

fairfield
PROCESSING CORPORATION

Roy Young
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TO: BOARD OF DIRECTORS
DANBURY DOWNTOWN COUNCIL

FROM: ROY YOUNG

RE: PROPOSED OUTLINE FOR EVALUATING INTERESTED DEVELOPERS OF THE
CENTRAL BUSINESS DISTRICT

*Jerry Lombardi - this is
what we're doing
now. How do we
approach this with a land.*

The intent of the Danbury Downtown Council is to attract a company, or a
team of companies, that prove to have the experience and ability to work in
harmony with a city to develop a central business district that incorporates
the many complex requirements of a growing area.

The Danbury Downtown Council will evaluate proposals from qualified developers
who express interest in the Danbury project.

All developers must:

- ① Demonstrate their capacity to do a downtown development project.
- ② Have the organization for:
 - A. Leasing - *in store*
 - B. Construction - *new. within org.*
 - C. Management
 - D. Experience in similar downtown projects

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E.D.A.

3. Prove their experience in development of central business districts, and working relationships with Urban Renewal Programs.

4. Show their financial capacity to insure completion, and to support all expenses.

5. Prove their ability to complete mixed-use projects, incorporating:

- A. Retail development
- B. Office development
- C. Residential development
- D. All affiliated parking requirements

Developers responding to this format may address themselves to the entire project or a portion thereof.

Avoid Syndicators

Mixed use would be the ideal
Ex. So that we limit our involvement with a large # of co's.

work it simultaneously

Committee to:

- Solicit
- Expand on
- Present to the group a brief to developers.

Downtown Council's Liaison with Renewal. Author.

Zoning Expanded?
Process

Commercial Revitalization Program. This proposal for the first and primary activity of the Danbury Downtown Council for the next year combines two basic activities:

- DA Silva*
Sid Eller
Lou Alhage
1. Marketing and promotion. Develop among merchants essential organizational, merchandising, and marketing skills. Such things as cooperation in advertising, sales days, seasonal events, and the use of the downtown for cultural and civic events would be aggressively practiced to give a positive image of the downtown.
 2. Facade rehabilitation. This will capitalize on the variety of buildings and architectural styles, and sense of historical continuity present in the downtown. Rehabilitation of facades in a way that intensifies these architectural and historic strengths will make the downtown a more attractive, and more marketable, place.

Advantages of this conservation approach.

- He exists like it or not*
about
1. Achievable. This gradual improvement that builds on existing assets is within the abilities of the Council. By setting reasonable goals and accomplishing them the Council gains confidence and credibility.
 2. Visible. A coordinated program of activities over 12 months gains maximum public attention. It makes it possible to build public support and participation that is crucial to success.

How It Would Work

- He is reg. in the Downtown Council*
1. Norman Mintz (Project Director of Market Street Restoration Agency, Corning, N.Y.) would be engaged for two days as a consultant.

Day one- October 1, 1980. Mintz will explain by means of a slide-lecture the operation of a similar program in Corning. He will work with the Council to set up and refine the process for Danbury. Cost: \$200 per day plus expenses.

Day two- To be scheduled when the Danbury program is in place and we are ready to present it to the property owners. Cost: \$200 per day plus expenses.

- low interest*
2. Employ a project manager with marketing and architectural skills. Mintz heads a program at Columbia University School of Architecture Preservation Program that trains people for this function. He would help us find the right person. As a recent graduate the cost would be low (\$12,000- 15,000 per yr.) This person would be responsible for administering the facade rehabilitation program (technical architectural work to be done by local architect Lou Zurlo or other architects.) He would also be responsible for working with merchants in marketing and promotion.

will remain together?

Facade Rehabilitation Program: This component would have two parts:

- Supervisor for 1 yr. basis 12-15,000-*
1. Design services. All preliminary design services would be provided free to property owner. Except for certain technical work provided by local architects at a low per hour fee, all work will be done by project manager.
 2. All construction, including architectural fees, would be paid for by owner. Money available from banks at attractive rates. Architectural design subject to Council approval.