



ADRIAEN'S LANDING
DISTRICT™

THE LANDING

What's Happening at Adriaen's Landing

SEPTEMBER 2009



Goodwin College

Goodwin College is the fastest-growing institution of its size in Connecticut and is a ground-breaking development in its own right. The City of East Hartford supports the College's expansion plans for brownfields redevelopment of 30 acres of property for a \$90 million riverfront campus by providing grants for assessment and site clean-up.



Mayor Currey, East Hartford

Mayor Currey sees the riverfront as a "classroom" where schools such as Goodwin College and the Connecticut Center for Advanced Technology can conduct various studies of the ecology and marine biology. "We are rich in natural resources that create a pathway to advanced technology and I look forward to seeing them put to good use."

A CLEAR VISION OF OPPORTUNITY

What might be perceived as a line of demarcation, the Mayor of East Hartford sees The Connecticut River as a great opportunity to unite with Hartford.

"There's a synergy between the two cities, especially with Adriaen's Landing and the addition of the Connecticut Science Center," says Melody Currey, mayor of East Hartford.

The Connecticut Science Center was originally proposed to be built in East Hartford. Mayor Currey and other local legislators traveled the state soliciting funding from the private sector to support the project. Only being able to secure a \$1 million commitment from United Technologies, they soon realized that it wouldn't be possible to build without a financial investment from the State. Later the decision was made to make the Science Center part of Adriaen's Landing rather than a project for East Hartford.

The original concept was for the Science Center to be interactive with all school systems throughout the state as well as a functional "lab" for the Two Rivers Magnet School in East Hartford. "I saw the Science Center as a way of perpetuating Connecticut's history as a technology leader, cultivating a new generation of a science-oriented workforce," says Currey. "The change to the Science Center's location does not negate that vision."

Not only does Adriaen's Landing provide a pleasing Hartford skyline view from the east, it also provides the potential to combine the assets on both sides of the river. Common ground for both cities is Riverfront with Mortensen Riverfront Plaza, the Boat House and Charter Oak Landing to the west; Riverside Park and Great River Park to the east with the Founder's Bridge as the major connection.

With some state help, Mayor Currey sees a chance for educational and commercial growth. "I'd like to see a marina built on the east side of the river, across from the Boat House, as a regional project led by CCEDA," proposes Mayor Currey. "Rentschler Field was a CCEDA-managed project, why not extend the reach further into East Hartford."

Welcome to the



THE LANDING IS A QUARTERLY NEWSLETTER FROM CAPITAL CITY ECONOMIC DEVELOPMENT AUTHORITY.

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Contact us at info@cceda.net

The Connecticut Convention Center | The Marriott Downtown Hartford Hotel | Front Street District
RiverFront Recapture | The Connecticut Science Center | Wadsworth Atheneum

What's New At The Landing

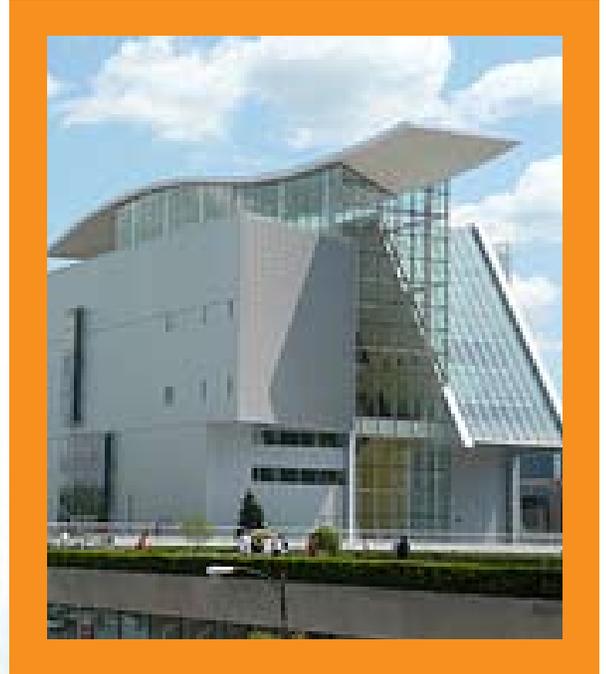
It didn't take long for the Connecticut Science Center to reach a major milestone. In less than three months of its June 12, 2009 grand opening, it recognized its 100,000 visitor.

When most parents may be wondering what their kids are doing when they are away from home, eight year old Ethan A. of Pawtucket, Connecticut is out winning prizes. Ethan and his grandparents, Charles and Martha Young, certainly didn't anticipate their impending celebrity when they walked through the doors of the Science Center on August 26, but say it was an exciting surprise.

"We have been hearing about the Science Center for months and want to get our grandson, Ethan involved in science. This beats winning the lottery," says Mr. Young.

Ethan won a gift package which included a Science Center family membership, New Britain Rock Cats and Hartford Wolfpack game tickets, tickets to the Wadsworth Atheneum Museum of Art as well as a variety of educational items from the Connecticut Science Center Gift Shop.

The Science Center has been a very popular attraction for Adriaen's Landing, hosting visitors from all 169 cities and towns throughout the state in addition to those from other states and countries.



NORTHLAND: INVESTING IN HARTFORD

As you approach the capital city from any one of the major transportation arteries surrounding the area, it's difficult to understand why there would be any doubt that Hartford is in the midst of revitalization.

From Interstate 91 and Route 2 there's the unmistakable edifice of the new Connecticut Science Center joining the Connecticut Convention Center and the four-diamond Marriott Downtown Hotel as part of the Adriaen's Landing District. In the center you'll soon see the erection of a state-of-the-art corporate training facility and office building being developed by AI Engineering, Inc, at Constitution Plaza. Gracing the skyline from the west is the city's luxury apartment complex, Hartford 21.

Developed by Northland Investment Corporation (Northland), Hartford 21 is just one of the successful outcomes of The Hartford Economic and Urban Design Action Strategy. Residents of the 262 exclusive housing units enjoy a unique city living experience. Its location is within walking distance of a variety of downtown restaurants and just a free Star Shuttle ride away from Adriaen's Landing, The Wadsworth Atheneum, Travelers and Phoenix corporate offices. Hartford 21 is only one of Northland Investment Corporation's ventures throughout the country, but one with great promise and opportunity.



Peter Standish

Why Hartford?

"The attraction of Hartford for Northland was the corporate sponsorship and a significant cultural and entertainment infrastructure," says Peter Standish, senior vice president of acquisitions/development for Northland. "The one draw back was Hartford is a 9 – 5 city and lacked the vibrancy of after-hours living and life. Hartford 21 provided the ability to address that."

CCEDA understood Northland's vision of how to bring life to downtown Hartford and was willing to partner with Northland to bring it to fruition. Three years after its completion, it boasts 90 percent residential occupancy.



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“It was a big risk because there was no existing model to evaluate the potential of success,” says Standish. “We looked to New York and Boston in terms of design, amenities and services that would attract tenants, but it was new ground for Hartford. Fortunately, we were able to deliver the quality of New York and Boston at a price point to fit this market.”

The high occupancy rate validates the thought that they would be able to create a market for this type of housing. Hartford 21 is adjacent to the XL Center, home of the Hartford Wolf Pack hockey team and premier concert venue. The complex also contains 160,000 square feet of commercial and retail space, a portion of which is occupied by the Metropolitan Hartford YMCA’s office and state of the art health club. The street front retail space has transformed the Trumbull and Asylum Street block a uniquely attractive urban streetscape. While the leasing of the retail spaces have become more difficult with the current state of the economy, Northland is upbeat about its outlook. “We are working with several prospective tenants at the moment and are encouraged by the activity going on given the current economic climate,” Standish said.

Northland is looking forward to more development projects in Hartford. “We own the former YMCA location across from Bushnell Park. It’s a prime location for residential use,” states Standish. “Our concept is a high-rise residential development of the quality of Hartford 21, However, we will have to wait out the economy.”

When asked what it would take to stimulate development by private investors in the city again Standish says other issues would need to be addressed. “The downtown must compete with its neighboring suburban towns for residents and corporate tenants. The City needs to focus on making its downtown the most attractive environment possible. The City’s real estate tax structure also creates inequity that places it at a disadvantage to suburban markets from an investment standpoint,” says Standish. “It’s hard for people to come and invest and grow the city with such a high cost structure.”

Whether or not the financial environment changes so new residential and retail development can move forward in the city, Northland plans to be in a position to respond to the market at any given time.



Hartford 21

With panoramic views of the City, Hartford 21 is the only luxury apartment complex located in the heart of the business district. It’s just minutes away from many corporate offices such as Aetna, The Hartford and United Technologies, making it a prime residential location for individuals who work in the downtown.

www.hartford21.com



Hartford YMCA

The YMCA’s new location at Hartford 21 is perfect for residents and employees working in surrounding office buildings. The Y occupies over 37,000 square feet of commercial space at Hartford 21 along Trumbull Street.

