



**Town of Trumbull  
Economic Development Commission Meeting  
Long Hill Room  
5866 Main Street  
Trumbull, CT 06611  
September 16, 2009**

- |    |  |                             |
|----|--|-----------------------------|
| 1. | Approval of Meeting Minutes  | B. Matthews                 |
| 2. | Update from Westfield  | George Giaquinto            |
| 3. | Update on Economic Development Contract  | B. Matthews                 |
| 4. | Director's Report<br>- Update on Projects<br>- Activities<br>- News & Developments | D. Cox                      |
| 5. | Summary of Econ. Dev. Activities   | B. Matthews/K. Mizak/D. Cox |
| 6. | Other Business   | All                         |

**Call to Order:** The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:19 p.m. by Chairman Bob Matthews.

**In Attendance:** In attendance were the following Commissioners:

Martin Arnold            Tom Ginis            Beryl Kaufman  
Bob Matthews            Karl Mizak

and Deborah Cox, Director of Economic Development

**Absent:** John Malfettone, Susan Mahoney, Patricia Connelly, Jim Abraham

**Meeting Minutes:**

1. The minutes of the August 20, 2009 meeting were unanimously approved.  
Motion made by Commissioner Kaufman and seconded by Commissioner Mizak.

2. Update from Westfield:  
George Giaquinto, of Westfield Mall, presented an overview of the plans for the Westfield Renovation Project. When complete, the \$25M project will enable Westfield to attract more luxury style retailers as well as create a stronger appeal for lower Fairfield County and Westchester County shoppers. Plans call for a dining option at each of the entrances. The food court will be moved and greatly enhanced.
  
3. Economic Development Contract:  
Chairman Matthews reported that the Town Council approved the Economic Development Director Contract with two changes:
  - to amend the first line of Article 10, Paragraph 2 by replacing the word "term" with the word "year".
  - to amend Article 4, Paragraph 1, line 4 by stating :subject to the goals and duties that are included in the Request for Qualifications which is attached."
  
4. Director's Report  
The Director distributed a monthly report (attached) and highlighted the following activities:
  - a. Construction for Trumbull Center is expected to begin in October, and we are still awaiting the easement from the Mobil Station.
  - b. Gaylord Sleep Center signed a lease at 101 Merritt Boulevard. This is a direct result of Economic Development showing and providing information on the property.
  - c. Participated in U.I.'s site selector tour with 8 site selectors. They were surprised about what CT has to offer in terms of incentives and energy. A couple of the selectors had some manufacturing clients, but no land was large enough in Trumbull for their needs
  - d. Trumbull made the Connecticut short list for a food processing company. We are among four other towns in the state, but the company is also looking in four other states.
  - e. There were several P&Z Application items of interest this month: Design District on Main Street, the Jewish Home for the Elderly, and the Long Hill District.
  
5. Economic Development's Involvement in Zoning Changes:  
Chairman Matthews reported that he recently submitted a report to the 1st Selectman's Office on Economic development's activities and contributions to the development of new Zoning regulations. The report is attached.
  
6. Other Business:
  - Chairman Matthews sent a letter to P&Z indicating that the EDC would not be supporting the present proposal under consideration by P&Z for a Design District for lower Main St. The letter also indicated that we still believed that this area had potential for a Design District, and would like to work with them on alternative considerations. This item was discussed and agreed upon at our Aug. meeting.
  
  - The EDC reviewed its communications strategy (attached) for the next few months in the midst of political campaigns and upcoming elections. Economic Development continues to be non partisan, as a group, and believe that it is important to use our existing information documents regarding our activities should the discussion of Economic Development come under discussion.

Respectfully Submitted By:

Deborah Cox  
Director, Economic Development

Town of Trumbull  
Economic Development  
September, 2009 Report

**Director's Report**

**Recruitment Activities**

- New Businesses:
  - None Reported.
  
- New Prospects:
  - Energy Company looking for approximately 3,500 s/f of Class A space. I took them and their broker to three locations. One is a possibility, although they are also considering space in Stratford for lower price.
  - Health Products Company – looking at Trumbull Land provided by Econ. Dev. Office, as well as other towns
  - Existing Trumbull Company looking to relocate their data center (4,000 sf). Econ. Dev. Office provided two appropriate locations, and one is a possibility, dependent on negotiations
  
- **Status of Previously Open or Pending Prospects:**
  - Open - Software Company looking for approx 2,000 s/f – Still serious about Trumbull – Working with landlord on layout – then will negotiate price.
  - Open -- Data Center Company looking for approx. 20,000 s/f. Still considering Trumbull, as well as other areas.
  - Open -- Food Processing Company is considering sites in several states, but will eventually select one. A Trumbull site is now one of three CT sites on the short list.
  - Dead -- Gourmet Hotdog Vendor looking for space. Five potential spaces were provided to him. At the moment, there is no suitable space
  - Unknown -- Pet Daycare Business interested in land to purchase for his business, and for investment.
  - Open -- Fitness Center: (Econ. Dev. provided more information to them in June).
  - Open -- Large Manufacturing Firm: Economy may put the move on hold.
  - Pending -- Traveling Vet looking for space in White Plains Road area. Approval for text change for permitted use was granted on August 19, 2009
  - Unknown -- Several businesses are looking at Bank of America Branch location, and we have helped a number of them. The bank temporarily withdrew their bid request in order to submit reports to a third party.
  - Closed -- Sleep Center: Signed a lease at 101 Merritt Boulevard after looking at several locations in Trumbull and other towns.
  
- Other:
  - Met with Trumbull Center to discuss plans. Will start a marketing campaign for the Center once more visual changes, including plans for changing buildings and sidewalks, are able to

be portrayed (such as on a postcard mailing).

- Participated in U.I.'s Site Selector Tour – 8 Site Selectors were involved.

### **Retention & Expansion Activities**

- Met with the following companies:

- |                     |            |                     |                  |
|---------------------|------------|---------------------|------------------|
| - United Healthcare | - Luigis   | - Long Hill Grill   | - Westfield      |
| - Trumbull Center   | - O Bar    | - Franco Giani      | - Marie's        |
| - Affinion Group    | - Sentinel | - Coldwell Banker   | - Field Brothers |
| - Hochberg Jewelers | - O Bar    | - Trumbull Cleaners |                  |

### **Marketing/PR**

- Marketing & Advertising:
  - Wrote, published, and distributed Newsletter
  - Advertised in New England Real Estate Journal
  - Subscribed to email newsletter service in order to be able to more easily send out eblasts and electronic newsletters. We tested this out by sending out a notice about the forthcoming swine flu vaccine. The tool will help us gain efficiencies in getting information out to the business community.
  - Took a social media marketing workshop for economic developers. Implementing some of the suggestions will go a long way for our marketing program.
- Media and Press Releases:
  - Heavily engaged in press releases for the SUN Playground. There are three major releases – one general, one regarding the school recycle program, and one regarding the Trumbull Nature and Arts Center. The general release was sent out this week. As a result, Fox61 came to do a television interview, which aired 09/16/09.
- Restaurant Week
  - Restaurant Week is scheduled for Oct. 10. At the moment, five restaurants are committed: Long Hill Grill, O Bar, Old Towne Restaurant, J. Porter's, and Marie's

### **Community Development Activities and Projects:**

- Beautification and Revitalization:
  - Working on obtaining easement from Mobil Station for work on Trumbull Center brick sidewalks, and permits from DOT.
- Environment & Energy Programs
  - Launch for the Sun Playground Community Build at the Nature Center is October 23 (rain date is October 27). All elementary schools have already begun the recycling program with great enthusiasm! Volunteers are being solicited through Economic Development's outreach to community groups. This is an excellent example of

partnership between a business and the community.

### **Status of Commercial Development Projects:**

- Westfield Revitalization: Plans are underway, and Westfield is working with the town departments to move forward. They will be coming to P&Z for regulation changes for signage in October
- Hotel in Corporate Park: On hold for financial reasons.
- Route 111/Trefoil: On hold for financial reasons – lost potential tenants
- Park Avenue: Original tenant lost, may come in with alternative
- Sentinel Expansion: On hold – seeking anchor tenant
- Luigi's Expansion: Expected to come to P&Z in October
- Jewish Home: Pre-app conducted on 9/16/09. Monroe is in lead due to amount of time, effort, & commitment
- Sidewalks: Slow progress due to permitting process at state level.

### **Updates on P&Z Activities as they pertain to Economic Development**

- Lower Main Street Design District. A letter was submitted to P&Z by Bob Matthews stating that, as agreed in last month's EDC Meeting, the EDC was not in support of the currently proposed regulation for the Lower Main Street Design District. First Selectman Baldwin also submitted a letter stating that the current proposal represented spot zoning. On 09/16/09, P&Z conducted a hearing on this subject, but did not vote on the matter.
- Pre-App was conducted for the Jewish Home by P&Z on 9/16/09.
- Mixed Use Zone: The Luigi's project is expected to come in with a new mixed use zone in October. Several discussions were held with the Planning Department and the applicant regarding this application, and related issues. Housing seems to be the largest issue.

Respectfully Submitted By,

Deborah Evans Cox  
Director, Economic Development

## ZONING REGS - - ECONOMIC DEVELOPMENT ROLE

In March of 2007, the Trumbull Economic Development Director and Commission were invited by P&Z to join in on the review and improvement of Trumbull's Zoning Regulations. Specifically, the Economic Development group focused its efforts on regulations related to commercial and business zones, as well as other business related matters.

During the period of March, 2007 through June, 2008, the Economic Development Director and various members of the Commission devoted significant time to reviewing existing regulations, researching other communities, and making recommendations for changes that would allow for greater flexibility and utilization of existing commercial areas. The Director and/or various Economic Development Commissioners, attended all public P&Z Work Sessions and Hearings on the subject and attempted to provide staff support as allowed. A summary of EDC activities, contributions, and recommendations follows.

1. In July 2007, the EDC submitted a researched document of the then current regulation deficiencies and made recommendations for improvements in all commercial, retail, and industrial zones. (Attachment A). The identified areas of concern were summarized as follows:
  - > Design Districts
  - > Restaurant and Leisure Centers
  - > Medical Facilities Utilization
  - > Building Heights
  - > Mixed Usage Designations
  - > Architectural Review Process
  - > Home Based Businesses

Each category contained a statement of current business needs, existing deficiencies in the zoning regulations as they relate to those needs, and EDC recommendations for each category.

2. In Nov. 2007, the EDC submitted written questions and suggestions about the First Draft of the new regulations, which reflected some of our initial recommendations and hours of participation in working sessions. (Attachment B).
3. In Feb. 2008 (after initial public release of Zoning Regs. Draft), Econ. Dev. again submitted a write-up of outstanding concerns and made recommendations for corrections. Many of these items were subsequently corrected. However, issues remained open on building heights, abutment requirements for restaurants, alternate compatible use, and setbacks in IL zones. (Attachment C)
4. In June, 2008, Econ. Dev. submitted a document regarding "outstanding issues" prior to P&Z voting on new regulations (Attachment D). (At this point, we were no longer allowed to speak at P&Z working sessions). Major areas of concern were:
  - Setbacks in IL zones were still too restrictive.  
Econ. Dev. submitted formula for consideration – no response from P&Z. As of Aug. 2009, there is still confusion on this subject.

- Variances and Adaptive Reuse language were not addressed. Recommendations were submitted by Econ. Dev. – no response from P&Z. They are still working on these issues.
- Permitted Uses – Econ. Dev. submitted a grid for consideration – P&Z never responded. As of this date, this is still a confusing area and applicants must apply for a special permit for all uses when establishing a new business in an IL or commercial zone.

**Conclusion:**

The following Zoning Reg. changes adopted that were DIRECTLY ATTRIBUTABLE to Econ. Dev. recommendations and follow up work were:

**Restaurants**

- > now permitted in IL zones
- > now allowed to be clustered within closer proximities
- > now permitted to have outdoor dining permits for 3 years

**NOTE:** cafeterias and lunchrooms will now be permitted in IL areas – they were previously quite restricted

**Design Districts**

- > now allowed to have multiple compatible uses in same building
- > signage requirements significantly improved
- > significantly improved language regarding usage and requirements

**NOTE:** The EDC is no longer pursuing the establishment of a Design District on lower Main St. under the present proposal from P&Z

**Building Heights**

- > Heights in IL3 have been increased to 75 feet; however only under special permit and with very limiting restrictions (eg., the building must be in character with the neighboring residential area).
- > Very limited potential for increase in other IL areas based on topography

**Medical Facilities**

- > regs have been changed to allow for various medical office and lab facilities in multiple IL and Commercial zones

**Mixed Usage**

- > agreement between Econ. Dev. and P&Z with the concept of creating mixed use areas; agreed upon approach to consider as individual projects come forward

Econ. Development believes that there a number of areas that have not been adequately resolved; additional changes are needed in order to appropriately facilitate sound commercial growth. Four of the most important areas include

- Clarity of Process and Regulations (including the ability to fast-track projects as required)
- Flexibility in Permitted Use
- Setbacks reflective of modern commercial park utilization
- Adaptive Reuse

Econ. Dev. will continue to work in support of changes in the above areas. We would like developers and businesses to have a framework for enabling solutions, versus cumbersome regulations and processes. In our opinion, it would be helpful for businesses and developers to have a simplified approach on “allowable versus non allowable”, rather than everything requiring a special permit. The Zoning Regulations that were adopted in 2008 provided many improvements as it related to the utilization of commercial zones. Economic Development is proud to have been a major contributor in those positive changes, in order to provide an environment for responsible business growth in the town.

## COMMUNICATIONS - - EDC

### A. STRATEGY

- > BLEND MESSAGES WITH NORMAL COMMUNICATIONS
- > USE MULTIPLE CHANNELS
  - 1 WEBSITE
  - 2 NEWSLETTER
  - 3 E – BLASTS
  - 4 NEWSPAPER COVERAGE
  - 5 CHANNEL 17
  - 6 Other
- > DEMONSTRATE PARTNERSHIPS
  - 1 CHAMBER OF COMMERCE/BRBC
  - 2 ROTARY
  - 3 BUSINESS ADVISORY COUNCIL
  - 4 TRUMBULL BUSINESSES
  - 5 OTHER TOWN DEPARTMENTS
- > HIGHLIGHT EVENTS/HAPPENINGS -- NOT EDC AS ORGANIZATION

### B. PROVIDE FACTUAL BACKGROUND INFORMATION

- > ANNUAL REPORT
- > ECONOMIC DEVELOPMENT PLAN – INCLUDING ANNUAL OBJECTIVES
- .> COMMISSION OBJECTIVES
- > ECONOMIC DEVELOPMENT ACCOMPLISHMENTS ( 3 YR )
- > ZONING REGS ROLE REPORT TO 1<sup>ST</sup> SELECTMAN
- > Other

### C. RESPONSE TO CAMPAIGN ISSUES

- > REFER TO EXISTING DOCUMENTS
- > PROVIDE FACTUAL INFO TO BOTH CANDIDATES – IF NECESSARY
- > LETTER TO EDITOR AS LAST RESORT
- > Other