



“Meet You on Main Street”

A public forum on Commercial
Real Estate

Sponsored by : The Real Estate Exchange

Setting the Stage

Established a Downtown Planning Sub-Committee in 1993

Created *Downtown Visions: 2000 and Beyond* – the first Downtown Plan

Conducted a Downtown Market Analysis

Conducted a Slogan & Logo Contest and Main Street banners

Instituted a Design Review and Preservation Board



Setting the Stage

Zone Changes

Required retail frontage on Main Street

Established maximum and minimum building heights, new signage regulations

Prohibited adult uses, pawn shops; check cashing; tattoo and body piercing

Prohibited new social services and store front churches



Setting the Stage



Successful Application to Connecticut Main Street Program

Established Main Street Board of Directors

Hired a Main Street Manager

Created a Business Improvement District for ongoing funding

Established Facade Improvement Program



Projects

Planted over 500 trees along the gateway into Middletown

Funded and provided land to save and move an historic building creating KidCity Children's Museum

Funded acquisition of Odd Fellows Playhouse Childrens Theater

Successful referendum for \$10 million Police Headquarters



Projects

Dramatic growth of international cuisine offerings provides opportunity for “restaurant theme” – Award winning restaurants including: It’s Only Natural, Imperial Caribbean, Thai Gardens, Taj of India, Mikado, Mamoun’s Falafel, First and Last Tavern, Tuscany Grill

New Main Street Market receives award from CT American Planning Association

New 12 screen, stadium seating Destinta Theater at Metro Square

Establishment of neighborhood based North End Action Team (NEAT)

Projects



In 1994 hotel consultant concluded insufficient market for hotel.

In 1999 hotel consultant concludes market can support 100-125 room hotel in downtown.

Consultant amazed at downtown's turnaround!

Selected a designated developer to construct a new 100 room hotel at the Armory site.

Hotel Grand opening – December 2003

Projects



Committee established to bring high speed internet access to downtown area

Summer 1999 SNET names first 30 communities that will get high-speed DSL service, - Middletown not on the list

After intense lobbying and cooperation with SNET -April of 2000 downtown Middletown one of the first in state to have high speed DSL service

Now the Chamber and the city are working to establish a wireless internet network in the downtown



Created a “Village District” between downtown and Wesleyan to stabilize the neighborhood and attract middle to high income residents

To reinforce the Village District – demolishing former Police Station and construction of 3 single family homes

Approved and funded a 9 unit artist cooperative in the North End with retail and gallery space on Main Street

Working with Wesleyan to establish additional art space in the Ferry and Green Street block



Acquired, cleaned up and developed an industrial incubator at the 184,000 sq. ft. Remington Rand building in north end

Implementing Miller Bridge Redevelopment Plan including relocation, acquisition and demolition in this severely blighted neighborhood

Goodspeed



Conducted a planning charette for the 85 acres of riverfront property which has direct access to a half mile of riverfront just south of the downtown

Redevelopment Agency approved Northend Housing Plan for Ferry and Green Street area



By creating a “Downtown Arts and Entertainment District with a Restaurant Theme” we intend to attract artists, Wesleyan students and faculty, unique restaurants, specialty retailers and high tech businesses. In this way we will then attract the general public and create a “cool” downtown that is active day and night.

Guiding Principle

Always strive to implement the “Vision” established in *Downtown Vision: 2000 and Beyond*



