



**Town of Trumbull
Economic Development Commission Meeting**

Long Hill Room
5866 Main Street
Trumbull, CT 06611
May 19, 2011 7:15 pm

- 1 Approval of February & March Meeting Minutes
- 2 Public Hearing for Application for Community Block Grant Program
- 3 Director's Report
- 4 Town Charter Recommendations
- 5 Planning and Zoning Update
- 6 Marketing Update
- 7 Other Business

MEETING MINUTES

Call to Order: The meeting of the Town of Trumbull Economic Development Commission was called to order at 7:24 p.m. by Chairman Abraham.

In Attendance: The following Commissioners were in attendance:

Commissioners: Jim Abraham Patricia Connelly Beryl Kaufman Ralph Sather
Scott Wich Jack Berg Karl Mizak

Staff: Deborah Cox, Director of Economic Development
Daniel Nelson, Chief of Staff

Absent: Tom Ginis Dave Rutigliano

The meeting was opened by Chairman James Abraham at 7:16 pm.

1. Meeting Minutes:

A motion to accept the meetings minutes of April 21, 2011 was made by Commissioner Connelly and seconded by Commissioner Berg.

The meeting minutes of April 21, 2011 were unanimously approved.

PUBLIC HEARING

The Public Hearing was opened at 7:20 pm

Dan Nelson, Chief of Staff, presented the Small Cities grant request that will be filed on June 6, 2011 in the amount of \$300,000 to replace the elevator located in Trumbull Town Hall at 5866 Main Street, Trumbull, CT. Mr. Nelson explained that the elevator was first installed over 40 years ago. The elevator is available to citizens

in the region as it serves the regional Probate Court for the towns of Trumbull, Easton, and Monroe. The elevator is currently not ADA compliant and is in regular disrepair, at least once a week. The current situation is dangerous, as it gets stuck and citizens getting stuck in an elevator could be at high risk. Mr. Nelson also explained that no municipal funds will be used for this replacement. He also explained that the normal request for proposal and bid process is required and will be followed for the selection of an elevator replacement and contractor. A series of questions and answers ensued, and no concerns were identified. Not members of the public were present at the meeting.

The Public Hearing was closed at 7:38 pm.

3. Director's Report:

Before reviewing the Director's report, Chairman Abraham announced that Director Deborah Cox will be leaving the position of Director of Economic Development at the end of the contracted period, June 30, 2011. He explained that he will work with the First Selectman to determine the appropriate next steps to take to replace the Director. There are questions regarding whether the job description will change as well as whether the position will remain a contract position, although the budget as passed funds only a contract position.

The full Director's Report is attached. Below are the selected highlights from the report:

- Grants: Awaiting contracts from the DECD before we can commission an outside party to do any design work or post an RFP. However, Director Cox explained that the Greater Regional Planning Agency may be able to do the actual design work for the Trumbull Center Grant and write the RFP free of charge. In addition, the STEAP Grant we received for Trumbull Center may enable us to take advantage of additional grant money available for the Rails to Trails due to the relationship with the GBRPA. Leveraging the STEAP Grant may allow Trumbull to receive approximately \$900,000 more federal assistance for extending the Rails to Trails.
- P&Z Update:
 - Marisa's delayed due to concerns from Fire Dept. They will probably go to one-story building
 - Some minor changes were made to the zoning regulations to address issues with cars parked at auto-related facilities.
- An update of all projects and prospects is outlined in the attached Director's Report.

4. Town Charter Recommendations:

- The public hearing for the Charter Revision provided two days notice which gave little time for the EDC to review and respond. As such, Chairman Abraham reviewed the parts that pertained to economic development and wrote a quick response to outline some concerns related to Economic Development. The first concern was the inconsistent references to Economic Development. The letter recommended that the Charter consistently reference the department and the Commission as "Economic and Community Development."

The second concern was regarding to the electoral process which indicates that P&Z Commission Members could serve on the EDC. The EDC letter recommended that in order to preserve the integrity of both commissions, that membership be limited to one or two P&Z commissioners.

EDC Commissioners discussed the Charter at this meeting. It was general consensus that the P&Z and Economic Development Commissions remain separate due to differing missions, while possibly allowing a member from each commission to serve as liaison at the other commission meetings. Commissioner Wich agreed to write a letter expressing the concerns, questions regarding the intent of the changes, and recommendations and Chairman Abraham would read that letter into the record at the Public Hearing on May 23, 2011.

5. P&Z Plan of Conservation and Development Update:

Director Cox disseminated Planner Bill Levin's suggested updates to the Plan of Conservation. A discussion ensued and it was agreed that the EDC will be represented when P&Z holds open workshops and meetings on this subject.

6. Marketing Update

Cox explained that the May 3 Business Breakfast served as the launch for the new marketing brand message. The log, slogan, and video were revealed and the response was positive. Since then, the website has been updated to incorporate the new logo and video. This is an interim step until July when the Town will begin undertaking a new website design, at which time, the Econ. Development website can be revamped. Cox will make additional modifications, in the meantime, to incorporate testimonials and appropriate messaging.

It was agreed that Cox and Commissioner Sather should get together in the next week or two to discuss next steps to the marketing plan.

5. Other Business:

The EDC will meet on June 22.

Meeting Adjourned at 8:59 pm

Respectfully Submitted By:

Deborah Cox
Director, Economic Development
May 24, 2011 Director's Report Attached

2011 EDC Meeting Dates:	Jan 20	Feb 17	Mar 17	April 21	May 19	June 22
	July 21	Aug 18	Sep 15	Oct 20	Nov 17	Dec 15

**TOWN OF TRUMBULL
NOTICE OF PUBLIC HEARING**

NOTICE IS HEREBY GIVEN THAT the Town of Trumbull will conduct a public hearing by the Economic Development Commission on Thursday, May 19, 2011 at 7:15 p.m. at the Town Hall, 5866 Main Street, in the Long Hill Conference Room, to discuss the Fiscal Year 2011 Community Block Grant Program and to solicit citizen input.

Maximum award limits include a total of \$750,000 per Fiscal Year for Public Facilities, \$700,000 per Fiscal Year for Public Housing Modernization, \$500,000 per Fiscal Year for Infrastructure and \$300,000 per Fiscal Year for Housing Rehabilitation Program.

Major activity categories are Housing – New Construction, Housing – Acquisition, Housing – Rehabilitation, Community Facilities / Public Services, and Economic Development. Projects funded with CDBG allocations must carry out at least one of three National Objectives, as follows: benefit to low- and moderate-income persons, elimination of slums and blight, or meeting urgent community development needs.

The Town of Trumbull anticipates applying for \$300,000 under the Public Facilities category for handicap accessibility installations for the regional Probate Court housed in Town Hall.

The purpose of the public hearing will be to give citizens an opportunity to make their comments known on the program. If you are unable to attend the public hearing, you may direct written comments to the Town of Trumbull, Office of the First Selectman, 5866 Main Street, Trumbull, CT 06611. In addition, information may be obtained at the above address between the hours of 9:00 a.m. and 4:30 p.m. on weekdays.

The Town of Trumbull promotes fair housing and makes all programs available to low- and moderate-income families regardless of age, race, color, religion, sex, national origin, sexual preference, marital status, or handicap.

Dated at Trumbull, CT this 4th day of May 2011.

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

Business Recruitment:

- Prospects this month:
 - Prospect looking for 500,000 to 1,000,000 s/f space (probably not suitable to Trumbull). This came in through CERC and U.I.
 - 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 Greg Weisser who is the broker.
 - Veterinarian/surgery looking on Monroe Turnpike with Steve Hodson
 - Westfield inquiring about demographics and traffic for desirable restaurant and store
 - Prospect to buy land on Corporate Drive (this is now closed - it was purchased by RD Scinto).
 - Prospect looking at 50,000 of data center space at Corporate Park

- Status of Previously Open or Pending Prospects:
 - Dead - Bank - First County in Stamford decided not to come to Trumbull yet because they don't have another branch in a contiguous town.
 - Dead - Yogurt store – has not found suitable space
 - Active - Cookie Party company – coming into P&Z for approval in June
 - 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 (Town Fair Tire, restaurant, and other business).
 - Dead – Medical user considering Professional Design District (won't return phone calls or email, so assumed no longer interested)
 - Closed - Prospect at 35 Corporate Drive

- New Businesses this year:
 - Home Depot March
 - Perinatal Center March
 - Monroe staffing April
 - Office Depot April (moved from Cambridge Drive)
 - H&M May
 - L&L Hawaiian May
 - 77 Kids May
 - L&L Hawaiian May
 - Soma July/August opening
 - Ten Asian Bistro September opening expected
 - J Crew December opening expected
 - Corporate Drive Land May (R.D. Scinto)

- Planning & Zoning this month:
 - Reviewed proposal for Plan of Conservation and Development.
A meeting is schedule in June to discuss
- Tax Abatement Program:
 - No action this month. We are expected to resume meeting in May.
- Westfield:
 - H&M opened May 19, 2011
 - Working with Westfield on several events:
 - Tent Sale (May – June), Carnival (June 6), Fireworks (June 25),
Circus (July 4)
 - Working with Town Departments and community groups on Fireworks
- Planning & Zoning:
 - Headliners moving from Trumbull Center to Cider Mill Center – approved April 19
 - Medical Building on Quarry Road – re-approved for modifications to parking
 - Liquor Store approved for liquor license at 10 Broadway
 - Supported Route 111 zoning amendment to remove requirement that a car-related business must be at least 1500 ft distance from another car-related business.
 - Marisa’s delayed their application of a two story building due to issues with fire lane, sprinkler system, and façade requirements. They may end up applying for a 1-story building instead.

Business Retention & Expansion

- Large expansion of an existing building expected to come in June in corporate park for data center use.
- Office Depot expected to move to Corporate Drive
- Nash Engineering leaving the state around May of 2012
- Held Business Breakfast for approximately 120 people

Marketing/PR

- Wrote Press Release for Business Breakfast
- Developed, finalized, and launched new Marketing slogan, logo, and video
- Fine-tuning testimonials that will be used on website
- Updated Economic Development Website to incorporate new slogan, logo, and video as an interim step before full Town Website redesign that is expected to take place this summer

Community Development:

- **Grants:**
 - **Trumbull Center Part 2 Grant (\$92,500):** Worked with Engineering Dept. and Greater Bridgeport Planning Agency on design work.
Based on a recent meeting regarding rails-to-trails expansion, we may be able to leverage the original \$92,500 STEAP grant to receive \$900,000 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 10% match. GRBPA is researching this possibility.
 - Merritt Boulevard Landscape Design STEAP Grant (\$100,000): Need to identify Landscape Designer and intended signage. However, we have to wait for signed contracts from the DECD before proceeding.
 - Merritt Boulevard Paving Project (\$1 M): is still in design phase with Tighe and Bond. The overall project is now worth \$1.4 Million, instead of the original \$300,000 that was originally estimated. Trumbull simply needs to invest 20% in dollars and/or in kind labor.

- **Events:**
 - Westfield Fireworks and Beardsley Celebrates Trumbull Day scheduled for June 25
 - Business in Bloom – June 2

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

Design District/ Professional Office District	Dr. Patrignelli expected to start construction this summer. He is still determining a second medical practice.
Long Hill Green (Luigi's) Proposal	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 phase 2 in May.
Reservoir Avenue (Henderson Property)	Legal notice in paper suggests that Sacred Heart has bought this property
Retail Site next to Home Depot	Construction has begun. Tenants being pursued, but none licensed yet.
Marisa's	Owner expected to submit a new application for a one-story building in June. The two-story design was presented with difficulties by the Building, Fire Marshal, and P&Z offices due to parking concerns as well as requirements for elevator and various other suggestions
LA Fitness	Construction has begun
Medical building on Quarry	Approved by P&Z – Now seeking State Traffic Commission in May/June

Respectfully Submitted By,
Deborah Evans Cox
Director, Economic Development

April 27, 2011

Attorney Carl Massaro
Chairman, Trumbull Town Council
5866 Main Street
Trumbull, CT 06611

Dear Chairman Massaro,

We have reviewed the proposed changes to the Town Charter, and I appreciate the work the Town Charter Committee has expended over the last several months in this effort. I understand that this is still a draft, and at this time, I would like to provide some feedback and suggestions regarding references to Economic and Community Development. My comments are intended to improve consistency and clarity, as well as protect the integrity of the various boards and commissions.

First, to avoid confusion, we would like to suggest that references to Economic and Community Development be more consistently worded. Specifically, the proposed Sections 10 and 16 make reference to “Economic and Community Development,” “Economic Development Commission” and “Development Commission.” As has been done in the Connecticut State Statutes, the references should uniformly be referenced as the “Department of Economic and Community Development,” and the “Economic and Community Development Commission.”

Second, the proposed wording in the “Electoral Process” Section states, “*A person holding an elective office or appointive office shall not hold any other elective or appointive office in the Town provided, however, that members of the Planning and Zoning Commission may serve on the Development Commission.*” We embrace this concept. However, in order to protect the integrity of both commissions, I would suggest that wording be added to this section in order to limit the number of Planning and Zoning Commissioners to one (1), or no more than two (2) serving on the Economic and Community Development Commission.

On behalf of the Economic Development Commission, I appreciate the intent and spirit of the proposed changes, and hope you will favorably consider the minor, but important changes outlined above.

Sincerely,

James Abraham
Chairman
Economic Development Commission
Town of Trumbull

From: Bill Levin
Sent: Tuesday, May 10, 2011 11:40 AM
Cc:
Subject: Plan of Conservation and Development
Interested parties:

The Trumbull Plan for Conservation and Development is a general plan document adopted in October 2006 to guide policy and land use decisions in Trumbull. This document describes existing conditions and articulates planning, land use, housing and zoning goals and objectives for the Town.

The existing language in this document pertaining to commercial and industrial development is limited and mostly describes existing conditions. The Town Selectman has suggested that the commercial and industrial sections of this document be expanded to more proactively articulate a vision for development and redevelopment of commercial and industrial development in the Town. In response, staff has prepared a first draft proposal for expanding this language.

One focus in the proposed language is to encourage more mixed use development (incorporating office, hotel, retail and residential uses in some cases) and greater pedestrian orientation in the larger commercial areas in town. If the revised language were to be adopted, at some future time the zoning designations and regulations pertaining to commercial and industrial areas should also be revised to better reflect the revised goals and objectives of this planning document--for example to allow mixed use in areas where only commercial use is allowed at the present time.

It should be kept in mind that even if new plan language and zoning regulations are adopted, there will be no legal requirement for the owners of existing commercial or industrial property to implement changes in land use recommended in the Plan and permitted by zoning. Properties can be maintained with the current uses for an indefinite period of time. The intent is that if a property owner chooses to undertake a significant redevelopment in the future that land use policy and zoning implementation tools be in place to accommodate a long term vision for the Town.

This is for discussion purposes only at this point. Prior to adopting any language changes, workshops and hearings will be scheduled at Planning and Zoning Commission and the language will also be reviewed by and discussed with the Economic Development Commission. A workshop on this matter may be scheduled at the June 15, 2011 Planning and Zoning meeting but has not yet been set.

This language has been previously reviewed by Planning and Zoning Commission Chairman Chory. Chairman Chory indicated that he does not support some of the proposed language pertaining to the Town Hall commercial area and prefers to see the Stop and Shop Plaza remain the way it appears today. That language, which is included here for discussion purposes, is shown in blue.

The individuals receiving this message include members of the Planning and Zoning Commission, commercial and industrial property owners, and other consultants and individuals who have expressed interest in this sort of discussion in the past. You are welcome to forward this to others who you may believe would also be interested.

Please contact me by e-mail or by phone at 203-452-5047 if you would like to discuss this on the phone or set up an appointment for an informal meeting to discuss. --Bill Levin, Town Planner

From Trumbull Plan of Conservation and Development

Page 28 Section 6.1 COMMERCIAL DEVELOPMENT

-----The commercial areas described below are shown on Figure 6.1

(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 2010-2011 the mall was significantly upgraded with new entrances, signage, exterior and interior materials and architecture, a new food court and several new and upgraded stores.

The owner of the property ~~is currently planning~~ eventually hopes to expand the mall to the east and north and has purchased and demolished the residential properties on Whalburn Avenue and Stuart Place in order to accommodate this expansion. The owners are encouraged to be innovative in their expansion plans and consider creating a more outwardly focused commercial/business center with pedestrian connections to the surrounding neighborhood. A mix of uses should be considered on some portions of this key property including office, hotel and multi-family residential uses to create a

true walkable urban village. Gradually replacing portions of the surface parking lots with structured or underground parking would create more land available for retail, office and residential uses.

The portion of Main Street close to the mall has been placed in a Professional Office Overlay Zone. Reuse of some of these homes as professional office is an option for homeowners. 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.

(2) Town Hall Plaza

Located on Main and Quality Streets, Town Hall Plaza includes a supermarket, restaurant, bank and other services.

Town Hall Plaza is actually one component of a key activity center in Trumbull that also includes two Town Hall buildings, the Town Library, Town Hall Park, a Professional Office Overlay Zone across from Town Hall on the north side of Church Hill Road and a small commercial center on the west side of Main Street across from Town Hall. Expansion of this small commercial center to the south, directly west of Town Hall should be encouraged.

The Town Hall Plaza/Town Hall area should be enhanced with pedestrian amenities such as a better and more interconnected sidewalk system, benches or tables and improved lighting to make this a more inviting and pedestrian friendly civic and commercial center for the town.

If redevelopment occurs at Town Hall Plaza in the future, the commercial center should be redesigned to better connect and integrate the commercial uses with the civic center across the street. Sidewalks, crosswalks and street furniture can be used to connect these two public use areas. Reorienting the businesses to front Quality Street with parking behind the stores to the south could create a traditional town center in this area. A modest expansion of this plaza should be encouraged to increase the variety of retail and commercial uses. Underground or structured parking behind the stores to the south should be encouraged.

(3) Trumbull Center

Located on both sides of White Plains Road, Trumbull Center includes a supermarket, an assortment of office buildings, small businesses, medical offices and retail uses.

During 2010 and 2011 the appearance of parts of Trumbull Center was improved with colonial style façade improvements. In addition, sidewalk, lighting and landscaping improvements were undertaken by the Town to upgrade the appearance of this area.

Despite the recent upgrades, much more could be done to enhance Trumbull Center and increase its viability as a commercial center and town center for Trumbull. Buildings on the eastern edge of the shopping area could be reoriented to take advantage of the river. A walkway along the river should be encouraged with benches and other pedestrian friendly outdoor furniture. A realignment of the buildings in this area to create a pedestrian orientation with shops and other commercial uses fronting streets and parking located to the rear in lots, structures or underground would be beneficial in creating a viable town center in this area

A mix of uses in this “town center” including multi-family residential on upper floors with office and retail uses on ground floors should be considered and encouraged. Sidewalks and pedestrian crossings should connect different parts of Trumbull Center to encourage walking and strolling. Signalization changes should be considered to further enhance the pedestrian experience and make it easier to cross White Plains Road from the east to west portions of Trumbull Center. Signage should be unified to help tie the area together.

Rezoning of some properties south of Trumbull Center may be necessary in the future after the existing commercial area becomes more fully and efficiently utilized

(5) Route 111 and Route 125 north of the Route 111/Route 25 Interchange

This is the Town’s last mostly undeveloped commercial area. It contains some professional offices, a new Home Depot and a few automotive uses but is currently underutilized. Due to distance from established residential areas and road capacity, this is one of few areas in the Town that is an appropriate for larger scale commercial uses.

The existing zoning in this area is a confusing mix of industrial, commercial and residential. Rezoning portions of this area is recommended to create a more logical land use pattern with commercial development encouraged along the major highways with industrial uses in business parks north and south of Monroe Turnpike.

(6) Long Hill Green

This small neighborhood commercial area includes professional office, retail and restaurant uses. In 2010 this area was rezoned to a new mixed use (commercial/residential zone to foster development of a pedestrian oriented village that could serve a model for possible future development of other commercial areas in Trumbull. Retail and office uses on ground floor with limited residential to the rear and on upper floors is encouraged by the new zoning regulations. In addition, public-private partnerships to construct sidewalk extensions, cross walk enhancements, street furniture lighting and landscaping are being encouraged in this area.

Page 29. Section 6.2 INDUSTRIAL DEVELOPMENT

----- The zoning regulations also permit office buildings in an integrated park setting with appropriate green space, landscaping and other amenities within the I-L zones, subject to special permit approval by the Planning and Zoning Commission.

Demand for industrial space has been slack for a number of years. Therefore, the Town needs to adopt policies and implement strategies to assure that the industrial park areas remain well maintained and that the buildings be occupied to the extent possible. In recent years, a number of recreational and private occupational educational uses have located in the industrial parks in Trumbull.

Additional uses including medical and R&D facilities should be encouraged to locate in the industrial areas that will complement the existing uses and enhance the appearance and vitality of these areas. The zoning regulations should be modified to allow more flexibility in allowed uses.

(C) Reservoir Avenue/Oakview Drive/Lindeman Drive

Located on both sides of Reservoir Avenue south of the Merritt Parkway, this area contains office buildings, ~~and many~~ light industrial uses, recreational uses and private occupational educational uses. Portions of this area have a high vacancy rate and a

a somewhat unkempt appearance. This should be addressed by a more aggressive zoning enforcement program to address poorly maintained properties, illegal signs and other zoning and blight violations.

Conversion of some of the vacant and underutilized properties in this area to medical and R&D uses should be encouraged. In addition some other uses that are compatible with the existing industrial and business park uses but not currently allowed by existing uses should be sought and encouraged. This could be facilitated by modifying zoning regulations to allow a wider range of uses in the area