

Silver Lane Vision and Strategies

June Workshop

Silver Lane Corridor Study



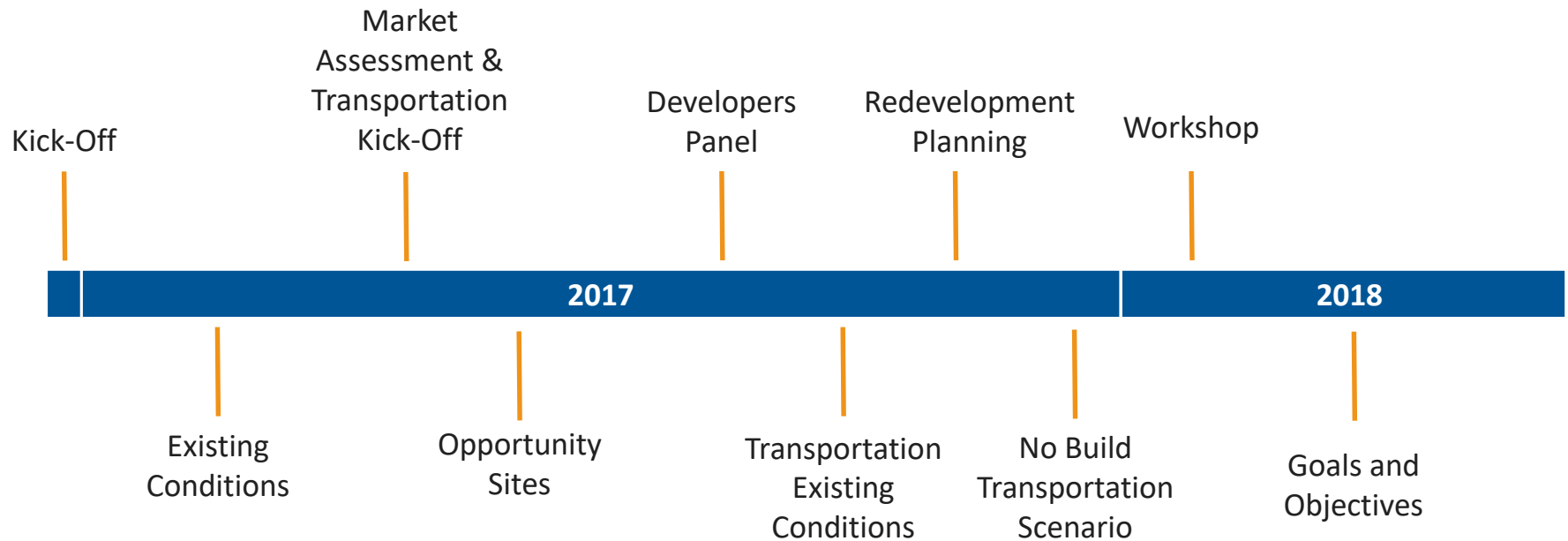
Agenda

- 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



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



CTfastrak Station

Locate CTfastrak station within the corridor. Location TBD

Place Making Park

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

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

Open Space
(Flood Zone)

Open Space
(Wetlands)

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

	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

Redevelopment
and infill that
encourages high
quality
residential
design

Rochambeau
Apartments
(EHHA)

Silver Ln

15

Jaidee Dr

Summerfield
Townhomes

Smith Dr

Plain Dr

Lawrence St

Mercer Ave

Whiting Rd

Brown St

Chelton Pk

Silver Lane Residential Design

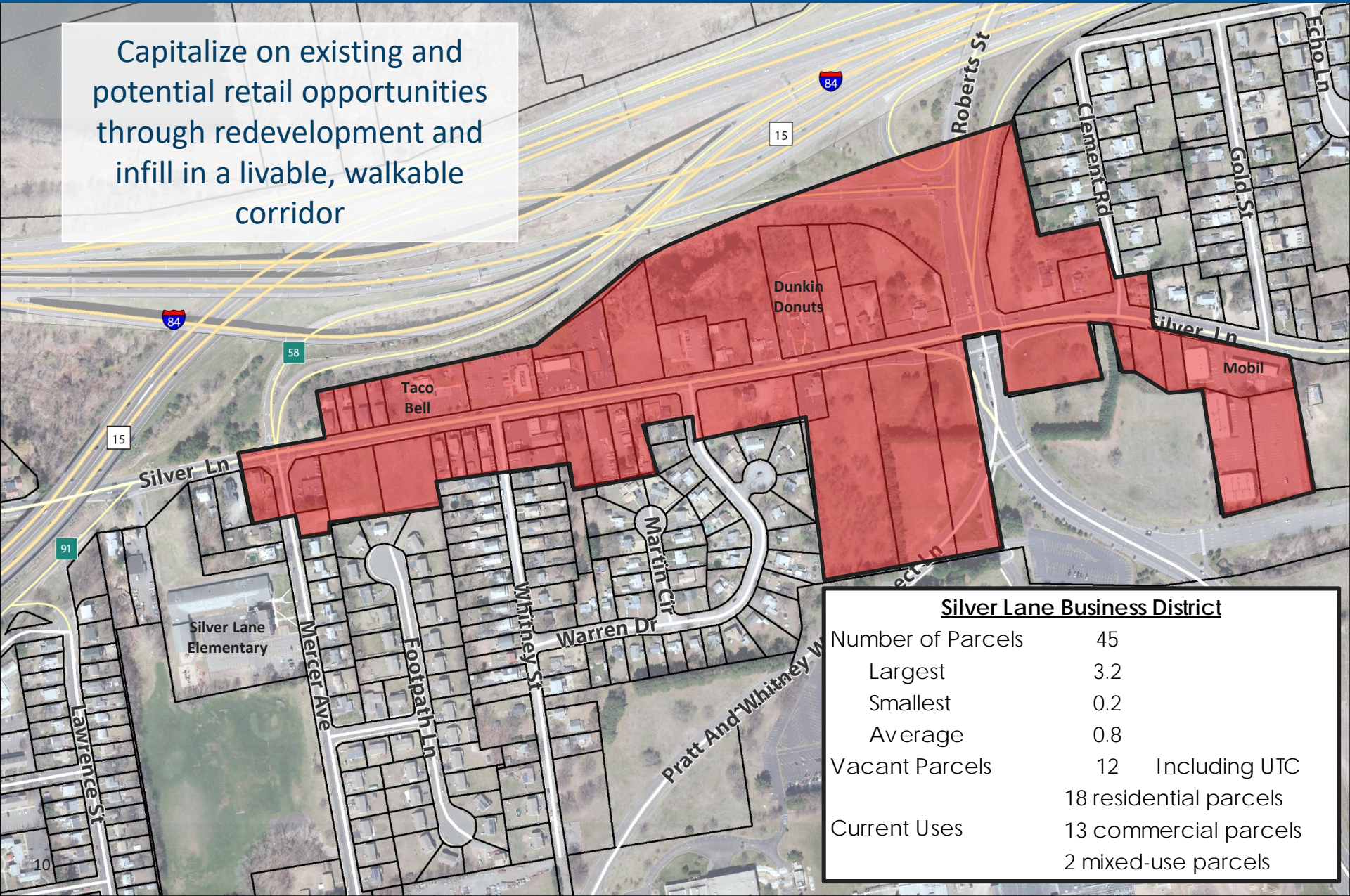
Number of Parcels	51
Largest	18.3
Smallest	0.2
Average	1.2
Vacant Parcels	4 Unbuildable
Current Uses	27 multi-family (2+) 19 single-family

Silver Lane Corridor Study:

0 50 100 200 Feet
1 inch = 400 feet
MILONE & MACBROOM

Silver Lane Business District

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

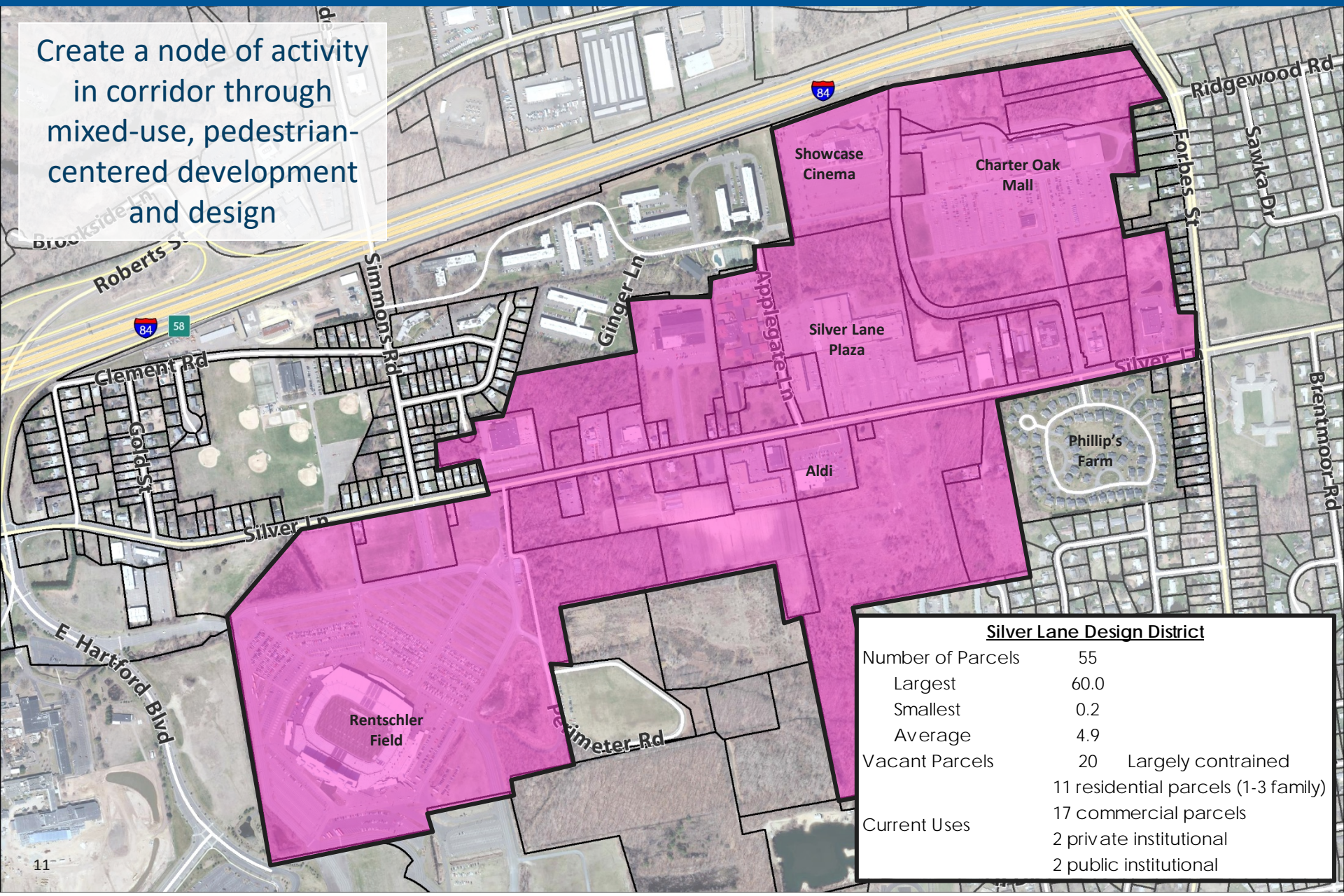


Silver Lane Business District

Number of Parcels	45	
Largest	3.2	
Smallest	0.2	
Average	0.8	
Vacant Parcels	12	Including UTC
	18	residential parcels
Current Uses	13	commercial parcels
	2	mixed-use parcels

Silver Lane Design District

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
Current Uses	Largely contained 11 residential parcels (1-3 family) 17 commercial parcels 2 private institutional 2 public institutional

Potential Catalyst Sites

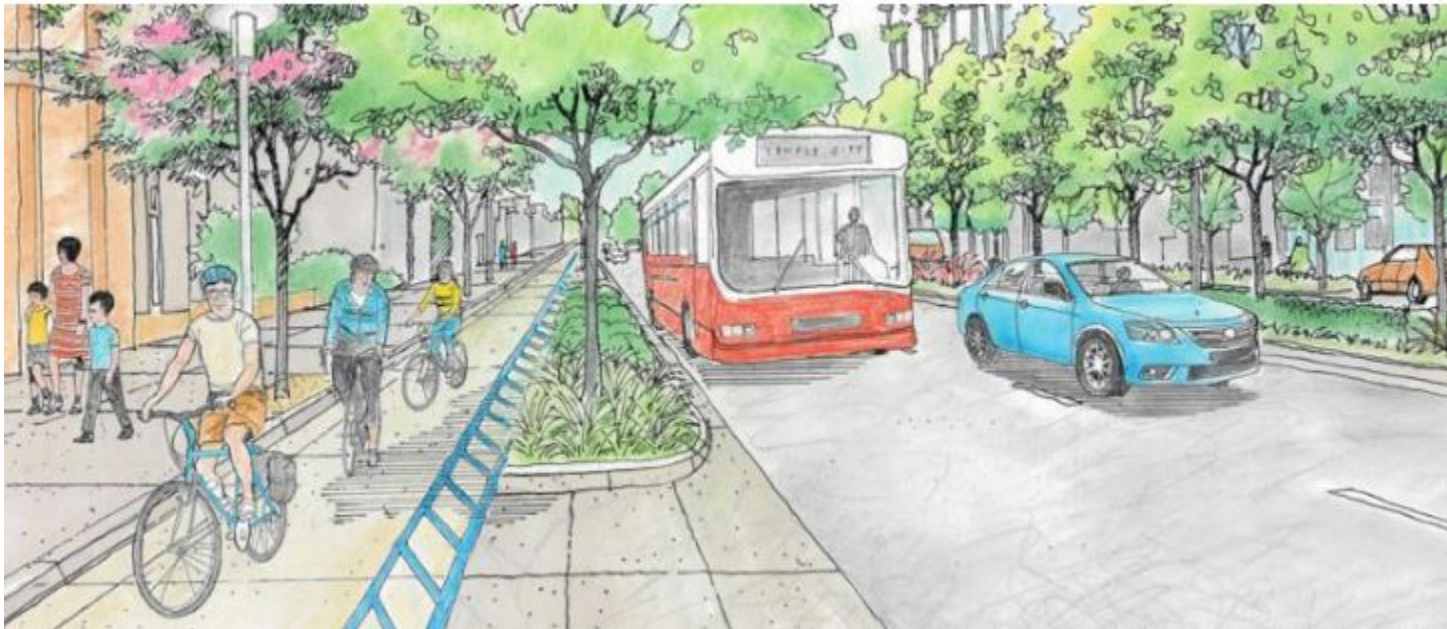
	Development Area	Size (acres)	Number of Properties	Number of Owners	Residential Yield	Commercial Yield
1.	Silver Lane at Mercer Avenue	2.3	4	2	-	17,250 SF
2.	Silver Lane at Warren Drive	1.4	2	2	-	13,750 SF
3.	Roberts Street Gateway (west side)	9.1	9	8	-	39,050 SF
4.	835-835A Silver Lane (next to Aldi)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

Showcase Cinemas is the least complex of the 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

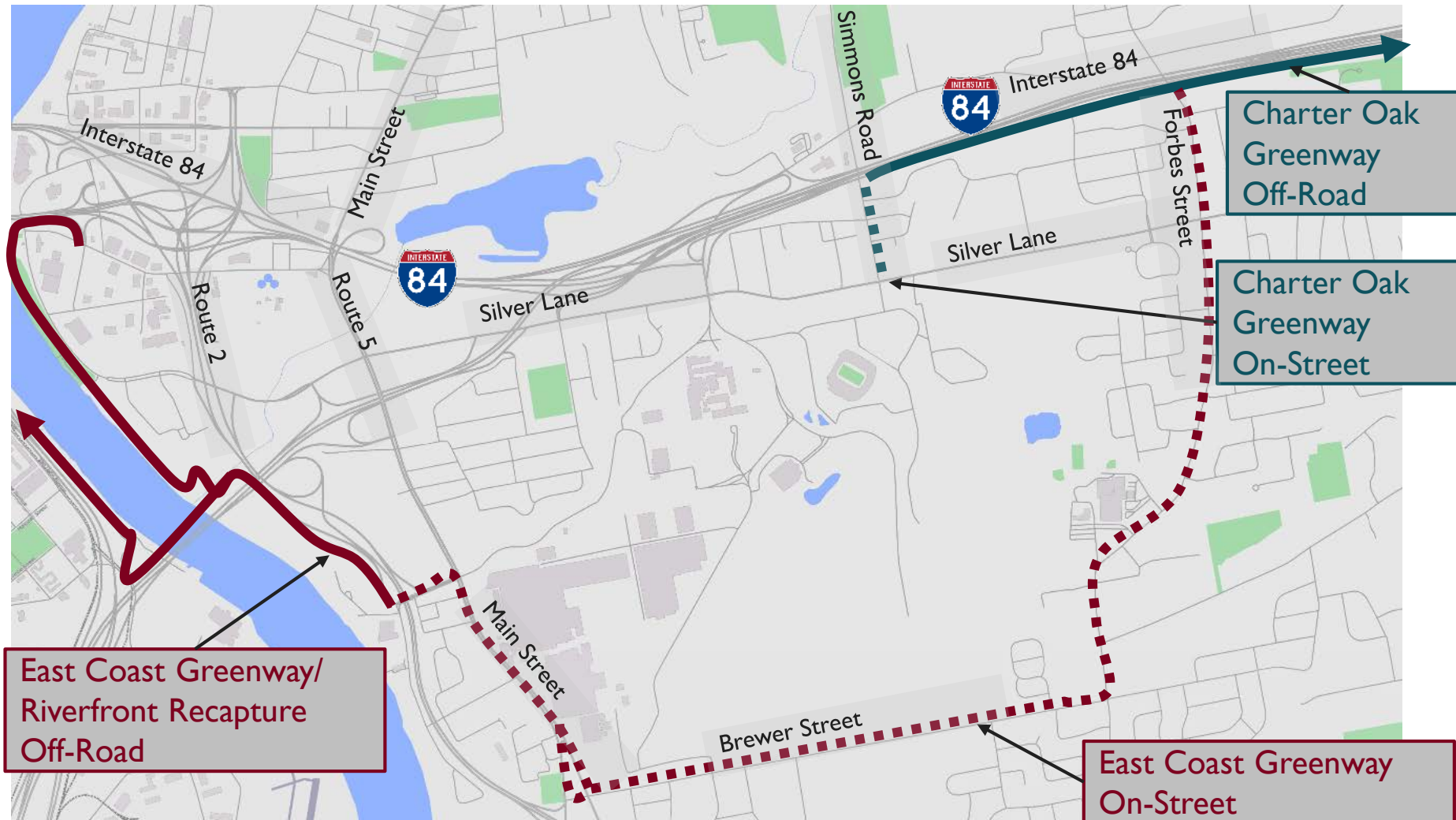
Transportation Study Update

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



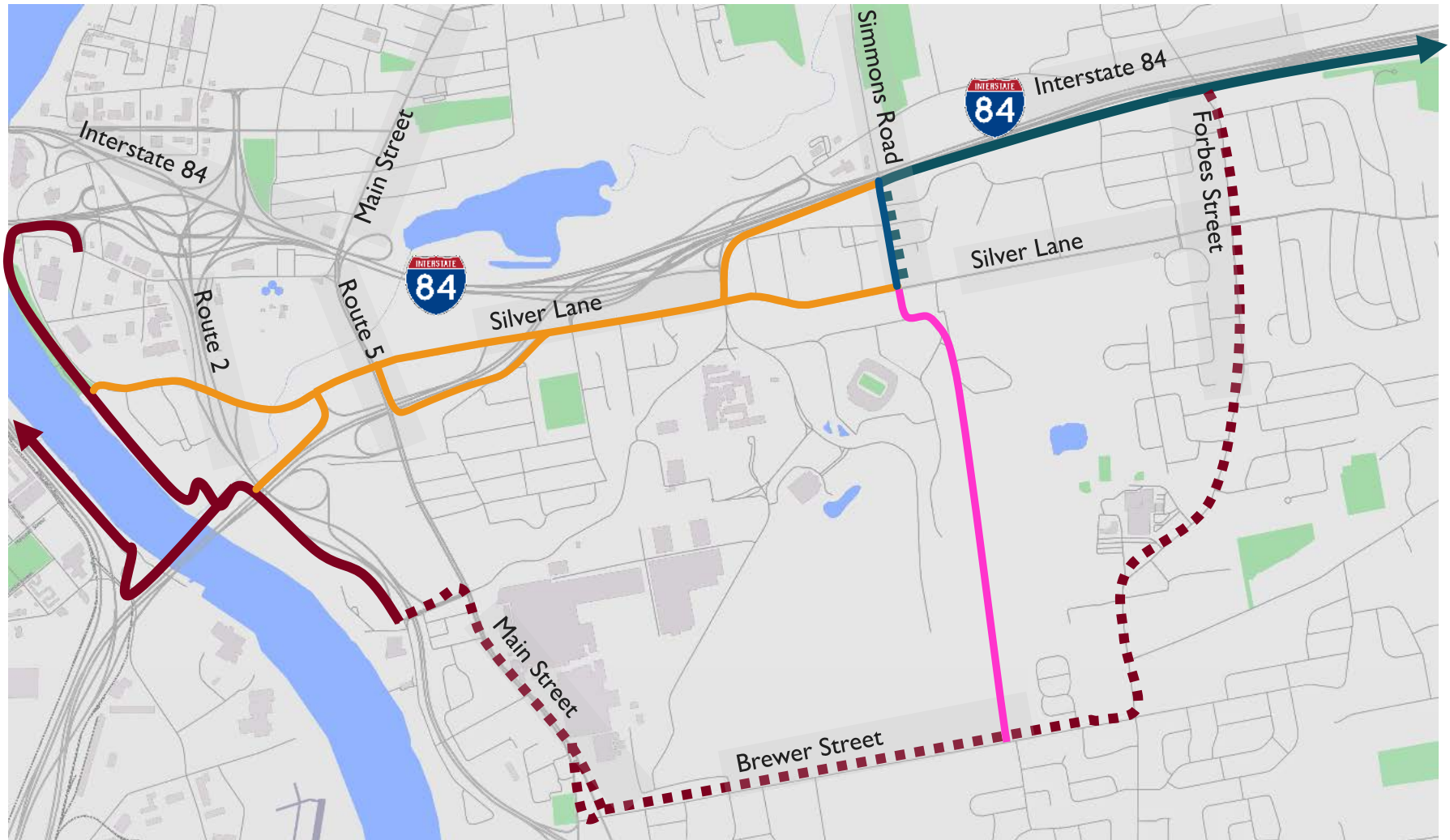
Transportation Study Update

- Surrounding Multi-use Trail System



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

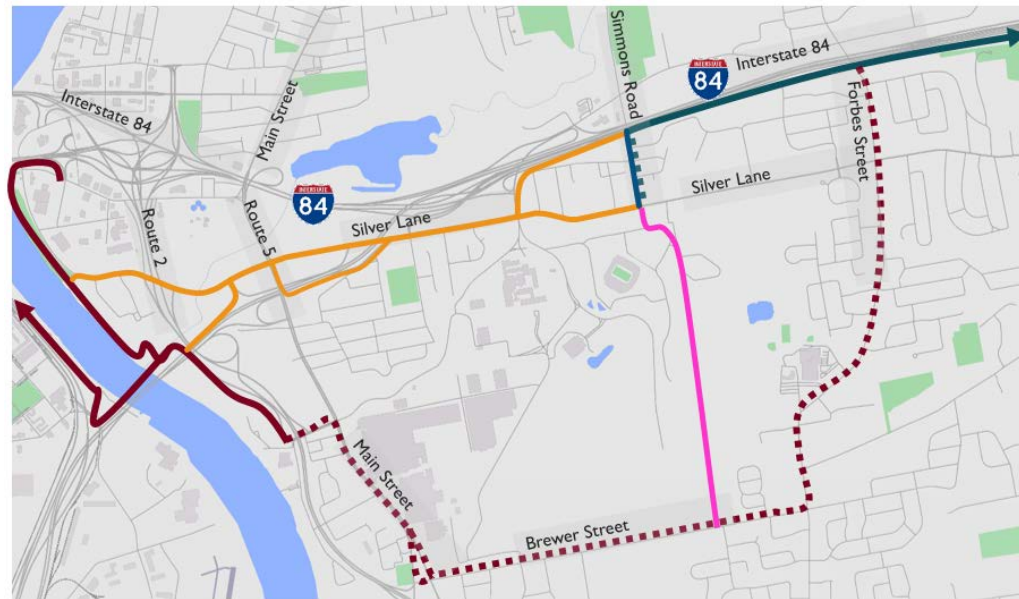
This is your opportunity to solicit feedback from the public, property owners, and other participants

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. Emphasize design standards such as quality landscaping and building materials
- Use town Housing Rehabilitation Funds in this area
- Consider tax abatements for the redevelopment of existing multi-family properties.
- Consider a public-private partnership if and when the East Hartford Housing Authority redevelops the Rochambeau Apartments



Apartments



Apartments



Townhomes



Townhomes



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


- Strong access management regulations
 1. Consolidation of driveways
 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 CitiFastak station in this area
- Blight enforcement

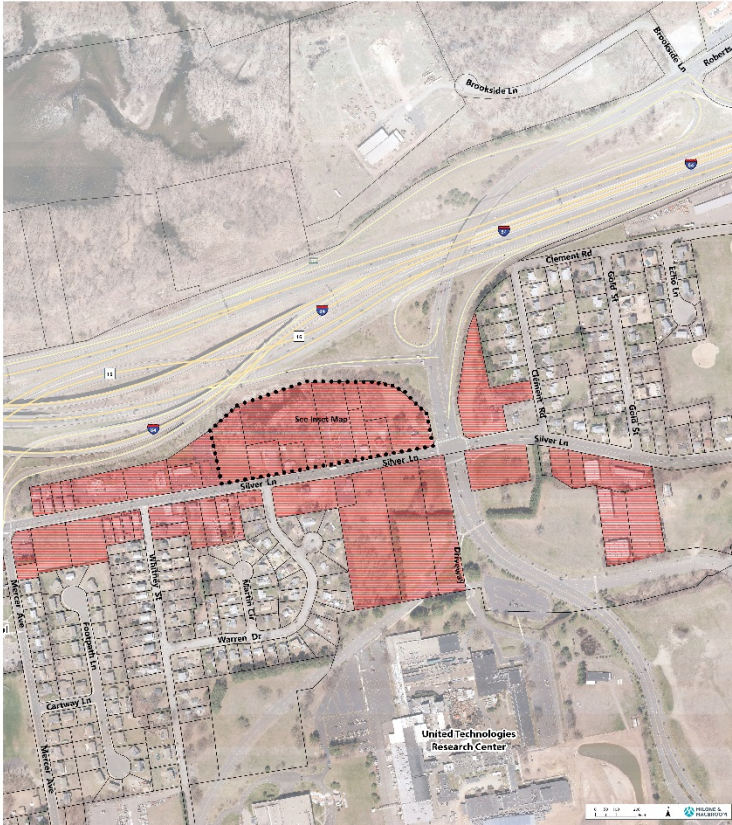
Inset Map:
Potential Development Silver Lane west of Roberts Street

Connections between parking areas results in reduced number of driveways

Buildings fronting Silver Lane with parking in rear

Retail Examples





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, multi-family development, age-restricted planned development, mixed-use development, public parks, and light manufacturing
- Be flexible on density – 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
- Town 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

Inset Map:
Potential Development on the Showcase Cinema site




Apartment and townhome on the Showcase Cinema site with supporting amenity space


Placemaking park or Reischler Field frontage



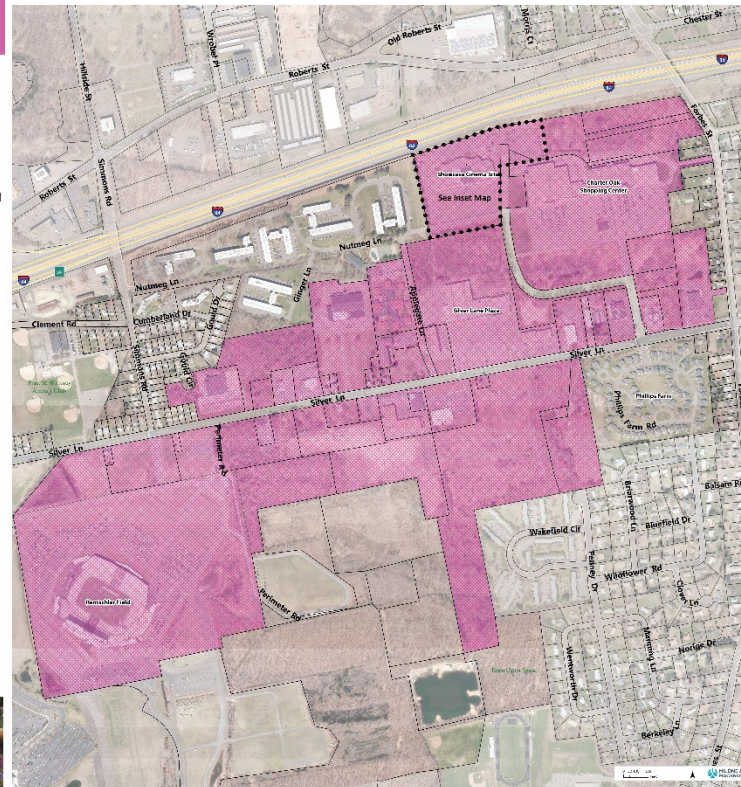
Apartment



Commercial Retail



Green Space



What We Heard Tonight

Next Steps

- Consider Your Input
- Flesh Out Recommendations
- Draft Plan