## MARKET FEASIBILITY AND REDEVELOPMENT RECOMMENDATIONS FOR

THE HENDEY MACHINE COMPANY SITE


Prepared for THE TORRINGTON HISTORIC PRESERVATION TRUST, INC.

## กीใ Connecticuť <br> still revolutionary



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## EXECUTIVESUMMARY

The historic Hendey Machine Company Site in Torrington, Connecticut has been identified as a redevelopment opportunity for the City of Torrington. The following study was funded by a Connecticut Trust for Historic Preservation Making Places grant made possible by the State Historic Preservation Office, Department of Economic and Community Development, through the Community Investment Act.

The long neglected site is comprised of approximately 200,000 square feet on approximately $9+$ acres, and though not in uniformly good condition, the buildings have not generally deteriorated to the point at which they cannot be repurposed for new economic uses. In our view, most of the buildings have architectural merit and are solid representations of Torrington's industrial past. The buildings are well configured for new uses though the configuration of the site and access to the site are not optimal. The buildings are also owned by two separate entities, and not surprisingly, each have their own expectations and plans. One of the owners anticipates selling his site to the State of Connecticut Department of Transportation for use as a regional bus facility. The State of Connecticut Historic Preservation Office has delivered a letter to the DOT stating their findings that demolition of buildings would constitute an "Adverse Effect".

In fact, as part of our work, we had the opportunity to review the letter dated December 9, 2013, from Mr. Daniel T. Forrest, State Historic Preservation Officer, State of Connecticut, Department of Economic and Community Development - State Historic Preservation Office to the Office of Environmental Planning at the Department of Transportation regarding the Hendey Machine Company complex. In summary, that letter states that the State Historic Preservation Office found that "the demolition of Pattern Shop and Machine Shop 1 would constitute an 'Adverse Effect' to historic resources." The letter is attached as an Exhibit to our report.

Section 106 of the National Historic Preservation Act of 1966 (NHPA) and the provisions of the Connecticut Environmental Policy Act require Federal and State agencies to take into account the effects of their undertakings on historic properties, and afford the State Historic Preservation Office (SHPO) a reasonable opportunity to comment. The SHPO makes an assessment of "Adverse Effects" on the identified historic properties based on criteria found in the SHPO's regulations, which parallel those found in Section 106 of the NHPA. Among other things, the regulations recommend that the SHPO should involve the public and other potential consulting parties.

If SHPO agrees that there will be no adverse consequences, the Department of Transportation may proceed with the undertaking and any agreed-upon conditions. If the Department's undertaking could affect historic properties, they must then try to resolve the "Adverse Effect" using a progressive process beginning with Avoidance, then Minimization and finally Mitigation.

At present it is our understanding that the Department of Transportation has undertaken a process to resolve the adverse effect on the historic properties. As described in more detail elsewhere in this report, we have concluded that the Hendey Machine Company complex can accommodate the planned Department of Transportation facility in a manner which will permit the agency to comply with the regulations regarding the resolution of the "Adverse Effect" by utilizing a Minimization strategy.

We recommend that the proposed DOT facility be integrated into an overall mixed-use redevelopment plan for the Hendey site. A DOT facility can be delivered as part of a first phase of this redevelopment, allowing this important facility to be completed in a timely fashion to address the needs of the community and region. Additionally, we conclude that the impact of the DOT facility be understood and recognized as an important potential catalyst in forging the success of any redevelopment plan for the Hendey site. Conversely, a DOT facility which is poorly integrated into the overall site has the potential to materially impair the successful eventual redevelopment of the site.

As part of our work, $G+Y$ conducted an extensive market study to determine capacity and pricing levels achievable in the context of a mixed-use redevelopment. In this regard, we conclude that the mixed-use plan most likely to be successful will integrate a variety of multi-family rental housing types with a modest level of offices, shops and services. In particular, our study has identified a variety of housing opportunities for the site including market rate, workforce and what we would describe as live/work units.

Specifically, we expect utilizing all of the buildings allows for approximately 129 units, 34,000 square feet of first floor commercial and $90+$ enclosed parking spaces. The live/work units would be attractive to people in the creative arts, but also to other residents who might choose to work at home in a variety of businesses

In a similar regard, we are recommending a collaborative work space be incorporated into the final plan. This could be a facility that offers shared services and the opportunity for residents throughout the City to convene in place to work in collaborative ways alongside other independent or at-home employees. We would also plan to see associated convenience retail services that would also cater to the residents in the area and that would benefit from the presence of transit passengers should that be an outcome of the DOT bus facility

Overall, Torrington is on an excellent trajectory and activity in the downtown evidences the City's role as a commercial and entertainment center serving Litchfield County and the western suburbs of Hartford. Its proximity to those communities can be leveraged given Torrington's cost advantage. The community enjoys a positive rating and ranks well as a micropolitan area. It would be difficult not to notice the renaissance in culture and arts as well as the ancillary businesses that now exist as a result. The Hendey site is well positioned to become part of this economic "ecosystem" and it would both benefit from and further enhance this positive development. The site's proximity to downtown is a material advantage. We are confident that the revitalization of the Hendey site can be a case study or prototype for other similar efforts in Torrington. It can attract investment, create economic opportunity and retain and attract educated $25-35$ year olds that are fundamental to grow an economy. Our retail analysis identifies significant utilization of the City by residents of surrounding towns.


## Conclusions \& Recommendations: Next Steps

We recommend that the all parties involved including the Department of Transportation, the City of Torrington, the Torrington Development Corporation, the Torrington Historic Preservation Trust and the Department of Economic and Community Development begin to collaborate on the redevelopment of the Hendey Machine Company site.

Further, G $+Y$ recommends that the parties work together to:
a) Form a project management and coordination team,
b) The Torrington Fistoric Preservation Trust should continue as a catalyst and convene the "team" and facilitate the governance and structure of that team,
c) Produce a plan for Phase I of the redevelopment, to include the construction of a DOT transit facility which provides for the requirements of the North western Connecticut Transit District. The final Phase I should provide for the integration of that facility within the overall redevelopment plan for the Hendey site, while maximizing the catalytic economic benefit which a properly designed DOT facility can offer to the overall redevelopment plan,
d) Conduct a comprehensive environmental and structural assessment of the existing site and structures,
e) Further develop and refine project cost estimates and develop a funding plan,
f) Identify applicable incentive programs which can be utilized to support the financial feasibility of a realistic redevelopment program,
g) Establish purchase and sales contracts with Messrs. Chadwick and Campbell,
h) Review the overlay zone for adequacy and flexibility to support the project as a mixed-use development. Also confirm consistency with the Plan of Conservation and Development and the Municipal Development Plan,
i) Create a "Fabrication District" within the zone which would specifically permit technological design \& prototyping, social media \& marketing, artisan production, exhibition, sales, service and educational shared workspaces, and similar uses by the tech, atts and creative economy
i) Prepare and present a marketing program which clearly and comprehensively presents the Hendey Machine Company redevelopment opportunity to the development community.

G+Y would be pleased to assist the project team in the implementation and management of these important steps.
We have concluded that the Hendey Machine Company site is a uniquely valuable opportunity to return a historic, but under-utilized manufacturing site to productive uses and part of Tortington's economic future.

## PLACEMAKING

## Overview

When properly programmed, planned and implemented, the redevelopment of the Hendey site would provide a memorable "Placemaking" opportunity for the City of Torrington. The site could be leveraged and act as a catalyst for the surrounding blocks and for Torrington's immediate downtown along Main Street and Church Street. The power of "Place" can be harnessed for the site.

A placemaking approach is best accomplished if it addresses the entire site and conforms it to a common vision and development plan. Uses must be "curated" and given the trends in Torrington and its proximity to Litchfield County's more affluent communities, we see building around a core of arts, culture, entertainment, and collaborative work spaces including such uses as 3D additive manufacturing, culinary uses, an accelerator and shared offices. The "creative collisions" that arise from seemingly disparate uses would be a powerful and attractive force for the "creative class" that can be drawn to
Torrington, or no doubt already resides, but is hidden in the community. A "place" for mixed uses (live, work and play) could be even further enhanced if coupled with a transportation component. People are choosing to work and live in new ways and new places. The Hendey site can be a solution.

A full array of mixed uses on the Hendey site can begin the virtuous circle of positive economic development and there is no reason that Torrington can't begin to resemble and then surpass similar communities such as Easthampton, MA, Putnam, CT, or Greenfield, MA.

Placemaking is both an overarching idea and a hands-on tool for improving a neighborhood, city or region. It has the potential to be one of the most transformative ideas of this century. - PROJECT FOR PUBLIC SPACES
"Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Place-making capitalizes on a local community's assets, inspiration and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being. Place-making is both a process and a philosophy." - WIKIPEDIA

"Placemaking is the process of creating quality places that people want to live, work, play and learn in. Placemaking is a people-centered approach to the planning, design and management of public spaces." Placemaking is a people-c
-MARK A. WYCKOFF

## HOUSING MARKET

A Market Migration Study provides insights into the total annual market size for relocation activity that is likely to require new housing in a given market.

## Potential Market

The potential market for mixed-use housing is derived from the pool of households who move within the market area in a given year, and those who move to the area from other counties and even other states. Based on our projections, the study area is expected to see a fairly stable total household count over the next five years at the 5,13 and 23 -minute drive time market sizes.

To estimate the size of the potential market we used regional in-county mobility rates as a proxy for the rates at which households are likely to relocate somewhere within the target market area. Of the 47,500 $+\backslash$ - existing households living within the 23 -minute radius of the proposed project, approximately 2,600 are likely to move within the same county in a given year. Based on 2010 Census data, more than $70 \%$ or approximately 1,800 , are probable renters.

Population Migration
We also assume that households moving into the market area will have characteristics that are similar to current residents. Approximately 2,400 new households moved into Litchfield County from outside the area between 2011 and 2012, according to the latest Census data. The 23 -minute target study area holds nearly $62 \%$ of the Litchfield county population and will presumably attract a similar share of the new households, totaling about 1,450 . About $2 / 3$ of these, or 950 , are probable renters and potential candidates for multi-family housing.

Combining the 1,800 renter households that move within the market area each year with 950 moving in from outside produces a potential market for multi-family housing of 2,750 units annually. These estimates should, however, be narrowed further to adjust for characteristics such as target income ranges and demographic profiles that are in keeping with the design and scope of this project. And these estimates should be conditioned on historical evidence of the area's ability to absorb new housing units.


## HOUSING OCCUPANCY

The target study area is characterized by vacancy rates above $10 \%$, and an approximately equal share of owner-occupied and renter-occupied housing in the immediate 5-minute drive time market. Much of the housing in Torrington is old; for example, the average year built of an owner occupied home is 1959.

[^0]Market Distribution

 market areas over the next five years.


5 MIN

HOUSING OCCUPANCY


## IMPLEMENTATION: Housing Component

The analysis of migration patterns in the study area concluded that approximately 2,750 households could be in the market each year for new housing accommodations. Due to the relatively small size of the market, the proposed residential development should include a mix of both market rate and subsidized units to potentially capture as much of the market as possible. New product with off street and possibly enclosed parking, HVAC, energy efficiency etc. will have a competitive advantage over existing housing in the town.

Implementation
Aggressively promoted projects in Litchfield County can capture up to $5 \%$ of the target market. More reasonable capture rates fall into the range of $1.5 \%$ to $3 \%$. For the current project, a $5 \%$ capture rate would translate into 137 units per year, $3 \%$ amounts to 82 units, while $1.5 \%$ amounts to just 41 units per year.

Given the proposed project's location in downtown Torrington and the "placemaking" aspect of the re-development, we can expect capture rates to be on the upper end of the scale. Given this, we can reasonably expect up to 75 units to be leased in one year. This would require a capture rate of $2.7 \%$, something we think is feasible for this project.

Unit Distribution
The current profile of rental units in Litchfield County offers insight into the area's long run preferences for apartments of different sizes. In Litchfield County, about $44 \%$ of units are 1 -bedroom and $35 \%$ 2-bedroom. We recommend remaining close to these proportions in the construction of new rental housing for the area plus adding a number of studio apartments.

Funding
Given the proposed mix of subsidized and market rate units and the low rents surrounding the project, as well as the eligibility for historic, transit oriented, and affordable housing incentives, we suggest the project apply for appropriate state and federal grants.

## RENTAL MARKET: Current Inventory

Prepared For: The Torrington Historic Preservation Trust

Housing Market

| Address | Tvpe | Bedrooms | Baths | SqFt | Built in | Rent Per Unit |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: |
| 10 Larkspur Farm Rd | Multi-Family | 3 | 3 | 1,950 | 1988 | 1,375 |
| 505 Harwinton Ave | Multi-Family | 2 | 2.5 | 1,094 | 1988 | 1,050 |
| 839 Main St | Condo | 1 | 1 | 520 | 1987 | 700 |
| 699 S Main St | Multi-Family | 2 | 2.5 | 1,110 | 1987 | 875 |
| 2 Perkins St | Multi-Family | 2 | 1 | 936 | 1987 | 950 |
| 1229 Winsted Rd | Condo | 2 | 2.5 | 1,100 | 1987 | 1,100 |
| 104 Hillside Ave | Multi-Family | 2 | 2.5 | 1,056 | 1986 | 1,150 |
| 105 Woodside Cir | Multi-Family | 2 | 2 | 1,612 | 1975 | 1,200 |
| 441 Evergreen Rd | Multi-Family | 3 | 2.5 | 1,956 | 1975 | 1,000 |
| 319 Cliffside Dr | Multi-Family | 2 | 2 | 1,154 | 1975 | 1,200 |
| 274 Cliffside Dr | Multi-Family | 2 | 2 | 1,154 | 1975 | 1,100 |
| 34 Nelson St | Multi-Family | 2 | 1 | 600 | 1947 | 650 |
| 182 N Elm St | 2 family | 2 | 1 | 875 | 1940 | 800 |
| 120 Patterson St | 3 family | 2 | 1 | 1,050 | 1939 | 875 |
| 280 Hillside Ave | 3 family | 2 | 1 | 792 | 1935 | 900 |
| 137 Wall St | 2 family | 4 | 2 | 1,843 | 1930 | 1,000 |
| 53 Lorenzo St | 3 family | 2 | 1 | 898 | 1930 | 730 |
| 46 Tracy Ave | 3 family | 1 | 1 | 600 | 1930 | 675 |
| 359 N Elm St | Multi-Family | 2 | 1 | 1,160 | 1930 | 800 |
| 20 Clinton St | 3 family | 2 | 1 | 1,258 | 1927 | 800 |
| 102 Red Mountain Ave | 3 family | 2 | 1 | 844 | 1920 | 750 |
| 186 High St |  | 1 | 1 | 1,000 | 1920 | 600 |
| 59 Wolcott Ave | 3 family | 2 | 1 | 950 | 1920 | 850 |
| 12 Hardy St | Multi-Family | 2 | 1 | 950 | 1917 | 800 |
| 12 Hardy St | Multi-Family | 3 | 1 |  | 1917 | 900 |
| High Street |  | 2 | 1 | 1,200 | 1916 | 850 |
| 62 Beechwood Ave | 3 family | 2 | 1 | 1,134 | 1910 | 900 |
| 92 Beechwood Ave | Multi-Family | 2 | 1 | 927 | 1910 | 850 |


| Address | Type | Bedrooms | Baths | SqFt | Built in | Rent Per Unit |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: |
| 62 Oak Ave | Multi-Family | 3 | 1 | 1,275 | 1910 | 850 |
| 85 Hoffman St | 3 family | 2 | 1 | 1,000 | 1900 | 775 |
| 37 Culvert St | 3 family | 3 | 2 | 1,200 | 1900 | 1,300 |
| 28 Lewis St | 2 family | 1 | 1 | 800 | 1900 | 725 |
| 62 E Pearl St | 3 family | 2 | 1 | 1,010 | 1900 | 625 |
| 432 Main St | 3 family | 3 | 2 | 1,100 | 1900 | 925 |
| 432 Main St | 3 family | 1 | 1 | 650 | 1900 | 600 |
| 49 Whiting Ave | 3 family | 3 | 1 | 1,000 | 1900 | 700 |
| 347 Main St | Multi-Family | 2 | 1 | 1,020 | 1900 | 650 |
| 51 Clarence St | 3 family | Studio | 1 |  | 1900 | 825 |
| 367 S Main St | 3 family | 1 | 1 | 502 | 1900 | 695 |
| 374 Migeon Ave | Multi-Family | 2 | 1 | 793 | 1900 | 850 |
| 42 Workman Avenue | Multi-Family | 2 | 1 | 1,584 | 1900 | 875 |
| 66 Center St FL | Multi-Family | 3 | 1 |  | 1900 | 625 |
| 937 E Main St | 2 family | Studio | 1 | 850 | 1890 | 599 |
| 136 Washington Ave | Multi-Family | 3 | 1 |  |  | 995 |
| 44 Smith Street | Multi-Family | 2 | 1 |  |  | 850 |

* Again, note that virtually all of the current multi-family housing inventory was built more than 30 years ago. Accordingly, we believe that a newly constructed project can capture a disproportionate share of the expected housing demand.*


## RETAIL MARKET

Overview
Retail trade can be broadly grouped into a number of categories based upon the North American Industry Classification System (NAICS). However, for the purposes of our review of a given trade area, G +Y typically examines several major groupings including Genetal Merchandise, Apparel \& Accessories, Furniture and Other Sales ("GAFO") and Food \& Beverage stores. This excludes, for example, motor vehicle sales, gasoline stations and building materials.

For the subject location and project, we chose to focus primarily on retail demand being generated from within the 5,15 and 23 minute drive time trade area.

Specialized goods, including clothing, hardware, and motor vehicles, can typically draw from a larger market. While many markets can draw customers up to 15 -minutes away, given the rural nature of the surrounding Torrington area, a draw of upwards of 23 -minutes is possible.

As Litchfield County's only major city, Torrington has a unique retail draw. Litchfield County's rural areas dominate the areas north and west of Torrington's city limits, while density significantly increases south and east towards Waterbury and the Greater Hartford region. A resident over 23 minutes north of Torrington might be reasonably expected to shop in Torrington, residents south and east have a multitude of attractive options nearby, making shopping in Torrington unlikely. As such, a drive time analysis is not entirely determinative of the greater retail potential.

Instead, we have used the Torrington Micropolitan area as a proxy for the greater retail draw By comparing it to the 23-minute drive time metric, we can begin to understand the demand for new retail development.


## Local Retail

Overall, the local retail market for Torrington meets and, in some cases, falls short of demand. In the local 5 -minute trade area, there is a total retail potential of $\$ 173$ million, $\$ 32$ million of which is Food \& Drink and Personal Services. The supply for this market is much larger at $\$ 221$ million, with $\$ 58$ million Food \& Drink and Personal Services. This means visitors from outside of Torrington are coming to the city to enjoy restaurants, attend events and shop. In addition, the 15 -minute similarly shows a significant surplus of supply for Food \& Drink and Personal Services, with $\$ 139$ million, outpacing the $\$ 116$ million demand.

However, by examining the larger Micropolitan trade area, there is significant unmet demand in the local market subsectors. The total demand of $\$ 531$ million for Food \& Drink and Personal Services is well above the $\$ 322$ million supply. This short fall suggest an opportunity to fill an unmet demand.

The oversupply in the local market and significant unmet demand in the larger market indicate Torrington's local retail draw is significantly larger than the typical 5 minute, potentially reaching as far as 15 -minutes in all directions and as far as 30 minutes to the north and west.

## Regional Retail

The regional market for Torrington is characterized by significan unmet demand. Overall, total retail potential for the trade area is $\$ 1.562$ billion for the 23 -minute market and upwards of $\$ 2.873$ billion for the Micropolitan area. The total supply is under the demand, with $\$ 1.505$ billion supply in the 23 -minute market.

There are several retail subsectors with demand outpacing supply by up to $70 \%$. Electronics, Clothing and Sporting Goods all have demand outpacing supply by over $30 \%$ in the 23 -minute market and over $45 \%$ in the Micropolitan market. However, a few subsectors do not have significant unmet demand. There is a surplus of Automotive and Building Materials in both markets, while Furniture and Groceries have an unmet demand of up to $15 \%$.

| 5 Min Drive Time |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Industry Summary | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Total Retail Trade and Food \& Drink | \$173,501,290 | \$220,809,916 | -\$47,308,626 | -12.0 | 215 |
| Total Retail Trade | \$155,783,165 | \$193,488,184 | -\$37,705,019 | -10.8 | 178 |
| Total Food \& Drink | \$17,718,125 | \$27,321,732 | -\$9,603,607 | -21.3 | 37 |
| 15 Min Drive Time |  |  |  |  |  |
| Industry Summary | $\begin{gathered} \text { Demand } \\ \text { (Retail Potential) } \end{gathered}$ | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Total Retail Trade and Food \& Drink | \$628,641,836 | \$887,820,527 | -\$259,178,691 | -17.1 | 574 |
| Total Retail Trade | \$565,162,002 | \$826,633,817 | -\$261,471,815 | -18.8 | 472 |
| Total Food \& Drink | \$63,479,835 | \$61,186,710 | \$2,293,125 | 1.8 | 102 |
| 23 Min Drive Time |  |  |  |  |  |
| Industry Summary | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Total Retail Trade and Food \& Drink | \$1,561,830,006 | \$1,505,085,249 | \$56,744,757 | 1.9 | 1,185 |
| Total Retail Trade | \$1,403,836,085 | \$1,397,767,024 | \$6,069,061 | 0.2 | 988 |
| Total Food \& Drink | \$157,993,920 | \$107,318,225 | \$50,675,695 | 19.1 | 197 |

## DEMOGRAPHIC \& SOCIOECONOMIC PROFILE

An understanding of the socioeconomic and demographic characteristics that describe a community serve to inform the market study. The predominant market cohorts present in this study area are young, new households and prosperous empty nesters.

## Demographics

In all 3 study areas, the vast majority of residents are White, comprising $82.9 \%, 89 \%$, and $89.1 \%$ of residents in the 5,15 , and 23 -minute drive-times, respectively. While the study areas are largely homogeneous, there is some ethnic diversity in the 5 -minute drive time study area, with a Diversity Index of 48.6 . This is compared to the 15 and 23 -minute market Diversity Indices of 33.5 and 33.1. As is occuring in most Connecticut urban areas these study areas are expected to become more diverse in the next 5 years.

Within the 5 -minute drive time study area, the median age of area residents is 40.2 years, which is above the US median of 37.9 years in 2015 . The 15 and 23 -minute drive time markets are significantly older, with median ages of 44.4 and 44.2 . The median age of all three markets is expected to continue to increase between now and 2020.

AGE DISTRIBUTION


INCOME DISTRIBUTION


Socioeconomics
As a central part of our analysis of market areas, we use socioeconomic data provided by Environmental Systems Research Institute, typically referred to as ESRI. ESRI is the definitive geographic information systems company and it provides a wide variety of software and data products to help us better understand a market area. Among other products and services provided by ESRI, G+Y utilizes ESRI's Tapestry Segmentation methodology and accompanying data to assist us in analyzing economic activity within a given market area.

The share of the population 25 and older holding a Bachelor's degree or higher is $15.8 \%$ within a 5 -minute drive of the proposed site, as opposed to $28.8 \%$ nationally. This number increases to $25 \%$ within the 15 minute study area and $28.2 \%$ in the 15 minute market. The employed population works largely in manufacturing and services.

Median household income within a 5 -minute drive time of the site is $\$ 41,211$ - less than the US median of $\$ 53,046$ and significantly lower than the CT median of $\$ 69,461$. The median income increases significantly as the size of the study area increases with median incomes of $\$ 53,022$ and $\$ 59,867$ in the 15 and 23-minute markets.

## Tapestry Segments

Tapestry helps us understand residents' lifestyle choices, what they buy, and how they spend their free time. Tapestry classifies US residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics. Using the insights provided by Tapestry, we can accurately identify market demand and underserved markets. Additionally, Tapestry allows us to improve project success by enabling us to more precisely match the project to the market demand. For more information, see http://www.esri.com/landing-pages/tapestry

Tapestry segments describe patterns and similarities within a community. Lifestyle choices for retail, housing, recreation and employment are revealed by utilizing these reports. The dominant Socioeconomic Tapestry Segments in the immediate 5-minute drive time study area around the proposed project are what ESRI identifies as 'Front Porches', 'Parks and Rec' and 'Set to Impress.' 'Front Porches' and 'Set to Impress' are comprised of young households, both singles and families, living in more urban communities. They are inclined to rent and have lower than average incomes. Parks and Rec' are typically modest homeowners living in the suburbs of local cities. Together, these 3 tapestries represent over $86 \%$ of the 5 -minute market. In the broader 23 minute market, 'Parks and Rec' and 'Front Porches' are prevalent as well as 'Savvy Suburbanites.' 'Savvy Suburbanites' are prosperous empty nesters who enjoy shopping at local businesses and enjoy the arts.

In-depth descriptions of each of these Tapestry Segments are included in the Appendix to this report.

EDUCATIONAL ATTAINMENT


MEDIAN INCOME BY MARKET


TOP 3 TAPESTRY SEGMENTS


5 MIN


23 MIN

## COMPETITIVE ALIGNMENT WITH EXISTING NODES OF ECONOMIC ACTIVITY



## MASSING STUDY: Programming Elements- Plan 1



Focuses on historic preservation maintaining existing structure intact along Summer Street reinforcing the streetfront building line. The new development and activity zone "behind" is screened by the preservation of the historic buildings.


Focuses on historic preservation of existing structures on Summer Street reinforcing as much of the streetfront building line as possible. This takes advantage of any newly created access into the site providing a more integral development and exposing previously hidden layers of earlier period historic buildings currently hidden from view.

## CONCEPTUAL LAYOUT: Site Concept 1



Including the DOT proposal as part of a mixed use program would allow for the property's transformation into a transit hub resulting in a true mixed-use TOD (Transit Oriented Development)
(1)

Per Massing Study 1; Focuses on historic preservation maintaining existing structure intact along Summer St reinforcing streetfront and building line.
(2)

Positions new development and activity zone "behind" the Summer St preservation; provides a buffer for the DOT facility and encourages cross circulation.
(3)

Utilizes the linear parcel of land to Litchfield St for agricultural retail and provides a more attractive approach and buffers the DOT facility from the roadway.
(4)

DOT parking shed superimposed over existing portion of building.

## CONCEPTUAL LAYOUT: Site Concept 2



CONCEPT STUDY: Possible reprogramming of buildings


The Factory in 1903


The works at its largest, 1921


Later period infill and proposed garage beyond


Later period infill and potential residential \& mixed use beyond

## CONCEPTUAL LAYOUT: Site Concept 3



DOT parking shed superimposed over existing portion of building.

## CONCEPT STUDY: Possible reprogramming of buildings



1 Portion of existing, original structure renovated for public offering (TBD) and mixed use


Portion of existing, "add-on" structure demolished to accentuate the original architecture and provide for site retention
(3) Existing office building to be preserved and refurbished
(4) Area of existing mill structure demolished due to
(4) anticipated structural challenges; materials preserved for repurposing
(5)

Area of existing mill structure demolished due to
anticipated structural challenges and efficiency of layout; materials preserved for repurposing in new construction within the same footprint

- Façade of existing mill structure to be preserved and renovated as part of the reconstruction of the aforementioned new construction
(7)

Area of existing, "later period" structure demolished to reveal the earlier period architecture of buildings 8 and 9 and provide for improved site access from Summer Street
(8)

Existing, original structure revealed for residential and mixed use with parking housed on lower level
(9)

Existing, original structure revealed for residential and mixed use with parking housed on lower level

10
New construction utilizing as much salvaged material from previously noted demolitions as possible for residential and mixed use with parking housed on lower level

11 Existing mill structure to be preserved and renovated as mechanical and parking for new mixed use development.

CONCEPT STUDY: Possible reprogramming of buildings



[^0]:    Vacancy
     average.
     rates are estimated to be $14.4 \%$.

