

Silver Lane Advisory Committee

December Meeting

Silver Lane Corridor Study



December Meeting Agenda

- 4:00 Transportation Study Update - No-Build Scenario
- 4:10 Revised Conceptual Plans and Identification of Feasibility Study Sites
- 5:00 Corridor Branding
- 5:15 Discussion of Public Workshop
- 5:30 Adjourn

Transportation Study No-Build Scenario

‘No-Build’ – Reflects what would be reasonably expected to occur in the foreseeable future if the project were not to proceed. This alternative includes other projects that are planned to occur before the design year (2040)

Simplified – What would happen if our project wasn’t going on

Includes:

- **Background growth**
- **Reasonably foreseeable projects and development (under current course of action)**

Transportation Study No-Build Scenario

Study Team worked together to develop assumptions

→ Assumptions feed trip generation

Focus on 3 areas:

- Rentschler Field
 - 282,000 sf (phase 1)
 - + 140,000 sf (phase 2)
 - + 300 residential units



Transportation Study No-Build Scenario

- **Pratt & Whitney Innovation Hub**
185,000 sf
Research and Development



Transportation Study No-Build Scenario

- **Silver Lane Plaza (794 Silver Lane)**
Increase occupancy rate to 85%
(Currently ~ 25%)
Assume 80/20 split retail/food & beverage



Transportation Study No-Build Scenario

Today's Goal – Consensus on assumptions

What do you think?

Potential developments not included in the No-Build:

- **Showcase Cinemas site**

Are we missing anything?

Vision for the Corridor

Small tweak since last meeting:

Silver Lane is East Hartford's premiere live, work, **learn, play neighborhood. The corridor offers a diversity of well-paying jobs and housing opportunities; a robust network of transit and recreational opportunities; easy connections to Downtown Hartford; and serves as a regional shopping, sports and entertainment destination.**

Thoughts?

Silver Lane Corridor LONG TERM VISION

Rentschler Gateway

Retail and restaurants serving workers, travelers, and visitors to the Rentschler Field campus

Recreational Hub

All-season recreational hub replaces Pratt & Whitney club. Includes indoor and outdoor recreation and entertainment facilities

Infill Residential

Mix of apartments, townhomes, and age-restricted units located on areas not directly fronting Silver Lane. Replaces obsolete commercial uses near I-84

Mixed-Use

Charter Oak Shopping Mall remains in place. Supported by small scale infill retail and multi-family residential development

Neighborhood Node



CT Fastrak stop

Small-scale retail primarily serving surrounding residential population

Multi-Family Residential

Market rate apartments and town homes in close proximity to shopping, dining, recreation, and Rentschler Field campus

Neighborhood Retail

Convenience oriented retail and restaurants serving East Hartford residents, workers and visitors. Smaller-scale buildings front directly on Silver Lane

Silver Lane Corridor LONG TERM VISION

REVISED BASED ON FEEDBACK

Rentschler Gateway

Retail and restaurants serving workers, travelers, and visitors to the Rentschler Field campus

Recreation and Commercial Hub

All-season commercial recreational hub replaces Pratt & Whitney club and DOT garage. Includes indoor and outdoor recreation facilities. Small-scale commercial buildings front Silver Lane

Infill Residential

Mix of apartments, townhomes, and age-restricted units located on areas not directly fronting Silver Lane. Replaces obsolete commercial uses near I-84. Density decreases from west to east

Neighborhood Node



CT Fastrak stop

Small-scale retail primarily serving surrounding residential population

Rentschler Field

Regional employment, sports, entertainment, and shopping hub anchored by stadium, destination retail, and Pratt & Whitney

Neighborhood Retail

Convenience oriented retail and restaurants serving East Hartford residents, workers and visitors. Smaller-scale buildings front directly on Silver Lane

Place Making Park

Recreation or Open Space
(Flood Zone)

Open Space
(Wetlands)

Revised Concept – Roberts St. West

- Roberts St. intersection – provide “gateway” to Rentschler and the rest of the corridor
- Difficult traffic pattern challenge to commercial development just west of Roberts
- Provide an alternative for *CTfastrak* station concept; using Mercer Ave. may be difficult due to school traffic
- Focus on vacant land on south side of Silver Ln

Roberts West

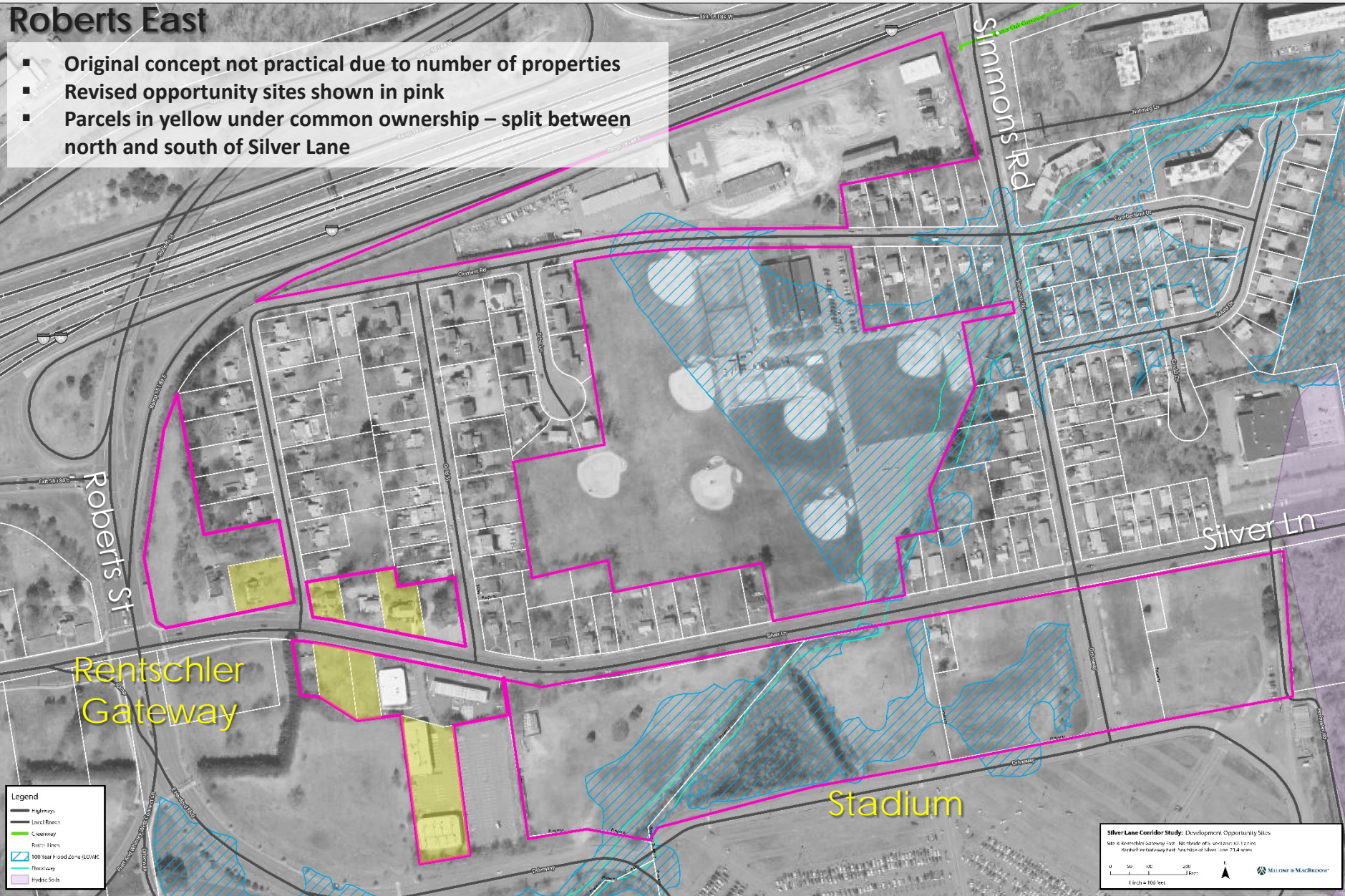


Revised Concept – Roberts St. East

- Roberts St. intersection – provide “gateway” to Rentschler and the rest of the corridor
- No support for town recreational facilities; rather sports-themed commercial development
- Transformation of existing neighborhood infeasible due to number and disposition of parcels – be more strategic and targeted
- Look to reinvigorate south side of Silver Lane, too

Roberts East

- Original concept not practical due to number of properties
- Revised opportunity sites shown in pink
- Parcels in yellow under common ownership – split between north and south of Silver Lane



Roberts East

Commercial and recreation segment with some infill multi-family. Park and sports-based commercial serves workers and residents. Concept depicts about 60 housing units and 187,000 sq ft commercial/ recreational.



Recreation-based commercial



Mixed-use retail/residential buildings



Multi-family with parking under units



Wetland park place-making

Roberts St

Rentschler Gateway



Commercial/ retail frontage with apartments to the rear

Legend

- Highway
- Development Opportunities
- Local Road
- Greenway
- Park/Land
- 100 Year Flood Zone (100YR)
- Roadway
- Hydroic soils



Silver Lane Corridor Study: Development Opportunity Sites

Site C

Scale: 1 inch = 100 feet

Revised Concept – Applegate Lane

- Support for neighborhood retail hub on Silver Ln through infill and redevelopment of under-performing properties
- Revise mixed-use concepts to better separate residential from commercial uses
- Revise detached age-restricted concept (just west of existing Phillips Farms) to connect to Silver Lane

Applegate Area

Mixed-use segment with commercial fronting on Silver Lane, residential to the rear. Use wetlands for recreational trail connections. Depicting 47,000 sq ft commercial, 180 multi-family units and 19 single-family units.

Separate residential entrance



Neighborhood retail/commercial



Multi-family to the rear

Direct access to Silver Lane

Trail Connections

Trail Parking



Amenity-rich, multi-family with parking under units



Age-restricted (Phillips Farm II)

Legend

- Development Opportunities
- MMI Wetland Delineation
- Hydric Soils
- Highways
- Local Roads
- Greenway
- Parcel Lines
- 100 Year Flood Zone (LDMR)
- Frontage

Silver Lane Corridor Study: Development Opportunity Sites
Site E: Traditional Commercial Core South - 2.19 acres
Site E

0 50 100 200 Feet
1 inch = 500 feet

MILONE & MACBROOM

Revised Concept – Charter Oak/ Silver Ln Plaza

- Charter Oak Mall
 - Focus commercial on Silver Lane frontage
 - Variety of residential types and styles with intentional transition to neighborhood east of Forbes
 - Emphasize place-making and connections to trail and recreation
- Silver Lane Plaza
 - Best larger scale retail opportunity
 - Explore mixed-use site, rather than mixed-use buildings

Charter Oak/ Silver Ln Plaza

Residential neighborhoods – residential developments with their own central green, fields or park lands remove buildings and parking from flood zones. Showing 430 multi-family units, 90 townhome units, and 132,000 sq ft commercial.



Multi-family with parking under units



Smaller-scale multi-family with parking under units



Amenity-rich multi-family



Townhomes to the rear

Legend

- Development Opportunities
- Highways
- Local Roads
- Rail Lines
- Greenway
- Roadway
- 100 Year Flood Zone (FIRM)
- Impervious Surfs

Regional retail

Streetscape treatments

Fields in floodplains



Neighborhood retail/commercial

Phillips Farms

Silver Lane Corridor Study: Development Opportunity Sites
Site F: Phillips Farms Corridor, Site North - 1042 acres
Site F
Scale: 1 inch = 100 feet
Milone & MacBroom

Planning Vision Discussion

Regardless of current ownership, uses, zoning and market

- What do you like?
- What don't you like?
- Which site/ node would you consider a priority/ catalyst for redevelopment of the corridor? Why?

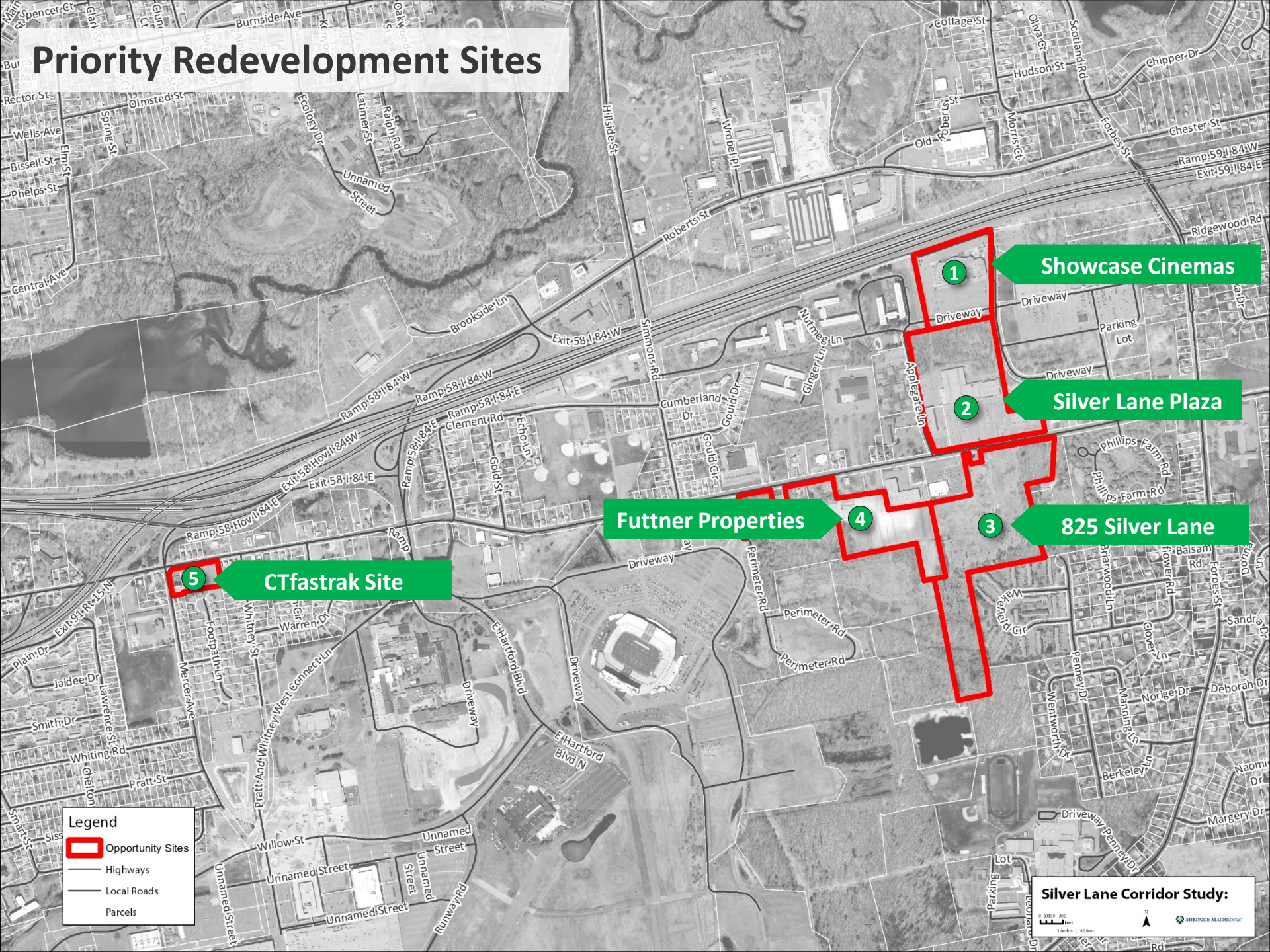
Priority Redevelopment Sites

Engineering Feasibility Analysis will be conducted on up to six sites. Potential options include:

- 1.) Showcase Cinemas
- 2.) Silver Lane Plaza
- 3.) 825 Silver Lane
- 4.) Futtner Properties
- 5.) Potential CTfastrak Site (Silver Lane at Mercer Ave)
- 6.) ???

These properties should align with your short term priorities i.e. projects that are needed in order to kick-start the long term vision.

Priority Redevelopment Sites



Public Workshop

East Hartford Silver Lane Public Workshop DRAFT AGENDA AND IDEAS

X:00	Joint presentation by CRCOG/ TranSystems/ Milone & MacBroom <ul style="list-style-type: none">▪ Existing conditions▪ Market assessment▪ Vision for the corridor
X:25	Break-Out Groups (4 groups, 15 minutes rotating through each group, facilitated by Milone & MacBroom and TranSystems staff) <ul style="list-style-type: none">▪ Existing traffic, bike/ped conditions▪ Three conceptual development stations
Y:25	Wrap Up of Group Work
Y:40	Next Steps
Y:45	Adjourn

How to get public attendance:

- E-blast Town/ School lists
- Chamber of Commerce and/or major employers in the area
- CRCOG newsletter
- Posters?
- Media release

