

# HOMESTEAD AVENUE REDEVELOPMENT PLAN

PUBLIC MEETING 3 – JULY 31, 2025





# Today's Agenda

1. Welcome
2. The Homestead Avenue Master Plan
3. Discussion
4. Next Steps



# **The Homestead Avenue Master Plan**

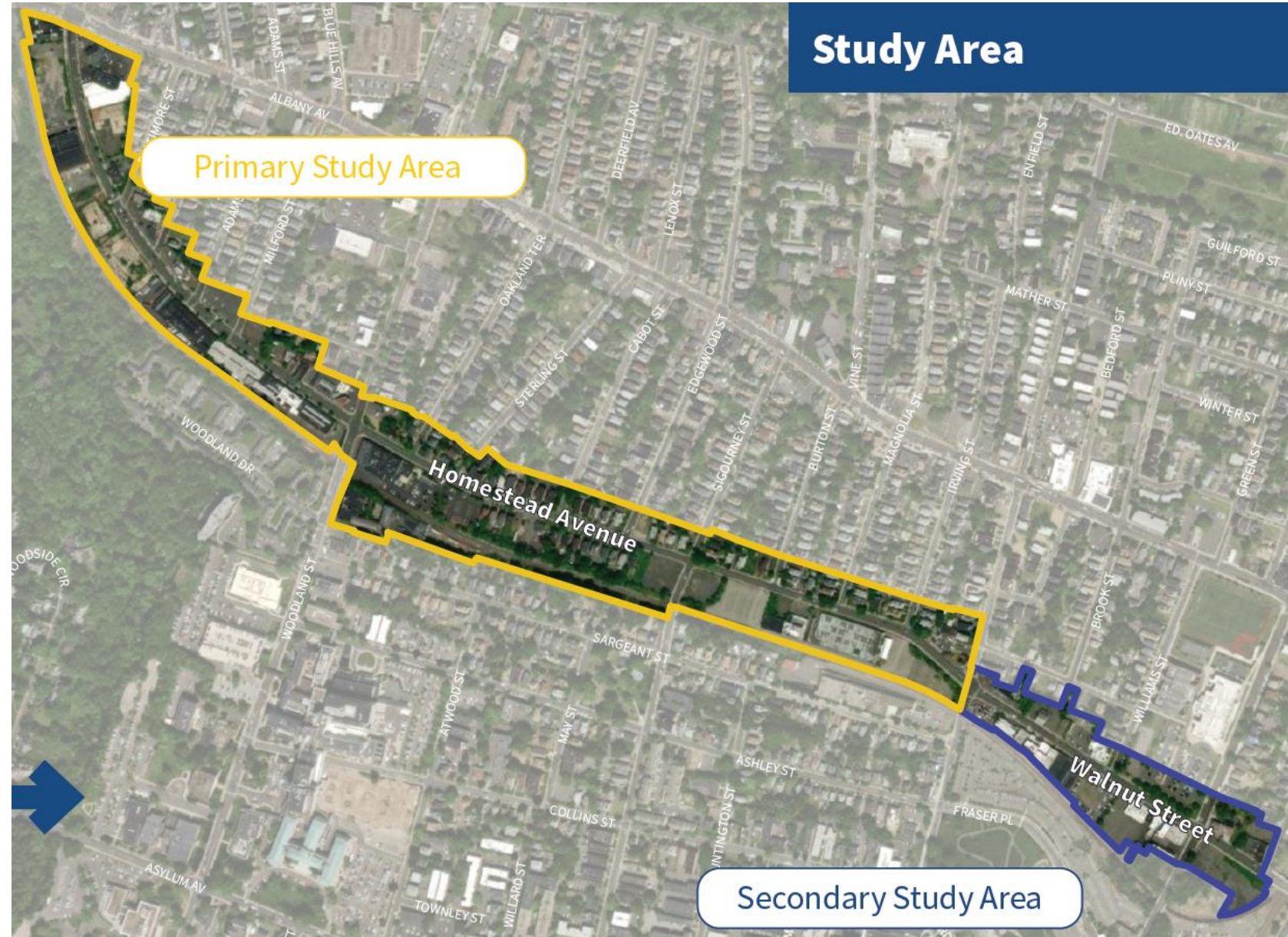
# Elements of the Redevelopment Plan

- Introduction
- Public Participation
- Existing Conditions
- **THE VISION:** Corridor Master Plan
- How Do We Get There?



# Introduction

## The Study Area



# Introduction

## Vision & Goals

### Vision Statement:

Homestead Avenue will emerge as a vibrant, thriving corridor that connects Upper Albany, Clay Arsenal, Asylum Hill, and Downtown by fostering community-driven investment, enhancing public spaces, generating meaningful employment opportunities, and establishing a distinctive identity. The revitalized corridor will strategically leverage nearby trail connections to expand mobility options and recreational access, creating a unique sense of place that reflects Hartford's rich heritage, while embracing its promising future.



### Goal #1

#### SUPPORT COMMUNITY REVITALIZATION AND INVESTMENT

Position the corridor to capitalize on economic, infrastructure, and housing opportunities



### Goal #2

#### CREATE JOBS AND EMPLOYMENT

Catalyze opportunities for uplifting careers for neighborhood residents



### Goal #3

#### IMPROVE THE PUBLIC REALM

Create higher quality public spaces, streets, sidewalks, and building façades



### Goal #4

#### CREATE COMMUNAL SENSE OF PLACE

Create a positive and unique atmosphere in the corridor for users and residents



# Community Engagement

## Reflecting Community Voices



Committee Meetings



Public Meetings



Website and Online Survey



Pop-Ups and Community Outreach



Stakeholder Interviews

# Community Engagement: What We Heard

## What do you see as Homestead Avenue's greatest challenge today?

"Vacant or underutilized properties"

"Walkability"

"Lack of retail"

"Lack of a plan for the future of the corridor"

"Limited public green spaces"

## Using one word, what improvement or site development do you think would have the greatest impact on enhancing the corridor?

"Development"

"Housing"

"Jobs"

"Retail"

"Green space"

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 for all modes

More housing, especially affordable and ownable housing, is needed by the community

Businesses and housing on the corridor need façade improvements

Adaptive reuse of Stanley P. Rockwell building is a focal point of interest

More options for youth programming



# Existing Conditions Analysis

- Regional Context
- Physical Characteristics
- Demographics
- Market Conditions
- Opportunities and Challenges



## KEY TAKEAWAYS

Large amounts of underutilized paved space contributes to feeling of vacancy within the corridor.

The corridor's large lots and vacant space present opportunities for shared parking lots.

Portions of the corridor's right-of-way are wide enough to incorporate delineated on-street parking spots.

# THE FUTURE OF HOMESTEAD AVENUE

## The Corridor Master Plan

### Elements

- Strategic Redevelopment Sites
- Corridor Improvements
- Placemaking Improvements

### Overarching Policies



#### Redevelopment

- Strengthen the individual characters of the 3 subareas
- Redevelop strategic sites to build vibrancy on the corridor
- Temporarily activate sites to build redevelopment momentum
- Take advantage of infill housing opportunities



#### Transportation Improvements

- Improve connections to Asylum Hill, Upper Albany, and Downtown
- Improve quality of all transportation modes on the corridor



#### Placemaking Improvements

- Create an identity for the corridor which contributes to community pride
- Take efforts to beautify the public realm



# Corridor Subareas

**Western  
Gateway  
Subarea**

**Central  
Subarea**

**Walnut Street  
Subarea**

0 0.3 Miles



# **Strategic Redevelopment Sites**



# Identifying Strategic Redevelopment Sites

## Strategic Site Considerations:

- Location
- Ownership status
- Readiness for redevelopment
- Potential to spur additional investment
- Potential to improve quality of life
- Community support
- Historic significance

**Strategic Sites are defined as properties which, once redeveloped, are most likely to spur other investment and revitalization along the Corridor.**

# Strategic Redevelopment Sites





# COMMERCIAL OPPORTUNITIES

12 properties have been identified as having strategic reuse potential for new light industrial, commercial and mixed-use development.

These projects have the potential to:

- Create new job opportunities
- Attract new visitors and users to the corridor
- Reuse historic building stock
- Stimulate economic investment

# Western Gateway Subarea

## 441 Homestead Avenue

### Existing Condition



### Existing Condition Summary

- Ownership: Talar Properties
- Acreage: 1.83
- Zoning: CX-1
- Current Use: Vacant
- Former Uses: Automobile garages, dry-cleaning service

### Site Characteristics

- Unpaved
- Northwest corner contains utility infrastructure

### Environmental Considerations

- Phase I, II, and III Environmental Site Assessment completed: contaminant releases have impacted soil and groundwater
- Remediation Action Plan completed and remediation underway

### Representative Imagery: Future Potential





# Making the Case for Urban Manufacturing

## Swift Factory | Hartford

This former gold leaf factory has been repurposed to house a range of uses that contribute to economic revitalization. The majority of tenants in new manufacturing spaces are Black entrepreneurs and businesses led by women. The site hosts a 4,500 square foot food business incubator that provides affordable rental space and business support for food entrepreneurs.



## Greenpoint Manufacturing and Design Center | Brooklyn

The Greenpoint Manufacturing and Design Center (GMDC) is a network of nine properties rehabilitated and constructed to suit small manufacturing enterprises, artisans, and artists. The combined total of the properties consists of almost 700,000 square feet of industrial space, housing over 130 businesses and 760 employees, 91% of whom live locally.



## Singer CT | Bridgeport

This former sewing machine factory has been repurposed to house 160 units of rentable space, including warehouse and commercial kitchen space, making it Connecticut's largest business incubator. Recent modernization investments in the complex's infrastructure have resulted from demand for high-quality urban manufacturing space.





# Western Gateway Subarea

## 367-393 Homestead Ave

### Existing Condition



### Existing Condition Summary

- Ownership: City of Hartford
- Acreage: 2.43
- Zoning: CX-1
- Current Use: Vacant
- Former uses: Philbrick-Booth metal foundry

### Site Characteristics

- Unpaved
- Fully enclosed by fencing

### Environmental Considerations

- Phase I and II Environmental Site Assessment completed: contaminant releases have impacted soil, groundwater, and remaining building materials
- Recommendation: Complete Phase III ESA and RAP, remediate site

### Representative Imagery



# Western Gateway Subarea

## 360 Homestead Ave

### Existing Condition



### Existing Condition Summary

- Ownership: Salvation Army
- Acreage: 0.52
- Current Use: Vacant
- Previous Use: Unknown
- Zone: CX-1

### Site Characteristics

- Partially paved
- Dual corner lot

### Representative Imagery





# Western Gateway Subarea

## 333 Homestead Ave

### Existing Condition



### Existing Condition Summary

- Ownership: Salvation Army
- Acreage: 1.67
- Zone: CX-1
- Current Use: Partially vacant
- Previous Use: Unknown

### Site Characteristics

- Underutilized western portion of Salvation Army building.
- Brick factory building featuring a cargo bay.
- Accompanying parking lot.

### Environmental Considerations

- Recommended: Conduct Phase I ESA

### Representative Imagery





# The Benefits of Adaptive Reuse

- Enhancing Neighborhood Character
- Conservation of Building Materials / Craftsmanship
- Cost Reductions
- Sustainability



## **Fuller Brush Factory**

Former foundry building to be converted to a mix of innovation space, light industrial space, business space, and apartments.

# Western Gateway Subarea

## 300-296 Homestead Ave

### Existing Condition



### Existing Condition Summary

- Ownership: Multiple
- Acreage: 1.26
- Zone: CX-1
- Current Use: Vacant
- Previous Use: Metal foundry

### Site Characteristics

- Joined industrial buildings with paved lot and adjacent vacant paved lot
- Former site of Stanley P. Rockwell foundry. Listed on National Register of Historic Places.

### Environmental Considerations

- Phase I & II ESA complete: soil and groundwater contaminants identified
- Recommended: Complete Phase III ESA and RAP, conduct site remediation

### Conceptual Rendering





# Western Gateway Subarea

## 287 Homestead Ave

### Existing Condition



### Existing Condition Summary

- Ownership: Eros, LLC
- Acreage: 2.56
- Zone: CX-1
- Current Use: Partially vacant
- Previous Use: Machinery manufacturing

### Site Conditions

- Block-spanning row of sidewalk fronting, connected industrial buildings
- Paved parking lot and loading bays in rear
- Former site of Hartford Specialty Machinery Complex, listed on National Register of Historic Places
- Site currently being partially redeveloped into a cannabis production facility.

### Environmental Considerations

- Recommended: Complete Phase I ESA



### Redevelopment Potential

A developer is currently moving toward the reuse of this historic factory building as a cannabis production facility. The current plans do not include reactivating the western third of the building connected to the current Salvation Army building at 333 Homestead Avenue. This portion of the building should either be expanded into a further build-out phase of the proposed cannabis production facility or be activated by an industrial/flex use that complements and is not nuisanced by the cannabis production process. The cultivation of specialty plants in this portion of the building could complement cannabis production and the potential greenhouse uses at 441 Homestead Avenue.

If the inside of this portion of the building is not already remediated, a Phase I ESA should be completed with a focus on potential hazardous building materials.



# Central Subarea 158 Woodland Avenue

## Existing Condition



### Existing Condition Summary

- Ownership: City of Hartford
- Acreage: 0.96
- Zone: CX-1
- Current Use: Vacant
- Previous Use: Organs manufacturing

### Site Conditions

- Brick factory building
- Adjacent paved driveway
- Former site of Austin Organ Company, listed on State Register of Historic Places

### Environmental Considerations

- Recommended: Complete Phase I ESA

## Representative Imagery





# Central Subarea 135 Homestead Ave

## Existing Condition



### Existing Condition Summary

- Ownership: City of Hartford
- Acreage: 0.80
- Zone: NX-2
- Current Use: Vacant
- Previous Use: Auto repair, contracting

### Site Conditions

- Unpaved
- Corner Lot
- Fully enclosed by fencing

## Representative Imagery





# Walnut Street Subarea

## 228-202 Walnut Street

### Existing Condition



### Existing Condition Summary

- Ownership: City of Hartford
- Acreage: 0.77
- Zone: CX-1
- Current Use: Vacant
- Previous Use: Restaurant, corner store

### Site Characteristics

- Vacant buildings
- Paved lot
- Former site of Comida Restaurant, and prior to that Frank DeLuca's Convenience Store

### Representative Imagery





# Walnut Street Subarea 151-133 Walnut Street

## Existing Condition



### Existing Condition Summary

- Ownership: 151 Walnut Street, LLC
- Acreage: 2.77
- Zone: CX-1
- Current Use: Vacant
- Previous Use: Warehouse, residential

### Site Characteristics:

- Corner lot
- Multiple attached vacant or underutilized warehouse/industrial buildings
- Accompanying paved parking lot

### Environmental Considerations

- Recommended: Complete Phase I ESA

## Representative Imagery



# Walnut Street Subarea 107 Walnut & 36 Edwards

## Existing Condition



### Existing Condition Summary

- Ownership: Multiple
- Acreage: 2.58
- Zone: CX-1
- Current Use: Vacant
- Prior Use: Unknown

### Site Characteristics

- Partially paved
- Corner lot

### Environmental Considerations

- Recommended: Complete Phase I ESA

## Representative Imagery





# Walnut Street Subarea 110-100 Walnut Street

## Existing Condition



## Existing Condition Summary

- Ownership: Multiple
- Acreage: 0.83
- Zone: CX-1
- Current Use: Warehouse, vacant
- Prior Use: Unknown

## Site Characteristics

- Automotive-centered commercial building
- Corner lot
- Building surrounded by L-shaped vacant lot

## Representative Imagery



# RESIDENTIAL

Attracting new residential development to the corridor will help to address gaps in the local market, community identified needs and market opportunities. Strategic opportunities for infill as well as large-scale redevelopment exist throughout the corridor.



# Central Subarea 101 Homestead Ave

## Existing Condition



### Existing Condition Summary

- Ownership: City of Hartford
- Acreage: 5.68
- Zone: CX-1
- Current Use: Warehouse, vacant
- Previous use: Medical warehouse, commercial printing, bakery

### Site Characteristics

- 3 attached warehouse buildings
- Surrounding paved lots

### Remediation Status

- Recommendation: Complete Phase I Environmental Site Assessment

## Representative Imagery





# Walnut Street Subarea

## 92 Walnut Street

### Existing Condition



### Existing Condition Summary

- Ownership: House of Bread
- Acreage: 0.58
- Zone: CX-1
- Current Use: Vacant
- Prior Use: Bar

### Site Characteristics

- Partially paved
- Corner lot

### Existing House of Bread Facility on Chestnut Street

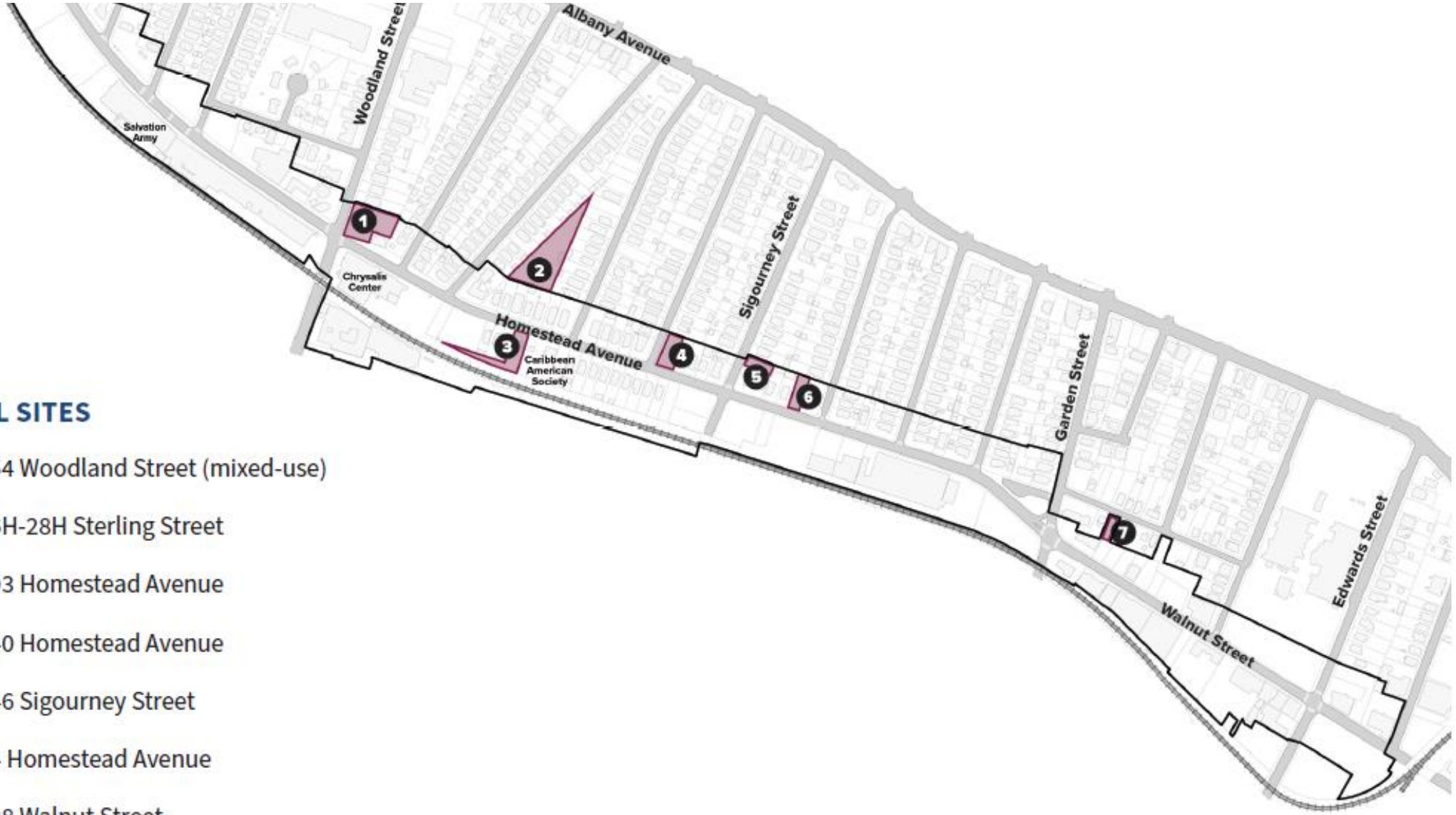




# Infill Housing Opportunities

## INFILL SITES

- ❶ 354 Woodland Street (mixed-use)
- ❷ 16H-28H Sterling Street
- ❸ 193 Homestead Avenue
- ❹ 140 Homestead Avenue
- ❺ 346 Sigourney Street
- ❻ 94 Homestead Avenue
- ❼ 228 Walnut Street



# **PUBLIC BENEFIT**

**The Master Plan identifies a series of community enhancement projects along the corridor, both on strategic sites and within the public realm. These help to enhance connectivity, safety and create a more welcoming environment, while also contributing to creating a stronger quality-of-life.**



# Western Gateway Subarea

## 424 Homestead Avenue

### Existing Condition



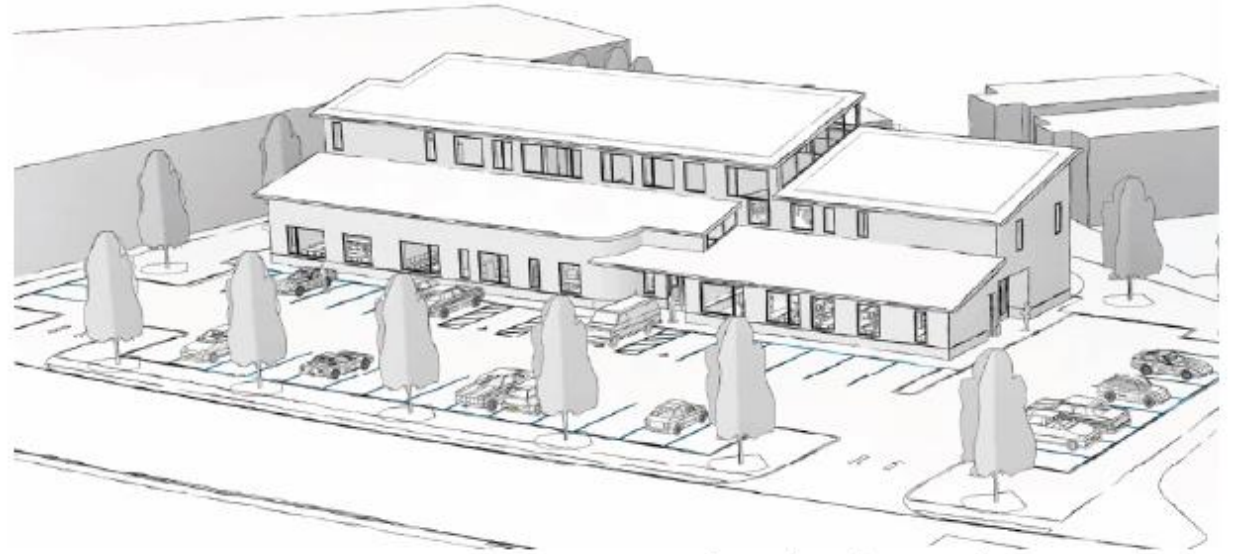
### Existing Condition Summary

- Ownership: Blue Hills Civic Association
- Acreage: 1.00
- Zoning: M-2
- Current Use: Vacant
- Previous Use: Unknown

### Site Characteristics

- Unpaved
- Fully enclosed by fencing

### Representative Imagery



▲ Rendering by O'Riordan Migani Architects

### Redevelopment Potential

This site is slated to become the Blue Hills Civic Association Community Center. The proposed Neighborhood and Community Development Center is envisioned as a two-story educational and training facility serving the neighborhoods of northwest Hartford. This building is set to contain a family and community support center, co-working spaces, a culinary arts space, media studios, and workforce training. As the corridor redevelops, the center has the potential to help position community members to take advantage of the job and entrepreneurial opportunities created.

### 410 Homestead Avenue

Blue Hills Civic Association owns the adjacent lot of 410 Homestead Avenue at the corner of Baltimore Street and Homestead Avenue. A former bank building, BHCC should consider utilizing this site to complement the planned services of the Community Center, or consider selling or transferring the property to another entity which can provide neighborhood benefits.



# Central Subarea

## Homestead Ave & Garden St





# Central Subarea 111 Homestead Ave

## Existing Condition



### Existing Condition Summary

- Ownership: City of Hartford
- Acreage: 0.64
- Zone: CX-1
- Current Use: Seasonal parking lot
- Previous Use: Package store

### Site Conditions

- Unpaved
- Corner Lot
- Fully enclosed by fencing

## Conceptual Plans



### Redevelopment Potential

Hartford Fire Department is moving Engine Company #5, currently located at 129 Sigourney Street in Asylum Hill, to this site. Four designs are being considered for the station, each with parking lot access on Sigourney Street and fire engine access on Homestead Avenue. The station will likely house 2 or 3 fire engines, staff bunk rooms, and training facilities.

The station can act as a stabilizer to the Homestead Avenue corridor and enhance public services offered to the community. A potential brick warehouse character of the building can further strengthen the historic character of the neighborhood. Reuse of this site can be key to reducing the vacant space that creates a perceived barrier between Upper Albany and Asylum Hill.



# Walnut Street Subarea

## 70 Walnut Street

### Existing Condition



### Existing Condition Summary

- Ownership: City of Hartford
- Acreage: 0.37
- Zone: CX-1
- Current Use: Vacant
- Prior Use: Contracting

### Site Characteristics

- Unpaved
- Corner lot

### Representative Imagery





# Public Market: More Than Just Produce!

- Programmatic Opportunities
- Community Gathering Space
- Entrepreneurial Opportunities
- Access to Fresh Food
- Special Events

## Parkville Market | Hartford

This market is Connecticut's first and largest food hall, offering 22 restaurants and 3 bars. The market offers indoor and outdoor eating space, as well as space for yard games. The market offers karaoke nights, salsa lessons, drag bingo, and live music. Following investment from both the State and Capital Region Development Authority, the market is expanding to accommodate large events.



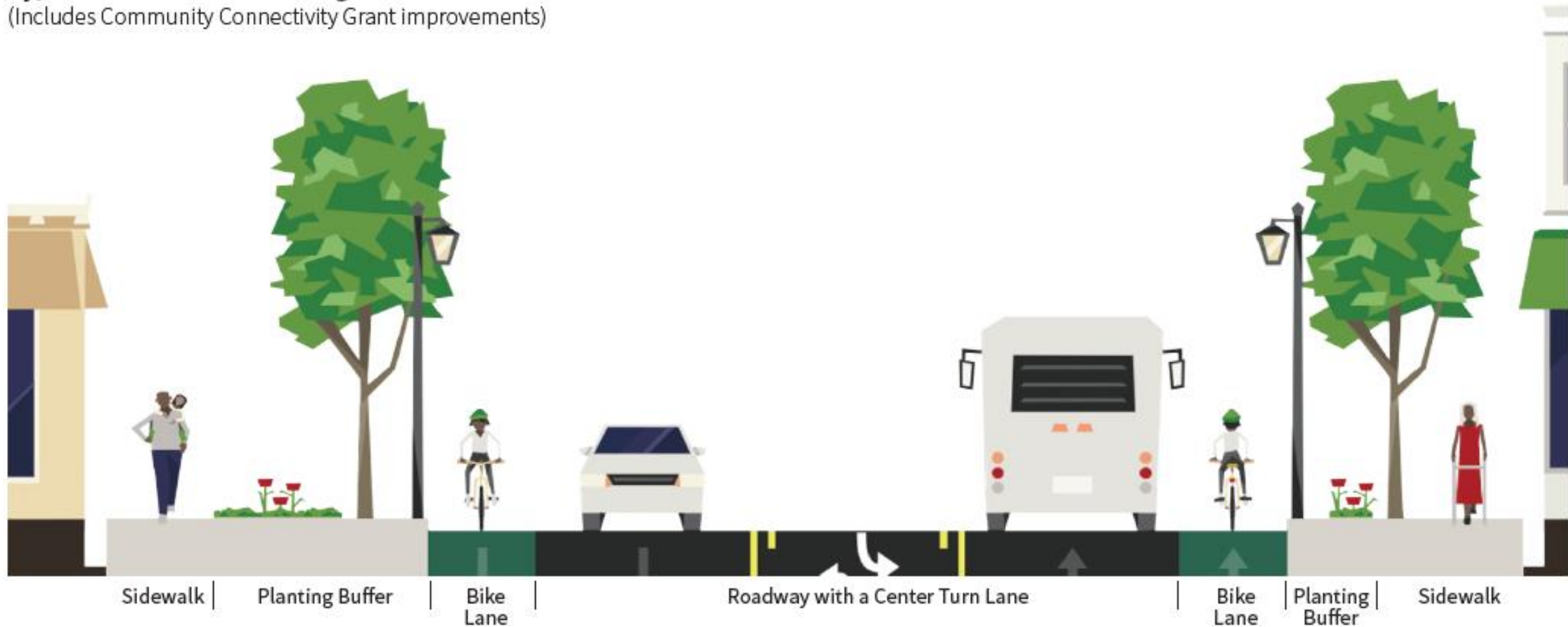
# **Public Realm Enhancements**



# Public Realm Enhancements

## Streetscape – Western Gateway Subarea

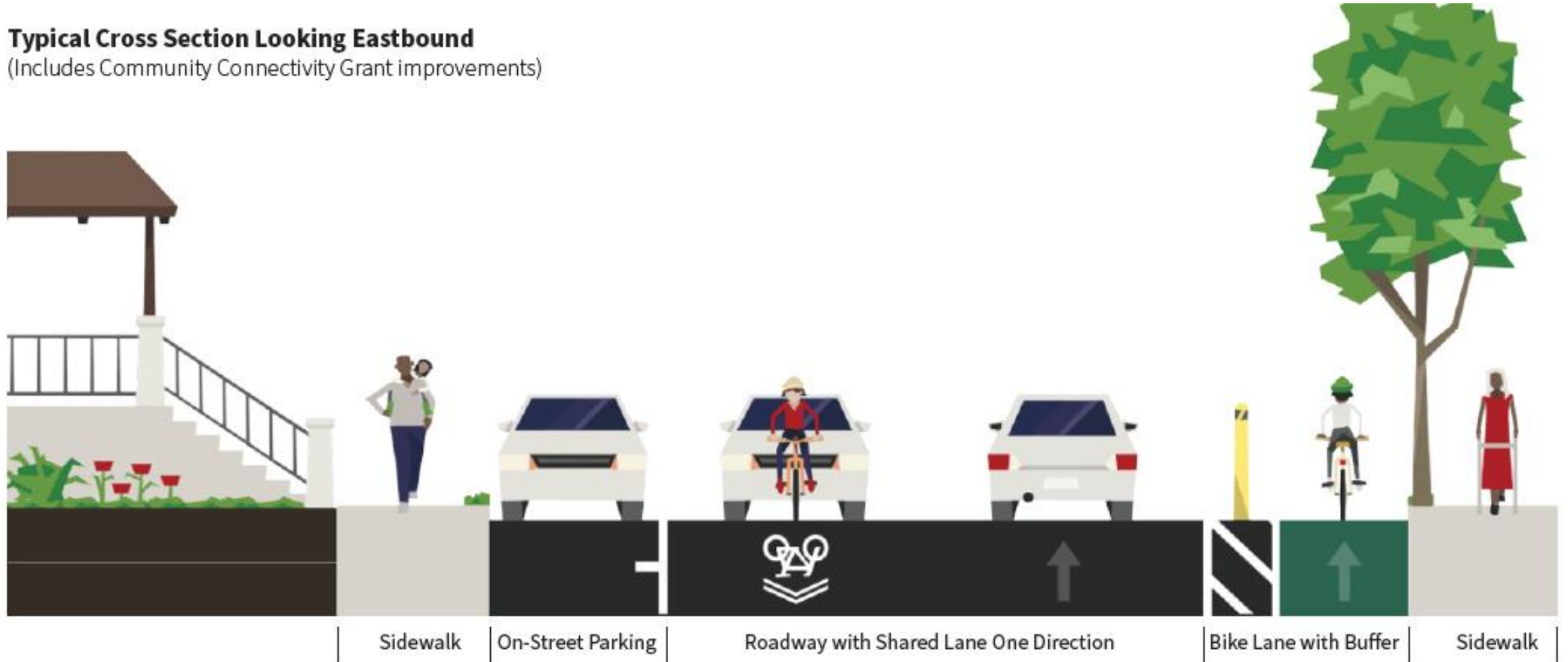
**Typical Cross Section Looking Eastbound**  
(Includes Community Connectivity Grant improvements)



# Public Realm Enhancements

## Streetscape – Central & Walnut Street Subareas

**Typical Cross Section Looking Eastbound**  
(Includes Community Connectivity Grant improvements)





# Public Realm Enhancements

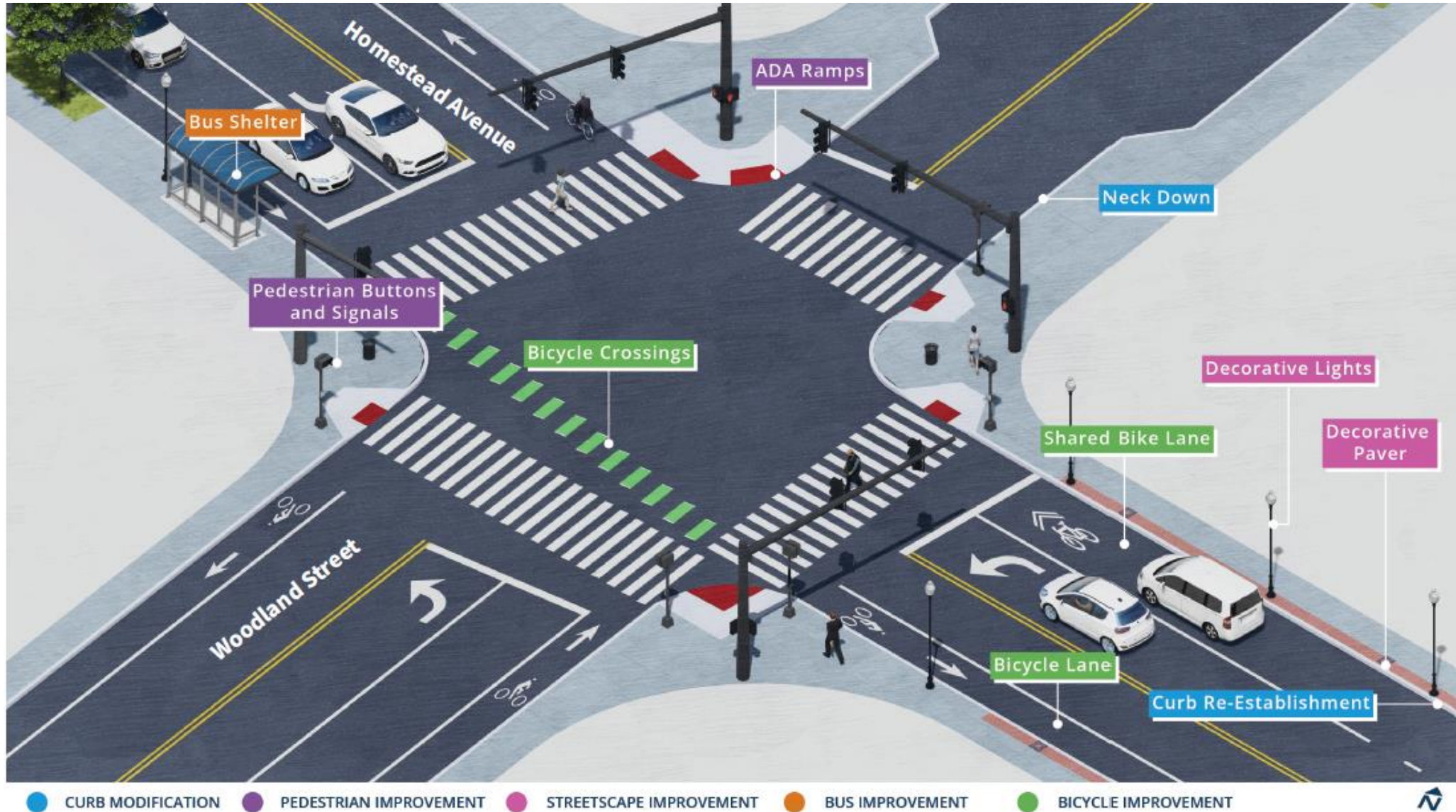
## Intersection – Western Gateway Subarea





# Public Realm Enhancements

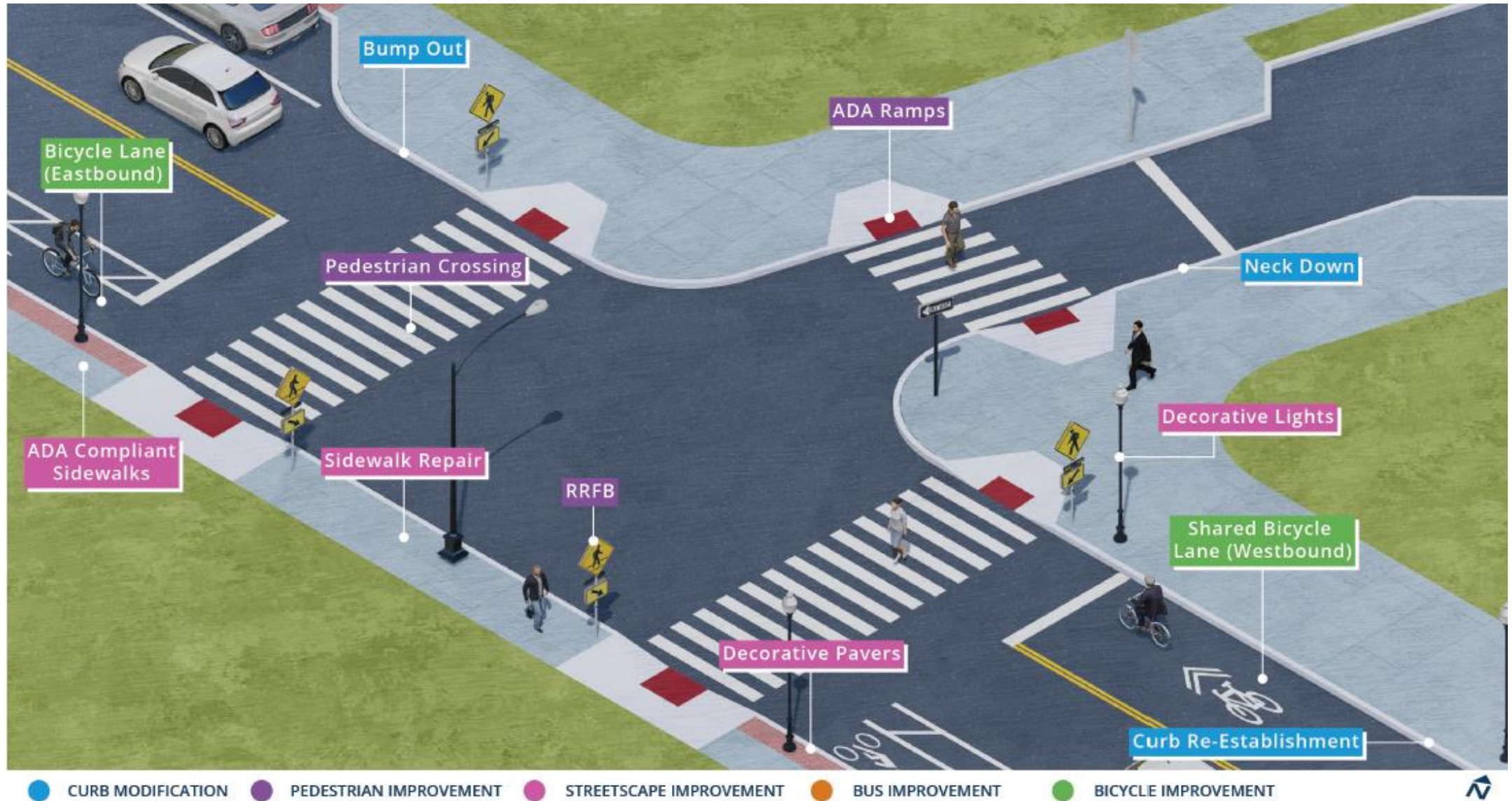
## Intersection – Woodland & Homestead Ave





# Public Realm Enhancements

## Intersection – Homestead & Walnut



# Placemaking



**HARTLINE TRAIL CONNECTIONS**



**GATEWAYS & WAYFINDING SIGNAGE**



**WOODLAND STREET CULTURAL CORRIDOR**



**STREETSCAPE AMENITIES**





Highlight the Woodland Street Cultural Corridor as a destination adjacent to Homestead Avenue

Opportunity to orient visitors with branded wayfinding signage at key intersections

Provide trail users access to Homestead Avenue as a destination and rest area

Establish a common character with site furnishings along the Corridor





# HARTLINE TRAIL CONNECTIONS



Hartline Trailhead at Garden Street

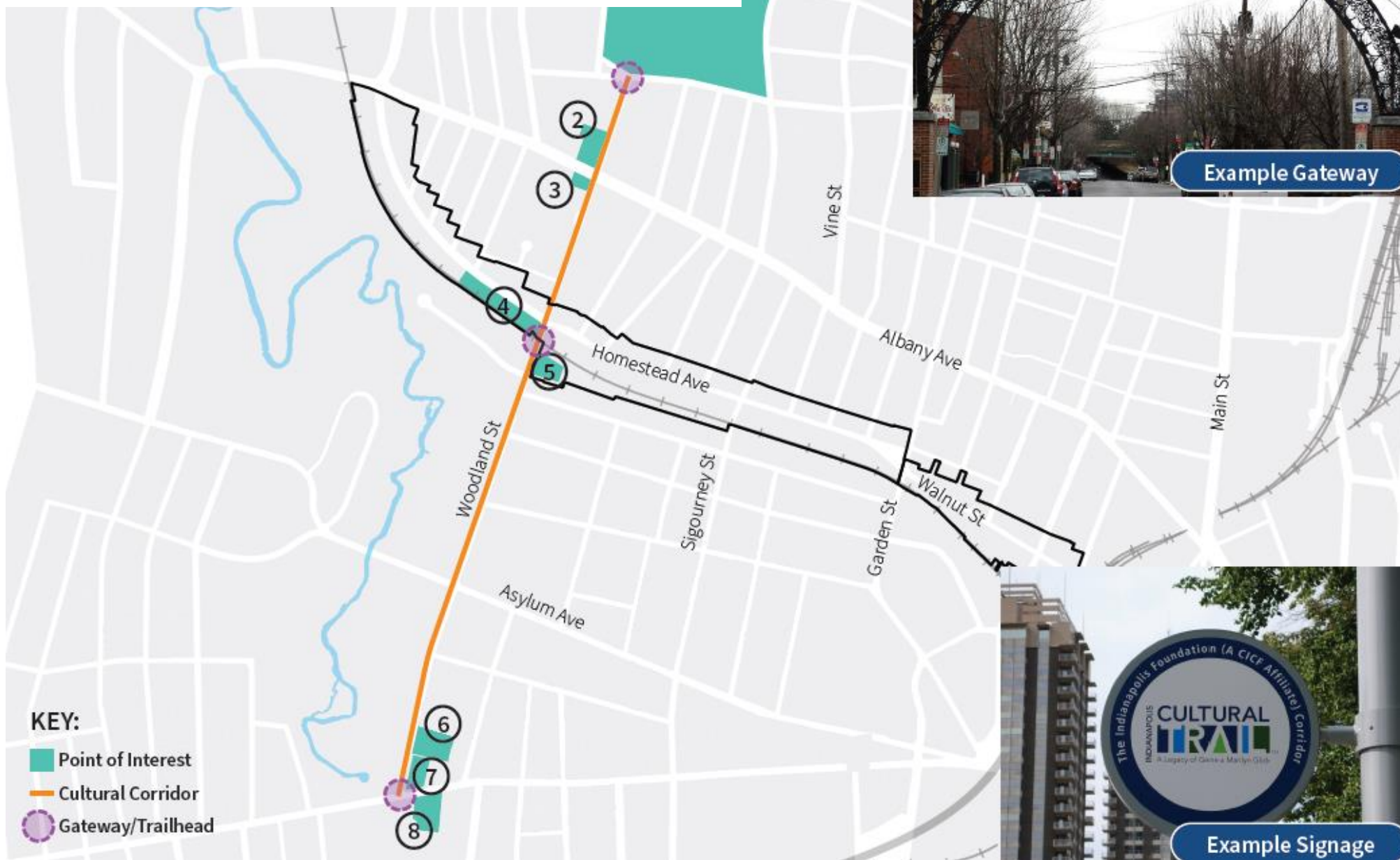
Rendering by Sulsman Urban Design





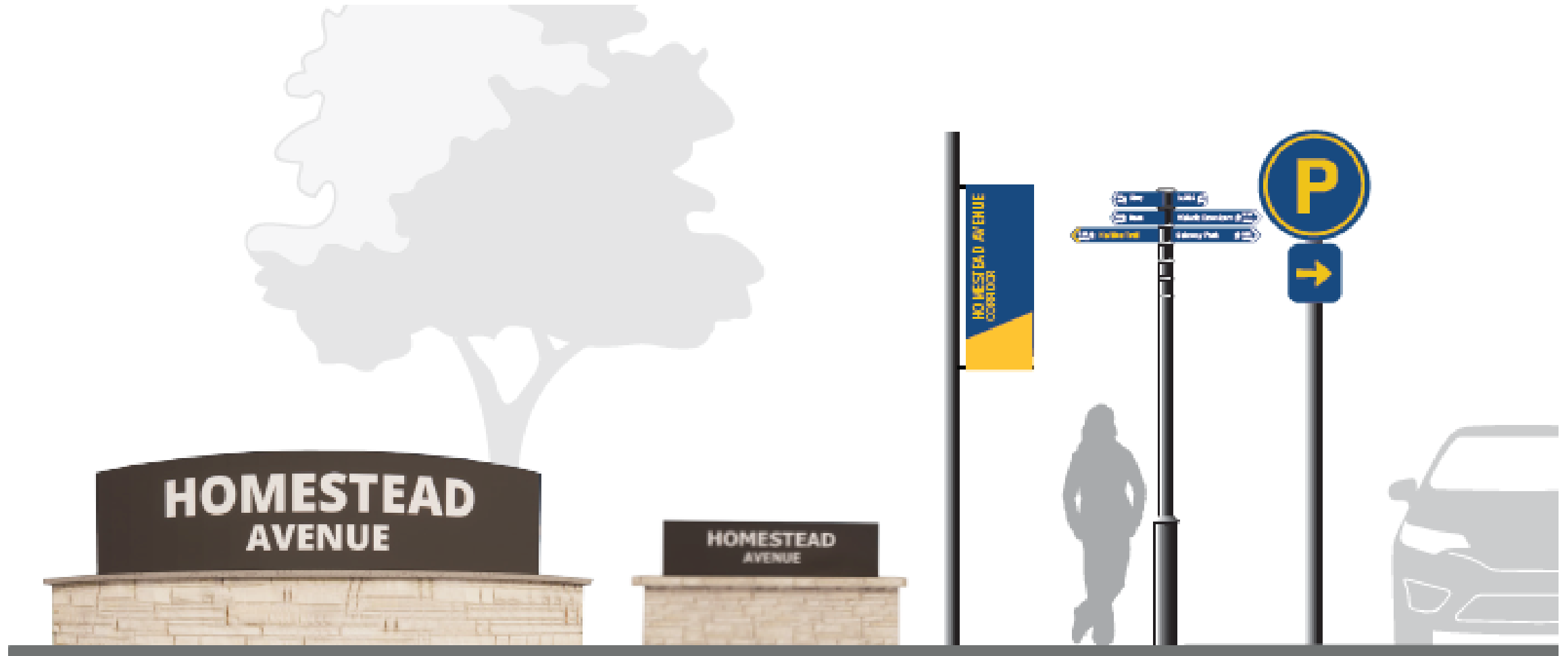


## WOODLAND STREET CULTURAL CORRIDOR





## GATEWAYS & WAYFINDING SIGNAGE



**Major Gateway Sign**

**Minor Gateway  
Sign**

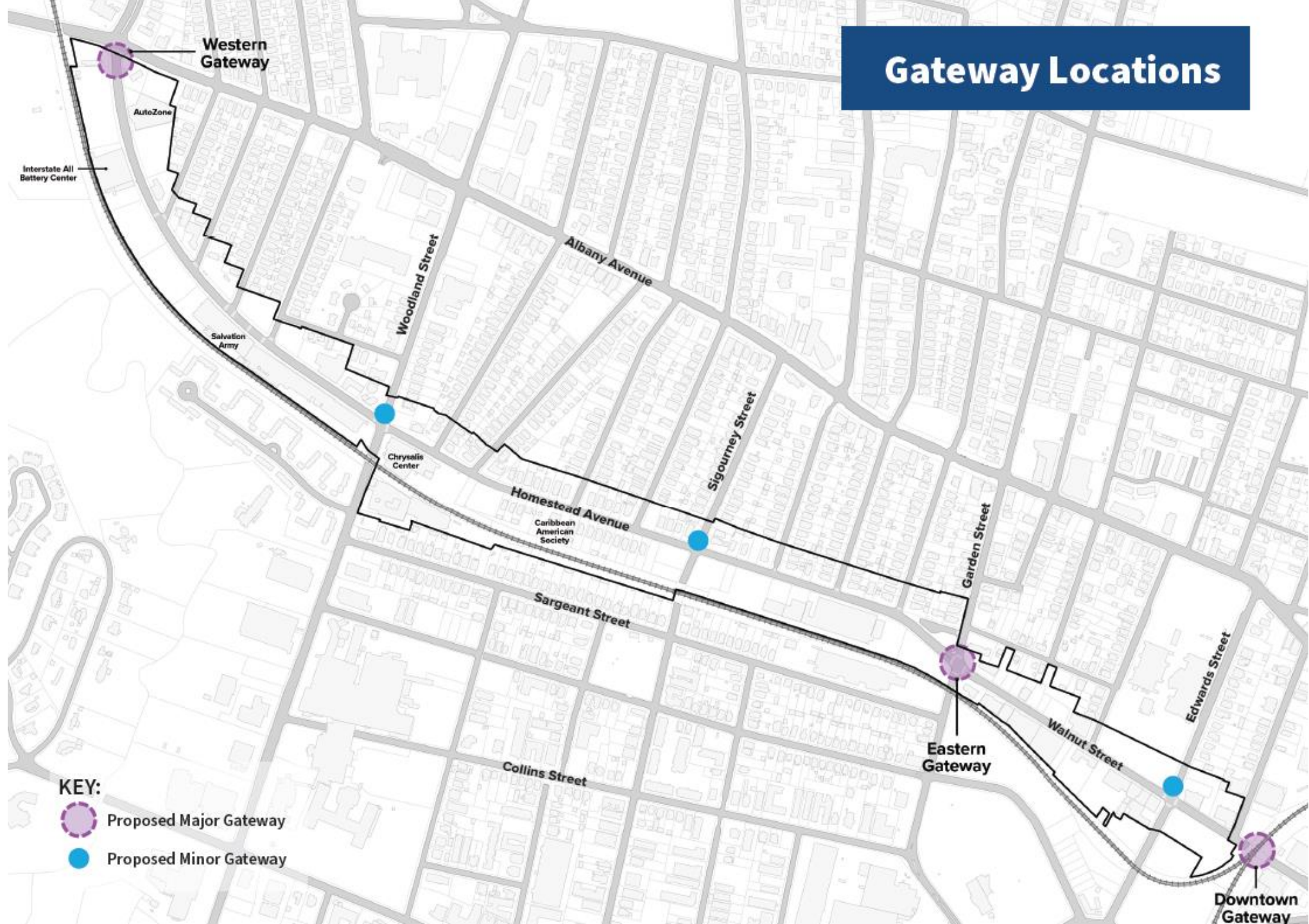
**Pole  
Banners**

**Directional  
Signage**

**Parking  
Signage**



# Gateway Locations







# STREETSCAPE AMENITIES



**Sidewalk Improvements (seating, lighting, signage)**



**Gateway and Wayfinding Signage**



**Public Green Space**





# Implementation Strategy

# Elements of the Implementation Strategy

The implementation strategy is divided into seven sections:



## **Short-Term Development Activities**

Identifies short-term projects which can build momentum toward implementation of the long-term community redevelopment vision.



## **Priority Tasks for CIF Funding**

This page identifies how the City's current CIF grant can be best spent to forward the implementation of this plan.



## **Policy Recommendations**

To help facilitate implement the redevelopment of the Homestead corridor as envisioned by the community, the City should pursue these policies.



## **Strategic Sites**

Identifies the phasing, delegation of leadership, and funding opportunities for the redevelopment process for each strategic site.



## **Zoning Analysis**

To allow for redevelopment to fulfill future uses envisioned by the community, the City should revise the zoning of the several strategic sites as recommended.



## **Capital Improvements**

These improvements to the public realm will help build neighborhood pride, improve connectivity, and encourage economic development.



## **Potential Funding Opportunities**

Identified in this table are opportunities to fund development and public realm improvement projects.



# Implementation Strategy

## Short Term Actions



### Public Realm Projects

- Streetscape improvements which improve connectivity and comfort of traveling on the corridor
- Placemaking improvements such as gateways and wayfinding signage to build a sense of place for the corridor



### Temporary Site Activations

- Urban gardens to create jobs for neighborhood residents and green the corridor
- Farmers and makers markets to provide a new source of fresh food for neighborhood residents and opportunities to grow businesses
- Pop-up community initiatives to build community cohesion and invite people onto the corridor



### CIF Pre-Development Work

- Conduct site assessments which will assist prospective developers in forming development plans
- Market available sites to attract prospective developers

# Discussion

- **What excites you most about this master plan?**
- **Do you think any key opportunities have been overlooked or missed?**
- **What project would you like to see move forward first?**



**THANK YOU!**