



ADRIAEN'S LANDING
DISTRICT

THE LANDING

What's Happening at Adriaen's Landing

JANUARY 2009



The Imagination of Science

The day the public finally gets to see what's beneath the "magic carpet" roof is just around the corner, and what's inside promises to be just as intriguing as the unique structure.

Despite the cold temperatures, spring will be here before you know it and so will the grand opening of the Connecticut Science Center.

"From the moment we open, the Connecticut Science Center will present a range of educational programs, public events such as 3-D films, interactive laboratory workshops in addition to the more than 150 exhibits that will be in view in 10 galleries", says Wartner.

To get an up-to-the-minute look at the progress of the Connecticut Science Center, visit

www.ctsciencecenter.org.

AT THE LANDING

CCEDA has come up with an Adriaen's Landing District logo that will help to distinguish it as a center for events, retail and entertainment in downtown Hartford.

The logo for the Landing District is meant to be inclusive of the attractions located in the area such as The Connecticut Convention Center, The Marriott Downtown Hartford Hotel, RiverFront Recapture, Front Street, The Connecticut Science Center and our close neighbor, the Wadsworth Atheneum.



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"With the highly-anticipated opening of the Connecticut Science Center in the spring and the construction of Phase I of Front Street underway, the design selected reflects the excitement, energy and activity found at The Landing", says Jim Abromaitis, executive director of CCEDA.

The logo will also help with sales efforts beyond the borders of Hartford. There are opportunities that require more space than the Convention Center can provide on its own. This presents a great opportunity to partner with the Science Center and the RiverFront to satisfy the space demand in different facilities in the same complex.

"For months now the entities of the Adriaen's Landing District have been collaborating to bring conventions and events to the complex from 2009 out to 2014", says Aaron Wartner, Director of Marketing and Communications for the Connecticut Science Center. "The Adriaen's Landing brand is a great way to showcase the assets and convenience of the location."

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THE LANDING IS A QUARTERLY NEWSLETTER FROM CAPITAL CITY ECONOMIC DEVELOPMENT AUTHORITY.



Contact us at info@cceda.net

The Connecticut Convention Center | The Marriott Downtown Hartford Hotel | Front Street District
RiverFront Recapture | The Connecticut Science Center | Wadsworth Atheneum

INVESTING IN HARTFORD

The Connecticut Convention Center, the four-star Marriott Hotel and the Connecticut Science Center all reflect the energy and vibrant growth of Hartford and especially at Adriaen's Landing. Much of the success of these projects is due to the public-private partnerships established with real estate developers such as The H.B. Nitkin Group.

Now with Phase One of the Front Street project underway and scheduled for completion in 2010 it's only a matter of time before Adriaen's Landing becomes a major center for entertainment in the Greater Hartford area. Some may ask, "Why Hartford?" as an investment opportunity. We recently asked Brad Nitkin that question.

Brad Nitkin is no stranger to Connecticut. He grew up next door in White Plains, New York and attended Yale University, majoring in Political Science, with an interest in Urban Planning. As an Eagle Scout, a member of the Fairfield County Boy Scout Board of Directors and as a VISTA volunteer, Nitkin wanted to find a way to use his business for public interest.

Nitkin graduated from Cornell University Law School and practiced real estate and tax law in New York before starting his career as a developer. His portfolio started with property in New York, which he sold and began to buy properties in Connecticut to upgrade and improve. The core of his current business is in New York, Connecticut and Colorado.

Front Street District

Nitkin has done his homework when it comes to the plans he has for Phase I of Front Street. He's surveyed other convention center retail districts across the country and based on what he's found, he estimates 70-percent of the lease will be a mix of national and local restaurants and entertainment such as comedy and night clubs.

The original plans for Front Street District included residential, but Nitkin and CCEDA came to the consensus that this was not the right time to build residential. "The problem with building residential is that it did not make economical sense, it's not possible to build it cost-effectively at this time", says Nitkin. "The existing residential is not leased and I don't want to be competing with it."

Nitkin believes Phase II, the residential towers, will happen. Robert A.M. Stern, the architect of Phase I of Front Street, will soon begin working on designs that will include the historic façade of The Hartford Times building as the entrance. "Phase II will already have the success of Phase I", says Nitkin, "and construction costs are going down."

Nitkin hopes to do more development in Hartford, but for now he's focused on bringing the past to the present, "Restoring the original concept of Hartford; the foods, the smell bring back what Front Street evoked, how it used to be."

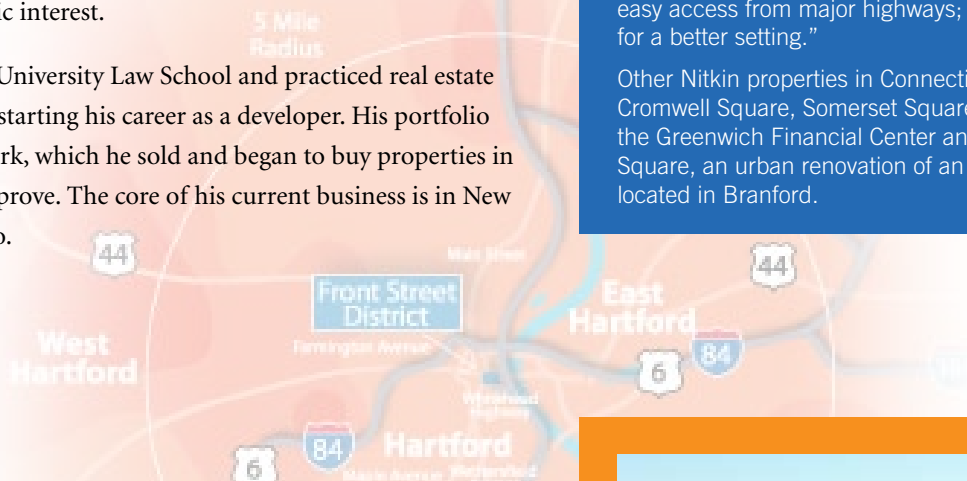


Brad Nitkin

Why Hartford?

"When I saw Hartford, I thought it was the opportunity to do a project in the best location in its community." This is a common thread throughout his portfolio. Nitkin owns a lot of properties around Hartford and was overwhelmed by the location, "The Science Center, Travelers, the Marriott, Town Hall, the Convention Center, ample parking, and easy access from major highways; you couldn't ask for a better setting."

Other Nitkin properties in Connecticut include Cromwell Square, Somerset Square in Glastonbury, the Greenwich Financial Center and Lockwork Square, an urban renovation of an historic building located in Branford.



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