

Silver Lane Project Update:

Planning and Zoning Commission

June 27, 2018

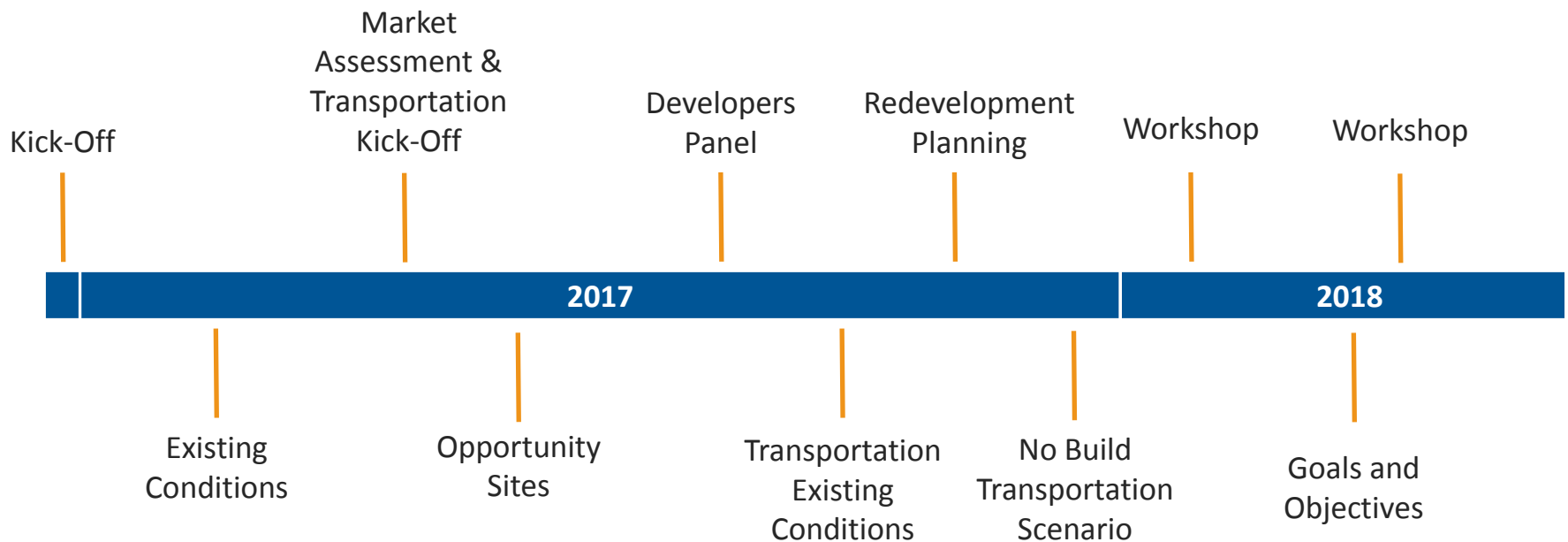


Agenda

- Study Background
- Market Assessment Overview
- Zoning Recommendations

Study Background

- Study funded by a Brownfields Area Revitalization (BAR) grant from the CT Department of Economic and Community Development
- CRCOG and TranSystems working on a transportation study of the corridor
- Draft report will be released in mid-July



Project Goals and Objectives

- Improve transportation system and infrastructure
- Enhance visual appeal of the Corridor
- Increase residential development
- Reposition obsolete land uses
- Increase commercial or mixed-use development
- Improve livability and quality of life

Commercial Development

Silver Lane: Recent Developments



Aldi Supermarket

Address: 801 Silver Lane

Year Built: 2008

Size: 17,000 SF



Dunkin Donuts

Address: 364 Silver Lane

Year Built: 2009

Size: 2,400 SF



CVS Pharmacy

Address: 972 Silver Lane

Year Built: 2012

Size: 14,500 SF



Dollar General

Address: 735 Silver Lane

Year Built: 2017

Size: 7,500 SF

Commercial Vacancy

Major Vacant Spaces



Showcase Cinemas (Movie Theater)

Vacant Units: 1 Vacant Sq. Ft.: 65,847 SF
For Sale: \$5,000,000



Silver Lane Plaza (Retail)

Vacant Units: 15 Vacant Sq. Ft.: 112,115 SF
For Sale or Lease? N/A



Charter Oak Mall (Retail)

Vacant Units: 2 Vacant Sq. Ft.: 26,078 SF
For Lease: Negotiable



467-479 Silver Lane (Class B Office)

Vacant Units: 2 Vacant Sq. Ft.: 14,857 SF
For Lease: \$10/SF/Year

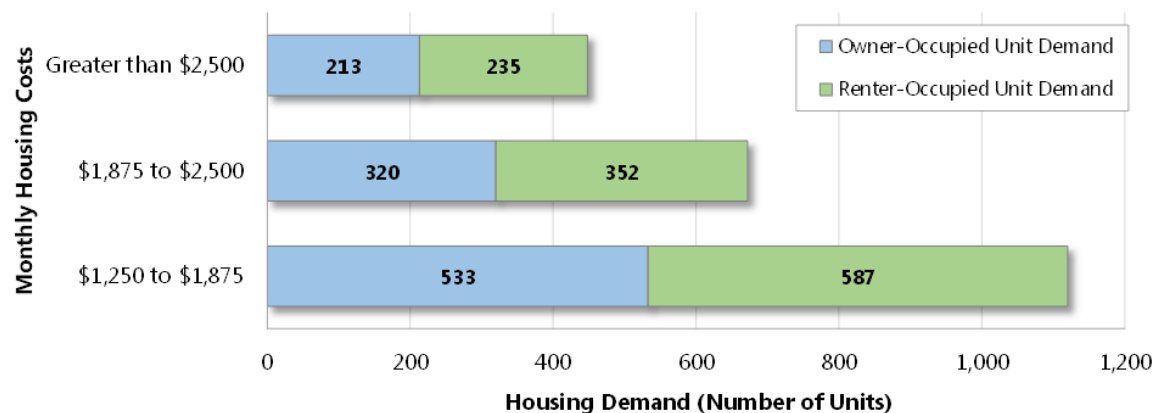
Market Study Takeaways: Retail

- **Stagnant retail market regionally** – market area is only projected to absorb 4,000 SF of new retail up to 2021
- **Silver Lane has transitioned to a neighborhood-oriented retail node.** Lack of market for additional “big box” style retail, but some opportunities for small-scale neighborhood oriented retail on Silver Lane
 - Current B-6 zoning district is intended for big box stores, but additional big box development unlikely to be supported
- **Opportunities for commercial development near Roberts Street**
 - High traffic volumes and greatest visibility to Rentschler Field and Pratt & Whitney traffic
 - Several abutting properties currently zoned for residential uses. Legacy industrial zones on the south side of Silver Lane
- **More local spending power needed to support and grow neighborhood retail** in the corridor – new housing development is key
- Unique, niche use, or cluster of niche uses needed to stimulate the traditional commercial core of Silver Lane
- Outlet mall was projected to have minimal increase in traffic on Silver Lane – halting of that project does not significantly change the market study takeaways

Market Study Takeaways: Residential

- **Large increase in region's multi-family housing inventory in recent years.** Surrounding communities have added or approved over 2,000 multi-family units since 2014
 - No major residential developments have occurred in East Hartford over the last ten years
- **Expansion of Pratt & Whitney's workforce over the next several years will result in significant regional housing demand for housing in the \$1,250 to \$2,500 per month cost range**
 - **East Hartford needs to diversify its multi-family housing stock if it wants to capture these residents**

**Estimated Housing Demand for Pratt & Whitney
Employment Expansion, by Price Point and Unit Type**



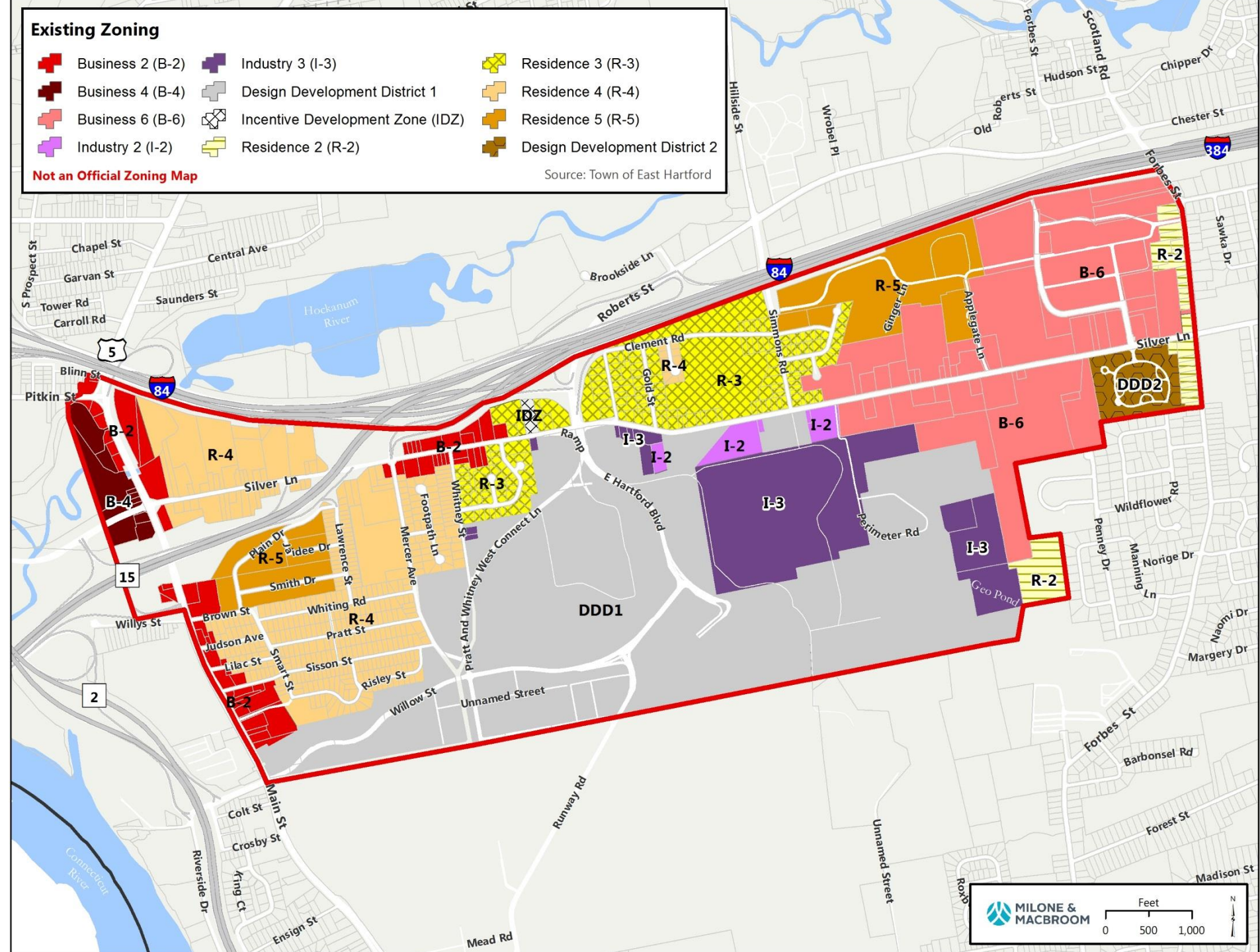
Source: MMI calculation based on announced employment growth and assumed salary ranges

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



Silver Lane Residential Design District (SL-RDD)



Silver Lane Business (SL-B)



Silver Lane Design District (SL-DD)



Business 2 (B-2)



Business 4 (B-4)



Industry 3 (I-3)



Design Development District 1



Residence 2 (R-2)



Residence 3 (R-3)



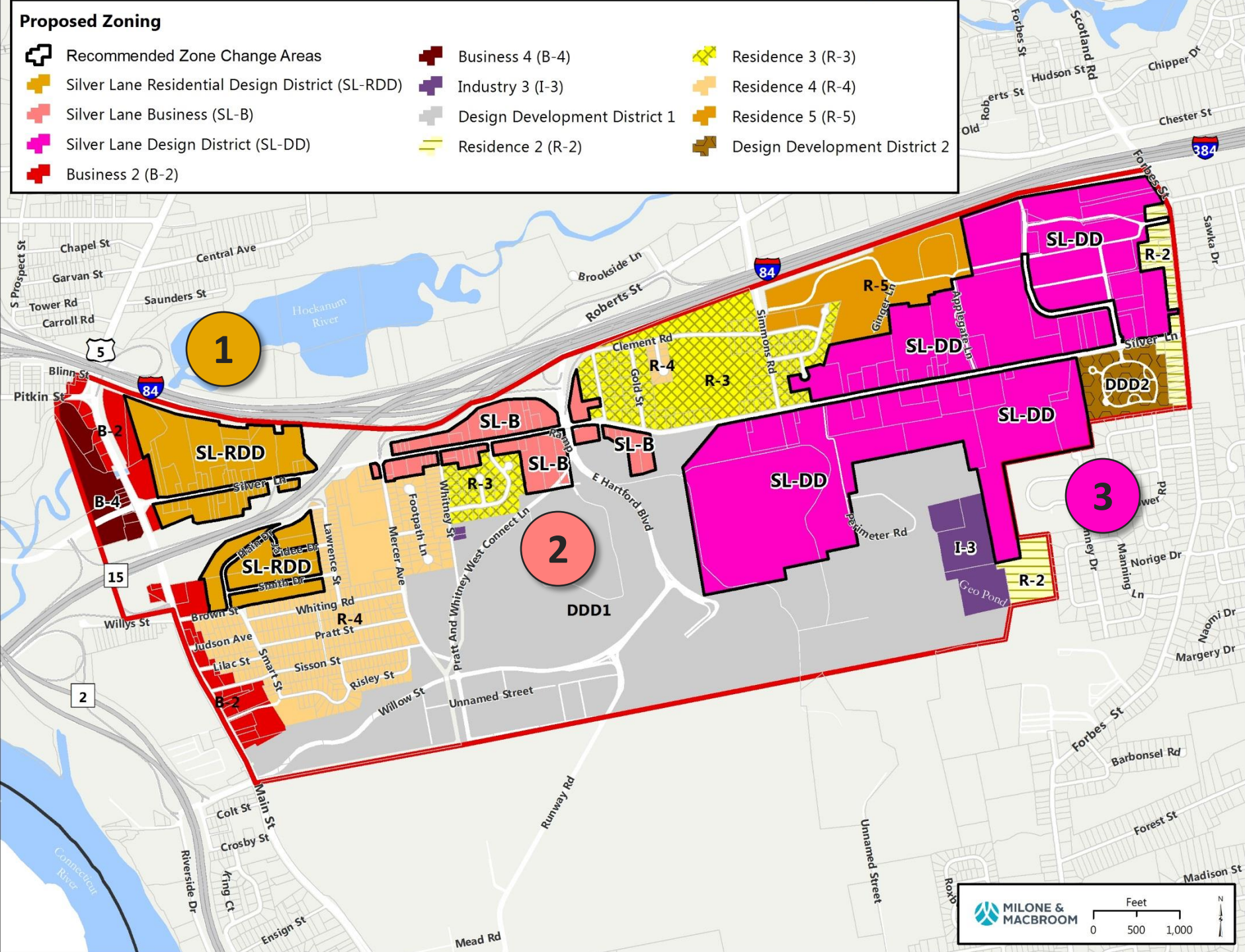
Residence 4 (R-4)



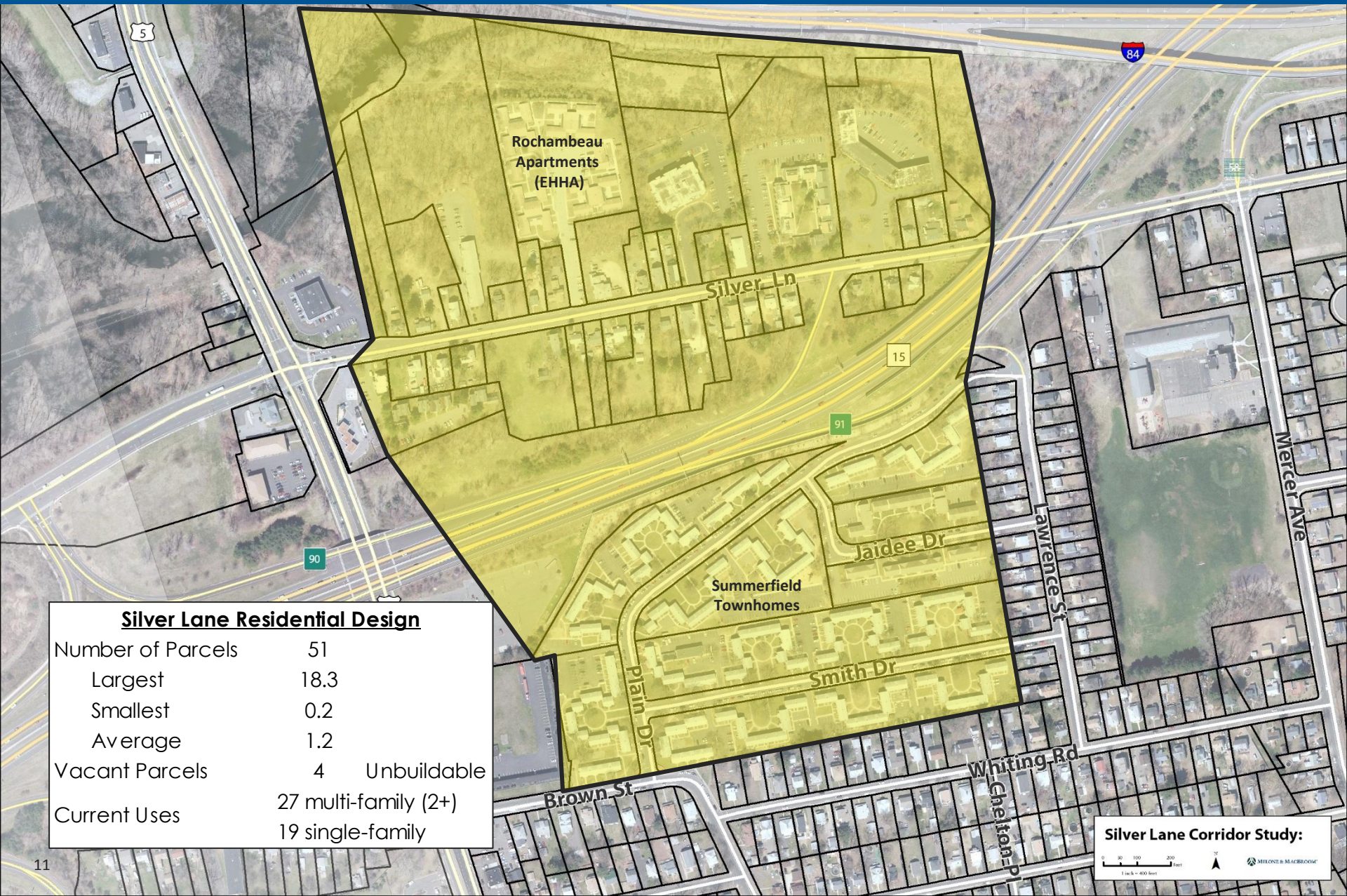
Residence 5 (R-5)



Design Development District 2



Residential Design District



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:

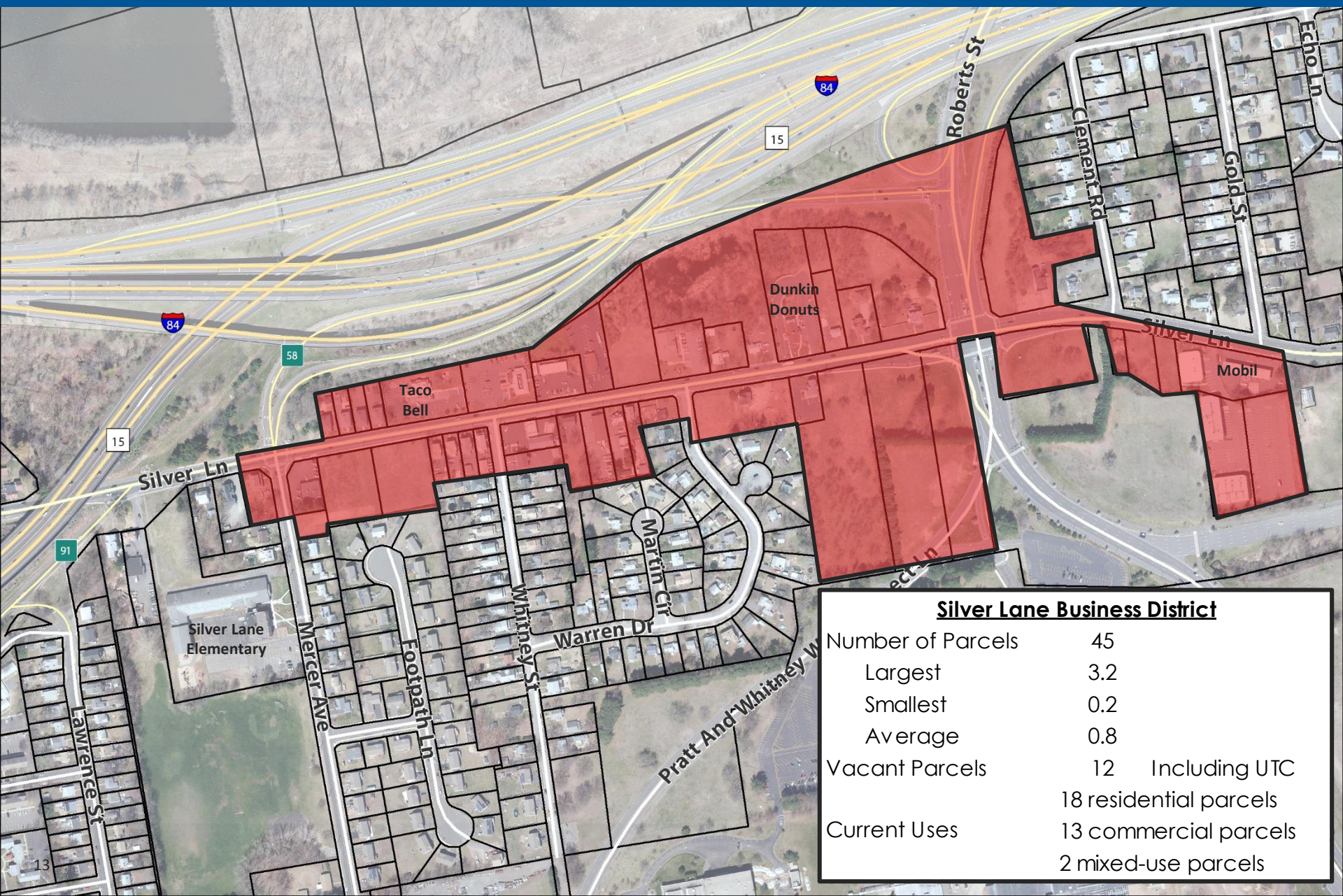
0 50 100 200 Feet
1 inch = 400 feet
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Residential Redevelopment/ Infill Area

“Silver Lane Residential Design District”

- Intent: redevelopment and infill focus that encourages high quality design
- **Enable mix of housing types** that currently exist: Single-family, 2-3 family, multi-family
- **Emphasize design standards**
 - Parking out of view of street
 - Street landscaping and green space requirements
 - Encourage architectural standards to quality/ durability of materials
- **Intensity**
 - Max density for multi-family 17 units/ acre (currently allowed in R-5) on minimum of 1 acre or more to encourage property assembly
 - Similar density and bulk requirements as current for single-, two- and three- family
- **Increase pedestrian friendly/ transit oriented design**, consider parking reductions for:
 - Car and/or bike share spaces
 - Affordable units

Silver Lane Business District



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

Neighborhood Commercial

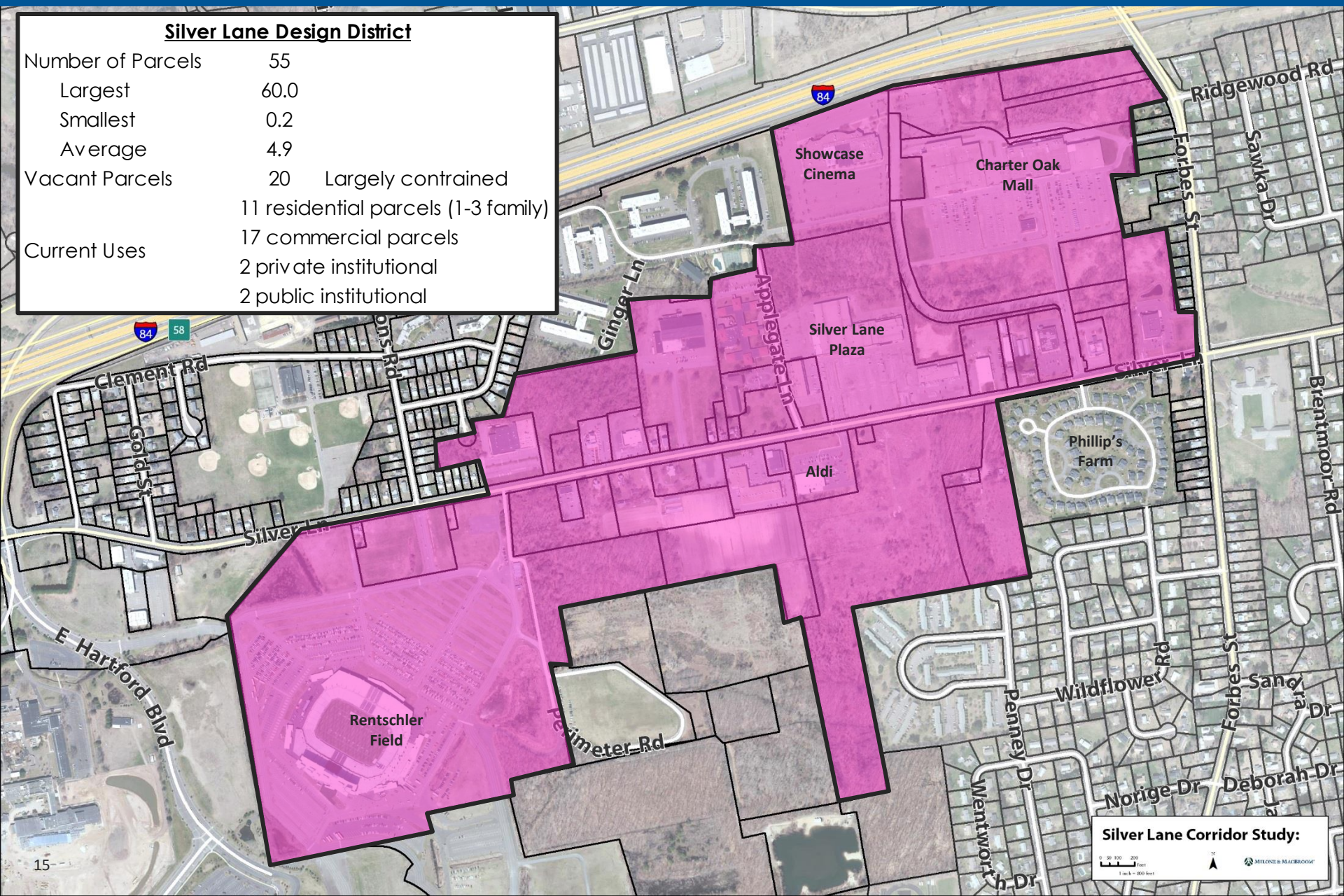
“Silver Lane Business District”

- Intent: Capitalize on existing and potential retail opportunities through redevelopment and infill in a livable, walkable corridor
 - Commercial/ retail development focus – consider no longer allowing single-family
- **Strong access management regulations**
 - Require connections and easements across properties
 - Require adjacent parking lots to share street access to reduce curb cuts
 - Consider offering financial assistance to facilitate redesign of curb cuts
- **Encourage parcel consolidation** (integrated site development of contiguous properties) through incentives
 - Bonus building/ impervious coverage
 - Reduction in parking
- **Pedestrian friendly design**
 - Building orientation, massing and height (reduce current B-2 height)
 - Site design and landscaping
 - Consider parking maximums
 - Pedestrian connections from buildings to sidewalk network

Silver Lane Design District

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:

0 50 100 200
feet
Scale = 1:500 feet



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Mixed-Use Core

“Silver Lane Design District”

- Intent: Create a node of activity in corridor through mixed-use, pedestrian-centered development and design
- **Enable wide variety of uses** - light manufacturing, commercial, retail, multi-family residential, age-restricted planned developments, mixed-uses, public parks
- **Be flexible on density** provided impervious, height, bulk requirements and demonstration of sufficient parking
- **Enable shared parking** for mixed-uses, and parking reductions for car- and bike-share spaces
- **Consider incentivizing sustainable design/construction** to help create niche product
- **Streamlined approval process**
- **Enable integrated site design and planning**
 - Parking
 - Stormwater management
 - Access/egress

Mixed-Use Core

- **Strong design standards with flexibility**
 - Emphasize **pedestrian orientation**
 - Reduce front yards along Silver Lane to bring buildings closer to street
 - Fenestration (windows) and main entries facing the street
 - Require or incentivize provision of public spaces (benches, plazas, etc.)
 - Encourage connections to Greenway
 - Provision of sidewalks *within* sites that connect to the sidewalk network on Silver Lane
 - **Building orientation, massing and height**
 - Consider differentiating between Silver Lane frontage and rear parcels to enable higher buildings in the rear and enable street wall creation on internal driveways
 - **Low impact design**
 - Encourage new technologies and techniques for water quality improvement and “green” niche product
 - **High quality landscaping and architecture**
 - Flexible in architectural style - quality building materials
 - Native landscaping materials
- Consider requiring site design standards to be met, as feasible, with any substantial addition to existing buildings/ sites