



HOMESTEAD AVE REDEVELOPMENT PLAN

COMMITTEE MEETING 1 – JULY 31ST, 2024

AGENDA

- 1. Introduction of the Project Team**
- 2. Overview of Project Objectives and Study Area**
- 3. Review of Project Scope and Timeline**
- 4. Community Engagement**
- 5. Next Steps**

INTRODUCTION OF PROJECT TEAM





- 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



- Local and regional economic and market analysis
- Small business entrepreneurial strategy



- Community engagement
- Multimodal transportation analysis & placemaking



Community Advisory Committee

Serves as the initial sounding board for visioning, sharing project related information, soliciting feedback and confirming project direction.

- Attend meetings throughout the process (approximately 4-5 over 1 year)
- Help set direction and objectives
- Review deliverables and provide feedback
- Refine outreach approach and help promote engagement

PROJECT OBJECTIVES & STUDY AREA



Community Visioning

Build vision through a cohesive community engagement process which increases awareness about the project, gathers local knowledge, understands the community's needs, and identifies, develops, and vets feasible redevelopment options.



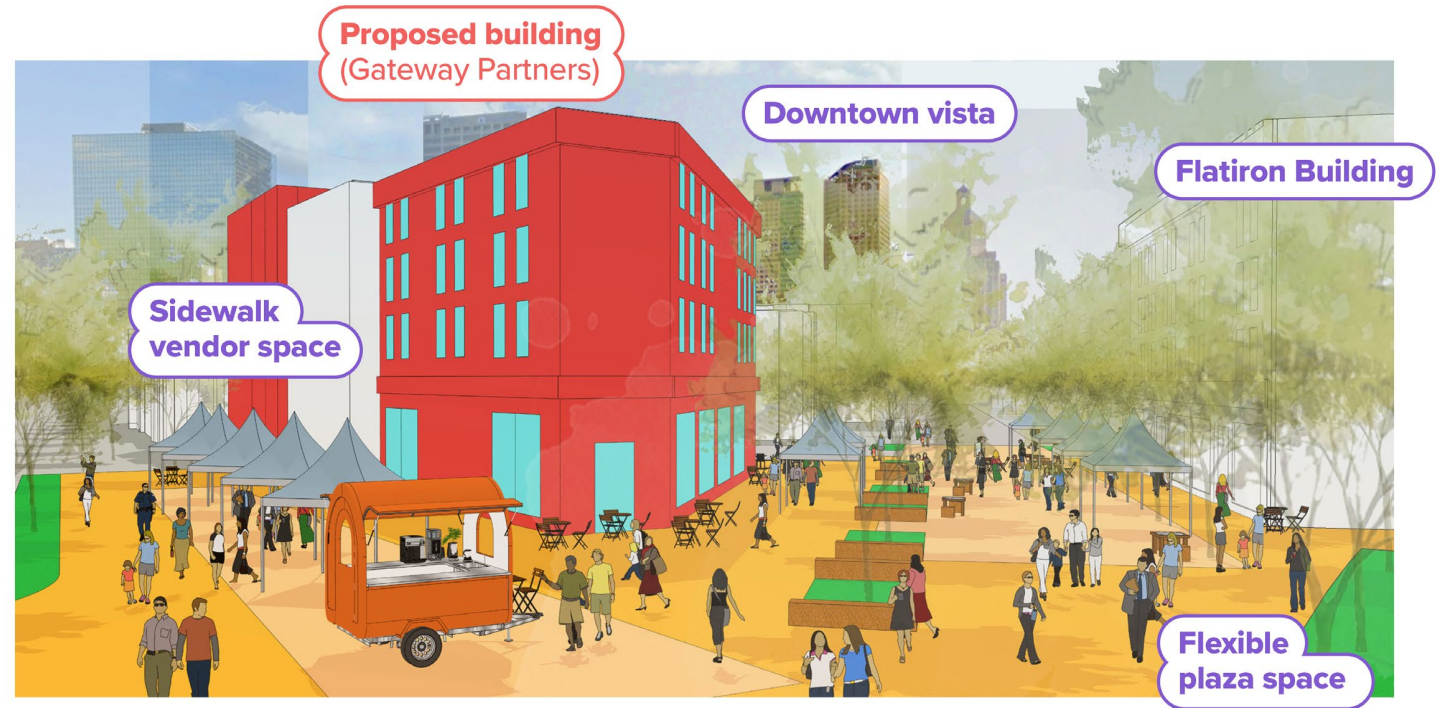
Sound Analysis to Inform Decision-Making

Conduct analyses & make recommendations for zoning, transportation and infrastructure, homeownership, commercial development, and market prospective.



Defining a Future for the Corridor

Vet alternatives and identify a preferred design concept and implementation strategy that identifies land uses and placemaking improvements that will foster a synergistic relationship between residential and commercial businesses to create a more cohesive corridor.



Looking south on Ann Uccello



The Study Area

Primary Study Area
Homestead Ave

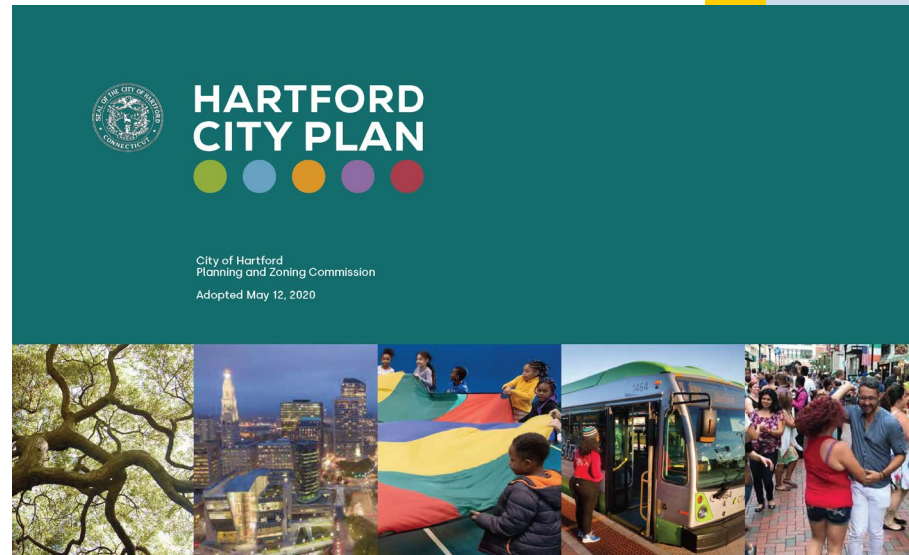
Secondary Study Area
Walnut St

PROJECT SCOPE: KEY ELEMENTS

- 1. Existing Conditions Data Analysis**
- 2. Analysis of Zoning Regulations**
- 3. Visioning**
- 4. Public Realm and Urban Design**
- 5. Market Study and Economic Development**
- 6. Redevelopment Plan Document**

Related Plans/Studies

- Hartford 2035 POCD
- Upper Albany Neighborhood Plan
- Greater Hartford Mobility Study
- Complete Streets Plan
- Arrowhead Gateway Small Area Plan
- Comprehensive Parking Study



Upper Albany Neighborhood Plan

City of Hartford
2023

Existing Conditions Data Analysis

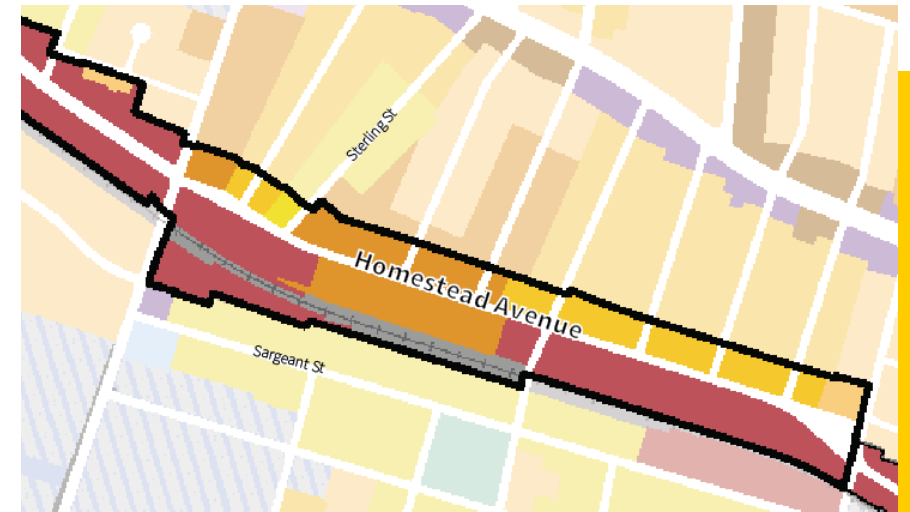
- Recent & planned projects in project area vicinity
- Neighborhood context
- Socio-demographic characteristics
- Land uses
- Infrastructure and utilities
- Transportation systems
- Parks and open space
- Buildings
(type/vacancy/condition/suitability)



Zoning Analysis

Does zoning facilitate future vision?

- Study of utilization type
- Analyze mix and transition of zones
- Comparing of zoning to market demand
- Feedback from NRZ's and Upper Albany Merchant's Association



Market Study and Economic Development

- Economic, industry, and business data / trends
- Workforce analysis
- Housing market
- Retail, restaurant, and entertainment
- Flex/light industrial
- Small business entrepreneurial strategy



Visioning

The CAC, stakeholders, and community members will contribute to identifying a long-term vision for the Homestead Avenue Corridor.



Vision

Guiding framework for the Redevelopment Plan.

Goals

Conceptual ideas that the Redevelopment Plan and proposed recommendations should address.

Strategies

Specific outcomes that the Redevelopment Plan should achieve. Strategies are also used as metrics for tracking project impacts.

Public Realm and Urban Design

- Formal and informal public spaces
- Mix and availability of transportation
- Placemaking enhancements (landscaping, lighting, and pedestrian amenities)
- Walkability/bikability
- Branding
- Traffic calming
- Building design and scale
- Land use scenarios / build out



Redevelopment Plan

Actionable document to help advance plan recommendations (funding, marketing, etc.)

- Analysis of needs, impacts, and obstacles
- Redevelopment opportunities based on market realities and community vision
- Zoning recommendations
- Placemaking concepts
- Master plan and site specific redevelopment
- Marketing collateral
- Implementation strategy (phasing, costs, funding)



Plan Timeline

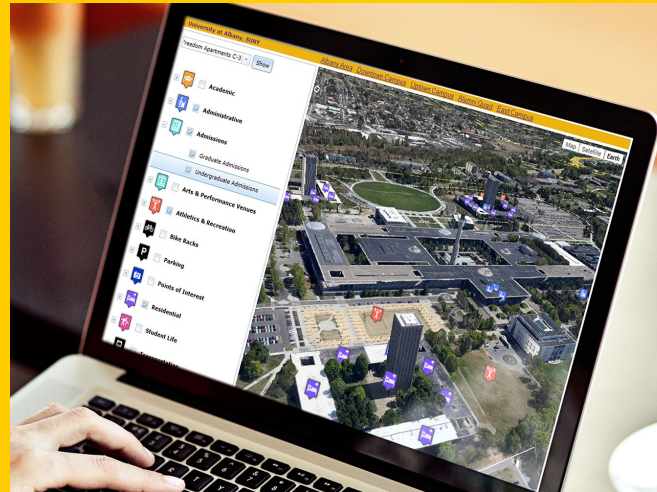
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COMMUNITY ENGAGEMENT



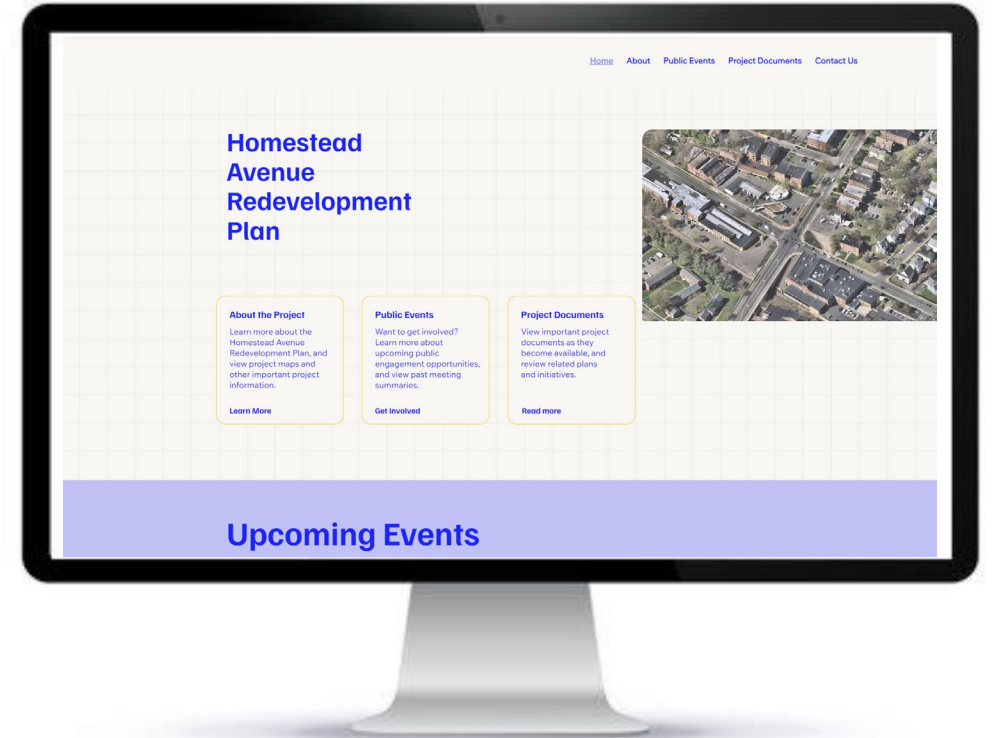
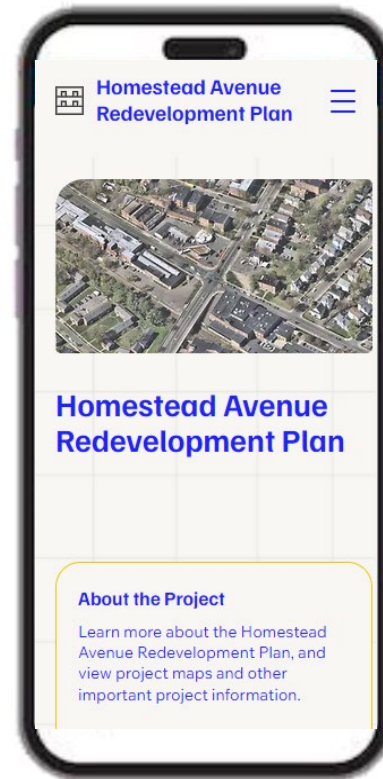
Elements of our community engagement strategy

- City Coordination Meetings
- Steering Committee Meetings
- Pop-Up Events
- “Go to You” Outreach
- Stakeholder Meetings
- Website / Online Surveys
- Public Workshops / Open Houses



Project Website

- Learn about the Plan
- Download documents
- Learn about upcoming engagement opportunities
- Submit feedback
- Respond to survey



ActivateHomesteadAve.com

We want to hear from you. Engagement Discussion Question 1

Are there upcoming events in fall and winter that you think would be good “pop-up” opportunities in the neighborhood?



We want to hear from you.
Engagement Discussion Question 2

Are there specific groups, organizations, or businesses we should be proactively reaching out to?



We want to hear from you. Engagement Discussion Question 3

What are considerations for ensuring we get participation at public meetings (childcare, food, on public transportation route, etc)?



Mark Your Calendars!

First pop-up event at National Night Out!

- August 6th @ Keney Park @ 5 PM
(Woodland Street entrance)

Committee Meeting 2

- September – date TBD
- Preferences for days/times?
- Include Walking Tour

Public Workshop 1

- September/October – date TBD
- Looking for host venue!





NEXT STEPS

Outreach

- Community engagement at National Night Out on August 6th
- Set date for Committee Meeting
- Set Date for Public Workshop
- Begin stakeholder meetings / coordination with local organizations

Technical

- Existing Conditions Analysis
- Market Analysis