

HOMESTEAD AVENUE REDEVELOPMENT PLAN

UPPER ALBANY NRZ PRESENTATION 11/4/2024



Agenda

1. Welcome and Introductions
2. Project Status
3. Existing Conditions: Preliminary Findings & Observations
4. Visioning Exercise
5. Next Steps

Welcome & Introduction



The Study Area

**Primary Study Area
Homestead Ave**

**Secondary Study Area
Walnut St**

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



Engineering
& Design

- 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

Project Status Updates

Project Status



Visit the Project Website!

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 6th

Transforming Communities Initiative
Hartford YWCA, August 19th

Know Your Community Day
Urban League, September 28th

Over 70 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: Preliminary Findings

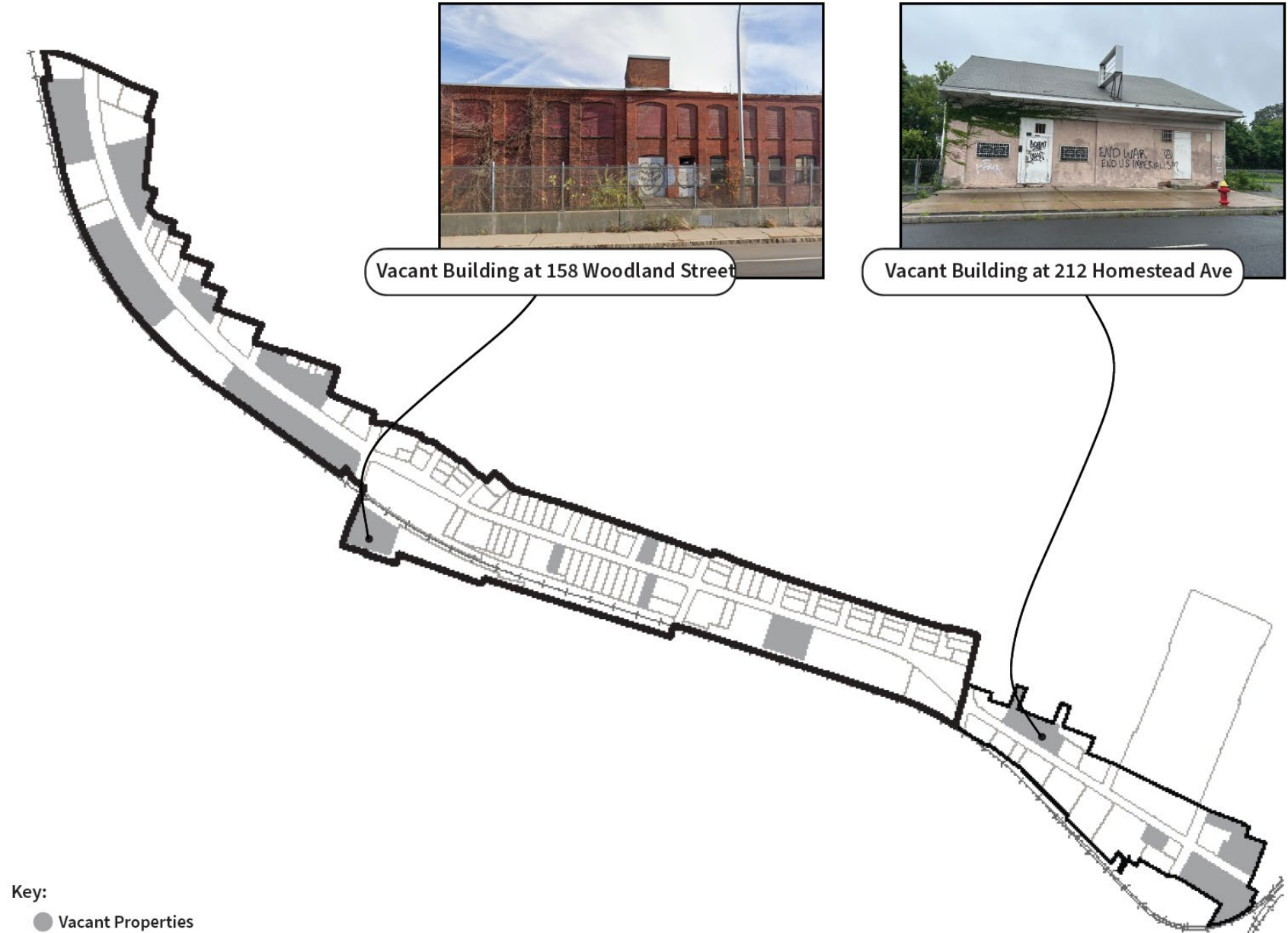
Existing Conditions Analysis

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

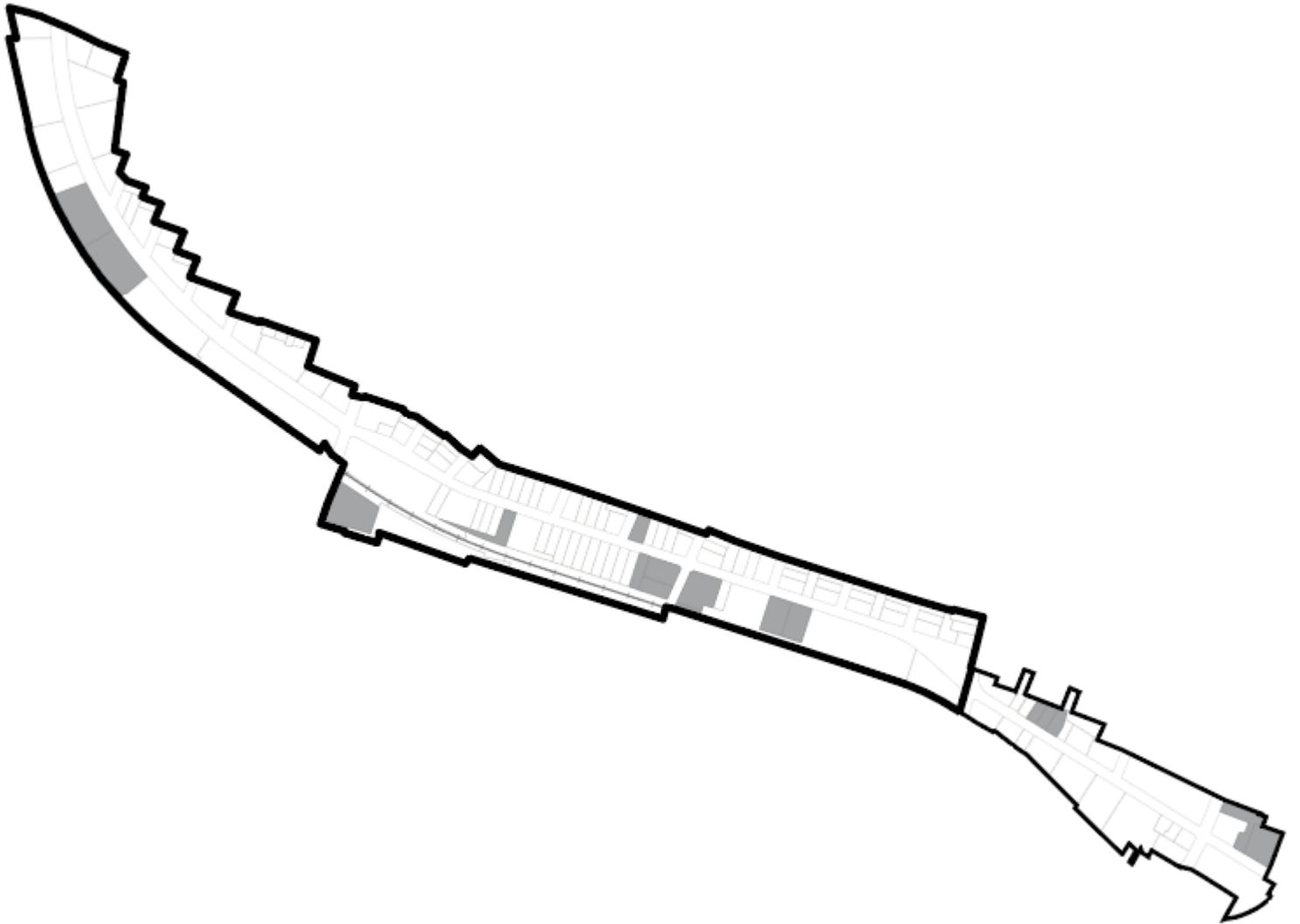
Vacant Parcels

A majority of vacant parcels are located within the CX-1 Zoning District (**78%**)



Ownership

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



Key:



City-owned vacant parcels

Community Character

There is a strong physical identity and character associated with multi-family housing in the center of corridor, although building conditions vary



Environmental Status

While a number of properties along the corridor have undergone remediation, others require additional testing and mitigation



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



Economic and Market Analysis Overview

Geography

People

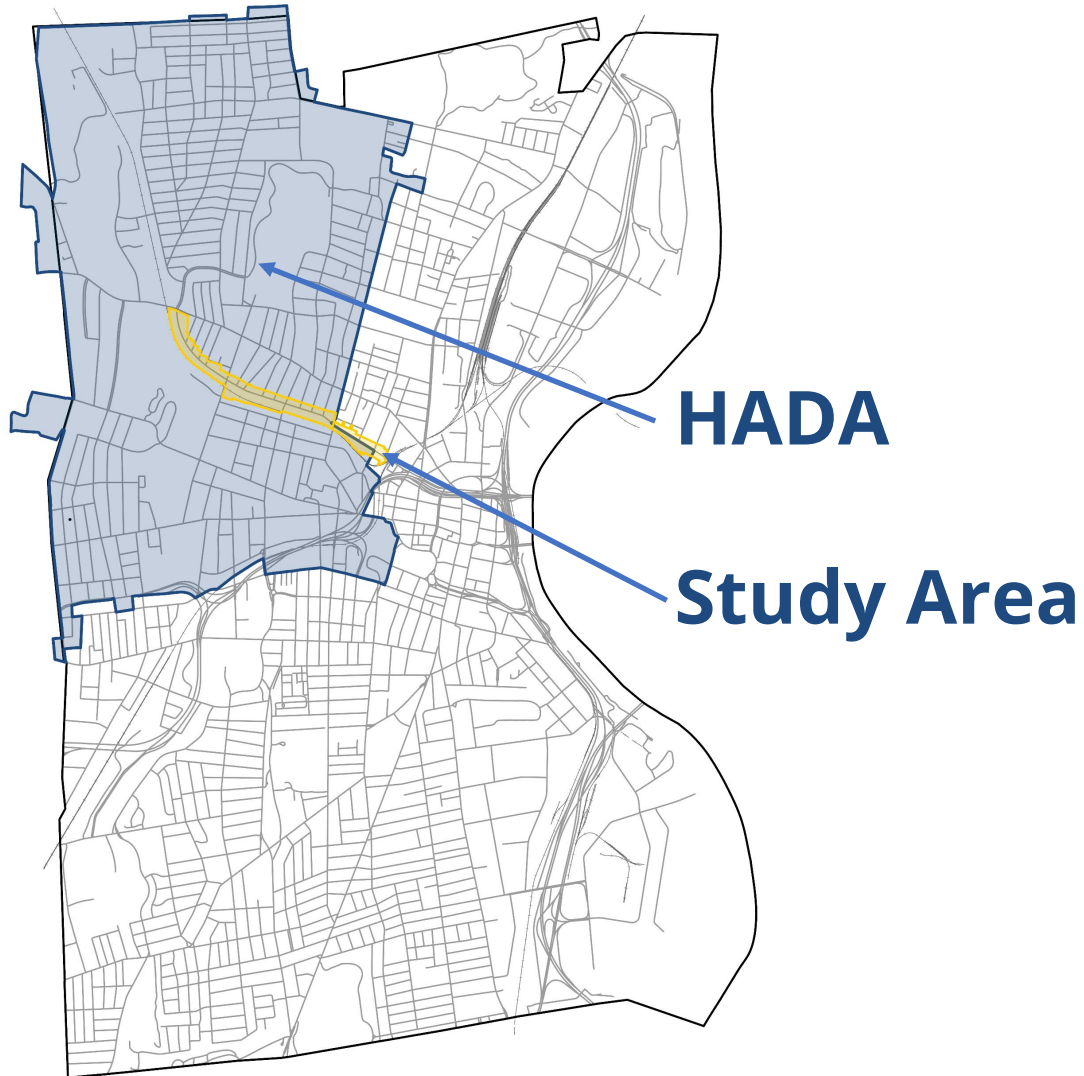
Economy

Housing

Retail

Industrial/Flex

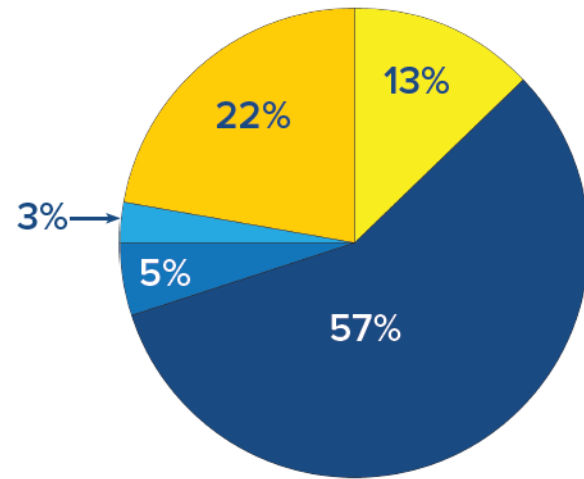
Market Analysis: **Geographic Definition**



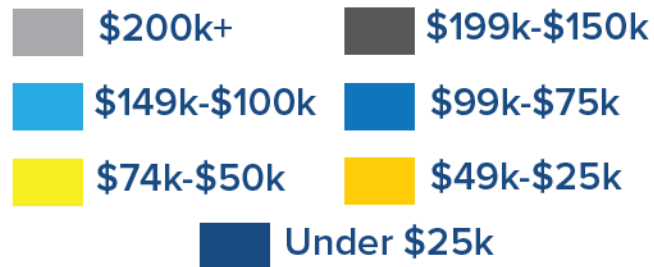
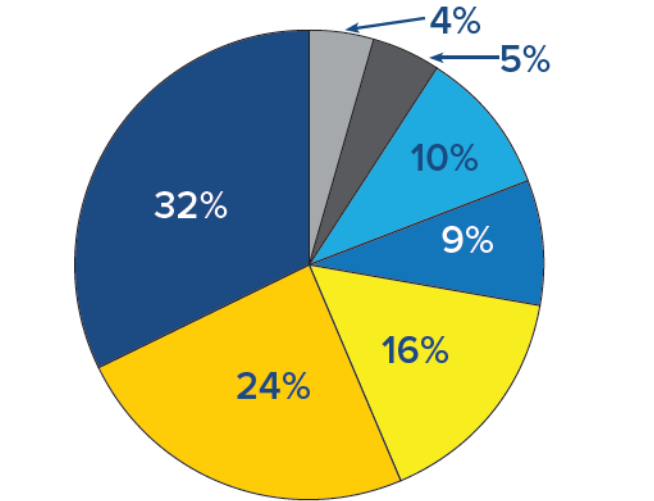
Homestead Avenue Demographic Area (HADA) comprised of ZIP codes 06112 and 06105 used to analyze market and socio-economics

Market Analysis: Demographics

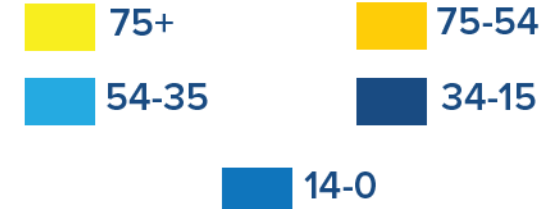
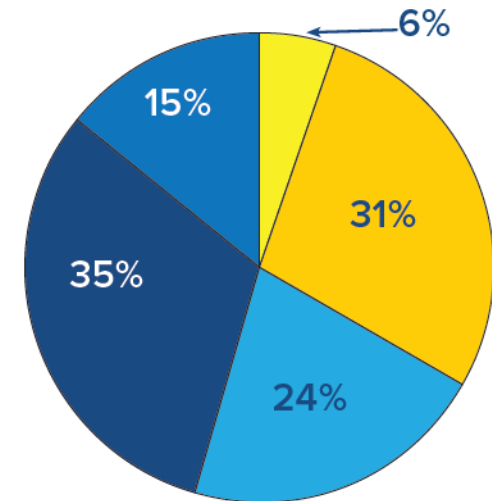
Population by Race, 2024



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**

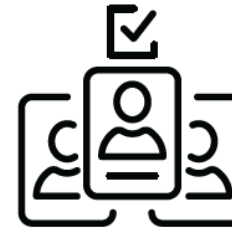
Retail & Entertainment Opportunities



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

Visioning Exercise: In A Word

In a Word,
**How would you describe the
Homestead Avenue corridor
today?**

In a Word,
What is Homestead
Avenue's greatest challenge
today?

In a Word,

**What improvement do you think
would have the greatest impact on
the Homestead Avenue corridor?**

Next Steps

Next Steps

Outreach

- Community Survey (accessible via the project website)
- **Public Workshop November 6th, 4:30-7 PM, Artists Collective**
- Clay-Arsenal NRZ presentation – Date TBD

Technical

- Finalize Existing Conditions Report
- Finalize Market Analysis
- Begin Redevelopment Concepts