

**South Green Neighborhood Revitalization Zone
Strategic Plan**

Prepared for:

The South Green NRZ Committee

Prepared By:

**Urban Partners
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Revised by:

**South Green NRZ
October, 1999**

Introduction

Urban Partners was retained by the South Green Neighborhood Revitalization Zone Committee (South Green NRZ Committee) to assist the organization to develop a strategic plan for its community. The plan set out here will guide the activities of the South Green NRZ Committee and aid in the evaluation and selection of project opportunities in coming years.

The South Green community lies immediately south of Hartford's downtown commercial district, east of the vibrant Park Street neighborhood and in close proximity to many of Hartford's major institutions – including Hartford Hospital and the Institute for Living. Like the adjacent Park Street and Frog Hollow communities, South Green has a diverse and multi-ethnic population base.

This strategic plan report contains four major sections. The first section provides a profile of the South Green community. This neighborhood profile discusses the South Green community's existing resources – human resources, physical and infrastructural resources, community resources and market resources -- as well as the community's key strengths and its most significant problems. The second section of this strategic planning report details the neighborhood vision that the South Green community has developed to guide its planning activities. This section is followed by a third section that details the action and implementation plan for the community's revitalization. Finally, a fourth section discusses how the strategic planning performance will be measured and monitored as implementation activities occur.

I. Neighborhood Profile

A. Human Resources

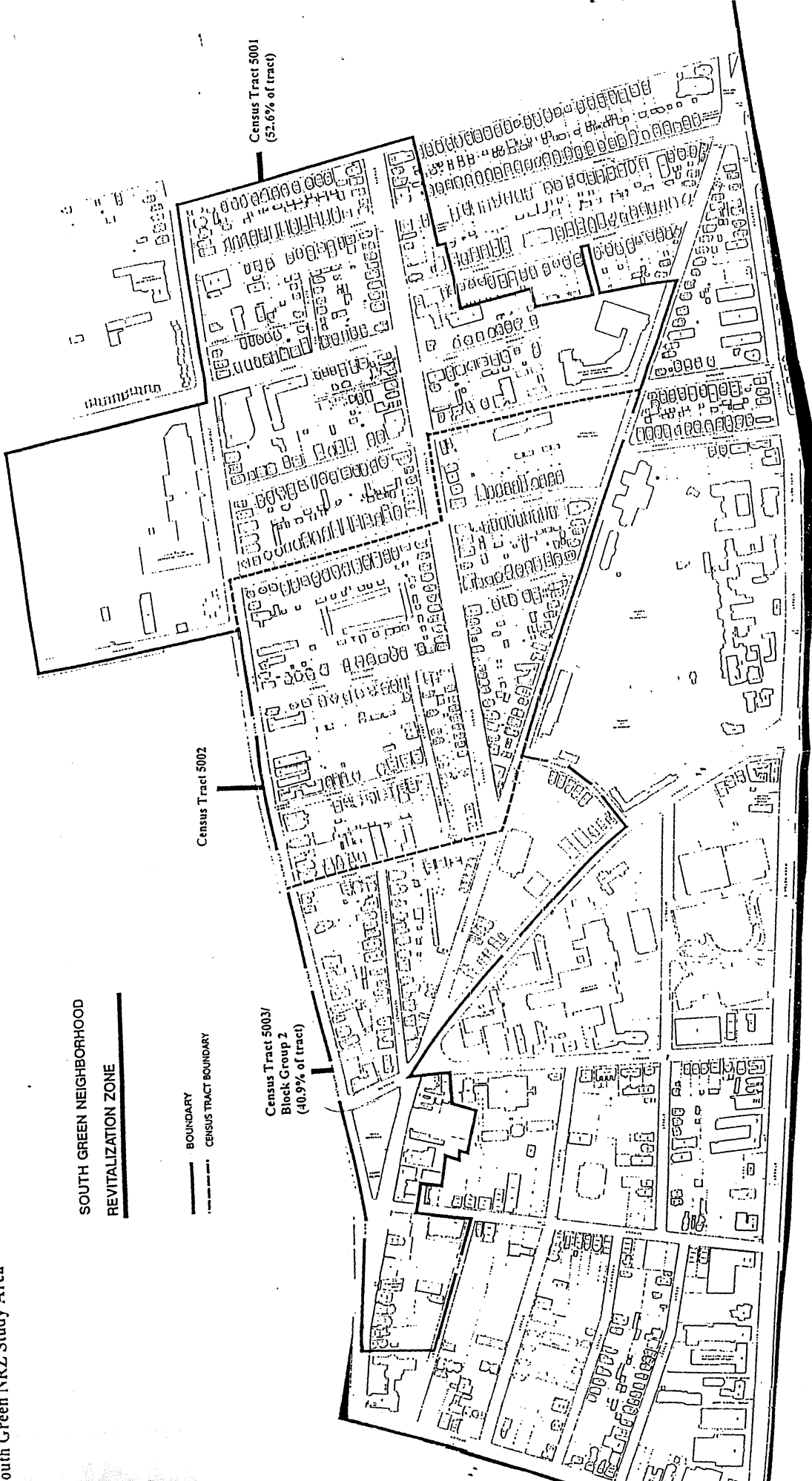
The South Green Neighborhood Revitalization Zone is generally bounded by Barnard/South Green Park and Buckingham Street to the north, Barker Street to the south, Wethersfield Avenue to the east and Maple and Retreat Avenues to the west. According to 1990 census data, this area contains a population of approximately 6,161 residents in census tracts 5001 (approximately 52.6% of this tract), 5002 and 5003/block group 2 (see **Map 1**). Institute for Living residents, who are actually outside the study area, accounted for approximately 312 of the residents of census tract 5001 in 1990. Recent population estimates by the U.S. Census Bureau indicate that the overall Hartford population base has decreased by 11.1 percent during the 1990s. Extrapolation from those estimates suggests that the actual 1998 South Green population may be closer to 5,477 residents.

Table 1: South Green Population Characteristics

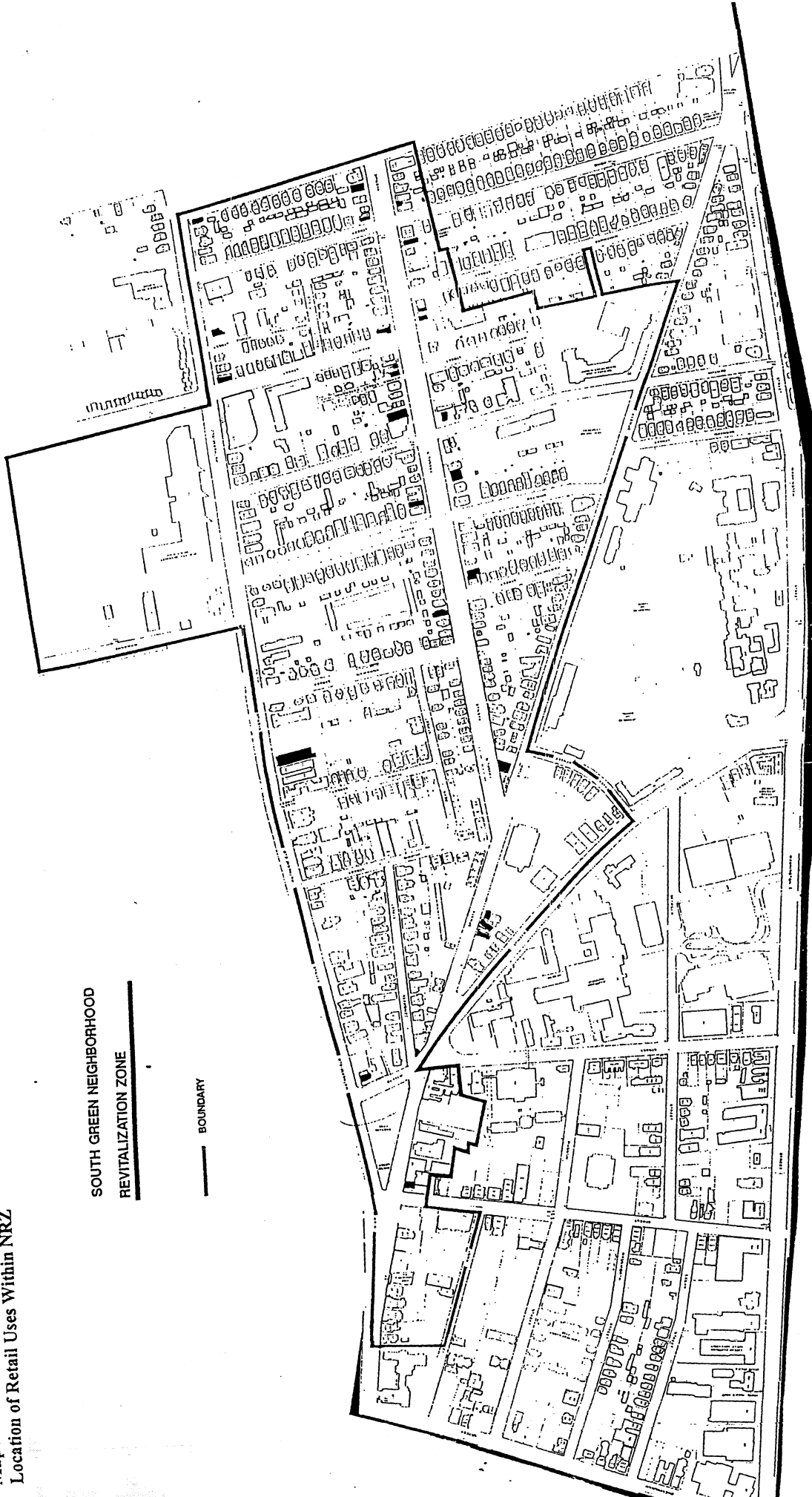
	Tract 5001 (52.6%)	Tract 5002	Tract 5003 (40.9%)	Area	Hartford
Population	1,963	2,835	1,363	6,161	139,739
Families	481	616	300	1,397	30,945
Households	746	905	491	2,142	51,464
Sex					
<i>Male</i>	949	1,345	659	2,953	66,639
<i>Female</i>	1,927	1,490	1,721	5,138	73,100
Race					
White	1,014	1,490	704	3,207	55,869
<i>% White</i>	46.92%	46.24%	29.92%	42.85%	39.98%
Afr. American	250	412	250	912	54,338
<i>% Afr. Amer.</i>	12.75%	14.53%	18.34%	14.81%	38.89%
Amer. Indian	3	11	4	19	450
<i>% Amer. Ind.</i>	0.16%	0.39%	0.33%	0.30%	0.32%
Asian	32	81	31	144	2,024
<i>% Asian</i>	1.61%	2.86%	2.28%	2.33%	1.45%
Other	757	1,020	670	2,446	27,058
<i>% Other</i>	38.56%	35.98%	49.13%	39.71%	19.36%
Hispanic Origin	1,054	1,557	859	3,470	44,137
<i>% Hispanic</i>	53.70%	54.92%	63.03%	56.32%	31.59%
Age					
Under 18	576	868	417	1,861	38,390
<i>% Under 18</i>	29.34%	30.62%	30.61%	30.21%	27.47%
Over 65	158	209	65	432	13,809
<i>% Over 65</i>	8.07%	7.37%	4.77%	7.01%	9.88%

Source: 1990 Census




Map 1
South Green NRZ Study Area

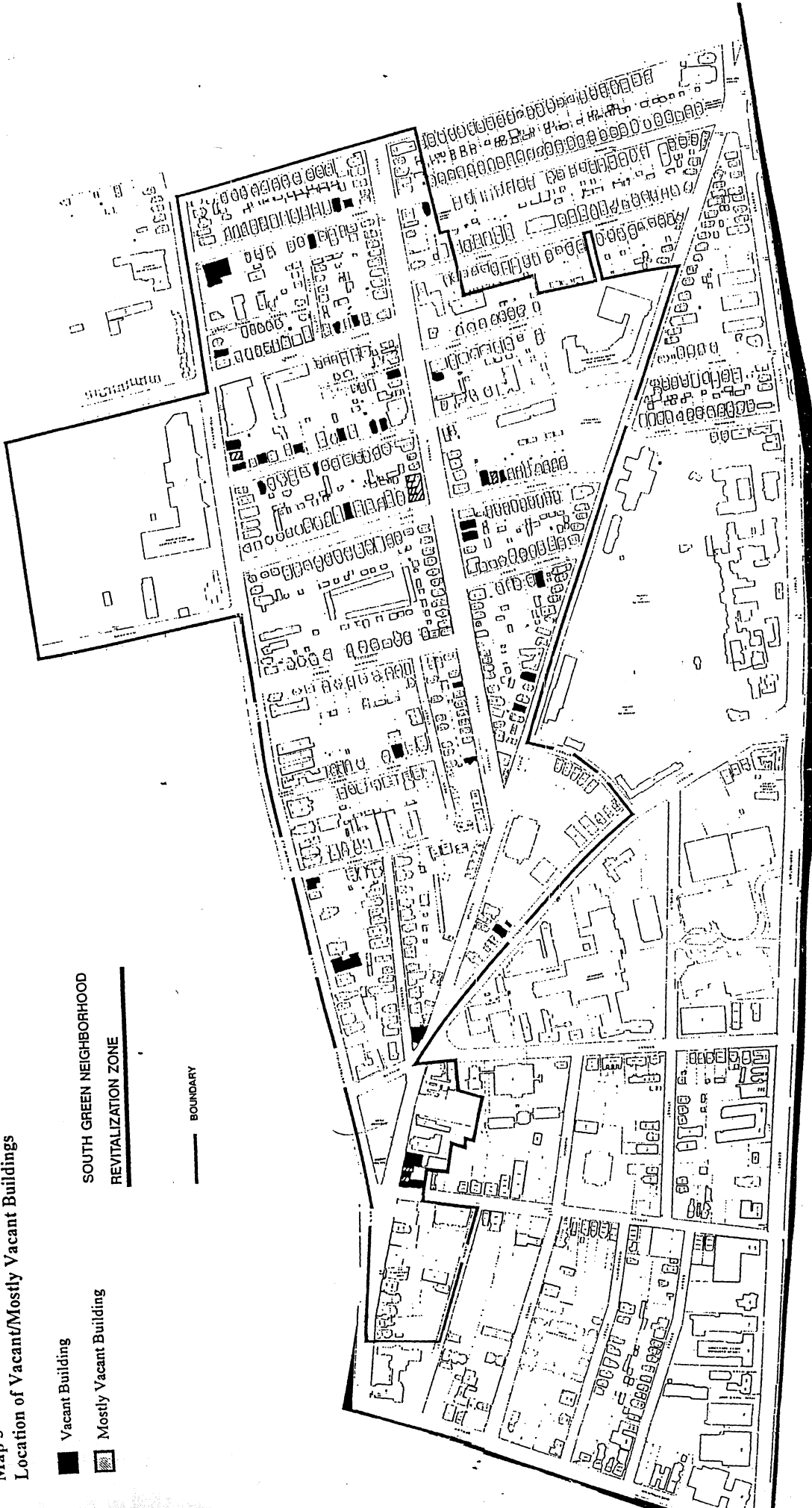


Map 2
Location of Retail Uses Within NRZ

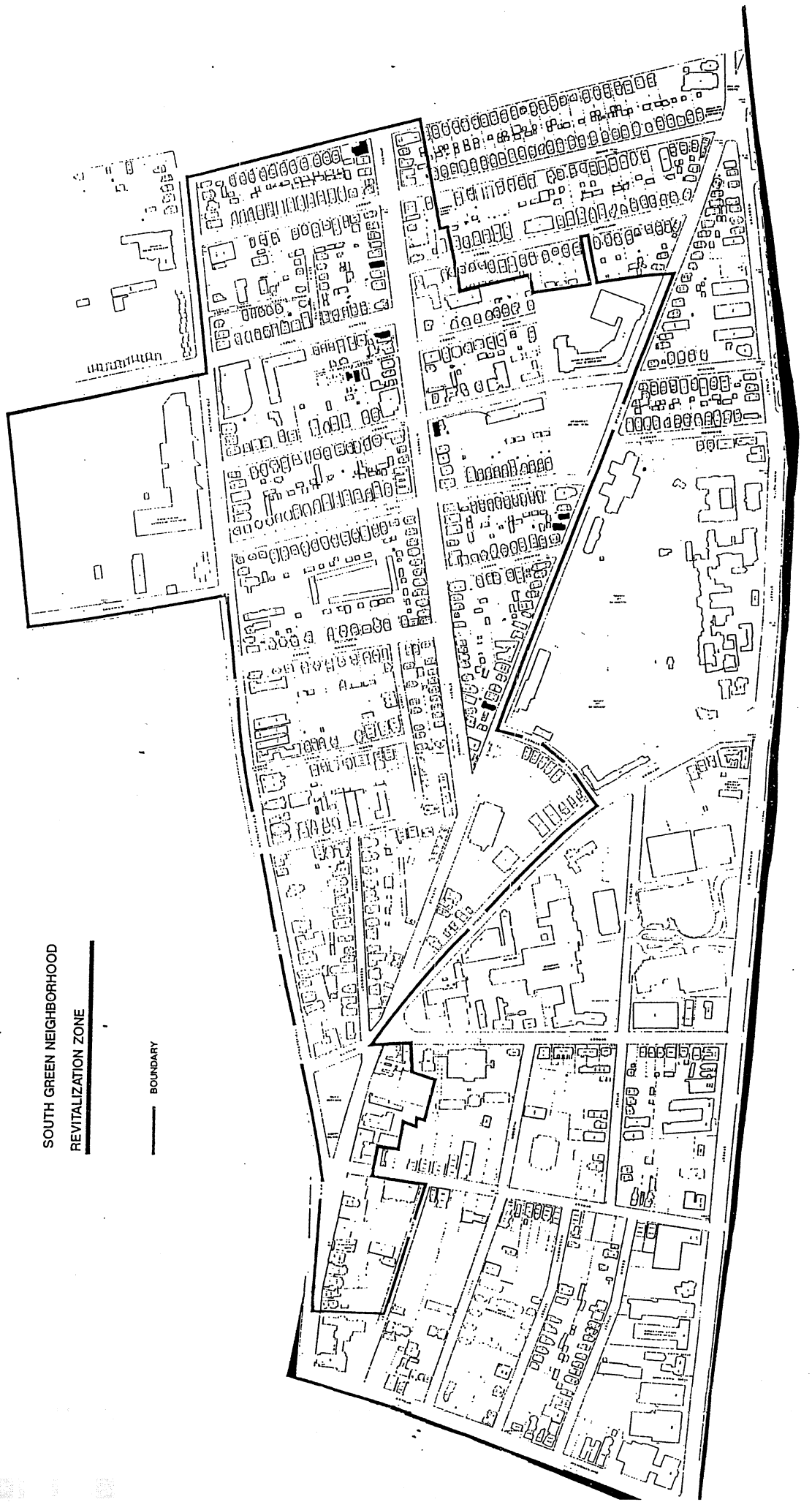


Map 3
Location of Vacant/Mostly Vacant Buildings

-  Vacant Building
-  Mostly Vacant Building
- SOUTH GREEN NEIGHBORHOOD
REVITALIZATION ZONE**
-  BOUNDARY



Map 4
Location of Occupied, Deteriorated Buildings



As shown on **Table 1**, the study area's population accounts for approximately 4.4 percent of the City of Hartford's population and a slightly lower percentage of its households. This indicates that the household size in South Green is slightly larger than that of the city as a whole. The population of the South Green neighborhood is quite ethnically diverse and includes a significant number of Hispanic residents. People of Hispanic origin represent approximately 31.59 percent of the city's overall population. In the South Green community, Hispanic residents account for 56.32 percent of the neighborhood's population.

Table 1 also shows that the age distribution of the South Green neighborhood is skewed from that of the city as a whole, with a somewhat higher percentage of children under the age of 18 and a slightly lower number of adults over the age of 65.

Table 2 details the South Green neighborhood's housing occupancy and tenure status as compared to the City of Hartford. As of 1990, the neighborhood contained 2,439 housing units, of which 2,142 (87.81 percent) were occupied. The South Green neighborhood's vacancy rate of 12.19 percent is significantly higher than the citywide vacancy rate of 8.26 percent and portions of the neighborhood – namely census tract 5003 in the northern portion of the neighborhood – had a vacancy rate almost double that of the city average.

Table 2
South Green Housing Characteristics

	Tract 5001	Tract 5002	Tract 5003	Area	Hartford
Housing Units	831	1,037	571	2,439	56,098
Occupied	746	905	491	2,142	51,464
<i>% Occupied</i>	89.80%	87.27%	85.90%	87.81%	91.74%
Vacant	85	132	81	297	4,634
<i>% Vacant</i>	10.20%	12.73%	14.10%	12.19%	8.26%
Tenure					
Owner	116	142	35	293	12,152
<i>% Owner</i>	15.59%	15.69%	7.17%	13.70%	23.61%
Renter	630	763	456	1,848	39,312
<i>% Renter</i>	84.41%	84.31%	92.83%	86.30%	76.39%
Median Value	\$137,500	\$140,600	\$114,300		\$133,800
Median Rent	\$469	\$463	\$453		\$443

Source: 1990 Census

While the City of Hartford's overall homeownership rate was only 23.61 percent in 1990, the homeownership rate in the South Green community was even lower. Overall, the South Green neighborhood exhibited a homeownership rate of only 13.70 percent at the time of the last census and, in the northern portion of the neighborhood closest to downtown Hartford, of only 7.17 percent. In addition, many of South Green's owner-occupied units are condominiums.

At the time of the census – prior to the collapse of the city’s property values – property values compared favorably with those throughout the rest of the city. The median value of a property in census tracts 5001 and 5002 exceeded the city average of \$133,800 and the value in tract 5003 was somewhat lower at \$114,300. Median rent charged in the neighborhood at that time was slightly higher than the city’s median level of \$443. **Anecdotal information about current and recent housing costs suggests that the value of owner-occupied properties has declined dramatically since 1990, while residential rents have remained at near-1990 levels. The decline in value of owner-occupied properties has been especially great for condominiums in the South Green area.**

The median income level of South Green residents is almost identical to that of the City of Hartford as a whole at the individual, household and family level as shown on **Table 3**. Census tract 5002 -- representing the mid-section of the NRZ -- had slightly lower income levels than the city while census tract 5003/block group 2 in the northern portion of the study area reported somewhat higher income levels than the city. The income distribution of South Green residents is quite varied -- the neighborhood includes both quite poor households and fairly affluent residents. Areawide, over 60 percent of the neighborhood’s households had annual incomes less than \$30,000 but 13.5 percent had incomes over \$50,000 and 5.5 percent had household incomes exceeding \$75,000.

Table 3
South Green Income Characteristics

	Tract 5001	Tract 5002	Tract 5003	Area	Hartford
Median Household	\$22,361	\$20,469	\$25,946	\$22,383	\$22,140
Median Family	\$24,226	\$21,809	\$26,000	\$23,541	\$24,774
Per Capita	\$10,217	\$11,849	\$17,140	\$12,499	\$11,081
Household Income					
Below \$30,000	58.2%	62.4%	58.7%	60.1%	
\$30,000-\$50,000	28.4%	23.5%	18.8%	24.1%	
\$50,000-\$75,000	10.6%	6.0%	17.9%	8.0%	
Over \$75,000	2.8%	8.1%	4.6%	5.5%	

Source: 1990 Census

Educational attainment in the South Green neighborhood is similar to the overall levels of educational attainment in the City of Hartford. Only 63% of South Green adults over the age of 25 have completed high school; 15% of South Green adults have received a bachelors or more advanced college degree. These comparatively low levels of educational attainment were reflected in a 1990 unemployment rate of 11% of the neighborhood work force, again paralleling the overall Hartford conditions.

Table 4
Ownership/Tax Delinquency Status of Vacant Properties

Property	Owner	Tax Delinquency (Years)
47-49 Alden Street	Marconi Enterprises	1
13-15 Benton Street	Benton Street Investors	6
27-29 Benton Street	Rahadhar, Ravindra	3
32 Benton Street	Rodriguez, Arnaldo	3
57 Benton Street	Chow, Wing Shek	3
63-65 Benton Street	Chow, Wing Shek	3
44-46 Bond Street	Avenoso, Geno	
55-57 Bond Street	Wathne, J. Ross	3
59-61 Bond Street	Tosado, Gilma	
1-9 Congress Street	The Flat Iron Building	2
26 Franklin Avenue	Greater Hartford Architectural Corporation	7
52 Franklin Avenue	Galatro, Nunzio	
105-107 Franklin Avenue	Geraci, John	2
109-111 Franklin Avenue	Wathne, Jon Ross	3
118-136 Franklin Avenue	Stavola, Frank	4
142-144 Franklin Avenue	Cortex Conception	1
169 Franklin Avenue	Pinnone, Vincent Sr.	3
174 Franklin Avenue	Rizza, Pino	
216-218 Franklin Avenue	Martin, Luica	1
99-105 Main Street	Marquis, Dorothy	
109 Main Street	Downey, Walter Jr.	
111 Main Street	Levin, Walter	1
115 Main Street	Downey, Walter Jr.	
135-157 Main Street	City of Hartford Tax Collector	
197 Main Street	City of Hartford Fire Department	
5 Manz Street	Information Management Group	6
228-230 Maple Avenue	Roth, Pamela	2
38-70 Park Street	City of Hartford Redevelopment Authority	
26-28 Pawtucket Street	Duggan, Richard	4
66 Retreat Avenue	Logan, Robert	6
70 Retreat Avenue	Seventy Retreat Avenue	
140 Retreat Avenue	Greater Hartford Architectural Corporation	4
12 Shultas Place	HUD	1
41-43 Shultas Place	Shultas Place Associates	7
101-103 Shultas Place	National Loan Investors	5
102-104 Shultas Place	Federal Home Loan Mortgage	
3 Warner Street	Delgado, Orlando	
17 Warner Street	Edwards, Isaac	1
20 Warner Street	Jorge, Fernando	
57-59 Wethersfield Avenue	Dicocco, Samuel	4
97-99 Wethersfield Avenue	South Green Associates	1
297-299 Wethersfield Avenue	Olson, John Jr.	2
307-313 Wethersfield Avenue	Alicata, Corrado	3
353-355 Wethersfield Avenue	Liberty Ventures, L.L.C.	1
383 Wethersfield Avenue	Caponetta, Michele	
383 Wethersfield Avenue	Bedrick, Bruce	1

B. Physical Resources

1. Building and Open Space Resources

Property Usage

Although the South Green community is primarily residential, the neighborhood is strongly impacted by the many arterial streets which converge on Barnard/South Green Park. These arterials---Franklin, Maple/New Britain, Retreat, and Wethersfield Avenues--run through the South Green neighborhood, dividing the residential community and generating a greater commercial feel to the area than the actual level of commercial uses would ordinarily create. In fact, all along these arterials commercial uses are substantially interspersed with residential uses.

South Green's overall housing stock contains a mixture of single family homes, condominiums, duplexes and smaller multi-family residences and larger apartment buildings. The most densely concentrated commercial zone within the South Green community is that surrounding Barnard/South Green Park; however, this zone has minimal retail uses. Retail uses in the South Green area are identified on **Map 2**.

The boundaries of the South Green NRZ abut many of Hartford's significant health and educational institutions -- including Hartford Hospital, the Connecticut Children's Medical Center, the Institute of Living and the main branch of the Hartford Public Library. Additionally, the South Green community houses numerous social service agencies, many of which provide residential care to mental health/mental retardation, substance abuse, HIV/AIDS and homeless populations and to individuals in alternative-to-incarceration programs. South Green is home to two important public schools--Michael Fox and Bulkeley High School.

A 1998 field survey identifies 43 deteriorated and vacant or mostly-vacant structures located throughout the South Green neighborhood (**Map 3**). Concentrations of vacant properties exist at the northwestern edge of Barnard/South Green Park, along Wethersfield Avenue south of Benton Street and along Shultas Place and Benton Street. In addition to these vacant buildings, there are 9 occupied but severely deteriorated properties in the South Green neighborhood (**Map 4**). Most of these are located on or near Franklin Avenue below Shultas Place. **Table 4** provides information available from the City of Hartford about vacant properties in the South Green neighborhood, including ownership and tax delinquency status.

Open Space Resources

A key identifying feature of the South Green neighborhood is the Frederick Law Olmstead-designed Barnard/South Green Park. While the 1.7 acre park is currently not well-maintained, the South Green Neighborhood Revitalization Zone Committee is actively involved in planning its revitalization with the City of Hartford. The community's plans envision a park used frequently by neighborhood families and area employees which can accommodate a regular series of cultural festivals.

Colt Park, a much larger recreational area, is immediately adjacent to the eastern border of the South Green neighborhood and provides a valuable resource to the community. There is, however, community concern that this park is too far away – and separated from the neighborhood by the busy Wethersfield Avenue – to serve the area's younger residents.

2. Transportation and Infrastructure

Transportation and Accessibility

The South Green neighborhood has excellent access to Hartford's regional transportation network. Entrances to Interstates 91 and 84, which provide connections throughout the greater metropolitan area, are within a very short distance of the neighborhood. The many arterials converging in the neighborhood—Franklin, Wethersfield, Maple/New Britain, and Retreat--connect downtown Hartford with its southern and southwestern suburbs. Bus service is present on most of the neighborhood's major roads.

There are concerns within the South Green community that the Connecticut Transit Bus System service to the neighborhood is not as extensive as desired, especially by routes that connect the area to the growing job base in Hartford's suburban ring. The need for such transportation services is exacerbated by the low percentage of automobile ownership by South Green residents. As of the 1990 census, nearly 53% of South Green households did not own an automobile compared to the 39% of all Hartford households that did not own a vehicle.

Streetscape Conditions

The most important and visible streetscapes in the South Green NRZ are along the chief commercial corridors – Franklin, Wethersfield and Maple/New Britain Avenues – and in the square surrounding Barnard/South Green Park.

Franklin Avenue

Franklin Avenue is the central spine of the South Green area and should provide a positive “front door” to the community. However, this section of Franklin Avenue (between Maple Avenue and Barker Street) suffers in comparison to the area south of Barker Street. This comparatively negative appearance results from three factors:

- 1) the mixed use character of this area (residential, retail and automotive) lacks continuity compared to the more compact retail/restaurant district further south;
- 2) the seven deteriorated and vacant structures north of Warner highlight blighting conditions in the community; and
- 3) the absence of consistent themed street improvements (lights, banners, plantings) stands in contrast to the Little Italy area farther south.

Wethersfield Avenue

Wethersfield Avenue was constructed to project an important boulevard character with its many stately homes, churches, Colt Park, schools and other institutional uses. In the many sections where these conditions have been maintained, the impression remains very positive. This is particularly true for the larger homes which have been converted to well-maintained apartments and professional offices. A unifying and attractive feature is the low wrought-iron fences fronting many of the properties.

In contrast to these stately properties, the few deteriorated, vacant properties are quite visible. This particularly impacts the intersection of Wethersfield Avenue and Benton Street – directly across from Bulkeley High School – where three deteriorated and vacant/mostly vacant properties are highly visible.

Another negative condition is presented by properties with front chain link fencing that appears “cheap” in comparison to the more attractive wrought-iron.

Barnard/South Green Park Area

Barnard/South Green Park is the oldest public park in the United States, even predating the Boston Common and Bushnell Park. Although the park's appearance is positive to passers-by, in fact many of the park's improvements are dated and the drainage system and walkways are significantly deteriorated. The park also lacks lighting and there is no covered seating area for riders waiting for buses.

More importantly, the high traffic conditions surrounding the park create a hostility that discourages its use. The park area is also impacted by vacant properties on Main Street near Park Street. While most of the edge fencing of the park is attractive, like Wethersfield Avenue, the portions with chain fencing give a negative appearance.

The park could become a more hospitable environment that encourages greater use by community residents and area employees through the completion of these key improvements:

1. The upgrading of public transportation and information facilities including a new waiting station, kiosk and display center;
2. The installation of iron fencing on the east and south sides of the park to be consistent with the other original decorative fences and the repair of fencing on the west side of the park;
3. The provision of focal points including a water feature and an interpretive sculpture;
4. The installation of decorative lighting;
5. The provision of benches, drinking fountains and other user facilities;
6. The installation of decorative bollards and attractive signage;
7. The organization of regular park cleaning;
8. The maintenance of plants in the park;
9. The provision of "eyes" on the park—organized community monitoring of activity--to discourage vagrancy, drug dealing and substance abuse in the park; and
10. The programming of a regular series of cultural events in the park.

C. Community Resources

1. Education and Employment Training Programs

There are several adult education and employment training programs currently operating within the South Green community. Programs in Adult Basic Education (ABE) and English as a Second Language (ESL) are offered at the Bulkeley School on Wethersfield Ave. by the City of Hartford Public Schools and Guakia, Inc. offers additional employment skills training at 335 Wethersfield Ave. The City of Hartford Public Schools has indicated that its preference would be for its adult-oriented programs to be housed away from its traditional primary and secondary school functions. The District has expressed interest in relocating the adult programs currently administered from the Bulkeley School, possibly to the Academy of Performing Arts complex on Wethersfield Ave., which will be partially vacated in 1999. The neighborhood strategic plan detailed below recommends this move. A full assessment of employment service needs in South Green is included in **Appendix 1**.

2. Social Service Programs

As noted in the prior discussion of community institutional uses, the South Green community houses numerous social service agencies, many of which provide residential care to mental health/mental retardation, substance abuse, HIV/AIDS and homeless populations and to individuals in alternative-to-incarceration programs. The community estimates that there are currently 17 such residential social service programs housing over 640 individuals within a 4,000 foot radius of the neighborhood's center. While the community recognizes these organizations as social service resources, it is also concerned that the South Green community not be perceived as a dumping ground for problematic residential programs that may impact its ability to attract a larger base of families and homeowners to the neighborhood. In order to control the number and type of social service programs located in the neighborhood, the South Green Neighborhood Revitalization Zone Committee seeks to be involved in the selection, approval and oversight of any future social services planned for the area.

3. Community Development Programs

The areas immediately adjacent to the South Green neighborhood house some of the Hartford area's most well-respected community development and economic development corporations, many of which have significant experience in commercial and residential development and management. These organizations include the Broad Park Development Corporation, Co-Opportunity, Inc., the Corporation for Independent Living, La Casa de Puerto Rico, Sheldon Oak Central, the Spanish American Merchant Association, the Park Street Development Corporation and SINA. Additionally, the South Green neighborhood has several active merchants associations, including the Franklin Avenue Merchants Association and the Wethersfield Avenue Area Coalition. The neighborhood can also benefit from selected organizations providing development funding and supportive services such as the Local Initiative Support Corporation (LISC) and the South Hartford Initiative (SHI). Together, the skills and interests of these organizations will be very valuable resources to the South Green NRZ Committee as it seeks partners to help implement its selected neighborhood strategic plan.

D. Market Resources

The market analysis completed as part of this strategic planning process by Urban Partners has identified opportunities for development in the retail, commercial, hotel and residential markets. These market opportunities are potential resources to the South Green community that can be developed through the neighborhood strategic plan. The complete market conditions analysis is included as **Appendix 2** to this plan.

1. Retail Market Opportunities

Based on Urban Partners' retail market analysis, approximately \$39 million in retail purchases are currently being made by South Green trade area residents outside the neighborhood. These purchases are supporting 236,000 SF of store space that could, in theory, be located within South Green. While it is unlikely that certain store categories -- such as department stores or catalog showrooms -- would locate in a neighborhood area, it is estimated that up to 173,000 SF of this available retail market potential could reasonably be captured in South Green if appropriate sites for retail development can be identified.

Opportunities for retail development within the South Green NRZ are limited by the shortage of appropriate sites within the neighborhood, but do exist in several categories. Opportunities exist for the development of up to an additional 30,000 SF of supermarket/grocery store space and for a comprehensive 11,000 SF drug store. Given the location of Walgreen's at Washington and Park Streets and the CVS on Franklin Avenue just below Barker Street, a new drug store in the South Green community is likely to be a Rite Aid or Eckerd's and would be best situated on Wethersfield Avenue to serve the eastern portions of the neighborhood not as well served by these nearby competitors and to benefit from vehicular traffic on this major thoroughfare.

Other opportunities exist to capture a portion of the South Green neighborhood residents' apparel and home furnishings purchases as well as home repair and gardening spending. The physical pattern of South Green's commercial streets--Park, Main, Franklin, Maple and Wethersfield--suggests that most store development of this type will involve smaller store space. Additionally, because the South Green community suffers from a complete lack of dry cleaning and laundromat facilities, opportunities are available for several such businesses to open throughout the neighborhood.

Given these conditions, the best opportunities for new or expanded retail development in the South Green neighborhood include:

- expansion of the C-Town supermarket on Wethersfield Avenue;
- a new discount drug store on Wethersfield Avenue;
- apparel stores and other smaller shopping goods stores on Park Street, Franklin Avenue, Wethersfield Avenue and surrounding Barnard/South Green Park;
- a hardware store;
- a take-out restaurant; and
- a laundromat.

2. Office Development

Office space within the South Green neighborhood is comparatively inexpensive, with current space available for between \$7-9/SF. The gradual development of smaller scale non-medical office space in the area may be an appropriate use for which a limited market exists. In addition to office space development in some of the architecturally interesting buildings on Wethersfield Avenue, office space development will be a compatible use for the upper floors of “Club Habana” at 7 Maple Street.

3. Hotel Development

Anecdotal industry information suggests that the hotel market in Central Connecticut is extremely tight for weeknights and that there is some level of occupancy on weekend nights. This is certainly true in the Hartford market, where the hotel industry is significantly influenced by state government, major corporate employers, Hartford Hospital, Trinity College, the University of Hartford and other large area employers.

The site of the northwestern corner of Main and Park Streets has approximately 150 feet of frontage on each of these streets and is sufficiently large to accommodate a mid-sized hotel facility. The site’s easy access to Hartford Hospital, state governmental offices and the downtown business center markets make it an excellent hotel location, particularly for a moderately-priced hotel capturing a more price-sensitive market than can be accommodated in new development on more expensive downtown sites.

4. Residential Market

The very erratic housing market conditions in the Hartford area during the last several years, particularly in this and adjacent neighborhoods, has created much uncertainty about the reasonableness of various market opportunities. Because of the confusing and somewhat contradictory information about the housing market in Hartford, it is somewhat difficult to draw conclusions about what type of residential development is appropriate for the South Green neighborhood. However, the rehabilitation of each of the 43 vacant buildings that currently exist in the neighborhood would provide close to 240 new units – a density of development that would obviously oversaturate the market and would be inappropriate in the South Green community which has the objective of lowering residential density.

A more reasonable approach to residential development within the South Green community involves experimenting with different approaches to reuse at each of the available sites. Potential reuse scenarios include:

- For larger mixed-use buildings, such as the mostly-vacant building on the southeast corner of Franklin Avenue and Shultas Place, rehabilitation as ground floor retail and upper floor rental residential.

- For more prominent larger structures on generally good blocks, such as the two large structures on the west side of Franklin Avenue between Pawtucket Street and Shultas Place, rehabilitation as rental residential or as cooperatives.
- For more isolated, structurally sound Perfect 6s, conversion to two larger owner-occupied units with unfurnished third floor bonus rooms.
- For concentrations of severely deteriorated structures on smaller side streets, demolition, reconfiguration of street layout to allow for cul de sac formation, and development of lower density single-family homes for sale.
- For properties adjacent to confined commercial uses, such as the several Wethersfield Avenue structures just south of Benton Street and two properties on the south side of Benton Street east of Franklin Avenue, demolition to provide off-street parking and expansion space for these adjacent commercial uses.

E. Neighborhood Strengths

At the onset of the strategic planning process, the South Green Neighborhood Revitalization Zone Committee identified what it believes to be the community's five key strengths. These community assets include:

1. Location

The South Green community has excellent access to downtown Hartford, the Park Street commercial district and Little Italy. This proximity to Hartford's active commercial districts not only provides South Green residents with access to a wide variety of services and amenities, but also provides the neighborhood with great visibility to the large number of Hartford area residents who frequent these active areas -- an important factor in considering the neighborhood's potential development opportunities.

Additionally, the South Green neighborhood has tremendous access to many of the region's key employers, such as Trinity College, Hartford Hospital and the Connecticut Children's Medical Center. Such linkages are valuable employment resources for the neighborhood's job-seeking residents.

Finally, the South Green neighborhood is immediately adjacent to Colt Park and within walking distance to the Hartford riverfront recreational amenities.

2. Architectural and Historic Quality of Neighborhood

The building stock of the South Green neighborhood is both historically and architecturally significant. The community's larger commercial buildings -- especially around Barnard/South Green Park and along Wethersfield Avenue -- have interesting architectural details that offer desirable alternatives to the central business district for businesses seeking offices with individualistic charm. The neighborhood's residential dwellings are quite varied in size and scale, ranging from small single family homes to larger apartment complexes. This range of residential alternatives provides the neighborhood with the ability to attract a wide variety of resident types having different housing needs.

3. Mixed Income Characteristics of Neighborhood

The population of the South Green neighborhood includes some fairly affluent professionals, some families reliant on public support and a wide range of people with incomes between these two extremes. The mixed income characteristics of its residents indicates that South Green is a neighborhood in which many people with the financial means to live elsewhere have intentionally chosen to live and to be active members of the community.

4. Transportation Access

As stated above, the South Green neighborhood has excellent access to Hartford's regional transportation network. Entrances to Interstates 91 and 84, which provide connections throughout the greater metropolitan area are within very short distance of the neighborhood. In addition, the many arterials converging in the neighborhood—Franklin, Wethersfield, Maple/New Britain, and Retreat--connect downtown Hartford with its southern and southwestern suburbs. Bus service is present on most of the neighborhood's major roads. More than 120 patrons per hour board buses at the Barnard/South Green Park hub. The neighborhood's excellent transportation network provides South Green area residents with access to the greater Hartford region's employment opportunities.

5. Availability of Young, Viable Workforce

South Green has a large base of young residents who, with proper training, can become important elements of the region's future workforce. The neighborhood's excellent access to some of the region's largest employers as well as its roadway access to the greater Hartford area provide well-trained neighborhood residents with numerous employment opportunities.

F. Significant Neighborhood Problems/Needs

The South Green Neighborhood Revitalization Zone Committee has identified a series of problems which threaten the well-being of the community and its residents. These problems can be grouped into several key areas, many of which interrelate:

1. Crime and Public Safety Issues

- Drug Sales and Use
- Prostitution
- Gang Activity

2. Physical Conditions and Community Appearance Issues

- Blighted/Abandoned Buildings
- Negligent Absentee Owners
- Lack of Physical Attribute that Defines South Green Neighborhood to Larger Community
- Lack of Public Place for Special Events/Cultural Festivals

3. Resident Income and Educational Issues

- Concentration of Poor Families in Neighborhood
- Low Level of Homeownership
- Education and Employment Needs of Residents

4. Recreational, Retail and Social Service Issues

- Lack of Recreational Activities for Younger Children Within Neighborhood
- Lack of Retail Hub Within Neighborhood
- High Number of Social Service Agencies in Area

5. Economic and Public Policy Issues

- Poor State of Hartford City Schools
- Impacts of Welfare Reforms
- Diminished Property Values
- High Property Taxes

The strategic plan described below attempts to address these concerns by :

- identifying new viable uses for derelict properties whose presence encourages negative behavior;
- increasing homeownership opportunities and reducing residential density within the neighborhood to build a stronger and more stable resident base;
- creating workforce skills programs and employment opportunities for existing and future South Green residents; and
- developing physical amenities within the neighborhood that benefit neighborhood residents and provide the neighborhood with a more positive image within the greater Hartford community.

II. Neighborhood Vision

The South Green Neighborhood Revitalization Zone Committee has developed a vision for the future of its community that relies on the following elements:

1. Neighborhood residents must respect the community's property through community-driven social and educational programs;
2. Gang and drug activity must be eradicated through establishment of community courts, police enforcement and community participation
3. Housing density should be reduced through selected demolition of deteriorated properties and the reconfiguration of properties to provide fewer, larger housing units;
4. Job training and transit programs must be implemented. (This could include tax credits for businesses hiring area residents and job trainers, the development of a job skills center in the neighborhood, the extension and expansion of public transportation to allow access to new jobs and the expansion of subsidized day care and child development facilities.);
5. A co-op housing program should be developed;
6. Community residents eligible for homeownership programs should be identified;
7. Community values should be developed for instruction in the school system;
8. Family planning services should be developed within the schools to reduce occurrence of teen pregnancy;
9. Activities should be developed for South Green's young population to provide alternatives to gang participation and drug use; and
10. Social service organizations within the community are acceptable as long as their clients act responsibly toward other South Green residents and they provide benefits to members of the South Green community.

III. Action and Implementation Plan

The strategy for the revitalization of the South Green NRZ involves a range of activities organized in four major geographic clusters (see **Map 5**). This clustering of activities responds to concentrations of deteriorated properties and to visible community assets such as Barnard/South Green Park and the Franklin and Wethersfield Avenue corridors.

A. Barnard/South Green Park Component

Objectives:

- To transform Barnard/South Green Park itself into a modern, functional urban park that recognizes and preserves its rich heritage and the history of the City of Hartford;
- To upgrade the properties facing the park to recreate an attractive focus for this portion of the neighborhood, to provide a gateway to the neighborhood, and to positively extend the downtown area to the Park Street commercial district and the South Green neighborhood;
- To expand commercial activity and employment opportunities in the area;
- To encourage cultural activities in the park and in commercial spaces surrounding the park; and
- To expand affordable housing opportunities in the community, especially for the elderly that require smaller housing units and accessibility to public transportation and commercial services.

Project Activities:

1. Upgrade facilities of Barnard/South Green Park to include:
 - *upgrade public transportation and informational facilities including a new waiting station, kiosk, and display center;*
 - *install iron fencing on the south and east sides to be consistent with other original decorative fences; repair fencing on west;*
 - *provide focal points including a water feature and an interpretive sculpture*
 - *install decorative lighting and banners in and around the park;*
 - *improve the streetscapes along Main and Wyllys adjacent to and across from the park;*
 - *provide benches, drinking fountains and other user facilities; and*
 - *install decorative bollards and attractive signage.*

2. Regularly program and maintain Barnard/South Green Park:
 - *organize regular park cleaning;*
 - *maintain plants in the park;*
 - *maintain “eyes” on the park to discourage vagrancy, drug dealer, and substance abuse in the park; and*
 - *program a regular series of cultural events in the park.*
3. Rehabilitate 89-115 Main Street as a row of mixed use properties with ground floor commercial and housing on upper floors.
4. Develop a hotel on the vacant parcel on the northeast corner of Main and Park Streets. This activity will require the demolition of 149-157 Main Street and the possible development along John Street of a parking facility. The hotel should include an attractive and active street frontage along Main and Park Streets both to help define the urban “plaza” surrounding Barnard/South Green Park and to provide a street-level retail/commercial connection between Main Street and Park Street. Ideally, this hotel will include entertainment and cultural facilities such as banquet/event space and street-fronting restaurants and clubs.
5. Rehabilitate 9-11 Wyllys Street as housing for the elderly that require smaller housing units and accessibility to public transportation and commercial services. The ground floor should be programmed as retail/commercial space.
6. Rehabilitate 1 Congress Street for retail/commercial uses on the ground floor and office space above. To the maximum extent possible, ground floor uses should include entertainment and cultural facilities such as restaurants and clubs.

B. Franklin Avenue Component

Objectives:

- To upgrade the Franklin Avenue streetscape to provide an attractive central corridor in the South Green neighborhood and to positively connect the two prominent regional concentrations bordering South Green -- the health care institutions on the north and the Little Italy district on the south;
- To expand commercial activity and employment opportunities in the area;
- To reduce the presence of vacant, deteriorated properties in the community; and
- To expand affordable homeownership opportunities in the community.

Project Activities:

7. Upgrade Franklin Avenue streetscape:
 - *install banners and other distinctive signage;*
 - *install theme lighting;*
 - *repair and upgrade sidewalks and curbs where deteriorated;*
 - *develop facade and signage standards for commercial businesses and encourage businesses to upgrade their properties to these standards; and*
 - *encourage automobile sale and repair businesses to provide attractive landscaping or screening.*
8. Demolish the vacant, deteriorated property at 169 Franklin Avenue.
9. Rehabilitate 105-107, 109-111, 174, and 216-218 Franklin Avenue. Ideally each property should be converted to two owner-occupied units with unfinished third floor "bonus" rooms.
10. Rehabilitate the larger mixed use property at 118-136 Franklin into four owner/investor properties with each property containing a larger third floor owner's unit, two second floor apartments, and two first floor commercial spaces.
11. Encourage the creation of a compact retail district between Shultas Place and Warner Street.

C. Wethersfield Avenue Component

Objectives:

- To expand commercial activity and employment opportunities in the area, particularly through expanded neighborhood-serving convenience goods;
- To reduce the presence of vacant, deteriorated properties in the community;
- To increase the availability of adult basic education, English as a second language, and skill training services in the community;
- To upgrade the Wethersfield Avenue streetscape to complement the attractive, historic building stock; and
- To expand parking availability in targeted locations to support existing and future commercial activity.

Project Activities:

12. Upgrade Wethersfield Avenue streetscape by encouraging continuous use of the low wrought-iron fencing.
13. Develop a larger (up to 40,000 SF) convenience retail concentration at 159-165+ Wethersfield Avenue and on the vacant parcel across the street from this location to include a larger supermarket, fast food restaurant, chain drug store, and laundromat.
14. Establish a training facility in the soon-to-be-vacated Academy of the Performing Arts complex providing adult basic education, English as a second language, and skill training services in the community.
15. Demolish the vacant, deteriorated properties at 57, 297-299, 303-305, and 307-313 Wethersfield Avenue and utilize the cleared property as parking to support adjacent commercial uses.
16. Encourage retail/commercial reuse of the vacant properties at 383 and 393-395 Wethersfield Avenue as retail space or for educational/social services activities.

D. South Green Housing Improvement Component

Objectives:

- To reduce the presence of vacant, deteriorated properties in the community;
- To encourage community stabilization through provision affordable housing opportunities both for homeowners and for renters; and
- To reduce housing density through reconfiguration of smaller housing units into larger ones appropriate for families.

Improvement Strategy:

Project activities in this area will be structured to systematically test housing market potential for five housing types to be sold to owner-occupants. These alternative housing types include:

Type 1--conversion of larger six-unit structures into two owner-occupied units with unfinished third floor "bonus" rooms

Type 2--conversion of larger six-unit "center stair" properties into three-unit cooperatives with the units configured as flats

Type 3--rehabilitated smaller single-family detached homes

Type 4--conversion of smaller three-family properties into two-unit properties with a larger owner-occupied unit and a smaller rental unit

Type 5--new construction of single family detached homes arranged in a protected "village".

Project Activities:

17. Demolish the vacant, deteriorated properties at 57 and 63-65 Benton Street and provide the cleared property to the adjacent non-automotive commercial uses.
18. Rehabilitate 12 other vacant, deteriorated residential structures as less-dense, chiefly owner occupied housing, including:
 - 8 Type 1 units in 4 properties at 13-15, 27-29 and 47 Benton St. and 59-61 Bond St.;
 - 9 Type 2 units in 3 properties at 44-46 and 55-57 Bond St. and 41-43 Shultas Place;
 - 1 Type 3 unit at 12 Shultas Place; and
 - 8 Type 4 units in 4 properties at 14 Benton St., 90 Bond St. and 49 and 57-59 Elliott St.
19. Demolish 101-103, 105-107, and 109-111 Shultas Place, assemble a parcel including these three properties and the vacant lots between 78 and 100 Benton Street and construct a protected "village" cluster of 10-12 single family detached homes.

IV. Performance Measures and Monitoring Plan

A. Implementation Plan

In order to implement this neighborhood strategic plan, the South Green Neighborhood Revitalization Zone Committee must identify sources of funding to carry out specific actions and either forge alliances with entities having the technical expertise and capacity to undertake each plan element or develop the capacity for plan implementation internally.

1. Barnard/South Green Park Component

The Barnard/South Green Park component of the neighborhood strategic plan involves park improvement and park maintenance activities as well as the rehabilitation or redevelopment of several large properties immediately adjacent to the park. Initial park improvement activities and the completion of full park improvement designs will be financed through a combination of City of Hartford CDBG funds, the Parks Trust Fund and Urban Act funds. Federal ISTEA funds will be sought to complete overall park improvements. An entity such as the City of Hartford or SINA, which has the ability to coordinate large-scale public improvements, would be the most appropriate facilitator of this element of the plan.

Once park improvements are in place, coordination of on-going park maintenance and events programming will be required. These activities could be carried out either by a new Friends of the Park organization formed by the South Green Neighborhood Revitalization Zone Committee or by one of the community organizations, such as the Hispanic Health Council or La Casa de Puerto Rico, whose offices are adjacent to the Park.

The remainder of rehabilitation and redevelopment activities recommended for the Barnard/South Green Park area will likely require the participation of private developers and the assistance of the City of Hartford's Redevelopment Authority in assembling parcels for development.

2. Franklin Avenue Component

Activities involved in the Franklin Avenue component of the neighborhood strategic plan include streetscape upgrades, commercial expansion and the rehabilitation and redevelopment of the area's deteriorated residential properties to create greater affordable homeownership opportunities in the community. The implementation of streetscape improvements would be an appropriate activity for the Franklin Avenue Merchants' Association (FAMA), if that organization felt it had the capacity to undertake such a project. If FAMA does not wish to be responsible for the streetscape improvement project, the South Green Neighborhood Revitalization Zone Committee will need to develop the capacity to undertake this plan element.

Similarly, the creation of a compact retail district between Shultas Place and Warner Street should be led by either FAMA or the South Green Neighborhood Revitalization Zone Committee.

The demolition of the vacant and deteriorated property at 169 Franklin Avenue (plan element #8) has recently been completed. The rehabilitation of 105-107 Franklin is being undertaken by a private developer.

Other residential rehabilitation activities called for in the Franklin Avenue component of the plan are appropriate projects for one or more experienced non-profit developer(s). The South Green Neighborhood Revitalization Zone Committee will work with the City of Hartford to acquire these properties so that they can be made available for rehabilitation. The South Green NRZ Committee will discuss these projects with the area community development corporations identified in the Community Resources section above and determine whether any have interest in involvement in these homeownership development opportunities. The selected non-profit(s) would then be responsible for acquiring any properties which the City of Hartford is unable to secure, arranging financing for these properties, managing their rehabilitation, and completing resale of these properties to new residents.

The 118-136 Franklin Avenue model -- which involves the development of four owner/investor properties with each property containing a larger third floor owner's unit, two second floor apartments and two first floor commercial spaces -- would also receive retailer recruitment support from the Spanish American Merchants Association.

3. Wethersfield Avenue Component

The Wethersfield Avenue component of the neighborhood strategic plan involves the expansion of convenience good retailing within the area to serve the community and to increase employment opportunities for area residents. This plan component requires upgrading the Wethersfield Avenue streetscape and demolition and rehabilitation of targeted problem properties in the area. Additionally, the component requires the development of neighborhood-serving retail uses within the Wethersfield Avenue area and the establishment of an educational training facility at the soon-to-be-vacated Academy of Performing Arts complex.

Implementation of this plan component will require the participation of several organizational entities. The South Green Neighborhood Revitalization Zone Committee will take responsibility for coordination of Wethersfield Avenue streetscape improvements and will work with the Wethersfield Avenue Area Coalition to recruit retail/commercial users or educational/social service organizations to available spaces at 383 and 393-395 Wethersfield Avenue. (The Community Renewal Team has recently indicated that it would locate day care and Head Start programs in a large portion of the 393-395 Wethersfield Avenue property.)

The South Green Neighborhood Revitalization Zone Committee will coordinate the demolition of deteriorated properties on Wethersfield Avenue by the City of Hartford to provide additional parking to the adjacent commercial uses. The NRZ Committee will monitor the City of Hartford's acquisition and demolition of these properties and the interested adjacent property owners will construct the

parking lots.

The development of up to 40,000 SF of convenience retailing at the 159-165 Wethersfield Avenue site will require the participation of a private retail developer. Retailing recruitment support will be provided by the Spanish American Merchants Association. Targeted retailing for this location will include encouraging the current C-Town supermarket to expand and recruiting a chain drug store, a fast-food restaurant and a laundromat.

Finally, the establishment of educational training programs at the Academy of Performing Arts complex will be undertaken by the City of Hartford Public Schools leasing space from the Capitol Region Education Council (CREC). The South Green Neighborhood Revitalization Zone Committee will coordinate program development with the City of Hartford Public Schools to assure that the curriculum offered meets the educational and employment training needs of South Green's adult population.

4. South Green Housing Improvement Component

This component of the neighborhood strategic plan seeks to diminish the presence of vacant and deteriorated residential properties in the South Green community, reduce the housing density of the neighborhood through the reconfiguration of smaller housing units into larger units appropriate for families and encourage community stabilization through the provision of affordable homeownership and rental opportunities.

In order to implement the elements of this plan component, the South Green Neighborhood Revitalization Zone Committee will work with the City of Hartford to acquire these properties so that they can be made available for rehabilitation or other reuse. This housing improvement component also involves the demolition of targeted properties at 57 and 63-65 Benton Street to provide additional parking for adjacent non-automotive commercial uses. As with the Wethersfield Avenue component of the plan, the South Green Revitalization Zone Committee will monitor the City of Hartford's acquisition and demolition of these properties and the adjacent property owners will be responsible for development of the parking lots.

Initial housing rehabilitation activities will be concentrated on and near Benton Street. The South Green NRZ Committee will discuss this initial project with the area community development corporations identified in the Community Resources section above and will select one interested non-profit to undertake this effort. The selected non-profit will work with the South Green NRZ Committee to determine a rehabilitation strategy for each property. This developer will then be responsible for completing any acquisition not achieved by the City of Hartford, arranging financing and managing the rehabilitation and resale of these properties to homeowners at the completion of construction. This initial Benton Street effort will include 13-15, 14, 27-29 and 47 Benton Street and may also include 109-111 Franklin.

To complete rehabilitation of other residential properties in this area, the South Green NRZ Committee will discuss these projects with the area community development corporations identified in the Community Resources section above and determine whether any have interest in involvement

in these homeownership development opportunities. The selected non-profit(s) will work with the South Green NRZ Committee to determine a rehabilitation strategy for each property. These developers will then be responsible for completing any acquisition not achieved by the City of Hartford, arranging financing and managing the rehabilitation and resale of these properties to homeowners at the completion of construction.

Development of the “village” cluster of 10-12 single family detached homes off Shultas Place will likely be implemented in a similar manner to the housing rehabilitation activities: the South Green Neighborhood Revitalization Zone Committee will work with the City of Hartford to acquire these properties; then a selected non-profit housing developer will be responsible for arranging financing and constructing and selling the new homes.

B. Process for Modifying Plan and Further Planning Activities

The South Green Neighborhood Revitalization Zone Strategic Plan is not intended to act as a rigid guide for neighborhood improvement. As plan elements are completed, and as future issues arise within the community, the strategic plan should be modified to more accurately reflect South Green's needs and its vision for change. The South Green Neighborhood Revitalization Zone Committee must plan to regularly assess the plan's relevance to the community's needs and modify the plan to address these needs.

C. Recommendations for Establishing Multi-Agency Delivery Teams

As discussed in the Implementation Plan section above, implementation of the South Green Neighborhood Revitalization Zone Strategic Plan will require the assistance of many other individuals and organizations. The South Green Neighborhood Revitalization Zone Committee recognizes that it does not have the technical expertise or the capacity to undertake many of the plan elements. Rather than attempting to develop the skills and organizational breadth to carry out this plan on its own -- which would delay plan implementation and require the Neighborhood Revitalization Zone Committee to compete against existing organizations for limited resources -- the Neighborhood Revitalization Zone Committee intends to act in a coordinating role.

The South Green Neighborhood Revitalization Zone Committee will identify and approach the organizations most appropriate to undertake each plan activity (many of which are listed in the Community Resources section of this report) and provide them with the assistance they need to complete these activities.

D. Method for Determining Whether Plan Meets Its Goals

The South Green Neighborhood Revitalization Zone Committee will regularly assess the pace of implementation of the plan. As plan elements are completed, and as future issues arise within the community, the strategic plan should be modified to more accurately reflect South Green's on-going needs.

Appendix 1

Technical Memorandum #1: Assessment of Employment Service Needs

This Technical Memorandum provides a brief overview of community employment services and training needs in the South Green neighborhood and identifies key opportunities for alleviating those needs.

The H.A.R.T. Job Center has reviewed the skills development and training needs of lower income residents of its service area, including the South Green neighborhood. Based on the review of 860 clients, mostly AFDC recipients, H.A.R.T. has concluded that the community's key training requirements include: 60% need English as a Second Language; 55% have a less than sixth grade reading level, and 65% need job training.

The South Green NRZ Committee has identified the low level of educational attainment and the high level of unemployment as a key neighborhood problem. Educational attainment in the South Green neighborhood is similar to the overall levels of educational attainment in the City of Hartford. Only 63% of South Green adults over the age of 25 have completed high school; 15% of South Green adults have received a bachelors or more advanced college degree. These comparatively low levels of educational attainment were reflected in a 1990 unemployment rate of 11% of the neighborhood work force, again paralleling the overall Hartford conditions.

Access for area residents to training and support services designed to meet these employment and training needs is particularly difficult because of the low percentage of automobile ownership by South Green residents. As of the 1990 census, nearly 53% of South Green households did not own an automobile compared to the 39% of all Hartford households that did not own a vehicle.

Overcoming these difficulties provides the potential for exploiting a key neighborhood resource. South Green has a large base of young residents who, with proper training, can become important elements of the region's future workforce. The neighborhood's excellent access to some of the region's largest employers as well as its roadway access to the greater Hartford area provide well-trained neighborhood residents with numerous employment opportunities.

The South Green NRZ Committee has identified this issue as a key objective: to create workforce skills programs and employment opportunities for existing and future South Green residents. This effort is expected to include tax credits for businesses hiring area residents and job trainers, the development of a job skills center in the neighborhood, the extension and expansion of public transportation to allow access to new jobs and the expansion of subsidized day care and child development facilities. An immediate objective is to increase the availability of adult basic education, English as a second language, and skill training services in the community.

Some education and training resources now exist within the community to meet these needs. These resources include programs in Adult Basic Education (ABE) and English as a Second Language (ESL) offered at the Bulkeley School on Wethersfield Avenue by the City of Hartford Public Schools and additional employment skills training offered by Guakia, Inc. at 335 Wethersfield Ave.

However, the City of Hartford Public Schools has indicated that its preference would be for its adult-oriented programs to be housed away from its traditional primary and secondary school functions. The District has expressed interest in relocating the adult programs currently administered from the Bulkeley School, possibly to the Academy of Performing Arts complex on Wethersfield Avenue, which will be partially vacated in 1999. This effort could be undertaken by the City of Hartford Public Schools leasing space from the Capitol Region Education Council (CREC). The South Green Neighborhood Revitalization Zone Committee could coordinate program development with the City of Hartford Public Schools to assure that the curriculum offered meets the educational and employment training needs of South Green's adult population.

Appendix 2

Market Conditions

An assessment was completed of development market conditions in the South Green NRZ area including retail trade, other commercial uses, and housing market conditions.

Retail Market Analysis

A retail market analysis was conducted by Urban Partners to describe the current performance of South Green area retailers and to identify opportunities for the further development of retailing in the area based on the capture of area residents' retail purchases.

This study focuses chiefly on retail stores engaged in selling merchandise for personal and/or household consumption and on establishments that render services incidental to the sale of these goods. Selected service establishments are also included, especially those businesses primarily providing personal services to individuals and households, such as hair and nail salons and laundry and dry cleaning establishments.

All retail establishments in the area were classified by type of business according to the principal lines of merchandise sold, the usual trade designation, estimated square footage and level of sales. All establishments are classified according to the numeric system used by both government and industry practice -- the Standard Industrial Classification of Establishments (SIC). Banks and other financial establishments are excluded from the assessment because banking activities -- deposits, loans, etc. -- cannot be added to sales volume data for other types of retail establishments.

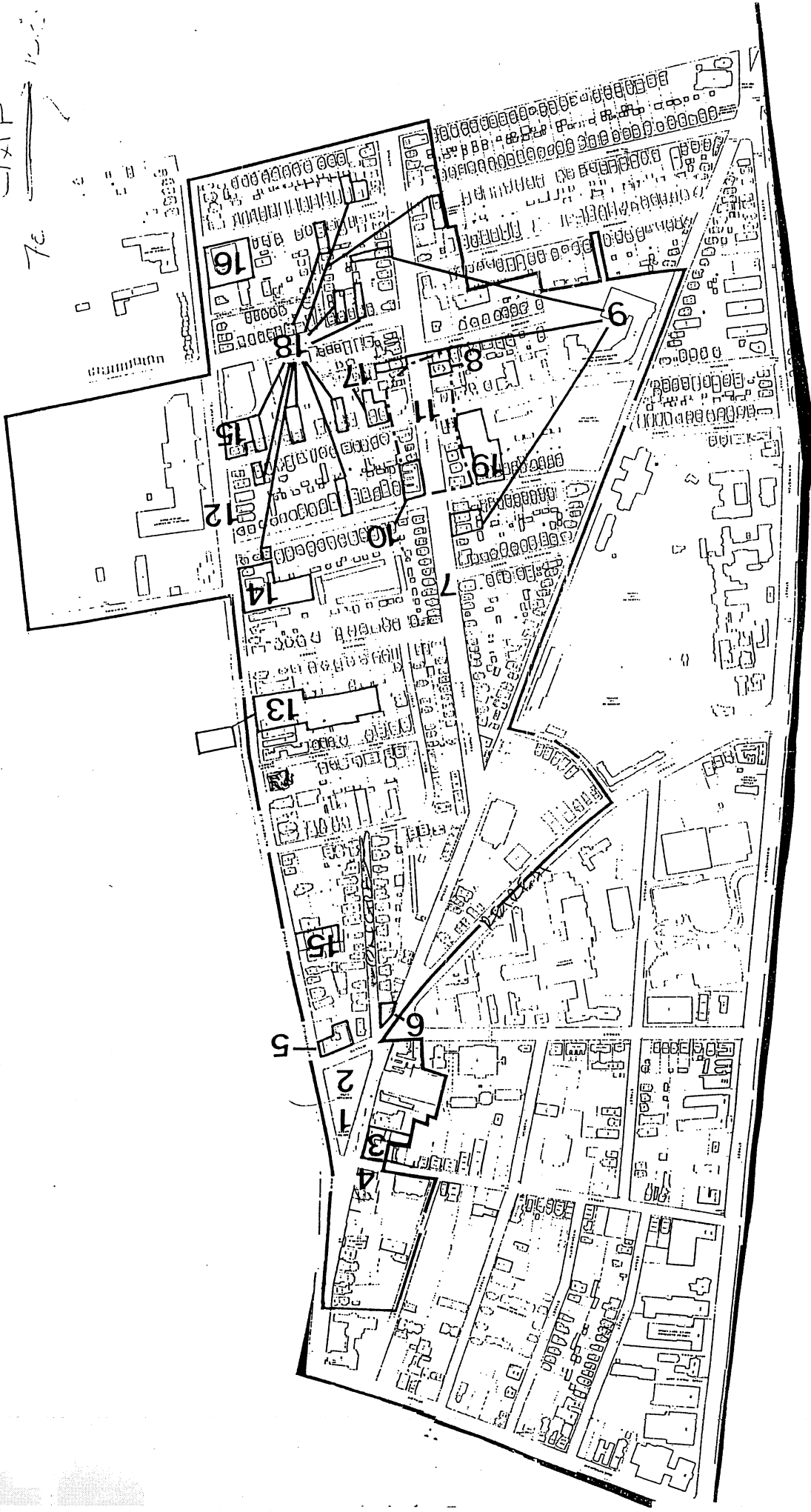
The term "retail store sales" is defined in the analysis to include the sales by establishments which are normally found in pedestrian-oriented retail shopping areas. This definition excludes the sales of automobile dealerships and repair facilities, service stations, fuel oil dealers and non-store retailing.

The above definition of retail store sales differs from that of conventional secondary data sources, such as the Bureau of the Census, which include in their data the sales of automobile dealerships and non-store retailing operations and do not include the sales of service establishments such as barber shops, beauty salons and dry cleaners.

Retail Trade Area

The retail trading area is that area from which most of the retail district's sales are derived. For the South Green area, this area ranges generally from Sheldon and Buckingham Streets on the north to Barker and Meadow Streets on the south and from Washington Street on the west to just east of Colt Park. (see Map 5).

Map 5
South Green NRZ Strategic Plan Elements



Trade Area Retail Supply

To identify and characterize shopping opportunities available to trade area residents, Urban Partners completed an inventory of all retail business establishments located within the South Green retail trading area. The results of this inventory, in terms of characterization of retail type, location and number, is included as Appendix 1 to this document. As **Table 2** indicates, there are currently 74 retail businesses offering goods and services located in the retail trading area. These businesses occupy an estimated 110,000 SF of gross leasable area (GLA). We estimate that these 74 retail stores generate \$23 million in sales annually.

Convenience goods are those items that individuals typically buy in locations convenient to their home or work. Shopping and other retail goods include apparel, furniture, books, CDs, cards, gifts, jewelry, plants and garden supplies, hardware, lumber, auto supplies, etc. Most of the South Green retail businesses provide convenience goods and services (46 stores), including 23 groceries and convenience stores and 19 restaurants and bars. The area's 17 shopping and other retail goods establishments provide a very scattered array of goods. In these areas, there are very few retail categories in which multiple stores exist, severely hindering the ability of consumers to comparison shop for goods within the district. Interestingly, the area contains no drug stores or laundromat or dry cleaning establishments.

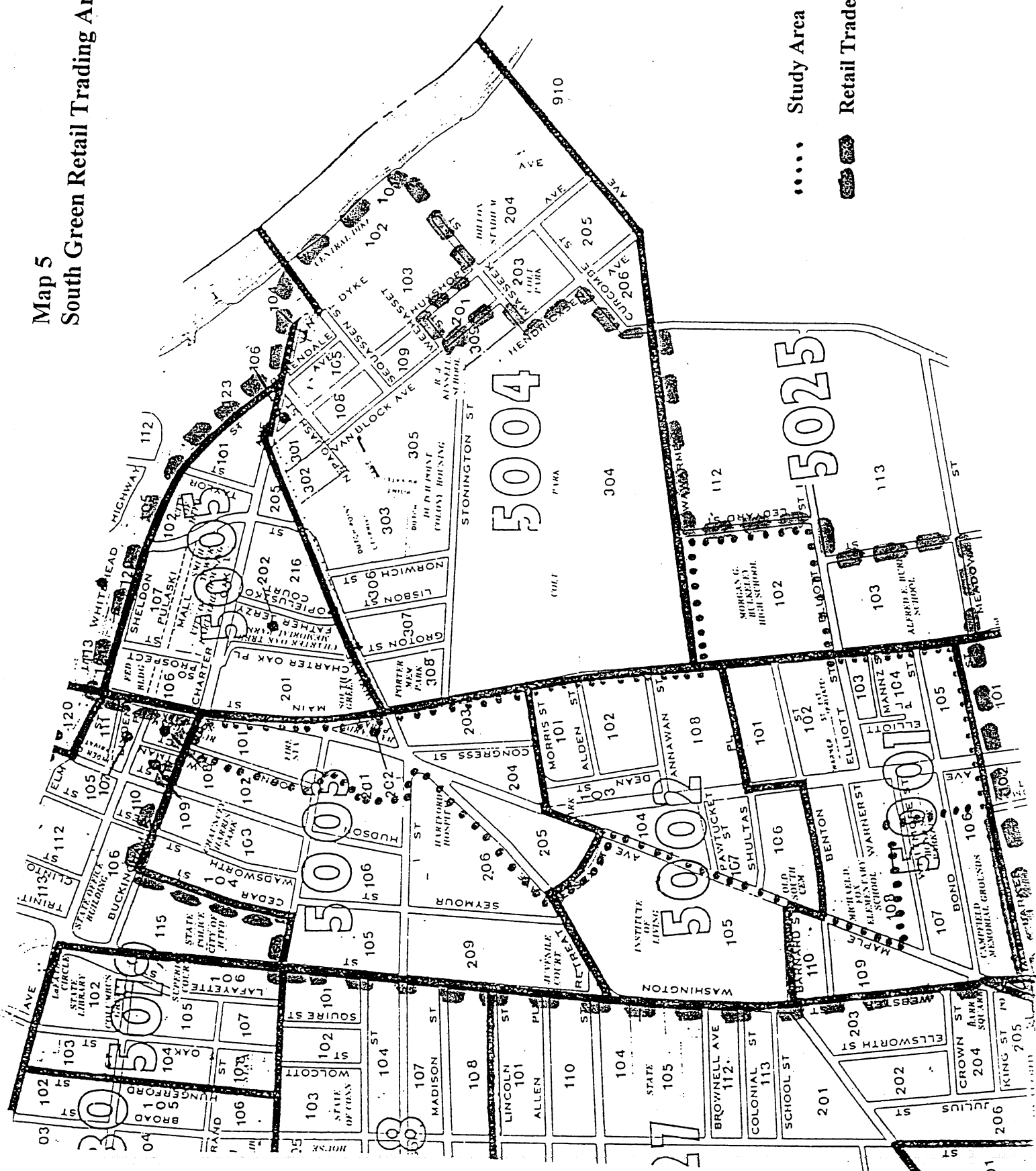
Trade Area Retail Demand

Based on 1990 census data, the South Green retail trading area has a population of approximately 13,000. We have adjusted this population down to 11,669 based on the U.S. Census Department's projection that the current City of Hartford population is 11.1 percent less than it was in 1990. The total 1997 income of this area (using 1990 census income data adjusted for inflation) is approximately \$150 million. Using information about the retail spending behavior of Hartford area residents, as compiled by *Sales and Marketing Management*, we estimate that the primary trade area's population spends approximately \$62 million on retail goods annually, of which \$32 million is spent on convenience goods, \$28 million is spent on other shopping and retail goods and \$2 million is spent on personal services such as laundry, dry cleaning and hair care (see **Table 3**).

Consumer shopping patterns vary depending on the types of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs and prepared foods, shoppers typically make purchases at stores close to their home or place of work. For larger ticket, rarely-purchased items -- such as automobiles, electronics and large appliances -- shoppers may travel anywhere within the metropolitan area or beyond to obtain the right item at the right price. For apparel, household furnishings and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of shopping areas within a 30 minute commute of their homes.

In analyzing the retail market demand within a portion of a larger metropolitan area, these behavioral observations translate into a series of analytical rules-of-thumb:

Map 5
South Green Retail Trading Area



..... Study Area

█ Retail Trade Area

Table 2
Estimated Retail Store Performance
South Green Trade Area Retail Businesses - 1997

RETAIL CATEGORY	No. of Stores	S.F. GLA	Retail Sales (\$1000)	Sales /SF	Pct. of Stores	Pct. of GLA	Pct. of Sales
TOTAL	74	109,900	\$22,998	\$209	100.00	100.00	100.00
CONVENIENCE GOODS--TOTAL	46	74,800	\$18,340	\$245	62.16	68.06	79.75
5411--Convenience Stores	20	25,300	\$6,284	\$248	27.03	23.02	27.32
5412--Supermarkets					0.00	0.00	0.00
5412--Grocery Stores	3	12,500	\$4,800	\$384	4.05	11.37	20.87
5423--Meat/Fish Stores					0.00	0.00	0.00
5431--Fruit & Vegetables					0.00	0.00	0.00
5441--Candy & Nuts					0.00	0.00	0.00
5462--Bakeries	1	2,000	*	*	1.35	1.82	0.00
5499--Other Speciality Foods					0.00	0.00	0.00
5921--Liquor & Beer Distributors	3	3,700	\$710	\$192	4.05	3.37	3.09
5812--Restaurants and Fast Food	16	26,300	\$5,562	\$211	21.62	23.93	24.18
5813--Bars and Lounges	3	5,000	\$584	\$117	4.05	4.55	2.54
5913--Drug Stores/Pharmacies					0.00	0.00	0.00
SHOPPING GOODS--TOTAL	10	15,900	\$2,562	\$161	13.51	14.47	11.14
5311--Department Stores					0.00	0.00	0.00
5332--Other General Merchandise Stores	1	1,800	*	*	1.35	1.64	0.00
5391--Warehouse Clubs					0.00	0.00	0.00
5392--Catalog Showrooms					0.00	0.00	0.00
5611--Men's Apparel					0.00	0.00	0.00
5621--Women's Apparel					0.00	0.00	0.00
5631--Women's Accessories & Specialities					0.00	0.00	0.00
5641--Children's Apparel					0.00	0.00	0.00
5651--Family Apparel; Shoes	2	1,600	\$290	\$181	2.70	1.46	1.26
5699--Miscellaneous Apparel & Accessories					0.00	0.00	0.00
5712--Furniture					0.00	0.00	0.00
5713--Floor Coverings					0.00	0.00	0.00
5714--Draperies, Curtains, and Upholstery					0.00	0.00	0.00
5719--Miscellaneous Household Furnishings					0.00	0.00	0.00
5722--Household Appliances					0.00	0.00	0.00
5731--Radio/TV/Electronics					0.00	0.00	0.00
5734--Computer & Software Stores; CD/Tape/Video	2	6,300	\$1,005	\$160	2.70	5.73	4.37
5736--Music Stores					0.00	0.00	0.00
5941--Sporting Goods	2	3,800	\$660	\$174	2.70	3.46	2.87
5942--Book Stores					0.00	0.00	0.00
5943--Stationers/Office Supply					0.00	0.00	0.00
5944--Jewelry Stores	2	1,700	\$304	\$179	2.70	1.55	1.32
5945--Toys & Hobbies					0.00	0.00	0.00
5946--Camera, Photo Supply					0.00	0.00	0.00
5947--Gift, Novelty, Souvenir Stores	1	700	*	*	1.35	0.64	0.00
5948--Luggage & Leatherwork					0.00	0.00	0.00
5949--Sewing, Needlework					0.00	0.00	0.00
OTHER RETAIL STORES	7	11,100	\$1,080	\$97	9.46	10.10	4.70
5211--Lumber/Building Supplies					0.00	0.00	0.00
5231--Paint/Glass/Wallpaper Stores					0.00	0.00	0.00
5251--Hardware Stores					0.00	0.00	0.00
5261--Garden Supply Stores					0.00	0.00	0.00
5532--Auto Supplies & Parts Stores	1	2,000	*	*	1.35	1.82	0.00
5931--Used Merchandise	4	7,500	\$510	\$68	5.41	6.82	2.22
5992--Florists					0.00	0.00	0.00
5993--Tobacco Stores	1	600	*	*	1.35	0.55	0.00
5994--Newsstands					0.00	0.00	0.00
5995--Optical Stores					0.00	0.00	0.00
5999--Pet Stores					0.00	0.00	0.00
5999--Art Dealers	1	1,000	*	*	1.35	0.91	0.00
5999--Other Miscellaneous Retail Stores					0.00	0.00	0.00
SERVICES	11	8,100	\$1,016	\$125	14.86	7.37	4.42
7211--Laundries; Dry Cleaning					0.00	0.00	0.00
7231--Hair Salons	11	8,100	\$1,016	\$125	14.86	7.37	4.42

*Suppressed Data

Table 3
Estimated Retail Store Purchases - 1997
By South Green Trade Area Residents

TOTAL POPULATION	11,669
TOTAL INCOME (\$000)	\$150,044
TOTAL RETAIL PURCHASES (\$000)	\$61,705
CONVENIENCE GOODS--TOTAL (\$000)	\$32,181
5411--Convenience Stores	\$1,772
5412--Supermarkets, Grocery Stores	\$18,489
5423--Meat/Fish Stores	\$295
5431--Fruit & Vegetables	\$106
5441--Candy & Nuts	\$72
5462--Bakeries	\$315
5499--Other Speciality Foods	\$186
5921--Liquor & Beer Distributors	\$1,132
5812--Restaurants and Fast Food	\$5,186
5813--Bars and Lounges	\$313
5913--Drug Stores/Pharmacies	\$4,315
SHOPPING GOODS--TOTAL	\$19,314
5311--Department Stores	\$4,946
5332--Other General Merchandise Stores	\$580
5391--Warehouse Clubs	\$814
5392--Catalog Showrooms	\$168
5611--Men's Apparel	\$558
5621--Women's Apparel	\$1,745
5631--Women's Accessories & Specialities	\$200
5641--Children's Apparel	\$165
5651--Family Apparel	\$1,826
5661--Shoe Stores	\$996
5699--Miscellaneous Apparel & Accessories	\$176
5712--Furniture	\$1,127
5713--Floor Coverings	\$356
5714--Draperies, Curtains, and Upholstery	\$32
5719--Miscellaneous Household Furnishings	\$344
5722--Household Appliances	\$302
5731--Radio/TV/Electronics	\$733
5734--Computer & Software Stores	\$243
5735--Record/Tape/Video Stores	\$217
5736--Music Stores	\$100
5941--Sporting Goods	\$805
5942--Book Stores	\$446
5943--Stationers/Office Supply	\$96
5944--Jewelry Stores	\$780
5945--Toys & Hobbies	\$592
5946--Camera, Photo Supply	\$123
5947--Gift, Novelty, Souvenir Stores	\$588
5948--Luggage & Leatherwork	\$56
5949--Sewing, Needlework	\$199
OTHER RETAIL STORES	\$8,586
5211--Lumber/Building Supplies	\$3,804
5231--Paint/Glass/Wallpaper Stores	\$345
5251--Hardware Stores	\$685
5261--Garden Supply Stores	\$352
5532--Auto Supplies & Parts Stores	\$1,591
5931--Used Merchandise	\$315
5992--Florists	\$318
5993--Tobacco Stores	\$44
5994--Newsstands	\$39
5995--Optical Stores	\$268
5999--Pet Stores	\$149
5999--Art Dealers	\$116
5999--Other Miscellaneous Retail Stores	\$561
SERVICES	\$1,624
7211--Laundries; Dry Cleaning	\$880
7231--Hair Salons	\$744

- Convenience good shopping is generally confined to the primary trade area
- Personal services and routine amusement activities will also generally be confined to the primary trade area
- Expenditures made at restaurants and other prepared food outlets will occur chiefly within the primary trade area, but some restaurant expenditures made by the primary trade area population will be lost to established restaurants located outside the primary trade area. Similarly, some restaurant sales in the primary trade area will be attracted from residents who live elsewhere in the region.
- Expenditures made by primary trade area residents for shopping good items will more likely occur within the area, but a substantial proportion of these sales will occur outside the area. Similarly, significant sales will be attracted from residents outside the primary trade area to any large, well-known stores located within the primary trade area.
- Specific high-quality stores within the primary trade area may attract significant clientele from well beyond the primary trade area for highly-targeted single destination trips for specialized purchases.

We anticipate that opportunities for retail development within the South Green neighborhood will largely be convenience goods and shopping and retail goods which cater to smaller, convenience-oriented purchases. For example, a resident of the South Green trading area might travel to a large, highway oriented hardware store, such as a Home Depot, purchase paint or electrical equipment; however, the same resident will most likely purchase the forgotten paint brush or extension cord at a more convenient neighborhood location. Similarly, a resident may make a weekend trip to the Barnes & Noble in West Hartford to search for a specific book, but might rely on a local bookstore to make a more spontaneous after work book or magazine purchase.

Based on this analysis, we note that while the total demand for retail sales by stores located within the primary trading area is \$61 million (see **Table 4**), it is likely that only a portion of these sales will be captured by South Green based stores.

Retail Development Opportunities

On **Table 4**, we have compared the sales potential calculated above with the current level of retail sales in the South Green retail trading area to compute available potential for new or expanded retail stores within the trading area. This analysis highlights the current performance of area stores compared to their market potential.

Nearly \$39 million in retail purchases are being made by South Green trade area residents outside the neighborhood. These purchases are supporting 236,000 SF of store space that could, in theory, be located within South Green. However, it is extremely unlikely that certain store categories (such as department stores and catalog showrooms) would locate in a neighborhood area. Therefore, as shown on **Table 4**, we estimate that up to 173,000 SF of this market potential

Table 4
Retail Development Opportunities
South Green Trade Area - 1997

	Current Sales Level All Primary Trade Area Stores	Sales Potential Primary Trade Area Stores	Available Potential For Primary Trade Area Stores	Retail Opportunities (In SF)	Retail Opportunities Appropriate For South Green (In SF)
TOTAL SALES (\$000)	\$22,998	\$61,705	\$38,707	236,000	173,000
CONVENIENCE GOODS--TOTAL	\$18,340	\$32,181	\$13,841	58,000	41,000
5411--Convenience Stores	\$6,284	\$1,772	(\$4,512)		
5412--Supermarkets, Grocery Stores	\$4,800	\$18,489	\$13,689	30,000	30,000
5423--Meat/Fish Stores	\$0	\$295	\$295	1,000	
5431--Fruit & Vegetables	\$0	\$106	\$106		
5441--Candy & Nuts	\$0	\$72	\$72		
5462--Bakeries	*	\$315	*		
5499--Other Speciality Foods	\$0	\$186	\$186	1,000	
5921--Liquor & Beer Distributors	\$710	\$1,132	\$422	2,000	
5812--Restaurants and Fast Food	\$5,562	\$5,186	(\$376)		
5813--Bars and Lounges	\$584	\$313	(\$271)		
5913--Drug Stores/Pharmacies	\$0	\$4,315	\$4,315	24,000	11,000
SHOPPING GOODS--TOTAL	\$2,562	\$19,314	\$16,752	114,000	75,000
5311--Department Stores	\$0	\$4,946	\$4,946	33,000	
5332--Other General Merchandise Stores	*	\$580	*	4,000	4,000
5391--Warehouse Clubs	\$0	\$814	\$814	5,000	
5392--Catalog Showrooms	\$0	\$168	\$168	1,000	
5611--Men's Apparel	\$0	\$558	\$558	3,000	3,000
5621--Women's Apparel	\$0	\$1,745	\$1,745	11,000	11,000
5631--Women's Accessories & Specialities	\$0	\$200	\$200	1,000	1,000
5641--Children's Apparel	\$0	\$165	\$165	1,000	1,000
5651--Family Apparel; Shoes	\$290	\$2,822	\$2,532	17,000	17,000
5699--Miscellaneous Apparel & Accessories	\$0	\$176	\$176	1,000	1,000
5712--Furniture	\$0	\$1,127	\$1,127	8,000	8,000
5713--Floor Coverings	\$0	\$356	\$356	2,000	2,000
5714--Draperies, Curtains, and Upholstery	\$0	\$32	\$32		
5719--Miscellaneous Household Furnishings	\$0	\$344	\$344	2,000	2,000
5722--Household Appliances	\$0	\$302	\$302	2,000	2,000
5731--Radio/TV/Electronics	\$0	\$733	\$733	4,000	4,000
5734--Computer & Software Stores	\$1,005	\$460	(\$545)		
5736--Music Stores	\$0	\$100	\$100	1,000	1,000
5941--Sporting Goods	\$660	\$805	\$145	1,000	1,000
5942--Book Stores	\$0	\$446	\$446	4,000	4,000
5943--Stationers/Office Supply	\$0	\$96	\$96		
5944--Jewelry Stores	\$304	\$780	\$476	2,000	2,000
5945--Toys & Hobbies	\$0	\$592	\$592	4,000	4,000
5946--Camera, Photo Supply	\$0	\$123	\$123	1,000	1,000
5947--Gift, Novelty, Souvenir Stores	*	\$588	*	4,000	4,000
5948--Luggage & Leatherwork	\$0	\$56	\$56		
5949--Sewing, Needlework	\$0	\$199	\$199	2,000	2,000
OTHER RETAIL STORES	\$1,080	\$8,586	\$7,506	56,000	49,000
5211--Lumber/Building Supplies	\$0	\$3,804	\$3,804	31,000	31,000
5231--Paint/Glass/Wallpaper Stores	\$0	\$345	\$345	2,000	2,000
5251--Hardware Stores	\$0	\$685	\$685	5,000	5,000
5261--Garden Supply Stores	\$0	\$352	\$352	2,500	2,500
5532--Auto Supplies & Parts Stores	*	\$1,591	*	7,000	
5931--Used Merchandise	\$510	\$315			
5992--Florists	\$0	\$318	\$318	2,000	2,000
5993--Tobacco Stores	*	\$44			
5994--Newsstands	\$0	\$39	\$39		
5995--Optical Stores	\$0	\$268	\$268	1,500	1,500
5999--Pet Stores	\$0	\$149	\$149	1,000	1,000
5999--Art Dealers	*	\$116			
5999--Other Miscellaneous Retail Stores	\$0	\$561	\$561	4,000	4,000
SERVICES	\$1,016	\$1,624	\$608	8,000	8,000
7211--Laundries, Dry Cleaning	\$0	\$880	\$880	8,000	8,000
7231--Hair Salons	\$1,016	\$744	(\$272)		

could reasonably be captured in South Green if appropriate sites can be identified.

These opportunities exist in several categories. For convenience goods, opportunities exist for the development of up to an additional 30,000 SF of supermarket/grocery store space and for a comprehensive 11,000 SF drug store. Given the location of Walgreen's at Washington and Park and the CVS on Franklin just below Barker, a new drug store in the South Green community is likely to be a Rite Aid or Eckerd's and would be best situated on Wethersfield Avenue to serve the eastern portions of the neighborhood and benefit from vehicular traffic on this major thoroughfare.

Because of the very limited non-convenience retailing that is currently available in the South Green area, opportunities exist in most shopping goods and other retail goods categories. Significant opportunities exist to capture a portion of neighborhood residents' apparel and home furnishings purchases as well as home repair and gardening spending. The physical character of South Green's commercial streets--Park, Main, Franklin, Maple and Wethersfield--suggests that most store development will involve smaller store spaces.

Additionally, the South Green community suffers from a complete lack of dry cleaning and laundromat facilities, which provides opportunity for several such businesses to open throughout the neighborhood.

Given these conditions, the best opportunities for new or expanded retail development include:

- expansion of the C - Town supermarket on Wethersfield
- a new discount drug store on Wethersfield
- apparel stores and other smaller shopping goods stores on Park, Franklin, Wethersfield, and surrounding Barnard Park
- a hardware store
- a laundromat.

Commercial Development Analysis

Office Development

The South Green area is currently experiencing minimal demand for professional office development. Medical practices related to Hartford Hospital are becoming more constricted, and any additional development of professional space for this segment of the office market will likely occur along Retreat Street or in the Maple/Wyllys area.

Office space within the South Green neighborhood is, however, comparatively inexpensive, with current space available for between \$7-9/SF. The gradual development of smaller scale non-medical office space in the area may be an appropriate use for which a limited market exists. In addition to office space development in some of the architecturally interesting buildings on Wethersfield Avenue, office space development will be a compatible use for the upper floors of "Club Habana" at 7 Maple Street.

Hotel Development

We have been asked to examine the market for hotel development in the South Green area. Anecdotal industry information suggests that the hotel market in Central Connecticut is extremely tight for weeknights and that there is some level of occupancy on weekend nights. This is certainly true in the Hartford market, where the market is significantly influenced by state government, major corporate employers, Hartford Hospital, Trinity College, University of Hartford and other large area employers.

Currently, a number of hotel projects are being proposed to serve the Hartford market. While it is unclear which of these projects will proceed, these proposals reinforce the perception that there is a sizable market which may support the development of multiple new hotels.

The site at the northwestern corner of Main and Park Streets has approximately 150 feet of frontage on each of these streets and is sufficiently large to accommodate a mid-sized hotel facility. The site's easy access to the Hartford Hospital, the state government and the downtown business center markets make it an excellent hotel location, particularly for a moderately-priced hotel capturing a more price-sensitive market than can be accommodated in new development on more expensive downtown sites.

Interest has also been expressed in the development of a catering facility/banquet hall and a bank office at this site. Both are appropriate and compatible with the hotel functions and represent visible community-serving uses of this prominent site.

The "Gut Building" that fronts Park Street and is adjacent to the potential hotel site is scheduled to be developed as a senior housing facility by La Casa de Puerto Rico. Development will include residential units on upper levels with retailing on the ground floor. If development of the Gut

Building project occurs, it would be appropriate to extend this ground floor retailing to the ground floor of the hotel complex, on both its Park and Main Street frontages. In addition to providing a complementary use to the hotel and banquet hall functions of the site, this development would provide an important linkage between Park Street and downtown retailing.

Joint parking arrangements will be required to service the Gut Building development and any hotel/banquet facility at this site. Such parking can be accommodated using the portion of the Gut Building site that is accessible from John Street and developing driveways and loading zones through to the hotel.

Residential Market Analysis

The very erratic housing market conditions in the Hartford area during the last several years, particularly in this and adjacent neighborhoods, has created much uncertainty about the reasonableness of various market opportunities. However, several observations can be made about housing conditions in the South Green neighborhood and surrounding areas:

- Within the South Green community, several of the cul de sac streets seem to provide stable, homeownership zones. This suggests that there is an enthusiasm for homeownership within the community if provided in the right environment and with appropriate security.
- There is a recent firming up of values in the Maple Townhouse development; however, levels remain well below their initial sales prices.
- The adjacent Frog Hollow neighborhood has determined that sizable demolition is necessary to reduce housing density to a level that more appropriately meets market demand.
- As part of the Trinity-sponsored housing development, the decision has been made to build a very specific housing type -- two unit homes with an owner-occupied unit and a rental unit. These 2,600 SF structures are costing approximately \$200,000 to construct and will be priced in the \$90,000s. The homes will be developed a few at a time to test the waters for their demand.
- Occupancy of well-maintained rental units owned by non-profit sponsors varies tremendously from building to building and block to block. Vacancy rates in this type of unit vary from 0 to 20 percent.

Because of the confusing and somewhat contradictory information available about the housing market in Hartford, it is difficult to draw conclusions about what type of residential development is appropriate for the South Green community. The rehabilitation of each of the 43 vacant buildings that currently exist in the neighborhood would provide close to 240 new units. Obviously, development at this density would oversaturate the market, and is not desired, within the South Green community.

Given this uncertainty, a more reasonable approach will involve experimenting with different approaches to reuse at each of the available sites. Potential reuse scenarios include:

- For larger mixed use buildings, such as the mostly-vacant building on the southeast corner of Franklin Avenue and Shultas Place, rehabilitation as ground floor retail and upper floor rental residential.
- For prominent larger structures on generally good blocks, such as the two large structures on the west side of Franklin between Pawtucket Street and Shultas Street, rehabilitation as rental residential or as cooperatives.

- For more isolated, structurally sound Perfect 6s, conversion to two large owner-occupied units, with unfinished third floor bonus rooms.
- For concentrations of severely deteriorated structures on smaller side streets, demolition, reconfiguration of street layout to allow for cul de sac formation, and development of lower density single-family homes for sale.
- For properties adjacent to confined commercial uses, such as the several Wethersfield Avenue structures just south of Benton and two properties on the south side of Benton Street east of Franklin, demolition to provide off-street parking and expansion space for these adjacent commercial uses.

Appendix 1

South Green Retail Inventory

Address	Name	SIC	SF	In NRZ
54 Barnard	Los Vecinos	5411	700	
25 Charter Oak	Charter Oak Gallery	5999	1000	
29 Charter Oak	Charter Oak Package Store	5921	1000	
31 Charter Oak	Easy Shopping	5411	1800	
1 Congress	South Green Market 'n' Deli	5411	500	*
21 Franklin	Comerio Bargain Store	5651	1000	*
25 Franklin	Garay's Food Mart	5411	1100	*
33 Franklin	Bill's Package Store	5921	1200	*
86 Franklin	City Fare	5812	1000	*
93 Franklin	Ray Taksar Bicycle	5941	800	*
95 Franklin	Alpine Bar	5813	1200	*
122 Franklin	Vera's Market	5411	1500	*
135 Franklin	Exoticut Haircut Salon	7231	700	*
157 Franklin	Brother Bones Cafe	5812	1600	*
158 Franklin	Tavarez Food Market	5412	2500	*
180 Franklin	Fade Away Barber Salon	7231	800	*
183 Franklin	Tember Lan Boot Store	5661	600	*
191 Franklin	Hector of Hartford	7231	800	*
200 Franklin	Corner Grind Shop	5812	1200	*
201 Franklin	Danish Cigar & Cigarette	5993	600	*
227 Franklin	South End Bakery & Pastry Shop	5462	2000	*
238 Franklin	DiMauro's Grocery	5412	1500	*
240 Franklin	Ultimate Cut	7231	400	*
240 Franklin	Village Music Flava	5735	300	*
250 Franklin	Fantasia Hair Design	7231	600	*
252 Franklin	Touch Nails	7231	600	*
104 Jefferson	Doc Stop Restaurant	5812	1000	
40 John	La Copa Cafe	5813	2000	*
113 Main	Friendly Market & Deli	5411	700	*
207 Main	La Dolce Vita Restaurant	5812	4000	*
219 Main	Heidi's Breakfast & Lunch	5812	2000	*
223 Main	Santo Hair Forum	7231	1500	*
250 Main	Hero's Sport Shop	5941	3000	
250 Main	Max Bibo's	5812	1600	
250 Main	Mundo De Oro Jewelry	5944	800	
250 Main	Kathy's Convenience Store	5411	800	
250 Main	Headline Designers	7231	600	
87 Maple	TJ's Ringside Cafe	5813	1800	*
95 Maple	Bacon Antiques	5931	1000	*
99 Maple	Los Titanes Restaurant	5812	1500	*
194 Maple	Centropiezas Auto Parts	5532	2000	*
573 Maple	Evelyn's Hair Design	7231	700	
608 Maple	Anna's Creations	7231	800	
612 Maple	Colon's Party Shop	5943	700	
615 Maple	Sam's Grocery	5411	1500	
616 Maple	Ciale's Grocery	5411	1200	

61 Norwich	CBL Food Market	5411	1500	
31 Park	Danny's Grocery	5411	1000	
69 Park	Dave's Furniture & Appliances	5931	1600	
83 Park	El Riricon Caleno Restaurant	5812	600	
85 Park	Vazquez Housewares	5719	1800	
89 Park	Veronica's Cosmetics & Jewelry	5913	900	
90 Park	El Bohio	5812	1000	
91 Park	Ricky's Used Appliances	5931	900	
100 Park	Express Mart II	5411	1000	
111 Park	Business Machines Warehouse	5943	6000	
158 Park	Comerio Restaurant	5812	1000	
208 Park	Los Cabanitos	5411	2000	
220 Park	Hartford Market	5411	1200	
226 Park	Mayra's Hair Salon	7231	600	
251 Park	Morris Package Store	5921	1500	
84 Van Block	La Familia Grocery	5411	600	
168 Washington	Chinese Kitchen	5812	1800	
170 Washington	Goodwill Thrift Shop	5931	4000	
174 Washington	McDonalds	5812	4000	
184 Washington	BP Store	5411	800	
240 Washington	On the Run	5411	3000	
120 Webster	The Whole Donut	5812	1500	
3 Wethersfield	Yarlyn Supermarket	5411	1600	*
165 Wethersfield	C-Town Supermarket	5412	8500	*
347 Wethersfield	Adame Market	5411	1800	*
349 Wethersfield	Royal Pizzeria	5812	1500	*
375 Wethersfield	Subway	5812	1000	*
427 Wethersfield	Oscar's Market	5411	1000	*