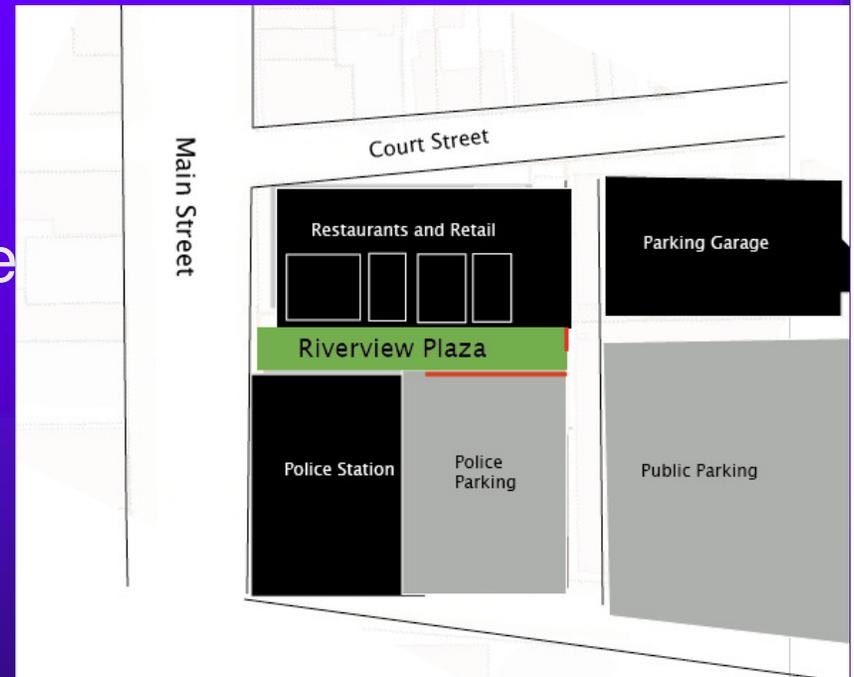
- ◆ Increase the quality of life in Middletown, “To create spaces and situations to encourage promote interaction in a time where people are living closer together physically, but farther apart socially. Community cannot be built; what can be built are spaces and situations to draw people together” (Project for Public Spaces)
- ◆ Continue Middletown’s commitment to Main Street as a way for Middletown to forge a unique identity
- ◆ A plaza in downtown would encourage more street level activity, meaning that people would stay in the area for longer, thereby spending more money and supporting local businesses.





Why Riverview Plaza?

- ◆ Centrally located right in downtown, on Main Street
- ◆ Police Station provides security force and public restrooms
- ◆ Parking is located in back
- ◆ Already owned by the city





Our goals for the plaza

◆ Short term

- Add plantings to soften the landscape and block the view of the parking lot
- Add tables, benches, and chairs to encourage people to stay in the plaza