Silver Lane Vision and Strategies

June Workshop

Silver Lane Corridor Study
Agenda

• Recap of Committee’s Work
• Vision
• Goals and Objectives
• Transportation Study Update
• Public Comment and Input

Anticipated Outcomes

➢ Build Community Understanding of Draft Plans Thus Far
➢ Get Your Input on the Draft Vision, Goals and Objectives
Committee Work

2017

- Kick-Off
- Existing Conditions
- Opportunity Sites
- Transportation
- Redevelopment Planning

2018

- Kick-Off
- Developers Panel
- No Build Transportation Scenario
- Workshop
- Goals and Objectives
Vision for the Corridor

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

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

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

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

**Neighborhood Node**
Small-scale retail primarily serving surrounding residential population

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

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

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

• Zoning Revisions with Design Standards and Incentives
• Blight Enforcement
• Building Public-Private Partnerships for Redevelopment, Infill and/ or Rehab of Existing Development, and Other Corridor Initiatives
  • UTC, CCAT, Hartford Businesses
  • Tax Programs
  • Housing Programs
  • Public Realm Improvement Programs
• Support Existing Neighborhoods – Working Cities Challenge Implementation and Other Initiatives
• Advocate for CTfastrak Service in the Corridor
• Catalyze Redevelopment of a Significant Opportunity Site Through Public Investment
• Target and Market to Prospective Developers
• Strengthen Relationships With and Among Existing Businesses in the Corridor
Conceptual Zoning

Residential Design District
Redevelopment and infill development focus with emphasis on design

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

Silver Lane Business
Redevelopment and infill retail/commercial development focus with emphasis on access management and design
Residential Design District

Redevelopment and infill that encourages high quality residential design

**Silver Lane Residential Design**

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

Silver Lane Residential Design

- Silver Lane Residential Design
- Summerfield Townhomes
- Rochambeau Apartments (EHHA)
- Redevelopment and infill that encourages high quality residential design
Silver Lane Business District

Capitalize on existing and potential retail opportunities through redevelopment and infill in a livable, walkable corridor.

Silver Lane Business District

- Number of Parcels: 45
- Largest: 3.2
- Smallest: 0.2
- Average: 0.8

- Vacant Parcels: 12 Including UTC

Current Uses:
- 21 residential parcels
- 18 commercial parcels
- 2 mixed-use parcels
Create a node of activity in corridor through mixed-use, pedestrian-centered development and design.

**Silver Lane Design District**

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

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

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

- Large development area, no wetlands or flood zones
- Willing seller – site under common ownership
- Existing infrastructure on site
- Potential redevelopment in line with market opportunities
Transportation Study Update

• Rentschler Field site required reconsideration of future use
• Analyzing near-term alternatives to improve viability of parcels for development
Transportation Study Update

- Surrounding Multi-use Trail System

East Coast Greenway/Riverfront Recapture
Off-Road

Charter Oak Greenway
Off-Road

Charter Oak Greenway
On-Street

East Coast Greenway
On-Street
Transportation Study Update

• Potential Ways to “Close the Gap”
Break-Out Exercises (1 hour)

Stations (rotate every 15 minutes)

1. Multi-Use Trail System
2. Residential Design Area
3. Business District Area
4. Mixed-Use Design District Area
Committee Roles and Responsibilities

This is your opportunity to solicit feedback from the public, property owners, and other participants

We encourage you to:

• Disperse yourselves amongst the four groups and rotate through each station
• Listen to the thoughts, ideas, questions, and concerns of workshop attendees
• Help facilitate the discussion. Ask questions and solicit input on the issues and ideas you have been deliberating
Station 1: Multi-Use Trail System (15 minutes)

Learn about potential routing. Provide feedback and suggestions.
Station 2: Residential Design (15 minutes)

Find out more about specific strategies for this area. Get your questions answered. Leave us a comment to tell us what you like or dislike and why.

SILVER LANE RESIDENTIAL DESIGN DISTRICT

**Intent:** Residential redevelopment and infill that encourages high quality design

**Goals & Strategies**
- Enable a mix of housing types, including single-family, 2-3 family, and multi-family
- Modify the zoning regulations:
  1. Allow for higher density housing on sites larger than one acre
  2. Encourage pedestrian friendly and transit oriented design by placing buildings rather than parking areas, near the street and sidewalk
  3. Enhance design standards such as quality landscaping and building materials
- Use local Housing Rehabilitation funds in this area
- Consider tax abatement for the redevelopment of existing multi-family properties
- Consider a public-private partnership if and when the East Hartford Housing Authority redevelops the Rockwood Apartments
Station 3: Business District (15 minutes)

Find out more about specific strategies for this area. Get your questions answered. Leave us a comment to tell us what you like or dislike and why.

SILVER LANE BUSINESS DISTRICT

**Intent:** Capitalize on existing potential retail opportunities through redevelopment and infill development in a livable, walkable corridor

**Goals & Strategies**
- **Parking and access management regulations:**
  1. Consolidation of off-streets
  2. Shared parking areas
- Parcel consolidation and integrated site design
- High-quality landscaping
- Encourage pedestrian-friendly design
- Pedestrian connections to the Charter Oak Greenway
- Advocate for CTRastrike station in this area
- Blight enforcement
Station 4: Design District (15 minutes)

Find out more about specific strategies for this area. Get your questions answered. Leave us a comment to tell us what you like or dislike and why.

### Silver Lane Design District

**Intent:** Create a node of activity in the corridor through mixed-use, pedestrian-centered development and design.

**Goals & Strategies**
- Enable a wide range of uses, including commercial retail, multifamily development, age-restricted planned development, mixed-use development, public parks, and light manufacturing.
- Be robust and durable — allow higher density on rear parcels such as Showcase Cinema.
- Establish strong design standards.
  1. Pedestrian-oriented buildings fronting Silver Lane — bring new development on Silver Lane closer to the street.
  2. High-quality landscaping.
  3. Sidewalks within sites.
  4. Connections to the greenway.
  5. Enable shared parking.
- Design assistance in catalytic redevelopment site.
- Façade program to rehabilitate existing structures.
- Work with local employers to establish an employer-assisted housing fund for new residential development.

![Map of Silver Lane Design District](image)
Wrap-Up

What We Heard Tonight
Next Steps

• Consider Your Input
• Flesh Out Recommendations
• Draft Plan