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DEVELOPMENT
DEPARTMENT

East Hartford Silver Lane Advisory Committee

Meeting Summary

Wednesday, October 25, 2017

4:00 pm

Welling Conference Room – 2nd floor Town Hall

PRESENT - Mayor Leclerc ; Robin Pearson, Redevelopment Agency; Chad Freitas, Resident Representative; Dan Matos and James Matos, The Matos Group; Mary Ellen Dombrowski, CT River Valley Chamber; Rebecca Augur, Patrick Gallagher, and Jason Williams, Milone & MacBroom, Inc. (MMI); Tim Bockus, DPW Director; Emily Hultquist, and Jillian Massey, CRCOG; Casey Hardin, Transystems; Paul Mainuli, Board of Education; Eileen Buckheit, Development Director; Jeff Cormier, Town Planner; Rich Gentile, Assistant Corporation Counsel; Patrick Zapatka, DOT; James Dowd, Inessa Daydora, Jimmy Burt, and Jeremiah O’Leary, Digital Surgeons.

ABSENT – Tom York, Peter Bonzani, Todd Andrews, Craig Stevenson, Frank Collins

CALL TO ORDER

Meeting was called to order at 4:00 p.m.

Transportation

Casey Hardin began with a discussion of the transportation no-build scenario. This is a scenario which reflects what could reasonably occur in the foreseeable future if the transportation project were not to proceed. This scenario includes background growth and development slated to move ahead. The outlet shops will be included, square footage for additional development at Rentschler Field (either second phase of outlets or residential units), new employees at Pratt & Whitney, increased occupancy at Silver Lane Plaza, and development at Showcase Cinemas.

Conceptual Redevelopment Plan

Rebecca Augur reviewed our vision plan and asked for input and changes. We then reviewed a series of concepts for mixed-use redevelopment of large areas of the corridor. The concepts use maximum development potential, assuming revised zoning and transportation issues will be investigated. The committee broke into three groups and reviewed development ideas at three stations. The feedback will be reviewed by MMI staff and the plans further revised. We are moving toward a public meeting in January.

Branding

Representatives from Digital Solutions led an exercise to begin a branding process which will be used in public outreach, newsletters, and general promotional materials for this effort. Committee members shared ideas on strengths, weaknesses, and visions for the corridor.

Next steps in the process:

- One more AC meeting will be held in 2017
- First public meeting will be in January
- Newsletter, branding issues to continue

ADJOURNMENT

Meeting concluded 6:00 pm.