



Town of Trumbull
Economic Development Commission Meeting
Long Hill Room
5866 Main Street
Trumbull, CT 06611
June 22, 2011 6:30 pm

1. Approval of May, 2011 Meeting Minutes
2. Director's Report
3. Other Business

(Meeting Package Attached)

Town of Trumbull
Economic Development
June, 2011 Report
Director's Report

Business Recruitment:

- Prospects this month:
 - Dentist looking for Trumbull location
 - Chinese Take Out Restaurant looking to take over the old Paul's Haircutters on Main Street
 - Water Pump Company looking for 10,000 s/f industrial plus small office
 - Take Out Chinese Restaurant looking at former Paul's Haircutter's

- Status of Previously Open or Pending Prospects:
 - Active - medical user – considering Professional Design District areas
 - Active - Walk in Medical – considering various areas
 - Active - Phil DiGennaro expected to come in with application on Monroe Turnpike this summer (Tire Company, restaurant, and other business).
 - Dead - Prospect looking for 500,000 to 1,000,000 s/f space (nothing suitable in Trumbull). This came in through CERC and U.I.
 - **Dead** - High end car part company looking for 20,000 s/f in IL-2 or IL-3 zone that allows distribution/warehouse plus showroom. We're checking zoning permission for Sal Buono through Greg Weisser who is the broker.
 - Veterinarian/surgery looking on Monroe Turnpike with Steve Hodson
 - Open - Westfield inquiring about demographics and traffic for desirable restaurant and store
 - **Closed** - Prospect to buy land on Corporate Drive (this is now closed - it was purchased by RD Scinto). ZBA Approved their request for Variance on June 1. Next step is P&Z Approval in August.
 - **Closed** - Prospect looking at expanding 70,000 of data center space at Corporate Park. After looking at alternative locations, Digital Realty decided to expand their existing Trumbull location on Merritt Boulevard with a 93,000 sq. ft. building. ZBA approved the requested variance on June 1. Next step is for P&Z Approval in August.
 - **Closed** - Prospect at 35 Corporate Drive (Monroe Staffing)
 - **Closed** - Sacred Heart – purchased Stern/Henderson property, but no further movement.
 - **Closed** - Cookie Party company – approved in June – Due to open in September

- New Businesses this year:
 - Home Depot March (Monroe Turnpike)
 - Perinatal Center March (5520 Park Ave.)
 - Monroe staffing April (35 Corp. Drive)
 - Office Depot April (moved from Cambridge Drive)
 - H&M May (Westfield – 30,000 sq. ft)
 - L&L Hawaiian May (Westfield)
 - 77 Kids July opening expected in Westfield
 - Ten Asian Bistro September opening expected in Westfield

Community Development:

Grants:

- **Trumbull Center Part 2 Grant (\$92,500):**
Design work may be done free through GBRPA.
Based on a recent meeting regarding rails-to-trails expansion, we may be able to leverage the original \$92,500 STEAP grant to receive \$400,000 more revenue for rails-to-trails. This is because the original area is connected to the rails-to-trails extension, and can be considered a 20% match. GRBPA is researching this possibility, working with DOT to get it included. In order to leverage the GRBPA/DOT money by connecting this with the rails-to trails project, the project will probably be completed in 2012 (the project deadline is August, 2012).

- **Merritt Boulevard Landscape Design STEAP Grant (\$100,000):**
Signed contract received. Need to identify Landscape Designer and intended signage.

- **Merritt Boulevard Paving Project (\$1 M):**
The overall project is worth \$1.4 Million, instead of the original \$300,000 that was originally estimated. Trumbull is investing 20% in labor value and dollars (through LOCIP allocation). This is a 40+ year old road, and repaving is long overdue.

- **Business Events:**
 - Special Olympics held a Walk-A-Thon in the Corporate Park Businesses on June 15.
 - Westfield Fireworks and Beardsley Celebrates Trumbull Day scheduled for June 25. Other events they are holding this month include a tent sale, carnival, and circus.
 - Business in Bloom being held on June 28. Economic Development is a partner with the Trumbull Chamber, and we have supplied most of the nominees.

Status of Commercial Development Projects, Proposals, and Targeted Properties:

Professional Office District at 17 Church Hill Road	Dr. Patrignelli has submitted plans for demo to Fire and Building Depts. Demolishing plans are in review at Fire Marshal's Office.
Long Hill Green (Luigi's)	Looking for tenants before starting construction
Park Avenue	Norma Pfriem Breast Cancer Treatment Center is now under construction – due to be completed by year-end 2011.
Trumbull Center Revitalization	Construction expected to start on Phases 2 & 3 this summer (Radio Shack/Frances side, and Courtesy Carpet Side and/or Patriot's Bank). Mr. Dinardo explained that he has been waiting for additional steel to be delivered in order to accommodate the new roofs that are being installed. Last winter highlighted the need for extra steel support.
Reservoir Avenue (Stern/Henderson Property)	Sacred Heart has bought the Stern property. It is expected that they will use the property for a combination of uses. Plans have not been submitted to the town.
Guidas Property	It is expected that the owner of the Guidas property across the street will come in with a complementary use to the Sacred Heart plan, thereby offering a more comprehensive plan for that area.
Retail Site next to Home Depot	Construction has begun. Tenants are being pursued by Peter Dinardo Enterprises, but none have signed a lease yet.
Monroe Turnpike behind Biff's	DiGennaro has obtained setback variances from ZBA. They are expected to go before P&Z in August for construction of an auto-related business, restaurant & retail structure, and a recreational use.
Marisa's	P&Z approved the application to build a 6,000 single story s/f office/retail building. Construction is expected to begin this summer.
LA Fitness	Construction has begun. Opening expected in December, 2011
Medical building on Quarry	Approved by P&Z – Now seeking State Traffic Commission in May/June
50 Corporate Drive	93,000 sq. ft warehouse/distribution building. RD Scinto received ZBA approval on June 1 for setback variances. Next phase is to get special permit from P&Z in August. Estimated taxes are approximately \$300,000
Merritt Boulevard	Digital Realty received ZBA approval on June 1 for setback variance for a 70,000 sq. ft expansion on their existing property. The next phase is to get special permit from P&Z in August. Est. taxes for new construction are around \$1M (per Tax Assessor)
Quarry Road (D'Addario)	Owner speaking to prospective tenants – may have to swap some land with another owner

A Special Note to the Economic Development Commission

Dear Chairman Abraham and Economic Development Commission,

This is my final report to you after a five year tenure as your Economic Director. I would like to take this time to thank all current and previous Economic Development Commissioners. It has been an honor and pleasure to serve under you and with you. You are an extraordinary professional group of volunteers, always leaving the politics at the door and looking out for Trumbull's best interest.

Five years ago, you had the foresight and fortitude to create Trumbull's first Office of Economic Development in more than 15 years. In essence, you broke new ground and I was fortunate to be selected as the first Director of Economic to implement your vision and mission. Together, we traveled a new frontier for the town. We faced numerous challenges but forged ahead and made significant progress. We put Trumbull on the national, regional, and local maps. We developed and implemented successful strategic marketing efforts, and built wonderful relationships. We broadened the perspective of land use boards and influenced regulations. We significantly fostered a business-friendly environment, while carefully preserving the town's high quality residential community.

Our grand list has grown, thanks to new commercial developments and revitalization projects, and a healthy list of additional construction and revitalization efforts are on the way. We obtained almost \$2M in state and federal funding to help revitalize targeted commercial areas. We developed partnerships between the business and community organizations, and the government. In essence, we've encouraged and helped each to strengthen one another.

I am truly proud and thankful for your leadership, partnership, and support and the results that have been achieved over the last five years. As I leave my position and move on to a new adventure, I will continue look forward to reading about your continued efforts and success in the future. I am deeply thankful for all you have done, and for all the support you have given me. Please know that I will always be happy to be of assistance if you ever need it.

With the utmost respect,

Deborah Evans Cox

Director, Economic Development

Westfield's Suggested Changes to POCD, submitted to P&Z on June 15, 2011

PROPOSED AMENDMENT

TO

TRUMBULL PLAN OF CONSERVATION AND DEVELOPMENT

REGARDING WESTFIELD (Submitted by Westfield)

[Add text in **bold**; delete underlined text]

Section 6.1 Commercial Development

(1) Trumbull Shopping Park/Westfield Shopping Mall

Located south of the Merritt Parkway in the southwestern part of the Town, Trumbull Shopping Park/Westfield Shopping Mall is the largest commercial area in the Town and the region's premier shopping mall with over 150 stores. **In November, 2010, the Mall completed the first phase of a multi-phase renovation and redevelopment project by significantly upgrading the Mall entrances, common areas, signage, adding a new food court, including the creation of a new dining terrace, and adding new and upgraded stores.** The owner of the property is currently planning to expand the mall to the east **at the appropriate time** and has purchased **and demolished** the residential properties on Whalburn Avenue and Stuart Place in order to accomplish this expansion.

The portion of Main Street across from the Mall has been placed in a Professional Office Overlay Zone. Reuse of some of these homes as professional offices is an option for these home owners.

Section 10.2 Goals and Recommendations

D. Economic Development

Goal: Maintain and enhance the appearance and viability of the Trumbull Shopping Park, including the development of the property to the east of the mall.

Recommendations:

- **Recognizing that both the use and the location of the Trumbull Shopping Park/Westfield Shopping Mall are different in many respects from the uses and the location of other BC zones, amend the Zoning Map and Zoning Regulations to create a new Shopping Center Design District ("SCDD"), which zone would include the Stuart Place and Whalburn Avenue area.**

- Create design standards for the development of the Mall property, including the formerly residential parcels adjacent to Main Street, to encourage an attractive, pedestrian-friendly restaurant and retail environment. Such standards shall include requirements for landscaping and other site amenities.
- Create bulk and other standards for the SCDD to govern the redevelopment of the existing Mall.
- Pedestrian connections should be developed and enhanced between the Mall and Main Street including sidewalks, crosswalks, benches and other street furniture.
- Traffic signal changes may be necessary in this area to facilitate efficient traffic flow and safety for residents and pedestrians.

EDC's Letter To P&Z Regarding Cookie Workshop Application

**Town of Trumbull
Economic Development Commission
5866 Main Street
Trumbull, Connecticut 06611**

June 8, 2011

Mr. Anthony Chory
Chairman
Trumbull Planning & Zoning Commission
5866 Main Street
Trumbull, CT 06611

Dear Chairman Chory,

The Economic Development Commission would like to convey its support for the Special Permit Application Number 11-16 for the The CookieWorkshop at 100 Corporate Drive.

While at first glance, this type of business may seem to be an unusual fit for the area, the owner, Carrie Memmesheimer, has conducted extensive research and developed a comprehensive business plan, indicating an impressive likelihood of success. It is exciting to see an entrepreneur be so thorough and professionally competent as she builds this new business.

The Cookie Workshop is unique and would be great addition to Trumbull. It offers fun and wholesome recreational activities for children, families, and groups. This suits the wholesome image of Trumbull perfectly.

We thank you for your consideration of this application and hope you will act on it favorably.

Sincerely,

James Abraham/dc

James Abraham
Chairman, Economic Development Commission

Deborah Evans Cox

Deborah Evans Cox
Director, Economic Development

EDC Letter to P&Z Regarding Building Next to Marisa's
Town of Trumbull
Economic Development Commission
5866 Main Street
Trumbull, Connecticut 06611

June 15, 2011

Mr. Anthony Chory
Chairman
Trumbull Planning & Zoning Commission
5866 Main Street
Trumbull, CT 06611

Dear Chairman Chory,

The Economic Development Commission is please and excited to support Application Number 11-14 for a Special Permit to construct a one-story commercial building along with associated site improvements.

Economic Development has worked with this applicant for a number of years in their efforts to incorporate a variety of suggestions and requests made by town officials, particularly as zoning changes emerged in the Long Hill Green vicinity. The applicant has designed and redesigned the building, the site plan, and the façade. He has negotiated and renegotiated with anxious tenants in order to be assured that the application would be whole-heartedly embraced by the P&Z Commission and the town. A lot of effort has been made in the attempt to ensure an acceptable application.

We realize there are associated site improvements in discussion this evening. We ask that you act favorably on this application this evening, and if necessary, condition your approval on those improvements that you feel are essential. The window of land development is closing quickly for the year, particularly as it will be eight weeks before your next meeting. Your careful consideration is appreciated, and we hope you will expedite your approval for the sake of the tenants in waiting, the appearance of area in general, and the town as a whole.

Sincerely,

James Abraham/dc

James Abraham, Chairman
Economic Development Commission

Deborah Evans Cox

Deborah Evans Cox
Director, Economic Development

EDC Letter to P&Z Regarding POCD
Town of Trumbull
Economic Development Commission
5866 Main Street
Trumbull, Connecticut 06611

June 15, 2011

Anthony Chory
Chairman
Trumbull Planning & Zoning Commission
5866 Main Street
Trumbull, CT 06611

Dear Chairman Chory:

Members of the Trumbull Economic Development Commission have had the opportunity to review the proposed changes to the Plan of Conservation and Development (“the Plan”) and we have also met with Bill Levin to better understand the proposal. We appreciate our inclusion in the process and look forward to making meaningful suggestions as part of the Plan revision.

The purpose of this letter is to share our initial thoughts and questions with you as you consider the revisions. Outlined below are our major points:

- **Trumbull Shopping Park/Westfield Shopping Mall:** We agree with the encouragement for mixed use and enhanced walk-ability. However, we suggest removing the “walk-able urban village” phrase. Given Trumbull’s character as a small New England town, many residents may not embrace a description of living in a town with an “urban” character.

With regard to remaining recommended changes, we suggest considering language that would generally highlight the Town’s goal of working collaboratively with Westfield to help achieve its goals in a manner consistent with the Town’s character. In dealing with such a major part of our commercial community, it may be more beneficial to leave flexibility in the Plan than to outline specific recommendations of the Town’s expectations for development of the property. Additionally, the Plan generally addresses conservation and development goals for areas of the Town. Specific goals in the Plan for one particular landowner may be less effective than an expression of an intent to collaborate on that landowner’s future plans.

- **Cider Mill Plaza Property on Main Street Across from Town Hall:** We appreciate the emphasis on enhancing this area as it has the potential to be a significant community improvement given the proximity of Town Hall and the Town Library. However, The Cider Mill Plaza and its contiguous properties, amounting to approximately 9-10 acres of land, are currently zoned residential (albeit with a pre-existing nonconforming business strip). We suggest that consideration be given to rezoning as a BC or mixed-use zone in order to maximize the land, allowing it to more easily be a pedestrian-friendly and service-oriented

Town Hall mixed-use district. We also encourage a planning focus on ideas to enhance pedestrian traffic among and between the Stop & Shop plaza, the Town properties and any newly developed/improved commercial uses.

- **Route 111 and Route 25 North:** Although there appears to be a “confusing mix of industrial, commercial, and residential uses,” as stated in Mr. Levin’s document, the multi-use parcels allow greater flexibility for cohesive development projects. Hence, the EDC suggests avoiding specific definitions of development patterns in this area as it may unwittingly restrict excellent projects in the future. Rather, we recommend that projects in this area be considered by the P&Z Commission on a case-by-case basis.
- **Lower Main Street:** The Commission has had experience with prospects who were interested in purchasing homes in the recently zoned “Professional Office” District on Lower Main Street and converting them to offices. Our understanding, however, is that the size and structure of many of them are not conducive to simple conversions. Instead, business owners and developers have told us that in order to make them work well, some of the homes should be torn down and rebuilt so that their configuration is able to accommodate the professional practices. Meanwhile, some of the homes are left in disrepair because they are also not financially viable for an average home owner to invest in and remodel. We suggest that, for this zone on Lower Main Street, language be added to allow the flexibility of tearing down a home and rebuilding, while preserving a residential look of the exterior. Through effective zoning and enforcement, the exterior residential nature of the area should be able to be preserved and enhanced (in the case of homes in disrepair) while allowing for Grand List growth without touching undeveloped parcels.
- **Affordable Housing:** Trumbull currently has approximately 5% affordable housing, which is significantly below the state requirement. Given the economic climate and the fact that the moratorium has expired, we believe the Plan of Conservation and Development should be proactive in planning for affordable housing in order to avoid the risk of developers dictating where such housing should be placed.
- **Multiple Family Housing Needs:** The available number of rentals and multiple housing is limited. Availability of such housing could be expanded in order to be able to attract workers who are early in their careers, as well as those who work in town with more moderate incomes, such as those in the trades, administrative, and employees who are employed by the town. The housing stock of Fairfield County is heavily concentrated in single family homes, especially in suburban neighborhoods. The Town has an opportunity to be a leader in addressing multiple family housing demand by planning for such residential offerings in a manner consistent with the Town’s character.
- **Reservoir Avenue/Oakview Drive/Lindeman Drive:** While there are somewhat unkempt appearances in signage and some blight concerns in this area, we believe this should be addressed through zoning enforcement and not through a revision to the Plan.
- **Flexibility:** As you continue to consider modifications to the Plan, we encourage you to include terms addressing the Town’s flexibility in considering commercial development. For example, on a case-by-case basis, proposals such as smaller setbacks and greater height elevations might improve the economic base of the Town while having no impact on the

Town's character. In doing so, the Town will have a greater opportunity for growth on existing developed or underdeveloped commercial properties.

- **Special Meeting:** We appreciate the ability to provide our thoughts and feedback regarding the proposed changes. In the past, the Planning and Zoning Commission has established special meetings to allow for greater two-way dialog with the public. We encourage you to utilize this practice again so that interested parties can exchange questions, answers, and ideas more freely, allowing for greater input from your constituents.

Once again, the Economic Development Commission appreciates the opportunity to provide input in this process. We look forward to a continued exchange of ideas as you progress further in the process.

Sincerely,

James Abraham

James Abraham, Chairman
Economic Development Commission
Town of Trumbull

Scott M. Wich

Scott M. Wich, Esq., Commissioner
Economic Development Commission
Town of Trumbull

Deborah Evans Cox

Deborah Evans Cox
Director, Economic Development
Town of Trumbull

Bill Levin's Response to EDC Letter to P&Z Dated June 15, 2011

From: [Bill Levin](#)

Sent: Mon 6/20/2011 4:34 PM

To: [Deborah Cox](#); abrahamjames@sbcglobal.net; smwich@att.net

Cc:

Subject: Plan of Conservation and Development

Attachments:

[View As Web Page](#)

Jim, Scott, Deborah: Thanks for taking the time to submit comments regarding possible changes to the POCD. I have reviewed your comment letter dated June 15, 2011. Some thoughts/questions on your bullet points are as follows:

- 1.) Regarding the phrase "walkable urban village" I have no problem with removing the word urban. How about "walkable New England village" or "walkable New England town" ? I am disappointed that neither of the two recently approved projects north and east of Long Hill Green, will do anything to recreate a walkable village or town character in the Long Hill area. We had an opportunity with these two projects to create some of that character but the approved projects have suburban auto oriented layouts so now that opportunity is gone.
- 2.) Cider Mill Plaza. I agree that this should be rezoned to a commercial or commercial mixed use zone. Do you think residential should be in the mix for that site?
- 3.) Rte 111 and 25 North. I think we need some long term vision for this area rather than only reviewing projects on a case by case basis as you suggest.
- 4.) Lower Main Street. I recently proposed the same change you propose to the the Professional Office Overlay Zone (POOZ) regulations to allow tearing down a home and rebuilding to allow professional office use while preserving residential look of the property. We had two discussions on this proposal at P&Z in spring 2011. There was resistance to this idea from the chairman and some other member of the commission. Their concern seems to be that allowing tear downs and replacement structures could encourage and accelerate conversion away from a residential character regardless of best intentions to preserve a residential character.
- 5.) Affordable Housing/Multiple Family Housing. The POCD has a two page discussion of affordable housing (page 23-24). Much of the discussion is outdated and no new initiatives or zones to increase affordable housing have been discussed lately. To have more affordable housing in town we need to zone some land for multi-family residential use. Single-family zoned areas can not provide affordable housing due to the land costs and acreage requirements. My suggestion has been to allow mixed use including multi-family residential use in the larger commercially zoned areas including the Mall area and Trumbull Center area even though neither of the present owners of those properties is currently interested in developing residential units on those properties. The only other option I can think of to gain multi-family land is to rezone some of the industrial area to allow multi-family residential. As you might imagine, people in Trumbull generally oppose the idea of apartments in town so its a challenge.
- 6.) General recommendations vs. site specific recommendations: Regarding your suggestion that staff should not propose specific planning language for individual sites like Trumbull Center and Trumbull Mall and instead address should issues in a more general manner and express an intent to collaborate on a landowner's future plans, I understand your concern. However, I believe the Town has an obligation per State mandates and Town land use authority to set up a planning framework for key locations and properties in town and to recommend certain land use concepts on individual sites even if the current owner of a property may not fully support a concept that the Town believes is beneficial. Westfield and Dinardo may sell Trumbull Center and Trumbull Mall to other entities that in the future may have different concepts for those properties. The Town should have a land use plan and policies that apply regardless of the current ownership of properties.

That said, I think we (Planning and Zoning, Economic Development and individual owners) should together

discuss what the land use concepts should be. The applicants should also have an opportunity to present their own ideas, oppose staff suggestions and try to convince the P&Z Commissions to support General Plan language they favor and not to support General Plan language they find objectionable.

An example of where the Town may not agree with an owner is the issue of multi-family housing discussed above. Even if the current owners do not support the idea of housing on their properties, it may be in the Town's best long term interests to allow that use on those properties.

7.) Reservoir Avenue/Lindeman Drive; You do not favor revision to the POCP for this area. Unfortunately, over a period of years, even predating the recession, there does not seem to be adequate demand for industrial uses in this area so some additional broadening of the allowed uses and other measures to upgrade the area appears warranted. I believe the First Selectman wants to go beyond merely enforcing zoning regulations in this area.

8.) Special Meeting. I agree this would be useful. I think we should prepare a second draft prior to such a meeting.