



# Silver Lane Advisory Committee

## October Meeting

### Silver Lane Corridor Study



# October Meeting Agenda

- 4:00 Transportation study No-Build Scenario discussion
- 4:20 Conceptual redevelopment planning workshop
- 5:30 Corridor branding workshop
- 6:00 Adjourn

# Transportation Study No-Build Scenario

**‘No-Build’ – Reflects what would be reasonably expected to occur in the foreseeable future if the project were not to proceed. This alternative includes other projects that are planned to occur before the design year (2040)**

***Simplified – What would happen if our project wasn’t going on***

**Includes:**

- **Background growth**
- **Reasonably foreseeable projects and development (under current course of action)**

# Transportation Study No-Build Scenario

## Baseline for comparing alternatives

Level 1 Screening Category	Alternative 1 (No-Build)	Alternative 2 (Elevated Highway)	Alternative 3 (Lowered Highway)	Alternative 4 (Tunneled Highway)
Bridge Structure Deficiencies				
Traffic Operational and Safety Deficiencies				
Mobility Deficiencies				
Technical Feasibility				
Economic Feasibility				
Advanced to Level 2 Screening				

# Transportation Study No-Build Scenario

Study Team worked together to develop assumptions

→ Assumptions feed trip generation

Focus on 2 areas:

- Rentschler Field
  - 15,000 sf of food & beverage
  - 267,000 sf of retail
  - 282,000 sf



# Transportation Study No-Build Scenario

- **Silver Lane Plaza (794 Silver Lane)**  
**Increase occupancy rate to 85%**  
**(Currently ~ 25%)**  
**Assume 80/20 split retail/food & beverage**



# Transportation study No-Build Scenario

**Today's Goal – Consensus on assumptions**

**What do you think?**

**Potential developments not included in the No-Build:**

- **Next phase of outlets**
- **Additional development within Rentschler Field**
- **Growth at Pratt/UTC**
- **Showcase Cinemas site**

**Are we missing anything?**

# Vision for the Corridor

Based on all of the data, information, and input received thus far in the BAR study process, the working version of the long-term vision for the corridor is:

**Silver Lane is East Hartford's premiere live, work, play neighborhood. The corridor offers a diversity of well-paying jobs and housing opportunities; a robust network of transit and recreational opportunities; easy connections to Downtown Hartford; and serves as a regional shopping, sports and entertainment destination.**

## Thoughts?

# Conceptual Redevelopment Plan

- Based on this vision, our designers have come up with initial concepts for mixed-use redevelopment of large areas of the corridor
- Concepts strive to optimize development potential
  - They assume zoning will be revised
  - They assume impacts to traffic/ transportation will be investigated

**They are only concepts – we need to hear your reactions!**

# Silver Lane Corridor LONG TERM VISION

## Rentschler Gateway

Retail and restaurants serving workers, travelers, and visitors to the Rentschler Field campus

## Recreational Hub

All-season recreational hub replaces Pratt & Whitney club. Includes indoor and outdoor recreation and entertainment facilities

## Infill Residential

Mix of apartments, townhomes, and age-restricted units located on areas not directly fronting Silver Lane. Replaces obsolete commercial uses near I-84

## Mixed-Use

Charter Oak Shopping Mall remains in place. Supported by small scale infill retail and multi-family residential development

## Neighborhood Node

 CT Fastrak stop  
Small-scale retail primarily serving surrounding residential population

## Multi-Family Residential

Market rate apartments and town homes in close proximity to shopping, dining, recreation, and Rentschler Field campus

## Neighborhood Retail

Convenience oriented retail and restaurants serving East Hartford residents, workers and visitors. Smaller-scale buildings front directly on Silver Lane

# Conceptual Redevelopment Planning Workshop

- Break into three groups
- You will rotate through the three stations to get a closer look at and hear more information about the concepts (15 minutes at each station)

**What do you like?**

**What do you dislike?**

**Why?**

**Which sites are you most interested in further exploring – either the site’s potential, or the development theme?**

# Wrap-Up and Next Steps

- What we heard today
- Additional thoughts?

## Next steps

- Revise and further the vision and concepts
- Prepare for public meeting in early 2018

# Corridor Branding Workshop

