

# MARKET ASSESSMENT, SITE REUSE PLANNING AND MARKETING PLAN



## DOWNTOWN MERIDEN TRANSIT ORIENTED DEVELOPMENT DISTRICT

FINAL Report December 1, 2017

Prepared for the City of Meriden



Employee owned. Client driven.



# Acknowledgements



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Project funded by:

**Brownfield Area-Wide Revitalization (BAR) Planning Grant**

**Department of Economic and Community Development (DECD)**

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**Jeff C Sprague (Branding)**



1. Project Branding
2. Market Analysis
3. Marketing and Promotions
4. Site and Public Space Concepts
5. Strategies for the TOD District

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*"Downtown Meriden Rising"*



# PROJECT SUMMARY

## INTRODUCTION

This project is funded by the Department of Economic and Community Development (DECD) as part of the Brownfield Area-Wide Revitalization (BAR) Planning Grant along with the City of Meriden. The goal of this planning grant is to support the revitalization of the Transit Oriented Development Zoning District and Choice Neighborhood area. The planning grant will support the development and implementation of strategies to increase private commercial, retail and arts activities at several underutilized brownfield and historic sites located in the TOD District.

Given its location half-way between Hartford and New Haven, Meriden is strategically positioned along the planned New Haven-Hartford-Springfield rail line, now referred to as CTrail Hartford Line. As part of the comprehensive rail improvements, the State of Connecticut has constructed a new \$20 million Transit Center in the heart of Meriden's downtown including a commuter parking garage, dedicated bus parking and other transit connections. The station area will serve as a multi-modal transit center for bus, taxi and private van service.

Meriden has been proactively addressing economic disinvestment throughout its downtown for a number of years. Using federal and state grants, the city has tackled large brownfields that are vestiges of its industrial heritage. New regulations have been crafted to encourage market-rate housing and reinvestment. Culminating several decades of planning and engineering, the city has completed the Harbor Brook flood control project that has been designed to appear as a public green space at the train station's doorstep. A number of public-private partnerships are also being brought to fruition—all intended to increase the number of residential units in downtown and hopefully bolster transit ridership, and eventually spur greater demand for goods and services in the central core of downtown, referred to as the TOD (transit-oriented development) District.

With the train station now open, and rail improvements expected to be completed by May 2018, Meriden is looking to use this momentum to continue to revitalize the downtown.

In May 2018, when CTrail Hartford Line service begins operating, the number of trains along the corridor will increase from 6 to 18 daily *commuter* round-trips between New Haven and Hartford. Speeds of up to 110 miles per hour will be achieved, resulting in the saving of 37 minutes between Hartford and Penn Station. Current ridership at Meriden of approximately 50 is expected to increase to up to 400 by 2030 but in the short term, this could increase dramatically by attracting additional residential development.

To begin to identify prospective end-users for the new space, the City of Meriden retained BL Companies and its team of specialists to examine market forces and economic conditions specifically in the TOD District. Based on the analyses, specific strategies would be identified for use by the city and the development community to attract tenants to the newly-created first floor spaces.

The Consultant Team is comprised of:

- BL Companies
- Good Earth Advisors
- The Williams Group Real Estate Advisors
- Jeff C. Sprague



The following report is a collection of documents, presentations and information developed and gathered throughout the duration of the project.

## **EXECUTIVE SUMMARY**

### **Project Branding**

The Consultant Team led by a branding sub-consultant, Jeff C Sprague, conducted multiple workshops to develop a graphic identity (logo) that the City of Meriden can utilize for branding of the TOD District. The workshops explored the goals of the project, the history of Meriden and the City's assets and destinations to create a logo and identity that would be simple and meaningful for the TOD District. Workshop attendees included City Officials, local business owners and residents.

Included within this report are a few examples the graphic logo, supporting typefaces, color palette, and marketing collateral pieces.

### **Market Analysis**

Meriden has been proactively addressing economic disinvestment throughout its downtown, targeting brownfields that are vestiges of its industrial heritage. Along with several public-private partnerships being executed, Meriden is looking to encourage mixed-use development and small business start-ups in its TOD (transit-oriented district) district.

The goal of the market assessment is to leverage the new commuter rail service that is planned for Meriden and use this to assist in programming a feasible plan that has real estate market support for the TOD zoning district.

The market assessment objective is to assist the City's goal to increase private commercial, retail, and arts activities in the TOD District. The City will consider work/live space, incubator space, entertainment venues, and manufacturing/artisan space as options for the mixed-use buildings in the downtown.

This market assessment was commissioned by the City of Meriden as part of a proactive effort to expand economic opportunities associated with the new train station and the increased rail service associated with the CT Rail Hartford Line.

The results will also be used to help attract commercial and retail development in the TOD Zoning District and Choice Neighborhood Area and guide site reuse concepts for downtown properties being targeted by the City.

Among the findings from the market analysis is the necessity to link business attraction and event programming to support the re-emergence of a maker economy and also attract artisans, visitors and new residents. There is also a recommendation to use new development to diversify the demographics to support additional retail and services.

One of the more notable results from the real estate market analysis is the shortage of multi-family market rate housing inventory. Recent multi-family housing developments created through public-private partnerships with the City consist primarily of low-income and affordable



units. The City's TOD zoning regulations limit the percentage of affordable units in future adaptive reuse projects and new construction to 33% of the total unit mix. The shift towards market rate units, with the impetus from the regulations, will help increase retail spending:

The rail and bus ridership were analyzed to understand TOD passenger origination or destination. There is currently limited ridership both on and off at the rail station due to limited frequency of services. However, the increased development will be timed to coordinate with increased rail frequency at 18 trains per day by late 2018.

### **Marketing and Promotions**

Included within this report are property information cards that were created and distributed during March 2017 International Council of Shopping Centers (ICSC) New England Retail Connection event to make attendees aware of the current development and construction happening in downtown Meriden. The cards focused on highlighting property proximity to CTRail, planning goals and objectives for these properties, and key considerations for potential developers. Available commercial/retail space was identified in many of these new mixed-use locations.

Also included within this section is a Downtown Destination Map developed with input from the City to further highlight locations within and around the downtown core. The intended use of this document is to provide public orientation and wayfinding. The document will be distributed to local businesses and other key locations for both residents and visitors.

### **Site and Public Space Concepts**

#### 1 King Place

The former Meriden-Wallingford Hospital and supporting offices occupies this 5+ acre site. The goal of the City is to redevelop this property into a mixed-use development including commercial, retail, office, light manufacturing and residential.

Concept planning was conducted and included within this report for the redevelopment of the southern end of the site into a City Firehouse. A Site Concept Plan was developed along with Preliminary Lower and Upper Level Floor Plans that indicate necessary renovations to fit this proposed use into the existing building shell.

#### 25-33 Colony Street

Two vacant properties comprise ¼ acre of land in front of the New Meriden Train Station. Previous Transit Oriented Development Master Plans and studies indicated this land to be utilized for building infill. During this planning study, it was determined by the City that the best use of this land in front of the train station would be to create a great public space that could be utilized by commuters, visitors and residents of Meriden.

This property acts as a gateway to and from the downtown area and this report includes Concept Plans that show preliminary layout and functions of this welcoming public space. Concept Plans include improved pedestrian connections, outdoor seating and potential food vendor space.



### **Strategies for TOD District**

There are countless ways to attract retail tenants but not all will be effective and most will require trial-and-error. It is important to recognize that much like revitalization, business attraction must remain flexible and evolve to stay in step with the ever-changing dynamics of buying trends and demographics. Based on the most current assessment of the market, potential prospects include:

- Convenience grab-go food—healthy, organic, local may be more attractive but there is an endless demand for good coffee
- Commuter-oriented retail—technology, bicycles, printing, shipping (and receiving)
- Health & wellness
- Services- shoe repair, tailoring, computer/phone repair
- Restaurants, bars, coffee, night-life
- Entrepreneurs, start-ups, technology-linked manufacturing, artists, other “makers” captured by the creative economy tag

Included within this report are mechanisms that can be utilized to support on-going efforts to attract retail, commercial and institutional uses to Meriden's TOD District. Other strategies included focus on programming, physical connections and amenities.

# Project Branding





**MAKING MERIDEN GRAPHIC IDENTITY STANDARDS 3.06.17**



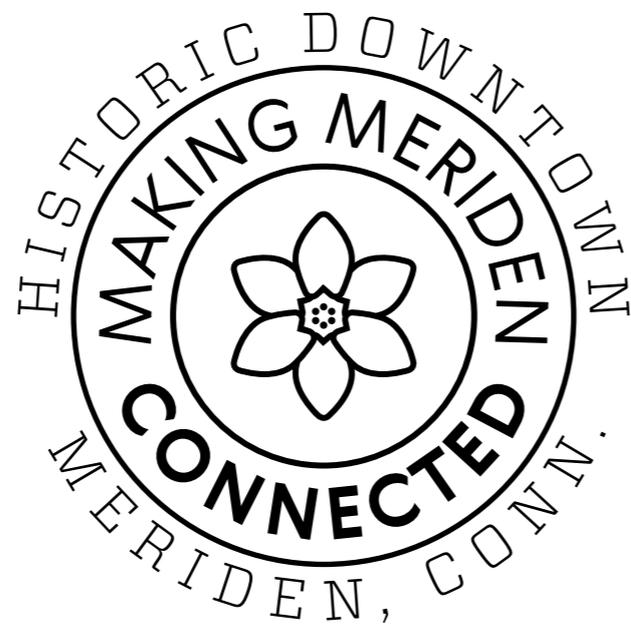
## **THE SILVER MARK**

Inspired by the abundance of local silver makers and their unique identifying marks, our mark is deliberately simple. It contains flexible messaging to address specific project goals and allow public input and personalization.

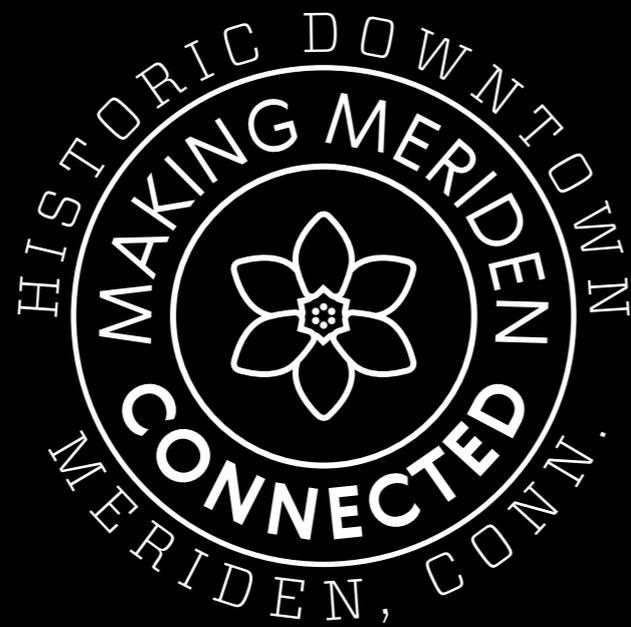
The mark includes the iconic city flower (the daffodil) emphasizing the surrounding natural beauty, an integral part of the City's history and character.



Example of The Silver Mark with Project Identity on T-Shirt



The Silver Mark with various messages



The Silver Mark Reversed with various messages



*Making  
Meriden*

## **SCRIPT MESSAGING**

Inspired by the turn of the century mural advertising from the silver maker industry, this modern adaptation includes a script typeface and daffodil flourishes. The third line is intended to be a flexible message to be sourced from public input.

*Making  
Meriden  
Together*

*Making  
Meriden  
Now*

*Making  
Meriden  
Together*

*Making  
Meriden  
Merry*

*Making  
Meriden  
Fun*

*Making  
Meriden  
Now*

*Making  
Meriden  
Together*

*Making  
Meriden  
Merry*

*Making  
Meriden  
Fun*

*Making*



*Meriden*

## **THE SCRIPT & MARK**

This Project Identity combination can be used to tie the script and silver mark together.

*Making*



*Meriden*

*Making*



*Meriden*



*Making  
Meriden*



*Making Meriden*

*Making*



*Meriden*



*Making  
Meriden*



*Making Meriden*

Gerbera Light

Gerbera Regular

Gerbera Medium

Gerbera Bold

Gerbera Black

*Festival Script Pro*

Vitesse Light

## TYPOGRAPHY & COLOR

The supporting typeface is Gerbera. If Gerbera is not available, Ariel can be used as a substitute.

Header text should appear in Gerbera Bold. Body text should appear Gerbera Regular. Additional weights of Gerbera can be used to help facilitate a hierarchy of legibility.

Festival Script Pro and Vitesse are accent fonts and should be used sparingly to retain impact.

### COLOR

PANTONE PROCESS BLACK

RGB 0 0 0

HEX #000000

CMYK 0 0 0 100

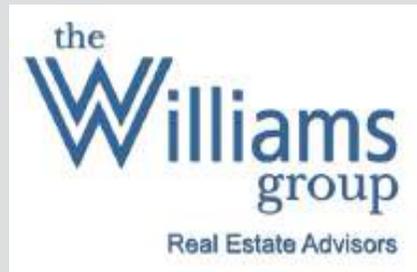


Example of The Script + Mark Project Identity painted on wood



# Market Analysis





# **THE WILLIAMS GROUP REAL ESTATE ADVISORS LLC**

for

**BL Companies**

**Final Report to Client**

**September 29, 2017**

## **Connecticut**



# **Meriden CT TOD Real Estate Market Analysis**

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Urban retail as part of mixed-use downtown, Washington



Seattle TOD Millennial units with co-working space

## Meriden CT TOD Real Estate Market Analysis

## BACKGROUND

The New Haven-Hartford-Springfield (NHHS) rail service, now called the CTrail Hartford Line, will operate at speeds up to 110 mph, cutting travel time between Springfield and New Haven to as little as 81 minutes. Travelers will be able to board trains approximately every 30 minutes during the peak morning and evening rush hour and hourly during the rest of day, with direct or connecting service to New York City and multiple frequencies to Boston or Vermont (via Springfield).

As Meriden is strategically positioned halfway between Hartford and New Haven, it is benefitting from a new rail station and commuter parking garage located in the heart of downtown adjacent to the Meriden Green.



Source: nhhsrail.com





## BACKGROUND

***Meriden has been proactively addressing economic disinvestment throughout its downtown, targeting brownfields that are vestiges of its industrial heritage. Along with several public-private partnerships being executed, Meriden is looking to encourage mixed-use development and small business start-ups in its TOD (transit-oriented district) district.***

***A \$100,000 Brownfields Area-wide Revitalization (BAR) grant from the State of Connecticut Department of Economic and Community Development (DECD) is being used in support of this effort. The Meriden BAR grant builds on several previous City-initiatives with the TOD District, including:***

- Overall, \$20 Million in brownfield investments;
- Demolition and remediation of the outdated Mills Memorial public housing complex (partially in floodplain), and relocation of tenants, initiation of 24 Colony Street mixed use development project.
- Completion of a “Come Home to Downtown” study, in cooperation with CT Main Street Center and local property owners.
- Awarded and executed more than \$1.0 million in brownfield investigation and remediation activities
- Solicitation of private development interest and the selection of four preferred developers.
- Planning and construction of the 14.4-acre Meriden Green at the center of the TOD District including day-lighting Harbor Brook and implementing other flood control initiatives;
- Implementation of TOD master planning and form-based TOD zoning modifications

## Meriden CT TOD Real Estate Market Analysis

# GOALS AND OBJECTIVES



## **Goal:**

- The goal of the market assessment is to leverage the new commuter rail service that is planned for Meriden and use this to assist in programming a feasible plan that has real estate market support for the TOD zoning district.

## **Objective:**

- The market assessment objective is to assist the City's goal to increase private commercial, retail, and arts activities in the TOD District. The City will consider work/live space, incubator space, entertainment venues, and manufacturing/artisan space as options for the mixed use buildings in the downtown.



Source: nhhsrail.com

# SCOPE AND APPROACH



***This market assessment was commissioned by the City of Meriden as part of a proactive effort to expand economic opportunities associated with the new train station and the increased rail service associated with the NHHS. In addition, the assessment identified uses for the non-residential spaces in the TOD district, the results of the market analysis will be used in the creation of reuse concepts for sites selected by the City of Meriden. Among the sites initially identified are the following:***

- 1 King Place—city owned brownfield (former Meriden-Wallingford Hospital)
- 25-33 Colony Street—a city-owned vacant lot
- 16 Church Street—a historic property owned by the Housing Authority (space has been recently leased)



16 Church Street



One King Place



25-33 Colony Street

# SCOPE AND APPROACH



***The results will also be used to help attract commercial and retail development in the TOD Zoning District and Choice Neighborhood Area and guide site reuse concepts for downtown properties being targeted by the City:***

The potential uses to be analyzed are as follows:

- Retail associated with existing or planned mixed-use
- Commercial
- Uses that support work/live space, incubator space, entertainment venues, arts/culture and maker space
- Multi-family residential

Mixed-use developments that are specifically being focused upon by the City include:

- 7500 SF commercial: 161-177 State Street (mixed use by Pennrose and Meriden HA)
- 20,000 SF commercial: 1-77 State Street (Pennrose and Cloud Company)
- 11,000 SF commercial: 24 Colony Street (Westmount Development )
- 6000 SF commercial: 21 Colony



24 Colony Street



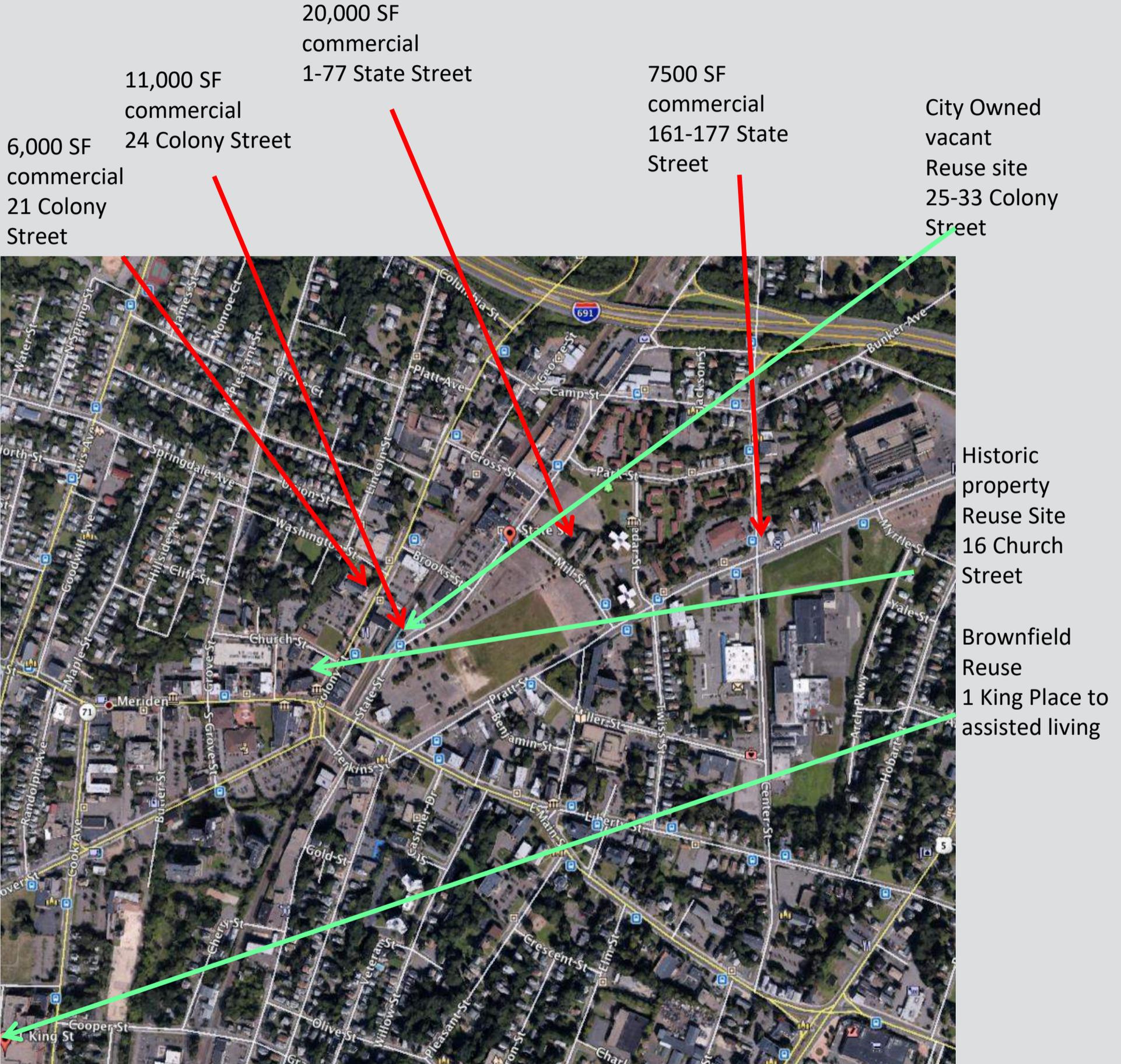
Meriden station over looking the Green

## Meriden CT TOD Real Estate Market Analysis

# SCOPE AND APPROACH



## Re-use sites and focus sites for market assessment



# Meriden CT TOD Real Estate Market Analysis

# SUMMARY OF FINDINGS



*Among the findings from the market analysis is the necessity to link business attraction and event programming to support the re-emergence of a maker economy and also attract artisans, visitors and new residents. There is also a recommendation to use new development to diversify the demographics to support additional retail and services:*



- **Economics:** Regional leisure and hospitality growth suggests focusing and capturing this audience using the creative economy, and vintage downtown buildings as co-working and maker space in filled with other creative locally developed initiatives .
- **Demographics:** Local and regional population growth is anticipated to be slow. The population within the TOD District is more racially and culturally diverse than the surrounding area and while this can create a tapestry of opportunities for business development, the challenge is that generally the wealthier outer ring residents do not perceive as downtown as a destination.



The crafts, the arts, merging the arts and housing to create attraction

# SUMMARY OF FINDINGS



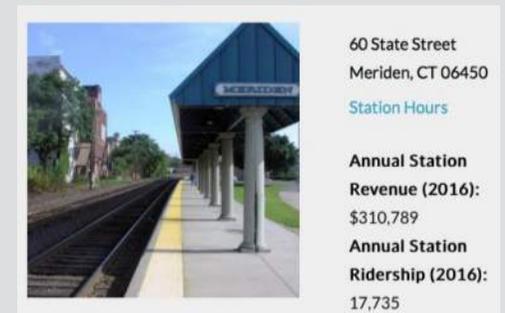
***One of the more notable results from the real estate market analysis is the shortage of multi-family market rate housing inventory. Recent multi-family housing developments created through public-private partnerships with the City consist primarily of low-income and affordable units. The City's TOD zoning regulations limit the percentage of affordable units in future adaptive reuse projects and new construction to 33% of the total unit mix. The shift towards market rate units, with the impetus from the regulations, will help increase retail spending:***

- **MF Housing:** Of the 577 new units proposed, funded or in early lease up, most are low income to affordable by HUD guidelines, but market area wealth, plus the overall age of the housing inventory, suggest there is a market for at least 100 more new units priced at \$400 per month over the HUD limits—a demand for market rate units at \$1800 per month for a 2 person household. Market rate units are needed to increase the downtown retail spending and support more services, shops and restaurants. An additional 400 units is estimated to be supportable at market to above-market rates in the next 5 to 10 years.
- **Retail:** At present, there is 44,000 SF of first floor retail (or non-residential) space associated with recently completed, currently *under construction or planned in the TOD District*. Generally, retail development follows residential development and tenancy. There is support for between 67,000 SF and 131,000 SF once the current developments are tenanted and a programming of events and attractions is in place. Absorption of this level of retail will take place over an extended period of time, likely 15 years.

# SUMMARY OF FINDINGS



*The rail and bus ridership were analyzed to understand TOD passenger origination or destination. There is currently limited ridership both on and off at the rail station due to limited frequency of services. However, the increased development will be timed to coordinate with increased rail frequency at 18 trains per day by late 2018:*



Source:  
Greatamericanstations.com

- **TOD station retail:** Given the limited ridership, there is less than 400 SF of retail directly related to ridership that is supportable. If projections for ridership are met in 2030, then the future ridership can support 3400 sf.
- **Live work:** In addition to the market rate units, there is potential for additional live work units in the affordable rental range. The demand for new affordable housing is deep enough to include artist live work, estimated in the range of 20 to 40 units. The units could to focus on artisan/maker community to support leisure and visitation.
- **Co-working:** Complements the creative economy and could include a typical membership based co-working space in an old and distinctive building at street level on Colony or Main. This is estimated to be the limit of “office” space demand at 3500sf.
- **Office and industrial:** There are currently low rents and high vacancies--no additional demand at this time. The proposed office space linked to over 577 multi-family units under permit or construction to focus on co-working space.

## SUMMARY OF FINDINGS

### *Typical successful co-working space elements include:*

- Downtown/walkable
- Hip or gritty/hip image
- Historic renovation/adaptive reuse
- Amenities including coffee and light fare
- Membership based
- Secure
- High speed internet
- Social interaction

### *Meriden could consider Maker Space in the TOD District as part of an entrepreneurial supportive space usage.*

- A workshop, a computer lab and art studio or all usages combined
- A educational supportive space for students and graduates to tinker, invent, elaborate and support creative learning
- 500 SF to 3000 SF with some even larger
- Includes machine shop, 3D printers, lab space, computers, studios and more
- It can be complimentary to co-working but more incubating



**Making Meriden**—potential symbol and theme for innovation, start-up and co-working space that could attract businesses to downtown and the TOD district developed by the BL Companies team



Amherst Works—recent new build and viable co-working project

# MERIDEN TOD: ECONOMICS OF TOD DEVELOPMENT



***From a market perspective, Meriden is recommended to focus on increasing the overall wealth of downtown through leisure and visitation and a more balanced residential population:***

- *US economic growth is positive but slowing down and fueled by consumer spending*
  - US GDP 2016 growing at 1.1%, slow growth, but nevertheless positive
  - Growth primarily due to:
    - ✦ Consumer Spending including food and recreational goods
    - ✦ Spending increase on housing utilities and health care
    - ✦ With energy prices starting to climb again after a multi-year low
    - ✦ Personal income up 0.4%
    - ✦ The growing aging population continues to shift demand for health care which is growing sector of in CT
- *CT State GDP was 1.7%, which was in the middle of the pack for States*
  - Construction grew in 47 states and by 3.7%
  - Retail grew by 4.8%, in 2015, but now declining
  - Sectors expected to gain are Health care, professional, scientific, and technical jobs
  - Major trends in technical and computer related services have slowed
  - The greatest losses previously were manufacturing and finance, which having gains but NOT to 2004 levels.

Comparative Regional Data Source: US Department of Labor

State	2015 to 2016 % change in Employment	Actual Unemployment rates
Connecticut	0.2%	5.4%
Maine	0.0%	4.1%
Massachusetts	2.0%	3.6%
New Hampshire	2.1%	2.9%
New Jersey	0.7%	5.3%
New York	1.1%	5.0%
Pennsylvania	0.7%	5.7%
Rhode Island	1.4%	5.5%
Vermont	0.6%	3.3%
US	1.7%	5.0%

Nonfarm Employment Estimate for New Haven LMA (includes Meriden)	
Description	% change 2015 to 2016
Total employment	0.4%
Construction	3.7%
retail	-0.2%
Hospitality and leisure	2.6%
Professional and bus services	5.2%
information	
technology	-5.7%

Comparative Data Source: US Department of Labor 2017

## Meriden CT TOD Real Estate Market Analysis

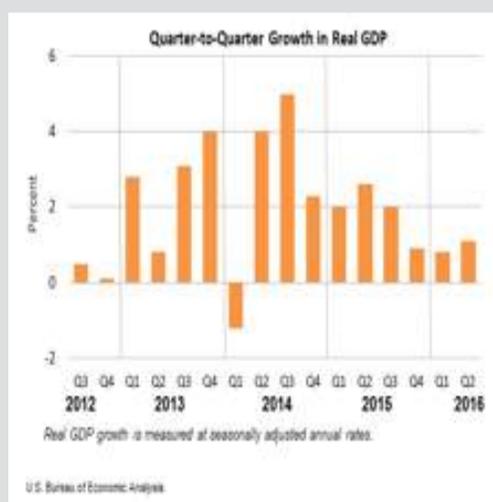
# MERIDEN TOD: ECONOMICS OF TOD DEVELOPMENT



***Meriden needs to focus on increasing the overall wealth of downtown through leisure and visitation and a more balanced residential population:***

- ***Local Economy***

- Connecticut employment is up with Fairfield County highest up at 0.5% but US up 1.9%, therefore overall state is slower than US trends
- New Haven County Economy and unemployment at 6.3% (4/2015) which is well above national averages of 5% and CT rates of 5.4%. (12/2016)
- Within the New Haven LMA (Labor market Area in CT), which includes Meriden, construction was up 3.7% and professional and business services a healthy 5.7% and hospitality and leisure was up 2.6%. Overall, total employment was only up 0.4%.
- Meriden should focus its business targeting on industries for which it has existing clusters and advantages
- Leisure and culture relating to its history in manufacturing and creative economy jumps to the foreground.



GDP growth is positive but slowing

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: ECONOMICS OF TOD DEVELOPMENT



## ***Assets supporting development are linked to business targeting and development***

- In terms of assets, Meriden has many to advertise, especially the backbone to attracting the workforce Millennials, their housing and associated retail:
  - New low income and affordable housing
  - New rail station access to NHHS rail line
  - Historic fabric of buildings
  - New Meriden Green
  - Half-way between Hartford and New Haven on the NHHS rail line
  - Access to New Haven Health care concentration jobs — one of the fastest growing state sectors
  - History of being a metal crafts and manufacturing “Maker” city.
  - Gritty, authentic, and affordable
- Win-win: Potential to offer better, more affordable housing with superior services, downtown amenities, opportunity for maker spaces, access to good healthcare, transit and a new interesting and evolving urban center



Meriden Green



24 Colony new rental apartments

# MERIDEN TOD: ECONOMICS OF TOD DEVELOPMENT



***Business attraction and support for start-ups are linked to an educated and skilled workforce. Education fuels economic development and supports neighborhood redevelopment. While there are many institutions accessible to Meriden, it may take an augmented downtown presence to tip the balance of re-skilling and attracting new business. The elimination of Middlesex Community College (1100 students) from downtown is unfortunate given the timing of new housing units and the expansion of commuter rail:***

Over 65 colleges/universities within 40 miles of Meriden- 5 within 10 miles.

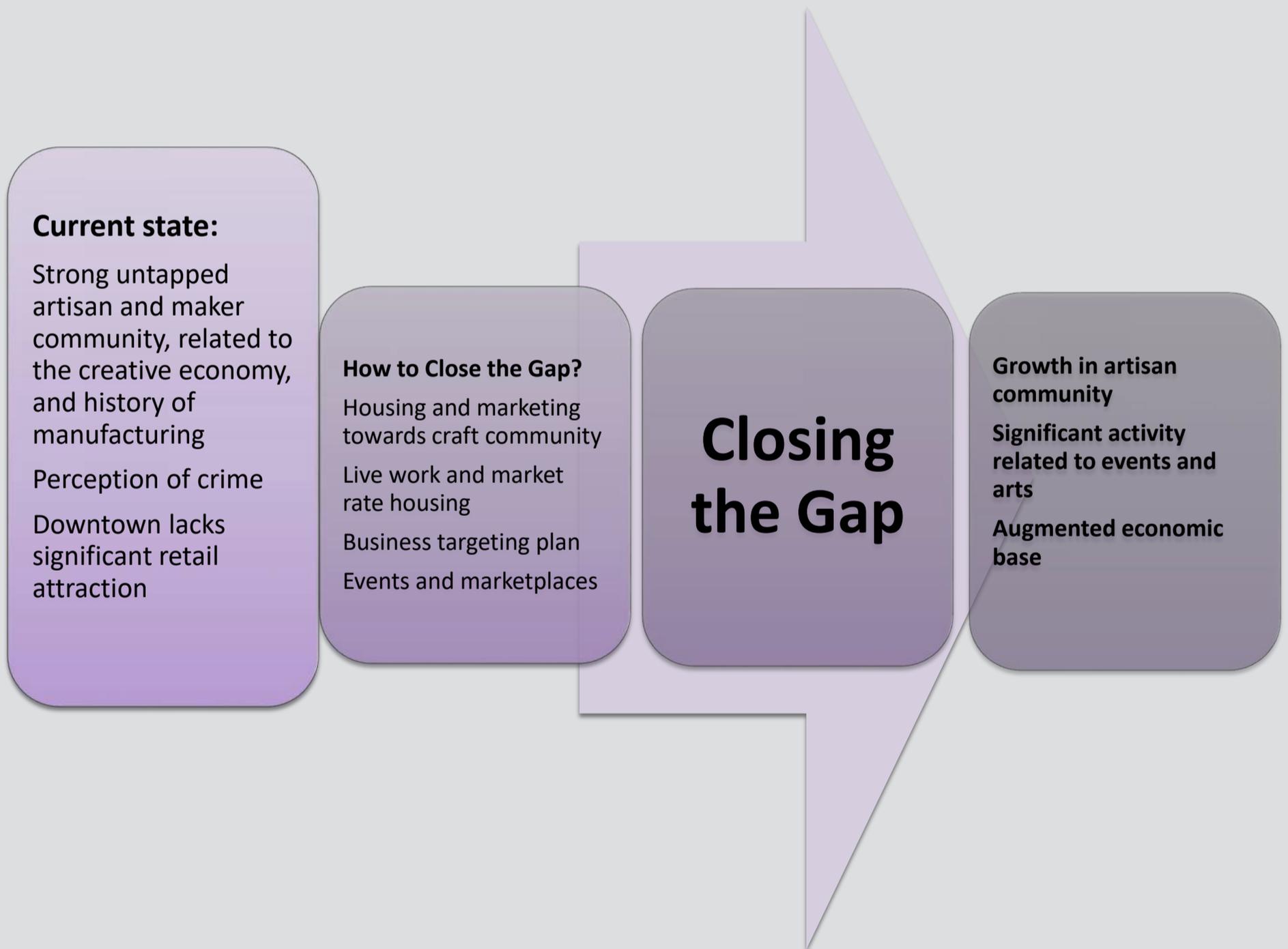
- U. of New Haven--many programs, primarily liberal arts
- Albertus magnus College-computer, health care, liberal arts
- Gateway Community College, New Haven—2600 students
- Paier College of Art—100 students
- Southern Connecticut State University—liberal arts but has pre-engineering and Computer Science
- Wesleyan University—3200 students
- Quinnipiac University—7600 students
- Central Connecticut State University—8200 students
- Lincoln College--521 Students
- Yale University-12,000 students

***Exploring some level of an educational partnership with a downtown presence may bolster revitalization efforts. Maker Space may be the use that can bridge the gap between education-incubation and start-up.***

Universities and Colleges		
Name	Distance	Enrolments
Middlesex CC	7 miles	12000
Wesleyan University	7.5	3200
Central CT State University	10	12000
Charter Oak State College	10.6	2600
Yale University	22	12300
Quinnipiac University	21	9600
Gateway Community College	25	7900

# MERIDEN TOD: ECONOMIC AND BUSINESS TARGETING SUMMARY

## CLOSING THE GAP

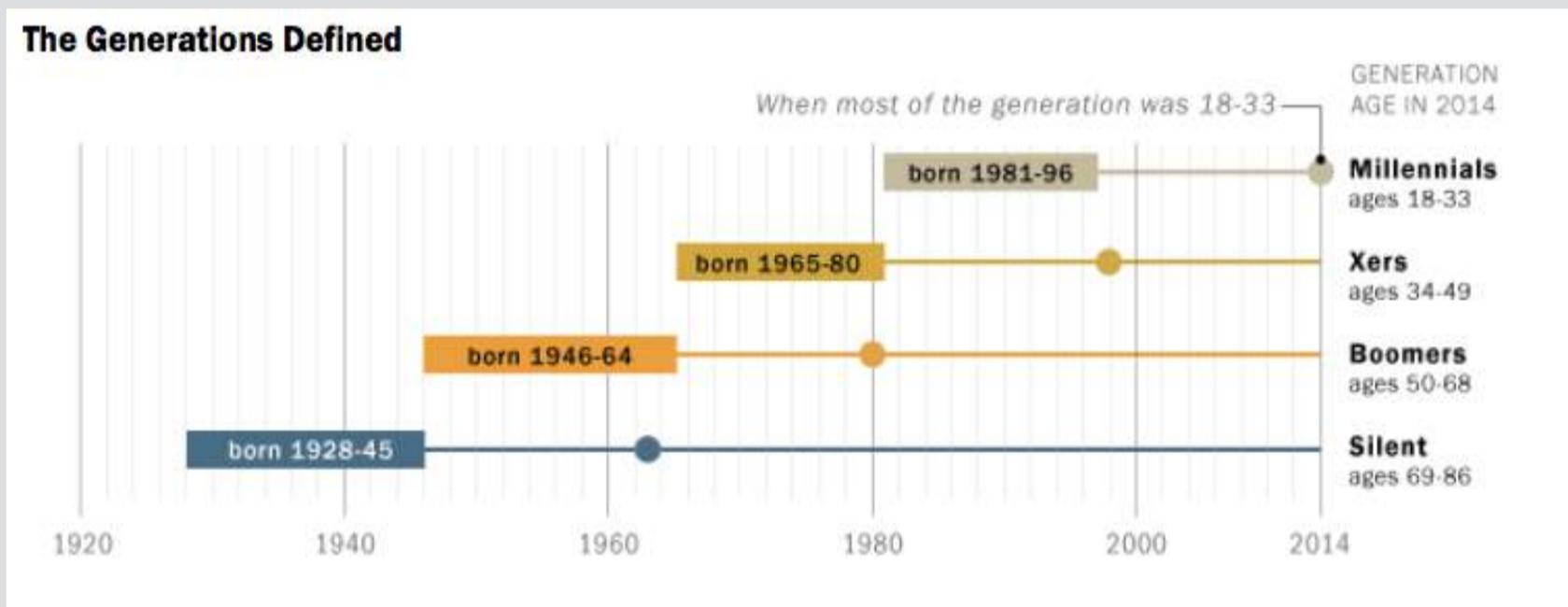


# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT



***Overall, the demographics indicate a shortage of Multi-family housing targeted to millennials and young college graduates that suggests additional opportunity for Meriden, especially as ridership and the schedules increase for the NHHS rail line:***

- Millennials outnumber Boomers nationwide as of 2017
- Slightly younger population near downtown Meriden (35.6 yrs.) and a 15% Millennial population which is slightly higher than average.
- According to Business Insider, the average CT Millennial woman (16 to 34) earned \$36k/yr and the male earned \$40K/yr. That puts a 2 income family at over \$76K per year which can afford higher apartment rents than proposed MF housing projects that are currently offered by the new residential development in downtown.



Millennials Defined by Pewsocialtrends.org

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT



***Meriden's younger downtown population is surrounded by an older suburban population with higher income. But the walkable, historic downtown adjacent to green space and recreation fits the profile of millennials and young college graduates seeking rental housing that is new and affordably priced, and supported by transit to provide access to jobs. The legacy of manufacturing, established through the silversmithing and other fabrications, could be used as a foundation for supporting, entrepreneurs, and specific aspects of the creative economy***

- Young: Average age 35 to 36 years
- Mixed race and ancestry tapestry near CBD
- Moderately educated=high high school but low bachelor attainment
- Low car ownership—1.4 per household
- Mixed languages at home-32% Spanish
- Slow growth population needs in-migration with residents and visitors to grow

		5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
Meriden Demographics	Population					
	2016 Pop	33,737	214,962	1,407,515	3,712,355	308,745,000
	Growth 16 to 2021 past 5 year growth	0.3%	0.7%	0.1%	0.3%	3.30%
		0.2%	0.74%	-16.0%	0.7%	NAV
Population findings		overall almost no growth, well below national average				
Households		12,189	86,900	551,346	1,417,000	128,643,000
Race	white alone	61%	81%	68%	74%	71%
	AA	14%	7%	15%	11%	12%
	Asian	2%	4%	5%	4%	2%
	some other race or multiple races	22%	8%	12%	10%	2%
	Hispanic (included in previous)	45%	16%	20%	17%	13%
Race Findings		of a racial tapestry than away from the site and a significant Hispanic population				
Ancestry (major groups)		NAP				
Language	Irish	6%	10%	9%	10%	
	Italian	11%	19%	15%	14%	
	Polish	6%	9%	6%	6%	
	French and French Canadian	5%	8%	4%	5%	
	English	3%	4%	4%	5%	
	All others	69%	50%	62%	60%	
Ancestry findings		Large Hispanic population does not identify with typical ancestry findings, Asians mostly Indian subcontinents				
Language	Speak English at home	62%	80%	75%	78%	
	Speak Spanish at home	32%	11%	15%	12%	
Language findings		the more urban households are more likely to speak Spanish at home which is linked to education, poverty and differs strongly fro more suburbanized households				
Age	median age	35.6	36.6	37.6	40.4	37
	average age	36.6	41	40	40	38
	Millennials 25 to 35	15%	13%	14%	12%	14%
	Empty nesters 55 to 74	19%	25%	22%	22%	21%

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT



***Meriden has a deep demand for additional housing based on demographics alone. Housing primarily targets the under 35 year olds, but there is also a large older population that may be captured with the right product and an improved downtown image.***

- Higher poverty level near CBD and lower education
- High percentage of empty nesters, is (over 17%) much higher than average which offers another housing opportunity
- Conservative capture suggests affordable and market rate housing demand is deep

Meriden Demographics Employment ( by occupation)	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
architect/engineer	0.8%	2.0%	2.0%	2.0%	1.8%
arts and sports	1%	2%	2%	2%	2%
building ground maintenance	5%	4%	4%	4%	4%
business	4%	5%	5%	5%	5%
community and social services	1%	2%	2%	2%	2%
computer and mat	0.9%	3.0%	3%	3%	3%
construction	5%	4%	4%	4%	5%
education and library	4%	7%	7%	7%	6%
farming and related	0.1%	0.2%	0.2%	0.27%	1%
food prep.	6%	5%	5%	5%	6%
heath practitioner/tech	6%	5%	5%	6%	6%
healthcare support	6%	3%	4%	3%	8%
maintenance and repair	5%	3%	3%	3%	3%
legal	0%	1%	1%	1%	1%
life physical social science	0.4%	0.9%	1.0%	0.96%	1%
management	6%	10%	9%	10%	10%
office admin	14%	14%	14%	13%	14%
production	11%	7%	6%	6%	6%
Police	1%	2%	2%	2%	
sales	13%	11%	11%	11%	11%
personal services	5%	4%	4%	4%	4%
transportation	6%	4%	5%	5%	6%
unemployment rate		9%		7%	5%

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT



***Meriden is an employment hub. New housing and the availability of transit should bolster employment in the downtown area besides attracting residents who would rely on transit to commute elsewhere.***

- High percentage of employment in production=links to silver and metal working past
- 15,000 workers within in 5 minutes of CBD and 110,000 within 15 minutes is a fair number to use as basis for an employment destination
- High percentage of workers in productions,(11%), suggests that manufacturing and trade skills are still strong

Meriden Demographics	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
Employment ( by occupation)					
architect/engineer	0.8%	2.0%	2.0%	2.0%	1.8%
arts and sports	1%	2%	2%	2%	2%
building ground maintenance	5%	4%	4%	4%	4%
business	4%	5%	5%	5%	5%
community and social services	1%	2%	2%	2%	2%
computer and mat	0.9%	3.0%	3%	3%	3%
construction	5%	4%	4%	4%	5%
education and library	4%	7%	7%	7%	6%
farming and related	0.1%	0.2%	0.2%	0.27%	1%
food prep.	6%	5%	5%	5%	6%
heath practitioner/tech	6%	5%	5%	6%	6%
healthcare support	6%	3%	4%	3%	8%
maintenance and repair	5%	3%	3%	3%	3%
legal	0%	1%	1%	1%	1%
life physical social science	0.4%	0.9%	1.0%	0.96%	1%
management	6%	10%	9%	10%	10%
office admin	14%	14%	14%	13%	14%
production	11%	7%	6%	6%	6%
Police	1%	2%	2%	2%	
sales	13%	11%	11%	11%	11%
personal services	5%	4%	4%	4%	4%
transportation	6%	4%	5%	5%	6%
unemployment rate		9%		7%	5%
Employment findings	Linked to education, the more urbanized population is less educated and is less to the less high paying occupations such s maintenance, construction health care support, for example				

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT



***The predominance of older housing stock and lifestyle preferences of millennials suggest a market that is ripe for new multi-family housing. Given the proximity to transit, new market-rate housing will likely encourage more transit commuter activity***

- Older age of housing suggest needs for new build
- Clearly rental is the national trend and fits local trends
- Public transportation usage is still low and clearly needs a more frequent schedule to encourage ridership



Typical out dated existing stock in Meriden

Meriden Demographics	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
occupation classification					
blue collar	27%	18%	18%	17%	NAP
white collar	50%	65%	63%	64%	
Transportation to work					NAP
drove alone	78%	84%	79%	79%	
public transportation	2%	1%	4%	4%	
other (includes walk, bike and car pool)	20%	15%	17%	17%	
Transportation findings (average travel time 25 min)	journey to work needs further investigation as most drive alone			27 minutes	
Housing					
Owner occupied	43%	68%	61%	67%	70%
renter occupied	57%	32%	39%	33%	30%
Meriden Demographics	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
Housing findings	urban dwellers more likely to rent and linked to occupation and income				
Housing type and value	\$ 172,000	\$ 249,000	\$ 236,000	\$ 267,000	\$ 260,000
1 unit detached	33%	56%	51%	59%	55%
2 units	20%	8%	9%	8%	
3 to 49 units	34%	23%	28%	22%	
over 50 units	9%	5%	7%	5%	
Built since 2010	3%	8%	6%	2%	
built before 1939	45%	19%	25%	23%	16%
average year built	1948	1969	1962	1,964	1970
Housing Findings	most urban dwellers live in building with 3 to 50 units and were built before 1948, therefore much older and more dense than outside urban area.				

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS FOR DEVELOPMENT



***Other factors need to be addressed to attract development, residents and businesses, which include crime perception, which is a manageable to mitigate:***

- City's crime index (3.2) while better than the national index (3.78) is higher than the State's (2.2)
- Most of the crimes that occur in Meriden are property thefts. This can be remedied in the downtown area by increasing "eyes on the street".
- Attracting suburban residents and visitors through event programming and engaged downtown merchants will shift perceptions of crime.

***There is currently low buying power and an imbalance between low income, affordable and market-rate multi-family housing, though opportunities can be found within these challenges:***

- Meriden's history of silver-smithing developing into the creative economy and growth of tourism statewide are both opportunities to use to attract artists to assist with the downtown revitalization. This demographics looks for inexpensive live and work space that is in a interesting environment
- While existing residential wealth does not support additional retail, visitation, using the vintage silver industry and artisans as the destination, may be a means to bring in visitors to augment spending.

## Meriden Silverworks and Artisans



Events=tourism and visitation



Riverwalk, NC Millennial Housing

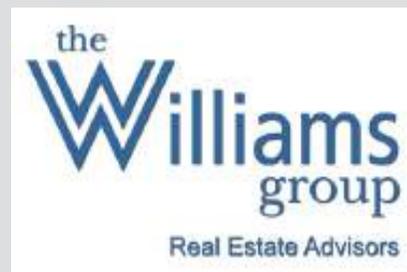


Kendrick Place Amherst, Graduate and Millennial housing

# MERIDEN TOD: DEMOGRAPHIC SUMMARY



# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



***Based on spending power and capture of spending dollars, downtown Meriden potentially can support the proposed retail square footage (44,000 SF) associated with new mixed-use developments, but only once the projects are occupied.***

***Long term, it is estimated that the downtown can support up to 100,000 SF of retail but there is an estimated current vacancy of 100,000 SF.***

- Retail buying income and sales supportable was analyzed for:
  - ✦ Proposed Meriden housing projects (24 Colony, 161 to 177 State Street, 11 Crown Street, 21 Colony and Meriden on the Green)
  - ✦ 5, 15, 30 and 60 minutes drive time from Meriden

RETAIL DEMOGRAPHICS						
source; Nielsen Clarita's Dec 2016 Pop facts	Proposed housing projects Meriden	5 min drive time	15 min drive time	30 min drive time	60 mile drive time	
Population	1,269	33,737	214,962	1,407,515	3,712,355	
Prime retail population 35 to 54		5,061	27,945	197,052	445,483	
Households	577	12,189	86,900	551,346	1,417,000	
growth 2016 to 2021	NAP	0.3%	0.7%	0.1%	0.3%	
average HH size	2.20	2.53	2.45	2.47	2.50	
median HHI	\$ 51,395	\$ 41,520	\$ 68,397	\$ 60,744	\$ 67,500	
Effective Buying Income rate(EBI)	0.80	0.80	0.80	0.80	0.81	
EBI per household	\$ 41,116	\$ 33,216	\$ 54,718	\$ 48,595	\$ 54,743	
Total Effective Buying Income	\$ 23,723,878	\$ 404,869,824	\$ 4,754,959,440	\$ 26,792,769,139	\$ 77,570,122,500	
Retail buying rate	51%	50%	51%	51%	51%	
Total Retail Buying Income	\$ 12,099,178	\$ 202,434,912	\$ 2,425,029,314	\$ 13,664,312,261	\$ 39,560,762,475	
retail buying income per HH	\$ 20,969	\$ 16,608	\$ 27,906	\$ 24,784	\$ 27,919	
Estimated sales per square foot (PSF)	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	
Retail Supportable SF	40,331	674,783	8,083,431	45,547,708	131,869,208	
Capture rate	30%	10%	1%	0.2%	0.1%	

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



***Retail buying income ranges from a low of \$16,600 in downtown to a high of \$28,000 within the 15 minute drive of downtown. Based on spending power and capture of spending dollars in downtown, retail ...***



- Will follow residents and commercial tenancy
- Needs to support residents as an amenity
- Needs to support the small amount of rail ridership
- Should target visitors and attract outer ring residents using focused programming

source; Nielsen Clarita's Dec 2016 Pop facts	Proposed housing projects Meriden	5 min drive time	15 min drive time	30 min drive time	60 mile drive time
Actual retail SF supportable based on estimated capture	12,099	67,478	80,834	91,095	131,869
Estimated Retail in area (SF)		1,835,417	14,825,957	65,974,220	187,023,220

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



***Based on an analysis of leakage of retail sales at the 5 and 15 minute drive time, there are several retail sectors where the demand is higher than the sales available in the area***

- There is a general over supply of retail in both the 5 min drive time
- However, there is opportunity for food and drinking and food stores especially
- 93,000 SF supportable in food and beverage stores including downtown grocery
- 43,000 SF of food and drinking place including bar, restaurants and related
- 21,000 SF of home furnishing to support residents in the new developments.

RETAIL STORES OPPORTUNITY	DEMAND (EXPENDITURES)	2016 SUPPLY SALES	OPPORTUNITY GAP	5 Min. drive time from Main st	SF SUPPORTABLE @ \$300/SF SALES	DISCUSSION
Total retail sales	\$479,526,000	\$550,625,000	\$ (71,099,000)	general oversupply	over supply of inventory in general	overall too much retail within 10 miles
building material and supplies	\$47,174,000	\$19,002,000	\$ 28,172,000	demand	93,907	appropriate???
Food and beverage stores	\$69,927,000	\$41,830,000	\$ 28,097,000	demand	93,657	to support new residents
clothing and related	\$22,935,000	\$69,552,000	\$ (46,617,000)	oversupply	(155,390)	
Department stores	\$23,723,000	\$67,601,000	\$ (43,878,000)	oversupply	(146,260)	
food and drinking places	\$ 58,032,000	\$ 45,091,000	\$ 12,941,000		43,137	some limited demand but works in downtown
Home furnishings	\$9,134,000	\$2,831,000	\$ 6,303,000		21,010	may be too small to be competitive
RETAIL STORES OPPORTUNITY	DEMAND (EXPENDITURES)	2016 SUPPLY SALES	OPPORTUNITY GAP	15 Min drive time	SF SUPPORTABLE @ \$300/SF SALES	Discussion
Total retail sales	\$4,044,011,900	\$4,447,787,000	\$ (403,775,100)	general oversupply	(1,345,917)	
home furnishing	\$84,158,000	\$46,102,000	\$ 38,056,000	demand	126,853	
food and beverage stores	\$ 526,764,000	\$ 485,592,000	\$ 41,172,000	significant demand	137,240	
convenience stores as part of food	\$ 22,357,000	\$ 12,303,000	\$ 10,054,000	demand	33,513	
specialty food stores as part of food	\$ 42,694,000	\$ 10,890,000	\$ 31,804,000	significant demand	106,013	works after new residents move in
clothing stores	\$ 191,677,000	\$ 224,865,000	\$ (33,188,000)	oversupply	(110,627)	
sporting good						may not reflect recent reorganization in the business
	\$ 63,312,000	\$ 25,787,000	\$ 37,525,000	demand	125,083	
food service and drinking places	\$ 470,132,000	\$ 456,520,000	\$ 13,612,000	some demand	45,373	great for downtown

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



***Based on an analysis of leakage of retail sales, a dominant sector which has higher demand than sales is specialty food stores, home good and dining which would target Millennials and artisans, for which demand includes:***

- 125,000 SF home furnishing
- 132,000 SF of food and beverage
- 106,000 SF of specialty food stores
- 45,000 SF of food and drinking places
- It should be noted that downtown retail is predicated on fully tenanting the current projects on the boards and creating a safe and 24-hour downtown environment.

Retail Stores Opportunity and Gap Analysis-- specific categories--5 min drive time		Capture Rate 15%
building material and supplies		14,086
Food and beverage stores		14,049
clothing and related		
Department stores		
food and drinking places		6,471
Home furnishings		3,152
<b>Total SF supportable at capture rate</b>		<b>37,757</b>

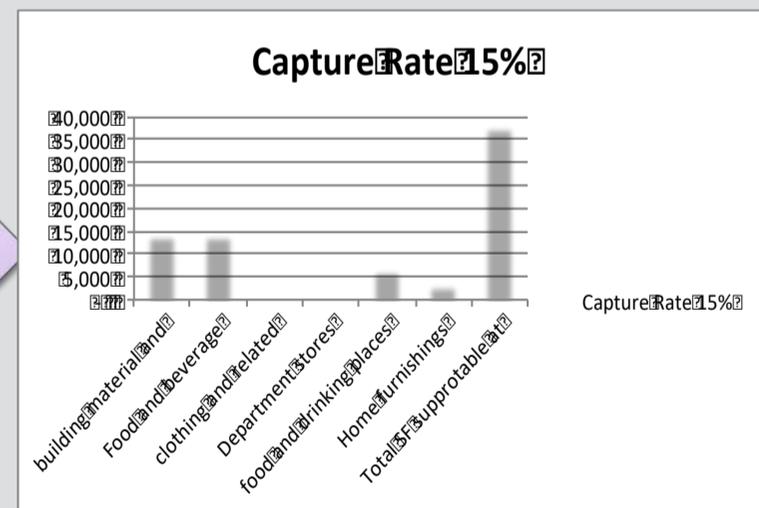
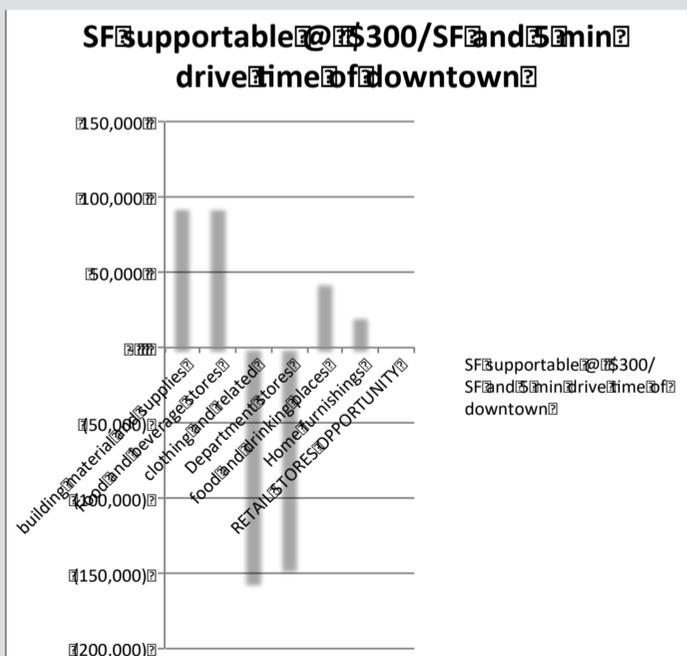
# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



**Based on Gap analysis spending power, largest demand is food and beverage and restaurants and bars which is consistent Millennial demographic audience.**

**While arts, culture and specialty foods does not show up under traditional retail categories, it is clearly an sector that can draw in visitors and tourism and create a destination there.**

- For 15 Minute travel time, a capture rate of 15% is estimated to suggest a reasonable supportable local retail square footage for specific categories that have leakage
- Actual tenancy needs to follow residents/workers and complement inventory



# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



*There are two major malls in the sub-market that have a limiting impact on the retail supportable in the Meriden downtown by attracting spending dollars.*

*In 2017, brick and mortar retail is being challenged by online retailing, Amazon, and shoppers' preferences. Downtowns can offer a unique shopping experience that competes less directly with online retailers and offers experience and entertainment over traditional mall shopping:*

- **Westfield Meriden (on I-691)**
  - Macys, Sears ,TJ Max, Dicks Sporting Goods, H&M, Michael's and a food court
  - Occupancy over 90% and 122 retailers
  - 900,000 SF regional mall with a trade area of 4,000,000 people
  - Most customers are over 45 years old
- **Town line Square Mall on (S. Broad)**
  - Burlington Coat Factory, Michael's, Marshalls, Big Y Grocery, McDonalds, Five Guys, Edge Fitness
  - Occupancy 95%
  - 300,000 SF community center



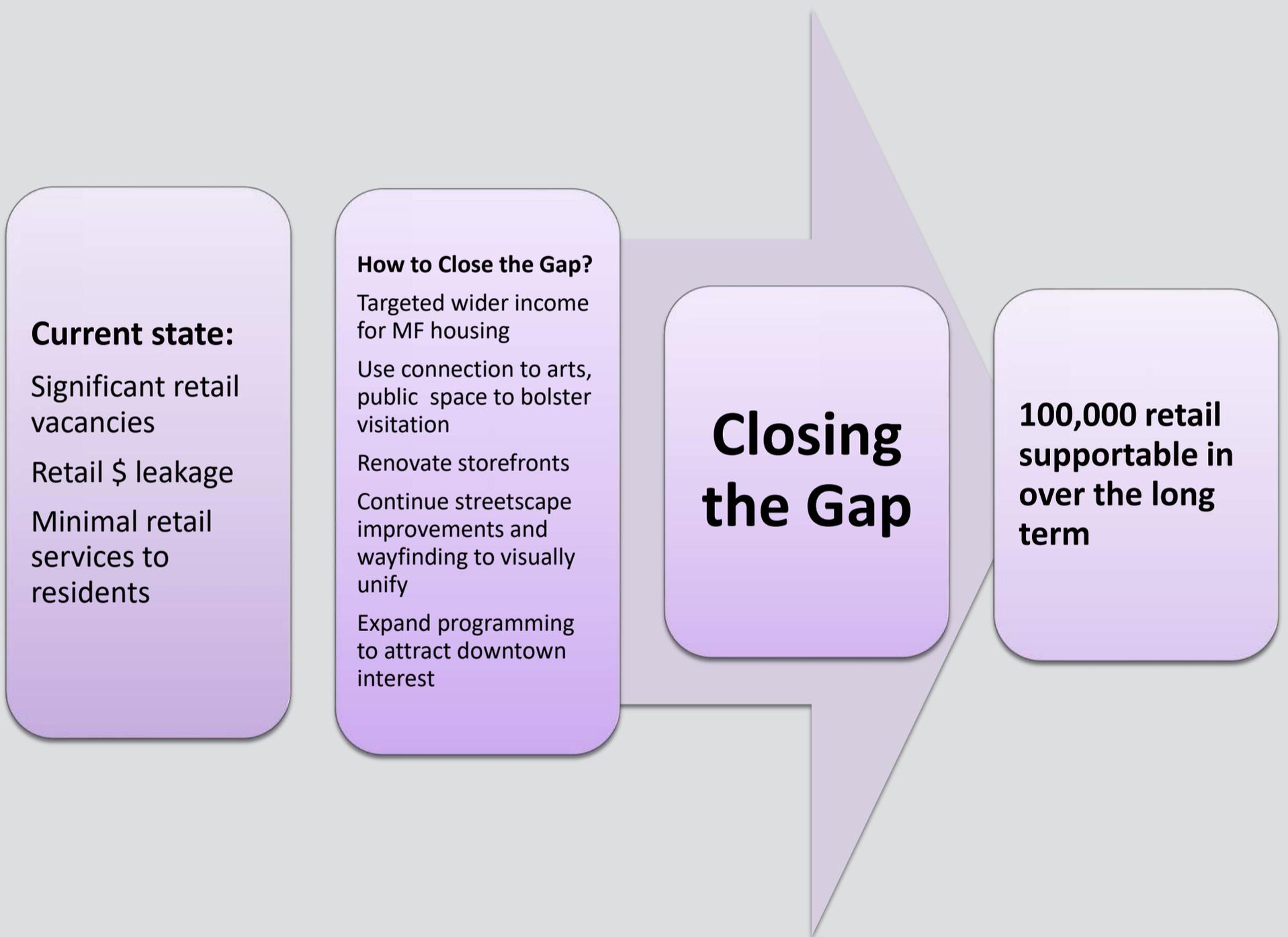
A vibrant downtown streetscape—voted best small downtown, Deadwood SD



Arts and Entertainment



# MERIDEN TOD: RETAIL DEMOGRAPHIC SUMMARY



# MERIDEN TOD: RETAIL REAL ESTATE



*Retail is trending towards urban retail and online retail, primarily Amazon, with the target audience shifting from Boomers to Millennials:*

- **Urbanization:** Between 2014 and 2050, urban dwellers will increase from 54% of population to 66% and this will support more downtown retail
- **Millennials are driving Retail:** Millennial population larger than Boomers and for each new Millennial couple there is an increase in \$10K per year in local spending
- **Online:** Millennials like speed /convenience and purchase more on e-commerce than any other group; malls cannot compete—e commerce now 9% of retail sales
- **Urban shopping:** 18% of urban Millennials shop in urban stores and want a unique experience
- **Pop-up Shops:** Short term investment in vacant space, can be seasonally focused and unique
- **Co-working:** Membership based, incubator spaces work best in unique buildings in walk able setting and offer food, drink and high speed internet as amenities
- **Indoor food markets:** Desirable in urban or denser settings and can feature locally-sourced food
- **Smaller formats:** Urban version of big-box
- **Live/work and Play:** Supports retail within a walk able downtown



Urban markets create activity downtown



## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: RETAIL REAL ESTATE



## Who are the retail and housing customers?

- Millennials are moving into prime earning and spending years
- Boomers are aging and beginning to spend less
- Millennials preference for outdoors, health and renting homes versus owning is critical to targeting
- Millennials tend to be more interested in organic, sustainable and local but can be price conscious and will shop internet first for furniture, cloths and other dry goods
- Aging Empty Nesters seek more convenience-oriented food, less sustainable but also health conscious

EXHIBIT 1 | U.S. Millennials Will Outnumber Non-Millennials by 22 Million by 2030

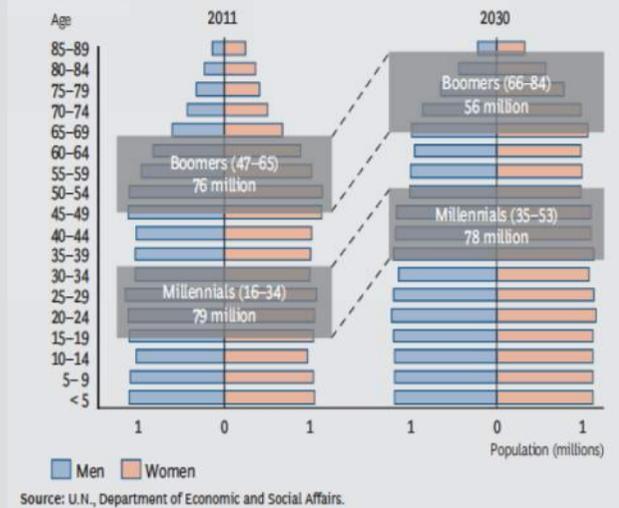
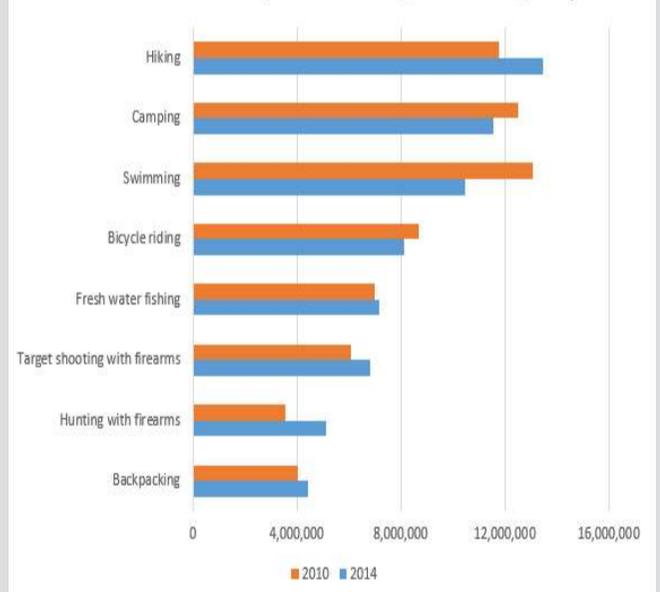


Chart 2: Millennials (Ages 18-34) Participation in Outdoor Recreation Activities, 2014 vs. 2010 (No. of Participants)



Source: Sports Business Research

# Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: RETAIL REAL ESTATE

**Supply: Retail real estate analyzes the support of the retail brick and mortar space and the supply and the demand in the market, rather than household income. Meriden downtown supply has very little cohesive or destination theme. Most space is obsolete and historic spending went to malls. As a result, downtown vacancies are high.**

**From the retail demographic analysis, the estimated future demand equals the vacant properties in downtown. But this can change with influx of new residents and careful tenant targeting.**

- Retail near Main Street and the CBD has low rental rates from \$9 to \$14/SF asking rents
- Over 23% vacant for those properties on multiple listing service
- These vacancy levels do NOT support new retail without:

Meriden Retail Space Available			
Description	Image	Details	Map
15000 SF boring center		<b>626-632 E Main St</b> Meriden, CT 06450 Subway Plaza Street Retail 500 - 1,250 SF Available 2 Spaces 15,000 SF Bldg \$13.15-\$13.20 SF/Year Contact	
including anchor space 168000 total SF		<b>566 West Main St</b> Meriden, CT 06451 Grocery Anchored Plaza in Meriden Neighborhood Ctr 1,400 - 68,834 SF Available 6 Spaces 108,000 SF GLA Negotiable Rate Contact	
70,0000 SF neighborhood center, no good tenants 7900 gla		<b>311 West Main Street</b> Meriden, CT 06451 Lincoln Plaza Neighborhood Ctr 3,700 - 6,300 SF Available 3 Spaces 70,300 SF GLA \$9-\$14 SF/Year Contact	
Vacant SF		<b>711 East Main Street</b> Meriden, CT 06450 Car Quest Free Std Bldg 7,901 SF Available 1 Space 7,900 SF Bldg \$10-\$12 SF/Year Contact	
standalone--more like a 1240 199000 GLZ		<b>1231 East Main Street</b> Meriden, CT 06450 Meriden Neighborhood Ctr 1,590 - 2,546 SF Available 5 Spaces 109,587 SF GLA Negotiable Rate Contact	
nice neighborhood center anchored		<b>900 EAST MAIN STREET</b> Meriden, CT 06450 900 EAST MAIN ST. Restaurant 4,000 SF Available 1 Space 85,000 SF Bldg \$12.50 SF/Year Contact	
82000 restaurant in		rent: \$9 \$14 median rent: \$12	
478,900	23% vacant from listing		

- ✧ New shoppers=new residents
- ✧ Or new visitors attracted via more destination and unique retail

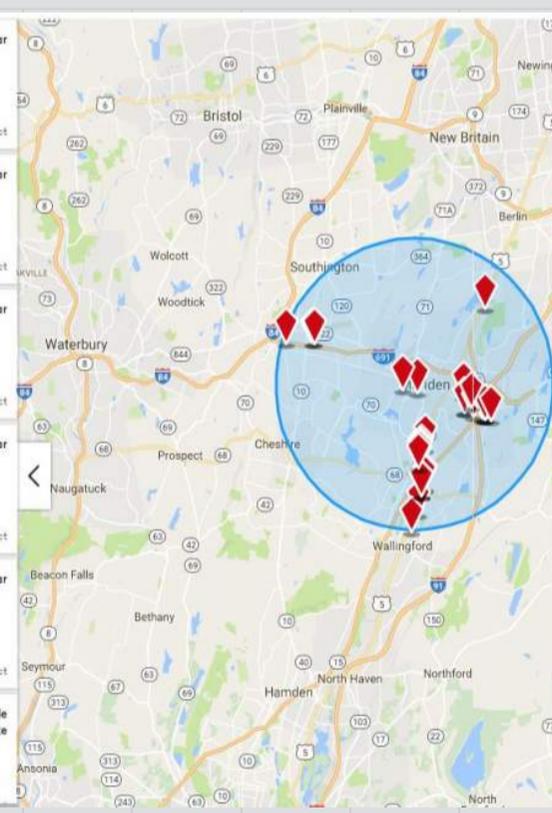
## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: RETAIL REAL ESTATE

**Supply: An analysis of the retail supply and availability along corridors just outside the downtown suggest a slightly stronger market and capture of shopper:**

- Retail rental ranges are \$8 to \$20/SF
- Combined with the downtown published data, the overall Meriden market retail vacancies are 17%
- As the distance from the Meriden downtown increases, the ability to capture wealthier shoppers increases. This ability to capture wealthier shoppers is even more apparent if the Town Center and Westfield Mall are included, which have very strong occupancy rates

Vacant SF	Total Sf							
6300	12200		<b>970 N Colony Rd</b> Wallingford, CT 06492 Wallingford Shopping Center Community Ctr 2,000 1 122,264 SF Available Space SF GLA	\$19 SF/Year	Contact			
	12200		<b>970 N Colony Rd</b> Wallingford, CT 06492 WALLINGFORD SHOPPING CENTER Community Ctr 2,000 - 2,200 2 122,264 SF Available Spaces SF GLA	\$13-\$19 SF/Year	Contact			
7000			<b>626-632 E Main St</b> Meriden, CT 06450 Subway Plaza Street Retail 500 - 1,250 2 15,000 SF Available Spaces SF Bldg	\$13.15-\$13.20 SF/Year	Contact			
10000	4500		<b>1721 Meriden Waterbury Tpke</b> Plantsville, CT 06479 Meriden Waterbury Retail Free Std Bldg 4,560 1 4,560 SF Available Space SF Bldg	\$14 SF/Year	Contact			
4000	15000		<b>1163 South Broad Street</b> Wallingford, CT 06492 Z Properties Super Reg Ctr 2,250 - 4,500 3 1,350 SF Available Spaces SF GLA	\$8-\$20 SF/Year	Contact			
Vacant	2000		<b>566 West Main St.</b> Meriden, CT 06451 Grocery Anchored Plaza in Meriden Neighborhood Ctr 1,400 - 68,854 6 108,000 SF Available Spaces SF GLA	Negotiable Rate	Contact			
2200	1,005,900	14%	Rental Range	\$3	\$20			
			Median	\$15				



Vacant retail in along major corridors in Meriden sub-market, source: loopnet.com and Reis.com

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: RETAIL REAL ESTATE



***Supply: In addition to downtown retail and corridor retail, smaller mall supply is also weak, with significant retail community center and neighborhood center vacancies. But most significant is the abundance of vacant, yet older, retail street front real estate on State, Colony and Main:***

- Store front retail on Colony, State Street and Main include a total inventory of 145,700 SF of space
- 76,000 SF is vacant
- Total vacancies are 52% or 69,700 SF
- Most of the projected future retail demand can be absorbed into this space plus the approximately 44,000 SF in the proposed and projects under construction.



New downtown development and amenities will be able to improve 24 hours activity and increase the potential for more downtown retail



STATE STREET, COLONY STREET, EAST AND WEST MAIN, ROUTE 5

TOTAL OCCUPIED SPACE/VACANT SPACE (SF)	69,700	76,000
% OF TOTAL RETAIL THAT IS VACANAT	52%	

Note: Neighborhood centers are typically under 100,000 SF and community centers are up to 300,000 SF

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: RETAIL REAL ESTATE



***Demand: Study area retail needs to meet the following criteria:***

- Demand from leakage supports 37,000 SF @ 15% capture in just a 5 minute travel time
- Demand is from 12,000 SF to over 100,000 SF
- Residential amenity driven
- Food and beverage stores
- Commuter retail supportable
- Distinctive, hip and downtown destination
- Food and night life

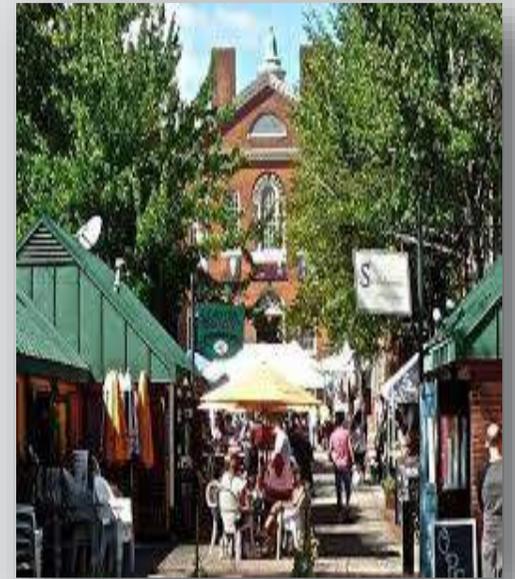


Image of vibrant downtown retail of the scale that Meriden could absorb

Retail Stores Opportunity and Gap Analysis-- Capture Rate 15%  
specific categories--5 min drive time

building material and supplies	14,086
Food and beverage stores	14,049
clothing and related	
Department stores	
food and drinking places	6,471
Home furnishings	3,152
<b>Total SF supportable at capture rate</b>	<b>37,757</b>

In addition, the chart below estimates the retail supportable by category

source; Nielsen Clarita's Dec 2016 Pop facts	Proposed housing projects Meriden	5 min drive time	15 min drive time	30 min drive time	60 mile drive time
Actual retail SF supportable based on estimated capture	12,099	67,478	80,834	91,095	131,869
Estimated Retail in area (SF)		1,835,417	14,825,957	65,974,220	187,023,220

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: RETAIL REAL ESTATE



## ***Retail Findings: Study area retail needs to meet the following conditions:***

- The proposed retail and commercial space will have demand once the multi-family units are rented
- Additional demand can be created with more market rate housing
- Events and pop up retail will generate visitation and support the retail that is noted in the retail spending capture
- Overall , there is great potential for Meriden retail to enhance and support residents, create a destination and support transit but it must be distinctive, local, unique and have the support of the public sector

TYPE	LOCATION	MF Units	COMMERCIAL SF	COMMENTS ON RETAIL SUPPORTABLE
specialty grocery, pharmacy	24 Colony	63	11,000	retail amenities after residents move in
coffee shop, laundry, bank/atm, flowers	161 and 177 State Street (Pennrose)	151	7,500	transit amenities linked with
advanced manufacturing	11 Crown Street and HUB site	81	87500 flex	Middlesex CC-- incentives/incubator
no space at this juncture	116 Cook Ave factory H=Meriden mews	0		
Pop up retail, seasonal	21 Colony street	12	6,000	immediate roll out
indoor farmer market all season	1-77 State street	170	20,000	immediate roll out
in pre development	1 King place	100		not applicable
restaurants/public/craft beer pop ups	25-33 Colony			city owned, not applicable at this time
co-working and maker space	16 Church street			Link with Middlesex CC
Total housing units		577		
Total commercial			44,500	

# Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: MULTI-FAMILY RESIDENTIAL DEVELOPMENT



***Demand: Overall, the demographics suggest a shortage of multi-family housing targeted to Millennial and aging baby boomers (empty nesters):***

- Millennials delay marriage and generally do not have kids yet, but prefer urban rentals over home ownership
- MF rentals should provide amenities to match target market:
  - Outdoor space with proximity to recreation
  - Fitness
  - Co-working
  - Café
  - Pool
  - Views
  - Proximity to downtown retail
- Meriden offers new product that is a far superior to older inventory, but new products now needs to focus on a more diversified income base in the future.
- Affordability range is from \$1000 ( min 1-bed) to over \$2200 per month for Millennials in the market area

HH Wages	Monthly wages	Rental affordability	Monthly affordable rent	Source	Notes
\$ 76,000	\$ 6,333	33%	\$ 2,090	Business Insider	Couple
\$ 80,000	\$ 6,667	33%	\$ 2,200	Indeed.com	single
\$ 65,000	\$ 5,417	33%	\$ 1,788	Nielsen 2016	single
\$ 39,000	\$ 3,250	33%	\$ 1,073	Indeed.com	single
\$ 35,000	\$ 2,917	33%	\$ 963	Indeed.com	single
\$ 40,000	\$ 3,333	33%	\$ 1,100	Indeed.com	single
\$ 40,000	\$ 3,333	33%	\$ 1,100	Indeed.com	single

Affordability of Apartments based on posted jobs in area targeting educated Millennial

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: MULTI-FAMILY RESIDENTIAL DEVELOPMENT



***Demand: New rentals within downtown are far superior to existing supply; there are already waiting lists for the apartments that are ready to be occupied in new downtown mixed-use developments***

- **Demand and Inventory:**
  - Pent-up Demand for downtown new units is perceptible from wait lists, housing trends, incomes, age of housing and occupancy of units outside downtown
- **Millennial Affordability and Demand:**
  - Millennial and overall income indicates there is significant additional demand outside the low income units and the affordable rent units. Demand is for market rate units.
  - Interviews from the developer of 24 Colony indicated that there was significantly more demand than expected from the limited number (7) of market rate units
  - The low income units (50% AMI) were reported to be difficult to rent. At that income limitation, it is difficult to find qualified tenants for 24 Colony.

Name/address	Status	MF units	Commercial	type	Developer	Notes	Photo or rendering	Total estimated Income power of HH in project	Estimated average HHI of each unit	estimated market rate units	estimated affordable units	Affordable HUD AMI for 2 persons	Notes
24 Colony	Leasing up	63	11,000	section 8, CHFA one and 2-bed apts--select market rates unit 1 bed \$1136 per month and 2-bed \$1386 per month	Pennrose and Westmount	Mills replacement housing--already 90% leased with a waiting list		\$ 3,238,200	\$51,400	0	63	\$51,400 (80% AMI)	nice fresh development but significant retail vacancies already on street in terms of retail--estim 90% affordable
161 and 177 State Street (Pennrose) AKA Meriden Commons	2 Phases Funded	151	7,500	80% Affordable (80% AMI and lower)	Pennrose and Cloud Co. with MHA=Charlie	replacement units for the outdated Mills Memorial 140 Housing Authority Units--construction start 2017		\$ 9,046,108	\$42,000	30	121	\$42,000 (60% AMI)	
11 Crown Street, AKA 2 South Colony	Funded for clean up	probably just 81	flex	72% affordable (20% units @ 50% AMI and 49% @ 60% AMI), 28% market rate--more town house look	Michaels corp	acquired June 2015, construction 2017		4,648,900	\$ 57,394	17	64	\$33,500 (50% AMI) and \$42,000 (80% AMI) and market is 150%	old Record journal site, good TOD, busy triangular site with access on all site
116 Cook Ave factory H=Meriden Mews	no go	0		145 market rate and 39 affordable combined--one and 2-bedroom 80/20 project	POKO	acquired June 2015; includes 116 adaptive reuse		\$ -	\$ -	145	39	unknown-- assume 100% AMI and 80% AMI	seems to abut some public housing to the east-- Hanover Street very hit of miss, lots of vacancies
21 Colony street	Proposed	12	6,000			lot		\$ 916,240	\$ 76,353	8	4		across from new development
1-77 State street-- AKA "Meriden On the Green"	Proposed	170	20,000	80% market rate and 20% @ 80AM	Pennrose and lcloud-- Housing Authority	next to train station to the north; expect occupancy 2019 but worried about weak market rents abandoned hospital-- environmental issues??		\$ 11,805,400	\$ 56,488	80	90		Primarily market rate-- qty unknown
1 King place	Pre-development	100		Market rate units Pop up retail in the park	chester burless	city owned vacant site		NAP		100%	0%		proposed assisted living connects to train and across from 24 Colony may have retail commercial potential or co-working
25-33 Colony	planning	0		Event/creative space with High Tech Lighting		Historic white build near 24 Colony							
16 Church street	pre leasing	0	10,000										
<b>Total</b>		<b>577</b>	<b>44,500</b>					<b>\$ 51,395</b>					
								<b>Total income potential</b>	<b>\$ 29,654,848</b>				

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: MULTI-FAMILY RESIDENTIAL DEVELOPMENT



***Supply: Most of the existing multi-family stock is dated and lacks modern amenities. This has created an unmet demand for new multi-family units that are well-designed and offer contemporary floor plans:***

- Average Meriden rental is old, it is often in a converted house, with over 45% being built before 1939. Average built year in TOD area is 1948.
- Most of the multi-family units near the TOD, over 34% are 3 to 49 units and 9% are over 50 units. Much of these existing older units are large public housing projects that are outdated.
- 57% units near TOD are renters. Renters decline as travel time increase from TOD, which supports the supposition that the households outside the CBD do not relate to the households in the CBD
- Capture of a small amount of households in various travel times can support approximately 400 new units minimum from demographics alone.

Meriden Demographics	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA	<b>Summary:</b> Target 1 (one) bed rent \$1350 and 2-bed min. rent \$1800
Household income						
Median HHI	\$ 41,520	\$ 68,397	\$ 60,744	\$ 67,500	\$ 53,000	
Monthly rent affordable	\$ 1,142	\$ 1,881	\$ 1,670	\$ 1,856	\$ 1,458	
estimated capture	3%	1%	0.05%	0.01%		
capture HH	366	435	276	142		
HHI findings	more urban households are poorer					

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: MULTI-FAMILY RESIDENTIAL DEVELOPMENT



**Supply: Newly construction or approved projects in the TOD District will include over 577 new units**

- Affordability range is from \$1300 (min 1-bed) to over \$1800 per month
- In 2014, NH County. was one of the tightest markets in the country with 2.1% vacancy for units tracked. **(source: multifamilyexecutive.com)**
- City of New Haven extremely tight MF market = opportunities for Meriden to fill in with targeted units to meet the excess demand at lower rates than Shelton, better amenities and better views
- Increased transit frequency will attract new households

Meriden Demographics	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
Housing findings	<i>urban dwellers more likely to rent and linked to occupation and income</i>				
Housing type and value	\$ 172,000	\$ 249,000	\$ 236,000	\$ 267,000	\$ 260,000
1 unit detached	33%	56%	51%	59%	55%
2 units	20%	8%	9%	8%	
3 to 49 units	34%	23%	28%	22%	
over 50 units	9%	5%	7%	5%	
Built since 2010	3%	8%	6%	2%	
built before 1939	45%	19%	25%	23%	16%
average year built	1948	1969	1962	1,964	1970
Housing Findings	<i>most urban dwellers live in building with 3 to 50 units and were built before 1948, therefore much older and more dense than outside urban area.</i>				

## Meriden CT TOD Real Estate Market Analysis



# MERIDEN TOD: MULTI-FAMILY RESIDENTIAL DEVELOPMENT

**Findings: Based on projects planned and construction, the tight market occupancies levels, the older age of housing and pent-up demand, demand exists for additional units renting at market or above market rental rates:**

- Approximately 577 new units are proposed or under construction , predominately low income and affordable
- There is demand for another 400 units
- An analysis of the income, salaries and demand of Millennial indicates that new units could target a higher rental range, more in the 100% AMI to 120% AMI range
- The older inventory, with average housing age around there years 1948 ,alone indicates a need for newer housing that meets todays demands

## Meriden Apartment Rental Competition

Description	location	Amenities	Rental rates			Occupancy	Size of Units	Rent \$/SF
			1 Bed starting Rents	2 bed	3 bed			
FLATS 360	Intersection of I691 and I91	new modern-on Wallingford line , good access to highways, pet area, club house, utilities included, mountain vies and pool	\$1,000	\$1,375	NAP	7%	850 SF to 1200 SF	\$ 1.31
Arbor II and Bradley Estates	Bradley Ave, Meriden	parking, Spanish stall, pet allowed	\$1,118		\$1,365	5%	890 SF to 1300 SF	\$ 1.25
Summitwood Village	sams Rd, Meriden	parking, no amenities, townhouse style, date		\$1,400	\$1,600	5%	1320 SF to 1510 SF	\$ 1.06
Arbor Park 1	see above	townhouses--small 3 bedrooms		\$1,400	\$1,500	8%	1200 SF to 1320 SF	\$ 1.17
Merritt Station Apartments	Scott Street, Meriden=south of CBD near the Merritt parkway	Near Wallingford dl line, new pool, ample parking, pet wallowed, nice landscaping	\$1,000	\$ 1,700		7%	725 SF to 1100 SF	\$ 1.55
Alvista Willow Brook	Pomeroy Ave, Meriden, east of I91 near Research Parkway	9 foot ceiling, new, nicely appointme	\$1070 (studio)	\$2,600		6%	658 to 1315 SF	\$ 1.98
24 Colony	Downtwon Meriden,	New build, waiting list	based on income	\$ 1,430			684 SF to 1030 SF	\$ 1.39
New Haven MF market	Forbes, Harford Courant	one of the tightest housing market in the country				2.2% to 4.5%		

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: OFFICE DEVELOPMENT



***Meriden's office market primarily consists of corporate office parks; there is no new space in downtown. While corporate office parks are in low demand nationwide, low asking rents in the Meriden market pose serious competition to downtown:***

- The Meriden sub-market consists of approximately 100,000SF of corporate office space which is 75% is vacant; class A corporate office has higher occupancy, estimated at 30% vacant
- Asking rates are \$13 to \$21/SF and median rate is \$16/SF
- Free rent is often supplied for 1 to 12 months, yielding effective rents \$3/SF less
- Given the weakness in the market and low rents, there is no support for new build
- Limited train ridership does not support TOD office at this time
- Meriden train station sub-market office asking rents is \$8/SF—too low to consider new build
- While the commuters into the PMA are significant with 140,000 jobs along the NHHS line (4ward planning LLC 2015), most jobs are either only accessible easily by car or the workforce is still psychologically linked to the car as a means of commuting

MeridenOfficeSpace		
Vacant	Total	
1680	6180	
retail		
48690	48690	
retail		
11063	32930	
7900	5100	
69,333.0	92,900.0	75%
MedianRentalRate		\$16
RentalRange	\$13.15	\$21.50

Address	Office Bldg SF Available	Spaces	SF Bldg	Rate
1295 E Main St Meriden, CT 06450	3,090 - 6,180	1	6,180	Negotiable Rate
626-632 E Main St Meriden, CT 06450	500 - 1,250	2	15,000	\$13.15-\$13.20 SF/Year
599 Research Parkway Meriden, CT 06450	48,249	1	48,690	\$21.50 SF/Year
566 West Main St. Meriden, CT 06451	1,400 - 68,634	6	148,000	Negotiable Rate
639 Research Parkway Meriden, CT 06450	297 - 11,063	2	32,930	Negotiable Rate
321 Research Parkway Meriden, CT 06450	4,000 - 7,985	1	51,354	\$19.50 SF/Year

## Meriden CT TOD Real Estate Market Analysis



# MERIDEN TOD: OFFICE DEVELOPMENT

***Findings: Office space development is only supportable as co-working space to compliment new housing development and attract businesses and a younger demographic***

- The Meriden office market is included in the greater New Haven office market
- Market asking rates are \$15/SF to \$25/sf
- Vacancies are 16%
- The New Haven office market is recovering after years of decline and is primarily supported by the large health care and institutional industry
- Much of the existing office inventory is being converted to laboratory and R&D in New Haven market
- Meriden could benefit from the overflow if the downtown commercial office space has some inventory that can leverage the appeal of TOD and an inexpensive but potentially hip downtown
- Recommendations would limit new office construction but initial phasing supports co-working space--- 3500 SF in old hip downtown building, membership driven and linked to coffee bar.

Greater New Haven Office Market

Vacant	Total space	Asking Rental rates	Location
4,600	4600	\$ 25.00	N. Turnpike Rd, Wallingford
900,000	1,042,000	NAV	5 Research Parkway, Wallingford--Bristol Myers
22,700	26,000	\$ 19.00	Tower Drive, Wallingford, modern
11,000	32,000	NAV	638 Research parkway
80,000	51,000	\$ 19.60	321 Research pky, Meriden
2,900	16,000	\$ 15.00	1 Prestige Drive, Mexican
3,000	31,000	\$ 12.00	300 Church Street, Wallingford
1,200	300	\$ 18.00	1140 E Main, Meriden
3,000	16,000	\$ 15.00	130 Research Pky, Meriden

1,028,400      1,218,900      84%

Source: Colliers Office New Haven



Amherst Works is good example of successful co-working space in an existing downtown

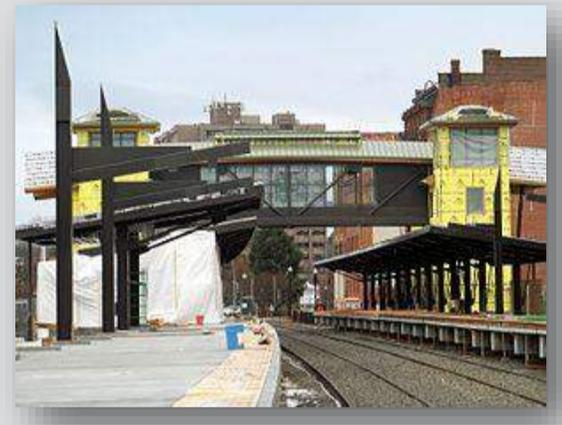


# MERIDEN TOD: TRANSIT RETAIL DEVELOPMENT



***TOD and Ridership: CTrail will provide 18 commuter trains per weekday starting in 2018 which will assist in supporting origination and destination for TOD:***

- Current ridership is 49 persons per day, supporting 356 SF of supportable amenity retail (6 weekday trips to New Haven)
- Projected ridership is up to 400 persons by 2030 which could support over 3400 SF of retail related to commuter traffic alone
- In 2016, only 6 weekday trips to New Haven are in the schedule-- which is not convenient for most commuters
- Bus schedule is less frequent and much longer ride, also not conducive to creating TOD origination




60 State Street  
Meriden, CT 06450

Station Hours

Annual Station Revenue (2016): \$310,789

Annual Station Ridership (2016): 17,735

Mode	cost	times to new haven	time travel
Amtrak	\$8	7 am, 8 am, 4 pm, 5 pm, 8 pm	25 min
thruway bus	\$8	738 am, 1122 am	57 minutes

spending per rider	retail spending	retail SF supportable	daily riders	Source
\$ 5.00	\$ 88,875	356	49	ConnDOT ridership
\$ 10.00	\$ 1,040,000	3467	400	projected

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: OTHER ECONOMIC SUPPORTIVE USES



*Meriden could consider Maker Space in the TOD District as part of an entrepreneurial supportive space usage.*

- **Maker Space:**

- A workshop, a computer lab and art studio or all usages combined
- A educational supportive space for students to tinker, invent, elaborate and support creative learning
- 500 SF to 3000 SF with some even larger
- Includes machine shop, 3D printers, lab space, computers, studios and more
- It is NOT co-working retail space, MS is much more supportive



- **Benefits:**

- Develops student skills for 21<sup>st</sup> C
- Compliments the creative economy
- Provides opportunities for entrepreneurship
- Develops cross-generational learning
- Produces potential generation to use co-working  
Provides atmosphere for sharing for ideas, collaboration and teaching
- Creates catalyst for change within a community



Sources: [curiositycommons.wordpress.com](http://curiositycommons.wordpress.com); [The Journal](#), Oct. 20, 2016; [makezine.com](http://makezine.com); [eaccessscience.com](http://eaccessscience.com)

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: OTHER ECONOMIC SUPPORTIVE USES



*Meriden could consider Maker Space in the TOD District as part of an entrepreneurial supportive space usage.*

- Keys to Success:
  - Ties to High School, community college or other center for learning
  - Needs staff, classes and must compliment curriculum
  - Could be in a school, museums, library or permanent space in community center
  - Estimated start up lab budget \$70,000 plus staff and operational expenses including rent
  - Program development must understand targeted learners and develop program that are flexibly, current and local
  - Must have a global economy there
  - Needs fiscal support and community backing



Sources: [curiositycommons.wordpress.com](http://curiositycommons.wordpress.com); *The Journal*, cost 20, 2016; [makezine.com](http://makezine.com); [eaccessscience.com](http://eaccessscience.com)

## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: ASSETS AND ISSUES FOR DEVELOPMENT



***Issues can be Opportunities not yet tapped: Issues unrelated to real estate need to be considered in an overall revitalization strategy, which would need to include programming (such as events) to create downtown interest by targeting visitors and potential future residents:***

## **Pop-up retail and Events**

- ✦ The key to creating a vibrant downtown and supporting retail will be through new downtown residents and visitors
- ✦ Visitors need something unique and exciting to visit and spend money on a regular basis
- ✦ Artists are more likely to enter and live in a marginal downtown than others but they need the visitors to support their craft
- ✦ The events programming is probably the most important new initiative to creating new support for retail and attracting a wider income basis of residents
- ✦ In turn, a more diversified residential base will support more long term retail, create a safe environment for new businesses, both with a significant ripple effect



Events are not permanent but less expensive and can create interest and spending

# MERIDEN TOD: ASSETS AND ISSUES FOR DEVELOPMENT



***Shifting the demographics of future housing to support retail as well as promoting a safe and vibrant image of downtown are key drivers to revitalization:***

- **Income Diversity in Housing**

- ✦ Planned and recently completed affordable units are very positive for downtown Meriden, however in order to create a more diversified retail and commercial inventory, the next phase of development supports more market rate residential units;
- ✦ Future adaptive reuse projects and new construction limits the percentage of affordable units to 33% of total, section 213-27A, "TOD Mixed-Income Dwelling"—the purpose of which was to encourage the accelerated demolition of the Mills and encourage more market rate housing;
- ✦ It is recommended that future units focus on 80/20 market/affordable, which still add supportable units, have access to federal tax credits and 100% government low interest financing but offer more than a token number of market rate rental units.

- **Commuter Transit**

- The provision of commuter rail service via the CTrail Hartford Line in 2018 and recent upgrades to the Meriden Station (including commuter parking) are part of a two-way dynamic that could support revitalization: transit

- **Crime and Perception:**

- Crime index indicates robbery contributes to Meriden's higher than state- average crime index though overall, the index is less than the national average
- Directly addressing crime through enforcement coupled with activating the street with retailers, patrons, residents and visitors will put "eyes on the street" are critical components to creating a new image for Meriden—one that is safe and secure environment
- Crime index-worst of all neighboring towns with index at 23; Safest cities are 100



Art outside the box



## Meriden CT TOD Real Estate Market Analysis

# MERIDEN TOD: REAL ESTATE MARKET FOR DEVELOPMENT SUMMARY



## **Current state:**

Inadequate housing for market rate MF demand  
Limited downtown retail  
Limited craft/artisan  
No co-working or flex office to match up and coming businesses

## **How to Close the Gap?**

Increase rail frequency  
Incentives for market rate MF units  
Target development community with market reconnaissance

## **Closing the Gap**

**New Targeted housing**  
**Vibrant downtown retail**  
**Support institutions**  
**New businesses**  
**TOD environment**

# MERIDEN TOD: PRELIMINARY REAL ESTATE FINDINGS



***Overall Findings indicate potential for downtown revitalization that includes more housing, targeting a wider range of households***

- ***Multi-Family housing***

- Essential to supplement new affordable housing with a larger mix of market rate units targeting primarily Millennial, young graduates, empty nesters and artists
- Artist live-work incubator suited space
- 400 New Market supportable units

- ***Commercial***

- Commercial:
  - ✦ Co-working incubator space (3000 to 3500 SF) in interesting older building—membership driven—coffee and related amenity a necessity—must be on Main or Colony near new activity
  - ✦ Support institutional uses nearby (Community Colleges)
  - ✦ Office has no market support at this time

- ***Retail***

- ✦ Retail up to 37,000 in initial phase and 100,000 SF amenity driven after another 400 new residential units and targeted retail program established
- ✦ Retail to follow housing with focus on food and frolic, local and sports

# MERIDEN TOD: FINDINGS ,TRENDS AND CONCLUSIONS



## ***Meriden Revitalization Action Steps***

### ***Downtown Enhanced Image and Events:***

- Rebrand Downtown
- **Festivalization** programming, music, culture, arts, events, history, culture walks
- Key is attracting all segments of the population
- Establish Downtown Cultural and Entertainment District
- Streetscape program and Walkability
- Celebrate heritage and local institutions
- Public events that showcases downtown merchants, music, and food
- Arts and Cultural event programming
- Tourism is key to attract \$\$\$ and Food/Retail
- Urban Agriculture
- Building wall art

### ***Downtown Retail and Residential Options:***

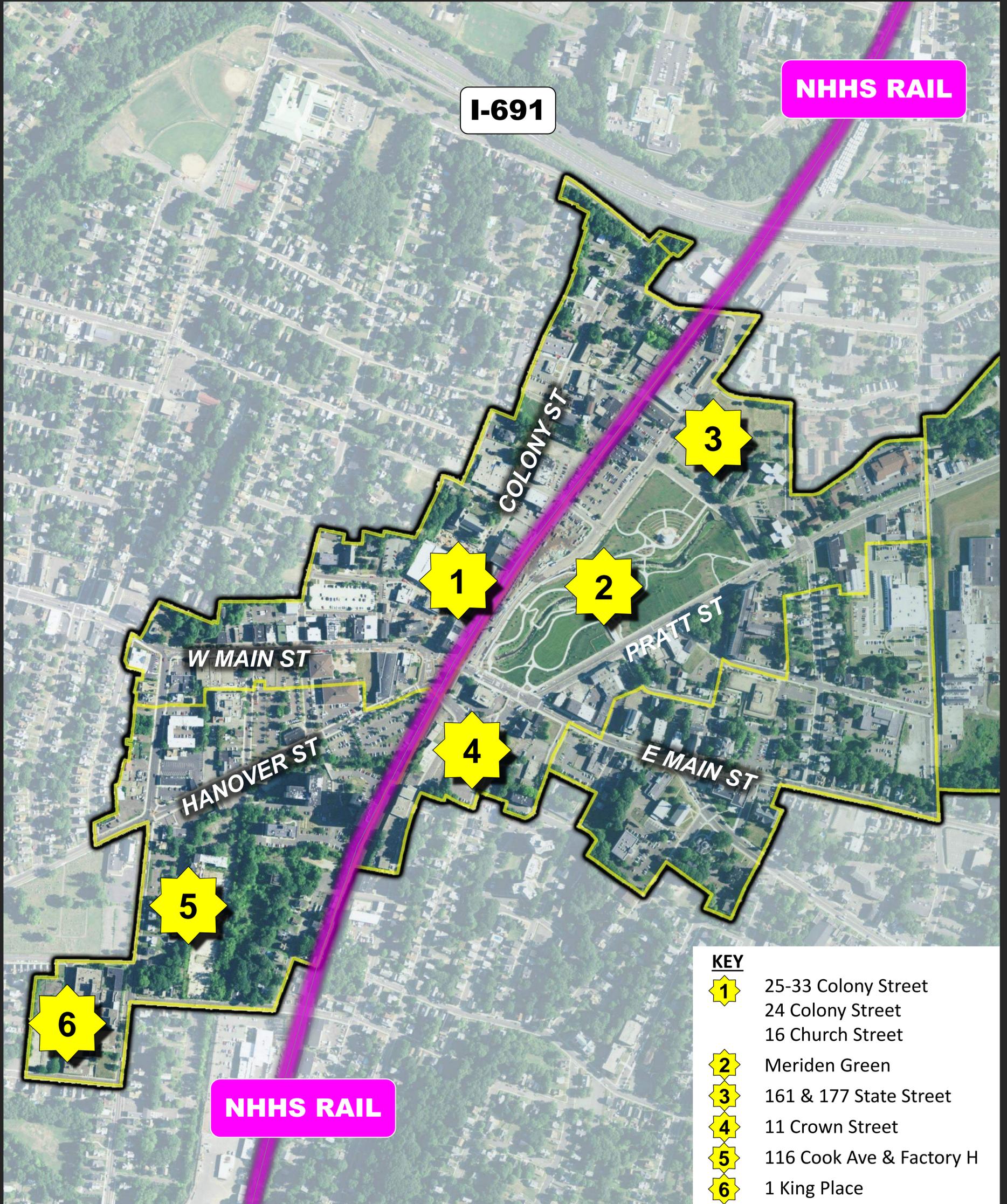
- Downtown Public Market can attract visitors daily
- Craft and Cooking Work Shops
- Coffee and Ethnic food offerings
- New Retail Pop-up and Bump Back temp retail offerings
- Residential for Millennials and Empty Nesters
- Pop up retail
- Markets--urban

# Marketing and Promotions

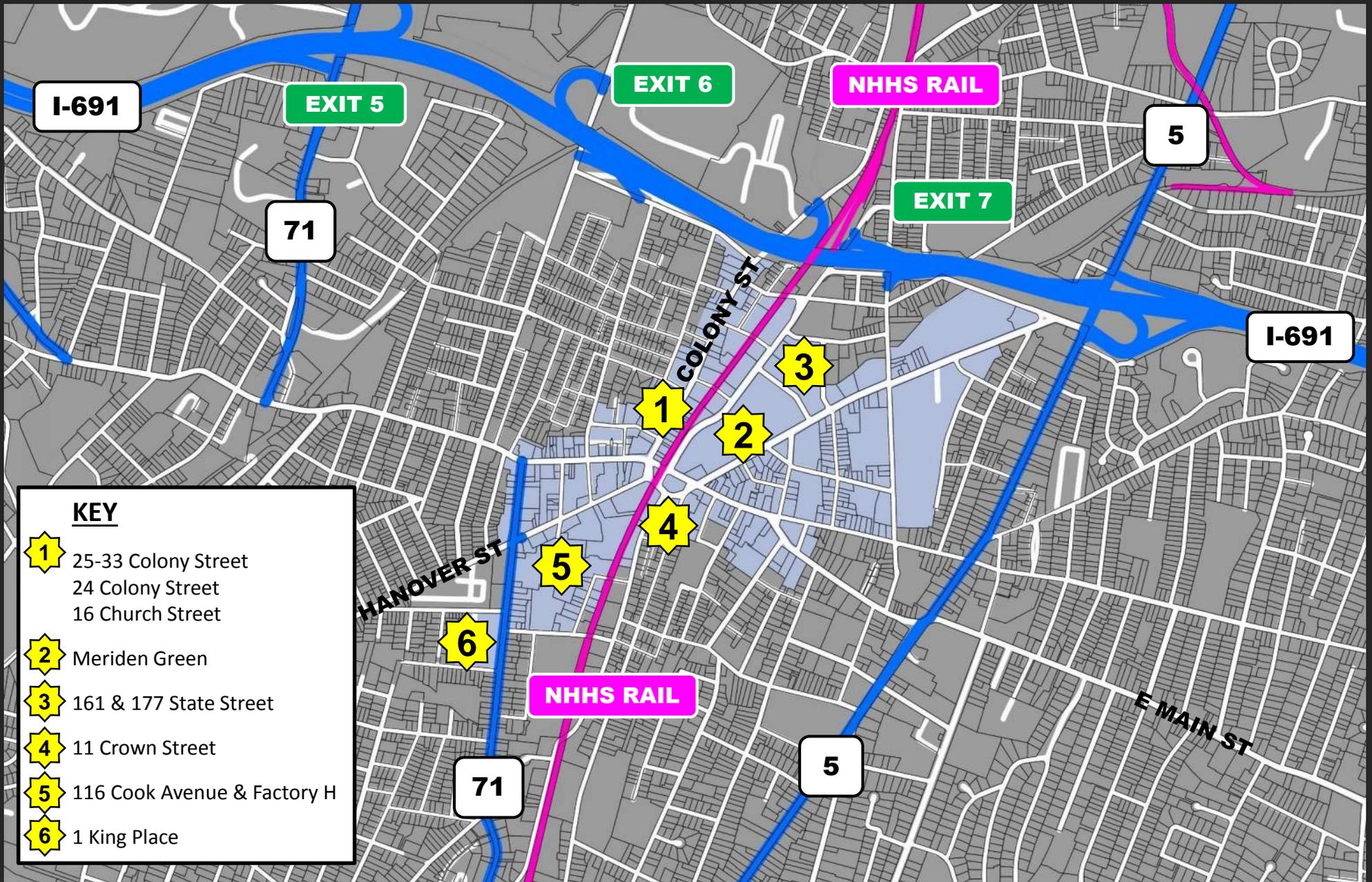




# Meriden Downtown District TOD Development Opportunities



For more information please contact  
**Juliet Burdelski, Economic Development Director**  
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**Meriden Downtown District**  
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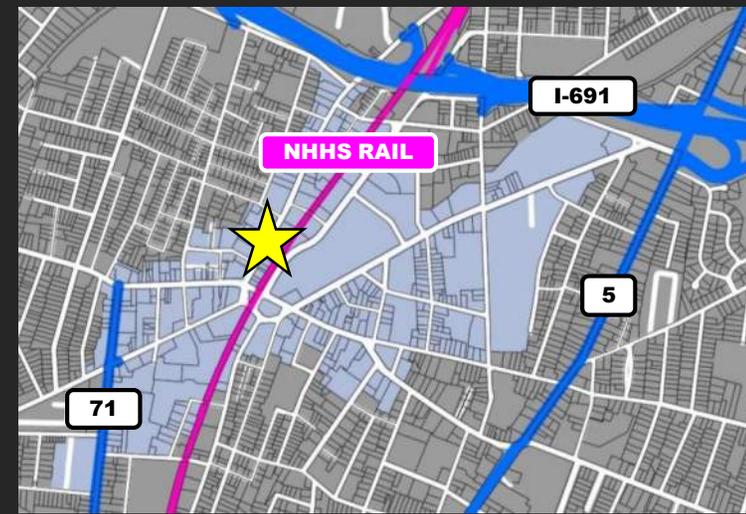
# 25-33 Colony Street



View of site from Colony Street



Immediate Proximity to Meriden Transit Center, NHHS Rail Line and New Meriden Green



Downtown Meriden

25 Colony Street    33 Colony Street

Lot Size 7,276 SF    Lot Size 5,500 SF



Property Adjacent to New Meriden Transit Center



**Meriden Downtown District**  
TOD Development Opportunities

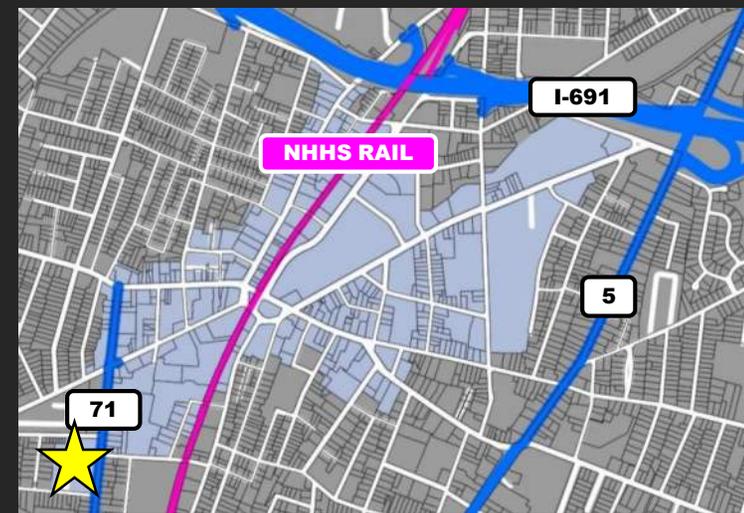
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# 1 King Place



View from Cook St/ Cooper St Intersection

- **One King Place** is located within the City's Transit Oriented Development (TOD) Zoning District.
- The site includes a 245,000 square foot building occupying two city blocks, a former parking garage, and land totaling 5.64 acres.



Downtown Meriden



Former Meriden-Wallingford Hospital Site

- The parcel is zoned TOD-Hanover, which allows for mixed use development and the adaptive reuse of historic structures.
- The property is located in the State designated Enterprise Zone.
- Significant environmental hazards exist at the site and must be addressed as part of site redevelopment.
- A key goal of the City is to redevelop the site into a private, mixed use development comprised primarily of commercial, retail, office or light manufacturing uses



**Meriden Downtown District**  
TOD Development Opportunities

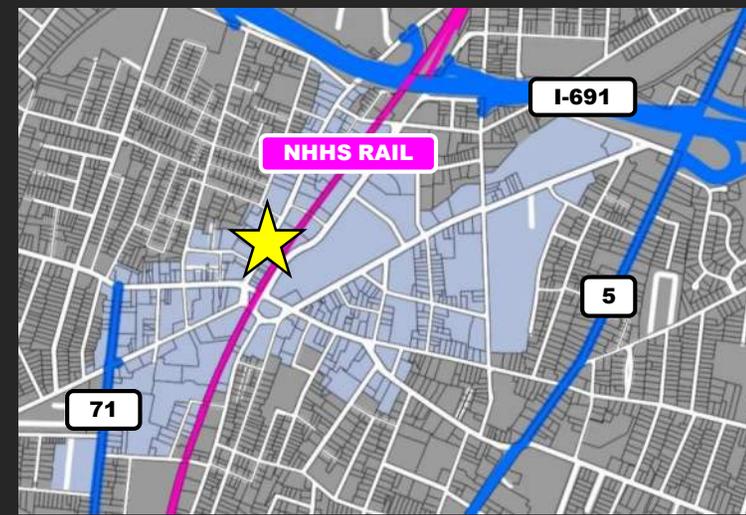
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# 24 Colony Street

- **10,000 SF Available Commercial Space**
- Located in downtown Meriden steps from the new commuter train station, 24 Colony Street is in the heart of the revitalized Historic District.
- The building features luxury one and two bedroom residences in a variety of styles, along with first floor commercial space.



*View along Colony Street*



*Downtown Meriden*



*Mixed-Use Development – Construction Completed in 2016*

*Street Access to Parking Garage*



*Pedestrian Access to Transit Center*



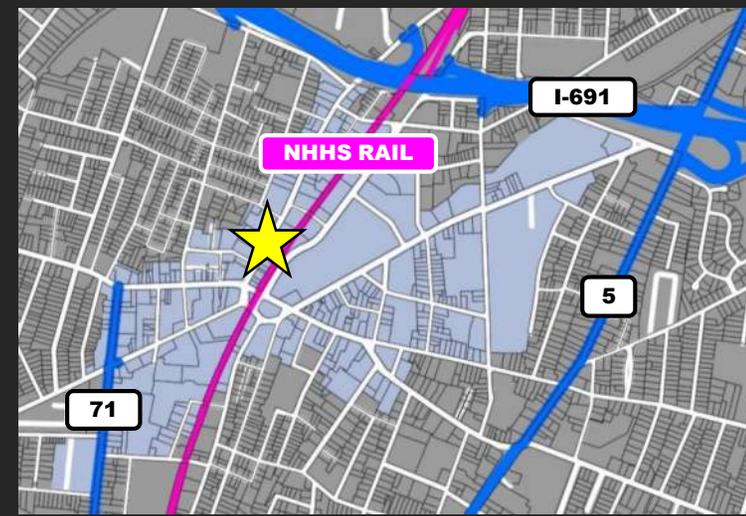
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E: [jburdelski@meridenct.gov](mailto:jburdelski@meridenct.gov)*

# 16 Church Street



Views from Colony Street



Downtown Meriden



## Building

Area : 8,600 SF

Year Built: 1922

## Lot

Area: 9,975 SF

Zone: TOD



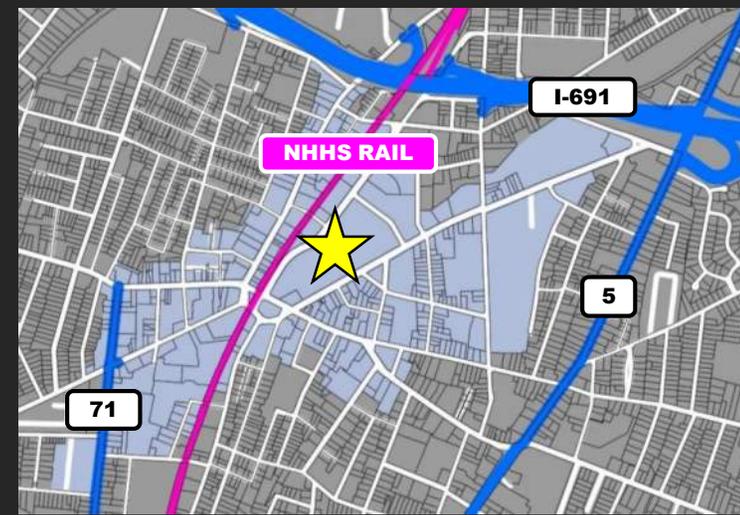
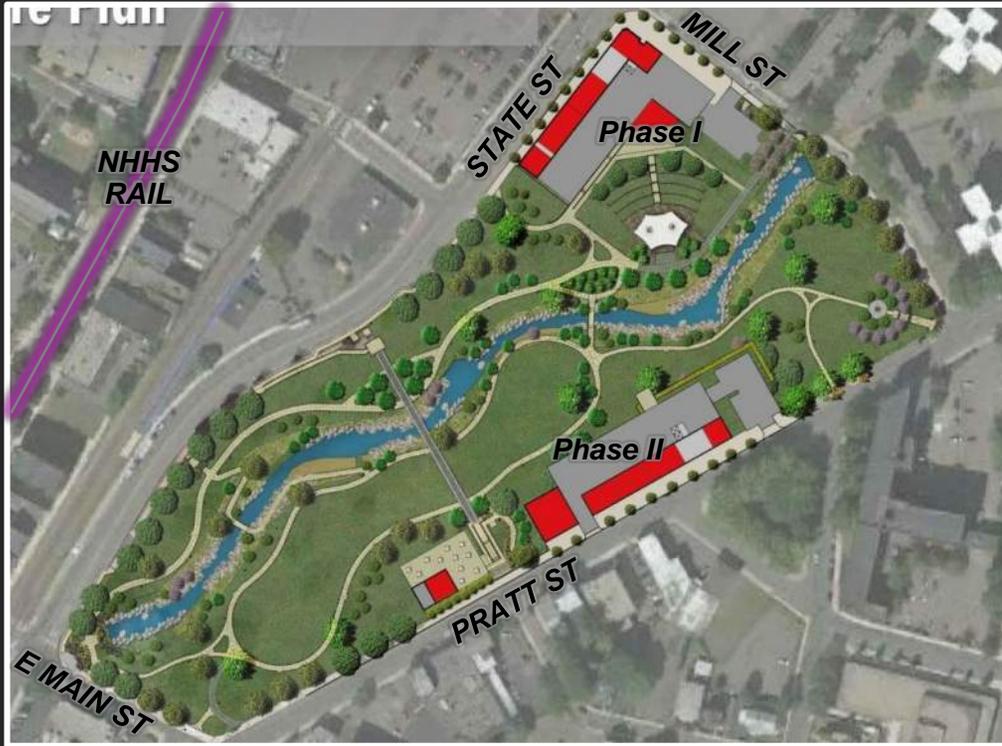
Property in Close Proximity to New Meriden Transit Center



**Meriden Downtown District**  
TOD Development Opportunities

For more information please contact  
**Juliet Burdelski, Economic Development Director**  
P: 203.630.4151  
E: [jburdelski@meridenct.gov](mailto:jburdelski@meridenct.gov)

# Meriden Green



Downtown Meriden



Looking west from corner of State and Mill Streets

## Phase I

- 90 Residential Units
- Ground floor retail/ restaurant
  - 8,400 SF retail
  - 3,500 SF restaurant
- 87 parking spaces

## Phase II

- 80 Residential Units
- Ground floor retail/restaurant
  - 3,500 SF retail
  - 3,000 SF restaurant
- 75 parking spaces
- Pavilion Café
  - 1,600 SF restaurant
  - 7,500 SF patio

*The Meriden Green is located at the former “Hub” site, a 14-acre remediated brownfield site located at 77 State Street in downtown Meriden. Once a center of industrial and commercial activity, the site became abandoned and environmentally contaminated over time. In 2007, the City competed for and was awarded \$2.9 million in federal and state funds matched by local sources to assess the environmental damage at the site, to demolish the commercial buildings located there, clear the site for reuse, and to work with the community to develop a Site Reuse Plan.*



**Meriden Downtown District**  
TOD Development Opportunities

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P: 203.630.4151  
E: [jburdelski@meridenct.gov](mailto:jburdelski@meridenct.gov)

# 161 & 177 State Street

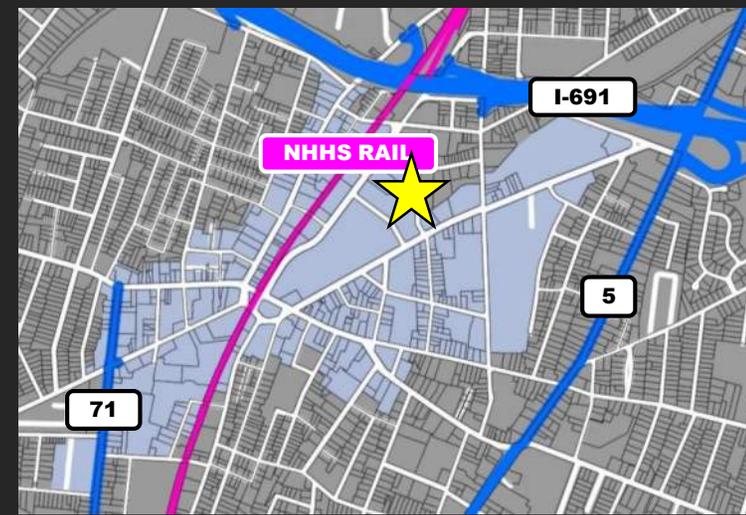


*Pennrose Properties LLC and the Cloud Company are working with the Meriden Housing Authority to develop 161 & 177 State Street into a mixed use development that includes 75 residential units and 6500 square feet of commercial space. Project construction will begin in 2017.*

## Development Summary

*75 residential units*

*6500 square feet of commercial space*



*Downtown Meriden*



*Current Mills Housing Complex and adjacent to New Meriden Green*



**Meriden Downtown District**  
TOD Development Opportunities

*For more information please contact*  
**Juliet Burdelski, Economic Development Director**  
P: 203.630.4151  
E: [jburdelski@meridenct.gov](mailto:jburdelski@meridenct.gov)

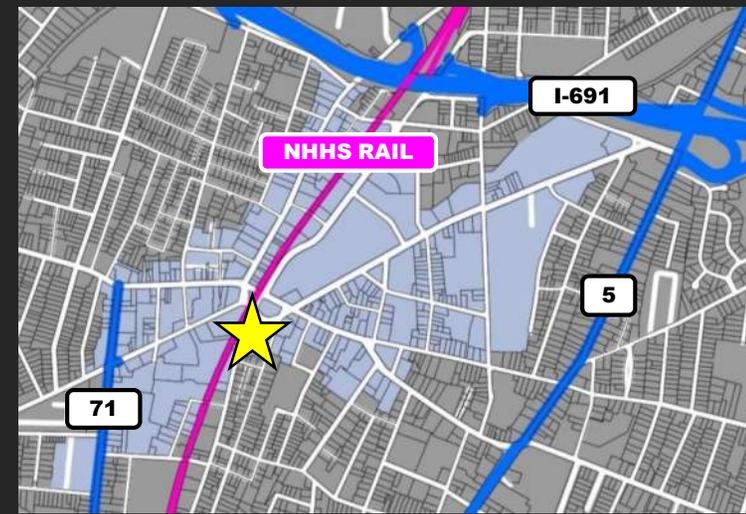
# 11 Crown Street

The Michaels Organization has been selected by the City to develop the former Record Journal site located at 11 Crown Street in downtown Meriden. The development plan includes construction of at 81-unit mixed used development following demolition of the Record Journal building in 2017.

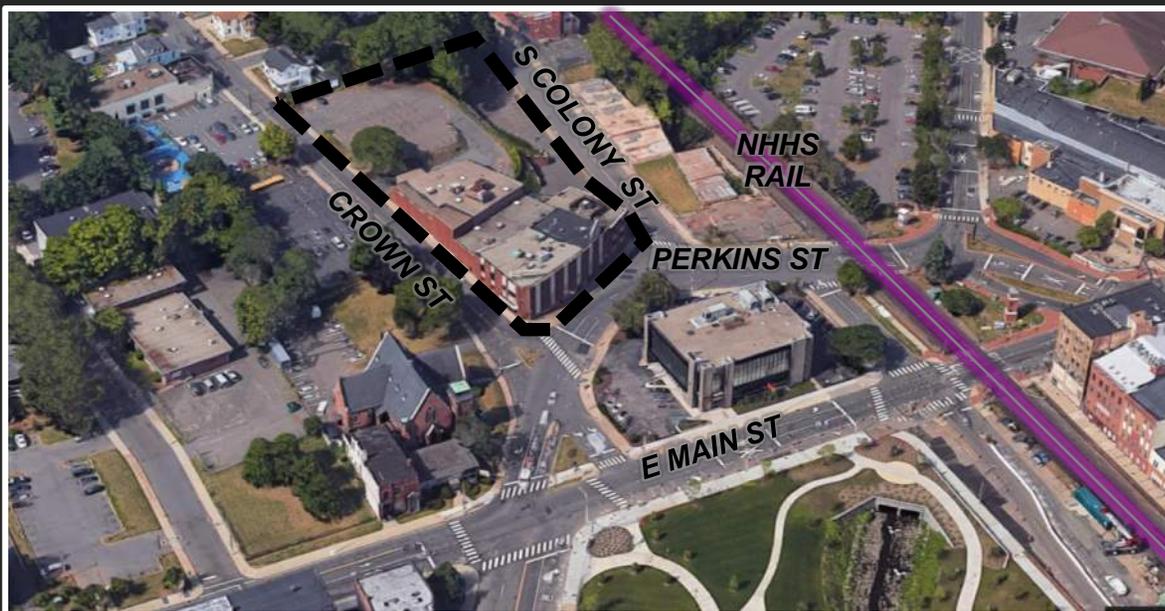


## New mixed use development

- 5 story building with 63 du
- 18, 3-story townhomes
- 59 affordable units (72%)
- 22 market rate (28%)



Downtown Meriden



Proposed apartment units on Perkins Square looking south

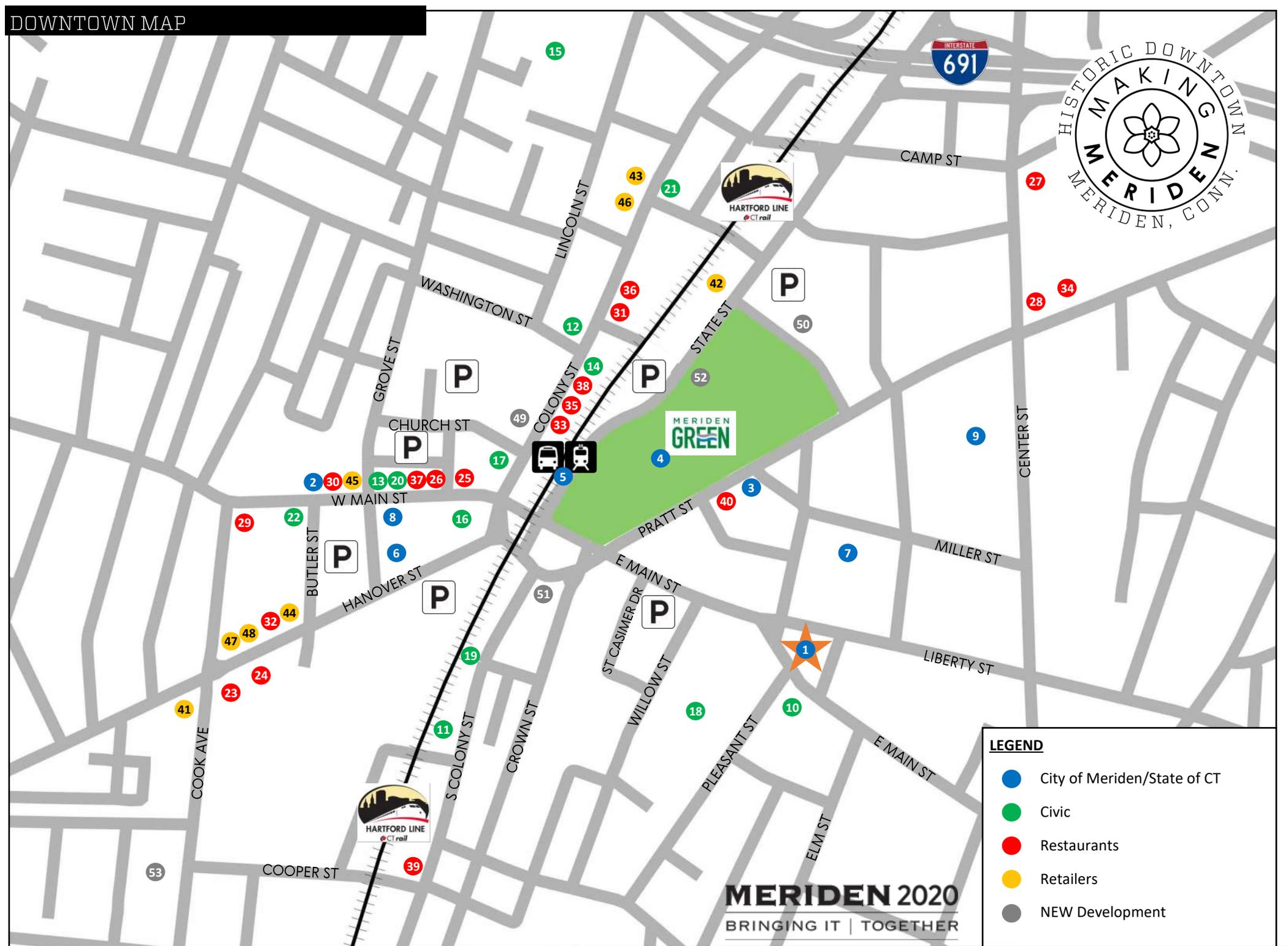


Proposed row style homes on S Colony looking north



**Meriden Downtown District**  
TOD Development Opportunities

For more information please contact  
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P: 203.630.4151  
E: [jburdelski@meridenct.gov](mailto:jburdelski@meridenct.gov)



**LEGEND**

- City of Meriden/State of CT
- Civic
- Restaurants
- Retailers
- NEW Development

**MERIDEN 2020**  
BRINGING IT | TOGETHER



**MERIDEN 2020**  
BRINGING IT | TOGETHER

- 1 City Hall**  
142 E Main St
- 2 CT Department of Labor/  
American Jobs Center Network**  
85 W Main St
- 3 Fire Department**  
61 Pratt St
- 4 Meriden Green**  
77 State St
- 5 Meriden Transit Center**  
Access from Colony  
and State St
- 6 Police Department**  
50 W Main St
- 7 Public Library**  
105 Miller St
- 8 Superior Court House**  
54 W Main St
- 9 United States Postal Service**  
190 Center St
- 10 Augusta Curtis Cultural Center**  
175 E Main St
- 11 Beat the Street  
Community Center**  
121 S Colony St
- 12 Boys & Girls Club**  
15 Lincoln St
- 13 Castle Craig Players**  
59 W Main St
- 14 Gallery 53**  
53 Colony St
- 15 Girls Incorporated of Meriden**  
130 Lincoln St
- 16 Senior Citizens Center**  
22 W Main St
- 17 Silver City Ballroom**  
16 Colony St
- 18 United Way of Meriden  
and Wallingford**  
35 Pleasant St
- 19 Valentin Karate**  
75 S Colony St
- 20 WEPA Art Bar**  
35 W Main St
- 21 Women and Families Center**  
169 Colony St
- 22 YMCA**  
110 W Main St
- 23 AJ's Oasis Café**  
142 Hanover Street
- 24 Banana Brazil**  
124 Hanover St
- 25 Bentleys Little Jamaica Cuisine**  
29 W Main St
- 26 Café Dolce**  
33 W Main St
- 27 Caribbean Restaurant**  
311 Center St
- 28 Delicioso**  
234 Pratt St
- 29 Dunkin' Donuts**  
132 W Main St
- 30 Eben-ezer Restaurant**  
81 W Main St
- 31 Honeyspot Pizza**  
93 Colony St
- 32 La Brasa Grill & Restaurant**  
133 Hanover Street
- 33 La Poblanita Grocery & Eatery**  
39 Colony St
- 34 The Little Rendezvous**  
256 Pratt St
- 35 Meriden Pizza Express**  
43 Colony St
- 36 Mr. Lee's Deli**  
103 Colony St
- 37 Nina's Café and Billiards**  
39 W Main St
- 38 Pan Del Sinai II**  
47 Colony St
- 39 V. Czapiga & Son Deli**  
11 Cooper St
- 40 Wa Wah Kitchen**  
51 Pratt St
- 41 Citgo Gas Station**  
80 Cook Ave
- 42 Community Health Center/  
Walgreens Pharmacy**  
134 State St
- 43 C-Town Supermarket**  
160 Colony St
- 44 Interstate Glass**  
111 Hanover St
- 45 Liberty Lagana Furniture**  
75 W Main St
- 46 Meriden Community Pharmacy**  
152 Colony St
- 47 Metro PCS**  
72 Cook Ave
- 48 United Laundry**  
72 Cook Ave
- 49 NEW Mixed-Use Development**  
24 Colony St
- 50 Meriden Commons**  
161 & 177 State St
- 51 NEW Mixed-Use Development**  
11 Crown St
- 52 On the Green Mixed-Use Development**  
77 State St
- 53 Historic Redevelopment Site**  
1 King Place

**LEGEND**

- City of Meriden/State of CT
- Civic
- Restaurants
- Retailers
- NEW Development

# Site and Public Space Concepts





**PROPOSED FIREHOUSE**  
COOK/BRONSON AVE  
MERIDEN, CONNECTICUT

REVISIONS	Desc.
No.	Date

Designed \_\_\_\_\_ W.E.V.  
 Drawn \_\_\_\_\_ W.E.V.  
 Checked \_\_\_\_\_  
 Approved \_\_\_\_\_  
 Scale 1"=40'  
 Project No. 16CS987  
 Date 02/08/2017  
 CAD File CP16CS98701

Title  
**CONCEPT PLAN**  
 Sheet No.

**CP-1**

Feb 13, 2017 9:54am w:\edette G:\08515A\16CS987\DWG\CP16CS98701.dwg  
 Layout: CP-1



CONCEPTUAL LAYOUT - PROPOSED FIRE STATION  
COOK AVE.  
MERIDEN, CT.

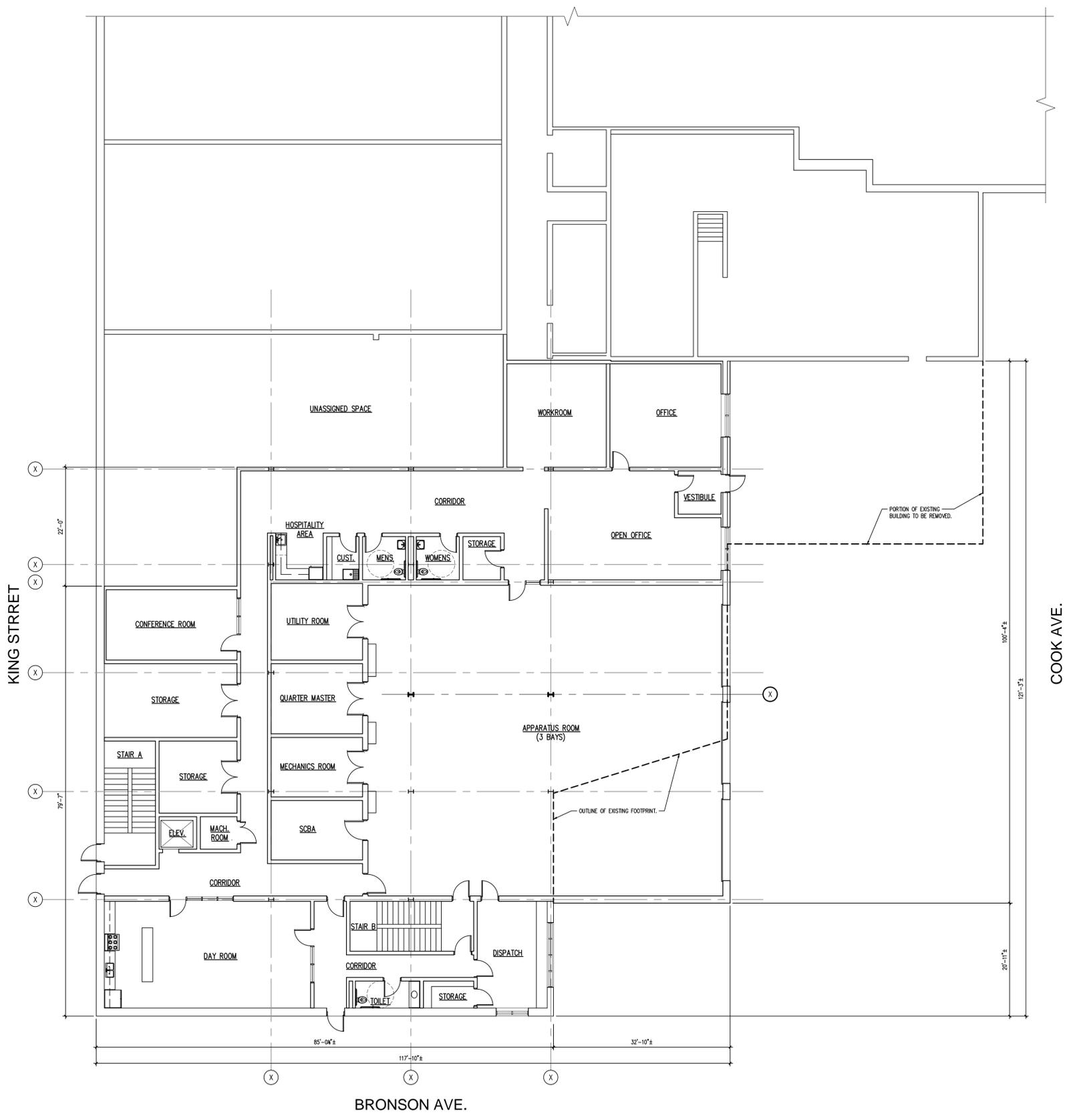
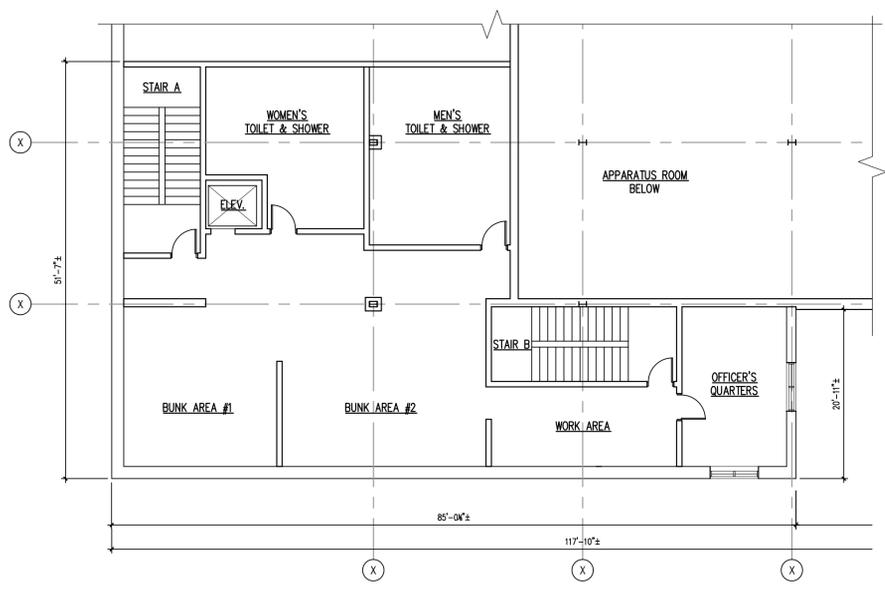
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Checked	XX
Approved	XX
Scale	AS NOTED
Project No.	16CS987
Date	03/27/2011
CAD File:	A16CS987-A101

Title	PROPOSED LOWER & UPPER LEVEL FLOOR PLANS
Sheet No.	A1.01



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*View from Colony Street of new Train Station under construction*



# Process Sketches



FOOD TRUCK PARKS



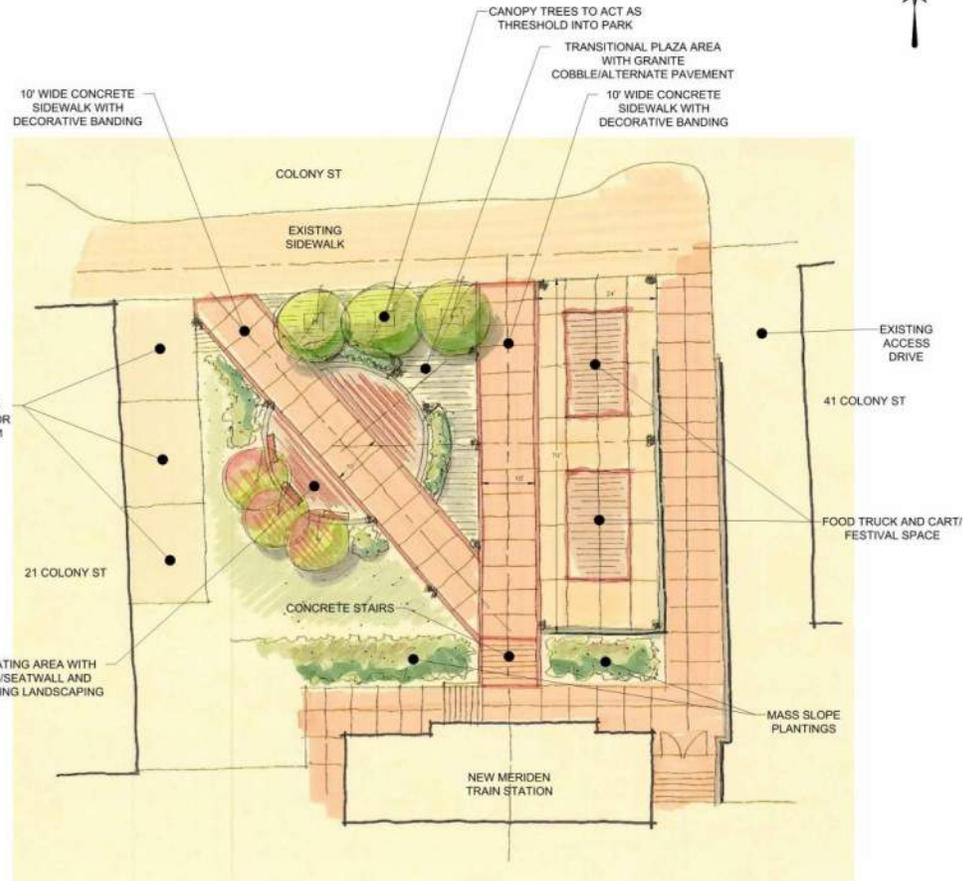
PAVING



LANDSCAPING

AREA DEDICATED TO FUTURE GROUND FLOOR IMPROVEMENTS TO 21 COLONY ST

PLAZA SEATING AREA WITH BENCHES/SEATWALL AND SURROUNDING LANDSCAPING



ARCHITECTURE  
ENGINEERING  
LANDSCAPE ARCHITECTURE  
LAND SURVEYING  
ENVIRONMENTAL SCIENCE

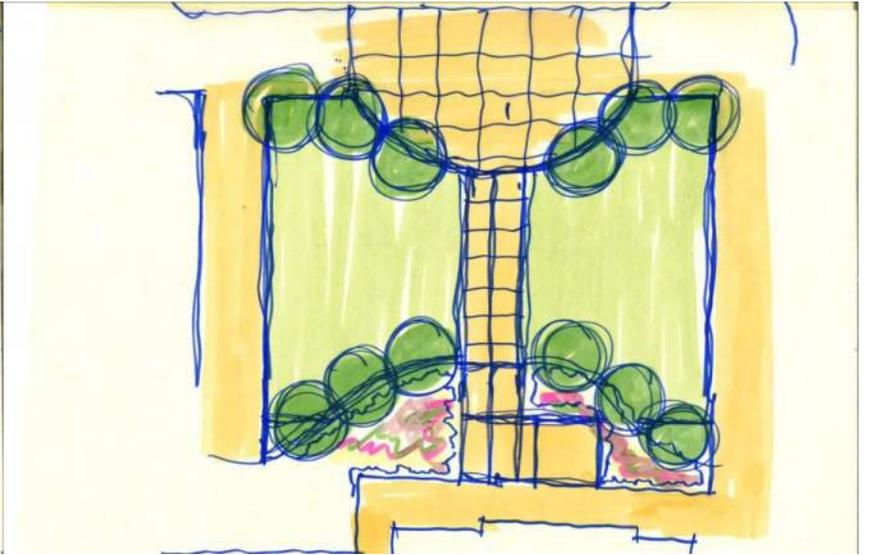
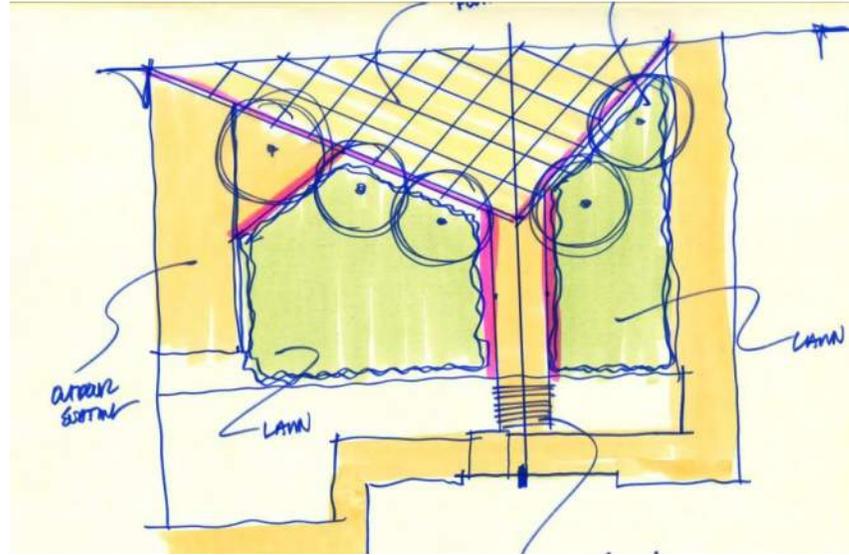
500 Research Parkway  
Meriden, CT 06460  
203.633.1400  
203.633.2019 Fax

PROPOSED POCKET PARK  
25-33 COLONY STREET  
MERIDEN, CONNECTICUT

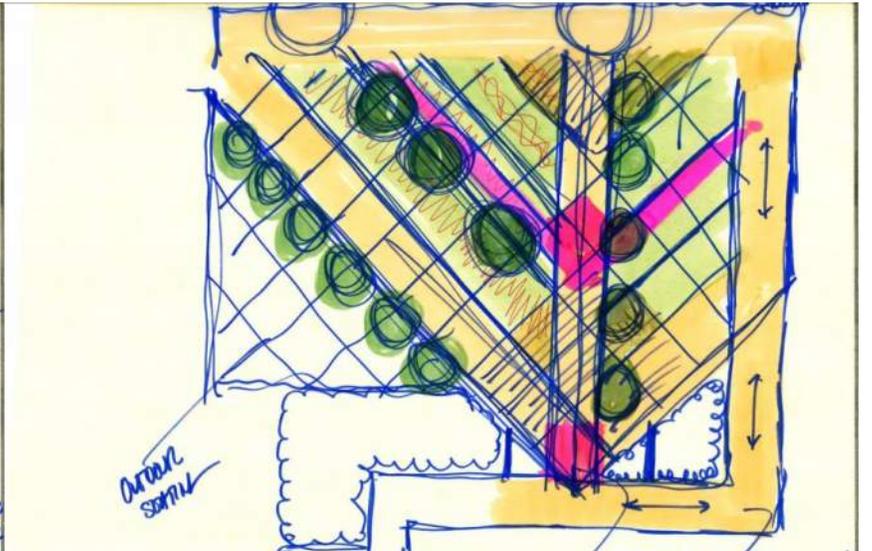
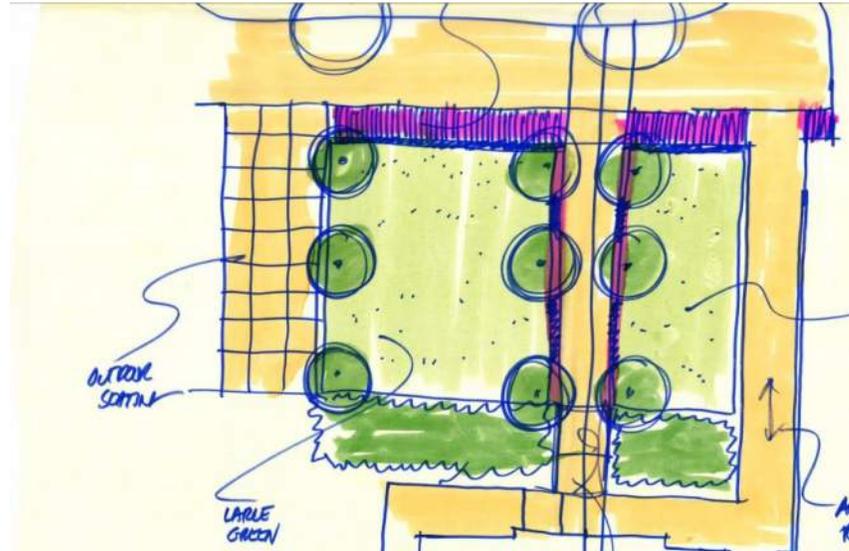
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Date	05/08/2013
CD File	01140308.rvt

CONCEPT PLAN

Sheet No.  
**CP-1**



# Process Sketches





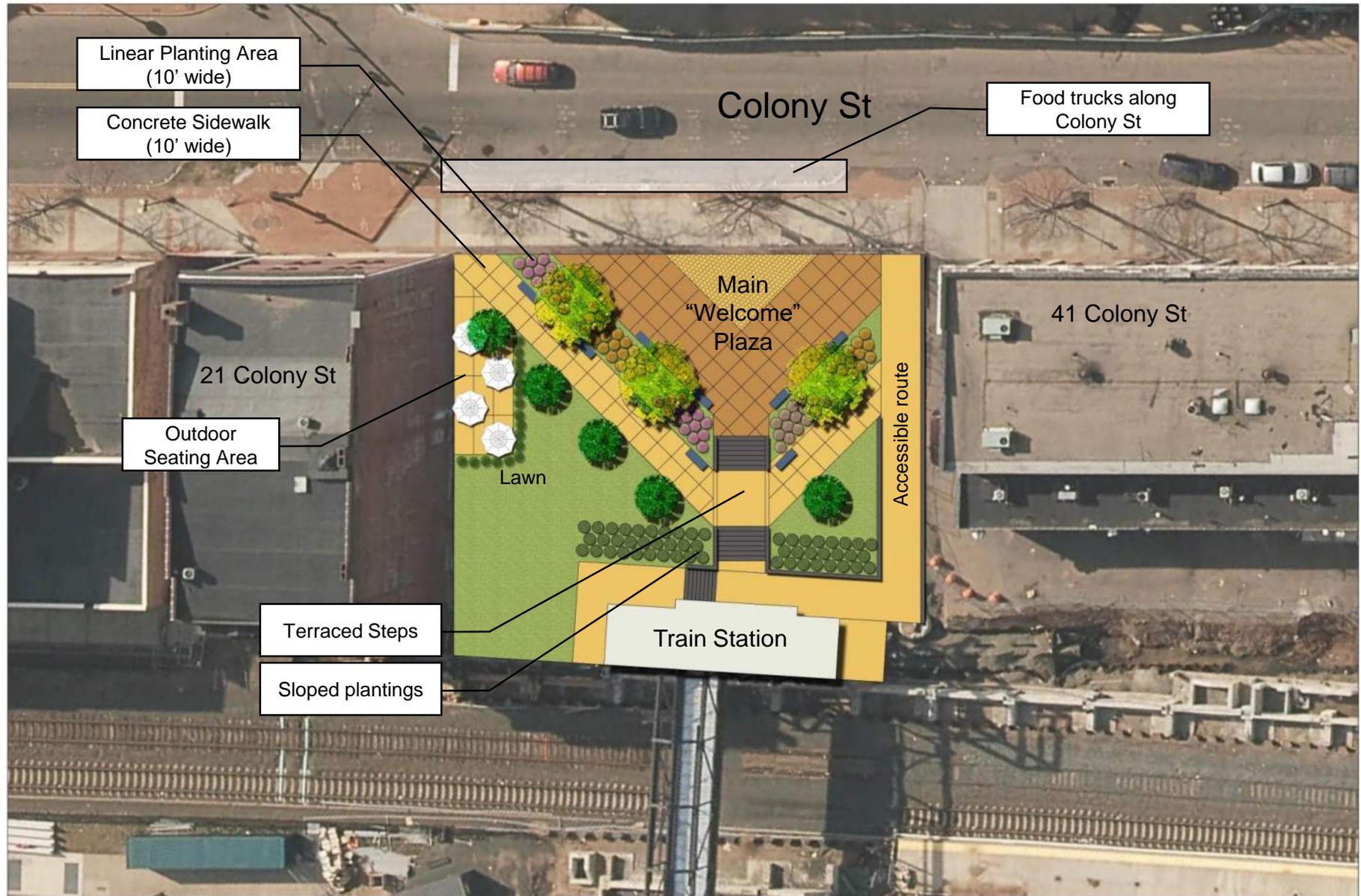
Integral green space



Overlaying paving patterns



Plaza could accommodate food trucks/"Pop Up" Food vendor



# Park Concept Plan

08/29/2017

25-33 Colony Street  
Meriden, CT





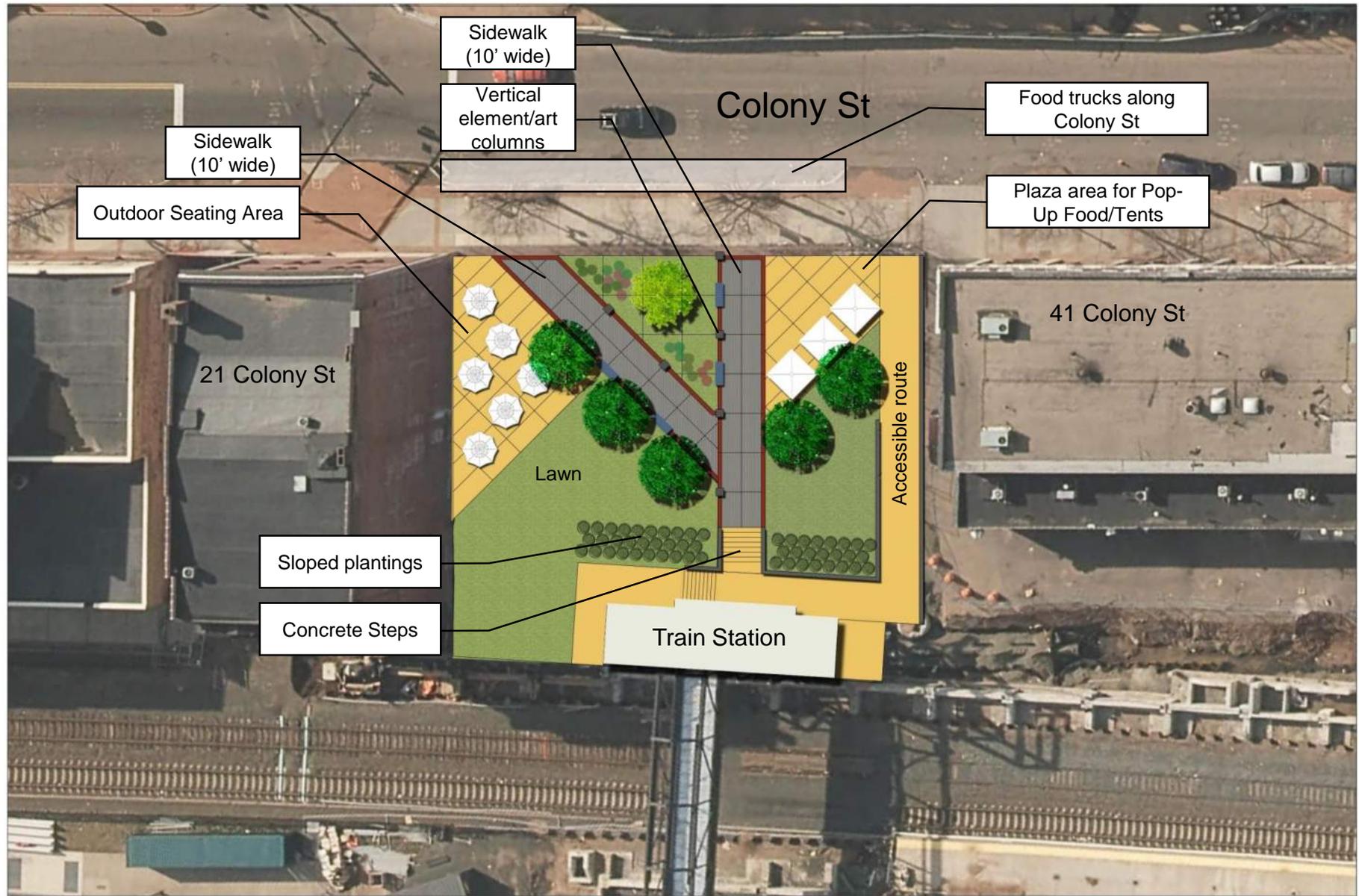
Art column



Sidewalk paver/concrete banding



Upright canopy to frame plaza



# Park Concept Plan

08/29/2017

25-33 Colony Street  
Meriden, CT





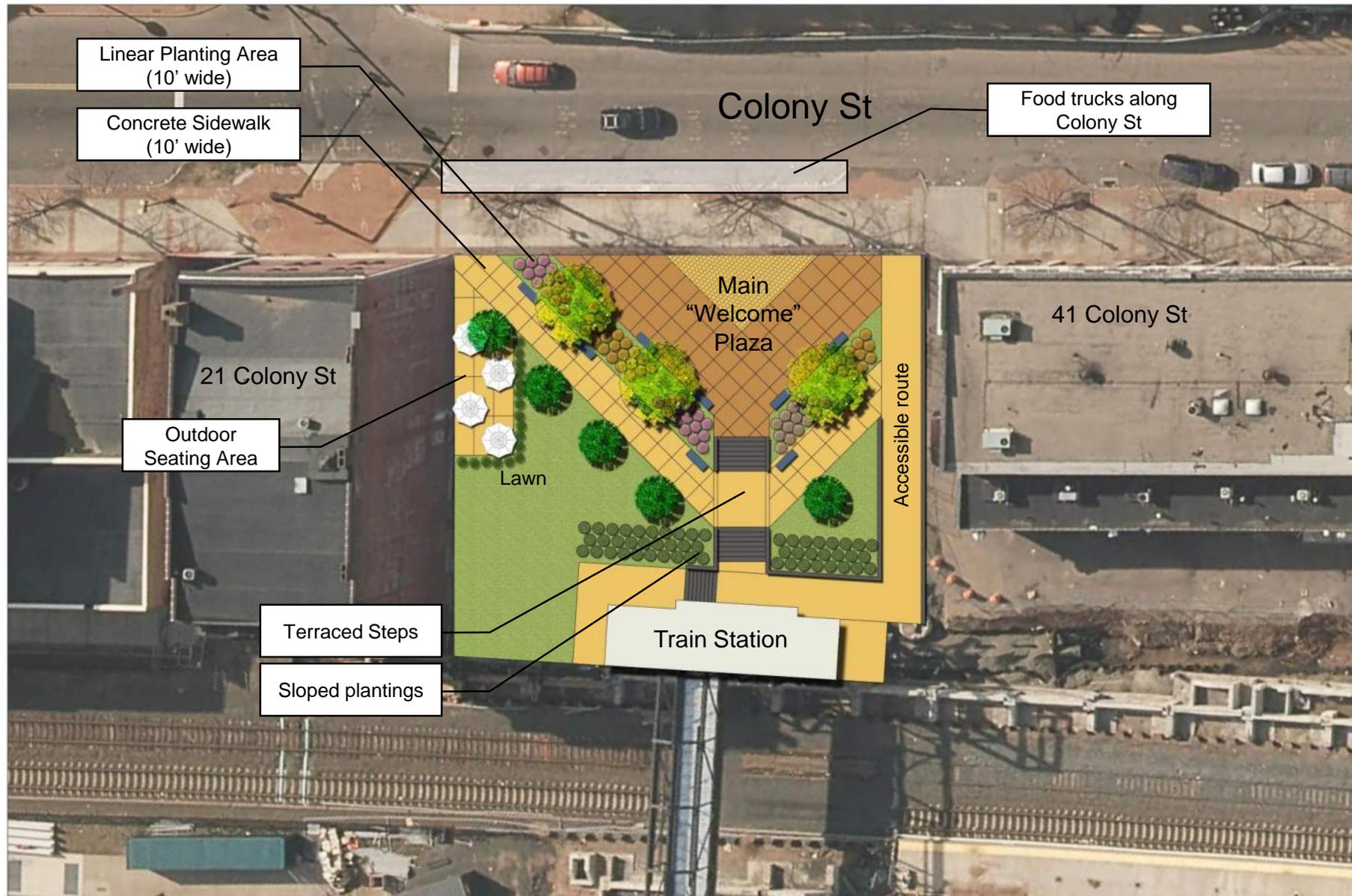
Integral green space



Overlaying paving patterns



Plaza could accommodate food trucks/"Pop Up" Food vendor



# Park Concept Plan

10/05/2017

25-33 Colony Street  
Meriden, CT





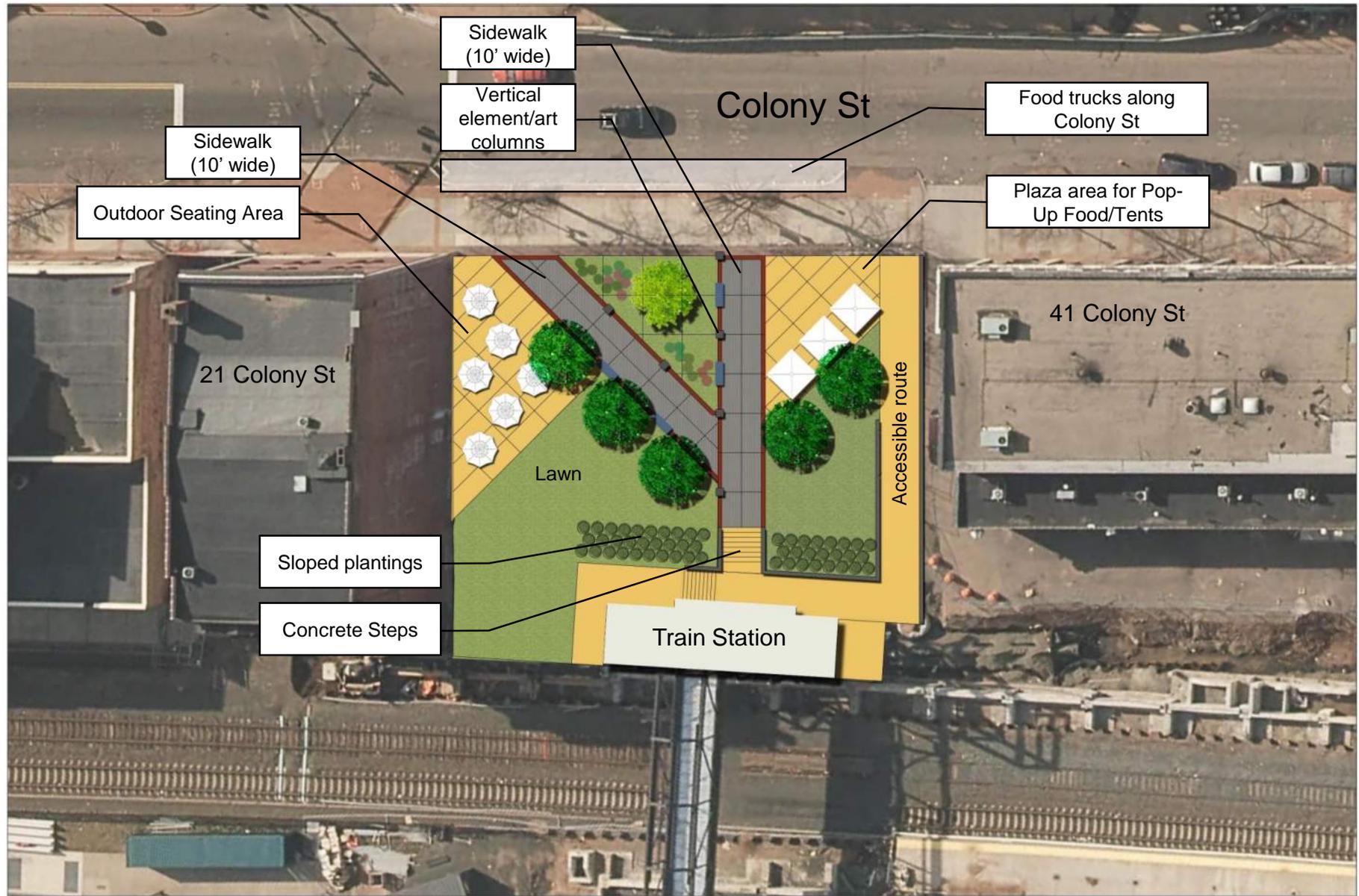
Art column



Sidewalk paver/concrete banding



Upright canopy to frame plaza



# Park Concept Plan

10/05/2017

25-33 Colony Street  
Meriden, CT





# Park Concept Plan

10/05/2017

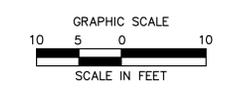
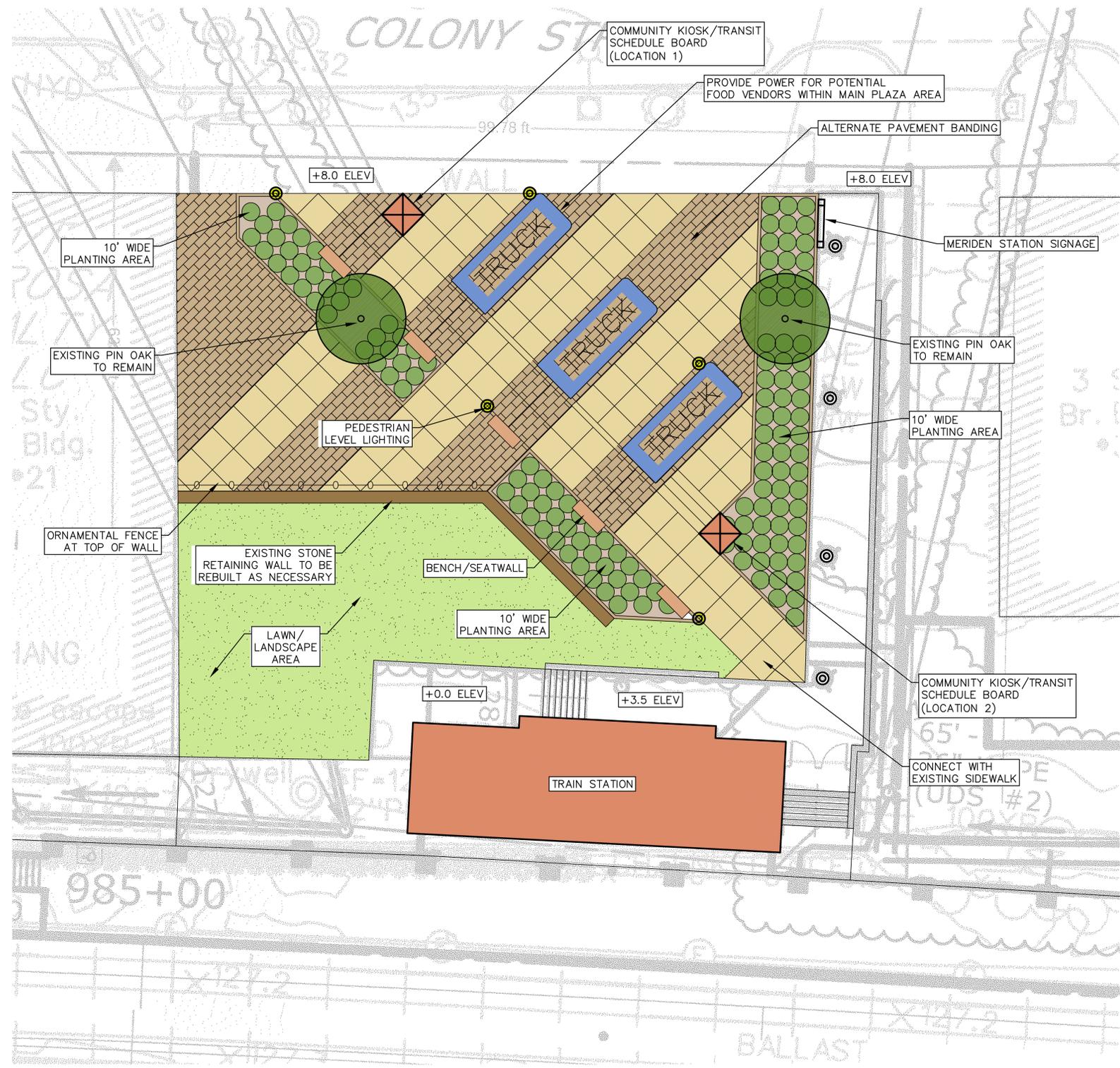
25-33 Colony Street  
Meriden, CT







**PROPOSED POCKET PARK**  
25-33 COLONY STREET  
MERIDEN, CONNECTICUT



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THESE DRAWINGS SHALL NOT BE UTILIZED BY ANY PERSON, FIRM OR CORPORATION WITHOUT THE SPECIFIC WRITTEN PERMISSION OF BL COMPANIES

REVISIONS	
No.	Date

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Drawn	W.E.V.
Checked	
Approved	
Scale	1"=10'
Project No.	16C5987
Date	10/05/2017
CAD File	XC16C598701-6

Title  
**CONCEPT PLAN**

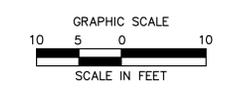
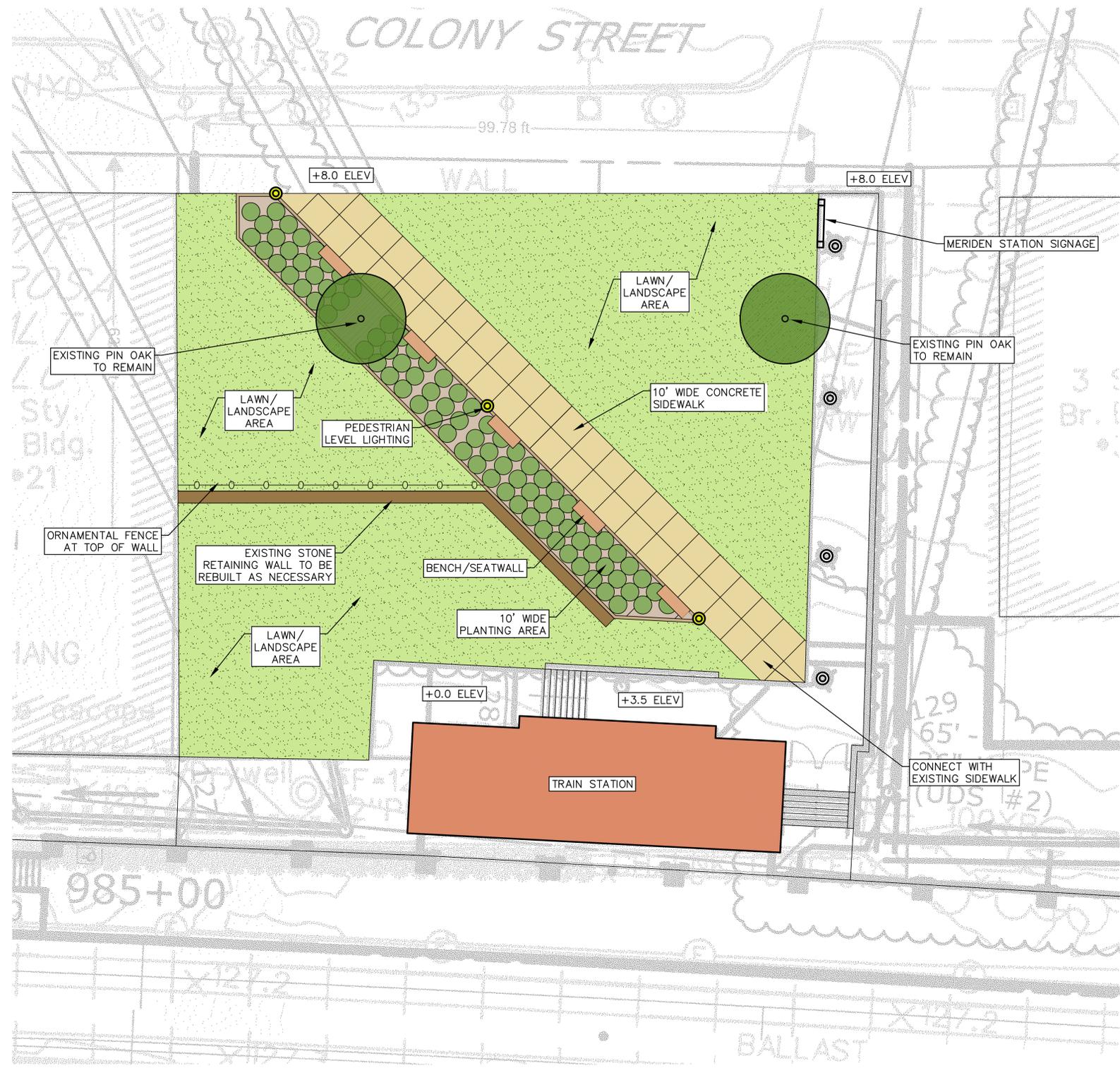
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**CP-1A**

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**PROPOSED POCKET PARK**  
25-33 COLONY STREET  
MERIDEN, CONNECTICUT



REVISIONS	No.	Date	Desc.

Designed	W.E.V.
Drawn	W.E.V.
Checked	
Approved	
Scale	1"=10'
Project No.	16C5987
Date	10/05/2017
CAD File	XC16C598701-6-PHASE1

Title  
**CONCEPT PLAN (PHASE I)**

Sheet No.

**CP-1B**

# Strategies for the TOD District





# MAKING MERIDEN

## SUMMARY AND RECOMMENDATIONS

*Strategies for the TOD District*

### Overview



Given its location half-way between Hartford and New Haven, Meriden is strategically positioned along the planned New Haven-Hartford-Springfield rail line, now referred to as CTrail Hartford Line. As part of the comprehensive rail improvements, the State of Connecticut has constructed a new \$20 million Transit Center in the heart of Meriden's downtown including

a commuter parking garage, dedicated bus parking and other transit connections. The station area will serve as a multi-modal transit center for bus, taxi and private van service.

Meriden has been proactively addressing economic disinvestment throughout its downtown for a number of years. Using federal and state grants, the City has tackled large brownfields that are vestiges of its industrial heritage. New regulations have been crafted to encourage market-rate housing and reinvestment. Culminating several decades of planning and engineering, the City has completed the Harbor Brook flood control project that has been designed to appear as a public green space at the train station's doorstep. A number of public-private partnerships are also being brought to fruition—all intended to increase the number of residential units in downtown and hopefully bolster transit ridership, and eventually spur greater demand for goods and services in the central core of downtown, referred to as the TOD (transit-oriented development) District.

With the train station now open, and rail improvements expected to be completed by May 2018, Meriden is looking to use this momentum to continue to revitalize the downtown.

### The Challenge

Previous attempts at downtown revitalization, including several million dollars spent on streetscape improvements that were undertaken from the 1970s through the 1990s did not have the desired effect of spurring economic activity to overcome disinvestment. But for the last



several years, the City has embarked on a more interdisciplinary, strategic repositioning of its downtown—addressing not just physical infrastructure, but livability and sustainability.

While urban renewal, flooding and industrial contamination have left obvious scars, the recent completion of The Hub Project, which has taken literally decades to come to fruition, is a significant step in improving the central core. Renamed the Meriden Green, this 14-acre open green space has not only created a destination for residents and visitors it serves as an aesthetically-pleasing connection to the downtown, new residential developments and the train station. Furthermore, addressing the long-standing flooding issue that has hampered redevelopment and economic growth eliminates the fear of property damage (and loss) and increases the attractiveness to private investors.

In May 2018, when CTrail Hartford Line service begins operating, the number of trains along the corridor will increase from 6 to 18 daily *commuter* round-trips between New Haven and Hartford. Speeds of up to 110 miles per hour will be achieved, resulting in the saving of 37 minutes between Hartford and Penn Station. Current ridership at Meriden of approximately 50 is expected to increase to up to 400 by 2030 but in the short term, this could increase dramatically by attracting additional residential development.

The City does recognize that a new transit hub and a public park alone will not solve the socioeconomic dilemma of downtown residents, largely comprised of younger Hispanics struggling to find employment and a way to overcome poverty. Nor will it immediately restore the luster of the downtown that was once bustling with businesses and sidewalks full of patrons. But, through public-private partnerships, if the City can attract new residents to the TOD District in a mixed-use format (first floor non-residential) then the lure of a transit advantage, new amenity-laden apartments, and the prospect of other downtown attractions may begin to support small businesses, start-ups, and emerging entrepreneurs.

Through the solicitation of private developers, the City has entered into or is currently negotiating agreements to construct 577 units of new apartments in a mostly mixed-use format. To meet the provisions of Section 213-27 of the City's Zoning Regulations, residential developers must provide mixed income apartment units meeting specific income thresholds. The developments will ultimately result in an additional 44,000 SF of new commercial space in downtown. First-floor retail is vital for the activation of street-level vibrancy. Nonetheless, developers have expressed concern over the ability to lease the non-residential space particularly given the already high vacancy rates of existing storefronts within the TOD District.

To begin to identify prospective end-users for the new space, the City of Meriden retained BL Companies and its team of specialists to examine market forces and economic conditions specifically in the TOD District. Based on the analyses, specific strategies would be identified for

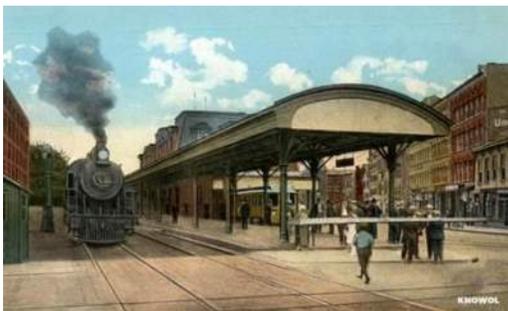
use by the City and the development community to attract tenants to the newly-created first floor spaces.

## TOD (circa 1784) and the Emergence of Makers

Meriden's accessibility has been an asset to its economy since before its incorporation.

By 1784, daily stagecoach service was evident in Meriden with a stop on Route 5 near the intersection of East Main Street. In 1799, a "turnpike" which roughly followed what is now Broad Street, opened up access to regional markets in both New Haven and Hartford.

Though nails were being made (by hand) in 1791 along with pewter buttons, it wasn't until the early 1800s that Meriden's economy began centering around manufacturing economy. Meriden resident Julius Pratt started the City's first true industry in 1820 by forming the Howard Pratt & Company to manufacture ivory combs. By mid-century, the company supplied nearly three-quarters of all ivory combs used in the United States.



The arrival of the railroad in 1839 strengthened transportation links with New Haven and Hartford and provided access to national and world markets. The railroad's increasing presence resulted in the shift of the center of town from the area surrounding Broad Street to the corner of Colony Street and West Main, nearer to the railroad station. Factories appeared in the area surrounding the railroad to take advantage of the ease of obtaining raw materials and shipping products.

Harbor Brook also supported growth in the local economy. The Howard Pratt & Company, a wool carding and fulling mill, two sawmills, a grist mill, and a latch manufacturer had harnessed its hydropower by the mid-1800s. Even in this period, flooding was evident.



While Meriden's industrial economy flourished, it was two metals, pewter-like britannia and silver, that gave rise to Meriden as the "Silver City". The Meriden Britannia Company, established in 1852 between Colony and State streets just north of Main Street, appeared in an 1868 map of the City. After the Civil War, the use of britannia was supplanted by nickel silver. International Silver Company was established in Meriden in 1898 as various independent New England silversmiths joined together to become the world's largest manufacturer of silverware.

PHOTO Meriden Britannia Company, West Main Street, Meriden – Connecticut Historical Society

At its peak, the company employed more than 5,000 people. Its sprawling production facilities occupied several blocks of Meriden's central core. In the 1970s International Silver Company became Insilco Corporation and branched out into numerous unrelated markets. As the market for silverware production dwindled, production in Meriden came to a close in 1984.

Silver may have put Meriden on the map, but the foundation of its economy has always been anchored by making things. In fact, some products have endured. William H. Thompson of East Haven, opened Meriden's first candy store at 75 W. Main Street in 1879. The confectioner has remained in the City and now operates under Thompson Brands, producing chocolate seasonal novelties as well as Adora, a chocolate calcium supplement, and organic chocolate candy bars.

## Branding: Making Meriden

At the onset of the market analysis, a broad representation of the City of Meriden, developers, business owners, and local institutions convened over a three-week period to consider attributes and qualities of the TOD District with the intent on creating a graphic identity framework through which the project would be branded. The goal was to develop a consistent set of visual tools for messaging, promotion and brand uniformity throughout the project, and beyond. Jeff Sprague, a branding and visual artist, was commissioned to assist with three workshops and develop a branding package including:

- Identity/Logo
- Supporting typefaces
- Color palette
- Tagline

Results of the workshops were distilled down to a handful of alternatives. Unanimous support for the tag, MAKING MERIDEN, led to the creation of a family of logos and a flexible, add-on phrasing to the prime tag. The MAKING MERIDEN brand reflects the City's long history dating back to colonial times, and a distinction that remains relevant given its remaining manufacturing and industrial base. This brand is intended to use this legacy as a link to the downtown as a vibrant, walkable neighborhood and shopping destination and employment hub.

Maker is a term closely associated with artistry and workmanship as well as technology (think 3-D printing) but there is increasingly a broader association with entrepreneurial production. While true makerspaces provide access to tools, technology and education, business planning and resource sharing opportunities are also emerging. Some makerspaces in fact are evolving and assuming a more prominent role in local cultural and economic programming.



The recent attention being given to “makers” could be part of a revitalization strategy that capitalizes on Meriden’s strategic location and improved transit connections if used in a relevant and authentic manner. The MAKING MERIDEN brand used in support of a localized, creative economy may be attractive to entrepreneurs, independent inventors, web designers, photographers, archivists, software developers, tinkerers, marketing specialists, artists, musicians and writers among others who are self-reliant, forward-thinking, and willing to take risks.

## Key Considerations

Meriden is taking a focused approach to revitalizing the TOD District, recognizing the need to bring in more foot traffic and the critical “eyes on the street” in support of newly created non-residential space in mixed-use developments. This initiative considers future transit ridership, though not exclusively, as well as visitation, events and recreation related to the Meriden Green public space.

### *Mixed-use Targets*

Two distinct yet similar populations are actively seeking lifestyles that are attracted to walkable downtowns with nearby amenities, shopping and transit:

- Baby boomers are the demographic group born during the post–World War II baby boom, approximately between the years 1946 and 1964. This includes people who are between 53 and 71 years old in 2017, according to the U.S. Census Bureau.
- Millennials (initially referred to as Generation Y) who are generally the children of Baby Boomers born approximately between 1981 and 1997, according to the Pew Research Center. Some demographers use the range between 1982 and 2004). Rather than a distinct birth year range that characterizes Boomers, Millennials are more aptly defined by their social and economic behaviors. In April 2016 Millennials surpassed Baby Boomers as the nation’s largest living generation.



Millennials are moving into prime earning and spending years while Boomers are aging and beginning to spend less. Millennials have an affinity for the outdoors, and particular healthy activities so there is heightened interest in organic, sustainable and local. Yet, Millennials are price conscious and will shop the internet first for furniture, clothing and other dry goods. For

many reasons, some anecdotal, Millennials are delaying marriage and having children. They tend to not own cars and use transit consistently if living in an urban area or use Zipcars or buy bike shares. Their aversion to assuming the lifestyle of their Boomer parents and the fact that many are saddled with debt has translated to a particular affinity for renting rather than owning.

Empty Nester Boomers prefer more convenience-oriented living and are not as conscious of sustainability as the Millennials but are health conscious. Boomers are ready to abandon their larger suburban homes now that their children are out of the house. Both populations seek lifestyles in cohesive neighborhoods in authentic, walkable communities; green space could become the next big public amenity in urban areas.

- ***Meriden's downtown configuration, planned residential developments, transit improvements and the newly-opened Meriden Green public green space provides all of the ingredients needed for its center City to be resurrected.***

### *Transit Use Will Evolve*

Current rail ridership is 49 persons per day; only six weekday trips to New Haven are available. The projected ridership for Meriden station was originally assumed to be 400 persons by 2030. With 600 new residential units anticipated and a new parking garage already open, ridership may increase sooner and beyond projections. Offering 18 round trips timed at approximately 30 minutes apart will create



new commuter rail opportunities, and conceivable create a yet to be quantified market. Because of the speed and timing, the rail option may attract current bus riders.

- ***Although difficult to quantify at the present time, the City's effort to improve livability and residential density, and increase opportunities for business will all factor significantly into the use of the rail and potentially transform downtown into a true transit-oriented destination.***

### *Pedestrian and Cyclist Connections*

Non-motorized transportation, often called active transportation, involves primarily walking and bicycling. In recent years, investments in infrastructure that accommodates those who walk and ride bicycles are becoming part of an overall strategy to reshape communities. Bike trails, bike lanes, bike-share systems, and other forms of active transportation are helping spur "trail-oriented development." The Urban Land Institute's America in 2015 report found that over half of all people (52 percent) and 63 percent of millennials would like to live in a place where they

do not need to use a car very often; half of U.S. residents believe their communities need more bike lanes.



With the completion of the Meriden Green and several hundred residential units planned within walking distance from it, the City should consider accommodating active transportation linkages such as bike lanes, way-finding signage, and bike route mapping as part of an overall strategy to revitalize downtown and increase accessibility. Developers, particularly those working under public-private partnership with the

City, should be persuaded to incorporate active-transportation friendly features into the mixed-use developments: bike storage lockers, wider hallways, bike washing/maintenance area, and bike-sharing programs.

With the growth in eco-tourism, continuing to improve connections throughout the City with linkages to downtown would also play a factor in increasing visitation and build familiarity for subsequent visits. Way-finding/directional signage is critical at gateways, as getting to downtown from the outer ring suburbs, I-691 and I-91 is challenging.

- ***Active transportation supports transit and is also a common characteristic among millennials, empty-nesters and young families. Facilities that support these activities should be included in planning additional improvements of trails, public space, and gateways and should be tied to the Meriden Green.***

## Key Market Findings

Highlights of the market and economic assessment carried out by The Williams Group (September 2017) are summarized below.

**Demographics:** A disparity exists between the downtown's urban and more racially and culturally diverse population compared to the surrounding suburbanized outer ring of Meriden. This distinction presents challenges to drawing interest and more disposable income into the TOD area. However, capturing a portion of the continuing trend of millennials and empty nesters having an affinity for urbanity, the attraction of *new* residents through housing, transit, and amenities could modulate this disparity. Additionally, Meriden's current downtown population is seeking self-employment and other business opportunities that would be consistent with the

downtown format, thus providing an engaged audience to explore possible partnerships with existing property owners and the City.

**Multi-family housing:** Of the 577 new multi-family units proposed or recently constructed in the TOD district, the majority will be low income or affordable units. Overall market area wealth, plus the overall age/condition of existing stock, indicate that there is support for at least 100 additional units with price points \$400 per month over the HUD rent thresholds—translating to a demand for market rate units at \$1800 per month for a 2-person household.



The currently planned housing units and what could be supported in the future should target both Millennial and Empty Nesters. The current affordability range is from \$1000/month (typically a 1-bed unit) to over \$2200 per month. These rates are based on well-designed units with a strong amenity package that may include: location within a walkable environment close to transit, fitness center, cafés, and access to outdoor space such as parks and trails.

The new affordable units coming on line will have a positive impact on downtown Meriden, but in order to increase support for retail and commercial uses, and reinforce downtown as a highly desirable place to live, future development should focus on market-rate units with amenities. The City's TOD zoning regulations limit the percentage of affordable units to 33% of the total unit mix. An estimated 400 additional market-rate units could be supported within the 5- to 10-year horizon. The 80/20 percent ratio of market-rate to affordable units is a perfect fit as it enables the developer to access federal tax credits, state/HUD financing and/or other low-interest government financing.

**Retail:** With millennials now overtaking the Boomer generation, retail behavior is trending towards online purchases; however fresh food and specialty purchases are still conducted in stores, though smaller and locally-owned shops are favored. Despite this trend (and considerable finger-pointing from large format bricks-and mortar retailers) e-commerce is currently only 9% of retail sales. The addition of additional housing units, particularly market rate units, will drive demand for downtown retail spending to support more services, shops and restaurants. This retail could occupy the first-floor space created through the City's new zoning regulations and constructed as part of multi-family mixed-use in the TOD district. Attracting one millennial couple to live in downtown Meriden could translate to a \$10K per year increase in local spending.

Meriden's retail buying income is estimated to range from a \$16,600 in downtown to \$28,000 within a 15- minute drive time of downtown. Based on an analysis of retail sales leakage, and assuming that all of the currently programmed residential units are full tenanted and the downtown area can be rebranded as a desirable location to live, there is support for the 44,000

SF of commercial space programmed into the City's mixed-use public-private partnerships. The immediate challenge is that there is 100,000 SF of vacant space already in downtown. Longer term, between 67,000SF and 130,000 SF may be supportable. Presently, supportable retail uses include: groceries, food and beverage, specialty stores, and restaurants as well as convenience/grab 'n go food.

**Alternatives to industrial/office:** Analyses of office and industrial market segments reveal no measurable support. There are emerging trends in major metropolitan areas of suburban corporate relocating to downtowns in order to offer the types of amenities and cultural setting desired by millennials. What is growing more apparent however is the increasing demand for Live/Work arrangements in the affordable rental range with artisans and entrepreneurs as targets. Similarly, providing collaborative and shared work space may attract artisans/makers particularly if street level space of one of the older distinctive buildings in downtown was converted. The availability of transit is a benefit. Gigabit-speed internet would help to attract more technology-driven high-demand users.

## The New Face of Employment

Since the 2008 recession, there has been a fundamental shift in how people work, where they work, and when they work. The exponential growth in cloud-based technology, file storage, and telecommuting has created new opportunities that challenge the service-based economy that emerged from early 20th century manufacturing. In this new economy, dubbed the Fifth Age of Work by cultural anthropologist and management consultant Andrew M. Jones, the US economy will be fueled by a workforce that is 40% free lancers by 2020. Meriden's capture of even a small portion of this wave would significantly boost the downtown economy.

Directly relevant to the socioeconomic characteristics of the TOD District is the potential to create "new collar" jobs. Just as manufacturing replaced our once agriculture-based economy, traditional industries were then supplanted by technology and service-based business. In a relatively short period time and possibly spurred by the worst economic recession in US history, we are now experiencing another evolution.

As Ginni Rometty, President and CEO of IBM, wrote in an op-ed for USA TODAY (13 December 2016), "This is not about white collar vs. blue collar jobs, but about the "new collar" jobs that employers in many industries demand, but which remain largely unfilled." Rometty believes that jobs are being created that demand new skills – which in turn require an entirely new approach to education, training and recruiting. The most important thing is that employees have relevant skills regardless of how they are acquired.

A recent *New York Times* article, "A New Kind of Tech Job Emphasizes Skills, Not a College Degree" (Lohrjune, 28 June 2017) offered examples of where "skills over pedigree" are creating new

employment opportunities in the surging technology sector, an area where previously those without a college education, strong work history and references were excluded.

One of the programs that might be worth a closer look is TechHire, the flagship program of Opportunity@Work, a nonprofit social enterprise providing grants and expertise to train workers around the country and link them to jobs through local networks. Markle (markle.org) is another nationwide initiative involved with broadening ways to learn and train for the work of the future.

## Business Attraction

### **EXISTING BUILDINGS AND NEW MIXED USE DEVELOPMENTS REQUIRE CREATIVE AND UNIQUE APPROACHES TO FILLING FIRST-FLOOR SPACE**

Currently within the TOD District there is an estimated 100,000 SF of vacant retail space and an additional 44,000 SF of first-floor non-residential space associated with new mixed-use developments. Because there will be a lag in full tenancy as the planned developments are constructed and leased, there needs to be a distinct business attraction and programming component that goes beyond traditional downtown retail leasing.

The addition of hundreds of new multifamily units and programming associated with the Meriden Green will help to intrinsically build demand. Transit-related retail will evolve as ridership and residency increases. Monitoring behavioral and spending patterns of both tenancy and ridership, even anecdotally, will help to focus specific goods and services to accommodate this niche. Based on observations of other mixed-use and transit hubs, it is anticipated that demand for retail and services would center around AM and PM peak times associated with commuting. Expanding local businesses and cultivating entrepreneurial opportunities may blur these traditional time frames and will broaden patronage.

## *Strategies*

There are countless ways to attract retail tenants but not all will be effective and most will require trial-and-error. It is important to recognize that much like revitalization, business attraction must remain flexible and evolve to stay in step with the ever-changing dynamics of buying trends and demographics. Based on the most current assessment of the market, potential prospects include:

- Convenience grab-go food—healthy, organic, local may be more attractive but there is an endless demand for good coffee
- Commuter-oriented retail—technology, bicycles, printing, shipping (and receiving)
- Health & wellness

- Services- shoe repair, tailoring, computer/phone repair
- Restaurants, bars, coffee, night-life
- Entrepreneurs, start-ups, technology-linked manufacturing, artists, other “makers” captured by the creative economy tag

In support of on-going efforts to attract retail, commercial and institutional uses to Meriden’s TOD District, there are three broad mechanisms that can be tapped. These do not necessarily need to occur in order, and the ideas used to further describe each one are starting points.

**INVITE** *to build familiarity*

- During construction, create interest through using full sized window displays and use social media to provide updates and contact information
- When the space can be safely accessed, establish occasional drop-ins for prospects to view the space without needing a formal time slot (and conveys no pressure setting)
- Organize a rotating artist gallery or small incubator spaces free of charge
- Create a “feeder network” from your residential tenants



**ENGAGE** *directly with prospects*

- Use non-traditional methods (think Craigslist) for advertising; storematch.com has recently been launched in the US and may be helpful in connecting to prospective tenants
- Host events featuring local foods, bands, and brews or free bike tune-ups, business plan preparation, investing advice
- Consider monetary incentives to residential tenants who could become your ambassadors; underwrite artists/maker networking event.
- Keep spaces small and offer monthly fixed rates. Remember start-ups and entrepreneurs may not be familiar with the traditional real estate lease structure.
- Stay current with your residential tenants and their changing needs or wants



## ACTIVATE using linkages & programming



- Explore spatial marketing: tie to users of public/common space, new train station, or other attractions/destinations as linkages (See: <http://consortia.net/blog/a-taxonomy-of-urban-branded-space.html>)
- Seek local/regional outlets and partners
- Use temporary programming to build momentum and more established programming to sustain tenants

## Programming

Meriden is experiencing a transformational yet transitional period in its history. The opening of the Meriden Green has quieted naysayers who seemingly for decades declared that nothing would ever happen. Now it has. The Green has also given residents and businesses hope. While probably not recognized at the time of early planning for remediation and flood control, public space within urbanized areas has now emerged as a valuable and attractive amenity. The park's proximity to the train station and new mixed-use developments gives Meriden a distinct advantage. This green space should be programmed for events that attract visitors, cater to both urban and suburban residents, and especially to create an atmosphere of "hipness".

### **PROGRAMMING IS HARD WORK; DON'T BE AFRAID TO HIRE EXPERTS OR ASK FOR HELP!**

Related to programming the Meriden Green, downtown needs other events related to specific markets: yoga-thon, juried art shows, a brewfest, a multicultural music festival. Meriden is already known for its incredibly successful Daffodil Festival. It targets a particular niche of patrons. The TOD District needs something different that reflects the intended targets.

Food courts, for example, continue to grow in popularity. By using vacant, often blighted buildings, entrepreneurial foodies are provided affordable space, shared amenities and a chance to test recipes. This is a concept that might just work in Meriden with the right location and business plan. Alternatively, this concept could be tested via a pop-up event. Rounded out with a "bicycle bar" during warmer months, these programming ideas would dovetail nicely with other events at the Meriden Green.



Pop-up retail and food carts also could be used around the train station, especially around the holidays when commuters are more pressured to shop but lack the time.

Since the TOD District already is home to Gallery 53 (53 Colony Street) and the Wepa Art Studio at 35 West Main, these established businesses would be great partners in event planning related to arts/culture/tourism and may serve as a resource to create studio space or live/work opportunities.



### *Physical Connections & Amenities*

Attention should be given to the physical linkages and gateways to the TOD District in support of the new developments and business attraction. By creating an exploratory, walkable downtown, Meriden's best features and assets are on display. It's important that visitors and residents are able to easily navigate among destinations and downtown businesses and restaurants, particularly those adjacent to Meriden Green. The image of downtown could be freshened with public art, landscaping and gateway treatments while courtyards and alleys are activated to create a continuous, aesthetic network.

Tactical urbanism to allow for creative, flexible experimentation with public space provides low-cost, short-term achievements. These often-playful tactics are incredibly effective in building grassroots community support, and could be another consideration in improving the appearance and function of the TOD District.



# Appendix



# Appendix

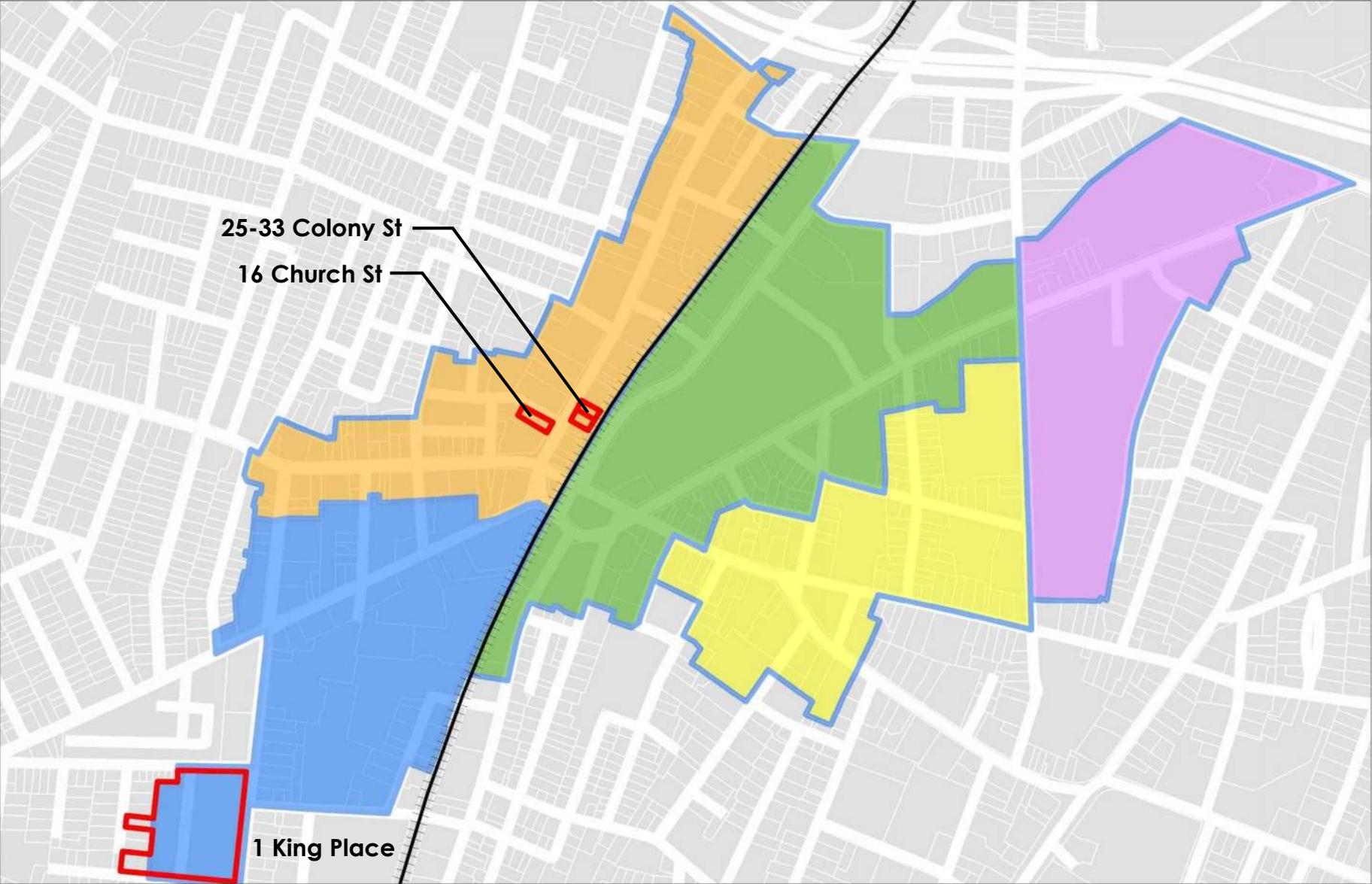
## Existing Conditions Mapping



# Meriden

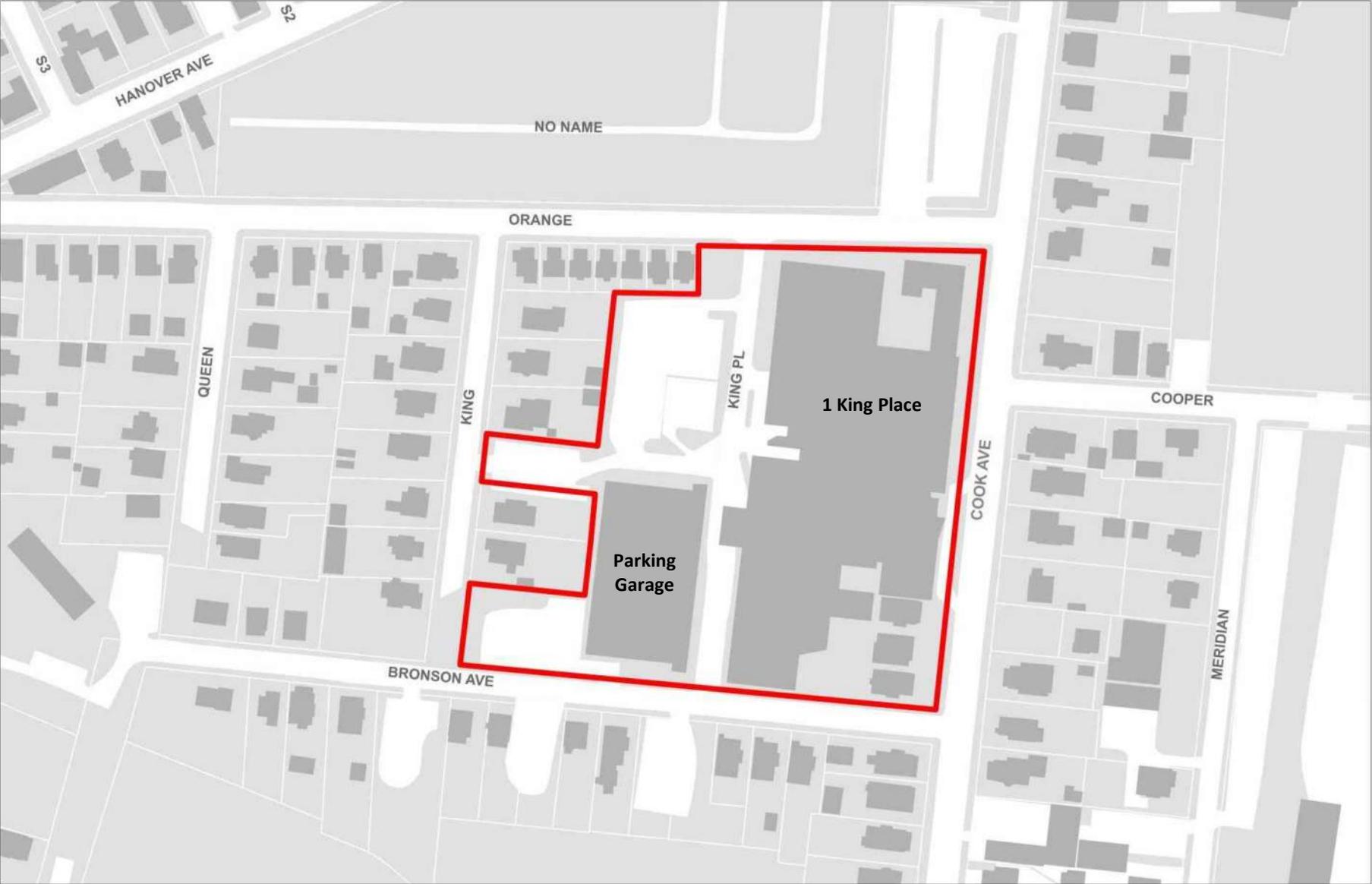
## TOD Districts

- Civic
- Gateway
- Hanover
- Historic/ Commercial
- Park
- Target Properties
- Rail line



# Meriden

1 King Place



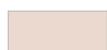
EXISTING CONDITIONS

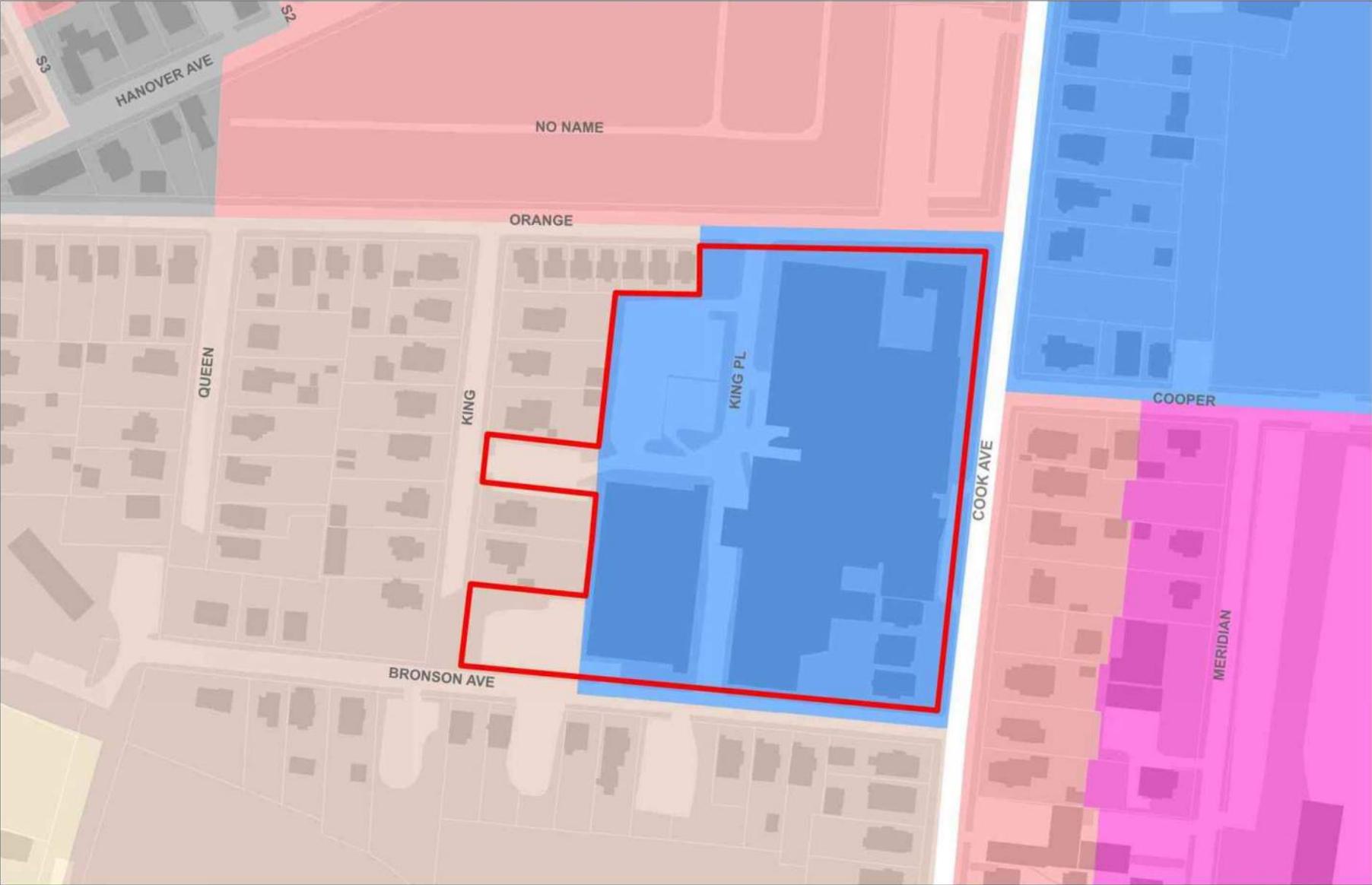
MERIDEN TOD

# Meriden

1 King Place

Zoning

-  TOD-HANOVER
-  C-4
-  M-3
-  R-1
-  R-2
-  R-3



EXISTING CONDITIONS

MERIDEN TOD



# Meriden

1 King Place



0 50 100 200 Feet

EXISTING CONDITIONS

MERIDEN TOD



*View of façade looking south on King Place*



*View looking south on King Place*



*Existing truck loading, view from Bronson Avenue*



*Existing parking garage, view from Bronson Avenue*



*View of façade looking north on King Place*



*View from Bronson Avenue*

EXISTING CONDITIONS

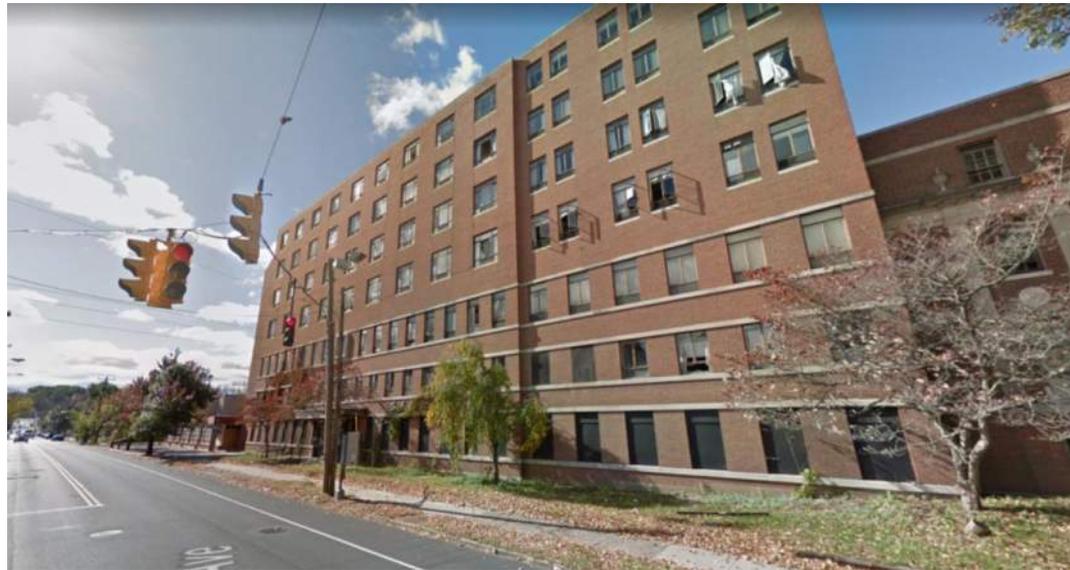
MERIDEN TOD



*View from Cooke Ave/Orange St Intersection*



*View from Cooke Avenue looking south*



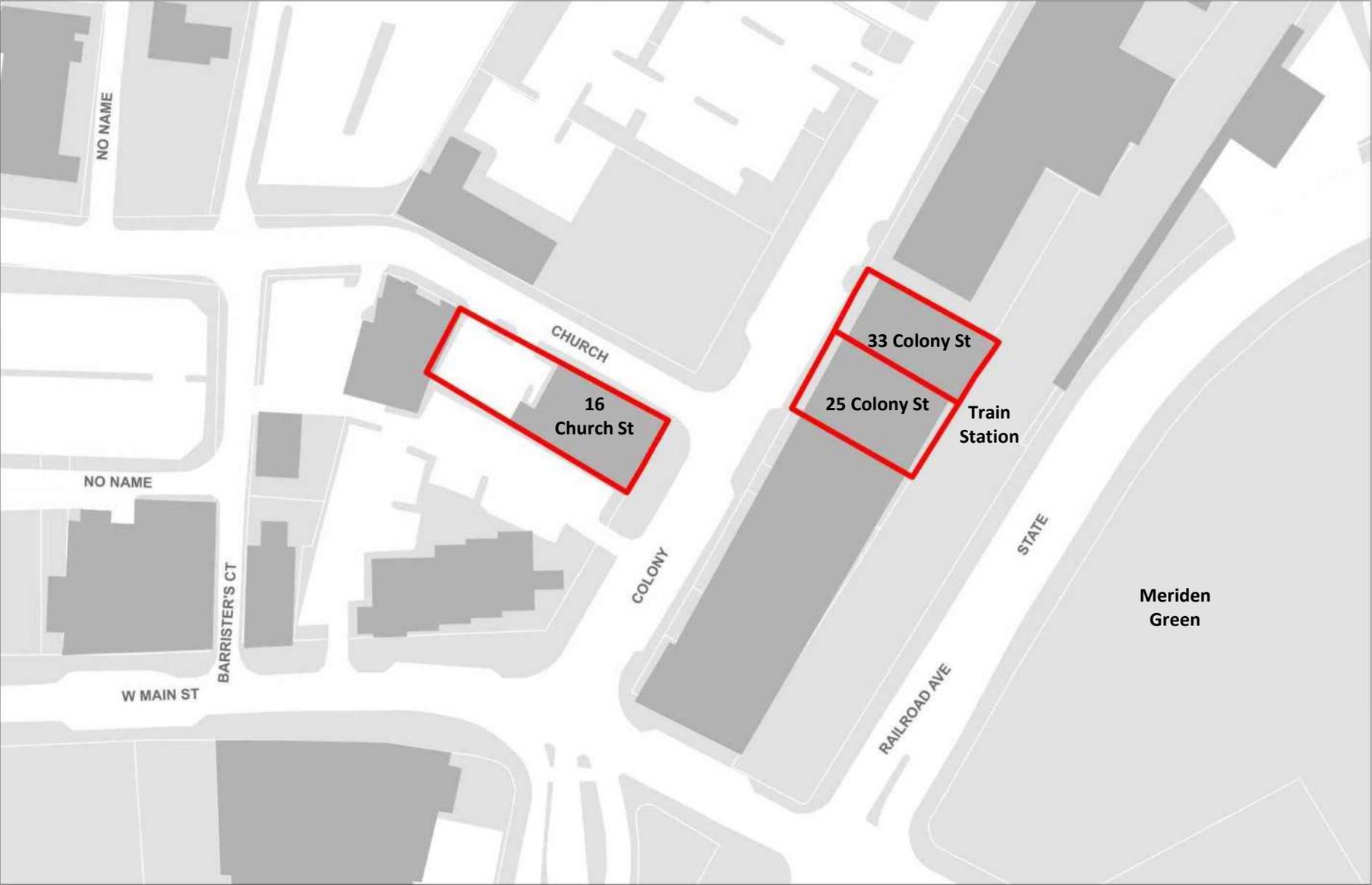
*View from Cooke Ave/Cooper St Intersection*



*View from Cooke Avenue looking north*

# Meriden

16 Church Street/ 25-33 Colony Street



EXISTING CONDITIONS

MERIDEN TOD

# Meriden

16 Church Street/ 25-33 Colony Street

Zoning

-  TOD-HISTORIC/COMMERCIAL
-  TOD-PARK

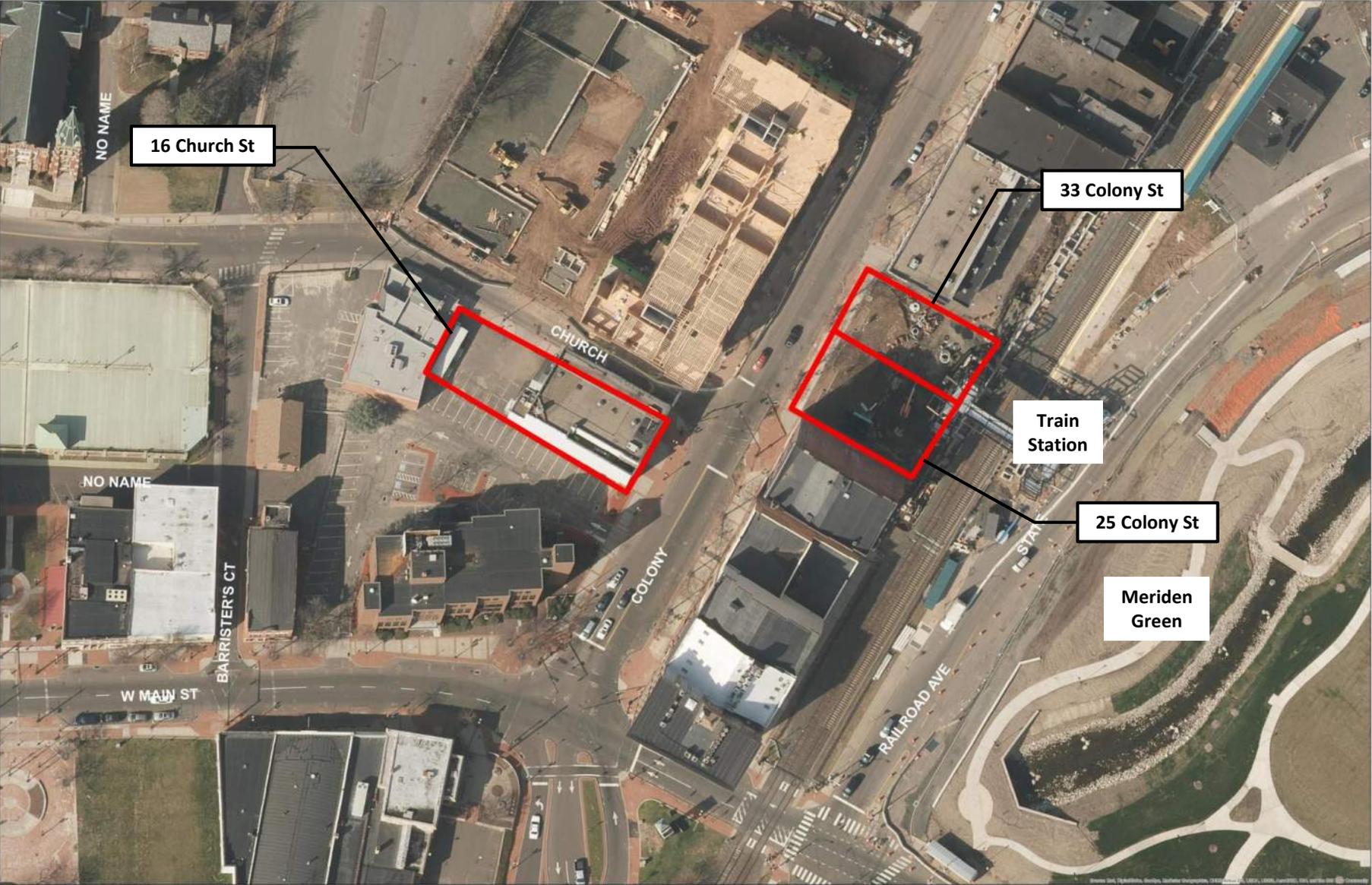


EXISTING CONDITIONS

MERIDEN TOD

# Meriden

16 Church Street/ 25-33 Colony Street



0 25 50 100 Feet

EXISTING CONDITIONS

MERIDEN TOD



*View of 16 Church Street from Colony Street*



*View of NEW Train Station from 25-33 Colony Street*



*View of street and sidewalk in front of 25-33 Colony Street*



*25-33 Colony Street (foreground), 21 Colony Street (background)*



*View of 25-33 Colony Street from NEW Train Station*

EXISTING CONDITIONS

MERIDEN TOD

**Appendix**  
**Colony Street Building Evaluation**





# MAKING MERIDEN

## SUMMARY AND RECOMMENDATIONS

*Strategies for the TOD District*

### Overview



Given its location half-way between Hartford and New Haven, Meriden is strategically positioned along the planned New Haven-Hartford-Springfield rail line, now referred to as CTrail Hartford Line. As part of the comprehensive rail improvements, the State of Connecticut has constructed a new \$20 million Transit Center in the heart of Meriden's downtown including

a commuter parking garage, dedicated bus parking and other transit connections. The station area will serve as a multi-modal transit center for bus, taxi and private van service.

Meriden has been proactively addressing economic disinvestment throughout its downtown for a number of years. Using federal and state grants, the City has tackled large brownfields that are vestiges of its industrial heritage. New regulations have been crafted to encourage market-rate housing and reinvestment. Culminating several decades of planning and engineering, the City has completed the Harbor Brook flood control project that has been designed to appear as a public green space at the train station's doorstep. A number of public-private partnerships are also being brought to fruition—all intended to increase the number of residential units in downtown and hopefully bolster transit ridership, and eventually spur greater demand for goods and services in the central core of downtown, referred to as the TOD (transit-oriented development) District.

With the train station now open, and rail improvements expected to be completed by May 2018, Meriden is looking to use this momentum to continue to revitalize the downtown.

### The Challenge

Previous attempts at downtown revitalization, including several million dollars spent on streetscape improvements that were undertaken from the 1970s through the 1990s did not have the desired effect of spurring economic activity to overcome disinvestment. But for the last



several years, the City has embarked on a more interdisciplinary, strategic repositioning of its downtown—addressing not just physical infrastructure, but livability and sustainability.

While urban renewal, flooding and industrial contamination have left obvious scars, the recent completion of The Hub Project, which has taken literally decades to come to fruition, is a significant step in improving the central core. Renamed the Meriden Green, this 14-acre open green space has not only created a destination for residents and visitors it serves as an aesthetically-pleasing connection to the downtown, new residential developments and the train station. Furthermore, addressing the long-standing flooding issue that has hampered redevelopment and economic growth eliminates the fear of property damage (and loss) and increases the attractiveness to private investors.

In May 2018, when CTrail Hartford Line service begins operating, the number of trains along the corridor will increase from 6 to 18 daily *commuter* round-trips between New Haven and Hartford. Speeds of up to 110 miles per hour will be achieved, resulting in the saving of 37 minutes between Hartford and Penn Station. Current ridership at Meriden of approximately 50 is expected to increase to up to 400 by 2030 but in the short term, this could increase dramatically by attracting additional residential development.

The City does recognize that a new transit hub and a public park alone will not solve the socioeconomic dilemma of downtown residents, largely comprised of younger Hispanics struggling to find employment and a way to overcome poverty. Nor will it immediately restore the luster of the downtown that was once bustling with businesses and sidewalks full of patrons. But, through public-private partnerships, if the City can attract new residents to the TOD District in a mixed-use format (first floor non-residential) then the lure of a transit advantage, new amenity-laden apartments, and the prospect of other downtown attractions may begin to support small businesses, start-ups, and emerging entrepreneurs.

Through the solicitation of private developers, the City has entered into or is currently negotiating agreements to construct 577 units of new apartments in a mostly mixed-use format. To meet the provisions of Section 213-27 of the City's Zoning Regulations, residential developers must provide mixed income apartment units meeting specific income thresholds. The developments will ultimately result in an additional 44,000 SF of new commercial space in downtown. First-floor retail is vital for the activation of street-level vibrancy. Nonetheless, developers have expressed concern over the ability to lease the non-residential space particularly given the already high vacancy rates of existing storefronts within the TOD District.

To begin to identify prospective end-users for the new space, the City of Meriden retained BL Companies and its team of specialists to examine market forces and economic conditions specifically in the TOD District. Based on the analyses, specific strategies would be identified for

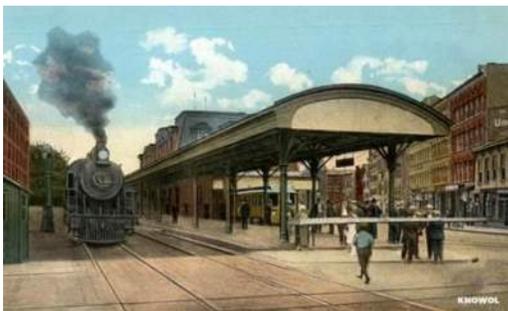
use by the City and the development community to attract tenants to the newly-created first floor spaces.

## TOD (circa 1784) and the Emergence of Makers

Meriden's accessibility has been an asset to its economy since before its incorporation.

By 1784, daily stagecoach service was evident in Meriden with a stop on Route 5 near the intersection of East Main Street. In 1799, a "turnpike" which roughly followed what is now Broad Street, opened up access to regional markets in both New Haven and Hartford.

Though nails were being made (by hand) in 1791 along with pewter buttons, it wasn't until the early 1800s that Meriden's economy began centering around manufacturing economy. Meriden resident Julius Pratt started the City's first true industry in 1820 by forming the Howard Pratt & Company to manufacture ivory combs. By mid-century, the company supplied nearly three-quarters of all ivory combs used in the United States.



The arrival of the railroad in 1839 strengthened transportation links with New Haven and Hartford and provided access to national and world markets. The railroad's increasing presence resulted in the shift of the center of town from the area surrounding Broad Street to the corner of Colony Street and West Main, nearer to the railroad station. Factories appeared in the area surrounding the railroad to take advantage of the ease of obtaining raw materials and shipping products.

Harbor Brook also supported growth in the local economy. The Howard Pratt & Company, a wool carding and fulling mill, two sawmills, a grist mill, and a latch manufacturer had harnessed its hydropower by the mid-1800s. Even in this period, flooding was evident.



While Meriden's industrial economy flourished, it was two metals, pewter-like brittania and silver, that gave rise to Meriden as the "Silver City". The Meriden Brittania Company, established in 1852 between Colony and State streets just north of Main Street, appeared in an 1868 map of the City. After the Civil War, the use of brittania was supplanted by nickel silver. International Silver Company was established in Meriden in 1898 as various independent New England silversmiths joined together to become the world's largest manufacturer of silverware.

PHOTO Meriden Britannia Company, West Main Street, Meriden – Connecticut Historical Society

At its peak, the company employed more than 5,000 people. Its sprawling production facilities occupied several blocks of Meriden's central core. In the 1970s International Silver Company became Insilco Corporation and branched out into numerous unrelated markets. As the market for silverware production dwindled, production in Meriden came to a close in 1984.

Silver may have put Meriden on the map, but the foundation of its economy has always been anchored by making things. In fact, some products have endured. William H. Thompson of East Haven, opened Meriden's first candy store at 75 W. Main Street in 1879. The confectioner has remained in the City and now operates under Thompson Brands, producing chocolate seasonal novelties as well as Adora, a chocolate calcium supplement, and organic chocolate candy bars.

## Branding: Making Meriden

At the onset of the market analysis, a broad representation of the City of Meriden, developers, business owners, and local institutions convened over a three-week period to consider attributes and qualities of the TOD District with the intent on creating a graphic identity framework through which the project would be branded. The goal was to develop a consistent set of visual tools for messaging, promotion and brand uniformity throughout the project, and beyond. Jeff Sprague, a branding and visual artist, was commissioned to assist with three workshops and develop a branding package including:

- Identity/Logo
- Supporting typefaces
- Color palette
- Tagline

Results of the workshops were distilled down to a handful of alternatives. Unanimous support for the tag, MAKING MERIDEN, led to the creation of a family of logos and a flexible, add-on phrasing to the prime tag. The MAKING MERIDEN brand reflects the City's long history dating back to colonial times, and a distinction that remains relevant given its remaining manufacturing and industrial base. This brand is intended to use this legacy as a link to the downtown as a vibrant, walkable neighborhood and shopping destination and employment hub.

Maker is a term closely associated with artistry and workmanship as well as technology (think 3-D printing) but there is increasingly a broader association with entrepreneurial production. While true makerspaces provide access to tools, technology and education, business planning and resource sharing opportunities are also emerging. Some makerspaces in fact are evolving and assuming a more prominent role in local cultural and economic programming.



The recent attention being given to “makers” could be part of a revitalization strategy that capitalizes on Meriden’s strategic location and improved transit connections if used in a relevant and authentic manner. The MAKING MERIDEN brand used in support of a localized, creative economy may be attractive to entrepreneurs, independent inventors, web designers, photographers, archivists, software developers, tinkerers, marketing specialists, artists, musicians and writers among others who are self-reliant, forward-thinking, and willing to take risks.

## Key Considerations

Meriden is taking a focused approach to revitalizing the TOD District, recognizing the need to bring in more foot traffic and the critical “eyes on the street” in support of newly created non-residential space in mixed-use developments. This initiative considers future transit ridership, though not exclusively, as well as visitation, events and recreation related to the Meriden Green public space.

### *Mixed-use Targets*

Two distinct yet similar populations are actively seeking lifestyles that are attracted to walkable downtowns with nearby amenities, shopping and transit:

- Baby boomers are the demographic group born during the post–World War II baby boom, approximately between the years 1946 and 1964. This includes people who are between 53 and 71 years old in 2017, according to the U.S. Census Bureau.
- Millennials (initially referred to as Generation Y) who are generally the children of Baby Boomers born approximately between 1981 and 1997, according to the Pew Research Center. Some demographers use the range between 1982 and 2004). Rather than a distinct birth year range that characterizes Boomers, Millennials are more aptly defined by their social and economic behaviors. In April 2016 Millennials surpassed Baby Boomers as the nation’s largest living generation.



Millennials are moving into prime earning and spending years while Boomers are aging and beginning to spend less. Millennials have an affinity for the outdoors, and particular healthy activities so there is heightened interest in organic, sustainable and local. Yet, Millennials are price conscious and will shop the internet first for furniture, clothing and other dry goods. For

many reasons, some anecdotal, Millennials are delaying marriage and having children. They tend to not own cars and use transit consistently if living in an urban area or use Zipcars or buy bike shares. Their aversion to assuming the lifestyle of their Boomer parents and the fact that many are saddled with debt has translated to a particular affinity for renting rather than owning.

Empty Nester Boomers prefer more convenience-oriented living and are not as conscious of sustainability as the Millennials but are health conscious. Boomers are ready to abandon their larger suburban homes now that their children are out of the house. Both populations seek lifestyles in cohesive neighborhoods in authentic, walkable communities; green space could become the next big public amenity in urban areas.

- ***Meriden's downtown configuration, planned residential developments, transit improvements and the newly-opened Meriden Green public green space provides all of the ingredients needed for its center City to be resurrected.***

### *Transit Use Will Evolve*

Current rail ridership is 49 persons per day; only six weekday trips to New Haven are available. The projected ridership for Meriden station was originally assumed to be 400 persons by 2030. With 600 new residential units anticipated and a new parking garage already open, ridership may increase sooner and beyond projections. Offering 18 round trips timed at approximately 30 minutes apart will create



new commuter rail opportunities, and conceivably create a yet to be quantified market. Because of the speed and timing, the rail option may attract current bus riders.

- ***Although difficult to quantify at the present time, the City's effort to improve livability and residential density, and increase opportunities for business will all factor significantly into the use of the rail and potentially transform downtown into a true transit-oriented destination.***

### *Pedestrian and Cyclist Connections*

Non-motorized transportation, often called active transportation, involves primarily walking and bicycling. In recent years, investments in infrastructure that accommodates those who walk and ride bicycles are becoming part of an overall strategy to reshape communities. Bike trails, bike lanes, bike-share systems, and other forms of active transportation are helping spur "trail-oriented development." The Urban Land Institute's America in 2015 report found that over half of all people (52 percent) and 63 percent of millennials would like to live in a place where they

do not need to use a car very often; half of U.S. residents believe their communities need more bike lanes.



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**Multi-family housing:** Of the 577 new multi-family units proposed or recently constructed in the TOD district, the majority will be low income or affordable units. Overall market area wealth, plus the overall age/condition of existing stock, indicate that there is support for at least 100 additional units with price points \$400 per month over the HUD rent thresholds—translating to a demand for market rate units at \$1800 per month for a 2-person household. The currently planned housing units and what could be supported in the future should target both Millennial and Empty Nesters. The current affordability range is from \$1000/month (typically a 1-bed unit) to over \$2200 per month. These rates are based on well-designed units with a strong amenity package that may include: location within a walkable environment close to transit, fitness center, cafés, and access to outdoor space such as parks and trails.



The new affordable units coming on line will have a positive impact on downtown Meriden, but in order to increase support for retail and commercial uses, and reinforce downtown as a highly desirable place to live, future development should focus on market-rate units with amenities. The City’s TOD zoning regulations limit the percentage of affordable units to 33% of the total unit mix. An estimated 400 additional market-rate units could be supported within the 5- to 10-year horizon. The 80/20 percent ratio of market-rate to affordable units is a perfect fit as it enables the developer to access federal tax credits, state/HUD financing and/or other low-interest government financing.

**Retail:** With millennials now overtaking the Boomer generation, retail behavior is trending towards online purchases; however fresh food and specialty purchases are still conducted in stores, though smaller and locally-owned shops are favored. Despite this trend (and considerable finger-pointing from large format bricks-and mortar retailers) e-commerce is currently only 9% of retail sales. The addition of additional housing units, particularly market rate units, will drive demand for downtown retail spending to support more services, shops and restaurants. This retail could occupy the first-floor space created through the City’s new zoning regulations and constructed as part of multi-family mixed-use in the TOD district. Attracting one millennial couple to live in downtown Meriden could translate to a \$10K per year increase in local spending.

Meriden’s retail buying income is estimated to range from a \$16,600 in downtown to \$28,000 within a 15- minute drive time of downtown. Based on an analysis of retail sales leakage, and assuming that all of the currently programmed residential units are full tenanted and the downtown area can be rebranded as a desirable location to live, there is support for the 44,000

SF of commercial space programmed into the City's mixed-use public-private partnerships. The immediate challenge is that there is 100,000 SF of vacant space already in downtown. Longer term, between 67,000SF and 130,000 SF may be supportable. Presently, supportable retail uses include: groceries, food and beverage, specialty stores, and restaurants as well as convenience/grab 'n go food.

**Alternatives to industrial/office:** Analyses of office and industrial market segments reveal no measurable support. There are emerging trends in major metropolitan areas of suburban corporate relocating to downtowns in order to offer the types of amenities and cultural setting desired by millennials. What is growing more apparent however is the increasing demand for Live/Work arrangements in the affordable rental range with artisans and entrepreneurs as targets. Similarly, providing collaborative and shared work space may attract artisans/makers particularly if street level space of one of the older distinctive buildings in downtown was converted. The availability of transit is a benefit. Gigabit-speed internet would help to attract more technology-driven high-demand users.

## The New Face of Employment

Since the 2008 recession, there has been a fundamental shift in how people work, where they work, and when they work. The exponential growth in cloud-based technology, file storage, and telecommuting has created new opportunities that challenge the service-based economy that emerged from early 20th century manufacturing. In this new economy, dubbed the Fifth Age of Work by cultural anthropologist and management consultant Andrew M. Jones, the US economy will be fueled by a workforce that is 40% free lancers by 2020. Meriden's capture of even a small portion of this wave would significantly boost the downtown economy.

Directly relevant to the socioeconomic characteristics of the TOD District is the potential to create "new collar" jobs. Just as manufacturing replaced our once agriculture-based economy, traditional industries were then supplanted by technology and service-based business. In a relatively short period time and possibly spurred by the worst economic recession in US history, we are now experiencing another evolution.

As Ginni Rometty, President and CEO of IBM, wrote in an op-ed for USA TODAY (13 December 2016), "This is not about white collar vs. blue collar jobs, but about the "new collar" jobs that employers in many industries demand, but which remain largely unfilled." Rometty believes that jobs are being created that demand new skills – which in turn require an entirely new approach to education, training and recruiting. The most important thing is that employees have relevant skills regardless of how they are acquired.

A recent *New York Times* article, "A New Kind of Tech Job Emphasizes Skills, Not a College Degree" (Lohrjune, 28 June 2017) offered examples of where "skills over pedigree" are creating new

employment opportunities in the surging technology sector, an area where previously those without a college education, strong work history and references were excluded.

One of the programs that might be worth a closer look is TechHire, the flagship program of Opportunity@Work, a nonprofit social enterprise providing grants and expertise to train workers around the country and link them to jobs through local networks. Markle (markle.org) is another nationwide initiative involved with broadening ways to learn and train for the work of the future.

## Business Attraction

### **EXISTING BUILDINGS AND NEW MIXED USE DEVELOPMENTS REQUIRE CREATIVE AND UNIQUE APPROACHES TO FILLING FIRST-FLOOR SPACE**

Currently within the TOD District there is an estimated 100,000 SF of vacant retail space and an additional 44,000 SF of first-floor non-residential space associated with new mixed-use developments. Because there will be a lag in full tenancy as the planned developments are constructed and leased, there needs to be a distinct business attraction and programming component that goes beyond traditional downtown retail leasing.

The addition of hundreds of new multifamily units and programming associated with the Meriden Green will help to intrinsically build demand. Transit-related retail will evolve as ridership and residency increases. Monitoring behavioral and spending patterns of both tenancy and ridership, even anecdotally, will help to focus specific goods and services to accommodate this niche. Based on observations of other mixed-use and transit hubs, it is anticipated that demand for retail and services would center around AM and PM peak times associated with commuting. Expanding local businesses and cultivating entrepreneurial opportunities may blur these traditional time frames and will broaden patronage.

## *Strategies*

There are countless ways to attract retail tenants but not all will be effective and most will require trial-and-error. It is important to recognize that much like revitalization, business attraction must remain flexible and evolve to stay in step with the ever-changing dynamics of buying trends and demographics. Based on the most current assessment of the market, potential prospects include:

- Convenience grab-go food—healthy, organic, local may be more attractive but there is an endless demand for good coffee
- Commuter-oriented retail—technology, bicycles, printing, shipping (and receiving)
- Health & wellness

- Services- shoe repair, tailoring, computer/phone repair
- Restaurants, bars, coffee, night-life
- Entrepreneurs, start-ups, technology-linked manufacturing, artists, other “makers” captured by the creative economy tag

In support of on-going efforts to attract retail, commercial and institutional uses to Meriden’s TOD District, there are three broad mechanisms that can be tapped. These do not necessarily need to occur in order, and the ideas used to further describe each one are starting points.

**INVITE** *to build familiarity*

- During construction, create interest through using full sized window displays and use social media to provide updates and contact information
- When the space can be safely accessed, establish occasional drop-ins for prospects to view the space without needing a formal time slot (and conveys no pressure setting)
- Organize a rotating artist gallery or small incubator spaces free of charge
- Create a “feeder network” from your residential tenants



**ENGAGE** *directly with prospects*

- Use non-traditional methods (think Craigslist) for advertising; storematch.com has recently been launched in the US and may be helpful in connecting to prospective tenants
- Host events featuring local foods, bands, and brews or free bike tune-ups, business plan preparation, investing advice
- Consider monetary incentives to residential tenants who could become your ambassadors; underwrite artists/maker networking event.
- Keep spaces small and offer monthly fixed rates. Remember start-ups and entrepreneurs may not be familiar with the traditional real estate lease structure.
- Stay current with your residential tenants and their changing needs or wants



**ACTIVATE** using linkages & programming



- Explore spatial marketing: tie to users of public/common space, new train station, or other attractions/destinations as linkages (See: <http://consortia.net/blog/a-taxonomy-of-urban-branded-space.html>)
- Seek local/regional outlets and partners
- Use temporary programming to build momentum and more established programming to sustain tenants

*Programming*

Meriden is experiencing a transformational yet transitional period in its history. The opening of the Meriden Green has quieted naysayers who seemingly for decades declared that nothing would ever happen. Now it has. The Green has also given residents and businesses hope. While probably not recognized at the time of early planning for remediation and flood control, public space within urbanized areas has now emerged as a valuable and attractive amenity. The park's proximity to the train station and new mixed-use developments gives Meriden a distinct advantage. This green space should be programmed for events that attract visitors, cater to both urban and suburban residents, and especially to create an atmosphere of "hipness".

**PROGRAMMING IS  
HARD WORK;  
DON'T BE AFRAID  
TO HIRE EXPERTS OR  
ASK FOR HELP!**

Related to programming the Meriden Green, downtown needs other events related to specific markets: yoga-thon, juried art shows, a brewfest, a multicultural music festival. Meriden is already known for its incredibly successful Daffodil Festival. It targets a particular niche of patrons. The TOD District needs something different that reflects the intended targets.

Food courts, for example, continue to grow in popularity. By using vacant, often blighted buildings, entrepreneurial foodies are provided affordable space, shared amenities and a chance to test recipes. This is a concept that might just work in Meriden with the right location and business plan. Alternatively, this concept could be tested via a pop-up event. Rounded out with a "bicycle bar" during warmer months, these programming ideas would dovetail nicely with other events at the Meriden Green.



Pop-up retail and food carts also could be used around the train station, especially around the holidays when commuters are more pressured to shop but lack the time.

Since the TOD District already is home to Gallery 53 (53 Colony Street) and the Wepa Art Studio at 35 West Main, these established businesses would be great partners in event planning related to arts/culture/tourism and may serve as a resource to create studio space or live/work opportunities.



### *Physical Connections & Amenities*

Attention should be given to the physical linkages and gateways to the TOD District in support of the new developments and business attraction. By creating an exploratory, walkable downtown, Meriden's best features and assets are on display. It's important that visitors and residents are able to easily navigate among destinations and downtown businesses and restaurants, particularly those adjacent to Meriden Green. The image of downtown could be freshened with public art, landscaping and gateway treatments while courtyards and alleys are activated to create a continuous, aesthetic network.

Tactical urbanism to allow for creative, flexible experimentation with public space provides low-cost, short-term achievements. These often-playful tactics are incredibly effective in building grassroots community support, and could be another consideration in improving the appearance and function of the TOD District.



# Building Evaluation



## **9-11, 13-17 COLONY STREET MERIDEN, CT.**

**Prepared for:**  
The City of Meriden

**Prepared by:**



100 Constitution Plaza  
Hartford, CT

**October 5, 2017**

**BL 16C5987**



## EXECUTIVE SUMMARY

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The City of Meriden engaged BL Companies to update an existing evaluation and condition survey of two buildings, located at 9-11 and 13-17 on Colony Street, Meriden, Connecticut. The original evaluations were performed in 2004.

Access to the buildings exists on Colony Street to the west and a sidewalk to the east (rear of the buildings). These buildings are interconnected and are constructed of masonry bearing walls and a combination of wood and steel framing members.

The existing roof is relatively new, but needs to be cleaned of debris. Some improvements and modifications to the existing façade work have been implemented since the last BL visit in 2004, including coating of the front and rear facades with waterproofing paint and replacement of rear façade windows and storefront systems.

The stone veneer appears to be in good condition. The stone should be cleaned and re-pointed as necessary at all joints. With the exception of improved facades, the existing masonry exterior needs to be cleaned and sealed with a clear sealer to prevent water infiltration. On the front façade, the existing storefront construction needs to be replaced.

For the most part, interior spaces have been selectively demolished and are devoid of any internal partitions. Presently the building is not accessible to persons with disabilities, which would be a requirement under the Change of Use regulations of the State of Connecticut Building Code.

It is recommended that some of the roof framing be reframed to remedy sagging. It is recommended that the attic floor of 9-11 not be used for any purposes. The temporary shoring of roof beams should be replaced with appropriate bearing material immediately.

New HVAC and plumbing systems need to be designed and installed for the desired use and occupant load. The desired use group for the building will dictate the need for fire suppression. The electrical switchgear and utility connections are generally in good condition. Obsolete subpanels and wiring should be removed, emergency lighting and exit signs to meet Connecticut State Code requirements should be installed as required by the selected use groups and occupancies.

The Opinion of Probable Project Costs for improving these buildings, excluding tenant fit-out costs, is anticipated to be \$1,790,000 in 2018, including \$282,000 of soft costs. Adding a fire suppression system would add \$175,000 to the project.



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## **SCOPE OF WORK**

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The City of Meriden engaged BL Companies (BL) to update an existing evaluation and condition survey of two buildings, located at 9-11 and 13-17 on Colony Street, Meriden, Connecticut. The original evaluations were performed in 2004.

The purpose of consultant services was to re-evaluate the general condition of the building and to comment on any deficiencies, maintenance items, or the need for remedial work.

This evaluation considered the major building components and focused on items related to the general construction. The evaluation was limited to components that were readily visible. It did not consider interior finishes, tenant improvements, or tenant equipment. No destructive testing or exploration were conducted during the evaluation.

Estimated remaining useful life is provided for major equipment and building components. Replacement or remedial costs are provided for any items requiring work within a ten-year period. These costs are based upon our limited investigations and are intended to provide an order of magnitude cost for budgeting purposes.

It is understood that not all conditions and details could realistically be reviewed within the allotted time frame or scope of work. Rather, sufficient observations were made of readily visible components from which to conclude and offer an opinion as to the general condition of the building. Professional services were performed in accordance with the normal standard of care and generally accepted standards of the profession.

This report discusses our findings and conclusions. These are based upon our architectural and engineering judgment and limited investigations.

This report is structured as follows:

- Evaluation Procedures
- Building Components (for each major building system)
- Opinions of Probable Cost

## **EVALUATION PROCEDURES**

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On-site observations were performed by BL personnel on September 22 and 28, 2017. The buildings were vacant, and selective demolition had been performed on all finishes and systems at the time of the visits.

A representative portion of the buildings were reviewed in order to provide sufficient information from which to prepare our recommendations and conclusions. Access was made to the first, second, third, and fourth floors as well as the accessible portions of the roof.

The evaluation essentially involved visual observations with little or no physical investigation. The review was limited to visible elements. Building components considered in this report include:

- Building Envelope
- Interior Architectural Components
- Structural Systems
- Mechanical (HVAC, Fire Protection and Plumbing) and Electrical Systems

## **BUILDING EVALUATION**

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### **I. General Property Description 9-11 and 13-17 Colony Street**

The property is located between Colony Street and State Street and runs parallel to the railroad tracks. East Main Street forms the southern boundary of this block.

Access to the buildings exists on Colony Street to the west and a sidewalk to the east (rear of the buildings). The sidewalk runs parallel with the railroad tracks running north and south and creates an alley named Railroad Avenue, and connects the new Railroad Station to East Main Street.

There is approximately 85' of store frontage at the first floor along 9-11 and 13-17 Colony Street, with entrance doors to various spaces within the building, and a similar length along Railroad Avenue at the basement level, which is at grade at the rear of the building.

Buildings 9,11, and 13 Colony Street consist of a 4 story building with a basement floor at the rear of the building. Number 17 Colony Street consists of a 3 story building with a basement floor.

*Number 9-11 is on the right,  
13-17 on the left*



There is a lower roof section accessible from the rear of the second floor at 13-17 Colony Street with access to the upper roof via a ladder. Access to the roof at 9-11 is at the attic space thru a roof dormer.

Adjacent buildings are attached to this structure on the South side of the building. Windows are located on both the West and East elevations of the building.

These buildings are interconnected and are constructed of masonry bearing walls and a combination of wood and steel framing members. The main entrances to these buildings are on Colony Street with basement access at the rear.

The following is a brief synopsis of the condition of the building and the recommendations for work to be performed:



*Rear building elevations.  
Number 9-11 is on the left,  
13-17 on the right.*

## **ARCHITECTURAL COMPONENTS**

### **I. Building Envelope**

#### **A. Roofing**

It appears the buildings have been re-roofed since the previous BL Companies (BL) visit in 2004. Flashings and copings have been replaced, and there is no evidence of recent water infiltration inside the building.

The new roofing system consists of an EPDM membrane with aluminum copings. The entire roof area could not be observed, but the accessible portions of the roof were marred by construction debris.



*Lower roof at 13-17  
with abandoned condensing unit and  
debris*

The roof at 9-11 could not be accessed, but there was no evidence of water infiltration or daylight as had been present at the last visit. It is presumed that that roof has also been replaced.

#### **Recommendations:**

Debris need to be removed, and roof drains checked for obstructions.

### **B. Exterior Walls and Openings**

Some improvements and modifications to the existing façade work have been implemented since the last BL visit in 2004, including coating of the front and rear facades with waterproofing paint and stucco, and replacement of rear façade windows and storefront systems.



*Rear façade improvements include stucco and painted brick, storefront construction and new windows.*



*Front façade improvements consist of stucco application on the existing building. The storefront construction is near the end of its useful life.*

The exterior of the building is constructed of several different materials. The main mass of the building is constructed of masonry bearing walls with applied materials in various locations. In the front of the building there are stone veneer as well as a stucco finish located on the northwest side of the building. Attached to the building exists many signs and or siding which has been applied to the original building over the years.

### **Masonry**

Presently in many locations, but primarily the north wall, the masonry has spalled because of water infiltration. Once water enters the building masonry is exposed to a freeze thaw cycle and eventually spalls the masonry. The spalled masonry elements need to be removed and or sealed depending upon their condition. If a piece of masonry is loose it should be replaced and or re-pointed as required to create a watertight building envelope.



*North wall of the building, showing spalled paint and brick.*

### **Stone Veneer**

The stone veneer appears to be in good condition. The stone should be cleaned and re-pointed as necessary at all joints.

### **Recommendations:**

On the un-improved facades of the buildings (a portion of the east and the north), the existing masonry construction needs to be re-pointed and sealed. Failed masonry and mortar should be removed and repaired to its original condition. With the exception of improved facades, the existing masonry

exterior needs to be cleaned and sealed with a clear sealer to prevent water infiltration.

On the front and side facades, the existing applied materials and equipment should be removed. Once the original exterior of the building is exposed it needs to be cleaned, repaired and caulked and or sealed as required.

On the front and side facades, the caulking around windows and doors needs to be removed, cleaned and re-caulked as required.

On the front façade, the existing storefront construction needs to be replaced. The existing glass block features at number 7 need to be repointed, and the broken glass block units replaced.

## **II. Interior Architectural Components**

For the most part, interior spaces have been selectively demolished and are devoid of any internal partitions, with the exception of one tenant space at number 11, and basement spaces.

Presently the building is not accessible to persons with disabilities, which would be a requirement under the Change of Use regulations of the State of Connecticut Building Code. The various entrances to the buildings and access to and egress from the upper floors need to be reviewed at the time when the buildings' alterations are scoped out.



*Existing vacant tenant space in Number 11.*



*Second story vacant space in Number 9, with monumental staircase to the floor below.*

**Recommendations:**

The determination of the uses that will occupy these spaces will determine the layout of the floor plan and the need for accessibility to persons with disabilities.

The floor plans will need to adhere to all applicable codes for this building. Depending upon the occupant loads that are generated by the selection of a specific use group for the building, the number of exits and stair requirements for egress will be developed.

The building code dictates which areas and heights are allowable based upon the use group selection for this building. The area is calculated between fire walls and to all exterior walls. Specifically, the masonry wall traveling east and west within the middle of the building extends to the roof above and provides protection between the two buildings. This fire separation wall needs to be maintained to reduce the area of each building and allowing more acceptable uses to exist within these buildings. Presently there are doorways which pass thru this wall to the adjacent building, these doors need to be rated in these locations to maintain the integrity of the wall.

## **STRUCTURAL SYSTEMS**

### **I. 9-11 Colony Street**

The building located at 9 Colony Road in Meriden, Connecticut, is a four-story structure, which includes a basement level that exits to grade on the east side of the building. The street level on the west side of the building enters the 1st floor level. The building is confined to the north and south by adjacent buildings with common separation walls. The exterior walls of the structure, including the separation walls, are multi-wythe brick walls that extend through the roof.

The roof is a gable-style roof, sloping from a center ridge towards the front and back. The roof structure consists of timber planking on 2x6 rafters at approximately 20 inches on centers, supported on four timber trusses which clear-span from side wall to side wall and divide the attic space into five equal bays. A portion of the center ridge has been removed, and severe sagging in the roof has occurred as a result. This sagging is also pushing the roof trusses out of plane. The roof trusses otherwise appear to be in good condition, with some minor movement at the joints. The roof decking is generally in good shape, with some isolated areas of water damage.

The attic floor of this space is framed by 2x8 floor joists spaced at approximately 16 inches on centers, and only occurs in the center three bays. The outer bays adjacent to the front and back exterior walls have no attic floor joists. A secondary ceiling framing occurs below the attic floor framing, and consists of 2x6 ceiling joists spaced at 16 inches on centers, which supports a plaster ceiling with an ornamental tin covering. The attic floor deck, attic floor joists and ceiling joists show no major sign of deformation.

The 3<sup>rd</sup> floor framing consists of 2x12 floor joists spaced at approximately 16 inches on centers, that span approximately 14 feet and are supported by steel girders that clear-span from side wall to side wall. Typical floor deck is 1x6 planks, while the ceilings are plaster. The floor deck and floor joists appear in good condition, and show no major signs of deformation.

The 2<sup>nd</sup> floor framing was not visible, but is assumed to be similar to the 3<sup>rd</sup> floor framing. No major signs of deformation are noticeable in the floor and ceiling planes, and it is assumed that the framing is in good condition.



*Third floor framing showing original framing members, repaired subfloor above, and secondary ceiling framing with some new electrical rough-ins.*

The majority of the 1<sup>st</sup> floor framing also was not visible, but the ceiling in the basement area indicate that beams are located in similar locations to those on the upper floors, but are supported at mid span by steel pipe columns. The front portion, along the street side of the building, consists of a slightly sloped concrete floor supported on either steel or concrete girders. No major signs of deformation are noticeable in the floor and ceiling planes, and it is assumed that the framing is in good condition.

The floors of this building are generally in good condition, with its live load capacity calculated to be on the order of 70 pounds per square foot.

The basement floor slab appears in good condition, with no signs of major settlements.

#### **Recommendations:**

It is recommended that the roof framing at the ridge bay be reframed to remedy the sagging ridge, and that the roof trusses be brought back to plumb. This framing should also include collar ties from truss to truss to prevent any future lateral spread. Steel plate connectors are recommended to be installed at all timber truss joints to strengthen these junctures. It is further recommended that the remainder of the roof rafters be sistered to bring the roof's capacity up to current code requirements.

It is recommended that the attic floor of this building not be used for any purposes.

## II. 13-17 Colony Street

The building located at 17 Colony Road in Meriden, Connecticut, is a three-story structure for the front half of the building and a two-story structure for the back half of the building. This includes a basement level that exits to grade on the east side of the building. The street level on the west side of the building enters the 1st floor level. The building is confined to the north and south by adjacent buildings with common separation walls. The exterior walls of the structure, including the separation walls, are multi-wythe brick walls that extend through the roof.

The roof of the three-story portion is a flat roof, sloping from front to back. The roof structure consists of timber planking on 3x12 rafters at approximately 16 to 20 inches on centers, supported on the front brick wall, a center timber bearing wall, and on the back brick wall of the three-story portion. The roof deck and roof rafters appear in good condition, with isolated areas of past water damage.

The roof of the two-story portion is a flat roof that is at the same level as the 2<sup>nd</sup> floor, and is sloped slightly back towards the center of the building to internal drains. The roof structure consists of timber planking on 3x12 rafters at approximately 16 to 20 inches on centers, supported on the side brick walls and on a center support. The roof deck and roof rafters appear in good condition, with isolated areas of past water damage.

The 2<sup>nd</sup> floor framing consists of 2x10 floor joists spaced at approximately 16 inches on centers, that span approximately 14 feet and are supported by steel girders that span from side brick wall to a steel column in a partition wall to the other side brick wall. Typical floor deck appeared to be 1x6 planks, while the ceilings are plaster. From what can be seen, the floor deck and joists appear in good conditions, with no major signs of deformations.

The 1<sup>st</sup> floor framing consists of 2x10 floor joists spaced at approximately 16 inches on centers, that span approximately 14 feet and are supported by steel girders. The general layout of the floor girders changes from the three-story portion to the two-story portion of the building. In the three-story portion of the building, the girders run front-to-back at approximately 11 feet on centers, while in the two-story portion of the building, the girders run side-to-side at approximately 13 feet on centers. Typical floor deck appeared to be 1x6 planks, while the ceilings are plaster. From what can be seen, the floor deck and joists appear in good conditions, with no major signs of deformations.

The roof structure of the three-story portion of the building is generally in good condition, with its live load capacity calculated to be on the order of 30 pounds per

square foot. This meets the required uniform snow loading criteria in Connecticut, but does not account for any drift loading against the adjacent building walls. It should be noted that a portion of the bearing wall supporting one of the roof beams was removed, then immediately shored.



*Third floor framing showing removed bearing wall and shoring repairs..*

The roof structure of the two-story portion of the building is generally in good condition, with its live load capacity calculated to be on the order of 30 pounds per square foot. This meets the required uniform snow loading criteria in Connecticut, but does not account for any drift loading against the back wall of the front portion of the building, as well as the adjacent building walls.

The upper floor of this building is generally in good condition, with its live load capacity calculated to be on the order of 70 pounds per square foot. The street level floor of this building is generally in good condition, with its live load capacity calculated to be on the order of 90 pounds per square foot for the front half of the building and 70 pounds per square foot for the rear portion of the building.

The basement floor slab appears in good condition, with no signs of major settlements.

### **Recommendations:**

The roof structure of the three-story portion of the building should be provided with supplementary framing to be installed at the building edges to satisfy this loading condition. The shoring of the roof beam should be replaced with appropriate bearing material immediately.

The roof structure of the two-story portion of the building should be provided with supplementary framing to be installed at the building edges to satisfy this loading condition. The roofing should be replaced, with special attention being given to roof slope and drain locations, as a ponding condition is currently present on this low roof.

## **MECHANICAL AND ELECTRICAL SYSTEMS**

### **I. HVAC Systems**

#### **A. 9-11 Colony Street**

With few exceptions, the existing HVAC systems have been demolished as part of the selective demolition process that has occurred in these spaces. Heating has been removed from most tenant spaces, and very few have remnants of functioning air conditioning or ventilation.

Most of the restrooms were found to have been served by ceiling mounted exhaust fans being discharged in the ceiling plenum. These systems are no longer functional.

#### **Recommendations:**

New HVAC systems need to be designed and installed for the desired use and occupant load.

#### **B. 13-17 Colony Street**

With few exceptions, the existing HVAC systems have been demolished as part of the selective demolition process that has occurred in these spaces. Heating has been removed from most tenant spaces, and very few have remnants of functioning air conditioning or ventilation.

Most of the restrooms were found to have been served by ceiling mounted exhaust fans being discharged in the ceiling plenum. These systems are no longer functional.

**Recommendations:**

New HVAC systems need to be designed and installed for the desired use and occupant load.

**II. Plumbing Systems**

**A. 9-11 Colony Street**

There are a few plumbing fixtures scattered through the first floor and basement. None of them are accessible to persons with disabilities.

**B. 13-17 Colony Street**

There are a few plumbing fixtures scattered through the first floor and basement. None of them are accessible to persons with disabilities.

**Recommendations:**

The desired use group for the building once it is renovated will dictate the required number of plumbing fixtures. It is anticipated that all fixtures will be replaced in the renovated spaces.

**III. Fire Suppression Systems**

**A. 9-11 Colony Street**

The building is not sprinklered; there are no provisions for fire suppression in the building.

**B. 13-17 Colony Street**

The building is not sprinklered; there are no provisions for fire suppression in the building.

**Recommendations:**

The desired use group for the building once it is renovated will dictate the need for fire suppression.

#### **IV. Electrical Systems.**

##### **A. 9-11 Colony Street**

The electrical service equipment is located in the basement electrical room. It consists of a 400 amp disconnect that feeds a nearby meter bank. Service voltage is 208Y/120V-3Ø-4W. There are three meters presently, with sockets for an additional four. Each location has a 100 amp circuit breaker disconnect. All equipment is in good condition and can be re-used. The 400 amp disconnect lacks full working clearance, due to a partition. That could be easily corrected by a minor relocation of a section of the partition, if the wiring inspector deems it necessary.

No dedicated telephone service was noted during the site visit. However, the telephone service to the adjoining building is readily accessible in the service corridor common to both buildings.

The building does not contain a fire alarm system.

No Emergency Lighting and Exit Signs were noted at the site visit, except for the basement stores exiting to the rear of the property.

Electrical Panels seemed in serviceable condition and could be re-used.

##### **Recommendations**

Correct the working clearances at the main disconnect if required by the authority having jurisdiction.

Provide new panelboards and feeders from the available meter sockets, to suit any new tenant spaces configured from the upper floors areas.

Provide lighting fixtures with energy-efficient types to suit the tenant, as required during renovation.

Provide emergency lighting and exit signs to meet Connecticut State Code requirements.

Provide power wiring to all new HVAC units and plumbing appliances as required.

If the Occupancy Use Group (to be determined) requires a fire alarm system, provide one at that time.

#### **B. 13-17 Colony Street**

The main electrical service is supplied via a 225 amp circuit breaker in the basement. Power is 208Y/120V-3Ø-4W. The 225 amp breaker, in turn, supplies the tenant panels through several meters in the same room.

The main telephone service is located in the basement service corridor, just outside the mechanical-electrical room.

The building does not contain a fire alarm system.

No Emergency Lighting and Exit Signs were noted at the site visit, except for the basement stores exiting to the rear of the property.

#### **Recommendations**

Remove obsolete subpanels and wiring associated with vacant tenant spaces.

Provide emergency lighting and exit signs to meet Connecticut State Code requirements.

Provide power wiring to all new HVAC units and plumbing appliances as required.

If Occupancy Use Group (to be determined) requires a fire alarm system, provide one at that time.

#### **OPINIONS OF PROBABLE COST**

The following opinions of costs are calculated as a function of the scheduled and anticipated construction assemblies and components for the building and work associated with the retrofit and alterations to the core and shell of this building, and do not take into account tenant fit-out costs. These elements are factored by construction section line item costs on a square foot of assembly cost, resulting in a probable cost for the entire project.

The opinions of costs are based on the project elements described in this submittal, and are based on a single-bid method of delivery system.

The presented opinions of construction costs are based on year 2017 dollars, extrapolated to 2018 dollars. They exclude additional escalation costs and contingencies, which are incorporated into the soft costs portion of the project budget.

The probable costs are summarized as follow, and further described in the following pages:

	2017 Cost	2018 Cost
Opinion of Probable Construction Cost	\$1,436,000	\$1,508,000
Total Opinion of Probable Soft Cost	\$268,000	\$282,000
Opinion of Probable Project Cost	\$1,704,000	\$1,790,000

90-11 and 13-17 Colony Street				Existing Area	Weight	Weighted Area	
	Attic			2,006	Square Feet	0.10	201
	Third Floor			2,994	Square Feet	0.90	2,694
	Second Floor			5,471	Square Feet	1.00	5,471
	First Floor			7,191	Square Feet	1.00	7,191
	Basement (at grade rear)			7,191	Square Feet	0.75	5,393
	Sub-basement			7,191	Square Feet	0.10	719
	Total Area			32,043	Square Feet		21,669
	<b>Construction Square Foot Costs</b>					<b>\$66.27</b>	<b>\$69.59</b>
Code	Division Name	Quantity	Unit	Unit Cost	2017 Cost	2018 Cost	Remarks
01	General Conditions	15	PCT	\$ 1,471,055.37	\$ 220,658.31	\$ 231,691.22	
	Bond	2	PCT	\$ 1,624,363.42	\$ 32,487.27	\$ 34,111.63	
	Permit	1	EA	\$ 2,700.00	\$ 2,700.00	\$ 2,835.00	
02	Selective Demolition	21,669	SF	\$ 3.00	\$ 65,007.00	\$ 68,257.35	Complete demolition work
03	Concrete	14,382	SF	\$ 1.00	\$ 14,381.90	\$ 15,101.00	Miscellaneous repair and concrete fill-in
04	Masonry	32,043	SF	\$ 4.00	\$ 128,173.22	\$ 134,581.88	Masonry repair, stair and elevator shafts
05	Metals	21,669	SF	\$ 5.00	\$ 108,345.00	\$ 113,762.25	New egress stairs
06	Wood, Plastics and Composites	21,669	SF	\$ 4.00	\$ 86,676.00	\$ 91,009.80	Sheatgning and miscellaneous framing repairs
07	Thermal & Moisture protection	21,669	SF	\$ 5.00	\$ 108,345.00	\$ 113,762.25	Wall and ceiling/roof insulation
08	Openings	21,669	SF	\$ 3.00	\$ 65,007.00	\$ 68,257.35	Storefront and interior doors
09	Finishes	21,669	SF	\$ 2.00	\$ 43,338.00	\$ 45,504.90	Gypsum board construction and painting
10	Specialties	21,669	SF	\$ 2.00	\$ 43,338.00	\$ 45,504.90	Toilet accessories and partitions
11	Equipment	21,669	SF	\$ -	\$ -	\$ -	Not anticipated in Core and Shell
13	Special Construction	21,669	SF	\$ -	\$ -	\$ -	Not anticipated in Core and Shell
14	Elevator	1	EA	\$ 175,000.00	\$ 175,000.00	\$ 183,750.00	Elevator
21	Fire Suppression	32,043	SF	\$ -	\$ -	\$ -	See Note 3 below
22	Plumbing	21,669	SF	\$ 5.00	\$ 108,345.00	\$ 113,762.25	New distribution and fixtures
23	HVAC	21,669	SF	\$ 8.00	\$ 173,352.00	\$ 182,019.60	New systems
26	Electrical	21,669	SF	\$ 12.00	\$ 260,028.00	\$ 273,029.40	New distribution and subpanels
28	Telecommunications	21,669	SF	\$ 1.00	\$ 21,669.00	\$ 22,752.45	Utility demark
	<b>Opinion of Probable Construction Cost</b>				<b>\$ 1,436,000.00</b>	<b>\$ 1,508,000.00</b>	
Soft Costs	Professional Fees	7%		\$ 1,436,000.00	\$ 100,520.00	\$ 105,546.00	
Soft Costs	Municipal Administrative Costs	1%		\$ 1,436,000.00	\$ 14,360.00	\$ 15,078.00	
Soft Costs	Utility Fees	1	LS	\$ 10,000.00	\$ 10,000.00	\$ 10,500.00	
Soft Costs	Contingency	10%		\$ 1,436,000.00	\$ 143,600.00	\$ 150,780.00	
	<b>Total Opinion of Probable Soft Cost</b>				<b>\$ 268,000.00</b>	<b>\$ 282,000.00</b>	
	<b>Opinion of Probable Project Cost</b>				<b>\$ 1,704,000.00</b>	<b>\$ 1,790,000.00</b>	
	<b>Notes:</b>						
	1 Costs based on RS Means Building Construction Cost Data, updated for regional costs and Prevailing Wage requirements						
	2 These budget estimates are intended to be an order of magnitude to help establish a scope of the intended project. These estimates are based on very limited detail, with only superficial exploration of the condition of the facility. They include repair work that is deemed necessary or recommended.						
	<b>3 The cost of a fire suppression system would add \$175,000 to the project (2018 costs plus soft costs)</b>						

**Appendix**  
**Connecticut Main Street Presentation**



# DOWNTOWN MERIDEN RISING

The Silver City Reclaims its Luster

October 17, 2017



**MERIDEN 2020**  
BRINGING IT | TOGETHER



# Presenters



**Wayne Violette, PLA**

*Landscape Architect  
BL Companies*



**Val Ferro, AICP**

*Founder/Principal  
Good Earth Advisors LLC*



**Susan Olivier, AIA**

*Principal  
The Williams Group*

# Presentation

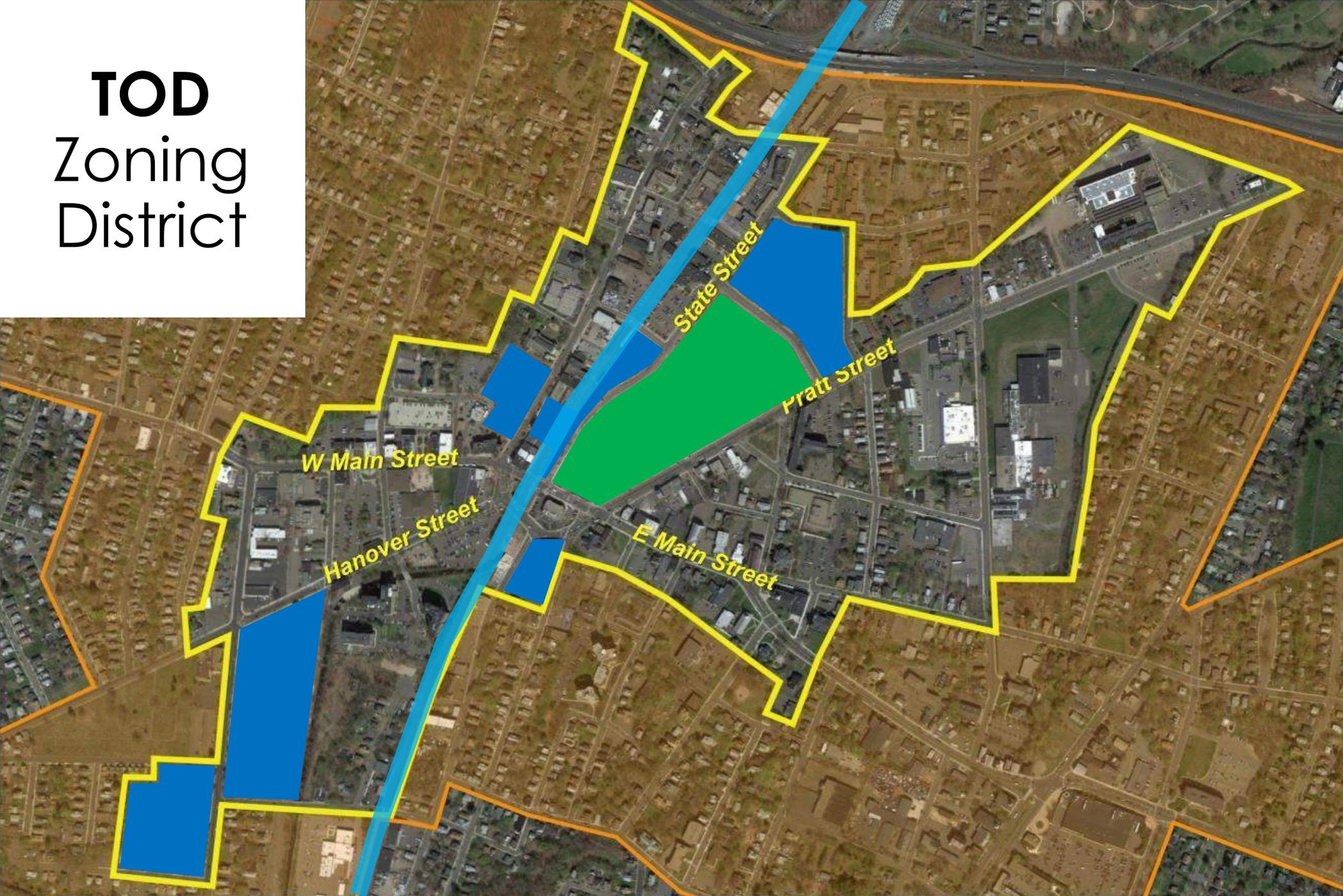


- **Market Analysis**
- **Re-use Building Analysis**
- **Public Space Concept**
- **Marketing Strategy**

# TOD Zoning District



**TOD**  
Zoning  
District





# Market Analysis

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# Market Analysis Objectives



- **Analyze Market and economic support for commercial, retail, incubator, live-work and cultural/arts to the new mixed use developments and the existing historic stock within the TOD District**
- **Examine current and projected ridership of the new commuter rail service and analyze real estate supportable**



# MERIDEN TOD: SUMMARY OF FINDINGS

***There is significant shortage of market rate housing inventory and a necessity to use new development as a means to diversify the downtown population and support more retail services and businesses:***

- **Economics:** Regional hospitality growth suggests focusing and capturing this audience using the creative economy, and vintage downtown buildings as co-working and marker space
- **Demographics:** The local and regional population is low growth, more urban and racially/culturally which offers tapestry opportunities but also has wealth challenges
- **MF Housing:** **At least additional 100 new units at \$400 per month over the HUD limits or at \$1800 per month are needed to increase support for more retail. Another 400 units more are supportable at market to above market rates in the next 5 to 10 years. **but, the TOD zoning code will ensure that future development is limited to 33% affordable.****
- **Retail:** Only the retail that has been proposed in the projects or approximately 44,000 SF is supportable now
- Retail development comes after new residential occupancy = downtown amenities, hip, and distinctively local @67,000 and 131,000 SF long term



**Lucky Labrador Brewing Company in Portland = Millennial targeting pub near transit in a hip downtown or emerging downtown**

**The crafts, the arts, merging with housing to create attraction, leverage the creative economy**



# MERIDEN TOD: SUMMARY OF FINDINGS

***Currently, limited ridership both on and off at the rail station primarily due to limited frequency of services. However, the increased development in downtown and increase in rail frequency will increase ridership:***

- **TOD station retail:** With Current ridership, there is less than 400 SF of retail directly related to ridership that is supportable. By 2030, then the future ridership can **support 3400 sf**.
- **Live work:** The demand for new affordable housing is deep enough to include artist live work, estimated in the range of 20 to 40 units in the affordable range.
- **Co-working:** Complements artisans and new economy in an old and distinctive building at street level on Colony or Main. This is estimated to be the limit of “office” space demand at 3500sf.
- **Office and industrial:** There are currently low rents and high vacancies--no additional demand at this time. Focus on co-working space.



Amherst Works—recent new build and viable co-working project



# MERIDEN TOD: ECONOMICS OF TOD DEVELOPMENT



# MERIDEN TOD: ECONOMICS OF TOD DEVELOPMENT

- **Business targeting and development are linked to an educated and skilled workforce.**
- **Education fuels economic development and supports neighborhood redevelopment.**
- **While there are many institutions accessible to Meriden, it may take an augmented downtown presence to tip the balance of re-skilling and attracting new business.**
- **Maker Space, links to educational institutions and support for creative economy and entrepreneurial incubation**



67 colleges/universities within 40 miles of Meriden- 5 within 10 miles

Universities and Colleges		
Name	Distance	Enrolments
Middlesex COO	7 miles	12000
Wesleyan University	7.5	3200
Central CT State University	10	12000
Charter Oak State College	10.6	2600
Yale University	22	12300
Quinnipiac University	21	9600
Gateway Community College	25	7900

# MERIDEN TOD: ECONOMIC AND BUSINESS TARGETING SUMMARY CLOSING THE GAP



## Current state:

Strong untapped artisan/maker community—especially related to historic silver smithing

Perception of crime

Downtown lacks significant retail attraction

## How to Close the Gap?

Housing and marketing towards creative community

Live work and market rate housing

Business targeting plan

Events and marketplaces

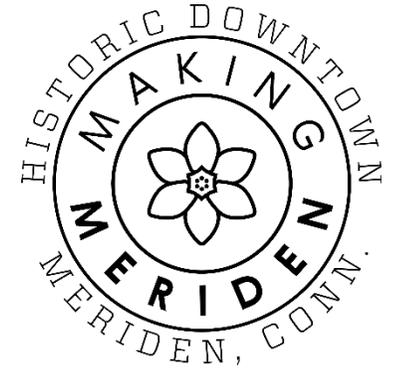
# Closing the Gap

Growth in artisan/maker community

Significant activity related to events and arts

Augmented economic base

# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT



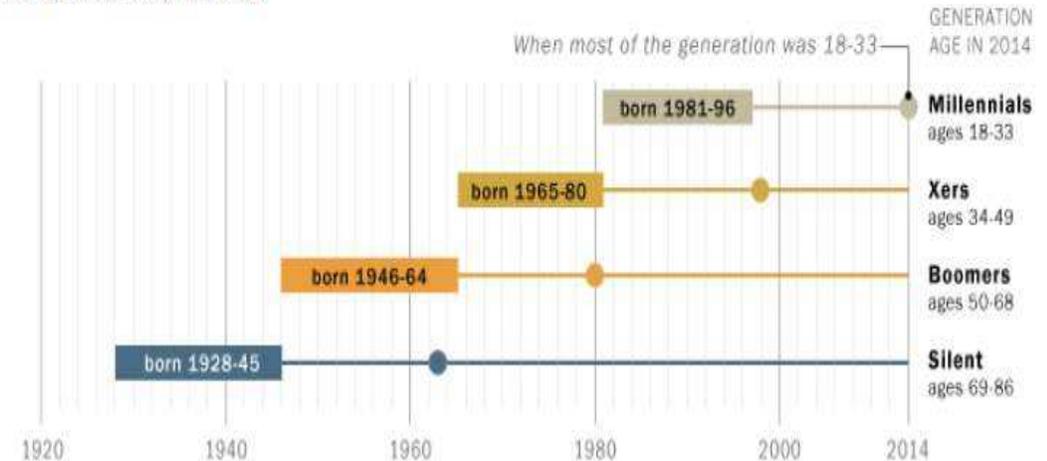
# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT

***Overall, a shortage of Multi-family housing targeted to Millennials and young college grads = additional opportunity for Meriden, especially as ridership and the schedules increase for the Hartford rail line:***

- Millennials outnumber Boomers nationwide as of 2017
- Millennial income=average \$76K per year



The Generations Defined



Millennials Defined by Pewsocialtrends.org

# MERIDEN TOD: DEMOGRAPHICS OF DEVELOPMENT

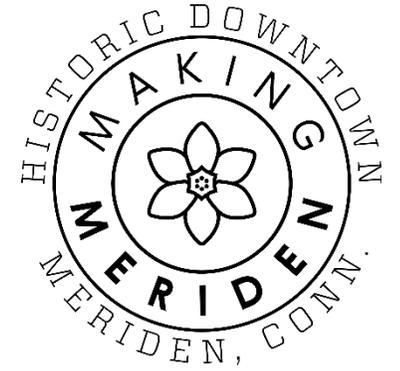


***Meriden's older housing stock indicates a market that is ripe for new housing that can also encourage more origination commuter TOD activity.***

- Older age of housing suggest needs for new build
- Clearly rental is the national trend and fits local trends
- Public transportation usage is still low and clearly needs a more frequent schedule to encourage ridership

	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
Meriden Demographics occupation classification					
blue collar	27%	18%	18%	17%	NAP
white collar	50%	65%	63%	64%	NAP
Transportation to work					
drove alone	78%	84%	79%	79%	
public transportation	2%	1%	4%	4%	
other (includes walk, bike and car pool)	20%	15%	17%	17%	
Transportation findings (average travel time 25 min)	<i>journey to work needs further investigation as most drive alone</i>				27 minutes
Housing					
Owner occupied	43%	68%	61%	67%	70%
renter occupied	57%	32%	39%	33%	30
Meriden Demographics	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
Housing findings	<i>urban dwellers more likely to rent and linked to occupation and income</i>				
Housing type and value	\$ 172,000	\$ 249,000	\$ 236,000	\$ 267,000	\$ 260,000
1 unit detached	33%	56%	51%	59%	55%
2 units	20%	8%	9%	8%	
3 to 49 units	34%	23%	28%	22%	
over 50 units	9%	5%	7%	5%	
Built since 2010	3%	8%	6%	2%	
built before 1939	45%	19%	25%	23%	16%
average year built	1948	1969	1962	1,964	1970
Housing Findings	<i>most urban dwellers live in building with 3 to 50 units and were built before 1948, therefore much older and more dense than outside urban area.</i>				

# MERIDEN TOD: DEMOGRAPHIC SUMMARY



## Current state:

Minimal transit usage  
Significant retail downtown vacancies  
Imbalance of affordable housing  
Beginnings of an artisan community

## How to Close the Gap?

Targeted wider income for MF housing  
Magnify local crafts and the new economy to increase tourism  
Concentrated development offsetting crime  
Events/programming to bring in retail traffic

## Closing the Gap

**New Targeted housing**  
**Retail supported by housing and visitation**

# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



**Based on spending power and capture, downtown Meriden can support the proposed square footage in the new housing developments, but only once the projects are occupied. (44,000 SF)**

**Long term, it is estimated that the downtown can support 100,000 SF of retail. The issue is that there is an estimated 100,000 vacant currently.**

RETAIL DEMOGRAPHICS						
source; Nielsen Clarita's Dec 2016 Pop facts	Proposed housing projects Meriden	5 min drive time	15 min drive time	30 min drive time	60 mile drive time	
Population	1,443	33,737	214,962	1,407,515	3,712,355	
Prime retail population 35 to 54		5,061	27,945	197,052	445,483	
Households	656	12,189	86,900	551,346	1,417,000	
growth 2016 to 2021	NAP	0.3%	0.7%	0.1%	0.3%	
average HH size	2.20	2.53	2.45	2.47	2.50	
median HHI	\$ 48,275	\$ 41,520	\$ 68,397	\$ 60,744	\$ 67,500	
Effective Buying Income rate(EBI)	0.80	0.80	0.80	0.80	0.81	
EBI per household	\$ 38,620	\$ 33,216	\$ 54,718	\$ 48,595	\$ 54,743	
Total Effective Buying Income	\$ 25,334,960	\$ 404,869,824	\$ 4,754,959,440	\$ 26,792,769,139	\$ 77,570,122,500	
Retail buying rate	51%	50%	51%	51%	51%	
Total Retail Buying Income	\$ 12,920,830	\$ 202,434,912	\$ 2,425,029,314	\$ 13,664,312,261	\$ 39,560,762,475	
retail buying income per HH	\$ 19,696	\$ 16,608	\$ 27,906	\$ 24,784	\$ 27,919	
Estimated sales per square foot (PSF)	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	
Retail Supportable SF	43,069	674,783	8,083,431	45,547,708	131,869,208	
Capture rate	30%	10%	1%	0.2%	0.1%	

# MERIDEN TOD: DEMOGRAPHICS OF RETAIL DEVELOPMENT



**Retail Leakage: General oversupply, but some opportunity sectors:**

- 93,000 SF supportable in food and beverage stores including downtown grocery
- 43,000 SF of food and drink, including bar, restaurants and related
- 21,000 SF of home furnishings, which fits in nicely to support residents in the new developments.

RETAIL STORES OPPORTUNITY	DEMAND (EXPENDITURES)	2016 SUPPLY SALES	OPPORTUNITY GAP	5 Min. drive time from Main st	SF SUPPORTABLE @ \$300/SF SALES	DISCUSSION
<b>Total retail sales</b>						
	\$479,526,000	\$550,625,000	\$ (71,099,000)	general oversupply	over supply of inventory in general	overall too much retail within 10 miles
building material and supplies	\$47,174,000	\$19,002,000	\$ 28,172,000	demand	93,907	appropriate???
Food and beverage stores	\$69,927,000	\$41,830,000	\$ 28,097,000	demand	93,657	to support new residents
clothing and related	\$22,935,000	\$69,552,000	\$ (46,617,000)	oversupply	(155,390)	
Department stores	\$23,723,000	\$67,601,000	\$ (43,878,000)	oversupply	(146,260)	
food and drinking places						some limited demand but works in downtown
Home furnishings	\$ 58,032,000	\$ 45,091,000	\$ 12,941,000		43,137	may be too small to be competitive
	\$9,134,000	\$2,831,000	\$ 6,303,000		21,010	
<b>Total retail sales</b>						
	\$4,044,011,900	\$4,447,787,000	\$ (403,775,100)	general oversupply	(1,345,917)	
home furnishing	\$84,158,000	\$46,102,000	\$ 38,056,000	demand	126,853	
food and beverage stores	\$ 526,764,000	\$ 485,592,000	\$ 41,172,000	significant demand	137,240	
convenience stores as part of food	\$ 22,357,000	\$ 12,303,000	\$ 10,054,000	demand	33,513	
specialty food stores as part of food						works after new residents move in
	\$ 42,694,000	\$ 10,890,000	\$ 31,804,000	significant demand	106,013	
clothing stores	\$ 191,677,000	\$ 224,865,000	\$ (33,188,000)	oversupply	(110,627)	
sporting good						may not reflect recent reorganization in the business
	\$ 63,312,000	\$ 25,787,000	\$ 37,525,000	demand	125,083	
food service and drinking places	\$ 470,132,000	\$ 456,520,000	\$ 13,612,000	some demand	45,373	great for downtown

# MERIDEN TOD: RETAIL DEMOGRAPHIC SUMMARY



## Current state:

Significant retail vacancies  
Retail \$ leakage  
Minimal retail services to residents

## How to Close the Gap?

Targeted wider income for MF housing  
Magnify local crafts assets to increase tourism  
Streetscape improvements  
Events to create downtown interest

## Closing the Gap

Retail square footage up to 100,000 supportable in mid to long term over existing

# MERIDEN TOD: REAL ESTATE MARKET FOR DEVELOPMENT



# MERIDEN TOD: RETAIL REAL ESTATE

***Trends: Top retail trends are highly bent towards urban retail and online retail, primarily Amazon with target audience shifting from Boomers to Millennial:***

- **Urbanization:** Between 2014 and 2050, urban dwellers will increase from 54% of population to 66% =more downtown retail
- **Millennials are driving Retail:** Millennial population larger than Boomers and for each new Millennial couple there is an increase in \$10K per year in local spending
- **Online:** Millennials like speed /convenience and purchase more on e-commerce than any other group—malls cannot compete—e commerce now 9% of retail sales
- **Urban shopping:** 18% of Millennials shop in urban stores and want a unique experience
- **Pop up Shops:** Short term investment in vacant space, can be seasonally focused and unique



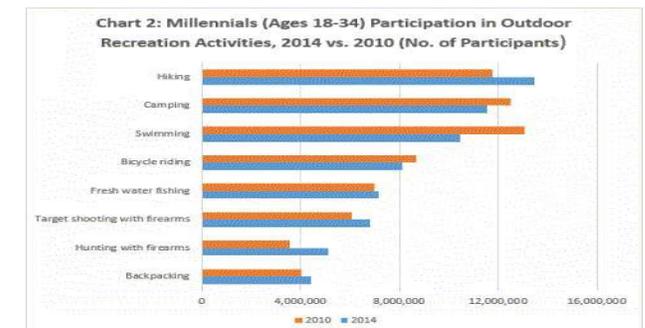
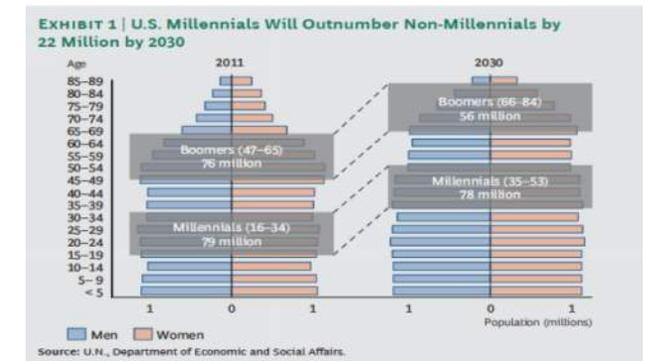
Urban markets create activity downtown

# MERIDEN TOD: RETAIL REAL ESTATE



## Who are the retail and housing customers?

- Millennials are moving into prime earning and spending years
- Boomers are aging and beginning to spend less
- Millennials preference for outdoors, health and renting homes vs. owning is critical to targeting
- Millennials tend to be more interested in organic, sustainable
- The Empty Nesters are more convenience oriented, less sustainable but also health conscious



# MERIDEN TOD: MULTI-FAMILY RESIDENTIAL DEVELOPMENT



**Demand: Generally, Meriden's multi-family inventory has been typically old and lacks amenities. However, the proposed new projects, either under construction or approved under Meriden 2020, include over 577 new units**

Meriden Demographics	5 min travel time from TOD	15 travel time	30 minute travel time	60 Minutes of 50 Main Street	USA
Household income					
Median HHI	\$ 41,520	\$ 68,397	\$ 60,744	\$ 67,500	\$ 53,000
Monthly rent affordable	\$ 1,142	\$ 1,881	\$ 1,670	\$ 1,856	\$ 1,458
estimated capture	3%	1%	0.05%	0.01%	
capture HH	366	435	276	142	
HHI findings	<i>more urban households are poorer</i>				

**Summary:** Target 1 (one) bed rent \$1350 and 2-bed min. rent \$1800

# MERIDEN TOD: TRANSIT RETAIL DEVELOPMENT



## Meriden as a TOD Origination?

- Current ridership is 49 = 356 SF Retail supportable
- Projected ridership is up to 400 persons by 2030 which could support over 3400 SF of retail
- However, 18 trains per weekday are scheduled for late 2018



60 State Street  
Meriden, CT 06450  
Station Hours  
Annual Station Revenue (2016): \$310,789  
Annual Station Ridership (2016): 17,735

Mode	cost	times to new haven	time travel
Amtrak	\$8	7 am, 8 am, 4 pm, 5 pm, 8 pm	25 min
thruway bus	\$8	738 am, 1122 am	57 minutes

spending per rider	retail spending	retail SF supportable	daily riders	Source
\$ 5.00	\$ 88,875	356	49	ConnDOT ridership
\$ 10.00	\$ 1,040,000	3467	400	projected

# MERIDEN TOD: ASSETS AND ISSUES FOR DEVELOPMENT

*Issues can be Opportunities not yet tapped: Non- real estate development issues need to be addressed ...including the addition of events and activities that create downtown interest by targeting visitors and potential future residents:*

## Arts and Events

- ✦ The key=new downtown residents and visitors
- ✦ Visitors need something unique and exciting to visit and spend money on a regular basis
- ✦ Artists are more likely to enter and live in a marginal downtown that others but they need the visitors to support their craft
- ✦ The events and art program is probably the most important new initiative to creating new support for retail and attracting a wider income basis of residents
- ✦ More diversified residential base will support more long term retail, create a safe environment for new businesses, both with a significant ripple effect
- ✦ Integrate new branding into EVERYTHING



Events are not permanent but less expensive and can create interest and spending

# MERIDEN TOD: REAL ESTATE MARKET FOR DEVELOPMENT SUMMARY



## Current state:

Inadequate housing for market rate MF demand  
Limited downtown retail  
Limited craft/artisan  
No co-working or flex office to match up and coming businesses

## How to Close the Gap?

Increase rail frequency  
Incentives for market rate MF units  
Target development community with market reconnaissance

## Closing the Gap

New Targeted housing  
Vibrant downtown retail  
Support institutions  
New businesses  
TOD environment

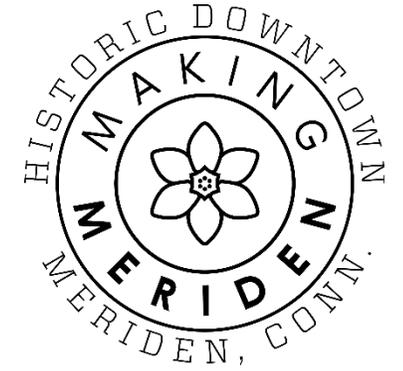


# Re-Use Building Analysis

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# 9-11, 13-17 Colony Street

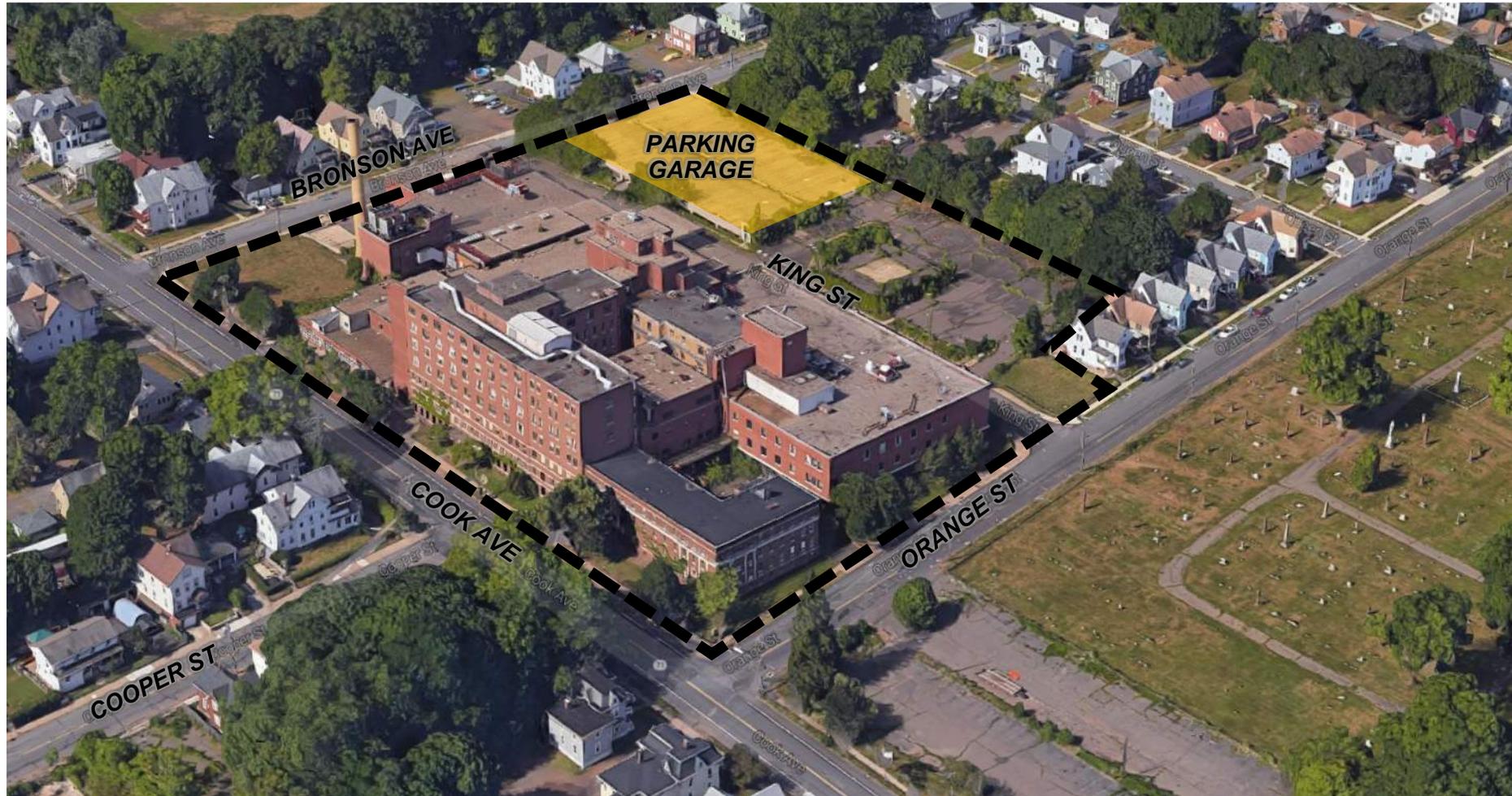




**9-11, 13-17 Colony Street**

- 2-4 story buildings
- 32K SF

# One King Place



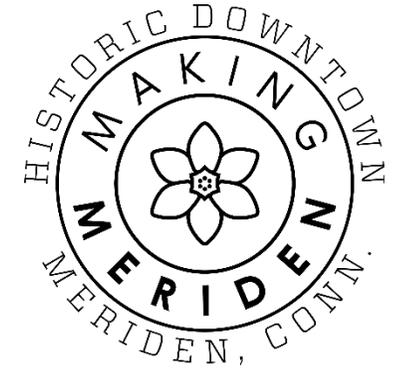


# Public Space Concept

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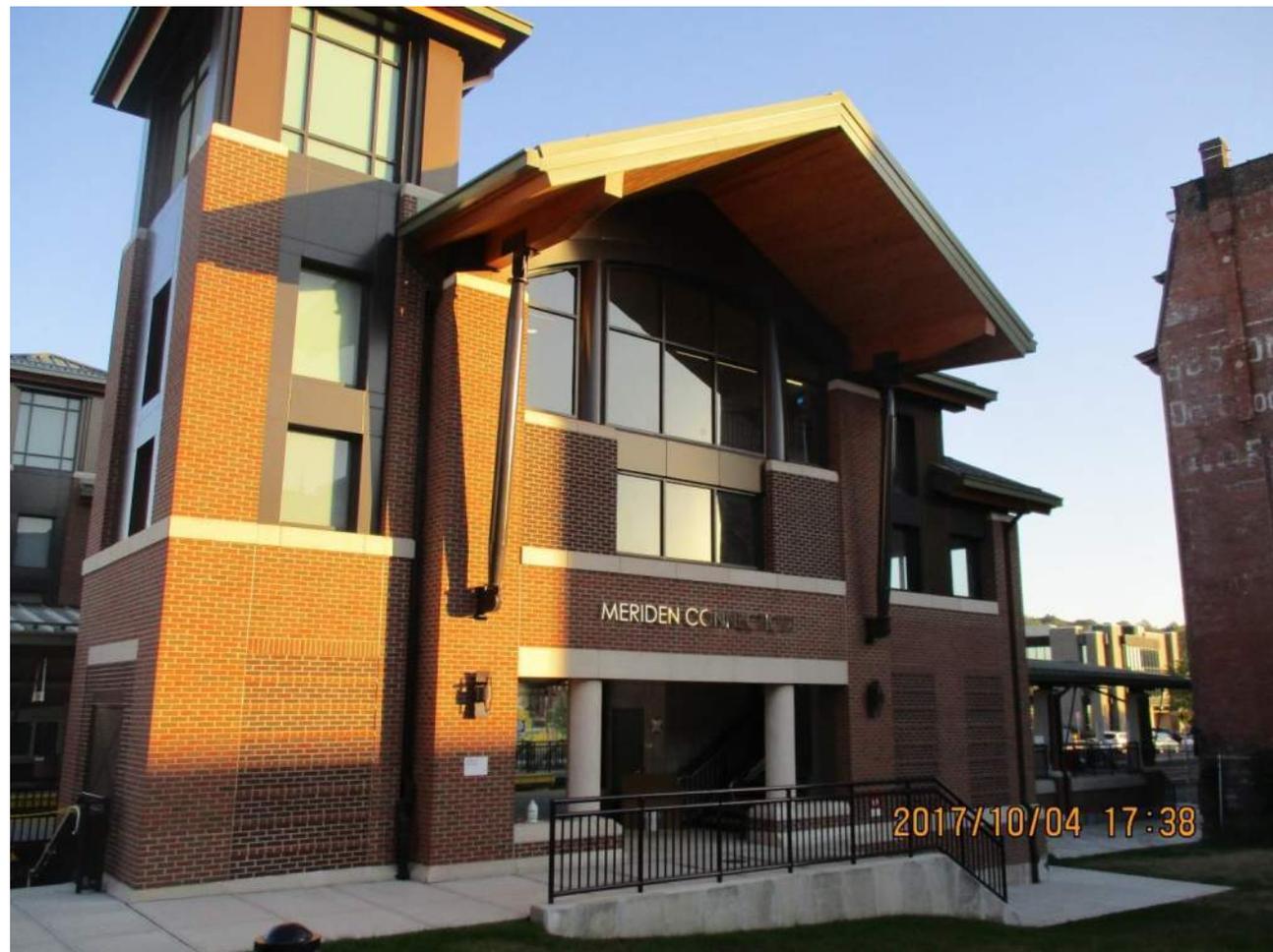


# Colony Street Train Entrance Pocket Park





24 Colony Street



New Train Station



2017/10/04 17:42

Wall Mural

1<sup>st</sup> Floor Façade  
Improvements

Outdoor  
Seating

Flexible Plaza Area

New Central  
Sidewalk

2017/10/04 17:42



Mural imagery by Bryan Patrick Todd

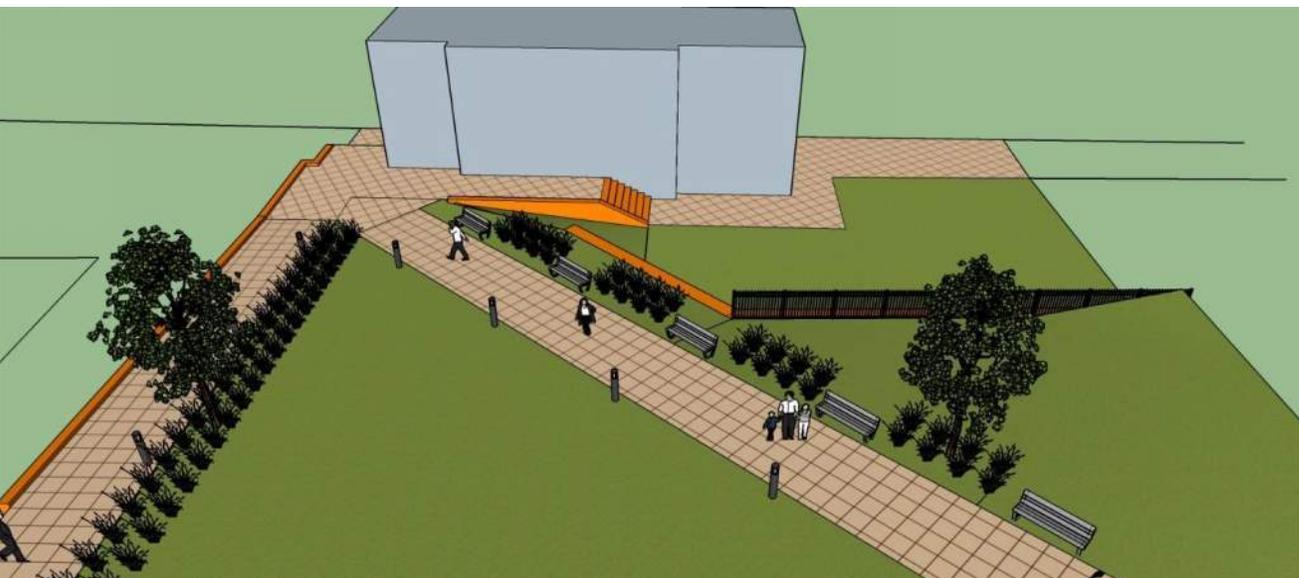




Mural imagery by Bryan Patrick Todd









# Testing the Market

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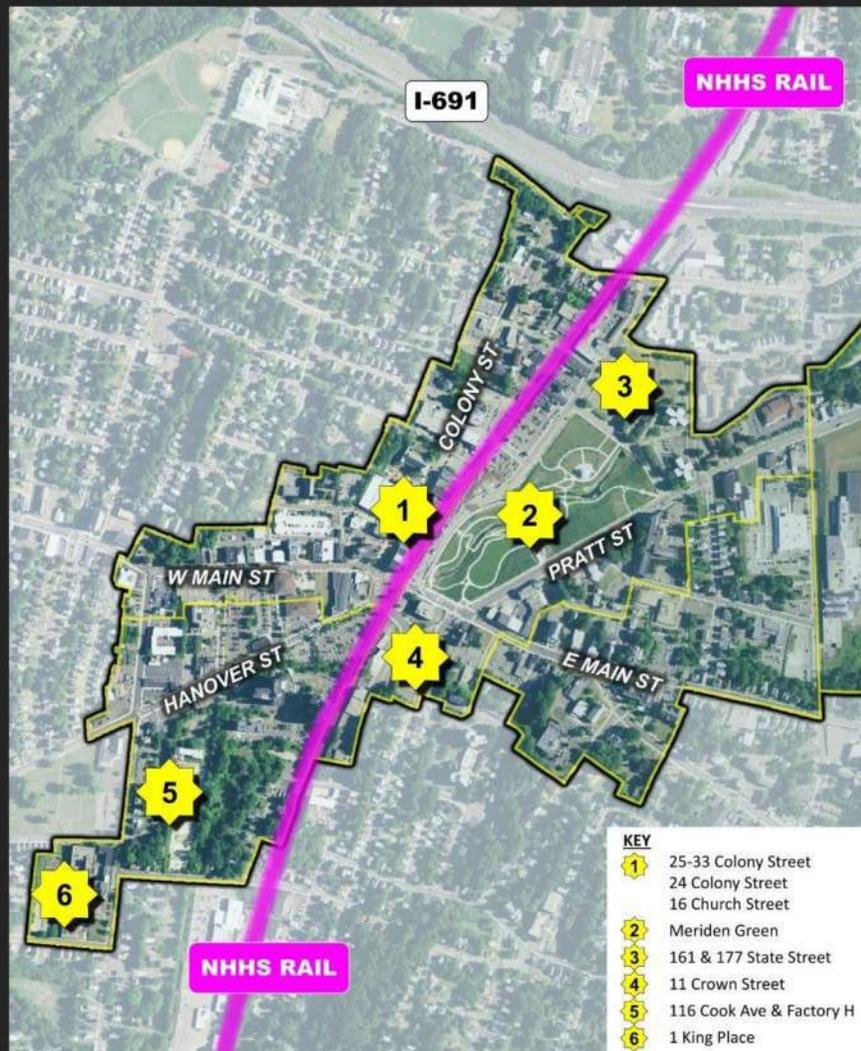


# ICSC Presence

Hartford - March 2017



# Meriden Downtown District TOD Development Opportunities



For more information please contact  
**Juliet Burdelski, Economic Development Director**  
P: 203.630.4151  
E: [jburdelski@meridenct.gov](mailto:jburdelski@meridenct.gov)

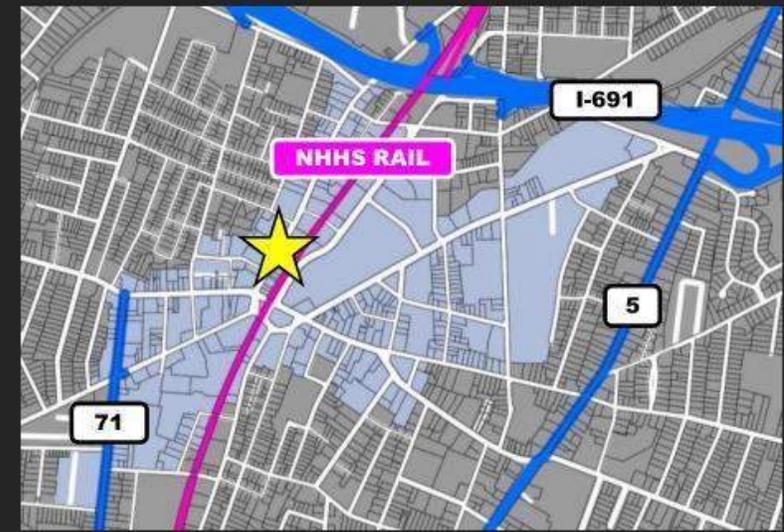
# 25-33 Colony Street



*View of site from Colony Street*



*Immediate Proximity to Meriden Transit Center, NHHS Rail Line and New Meriden Green*



*Downtown Meriden*

25 Colony Street    33 Colony Street

Lot Size 7,276 SF    Lot Size 5,500 SF



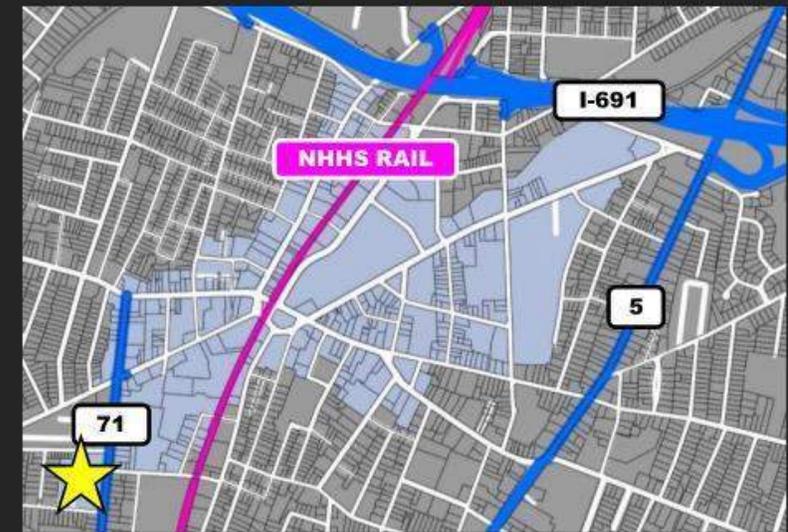
*Property Adjacent to New Meriden Transit Center*

# 1 King Place



*View from Cook St/ Cooper St Intersection*

- **One King Place** is located within the City's Transit Oriented Development (TOD) Zoning District.
- The site includes a 245,000 square foot building occupying two city blocks, a former parking garage, and land totaling 5.64 acres.



*Downtown Meriden*



*Former Meriden-Wallingford Hospital Site*

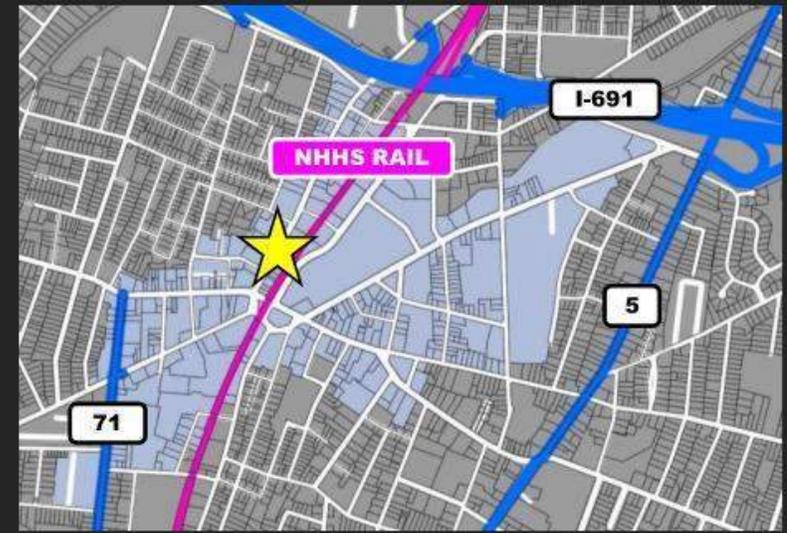
- The parcel is zoned TOD-Hanover, which allows for mixed use development and the adaptive reuse of historic structures.
- The property is located in the State designated Enterprise Zone.
- Significant environmental hazards exist at the site and must be addressed as part of site redevelopment.
- A key goal of the City is to redevelop the site into a private, mixed use development comprised primarily of commercial, retail, office or light manufacturing uses

# 24 Colony Street

- **10,000 SF Available Commercial Space**
- Located in downtown Meriden steps from the new commuter train station, 24 Colony Street is in the heart of the revitalized Historic District.
- The building features luxury one and two bedroom residences in a variety of styles, along with first floor commercial space.



*View along Colony Street*



*Downtown Meriden*



*Mixed-Use Development – Construction Completed in 2016*



*Street Access to Parking Garage*

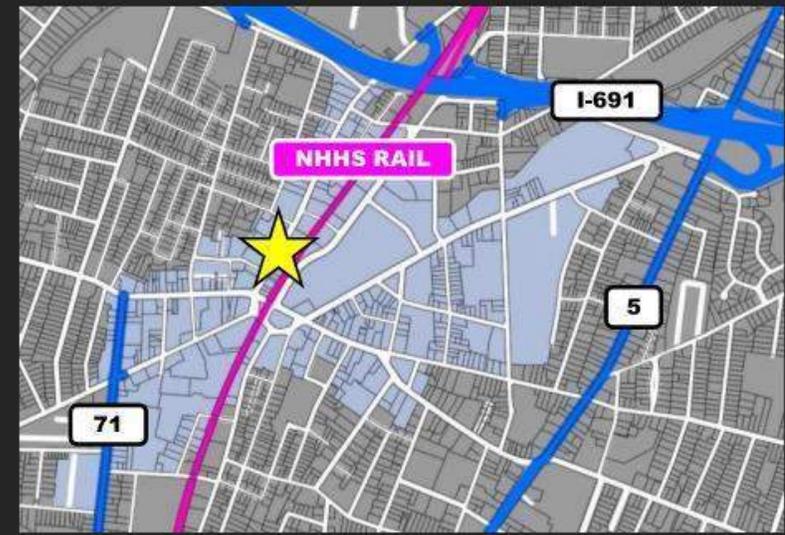


*Pedestrian Access to Transit Center*

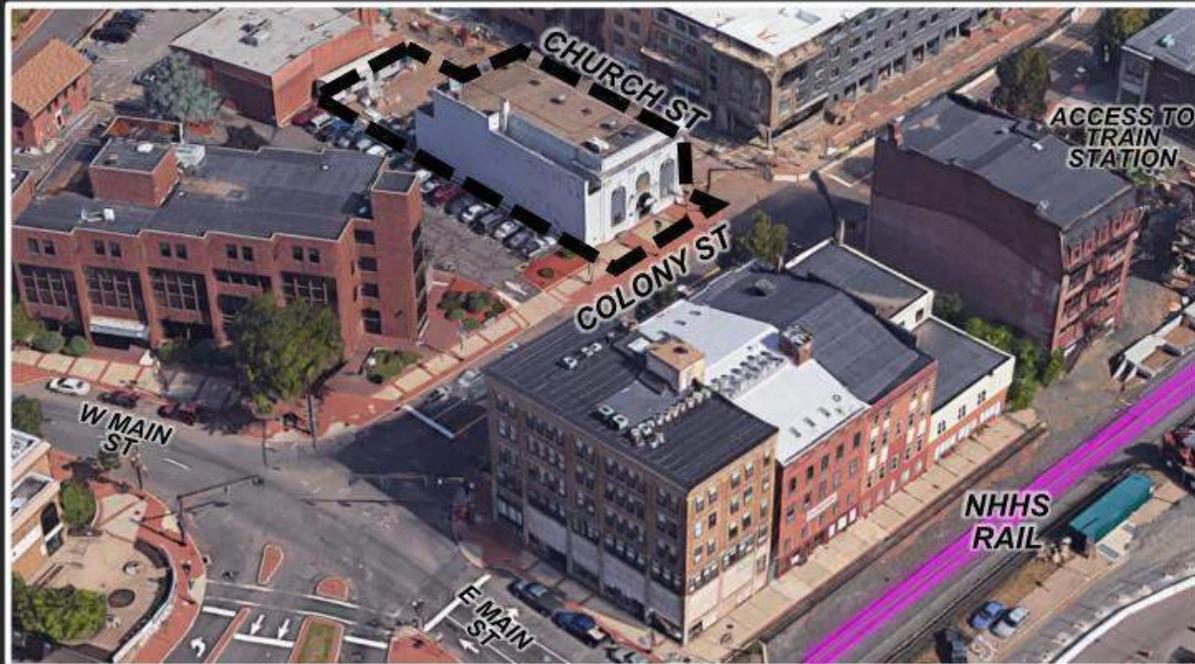
# 16 Church Street



Views from Colony Street



Downtown Meriden



## Building

Area : 8,600 SF

Year Built: 1922

## Lot

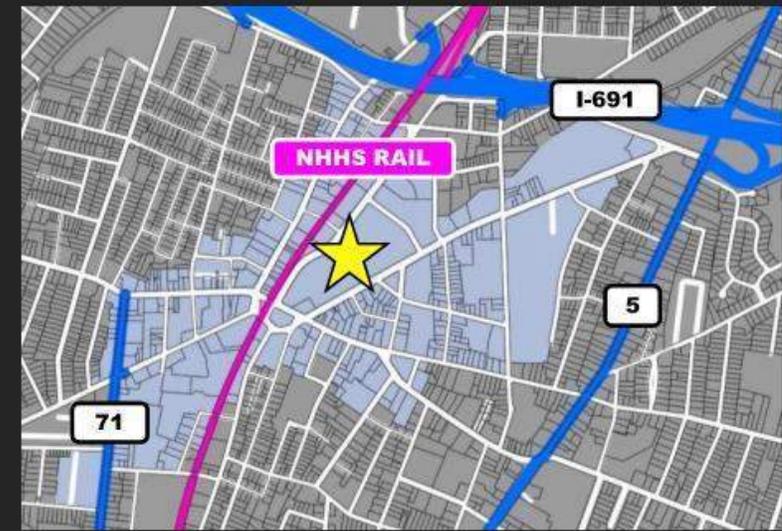
Area: 9,975 SF

Zone: TOD



Property in Close Proximity to New Meriden Transit Center

# Meriden Green



Downtown Meriden



Looking west from corner of State and Mill Streets

## Phase I

- 90 Residential Units
- Ground floor retail/ restaurant
  - 8,400 SF retail
  - 3,500 SF restaurant
- 87 parking spaces

## Phase II

- 80 Residential Units
- Ground floor retail/restaurant
  - 3,500 SF retail
  - 3,000 SF restaurant
- 75 parking spaces
- Pavilion Café
  - 1,600 SF restaurant
  - 7,500 SF patio

*The Meriden Green is located at the former "Hub" site, a 14-acre remediated brownfield site located at 77 State Street in downtown Meriden. Once a center of industrial and commercial activity, the site became abandoned and environmentally contaminated over time. In 2007, the City competed for and was awarded \$2.9 million in federal and state funds matched by local sources to assess the environmental damage at the site, to demolish the commercial buildings located there, clear the site for reuse, and to work with the community to develop a Site Reuse Plan.*

# 161 & 177 State Street



*Pennrose Properties LLC and the Cloud Company are working with the Meriden Housing Authority to develop 161 & 177 State Street into a mixed use development that includes 75 residential units and 6500 square feet of commercial space. Project construction will begin in 2017.*

## **Development Summary**

*75 residential units*

*6500 square feet of commercial space*



*Downtown Meriden*



*Current Mills Housing Complex and adjacent to New Meriden Green*

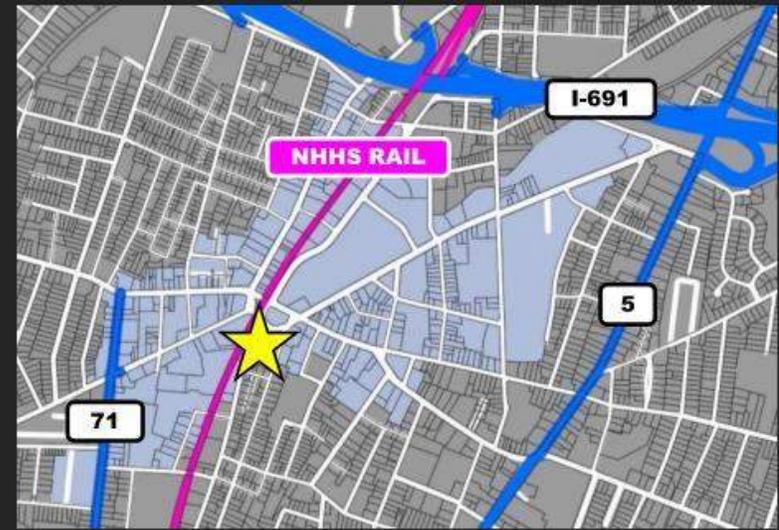
# 11 Crown Street

The Michaels Organization has been selected by the City to develop the former Record Journal site located at 11 Crown Street in downtown Meriden. The development plan includes construction of an 81-unit mixed use development following demolition of the Record Journal building in 2017.

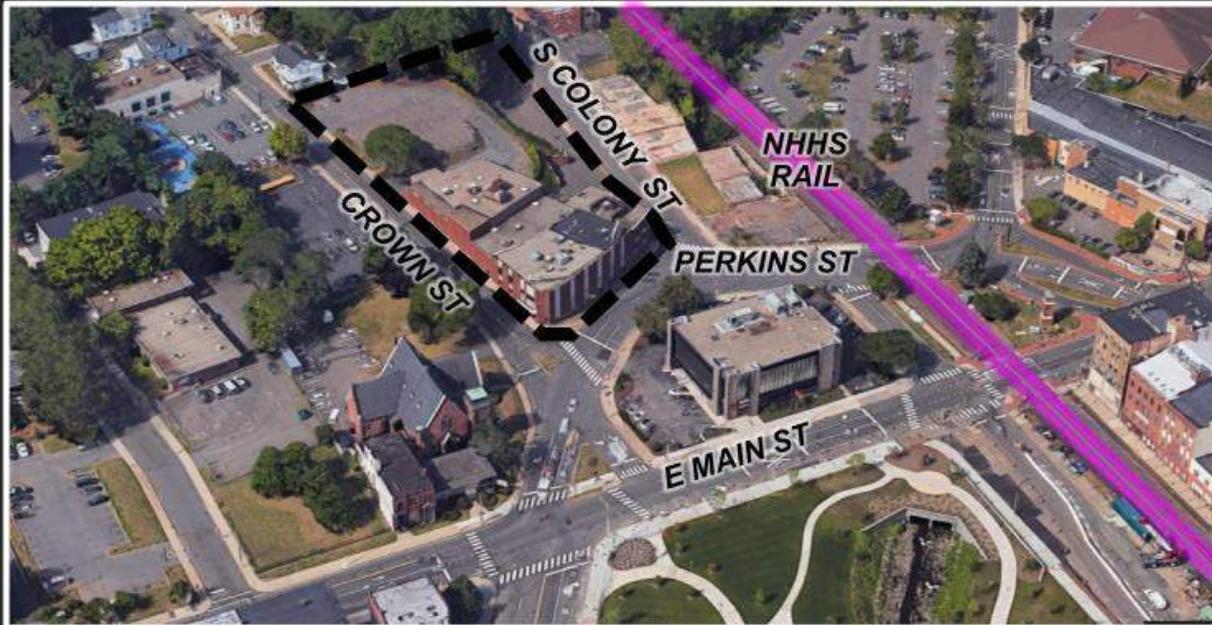


## New mixed use development

- 5 story building with 63 du
- 18, 3-story townhomes
- 59 affordable units (72%)
- 22 market rate (28%)



Downtown Meriden



Proposed apartment units on Perkins Square looking south



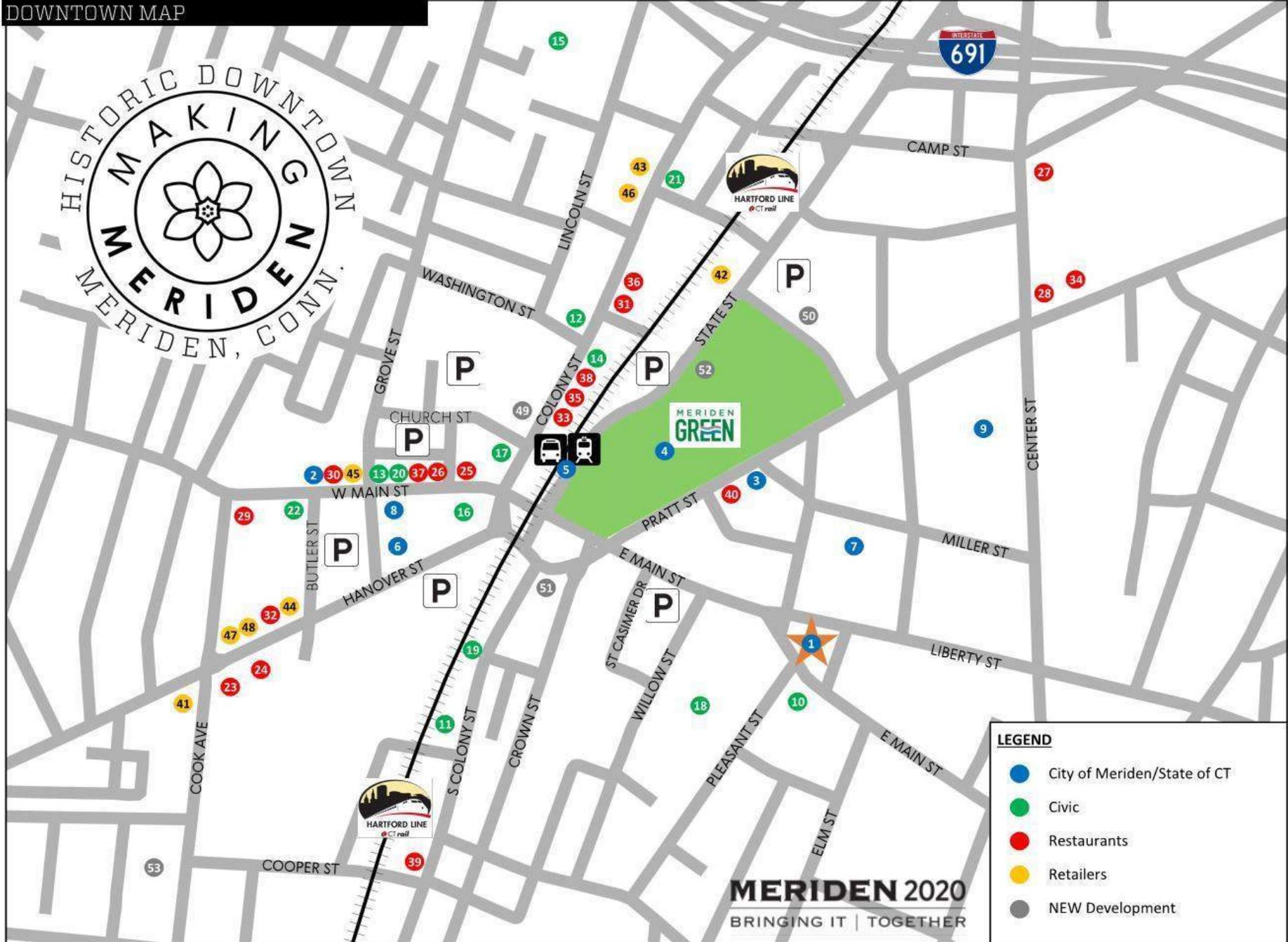
Proposed row style homes on S Colony looking north



# Initiating Downtown Promotion

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**LEGEND**

- City of Meriden/State of CT
- Civic
- Restaurants
- Retailers
- NEW Development

- 1 **City Hall**  
142 E Main St
- 2 **CT Department of Labor/  
American Jobs Center Network**  
85 W Main St
- 3 **Fire Department**  
61 Pratt St
- 4 **Meriden Green**  
77 State St
- 5 **Meriden Transit Center**  
Access from Colony  
and State St
- 6 **Police Department**  
50 W Main St
- 7 **Public Library**  
105 Miller St
- 8 **Superior Court House**  
54 W Main St
- 9 **United States Postal Service**  
190 Center St
- 10 **Augusta Curtis Cultural Center**  
175 E Main St
- 11 **Beat the Street  
Community Center**  
121 S Colony St
- 12 **Boys & Girls Club**  
15 Lincoln St
- 13 **Castle Craig Players**  
59 W Main St
- 14 **Gallery 53**  
53 Colony St
- 15 **Girls Incorporated of Meriden**  
130 Lincoln St
- 16 **Senior Citizens Center**  
22 W Main St
- 17 **Silver City Ballroom**  
16 Colony St
- 18 **United Way of Meriden  
and Wallingford**  
35 Pleasant St
- 19 **Valentin Karate**  
75 S Colony St
- 20 **WEPA Art Bar**  
35 W Main St
- 21 **Women and Families Center**  
169 Colony St
- 22 **YMCA**  
110 W Main St
- 23 **AJ's Oasis Café**  
142 Hanover Street
- 24 **Banana Brazil**  
124 Hanover St
- 25 **Bentleys Little Jamaica Cuisine**  
29 W Main St
- 26 **Café Dolce**  
33 W Main St
- 27 **Caribbean Restaurant**  
311 Center St
- 28 **Delicioso**  
234 Pratt St
- 29 **Dunkin' Donuts**  
132 W Main St
- 30 **Eben-ezer Restaurant**  
81 W Main St
- 31 **Honeyspot Pizza**  
93 Colony St
- 32 **La Brasa Grill & Restaurant**  
133 Hanover Street
- 33 **La Poblanita Grocery & Eatery**  
39 Colony St
- 34 **The Little Rendezvous**  
256 Pratt St
- 35 **Meriden Pizza Express**  
43 Colony St
- 36 **Mr. Lee's Deli**  
103 Colony St
- 37 **Nina's Café and Billiards**  
39 W Main St
- 38 **Pan Del Sinai II**  
47 Colony St
- 39 **V. Czapiga & Son Deli**  
11 Cooper St
- 40 **Wa Wah Kitchen**  
51 Pratt St
- 41 **Citgo Gas Station**  
80 Cook Ave
- 42 **Community Health Center/  
Walgreens Pharmacy**  
134 State St
- 43 **C-Town Supermarket**  
160 Colony St
- 44 **Interstate Glass**  
111 Hanover St
- 45 **Liberty Lagana Furniture**  
75 W Main St
- 46 **Meriden Community Pharmacy**  
152 Colony St
- 47 **Metro PCS**  
72 Cook Ave
- 48 **United Laundry**  
72 Cook Ave
- 49 **NEW Mixed-Use Development**  
24 Colony St
- 50 **Meriden Commons**  
161 & 177 State St
- 51 **NEW Mixed-Use Development**  
11 Crown St
- 52 **On the Green Mixed-Use Development**  
77 State St
- 53 **Historic Redevelopment Site**  
1 King Place



**MERIDEN 2020**  
BRINGING IT | TOGETHER

**LEGEND**

- City of Meriden/State of CT
- Civic
- Restaurants
- Retailers
- NEW Development



# Marketing Strategy

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**EXISTING BUILDINGS AND  
NEW MIXED USE  
DEVELOPMENTS REQUIRE  
CREATIVE AND UNIQUE  
APPROACHES TO FILLING  
FIRST-FLOOR SPACE**

# Potential Prospects

- Convenience grab-go food—but healthy, organic, local
- Commuter-oriented retail—technology, bicycles, printing, shipping (and receiving)
- Health & wellness
- Restaurants, bars, coffee, night-life
- Entrepreneurs, start-ups, technology-linked manufacturing, artists, others captured by the creative economy tag



## INVITE to build familiarity

- During construction, create interest through using full sized window displays and use social media to provide updates and contact information
- When the space can be safely accessed, establish occasional drop-ins for prospects to view the space without needing a formal time slot (and conveys no pressure setting)
- Organize rotating artist gallery or small incubator spaces free of charge
- Create a “feeder network”



## **ENGAGE** *directly with prospects*

- This is not a loopnet crowd! Use non-traditional methods (think Craigslist) and hosting events featuring local foods, bands, and brews.
- Consider monetary incentives to residential tenants who could become your ambassadors; underwrite artists/maker networking events.
- Keep spaces small and offer monthly fixed rates. Remember start-ups and entrepreneurs may not be familiar with the traditional real estate lease structure.
- Stay current with your residential tenants and their changing needs or wants



# **ACTIVATE** *using linkages & programming*

- spatial marketing: tie to users of public/common space, new train station, other attractions/destinations as linkages
- seek local/regional linkages and outlets
- Temporary programming builds momentum
- Long-term programming sustains tenants



# Temporary Programming Ideas

- Pop-up breakfast/dinners to go
- Seasonal interests (artists or events)
- Relevant/focused events (Free Bike Tune-up Day or bike rentals; free business start-up advice)
- Technology-gaming
- Rotating retail reflecting local foods





## Long Term Tenanting

- Tie to relevant demographics: arts/culture/maker space that is low-cost (off set by residential)
- Once nearly leased, examine census and continue to monitor, to ensure appropriate and supportable tenants are being targeted
- As residential tenancy grows, increased opportunities for retail is anticipated and could be further supported by the expanded transit schedule that will reach new employment nodes.
- Growth of restaurants, bars, and distinctive destinations that support night life will help support retail throughout downtown.

ON THE RADAR:

<https://storematch.com/>



Connects landlord vacancies directly with prospective tenants.

(just launched in US)

**Evolve**

and be **Flexible**

# Thank You!

