

# HOMESTEAD AVENUE REDEVELOPMENT PLAN

UPPER ALBANY MAIN STREET PRESENTATION 2/13/2025



# Agenda

1. Welcome and Introductions
2. Project Status
3. Existing Conditions Findings & Market Analysis
4. Master Plan Alternatives
5. Next Steps

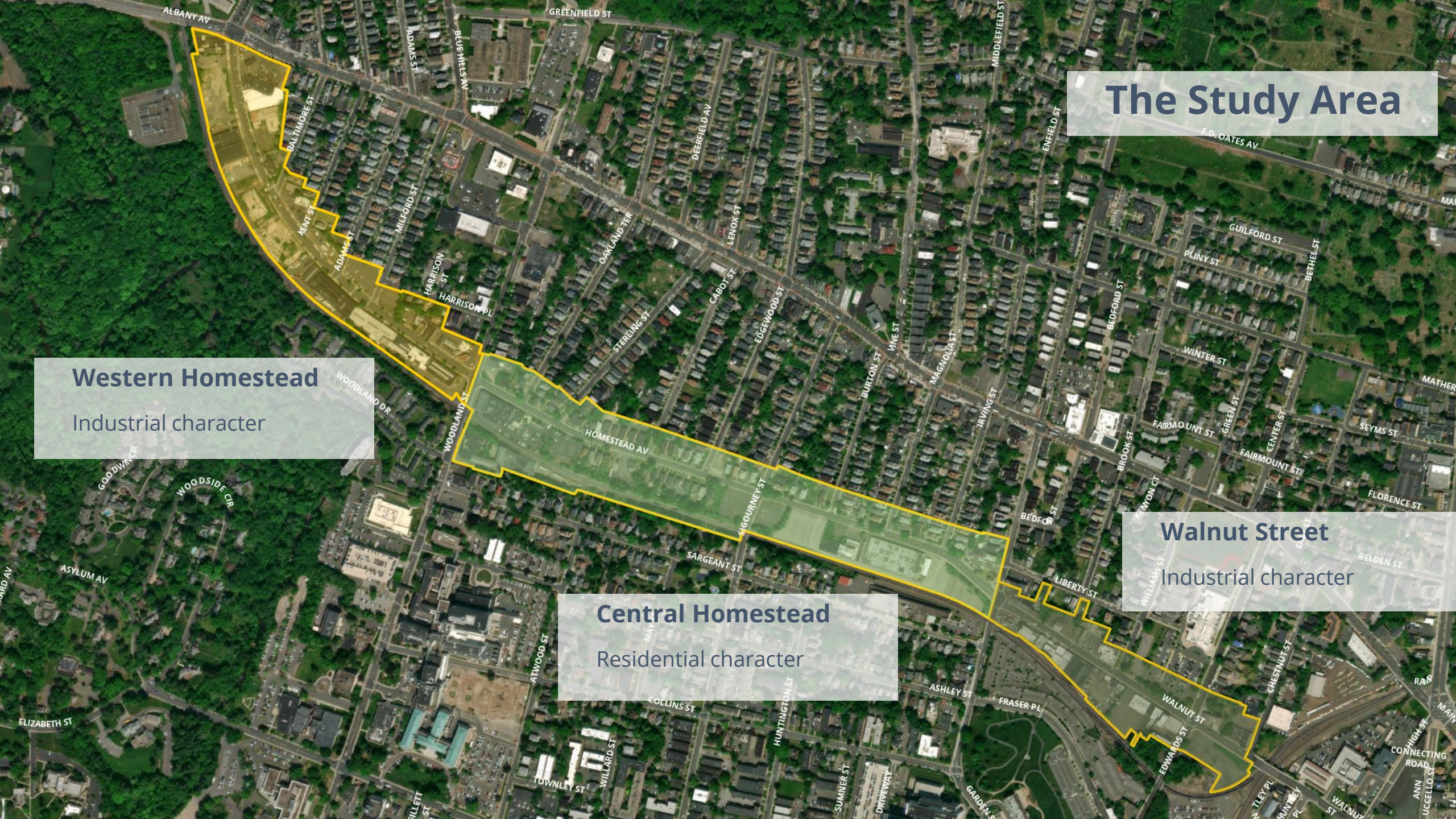
# Welcome & Introduction

# The Study Area

**Western Homestead**  
Industrial character

**Central Homestead**  
Residential character

**Walnut Street**  
Industrial character



# Plan Goals



- **Community Visioning**
- **Sound Analysis to Inform Decision-Making**
- **Defining a Future for the Corridor**

# Roles



- Project Management
- Responsible for overall project delivery
- Coordination of stakeholders
- Assist with public outreach

- Responsible for day-to-day management of the project / consultant team
- Primary point of contact between City of Hartford, the consultant team, and stakeholders
- Lead community engagement activities
- Technical analysis
- Conceptual design
- Development and submittal of project deliverables

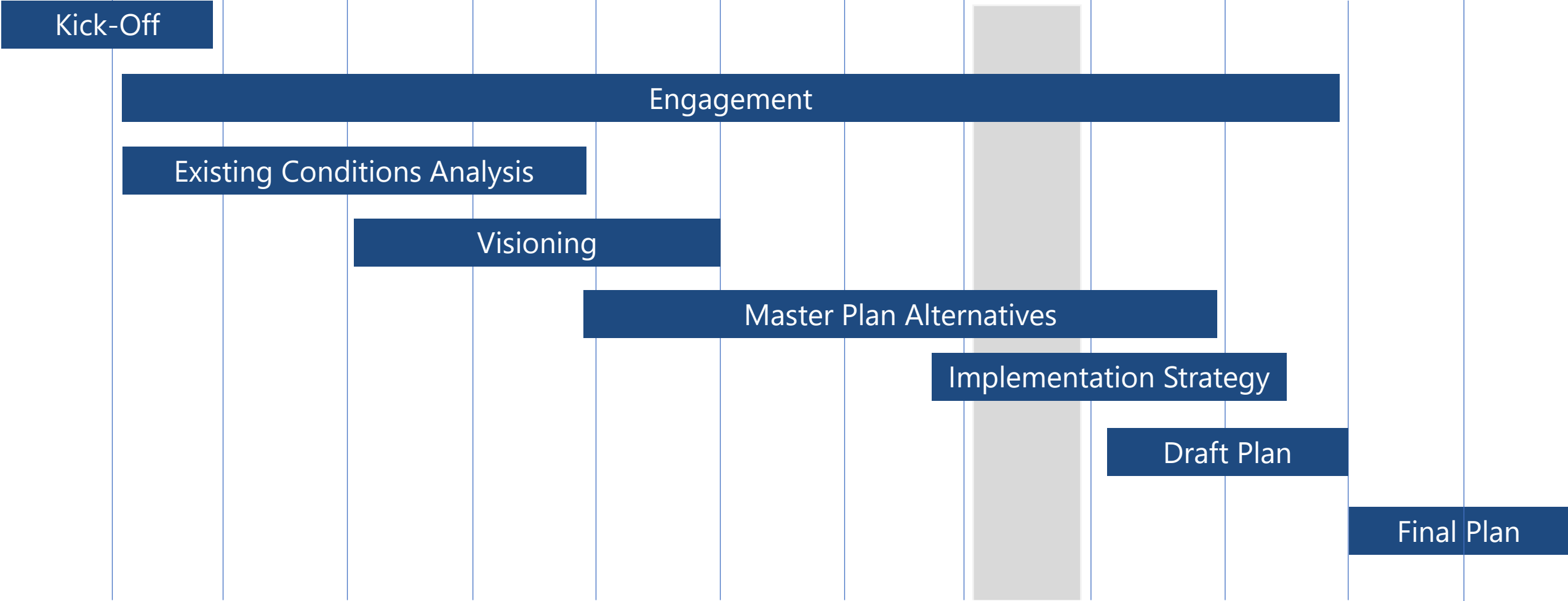


Engineering  
& Design

# Project Status

# Project Status

*We are here!*



June July Aug Sept Oct Nov Dec Jan Feb March April May June



# Visit the Project Website!

[www.activatehomesteadave.com](http://www.activatehomesteadave.com)

## About the Project

The Homestead Avenue Redevelopment Plan aims to employ a mix of land use strategies to transform this key thoroughfare in the Upper Albany neighborhood. A shared community vision will be developed through community and stakeholder collaboration. This vision will guide actions to accelerate brownfield cleanup, revive vacant properties, facilitate new housing opportunities, and implement placemaking strategies that showcase Homestead Avenue and Upper Albany's distinctive character.

## A Brief History

Homestead Avenue's rich history as an economic powerhouse for the Hartford region began with the 1886 expansion of the Albany Avenue trolley line. This development transformed the area into a thriving industrial district, with major manufacturers like Hartford Special Machinery Company and Smith Worthington Saddlery Company. Much of the original architecture from 1900-1920 still stands today, offering a glimpse into the area's industrial heyday. While the specialty machinery production has since departed, the historic factory buildings remain, ready to host new industries and potentially bring jobs back to Hartford. This blend of preserved history and future potential makes Homestead Avenue a unique corridor poised for revitalization.



## ✦ What is a brownfield?

A brownfield is a previously developed site, often industrial or commercial, that is no longer in use and may be contaminated. These sites present both challenges and opportunities for redevelopment, as they require environmental assessment and potentially cleanup before they can be repurposed for new uses.

# Engagement Events

- **National Night Out;** Keney Park, August 6<sup>th</sup>, 2024
- **Transforming Communities Initiative;** Hartford YWCA, August 19<sup>th</sup>, 2024
- **Know Your Community Day;** Urban League, September 28<sup>th</sup>, 2024
- **Upper Albany NRZ,** November 4<sup>th</sup>, 2024
- **Open House @ Artists Collective;** November 6<sup>th</sup>, 2024
- **Advocacy 2 Legacy Walkthrough;** January 28<sup>th</sup>, 2025

**Over 120 people engaged so far**



# What We Have Heard

## Key Themes

- **Economic development** and **reduction of vacant space** is key to the future of the corridor
- Residents want to see the corridor become more **connected** to surrounding neighborhoods and **welcoming** to the wider community
- Better quality & more accessible **transportation options**
- More housing, especially **affordable and ownable housing**, is needed by the community
- More options for **youth programming**

# **Existing Conditions Findings & Market Analysis**

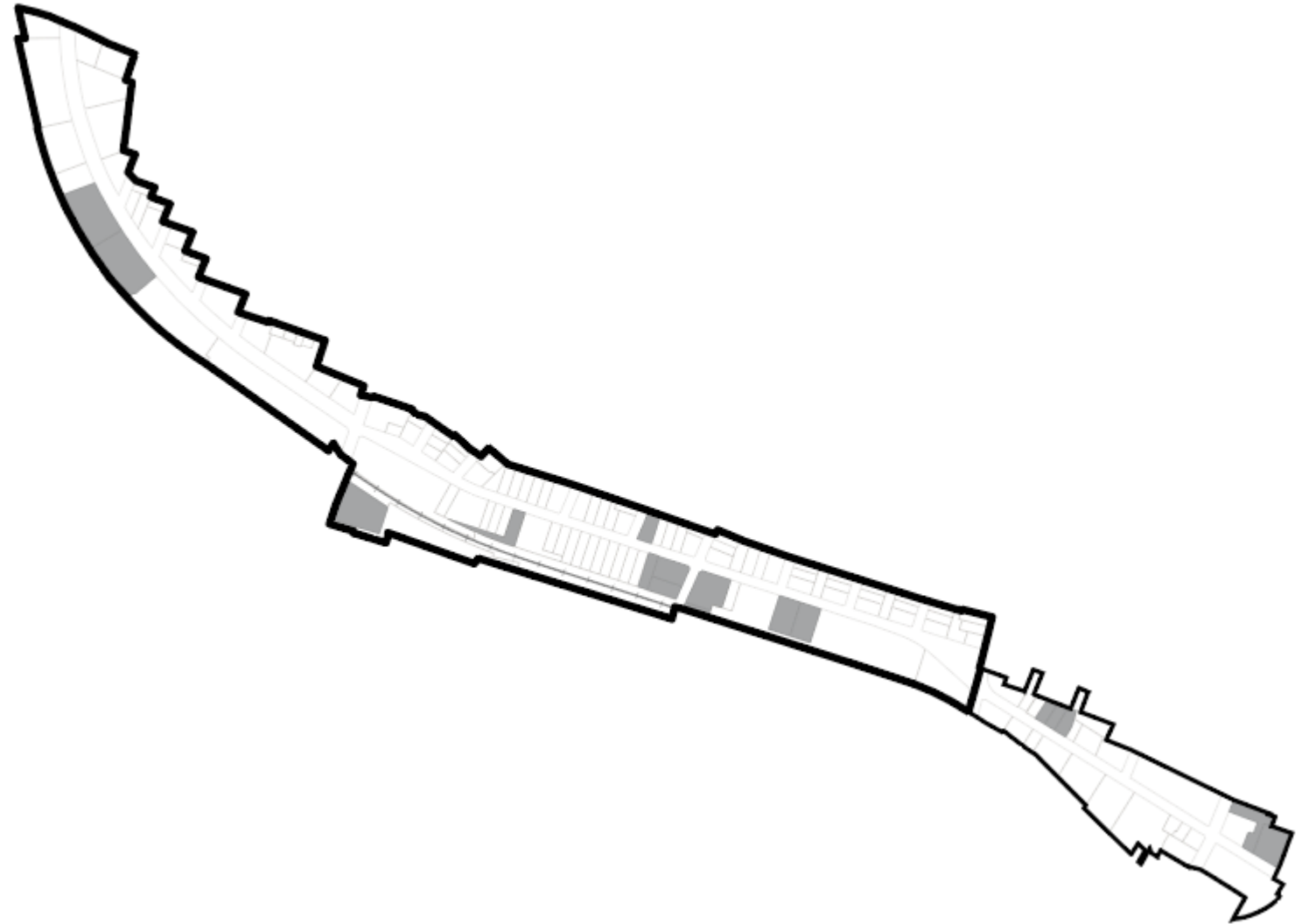
# Existing Conditions Analysis

## Topics Covered

- Demographics
- Zoning
- Uses & Services
- Historic Buildings & Districts
- Entertainment/Cultural Destinations
- Food Access
- Parks & Open Space
- Transportation (roads, sidewalks, transit, etc.)
- Building Conditions
- Vacant Properties
- Market Conditions

## Ownership

A large number of vacant parcels are publicly owned, creating unique opportunities for reuse  
**(18 properties, 7 acres)**

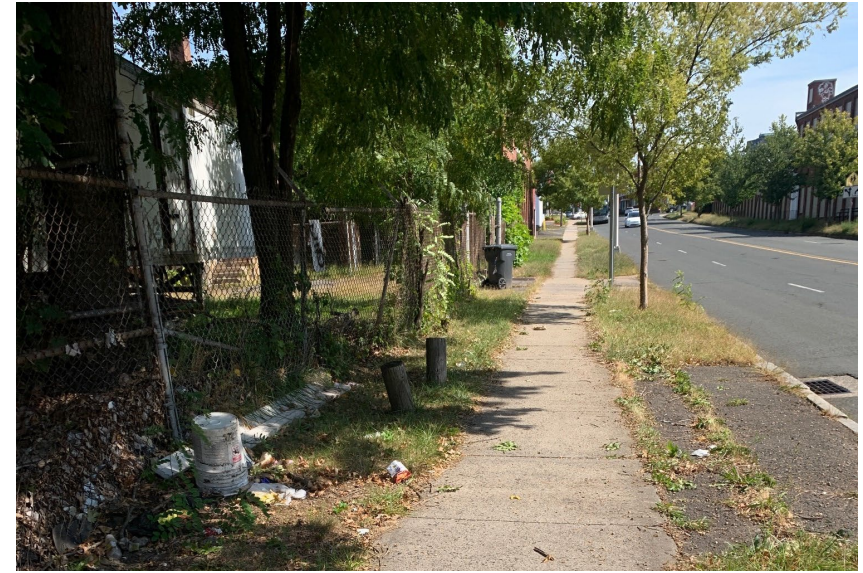


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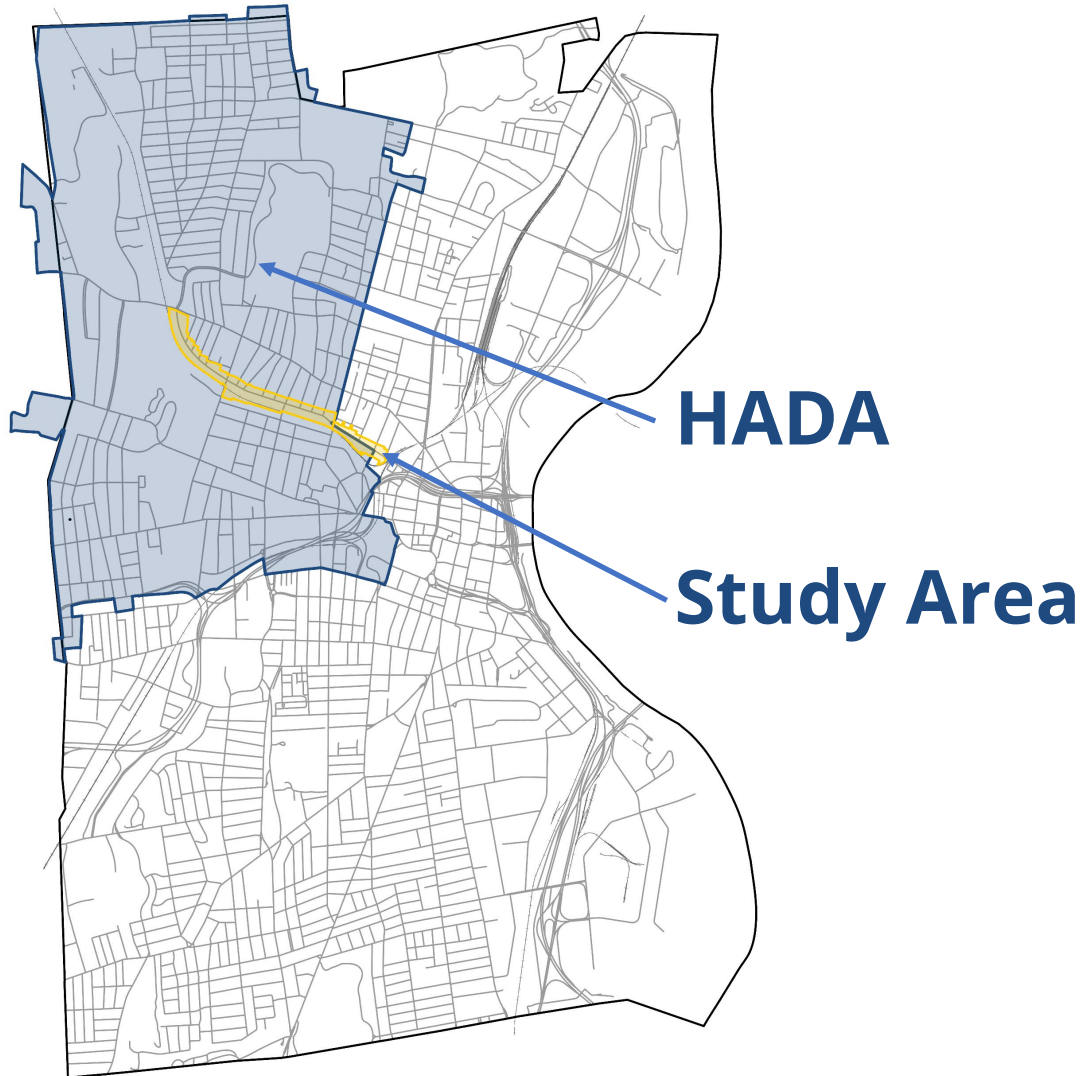
 City-owned vacant parcels

## Streetscape Character

The streetscape generally appears unwelcoming due to number of vacant lots, building conditions and lack of streetscape amenities, such as street trees, benches and landscaping, and poor quality pedestrian and bicycle facilities



# Market Analysis: **Geographic Definition**

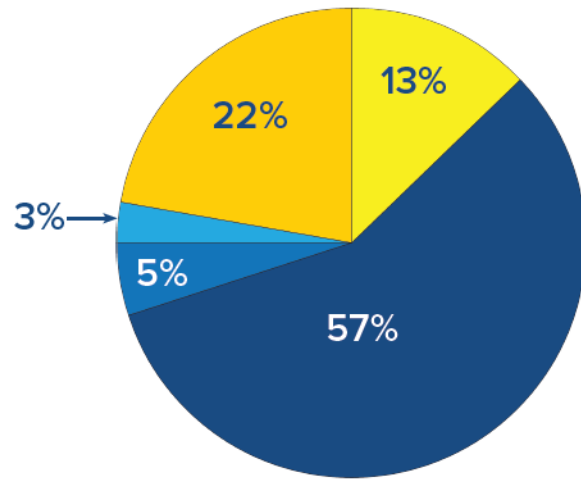


**Homestead Avenue Demographic Area (HADA)** comprised of ZIP codes 06112 and 06105 used to analyze market and socio-economics

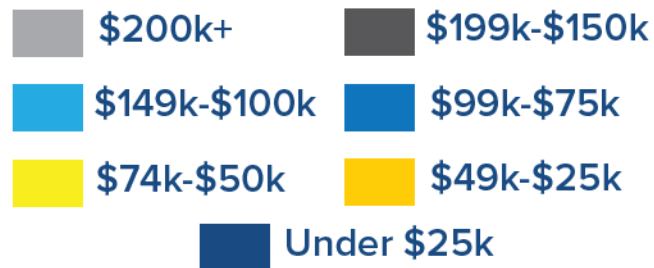
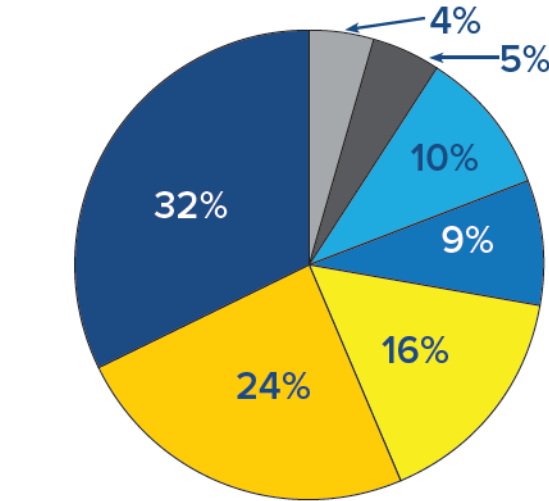


# Market Analysis: Demographics

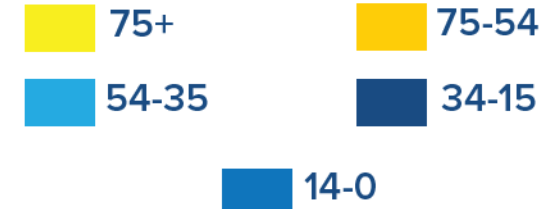
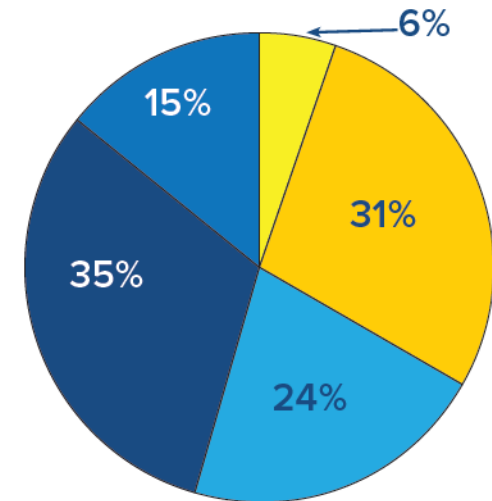
### Population by Race, 2024



### Household Income, 2024



### Age Cohorts, 2024



# Market Analysis: **Market Findings**

## **Residential Demand**



Number of each type of unit which can be absorbed into housing market:

- 161 Affordable Apartment Units
- 147 Market-Rate Apartment Units
- 149 Owner-Occupied Housing

## **Industrial Facilities Opportunities**



- Most industrial and flex space (combined warehouse, office, and retail) in HADA is in the Homestead Avenue corridor.
- Hartford has not built industrial or flex space in over 10 years.

# Market Analysis: **Market Findings continued**

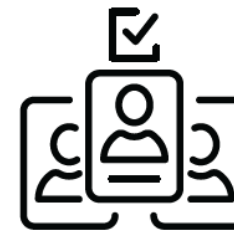
## **Retail & Entertainment Opportunities**



Uses showing high demand in the corridor:

- Restaurants
- Nail Salons
- Manufactured Home Dealer
- Recreational Sports Center
- Appliance Retailers
- Sporting Goods Retailer
- Nursery, Garden, Farm Supply Retailer
- Specialty Food Retailer

## **Top Projected Industry Growth**



- Healthcare
- Education
- Insurance

# Master Plan Alternatives

# Site Redevelopment

Draft plan will include site-specific recommendations

## Western Homestead

- Activate vacant industrial parcels
- Adaptive reuse of historic buildings

## Central Homestead

- Create infill housing
- Activate vacant industrial parcels

## Walnut Street

- Activate vacant industrial parcels

# Master Plan Alternatives: **Transportation**

- Connections to planned Hartline trail
- Bicycle and pedestrian system improvements
- Improving connections to Asylum Hill & Downtown
- Improve transit facilities
- Public parking access

# Master Plan Alternatives: **Public Space**

- Branding and placemaking
- Gateways
- Wayfinding signage
- Cultural corridor
- Improved public spaces
- Improved building facades

# Next Steps



# Next Steps

## Outreach

- Steering Committee Meeting, March 4<sup>th</sup>
- Public Workshop, late March

## Technical

- Finalize Master Plan Alternatives
- Create Draft Plan