

Interim Report

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LISTENING TO THE COMMUNITY

By: Gianni Longo & Associates

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OVERVIEW

The DPZ team held stakeholder interviews in Derby on September 12 and 13. Gianni Longo (GLA), Susan Olivier (the Williams Group), Joseph Balskus (CDM Smith), Robert Orr (ROA), and Val Ferro (Good Earth Advisors) interviewed over 50 stakeholders for a total of seven group and four individual interviews.

Stakeholders included: downtown business owners, property owners, Realtors, local developers and architects, city staff, downtown residents, and representatives of local and regional organizations, employers, and foundations.

This report summarizes key recurring points made in the course of the interviews. **They represent perceptions and beliefs based on the stakeholders' own experience.** They will help guide the development of the Downtown Now! plan together with a rigorous analysis of infrastructure, land use, and market and fiscal conditions, conducted concurrently.

The interviews were the first step in engaging Derby's stakeholders and residents. Public workshops to be held on September 22, October 26, and the Derby Design Charrette (to be held the week of November 14) will add additional insights on community concerns, values, attitudes, and aspirations.

WHAT WE HEARD

The text that follows contains highlighted headers and bulleted lists. The list summarize key aspects of the interviews. Words in quote marks are a verbatim report of what was said.

The summary establishes a clear picture of issues and challenges the city faces today based on stakeholders' perceptions and beliefs. Together the comments create a community-driven road map of ideas for the future that will guide the DPZ team in planning for the downtown area south of Main Street.

Derby is not an island...

"Derby is not an Island, it's part of regional economy and a regional identity."

Derby is part of the Lower Naugatuck Valley, also known as "The Valley," which, in addition to Derby, includes Ansonia, Oxford, Seymour, Shelton and the surrounding areas.

The Valley population (130,000) puts it on par with New Haven and Waterbury. "Only by coming together as a region, we can have a voice."

Derby and Shelton are a "twin city" connected by a signature bridge, the greenways, waterfronts, and activities. "The July 4 fireworks are synced."

A lot is happening in the valley. Downtown Shelton is still a work in progress, and so is downtown Ansonia. "This makes our site a key site. The timing is perfect." Jobs are on everybody lists. "Connecticut is lagging in job recoveries from great recession, not back to full employment."

Derby and Ansonia have unemployment, which is higher than the rest of the valley, the State, and the Nation.

Only 23% of valley's residents work inside the valley. 77 % commute to New Haven, "That fact alone makes the train a key asset to the valley, to Derby, and to the redevelopment site."

STAKEHOLDER INTERVIEWS

Listening to the Community

Downtown Derby is in decline...

- Businesses are closing and there is little “walk-in business.” Elizabeth Street used to have more retail, restaurants, and office.
- The revitalization of downtown should “concentrate on lower Elizabeth Street.”
- The city demographics are changing, population is more transient, and there is a noticeable increase in homelessness.
- Absentee landlords are seen as a major problem. “The City’s blight committee works on cleaning up properties and setting liens to pay for costs of clean up to absentee landlords.”
- Downtown is considered generally safe. Anson and Lafayette Streets, Caroline Street and the Halo neighborhood are seen as the exception.
- Metered parking in downtown is seen as “anti-business” and there is strong agreement that existing parking garage is a liability. The parking structure is “obsolete, dangerous, and uninviting.”
- The existing housing stock in downtown is in poor condition and is “not economically feasible to renovate it.” Ownership has declined and rentals have increased.
- “Lots of seniors that cannot afford to move and must age in place” live downtown.

The redevelopment site is challenging...

- Previous attempts at redevelopment were based on proposals by a preferred developer. “The single development concept did not work.”
- There is agreement that conditions for redevelopment have improved. There is also agreement that a “multi-developer approach to attract more mid-sized developers” is preferable.
- Opinions are divided on whether the city should buy land in the study area. “City has a great bond rating and could borrow at low interest.”
- “The State should help the city in buying properties because through the TOD the city can create the necessary density to boost ridership.”
- There are concerns, however, about the extent of help the State can provide to assist the City in the redevelopment effort.
- Potential barriers to development were identified, in addition to the site’s checkered redevelopment history and the issue of land ownership previously mentioned. They include:
 - The water treatment plant that generates traffic and odors;
 - The general conditions of downtown and related negative perceptions about Derby;
 - The site’s topography with steep slopes and barriers to river views.

The widening of Route 34 is seen as a positive development...

- Uncertainty about the future of Route 34 (Derby’s Main Street) was mentioned as a critical component of the failure of previous attempts to redevelopment of the site. “Its design was not settled” creating uncertainty.
- There are high expectations that the proposed widening will finally come to fruition, putting the issue to rest.
- There is strong agreement that with the widening of Route 34 the City has the potential of fulfilling its role as the transportation HUB for the region. The crossing of Route 34 and 8, existing regional bus connections, and the Waterbury Rail Spur are listed as evidence.

- Opinions are divided, however, on the impact that the widening of the road will have on downtown Derby and the development site.
- On the one hand, there is a belief that the long awaited widening Main Street will strengthen Derby's position as a regional transportation hub and alleviate peak-hour congestions.
- On the other hand, improvements are seen as making Main Street into a barrier separating downtown and the redevelopment site. "Route 34 is too fast, people just fly by and pass through."
- Remedial solutions were proposed to improve connectivity between downtown and the redevelopment site. They ranged from pedestrian overpasses to reusing existing storage tunnels under the road.
- The proposed elimination of parking from the south side of Main Street is seen as "devastating" by existing Main Street business owners.
- The Railroad Station is viewed as central to the success of redevelopment site. "The folks in Avalon can catch the train in Derby to go to Stanford. Now they are driving."
- The station visibility, however, was characterized as poor with "homeless living under the highway underpass." "An improved train station and the redevelopment could bring tourism to Derby." "Tourism is a lost opportunity."

Mixed-use development on the site is strongly supported...

- The successful example of Shelton, across the river, tells Derby residents that there is "pent-up pressure for mixed-use residential attractive to millennial and empty nesters."
- Residential development will "increase customer base for retail." It would benefit both shops in the redevelopment and downtown.
- There are concerns, however, that a too big supply of housing and an economic downturn could lead to low income Section 8 rentals and further

downtown decline.

- The idea of an institutional entity to anchor the development site was brought up often. An anchor would "make Derby a destination" for residents and visitors and would insulate the development from market fluctuations. A community college, museum, and sport facility were singled out in the discussion.
- Increased access to and use of the river were also prioritized including water recreation opportunities, marinas, fishing piers, boat ramps, and physical reminders of the role the rivers had in Derby's history.

Infrastructure is adequate...

- There is excess sewer capacity in Derby. Current capacity rated at 3.5 million gallons. Upgrade of the pump stations will be costly.
- Freshwater is regionally supplied.
- Natural gas lines are in place.

Derby's Comparisons...

- Comparison were made between Derby and other communities:
- Downtown Seymour is "welcoming."
- Milford is a good precedent of a community that was "successful using housing as part of a TOD."
- Ansonia is good precedent in how to "attract single and young people, but needs more amenities."
- The Avalon development has helped change perceptions about Shelton and spurred similar developments along the river but it too needs more amenities.
- Milford's Post Road high-end shops are "attractive."

STAKEHOLDER INTERVIEWS

Listening to the Community

PRELIMINARY CONSIDERATIONS

The comments gathered through the stakeholder interviews provide context for a preliminary set of planning considerations:

- The redevelopment site is a unique opportunity, given the City's limited land availability.
- There is strong support for redeveloping the area south of Main Street in ways that benefit downtown and the city as a whole.
- Derby is a natural transportation HUB and strengthening that role is key to Derby's future.
- The river and the greenway are great recreational and natural assets that the plan should maximize.
- Celebrating Derby's history and character should be central to the redevelopment effort.
- There is recognition that more people living downtown and south of Main will benefit Derby...but there is fear that subsidized rents could bring further disinvestment.
- The expansion of Route 34 (Main Street) is welcomed... but should not become a barrier dividing downtown from the site.
- Upgrading conditions of the Waterbury Branch should be a state and local priority.
- Fragmented ownership of the redevelopment site should encourage an incremental approach to redevelopment.

These preliminary findings were presented at the Community Voices workshop prior to the Strong Places, Weak Places, and Opportunities for Downtown exercise.

OVERVIEW

The Community Voices workshop took place on September 22, 2016. It was the first public meeting of the extensive Downtown Now! community engagement process.

Community Voices was designed to meet the following objectives:

- Introduce the consultant team to residents.
- Share preliminary findings of the stakeholder interviews conducted September 16 and 17.
- Identify physical sites within the study area and in the immediate vicinity that:
 - Are strong and we can learn from, and
 - Are weak and can be improved for the community's benefit.
 - Gather ideas about the future of downtown.

This report includes summaries of the two interactive segments of the workshop: the Strong Places Weak Places mapping exercise and the Opportunities for Downtown brainstorm.

In the Strong Places Weak Places exercise participants identified strengths and weaknesses within the study area, linking them directly to specific downtown locations. They marked the strong places with green dots and the weak places with red dots. They then brainstormed about what makes a weak place weak and what makes a strong place strong.

In the Opportunities for Downtown each participant suggested two ideas for improvements in the study area. A total of 501 distinctive ideas were collected, sorted, and organized according to nine topics.

A. STRONG & WEAK PLACES: MAPPING

The Strong Places Weak Places exercise provided an at-a-glance snapshot of the strengths and weaknesses of the study area. The information was compounded in the three maps shown starting on the next page.

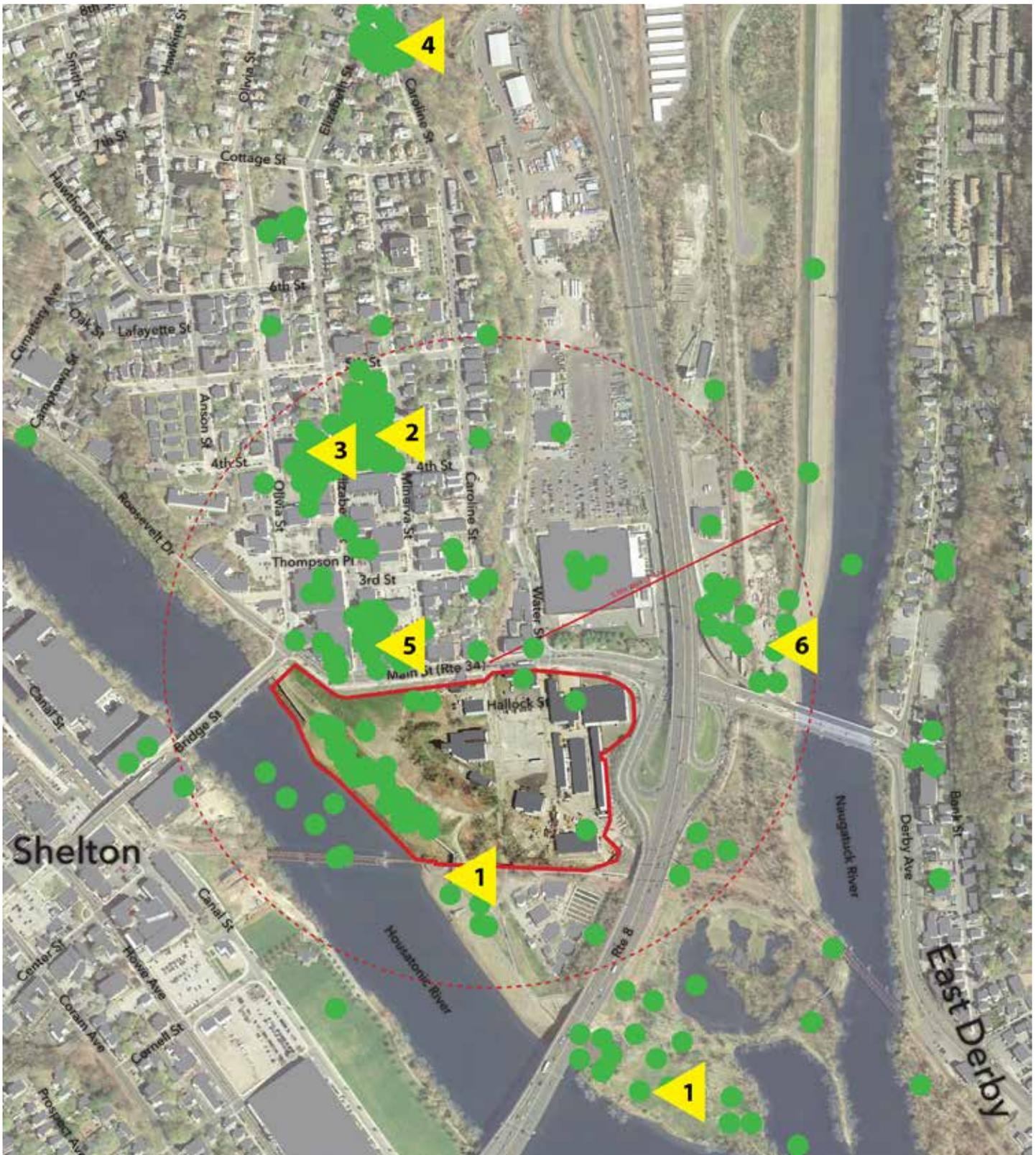


Participants to the Community Voices Workshop.

COMMUNITY VOICES: STRONG PLACES

Listening to the Community

MAPPING

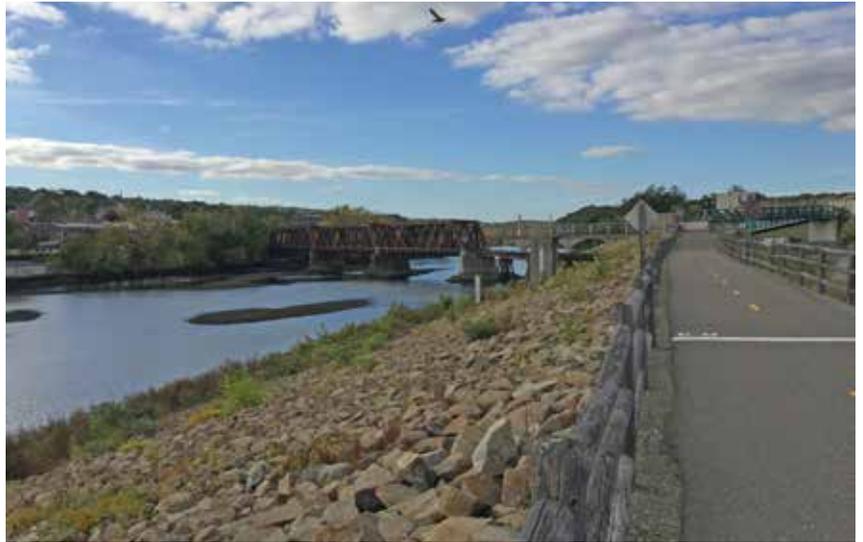


This map shows all the strong places identified by participants. In order of ranking they include:
1. Greenway and River; 2. The Derby Green; 3. The Sterling Opera House; 4. The Public Library;
5. Lower Elizabeth Street; 6. The Railroad Station.

1. Greenway and O'Sullivan Island

The Greenway marks the southern edge of the redevelopment site. O'Sullivan Island is a green peninsula at the confluence of the Housatonic and Naugatuck rivers. Both offer ready access to the water.

In the words of participants they are: places that offer a “variety of uses, health benefits, and views;” “easy access to nature and the river;” “potential as a community-gathering, clean and safe place.”



2. The Derby Green

The Derby Green is the premier gathering place in the city. It is both a serene place of relaxation and the home of the Derby Green Market and of the Derby Summer Concerts on the Green.

In the words of participants it is liked for its “distinctive architecture, beautiful churches and old homes. It is “Historically significant” and “home of events that bring families and the community together.”



3. The Sterling Opera House

The Sterling Opera House, was built in 1889 and was added to the National Register of Historic Places on November 8, 1968. Originally it served both as City Hall and as a vaudelille house. Many world famous performers such as Harry Houdini and Red Skelton took the stage at Sterling. It closed as a theater in 1945.

Participants liked “the beautiful architecture,” its status as “a historic landmark,” and its potential for economic development, as a “center for cultural activities and tourism.”



COMMUNITY VOICES: STRONG PLACES

Listening to the Community

SUMMARY

1. THE GREENWAY

Participants ranked the greenway along the Housatonic River, the river itself, and the area at the confluence of the Housatonic and Naugatuck rivers as their top “strong place” in six out of 11 tables. Reasons for selecting the site included: the variety of possible uses, the health benefits of the greenway itself, the views, the easy access to nature and the river, the community gathering potential, a clean and safe place. Below is the verbatim list of comments made by participants; the numbers (#1, #2, and #3) indicate how each individual groups ranked this site.

#1 Greenway

- Lots of use
- Safe, draw to community
- Attracts visitors and many community groups
- Use it: extensive green space, boat access, fishing

#1 Greenway

- View of river
- Promotes fitness
- View of train trestle
- Outside/feels safe
- Brings community together
- Inviting
- View of Shelton greenway
- Connects to Ansonia
- Recreational activity on Housatonic—rowing

#1 The Greenway

- Attractive
- Regional draw
- Improves/promotes health and well-being
- For all ages
- Form of transportation
- Fishing available
- Dog question/not allowed
- Promotes socialization/sense of community

#1 Greenway

- Health, scenic, community link, no traffic, walking distance

#1 Fire Island-Greenway

- Walking, family, recreational
- Scenic trails, quiet place, peaceful
- Observe nature
- Launch boats
- Tied to the rivers
- Kayaking
- Jet ski
- Fireworks
- Like to see dog walk
- Better parking
- Brings people in from other communities
- Bird-watching

#2 River walk

- Access to river
- Scenic (confluence)
- Public (feeling of belonging)

#2 Greenway

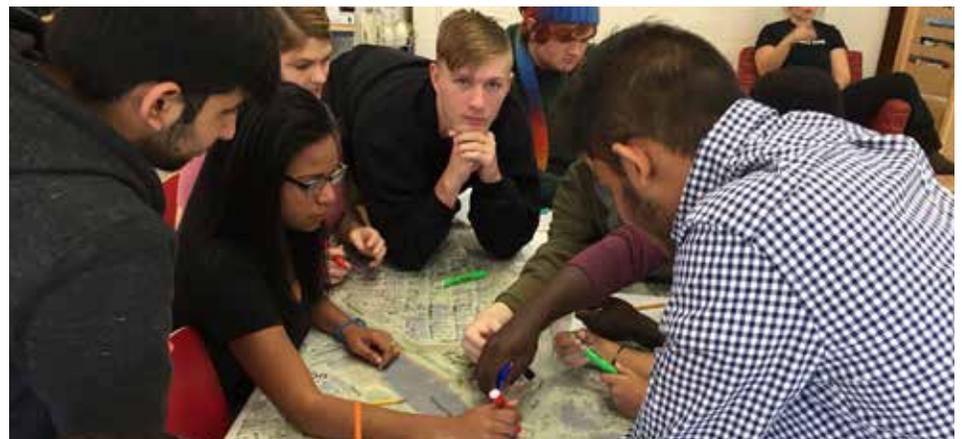
- Heavily trafficked area
- Recreation
- Natural resources
- View
- Nature preserve
- Town attraction

#3 Greenway

- Clean, safe place to bike/run/walk
- Views—proximity to water
- Community area

#3 Greenway

- Brings people into the area
- Used often, year-round
- Connection to the rivers
- First piece of Naugatuck River bike path
- Open space, recreation
- Ability to walk from one side of town to the other on foot
- Potential for future expansion



Participants to a special meeting held at the Derby High School.

2. THE DERBY GREEN

Ranked second the Derby Green is the central gathering place for Derby. A public place marked by its distinctive architecture (churches and old homes), historically significant, and home of events that bring families and the community together (concerts, the Farmer’s market). Below is the verbatim list of comments; the numbers (#1, #2. and #3) indicate how each individual groups ranked this site.

#1 The Green

- Central gathering place
- Often mentioned by community—they “really like it”
- Opportunity for enhancement
- Architecture around the green—churches, old houses
- Open space
- Family community environment
- Concert series in the evening

#1 Green

- Location good for public
- Focal point
- Beautiful architecture
- History
- Events
- True green space

#2 Town Green

- Activities/community events, e.g., Derby Day; farmers’ markets
- Live bands, events
- Churches hold events there

#2 Derby Green

- Dog walking
- Lights in winter
- Gathering place
- Meeting place
- Attractive
- Live music!
- Memorials

#2 Derby Green

- Recreation
- Historic
- Architecture
- Farmers’ market
- Cultural/entertainment

#2 Derby Green

- View of churches
- Opera House
- Monuments
- Gazebo
- Concerts/festivals (free)
- Brings families together
- White lights in winter

- Quaintness
- Farmers’ market
- Meeting place

#2 The Green

- Community events/concerts
- Historical
- Memorializes past contributions
- 9/11 memorial
- Landmark—national register
- Great vantage point surrounding architecture

#2 Derby Green

- Historic public place
- Surrounded by churches
- Public gathering
- Concerts/live shows
- Historic location
- Cannon, memorial, 9/11
- Walkability
- Quiet/sit
- Read on bench



COMMUNITY VOICES: STRONG PLACES

Listening to the Community

3. THE STERLING OPERA HOUSE

Ranked three the historic Sterling Opera House faces the Derby Green. Reasons for the selection include: the beautiful architecture, the status as an historic landmark, and the potential for economic development, cultural activities and tourism. Below is the verbatim list of comments made by participants; the numbers (#1, #2. and #3) indicate how each individual groups ranked this site.

#1 Opera House

- Derby time capsule
- History
- Revenue
- Architecture
- To attract celebs

#2 Opera House

- History—about 120 years old
- “Please open soon”
- Potential (HUGE) economic and cultural
- Architecture

#2 Sterling Opera House

- Great potential, historic, character

#3 Opera House

- Potential
- History/arts
- Architecture

#3 Opera House

- Historical
- Haunted
- Beautiful on outside
- Town attraction
- Worldwide attraction

#3 Sterling Opera House

- Beautiful building to look at
- Famous people performed there
- National historic landmark
- Potential for tourism!!/visits



4. THE PUBLIC LIBRARY

Derby's public library is appreciated for its historic architecture, as a community meeting place, and because it serves a very diverse population. The building, surrounded by Victorian houses, anchors the north gateway to downtown. The library is seen as an asset for the redevelopment site. Below is the verbatim list of comments made by participants; the numbers (#1, #2. and #3) indicate how each individual groups ranked this site.

#1 Public library

- Draw for many people of all ages
- Education center, e.g., historical books
- Meeting space for all community members
- Potential asset for new demographics from development site
- Classes for different community members

#3 Public library

- Historic Architecture
- Surrounded by Victorian houses
- Sustainable architecture
- Services in library—seniors, family, children
- Anchor of a walking town
- Utilized very well with three floors

#3 Public library and green

- Beauty
- Education
- Events



COMMUNITY VOICES: STRONG PLACES

Listening to the Community

5. ELIZABETH STREET

Elizabeth Street is recognized as the core of downtown for its older and well-maintained buildings, and for its easy access to the river walk and to the redevelopment area. The numbers (#1, #2, and #3) indicate how each individual group ranked this site.

#1 Elizabeth Street

- Historic buildings
- Center of town
- Access to river walk

#3 Elizabeth Street

- Archie Moors – Outdoor seating
- Older, well-maintained architecture
- Twisted Vine
- Senior center
- Easy access to the redevelopment area
- Existing parking

6. THE RAILROAD STATION

The station, on the Waterbury Branch of the Metro North rail, gives access to the region and New York City. It is an inter-modal transportation hub and within walking distance from downtown, the site and, through the bridge, from Shelton. The numbers (#1, #2, and #3) indicate how each individual group ranked this site.

#2 Railroad Station

- Tourism—transportation, outlying, convenient

#3. The Train station

- Mode of transportation
- DMV satellite office
- Transportation hub/inter-modal
- Regional draw
- Access to NYC
- Already built/historical?
- Walkable

#3 Derby Train Station

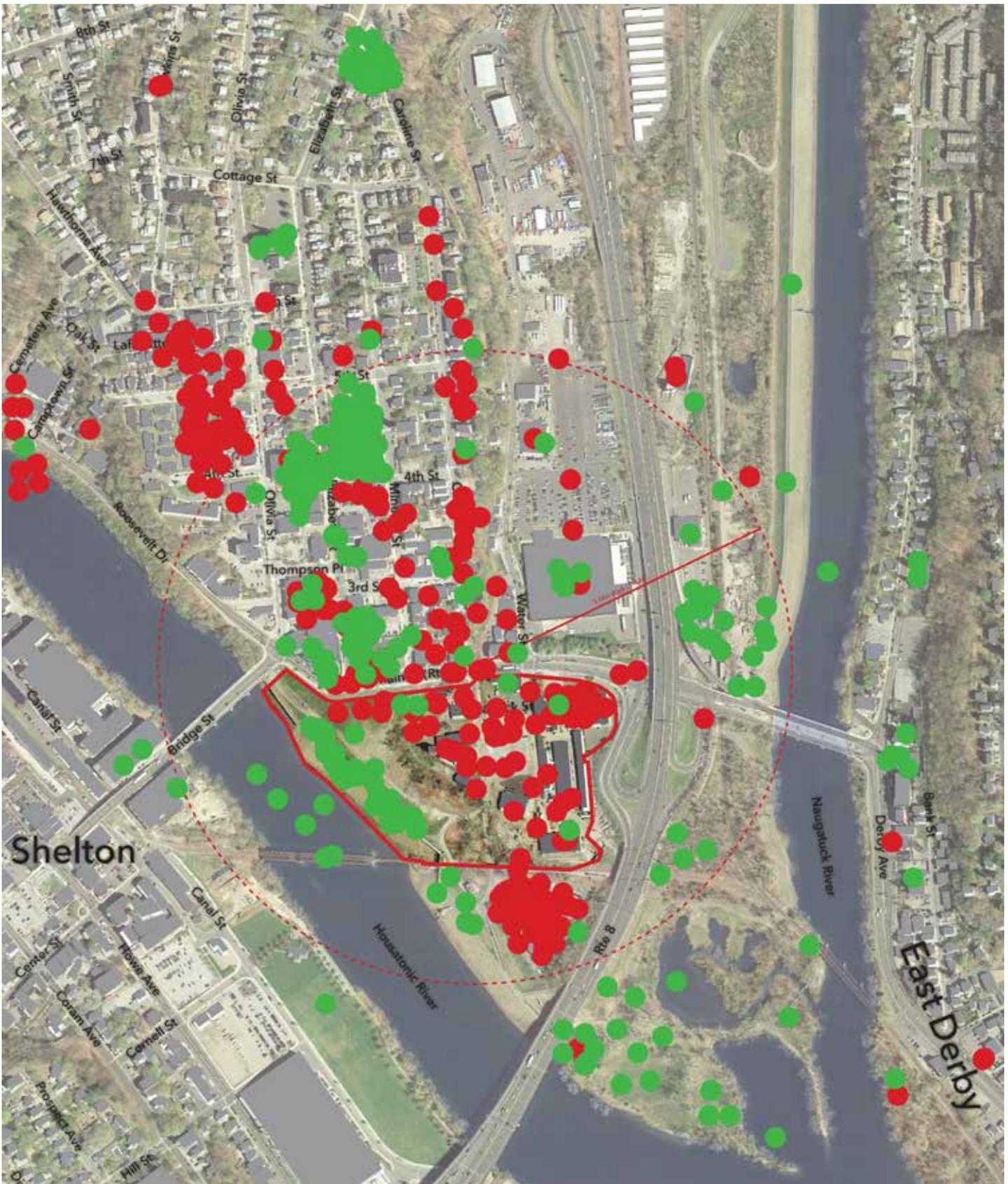
- Connect communities, commuter hub, and area walkable



COMMUNITY VOICES: WEAK & STRONG PLACES

Listening to the Community

MAPPING

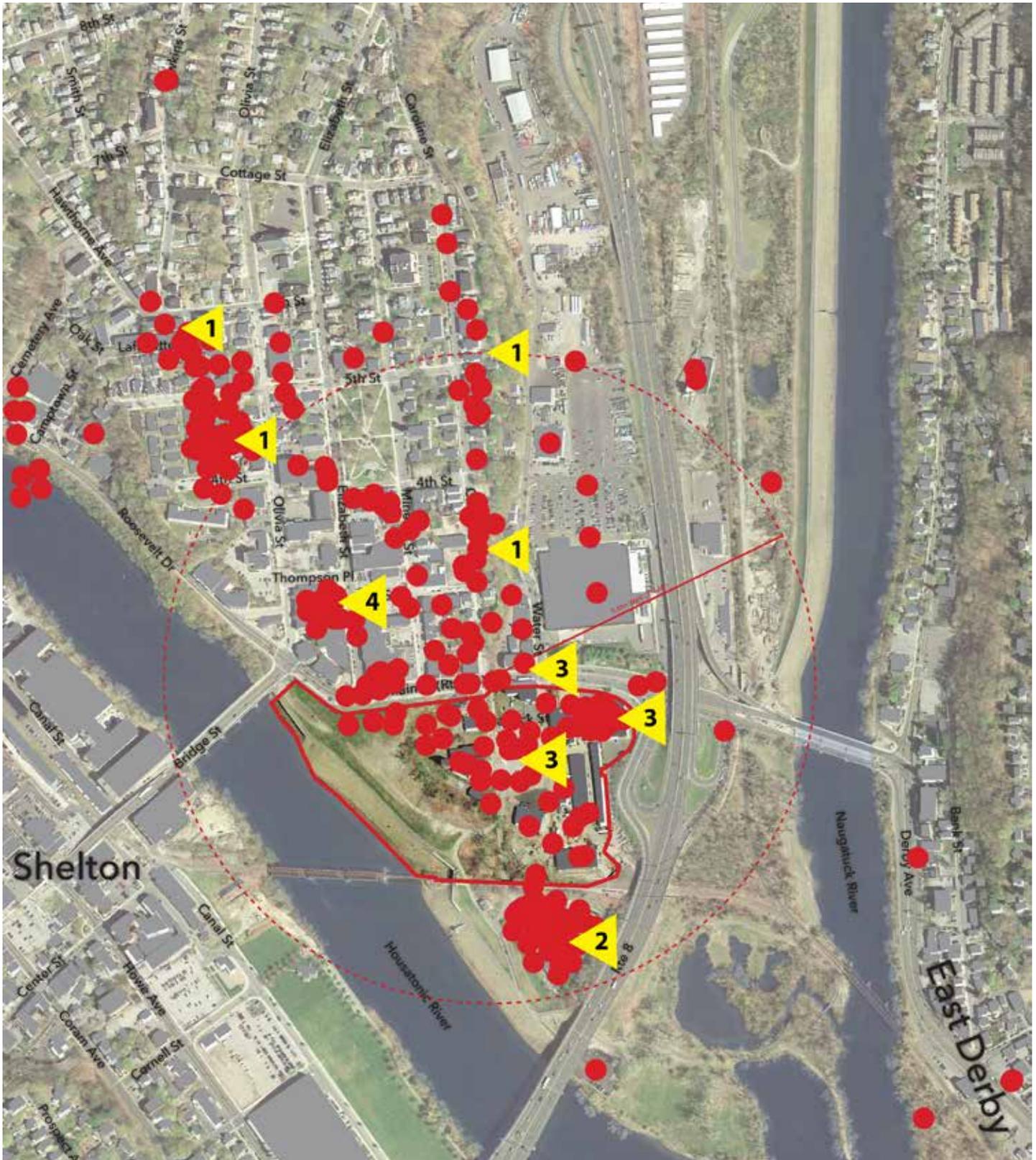


This map shows the combined strong places and weak places identified by participants.

COMMUNITY VOICES: WEAK PLACES

Listening to the Community

MAPPING



This map shows all the weak places identified by participants. In order of ranking they include:
1. Anson Street (with Lafayette Street, Caroline Street and the Halo neighborhood); 2. Water treatment plant; 3. South of Main Street site; 4. Parking Garage.

1. Anson St, Lafayette St, Caroline St, & Halo neighborhood

Participants ranked Anson Street as the top “weak places in downtown. They perceive the street as “very unsafe and intimidating,” “an eyesore,” and “blighted.” the words of participants they are:

Lafayette Street, Caroline Street and the Halo neighborhood were also singled out and are included in this section. They have conditions similar to Anson Street with “garbage, loitering, and overpopulation.”



2. Waste Water Treatment Plant

The Waste Water Treatment Plant is old and smells. It is an eyesore that generates truck traffic through the site. It is “too close to activities along the greenway.”



3. South of Main Street Site

The site is very visible to the many who travel through Derby on Route 34. “So public, it gives a bad impression of the town.” The place is unkempt, unused, and it has “no current sustained economic activity” and therefore brings no income or jobs to the City.



COMMUNITY VOICES: WEAK PLACES

Listening to the Community

1. ANSON STREET

(with Lafayette Street, Caroline Street and the Halo neighborhood)

Participants ranked Anson Street as the top “weak places in downtown. Participants perceive the street as “very unsafe and intimidating,” “an eyesore,” and “blighted.” They point out to absentee landlords, poor maintenance, and lack of zoning and blight enforcement as the causes for the negative conditions. In the words of participants Anson Street is the “most unappealing road in Derby,” “feels separate from downtown,” and “brings down the positive aspects of the Green.”

Lafayette Street, Caroline Street and the Halo neighborhood were also singled out and are included in this section. They are perceived to have conditions similar to Anson Street with “garbage, loitering, and overpopulation.” Caroline Street was mentioned as an opportunity for redevelopment for its the proximity to Main Street. Below is the verbatim list of comments made by participants; the numbers (#1, #2. and #3) indicate how each individual groups ranked this site.

#1 Anson Street

- Very unsafe and intimidating
- Lots of violence
- Eyesore—slumlords
- “Most unappealing road in Derby”

#1 Anson Street

- Neglected (disrepair)
- Absentee landlords
- Feels separate from downtown

#1 Anson Street

- Poorly maintained
- Not inspiring
- Blight

#1 Anson Street

- Image
- Crime and drugs
- Overpopulated

#2 Anson

- Blighted buildings
- Crime
- Absentee landlords
- Brings down the positives of green

#3 Anson Street (Caroline)

- Housing blight/neglect
- Absentee landlords
- Crime area
- Lack of zoning and blight enforcement
- Social disconnect
- Additional distressed streets and neighborhoods

#1 Caroline Street

- Drug dealers
- Redevelop building
- Garbage
- Loitering
- Section 8

#2 Caroline Street

- Becoming like Anson St.
- Used to have cobblestones—taken out now
- Seedy area, lots of absentee landlords/slumlords

#2 Anson & Lafayette

- Section 8

#2 Lafayette Street

- Image
- Crime and drugs
- Overpopulated

#2 Halo area

- Crime
- Not safe
- Abandoned buildings
- Run-down
- Not owner-occupied
- Loitering/people in the street
- Filthy
- Drugs
- Poorly managed
- Tired
- Potential for fixing
- No trees!
- Odd one-way roads

#3 Water Street/Caroline Street

- Too steep, too tight (Caroline)
- Across street from Home Depot
- Opportunity for good parking
- Not using potential, right off Main, flat (so good for building)

2. WASTE WATER TREATMENT PLANT

The Waste Water Treatment Plant is old, smells. It is an eyesore that generates truck traffic through the site. It is “too close to activity, the greenway.” It is expensive to move and to fix. It could make development of South of Main less attractive. Opportunity: The area closest to the greenway is not being used. Below is the verbatim list of comments made by participants; the numbers (#1, #2. and #3) indicate how each individual groups ranked this site.

#1 Sewage treatment plant

- Old
- Smells
- No one wants to live near it
- Have to pass by the plant to get to the walkway
- Eyesore
- Expensive to fix what’s currently there

#1 Sewage plant

- Location
- Smell
- Too close to activity, greenway

#2 Wastewater treatment plant

- Odor
- Truck traffic
- Under EPA order to upgrade
Can it be moved?

#2 Sewer treatment plant

- Smell is bad
- Bad location for redevelopment
- Runoff
- Unsightly and ugly

#3 Water/sewage plant

- Takes up valuable property
- Needs to be hidden, tall trees
- Odor control
- It could make development of South of Main less attractive

#3 Water treatment

- Eyesore
Smells

#3 Water pollution plant

- Odor
- Eyesore
- Smell
- Eyesore
- Opportunity— not being used,
near greenway

COMMUNITY VOICES: WEAK PLACES

Listening to the Community

3. SOUTH OF MAIN STREET SITE

The site is very visible to the many who travel through Derby on Route 34. “So public, it gives a bad impression of the town.” The place is unkempt, unused, and it has “no current sustained economic activity” and therefore brings no income or jobs to the City. “Buildings should have been saved.” The LifeTouch site was singled out for its visibility to drivers coming off Route 8. The numbers (#1, #2. and #3) indicate how each individual groups ranked this site.

#1 Development site

- Unused
- Unkempt
- Message—no respect for community
- Bad landscaping
- Bad image of city
- Not inviting

#1 South Main Street

- Laughing stock of the state/skepticism
- Remaining building unkempt/eyesore
- Invokes sadness
- Buildings should have been saved, vote 5-3
- Loss of revenue/taxes/jobs

#2 South of Main

- So public, gives a bad impression of the town
- Driving in on Main it’s not a good impression
- No income for the city
- Hopefully quick timing
- Unfulfilled potential
- Holding ground, dumping ground
- Property not one person’s control
- No current/sustained economic activity
- Unsafe

#2 South Side

- Wasted space
- Plans weren’t followed through
- Apathetic environment

#1 LifeTouch

- Eyesore
- First thing seen in Derby (entering)
Hazard

#3 LifeTouch/Highway

- Dead space
- Eyesore
- Awful traffic

4. PARKING GARAGE

The parking garage on Elizabeth Street is in disrepair, is an eyesore built in a poor location, and does not help the local businesses because shoppers and residents have to “pay-to-park.” The numbers (#1, #2. and #3) indicate how each individual groups ranked this site.

#1 Parking garage

- Old
- Ugly
- Falling apart
- No incentive for helping local businesses—pay-to-park
- History of putting in was bad
- Not in a good spot, location
- Tear it down

#2 Building Parking Garage

- Eyesore
- Safety issues
- Sends bad message
- #3 Garage
- Dilapidated
- Too small
- Eyesore

- Too old
- Bad location—entrance
- Too tight to turn
- Unsafe at night
- Not enough light
- Smells

ADDITIONAL PLACES IDENTIFIED AS WEAK.

#2 Old factories on Roosevelt Drive

- Abandoned
- Not functional
- Contaminated
- Eyesore

#3 Community center

- Improve
- Not useful
- No parking
- Relocate?

#3 Plaza on the Green

- Poor aesthetics
- Odd streetscape
- Doesn't fit in
- Most of upstairs is empty
- It should be open
- Place for restaurants and to enjoy concerts
- Back faces green

#3 City Hall

- Outdated
- Bad location
- Should be moved



The DPZ team and methodology being presented at the start of the Community Voices Workshop.

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

SUMMARY

The following ideas were collected through a questionnaire form that asked the following question:

“What would you like to see in the development south of Main Street that will make downtown and Derby better.”

A total of 501 ideas were collected. Many of the ideas were single words, for example “restaurants.” Many ideas were in the form of compound sentences. Compound ideas were separated into individual components.

All ideas were sorted into nine topics. Recurring ideas within a topic identified shared themes. The themes suggested desired outcomes and were used formulate preliminary goals that will be prioritized during the Community Choices Workshop.

The preliminary goals are:

1. Create an exciting, walkable, visually-pleasing mixed-use place.
2. Put Derby on the map! Make the site a destination for residents and visitors.
3. Attract new residents of all age groups.
4. Reconnect downtown to the river.
5. Balance open space and development.
6. Build in a traditional New England style.
7. Attract businesses that expand the city’s tax base.
8. Create safe pedestrian and bicycle connections between the site and downtown.
9. Restore downtown.

The following pages report all ideas collected through the questionnaire verbatim with minor editing for consistency. The ideas are organized into nine topics. At the start of each topic, in bold and italic characters, are the themes identified for each topic.



Reporting the results of each table at the end of the Community Voices Workshop.

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

DETAILS

1. A redevelopment site that is...

- i. *Beautiful, visually pleasing, exciting and appealing to all ages*
 - ii. *Walkable*
 - iii. *With housing mixed with small locally owned shops, restaurants, and cafes.*
- Appealing to millennial
 - Solar power to generate power for development and other city spaces
 - Reusable energy or even self-sufficient (solar)
 - Opportunities and recreation
 - Similar to Shelton
 - Exciting for everyone
 - Make mixed-use buildings
 - Bring in useful, interesting businesses
 - Shops mixed with housing (high-end)
 - Mixed-use development—commercial, retail, and residential
 - Restaurants (mixed-use)
 - Outdoor outlet-type mall with apartments (higher end)
 - Simulation of Reston, VA town center
 - Mixed business (retail/food service/attire)
 - Town center model: shops and condos
 - Mix of housing, offices, and retail (small retail) in individual parcels (not one big development)
 - Establish multi-use retail
 - Mix of housing, offices, and small retail (developed individually, not as one big development on South of Main
 - Multi-use retail/housing for age 55 and over (studios)
 - Mixed residential and retail, low- and high-end
 - Along Main Street opposite City Hall: historic style building with store fronts/restaurants on bottom and condo/apartments on top and in back, off-street parking in back
 - Mom & Pop shops (mixed use)
 - Mixed retail
 - Mixture of market-rate apartments and condos at or above Main Street level with retail on first level and covered parking below Main Street level
 - Top high-income apartments or offices
 - Mixed use: housing and retail
 - Upscale housing and retail
 - Housing with a few high-scale grocery (Trader Joe's, etc.)
 - Mixed-use
 - Mixed-use, attractive, small, 1st floor businesses, with apartments or condos above
 - Mixed-use housing, business, no chains or Big Box
 - Commercial and residential opportunities
 - Mixed-used buildings
 - Mixed-use residential (55+)/restaurants/retail/outdoor dining
 - Nicely landscaped commercial and residential opportunities (attract young people)
 - Multi-use to attract millennial and empty nesters
 - A mix of retail and housing (middle class)
 - A mix of retail and high-end houses that meshes well with downtown historical development like Mystic Seaport
 - Mixed-use with focus on high-end to bring in higher tax income with high-end condos
 - A mix of retail and high-end condos/apartments
 - Mixed-use retail and residential
 - Housing and retail by the river
 - Mixed usage: house/apartment/condo/retail
 - Mixed retail and residential
 - Retail (lower) and residential (2nd and 3rd floor)
 - On street-side, Route 34, buffer zone from street and store/shops and apartments above
 - Need housing to support retail
 - Mixed-use buildings
 - Not a gated community
 - Avoid becoming an artifact
 - Visually-pleasing
 - A nice landscaping
 - Relocate sewer plant to Ansonia
 - Buy all the properties in the redeveloped area
 - State should fund
 - Knock down buildings that are not being used
 - Like Celebration, Florida
 - Get rid of sewage treatment plant
 - Before we develop, we need to work out a deal

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

- with Ansonia to take on our sewage
- We need to get rid of our plant. As long as this is there no one will want to develop.
- Much of the property to develop suffers from blight—they should be fined or given to the city or appropriated
- The landscape is natural for a concert stage/amphitheater on 1st Street for the summer
- Walkable
- Walkable
- Mostly smaller shops with good walking paths,
- Derby has many ingredients for a truly walkable downtown living area,
- Walking bridge to train station
- Take care of sidewalks
- Create walkability
- Walkable grounds with seating
- Renovate bridge (more pedestrian)—walkway over the Housatonic!
- Walkable hub
- Easy access to 5-minute walk to almost anywhere in downtown
- Brick sidewalks
- Attract businesses with covered walkways from parking garage to businesses above the ground level
- Park-like setting with sidewalks
- Walkable to Downtown Derby and Shelton Shops
- Shops and activities, which will attract residents to walk there
- Walkable area with housing (apartments)
- A place to walk and shop and eat
- Transforming the train tracks as a walkway to Shelton
- Extension of walkway
- Accessible to walkway
- Taking some advantage of river and walking
- Restaurants
- More restaurants and bars
- Coffee shops
- Additional restaurants
- Retail limited to restaurants (preferably not chain)
- Restaurants and cafes
- Food outlets
- Restaurants
- Eateries
- Food outlets
- Restaurants
- Restaurants
- Places to eat and dine
- Bar/restaurant
- Bars
- Restaurants
- Waterfront: bar/restaurant area with patio
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants (outside patios)
- Upscale eateries
- Unique eateries
- Restaurants
- Coffee shops
- Colony Pizza
- Steak house
- Restaurants
- Restaurants
- Restaurants
- Seafood restaurants
- Restaurants
- Shops
- Storefront shops
- Shops what's missing is a grocery store
- Maintain storefronts
- Gift shops
- Clothing shops
- Bicycle shop
- Small shops and restaurants
- Small coffee shops
- Gift stores
- Local shops and a theme to build upon (antique shops, teahouses)
- Small shops

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

- Retail
- Retail
- Smaller shops
- Shops
- Mom and Pop shops
- Stores
- Small businesses
- Shops
- Small businesses
- Diverse retail
- Small shops
- Clothing
- Gifts
- Travel
- Jewelry
- Stationary
- Restaurants
- Crafts
- Antiques
- Food, restaurants, diners, Costco
- Boutique-type stores, artisans
- Small stores
- No chains, no Big Box stores
- Boutique shops
- Mostly local business
- Attractive small storefronts
- No chain stores (like other side of town has)
- Small shops, a little more upscale
- NO discount stores
- Gear all commercial towards our young people
- Small retail
- Small shops/restaurants
- Series of small stores, large variety
- Some shopping that captures the history (Mystic)
- Shops
- Eco-friendly stores
- Shops
- Put in grocery store
- Bakery
- Midsize grocery store
- Retail

- Shops
- Shops and stores
- Shops
- Development of shops

.....

2. A destination...

- With businesses that attract residents and visitors passing through*
- Among attractions and facilities mentioned:*
 - *Sport facility*
 - *Hotels*
 - *Entertainment (movie theater, amusement park, casino)*
- Among institutional uses suggested:*
 - *Community College*
 - *Montessori School*
 - *Children museum*
 - *A museum of the city*

- Businesses that will attract local and visitors passing through
- Destination spot, something that will make people stop
- A development that would be an attraction and make Derby a place to be!!
- Business that bring people to the area
- Development that is attractive, make Derby “place to be”
- Something that will attract people
- Attractions
- A wow-factor when you come into town
- A place you want to come to explore and shop
- Family time to bring guest to when they visit
- Need to draw people to Derby
- Destination for people from Shelton and East Derby and Route 8
- Need something that will pull people off Route 8
- Children’s museum (it would bring families opportunities for grants funding local university to get involved)
- Family activities to attract out-of-towners
- Sport attraction

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

- Make an ice skate area in winter
- Athletic complex—lots of revenue (needs lights for nighttime activities)
- Sports complex, possibly for family activities
- Recreation sports center for kids and public use
- Motel
- In the area of the Route 8 on-ramp, a hotel or retail stores/chain restaurants
- Holiday Inn Express close to railroad station, i.e., LifeTouch area
- Possibly small boutique hotel
- A hotel
- Amusement park
- Make the place an amusement park so that people that live here most of their life can have a chance to smile, watching their kids or grand-kids have fun
- Amusement park
- Entertainment
- An entertainment complex
- Movie Theater
- Movie Theater
- A casino
- Adult entertainment venue—casino, Red Light District (like Amsterdam)
- Casino! Instead of building it at Bradley Airport, put it down there—the state has a permit to grant to open casino!
- Off campus community college
- Loved the idea of an off-campus community college location
- Off-campus community college
- Community college with some housing for students
- Community college
- Montessori school
- Montessori school (it would bring other wealthy town residents to area)
- Montessori school: children’s charter
- Children’s museum
- Kid attractions
- Mini museum
- Children’s museum

- Children’s museum like in downtown Middletown
- Museum
- Museum highlighting Derby’s history (staffed by volunteers)
- Community Center
- Community center (NEW)
- Updated community center
- Recreational center

3. Residential development...

- Above commercial*
 - With building and apartment of different sizes*
 - Targeted to different age groups (millennial and 55+)*
- Mid-rise housing structure along the river
 - More density of residential housing in the 2 to 3-bedroom range, of good quality
 - Livable space with parking
 - No condos or townhouses
 - Commuter apartment next to the greenway with shopping and small green walkway area
 - Convert old buildings or demolish for new condos or apartments
 - High-density condos with parking
 - Mixed-business condos
 - High-density condos and retail underneath
 - No cookie-cutter condos
 - 55-and-over housing
 - Housing—a la Avalon-type
 - A smaller scale model (brick) for business travelers on the river with apartments for business-people, retirees, etc. (not low-income)
 - No commercial venues should be included
 - Mixed income housing (cultural)
 - High-rise housing
 - Upscale housing with offices and retail spaces
 - Preferably condos where people are less transient and respect the properties
 - Apartment and condos on/above Main St.
 - Apartments
 - High-end condos in park-like setting

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

- Scenic road for housing
- 55 and over housing
- Affordable housing, ownership vs. rental
- More ownership to ensure some pride
- High-end condos
- Shopping—high-end like Stew Leonard’s or Trader Joe’s
- Housing, condos or apartments (so there are people downtown who can live a walkable life-style)
- Get rid of Section 8 housing
- Townhouses
- Is the affordability of housing matched to wages (?)
- Affordability—housing matches wages
- Apartments
- Over-55 community development
- Housing
- Owner-occupied housing
- Separated houses and condos
- 3-4-floor apartment, 1-2 bedroom for couples, not 3-4 bedrooms
- With road improvement, apartments could fill easy with people from office/shops
- Housing
- Condo housing

- the river
- Views to the river
- Development of the waterfront area
- Docks, piers, boat ramps
- Develop recreation areas further along Greenway
- Picnic areas on river walk and rear of buildings on Main Street
- Waterfront stores (retail)
- Waterfront restaurant
- Park by river walk
- Develop the riverfront
- Open use area near river for nearby residents
- Develop riverfront
- Cafes along the river walk portion with some boat docks
- Restaurants along the river walk portion with some boat docks
- Utilize the river, old days of commerce
- Capture the views
- River walk
- Dredge the river
- Marina with boats
- Dockage of a historic vessel
- Dredge river, make a marina
- Some type of seasonal use of the rivers
- Fishing areas
- Docks
- Boat access
- Docks/piers
- River access (if possible) and parkland for nearby residents
- Views of the water
- Keep views of river
- The key is not shutting out river
- Stores along the river walk portion with some boat docks
- Taking advantage of river view
- Boat rental
- Boathouse for rowing club and boating make good use of river
- Take advantage of river views

4. Connected to the river...

- Developed waterfront*
 - Access to water (marina)*
 - Capturing the views*
 - Amphitheater*
 - Nautical theme (history)*
- Incorporating the water
 - Green space access to river
 - Utilize waterfront
 - Boat launch area developed
 - River-related recreational
 - Develop waterfront into restaurants
 - Develop waterfront into marinas
 - Develop waterfront into retail
 - City-run marina on the island
 - Expand access along riverfront connecting to

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

- Nautical theme similar to Captain’s Cove
- Make an amphitheater
- Entertainment to bring people in (like theater and shops)
- Place for small concerts during summer
- Possible small theater for groups/plays
- Recreation area/amphitheater for public events and congregation
- Band shell and amphitheater
- Amphitheater with open grass area in front
- Amphitheater
- Amphitheater

5. **Balanced open space and development...**

- A community-gathering place*
 - Trees*
 - Green areas*
 - Accessible and visible from the river*
 - Integrated with the greenway*
- Extend greenway
 - A park
 - Lawn on “D” in Boston, MA is a destination
 - Adult playground for all ages
 - Gardens
 - Recreational area
 - Recreational area
 - Picnic areas
 - Park
 - Parks
 - Put a park near the river walk on the river where the benches are
 - Nice playground
 - Common areas for group gatherings
 - Common areas for families
 - Open areas near river for restaurants
 - Trees
 - Green
 - Green areas
 - Park-like setting
 - Areas for people to sit
 - Open public areas “(Town Square)”

- We are a small town with a big heart, so we need to let outsiders in with open congregation areas
- Public spaces
- Areas to congregate
- Keep green space—don’t develop every piece
- Open park space keeping access and visibility to river, and utilizing historical architecture
- Lots of shade trees
- Downtown lacks trees
- River park: keep river open
- Incorporate green spaces
- Open space
- Open space similar to Celebration, Florida
- Outdoor playground
- Balance between development and green space/river access
- Integrate with greenway
- Maintain access to Greenway

6. **Built in traditional New England style**

- Capture the history*
 - Maintaining Derby’s character*
 - With modern amenities and commercial activities that attract people*
- Pave Cottage Street (Marble Road)
 - Reproduce historic building that will have shopping and apartments
 - Keep development in character with rest of the city
 - More modern look
 - Maintain history
 - Ambiance—entering town more modern but still retain Derby’s character
 - Consistent of the rest of the city to more commercial activity to attract people
 - Re-install cobblestone road from Caroline across Main to the water
 - Mix modern and historic
 - Historic-style building (mixed use)
 - Good views and convenience
 - The buildings to look like the older ones
 - Architectural design compatible to existing

- Buildings having an old look
- Some residential with old look, like brick
- Built in a traditional New England style, interspersed with housing
- Keep New England architecture
- New England architecture
- Make buildings look like they belong there
- Lamppost lighting
- Small-town feel
- Historical look with modern amenities
- Churches on green
- Special attention to Victorian-era facades
- Create “Old Town Derby”

- Businesses that will attract local and visitors passing through
- Provide positive tax efforts or leave it as open space
- Do not overburden city resources
- Things that are low-cost and high-impact
- Not a burden on tax rolls like residential
- Must match type of industry/retail/service jobs with housing opportunities in order to build a sustainable, stable community population
- Derby has one of the best potential Route 8-34

7. Attract businesses...

- Expand the city's tax base*
 - Bring in entrepreneurs*
 - Support advanced manufacturing.*
- New businesses
 - Tourism
 - Economic opportunities
 - Bring tax base in
 - Businesses
 - Businesses that will bring people into area
 - Need to bring in income
 - Attract businesses
 - Re-develop factory buildings on Route 34
 - Large building attracting entrepreneurs in advanced manufacturing, promoting advanced manufacturing tools
 - Reach to entrepreneurs who will hire people from Valley
 - Training centers for advanced manufacturing
 - Mixed-use including building devoted to advanced manufacturing (i.e., 3D printing)
 - Redevelop factory buildings on 34
 - Businesses
 - Derby Airport
 - Create/match industry, retail, service jobs—match housing for sustainable and stable residency

8. A transportation HUB

- Improved traffic*
 - Connecting the redevelopment site with downtown*
 - Parking convenient and free*
 - Linked to the rail station*
 - Pedestrian and bicycle connection with downtown and Shelton*
- Get the state to start Route 34 project immediately or shut down Route 34
 - Make Derby the center of transportation-oriented development (TOD)
 - Better traffic flow through area
 - Road conditions and traffic patterns (easy in, easy out)
 - Most important: better traffic flow
 - Transportation from parking garage to points of interest in Derby, i.e., Osbornedale Park
 - Trolley
 - Some type of transportation to cross the river to Derby
 - Nice flow for people entering and leaving Derby
 - Improve traffic on 34
 - Divert traffic to Elizabeth and make that Old Town Derby
 - Route 34 traffic makes Main Street an unpleasant place to visit
 - Must provide for efficient traffic flow, parking, snow removal and signage
 - Parking
 - Parking close to area where water connects with Route 34

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

- Provide free parking to visitors
- Provide free parking to visitors
- Keep parking out of sight
- Parking
- Accessible parking
- Improved train station ambiance
- Lodging near railroad station
- Close to train
- Transportation at the train station who can visit local restaurants at night (that are already there!)
- Train station? Focus area.
- Connect
- Connect developmental area to current downtown Derby (bridges, tunnels)
- Connection is important
- Use the “tunnels”
- Integrate redevelopment with downtown
- Traffic go through Main but make ‘Old Town Derby’ through Elizabeth
- Pedestrian and bicycle access to rest of downtown and Shelton
- A plaza or connecting the rest of downtown to the river through the new development
- Maintaining pedestrian and bicycle access to the rest of the city
- Link to across Main Street so that one day you can’t tell that they were ever separate
- Visible link/physical link from one side of Main to other—”seamless”
- Walkways across 34—maybe pedestrian walkways
- Small theater
- Community culture
- Cultural attraction/physical attraction, i.e., sculpture
- Sculptures
- Statues, sculptures, fountain, art
- Lilac Festival
- Main Street needs to be beautified/upgraded to attract Shelton locals and others
- Beauty
- Pick weeds
- Plant flowers
- Main Street needs to be beautified and advertised as family-oriented
- Paint the railroad trusses in colors
- Renovation of bridge
- Streetlights, décor, intersections
- Maintained, clean
- Widen 34 NOW—added visual attraction
- Beautifying Elizabeth Street for the walking site from library to Route 34
- I would like to see an abundance of lilacs to promote the Lilac City
- Develop downtown with small stores and restaurants for people to walk to from apartments
- Renovate opera house
- Copy Shelton’s downtown plan
- Copying Shelton’s plan: convert/demolish old buildings into housing/residential
- Do something now with the north to better position the south side
- Make downtown attractive
- Less abandoned buildings
- Less awful-looking everything
- Updated buildings, intersections, décor, street lighting
- Re-use/re-purpose
- Opera house should be revised to become a community communication, cultural, and education and convention center
- Revitalize Sterling Opera House and use as some sort of public building

.....

9. A revitalized downtown...

- Beautified*
 - With cultural attractions*
 - A renovated Opera House*
 - Focused on Main and Elizabeth Streets*
 - Themed to capture the history of the city*
- Sculptural and artistic in nature
 - Sculpture playground
 - Entertainment

OPPORTUNITIES FOR DOWNTOWN

Listening to the Community

- Entertainment center, possibly for family activities
- History
- A tribute to the history of the area, with signs that highlight the history through photos, history walking tour
- Historic theme to capture the history of Derby (manufacturing, river, inland seaport)
- Don't lose history, but cleaner look
- Themed to capture the history of the city
- Leave the old grain chute so we have something left historic, and use it for a slide, like sliding out of a problem airplane
- Historic sites
- Maintain historical aspect of city
- Sterling Opera House
- Keep historical look and feel
- Lilacs in the landscape—strong name, preferably with a reference to Derby's history

COMMUNITY CHOICES QUESTIONS

Listening to the Community

OVERVIEW

The Community Choices workshop took place on October 26, 2016. It was the second public meeting of the Downtown Now! community engagement process. 70 residents participated.

Community Choices consisted of presentations of preliminary technical findings followed by electronic keypad polling of participants. Presentations included:

- Report on the Community Voices workshop
- Land use observations
- Economic and demographic findings
- Transportation and infrastructure findings.

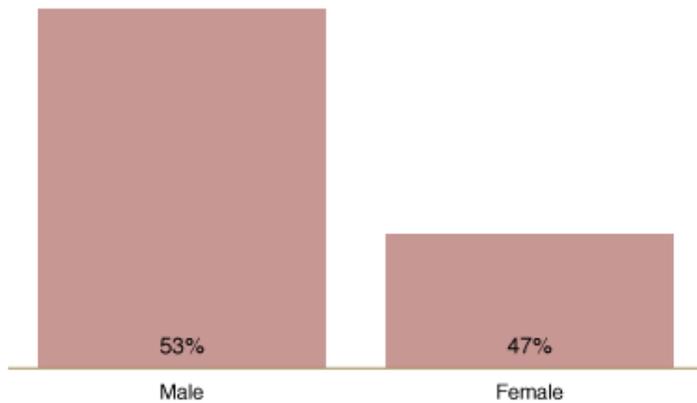
This report includes summaries of the responses to 25 questions divided in four sections:

- Questions about yourself
- Questions about the site: challenges, character, implementation
- Questions about demographics and the economy
- Questions about transportation and the environment.

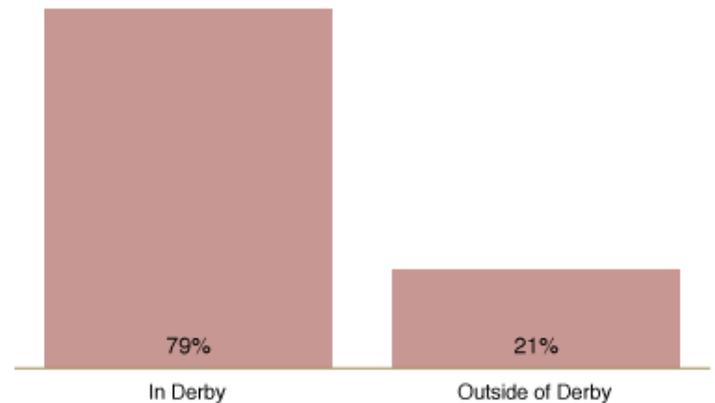
A final question asked the participants to prioritize nine preliminary goals. An analysis of the results will be presented at the start of the Derby Charrette that will be held November 14 to November 18.

YOURSELF

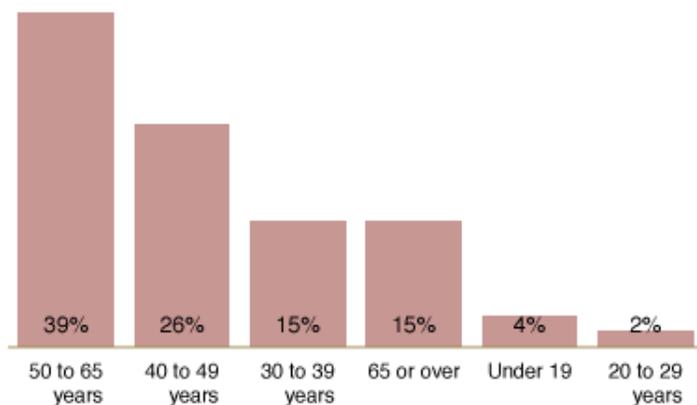
1. What is your gender?



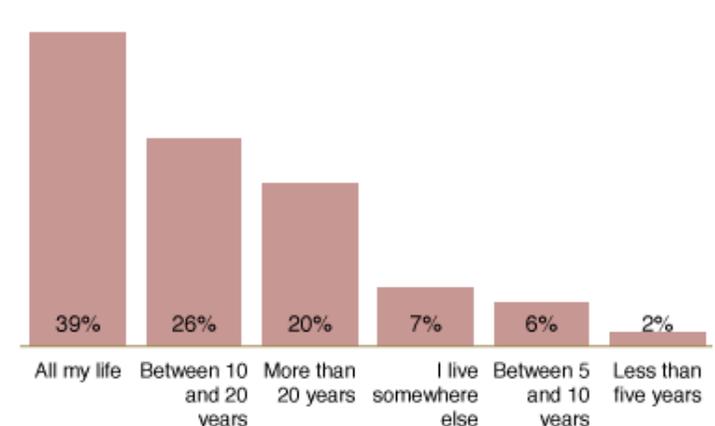
2. Where do you live?



3. How old are you?



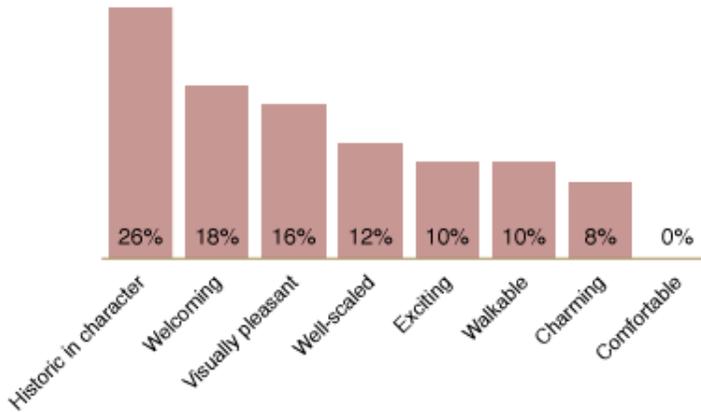
4. How long have you lived in this area?



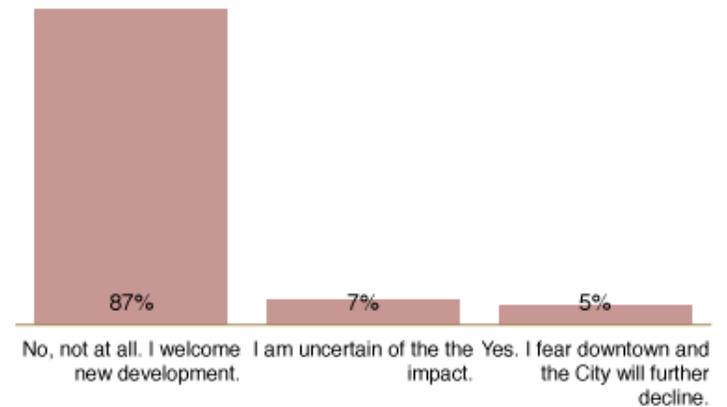
THE SITE

Challenges, Character, Implementation

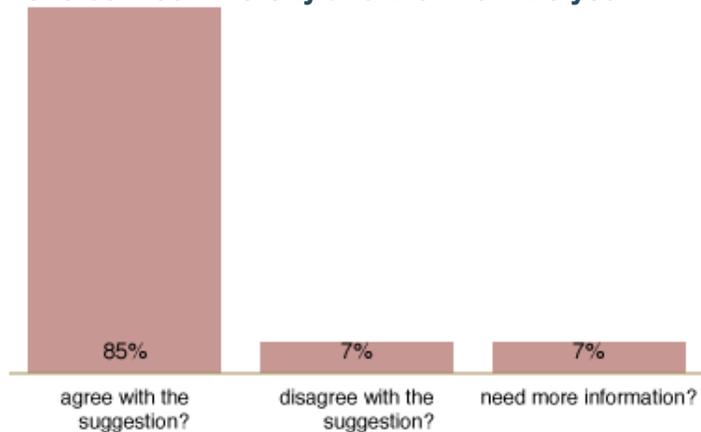
5. Which of the following words best describes your vision of the future site?



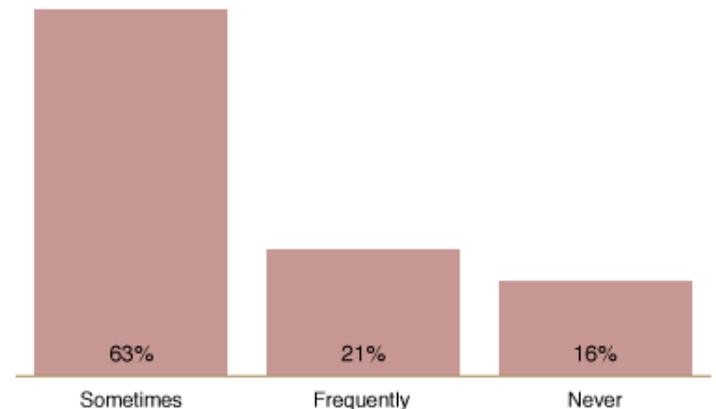
6. Are you afraid that redevelopment of the site will negatively impact downtown or Derby as a whole?



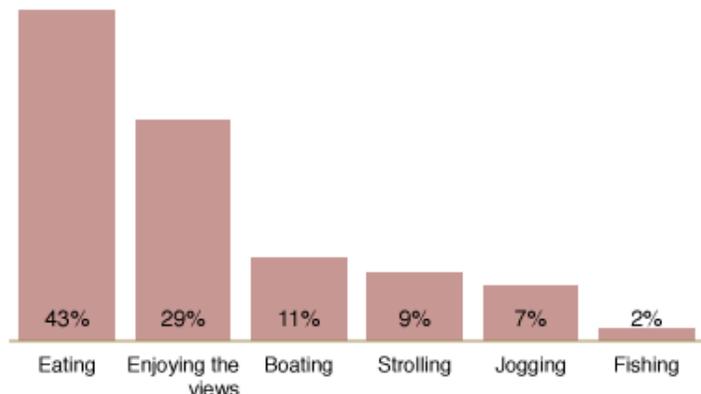
7. At the previous workshop, participants suggested that the Plan should create stronger connections between the City and the river. Do you...



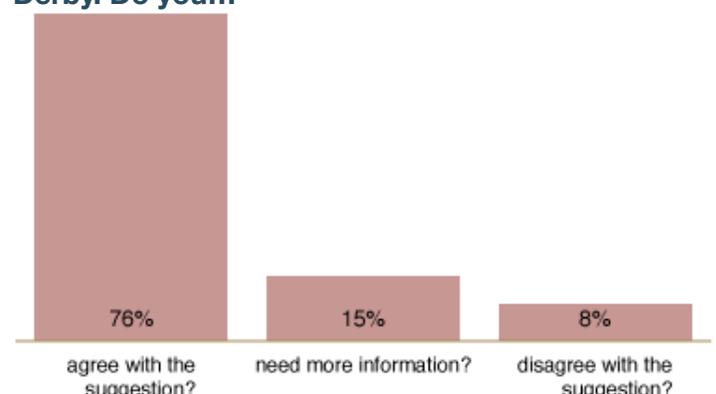
8. How often do you use the Greenway?



9. Which of these activities mentioned in the previous workshop would take you to the river more often?



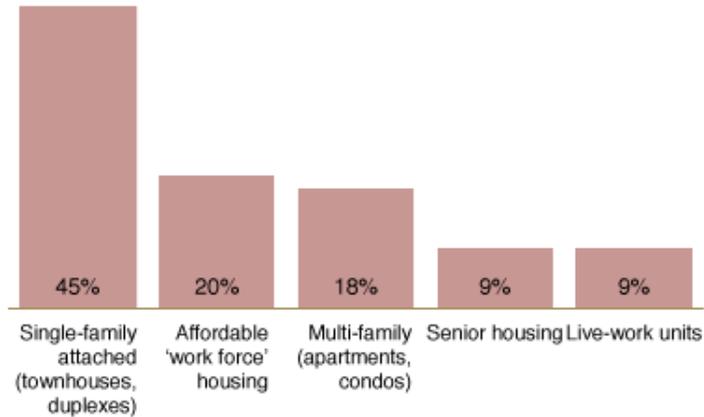
10. At the previous workshop, participants suggested redeveloping the site in a traditional New England style to preserve the historic character of Derby. Do you...



COMMUNITY CHOICES QUESTIONS

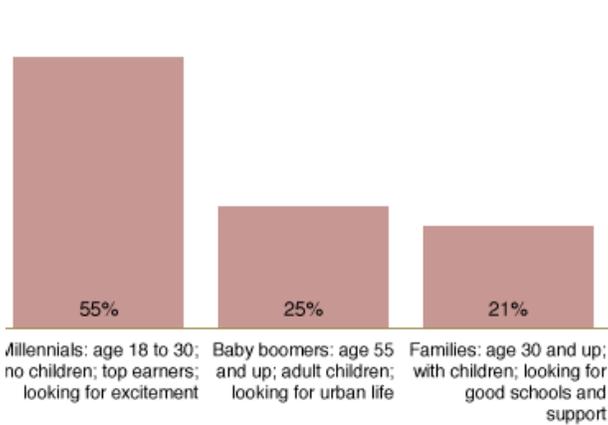
Listening to the Community

11. At the previous workshop, participants suggested attracting residents of different age groups. Which of these building types would best attract residents of different age?

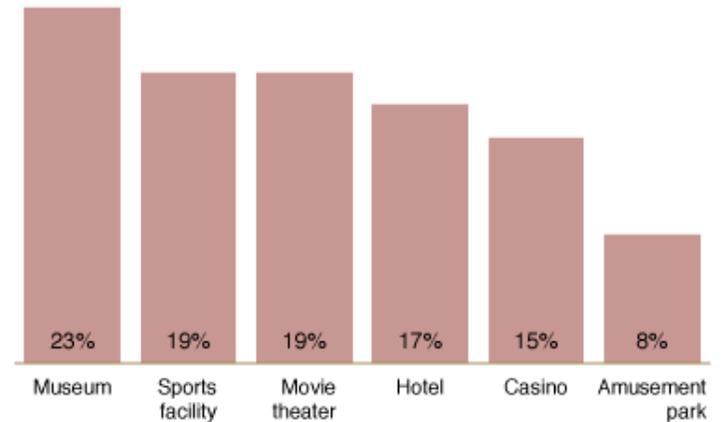


DEMOGRAPHICS & ECONOMY

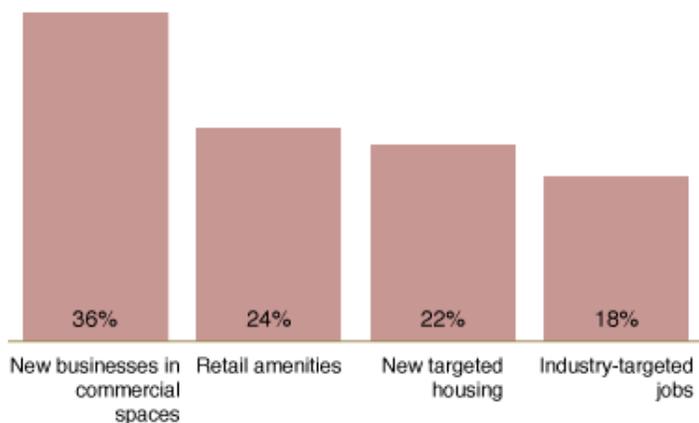
12. What group of new residents would you prefer to attract to the site?



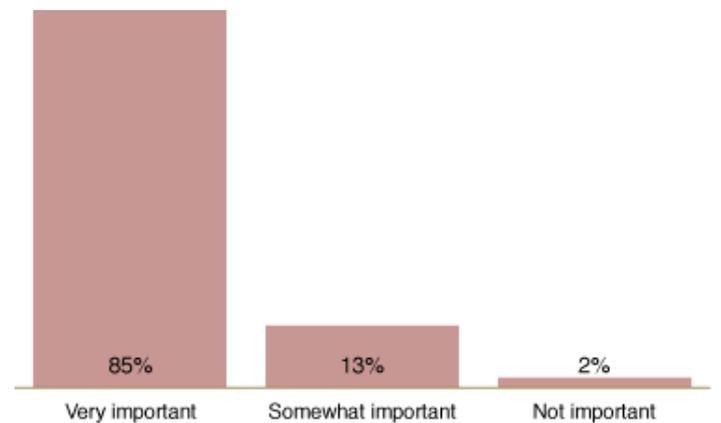
13. Which of these businesses, if located on the site, would make Derby a regional destination?



14. Which of the following strategies would help improve Derby's economy the most?



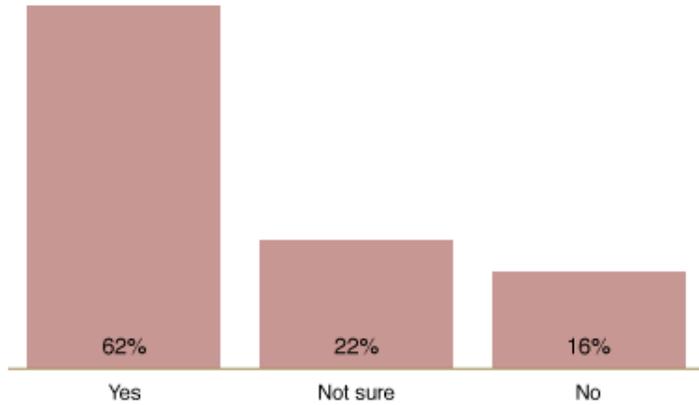
15. Research shows that there is a gap between growing industries in this region and local skills and education. How important it is to close that gap?



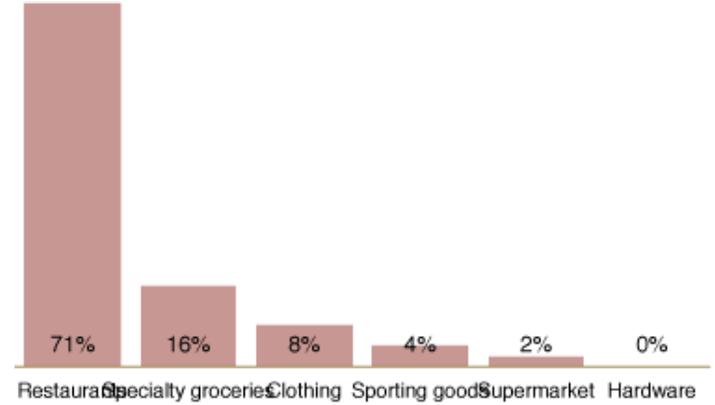
COMMUNITY CHOICES QUESTIONS

Listening to the Community

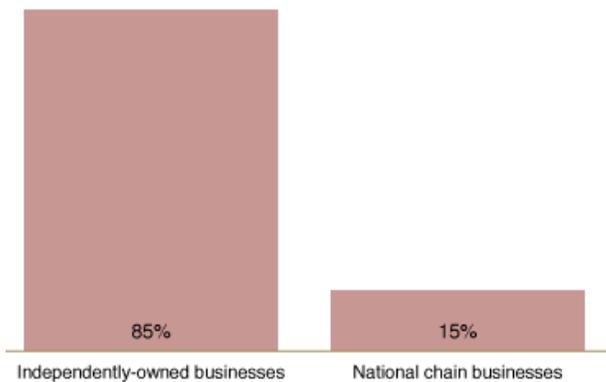
16. Should the site include eco-friendly and small scale manufacturing?



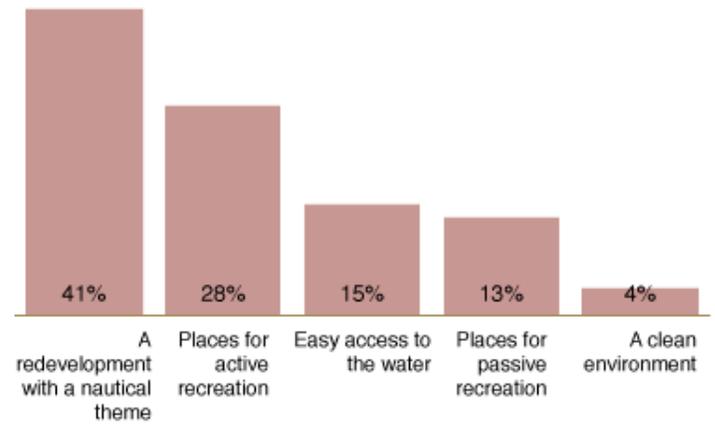
17. Which of the following types of retail businesses would you most like to see on the site?



18. Would you prefer the site to mostly have:

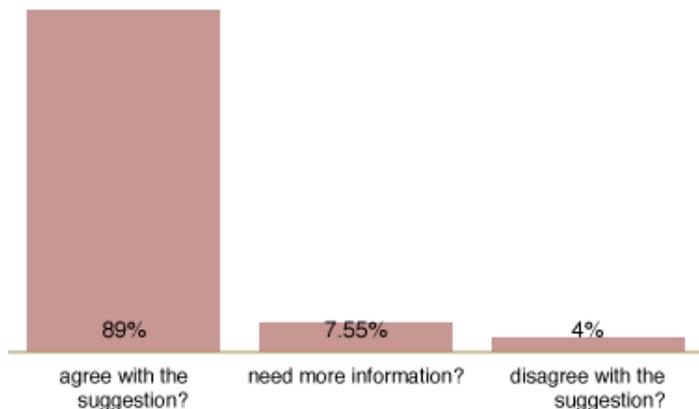


19. The two rivers are an asset that Shelton doesn't have. What would maximize the value of this asset?

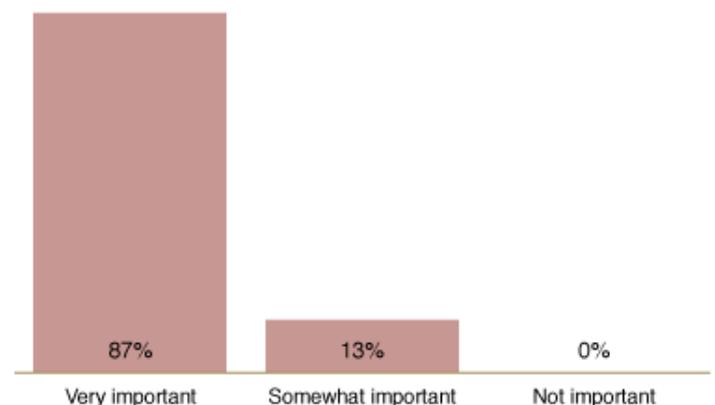


TRANSPORTATION & ENVIRONMENT

20. At the previous workshop, participants suggested the desire for safe pedestrian and bicycle connections between the site, downtown, and Shelton. Do you...



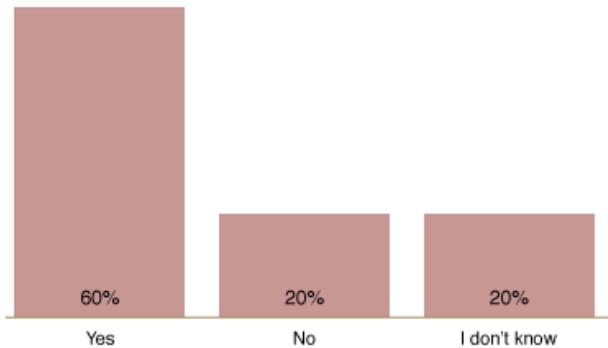
21. How important is it to ensure easy access between the site and downtown?



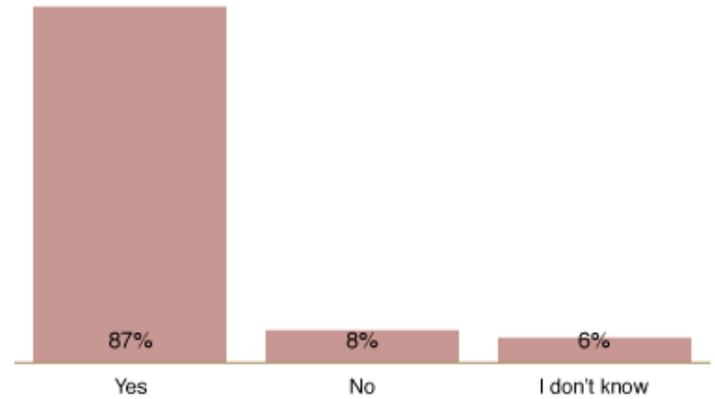
COMMUNITY CHOICES QUESTIONS

Listening to the Community

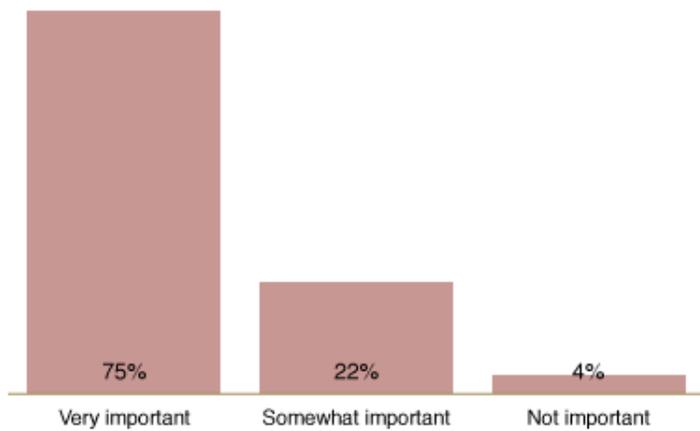
22. Would you support slowing traffic on Main Street at non-peak hours to provide easy access to the site?



23. With scheduled improvements to the Waterbury Branch Line and better service, should the City invest in better parking and access to the rail station?

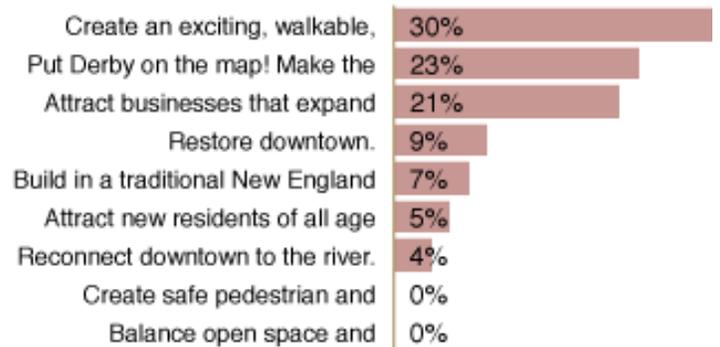


24. How important is it to you to ensure a sustainable and eco-friendly redevelopment of the site?



PRIORITIZING PRELIMINARY GOALS

25 Which of the following goals for the site is most important to you?



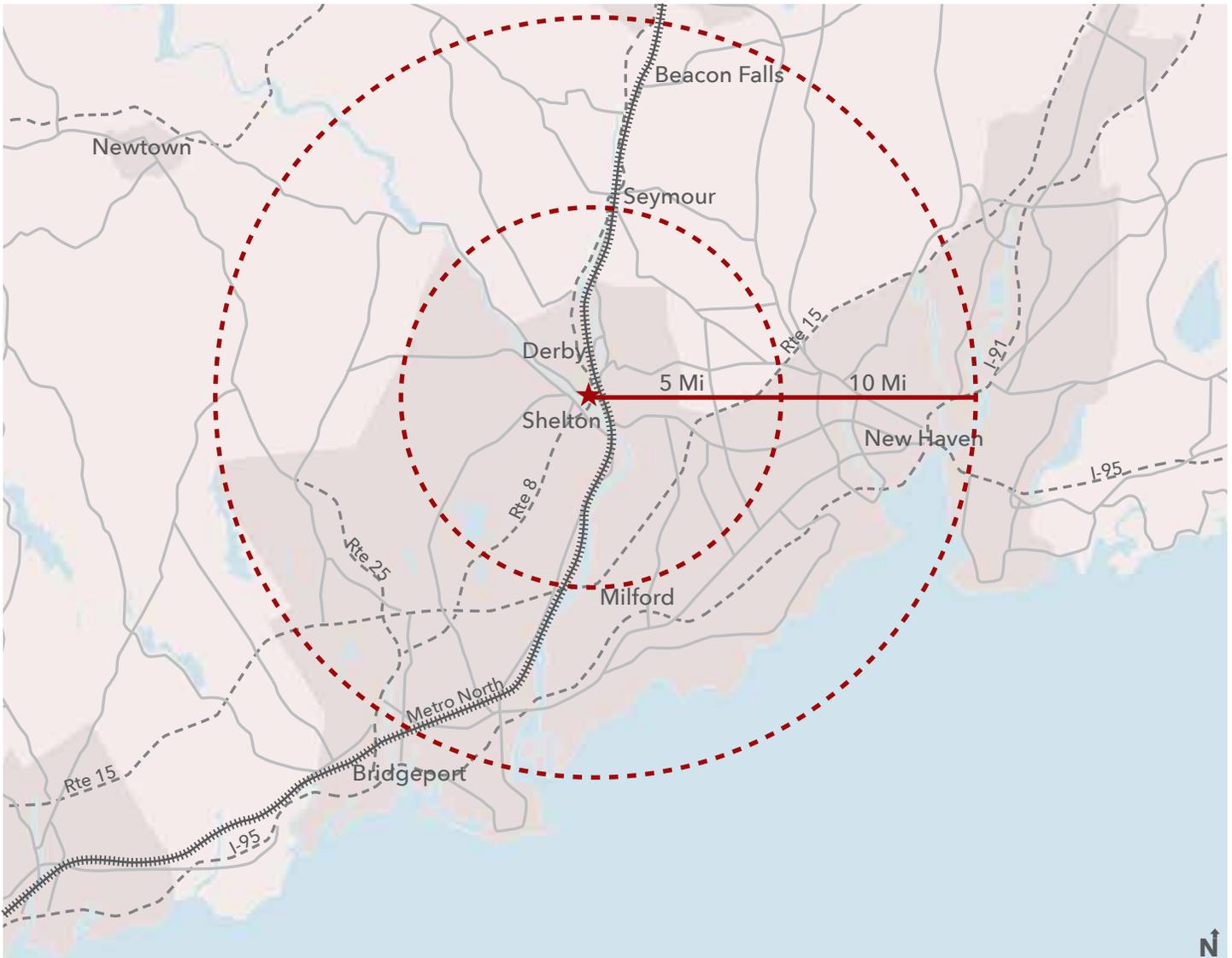
PRIORITIZED GOALS

1. *Create an exciting, walkable, visually-pleasing mixed-use place.*
2. *Put Derby on the map! Make the site a destination for residents and visitors.*
3. *Attract businesses that expand the city's tax base.*
4. *Restore downtown.*
5. *Build in a traditional New England style.*
6. *Attract new residents of all age groups.*
7. *Reconnect downtown to the river.*
8. *Balance open space and development.*
9. *Create safe pedestrian and bicycle connections between the site and downtown.*



PRELIMINARY SITE ANALYSIS

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- ▬▬▬▬ Metro North
- ★ Study Area
- Main Roads
- - - - Highways

Preliminary statistics:

Site Area: 19.5 acres

Derby, whose motto is “Connecticut’s smallest city” sits within New Haven County. It is 5.4 square miles, lies approximately 70 miles northeast of Manhattan and less than 10 miles west of New Haven.

This section of the report highlights Derby’s regional context and illustrates existing conditions on the ground, by documenting constraints and opportunities within the study area. These include: Rights-of-ways, streets, plots, existing buildings, regional access, connectivity, zoning, etc. Also included are historical images of the redevelopment site and the buildings it housed as initially, its northern edge was lined with main street buildings. Photos of the site in its current condition follow. This section concludes with scale comparisons of other successful redevelopment parcels of approximately the same size.

REGIONAL CONTEXT

Preliminary Site Analysis

METRO NORTH



- Metro North
- Stations
- ★ Study Area

Derby is located directly on the Metro North Train (Waterbury Branch Line) which is less than a 5-minute walk from the study area and downtown.

Route 8 is the main north-south thoroughfare in west central Connecticut and connects Waterbury to Bridgeport, with Derby being one of the eight main communities along it. Due to expected TOD infrastructure improvements along this corridor, and the Waterbury Branch Line, Derby stands to benefit from such regional development and growth.

LOCAL TRANSIT



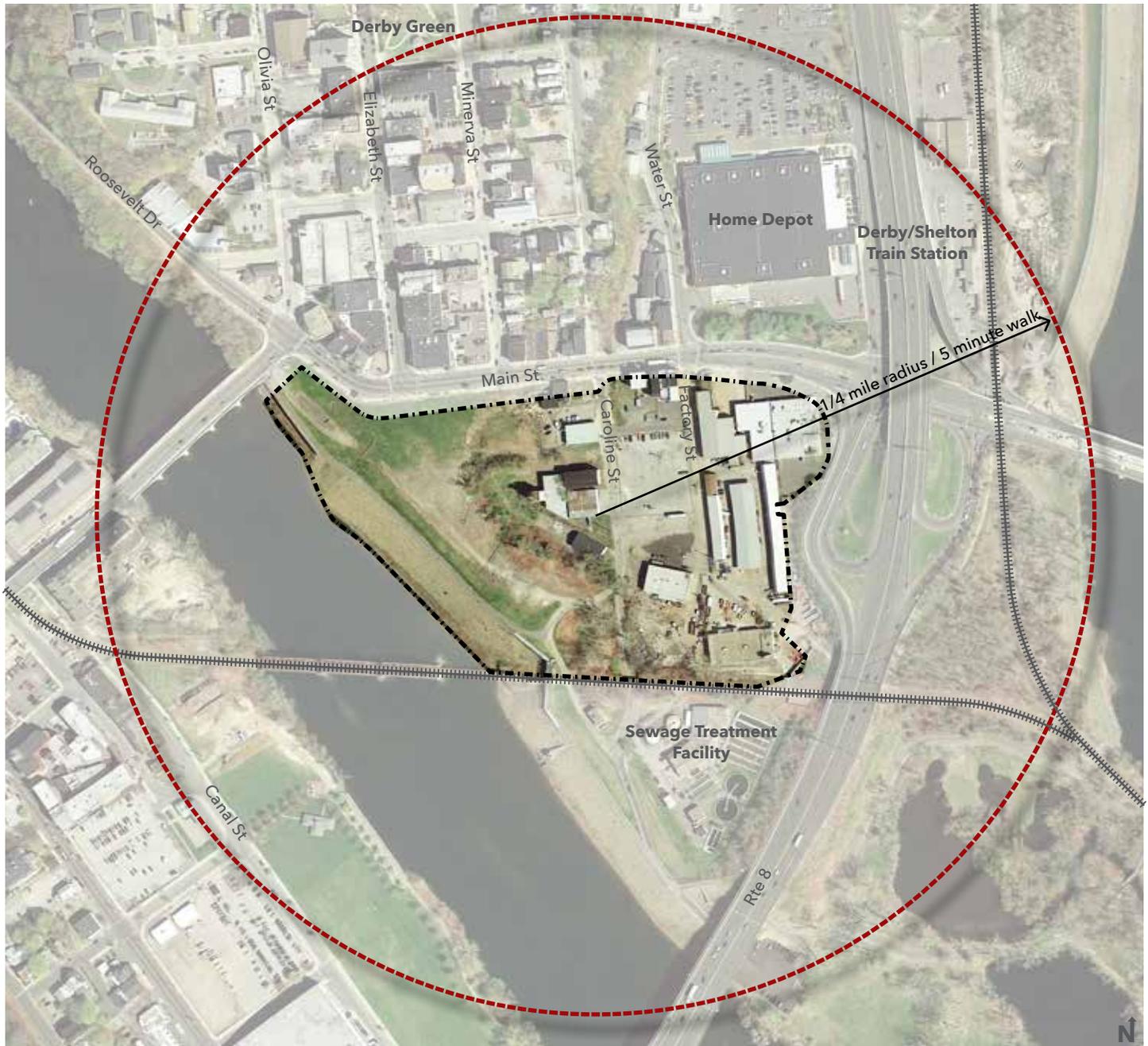
- Bus Routes
- Rush Hour Bus Routes
- - - Metro North
- Study Area

Additional modes of public transportation include bus routes which connect Derby to Shelton and other neighboring areas. Bus routes pass immediately adjacent to the study area, on its east and western boundaries.

LOCAL SITE CONTEXT

Preliminary Site Analysis

NEIGHBORHOOD SHED



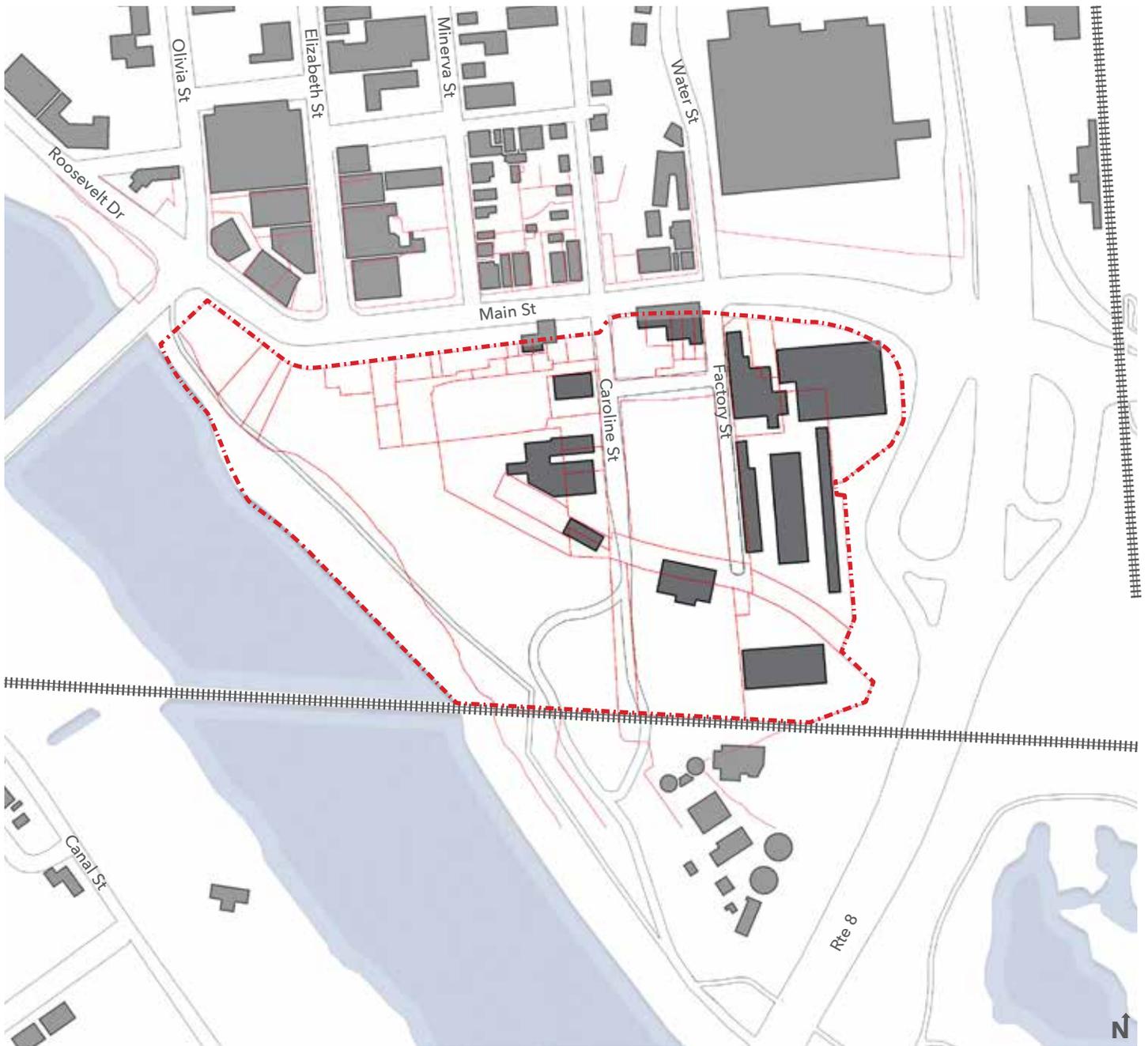
- ▬▬▬▬ Metro North
- - - Study Area
- 5 Minute (1/4 mile) Walk Radius

Neighborhood size is determined not by population, but by an area wherein the majority of the residents are likely to walk to a neighborhood square or center, which could contain a corner store and a bus stop. The size is based upon 1/4 mile radii, which represents the five-minute walk that a majority of people will choose to walk before deciding to drive (called a pedestrian shed). The study area offers the benefit of providing access to the heart of Derby's downtown and to the train station within that pedestrian shed.

LOCAL SITE CONTEXT

Preliminary Site Analysis

EXISTING BUILDINGS & OWNERSHIP



- Existing Buildings
- Parcel Lines
- Metro North
- Study Area

There are multiple buildings on this 19.5-acres redevelopment site. Most of the buildings are private-owned, some are slated for demolition due to the Route 34 widening, and many sit vacant. The site is further complicated by the fact that it is divided into multiple (15) parcels with some in city ownership and some in private ownership.

LOCAL SITE CONTEXT

Preliminary Site Analysis

TOPOGRAPHY



- 0-9 Ft
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- Metro North
- Study Area

Once on the site, the majority of it is flat, with the exception of the north edge along Main St and the west side along the Greenway Trail. Those two areas have significant topography which will require creative design solutions as the majority of the site lies between 30-35 feet below the northern part of Main Street.

LOCAL SITE CONTEXT

Preliminary Site Analysis

EXISTING STREET NETWORK



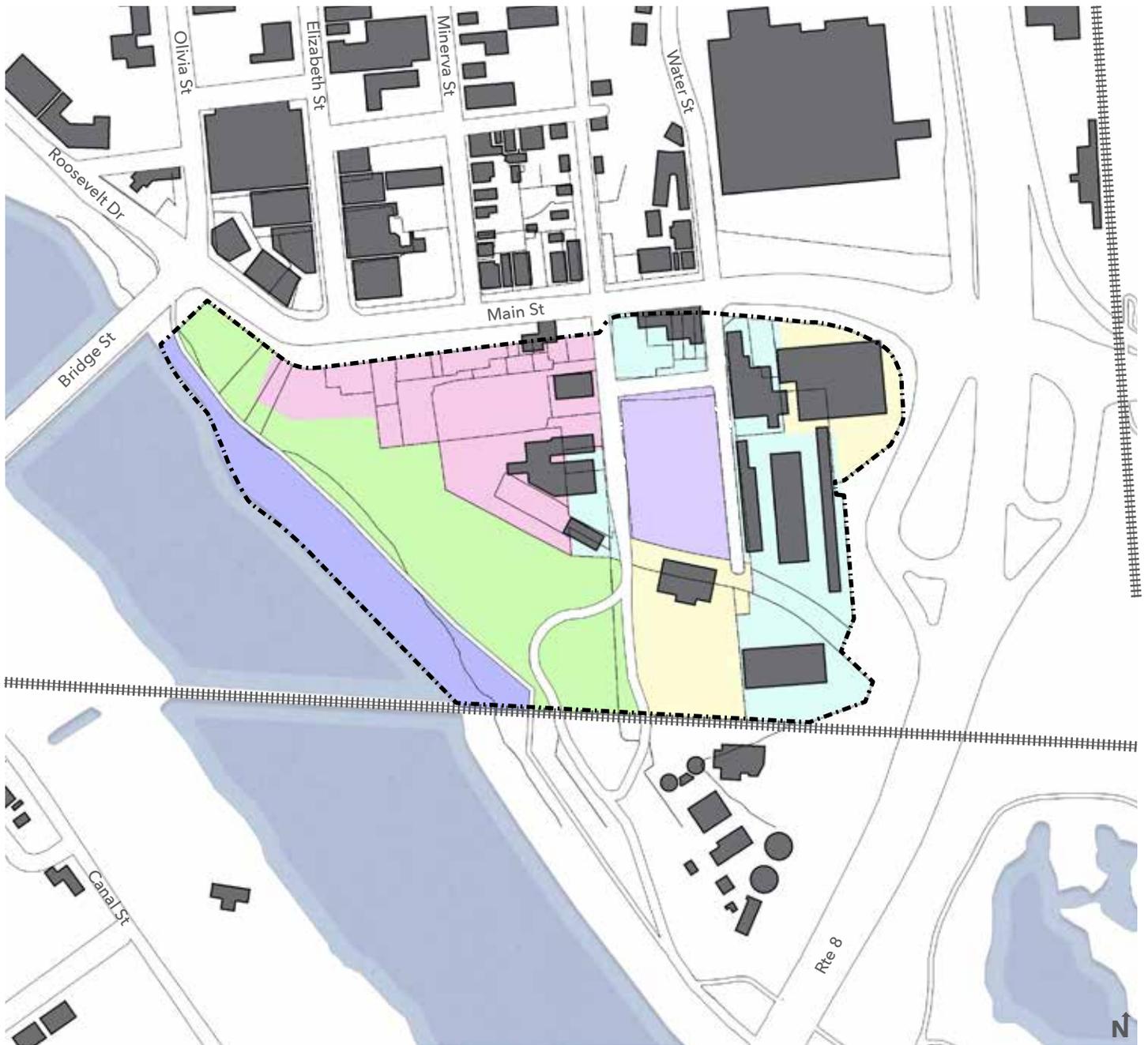
- Existing Streets
- Metro North
- Study Area

Currently there are two direct access points into the northern edge of the site from two existing streets that traverse Main Street (Route 34). These are Caroline Street and Factory Street. Route 8 borders the eastern edge but does not provide access into the site. A greenway with pedestrian trails runs along the south-west portion of the site.

LOCAL SITE CONTEXT

Preliminary Site Analysis

EXISTING LAND USE



- Existing Buildings
- Recreation
- Transportation
- Commercial
- Underdeveloped
- Industrial
- Water ROW
- Metro North
- Study Area

Currently, there exists a wide range of land uses on the site. They include recreational uses, commercial uses, industrial uses and transportation-related uses.

LOCAL SITE CONTEXT

Preliminary Site Analysis

EXISTING ZONING



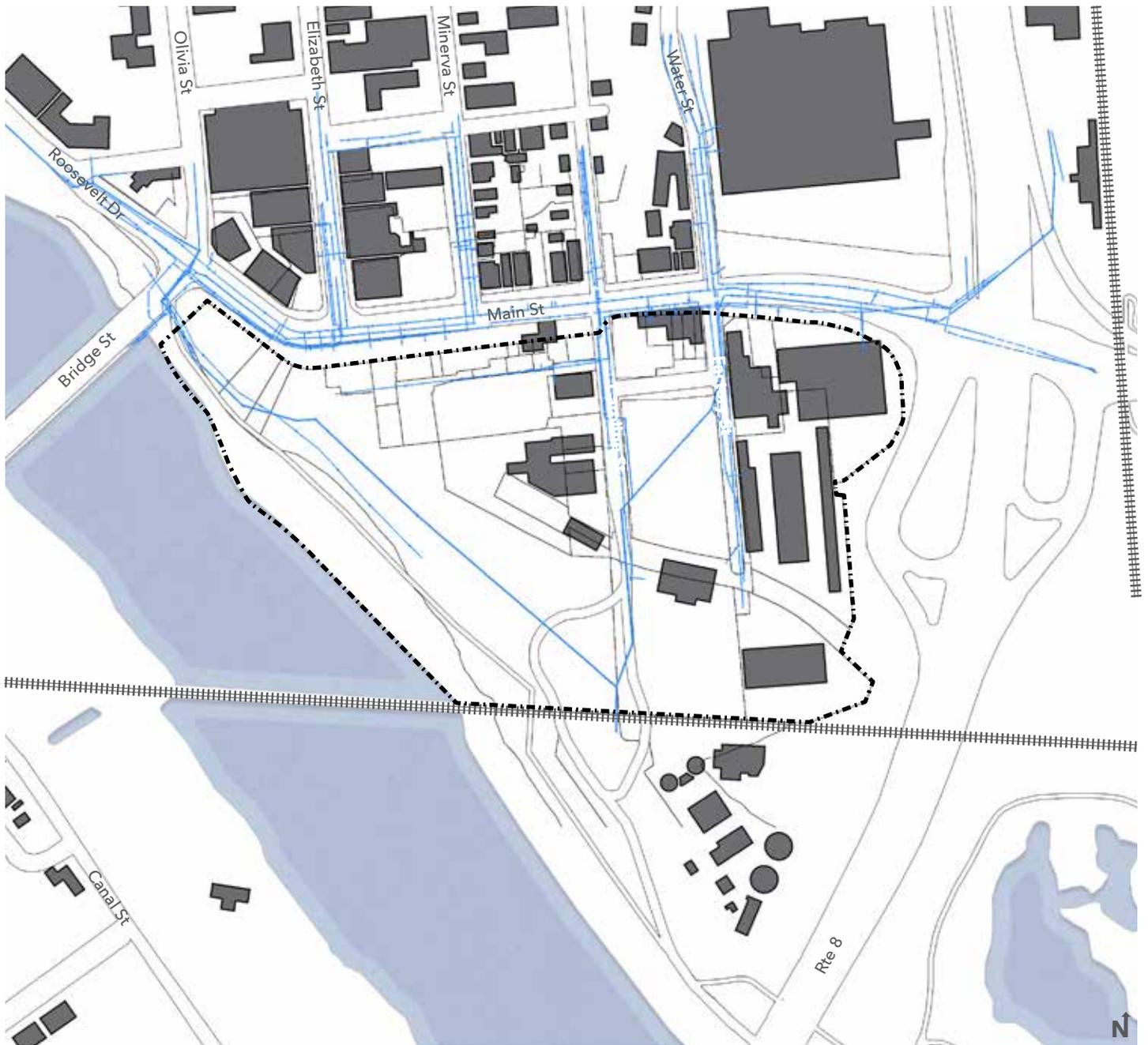
- Central Design District
- Industrial
- Metro North
- Study Area

The entire study area sits within the Central Design District (CDD) zoning, which is also the zoning applied to the majority of the downtown area.

LOCAL SITE CONTEXT

Preliminary Site Analysis

UTILITIES



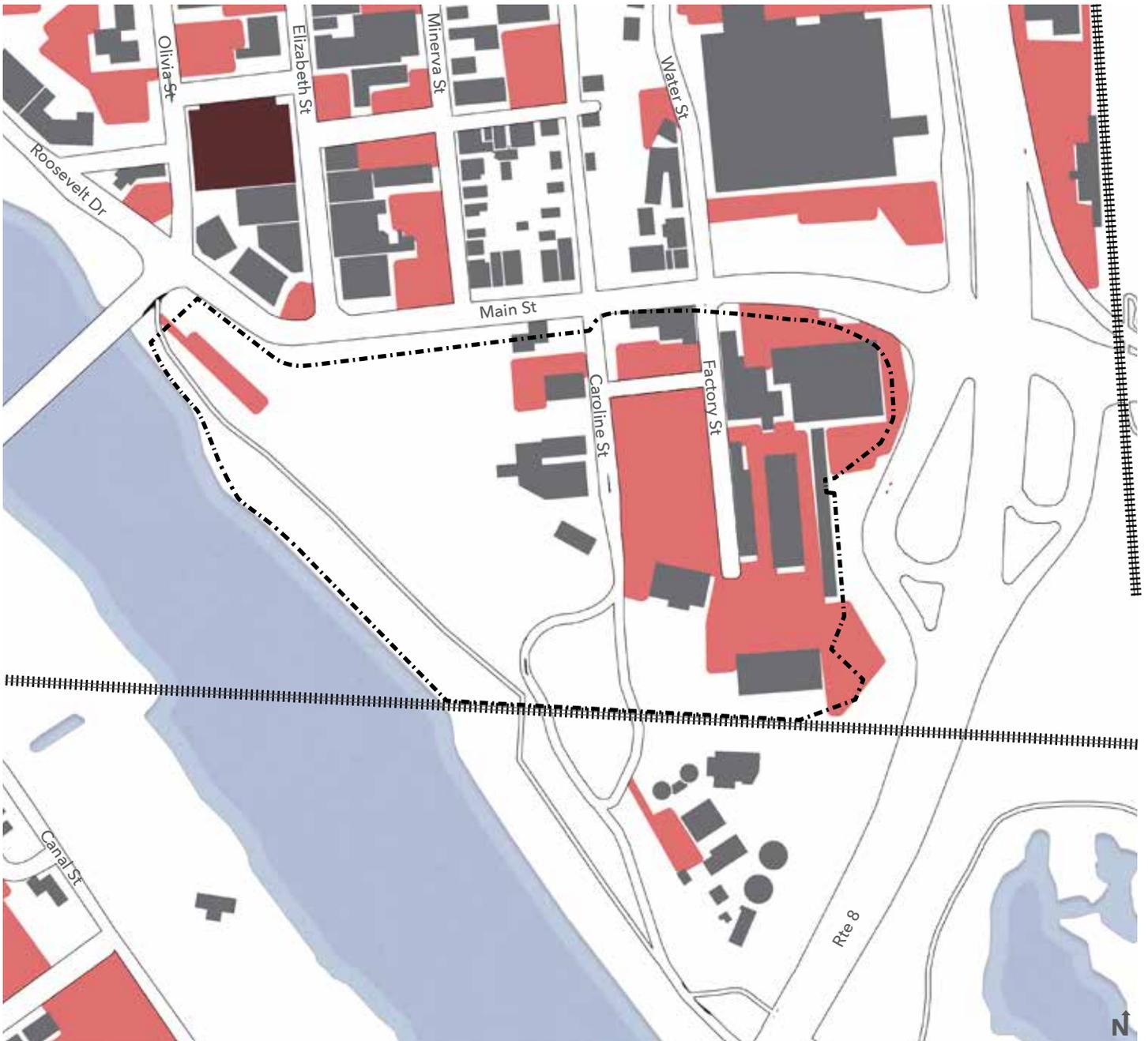
- Underground Utility Lines
- Existing Buildings
- ▨ Metro North
- - - Study Area

Several underground utilities are scattered across the site, running across multiple parcel lines that will need to be factored into the design of this parcel.

LOCAL SITE CONTEXT

Preliminary Site Analysis

PARKING / UNDERUTILIZED LAND



- Surface Parking
- Structured Parking
- Existing Buildings
- Metro North
- Study Area

This diagram documents parking locations on the site and on surrounding parcels.

HISTORIC CONTEXT

Preliminary Site Analysis

HISTORIC MAPS



Aerial C. 1934



Aerial of Derby C. 1965



Aerial of Derby C. 2004

HISTORIC CONTEXT

Preliminary Site Analysis

HISTORIC IMAGES



Main Street C. 2005



Main Street C. 2005



Main Street C. 2005



Main Street C. 2005



Rear of Buildings on Main St C. 2005

HISTORIC CONTEXT

Preliminary Site Analysis



Sanborn Map C. 1912

HISTORIC CONTEXT

Preliminary Site Analysis



Before (1929)



After (2015)



Before (1934)



After (2015)



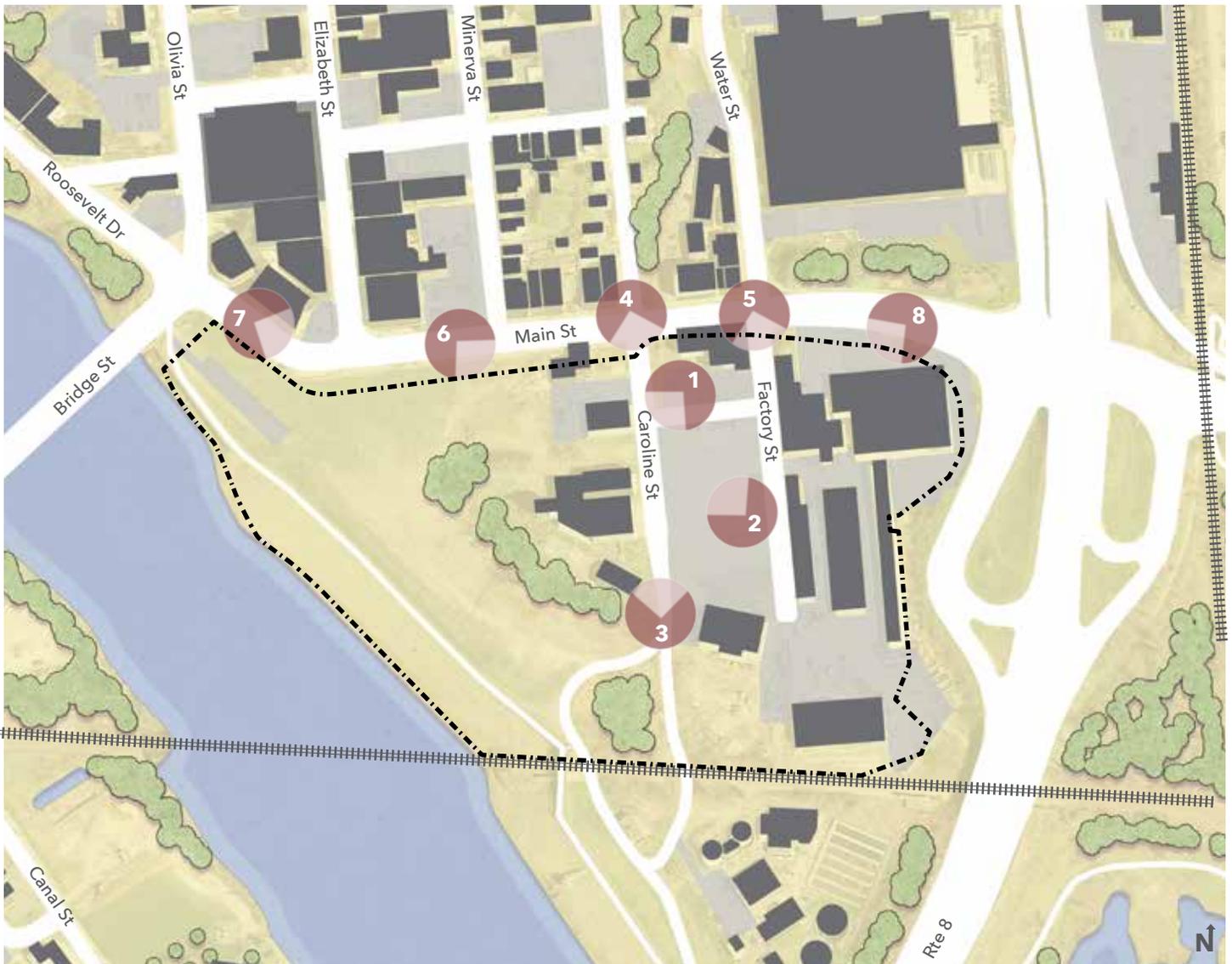
Before (1915)



After (2015)

VIEWES OF THE SITE

Preliminary Site Analysis



1. Hallock St looking southwest



2. Factory St looking northwest

IEWS OF THE SITE

Preliminary Site Analysis



3. Caroline St looking north



4. Main St & Caroline St



5. Main St & Factory St



6. Main St looking southeast over site



7. Bridge St looking southeast



8. Main St looking southwest

SCALE COMPARISONS

Preliminary Site Analysis

A scale comparison is an effective tool used by planners to demonstrate similarities in the size and complexity of character of existing and recognized towns and communities to the site in question. They provides a greater understanding of local context and scale beginning with an exploration of existing or similar settlements from around the country.

For this project, several comparisons were made. The 19.5 acre site is superimposed onto development projects locally and across the region. They are noted on the following pages.



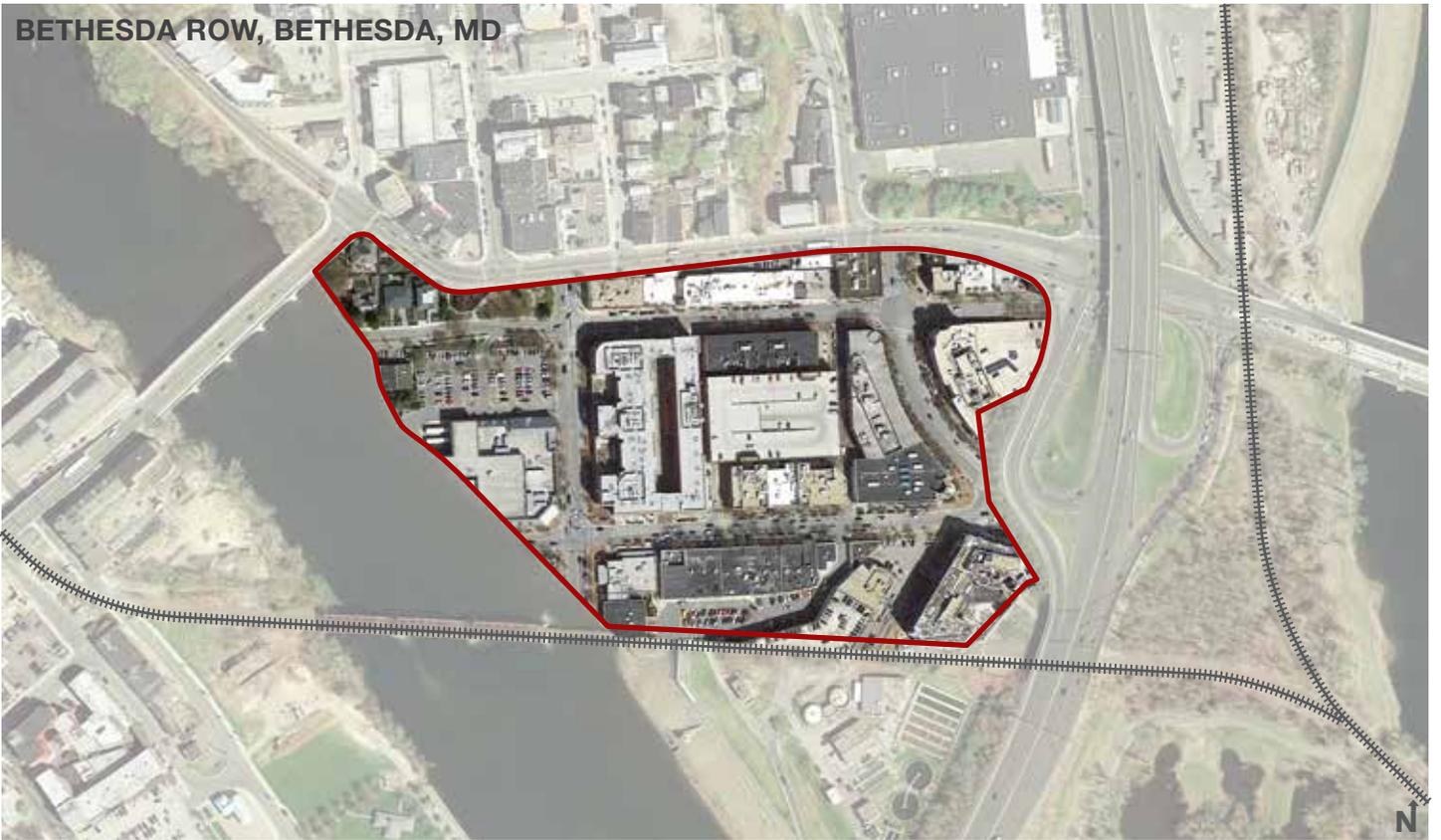
SCALE COMPARISONS

Preliminary Site Analysis



SCALE COMPARISONS

Preliminary Site Analysis





INFRASTRUCTURE & ENVIRONMENT

By: CDM SMith

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DEVELOPMENT CONTEXT

Derby's 2016 Plan of Conservation and Development reinforced the City's overall goal to promote transit-friendly development on opportunity sites south of Main Street and in other downtown sites in the vicinity of the Derby-Shelton train station. The plan also promotes strategies to better link the train station to Downtown and to improve multi-modal access to Downtown, including Complete Streets strategies and Transit Oriented Development (TOD) improvements.

Maintaining traffic flow, increasing pedestrian and bicycle safety and improving access to transit are key objectives in the development of more viable and livable urban villages not only to improve safety and overall mobility but also to enhance commerce in urban centers. The main elements necessary to achieve these complete streets and other TOD improvements include building on the existing strengths of the neighborhoods as "walkable" village districts and making incremental upgrades to streets, parking and access. These enhancements will improve the competitiveness of Downtown Derby by creating an environment that brings in new customers and encourages local residents to support their neighborhood businesses. The planned Route 34 (Main Street) reconstruction project is one example of this approach. The following sections describe the current characteristics of Downtown Derby and will serve as a basis for improvement recommendations under the next phase of project development.

UTILITY INFRASTRUCTURE – EXISTING CONDITIONS

The project area is served by major utilities, including electric, natural gas, cable television, and wireless communication networks. Companies providing service and responsible for the supply, maintenance, and upgrade of their services include the United Illuminating Company, Eversource, Comcast, Frontier, and South Central Connecticut Regional Water Authority.

Public Water Service

South Central Connecticut Regional Water Authority (RWA), a nonprofit public corporation operating out of New Haven, Connecticut, supplies water to the project area. A water supply plan completed in 2000 indicates that the water supply is more than adequate to meet the need of current customers through the year 2040. Water quality was consistent with state requirements. Existing water supply sources include the Housatonic and Derby well field and connections to the Central Connecticut Regional Water Authority. The total safe yield of all sources is 8.0 million gallons per day (MGD); the average usage in 1999 was 3.43 MGD.

Sanitary Sewers

Derby's Water Pollution Control Authority (WPCA) oversees the City's sanitary sewage collection and treatment system. Derby's water pollution control facility, located just south of and adjacent to the project area, has a design flow rate of 3.5 MGD with

OVERVIEW

Infrastructure & Environment

a peak flow capacity of 9.1 MGD – currently, nearly three million gallons of effluent flow through the system each day (MGD).

The current system includes portions of combined sanitary and stormwater pipes that increase the amount of flow through the treatment facility and overloads the facility during times of heavy rainfall. Planned and anticipated sewer extensions and connections will likely increase flows to the treatment facility. Derby's sanitary sewer system and sewage treatment facility are in dire need of repairs and upgrades and are under Department of Energy and Environmental Protection (DEEP) order to propose a formal plan to either upgrade the facility, or abandon it and pump sewage elsewhere. Consequently, in November 2014, Derby voters approved a \$31.2 million bond to fund repair and upgrades to the City's sewer system and treatment facility.

TRANSPORTATION INFRASTRUCTURE – EXISTING CONDITIONS

Road Network

The project area is well served by a state-maintained road system dominated by the Route 8 Expressway, located directly to the east; Exit 15 of Route 8 provides direct access to Route 34/Main Street. Constructed in the early 1960s, Route 8 is a major north-south limited-access highway that connects two major Connecticut cities, Bridgeport, located 16 miles to the south and Waterbury, located 18 miles to the north. Route 8 also connects Derby to the interstate highway system with Interstate 95 located in Bridgeport and Interstate 84 located in Waterbury. Average daily traffic volumes (ADT) though Derby on Route 8 range from 60,400 vehicles per day (vpd) to 82,500 vpd.

Route 34 (Main Street) is the “front door” of the project area; it Route 34 is the main transportation artery between New Haven and the Naugatuck Valley region and links I-95 in New Haven and I-84 in Newtown. It also provides connections with State Route 15 (Wilbur Cross Parkway) and Route 8. Route 34 is classified as a principal arterial by Connecticut Department of Transportation (CTDOT), based on its traffic volume and travel characteristics; through eastern Derby, it is a four-lane divided highway that carries between 35,700 and 46,300 vpd. After its interchange with Route 8, Route 34 becomes Downtown Derby's Main Street, narrowing to two lanes; daily traffic volumes along this section range from 17,200 vpd to 22,300 vpd. Peak-hour traffic congestion often occurs on Route 34, especially in the downtown area.

Along Route 34 within the Downtown Derby, Minerva Street, Elizabeth Street Caroline Street, and Olivia Street provide north-south access that links the project area to Downtown Derby. Just to the west, Bridge Street spans the Housatonic River and connects downtown Derby with downtown Shelton.

The Naugatuck Valley Council of Governments and the Connecticut Department of Transportation propose to reconstruct and widen Main Street or the section of Route 34 through Downtown Derby from the Route 8 overpass to just north of Bridge Street. The work will convert the existing two-lane arterial into a median-divided, four-lane

road to reduce traffic congestion and improve access to the project area and to Downtown Derby.

Planners have applied a ‘Complete Streets’ approach to the reconstruction project. Complete Streets is a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for users of all ages and abilities, including travel by those walking, cycling, driving motor vehicles and using public transportation.

Complete Streets design elements incorporated into the project plans include: a landscaped median, wider sidewalks, curb extensions to shorten the walking distance across the roadway, pedestrian crossing signals with highly visible markings and crosswalks, and a two-way cycle track for bicyclists that parallels Route 34 but is buffered from vehicular traffic. The cycle track will connect to the Derby Greenway Trail. Other features or amenities of the design include tree-planters to manage stormwater more effectively, a small parking lot, and a gateway park at the corner of Route 34 and Bridge Street.

Downtown circulation will be modified by converting Elizabeth Street and Minerva Street to one-way travel. Due to the proposed median, access to the project area from westbound travel on Route 34 will be restricted. As part of the project, the existing buildings along the south side of Route 34 will be demolished. The project is in final design with an anticipated construction year of 2017.

Access to the project area by non-motorized travel will also be enhanced through the planned renovation of the Derby-Shelton Bridge. The bridge, built in 1918, spans the Housatonic River and connects Downtown Derby with the downtown area of the City of Shelton. A concept plan has been developed to renovate the bridge that crosses the Housatonic River and links Downtown Derby with Downtown Shelton. Elements of the Derby-Shelton Bridge rehabilitation plan include provision of a separated, two-way cycle track along the south side of the bridge and pedestrian amenities along the bridge including benches, tree boxes, planters, and landscaping. The plan would create an attractive gateway into Derby and encourage people to walk and ride their bicycles.

Public Transit

Downtown Derby is a hub for public transit systems operating in the City. Commuter rail, regional bus, and dial-a-ride services are all accessible from the area. In addition, the compact arrangement of city blocks and an expansive sidewalk network make walking a viable mode of transportation in Derby’s downtown commercial district.

OVERVIEW

Infrastructure & Environment

Commuter Rail Service.

The Derby–Shelton Metro-North Station is located only 500 feet east of the easterly limits of the project area and within easy walking distance of downtown Shelton. The station house and parking lot are located on the northeast corner of Exit 15 off Route 8, and are accessible from a frontage road along the west side of Route 8 at its intersection with Route 34.

Waterbury Branch Rail Line (WBL). Commuter rail service at the station is provided by the Waterbury Branch of the New Haven Line (NHL), the main commuter rail line of the Northeast Corridor that links New York City and Boston.

The Derby-Shelton rail station is the first station along the WBL and service to Bridgeport takes an average of 22 minutes where connections can be made to the NHL. Depending on transfer time at Bridgeport, travel time via the New Haven Line to Grand Central Terminal averages two hours and travel time to New Haven is about one hour. The Derby-Shelton Station functions as a transfer point between fixed-route bus and commuter rail services, although, commuter amenities are sparse. The station lacks real-time arrival information, which is known to greatly improve transit rider satisfaction. There is parking at the station for 75 vehicles. The parking lot is owned by the State of Connecticut - no parking fee is required.

Bus Service

The project area and the Derby-Shelton rail station are served by three fixed-route bus routes: Bus Routes 15 and 23 operated by the Greater Bridgeport Transit Authority (GBT), and Bus Route F operated by Connecticut Transit (CT Transit) New Haven Division. Bus Route 15 travels along Bridgeport Avenue and to Derby via Bridge Street and Route 34. Bus Route 23 extends from Stratford along Route 110, it then travels Route 8 to the Derby-Shelton station. CT Transit's Route F extends from downtown New Haven to the town center of Seymour via Route 34. In addition to stopping at the Derby-Shelton station, it also has several stops through Downtown Derby including a stop at the northwest corner of the project area at the intersection of Main Street (Route 34) and Elizabeth Street.

Dial-a-Ride

The project area is also served by dial-a-ride and specialized paratransit services for Derby's disabled and elderly residents operated by the Valley Transit District (VTD) provides and specialized paratransit. Consistent with the Americans with Disabilities Act (ADA), VTD operates the service using accessible mini-buses that can accommodate wheelchairs and other mobility devices.

Non-Motorized Travel

Walking is common and critical form of transportation since every trip, at some point, involves walking. Sidewalks are provided throughout Downtown Derby and extend to the project area along both sides of Main Street (Route 34). However, the condition of the Main Street sidewalks is poor and the width of the sidewalks are quite narrow. Bicycle travel is becoming a popular mode of transportation in Derby, although on-

road bicycle routes in Derby are rare and are not provided within the project area. However, the Derby Greenway Trail does traverse the project area and offers an off-road option for pedestrians and cyclists alike to travel without interference from motorized vehicles.

The Derby Greenway Trail runs 1.7 miles along the banks of the Naugatuck and Housatonic Rivers. It is a 10-foot wide, paved trail that accommodates pedestrians and cyclists. It extends from the intersection of Bridge Street and Main Street to the Ansonia town line at Division Street; much of the trail is situated on top of the flood control dike and portions of the trail goes across O’Sullivan’s Island and Hog Island.

While the trail can be directly accessed from the project area and passes near the Derby-Shelton train station, it is not a convenient route between the project area and the station since it is located on the east side of the Waterbury Branch Line tracks and does not have a well-defined connection to the station.

The Derby Greenway is part of the larger Naugatuck Valley Greenway Trail System, which is proposed to span approximately 44 miles from Derby to Torrington and also cross the Naugatuck River to Shelton.

POTENTIAL TRANSPORTATION STRATEGIES

The current design of Route 34 (Main Street) and other streets in the project area principally provide for the efficient movement of vehicular traffic. These streets lack features that have been demonstrated to calm traffic, encourage non-motorized travel and the use of transit, and improve pedestrian and bicycle safety or have features that encourage higher vehicular travel speeds.

For example, wide travel lanes and curb radii encourage vehicle speeds that exceed posted limits. In addition, pedestrian crossing infrastructure is minimal; intersections that have crosswalks, pedestrian signals and curb extensions at all four corners would better alert drivers to the presence of pedestrians; provide clear direction for those wishing to cross the street; reduce pedestrian crossing distances, provide the greatest convenience and access for pedestrians; and, ultimately improve safety for pedestrians and drivers.

Additionally, features that serve to visually enclose the street such as vertical streetscape features (bollards, ornamental light standards and street trees) and a continuous “street-wall” (i.e. visually engaging, mixed-use, multi-story buildings located at the back of sidewalks) are lacking on most streets in the project area. These vertical elements associated with vibrant and traditional downtown districts provide visual cues to motorists that they have entered a special, densely populated, slow-street zone. These visual cues are often called psychological traffic-calming features because they cause motorists to instinctively slow down without the use of active measures such as speed humps or speed tables.

As discussed above, planned improvements to Route 34 (Main Street) and to the Derby-Shelton Bridge, including Complete Streets or traffic calming features, will greatly improve pedestrian and bicycle safety and mobility in the project area; however, more can be done to improve overall walkability of the project area and Downtown and to encourage

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non-motorized travel to the Derby-Shelton train station. The project team will study these issues during the community charrette and provide recommendations to better link the project area to Downtown Derby, Downtown Shelton and the Derby-Shelton train station.

TRANSPORTATION RECOMMENDATIONS FROM DERBY'S PLAN OF CONSERVATION & DEVELOPMENT

According to the “2016 Derby Plan of Conservation and Development¹” there are a number of strategies Derby can undertake to strengthen the City’s transportation network, including:

1. Maintain and improve the existing sidewalk network, extend sidewalks to eliminate gaps between existing sections, and install new sidewalks where they are lacking to adequately separate pedestrians from traffic and improve safety.
2. Install pedestrian signals with countdown displays and audible messaging at critical intersections.
3. Install high visibility crosswalks and curb ramps at critical intersections where there is a high volume of pedestrian activity.
4. Work with VTD and the NVCOG to replace bus shelters and identify locations for the placement of new shelters.
5. Install new way-finding signage and/or relocate existing signage to direct travelers to and from the Derby-Shelton rail station, Route 8, and Route 34.
6. Install an information kiosk at the Derby-Shelton rail station to provide static and interactive commuter information for both rail and bus operations.
7. Reconfigure the existing parking area and access roadways at the Derby-Shelton rail station to create a defined bus circulation pattern, designated bus bays for loading and unloading passengers, and a parking area for commuters.
8. Replace the existing passenger waiting shelter at the Derby-Shelton rail station with a larger heated structure.
9. Construct a bicycle path and pedestrian walkway into and through the Derby-Shelton rail station property with a terminus at the boarding area and direct connections to the Derby Greenway Trail and planned Route 34 cycle track.
10. Increase downtown parking availability as needed and improve existing garages, especially to support business activity.

DOWNTOWN INFRASTRUCTURE AND TRANSPORTATION ISSUES & NEEDS – AS REPORTED BY DERBY RESIDENTS

The following information summarizes Derby residents’ collective views on various public works, infrastructure, and transportation topics – specifically, those pertinent to Downtown Now! Redevelopment possibilities and the needs associated with improving Downtown. This information was derived from a report titled “Derby Plan of Conservation and Development Public Engagement Report”, May 2015, prepared for City of Derby by the

¹ *2016 Plan of Conservation and Development, City of Derby, Planning and Zoning Commission; prepared by the Naugatuck Valley Council of Governments; adopted May 24, 2016.*

Land Use Practice Collaborative. The report presents and explores comments received at several public and stakeholder meetings held throughout March of 2015 to inform the update of the Derby Plan of Conservation and Development. These selected comments (not all comments are necessarily pertinent to the planning of the redevelopment of downtown land south of Main Street, such as maintenance needs) are arranged by infrastructure topic and in order of the most-shared comments (numbers in parentheses indicate the number of people that share the comment; in some cases, like comments were combined).

Sewage Infrastructure and Management

- Improve sewage management, including by coordinating sewer improvements with other projects/ Sewer improvement should be coordinated with Route 34 redevelopment (9)
- Sewer sludge trucks will go through planned redevelopment area and should be redirected (5)
- Sewage treatment plant's proximity to redevelopment area hurts development efforts (2)
- The infrastructure for sewer project is good (2)
- There is a sewer issue in Derby (2)
- Water/sewage/drainage/flood control needs updating (1)
- Sewer lines need upgrading on south side of Main Street (1)

Street Infrastructure and Traffic

- Improve traffic congestion and safety (16)
- Maintain and replace degraded or outdated street infrastructure (14)
- Improve Route 34 appropriately/ Expand Route 34 by creating more lanes/ Widen the lanes, or even make one-way streets (9)
- Traffic is bad along Routes 8 and 34; Elizabeth & Main, Water & Main, Olivia & Main streets; near Shoprite (8)
- Increase connectivity between streets and highways (3)
- Create a traffic study to better understand impaired traffic flow/ Reevaluate where to locate stop signs and lights (2)
- Some of the speed bumps are too high and need repairs (1)
- Nothing is happening with Route 34 expansion (1)
- Update speed limit signs (1)
- Make Route 34 towards Route 84 a scenic highway (1)
- Install a stop sign or light at Water & Caroline St intersection (1)

Parking

- Increase parking availability, especially to support downtown businesses/ Need parking for restaurants, theater, courthouse, long term parking (31)
- Improve parking garage (safety, location, traffic, signage) (24)
- Improve metered and regulated parking/ Limit downtown parking to two hours (11)
- There is a lack of parking downtown and near the Train Station; this hurts small businesses (8)

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- No need for meters/ Do not like metered parking (4)
- Residents like the location and usability of parking garage (3)
- The City should narrow the sidewalks to allow angled parking (2)
- Reform parking requirements to use less land (2)
- Outsource/privatize all parking (even metered parking). Give it away to a private developer (2)
- Not enough handicap parking downtown (1)
- Better utilization of parking between Factory Street and Caroline Street (1)
- Incorporate mixed uses in parking garage (1)
- Shift Route 34 parking garage to south side with mixed uses on the bottom floor (1)
- Ensure adequate parking with new developments (1)

Pedestrian and Bicycle Infrastructure

- Add more sidewalks and fix existing sidewalks (20)
- Improve the pedestrian experience/ Lack of crosswalks throughout town, and some need to be better/ Lack of sidewalks cause some kids to walk on the road (18)
- Bad sidewalks (quality, quantity, and connectivity), particularly in the following areas: Irving School area; Courthouse; town green; Main, Elizabeth, Sodom, and Olivia Streets (14)
- There is a lack of encouraging bicycle transportation/Improve bicycle lanes and trails/ Extend bicycle trails/Provide off-street bicycle lanes/ Maintain current trails/ Increase number of pedestrian trails throughout the City (8)
- Add permanent poles where cones exist and flashing lights for pedestrians (4)
- Like the sidewalks that connect different city centers (particularly Hawthorn Street) (2)
- Derby is not a good experience for pedestrians (2)
- Like the trolley tracks in the sidewalk (1)
- Too much burden on the private land owners to maintain sidewalks (1)

Transit Accessibility

- Improve train station, schedule, and routes/ Unknown train schedule/ Train timetable is infrequent/ Need better train and bus schedule and better advertisement of schedule (36)
- Improve access to trains, perhaps through a trolley system that transports passengers between the Train Station and downtown/ Poor rail access to downtown (26)
- Improve the bus schedule and routes/ Bus unreliable and inconvenient (20)
- Like the Train Station/ Like the proximity to downtown/ Derby is the center of many transportation options, including the train (10)
- Build more and safer bus stations and stops/ Bus stops cause people to stand in

the road/ Ice and snow mounds near Route 34 cause people to unsafely stand on the ice or on the road (especially while waiting for the bus) (6)

- Make the bus more affordable/ \$8 round trip on transit is expensive (Valley Transit) (4)
- Train station is insufficient; the station is blighted and lacks lighting (2)
- Seniors who live alone need to get to the hospital or around town. The City should provide cost-efficient transportation for these seniors (2)
- There needs to be an express bus to New Haven (2)
- Don't use transportation hub to get people downtown (2)
- Like senior pickup (1)
- Join railroad system to Waterbury corridor (1)

OVERVIEW

Infrastructure & Environment

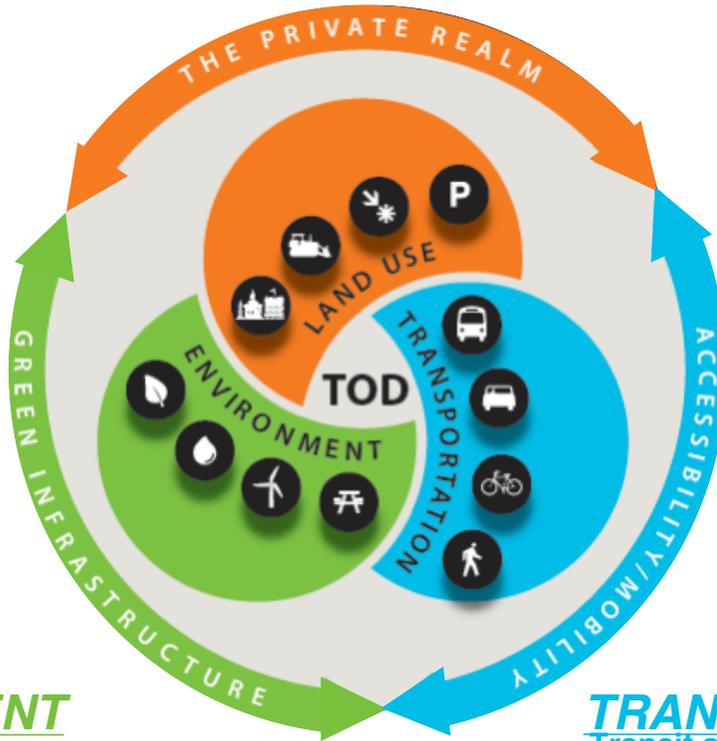
LAND USE

Compact, Mixed-Use Development

Brownfield and Infill Redevelopment

Place-Based Zoning

Parking Management & Smart Parking



ENVIRONMENT

Green Streets and Green Infrastructure

Stormwater Harvesting and Grey-water Recycling

Renewable Energy Systems

Parks and Civic Spaces

TRANSPORTATION

Transit and Station Area Planning

Travel Demand Management (TDM)

Bicycle Access

Walkability and Sustainability

- ✓ Local New Haven Office

- ✓ Route 8 TOD



Stamford Train Station
Stamford, Connecticut



Blue Back Square
West Hartford, Connecticut



360 State Street
New Haven, Connecticut



**DERBY, CONNECTICUT
AERIAL PLAN
NOVEMBER 2016**

Legend



FEMA FLOOD MAP

Infrastructure & Environment



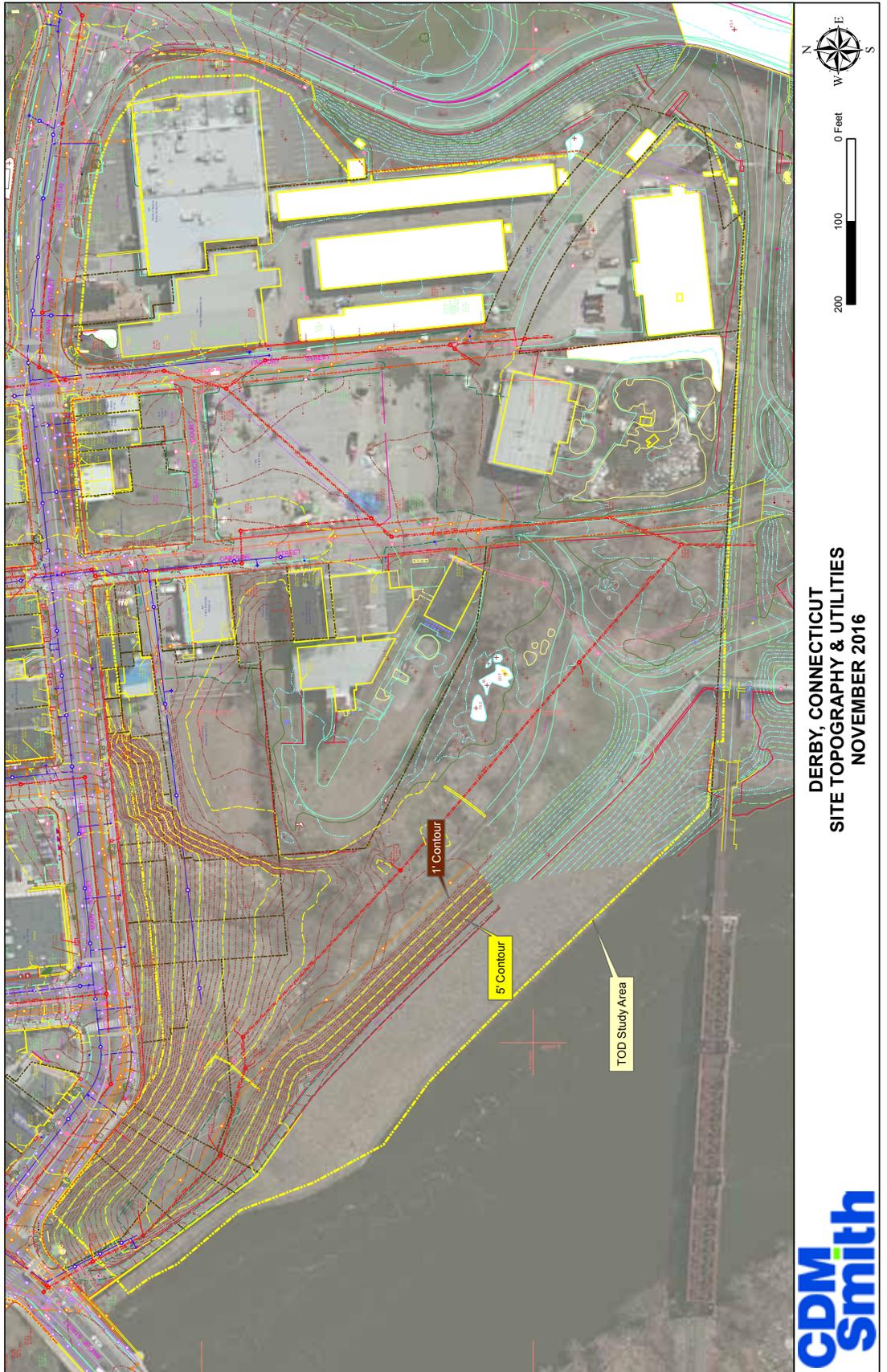
- Existing Buildings
- Flood Zone X
- Flood Zone AE
- Metro North
- Study Area

B and X (shaded) Area of moderate flood hazard, usually the area between the limits of the 100- year and 500-year floods. B Zones are also used to designate base floodplains of lesser hazards, such as areas protected by levees from 100-year flood, or shallow flooding areas with average depths of less than one foot or drainage areas less than 1 square mile.

AE The base floodplain where base flood elevations are provided. AE Zones are now used on new format FIRMs instead of A1-A30 Zones.

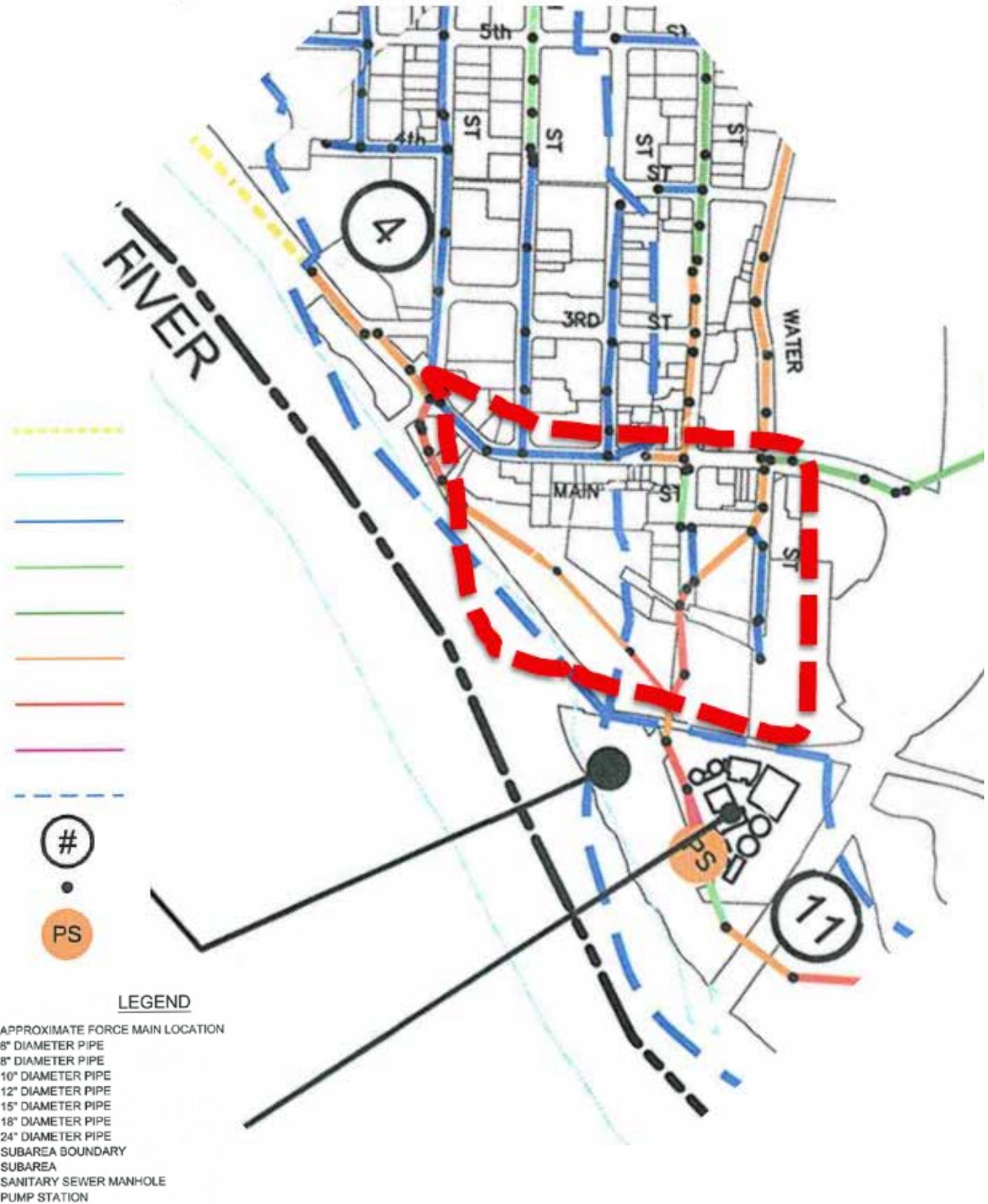
SITE TOPOGRAPHY & UTILITIES

Infrastructure & Environment



EXISTING SEWAGE INFRASTRUCTURE

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LEGEND

- APPROXIMATE FORCE MAIN LOCATION
- 6" DIAMETER PIPE
- 8" DIAMETER PIPE
- 10" DIAMETER PIPE
- 12" DIAMETER PIPE
- 15" DIAMETER PIPE
- 18" DIAMETER PIPE
- 24" DIAMETER PIPE
- SUBAREA BOUNDARY
- SUBAREA
- SANITARY SEWER MANHOLE
- PUMP STATION

LAND USE & ZONING

Infrastructure & Environment



DERBY, CONNECTICUT

JULY 2016



ENVIRONMENTAL EXISTING CONDITIONS

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 Connecticut Brownfield Properties

- Historical Industrial / Commercial Uses
- Historical Fill
- Comprehensive Review of Available Information
 - EDR Site Overview Report
 - Site Environmental Investigation Reports
 - CT DOT Tasks 110/210 Reports
 - CT DEEP File Search
- Route 34 Project Impacted Properties
- Brownfield Properties
- Potential Future Investigation / Remediation

ROUTE 34 WIDENING

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PRELIMINARY PLAN DRAFT



PRELIMINARY PLAN DRAFT

Pedestrian Safety

- P-1 High Visibility Crosswalks**
- P-2 Mid-Block Crosswalks**
- P-3 Pedestrian Crossing Signals**
- P-4 Tight Intersection Radii**
- P-5 Moveable Parklets**



Bicycle Safety

- B-1 Shared Lane Markings or Sharrows**
- B-2 Bicycle Boulevards**
- B-3 Bicycle Parking**



Traffic Control

- T-1 On-Street Parking**
- T-2 Streets Trees & Other Visual Treatments**
- T-3 Speed Tables & Speed Humps**
- T-4 Curb Radius Reduction**

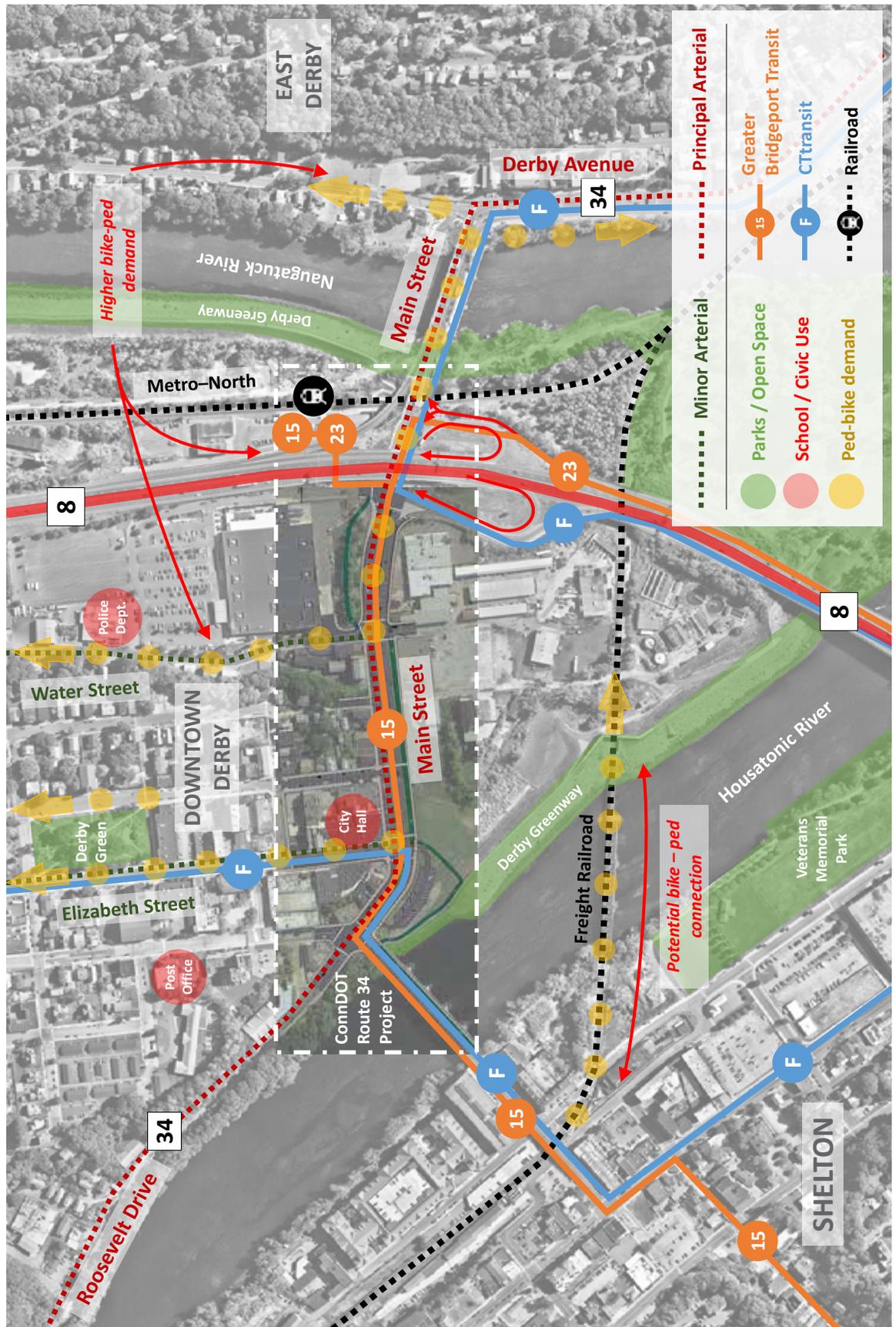


Transit/Intermodal Enhancements

- I-1 Bus Pullout**
- I-2 Enhanced Bus Shelters**
- I-3 Real Time Parking Information**
- I-4 Dynamic Message Signs**



Existing transportation issues are depicted on the issues and opportunities figure, detailing existing transit routes into Derby from both New Haven and Bridgeport.



ENVIRONMENTAL SITE REVIEW

Infrastructure & Environment

**Table 1
Downtown Derby Revitalization Project
Environmental Review**

Address	Approximate Lot Size (acres)	Map Block Lot	Owner Name	Current Use	Former Uses	Environmental Risk
WATER ST	1.40	8-3-1	City of Derby	Parking Lot	Residential, Commercial, Mill, Woodworking, Canal/raceway	Moderate
2 FACTORY ST	1.67	8-3-2	Andrew M and Barry M Jacobs	Structural Steel, Metal Works	Hardware, Paints, and Oils, Hand Grenades	High
23 FACTORY ST	2.56	8-3-3	Barretta Property Management LLC	Housatonic Lumber Co	Lumber Yard	High
WATER ST	1.00	8-3-7	Housatonic Railroad	Empty Lot	Railroad	Low
90 MAIN ST	1.19	8-5-177	Lifetouch National School Studio Inc	Photograph and Film Processing	Photograph and Film Processing, Train/Bus Station Depot and Repair Facility	High
106 MAIN ST	0.14	8-5-178	Belrose Projects, S. A.	Empty Lot	Restaurant	Low
23 Factory Street	0.36	8-5-179	Barretta Property Management LLC	Housatonic Lumber Co	Lumber Yard	High
Main Street & Water	0.01	8-5-179A	City of Derby	Empty Lot	Landscaped/Flagpole	Low
Water Street	0.06	8-5-180	Joseph F Oliwa	Parking Lot	Storage	Low
128 Main Street	0.06	8-5-181	Stefan Geburza (or State of CT)	Vacant Building	Restaurant & Store, Apartment	Low
130 MAIN ST	0.05	8-5-182	130 Main St. LLC	Vacant Building	Liquor Store and apartments	Low
134-136 MAIN ST	0.05	8-5-183	Joseph F Oliwa (or State of CT)	Vacant Building	Hardware store, Apartment	Low
140 142 144 MAIN ST	0.08	8-5-184	140 Main Street Derby LLC	Vacant Building	Store, Grocery Store	Low
148 MAIN ST	0.26	8-5-185	Clark Development LLC	Empty Lot/Parking	Furniture Mfg, Bowling Alley, former canal/raceway	Moderate
4 -8 CAROLINE ST	0.14	8-5-187	Derby Real Estate LLC (or City of Derby)	Vacant Building	Derby Garden Center, Corset Mfg, Fur Mfg, Storage, Mfg Feeds	Moderate
4 -8 CAROLINE ST	0.23	8-5-188	Derby Real Estate LLC (or City of Derby)	Vacant Building	Corset Mfg, Fur Mfg, Storage, Mfg Feeds	Moderate
20 -22 CAROLINE ST	0.09	8-5-189	New England Sheet Metal	Vacant Building	Tool & Machine Co, Fur Mfg, Corset Mfg	Moderate
30 CAROLINE ST	0.15	8-5-190	Ceruzzi Derby Redevelopment LLC	Empty Lot	Electrical Supply Co, Corset Mfg, Storage, (Tray Steam) Laundry	Moderate
34 -40 CAROLINE ST	0.18	8-5-191	Calco of Caroline Street LLC	Calvert Safe & Lock Ltd.	Wire Co., Machine Shop, Market, Dwellings	Moderate?
166 170 MAIN ST	0.06	8-5-192	One Hundred Seventy Six Main Street	Empty Lot	Barber, Store	Low
176 178 MAIN ST	0.04	8-5-193	176 Main Street Associates LLC	Vacant Building	Printing and Embroidery, Tailor, Store	Low
182 MAIN ST	0.03	8-5-194	176 Main Street Associates LLC	Empty Lot	Undertaker, Storage	Low
190 MAIN ST	0.01	8-5-195	City of Derby	Empty Lot	Store	Low
194 MAIN ST	0.02	8-5-196	City of Derby	Empty Lot	Store	Low
198 MAIN ST	0.13	8-5-197	City of Derby	Empty Lot	Food Market, Restaurant	Low
226 MAIN ST	0.03	8-5-198	City of Derby	Empty Lot	Food Market	Low
228 MAIN ST	0.08	8-5-199	City of Derby	Empty Lot	Laundry, Pawn Broker, Cobbler	Moderate
250 MAIN ST	0.11	8-5-200	City of Derby	Empty Lot	Billiards, Hardware & Paint Store	Moderate
258 MAIN ST	0.13	8-5-201	City of Derby	Empty Lot	Hardware Tin Shop, Undertaker, Hall	Moderate

Under a grant from the Connecticut Department of Community and Economic Development, the City of Derby is conducting a comprehensive plan to revitalize the south side of downtown Main Street for development. To understand the existing environmental conditions of the study area and considerations for future site redevelopment, CDM Smith conducted an environmental site review of the Derby Downtown Redevelopment Area (DRA). The objective of the environmental site review is to provide a preliminary assessment of the potential environmental risk of each parcel in the study area with respect to future development.

The Derby DRA encompasses approximately 19 acres and includes 41 parcels. The study area is bound by Main Street/Route 34 to the north and by a New York, New Haven and Hartford railroad spur to the south and by Bridge Street and the Housatonic River flood control dike on the west and Route 8 to the east.

The environmental site review included a review of available federal and state environmental databases and records, site reconnaissance of the study area, review of available environmental reports, and a file search at Connecticut Department of Energy & Environmental Protection (DEEP). The environmental records search, performed by Environmental Data Resources, Inc. (EDR), included a search of over 130 federal and state databases for listings on the properties within the study area. In addition, a site reconnaissance was performed by CDM Smith on November 1, 2016. During the site reconnaissance, properties within the study area were reviewed with respect to current use and operations of the property as well as past site uses, to the extent feasible, and their potential for environmental contamination from these uses.

In addition, existing and available environmental reports pertinent to the study area provided by the City were reviewed including the following documents:

- *Phase I Environmental Site Assessment – Derby Downtown Revitalization Zone*, by BL Companies dated March 30, 2000
- *Phase III/ Phase III Site Investigation - Derby Downtown Revitalization Zone*, by BL Companies dated October 11, 2000
- *Preliminary Remedial Action Plan - Derby Downtown Revitalization Zone*, by BL Companies dated October 17, 2000
- *Phase I Environmental Site Assessment – 2 Factory Street*, by BL Companies dated August 25, 2009
- *Phase I Environmental Site Assessment – 90 Main Street*, by BL Companies dated August 25, 2009
- *Task 110: Corridor Land Use Evaluation – Reconstruction of Route 34 (Main Street) (CT DOT Project No. 036-184)*, by Maguire Group Inc. dated February 25, 2011

Based on the information collected from the site reconnaissance and review of the EDR Report, each property within the study area was assigned an environmental risk of low, moderate or high.

ENVIRONMENTAL SITE REVIEW

Infrastructure & Environment

Based on the current and historic land use information collected from the site reconnaissance and review of the EDR and site investigation reports, each property within the study area was assigned an environmental risk of low, moderate or high. Each parcel was evaluated for relative environmental risk of being impacted by a release of hazardous substances or other contaminants. Properties classified with a low environmental risk did not have any known environmental records and did not present visual evidence of environmental concern. Properties with a potential for environmental concern due to the current use of the property or past uses of chemicals, petroleum, or other chemicals on-site were classified as having a moderate risk classification. Properties categorized as having a higher potential risk for environmental concern during development include properties with a visible sign of a release, a known history of prior releases to the environment and industrial and commercial properties with current or past on-site activities conducive to a release.

Table 1 provides a summary of the properties within the study area including the current use of the property and known past uses and the environmental risk designation. Based on our review, 18 properties were identified as having a potential moderate environmental risk and 4 properties were identified as having a moderate risk. These properties are mapped on the attached Figure 1. Parcels with a moderate and high risk warrant further environmental review prior to development.

ENVIRONMENTAL SITE REVIEW

Infrastructure & Environment



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ECONOMIC & MARKET ANALYSIS

By: The Williams Group

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The City of Derby seeks the development of a credible, detailed development plan for the revitalization of the 19.5 acre designated study area south of Main Street (route 34) with the vision of creating a market supportable plan that also features transit-oriented development and capitalizes on the riverfront.

The goal of the economic analysis and market study is to assist in developing a feasible redevelopment plan that has real estate market support.

The market and economic analysis was conducted to analyze the development potential for the site. It includes the following analysis of uses:

- Multi-family residential;
- Retail with a focus on mixed-use concepts;
- Commercial space market potential;
- Flex/technology space with attention to medical care facilities and diverse transportations options; and
- Education, with consideration of a satellite campus.

The section begins with an overview of the major finding of the economic, demographic and real-estate market analysis. It includes existing constraints and weaknesses to overcome, and opportunities and assets to capitalize on for each major potential use. The demographic characteristics of Derby, and its likely impact and influence on the site's redevelopment are also included. Target recommendations for each use conclude the report.

These findings were provided in the form of a Power-point document, and has been placed as-is into this report.

UNDERSTANDING

Economic & Market Analysis

- The City of Derby seeks the development of a credible, detailed development plan for the revitalization of the 14 acre designated study area south of Main Street (route 34) with the vision of creating a market supportable plan that also features transit-oriented development and capitalizes on the riverfront.
- The **goal** of the economic analysis and market study is to assist in developing a feasible redevelopment plan that has real estate market support
- The market and economic analysis will analyze the development potential for:
 - Multi--family residential
 - Retail with a focus on mixed-use concepts
 - Commercial space market potential
 - Flex/technology space with attention to medical care facilities and diverse transportations options
 - Education, with consideration of a satellite campus
- The approach includes sharing the economic and market findings with the DPZ team in order to support a fully feasible development plan for the study area

EXISTING CONDITIONS

Economic & Market Analysis

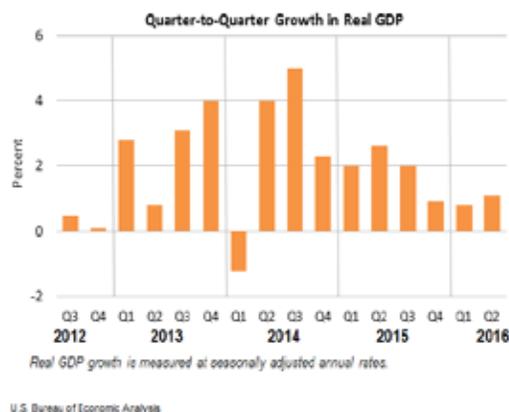


ECONOMICS FOR DEVELOPMENT

Economic & Market Analysis

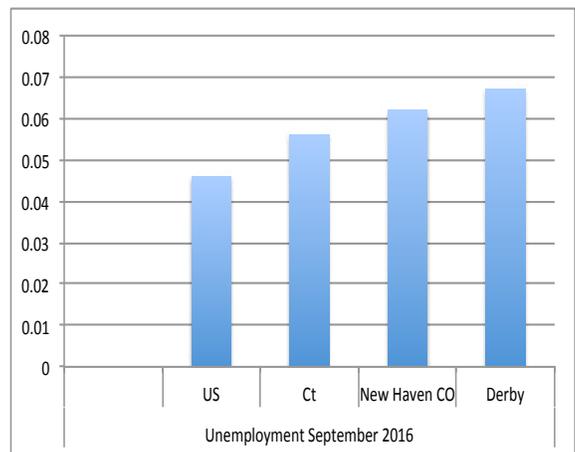
Health care, technical, and scientific are sectors Derby should consider in the downtown plan to link future to strong trends. These are business clusters that have been identified as growing including:

- **US economic growth is positive but slowing down and primarily fueled by consumer spending**
 - US GDP 2016 growing at 1.1%, a definite slow growth, but nevertheless still positive
 - Growth primarily due to:
 - ✦ Consumer Spending including food and recreational goods
 - ✦ Spending **increase on housing** utilities and health care
 - ✦ Energy prices are starting to climb again after a 3Q low
 - ✦ Personal income up 0.4%
 - ✦ The growing aging population will continue to shift **demand for health care** which is the fastest flowing industry sector of US and CT
- **State GDP was 1.7%, which was in the middle of the pack**
 - Construction grew in 47 states and by 3.8%
 - **Retail grew by 4.8%**, again related to consumer spending
 - Transportation was down
 - Sectors expected to gain are Health care as well as professional, scientific, and technical jobs with the
 - Major trends in technical and computer related services
 - The greatest losses previously were manufacturing and finance, which are expected to have gains but NOT to 2004 levels.
- **Local Economy**
 - CT employment is up with Fairfield Co. up at 0.5% but US up 1.9%, so overall state is slower than national trends
 - New Haven County Economy Growth and unemployment at 6.3% which is well above national averages of 4.6% and CT rates of 5.6%



- *Derby can take advantage of 3 major employment sectors where existing clusters match growth trends:*
 - Health care growth, aging Boomers
 - Housing expansion
 - Consumer spending growth
- **Issue, local Economy not following state and national trends**
 - Derby unemployment is 6.7% which is higher than County, state and National averages
 - Derby has lost jobs, almost 80 less than previous month
- *Derby needs to address higher than average levels of:*
 - Unemployment
 - Mis-match in skills and job sector growth
 - Lack of housing to meet demands of economics and demographics

Developing a market supportable program and creating economic development are linked and within reach for Derby



BUSINESS TARGETING & DEVELOPMENT

Economic & Market Analysis

Connecticut's Cluster Initiative supports the concept of matching education, funding and business targeting to existing naturally occurring clusters, Derby has potential to match existing clusters and add new businesses to the study area:

- Shore up education to create economic development and attract industry
- Encourage growth of key industry clusters and strengthening economic foundations=linked to workforce and training opportunities
- Eight (8) noted clusters by CT
- DECD (Department of Economic and Community Development) prepared extensive study of existing cluster and is promoting the clusters
- Clusters with LG over 1 or most likely to have local and specialized advantage

Connecticut Cluster Top 8 natural occurring	% of USA total	% of State Employment	LQ (location quotient)-- value >1 =local advantage
Aeriospace	7.0%	2.0%	5
maritime	2.0%	0.6%	1.7
FIRE	2.0%	8.0%	1.5
Meatal and Plstics manufacturing	3.0%	4.0%	1
Bio science	2.0%	2.6%	1.4
Tourism	1.4%	4.0%	0.9
Info.Technology	1.2%	2.2%	0.9

The big takeaway is the large pool, almost 500,000 workers, within the MSA who have a high percentage working in industry especially rated to electronics, which is linked to top clusters of aerospace and technology; the approach would be to market the assets and manage the liabilities including crime, property taxes and social issues.

- **Business Assets**
 - Known as electronic valley
 - Ranked 10 highest % of people working in industry in US—major cluster of skills
 - Logistical transportation assets—route 8 and route 34
- **Business Liabilities**
 - High property taxes
 - Too much \$ in government wages
 - High Crime Index
 - Education and skills mismatch to industry

Business Facts Summary Highlights	Aggregate Derby and New Haven - Milford MSA	15 Mile R of Derby	Derby ZIP
Total Employees	472,000	460,162	4872
Residential Population	872,000	938,000	13,000
Private sector employees	452,000	439,162	4351
% Private sector	96%	95%	89%

Derby Top List	# US top 100	Description
"electronic Valley"	10	Highest percentage working in industry
	21	highest property tax revenues
	63	biggest local government salaries and wages per resident over \$10K per resident
	51	highest percentage of residents who drank alcohol
		livability.com

BUSINESS TARGETING & DEVELOPMENT

Economic & Market Analysis

Local Assets—clearly, bio- science, education, and electronics are industries to focus on; these highlighted employers match clusters but local skills and education need enhancement to take full advantage of the clusters:

- Derby’s industry concentration is linked to the State bio-science cluster that has a LQ of 1 and is a locally demand generated and is linked to many high growth companies
- The other strengths in admin support and food service could be linked to many industries including Tourism
- Derby can also draw on neighboring employment centers to be a bedroom community—largest employers in neighboring MSA’s alone provide over 51,000 FT jobs

Industry	15 m R	CT	Derby Zip	Largest Employers	# employees	location	description
Construction	4%	10%	2%	Sikorsky Aircraft	8,300	Strafford	Helicopters
Manufacturing	8%	14%	4%	Covidien	2,800	North Haven	medical devices
Administrative, support	6%	7%	12%	Bic corp and schaefer pens	1,200	Shelton	Pens and paper mill
				Peoples bank	750	Bridgeport	bank hqr
				Asa abloy USA	700	North Haven	Lock manufacturing
				Dianon systems	385	Shelton	lab testing
				Transit system	220	Shelton	Semiconductors
				Latex international	210	Shelton	latex rubber products
				Corporate management solutions	200	Shelton	software development
				Childbirth center at Griffin	over 500	Derby	maternity center
				Yale	11,500	New Haven	University
				Yale new Haven Health	5,000	New Haven	university
Retail	13%	12%	24%	Southern CT State University	5,000	New Haven	University
Education	7%	7%	NAV	VA Medical Center	1,000	West Haven	Hospital
Health care	6%	14%	41%	Stop and Shop	14,000	North Haven	grocery
Professional scientific and technical	8%	8%	3%	Home depot	??	Derby	Home improvement
Accommodation and Food Service	6%	6%	14%	United healthcare	less than 100	Derby	health care related
Transportation occupations	14%	7%	NAV	Wal-Mart	PT	Derby	mixed retail
Computer and math	4%	4%	NAV	Shop Rite Supermarket	PT	Derby	grocery
Sales	3%	3%	NAV	Hubbell HQR	15000 (very few in hqr)	Shelton	Electronics and electrical components
Management	9%	13%	NAV	Transportation			
				MTA train to Bridgeport--Waterbury line		.25 miles away	
				bus direct to NH		.25 miles away	50 minutes drive
				travel time to work	28 minute to work		30 minutes ore less
				mode of transportation	80% drove alone, 6% public transit of all sorts		80% car alone, rail 2% is

- **Objective: Match strengths, assets and local skills to fast growing industries, then obtain local support to foster development**

- CT fastest growing industries by Inc. 2016 showcases health care, and IT
- Combinations of health care and IT could yield businesses and new jobs
- Fostering links with local institutions is essential
- Community College or College satellite campus focusing on growth industries
- Institutional presence supports new development and creates economic development

2016 fastest growing companies, Connecticut Sort					
Company	3 year Growth	Revenue	Business	metro	Description
Christopher Peacock home	58%	\$13.4m	Construction	Stamford Bridgeport	high end custom cabinetry
etouches	132%	\$13m	Software	Stamford Bridgeport	event management software
heartsmart.com	132%	\$12.7m	Health	Torrington	AED's
Premier Graphics	47%	\$12.2m	Business Products & Services	Stamford Bridgeport	printing and graphics
diplomafame.com	56%	\$10.9m	Consumer Products & Services	Stamford Bridgeport	online frames, diploma framing--link to schools
Johnson Brunetti	152%	\$10.5m	Financial Services	Hartford, west and east	retirement specialist investing
CT in Home Assistance	73%	\$9m	Health	Stamford Bridgeport	long term care and short term in home
Square 9 Softworks	152%	\$8.7m	Software	new haven Milford	document management software
Mediassociates	62%	\$8.6m	Advertising & Marketing	Stamford Bridgeport	social media, marketing
CME Associates	63%	\$8m	Engineering	Worcester, MA and CT	land planning, engineering
Votto Vines Importing	511%	\$7.5m	Food & Beverage	new haven Milford	wine importing
Core Informatics	130%	\$6.2m	Software	new haven Milford	software LIMS (lab information)
The Junkluggers	135%	\$5.5m	Consumer Products & Services	Stamford Bridgeport	junk hauling
Link Systems ProLease	57%	\$5.4m	Software	Stamford Bridgeport	real estate software and support
Stone Farm	77%	\$4.7m	Manufacturing	Stamford Bridgeport	reclaimed stone for landscaping solutions
Continuity	416%	\$4.4m	Software	new haven Milford	bank compliance management
DGDean	147%	\$4.2m	IT Services	Stamford Bridgeport	financing and tech and marketing for start ups
IT Direct	59%	\$4.1m	IT Services	Hartford, west and east	IT solutions
Southridge Technology Grp	40%	\$3.7m	IT Services	Stamford Bridgeport	CP sales and support
Torana	91%	\$3.6m	Software	Stamford Bridgeport	data warehousing

CT fastest growing companies statewide, source: Inc.

BUSINESS TARGETING & DEVELOPMENT

Economic & Market Analysis

Jobs and skills requirements indicate that the employers that are growing and hiring want college degrees, especially the higher paying jobs. This is a deficit that Derby needs to close the gap on in order to be an attractive base for business.

- Indeed.com jobs available search within 10 miles of Derby
 - ✦ Most offerings required a BS or BA
 - ✦ 90% of jobs over \$40K annually require a BS/BA
 - ✦ Most FT jobs in following fields
 - IT related
 - Health care with most in medical billing and records
 - Human Resources
 - Sales—business sales
 - Engineering—especially Hubbell for electrical engineers
 - Manufacturing—manager with BA/BS
 - Ecommerce—BS required
 - ✦ Over 600 postings
 - ✦ Derby unemployment is over 7%, higher than national average, State and Shelton
- **Close the gap: Mismatch between available jobs, and local skills and education**



Valleyfoundation.org

- *In terms of **Assets**, Derby has many to advertise, especially the backbone to attracting the workforce Millennials, their housing and associated retail:*
 - Access to higher education—there are 67 institutions of higher learning within 50 miles of Derby- 5 within 10 miles
 - Two Riverfronts for views in every direction (over the sea wall)
 - Trails on the riverfront for access to nature and outdoor recreation
 - Affordable housing (but not exactly of the right type, but affordability is important)
 - Downtown fabric which cannot be made up with a shopping center or a new planned development
 - Good highway access-route 8 and 34
 - Metro north Waterbury train line which is due to be upgraded
 - Local Sewage treatment plant with excess capacity and ability to sell resources
 - Demographics—access and proximity to significant empty nesters and Millennials
 - Water access and water recreation including a planned dock
- ***Potential to offer better, more affordable housing with views and superior services, downtown amenities, access to good healthcare, transit and potentially high paying jobs***

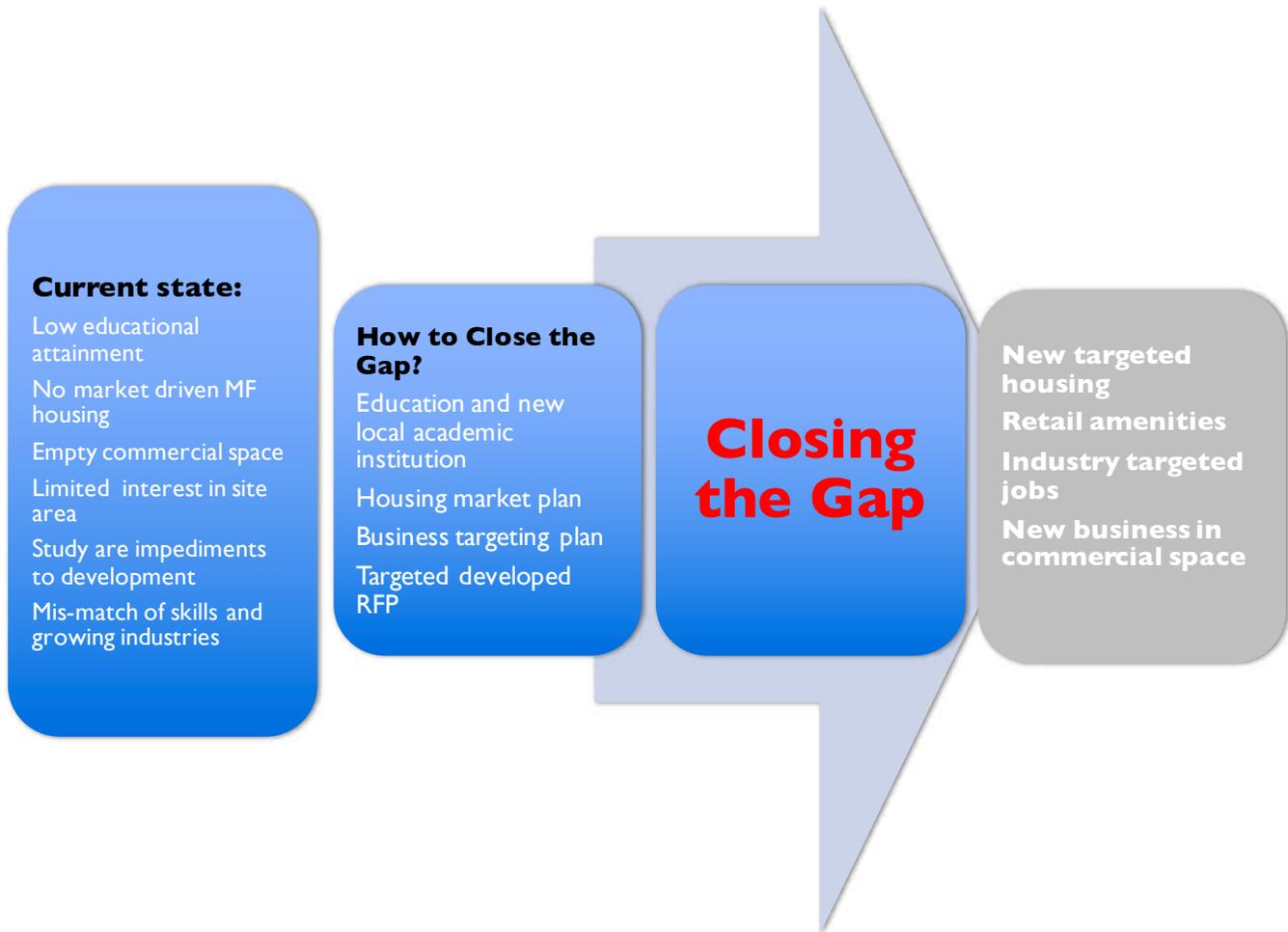
BUSINESS TARGETING & DEVELOPMENT

Economic & Market Analysis

Education is linked to economic development and supports neighborhood redevelopment. So while there are many institutions accessible to Derby, it may take a downtown presence to tip the balance of re-skilling and attracting new business. It is essential that any planned academic programs be linked to cluster industries and interested relocating businesses.

- 67 institutions of higher learning within 50 miles of Derby- 5 within 10 miles
 - ✦ U. of New Haven--many program, primarily liberal arts
 - ✦ Albertus magnus College-computer information, health care management and other liberal arts
 - ✦ Gateway Community College, New Haven
 - ✦ Paier Collage of Art
 - ✦ Southern Connecticut State university—liberal arts but has pre-engineering and Computer science
- Other
 - ✦ LABCO School of Dental Assisting Plus
 - ✦ Griffen Hospital School of Allied Health Careers—PCT and CAN (nursing assistant) and similar—no room to grow
 - ✦ Hubbell Inc. Careers—now closed—electronic companies—hqr in Shelton
 - ✦ Housatonic Community College—allied health careers and computer science

Universities and colleges	enrolment
U of New Haven 7 miles	6200
Southern CT State University 8 miles	8700
Yale 9 Miles	13000
Gateway Community College 9 Miles	4600
Sacred heart U in Fairfield 11 miles	5600



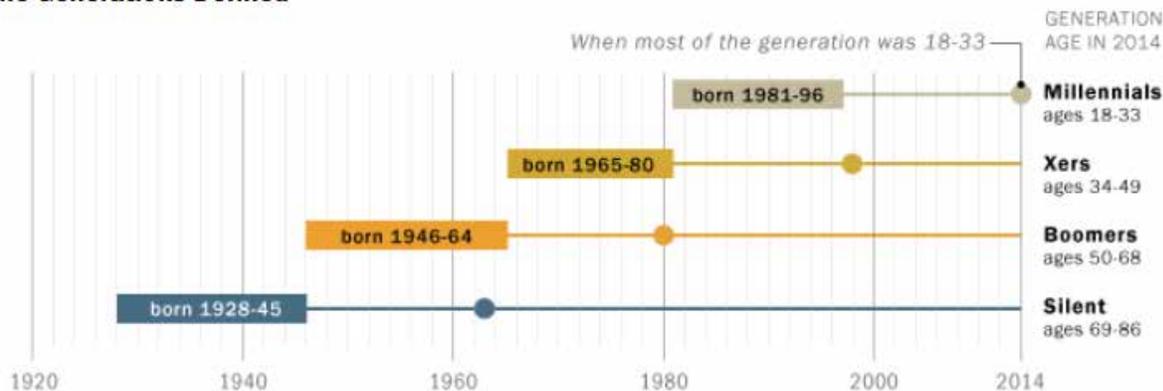
DEMOGRAPHICS FOR DEVELOPMENT

Economic & Market Analysis

Overall, the demographics suggest a shortage of multi-family housing targeted to Millennials and older Empty Nesters which could mean a significant opportunity for downtown Derby:

- Millennials are quickly outnumbering Boomers nationwide
- Slightly older population within 15 miles Radius of Derby but 119,000 Millennials (13%), not all of which can or want to live in New Haven or the expensive Shore communities
- Shelton offers significant housing options at higher prices and can accommodate these empty nesters
- Millennials are at or near peak earning potential but may not have saved enough for a house, rentals are key
- 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

The Generations Defined



Millennials Defined by Pewsocialtrends.org

From the demographics locally and within the 15-mile radius of downtown Derby, the major data points indicate that crime index needs to be mitigated, education is too low and housing is too old. All of these major business attraction data points are “fixable” in a short to mid-term with a concerted effort in the social areas that need attention. As noted previously, the housing inventory demand is actually a keep inducement to development and attractive to developers.

source: Nielsen Clarita's Demo Snapshot Sept 2016

Derby CT Demographics	15 mile R	CT	zip 06418	Shelton	UNITED STATES
Population and Households					
Population 2016	938,900	3,600,000	13,000	40,200	318,900,000
Baby Boomer--50 to 74	169,002	648,000	2,340	7,236	
Gen X and Young Boomers Prime retail population 35 to 54	253,503	1,080,000	3,640	11,256	86,147,000
Millennial 25 to 35 years--the younger growing mega shoppers	119,240	478,800	1,560	5,226	74,000,000
% Millennial	13%	13.30%	12%	13%	23%
Total Households	354,000	1,400,000	5300	15,186	132,875,000
Household Growth 2016-21	0%	0.50%	0.90%	-0.20%	3%
size of HH	2.6	2.5	2.3	2.6	2.4
median age	39	37.4	41	37	36
Dominant Ancestry one and 2 person HH	Italian, Irish and Polish 58%	Italian, Irish, Polish	Italian and Polish		English/German/Irish/Italian
Education					
Median income	\$ 65,000	\$ 68,000	\$ 50,165	\$ 67,500	\$ 51,939
Affordable housing cost per month	1,788	1,870	1,380	1,856	1,428
% population living below the poverty line	13%	10%	13%	8%	13%
Housing					
MF housing 5 unit to 50 or more housing type	17%			6%	
housing post 2010	53% SF housing	60%SF	35% SF	65% SF	
average age house	1961, with 25% built before 1939	23%before 1939	26% before 1939	23% before 1939	
Median housing value	\$ 281,000	\$ 267,000	\$ 208,000	\$ 348,000	NAP
median gross rents	\$1,100	\$ 1,019	\$ 1,066		
owner occupied housing	64%	67%	58%	81%	65%
Education					
HS	33%	28%	36%	29%	27%
Bachelor	18%	21%	27%	38%	18%
Crime					
Crime Index	NAP	336	504	157	
Unemployment	NAP	6.50%	7.10%	5.30%	4.60%

DEMOGRAPHICS FOR DEVELOPMENT

Economic & Market Analysis

Average age is suggesting housing for aging in place (empty nesters, aging baby boomers):

- Median age is 41, over 4 years older than Shelton
- Family size 2.3 which is 12% smaller than US average
- Low growth and low attraction of younger population
- 58% Population is 1 or 2 person households which is higher
- Average housing affordability \$1340 (zip) to \$1788/month (15 Mi R)

Housing age is mostly over 80 years old suggesting that new housing options would have demand, especially is targeted correctly to empty nesters and the attractive Millennial population that is the major workforce:

- 26% built before 1939
- Rental housing is dominant at over 42%
- Less than 400 units built in last 15 years
- Lacks amenities
- Not market trending



Cicia Manor is an example of an outdated, outmoded housing



Downtown Derby is well scaled, and has an attractive fabric than can be lifted for new development

Other factors need to be addressed to attract development, residents and businesses including crime and image, which are manageable deficits to mitigate:

- Crime index one of the highest in the state
- 2nd least small city
- Unemployment in Zip if 2.5% higher than US average

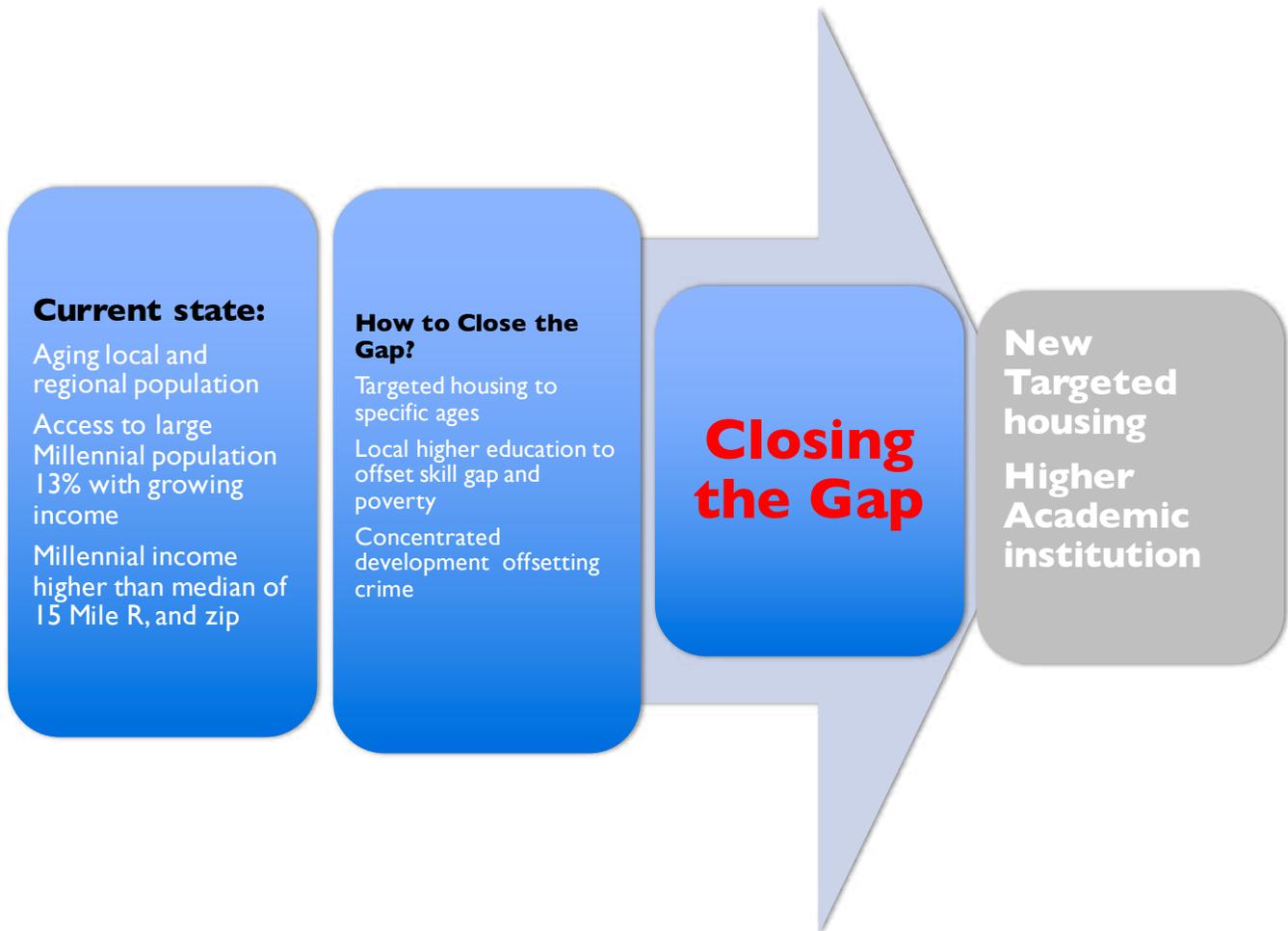
Education needs to be addressed as a means to attract businesses, developers and stabilize the downtown

- Poverty levels highest in Derby and 15 miles R at 15% which is 5% higher than Shelton and poverty is linked to education
- Bachelors degrees within 15 Miles is very low and less than half of Shelton averages so education is an issues, while access is Cleary not an issue



DEMOGRAPHICS FOR DEVELOPMENT

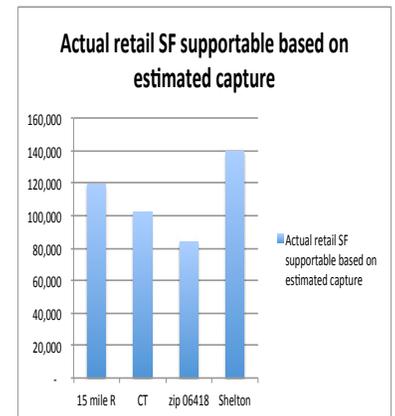
Economic & Market Analysis



Based on spending power and capture of spending dollars, potentially, Derby can support an additional 84,000 to 139,000 SF of targeted retail

- Retail buying income per HH ranges from a mere \$19K to \$27K for the 15 mile Radius capture area
- Retail will follow residents and commercial tenancy
- Actual types of retail need to be targeted specifically to customers and to not compete head on with existing inventory
- The overall planning vision and retail need to be linked. Tourism, destination and resident amenities, including restaurants and bars with meet demographic trends and targets

Retail buying Power and Supportable					
Effective Buying Income rate(EBI)	0.8	0.81	0.79	0.8	0.81
EBI per household	\$ 52,000	\$ 55,080	\$ 39,630	\$ 54,000	\$ 42,071
Total Effective Buying Income	\$ 18,408,000,000	\$ 77,112,000,000	\$ 210,040,855	\$ 820,044,000	\$ 5,590,129,646,250
Retail buying rate	0.52	0.53	0.5	0.51	0.53
Total Retail Buying Income	\$ 9,572,160,000	\$ 40,869,360,000	\$ 105,020,428	\$ 418,222,440	\$ 2,962,768,712,513
retail buying income per HH	\$ 27,040	\$ 29,192	\$ 19,815	\$ 27,540	\$ 22,297
Estimated sales per square foot (PSF)	\$ 400	\$ 400	\$ 250	\$ 300	NAP
Retail Supportable SF	23,930,400	102,173,400	420,082	1,394,075	NAP
Capture rate estimate	0.5%	0.10%	20%	10%	
Derby CT Demographics					
	15 mile R	CT	zip 06418	Shelton	UNITED STATES
Actual retail SF supportable based on estimated capture	119,652	102,173	84,016	139,407	NOT APPLICABLE
Existing inventory estimate	34,144,994	82,800,000	100,000	500,000	

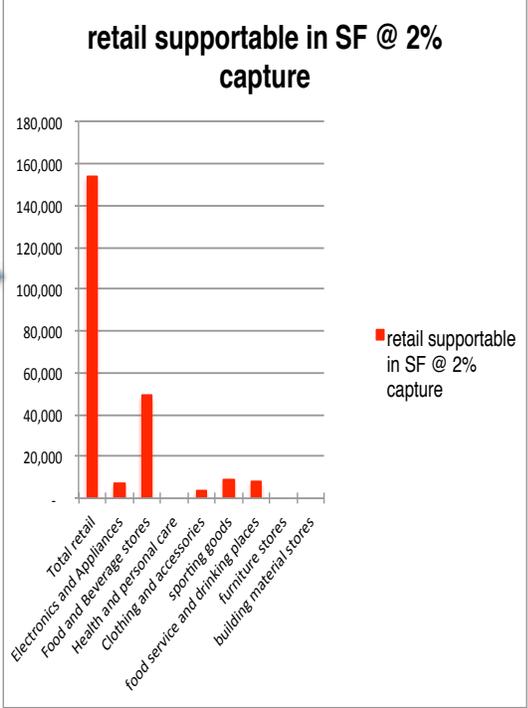
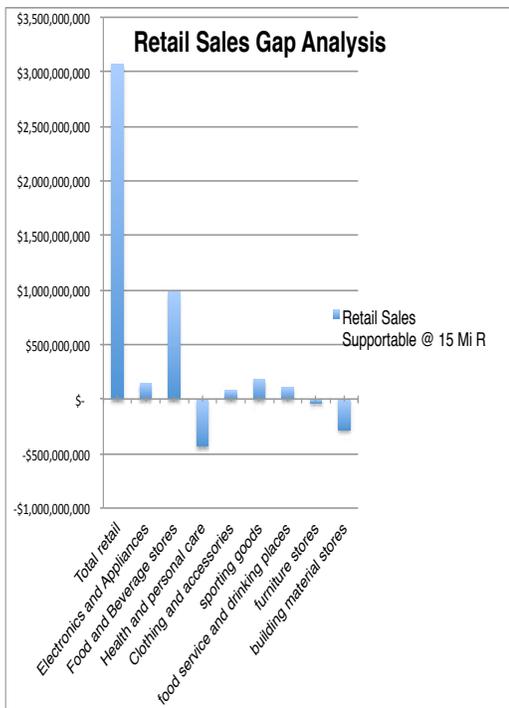


DEMOGRAPHICS FOR RETAIL DEVELOPMENT

Economic & Market Analysis

Based on Gap analysis spending power, largest demand is food and beverage and sporting goods and related

- For 15-mile radius, a capture rate of 2% is estimated to suggest a reasonable supportable local retail square footage
- Actual tenancy needs to follow residents/workers and compliment inventory



Competitive shopping center supply suggests at least 1 (one) million square feet (SF) of inventory. New downtown retail needs to be destination oriented and distinctive to be competitive. Retail must also be hip, vibrant and truly downtown.

- Retail rents range from \$10/SF to \$16/SF NNN asking
- Prime high traffic shopping center space \$22/SF near Shop Rite
- While shopping centers appear to be 90% occupied, downtown space over 50% vacant

Shopping Centers Near Derby		Name	Location	Est. Size	tenants
1	Ansonia SC	Main Street, Ansonia, north of Derby		100,000	Big Y, Big Lots, Marshalls, Rite Aid, Sleepys Pad
2	Green Shopping Center	near downtown		NAV	
3	BJ Club	Division Street, Derby		100,000	
4	Valley Shopping Center	Route 8 north		closed	
5	Orange Derby Shopping Center	Route 34 towards NH		50,000	burger king, DD, Subway, Starbucks, Edible Arrangements, Heavenly Donuts
6	Ansonia Landing Shopping Center	Route 8 north		100,000	(Edens)S top & Shop, Bobs Discount
7	Wal-Mart	New haven ave, Derby		180,000	Wal-Mart and pad Mc Donald's
8	Shelton Square Shopping Center	Bridgeport Ave, Shelton		200,000	Dress Barn, Edge Fitness, Stop and Shop, Burger King, Hawley Lanes Shoes
9	Red Raider Plaza	State Rd 727		NAV	no info, website not working
10	Commons a Derby	rt 34 east of H. River Derby, off route 34 east of H River		100,000	The Fitness Edge, Big Lots (near Wal-Mart), Starbucks
11	Derby SC	Derby, next to Rail station		140,000	Lowes, near Dollar Tree and Big Lots
12	Home Depot			100,000	
TOTAL				1,070,000	SF

REAL ESTATE MARKET FOR REDEVELOPMENT

Economic & Market Analysis

Study area retail needs to meet the following criteria:

- Residential amenity driven
- Worker amenity driven
- Commuter retail supportable
- Distinctive, hip and downtown destination
- Food and frolic night life
- Sports and recreation
- Local flair and distinction

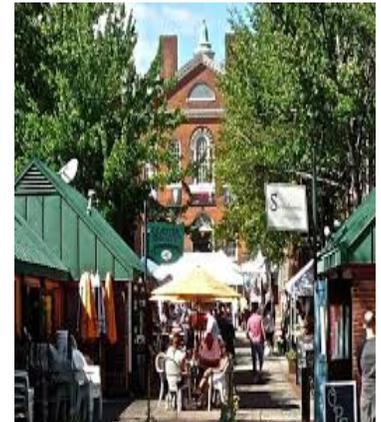


Image of vibrant downtown retail of the scale that Derby could absorb

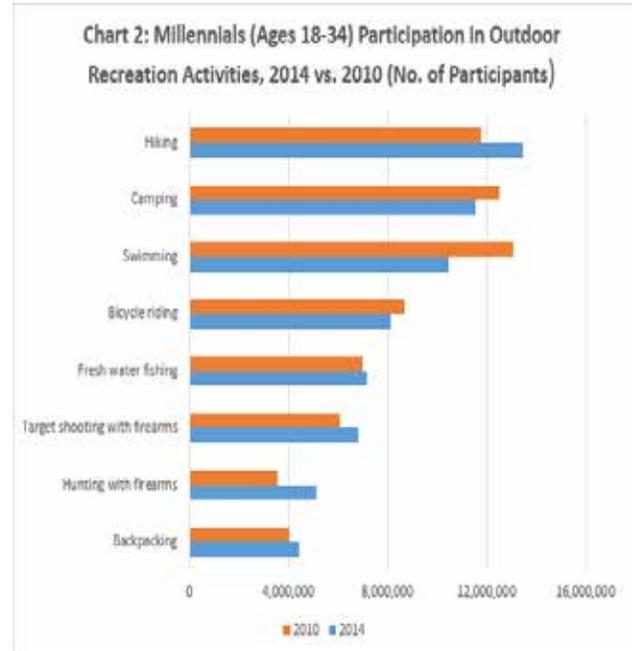
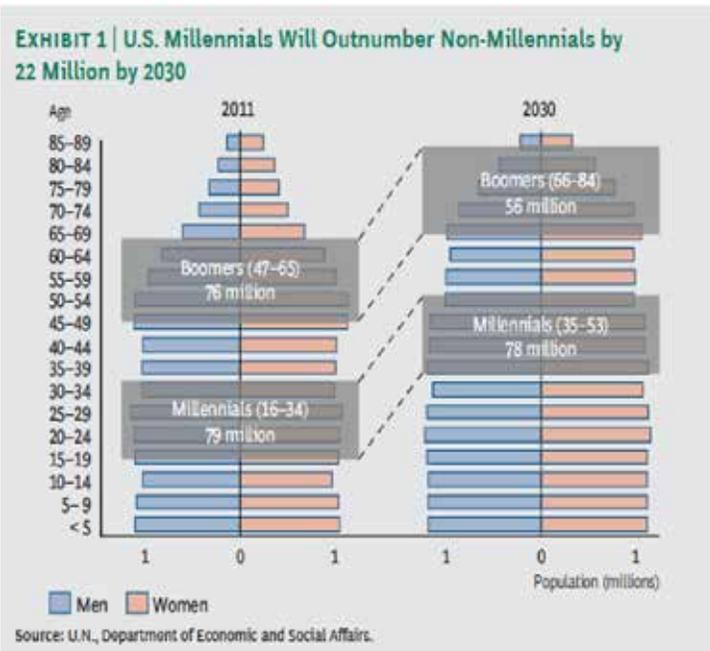
In addition, the chart below estimates the retail supportable by category

Retail Real Estate Program	Estimated new Units (HH, Employees, Commuters)	Average annual spending	Total Spending	Sales PSF	Retail supportable	Capture	Net Supportable SF
Residential amenity supportable	500	\$ 27,040	\$ 13,520,000	\$400	33,800	30%	10,140
worker amenity supportable	100	\$ 1,250	\$ 125,000	\$400	313	90%	281
Commuter retail supportable	100	\$ 1,250	\$ 125,000	\$400	313	40%	125
Hip downtown/food and frolic	Food and drinking GAP						8,036
Sports and Recreation	Sporting good gap						18,477
Local Flair	Food						49,050
Other							11,248
including spending income, GAP,							97,358

- *Who are the retail and housing customers?*
 - Millennials are moving into prime earning and spending years
 - Boomers are aging
 - Millennials preference for outdoors, health and renting homes vs. 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

The older Empty Nesters are more convenience oriented, less sustainable but also health conscious



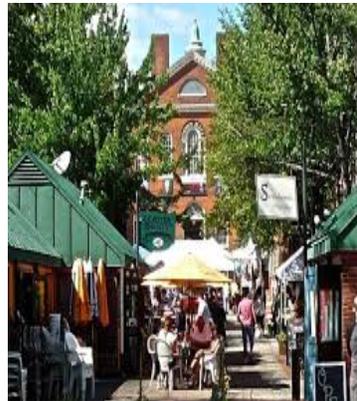
REAL ESTATE MARKET FOR REDEVELOPMENT

Economic & Market Analysis

It is important to target retail to the largest customers bases, Millennials and aging Empty Nesters, with the understanding that Millennials are growing to be the dominant customers, while Baby-boomers are aging out

What should the retail look like?

- New England?
- Design guidelines?
- Signage?
- Gateway?



Retail tenancy?

- Local?
- Big Box?
- Stew Leonard's or Fairway?
- White Castle or Peppes Pizza?
- EMS or Bass Pro?

Millennials buy?

- Healthy
- Authentic
- Brands
- Tech
- Buy those that give-back

Uses?

- Local brew pub?
- Farm to Table Italian
- Unique ethnic
- Sports and outdoors
- Household accessories and amenities
- Convenience retail
- Bakery
- Meat market
- Coffee shops
- Juice bars

Overall, the demographics suggest a shortage of multi-family housing targeted to Millennial and old Empty Nesters (aging Boomers)

- Millennials generally do not have kids yet
- Target apartments design and amenities to empty nesters with strong amenity package
 - Outdoor space
 - Fitness
 - Co-working
 - Café
 - Pool
 - Views
 - Downtown retail
- Derby offers nothing comparable to Shelton
- Affordability range is from \$1000 (min 1-bed) to over \$2200 per month

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

REAL ESTATE MARKET FOR REDEVELOPMENT

Economic & Market Analysis

Generally, Derby lacks competitive supply to target renters which can be turned into opportunity

- Average Derby rental is old, it is often in a converted house, has no amenities or is publically subsidized with most rents under \$1000 monthly
- Shelton has over 1100 new appealing units in inventory @ 5% vacancy rate overall
- Derby offers nothing comparable to Shelton
- Affordability range is from \$1000 (min 1-bed) to over \$2200 per month @ 15 Mile R
- According to multifamilyexecutive.com, in 2014, NH Co. was one of the tightest markets in the country with 2.1% vacancy for units tracked.
- City of New Haven extremely tight multi-family market = opportunities for Derby to fill in with targeted units to meet the excess demand at lower rates that Shelton, better amenities and better views

**Target 1 bed
rent \$1350
and 2-bed
\$1800**



The Birmingham,
Lofts Shelton
Riverfront
2 bed \$1500
No amenities

Generally, Derby lacks competitive supply to target renters which can be turned into opportunity by zoning, incentives and easing hurdles to development that can attract experienced developers

Target 1 bed rent
\$1350 and 2-bed
\$1800

Capture of 0.1% of
Millennial HH in 15
Mile market
supports 500 units

RENTALS		S				
		1 BED	2 BED OR MORE	RENT	AMENITIES	Vacancy
no decent multi-family product in Derby to compete with Shelton						
The Mark	Bridgeport Ave, Shelton--240 units--still 80 under construction (nto in downtown)	\$1750 to \$1850	\$1995-\$2295		Pool, fitness pool, fitnees, parking, outdoor psace and BBQ's	5%
Avalon Huntingon	100 Avalon Ave, Shelton--380 units		\$2125 to \$2430 for 3 bed			3%
The Renaissance	100 Parrott Drive, Shelton--140	\$1600 to \$1700	\$1900 to \$2700		Pool, day care, conferenc ctr, dry cleaning, housekeepingnew highrise, roof top with viewsthe renaissance, shelton'	10%
Avalon Shelton	185 Canal--250 UNITS	\$1,400	1,845	\$1,400	pool. Fitness, common rooms, outdoor space, parking	3%
145 Canal, Shelton loft	Canal street--100 units		2 bed	\$1,500		5%
Derby home	New Haven Ave		3 beds	\$1,850	no common amenities	100%
Derby apts	all over--mostly in home	1 to 2 beds		\$850 to \$1100	little or no amenities	variable
Shelton 5% vacancy rate in 2015 per apartmentlist.com/ct/shelton		Total new shelton units		1110		

REAL ESTATE MARKET FOR REDEVELOPMENT

Economic & Market Analysis

Generally, Derby lacks competitive supply but also lacks office space demand, therefore, without new business attraction, additional development does not support. However, when the opportunity presents, new office, flex space or medical should be built to suit.

- Average Derby for office is limited in inventory—mostly small, single building and older space
- High local vacancies due to low demand
- Any new space needs to be supported by a build-to-suit tenant
- Co-working spaces (linked to a cool coffee shop) at retail level may be an option
- Overall, the State of Connecticut is not doing well in terms of office occupancy, with Hartford posting 18%, ranking at top 8th worst city in the USA for occupancy (bisnow ells, Feb. 2016)—Fairfield Co. is even worse at 24% vacancy
- Office market does not support new build

Derby Ave Space for Leave, on market for over 1 year



Office		state	county	Derby listings	New Haven Class A	New Haven Class B
Rent	\$	19	\$ 15	\$ 12	25	\$11 to \$12
Vacancy		NAV	13.9%	estimated 40 to 50%	14.50%	over 15%

Could Derby Commuters be converted to train and support TOD?

- 20% of Derby residents work in Derby
- Train parking 75 spaces
- Less than 100 daily commuters
- Dark Line
- Very low TOD demand based on ridership without significant infrastructure and schedule changes, but this could change dramatically and turn Derby into a TOD origination with significant new housing development

Commuters into Derby:

Ansonia	426
Derby	396
Shelton	266
Seymour	195
New Haven	189
Milford	146
West Haven	142
Bridgeport	140
Naugatuck	118

Derby Residents Community to:

Shelton	604
Stratford	436
New Haven	427
Derby	396
Milford	344
Bridgeport	256
Trumbull	180
West Haven	162
Ansonia	124

Commutation

within 15 M radius of Derby

%	# of workers	
76%	349,723	Drove alone tot emp
9%	41,415	car pooled
6%	27,610	public transportation
9.00%	41,415	Other including worked at home

Average travel time 28 Minutes

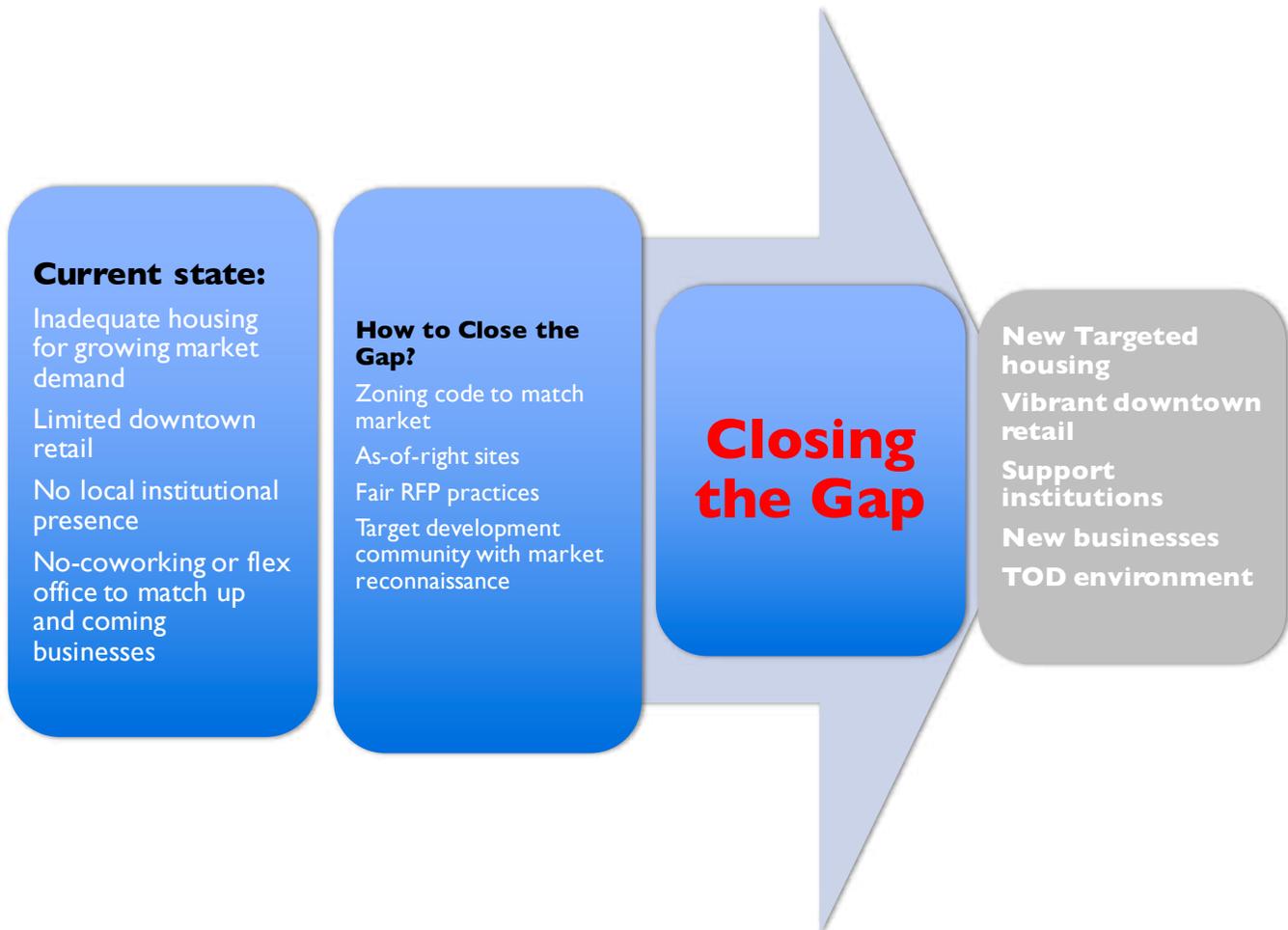


Denver housing and rail TOD

REAL ESTATE MARKET FOR REDEVELOPMENT

Economic & Market Analysis

- *Issues that can hinder real estate development need to be addressed as part of the redevelopment plan for the study area, including:*
 - Despite access to higher learning, local high unemployment and low skills—mis-match to jobs
 - Limited downtown retail
 - Lack of sufficient political will to support revitalization
 - As-of-right development parcels and fair and clear development rules and regulation
 - Widening of route 34 could inhibit downtown revitalization without pedestrian crossings, cross street access and traffic calming
 - Waterbury Metro North line-critical
 - ✦ “dark territory”—no communication with other lines
 - ✦ Single track—to be upgraded soon with “passing siding”
 - ✦ Very limited services—2 southbound peak hour trains per day and only 7 south bound per day total and 6 north—not enough to support TOD development
 - ✦ Home-Depot blocking TOD services and retail
 - Sewage treatment
 - ✦ Odor control needs to be implemented
 - Flood Berm
 - ✦ Development needs to have views over berm
 - Land Control
 - ✦ Municipal ownership
 - ✦ Lack of As-of right development to attract local developers
 - High Crime index-2nd least safe small city in State with soaring violent crime rate—4X rate of violent crime as Shelton



FINDINGS

Economic & Market Analysis

- ***Business Targeting Recommendations***
 - Griffin Health Care Targeted Education and Employment Satellite Training Center
 - Other college training center for IT and ecommerce
 - Hubbell or related company Career Training Center—focusing on Engineering, STEM and related tech. careers
- ***Real Estate-housing***
 - Multi--family housing with views amenities, services and security with Shuttle to train
 - MF to target Millennial and Empty Nesters—older
 - Support for New targeted MF residential—up to 500 units in 10 years
- ***Real Estate—commercial***
 - Support existing businesses including Garden center/construction and related retail offerings
 - Support institutional uses near other commercial with potential for incubator
 - Retail up to 100,000 SF amenity driven and targeted to audience
 - Retail to follow housing with focus on food and frolic, local and sports
 - Office has no market support

DPZ
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