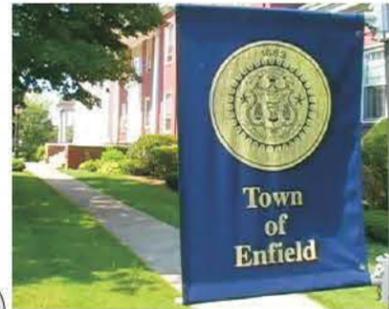


Enfield on Track & in Action - Transit Center & Economic Reinvigoration

The Town of Enfield's Transit-Oriented Development (TOD) Plan and Economic Development Strategy seeks to create a "sense of place" in Downtown Thompsonville in Enfield, CT. It is about making it a destination and transit hub through reinvigoration of Downtown Thompsonville through physical redesign changes, social engagement and economic development that creates, preserves and enhances the existing village and downtown characters. The Transit Center and Thompsonville ten component reinvigoration strategy will build on and bring activity to the Enfield community along with creating a sense of place to this Downtown Thompsonville gem and to create economic vitality and vibrancy.

Enfield is the only Town in the 2nd District that connects New Haven to Springfield rails and is in the heart of the Knowledge Corridor. Thompsonville is the largest urban neighborhood North of Hartford.



1

Fueling the small business engine invigorates and transforms the Thompsonville area into a safe, fun, walkable, village, and compact place where one can walk to shops and services and connect beyond.



2

Downtown Thompsonville development is about the street-scape and best use of all of our buildings. The future hub and Transit Center helps preserve a signature landmark that had been lost.



3

Investing in the future is about helping local businesses. Surrounding the future Transit Center is approximately 1,400 lots with an opportunity of a 30% increase in value based on its TOD status.



4



Thompsonville's mixed-use buildings are the perfect location to attract new tenants, businesses, shoppers, and entertainment venues to fuel the community and the business engine.



5

Access and wayfinding to Downtown Thompsonville includes attractive, readable and informative signage, street furniture, lighting and parking at an angle in front of shops or in lots all invite people to sit and relax.



7

Creating a sense of place is about biking, walking, gathering, shopping, jogging, boating, celebrating and relaxing together in a desirable, safe, inviting, and easy to get to place for residents, businesses and investors.



8

Job and investment opportunities for smart growth are currently underway. Private investor meetings for engagement and redevelopment are happening along with zoning change-PZC will make.



9

Collaborative reinvestment is underway. Value is increased by residents and tourists shopping, working, playing and commuting. Opportunities should exist for those that work and live here.



6

Protecting jobs in the region. "The Transit Center in Thompsonville honors our history, expands our workforce, transport, economy and offers a place for all of us to enjoy and gather." -Jonathan Kaplan



10

Connecticut River

Bo Seapl

Enfield on Track - Transit Center & Economic Reinvigoration

1 Getting our Regional Economy Back on Track with Dual Rails

Enfield's Thompsonville District is the largest urban neighborhood North of Hartford in the State of Connecticut. Twenty percent of Enfield residents live in Thompsonville. Enfield is the only Town in the 2nd District that connects New Haven to Springfield rails and is in the heart of the Knowledge Corridor of Western MA and Northern CT with 29 colleges and universities, whose combined total enrollment exceeds 120,000 students.



30,000 people per day cross the MA/CT border commuting to work. Interstate highways going east to west and north to south provide easy access to New York City and Boston. Bradley International Airport is the principal source of commercial passenger service with 10 major and five regional airlines. Bradley is an important air freight center for the region.

The future Transit Center with double tracks is in the heart of all this activity and will connect workers and commuters to the North (Springfield), South (Hartford and New Haven) and points beyond. Expanding dual rail travel will not only protect jobs in the region but will build on the strength of the Hartford-Springfield interstate region which is an integrated economic area that straddles the MA-CT border. More than 1.7 million residents live in the 111 municipalities that compose this 3.058 square mile region along the Connecticut River.

2 Fueling the Small Business Engine

Enfield's Transit-Oriented Development (TOD) is being created to invigorate and transform the Thompsonville area into a safe, fun, walkable, attractive village within Enfield. People want to live in authentic, compact places where one can walk to shops and services and connect to transportation. Thompsonville is the home of the future Transit Center. Arguably the most important factor in increasing value for our downtown Thompsonville is investment.



3 Bringing the Downtown Feeling Back To Life

Downtown development is about the best use of all of our buildings in



Thompsonville. It is about connecting them through infill-type development. It is also about much needed private investment like adding residential on the second floor of a coffee shop. This shows connected development rather than chopped up the way it is today. And it is about supporting the market to grow through our history and landmarks. The future hub and Transit Center helps preserve a signature landmark

that had been lost but now we are celebrating its rebirth, purchase and future dual rail transit center.

4 Investing in the Future is About Helping Local Businesses

Surrounding the future Transit Center is approximately 1,400 lots with an opportunity of a 30% increase in value based on its Transit Oriented Development status. In 2013 these lots were worth a total of \$214 million or \$150k per lot and in 9 years they could potentially be worth \$278 million or \$195k per lot (based on a standard increase for other areas nationwide that have successfully implemented Transit Oriented Development). Examples: Hingham, MA with its shipyard and the revitalization that took place around their transit center and Somerville, MA and Danbury, CT.



5 Mixed-Use Design

Thompsonville's mixed-use buildings are in a perfect location within Enfield to fuel the small business engine. Let us compare a big box store space in Enfield (which is located in an appropriate use space for big business). Costco takes up 19 acres and pays \$19k per acre in annual property tax, there are no residents per acre (no one lives there) and there are approximately 5 jobs per acre. The downtown Thompsonville mixed-use building only takes up .18 acres, pays \$398k per acre in annual property tax, holds 44 residents per acre and offers 22 jobs per acre.



Enfield In Action

The Town of Enfield's Transit-Oriented Development (TOD) Plan and Economic Development Strategy has ten essential components to achieve its vision. These components include short-term actions and larger projects, and involve all stakeholders.

A targeted economic reinvestment and reinvigoration effort in Thompsonville is underway to re-energize the residents, provide a hub for the future Transit Center, offer private investment dollars, and find new mixed-uses for downtown buildings, including parking, street signage, sidewalks, biking, open spaces, community events, neighborhood retail and services to spruce up and create a sense of place for this downtown gem and to create economic vitality and vibrancy.

Enfield on the Move

Transit Center & Thompsonville Reinvigoration

Enfield is on the move with proceeding with a Transit Center and Thompsonville Reinvigoration community redesign process focusing on a physical, social and economical strategy which includes ten components.

6 Collaborative Reinvestment

Mixed-use development also achieves the ability for residents to live, work and play in the same neighborhood. Value is increased by residents and tourists shopping, working, playing and commuting. Opportunities should exist for those who work here (firefighters, teachers, shop owners...) to live in high-quality housing options.



For example, a Cottage Green single-family residence in Thompsonville was worth \$86,000 in 2013 paying \$3,000 in annual property tax but with a TOD plan, 9 years later, is potentially worth more than double: \$209,000; paying more than double (\$7,500) in annual property tax. That is a pretty good potential investment! According to a study from National Main Street, upper story residential benefits the local economy between \$20-40k per unit; whereas vacant buildings cost us upwards of \$222k per year from lost taxes, salaries and utilities.

7 Access and Wayfinding

Access and wayfinding to Downtown Thompsonville includes attractive, readable and informative signage, parking at an angle in front of shops or in municipal lots that are clearly marked and affordable - offering safe, lit parking. Attractive street furniture, lighting, guardrails and even trash cans all invite people to sit and visit. The greenery, trees, shrubs, flowers and granite markers that come from the steps of the old Higgins School to preserve history will be made into granite signs by Asnuntuck welding and manufacturing students. Police are currently patrolling Thompsonville and will soon be on bikes and will have a substation in the near future to increase safety. The Magic Carpet bus continues to expand and offers connections for local workers and residents from Thompsonville to local businesses throughout Enfield.



8 Creating a Sense of Place

Biking and walking trails takes you off the main thoroughfares and onto the greenway that is wide and safe and away from cars and buses. Walk or drive to the blueway, Enfield's most natural asset - the Connecticut River and Boat Launch. Walking, biking, driving and riding in a safe and attractive Downtown setting with restaurants, connected shops and second floor housing within easy walking distance...all celebrate our heritage and family-owned and operated businesses. The old Higgins School property is the future home of an event venue and park. The Freshwater Pond will also be the home for a fun Park where individuals and families come to enjoy the fishing pier, fountains, boating, skating in the winter, exercise route along the perimeter and the wifi access all around. This all creates a "Sense of Place" which is what this project is and has been all about. This makes for a desirable place for residents, businesses and investors. Enfield is on the move!

9 Job Opportunities for Smart Growth and Investment

The Thompsonville reinvestment and reinvigoration will provide new jobs and opportunities for smart growth and investment. We are currently engaging private investors and developers by holding meetings for engagement and redevelopment by holding meetings to provide and match property owner's selling information to investors to make quicker decisions and connect. This is happening right now along with zoning changes that



PZC are making to help create and allow for mixed-uses and connectivity. We are helping property owners develop appropriate plans and find funding.

10 Protecting jobs in the region

Enfield is the home of world-renowned brands such as LEGO® Systems, Inc., Mass Mutual, Retail Brand Alliance and Hallmark Cards, Inc. to name a few. Protecting jobs and growing workforce, offering additional transportation options, mixed-use historic space and quality of life with a sense of place not only has an effect locally but across the country. The top 10 tax payers in Enfield represent not only national companies but local ones too.

For example, Northland Bigelow Commons LTD, is located in the heart of Downtown and is a landmark in Thompsonville. From once a bustling factory to now over 450 loft apartments that are full - this is a success that we used as leverage from Day 1 of the Thompsonville transformation. We knew the residents had good-paying jobs and were anxious to engage with Downtown Thompsonville beyond simply living there.

