

HARTFORD 2010

FINAL REPORT
Summer, 2007

MetroHartford Alliance
City of Hartford - Department of Development Services

Urban Design/Planning
Greenberg Consultants/CBT Architects
Landscape Architects
Michael Van Valkenburgh Associates
Transportation Consultants
Gorove/Slade Associates, Inc.
Economic Consultants
Phillips Preiss Shapiro
Planning Consultant
Patrick L. Pinnell AIA / Architecture & Town Planning



Dear Friends of the Businesses and Neighborhoods of the Hartford Region,

Thanks to your support, the City of Hartford and the Region will be even more vibrant, accessible, and competitive in the global market. Our partnership, Hartford 2010, will unite the City's neighborhoods and better connect the City to the surrounding suburbs.

Hartford 2010 has been a yearlong partnership between the City, the MetroHartford Alliance, and a team of urban design professionals led by Ken Greenberg. After taking a detailed look at the City's recent and ongoing economic development initiatives, the combined team developed a set of recommendations to attract more private sector investment in Downtown Hartford and all of the City's neighborhoods. Now it's time to implement those recommendations and link the City's major streets and avenues more effectively, thereby contributing to a more dynamic Region.

The process for developing these recommendations did not happen overnight. We managed Hartford 2010 through three phases, each of which engaged stakeholders throughout the City. The City and the Alliance will now work together – with those stakeholders – to execute this plan. This booklet summarizes those recommendations which are clustered around 6 "tridents", areas of the City with the potential to unlock other development opportunities around them.

The Hartford 2010 process has enhanced the City's marketing ability and its coordination with the regional and national marketing initiatives led by the Alliance. In addition, the City and the Alliance are planning to host a multi-day Urban Land Institute panel for September. The panel will focus on a combined parcel of more than 28 acres at what is known as "Downtown North" and will strengthen the Region's ability to showcase its significant assets to prospective developers, investors and employers - stressing that "Hartford Means Business" and that this is a great place to live, work, play, and raise a family.

We are confident that Hartford 2010 will significantly add to the momentum of the City's unprecedented renaissance as the dynamic core of the Region, and it will complement the exciting developments underway at Blue Back Square, Bradley Airport, and Rentschler Field. Please review this document to learn more about Hartford 2010 and to help with its successful implementation. We look forward to working with you as we move this exciting initiative forward to realize our vision for an increasingly accessible, beautiful, and dynamic 21st Century City that continues the ascent of the Hartford Region as New England's Rising Star.

Eddie A. Perez
Mayor
City of Hartford



Andy F. Bessette
Chair of the Board
MetroHartford Alliance



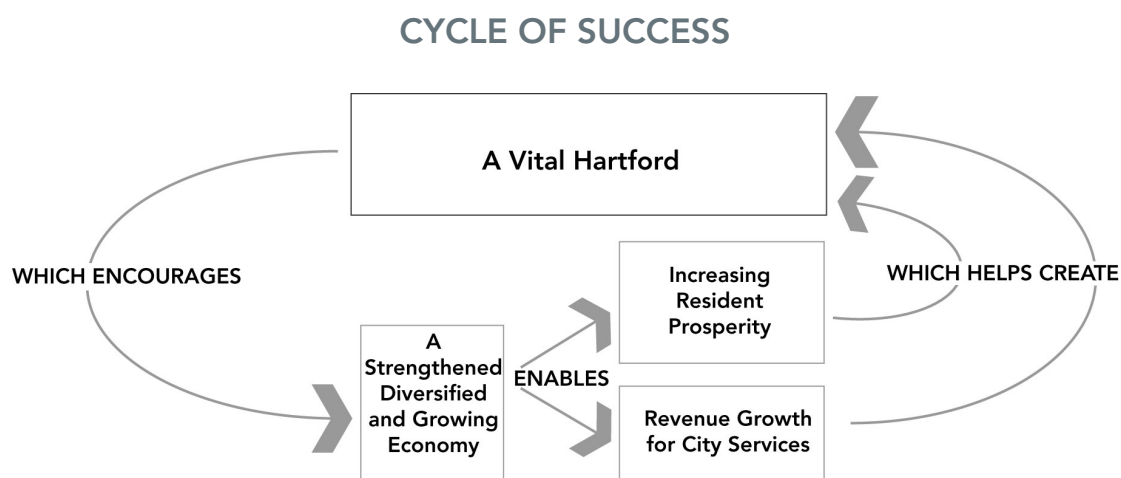
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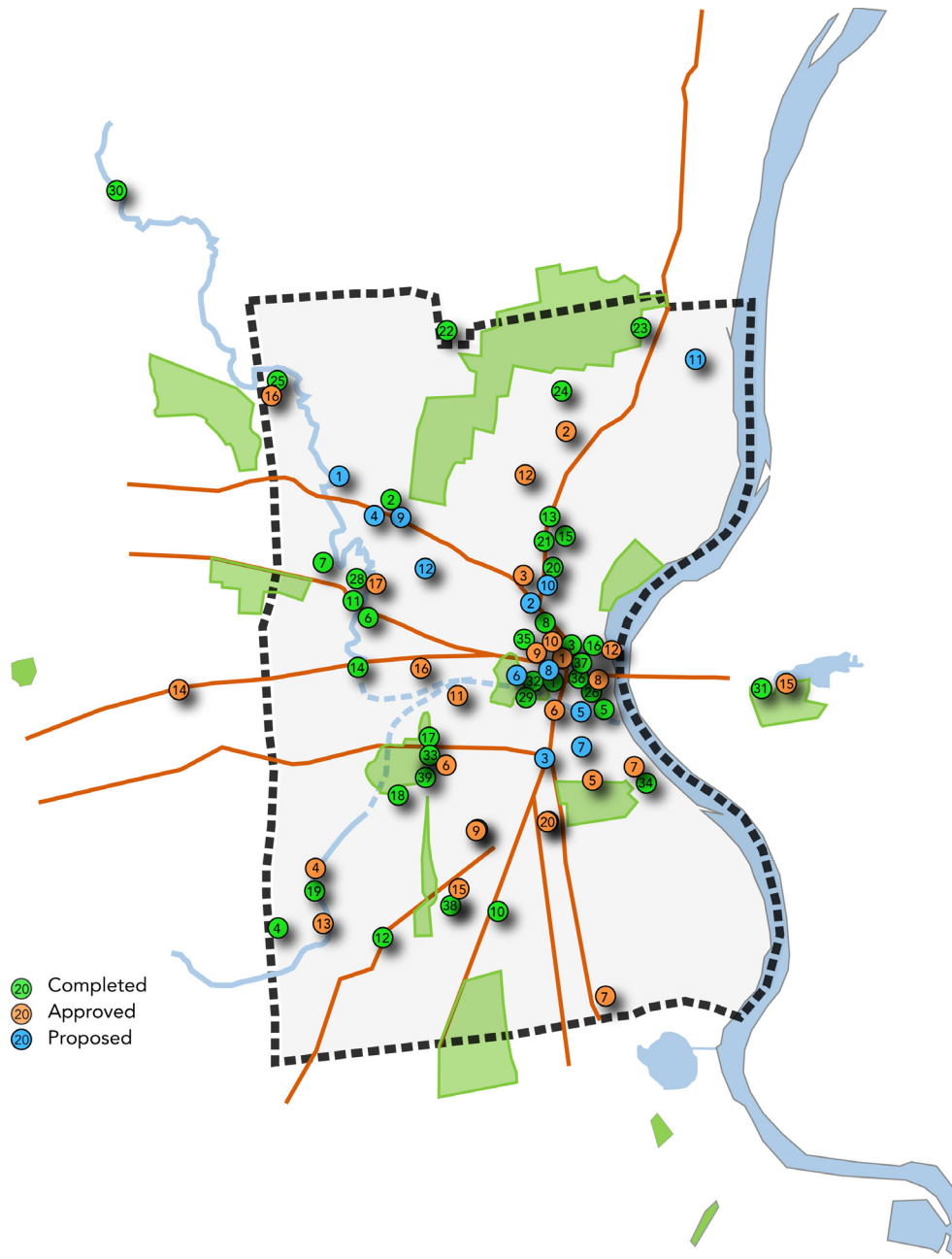
INTRODUCTION

KEY OBJECTIVES

- Fully leverage the investment of over \$1 billion of public and private funds in Hartford over the last five years so as to strengthen the Downtown and all of the City's other neighborhoods as well as the adjoining suburbs;
- Accelerate the amount of incremental private investment in the City to strengthen it as the economic hub of the Region;
- Enhance the ability of the Region to market itself as a dynamic, growing economy;
- Focus on specific areas that can best leverage new investment:
 - a. Stimulate and shape investment;
 - b. Ensure new resources are used wisely and efficiently;
- Ensure that economic opportunities reach all Hartford residents:
 - a. Foster good quality jobs with higher wages;
 - b. Prepare Hartford residents to fill those jobs;
 - c. Bring shopping, restaurants, and basic services to communities.



BUILDING ON RECENT SUCCESSES AND WORK UNDERWAY



- Completed
- Approved
- Proposed

Completed Projects

1. Trumbull on the Park apts-112 units
2. The Artists Collective
3. Capital Community College
4. Charter Oak Marketplace retail
5. Connecticut Convention Center
6. Connecticut Public Television relocation
7. Goodwin Estate condominiums-63 units
8. Hilton Hotel renovation
9. Learning Corridor
10. Library renovations-Campfield Avenue
11. Classical Magnet School
12. Library renovations-Goodwin Branch
13. Main and Pavilion retail
14. Mark Twain Visitor's Center
15. Mary Shepard Place rental housing- 127 units
16. Morgan Street garage
17. Mortson/Putnam Heights- 38 units
18. Park Terrace development apts-68 units
19. Rice Heights owner occupied housing-59 units
20. SANA Apartments renovations-250 units
21. Sand School
22. Ida B. Wells Senior Housing-40 units
23. St Monica's single family housing-55 units
24. Stowe Village housing rental/ownership-171 units
25. University of Hartford magnet school
26. Hartford Marriot downtown hotel
27. Alden Street Condominiums-23 units
28. St. Francis Hospital 700 car parking garage
29. 55 On the Park apartments-130 units
30. Gillette Ridge
31. Rentschler Field
32. 266 Pearl Street
33. Brick Hollow rental housing – 56 units
34. Colt Gateway mixed use / housing - 56 units
35. Hartford 21 housing / retail – 260 units
36. 18 Temple Street rental / apartments - 78 units
37. Temple Street reopening
38. Trinity College Ice Rink
39. Zion Street Mutual Housing apartments - 24 units

Approved Projects

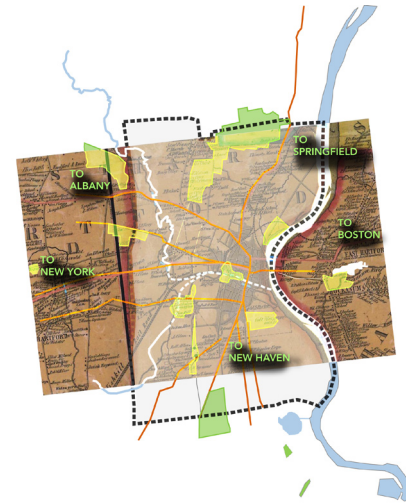
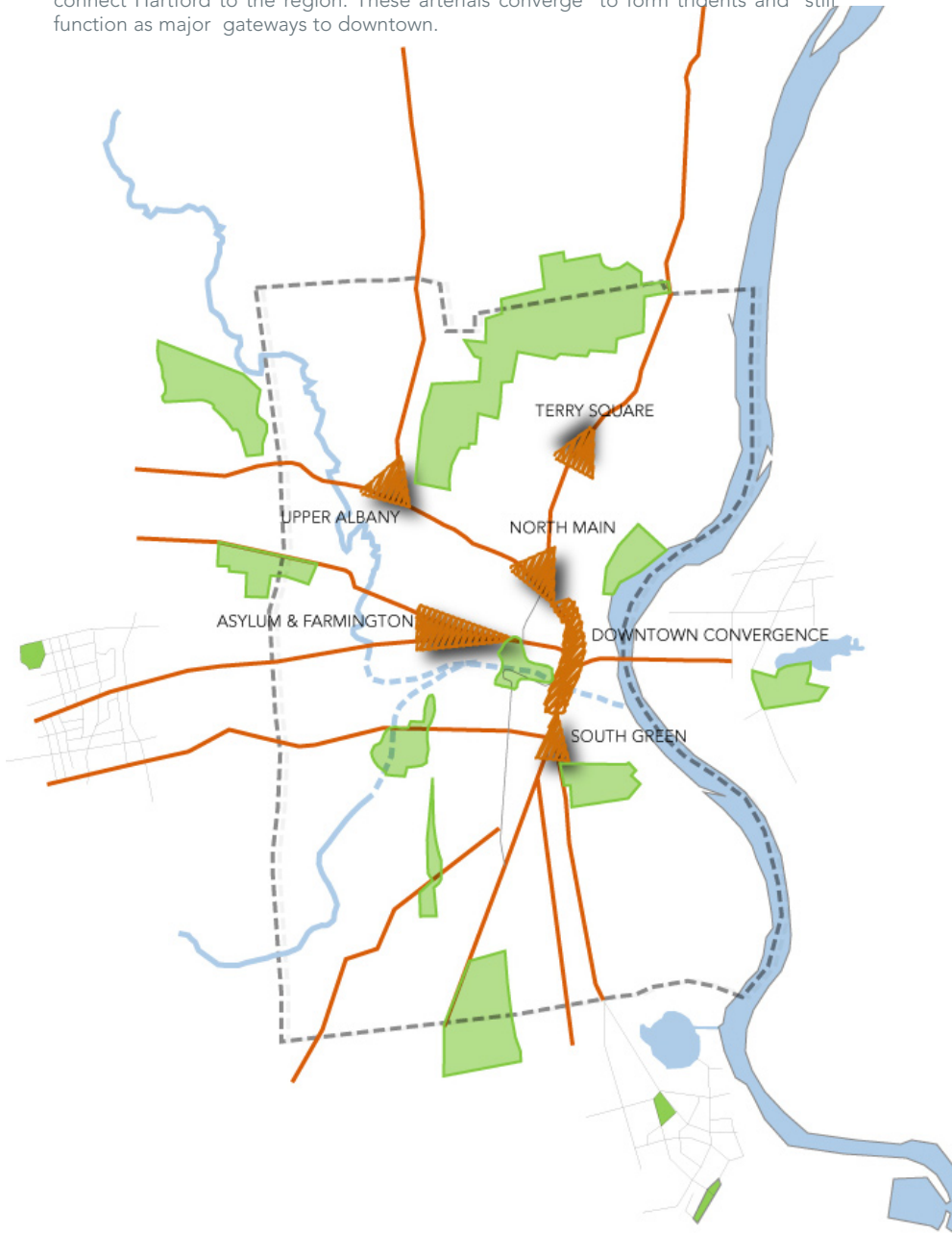
1. 915 Main Street Condominiums-89 units
2. Kelvin Anderson Recreation Center
3. Belden Street owner housing-14 units
4. Breakthrough Magnet High School
5. Dutch Point redevelopment housing-194 units
6. Library renovations-Central Library
7. Metzner Recreation Center renovations
8. Science Center
9. University of Hartford Magnet School of Science and Engineering.
10. 410 Asylum Street housing-70 units
11. 390 Capitol Avenue Condominiums-100 units
12. Grandfamily Housing rental-40 units
13. A.I. Prince Technical High School
14. Blue Back Square
15. Rentschler Field
16. Aetna 1200 car parking garage
17. St. Francis Hospital expansion

Proposed Projects

1. University of Hartford Performing Arts Center
2. Public Safety Complex
3. Plaza Mayor condominiums-50 units
4. New Albany Avenue Branch Library
5. Front Street-housing/retail/entertainment
6. YMCA site on Jewell Street housing-350 units
7. Capewell Condominiums-92 units
8. Albany and Woodland redevelopment site
9. 1450 Main St. mixed-use -housing-50 units
10. Proposed 400,000 sf retail
11. Sigourney & Homestead office/housing-8 units

THE ORIGIN OF TRIDENTS

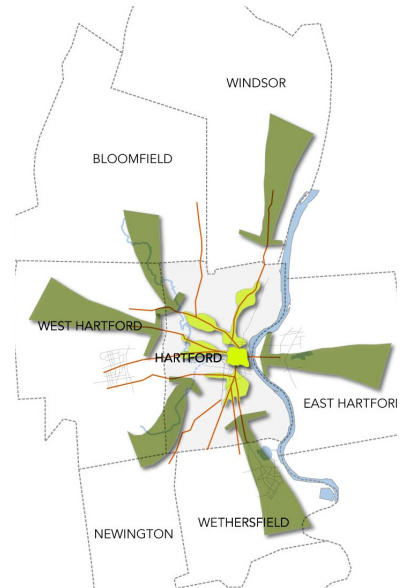
The arterials are a loose grid with radials that converge on downtown Hartford. They connect Hartford to the region. These arterials converge to form tridents and still function as major gateways to downtown.



Historic Hartford streets



HARTFORD RENAISSANCE



Hartford aerial



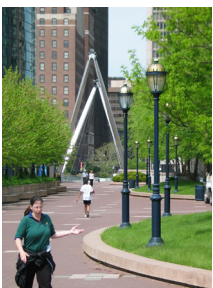
Proposed Science Museum



Coltsville



Downtown Streetscape



Riverfront Recapture



State House Square



Downtown Streetscape



Bushnell Park



Hartford 21

THE TRIDENTS

02 THE TRIDENTS DOWNTOWN CONVERGENCE

A historic Main Street that looks and functions as the central "address" for Downtown, spurring further high-value development throughout the center city. This involves amplifying the physical hospitality of Main Street and environs to invite more shopping, dining, tourism, and center city living. Potentially, over 2,100 jobs will be created and the trident will attract approximately 550 new residents.





1 Target Key Sites, Including:

- a. Signature mixed-use development at Asylum/Main
- b. Signature cultural building on I-84
- c. Opportunities for re-use of existing Civic Center site
- d. Continuous retail on the key cross streets



2 Examine the Re-design of Main Street, Including:

- Signal timing
- Rationalize lane widths. Add bump outs at crossings
- Opportunities for short-term, on-street parking
- Alternatives to reduce the use of Main Street for bus staging
- Provide higher-amenity bus stops
- Further upgrade way-finding signage



3 Propose Streetscape Improvements, Including:

- Lighting, landscaping, and other design elements for the length of Main, Asylum and cross streets
- Programming and public art



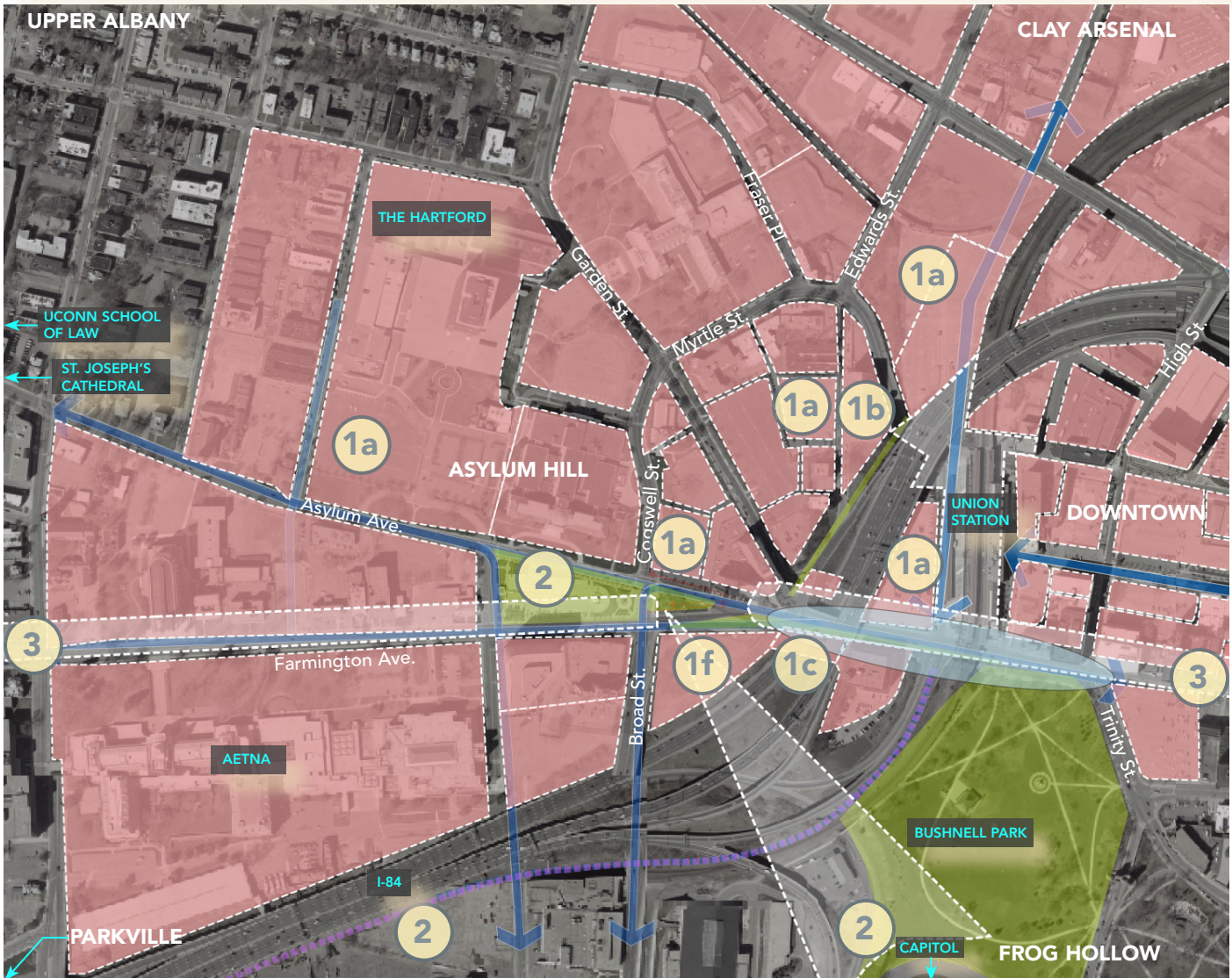
Action Agenda for Economic Development

- Potential development of 1.8 million square feet of residential, office, retail and hotel space
- Modern home furnishing store
- Apparel store
- Book, music, entertainment superstore retailer
- Attract a large-scale developer, with experience in high-profile, mixed-use, entertainment and hospitality-centered developments in high density environments



02 THE TRIDENTS ASYLUM/FARMINGTON

Stitching Asylum / Farmington to Downtown and absorbing significant regional demand for high-end office, retail, hotel and housing development. Involve stakeholders such as Aetna and the Hartford as well as the community in developing a vibrant mixed-use district that is tied to Union Station. Potentially, over 2,200 jobs will be created and the trident will attract approximately 750 new residents.



The Hartford



Union Station



AETNA



St. Joseph's Cathedral



Bushnell Park



The Capitol





1 Target Key Sites, Including:

- a. Mixed-use developments at
 - Asylum and Cogswell Site
 - Union Station triangular site
 - Existing surface parking lots
- b. Capitol West building
- c. I-84 and viaduct underpass opportunities
- d. Retail and shared parking opportunities
- e. Focus on the triangle between The Hartford and Aetna as a first step to attract some retail and gradually move east
- f. Site attractive for hotel uses



2 Examine the Re-design of Trident, Including:

- Signal timing
- Reorganize traffic movement and improve circulation
- Rationalize lane widths, add bump outs at crossings
- Opportunities for short-term, on-street parking
- Integrate New Britain bus way
- Further upgrade way-finding signage
- Provide a good pedestrian connection under the highway and train viaduct



3 Propose Streetscape Improvements, Including:

- Lighting, landscaping, and other design elements for the length of Asylum and Farmington avenues
- Programming and public art



Action Agenda for Economic Development

- Potential development of 1.75 million square feet of residential, office, retail and hotel space
- Engage existing property owners
- Attract national developers
- Attract "fast-casual" restaurant chains: bakery-cafes; high quality ethnic (Mexican; Asian noodles), health clubs etc.
- Attract upscale hotel, with ground floor retail on Farmington



02 THE TRIDENTS UPPER ALBANY/BLEUE HILLS AVENUE

Civic and retail combined at the Woodland / Blue Hills Avenue blocks, to boost Caribbean-themed commercial revitalization of the Upper Albany Corridor, as well as revitalization in the adjoining neighborhoods. Potentially, nearly 450 jobs will be created and the trident will attract approximately 80 new residents.



Albany Avenue retail



Northwest Jones School



Homestead Avenue



St. Francis Hospital



The Artists Collective



Keney Park





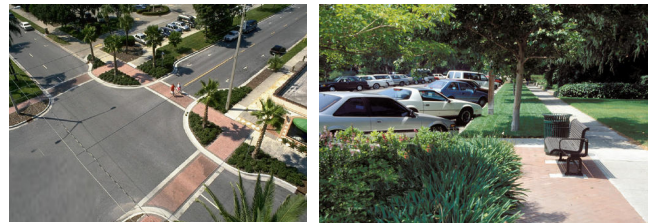
1 Target Key Sites, Including:

- a. Mixed-use Town Center Project on city-owned site
- b. Home Center on Homestead
- c. Institutional Campus in the northwest quarter (library, Artists Collective, school and cultural center)



2 Examine the Re-design of Trident, Including:

- Reorganize traffic pattern in coordination with DOT and MDC
- Rationalize lane widths. Add bump outs at crossings
- Opportunities for on-street parking to enhance retail performance
- Further upgrade way-finding signage



3 Propose Streetscape Improvements, Including:

- a. Signature landscape opportunity at Albany and Woodland
- b. Woodland 'shared street' connection to Keney Park
- c. Lighting, landscaping, and other design elements for the length of Albany and Woodland
- d. Programming and public art



Action Agenda for Economic Development

- Potential development of over 400,000 square feet of residential, office, and retail space
- Coordinate Route 44 project with the DOT and MDC
- Consider precinct Plan and Design Guidelines (institutional campus site)
- For Town Center: family restaurant chain with track record of minority entrepreneurship and local hiring
- For Southwest corner of Homestead and Upper Albany, priorities are remediation, an incentive plan and taking advantage of Brownfield legislation pending at the State level
- Attract national retailers to leverage commuter patterns and city investments



02 THE TRIDENTS SOUTH GREEN

A high-image, multi-ethnic meeting place, to spur and link further investment on Park Street, in south Downtown, at Colt Gateway, for Hartford Hospital, and more. Potentially, over 550 jobs will be created and the trident will attract approximately 130 new residents.



The Learning Corridor



Park Street



Colt Gateway



Congress St.



Colt Park



Methodist Church





1 Target Key Sites, Including:

- a. Mixed-use development along Main Street in the South Green area
- b. Plaza Mayor and Park Street ethnic retail
- c. Corner of Maple and Jefferson Street
- d. Enhance connection of Hartford Hospital to South Green



2 Examine the Re-design of Trident, Including:

- Reorganize traffic movement and improve circulation
- Integrate bus transit & hospital shuttles
- Rationalize lane widths. Add bump outs at crossings
- Opportunities for on-street and off-street parking to improve retail performance
- Further upgrade way-finding signage



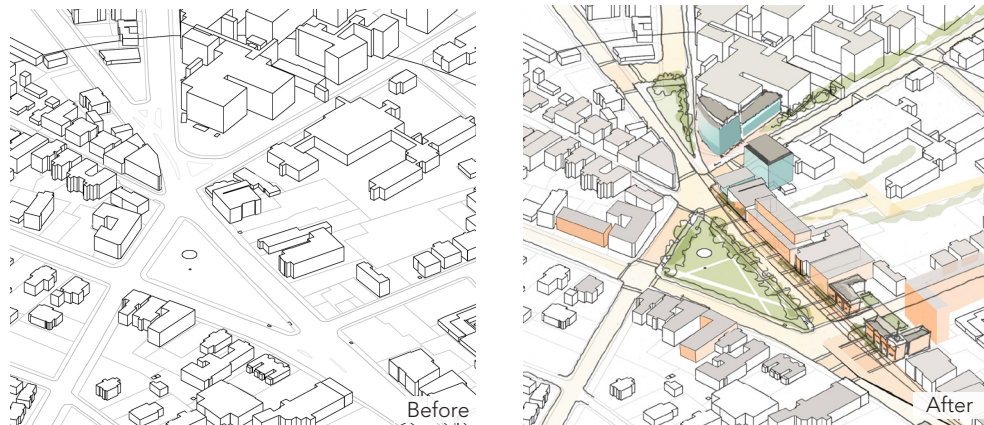
3 Propose Streetscape Improvements, Including:

- Improvements to Barnard Park
- Lighting, landscaping, and other design elements for the trident
- Programming and public art



Action Agenda for Economic Development

- Potential development of over 363,000 square feet of residential, office, retail and hotel space
- Consider a precinct Plan and Design Guidelines
- Look at the redesign options for Barnard Park – Fence location design
- Attract national “casual fast food” chains: bakery, coffee, sandwich, high-quality ethnic
- Reexamine the retail assumption along South Main Street along the Park. Focus on two corners – Plaza Mayor at Park Street and Hartford Hospital site at Jefferson



02 THE TRIDENTS
TERRY SQUARE

Bring the energy of highway access from the North Meadows to north Main to create a focus for economic development, with spin-off benefit for the length of North Main Street and Windsor Street. Potentially, over 200 jobs will be created and the trident will attract approximately 150 new residents.





1 Target Key Sites, Including:

- a. School bus depot site for shopping center
- b. New 100% corner sites by extending Boce Barlow Way to Kensington Street
- c. Rajun-Cajun triangle for restaurants



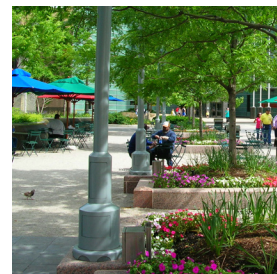
2 Examine the Re-design of Trident, Including:

- Signal timing
- Reorganize traffic movement and improve circulation
- Rationalize lane widths. Add bump outs at crossings
- Opportunities for on-street parking
- Further upgrade way-finding



3 Propose Streetscape Improvements, Including:

- Lighting, landscaping, and other design elements for the trident
- Programming and public art



Action Agenda for Economic Development

- Potential development of over 170,000 square feet of residential, office and retail space
- Engage property owners, retailers and shopping center developers regarding potential for a retail complex
- Pursue new retail opportunities (furniture, fast casual food, etc.)
- Test Boce Barlow Way extension idea from a traffic point of view
- Consider adopting planned development district zoning that requires coordinated redevelopment plan at same time



02 THE TRIDENTS DOWNTOWN NORTH

Regionally significant, mixed-use, high-density development, taking advantage of the area's assemblages and accessibility. Potentially, over 3,000 jobs will be created and the trident will attract approximately 400 new residents.



Keney Tower



SAND



Barnard Brown School



Rensselaer



Retail





1 Target Key Sites, Including:

- a. Main and Trumbull intersection (12-B, 1161 Main and 1214-1218 Main)
- b. Sites west of Main Street
- c. Market Street properties
- d. Opportunities to locate a Hartford civic arena



2 Examine the Re-design of Albany and Main Street Intersection, Including:

- Reorganize traffic movement and improve circulation
- Signal timing
- Consolidate parcels
- Rationalize lane widths. Add bump outs at crossings
- Opportunities for on-street parking
- Further upgrade way-finding signage



Action Agenda for Economic Development

- Potential development of nearly 1.8 million square feet of residential, office, retail and hotel space
- Attract national developers
- Consider a design competition



FUNDING FOR HARTFORD 2010: A STRATEGIC FRAMEWORK

City of Hartford

Hartford Foundation for Public Giving

City of Hartford Parking Authority

Leadership Investors

- Aetna
- Bank of America
- The Hartford Courant
- The Hartford Financial Services Group
- ING
- MetLife
- Metropolitan District Commission
- Northeast Utilities
- Prudential Financial Services
- Saint Francis Hospital and Medical Center
- Travelers
- The Phoenix Companies
- United Technologies Corporation
- Webster Bank

Strategic Partners

- Ahlstrom
- AT&T
- BSC Group
- Capital Community College
- Central Connecticut State University
- Citizens Bank
- ConnectiCare
- The Connecticut Science Center
- The Bushnell
- Day Pitney
- East Hartford Chamber of Commerce
- Ernst & Young
- Evolution Benefits/Women's Health
- Farmington Chamber of Commerce
- Glastonbury Chamber of Commerce
- Granby Chamber of Commerce
- Greater Hartford Arts Council
- Griffin Land
- Hartford Hospital
- Hilb Rogal & Hobbs
- JCJ Architecture
- Murtha Cullina
- Hartford Steam Boiler Inspection & Insurance Co.
- PricewaterhouseCoopers
- Robinson & Cole
- Saint Joseph College
- Simsbury Chamber of Commerce
- Sullivan & LeShane Public Relations
- The Talbot Group
- Trinity College
- WFSB/TV3 Meredith Corporation
- West Hartford Chamber of Commerce

Hartford Investors

- Hartford Preservation Alliance
- Leadership Greater Hartford
- Mercy Housing & Shelter
- Thomas Cadillac
- The Hartford Public Library

Neighborhood Groups

- Coalition to Strengthen the Sheldon/Charter Oak Neighborhood
- Farmington Avenue Alliance
- Farmington Avenue Business District
- Hartford 2000
- Northside Institutions Neighborhood Alliance
- Parkville Business Association
- Southside Institutions Neighborhood Alliance
- South Downtown NRZ (SODO)
- Upper Albany Main Street

Capital Region Partnership

- Capital Region Council of Governments
- Capital Region Education Council
- Capital Workforce Partners
- Urban League of Greater Hartford
- Greater Hartford Transit District

Individuals

- Irene O'Connor Fleury and Matt Fleury
- Elizabeth and Peter Sturrock