Redevelopment Plan
for Silver Lane Revitalization Area

Prepared for the Town of East Hartford, CT

GOMAN + YORK ADVISORY SERVICES

1137 Main Street
East Hartford, CT 06108
gomanyork.com

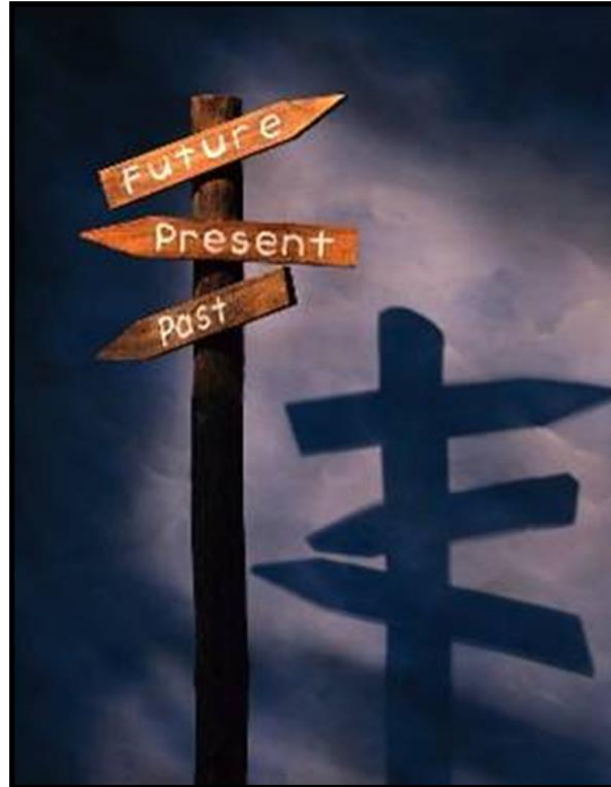# Chapter 130 Redevelopment Plan and Redevelopment Area
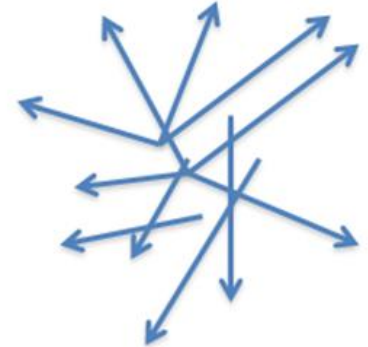
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What is Planning?

The Redevelopment Plan

What is Planning?

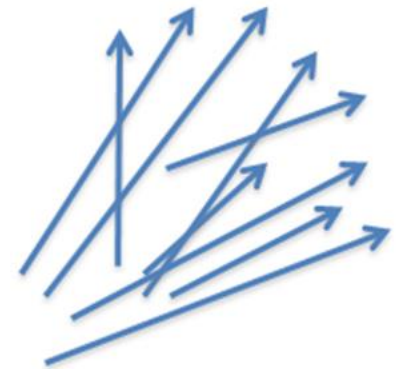- A process of preparing for the future.

- A systematic approach to problem solving—often solving problems of the past.

- A strategy for improvement.

- A strategic process of decision making.

- A continuous process of learning and adjustment.

- A prediction of the future with the risk of being wrong (all plans are subject to change).

Decision Making Without Planning

With Planning

Connecticut General Statutes, Chapter 130 Redevelopment Plan

The Redevelopment Plan

Provides meaningful municipal authority and powers for the acquisition of real property, financing, and bonding.

The Redevelopment Plan and legislative body make a declaration of *deteriorated and blighted conditions* in the Silver Lane Redevelopment Area.

A "redevelopment plan" means a plan that includes:

(A) (i) A description of the redevelopment area and the condition, type and use of the structures therein, and (ii) specification of each parcel proposed to be acquired, including parcels to be acquired by eminent domain;

(B) the location and extent of the land uses proposed for and within the redevelopment area, such as housing, recreation, business, industry, schools, civic activities, open spaces or other categories of public and private uses;

(C) the location and extent of streets and other public utilities, facilities and works within the redevelopment area;

(D) schedules showing the number of families displaced by the proposed improvement, the method of temporary relocation of such families and the availability of sufficient suitable living accommodations at prices and rentals within the financial reach of such families and located within a reasonable distance of the area from which such families are displaced;

(E) present and proposed zoning regulations in the redevelopment area;

(F) a description of how the redevelopment area is deteriorated, deteriorating, substandard or detrimental to the safety, health, morals or welfare of the community; and

(G) any other detail including financial aspects of redevelopment which, in the judgment of the redevelopment agency authorized herein, is necessary to give it adequate information;

Connecticut General Statutes, Chapter 130 Redevelopment Plan

Findings of Conditions

"Deteriorated" or "deteriorating" with respect to a redevelopment area means an area within which at least twenty per cent of the buildings contain one or more building deficiencies or environmental deficiencies, including, but not limited to:

(A) Defects that warrant clearance;

(B) conditions from a defect that are not correctable by normal maintenance;

(C) extensive minor defects that collectively have a negative effect on the surrounding area;

(D) inadequate original construction or subsequent alterations;

(E) inadequate or unsafe plumbing, heating or electrical facilities;

(F) overcrowding or improper location of structures on land;

(G) excessive density of dwelling units;

(H) conversion of incompatible types of uses, such as conversion of a structure located near family dwelling units to rooming houses;

(I) obsolete building types, such as large residences or other buildings which because of lack of use or maintenance have a blighting influence;

(J) detrimental land uses or conditions, such as incompatible uses, structures in mixed use, or adverse influences from noise, smoke or fumes;

(K) unsafe, congested, poorly designed, or otherwise deficient streets;

(L) inadequate public utilities or community facilities that contribute to unsatisfactory living conditions or economic decline; or

(M) other equally significant building deficiencies or environmental deficiencies.

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Silver Lane – Understanding Place:
What's Working?
What's Not Working?

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Silver Lane: What's Working? What's Not Working?

Understanding Market Considerations

Choice:	Understanding that people (residents, businesses, and investors) make choices about where to buy, what to buy, when to invest, and how much to invest. For a property or neighborhood to compete—to attract investment—it must appeal to those making choices to invest. The greater the number of those who will choose to invest, the greater the demand that will be realized.
Competition:	From other properties, neighborhoods, and communities. It is not enough for a property/place to be a good place to live, work, or play; it must be able to attract investment (time, effort, and money) even as its competitors continually change.
Confidence:	Investors (individuals, businesses, homeowners, and even renters) need to feel confident in their investment, today and tomorrow. Therefore, the property/place must signal a feeling of confidence. Unfortunately, older properties/places often signal a confusing mixture of conditions that challenge investor confidence. Confidence is the currency that real estate markets trade-in.
Predictability:	Investors want predictability. Predictability is the foundation that confidence is built on. If the market is not predictable (today or in the future), then the confidence to invest will not occur. A market is predictable when the existing and new investors notice and abide by the prevailing and improving norms.

Silver Lane: What's Working? What's Not Working?

Investment Decision-Making Process

This is what people (residents, visitors, workforce), businesses, and investors like and want:	A market-based strategy for improvement begins with understanding the investor's decision-making process for investment: • Predictability. • From predictability they are willing to invest; that is, to take a calculated risk that their investment will be worthwhile and profitable. • They determine the extent of how predictable a place is by reading certain signs. • The signs are always right. That's a key insight. • Then they act.
Important Investment Factors:	• Once they find what "fits" with their risk appetite, they invest not just their money but their time and energy, and more importantly • They then seek to protect those investments; that is, to maintain predictability • They will pay attention to "clues" that those investment assumptions have changed—and change upsets predictability (confidence). • Risk appetite and how risk is determined and managed is the key to understanding settlement • Neither use, form, density nor complexity impact predictability, however all these elements contribute to risk appetite, risk signal definition, and risk management. Therefore, 'ingredients' of space/place that reflect and reward what makes people 'feel good' attract investment.

Silver Lane: What's Working? What's Not Working?

Levers of Change

Image	**What signals:** Images are the signals a place sends to the market. Signals can be positive or negative. Every property is a billboard for the overall image. Signals inform us about predictability and confidence.
Market	**Who is there and what is there:** Who and what is there explains the market for a given place at that moment in time? We can read the market through signals. For example, who is there in terms of businesses and brands?
Condition	**The way things look and feel to us and to others:** Condition is the product on display. This is not simply the aesthetics of a place, but also the quality and level of investment. Is the place well maintained? Clean? Free of litter and graffiti? Are the sidewalks clean? Is the street free of potholes? Are homes and buildings well maintained? Are property owners investing?
Connections	**The connectivity of space and place:** How people and businesses connect to the space or place—sense of place. How the space or place is connected to other spaces or places—its site, situation, and transportation connections.
Capacity	**With what capabilities and behaviors:** Capacity is the formal and informal governance structures (capabilities and behaviors) that manage the space/place (market). Capabilities may be organizations, government, management, or regulations. Behaviors may be relationships, practices, or leadership. How do these capabilities and behaviors inform us about a community's capacity to manage change, implementation, and improvement?

Conceptualizing and Understanding Place and Market

What You See Is What You Get

What
You
See
Is
What
You
Get

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Conceptualizing and Understanding Place Through Coffee

What kind of 'coffee community' is Silver Lane

Market	Who and what is there
Capacity	What abilities and behaviors
Condition	How things look and feel
Image	What signals are being sent

What is working in the Silver Lane corridor?

What is NOT working in the Silver Lane corridor?

Overview of Silver Lane Redevelopment Plan

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Silver Lane Parcel

East Hartford, CT – Silver Lane Redevelopment Study Area

Silver Lane Parcel Outline - DRAFT

East Hartford, CT – Silver Lane Redevelopment Study Area

Socio-Economics and Tapestry Segmentation

Silver Lane, East Hartford

3-minute drive time trade area
(Red Shaded Area)

Demographic Indicators	Silver Lane, East Hartford
Total Population	4,266
Households	1,580
Median Household Size	2.6
Median Age	38
College Degree	24%
Median Household Income	$58,288
Median Net Worth	$51,280

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Esri Tapestry LifeMode Groups (Lx)

Composition of households within 3-minute drive time from each subject site

Rank	Silver Lane, East Hartford
1	Senior Styles (L9) – 51.3%
2	Upscale Avenues (L2) – 24.1%
3	GenXurban (L5) – 14.9%
4	Middle Ground (L8) – 9.7%
5	NO OTHER LIFEMODE GROUP

- Senior lifestyles reveal the effects of saving for retirement.
- Households are commonly married empty nesters or singles living alone; homes are single family (including seasonal getaways), retirement communities, or high-rise apartments.
- More affluent seniors travel and relocate to warmer climates; less affluent, settled seniors are still working toward retirement.
- Cell phones are popular, but so are landlines.
- Many prefer print to digital media: avid readers of newspapers to stay current.
- Subscribe to cable television to watch channels such as Fox News, CNN, and The Weather Channel.
- Residents prefer vitamins and a regular exercise regimen.

Click to add text

LIFEMODE SUMMARY GROUPS

1. **Affluent Estates:** Established wealth—educated, well-travelled married couples
2. **Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
3. **Uptown Individuals:** Younger, urban singles on the move
4. **Family Landscapes:** Successful younger families in newer housing
5. **GenXurban:** Gen X in middle age; families with fewer kids and a mortgage
6. **Cozy Country Living:** Empty nesters in bucolic settings
7. **Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
8. **Middle Ground:** Lifestyles of thirtysomethings
9. **Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
10. **Rustic Outposts:** Country life with older families, older homes
11. **Midtown Singles:** Millennials on the move; single, diverse, and urban
12. **Hometown:** Growing up and staying close to home; single householders
13. **Next Wave:** Urban denizens; young, diverse, hardworking families
14. **Scholars and Patriots:** College campuses and military neighborhoods

INCOME RANGE OF THE LIFEMODE SUMMARY GROUPS
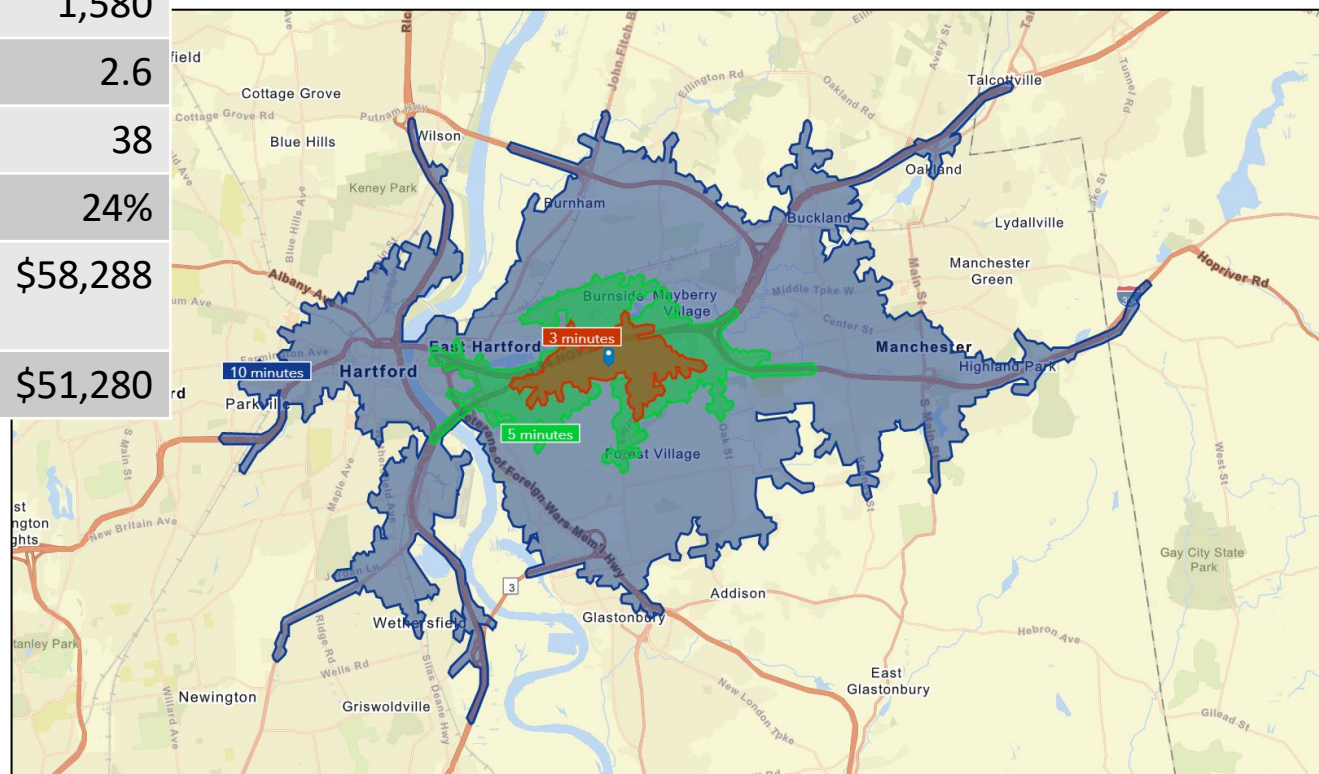

- - - US Median Income $53,200

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Silver Lane, East Hartford

5-minute drive time trade area
(Green Shaded Area)

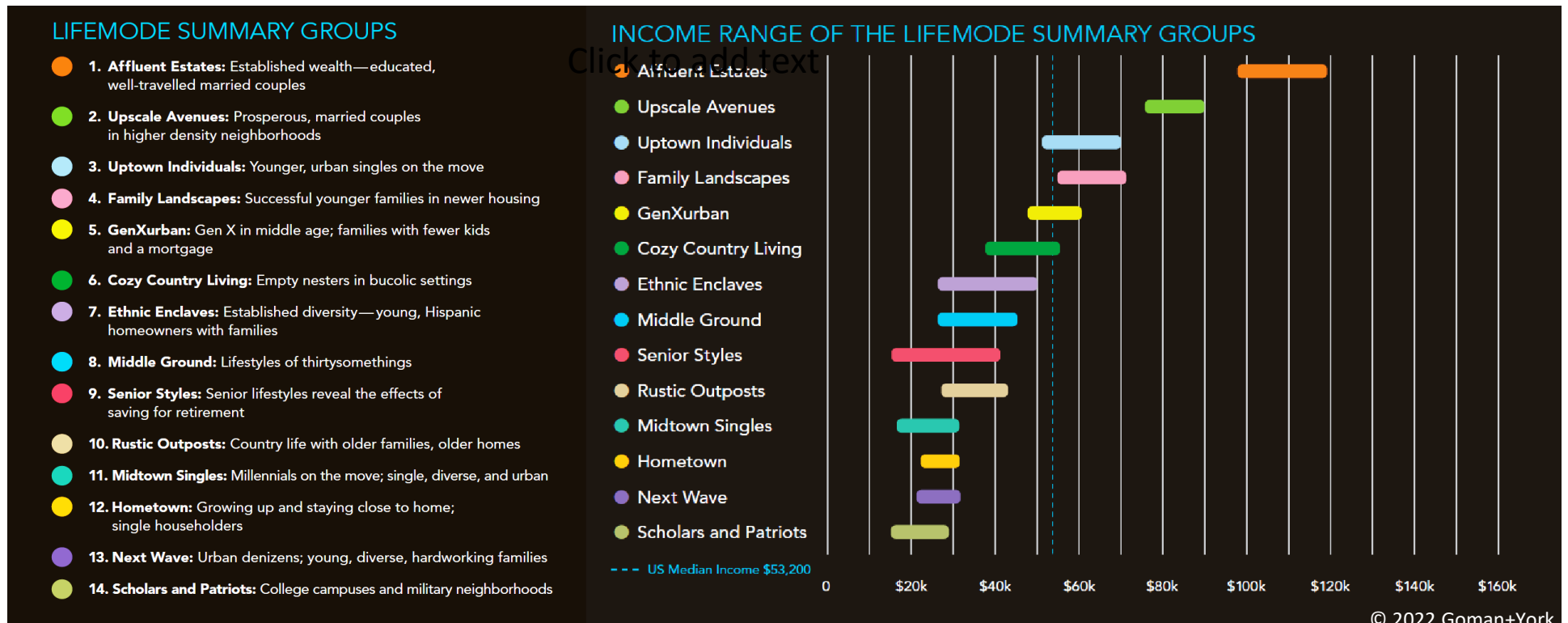| Demographic Indicators	Silver Lane, East Hartford
Total Population	16,316
Households	6,270
Median Household Size	2.6
Median Age	36.6
College Degree	17%
Median Household Income	$51,324
Median Net Worth	$34,080

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Esri Tapestry LifeMode Groups (Lx)

Composition of households within 5-minute drive time from each subject site

Rank	363 New London Turnpike, Glastonbury
1	Midtown Singles (L11) – 35.8%
2	Middle Ground (L8) – 23.4%
3	GenXurban (L5) – 14.3%
4	Next Wave (L13) – 11.1%
5	Upscale Avenues (L2) – 10.1%

- Millennials on the move—single, urban.
- Millennials seeking affordable rents in apartment buildings.
- Work in service and unskilled positions, usually close to home or public transportation.
- Single parents with very young children.
- Embrace the internet, for social networking and downloading content.
- From music and movies to soaps and sports, radio and television fill their lives.
- Brand-savvy shoppers select budget-friendly stores.

LIFEMODE SUMMARY GROUPS

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INCOME RANGE OF THE LIFEMODE SUMMARY GROUPS

- Affluent Estates
- Upscale Avenues
- Uptown Individuals
- Family Landscapes
- GenXurban
- Cozy Country Living
- Ethnic Enclaves
- Middle Ground
- Senior Styles
- Rustic Outposts
- Midtown Singles
- Hometown
- Next Wave
- Scholars and Patriots
- - - US Median Income $53,200

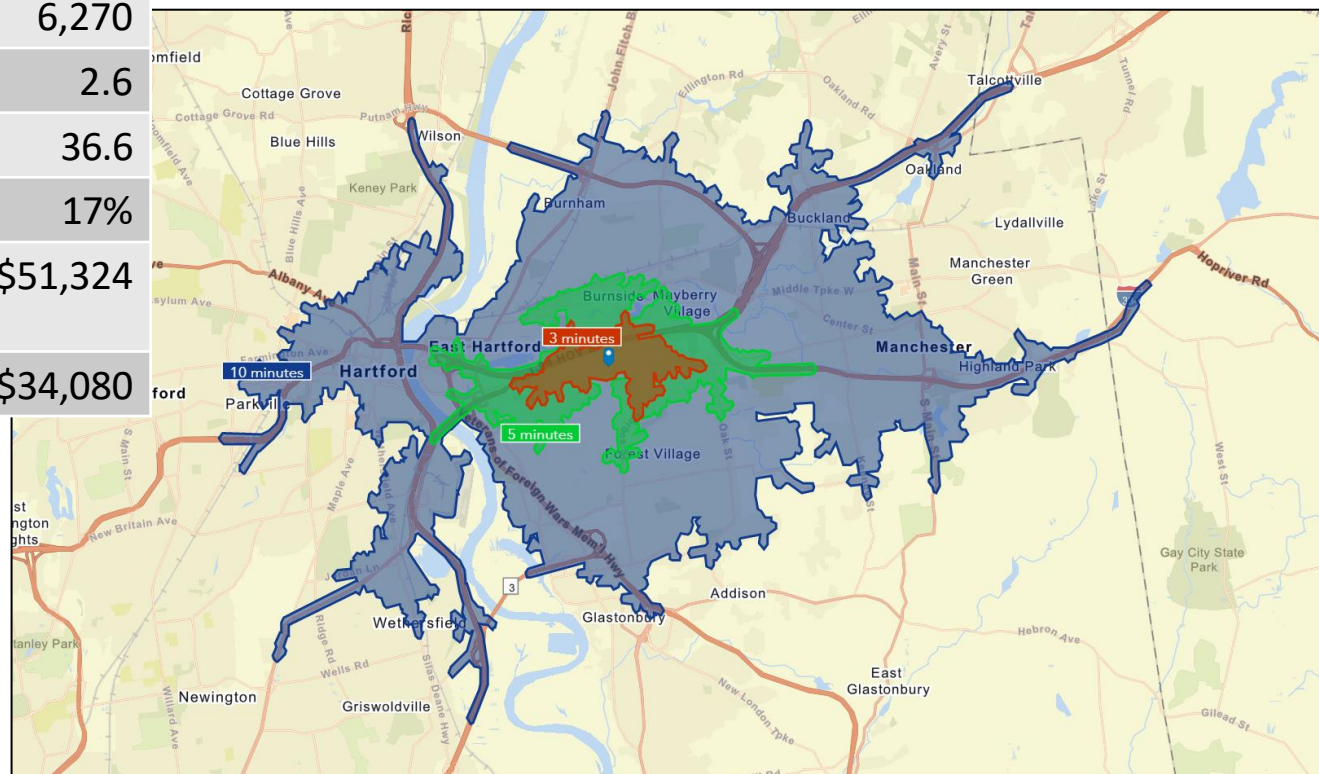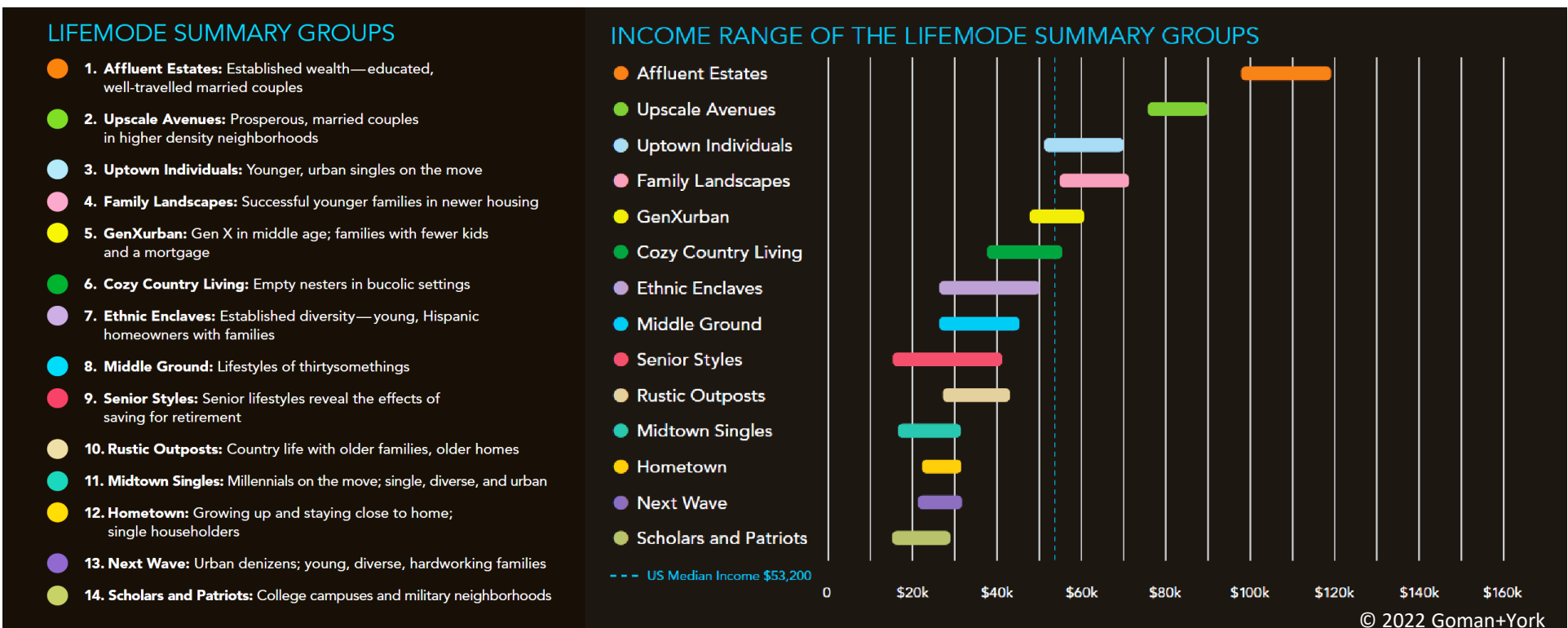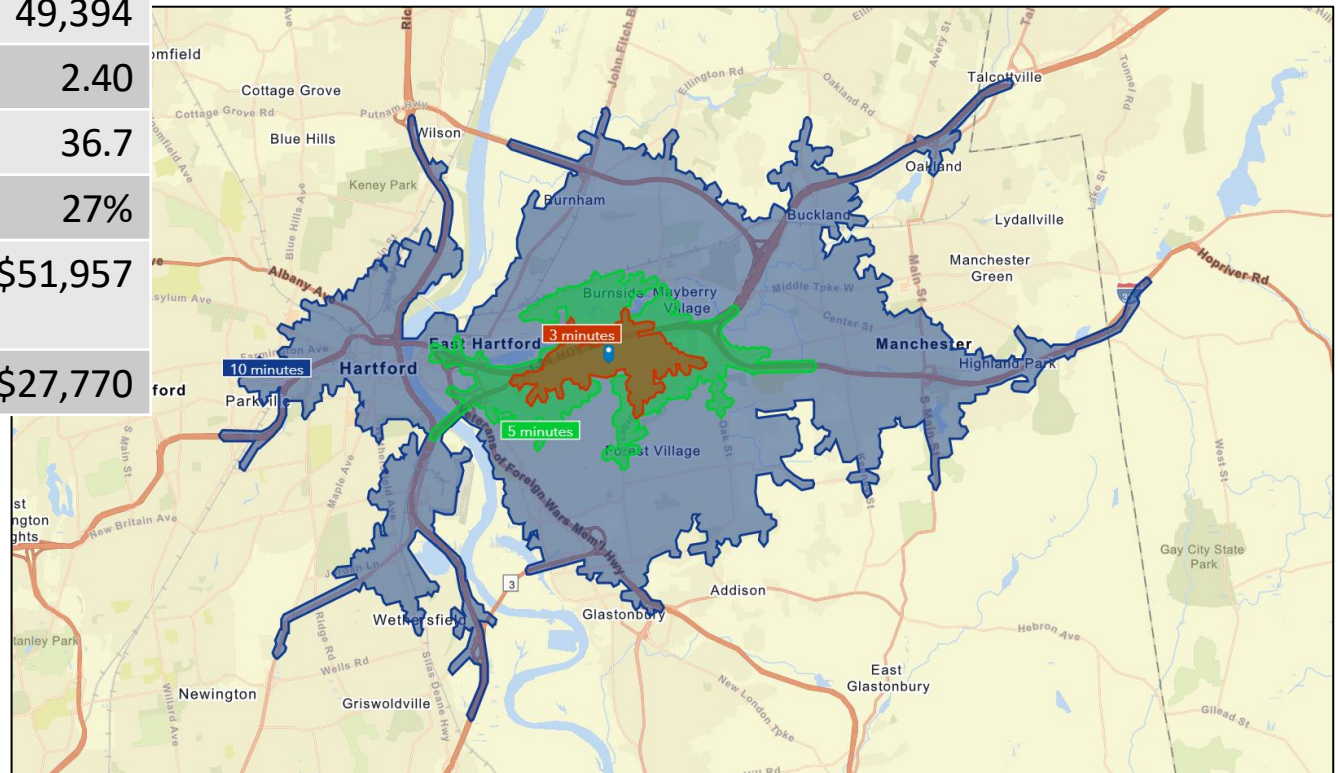0 $20k $40k $60k $80k $100k $120k $140k $160k

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Silver Lane, East Hartford

10-minute drive time trade area
(Blue Shaded Area)

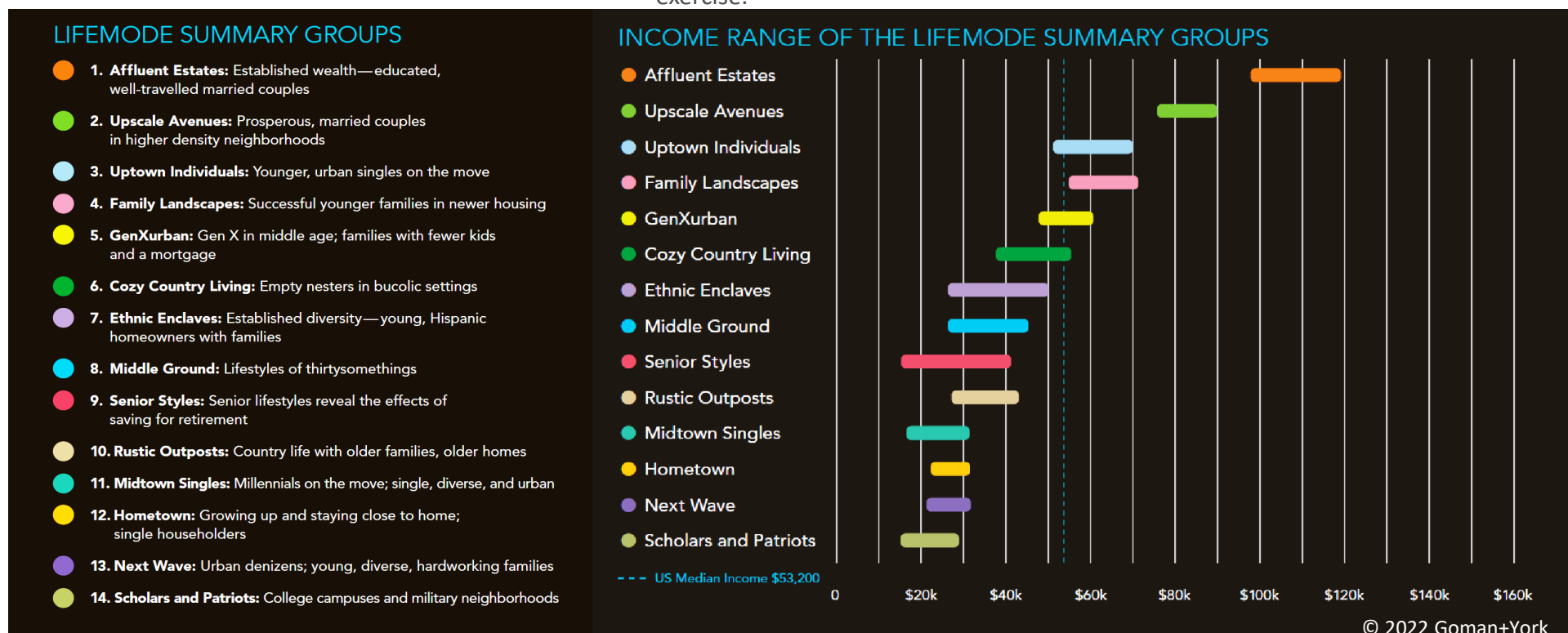| Demographic Indicators	Silver Lane, East Hartford
Total Population	120,559
Households	49,394
Median Household Size	2.40
Median Age	36.7
College Degree	27%
Median Household Income	$51,957
Median Net Worth	$27,770

Esri Tapestry LifeMode Groups (Lx)

Composition of households within 10-minute drive time from each subject site

Rank	Silver Lane, East Hartford
1	GenXurban (L5) – 20.7%
2	Next Wave (L13) – 19.9%
3	Middle Ground (L8) – 19.7%
4	Midtown Singles (L11) – 19.2%
5	Uptown Individuals (L3) – 10.0%

- Gen X in middle age; families with fewer kids and a mortgage.
- Second-largest Tapestry group, composed of Gen X married couples, and a growing population of retirees.
- About a fifth of residents are 65 or older; about a fourth of households have retirement income.
- Own older single-family homes in urban areas, with 1 or 2 vehicles.
- Live and work in the same county, creating shorter commute times.
- Invest wisely, well insured, comfortable banking online or in person.
- News enthusiasts (read a daily newspaper, watch news on TV, and go online for news).
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise.
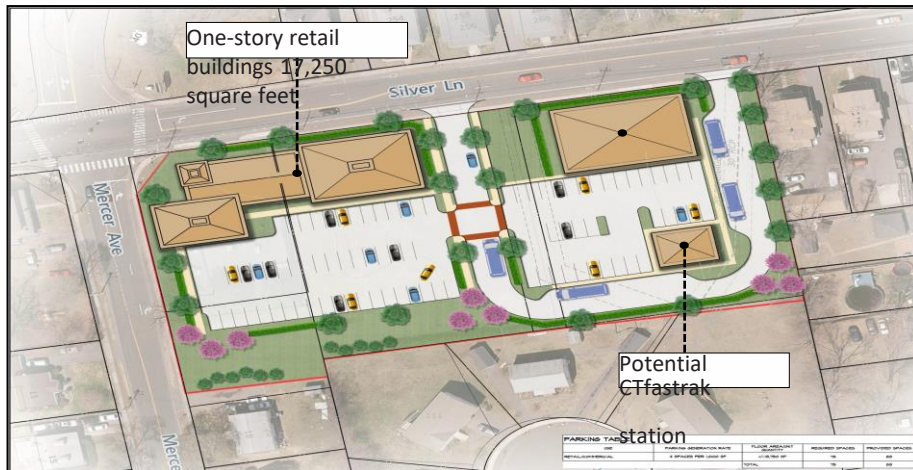
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INCOME RANGE OF THE LIFEMODE SUMMARY GROUPS

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Review of Previous Plans

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Silver Lane at Mercer Ave. 241, 249-257

One-story retail buildings 17,250 square feet

Potential CTfastrak station

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Silver Lane at Warren Drive 351, 367-369 Silver Lane

One-story retail buildings
13,750 squarefeet
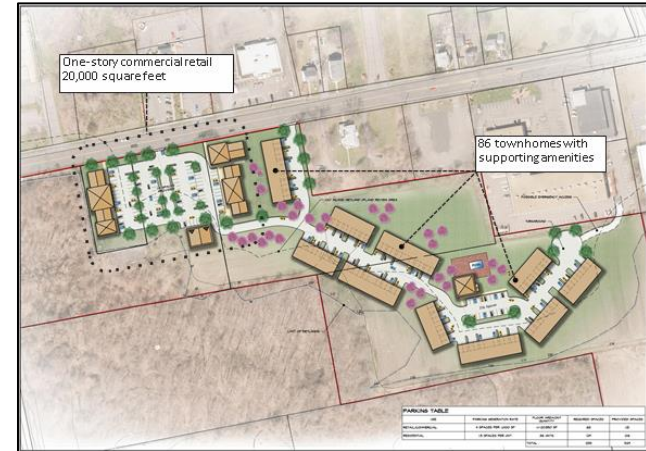
Rentschler Gateway West (320, 334, 346, 374, 382 Silver Lane

Undeveloped Lan 825, 825A Silver Lane
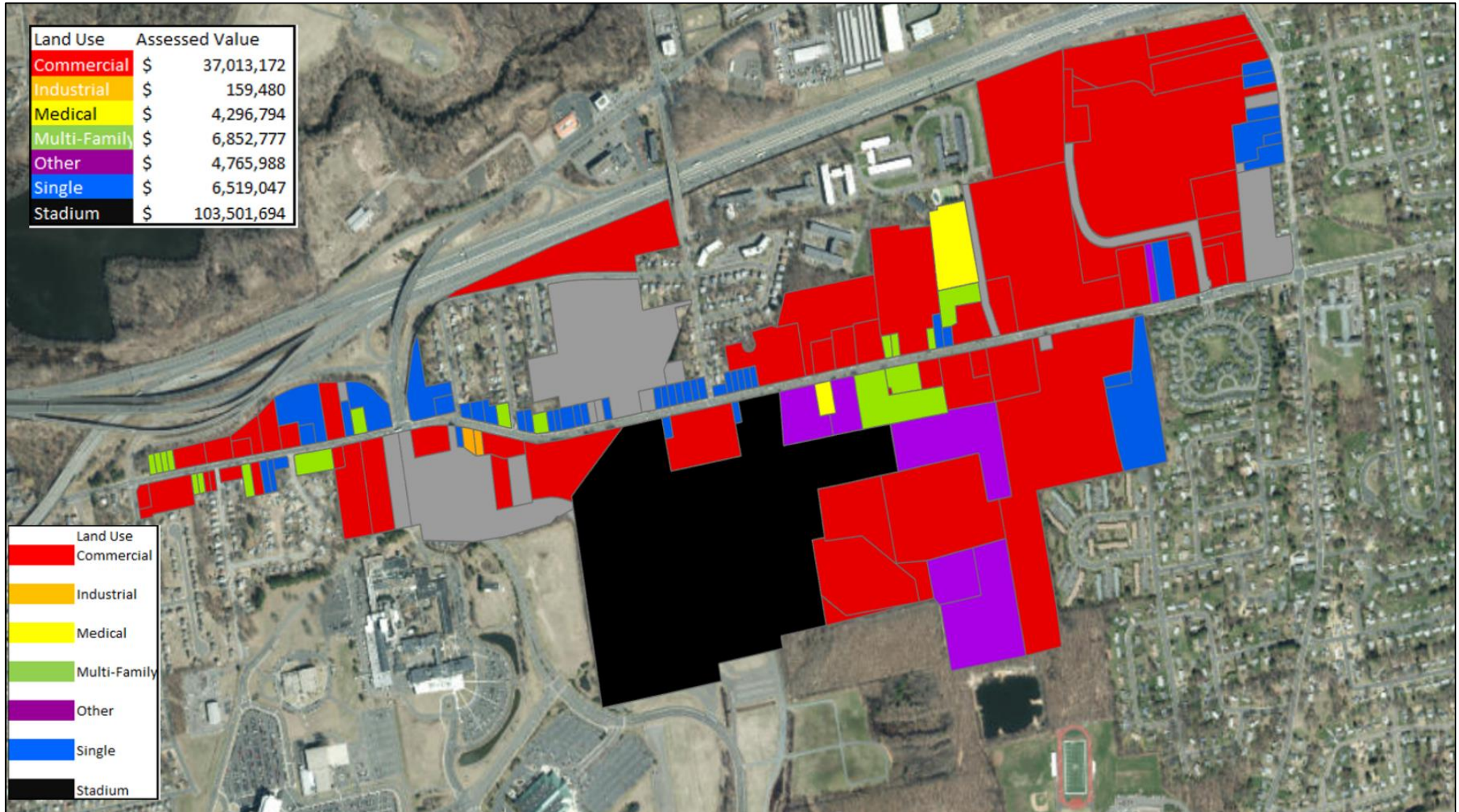
Futter Farms (695, 709, 711 Silver Lane)

One-story commercial retail 20,000 square feet

86 townhomes with supporting amenities

Redevelopment Area
Existing Conditions

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Silver Lane Parcel Value

East Hartford, CT – Silver Lane Redevelopment Study Area

Land Use	Assessed Value
Commercial	$ 37,013,172
Industrial	$ 159,480
Medical	$ 4,296,794
Multi-Family	$ 6,852,777
Other	$ 4,765,988
Single	$ 6,519,047
Stadium	$ 103,501,694

Land Use
- Commercial
- Industrial
- Medical
- Multi-Family
- Other
- Single
- Stadium

Silver Lane Flood plain and Wetland Map

East Hartford, CT – Silver Lane Redevelopment Study Area

Legend:
- Type
- 100 Year Flood Zone
- 500 Year Flood Zone
- Wetlands

Spencer Street and Silver Lane Comparison

East Hartford, CT – Silver Lane Redevelopment Study Area

Spencer Street - Manchester Properties

Property	Address	Year Built	Building Square Feet	Land Acres	Appraised Value Land	Appraised Value Buildings	Appraised Value Total
Woodcraft of Manchester	249 Spencer St	1976	15,729.00	0.92	263,100.00	572,400.00	835,500.00
Pep Boys	205 Spencer St	1973	91,083.00	21.1	2,621,400.00	2,154,700.00	4,776,100.00
Ocean State Job Lot	205 Spencer St						
Popeyes	199 Spencer St	1982	3,837.00	0.84	178,000.00	595,600.00	849,900.00
Guntur Indian/ Dunkin	171 Spencer St	1987	20,383.00	2.15	464,400.00	1,159,600.00	1,624,000.00
Patel Foods	171 Spencer St						
Shell	252 Spencer St	1970	2,500.00	0.62	415,617.00	406,400.00	822,017.00
Shop Rite Plaza	214 Spencer St	1971	92,264.00	8.36	1,855,000.00	4,461,200.00	6,316,200.00
Irving Gas	196 Spencer St	1971	507.00	0.47	380,813.00	179,700.00	560,513.00
Mcdonald's	184 Spencer St	2014	4,935.00	1.65	356,400.00	1,078,100.00	1,434,500.00
Sunshine Dental	185 Spencer St	1980	3,971.00	0.33	133,600.00	161,700.00	295,300.00

Silver Lane- East Hartford Properties

Property	Address	Year Built	Building Square Feet	Land Acres	Appraised Value Land	Appraised Value Buildings	Appraised Value Total
Mobil Gas	483 Silver Ln	1987	912.00	0.61	157,860.00	317,140.00	475,000.00
Silver Lane Medical Center	677 Silver Ln	1968	3,214.00	0.69	81,340.00	206,570.00	287,910.00
Dollar General	735 Silver Ln	2017	7,550.00	1.16	90,880.00	825,990.00	916,870.00
Domino's Pizza Plaza	775 Silver Ln	1987	29,570.00	2.7	143,160.00	1,423,910.00	1,567,070.00
Town and Country Package Store	785 Silver Ln	1967	9,794.00	0.57	77,710.00	375,040.00	452,750.00
Aldi	801 Silver Ln	2008	177,781.00	3.2	164,440.00	1,822,410.00	1,986,850.00
Burger King	708 Silver Ln	1964	3,248.00	1.1	192,770.00	611,590.00	804,360.00
Aaron's Furniture	720 Silver Ln	1973	6,799.00	1.4	102,050.00	491,720.00	593,770.00
Silver Lane Plaza	818-850 Silver Ln	1958	107,148.00	20.5	789,530.00	1,617,880.00	2,407,410.00
Walgreens	922 Silver Ln	2003	13,566.00	1.88	444,520.00	2,272,630.00	2,717,150.00
Key Bank	950 Silver Ln	1980	5,517.00	1.08	96,010.00	696,040.00	792,050.00
CVS	972 Silver Ln	2012	14,544.00	5.29	508,380.00	2,404,650.00	2,913,030.00
Charter Oak Mall	940 Silver Ln	1976	217,820.00	29.67	1,159,940.00	8,329,350.00	9,489,290.00
Taco Bell	268 Silver Ln	1992	1,974.00	0.87	88,610.00	2,890,101.00	377,620.00
Sunoco	295 Silver Ln	1970	1,932.00	0.41	214,560.00	239,650.00	454,210.00
Pizza Hut	300 Silver Ln	1986	2,775.00	0.78	84,530.00	518,530.00	603,060.00
Tire City LLC	306 Silver Ln	1948	2,436.00	0.44	145,760.00	138,620.00	284,380.00
Queen Pizza	310 Silver Ln	1930	1,800.00	0.78	84,530.00	97,180.00	181,710.00
Closed Comcast store	315 Silver Ln	1964	2,896.00	0.42	71,970.00	120,760.00	192,730.00
VCA Animal Hospital of East Hartford	334 Silver Ln	1988	5,568.00	0.53	76,500.00	353,080.00	429,580.00
Dunkin Donuts	364 Silver Ln	2009	2,432.00	1.38	96,590.00	500,150.00	596,740.00

Silver Lane Lease Rates

East Hartford, CT – Silver Lane Redevelopment Study Area

Lease Comps	Analytics	Map

	Sign Date	Start Date	Address	City	Floor	SF Leased	Rent/SF/Yr	Services	Rent Type	Use	Lease Type	Term	Exp Date	Tenant
☐	Jan 2021	Jan 2021	940 Silver Ln	East Hartford	1st	20,935	$7.88	MG	Effective	Retail	Direct	10 yrs	Jan 2031	Citi Trends
☐	Jan 2021	Feb 2021	775 Silver Ln	East Hartford	1st	1,500				Retail	Direct	3 yrs	Feb 2024	
☐	Jan 2021	Feb 2021	775 Silver Ln	East Hartford	1st	1,590	$11.28	MG	Effective	Retail	Direct	3 yrs	Feb 2024	JJ Team LLC
☐	Mar 2018	Apr 2018	775 Silver Ln	East Hartford	1st	3,770	$8.00	NNN	Asking	Retail	Direct	4 yrs	Apr 2022	
☐	Mar 2018	Apr 2018	775 Silver Ln	East Hartford	1st	3,770	$8.00	NNN	Asking	Retail	Direct	4 yrs	Apr 2022	
☐	Mar 2018	Apr 2018	775 Silver Ln	East Hartford	1st	1,590	$8.00	NNN	Asking	Retail	Direct	1 yr	Mar 2019	
☐	Jul 2017	Aug 2017	775 Silver Ln	East Hartford	1st	3,534	$8.00		Asking	Retail	Direct	1 yr	Aug 2018	
☐	Jun 2017	Aug 2017	940 Silver Ln	East Hartford	1st	6,000				Retail	Direct			Rainbow Apparel
☐	Jul 2016	Jul 2016	775 Silver Ln	East Hartford	1st	960	$8.00	NNN	Asking	Office/Retail	Direct	1 yr	Jul 2017	
☐	Jul 2016	Jul 2016	775 Silver Ln	East Hartford	1st	960	$8.00	NNN	Asking	Office/Retail	Direct	1 yr	Jul 2017	Masis Staffing Solutions
☐	Mar 2015	Aug 2015	940 Silver Ln	East Hartford	1st	72,774				Retail	Direct			Stop & Shop
☐	Jun 2014	Jul 2014	775 Silver Ln	East Hartford	1st	2,070	$10.00	NNN	Asking	Office/Retail	Direct	1 yr	Jul 2015	
☐	Feb 2013	Mar 2013	818-830 Silver Ln	East Hartford	1st	2,800	$6.00	NNN	Asking	Retail	Direct			
☐	Jan 2012	Feb 2012	775 Silver Ln	East Hartford	1st	2,757	$8.00	NNN	Asking	Retail	Direct	1 yr	Jan 2013	
☐	Dec 2011	Jan 2012	775 Silver Ln	East Hartford	1st	2,757	$8.00	NNN	Effective	Retail	Direct	1 yr	Dec 2012	
☐	Dec 2011	Jan 2012	775 Silver Ln	East Hartford	1st	2,757	$8.00	NNN	Effective	Retail	Direct	1 yr	Dec 2012	
☐	Mar 2007	Apr 2007	832-852 Silver Ln	East Hartford	1st	3,239	$12.00	NNN	Asking	Retail	Direct	5 yrs	Apr 2012	Ck Nail Salon

Spencer Street Lease Rates

East Hartford, CT – Silver Lane Redevelopment Study Area

	Sign Date	Start Date	Address	City	Floor	SF Leased	Rent/SF/Yr	Services	Rent Type	Use	Lease Type	Term	Exp Date	Tenant
☐	Aug 2021	Aug 2021	168 Spencer St	Manchester	2nd	225	$8.81	MG	Starting	Office	Direct	2 yrs	Aug 2023	Tenants
☐	Aug 2021	Aug 2021	168 Spencer St	Manchester	2nd	505	$9.03	MG	Asking	Office	Direct	2 yrs	Aug 2023	Tenants
☐	Aug 2021	Aug 2021	168 Spencer St	Manchester	2nd	495	$8.81	MG	Starting	Office	Direct	2 yrs	Aug 2023	Tenants
☐	Nov 2018	Dec 2018	210-240 Spencer St	Manchester	1st	2,900	$18.00	N	Asking	Retail	Direct			GoHealth
☐	Oct 2018	Nov 2018	112 Spencer St	Manchester	1st	1,350	$13.00	NNN	Asking	Office	Direct			
☐	Oct 2018	Dec 2018	199 Spencer St	Manchester	1st	1,000				Retail	Direct	10 yrs	Dec 2028	Subway
☐	Mar 2018	Apr 2018	168 Spencer St	Manchester	Unkwn	1,686		MG		Office	Direct			
☐	Mar 2017	Mar 2017	112 Spencer St	Manchester	3rd	450	$13.00	NNN	Asking	Office	Direct			
☐	Mar 2017	Mar 2017	112 Spencer St	Manchester	3rd	700				Office	Direct			Erik Wofgang-Pinto
☐	Aug 2016	Aug 2016	8 Spencer St	Manchester	1st	4,180				Industrial				
☐	Jun 2016	Jun 2016	191 Spencer St	Manchester	1-2	21,120				Retail				Hawthorn Suites
☐	Aug 2014	Nov 2014	210-240 Spencer St	Manchester	1st	2,500	$24.00	N	Effective	Retail	Direct	10 yrs	Oct 2024	Dr. Dental
☐	Jul 2014	Oct 2014	184 Spencer St	Manchester	1st	2,000				Retail	Direct	20 yrs	Sep 2034	McDonald's
☐	Jul 2014	Aug 2014	112 Spencer St	Manchester	3rd	3,000	$12.86	FS	Asking	Office	Direct	3 yrs	Aug 2017	CHR
☐	Jun 2014	Jul 2014	112 Spencer St	Manchester	1st	350	$12.86		Asking	Office	Direct			
☐	May 2014	Jun 2014	112 Spencer St	Manchester	1st	1,500	$12.00	NNN	Asking	Office	Direct			CT Junior Republic
☐	Nov 2013	Dec 2013	162 Spencer St	Manchester	1st	1,971	$7.31	N	Effective	Retail	Direct	1 yr	Dec 2014	
☐	Nov 2012	Nov 2012	878 Hartford Rd	Manchester	1st	4,455	$8.15	+UTIL	Effective	Industrial	Direct	2 yrs	Oct 2014	John Treat Llc
☐	Sep 2012	Sep 2012	162 Spencer St	Manchester	1st	240	$19.24	FS	Effective	Office	Direct	1 yr	Sep 2013	
☐	Sep 2012	Sep 2012	878 Hartford Rd	Manchester	1st	4,255	$8.48	+UTIL	Effective	Industrial	Direct	1 yr	Aug 2013	
☐	Aug 2012	Mar 2014	185 Spencer St	Manchester	1st	1,917	$56.07	NNN	Effective	Retail	Direct	10 yrs	Feb 2024	Starbucks
☐	Jun 2012	Jul 2012	801-807 Hartford Rd	Manchester	1st	800	$15.00	+U&CH	Asking	Retail	Direct	2 yrs	Jun 2014	
☐	Dec 2011	Jan 2012	112 Spencer St	Manchester	1st	1,200	$12.00	NNN	Asking	Office	Direct			Michaud Chiropractic
☐	Sep 2011	Sep 2011	112 Spencer St	Manchester	1st	310	$14.00	N	Asking	Office	Direct			

Ring Road

Current Conditions – What is not working!

GOMAN+YORK

Silver Lane Plaza

Current Conditions – What is not working

The problem is not that Silver Lane is overbuilt. The problem is that Silver Lane is under-demolished, and that high vacancy and deteriorating conditions are pulling the market down—a barrier to investment. The problem to solve is market.

Public Engagement and Discussion

GOMAN+YORK

Planning Process

Where We Are – Existing Conditions Review

What we (Goman+York) have accomplished:

- Review of existing plans

- Zoning Regulation review

- Market conditions analysis

- Commercial sectors and land use

- Finding of deteriorating conditions

Planning Process

Where We Want to Go – Future Outcomes

What do you, the public and government officials, want the future of Silver Lane to be?

- What's working?

- ?

- ?

- ?

- What's not working?

- ?

- ?

- ?

- What would Silver Lane be like when it is healthy, vibrant, and prosperous?

- ?

- ?

- ?

Planning Process

How Are We Going To Get There – Strategies for Improvement

What can the Town of East Hartford do to improve the Silver Lane corridor?

- ?

- ?

- ?

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