

Downtown Now!

Derby's Blueprint for Progress



Community Voices Workshop

DPZ PARTNERS, LLC

IN CONSULTATION WITH:

CDM SMITH NEW HAVEN

THE WILLIAMS GROUP

URBAN 3

GIANNI LONGO & ASSOCIATES

GOOD EARTH ADVISORS

ROBERT ORR & ASSOCIATES

part 1: presentation

- team introduction
- what we believe in
- what we heard so far

part 2: small group activity

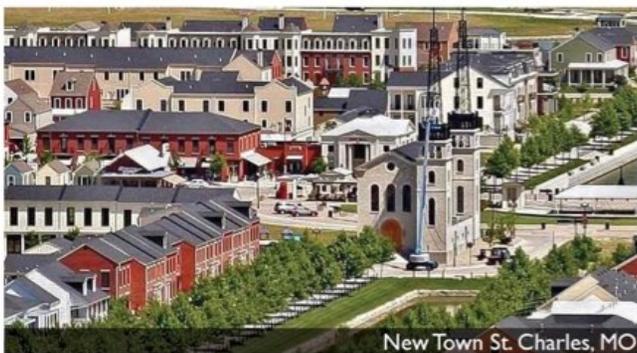
- strong places weak places
- opportunities for a better downtown
- reporting and comments



Part 1: Presentation



Liberty Harbor, NJ



New Town St. Charles, MO



Aqua, FL



Marina Khoury



Xavier Iglesias



Mike Weich

**IMPLEMENTABLE | FEASIBLE | DIVERSE |
AWARD-WINNING PROJECTS**



SITE/ENVIRONMENTAL/ TRANSPORTATION

Joe Balskus
Partner, CDM Smith

- **Assess existing environmental conditions**
- **Assess transportation options**



COMMUNITY OUTREACH

Gianni Longo
Principal, GLA

- **Lead public engagement**



MARKET STUDY

David Williams & Sue Olivier
Partner, The Williams Group

- **Analyze what is market supportable, developable and thus financeable**



LOCAL LIAISON

Val Ferro
Principal, Good Earth Advisors

- **Local outreach**
- **Assist with economic development /P3 initiatives**



ECONOMIC ANALYSIS

Joseph Minicozzi
Principal, Urban3

- **Provide land value economics**
- **Calculate property tax implications of plan options**



LOCAL ARCHITECT / PLANNER

Robert Orr
Principal, ROA

- **Test market real plan options**
- **Provide CT planning guidance**

Downtown Kendall



As Planned

Liberty Harbor



Aqua



As Built

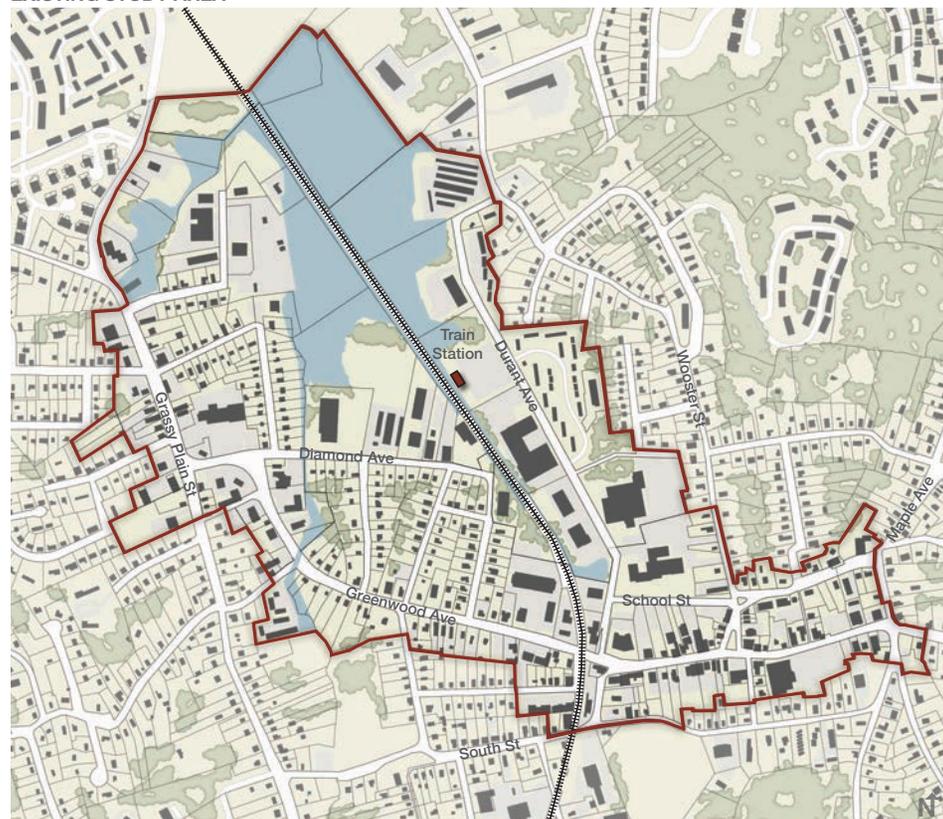


DPZ: Quality design of urbanism

PHYSICAL ANALYSIS & DOCUMENTATION

EXISTING CONDITIONS

EXISTING STUDY AREA



The TOD area indicating plot lines, streets, rights-of-ways, wetlands, existing buildings and large treed areas.

- Existing Buildings
- Wetlands
- Tree line
- TOD area Boundary (268.7 ac)
- Metro North Rail Line

EXISTING CONDITIONS

ECONOMIC DEVELOPMENT

SALES VOIDS

Sales void analysis measures the difference between the amount of money that residents of a given area are likely to spend on products and services, based on their demographic characteristics, and the sales that businesses within that given area are attracting. Generally speaking, a negative value represents sales leakage –

meaning, typically, that residents are shopping in other communities and/or online. A positive value represents a sales surplus – meaning, typically, that shoppers who live outside the given area are making purchases within that area.

TABLE 12: Retail sales voids in Bethel.

NAICS	Store Category	Supply	Demand	Void
441	Motor Vehicles & Parts Dealers	\$6,031,000	\$25,135,000	-\$19,104,000
442	Furniture & Home Furnishings Stores	\$411,000	\$3,165,000	-\$2,754,000
443	Electronics & Appliance Stores	\$258,000	\$3,930,000	-\$3,672,000
444	Building Materials, Garden Equip & Supply Stores	\$6,215,000	\$4,079,000	\$2,136,000
445	Food & Beverage Stores	\$18,808,000	\$27,016,000	-\$8,206,000
446	Health & Personal Care Stores ¹	\$88,353,000	\$11,524,000	\$76,829,000
447	Gasoline Services	\$2,476,000	\$10,278,000	-\$7,802,000
448	Clothing & Clothing Accessories Stores	\$1,982,000	\$9,692,000	-\$7,710,000
451	Sporting Goods, Hobby, Book & Music Stores	\$3,019,000	\$3,089,000	-\$70,000
452	General Merchandise Stores ²	\$19,952,000	\$15,372,000	\$4,580,000
453	Miscellaneous Store Retailers ³	\$1,900,000	\$3,907,000	-\$2,007,000
454	Nonstore Retailers ⁴	\$21,157,000	\$9,242,000	\$11,915,000
Total Retail		\$170,562,000	\$126,429,000	\$44,133,000
722	Food Services & Drinking Places	\$14,981,000	\$14,855,000	\$126,000
TOTAL RETAIL & FOOD/DRINK		\$185,543,000	\$141,284,000	\$44,259,000

Sources: ESRI, US Census Bureau, US Bureau of Labor Statistics, CLUE Group.

¹ The “Health and Personal Care Stores” category includes drug stores and pharmacies, optical goods stores, health supplement stores, and stores that sell cosmetics and beauty supplies. It also includes specialized health-related retail stores, such as hearing aid stores, prosthetics stores, and convalescent supplies and equipment. In addition to including freestanding retail pharmacies, the category also includes institutional pharmacies.

Time frame	New hsg units	Restaurants	Retail	2013	2014
		Demand	Est SF	Demand	Est SF
5 years	230	\$ 527,000	1,100	\$ 3,954,000	11,300
10 years	467	1,070,000	2,300	8,027,000	22,900
15 years	712	1,631,000	3,400	12,237,000	35,000
20 years	965	2,211,000	4,700	16,583,000	47,400

Responsiveness to existing conditions

Downtown housing + retail + office = Derby economic development

- Housing Opportunities--Opportunity for new but sensitive housing
- Demographics facts
- TOD has potential
- Derby Business Facts
- Office Opportunities

Largest Employers	# employees	location	description
Skorsky Aircraft		8,300 Strafford	Helicopters
Coviden		2,800 North Haven	medical devices
Bic corp and schaffer pens		11,100 Shelton	Pens and paper mill
Peoples bank		750 Bridgeport	bank hqr
Dianon systems		385 Shelton	lab testing
Transwich 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	over 5000	New Haven	university
Southern CT State University	over 1000	New Haven	University
VA Medical Center	over 1000	West Haven	Hospital
Stop and Shop		14,000 North Haven	grocery

Gen Y and Housing

WHAT THEY WANT AND WHERE THEY WANT IT

N. Leanne Lachman and Deborah L. Brett

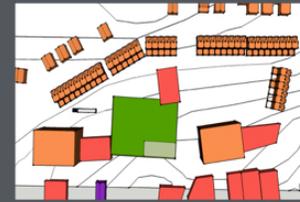


Market Analysis: TWG

Total Annual City Property Tax Production



As Proposed



Greenlife Precedent



Est. Annual Property Taxes

City - **\$44,827**

County - \$27,036

Est. Annual Property Taxes

City - **\$253,041**

County - \$152,614

Municipal Fiscal Health: Urban3

Thank you
Chris Wilkins!

Months 1 - 4
July - November

Month 4
November

Months 4 - 8
November - March

I
**Stakeholder
& Technical
Data**

II
**Conceptual &
Detailed
Community
Plans**

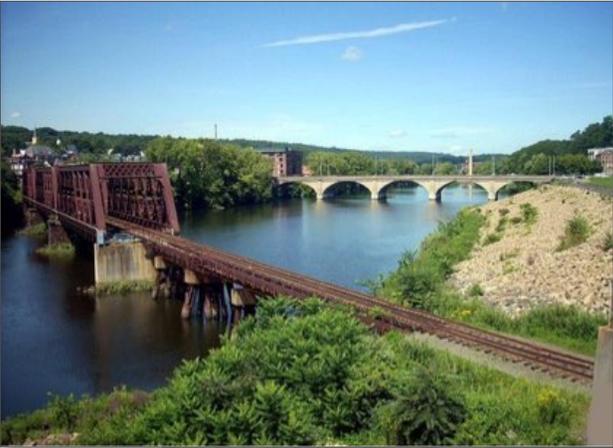
III
**Revitalization &
Redevelopment
Plan**

- Existing conditions study & technical analysis
- Conceptual Planning and Public Input

- 4 - 5 day public charrette for conceptual community plans
- Ongoing public feedback loops

- Creation of Design Guidelines
- Final Report and developer RFP

Project Tasks by Phase



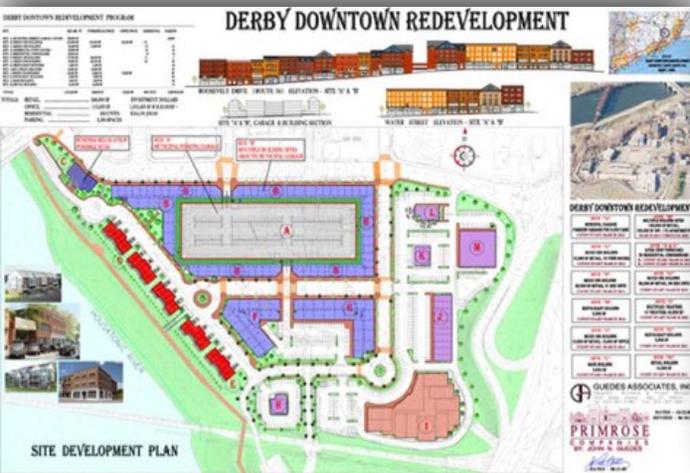
CHALLENGES

- Currently isolated
- Challenged access
- Site's history
- Surrounding thoroughfares
- Visually unappealing, now
- Sewage plant
- Multiple ownership

OPPORTUNITIES

- Gateway
- River access
- Greenway access
- Proximity to train station
- Walk to downtown
- Reinvention / parcel size
- A positive attitude

The site



Vision Plan must:

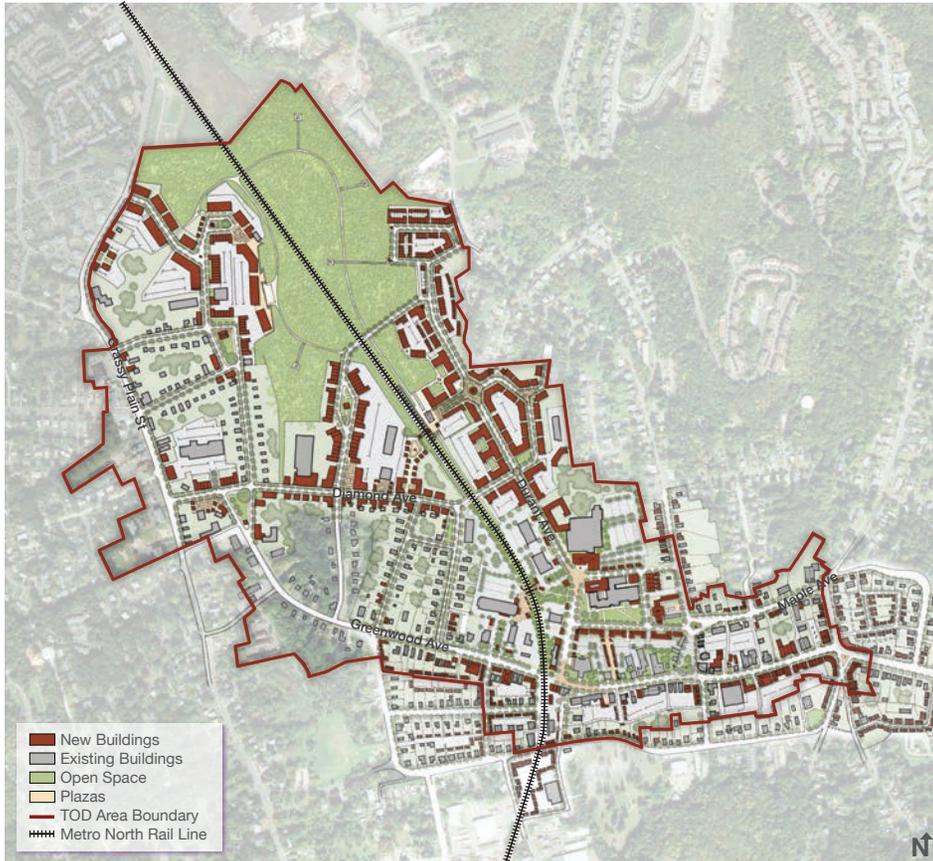
- be technically feasible
- be economically defensible
- be publicly acceptable
- lead to an engaged developer with equity and a proven track record

Previous Proposals

CONCEPT VISION PLANS

MASTER PLAN

ILLUSTRATIVE PLAN



This plan combines the most compelling ideas from the prior sketch plans into one illustrative master plan.

General Design Goals:

- Work within existing plot lines to ensure each proposed development can be developed independently.
- Incentivize small-scale, incremental development, in keeping with the urban character, and market aspirations of Bethel.
- Leverage development around the train station in its current location, as the most fiscally conservative, and realistic option.

- Connect the wetlands to the train station and downtown with a regional "bike destination and nature trail".
- Propose four at grade railroad crossings, two vehicular and two pedestrian ones, for necessary enhanced street network.
- Generally, infill buildings along streets to provide a more consistent urban fabric along sidewalks.
- "Implement a "Slow Zone" where cars will travel 20 miles per hour, slowed by a combination of placemaking, thoughtful street design, and traffic enforcement."
- Align public infrastructure improvements to public developments

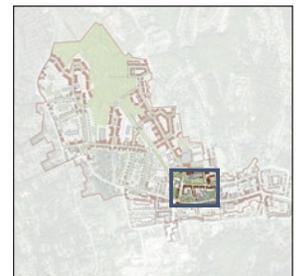
ENVISIONED CHARACTER

MASTER PLAN

BUILD A 'SKINNY' STREET



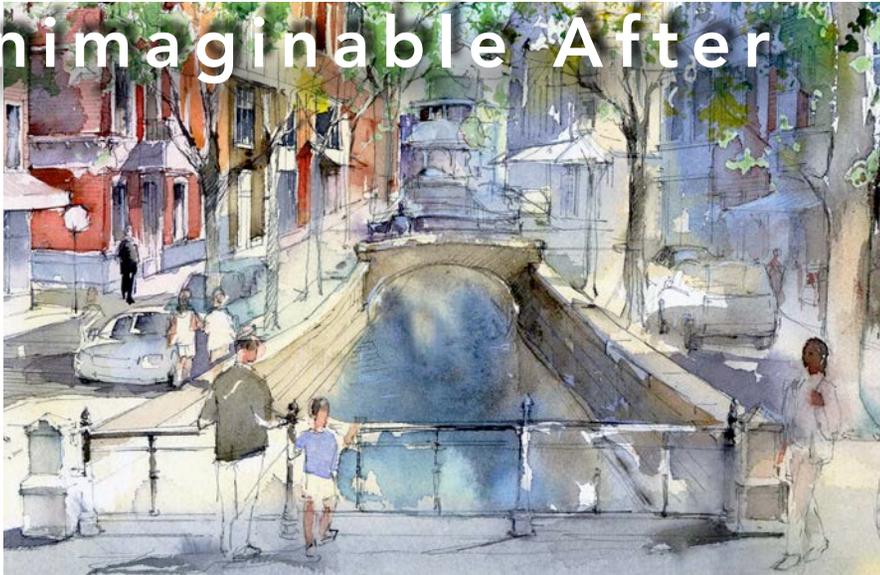
A view down the proposed mid-block pedestrian passage lined with one-story incubator retail shops and small restaurants. Envisioned as a funky, lively passage, it connects two main Town streets and dramatically terminates onto the Municipal Center's entry portico.



Intractable Before



Unimaginable After



Imagining Solutions to Intractable Problems



Local & Lean: ROA



Imagining the birth of the city

Valley's Past Provides Clues for Livable Communities

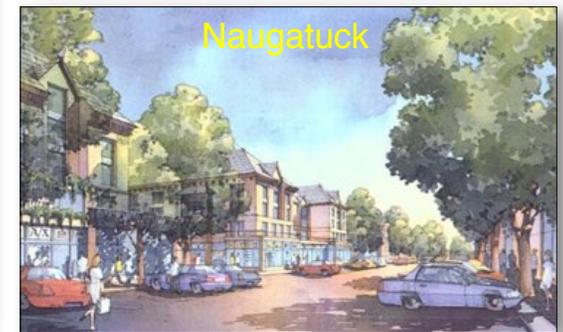
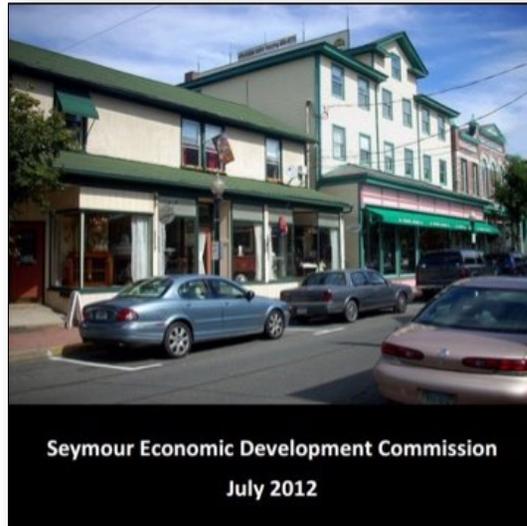
A future where communities:

- are multimodal/ provide transportation choice
- provide “last mile” connectivity
- are walkable and bikable
- have lower traffic levels



Innovative approaches to implement contextual TOD:

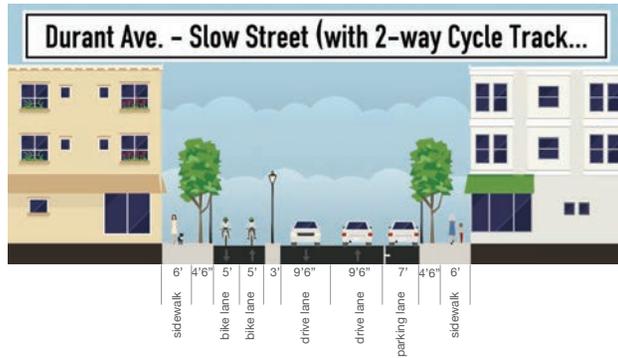
1. Low-cost, Complete Streets strategies
2. A planning process that measures market demand and attracts investor interest
3. Quick wins and positive incremental change
4. A sustainable future that rediscovers the self-sufficient structure of the Valley's proud communities



Sustainable Future Built on Strong Past

STREET DESIGN
INFRASTRUCTURE & TRANSPORTATION NEEDS

STREET SECTIONS



ECONOMIC RECOMMENDATIONS & ACTION ITEMS
IMPLEMENTATION

ECONOMIC DEVELOPMENT RECOMMENDATIONS / ACTION ITEMS	RESPONSIBLE / AFFECTED PARTIES							
	CTDOT	OSTA	Municipality	P&Z Commission	Wlhds Commission	Public Utilities	Associations	Private
Policy								
1 Adopt two strategies to transform the economy of the TOD area and, in particular, of the historic downtown core: + Built-in market: Expand the built-in market of workers, nearby residents, and commuters, and develop businesses and services that meet their daily shopping, dining, and entertainment needs. + "Made in Bethel": Cultivate and expand businesses that make things in Bethel, particularly small manufactures and crafts industries, and concentrate them within the TOD.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2 Prioritize development of businesses (a) for which unmet market demand exists and (b) that help expand and solidify the TOD area's market position with regard to one or both of these two strategies. Businesses that meet these criteria include: + High-quality restaurants that, together, offer a broad range of cuisines (e.g., seafood, Mexican, Thai, Indian, vegetarian, bakeries) + Arts and entertainment-related businesses + Apparel stores that offer products and services that are unique within the region (e.g., that do not duplicate products available at national retail chains) and that can therefore serve as regional destinations. Some examples of apparel-related businesses that can function as regional destinations include: + Unique and custom leather goods + Custom-designed scarves and clothing accessories + Fabric, yarn, and other supplies for making clothing + Big and tall menswear + Plus-size women's wear + Athletic clothing and accessories + Infants' and toddlers' clothing and equipment re-sale and consignments + Designer handbag sales and rentals + High-end clothing re-sale + Clothing made from hemp and other natural fabrics	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3 Develop a comprehensive marketing campaign for each of these two strategies.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4 Create a TIF district in the TOD, using the revenues generated to support and incentivize development of high priority businesses and buildings. Potential business incentives that might be supported by TIF revenues include: + A forgivable loan program for high-priority new businesses + An annual business plan competition to encourage existing businesses to add new product lines, develop an online storefront, or make other operational improvements + A pop-up program, with a dedicated storefront space for pop-ups and a small amount of seed funding for competitively-selected pop-ups	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5 Actively promote and encourage the retention of small, locally owned businesses in the TOD area. Activities might include: + Technical assistance to help interested businesses add a new sales distribution channel (such as making deliveries, launching or improving an online storefront, cross-merchandising with other TOD businesses, or wholesaling products made by the business to other retailers) + A business transition program to help business owners interested in selling their businesses find qualified new buyers	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6 Encourage TOD businesses - particularly retail businesses - to remain open until 6pm on weeknights.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7 Allow pop-up retail shops and kiosks along the new pedestrian path. Consider them as open air retail kiosks or food trucks for zoning and safety purposes to encourage their use.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Implementation



Lean Urbanism is open-access, allowing more people to participate in the building of their homes, businesses, and communities.

Lean Urbanism is open-source, creating tools and techniques for all to use.

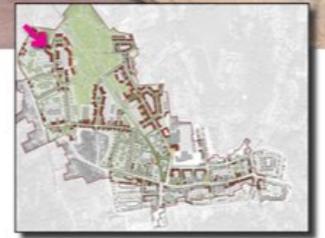
Lean Urbanism is open-ended, focusing on incremental and ongoing improvement.

The Project for Lean Urbanism will restore common sense to the processes of development, building, starting small businesses, community engagement, and acquiring the necessary skills.

The Project will devise tools so that community-building takes less time, reduces the resources required for compliance, and frustrates fewer well-intentioned entrepreneurs, by providing ways to work around onerous financial, bureaucratic, and regulatory processes.

The tools will be made freely available to governments and organizations seeking to get things done, to entrepreneurs without the knowhow to overcome hurdles, and to small builders or homeowners who could build well in an economical, low-tech way.

The Seven Platforms of the Project for Lean Urbanism are: Lean Building, Lean Development, Lean Business, Lean Green, Lean Governing, Lean Infrastructure, and Lean Learning.



- **REMOVE BARRIERS TO BUILDING SMARTLY** (incremental, incubate, flexible)
- **BE COMPETITIVE** (excellent public realm, preserve character of place)
- **UNDERSTAND YOUR MARKET** (affordability, lean choices and vitality)
- **PLAN AT ALL SCALES** (long term sustainability)
- **BE INNOVATIVE** (smart growth principles)

Revitalization in Practice

interviews, September 12 and 13

- 1. downtown business owners**
- 2. downtown and site property owners**
- 3. realtors, developers, architects**
- 4. town employees, State elected officials**
- 5. community groups**
- 6. downtown's and Derby's residents**
- 7. not-for-profit representatives**

- the redevelopment site is a unique opportunity, given the City's limited land availability
- there is universal 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 should be maximized
- celebrating Derby's history and character should be central to the redevelopment effort

Strengths

- 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 priority
- fragmented ownership of the redevelopment site could impair the site's redevelopment

Concerns

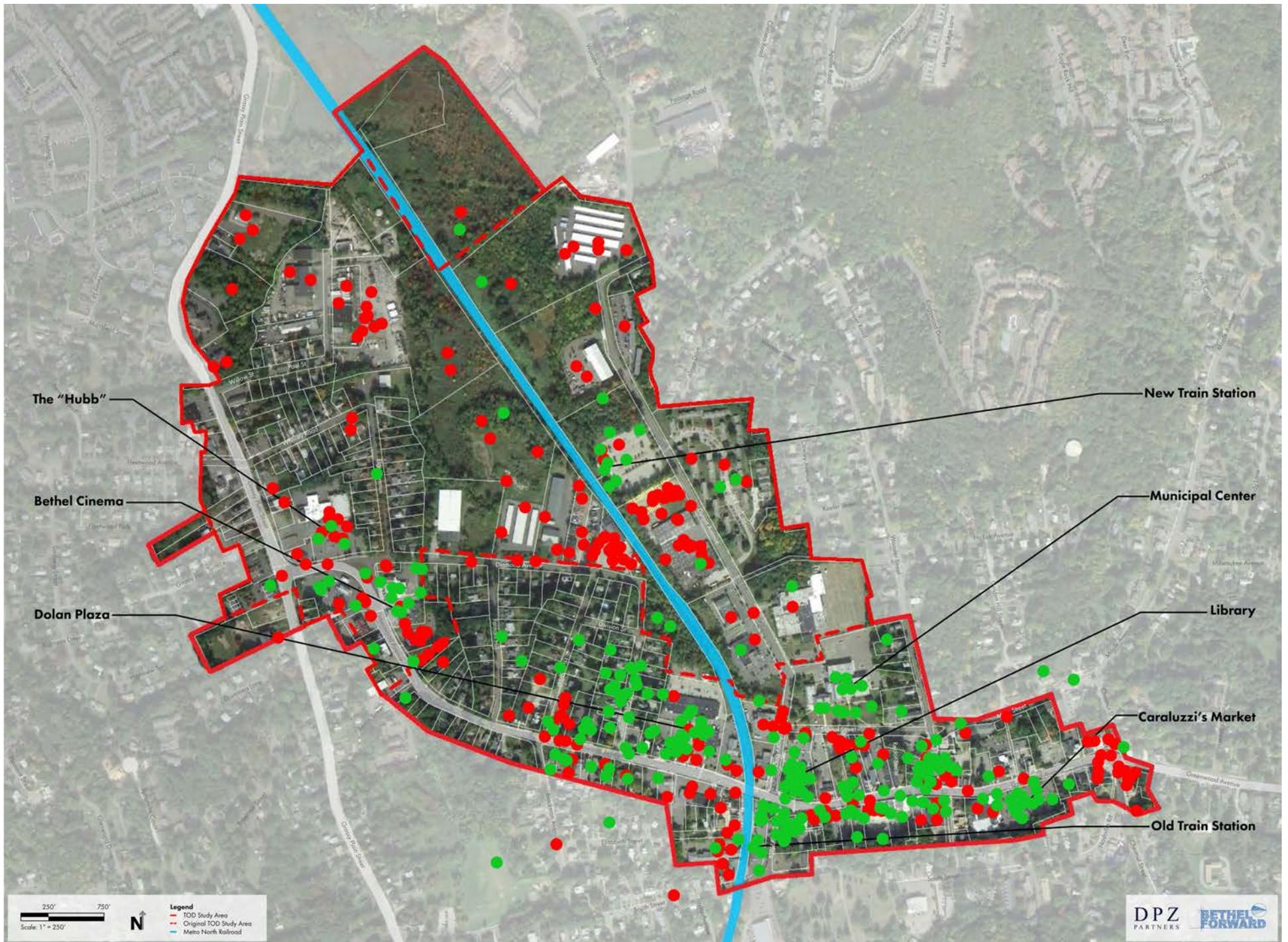


Part 2: Small Group Activity



- **Strong Places**
 - Attractive
 - Desirable to visit
 - Unique in a positive way
 - Represent conditions you'd like to see more often in the community
- **Weak Places**
 - Eyesores
 - Undesirable to visit
 - Reflect poorly on the community.

Part 1: Strong Places Weak Places



An at-a-glance Snapshot



The Map in Front of You: Downtown Derby



Opportunities for a Better Downtown

SAVE THESE DATES!

September 22, 2016

Community Voices Workshop - An initial meeting to collect your ideas for the future of downtown Derby

October 26, 2016

Community Choices Workshop - A meeting where issues and priorities are identified

November 14 to 18, 2016

Community Charrette - A five-day intense and interactive design workshop

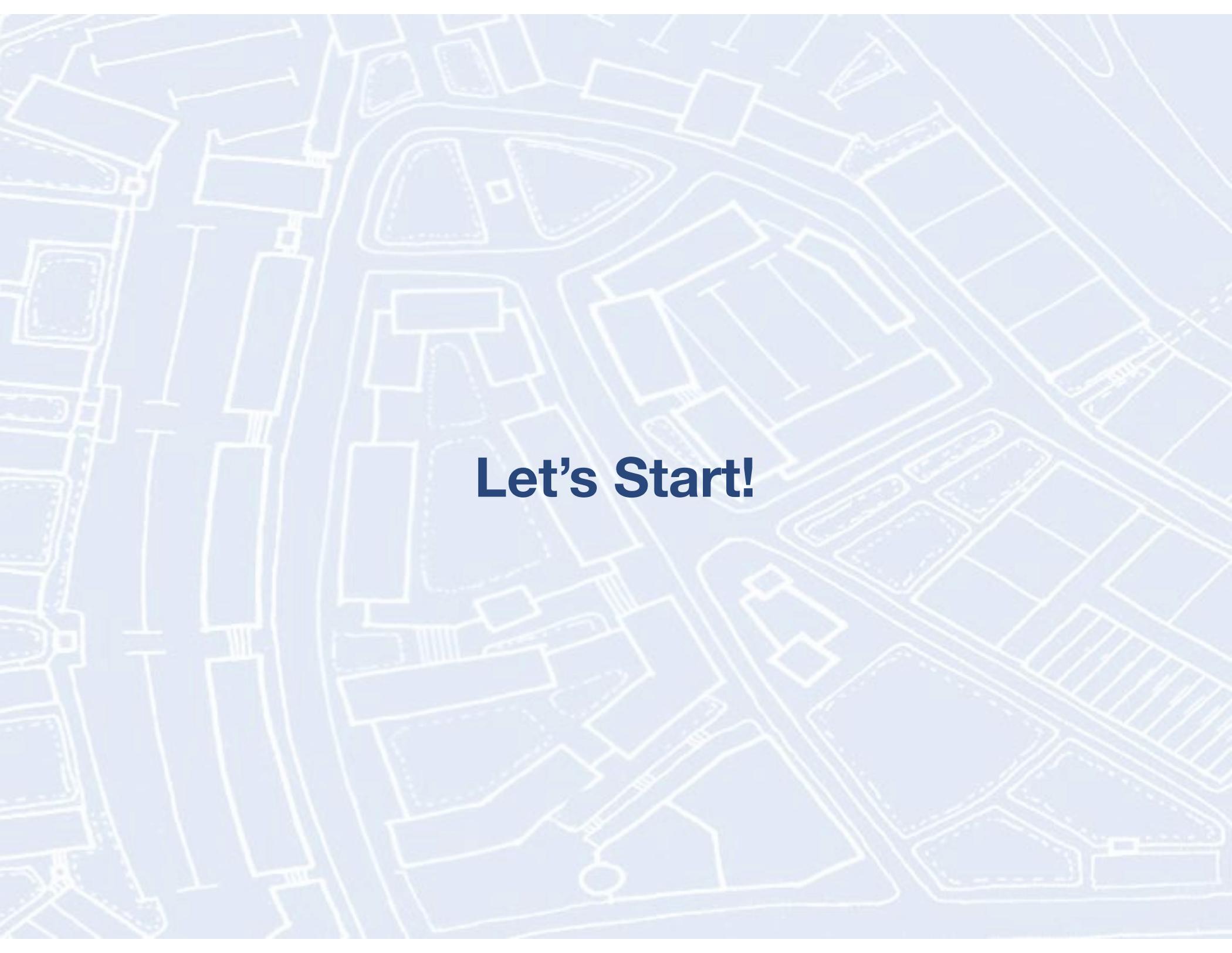
We invite everyone to attend these workshops. Bring your friends!

IMAGINE DOWNTOWN ...

Next Steps

- be **RESPECTFUL** of people in your group.
- listen to what other participants at your table are saying.
- be open to new concepts and ideas.
- only one conversation at a time.
- keep phones on silent or vibrate mode during the session.
- help the facilitator keep track of time.

Ground Rules



Let's Start!