

The logo for FRATE, featuring the word "FRATE" in a bold, white, sans-serif font inside a white rectangular box with a 3D effect, set against a red background.

FRATE

STRONG CITIES, STRONG
COMMUNITIES CHALLENGE
SC2 HARTFORD
TEAM FOTOFICTION
9-22-2014



**THINK
INSIDE
THE BOX**

For those of us in the business of innovation, it's our mantra. *Think outside the box.*

Because we understand that unconventional success isn't born of conventional thinking.

We realize that truly game-changing, outside-the-box ideas often emerge from the most

unexpected places. Even, as our presentation will demonstrate, from inside a box. What

you're about to see is one such game-changing idea. A first-of-its-kind concept that's

based on proven, sustainable methodologies and is fully actionable right now. An idea

that can make Hartford a model for entrepreneurship, as well as economic and urban

revitalization, across the country and even around the world. Before we begin, we want

to pause and thank the SC2 Hartford Challenge committee for this opportunity to share

our vision. And now, please join us as we journey "inside the box."

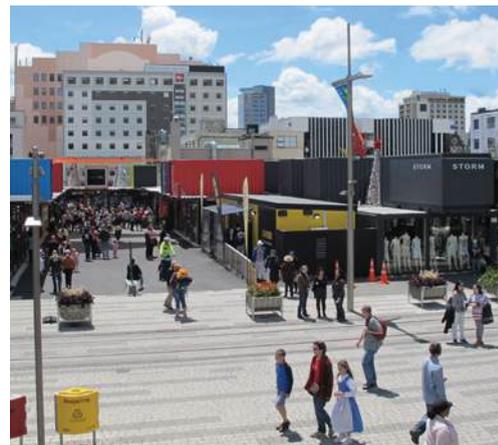
HERNIMET



TABLE OF CONTENTS

What is FRATE?	2
Executive Summary	4
Why Modified Shipping Containers?	6
FRATE for Retail and Restaurants.	8
FRATE for Micro Offices.	9
FRATE for Micro Apartments	10
FRATE and The Millennials.	11
FRATE will be a People Magnet	13
FRATE will Create Jobs	15
FRATE will Spawn Other Opportunities	17
The Case for FRATE is Compelling	21
The Location for FRATE Is Ideal	23
Marketing FRATE	31
Logistics.	33
Who is Team FotoFiction?	35
Links to Similar Projects.	37

[Return to Table of Contents](#)



What Is FRATE?



It's a unique mixed-use urban neighborhood made up of residential, office, retail and entertainment space, all created from modified shipping containers.

Clustered together these boxy units will provide:

- Small space living to young professionals
- Small office space solutions to start-up businesses
- Retail stores to showcase niche products and alternative shopping options
- A new restaurant and entertainment vibe north of downtown where people will connect with each other.

The concept of recycling shipping containers is innovative and cutting edge, but it's not unproven. From New York to New Zealand, Amsterdam to Australia, London to Seattle, shipping containers are being used successfully for a variety of new purposes.

FRATE takes the concept a quantum leap further — to create an entire urban community, where people will live, work, dine and shop in a dynamic, trend-setting environment constructed entirely of modified shipping containers.

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 and to the city in general.

Imagine the FRATE Experience

Imagine a working couple attracted to the cultural life of the city, living in their shipping container townhouse.

"An urban community of start-ups and entrepreneurs, where people will live, work, dine and shop in a dynamic, trend-setting environment constructed entirely of modified shipping containers."

What Is FRATE?



Imagine live-in/work-in micro apartments where young professionals are pursuing their entrepreneurial enterprises. Imagine dormitories housing local college students.

Imagine retail/entertainment start-up businesses added to the fabric of the FRATE community. That's the beauty of the concept. Whatever you can imagine, FRATE can become.

What's Ahead

On the following pages we'll describe the economic strategy behind FRATE in more detail, along with how Hartford will ben-

efit from a return on its investment and why this cutting-edge idea is both practical and needed for our city.

We'll talk about the unique economic challenges facing Millennials and why this generation embraces community-minded initiatives. We'll look at their place in shaping Hartford's future, and how FRATE can be a catalyst in the process.

We'll show you how FRATE will bring manufacturing jobs back into the North End, not only from the FRATE build-out, but also from the potential of re-purposing shipping containers for other markets. ■



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.

“FRATE offers Hartford an affordable, creative and forward-thinking way to retain and attract young professionals.”

The Location

The site(s) identified herein to the north of I-84 would be a prime location for FRATE for a number of reasons:

- The land is underdeveloped
- Establishment of a connection to the city to the south
- Exposure to the highway passerby
- Proximity of the Public Safety Facility
- Proposed location of the new ballpark stadium

The rationale behind this recommendation is discussed more fully in a later section of this presentation.

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.

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.

The intent is to create an environment similar to Blue Back Square in West Hartford, Soho or Greenwich Village in NYC, and Bay Village in Boston to name a few — a dynamic and synergistic live/work/play environment that will become a magnet for young professionals.

Corporate participants can create portable displays/exhibits that promote products and services, while doubling as a springboard

Executive Summary



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

Hartford has a rich history of innovators who called Hartford home: Mark Twain – Writer; JP Morgan – Financier, banker, philanthropist; Samuel Colt – Inventor; Thomas Hooker – Founder City 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 Rock Cats), 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. ■



Why Modified Shipping Containers?



Modified shipping containers are containers that have been decommissioned and turned into unconventional 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 60% 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% as well.

...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. Clustered together in a multi-use environment, they'll give Hartford an innovative way to transform a decaying landscape into a highly marketable destination hot spot. ■

"Building with containers is 60% less expensive on average than conventional brick-and-mortar construction."



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.

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 negotiating leases and tax abatements with large anchor stores.

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.

The retail and restaurant opportunities with FRATE are virtually limitless. **■**

Retail and Restaurant

Food and Beverage

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

Other

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

Clothing and Accessories

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

Flea Market (on site selected weekends)

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

FRATE for Micro 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 micro offices will create a community of entrepreneurs, where like-minded professionals are clustered together, feeding off the energy and pursuing their dreams without the crushing burden of high operating costs.

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



FRATE for Micro 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.

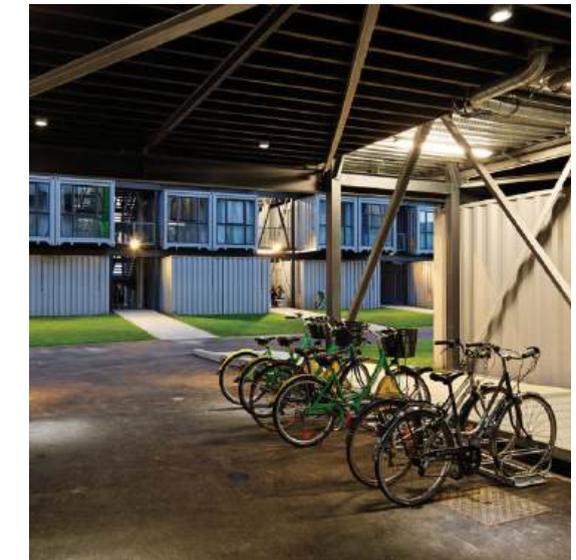
In other words, people who are ideal candidates for FRATE micro apartments constructed from modified shipping containers.

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 micro apartment, which may rent in the neighborhood of \$500 or less.

For what they give up in space, FRATE micro apartment dwellers will enjoy communal amenities such as a lobby, laundry room and roof top deck 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 micro apartments can be the key to attracting them — the perfect complement to merge into the FRATE framework of micro offices, small retail, restaurants, grocers and more. 



FRATE and 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 micro 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 slated for construction nearby. 📍



FRATE will be a People Magnet



Is Hartford a destination city? Culturally it is. Hartford is home to the Wadsworth Athenaeum, 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.

All of these destinations are located south of I-84. What does the North End have?

Aside from the Xfinity Theatre located in the Meadows, nothing yet. Because of the minor league ballpark slated for north of I-84, developers are now coming forward with proposals to construct office, residential and retail on most of the land near the proposed stadium.

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 turn North End parking lots into a vibrant area?

What downtown Hartford is missing is 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 North End.

There is an alternative, however, that will work. It's called urban regeneration, and it's what the FRATE proposal is all about.

FRATE will build and develop an urban neighborhood that serves as a gateway to the North End of Hartford. The area will incorporate a business incubator/retail district that appeals to startup businesses, stage 2 businesses, and entrepreneurship.

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

FRATE will Create Jobs



In addition to employment created by the development of the site itself, the FRATE project will spawn a multitude of related jobs:

- Engineering, remanufacturing and assembly of cargo containers for retail, food service, entertainment, residential and business uses.
- Expansion of infrastructure to link the North End to the central business district to the south. This could include expansion of the I-84 tunnel to the west

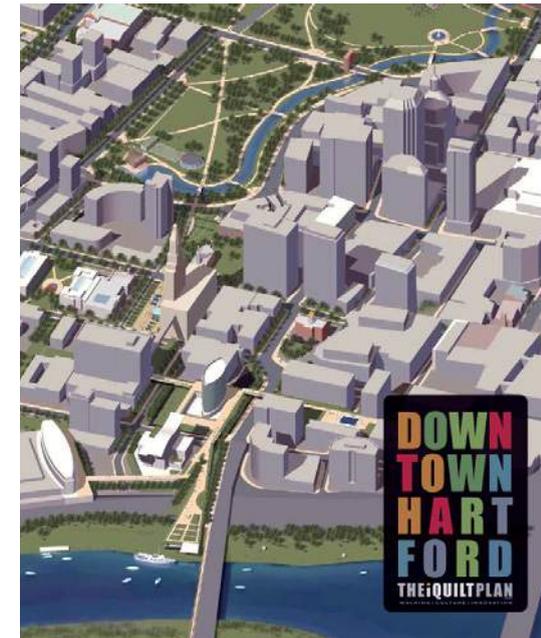
and/or construction of pedestrian bridges — possibly one built with shipping containers and tied to Metro Center's Parking Garage.

- Integration of the iQuilt theme, CT Fast Track, Front Street and Park Street projects with the FRATE Site and the new ball park.

The flexibility of the FRATE concept opens up opportunities for installations in other Connecticut towns and cities as well. 📍



“In addition to employment created by the development itself, the FRATE project will spawn a multitude of related jobs.”



FRATE will Spawn Other Opportunities



FRATE would be an attractive enterprise zone for the development of ultra high-speed broadband access.

Beyond the FRATE project itself, the flexible and modular nature of repurposed shipping containers makes them adaptable to a wide variety of other uses.

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.

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. ■

"A small Target shipping container store is a concept whose time has come and fits nicely into a city landscape."





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 micro apartments and micro offices to go along with retail and entertainment. It will become an urban destination — people going somewhere to get something.

Within walking distance of central downtown, office workers can walk or ride the shuttle to

FRATE 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 a permanent home to creative entrepreneurs and the perfect gateway to complement our city's ethnic diversity and extend the downtown north of the city.

"Put all of it together and you've created a unique urban destination showcase."



The Location for FRATE is Ideal



Think of downtown Hartford in terms of five parts:

Central Core: Anchored by the XL Center, home to UConn basketball and Wolfpack hockey; also the site of Capitol Community College.

West: The city's original entertainment district. Home to Union Station, where Amtrak, bus companies and (soon) CTFast Track funnel passengers into and out of the city.

South: Home to the Bushnell Theater, Bushnell Park and the State Capitol complex.

East: Here you'll find the CT Science Center, CT Convention Center, the new Front Street entertainment district, and soon the campus of UConn-Hartford.

A multitude of bistros, restaurants and drinking establishments are interspersed throughout these areas.

Which brings us, finally, to the North End. What's there in the way of attractions? Nothing, unless you count the Xfinity Theater (seasonal) and Hartford Boathouse, neither of which are within practical walking distance.

Cut off from the central core by Interstate 84, the long neglected North End has been the step-child of downtown Hartford. It's time for that to change.

Making Downtown Hartford Whole

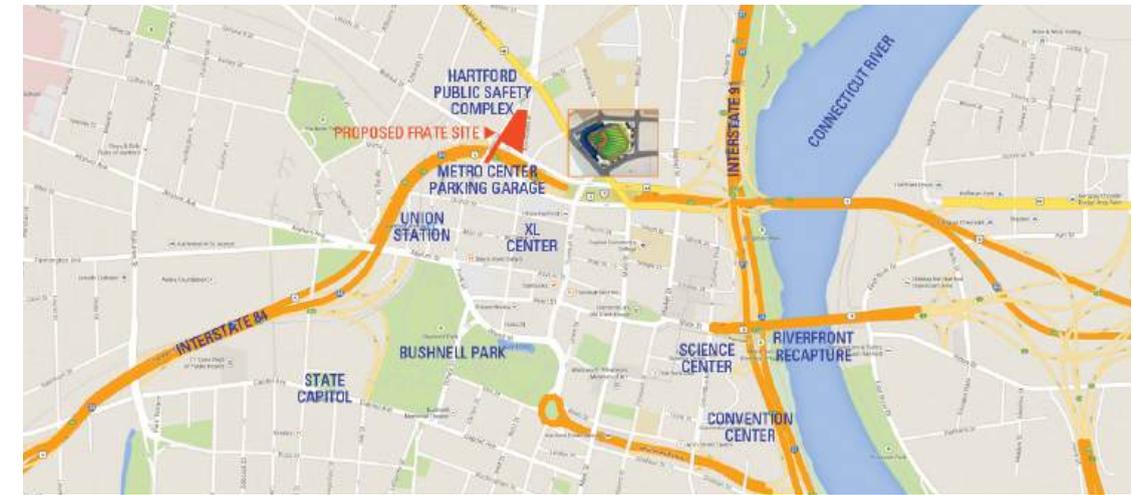
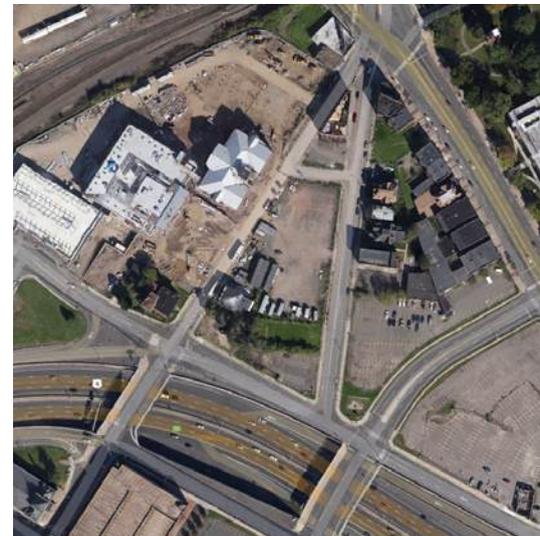
The proposed site for FRATE, bordered by North Chapel, High Street and Ann Uccello Street, is the logical location for a North End multi-use development.

Bordered by the new Hartford Public Safety Complex to the west and a new minor league ball park slated for construction two blocks east, 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. 



Proposed development in relation to other downtown destinations



Proposed site for development



HARTFORD
PUBLIC SAFETY
COMPLEX

PROPOSED FRATE SITE

METRO CENTER
PARKING GARAGE

UNION
STATION

XL
CENTER

BUSHNELL PARK

STATE
CAPITOL

SCIENCE
CENTER

RIVERFRONT
RECAPTURE

CONVENTION
CENTER

INTERSTATE 91

CONNECTICUT RIVER

INTERSTATE 84



View west from Ann Uccello Street



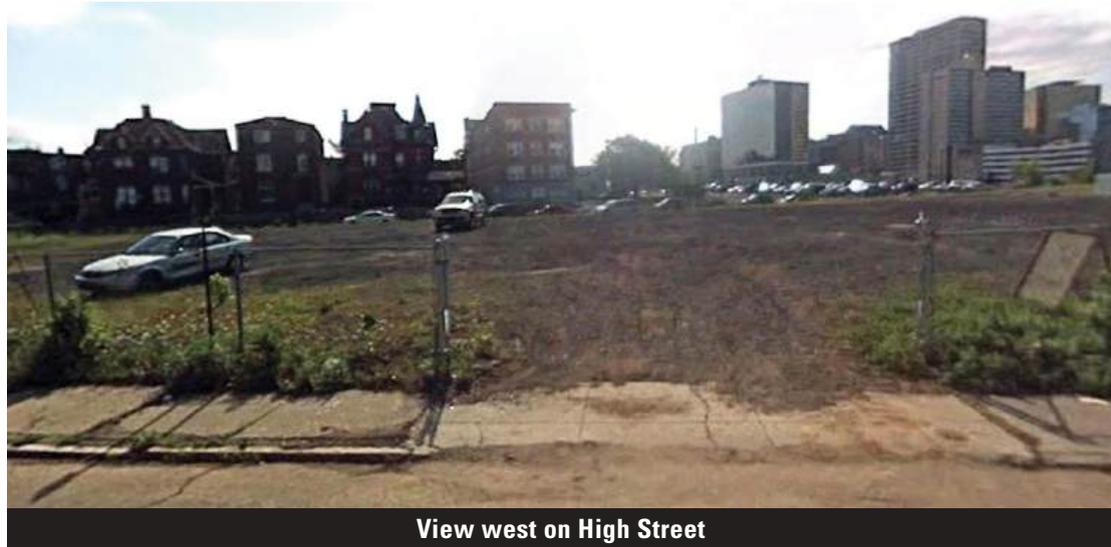
View northwest from the intersection of Ann Uccello Street and Chaple Street North



View south on Ann Uccello Street



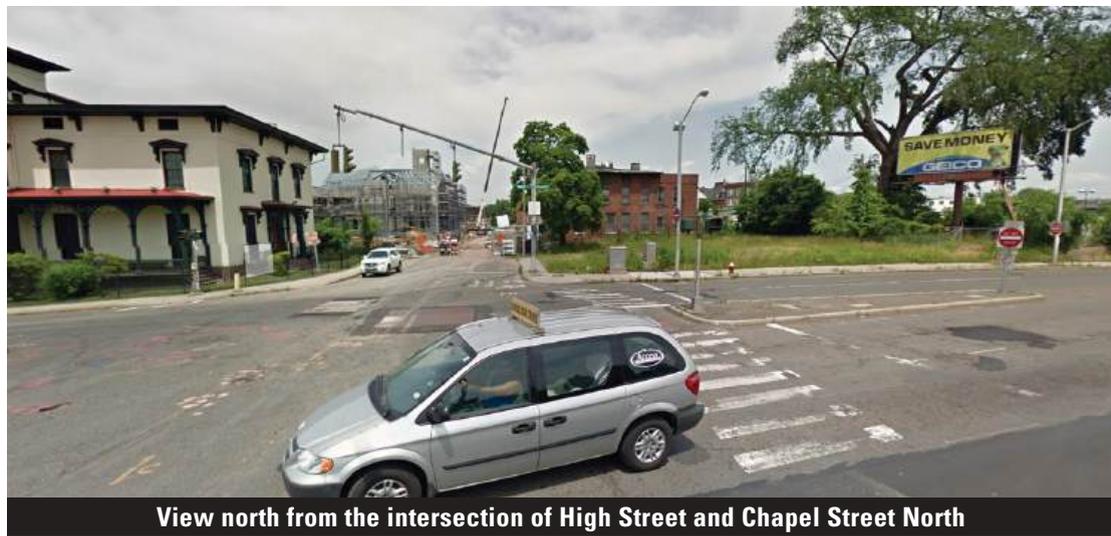
View north from the intersection of Ann Uccello and Chapel Street North



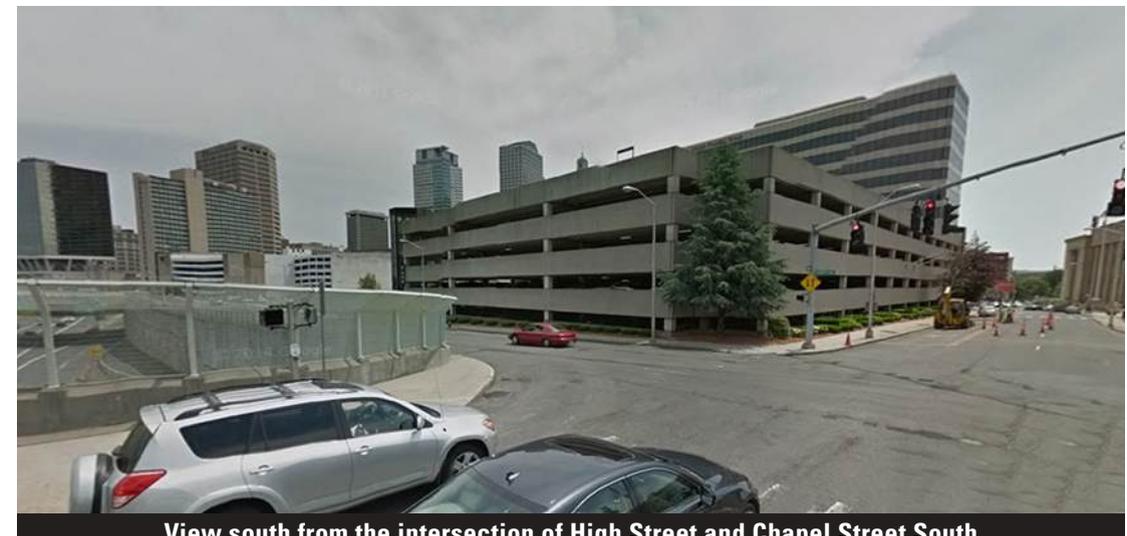
View west on High Street



View southeast from the intersection of Pleasant Street and Chapel Street North



View north from the intersection of High Street and Chapel Street North



View south from the intersection of High Street and Chapel Street South



“The very fact that FRATE will be unique and so culturally and economically relevant will make it a great marketing story.”

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

FRATE will be the first of its kind worldwide: a totally new and sustainable urban neighborhood made from re-purposed shipping containers, dedicated to promoting start-ups and entrepreneurs, featuring retail and entertainment, townhouses, micro 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.



The “FRATE” Name

We considered a variety of possibilities when thinking about what to call our proposal. Drawing inspiration from London’s BoxPark, we considered names such as “Boxboro” and “Boxbridge” (as in, bridging the North End with the CBD).

How about geographic acronyms? New York has its “SOHO” (South Of HOuston), perhaps we should have “NEHO” (North End of HartfOrd) or “NOTI” (North Of The Interstate), to cite just a couple of many possibilities.



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

“Everything about FRATE will be newsworthy. The buzz alone will generate publicity and attract the attention of the media.”

Obviously, we settled on FRATE. This stylized version of “Freight” is not only hip and ownable, it’s also 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. ■

Logistics



Organizational Structure

The development of the site and buildings would be undertaken by a local developer working with the City of Hartford. By utilizing a local organization there is a sense of ownership and commitment to the success of the project as well as connections to local construction personnel.

The architectural management, marketing of potential businesses and interface with utilities and governmental agencies would be undertaken by Team FotoFiction, whose responsibilities will also include creation of marketing materials, branding, architectural and interior design, site design, engineering and the implementation of social media.

Manufacturing will be developed by the developer and Team FotoFiction utilizing the local workforce. Coordination with other entities already established outside the Hartford Metro Area would be incorporated where feasible. By working with companies that are already established it will allow for a more expeditious implementation of the project. It will also give the Team time to establish a local manufacturing process. ■

Manufacturing Sites

The most economical option is to have everything done at one location. In looking at the real estate available in the City of Hartford there are several possibilities:

104 Ledyard Street – 4.80 acres; 17,000 square feet; ceiling 14'-0" above finish floor

540 Flatbush Avenue – 3.07 acres; 41,727 square feet; ceiling 14'-0" above finish floor

Homestead Avenue – .86 acres; 29,952 square feet; ceiling 12'-0" above finish floor

75 Locust Street – .68 acres; 23,485 square feet; ceiling 18'-0" above finish floor

51 Homestead Avenue – 65,360 square feet; ceiling 20'-0" above finish floor



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. 📧

Tel: 860.232.4417 | frank@fotofiction.com



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. 📧

Tel: 860.232.0063 | scott@fotofiction.com

Who is Team FotoFiction



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. 📧

Tel: 860.570.0869 | jkb@bostwickarchitects.com



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 not-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. 📧

Ldavis385@gmail.com

Links to Similar Projects



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

[BOXPARK](#)

[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](#)





FINIS