

# Silver Lane Redevelopment Plan:

## Chapter 130 Redevelopment



Prepared for the Town of East Hartford, CT  
May 25, 2022



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May 2022

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# Introduction: Silver Lane Redevelopment Plan Area

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# Introduction

## *The Silver Lane Redevelopment Plan*

### Introduction

The Town of East Hartford, a municipal corporation organized under the laws of the State of Connecticut, through the powers and authority of the East Hartford Redevelopment Agency, seeks to arrest the deteriorating conditions and decline in the Silver Lane Corridor. To accomplish this, the East Hartford Redevelopment Agency embarked on the task of creating this Silver Lane Redevelopment Plan in accordance with the Redevelopment Agency's authority granted from the Connecticut General Statutes, Chapter 130 Redevelopment and Urban Renewal.

Silver Lane and its deteriorating conditions have been a concern for decades. Beginning in 2016, the Town of East Hartford bonded \$3 million dollars for property acquisition and blight removal that resulted in the Town's purchase of the former Showcase Cinema site. In 2017, the Town secured a Brownfields Area Revitalization grant from the Connecticut Department of Economic and Community Development to comprehensively plan for the revitalization of the Silver Lane corridor. The Silver Lane Revitalization Plan was completed and adopted in 2018. The 2018 Revitalization Plan is comprehensive in scope and captures an area larger than the Silver Lane corridor, including portions of Main Street and residential neighborhoods south of Silver Lane. The Silver Lane Revitalization Plan was later adopted as an amendment to the Plan of Conservation

and Development. In 2020, the Capitol Region Council of Governments completed Silver Lane (SR 502) Corridor Study that focused on transportation and roadway improvements in the area.

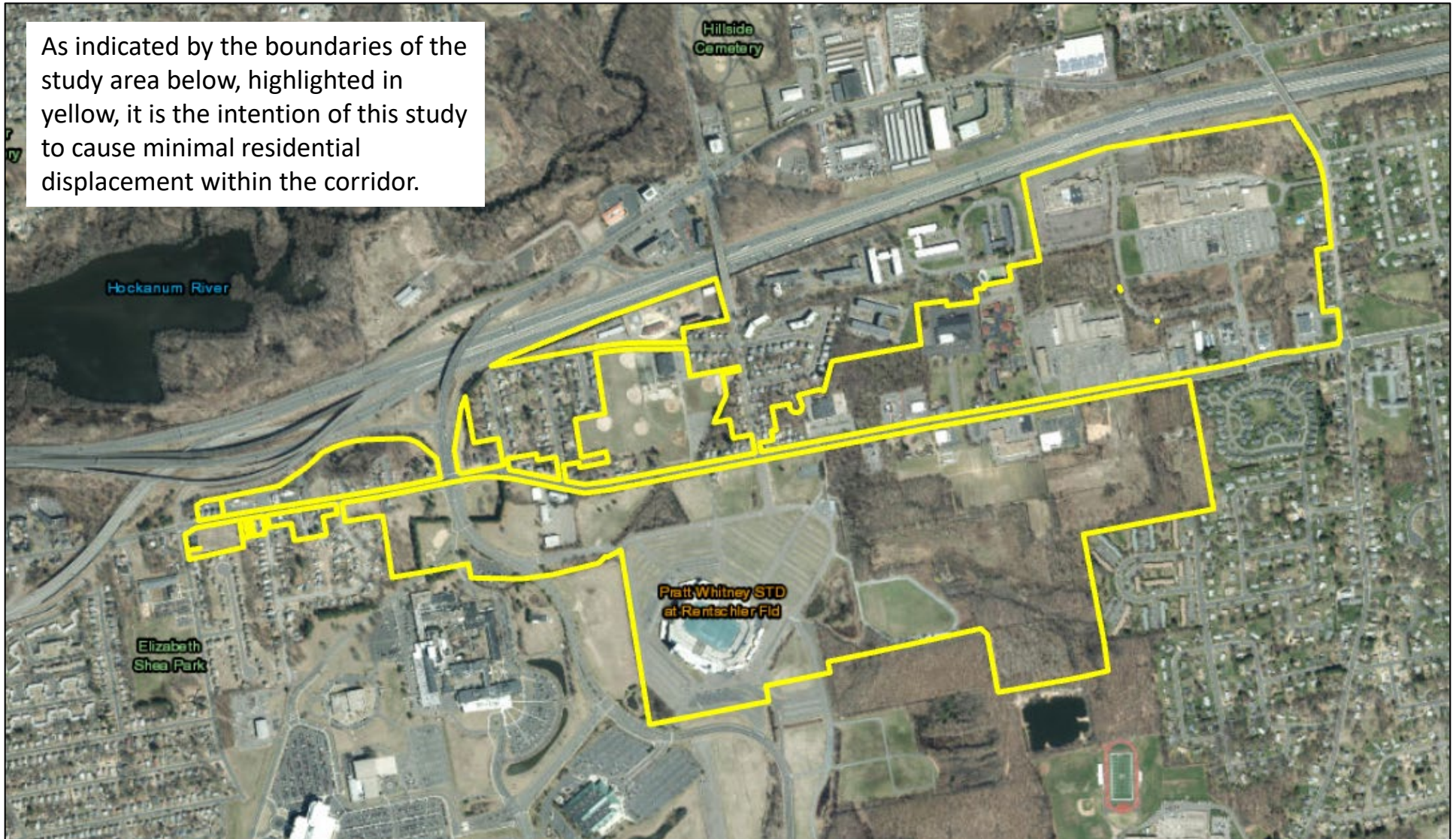
The 2018 Silver Lane Revitalization Plan provides the foundation for this Chapter 130 Redevelopment Plan. Building upon the analysis, public participation, vision, opportunity sites, and master plan completed in the 2018 Revitalization Plan, this Chapter 130 Redevelopment Plan targets a smaller area—focused on the Silver Lane corridor from Mercer Avenue to Forbes Street (maps on following pages)—with the aim of targeting the area with greatest concentration of deteriorated and deteriorating conditions. Therefore, this Redevelopment Plan takes a more strategic approach with the aim of intentionally intervening in the Redevelopment Area. This targeted and strategic approach will seek to arrest the deteriorated and deteriorating conditions by utilizing the powers and authorities granted in CGS Chapter 130 to the East Hartford Redevelopment Agency, to create improvement where the private market has failed and is not capable of creating improvement without government intervention and assistance.



# Silver Lane Redevelopment Area Boundary

*East Hartford, CT – Silver Lane Redevelopment Study Area*

As indicated by the boundaries of the study area below, highlighted in yellow, it is the intention of this study to cause minimal residential displacement within the corridor.



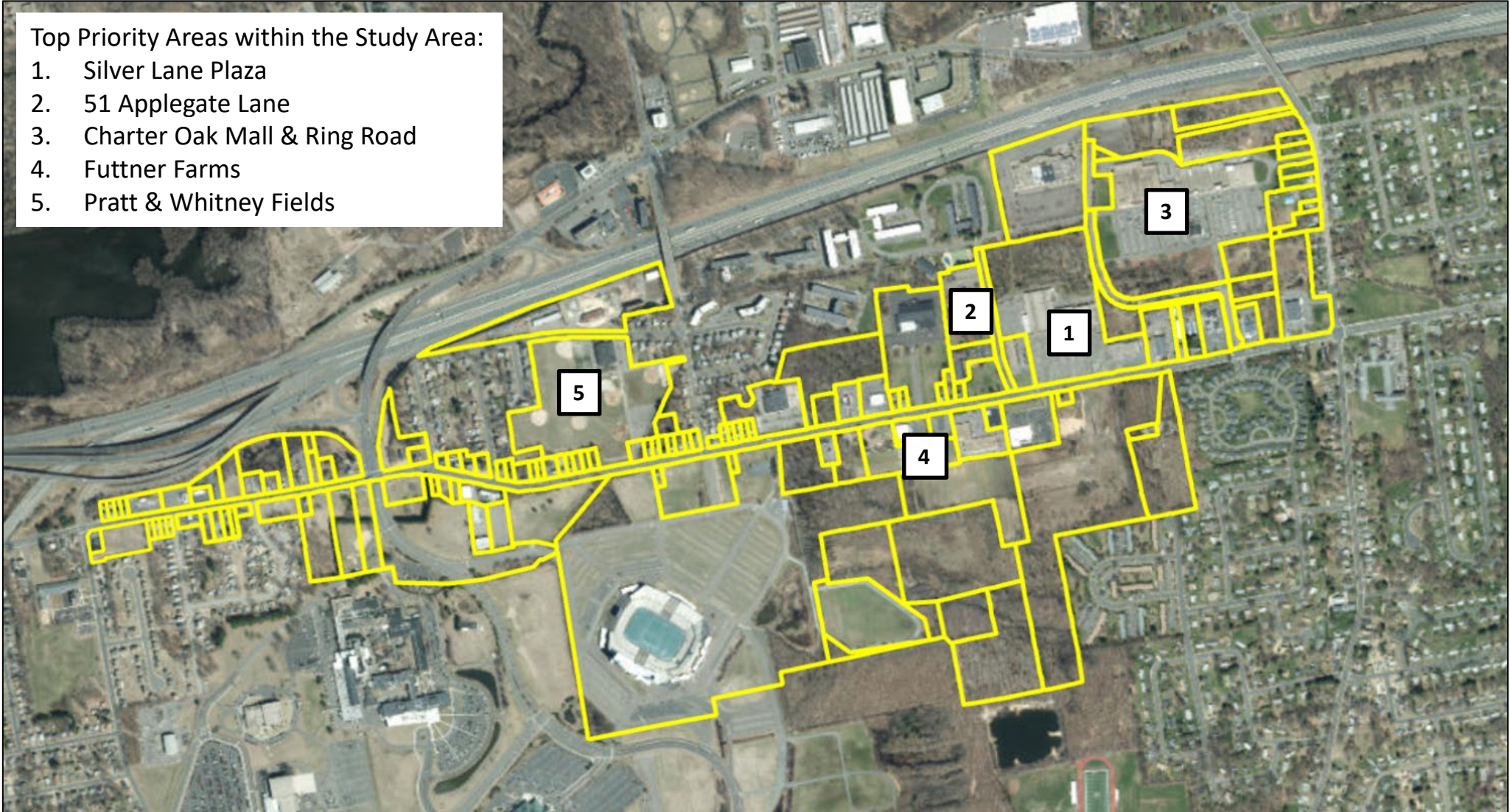


# Silver Lane Redevelopment Area Parcels

*East Hartford, CT – Silver Lane Redevelopment Study Area*

Top Priority Areas within the Study Area:

1. Silver Lane Plaza
2. 51 Applegate Lane
3. Charter Oak Mall & Ring Road
4. Futtner Farms
5. Pratt & Whitney Fields



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# Planning and the Chapter 130 Redevelopment Plan

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# What is Planning?

## *The Silver Lane Redevelopment Plan*

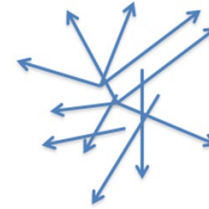
### What is Planning?

Planning is a:

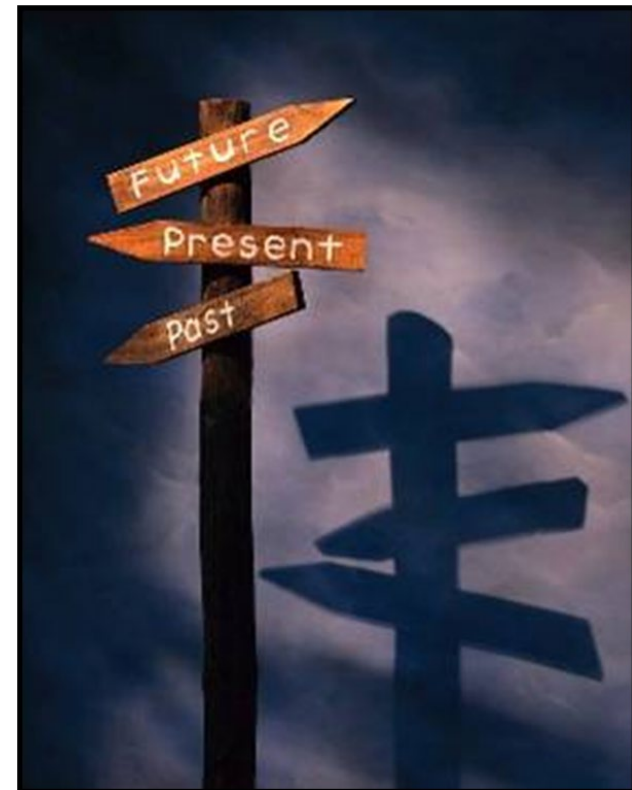
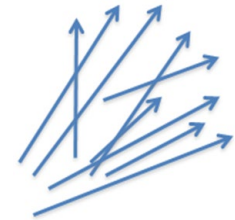
- process of preparing for the future,
- systematic approach to problem solving,
- strategy for improvement,
- strategic process of decision making,
- continuous process of learning and adjustment, and a
- prediction of the future.

In the context of this Silver Lane Redevelopment Plan, planning is primarily about creating a strategy for improvement that is aimed at repositioning the Silver Lane corridor to compete for investment. By creating a rational plan for the Silver Lane Redevelopment Area, the risk of arbitrary and capricious decision making are mitigated. The Redevelopment Plan informs the public and property owners of the Town of East Hartford's vision for the future (see the 2018 Silver Lane Revitalization Plan) of the Silver Lane corridor, while providing the specific strategies and intervention to be employed. This planning process ensures sound public (planning) policy.

### Decision Making Without Planning



### Decision Making With Planning



# Connecticut General Statutes, Chapter 130 Redevelopment Plan

## *The Silver Lane Redevelopment Plan*

### **Declaration of Public Policy**

In accordance with Connecticut General Statutes (CGS), Chapter 130 Redevelopment and Urban Renewal, provides the Town of East Hartford with meaningful municipal authority and powers to address the deteriorated and deteriorating conditions of blight that threaten the public health, safety, and welfare of the Silver Lane Redevelopment Area and harm the greater East Hartford community. The persistent existence of deteriorated and deteriorating conditions of blight in the Redevelopment Area for decades, constitutes an economic and social liability, substantially impairs or arrests the sound growth of municipality, and retards the provision of housing accommodation. As a result of past efforts and this comprehensive planning process, the East Hartford Redevelopment Agency has determined that this menace is beyond remedy and control solely by regulatory process in the exercise of the police power and cannot be dealt with effectively by the ordinary operations of private enterprise without the aids provided by the Chapter 130 Redevelopment Plan and Redevelopment Agency authority.

The Redevelopment Agency finds that the acquisition of property for the purpose of eliminating substandard, insanitary, deteriorated, deteriorating, blighted conditions or preventing recurrence of such conditions in the area, the removal of structures and improvement of sites, the

disposition of the property for redevelopment, the exercise of powers by the Town of East Hartford acting through the Redevelopment Agency as provided in CGS Chapter 130, and any assistance which may be given by any public body in connection therewith, are public uses and purposes for which public money may be expended and the power of eminent domain exercised; and that the necessity in the public interest for the provisions of this chapter is hereby declared as a matter of municipal government authority.



# Connecticut General Statutes, Chapter 130 Redevelopment Plan

## *The Silver Lane Redevelopment Plan*

### **The Redevelopment Plan**

The Silver Lane Redevelopment Area Plan is prepared in accordance with and consistent with the requirements of CGS, Chapter 130 Redevelopment Plans. The Plan includes:

- A description of the redevelopment area and the condition, type and use of the structures, and specification of each parcel proposed to be acquired, including parcels to be acquired by eminent domain;
- the location and extent of the land uses proposed for and within the redevelopment area;
- the location and extent of streets and other public utilities, facilities and works within the redevelopment area;
- 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;
- present and proposed zoning regulations in the redevelopment area;
- a description of how the redevelopment area is deteriorated, deteriorating, substandard or detrimental to the public safety, health, and welfare of the community; and
- additional details, deemed meaningful and important, in the judgment of the redevelopment agency, for the creation and implementation of this Redevelopment Plan.





# Connecticut General Statutes, Chapter 130 Redevelopment Plan

## *The Silver Lane Redevelopment Plan*

As defined and required by CGS, Chapter 130, “deteriorated” or “deteriorating” with respect to the Silver Lane Redevelopment Area means that the Redevelopment Agency, based on the evaluation of existing conditions, has found that at more than twenty per cent of the buildings and/or properties contain one or more of the following building deficiencies or environmental deficiencies:

- defects that warrant clearance;
- conditions from a defect that are not correctable by normal maintenance;
- extensive minor defects that collectively have a negative effect on the surrounding area;
- obsolete building types, which because of lack of use or maintenance have a blighting influence;
- detrimental conditions;
- unsafe, poorly designed, or otherwise deficient streets; and
- other equally significant building deficiencies or environmental deficiencies.

Such conditions include, but are not limited to, excessive vacancy, deferred maintenance, and blighted conditions. Specifically, these conditions include, chipped or chipping paint, rotted wood, torn or cracked roof shingles, abandoned sign structures, unsightly debris, pavement surface distress and failure, deteriorated fencing, unkept lawns, and illegal dumping of construction, yard, and household waste. Collectively these deteriorated and deteriorating conditions harm the public health, safety, and general welfare of Redevelopment Area and the individual properties within the Redevelopment Area.



# Chapter 130 Plan Requirements

## Overview

**Sec. 8-124. Declaration of public policy.** It is found and declared that there have existed and will continue to exist in the future in municipalities of the state substandard, insanitary, deteriorated, deteriorating, slum or blighted areas which constitute a serious and growing menace, injurious and inimical to the public health, safety, morals and welfare of the residents of the state [...] that this menace is beyond remedy and control solely by regulatory process in the exercise of the police power and cannot be dealt with effectively by the ordinary operations of private enterprise without the aids herein provided; that the acquisition of property for the purpose of eliminating substandard, insanitary, deteriorated, deteriorating, slum or blighted conditions thereon or preventing recurrence of such conditions in the area, the removal of structures and improvement of sites, the disposition of the property for redevelopment incidental to the foregoing, the exercise of powers by municipalities acting through agencies known as redevelopment agencies as herein provided, and any assistance which may be given by any public body in connection therewith, are public uses and purposes for which public money may be expended and the power of eminent domain exercised; and that the necessity in the public interest for the provisions of this chapter is hereby declared as a matter of legislative determination.





# Chapter 130 Plan Requirements

*Overview – Selected Highlights Sec. 8-125. Definitions. As used in this chapter:*

- (1) “Redevelopment”** means improvement by the rehabilitation or demolition of structures, by the construction of new structures, improvements or facilities, by the location or relocation of streets, parks and utilities, by replanning or by two or more of these methods;
- (2) “Redevelopment area”** means an area within the state that is deteriorated, deteriorating, substandard or detrimental to the safety, health, morals or welfare of the community. An area may consist partly or wholly of vacant or unimproved land or of land with structures and improvements thereon, and may include structures not in themselves substandard or insanitary which are found to be essential to complete an adequate unit of development, if the redevelopment area is deteriorated, deteriorating, substandard or detrimental to the safety, health, morals or welfare of the community [...];
- (3) 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;



# Chapter 130 Plan Requirements

Overview – Selected Highlights Sec. 8-125. Definitions. As used in this chapter:

**(7) “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  
Markets and Creating Investment

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# The Silver Lane Redevelopment Area – Repositioning for Improvement

## *The Silver Lane Redevelopment Plan*

### **Creating Investment**

The greatest impediment to economic investment in the Silver Lane Redevelopment Area is the existing lack of investment in many properties. To say it another way, the lack of investment, the deteriorated and deteriorating conditions of properties within the Redevelopment Area are undermining predictability and confidence.

If the Silver Lane Redevelopment Area is to compete for investment, then the conditions that undermine predictability and confidence must be confronted and addressed.

This Redevelopment Plan, as a strategy for improvement, is aimed at repositioning the Redevelopment Area to compete for investment. To accomplish, it is imperative to first understand Market Consideration, Investment Decision Making, and the Levers of Change.





# The Silver Lane Redevelopment Area – Repositioning for Improvement

## *The Silver Lane Redevelopment Plan*

### Understanding Markets

Markets exist and function at multiple spatial and temporal scales. Therefore, to analyze and understand real property markets and to plan for change, we must begin by understanding how the markets organize and function. That is, how do the multiple sub-markets organize and function at the metropolitan scale? In metropolitan regions, sub-markets generally exist at the sub-regional, municipal, neighborhood, and block scale. These sub-markets compete for investment. The markets and sub-markets will display strength characteristics of being strong or soft (having varying degrees of demand), while others will be weak or distressed (having little or no demand). Market strength,

the degree of demand is critical to understand when developing strategies to intervene in the market.

Strategies that work in strong markets typically will not be the same as strategies that work in weak or distressed markets. To better understand how markets and sub-markets compete, that is, how residents, businesses, and investors behave in markets and make market investment decisions, it is important to consider and understand choice, competition, confidence, and predictability.

The following table provides a summary of these market considerations:

Market Considerations	
<b>Choice:</b>	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.
<b>Competition:</b>	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.
<b>Confidence:</b>	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.
<b>Predictability:</b>	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.

# The Silver Lane Redevelopment Area – Repositioning for Improvement

## *The Silver Lane Redevelopment Plan*

### Market Considerations

Choice, competition, confidence, and predictability provide context and understanding, a foundation to thinking critically about how communities (neighborhoods and blocks) compete for investment. More importantly, they highlight the challenge of competing for investment. Metropolitan markets are complex adaptive systems, urban-economic ecosystems that are constantly shifting and changing. Slight changes in technologies, innovations in transportation, cultural shifts in place of work, and changes in consumer preferences impact how markets organize.

Yesterday’s prosperous commercial strip becomes today’s Redevelopment Area. Unfortunately for Silver Lane, this once prosperous commercial strip, the market shifted, changed, and the area began to struggle and decline.

To further understand the complexity of markets, we must understand human behavior, specifically, investment behavior and the investment decision-making process—how predictability and confidence, discussed above, factor into investment decisions. The following table explains the investment decision-making process:

<p><b>What people (residents, visitors, workforce), businesses, and investors like and want:</b></p>	<p>A market-based strategy for improvement begins with understanding the investor’s decision-making process for investment:</p> <ul style="list-style-type: none"> <li>• Predictability.</li> <li>• From predictability they are willing to invest; that is, to take a calculated risk that their investment will be worthwhile and profitable.</li> <li>• They determine the extent of how predictable a place is by reading certain signs.</li> <li>• The signs are always right. That’s a key insight.</li> <li>• Then they act.</li> </ul>
<p><b>Important Investment Factors:</b></p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• They will pay attention to "clues" that those investment assumptions have changed—and change upsets predictability (confidence).</li> <li>• Risk appetite and how risk is determined and managed is the key to understanding settlement.</li> <li>• 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.</li> </ul>



# The Silver Lane Redevelopment Area – Repositioning for Improvement

## *The Silver Lane Redevelopment Plan*

### **The Signs and Signals – Risk Appetite**

The signs and signals that a market conveys are the qualities of a space or place and how we translate those qualities into an understanding of market conditions—predictability. A simple way to think about this is to ask, “are the signs and signals of this place conveying a message of place that is clean, safe, and aesthetically pleasing?” While everyone has different degrees of risk appetite and tolerances to conditions, they deem acceptable, the degrees of difference are small in the context of space and place regarding mainstream society—the middle class.

The fact is, most of society wants and seeks out spaces and places that are clean, safe, and aesthetically pleasing. This is part of the reason why Disney is so popular and prosperous. Disney World provides a place that is clean, safe, and aesthetically pleasing to the masses. In addition, it provides a quality experience that is further enhanced by the qualities of the places. For communities to compete for wealth and investment, they must be predictable and provide confidence. This is the challenge of economic development in the Silver Lane Redevelopment Area. This area display signs and signals that are unsafe or distressed, that sends messages as to confidence and predictability. The standards of property maintenance and the quality of design leave the consumer wanting—and expecting—something more.



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# The Silver Lane Redevelopment Area – Repositioning for Improvement

## *The Silver Lane Redevelopment Plan*

### The Levers of Change

To strategically intervene in a market to reposition an area to compete for investment, we must work within the context of what is known as the Levers of Change. The levers of change—image, market, conditions, connections, and capacity—provide a framework for influencing change. They allow us to intentionally target strategies, tactics, and investments in a way that arrests decline, builds from strengths, leverages assets, and moves the market toward our desired outcomes. The following table below provides a summary of the levers of change.

Understanding the levers of change allows us to think carefully about the Silver Lane Redevelopment Area in the context of a collective framework for repositioning the area to compete for investment—creating a strategy for improvement.

For example, how can the Redevelopment Plan and related authority be used to intervene, to be used to improve the Silver Lane image, market, physical conditions, social connections, and community capacity? How can the Silver Lane Redevelopment Area be repositioned to build confidence and improve predictability?

<b>Image</b>	<b>What signals:</b> 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.
<b>Market</b>	<b>Who is there and what is there:</b> 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?
<b>Condition</b>	<b>The way things look and feel to us and to others:</b> 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?
<b>Connections</b>	<b>The connectivity of space and place:</b> 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.
<b>Capacity</b>	<b>With what capabilities and behaviors:</b> 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?

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Silver Lane Redevelopment  
Area Existing Conditions

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# Silver Lane Redevelopment Area – Existing Conditions Assessment

## *The Silver Lane Redevelopment Plan*

### **Overview**

The form and function of our settlement patterns are forever changing around technological and transportation innovations, economics, and our social-cultural ways of living in our environment—the built environment as our self-created human habitat. For example, our first industrial mills and factories were located alongside rivers (their source of power) and towns and cities were constructed around them. Riverside locations were later abandoned once electricity was invented and electric power sources provided. The arrival of rail resulted in the abandonment of many ports, as manufacturing relocated along the rail lines. Later, interstate highways further transformed and reorganized the location and site of industry at interchanges and access ramps (i.e., the industrial park) and large single-story buildings that consolidated production, assembly, and distribution on a single floor.

The same is true of retailing and retail locations. The location, building forms, and space of retail have been continually shifting and changing around technological and transportation innovations, economics, and our social-cultural ways of living in our environment (including the ways in which we shop). In the early to mid-1900s the primary location of retail was in city centers (i.e., downtown and main street) and multi-story department stores. Over time department stores (and other retailers) shifted

outward to suburban centers and retail strips (Silver Lane is one of these retail strips). Later, the enclosed American mall came into vogue, located miles outside the central city, downtowns, suburban centers, and often beyond retail strip centers, at interstate highway interchanges and access ramps, and anchored by large single- and two-story department stores. Next, the big box discount department stores and specialty retailers (i.e., category-killers) emerged on the retail scene, often favoring locations proximate to retail malls and other large retail clusters. Last and most recent, lifestyle centers appeared in a variety of locations, providing walkable outdoor environments that are often paired with residential development. Just as the mill towns and industrial cities struggled with the changing location of manufacturing, the downtowns, main streets, suburban centers, and retail strips have struggled with the ever-changing location of retail.

Today, with the arrival of ecommerce, the retail sector continues to change, and now regional malls and lifestyle centers also struggle to find their place in this ever-changing landscape. However, the arrival of ecommerce is not simply a spatial shift in the physical location of retail, it is a shift to a virtual space that capture market share, while rendering some locations and physical spaces functionally obsolete.

# Silver Lane Redevelopment Area – Existing Conditions Assessment

## *The Silver Lane Redevelopment Plan*

This is the story of retail in metropolitan Hartford and Silver Lane. While in decades past Silver Lane was prime location retail, the ever-changing landscape of retail has negatively impact Silver Lane. The arrival of Buckland Hill Area and mall captured market share, as home movie rentals and now streaming creatively destroyed the movie cinema industry. Silver Lane lost its regional pull and became a community scale retail area.

***Today, it is not that Silver Lane is overbuilt, it is that Silver Lane is under-demolished.*** There is too much older, nearly functionally obsolescent retail space in the corridor that can no longer compete—can no longer attract investment.

During the collapse of the industrial economy and manufacturing sector, we did not have a crystal ball to see the future of industrial dereliction that would come. However, the collapse of our industrial economy and the abandonment and blight of industrial sites provides a window into the future of many commercial, especially retail sites. Industrial decline helped us learn, taught us lessons, and provides us with the knowledge and understanding that complacency, resistance to change, and efforts to maintain and sustain the status quo do not work. The forces that drove industrial decline were more powerful than our ability to overcome the decline. The same is true of the forces that are driving the changes in the retail sector. If we are complacent, resist change, or seek to maintain the

status quo of retail, we will repeat our failures of the industrial past. Silver Lane is a case study in our risk of repeating the past. In fact, decline, vacancy, disinvestment, and the negative outcomes associated with such decline have already been established. And properties such as the cinema site have already suffered the same fate as industrial abandonment of the past. Now other properties are confronted with the same fate, if nothing changes.

From the perspective of community planning and redevelopment of the Silver Lane corridor, the challenge is not to *resist change*, but to *embrace and manage change*. Adaptation is the foundation to resilience. Foresight and intentional action are the remedies to complacency and uncertainty. The abandoned sites of our industrial past were in less favorably locations and far less adaptable to new uses than our more recent retail sites and locations. In fact, many retail sites are well-positioned to be transformed—this is also true of the Silver Lane corridor and more specifically, the Redevelopment area. Its central location, access to the interstate highway, and proximity to Rentschler Field and the Pratt & Whitney site, make it an ideal location to be repositioned and right-sized to serve the needs of East Hartford and the metropolitan region. However, to successfully adapt and reposition this area requires intentional action and intervention.

# Silver Lane Redevelopment Area – Existing Conditions Assessment

## *The Silver Lane Redevelopment Plan*

The Silver Lane Corridor is an essential component of, and contributor to, East Hartford’s economy and commercial tax base. Important industry sectors represented along the Corridor include Industrial, Retail, Food & Beverage, Senior Housing, and Multi-Family Rental Housing. However, in the recent past, the Corridor has experienced significant challenges and some setbacks due to changes within the relevant industry sectors. These challenges are the result of external factors such as competition from surrounding commercial nodes in adjacent towns and internal factors such as disinvestment by owners of properties along the corridor.

Fortunately, the Silver Lane Corridor has the potential for a renaissance, to leverage recent public and private investment. The private investment includes the Phillips Farm residential development, new Aldi, Dollar General and Citi Trends stores, the redevelopment of the old Showcase Cinema site, and the recently announced development plans for the Pratt & Whitney airfield lands. The public investment includes support from both the State of Connecticut and the Town of East Hartford, primarily in the form of financial incentives aimed at catalyzing new development and supporting the redevelopment of existing properties.



Photo Source: National Development – natdev.com



Photo Source: Jasko Development – jaskogroup.com



# Silver Lane Redevelopment Area – Existing Conditions Assessment

## *The Silver Lane Redevelopment Plan*

### Conditions Overview

The Silver Lane Redevelopment Area is an eclectic area with a mix of residential, retail, office, industrial, and institutional uses (see map page 25). More important, the property conditions within the Redevelopment Area range widely from very distressed conditions to well-maintained. Therefore, overall, the Silver Lane Redevelopment Area sends mixed signals to the marketplace as to the strength and condition of market. Unfortunately, the mixed signals undermine predictability and confidence—undermine investment.

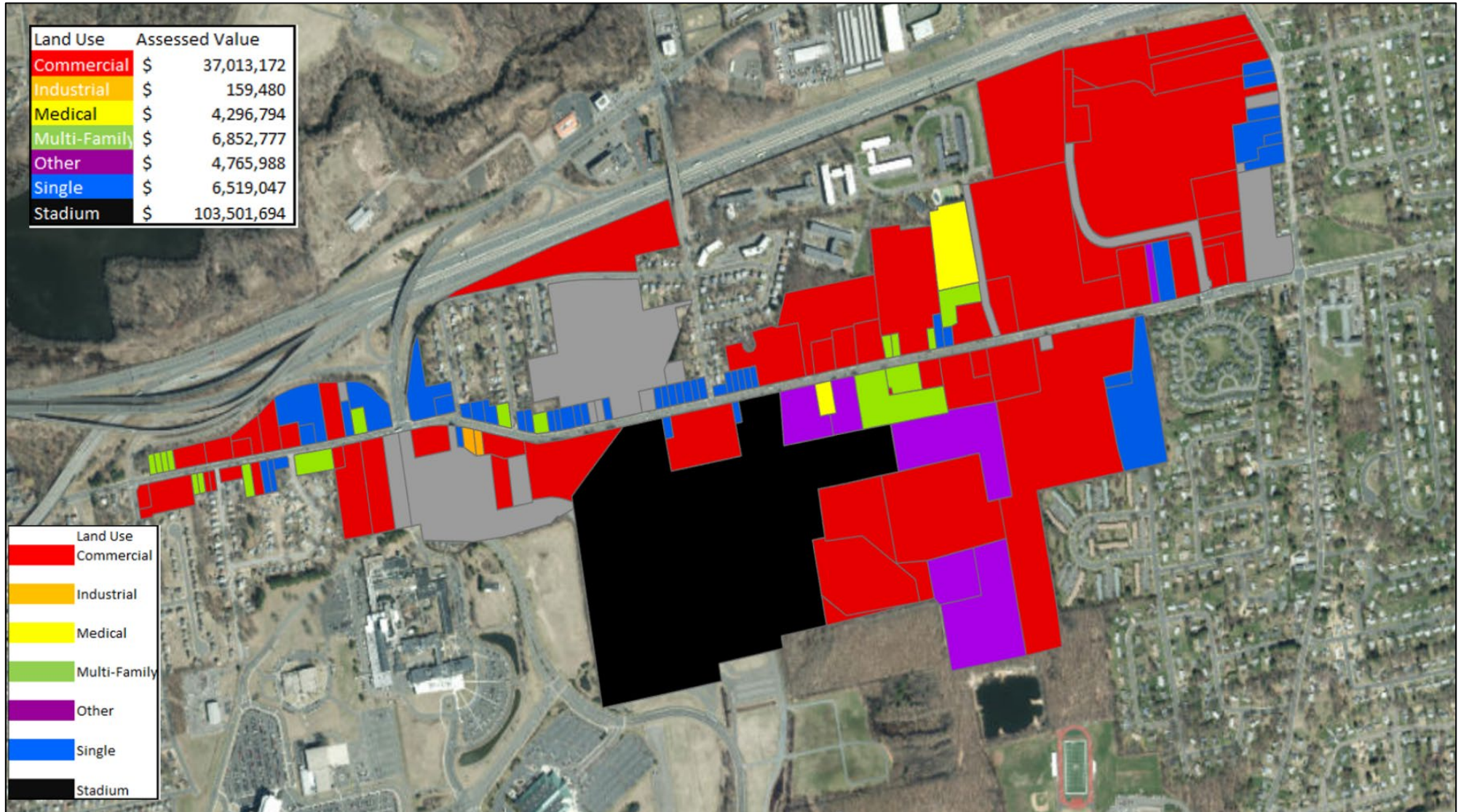
While conditions vary throughout the corridor, the most notable and visible signs of deteriorated and deteriorating conditions are at the Silver Lane Plaza (808-850 Silver Lane). The Plaza is mostly vacant, the building is poorly maintained, the parking lot is breaking apart, and the side and rear portions of the property are characterized by unsightly debris. Adjacent to the Silver Lane Place is the former elderly care facility on Applegate Lane, which is vacant. While slated for redevelopment, the project appears stalled and property conditions are declining. The private drive, providing access from the front of the Charter Oak Mall property to the former Cinema site is greatly deteriorated and a dumping ground for all kinds of trash, construction materials, and debris. In addition, a vacant lot remains at 755 Silver Lane, the former Friendly's site.

Moving west along the corridor, the conditions of residential properties vary greatly. While few properties, commercial and residential to the west are in distressed conditions, most properties show clear signs of deferred maintenance and little meaningful investment. While many sites in the Redevelopment Area have the potential for new investment, development, and redevelopment, there are substantial environmental (wetlands and floodplain) constraints that limit development potential and density yield (see map page 26).



# Silver Lane Parcel Value

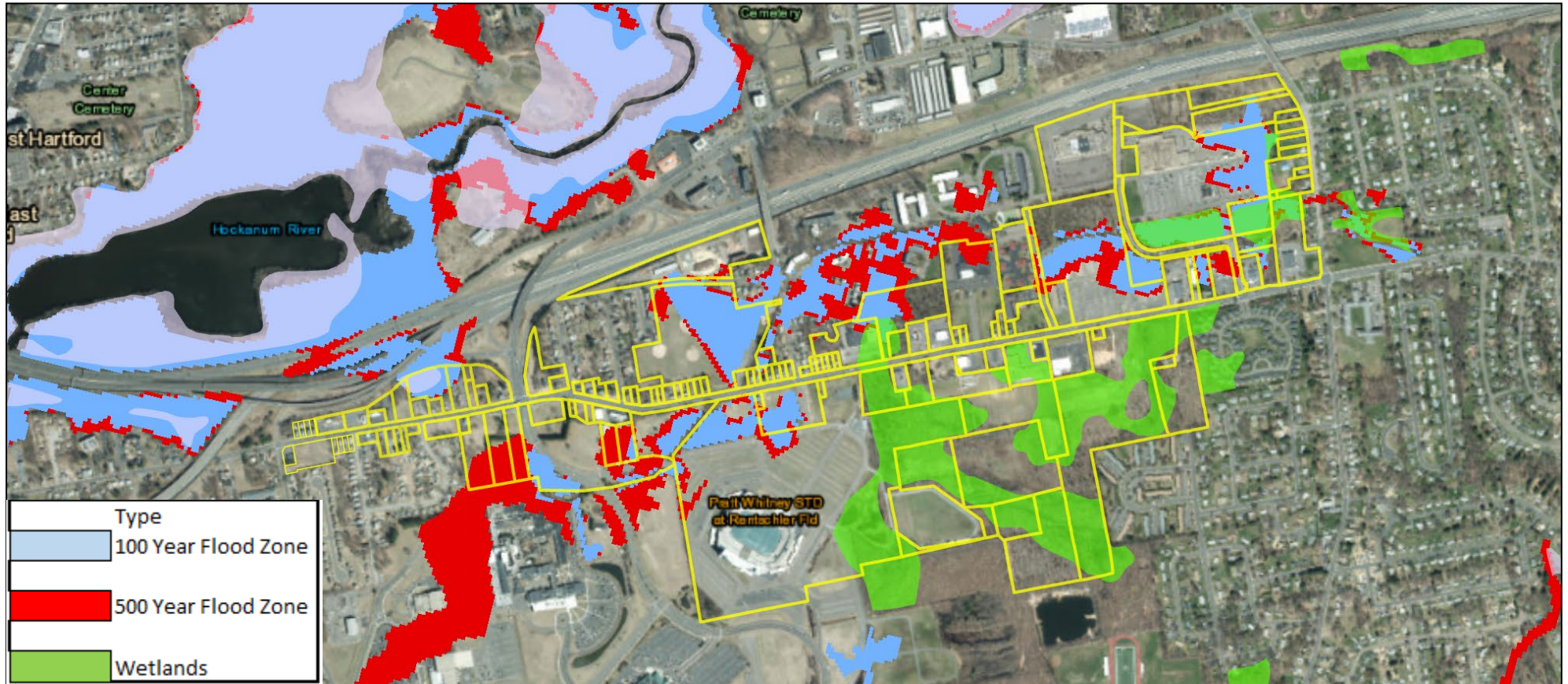
East Hartford, CT – Silver Lane Redevelopment Study Area





# Silver Lane Flood plain and Wetland Map

East Hartford, CT – Silver Lane Redevelopment Study Area



Environmental constraints, wetlands and floodplain, pose challenges to development and limit the build-out potential of the Redevelopment Area.



# Silver Lane Redevelopment Area – Existing Conditions Assessment

## *The Silver Lane Redevelopment Plan*

### **Deteriorated Conditions**

The deteriorated and deteriorating conditions send negative signals to the marketplace, undermining predictability and confidence. Confidence is the currency neighborhoods trade in. Without confidence (and predictability), investment does not flow. The distressed conditions of properties, especially large and visible properties such as the Silver Lane Plaza, negatively impact image, market, and conditions. Therefore, to determine the extent to which deteriorated and distressed property conditions may be impacting market conditions and investment in the commercial and retail strip area of the corridor, an analysis of property values and market rents was conducted and compared to Spencer Street area (a comparable retail strip) to measure market strength.

The analysis revealed that the Spencer Street property values and rents (including the asking price of rents) were higher, signaling greater market strength than in the Silver Lane Redevelopment Area. For example, the Burger King Property on Silver Lane is valued at \$247/square foot, while the McDonald's on Spencer Street is valued at \$290/square foot. The difference in value is likely influenced by property conditions—the deteriorated conditions on Silver Lane

negatively impact property values. This most evident when the Shop Rite Plaza (\$68/square foot) on Spencer Street is compared to the Silver Lane Plaza (\$22/square foot) and Charter Oak Mall (\$43/square foot). While the condition of the specific properties are evident in the Shop Rite Plaza comparison to the Silver Lane Plaza, it is the low value of the Charter Oak Mall to the Shop Rite Plaza that is very telling as to the negative impacts of deteriorated property conditions on the economic vitality of properties in the area.



# 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 Total	Total Value per Sq Ft
Woodcraft of Manchester	249 Spencer St	1976	15,729.00	0.92	835,500.00	53
Pep Boys	205 Spencer St	1973	91,083.00	21.1	4,776,100.00	52
Ocean State Job Lot	205 Spencer St					
Popeyes	199 Spencer St	1982	3,837.00	0.84	849,900.00	221
Guntur Indian/ Dunkin	171 Spencer St	1987	20,383.00	2.15	1,624,000.00	79
Patel Foods	171 Spencer St					
Shell	252 Spencer St	1970	2,500.00	0.62	822,017.00	328
Shop Rite Plaza	214 Spencer St	1971	92,264.00	8.36	6,316,200.00	68
Irving Gas	196 Spencer St	1971	507.00	0.47	560,513.00	1105
Mcdonald's	184 Spencer St	2014	4,935.00	1.65	1,434,500.00	290
Sunshine Dental	185 Spencer St	1980	3,971.00	0.33	295,300.00	74

### Silver Lane- East Hartford Properties

Property	Address	Year Built	Building Square Feet	Land Acres	Appraised Value Total	Total Value per Sq Ft
Mobil Gas	483 Silver Ln	1987	912.00	0.61	475,000.00	520
Silver Lane Medical Center	677 Silver Ln	1968	3,214.00	0.69	287,910.00	89
Dollar General	735 Silver Ln	2017	7,550.00	1.16	916,870.00	121
Domino's Pizza Plaza	775 Silver Ln	1987	29,570.00	2.7	1,567,070.00	52
Town and Country Package Store	785 Silver Ln	1967	9,794.00	0.57	452,750.00	46
Aldi	801 Silver Ln	2008	17,781.00	3.2	1,986,850.00	111
Burger King	708 Silver Ln	1964	3,248.00	1.1	804,360.00	247
Aaron's Furniture	720 Silver Ln	1973	6,799.00	1.4	593,770.00	87
Silver Lane Plaza	820 Silver Ln	1958	107,148.00	20.5	2,407,410.00	22
Pho House Building, if separate from SL Plaza	834 Silver Ln					
Walgreens	922 Silver Ln	2003	13,566.00	1.88	2,717,150.00	200
Key Bank	950 Silver Ln	1980	5,517.00	1.08	792,050.00	143
CVS	972 Silver Ln	2012	14,544.00	5.29	2,913,030.00	200
Charter Oak Mall	940 Silver Ln	1976	217,820.00	29.67	9,489,290.00	43



# Ring Road (Driveway)

*Current Conditions – What's Not Working*





# 51 Applegate Lane – former Nursing Home

## *Current Conditions – What’s Not Working*

Vacant parcels and buildings have become dumping grounds, show signs of vandalism, and trespass.





# Silver Lane Plaza

## Current Conditions – What’s 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.***

Opportunities to reposition the small-scale service and locally-owned businesses in the area and to add to the tenant mix would benefit the local community and would be positive for the area in the long-term.

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# Socio-Economics and Tapestry Segmentation

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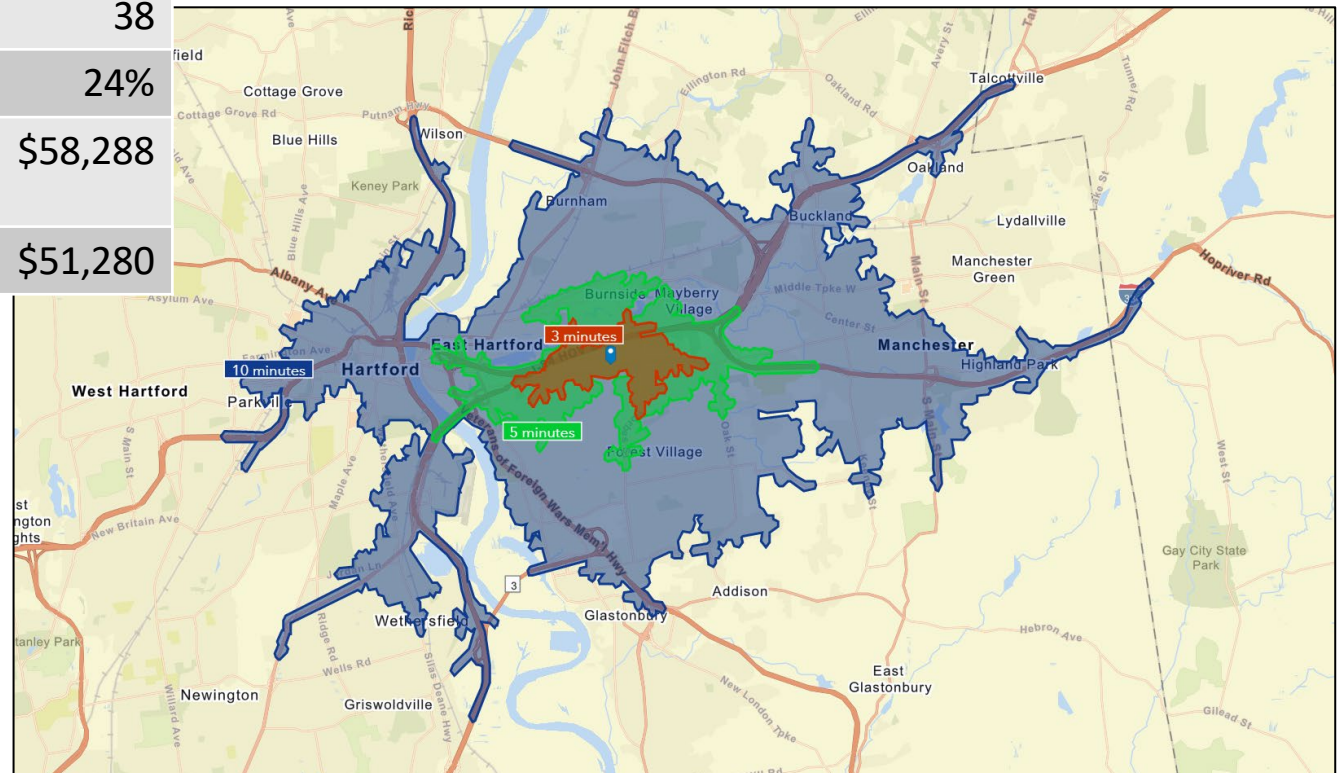
# Silver Lane, East Hartford

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

The 3-minute drive time market—the immediate neighborhood scale—is too small in the context of population and housing to support the existing size (in square feet) of commercial space, especially retail space. The Tapestry LifeMode Groups (next page) define a population whose discretionary spending does not match well with existing businesses in the Silver Lane Redevelopment Area.





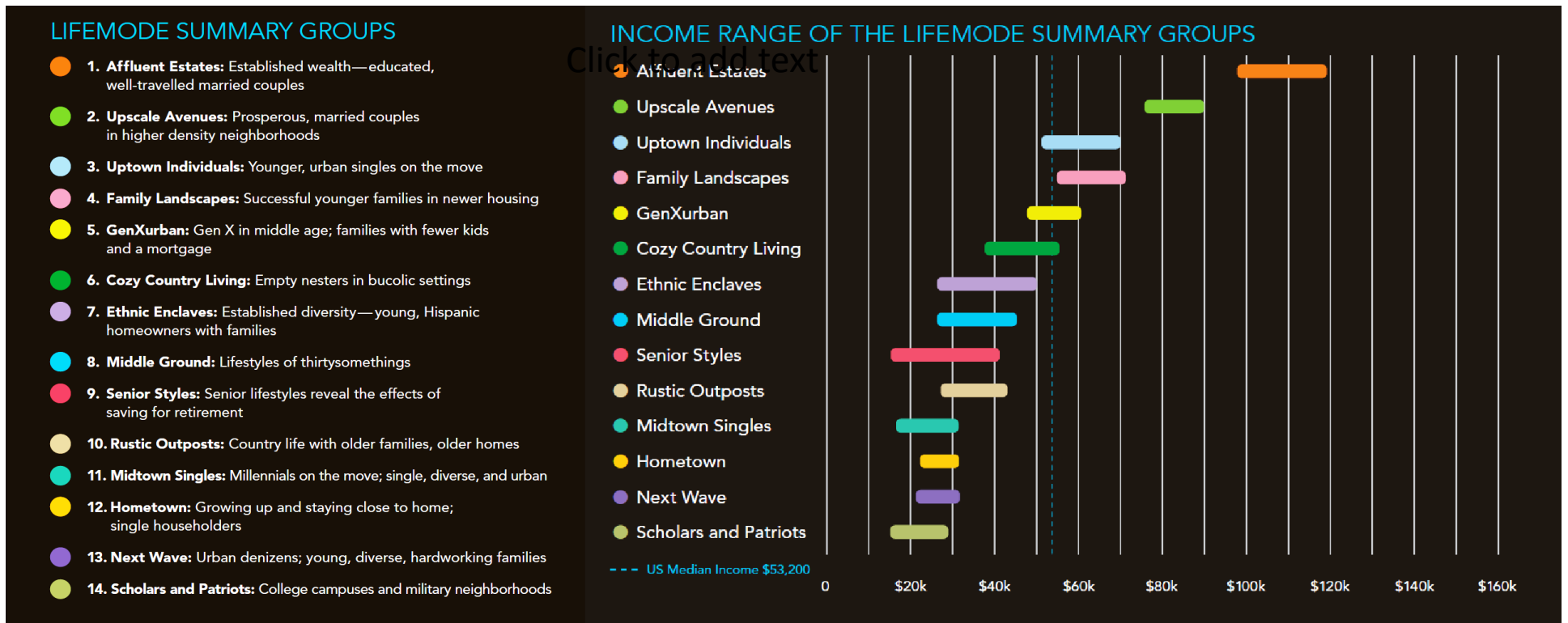
# Esri Tapestry LifeMode Groups (Lx)

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 Styles Tapestry Overview

- 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.



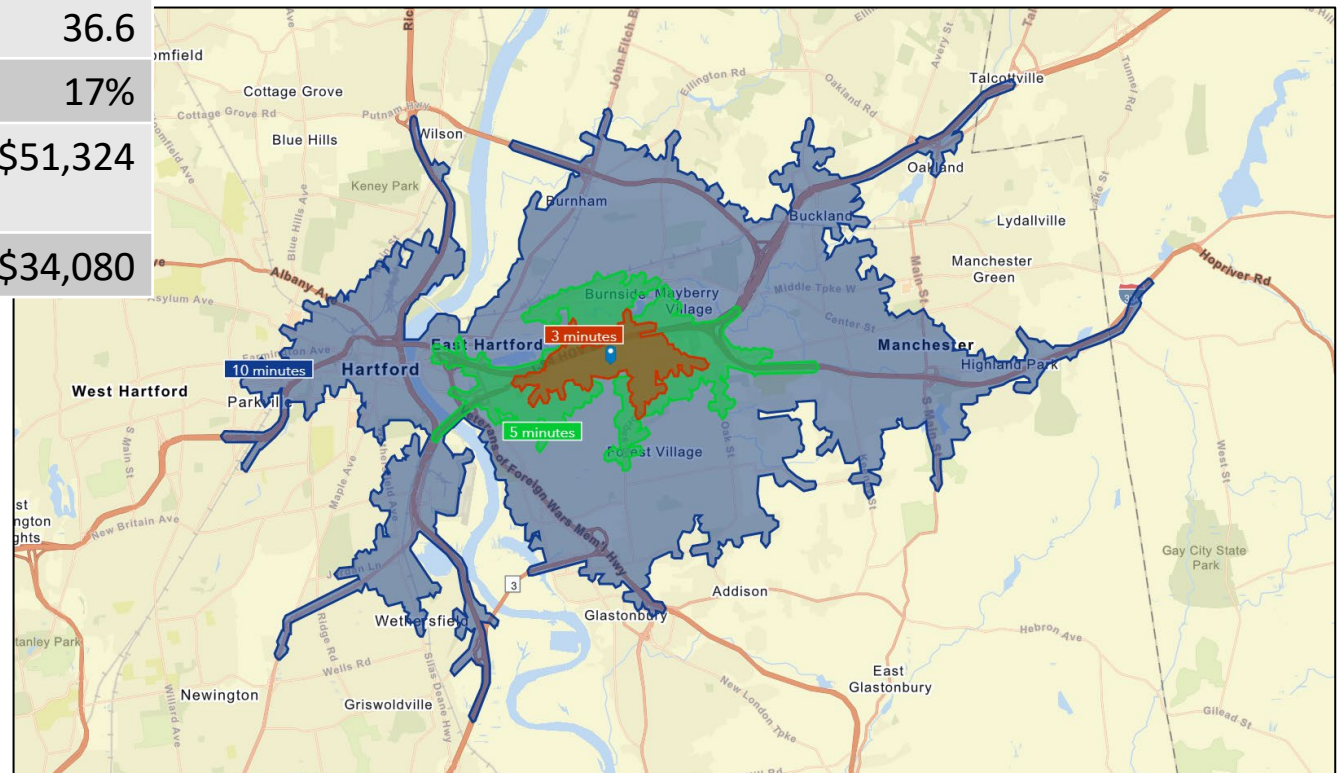
# Silver Lane, East Hartford

5-minute drive time trade area

(Green Shaded Area)

The 5-minute drive time market is marginal in size and capacity—population, households, and income—to support the existing inventory of commercial/retail space, especially retail space. The Tapestry LifeMode Groups (next page) define a population with limited discretionary spending to the Silver Lane Redevelopment Area. In addition, 5-minute market area is bifurcated by I-84.

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





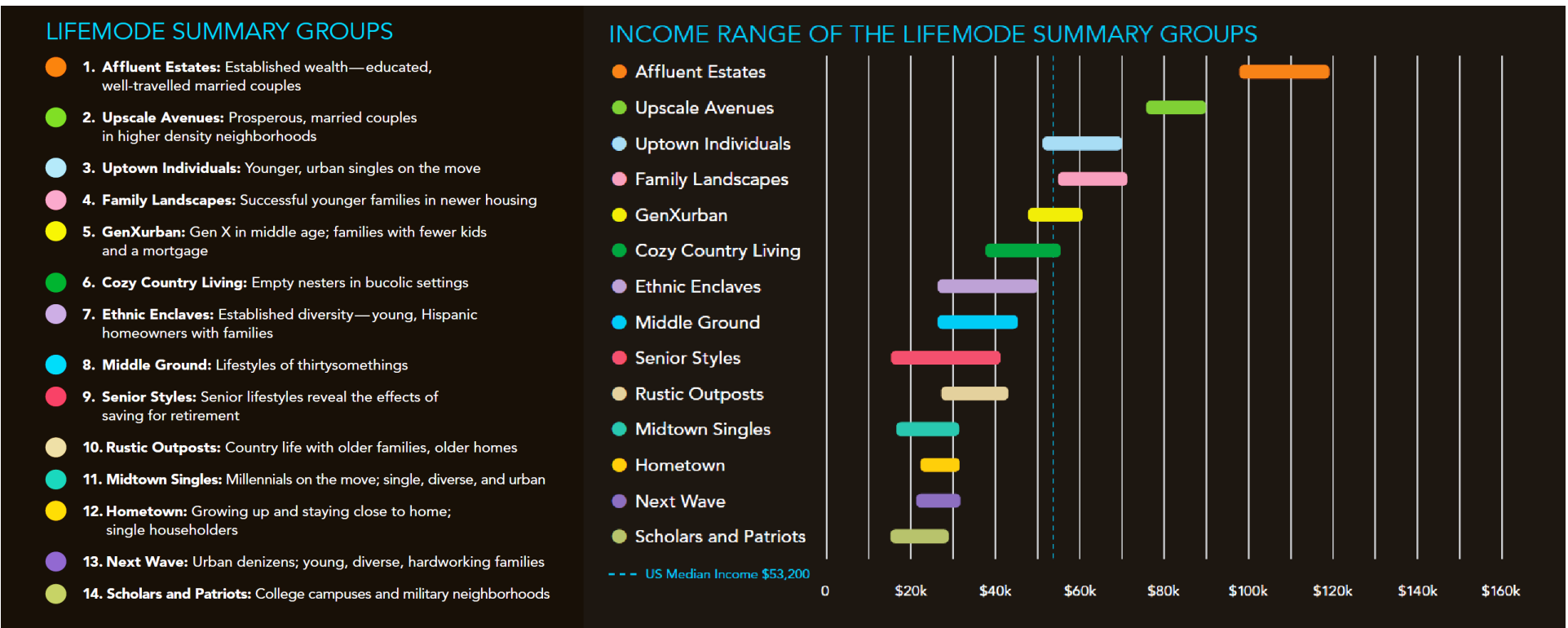
# Esri Tapestry LifeMode Groups (Lx)

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%

## Midtown Singles Tapestry Overview

- 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.



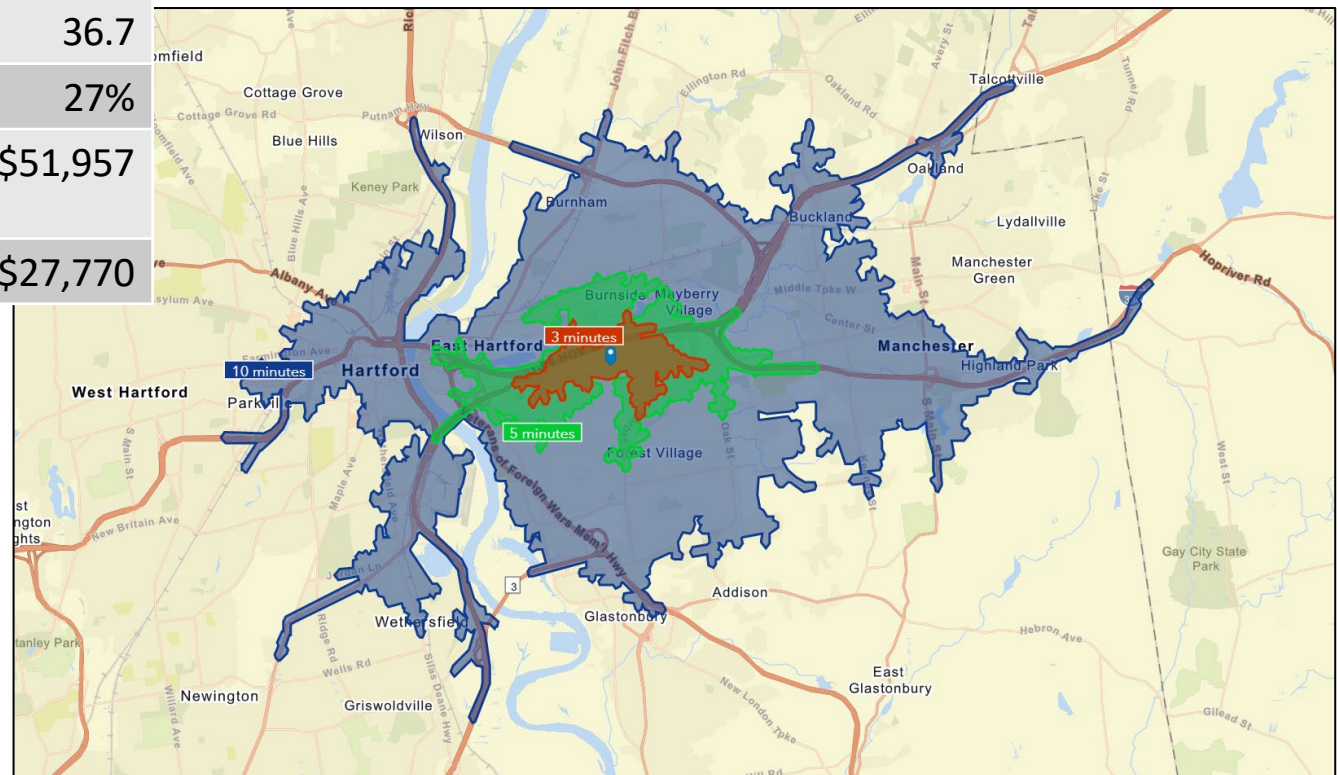
# Silver Lane, East Hartford

10-minute drive time trade area

(Blue Shaded Area)

The 10-minute drive time market is large enough—population and households—to support the existing inventory of commercial/retail space. However, the size and geography of the 10-minute drive time market captures areas that compete with Silver Lane. The Tapestry LifeMode Groups (next page) define a population whose shopping habits will likely lead them to competitor locations.

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





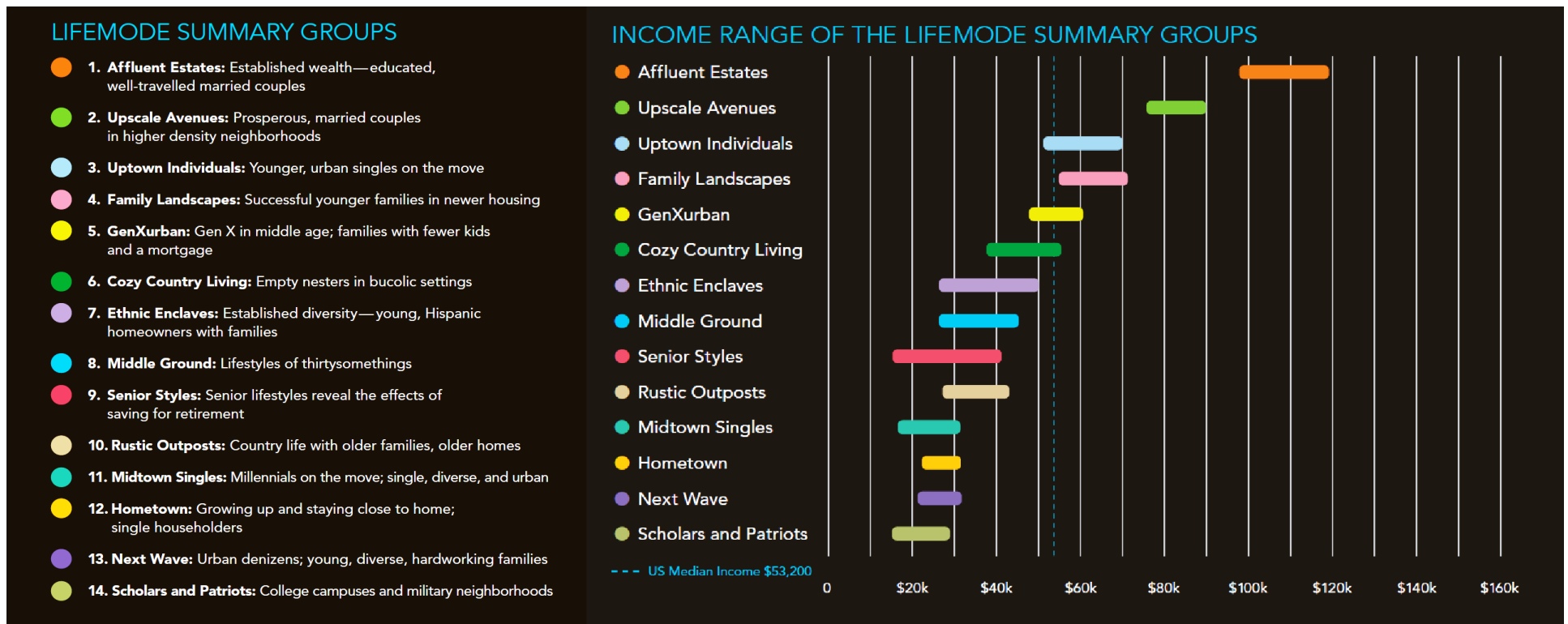
# Esri Tapestry LifeMode Groups (Lx)

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%

## GenXurban Tapestry Overview

- 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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## Review of Previous Plans

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# Silver Lane Redevelopment Area – Prior Plans

## *The Silver Lane Redevelopment Plan*

### **Review of Prior Plans**

To start this Redevelopment Plan Planning Process, a comprehensive review of prior planning exercises and documents focused on the Silver Lane corridor was conducted. This includes the efforts of the Town of East Hartford, beginning in 2016, when \$3 million dollars was bonded for property acquisition and blight removal that resulted in the Town's purchase of the former Showcase Cinema site. The Cinema site is now an active application for the development of market-rate multi-family apartments. This is a significant first step in the redevelopment of the Silver Lane corridor in both eliminating deteriorated conditions and attracting new investment. It is this new investment that makes this Redevelopment Plan so timely and important—the Town of East Hartford must support this new investment to ensure its success.

In 2017, the Town secured a Brownfields Area Revitalization grant from the Connecticut Department of Economic and Community Development to comprehensively plan for the revitalization of the Silver Lane corridor. The Silver Lane Revitalization Plan was completed and adopted in 2018 and included a comprehensive Market Assessment that was completed in 2017. The 2018 Revitalization Plan is comprehensive in scope and captures an area larger than the Silver Lane corridor (and Redevelopment Area), including portions of Main Street and residential

neighborhoods south of Silver Lane. The Silver Lane Revitalization Plan was later adopted as an amendment to the Plan of Conservation and Development and is contained in Chapter 14 of the Plan of Conservation and Development. In 2020, the Capitol Region Council of Governments completed Silver Lane (SR 502) Corridor Study that focused on transportation and roadway improvements in the area.

The 2018 Silver Lane Revitalization Plan and Chapter 14 amendment to the Plan of Conservation and Development provide the foundation for this Chapter 130 Redevelopment Plan. Building upon the analysis, public participation, vision, opportunity sites, and master plan completed in the 2018 Revitalization Plan. Therefore, this Chapter 130 Redevelopment Plan is viewed as an extension of the 2018 and Chapter 14 planning documents as an actionable strategy for the Town of East Hartford to proactively and intentionally intervene in the deteriorated and distressed property conditions within the Silver Lane Redevelopment Area.

The following five pages of this Plan section provide conceptual developments from the 2018 Revitalization Plan of underutilized parcels in the Silver Lane Redevelopment Area that we believe provide a conceptual visualization of how these and other properties within the Redevelopment Area could be repositioned to compete for investment.

# Silver Lane at Mercer Ave. 241, 249-257

Revitalization Plan 2018

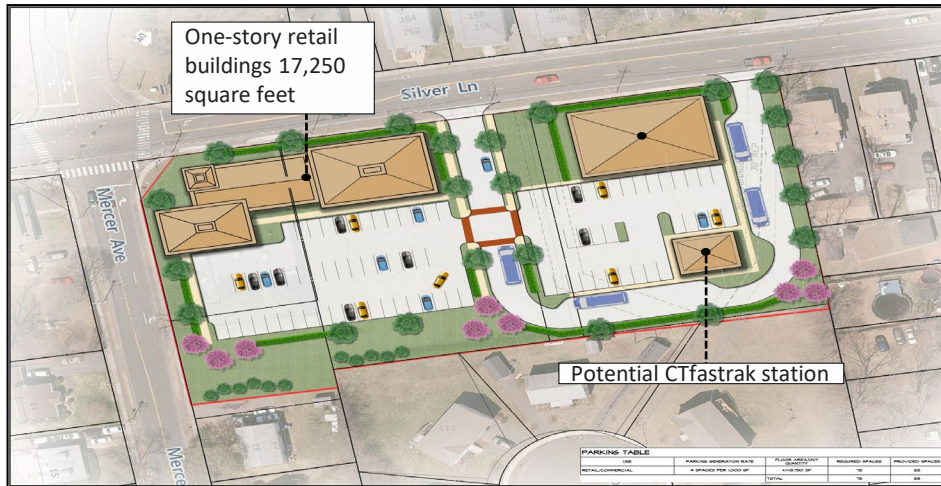


Photo Source: Milone & MacBroom Silver Lane Assessment



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

Revitalization Plan 2018



Photo Source: Milone & MacBroom Silver Lane Assessment



# Rentschler Gateway West 320, 334, 346, 374 & 382 Silver Lane

Revitalization Plan 2018

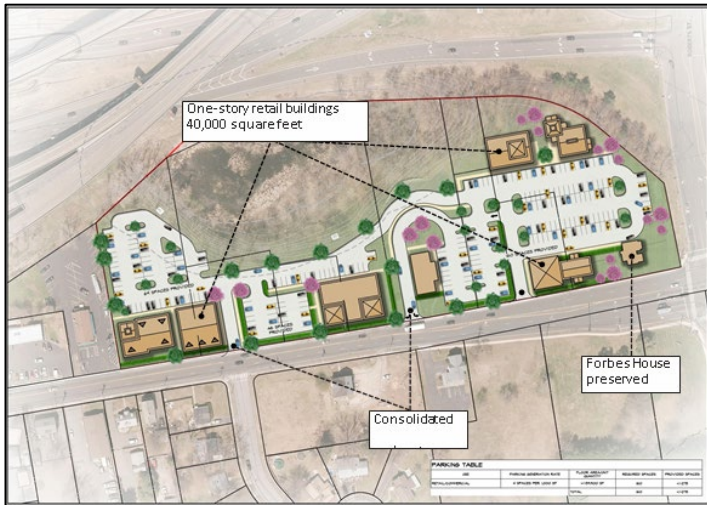


Photo Source: Milone & MacBroom Silver Lane Assessment



# Undeveloped Land 825, 825A Silver Lane

Revitalization Plan 2018

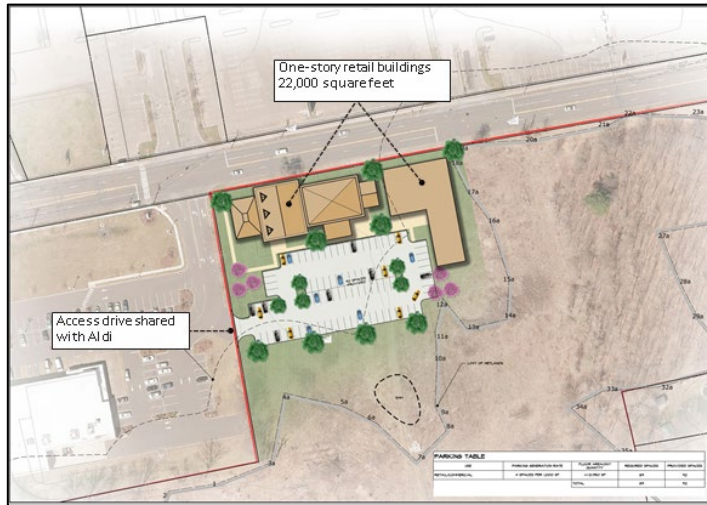


Photo Source: Milone & MacBroom Silver Lane Assessment



# F. Futtner Farms (695, 709, 711 Silver Lane)

Revitalization Plan 2018

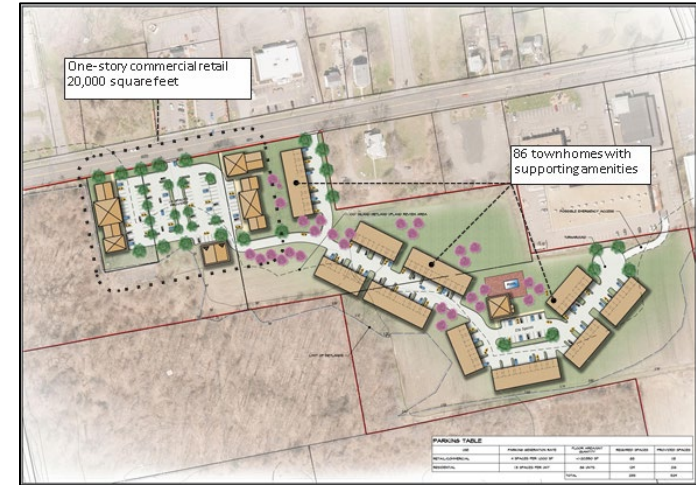


Photo Source: Milone & MacBroom Silver Lane Assessment

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# Public Engagement and Discussion

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# Silver Lane Redevelopment Area – Public Engagement

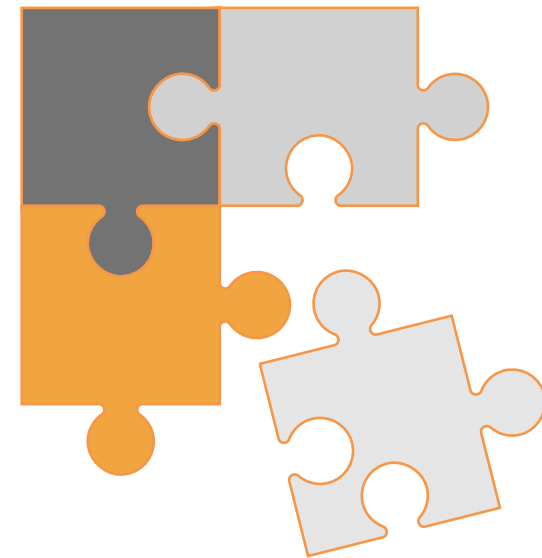
## *The Silver Lane Redevelopment Plan*

### **Public Engagement**

Building upon the extensive public engagement conducted in the creation of the 2018 Revitalization Plan, a series of public meetings and targeted public outreach was initiated as part of this Chapter 130 Redevelopment Plan. The aim of these meetings and work-sessions hosted by the East Hartford Redevelopment Agency was to confirm that the community still supported the findings and recommendations in the 2018 Revitalization Plan and the Chapter 14 amendment to the Plan of Conservation and Development. In addition, these meetings and work-sessions were designed to move from the conventional planning exercises and recommendations of the past planning efforts, to creating actionable strategies and interventions to be aimed at the deteriorated and deteriorating conditions within the Silver Lane Redevelopment Plan Area.

The following page provides a summary of the public workshop discussion held in April 2022 and hosted by the Redevelopment Agency. The workshop was a facilitated discussion conducted by Goman+York (the Redevelopment Plan consultants) that focused on What is Working and What is Not Working in the Silver Lane Redevelopment Area.

The aim of the discussion is to determine the conditions within the Redevelopment Area that need to be remediated and mitigated and the conditions, or strengths, in the Redevelopment Area that can be leveraged and built-upon to reposition the Silver Lane Redevelopment Area to compete for investment.





# Silver Lane Redevelopment Area – Public Engagement

*The Silver Lane Redevelopment Plan*

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

## ***What's Not Working?***

- *Deteriorating conditions*
- *“Community feel” has declined*
- *Lack of ability to fulfill needs/wants from within corridor*
- *Market/Functional Obsolescence*
- *Strip Malls*
- *Change in consumer behavior*
- *The Silver Lane Corridor needs a reset*

## ***What's Working?***

- *Philips Farm*
- *New development-new, existing and in pipeline*
- *Cabela's Aldi, Dollar General, CVS, Dunkin, bowling alley*
- *Public investment in roadways – existing and planned*
- *Strong traffic levels on Silver Lane*

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

- *Redevelop Silver Lane Plaza*
- *Bring in activity-focused businesses*
- *Create a pedestrian-scale, walkable, bikeable corridor*
- *Fast casual restaurants*
- *Business/Mixed-Use*

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# Strategies for Improvement: The Levers of Change

**GOMAN+YORK**

# The Silver Lane Redevelopment Area – Strategies for Improvement

## *The Silver Lane Redevelopment Plan*

### **The Levers of Change**

As discussed previously, to reposition the Silver Lane Redevelopment Area to compete for investment, it is imperative to strategically intervene in the market to reposition the area for investment. At this time, the existing conditions (discussed above) are providing mixed-messages as to market predictability and investor confidence to attract the much-needed investment that is required to reposition the market and grow demand.

Therefore, the Levers of Change—image, market, conditions, connections, and capacity—inform use and can be utilized to frame the strategies for improvement and the specific interventions to be employed to influencing change. The following are the translations of image, market, conditions, connections, and capacity in terms of the existing conditions in the Silver Lane Redevelopment Area:

- **Image:** mixed messages of quality and level of investment and poor overall public perception of the area.
- **Market:** mixed-messages as to predictability and investment. It is uncertain, from an investment perspective if this area is good place to invest time, energy, and money.

- **Conditions:** mixed-messages as to the quality of product—properties—on display. While some properties are well-maintained, many are not, and a substantial portion of properties are deteriorated and deteriorating. The conditions of disinvestment, neglect, and blight are undermining market predictability and investor confidence.
- **Connections:** the connections, social, governance, and economic, are weak.
- **Capacity:** private sector capacity is weak and undermined by the weak and distressed market conditions. Public sector capacity is stronger, with a commitment to invest and proven track record of investment in the area.

Based on the current conditions in the Silver Lane Redevelopment Area, any strategy for improvement must begin with addressing the deteriorated and deteriorating conditions that are undermining market predictability and market confidence. So long as such deteriorated conditions continue to persist, meaningful private sector investment will not flow into the area without public sector participation that underwrites the risk.



# The Silver Lane Redevelopment Area – Strategies for Improvement

## *The Silver Lane Redevelopment Plan*

### The Levers of Change

To create change, grow demand, and reposition the Silver Lane Redevelopment Area to compete for investment, the following are the desired outcomes for the Levers of Change (image, market, conditions, connections, and capacity):

- **Image:** improve the image of the Silver Lane Redevelopment Area so that residents, property owners, businesses, and visitors believe this is a good place to invest their time, energy, and money.
- **Market:** create predictability and confidence with the aim of growing demand and attracting investment.
- **Conditions:** remove deteriorated and deteriorating conditions with the aim of improving the quality of properties and property maintenance on display.
- **Connections:** build better social, economic, and governance connections between residents, property owners, businesses, and local government.
- **Capacity:** leverage government investment to attract private investment. As conditions improve, decrease government financial investment, while providing economic development, design, and permitting assistance.

### Priority Properties - Acquisition

1. Silver Lane Plaza – 808-850 Silver Lane
2. Nursing Home – 51 Applegate Lane
3. Charter Oak Mall – 934-940 Silver Lane & Ring Road - Driveway
4. Futtner Farm - 711 Silver Lane
5. Pratt & Whitney Fields
6. 755 Silver Lane
7. 707 Silver Lane (UTC)
8. Five properties in 2018 Revitalization Plan (and noted earlier)

The above properties are ranked in order of priority for acquisition. 808-850 Silver Lane and 51 Applegate Lane, along with the "Ring Road" Driveway to the Charter Oak Mall, are the most deteriorated properties that pose threat to the general welfare. 711 Silver Lane is a willing seller, and 707 Silver Lane may add development value to 711 Silver Lane. 755 Silver Lane is a vacant lot and 934-940 will likely show signs of deterioration if new tenants are not secured.

# The Silver Lane Redevelopment Area – Strategies for Improvement

## *The Silver Lane Redevelopment Plan*

### **Strategies for Improvement**

To improve the Silver Lane Redevelopment Area market, growing demand, and position the area to compete for investment, the Redevelopment Agency and the Town of East Hartford should implement the following strategies aimed at improvement:

1. Eliminate deteriorated and deteriorating conditions through property acquisition.
2. Adopt a planned development zoning regulation for the area with the aim of creating a more predictable land use approval process with more flexible development standards to achieve better design.
3. Reduce the total square footage of retail space within the Redevelopment Area through the demolition of deteriorated and functionally obsolete retail space. The aim of acquisition and demolition of such space should be to improve the image of the area, remove deteriorated conditions that are harming the image and market, and contract or right-size the supply of retail space.
4. Invest in public infrastructure. Investing in public infrastructure, specifically sidewalks and roads should be done with the aim of leveraging public investments to improve physical conditions within the public realm and demonstrating to the private sector that the Town of East Hartford is committed to this area and is a partner in creating predictability, building confidence, and attracting private investment.
5. Redevelop acquired deteriorated properties as a means of attracting new investment into the area and improving the quality of buildings on display. The potential future uses for the redevelopment sites should remain flexible at this time—do not preordain the development outcomes, as the market should drive what is financially feasible and economically viable. That said, the preliminary market research indicates that multi-family residential apartments and community-scale retail in the form of free-standing residential and retail sites or combined as mixed-use developments are the most likely uses in the Redevelopment Area.
6. Provide façade improvement grants and/or loans for small businesses within the Redevelopment Area.
7. Acquire other available properties for infill development with the aim of increasing housing and the number of households in the Redevelopment Area. The more households within the Redevelopment Area, the greater the future demand will be for commercial development.

# The Silver Lane Redevelopment Area – 1. Silver Lane Plaza

*The Silver Lane Redevelopment Plan – 808-850 Silver Lane, East Hartford, CT*



This parcel provides an opportunity to eliminate blight and provide for new investment in the area through redevelopment. As a gateway to the proposed new apartments, this site is critical to the repositioning of the Redevelopment Area. The demolition of the large retail building would make way for community scale retail and/or residential. The two smaller buildings could be removed or renovated and incorporated into a new site design.



# The Silver Lane Redevelopment Area – 2. 51 Applegate Lane

*The Silver Lane Redevelopment Plan – 51 Applegate Lane, East Hartford, CT*

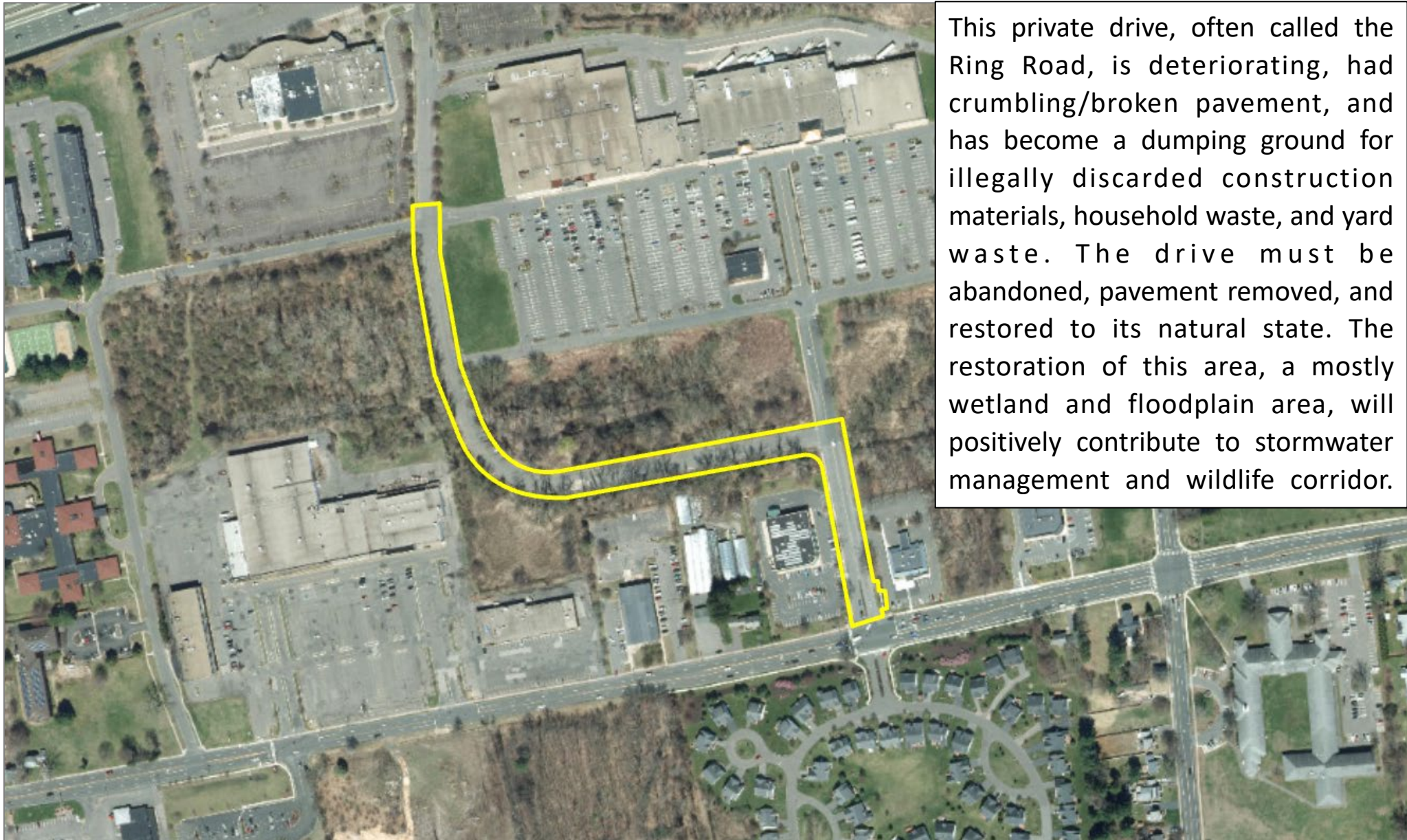


This parcel provides a unique opportunity for renovation into affordable elderly housing or for demolition and redevelopment. This site is also a gateway to the proposed new apartments and is equally important to the repositioning of the Redevelopment Area. If demolished, this site could be combined with the neighboring 808-850 site to create the potential for a larger scale redevelopment, likely mixed-use with residential and commercial space.



# The Silver Lane Redevelopment Area – 3. Ring Road

*The Silver Lane Redevelopment Plan – Ring Road, East Hartford, CT*

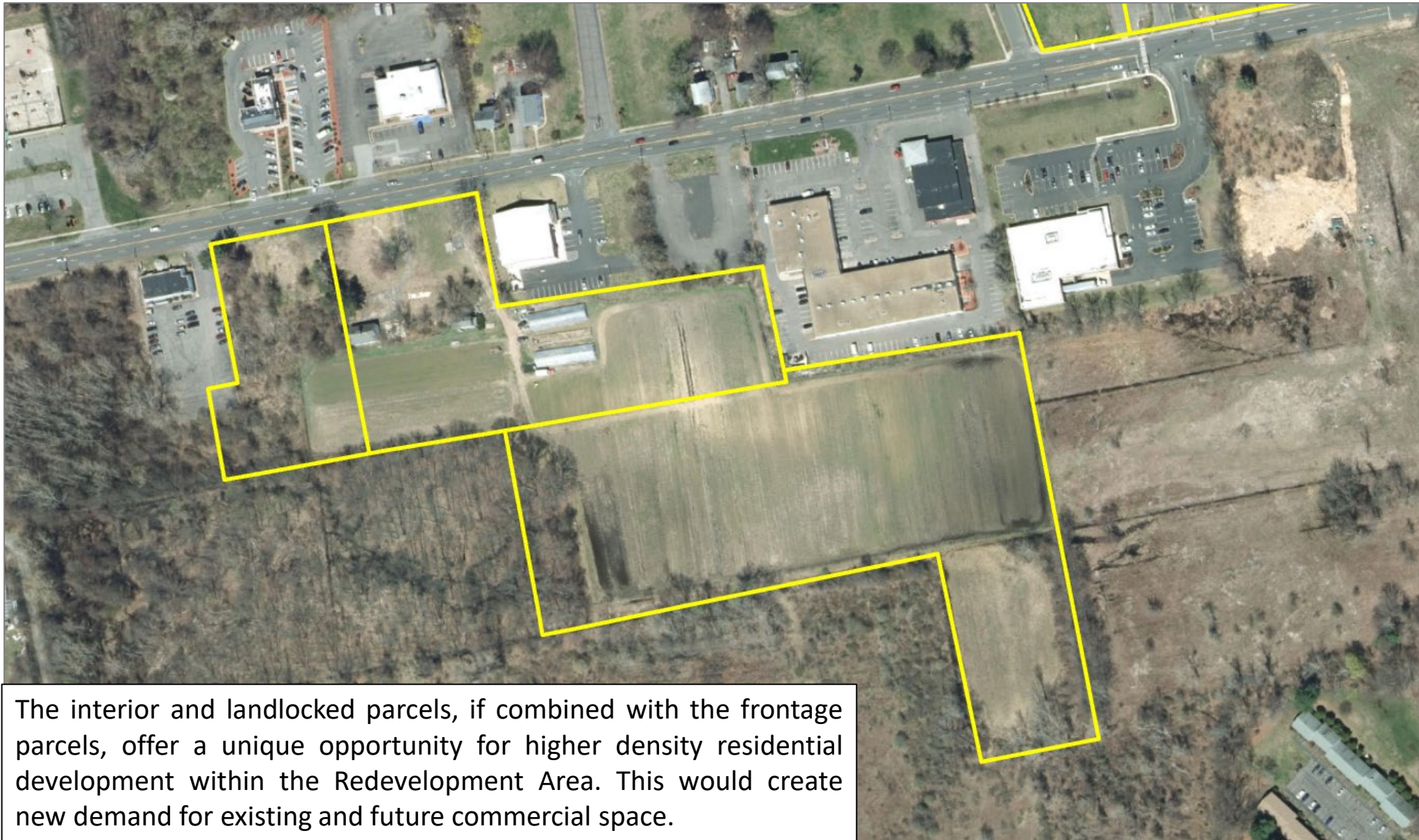


This private drive, often called the Ring Road, is deteriorating, had crumbling/broken pavement, and has become a dumping ground for illegally discarded construction materials, household waste, and yard waste. The drive must be abandoned, pavement removed, and restored to its natural state. The restoration of this area, a mostly wetland and floodplain area, will positively contribute to stormwater management and wildlife corridor.



# The Silver Lane Redevelopment Area – 4. Futtner Farm

*The Silver Lane Redevelopment Plan – 695, 709, 711 Silver Lane, East Hartford, CT*



The interior and landlocked parcels, if combined with the frontage parcels, offer a unique opportunity for higher density residential development within the Redevelopment Area. This would create new demand for existing and future commercial space.



# The Silver Lane Redevelopment Area – 5. 707 Silver Lane

*The Silver Lane Redevelopment Plan – 707 Silver Lane, East Hartford, CT*



This parcel, if combined with the parcels on the prior page, could provide an additional opportunity for residential development.



# The Silver Lane Redevelopment Area – 6. 755 Silver Lane

*The Silver Lane Redevelopment Plan – 755 Silver Lane, East Hartford, CT*



This parcel provides an opportunity for infill development and is well suited for a commercial retail unit. However, the redevelopment of this site will be challenging at best, if the deteriorated conditions in the area are not addressed and removed.



# The Silver Lane Redevelopment Area – 7. Charter Oak Mall

*The Silver Lane Redevelopment Plan – 940 Silver Lane, East Hartford, CT*



This property, until recently, has been stable. Unfortunately, increased vacancy now threatens this property's future. Therefore, it is imperative to plan for future reuse of the property. The size and location of the parcel is ideally suited for high-density multi-family development.



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Zoning: Existing and Future

**GOMAN+YORK**

# Silver Lane Redevelopment Area – Zoning

## *The Silver Lane Redevelopment Plan*

### **Existing Zoning**

Zoning regulations are a powerful tool to both shape the community and to encourage investment. However, the very nature of zoning regulations (government regulation of private property and the free-market) can also discourage development and create a barrier to investment. ***East Hartford must keep in mind that what the community desires and what the market can support and develop may be very different.*** Therefore, zoning must be designed to work within the context of market demand to foster investments, while shaping the site development to meet community desires, not to create barriers to investment.

The zoning in the Silver Lane Redevelopment Area is a mixture of residential, commercial, and industrial zones designed to meet the needs of eclectic mix of uses, forms, and densities within the area. For the most part, the existing zoning meets the needs of the Redevelopment Area. However, the B-6 Zone, which is located at the eastern end of the Redevelopment Area no longer serves the purpose that it was designed for or the current market conditions that drive demand in this location. Designed and established decades ago, the B-6 Zone was intended to facilitate large-scale retail uses and developments of the past. Today, it is those uses and developments that struggle the most, have

created a condition of oversupply and resulted in the deteriorated and deteriorating conditions that exist in the area.

### **Future Zoning – Master Plan Overlay Zone**

Zoning can be a barrier to investment. Therefore, when dealing with the weak- and distressed-market conditions of redevelopment, zoning must provide predictability, flexibility, and confidence. While it is common for communities, when dealing with deteriorated and deteriorating conditions to adopt restrictive zoning regulations as an attempt to gain control, doing so is the right approach at the wrong time. Restrictive regulations work best in strong markets, not weak- and distressed-markets. A flexible approach to zoning is required to reposition a distressed area, to grow demand, and attract investment. Therefore, it is recommended that East Hartford adopt a Planned Development or Master Plan approach, like a Design Development District approach that exists within the East Hartford Zoning Regulations.

The utilization of what can be called a Master Plan Overlay Zone (See Appendix 3) and approach provides an opportunity to offer flexibility in use, density, design, and permitting process—a more efficient and effective land use application review process.



# Silver Lane Redevelopment Area – Zoning

## *The Silver Lane Redevelopment Plan*

### **Future Zoning – Master Plan Overlay Zone (Cont.)**

This is achieved through crafting an overlay zone with both flexible standards and a *Swift, Simple, and Certain* application process. The application process typically begins with a pre-application meeting where the applicant and Planning and Commission can discuss the conceptual development in detail. Most important, the Commission can provide insights and direction before the applicant begins extensive design work.

The next step is the Master Plan application. This is an application for a Zone Change to place the overlay zone on the property. The applicant must provide a Master Plan that includes a general site plan (not including a full detailed and costly grading, drainage, infrastructure, etc.) with building locations, parking, and landscaping, buffers, architectural renderings and elevations, and other supportive material to assist the Commission in understanding the development plan.

The approval (or denial) is a legislative action on a zone change—the Commission has broad discretion. If approved, the applicant then must submit a full site plan application, designed to the detailed requirements for site plan and conforming to the approved Master Plan.

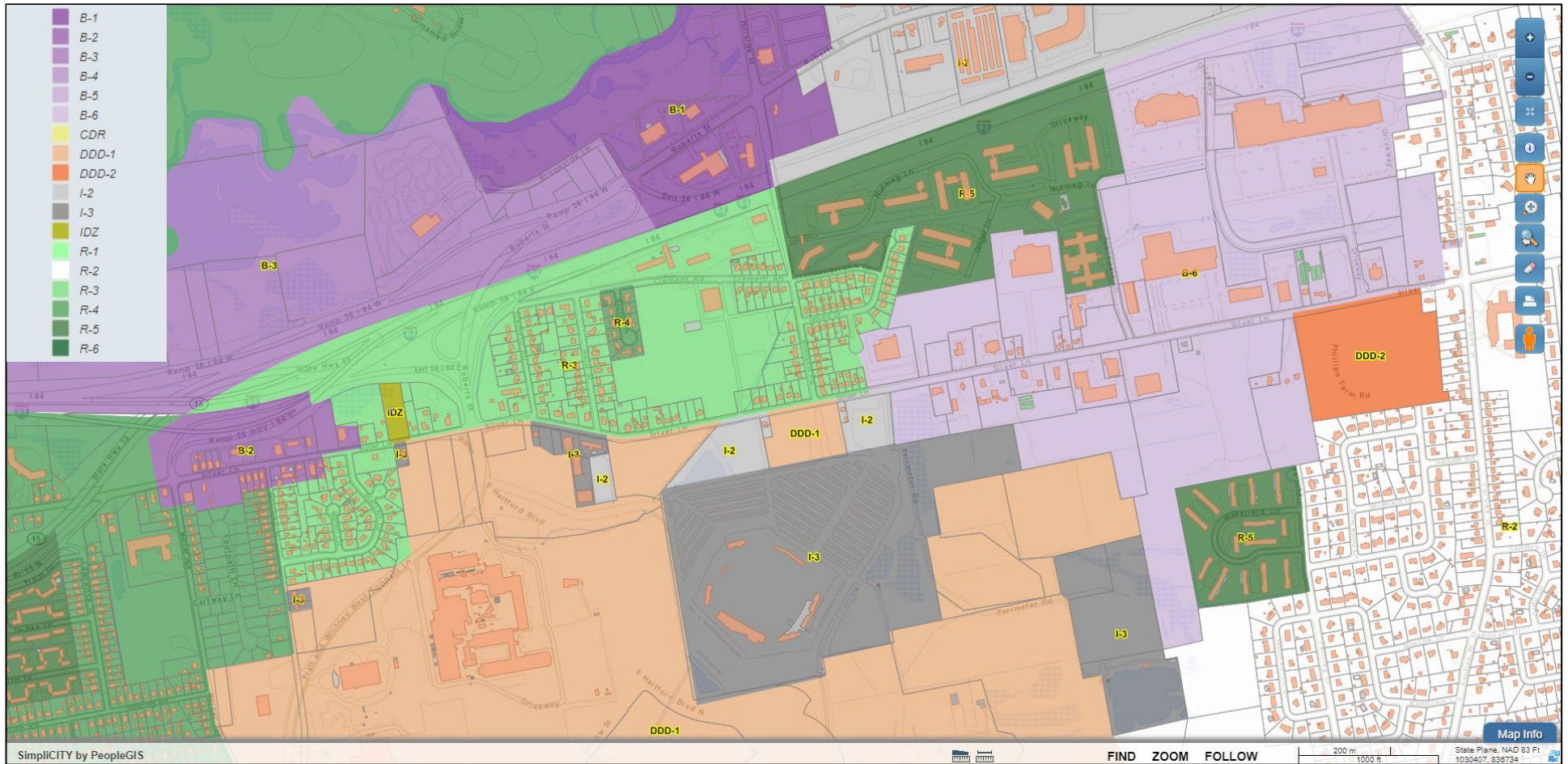
This process allows the Planning and Zoning Commission to provide input early in the process—pre-application—before extensive and expensive plans are designed.

In addition, the Master Plan (the concept plan) provides the Commission with enough information to make an informed decision on the size, scale, massing, density, intensity, and design of the project, without the developer having to provide fully-engineered plans drawings—reducing financial risk for the developer.

Most important, the Master Plan regulation provides flexible site design standards aimed at resulting in the highest quality design that is best suited for the site.

# Silver Lane Current Zoning Map

East Hartford, CT – Silver Lane Redevelopment Study Area





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# Residential Property and Resident Relocation Plan

**GOMAN+YORK**

# Silver Lane Redevelopment Area – Resident Relocation Plan

*The Silver Lane Redevelopment Plan*

## **Relocation Plan**

As conceptualized in this Redevelopment Plan, the proposed strategies, specifically the proposed properties for acquisition, does not include any residential properties.

Therefore, we do anticipate that any residents will be displaced through the acquisition of property and there is no need to develop a resident relocation plan at this time. If this were to change, the plan would need to be amended to include the acquisition of residential properties that are occupied, then a relocation plan will be provided.



The top half of the image features a dark grey background with two curved lines originating from the left edge and sweeping towards the right. The inner curve is a light grey, and the outer curve is a slightly darker grey, creating a sense of depth and movement.

Financing the Redevelopment

**GOMAN+YORK**

# Silver Lane Redevelopment Area – Financing Plan

## *The Silver Lane Redevelopment Plan*

### **Financing the Redevelopment Plan**

The Town of East Hartford is committed to the removal of deteriorated conditions and repositioning the Silver Lane Corridor to compete for investment, prosperity, and vibrancy. The Town of East Hartford recognizes that weak-market and distressed properties conditions harm the overall market value of the area, creating an environment where high construction costs and risk work against returns. Therefore, it is unlikely that the private sector market will produce the investments required to reposition the Silver Lane Corridor. This is the foundational conditions and thinking that drove and drive this Chapter 130 Redevelopment Plan—the Silver Lane Redevelopment Area will not improve without government intervention and investment.

The Town of East Hartford is committed to investing—the time, energy, and public funding—in the Silver Lane

Redevelopment Area. Therefore, the Town of East Hartford is a willing public participant ready to partner with private sector property owners and investors to create improvement and change in this area. This means that the Town of East Hartford will continue to invest in public infrastructure improvements, is willing to utilize public funds, to secure the acquisition and demolition of deteriorated properties, and to explore reasonable public-private partnerships that will benefit the Silver Lane Corridor and result in improved property and market conditions. Depending on the priority, importance, scale, size, and scope of specific redevelopment sites and projects, the Town of East Hartford is open to exploring and utilizing any of the financial mechanisms, such as bonding and tax abatements, to execute this Redevelopment Plan. Specific redevelopment project budgets and financing plans will be developed on a case-by-case basis.



Appendix

**GOMAN+YORK**

# Appendix I. Spencer Street and Silver Lane Comparison

## East Hartford, CT – Silver Lane Redevelopment Study Area

<b>Spencer Street - Manchester Properties</b>							
<u>Property</u>	<u>Address</u>	<u>Year Built</u>	<u>Building Square Feet</u>	<u>Land Acres</u>	<u>Appraised Value Land</u>	<u>Appraised Value Buildings</u>	<u>Appraised Value Total</u>
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
<b>Silver Lane- East Hartford Properties</b>							
<u>Property</u>	<u>Address</u>	<u>Year Built</u>	<u>Building Square Feet</u>	<u>Land Acres</u>	<u>Appraised Value Land</u>	<u>Appraised Value Buildings</u>	<u>Appraised Value Total</u>
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




# Appendix I. 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	
<input type="checkbox"/>	Jan 2021	Jan 2021	<a href="#">940 Silver Ln</a>	East Hartford	1st	20,935	\$7.88	MG	Effective	Retail	Direct	10 yrs	Jan 2031	Citi Trends
<input type="checkbox"/>	Jan 2021	Feb 2021	<a href="#">775 Silver Ln</a>	East Hartford	1st	1,500				Retail	Direct	3 yrs	Feb 2024	
<input type="checkbox"/>	Jan 2021	Feb 2021	<a href="#">775 Silver Ln</a>	East Hartford	1st	1,590	\$11.28	MG	Effective	Retail	Direct	3 yrs	Feb 2024	JJ Team LLC
<input type="checkbox"/>	Mar 2018	Apr 2018	<a href="#">775 Silver Ln</a>	East Hartford	1st	3,770	\$8.00	NNN	Asking	Retail	Direct	4 yrs	Apr 2022	
<input type="checkbox"/>	Mar 2018	Apr 2018	<a href="#">775 Silver Ln</a>	East Hartford	1st	3,770	\$8.00	NNN	Asking	Retail	Direct	4 yrs	Apr 2022	
<input type="checkbox"/>	Mar 2018	Apr 2018	<a href="#">775 Silver Ln</a>	East Hartford	1st	1,590	\$8.00	NNN	Asking	Retail	Direct	1 yr	Mar 2019	
<input type="checkbox"/>	Jul 2017	Aug 2017	<a href="#">775 Silver Ln</a>	East Hartford	1st	3,534	\$8.00		Asking	Retail	Direct	1 yr	Aug 2018	
<input type="checkbox"/>	Jun 2017	Aug 2017	<a href="#">940 Silver Ln</a>	East Hartford	1st	6,000				Retail	Direct			Rainbow Apparel
<input type="checkbox"/>	Jul 2016	Jul 2016	<a href="#">775 Silver Ln</a>	East Hartford	1st	960	\$8.00	NNN	Asking	Office/Retail	Direct	1 yr	Jul 2017	
<input type="checkbox"/>	Jul 2016	Jul 2016	<a href="#">775 Silver Ln</a>	East Hartford	1st	960	\$8.00	NNN	Asking	Office/Retail	Direct	1 yr	Jul 2017	Masis Staffing Solutions
<input type="checkbox"/>	Mar 2015	Aug 2015	<a href="#">940 Silver Ln</a>	East Hartford	1st	72,774				Retail	Direct			Stop & Shop
<input type="checkbox"/>	Jun 2014	Jul 2014	<a href="#">775 Silver Ln</a>	East Hartford	1st	2,070	\$10.00	NNN	Asking	Office/Retail	Direct	1 yr	Jul 2015	
<input type="checkbox"/>	Feb 2013	Mar 2013	<a href="#">818-830 Silver Ln</a>	East Hartford	1st	2,800	\$6.00	NNN	Asking	Retail	Direct			
<input type="checkbox"/>	Jan 2012	Feb 2012	<a href="#">775 Silver Ln</a>	East Hartford	1st	2,757	\$8.00	NNN	Asking	Retail	Direct	1 yr	Jan 2013	
<input type="checkbox"/>	Dec 2011	Jan 2012	<a href="#">775 Silver Ln</a>	East Hartford	1st	2,757	\$8.00	NNN	Effective	Retail	Direct	1 yr	Dec 2012	
<input type="checkbox"/>	Dec 2011	Jan 2012	<a href="#">775 Silver Ln</a>	East Hartford	1st	2,757	\$8.00	NNN	Effective	Retail	Direct	1 yr	Dec 2012	
<input type="checkbox"/>	Mar 2007	Apr 2007	<a href="#">832-852 Silver Ln</a>	East Hartford	1st	3,239	\$12.00	NNN	Asking	Retail	Direct	5 yrs	Apr 2012	Ck Nail Salon

# Appendix I. 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
<input type="checkbox"/>	Aug 2021	Aug 2021	<a href="#">168 Spencer St</a>	Manchester	2nd	225	\$8.81	MG	Starting	Office	Direct	2 yrs	Aug 2023	Tenants
<input type="checkbox"/>	Aug 2021	Aug 2021	<a href="#">168 Spencer St</a>	Manchester	2nd	505	\$9.03	MG	Asking	Office	Direct	2 yrs	Aug 2023	Tenants
<input type="checkbox"/>	Aug 2021	Aug 2021	<a href="#">168 Spencer St</a>	Manchester	2nd	495	\$8.81	MG	Starting	Office	Direct	2 yrs	Aug 2023	Tenants
<input type="checkbox"/>	Nov 2018	Dec 2018	<a href="#">210-240 Spencer St</a>	Manchester	1st	2,900	\$18.00	N	Asking	Retail	Direct			GoHealth
<input type="checkbox"/>	Oct 2018	Nov 2018	<a href="#">112 Spencer St</a>	Manchester	1st	1,350	\$13.00	NNN	Asking	Office	Direct			
<input type="checkbox"/>	Oct 2018	Dec 2018	<a href="#">199 Spencer St</a>	Manchester	1st	1,000				Retail	Direct	10 yrs	Dec 2028	Subway
<input type="checkbox"/>	Mar 2018	Apr 2018	<a href="#">168 Spencer St</a>	Manchester	Unkwn	1,686		MG		Office	Direct			
<input type="checkbox"/>	Mar 2017	Mar 2017	<a href="#">112 Spencer St</a>	Manchester	3rd	450	\$13.00	NNN	Asking	Office	Direct			
<input type="checkbox"/>	Mar 2017	Mar 2017	<a href="#">112 Spencer St</a>	Manchester	3rd	700				Office	Direct			Erik Wolfgang-Pinto
<input type="checkbox"/>	Aug 2016	Aug 2016	<a href="#">8 Spencer St</a>	Manchester	1st	4,180				Industrial				
<input type="checkbox"/>	Jun 2016	Jun 2016	<a href="#">191 Spencer St</a>	Manchester	1-2	21,120				Retail				Hawthorn Suites
<input type="checkbox"/>	Aug 2014	Nov 2014	<a href="#">210-240 Spencer St</a>	Manchester	1st	2,500	\$24.00	N	Effective	Retail	Direct	10 yrs	Oct 2024	Dr. Dental
<input type="checkbox"/>	Jul 2014	Oct 2014	<a href="#">184 Spencer St</a>	Manchester	1st	2,000				Retail	Direct	20 yrs	Sep 2034	McDonald's
<input type="checkbox"/>	Jul 2014	Aug 2014	<a href="#">112 Spencer St</a>	Manchester	3rd	3,000	\$12.86	FS	Asking	Office	Direct	3 yrs	Aug 2017	CHR
<input type="checkbox"/>	Jun 2014	Jul 2014	<a href="#">112 Spencer St</a>	Manchester	1st	350	\$12.86		Asking	Office	Direct			
<input type="checkbox"/>	May 2014	Jun 2014	<a href="#">112 Spencer St</a>	Manchester	1st	1,500	\$12.00	NNN	Asking	Office	Direct			CT Junior Republic
<input type="checkbox"/>	Nov 2013	Dec 2013	<a href="#">162 Spencer St</a>	Manchester	1st	1,971	\$7.31	N	Effective	Retail	Direct	1 yr	Dec 2014	
<input type="checkbox"/>	Nov 2012	Nov 2012	<a href="#">878 Hartford Rd</a>	Manchester	1st	4,455	\$8.15	+UTIL	Effective	Industrial	Direct	2 yrs	Oct 2014	John Treat Llc
<input type="checkbox"/>	Sep 2012	Sep 2012	<a href="#">162 Spencer St</a>	Manchester	1st	240	\$19.24	FS	Effective	Office	Direct	1 yr	Sep 2013	
<input type="checkbox"/>	Sep 2012	Sep 2012	<a href="#">878 Hartford Rd</a>	Manchester	1st	4,255	\$8.48	+UTIL	Effective	Industrial	Direct	1 yr	Aug 2013	
<input type="checkbox"/>	Aug 2012	Mar 2014	<a href="#">185 Spencer St</a>	Manchester	1st	1,917	\$56.07	NNN	Effective	Retail	Direct	10 yrs	Feb 2024	Starbucks
<input type="checkbox"/>	Jun 2012	Jul 2012	<a href="#">801-807 Hartford Rd</a>	Manchester	1st	800	\$15.00	+U&CH	Asking	Retail	Direct	2 yrs	Jun 2014	
<input type="checkbox"/>	Dec 2011	Jan 2012	<a href="#">112 Spencer St</a>	Manchester	1st	1,200	\$12.00	NNN	Asking	Office	Direct			Michaud Chiropractic
<input type="checkbox"/>	Sep 2011	Sep 2011	<a href="#">112 Spencer St</a>	Manchester	1st	310	\$14.00	N	Asking	Office	Direct			

# Appendix II: Literature Review

Link to East Hartford Redevelopment Agency Materials reviewed:

<https://www.easthartfordct.gov/redevelopment-agency/pages/rfp-additional-information>

- Town of East Hartford 2014 Plan of Conservation and Development, including Chapter 14 – Silver Lane Plan (Amended 2/19/20)
- Town of East Hartford Zoning Regulations
- Town of East Hartford Zoning Map
- Town of East Hartford Assessment Records (2022)
- Town of Manchester Assessment Records (2022)
- 2018 Silver Lane Revitalization Plan
- 2020 Silver Lane Corridor Study
- 2020 JCJ Architecture Residential/Retail/Commercial Vision for Silver Lane
- Map of the Vicinity of Silver Lane & Applegate Lane
- 2020 Capitol Region Council of Governments Silver Lane (SR 502) Corridor Study



# Appendix III: Sample Master Plan Zoning Regulations

## **SAMPLE - MASTER PLAN OVERLAY ZONE**

### **01.00 PURPOSE & INTENT**

The intent and purpose of the Master Plan Overlay Zone (MPOZ) is to create a flexible zoning mechanism designed to enable the land area within the designated areas (zoning districts) to be developed in a responsible and efficient manner consistent with the Plan of Conservation and Development. The MPOZ requires the submission and approval of a conceptual master plan as part of the zone change application. The MPOZ can be utilized for any property or properties located within the Industrial 1 or Business 6 Zone. The MPOZ is proposed to create comprehensively designed site developments, including industrial, commercial, multi-family residential, and mixed-use developments. When the MPOZ is applied to a parcel or parcels of land, the underlying zoning designations remain intact and all existing properties are not required to utilize the MPOZ designation and related provisions and requirements, unless specifically stated.

### **01.01 GENERAL REQUIREMENTS**

The following are general requirements for proposed MPOZ master plan development applications.

- A. It is the intent of these regulations that standards pertaining to the MPOZ shall be those specifically set forth in these MPOZ regulations and those which are a part of an approved Master Development Plan (MDP) and Site Plan hereunder. Accordingly, the provisions of these Zoning Regulations, including, without limitation, those set forth in the underlying zone shall continue to govern any MPOZ adopted by the Commission unless otherwise addressed by a specific standard contained in these MPOZ regulations or a standard approved by the Commission as a part of an approved MDP or Site Plan. If any provision of MDP or Site Plan for a MPOZ as approved by the Planning and Zoning Commission conflicts with other provisions of these Zoning Regulations, the provisions of the approved Master Development Plan and/or Site Plan shall govern.

## Appendix III: Sample Master Plan Zoning Regulations (cont.)

- B. The MDP as approved shall set forth the permitted uses of the specific MPOZ approved by the Commission and in approving the MDP, the Commission is authorized to regulate and promulgate standards to which an approved MDP shall be subject.
- C. All buildings, structures and site improvements in a MPOZ shall conform to all applicable dimensional standards proposed in the Master Development Plan, Site Plan, Parking Demand and Management Study, and should seek to achieve high quality site and architectural design standards.
- D. All site improvements, unless otherwise modified by the Commission as part of the MDP approval, shall comply with the requirements of Section 00 (Site Development Standards).
- E. All new utilities shall be installed underground, unless demonstrated as not feasible by the applicant, and so may be waived by the Commission due to physical constraints or other special circumstances. Utilities that are not customarily installed underground, such as transformer boxes and other facilities, are not required to be installed underground.

### 01.02 SUBMISSION REQUIREMENTS

The Master Development Plan for a parcel or combination of parcels within the proposed MPOZ shall include the submission requirements as set forth herein and shall be considered and approved as a Site Plan (see Sections 00). Each parcel or combination of parcels included in the Master Development Plan shall be developed in accordance with an approved Site Plan. The proposed Site Plan for any parcel or combination of parcels shall be in the level of detail necessary to demonstrate compliance with the Master Development Plan for the area submitted by the Applicant.

## Appendix III: Sample Master Plan Zoning Regulations (cont.)

The following are procedural requirements for development applications within the MPOZ(s).

### Applications

#### ***Pre-Application Conference:***

Applicants are required to initiate a pre-application conference with staff and/or the Commission to discuss the conceptual aspects of the proposed development and to prepare and present a conceptual plan. All pre-application conferences are intended to be informal and consist of non-binding discussions that establish a dialogue about the proposed development aimed at creating high quality design and investment that meet the needs of community and applicant.

#### ***Application for Master Development Plan (GDP):***

For any development proposing to establish an MPOZ, the applicant shall submit a Zone Change application in accordance with Section 00 of the Zoning Regulations. The application for Zone Change shall include a Master Development Plan in accordance with the requirements set forth in Section 01.03 below. The MDP, when approved, will supersede any provision of the underlying zones and regulations where the MDP describes or delineates their subject matter. If the MDP does not delineate or describe the subject matter of the regulations for the MPOZ, the provisions of the underlying Zone shall apply.

#### ***Site Plan Approval:***

If the application establishing the MPOZ and Master Development Plan are approved, the applicant may proceed to the submission of a Site Plan application in accordance with Section 00. The Site Plan shall provide, in greater detail, the specific development and uses approved in the MDP. After the approval of the MPOZ and MDP, no permits shall be issued for uses permitted therein until the Commission has approved a Site Plan for the uses and development approved in the MDP.



# Appendix III: Sample Master Plan Zoning Regulations (cont.)

## *Special Permit Uses:*

A Master Development Plan (MDP) can be approved for general use categories (i.e. commercial, residential, mixed-use, etc.) without any specific uses based on permitted uses and permit type. However, if specific uses are known, they should be included in the MDP. Any special permit uses will require an application for special permit accordance with Section 00. Once an MPOZ and MDP are approved, any subsequent use requiring a Special Permit in the underlying Zone or the MPOZ zone, shall require a Special Permit application in accordance with Section 00 of these Regulations.

## **01.03 MASTER DEVELOPMENT PLAN**

The purpose of the Master Development Plan submission is to determine whether the proposed uses and site design conform to the intent and requirements of the MPOZ and to the Plan of Conservation and Development. The Master Development Plan, once adopted, shall establish the dimensional requirements of MODZ and its uses.

The MDP shall consist of one or more maps (conceptual plans) at a scale of not less than 1" = 100', prepared by a State certified design professional, and supportive documents, and shall show or indicate:

- A. Existing structures, existing topography at ten-foot contours, existing roads and paths, major topographic features, slopes of greater than ten percent grade, the location points of scenic interest, and wooded and open areas.
- B. The location of adjoining properties, the names of the owners of such properties as these appear on the latest records in the office of the Assessor, and the existing structures and land uses within 300 feet of the boundaries of the proposed development.
- C. Present and proposed land uses within the boundaries of the entire proposed MPOZ zone/development, whether residential, commercial, industrial, mixed-use, open space, or other, and the acreage assigned to each. Proposed square footage of building or floor area for all proposed uses shall be shown and described in sufficient detail to clearly indicate the nature and scale of the proposed uses. The proposed square footage as shown shall establish the maximum building sizes and the areas within which it will be permissible to construct such buildings. As part of the site plan application, minor modifications of not more than 10% increases in building sizes and areas may be approved by the Commission.

## Appendix III: Sample Master Plan Zoning Regulations (cont.)

- D. Architectural renderings of the proposed development and buildings. Renderings should include three dimensional images that provide context to massing and form.
- E. The location of proposed public and private road, proposed vehicular and pedestrian circulation patterns, including location and dimension of private and public streets, and proposals for linkage of roads within the zone to the Town and State Highway system, accompanied by a traffic impact and access analysis study.
- F. Dimensional requirements of the underlying zones shall be shown on the MDP and a zoning table including existing and proposed dimensional requirements shall be provided. This comparison shall include all parking, loading and signage requirements.
- G. Whether property within the entire zone is to be developed in phases, and if it is to be so developed the anticipated location and acreage of such phases; and a proposed timetable for development.
- H. The intended means of providing utility services to the development, including domestic water supply and fire protection, stormwater drainage management (including area for detention, if applicable), sanitary sewage disposal, and solid waste disposal.
- I. All site design shall be consistent with Section (Site Development Standards). This does not mean that such designs shall be done to the scale or completeness of the Site Plan requirements in Section 00.
- J. The location of any “flood zone” as defined and regulated in these Regulations.
- K. A statement regarding anticipated municipal fiscal impacts to the Town of the proposed land uses and development.
- L. Such other relevant information as the applicant may wish to submit or may be requested by the Commission.

# Appendix III: Sample Master Plan Zoning Regulations (cont.)

## 01.04 SITE DESIGN REQUIREMENTS

### *Site Design*

The site plan requirements shall govern the design of the Master Development Plan and Site Plan (Section 00).

### *Dimensional Requirements*

The following standard shall apply to MPOZ:

	<b>Master Plan Overlay Zone</b>
Minimum lot area:	To be Established
Minimum lot frontage:	
Minimum front yard setback:	
Maximum lot coverage:	
Minimum side yard setback:	
Minimum rear yard setback:	
Minimum Building Separation:	
Minimum Distance to Residential:	
Minimum building floor area:	
Retail Maximum:	
Maximum building height:	



# Appendix III: Sample Master Plan Zoning Regulations (cont.)

## ***Building Height Adjustments***

Buildings may not exceed a height of the underlying zone. At the request of the applicant and the sole discretion of the Planning and Zoning Commission, where unique features of the site and location (such as topographical considerations) permit a modification to this requirement and negative impacts on surrounding properties can be mitigate, the Commission may authorize an increase in the building height, but in no case may the height of any building, from the ground to top of construction measurement exceed 00 feet. In those instances where an increase in building height is requested, the applicant shall provide a corresponding reduction in lot coverage.

## ***Permitted Uses***

The Master Plan Overlay Zone is established to provide for more uses to be permitted than is already permissible in the underlying zone and that are in harmony with the natural features of the land, economic conditions, and the needs of the community, both present and future. Any uses permitted in the underlying zone, as a permitted use, a special permitted use, or otherwise as specified herein, shall be permitted to continue, and shall not be considered non-conforming regarding the MPOZ requirements. All new development and redevelopment in MPOZ shall comply with the uses established as part of the Master Development Plan and Site Plan approval process.

Single family residential uses are not permitted in the MPOZ unless they are part of a mixed-use development and account for no more the 10% of total residential units. Mixed-use developments are strongly encouraged and favored for proposed MPOZ development but are not required. Proposed uses within the MPOZ shall be located with consideration for compatibility and reasonable transition between such uses and other uses existing in areas adjacent to or in the immediate vicinity of the proposed MPOZ.

Any use not expressly permitted by these Regulations shall be prohibited unless the Commission, upon request by an applicant, decides that the use is like (similar) a use expressly permitted in underlying zone. Customary and incidental accessory uses are permitted. The following are uses specifically allowed in the MPOZ district:

# Appendix III: Sample Master Plan Zoning Regulations (cont.)

## Use to Be Established

### ***Circulation***

No interior street or drive shall be less than 20 feet in width. The Commission may, where in its judgment traffic circumstances merit, require primary streets to be designed and constructed in conformance with the Town of East Hartford road specifications. Sidewalks are required if the Commission deems them necessary.

### ***Utilities and Public Improvements.***

Public water and sewage shall be provided, except that alternate water and sewage disposal systems may be permitted by the Commission upon favorable recommendation of the Health District.

Public improvements, such as traffic improvements, drainage improvements, water and sewer improvements, utility installation and similar improvements shall be designed in accordance with the provisions of Section 00 (Site Development Standards). Such improvements may be phased in as distinct phases of an approved Master Development Plan are implemented. Each Site Plan submitted pursuant to an approved Master Development Plan shall state specifically what, if any, portion of the public improvements are to be constructed in connection with such Site Plan and shall contain such information necessary to confirm that the improvements to be constructed will be adequate to support the development set forth in the site plan.

### **Subdivision into Lots.**

1. A MPOZ may be subdivided or re-subdivided into lots by an applicant in accordance with the requirements of the East Hartford subdivision regulations.
2. Nothing in the subdivision regulations or process shall restrict or prevent the lot from being developed in accordance with the intent of MPOZ.

# Appendix III: Sample Master Plan Zoning Regulations (cont.)

## 01.05 ACTION ON MASTER DEVELOPMENT PLAN

The Commission shall approve, modify and approve, or deny the MPOZ and MDP. No permits shall be issued, nor shall any construction activity of any kind commence, for any work depicted on an approved MDP until such time as a Site Plan has been approved.

The Commission may approve, approve with minor changes or modifications, or deny any Site Plan required as part of an approved MDP within the MPOZ. In considering any site plan approval within the MPOZ, the Commission shall make a finding that the MDP, Site Plan, and Parking Demand and Management Study are consistent with the intent of the MPOZ Regulations and are adequate to ensure safe and appropriate implementation of permitted uses.

The Commission may impose conditions on the MDP, as deemed necessary, to achieve the purpose and intent of the MPOZ and to protect the public health, safety, and welfare of the community.

## 01.06 SITE PLAN APPROVAL REQUIRED

In addition to and as a part of MDP approval, no building shall be constructed or altered and no land shall be used prior to approval of a Site Plan which shall be consistent with the approved MDP and shall comply with Section 00 of these regulations and, without duplication, the following:

- A. Architectural renderings and perspectives of all proposed structures and their interaction with existing on and off-site structures;
- B. Proposed use categories of all proposed buildings. When multiple uses are proposed, percentages of floor area for each use shall be shown;
- C. Concept building plans, including schematic floor plans and exterior elevations;
- D. Traffic impact report of the area as it may be affected by the proposed development, including present and anticipated traffic counts, flow patterns, and capacity analysis of present and proposed interchanges, intersections and entrances serving the development shall be analyzed by a professional traffic engineer licensed to practice in the State of Connecticut;



## Appendix III: Sample Master Plan Zoning Regulations (cont.)

- E. Identification of vehicular and pedestrian circulation patterns, including location and dimension of private and public streets and common drives;
- F. Location of proposed on and off-street parking areas with dimensions, including location, size and number of parking spaces, access routes, and walkways;
- G. Proposed pedestrian walks, malls, and other paths, public and private;
- H. Priority schedule of construction of the building's landscaping, infrastructure, and other elements of the plan;
- I. A proposed utility service concept plan including electric, telephone, sanitary sewage disposal system, storm drainage, potable water supply, and water supplies for fire protection.
- J. Landscaping (including the number, sizes and species of proposed trees and/or shrubs, lawn and other groundcover, and other landscape features and natural terrain not to be disturbed). Existing tree growth shall be shown on the plan and preserved to the maximum extent possible.
- K. All other requirements for Site Plans in accordance with Section 00.

### **01.07 PARKING DEMAND & MANAGEMENT STUDY**

A statement, prepared by a professional with expertise in parking and parking demand, shall be provided demonstrating the need for required parking and reasonable consistency with the following documents that are to be considered as part of the site plan approval process:

- A. Parking Demand and Management Study developed in accordance with the standards set forth in the following documents: (a) the Urban Land Institute, Shared Parking; 2<sup>nd</sup> Edition, as amended; (b) the Urban Land Institute, the Dimensions of Parking, 4<sup>th</sup> Edition, as amended; or (c) Institute of Transportation Engineers, Parking Generation Manual, 4<sup>th</sup> Edition, as amended, (or) other standard reference agreed to and approved by the Town Engineer.

## Appendix III: Sample Master Plan Zoning Regulations (cont.)

- A. Such a study and proposed parking, if specifically requested and approved by the Commission, may establish the required parking at levels above or below those required in Section 00, Off-street Parking and Loading.
- B. On-street parking may account for up to 15% of required parking.
- C. Parking structures are permitted, provided they are included in Parking Demand and Management Study.

### 01.08 GENERAL REVIEW CRITERIA

#### *Site Appropriateness*

In considering the appropriateness of development within the MPOZ, the Commission shall consider the following:

1. The proposed use, density, and intensity of development and that the designs are reasonably compatible with the character of the area, adjacent properties, and purpose and intent of the MPOZ regulation.
2. That all development exhibits a high standard of quality in construction detail materials, design, and appearance. That development reflects accepted professional standards of architecture and site design.
3. That quality site planning is an essential criterion of the MPOZ. Sites developed in the MPOZ(s) are intended to be carefully planned, both within the site's own boundaries and in relation to surrounding properties.
4. That all development be sensitive to environmentally regulated areas within the MPOZ. That effort be made to retain and integrate significant natural features into the development proposal wherever possible.
5. The Commission may impose conditions on the Site Plan, as deemed necessary, to achieve the purpose and intent of the MPOZ and to protect the public health, safety, and welfare of the community.

# Appendix III: Sample Master Plan Zoning Regulations (cont.)

## ***Site Appearance***

Development proposals for the MPOZ will be reviewed for appearance and compatibility with surrounding areas. The following are general guidelines:

1. Development is strongly encouraged (when appropriate) to conform to the principles of traditional neighborhood design (higher density, mixed use, and pedestrian friendly).
2. Relationships to land uses in abutting zones and adjacent developments within the zone (compatibility) are important considerations that will be critically reviewed by the Commission. Concerns in this regard will include buffers (vegetative, topographic, and architectural), building scale/massing/configuration/ height, light spill, emissions (noise), use intensity/frequency, and signage.
3. Building height, size, and scale shall be considered as part of the overall design and should be designed in such a way that is compatible with the site and general area, even if the buildings are taller than those of the surrounding properties.

## ***Recording the Master Development Plan***

The applicant shall, within sixty (60) days of approval of MDP, record notice thereof in the East Hartford under the name of the record owner of land affected thereby giving a legal description of the land and giving specific reference to the approved plan(s) and map(s); and, further, the applicant shall comply with all other applicable requirements of the East Hartford Zoning Regulations and Connecticut General Statutes regarding the filing of approved applications. The Commission may grant an extension up to sixty (60) days for the filing.



## Appendix III: Sample Master Plan Zoning Regulations (cont.)

### *Changes to the Master Development Plan*

An approved MDP may be changed subject to the approval of the Commission. Material changes to any plan shall require a Special Permit in accordance with Section 00. A material change shall be (a) a 15% or more change in land use types or (b) a 10% or more increase in floor area, or (c) a 10% increase in parking. Non-material changes shall include changes in the location of buildings, parking areas, landscaped areas, or open space areas provided the area, height and bulk criteria of the regulations and the approved plan are not exceeded. Non-material changes may be permitted by the Commission or staff as an administrative matter provided the general intent and scope of the MDP has not been changed.



# Thank You!

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