

**THE SHOPPES AT AVALON PAD**  
**RESPONSES TO QUESTIONS AND OTHER**  
**RELATED INFORMATION**  
**TOWN OF GLASTONBURY**  
**JUNE 22, 2010**

- 1) **Q. What is the estimated tax revenue for the proposed Shoppes at Avalon when fully constructed?**
- A. Estimated annual taxes can be determined by comparing the proposed improvements to similar buildings now located in Glastonbury. For example, hotels located at 65 and 85 Glastonbury Boulevard and retail areas such as Eric Town Square, Somerset Square and other comparable locations. Using this approach the estimated assessment totals \$21 million and combined real estate and personal property taxes are estimated at \$625,000 with the 29.65 mill rate effective July 2010. Assumptions could vary but this analysis provides a good estimate of annual tax revenues. The \$21 million would be the third highest net assessment on the 2009 Grand List.
- 2) **Q. Can the Town grant a tax abatement for a commercial project and if so, what is the general process?**
- A. Connecticut General Statutes enable a municipality to grant a tax abatement through a written agreement approved by the legislative body (Town Council). This is handled by reducing the assessment for a prescribed number of years based on the dollar value of particular improvements. For a project not less than \$3 million, a seven (7) year maximum abatement period applies. Improvements must include at least one of the following: office use, retail use, permanent residential use, transient residential use, manufacturing, warehouse, storage or distribution, structural multi-level parking in connection with mass transit, information technology, recreation facilities or transportation facilities.
- The Town has not previously approved a tax abatement for commercial development. Any tax abatement process should be considered as a broad Town policy matter.
- 3) **Q. Should the applicant's proposal to fund realignment of the Griswold/Harris/House Street intersection, subject to a tax abatement, be referred to the Town Plan & Zoning Commission for a report and recommendation?**
- A. The Council is the final Zoning Authority and final action on The Shoppes at Avalon PAD proposal rests with the Council. Unless the Council has a specific question for which a response or detailed information is not otherwise available, a referral to the Town Plan & Zoning Commission is not recommended. Staff reports that would be available to the Commission would also be available to the Council.
- 4) **Q. What is the distance between the existing traffic signal at the Putnam Boulevard/Main Street intersection and the proposed signal at the development's northerly site drive? Can the proposed signal be incorporated into the Town's planned system of closed loop coordinated signals in the Main Street corridor?**
- A. The proposed traffic signal at the northerly site drive would be located approximately 400 feet south of the existing signal at Putnam Boulevard and 835 feet north of the existing signal at Griswold Street. The new signal could be incorporated into the planned closed loop system and is recommended as a condition of approval for Town Council consideration.

**5) Q. What is the motor vehicle accident history for the House Street/Harris Street/Griswold Street intersection and at the Griswold Street/Main Street/Glastonbury Boulevard intersection?**

A. Griswold Street/Main Street/Glastonbury Boulevard (preceding 3-year period):

35 accidents total  
9 involving human injury

House Street/Harris Street/Griswold Street (preceding 5-year period):

33 accidents total  
10 involving human injury

The Police Department indicates that these accident rates are not excessive given the high daily traffic flow through the intersections.

**6) Q. What is the peak hour trip generation associated with the proposed development?**

A. The applicant's traffic impact study analyzes the effects of site-generated traffic during the week-day PM peak period and the Saturday mid-day peak period. These peak periods are typically studied when considering retail development.

A total of 416 new vehicular trips (207 entering/209 exiting) are anticipated during the week-day PM peak hour.

A total of 563 new vehicular trips (298 entering/265 exiting) are anticipated during the Saturday mid-day peak hour.

Figure 10 attached details the applicant's assumed traffic distribution.

**7) Q. Can the proposed Main Street entrances adjacent to Friendly's and the Valvoline facility be revised such that one entrance functions exclusively as an entry point and the other as an exclusive exit point?**

A. Such a configuration would require new traffic signals at both drive locations regardless of which entrance functions as the entry/exit point. The distance between signals would be approximately 250 feet. This configuration would not be conducive to good traffic flow on Main Street and is not recommended by Town staff.

**8) Q. What is the consequence of the Town Plan and Zoning Commission disapproval recommendation?**

A. In accordance with Section 8-3a Connecticut General Statutes "A proposal disapproved by the planning commission may be adopted by the zoning commission by a vote of not less than two-thirds of all members of the zoning commission."

**9) Q. Can the Town Council (Zoning Commission) modify the proposed Final Development Plan?**

A. Yes. Section 4.12.4 of the Building Zone Regulations states "Approval of the Final Development Plan may include such changes, limitations, restrictions or conditions, as the Town Council shall consider appropriate."

**10) Q. How does the height of the proposed hotel compare to the height of the Hilton Garden Inn on Glastonbury Boulevard?**

A. According to the project architect, the height of the proposed hotel is 76 feet. By comparison, the height of the Hilton Garden Inn is 72 feet.

**11) Q. What is the square footage and occupancy of the banquet facility proposed for the hotel?**

- A. By letter dated May 26, 2010, the project architect responds to this question. A copy of the letter is attached.

**Other Pertinent Information:**

1. The applicant's traffic expert referenced Town Engineer Daniel Pennington's February 25, 2010 memorandum to the Town Plan and Zoning Commission relative to the northerly Main Street entrance. The entire text of this comment is provided as follows:

8. *The Main Street (north) entrance to the development has been a source of concern on both the current and on past applications of similar nature. The proposed lane widths, and general road geometry, are marginally adequate. Distance between the road and the existing Valvoline facility is minimally acceptable. Truck-turning radii can be accommodated, but with little margin for error. Staff continues to encourage the applicant to explore means of providing greater width to the entrance drive at and near the Main Street intersection.*

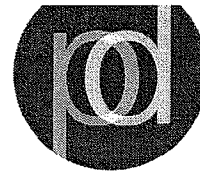
Mr. Pennington provided further verbal clarification to the Commission at its meeting of March 16, 2010. Mr. Pennington stated that the comment above pertained to privately owned drive entrances. While this proposal does call for private ownership of this road section, the drive is proposed as one that functions as a public roadway and intersection. The applicant's traffic impact study, in fact, models the road/intersection as if it will function as a public roadway. Mr. Pennington stated that a new public roadway/intersection proposal of identical design would not be viewed favorably by Town technical staff.

2. The applicant proposes a roadway connecting Main Street to Griswold Street. Said roadway would intersect a revised Route 2 off-ramp and would provide vehicular access to the development. The portion of the new roadway west of the off-ramp intersection is proposed to be privately owned and maintained, while the remaining portion connecting to Griswold Street would be conveyed to the Town. Town Engineer Daniel Pennington's February 25, 2010 memorandum to the Town Plan and Zoning Commission includes two separate comments related to this aspect of the proposal, as follows:

1. *The Engineering Division generally supports the concept of a roadway connecting Griswold Street and Main Street via property owned by the applicant. This concept, along with the concept of a new Route 2 eastbound off-ramp intersection with the new roadway, is in fact noted as a master planning objective of the 2008 "Glastonbury Town Center, Traffic and Streetscape Improvements" report prepared for the Town by Fuss & O'Neill, Inc. A new road configuration of this nature will serve to reduce traffic volumes on the westernmost section of Griswold Street, improve level of service at the Main Street/Griswold Street/ Glastonbury Boulevard signalized intersection and reduce Main Street volumes immediately north of the intersection.*

*Initial discussions with the applicant and the Connecticut Department of Transportation on this topic focused on a new roadway that would be conveyed to the Town as a public road and be designed such that the geometry encouraged motorists to bypass the congested Griswold Street/Main Street/ Glastonbury Boulevard intersection. This application submitted instead offers an alternative to this concept. The proposed road is designed to be more of a combined bypass and development service road with portions under both public and private ownership. Certain features on the portion proposed for private ownership will not be consistent with an objective focused strictly on encouraging bypass traffic. These features include on-street parking, several pedestrian crossings and textured paving treatments. Nonetheless, a percentage of area traffic would be expected to utilize the new roadway to bypass congestion at the Main Street/Griswold Street/ Glastonbury Boulevard intersection. For purposes of the traffic impact study, the applicant has assumed a percentage of trips diverted by the new roadway. The applicant is asked to provide supporting data and/or explanations to justify these figures.*

3. *The traffic impact study assumes function of the privately-owned portion of the new roadway in the same way a public road would function under identical circumstances. This public use and access to the private road portion is essential to the traffic-related conclusions reached. Consequently, a formal agreement of sufficient detail will be needed in order to assure perpetual public use of the private road. Maintenance expectations, snow plowing responsibilities, etc. must be identified in sufficient detail so as to assure safe public transport over the private roadway.*
3. The application presented for Council consideration includes new traffic signal installation, existing traffic signal revision, and reconfiguration of a State highway off-ramp. Consequently, the applicant would need to obtain formal Connecticut Department of Transportation approval and approval of the State Traffic Commission in order to construct this development and the associated road improvements. State agencies typically will not formally review and consider such proposals until all local approvals have been granted.
4. At the June 8, 2010 Town Council meeting, the applicant proposed a remedy to the Griswold Street traffic congestion problem. The proposed solution involves realignment of the House Street/Harris Street/Griswold Street intersection in conjunction with widening of Griswold Street at the Route 2 westbound on-ramp to allow for bypass of left-turning vehicles. This approach to improving the congestion problem is consistent with Town-envisioned concepts to accomplish the same objective. Absent additional private property acquisition, this concept improves traffic flow in the corridor to the extent possible. It is noted that traffic signal coordination using appropriate technology would also be required in the Griswold Street corridor.
5. During the Town Plan and Zoning Commission public hearing, concern was expressed with regard to the adequacy of parking for people attending "banquet-type" functions within the hotel. The Project Architect has stated that the capacity of the banquet facility would not exceed 230 persons. Assuming Saturday afternoon/evenings as the peak time for many of these events, it is important to ensure that the parking demand created by these events does not negatively impact expected peak retail demand at the same time. Banquet events also create increased staff parking demand due to expanded kitchen and food service staff. For example, **minimum parking standards** for restaurants within the Town's non-PAD zoning districts equal one space for every three seats, or 77 spaces if applied to the 230 proposed seats.



May 26, 2010

Kenneth Leslie  
Director of Community Development  
2155 Main Street  
Glastonbury, CT 06033

architecture  
design  
planning  
graphic design  
branding  
strategic consulting  
research

**RE: The Shoppes at Avalon - Glastonbury, Connecticut  
Proposed Capacity- Hotel Banquet Facilities**

Dear Ken Leslie,

I would like to provide in writing the design concept and room capacity for the proposed hotel banquet facility at the Shoppes at Avalon. Previous testimony provided to the town's Planning and Zoning Commission stated that the Banquet Facilities would consist of 3,500 SF of space. When calculated at 7 sqft per person (seated in chairs), this occupancy would dictate a capacity of 500 persons.

This testimony, unfortunately, incorrectly characterized the proposed layout and use of the hotel's banquet facilities. The developer and hotel flag envisions a room where weddings or other sit-down functions would occur using tables and chairs. Additionally, a portion of the 3,500 SF would be devoted to toilet facilities and other support functions, thus reducing the space available for the banquet room. Based on these considerations, the overall capacity of the room should not exceed 230 guests.

Regarding parking calculations to accommodate these 230 guests; considering that 41 additional parking spaces have been provided (reference Avalon Pad Parking Standards- Plan of Development), at 2.4 guests per vehicle, this would accommodate approximately 45% of the proposed room population; with the remainder being accommodated through shared parking with the Hotel and retail spaces.

I do hope these room capacity figures clarifies issues surrounding the hotel's banquet facility. Should you have any questions regarding the information in this letter, please do not hesitate to contact me.

Sincerely,

Phase Zero Design Inc

Matthew D. Wittmer AIA, LEED-AP  
Principal

CC: Len Jacobs  
Peter Montesanto

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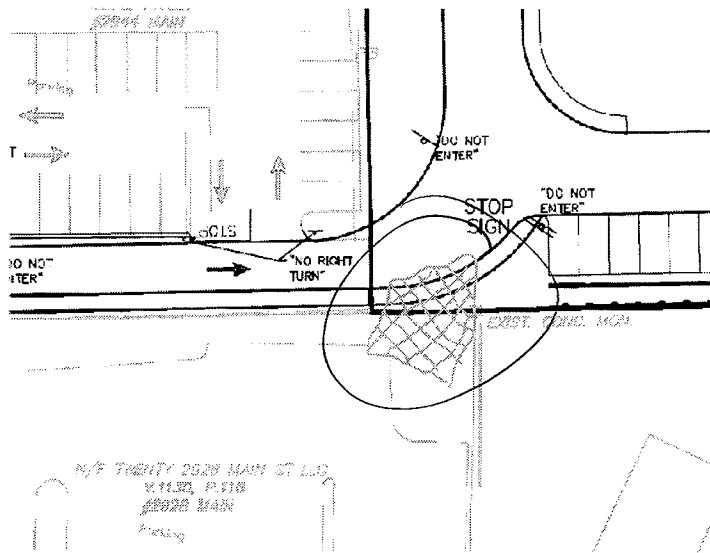
[www.phasezerodesign.com](http://www.phasezerodesign.com)

THE APPLICANT'S ARCHITECT PROVIDED THE ATTACHED INFORMATION.

**Question: Can a parking lots between *The Shoppes at Avalon* and the office building at 2928 Main Street be linked to provide internal off-street connections?**

The Developer would welcome the creation of a link between the parking areas of *The Shoppes at Avalon* and 2928 Main Street providing that developing such a link does not delay the approval process.

A natural location for the link, which is acceptable to the developer, is presented below.



Attachments:  
None

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**Council Question Response – What is the height of the Hotel and what is on the roof?**

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The height of the proposed hotel for the Shoppes at Avalon measures 76'-0" from the sidewalk to the roof. The height of the hotel is equal to the height of the other two hotels that have already been constructed in the area.

The hotel for the Shoppes at Avalon is six stories with a fully enclosed mechanical penthouse. The mechanical penthouse will contain the mechanical equipment that provides heating and air conditioning throughout the facility, however, because this penthouse is fully enclosed, this equipment cannot be seen from anywhere outside the building.

Attachments:

*None*

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**Brewster Condominiums- Landscaping**

Accompanying this memo, please reference the attached site plan depicting additional landscaping proposed for the Brewster Condominium Development adjacent to the proposed Shoppes at Avalon.

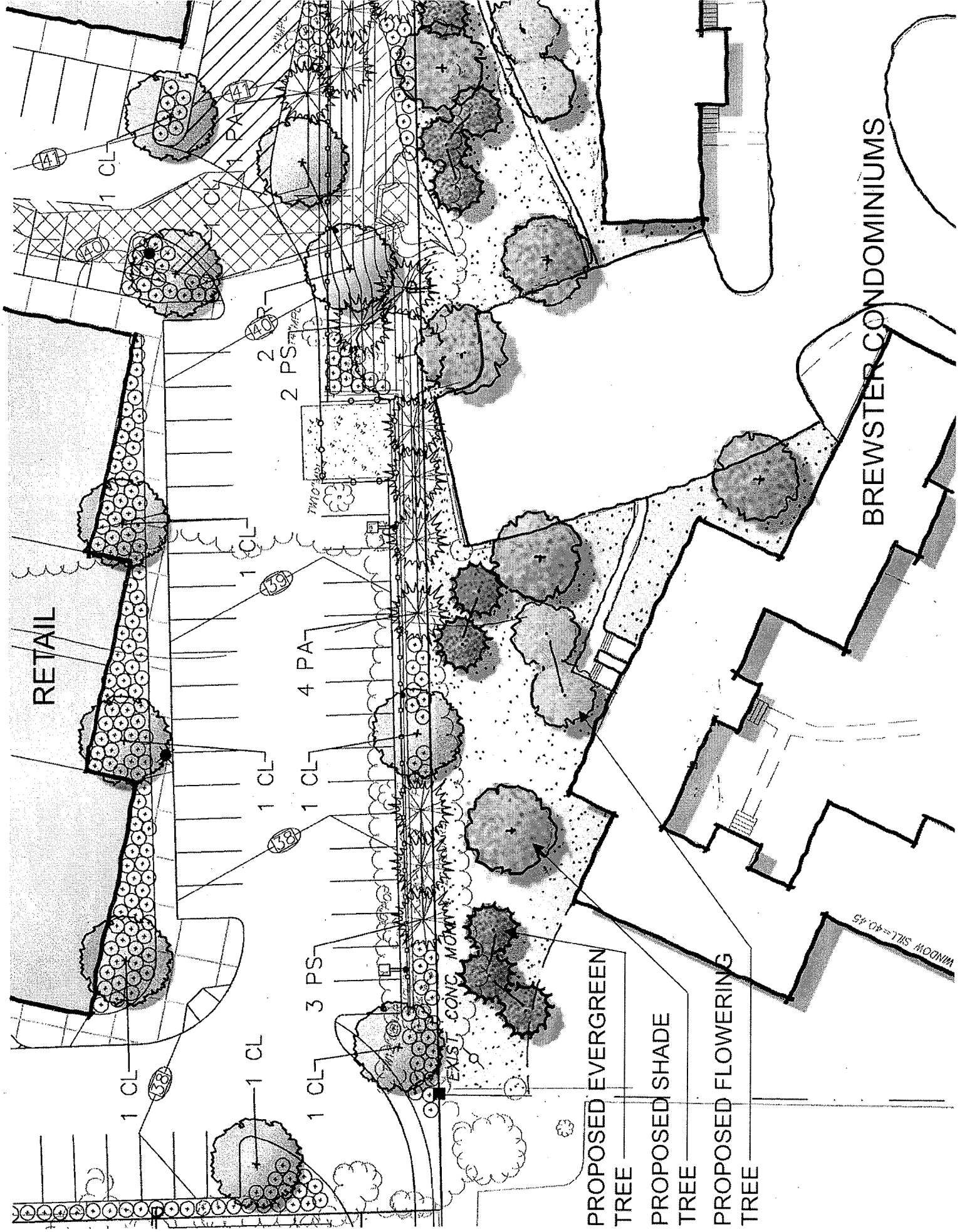
As a condition of approval, Avalon would undertake this additional landscaping at its own cost on the Brewster property if it is the desire of the Brewster owners.

Attachments:

*Site Plan entitled, 'Brewster Condominiums – Landscape Improvement Plan'*

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RETAIL

BREWSTER CONDOMINIUMS

- PROPOSED EVERGREEN TREE
- PROPOSED SHADE TREE
- PROPOSED FLOWERING TREE

1 CL

1 CL

1 CL

2 PS

2 PS

4 PA

1 CL

1 CL

1 CL

3 PS

1 CL

1 CL

1 CL

EXIST CONC MONUMENT

WINDOW SILL = 40.45

44

43

35

32

32

32

32

32

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32

**Council Question Response – How many Jobs with *The Shoppes at Avalon* create?**

Using the data resources (attached) it is estimated that *The Shoppes at Avalon* will create the following new full and part time jobs:

1. 160 Room Hotel (4; 2a)-  
**55 Jobs (50 F/ 5 PT)**
  - a. Banquet Facility for 230 guests (4)-  
**25 Jobs (Mostly PT)**
2. 60,880 Square Feet of Retail broken down as follows:
  - a. 5,480 Square Feet of Restaurant (2;4) -  
**30-50 Jobs (All Shifts)**
  - b. 43,400 Square Feet of General Retail (1.a.) -  
**53 Jobs (All Shifts)**
  - c. 12,000 Square Feet of Specialty Retail (4) -  
**28Jobs (All Shifts)**

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**191 + Jobs (All Shifts)**

The job estimate for the Hotel was taken from the actual jobs found in the existing hotels in town. All other sources indicated the Hotel may employ more people. The job estimate for the Banquet Facility was estimated from contacts in the industry. The jobs estimate for Restaurant was estimated by combining the DeChiara and Fishland studies and the actual experience of similar restaurants in town. The jobs estimate for the retail was taken from the US Dept of Energy Study (attached). The jobs estimate for the Specialty Retailer was taken from the retailer supplied numbers.

### Statistical Sources

This estimate was drawn from the following data sources

A Look at Retail and Service Buildings – How Many Employees Are There? (See US Dept of Energy Study attached).

The average retail store will employ 1 employees for every 818 square feet of space

DeChiara Planning and Design Criteria Book  
(Employees per shift)

Office Employees 300 sq ft/employee  
Retail/Service Employees 450 sq ft/employee  
Grocery Employees 700 sq ft/employee  
Cinema Employees 1500 sq ft/employee  
Restaurant Employees 300 sq ft/employee  
College Employees 300 sq ft/employee  
Hotel Employees 1800 sq ft/employee

Fishkind & Associates of Orland, Florida for the Fiscal Impact Analysis Model created for the Florida Department of Community Affairs see <http://www.sfrpc.com/fiam.htm>. Once again per shift.

Office 1-Story: 300 sq. ft. per employee (range: 275-450 sq. ft. per employee)  
Office Class A: 350 sq. ft. per employee (range: 275-450 sq. ft. per employee)  
Office Medical: 250 sq. ft. per employee (range: 225-275 sq. ft. per employee)  
Retail - Neighborhood: 600 sq. ft. per employee (range: 450-650 sq. ft. per employee)  
Retail - Community: 600 sq. ft. per employee (range: 450-650 sq. ft. per employee)  
Retail - Regional: 600 sq. ft. per employee (range: 450-650 sq. ft. per employee)  
Restaurant-Sit Down: 450 sq. ft. per employee  
Restaurant-Fast Food: 100 sq. ft. per employee  
Hotel: 0.5 employees per room (range: 0.5-1.0 employees per room)

Industrial: 2,500 sq. ft. per employee (range: 10,000 sq. ft. per employee)

Warehouse: 5,000 sq. ft. per employee (range: 1,000-7,500 sq. ft. per employee)

Golf Course: 40 per 18-hole course (range: 35-45 per 18-hole course)

Clubhouse: 800 sq. ft. per employee (range: 800-1,000 sq. ft. per employee)

ACLF/Nursing Home beds: 1 per bed

Institutional: 300 sq. ft. per employee (range: 225-1,000 sq. ft. per employee)

Government: 500 sq. ft. per employee

Agriculture/Forestry: 25 per 1,000 acres

Parks & Recreation: 1 per acre

*Two comparable, local restaurants were solicited for employee statistics. Max Fish and Max Amore advised that they usually have 50-55 employees per restaurant. According to the source the full-time versus part-time ratio seemed to frequently change; a specific number was not identifiable. Both restaurants usually schedule according to three shifts: opening, midday, and closing. Staffing needs also fluctuate according to numerous variables, which include: weekday vs. weekend, time of day, trends, holiday variables, restaurant events, and restaurant specials. Discussions with operators indicated a banquet facility will employ up to 25 mostly part-time employees. The specialty retailer noted they would employ on average about 28 full and part time employees per store and would operate for three shifts.*

**Attachments:**

Retail & Service Buildings- How many employees are there?



**Question: What is the location and look of proposed signage for 'The Shoppes at Avalon' along Main Street**

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Accompanying this memo, please reference the attached site plan depicting the locations for proposed pylon signs for the Shoppes at Avalon. An existing sign easement is located at the northeast corner of Main Street and Avalon Way (at the Jiffy Lube service station). This sign easement will support the pylon signage proposed in the attached elevation.

Additionally, an area for a smaller sign is available at the northeastern corner of the right-turn only access road south of the Friendly's Restaurant.

**Attachments:**

Site Plan entitled, 'Site Signage Locations'  
*Elevation entitled, 'Site Signage'*

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**Commercial**

Home > Commercial Buildings Home > Special Topics > 1995 Building Activities > Retail > How Many employees?

Return to:  
[A Look at Retail and Service Buildings](#)

**RETAIL AND SERVICE BUILDINGS**

**How many employees are there?**

[How large are they?](#)

[How many employees are there?](#)

[Where are they located?](#)

[How old are they?](#)

[Who owns and occupies them?](#)

[How do they use energy and how much does it cost?](#)

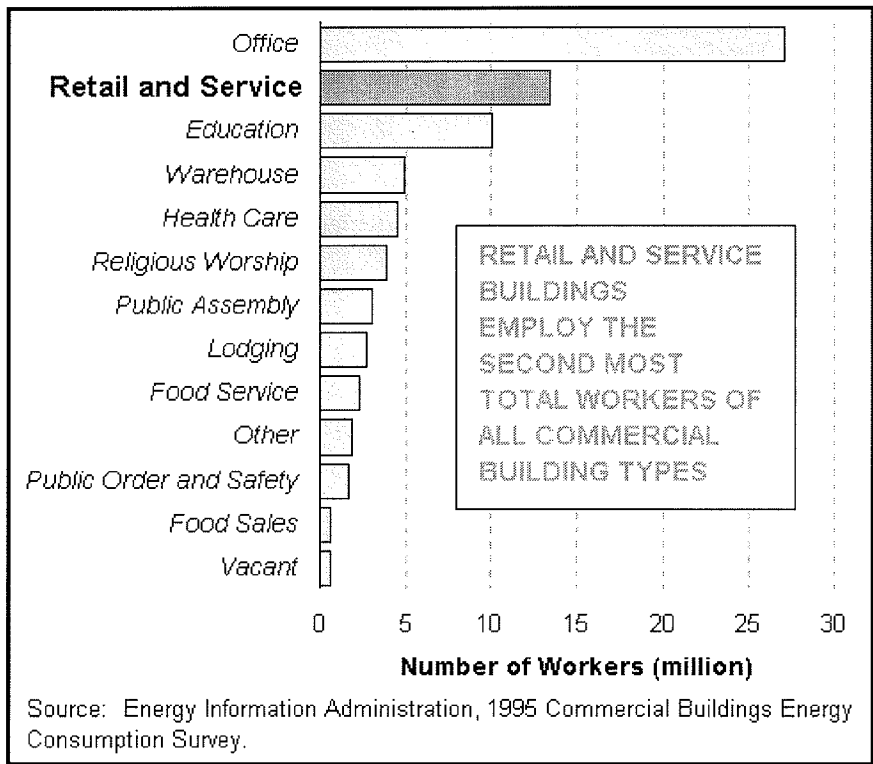
[How do they use electricity?](#)

[How do they use natural gas?](#)

[What types of equipment do they use?](#)

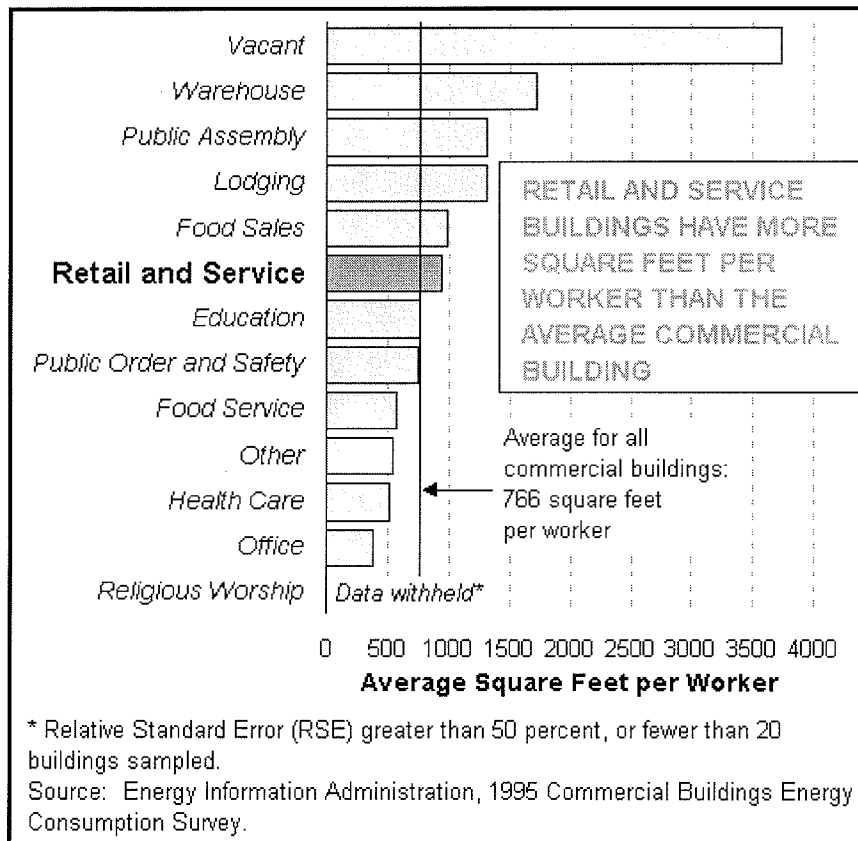
[How do they measure up on conservation efforts?](#)

There are approximately 13.5 million workers employed in retail and service buildings across the United States; this is 18 percent of the commercial workforce. There are 8.7 million workers in retail buildings (1.8 million in enclosed malls, 3.5 million in strip malls, and 3.3 million in other retail) and 4.8 million workers in service buildings.



Retail and service buildings contain an average of 10 workers per building, less than the average for all commercial buildings, which is 17 workers. Retail buildings average 12 workers per building (38 workers per building in malls, 6 workers per building in retail other than malls); service buildings average 8 workers per building.

There is an average of 945 square feet per worker in retail and service buildings, more than the average for all commercial buildings, which is 766 square feet per worker. There is 1,052 square feet per worker for all retail; 1,001 for enclosed malls; 818 for strip malls; 1,328 for other retail; and 752 for service buildings.



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Continue: [Where are they located?](#)

Go to "How many employees are there?" for other building types:

- [Office](#)
- [Education](#)
- [Health Care](#)
- [Retail and Service](#)
- [Food Service](#)

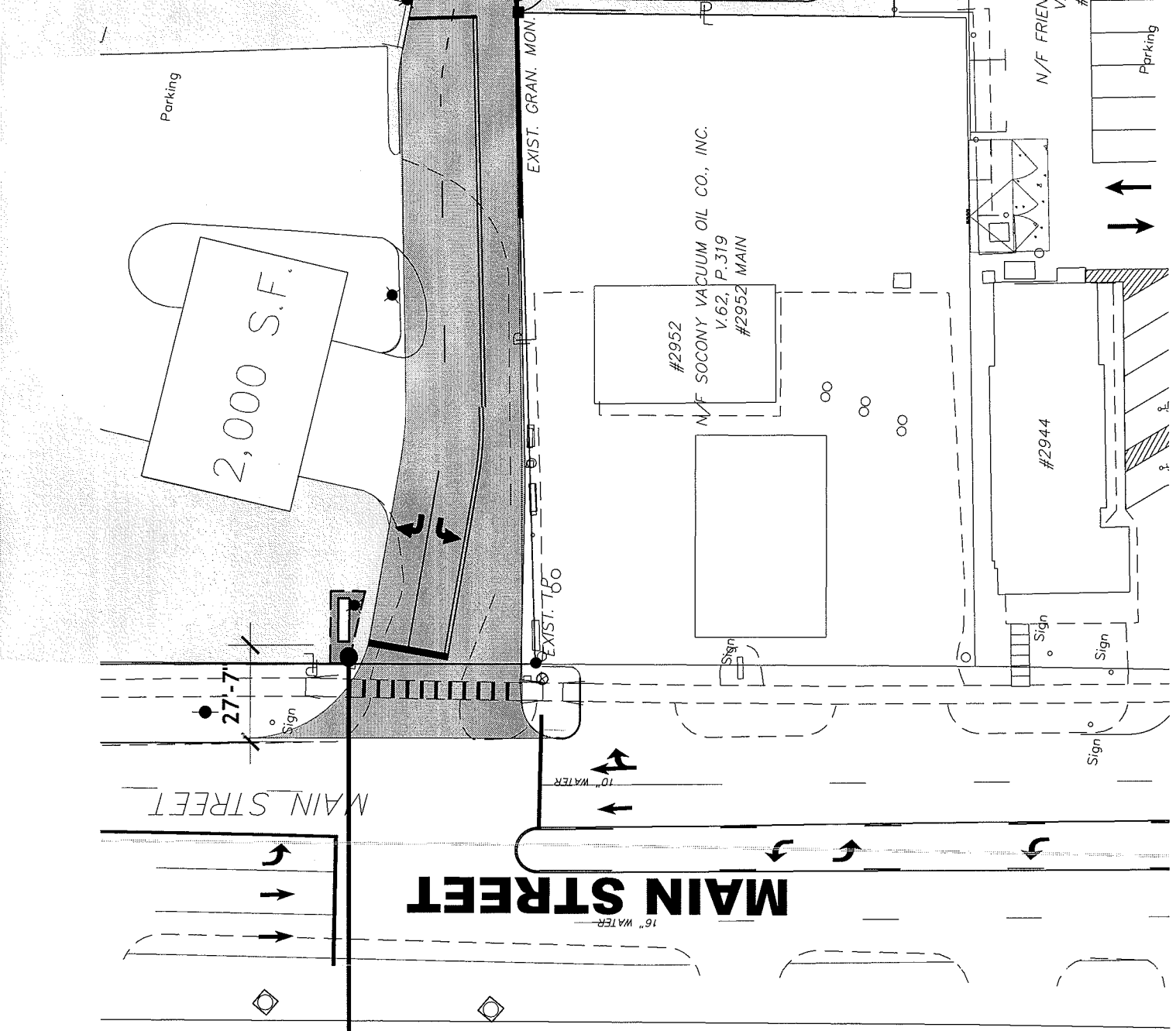
Specific questions may be directed to:

Joelle Davis Michaels  
[joelle.michaels@eia.doe.gov](mailto:joelle.michaels@eia.doe.gov)  
 CBECs Manager

[Contact Us](#)

URL:

[http://www.eia.doe.gov/emeu/consumptionbriefs/cbecs/pbawebsite/retailserv/retserv\\_howmanyempl.htm](http://www.eia.doe.gov/emeu/consumptionbriefs/cbecs/pbawebsite/retailserv/retserv_howmanyempl.htm)



**PROPOSED SIGNAGE  
AT EXISTING SIGN  
EASEMENT**





**PYLON SIGN VIEW 1**

