Business Advisory Committee
Regular Meeting, April 22, 2019
Newtown Municipal Center, Council Chamber
3 Primrose Street, Newtown

MINUTES ARE NOT FINALIZED UNTIL APPROVED BY THE BUSINESS ADVISORY COMMITTEE

Present: Don Droppo, Jr., Curtis Packaging Chris Hottois, Flint Ridge Development; Erica Sullivan, Castle Hill Chocolate; Carrie Swan, Black Swan Hearth & Gift Shop; Bruce Walczak, Relocation Consultants.

Unable to Attend: Michele Hanson, Farmhouse Restaurant; Adam Richichi, Dental Associates; Sue Shortt, Shortt's Farm & Garden, Dan Sorrentino, Newtown Hardware.

Also Present: First Selectman Daniel Rosenthal, Christal Preszler, Scott Buchanan, Chamber of Commerce, Nancy Crevier, Editor, The Newtown Bee.

First Selectman Rosenthal called the meeting to order at 1:33 p.m.

Acceptance of Minutes: Bruce Walczak moved to accept the meeting minutes of January 28, 2019. Erica Sullivan seconded. All in favor.

Chamber of Commerce Report: Scott Buchanan reported Martini Madness is May 2nd, and is typically very well attended and a great local networking opportunity. There is a volunteer fair on May 10th. People looking for volunteer opportunities can talk to different non-profits. Small Business Week is coming up; no date yet. The Chamber of Commerce email events, locations, times, with the ability to RSVP.

Fairfield County Commercial Brokers Meeting Update: Christal Preszler said that the Fairfield County Commercial Broker meetings are typically held in lower Fairfield county. Newtown is hosting the next meeting on Friday, April 26, at the Edmond Town Hall, to remind them Newtown is also Fairfield County and we would love to have them think of Newtown when looking for space or homes for businesses. Ms. Preszler expects approximately one hundred brokers. The presentation will be linked to the Economic Development web page.

Heritage Trail Presentation: Chris Hottois presented the Heritage Park & Trail Concept Proposal (att.). Sandy Hook Organization for Prosperity (S.H.O.P) is a very active organization that is spearheading this project. The Town took ownership of 7 Glen in 2014. The proposal converts this property into a park, including a parking lot, a pavilion and the trail head. Trail markers will display historical narratives and vintage photographs. The proposal includes enhancements to Dayton Street, which will accentuate the park system as well as facilitate the heritage walk. With fundraising the estimated cost of the park & trails will be just over $112,000. The project will add 28-30 parking spaces. This will make the businesses stronger. There is space for business to grow but the challenge is many of the buildings have to be retrofitted or renovated. The opportunity exists in adaptive re-use and renovation. Zoning is in place to support co-existence of commercial and residential. The river makes Sandy Hook a destination. There has to be a balance between open space and parking. The connection to Al's Trail is an asset.

Rec'd. for Record 4-23 2019
Town Clerk of Newtown 1:22 pm
Debbie Aurelia Halstead

Ideas/Suggestions: The Toddy Hill Road bridge/road construction should be complete in the next several weeks. The exit 11 project has gone to final design. First Selectman Rosenthal will look into flooding in areas of Rte. 25 but said the water tables are high due to the rain cycle since August. Nancy Crevier reminded the business owners to send press releases to The Newtown Bee for any events to go on the calendar, both online and in print. The Lion's Club is spearheading fundraising for scraping and painting the flagpole. Christal Preszler suggested they look into a CT Historic Preservation grant.

Next Meeting Date: The next meeting is June 24 2019.

Adjournment: Having no further business report of Business Advisory Committee adjourned their meeting at 2:30p.m.

Att: Heritage Park & Trail Concept Proposal, Nov. 4, 2018

Respectfully submitted,
Susan Marcinek, Clerk pro-tem

SANDY HOOK *Village*

Heritage Park & Trail

Concept Proposal

November 7, 2018

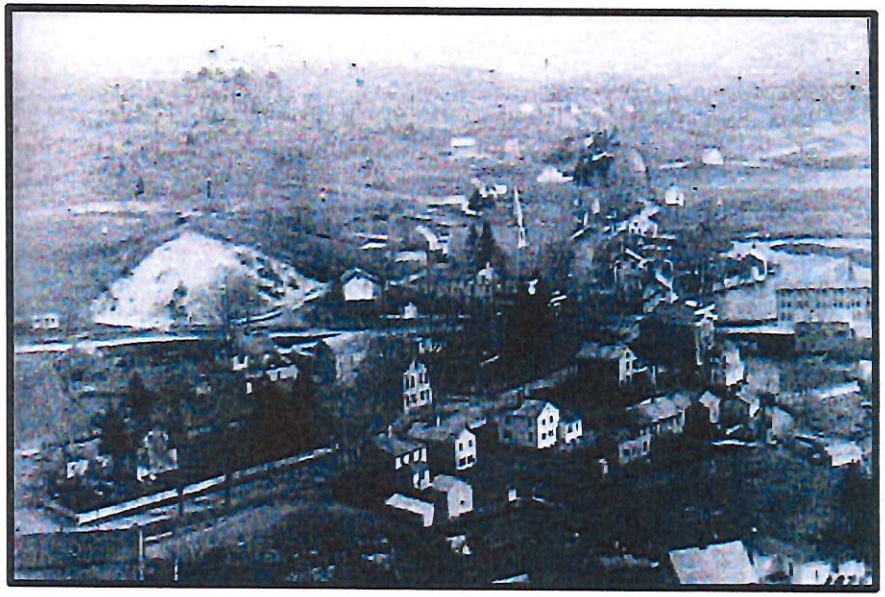
Sponsored by:

Sandy Hook Organization For Prosperity (S.H.O.P.)

Sandy Hook Organization for Prosperity (S.H.O.P.)

Overview

- Promotes Sandy Hook Village as a family friendly, pedestrian-oriented, mixed-use community within Newtown
- Actively partners with the Town on initiatives geared toward the continued revitalization and growth of the Village since the 1980's
- Membership is comprised of local Sandy Hook residents, property owners and business proprietors.
- Instrumental in consensus building, advocacy, fundraising, marketing and oversight of Sandy Hook Village projects/programs, including
  - Design District Overlay
  - Streetscape Projects (2)
  - Waterline Projects (2)
  - Village Maintenance
  - Seasonal Light Pole Decorations



Annual Events Organized & Sponsored By S.H.O.P.

Concert Series

Passport to Sandy Hook

Halloween Walk

Christmas Tree Lighting

Active & Engaged Community Based Organization

7 Glen Road

Former Garage - Town Owned



Overgrown & Unlit Lot Detracts From Sandy Hook Village

7 Glen Road

Former Garage - Town Owned



Lillis & Hurd Service Station, c. 1925

Rocky Glen State Park

GLEN ROAD

816

DAYTON STREET

RIVERSIDE ROAD

CHURCH HILL ROAD

WASHINGTON AVE

Environmental Risks Impede Commercial Sale

Sandy Hook Heritage Park & Trail

7 Glen Rd Concept Proposal

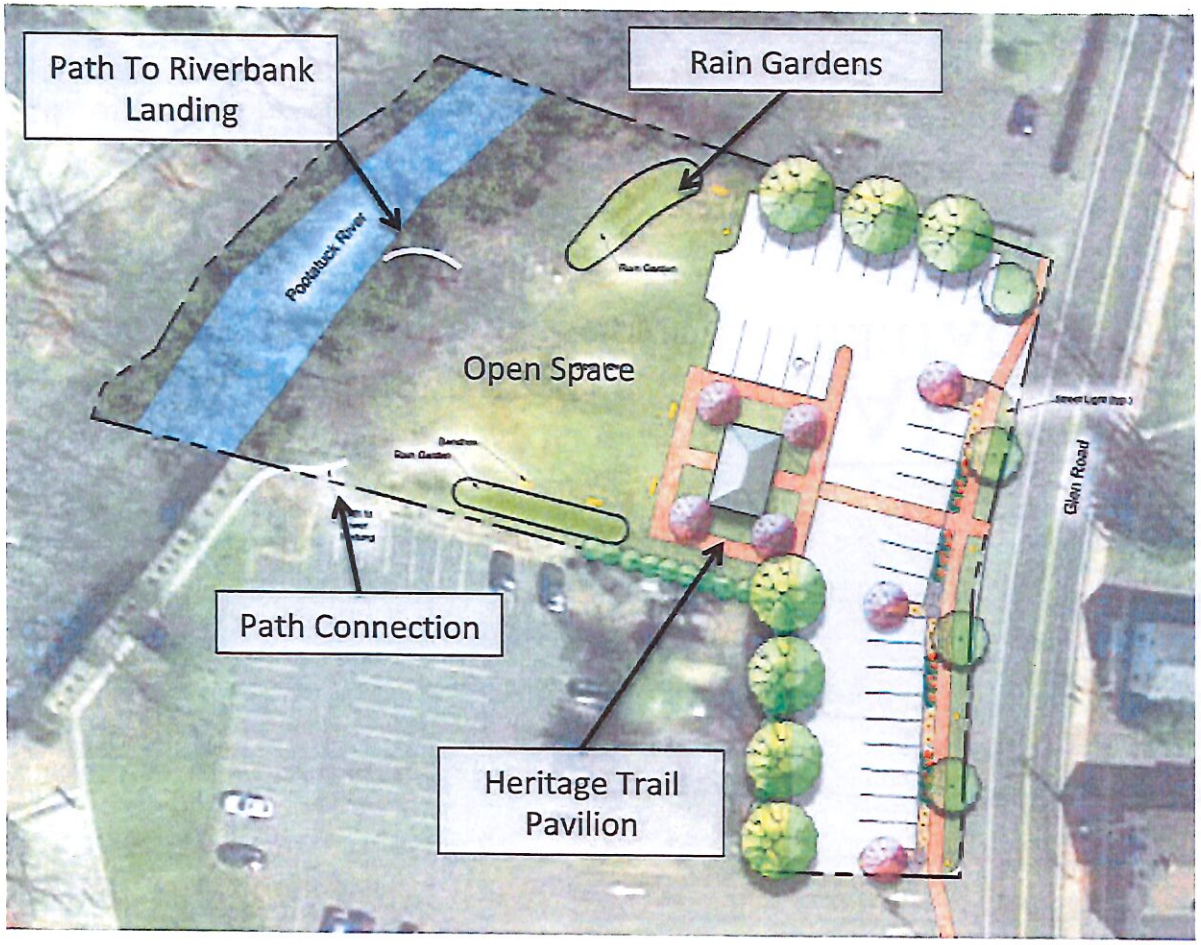
- Retain as Town owned property and repurpose into a community park ("Heritage Park")
- Heritage Park to feature open space along the Pootatuck River
- Heritage Trail Pavilion to display a historical introduction to Sandy Hook and a walking trail map of the area
- Permanent trail markers will display historical narratives & vintage photographs of prominent individuals, groups, events and architecture in Sandy Hook
- Heritage Trail content to be curated by Dan Cruson

SANDY HOOK
HERITAGE PARK & TRAIL

Highest & Best Use For Parcel

Sandy Hook Heritage Park

Site Plan Concept



Showcases Sandy Hook's Natural Features & Reintroduces Green Space In Sandy Hook Village

Heritage Park

Heritage Trail Pavilion



Creates Community Gathering & Event Space

Heritage Park

Street View



Heritage Pavilion Welcomes Visitors To Sandy Hook

Heritage Park

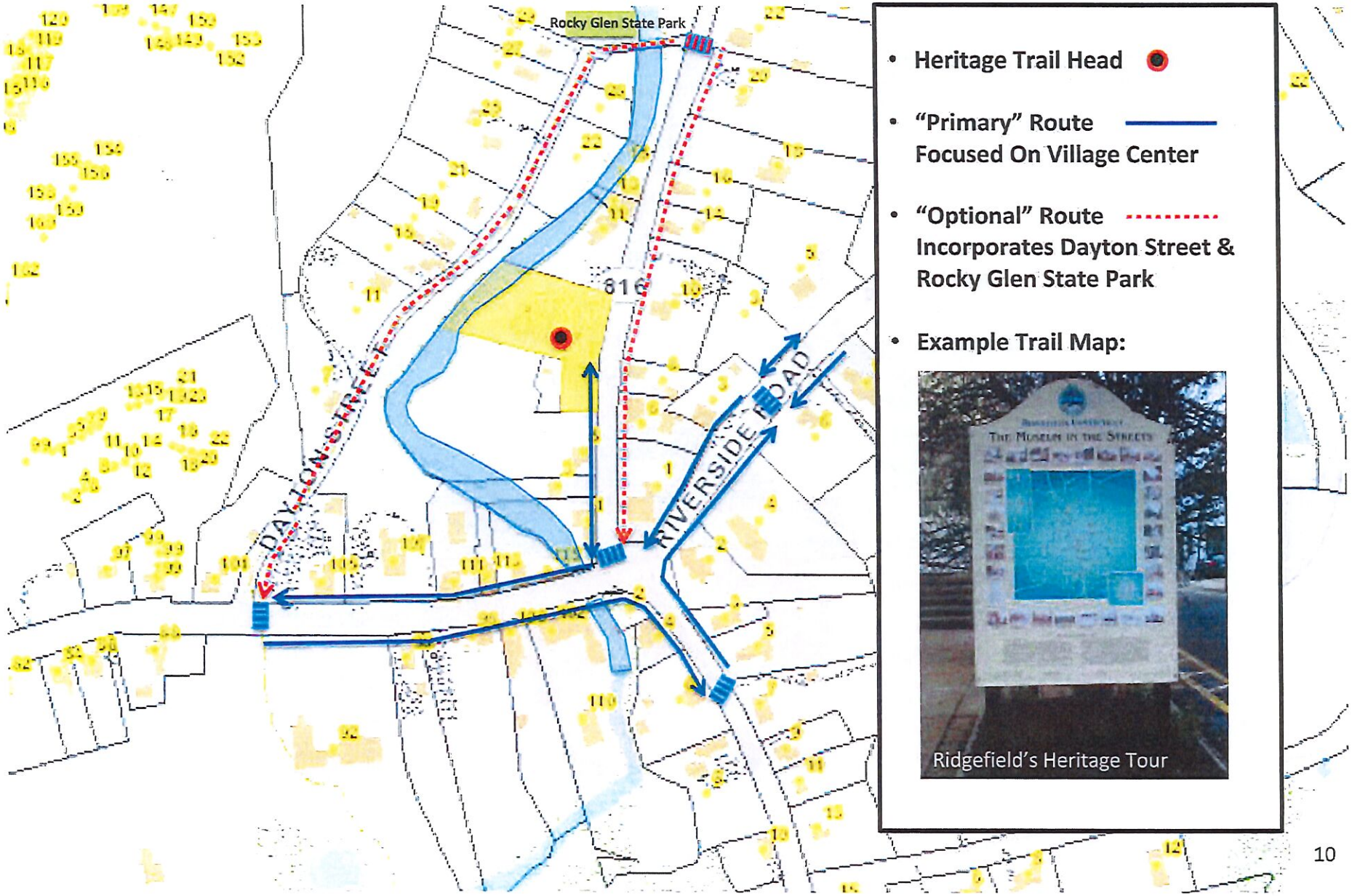
Heritage Trail Pavilion



Serves As Starting & End Point For Heritage Trail

Heritage Trail:

Proposed Route



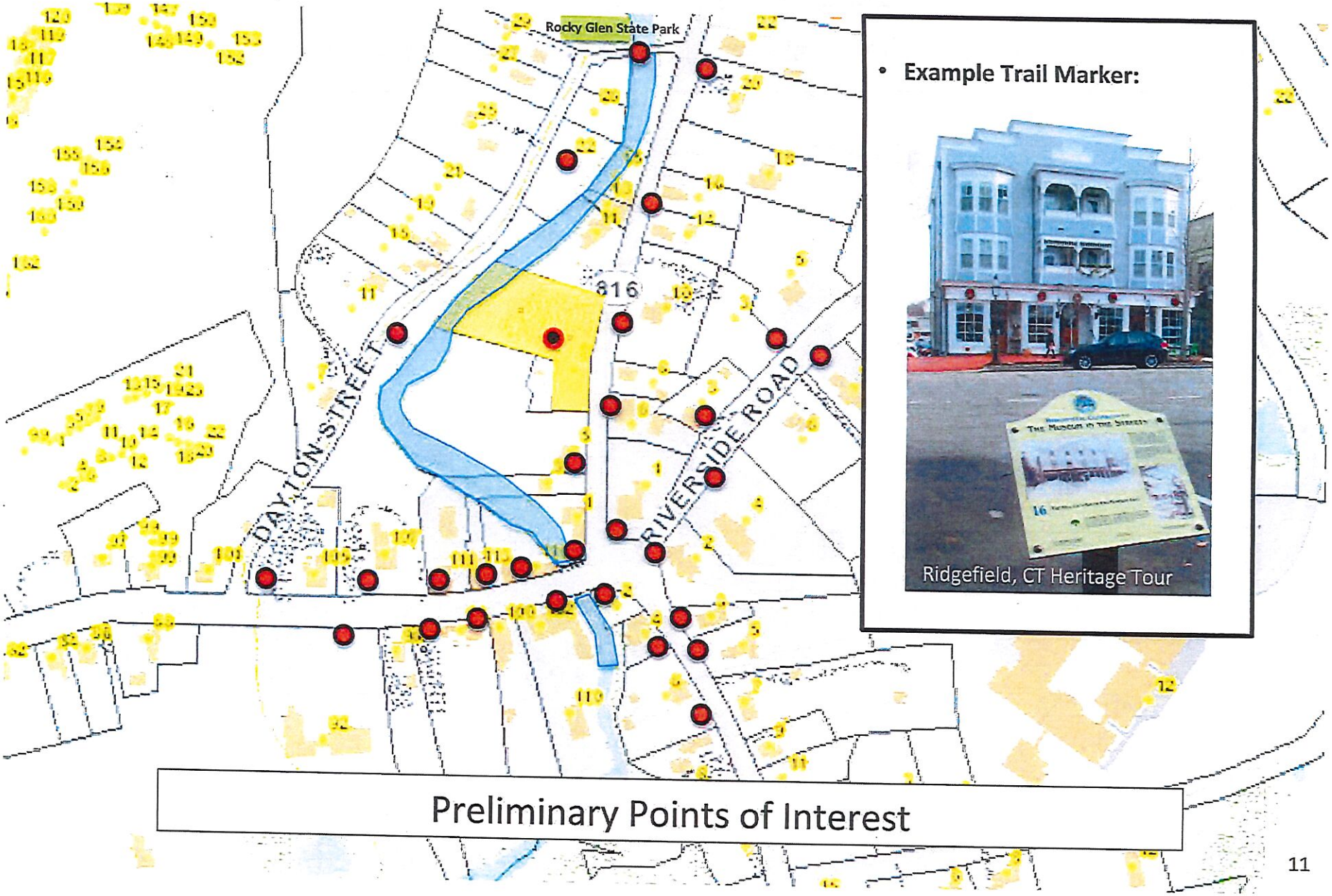
- **Heritage Trail Head**
- **"Primary" Route**
  Focused On Village Center
- **"Optional" Route**
  Incorporates Dayton Street & Rocky Glen State Park
- **Example Trail Map:**

Ridgefield's Heritage Tour

Heritage Trail

Walking Trail Markers

SHOP SANDY HOOK ORGANIZATION FOR PROSPERITY

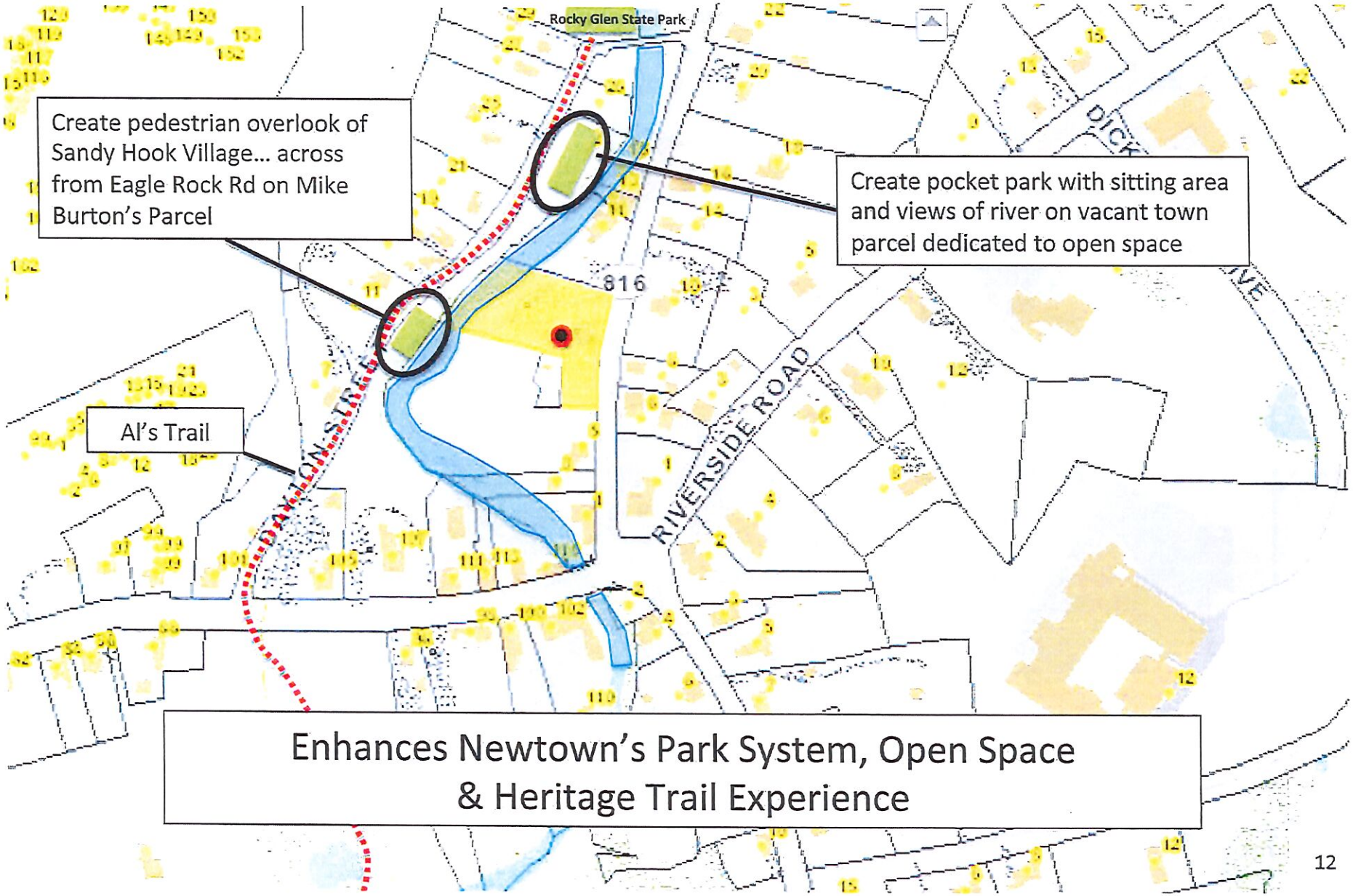


- **Example Trail Marker:**

Preliminary Points of Interest

Dayton Street Enhancements

Pocket Park & Village Overlook



Enhances Newtown's Park System, Open Space & Heritage Trail Experience

Heritage Park & Trail

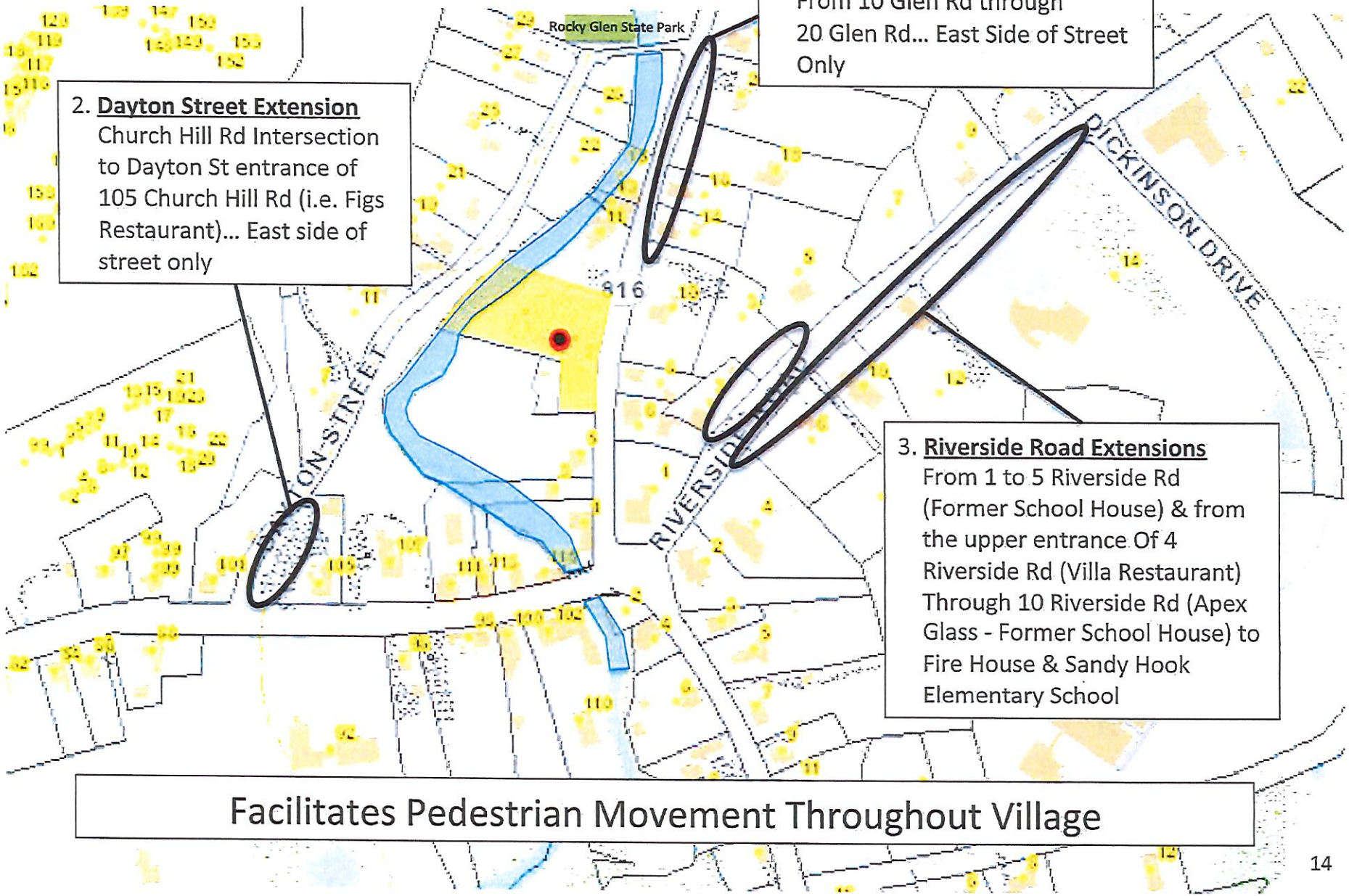
Estimated Costs

	Estimate	Totals
1 HERITAGE PARK		
Park	$ 161,080	
Streetscape	$ 52,700	
Landscape Plantings	$ 20,000	
Park Total		$ 233,780
2 HERITAGE TRAIL		
Panels & Markers	$ 22,532	
Posts	11,775	
Pamphlets	200	
Trail Total		$ 34,507
3 DAYTON ST ENHANCEMENTS		
Sandy Hook Village Overlook	4,500	
Pocket Park	13,000	
Dayton St Total		17,500
TOTAL HERITAGE PARK & TRAIL		$ 285,787
Less:		
SHOP Donation (Labor)	$ 55,675	
SHOP Donation (Material)	$ 18,000	
Flint Ridge Development LLC (Matching Contribution Challenge)	50,000	
TBD (Matching Contributions)	50,000	
TOTAL ESTIMATED DONATIONS		$ 173,675
TOTAL NET COST ESTIMATE		$ 112,112

Targeting Donations To Cover 60% Of Estimated Cost

Village Streetscape Extensions

Sidewalks & Street Lamps



1. **Glen Road Extension**
   From 10 Glen Rd through 20 Glen Rd... East Side of Street Only

2. **Dayton Street Extension**
   Church Hill Rd Intersection to Dayton St entrance of 105 Church Hill Rd (i.e. Figs Restaurant)... East side of street only

3. **Riverside Road Extensions**
   From 1 to 5 Riverside Rd (Former School House) & from the upper entrance Of 4 Riverside Rd (Villa Restaurant) Through 10 Riverside Rd (Apex Glass - Former School House) to Fire House & Sandy Hook Elementary School

Facilitates Pedestrian Movement Throughout Village

Village Streetscape Extensions

Estimated Costs

STREETSCAPE EXTENSIONS	Estimate	Total
Glen Rd (East Only)	$ 95,250	
Dayton St (East Only)	20,800	
Riverside Rd (North & South)	340,200	
TOTAL STREETSCAPE EXTENSIONS		**$ 456,250**

Town Should Consider Phasing In Streetscape Extensions

Sandy Hook Heritage Park & Trail

Primary Benefits

- Mitigates risks and costs of remediating former garage parcel for commercial redevelopment
- Increases Town control over the ultimate redesign and use of the troubled parcel
- Increases real estate values (and thus the tax bases) of Sandy Hook Center
- Enhances Sandy Hook's identity by showcasing history & area's unique natural features
- Welcomes, attracts, educates & enables visitors
- Celebrates historical preservation

SANDY HOOK
HERITAGE PARK & TRAIL

Contributes To Economic Viability & Growth Of Sandy Hook