



Town of Trumbull
Economic Development
August 21, 2008 Report

Director's Report

Recruitment Efforts

- Attended event sponsored by CURE (Connecticut United for Research Excellence) to network with biotechnology companies. Prospects were not at appropriate levels.
- Designed and produced individual marketing flyers describing three properties to be showcased at the U.I. Site Selector Tour
- Attended several events during the week of the U.I. Site Selector Tour and held one-on-one meetings with three selectors.
- Responded to interest in Corporate Park by national site selector agency. No decisions at this time.
- Followed-up on past inquiries. Still no definitive interest.
- Assisted property owner in the corporate park with research to determine feasibility for expanding or subdividing their property in order to sell land to build a 20,000 s/f building for prospective buyer.
- Assisted new business going into Westfield with permitting

Retention & Expansion Efforts

- Met with DECD and Spinnaker regarding potential issue concerning one of their tenants who is evaluating various options regarding possible relocation, merging, or expansion of their Connecticut facilities, one of which is in CT. Will attempt to also meet with the Commissioner of the CT DECD as the company becomes more clear on their direction.
- Met twice with Spinnaker's tenant to determine how we might help them, or influence them to stay and expand in Trumbull.
- Facilitated and supported efforts to revitalize the "Gotta Burger" building at 925 White Plains Road. The intent is for Newtown Savings to move to that location.
- Facilitated efforts, particularly as preparation for engineering, wetlands, and P&Z hearings, for the extended stay hotel. Also facilitated issues regarding costs of septic and landscaping for the extended-stay.
- Held Business Breakfast for Trumbull's largest tax payers and employers, and some of the newest businesses. Sixty people were in attendance, and feedback was very positive! Wrote an email to thank attendees.
Attempted to follow-up on some of the input obtained at the breakfast.
So far, four companies have been visited SFA, Middlebrook Farms, Westfield, and Gartner, as others have had vacation plans. Ongoing follow-up to discuss interests, such

as workforce training, energy efficiency, and marketing opportunities will take place with those that have suggested interest.

- Drafting a design for an Economic Development Newsletter.
- Met with Dental Associates at Hawley Lane to help them with marketing ideas in Trumbull.
- Initiated working with the Trumbull Library on a Business Resource Center. (This has been in discussion for two years, but the Library has not been ready to begin until now). Our first focus group will take place in September.
- Engaged in confidential discussions with property owners regarding future development opportunities.
- Visited selected Trumbull Center merchants to confirm their support of the 925 applications and to check on how business is going in general.

Marketing/PR

- Working with Martin Arnold on the Economic Development Newsletter Layout. Also compiling an appropriate distribution list.
- Updated website with 2008 demographics

Revitalization and Beautification Projects:

- Beautification:
 - Worked with the Marriott and Beautification on adopting an island in the Nichols area. They may adopt two islands.
 - Continued work with Engineering and DECD on logistics for the Grant for revitalizing Town Center. In addition, I met with the Hamden Economic Development Director to learn more about their approach to previous and current streetscapes.

Regional Economic Development

- Attended monthly One Coast Meetings and BRBC Meetings

Planning & Zoning Regs

- Reviewed the 06/23/08 draft the new P&Z regulations, and crafted and provided feedback at June 25th meeting. The PZC adopted their regulations on June 25, 2008. As a result of reviewing each iteration of drafts, attending all PZC work sessions and meetings, and providing continuous feedback, the EDC was successful in a number of changes made to the commercially zoned land in Trumbull. Areas in which the EDC had particular interest and influence in changes to the regulations were in the following areas:

1. Modifications to Design District on White Plains Road*
2. Create Design District on Main Street near the mall (deferred by P&Z)
3. Flexibility for Restaurants and permitted uses in various areas*
4. Flexibility for Medical Facilities*

5. Building Height Considerations*
6. Changes in Setbacks for the I-L3 zone*
7. Mixed Usage Designations (deferred by P&Z)
8. Architectural Review Processes*
9. Better utilization of signs and parking*
10. Flexibility of permitted uses*
11. Changes in consistency of wording across zones*
12. Permitted use of businesses operating in homes on a limited basis*

(Note: Those with an * indicate that the EDC's suggested changes were at least partially reflected in the new regulations. Additional new regulations and modifications may be made as P&Z addresses outstanding areas, such as further changes in the I-L3 zone, Mixed Use, Design District on southern Main Street, Shopping Center Plans, and the Town Hall area.)

Other

- Provided tour of Trumbull to new Trumbull teachers.

Respectfully Submitted By,

Deborah Evans Cox
Director, Economic Development