

# PERFECT

STRONG CITIES, STRONG  
COMMUNITIES CHALLENGE  
SC2 HARTFORD  
TEAM FOTOFICTION  
4-20-2015



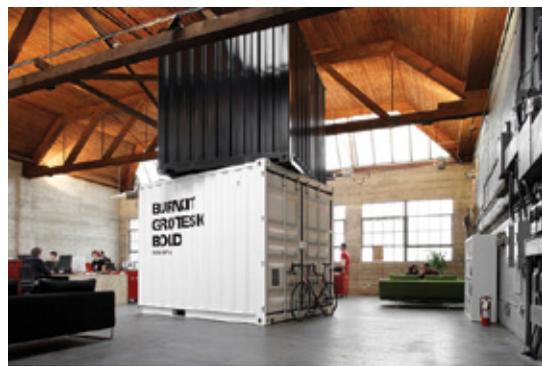
**THINK  
INSIDE  
THE BOX**





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# The Big Picture



# *“The concept of turning shipping containers into habitable space is innovative and cutting edge, but it’s not unproven.”*

FRATE is an economic development concept based on the premise of creating dynamic, trendsetting urban residential and commercial environments constructed from modified steel shipping containers.

The concept of turning shipping containers into habitable space is innovative and cutting edge, but it’s not unproven. From New York to New Zealand, Amsterdam to Australia, London to Los Angeles, shipping containers are being used successfully for a variety of new purposes.

FRATE would provide an affordable means to drive entrepreneurship, employment, revitalization and revenue in the City of Hartford.

### What can FRATE be?

Practically anything you want it to be, including:

- Mixed-use office space
- Incubators for startup businesses
- Small square footage boutiques
- Alternative shopping options
- Cafes and restaurants
- Entertainment venues
- Townhouses
- Single and two-family housing
- Farmer’s markets/flea markets

Clustered together, these modular units will provide a green alternative to traditional urban development models. They will allow us to take advantage of

critical mass market trends by creating affordable small space living for young professionals, entrepreneurs and empty-nesters who need or want to live, work, and play in an urban environment.

### Imagine the FRATE Experience

Imagine affordable live-in/work-in small space container apartments where young professionals can pursue their entrepreneurial visions.

Imagine container-based retail venues, where innovative boutiques and entertainment start-ups add to the diversity, vitality and cultural fabric of the community.

Imagine empty-nesters, in their trendy container townhouse, reconnecting to the cultural life of the city. That’s the beauty of the FRATE concept. Whatever you can imagine, FRATE can become.

### Why FRATE?

Why not another Blue Back Square? Or another Front Street development?

Because it’s been done. Hartford’s identity isn’t to copy. It needs to reinvent traditional development with forward-thinking solutions. As the Capitol city, Hartford has a chance to create something modern in architecture and exclusive for the metro area. Something that proudly shows its cultural diversity and initiates creative ingenuity. It’s an attractive, scalable idea ripe for investment.

FRATE encompasses an innovative strategy that builds a lasting community model where there hasn’t been one. It’s fresh thinking and risk-taking. The project is local, feasible and sustainable. It will foster citizen engagement and entrepreneurship,

and will add to the quality of life for residents of FRATE developments and to the city in general.

### Where We Started

We identified several sites to use as examples of how the FRATE concept can be adapted to match the needs and opportunities presented by different locales.

In Phase One of the SC2 Challenge, we looked at a site just north of I-84, but later learned this site was spoken for as part of the development planned for the new minor league ballpark area.

We’ve included a recap of our original proposal in the final section of this presentation. Should current plans for the site fall through, we believe the FRATE proposal would be worthy of revisiting as a lower cost and more economically dynamic alternative.

### What’s Ahead

On the following pages we’ll describe the economic strategy behind FRATE in more detail, along with how Hartford will benefit from a return on its investment and why this cutting-edge idea is both practical and needed for our city.

We’ll talk about how FRATE can revitalize neighborhoods and drive entrepreneurship. We’ll examine the role Millennials play in shaping Hartford’s future, and how FRATE can be a catalyst in the process. We’ll even show you how Hartford has the potential to become a major supplier and exporter of repurposed shipping containers on the global stage. **▶**

## Executive Summary

The concept of using cargo containers for living, working, dining and shopping is not new. They have been used worldwide for years as an inexpensive means of providing habitable space. Cargo containers have a limited lifespan for use in delivering material by land and sea, and once decommissioned, they are readily available for alternative uses. The options are infinite as to what they may be used for and where they may be located.

One may ask why anyone would want to live or work in a cargo container. As you peruse this submission we hope you will become as excited as we are about the overall concept and the unlimited possibilities for the City of Hartford.

In this presentation we'll explore the inherent advantages of container-based construction and why it appeals to city planners, architects and end users alike.

We'll look at the range of possibilities using repurposed shipping containers and how they can impact different types of neighborhoods, including several of Hartford's 14 NRZ neighborhoods.

FRATE has the potential to create local jobs, provide alternative housing, and spawn a new market in small business incubators, startups and entrepreneurial innovation. It's an economically feasible, green initiative that provides unique development solutions to a wide range of user groups throughout the city.

### Stemming the "Brain Drain"

Affordable housing for young professionals is one of the key elements of the FRATE proposal. Presently too many of our young graduates are leaving the state to

pursue careers in other parts of the country. Providing a means of affordable housing constructed from a renewable resource within close proximity to work and after-hours activities will create an environment that young professionals will gravitate to.

FRATE offers Hartford an affordable, creative and forward-thinking way to retain and attract the young professionals who are so crucial to our future.

Residential applications of all types are impacted by this concept. Funding from state and federal programs is readily available and the need is great for affordable



housing alternatives. Container-based residential construction uniquely addresses this need, and its viability has been proven by single family homes, townhouses, apartments, dormitories, and condominiums domestically and around the globe.

### Neighborhoods: Filling In the Gaps

Container-based design and construction is also uniquely suited for older urban landscapes. In cities such as Hartford, there are countless small sites — or gaps,

if you will — that have been cleared and remain empty, and others with dilapidated structures that should be redeveloped but haven't been, possibly because it's not economically attractive to do so using conventional technologies.

But the gaps aren't just physical in nature. They're also economic. Neighborhoods are the lifeblood of every city, and the income and wealth gaps that characterize many of our poorer neighborhoods are a burden not only for their residents, but for the entire city.

FRATE will change all of that. The compact footprint and flexibility of modular container-based design is made to order for small or unusually configured sites, and to drive economic development at the local neighborhood level.

FRATE can turn these unproductive gaps in Hartford's physical and economic landscape into dynamic, revenue generating properties.

### Endless Possibilities

**Incubators:** The modular and affordable nature of shipping containers lends itself to small business incubators. By creating a series of incubator sites,

the city can establish footholds in each of its neighborhoods for the expansion and growth of startup ventures. As a company grows, the space can be expanded by adding container units, or the company can relocate and a new startup can move into the vacated space.

**Residential:** Single-family, duplexes, townhomes, multi-family apartments and condominiums — they're all more affordable with repurposed shipping containers. This Redondo Beach House (⊕) designed by Peter DeMaria cost \$145.00/SF due

to the basement and crawlspace constructed out of concrete. Deleting this aspect of the project would reduce the square foot cost to 115.00/SF.

**Schools:** Educational space is frequently renovated, expanded, demolished and rebuilt. For an example of an affordable alternative, see the Waldorf School of Orange County expansion project (⊕). 80% of the building is made of recycled materials, using shipping containers, virtually no construction waste, a dry-drain system that reduces water run-off, and drought tolerant landscaping.

**Community Buildings:** These are often in frequent need of upkeep, with many of them having been constructed of masonry in the early 1900s. Buildings used for activities and recreational classes, equipment storage, maintenance, and food service can be constructed more cost efficiently out of shipping containers. Their inherent qualities of water-tightness, security, strength and resistance to vandalism make them ideal in this application. Buildings installed in one location can be easily transported to another location if needed. Another DeMaria project, Red Bull's Freestyle Motocross Data Lounge (⊕), cost \$65.00/SF to construct.

**Healthcare:** Container-based facilities are a great option for healthcare providers, because they offer a sense of permanence with the versatility of relocating. Portable medical facilities can be used in emergency situations and for healthcare education in neighborhoods. Sanitized units can be used to provide medical services in areas where it's difficult for residents to access a provider's permanent facilities.



#### The Partnership

We do not see this as only a City of Hartford project, but rather a project that includes the entire greater Hartford community. In addition to the City, the stakeholders in this development would include corporations located in the city and state, as

well as public and private universities. The project will also seek the support of state and federal funding.

Corporate participants can create portable displays/exhibits that promote products and services, while doubling as a springboard for recruiting. With Capitol Community College presently located in the city and UConn relocating its West Hartford Campus to downtown Hartford, a strong connection to higher education can be anticipated as well.

#### Building on the Hartford Tradition

There is a rich history of innovators who called Hartford home: Mark Twain – writer; JP Morgan – financier, banker, philanthropist; Samuel Colt – inventor; Thomas Hooker – founder of Hartford; and Benjamin Wistar Morris – architect.

Hartford's efforts in revitalization have likewise been numerous: the XL Center renovations, minor league hockey (Wolfpack), minor league baseball (proposed stadium for the Yard Goats), Front Street, CTFast busway, Riverfront Recapture and more.

Innovation and revitalization. By drawing upon these characteristics that best define Hartford's bright history, FRATE sets the stage for an even brighter future. ■

***“FRATE has the potential to create local jobs, provide alternative housing, and spawn entrepreneurial innovation.”***

## Why Shipping Containers?

### Why Shipping Containers?

Modified shipping containers are containers that have been decommissioned and re-purposed as retail, office and living spaces. They can be retrofitted to include windows, heating, cooling, lighting or other amenities to create functional work and living space, and offer a host of advantages over traditional construction. These containers have already found their way into the fabric of America, into cities small and large, looking to rejuvenate abandoned urban spaces. Here's why modified shipping containers make so much economic development sense.

### They're Environmentally Friendly

The "up-cycling" of shipping containers as a construction technology is a highly sustainable practice. There's no additional energy or material consumed to create containers, only to transport and modify them. And because of their size, their carbon footprint is smaller than typical brick-and-mortar spaces. They also can be easily integrated with solar, wind and other renewable energy sources.

### They're Flexible and Portable

Shipping containers naturally lend themselves to creating smart, modular configurations for any application. They can be used singly or in combination. They can be stacked like building blocks. They can be easily reconfigured as needs change over time. And, unlike brick-and-mortar structures, they're easily transportable to new locations.

### They're Strong and Durable

Shipping containers are made entirely of COR-TEN, a steel alloy specially developed to provide increased resistance to atmospheric corrosion. Modifying containers for work and living space actually creates a stronger and more durable structure than conventional construction methods.

### They're Affordable to Build...

Building with containers is 35% less expensive on average than conventional

brick-and-mortar construction. Site prep and off-site container fabrication can be scheduled simultaneously, which can shorten completion times by about 60%.

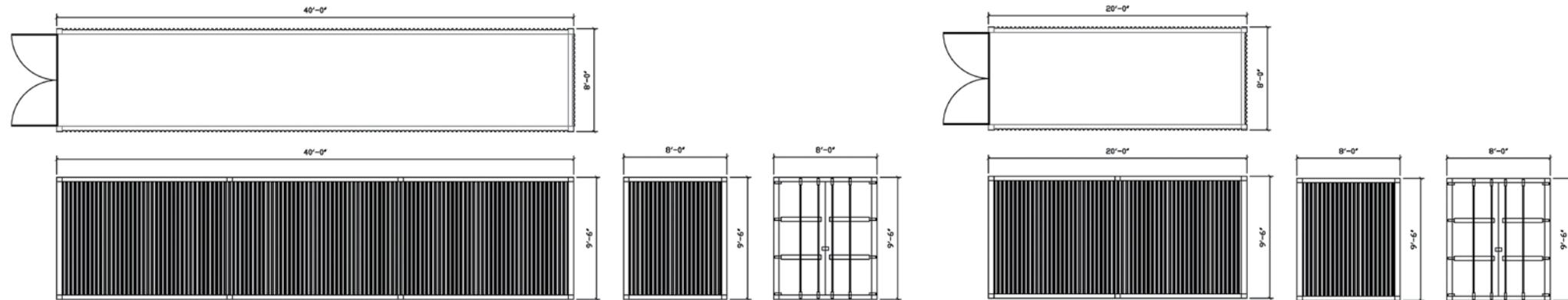
### ...and Affordable to Occupy

Lower construction costs and smaller spaces translate into lower rent for cash-strapped young professionals and entrepreneurs. FRATE would offer apartment dwellers and fledgling businesses an affordable alternative in a dynamic, high-profile location.

### They're Exciting and Marketable

Repurposed containers have created a buzz wherever they've been used. As living, working and/or entertainment venues, they'll give Hartford an innovative way to transform abandoned or decaying urban spaces into highly marketable destination hot spots. 

***"Building with containers is 35% less expensive on average than conventional brick-and-mortar construction."***



## Fulfilling the Vision of SC2

Faced with an increasing concentration of poverty coupled with a growing demand for services, Hartford's shrinking tax base is a systemic problem that will only worsen if the City can't control spending or grow its tax base. Budgetary pressures at the state level exacerbate the problem.

It is Hartford's good fortune to have been chosen to participate in the Strong Cities, Strong Communities Challenge (SC2), a federal program designed to cultivate and support economic development solutions at the local government level.

If the case for FRATE is a compelling one, the city stands a better chance in securing federal dollars because it sends a signal that Hartford takes budgetary pressures seriously.

FRATE is an inherently green and cost efficient alternative to traditional development. It utilizes an existing, readily available and nearly inexhaustible resource. It reduces construction costs, makes housing more affordable, creates less environmental impact, and will put Hartford on a path to long-term economic growth, job creation and community prosperity.

*"I want to underscore how important I think this effort is, Strong Cities, Strong Communities. It is one that takes tremendous ingenuity, and a determination to cut red tape and do government business better... We are living in a time when there will be limited resources. That is just a fact. Budgets are tight at the state level, at the local level, and at the federal level. And yet the need continues to be enormous. So the question is how to consistently get more bang for our buck."*

— President Barack Obama  
March 15, 2012

*The FRATE mission statement: "To establish an idea that will assist the City of Hartford in its drive to revitalize its economic development and the population of those who live, work and visit the city."*



# The Neighborhoods: Filling in the Gaps



## Filling in the Gaps

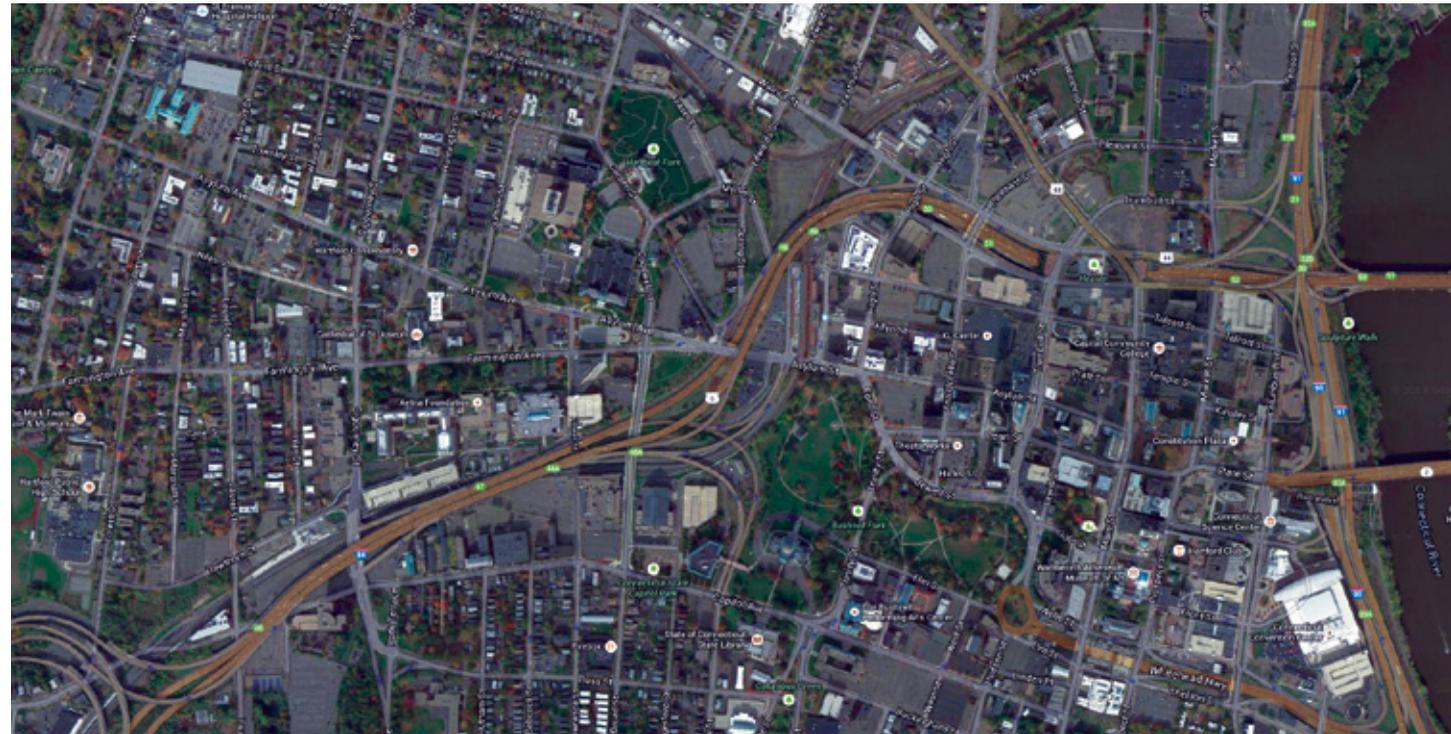
When we look out across Hartford's urban landscape, we see gaps.

We see the physical gaps common to older cities — small sites that have been cleared and remain empty, and others with dilapidated structures that should be redeveloped, but haven't been. Sites that simply may not be viable using conventional construction technologies.

We also see economic gaps. Neighborhoods are the lifeblood of every city, and the income and wealth gaps that characterize many of our poorer neighborhoods are a burden not only for their residents, but for the entire city.

FRATE is uniquely suited to fill in those gaps. The compact footprint and flexibility of modular container-based design is made to order for small or unusually configured sites, as well as to drive entrepreneurship and revitalization at the local neighborhood level.

On the following pages, you'll see five examples of how FRATE can turn these unproductive gaps in Hartford's physical and economic landscape into dynamic, revenue generating properties.



***“FRATE can turn these unproductive gaps in Hartford’s physical and economic landscape into dynamic, revenue generating properties.”***

## Downtown: Hudson/Capitol/Buckingham



Community Data: [HartfordInfo.org](https://www.hartfordinfo.org) (📍)

### Overview

This site is a state owned property bounded by Capitol Avenue, Buckingham and Hudson Streets, approximately three blocks east of the Connecticut State Capitol grounds. It sits adjacent to high-end brownstone residences and brick Italianate rental properties.

Currently used as a parking lot, the site is within easy walking distance of Main Street restaurants, Bushnell Park and Performing Arts Center, City Hall, the Public Library, and a host of state government facilities. The area is residential active.

Although the downtown population is less than in other Hartford neighborhoods, this area is characterized by a highly skilled workforce, a higher percentage of college graduates, and a higher median household income – upwards of six times higher.

### Proposed Use

Our proposal for this site is to create a mid-rise residential townhouse community constructed of modified shipping containers configured four high. The project would be comprised of four buildings, with parking provided in an interior courtyard and in an open lot adjacent to the west side of the site.

The buildings would be set back from the curb and existing sidewalk by 10 to 12 feet to provide a buffer from the street. Landscaping would also be provided to absorb noise and open up the distance from neighboring structures.

Individual units would be offered in the 1,200 square foot range, with available amenities that are appealing to upscale buyers.



### Why FRATE Works Here

FRATE is simply the right idea for this neighborhood.

The area can support mid- to high-income buyers, and ownership supports the city's efforts to grow tax revenue. Despite the inherent cost efficiency of container-based construction, market factors suggest these units will be very attractive at prevailing comparative price levels, keeping valuations high and revenues optimized.

The size of the units, coupled with the uniqueness and "hip factor" of container construction, will be appealing to upscale singles and couples without children who are

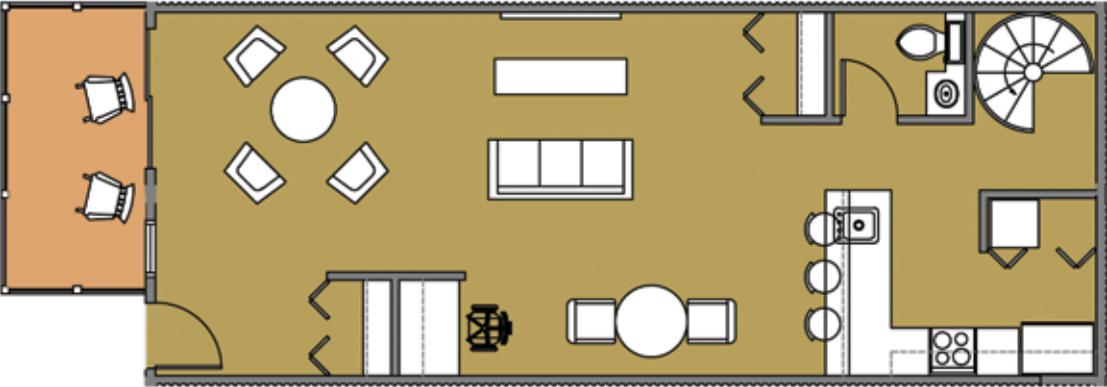
seeking an energized urban lifestyle – residents who typically support the arts and have the discretionary income for frequent entertainment and dining out, further fueling the neighborhood economy.

Given the target demographic, we can also anticipate less added demand on downtown public services such as police and fire departments when compared to higher density, family oriented neighborhoods.

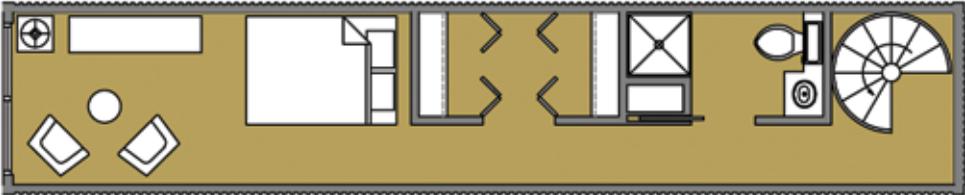
*"The city is under your skin – as an Italian you grow up with the idea that cities are places where buildings talk to each other. There's a dialogue between a building and a street. It's about accessibility, it's about civic life. An urban person is a person that knows how to behave with civility, how to share, how to be accessible. A building should be like that. It should talk to the city, talk to the people. Buildings like this allow people to share experiences together, to enjoy and share life. Speaking together is a form of acceptance and the beginning of tolerance, which is the secret of civic life."*

—Renzo Piano 🏠

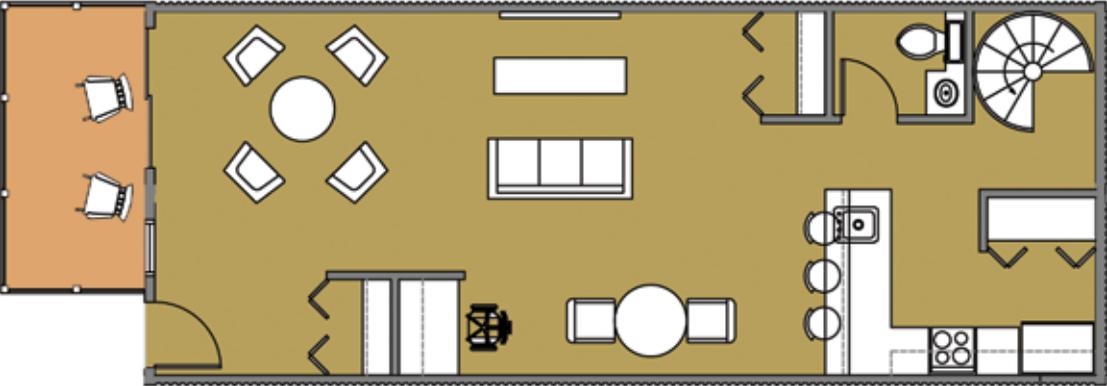
Downtown: Hudson/Capitol/Buckingham



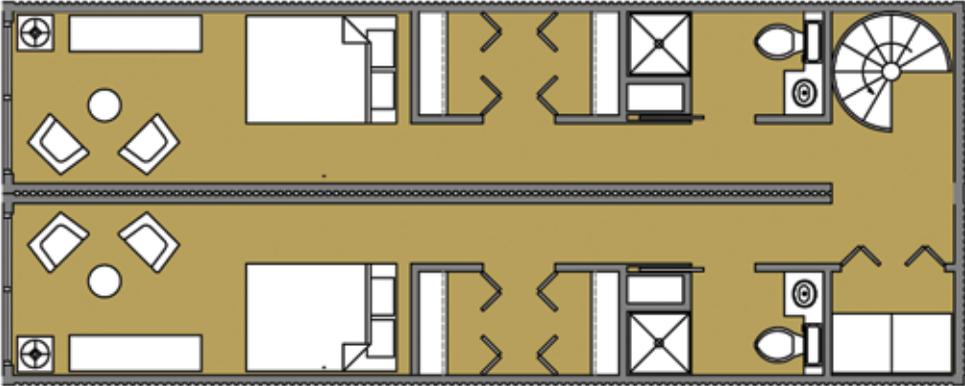
1 bedroom townhouse lower



1 bedroom townhouse upper



2 bedroom townhouse lower



2 bedroom townhouse upper

## Downtown: Albany Avenue & Main Street (San Juan Center)



Community Data: [HartfordInfo.org](https://hartfordinfo.org) (📍)

### Overview

This location is currently occupied by the San Juan Center and a small cluster of apartment buildings and owner-occupied small businesses. It sits diagonally across the intersection from the new baseball stadium site and across the street from Capital Preparatory Magnet School.

Although considered part of downtown geographically, it sits on the cusp of Clay Arsenal and has more in common, demographically and economically, with that poorer community. Thanks to the new ballpark and related planned development, there is the potential to effectively connect the central business district with neighborhoods to the north.

### Proposed Use

City leaders have long sought a solution for the North End of downtown – something to revitalize the vast expanse of asphalt that sits across I-84 from Hartford’s core. The new minor league ballpark is certainly a step in the right direction.

Unfortunately, baseball isn’t played year round. And the traditional solutions being proposed for the surrounding area may not be distinctive enough to create the enthusiasm Hartford leaders are hoping for. Retail development could be costly and slow to materialize (think Front Street).

What’s missing from the equation is a signature component that will help keep the North End buzzing even when the bats aren’t swinging. What’s missing from the equation is the uniqueness of a mixed-use FRATE project featuring affordable small space apartments, shops and cafes built from modified shipping containers.

### Why FRATE Works Here

A FRATE community would complement, rather than duplicate, the residential and retail plans already on the drawing board for the ballpark area.

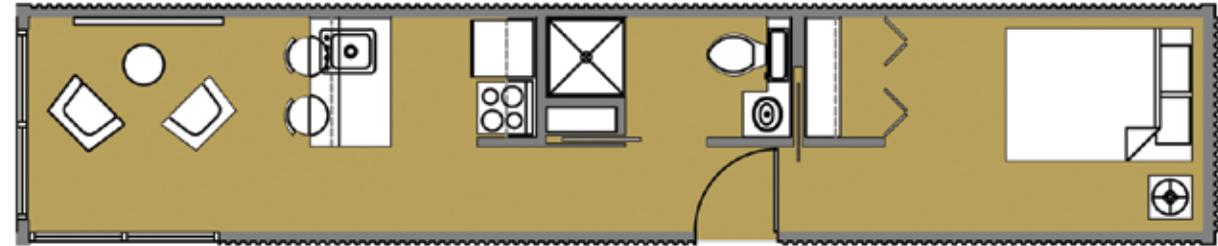
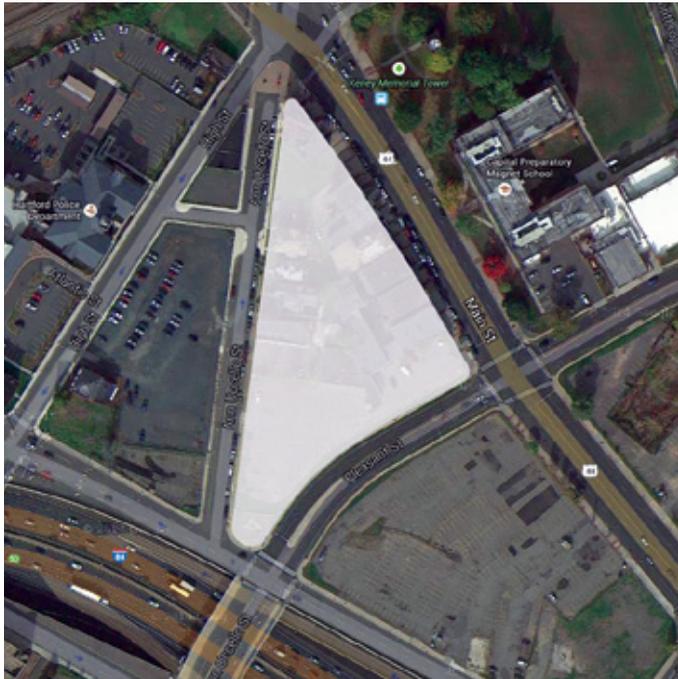
Because container-based construction is more cost efficient, FRATE would open up opportunities to small businesses that might not be able to afford larger, traditionally built retail spaces. Not to mention providing a great option for locally-based retailers who want to test the waters of a satellite location near the ballpark.

The “hip factor” of a container development will be appealing to cash strapped young professionals and entrepreneurs who want high style without high rents, as well as to unique, off-beat boutiques that have the potential to become “people magnets”.

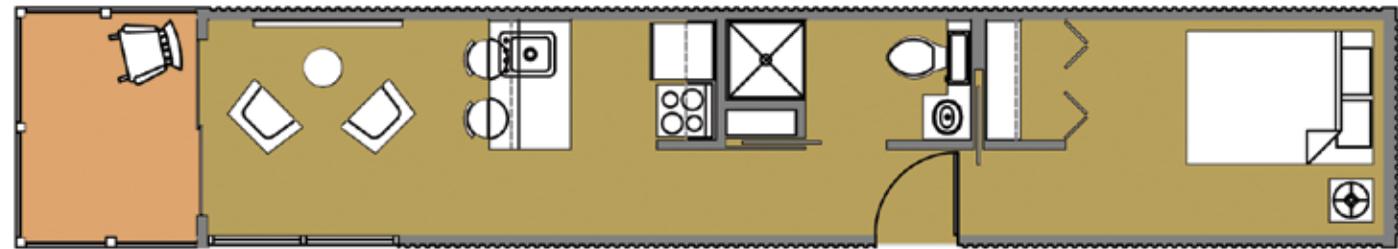
*“Recently Tangiers International moved from West Hartford to the West End of Hartford. Even though the move was literally crossing city lines, our family business now feels part of a neighborhood. We couldn’t be happier. The FRATE concept of utilizing small retail space tackles and solves a problem facing small business owners like myself who want expansion opportunities in Hartford, but have difficulty finding the right solution. To introduce our Middle East and Mediterranean delicacies to a new clientele from out of a re-purposed shipping container in the downtown area is not only a cool idea; it’s an investment worth doing.”*

— Win Latif  
Tangiers International Market 📍

**Downtown: Albany Avenue & Main Street (San Juan Center)**



1 bedroom micro apartment without balcony



1 bedroom micro apartment with balcony

***“The ‘hip factor’ of a container development will be appealing to cash strapped young professionals and entrepreneurs who want high style without high rents.”***

## South Green: Main Street & Park Street



Community Data: [HartfordInfo.org](https://hartfordinfo.org) (⊕)

### Overview

South Green is situated in the heart of the southern gateway into downtown Hartford. This dynamic location is fed by two signature thoroughfares in close proximity to Main Street – Park Street and Franklin Avenue.

The shift in Hartford’s demographics are evident along Franklin Avenue. Once home to many Italian families, today there is more ethnic diversity with Latinos and Balkans making up the majority of residents. Home ownership is weak in comparison to apartment rentals. Average income of residents is slightly higher than in Upper Albany and Clay Arsenal, driven by the proximity of a major employer, Hartford Healthcare.

### Proposed Use

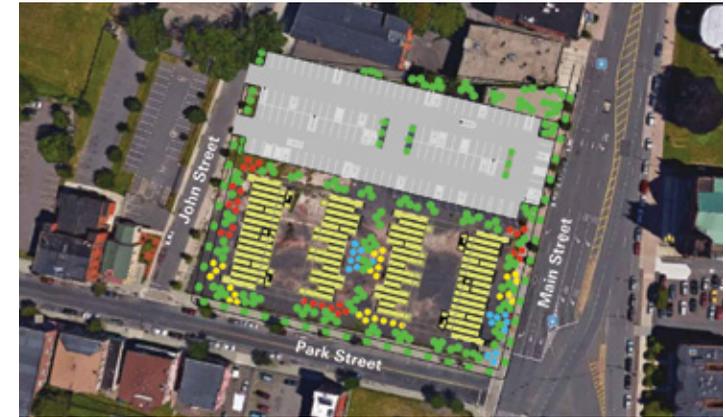
Positioned on the northwest corner of Park Street and Main Street, this lot has sat vacant for many years. Although much interest has been rumored, no concrete plans have come forth – until now.

We believe this location is ideal for a FRATE project. Specifically, a shipping container-based, mixed-use project comprised of small, affordable apartments and retail. The first and second levels would be designed for stores, cafes and coffee shops, with the upper two floors being residential. We envision a series of four buildings, fronting on Main and Park, with interior courtyards and an open parking area to the north of the buildings.

With open spaces between the buildings, and shops and eateries having storefronts set back 10 to 12 feet from the street, we see the street level as being a vibrant “people place” where residents and neighbors alike gather for al fresco dining, a cup of coffee, or just to meet up with friends.

### Benefits and Opportunities

Street level retail is an amenity South Green has far too little of. Green-lighting a FRATE project for the neighborhood will help fill that void – faster, more cost effectively, and in a far more compelling fashion than traditional options.

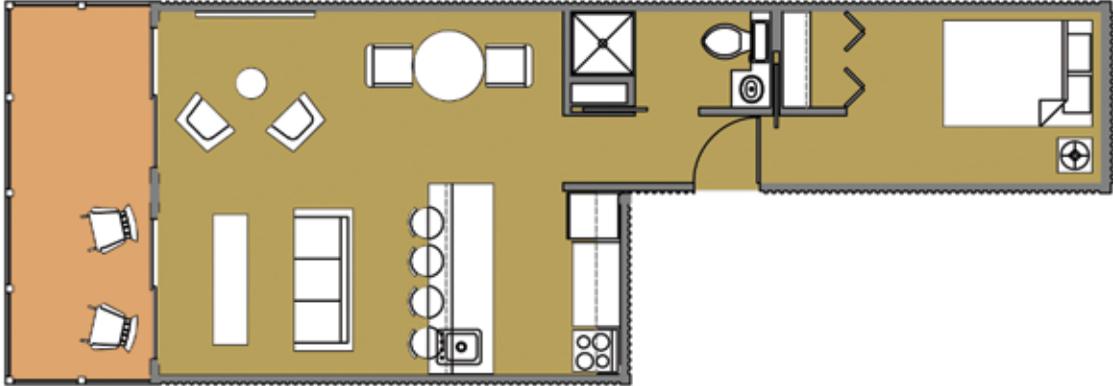


Today’s trends in urban living and retailing can be summed up in one word – small. Market share of small studio apartments, according to the Urban Land Institute (⊕), has tripled from 1.8% of the market to 6% of the market. We see similar trends in urban retailing. FRATE, with its flexible, modular design advantages, can put Hartford in a stronger position to leverage these trends and solve its economic challenges.

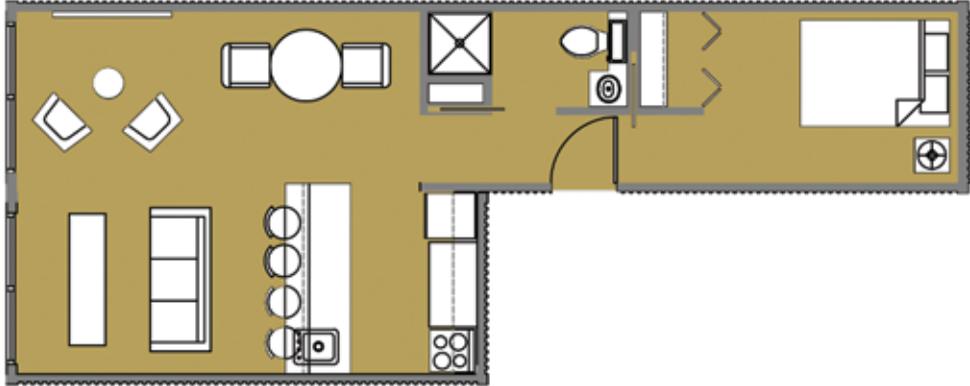
*“The nature of retail is getting smaller, yet few landlords prohibit a smaller footprint in retail without some kind of concession. As a women-owned business, we are committed to Hartford’s success. FRATE’s concept of mixing small space housing and retail on Main and Park is a tremendous opportunity for City Fare to invest in a second location marketing our product to new customers. This is exactly the kind of business growth we envision.”*

— Phyllis Reale Risley  
City Fare Catering has operated on  
Franklin Avenue since 1988 (📍)

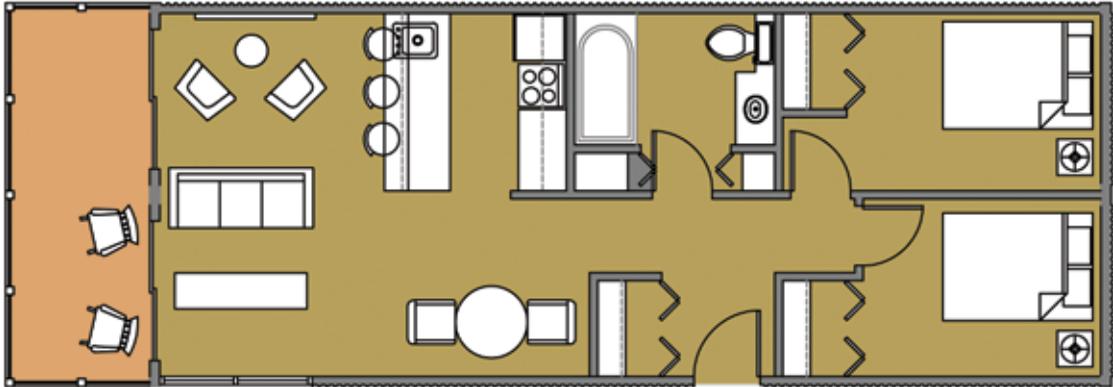
South Green: Main Street & Park Street



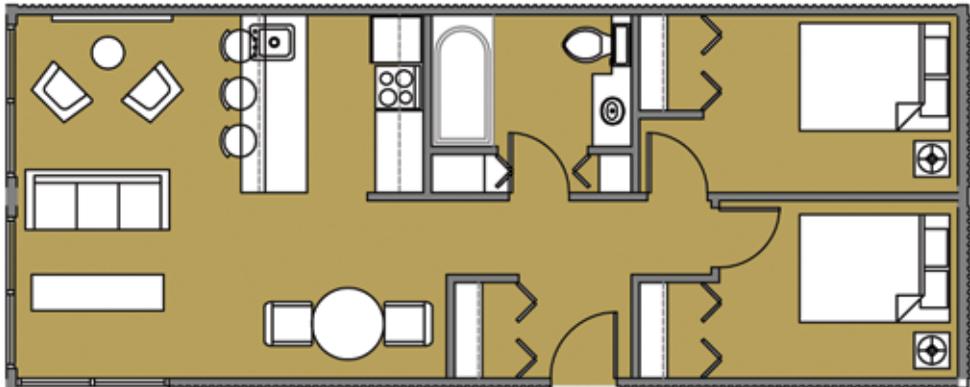
1 bedroom with balcony



1 bedroom without balcony

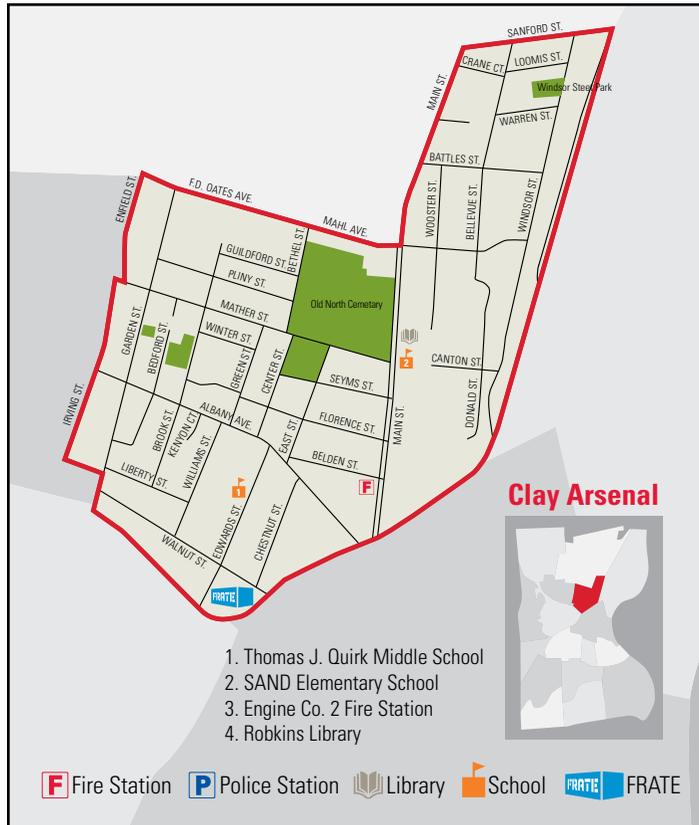


2 bedroom with balcony



2 bedroom without balcony

## Clay Arsenal & Upper Albany: Walnut Street – Homestead Avenue



Community Data: [HartfordInfo.org](http://HartfordInfo.org) (⊕)

### Overview

For this project, we looked at an area along the south side of the Walnut Street/Homestead Avenue corridor, stretching from the railroad bridge coming out of downtown on Walnut, and continuing on Homestead to Woodland Street.

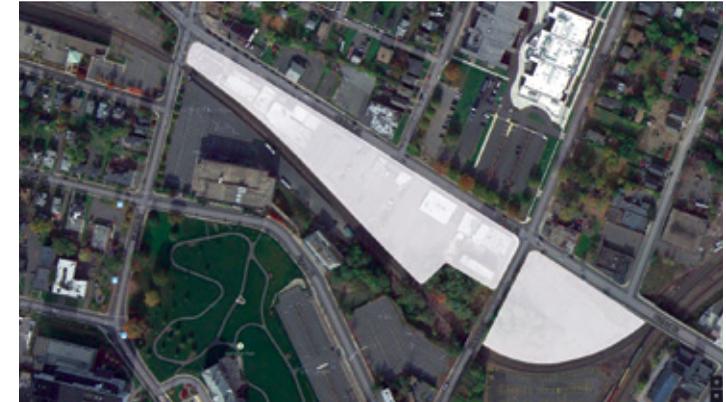
This area (designated as the Sigourney/Homestead Redevelopment Sites by the City of Hartford) overlaps the neighborhoods of Clay Arsenal and Upper Albany.

Demographics for both neighborhoods reflect above average unemployment, modest household incomes, an unskilled labor force, lack of higher education among a majority of residents, and property rates reaching near 40%. In Clay Arsenal, unemployment rates as well as household incomes are lower compared to Upper Albany.

### Proposed Use(s)

Starting from the LeBon Press site to the Smith Worthington Saddlery site, this area has the potential to be developed as FRATE projects in a variety of different ways:

- It could be a small-business incubator, or possibly a medical incubator in partnership with St. Francis Hospital. Today, small businesses are where the growth is, and where the jobs will be created. FRATE small offices could create a community of start-ups, where entrepreneurs can pursue their visions without the burden of high operating costs.
- It could be community focused, designed to serve the needs of Clay Arsenal and Upper Albany residents with LMI housing and/or a collection of small neighborhood retailers, service businesses, cafes and coffee shops. Better yet, how about a coffee shop that doubles as a “genius bar”? A place where trained volunteers share the kind of tech savvy that isn’t always available in poorer households.
- It could headquarter a program to prepare Connecticut’s incarcerated population to successfully re-enter society. Governor Malloy\* is committed to lowering recidivism by reconnecting former prisoners



with society through community involvement, education, skills training and employment. A model program such as one in Brooklyn, NY – called Reconnect (⊕) – could be administered effectively and economically from a cluster of small space FRATE units.

### Why FRATE Works Here

Or, it could even be all of the above . . . or any combination thereof.

That’s the beauty of the FRATE concept. The flexibility of container-based design and construction lends itself to creating smart, modular configurations for almost any application – faster and more affordably than traditional construction technologies. It’s not just cutting edge. It’s also common sense. An eminently practical way for budget-strapped cities to meet the needs of their communities, stimulate growth, and maximize the return on their economic development investment. And isn’t that what the SC2 Challenge is all about?

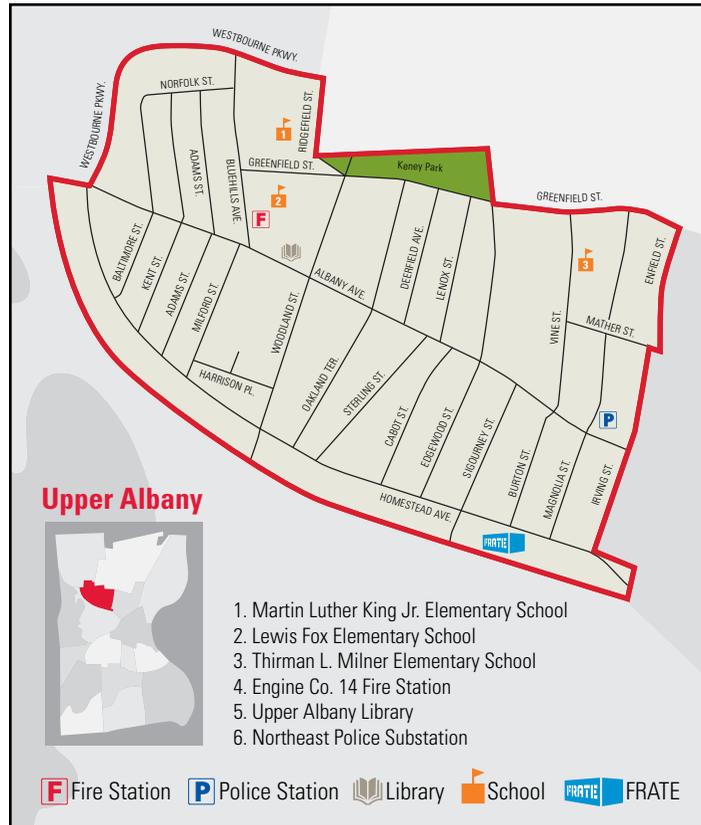
\* Governor Dannel Malloy is planning to embark on a change in Connecticut’s penal system with his “second chance society” (⊕) proposal, which was well-received at the state Capitol during a hearing last week. The plan is designed to integrate non-violent offenders back into communities through parole and drug reforms, job training, housing, and mental health services. 📌



BUMP

15  
M.P.H.

## Upper Albany: Philbrick-Booth & Spencer Site



Community Data: [HartfordInfo.org](https://hartfordinfo.org) (⊕)

### Overview

This property is located on Homestead Avenue in the north-side neighborhood of Upper Albany. The site is currently occupied by the abandoned Philbrick foundry. An active railroad spur runs behind the property, parallel to Homestead.

The demographic profile of the Upper Albany community is characterized by a high unemployment rate, low medium-to-moderate household income, and an unskilled labor force. A majority of its residents lack higher education. At one time, manufacturing jobs were plentiful in this community, but those jobs have largely disappeared as Hartford has shifted increasingly toward a service-based economy.

### Proposed Use

Our proposal for this site is one that's dear to our hearts. Once stabilized, abated and demolished, we believe this former factory site would lend itself perfectly to a facility that creates the building blocks of the FRATE concept – taking decommissioned steel shipping containers and repurposing them for commercial and residential construction projects like those featured in this presentation.

The FRATE proposal calls for containers to be initially fabricated by an out-of-state manufacturer that has proven expertise in this industry, then shipped to Hartford for installation at FRATE sites. But as FRATE gains momentum, it will make increasing economic sense for that manufacturer to have an East Coast facility. And what better location than the East Coast city that is on the cutting edge of container-based architecture?

### Why FRATE Works Here

As an industry, container architecture is still in its infancy, but container homes and businesses are popping up globally with increasing frequency, capturing the imagination of architects and budget-strapped city planners alike.



When you consider the well-documented advantages of building with containers, and the glut of unused containers sitting idly in ports around the world, it's only a matter of when, not if, this trend catches fire – and the older, more densely populated cities of the U.S. Northeast are likely to be the next frontier for container-based construction.\*

A partnership between a leading container fabricator and the City of Hartford could pay huge dividends – new business tax revenues, new manufacturing jobs for Upper Albany, and a lead role in a dynamic new sustainable, environmentally friendly industry. We envision FRATE manufacturing to have the potential to become a major supplier and exporter of repurposed shipping containers on the global stage.

\* Speaking of which, we just saw this news item about plans for a container-based condo in Newark, NJ (⊕). It's happening! 📺

***“We envision FRATE manufacturing  
to have the potential to become a major supplier  
and exporter of repurposed shipping containers  
on the global stage”***



# S.W.O.T. Analysis



## Strengths | Weaknesses | Opportunities | Threats

### Strengths

- FRATE aligns with efforts to energize Hartford's economy, create jobs and grow revenue<sup>1</sup>
- FRATE aligns with LMI housing and neighborhood revitalization initiatives
- FRATE is extendable and dynamic – not a “one off” concept
- FRATE is innovative and newsworthy, and will generate publicity for Hartford
- Shorter construction schedules than conventional methods
- On average, 35% lower construction costs than conventional methods<sup>2</sup>
- Lower construction costs translate into lower rental and lease rates<sup>3</sup>
- Innovative, affordable design that appeals to young professionals and entrepreneurs
- Stronger, more durable and longer lasting than frame housing
- More weather, water<sup>4</sup> and disaster resistant than frame housing
- Longer life span than conventional structures
- Container-based design is inherently modular and flexible
- More easily configured to optimize small urban spaces
- Exteriors can be finished to blend with neighboring architecture

- Container structures are highly energy efficient and easily integrated with renewable energy sources
- Environmentally friendly – no additional energy or material is consumed to create containers

### Additional Comments:

<sup>1</sup> FRATE projects will contribute to the positive growth underway in the city by: 1) creating new construction jobs for Hartford residents; 2) creating new tax generating properties that will grow revenues (both real estate, real property and car taxes); and 3) developing linear economic gain based on the businesses and families in these projects spending money for local goods and services.

<sup>2</sup> The average cost of a custom home in Connecticut is between \$200 to \$400/sf and \$100/sf in a less expensive area. The minimum expected construction cost savings using containers is 35% compared to conventional custom methods. According to Zillow\* the median list price of a home in Hartford is \$127,500 or \$93/sf with a median sale price of \$83/sf.

\*Hartford Home Prices, <http://www.zillow.com/hartford-ct/home-values/> (⊕)

<sup>3</sup> Likewise, according to Zillow, the median rent in Hartford is \$975 compared to the Hartford metro median of \$1,200, a 19% difference. Lower construction costs will make financing less expensive and, in turn, the rents needed to support the project more affordable. In Hartford, rental rates are already below the metro area averages and would benefit from the lower cost but higher quality residential construction using containers.

<sup>4</sup> Welded steel construction prevents water from getting into a container-based structure. This is especially relevant in light of the last few severe winters, which saw a marked increase in damage to homes due to “ice dams.”

### Weaknesses

- FRATE is a new and unconventional concept for Hartford
- Negative perceptions toward shipping containers could slow acceptance of these projects<sup>1</sup>
- Traditional financing may not be available, due to issues relating to valuation of non-traditional construction<sup>2</sup>
- Initial plans call for the fabrication of modified containers to take place outside the State of Connecticut

### Concerns and Mitigants:

<sup>1</sup> To some, shipping containers may conjure negative images of seaports, freight yards and ugly industrial sites. It may be difficult for them to envision container-based apartments, offices, stores and restaurants in a positive light.

**Mitigant:** FRATE developers would utilize marketing communication tools to inform and educate citizens, businesses and community officials about the many benefits of container-based construction, as well as their use and acceptance in many other communities around the U.S. and the world.

<sup>2</sup> Financing of a development using containers may be difficult to find because of the potential obstacles in valuing these projects. Traditional bank financing requires that any proposed construction have an appraisal to establish the value of the project relative to the amount of the loan (loan-to-value ratio or “LTV”). Even though container structures can be designed to conform to existing architectural styles, an appraiser may still find it difficult to arrive at this value because of the use of unconventional construction material and the absence of any comparable structures in the Northeast.

**Mitigant:** The combination of lower construction costs, energy efficiency, and conformity of design means a FRATE unit can be valued like conventionally built units, while being more cost effective. Given the green benefits inherent in these types of units, they have lower operating costs as well. These factors make a FRATE residential project a very good replacement for LMI housing and housing projects. The City of Hartford, through its Housing Authority, has accepted a bid to begin renovation/remodeling of the Bowles Park housing complex and is still looking to redevelop Westbrook Village. If used for LMI purposes, funding for FRATE projects can be achieved through public and private sources such as 4% tax credits, DOH grant funds, and CHAFA financing. Other alternative sources of funding may include insurance companies, foundations or pension plans that would provide funding for a reasonable return or to meet social goals of the organization. The energy conservation and efficiency may warrant guarantees from the “Green Bank” which is mandated by statutes to promote energy efficiency in Connecticut.

**Opportunities**

- Container-based design has a wide variety of uses beyond FRATE <sup>1</sup>
- Potential to bring container fabrication, and fabrication jobs, to Hartford <sup>2</sup>
- Container-based solutions can be exported to other CT and regional communities
- FRATE can be a standard bearer for driving compliance with state energy efficiency mandates <sup>3</sup>
- FRATE provides new options for creating LMI housing and driving positive economic outcomes throughout Hartford neighborhoods <sup>4</sup>
- Faster, more cost efficient construction can accelerate urban revitalization initiatives

- Affordable small apartments create an opportunity to draw more young professionals and empty-nesters into the city
- FRATE developments will be “people magnets” and work in synergy with other attractions to increase Hartford’s appeal as a destination city

**Additional Comments:**

- <sup>1</sup> The flexible and modular nature of repurposed shipping containers lends itself to a host of cost efficient applications. Here are just a few ideas: container food kiosks paired with CTFast Track terminals; portable promotional exhibits for corporations and sports and entertainment events; medical clinics; community centers; emergency shelters and insurance claims centers for disaster relief; school classrooms and dormitories, and many more.
- <sup>2</sup> Initial FRATE projects in Hartford would be fabricated in facilities outside the State of Connecticut and shipped here for installation. As the FRATE initiative gains momentum, the possibility exists that container fabrication could be brought to Hartford, thus generating local manufacturing jobs.
- <sup>3</sup> The State of Connecticut has enacted a law mandating that households, rental units and businesses be 80% energy efficient by 2040. This law led to the creation of a utility assessment that generates approximately \$87 million per year in funds to be used to promote energy efficiency upgrades. The inherent energy efficiency of FRATE units will aid compliance with this statute, and in turn, some funds from the \$87 million could be directed to help offset construction costs or to provide guarantees that would make the projects more attractive to private sources of capital.
- <sup>4</sup> The construction of a FRATE project will drive economic growth in neighborhoods with benefits that are similar to those realized from the conversion of former HUD housing projects to 1-to-3 family residential units and the addition of a national retailer. In these areas, the residual benefit from the new businesses are supported

by the families that move into the housing and purchase goods and services within the neighborhood.

**Threats**

- Rejection of the FRATE concept in favor of more conventional projects
- Competition for funding
- New zoning regulations adverse to FRATE that would drive its costs up<sup>1</sup>
- Pressure from organized labor to require only union workers on projects, higher wages, and benefits
- Resistance from Hartford’s neighborhoods

**Concerns and Mitigants:**

<sup>1</sup> City of Hartford zoning regulations govern set-offs, lot sizes, and other parameters for construction within the city. These regulations, however, do not speak specifically to building materials that may be used during construction involving shipping containers. The lack of specific regulations for container-based construction may require or prompt new ones being written. If onerous or purposely seeking to limit this type of construction, these new regulations could make FRATE projects more costly and/or limit where they can be located.

**Mitigant:** FRATE projects would conform to all state and city zoning and other construction related laws and ordinances. The zoning issue in Hartford can be addressed by the following: Hartford’s zoning regulations allow for the creation of Special Development Districts (section 1038) that would provide the flexibility for development using containers following approval by the city. 

*“FRATE developments will be ‘people magnets’  
and work in synergy with other attractions  
to increase Hartford’s appeal  
as a destination city.”*



# A Closer Look at FRATE



## FRATE for Retail and Restaurants

A movement is taking shape in American cities. Inspired by overseas development in their urban areas, cities like New York, San Francisco and others are turning to modified shipping containers as a more affordable and sustainable alternative to standard retail construction.

Small, trendy shops and cafes are ideal for a container establishment. Want to sell urban gear or jewelry? Repair bikes? Start a noodle joint or a martini bar? Small startup restaurants could include patio dining, lunch takeout and small delivery to the many corporate offices in downtown Hartford.

And then there are large retailers like Target who are looking to expand into urban locations with a smaller footprint than their mammoth suburban outlets. When FRATE becomes a success, Hartford will stand in a strong position to negotiate leases with large anchor stores.

The retail and restaurant opportunities with FRATE are virtually limitless. 📦



### Retail and Restaurant

#### Food and Beverage

- Artisanal Cheese Store
- Blow Out Shop
- Bread Bakery
- Burger Joint
- Cafe
- Latino Restaurant
- Cupcakes
- Fish n Chips (British style)
- Gelato
- Grilled Cheese
- Gourmet Pizza
- Hartford Flavor Co.
- Jamaican Restaurant
- Pasta Restaurant
- Latino Restaurant
- Local Produce Market
- Middle Eastern
- Noodle Bar
- Onyx Moonshine Co.
- Organic Food
- Cocktail Bar
- Vegetarian Restaurant
- Wine Bar

#### Other

- Arcade
- Beauty Products
- Bike Shop
- Bookstore (corporate sponsor)
- Tattoo Parlor
- Kitchen Gadgets and Spices
- Wash Bar

#### Clothing and Accessories

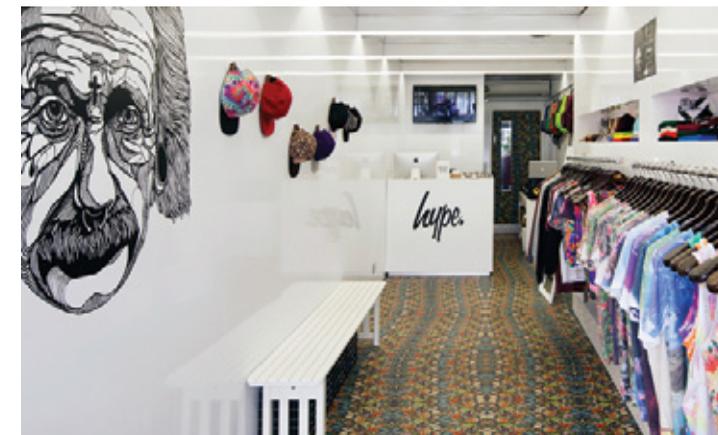
- African Artisans
- Apple
- Baby
- Eyewear
- Graphic Tees
- Headphones
- Just Handbags
- Men's Fashion
- Skateboard Gear
- Starter (sports apparel)
- Urban Footwear
- Women's Fashion

#### Flea Market (on site selected weekends)

- Antique Collectibles
- Art/Photography/Prints
- Ceramics
- Farmers Market
- Food Vendors
- Handmade Crafts
- Jewelry
- Retro Clothing
- Salvage Furniture
- Tiny Treasures
- Vintage Oddities



*“Small, trendy shops and cafes are ideal for a container establishment.”*



## FRATE for Small Space Offices

Entrepreneurship can be prohibitively expensive in downtown Hartford, where high square footage costs make it difficult for the one- or two-person start-ups.

And yet today, small businesses are where the growth is, and where the jobs will be created. That's why cities across America are rushing to meet the need for start-up office space.

For the City of Hartford, FRATE is the answer.

FRATE small space office solutions will create a community of entrepreneurs, where like-minded professionals are clustered together, feeding off the energy and pursuing their visions without the crushing burden of high operating costs. Incubator start-ups have the ability to share resources, share amenities, and share ideas.

Who knows where the next Intel or Apple will emerge from? Let FRATE become the incubator for turning dreams into reality, and Hartford just might find out. 

***“Who knows where the next Intel or Apple will emerge from?  
Let FRATE become a reality, and Hartford just might find out.”***



## FRATE for Small Space Apartments

Developers are starting to realize that single people in their 20s and 30s are more willing to accept living in less space in exchange for lower rent and more desirable locations.

They're people who will gladly trade some elbow room for more money in their pockets. Money to spend at trendy shops, restaurants and entertainment venues — especially if those venues are nearby and easy to get to.

In other words, people who are ideal candidates for FRATE small space apartments constructed from modified shipping containers.

Conventional studio, 1- and 2-bedroom apartments in downtown Hartford are reported to range between \$1000 - \$2800.

Compare that to a 300 square foot FRATE apartment, which may rent in the neighborhood of \$500 or less.

For what they give up in space, FRATE apartment dwellers will enjoy communal amenities such as a lobbies, laundry rooms and roof top decks where they can socialize with neighbors.

A young generation of professionals and recent college graduates is the economic engine to revitalize a city. And FRATE apartments can be the key to attracting them — the perfect complement to merge into the FRATE framework of small space offices, small retail, restaurants, grocers and more. **■**



***“A young generation of professionals and recent college graduates is the economic engine to revitalize a city.”***



## FRATE for The Millennials

What is it that this growing sector of our society is looking for? Many are young professionals recently graduated from colleges and universities. They often have large school loan debt, and are not particularly interested in owning a vehicle or a home. They are environmentally conscious. And they want a good paying job coupled with an active after-hours social life.

How does the FRATE concept integrate with the priorities of the Millennial?

**Affordable housing:** FRATE apartments will rent for a fraction of what conventional apartments go for in the downtown area, making it easier for Millennials to pay down school loans, manage their budgets, and still have money available for extracurriculars.

**Proximity to jobs:** Many of the types of jobs young professionals are drawn to are located in the downtown area, and the number is growing. Accounting/consulting firms Cohn Reznick and Whittlesey & Hadley, for example, have recently announced or completed expansion plans. FRATE will put such jobs within easy walking distance.

**An environmentally responsible lifestyle:** Living in an energy efficient, recycled shipping container, integrated with solar and wind power, close enough to work and retail that no car is needed . . . hey, life doesn't get much more environmentally friendly than that.

**An active social life:** FRATE will cater to Millennials' tastes with an eclectic and high energy dining and nightlife scene, and put residents in close proximity to the other entertainment venues in and around downtown, including the new minor league ball park in construction nearby. 📍



***“FRATE will cater to Millennials’ tastes with an eclectic and high energy dining and nightlife scene.”***



## FRATE will be a People Magnet

Is Hartford a destination city? Culturally it is. Hartford is home to the Wadsworth Atheneum, the Connecticut Science Center, Mark Twain House, Hartford Stage, and The Bushnell to name a few. UConn basketball along with our fine restaurants and entertainment draw visitors to the city as well.

Generally speaking, that is. In truth, some parts of the city are severely lacking in destination venues — the North End is a good example. That may eventually change, as developers are now coming forward with proposals to construct office, residential and retail near the new minor league ballpark north of I-84.

However, these types of plans are very similar to the Front Street development, which took years to get off the ground. Is Hartford willing to wait as long as it has on Front Street in its quest to revitalize other neighborhoods?

What Hartford is missing is small space retail, but the current business model used by developers doesn't deliver. Retail development on Front Street has proven to be cost prohibitive and slow to materialize. This will not work with the mega plans developers are proposing for the area around the ballpark. They're missing a part of the market that is ready to commit to small space retail. That's why FRATE makes sense.

Hartford needs unique retail destinations. Repurposed shipping containers as retail space will bring an entry level affordability element to marketplace start-ups. Shipping containers will serve as an architectural draw. Also known as pop-up malls, these "people magnets" will attract boutique store entrepreneurs as well as buyers looking for a different shopping experience. It's forward thinking. **■**

*"Hartford needs unique retail destinations.  
Shipping containers will serve as  
an architectural draw.  
It's forward  
thinking."*



## FRATE will Create Jobs and New Opportunities



FRATE has the potential to have a far-reaching impact on the Hartford economy, both in terms of employment growth, as well as the variety of incremental business ideas made possible by the flexible and modular nature of repurposed shipping containers.

**Job Creation:** In addition to employment created by the development of the sites, FRATE projects will spawn a multitude of related jobs:

- Engineering, remanufacturing and assembly of cargo containers for retail, food service, entertainment, residential and business uses.
- The flexibility of the FRATE concept opens up opportunities for installations in other Connecticut towns and cities as well.

**CTFAST Track Terminals:** The development of CTFAST Track will stimulate economic activity near station locations in the central business district. What better way to tap into this new pedestrian market than with vendors utilizing modified shipping containers? Both wheeled and stationary kiosks serving coffee, sandwiches, or even a full restaurant menu, can be positioned to capture the traffic flow into and out of the terminals.

**Corporate Promotion:** Modified shipping containers are a natural for portable trade show booths and exhibits. They're also ideally suited to support the growing use of social media campaigns.

Imagine branded pop-up events promoted via Facebook and Twitter. Or consumers following a modified container online as it moves through a city or across the country, viewing images from its latest stop as it engages visitors with your brand. The container can serve as a Wi-Fi hotspot.

Imagine a container exhibit as it hits marquee music festivals across the country. Tweet fans to come out and be part of the fun. Post an interactive map. Add some pictures. The possibilities are almost endless.

Sports fans could sign up to follow their team's "box" online as it moves from training camp to the playoffs, drumming up team spirit and conversation along the way.

**Enterprise Zones:** FRATE would be an attractive enterprise zone for the development of ultra high-speed broadband access in a mixed-use live/work/dine/shop environment. The Walnut Street - Homestead Ave. site would be an ideal candidate for such a project.

**Urban Mini-Markets:** Modified shipping containers are already in use as independent mini-groceries. But where their real potential lies is with retail giants like Target and major supermarket chains.

Urban living on a smaller scale is a movement retailers like Target find attractive. The urban shopper is their new growth audience. Hartford has recognized this demographic as well with the construction of new apartments throughout the city core. Young professionals need a place to buy food and other basic necessities.

A small Target container store is a concept whose time has come and a convenient format that fits nicely into a city landscape. Not only would it serve city dwellers but also commuters who work downtown and the student populations at UConn, Trinity and the University of Hartford. 📍

### The Possibilities are Almost Endless:

- Medical Clinics
- Museums
- Art Galleries
- Community Centers
- Children Centers
- School Classrooms
- Emergency Shelters
- Data Centers
- Insurance Claim Centers for Disaster Relief
- Dormitories
- Hotels

...and many more

## The Case for FRATE is Compelling

Imagine a diverse community of creative young professionals living and working in a new urban frontier. Imagine walking into an 8' x 40' store that only serves a not-so-typical grilled cheese sandwich. A skateboard shop whose customers hang out at the city's new skateboard park just blocks away.

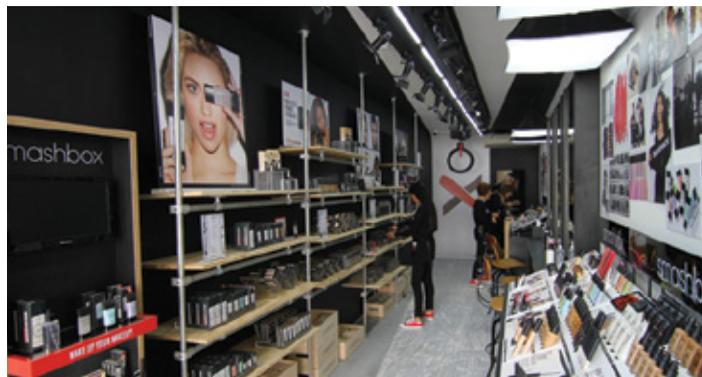
Imagine yourself strolling down the street enjoying fish & chips wrapped in newsprint British style, where the air is filled with chatter, music and energy.

Imagine a city block of small space niche concept stores housed in shipping containers that break the norm in retail square footage, sticking it to conventional wisdom. Add entertainment venues along with living and office units to the recipe. Put all of it together and you've created a unique urban destination showcase.

It's a concept that can become reality if city leaders are forward thinkers.

### It Happened in London and Brooklyn

That's what happened in London a few years ago. A pop-up mall developed legs. People were drawn to it. Retailers saw it as an opportunity to test the concept. What began as a temporary experiment became a permanent "people magnet" that attracts Londoners and tourists alike to BoxPark.



In Brooklyn, New York, Dekalb Market turned downtown weekends into a wildly popular shipping container flea market. Alas, Dekalb Market is no more, but not for lack of success — it was always meant to be temporary until a new phase of residential and retail development was ready to be built on its site.

### It can Happen in Hartford

Hartford has a chance to expand on this proof-of-concept model from London's BoxPark and Brooklyn's Dekalb Market. Hartford's FRATE should introduce small space apartments and offices to go along with retail and entertainment. FRATE sites will become urban destinations — people going somewhere to get something.

Within walking distance of central downtown, office workers can walk or ride the shuttle to FRATE locales for lunch or to meet up with friends after the work day ends. Weekenders and conventioners have a place to shop.

Let's not think we need a West Hartford's Blue Back Square. It's been done. And let us not think we need a retail outlet of discount stores. That's been done. FRATE can be the magnet we need for creative entrepreneurs who will bring a new level of economic vitality to our city. **■**



# Making FRATE a Reality



## Who is Team FotoFiction?



**Frank Marchese**

Frank is an idea man. Creative thinking, risk taking and a good eye have made Frank a standout photographer. His visual and creative strengths have taken him from commercial advertising, to web design, to app building and on. Never limiting his creative outlets, Frank has grown and changed with the times and recognizes the importance of thinking outside the box.

He counts Pepsi, Miller Brewing Company, Bombay Gin, Pratt & Whitney, Merck Pharmaceuticals and Hartford Hospital as just a few of his outstanding clients. Frank has been a Hartford resident for 30 years and is co-owner of FotoFiction Inc., an Internet marketing and app development firm. **IF**



**Scott Van Sicklin**

Scott is a creative, multi-disciplined problem solver. Design, technology, and visual mediums are his forté. For 25+ years he has worked with prestigious advertising agencies, design firms, and corporations in this creative capacity. He currently is co-owner of FotoFiction Inc., an Internet marketing and app development firm.

Scott has worked alongside the best in the business — smart, talented, and wildly successful individuals who have taught him to embrace new technologies and to think outside the box. These experiences have taught him to continually see things in fresh and different perspectives. **IF**



**J. Kirk Bostwick**

J. Kirk Bostwick, AIA, NCARB is a practicing architect with an office located at 56 Arbor Street, Hartford, CT. Mr. Bostwick opened the office in 1999 and has completed numerous corporate, educational, healthcare, religious, residential and civic projects. Influenced by a family of architects, artists and graphic designers, he earned a Bachelor of Architecture from Kent State University in 1979. His professional background was built on his experiences with C Robert Buchanan & Associates, Skidmore, Owings & Merrill, WZMH Group, Svigals + Partners and JCJ Architecture. **IF**



**Lawrence Davis**

Mr. Davis is a commercial banker currently in the field of providing financing to municipal and institutional customers. During a career spanning nearly 25 years, he has worked as an underwriter of indirect lending and mortgages, a mortgage loan officer and architect in the creation of municipal employee directed lending programs, a commercial real estate analyst and underwriter, and relationship credit manager for a \$2.3 billion portfolio of large international corporate financial institution customers. Mr. Davis is well versed in both capital market and commercial bank financing. He is very active as an executive level board member for various non-for-profit organizations, currently serving as Chairman of MetroHartford Alliance Chamber Board, Executive Board Member of the MetroHartford Alliance Executive Board, and Board Member of AchieveHartford!. He was formerly Chairman of City of Hartford Audit Commission, Board Secretary of Urban League of Greater Hartford, a Corporator with Hartford Public Library, and task force or board member for other organizations. He has a B.A. in Finance with a minor in Spanish from Gettysburg College. **IF**

## Peter DeMaria Interview

To confirm the feasibility of our vision, we consulted with renowned architect Peter DeMaria of Los Angeles based DeMaria Design Associates (⊕), a pioneer in the use of steel cargo containers in residential design.



In his pursuit of innovative design solutions that are economical and environmentally responsible, Mr. DeMaria has changed the perception of container construction in the minds of homeowners, business owners, and city officials alike. He has collaborated with IPME (⊕), an industry leader in container fabrication, on residential, commercial, educational, institutional and mixed-use projects. Their diverse client list includes Hewlett Packard, Red Bull, Hurley, Target, and the Waldorf School of Orange County – each with its specific design needs fulfilled with adaptable steel containers.

### Our Strategic Partners

When FRATE is green-lighted, Peter DeMaria and IPME will serve as Team FotoFiction's strategic partners, lending their proven container design and manufacturing expertise to help assure the successful completion of the project.

Local architectural representation and collaboration with building and fire officials will be headed by J. Kirk Bostwick, AIA (⊕). Mr. Bostwick has maintained an office in the City of Hartford since 1999. He has worked closely with both local and state officials and has a strong working knowledge of building and fire codes.

Initial FRATE projects in Hartford would be fabricated in existing IPME facilities and shipped here for installation. As the FRATE initiative gains momentum, the prospect of a local fabrication facility exists.

### The Interview

Team FotoFiction recently sat down with Mr. DeMaria to discuss container architecture and the FRATE project:

**Team FotoFiction:** When did you start using cargo containers in your design?

**Peter DeMaria:** For me as an architect, the challenge had always been how to give my clients the highest level of design while still keeping the projects on budget. Shipping containers showed exciting potential. They're widely available, inherently strong, and inexpensive when compared with more conventional building materials. They're also resistant to fire, mold, and termites, and made of heavy-gauge steel, a material meant to last centuries. Their uniform sizes lend a level of predictability to projects that are usually anything but predictable.

**Team FotoFiction:** Some see containers as an eye sore, but you saw potential.

**Peter DeMaria:** There's a certain coolness factor about a container. It's an alternative to what's out there. Every time a wood frame house goes up, they say 2 to 2.5 acres of forest is cut down. That's mind blowing to me. Due to our trade imbalance, millions of these containers from China sit empty at our ports – it costs less to fabricate a new one over there than to ship it back. We're giving these containers a second life.

**Team FotoFiction:** Are you starting to see municipalities embrace container architecture more as part of their urban landscape? If so, where? If not, why?

**Peter DeMaria:** Yes, and for a variety of reasons: sustainability, affordability, and the diversity of aesthetic preferences city dwellers bring to the table. We're actively

involved in projects in Los Angeles, New Orleans, San Francisco, Tacoma, Oakland, and the list continues to grow. With each passing year, younger planners are being hired, and they bring a more progressive mindset to the table than what existed 15 years ago. In addition, the projects we've created in the past 10 years are revisited and they're in excellent condition and part of an urban fabric. The proof is in the pudding and we've been received with success in every community where we've been commissioned to design a container based project. The municipalities that welcome us are forward thinking.

**Team FotoFiction:** Is there a connective psyche between job creation and container construction for cities in today's economic climate?

**Peter DeMaria:** We've not experienced this, however the large scale affordable housing and mixed-use projects utilizing containers are viewed in a similar fashion to the development of traditionally built projects. We have the recipe to set up container design and fabrication facilities and at some point, port cities across the U.S. are going to see this "pre-fabrication" business as an opportunity to grow their work force and all the tax revenue and benefits that go along with it.

**Team FotoFiction:** Why are entrepreneurs so attracted to working in container built buildings?

**Peter DeMaria:** We're in an era where diversity is embraced. The thought of working in a corporate office, with a corporate desk, a corporate secretary and a corporate computer is unappealing to many entrepreneurs. More often than not, today's entrepreneur is bootstrapping, looking to carve a niche and create a unique identity – the containers are a means to that end. They're cool, hip, energized, environmentally conscious and reflect a new perspective about how business CAN BE run as opposed to how it HAS BEEN run in the past.

**Team FotoFiction:** We know shipping containers have been used for emergency housing and shelters, even private residences. Now refurbished containers have

## Peter DeMaria Interview

become part of a new dialogue that's shaping the architectural character of urban America. What is your dream shipping container project for the inner city?

**Peter DeMaria:** While mixed-use projects combining housing, retail, restaurants and public spaces carry the most energy and are a favorite, my dream project would be a place of worship – a sacred spot where there's a focus on connecting oneself with a higher mission. An up-cycled container serves as an incredible metaphor. Typically containers carry the stigma of being rusty metal boxes, neglected and sometimes abandoned. Converting that rusty box into viable space is an inspiring transformation. Very often places of worship provide home and hope for those who have experienced hardship and are seeking transformation, and to grow as functioning contributors to their family and community. A container based church or temple would not only provide a place where the words of transformation are spoken, but the actually building itself would embody the same lessons.

**Team FotoFiction:** Talk to us about costs.

**Peter DeMaria:** It's less expensive – about 35% less than traditional construction. People mistakenly perceive it as temporary construction when in reality, it's just the opposite. A container building has a life span far greater than a traditional structure. This steel is meant to handle the ocean's corrosive elements. Traditional construction materials will burn up, but steel containers won't. So in a city like Hartford, it's going to last a long time. The value of containers is not only on the front end but over the long haul as well – these buildings aren't going to fall apart. The cost of a container can run between \$1500 - \$3000K depending on condition. Basic boxes without windows, doors,



and finishes are approximately \$7K - \$8K. Finished out you can spend up to \$14K - \$16K. After you hit 25-plus containers, more savings occur.

**Team FotoFiction:** Are there difficulties in structuring multi-levels? What about state building and fire codes? (Find more about codes on page 38)

**Peter DeMaria:** Structuring multi-levels – none, but your engineer has to be on top of his game. Most of our container projects have been approved and constructed in California, which has the toughest building codes in the U.S.

**Team FotoFiction:** Have you incorporated green energy – solar, wind, passive materials, site orientation?

**Peter DeMaria:** Always, even grey water systems.

**Team FotoFiction:** Do you find there are certain demographics or areas of the cities that are more receptive to this type of project?

**Peter DeMaria:** Everywhere we've proposed these projects, we've been accepted. Our track record makes a difference. We give a presentation on our past successes and it opens doors. Just recently we had this happen in Laguna Beach – a town which typically has an "attitude" – and even they have given us the green light.

**Team FotoFiction:** Have you run into any applications where local ordinances prohibit shipping containers being placed on properties?

**Peter DeMaria:** Yes. Had this overturned in Palos Verdes. Simple solution –

somebody needs to make a presentation to the planning commission or city council where such laws are in place. Have your ducks in a row because it will be similar to a court hearing.

**Team FotoFiction:** Some may be turned off by the idea of repurposing shipping containers as living spaces such as apartments or dormitories. It conjures images of cheap construction, not something to be glorified. These naysayers see ugliness. But you see beauty. Why is that?

**Peter DeMaria:** When we did our first project in 2006, there was a famous quote by Buckminster Fuller that summed it up, "...there is nothing about a caterpillar that tells us it will one day be a butterfly..." Until you experience a successful container project, it's very difficult to envision, but as time passes and more and more projects are completed, it will become a norm, and increasingly people will recognize the inherent attractiveness of an object that performs a specific function so well and so efficiently.

**Team FotoFiction:** You've seen the FRATE proposal. In your opinion, what is needed to persuade city leaders of the value in green-lighting such a project?

**Peter DeMaria:** The answer to that is easy – get us on board with Team FotoFiction! – and the reasons are several:

- We've been on the cutting edge and pioneering container based projects with successful results since 2006.
- We have a track record of success with city planning and building & safety departments and we've been credited with creating the first code compliant container based structure under the National/Uniform Building Code.
- We respect the rules in place and work with governing agencies, and

## Peter DeMaria Interview

the general public, to reach their comfort level – each community is different and while the containers grab all the headlines, the process and final results are all about people.

- We bring a group of designers and fabricators with a wealth of knowledge and experience that differentiates our projects from others. Our containers are arranged and detailed sensitively for human use. We're not interested in glorifying the container as a metal box, but we are thrilled with the idea of creating successful urban spaces and buildings with them – the containers are a means to an ends.
- Lastly, we're genuinely "pumped up" about the potential of FRATE. In urban settings, such projects become the catalysts for revitalization and reinvesting in neighborhoods. Contributing to the fabric of a city is a significant responsibility – generations to come will be impacted by our design decisions – and we take this role very seriously.

**Team FotoFiction:** You're the driving force behind the Logical Homes – Packaged Architecture™ (⊕) brand, offering progressive housing solutions at a compelling price. Its mission is to provide a home for every person, and family, on the planet. It's also close to your heart.

**Peter DeMaria:** The primary reason people experience homelessness is because they cannot find housing they can afford. Billions of people live without adequate housing. We as architects have an obligation to utilize our knowledge and design prowess to improve the quality of life for as many people as possible – across the globe. Our development and design solutions with the ubiquitous container have become the vehicle by which we pursue our vision. 📍

*DeMaria Design Associates is a creative and innovative design firm, offering architecture, planning, branding and interior design services along with General Contracting/Construction and Product Fabrication. Professing an environmentally conscious approach to design, our studio has been fortunate to be recognized for spearheading the advancement and development of Shipping Container based Architecture.*



## Marketing FRATE

***“FRATE will be newsworthy and attract the attention of the media.”***

Other cities have constructed shipping container retail/entertainment venues, but none have shown the vision Hartford will bring by making FRATE a reality.

FRATE will be the first of its kind worldwide: totally new and sustainable urban neighborhoods made from re-purposed shipping containers, dedicated to promoting start-ups and entrepreneurs, featuring retail and entertainment, townhouses, small space apartments and pedestrian-friendly open space.

The very fact that FRATE will be unique and so culturally and economically relevant will make it a great marketing story. Everything about FRATE will be newsworthy. The buzz alone will generate publicity and attract the attention of the media.

Consequently, a very big part of the FRATE marketing effort will come in the form of social media. Online blogs, Twitter, Facebook and locally generated news stories will work together to spread the word. Once the concept catches fire locally, PR experts will push the story to national media sources. There really is no limit to the marketing power of FRATE.



### A Long Range Vision

Part of the FRATE marketing plan is to look to the future. How can this concept help other cities' renewal efforts, and how can Hartford benefit from that?

The Hartford FRATE transformation will be photographed and video recorded. This documentation will be used to generate interest from other cities both within Connecticut and beyond that are eager to hire the Hartford companies that made FRATE a reality.

### Marketing Expenditures

Funds initially would be dedicated to PR and sales promotion materials to showcase “the idea” and to emphasize the practicality and beauty of these re-purposed shipping containers. The primary goal of the initial level of marketing is to prove the concept and instigate interest and trial for both the commercial and residential units.

It is anticipated that additional marketing dollars would be used to promote the great story of “manufacturing returns to Hartford.” While no manufacturing renaissance is expected to occur, the very notion that Hartford has found a way to repurpose existing former manufacturing sites and in the process return even a small amount of manufacturing jobs to the Capitol city, is a story unto itself.

While it is premature to quote a specific marketing budget, we anticipate that it would require a budget in the mid-six figures for 2015.

Marketing materials would include:

- Website
- Billboards
- Public relations
- YouTube videos
- Brochures
- Social media
- Radio/TV
- Blogs

### The “FRATE” Name

We considered a variety of possibilities when thinking about what to call our initiative. Obviously, we settled on FRATE. This stylized version of “Freight” not only alludes to the origins of the modified shipping containers, it’s also hip, ownable, and already part of the Millennial vernacular — defined by the Urban Dictionary as “friend date.” We like the upbeat and sociable connotations of that. Due diligence suggests that names should be focus group tested, but we believe FRATE is a winner. 🏆



## What Will FRATE Cost?

A breakdown of design and construction costs are provided in the accompanying graphics. We are using our proposed South Green project as an example. You'll find a detailed description of this project in the "Neighborhoods" section of this presentation.

One graphic illustrates costs if the project were to be designed and built using conventional construction methods. The other illustrates the cost savings that would be achieved by constructing the project using repurposed steel shipping containers.

Cost isn't the only advantage container construction has over traditional methods.

Container-built structures typically allow for shorter construction schedules, and they're stronger and more durable than wood frame construction. They're also resistant to fire, mold, and termites, inherently watertight and made of heavy-gauge steel, a material meant to last centuries. 

### Conventional Development

#### Hard Costs

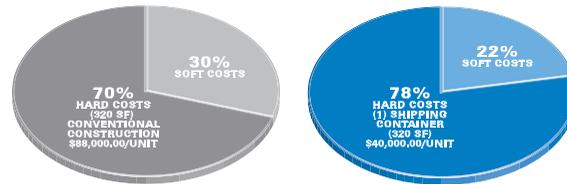
(54) Containers/Building @ \$88,000.00/Unit = \$4,752,000.00 x (4) Buildings = \$19,000,000.00

(4) Elevators @ \$60,000.00 each = \$240,000.00

Total Construction Cost = \$19,240,000.00

#### Soft Costs

(Permits, Overhead, Contingency, Insurance, Profit and Professional Fees = \$8,200,000.00)



### Container Development

#### Hard Costs

(54) Containers/Building @ \$40,000.00/Unit = \$2,160,000.00 x (4) Buildings = \$8,640,000.00

(4) Elevators @ \$60,000.00 each = \$240,000.00

Total Construction Cost = \$8,880,000.00

#### Soft Costs

(Permits, Overhead, Contingency, Insurance, Profit and Professional Fees = \$2,683,000.00)

Conventional Construction Costs			
Division/Item	Description	Cost/SF	Percentage
01000	General Requirements	\$22.00/SF	8.00%
02000	Sitework	\$52.00/SF	19.00%
03000	Concrete	\$13.00/SF	4.00%
04000	Masonry	NA	NA
05000	Metals	\$30.00/SF	9.00%
06000	Wood & Plastics	\$5.00/SF	2.00%
07000	Thermal & Moisture Protection	\$19.00/SF	7.00%
08000	Doors & Windows	\$10.00/SF	3.00%
09000	Finishes	\$38.00/SF	14.00%
10000	Specialties (Remediation)	NA	NA
11000	Equipment	NA	NA
12000	Furnishings	NA	NA
13000	Shipping Container	\$33.00/SF	12.00%
13900	Fire Suppression	\$5.00/SF	2.00%
14000	Conveying Systems	\$60,000.00/ea.	\$60,000.00/ea.
15400	Plumbing	\$8.00/SF	3.00%
15700	HVAC	\$20.00/SF	7.00%
16000	Electrical	\$20.00/SF	7.00%
40'-0" Container		\$275.00/SF x Unit 320SF = \$88,000.00	
(4) Elevators		\$240,000.00	
Park Street and Main Street: 54 containers x 4 buildings =		\$19,000,000.00	
		\$19,240,000.00	
Soft Costs			
A	Building Permit		City of Hartford Schedules
B	Overhead	\$2,715,840.00	12%
C	Contingency	\$2,263,200.00	10%
D	Liability Insurance	\$226,320.00	1%
E	Construction Profit	\$1,471,080.00	6.50%
F	Professional Fees	\$1,471,080.00	6.50%
<b>Total Project Cost</b>		<b>\$27,320,000.00</b>	

## What Will FRATE Cost?

Shipping Container Construction Costs: 20'-0" Shipping Container, 190 SF   40'-0" Shipping Container, 380 SF			
Division/Item	Description	Cost/SF	Percentage
01000	General Requirements	\$15.00/SF	12.00%
02000	Sitework	\$36.25/SF	29.00%
03000	Concrete	\$5.00/SF	4.00%
04000	Masonry	NA	NA
05000	Metals	\$4.00/SF	5.00%
06000	Wood & Plastics	\$2.50/SF	2.00%
07000	Thermal & Moisture Protection	\$2.50/SF	4.00%
08000	Doors & Windows	\$2.50/SF	2.00%
09000	Finishes	\$5.00/SF	6.00%
10000	Specialties (Remediation)	\$8.00/SF	6.50%
11000	Equipment	NA	NA
12000	Furnishings	NA	NA
13000	Shipping Container	\$15.00/SF	12.00%
13900	Fire Suppression	\$2.50/SF	2.00%
14000	Conveying Systems	\$60,000.00/ea.	\$60,000.00/ea.
15400	Plumbing	\$2.50/SF	2.00%
15700	HVAC	\$8.75/SF	7.00%
16000	Electrical	\$8.75/SF	7.00%
40'-0" Container		\$125.00/SF x 320SF = \$40,000.00	
(4) Elevators		\$240,000.00	
Park Street and Main Street: 54 containers x 4 buildings =		\$8,640,000.00	
		\$8,880,000.00	
Soft Costs			
A	Building Permit		City of Hartford Schedules
B	Overhead	\$854,265.00	12%
C	Contingency	\$711,888.00	10%
D	Liability Insurance	\$71,888.00	1%
E	Construction Profit	\$462,727.00	6.50%
F	Professional Fees	\$462,727.00	6.50%
<b>Total Project Cost</b>		<b>\$11,443,000.00</b>	

## Building, Fire and Health Codes

There is precedence in Connecticut for using shipping containers as habitable space. These projects include a single family home, a duplex and an apartment building. Below is a formal interpretation from the office of the State of Connecticut Building Official regarding building with shipping containers:

### STATE BUILDING CODE INTERPRETATION NO. I-04-10

March 16, 2010

The following is offered in response to your letter dated March 3, 2010 in which you seek a formal interpretation. This question would apply to Section 105, of the 2003 International Building Code portion of the 2005 State Building Code.

**Question 1:** "Do shipping containers require a permit?"

**Answer:** No.

**Question 2:** "If a permit is required should we require structural calculations to verify the containers will meet the floor, wind and snow loads?"

**Answer:** See answer to Question 1.

**Question 3:** "Would a means to open the door from the inside of the container be required?"

**Answer:** See answer to Question 1.

**Question 4:** "Would a permit for the shipping container be required if the container is going to be occupied, such as a wood shop, garden shed, etc?"

**Answer:** Yes, a building permit is required if the shipping container were being used as a building with habitable space, or an occupiable space such as a woodworking shop."

A code book for shipping containers used for residences and businesses is being developed by the Intermodal Steel Building Units Association (click ⊕ for details). The book is beginning to circulate to municipalities across the United States, but is not a standard yet. 📖

# Epilogue



## Revisiting the Original FRATE Concept

In Phase One of the SC2 Challenge we looked at a site in the North End, but later learned this site was spoken for as part of the development planned for the area around the new minor league ballpark.

Following is a brief recap of that proposal. Should current plans for the site fall through, we believe this recommendation would be worthy of revisiting as a lower cost and more economically dynamic alternative to traditional development.

### The Phase One Concept

Our original plan called for creating an entire urban community, where people would live, work, dine and shop in a dynamic, trendsetting environment constructed entirely of modified shipping containers.

We envisioned an energized and eclectic new neighborhood that could grow into Hartford's answer to New York's Soho or Greenwich Village. A magnet for young professionals, entrepreneurs and visionaries who would fuel Hartford's future, as well as a compelling destination for visitors.

### Making Downtown Hartford Whole

Think of downtown Hartford in terms of five parts. Four of them — Central Core, West, South, and East — all have signature landmarks and attractions. A multitude of bistros, restaurants and drinking establishments are interspersed throughout these areas.

The North End, however, has nothing, unless you count the Xfinity Theater (seasonal) and Hartford Boathouse, neither of which are within practical walking distance.

The proposed FRATE site, bordered by North Chapel, High Street and Ann Uccello Street, is the logical location for a North End multi-use development. Situated between the new Hartford Public Safety Complex and the planned ballpark, the FRATE site can connect to the central business district via a pedestrian bridge to the Metro Center Garage.

The proposed baseball stadium is a step in the right direction, but a seasonal sports venue alone won't have a transformative impact on the North End of Hartford.

What the North End needs is a 24/7 live/work/play environment that serves as both a home for its residents and a popular destination for visitors. What the North End needs is FRATE. ■

***“An urban community of start-ups and entrepreneurs,  
where people will live, work, dine and shop  
in a dynamic, trendsetting environment  
constructed entirely of modified shipping containers.”***

## Letters of Recommendation



April 13, 2015

RE: FRATE  
SC2 Challenge Competition  
Team FotoFiction  
Hartford Economic Development  
Hartford, CT 06106

On behalf of the Parkville Business Association we would like to lend our support to the FRATE concept as presented in their Phase One Brochure. Repurposing shipping containers to provide affordable housing and incubator space is very creative. We can see that this type of construction can be used not only in the Parkville section of Hartford but in many of the other neighborhoods in the city. There are many vacant parcels of land that could benefit from this concept for a number of small and large ventures ranging from entrepreneurial endeavors to a mixed use project of housing, mercantile and business.

Sincerely,

Florencio A. Vargas  
President, Parkville Business Association

Parkville Business Association, 56 Arbor Street, Hartford, CT 06106 Tel. 860-785-4326  
www.parkvillebusinessassociation.com info@parkvillebusinessassociation.com



4.16.15

Bill Hinchliff  
I.P.M.E.  
17232 S. Figueroa  
Gardena, CA 90248

To Whom It May Concern;

I recently had the pleasure to meet Frank Marchese of Team FotoFiction at our Gardena, California location where we discussed FRATE's vision for the city of Hartford and it's residents. The FRATE concept of filling the gaps of urban blight with an affordable plan of housing and office space, is a unique approach in development of the future for our cities.

IPME (International Port Management Enterprise) is the leading global container retail provider and building developer specializing in modifying these units for commercial and residential use. We welcome the opportunity to share our expertise in the rebuilding of Hartford's neighborhoods.

Best Regards,

Bill Hinchliff-CEO  
IMPE Worldwide



IPME Corp.  
17232 S. Figueroa St.  
Gardena, CA 90248.

Phone: (310)420-0027  
Fax: (714)277-4498  
E-mail: bill@goipme.com  
Website: www.goipme.com

## Orlando Sentinel

Nancy Meyer  
Publisher & CEO  
Orlando Sentinel Media Group  
633 North Orange Ave  
Orlando, FL 32801

RE: FRATE-- SC2 Hartford Challenge  
Team FotoFiction, Hartford, CT

Selection Committee Members;

As cities across America try to grow its tax base, FRATE's innovative approach of using re-purposed shipping containers to create a new urban dynamic where people will live, work, dine and shop, needs your consideration. A city and its businesses who are positive thinkers will look to take advantage of critical mass market trends. FRATE's concept does this.

It provides solutions to affordable small space living for young professionals; creates attractive townhouses for empty nesters; gives smaller retailers the "right" size footprint which is surely lacking in downtowns across America; and provides office space solutions to start-up businesses the ability to grow. All this while being eco-friendly, utilizing recycling and reclaiming as key elements in FRATE's concept.

I recently accepted a new position in Orlando, Florida as the Publisher of the Orlando Sentinel. Prior, I served as the Publisher of the Hartford Courant and had lived in Hartford for over 9 years, a place I still consider home, if only part time. I still own a home in this very historic, ever changing city and am deeply committed to the success of Hartford. FRATE's thinking, unconventional and unique, can be the game changer the city of Hartford needs.

*Nancy Meyer*

## Letters of Recommendation

**Roger B. Dickinson**  
2051 Weed Road  
Torrington, CT 06790

April 20, 2015

SC2 Challenge Competition  
Hartford Economic Development  
Hartford, CT 06106

RE: FRATE by FotoFiction

Ladies and Gentlemen;

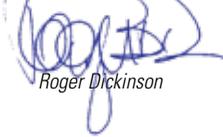
FRATE's concept using shipping containers for the purpose of community development is an elegant idea. Their proposal is worthy of serious consideration as it is a fresh, practical approach to establishing pocket neighborhoods to enhance the City of Hartford.

I've known Frank Marchese, a principal of FRATE, for many years and have followed the development of this idea since its conception. FRATE is a solid plan. What I enjoy most is that this idea fits well with constructing niche areas that one would find exciting and business friendly yet represent a physical "social network" living situation.

FRATE creates tight groupings of people, especially those in the millennial demographic. You can easily visualize the aura that a FRATE community represents. Frank and I have even discussed how once implemented this idea has legs that take it beyond today's concept. We're confident it would ultimately excite firms like Apple, Google, Amazon and Facebook and others that represent fresh commercialization and social models.

Besides my business career in Connecticut, I've served on many local, state and national government boards — all of which would see excitement in FRATE.

Sincerely yours,



Roger Dickinson



April 3, 2015

To whom it may Concern:

I have worked with DeMaria Design Architects on several projects starting in 2003 when I hired them to design and build my custom home in Manhattan Beach, CA. DeMaria Design interviewed for the job as well as several other Architects. Peter DeMaria stood out amongst his peers as one who not only understood the entire design and build process but also had a great deal of insight on understanding and interpreting my needs as a client.

Not only did Peter DeMaria design and build my home at 3316 Crest Drive, Manhattan Beach, CA 92066. He seamlessly took care of every aspect of the build; from drawing approvals, plan checks with the city planning department, parking permits for the workers, working with the Engineers, etc. In a coastal community like Manhattan Beach this is no small task. Many of my friends who also built in Manhattan Beach were delayed by days, weeks, even months. DeMaria Design and his team took care of all the behind the scenes permits and approvals with little to no delay.

In addition to developing a spectacular design and recognizing his ability to oversee a building project in a timely fashion I think Peter DeMaria's most valuable asset are his people skills. People genuinely like Peter and want to work with him. His passion for his projects is endless. This is infectious to those around him. The way he handled steel fabricators, various inspectors on the job, plumbers, framers, etc., was amazing. In California getting guys to show up on the job is hard enough but Peter could not only get them to the site, he could get them to do their best work and keep them under budget.

7074 Crystalline Drive, Carlsbad, CA 92011 • 760-405-7060

I am a small business owner myself and I can tell you personally these attributes (in one person) do not come around very often. A perfect example of his dedication to his clients was seen when he was building my house in Manhattan Beach he was also building his own families house. Coincidentally his wife was about 8 months pregnant at the end of the build and the pressure was on. He busted his butt and got us both in our houses by the deadline. This is the type of personal dedication I have grown to know and love about DeMaria Design.

I believe that DeMaria Design would be a very valuable addition to any design team or construction project.

Sincerely,

*Brion Patt*

Brion Patt  
President – Aviation Management, LLC.  
Office/Fax: 1-760-448-6137  
Mobile: 1-760-405-7060  
Brion.Patt@aviation-mgmt.com

7074 Crystalline Drive, Carlsbad, CA 92011 • 760-405-7060

## Links to Related Projects

Follow these links to see repurposed shipping containers in use across America and around the world.

[London's BOXPARK](#)

[Newark, NJ Condo](#)

[101 Uses for Shipping Containers](#)

[Shipping Container Retail](#)

[Shipping Container Grocery - Seattle](#)

[Motorola Shipping Container Store](#)

[Starbucks Shipping Container Drive-Thru](#)

[SPECIALIZED Bike Trade Show Booth](#)

[PUMA CITY Shipping Container Building](#)

[Amsterdam and Cities Worldwide](#)

[Shipping Container Micro Apartments](#)

[Shipping Container Homes](#)

[Shipping Container Homes in Thailand](#)



***“...innovative strategies that spur Hartford’s economic growth...that deliver local, feasible, and sustainable economic development solutions.”***

— SC2 Web Site

We hope this proposal has demonstrated that the FRATE team has a keen grasp of the issues that face the City of Hartford and its struggling neighborhoods.

We also hope the judges recognize that the FRATE concept is ideally suited to address these issues.

This proposal should leave no doubt that FRATE is feasible, sustainable and unquestionably innovative, and by its very nature is uniquely qualified to drive economic revitalization at the local neighborhood level.

There was a time after the American Civil War when Hartford was the richest city in the United States. Today, Hartford is among its poorest. Mark Twain once wrote, “Of all the beautiful towns it has been my fortune to see, this is the chief.” Our city is only as strong as its communities. Let’s put Hartford on the path to becoming the wealthy city it once was.



*“Apple was born in a garage in Los Altos, California.  
Dell Computers started in a college dorm room in Austin, Texas.  
Who knows what game-changing idea might someday  
emerge from a shipping container in Hartford, Connecticut?”*

— Frank Marchese  
Team FotoFiction