

Silver Lane Advisory Committee

April Meeting

Silver Lane Corridor Study



Agenda

- Transportation Study Update – (CRCOG, TranSystems)
- Corridor Future Land Use Vision
 - Workshop Summary
 - Committee Consensus
- Site Feasibility Assessments
- Strategies Discussion

Anticipated Outcomes:

- **Confirm Long Term Land Use Vision for the Silver Lane corridor (20 year horizon)**
- **Sense of direction on goals, objectives and Implementation Plan (5-Year Horizon) – Short-term actions the town can take to implement the Long Term Land Use Vision**
 - Inform zoning and design standard recommendations
 - Identify catalyst projects and key redevelopment sites
 - Prioritize use of state and local funds in the corridor

Public Meeting

- Great attendance!
- Engaged public
- Thank you for your participation!

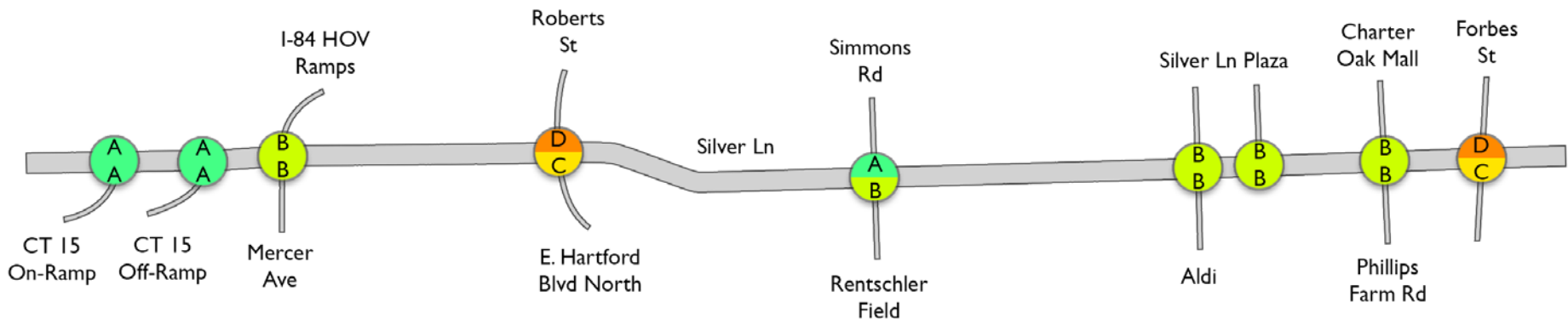


Future Conditions Analysis

Have: Development Assumptions

- Pratt Engineering Center
- Rentschler Phases 1 & 2 with residential
- Silver Lane Plaza

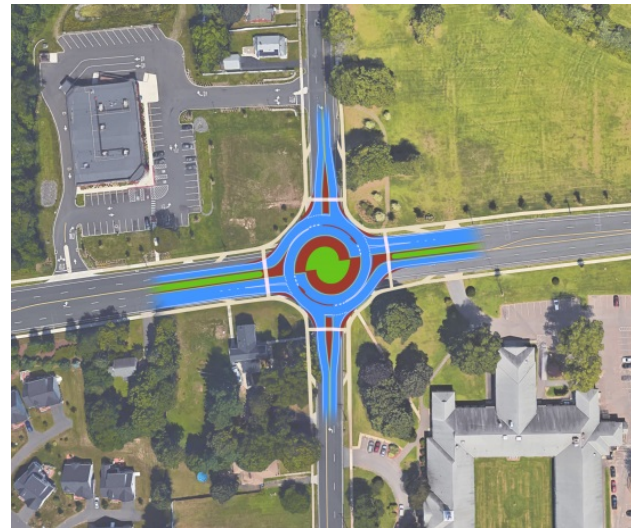
Working On: Future (2040) Traffic Forecast and Operational Analysis



(Existing Analysis)

Next Steps

- Finalize Future Conditions
- Begin Alternatives
- Next AC – mid-May / Public Meeting (before schools get out)
- Detailed alternatives work over the summer



Outlet Mall Update

- Outlet mall not moving forward
- Town was awarded a \$12 million Urban Act grant to fund infrastructure improvements for the outlet mall
 - With the outlets not moving forward, the Town may spend those funds elsewhere in the Silver Lane corridor
- Town has bonded an additional \$3 million to be used in the corridor

Market Study Recap

- Outlets would have had limited impact on the east end of the corridor due to access directly off of Roberts St exit
 - Limited market for retail and office development regionally
 - Poor locational characteristics for regional retail on east end – poor access to highway and low traffic volumes
 - More local spending power needed to support neighborhood retail in the corridor
- Mixed-use redevelopment that capitalizes on UTC employees, recreational amenities (riverfront and greenway), and *CTfastrak* may offer greatest potential for revitalization
 - UTC and Pratt & Whitney employment growth still promising
 - Traffic volumes still significant at Roberts Street currently

Vision for the Corridor

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.

INITIAL LONG TERM LAND USE VISION PRESENTED IN DECEMBER

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

Long Term Land Use Vision

What we heard from you:

- Large-scale acquisition and assembly of residential properties near the Pratt & Whitney ballfields is not practical or realistic
- Infill development should focus on vacant land and underutilized properties throughout the corridor
 - Emphasize access management and lot interconnectedness
- Proximity to recreation and greenway trail should be emphasized for residential development
- Commercial development on Pratt & Whitney ballfields?
- What would residential look like on the Charter Oak Mall site?

LONG TERM LAND USE VISION REVISED IN JANUARY

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

Recreation or Open Space
(Flood Zone)

Open Space
(Wetlands)

Place Making Park

Long Term Land Use Vision

What we heard from the public:

- Commercial infill development on Silver Lane well received – traffic generally not a concern
- Age-restricted housing adjacent to Phillips Farms generally well-received
- More people interested in housing on both the cinema and Charter Oak Mall sites than those wanting to see Charter Oak Mall remain
 - Stepping down in density from west to east towards Forbes was received positively
- Place-making park was strongly supported
- Concerns from neighbors over development on the ballfields site

Implementing the Vision - Potential Zoning Changes

COMMERCIAL GATEWAY

- Rezone from residential to neighborhood commercial
- Increase minimum lot size to encourage property assembly
- Access management requirements

RENTCHSLER FIELD FRONTAGE

- Eliminate legacy industrial zones (I-2 and I-3) and replace with commercial zone

MIXED-USE DESIGN DISTRICT

- Broaden permitted uses to include higher density residential
- Encourage commercial on Silver Lane frontage
- Revise dimensional standards and parking requirements
- Strong design standards

RENTCHSLER FIELD CAMPUS

- Eliminate legacy industrial zones (I-2 and I-3) and replace with recreational design district

Silver Lane Corridor Study:

© 2010
Scale: 1" = 114.3 feet

MILONE & MACBROOK

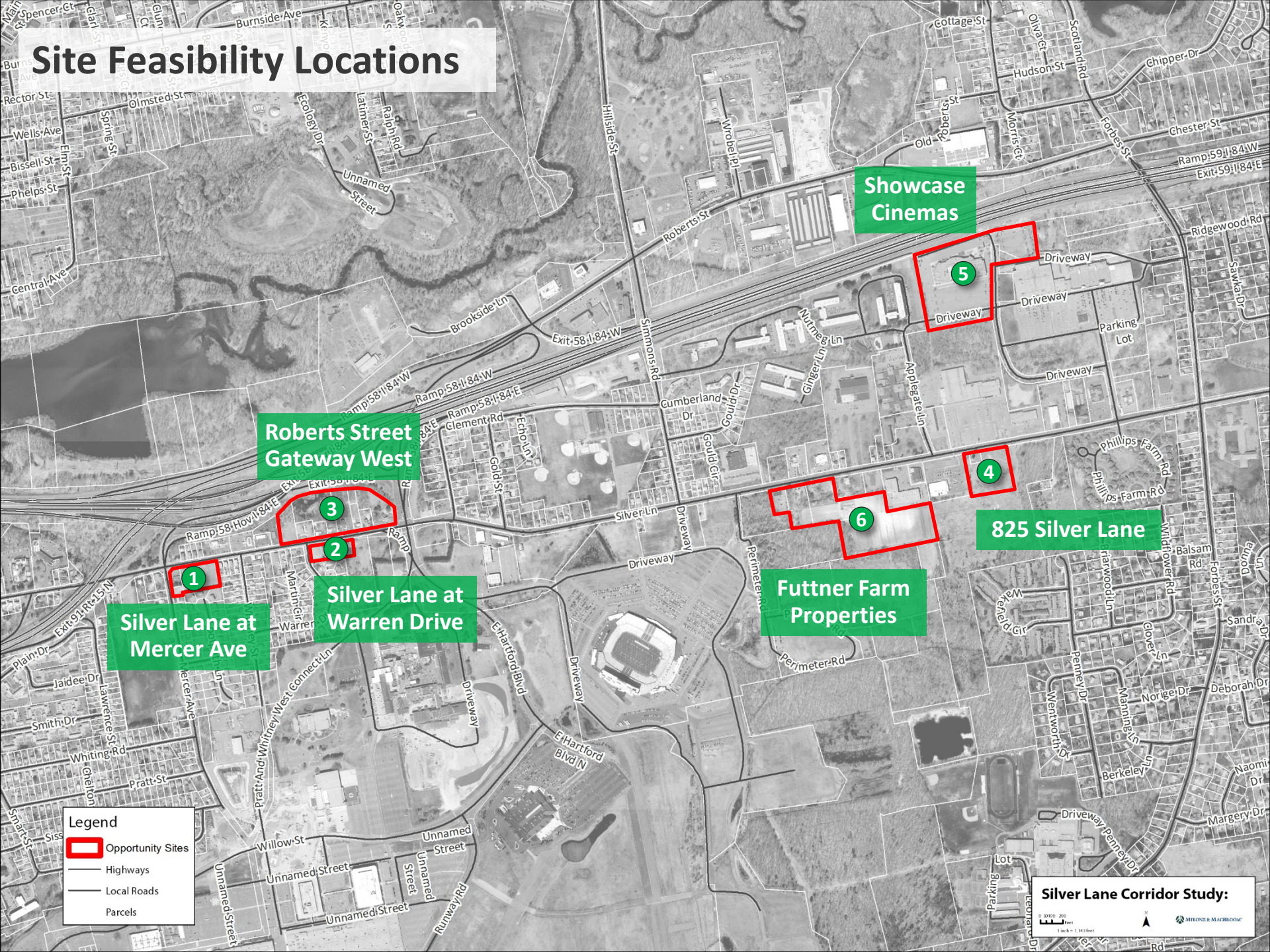
Site Feasibility

Engineering feasibility conducted on six sites that align with your short-term priorities i.e. projects that could be realistically achieved in the next five years to kick-start the long term vision. Focus is on vacant or underutilized properties.

1. Silver Lane at Mercer Ave (Neary Property)
2. Silver Lane at Warren Drive
3. Roberts Street Gateway (west side)
4. 825 Silver Lane (next to Aldi)
5. 936 Silver Lane (Showcase Cinemas)
6. 695-711 Silver Lane (Futtner Farm Properties)

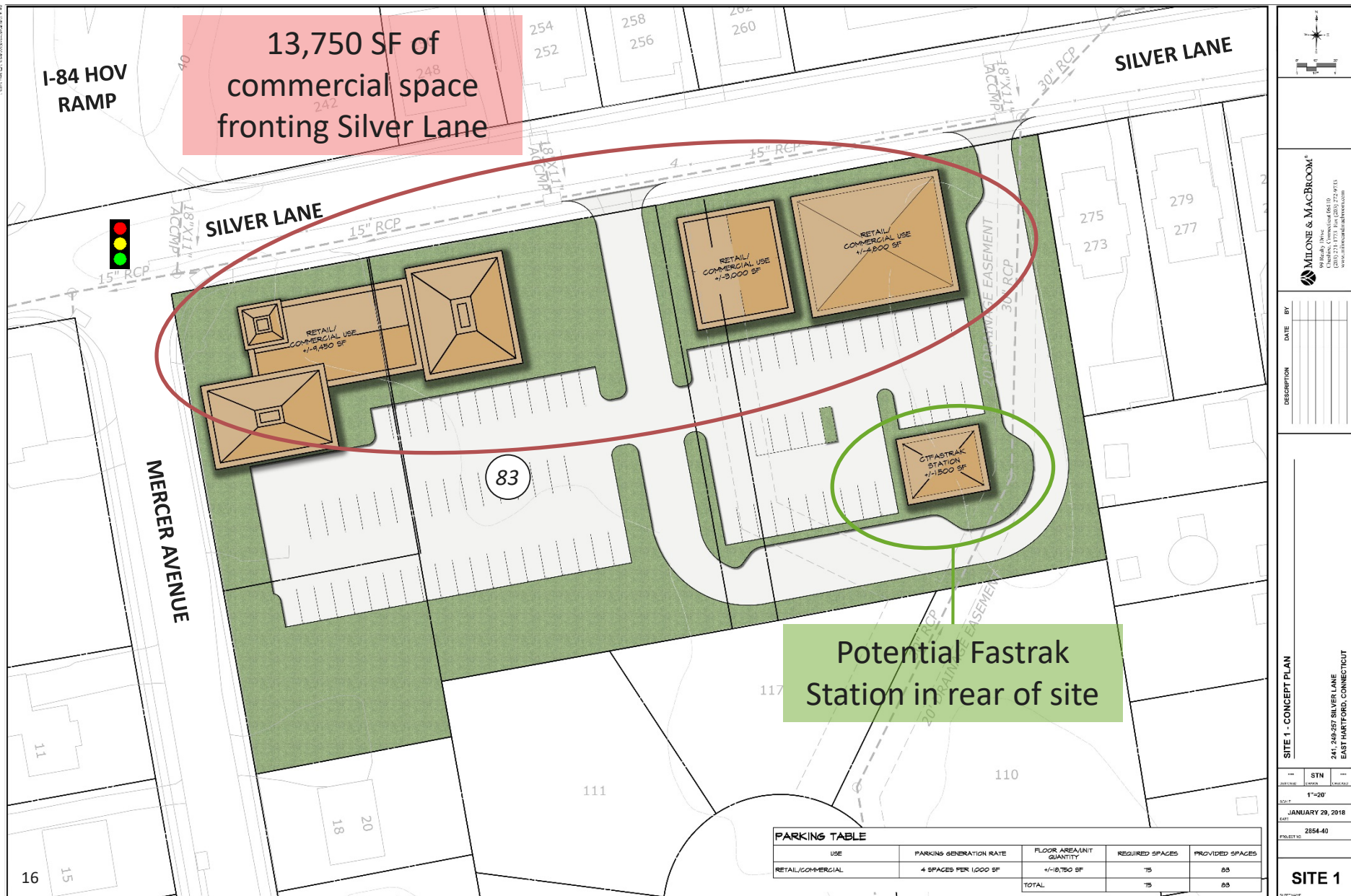
Silver Lane Plaza was not analyzed due to proposed improvements by the current owner.

Site Feasibility Locations




Site 1: Silver Lane at Mercer Ave

13,750 SF of
commercial space
fronting Silver Lane



Potential Fastrak
Station in rear of site


MILONE & MACBROOM®
 90 Main Street, Suite 200
 East Hartford, CT 06108
 (860) 271-2777 Fax (860) 272-9713
www.edwardanderson.com

DESCRIPTION	DATE	BY

SITE 1 - CONCEPT PLAN

 241, 249-257 SILVER LANE
 EAST HARTFORD, CONNECTICUT

REV	STN	DATE	BY	CHKD
1	1	1/1/20		
JANUARY 28, 2018 2854-40				

SITE 1

Site 2: Silver Lane at Warren Drive



PARKING TABLE				
USE	PARKING GENERATION RATE	FLOOR AREA/UNIT QUANTITY	REQUIRED SPACES	PROVIDED SPACES
RETAIL/COMMERCIAL	4 SPACES PER 1,000 SF	+/-3,750 SF	55	75
TOTAL			55	75

MILONE & MACBROOM®
96 Main Street, Suite 200
East Hartford, CT 06108
(860) 271-2777 Fax (860) 272-9713
www.miloneandmacbroom.com

DESCRIPTION	DATE	BY

SITE 2 - CONCEPT PLAN

SITE 2: 351, 357, 369 SILVER LANE
EAST HARTFORD, CONNECTICUT

REV	STN
01	11-20
JANUARY 28, 2018	
2854-40	

SITE 2

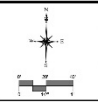
Site 3: Roberts Street Gateway West

39,050 SF of commercial space
Mix of frontage on Silver Lane
and pads on rear portions of site

Need for access
management and driveway
consolidation, particularly
near Roberts Street

PARKING TABLE

USE	PARKING GENERATION RATE	FLOOR AREA/UNIT QUANTITY	REQUIRED SPACES	PROVIDED SPACES
RETAIL/COMMERCIAL	4 SPACES PER 1,000 SF	1/1-59,900 SF	160	1/215
TOTAL			160	1/215



MILONE & MACBROOM[®]
We Build Things
Civil, Mechanical, Electrical, Structural, Environmental, Surveying
www.miloneandmacbroom.com

DESCRIPTION	DATE	BY

SITE 3 - CONCEPT PLAN
320, 334, 346, 364, 374, 382 SILVER LANE
EAST HARTFORD, CONNECTICUT

STN
DATE: 1/24/20
SCALE: 1"=40'
JANUARY 29, 2018
EAST
PROJECT NO: 2854-40

SITE 3

0.00"=1'00"

Site 4: 825 Silver Lane



Site 5: 936 Silver Lane (Showcase Cinema)

228 apartment units

33 townhome units

PARKING TABLE

USE	PARKING GENERATION RATE	FLOOR AREA/UNIT QUANTITY	REQUIRED SPACES	PROVIDED SPACES
RESIDENTIAL	1.5 SPACES PER UNIT	261 UNITS	392	446
TOTAL			392	446

Scale: 1" = 50'

DATE: JANUARY 28, 2018

PROJECT NO: 2854-40

SITE 5 - CONCEPT PLAN

936 SILVER LANE
 EAST HARTFORD, CONNECTICUT

DESCRIPTION

DATE BY

MILONE & MACBROOM®

90 Main Street, Suite 200
 East Hartford, CT 06108
 (860) 271-1773 Fax (860) 272-9713
 www.miloneandmacbroom.com

SITE 5

12" X 18" SCALE

Prioritization of Sites

	Development Area	Size (acres)	Number of Properties	Number of Owners	Residential Yield	Commercial Yield
1.	Silver Lane at Mercer Avenue	2.3	4	2	-	17,250 SF
2.	Silver Lane at Warren Drive	1.4	2	2	-	13,750 SF
3.	Roberts Street Gateway (west side)	9.1	9	8	-	39,050 SF
4.	835-835A Silver Lane (next to Aldi)	28.4	2	2	-	22,250 SF
5.	936 Silver Lane (Showcase Cinema)	16.8	3	1	261 units	-
6.	695-711 Silver Lane (Futtner Farm)	17.7	4	3	86 units	20,550 SF

Showcase Cinemas is the least complex of the redevelopment opportunities in the corridor

- Large development area, no wetlands or flood zones
- Site under common ownership; owner willing to sell
- Existing infrastructure on site

Goals Discussion

Keeping in mind the vision, what are your top 3 goals, or outcomes you want to see realized, for Silver Lane? Write them down.

- Increase residential development
- Increase commercial development
- Enhance visual appeal
- Reposition underutilized or obsolete land uses
- Increase pedestrian activity
- Attract more jobs
- Ensure reliable, quality connections to employment and entertainment centers within and beyond the corridor
- Support existing neighborhoods
- Others?

Objectives Discussion

Write down one or two objectives, or actions that must be completed in order for the goal to be realized, under each of your goals.

- Re-zone to enable higher density residential
- Establish design standards, particularly for development fronting on Silver Lane
- Use available funding to advance a catalyst redevelopment/ infill development project(s)
 - Site(s) acquisition
 - Demolition of blighted properties
 - Environmental remediation

Objectives Discussion

Assume the Town will use available funding to catalyze development of one of the studied sites in the Corridor, which site(s) do you think it should be? Or, are there others? Write it down.

	Development Area	Size (acres)	Number of Properties	Number of Owners	Residential Yield	Commercial Yield
1.	Silver Lane at Mercer Avenue	2.3	4	2	-	17,250 SF
2.	Silver Lane at Warren Drive	1.4	2	2	-	13,750 SF
3.	Roberts Street Gateway (west side)	9.1	9	8	-	39,050 SF
4.	835-835A Silver Lane (next to Aldi)	28.4	2	2	-	22,250 SF
5.	936 Silver Lane (Showcase Cinema)	16.8	3	1	261 units	-
6.	695-711 Silver Lane (Futtner Farm)	17.7	4	3	86 units	20,550 SF

Next Steps

- Develop zoning concept with buildout
- Draft strategies based on today's discussion and input
- Public workshop in spring to get input on strategies