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APPENDICES

APPENDICES

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Appendix B: Land Use Map

Appendix C: Wetlands Map

Appendix D: Recreational Resources Map

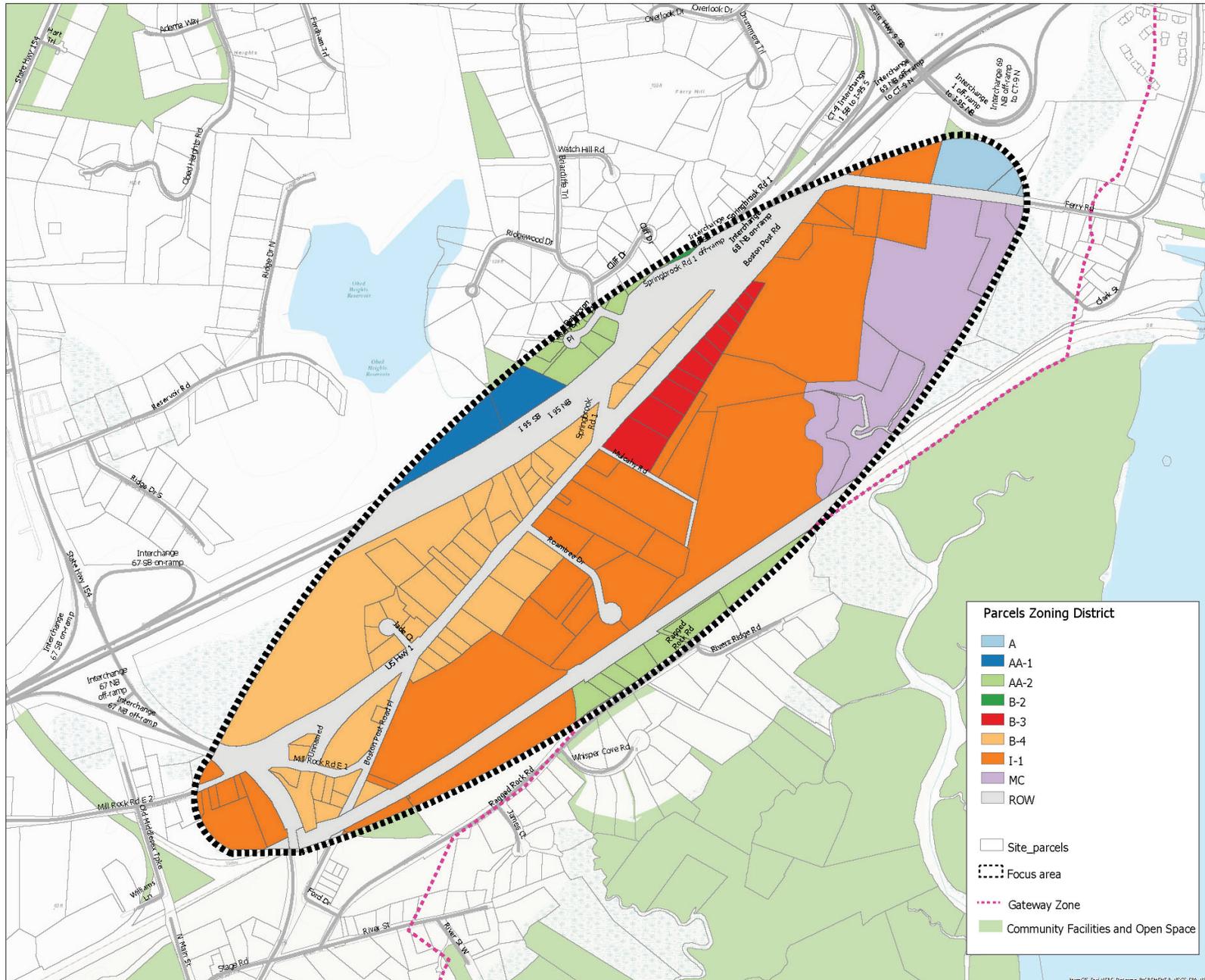
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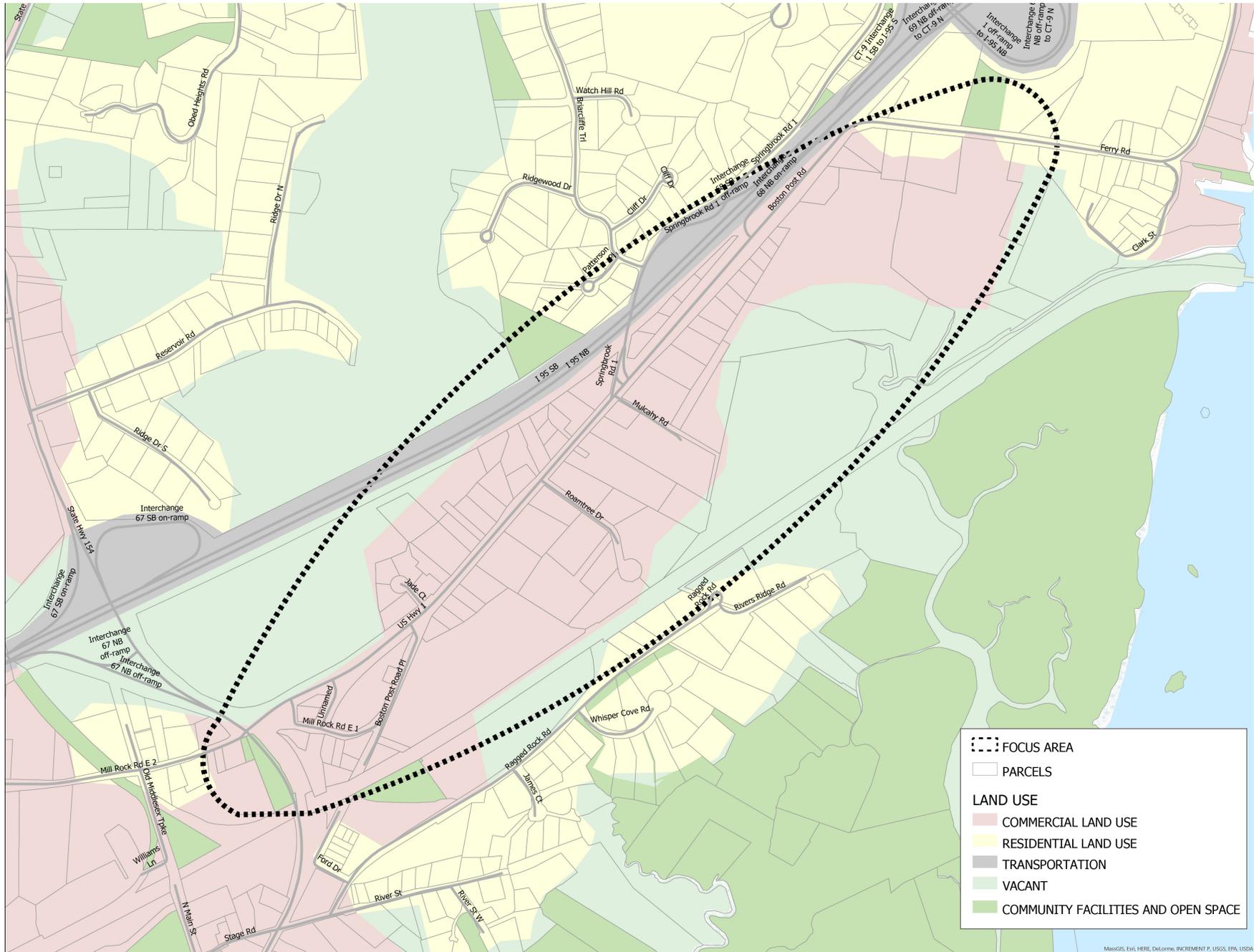
Appendix A: Zoning Map

Source: Town of Old Saybrook GIS



Appendix B: Land Use Map

Source: Town of Old Saybrook GIS



MapGIS, Esri, HERE, DeLorme, INCREMENT P, LISDS, EPA, USDA

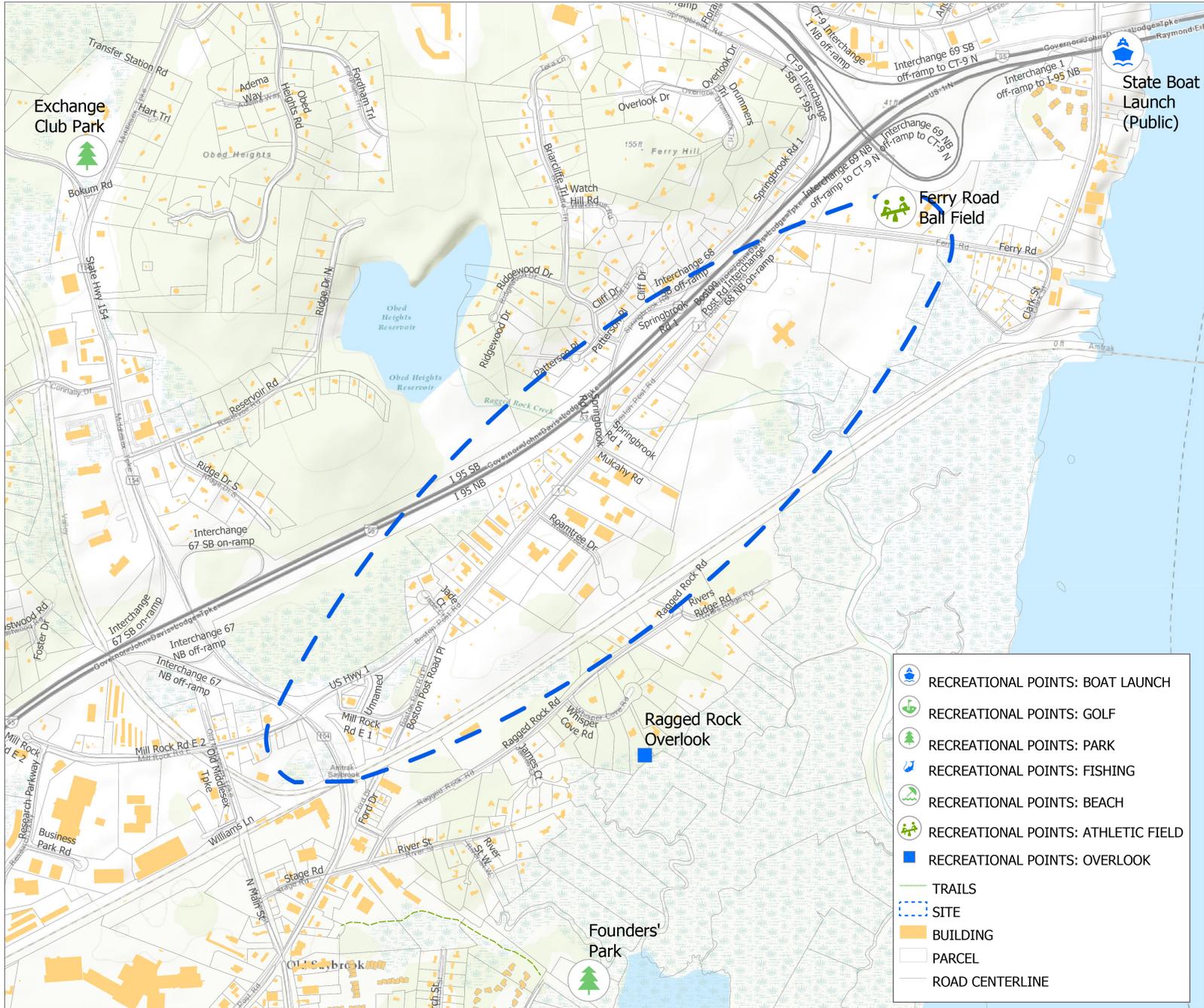
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Appendix D: Recreational Resources Map

Source: Town of Old Saybrook GIS



Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

MARINER'S WAY DISCOVERY + ACTION PLAN REAL ESTATE MARKET ANALYSIS HIGHLIGHTS

HIGHLIGHTS OF MARINER'S WAY ECONOMIC, DEMOGRAPHIC AND REAL ESTATE MARKET FINDINGS

The Town of Old Saybrook selected the CivicMoxie consultant team, including the Williams Group Real Estate Advisors LLC ("TWG"), to assist in the development of a corridor-wide plan for revitalizing and redeveloping the area along Route 1 from the intersection of Route 154 to Ferry Point at the Connecticut River. The corridor, known as Mariner's Way, has seen decades of neglect and deterioration, in part due to 19 properties that are suspected of brownfields conditions, with nine of them creating a critical mass of approximately 18 acres in the center of the corridor.

The goal of the economic/market analysis, as part of the overall program and corridor-wide plan, was to create unique real estate opportunistic programs focusing on uses and services that fall into the marine and recreation theme. This Appendix highlights data and analyses used to help frame viable redevelopment strategies proposed in the *Mariner's Way Discovery + Action Plan*.

OVERALL STATE OF THE ECONOMY

U.S. Economy

Overall, in the U.S., economic growth is positive but has been slowing down, having been primarily fueled by consumer spending. The economic growth is primarily due to:

- Consumer spending, including food and recreational goods;
- Spending increases on housing, utilities, and health care;
- Energy prices that are still positive for the overall economy, but as fuel prices climb, industry and consumer spending may slow; and
- Personal income being up 0.4% which is not significant but is still positive.

The general trends in the economy for the U.S. as a whole are positive for the State of Connecticut and for Old Saybrook. While the growth figures are not outstanding, they are positive. The growing aging

population throughout the U.S. and the state will continue to shift demand for health care, which is the fastest growing industry sector both nationally and regionally.

State/Regional Economy

Overall the State's 2016 GDP was 1.7%, which was in the middle of the pack nationally.

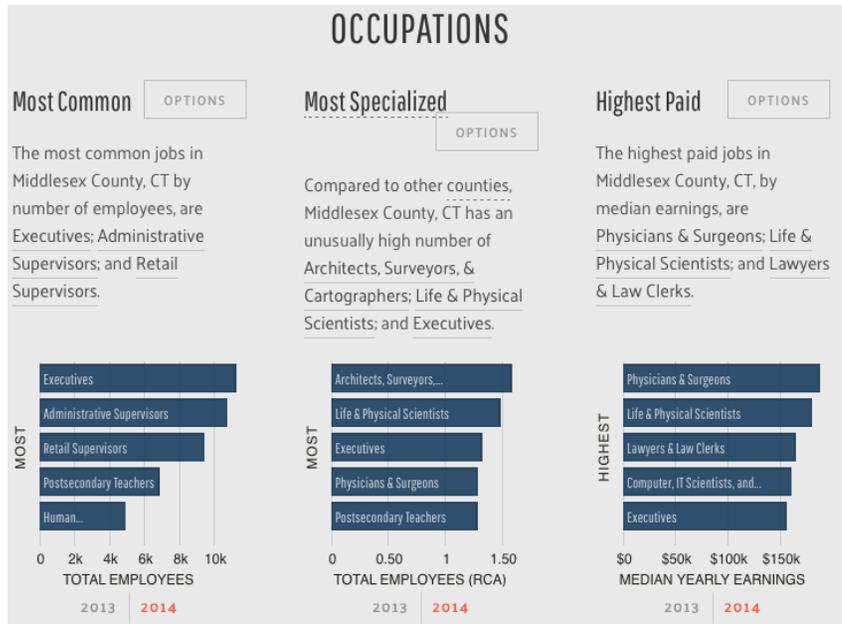
- Construction grew in 47 states and by 3.8% in Connecticut, which is very positive;
- Retail grew by 4.8%;
- Transportation was down, which typically represents the movement of goods;
- Sectors expected to gain are health care as well as professional, scientific, and technical jobs with the higher salaries;
- Major trends in technical and computer related services which are fueling new and high paying jobs;
- The greatest losses previously were manufacturing and finance, which are expected to have modest gains but not to peak 2004 levels.

Based on State economic statistics, existing industry clusters, health care, technical, and scientific are sectors to continue to focus on for future growth.

Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

Figure 1: Middlesex County Occupations by Salary and Commonality



Source: Connecticut Department of Labor, 2016

Local/ Old Saybrook Demographics and Overall Economy

Overall, Old Saybrook’s population is older, wealthier, and better educated than the surrounding region. These demographics affect the housing market, as well as the environment for businesses, and the services and amenities that exist in the town:

- Residents’ higher than average educational levels make the town attractive to businesses needing workers of higher skills.
- The dilemma for businesses is that the population is well-educated but older.
- This same population is aging in place and needs housing options – the median age within five miles is 52 years.
- Only 8% of Old Saybrook’s population are Millennials (25-35 years old), compared to 15% nationally. This low percentage of Millennials translates to an environment where it can be a challenge to recruit new businesses, to attract new restaurants and bars, and where retail may struggle in areas.

Table 1: Overall Demographics for Mariner’s Way and Region

MARINER’S WAY DEMOGRAPHIC MARKET FOR DEVELOPMENT				
2016 Data	5 Minutes Drive Time	10 Minute Drive Time	25 Minute Drive Time	
AGE AND SIZE				
Median Age	53	50	44	
Family Size	2.25	2.28	2.4	
WEALTH AND GROWTH				
Population (2016)	10,341	36,486	309,330	
Pop Growth 2016-2021	-1.17%	-0.60%	-0.20%	
Households	4,555	12,261	124,398	
Average Household Income	\$102,006	\$104,070	\$93,600	
Median Household Income	\$74,808	\$77,338	\$69,882	
POPULATION BY AGE				
65 and Over	29%	25%	19%	
Next Largest Cohort-- 55 to 64	17.0%	17.0%	15.0%	
Millennials-- 25 to 35	8.0%	9.0%	11.0%	
Empty Nesters-- Any Age	56.0%	53.0%	46.0%	
Households with 2 cars or more	60.0%	60.0%	55.0%	

Source: Neilsen Claritas, September 2016

The town’s population is generally older and well-skilled:

- The Middlesex County Economy is strong—earnings per worker are \$61,800, higher than State average of \$56,000, primarily due to the confluence of more health care/scientific jobs and the density of higher skills and educational levels of workers.
- Middlesex County unemployment is 5% compared to neighboring New London at 6% and state at over 6%.
- Old Saybrook’s cost of living is 43% higher than the U.S. average, primarily due to high housing costs, with a median house price of \$361,000.

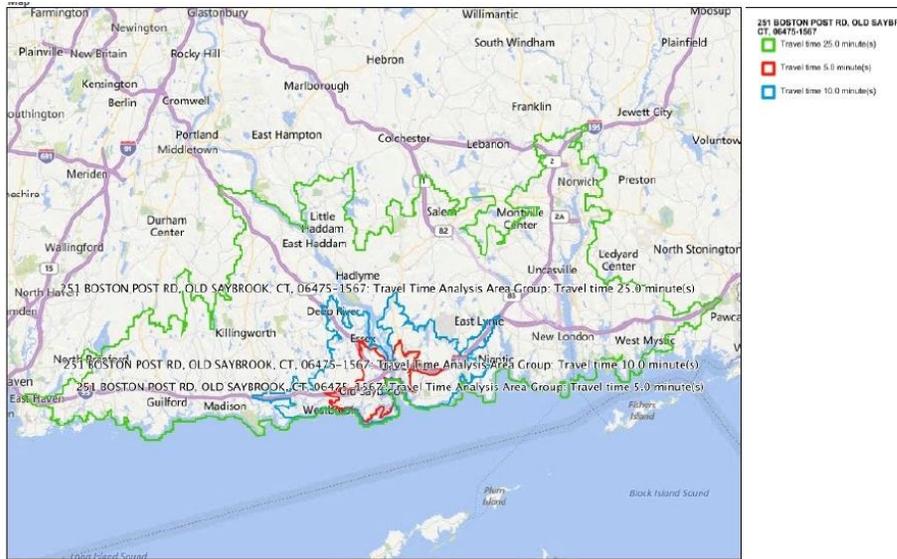
Empty Nesters (over 55 years) are a significant part of the town’s population (over 40%) and want many of the same things as Millennials including recreational opportunities, connections to natural areas, a good choice of restaurants and retail, and housing options other than the traditional single-family house. This confluence of desires provides opportunities that meet the needs of Millennials and Empty Nesters while providing quality of life improvements for all residents. As one of the “Best Places to Live and Work,” the Town can capitalize on its rich amenities and environment and take advantage of changing trends.



Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

Figure 2: Drive Time Distances from Mariner's Way



Source: Nielsen, August 2016 Snapshot
File: Nielsen Demographic snapshot by drive time

At first glance, due to existing local strengths in earnings, education, employment skills and age demographics, it appears that Old Saybrook would be able to take advantage of four major employment sectors where existing clusters match growth trends:

- Health care growth;
- Housing expansion to meet needs of Millennials and Empty Nesters, especially in the more affordable cost rents;
- Consumer spending growth – supporting retail and tourism retail; and
- Strong industrial distribution fundamentals, with easy access to I-95.

As further market study showed, in conjunction with the Town's clarified goals and vision for Mariner's Way, not all of the growth trends would be viable.

Table 2: Old Saybrook – Sperling's Best Places to Live and Work

Pros	Cons
- Stable economy	- Low job growth
- Arts and culture	- Cost of living
- Cultural diversity	- Harsh winters
- Beach and shore	

Source: www.bestplaces.net
File: OS Sperling's table modified - bestplaces.net

REAL ESTATE MARKET FINDINGS BY SECTOR

Housing:

National and State/Regional

Housing needs are changing as demographic shifts are occurring, with issues of demand, diversity, and affordability still needing solutions that require more local and regional strategies. Overall, Millennials are becoming the most watched demographic as they age, increase their earnings, build families, and make their preferences known for everything from housing, retail, food, recreation, and transportation.

The regional data includes the area within the 25-minute drive time, with the cities of Hartford and New Haven just beyond. The housing data within the 25-minute driving radius are closer to the national figures, showing the more suburban nature (in-land and away from coast) but do not include the differences of the housing market in the larger cities.

Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

Table 3: Old Saybrook - Mariner's Way Housing Data

2016 Data	5 Minute Drive Time	10 Minute Drive Time	25 Minute Drive Time	United States
Single Family Detached (%)	88%	83%	67%	55%
Average Age (Housing Built)	1965	1965	1967	1975
Owners Occupied (%)	82%	80%	70%	70%
Average Home Value (\$)	\$410,000	\$370,800	\$291,000	\$260,000
Homes Valued at over \$1 Million (%)	8.3%	6.5%	3.3%	Not compiled

Source: Nielsen Claritas, September 2016

Local

The housing data right around Mariner's Way is reflective of the desirability of Old Saybrook as both a coastal destination and a historic town with high-quality schools and public facilities and accessible natural resources. With such a high percentage of single family homes, high owner-occupancy also follows with less housing diversity.

Overall, the data suggests a shortage of available multi-family housing. Affordable to moderate, transit-oriented housing with contemporary amenities is attractive to the currently underserved population of Millennials and Empty Nesters. As a case in point, in the last 16 years, 319 units of multi-family housing have been built within 5 miles of Mariner's Way. This represents an increase of housing of almost 7%.

Other key points:

- Over 42% of the town's housing stock is over 60 years old and not up to date with current amenities that people expect.
- Single-family homes represent 88% of the town's housing stock and are generally priced out of reach for young professionals.
- Only 18% of the housing stock is rental, though not exclusively in multi-family developments.
- According to "Business Insider," the average two-person Millennial household could afford to spend between \$1,400 to \$2,100/month on housing.
- While the average monthly mortgage for a \$410,000 home is under \$2,000/month, additional costs for maintenance,

property taxes, and significant down payment are difficult for young couples.

- Both Millennials and Empty Nesters are looking either for rental housing with amenities or for downsizing options, both of which would be ideally located near transit and town amenities.

This creates an opportunity for additional multi-family housing that serves multiple needs. A very conservative capture rate of 10% of the Millennial population within the 25-minute drive-time market would support 330 units near the train station in Old Saybrook. This 10% capture rate doesn't include Empty Nesters or other demand.

Retail:

National and State/Regional

Retail trends have been changing dramatically across the country from the shift due to the convenience of online shopping and competitive pricing from retailers who no longer have to pay for bricks and mortar storefronts, passing along savings to consumers. Traditional retailers on all scales have been working to become more inventive in drawing consumers into their stores.

Table 4: Old Saybrook - Mariner's Way Retail Data

2016 Data	5 Minute Drive Time	10 Minute Drive Time	25 Minute Drive Time	United States
Effective Buying Income Rate (EBI)	78%	80%	78%	81%
EBI per Household	\$58,350	\$61,870	\$54,508	\$42,071
Total Retail Buying Income	\$132,775,971	\$483,027,162	\$3,395,627,876	\$2,962,768,712,513
Retail Buying Income per Household	\$29,175	\$31,554	\$27,254	\$22,297
Capture Rate Estimate	15%	7%	1%	NA
Estimated Retail SF supportable	66,388 SF	112,706 SF	113,188 SF	NA

Source: Nielsen Claritas, September 2016

Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

Local

Based on spending power and capture of spending dollars, Old Saybrook could theoretically support an additional 66,000 to 106,000SF of targeted retail, with a realistic square footage being approximately 85,000SF.

Other key points:

- Retail buying income per household is approximately \$29,000 regionally, which is favorable.
- Retail will follow residential and other commercial development and tenancy.
- Actual types of retail need to be targeted specifically to customers and to not compete head-on with existing inventory.
- Retail needs to focus on a targeted plan to attract new customers as existing customers are aging out.
- New retail should consider adding more “experience” as part of their services to differentiate from online retailing.

Generally, retail (which includes restaurants and services) is supported by office workers and residents or a large visitor population. Therefore, in Old Saybrook, which is a seasonal tourism destination, retail would follow new residential growth and other destination development. The market analysis found untapped retail demand in town, more specifically for sports, food, and recreation/entertainment, which has existing wealth to support these particular kinds of offerings.

Institutional:

National and State/Regional

Institutional uses include educational, growth industry, and non-profits. Institutional uses tend to expand connections to existing colleges and universities as well as non-profit organizations or public agencies. Both Hartford and New Haven have well-known and established educational institutions and health care facilities with expansion and related growth expected to continue to occur there.

Local

Institutional uses can have strong educational components that are linked to regional educational anchors and can assist in creating a destination while buffering commercial uses and housing. Old Saybrook does not have a university or large hospital, but institutional uses may be supportable options in the middle of the corridor, near the

I-95 exit, or near transit at the Saybrook Junction Train Station with the right links to regional institutions.

Office:

National

According to CBRE, the national office market has been strengthening, and the overall vacancy rate decreased to under 13% in the second quarter of 2016. The downtown markets performed better overall, at 10% vacancy, than the suburban office market, which had greater absorption.

State/Regional

Connecticut's market is divided between east and west, between the Fairfield County/Westchester market, and its proximity to New York City and the Hartford and New Haven Office markets.

Hartford's Office Market:

- The Greater Hartford office market continued its trajectory of steady growth in leasing activity, finishing Q3 2016 with 78,870SF of positive absorption per CBRE's Q3 2016 Market View.
- Across the Greater Hartford Office market, availability decreased quarter-over-quarter by 43 basis points (bps) to 16.5% and vacancy decreased by 24 bps to 16.2%.
- However, the marginal increase in occupancy did not translate to an increase in average asking rents, which flattened to \$19.69 per SF gross, a decrease of \$0.05 per SF quarter-over-quarter. Overall, these market indicators indicate a market that is slow to build.
- Hartford was ranked in the top 8th worst cities in the U.S. for office occupancy (Bisnow, February 2016). The Hartford market has only a marginal impact on Old Saybrook, according to CBRE's Hartford Q3 2016 Market View.

New Haven Office Market:

- New Haven is the most proximate office market that is tracked by the major commercial brokerage firms and posted an occupancy rate (per BOMA) of 89%. Colliers posted weaker vacancy rates at up to 14.6%.
- While there is substantial available space in the market, New Haven has a certain resiliency not seen in other markets due to the depth of the existing educational and health care

Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

institutions and the ability to attract the best and the brightest students and professionals. Innovative businesses related to health care and science want to be near this intellectual resource, which supports a niche office demand.

Local

Old Saybrook generally lacks both competitive supply and strong office space demand. While the demographics indicate a well-educated and skilled population, the New Haven market is able to attract this workforce to New Haven where the concentration of institutions of higher learning reside.

- While there appears to be very little class A office space, the average asking rents for available space ranges from \$8 per SF to \$24 per SF, which is low but also wide-ranging;
- Vacancy rate of available property is 28%;
- There appears to be no co-working space in Old Saybrook, which is generally in high demand, especially with start-up and Millennials;
- Per Building Owners and Managers Association (BOMA), average co-working space occupancy is 89% plus, which is much higher than most cities' average occupancy and average rents at \$28 per SF, which surpasses local rates.

The local office market does not support new construction unless new business is attracted and build-to-suit is planned or co-working space is considered. While the locally aging population might indicate a need for more medical office space, there is already significant supply in the area, and the trends in healthcare lean to more clinics, walk-in centers, and specialized off-campus centers.

Table 5: Local and Nearby Office Real Estate Data

Name	Address	Description	Rent (\$)/SF	Terms	Size of Space (SF)	Building Size (SF)	Vacancy (%)
Main Street	166 Main Street, Old Saybrook	Office space, 8 parking spaces, good for medical	\$12.50	36 mo.	3,000	18,000	17%
Boston Post Road	1480 Boston Post Rd, near shore		\$16.92	variable	1,980	7,800	25%
Chester Retail/Office	189 Middlesex Turnpike, Chester, CT	Modern strip center with office above, 18 parking spaces	\$12.00	60 mo.	2,150	23,000	9%
Medical Center	5 Pequot Park Rd., Westbrook, CT	Modern office/medical center	\$23.00	NA	3,800	24,000	16%
Clinton Office	167 W. Main St., Clinton, CT	Office/retail	\$14.00	NA	5,400	NA	NA
Halls Road Office	102 Halls Rd. Old Lyme, CT	Low-rise office near Rte. 1	\$8.00	NA	2,800	2,800	100%
Essex Medical	6 S. Main St., Essex, CT	Not new but well-kept	\$15 – 17.00	NA	4,900	11,750	42%

Source: Nielsen Claritas, September 2016 with commentary from TWG

Sports and Recreation:

National

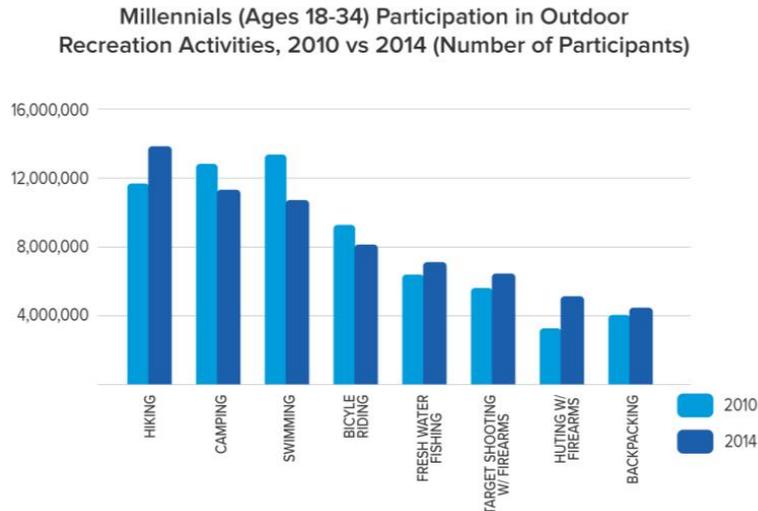
Sports and recreation participation involves a wide range of the population. In particular, it has been a trend for Millennials to be using their free time participating in indoor and outdoor recreation activities.



Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

Figure 3: Millennials' Recreation Trends



Source: Sportsmarketanalytics.com, “the Millennials”

Local

While many participants during the planning process and in the Old Saybrook Parks and Recreation Department’s 2017 town-wide survey identified a demand for sports and recreation facilities, Old Saybrook and the local sub-market do not have the population size or density to support a major sports venue such as a commercial indoor hockey rink or other indoor sports and soccer fields. However, Old Saybrook should celebrate its strengths and natural assets – the beaches, the Connecticut River, and the Sound and continue to recruit uses that are a good fit in this regard. The Town should be opportunistic and actively recruit smaller outdoor and marine-related recreation, sports, and other non-traditional activities and businesses whenever possible. Creating a critical mass of these uses on the corridor would create a destination and support other uses such as retail and dining.

USES WITH LIMITED OR NO OPPORTUNITIES AT THIS TIME:

Research and Development requires a workforce with a strong work ethic and high educational levels. However, the New Haven market is currently extremely desirable for R&D and would prove to be more competitive than Old Saybrook. If the town can increase the inventory of desirable Millennial-attractive housing, then it may prove to be an alternative or secondary market for R&D in health and biotech in the future.

Industrial Distribution may have logistical and market support, but thought must be given to the limited number of jobs created from this use and the relatively low property tax per acre off-set by logistics. While the corridor does have good access to I-95, logistic space is also high in inventory along I-95 and the I-91 corridors. In addition, this use has more of the character of big-box stores and has a negative effect on any efforts to create a walkable, experience-rich environment along Mariner’s Way.

Hospitality in the form of the hotel and convention center market is not currently strong for Old Saybrook. The market is primarily a seasonal destination with high occupancies during the late spring, summer, and early autumn. New hotel rooms would be very complementary in supporting an institutional use and other businesses and would improve the quality of rooms in the larger inventory. However, with overall occupancies under 43% for the higher end of the sub-market, there is no additional demand at this time without the addition of a new year-round destination.

Appendix E: Real Estate Market Analysis Highlights

Source: The Williams Group Real Estate Advisors LLC

MARKET TESTING MATRIX

During the planning process, many uses were requested by community members to revitalize the corridor. Several uses and concepts were considered highly desirable but needed to be reviewed through the lenses of market support, job creation, demographic support, vehicle access, pedestrian connections, and other physical, financial, and quality of life aspects. Each use or concept was filtered through a test matrix, see Appendix F. In the Market Testing Matrix, the most viable uses and concepts for development are indicated with total ranking numbers in red.

CONCLUSION

The real estate market analyses, in conjunction with the Town of Old Saybrook's vision for Mariner's Way, provide some guidance to what can prosper in the area, building on current strengths and focusing on current needs of the Town. In order to close the gap between the current state of Mariner's Way and a revitalized corridor that builds on the current strengths and needs of the area, the following five actions should be considered:

- Encourage development of new targeted housing;
- Expand local tourism;

- Focus on Food and Frolic;
- Link Millennials to employment needs; and
- Provide amenities to draw the younger population to Old Saybrook.

Caveat and Limiting Conditions:

The report herein is an analysis of market conditions relating to the Mariner's Way Corridor located in Old Saybrook, Connecticut as of Q1, 2017. The report does not predict future conditions nor does it predict future development projects which may or may not come online and have an impact, positive or negative, on the market findings herein. It must also be noted that there are employment factors including job creation for which many developers or planners are considering as a potential capture audience for other projects including housing and retail and commercial office. While our capture estimates are conservative there is no guarantee that other cities, town or projects may include the same capture audience, which may impact the ability to accurately assess demand.

Figure 4: Preliminary Market Analysis Summary – Closing the Gap



Appendix F: Market Testing Matrix

Source: The Williams Group Real Estate Advisors LLC

OLD SAYBROOK MARINERS WAY DISCOVERY AND ACTION PLAN - TESTING MATRIX															
THEME	LIVE						WORK						PLAY		NOTES
Category	Hip Community	Senior Housing Linked to Existing Venues	Empty Nester Celebration Community	Local Hip Food and Frolic	Hospitality	Authentic Destination	Logistics and Warehousing	Retail and Tourism Retail	Office with a New Twist	Office R&D	Sports Complex	Wine, Food, Taste, Savor, Learn, Attract	Ropes Course	Mariners Way	
Program	MF housing targeting millennial and younger educated workforce	Add-on venue to Gladeview-independent high-end housing with services or assisted living	Empty nester housing - town house or apartments	Local brewing, bars, pubs, café, local fare restaurants	Upper market extended stay or full services	Farmers market space locally unique destination retail	Logistics center 100,00 SF with access to I95	Targeted retail in a critical mass	Co-working space	Traditional office and R&D with gear towards medical innovation	Multi-purpose sports complex-60,000 SF or greater housing hockey rink	Culinary institute, adult learning center plus local wine tasting, wine making, beer tasting and brewery, farm to table food, culinary stores and gift shop and small convention meeting center	Zip line with full ropes course through the trails with viewing from paths/trails	Marine related services including boat yards, repairs, sales and service	
Estimated Overall Size (SF)	Up to 500 units in multiple phases, average 1,000 per unit 5,000	100 to 150 units at 800 SF each, 80,000 to 120,000 SF	Part of hip community total, 20% of 500 units or max 100 units phased	Amenity to MF housing to target audience, especially millennial 5,000 SF	100 to 120 rooms at overall 510 SF per key	20,000 year round, indoor and outdoor	100,000	66,000 to 100,000	3,500 SF	20,000 to 50,000 SF	60,000	50,000	Over large acreage	2 acres	
ECONOMIC/DEMOGRAPHICS/REAL ESTATE															
Site Development Opportunities	4	4	4	5	5	5	5	5	5	5	3	5	3	5	Site can support uses
Economic Support	5	5	4	5	3	3	3	4	2	2	1	4	3	3	Business or use is growing trend, supported by jobs or general increase in employment demand
Long Term Job Creation	3	4	3	3	3	3	1	3	2	3	3	4	1	1	Create long term jobs in well paying categories
Site Size and Configuration Compatible with Market Supportable Real Estate	4	4	4	4	4	4	2	3	4	4	1	4	3	3	Use has demand and supply in less than demand
Demographics Support	5	5	5	5	2	3	1	4	2	2	1	4	3	1	Household creation, age and educational attainment support
Large Tend Support	5	5	5	5	2	3	1	2	1	2	1	3	1	1	National trends moving in this direction
Real Estate Market Support	5	3	4	5	3	4	5	5	1	3	1	4	2	2	Overall rents rising, vacancies lowering
Ability to Create Critical Mass to Support Future Development	5	4	5	3	3	4	1	4	2	1	3	5	3	1	Enough market support to create a critical mass to change image
Positive Downtown Impact From Development	5	3	5	5	4	4	1	3	2	2	2	4	2	1	Compliment downtown from an economic development standpoint
SUBTOTAL	4.6	4.1	4.3	4.4	3.2	3.7	2.2	3.7	2.3	2.6	1.8	4.1	2.3	2.0	
Comments on Economic															From economics: MF housing, culinary institute/restaurant/ tasting, along with food service or sales score higher. Targeted retail in a large critical mass also has market support.

Appendix F: Market Testing Matrix

Source: The Williams Group Real Estate Advisors LLC

OLD SAYBROOK MARINERS WAY DISCOVERY AND ACTION PLAN - TESTING MATRIX															
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PHYSICAL															
Vehicle Access	4	4	4	4	4	4	1	2	4	3	2	4	3	3	Significant traffic or traffic all at once could be difficult to accommodate
Interstate Access	3	3	3	4	5	5	5	5	4	4	4	4	4	4	Relative ease of access from interstate to attract users
Connection to Transit	5	3	5	3	3	3	1	2	2	2	2	3	2	1	Transit access, links, TOD usage
Pedestrian Connections	5	3	5	5	4	4	1	3	3	3	1	4	3	1	Ability to make pedestrian connection with downtown scores higher
SF Residential Buffer	5	5	5	4	5	3	1	2	3	4	1	3	1	1	Future ability to be a buffer for noise
Infrastructure Requirements	3	3	3	4	3	3	3	3	4	3	1	3	5	5	Optimal sizing fits sites
SUBTOTAL	3.1	2.6	3.1	3.0	3.0	2.8	1.5	2.1	2.5	2.4	1.4	2.6	2.3	2.6	
Comments on Physical															From physical perspective the uses with market support have also been complimentary

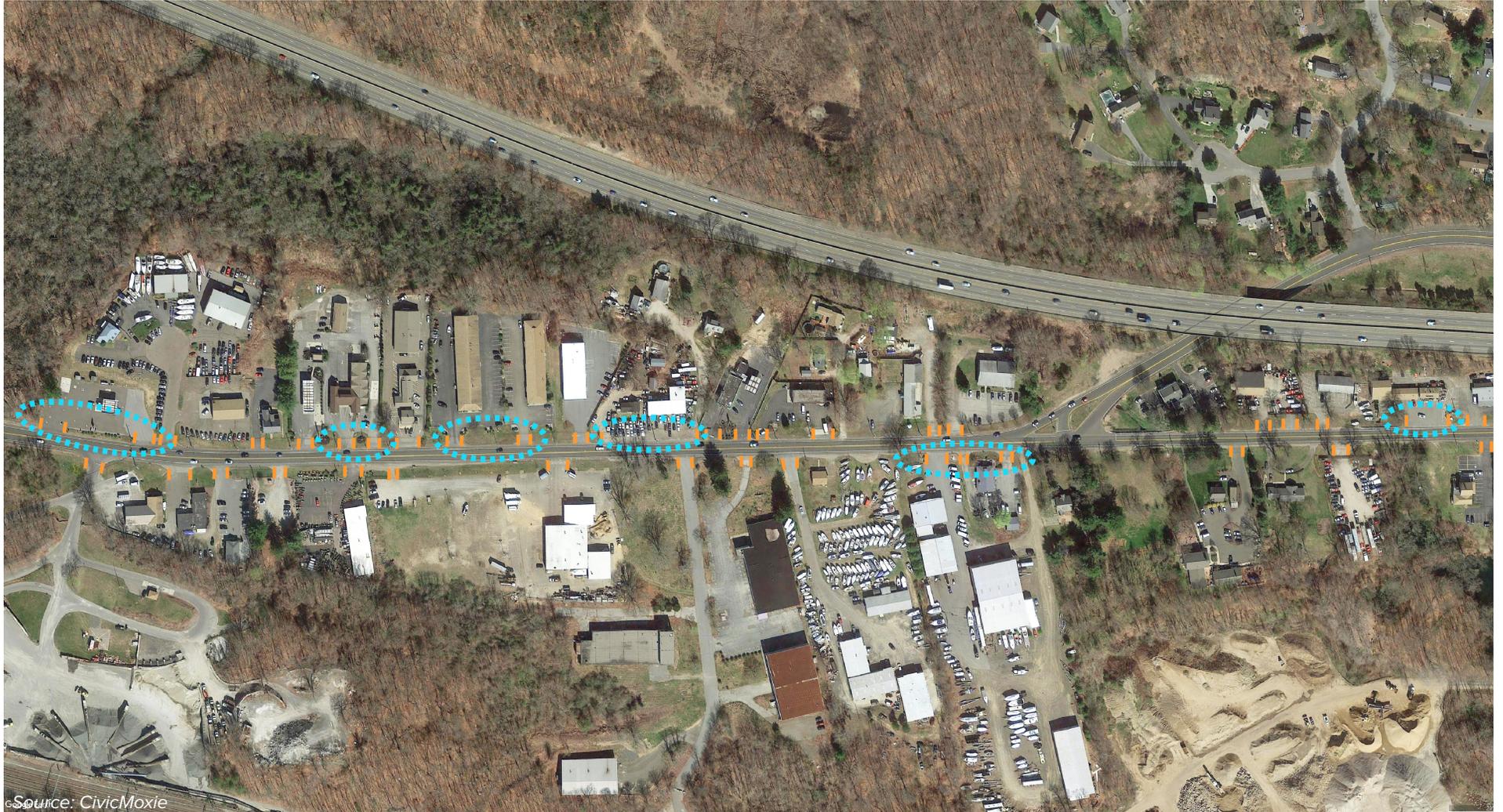
Appendix F: Market Testing Matrix

Source: The Williams Group Real Estate Advisors LLC

OLD SAYBROOK MARINERS WAY DISCOVERY AND ACTION PLAN - TESTING MATRIX															
THEME	LIVE						WORK						PLAY		NOTES
Category	Hip Community	Senior Housing Linked to Existing Venues	Empty Nester Celebration Community	Local Hip Food and Frolic	Hospitality	Authentic Destination	Logistics and Warehousing	Retail and Tourism Retail	Office with a New Twist	Office R&D	Sports Complex	Wine, Food, Taste, Savor, Learn, Attract	Ropes Course	Mariners Way	
Program	MF housing targeting millennial and younger educated workforce	Add-on venue to Gladeview-independent high-end housing with services or assisted living	Empty nester housing - town house or apartments	Local brewing, bars, pubs, café, local fare restaurants	Upper market extended stay or full services	Farmers market space locally unique destination retail	Logistics center 100,00 SF with access to I95	Targeted retail in a critical mass	Co-working space	Traditional office and R&D with bent towards medical innovation	Multi-purpose sports complex- 60,000 SF or greater housing hockey rink	Culinary institute, adult learning center plus local wine tasting, wine making, beer tasting and brewery, farm to table food, culinary stores and gift shop and small convention meeting center	Zip line with full ropes course through the trails with viewing from paths/trails	Marine related services including boat yards, repairs, sales and service	
Estimated Overall Size (SF)	Up to 500 units in multiple phases, average 1,000 per unit 5,000	100 to 150 units at 800 SF each, 80,000 to 120,000 SF	Part of hip community total, 20% of 500 units or max 100 units phased	Amenity to MF housing to target audience, especially millennial 5,000 SF	100 to 120 rooms at overall 510 SF per key	20,000 year round, indoor and outdoor	100,000	66,000 to 100,000	3,500 SF	20,000 to 50,000 SF	60,000	50,000	Over large acreage	2 acres	
PLANNING															
Integration into Town and Link to Downtown	5	5	5	5	4	4	1	3	1	3	2	3	1	1	Blending
Synergy with Surrounding Area	4	4	4	4	3	4	1	2	2	3	1	5			Activity and complimentary demographics of workforce
Connection/Potential Open Space/Green Areas	5	4	5	4	5	4	1	2	4	4	3	5	5	1	Could connect in a positive way to trails
Image Ability/Asset to Town aesthetics	5	5	5	5	4	4	1	2	2	4	2	5	4	4	Sets right image and tone
Proximity to Downtown Uses	5	5	5	5	5	5	1	3	3	3	2	5	2	1	Proximate and economic enhancement to downtown uses
Visibility	5	5	5	5	5	5	5	5	5	5	5	5	5	1	Gateway enhancement
Enhance Tourism and Visitor Experience															Bring visitors
Assist with Attracting 21st Century Workforce	5	1	3	5	5	5	1	3	3	5	3	4	4	1	Concept is attractive to 21st century workforce
Compliment Historic Resources	4	4	4												Preserves any significant buildings
SUBTOTAL	3.8	3.3	3.6	3.3	3.1	3.1		2.0	2.0	2.7	1.8	3.2	2.1	0.9	
Comments on Planning															Again, the best scores are linked to economics, with some lower scores but uses that are less complimentary to the Town
TOTAL RANKING	3.8	3.3	3.7	3.6	3.1	3.2		2.6	2.3	3.3	1.7	3.3	2.2	1.8	

Appendix G: Areas for Potential Curb Cut/ Driveway Discussion

Source: CivicMoxie



— Indicates existing curb cuts

— Highlights areas property owners may want to discuss the possibility of considering narrowing curb cuts and/or consolidating driveways with each other to improve parking, circulation, and roadway efficiency as well as the pedestrian/bicycle environment.



MARINER'S WAY

DISCOVERY + ACTION PLAN