

Silver Lane Advisory Committee BAR Study Draft Report and Recommendations



Agenda

- Transportation Study Update
- BAR Plan Recommendations
- Discussion

Anticipated Outcomes:

- **Endorsement of Silver Lane Revitalization Plan subject to incorporation of final comments and revisions**

Transportation Study Update

- Stakeholder Meeting with Bicycling Advocates



Next steps: Setup meeting with Pratt

Transportation Study Update

- CRDA Streetscape Project
- Sidewalk gaps, pedestrian signals / crossings, bus shelters
 - Bid documents ASAP
- Include streetscape amenities: furniture / lighting
- Initiate design for phase 2 –(Crossing of Willow Brook)



Transportation Study Update

- Need to confirm future assumptions for Rentschler Field for “No-Build” forecast
- Will use agreed-upon development scenarios for “Build” forecast

Confirm Assumptions

- Results of this meeting / coordination with Town



Develop Socioeconomic Inputs

- ITE Trip Generation



Run TDM to Develop Traffic Forecast

- Outputs: Hourly traffic volumes

Vision and Goals

Vision:

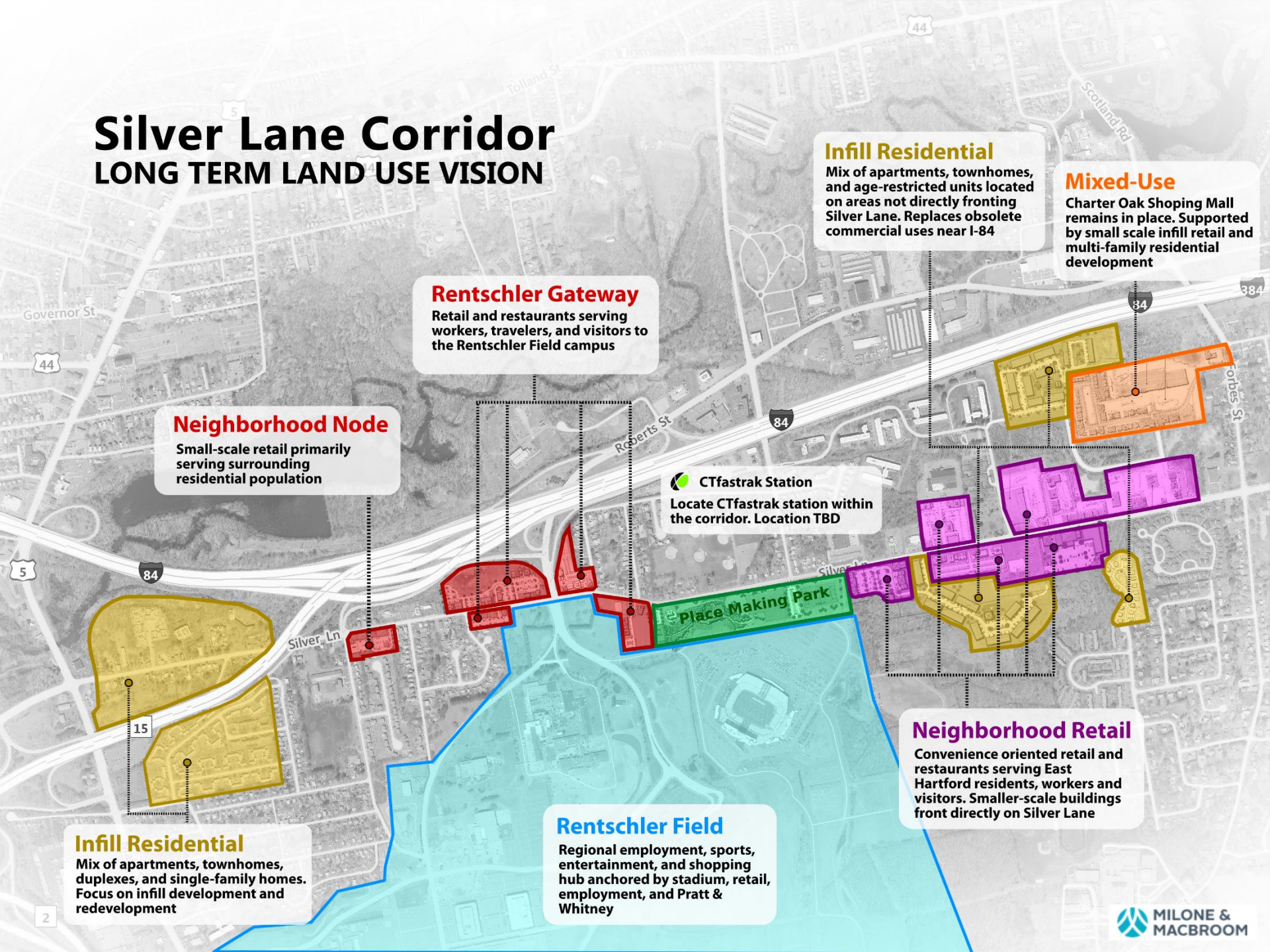
"Silver Lane is East Hartford's premiere live, work, learn, play neighborhood. The corridor offers a diversity of well-paying jobs and housing opportunities; a robust network of transit and recreational opportunities; easy connections to Downtown Hartford; and serves as a regional shopping, sports and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

Goals:

- 1) Improve the transportation system and infrastructure
- 2) Enhance Visual Appeal of the Corridor
- 3) Increase Residential Uses
- 4) Reposition Obsolete Land Uses
- 5) Increase Commercial and Mixed-Use Developments
- 6) Improve Livability and Quality of Life

Silver Lane Corridor

LONG TERM LAND USE VISION



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

Rentschler Gateway

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

Neighborhood Node

Small-scale retail primarily serving surrounding residential population



CTfastrak Station

Locate CTfastrak station within the corridor. Location TBD

Place Making Park

Neighborhood Retail

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

Infill Residential

Mix of apartments, townhomes, duplexes, and single-family homes. Focus on infill development and redevelopment

Rentschler Field

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

Silver Lane Corridor

CONCEPTUAL PLAN OF KEY OPPORTUNITY SITES



Gateway Retail



Market Rate Apartments



Neighborhood Retail



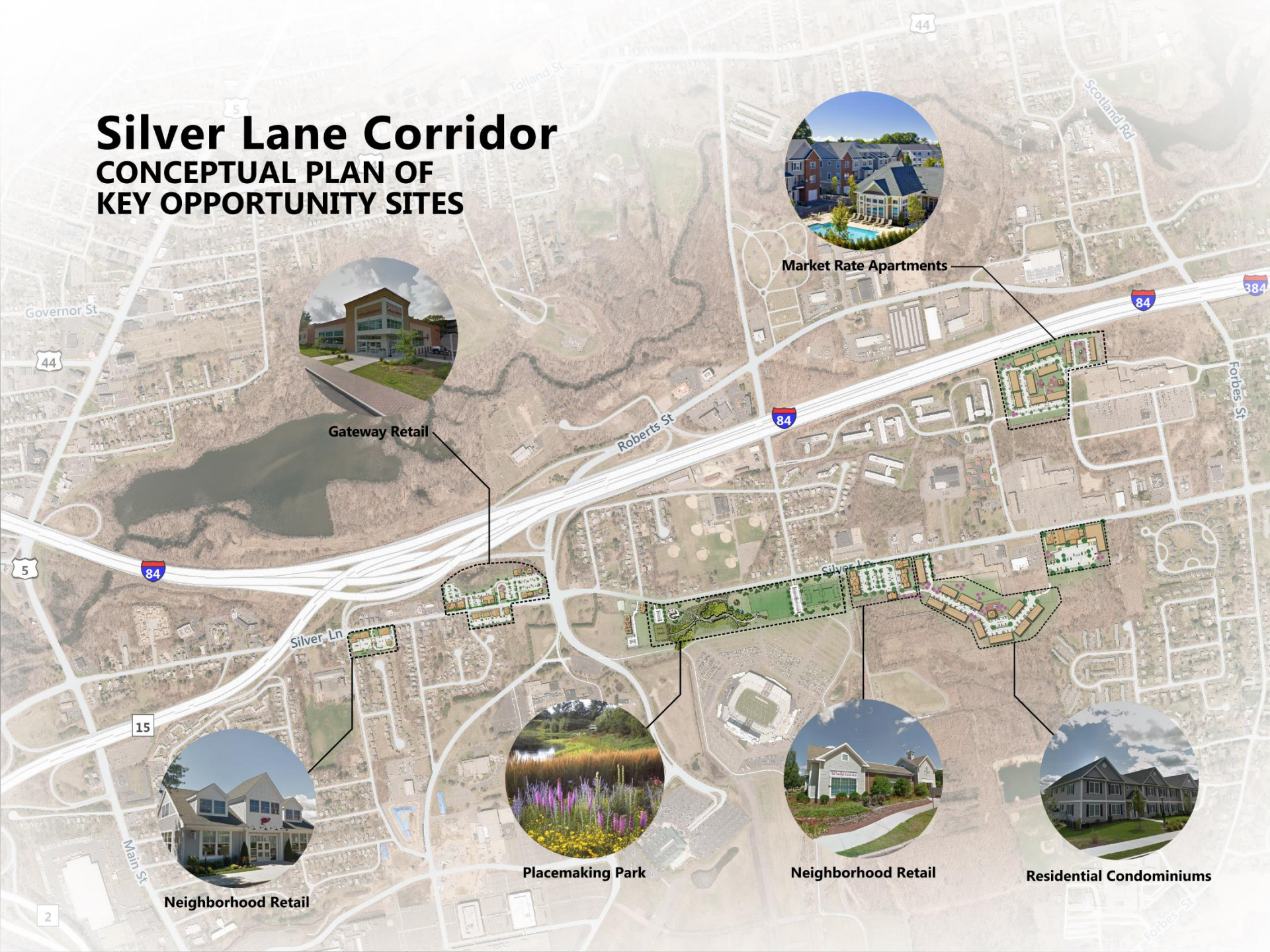
Placemaking Park



Neighborhood Retail



Residential Condominiums



Recommendations

1. Rezone the Corridor

- Residential Design District – Main Street to Route 15 overpass
- Silver Lane Business District – Rentschler gateway area
- Silver Lane Design District – Simmons Road to Forbes Street

2. Invest in the Corridor

3. Strengthen and Support Existing Residents and Businesses

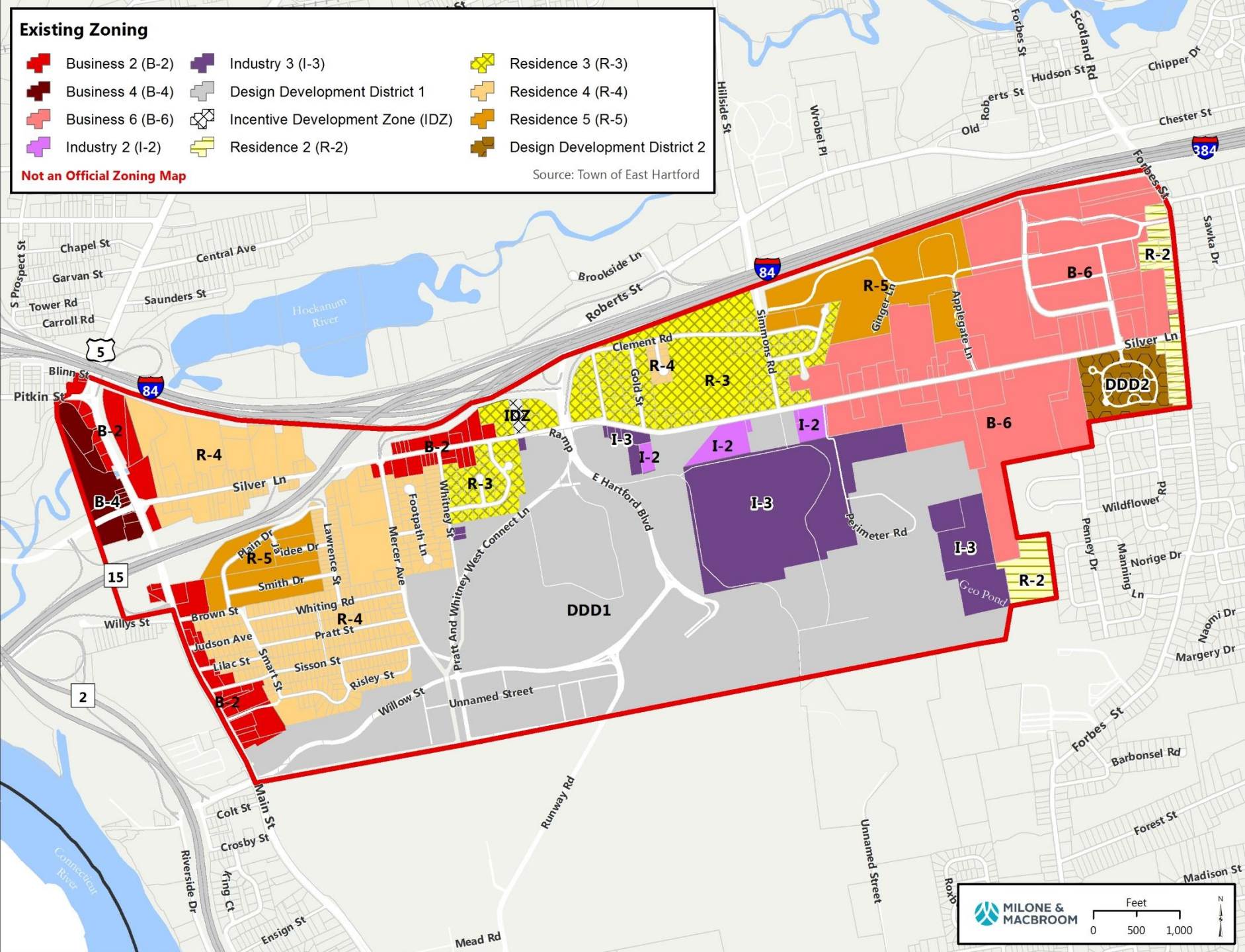
4. Strengthen Partnerships with Existing Employers and Institutions

Existing Zoning











- | | | |
|--|--|---|
|  Business 2 (B-2) |  Industry 3 (I-3) |  Residence 3 (R-3) |
|  Business 4 (B-4) |  Design Development District 1 |  Residence 4 (R-4) |
|  Business 6 (B-6) |  Incentive Development Zone (IDZ) |  Residence 5 (R-5) |
|  Industry 2 (I-2) |  Residence 2 (R-2) |  Design Development District 2 |

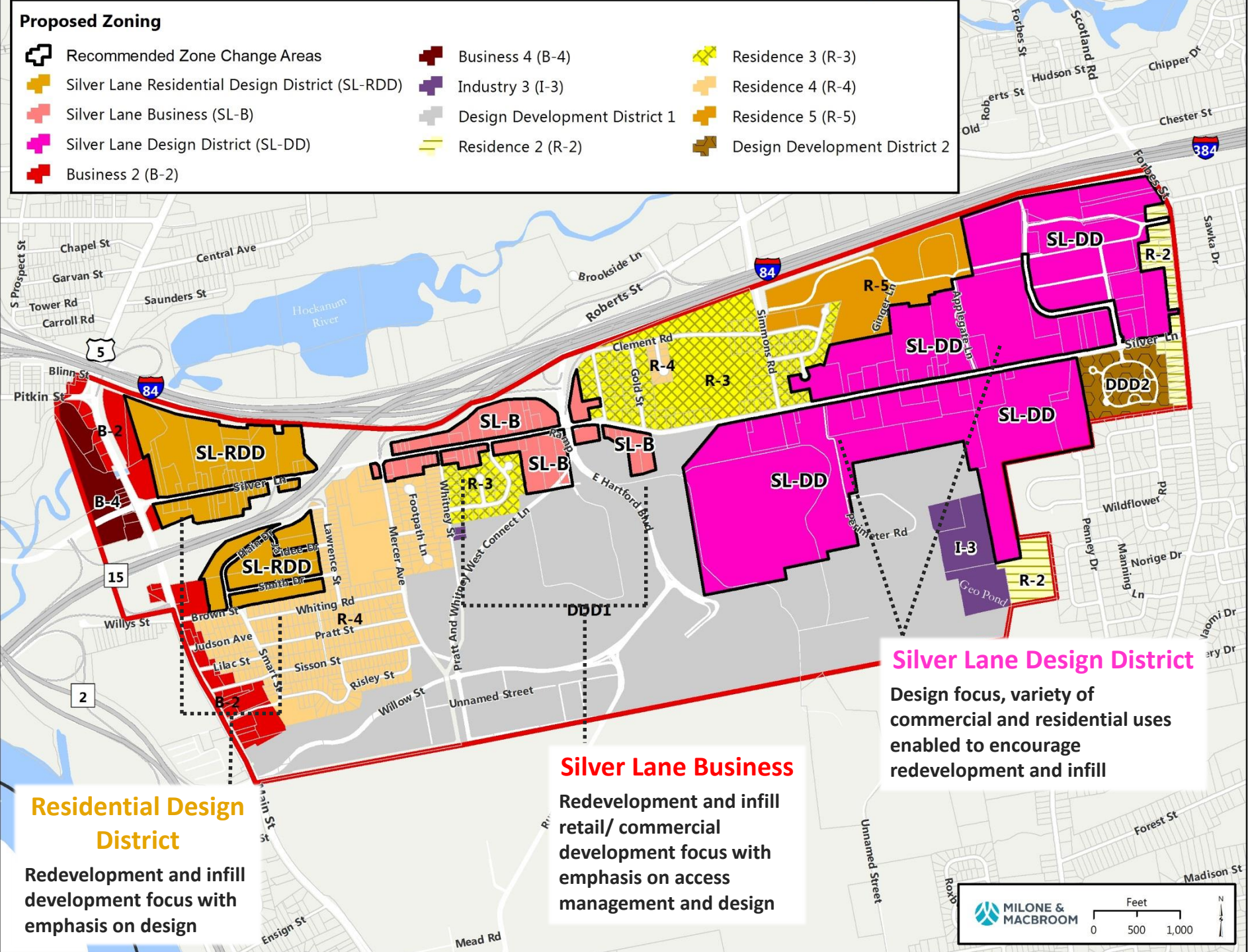
Not an Official Zoning Map

Source: Town of East Hartford



Proposed Zoning

- | | | |
|---|---|---|
|  Recommended Zone Change Areas |  Business 4 (B-4) |  Residence 3 (R-3) |
|  Silver Lane Residential Design District (SL-RDD) |  Industry 3 (I-3) |  Residence 4 (R-4) |
|  Silver Lane Business (SL-B) |  Design Development District 1 |  Residence 5 (R-5) |
|  Silver Lane Design District (SL-DD) |  Residence 2 (R-2) |  Design Development District 2 |
|  Business 2 (B-2) | | |



Residential Design District

Redevelopment and infill development focus with emphasis on design

Silver Lane Business

Redevelopment and infill retail/ commercial development focus with emphasis on access management and design

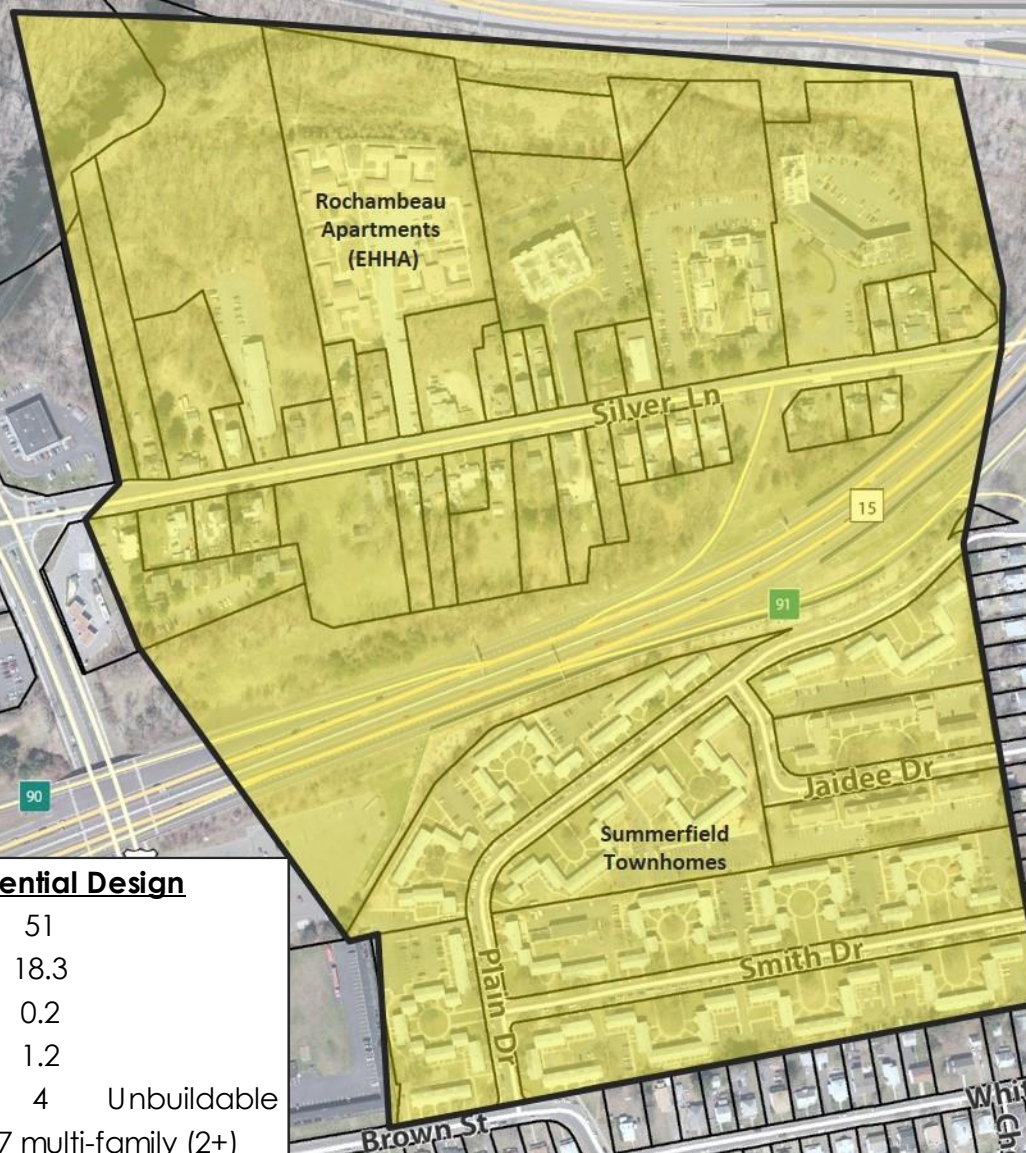
Silver Lane Design District

Design focus, variety of commercial and residential uses enabled to encourage redevelopment and infill

Silver Lane Residential Design District: SL-RDD

Silver Lane Residential Design

Number of Parcels	51
Largest	18.3
Smallest	0.2
Average	1.2
Vacant Parcels	4 Unbuildable
Current Uses	27 multi-family (2+)
	19 single-family



Silver Lane Corridor Study:



Silver Lane Residential Design District

Intent:

The intent of new zoning in this area is to best prepare the Town to achieve **high quality design of any infill development of, and/or redevelopment of properties in the area**. A similar mixture of residential uses is envisioned to remain; however, the quality of design and the public realm infrastructure in this segment will improve.

Permit by right mix of housing types

- Single-family, 2-3 family, multi-family

Increase permitted density

- Max density for multi-family units 17 units/ acre (currently allowed in R-5) on minimum of 1 acre or more to encourage property assembly for such developments
- Maintain similar density and bulk lot requirements as in current R4 for single-, two- and three- family units



Silver Lane Residential Design District

Establish basic design standards

- Front yard setbacks of no greater than 10 feet
- Prohibit parking areas from front yards
- On lots greater than 2 acres with less than 75 feet of street frontage on Silver Lane, require a landscaping buffer along the driveway
- For multi-family developments, require a certain amount of private open space per unit – consider exempting East Hartford Housing Authority from this provision
- Encourage quality architecture – new residential structures or additions should strive to be well crafted in their own style and detail. A consistent architectural design should be considered in choosing materials, finishes, decorative details, color and accent features.



Require landscaping buffer along long driveways



Maintain current 10 foot setback

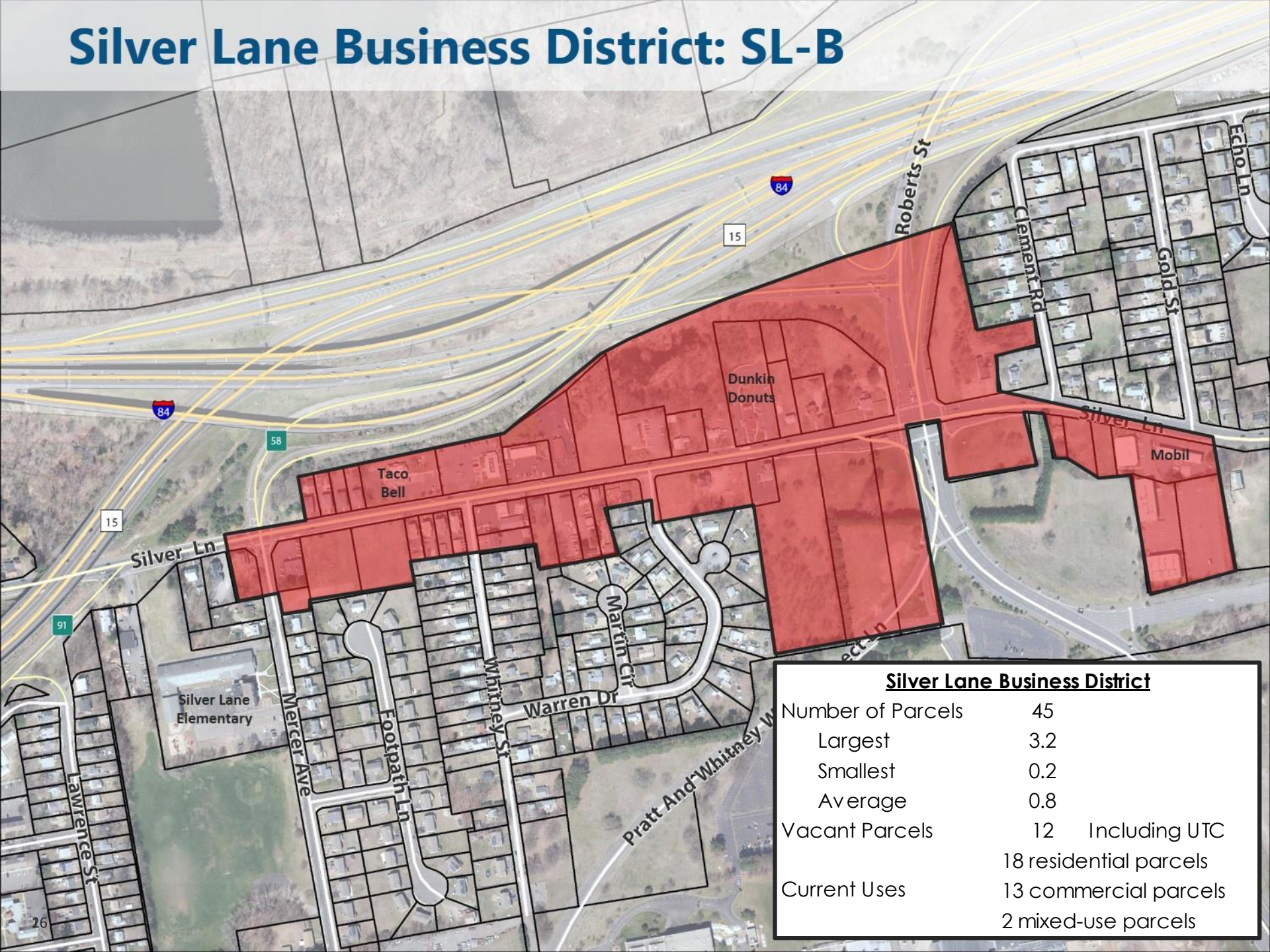
Silver Lane Residential Design District

Increase pedestrian friendly/ transit oriented design

- Consider offering parking reductions for car and/or bike share spaces on site
- Consider offering impervious coverage bonuses for the provision of streetscape amenities such as benches, bus shelters, etc. at the discretion of the commission



Silver Lane Business District: SL-B



Silver Lane Business District

Number of Parcels	45
Largest	3.2
Smallest	0.2
Average	0.8
Vacant Parcels	12 Including UTC
	18 residential parcels
Current Uses	13 commercial parcels
	2 mixed-use parcels

Silver Lane Business District

Intent:

The intent of new zoning in this area is to **promote and expand commercial development, while creating a walkable, livable environment**. The scale of commercial development is anticipated to be in keeping with the scale of what is currently located in this area. The keys to success for this district revolve around improving urban design and access management.

No longer permit residential uses

- Existing residential parcels become nonconforming

Incorporate access management

- Require connections and easements across properties
- Require adjacent parking lots to share street access to reduce curb cuts
- Where easements cannot be obtained, require financial contribution to curb cut consolidation fund



Residential parcels would become nonconforming

Silver Lane Business District

Encourage integrated site development of contiguous properties through incentives

- Consider offering bonus building or impervious coverage for consolidated site plans that incorporate multiple parcels that may not be under common ownership
- Permit a reduction in parking requirements for integrated site plans

Enable parking reductions

- Establish zoning incentives such as parking reductions, for car- and bike-share spaces

Establish pedestrian friendly design standards

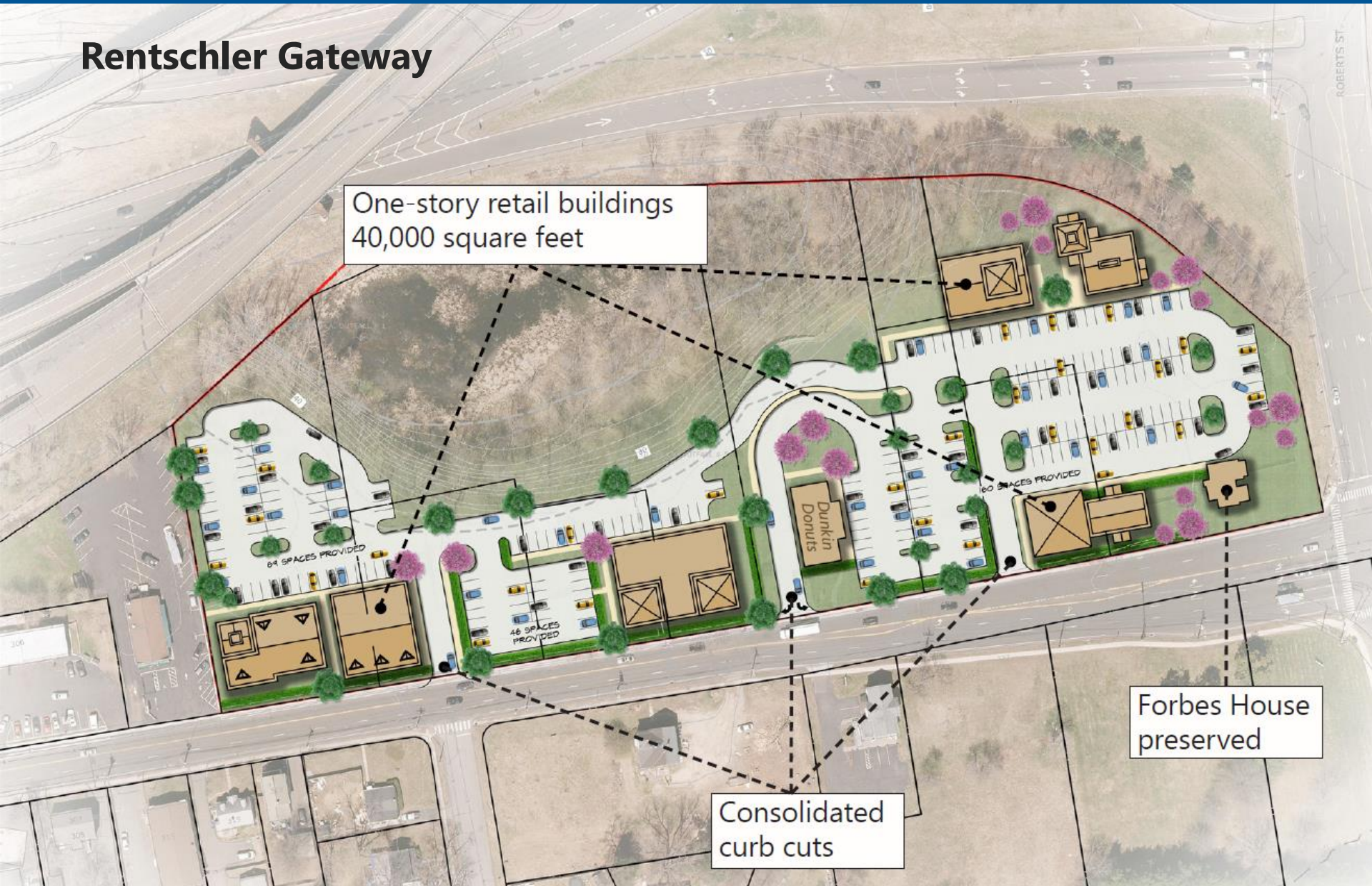
- Establish standards on building orientation, massing and height that encourage good design - reduce current B-2 height, require buildings to be oriented and fronting on street/sidewalk; signage orienting towards sidewalks, etc.



Orient buildings towards the street and sidewalk

Silver Lane Business District: Opportunity Site

Rentschler Gateway



Silver Lane Business District

Establish pedestrian friendly design standards (continued)

- Require street trees and/or landscaping in front yards and parking lots
- Incorporate low impact development requirements
- Consider parking maximums
- Require pedestrian connections from buildings to sidewalk network
- Provide incentives for sidewalk amenities such as benches, trash receptacles, bike racks, bus shelters – parking reductions may be an appropriate reduction
- Establish basic architectural guidelines to require pedestrian friendly scale and design that includes ground floor windows for transparency, façade modulation, low-reflecting and subtle building colors, etc.
- Consider establishing incentives for attractive and durable building design, which would need to be clearly defined with a list of preferred materials, desired roof styles and offsets, etc. Appropriate incentives may include bonus coverage

Case Study: South Windsor

Buckland Road Gateway Development Zone

4.2.7 Consolidated Parcels

A. Purpose

In the interest of promoting development continuity, the consolidation of contiguous parcels is encouraged. 'Consolidation' is defined here as the integration of 2 or more individually owned parcels into a single Consolidated Parcel for the purposes of creating a shared-use arrangement of selected site components, e.g. common points of access/egress, drive passage, parking, loading/unloading, building coverage and yards.

B. Procedure

- 1. A consolidated parcel shall be developed with an integrated plan of buildings, parking, loading and unloading, and open space.*
- 2. The owner of each lot shall give to the owner of each lot in the consolidated parcel by deed, easement, or agreement filed in the Office of the Town Clerk, the right of entrance, exit, passage, parking, and loading.*

C. Access

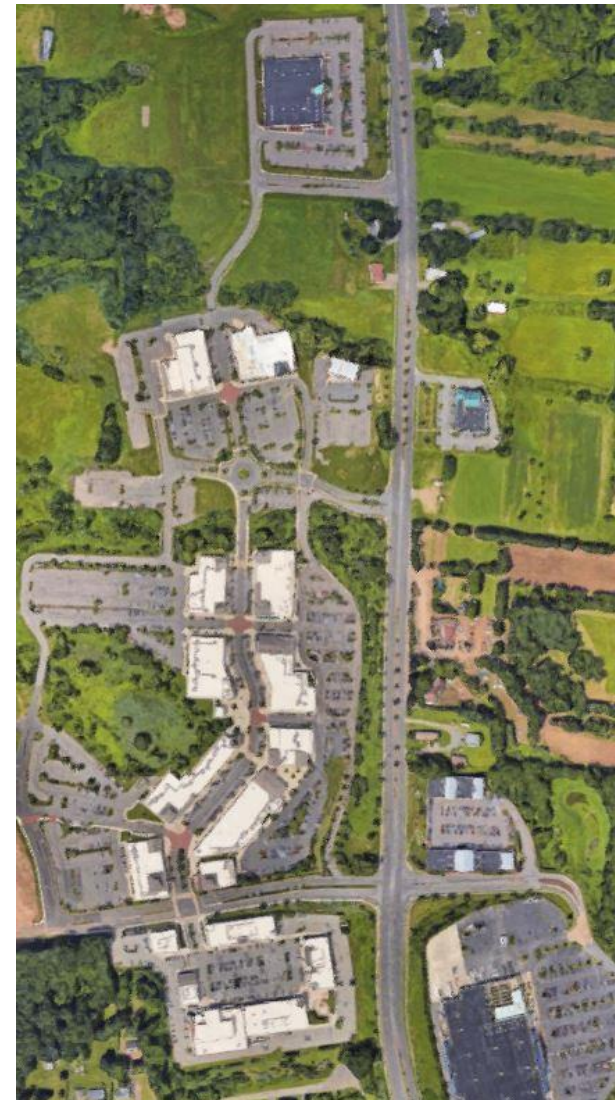
The Commission may require or limit the number of access/egress drives and/or direct the placement of same within a Consolidated Parcel such that only 1 or more of several individually or commonly owned "sub-parcels" within the Consolidated Parcel would have a point of access/egress. Such restriction would be in accordance with current access management policies and plans.

D. Yards

Side or rear yards may be ignored along common boundaries of consolidated lots.

E. Impervious Coverage Bonus

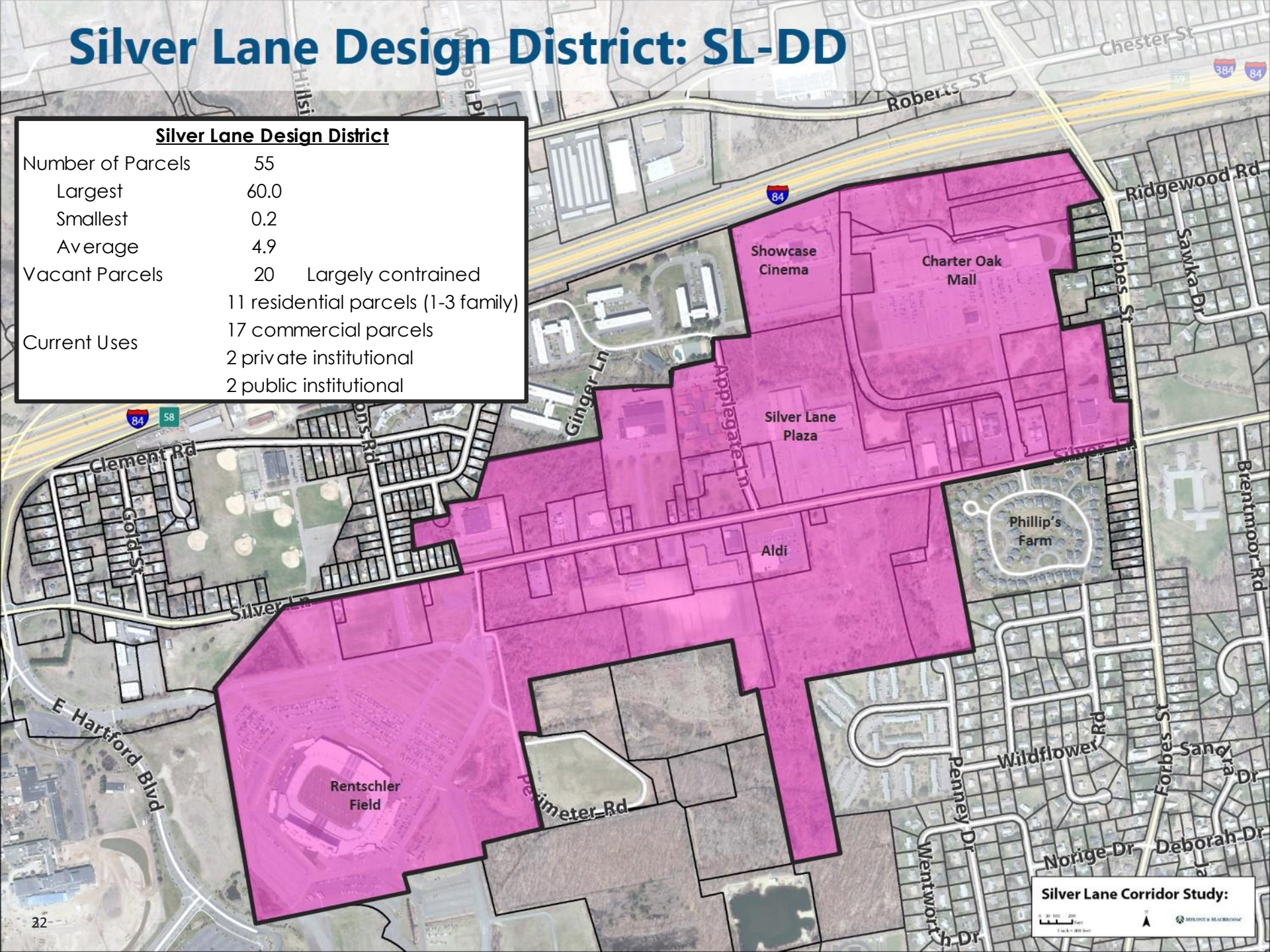
A 5% impervious coverage bonus may be granted for the consolidation of 2 or more lots that are nonconforming to the minimum lot size requirement into 1 larger lot. When a non-conforming lot is combined with a conforming lot, an additional 5% of the area of the non-conforming lot can be added to the total impervious surface allowed.



Silver Lane Design District: SL-DD

Silver Lane Design District

Number of Parcels	55	
Largest	60.0	
Smallest	0.2	
Average	4.9	
Vacant Parcels	20	Largely constrained
	11 residential parcels (1-3 family)	
Current Uses	17 commercial parcels	
	2 private institutional	
	2 public institutional	



Silver Lane Corridor Study:

© 2012
Scale: 1 inch = 200 feet
North arrow pointing up

MILNOR & MACDONALD

Silver Lane Design District

Intent:

The intent of this district is to **enable mixed-use, pedestrian-centered development and design that creates a node of activity in the eastern end of the corridor**. As this area has the largest parcels and multiple sites that are ripe for redevelopment in the near future, it offers the greatest opportunity for projects of some scale. Given challenges in the market, **flexibility in uses is critical** - from residential to retail and from commercial office to light manufacturing or research. Similar to the Business District, basic design standards should be incorporated with incentives to exceed basic standards to encourage quality design.

Enable wide variety of uses

- Multi-family residential, age-restricted, light manufacturing, commercial, retail, mixed-use buildings or sites, public parks
- Streamlined approval process that requires pre-application meeting, uses third-party review as necessary and relies on site plan approval without public hearing to the greatest extent



Enable multi-family residential development

Silver Lane Design District

Consider flexibility in density

- Provide impervious, height, yard standards and require demonstration of sufficient parking
- Limit density to reasonable capacity of the site and existing infrastructure, as well as compliance with coverage, lot and height requirements

Enable shared parking

- For mixed-use sites, and for adjacent sites or sites within a reasonable distance
- Enable parking reductions for car- and bike-share spaces

Encourage integrated site development of contiguous properties through incentives

- Consider offering bonus building or impervious coverage for consolidated site plans that incorporate multiple parcels that may not be under common ownership
- Permit a reduction in parking requirements for integrated site plans

Mixed-Use Core

Establish pedestrian friendly design standards

- Establish standards on building orientation, massing and height that encourage good design - buildings oriented and fronting on street/ sidewalk; signage orienting towards sidewalks, etc.
- Permit greater building height on rear lots, especially along the interstate
- Require street trees and/or landscaping in front yards, parking lots and driveways of certain length
- Incorporate low impact development requirements
- Consider parking maximums
- Require pedestrian connections from buildings to public sidewalk network
- Require pedestrian connection to the Charter Oak Greenway when site is within a certain distance of the trail



Provide flexibility in density, with higher intensity allowed on rear lots and medium density commercial uses fronting Silver Lane itself

Mixed-Use Core

Establish pedestrian friendly design standards (Cont.)

- Provide incentives for sidewalk amenities such as benches, trash receptacles, bike racks, bus shelters – parking reductions may be an appropriate reduction
- Consider requiring site design standards to be met, as feasible, with any substantial addition to existing buildings/ sites
- Establish basic architectural guidelines to require pedestrian friendly scale and design that includes ground floor windows for transparency, façade modulation, low-reflecting and subtle building colors, etc.
- Consider establishing incentives for attractive and durable building design, which would need to be clearly defined with a list of preferred materials, desired roof styles and offsets, etc. Appropriate incentives may include bonus coverage



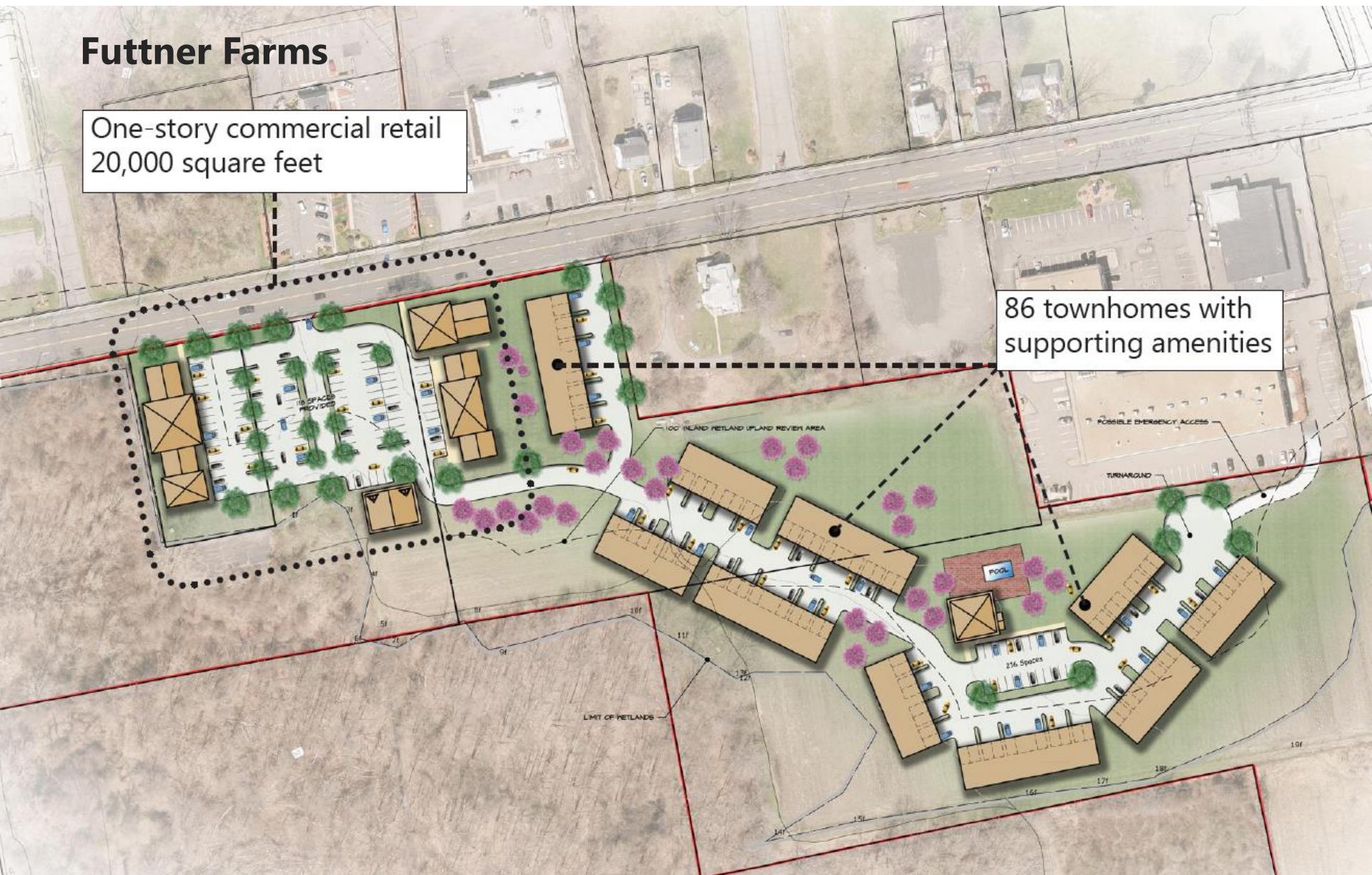
Establish zoning incentives for developers who provide sidewalk amenities such as bike racks and benches

Silver Lane Design District: Opportunity Site

Futtner Farms

One-story commercial retail
20,000 square feet

86 townhomes with
supporting amenities



Invest in the Corridor

Town assistance in catalytic redevelopment site

- Conduct due diligence on potential Showcase Cinemas acquisition
- Acquire property using Urban Act Grant funding or town bond funds
- Conduct hazardous materials abatement and site remediation as necessary using environmental remediation grants to the extent feasible
- Demolish existing building and perform pre-development site work to achieve redevelopment-ready site
- Determine financing gaps for desired residential or mixed-use project in order to better negotiate public-private partnership
- Solicit a private development partner
 - Develop a brochure and other marketing materials to distribute to prospective developers
 - Conduct tours
 - Developer solicitation – consider a two-step process as Meriden did with its TOD developments
 - Negotiate tax abatements to ensure viable project

Opportunity Site: Showcase Cinemas



Invest in the Corridor

Assist in redevelopment/rehabilitation of existing housing

- Target housing rehabilitation funds to the corridor, as applicable – the Town uses CDBG funding to assist in housing rehabilitation projects. Through annual action plans and the Consolidated Planning process, consider targeting the corridor for use of some of these funds.
- Blight enforcement
- Consider tax abatements for redevelopment of existing multi-family properties
- Seek to form a public-private partnership to renovate Housing Authority property

Make investments in infrastructure

- Make structural repairs to the Hockanum Diversion Structure
- Work with the state to ensure ongoing maintenance of stormwater infrastructure on Silver Lane, including catch basin cleaning, and jetting & vacuuming of stormwater lines.
- Implement the recommendations from the CRCOG Transportation Study



The Hockanum Diversion Structure behind Silver Lane Plaza is in need of repairs

Invest in the Corridor

Assist in access management, streetscape and visual appeal improvements

- Consider establishing revolving loan fund to issue low-interest loans to existing and/or new businesses to facilitate property assembly, building, facade and/or site improvements, especially to implement curb cut consolidations in the recommended Silver Lane Business District
- Invest in gateway improvements such as signage, banners, plantings, and lighting, particularly in gateway areas near the highway interchanges



Investments in public realm infrastructure such as streetscape improvements can improve the visual character of the corridor and enhance the marketability of adjacent properties

Strengthen and Support Existing Residents and Businesses

Implement Working Cities Challenge Grant

- Continue to work in collaboration with East Hartford Public Schools, and a variety of other public and private partners to build human capital and improve educational and employment outcomes for families in the Silver Lane neighborhood



Strengthen relationships with and among existing businesses in the Corridor

- Establish a regular visitation program by Town Staff to collaborate on potential expansion and/or upgrades, latest developments in implementation of this Plan and other concerns
- Facilitate a semi-annual networking event for Silver Lane businesses
- Work with CCAT to continually evaluate businesses graduating from incubator space in need of facilities and their potential fit in Silver Lane



Strengthen and Support Existing Residents and Businesses

Collaborate with State partners for physical improvements

- Advocate for a *CTfastrak* station in the corridor not only to serve existing residents, but also to serve an expanding workforce on the UTC campus and potential future residents
- Collaborate with the State and CRDA to implement Placemaking Park concept on State-owned Rentschler Field parking property. Not only would the park activate a highly visible under-utilized property in the corridor, but such an amenity would provide health and social benefits for existing and future residents of all ages. Incorporate opportunities for local artists and/or an art installation from Silver Lane Elementary School to strengthen neighborhood stewardship.
- Plan for and establish pedestrian connections from existing neighborhoods to East Coast Greenway



Strengthen and Support Existing Employers and Institutions

- Explore employer-assisted housing program for new residential development
- Coordinate planning for future development of UTC's campus, as well as Goodwin College's expansion efforts to ensure appropriate linkages with the Silver Lane Study Area and to realize synergies in land uses and urban design

Case Study D: Employee Housing

Cleveland, OH University Circle Housing Incentive

The Cleveland Foundation, with financial support from several philanthropic organizations and institutional partners, initiated the Greater Circle Living program in 2008 to increase socio-economic diversity in the residential neighborhoods immediately surrounding the cluster of institutional uses collectively known as University Circle.

These neighborhoods had suffered from years of disinvestment and were generally not perceived by employees of institutions in the neighborhood as desirable places to live. The program aims to attract employees to live in the area, thereby increasing income diversity, improve existing and future housing stock offerings, and offer a single program to serve all institutional anchors in the neighborhood. As of 2013, the Foundation had raised \$1.5 million from philanthropic partners and \$2.5 million from institutional partners to fund the initiative.

Close to 70 local arts, education, medical, religious and other institutions participate, offering some form of housing incentives to employees. Incentives offered range from a forgivable loan of up to \$20,000 for employees of certain institutions; a

supplemental working family loan for income-qualified family households; up to \$8,000 in matching funds for exterior renovations to ownership units; and one month's rent (up to \$1400) for employees signing a one-year lease.

EMPLOYEE ASSISTANCE
Program usage as of 11/5/13

160 **300**
TRANSACTIONS PEOPLE HELPED

HOME PURCHASE

48
EMPLOYEES


PURCHASING PRICE
\$16,000-\$44,000

RENTER ASSISTANCE

87
EMPLOYEES


1 MONTH PAYMENT
up to \$1,400

EXTERIOR REPAIR

25
EMPLOYEES


MATCHING GRANT
up to \$8,000

From Cleveland's Greater University Circle Initiative: Building a 21st Century City through the Power of Anchor Institution Collaboration, Cleveland Foundation, 2013.

Further Information:

<http://www.universitycircle.org/live/incentives-for-home-buyers>

<http://community-wealth.org/sites/clone.community-wealth.org/files/downloads/Cleveland's%20Greater%20University%20Circle%20Anchor%20Initiative.%20Case%20Study.pdf>

http://fairfaxrenaissance.org/gcl/gclOptions/gcl_option3.html

Discussion

- Is there anything we missed or any other final thoughts?
- DECD Deadline is July 31st – goal is finalize comments today and make revisions by Friday