

Real Estate & Property Management Support Services

NEW HAVEN UNION STATION CAMPUS

FEBRUARY 26, 2024



I. WHO WE ARE:

UNION STATION PARTNERSHIP & NEW HAVEN PARKING AUTHORITY

2. WHAT WE’RE DOING:

REQUEST FOR BROKERAGE AND REAL ESTATE SUPPORT SERVICES

3. WHERE WE’RE WORKING:

DOWNTOWN NEW HAVEN

UNION STATION RETAIL STRATEGY

WHO WE ARE

New Haven Union Station Partnership

FEBRUARY 26, 2024

BACKGROUND:

- Union Station in New Haven is an architectural treasure, an inter-modal transportation hub and the catalyst for revitalizing the Hill-to-Downtown community. **As Union Station enters its second century, now is the time to invest in Connecticut's major entry point for visitors, students and business leaders.**
- Passengers for Metro-North, Amtrak, Shoreline East, and the new Hartford Line arrive at Union Station in any number of ways: driving, walking, getting dropped off, taking the bus, and riding a bike. **More than 700,000 Amtrak customers and more than 1 million Metro-North riders use Union Station every year.**
- The City and State launched the **“New Haven Union Station Partnership” (USP)**, heralding a new era in managing Connecticut-owned rail stations in New Haven. They have diligently worked together to craft a new Lease, Operating, and Funding (LOF) agreement governing the overall operation and management of Union Station and State Street Station.

From 2019 Retail Demographics Study New Haven.



New Haven Union Station Partnership

FEBRUARY 26, 2024



New Haven Union Station Campus

FEBRUARY 26, 2024

BACKGROUND:

- **New Haven Union Station Campus** consists of the historic Union Station Building (train station), the underground passageway to the train platforms, the adjacent Parking Garage, the east side surface parking lot, the west lot, State Street Station, and the street-side grounds.
- The State of Connecticut owns New Haven Union Station Campus (the “Campus”), excluding some City of New Haven (the “City”) owned streets and grounds, and the City operates and maintains the Campus in partnership (the “Partnership”) with the Connecticut Department of Transportation (“CTDOT”) pursuant a certain Lease, Operating and Funding Agreement dated February 14, 2022 (the “LOFA”).
- Pursuant to the LOFA, the City has contracted with the New Haven Parking Authority (“NHPA” or the “Authority”) to serve as its Station Manager, Parking Manager, and Brokerage Manager (the “Manager”).
- Please visit the New Haven Union Station Partnership website at www.unionstationnewhaven.com for some key background information and published reports.

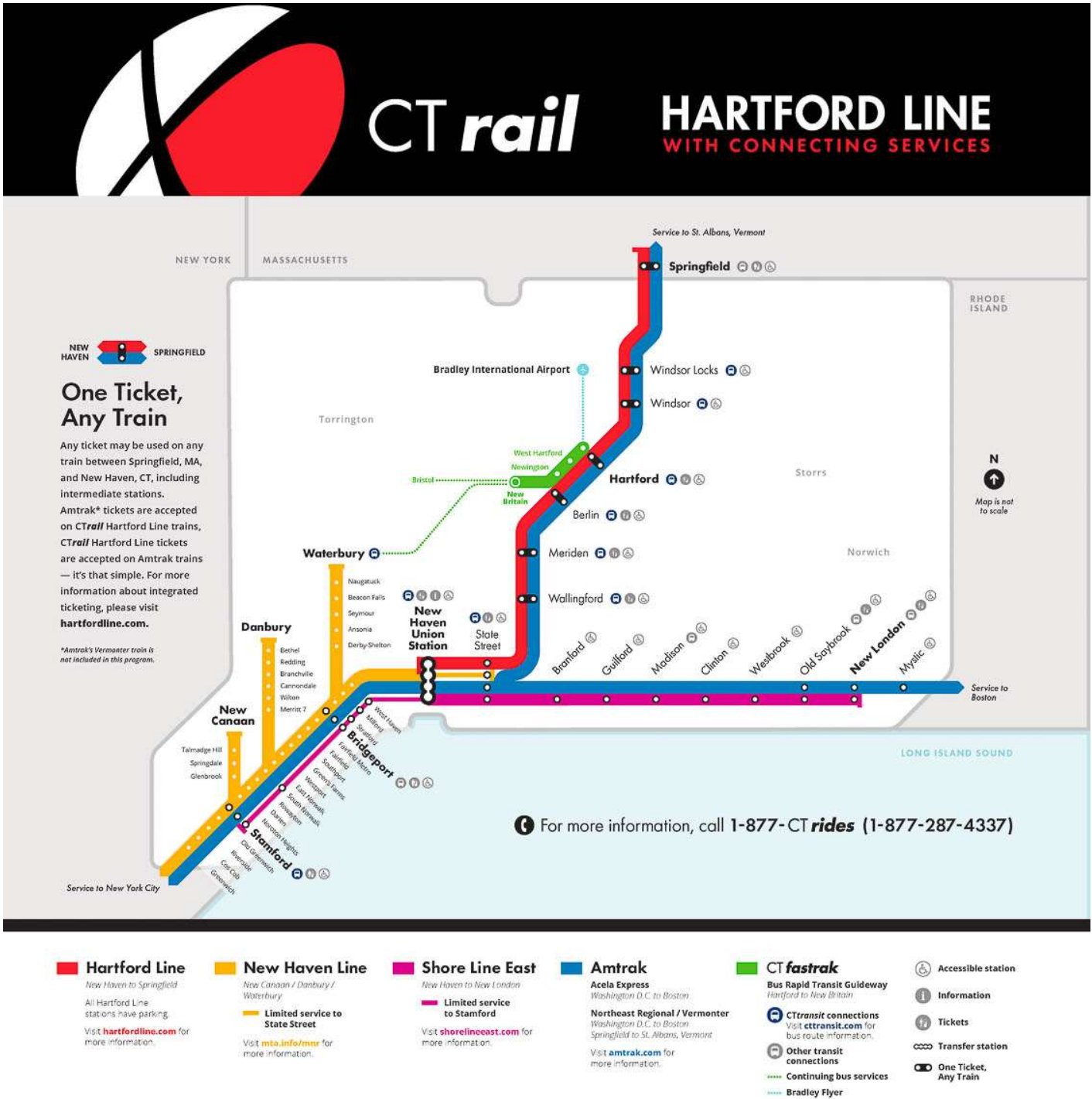


New Haven Union Station Connections and Network

FEBRUARY 26, 2024

BACKGROUND:

- New Haven Union Station is the center of passenger rail in Connecticut. From here you can travel to other towns and cities in Connecticut via the Shore Line East Railroad and to New York via MTA's Metro-North Railroad.
- **Union Station is also one of the busiest stations in the Amtrak national network.** Travelers can board the high-speed trains to Washington, D.C. or Boston, or take the Vermonter service to towns and winter resorts within the Connecticut River Valley.
- New Haven is also a stop on the new Hartford Line, the new regional passenger rail service between New Haven, Hartford and Springfield, which was launched in June 2018.



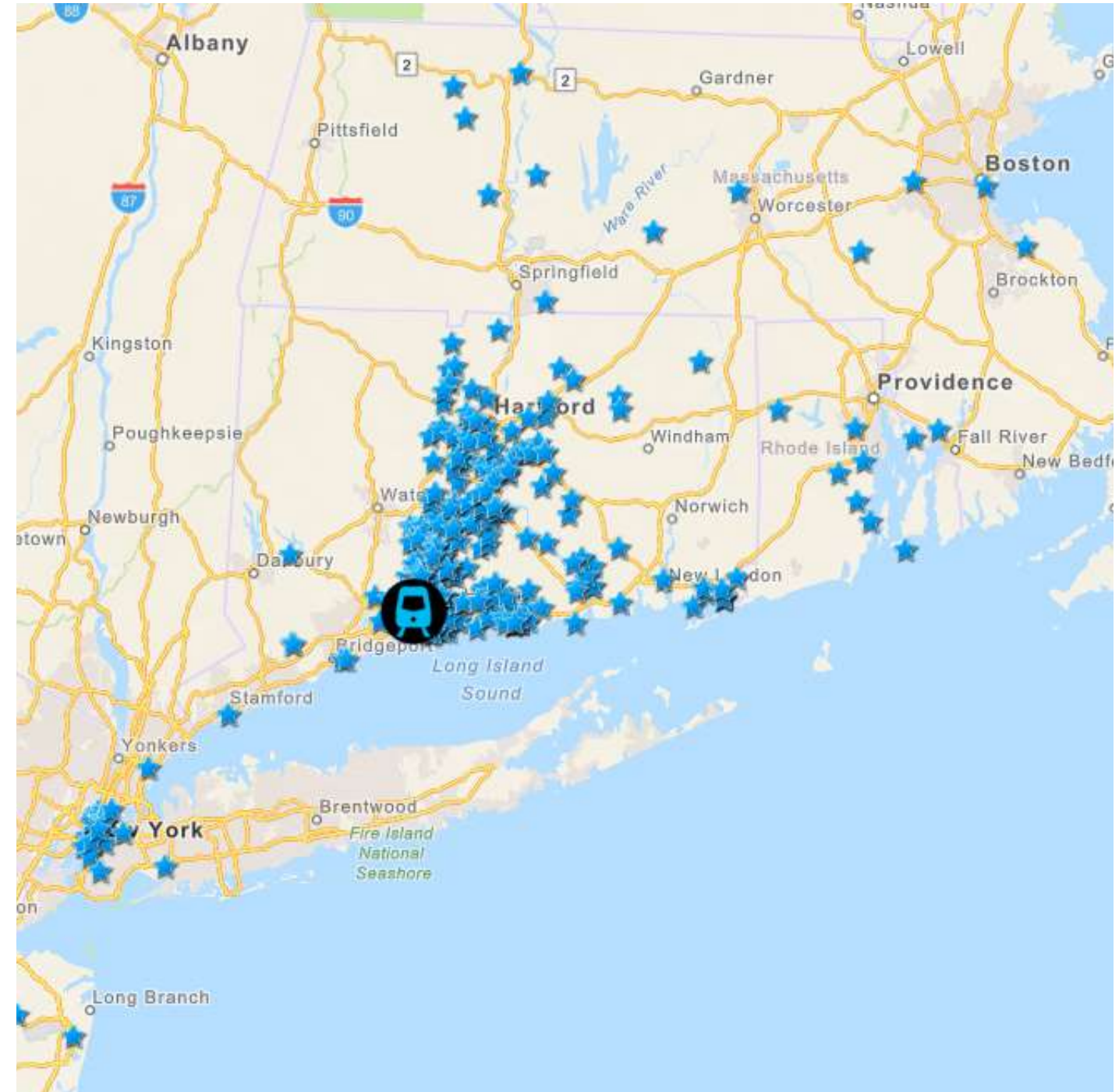
From 2019 Retail Demographics Study New Haven.

New Haven Union Station Connections and Network

FEBRUARY 26, 2024

MONTHLY PARKING DISTRIBUTION:

- Union Station is part of a Northeast rail corridor that stretches from New York City to New Haven to Hartford to Boston. The locations of Union Station riders vary all across the Northeast, from daily commuters, to weekend riders, to trip takers.
- The map on the right shows the geographic distribution of monthly parking customers at Union Station, which represents a typical sampling of regular riders.



From 2019 Retail Demographics Study New Haven.

WHAT WE'RE DOING

Background and Scope of Real Estate & Property Management Support Services

FEBRUARY 26, 2024

INVITATION FOR PROPOSALS:

- NHPA, on behalf of the Partnership, hereby issues this Invitation for Proposals for Real Estate Support Services at the Campus. NHPA will receive sealed proposals until 3:00 p.m. local time on March 6, 2024 (“Submission Deadline”) in accordance with the Instructions to Proposers.

SCOPE:

The Selected Proposer is required to have and maintain a real estate broker’s license issued by the State of Connecticut. The Selected Proposer shall provide support on an as-needed basis at the request of the New Haven Parking Authority in performing its duties as the Station Manager, Parking Manager, and Brokerage Manager for the Campus. Of Support shall be provided, but not be limited to the following:

- Leasing, Licensing, and Property Management
- Travel Amenities
- Procurement of Tenants
- Marketing
- Additional Support Services



**BACKGROUND AND SCOPE OF
REAL ESTATE AND PROPERTY MANAGEMENT SUPPORT SERVICES
NEW HAVEN UNION STATION CAMPUS**

A. BACKGROUND

New Haven Union Station Campus consists of the historic Union Station Building (train station), the underground passageway to the train platforms, the adjacent Parking Garage, the east side surface parking lot, the west lot, State Street Station, and the street-side grounds. The State of Connecticut owns New Haven Union Station Campus (the “Campus”), excluding some City of New Haven (the “City”) owned streets and grounds, and the City operates and maintains the Campus in partnership (the “Partnership”) with the Connecticut Department of Transportation (“CTDOT”) pursuant a certain Lease, Operating and Funding Agreement dated February 14, 2022 (the “LOFA”). Pursuant to the LOFA, the City has contracted with the New Haven Parking Authority (“NHPA” or the “Authority”) to serve as its Station Manager, Parking Manager, and Brokerage Manager (the “Manager”).

Please visit the New Haven Union Station Partnership website at www.unionstationnewhaven.com for some key background information and published reports.

B. SCOPE OF BROKERAGE SERVICES

The Selected Proposer is required to have and maintain a real estate broker’s license issued by the State of Connecticut. The Selected Proposer shall provide support on an as-needed basis at the request of the New Haven Parking Authority in performing its duties as the Station Manager, Parking Manager, and Brokerage Manager for the Campus. Of Support shall be provided, but not be limited to the following:

LEASING, LICENSING, AND PROPERTY MANAGEMENT

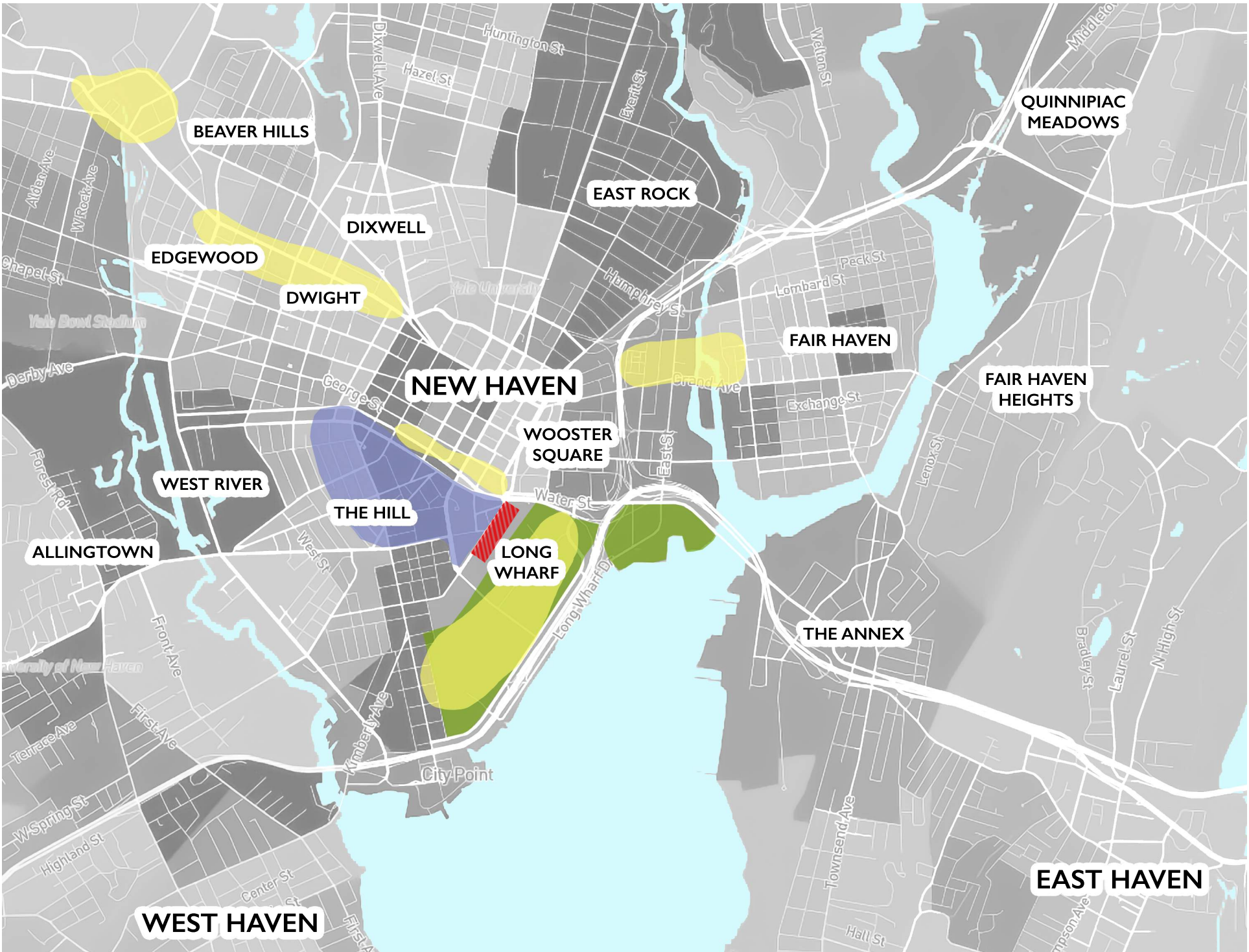
- Property Management of the Campus
- Collection of monthly rentals and other fees
- Billing and invoicing procedures
- Document procurement to potential Tenants
- Renewal procedures
- Tenant compliance with lease and regulations
- ADA compliance in a Key Rail station
- Compliance with applicable environmental rules and regulations
- Proper waste storage and removals
- Confirmation of proper Certificates of Insurance

Integration with Other Comprehensive Plans

FEBRUARY 26, 2024

ON-GOING PLANS & PROJECTS:

- NEW HAVEN VISION 2025
- HILL-TO-DOWNTOWN PLAN
- LONG WHARF RESPONSIBLE GROWTH PLAN
- UNION STATION TOC ZONING (PROPOSED)

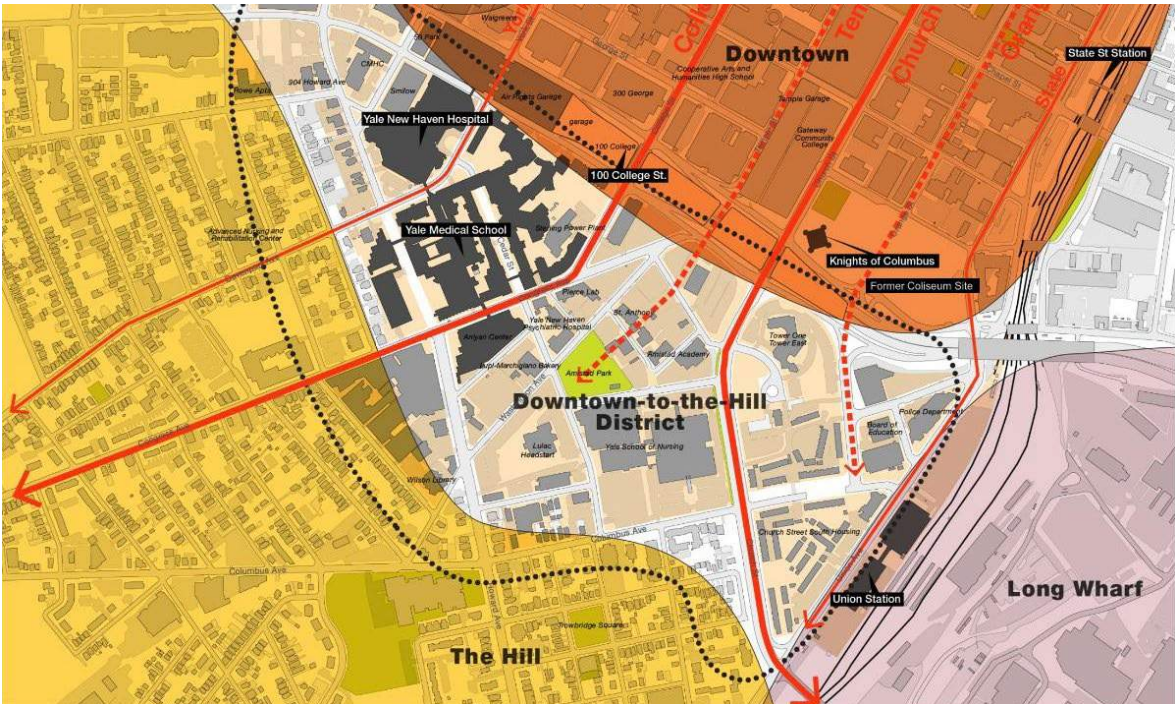
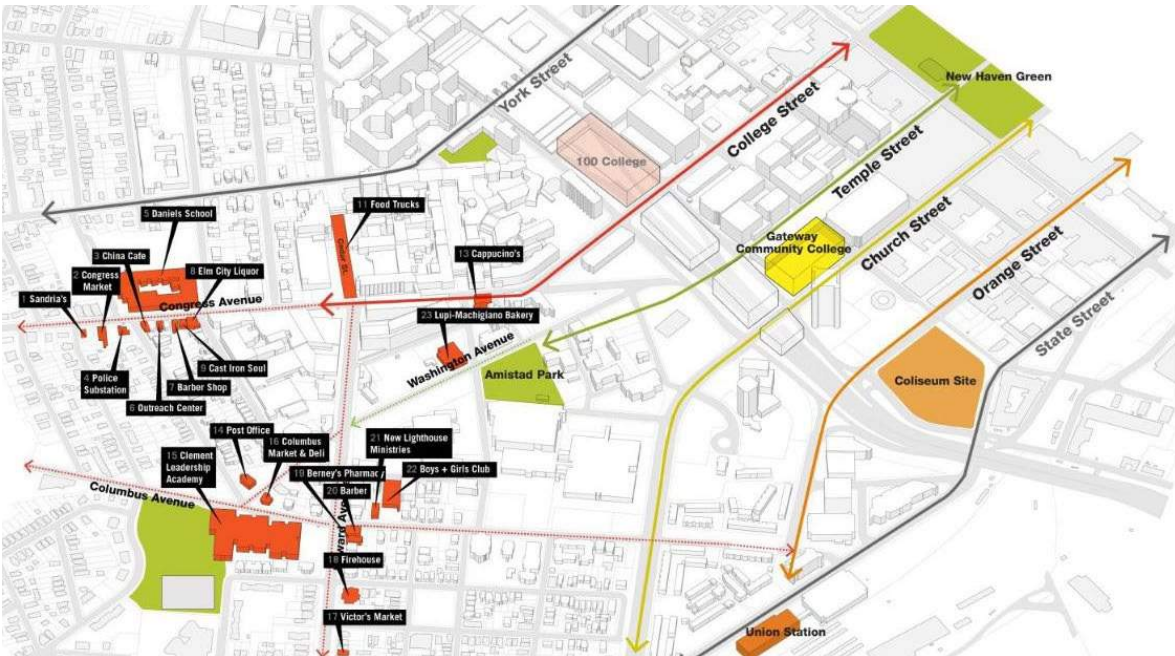


Integration with Other Comprehensive Plans

FEBRUARY 26, 2024

I. HILL TO DOWNTOWN PLAN:

- The Hill-to-Downtown Project aims to transform the area into a lively, pedestrian-friendly, and diverse community, with a focal point being a newly-established public green space.
- This revitalization effort involves expanding the current medical district, enhancing infrastructure, and upgrading the street layout. Commencing with the initial phase, a mixed-use development comprising 110 apartments across four stories is underway on Gold Street. Notably, 30% of these units will be designated as affordable housing, with the ground floor featuring approximately 2,350 square feet of retail space. Construction for Phase I commenced in the spring of 2018. Subsequent phases will entail residential projects along Lafayette Street and Congress Avenue, both of which secured approval from the City Plan Commission in March 2018.



Integration with Other Comprehensive Plans

FEBRUARY 26, 2024

2. LONG WHARF PLAN:

- The Long Wharf Responsible Growth Plan presents a holistic approach to reshaping the Long Wharf Area into a collection of vibrant mixed-use districts, each centered around a redesigned public space. It tackles the area's preparedness for future climate-change-related weather incidents and rising sea levels, and necessary enhancements to infrastructure to accommodate new developments.
- A key recommendation of this plan is to **improve access to Union Station**.
- The Long Wharf Responsible Growth Plan outlines the creation of five pedestrian-friendly neighborhoods, anchored by current owner uses. Emphasizing vibrant mixed-use development in each area, the plan also aims to strengthen connections to public transit and neighboring communities. These neighborhoods will be interconnected by a green infrastructure park and comprehensive street design.

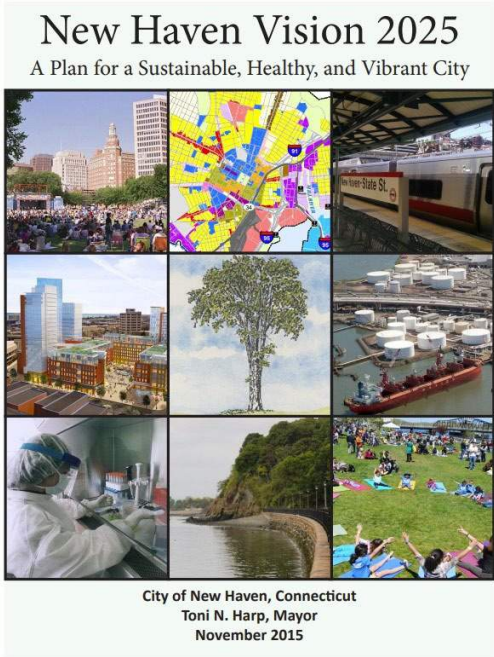


Integration with Other Comprehensive Plans

FEBRUARY 26, 2024

3. NEW HAVEN VISION 2025:

- The Union Station TOC rezoning echoes the Commissions suggestion in New Haven Vision 2025 which recommended the construction of multi-level mid- and high-rise structures designed for residential, commercial, medical research, and office purposes on plots nearer to Route 34 East (Downtown Crossing). Given their proximity to the city’s transportation hub at Union Station, reducing parking demands within this area would facilitate a transit-, bike-, and pedestrian-friendly setting. Ground-level retail, restaurants, and other lively amenities are generally promoted to enhance pedestrian engagement.



Land Use

- The other half of the available vacant land in the city (2.5 percent) constitutes industrial land. Some vacant industrial sites are difficult to develop due to soil contamination and associated high costs of clean up. There is a need to prevent under-utilized sites from abandonment, which could eventually contribute to blight and higher incidence of crime. Specialized and applied industrial/manufacturing uses present opportunities for high quality skilled labor and jobs.
- Community preferences indicate that residents support more mixed-use developments with direct access to community and support services, retail, jobs, and transit to ensure self-sufficiency and sustainability.
- Some uses currently existing within the neighborhood commercial districts are having a negative impact on the surrounding area. Also, the aesthetics of these commercial districts/corridors need to be further improved through placemaking tools to make them more inviting and further promote economic activity that serves the local population better, including health, food, clothing, and other goods choices.
- The city’s public waterfront area near Long Wharf/ Canal and Belle Dock remains largely under-utilized. Public access to the waterfront should be enhanced, and programming increased.
- Integrate public health and food policies within land use planning to prevent obesity and encourage access to outdoor exercise and healthy food. One example is to implement a healthy food zone near schools and key community facilities. Many communities across the United States are adopting such zones near schools to promote public health including Baltimore, Maryland in the northeast.

Existing view of Grand Avenue—a neighborhood-based commercial corridor in Fair Haven neighborhood.

Existing view of Dixwell Plaza—a neighborhood-based commercial corridor in Dixwell neighborhood.

WHERE WE'RE WORKING

DOWNTOWN NEW HAVEN

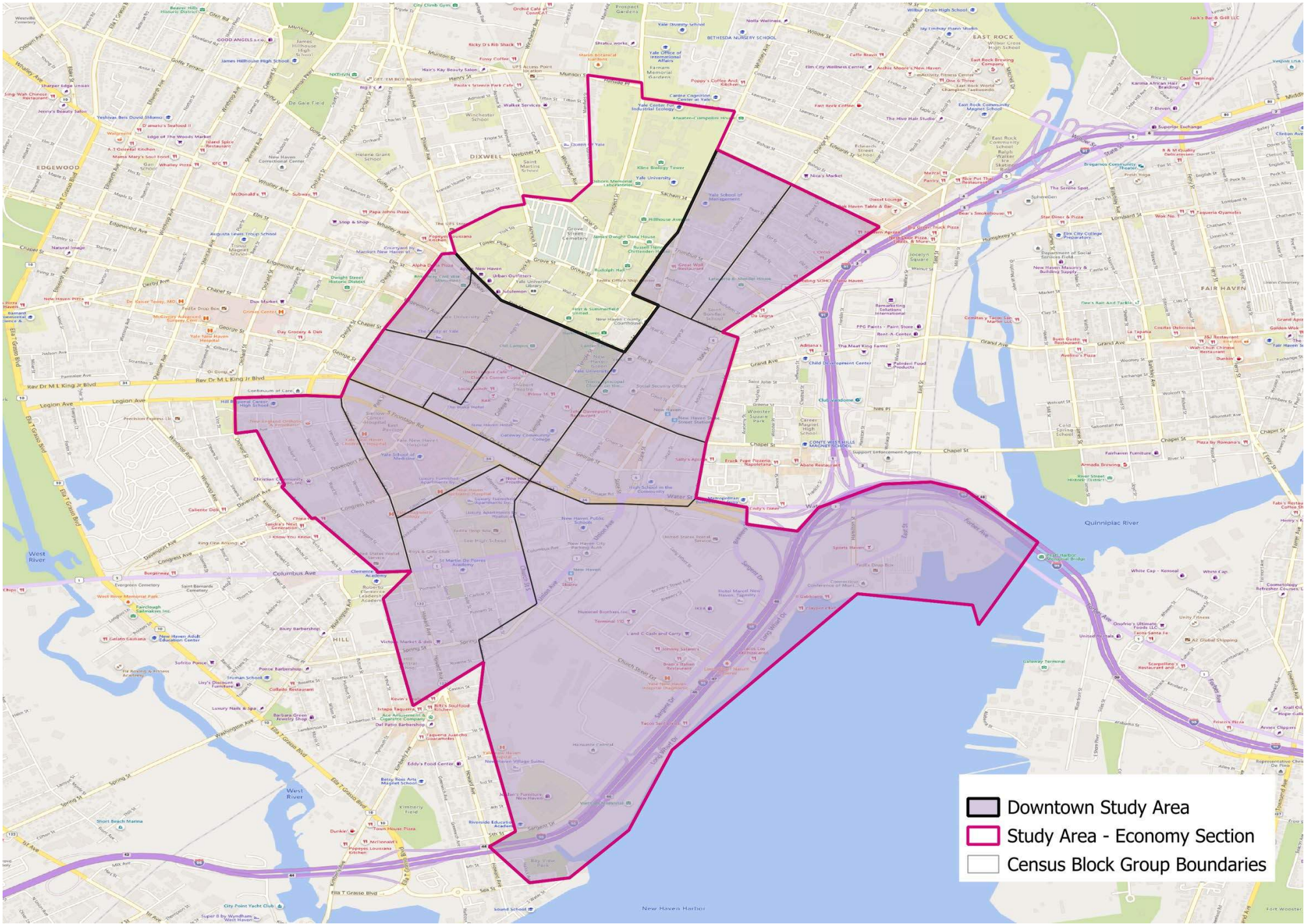
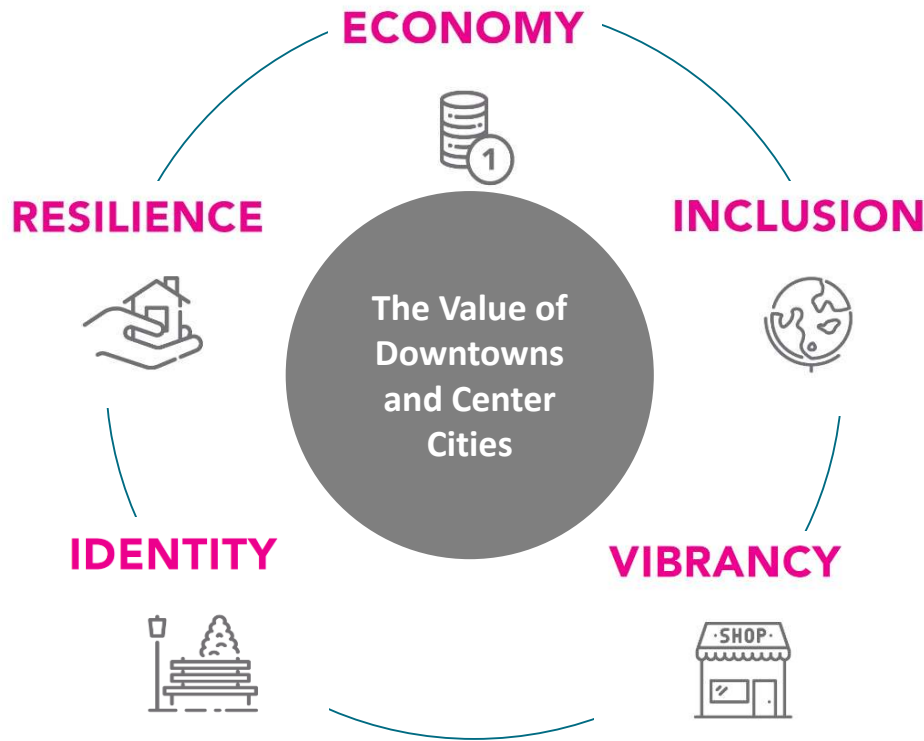
(KEY VALUES AND FIGURES)

New Haven Downtown Characteristics

FEBRUARY 26, 2024

DOWNTOWN BOUNDARIES:

- Downtown: Study area map.
- City of New Haven.
- Region: New Haven County.



From IDA Values of Downtown New Haven Report.

New Haven Downtown Characteristics

FEBRUARY 26, 2024

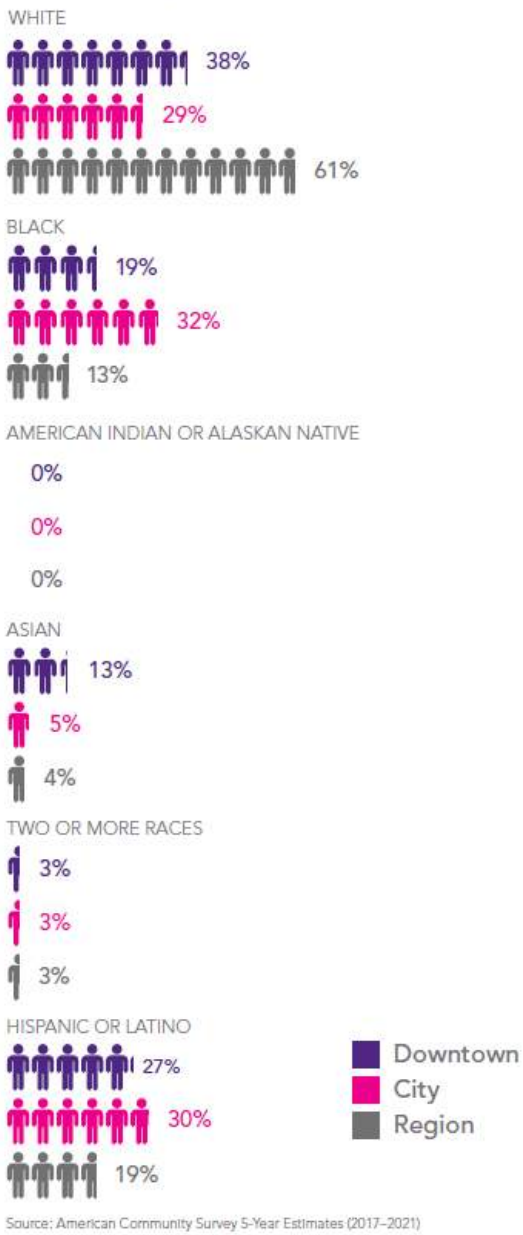
KEY FIGURES AND DETAILS:

- Downtown New Haven is among the most diverse downtowns in a recent study by the International Downtown Association (IDA).
- The largest age groups downtown are 18-24 and 25-34, though there are people of all ages living downtown.
- Downtown's has more than three times as many storefronts per square mile. It also averages three times as many retail sales per square mile.

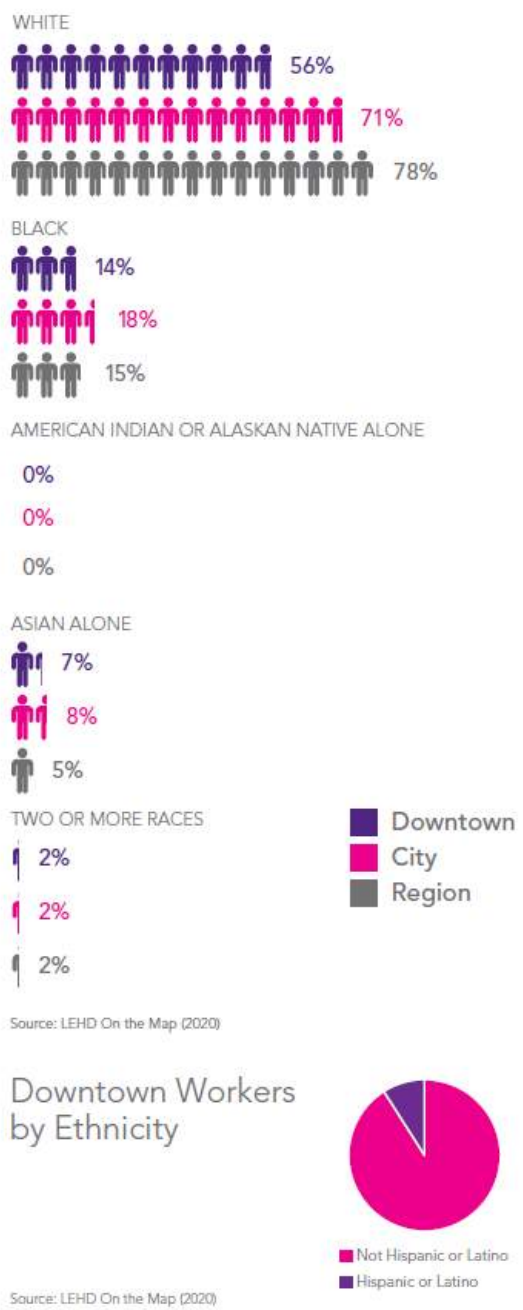
Who's Downtown	
RESIDENTS	13,991
WORKERS	59,012
RESIDENTS WHO ALSO WORK DOWNTOWN	1,900
ANNUAL VISITORS (2021)	2.7M

Retail Vitality		
	Downtown	City
RETAIL TRADE BUSINESSES	134	607
FOOD AND DRINK BUSINESSES	219	507
TOTAL STOREFRONTS PER SQUARE MILE	194	61
RETAIL TRADE SALES	\$296M	\$1.2B
FOOD AND DRINK SALES	\$110M	\$233M
TOTAL SALES PER SQUARE MILE	\$223M	\$77M

RESIDENTS BY RACE & ETHNICITY



EMPLOYMENT BY RACE



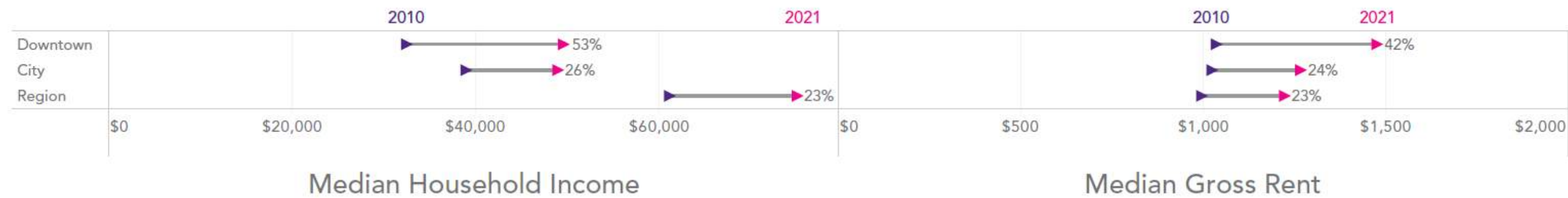
From IDA Values of Downtown New Haven Report.

New Haven Downtown Characteristics

FEBRUARY 26, 2024

BOTH RENTS AND INCOME ARE ON THE RISE DOWNTOWN:

- In 2010 rents at the downtown, city, and regional level were roughly the same. Since then, Downtown rents have been rising more quickly.
- **Household income and rent growth over time:**



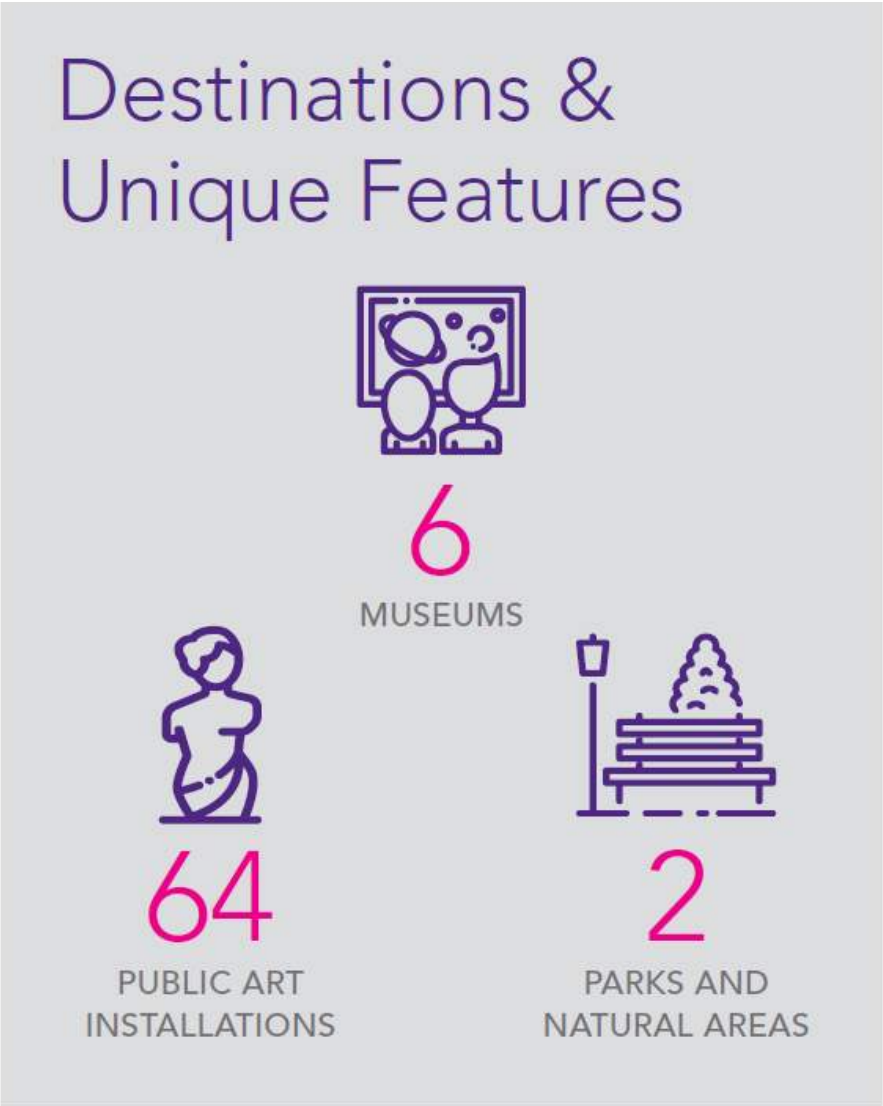
From IDA Values of Downtown New Haven Report.

New Haven Downtown Characteristics

FEBRUARY 26, 2024

DOWNTOWN AND CENTER CITIES ARE WHERE PEOPLE GATHER:

- 24 venues with live entertainments, 64 public art installations, 16 annual festivals with over 1,000 attendees and more.



From IDA Values of Downtown New Haven Report.

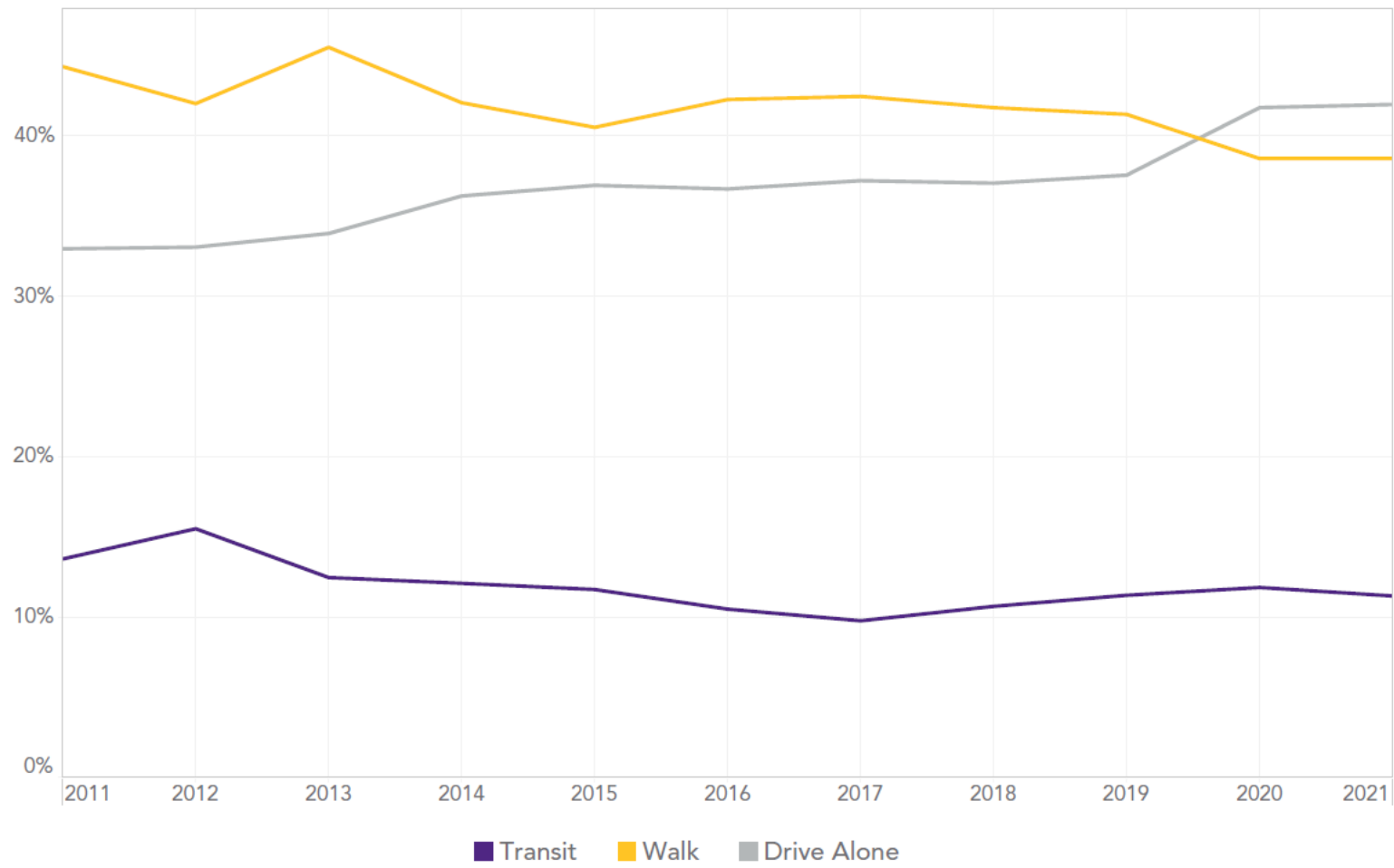
New Haven Downtown Characteristics

FEBRUARY 26, 2024

WALKING TO DOWNTOWN IS EXTREMELY POPULAR AMONG DOWNTOWN RESIDENTS:

- Downtown living enables more sustainable commute choices, New Haven is a strong example of this.

DOWNTOWN COMMUTE MODE SHARE:



Source: American Community Survey 5-Year Estimates (2017–2021)

From IDA Values of Downtown New Haven Report.

UNION STATION

(RETAIL STRATEGY)

New Haven Employers

FEBRUARY 26, 2024

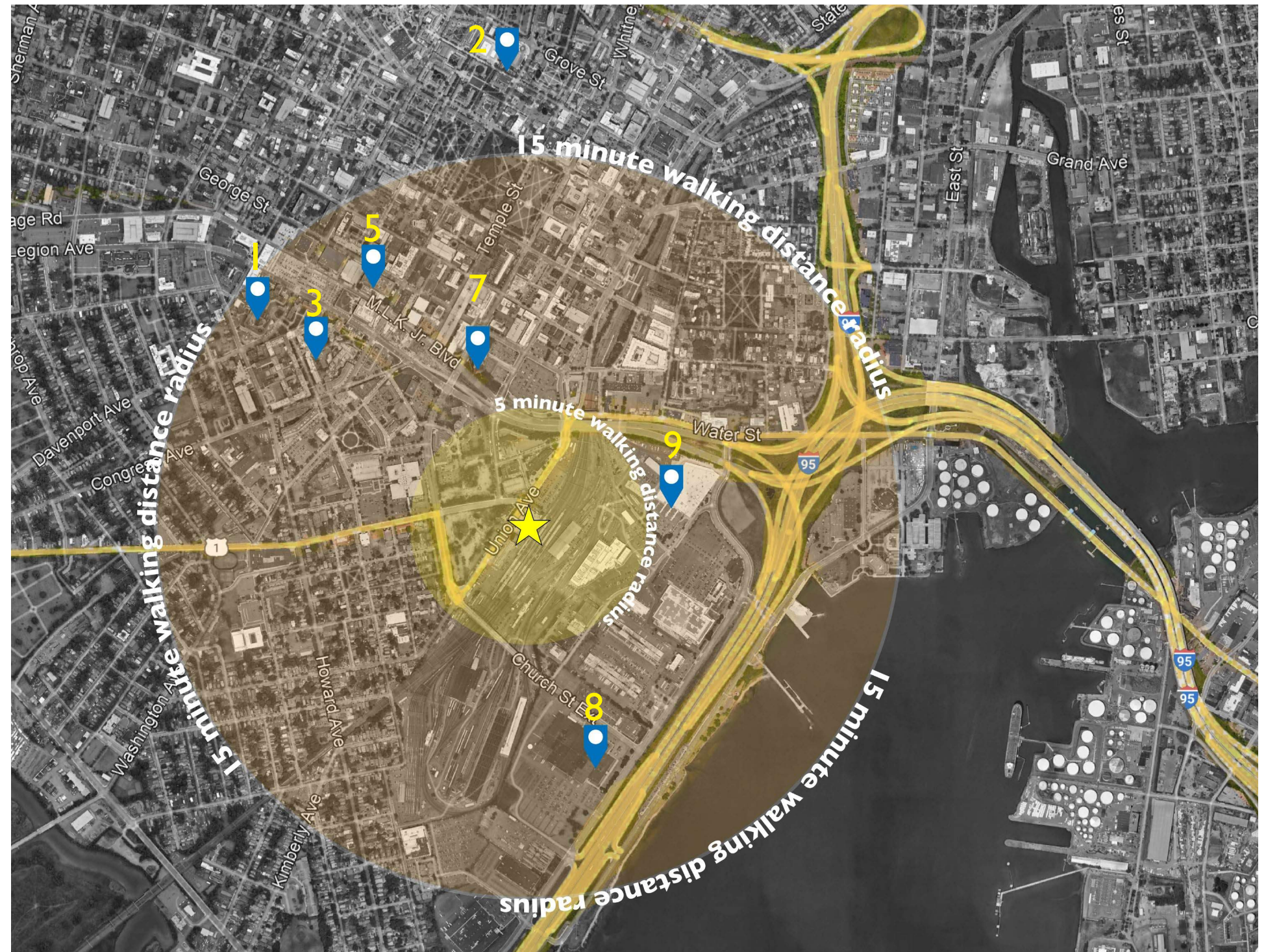
MANY OF NEW HAVEN'S LARGEST EMPLOYERS ARE LOCATED WITHIN 15 MINUTE WALKING DISTANCE TO UNION STATION.

Largest employers in New Haven:

1. Yale-New Haven Hospital
2. Yale University
3. Southern Connecticut State University
4. Yale School of Medicine
5. Yale School of Medicine Psychiatry
6. American Medical Response
7. Knights of Columbus
8. Assa Abloy
9. US Post Office

Source: CT Dept of Labor.

From 2019 Retail Demographics Study New Haven.



New Haven Employers

FEBRUARY 26, 2024

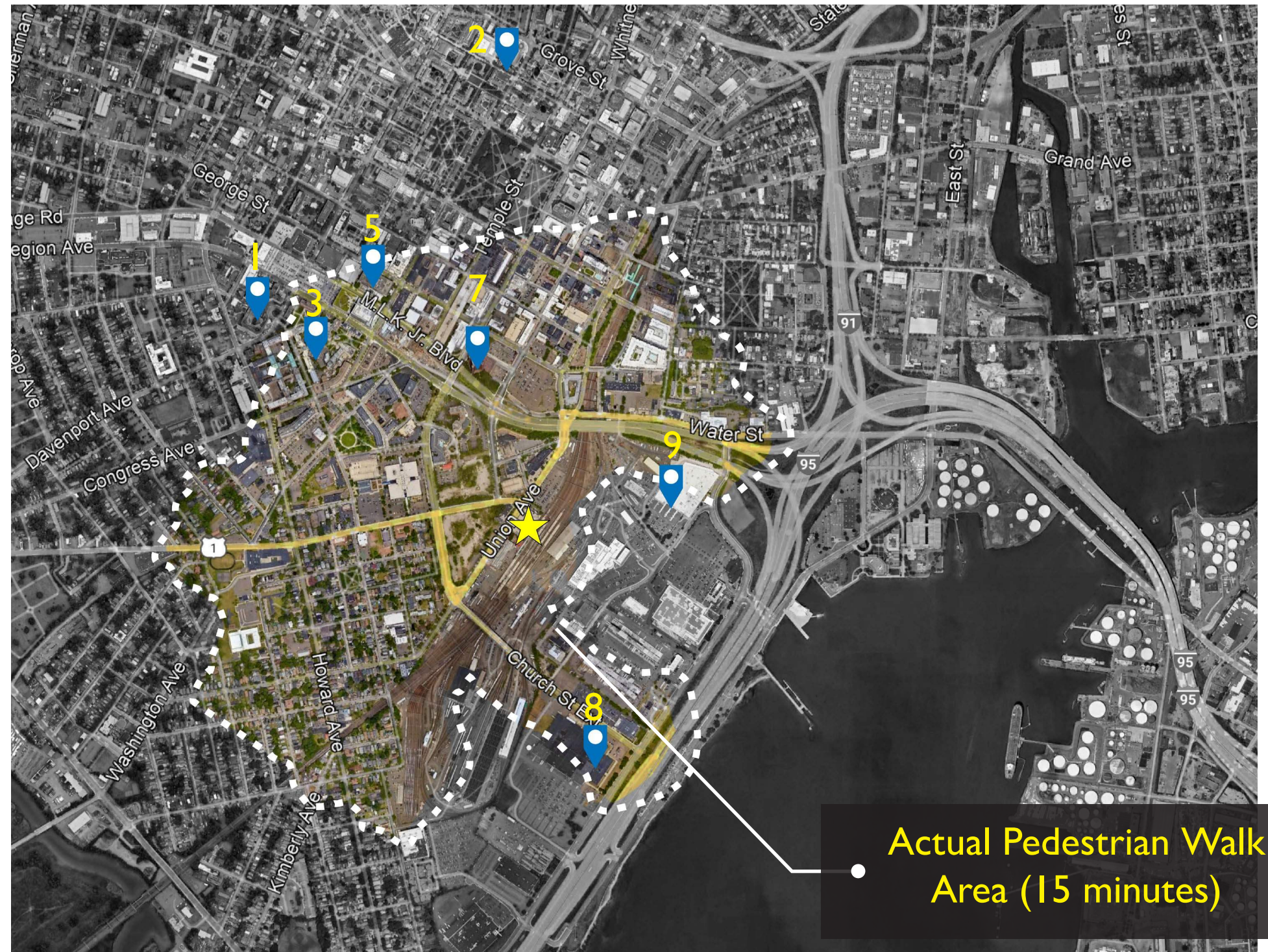
MANY OF NEW HAVEN'S LARGEST EMPLOYERS ARE LOCATED WITHIN 15 MINUTE WALKING DISTANCE TO UNION STATION.

Largest employers in New Haven:

1. Yale-New Haven Hospital
2. Yale University
3. Southern Connecticut State University
4. Yale School of Medicine
5. Yale School of Medicine Psychiatry
6. American Medical Response
7. Knights of Columbus
8. Assa Abloy
9. US Post Office

Source: CT Dept of Labor.

From 2019 Retail Demographics Study New Haven.



Actual Pedestrian Walk Area (15 minutes)

New Haven Attractions

FEBRUARY 26, 2024

POINTS OF INTEREST:

- New Haven is widely known as the cultural and culinary capital of Connecticut. Many of New Haven’s popular cultural attractions, concert venues, and restaurants are located within walking distance from Union Station.



Long Wharf Theatre



Ives Squared cafe and innovation center at the New Haven Public Library on Elm Street



A crowd gathers on the New Haven Green to enjoy a free concert as part of the International Festival of Arts and Ideas



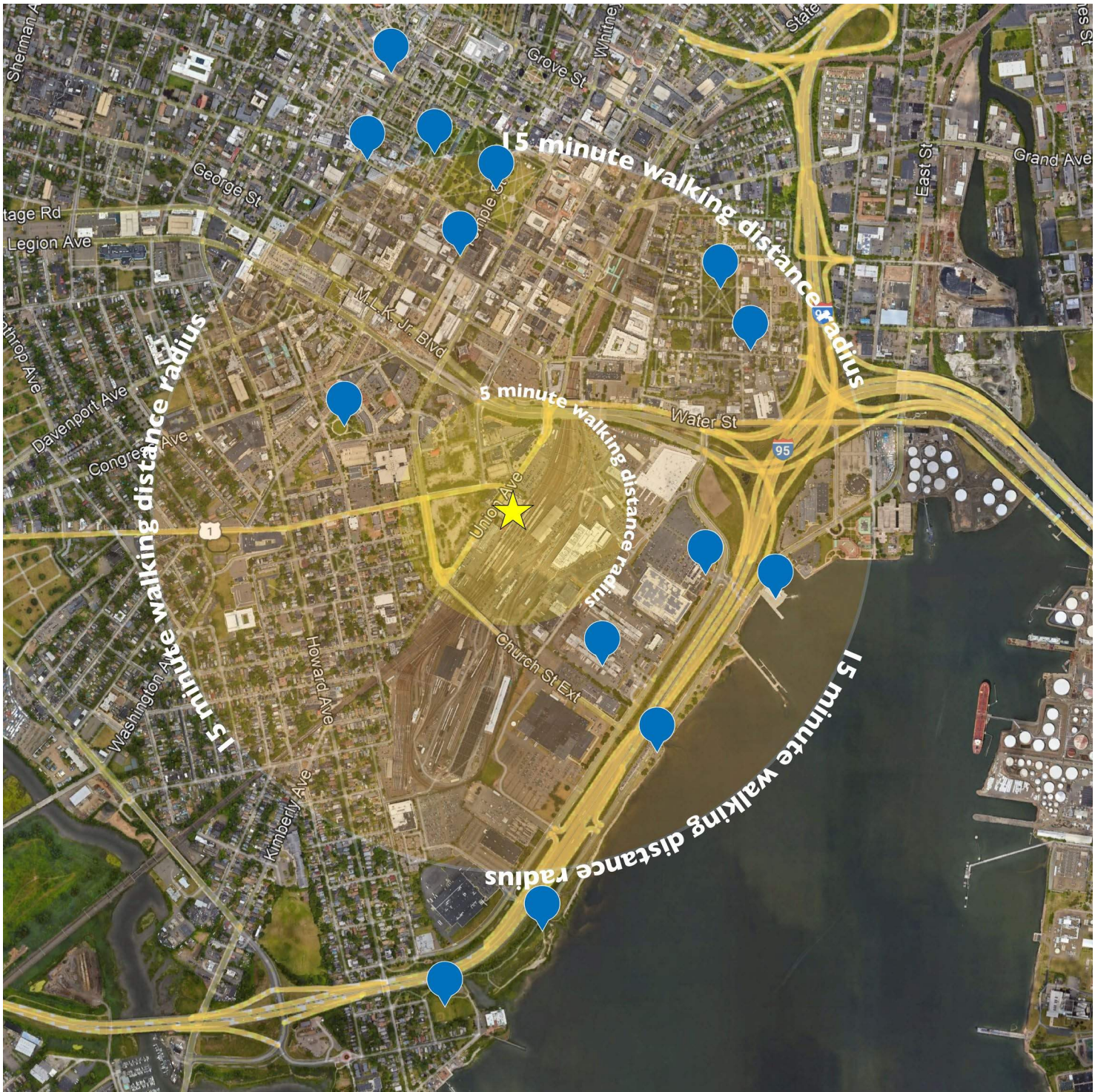
Broadway Shopping District



College Street Music Hall



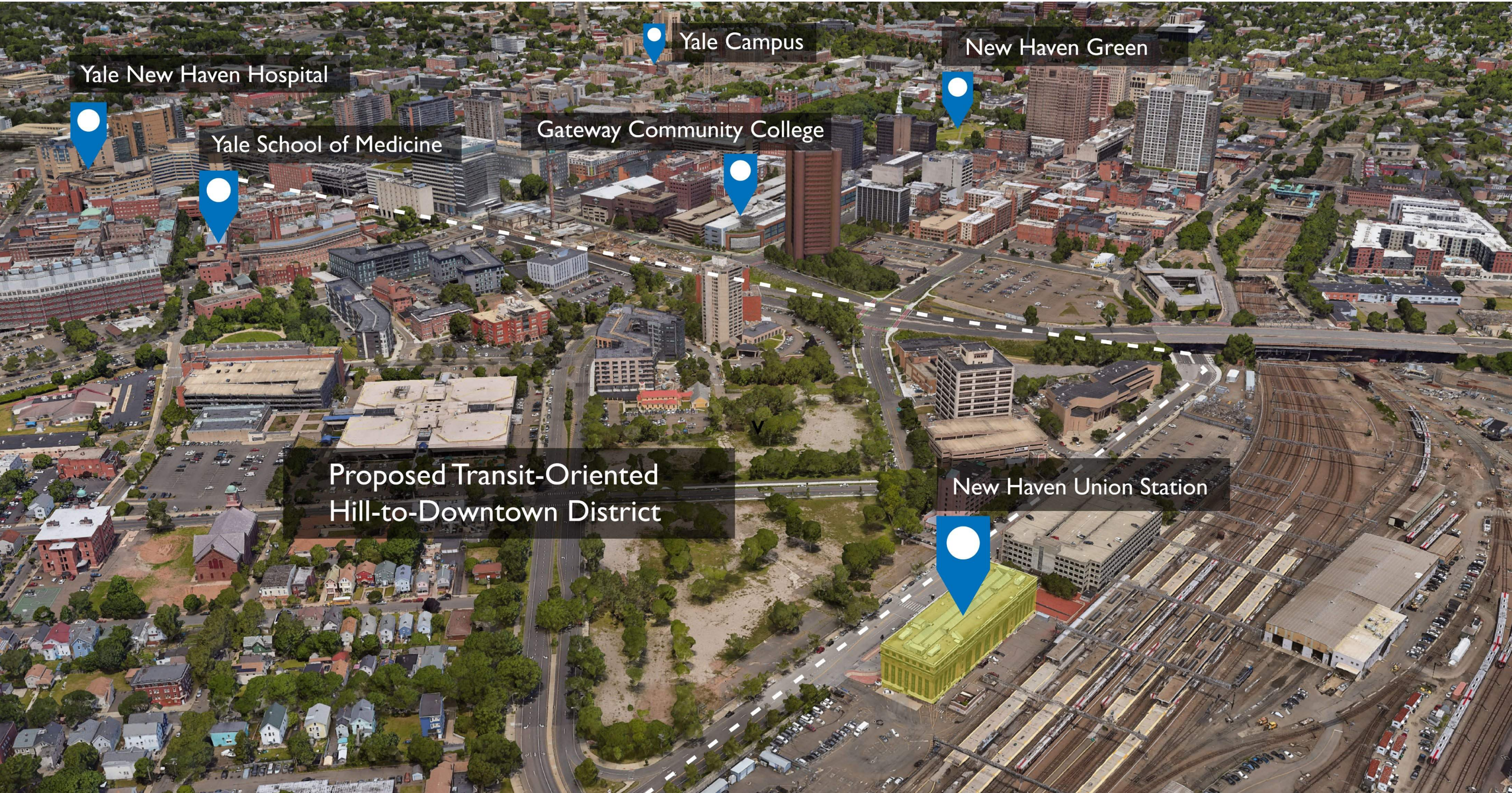
Yale University Art Gallery



From 2019 Retail Demographics Study New Haven.

Union Station Site & Context

FEBRUARY 26, 2024



Union Station Site & Context

FEBRUARY 26, 2024

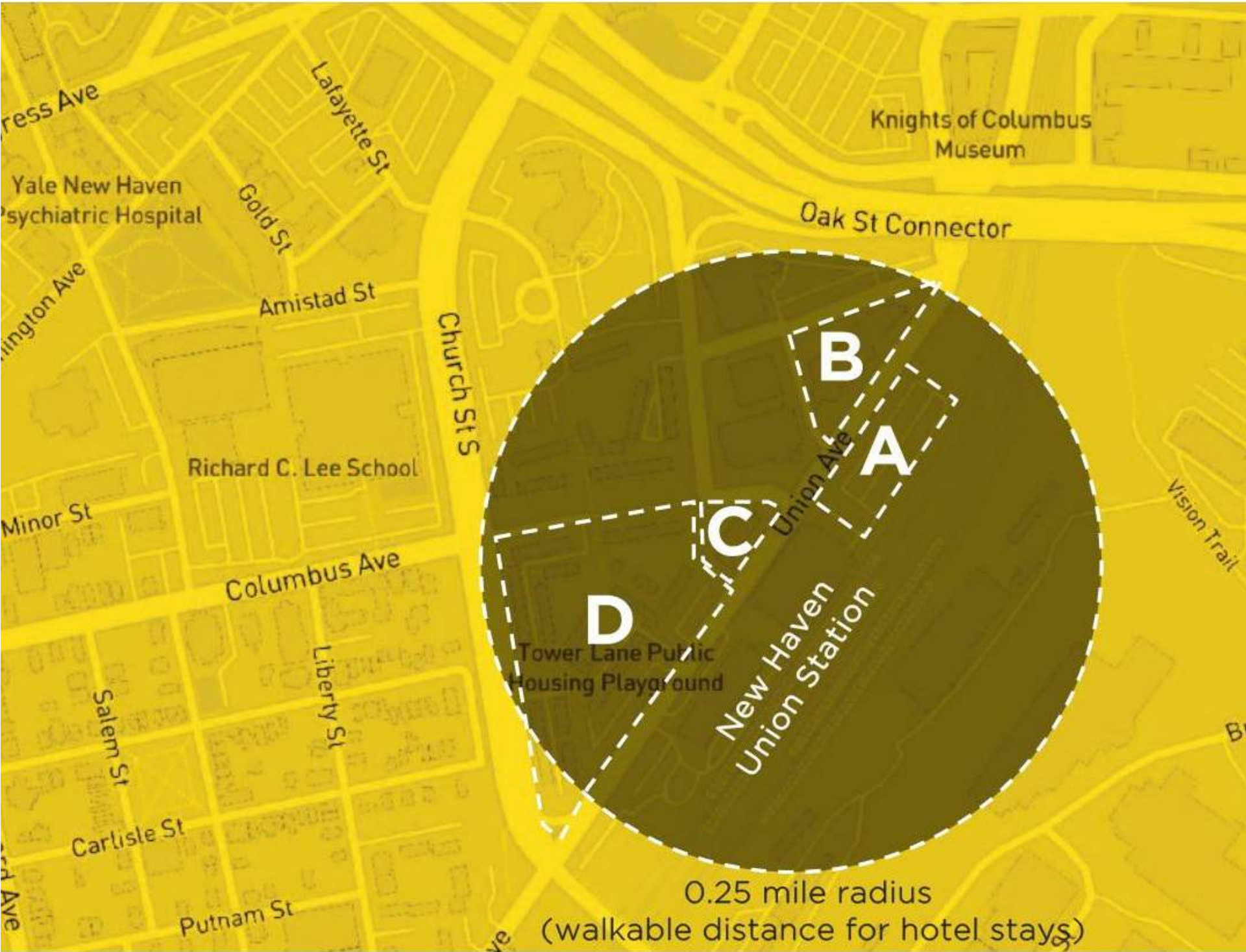
INCREASING CAPTIVE AUDIENCE:

- Based on outreach with several hotel operators, early consensus suggests there is **very good interest to locate a new hotel within close proximity to the station and to build a ground-up facility with 125-150 rooms.**

Suggested sites for off-site hotel development in service of Union Station:

A	Surface Parking Lot
B	Police Station
C	Housing Authority Site
D	TOD Site

From 2020 Streetsense Union Station Retail and Commercial Attraction Strategy Presentation.

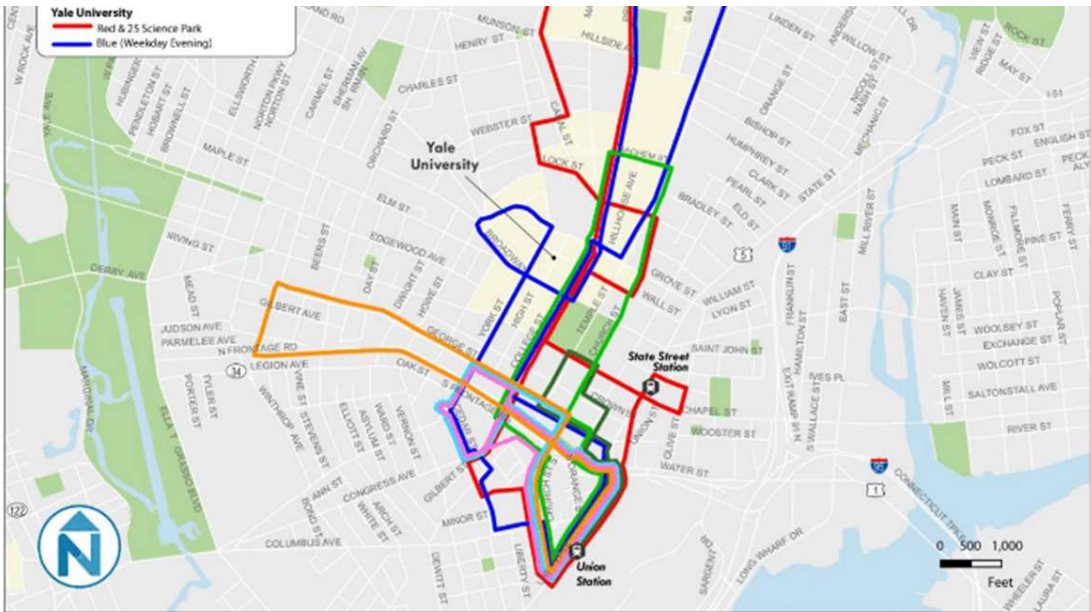


Union Station Site & Context

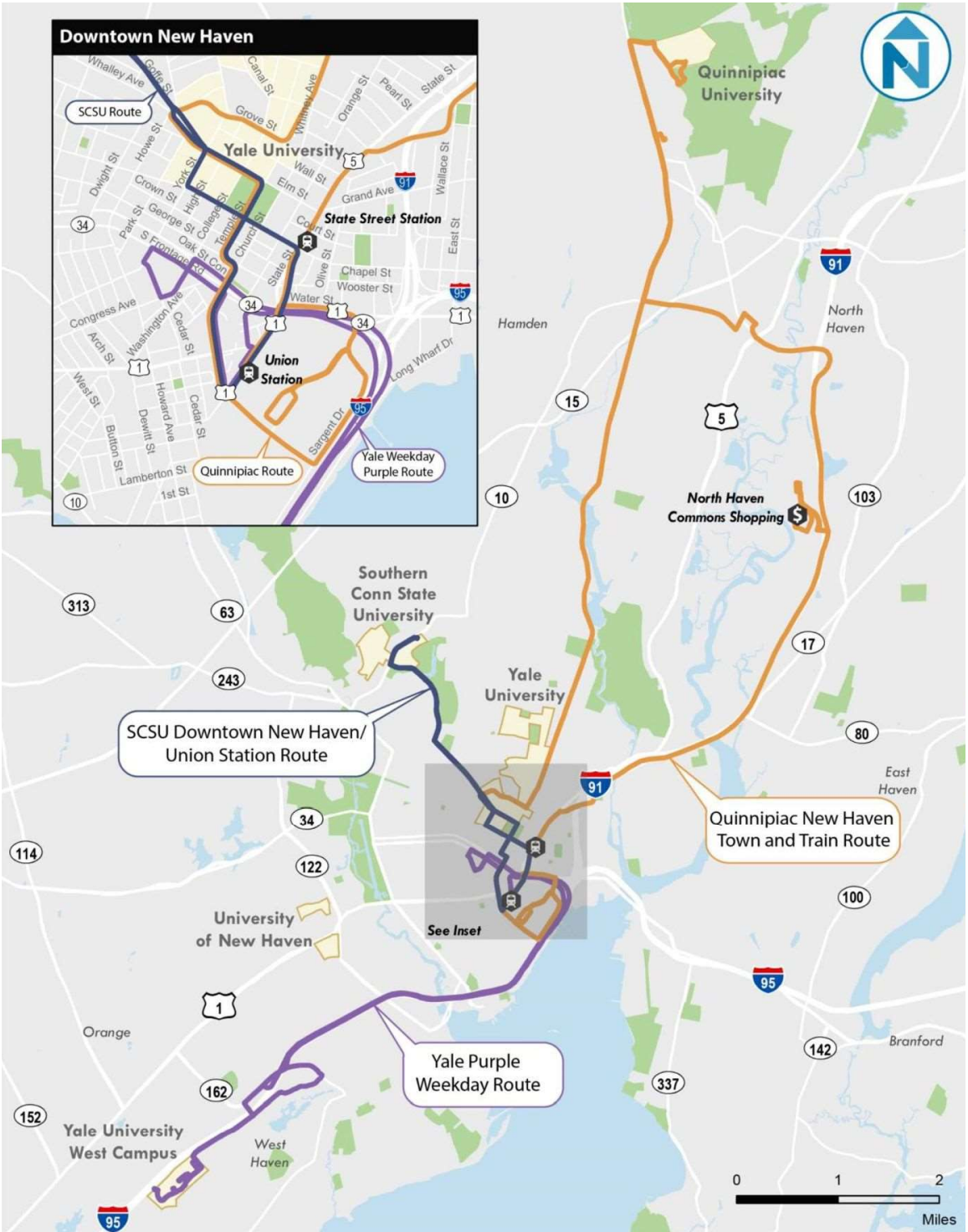
FEBRUARY 26, 2024

COLLEGES AND UNIVERSITIES:

- There are over 46,000 college students in the area from Yale University, Albertus Magnus College, Gateway Community College, University of New Haven, Southern CT State University, Quinnipiac University.
- Many of these universities operate shuttle services that serve Union Station.



From 2019 Retail Demographics Study New Haven.

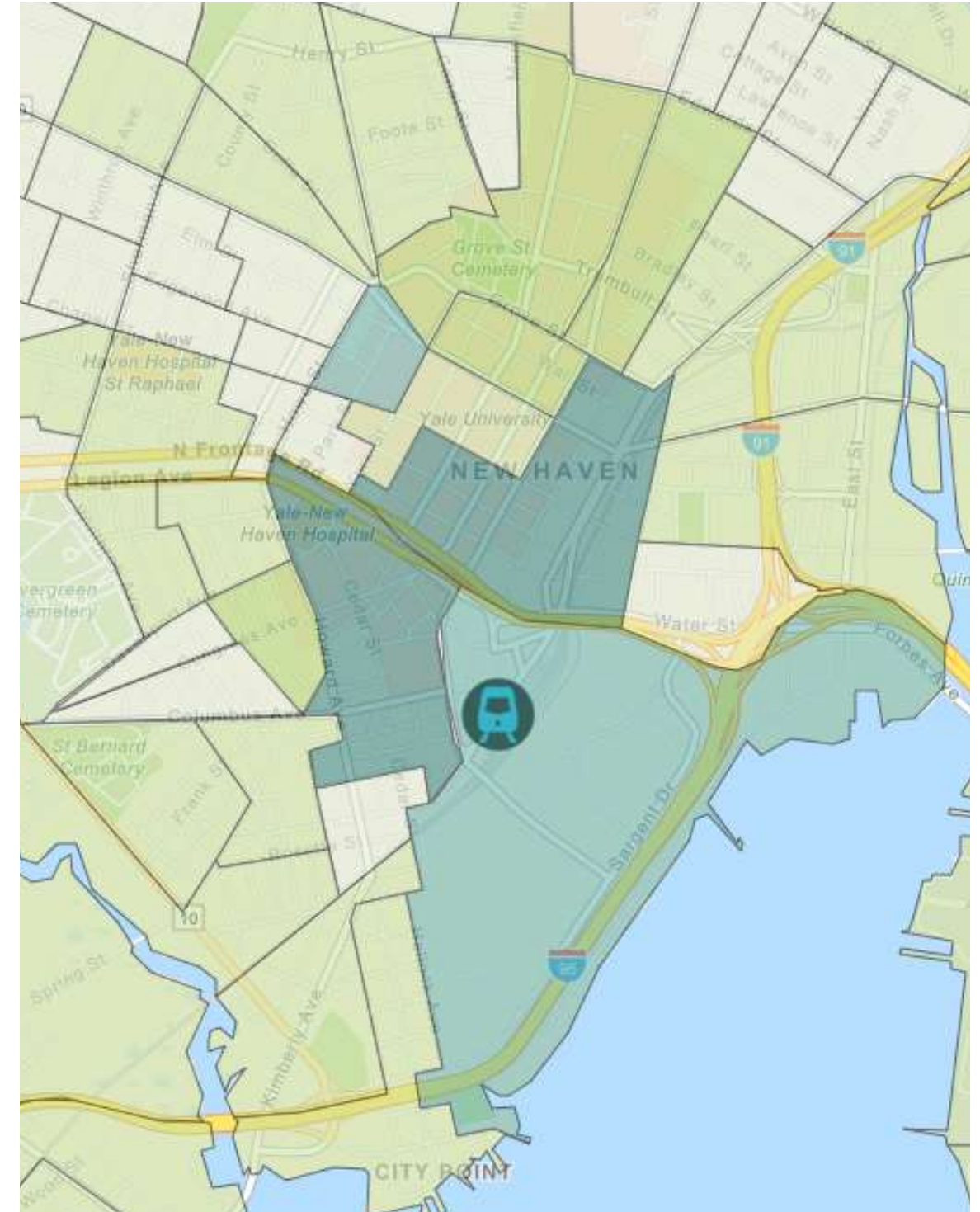


Union Station Site & Context

FEBRUARY 26, 2024

DAYTIME POPULATION DENSITY:

- The areas around Union Station have some of the highest daytime populations in New Haven.
- **The consumer core for Union Station will be more than 30,000 workers traveling into the 15-minute walk area every day. There are also over 6,000 residents within a 15-minute walk.**



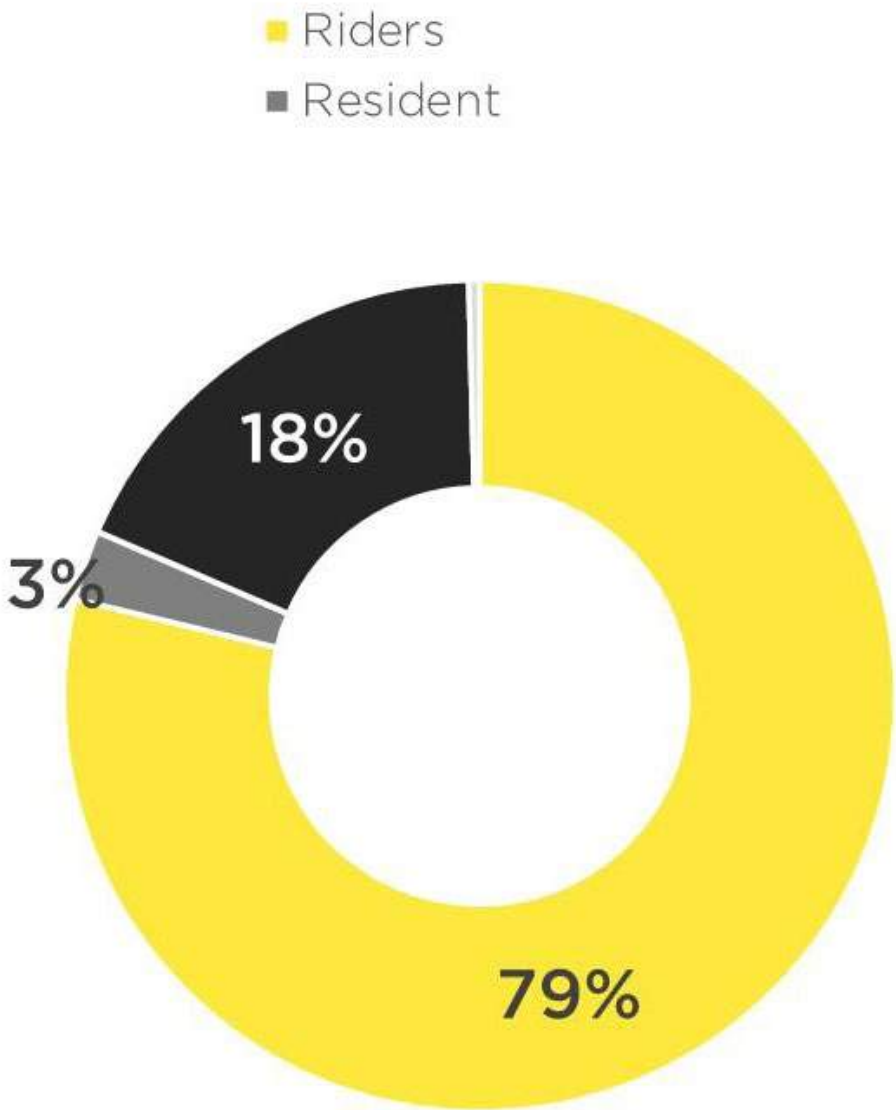
From 2019 Retail Demographics Study New Haven.

Union Station Key Figures

FEBRUARY 26, 2024

CURRENT RETAIL DEMAND AT UNION STATION:

	No. of People	Effective Retail Demand	Supportable SF
RIDERS	3,764,797	\$9,807,296	23,320-30,657
RESIDENTS	4,468	\$339,786	603-840
DAYTIME WORKERS	21,083	\$2,256,345	4,847- 6,641 SQFT
OVERNIGHT VISITORS	72,848	\$51,599	127
TOTAL ANNUALLY:		\$12,403,400	28,800-38,100



Distribution of Current Retail Demand

From 2020 Streetsense Union Station Retail and Commercial Attraction Strategy Presentation.

Union Station Previous Retail Strategies

FEBRUARY 26, 2024

RETAIL DEMAND RECOMMENDATIONS & RISK ASSESSMENT:

	TYPE	TOTAL POTENTIAL DEMAND	SPACE & PARKING CONSIDERATION	RISK MITIGATION	STRATEGY
COMMUTER RETAIL	Fast food, quick service restaurant, convenience goods	12,100-16,400 SF	There are existing retail spaces at the station. Parking will not affect the success of this retail type.	Improve accessibility/visibility of storefronts, maintenance, service seating area.	Remerchandise existing spaces (with improvements). Possibility to expand retail footprint to capture additional unmet demand.
DESTINATION RETAIL	Full service restaurant/ bar, apparel, gifts & novelty	11,100-15,200 SF	Costs associated with TI, buildout, operations, logistics. Limited parking availability.	Retail demand may be captured by future TOD. Mitigate with maintenance and quality of public spaces, seasoned operator with successful track record, increased captive audience (hotel, office, etc.)	Need for seasoned operator. Upfront subsidies may be required to offset operational costs

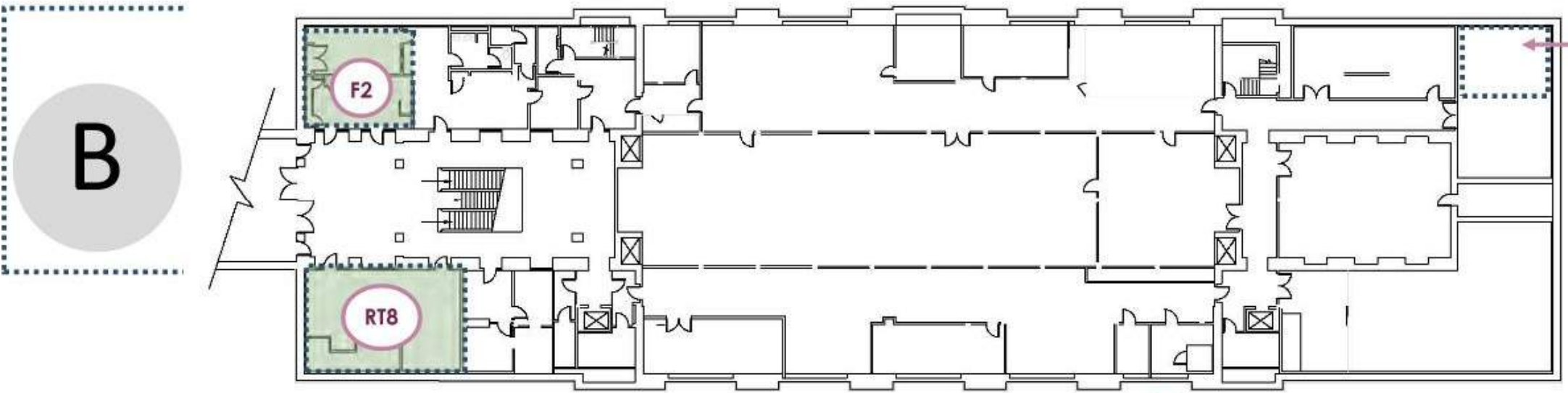
From 2020 Streetsense Union Station Retail and Commercial Attraction Strategy Presentation.

Union Station Restaurant and Retail

FEBRUARY 26, 2024

CAMPUS ENABLING PROJECTS & TENANT RELOCATIONS:

- To achieve a more unique experience it is suggested that local vendors be considered for both restaurants and retail tenants in addition to national chains. Generally it is proposed that the expanded restaurant options be provided on the ground floor to include fast casual and café options as well as contemporary casual and fine dining as the market shifts.



BASEMENT PLAN

From 2022 Desman & Team Interior Improvement Study.

Opportunities Key



New Tenant Location or Enabling Task Area



Opportunity Area from Interior Improvement Study

F1

New Storefronts / Food

F2

New Storefront / Coffee

F3

Semi-self service Restaurant

F5

Pizza

RT1

New Storefront / Retail

RT2

Relocated Newsstand

RT8

New Storefront / Retail

K1

Automatic Tickets Vending / ATM

K2

Seasonal Vendors / Food Cart and Farmers Market

K3

Info / Help Desk Options

A7

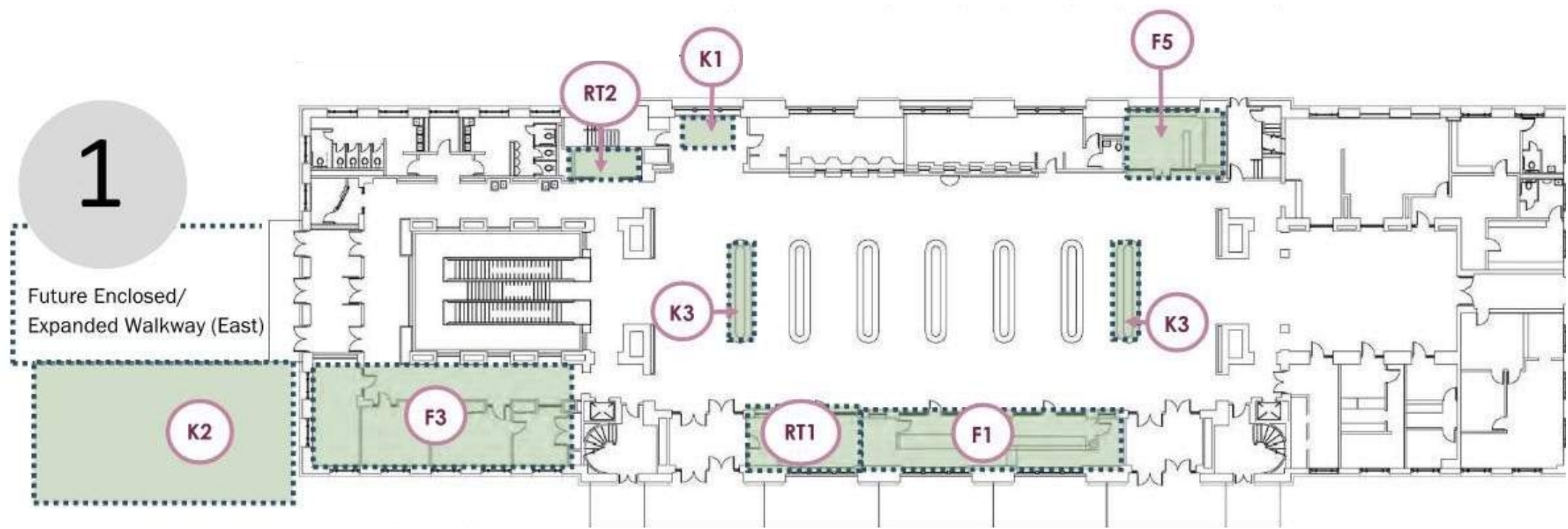
New Coworking Tenant

Union Station Restaurant and Retail

FEBRUARY 26, 2024

CAMPUS ENABLING PROJECTS & TENANT RELOCATIONS:

- To achieve a more unique experience it is suggested that local vendors be considered for both restaurants and retail tenants in addition to national chains. Generally it is proposed that the expanded restaurant options be provided on the ground floor to include fast casual and café options as well as contemporary casual and fine dining as the market shifts.



FIRST FLOOR PLAN

From 2022 Desman & Team Interior Improvement Study.

Opportunities Key



New Tenant Location or Enabling Task Area



Opportunity Area from Interior Improvement Study

F1

New Storefronts / Food

F2

New Storefront / Coffee

F3

Semi-self service Restaurant

F5

Pizza

RT1

New Storefront / Retail

RT2

Relocated Newsstand

RT8

New Storefront / Retail

K1

Automatic Tickets Vending / ATM

K2

Seasonal Vendors / Food Cart and Farmers Market

K3

Info / Help Desk Options

A7

New Coworking Tenant

Moving Union Station Forward

FEBRUARY 26, 2024

RETAIL AND RESTAURANT LEASING OPPORTUNITIES:

- Improvements to the first floor are designed to enhance the passenger experience through Connecticut-brand attachment in a welcoming atmosphere. With more than 700,000 Amtrak customers and more than 1.0 million Metro-North riders, the visual, social and functional experience of Union Station will be of primary focus to ensure a positive overall welcome to our community.
- The plan calls for a dramatic transformation in the restaurant and retail program at Union Station by expanding the amount of ground floor commercial space from approximately 1,600 to 4,600 square feet, and introducing new café/restaurant space with indoor and outdoor seating. The popular balcony would be reopened to the general public, with potential for additional restaurant seating.
- In addition, street facing retail spaces are offered at ground level of the garage.



Union Station offers a variety of leasing opportunities with an emphasis on locally themed conveniences and food. New Haven is already a regional food destination and has an emerging Made in New Haven local maker economy.

From 2019 Retail Demographics Study New Haven.

Moving Union Station Forward

FEBRUARY 26, 2024

PLAN AND DETAILS:

New Haven's "Moving Union Station Forward" Plan calls for renovating the historic building, introducing a "Connecticut-brand" retail platform, and adding passenger amenities and new parking.

The Plan includes a transit-oriented enhancement program, will upgrade existing retail spaces, will introduce:

- A new café and restaurant
- A business lounge and catered event space on the 2nd floor balcony
- Upper story office renovations in future years
- New bathrooms
- Pop-up micro-retail on flex spaces between the garage and station
- Future retail opportunities in existing parking garage



UNION STATION:

100 YEARS → FORWARD

NEW HAVEN, CONNECTICUT



From 2019 Retail Demographics Study New Haven

Moving Union Station Forward

FEBRUARY 26, 2024



THANK YOU

Please see the QR code below for documents, updates and contact information on the RFP process. Please submit any questions, comments, or concerns you may have through the contact form.

unionstationnewhaven.com

