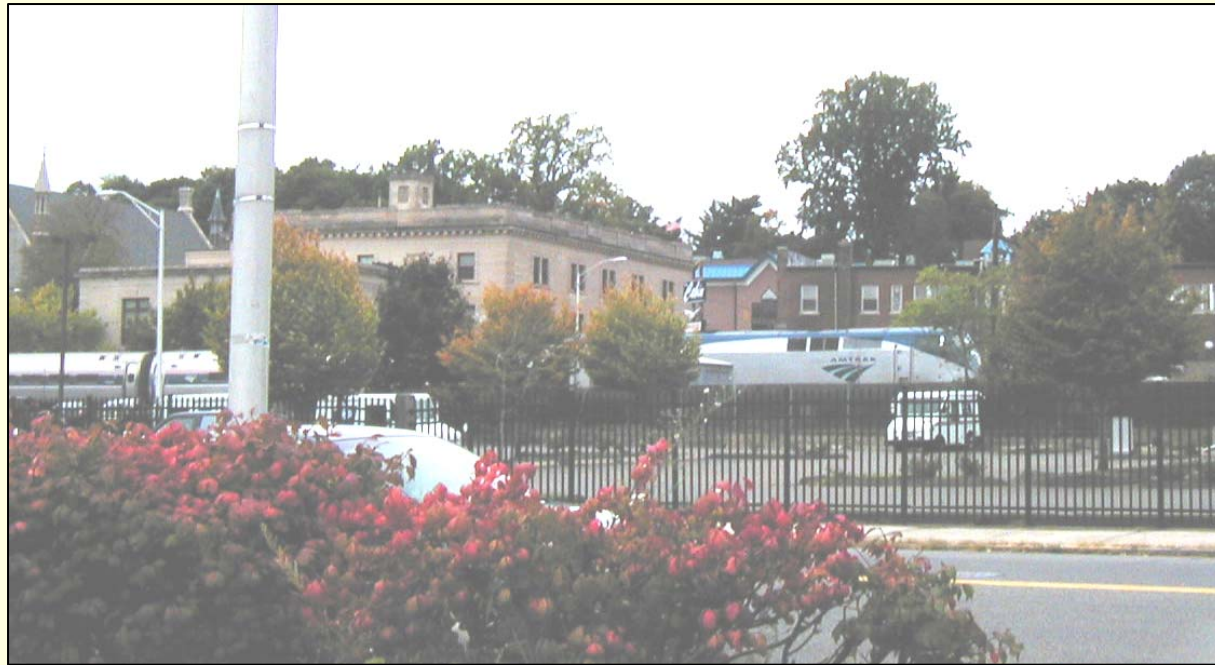


Meriden City Center Initiative

Commercial Center Market Assessment



Prepared by: AMS Advisory Services, LLC

Study Objectives

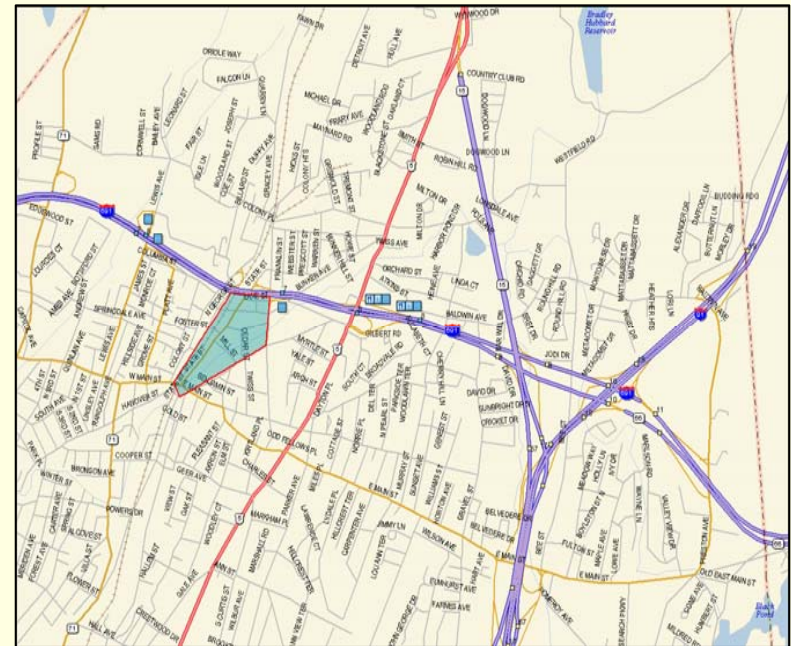
- Evaluate market environment for redevelopment of Meriden's Commercial Center District
- Prioritize current, near term and long term market support for alternative options
- Market opportunities: low, medium or high
- Large area + relatively long redevelopment timeline = phased approach

Approach

- Definition of trade areas
- Analysis of demographic & economic trends
- Assessment of potential demand for market segments: office, residential, retail & restaurant, sports & leisure
- Evaluation of the “mix” – types of development that will work well together to stimulate growth & serve the community

The Commercial Center Site

- 40 acres
- Current uses include vacant Hub retail & light industrial center of 230,000 SF
- Mills Apartments, 140 units
- Parkside Apartments, 160 units



Household Dynamics

Households by Type	1990	2000	2009	% Change 1990-2009
All Households				
Meriden	23,240	22,951	23,439	0.9%
Region	84,825	91,071	96,672	14.0%
Families				
Meriden	15,809	14,960	15,041	-4.9%
Region	60,854	61,827	64,598	6.2%
Non-Families				
Meriden	7,431	7,991	8,389	12.0%
Region	23,971	29,244	32,074	33.8%

Age Trends

Median Age	Meriden	Region
2000	36.2	38.0
2009	38.3	40.8
Household age shifts '00 - '09		
15-24	983	6,645
25-34	-1,185	-6,084
35-44	-1,228	-5,254
45-54	995	5,503
55-64	1,957	14,067

Income Characteristics

Households	2000	2009
All ages median Income		
Meriden	\$43,379	\$54,545
Region	\$54,266	\$71,178
Meriden median income by age group		
<25	\$24,012	\$29,672
45-54	\$60,649	\$75,564
55-64	\$45,893	\$59,179

Jobs & Labor Force

- US employment levels stabilizing
- Peer city comparisons indicate Meriden persists in jobs growth/retention
- Regional labor force is 67% white collar, 20% blue collar and 16% services
- Diversified employment base: industrial, retail hub, health services, hospitality hub
- Favorable locational attributes for workplaces

Commercial Center Site Attributes

- Central CT location
- Proximity to I-691 and I-91, rail service
- Proximity to Meriden mall & other major retail
- Visibility from I-691
- Very large development site
- Proximity to Mid-State Medical Center & other major employers

Office Market

- Current regional office market experiencing major downturn, high vacancy rates
- Importance of office sector to downtown mix: future opportunity

	LOW	MEDIUM	HIGH
Class A	X		
Allied Health		X	
Back Office		X	
Professional / Service / Commercial		X	

Sports & Leisure

- Movie theater market saturation
- Destination, anchoring activities in addition to retail and dining important to downtowns
- Implications for tax base

	LOW	MEDIUM	HIGH
Movie Theater	X		
Indoor Sports		X	

Residential

- Rental market fundamentals improving, supported by demographics & (eventually) jobs
- Ownership market, especially condominiums, strong with good prospects for continued growth among older buyers
- Pioneering location for condominiums

	LOW	MEDIUM	HIGH
Rental Housing			X
Condominium		X	

Retail

- National & regional retail development trends neutral to positive
- Gap analysis approach

	LOW	MEDIUM	HIGH
Drugstore / Convenience			X
Supermarket Center		X	
Small Box		X	
Big Box	X		
Specialty/Lifestyle	X		

Restaurant

- Remarkably resilient industry supported by demographics, lifestyle and workforce patterns
- Potential for local as well as chain interest
- Excellent synergies with retail, residential, office

	LOW	MEDIUM	HIGH
Fast / Conv.			X
Full Service			X
Specialty / Ethnic Foods		X	

Summary

- Land bank for future office development
- Also consider an indoor sports venue in context of land use and community interests
- Strongest *current & mid term* potential for mix of retail, commercial, residential & restaurants