

Posted 2/19/2023  
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# TOWN OF VERNON

## ECONOMIC DEVELOPMENT

55 West Main Street • Vernon, CT 06066  
Tel: (860) 870-3637 • Fax: (860) 870-3683

Shaun Gately  
Director of Development Services

### Vernon Economic Development Commission

#### VIRTUAL MEETING AGENDA

Tuesday, February 14, 2023 at 7:30 AM

#### Join Zoom Meeting

<https://us02web.zoom.us/j/82408186433?pwd=cks1a2haV1F4OEJpZnVhRld3RkFpdz09>

Meeting ID: 824 0818 6433      Passcode: A8xs8a

Dial by location: 1 305 224 1968      Meeting ID: 824 0818 6433      Passcode: 027812

1. Call to Order
2. Public Forum
3. Approval of Minutes – January 10, 2023
4. Presentation - Jennifer Johnston, Director, Rockville Public Library  
*Vernon's Cultural District Advisory Board*
5. Economic Development Status Update
  - 5.1. Discussion - Plan of Conservation and Development Implementation Plan/3-yr Plan
  - 5.2. Development projects under construction
    - 21 Hartford Turnpike (Key Hyundai) – Construction underway
    - 95 Hartford Turnpike (Golf Land) – Construction underway
    - 57 Hartford Turnpike (Rocking Horse) - Construction underway
    - 167 Hartford Turnpike (VW Dealer) – Remodel underway
    - 129 Talcottville Rd (Storage Facility) - Construction underway
    - 226 Talcottville Rd (Square Peg Pizza) -
    - 273 Talcottville Rd (Kindercare) – Project has broken ground
    - 371-373 Talcottville Rd (Valvoline Oil Change) facelift for carwash, and has broken ground.
    - 190 Tunnel Rd (Pave Tool) – Part of build-out has been completed
    - 346 Kelly Rd (Frankie B's) – Former Angelino's, buildout underway
    - 723 Talcottville Rd (Scranton Power Sports)- New building approved
    - 200 West Main (Gas Gas) Kaplan expansion
  - 5.3. Redevelopment efforts at the Amerbelle and Daniels Mill complex
6. New Business
  - 6.1 Adopt updated 3-year plan
7. Old Business
  - Buy Local Campaign
  - Sustainable CT

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23 FEB - 9 AM 8:40

**7. Ribbon Cuttings/Ground Breakings/New Businesses**

- 1/26/23 - Hyzer Disc Sports – 35 West Main Street

**8. Adjournment**

Posted 1/31/2023  
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Shaun Gately  
Director of Development Services

### Vernon Economic Development Commission

#### VIRTUAL MEETING- DRAFT MINUTES

Tuesday, January 10, 2023 at 7:30 AM

#### Join Zoom Meeting

<https://us02web.zoom.us/j/82628976766?pwd=WEZGZk9FN3MreVZVSFFmTkVpK1NkZz09>

Meeting ID: 826 2897 6766      Passcode: VKV3UT

Dial by your location: 1 646 876 9923      Meeting ID: 826 2897 6766      Passcode: 446061

1. **Call to Order-** Meeting called to order by Commissioner Cohen at 7:36am  
Commissioners Present: Coe, Kloter, Cohen, Kennedy, Sendrak, Kellogg, Breslau  
Commissioners Absent: McGurk,
2. **Public Forum:** No one was present for public forum.
3. **Approval of Minutes** – A motion was made by Commissioner Breslau and seconded by Commissioner Sendrak to approve the minutes from October 11, 2022. Motion Carried with Commissioner Kellogg abstaining.
4. **Economic Development Status Update**
  - 4.1. **Discussion - Plan of Conservation and Development Implementation Plan/3-yr Plan- A** discussion took place and will be continued at a future meeting.
  - 4.2. **Development projects under construction**
    - 21 Hartford Turnpike (Key Hyundai) – Construction underway
    - 95 Hartford Turnpike (Golf Land) – Construction underway
    - 57 Hartford Turnpike (Rocking Horse) - Construction underway
    - 167 Hartford Turnpike (VW Dealer) – Remodel underway
    - 550 Hartford Turnpike (Strong Foundations) – Interior remodel of Classrooms
    - 35 Talcottville Rd (Five Below) Fit-out complete. Additional Fitout is underway for Xfinity
    - 129 Talcottville Rd (Storage Facility) - Construction underway
    - 135 Talcottville Rd (Dime Bank) – Is complete and now open
    - 226 Talcottville Rd (Square Peg Pizza) -
    - 273 Talcottville Rd (Kindercare) – Project has broken ground
    - 371-373 Talcottville Rd (Valvoline Oil Change) facelift for carwash, and has broken ground.
    - 304 Merline Rd (CT Water) Installation of Pump Station
    - 190 Tunnel Rd (Pave Tool) – Part of build-out has been completed
    - 346 Kelly Rd (Frankie B's) – Former Angelino's, buildout underway
    - 723 Talcottville Rd (Scranton Power Sports)- New building approved
    - 200 West Main (Gas Gas) Kaplan expansion
    - Digital Billboards
  - 4.3. **Redevelopment efforts at the Amerbelle and Daniels Mill complex-** Discussion of progress and regulatory hurdles took place.

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**5. New Business**

5.1 **Planning and Zoning Commission's role in Design Review-** The duties of the Design Review commission have been transferred to PZC.

**6. Old Business**

- Buy Local Campaign
- Sustainable CT

**7. Ribbon Cuttings/Ground Breakings/New Businesses**

- 10/26/2022 Hartford Therapeutic Massage- 500 Talcottville Rd.
- 12/20/2022 – Dime Bank - 135 Talcottville Road

**8. Adjournment-**Motion to adjourn was made by Commissioner Cohen and seconded by Commissioner Sendrak. Meeting concluded at 8:37am

Submitted by Shaun Gately,  
Director of Development Services

# **The Economic Development Commission Three Year Plan**

*Prepared by Vernon Economic Development Commission and Economic Development Coordinator*

Originally Approved July 10, 2013

updated 3-9-21

updated 2/14/23

The Economic Development Three Year Plan will provide an outline of steps that need to be taken and questions that need to be answered. This will allow us to plan for tomorrow, 10 years from tomorrow and beyond. Along the way we must properly position ourselves to take advantage of opportunities as they present themselves.

- **Goals for future development**
  - POCD (see attached list of the Economic Development Commissions priorities)
    - Develop and Promote Vernon's Brand
      - News Letter, Signage, Town Website. **(Short Term)**
    - Enhance Vernon's Gateways
      - Place signage at our gateways that is consistent with our Brand. **(Short Term)**
    - Encourage appropriate development of exits 66 and 67 **(Long Term)**
    - Ensure Utilities meet current and future demands **(Long Term)**
    - Encourage revitalization of Rockville **(Short/ Medium/ Long Term)**
      - Work on the perception of Vernon/ Rockville
        - Community Policing **(Short Term)**
        - Police Sub-Station **(Medium Term)**
        - Cameras/ Call Boxes **(Medium Term)**
        - Positive reinforcement **(Short Term)**
        - Enhance the facades **(Medium Term)**
        - Upgrade our Housing stock **(Long Term)**
        - Support group Clean-up efforts **(Short Term)**
        - Redevelop/Re-tenant Citizens Block **(Short Term)**
  - Zoning changes **(Long Term)**
  - Preapprovals
  - Create an atmosphere that is conducive to Job Creation
- **Business Retention and Expansion program (BR&E)** - Attempt to Retain and Grow existing Businesses.
  - Reach out to at least 5 businesses per month (to see if they need help and let them know the EDC here)
  - Work closely with the DECD to help favorably position Vernon businesses **(Short Term)**
  - Incubator/Entrepreneur space
  - Launch and support a Buy Local Program **(Short Term)**
  - Continue to hold Business Outreach events.
    - Business Recognition Event, Job Fair, Broker/ Business Showcase **(Short Term)**
- **Recruitment**

- Identify Businesses that fit into our future plans.
- Take steps to remove obstacles
- Actively recruit our targeted companies
- **Create and Support a Sustainable Program in Vernon (Short Term)**
  - Obtain and maintain a Sustainable CT certification
    - This will include supporting a Thriving Economy and Brownfield redevelopment.
    - Dynamic Planning
    - Vibrant and Creative Cultural Ecosystems
    - Diverse Transportation Options
    - Diverse Housing Options
    - Reduce waste and increase efficiencies.
- **Continue to evaluate and refine this plan to ensure it is on track.**

**Short Term (12 months):**

-Create Town of Vernon Brand "On The Move" Awareness through signage at all exits and in Rockville Downtown, also see if schools and senior center and rec locations will update signage to include "On The Move", update Town website and mailings with new brand. Offer small signage for businesses to display at their workplace.

-Continue to Review Town website, is it clean/clear/business friendly? Does it convey who we are and what we offer? A Soft Launch of the most recent version took place Feb. 2021

Partner with State of CT DECD to make sure they know how business friendly we are and what we are can provide to businesses.

-Have a Town of Vernon section at the MCC Job Fair to let people know there are opportunities in Vernon.

-Increase police presence in downtown area, change perception of it being unsafe particularly after dark.

-Work with the RCA and RDA to support Clean-up projects on Union Street with local schools/religious groups etc.

-Continue efforts to redevelop/ re-tenant Citizens Block.

-Launch a Buy Local program

-Obtain and maintain a Sustainable CT certification

**Medium Term (1-3 years):**

-Encourage redevelopment of West Main Street Retail Block.

-Address parking and walkability of Rockville Center, can we make it easier to get around, what is an appropriate flow?

**Long Term (3-10 years):**

-Work with landowners to bring sewer and water to exits 66 and 67.

-Encourage appropriate business development at exits 66 and 67, update zoning to allow a wide-variety of uses.

-Address energy concerns and reliability.

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