

MERIDEN 2020

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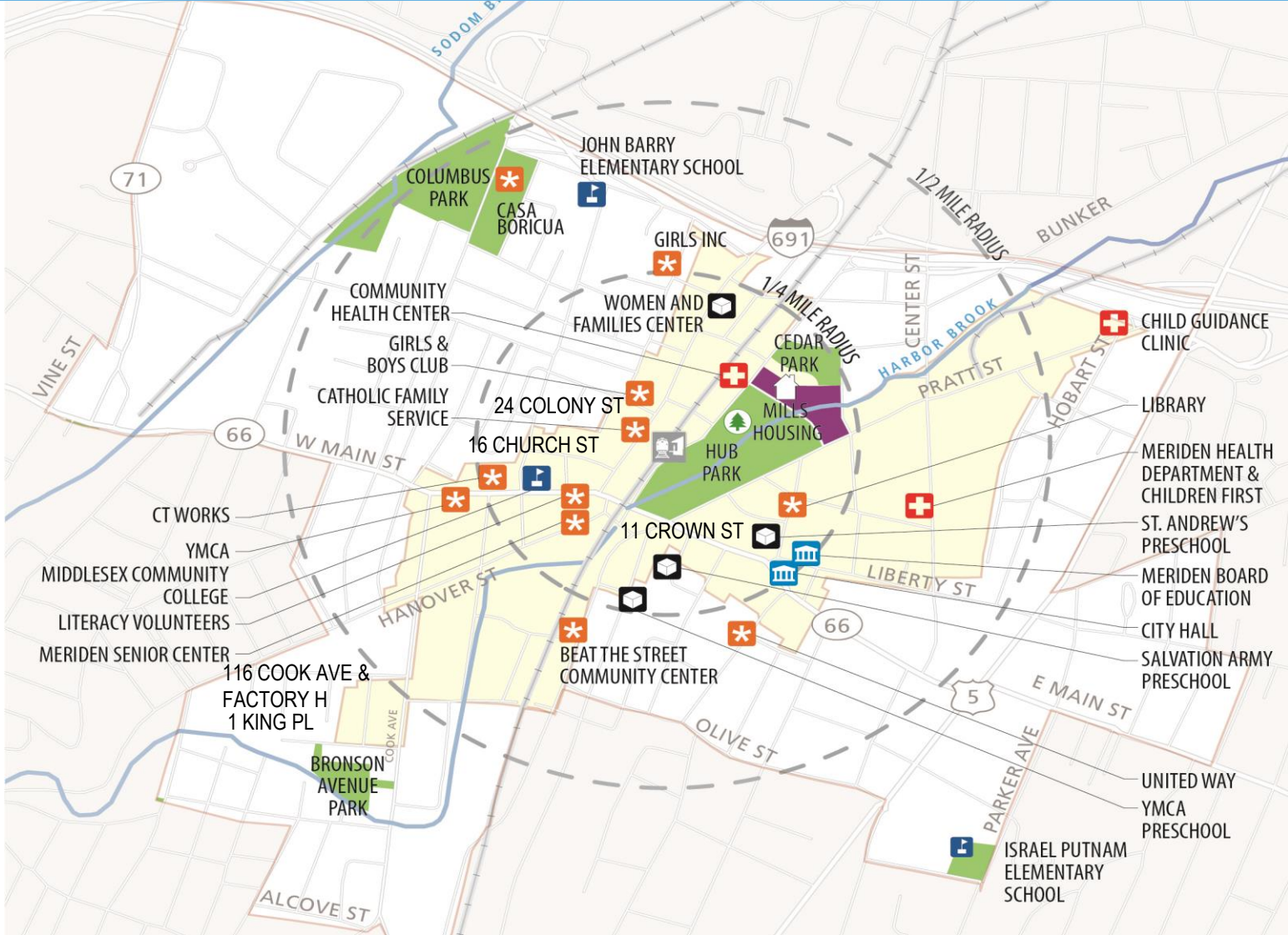
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City of Meriden BAR Planning Grant Application

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Paola Mantilla, Ec. Dev. Associate
Sean Moore, President Midstate Chamber



BAR Target Area: Meriden TOD & Choice Neighborhood






Challenges to Development in the BAR Target Area

- History of Flooding
- 140 Distressed Public Housing Units
- 35+ Brownfield Sites identified
- Economic Disinvestment
- High poverty, low incomes
- High concentration of minority residents
- Lack of job opportunities



	Target Community/ Census Tracts: 1701-1703, 1708-1710, 1714	City: Meriden	State: Connecticut	National
Population	12,677 ⁶	60,868 ¹	3,574,097 ¹	308,745,538 ¹
Unemployment	20.7% ⁶	7.0% ²	5.4% ³	5.3% ³
Poverty Rate	33.8 % ⁶	15.1% ⁴	9.7% ⁴	11.8% ⁴
Percent Minority	69% ⁶	26.5% ¹	22.4% ¹	26.7% ¹
Median HH Income	\$27,638 ⁶	\$49,144 ⁴	\$67,427 ⁴	\$51,371 ⁵

Opportunities for Commercial/Retail Development

Developer by Site	Proposed Rentable Retail (Sf)	Housing Units	Buildout year
 <p>Westmount 24 Colony St.</p>	11,000	63 rental units	2016
 <p>Pennrose/MHA 161/177 State St</p>	15,000	150 rental units	2017/2019
 <p>Pennrose Hub Phase 1/2</p>	17,400 (+45,000 sf other ground floor)	170 rental units	2017/2019
<p>Michaels 11 Crown Street</p>	15,200 (inc. other gf)	81 rental units	2017
<p>POKO 116 Cook Ave & Factory H</p>	NA	136 rental units	2022
<p>16 Church Street</p>	8,600	NA	TBD
<p>1 King Place</p>	TBD	TBD	TBD
<p>TOTAL</p>	67,200 to 112,200 sf	600 rental units	

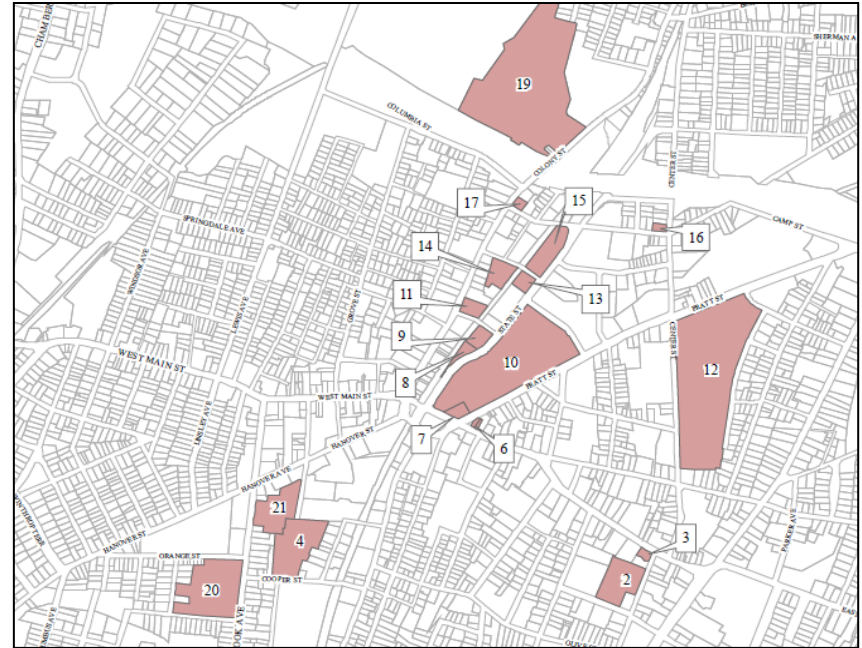
BAR Task 1: Stakeholder Engagement

- **Blight & Brownfields Committee**
- **Small Business Outreach**
 - SBDC, Small Business Express, SAMA
 - Downtown banner program
- **Downtown Neighborhood Association**
- **Choice Neighborhoods Action Grant**
- **21 Colony Street Come Home to Downtown Project**
- **Special Events**
 - Hub site grand opening May 2016



BAR Task 2: Site Inventory

- GIS Mapping (City of Meriden)
- Catalog of Environmental Reports (City of Meriden)
- Utilize Meridenbiz.com brownfields page
- Utilize Prepared Workbook for redevelopment sites
 - Hub site
 - 1 King Place
 - 16 Church Street
 - 25-33 Colony Street
 - 177 State Street
- Fact sheets for each brownfield/redevelopment site
- Outside consultant TBD



MERIDEN BIZ



BROWNFIELDS

The City of Meriden is engaged in a long-term effort to assess and clean up brownfields sites in our community. Our goal is to clean up and reuse brownfield sites for new economic development, open space or [flood control](#) purposes. This page is regularly updated to include information on the ongoing and completed brownfield projects in Meriden, CT.

BAR Task 3: Update TOD Market Assessment for Projects in the Pipeline

Tasks	Committed Stakeholders	Potential Stakeholders	Project coordinator
1. Analyze the potential to attract commercial/retail to the TOD projects in the pipeline	Pennrose, Michaels, Westmount, MHA, City, Chamber members	New Business owners, arts/entertainment organizations	City of Meriden, Consultants to be determined (CT Main Street Center, Vita Nuova/NDC, 4ward Planning, etc.)
2. Review analysis with TOD Developers, local business owners, property owners and brokers	Pennrose, Michaels, Westmount, MHA, City, Chamber members	New Business owners, arts/entertainment organizations	City of Meriden, Consultants to be determined
3. Identify potential commercial/retail/office partners	Pennrose, Michaels, Westmount, MHA, City, Chamber members	To be determined	City of Meriden, Consultants to be determined
4. Develop communication tools and outreach materials for potential developers and new businesses	Pennrose, Michaels, Westmount, MHA, City, Chamber members, downtown business owners, others to be determined	To be determined	City of Meriden, Consultants to be determined

BAR Task 4: Complete Site Reuse Planning for Specific Sites









Tasks	Sites	Stakeholders	Project coordinator
<p>1. Conduct site reuse and conceptual redevelopment plans for underutilized, city owned and historic sites in the TOD Zoning District</p>	<p>1 King Place</p> 	<p>Committed: USEPA City, MHA, Meriden Council of Neighborhoods</p>	<p>City of Meriden, Consultants to be determined (CT Main Street Center, Vita Nuova/NDC, 4ward Planning, etc.)</p>
<p>2. Consider available space, use of space, costs of renovation including environmental issues, alternative programming for space, and funding necessary to complete redevelopment.</p>	<p>16 Church Street</p> 	<p>Potential Stakeholders: New Business owners, arts/entertainment organizations, Downtown residents</p>	<p>City of Meriden, MHA, Consultants to be determined</p>
<p>3. Recommend Financing Plan and novel funding sources in establishing a reuse plan for each site.</p>	<p>25-33 Colony Street</p> 	<p>Potential Stakeholders: Community Banks, DOH, National Endowment for the Arts</p>	<p>City of Meriden, Consultants to be determined</p>

BAR Tasks 5: Complete marketing plan/materials

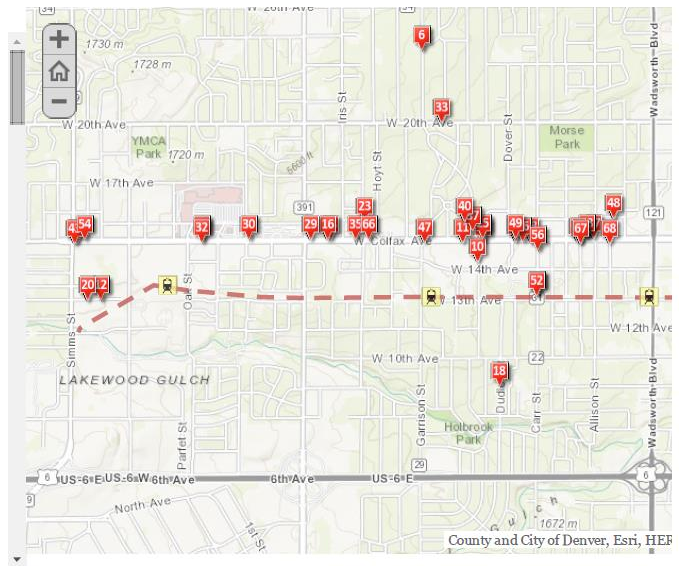
- **Develop communication tools and outreach materials for potential developers and end users**
- **Complete an inventory and mapping of current and future cultural, arts and commercial establishments in the BAR Grant Area (similar to 40 West Arts District map)**
- **Distribute info through existing platforms**
 - Midstatechamber.com
 - Meriden2020.com

40 West Arts District

Searchable Map — Click the link to be redirected to a searchable map of the 40 West Arts District!

Creative Businesses	Galleries	Public Art	Performing Venues
 <p>Arts District 1 40 West Arts District</p>	 <p>2 40 West Gallery</p>	 <p>3 A & E Fine Woodworking</p>	
 <p>4 Accent Art Glass</p>	 <p>5 Adams Fine Furniture & Custom Cabinetry</p>	 <p>6 Anderson Creative LLC</p>	
 <p>7 Artistry in Motion Hair Design</p>	 <p>8 Banner Signs and Decals</p>	 <p>9 Bella Metallico Gallery</p>	

40 West Arts District



BAR Budget & Responsibilities

Task	Deliverable	Date	DECD Share	Local Share	Responsibility
1.0	Steering Committee and Stakeholder Outreach	Month 1		\$5,000	City of Meriden Office of Ec Dev., Chamber, B&B Committee, Downtown businesses, developers
2.0	Inventory and Prioritization	Month 2 - 3	\$5,000		City of Meriden, Consultant TBD
3.0	Market and Feasibility Study	Month 3 - 7	\$40,000		City of Meriden, Consultant TBD
4.0	Site Reuse Planning (3 sites)	Month 6 - 9			
4.1	1 King Place	Month 6 - 9		\$20,000	City of Meriden/USEPA, Consultant TBD
4.2	25-33 Colony	Month 6 - 9	\$15,000		City of Meriden Consultant TBD
4.3	16 Church Street	Month 6 - 9	\$25,000		City of Meriden, MHA, Consultant TBD
5.0	Deliverables	Month 9 - 12	\$10,000		City of Meriden, Midstate Chamber, Consultant TBD
6.0	Legal/DECD		\$5,000		
	Total		\$100,000	\$25,000	

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