



MARINER'S WAY

DISCOVERY + ACTION PLAN

Public Meeting #2 3/9/17

Mariner's Way, Old Saybrook, CT

Mariner's Way Discovery + Action Plan



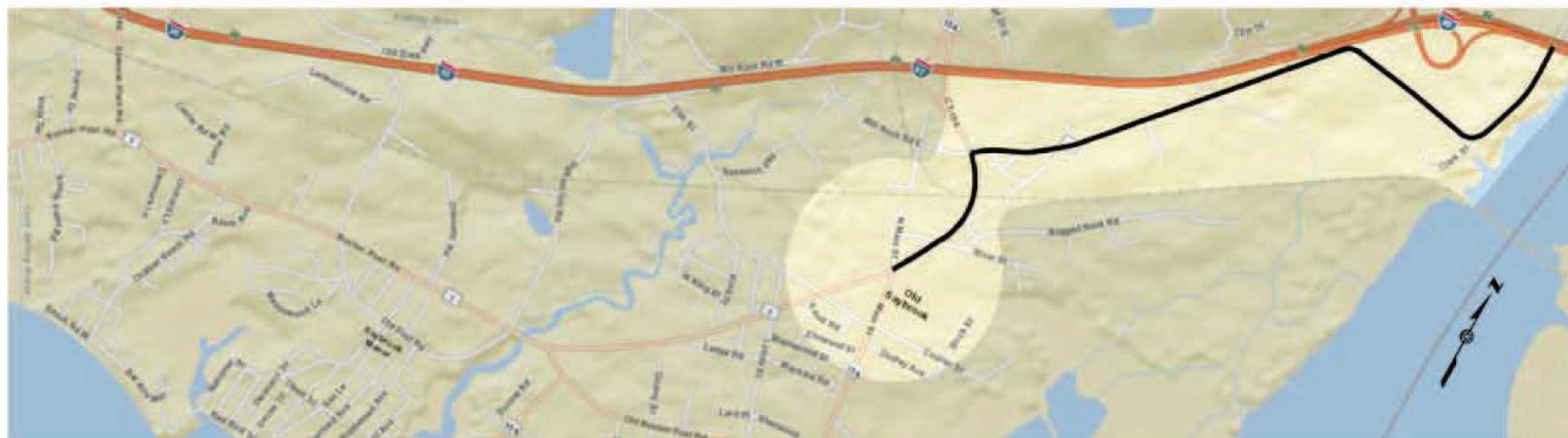
Focus Area

2014 Mariner's Way Plan: Gateway to Connecticut River Recreation



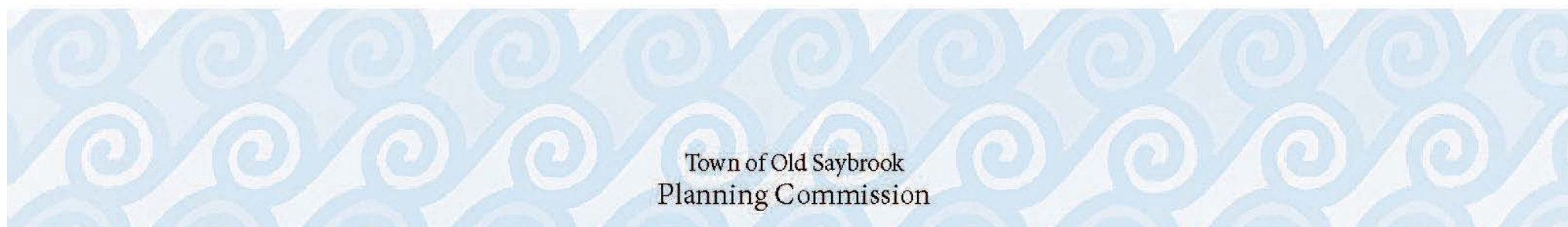
MARINER'S WAY

Gateway to Connecticut River Recreation
Old Saybrook Plan of Conservation and Development



**A vision to improve the Route 1 East connector in Old Saybrook
between Saybrook Junction's Town Center and Ferry Point's Marina District**

August 2014



Town of Old Saybrook
Planning Commission

Goals of this Planning Process

Make Mariner's Way a more appealing place to work, shop, live, and play!

Connect – corridor, Town Center, natural areas

Expand – development opportunities, jobs, infill and assembly possibilities

Enhance – visual appeal, gateway, unique character compatible with the town

Supported by a CT Department of Economic and Community Development (“DECD”) grant with additional focus on properties with environmental issues (“brownfields”).

#1 I will be ecstatic if at the end of this planning process there is a decision to_____.

- Create a destination that attracts businesses, tourism & recreation
- Encourage housing and activities to attract Millennials and young families
- Make corridor more visually attractive
- Attract destination retail – not big box
- Improve transportation modes; access to water & other destinations
- Include environmental/eco-tourism activities
- Set a timeline for action
- Enhance existing businesses and promote growth
- Allow/rezone for appropriate commercial businesses

#2 I will be raving angry if at the end of this planning process there is a decision to_____.

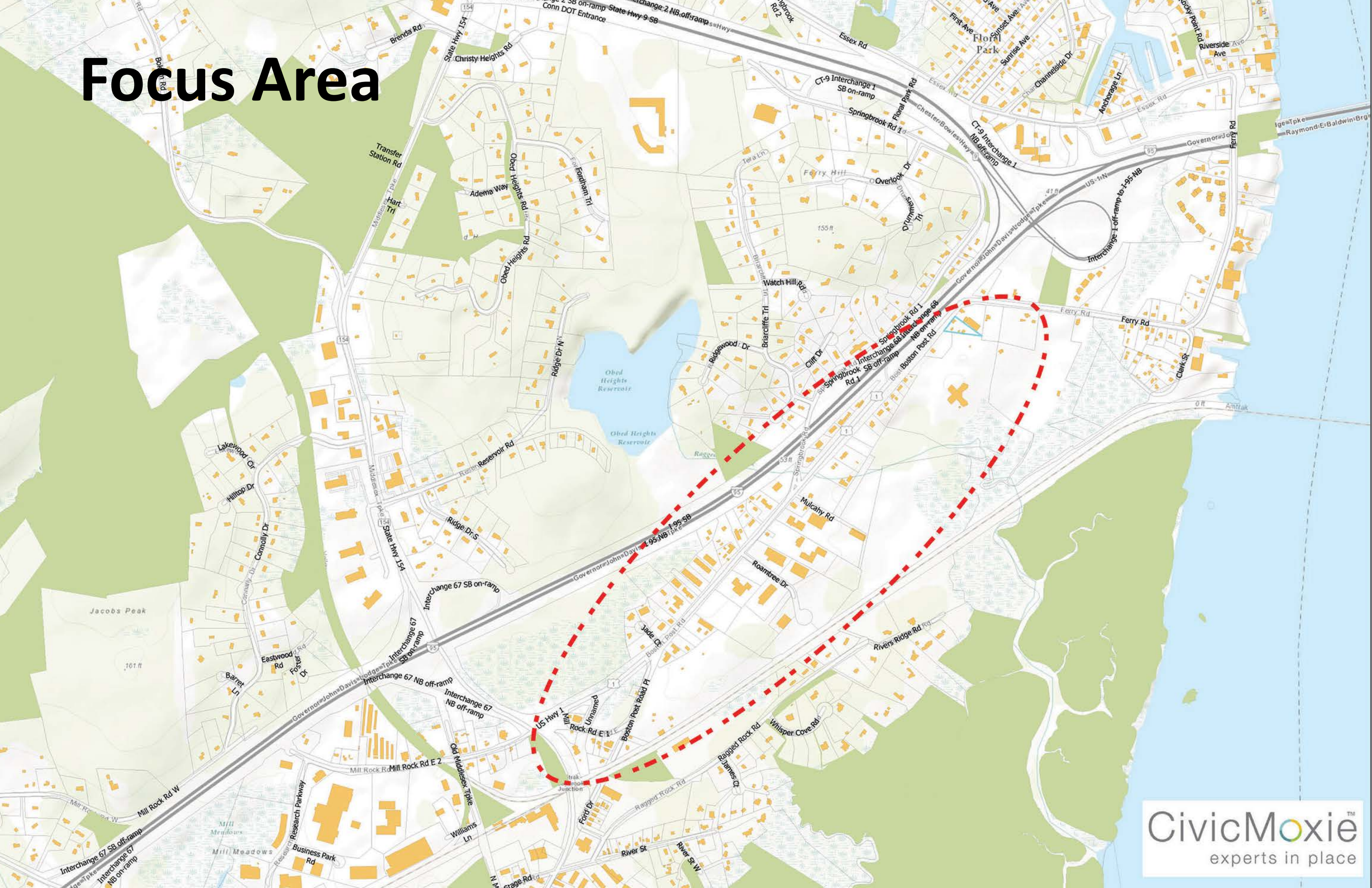
- Do nothing/ maintain status quo – miss opportunities
- Allow big box development
- Do nothing for the younger population
- Increase Town spending or increase taxes
- Miss opportunity to develop into a destination to increase tax revenue
- Not improve pedestrian/bike access
- Only solve short-term issues, i.e., beautification
- Rezone but not enforce

Overall Planning Principles

(from the Mariner's Way Plan and Input to-date)

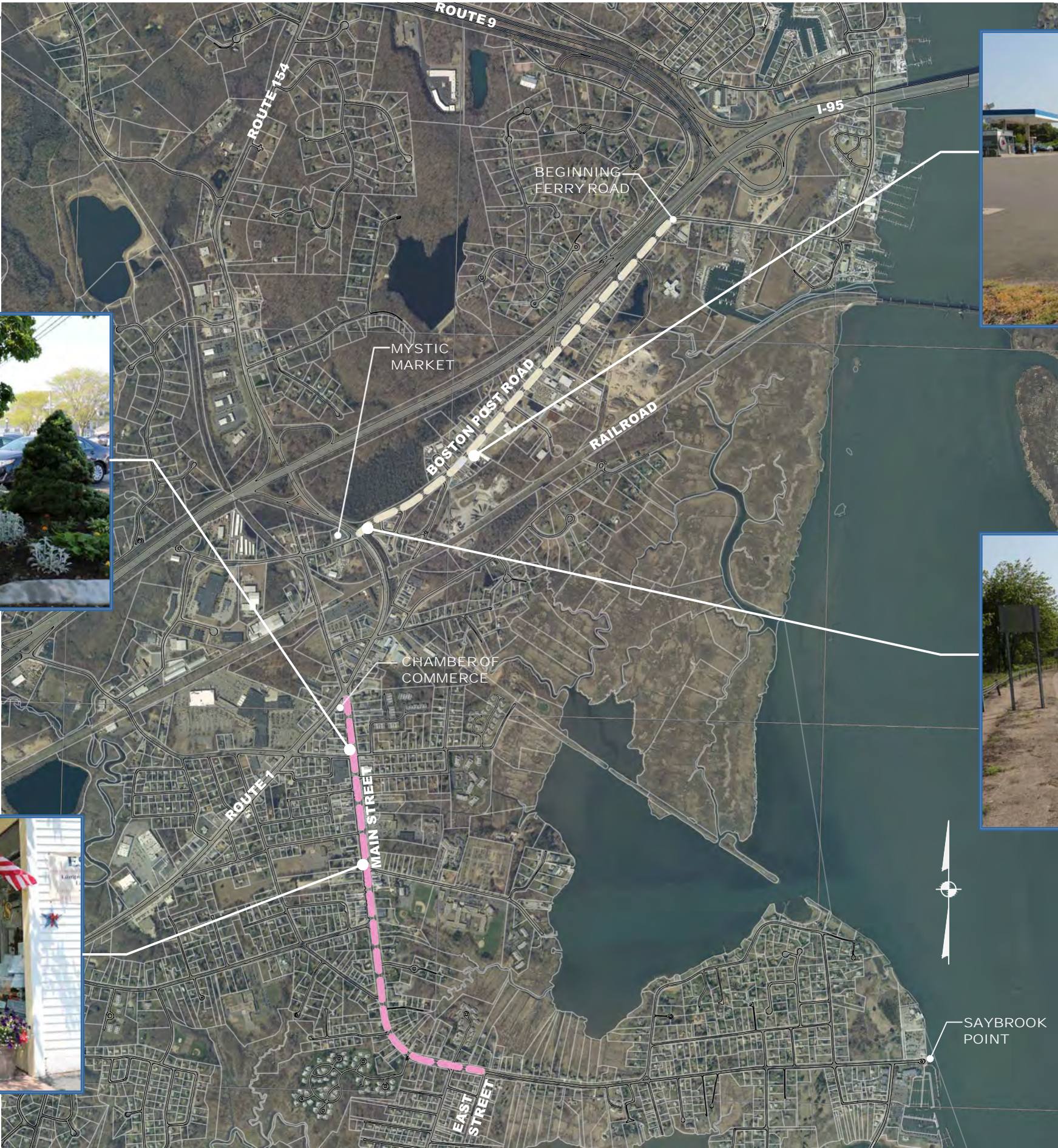
- Create better connections from Town Center to the water;
- Create improvements that reflect the character of Old Saybrook;
- Support existing local businesses;
- Attract new businesses that serve both local and regional populations and increase Town tax revenue;
- Support a unique identity for the corridor that fits with Old Saybrook and that creates more than just a “pass-through;”
- Offer housing, services, and activities for all age groups, but particularly attract younger populations

Focus Area



Connectivity

Walkability



1.1 miles
(15 minute walk)



1.1 miles
(15 minute walk)

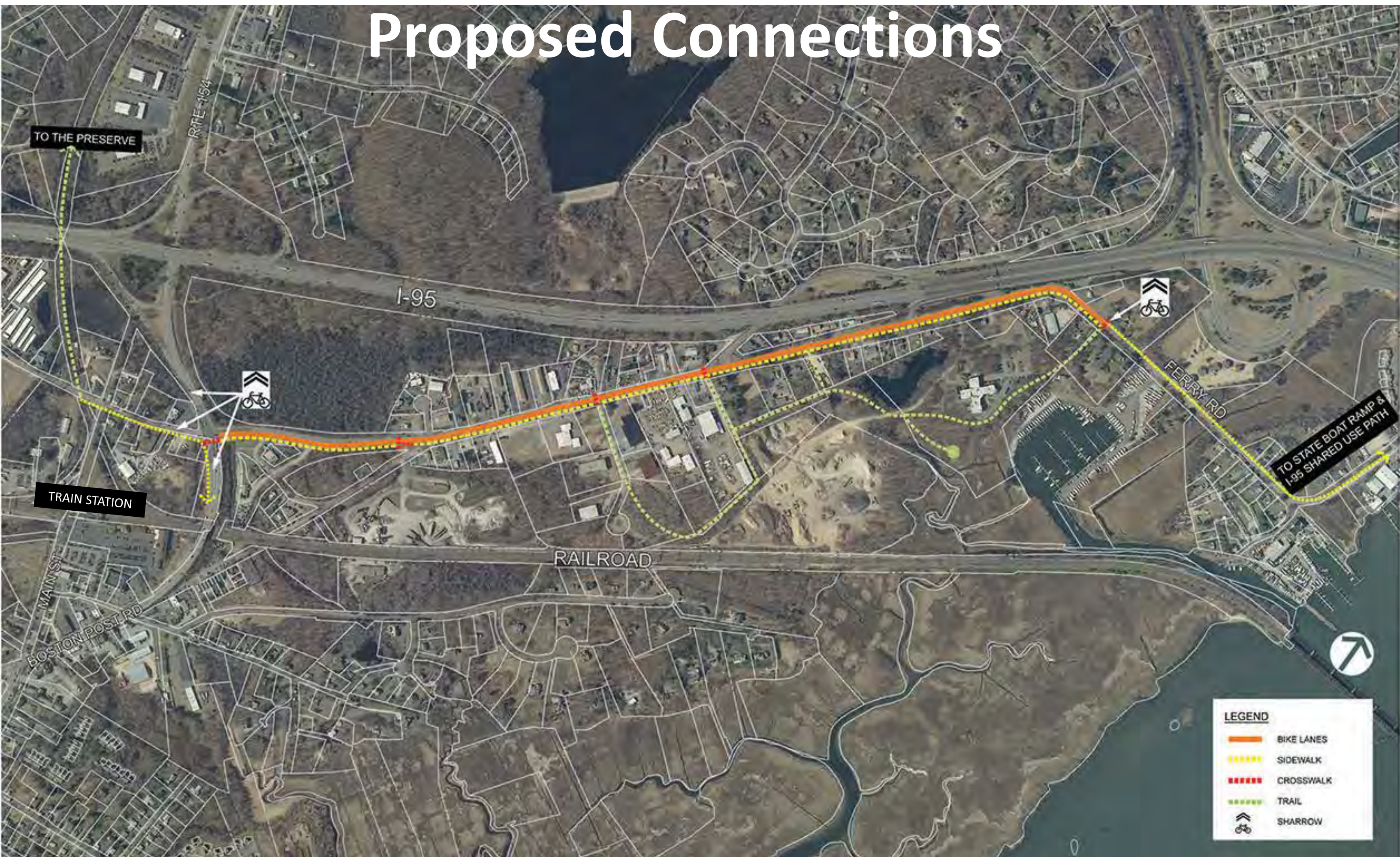


Connectivity

- For access, safety, and recreation
- Pedestrian/bike paths – separate from vehicles
- Potential off-road trail loop; fitness trail
- Improved streetscape



Proposed Connections



Existing Streetscape

Narrowest Section of Route 1 East



EXISTING OPPORTUNITIES AND CONSTRAINTS

- MULTIPLE DRIVEWAY ENTRANCES TO SINGLE PROPERTY
- VERY WIDE DRIVEWAY ENTRANCE
- WIDE ROADWAY PAVEMENT (36' ±)
- NO SIDEWALKS, NOT PEDESTRIAN FRIENDLY

Public Right-of-Way can accommodate all streetscape improvements!

Proposed Streetscape A – Off-Road Shared Bike/Ped Path



PROPOSED CHANGES

- REPLACE EXISTING COBRAHEAD LIGHTS WITH NEW LED STREETLIGHT
- PEDESTRIAN SCALE ORNAMENTAL LIGHTS
- CONSIDER COMBINING CURB CUTS
- MINIMIZE WIDTH OF DRIVEWAY APRON
- SHARED USE PATH – PEDESTRIAN & BICYCLES
- STREET TREES & SHADE TREES ON SOUTH SIDE, ORNAMENTAL TREES ON NORTH SIDE

LEGEND

- LAWN
- SHARED USE PATH
- EXISTING UTILITY POLE
- UTILITY POLE WITH COBRAHEAD LIGHT
- PROPOSED PEDESTRIAN SCALE ORNAMENTAL



EXISTING TREE

PROPOSED ORNAMENTAL TREE

PROPOSED STREET TREE

PROPOSED SHADE TREE

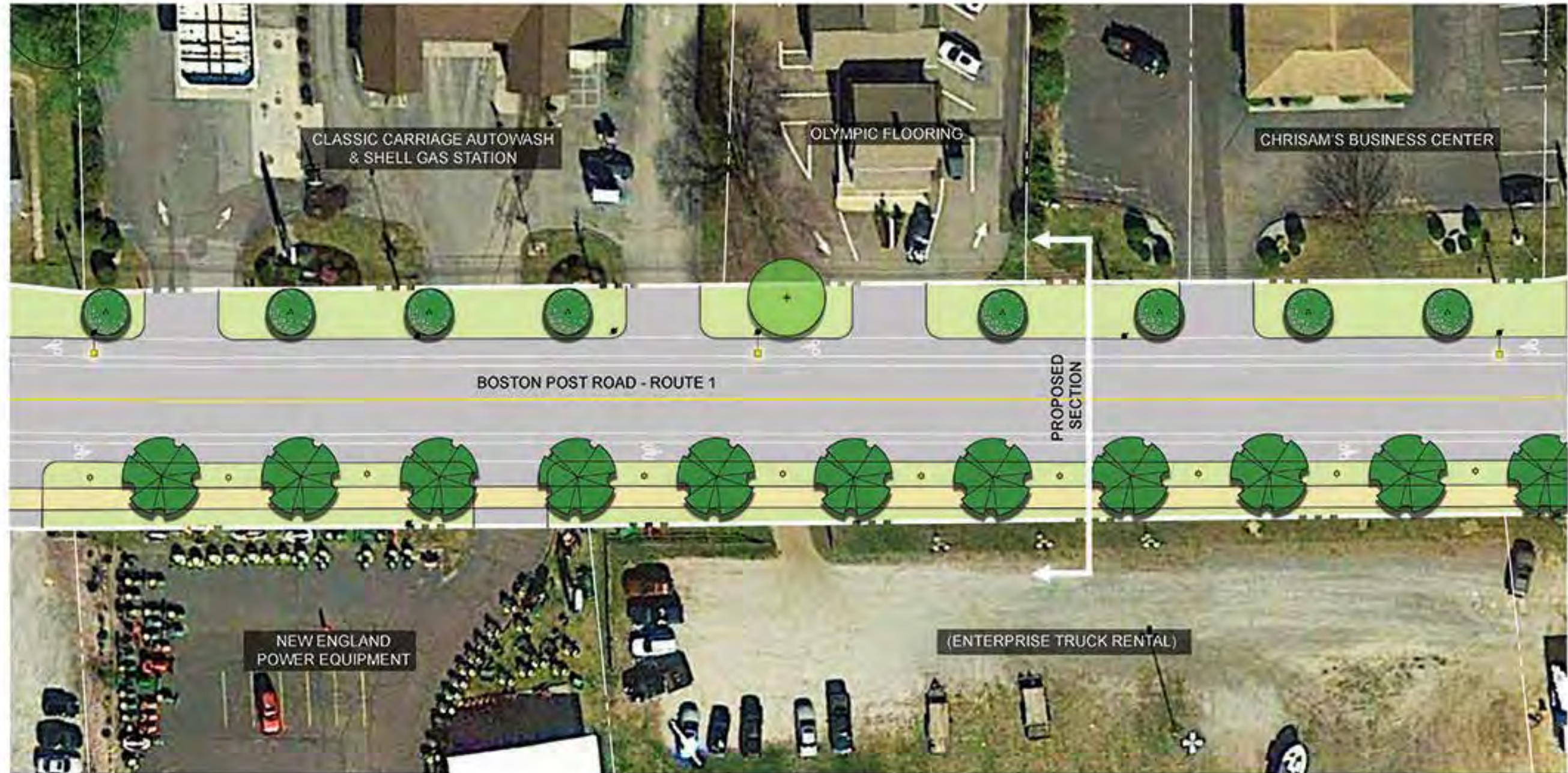


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FREEMAN
COMPANIES

LAND DEVELOPMENT • LAND ACQUISITION • CONSTRUCTION SERVICES

Proposed Streetscape B – On-Road Bike Lanes



76.5' MINIMUM
RIGHT-OF-WAY
(WIDTH VARIES)

PROPOSED CHANGES

- REPLACE EXISTING COBRAHEAD LIGHTS WITH NEW LED STREETLIGHT
- PEDESTRIAN SCALE ORNAMENTAL LIGHTS
- CONSIDER COMBINING CURB CUTS
- MINIMIZE WIDTH OF DRIVEWAY APRONS
- PEDESTRIAN SIDEWALK
- BICYCLE LANES ON BOTH SIDES
- STREET TREES ON SOUTH SIDE
- ORNAMENTAL TREES ON NORTH SIDE

LEGEND

- LAWN
- SIDEWALK
- BIKE LANE
- EXISTING UTILITY POLE
- UTILITY POLE WITH NEW LED LIGHT
- PROPOSED PEDESTRIAN SCALE ORNAMENTAL LIGHT

- EXISTING TREE
- PROPOSED ORNAMENTAL TREE
- PROPOSED STREET TREE

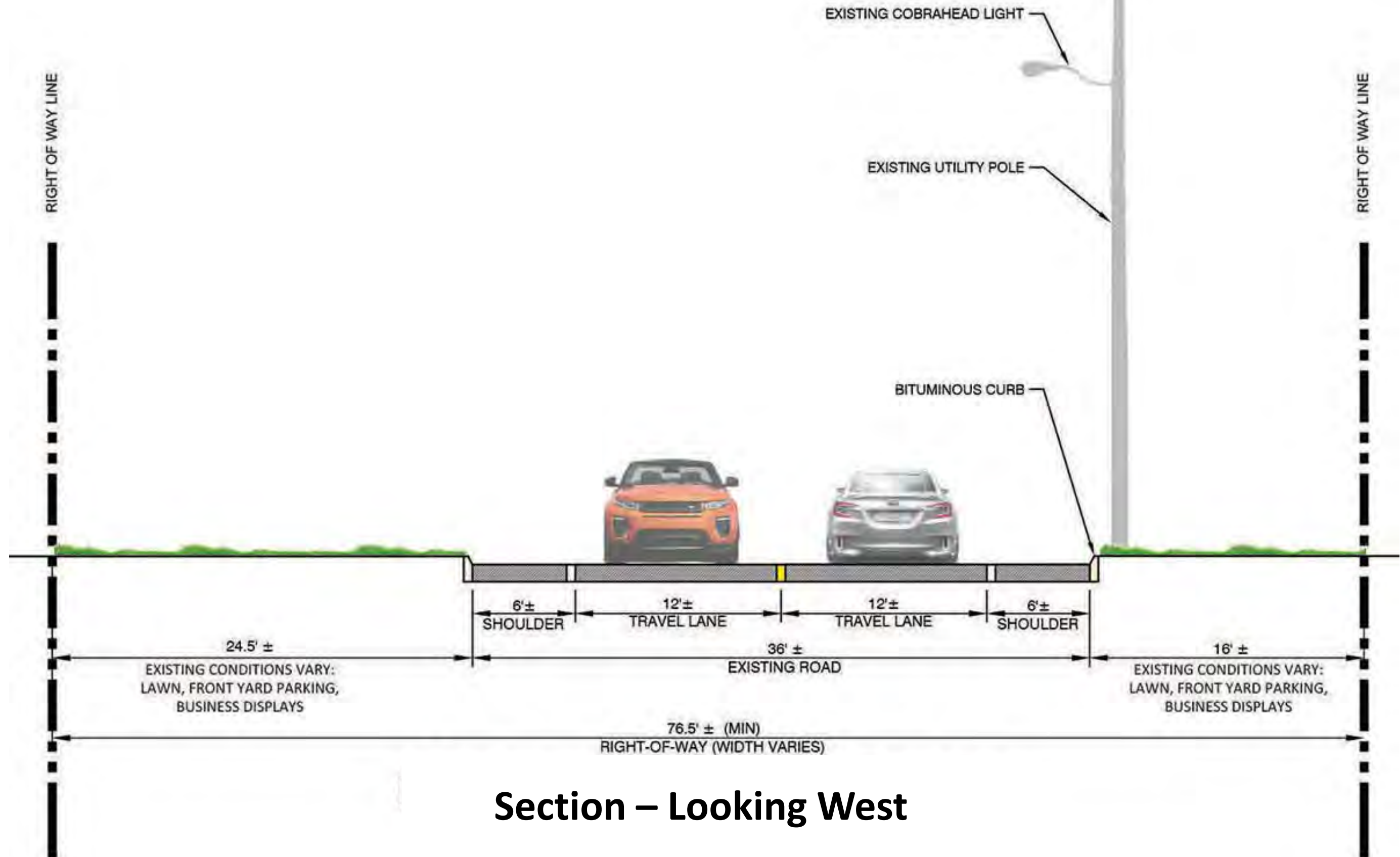


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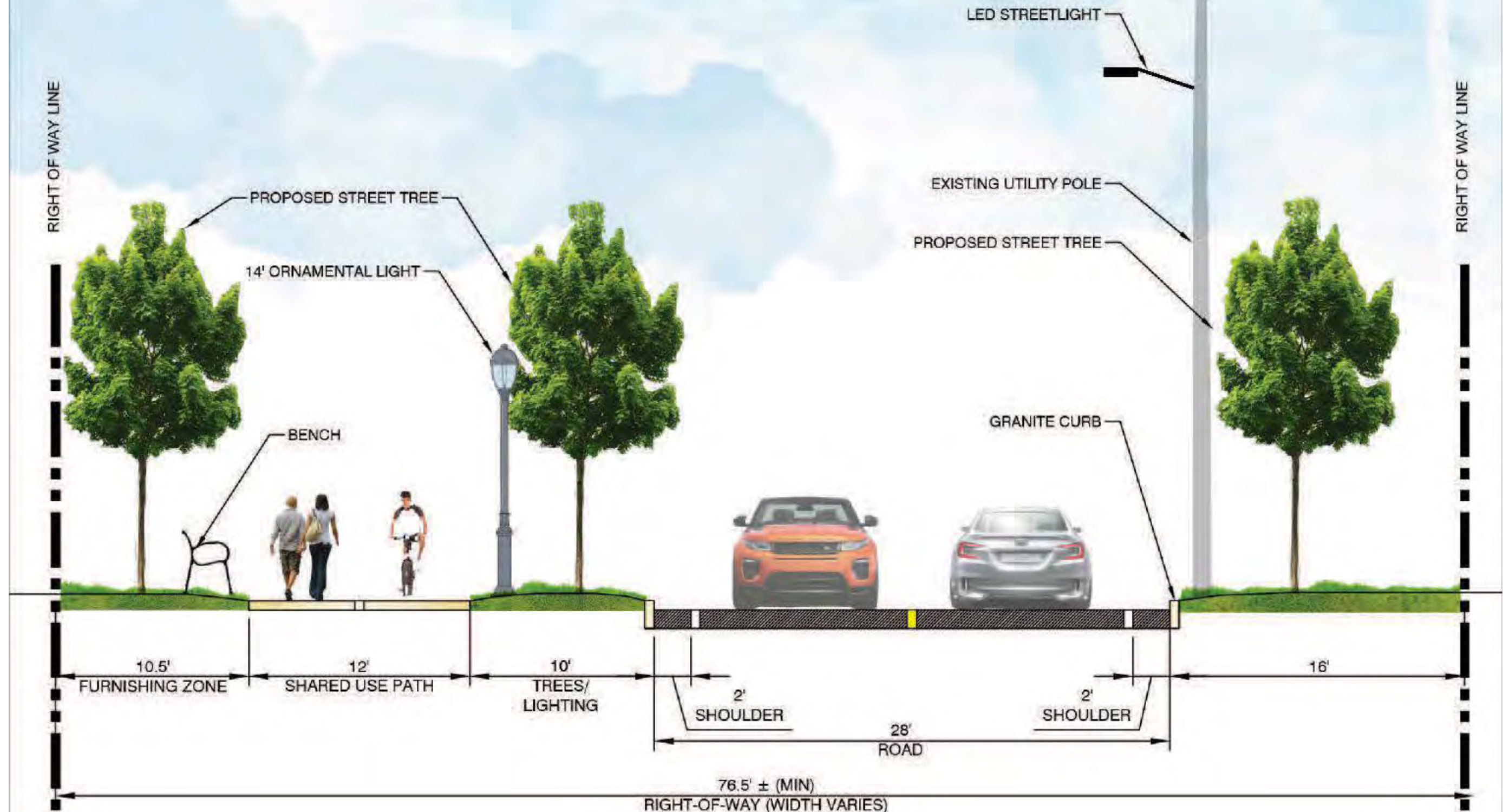
FREEMAN
COMPANIES

Existing Streetscape Section

Narrowest Section of Route 1 East

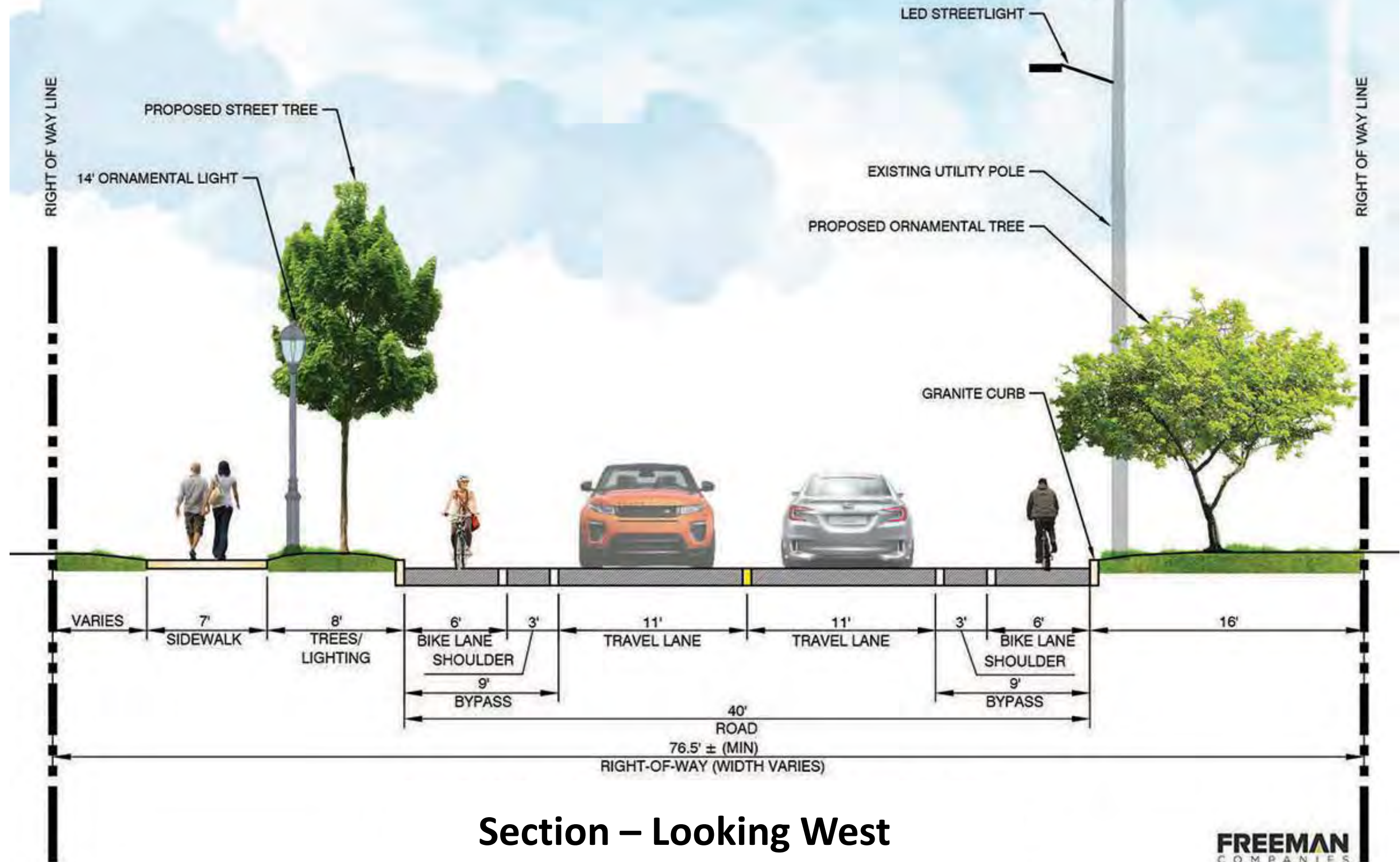


Proposed Streetscape Section A – Off-Road Shared Bike/Ped Path



Section – Looking West

Proposed Streetscape Section B – On-Road Bike Lanes



Market Realities

Why Are We Analyzing the Market?

- To help create realistic expectations with a feasible redevelopment program
- To assist stakeholders make decisions with market information and not in a vacuum
- To look past traditional real estate uses
 1. Tourism/Recreation
 2. Business targeting
 3. Specific targeted housing
 4. Targeted retail
 5. Enviro-friendly attractions



Market Analysis Highlights



Market Analysis Highlights

Economic and Demographics = Attracting Millennial Population

- Over 40% of Population is over 55 years old
- Millennials = 8% of Old Saybrook's Population vs. 14% in US
- Average Household Income (within 10 min drive) over \$100,000
- Not a strong Office market



Eden Harbour



Market Analysis Highlights

Housing

Housing Trends and Expansion is Opportunity

- Housing expansion = Millennial & Empty Nester Housing
- Town lacks competitive supply of high-quality rental housing
- Capturing 1% of Millennial population in 25-mile radius would support approximately 350 units
- Target rents \$1400 - \$1900 for 1-2bedrooms



Market Analysis Highlights

Retail

Consumer spending growth opportunity

- Supported by residential growth and complements downtown amenities – trendy, distinctively local
- Targeted retail uses of varied types totaling ~ 85,000 Square Feet could be supportable
- Retail buying income per Household ranges from a \$19,000 to \$27,000 for the 15-mile radius capture area
- Sports, food, recreation/entertainment



Market Analysis Highlights

Tourism/Recreation

Supports retail, services, hospitality, food and play

- River and river front is a major asset
- Nature/Educational center or destination
- Tourism spending linked to physical assets
- Household spending \$6,735 based on average of 6 trips per year



Market Analysis Highlights

Business Attraction

Market supportable businesses

- Continuum of Health care-related
- Marine and Maritime-related
- Tourism, Education, Recreation
- Targeted Retail and Food
- Limited Office/Flex space; high-tech start ups
- Industrial Distribution – market support but limited jobs; not consistent with goals

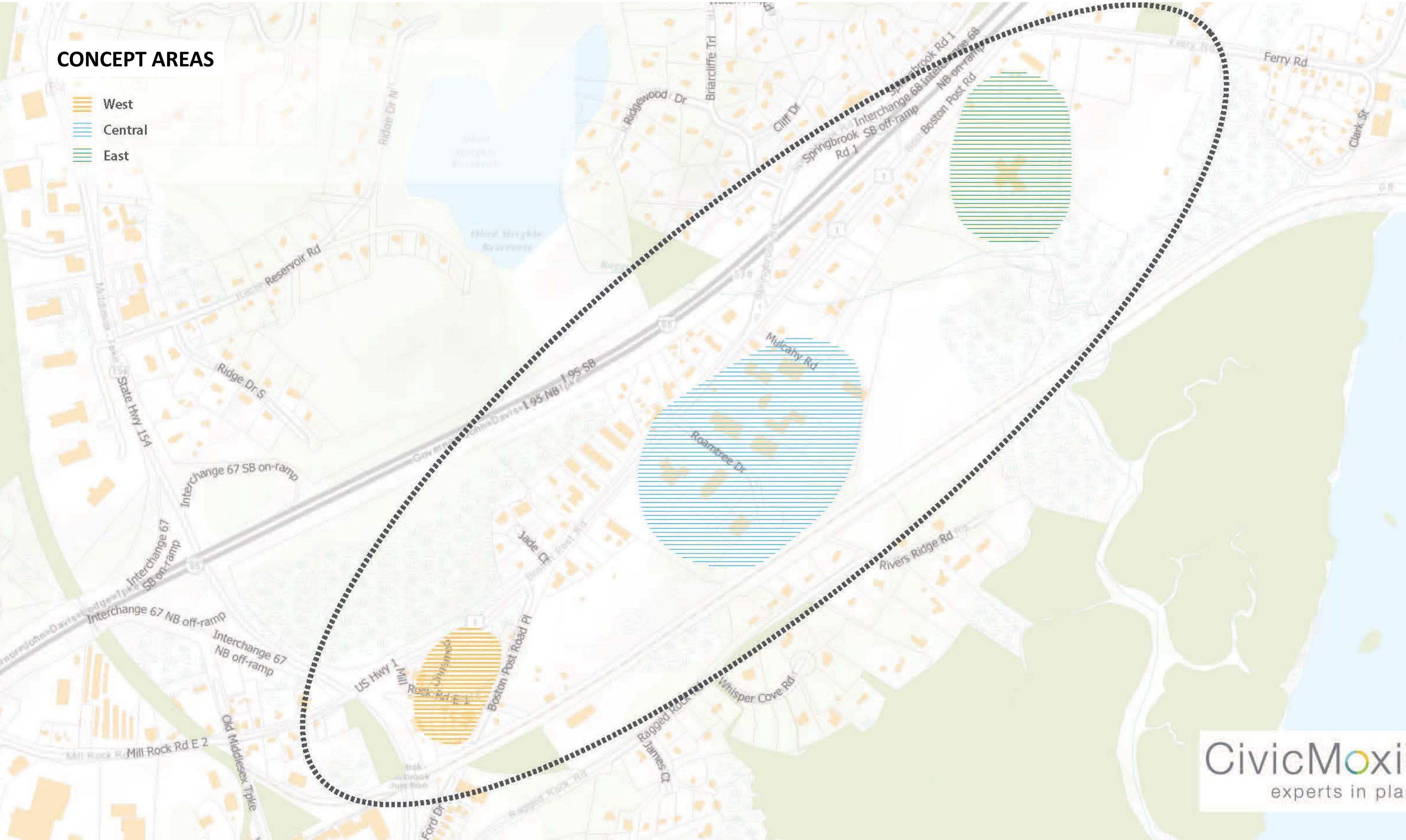


Preliminary Concepts

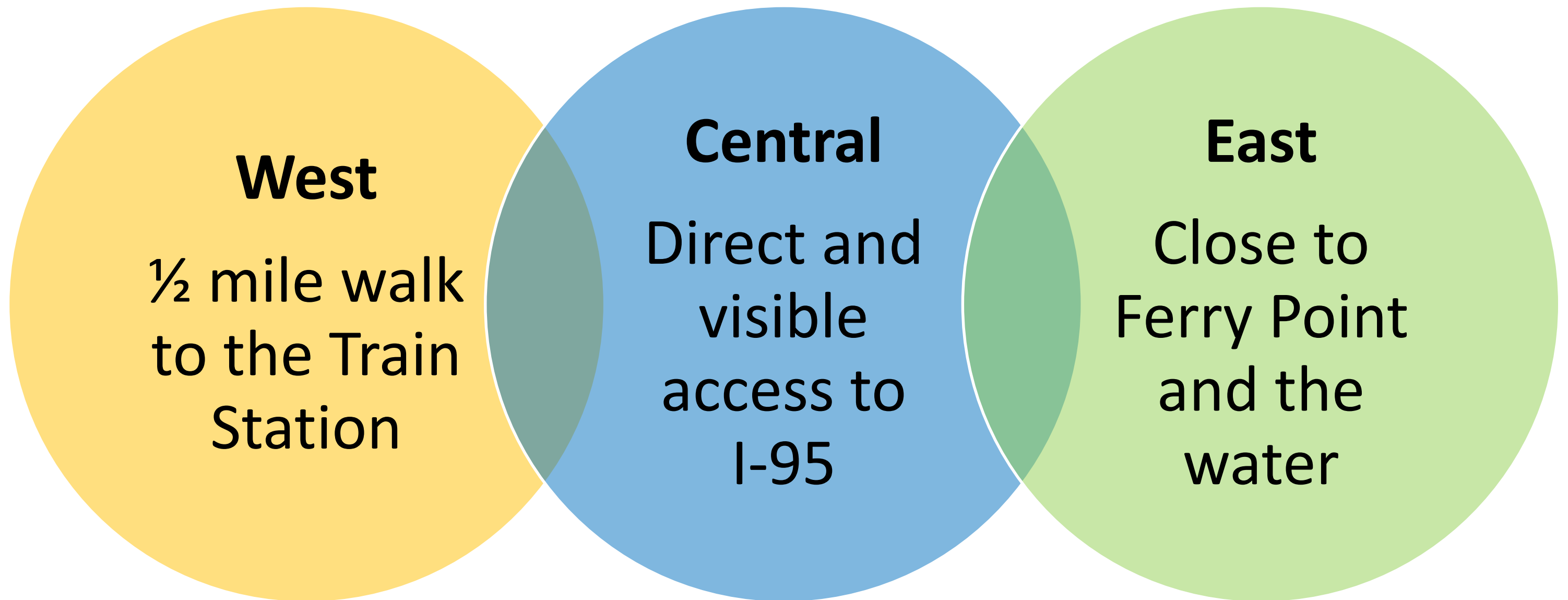
Concept Areas

CONCEPT AREAS

- West
- Central
- East



Concept Areas



Concept Areas Connected



Concept Areas

CONCEPT AREAS

- West
- Central
- East

Main Takeaways

- Opportunity to draw Millennial population
- Expansion of housing – Multi-family housing for Millennials and Empty Nesters
- Room in market for targeted retail and food
- Tourism/Recreation opportunities, drawing on natural resources
- Potential for some office/businesses related to marine, health care, flex and co-working spaces



Connectivity in Concept West



OFF ROAD MULTI-USE TRAIL



BICYCLE SHARROW & SIDEWALKS

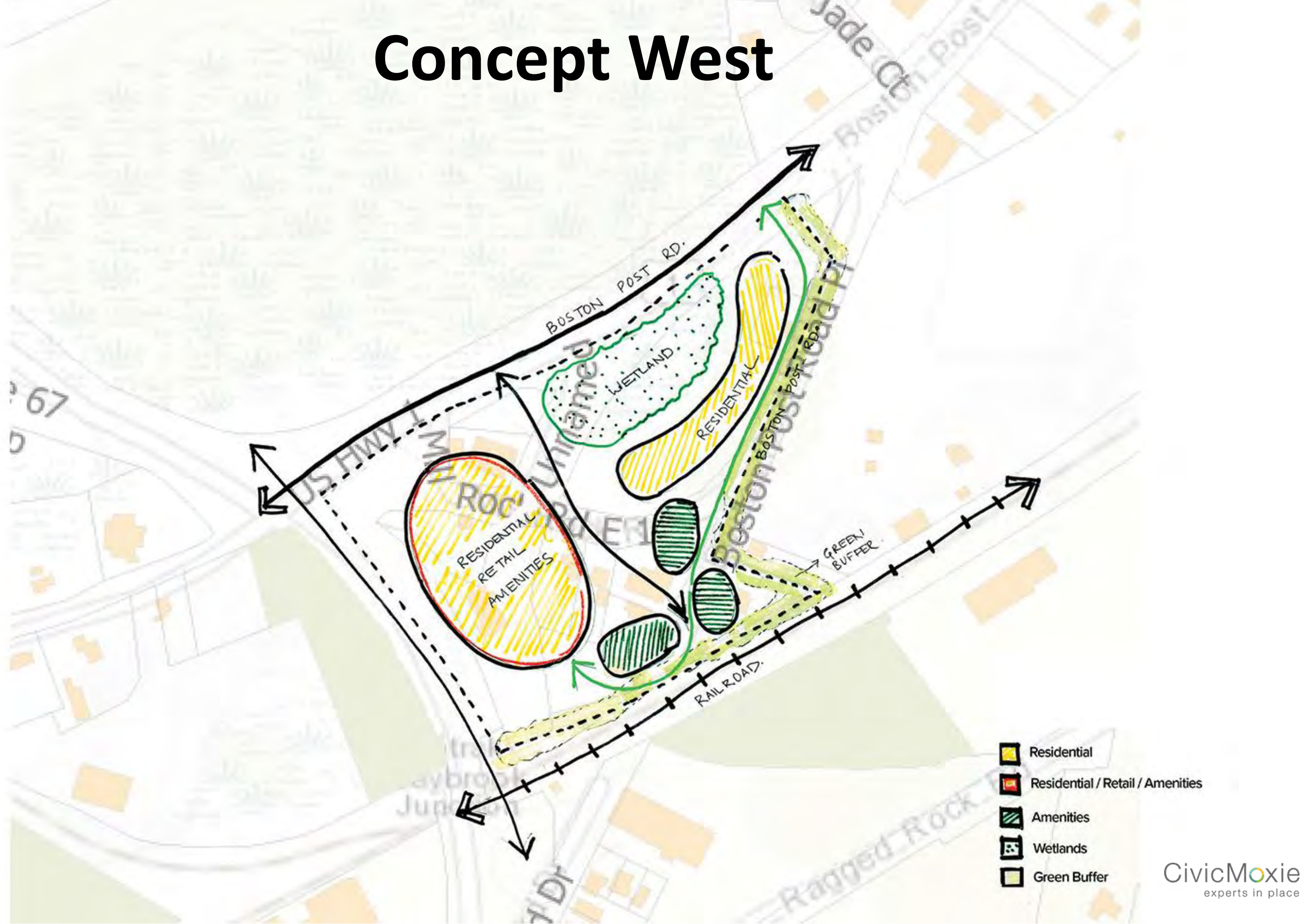


SHARED USE PATH

LEGEND

- SHARED USE PATH
- SIDEWALK
- CROSSWALK
- TRAIL

Concept West



Example – Housing



Connectivity in Concept East



OFF ROAD TRAIL



BICYCLE SHARROW & SIDEWALKS

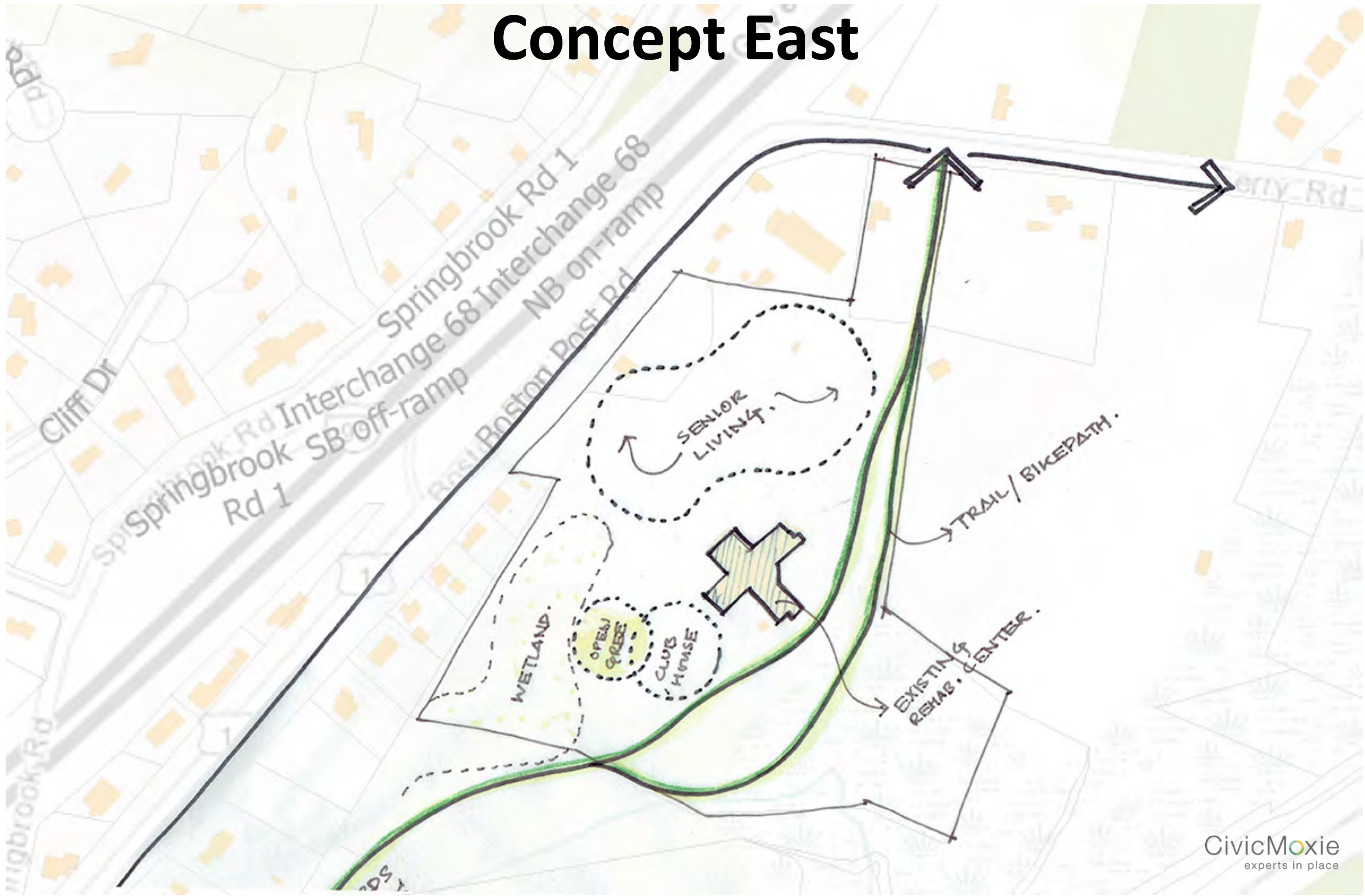


SHARED USE PATH

LEGEND

- SHARED USE PATH
- SIDEWALK
- CROSSWALK
- TRAIL

Concept East



Examples – Continuum Care Living



Connectivity in Concept Central



OFF ROAD TRAIL



BICYCLE SHARROW & SIDEWALKS

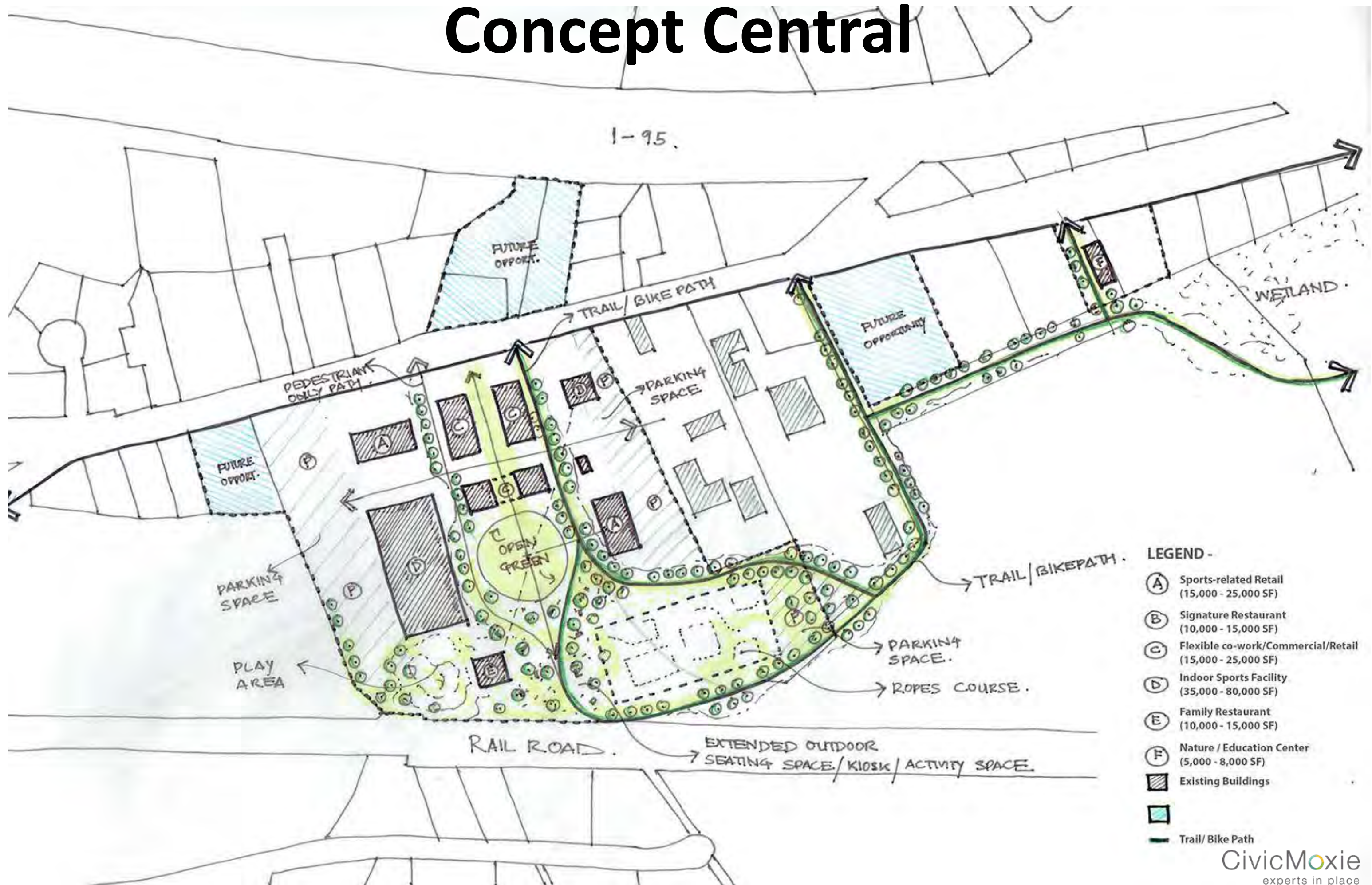


SHARED USE PATH

LEGEND

- SHARED USE PATH
- SIDEWALK
- CROSSWALK
- TRAIL

Concept Central



Examples – Retail

Outdoor/Sporting Goods Retail



Examples – Flex Work Space



Examples – Food & Drink



Examples – Nature & Recreation



#3 I would love it if Mariner's Way _____ , but I think it'll be hard to do because_____.

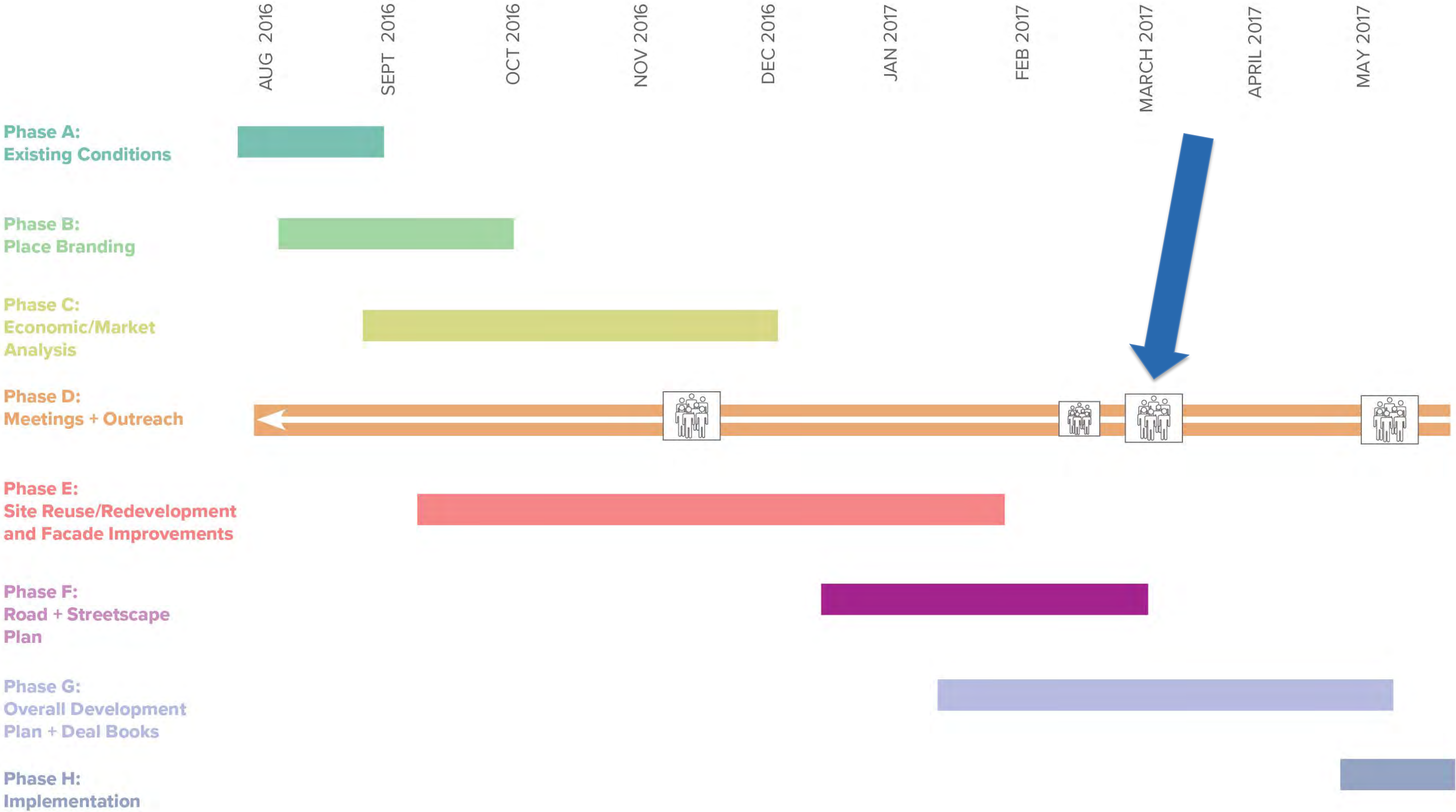
- Became an attractive destination for locals and tourists... not everyone in town agrees and it costs money
- Incorporated an indoor sports facility for town youth/residents, attracting other communities... it may require too much land
- Had landscaping and bike/ped path on or off-road... no follow up
- Looked nicer... property owners have rights
- Became a reality with a clear vision... difficult to attract appropriate development and zoning and permitting issues
- Was vibrant, well-scaled and fun... it may not be profitable for property owners

Tonight's Stations

1. Visual Preferences
2. Businesses; Uses; Attractions
3. Potentially Interested Businesses, Clubs, Organizations...



Schedule + Next Steps



THANK YOU!!

- Please make sure you have signed in and provided your email.
- For future news and notification of meetings, please Sign Up for EDNews at:
www.oldsaybrookct.org/Pages/OldSaybrookCT_EcoDevelCommission/way
- Questions? Please contact Susie Beckman, Economic Development Director, Town of Old Saybrook at
Susan.Beckman@OldSaybrookCT.gov or (860) 395-3139.