



SILVER LANE REVITALIZATION PLAN



July 27, 2018

ACKNOWLEDGEMENTS

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SILVER LANE

“Playgrounds and families enjoying outside activities...”

Silver Lane Vision 2040

BACKGROUND AND INTRODUCTION

Introduction

Silver Lane is an important corridor within the Town of East Hartford due to its proximity to highways, major employers, and surrounding residential neighborhoods. Initially an agricultural area, Silver Lane developed rapidly beginning in the 1930s when Pratt & Whitney’s airfield and manufacturing facility were built. Housing started to become more widespread in the corridor during and after World War II as East Hartford experienced rapid population growth and a housing shortage. From the early 1960s through the mid-1980s, Silver Lane served as a link between Interstate 84 and Interstate 384, which was originally planned to run from Hartford to Providence. During this period, the area around Forbes Street emerged as a regional retail center for eastern Hartford County. Many of the commercial buildings in the study area date from this era. In the mid-1980s, a direct connection between Interstates 84 and 384 was built, allowing traffic to bypass Silver Lane. During this same time period, the Forbes Street exit was closed, limiting highway access for businesses in the eastern portion of the corridor. The loss of the Forbes Street exit,

decrease in traffic volume, and greater competition from the nearby Buckland Hills area caused Silver Lane to transition to a neighborhood-scale retail node.



The Silver Lane Pickle Company operated in the corridor for several decades in the first half of the 20th century



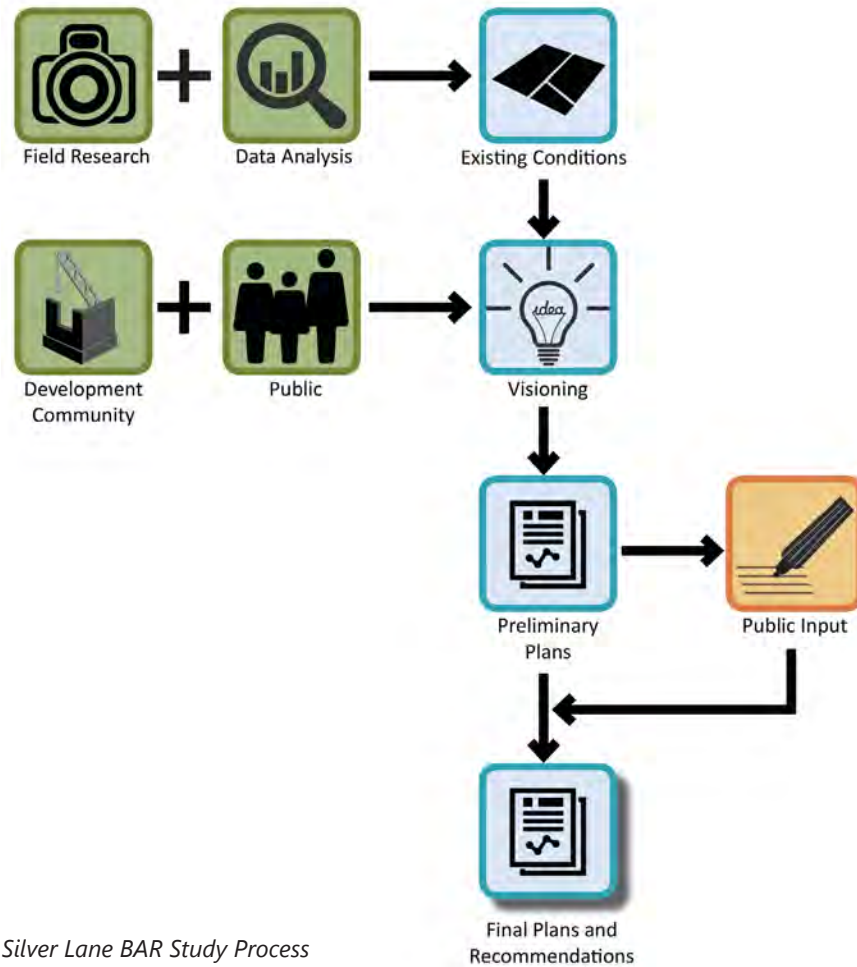
Samuel Forbes House built in 1878, currently at the corner of Silver Lane and Roberts St.

Over the last twenty-five years, much effort has focused on developing Rentschler Field. Planning for the Rentschler Field site began in the mid-1990s following closure of the Pratt & Whitney airfield. In 2002, the state constructed the UCONN football stadium, and in 2007 Cabela's opened its store on the campus. Over the last decade, the United Technologies Corporation (UTC) and Pratt & Whitney have also made significant investments in their campus, including the construction of a new Pratt & Whitney engineering headquarters and an expansion of the UTC research center. UTC also partnered with a developer on a mixed-use master plan for the remainder of the Rentschler Field site; however, the Recession that started in 2008 led to a series of delays, ultimately ending in a retail development group pulling out of the site in 2018. While the future infill development of the Rentschler Field site is unknown at this time, the site remains a mixed-use regional employment, shopping, and entertainment center. While these projects have had positive employment and revenue implications for the town, they have not spurred significant reinvestment in the rest of the Silver Lane corridor.

The Town of East Hartford obtained a Brownfields Area Revitalization (BAR) grant from the Connecticut Department of Economic and Community Development (DECD) to comprehensively plan for revitalization of the Silver Lane

corridor. The BAR planning process analyzed current physical, environmental and market conditions in the corridor, established a guiding vision, identified development opportunities, and recommended actions the Town can implement to realize the aspirations for transformative redevelopment expressed during the planning process.

The Study was guided by the Silver Lane Advisory Committee, an ad hoc committee consisting of elected and appointed municipal officials, Town staff, development professionals, and representatives of public and private organizations active in and around Silver Lane.



Silver Lane BAR Study Process

Recent Initiatives

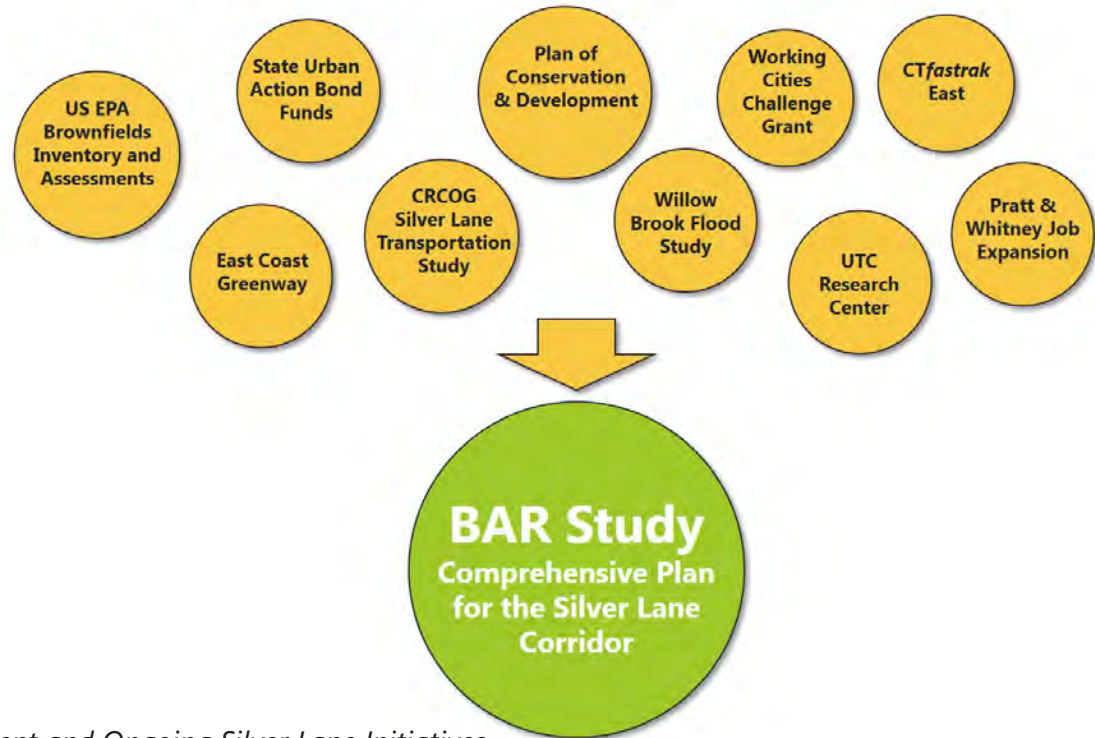
In addition to the BAR grant, the Town has numerous other initiatives either recently completed or ongoing in the Study Area. The Town partnered with the Capitol Region Council of Governments (CRCOG) to conduct a transportation study of the corridor simultaneously with the BAR study in order to address both land use and transportation planning in a coordinated and comprehensive manner. The Transportation Study will recommend improvements to roads, sidewalks, bike lanes, public transportation, and greenway trails that support the future land use vision for Silver Lane. Transportation recommendations are intentionally omitted from this report, as they will be included in the Transportation Study report. The Town also obtained a federal grant from the Environmental Protection Agency (EPA) to conduct a brownfields inventory and assessment, and recently completed the Willow Brook Flood Study, which precipitated a revision to FEMA flood zone mapping on the north side of Silver Lane between Forbes Street and Simmons Road. Finally, the Town was awarded a multi-year Working Cities Challenge Grant to build human capital through workforce development and education in the Silver Lane neighborhood.

There are significant financial resources available to help facilitate the revitalization of the Silver Lane Corridor. In 2016, the Town of East Hartford bonded \$3 million for property acquisition and blight removal in the corridor. In 2017, the State of Connecticut committed \$12 million in Urban Action bond funds to support the proposed outlet mall on the Rentschler Field site. With the abandonment of the outlet mall project, these funds are now available for use elsewhere in the Silver Lane Corridor and can support the recommendations put forth in this Plan and the forthcoming Transportation Study.

The Study Area

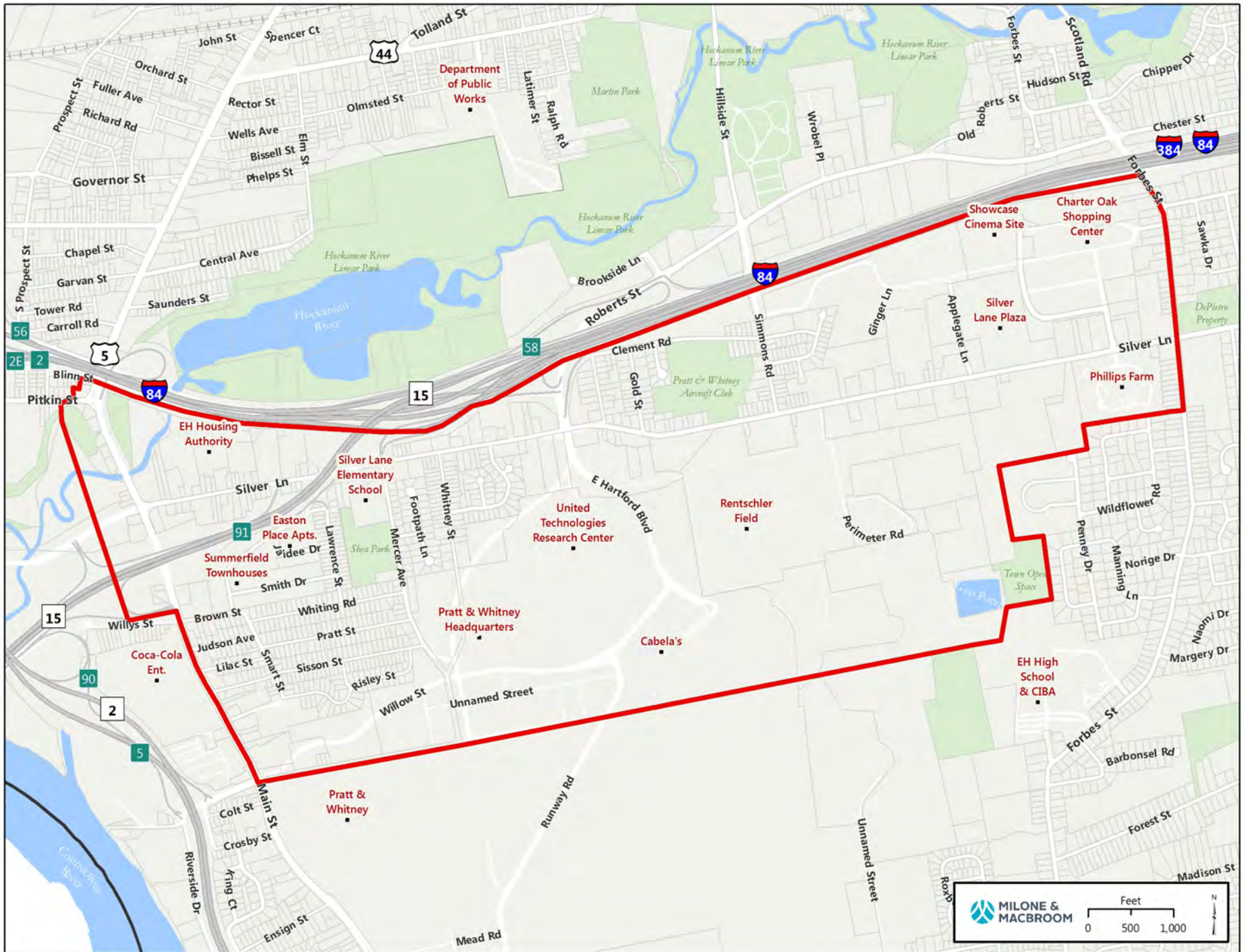
The Silver Lane BAR Study Area was defined as shown in the accompanying map. The study area is roughly bounded by Main Street, Interstate 84, Forbes Street, and the Pratt & Whitney Campus. The corridor along with Rentschler Field were identified in the Town's 2014 Plan of Conservation and Development as an opportunity area for redevelopment and bolstering the overall economic health of the community. UTC has an active Master Plan for the Rentschler Field campus. Therefore this area was excluded from the Silver Lane BAR Study Area.

Other Silver Lane Initiatives



Recent and Ongoing Silver Lane Initiatives

SILVER LANE



East Hartford BAR Study Area

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*"...there is now the local
vibe of shops, restaurants
and services that we always
hoped for - walkable!"*

Silver Lane Vision 2040

CURRENT CORRIDOR CONDITIONS

The project team conducted extensive data analysis and field research within the Silver Lane corridor (see the full existing conditions report in the appendices). This included an inventory of existing land uses, buildings, and businesses; assessment of the Town's zoning regulations; and a review of physical impediments to development including wetlands, flood zones, and availability of infrastructure. The existing conditions analysis helped the project team and Advisory Committee identify opportunities and challenges in the corridor and begin to formulate goals and strategies to move the corridor forward. The key takeaways from the existing conditions analysis are as follows:

Strengths

- Location proximate to highways and major employers such as Pratt & Whitney
- Large residential population nearby
- Availability of sewer and water infrastructure to support development
- Many ongoing and planned initiatives with connection to Silver Lane

Weaknesses

- Zoning regulations and land use reflect historic development patterns rather than "highest and best use"
- High commercial vacancy rate
- Sizable amount of land constrained by wetlands and flood zones
- Disjointed development pattern and lack of connections between commercial and residential neighborhoods
- Recent development on Pratt & Whitney and Rentschler Field Campus has not spilled over onto Silver Lane

Opportunities

- Ongoing employment growth at Pratt & Whitney
- Future development on the Rentschler Field campus
- Expansion of CTfastrak service east of the Connecticut River
- Completion of East Coast Greenway/Charter Oak Greenway
- Availability of state and local funds to support catalyst project(s)

Land Use and Development Patterns

The wide range of land uses within the corridor reflect the distinct eras of development over the last century. No one land use category dominates; however, uses tend to cluster within the corridor. One notable trend is that existing land uses reflect historical development patterns rather than “highest and best use.” For example, the area near Roberts Street has the highest traffic volume in the corridor and is close to the highway interchanges – attributes commonly found in commercial areas. However this area is primarily comprised of single-family residential uses that were developed in the first half in the 20th century prior to the construction of I-84.

Residential Development

Residential uses make up about 25% of land area and encompass a range of densities and housing types. Higher density housing is generally found west of Mercer Avenue and in the Applegate Lane area, while single-family housing is most commonly found between Mercer Avenue and Simmons Road and east of Forbes Street. Over half of the Study Area’s 2,700+ residential units are located in eight large apartment complexes. Despite being classified as an arterial roadway with moderate to high traffic volumes, there is still a significant number of single-family homes on Silver Lane itself, particularly between the Route 15 overpass and Simmons Road.

With the exception of the Phillip’s Farm and Footpath Lane developments, which

were built in the mid-2000s, there has been a lack of residential development in the corridor over the last 30 years. The lack of modern, higher-end rental housing in the corridor makes it difficult to attract middle and upper income workers from Pratt & Whitney and other major employers.



Single-family residential development along Silver Lane near Gold Street

Land Use	Number of Parcels	Area Acres	Percent of Total Land Area	Residential Dwelling Units
Residential	706	283.5	24.5%	2,741
1 Family Residential	514	129.5	11.2%	519
2-3 Family Residential	149	33.7	2.9%	324
4+ Family Residential	36	95.3	8.2%	1,598
Condominium	1	17.5	1.5%	66
Residential Care Facility	2	5.6	0.5%	210
Mixed-Use	4	2.0	0.2%	24
Commercial	56	145.7	12.6%	-
Commercial	53	143.3	12.4%	-
Commercial Office	3	2.4	0.2%	-
Industrial	14	173.8	15.0%	-
Institutional	5	67.4	5.8%	-
Undeveloped Land	69	336.1	29.0%	-
Vacant Land	62	280.5	24.2%	-
Agriculture	2	12.3	1.1%	-
Open Space and Recreation	5	43.3	3.7%	-
Other	3	150.8	13.0%	-
Transportation and Utilities	3	14.4	1.2%	-
Right-of-way	-	136.4	11.8%	-
Study Area Total	853	1,157.3	100.0%	-

Generalized Land Use Table

Source: Town of East Hartford Assessor Office supplemented by MMI field verification

Commercial and Industrial Development

Commercial uses comprise about 13% of land area and are found in three distinct nodes: on Main Street, on Silver Lane between the Route 15 overpass and Rentschler Field Stadium, and on Silver Lane between Simmons Road and Forbes Street. The Main Street node consists primarily of auto-oriented retail businesses. This area has high traffic volumes and a low vacancy rate, but offers little opportunity for new development due to environmental constraints and lack of vacant land. The commercial node between the Route 15 overpass and the stadium consists primarily of small take-out restaurants, convenience retailers, and personal services – uses consistent with a neighborhood-oriented business district. The largest commercial node is located between Simmons Road and Forbes Street and is the traditional commercial core of Silver Lane. This area contains a mix of newer neighborhood-oriented businesses and older big-box style development. This area continues to transition away from big-box retail towards a community-oriented business node, and many of the obsolete big-box spaces present an opportunity for redevelopment. Industrial uses comprise about 15% of land area and are concentrated on the Pratt & Whitney and UTC campus. Industrial uses have not spilled over to adjacent properties on Silver Lane.

Undeveloped Land

There are approximately 336 acres of undeveloped land in the corridor, making it the single-largest land use category. Undeveloped land is further classified into three subcategories: vacant land, open space & recreation, and agriculture. Vacant land comprises over 280 acres of land in the study area. More than half of the vacant land is located on the Rentschler Field and Pratt & Whitney campus, including a large tract on the south side of Silver Lane extending from Roberts Street east past Simmons Road. While this land provides parking during events at Rentschler Field Stadium, it is underutilized for a majority of the year, contributing to the disjointed appearance of the corridor and physically separating the commercial node near Forbes Street from Rentschler Field, the Pratt & Whitney Campus, and the high-density neighborhoods to the west. UTC has approved a Master Plan that envisions significant development of vacant land on its campus. However, there has been little activity on the campus since the construction of Cabela's in 2007 and the scale and type of future development on its campus is unknown at this time.



Small retail businesses located along Silver Lane near Whitney Street



The new Dollar General development on Silver Lane was completed in 2017



Vacant land along Silver Lane is used as parking during stadium events, but sits underutilized for most of the year

Zoning

Zoning in the corridor is similarly diverse and reflects historical development patterns and not necessarily desired future land uses. Key zoning takeaways are:

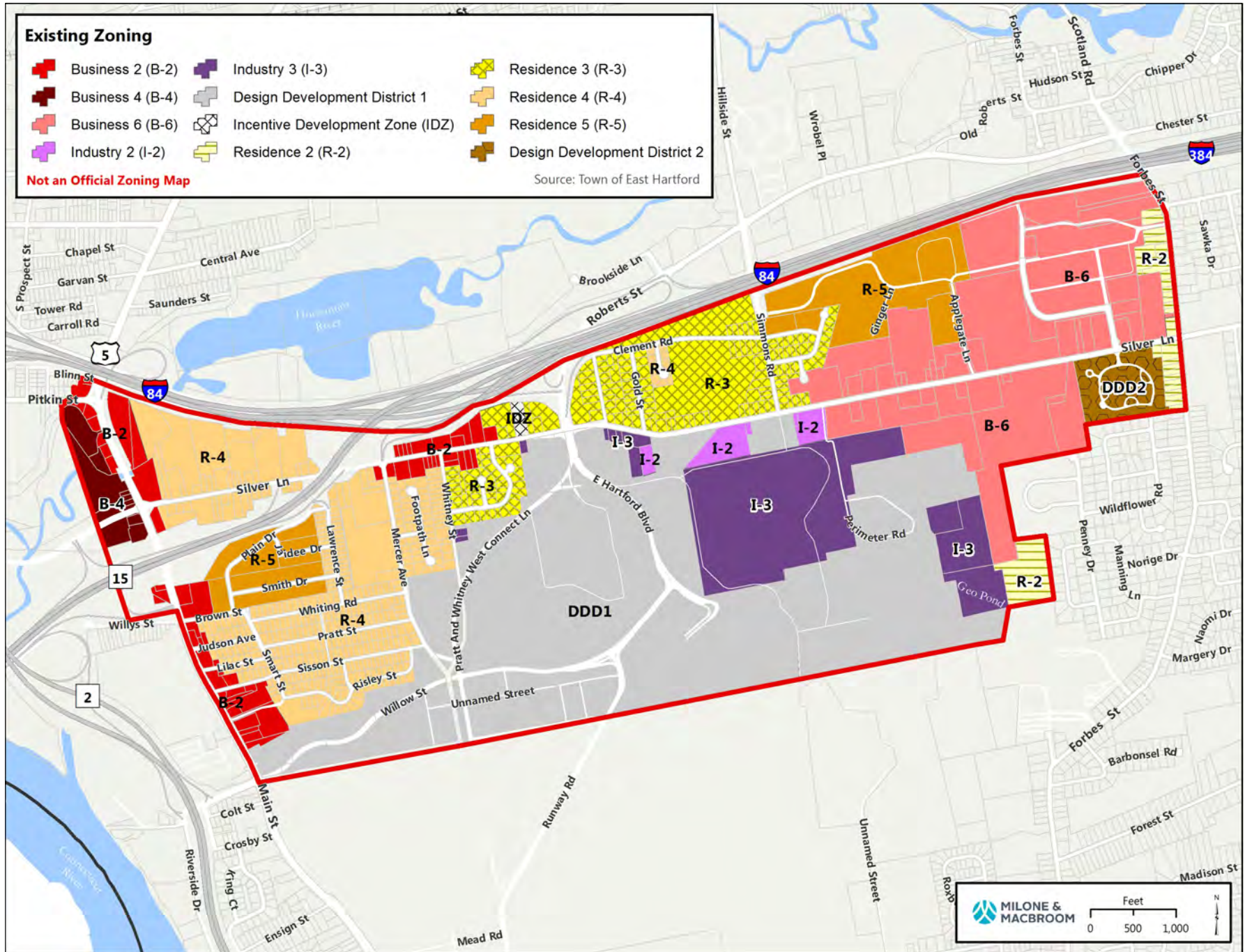
- Design Development Districts (DDD) occupy about one-third of the study area, and cover Rentschler Field/Pratt & Whitney Campus and the Phillips Farm age-restricted development. DDDs are governed by a PZC approved Master Plan rather than traditional bulk and use regulations.
- Residential zones surround the Silver Lane and Roberts Street intersection. This area has the best locational attributes for commercial development (high traffic volumes, access to highway)
- There are several legacy industrially-zoned parcels located on the south side of Silver Lane near Rentschler Field. None of these properties currently contain an industrial use.
- With the exception of the B-2 and B-4 zones, the existing regulations largely follow a “Euclidean zoning” regime, which emphasizes the separation of commercial and residential uses into distinct areas. The challenge for Euclidean zoning patterns is that they have difficulty adapting to market conditions. For example, the B-6 zone near Forbes Street only permits office uses and commercial retail on lots with large setbacks - most traditionally found in big-box type

development. Thus, the prospects for future development in this area are hindered by the regulations, particularly since the local market for office and big-box retail is poor at this time.

Chapter 8 includes recommended zoning changes for the corridor that align with desired future uses and market realities.

Zone	Number of Parcels	Area Acres	Percent of Area
Residential Zones	686	302.6	26.1%
Residence 2 (R-2)	37	19.5	1.7%
Residence 3 (R-3)	196	81.2	7.0%
Residence 4 (R-4)	440	135.5	11.7%
Residence 5 (R-5)	13	66.4	5.7%
Commercial Zones	117	234.3	20.2%
Business 2 (B-2)	62	38.2	3.3%
Business 4 (B-4)	9	15.6	1.3%
Business 6 (B-6)	46	180.5	15.6%
Industrial Zones	17	99.6	8.6%
Industrial 2 (I-2)	5	9.6	0.8%
Industrial 3 (I-3)	12	90.0	7.8%
Special Zones	32	384.4	33.2%
Design Development District 1 (DDD-1)	30	365.5	31.6%
Design Development District 2 (DDD-2)	1	17.5	1.5%
Incentive Development Zone (IDZ)	1	1.4	0.1%
Right-of-Way	-	136.4	11.8%
Total All Zones	852	1,157.3	100.0%

Existing Zoning in the Corridor
 Source: Town of East Hartford



Study Area Existing Zoning Map

Environmental Conditions

Building upon the land use and zoning analysis, the project team assessed environmental constraints that may impact development potential of vacant land and/or redevelopment potential of key sites. The Study Area contains about 83 acres of vacant land in commercial zones (excluding the Rentschler Field campus), of which nearly 60% is environmentally constrained and cannot support development. The Study Area's main environmental constraints are floodplains and wetlands. Wetlands particularly affect undeveloped lands on the south side of Silver Lane east of the Stadium. During the course of this study, wetlands in this area were graphically delineated by a soil scientist to gain a better understanding of their actual extent and true impacts to development.

Floodplains are present along Willow Brook, on the north side of Silver Lane between the Pratt & Whitney ballfields and Forbes Street, and on the south side of Silver Lane in front of Rentschler Field. In August 2017, FEMA revised the flood zone map in this area, following a study of Willow Brook. The floodplain extent was reduced on potential redevelopment sites including Silver Lane Plaza and the Charter Oak Mall.

Willow Brook Flood Study

In 2015, the Town of East Hartford undertook a detailed hydrologic and hydraulic analysis of Willow Brook and evaluated potential flood mitigation measures. The goal of the study was to more accurately define flood hazards in the area, open up additional land for development, and eliminate or reduce flood insurance requirements for property owners.

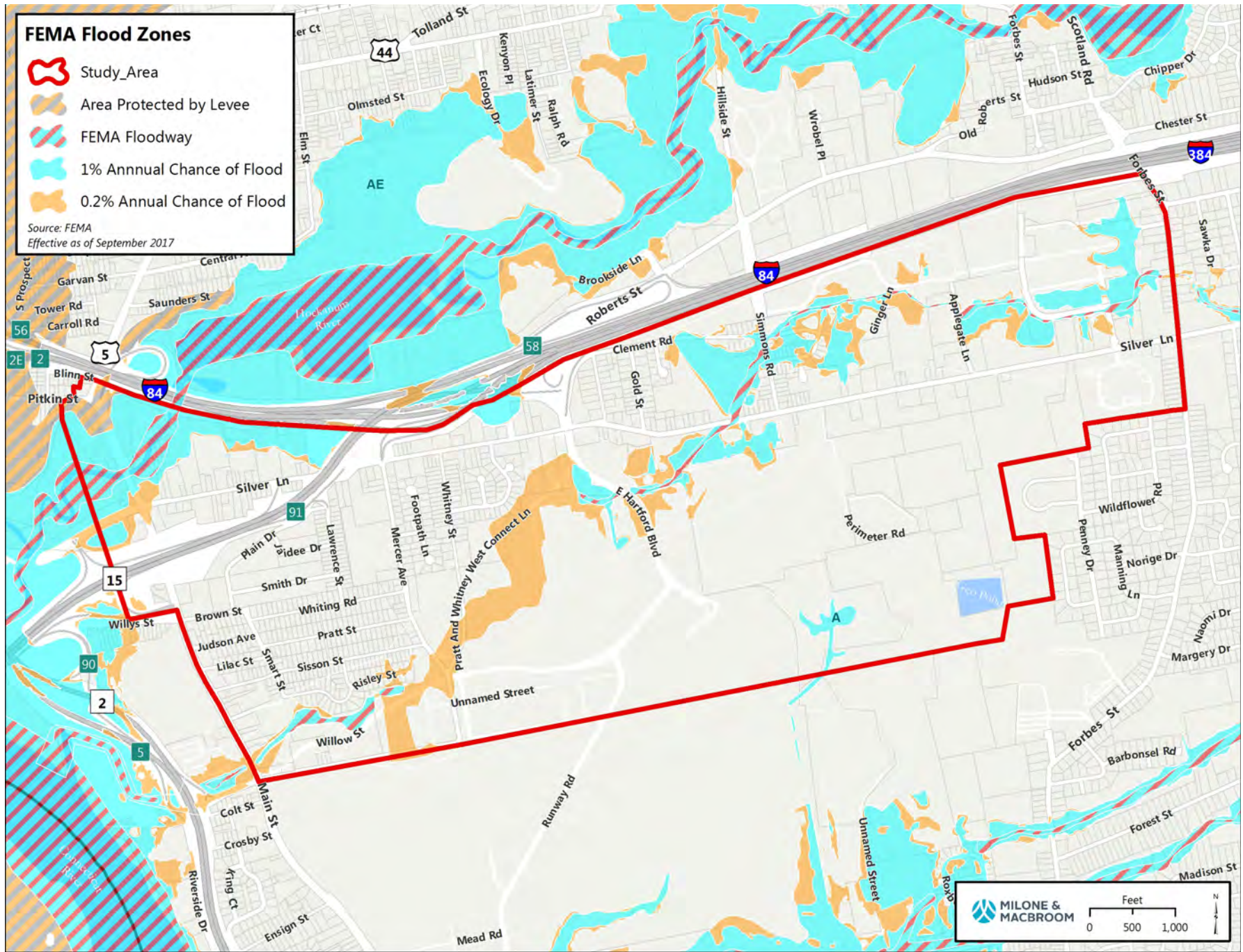
In August of 2017, FEMA accepted the letter of map revision, or LOMR, for the Willow Brook watershed that resulted from the study. The LOMR reduced floodplain extent within the Silver Lane corridor, particularly in the area between Simmons Road and Forbes Street. The LOMR primarily removed or reduced floodplain extent on existing developed properties, although some vacant land

on the Pratt & Whitney ballfields was removed from the 100-year flood zone. Thus the flood study primarily improved the viability of existing properties (by reducing insurance costs) and redevelopment potential (by removing areas from the flood zone, if properties are redeveloped).

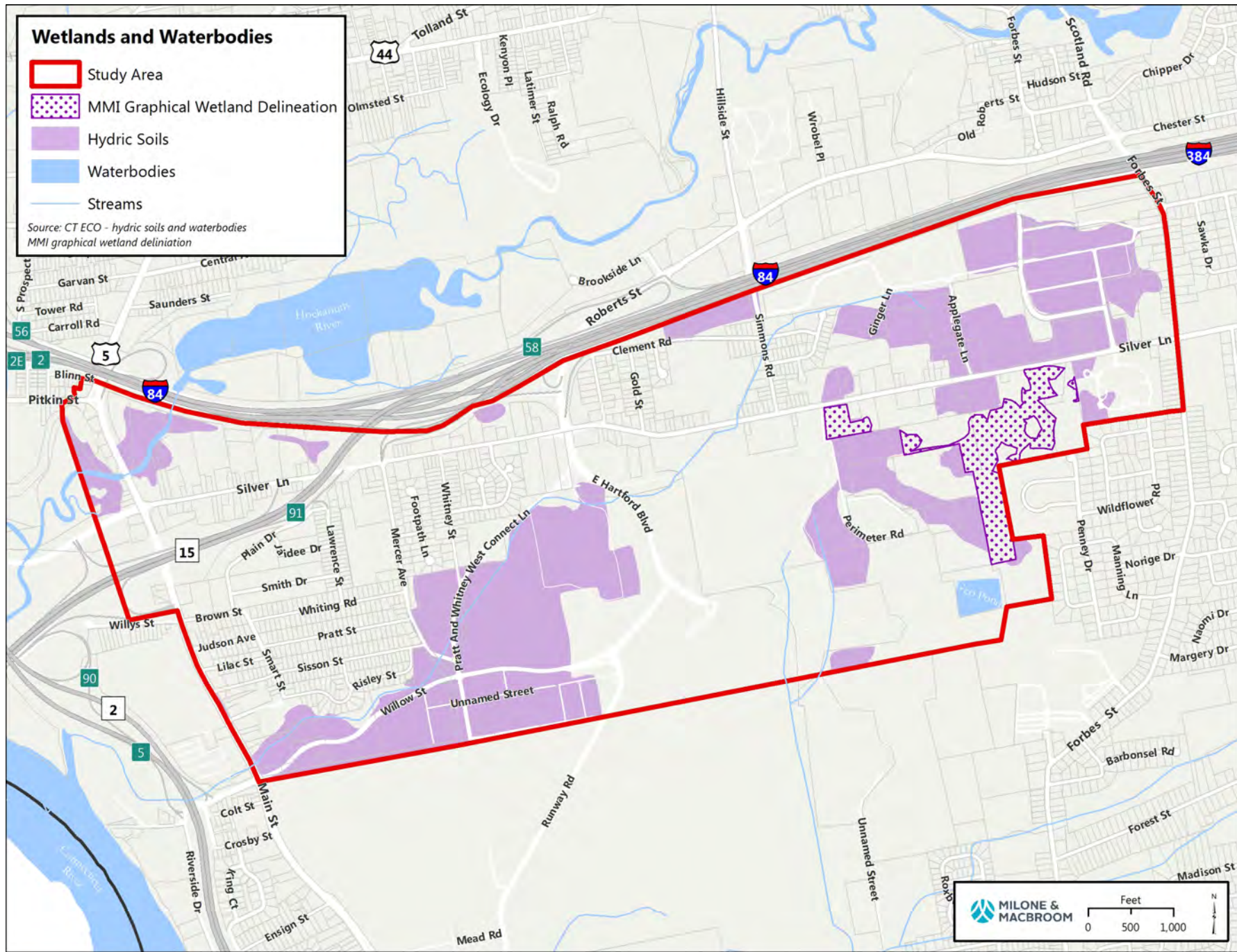
The study recommended additional measures that could further reduce floodplain extent in the study area, including sediment removal, debris removal, removal of bridges, culvert upgrades, repairs to flood control structures, and elevation and/or relocation of flood-prone buildings.



A comparison of previous (red) and proposed revisions to the FEMA flood zones (blue) on Silver Lane



Study Area Floodplains



Study Area Wetlands

Infrastructure

The project team reviewed existing infrastructure in the Study Area and noted any potential impacts to development. The sanitary sewer and water system are adequate for serving existing and desired future development. The primary infrastructure challenge in the corridor is the storm drainage system, which is undersized. Undersized storm-drainage infrastructure combined with the Study Area's low-lying, flat terrain, and poor soils mean that on-site stormwater management must be utilized for much of the corridor. Some improvement may be gained from maintenance such as regular cleaning of existing stormwater lines. Stormwater from the eastern end of the corridor is conveyed under I-84 through the *Hockanum Diversion Structure*, which is located behind Silver Lane Plaza. This structure is in need of a number of repairs as documented in a Structural Inspection Report conducted in February of 2017.



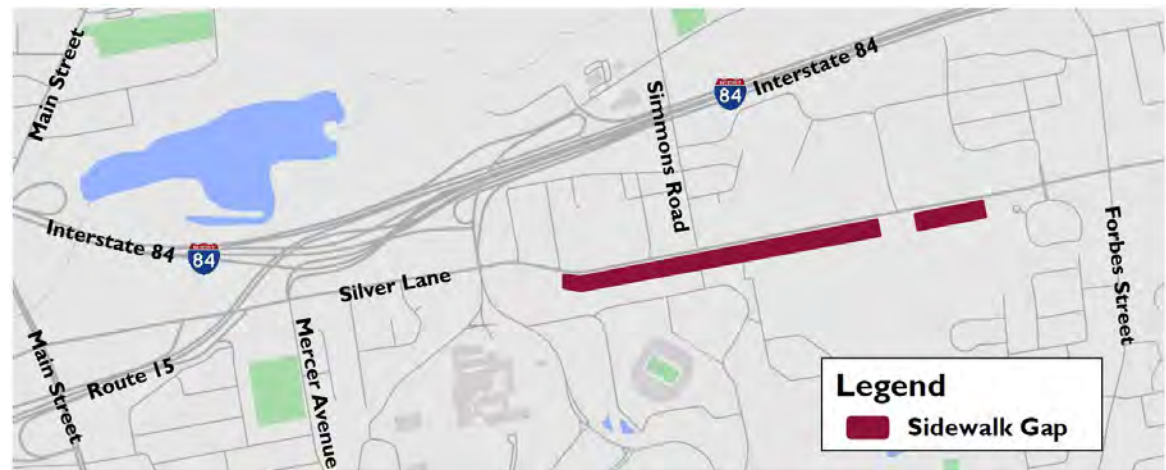
The Hockanum Diversion Structure behind Silver Lane Plaza is in need of repairs

Transportation infrastructure is being studied in detail as part of the CROG Transportation Study. Key transportation takeaways are:

- In general, the existing roadway network adequately supports existing and future development. There may be opportunities for road diets in some areas.
- The area between Mercer Avenue and Gold Street experiences higher-than-average crash rates. The many curb cuts in this area are one of the primary contributing factors.
- Bus ridership in the corridor has increased since the introduction of CTfastrak (Route 121). Most bus stops lack amenities such as benches or covered waiting areas.
- There is a large sidewalk gap on the

south side of Silver Lane between the stadium and Forbes Street.

- There is a gap in the multi-use trail system between Simmons Road and the Riverfront area.
- The intersection of Silver Lane and Roberts Street/East Hartford Boulevard presents a formidable barrier to bicyclists and pedestrians. While crosswalks are present, bicyclists and pedestrians must cross between six and nine traffic lanes.



*Sidewalk gaps on Silver Lane.
Graphic courtesy of TranSystems*

3

SILVER
LANE

"People are walking and biking, visiting neighbors, shopping and enjoying restaurants."

Silver Lane Vision 2040

MARKET ANALYSIS

One of the primary objectives of the Silver Lane Revitalization Plan is to align future uses to market realities. As discussed in previous sections, existing land use patterns and regulations are reflective of historic development patterns rather than market opportunities or the area's locational advantages. Thus, a crucial part of the planning process was to understand market opportunities in the corridor. A commercial and residential market assessment analyzed the potential for additional retail and commercial space, as well as residential units in the corridor. At the time the analysis was conducted, a planned outlet center on Rentschler Field was still moving forward. Because most outlet center traffic would access the site directly from the Roberts Street exit, limited spin-off development was expected in the rest of the corridor. Because of the limited spin-off opportunities, the market assessment did not change significantly when the outlet center developer aborted the project in early 2018.

Key takeaways from the market assessment are:

- Continued transition of Forbes Street commercial area – oversupply of big-box space and demand for smaller, single-occupant buildings
- Unique, niche use or cluster of niche uses needed to stimulate the traditional commercial core of Silver Lane
- More local spending power needed to support neighborhood retail in the corridor – new housing development is key
- Strong regional market for multi-family housing. Additional multi-family demand generated by Pratt & Whitney hiring program
- Mixed-use redevelopment that capitalizes on Pratt & Whitney employees, recreational amenities (riverfront and greenway), and CTfastrak may offer greatest potential for revitalization

Commercial Market


The commercial market analysis looked at the supply of and demand for commercial space in the corridor. In addition, the project team evaluated the locational attributes of different segments of the corridor in order to assess their ability to support future commercial development.

Supply


MMI conducted a commercial building and business inventory of the corridor in January 2017. Overall, the corridor has about 650,000 square feet of occupied commercial space. About 90% of occupied commercial space is comprised of retail, personal services, or restaurants while the remainder is comprised of office or government uses. Businesses are clustered in three primary areas. The Main Street area consists primarily of auto-oriented convenience retail. The neighborhood commercial node between Mercer Avenue and Roberts Street contains many small businesses and restaurants that cater primarily to the surrounding residential neighborhood. Finally, the Forbes Street commercial area contains a majority of commercial space in the corridor and includes a mix of older big-box style developments and newer neighborhood oriented businesses.

The corridor has 215,000 square feet of vacant commercial space, resulting in a commercial vacancy rate of about 25%. The highest vacancy rates are found in the eastern end of the corridor, particularly in larger retail complexes such as Silver Lane Plaza and Showcase Cinemas. Despite the high commercial vacancy rates, there have been positive trends for smaller, neighborhood-oriented retailers in the corridor over the last ten years. Recent developments on Silver Lane include


Dollar General, Aldi, Dunkin Donuts, and CVS. All of these developments are small (ranging from 2,500 to 17,000 square feet), single-occupant buildings that front directly on Silver Lane. Businesses are opting for new construction rather than leasing existing vacant space on Silver Lane, suggesting that the existing older stock does not align with current market opportunities. This reinforces the need to reposition older, obsolete big-box shopping plazas to more viable uses.



Aldi Supermarket
Address: 801 Silver Lane
Year Built: 2008 **Size:** 17,000 SF



Dunkin Donuts
Address: 364 Silver Lane
Year Built: 2009 **Size:** 2,400 SF

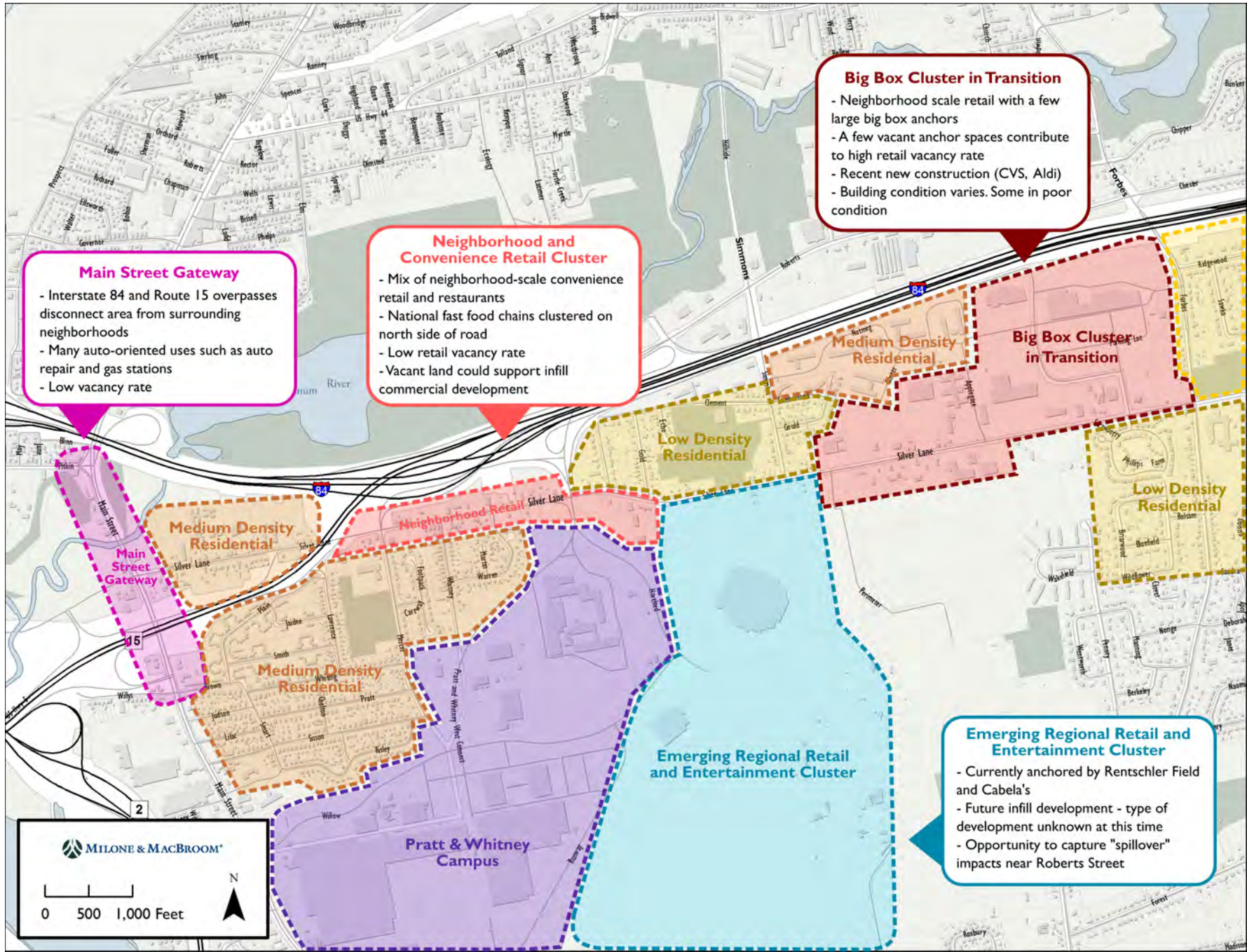


CVS Pharmacy
Address: 972 Silver Lane
Year Built: 2012 **Size:** 14,500 SF

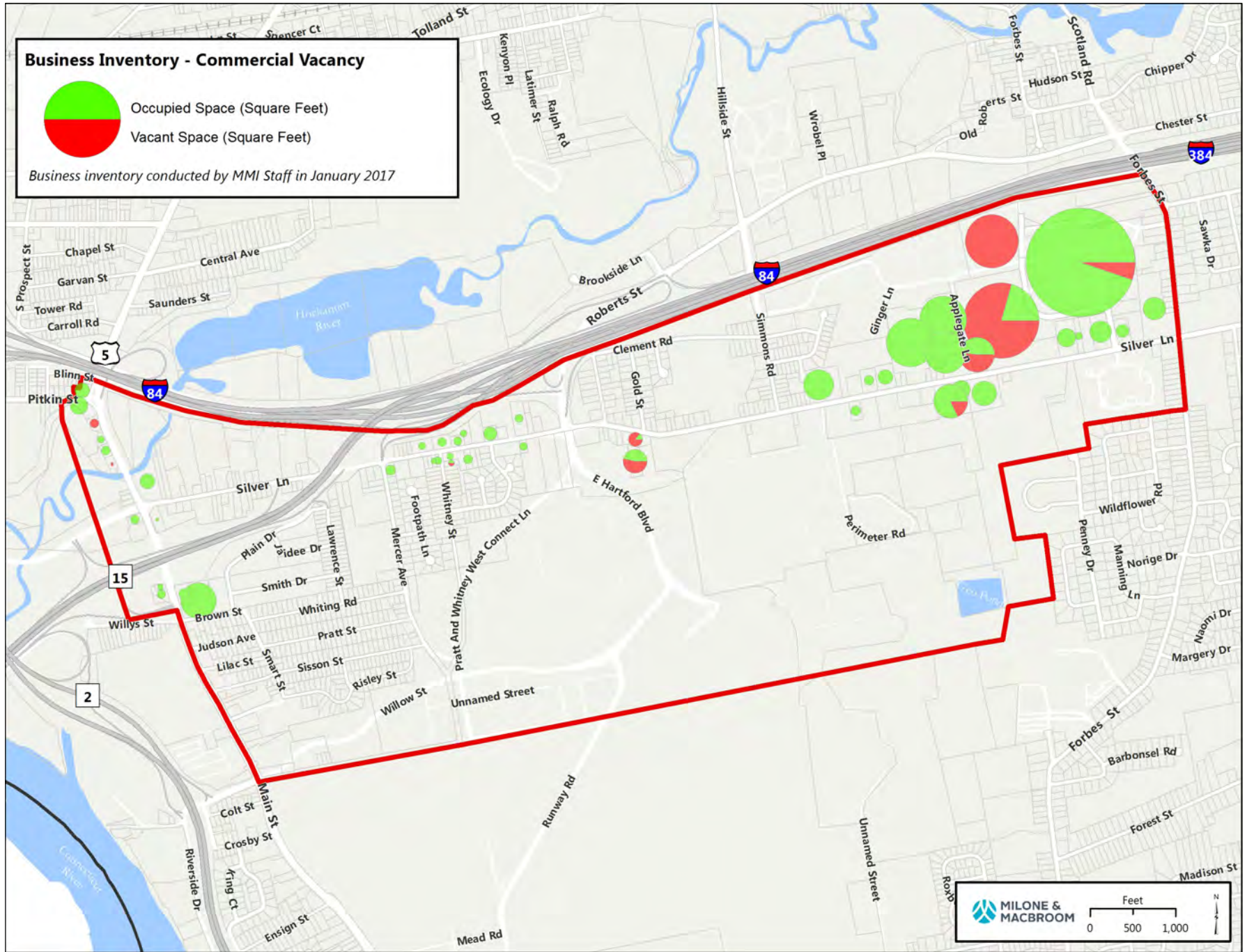


Dollar General
Address: 735 Silver Lane
Year Built: 2017 **Size:** 7,500 SF

Recent commercial developments in the corridor consist of single-occupant, neighborhood-oriented buildings fronting Silver Lane



Business Inventory Clusters Map



Business Inventory Vacancy Map 2017

Demand

MMI conducted an analysis of demographic characteristics, retail leakage, and absorption. Retail leakage analysis was used to identify opportunity sectors for the corridor. A retail leakage occurs when there is greater consumer demand than there are sales in a particular sector and geographic area. A retail leakage indicates that trade area residents are traveling elsewhere to shop. Leakage sectors present the greatest opportunity for commercial development, as they would capture demand that already exists but is currently not met locally. Silver Lane caters to two different market areas: the local resident population as well as regional consumers who visit Rentschler field or work at Pratt & Whitney.

Local Trade Area:

The local trade area consists of consumers who live within 5 minutes of the Silver Lane corridor, reflecting the short-distances consumers are willing to travel for convenience goods.

Key takeaways from the Local Trade Area demand analysis are:

- Large resident population – most households are lower and middle income.
- More local spending power needed to support and grow neighborhood retail in the corridor
- Opportunity to capture retail leakage in the food sales and services sector

Regional Trade Area:

The regional retail trade area is comprised of consumers who live within 30 minutes of Silver Lane. This aligns with the trade area of regional-retail such as Cabela’s and also reasonably aligns with the commute-shed for Pratt & Whitney workers.

Key takeaways from the Regional Retail Trade Area demand analysis are:

- Wealthier consumer base compared to local trade area

- Opportunity to capture leakage in food sales and services and gasoline stations - these sectors cater to Rentschler Field visitors and Pratt & Whitney workers
- Rentschler Field and Pratt & Whitney primarily accessed via Roberts Street – most traffic bypasses Silver Lane altogether
- Limited retail expansion opportunities in Metro Hartford over the next several years, with a projected net absorption (increase in leased square footage) of just 4,000 square feet up to 2021 according to REIS

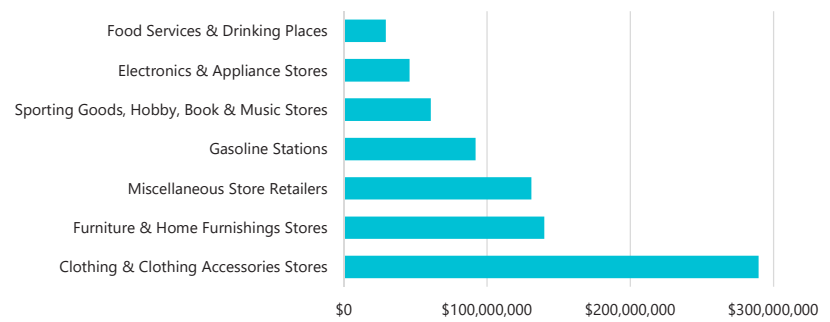
Retail Leakage in the Local Trade Area, by Sector



Source: ESRI Business Analyst

Leakage Sectors in the Local Trade Area

Retail Leakage in the Regional Trade Area, by Sector



Source: ESRI Business Analyst

Leakage Sectors in Regional Trade Area

Locational Characteristics

It is important that commercial viability is also assessed relative to the unique locational characteristics of a site such as traffic volumes, visibility, site access/egress, and proximity to other businesses. The area near Roberts Street has the highest traffic volumes in the corridor, has excellent visibility to Pratt & Whitney and Rentschler Field traffic, and is proximate to the highway ramps. This area lends itself to commercial uses, so long as site access and egress issues can be overcome. Traffic volumes decrease the further east you go in the corridor, declining to about 10,000 vehicles per day at Forbes Street. Low traffic volumes limit the prospects for additional big-box style development in this area. While traffic volumes are low, there is a strong

business mix in this area, including two grocery stores, a pharmacy, and several convenience oriented retailers. The focus in this area should be on maintaining the neighborhood-focus, supporting existing businesses, (particularly anchors, such as grocery stores), and repositioning obsolete land uses.



Traffic volumes decline east of Roberts Street limiting opportunities for large scale retail development



The segment between Mercer Avenue and Roberts Street has moderate traffic volumes



The Roberts Street intersection has the highest traffic volumes in the corridor



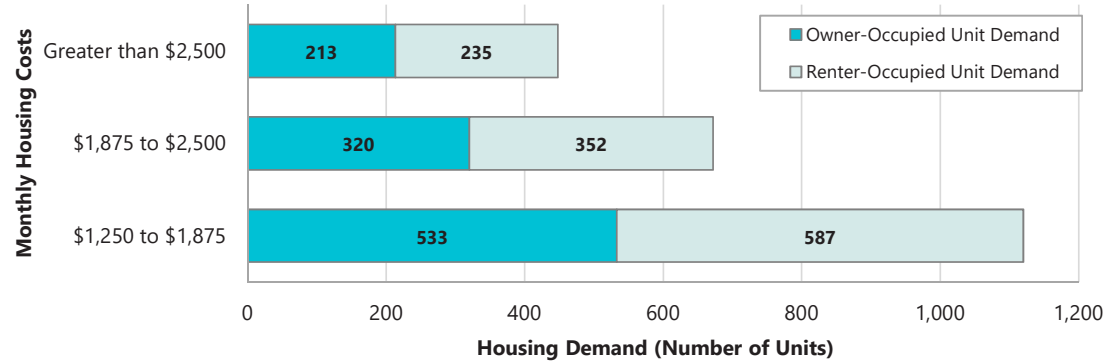
*Average Daily Traffic Volumes on Silver Lane: 2012
Graphic courtesy of TranSystems*

Residential Market

A residential market assessment was conducted to understand opportunities for housing development in the corridor. Assuming East Hartford’s population grows at a similar rate as it has in the recent past, there will be local demand for about 400 new housing units up to 2025. Local demand primarily falls into two categories: higher-income homeowner units and lower-income rental units.

Regionally, there has been significant demand for modern, higher end multi-family housing in recent years. East Hartford’s neighboring communities have built or approved over 2,000 multi-family units since 2014. Job expansion at Pratt & Whitney is expected to produce very strong demand for additional market-rate, higher-end rental and homeownership units. The primary market opportunity in the Silver Lane Corridor is capitalize on this residential demand that largely stems from UTC/ Pratt & Whitney hiring. Diversifying the housing stock in the Silver Lane corridor to capture these prospective residents is one of the highest priority recommendations of this Plan. Bolstering both the size and spending power of the resident population will also increase the viability of neighborhood-oriented commercial development in the corridor.

Estimated Housing Demand for Pratt & Whitney Employment Expansion, by Price Point and Unit Type



Source: MMI calculation based on announced employment growth and assumed salary ranges

Projected residential demand and price points generated from Pratt & Whitney hiring program



Broadleaf Boulevard, a market rate multi-family development recently built in Manchester, CT



The Tannery, a market rate multi-family development recently built in Glastonbury, CT

4



"We just had dinner at a pub on Silver Lane and enjoyed a football game at the Rent!"

Silver Lane Vision 2040

PUBLIC PLANNING PROCESS

Two public workshops and a developers' panel were conducted over the course of the study. The developers' panel enabled the Committee to understand the development and redevelopment hurdles that area residential and commercial developers face, and ask questions specific to the corridor. The panel session underscored opportunities for market-rate residential development, and industrial development, especially in close proximity to the Pratt & Whitney campus. Developers stressed that assembling and packaging a development site of some scale (~60 acres) would create a standout in the marketplace, which in this region generally consist of smaller-scale opportunities.

It was critical that the Silver Lane revitalization plan reflect community sentiment. Two public workshops were held to gather input from area residents, property owners, and the general public. The first public workshop, held in conjunction with the CRCOG Transportation Study, sought community input on the vision and conceptual plans for the corridor.

Feedback received at the first workshop precipitated revisions to the Master Plan and included:

- Scale back potential development on and around the existing Pratt & Whitney ball fields
- Strongly consider traffic concerns in the conceptual layout of the Rentschler Gateway area
- Encourage housing development in the traditional commercial core area
- Plan for a pedestrian-friendly corridor with easy connections to transit and the East Coast Greenway

The second public workshop gauged community response to potential strategies for achieving the community's objectives in the short- and long-term.

The most frequent comments were:

- Improve traffic conditions and safety
- Provide a rich pedestrian environment
- Improve aesthetics
- Work with existing residents and business owners and stimulate private investment



SILVER LANE DESIGN DISTRICT

Intent:

Goals & Strategies:

Map:

5



“Saw Pratt & Whitney and the Air Museum. Shopping was great and we had a wonderful meal at a nice Italian bistro.”

Silver Lane Vision 2040

VISION AND BRANDING

The Silver Lane Advisory Committee discussed and drafted a vision for the corridor based on its understanding of current conditions, physical and environmental constraints, market opportunities, and public sentiment. The vision was revised several times throughout the planning process to incorporate public feedback and additional considerations. The vision sets the course for the future of Silver Lane, and should help to guide decision-making in the short- and long-term. Part of the revitalization relies on reshaping Silver Lane’s identity and character as a vibrant regional destination. To facilitate this endeavor, the Project Team worked with the Advisory Committee to develop a branding platform for the corridor that can provide a jump start for marketing efforts.

Vision Statement

“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.”

Branding

The Town utilized the services of Digital Surgeons to create a branding platform for the corridor. The branding platform included visual elements (logos, graphics, color schemes and fonts) as well as messaging elements that can help the town market the area to prospective developers. The Advisory Committee conducted a series of exercises and three brand pillars were identified that exemplify what Silver Lane should be: *Active, Comfortable, and Connected*. Draft branding styles were developed and refined based on feedback received from the Advisory Committee and the public. The final branding platform includes:

- A logo, font, and color scheme for Silver Lane that pays tribute to the area’s aviation heritage, while conveying a fresh and modern look.
- A corridor tagline that can be used in promotional materials: *“Bringing energy and opportunity back to East Hartford”*
- Recommendations on how to effectively utilize the branding platform, including templates for welcome signs, corridor banners, revitalization signs, and business cards.



Branding elements can be incorporated through signage and marketing materials to help reshape perception of the area. Graphics courtesy of Digital Surgeons.

6



“Sensitive, smart residential uses.”

Silver Lane Vision 2040

OPPORTUNITY SITES

The existing conditions and market analyses identified opportunity sites in the corridor that were best positioned for development or redevelopment. Development feasibility plans were prepared for six selected sites throughout the corridor. Most sites required the assembly of multiple properties. The feasibility plans enabled the Committee and planners to verify the potential for the desired redevelopment concept, as well as better understand the regulatory, infrastructural, or other changes that would need to occur in order to realize the desired development. It should be noted that Silver Lane Plaza was identified as an opportunity site early in the study process. However, this property recently changed ownership, and over the course of the study, the current owner developed plans to improve the property. Because of planned improvements by the current property owner, the Committee chose to focus on other sites that do not have active applications or development proposals. Nevertheless, the improvement of Silver Lane Plaza is an important component of Silver Lane’s revitalization.



Overview of Sites Assessed for Development Feasibility

A. Silver Lane at Mercer Ave. (241, 249-257 Silver Lane)

Existing: Three undeveloped lots, a convenience store, and a restaurant.

Site Attributes and Constraints:

Moderate traffic volumes, located on a signalized intersection, and is proximate to several large apartment complexes. Drainage and sewer easements traverse the property. Mix of commercial and residential zones. Four properties and two owners.

Potential: Two one-story retail buildings totaling 17,250 sq. ft. Buildings are placed around easements on the site. Parking areas as well as a CTfastrak station are located in the rear of the site. Prior to completion of this study, an application was filed for a commercial use on the site.



Existing View of Silver Lane at Mercer Avenue



Conceptual buildout of Silver Lane at Mercer Avenue



Example of small-scale neighborhood oriented retail in Mansfield, CT

B. Silver Lane at Warren Drive (351, 367-369 Silver lane)

Existing: A vacant single-family home and adaptive reuse of residential for commercial office

Site Attributes and Constraints: High traffic volumes and excellent visibility to traffic from Pratt & Whitney and Rentschler Field. Two properties with different owners. Roadway geometry necessitates integrated site development. Mix of commercial and residential zones.

Potential: An integrated site plan concept with four one-story neighborhood-retail buildings totaling 13,750 sq. ft. Buildings front the street and parking is provided on the rear of the site. Access is provided via Warren Drive and a curb-cut on Silver Lane that is aligned with an existing curb-cut across the street.



Existing View of Silver Lane at Warren Drive



Conceptual buildout of Silver Lane at Warren Drive



Example of small-scale neighborhood oriented retail in Hamden, CT

C. Rentschler Gateway West (320, 334, 346, 374, 382 Silver Lane)

Existing: Mix of vacant land, single-family residences, the historic Forbes House, and a Dunkin Donuts

Site Attributes and Constraints: High traffic volumes and excellent visibility to traffic from Pratt & Whitney and Rentschler Field. Nine properties with eight different owners – consolidation will be a challenge. Roadway geometry necessitates integrated site development. Mix of commercial and residential zones.

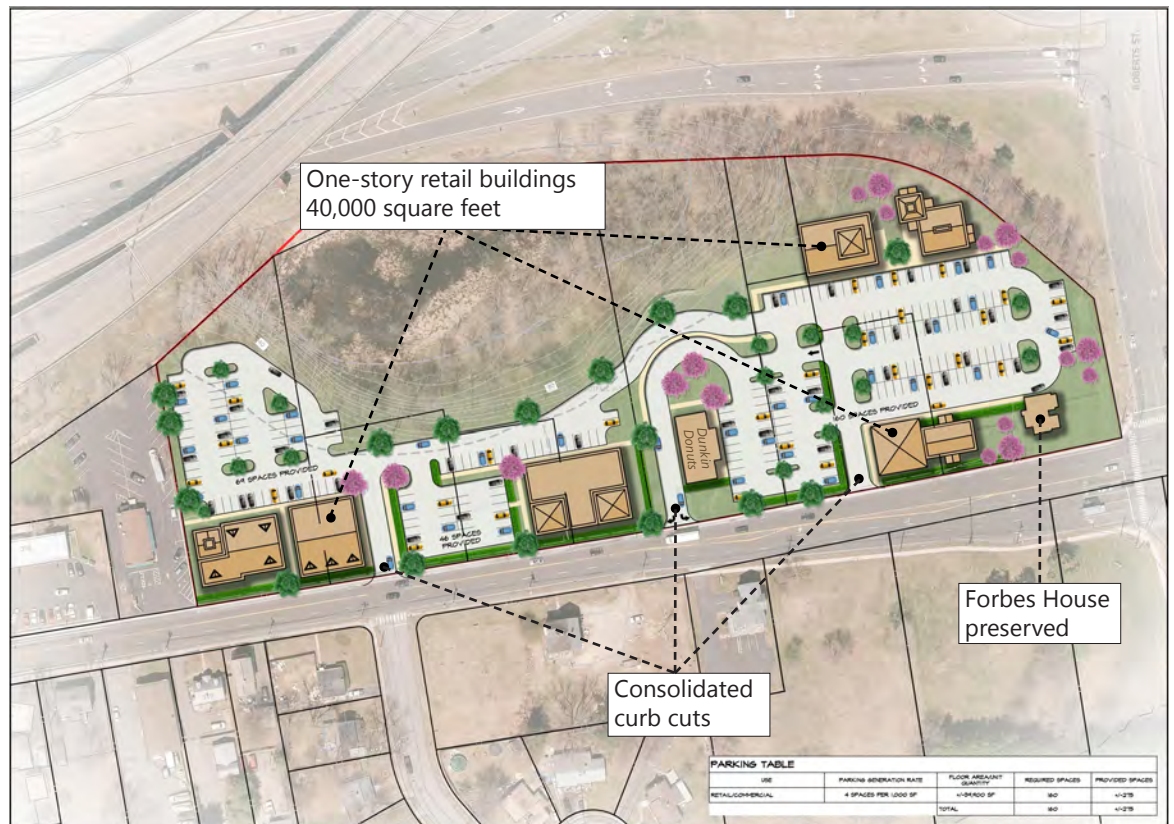
Potential: Mix of new development and reuse (Dunkin Donuts and Samuel Forbes house). The plan shows 8 one-story buildings totaling 40,000 sq. ft. of primarily retail use. The plan shows an integrated site development including shared parking and access. Two main access and egress points are provided. The existing Dunking Donuts exit for the existing drive-thru remains.



Example of neighborhood oriented retail oriented towards the street in West Hartford, CT



Existing View of Rentschler Gateway West



Conceptual buildout of Rentschler Gateway West

D. 825, 825A Silver Lane

Existing: Undeveloped land

Site Attributes and Constraints:

Significant wetlands on the rear portion of the site. Low traffic volumes, but fronts on Silver Lane. Two properties with separate owners. Adjacent to recent commercial developments (Aldi, Dollar General). Commercially zoned.

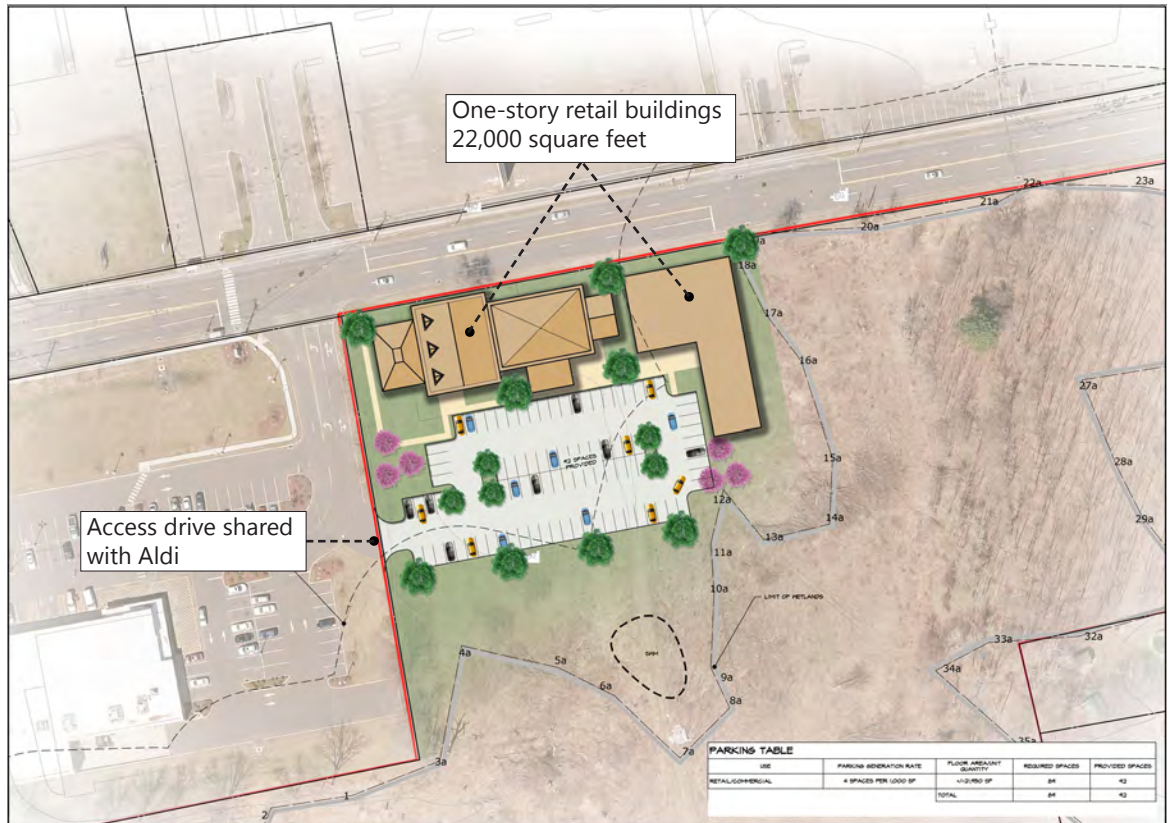
Potential: The plan shows two single-story retail buildings totaling approximately 22,000 sq. ft. Buildings are oriented towards the street with parking behind. Stormwater management systems are provided to the rear of the site, and access is provided via an easement over the current signalized driveway for the adjacent Aldi's.



Existing View of 825, 825A Silver Lane



Example of a similarly-sized commercial development in Hamden, CT.



Conceptual buildout of 825, 825A Silver Lane

E. Showcase Cinemas Site (936 Silver Lane)

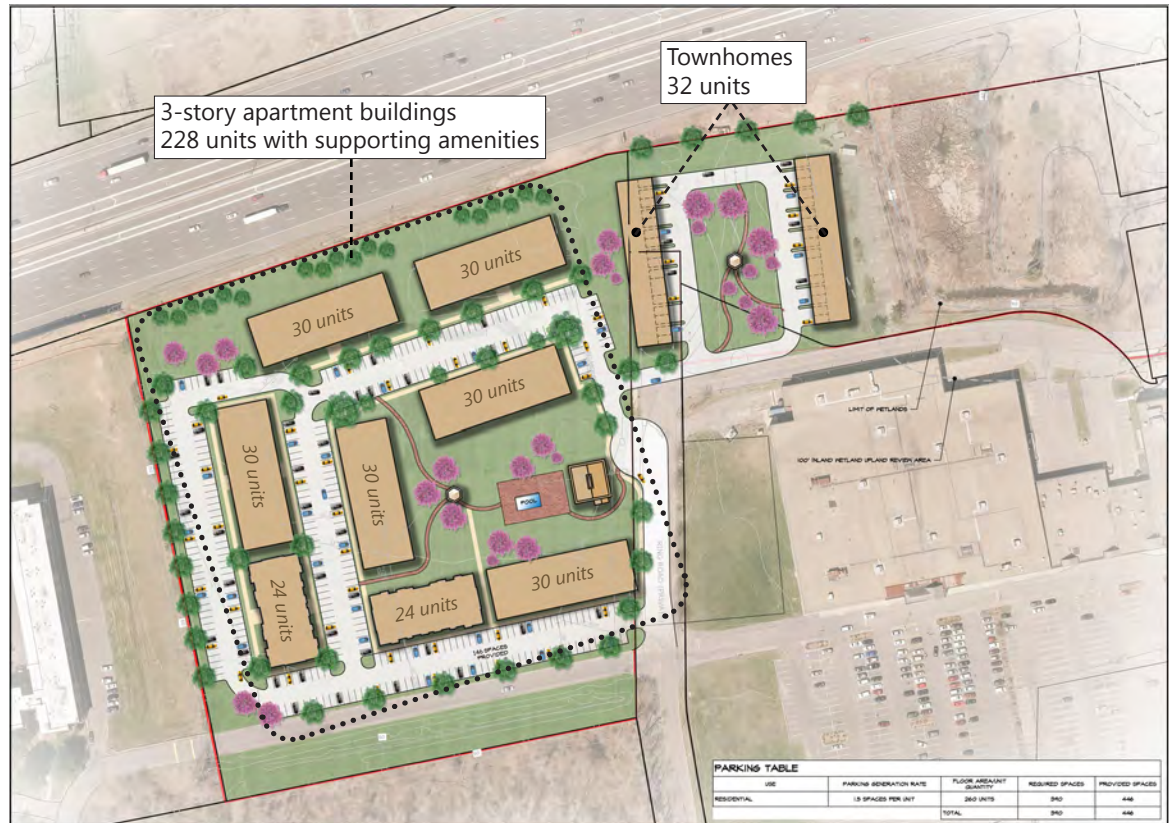
Existing: former movie theater, vacant since 2006

Site Attributes and Constraints: No visibility from Silver Lane, but visible from highway. Three properties under common ownership. Large site. Water easement traverses site. Shares access road with Charter Oak Mall. Only commercial uses permitted. Deed restrictions on some commercial uses.

Potential: The plan shows approximately 260 multi-family residential units in a mixture of apartments and townhomes with associated communal amenities. The plan shown relies on the existing access through the Charter Oak Mall site and places buildings around active easements. Impervious surfaces will be reduced, and stormwater management can be incorporated into the site.



Existing View of Showcase Cinemas Site



Conceptual buildout of Showcase Cinemas Site



Example of multi-family apartment development

SILVER LANE

Knowing that state and local funds are available, the development feasibility exercise also helped the Committee understand the potential development yields associated with each site and prioritize properties for investment. The Committee identified Showcase Cinemas as the top catalyst site. Showcase Cinemas offers the largest developable site under single ownership, and lends

itself to residential development, which can be supported by the market. In addition, because the site has been vacant for over a decade the building is in disrepair and will need to be demolished for any potential reuse. Finally, the current owner is actively looking to sell the property. For all of these reasons, the Showcase Cinema site is a clear short-term priority for the corridor, and with the

investment of state and town resources, could become a catalytic redevelopment project that bolsters opportunities elsewhere in the corridor.

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

Potential Development Yield on Analyzed Sites and Advisory Committee Priorities

7



“Old plazas/houses torn down, sidewalks the entire length of the corridor, at least one upscale restaurant, higher end apartments/ condos, some new small shopping centers, a community park.”

Silver Lane Vision 2040

MASTER PLAN

The Master Planning process consists of three components: developing a future land use vision, establishment of priority goals, and creating a conceptual plan of key opportunity sites. The future land use vision is intended to establish the overall trajectory for the corridor by identifying the “highest and best” uses in different segments and serves as the basis for zoning recommendations. The conceptual plan is a visual representation of the goals and objectives of this report on key opportunity sites. Because of its conceptual nature, future development may not look exactly like what is depicted on the conceptual plan. Rather, it is meant to guide prospective developers, elected officials, and boards and commissions as development proposals are bought forward.

Priority Goals

Improve the Transportation System and Infrastructure

The vision for the corridor requires that all modes, including vehicles, transit, pedestrians and bicyclists, are adequately served through well-designed infrastructure and high quality amenities. Pedestrians are a critical component of

placemaking, and need to feel safe and welcomed throughout the corridor in order to help revitalize the area.

Enhance Visual Appeal of the Corridor

– Urban design - the look, organization and function of the public realm – are integral to an area’s sense of place. Blight removal, pedestrian-friendly site design and layout, quality landscaping, quality architectural design and materials, streetscape treatments all merge to create an identity for the corridor that attracts residents, employers and visitors.

Increase Residential Uses

The corridor has a unique opportunity to capitalize on the growing middle to higher-income workforce already located within the corridor (UTC/ Pratt & Whitney) to develop market-rate residential units. Additional residential units can in turn support additional commercial/ retail development.



Investments in public realm infrastructure such as streetscape improvements can improve the visual character of the corridor and enhance the marketability of adjacent properties

Reposition Obsolete Land Uses

Current development in the corridor reflects several waves of development. Some uses no longer serve the purposes they once did, such as when Silver Lane was a significant regional shopping area. Facilitating the next generation of uses on these underutilized and/or vacant properties through regulatory, policy and infrastructural changes, and/or direct investment will help to launch revitalization of the corridor.

Increase Commercial and Mixed-Use Developments

A vibrant, pedestrian-friendly place consists of a mixture of uses, including employment, retail, entertainment, food and services and residential uses in close proximity to one another to foster constant activity and enliven the public realm. Additional commercial development, especially fronting on Silver Lane will help to serve current and future residents as well as help the Town’s overall economic base.

Improve Livability and Quality of Life

Numerous elements support a livable community: a variety of housing and employment options, high-functioning natural areas, quality recreational amenities, and other assets that promote the well-being of residents. Ensuring that to the greatest extent possible the social, economic and cultural needs of current and future residents of Silver Lane can be met in the corridor will promote a high quality of life.

Future Land Use Vision

The corridor has three distinct segments, based on existing land uses and traffic patterns. They consist of a residential area from Main Street to the Route 15 overpass; the high-traffic, Rentschler Field Gateway area; and, the traditional commercial core area near Forbes Street. The Silver Lane Committee explored several iterations of conceptual redevelopment plans for the entire corridor that build upon and connect these existing segments or nodes. The final plan presented here reflects community and Committee input on the concepts.

Main Street to the Route 15 Overpass

This area is envisioned to remain a residential area, with a mix of single-family and multi-family housing. Through targeted infill, redevelopment, and renovation of existing structures, the visual appeal of this area will be enhanced, and provide an attractive gateway to Silver Lane. This area should have a pedestrian focus, with ample sidewalks and buildings placed close to the street.

Rentschler Gateway Area

The Rentschler Gateway area is envisioned as a lively, commercial node that caters to the surrounding residential

population, Pratt & Whitney workers, and visitors to Rentschler Field. Additional commercial uses here would capitalize on existing traffic through the Roberts/Silver intersection; however, the concept depends on improved traffic flow and access management in the area to be successful. Buildings are small in-scale and fronting the street so as to create a pedestrian-oriented environment. A placemaking park is shown in front of the Rentschler Field stadium in order to facilitate connections through the corridor. The park is intended to capitalize on an under-utilized property that currently contributes to the discontinuity of the corridor. While the state-owned property needs to continue to provide parking for the stadium, the placemaking park would provide amenities for existing and future residents and visitors of the

corridor, and foster better connections through visual appeal and activity.

Traditional Commercial Core

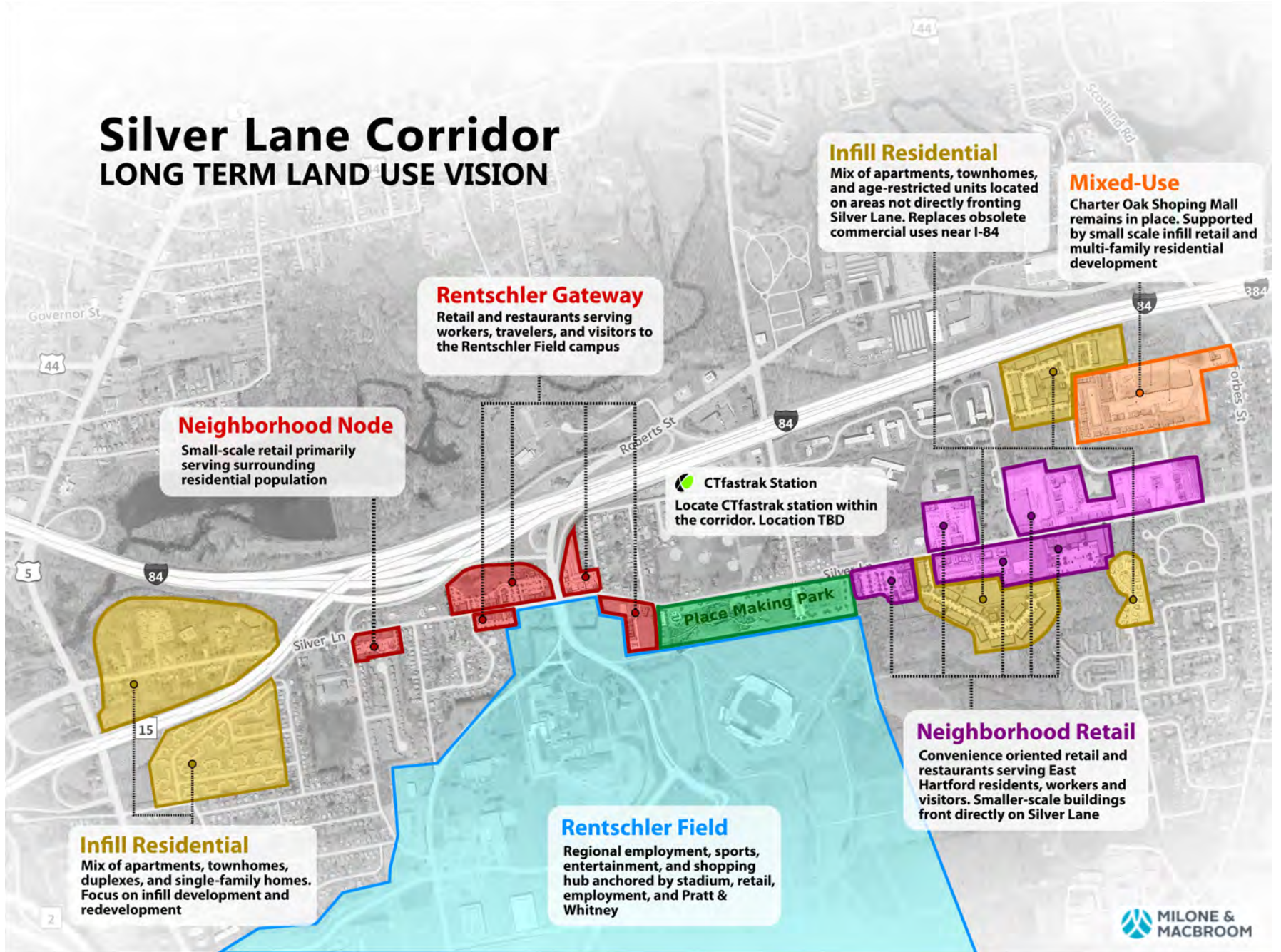
Finally, the concept plan for the traditional commercial core area shows a mixture of uses. Properties fronting Silver Lane focus on neighborhood-oriented retail, while the rear lots are revamped with a greater mix of uses, including significant residential development. The increased residential population provides opportunities for new commercial development. Scattered throughout the area are open spaces. Anticipated connections to the East Coast Greenway, as well as improved CTfastrak service provide amenities that support future



A placemaking park on the south side of Silver Lane would improve aesthetics and better integrate Silver Lane's distinct development areas

Silver Lane Corridor

LONG TERM LAND USE VISION



Future Land Use Plan

Silver Lane Corridor

CONCEPTUAL PLAN OF KEY OPPORTUNITY SITES



Conceptual Plan of opportunity sites

8



“Biking in a safe lane to good restaurants with outdoor seating.”

Silver Lane Vision 2040

RECOMMENDATIONS

The following recommendations aim to realize the goals set forth by the community to achieve its vision for the Silver Lane Corridor. Some recommendations are relatively easy to implement, while others will take an ongoing, concerted effort, and/or the appropriate opportunity to arise. Enhancements to the transportation system will be a crucial component to the revitalization of the Silver Lane Corridor. Transportation recommendations will be included in the forthcoming CRCOG Transportation Study, and thus were omitted from this Plan. The two studies are being conducted in a coordinated and cohesive manner, and thus the forthcoming transportation recommendations will complement and support the Master Plan.

Recommendations fall into one of four categories:

- 1) Rezone the Corridor**
- 2) Invest in the Corridor**
- 3) Strengthen and Support Existing Residents and Businesses**
- 4) Strengthen Partnerships with Existing Employers and Institutions**

Rezone the Corridor

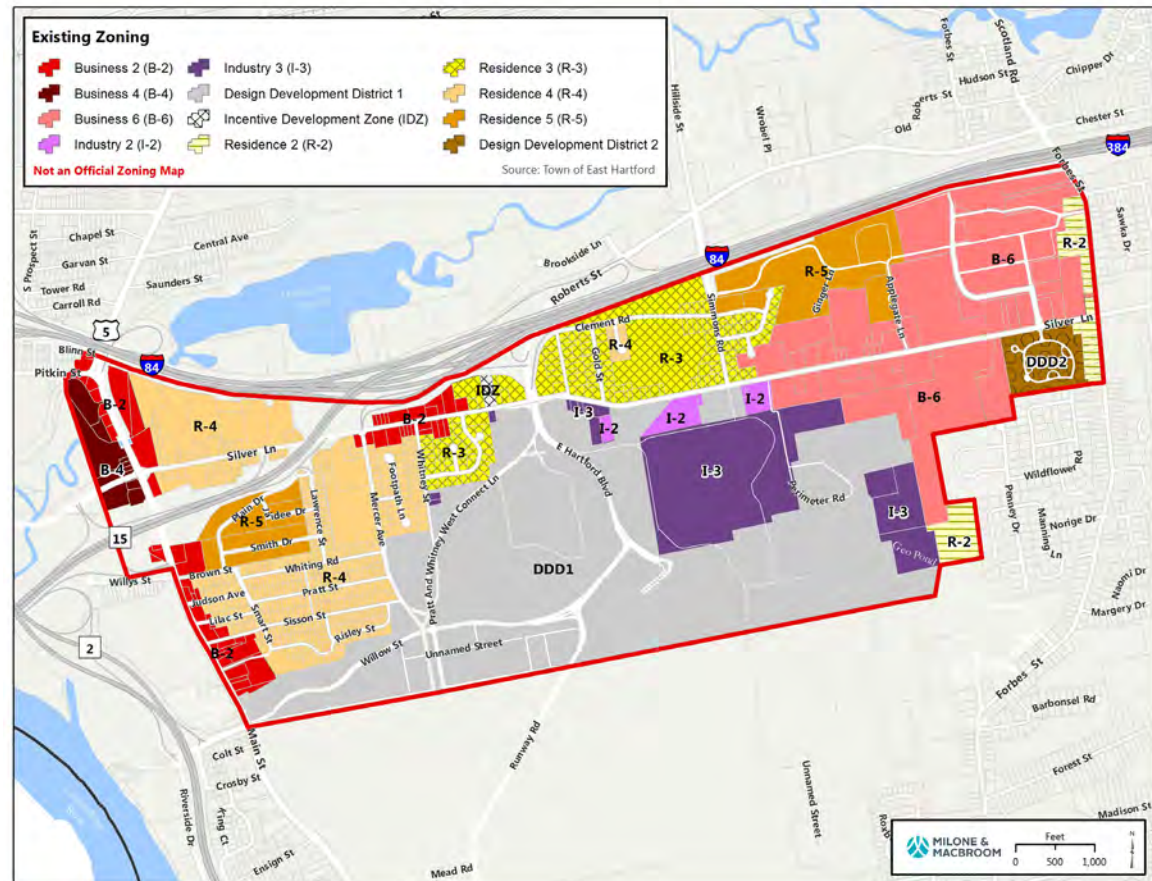
As highlighted in the 2014 Plan of Conservation and Development, current zoning in the corridor does not reflect desired future uses or market realities in many areas. Furthermore, given the Town's goals to enhance visual appeal and create a more livable neighborhood, existing zoning regulations do not adequately address urban design in the corridor. Changes in the zoning regulations are intended to align land uses to the locations where they are most likely to be successful.

A large area of the traditional commercial core on the eastern end of the corridor is zoned B-6, the standards for which encourage automobile-centered design through large front and rear yard setbacks and generally inflexible standards with minimal site design parameters. Remnants of Industrial zoning (I-2 and I-3) remain around Rentschler Field, though current uses are of a more commercial nature. And, the R-4 zoning that covers much of the western end of the corridor does not adequately reflect the diversity of housing types already present in the corridor, nor does it provide design standards and guidance.

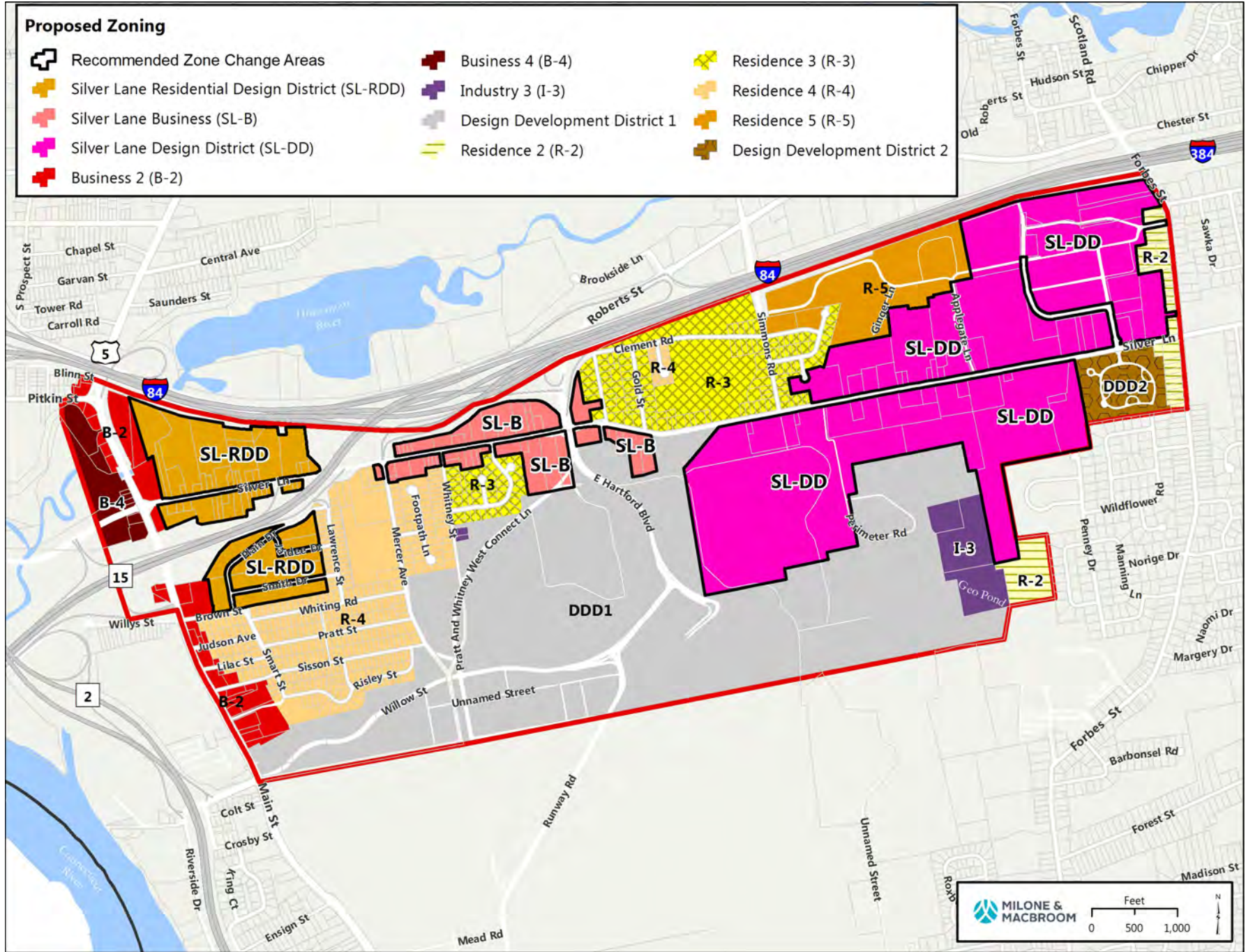
The recommended changes to zoning are broken down by the three main segments of the corridor:

- 1) A Residential Design District is recommended for the western portion of the corridor, roughly between Main Street and the Rt. 15 overpass.
- 2) A Business District unique to Silver Lane is recommended for the Rentschler Gateway area.

- 3) A Mixed-Use Design District is recommended for the eastern portion of the corridor, roughly from the Stadium to Forbes.

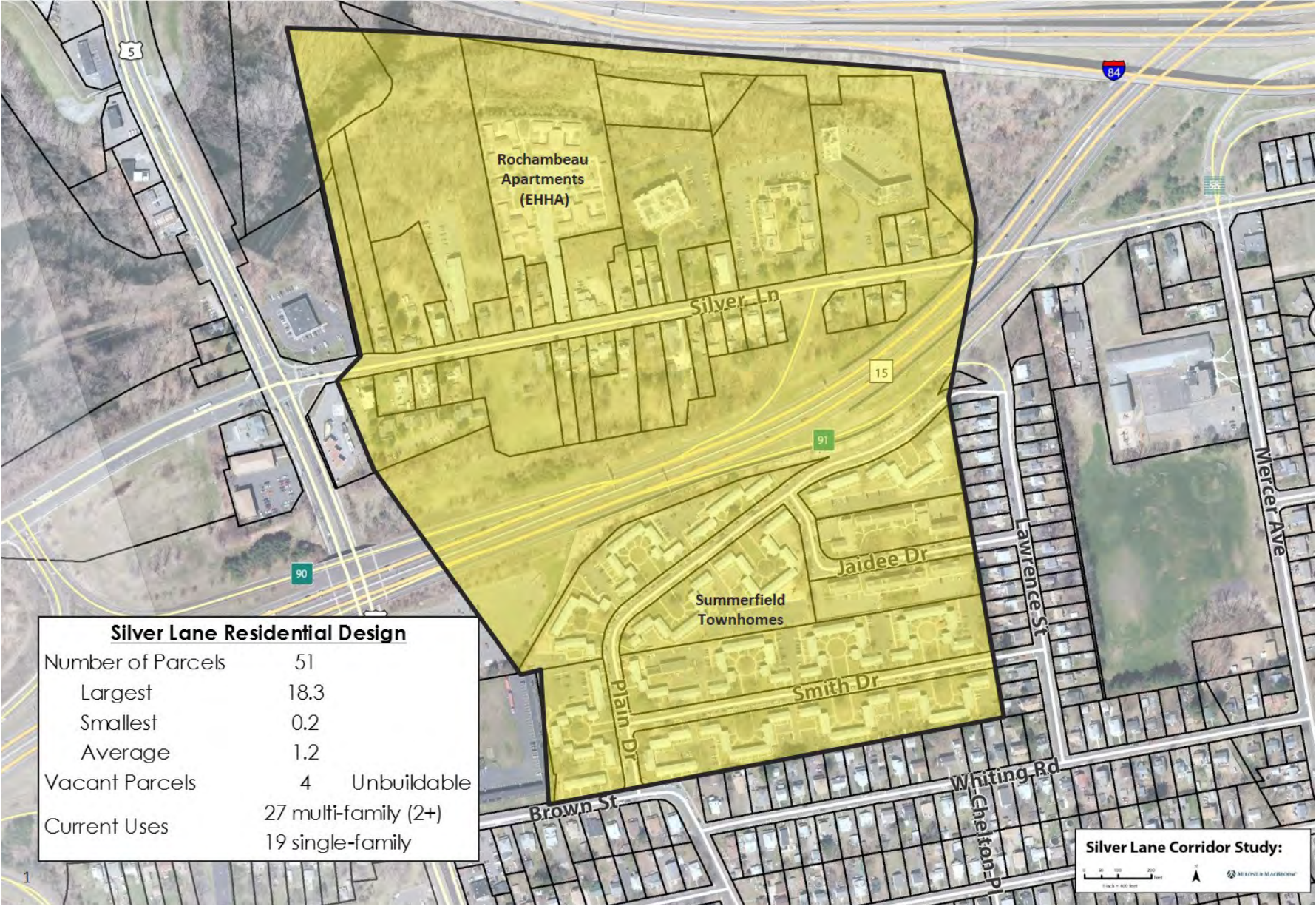


Study Area Current Zoning



Overview of Zoning Recommendations

Silver Lane Residential Design District: SL-RDD



Recommended Residential Design District

Residential Design District

The intent of new zoning in this area is to best prepare the Town to achieve high quality design of any infill development of, and/or redevelopment of properties in the area. A similar mixture of residential uses is envisioned to remain; however, the quality of design and the public realm infrastructure in this segment will improve.

Specific Recommendations for Residential Design Zoning

Permit by right mix of housing types

- Single-family, 2-3 family, multi-family

Increase permitted density

- Max density for multi-family units 17 units/ acre (currently allowed in R-5) on minimum of 1 acre or more to encourage property assembly for such developments
- Maintain similar density and bulk lot requirements as in current R4 for single-, two- and three- family units

Establish basic design standards

- Front yard setbacks of no greater than 10 feet
- Prohibit parking areas from front yards
- On lots greater than 2 acres with less than 75 feet of street frontage on Silver Lane, require a landscaping buffer along the driveway

- For multi-family developments, require a certain amount of private open space per unit – consider exempting East Hartford Housing Authority from this provision
- Encourage quality architecture – new residential structures or additions should strive to be well crafted in their own style and detail. A consistent architectural design should be considered in choosing materials, finishes, decorative details, color and accent features.

Increase pedestrian friendly/ transit oriented design

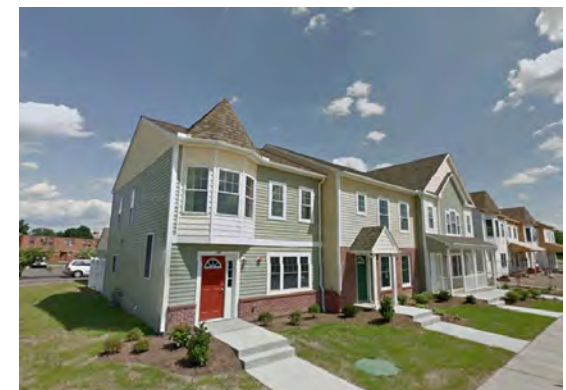
- Consider offering parking reductions for car and/or bike share spaces on site
- Consider offering impervious coverage bonuses for the provision of streetscape amenities such as benches, bus shelters, etc. at the discretion of the commission



Existing 10 ft Front Yard Setback

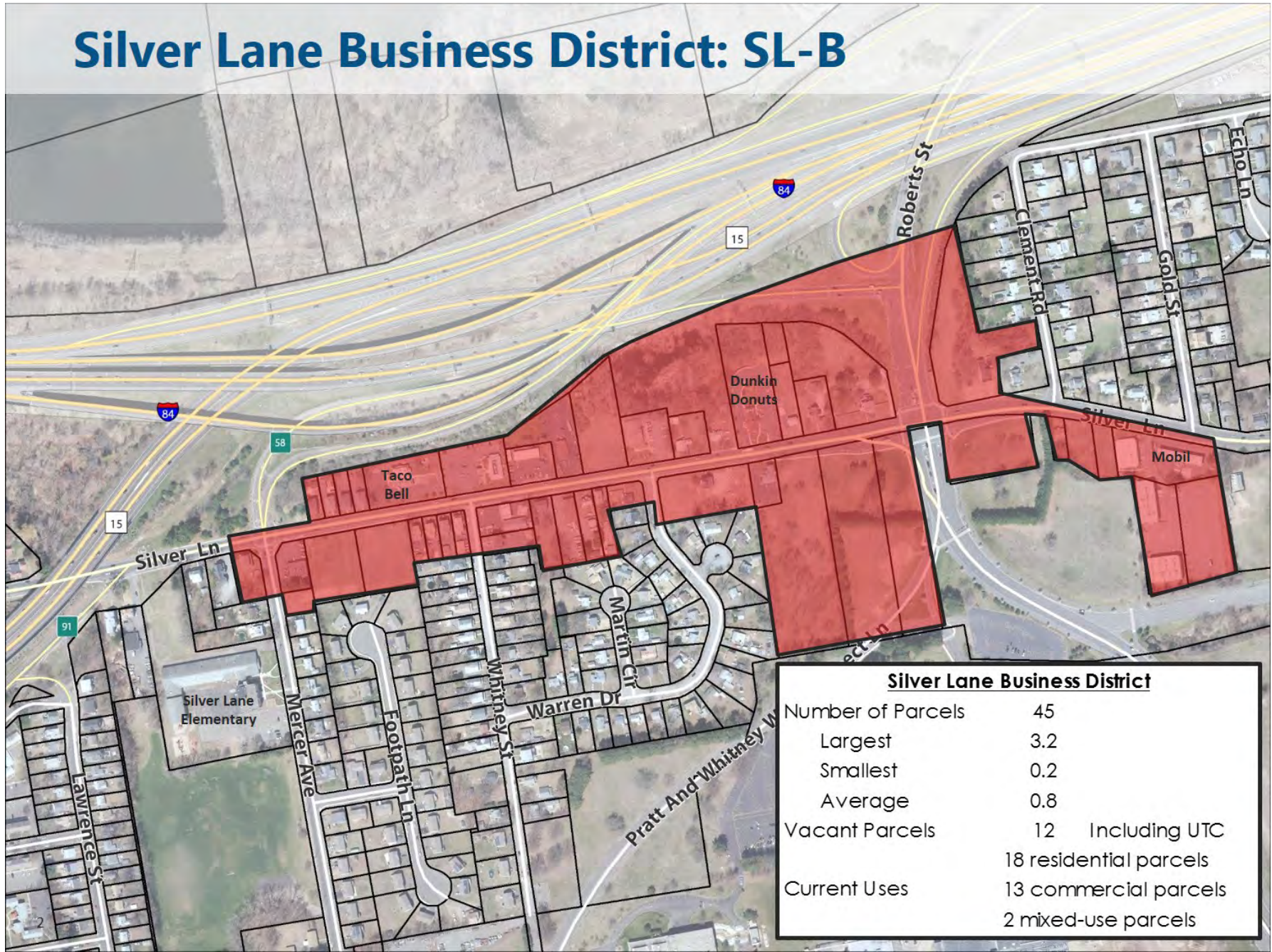


Require landscaping along long access driveways



Continue to maintain existing mix of housing types while discouraging parking in the front yard

Silver Lane Business District: SL-B



Recommended Silver Lane Business District

Silver Lane Business District

The intent of new zoning in this area is to promote and expand commercial development, while creating a walkable, livable environment. The scale of commercial development is anticipated to be in keeping with the scale of what is currently located in this area. The keys to success for this district revolve around improving urban design and access management.

Specific Recommendations for Silver Lane Business Zoning

No longer permit residential uses

- Existing residential parcels become nonconforming

Incorporate access management

- Require connections and easements across properties
- Require adjacent parking lots to share street access to reduce curb cuts
- Where easements cannot be obtained, require financial contribution to curb cut consolidation fund

Encourage integrated site development of contiguous properties through incentives

- Consider offering bonus building or impervious coverage for consolidated site plans that incorporate multiple parcels that may not be under common ownership
- Permit a reduction in parking requirements for integrated site plans

Enable parking reductions

- Establish zoning incentives such as parking reductions, for car- and bike-share spaces

Establish pedestrian friendly design standards

- Establish standards on building orientation, massing and height that encourage good design - reduce current B-2 height, require buildings to be oriented and fronting on street/sidewalk; signage orienting towards sidewalks, etc.
- Require street trees and/or landscaping in front yards and parking lots
- Incorporate low impact development requirements
- Consider parking maximums
- Require pedestrian connections from buildings to sidewalk network
- Provide incentives for sidewalk amenities such as benches, trash receptacles, bike racks, bus shelters – parking reductions may be an appropriate reduction
- Establish basic architectural guidelines to require pedestrian friendly scale and design that includes ground floor windows for transparency, façade modulation, low-reflecting and subtle building colors, etc.
- Consider establishing incentives for attractive and durable building design, which would need to be clearly defined with a list of preferred materials, desired roof styles and offsets, etc. Appropriate incentives may include bonus coverage



Street trees and high quality landscaping in a front yard



Pedestrian connection between the sidewalk and front entrance of a commercial building



Consider zoning incentives for developers who utilize attractive and durable building design

**Case Study A:
Consolidated Site Planning
South Windsor Zoning
Regulations
Buckland Road Gateway
Development Zone**

4.2.7 Consolidated Parcels

A. Purpose

In the interest of promoting development continuity, the consolidation of contiguous parcels is encouraged. 'Consolidation' is defined here as the integration of 2 or more individually owned parcels into a single Consolidated Parcel for the purposes of creating a shared-use arrangement of selected site components, e.g. common points of access/egress, drive passage, parking, loading/unloading, building coverage and yards.

B. Procedure

- 1. A consolidated parcel shall be developed with an integrated plan of buildings, parking, loading and unloading, and open space.*
- 2. The owner of each lot shall give to the owner of each lot in the consolidated parcel by deed, easement, or agreement filed in the Office of the Town Clerk, the right of entrance, exit, passage, parking, and loading.*

C. Access

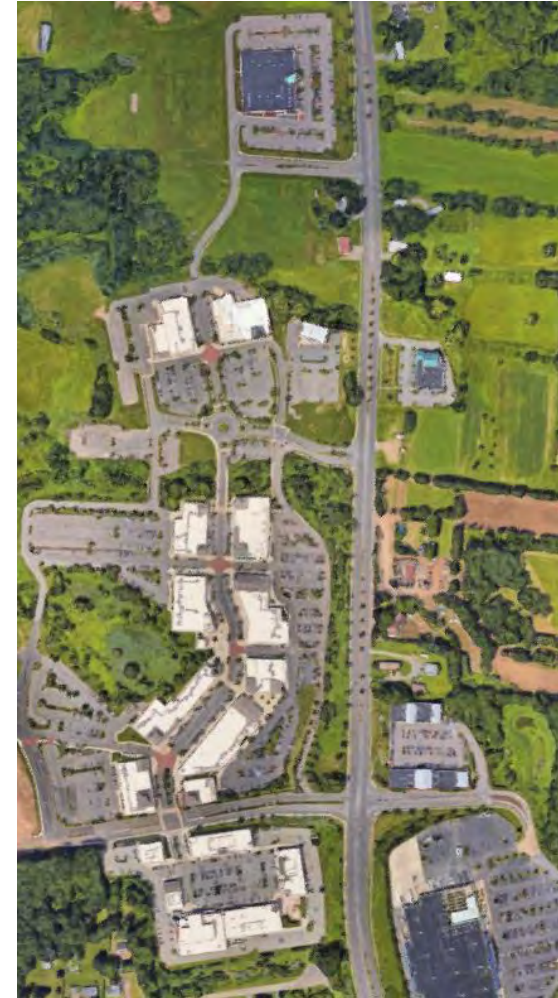
The Commission may require or limit the number of access/egress drives and/or direct the placement of same within a Consolidated Parcel such that only 1 or more of several individually or commonly owned "sub-parcels" within the Consolidated Parcel would have a point of access/egress. Such restriction would be in accordance with current access management policies and plans.

D. Yards

Side or rear yards may be ignored along common boundaries of consolidated lots.

E. Impervious Coverage Bonus

A 5% impervious coverage bonus may be granted for the consolidation of 2 or more lots that are nonconforming to the minimum lot size requirement into 1 larger lot. When a non-conforming lot is combined with a conforming lot, an additional 5% of the area of the non-conforming lot can be added to the total impervious surface allowed.



South Windsor's Buckland Road Gateway zoning regulations have successfully promoted parcel and driveway consolidation, and connectivity between adjacent developments

Case Study B: Access Management; Consolidated Site Planning from Southington's West Street Business Zone (WSB) Regulations (4.05)

The purpose of the West Street Business Zone is to foster high-quality development of businesses and sites, with careful attention to appearance of buildings and their surroundings. Within the zone, it is important to promote and sustain the economic viability of the area by introducing a multi-family residential component. The establishment of a mixed-use land use pattern will accomplish the cohesive goals of the zone. Access Management will be an integral part of site planning, with access drives and limited curb cuts to facilitate traffic flow and safety.

4-05.1 General Concepts

A. Careful site planning is an essential element of the West Street Business Zone. It is the express intent of these regulations to garner projects that do not result in a commercial strip mall center. All developments should take into consideration the functionality and importance of pedestrian friendly amenities while concentrating on incorporating a New England Village aesthetic into a responsible, sustainable development.

B. Within this zone, smaller sites are encouraged to combine with conforming sites in order to provide larger cohesive

developments. As an incentive to promote the combining of properties, a 10% impervious coverage bonus shall be granted for nonconforming lot consolidation.

C. Access Management will be required on all sites to reduce the number of driveway cuts onto West Street, thereby limiting traffic congestion that typically follows increases in commercial activity. Access management techniques will include shared driveways, interior service drives, and cross easements for adjacent parcels.

D. Historical and/or natural features exist in this zone. The Planning and Zoning Commission shall have at their discretion the right to require an applicant to protect and promote such features during the Site Plan review process.

4-05.2 Pre-Application Discussion

Applicants are encouraged to participate in a pre-application meeting with town staff to discuss the conceptual design and attributes of a proposed development. West Street is a State Highway. Applicants are also encouraged to engage the State Department of Transportation and/or the Office of the State Transportation Administration in the early stages of the development process.

4-05.4 Consolidated Parcels

A. Purpose

In the interest of promoting continuity, the consolidation or assemblage of contiguous parcels is encouraged.

"Consolidation" is defined here as the integration of 2 or more individually owned parcels into a single Consolidated Parcel for the purpose of creating a shared-use arrangement of selected site components, e.g., common points of access/egress, drive passage, parking, loading/unloading, building coverage and yards.

B. Procedure

1. A consolidated parcel shall be developed with an integrated plan of buildings, parking, loading/unloading, and open space.

2. The owner of each lot shall give to the owner of each lot in the consolidated parcel by deed, easement, or agreement filed in the Office of the Town Clerk, the right of entrance, exit, passage, parking, and loading/unloading.

C. Access

The Commission may require or limit the number of access/egress drives and/or direct the placement of same within a Consolidated Parcel such that only 1 or more of several individually or commonly owned "sub-parcels" within the Consolidated Parcel would have a point of access/egress. Such restriction would be in accordance with Access Management requirements in Section 4-05.8A. Once a primary use is established under

Case Study B: Continued

these new regulations, each additional parcel that is developed within 400 ft. shall utilize the prior approved parcel's access and close their curb cut at their expense if the site plan illustrates that an interconnection can be made between each new use. If no feasible access is available, the Commission shall determine the location of the curb-cut on West Street.

On the West side of West Street, internal access roads must split the business uses from the mixed business/residential uses. Such internal access roads shall parallel to West Street unless specifically approved by the Commission.

On the East side of West Street, lots fronting on West Street shall provide a 50' wide roadway easement 350' from West Street, the full width of the lot parallel to West Street. The easement shall provide interconnectivity between adjacent parcels. The purpose of this requirement is to provide for a planned access road with connectivity to West Queen Street or other planned access roads that are perpendicular to West Street.

D. Impervious Coverage Bonus

A 10% lot coverage bonus may be granted for the consolidation of 2 or more lots that are non-conforming to the minimum lot size requirement into one conforming lot. When a non-conforming lot is combined with a conforming lot, the same 10% bonus shall apply.

...

4-05.8 Access and Parking

A. Access Management

The implementation of Access Management should focus on the following:

1. Limiting the number of driveways
2. Choosing driveway locations that reduce conflicts
3. Design driveways to reduce conflicts
4. Encourage shared access between lots
5. Consolidate access for contiguous lots
6. Frontage roads
7. Provision of parking structures that incorporate commercial and/or residential uses on visible faces of the structure

B. Parking Regulations/Requirements:

Parking within the WSB Zone shall adhere to Section 12 of the Zoning Regulations with the following exceptions:

1. Retail stores and service establishments shall provide 1 parking space per 250 square feet of net floor area. In no case shall more than 110% of the minimum allowable parking be constructed unless constructed as permeable paving and specifically approved by the Commission.
2. For residential uses parking shall be provided at a minimum rate of 1.75 spaces per multi-family residential unit and may be designated in open lot parking or garages. Unenclosed parking of recreational vehicles is prohibited.

3. Parking spaces may be provided in a lot or within shared, or private garages.

4. Residential parking spaces must be segregated from commercial parking spaces.

C. Location of Parking Fields

No more than one-quarter (25%) of the parking should be located between new buildings and West Street. No required front yard setbacks shall be used for parking or circulation (except for entrance drives to the site). The view of parking areas from West Street shall be minimized through the use of perimeter landscaping and berms in addition to any other requirements for parking in this regulation. Paver cells with vegetated cores are encouraged within the front parking areas to soften the landscape; if at least 25% of the required parking on site is paver cell, a 15% reduction of the total parking may be granted.

D. Landscape Requirements in Parking Areas

Parking lots located between a building and West Street shall provide at least 15% landscaped area. The landscaping should include islands between parking bays, planted peninsulas at the ends of bays, and planted areas along the perimeter of parking areas (at least 8' in width). In addition, all front parking areas shall be landscaped around the perimeter a minimum of 25' in depth and shall utilize low berms along front yards to minimize the view of parked cars. Other landscaping elements such as decorative

Case Study B: Continued

fencing, stone walls, attractive walkways and pedestrian spaces are highly encouraged. To the extent feasible, landscape features within parking areas shall be incorporated into a low impact development stormwater management plan. A Landscape Plan reflecting the above practices shall be submitted as part of the Site Plan.

E. Parking Layout

Parking areas may be divided into individual bays (a bay being an aisle with a row of parking spaces on each side of the aisle). Each bay must be separated from other bays by a landscaped island at least 8' in width the entire length of the bay.

Terminal islands shall separate the bays from any driveways or access ways. See Diagram 1. Parking areas may also be divided into individual areas connecting across bays. Such areas are to be divided by landscaped islands at least 16' wide at every row of parking spaces. Such landscaped islands should occur every 10 parking spaces. See Diagram 2.

All parking lots should strive to incorporate LID components such as bio-swales and rain gardens to infiltrate surface water. The applicant is encouraged to provide interconnection between such features to maximize efficiency. (see Section 4-05.12).

4-05.9 Pedestrian Circulation

Sidewalks are required along West Street frontage. All sidewalks shall be constructed to Town of Southington standards. Sidewalks shall connect from West Street to the parking fields, preferably parallel to the access drive. Safe and Convenient pedestrian access shall be provided throughout the site, incorporating paths and painted crossings to maximize pedestrian safety within parking and pedestrian areas.

Pedestrian and bicycle accommodations are required to interconnect to existing or future walkways on abutting properties or development areas and to link to the street/drives walks with existing or future multi-modal trail system.

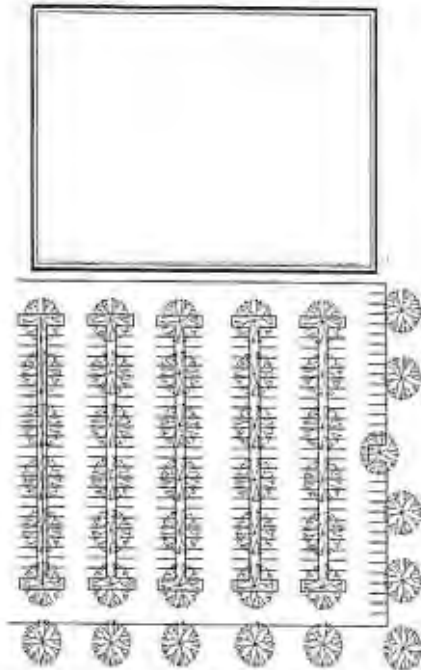
4-05.12 Utilities

A. All utilities shall be underground.

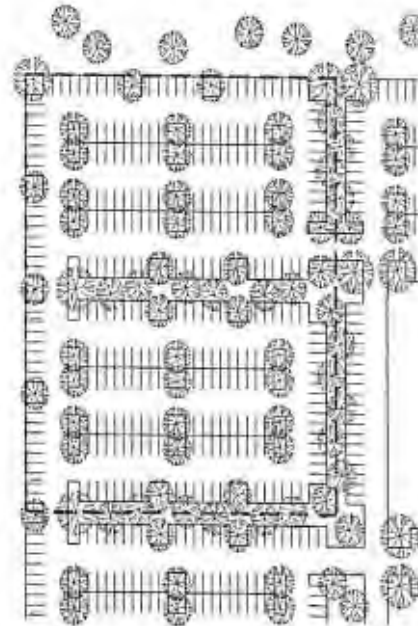
B. Sidewalks shall be required to appropriately interconnect the proposed development with other uses on the site or adjacent sites and also deemed necessary by the Commission within the limits of the development.

C. Unless specifically noted by the applicant at the time of Site Plan application and specifically approved by the Commission, all roads and utilities within the development area shall be owned and maintained by the owner(s) of the development, an association or other entity formed to carry out maintenance, but not the Town of Southington.

Parking Area Sample Layout- Diagram 1

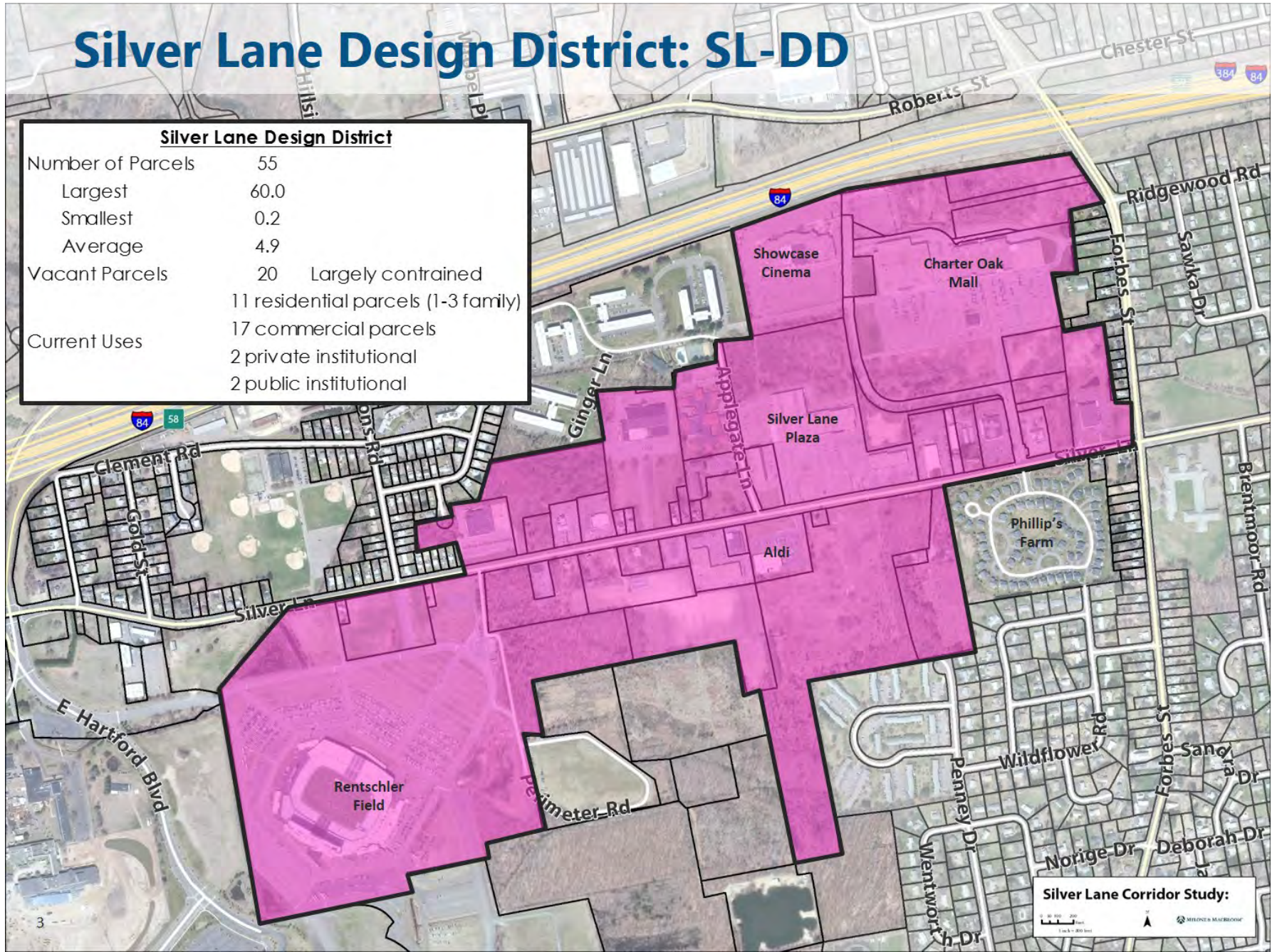


Parking Area Sample Layout- Diagram 2



Silver Lane Design District: SL-DD

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



Recommended Silver Lane Design District

Silver Lane Design District

The intent of this district is to enable mixed-use, pedestrian-centered development and design that creates a node of activity in the eastern end of the corridor. As this area has the largest parcels and multiple sites that are ripe for redevelopment in the near future, it offers the greatest opportunity for projects of some scale. Given challenges in the market, flexibility in uses is critical - from residential to retail and from commercial office to light manufacturing or research. Similar to the Business District, basic design standards should be incorporated with incentives to exceed basic standards to encourage quality design.

Specific Recommendations for Silver Lane Design District Zoning

Enable wide variety of uses

- Multi-family residential, age-restricted, light manufacturing, commercial, retail, mixed-use buildings or sites, public parks
- Streamlined approval process that requires pre-application meeting, uses third-party review as necessary and relies on site plan approval without public hearing to the greatest extent

Consider flexibility in density

- Provide impervious, height, yard standards and require demonstration of sufficient parking



Connections to the Charter Oak Greenway should be encouraged for adjacent properties



High quality landscaping and design standards should be established to ensure cohesive and attractive development



Enable a range of uses, including multi-family residential

- Limit density to reasonable capacity of the site and existing infrastructure, as well as compliance with coverage, lot and height requirements

Enable shared parking

- For mixed-use sites, and for adjacent sites or sites within a reasonable distance
- Enable parking reductions for car- and bike-share spaces

Establish pedestrian friendly design standards

- Establish standards on building orientation, massing and height that encourage good design - buildings oriented and fronting on street/sidewalk; signage orienting towards sidewalks, etc.
- Permit greater building height on rear lots, especially along the interstate
- Require street trees and/or landscaping in front yards, parking lots and driveways of certain length
- Incorporate low impact development requirements
- Consider parking maximums
- Require pedestrian connections from buildings to public sidewalk network
- Require pedestrian connection to the Charter Oak Greenway when site is within a certain distance of the trail
- Provide incentives for sidewalk amenities such as benches, trash receptacles, bike racks, bus shelters – parking reductions may be an appropriate reduction

- Consider requiring site design standards to be met, as feasible, with any substantial addition to existing buildings/ sites
- Establish basic architectural guidelines to require pedestrian friendly scale and design that includes ground floor windows for transparency, façade modulation, low-reflecting and subtle building colors, etc.
- Consider establishing incentives for attractive and durable building design, which would need to be clearly defined with a list of preferred materials, desired roof styles and offsets, etc. Appropriate incentives may include bonus coverage

Encourage integrated site development of contiguous properties through incentives

- Consider offering bonus building or impervious coverage for consolidated site plans that incorporate multiple parcels that may not be under common ownership
- Permit a reduction in parking requirements for integrated site plans

Invest in the Corridor

In order to prompt revitalization, the Town must commit to investing not only in a catalytic redevelopment project, but also in existing residents, businesses and infrastructure. The following recommendations require direct investment of dollars, or deferment of revenues, and therefore, may be more challenging to implement.

Town assistance in catalytic redevelopment site

- Conduct due diligence on potential Showcase Cinemas acquisition
- Acquire property using Urban Act Grant funding or town bond funds
- Conduct hazardous materials abatement and site remediation as necessary using environmental remediation grants to the extent feasible
- Demolish existing building and perform pre-development site work to achieve redevelopment-ready site
- Determine financing gaps for desired residential or mixed-use project type in order to better negotiate public-private partnership
- Solicit a private development partner
 - Develop a brochure and other marketing materials to distribute to prospective developers
 - Conduct tours
 - Developer solicitation – consider a two-step process as Meriden did with its TOD developments
 - Negotiate tax abatements to ensure viable project

Assist in redevelopment/rehabilitation of existing housing

- Target housing rehabilitation funds to the corridor, as applicable – the Town uses CDBG funding to assist in housing rehabilitation projects. Through annual action plans and the Consolidated Planning process, consider targeting the corridor for use of some of these funds.

- Blight enforcement
- Consider tax abatements for redevelopment of existing multi-family properties
- Seek to form a public-private partnership to renovate Housing Authority property

Assist in access management, streetscape and visual appeal improvements

- Consider establishing revolving loan fund to issue low-interest loans to existing and/or new businesses to facilitate property assembly, building, facade and/or site improvements, especially to implement curb cut consolidations in the recommended Silver Lane Business District
- Invest in gateway improvements such as signage, banners, plantings, and lighting, particularly in gateway areas near the highway interchanges

Make investments in infrastructure

- Make structural repairs to the Hockanum Diversion Structure
- Work with the state to ensure ongoing maintenance of stormwater infrastructure on Silver Lane, including catch basin cleaning, and jetting and vacuuming of stormwater lines.
- Work with utility providers to extend gigabit-speed internet throughout the corridor
- Implement the recommendations from the CRCOG Transportation Study

Case Study C: Developer’s RFP Process, City of Meriden

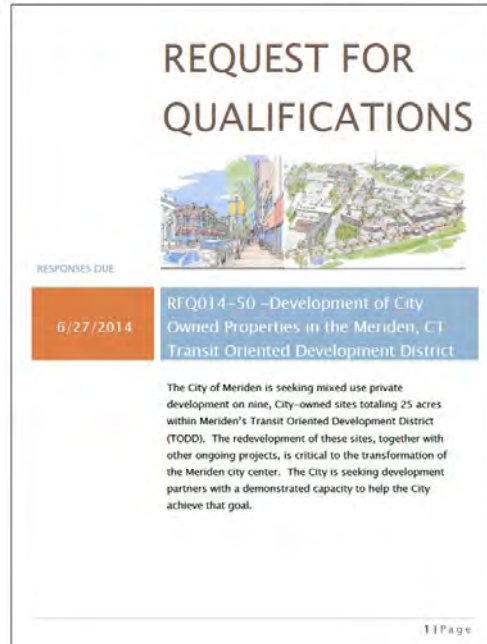
The City of Meriden conducted a two-step, RFQ then RFP process to forge partnerships with multiple developers for the redevelopment of multiple parcels in the City’s TOD area. The process garnered significant developer interest, and yielded multiple projects that are currently under construction.

The City had 36 acres on several parcels to put out to developers, and had conducted a detailed market analysis to determine the most appropriate type of development on the properties that aligned with the City’s objectives.

Consultants, the State and other contacts helped to develop a list of about 50 developers to directly send the initial RFQ. The City held a workshop and tour of the sites for interested organizations and marketed the opportunities. The RFQ submissions provided enough information for the City to determine the financial capacity of the developers and their experience in similar locations/ markets.

A limited number of qualified developers were then invited to submit concepts for individual sites through an RFP process. Not all preferred developers submitted on all available sites. The two-step process enabled the developers to avoid making significant investments in their proposals until having passed the initial vetting round.

The City then designated a preferred developer for each site, generally granting 180 days to negotiate terms on agreements. Some of the preferred developer designations were extended; however, they have moved forward.



Meriden Commons 1 – One of the multiple projects achieved through the City’s two-step developer’s RFP process in its Downtown

Strengthen and Support Existing Residents and Businesses

Implement Working Cities Challenge Grant

- Continue to work in collaboration with East Hartford Public Schools, and a variety of other public and private partners to build human capital and improve educational and employment outcomes for families in the Silver Lane neighborhood

Strengthen relationships with and among existing businesses in the Corridor

- Establish a regular visitation program by Town Staff to collaborate on potential expansion and/or upgrades, latest developments in implementation of this Plan and other concerns
- Facilitate a semi-annual networking event for Silver Lane businesses
- Work with CCAT to continually evaluate businesses graduating from incubator space in need of facilities and their potential fit in Silver Lane

Collaborate with State partners for physical improvements

- Advocate for a CTfastrak station in the corridor not only to serve existing residents, but also to serve an expanding workforce on the UTC campus and potential future residents
- Collaborate with the State and CRDA to implement Placemaking Park concept on State-owned Rentschler Field parking property. Not only would the park activate a highly visible under-utilized property in the corridor, but such an amenity would provide health and social benefits for existing and future residents of all ages. Incorporate opportunities for local artists and/or an art installation from Silver Lane Elementary School to strengthen neighborhood stewardship.
- Plan for and establish pedestrian connections from existing neighborhoods to East Coast Greenway

Strengthen Partnerships with Existing Employers and Institutions

- Explore employer-assisted housing program for new residential development
- Coordinate planning for future development of UTC's campus, as well as Goodwin College's expansion efforts to ensure appropriate linkages with the Silver Lane Study Area and to realize synergies in land uses and urban design.

Case Study D: Employee Housing

Cleveland, OH University Circle Housing Incentive

The Cleveland Foundation, with financial support from several philanthropic organizations and institutional partners, initiated the Greater Circle Living program in 2008 to increase socio-economic diversity in the residential neighborhoods immediately surrounding the cluster of institutional uses collectively known as University Circle.

These neighborhoods had suffered from years of disinvestment and were generally not perceived by employees of institutions in the neighborhood as desirable places to live. The program aims to attract employees to live in the area, thereby increasing income diversity, improve existing and future housing stock offerings, and offer a single program to serve all institutional anchors in the neighborhood. As of 2013, the Foundation had raised \$1.5 million from philanthropic partners and \$2.5 million from institutional partners to fund the initiative.

Close to 70 local arts, education, medical, religious and other institutions participate, offering some form of housing incentives to employees. Incentives offered range from a forgivable loan of up to \$20,000 for employees of certain institutions; a

supplemental working family loan for income-qualified family households; up to \$8,000 in matching funds for exterior renovations to ownership units; and one month's rent (up to \$1400) for employees signing a one-year lease.



From Cleveland's Greater University Circle Initiative: Building a 21st Century City through the Power of Anchor Institution Collaboration, Cleveland Foundation, 2013.

Further Information:

<http://www.universitycircle.org/live/incentives-for-home-buyers>

<http://community-wealth.org/sites/clone.community-wealth.org/files/downloads/Cleveland's%20Greater%20University%20Circle%20Anchor%20Initiative.%20Case%20Study.pdf>

http://fairfaxrenaissance.org/gcl/gclOptions/gcl_option3.html

9



APPENDICES

Full presentations of the Existing Conditions and Market Assessments are appended for reference.

Appendix A: Market Assessment

Originally Presented in May, 2017



Agenda

- Market Areas
- Retail Market Assessment
- Housing Market Assessment
- Conclusions

Market Areas

Different geographic areas were used to assess local and regional retail and housing markets

Market Type	Local	Regional
 Retail Trade Areas	5-Minute Drive Time <i>Neighborhoods immediately surrounding Silver Lane. Reflects the short distances that residents or workers are willing to travel for their day-to-day shopping needs.</i>	30-Minute Drive Time <i>Central and Eastern Hartford County and parts of Tolland, Middlesex, and New Haven Counties. Aligns with the core market area for the Outlet Shoppes at Rentschler Field.</i>
 Housing Market Areas	Town of East Hartford <i>Opportunities to capture natural population and household growth within the Town of East Hartford</i>	Hartford County <i>Opportunities to capture people who commute to jobs in East Hartford - 60% of workforce lives within Hartford County</i>

Business Inventory

Existing Business Mix

- Business inventory conducted in January through field survey - inventoried commercial units, number of occupied units, and square footages
- 84 businesses and 25 vacant commercial units identified for a total of 864,000 square feet of commercial use
- Total commercial vacancy rate is 24.7%
- Occupied commercial space composition:
 - 72% is retail and service
 - 19% is leisure, hospitality, food service
 - 7% in professional office

Business Type	Occupied Space (Sq. Ft.)	Number of Businesses
Institutional	13,568	2
Government Building	13,568	2
Leisure, Hospitality, and Food Service	122,631	18
Amusement, Gambling, and Recreation	60,908	3
Full-Service Restaurants (Sit Down)	17,000	9
Hotels/Motels	32,094	1
Limited-Service Eating Places (Takeout)	12,629	5
Professional and Office	46,813	17
Bank	10,517	2
Information/Media	2,896	1
Legal Services	1,607	1
Medical Offices	11,175	4
Other Professional Offices	20,618	9
Retail and Services	467,805	47
Automotive Parts, Accessories, and Tire Stores	13,220	4
Beer, Wine, and Liquor Stores	14,394	3
Child Day Care	23,882	1
Clothing Stores	100,700	2
Convenience Stores	3,540	2
Department Stores	35,000	1
Dry-cleaning/Laundry/Tailoring	2,700	1
Funeral Home/Mortuary	1,740	1
Furniture Stores	6,799	1
Gasoline Stations	3,391	3
Grocery Stores	88,941	2
Mobile Phone Stores	900	2
Nursing Home/Residential Care	94,335	2
Other General Merchandise Stores	2,200	1
Other Miscellaneous Store Retailers	7,500	3
Pawn Shop	9,183	1
Personal Care Services (hair/nail salons, etc.)	16,500	10
Pharmacy and Drug Stores	28,110	2
Specialty Food Stores	10,370	3
Sporting Goods, Hobby, and Music Stores	4,400	2
Total Occupied Businesses	650,817	84
Vacant Commercial Space	213,257	25
Commercial Vacancy Rate	24.7%	

Commercial Development

Silver Lane: Recent Developments



Aldi Supermarket

Address: 801 Silver Lane
Year Built: 2008 **Size:** 17,000 SF



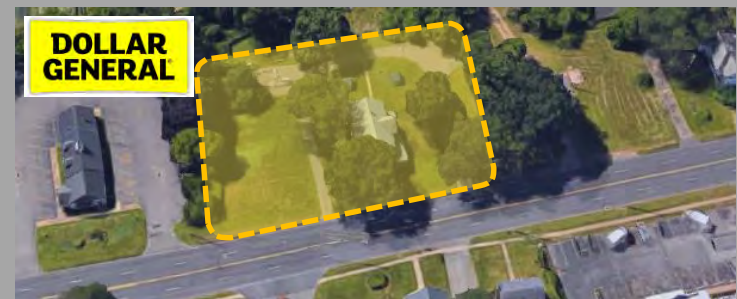
Dunkin Donuts

Address: 364 Silver Lane
Year Built: 2009 **Size:** 2,400 SF



CVS Pharmacy

Address: 972 Silver Lane
Year Built: 2012 **Size:** 14,500 SF



Dollar General (Approved)

Address: 735 Silver Lane
Year Built: 2017 (est.) **Size:** 7,500 SF

Commercial Vacancy

Major Vacant Spaces



Showcase Cinemas (Movie Theater)

Vacant Units: 1 **Vacant Sq. Ft.: 65,847 SF**
For Sale: \$5,000,000



Silver Lane Plaza (Retail)

Vacant Units: 15 **Vacant Sq. Ft.: 112,115 SF**
For Sale or Lease? N/A



Charter Oak Mall (Retail)

Vacant Units: 2 **Vacant Sq. Ft.: 26,078 SF**
For Lease: Negotiable



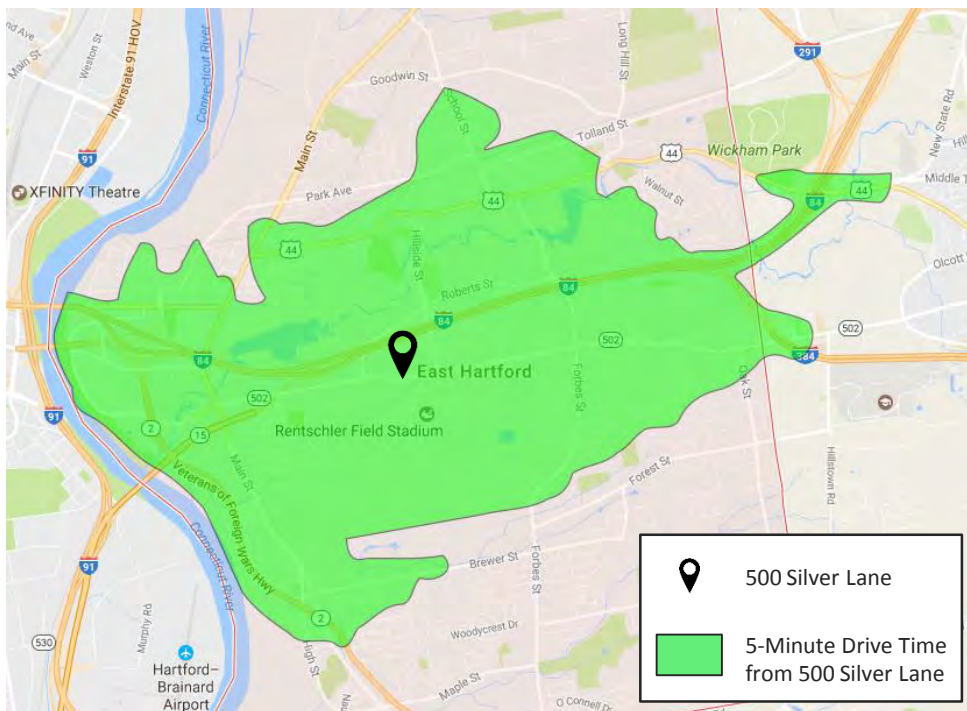
467-479 Silver Lane (Class B Office)

Vacant Units: 2 **Vacant Sq. Ft.: 14,857 SF**
For Lease: \$10/SF/Year

Local Retail Trade Area

Local Retail Trade Area

5-minute drive time from 500 Silver Lane – represents the short distances residents and workers are willing to travel for their day-to-day shopping needs such as groceries, pharmacy, and other convenience items



Map based on ESRI 5-minute drive time buffer from 500 Silver Lane

Local Retail Trade Area

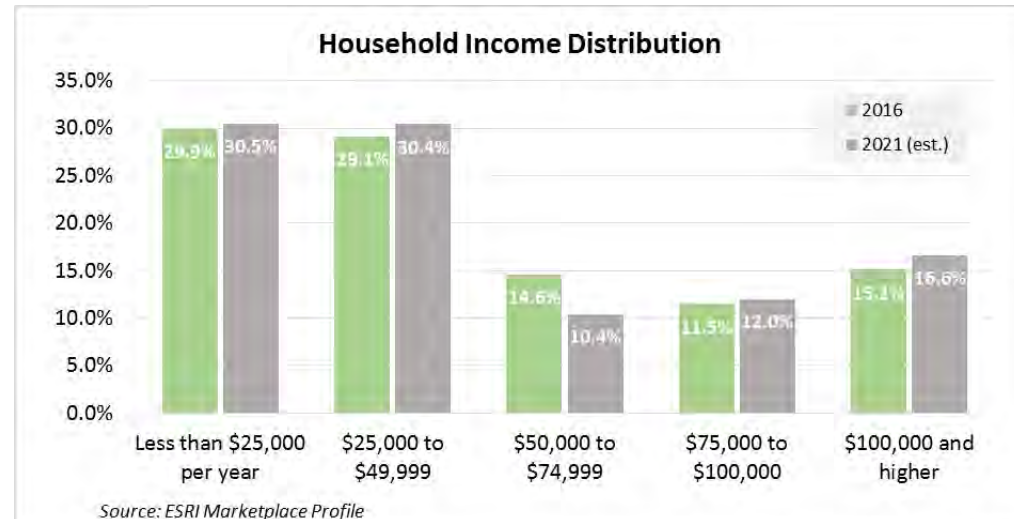
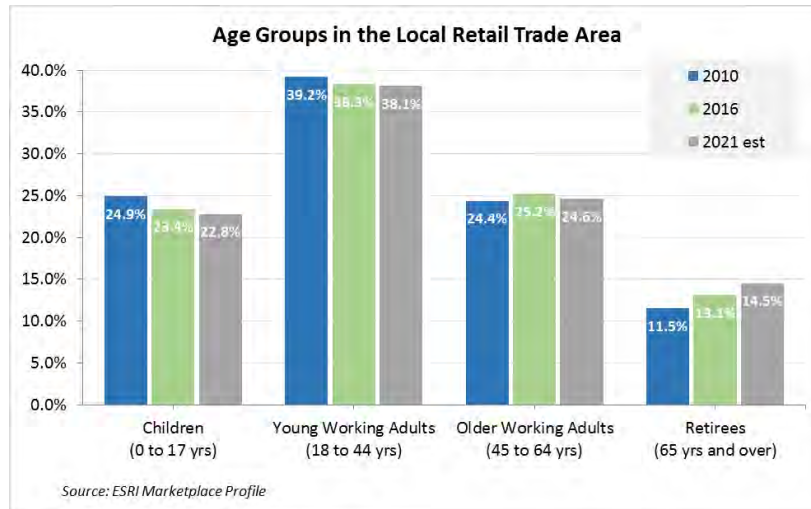
Demographic Trends



- Large population within a 5-minute drive of Silver Lane ~24,500 residents as of 2016
- Modest population growth since 2000 – largely driven by increasing household size
- Population and households are projected to grow slowly up to 2021 – however, this is dependent on available housing. **If new housing units are developed, population growth could be higher**
- **Large daytime population** – nearly 20,000 workers within a 5-minute drive of Silver Lane –
 - Including 7,400 workers at Pratt & Whitney/UTC as of 2015

Local Retail Trade Area

Demographic Trends



- **Resident population is younger** (median age of 36.0 years old) than Town of East Hartford (38.7 years old) and Hartford County (40.8 years old)
- Population will age over next five years – larger proportion of persons over age 65 and smaller proportion of children under age 18
- Population consists mostly of **low and moderate income households** – median income of \$40,057 is 12% lower than Town of East Hartford and 37% lower than Hartford County

Local Retail Trade Area

Retail Leakage Surplus

- Leakage/surplus analysis compares retail sales (supply) to retail spending potential (demand) in a trade area
 - One of the main weaknesses of leakage/surplus analysis is that it only looks at the spending potential of the resident population and **does not take into consideration workers** – underestimates retail spending potential in areas with a large employment base like Silver Lane
- If residents spend more than is captured in local sales, there is a **retail leakage**. This means that area residents shop for some goods and services outside of the trade area
- If retailers sell more goods than are demanded by the local population, there is a **retail surplus**. This indicates that local retailers draw in customers from outside the surrounding area or capture spending from daytime workers and visitors in the area

Retail Sales: \$528.9 million

Retail Spending Potential: \$287.7 million

Retail Gap: **\$241.2 million surplus**

Local Retail Trade Area

Leakage Sectors in the Local Trade Area

Sector	Retail Leakage	Leakage Factor
General Merchandise Stores	\$18,580,524	28.7
Clothing & Clothing Accessories Stores	\$9,432,851	36.2
Furniture & Home Furnishings Stores	\$8,842,203	91.7
Food & Beverage Stores	\$1,668,399	1.6
Food Services & Drinking Places	\$1,455,827	2.8
Bldg Materials, Garden Equip. & Supply Stores	\$1,144,978	4.7

“GAFO” sectors most likely captured at regional-scale retailers *

Sectors most likely to be captured locally

- Six sectors have a **retail leakage**, meaning that residents shop for these goods outside of Silver Lane. These sales could potentially be captured within the Silver Lane corridor. Leakage Factor measures the extent of the retail leakage – 100 means all consumer spending is done outside the trade area while a factor of 0 indicates that supply and demand are equal
- Approved Dollar General captures retail leakage in “General Merchandise Stores” sector
- Remaining leakage in “GAFO*” sectors likely captured by Outlet Shoppes at Rentschler Field
- **Food & Beverages and Food Service & Drinking Places have the greatest opportunity of being captured on Silver Lane** – also supported by employment base and Outlet Mall shoppers

* GAFO represents merchandise that is normally sold in department stores. It stands for General Merchandise, Apparel and Accessories, Furniture, and Other Sales

Local Retail Trade Area

Consumer Spending – Resident Population

Consumer Spending	Total Spending	Average Spent per Household	Spending Potential Index
Apparel & Services	\$14,998,468	\$1,584.79	79
Education	\$10,858,629	\$1,147.36	81
Entertainment/Recreation	\$20,157,308	\$2,129.89	73
Food at Home	\$36,354,027	\$3,841.30	77
Food Away from Home	\$22,506,891	\$2,378.16	77
Health Care	\$34,519,743	\$3,647.48	69
Household Furnishings/Equipment	\$12,242,611	\$1,293.60	73
Personal Care Products and Services	\$5,174,109	\$546.71	75
Shelter	\$119,069,588	\$12,581.32	81
Support Payments/Cash Contributions/Gifts	\$14,765,980	\$1,560.23	67
Travel	\$12,412,149	\$1,311.51	70
Vehicle Maintenance & Repair	\$7,141,853	\$754.63	73
Total	\$310,201,356	\$32,777	-

Source: ESRI Marketplace Profile - 2016

Lower than average consumer spending across all categories

A spending potential index of 100 represents the national average household spending in each category.

Local Retail Trade Area

Consumer Spending - Workforce

- Large employment base surrounding Silver Lane bolsters consumer spending in the area
- East Hartford has well-paid jobs – average wage of \$69,400 is higher than state and national averages
- According to a 2011 data from ICSC, **the average suburban office worker spends an average of \$11,786 dollars annually getting to work, over the course of the business day, and after work before going home**

Most common expenditures for office workers were **transportation** (including gasoline); **grocery stores**; **fast food/delis/lunch eateries**; and **full-service restaurants**

Average Annual Suburban Office Worker Spending

Type of Spending	Average Annual Expenditures (2011)
Transportation & Online Purchase	\$4,167.28
Transportation	\$1,958.84
Online Purchase Made form Office (Personal)	\$2,208.44
Full Service Restaurants and Fast Food	\$1,500.72
Full-Service Restaurants	\$679.12
Fast Food/Deli/Lunch Eateries	\$821.60
Goods & Services	\$6,118.32
Department Stores	\$469.56
Discount Stores	\$589.16
Drug Stores	\$395.20
Grocery Stores	\$1,122.16
Clothing Stores	\$230.36
Shoe Stores	\$176.80
Sporting Goods Stores	\$181.48
Electronics/Phone/Computer Stores	\$464.36
Jewelry	\$195.00
Office Supplies/Stationary, Novelty	\$385.32
Warehouse Clubs	\$640.64
Other Goods (florist, non-food vendors)	\$195.00
Personal Care Shops	\$299.52
Personal Services	\$258.44
Other Services	\$254.80
Entertainment	\$260.52
Total	\$11,786.32

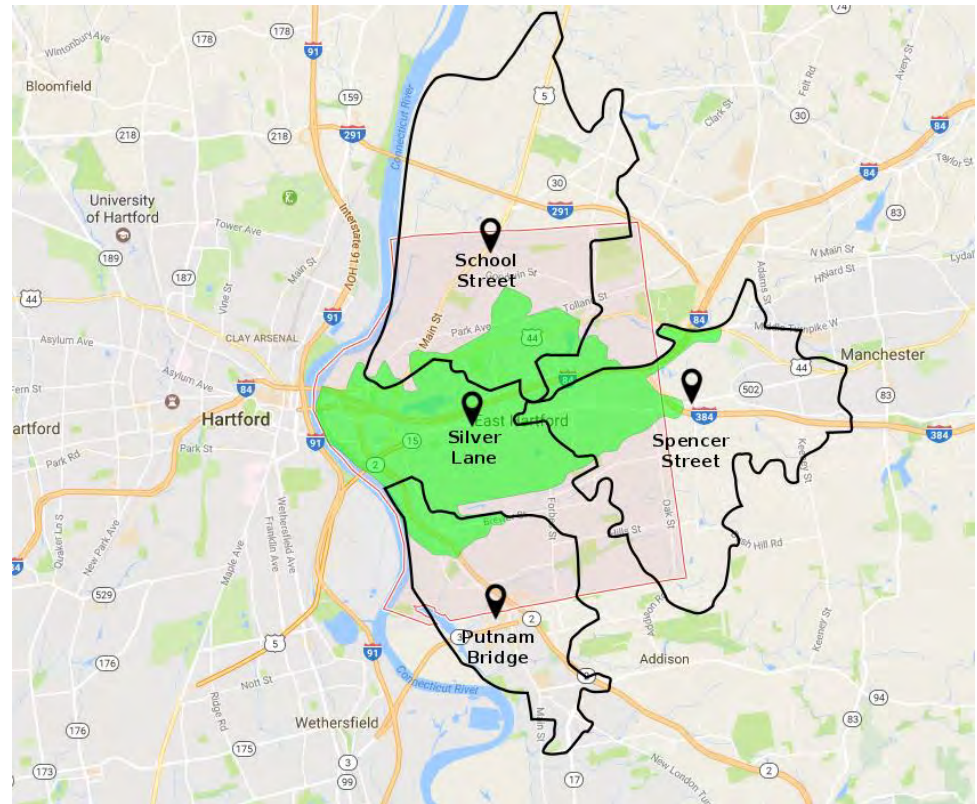
Source: International Council of Shopping Centers, Suburban Office Worker Spending
https://www.downtowndevelopment.com/pdf/icsc-report_office-worker-spending.pdf

Local Retail Trade Area


Competitors

Important to understand Silver Lane's position relative to nearby commercial areas

- **Spencer Street** – overlaps the eastern end of Silver Lane trade area (east of Forbes)
- **Putnam Bridge** – overlaps the southern end of Silver Lane trade area (south of Ensign)
- **School Street** – overlaps northern end of Silver Lane trade area (north of I-84)



 5-Minute Drive Time from 500 Silver Lane

 5-Minute Drive Time from competing commercial areas

Trade areas based on 5-minute drive time buffers developed by ESRI

Local Retail Trade Area

Competitors

- Silver Lane has the highest trade-area population and second highest retail spending potential. Also has the lowest median disposable income and traffic volumes
- Silver Lane has a larger employment base than the competing trade areas
- Spencer Street has the strongest performance of competing commercial areas – coupled with excellent highway access makes it the most likely location for future big box retail
- Silver Lane is unlikely to support additional “big box” retail anchors in the near future – traffic volumes are below those required by large national chains

Characteristics of Silver Lane and Comparable Commercial Areas

Commercial Area	Population (2016 estimate)	Median Disposable Income (\$)	Retail Spending Potential (\$)	Average Daily Traffic (ADT)	ADT Location
Silver Lane	24,462	\$34,085	\$287,680,637	12,400 to 17,400	Silver Lane
Spencer Street	19,605	\$47,414	\$327,917,881	25,200	Spencer Street
School Street Plaza	16,218	\$38,262	\$199,420,624	16,300	Route 5
Putnam Bridge Plaza	13,976	\$41,519	\$217,045,774	12,700	Main Street

Source: ESRI Business Analyst, Marketplace Profiles: 2016; CTDOT Traffic Count Data

Local Retail Trade Area

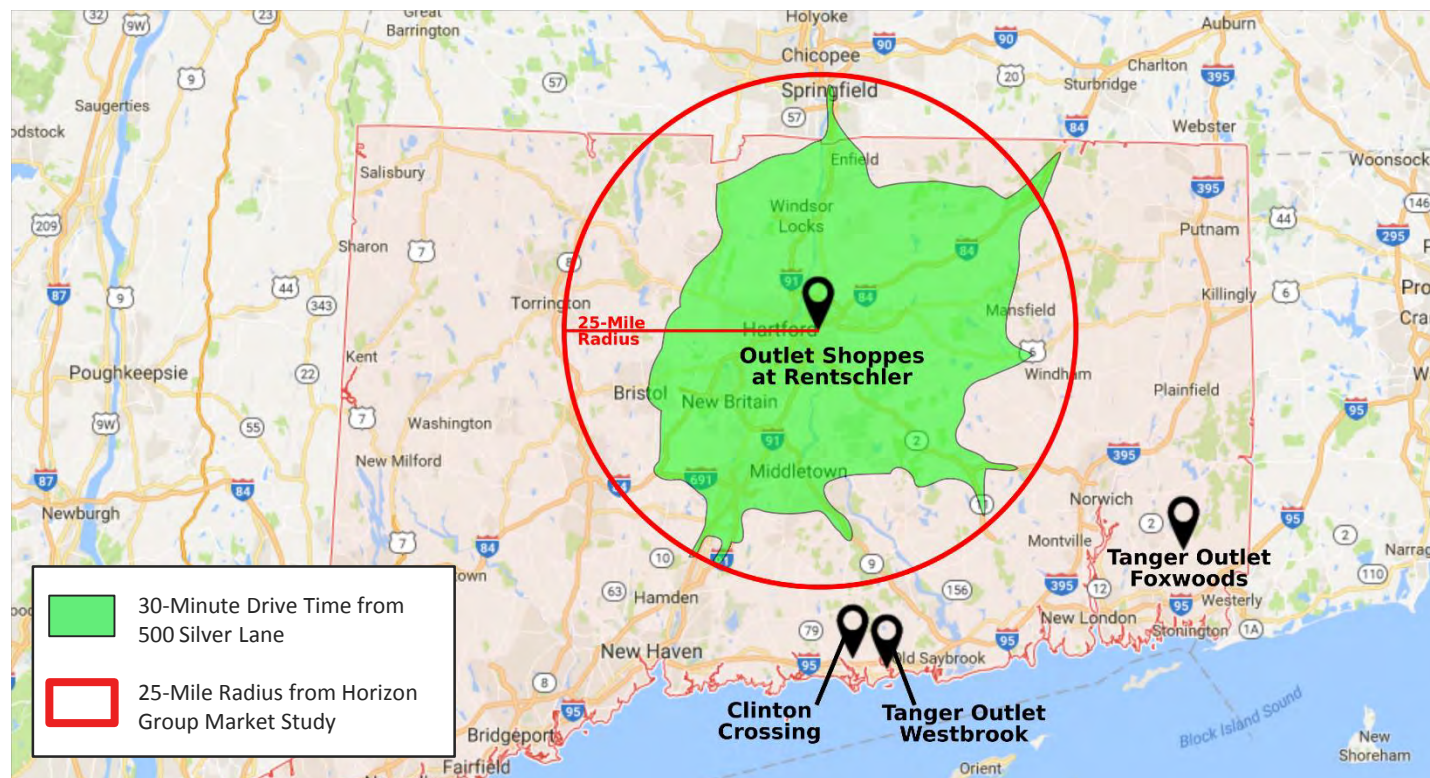
Takeaways

- Local demographics indicate that **resident consumers are price conscious and likely to shop at value-oriented retailers** – aligns with recent commercial developments in area (Aldi, Dollar General)
- Recent developments show preference for smaller single-occupant buildings with frontage on Silver Lane
- More local spending power needed to support and grow neighborhood retail in the corridor – new housing development is key
- Opportunities to capture retail “leakage” in the **food sales and food service** sectors – caters not only to resident population, but also area workers, outlet mall shoppers, and Rentschler Field patrons
- **Large, well-paid workforce consumer base.** Employment growth at Pratt & Whitney/UTC campus provides opportunity to further bolster consumer spending in sectors catering to local workforce such as **gas stations, food service/lunch establishments, and convenience retail**
- Current B-1 zoning district is intended for big box stores, but additional big box development unlikely to be supported
- Strongest competition from Spencer Street area of Manchester

Regional Retail Trade Area

Regional Retail Trade Area

- 30-Minute Drive Time from 500 Silver Lane - representative of the Outlet Mall's core market area (Horizon Group market study used 25 miles)



Source: ESRI Business Analyst – 30 Minute Drive Time Trade Area

Regional Retail Trade Area

Outlet Shoppes Impacts

- Approximately 350,000 square feet of Gross Leasable Area (GLA)
- Marketed towards mid- and high-end retailers
- Tenant Mix:
 - 90% to 95% of space to be leased to retailers (clothing, apparel, specialty food, home furnishings, health & personal care stores etc.)
 - Remaining space to be leased to restaurants and eating places



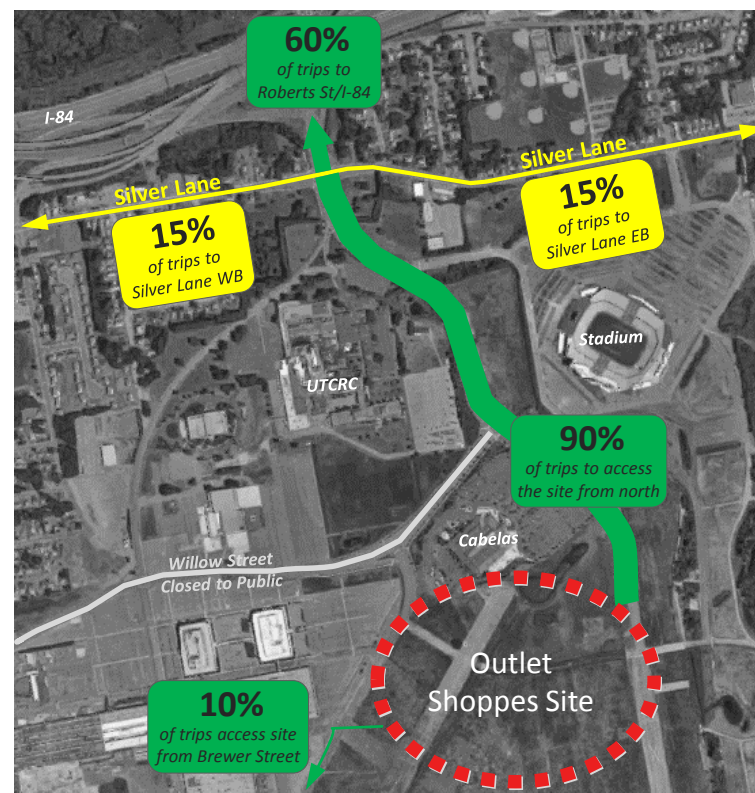
Photo courtesy of the Horizon Group and the Hartford Courant

Regional Retail Trade Area

Outlet Shoppes Impacts

- Estimated **1,333 full-time equivalent jobs** generating **\$36.6 million** in annual direct labor income into the region
 - Many workers likely to come from surrounding neighborhood – bolsters consumer spending in the local trade area
- **Significant traffic volumes generated** from the Outlet Shoppes
 - 12,840 trips on weekdays and 19,800 trips in Saturdays
 - About 70% of traffic will bypass Silver Lane
 - However, Silver Lane still projected to see modest boost in traffic – increase of ~1,900 trips on weekdays and ~3,000 trips on Saturdays

Outlet Shoppes Traffic Impacts



Regional Retail Trade Area

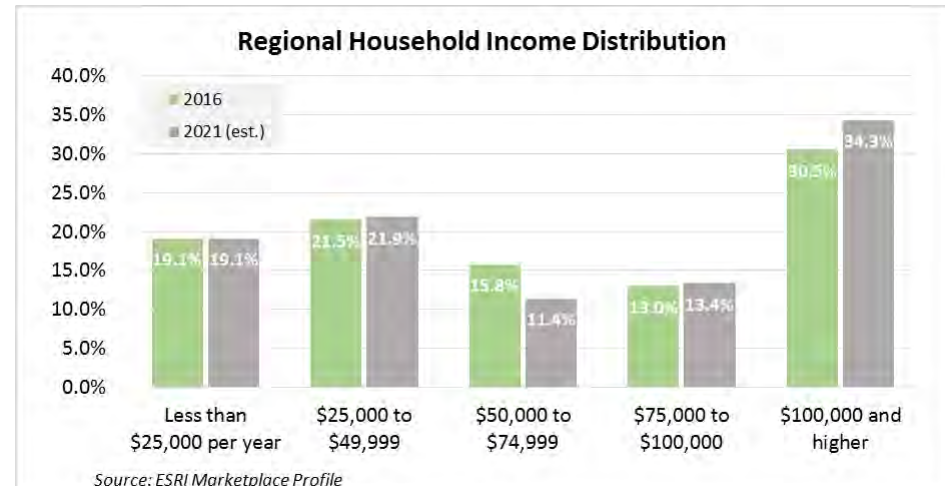
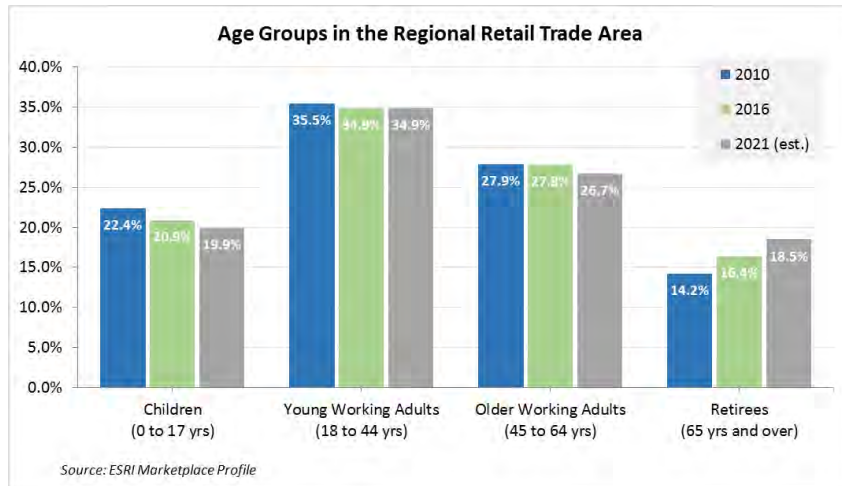
Demographic Trends



- Over 1.05 million people within a 30-minute drive of Silver Lane
- Stable household size
- Slow population growth since 2000 – **projected to continue in near future**
- Reflects overall stagnant economy in Greater Hartford as a whole – **future population trends tied to regional economic conditions**

Regional Retail Trade Area

Demographic Trends



- **Older population than local retail trade area** – median age of 40.3 years old
- **Aging population** – persons age 65+ projected to make up 18.5% of population in 2021
- **Larger number of high-income households** – 30.5% of families make \$100,000+ per year – projected to grow to 34.3% of households by 2021
- **Median household income area projected to grow 9% by 2021**

Regional Retail Trade Area

Regional Consumer Spending

Consumer Spending	Total Spending	Average Spent per Household	Spending Potential Index
Apparel & Services	\$969,644,693	\$2,327.68	116
Education	\$748,489,346	\$1,796.78	127
Entertainment/Recreation	\$1,370,129,303	\$3,289.06	113
Food at Home	\$2,326,378,429	\$5,584.58	112
Food Away from Home	\$1,459,883,959	\$3,504.52	113
Health Care	\$2,439,047,853	\$5,855.05	111
Household Furnishings/Equipment	\$836,110,764	\$2,007.12	114
Personal Care Products and Services	\$347,051,923	\$833.11	114
Shelter	\$7,706,500,649	\$18,499.80	115
Support Payments/Cash Contributions/Gifts	\$1,075,667,500	\$2,582.19	111
Travel	\$907,724,065	\$2,179.03	117
Vehicle Maintenance & Repair	\$480,236,593	\$1,152.83	111
Total	\$20,666,865,077	\$49,612	-

Source: ESRI Marketplace Profile - 2016

Higher than average consumer spending across all measures
Regional consumers spend about 50% more than local consumers

A spending potential index of 100 represents the national average household spending in each category.

Regional Retail Trade Area

Leakage Sectors in the Regional Trade Area

Sector	Retail Leakage	Leakage Factor
Furniture & Home Furnishings Stores	\$139,953,471	12.6
Electronics & Appliance Stores	\$45,926,341	2.4
Gasoline Stations	\$92,093,452	5.2
Clothing & Clothing Accessories Stores	\$289,594,563	14.4
Sporting Goods, Hobby, Book & Music Stores	\$60,677,976	5.5
Miscellaneous Store Retailers	\$130,934,581	9.9
Food Services & Drinking Places	\$29,270,278	0.8

Sectors directly captured by the Outlet Shoppes

Source: ESRI Leakage Surplus Assessment: 2016

- Leakage Factor measures the extent of the retail leakage – 100 means all consumer spending is done outside the trade area while a factor of 0 indicates that supply and demand are equal. Most sectors have a small leakage factor
- Outlet Shoppes to capture retail sales in the Clothing & Clothing Accessories sector, Furniture & Home Furnishings, and Sporting Goods, Hobby, Book & Music sectors
- Other sectors may be opportunities for spillover retail in the Silver Lane corridor

Regional Retail Trade Area

Outlet Mall Opportunities

- Surveyed off-site complementary retailers at 5 similar developments – all businesses located between development and highway interchanges. Most likely complementary retailers:
 - Restaurants (Fast Casual, Coffee, National Chains)
 - Electronics Stores (Mobile Phones)
 - Furniture & Home Furnishings
 - Gas Stations
- The top four complementary retailers all have **regional retail leakages** – sales could be captured

Complementary Retailers at Similar Developments, by Sector

NAICS 3- Digit Code	Business Type	Bass Pro Shops <i>Bridgeport, CT</i>	Clinton Crossing <i>Clinton, CT</i>	Tanger Outlets <i>Westbrook, CT</i>	Merimack Outlet <i>Merrimack, NH</i>	Wrentham Village <i>Wrentham, MA</i>	Total
442	Furniture & Home Furnishings Stores		2			1	3
443	Electronics & Appliance Stores	1	2		1		4
447	Gasoline Stations			1		1	2
448	Clothing & Clothing Accessories Stores		1				1
452	General Merchandise Stores					1	1
512	Movie Theater			1			1
522	Bank				1	1	2
621	Medical Offices			1			1
722	Restaurants	2	2	2	2	3	11
Total		3	7	5	4	7	26

Regional Retail Trade Area

Takeaways

- Outlet Mall to draw in a wealthier regional consumer base
- Opportunity to generate “spinoff” commercial development, particularly for food service & restaurants, gasoline stations, mobile phone stores, furniture stores
 - These businesses frequently locate near outlet malls and also have regional retail leakage
- Most Outlet Mall traffic will bypass Silver Lane
- Greatest opportunity for spinoff commercial development is in the vicinity of the Roberts Street and Silver Lane intersection, which has the greatest **visibility to Outlet Mall traffic**
- Unique, niche use, or cluster of niche uses needed to stimulate the traditional commercial core of Silver Lane

Market Analysis Supplement: Industrial

- Inventoried 103 Connecticut members of the Aerospace Components Manufacturers (ACM) association to assess building and site needs for Pratt & Whitney suppliers.
 - Average building size of 52,400 SF
 - Average site size of 7.5 acres
- Almost all single-occupant buildings with mix of office and production space
- Only 3 ACM members are currently located in East Hartford



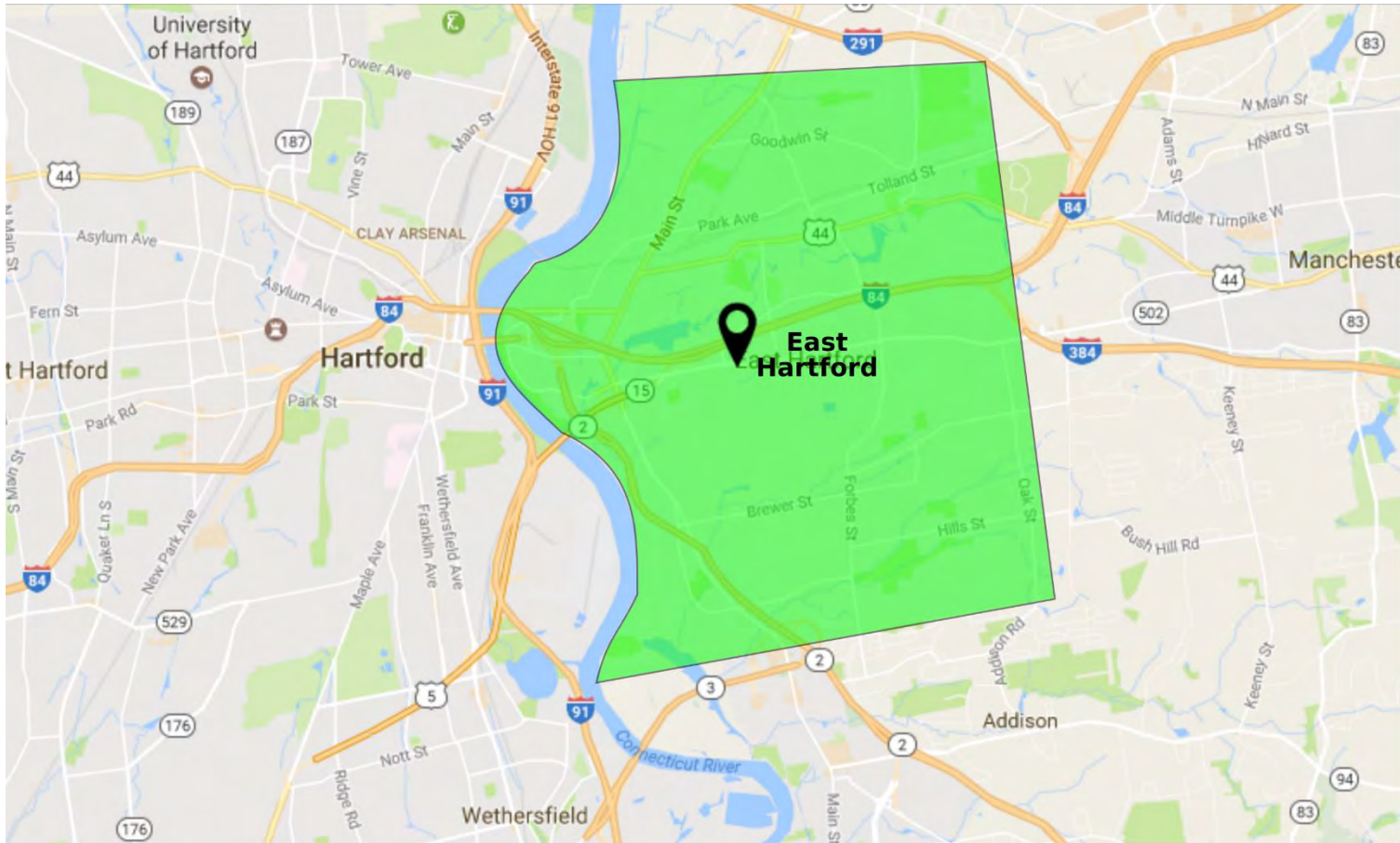
Polamer Precision, Inc.'s new 145,000 SF facility in New Britain sits on 8.3 acre site



AAA Aircraft Supply's 33,000 SF facility in Enfield sits on a 5.5 acre site

Local Housing Market

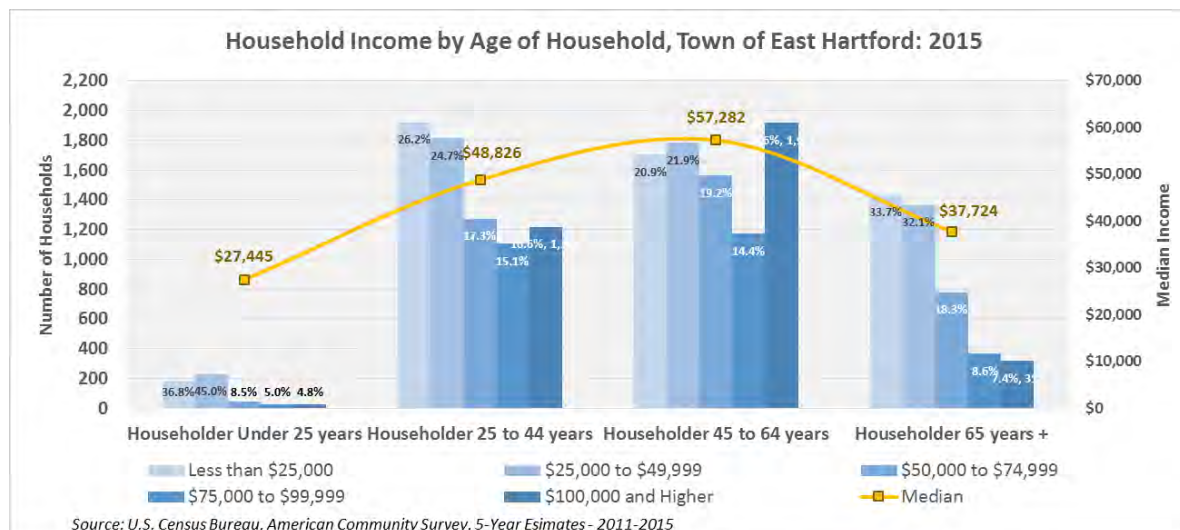
Local Housing Market Area



Local Housing Market

Demographic Trends

- Population growth since 2000 reverses trend of population loss from previous decades
 - Number of households shrunk slightly between 2000 and 2010 limiting demand for new housing – **population growth driven by increasing household size**
- Median household income of \$48,369 – about 40% lower than the county average
- Median household income for homeowners is \$67,199 compared to just \$26,800 for renters
- Younger householders more likely to rent, older householders more likely to own
- Growing number of family households, but fewer number of married-couple families



Local Housing Market

Housing Stock

- Rental Vacancy Rate – 6.8%
- Homeowner Vacancy Rate – 2.2%

Housing Unit Characteristics	Number	Percent of Total	Vacancy Rate
Occupied Housing Units	20,225	91.4%	
Owner Occupied	11,429	51.7%	
Renter Occupied	8,796	39.8%	
Vacant Housing Units	1,891	8.6%	
For rent	598	2.7%	6.8%
Rented, not occupied	265	1.2%	
For Sale only	256	1.2%	2.2%
Sold, not occupied	0	0.0%	
For seasonal, recreational, or occasional use	0	0.0%	
Migrant worker housing	0	0.0%	
Other vacant	772	3.5%	
Total Housing Units	22,116	100.0%	-

Source: American Community Survey 5-Year Estimates: 2011-2015

Local Housing Market

Housing Stock

- Aging housing stock – owner-occupied housing slightly older (1957) than renter-occupied housing (1962)
- Very few renter-occupied units built since 1990

Housing Unit Year Built, by Tenure Status: 2015

Year Built	Owner-Occupied		Renter Occupied	
	Number	Percent	Number	Percent
Built 1939 or earlier	1,272	11.1%	1,467	16.7%
Built 1940 to 1949	1,566	13.7%	633	7.2%
Built 1950 to 1959	3,861	33.8%	1,775	20.2%
Built 1960 to 1969	2,505	21.9%	2,208	25.1%
Built 1970 to 1979	798	7.0%	1,302	14.8%
Built 1980 to 1989	833	7.3%	1,134	12.9%
Built 1990 to 1999	268	2.3%	149	1.7%
Built 2000 to 2009	310	2.7%	89	1.0%
Built 2010 or later	16	0.1%	39	0.4%
Total	11,429	100.0%	8,796	100.0%
Median Year Built	1957		1962	

Source: American Community Survey 5-Year Estimates: 2011-2015

Local Housing Stock



Woodcliff Estates

Address: 181 Nutmeg Lane
Rent Range: \$910 to \$1,100 per month
Year Built: 1971 **Units:** 561



Summerfield Townhouses

Address: 66 Plain Drive
Rent Range: Income dependent
Year Built: 1953 **Units:** 398



Stone Creek Apartments

Address: 126-140 Silver Lane
Rent Range: \$725 to \$950 per month
Year Built: 1966 **Units:** 115

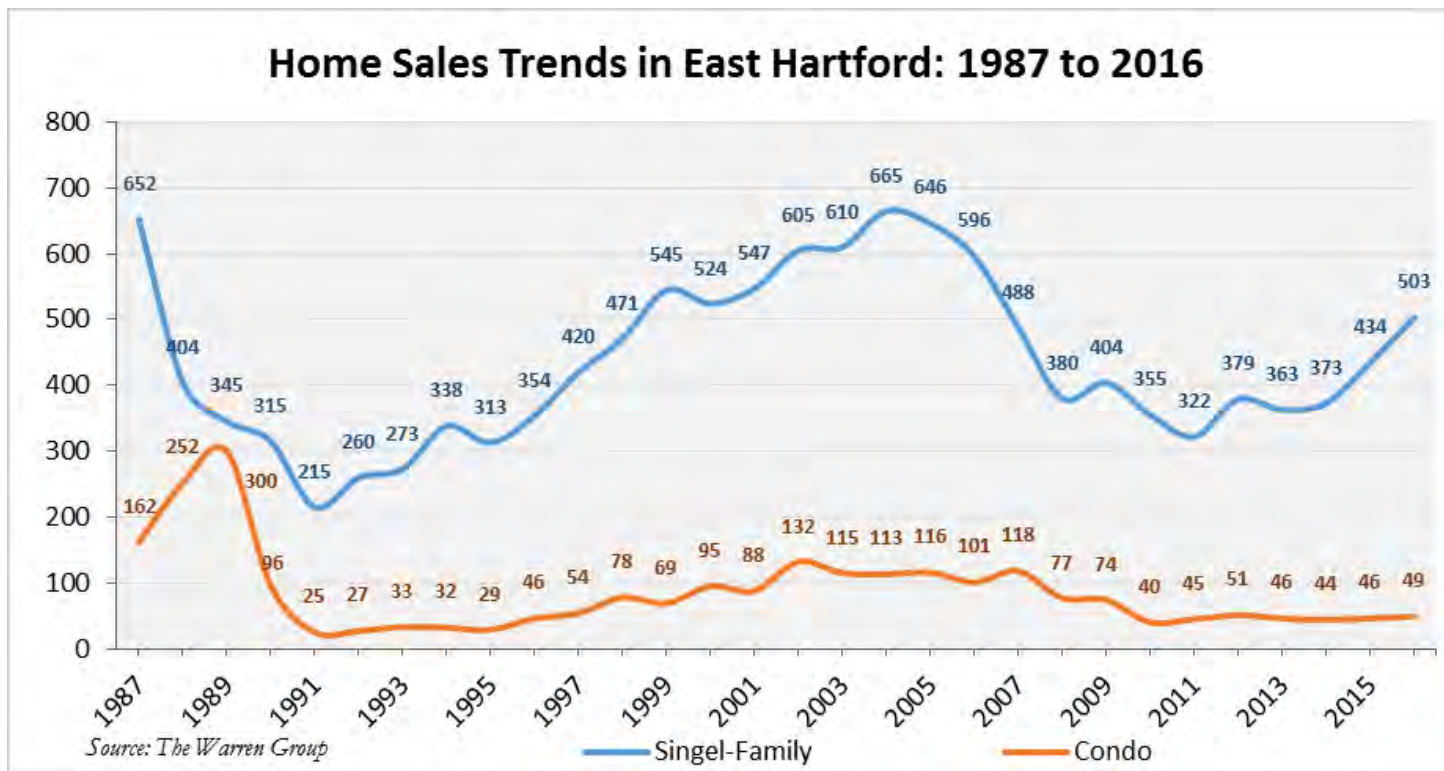


Willow Arms Apartments

Address: 446 Main Street
Rent Range: Income dependent
Year Built: 1980 **Units:** 96

Local Housing Market

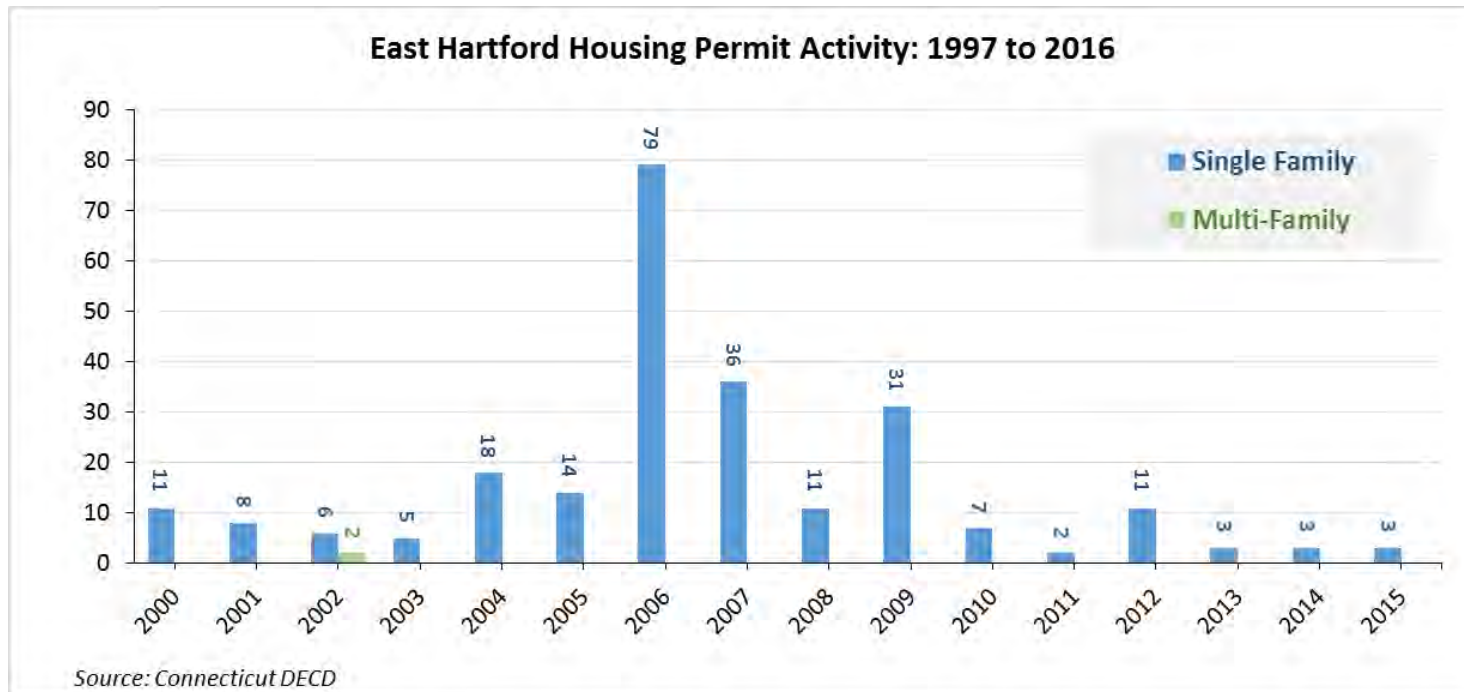
Home Sales



- Strong recovery in single-family home sales over last three years
 - Affordable single-family housing stock – 2016 median sale price was \$146,500 - about 50% lower than county-wide median
- Condominium sales remain well below pre-recession levels

Local Housing Market

Housing Permit Activity



- 261 housing permits issued since 2000 – peaking at 79 permits in 2006
- Almost entirely single-family permits – mostly infill projects on vacant land
- 150 demolition permits issued since 2000 – net gain of 91 housing units
- Net loss of housing units since 2010 – 30 construction permits and 33 demolition permits issued

Residential Development

East Hartford: Recent Major Developments



Phillips Farm (55+)

Address: 973 Silver Lane
Year Built: 2006 **Units:** 60



Cartway Lane/Footpath Lane

Address: Cartway Lane and Footpath Lane
Year Built: 2006 to 2009 **Units:** 39



Goodwin Village (55+)

Address: Joanne Drive and Vincent Circle
Year Built: 2006 **Units:** 56

No major residential developments have occurred in East Hartford since the mid 2000s.

Estimate of Local Housing Demand

Assumptions

- East Hartford's population will grow at the same annualized rate (0.21%) as it did from 2000 to 2016. **Town population will grow to 53,377 by 2025**
- Household size will remain stable at 2.50 persons per household
- The same housing tenure and household income distribution as today
- Local Housing Unit Demand only captures units needed to accommodate **natural population growth**. Does not factor in employment growth at Pratt & Whitney

Projected Local Housing Demand: 2025

Population 2025: 53,377

New Residents: 989

Local Housing

Unit Demand: 396

Local Housing Demand

Projected Price Points of New Local Housing Demand

Household Income	Owner-Occupied Unit Demand	Renter-Occupied Unit Demand	Total Unit Demand	Maximum Monthly Housing Costs
Less than \$25,000	24	79	103	Less than \$625
\$25,000 to \$49,999	50	52	102	\$625 to \$1,250
\$50,000 to \$74,999	50	22	72	\$1,250 to \$1,875
\$75,000 to \$99,999	41	11	52	\$1,875 to \$2,500
\$100,000 or more	59	8	67	Greater than \$2,500
Total	224	172	396	-

MMI calculations based on 2015 income and tenure distribution data from American Community Survey

All values are in 2015 dollars (\$)

- Local demand for 224 owner-occupied units and 172 renter-occupied units
- Rental demand caters to low and middle income population – over 75% of projected new rental demand for households who make less than \$50,000 per year (max of \$1,250 per month for housing costs)
- Over two-thirds of homeowner demand is for households making more than \$50,000 per year (greater than \$1,250 per month for housing costs)

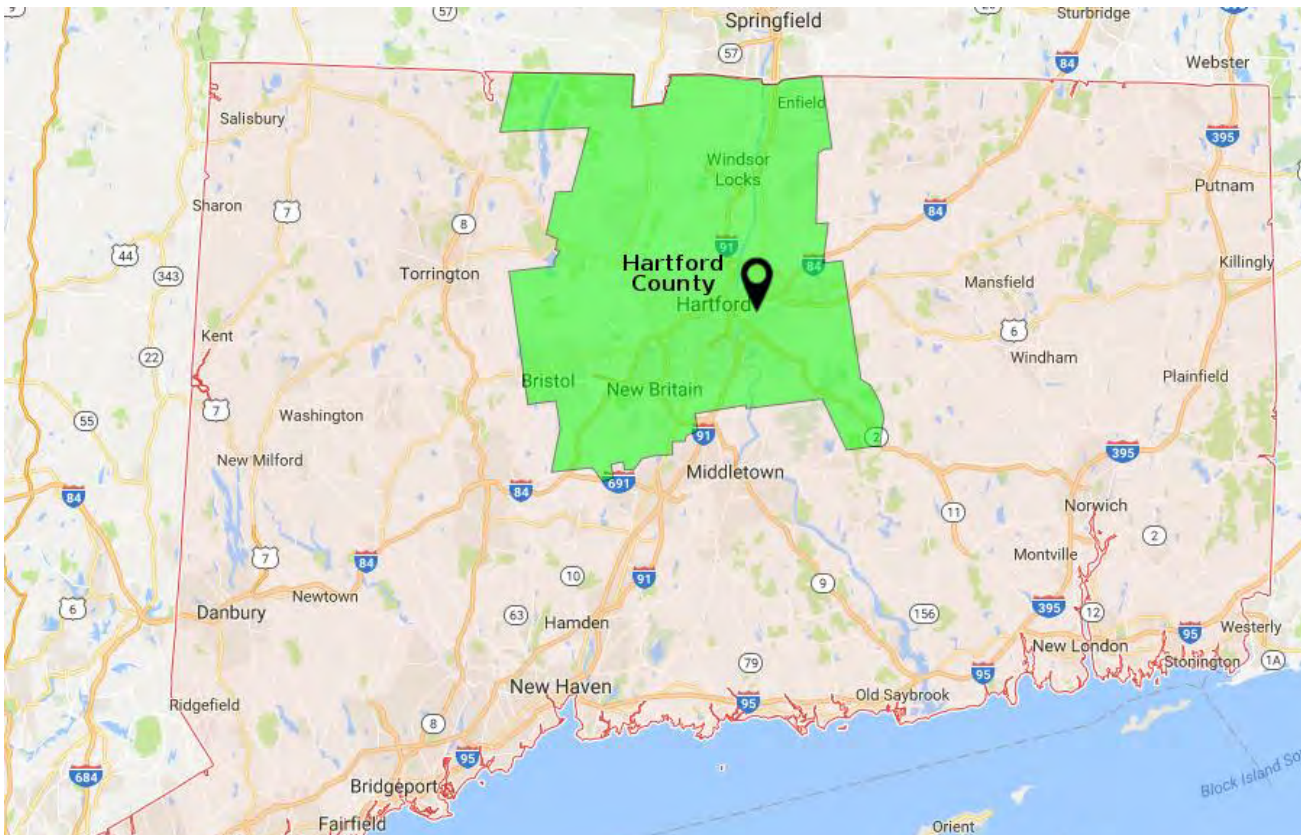
Local Housing Demand

Takeaways

- Recent population growth attributed to increasing household size – has not translated into an increased demand for housing units
- Resident renter population has much lower incomes than homeowner population – however, this is likely reflecting the quality of existing multi-family housing stock
 - No large multi-family residential projects built in East Hartford over the last 20 years
- Over the last 20 years, almost all new developments have been single-family infill projects on vacant land
- Local residential demand yields an estimated **396 additional dwelling units by 2025**
 - Owner-occupied units cater towards higher-income households while rental occupied units cater largely towards lower-income households
- Town should continue to encourage of diversification of housing stock – demolition of substandard housing and construction of new units, particularly for market rate multi-family

Regional Housing Market

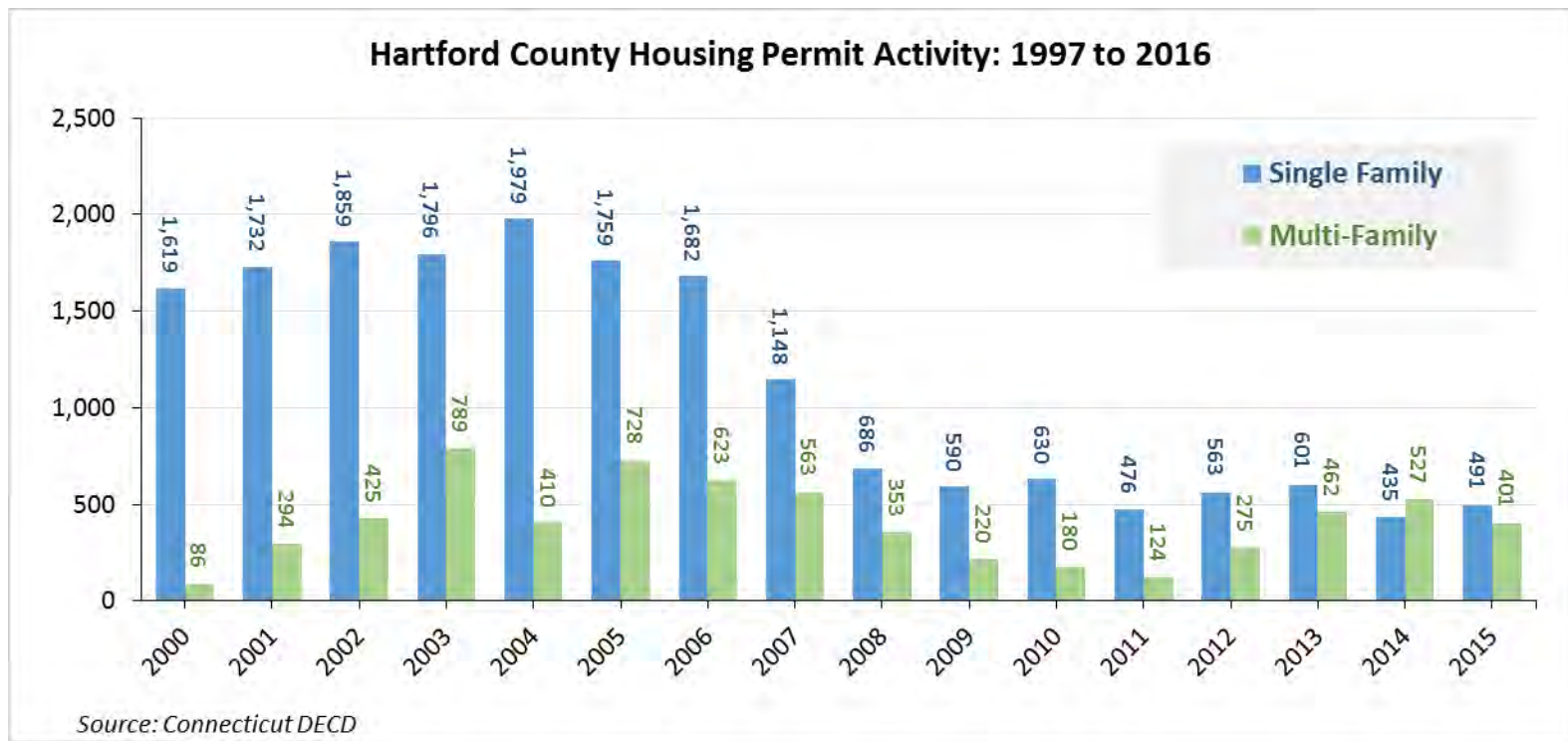
Regional Housing Market Area



Opportunity to capture those who work in East Hartford in market rate housing (notably new hires at Pratt & Whitney)

Regional Housing Market

Housing Permit Activity



- Historically many more single-family permits than multi-family
- Single-family permits have yet to recover from late 2000s housing market crash
- Uptick in multi-family developments since 2011 – **multi-family developments now make up roughly half of all permits** in Hartford County

Regional Housing Market

Multi-Family Housing Projects in Surrounding Communities

Project	Town	Type	# of Units	Year Built
Tempo Evergreen Walk	South Windsor	Apartments	200	Under Construction
Glastonbury Mews	Glastonbury	Apartments/Condos	145	Under Construction
The Tannery	Glastonbury	Apartments	250	Under Construction
Broadleaf Boulevard (Phase I)	Manchester	Apartments	224	2015
Broadleaf Boulevard (Phase II)	Manchester	Apartments	135	Approved
South Windsor Woods	South Windsor	Condominium	155	2016
Total All Developments			1,109	

- Over 1,100 multi-family units built or approved in surrounding communities
- Market rate developments with on-site amenities (pool, fitness center, etc.) and proximity to shopping, restaurants, and entertainment
- Prices ~\$1,400+ for a 1 BR Apartment and ~\$1,750+ for a 2 BR apartment

Residential Market Analysis

CRDA Housing Projects in Downtown Hartford

Project	Town	Type	# of Units	Year Built	Vacancy Rate ¹
777 Main Street	Hartford	Apartments	285	2015	13%
The Grand on Ann	Hartford	Apartments	26	2014	15%
179 Allyn	Hartford	Apartments	63	2015	3%
Front Street Lofts	Hartford	Apartments	121	2015	35%
Spectra	Hartford	Apartments	190	2015	7%
36 Lewis	Hartford	Apartments	6	2015	67%
38-42 Elm	Hartford	Apartments	6	2015	33%
Capewell Lofts	Hartford	Apartments	72	2017	Now Leasing
Capitol Lofts	Hartford	Apartments	112	2017	Now Leasing
1279-83 Main	Hartford	Apartments	8	Approved	-
370 Asylum	Hartford	Apartments	60	Approved	-
Raddison	Hartford	Apartments	96	Approved	-
CRDA Approved Housing			1,045		

1. Vacancy rate as of June 30, 2016

Source: CRDA Annual Report: 2015-16.

- **All Downtown Hartford projects have received financial assistance from CRDA**
- Most new developments have vacancy rates under 20% as of 6/30/16 - many are still in lease-up period

Regional Housing Market

Pratt & Whitney Impacts

- Pratt & Whitney currently employs approximately 7,000 workers in East Hartford
- Expansion at Pratt & Whitney over next decade - 8,000 new hires in Connecticut
 - Nearly 70% of new hires will replace retiring workers
 - However, still sizable net growth in employment - estimated 2,240 new jobs statewide

Pratt & Whitney Workforce Characteristics, East Hartford Facility: 2014

<u>Worker Age</u>		
	2014	
	Count	Share
Age 29 or younger	704	9.5%
Age 30 to 54	3,840	51.8%
Age 55 or older	2,876	38.8%

<u>Worker Educational Attainment</u>		
	2014	
	Count	Share
Less than high school	418	5.6%
High school or equivalent, no college	1,572	21.2%
Some college or Associate degree	2,129	28.7%
Bachelor's degree or advanced degree	2,597	35.0%

<u>Earnings</u>		
	2014	
	Count	Share
\$1,250 per month or less	80	1.1%
\$1,251 to \$3,333 per month	224	3.0%
More than \$3,333 per month	7,116	95.9%

Source: U.S. Census Bureau LODES Dataset, 2014







Regional Housing Market

Pratt & Whitney Impacts

- About 4.3% of Pratt & Whitney workers at the East Hartford facility and 1.6% of workers at the Middletown facility live in East Hartford

Where do Pratt & Whitney Workers Live?

East Hartford Facility: 2014

	Count	Share
All County Subdivisions	7,420	100.0%
 Glastonbury town (Hartford, CT)	518	7.0%
 Manchester town (Hartford, CT)	507	6.8%
 East Hartford town (Hartford, CT)	322	4.3%
 Middletown town (Middlesex, CT)	315	4.2%
 South Windsor town (Hartford, CT)	259	3.5%
 West Hartford town (Hartford, CT)	256	3.5%
 Vernon town (Tolland, CT)	242	3.3%
 Tolland town (Tolland, CT)	173	2.3%

Source: U.S. Census Bureau LODES Dataset: 2014

Estimate of Regional Housing Demand

Assumptions

- New hires will be younger working adults (under age 45) – housing tenure based on existing distribution for householders under age 45 for Hartford County
 - 52.4% of Hartford County householders under age 45 live in renter-occupied housing
- Made assumptions on salary distribution in order to project maximum monthly housing costs
- Yields demand for **2,240 housing units** – this only accounts for new positions

Job Class	Estimated Percent of New Jobs	Estimated Salary Range
Entry Level Engineer or Skilled Trades	50%	\$50,000 to \$74,999
Mid-Level Engineer	30%	\$75,000 to \$99,999
Management	20%	\$100,000 or more

MMI Assumptions

Median salary at Pratt & Whitney was \$76,000 per year according to payscale.com

Regional Housing Demand

Projected Price Points of Pratt & Whitney Housing Demand

Household Income	Owner-Occupied Unit Demand	Renter-Occupied Unit Demand	Total Unit Demand	Maximum Monthly Housing Costs
Less than \$25,000	-	-	0	Less than \$625
\$25,000 to \$49,999	-	-	0	\$625 to \$1,250
\$50,000 to \$74,999	533	587	1,120	\$1,250 to \$1,875
\$75,000 to \$99,999	320	352	672	\$1,875 to \$2,500
\$100,000 or more	213	235	448	Greater than \$2,500
Total	1,066	1,174	2,240	-

- Yields additional demand of **1,174 rental units** and **1,066 homeowner units** region wide
 - If the same number of new workers live in East Hartford as today, the Town would see a demand for 86 new housing units
- More higher-income rental demand compared to local housing market – **most demand is in the \$1,250 to \$2,500 per month price range**. Rental units in this price range typically have on-site amenities (fitness center, pool, etc.) and proximity to entertainment, dining and shopping.
- East Hartford does not currently have many rentals leasing at these price points – however, the Outlet Shoppes, nearby riverfront and trail amenities, and the potential for CTfastrak expansion in the area could enhance the corridor’s position in the regional multi-family marketplace

Regional Housing Demand

Takeaways

- **Large increase in region's multi-family housing inventory in recent years.** Surrounding communities have added or approved over 2,000 multi-family units since 2014
 - Proximity to shopping, entertainment, and restaurants a key for all recent developments in surrounding towns – can the Outlet Shoppes and *CTfastrak East* help reposition East Hartford within the regional multi-family marketplace?
- Existing zoning steers multi-family developments into Design Development District (DDD) zones
 - No vacant land in the R-5 district (Multi-Family Residential zone)
 - DDD-1 zone permits multi-family development as part of a large, mixed-use, master-planned development (such as Goodwin College/Riverfront Area or Rentschler Field)
 - Riverfront area ripe for market rate housing due to location and nearby amenities
- Pratt & Whitney hiring program to bolster demand for market rate rental housing – East Hartford needs to diversify its multi-family housing stock if it wants to capture

Market Analysis Conclusions

- **Opportunities:** UTC job expansion, Outlets Shoppes at Rentschler Field, *CTfastrak*
- **Challenges:** Current local spending power, lack of connection between Rentschler Field and significant redevelopment sites, Goodwin College/Riverfront capitalizing on potential housing market
- Impact to local area spending power from jobs created by Outlets yet to be determined
- Unique, niche use or cluster of niche uses needed to stimulate the traditional commercial core of Silver Lane
- More local spending power needed to support neighborhood retail in the corridor – new housing development
- Mixed-use redevelopment that capitalizes on UTC employees, recreational amenities (riverfront and greenway), the Outlets, and *CTfastrak* may offer greatest potential for revitalization



Appendix B: Existing Conditions

Originally presented in February, 2017

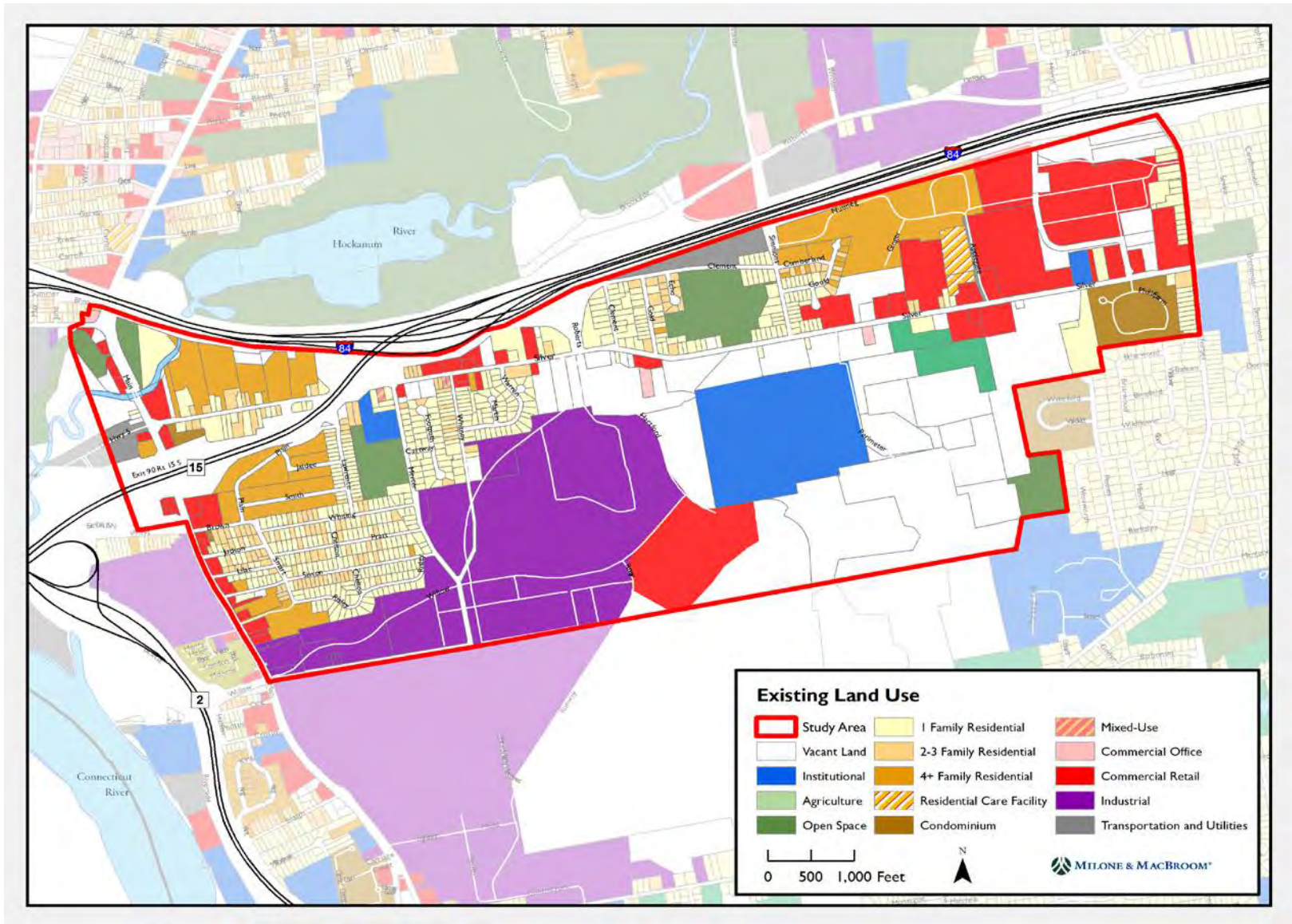
Vision Year 2040



Agenda

- Existing Conditions Analysis
- Wetlands Delineation
- Build-Out Analysis
- Next Steps

Existing Land Use

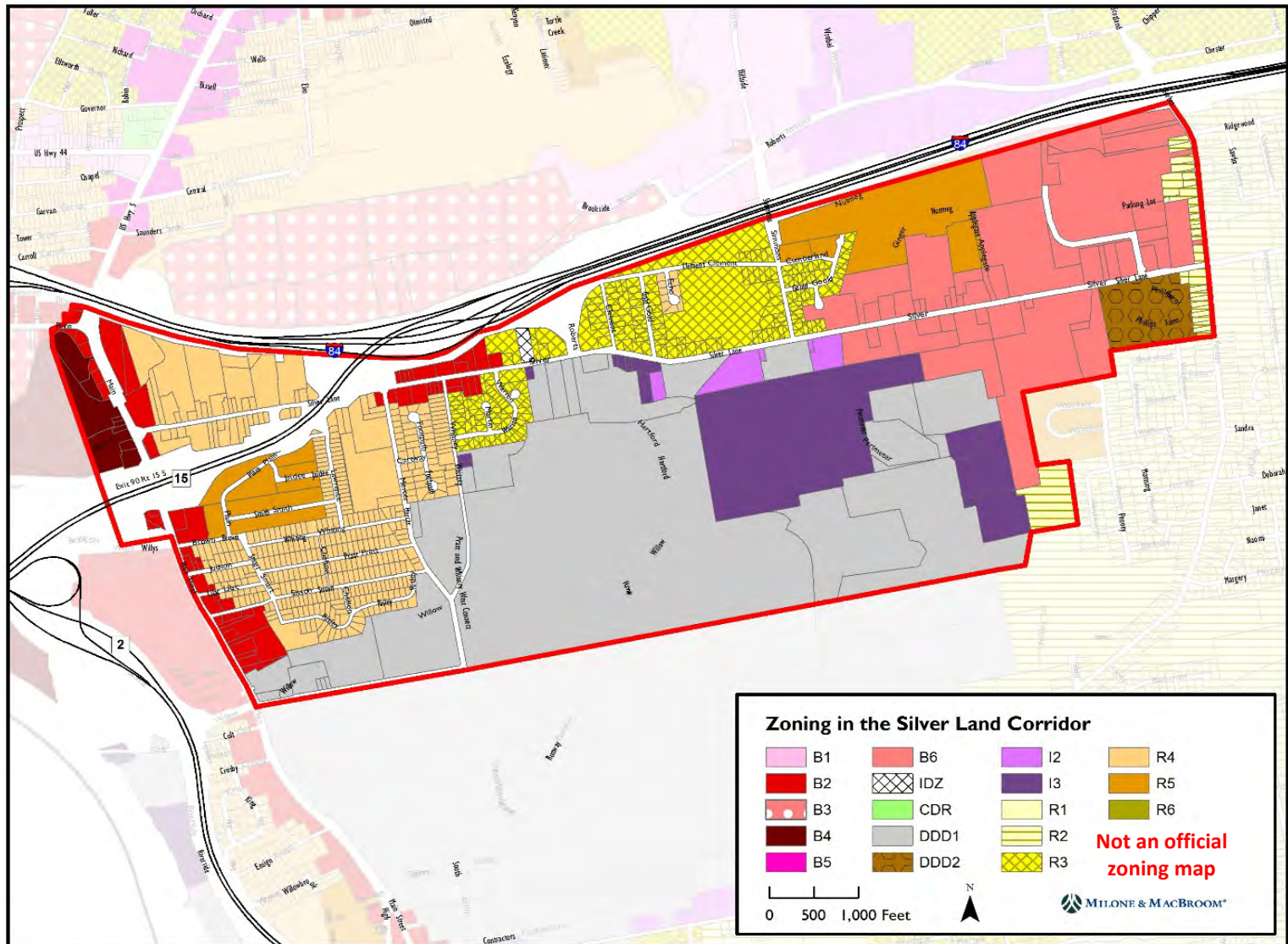


Existing Development Pattern

- Broad mix of uses
- Undeveloped land is largest land use category by area
- Residential about 25% of land area – density of about 10 units per acre
- Commercial and industrial about 27% of land area

Generalized Land Use	Number of Properties	Area (Acres)	Percent of Total Area	Residential Dwelling Units
Residential	705	282.1	24.6%	2,741
1-Family Residential	514	129.7	11.3%	519
2-3 Family Residential	149	33.7	2.9%	324
4+ Family Residential	35	93.7	8.2%	1,598
Condominium	1	17.5	1.5%	66
Residential Care Facility	2	5.6	0.5%	210
Mixed-Use	4	2.0	0.2%	24
Commercial	56	145.7	12.7%	-
Commercial	53	143.3	12.5%	-
Commercial Office	3	2.4	0.2%	-
Industrial	14	173.8	15.1%	-
Institutional	5	67.4	5.9%	-
Undeveloped Land	66	333.4	29.0%	-
Vacant Land	59	277.8	24.2%	-
Protected Open Space	5	43.3	3.8%	-
Agriculture	2	12.3	1.1%	-
Other	3	146.1	12.7%	-
Transportation and Utilities	3	14.4	1.3%	-
Right-of-Way	-	131.6	11.5%	-
Study Area Total	849	1,148.5	100.0%	2,741

Existing Zoning



Existing Zoning

Dimensional Regulations	Commercial Zones			Industrial Zones		Residential Zones			
	B-2	B-4	B-6	I-2	I-3	R-2	R-3	R-4	R-5
Minimum Lot Size (Sq. Ft.)	7,500	10,000	20,000	20,000	40,000	15,000	10,000	7,600	7,600
Lot Area per Dwelling Unit	-	-	-	-	-	15,000	10,000	3,800	3,800
Minimum Frontage (Ft.)	50	55	70	70	-	70	60	50	50
Front Yard Setback (Ft.)	15 to 50 ¹	25	40	25	25	40	25	25	25
Maximum Height (Ft.)	100	210	50	50	100	35	35	35	35
Maximum Building Coverage	75%	75%	25%	75%	75%	25%	35%	35%	35%
Maximum Impervious Coverage	85%	85%	75%	85%	85%	-	-	-	-

1. Front yard setback determined by average setback of all buildings in block

- Large setback requirements in the B-6 zone intended for “big box” development – however, recent development has been smaller scale
- Legacy industrial parcels on the UTC and Rentschler Field Campus, many of which are non-conforming
- Permitted heights in the B-2 and B-4 zones do not align with character of the surrounding neighborhood
- Parking requirements limit building coverage in commercial zones

Existing Residential Uses

- About 13% of the Town's existing housing units located within the corridor
- Eight large apartment complexes account for about 60% of the corridor's housing units – including two Housing Authority properties
- Newest housing units in the corridor are the 66 Philips Farm condos

Large Apartment Complexes in the Silver Lane Corridor

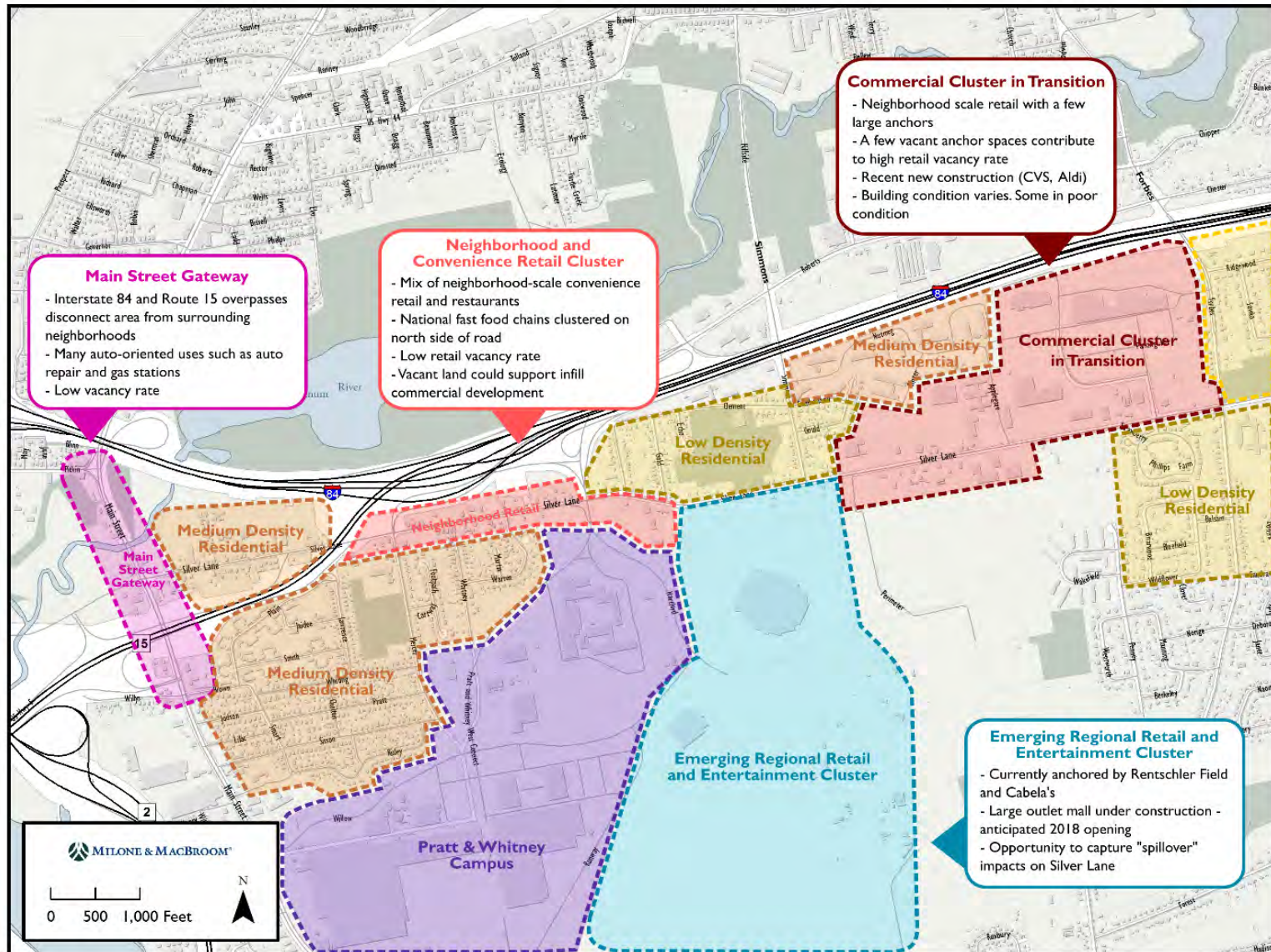
Apartment Complex Name	Address	Number of Units
Woodcliff Estates	181 Nutmeg Lane	561
Summerfield Townhouses	66 Plain Drive	398
Stone Creek Apartments	126-140 Silver Lane	115
Willow Arms Apartments	446 Main Street	96
Raymond Miller Gardens (EHHA)	452 Main Street	86
Eastbrook Towers	40 Cumberland Drive	84
Rochambeau Apartments (EHHA)	68 Silver Lane	50
Easton Place Apartments	32 Jaidee Drive	50

Existing Commercial Uses

- Business inventory conducted in January through field survey - inventoried commercial units, number of occupied units, and square footages
- 84 businesses and 25 vacant commercial units identified for a total of 864,000 square feet of commercial use
- Occupied commercial space composition:
 - 72% is retail and service
 - 19% is leisure, hospitality, food service
 - 7% in professional office

Business Type	Occupied Space (Sq. Ft.)	Number of Businesses
Institutional	13,568	2
Government Building	13,568	2
Leisure, Hospitality, and Food Service	122,631	18
Amusement, Gambling, and Recreation	60,908	3
Full-Service Restaurants (Sit Down)	17,000	9
Hotels/Motels	32,094	1
Limited-Service Eating Places (Takeout)	12,629	5
Professional and Office	46,813	17
Bank	10,517	2
Information/Media	2,896	1
Legal Services	1,607	1
Medical Offices	11,175	4
Other Professional Offices	20,618	9
Retail and Services	467,805	47
Automotive Parts, Accessories, and Tire Stores	13,220	4
Beer, Wine, and Liquor Stores	14,394	3
Child Day Care	23,882	1
Clothing Stores	100,700	2
Convenience Stores	3,540	2
Department Stores	35,000	1
Dry-cleaning/Laundry/Tailoring	2,700	1
Funeral Home/Mortuary	1,740	1
Furniture Stores	6,799	1
Gasoline Stations	3,391	3
Grocery Stores	88,941	2
Mobile Phone Stores	900	2
Nursing Home/Residential Care	94,335	2
Other General Merchandise Stores	2,200	1
Other Miscellaneous Store Retailers	7,500	3
Pawn Shop	9,183	1
Personal Care Services (hair/nail salons, etc.)	16,500	10
Pharmacy and Drug Stores	28,110	2
Specialty Food Stores	10,370	3
Sporting Goods, Hobby, and Music Stores	4,400	2
Total Occupied Businesses	650,817	84
Vacant Commercial Space	213,257	25
Commercial Vacancy Rate	24.7%	

Existing Commercial Clusters



Main Street Gateway Cluster



- Gateway to Silver Lane and Downtown
- Isolated by I-84 and Rt. 15, and Hockanum River floodplain
- High traffic volume (21,600 ADT)
- 70,000 sq ft commercial space in 16 businesses, primarily auto-oriented
- Low vacancy rates
- Limited opportunity for new development



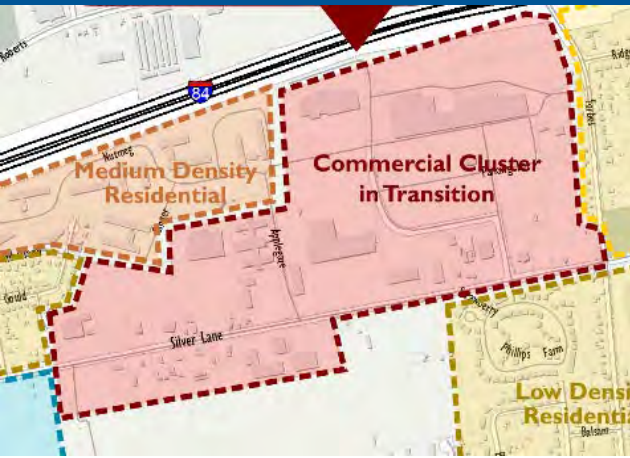
Neighborhood and Convenience Retail Cluster



- Bound by residential development
- Moderate traffic volumes (17,400 ADT)
- 40,000 sq ft of existing commercial in 19 businesses
- Primarily take-out restaurant, convenience store, personal service
- High vacancy rate primarily due to offices at 467-479 Silver Ln.



Commercial Cluster in Transition



- “Big box” area
- Lowest traffic volumes of corridor (13,600 ADT)
- 540,000 sq ft of existing commercial in 49 businesses
- Mix of large format retailers and small shops, restaurants, personal service providers
- High vacancy rate (cinemas, Silver Lane Plaza), however, new development (Aldi and CVS)

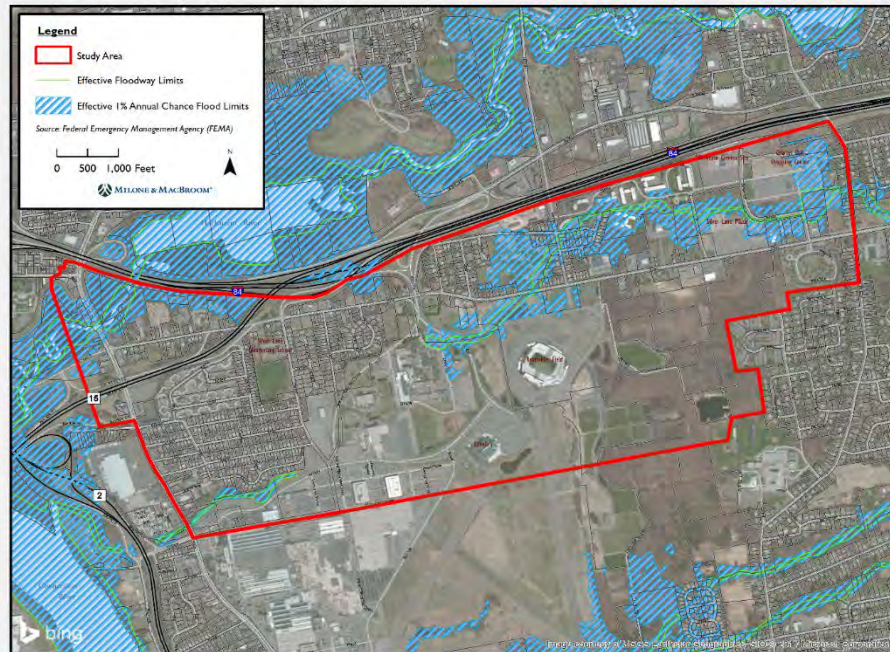


Infrastructure

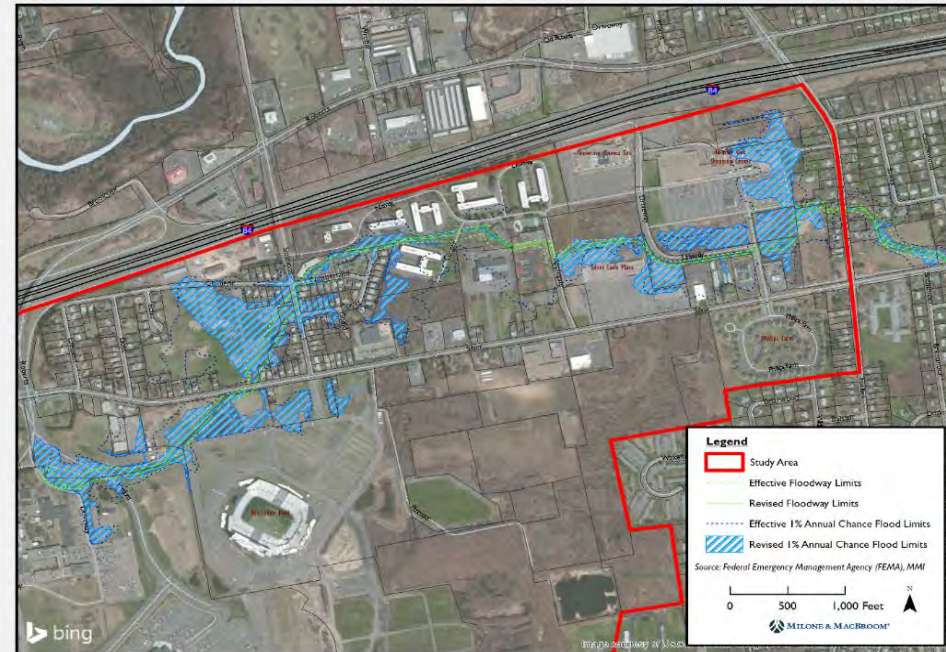
- Storm drainage system is undersized - state responsibility to clean and maintain storm drainage infrastructure on Silver Lane (state road)
- Diversion pipe behind Silver Lane Plaza carries stormwater under I-84 to the Hockanum River – in need of repair
- DPW is not aware of any capacity or pressure constraints to MDC-owned sanitary sewer or water infrastructure
- Transportation infrastructure being evaluated as part of the CRCOG study



Environmental Conditions - Floodplain



Current 100-year floodplains



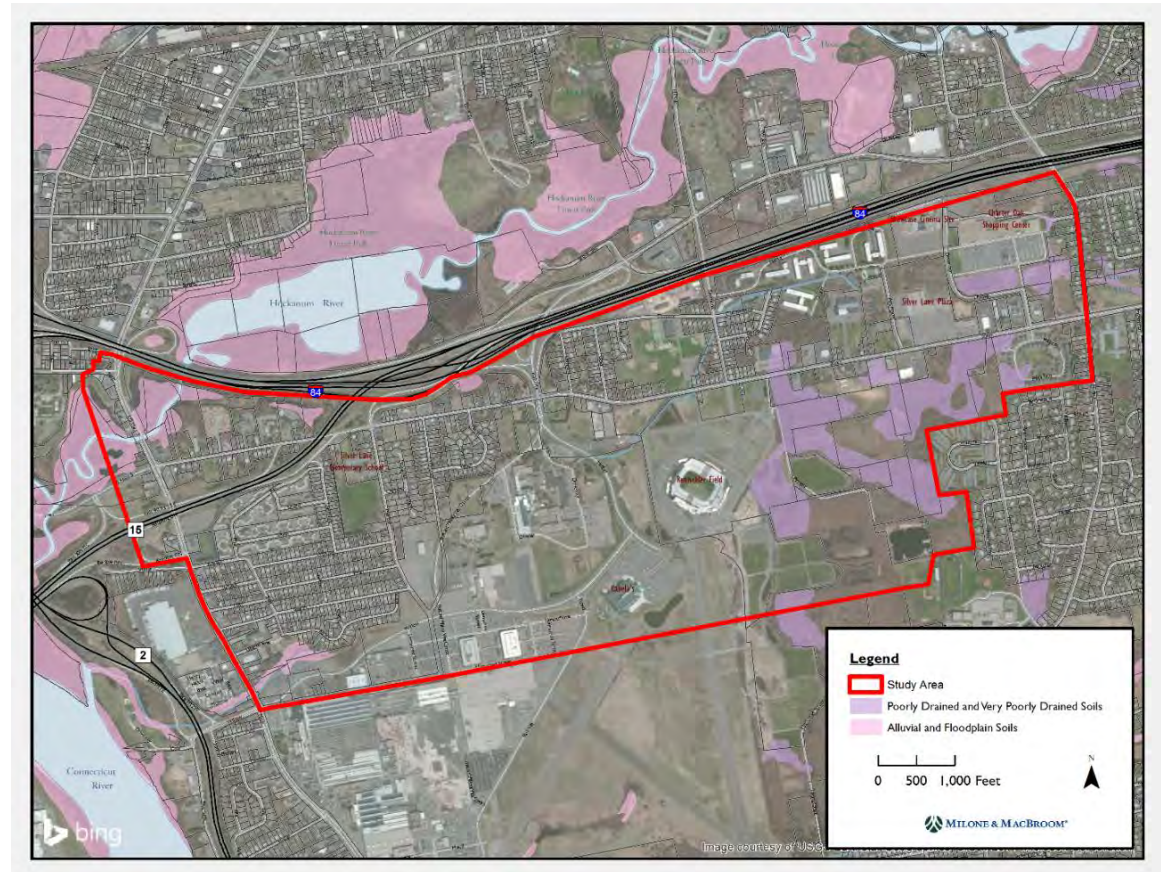
Revised Willow Brook 100-year floodplain

- Letter of Map Revision (LOMR) submitted based on Willow Brook flood study, currently under review
- Several recommendations regarding maintenance, infrastructure improvements and/or property modifications included in the study affecting Silver Lane Corridor

Environmental Conditions - Wetlands

- Wetland soils affect eastern half of study area, and good portion of the vacant land in the corridor
- Constructed wetlands (such as those near Charter Oak Shopping Mall) may not be depicted as wetland soils

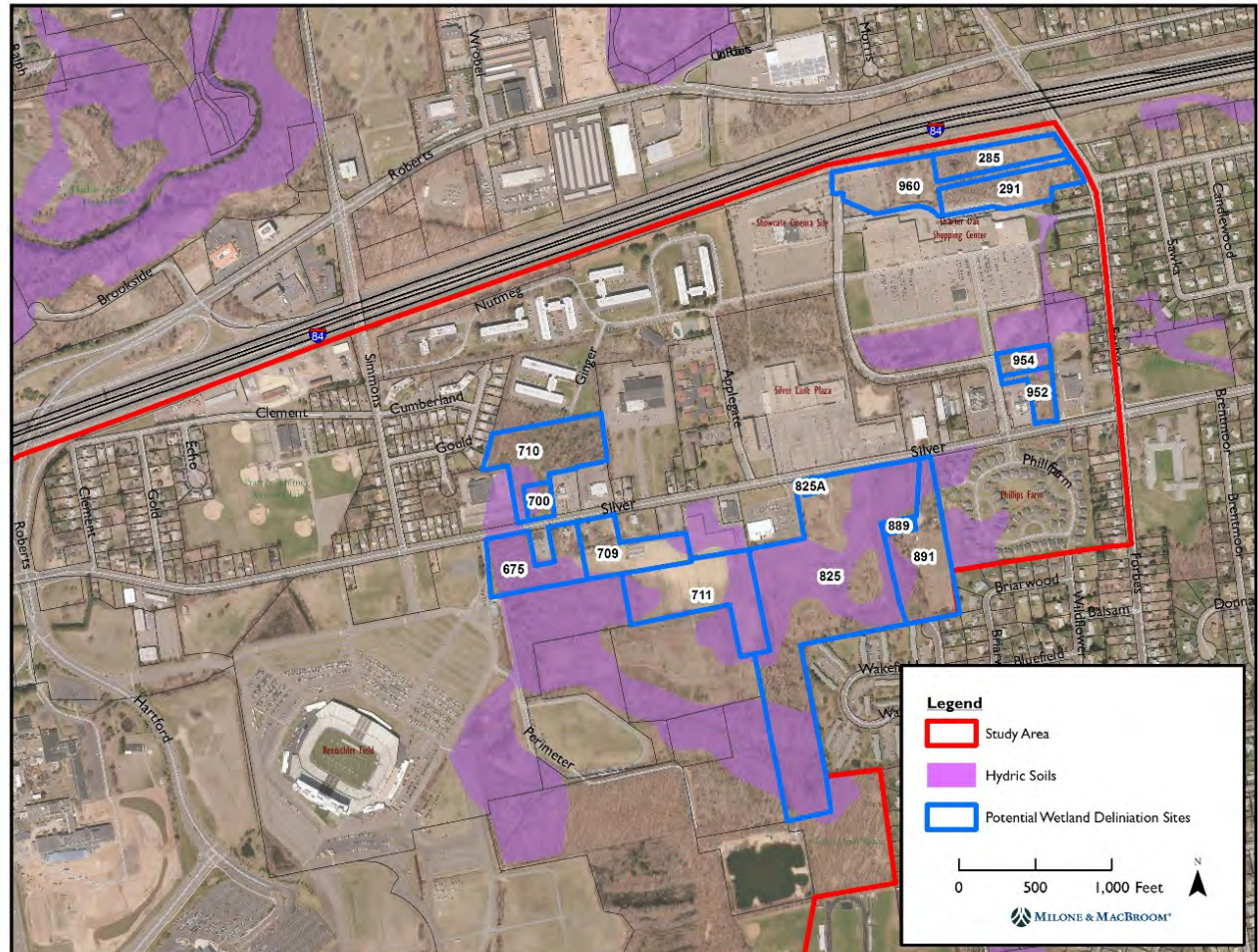
Hydric (Wetland) Soils



Environmental Conditions

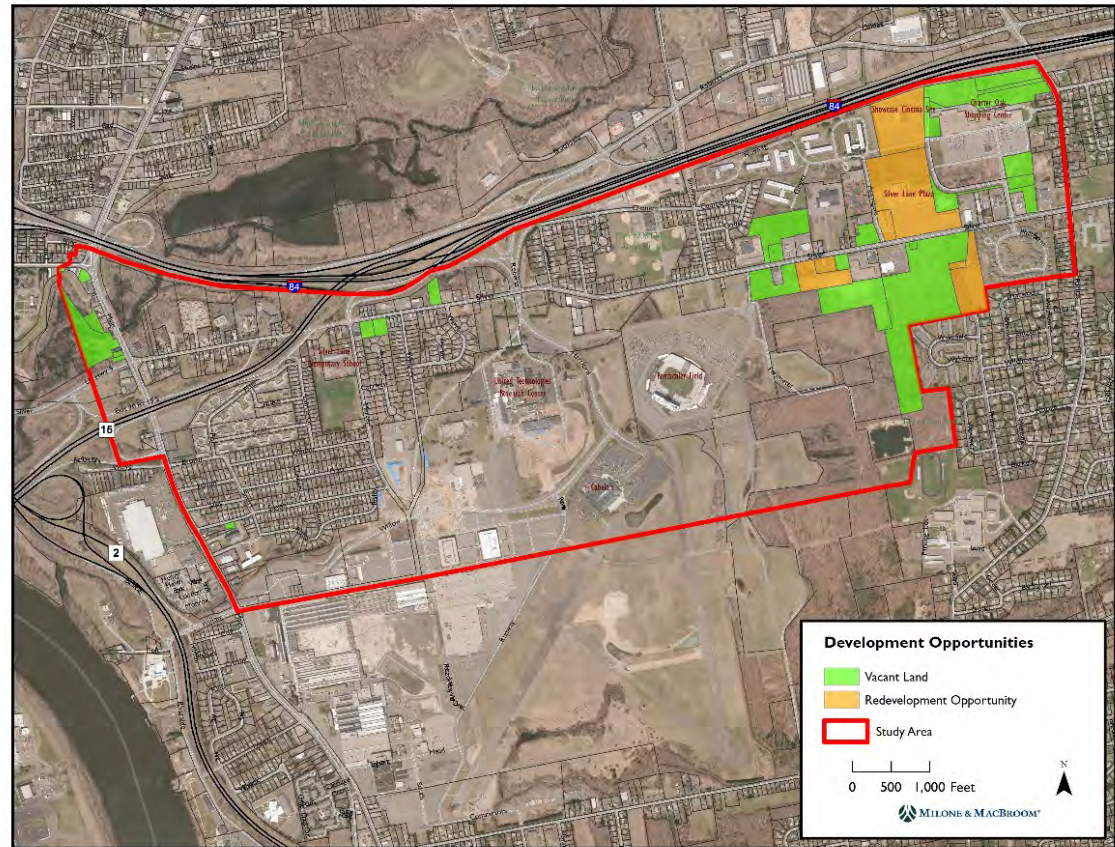
- Looking for guidance on properties warranting graphic delineation of wetlands
- Will inform the build out analysis and redevelopment planning

Potential Graphical Delineation Sites



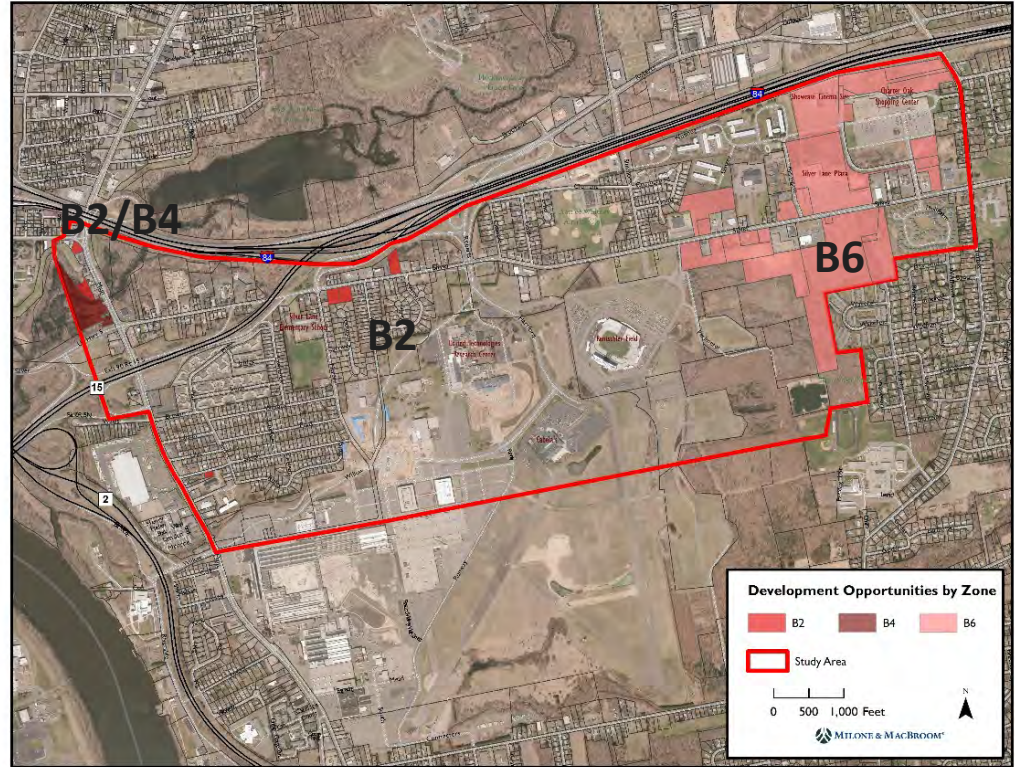
Build Out Analysis

- Maximum buildout under current zoning sets a baseline
 - Helps to analyze zoning vis a vis market potential
 - Helps to evaluate redevelopment alternatives
- Requires making assumptions regarding development/redevelopment candidates and uses



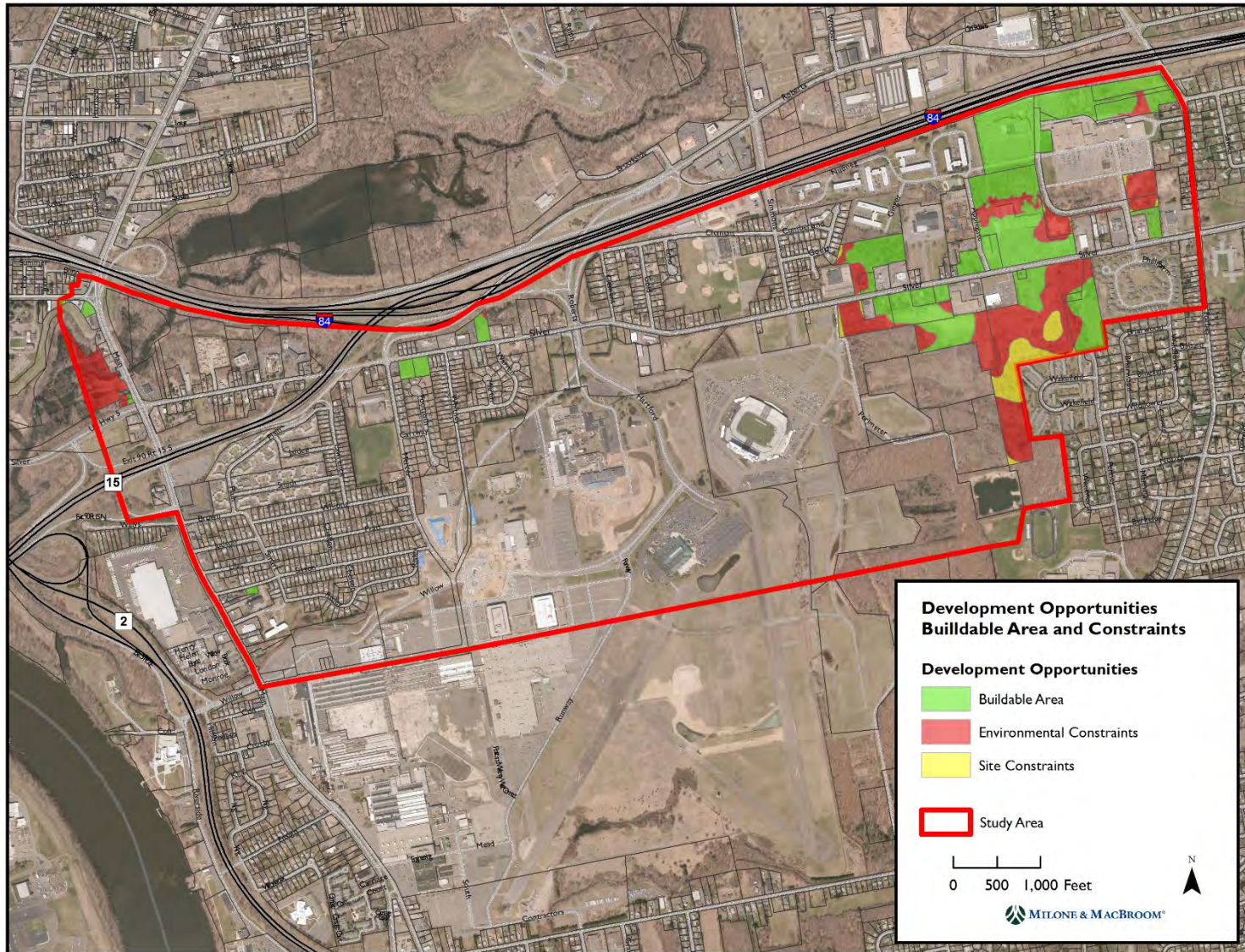
Build Out Analysis Assumptions

- Focused on commercial zones (industrially zoned parcels likely rezoning candidates)
- Assumptions on the relative size of buildings, parking areas, driveways and building height because floor-area-ratios not prescribed by regulations
- Assumptions regarding vacant or underdeveloped properties



Assumptions	Zones		
	B-2	B-4	B-6
Assumed Building Coverage	33%	33%	25%
Assumed Parking Coverage	40%	40%	30%
Assumed Driveway & Loading Coverage	10%	10%	10%
Assumed Impervious Surface Coverage	83%	83%	65%
Maximum Building Coverage ¹	75%	75%	25%
Maximum Impervious Coverage ¹	85%	85%	75%

Build Out Results



Build Out Results

Build Out Area	Gross Developable Land (Acres)	Constrained Land (Acres)	Total Net Buildable Area (Acres)	Potential Building Sq. Ft. (by right)
B-2 Zone	4.5	1.0	3.6	53,236
Vacant Land	4.5	1.0	3.6	53,236
Redevelopment Sites	-	-	-	-
B-4 Zone	6.0	5.9	0.1	2,500
Vacant Land	6.0	5.9	0.1	2,500
Redevelopment Sites	-	-	-	-
B-6 Zone	116.3	47.6	68.7	889,882
Vacant Land	72.2	41.3	31.0	412,872
Redevelopment Sites	44.0	6.3	37.7	477,010
All Commercial Zones	126.8	54.4	72.4	945,617
Vacant Land	82.8	48.1	34.7	468,607
Redevelopment Sites	44.0	6.3	37.7	477,010

- At maximum build out under current zoning, corridor has an additional ~950,000 square feet of commercial build out potential
- Build out potential evenly split between vacant land and redevelopment sites
- Almost all build out potential is in the B-6 zone

