



III. Existing Land Use, Utilities, and Zoning

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A. Overview

The patterns and character of land use within the 3 communities included in the Route 1 Study Corridor have been formed in large part by their relationship to the transportation system. Historically, Old Saybrook, Westbrook and Clinton were oriented to the sea and maritime commerce. That orientation shifted somewhat as the Boston Post Road was established and then the rail line was constructed. Goods and people moved inland along these major travel ways. Finally, as Interstate 95 was completed, high-speed, pass-through traffic, tourism traffic, and seasonal residents became more common. New commercial activity focused on the major interchanges along I-95 in order to serve the auto-oriented consumer. As such, the character of development shifted again.

As a result, the types and mix of land uses along the Route 1 corridor are very diverse. There is a mix of small businesses and homes and institutional uses scattered along the roadway. These include a variety of small-scale ‘mom and pop’ stores, a range of services from boat yards to day spas to small medical and real estate offices, as well as restaurants, specialty goods such as antiques, and some resort tourism. There is also some warehousing and small manufacturing scattered throughout.

There are two cohesive Town Centers along Route 1, one each in Westbrook and Clinton. These serve as the ‘downtown’ where the seat of local government is located. In the case of Old Saybrook, the town center is just southeast of Route 1, intersecting with it at its northern edge.

Along the corridor, most development is at a suburban scale with uses separated on half-acre lots or larger. Buildings are generally one to two stories and of mixed character. Density increases, with smaller lots sizes

within and immediately adjacent to the Town Centers. Yet, in the vicinity of the major interchanges with I-95, a number of franchise businesses, with national retailers have located. This includes a mix of fast-food restaurants, and medium (15,000 s.f.) and big box (100,000 s.f.+) retailers in a suburban shopping plaza format.

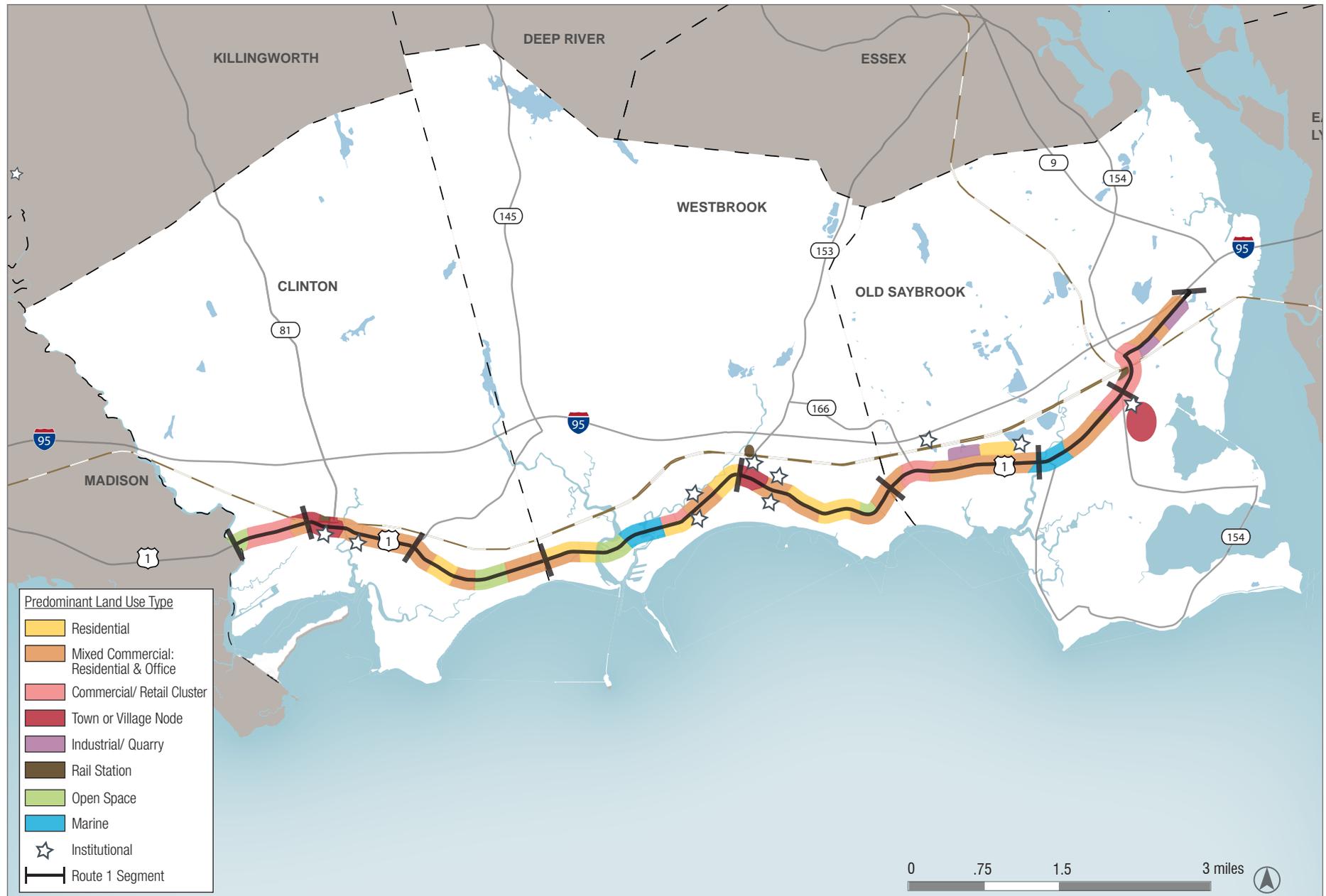
All of this development occurs in a uniquely sensitive coastal environment. Each of the three communities have a vision for their future that includes preserving their natural assets, fostering a vibrant and active shoreline, and encouraging a mix of uses along Route 1 that contributes to the quality of life and character of the community as a whole. Given the disparate pattern of land uses along the corridor that often change abruptly in character from one segment to another, this poses a constraint to achieving the local visions as well as that for the corridor as a whole. There is an inherent challenge to meeting the broad vision for the corridor as articulated in this plan; one of creating a seamless pattern of uses that meets community goals while linking the segments of the corridor and creating a unified, human-scale environment along its length.

A more detailed look at the land use conditions in each segment of the corridor, including opportunities and constraints follows.

B. Existing Land Use

The predominant land use by type in each segment of the corridor is shown in *Figure 18*.

FIGURE 18: EXISTING LAND USE



Source: Fitzgerald and Halliday, Inc, 2014.

A brief summary of the land use patterns from west to east is as follows:

West Clinton Segment

The westernmost segment of the study corridor in Clinton is a diverse array of small to medium scale commercial and light industrial sites. Residences are located on side roads perpendicular to Route 1. The largest single use, which extends along a substantial stretch of Route 1 in this segment, is the Clinton Nurseries on the south side of Route 1.

Clinton Town Center Segment

This segment of the corridor encompasses the Clinton town center. Land uses are predominantly services or retail, many located in former homes. Additionally, many of the structures have a colonial or other historic period character. As this segment travels easterly, it includes the Town Hall, an elementary school, and other civic uses. The rail station is just north of Route 1 in this area. A large vacant industrial site (Unilever) is situated on the northern side of the tracks near the Town Center and is currently under study for redevelopment opportunities.

Clinton East Retail Segment

At its eastern end and immediately east of the Clinton Town Center Segment area is the village district for Clinton. The area is characterized by small-scale retail uses, many in former homes, mixed with single family homes. Abruptly east of this, the corridor becomes a mix of medium- to large-scale commercial with two national supermarket developments; one with several outparcels developing as medium box franchise retailers or restaurants. Then, just as abruptly, the corridor enters an extensive tidal wetland area. The undeveloped wetland area transitions to a residential cluster before becoming predominantly commercial with some small scale warehousing at the town line with Westbrook.

Westbrook Marina and Beach Community Segment

The western edge of this segment is notable for the large mobile home development at the Clinton town line. Traveling eastward, land use along the corridor transitions to a mix of commercial and residential uses of varied scale as it approaches the Stewart B. McKinney Wildlife Refuge and tidal marsh. The area just west of the tidal marsh is again

predominantly residential with single family homes on large lots north of Route 1 and a smaller lot neighborhood residential south of Route 1.

Within and just beyond the tidal marsh, the uses include a mix of commercial sites including many large and small marinas and marina-related uses. This includes the Pilot's Point Marina complex, boat sales, services, and storage which dominates the roadway as Route 1 approaches Eckford Avenue.

Westbrook Town Center Segment

This segment begins at Eckford Avenue. From Eckford Avenue, traveling east, uses remain commercial on the north side of Route 1 and mostly residential south of Route 1. They become predominantly residential where it approaches the Westbrook Town Center. Single family homes on ½ to one acre lots dot the roadway edges between the Town Center and the Town Hall.

The center itself is a mix of small-scale civic, retail, entertainment, and services uses surrounding an active village green. There are several historic structures in the Town Center as well. Travelling eastward from the Town Center, there are a variety of small-scale individual commercial buildings with a mix of uses and including a number of vacant storefronts that form its eastern gateway. This segment then transitions to mostly residential parcels and institutional uses including the Oxford Academy and the Westbrook Public Library.

Westbrook East Segment

This segment of the corridor extends from the intersection of Route 1 with Westbrook Heights to the eastern end at the Old Saybrook Town line. This area is predominantly residential with a number of subdivisions perpendicular to Route 1 having a single access road for traffic into the subdivision. While this pattern continues throughout this area, the Water's Edge resort is also in this segment of the corridor, with related resort businesses between Route 1 and the shoreline.

West/ Old Saybrook High School Segment

This segment of the corridor extends eastward from the Westbrook town line. The western portion of this segment has experienced and

continues to experience big-box commercial growth near Spencer Plains Rd (Route 166) interspersed with some residential subdivisions and scattered small retail sites.

On its eastern end it is dominated by single-family residences and the Old Saybrook High School. There are a few small manufacturing sites in this area as well and a large industrial building with sublets for small manufacturing tenants on Donnelley Road between Route 1 and I-95. Also notable in this segment is the Bushnell Farm, a privately-owned historic farmstead that is accessible to the public.

Central Old Saybrook Segment

The western end of this segment traverses the Oyster Point neighborhood. Commercial uses are present on Route 1 until the tidal area where wetlands have limited the development. Some residential development and recreational marina uses occur right at the Oyster River.

The remaining land uses in this segment of the corridor are predominantly commercial. The commercial uses are principally national retailers and franchise restaurants of varied scale, including three shopping plazas with extensive areas of surface parking. Here, the uses are closer together than in the East Old Saybrook segment (just to the east) with greater intensity of uses created by the shopping plaza destinations. Beyond the immediate roadway corridor lie a number of cohesive residential neighborhoods with mostly single-family homes on ½ acre lots or less. Main Street intersects with Route 1 in this segment and the Town Center or downtown core of Old Saybrook is located along Main Street between Route 1 and the shoreline. The Town Center, just south of Route 1, is a vibrant, dense, mix of businesses, services, entertainment, and town government uses.

East Old Saybrook Segment

The western end of this segment is dominated by the Old Saybrook Train Station, a strip of small to medium retail establishments and the bridge spanning the railroad tracks. The rail station site includes a large, L-shaped, one-story office and retail building. The ‘Hollow’ residential

neighborhood is tucked in to the landscape on the southeast corner of the sharp turn on Route 1 at Route 154 northeast of the railroad bridge

Traveling eastward along the corridor, this segment is a mix of mostly commercial uses of varied scale separated by surface parking and including auto and boat dealerships. There are also two earth materials processing areas southeast of the corridor in this segment, one of which has a permit (though no activity yet) for processing recycled materials. These industrial sites lie adjacent to the rail line. The far eastern end of study corridor touches upon the Ferry Point neighborhood. This is a predominantly single-family residential neighborhood with recreational marina uses at the shoreline along with some more recent condominium developments. There is long-term vision plan for the area for mixed-use commercial near Exit 69 on I-95 and infill of housing, restaurants, recreation, and retail throughout Ferry Point. The retail development is envisioned to be relatively large scale, such as wholesale clubs and hotels, intended to attract business from the interstate to take advantage of its proximity to I-95.

C. Utilities

There are no public sewerage systems in the Route 1 corridor study area. While the three municipalities explored options for a shared public sewerage system a number of years ago, no consensus on developing one along Route 1 was achieved. All three communities have since maintained a sewer avoidance policy intended, in part, to manage development densities. The communities envision use of small community scale septic systems to meet the needs for infill development to strengthen the village and Town Centers. Large site developers in the corridor have also looked to opportunities for small community septic systems to meet their sewer needs.

The Connecticut Water Company provides public water supply to portions of each of the three towns. The Town of Clinton service area includes all of the properties along and adjacent to Route 1. About 70% of Westbrook is served by the public water system including Route 1. In

Old Saybrook the central public water supply system generally provides service to the area south of I-95 or the railroad.

D. Existing Zoning

As might be expected, each community has a distinct set of zoning districts laid out to meet local long-term development objectives. Consequently, along Route 1 where the municipal boundaries meet, the zoning designations from one community are inconsistent with those in the adjacent community. This fosters the diverse and sometimes disparate mix of uses along the corridor. In order to show this effect, zoning by primary intended land uses was generalized and is shown in *Figure 18*. A recap of the zoning within each municipality from west to east along Route 1 is as follows.

Clinton: The Town of Clinton is currently revisiting its zoning regulations with an eye to updating the districts in key development areas, including Route 1 in particular. The opportunity to coordinate the ongoing re-evaluation of the zoning with the findings of this study will be addressed as part of the outcomes of this study and Route 1 implementation plan.

As of this report's preparation, however, the western end of the Route 1 Corridor in Clinton is zoned for varied business uses including: B-4, B-3, and B-2 reaching to the Town Center which is zoned as a village zone (VZ). There is also a designation on the zoning map for the Clinton Nurseries as B-1 with somewhat more restricted allowable uses than the B-4 district. East of the Village Zone, the corridor in Clinton is zoned residential, B-4, and for industry. The zoning continues to be industrial and B-4 where it meets the Westbrook town line. The immediate adjacent zoning in Westbrook is for a neighborhood commercial district. The notable features of each relevant existing Clinton zoning district are as follows:

- B-2 – Minimum lot size is ¼ acre; intended for offices, retail, and neighborhood scale shopping centers; dwellings (single family) are a Special Exception

- B-3 – Minimum lot size is ¼ acre; same uses as B-2 except hospitals and retirement homes are not permitted; dwellings not permitted
- B-4 – Minimum lot size is ½ acre; same uses as B-2 zone, except large scale shopping centers are permitted; dwellings not permitted
- VZ – The purpose of this zone is to foster future development or redevelopment consistent with the character of the zone defined as at the scale of a small New England village. Development there is guided by a set of design standards. It extends from the Indian River east along Route 1 to the intersection with Route 145.

Westbrook: As noted above, zoning in Westbrook at the town line with Clinton is for NCD or neighborhood commercial. Adjacent to the east is the CB zone which encompasses the marina uses surrounding the inlets of the Menunketsuck and Patchogue Rivers. To the north and east of this is residential zoning extending to the Town Center. At Route 153, Route 1 is zoned as CTC or the Commercial Town Center district. From the Town Center to the town line with Old Saybrook, the Route 1 corridor is again zoned for NCD or neighborhood commercial. This zone is abutted to the north and south by medium- to high-density residential zoning. Where Westbrook meets the Old Saybrook town line, the adjacent zoning in Old Saybrook is for regional businesses that rely on access to I-95. The notable features of each relevant Westbrook zoning district are as follows:

- NCD – The intent of this district to promote a flexible mix of compatible residential and commercial uses that are also compatible with the New England village-scale streetscape; uses that do not generate large volumes of traffic
- CB – This is Westbrook's commercial boating (CB) district. Its primary purpose is to accommodate land development of for water dependent uses and associated accessory uses complementary to waterfront activity including recreational boating services and commercial fishing trades

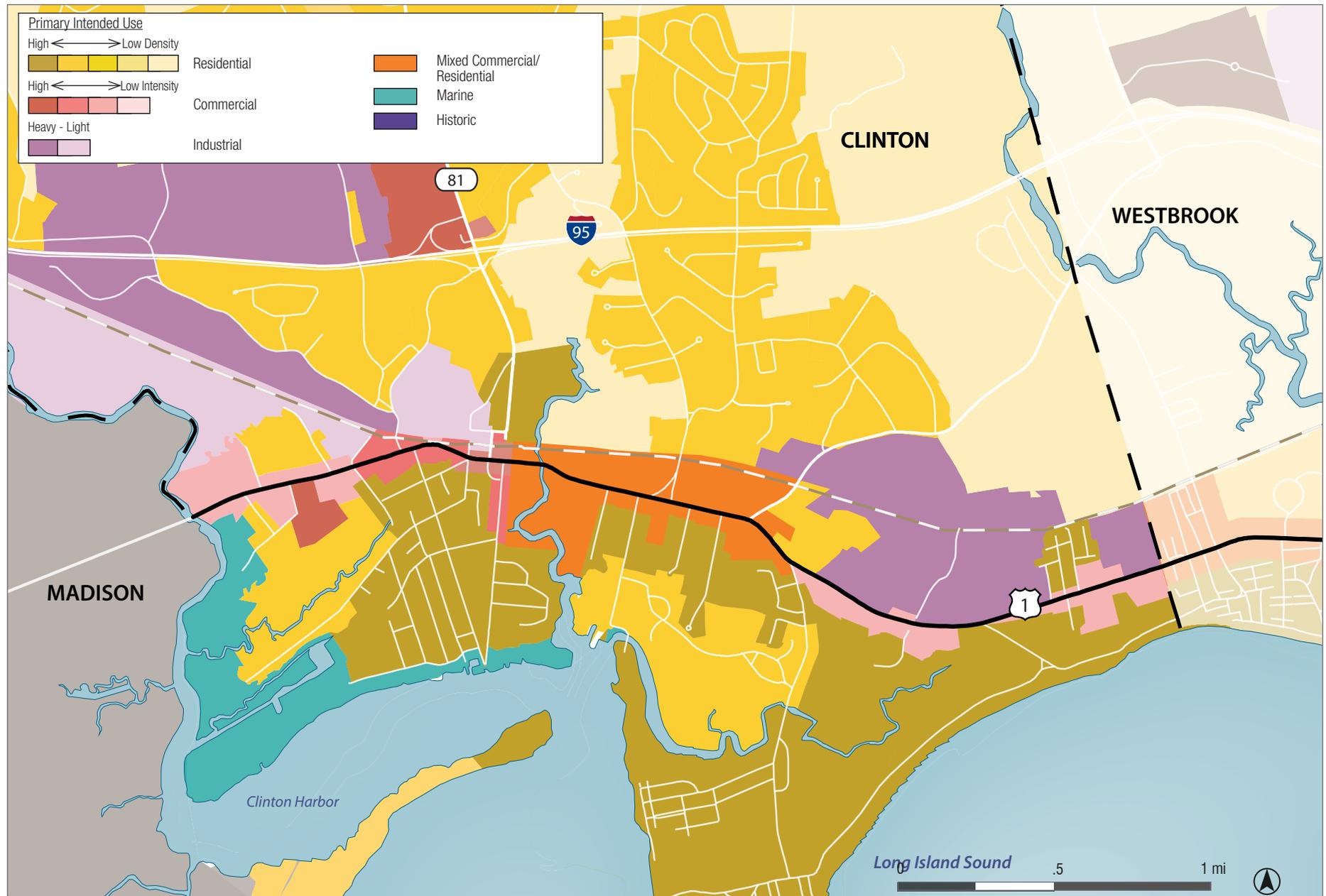
- CTC – Commercial Town Center - provides for the central retail, office, cultural and governmental activities of the community as well as encouraging limited residential use; encourages design which promotes the aesthetic qualities associated with a small New England village.
- MDR and HDR – Medium density residential is defined as one and two family homes on lots of ½ acre or more. The high density residential is defined as primarily for single family homes on 15,000 square foot lots.

Old Saybrook: From the intersection with Route 154 and Main Street westerly, the corridor is zoned primarily for businesses. These zones include:

- B-2 – purpose is to sustain the existing central shopping center areas consisting of anchor retail shopping with small attached complementary stores; buildings with a 10,000 s.f. footprint or less; no dwellings permitted
- B-3 – Restricted Business - transition area from residential to business intended to achieve harmony with the adjacent residential neighborhoods; single family residences, offices, and farms are permitted; restaurants are allowed as a special exception
- B-4 – Gateway Business – Intended for regional businesses that require easy access to major highways; no dwellings permitted

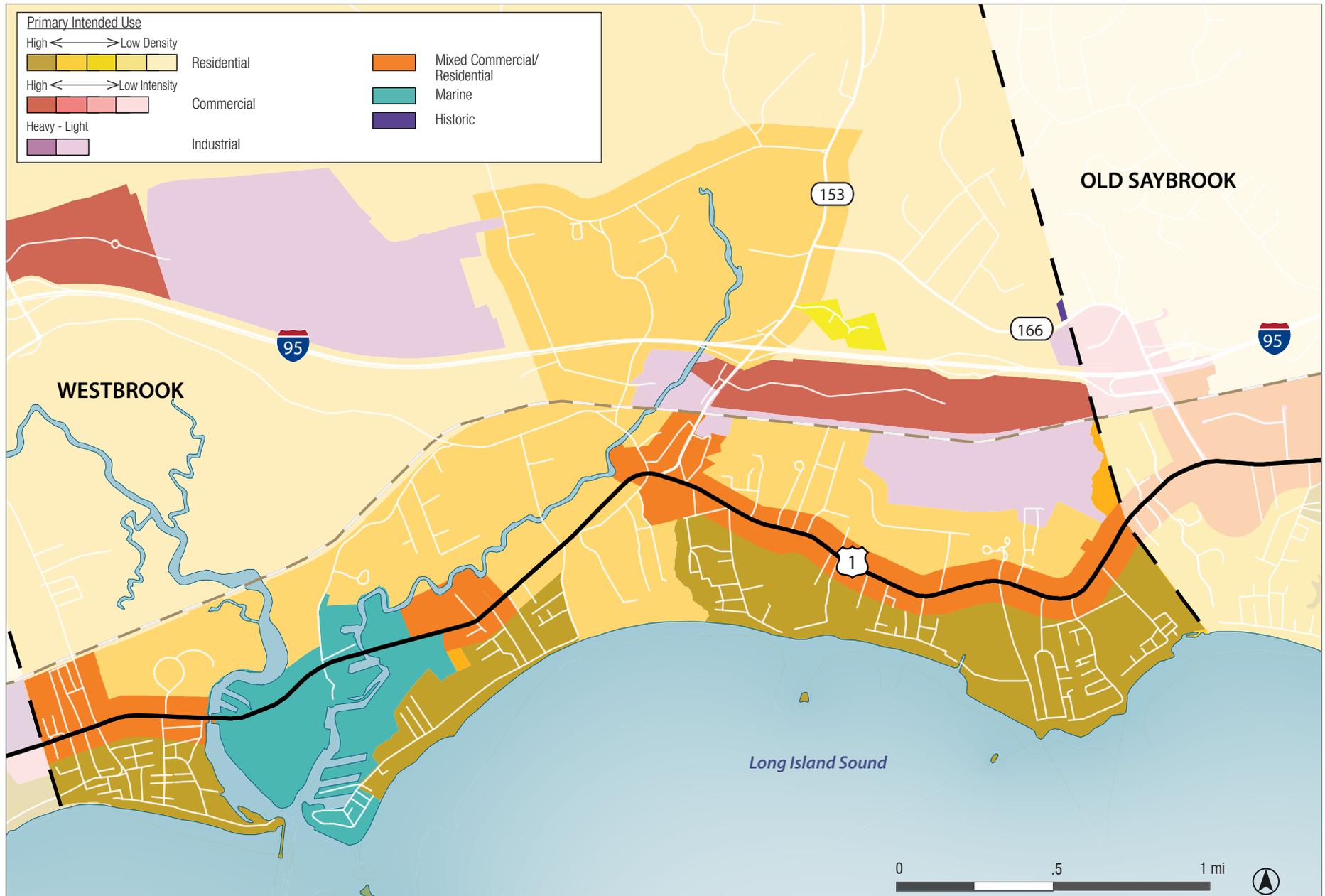
The Route 1 corridor is zoned for industrial and commercial uses at its eastern end in Old Saybrook. The Ferry Point area has, however, been proposed for rezoning to mixed-use to facilitate the implementation of the Mariner’s Way vision plan. This plan sees the eastern end of the Route 1 corridor as a mix of hospitality, office, event, high-density multi-family, and retail uses that form a visitor gateway to Old Saybrook. The gateway uses would transition to recreation and tourism uses such as restaurants, festival spaces, and sports complexes. Zoning abutting the commercial and industrial zones all along the corridor in Old Saybrook is for residential uses with one- or two-family homes on ½ to 1 acre lots.

FIGURE 19-1: GENERALIZED ZONING - Clinton



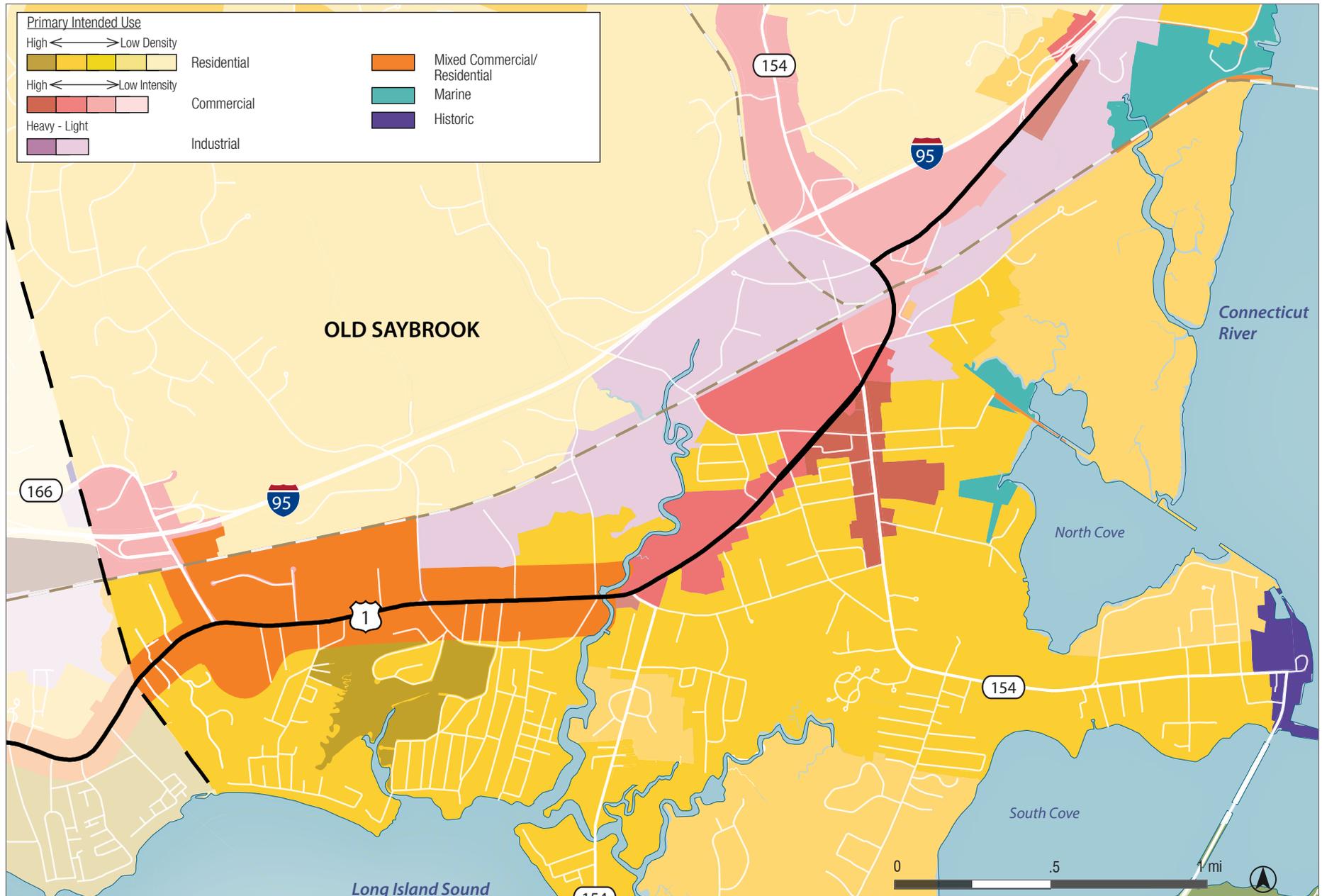
Source: Zoning Data, Towns of Clinton, Westbrook, and Old Saybrook, 2013.

FIGURE 19-2: GENERALIZED ZONING - Westbrook



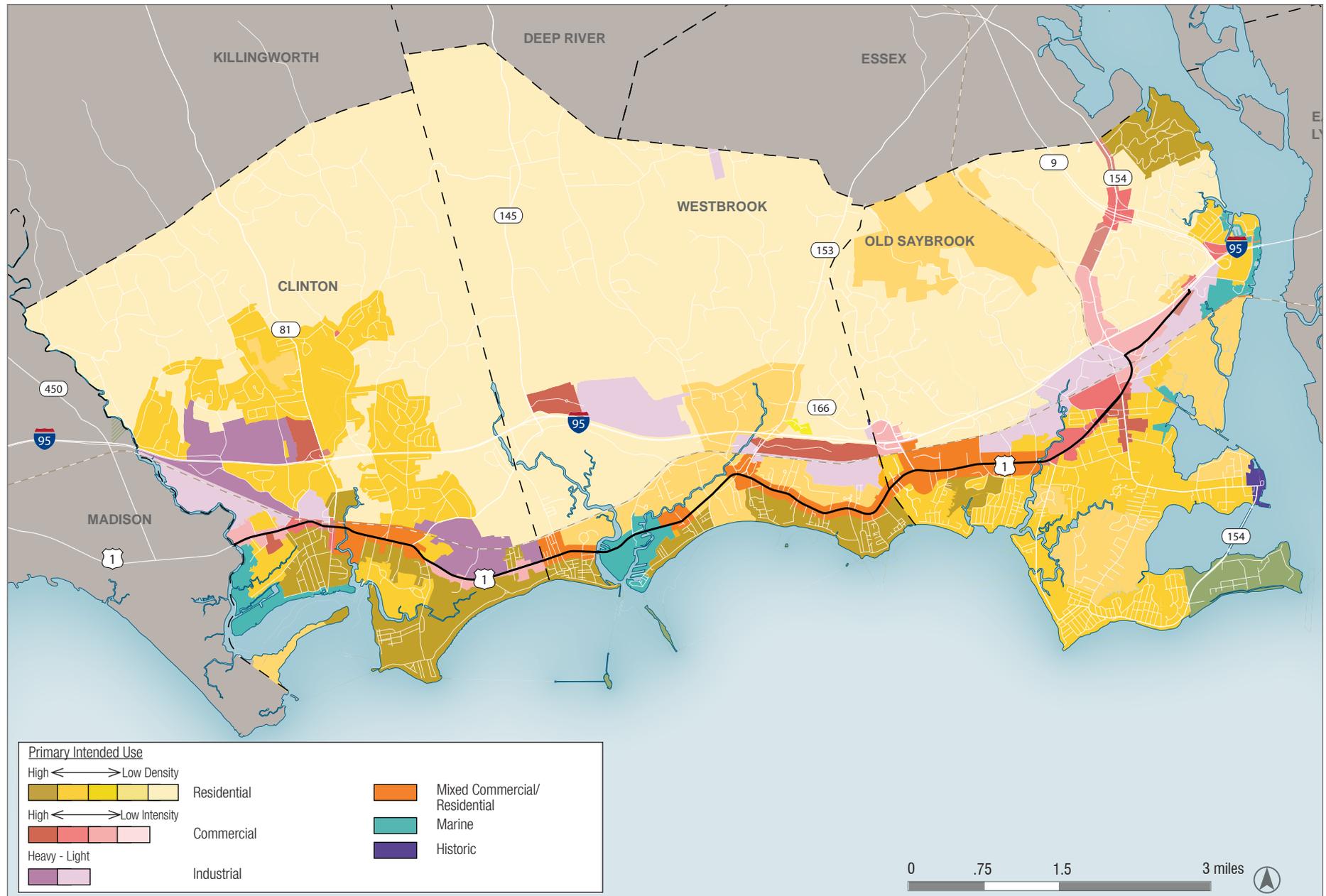
Source: Zoning Data, Towns of Clinton, Westbrook, and Old Saybrook, 2013.

FIGURE 19-3: GENERALIZED ZONING - Old Saybrook



Source: Zoning Data, Towns of Clinton, Westbrook, and Old Saybrook, 2013.

FIGURE 19-4: GENERALIZED ZONING



Source: Zoning Data, Towns of Clinton, Westbrook, and Old Saybrook, 2013.

A stylized landscape graphic featuring a light green background with a white outline of a horizon line. Below the horizon, there are several blue shapes representing water bodies or lakes. The overall style is minimalist and modern.

IV. Environmental Conditions

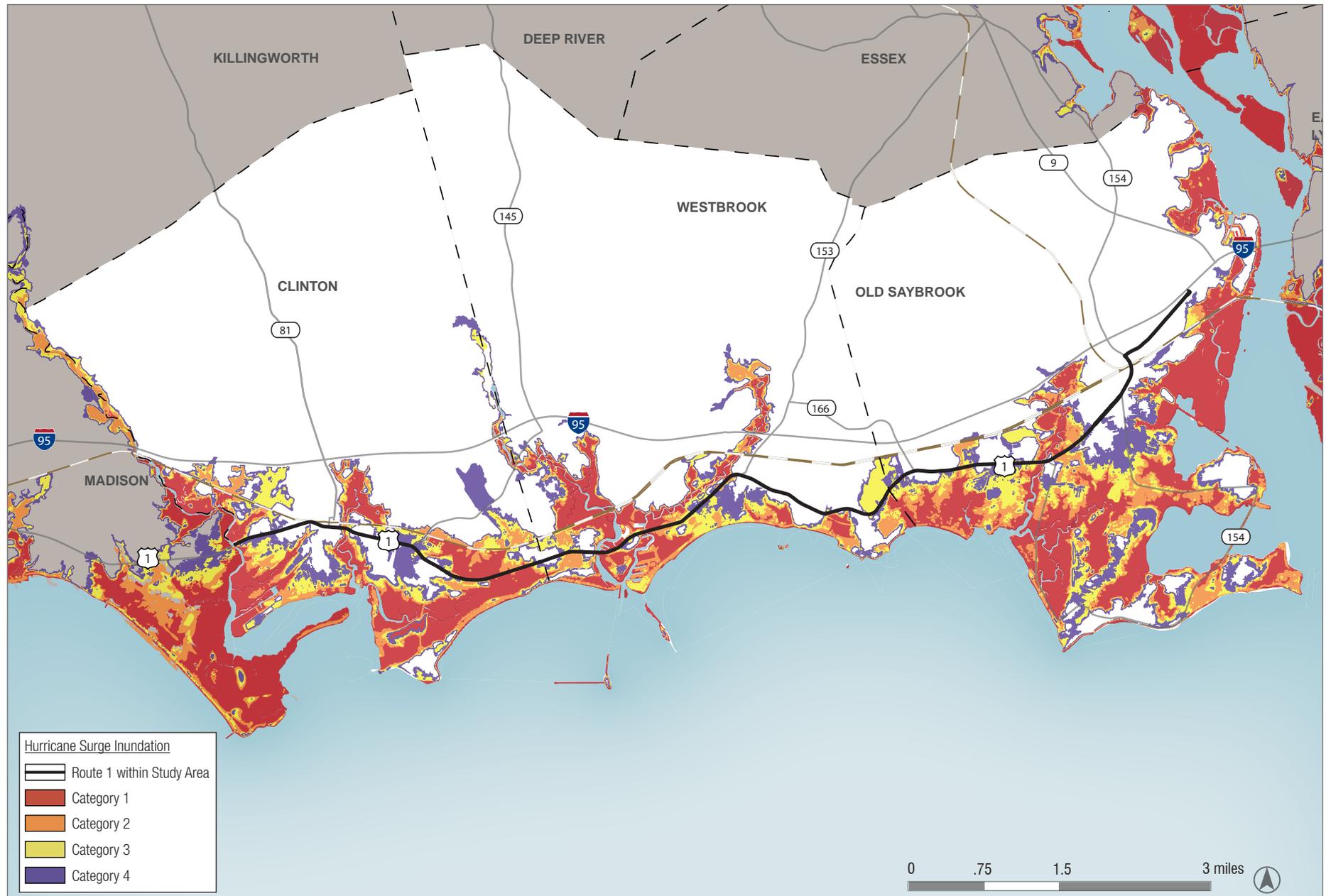
IV. Environmental Conditions

A. Overview

Environmental conditions are a significant consideration for the Route 1 Corridor due to two complementary factors. The abundant natural resources of the Connecticut shoreline through which Route 1 travels are a valued asset to each community as well as regionally, to the state and nationally. They serve as critical wildlife habitat, unique natural areas, as natural hazard mitigation areas, and as recreational and tourism destinations. Second, the extensive areas of these resources in the corridor create limitations on where new development and redevelopment can reasonably occur. Not only can development not take place on wetlands, but as evidenced by recent hurricanes, the area of storm surge, where ocean waves rush inland, makes development more challenging and expensive all along the coastline.

For the purposes of evaluating the impact of environmental conditions on the Route 1 corridor, this study looked at them from the perspective of the two factors above. There are natural resource and historic resource assets to be preserved and protected over time. Valuing and protecting these assets is a goal and part of the vision of each of the corridor communities. Then, there are storm surge areas (wave action inland during a Category 3 hurricane or worse), and areas of steep slopes, wetlands, watercourses, surface water, and flood plains that form a barrier to development on opportunity sites within the corridor. It is also noteworthy that the entire corridor falls inside the state's coastal boundary intended to protect sensitive coastal resources. This means that any development within this area must also consider the coastal area management plan for the town and specific coastal zone site design requirements contained in the local zoning regulations. The Route 1 assets and constraints are described by corridor segment as follows. *Figures 20 and 21* in the following section of this report show the areas of environmental assets and development constraints within the corridor.

FIGURE 20: HURRICANE SURGE INUNDATION



Source: Hurricane Surge Inundation, CT DEEP, 2013.

B. Environmental Assets and Constraints

West Clinton Segment

This segment begins where Route 1 crosses the Hammonasset River. There are wetlands and floodplains there, particularly on the north side of Route 1. Traveling easterly, there very limited wetlands in the balance of this segment. There is a narrow band of wetlands and floodplain along the stream edges just east of High Street. Additionally, the western edge of this segment has some risk for impacts due to storm surge, but is less at risk as the segment travels east.

There is one historic site at the far western end of this segment of the corridor and one area of preserved open space near Lumberyard Road.

Clinton Town Center Segment

This segment of the corridor occurs at and crosses the Indian River. It is surrounded by wetlands and floodplains. It is also an area at risk for impacts due to storm surge.

This segment also encompasses the Clinton Historic District, the Liberty Green within the Liberty Green Historic District, and several historic properties between Liberty Road and Church Road. There is also access to a public beach from Route 1 and via Waterside Lane in this segment.

Clinton East Retail Segment:

The western end of this segment of the corridor has a single extensive wetland system, and no floodplain, steep slopes or ledge issues. It is, however, at risk for impacts due to storm surge.

There are no historic sites and resources in this segment. A portion of the Menunketesuck Greenway area occurs at the Town line with Westbrook in this segment.

Westbrook Marina and Beach Community Segment

This segment of the corridor extends from the streams of the Salt Meadow unit of the Stewart B McKinney Wildlife Refuge easterly to Eckford Avenue. Route 1 is surrounded by floodplains and wetlands at

the streams and marshes in this segment. The entire segment may be affected by storm surge.

There are no historic resources in this segment of the corridor. The wildlife refuge is a significant natural resource asset in this segment and for the corridor as a whole. A portion of the Menunketesuck Greenway area is also located in this segment of the corridor. Additionally, there is access from Route 1 along collector roads to the town beach in this segment.

Westbrook Town Center Segment

The western end of this segment from Eckford Avenue to the Town Center is bordered by wetlands along the northerly side of the Route 1 along its length. This stretch of Route 1 may also be affected by storm surge. There is a single notable large wetland area just west of the Town Center and South Main Street. At the Town Center, itself, and eastward to Westbrook Heights Road there are very limited areas of wetlands within the study corridor and no floodplains or storm surge hazard areas.

Westbrook East Segment

Continuing eastward from Westbrook Heights Road, there are limited areas of wetlands and floodplains until the area of the town line with Old Saybrook. Except in the immediate area of the Town Center and the Town line with Old Saybrook, this segment lies just north and out of the path of potential risk due to storm surge.

The Town Center has a number of historic period structures, but none listed on the state or national registers of historic places. There is town-owned open space, some with playing fields (Ted Lane Field), on the south side of Route 1 in this segment. Wren Park is adjacent to Route 1 east of the Westbrook Town Center.

West/Old Saybrook High School Segment

The western end of this segment has scattered wetlands south of Route 1 and an area of steep slopes behind the shopping plaza at the intersection of Route 1 with Route 166. This segment then crosses the

Oyster River and associated wetlands, floodplains, and tidal marshes. To the east of the Oyster River is an area of ledge that has inhibited development there. There are scattered areas of wetland areas in this segment of the corridor continuing eastward. This segment and particularly the area of the Oyster River are at risk for impacts due to storm surge.

There is one designated historic property in this segment as well as the Bushnell Farm located west of Old Saybrook High School. The farm includes an historic farmstead and open fields and woods to the north. This property is privately owned and has not been permanently preserved or designated as an historic site.

Central Old Saybrook Segment

There are limited wetland areas in this segment with the exception of the area north of Route 1 where it makes its sharp turn from north to east. This segment lies adjacent to and on the northern edge of an area at risk for impacts due to storm surge.

The historic resources of note in this segment are those within the Old Saybrook Town Center immediately southeast of the study corridor. There is access along local roads from Route 1 to two public beaches in this segment.

East Old Saybrook Segment

The eastern end of this segment is close to the CT River shoreline and includes Ferry Point, a marina, and beach community. There are few areas of wetlands adjacent to Route 1 in this segment. One notable water body adjacent to the roadway is Springdale Pond which will limit and frame the depth of potential redevelopment along the frontage of Route 1 there. This segment lies just north and out of the path of potential risk due to storm surge.

There is a single historic property just east of the far eastern end of this segment.

C. Community Appearance and Design

OVERVIEW

The Route 1 corridor parallels the Connecticut coastline and offers some views of Long Island Sound. It traverses coastal communities, each with a Town Center and with a long history dating back to colonial times. As a consequence, the Route 1 corridor through Clinton, Westbrook, and Old Saybrook today has a mix of aesthetics, appearance, and design. The historic, scenic, and natural resources of the corridor have been identified as highly valued in each community as reflected in their plans of conservation and development. This includes the value they add to quality of everyday life as viewed by those living, working, and traveling through the corridor. The following is summary of the scenic and visual assets within the corridor that contribute to its design and aesthetics. In order to identify defining visual and scenic elements of community appearance and design the following assets were considered:

- Scenic views as seen driving (or walking) along the corridor
- Parks, greens, and other public open spaces
- Natural areas with open vistas
- Historic sites on the National or State Registers of Historic Places
- Historic Districts

These resources are depicted in *Figure 21*.

VISUAL RESOURCES

The following offers a listing of visual character by corridor section and a pictorial sampling of typical corridor views representing prevailing design themes and scenic or visual resources.

Boston Post Road Corridor Plan

- West Clinton Segment: This segment is predominantly suburban scale commercial in character with some open tidal views.



Tidal marsh as seen from Route 1 – west of Clinton Nurseries

Existing Conditions and Corridor Vision

- Clinton Town Center Segment: This segment encompasses the historic Town Center in Clinton.



Downtown Clinton

Boston Post Road Corridor Plan

- Clinton East Retail Segment: This segment includes a truly varied mix of design and appearance with retail plaza views as well as inlets and tidal views.



View looking east near Beach Road

Existing Conditions and Corridor Vision

- Westbrook Marina and Beach Segment: The character of this segment is mostly defined by the coastal environment and is benefited by the presence of the Salt Meadow Wildlife Refuge where it meets the coastline.



Westbrook marina



Winter inlet view

- Westbrook Town Center Segment: This segment encompasses the historic Town Center in Westbrook.



Westbrook Town Green

- Westbrook East Segment: The character of this segment is primarily open and residential views with scattered retail and the Water's Edge Resort as a focal point along the segment.



Route 1 looking east near Knothe Hill Road

- West/Old Saybrook High School Segment: This segment includes a truly varied mix of design and appearance.



Route 1, just east of Old Saybrook High School



Inlet view near Route 1 and Spencer Plain Road intersection



Intersection of Route 1 and Spencer Plain Road

- Central Old Saybrook Segment: This segment is predominantly suburban-scale commercial in character.



View looking east near Main Street

- East Old Saybrook Segment: This segment is predominantly suburban scale with varied architecture and design. At its western end it is notable that a scenic view of tidal wetlands is interrupted by several billboards.



Route 1 at marsh with historic marker and billboards



V. Development Potential

V. Development Potential

A. Development Opportunities

A picture of the distribution of development opportunity sites within the corridor is shown in *Figure 22*. These were identified through interviews with the community planners and planning or zoning commission members along with field review. These sites are generally 2 or more acres in size. They fall into two broad categories:

- Planned and programmed development sites
- Vacant undeveloped sites or previously developed sites which are now vacant (redevelopment and infill opportunities)

It is worth noting that in several areas of the corridor, particularly in East Clinton, parts of West Clinton, and traveling eastward out of Westbrook's town center, the existing retail is in need of revitalization. This is despite the current presence of active uses there. Revitalization areas have not been included in the following calculation of development opportunity sites, as their current active use means the potential for a change in the future is difficult to realistically incorporate in the estimation of overall development potential. However, they do collectively represent an opportunity for enhanced economic vitality that will be addressed further in the implementation plan for this corridor study.

PLANNED OR PROGRAMMED DEVELOPMENTS

Planned and programmed developments are those that can reasonably be expected to be developed in the coming five years. They include those that:

- a) Are planned by the town or State of Connecticut,
- b) One or more developers have a preliminary site development concept
- c) Have a development application in the approval process with the town or,
- d) Have been approved and may be programmed or under construction

Information about these projects gives an indication of not only where new development is expected, but also where the development market currently has interest in projects in the corridor. Table 8, shown on the following page, summarizes the location and character of known planned and programmed projects in the corridor. These also appear on the Development Opportunities and Constraints graphic, *Figure 22*, as Planned (PL) or Programmed (PR).

Table 8: Known Planned and Programmed Projects along Route 1

Project Segment/Location	Planned (PL) or Programmed (PR)	Description
West Clinton		
Clinton Nurseries	PL	70 acres; consider mixed-use village; 100+ dwelling units
Marina	PL	Redevelopment being considered– could create linkage from Clinton Nurseries to river
Bostich Brownfield – Knollwood Drive	PL	North of corridor; requires remediation; surrounded by wetlands
Clinton Town Center		
West Main Street	PR	Approved for mixed-use with 12 dwelling units and 10-12,000 s.f. commercial
Unilever	PL	22 acres with 260,000 s.f. of vacant building under study for re-use
TOD vision area	PL	Vision by the Town – east of the rail station and south of Unilever site
School – East Main Street	PL	Town has vision for re-use of existing school; options include a library and housing
Clinton East		
Stop N Shop	PR	Infill on out parcels in this development underway
Westbrook Marina and Beach Community		
East of boat storage	PR	Mini-storage development approved
East of/adjacent to mini-storage	PR	27 dwelling units
Westbrook Town Center		
Parcels on east leg of Essex Road at Route 1	PL	Town vision for redevelopment in village format
Westbrook East		
Across Route 1 from Water’s edge	PL	Mostly interior lots – potential for 40 dwelling units
Eastern Town line-south side of Route 1	PR	Multi-family development
Eastern Town line – north side of Route 1	PR	Expansion of existing business

West/Old Saybrook High School		
Spencer Plain Rd	PR	126,000 s.f. commercial under construction – big box retail and grocery
East of Chalker Beach Road	PL	Currently undeveloped – commercial infill being considered
East of Bushnell Farm	PL	Consolidation of several parcels – possible residential use – wetland constraints
Central Old Saybrook		
Lynde Street	PL	Approved development plan – site on the market
West of Rail Station	PR	Approved multi-family development
Hotel site west of rail station	PL	200 units of Incentive Housing zone dwellings
East Old Saybrook		
Ferry Point	PR	Approved mixed use – 90 dwelling units, restaurant, retail anchor business

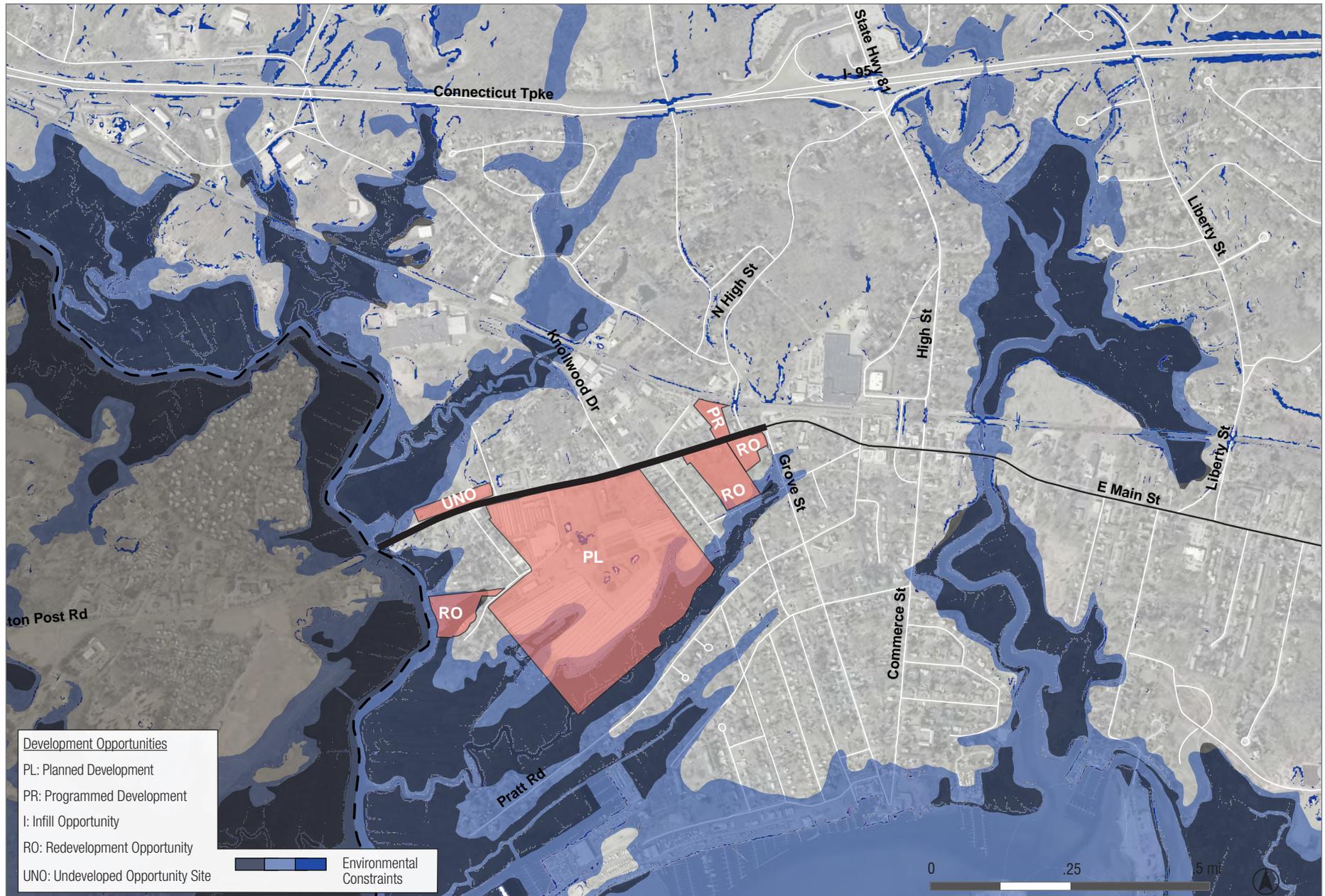
Source: Fitzgerald & Halliday, Inc.

EXISTING VACANT AND REDEVELOP-ABLE PARCELS

The Route 1 corridor is well developed and there are a limited number of undeveloped or vacant parcels along it. Many of those of substantial size (more than a couple of acres) contain wetlands, floodplains, or are adjacent to a marsh, stream, or other water body. Consequently, development opportunities on raw land are generally constrained within the corridor. Nonetheless, there are a variety of opportunities for redevelopment of vacated commercial sites and infill on parcels with some existing development.

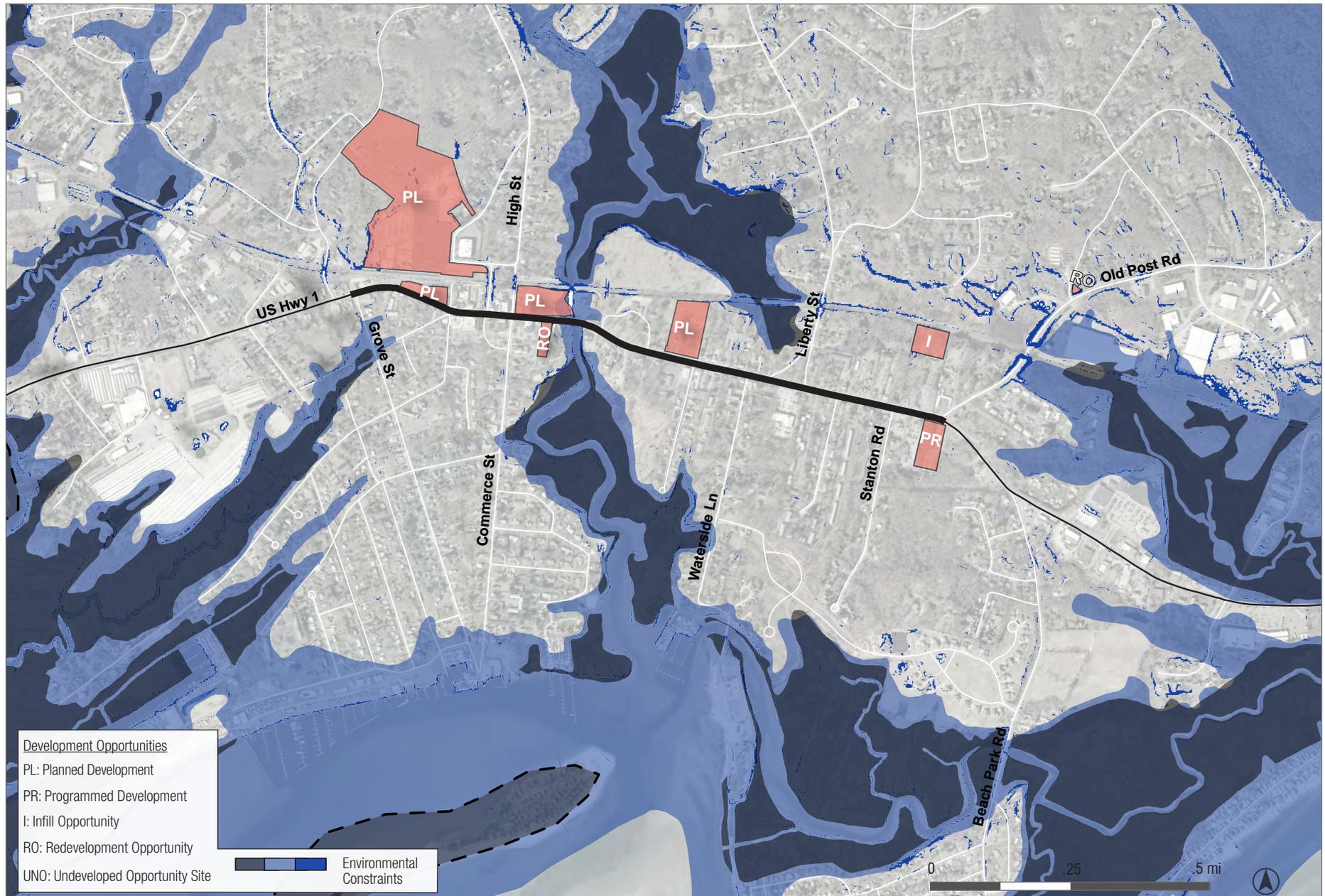
Interviews were conducted with town staff and zoning commission members in order to get a picture of the development potential on undeveloped and vacant former development sites as well as infill. Then, in order to understand how existing environmental constraints in the form of wetlands, floodplains, water bodies, and steep slopes might impact the development potential of these sites, this information was overlaid on the parcel information. This collective information is shown on *Figure 22*. A summary overview of the findings regarding vacant and redevelopment opportunity sites by corridor segment follows.

FIGURE 22-1: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



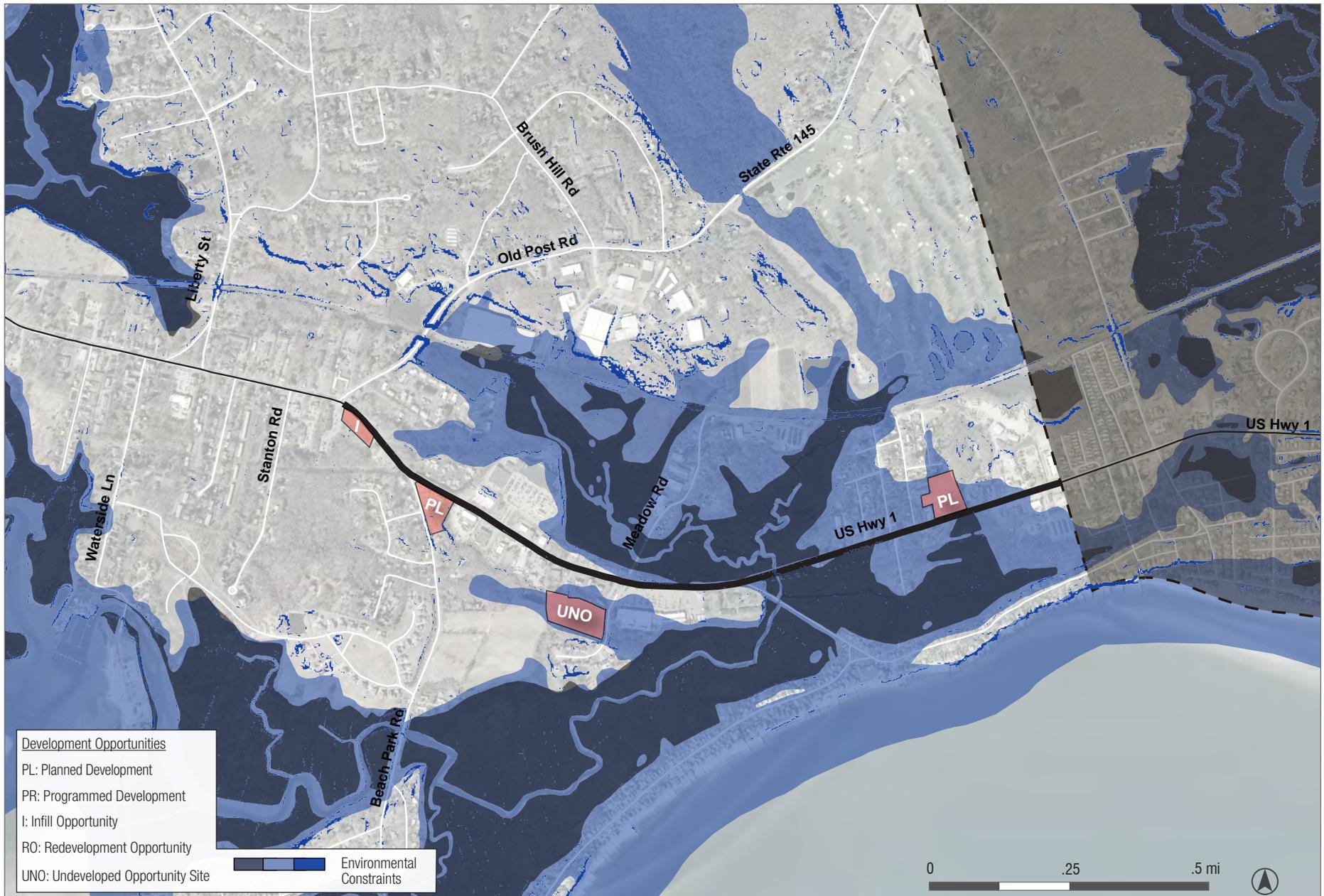
Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-2: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



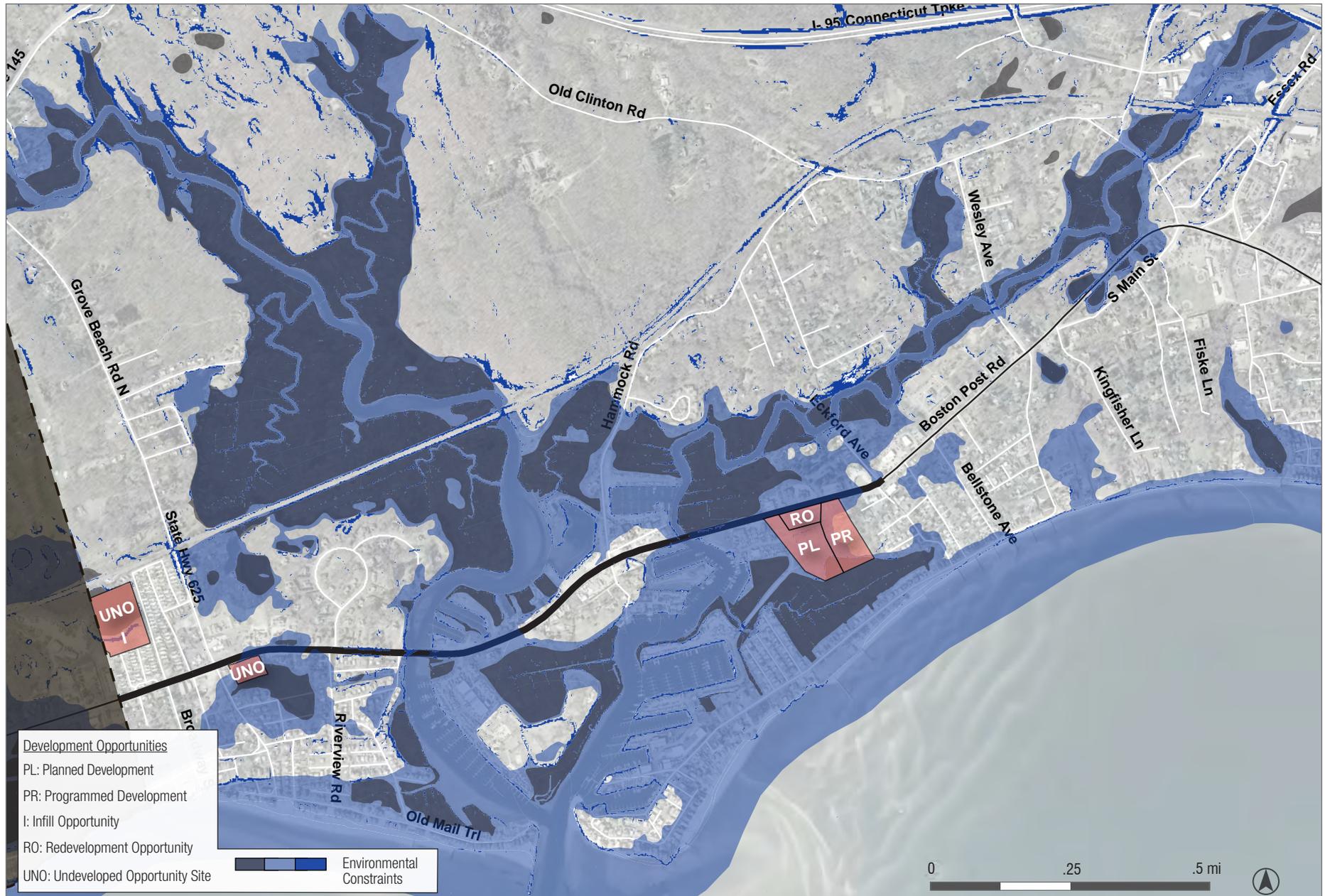
Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-3: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



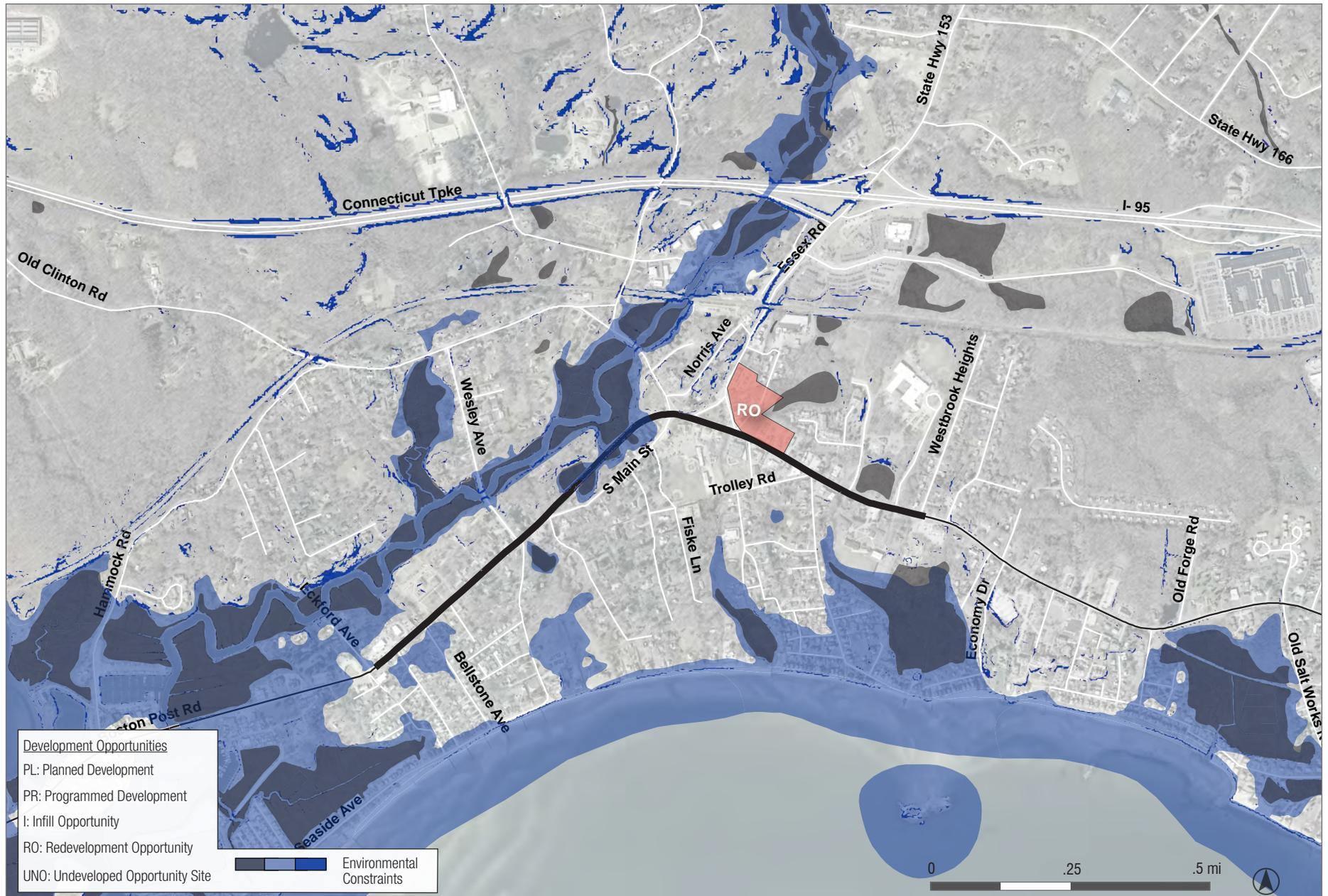
Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-4: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-5: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



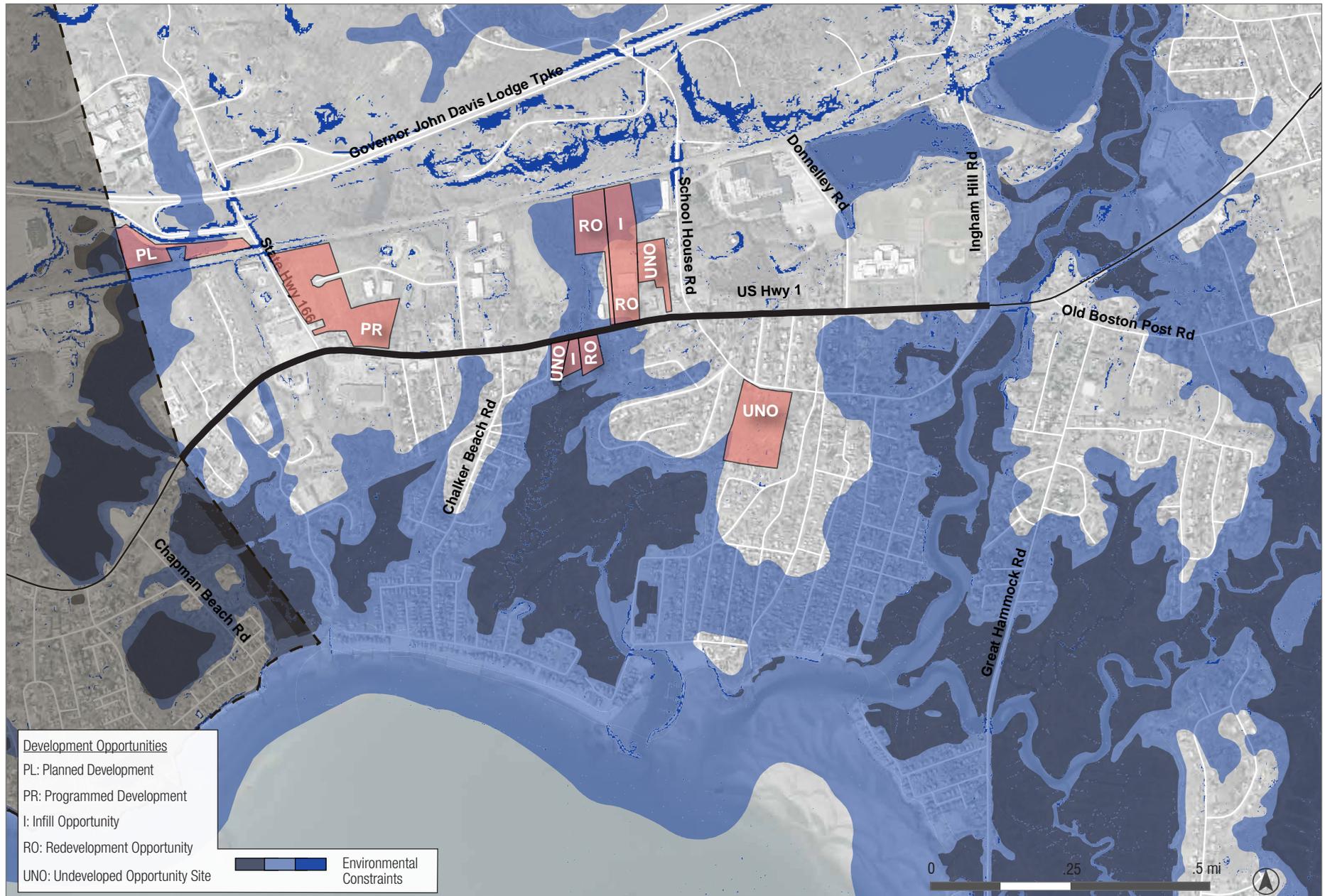
Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-6: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



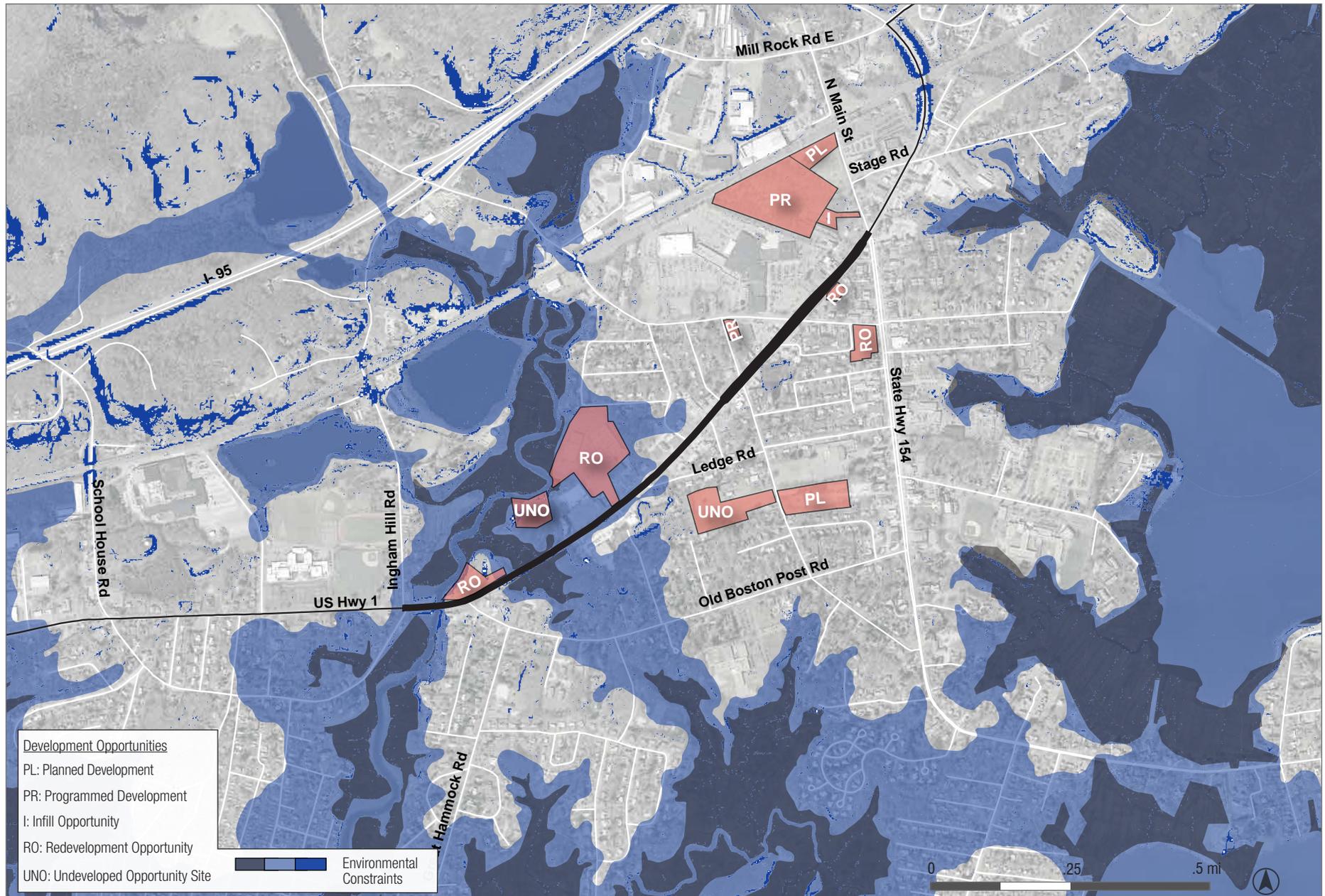
Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-7: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



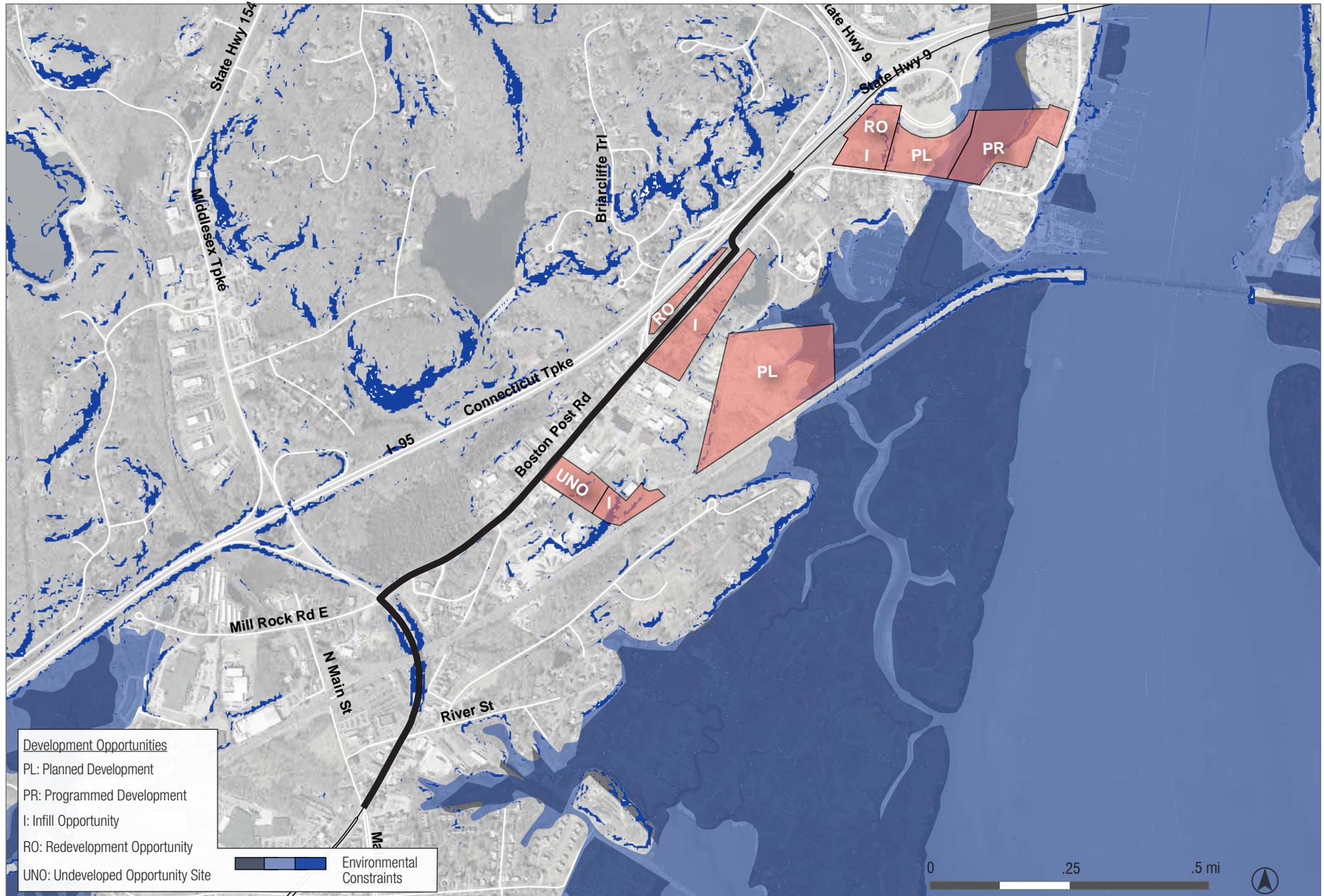
Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-8: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

FIGURE 22-9: ENVIRONMENTAL CONSTRAINTS & DEVELOPMENT OPPORTUNITIES



Source: Development Opportunity Sites, Towns of Old Saybrook, Westbrook, and Clinton, January 2014; Steep Slopes Data: CT Terrain Dataset provided in parts by Aero-Metric, Inc, TerraPoint Inc, Dewberry Inc., and FEMA; 2006; 100-Year Flood Zone Data: FEMA, 2013; Tidal Wetlands: Towns of Clinton, Westbrook, and Old Saybrook.

West Clinton Segment

There are a total of 4 development opportunity sites in this segment. The marina on the Hammonasset River at the western edge of the Route 1 corridor presents a redevelopment opportunity, but is constrained by wetlands and floodplains. This site could be reconfigured, when and if it is redeveloped for more, different recreational uses and create a linkage from the Clinton Nurseries site. There is also a limited opportunity for some development along the north frontage of Route 1 in the same vicinity. Some vacant parcels occur there at the western end of this segment. The interior of those sites are mostly wetland and marsh but the frontage on Route 1 may be developable. The remaining two opportunity sites lie just west of the Town Center and include some underutilized commercial uses on the street frontage at Route 1, with interior undeveloped lands.

Clinton Town Center Segment

There is a single redevelopment opportunity site that has been identified in this segment adjacent to the school site targeted for re-use. This is within the Village Zone and historic districts. The traditional development patterns in this segment, with long-established uses on all parcels are expected to remain. Other infill opportunity sites occur near the junction of Old Post Road (SR 145) and Route 1.

Clinton East Retail Segment

There is a single vacant, undeveloped opportunity site. Yet, it is entirely within an area of environmental constraints to development. The majority of this segment is also constrained for future development by wetlands and floodplains.

Westbrook Marina and Beach Segment

There are a total of five opportunity sites on vacant or redevelopable parcels in this segment of the corridor. At the town line between Clinton and Westbrook there are two undeveloped sites. The first is situated north of the existing mobile home park and offers an opportunity for infill there. The second is on the south side of Route 1 just east of Grove Beach Road South. The remaining three are a cluster with a redevelopment opportunity site along the south frontage of Route 1

tucked in between two planned and programmed developments. The two more easterly sites are also in an area of environmental constraints to development.

Westbrook Town Center Segment

There is a single redevelopment opportunity area in this segment of the corridor. In the Westbrook Town Center, the town envisions redevelopment of a group of parcels on the northeast corner of Essex Road and Route 1. Some of these relatively small parcels are abutted to the east by vacant undeveloped land.

Westbrook East Segment

There is one redevelopment opportunity site and two undeveloped sites in this segment of the corridor. Two of these three parcels are situated north of Route 1 in the vicinity of Old Forge Road. One is undeveloped and the other presents a redevelopment opportunity; together they would be an infill opportunity. The larger undeveloped site could involve an aggregation of up to six separate parcels. Then, near Old Works Road to the east, there is one undeveloped parcel that. The majority of these sites are free of environmental constraints to development.

West/Old Saybrook High School Segment

This segment has the greatest number of development opportunity sites among all segments in the corridor in the form of vacant or redevelopable parcels. There are four undeveloped parcels and three redevelopment opportunity sites, some with potential for aggregation of several parcels. These sites are somewhat scattered through the segment. There is one notable cluster near the Old Saybrook Senior High School just west of School House Road on the north side of Route 1. Two redevelopment sites occur there along with an undeveloped parcel which could all be aggregated to form a comparatively large new planned development. A second notable area with redevelopment potential is on the eastern shore of the Oyster River north of Route 1 in Oyster Point. In addition to two redevelopment opportunity areas, there is some undeveloped land that is constrained by wetlands and floodplains at its frontage with Route 1, but offers some development potential in its interior.

Central Old Saybrook Segment

There are two undeveloped parcels in this segment of the corridor and three redevelopment opportunity sites. Only two of the redevelopment opportunity sites fronts on or has direct access to Route 1. The other is accessed from Route 54 south of Route 1. The one undeveloped parcel with no environmental development constraints would be accessed from Lynde Street. It is surrounded by residences and would be across the street from the planned location for a new town police department facility.

East Old Saybrook Segment

This segment of the corridor has one undeveloped opportunity site and three areas of potential infill with redevelopment. All four sites have frontage on Route 1 and fall within the planned Mariner's Way concept plan area envisioned by the town for this segment.

Conclusion: Land Use Issues and Opportunities

An assessment of the existing land use conditions in the corridor and the development potential sets the framework for evaluating potential future conditions. Future development trends will be informed by the market conditions as well. This is considered in the following section of this report. From this and the corridor vision, a preferred future land use scenario can be formulated. While the three communities each have a future land use plan as part of their Plan of Conservation and Development, this existing conditions assessment along with the future land use scenario can build corridor-wide themes and identify regional strategies that will help create a more dynamic economic and human-scale environment supportive of progress towards the land use vision in each community individually.

Development in the study corridor is diverse. There is a mix of uses throughout and which is sometimes quite disparate and also occurring at varied densities. Yet, an overall pattern can be discerned of well-formed town centers, clusters of activity near the coastal inlets and

marine access points, and then dispersed variable land uses sprawled in between. Larger format commercial uses occur near the interchanges along Interstate 95. The following observations about land use issues and opportunities can be made:

- Existing development has, for the most part, occurred on land that is most suitable in terms of environmental constraints. There is limited availability of vacant, undeveloped land that can be readily developed in the future.
- Development opportunity sites are dispersed across the corridor, with the single greatest concentration in the vicinity of Old Saybrook High School. While the number of opportunities is relatively small, it also creates a challenge for fostering new and redevelopment in the town core areas, as envisioned for the corridor.
- There are pockets of retail development in need of revitalization, often occurring at the gateways to the Town Centers; it will be both a challenge and an opportunity to enhance these areas as part of future redevelopment efforts.
- While environmental resources offer a constraint to development in much of the corridor, and limit development opportunities, these same resources are an asset in terms of providing a coastal environment conducive to tourism, residential infill, and leveraging of coastal access for economic growth.
- Zoning is mostly traditional Euclidian in approach (separation of uses) throughout the corridor with some application of contemporary techniques such as mixed-use village center zones. Without change, this zoning will reinforce current patterns of relatively low-density sprawl intermingled with high-intensity big-box development near I-95.
- The three communities have differing policy and goals for land development which may encourage incongruity in development form when considering the corridor as a whole and in a regional context.

B. Existing Market Conditions, Trends, and Opportunities

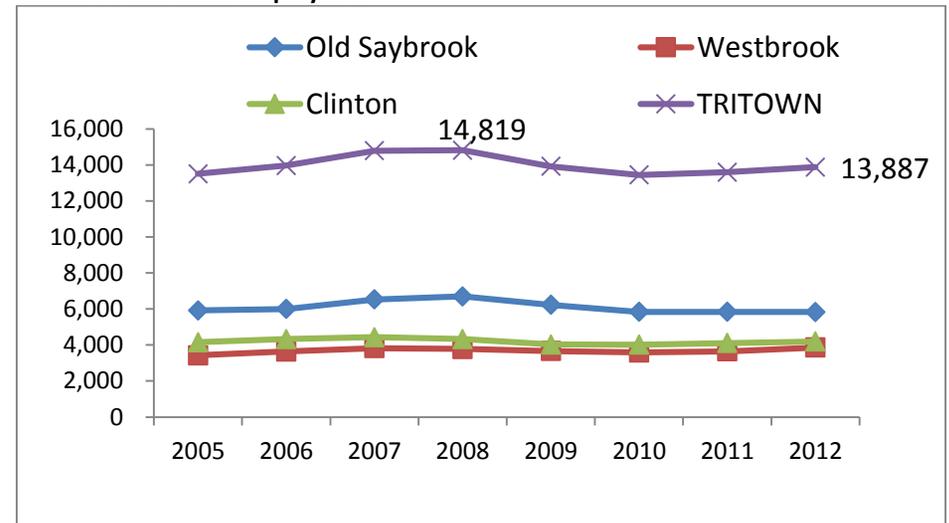
It's important to understand the community's vision of the corridor when setting goals for the Corridor Plan. Likewise it's also important to understand existing market conditions, trends, and opportunities within the corridor and the region when developing corridor goals in order to set attainable goals and develop an action plan that incorporates strategies to encourage sustainable development. This section presents information about the economic base within the three towns, real estate market conditions, demographics and housing information, and conclusions about market conditions, trends and economic development opportunities. The next phase of the study will provide recommendations related to strategies that will help guide desired economic development within the Preferred Land Use Scenario that is presented later in this report.

ECONOMIC BASE

Employment

2013 employment data for the towns of Old Saybrook, Westbrook, and Clinton, hereinafter referred to as TriTown, shows a total combined private employment base of approximately 13,888 jobs as shown in Exhibit 7. Old Saybrook represents 42% of the total employment of these communities, Clinton represents 30% and Westbrook has the smallest employment base with 28%. Employment for these towns is approximately 1,000 jobs below its 2008 peak. Only Westbrook has recovered the jobs lost during the 'Great Recession' of 2007/2008.

Exhibit 7: TRITOWN Employment

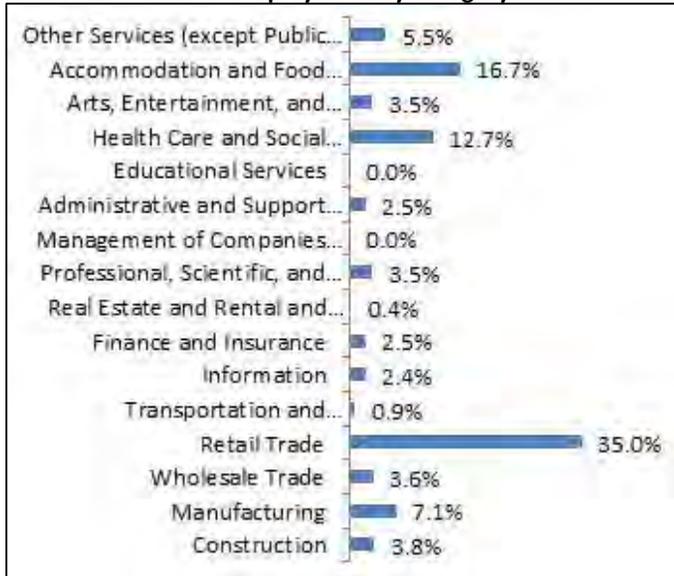


Source: NP calculations based on Connecticut LMI ES 2012 data

Industries

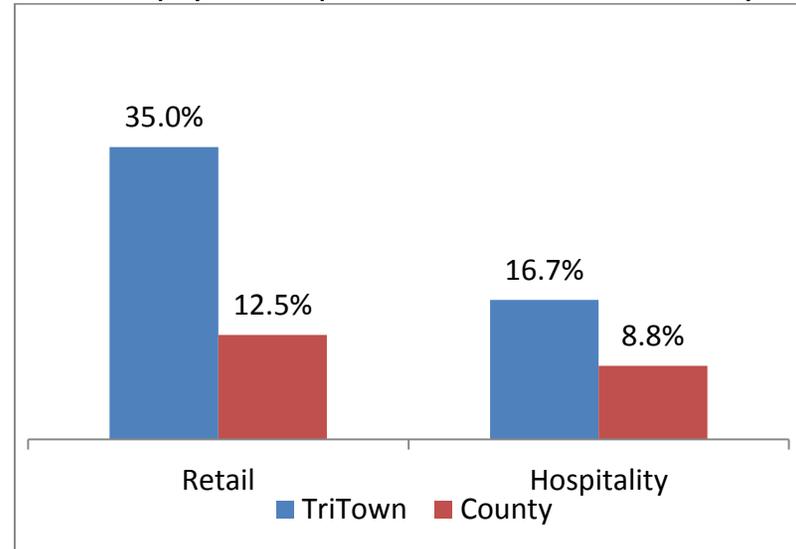
Retail and hospitality industries represent about 55% of TriTown private employment as shown in Exhibit 8. This level of employment concentration is substantially greater than across Middlesex County where approximately 21% of employment is found in these industries (see Exhibit 9). The next largest category of employment is that of the healthcare/social assistance sector representing almost 13% of total employment.

Exhibit 8: TRITOWN Employment by Category



Source: NP analysis of Connecticut Labor Market information, 2013

Exhibit 9: Employment Comparison TRITOWN vs. Middlesex County



Source: NP analysis of Connecticut Labor Market information, 2013

Factors Driving Employment Growth

Factors driving employment growth for the healthcare and social assistance sectors include increased or stable levels of reimbursement from payers, a continued transformation from hospital campus-centric to ambulatory-centric delivery models, overall population growth rates, demographic changes in the local population and aging, and the ability to attract medical services from other areas of the state.

If the TriTown’s goal is to grow employment in the hospitality industry, tourism activity must increase. One way to accomplish this is to extend the length of the traditional summer tourism season by adding activity during the “shoulder” seasons of spring and fall. An expansion in the length of the season would increase the viability of additional tourism-driven businesses and result in a change in highly seasonal employment.

Employment growth in the retail sector depends on a continued growth in households and the ability to attract a “magnet” development, which is a unique product not dependent on a local market, e.g. Clinton

Crossing. It is important to note that this opportunity is more likely to require an appropriate site rather than represent a real estate infill development.

Each town’s “office” market requirements are found in the tables on the following page.

Worksite Size Distribution

Establishment distribution is a key indicator of the relative physical size (i.e. real estate) requirements of the companies in the area. This analysis is particularly useful for understanding the size requirements for office space. The following categories are used to determine office space requirements:

- Information services
- Finance and insurance
- Real estate and rental leasing
- Professional, scientific and technical services
- Management of companies and enterprises
- Administrative support

Space requirements for these businesses are calculated by the following formula:

$$(Total\ number\ of\ eligible\ establishments\ \times\ the\ maximum\ potential\ number\ of\ employees\ per\ establishment\ in\ each\ category)\ \times\ 150\ SF\ per\ employee$$

Based on this analysis, the TriTown area requires approximately 414,000 square feet to support its current level of employment. 40% of businesses require less than 1,400 sq. ft. At present, there are very few users of spaces in excess of 15,000 sq. ft.

Table 9: Number of Office Establishments at Each Size by TriTown

Tri Town	Number of Establishments at Each Size					
Summary	'1-4'	'5-9'	'10-19'	'20-49'	'50-99'	'100-249'
Total Establishments	170	59	23	17	4	3
Max Total Space Required (SF)	102,000	79,650	65,550	124,950	59,400	112,050
Max Avg Size Required (SF)	600	1,350	2,850	7,350	14,850	37,350

Source: NP analysis of County Business Patterns 2012 data

Table 10: Clinton “Office” Market Requirements

Clinton Industry Segment	Number of Establishments at Each Size					
	'1-4'	'5-9'	'10-19'	'20-49'	'50-99'	'100-249'
Information	5	1	0	1	0	0
Finance and insurance	9	4	0	0	0	0
Real estate and rental and leasing	4	1	1	1	0	0
Professional, scientific, and technical services	19	2	2	1	0	0
Administrative and Support and Waste Mang and Remediation Srvs	16	1	3	2	0	0
Total Establishments	53	9	6	5	0	0
Maximum Employee Multiplier	4	9	19	49	99	249
Maximum Total Space Required= (#estab X max employ)*150sqft	31,800	12,150	17,100	36,750	0	0
Total "Office" Square Footage Required Clinton						97,800
Max Avg Size Required	600	1,350	2,850	7,350	0	-

Source: NP analysis of County Business Patterns 2012 data

Table 11: Westbrook “Office” Market Requirements

Westbrook Industry Segment	Number of Establishments at Each Size					
	'1-4'	'5-9'	'10-19'	'20-49'	'50-99'	'100-249'
Information	0	0	0	1	0	0
Finance and insurance	3	3	1	0	2	0
Real estate and rental and leasing	5	2	0	0	0	0
Professional, scientific, and technical services	9	1	2	0	0	0
Administrative and Support and Waste Mang and Remediation Srvs	12	2	1	1	0	0
Total Establishments	29	8	4	2	2	0
Maximum Employee Multiplier	4	9	19	49	99	249
Maximum Total Space Required= (#estab X max employ)*150sqft	17,400	10,800	11,400	14,700	29,700	0
Total "Office" Square Footage Required Westbrook						84,000
Max Avg Size Required	600	1,350	2,850	7,350	14,850	0

Source: NP analysis of County Business Patterns 2012 data

Table 12: Old Saybrook “Office” Market Requirements

Old Saybrook Industry Segment	Number of Establishments at Each Size					
	'1-4'	'5-9'	'10-19'	'20-49'	'50-99'	'100-249'
Information	6	0	2	0	1	
Finance and insurance	12	5	3	2	0	
Real estate and rental and leasing	17	2	1	0	0	
Professional, scientific, and technical services	29	10	2	6	1	
Management of companies and enterprises	0	1	0	0	0	
Administrative and Support and Waste Mang and Remediation Srvs	24	3	1	0	0	1
Total Establishments	88	21	9	8	2	1
Maximum Employee Multiplier	4	9	19	49	99	249
Maximum Total Space Required= (#estab X max employ)*150sqft	52,800	28,350	25,650	58,800	29,700	37,350
Total "Office" Square Footage Required Old Saybrook						232,650
Max Avg Size Required	600	1,350	2,850	7,350	14,850	-

Source: NP analysis of County Business Patterns 2012 data

REAL ESTATE MARKET CONDITIONS

The real estate market remains soft, reflecting the slow economic recovery and similar to the overall real estate market throughout the country.² The TriTown area consists of a number of smaller employers that do not demand large footprint spaces. This has created an advantage for the area in that large footprint office buildings are not sitting vacant in office parks, as is the case in areas surrounding Boston or Hartford; however, without an adaptive reuse plan, the area also does not have existing real estate capacity to support a potential large employer seeking space within a six to nine month timeframe.

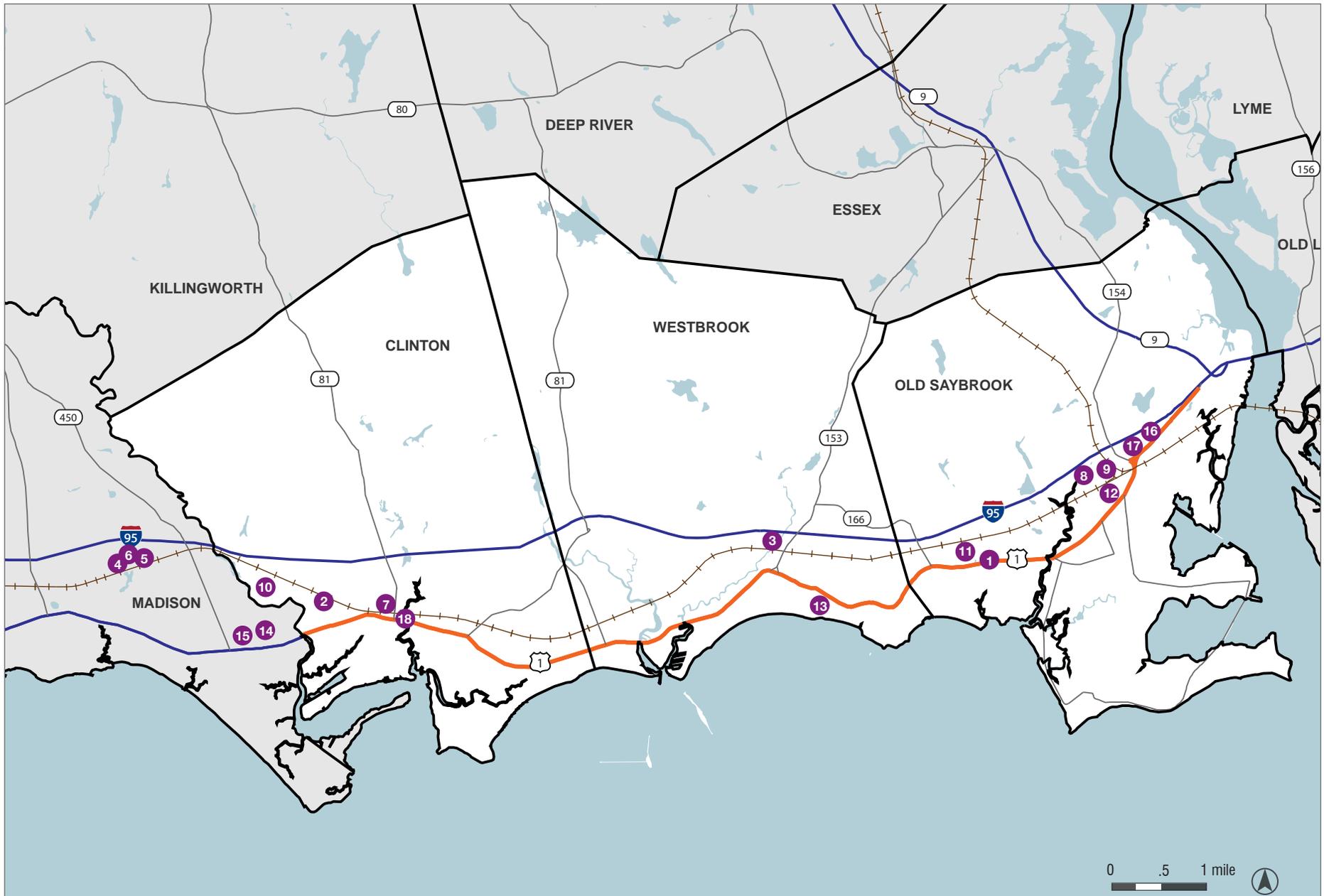
Industrial/ Office

Availability

The map illustrated in *Figure 23* provides a geographic perspective of available properties. Most of the properties are clustered either in Old Saybrook or Clinton. Based on LoopNet's comprehensive listing service, 18 industrial/office properties are available for lease within the TriTown area.

² There are some notable exceptions such as Boston, NYC, Silicon Valley, and similar large metro areas. Also the multifamily residential market particularly in urban centers is particularly robust.

FIGURE 23: INDUSTRIAL PROPERTIES FOR LEASE



Source: Industrial Properties for Lease, Loopnet, compiled by Ninigret Partners, January 2014.

Table 13: Industrial/ Office Properties Availability for Lease within TriTown Area

Property Sub-type	Total Space	Rental Rate	Space Count	Town
Warehouse	12,000 SF		1	Old Saybrook
Flex Space	53,440 SF	\$0.41 /SF/Mo	4	Clinton
Warehouse	9,480 SF	\$0.30 /SF/Mo	1	Westbrook
Flex Space	960 SF	\$0.81 /SF/Mo	1	Madison
Warehouse	15,000 SF	\$0.58 /SF/Mo	1	Madison
Distribution Warehouse	41,718 SF		1	Madison
Distribution Warehouse	265,000 SF		1	Clinton
Flex Space	3,990 SF	\$0.58 – 0.60 /SF/Mo	2	Old Saybrook
Flex Space	5,192 SF	\$0.65 /SF/Mo	1	Old Saybrook
Manufacturing	238,000 SF		1	Clinton
Manufacturing	139,560 SF	\$0.46 /SF/Mo	1	Old Saybrook
Office Building	1,500 SF	\$1.25 /SF/Mo	1	Old Saybrook
Office Building	3,300 SF	\$1.25 /SF/Mo	2	Westbrook
Office Building	8,056 SF	\$1.58 /SF/Mo	1	Madison
Medical Office	11,865 SF	\$1.63 /SF/Mo	1	Madison
Office Building	450 SF	\$0.76 /SF/Mo	1	Old Saybrook
Office-R&D	3,000 SF	\$0.63 /SF/Mo	1	Old Saybrook
Office Building	3,460 SF	\$1.17 /SF/Mo	1	Clinton

Source: Loopnet January 2014

Excluding the warehouse space, the area has available approximately 220,000 sq. ft. of space or slightly more than 50% of the total office space required to meet existing utilization. Note this excludes 571,000 sq. ft. of warehouse and older manufacturing space because conversion is more complex. Viewed from another perspective, existing space, including industrial conversions (except warehouses), could accommodate another 1,466 office employees.

Industrial and Office Rents

Rental rates are relatively inexpensive and generally below or at breakeven on development costs. Existing office space rents for \$14 to \$19 per square foot. The most expensive space, which only accounts

for 4% of the total available space, is medical office space currently leasing for \$19.56 on an annual basis.

Observations about Industrial and Office Market Dynamics

In general, the existing available TriTown office space distribution could not easily support a tenant with 50 employees in a single site. As well, given that space needs are less than 10,000 sq. ft. for a user of this size, it can be difficult to do a build-to-suit ground up development for a single tenant. The reality is that, given the rental economics in the region, speculative development would likely have a difficult time attracting financing for the development without a substantial equity investment or public subsidy.

The TriTown area offers a lifestyle decision for professionals that are highly mobile. Co-working space, as well as on-demand office space may make some sense for the area. It is highly unlikely, however, that new construction will be the result of this type of product being introduced into the market. It is more likely a potential repurposing or reprogramming of existing space.

Changes in retail, particularly the impact of Internet shopping and the increasing trend toward same-day delivery, may make the area attractive to some distribution companies; however, adequate land capacity coupled with proximity to transportation networks will likely be the deciding factor.

In general, the best development opportunity, and hardest one to forecast, is a large footprint development as a build-to-suit situation for a larger anchor tenant. The TriTown area will be competing for locational opportunities against existing available properties that are either move-in ready or construction ready. Given the large availability of existing space in the Hartford, New Haven, New London triangle, competing for this type of opportunity requires the key following consideration: **creation of pad-ready sites with an easy development pathway.**

Retail

Supply-Demand

The basic issue for the area is that, based on standard metrics, the region in total has an excess amount of retail capacity in most categories for what its population can in theory support (See Table 14). For example General Merchandise, Apparel, Accessories, Furniture, and Other Sales GAFO sales³ are \$149 million in excess of locally-generated demand. Full-service restaurants are almost \$22 million more than locally-generated demand. This is possible for three major reasons. First, the outlet malls are major magnets that pull traffic from Interstate 95. Clothing sales are 68% of the excess demand in GAFO, indicating a

strong regional draw. Second, the area is a tourist draw during the summer; supporting higher levels of restaurant spending. Third, the area is the major shopping hub for people living in immediately surrounding towns who do not want to travel north of Middletown/Cromwell, east to Waterford/New London, or west to Greater New Haven to shop.

Table 14: Retail Types and Gaps/ Surpluses

RETAIL CATEGORIES	Gap / (Surplus)
GAFO *	\$ (149,775,560)
General Merchandise Stores-452	\$ (39,553,186)
Clothing and Clothing Accessories Stores-448	\$ (97,903,168)
Furniture and Home Furnishings Stores-442	\$ (3,333,626)
Electronics and Appliance Stores-443	\$ 610,896
Sporting Goods, Hobby, Book, Music Stores-451	\$ (2,522,523)
Office Supplies, Stationery, Gift Stores-4532	\$ (7,073,953)
Foodservice and Drinking Places-722	\$ (28,795,806)
Full-Service Restaurants-7221	\$ (21,559,219)
Grocery Stores-4451	\$ 12,996,391
Supermarkets, Grocery (Ex Conv) Stores-44511	\$ 12,258,078

Source: NP analysis of Nielsen Site Reports data, 2013

While the data in Table 14 implies that local market needs may be underserved, that may not necessarily be the case. For example, the data suggests that grocery stores, particularly supermarkets, are an unmet need with a demand level of \$12-\$13 million across the three communities. A typical supermarket will generate at least \$12 million a year in revenue⁴, thus indicating that the region is right on the cusp of being able to support another full-service grocery store. These estimates are inexact and do not reflect different categories and product segments typically carried which can make a particular geography more or less attractive. Therefore, even though the data is suggestive of demand, it is more likely that existing retailers will expand

³ GAFO is product typically found in a general department store

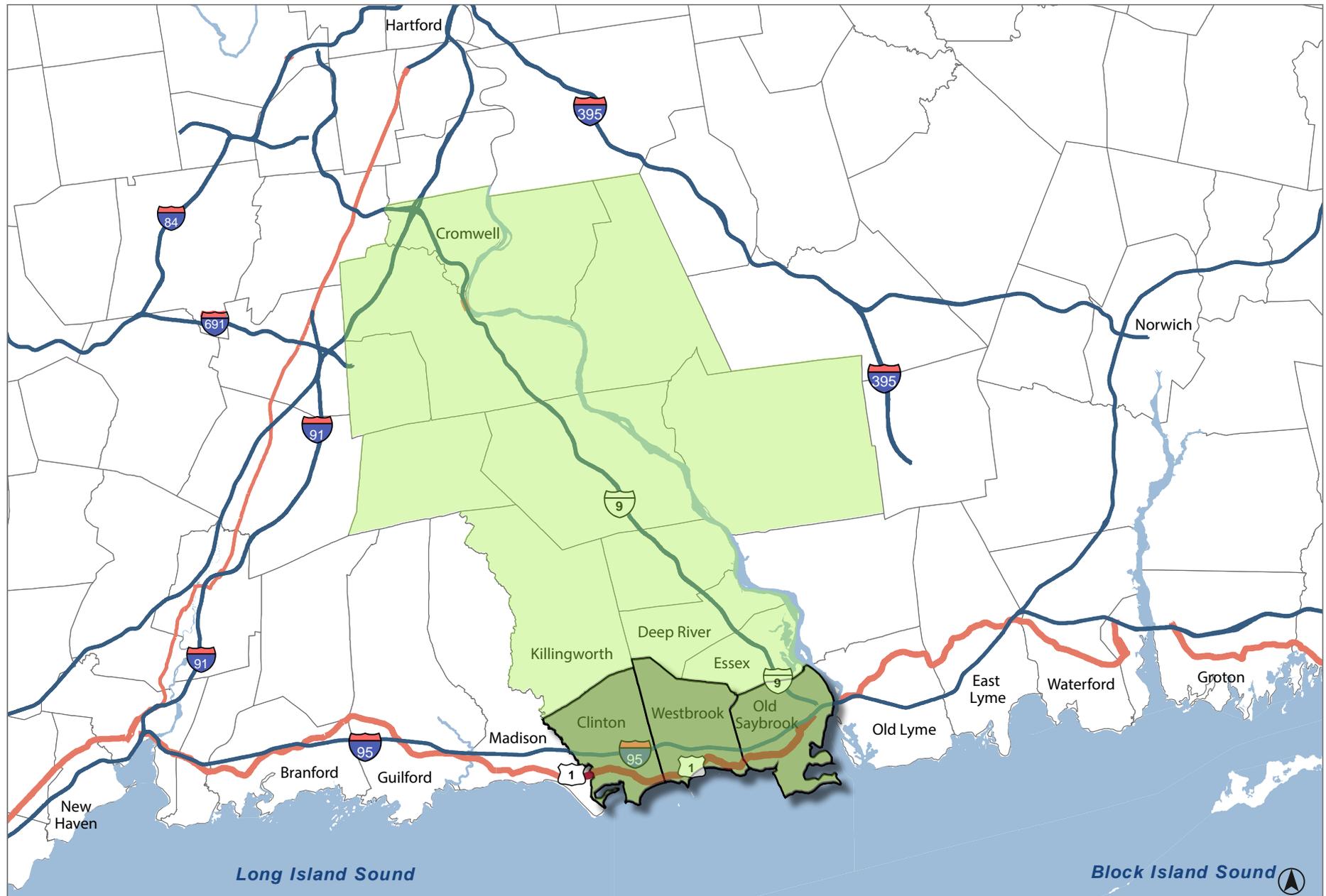
⁴ Food Marketing Institute, Supermarket Facts 2012

their merchandise categories or more detailed customer profiling will identify an unmet market need for a retailer with a merchandising model that matches well with those customers.

Availability & Market Factors

Another significant factor is availability and pricing of existing retail space with particular emphasis on its impact on non-national/super regional chain anchored speculative developments. Presently, the broad regional market has 2.4 million square feet of retail capacity.

FIGURE 24: MARKET AREA FOR RETAIL INVESTMENT



Source: Major Retail Store Locations, Loopnet, compiled by Ninigret Partners, January 2014.

One aspect that could promote new development, or certainly increases the possibilities of redevelopment, is the relative age of the shopping centers in this major shopping corridor in the TriTown area. 74% of the buildings were built before 1979. Only 2 % of the retail buildings are less than 10 years old. Most importantly the older buildings have better highway access, with a median distance to the highway of 3.6 miles.

Rents

Rents have been essentially flat since the recession but are forecasted to begin growing, albeit slowly, in 2014. Rents have fluctuated between \$12.44 to \$12.80 per square foot over the last five years as shown in Exhibit 10.

Exhibit 10: Retail Rents, Middlesex Sub Area



Source: NP analysis of REIS Reports, 2013

Although available vacant space totals approximately 133,000 sq. ft. in the overall region as shown in Exhibit 11, some perspective is necessary. A Target store or general merchandise store is 126,000 sq. ft. in size. The vacancy rate of 6% is substantially less than the Hartford-area

vacancy rate of 8% and well below the national rate of 9.7%.⁵ Therefore, although the amount of vacant space seems high, in fact compared to the market conditions and formats it is not.

The TriTown Region

Broker listings suggest that approximately 63,000 sq. ft. of retail space is currently available. This suggests that the TriTown region may account for somewhere between 40% to 50% of current vacancies of the total region. Leasable space ranges from 1,600 sq. ft. up to 24,000 sq. ft. Another 127,000 sq. ft. has been proposed. Rents for the available space range from \$8.76 sq. ft. up to \$24 sq. ft. for a restaurant with equipment. Most of the rents are below the region’s average asking rent.

Observations about Retail

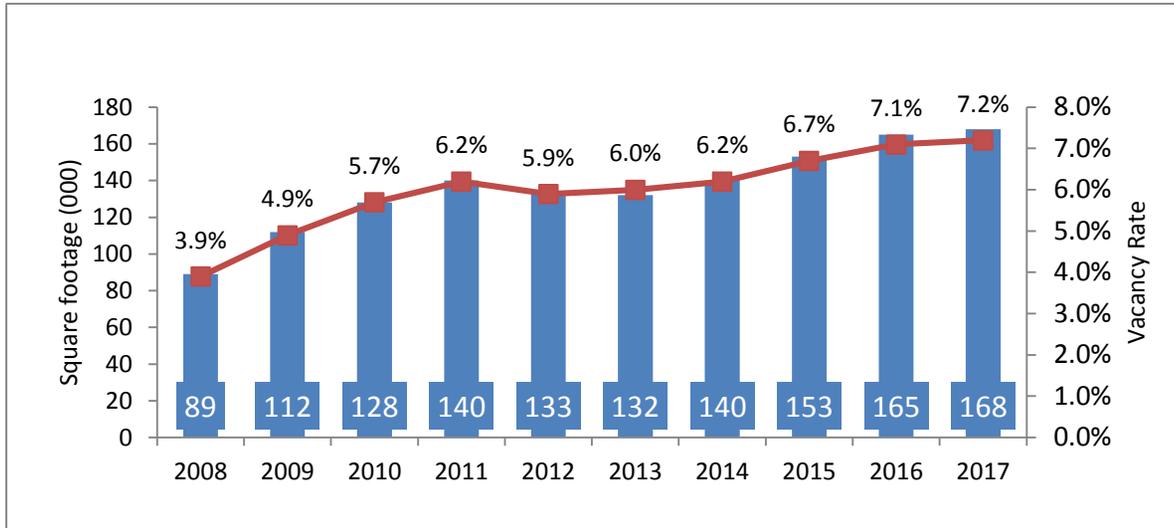
Retail as an industry is at a crossroads because of the internet and new emerging retail formats; which is putting pressure on retail space development and utilization. However, like any other product, innovation in the areas of merchandising models, retail experience and formats, periodically reshapes the landscape. For example Marcus and Millichap, real estate investment advisors, note that 20 million sq. ft. of outlet center development is underway in the US – an area in which the TriTown region already maintains an extensive presence. Lifestyle centers and new urbanist-style formats are the current focus of major retail development projects around the country.

Given the relatively low population growth dynamics of the area, towns must be cognizant that any new retail development focused on the local market will likely cause a redistribution of existing sales. Therefore key consideration should be given to appropriate reuse of existing shopping destinations. A thorough understanding of zoning, parking, and access limitations is necessary to fully utilize those sites for new retail formats. Finally, given the dynamics of rents, parking, and access, town center retail is substantially different from shopping center retail. Moreover, unless the town center becomes a shopping destination by itself due to

⁵ NP analysis of REIS Hartford Submarket reports

some unique offering, a mix of programming and activities will be necessary to support an active customer base.

Exhibit 11: Retail Vacancy Levels



Source: NP analysis of REIS 2013 market data

Demographics & Housing

The relationship between demographics and housing demand is related to three key factors: population growth and household formation, commuting patterns of the labor shed, and demographic changes. Absorption of housing is a much more complex subject involving a mix of product types, price points, target markets, accessibility to work, and a myriad of other factors that will need to be considered as the corridor plan moves forward.

Population Growth and Household Formation

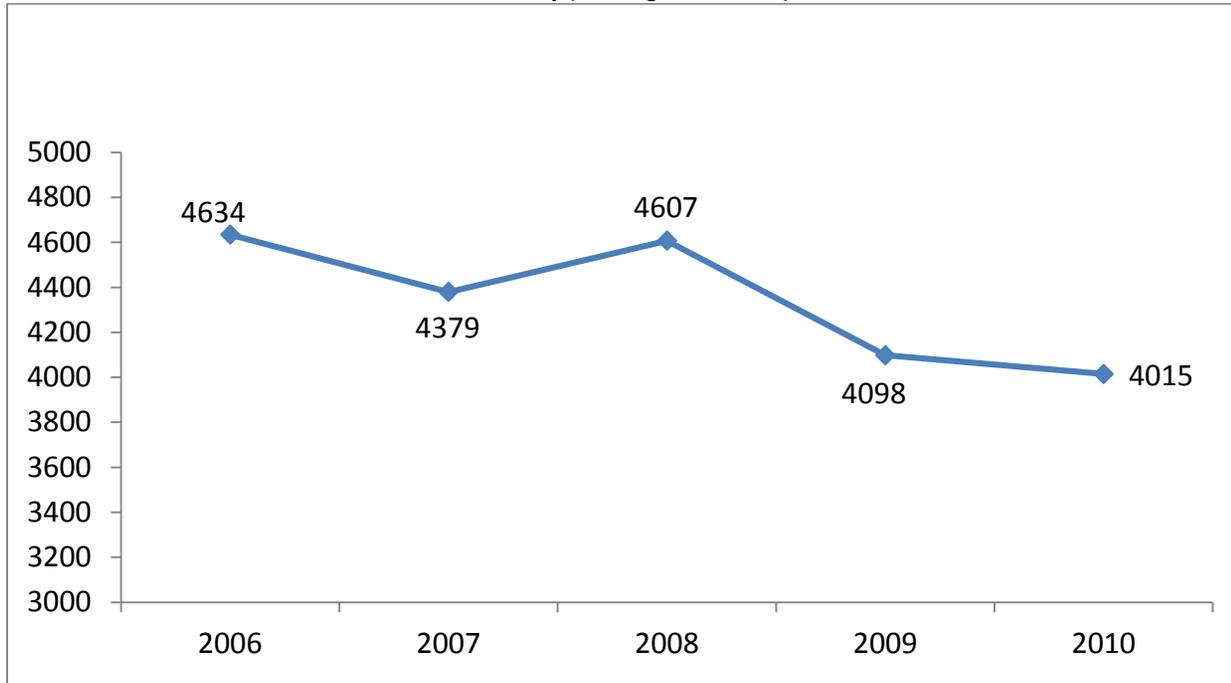
Population forecasts generated by The University of Connecticut for the Lower CT River Valley estimate that in 2025, 181,000 people will live in the Lower Connecticut River Valley planning region. This represents an increase of 2,200 people above its current population. Based on current ratios of people to households, this equates to roughly 966 additional households needed by 2025.

IRS migration data for 2010 shows that Middlesex County has on average a net outmigration of approximately 250 households for the year (See Exhibit 12). Inflows into Middlesex were 4,015 and outflows were 4,258 households in 2010. However, from the perspective of housing development, 4,015 households moved to Middlesex County in 2010. This represents the lowest point in the last 5 years. For purposes of planning, it is reasonable to assume a range between 4,000 to 5,000 moves into the region. A portion will choose to live in the TriTown area.

The vast majority of this migration will move into existing housing structures; however, a portion will seek new homes. Nationally, new home sales represent between 8% and 10% of all home sales. Additionally, some will seek to rent in new multi-family developments. For frame of reference, 1,992 new apartments were approved for construction in Connecticut in 2012.⁶

⁶ National Multifamily Housing Council

Exhibit 12: Household Moves to Middlesex County (IRS Migration Data)



Source: NP analysis of IRS County to County Migration data

Commuting Patterns & the Labor Shed

Commuting patterns are particularly important when one considers the potential for housing growth as a driver of future demand. For example, examination of the distance-direction data from the Longitudinal Employer Household Dynamics survey (LEHDS) finds that 2,287 workers commute more than 25 miles to the TriTown area.⁷ This would suggest that, given the distance involved in their commutes to work, with appropriate housing options in the area some portion of this pool of people could potentially move to the TriTown.

Additionally, continued growth in the life sciences sector in New Haven, as well as its spin offs in Branford and the surrounding communities,

could have a positive impact on the area in terms of housing development and supporting retail. These benefits could however be limited by the proposed development of commuter rail service between Hartford and New Haven as well as the high probability that transit oriented developments will also occur along the MetroNorth corridor into New Haven.

⁷ We exclude those that commute more than 50 miles from these surveys particularly for smaller communities as likely a statistical anomaly

Demographic Changes

Some fundamental demographic data for the three towns is shown in Table 15 below. The data from the Connecticut Economic Resource Center (CERC) indicates a relatively affluent area, as compared with the State of Connecticut as a whole. Total population is projected to grow to 2020 in Westbrook but decline in Clinton and Old Saybrook for a slight decline in the three towns overall in the coming 6 years.

The population forecast created by UCONN shown in Exhibit 13 shows a predicted increase in three demographic cohorts: 1) “empty nesters” or those between the ages of 50 to 65, 2) people 75 and older still living in

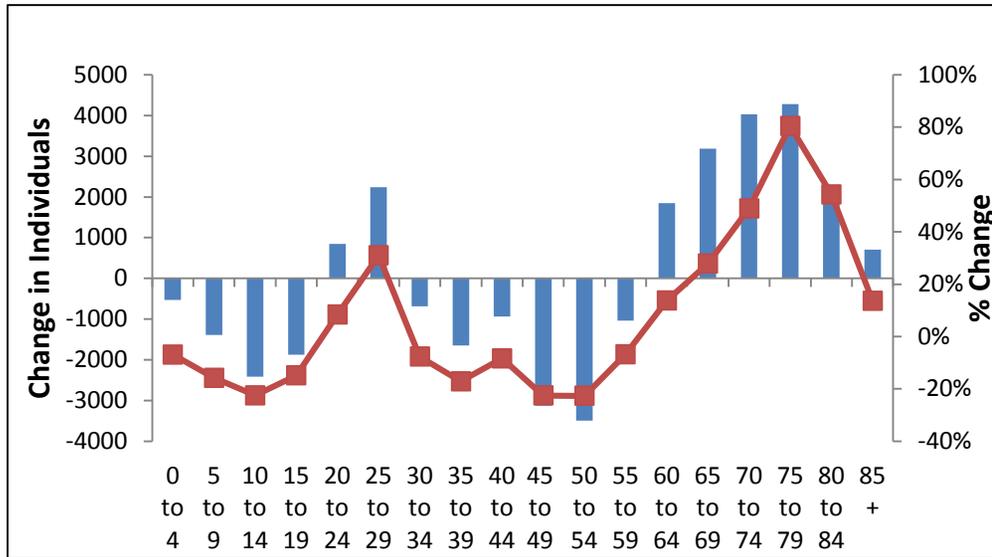
their home, and 3) people between the ages of 25 and 29. The data shows a decline in those between the ages of 30 to 45. This has some interesting potential implications. The predicted surge in “empty nesters” who may choose to sell their homes and downsize creates a potential upside for multifamily housing structures, either rental or condominium, and similar type properties. Additionally, the increase in 25 to 29 years olds reinforces that potential demand due to their higher propensity to rent; however, the decline of population of those in prime home purchasing years, the 30 to 45 group, is a concern because it raises questions as to the potential buyers for the empty nester properties.

Table 15: Existing and Projected Demographic Data for the TriTown Area

Town	Total Population 2010	Projected 2020 Population	Median Age	Housing Units	Average Household Size	Median Household Income	Median Household Value
Clinton	13,316	12,840	44	6,105	2.2	\$75,122	\$286,000
Westbrook	6,860	7,362	46	3,444	2.0	\$60,422	\$270,900
Old Saybrook	10,326	9,643	51	5,890	1.75	\$80,347	\$371,250
Total	30,502	29,845		15,439			

Source: Connecticut Economic Resource center (CERC)

Exhibit 13: Age Projections for Lower Connecticut River Valley Planning Area (UCONN)



Source: NP analysis of UCONN population forecast data for state planning regions

SUMMARY: MARKET CONDITIONS AND OPPORTUNITIES IN THE ROUTE 1 CORRIDOR

The Clinton, Westbrook, Old Saybrook area has several key factors that will influence development patterns:

- Demographic changes suggest a potential for increased demand for multifamily housing products resulting from a combination of growth in empty-nesters and 25-29 age cohorts.
- Improved rail access and increased job growth in the New Haven metro area could be an important driver of some TOD-oriented demand supporting development in the study area. Note that:
 - There will be competition for this investment in the I-91 corridor, and

- Additional development of amenities and “place-making” will be important points of differentiation versus other communities seeking TOD-driven investment.
- Commercial real estate dynamics suggest a greater probability of infill and reuse development rather than new “greenfield” development. This is because:
 - Relatively low price points for space coupled with low vacancy suggests limited demand,
 - Development aimed at local markets will likely serve to redistribute existing retail sales creating the potential for increased vacancies,
 - Older retail facilities in the area will need refitting in the next several years to remain viable, and
 - Changing retail formats (e.g. plaza infill, lifestyle centers, new urbanist models) may require an examination of zoning including increased reuse of existing Town Center storefronts.

The lack of fervent demand in the towns creates an opportunity to carefully consider zoning, design standards, and transportation issues to encourage and enhance refit and reuse strategies for the Corridor’s existing developed properties. These strategies will be explored in subsequent study phases.