



Burnside Church Brownfield Area Revitalization Plan

Committee Meeting #1
September 16, 2025

DISCUSSION TOPICS

1. Introducing the Project Team
2. Project Overview
3. Engagement: Informing the Process
4. Scope Elements & Timeline
5. Next Steps and Q&A
6. Interactive Visioning Exercise

Introducing the Project Team

THE PROJECT TEAM: TOWN OF EAST HARTFORD



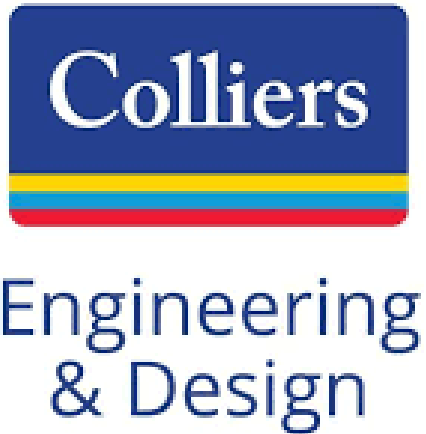
- Project management and oversight
- Responsible for overall project delivery
- Coordination of stakeholders and engagement
- Assist with public outreach
- Provide direction and technical assistance

THE PROJECT TEAM: **ADVISORY COMMITTEE**

Serve as the initial sounding board for visioning, sharing project related information, soliciting feedback and confirming project direction.

- Attend meetings throughout the process (approximately 5-6 meetings over 12 months)
- Help set direction and objectives
- Review deliverables and provide feedback
- Support community engagement efforts

THE PROJECT TEAM: **COLLIERS ENGINEERING & DESIGN**



- Project management and oversight
- Responsible for overall project delivery
- Coordination of engagement strategy
- Lead public outreach
- Oversee revitalization planning
- Compile Revitalization Plan

THE PROJECT TEAM: CAMOIN ASSOCIATES



- Market analysis
- Stakeholder outreach
- Support reuse planning
- Financial feasibility analysis

THE PROJECT TEAM: **HRP ASSOCIATES**



- Conduct baseline environmental review
- Complete Phase 1 ESA's
- Complete Phase 2 ESA (TBD)

THE PROJECT TEAM: RICHTER & CEGAN

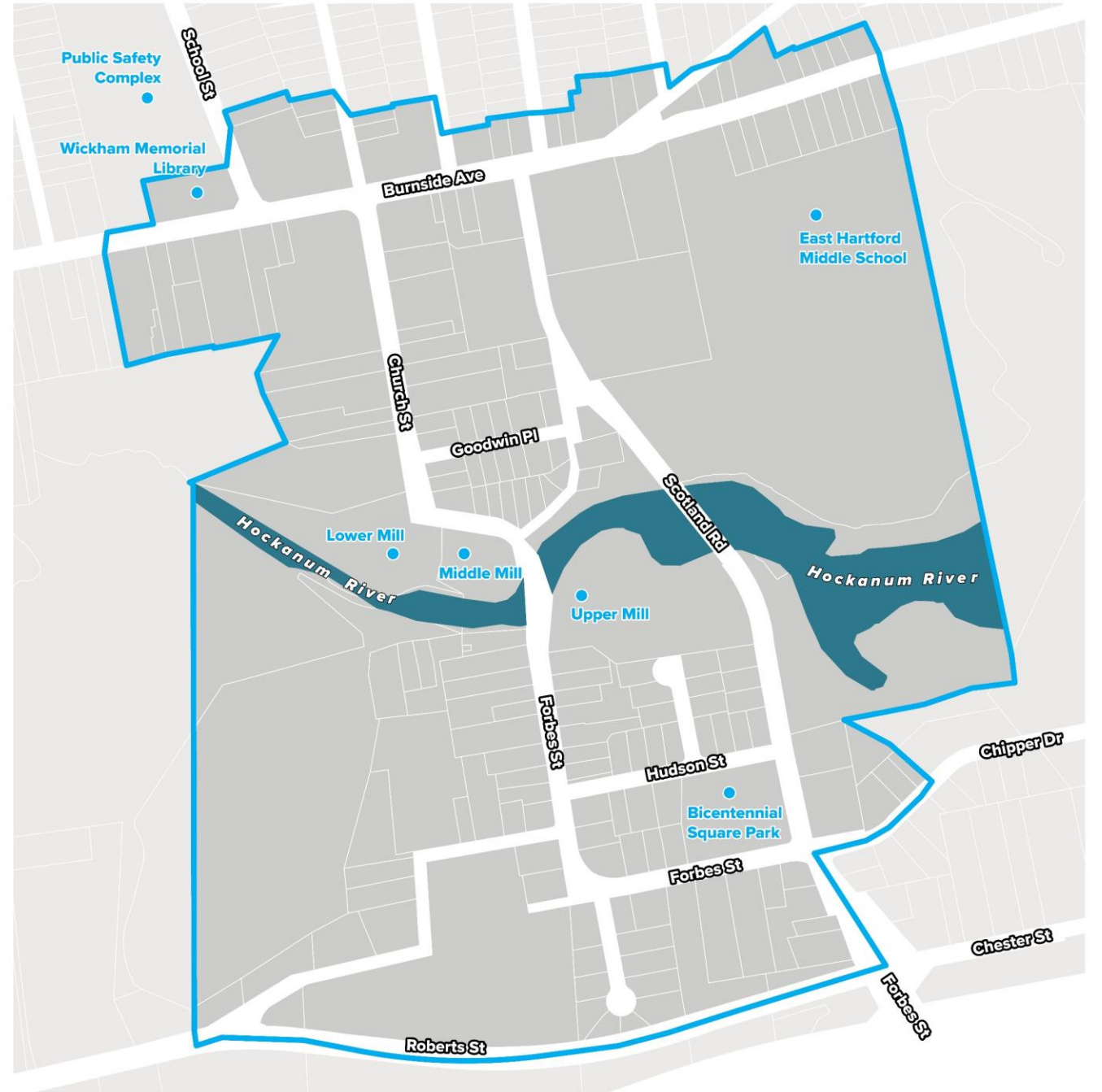


- Assist with public outreach
- Public space planning and design
- Connectivity analysis and recommendations

Project Overview

THE STUDY AREA

- 191 Parcels
 - 17 Publicly Owned (40.1%)
 - 174 Privately Owned (59.9%)
- 142.6 Acres
 - 57.8 Publicly Owned
 - 84.8 Privately Owned



WHAT IS THE BAR PROGRAM? (BROWNFIELD AREA REVITALIZATION)

- Funding is authorized under C.G.S. Section 32-763 (g).
- Funding to develop implementation plans to direct the remediation and redevelopment of neighborhoods burdened with multiple brownfields
- Goal of program is to transform the brownfields in these areas from liabilities to community assets
- The program provides an opportunity to move from the site-by-site approach in DECD's other brownfield programs to a more comprehensive area-wide approach

OUTCOMES OF THE BAR PLANNING PROCESS

- Comprehensive understanding of existing conditions, opportunities and challenges
- Community participation to gather feedback and help build sense of ownership in plan implementation
- Effective implementation strategies (based on market studies and feasibility analyses)
- Prioritization of specific brownfield sites for cleanup and reuse
- Prioritization for both public and private investment

Engagement: Informing the Process

COMMUNITY ENGAGEMENT

Implementing a Robust Strategy
to Engage Stakeholders &
Community Members

Town of East
Hartford

Burnside Church Revitalization Plan: Community Engagement Plan



Draft
July 2025

ELEMENTS OF THE ENGAGEMENT STRATEGY

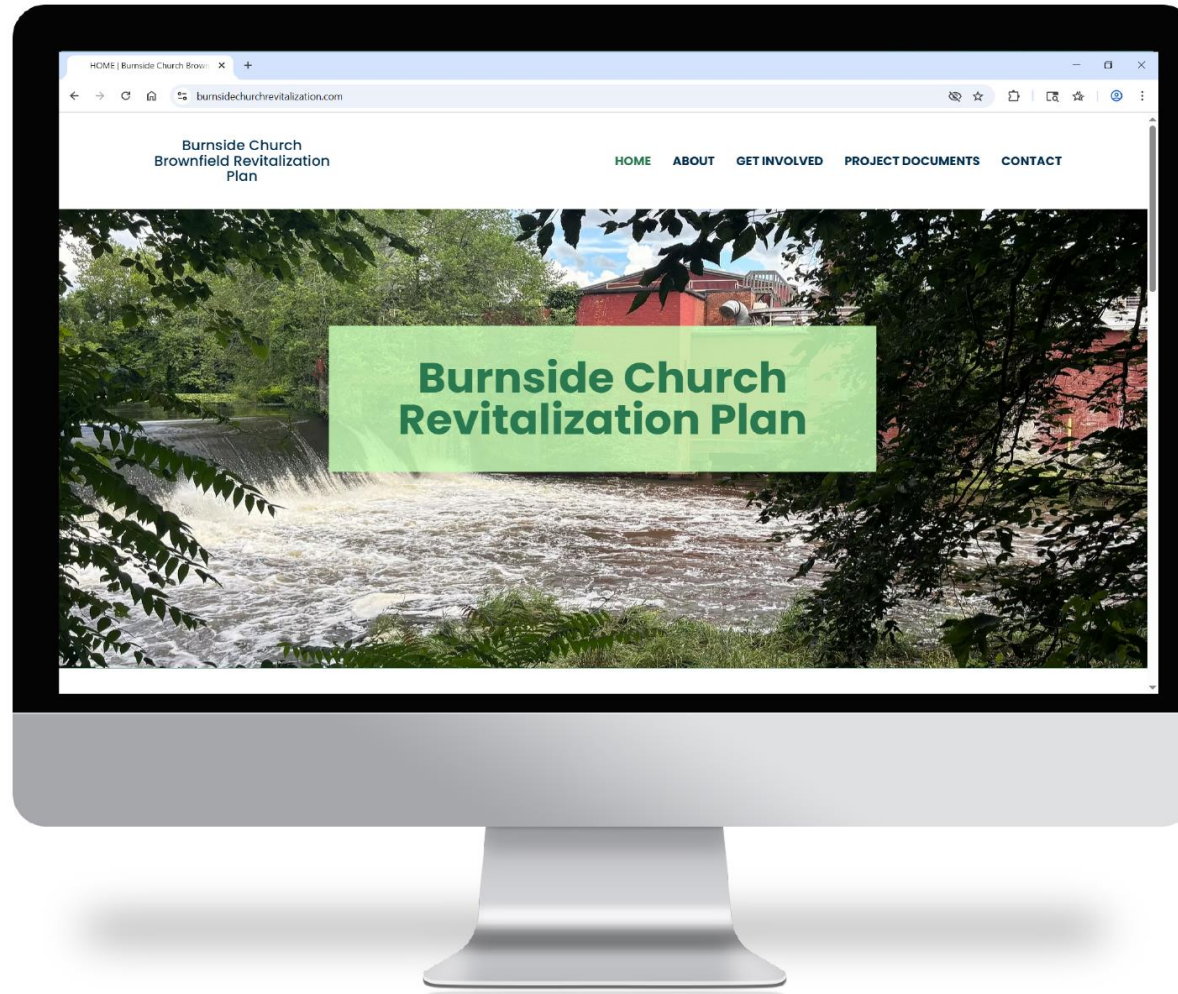
- Core Team Meetings
- Advisory Committee
- 1:1 Stakeholder Meetings
- Student/Youth Outreach
- Public Workshops
- Pop-Up Engagement
- Project Website



Pop-Up #1: National Night Out

PROJECT WEBSITE

www.burnsidechurchrevitalization.com



**Are there any specific
engagement tools or
opportunities you would like to
see incorporated into our
process?**

**Are there any upcoming
community events we can
piggyback on?**

Scope Elements & Timeline

THE PLANNING PROCESS

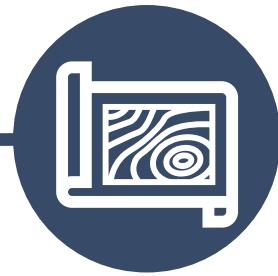
Key Steps and Milestones



Inventory +
Analysis



Visioning



Master Plan



Implementation
Strategy



The BAR Plan



Community Engagement



INVENTORY AND ANALYSIS

Physical Characteristics

- Land Use
- Zoning
- Ownership
- Infrastructure
- Transportation Corridors
- Public Realm Features
- Vacant & Underutilized Sites
- Buildings
- **Environmental**



INVENTORY AND ANALYSIS

Market Conditions

- Market Snapshot
- Market Trends
- Industry Analysis
- Financial Feasibility



VISIONING

Where Do We Want To Go?

Establish a long-term vision for the Burnside Church Study Area, with a range of supportive goals and objectives to achieve the identified Vision.



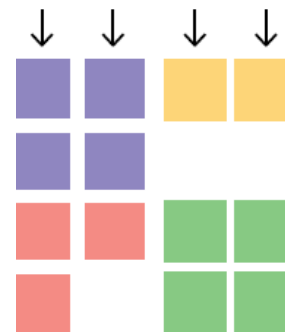
Vision

Guiding framework for the Redevelopment Plan.



Goals

Conceptual ideas that the Redevelopment Plan and proposed recommendations should address.



Objectives

Specific outcomes that the Plan should achieve. Strategies are also used as metrics for tracking project impacts.

LAND USE MASTER PLAN

Public Spaces and Places

- Bicentennial Park Master Plan
- Other Public Spaces
- Bike and Pedestrian Accessibility
- Connectivity Plan
- Streetscape Enhancement Plans



Conceptual Master Plan - 2021 (Weston & Sampson)

LAND USE MASTER PLAN

Strategic Redevelopment Sites

Will depict:

- Preferred Land Uses
- Build Out Potential
- Public & Private Investment



Representative Example - Newington Town Center Master Plan

LAND USE MASTER PLAN

Visualizing Future Opportunities



Representative Perspective Graphics 

IMPLEMENTATION STRATEGY

How Do We Get There?

- Potential funding sources
- Cost estimates
- Lead entity
- Partners
- Timeframe / Phasing

Project	Phasing*	Potential Timeline	Estimated Cost	Lead / Partners	Potential Funding
Strategic Sites 1 + 2 Light Industrial Corridor • Adaptive reuse and/or demolition of existing Xerox Buildings 300 and 205 with potential to add approximately 400,000 sf of new Light Industrial flex/ office space.	Building Assessment	3 - 5 years	TBD	Lead: Xerox Corporation / Private Buyer Partners: Town and Village of Webster, ESD	-Private Investment -Town of Webster -Village of Webster -ESD
	Schematic Design	4 - 10 years	TBD		
	Design Development / Construction Documents	5 - 12 years	TBD		
	Construction	8 - 15 years	TBD		
Strategic Site 3 Industrial Campus Development • Demolition of existing buildings and development of 100,000-300,000 sf of small scale flex / Incubator space and approximately 150,000 sf of office space. In addition, clear and create a shovel-ready site for future development on the east side of the site.	Schematic Design	5 - 8 years	TBD	Lead: Xerox Corporation / Private Buyer Partners: Town and Village of Webster, ESD	-Private Investment -Town of Webster -Village of Webster -ESD
	Design Development / Construction Documents	8 - 10 years	TBD		
	Demolition	10-12 years	TBD		
	Construction	12 - 15 years	TBD		

Example implementation matrix



DRAFT AND FINAL BAR PLAN

A Guidebook for Revitalization



PROJECT SCHEDULE

We Are Here

Kick-Off Activities

Existing Conditions

Market Analysis

Community Visioning

Opps & Needs

Master Plan Concepts

Opportunity Sites & Redevelopment Strategy

Connectivity & Public Spaces

Implementation

Draft / Final Plan

August

Sept

Oct

Nov

Dec

Jan

Feb

March

April

May

June

Next Steps and Q&A

NEXT STEPS

Where Do We Go From Here?

September

- Advisory Committee Mtg #1 - Today!
- Begin Stakeholder Outreach
- Advance Existing Conditions
- Advance Market Analysis

October - November

- Public Engagement
- Advisory Committee Meeting #2 - November TBD
- Draft Vision and Goals

Visioning Exercise

VISIONING EXERCISE

In a Word

GROUND RULES:

- Using the post-its you will answer a series of questions, one at a time.
- The tricky part, **you can only use ONE word!**
- Once you have written your word, place your post-it on the wall.
- Fun discussion will ensue!!!

In a Word,
**How would you describe the
study area today?**

In a Word,
**What is the study area's greatest
challenge?**

In a Word,
**What is the greatest opportunity
in the study area?**

In a Word,
**If you could make one
improvement or implement one
project in the study area, what
would it be?**