



What's the Deal?

**777 Main Street
Hartford, CT**

October 10, 2013

BECKER + BECKER

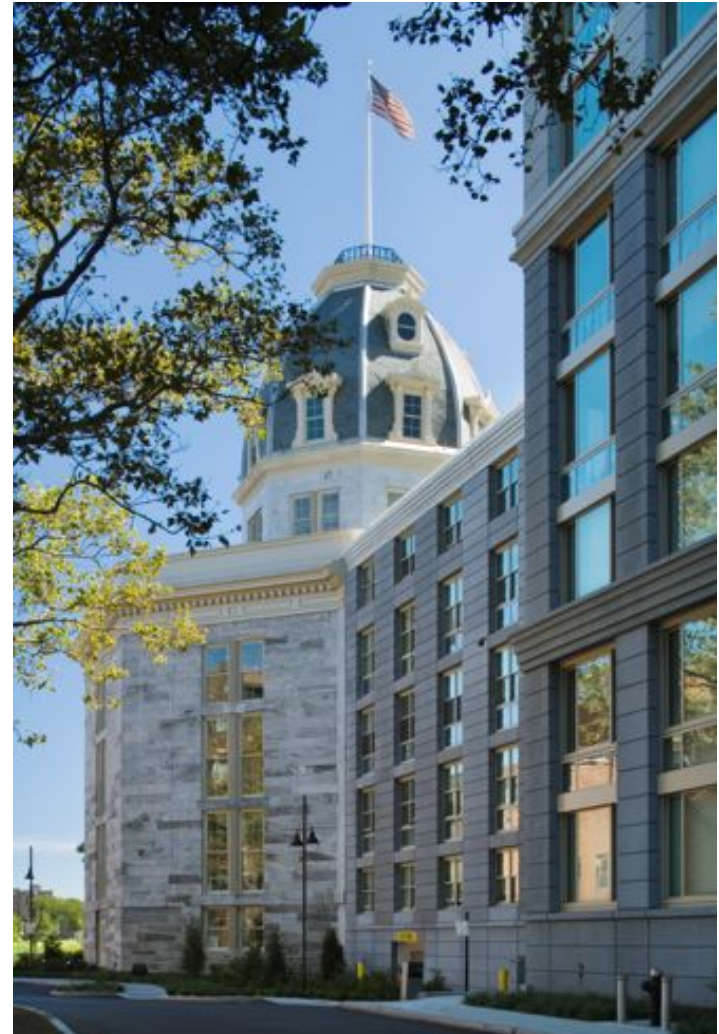
FIRM PROFILE

Experience

Over the past 60 years, **Becker + Becker** has participated in the planning, design and development of master planned communities with over 3,000 apartments including 1,200 affordable housing units. We pride ourselves on our successful integration of planning, development, design and preservation.

Mission

B+B focuses on understanding and addressing distinct community needs to develop spaces that are financially innovative, socially interactive, community-focused, physically secure and architecturally attractive.



360 STATE STREET

New Haven, Connecticut

Case Study

Urban Infill, Mixed-use, Mixed-Income, Transit-oriented community

Fall 2008 - Fall 2010

Awards:

American Planning Association, CT Chapter, 2011 Special Chapter Award

US Green Building Council, CT Chapter, 2011 Award of Honor

1000 Friends of Connecticut 2010 Smartie Award

Connecticut Fund For The Environment 2010 Annual Meeting Award

LEED Platinum Certification



360 STATE STREET

New Haven, Connecticut

The Site — walk score® of 95



360 State Street is one Block from New Haven Green, Yale University, the Central Business District, and Transit Hub

360 STATE STREET

New Haven, Connecticut

Development Program | 680,000 SF

Residential

500 rental apartments | 50 affordable
Studios, 1 bedroom – 3 bedroom
Market Rent: \$1,300 - \$5,000

Commercial

30,000 SF retail and office, bike shop, and
community-owned food co-op, **Elm City Market**

Public Parking

4 story structured parking garage for 500 cars,
Zipcars, and electric car charging stations

Common Amenities

32,000 SF of amenities:
½ acre **Green Roof** and pool, art gallery, library,
fitness center, yoga studio, theater, communal
living room and kitchen, business center,
children's playroom, bicycle parking



360 STATE STREET

New Haven, Connecticut

Retail — Elm City Market

Elm City Market's mission to provide healthy, affordable food to local consumers meets a key need of an underserved community. It benefits the community in many important ways:

- Brought a full-service grocery store to the downtown — offering natural, organic and conventional groceries
- Supports local & regional farmers by purchasing \$4 million annually from 200 growers and providers
- 110 construction jobs and 80 new retail jobs
- ECM works with a local job training non-profit, Strive, to help new employees become effective team members and advance their careers at the market.



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New Haven, Connecticut

Retail — Elm City Market: Community Owned Food Co-op



Elm City Market: Community owned Food Co-op on-site. Exterior and Interior Photos

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Retail — Elm City Market: Community Owned Food Co-op



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Retail — Devils Gear Bike Shop



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Amenities — Lobby and Art Gallery



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Amenities — Community Living Room



The Living Room and Club Room offer cooking and dining facilities, overlooking the green roof terrace

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Green Roof



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Amenities — Fitness Center



The Fitness Center and Yoga Studio overlook the Long Island Sound

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Amenities — Half Acre Green Roof and Pool



6th Floor Terrace offers views of the city and Long Island Sound

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New Haven, Connecticut

Residences



360 State Street Two Bedroom Apartment Living Room

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New Haven, Connecticut

Residences



360 State Street 450 SF Studio Apartment

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Sustainability – Renewable Power and Heat

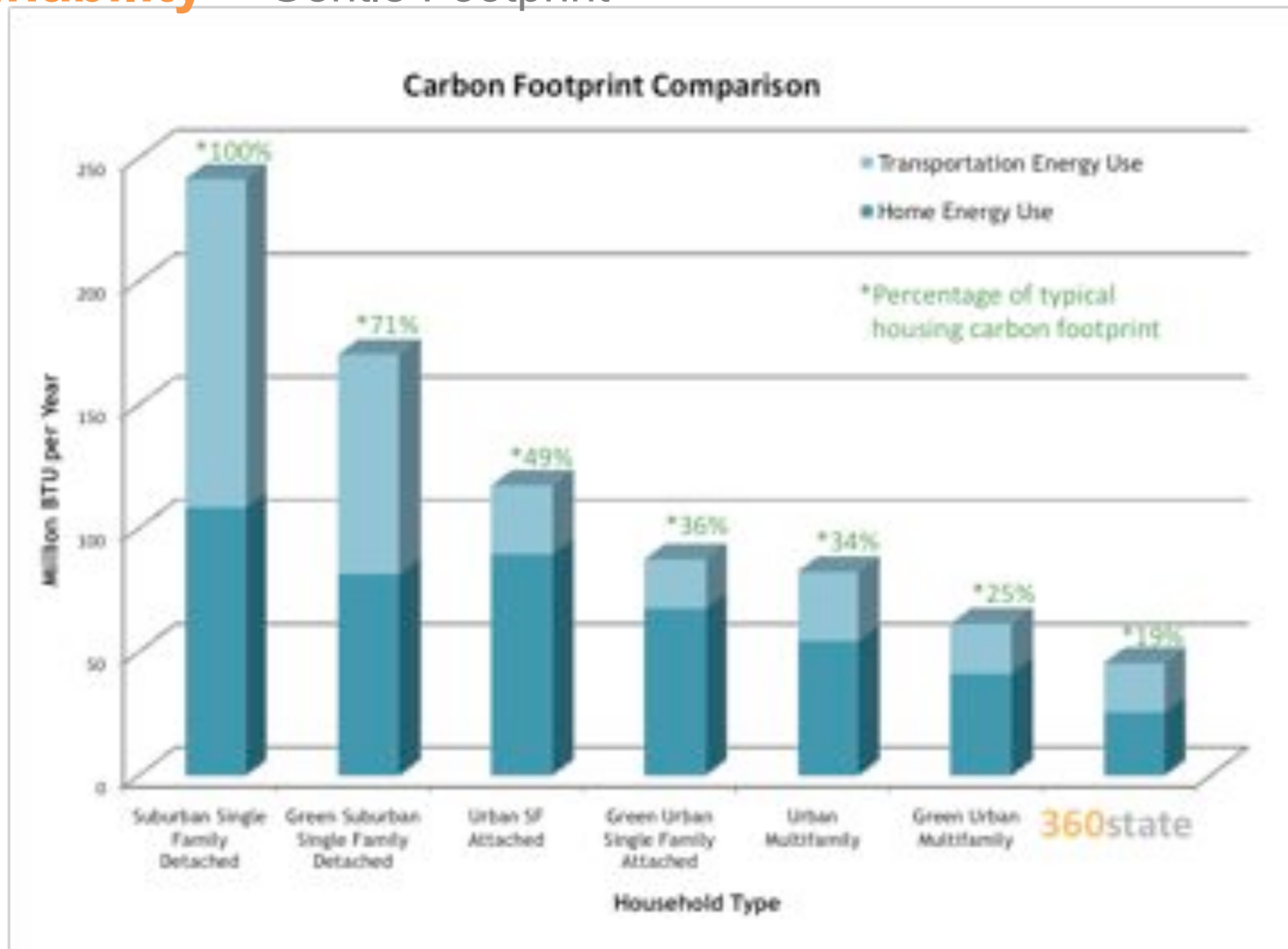


400 KW Fuel Cell and CHP System Produce 90% of the Building need for Electricity, Heat, and Hot Water

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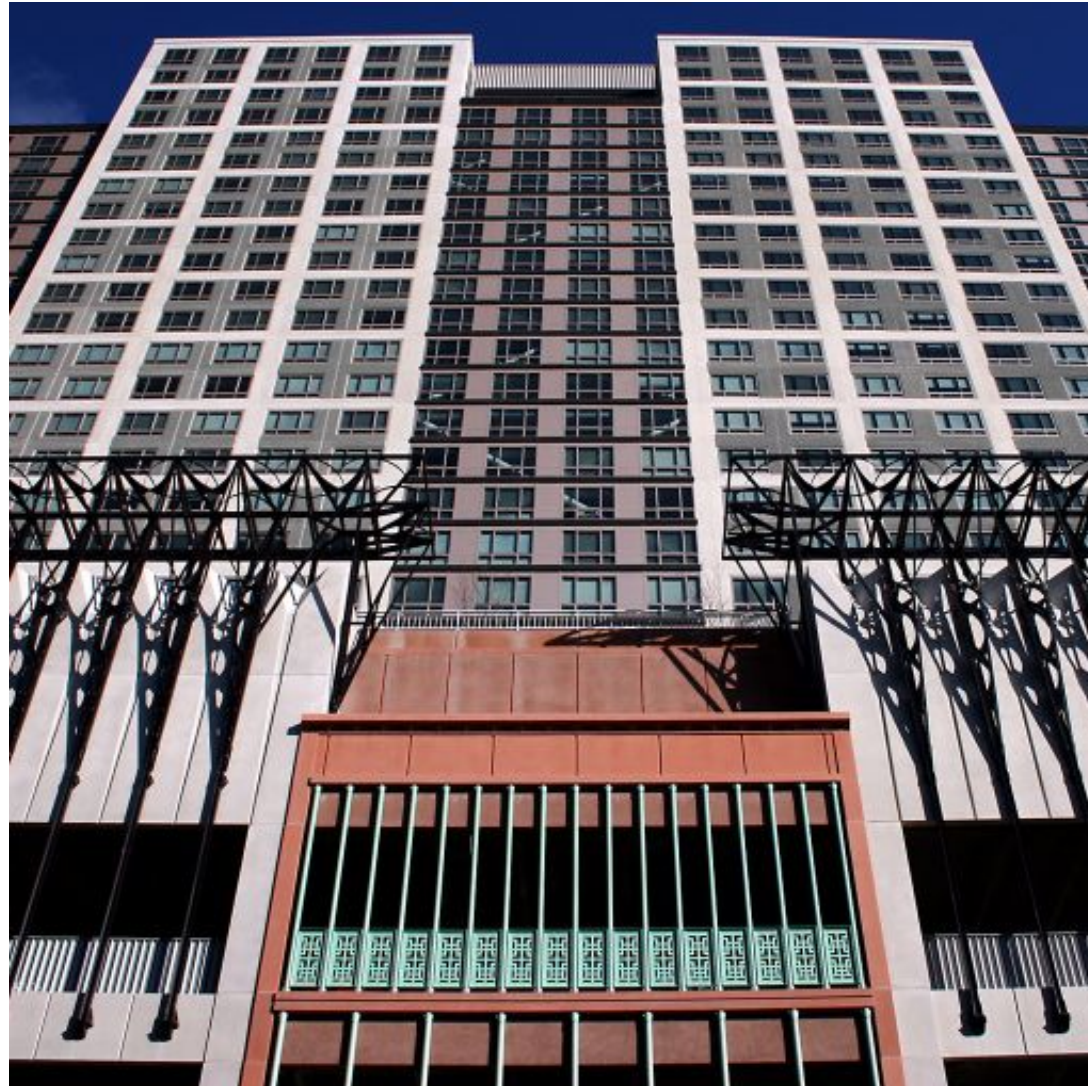
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Sustainability – Gentle Footprint



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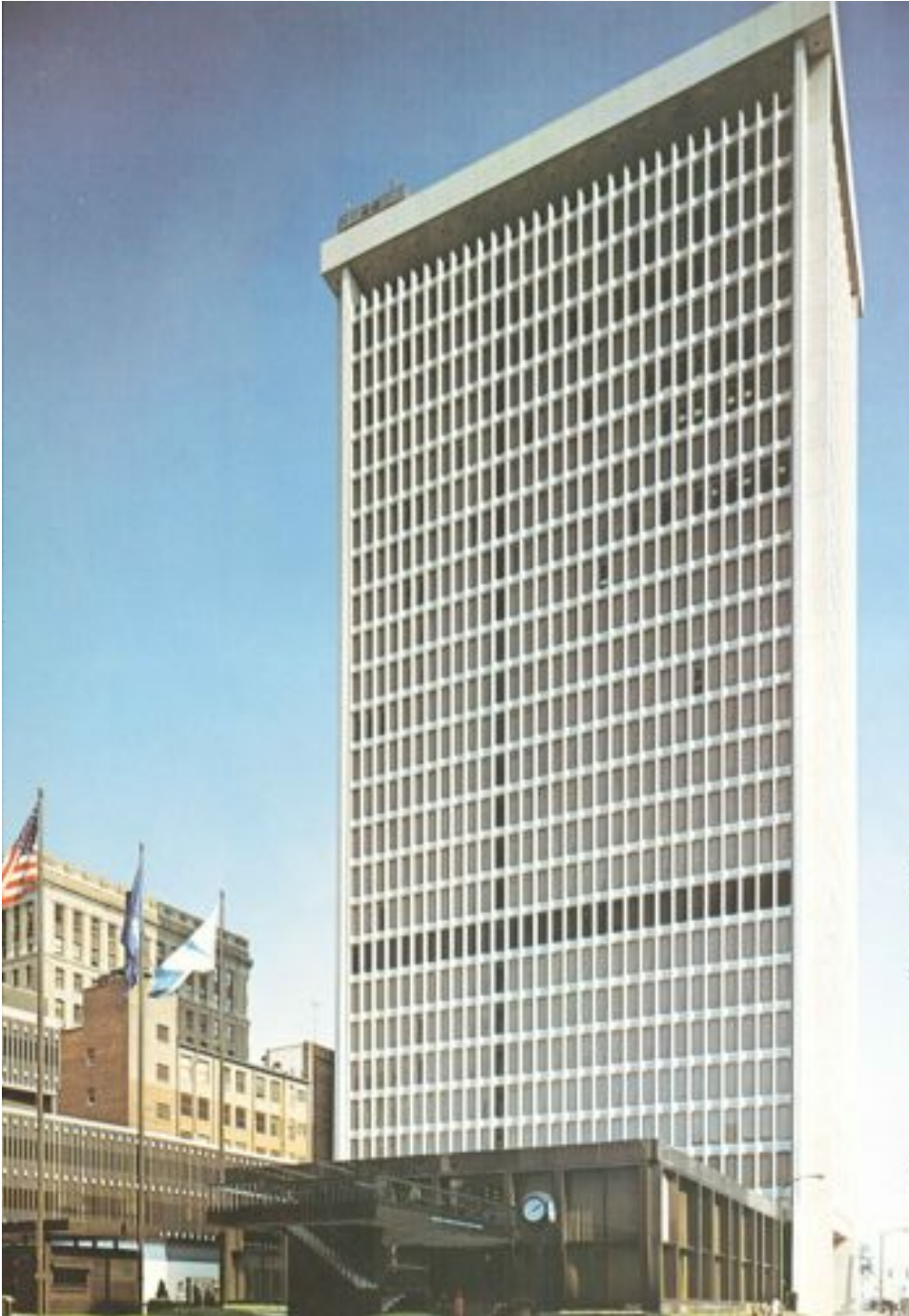
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Site History

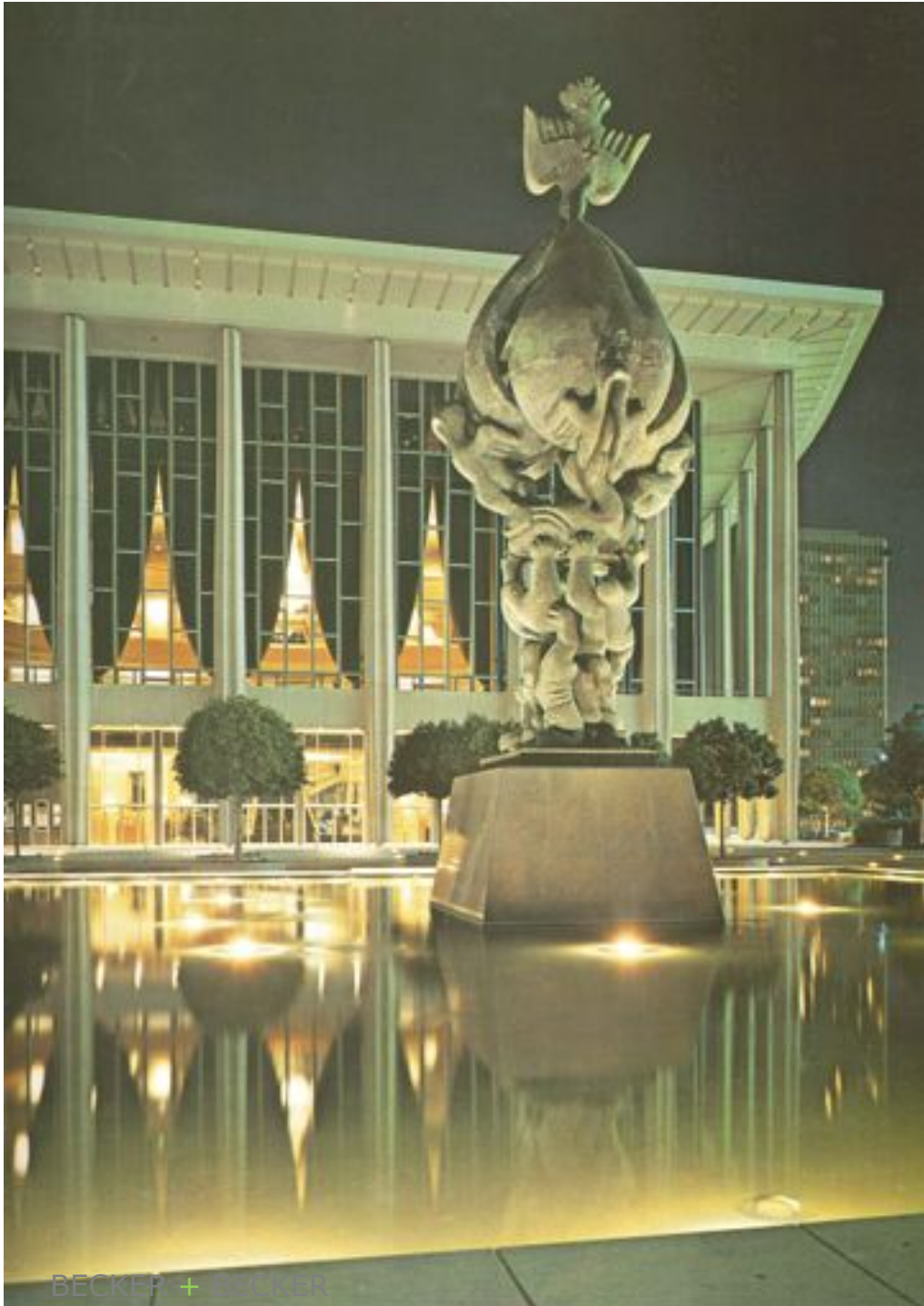
The state's first bank, **Hartford Bank**, was organized on the site at Bull's Tavern in 1792 and operated here through 1811

After a century down the street, Hartford Bank moved back to the site in 1928 into a second-empire style building

In the 1960s, Hartford Bank demolished the building to make way for their new tower by renowned Los Angeles mid-century modern architect **Welton Becket**, FAIA (1902-1969)

The building was the second tallest building in the city, a symbol of the Bank's confidence in the city's future

Image from Total Design: The Architecture of Welton Becket and Associates, William Dudley Hunt, Jr. FAIA, McGraw Hill Book Company. 1972



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Hartford, Connecticut

Welton Becket

FAIA (1902-1969)

Credited as the architect who defined mid-century architecture in Los Angeles and the iconic "Hollywood" style

Notable Projects:

- Walt Disney World Contemporary Resort, Orlando FL
- Pan Pacific Auditorium, Los Angeles
- Beverly Hilton Hotel, Los Angeles
- Capitol Records Building, Los Angeles
- Century City, Los Angeles
- Federal Building, Los Angeles
- General Electric Pavilion, New York World's Fair
- 800 Wilshire, Los Angeles
- The House of Tomorrow, Los Angeles
- Cinerama Dome, Los Angeles
- General Petroleum Building, Los Angeles
- Performing Arts Center, Los Angeles

Music Center for the Performing Arts, Los Angeles 1964. Image from Total Design: The Architecture of William Becket and Associates, William Dudley Hunt, Jr. FAIA, McGraw Hill Book Company. 1972

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Development Opportunity

- **City Initiative:** Site designated as an “Immediate Initiative” in The Capital City’s Near Term Development Agenda.
- **State Initiative:** Creation of affordable housing near downtown amenities, transit, and employment centers
- **Sustainable,** urban-infill, mixed-use redevelopment of an historic building in excellent condition. Distributed generation with 400kw fuel cell, financed with LREC award.
- **Transit-Oriented Development**
 - 1/2 miles to Amtrak; 36 bus routes and star shuttle stop within a one block radius of the site
- **Improve Office Market**
 - Current CBD office vacancy is 30%
 - Redev as housing will reduce vacancy by 5%
- **Economic Development Benefits**
 - 290 short-term jobs | 90 long-term jobs
 - \$2,260,000 short-term local income
 - \$1,260,000 long-term gov’t/tax income per year
 - \$6,864,000 long-term local income per year
 - Leverage Federal funds \$20 million

*Calculations based on The Partnership for Strong Communities “Housing Economic Activity Report” National Association of Homebuilders data for affordable and market rate multifamily rental housing

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Development Program

Ground Level Retail: 35,000 SF

Residential: 295,000 SF | 286 units

- 51% Affordable
- 49% Market Rate
- 44 Studio, 220 One BR, 22 Two BR

Common Area Amenities: 20,000 SF

Parking: 249 spaces

Total Area: 507,000 SF









Extrapolate data for Connecticut's roughly 2.1 million passenger vehicles, if 1/3 of CT cars (or 700,000) were EV's:

\$1B not spent on gas, \$296m spent on charging, \$741m saved.

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