

Wethersfield Redevelopment Agency

Development Opportunities

October 15, 2008

7:00 – 8:45 p.m.



Wethersfield Redevelopment Agency

Chair

Lee Kuckro

Vice Chair

Dan Camilliere

Members

Joe Soja

Mike Zaleski

Paul Thompson

Ex- Officio

Mayor, Andrew Adil

Town Manager, Bonnie Therrien

Council Liaison

Martin Walsh

EDIC Liaisons

Betty Rosania, Ken Rizzio

Staff

Peter Gillespie

June Forum

- Tax Burden – 89/11%
- Flat Growth Rate
- Competition From Neighboring Towns
- Public/Private Partnerships Needed

Tonight's Agenda

- Needs
- Obstacles
- Opportunities
- Solutions
- Next Steps

Speakers

- Paul Thompson, Moderator
- Mike Zaleski, Redevelopment Agency
- Bonnie Therrien, Town Manager
- Joe Soja, Redevelopment Agency
- Linda St. Peter, Commercial Investment Realtor
- Peter Simmons, State of Connecticut, Office of Responsible Development

Silas Deane Highway Master Plan

“A Vision For Reinvestment”

- Mixed Uses
 - Office/Apartments
 - Retail/Office/Apartments
- Development Incentives
 - Greater Coverage
 - Higher Floor Area Ratios
 - Flexible Setback Requirements

Silas Deane Highway Master Plan

- Public Investment Needed To Encourage Private Reinvestment
 - Façade Improvements
 - Tax Incentives
 - Partnerships
- Streetscape Improvements

Silas Deane Highway Master Plan

- Retail Gaps – Bookstore, Sporting Goods
- Medical and Healthcare potential
- Zoning Changes –
 - Mixed Use
 - Overlay Zone

Commercial Development Sites

Potential Commercial Development Sites - Wethersfield



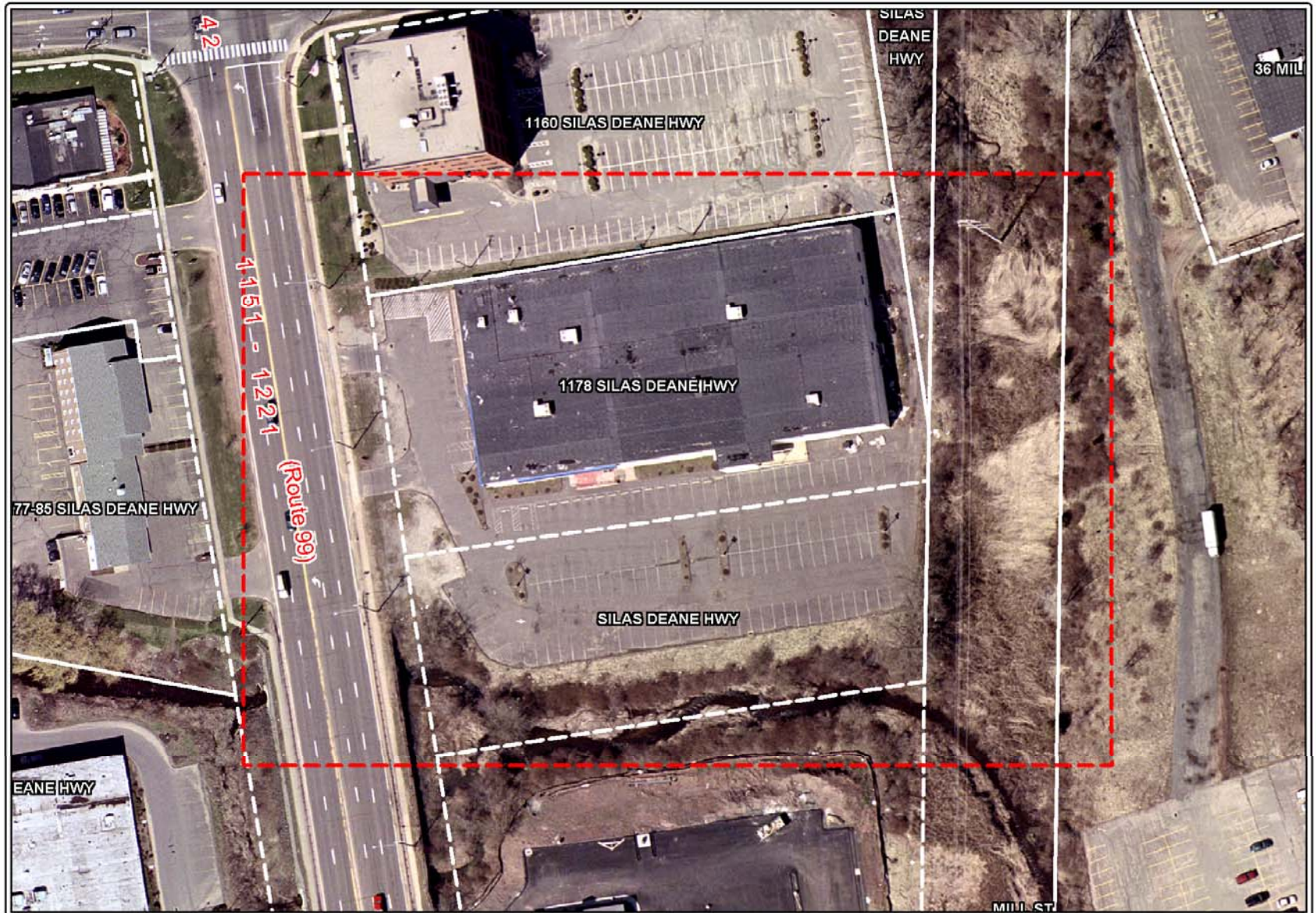
SCALE
0 0.5 1
Miles



Site Analysis

- 16 Project Areas
 - Acreage
 - Environmental Restrictions
 - Property Costs
 - Assessments
 - Ownership
 - Potential Uses

1178 Silas Deane Highway - "Fun Zone"



Fun Zone

1.8 acre site

1 owner

Present Assessed Value \$1,240,000

Acquisition Cost \$2,200,000

30,000 s.f. retail \$2,400,000

35,000 s.f. medical office \$2,800,000

45 unit condominium \$9,000,000

Condo and Office \$11,000,000

Accomplishments

- Dialogue with Developers
- Dialogue with Property Owners
- Site Redevelopment Potential
- Streetscape Improvements
- Design Review
- New, Flexible Zoning Regulations
- Façade Improvement Program
- Tax Incentive Program
- Mixed Use Zoning

Development Opportunities

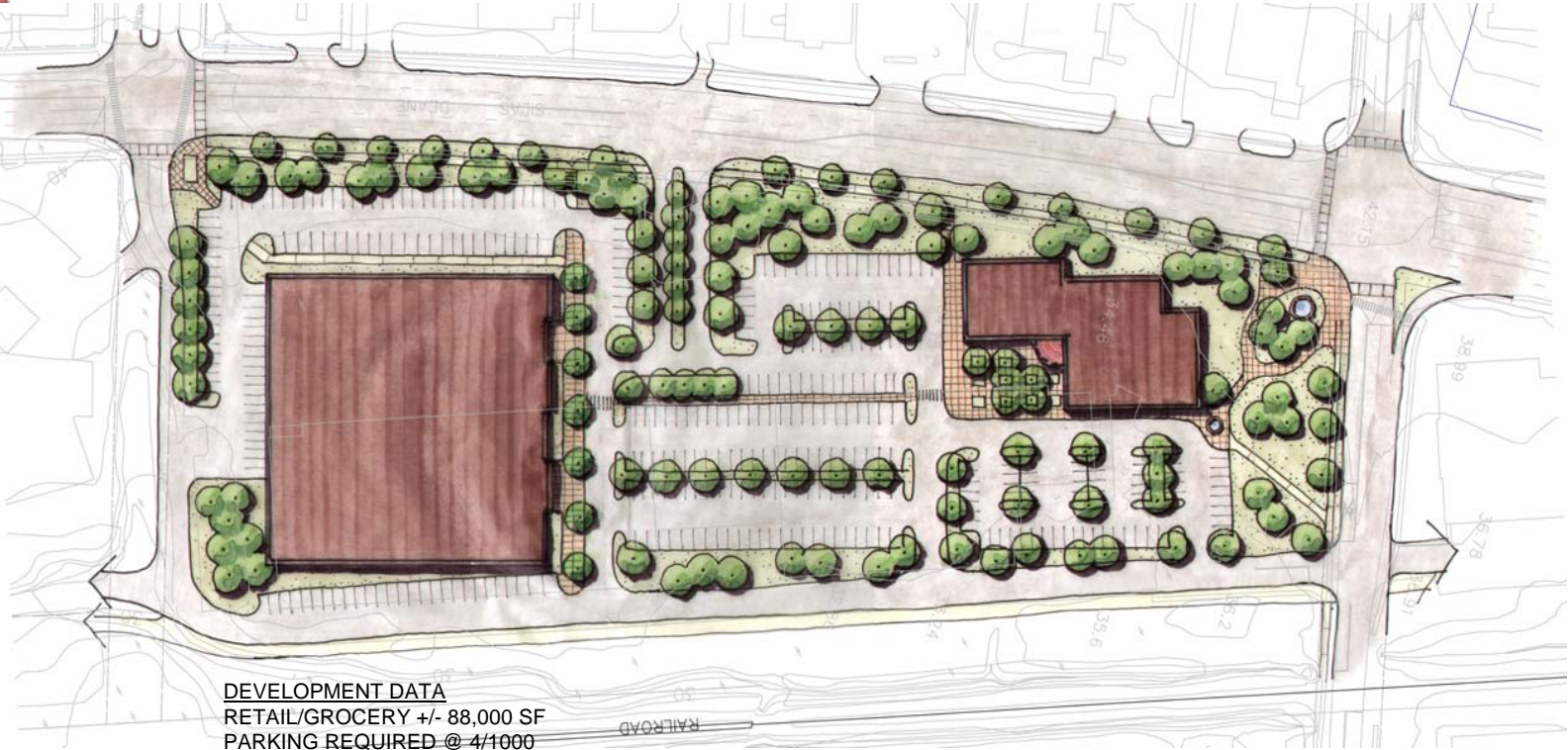
- Budget Projections Are Growing
- Grand List Needs To Grow In Order To Keep Pace

Development Opportunities

- Illustrative concept plans containing mixed use developments have been prepared for some sites in order to identify potential reinvestment opportunities.
- Top 5 sites are presently assessed at approximately \$16 million. Development concepts could realize increased assessments from \$63 to \$154 million.

Development Opportunities

Corner Jordan Lane/ Silas Deane Highway



DEVELOPMENT DATA
RETAIL/GROCERY +/- 88,000 SF
PARKING REQUIRED @ 4/1000
GFA =352
PARKING PROVIDED 371 (4.2/1000
GFA)

Projected Tax Revenue

- Present Assessment \$3,600,000
- Present Taxes \$124,965
- Proposed New Retail Uses 88,000 s.f.
- Projected Assessment \$7,000,000
- Projected Taxes \$242,979
- Proposed Mixed Use 90 Condos and 20,000 s.f. Offices
- Projected Assessment \$20,000,000
- Projected Taxes \$694,200

Development Opportunities

Weight Watchers

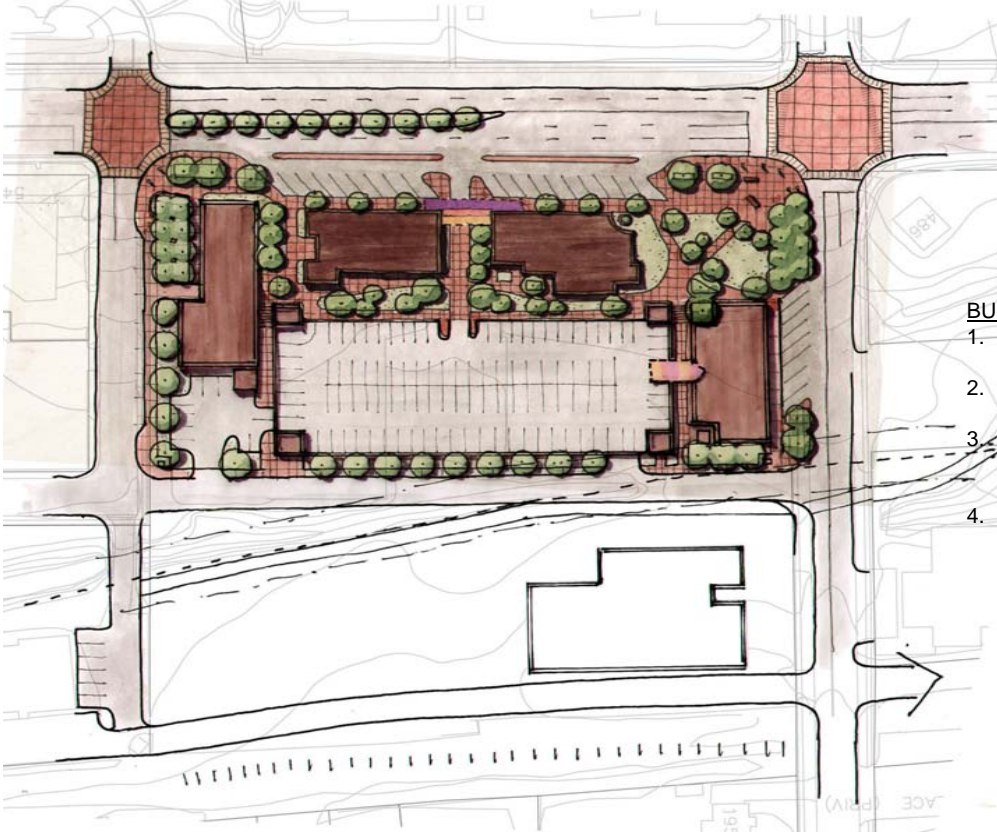


Projected Tax Revenue

- Present Assessment \$6,000,000
- Present Taxes \$208,260
- Projected Mixed Use 140 Condos and 90,000 s.f. retail and office
- Projected Assessment \$33,000,000
- Projected Taxes \$1,145,430

Development Opportunities

Town Center – Corner Church and Silas Deane Highway



DEVELOPMENT DATA
RETAIL /
RESTAURANT: 23,000
SF
OFFICE / SERVICE:
44,000SF

- BUILDING DATA**
- 1. 1ST FLOOR RETAIL/SERVICE
2ND FLOOR OFFICE
 - 2. 1ST FL. RETAIL
2ND FL. OFFICE
 - 3. 1ST FL. RETAIL/RESTAURANT
2ND FL. OFFICE
3RD FL. OFFICE
 - 4. 1ST FL. RETAIL/SERVICE
2ND FL. RETAIL/RESTAURANT
3RD FL. OFFICE

Projected Tax Revenues

- Present Assessment \$5,000,000
- Present Taxes \$173,550
- Proposed Mixed Use 50 Condos with Office/Retail
- Projected Assessment \$15,000,000
- Projected Taxes \$520,650

Obstacles To Redevelopment

- High Property Costs
- Small Lot Sizes
- Contaminated Sites
- Wetlands/Floodplains

Obstacles To Redevelopment

- Multiple Property Ownership
- Business Relocation
- Demolition
- Market Competition
- NIMBY



Commercial Development Realities

Linda St. Peter CCIM CIPS
Commercial Realtor®

A close-up photograph of a person's hand pointing with their index finger towards a blue architectural blueprint. The blueprint shows various lines, circles, and text, including the word 'SECTION' and some numbers. The hand is positioned on the left side of the frame, with the finger pointing towards the center.

Under all is the land...

**There is a finite amount
of land in town.**

**If it is all built upon...
then what?**

Consider

- 
- A hand is visible on the left side of the image, pointing towards the checklist. The hand is resting on a blue-tinted architectural blueprint or map. The checklist consists of six items, each preceded by a square checkbox.
- Market Conditions**
 - Challenges to Redevelopment of Properties**
 - Regional Activity**
 - Future**
 - Potential Solutions**
 - Need for Agency Support and Involvement**

A hand is visible on the left side of the slide, pointing towards the text. The hand is resting on a document that appears to be a blueprint or technical drawing, with some lines and text visible. The background of the slide is a light blue gradient.

Market Conditions

**Developers base their plan
on a balance of three things:**

- **Financial Analysis**
- **Decision Analysis**
- **Market Analysis**

Market Conditions

Developers know:

- **Real estate is a good long term investment**
- **Mission: Possible! They create a sustainable vision – a long term plan**

Market Conditions

The Market Assessment Summary presented


- **Excellent snapshot in time of market gap**
- **Punch list of action items which need prioritizing**
- **Need a fully embraced action plan**

Market Conditions

About the Market Study

- **Typically concepts for models of re-development have a shelf life.**
- **If a market study stays in the bottom drawer too long it will become stale and “un-saleable”**

Market Conditions

A hand is visible on the left side of the image, pointing towards the text. The hand is resting on a document that appears to be a blueprint or technical drawing, with various lines and text visible. The background of the slide is light blue at the top and white below.

The typical sophisticated developer will look at statistics – the demographic makeup is a key component of the decision analysis

Market Conditions

Demographics – study of the population: raw numbers of people who live – work – or they anticipate will frequent the establishments or concepts they are proposing

- **Age groups, income, disposable income, education, etc.**
- **Trends: are the population segments increasing, decreasing or stable**

Market Conditions

- **Developers will look at one mile, three mile, five mile, ten mile “rings” of data**
- **They look at how the people get “there”**

Market Conditions

- **When conducting a search.... we begin by mapping and layering information.**

Market Conditions

- Unfurl the Zoning map
- Zoning regulations... can we build it in town and if so where?
- Are there: height limitations, restrictive setbacks, impervious surface limitations?
- If not, we are likely to have a conversation with the visionaries in the municipality. Is there flexibility within the Town's Strategic Plan?

A close-up photograph of a person's hand pointing with their index finger at a set of architectural blueprints. The blueprints are spread out on a surface, showing various lines, circles, and text. The hand is positioned on the left side of the frame, with the finger pointing towards the center. The background is a light blue gradient.

Challenges

to redevelopment of properties

- I suggest that **EACH** of these challenges is an **Opportunity...**
- **Challenge:**
Perception is Reality...Can we change the perception?

A hand is visible on the left side of the image, pointing towards the text. The hand is resting on a set of architectural blueprints, which are partially visible at the bottom left corner. The blueprints show various lines and text, typical of a technical drawing.

Challenges to redevelopment of properties

Challenge #1

Does it make sense?...

- Price
- Demographic
- Future expectations



Challenges

to redevelopment of properties

Challenge #2

Order – Is it the:

- **First town or property to embrace redevelopment?**
- **Or, the last to tag along?**



Challenges

to redevelopment of properties

Challenge #3

All Aboard?

- Has everyone in town and town hall “bought in” to the concept?



Challenges

to redevelopment of properties

Challenge #4

Change: Costs and Rewards

- What is the cost of going forward & what is the cost of lagging behind?**

A hand is visible on the left side of the image, pointing towards the text. The hand is resting on a set of architectural blueprints, which are partially visible at the bottom left. The blueprints show various lines, shapes, and text, typical of a technical drawing.

Challenges

to redevelopment of properties

Challenge #5

Marketing...it's a whole new world technologically speaking...

- **THEY know more about you than you may know about yourselves (or care to admit)**
- **And what are you telling THEM?**

Regional Activity

Nothing Happens In A Vacuum

Facing Facts:

- **Energy Costs**
- **Population Flow**
- **Diversity of Age Groups**
- **Rooted in history and culture**
- **Riparian rights**
- **Economy is cyclical**

The Future

- **Don't know exactly what it holds or what it looks like, but without a plan we leave it completely up to chance**
- **If we do what we have always done, we will get what we've always got**

Potential Solutions

Points back to the Key Findings...

Prioritizing them:

- **Internal COLLABORATION**
- **A Strategic Plan**
- **Zoning changes that would facilitate redevelopment – perhaps through an overlay**
- **Marketing and communication follow-up**

Need for Agency Support

- **Key: COLLABORATION – assures a long term satisfactory outcome**
- **Resources: assessment summary**
- **UCONN Professor Fred Carstensen, Director of the [Connecticut Center for Economic Analysis](#) is an incredible resource for data and demographic trends (Connecticut State Data Center)**

Recap

- Understanding the Market**
- Challenges / Opportunities**
- Awareness of Regional Activity**
- Envisioning the Future**
- Prioritizing Potential Solutions**
- Collaboration**

Office of Responsible Development



Department of Economic and Community Development

Responsible Development

October 2008

Responsible Development

- ✓ Responsible Development, aka “sustainable development”, aka “smart growth”

- ✓ Some of the characteristics of sustainable development
 - Maximize use of previous investments, i.e. using existing infrastructure
 - Maintaining the quality of life by balancing growth and resource conservation
 - Encouraging regional cooperation to reduce competing projects
 - Encouraging mixed-use development to reduce dependency on private automobile use.
 - Applying energy conservation measures to reduce demand

Definitions

- **Responsible Growth (RG)** is economic, social and environmental development that incorporates land use and resources in ways that enhance the long-term quality of life for current and future generations of Connecticut residents. Responsible growth supports a vibrant and resilient economy, preserves natural resources, and maximizes previous investments in existing infrastructure while preserving distinctive landscapes, historic structures, landmarks, and villages. (Task Force Definition)
- **Responsible Development (RD)** is the implementation of responsible growth policies.

Background

Governor Rell's Executive Order # 15 established a Responsible Growth agenda

- Creates an Office of Responsible Growth within OPM
- Creates an Interagency Steering Council comprised of state agencies to coordinate policy and capital planning
- Regional Roundtables
- Support for Communities to build local capacity: regional planning, update zoning, build staff capacity
- Green Plan Update
- Reviewing Transportation policies: TOD, public transportation, “walkability”
- Expanding Housing Opportunities
- Targeting State funding to support responsible growth strategies

Background (cont'd)

- Public Act 07-239
 - Ad hoc Responsible Growth Task Force.
 - Report to the General Assembly
 - Nine recommendations for providing leadership regarding responsible growth.
 - Submitted February 2008

Responsible Growth Task Force Recommendations (highlights)

- The Governor and General Assembly formally adopt the definitions for responsible growth and associated principles.
- Model municipal zoning regulations based on responsible growth principles.
- Regional coordination of planning consistency at all governmental levels, and promote local unified development codes.
- Means for review, coordination and encouragement of regionally significant projects advancing responsible growth.
- Amend state statutes to authorize municipalities to use Community Benefit Agreements for responsible growth projects.



The Conservation and Development Policies Plan for Connecticut, 2005-2010 (C & D Plan)

Two separate components of the Plan

1. Plan text
2. Locational Guide Map

Both the text and locational map include policies that guide the planning and decision-making processes of state government

State Investment >\$200,000 = C & D Plan compliance



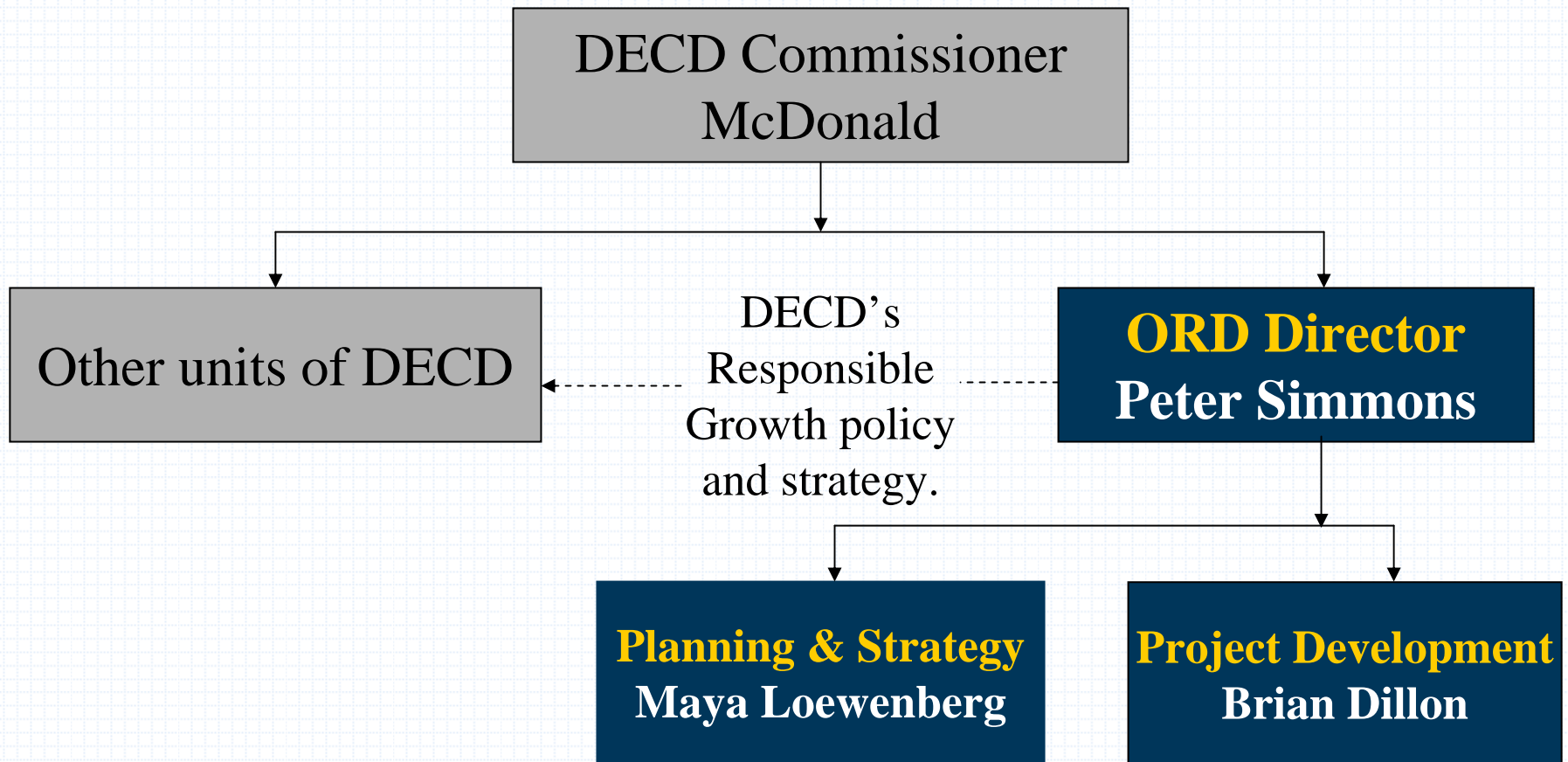
Six C & D Plan Growth Management Principles

1. Redevelop and revitalize regional centers and areas
2. Expand housing opportunities and design choices
3. Concentrate development transportation nodes and along major transportation corridors to support the viability of transportation options around
4. Conserve and restore the natural environment, cultural and historical resources, and traditional rural lands
5. Protect and ensure the integrity of environmental assets critical to public health and safety
6. Promote integrated planning across all levels of government

DECD Baseline Parameters for Responsible Development

1. Project activities should be in conformance with the Conservation and Development Policies Plan for Connecticut
2. Locate projects within existing developed areas
3. Locate projects within existing public utilities service area (water, sewer, etc.)
4. Projects outside of public utility services areas should be scaled to use on-site systems, where practicable, to manage unplanned development of adjacent land.
5. Transit-oriented development
 - Mixed-Use
 - Access to rail and public transportation
 - Limit demand for highway expansions – reduce automotive dependency
6. Balance natural resources, open space and recreation with development
7. Mixed-use development
 - Commercial, Office, Housing
 - Walkable communities

DECD Office of Responsible Development Table of Organization



DECD's Way Ahead

- Develop responsible growth (RG) guidelines
- Update and revise DECD programs, reports and plans to include Responsible Growth strategies (Collaborate with DECD Offices)
- Updating the Municipal Development Project Program: Regional Projects
- Integrated Planning, i.e. transportation, site development, conservation, housing, etc
- Shovel Ready Sites



505 Hudson Street
Hartford, CT 06106
(860) 270-8000
www.decd.org

Q and A

- Questions?
- Comments?
- Answers!

Next Steps

- Redevelopment Agency Continues to work with property owners
- Potential Redevelopment Project
- Redevelopment Plan



Thank You!