

Silver Lane Advisory Committee

May Meeting

Silver Lane Corridor Study



Agenda

- Transportation Study Update
- Corridor Goals and Objectives
- Public Workshop
- Next Steps

Anticipated Outcomes:

- **Committee consensus on draft goals, objectives and actions**
- **Establish program for June 7th public workshop**

Transportation Study Update

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

Establish Assumptions

- Working with UTC / Pratt

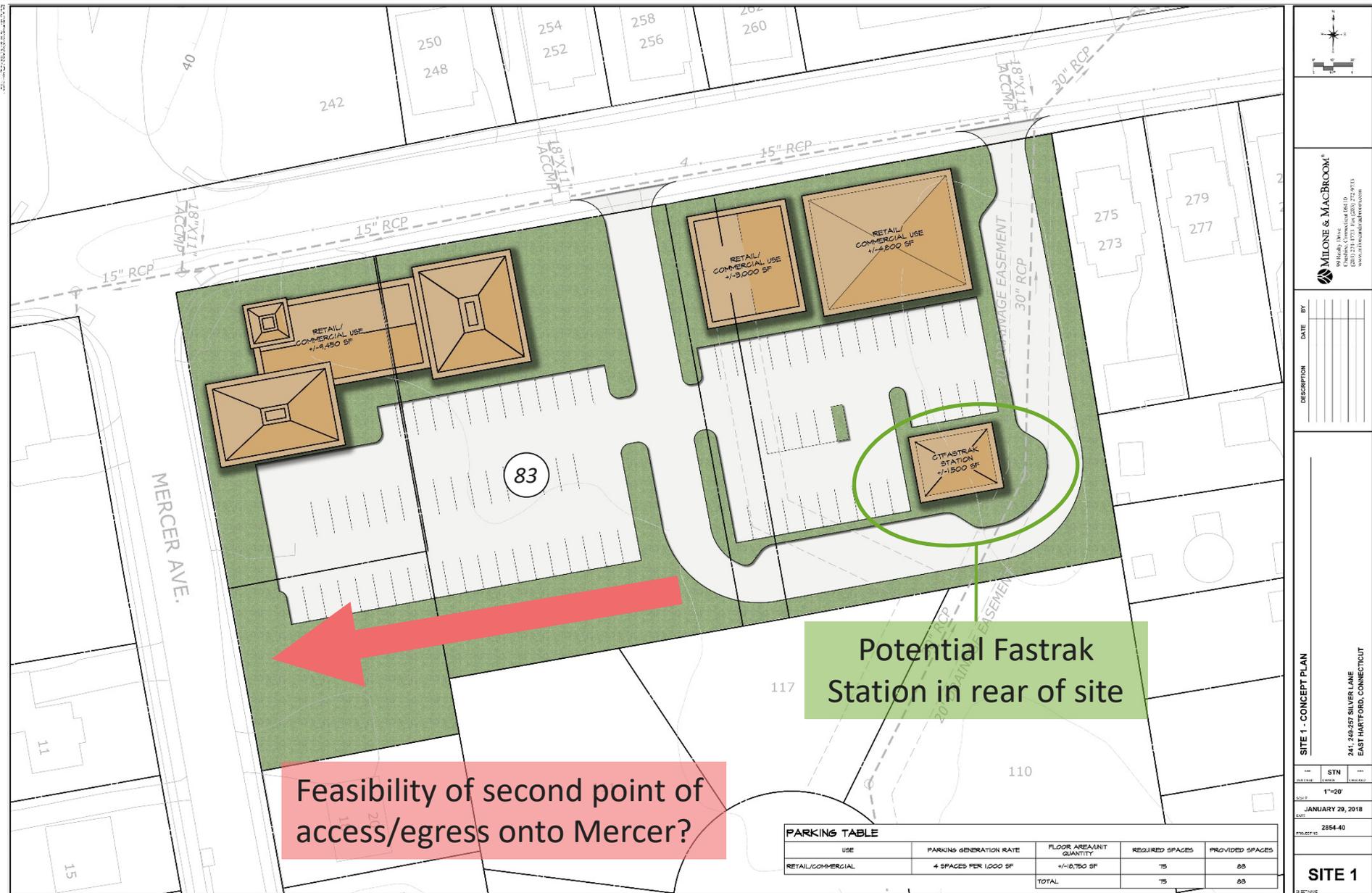
Develop Socioeconomic Inputs

- ITE Trip Generation

Run TDM to Develop Traffic Forecast

- Outputs: Hourly traffic volumes

Site 1: Silver Lane at Mercer Ave

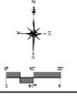


Feasibility of second point of access/egress onto Mercer?

Potential Fastrak Station in rear of site

PARKING TABLE

USE	PARKING GENERATION RATE	FLOOR AREA/AUNT QUANTITY	REQUIRED SPACES	PROVIDED SPACES
RETAIL/COMMERCIAL	4 SPACES PER 1,000 SF	11/10,750 SF	75	85
TOTAL			75	85



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DESCRIPTION	DATE	BY

SITE 1 - CONCEPT PLAN
 241, 249, 257, SILVER LANE
 EAST HARTFORD, CONNECTICUT

STN	DATE
1	1/20
2	JANUARY 29, 2018
3	2884-40

SITE 1

Site 1: Silver Lane at Mercer Ave

- Anticipate pushback on access to Mercer
- Existing Conditions:
 - PM pick-up worse than AM
 - Peak period 3:20 – 3:40 (school ends 3:30)
 - Waiting vehicles queue on street, fouling operations on Mercer



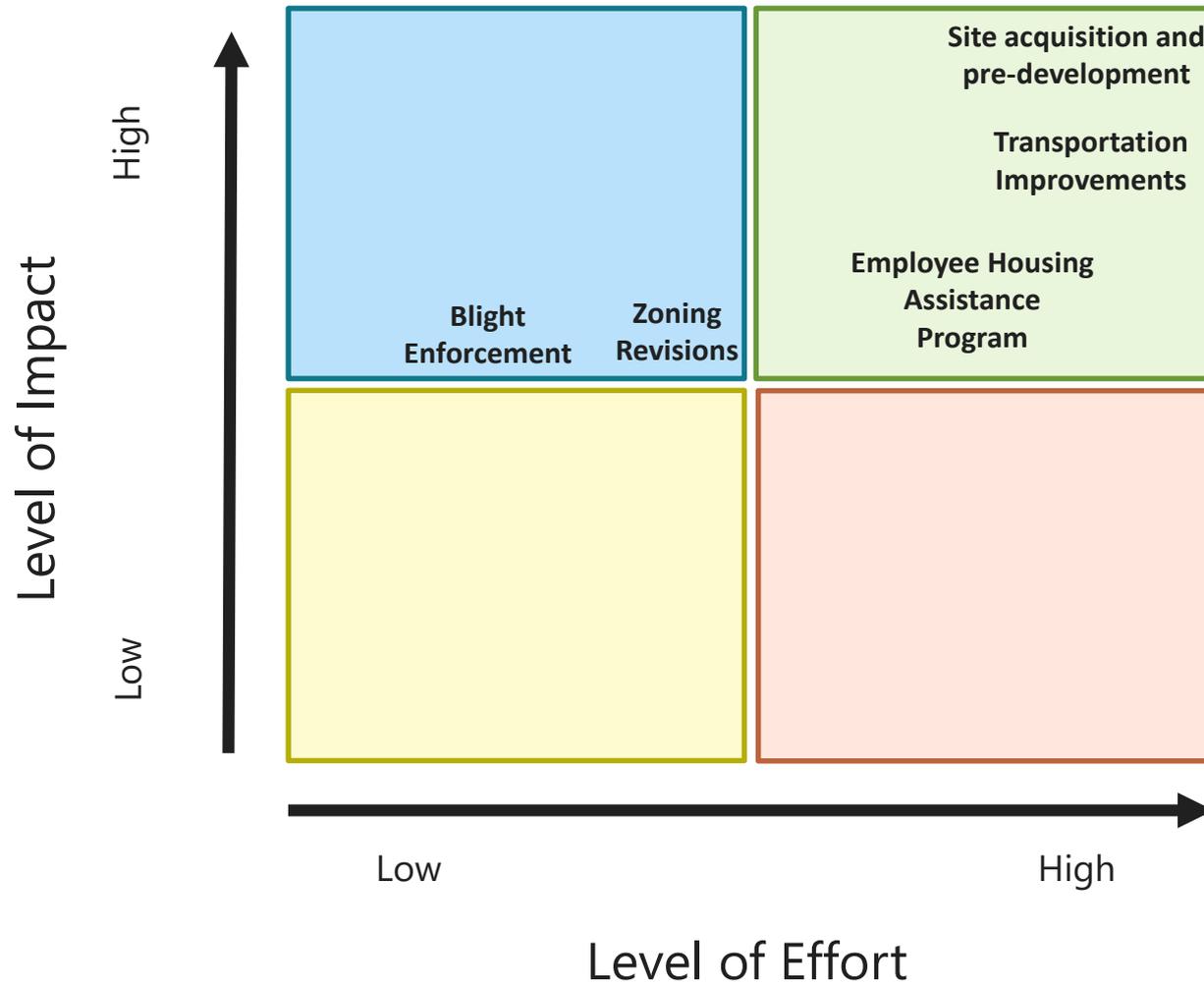
Committee's Prioritized Goals

- 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

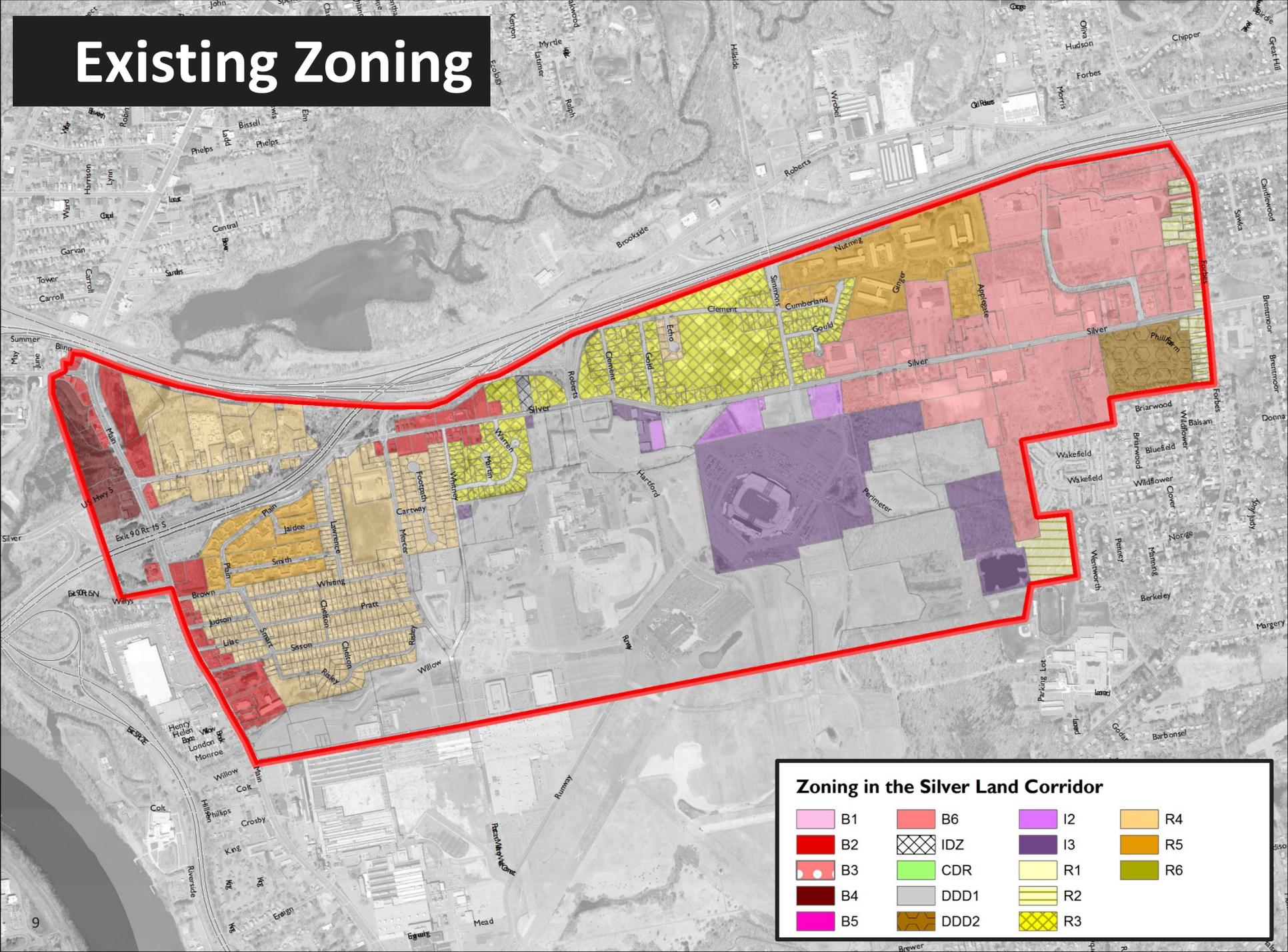
Based on exercise from last meeting

Any additions?

Prioritization of Objectives



Existing Zoning



Zoning in the Silver Land Corridor

	B1		B6		I2		R4
	B2		IDZ		I3		R5
	B3		CDR		R1		R6
	B4		DDD1		R2		
	B5		DDD2		R3		

Conceptual Zoning

Residential Design District

Redevelopment and infill development focus with emphasis on design

Silver Lane Design District

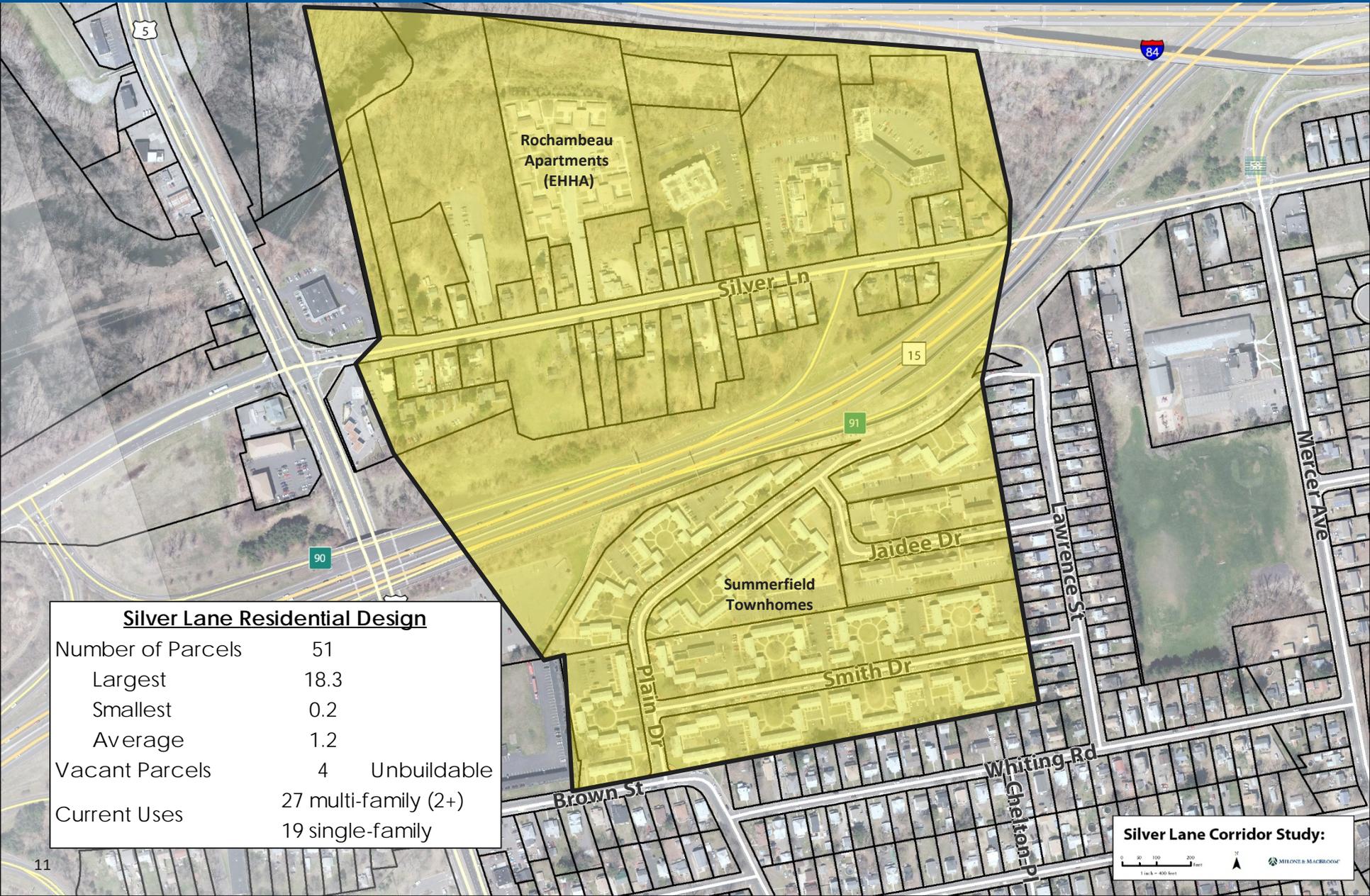
Design focus, variety of commercial and residential uses enabled to encourage redevelopment and infill

Silver Lane Business

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

	SL-RDD		B5		I3
	DD-SL		B6		R1
	B-SL		IDZ		R2
	B1		CDR		R3
	B2		DDD1		R4
	B3		DDD2		R5
	B4		I2		R6

Residential Design District



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

Residential Redevelopment/ Infill Area

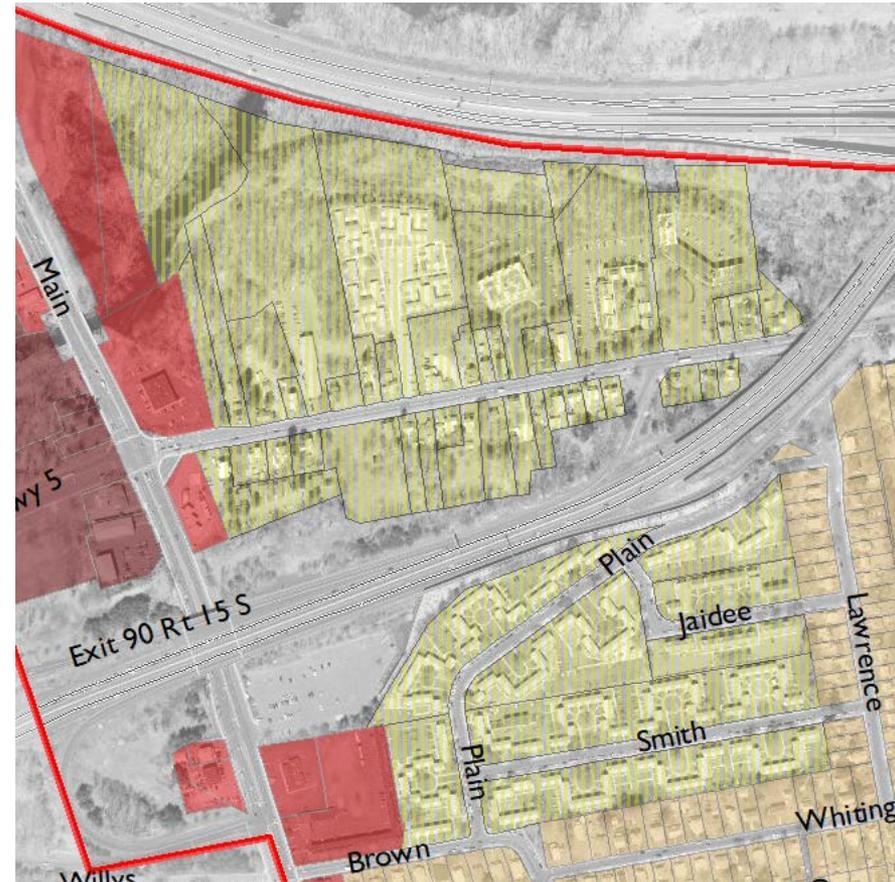
“Silver Lane Residential Design District”

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

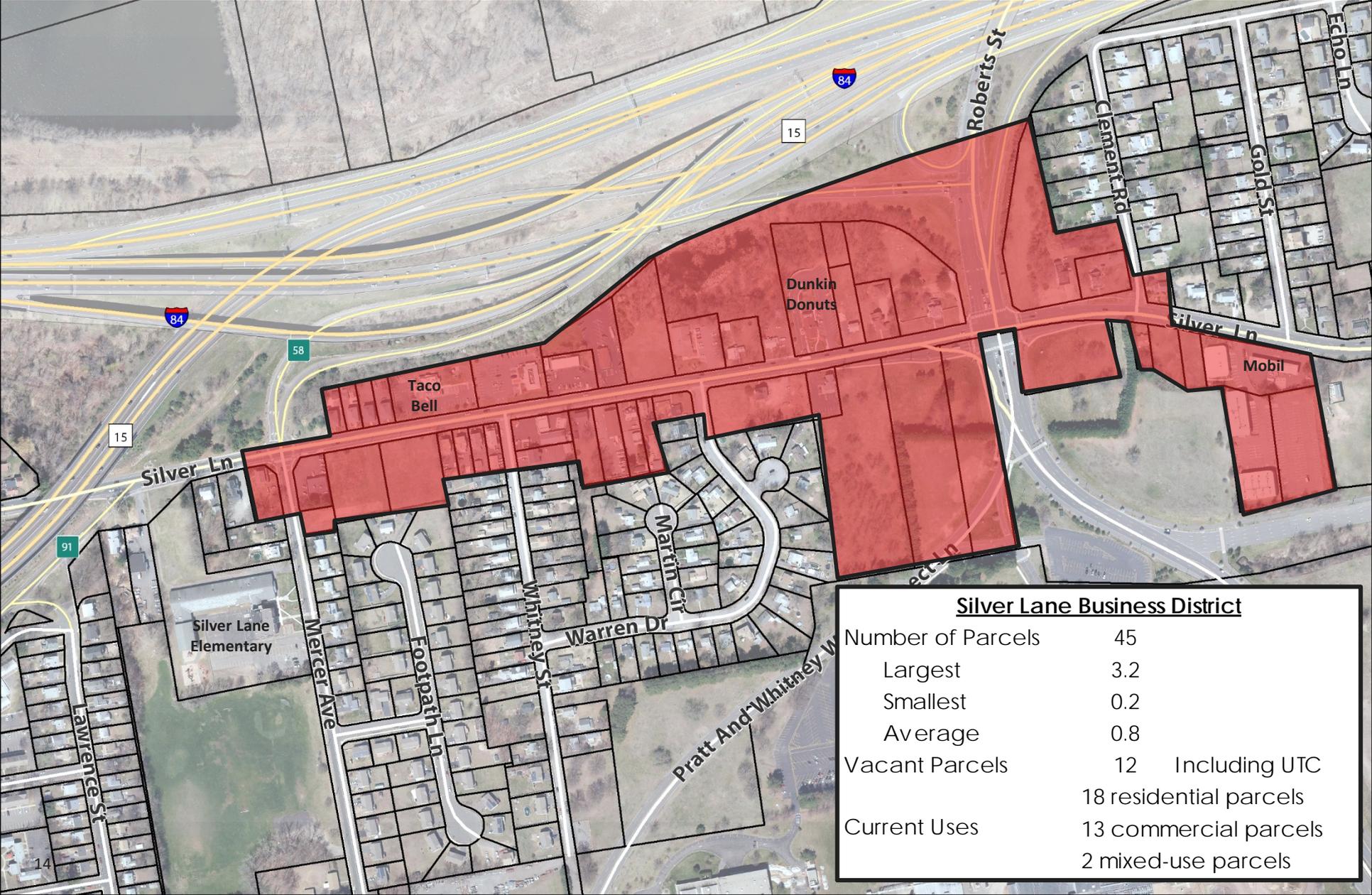
Residential Redevelopment/ Infill Area

Additional strategies to promote mixed-income housing in this area

- Target housing rehabilitation funds to the area, as applicable
- Blight enforcement
- Consider tax abatements for redevelopment of existing multi-family properties
- Public-private partnerships for public housing redevelopment in this area



Silver Lane Business District



<u>Silver Lane Business District</u>	
Number of Parcels	45
Largest	3.2
Smallest	0.2
Average	0.8
Vacant Parcels	12 Including UTC
	18 residential parcels
Current Uses	13 commercial parcels
	2 mixed-use parcels

Neighborhood Commercial

“Silver Lane Business District”

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

Neighborhood Commercial

Additional Strategies to Promote Development

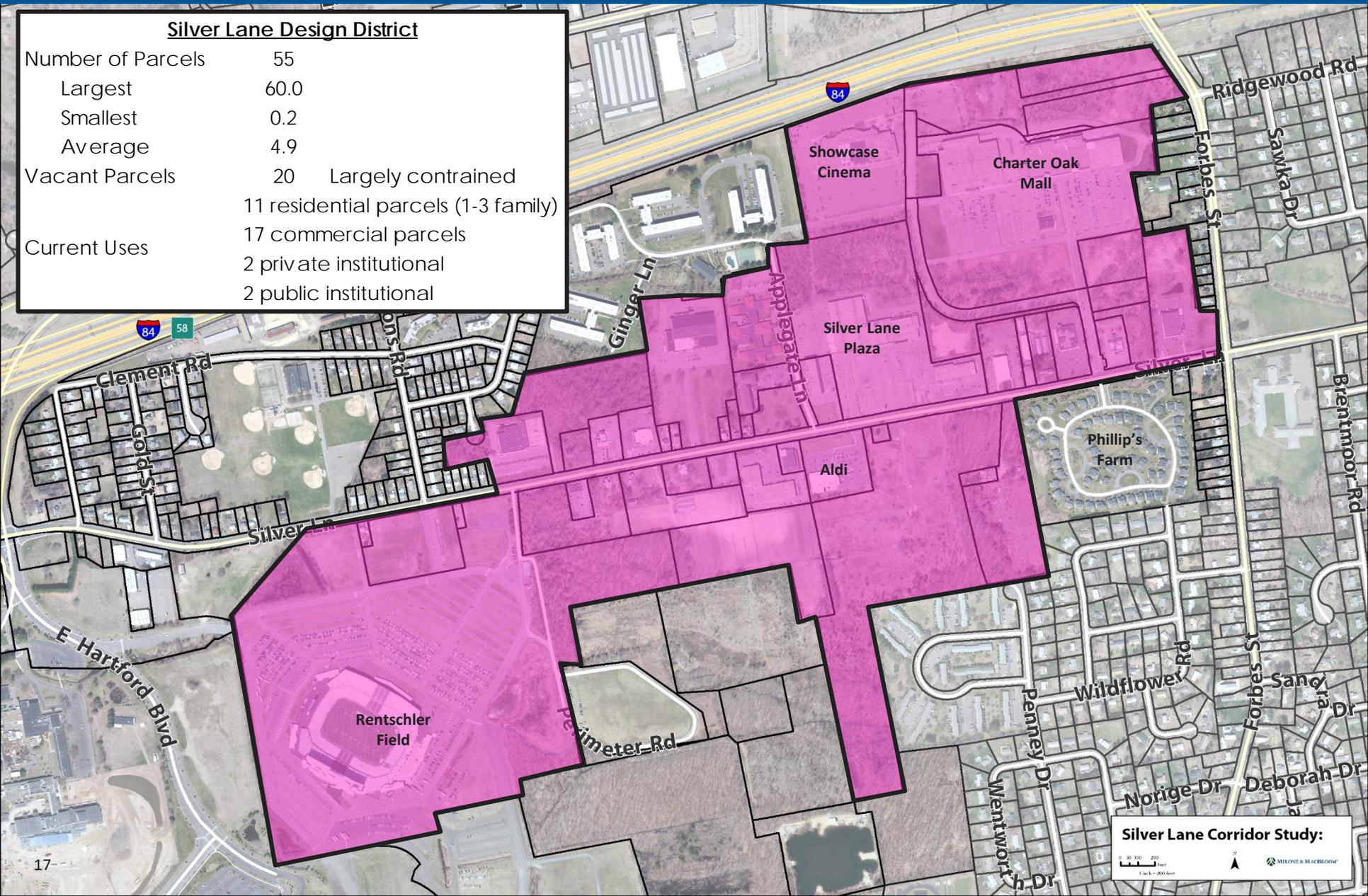
- Consider establishing revolving loan fund to facilitate property assembly and/or site improvements, especially to facilitate curb cut closures
- Advocate for CTfastrak station in this area
- Pedestrian connections to Greenway
- Blight enforcement



Silver Lane Design District

Silver Lane Design District

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



Mixed-Use Core

“Silver Lane Design District”

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

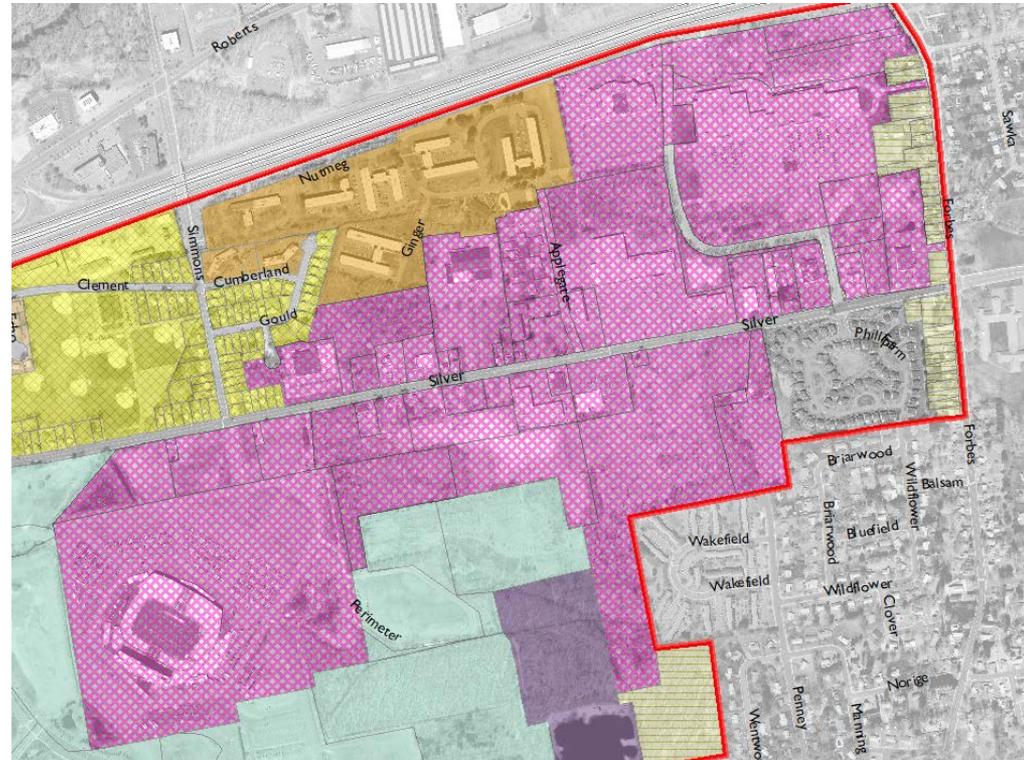
Mixed-Use Core

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

Mixed-Use Core

Additional strategies:

- Town assistance in catalytic redevelopment site(s)
 - Property acquisition
 - Environmental clean up
 - Determine financing gaps for desired projects
 - Pre-development site work
 - Developer solicitation
 - Tax abatements
- Partner with local institutions (UTC/ Pratt, Goodwin) on employer-assisted housing program for new residential development
- Town façade program to rehabilitate existing structures



Catalyst Site(s)

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

- Cinemas site clear short-term focus
- However, all opportunity sites that were explored during this process may be considered as catalyst sites to give Town longer-term flexibility in implementation, as conditions change

Other Strategies

- Improve Town's capacity and ability to move projects forward
 - Noted by Committee – what are the needs here?
 - Strengthen relations with UTC/ Pratt
- Support existing residential neighborhoods – engage residents
 - Integration of this Plan with Working Cities Challenge?
 - Special outreach for residents around catalyst site(s) to ensure plans are clearly understood prior to soliciting private developer
- Target prospective developers – marketing
 - Work with planners in Bloomfield, Hartford, Manchester and South Windsor, and the CRDA to identify pool of potential developers
 - Host informational sessions/ tours for prospective developers
 - Involve large local employers in marketing and outreach efforts
 - Market redevelopment opportunities

Other Strategies

- Public realm improvements and place-making
 - Complete Greenway through corridor
 - Work with CRDA and DOT on park/ overflow stadium parking concept in front of Rentschler Field
 - Streetscape improvements
 - Sidewalks
 - Lighting
 - Landscaping
 - Public spaces
- Establish regular corridor business visitation program – in-person, on-site meetings to build relationships with Silver Lane Business community and address ongoing challenges and opportunities
- Explore need for “next step” space for businesses coming out of CCAT incubator and potential for location within the Corridor

Discussion

Please comment on your cards:

- What are we missing for strategies?
- Any that you don't agree with?
- Suggested changes?

Public Workshop

June 7th, 7pm at Silver Lane Elementary

- Vision and objectives – ranking exercise to gauge community prioritization of objectives
- Explain strategies and solicit feedback in breakout groups
- Report out and next steps on draft plan