



STATE OF CONNECTICUT – COUNTY OF TOLLAND
INCORPORATED 1786

TOWN OF ELLINGTON

55 MAIN STREET – PO BOX 187
ELLINGTON, CONNECTICUT 06029-0187
www.ellington-ct.gov

TEL. (860) 870-3120 TOWN PLANNER'S OFFICE FAX (860) 870-3122

ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING AGENDA WEDNESDAY, MAY 13, 2020, 7:00 PM

ZOOM MEETING

(IN-PERSON ATTENDANCE NOT PERMITTED DUE TO COVID19)
(INSTRUCTIONS TO JOIN VIRTUAL MEETING PROVIDED BELOW)

I. CALL TO ORDER:

II. PUBLIC COMMENTS (on non-agenda items):

III. ACTIVE BUSINESS:

1. Report: Tolland County Chamber of Commerce
2. Report: Agricultural Initiatives
3. Report: Connecticut Economic Development Association Best Practices
 - a. 2019 Plan of Conservation and Development - Considerations/Strategies for Economic and Commercial Development
4. Report: Tax Incentive/Abatement Programs
5. Report: Current Economic Activity
 - a. Discussion – Plan to Reopen Connecticut Associated with COVID-19

IV. ADMINISTRATIVE BUSINESS:

1. Approval of the February 12, 2020 regular meeting minutes.
2. Correspondence:
 - a. Announcement to Ellington Businesses for Relaxed Temporary Sign Regulations to Help Advertise Alternative Hours & Business Offerings Associated with Executive Orders for COVID19.
 - b. Connecticut Department of Economic and Community Development Announcement: Small Business Administration Assistance, Department of Revenue Services Filing Extensions, and Unemployment Assistance Associated with COVID19.
 - c. AdvanceCT Surveys to Help Reopen Connecticut for Businesses and Employees.
 - d. Small Business Administration Economic Injury Disaster Loans for U.S. Agricultural Businesses.

IV. ADMINISTRATIVE BUSINESS - Continued:

- e. Sample Letter - Invitation to Join Ellington Business Email Distribution List.

V. ADJOURNMENT:

Note: Next regular meeting is scheduled for June 10, 2020.

Join Meeting via ZOOM Video Communications:

Visit the Town Website at www.ellington-ct.gov and click on the Calendar icon and select the meeting you'd like to attend. A link to the meeting is available there for your convenience. Additional options provided below.

Join Zoom Meeting

<https://zoom.us/j/95553847982>

Meeting ID: 955 5384 7982

Password: 674585

Dial by your location

+1 646 558 8656 US (New York)

Meeting ID: 955 5384 7982

Password: 674585

Chapter Six: Economic Development – Commercial and Industrial Development

Economic Development Overview

Commercial and industrial development is important to the community and community planning for many reasons. First, it is a source of economic development, both in terms of providing jobs for Ellington residents and tax revenues for local government. Second, commercial and industrial development provide services and amenities for residents and businesses. Last, commercial and industrial development contribute to the overall character of the community.

Ellington has several commercial and industrial areas. These include the Route 83 corridor (from the Vernon town line to the north and the airport to the north); the Town Center Triangle (between Main and Maple Streets and west to Tomoka Avenue); the Five Corners area; the Industrial Park/Windermere area; Crystal Lake area; and Route 140 West (South of Reeves Road). While each of these areas play a role in commercial and industrial development, some of the areas are small, neighborhood scale, and distanced from major arterials. From a macro perspective, Ellington is distanced from the interstate highway system, creating a competitive disadvantage for large-scale commercial and industrial development. However, this does not mean that commercial and industrial development are not important or not possible, but that the locations for such development—in a meaningful scale—is limited mostly to the Route 83 corridor and the Town Center Triangle. Therefore, this Plan recommends focusing on these two areas as the primary opportunities for commercial and industrial development.

The Route 83 corridor, being the primary arterial in Ellington—providing access to south to I-84—with high traffic counts and being mostly included in the sewer service area, is the area most suitable and likely for commercial development. While wetland and floodplain constraints exist to the west, the frontage acreage along Route 83 are suitable for development. In addition, the existing lower density development with large setbacks on the eastside of Route 83 provide opportunity for additional commercial development in the form of pad sites/in-fill development.

The Town Center Triangle, with approximately 230 acres of land and approximately 80 acres of under or un-developed land, and for commercial uses, provides a real opportunity for future development. In addition, the area is within the sewer service area, providing the opportunity for higher density, mixed-use, and walkable development. Most important, the public outreach program as part of the POCD planning process revealed that Ellington residents want a more distinct, compact, and walkable (bikeable) town center.

Ellington airport is a unique asset to Ellington and could provide economic development benefits to the community, if it were strategically planned for and positioned to create economic opportunity. Recognizing the outcome of the *Feasibility Study for Analysis of Municipal*

Purchase of the Ellington Airport by the Town of Ellington, this Chapter/Plan does not recommend the Town to own the airport. This Chapter/Plan recommends the Town consider being a strategic partner in encouraging and facilitating the repositioning of the airport to become a more robust facility and economic asset to the community.

In addition to the conventional commercial and industrial sectors that are the focus of economic development, it is important to understand and recognize that Ellington has a meaningful agricultural sector with many working farms and over 5,000 acres of active agricultural land—approximately 25% of the total land area of Ellington. Therefore, agriculture needs to be included in the Plan of Conservation and Development, not simply in terms of open space and farmland conservation, but as meaningful and viable means of economic development. Changes in consumer behavior and preferences and the shift toward experiential activities has given rise to local and organic products, farm-fresh products, farmers markets, and agricultural tourism. This provides Ellington with a real opportunity to capitalize on these emerging markets and position itself and its local farms to reap the benefits of attracting visitors and consumers to local farms (see Chapter 5 discussion to amend the Zoning Regulations to allow additional commercial activities on farms).

The last area of focus regarding commercial and industrial development is site design. Site design is not simply about parking, stormwater management, landscaping, and lighting. Site design, collectively, is also about the aesthetic qualities and visual appeal of development. In the context of economic development, site design contributes to community character and the image of a community. Therefore, through site design, Ellington should seek to convey an image of pride, confidence, and investment—a place where individuals and businesses are willing to invest their time, energy, and money.

This chapter will focus on these key areas and the overall need and strategies to create an environment conducive to economic development. For a more detail discussion of economic development, see the two reports prepared for the Plan of Conservation and Development Steering Committee (included in the Appendix) titled *'The Work of Economic Development and The Practice of Economic Development*.

The Route 83 Corridor

The Route 83 corridor is the most significant economic development area in Ellington. The corridor stretches approximately three miles from the Vernon town line north to Ellington Airport. Most of the corridor, especially the western side is already zoned for commercial and industrial development. With strong traffic counts, the availability of public water and sewer in much of the corridor, and a meaningful concentration of existing businesses and multi-family development, the Route 83 corridor is the logical and likely location of future commercial and industrial development. While the Route 83 Corridor does have some development

challenges and constraints—most notably are the wetlands and floodplain to the west—there is ample acreage along the western frontage of Route 83 and additional developable land along the eastern frontage that provide development opportunities. Most important, the 2015 Route 83 Corridor Study provides a framework for the implementation of a development strategy for this corridor—no further study is needed or required. The Route 83 Corridor Study should continue to guide the Town in this area.

Since the Route 83 area is mostly served by public water and sewer, it should be designated as a receiving area for the transfer of open space and/or development rights. In doing so, a transfer program and associated zoning provisions can be developed to allow density bonuses for development in the Route 83 Corridor. This would overcome some of the development constraints, by maximizing the density of development on the developable acreage within the Corridor. In doing so, it may also create an economic incentive and economic opportunity for commercial development.

Recognizing that Ellington’s location—primarily distance from and access to the interstate highway system—creates limits on type and quantity of commercial and industrial development, it would be advantageous to allow mixed-use residential and commercial development within the Corridor. The residential development could subsidize the commercial development cost and would provide greater market demand for the subsequent commercial development. In addition, through the transfer of open space and/or development rights, allowing mixed-use residential development within the Corridor would most likely drive the preservation of prime agricultural and open space land outside of the receiving area, furthering the conservation goals of this Plan. To accomplish this, the Plan recommends the following strategies for the Route 83 Corridor.

Considerations/Strategies

- Adopted the 2015 Route 83 Corridor study and its recommendations as an appendix to this Plan. By inclusion of the Route 83 Corridor study as part of this Plan, the recommendations of the Corridor Study are included as part of these recommendations.
- Review and update of the Planned Commercial Zone to create a flexible Master Plan development approach and process that creates flexibility and focus more on quality of design (site design and architecture) than on the bulk, area, and density of development.
- The Commission may want to consider allowing the Planned Commercial Zone (as modified in the above recommendation) to also be applicable or applied to other areas of the Route 83 Corridor, since this zone appears to best accommodate the commercial development Ellington wants.
- Create a transfer of open space and/or development rights programs (as discussed in Chapter Three and Chapter Four) to incentivize higher density development within the Corridor. In doing so, designate the areas in the Corridor that are within the sewer service area as receiving areas for the transfer of open space and/or development rights from more rural areas of town. The greater density and residential uses may overcome some of the

challenges of financing commercial development, creating an incentive and greater economic opportunity for commercial development.

- In the process of creating a transfer of open space and/or development rights program, the Commission should explore the utilization of such transfers for commercial density, not just residential. This may include incentives regarding lot coverage, setback, building height, and other bulk and area requirements.
- Improve upon and create more robust site design standards within the Zoning Regulations. Such standards should include robust provisions for low impact development, landscaping, parking, architecture, consolidated parcels, and access management provisions. By improving the site design standards with the aim of improving the quality of development/design within the Route 83 Corridor, such provision will also apply to and improve the quality of development and design in other commercial and industrial areas.

The Town Center Triangle Area

Throughout the public outreach process for this Plan, the residents of Ellington made it clear that they want a more robust, vibrant, distinctive, and accessible Town Center. In addition, it was evident that the community does not want to change or disrupt the historic character and development pattern along Main Street and near the Town Green. The Town Center Triangle Area (the area bounded by Main Street, Maple Street, and Route 83) provide a unique and meaningful opportunity for future development—specifically, the creation of town or village center. The area is approximately 230 acres, with approximately 80 acres of un-developed or under-developed land. In addition, the areas most suitable or potentially available for future development within this area are already zoned for commercial development. In addition, the natural features and area that would typically be viewed as development constraints (specifically wetland) in the area can be master planned into any development concept as opportunities for public spaces and place-making amenities.

As conceptualized in the sketches in Exhibits 6-1 and 6-2, this area is suitable for higher density, village style, mix-use development that is walkable. In addition, the area provides opportunities for public spaces: parklands, walking and bike trails, and functional spaces for public gatherings. In short, the Town Center Triangle could become a focal point, a functional village center, for the Town. To accomplish this, the Plan recommends the following considerations and strategies.

Considerations/Strategies

The creation of an Ellington Center Village Plan.

Such a plan should include an extensive community outreach program, market analysis, and conceptual designs. The aim and outcome should be to create an economically viable conceptual plan to shop/market to the development community to secure a capable developer.

The Village Plan should also explore and consider:

- The creation of a Village District Zone that would provide a flexible masterplan approach to development. Such an approach would focus more on site-design, public spaces, and architecture rather than bulk, area, and density.
- That any development in the Village District Zone be a mixed-use commercial (office, retail, service) and residential development. The Plan should include recommendations for the distribution uses: ground floor retail, service, and office; upper floor(s) office and residential; and stand-alone residential buildings and/or town houses.
- Requiring the inclusion of well-designed public spaces: parklands, trails, and community gathering spaces.
- Designating the area as a receiving area for the transfer of open space and/or development rights, providing density bonuses for residential development.
- The inclusion of affordable housing, in accordance with 8-30g and the housing needs assessment in Chapter 6.



Exhibit 6-1
Conceptual Rendering

Ellington Airport

Ellington airport is a unique asset to Ellington and could provide economic development benefits to the community, if the airport were strategically planned for and positioned to create economic opportunity. To begin, it must be recognized that once an airport closes, a new airport will never open. The number of general aviation airports throughout the country is in decline. Not all communities have general aviation airports. This makes such airports unique and provides host communities with an asset and amenity that distinguishes them from other communities in the competitive world of economic development. Ellington airport is an asset and amenity to Ellington. However, its small size (1800-foot runway) limit its capabilities and restrict its potential. While the decision has been made that it does not make economic sense for Ellington to own and/or operate the airport, the Town is still a stakeholder and has a role to play in the future of airport and its role in the community. A review of the previous airport studies and preliminary look at the airport and surrounding properties revealed that possible opportunities may exist to expand the airport, its runways, and its facilities. In addition, such improvements may free-up additional land for industrial development (see the conceptual sketches below). Therefore, this Plan recommends further exploration of the airport's potential. To accomplish this, the Town should consider the following strategies.

Considerations/Strategies

Create an Airport Advisory Committee.

The committee should be made up of key stakeholders: The Town, airport owners, airport tenants, the Economic Development Commission, Planning and Zoning Commission, Board of Education, and community residents.

- The Airport Advisory Committee should be charged with studying the airport, its potential, and its role in the community and economic development.
- It should provide studies, reports, and other information to Town departments, boards, and commissions.
- It should be an advocate for the airport.

Conduct an Airport Expansion Feasibility Study.

This study should explore:

- The potential for expanding and reorientation of the runway.
- The need and potential for land acquisition for expanding the runway.
- The potential for an instrument approach to an expanded runway.
- The market potential for increased general aviation use and activities.
- The reconfiguration of land and buildings and the potential for new industrial development.
- The creation of an aviation program at the high school and possible partnership with the airport in the creation of such a program.

of a community. Quality site design conveys a message of community pride, confidence, and investment. It tells local residence, visitors, and investors that this community is a place where individuals and businesses are willing to invest their time, energy, and money.

Therefore, Ellington should complete a comprehensive update of the Zoning Regulation's site design provisions. Such an update should focus on providing modern site design standards that follow best practices. In addition, the Commission should seek to provide flexibility in standards that allow for better design, rather than simple compliance with standards and requirements. Such updated provisions should focus on sustainable practices such a low impact design, shared parking, energy efficient lighting, consolidated parcels, access management, and high-quality landscaping. The Commission should seek to raise the standards and expectations for the quality of design—both site design and architectural design—and insist that land use applications incorporate higher quality designs and materials.

Economic Development

The work of economic development, simply stated, is *the process and practice of creating wealth and attracting investment* to a community. In fact, *creating wealth and attracting investment* is not only the work of economic development, it is the work of community development, community planning, and place-making.

Wealth can be created, and investment can be attracted in many ways and forms that are not simply about providing jobs, marketable goods, and services. For example, wealth can be created through property improvement, infrastructure investment, and increasing homeownership—especially when investments are strategically aimed at increasing property value. In this regard *attracting investment* in housing—ensuring that a community's housing stock (also a marketable good) remains competitive. Therefore, the work of economic development is about creating a culture of investment by managing the processes of governance and nurturing the economic-ecosystem of the community. What is most important in the work of economic development is that community embrace economic development. A community must want and be committed to economic development and work toward constant improvement.

The practice of economic development recognizes the work of economic development as a system, a complex adaptive ecosystem. Therefore, the practice of economic development focuses on the activities and tools that a community can create and utilized to engage in the work of *creating wealth and attracting investment*. While Ellington is already engaged in and utilizing some economic development practices, programs, tools, and strategies, it should seek to be more proactive in efforts.

The key to economic development—cultivating an environment and economic-ecosystem aimed at creating wealth and investment—for a smaller community such as Ellington, is to raise the level of public awareness around economic development—to embrace economic development

and continuously work towards improving economic development. To accomplish this, there are many small, inexpensive, and incremental things Ellington can do to build upon existing practices and grow its economic development capacity.

The following recommendations are organized into short and long terms strategies that Ellington can implement to improve its economic development efforts. The short-term recommendations are low-cost and easy to implement practices that elevate the work and importance of economic development. The long-term recommendations are more formal and more costly practices that will build upon the short-term recommendations and build greater capacity (resiliency) to create wealth and investment.

Considerations/Strategies

In the **short-term**, implement the following:

- ***Economic Development Training:***

Economic development is everyone’s job. Economic development starts with customer service. Therefore, Ellington should implement a training program for all Town Hall staff, boards, and commissions.

- ***Encouraging What Ellington Most Wants:***

Investment flows to the location of least resistance. Therefore, if Ellington wants certain kinds of economic development and investment, it should encourage such uses and investments. This can be accomplished by conducting a comprehensive review of the permitted and special permitted uses contained in the Zoning Regulations with the aim of allowing the economic development activities/uses the Town most wants by staff approvals and Commission site plan, not the more subjective, time consuming, and costly special permit process.

- ***Business Outreach and Engagement:***

Too often local government spends very little effort cultivating relationships with the business community. Ellington should proactively work to engage the business community. Some simple and time effective ways to do this are to host quarterly meet & greet sessions at town hall with specific businesses sectors, conduct monthly business visitations (even just one business a month), and work with the Chamber of Commerce to host business after-hours networking events.

- ***Celebrate Ellington Businesses:***

The Economic Development Commission, in association with Board of Selectmen, should seek to celebrate Ellington businesses and their investment in Ellington. Some simple ways of doing this include the implementation a ‘ribbon cutting’ program for new businesses and existing business expansions. Another activity would be to implement a yearly ‘Business Investment’ award program. Three award categories could be: Business Expansion, New Business, and Property Maintenance.

- ***Community Information Packet:***

Many small and some large businesses don't have access to good demographic and socio-economic data—data that can be important to their business planning activities and investment decisions. Providing such information is a simple way to assist and inform businesses—to help educate them about your community. Therefore, the Ellington Economic Development Commission should create and maintain a Community Information Packet that can be made available on the Town's website as a downloadable PDF. The CERC Town profile is a good starting point for demographic, socio-economic, and other community-based information. The Town Profile can be supplemented with detailed and robust community data and real estate market information.

In the **long-term**, implement the following:

- ***Economic Development Planning:***

Create a comprehensive Economic Development Strategy. This should include a focus on Ellington's image, community brand, and marketing.

- ***Strategic Community Investment:***

When developing budgets, especially the Capital Improvements Plan (CIP), Ellington should conceptualize government budgets and projects as an opportunity and means of making strategic investments in economic development—investing in Ellington's future. CIP investments aimed at place-making and quality of life, such as walking trails, sidewalks, bike lanes and trails, public/community space can go a long way to creating the economic development ecosystem that businesses and residents seek—providing quality of amenities.

- ***Intentional Development:***

Most communities are reactive to development—allowing the market to propose developments that are then reviewed, debated, and approved or denied. Being intentional about the development Ellington wants, is about investing (time, energy, and money) in planning for development. In the Town Center Triangle and along the Route 83 corridor, Ellington should consider creating conceptual designs for future development and market those designs to the development community. This could also be done in association with an expedited permitting process—if a developer strives to develop the communities conceptualized plan, then a simplified approval process (site plan) is provided to the developer.

The above short- and long-term recommendations are not all an all-inclusive list of activities and strategies, more could be done to further engage in the work and practice of economic development. However, they are a starting point for creating an economic-ecosystem, continuous improvement, and building economic development capacity.

Chapter Six Summary: Considerations/Strategies for Economic and Commercial Development

Route 83 Corridor

- Adopted the 2015 Route 83 Corridor study and its recommendations as an appendix to this Plan. By inclusion of the Route 83 Corridor study as part of this Plan, the recommendations of the Corridor Study are included as part of these recommendations.
- Review and update of the Planned Commercial Zone to create a flexible Master Plan development approach and process that creates flexibility and focus more on quality of design (site design and architecture) than on the bulk, area, and density of development.
- The Commission may want to consider allowing the Planned Commercial Zone (as modified in the above recommendation) to also be applicable or applied to other areas of the Route 83 Corridor, since this zone appears to best accommodate the commercial development Ellington wants.

- Create a transfer of open space and/or development rights programs (as discussed in Chapter 6 and Chapter 5) to incentivize higher density development within the Corridor. In doing so, designate the areas in the Corridor that are within the sewer service area as receiving areas for the transfer of open space and/or development rights from more rural areas of town. The greater density and residential uses may overcome some of the challenges of financing commercial development, creating an incentive and greater economic opportunity for commercial development.
- In the process of creating a transfer of openspace and/or development rights program, the Commission should explore the utilization of such transfers for commercial density, not just residential. This may include incentives regarding lot coverage, setback, building height, and other bulk and area requirements.
- Improve upon and create more robust site design standards within the Zoning Regulations. Such standards should include robust provisions for low impact development, landscaping, parking, architecture, consolidated parcels, and access management provisions. By improving the site design standards with the aim of improving the quality of development/design within the Route 83 Corridor, such provision will also apply to and improve the quality of development and design in other commercial and industrial areas.

Village Area Strategies

- The creation of an Ellington Center Village Plan. Such a plan should include an extensive community outreach program, market analysis, and conceptual designs. The aim and outcome should be to create an economically viable conceptual plan to shop/market to the development community to secure a capable developer.
- The Village Plan should also explore and consider:
 - The creation of a Village District Zone that would provide a flexible master plan approach to development. Such an approach would focus more on site-design, public spaces, and architecture rather than bulk, area, and density.
 - That any development in the Village District Zone be a mixed-use commercial (office, retail, service) and residential development. The Plan should include recommendations for the distribution uses: ground floor retail, service, and office; upper floor(s) office and residential; and stand-alone residential buildings and/or town houses.
 - Requiring the inclusion of well-designed public spaces: parklands, trails, and community gathering spaces.
 - Designating the area as a receiving area for the transfer of open space and/or development rights, providing density bonuses for residential development.
 - The inclusion of affordable housing, in accordance with 8-30g and the housing needs assessment in Chapter Five.

Ellington Airport Strategies

- Create an Airport Advisory Committee. The committee should be made up of key stakeholders: The Town, airport owners, airport tenants, the Economic Development Commission, Planning and Zoning Commission, Board of Education, and community residents.
 - The Airport Advisory Committee should be charged with studying the airport, its potential, and its role in the community and economic development.
 - It should provide studies, reports, and other information to Town departments, boards, and commissions.
 - It should be an advocate for the airport.
- Conduct an Airport Expansion Feasibility Study. This study should explore:
 - The potential for expanding and reorientation of the runway.
 - The need and potential for land acquisition for expanding the runway.
 - The potential for an instrument approach to an expanded runway.
 - The market potential for increased general aviation use and activities.
 - The reconfiguration of land and buildings and the potential for new industrial development.
 - The creation of an aviation program at the high school and possible partnership with the airport in the creation of such a program.

Agriculture Economic Sector

- The creation of an Agriculture Advisory Commission. The committee should be made up of key stakeholders, including local farmers.
- Review all Town regulations and ordinances with the aim of removing barriers to farming to ensure that the Town is not closing-down opportunities.
- Amend the Zoning Regulations to allow agritourism and specific agritourism uses. This may include banquet spaces or functions, farm-to-table dinners, tasting rooms and restaurants, vineyard, breweries, tours, outdoor activities, bakeries, etc.
- Amend the Zoning Regulations to allow small country inns, and/or other forms of hospitality that may be reasonably associated with farms.
- Create and/or organize harvest events, fairs, and festivals that highlight local farms, their work and products, and draw positive attention to Ellington's agricultural community.

In the **short-term**, implement the following:

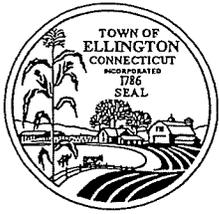
- **Economic Development Training:**
 - Economic development is everyone's job. Economic development starts with customer service. Therefore, Ellington should implement a training program for all Town Hall staff, boards, and commissions.
- **Encouraging What Ellington Most Wants:**
 - Investment flows to the location of least resistance. Therefore, if Ellington wants certain kinds of economic development and investment, it should encourage such uses and investments. This can be accomplished by conducting a comprehensive review of the permitted and special permitted uses contained in the Zoning Regulations with the aim of allowing the economic development activities/uses the Town most wants by staff approvals and Commission site plan, not the more subjective, time consuming, and costly special permit process.

The above short- and long-term recommendations are not all an all-inclusive list of activities and strategies, more could be done to further engage in the work and practice of economic development. However, they are a starting point for creating an economic- ecosystem, continuous improvement, and building economic development capacity.

- **Business Outreach and Engagement:** Too often local government spends very little
 - effort cultivating relationships with the business community. Ellington should proactively work to engage the business community. Some simple and time effective ways to do this are to host quarterly meet & greet sessions at town hall with specific businesses sectors, conduct monthly business visitations (even just one business a month), and work with the Chamber of Commerce to host business after-hours networking events.
- **Celebrate Ellington Businesses:** The Economic Development Commission, in association with Board of Selectmen, should seek to celebrate Ellington businesses and their investment in Ellington. Some simple ways of doing this include the implementation a ‘ribbon cutting’ program for new businesses and existing business expansions. Another activity would be to implement a yearly ‘Business Investment’ award program. Three award categories could be: Business Expansion, New Business, and Property Maintenance.
- **Community Information Packet:** Many small and some large businesses don’t have
 - access to good demographic and socio-economic data—data that can be important to their business planning activities and investment decisions. Providing such information is a simple way to assist and inform businesses—to help educate them about your community. Therefore, the Ellington Economic Development Commission should create and maintain a Community Information Packet that can be made available on the Town’s website as a downloadable PDF. The CERC Town profile is a good starting point for demographic, socio-economic, and other community-based information. The Town Profile can be supplemented with detailed and robust community data and real estate market information.

In the **long-term**, implement the following:

- **Economic Development Planning:** Create a comprehensive Economic Development
 - Strategy. This should include a focus on Ellington’s image, community brand, and marketing.
- **Strategic Community Investment:** When developing budgets, especially the Capital
 - Improvements Plan (CIP), Ellington should conceptualize government budgets and projects as an opportunity and means of making strategic investments in economic development—investing in Ellington’s future. CIP investments aimed at place-making and quality of life, such as walking trails, sidewalks, bike lanes and trails, public/community space can go a long way to creating the economic development ecosystem that businesses and residents seek—providing quality of amenities.
- **Intentional Development:** Most communities are reactive to development—allowing the
 - market to propose developments that are then reviewed, debated, and approved or denied. Being intention about the development Ellington wants, is about investing (time, energy, and money) in planning for development. In the Town Center Triangle and along the Route 83 corridor, Ellington should consider creating conceptual designs for future development and market those designs to the development community. This could also be done in association with an expedited permitting process—if a developer strives to develop the communities conceptualized plan, then a simplified approval process (site plan) is provided to the developer.



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TEL. (860) 870-3120 TOWN PLANNER'S OFFICE FAX (860) 870-3122

**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
WEDNESDAY, FEBRUARY 12, 2020, 7:00 PM
TOWN HALL ANNEX, 57 MAIN STREET, ELLINGTON, CT**

PRESENT: Chairman Sean Kelly, Vice Chairman Chris Todd, Regular Members Donna Resutek and David Hurley, and Alternates Stefanie Cunningham and Bryan Platt

ABSENT: None

STAFF

PRESENT: Lisa M. Houlihan, Town Planner and Christine Post, Recording Clerk

I. CALL TO ORDER: Chairman Sean Kelly called the Economic Development Commission meeting to order at 7:00 p.m. in the Ellington Town Hall Annex, 57 Main Street, Ellington, CT.

II. PUBLIC COMMENTS (on non-agenda items): None

III. ACTIVE BUSINESS:

1. Report: Tolland County Chamber of Commerce

Ms. Houlihan announced two upcoming events sponsored by the Tolland County Chamber of Commerce. The Annual Legislative Breakfast will be on March 26, 2020, at 8:30 a.m. at CNC Software in Tolland, Connecticut, and a Business After Hours event at Evaristo Insurance at 304 Somers Road, on Tuesday, February 18, 2020, from 5 p.m. to 7 p.m.

2. Report: Agricultural Initiatives

Nothing new to report.

3. Report: Connecticut Economic Development Association Best Practices

Discussion ensued regarding the assigned homework to review the Connecticut Economic Development Association Best Practices (CEDAS) guidelines and identify 3 top criteria to complete for the upcoming year. Ms. Houlihan introduced information regarding a land use guide, and discussion ensued regarding a draft Special Permit Application Process flowchart Ms. Houlihan handed out to satisfy requirement number 11. Ms. Houlihan will prepare a Subdivision Process flowchart and Site Development flowchart as well. Each commissioner indicated which 3 items they thought were important to implement and discussed how they thought each requirement could be implemented. Chairman Kelly tallied the vote and it was decided to focus on item numbers 11, 20 and 22. Vice Chairman Todd suggested commissioners review the Plan of Conservation and Development (POCD) for recommendations that align with the Economic Development Commission's mission statement. Chairman Kelly asked Ms. Houlihan to reach out to surrounding similar towns regarding their strategic plan of development for review.

BY CONSENSUS, APPROVED ITEMS #11, #20, AND #22 FROM THE CEDAS BEST PRACTICES PROGRAM CRITERIA AS PRIORITY ACTION ITEMS.

4. Report: Tax Incentive/Abatement Programs

Nothing new to report.

5. Report: Current Economic Activity

The commission members discussed The Ivy's upcoming open house and questioned when DiFiore's would open. Ms. Houlihan talked to the owner of DiFiore's about joining the Tolland County Chamber of Commerce and holding a ribbon cutting. The question was raised if any new businesses have signed leases with Big Y West. Ms. Houlihan reported the only confirmed businesses are Big Y Express, LuAnn's and Verizon. She explained that officials for Big Y confirmed that Shady Glen has not signed a lease to move to the location. There is a new smoothie shop going into the Meadowbrook Plaza.

IV. ADMINISTRATIVE BUSINESS:

1. Approval of the January 8, 2020 regular meeting minutes
MOVED (TODD) SECONDED (RESUTEK) AND PASSED UNANIMOUSLY TO APPROVE THE JANUARY 8, 2020 MEETING MINUTES AS WRITTEN.

2. Correspondence:
 - a. Election of Vice Chairman Position for year of 2020

MOVED (KELLY) SECONDED (TODD) AND PASSED UNANIMOUSLY TO NOMINATE COMMISSIONER RESUTEK FOR VICE CHAIRMAN OF THE ECONOMIC DEVELOPMENT COMMISSION FOR THE YEAR OF 2020.

**COMMISSIONER RESUTEK ACCEPTED THE NOMINATION.
HEARING NO FURTHER NOMINATIONS, NOMINATIONS WERE CLOSED.**

MOVED (KELLY) SECONDED (CUNNINGHAM) AND PASSED UNANIMOUSLY TO ELECT COMMISSIONER RESUTEK FOR VICE CHAIRMAN OF THE ECONOMIC DEVELOPMENT COMMISSION FOR THE YEAR OF 2020.

3. Correspondence:
 - a. AdvanceCT announcement
 - b. Green Bank announcement for Charge Up CT Buildings
 - c. Coffee Hour Invite from Senator Dan Champagne and Representative Christopher Davis for Friday, February 28, 2020, 8-9 a.m., Chuck Wagon, 12 Church Street, Ellington, CT.

V. ADJOURNMENT:

MOVED (PLATT) SECONDED (HURLEY) AND PASSED UNANIMOUSLY TO ADJOURN THE ECONOMIC DEVELOPMENT COMMISSION MEETING AT 7:53 PM.

Respectfully submitted,

Christine Post, Recording Clerk

Subject: Relaxed Temporary Sign Regulations - COVID 19
Attachments: TEMP SIGN GUIDE EFFECTIVE 2019_07-01.pdf; COVID 19 NOTIFICATION_Planning Department_3-23-2020.pdf

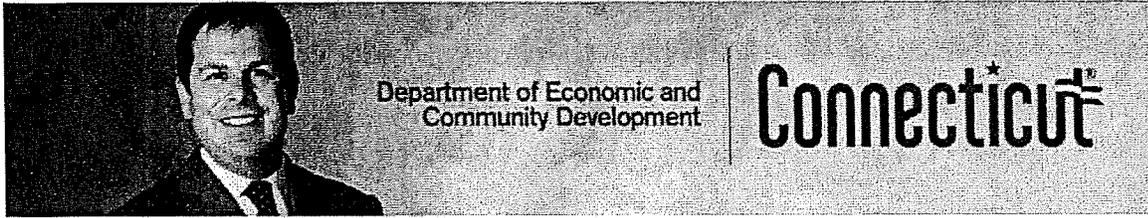
Dear Ellington Business:

To assist Ellington businesses advertise alternative practices and special offerings resulting from Stay Safe, Stay Home policy and Executive Orders associated with COVID-19, Temporary Sign Regulations limiting the number of signs per property and the number of days temporary signs may be posted per calendar year will be suspended retroactive to March 16, 2020 (Executive Order No. 7). Please ensure temporary signs are securely affixed in place and located to enable safe visibility for all modes of transportation. Guide To Temporary Signs is attached.

Effective Monday, March 16, 2020, at noon Town buildings closed to public access, however staff is available to assist the public by phone, fax, email, or mail. See attached COVID-19 Notification for additional details.

Very best regards,

Ellington Planning Department
PO Box 187 / 55 Main Street/ Ellington, CT 06029
Phone: 860-870-3120 / Fax: 860-870-3122
Website: www.ellington-ct.gov/ Email: planner@ellington-ct.gov /



We're continuing to take major steps to protect our businesses and our residents during the coronavirus crisis. Here are three quick updates.

SBA assistance: On Sunday, Governor Lamont asked the U.S. Small Business Administration to begin offering disaster-relief loans to Connecticut small businesses and non-profits. Today, the SBA approved his request. Companies can now apply for loans of up to \$2 million through a special page [on the SBA website](#). SBA also has more [valuable information for businesses](#).

Filing extensions: The Department of Revenue Services has extended deadlines for filing and payments associated with certain state business tax returns. Details are on [DRS's website](#).

Unemployment assistance: Workers directly impacted by the coronavirus pandemic no longer must be actively searching for work. And employers who are furloughing workers can use the Department of Labor's shared work program, which allows businesses to reduce working hours and have those wages supplemented with unemployment insurance. DOL has [more information about these and other changes](#).

As I mentioned Friday, the state's coronavirus-response team has a [web portal with up-to-the-minute news and information](#) about the virus, its impact and how to keep yourself and others safe. You can follow the coronavirus response on Twitter ([@Covid19CT](#)) and Facebook ([@CTCovid19Response](#)).

And if your business needs assistance with SBA loans or any other DECD program, call our business hotline at 860-500-2333. As we take further actions in the days to come, I'll make sure to keep you informed.

Sincerely,

David Lehman, Commissioner

david.lehman@ct.gov

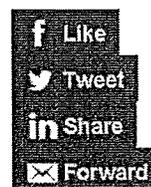
(860) 500-2310

450 Columbus Boulevard

Hartford, CT | 06103 US

This email was sent to planner@ellington-ct.gov.

To continue receiving our emails, add us to your address book.



Subject: FW: ADVANCECT SURVEYS - Gathering Insights and Input from Connecticut Businesses and their Employees

From: Planner

Sent: Tuesday, May 05, 2020 10:46 AM

Subject: ADVANCECT SURVEYS - Gathering Insights and Input from Connecticut Businesses and their Employees

Dear Ellington Business Owner/Operator:

Advance CT is a nonprofit organization that works in collaboration with the Connecticut Department of Economic and Community Development. As part of the process to reopen Connecticut, they are looking to gather more insight and input from Connecticut businesses and their employees. Below are two surveys they hope you and your employees will complete.

Stay safe and healthy!

Ellington Planning Department
55 Main Street, PO Box 187
Ellington, CT 06029
Phone: 860-870-3120 / Fax: 860-870-3122

From: AdvanceCT [<mailto:no-reply@advancect.org>]
Sent: Monday, May 4, 2020 7:59 AM
Subject: Gathering Insights and Input from Your Businesses and their Employees

[View this email in your browser](#)



Monday, May 4, 2020

Dear Partners,

The first survey is a *Small Business Reopening Survey*, for business owners. The second is a *Worker Sentiment Survey* for their employees.

For business owners, we would like them to identify their pain points and for employees, we would like insight into their concerns about going back to work.

***If you would, please encourage your local businesses to share the Worker Sentiment Survey with their employees.**

The personal information requested in these surveys is optional. If they choose to share their details with us, the information will be kept confidential and only used by AdvanceCT to communicate reopening related updates.

Thank you for forwarding these surveys to your businesses and encouraging them to share the Worker Sentiment Survey with their employees.

AdvanceCT

SMALL BUSINESS REOPENING SURVEY

CT WORKER SENTIMENT SURVEY

 Forward to a Colleague



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You are receiving this email as you opted in on our website, or have attended an online or in-person AdvanceCT (formerly The Connecticut Economic Resource Center - CERC) event.

Our mailing address is:



PRESS OFFICE

Release Date: May 4, 2020

Release Number: 20-38

Contact: Press_Office@sba.gov, (202) 205-7036

Follow us on [Twitter](#), [Facebook](#), [Blogs](#) & [Instagram](#)

SBA to Make Economic Injury Disaster Loans Available to U.S. Agricultural Businesses Impacted by COVID-19 Pandemic

WASHINGTON – U.S. Small Business Administration Administrator Jovita Carranza announced today that agricultural businesses are now eligible for SBA’s Economic Injury Disaster Loan (EIDL) and EIDL Advance programs. SBA’s [EIDL portal will reopen today](#) as a result of funding authorized by Congress through the *Paycheck Protection Program and Healthcare Enhancement Act*. The legislation, signed into law by the President one week ago, provided additional funding for farmers and ranchers and certain other agricultural businesses affected by the Coronavirus (COVID-19) pandemic.

“For more than 30 years, SBA has been prohibited by law from providing disaster assistance to agricultural businesses; however, as a result of the unprecedented legislation enacted by President Trump, American farmers, ranchers and other agricultural businesses will now have access to emergency working capital,” said Administrator Carranza. “These low-interest, long-term loans will help keep agricultural businesses viable while bringing stability to the nation’s vitally important food supply chains.”

Agricultural businesses include businesses engaged in the legal production of food and fiber, ranching, and raising of livestock, aquaculture, and all other farming and agricultural related industries (*as defined by section 18(b) of the Small Business Act (15 U.S.C. 647(b)*). Eligible agricultural businesses must have 500 or fewer employees.

The SBA will begin accepting new EIDL applications on a limited basis only, in order to provide unprecedented relief to [U.S. agricultural businesses](#). For agricultural businesses that submitted an EIDL loan application through the streamlined application portal prior to the legislative change, SBA will move forward and process these applications without the need for re-applying. All other EIDL loan applications that were submitted before the portal stopped accepting new applications on April 15 will be processed on a first-in, first-out basis.

For more information, please visit: www.sba.gov/Disaster.

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About the U.S. Small Business Administration

STATE OF CONNECTICUT – COUNTY OF TOLLAND
INCORPORATED 1786

TOWN OF ELLINGTON

55 MAIN STREET – PO BOX 187
ELLINGTON, CONNECTICUT 06029-0187

www.ellington-ct.gov

TEL. (860) 870-3120

TOWN PLANNER'S OFFICE

FAX (860) 870-3122



May 5, 2020

Old School Harley-Davidson
398 Somers Road
Ellington, CT 06029

RE: Invitation to Join Ellington Business Email Distribution List

To Whom It May Concern,

Recently, the Ellington Planning Department emailed Ellington businesses to share a survey from ADVANCE CT, a partner of the Connecticut Department of Economic and Community Development. These agencies are looking to gather insight and input from Connecticut businesses and employees as part of the process to reopen Connecticut after Stay Safe, Stay Home orders associated with COVID-19. Likewise, from time to time, other email correspondence is distributed sharing local, regional and statewide news about an array of economic development topics and business programs. The email address on file for 398 Somers Road is info@tsiharleydavidson.com and the recent email was returned undeliverable. **If you'd like to join the distribution list and receive future communications, please contact the Ellington Planning Department and provide a workable email address.**

Town offices are temporarily closed to public access because of COVID-19, however staff is available to assist you via phone and email. Attached is a copy of the announcement from ADVANCE CT.

Stay safe and healthy,

Lisa M. Houlihan, AICP
Ellington Town Planner
Website: www.ellington-ct.gov / Email: lhoulihan@ellington-ct.gov /