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Centerplan Development Co. constructing new 120,000 s/f Carvel Corp. world HQ

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Centerplan Development Company is constructing the brand new Carvel Corporation world headquarters in New Britain. The project, set for completion in the spring of 2008, is a 120,000 s/f plant on Booth and Myrtle Sts. in the downtown area known as the Smart Park. The site will include administrative offices, food production space and deep-frozen storage, and allow the company to make its traditional cakes as well as new gourmet desserts. The facility will become the main distribution and storage center for Carvel Corporation.

Centerplan and the city of New Britain worked with the state of Connecticut utilizing its clean-up program to remediate this brownfield site. Mayor Timothy Stewart has called it "a key component of the city's economic vision and revitalization." Before the city was approached about the project, the site sat vacant for over 10 years.

The challenges for Centerplan were not just the clean-up of the site. The building required a 45,000 s/f deep-freeze storage room which will be kept at -25 degrees year round. Special insulation and temperature control for the floor were put in place to help the room maintain this temperature even if the power were to fail during a storm and to also prevent the cold from penetrating the adjacent administrative offices. The state of the art cake making and decorating room of the building will allow for easy clean-up with a specialized cleaning system and sloped floors for collection. Many aspects of the building were unique in design and Centerplan has successfully met all challenges with tremendous success and turn-around time.

When completed, the site will spread over roughly ten acres and provide abundant parking for employees and visitors. A shipping and receiving area, accessible from Myrtle St., will provide safe and easy access to vehicles traveling to and from the facility as well as protect products from the elements when loading.

Local response regarding the project has been positive. Governor Jodi Rell has been quoted stating "This project is responsible growth at its best." Carvel will move 40 employees to the facility as well as add 225 additional jobs over the next three years. Connecticut is pleased to see Carvel keeping its roots in the state.

Centerplan, a Hartford-based company led by president Robert Landino, directs investment strategies related to real estate acquisition, development and funding, with an emphasis on adding asset value through repositioning strategies. The company continues to grow and break new ground, as it is currently developing a variety of residential, retail and urban properties in Connecticut including Toby Hill Chase, a residential neighborhood in Westbrook, and College Square, a mixed-use 19-story building in downtown New Haven. More information is available at www.centerplan.com.