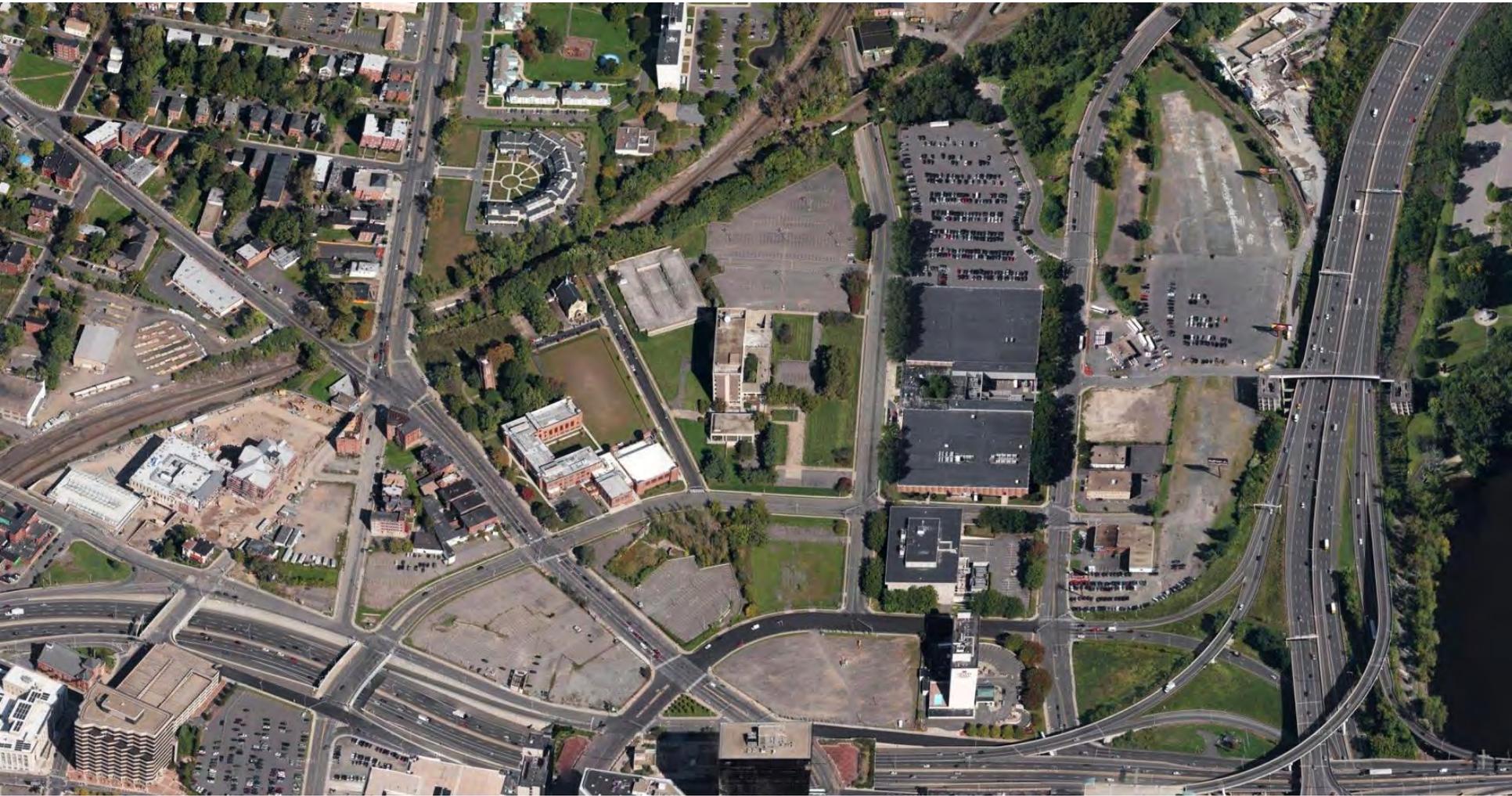


Hartford North Park: A Downtown Area Plan



Hartford North Park Public Presentation
10.15.13

Agenda:

North Park Public Meeting 10.15.13

1. Development Guidelines

- a) Setting expectations for private development given the potential market
- b) Examples of development guidelines
- c) A recommendation for North Park

2. Test-fit Scenarios for development sites.

- a) Prioritize development sites to create synergies between them and with the Downtown
- b) Testing scenarios that combine market viability and urban design quality
- c) Case study of two scenarios

3. Transportation and Landscape Improvements

- a) Proposed streetscape improvements following Complete Streets guidelines
- b) Riverside Park connection

4. Next Steps

Key Development Sites



Area	Parcels	Ownership	Use	Acres
Area 1	1	Single	Parking/ Building	1.3
Area 2	4	Multiple(2)	Parking	2.8
Area 3	9	Single	Parking	2.2
Area 4	2	Multiple(3)	Parking	1.1
Area 5	14	Multiple(15)	Parking/ Vacant	4
Area 6	12	Multiple(2)	Parking	3.6
Area 7	3	Multiple(2)	Parking/ Vacant	4.9
Area 8	1	Single	Parking	3.4
Area 9	3	Multiple(2)	Parking	2.1

Development guidelines need to be geared to the market.

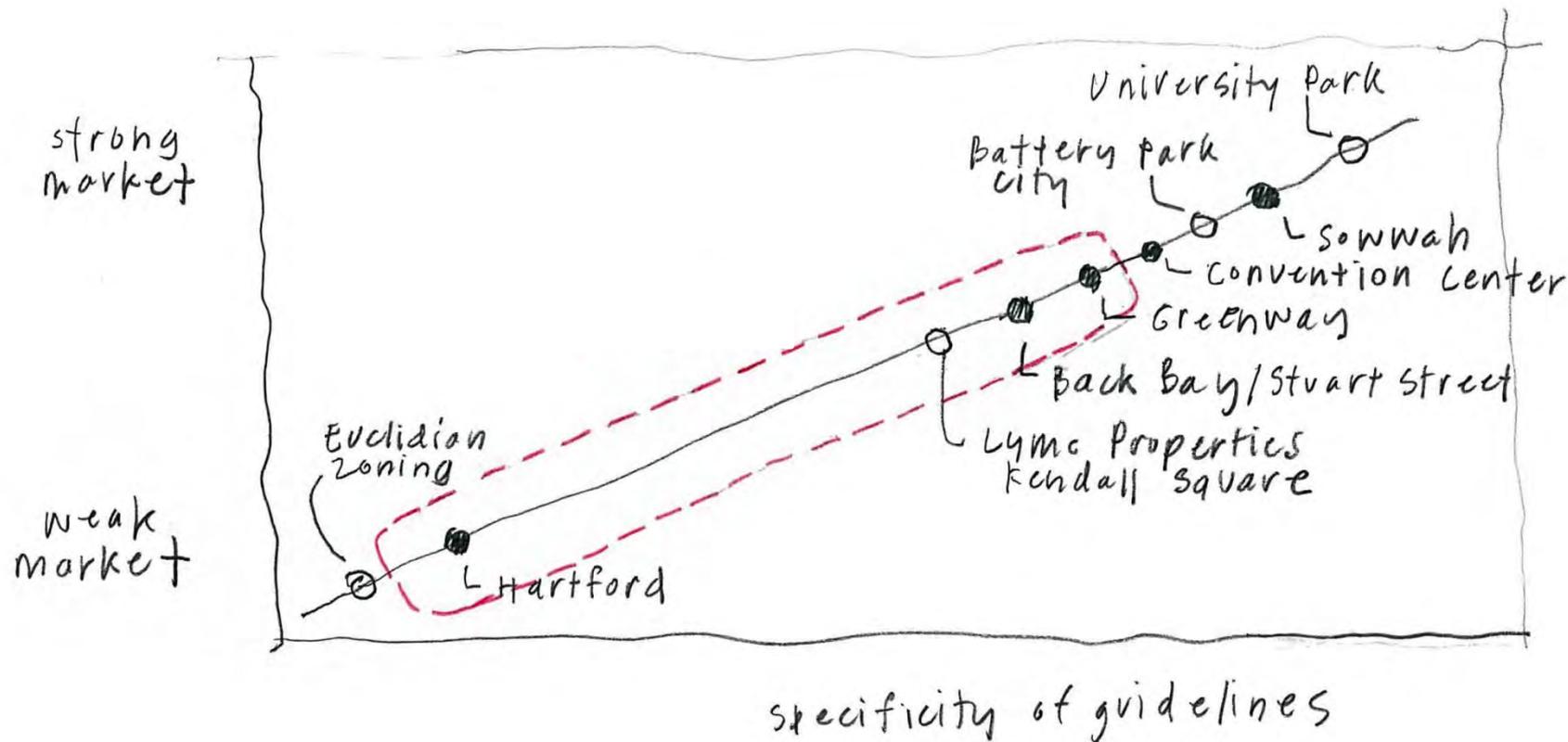
The stronger the market, the more prescriptive the guidelines.

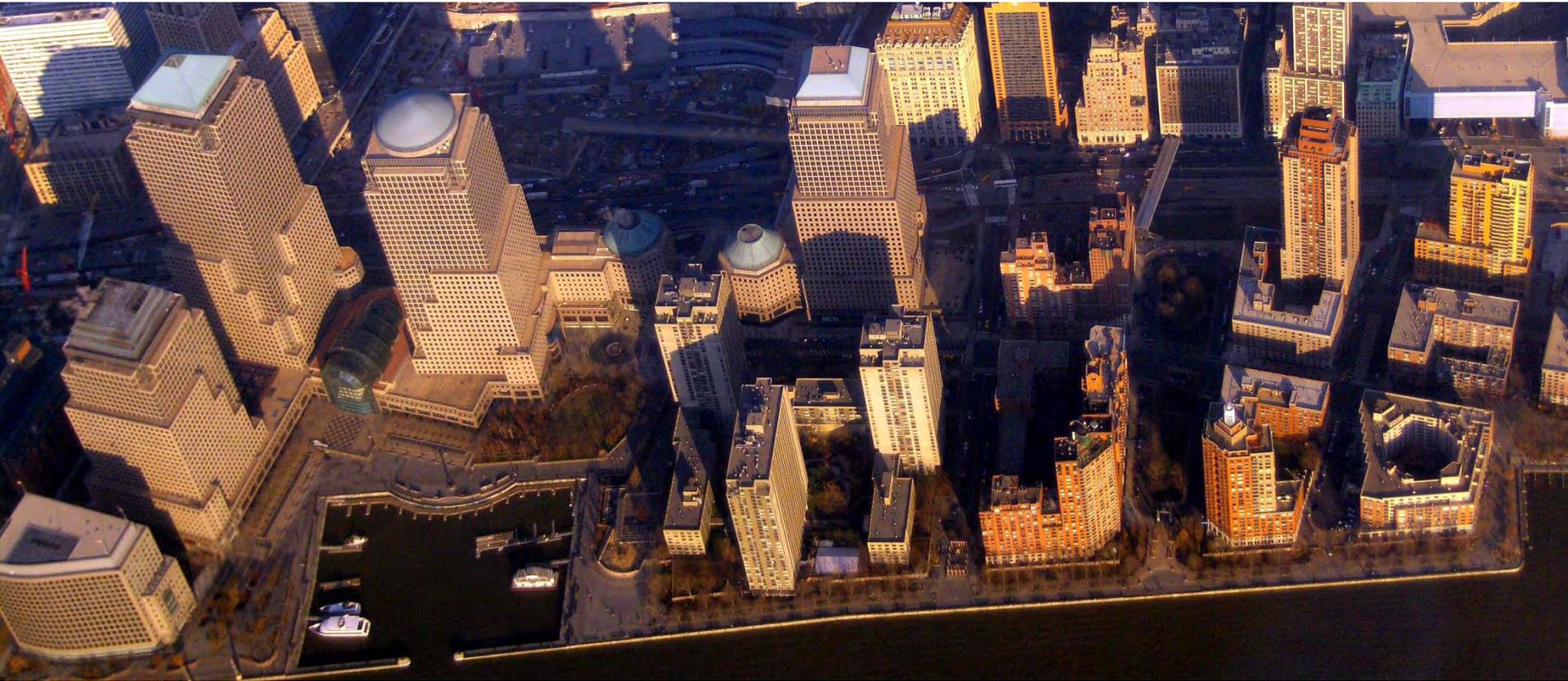
- **Battery Park City and University Park** are two examples – still, build-out took much longer than anticipated.
- **Development guidelines in “medium” markets** like Quincy, Hartford, Stamford, Jersey City, Newark, and Philadelphia, might provide better lessons than prime sites in Boston and New York.

In weak markets, strike balance between near-term development action and “patience.”

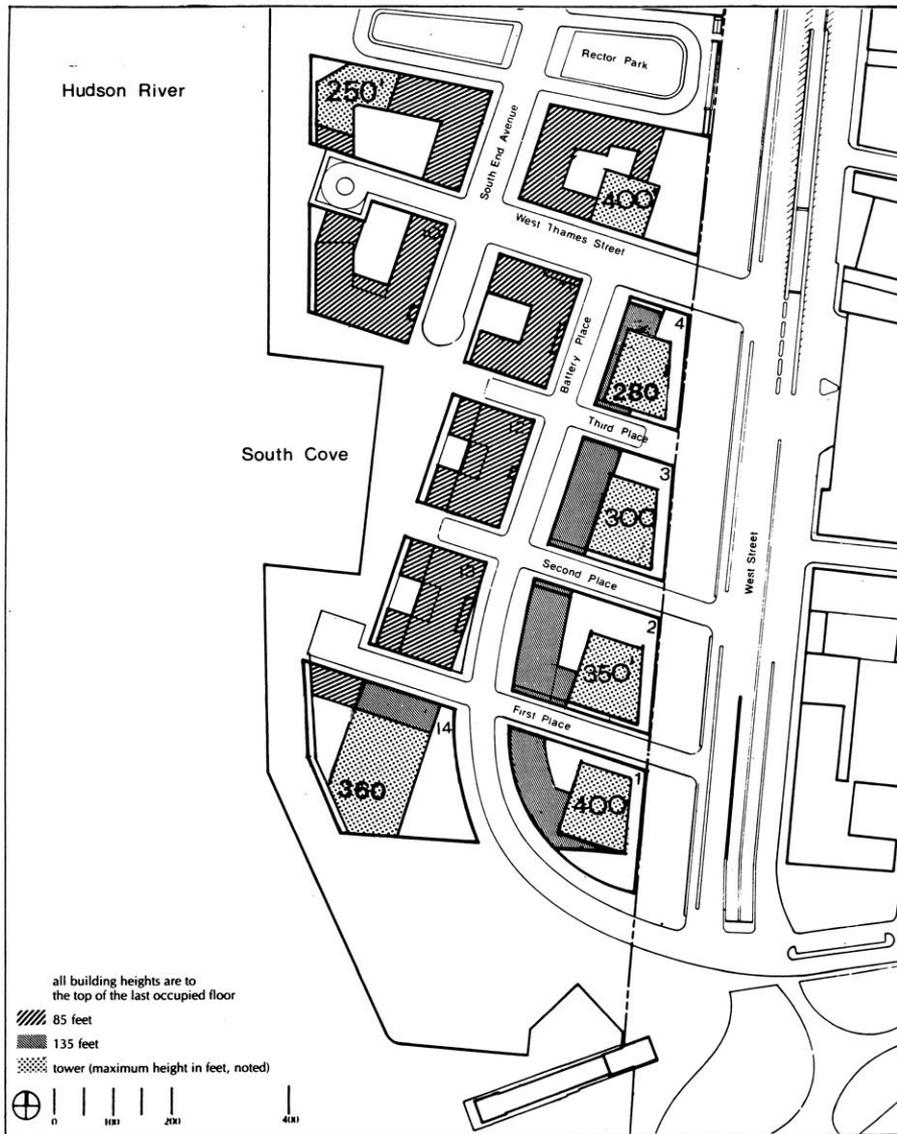
- **Haste can result in the land-banking of parcels** by developers. As a result, development agreements should include a sunset clause.
- **Priorities should be made between “early action” parcels** (because of the market, community politics, and associated public improvements) and “next-cycle” parcels.

Development guidelines need to be geared to the market.





Battery Park City



Battery Park City
 Battery Place Residential Area
 Cooper, Eckstut Associates

Maximum Building Heights

Fig. 28



Mandated

- > Curb Cut Locations
- > Parking Locations (in both plan and section)
- > Arcade Locations and Dimensions
- > Ground Floor Entrances (to retail, building lobby and courtyard)
- > Open Space
- > Use
- > Street Wall Heights
- > Courtyard Heights
- > Maximum FAR
- > Tower Locations
- > **Building Heights**

Recommended

- > Lobby Locations
- > Ground Floor Uses

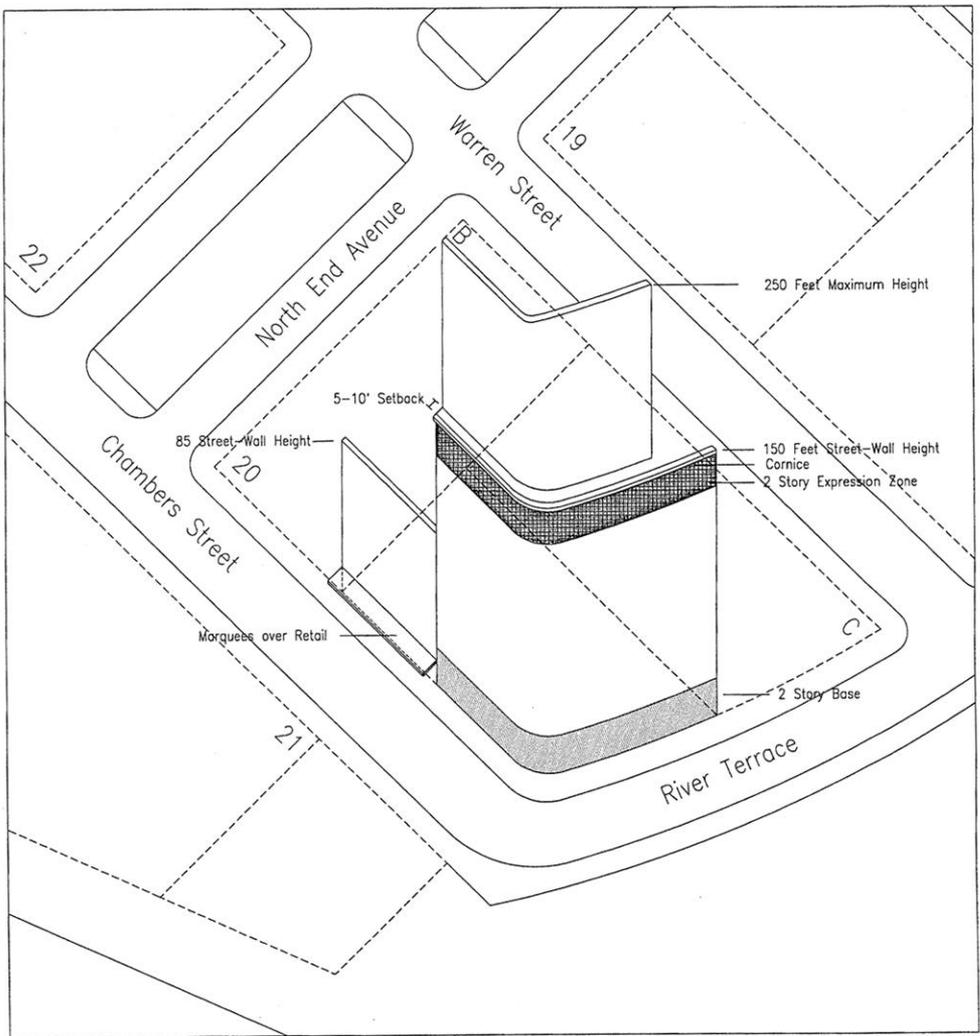


Fig. 28
Bulk Summary: Parcel 20A

Mandated

- > Curb Cut Locations
- > Parking Locations (in both plan and section)
- > Arcade Locations and Dimensions
- > Ground Floor Entrances (to retail, building lobby and courtyard)
- > Open Space
- > Use
- > Street Wall Heights
- > Courtyard Heights
- > Maximum FAR
- > Tower Locations
- > Building Heights
- > Tower Setbacks

Recommended

- > Lobby Locations
- > Ground Floor Uses

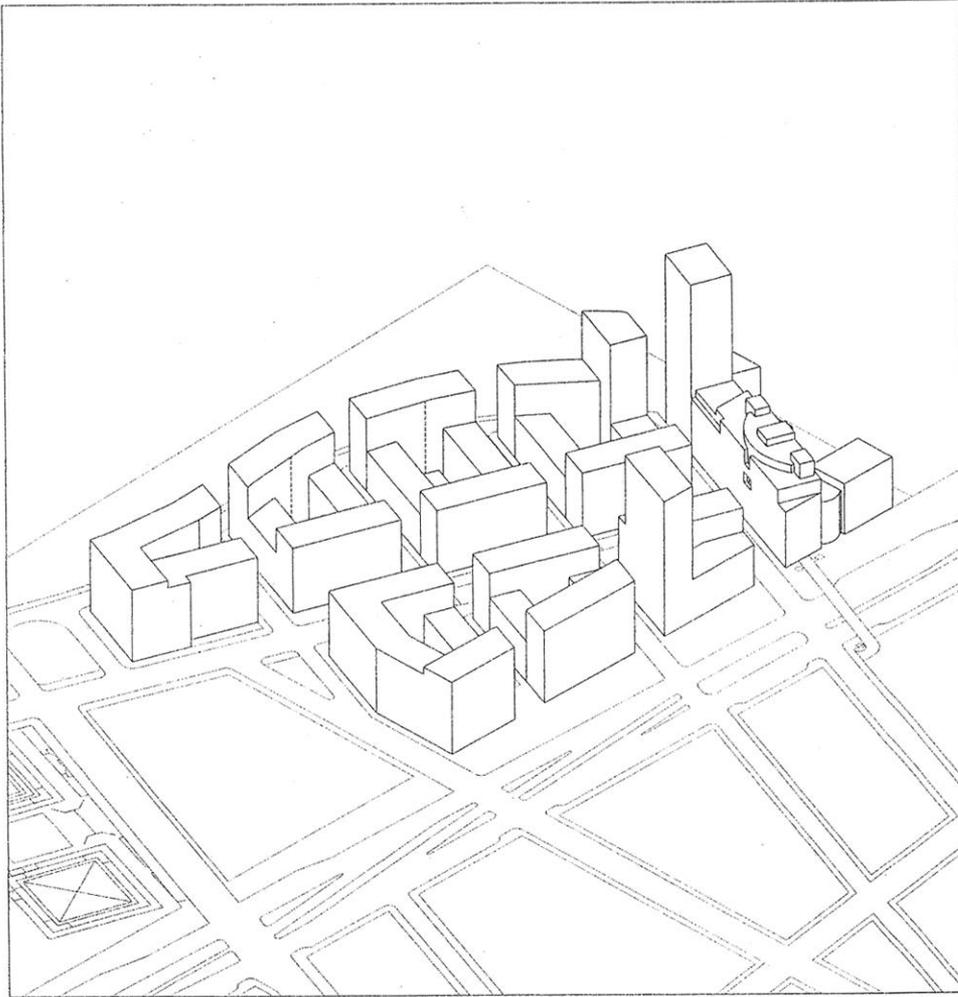


Fig. 20
 Axonometric Looking North—West
 of the North Residential Neighborhood

Mandated

- > Curb Cut Locations
- > Parking Locations
(in both plan and section)
- > Arcade Locations and Dimensions
- > Ground Floor Entrances (to retail, building lobby and courtyard)
- > Open Space
- > Use
- > Street Wall Heights
- > Courtyard Heights
- > Maximum FAR
- > Tower Locations
- > **Building Heights**

Recommended

- > Lobby Locations
- > Ground Floor Uses

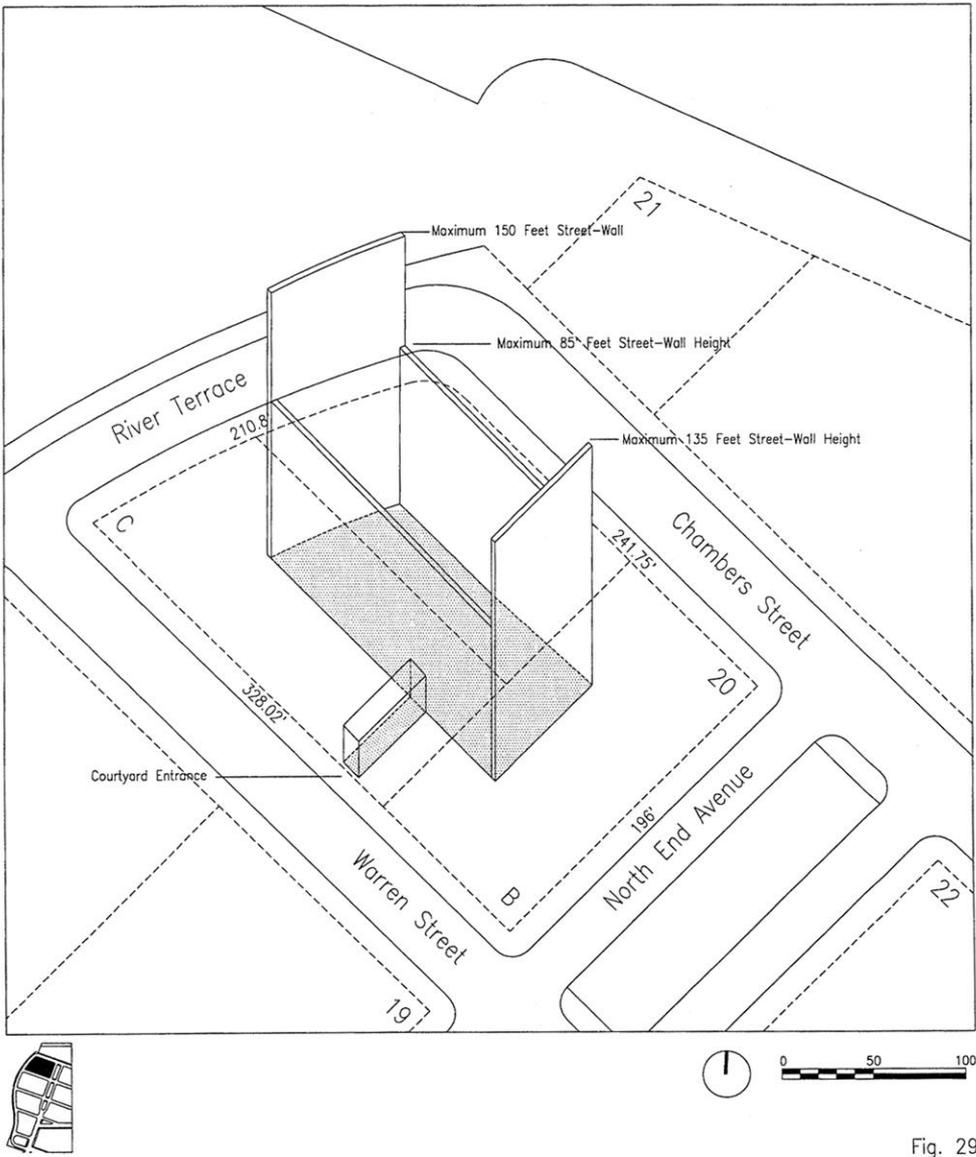


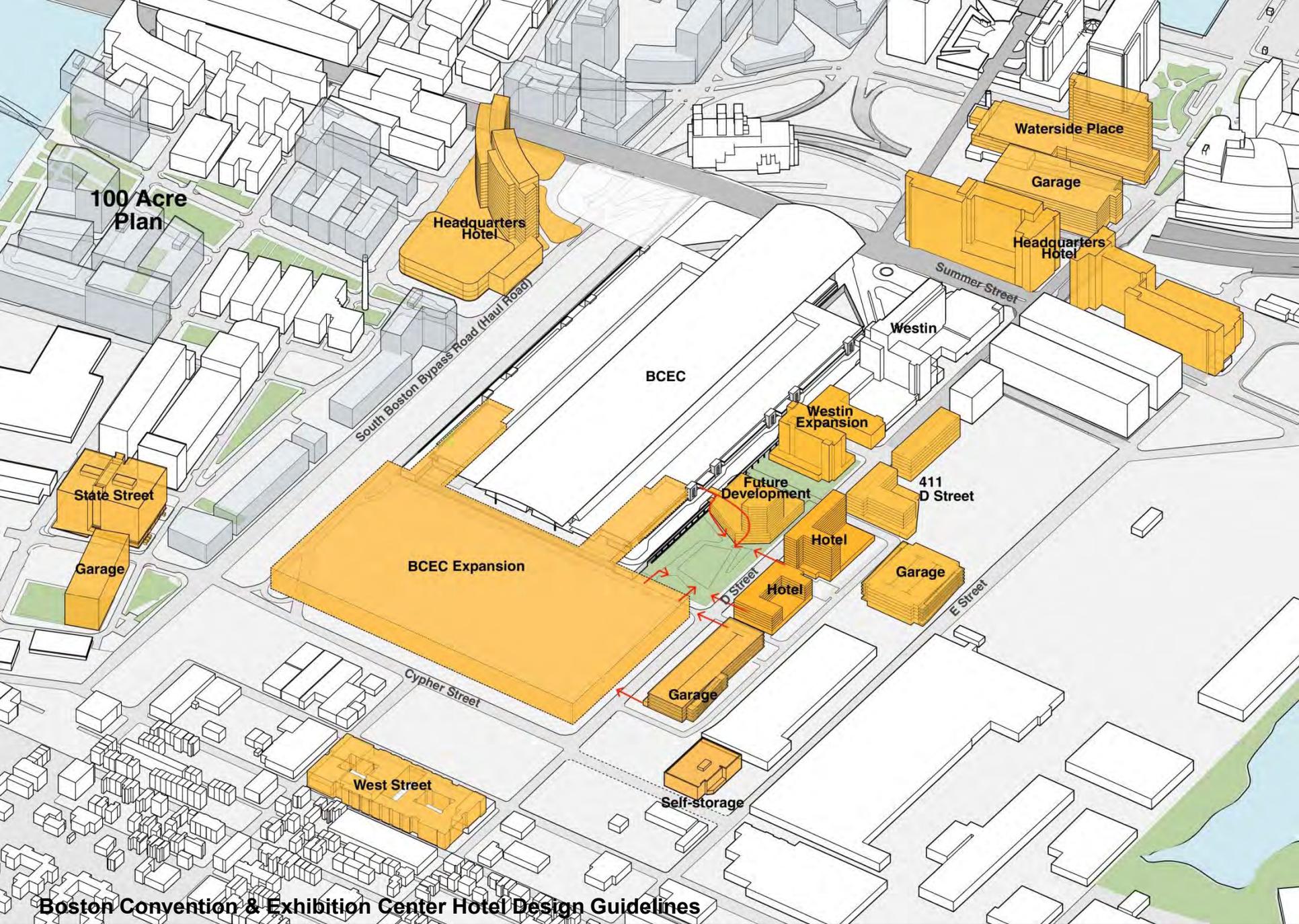
Fig. 29
Bulk Summary: Courtyard, Block 20

Mandated

- > Curb Cut Locations
- > Parking Locations (in both plan and section)
- > Arcade Locations and Dimensions
- > Ground Floor Entrances (to retail, building lobby and courtyard)
- > Open Space
- > Use
- > Street Wall Heights
- > Courtyard Heights

Recommended

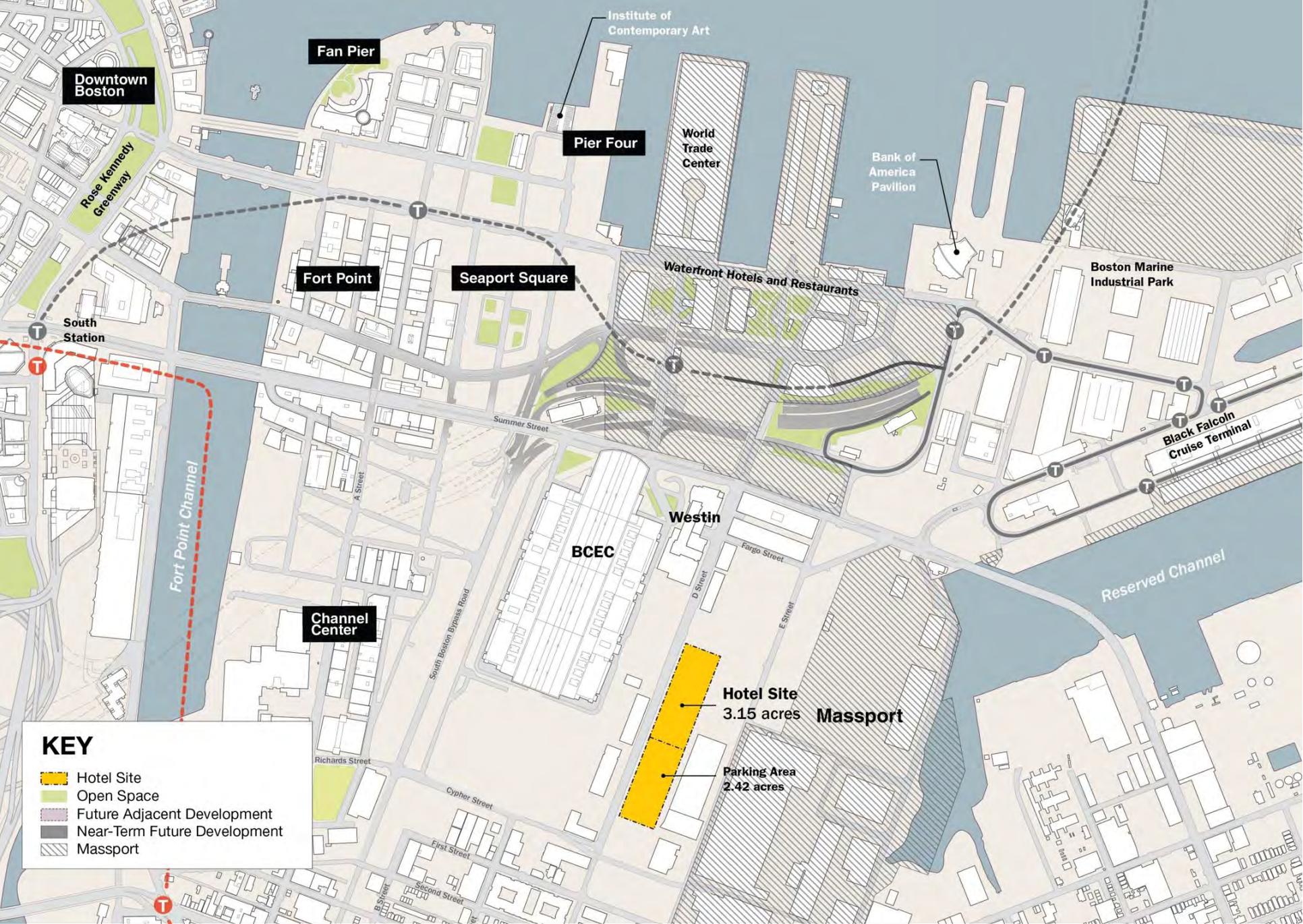
- > Lobby Locations
- > Ground Floor Uses



Boston Convention & Exhibition Center Hotel Design Guidelines

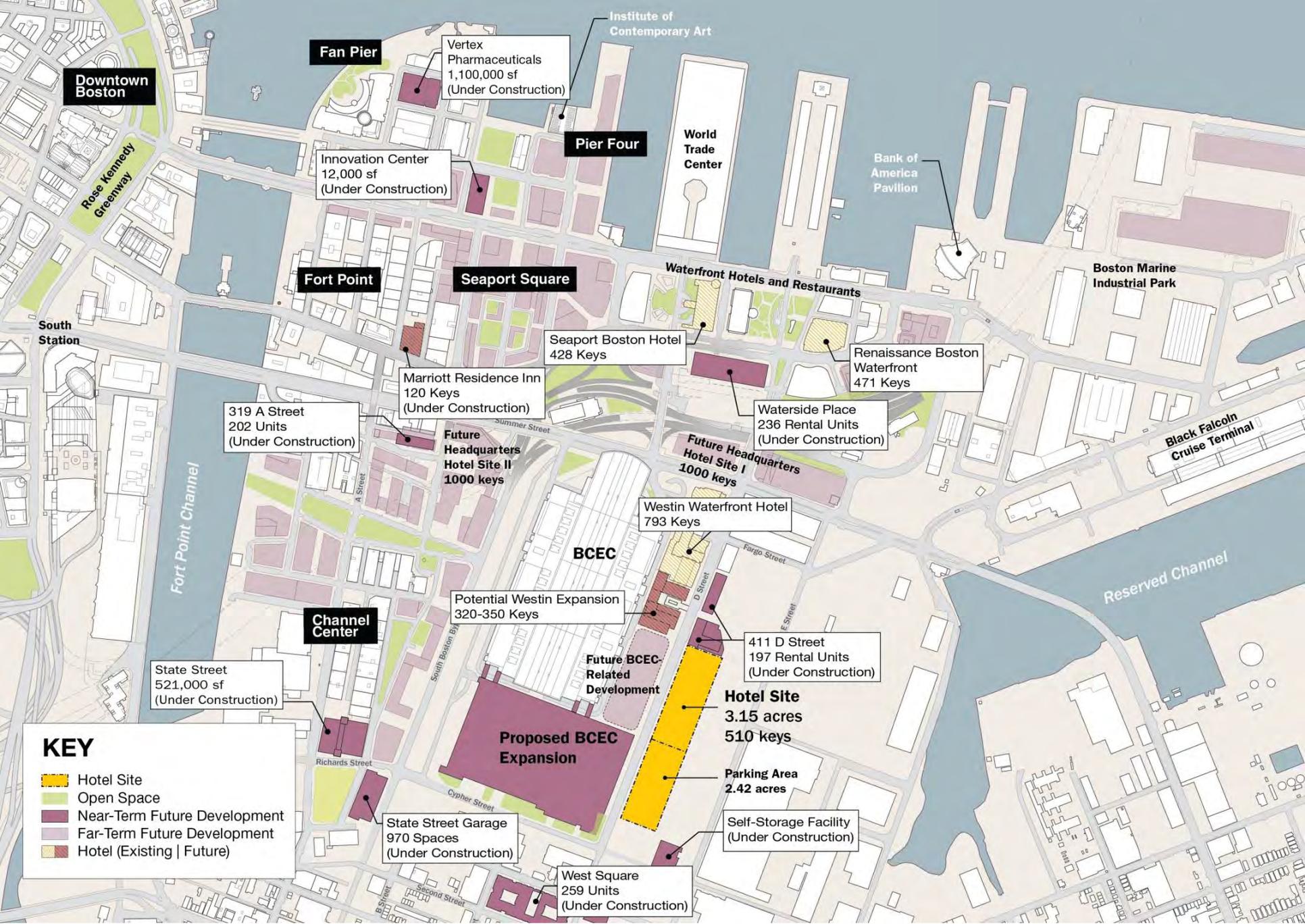


Boston Convention & Exhibition Center Hotel Design Guidelines



KEY

- Hotel Site
- Open Space
- Future Adjacent Development
- Near-Term Future Development
- Massport



Downtown Boston

Fan Pier

Vertex Pharmaceuticals
1,100,000 sf
(Under Construction)

Pier Four

Innovation Center
12,000 sf
(Under Construction)

World Trade Center

Bank of America Pavilion

Fort Point

Seaport Square

Waterfront Hotels and Restaurants

Boston Marine Industrial Park

South Station

Seaport Boston Hotel
428 Keys

Renaissance Boston Waterfront
471 Keys

319 A Street
202 Units
(Under Construction)

Marriott Residence Inn
120 Keys
(Under Construction)

Waterside Place
236 Rental Units
(Under Construction)

Future Headquarters
Hotel Site II
1000 keys

Future Headquarters
Hotel Site I
1000 keys

Westin Waterfront Hotel
793 Keys

Black Falcon Cruise Terminal

BCEC

Potential Westin Expansion
320-350 Keys

Future BCEC-Related Development

411 D Street
197 Rental Units
(Under Construction)

Channel Center

State Street
521,000 sf
(Under Construction)

Proposed BCEC Expansion

Hotel Site
3.15 acres
510 keys

Parking Area
2.42 acres

Self-Storage Facility
(Under Construction)

KEY

- Hotel Site
- Open Space
- Near-Term Future Development
- Far-Term Future Development
- Hotel (Existing | Future)

State Street Garage
970 Spaces
(Under Construction)

West Square
259 Units
(Under Construction)

KEY

- Hotel Area
- Parking Area
- Service Road Zone
- Side Street Zone
- Shared Hotel Drop-off Zone
- Potential Future Connections
- Existing Buildings
- Near-Term Development
- BCEC Entrances

Existing BCEC

Future Development

Future BCEC Event Space

Hotel Area
137,360 sf
3.15 acres

Parking Area
105,542 sf
2.42 acres

Proposed BCEC Expansion

Westin Expansion

411 D Street
Multifamily
Rental Housing

DHL

Cypher Street

D Street

E Street

32'

24'

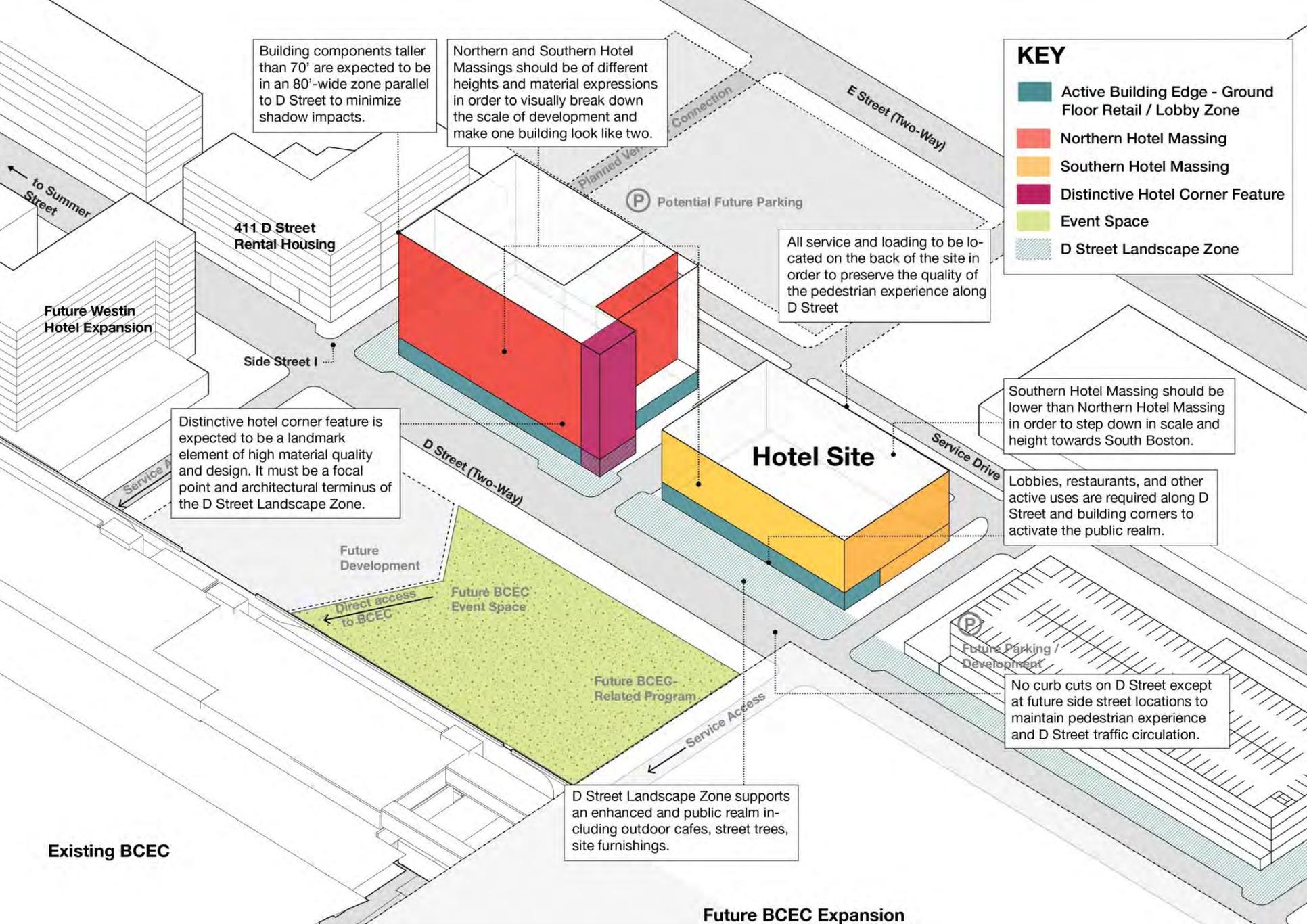
624'

32'

220'

480'

32'



Building components taller than 70' are expected to be in an 80'-wide zone parallel to D Street to minimize shadow impacts.

Northern and Southern Hotel Massings should be of different heights and material expressions in order to visually break down the scale of development and make one building look like two.

KEY

- Active Building Edge - Ground Floor Retail / Lobby Zone
- Northern Hotel Massing
- Southern Hotel Massing
- Distinctive Hotel Corner Feature
- Event Space
- D Street Landscape Zone

411 D Street Rental Housing

Future Westin Hotel Expansion

Side Street I

Distinctive hotel corner feature is expected to be a landmark element of high material quality and design. It must be a focal point and architectural terminus of the D Street Landscape Zone.

Future Development

Direct access to BCEC

Future BCEC Event Space

Future BCEC-Related Program

Existing BCEC

Future BCEC Expansion

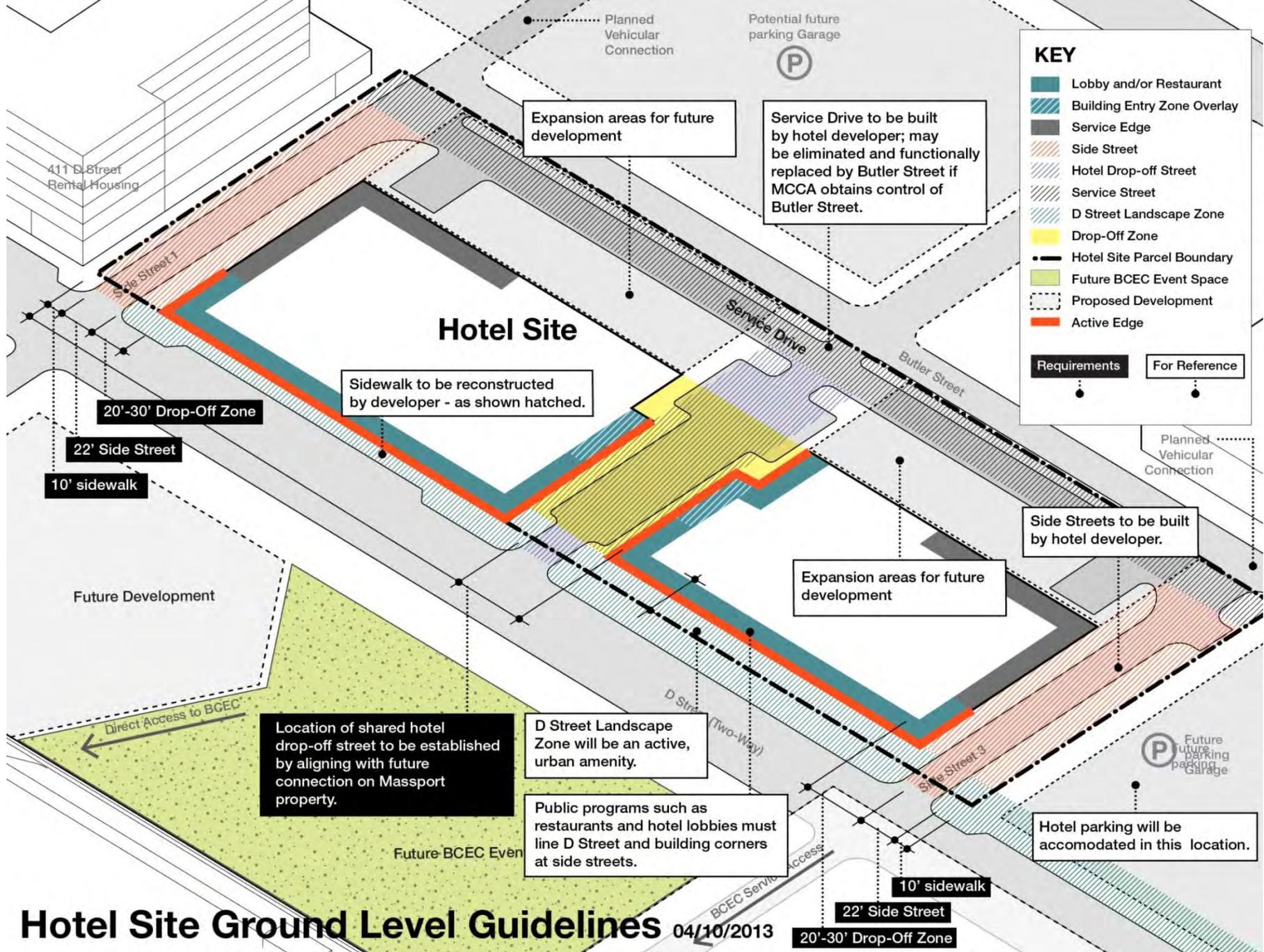
D Street Landscape Zone supports an enhanced and public realm including outdoor cafes, street trees, site furnishings.

All service and loading to be located on the back of the site in order to preserve the quality of the pedestrian experience along D Street

Southern Hotel Massing should be lower than Northern Hotel Massing in order to step down in scale and height towards South Boston.

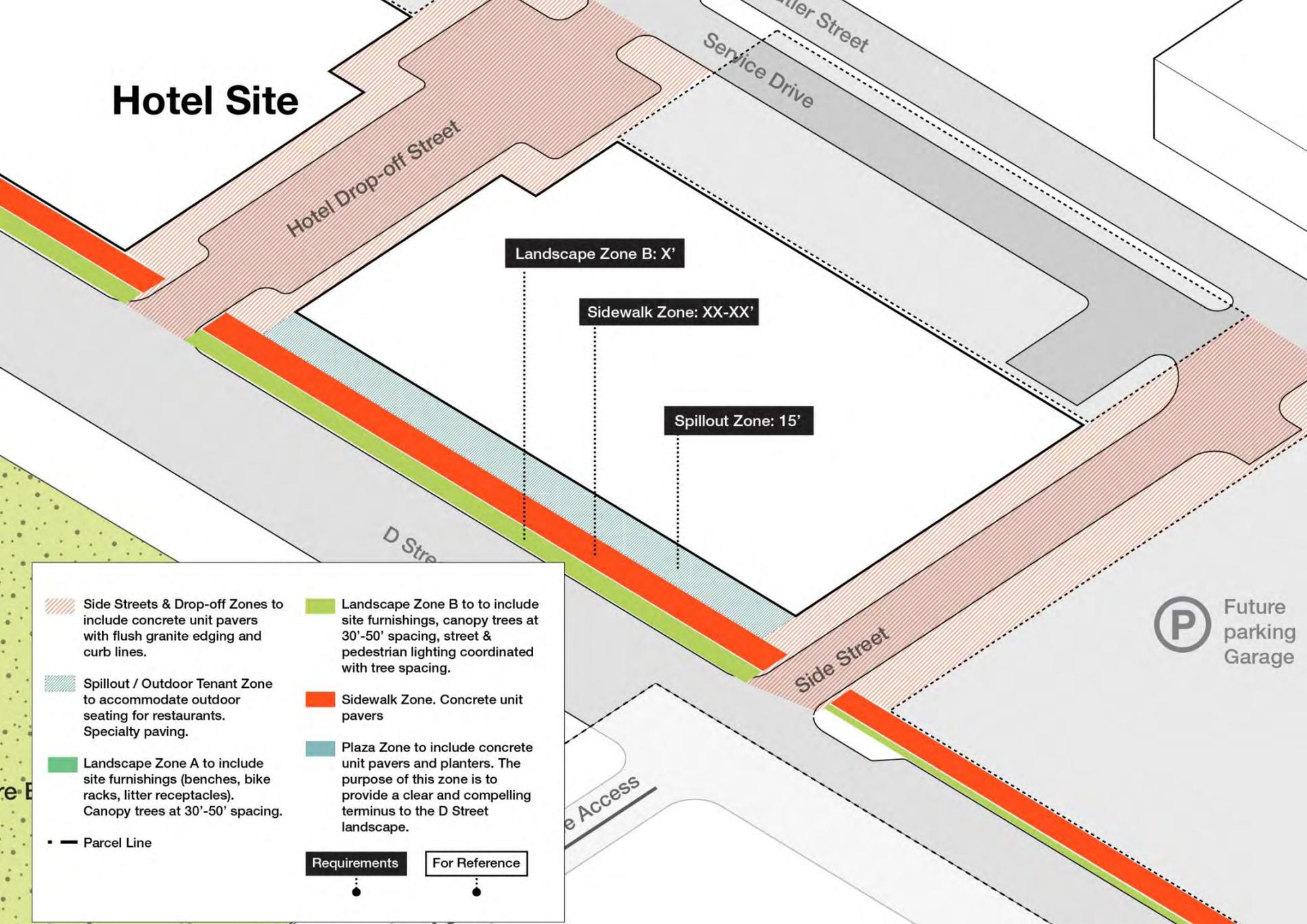
Lobbies, restaurants, and other active uses are required along D Street and building corners to activate the public realm.

No curb cuts on D Street except at future side street locations to maintain pedestrian experience and D Street traffic circulation.



Hotel Site Ground Level Guidelines 04/10/2013

Hotel Site



13-story hotel bar to be no more than 80' deep.

Planned Vehicular Connection

Potential future parking Garage
(P)

KEY

- Primary Facade Build-to Plane
- Ground Floor Retail Build-to Plane
- Distinctive Hotel Corner Feature
- Distinctive Hotel Ground Floor
- D Street Landscape Zone

Build-to planes allow for 5' additive and subtractive modulations

Requirements

Minimum Setback 15'
Maximum Setback XX'

Massing shown represents maximum allowable building envelope.

Max. height of hotel bar 13 stories; prefer height to be above XX' to differentiate building heights.

Max. height of XX'

Podium height of approximately 18'

Planned Vehicular Connection

Side Street 1

Service Drive

Side Street 2

Side Street 3

Future Development

Direct Access to BCEC

D Street Landscape Zone
D Street (Two-Way)

(P) Future parking Garage

Future BCEC Event Space

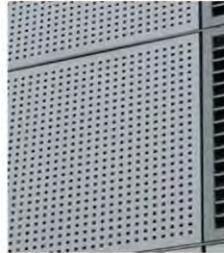
Service Access

Primary Facade Material Palette

- Primary facade materials should be high-quality, durable, and climate-appropriate for a New England coastal environment. The images below represent a range of materials that meet these requirements.
- Primary facade treatment will differ between the Northern and Southern Hotel Massings.
- To enhance exterior architecture and the guest room environment, a concealed 4 pipe fan coil unit mechanical system for guestrooms is preferred, as opposed to a "through wall" type system. An alternative to a 4 pipe system may be proposed provided the Proposer describes all differences and benefits, including appearance (exterior facade and room interior) and the guest room experience.



Masonry Rainscreen



Metal Panel Rainscreen



Wood Cladding Rainscreen



Cast Stone Rainscreen



Metal Panel Rainscreen



Masonry Rainscreen



Terracotta Rainscreen



Cast Stone Rainscreen

Ground floor retail facades should form a continuous edge along D Street and building corners at side streets, and must be composed of at least 75% glazing. A robust base material of stone is advised below 18" for weatherability in winter.

Ground Floor Retail Material Palette



Storefront Glazing



Storefront Glazing



Storefront Glazing



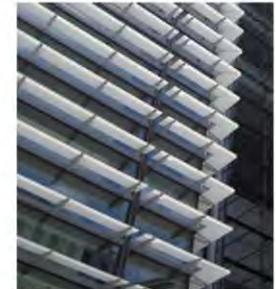
Storefront Glazing

Corner feature materials and architectural design to be at a greater level of detail and quality than the primary facades. This could include a greater percentage of glass and additional detail elements such as sun-shading or architectural roof features.

Corner Feature Material Palette



Curtain Wall Glazing



Feature Detail [Sunscreen]

Rear facade materials above 70' should match the primary facade materials. Rear facade materials below 70' may be less detailed but similar to the primary facade.

Prohibited materials on all facades include EIFS, fiber cement panels, large fields of precast, GFRC panels, or high-pressure laminate panels.

Architectural Material Guidelines

Planting Materials

Trees along D Street to be a single species, large canopy tree planted in a double allee. Trees should be light-leaved and exhibit strong fall color, like Honey Locust (*Gleditsia triacanthos*) or Red Maple (*Acer rubrum*). Planters around trees to be planted with a single species of urban-hardy grasses or groundcover.



Site furnishings to be contemporary, modern, following clean lines, and made from metal, wood, or stone. Furnishings selected should be from a high-quality provider, such as Landscape Forms or Escofet.



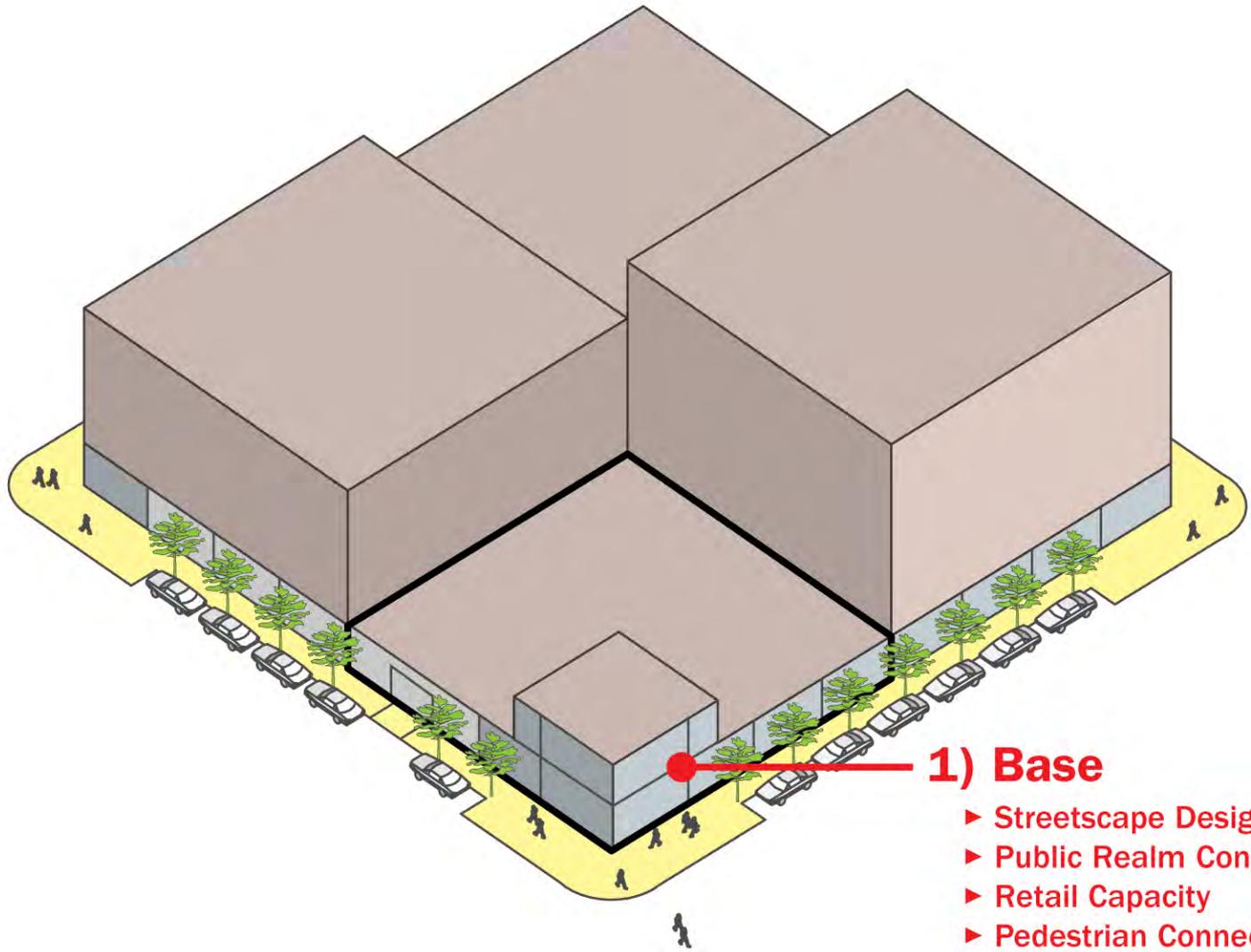
Concrete unit pavers, arranged in a dynamic pattern responding to planted areas and building entries. Pavers to be from a high-quality manufacturer, such as Hanover or Stepstone.



Site Furnishings

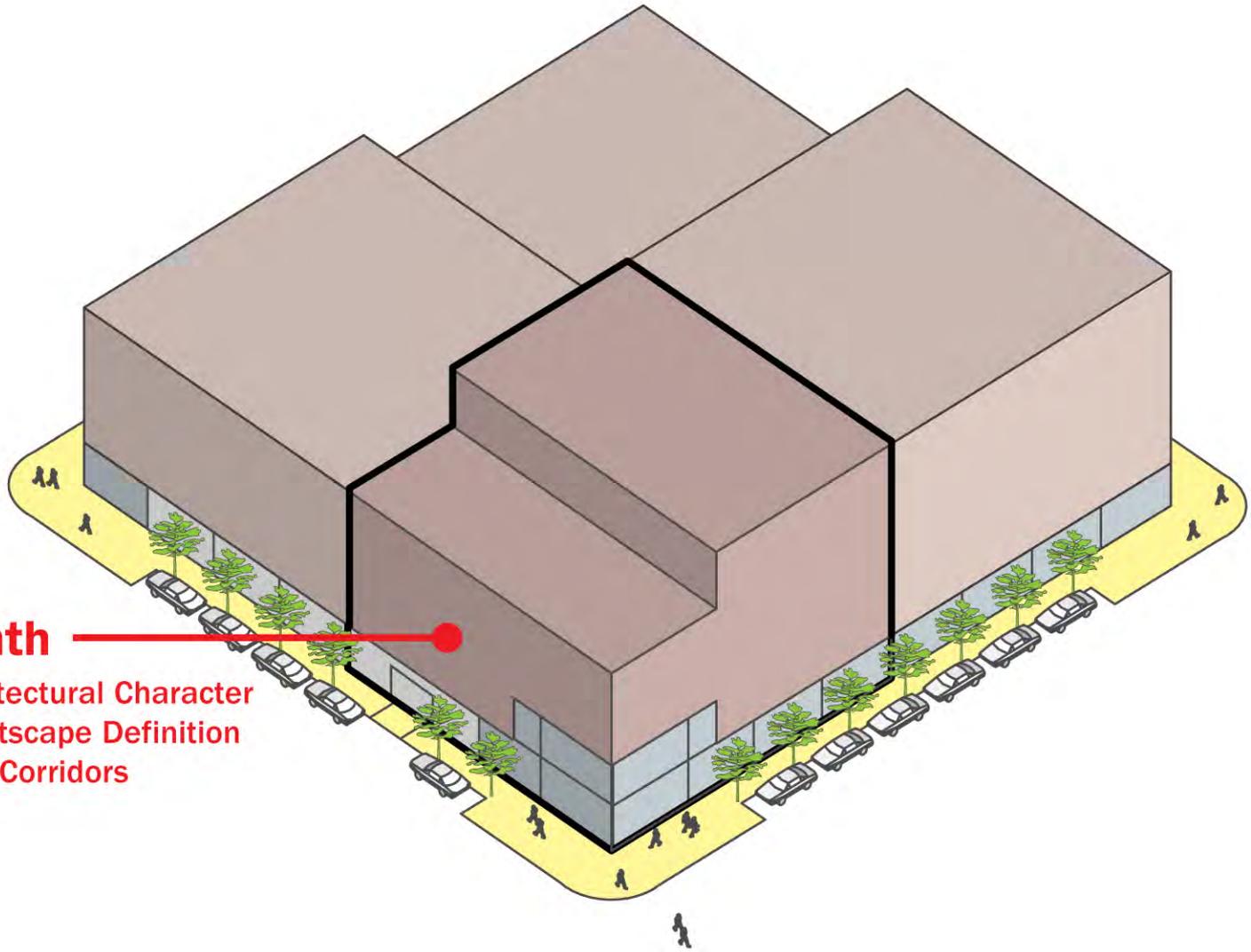
Paving

Landscape Material Guidelines



1) Base

- ▶ Streetscape Design
- ▶ Public Realm Contribution
- ▶ Retail Capacity
- ▶ Pedestrian Connectivity
- ▶ Locations of active uses vs. service uses

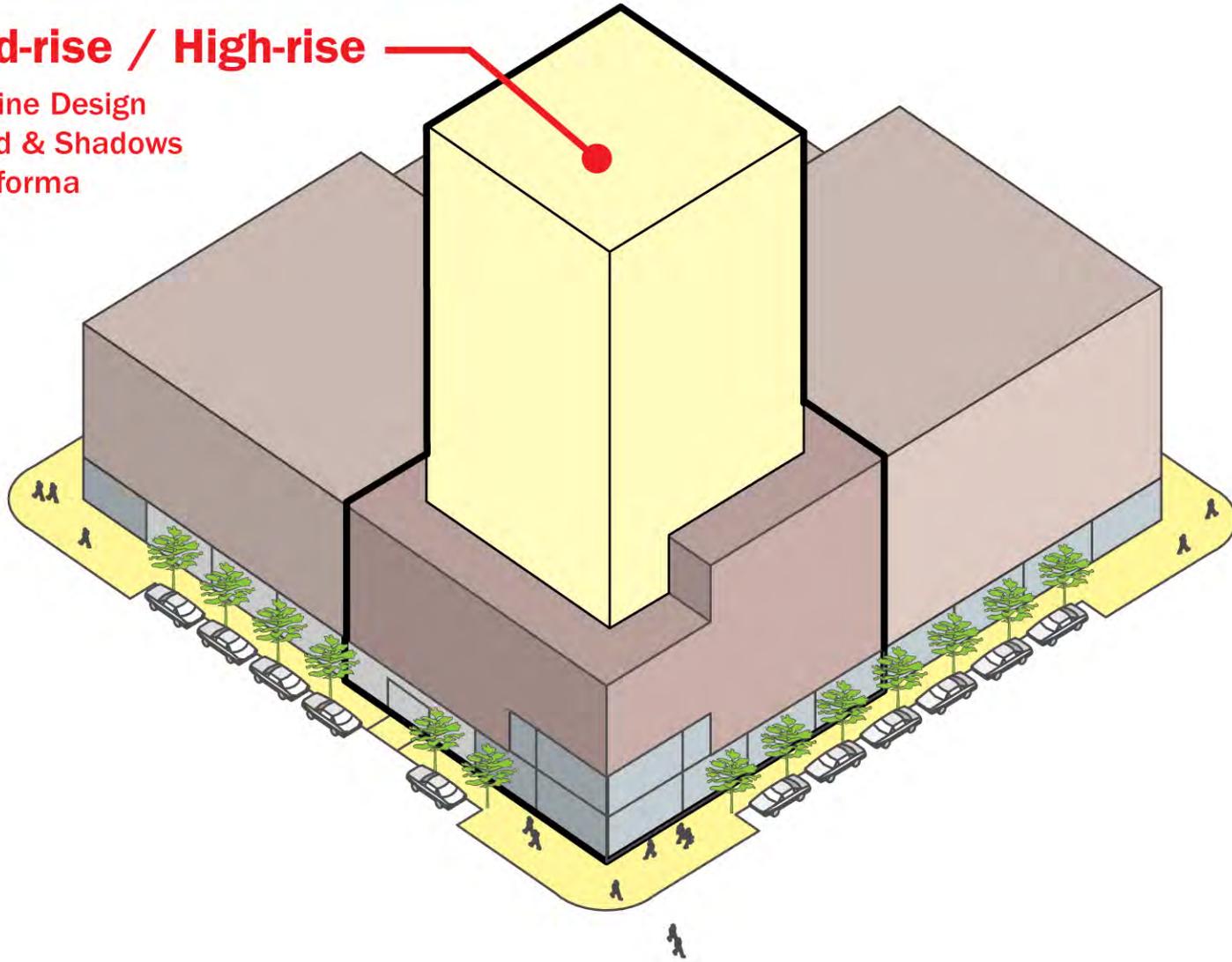


2) Plinth

- ▶ Architectural Character
- ▶ Streetscape Definition
- ▶ View Corridors
- ▶ Use

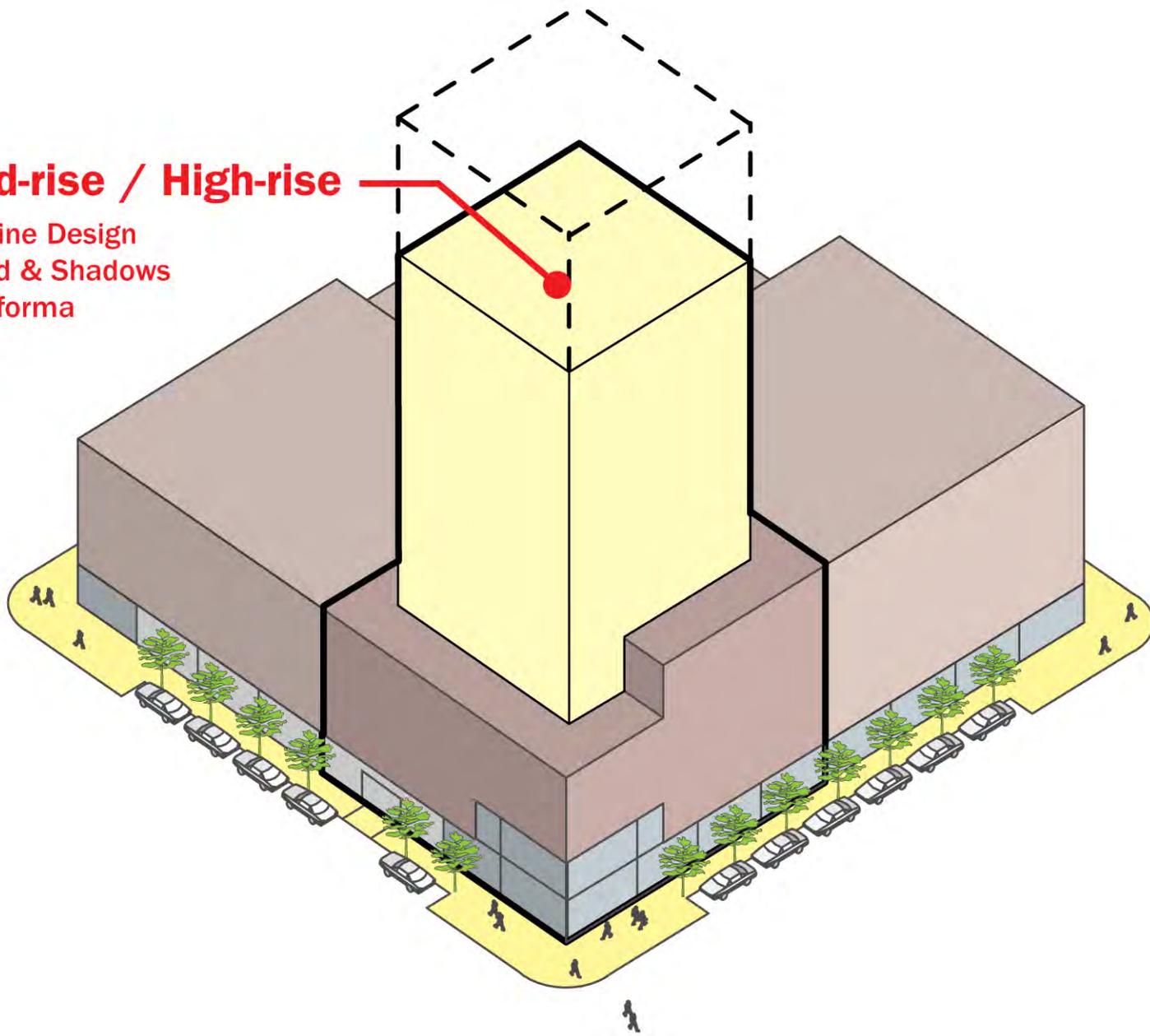
3) Mid-rise / High-rise

- ▶ Skyline Design
- ▶ Wind & Shadows
- ▶ Pro-forma
- ▶ Use



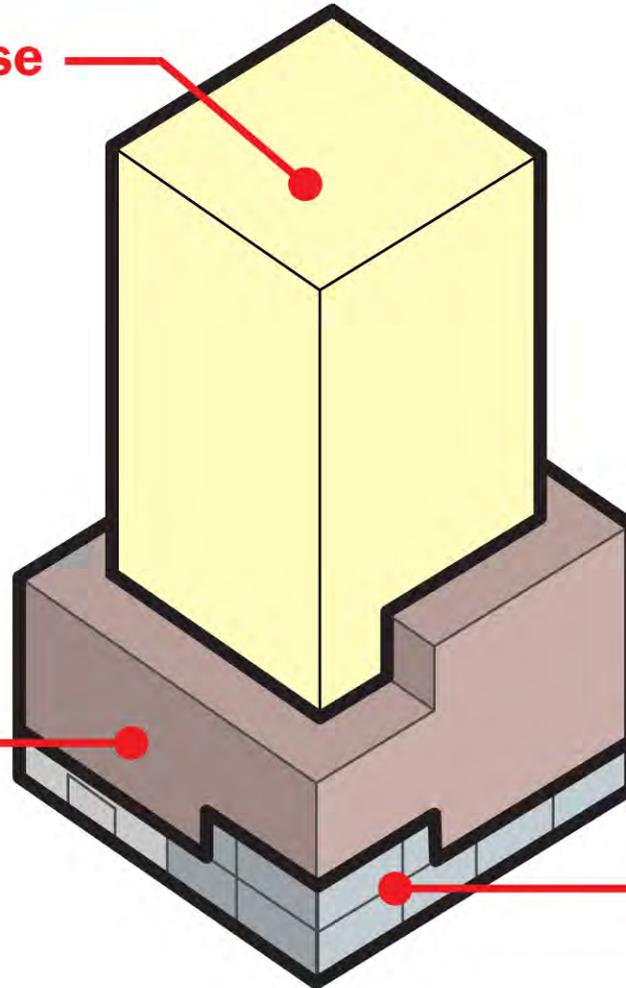
3) Mid-rise / High-rise

- ▶ Skyline Design
- ▶ Wind & Shadows
- ▶ Pro-forma
- ▶ Use



3) Mid-rise / High-rise

- ▶ Skyline Design
- ▶ Wind & Shadows
- ▶ Pro-forma
- ▶ Use



2) Plinth

- ▶ Architectural Character
- ▶ Streetscape Definition
- ▶ View Corridors
- ▶ Use

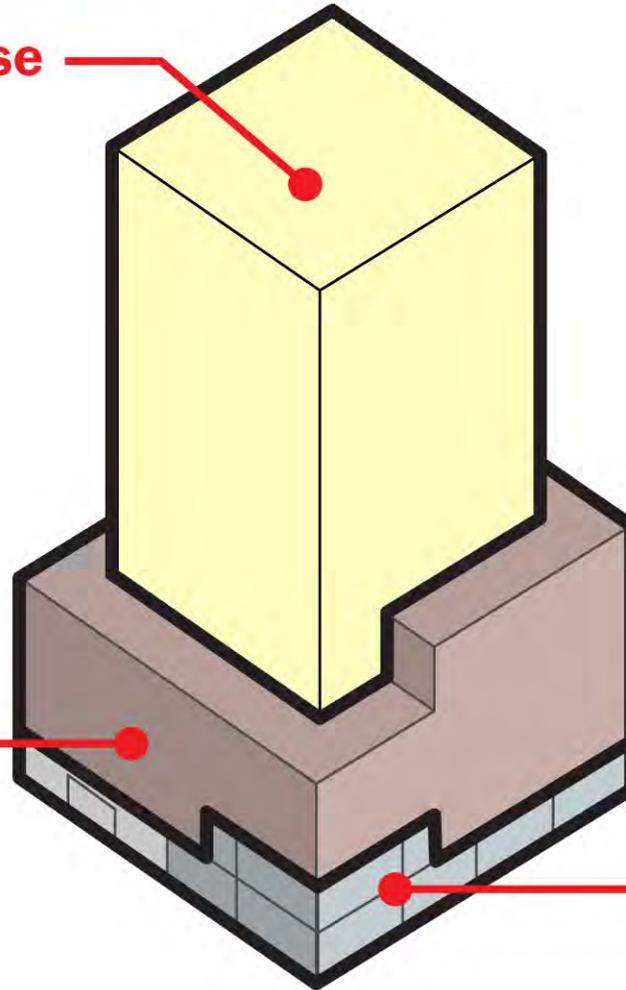
1) Base

- ▶ Streetscape Design
- ▶ Public Realm Contribution
- ▶ Retail Capacity
- ▶ Pedestrian Connectivity
- ▶ Locations of active uses vs. service uses

Base, Plinth and High-rise

3) Mid-rise / High-rise

- ▶ Skyline Design
- ▶ Wind & Shadows
- ▶ Pro-forma
- ▶ Use

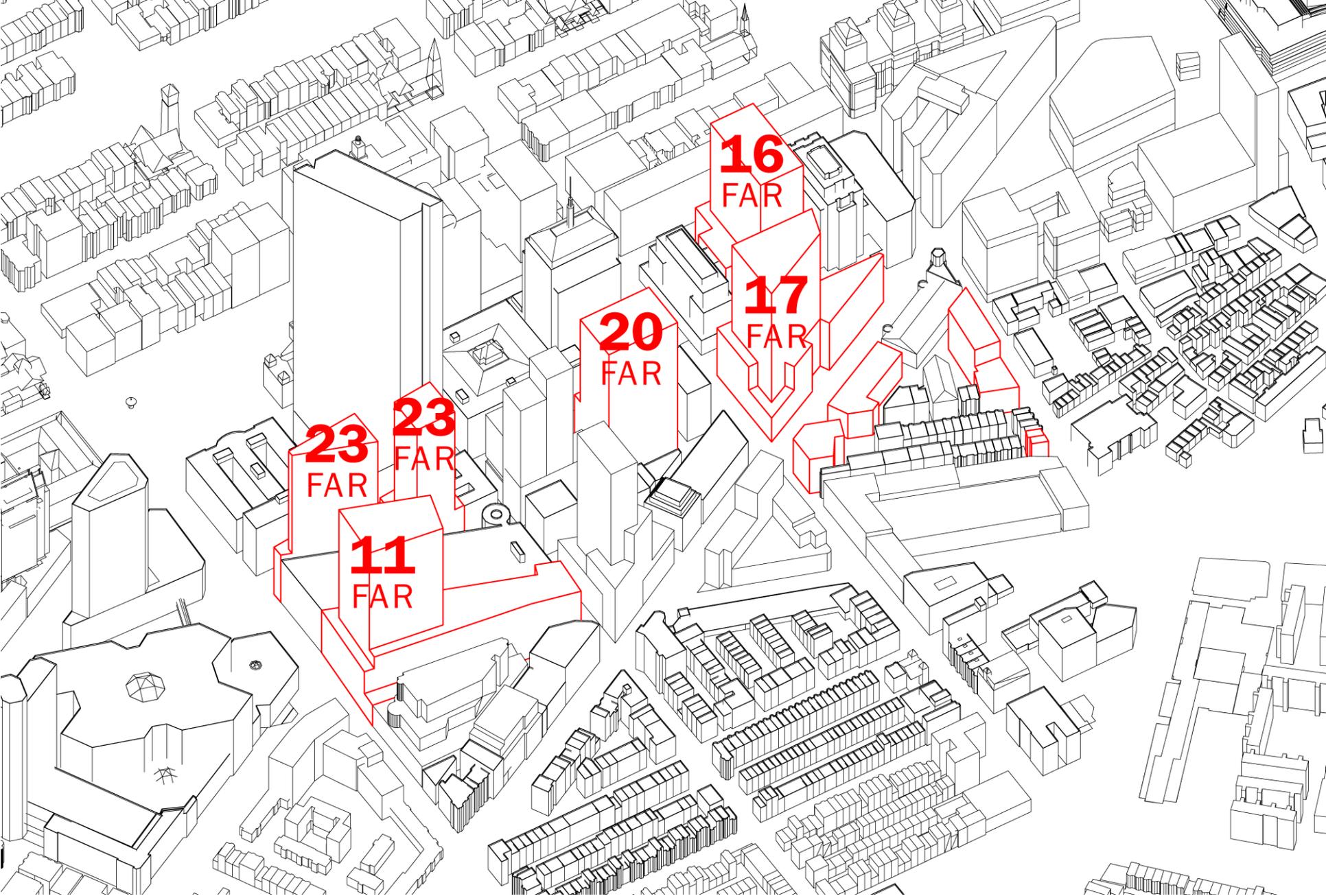


2) Plinth

- ▶ Architectural Character
- ▶ Streetscape Definition
- ▶ View Corridors
- ▶ Use

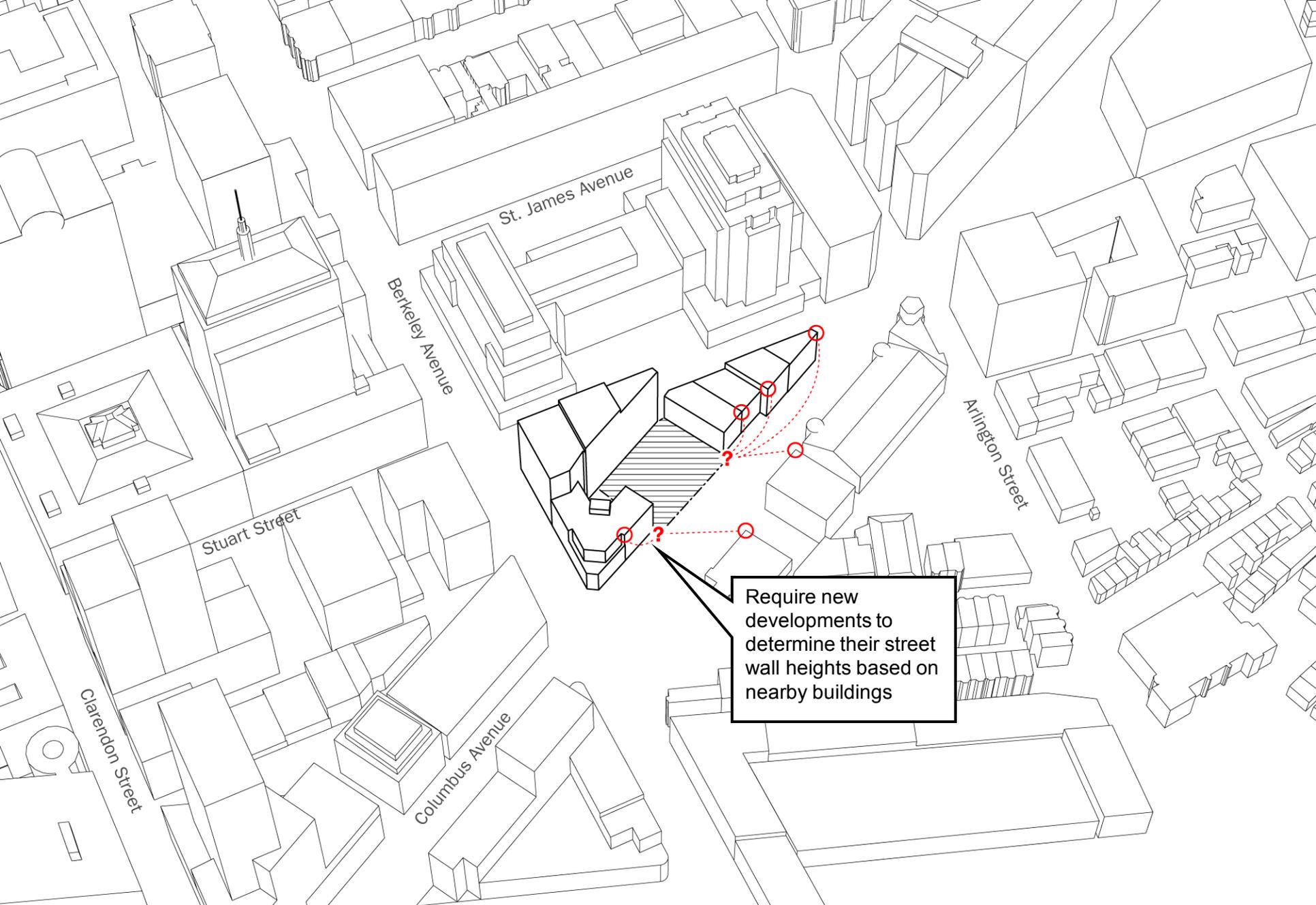
1) Base

- ▶ Streetscape Design
- ▶ Public Realm Contribution
- ▶ Retail Capacity
- ▶ Pedestrian Connectivity
- ▶ Locations of active uses vs. service uses



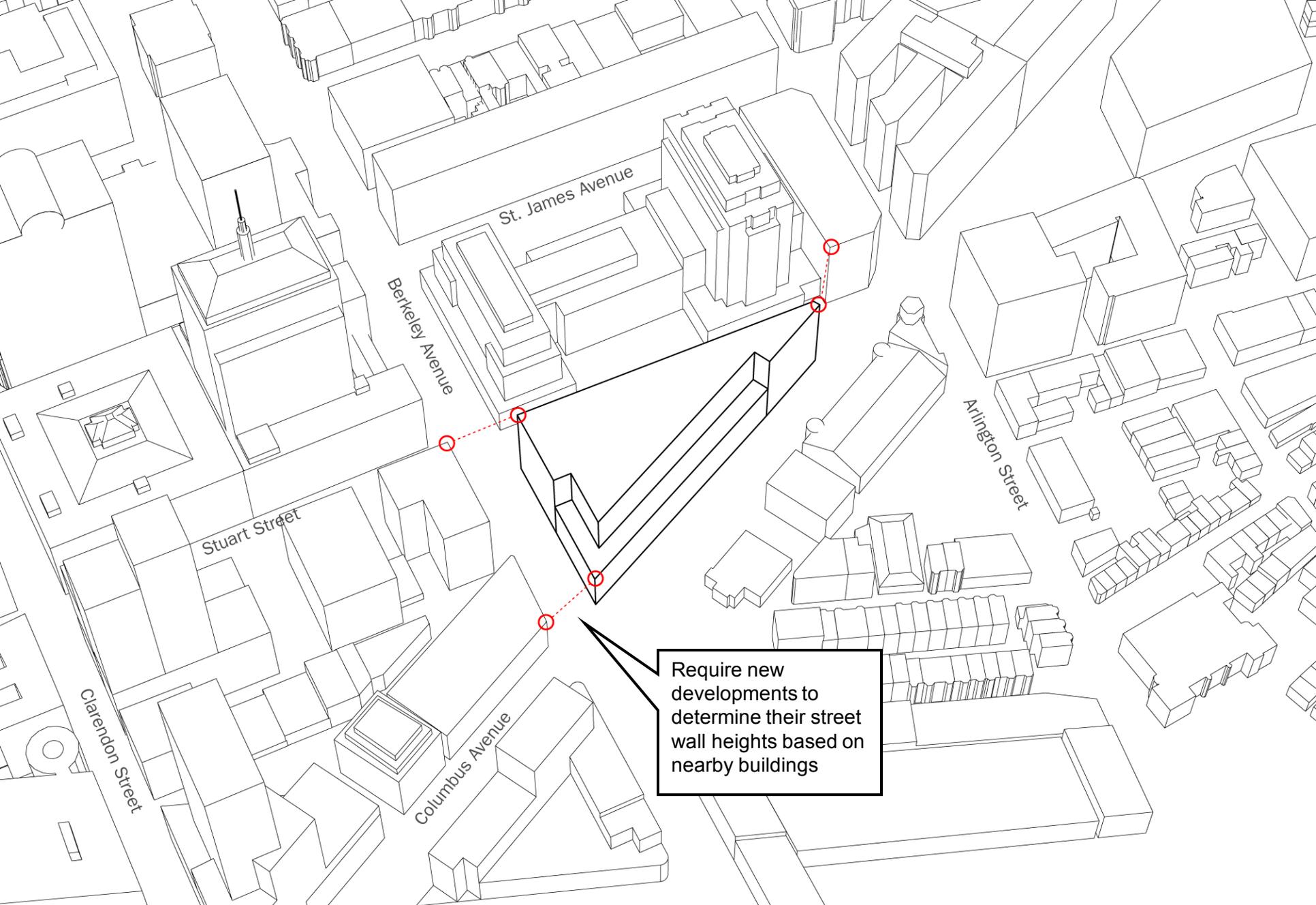
Stuart Street Planning Study, Boston, MA

Scenario Density for High-rise Projects (Floor-Area-Ratio)



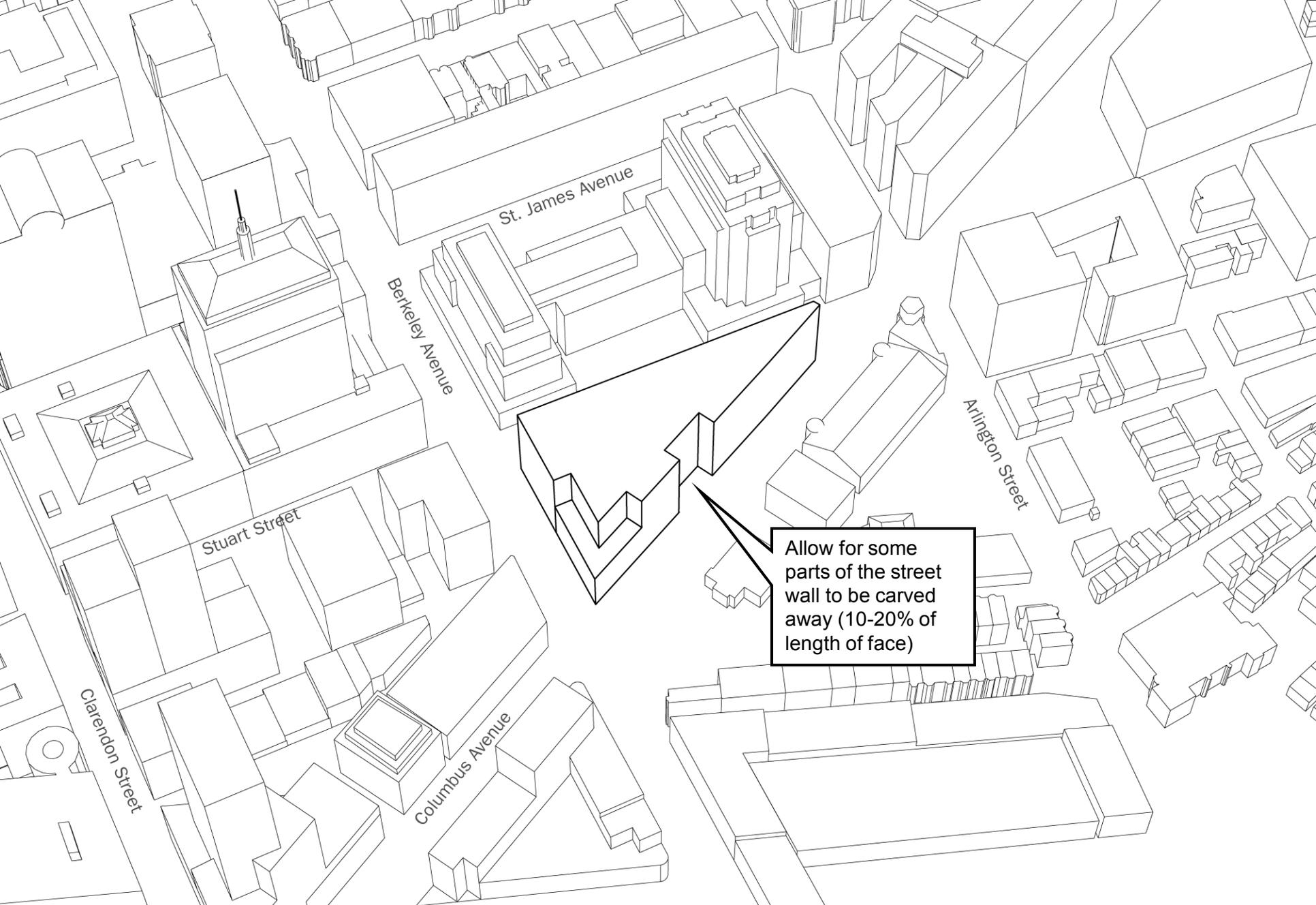
Require new developments to determine their street wall heights based on nearby buildings

Establish street wall height based on nearby buildings



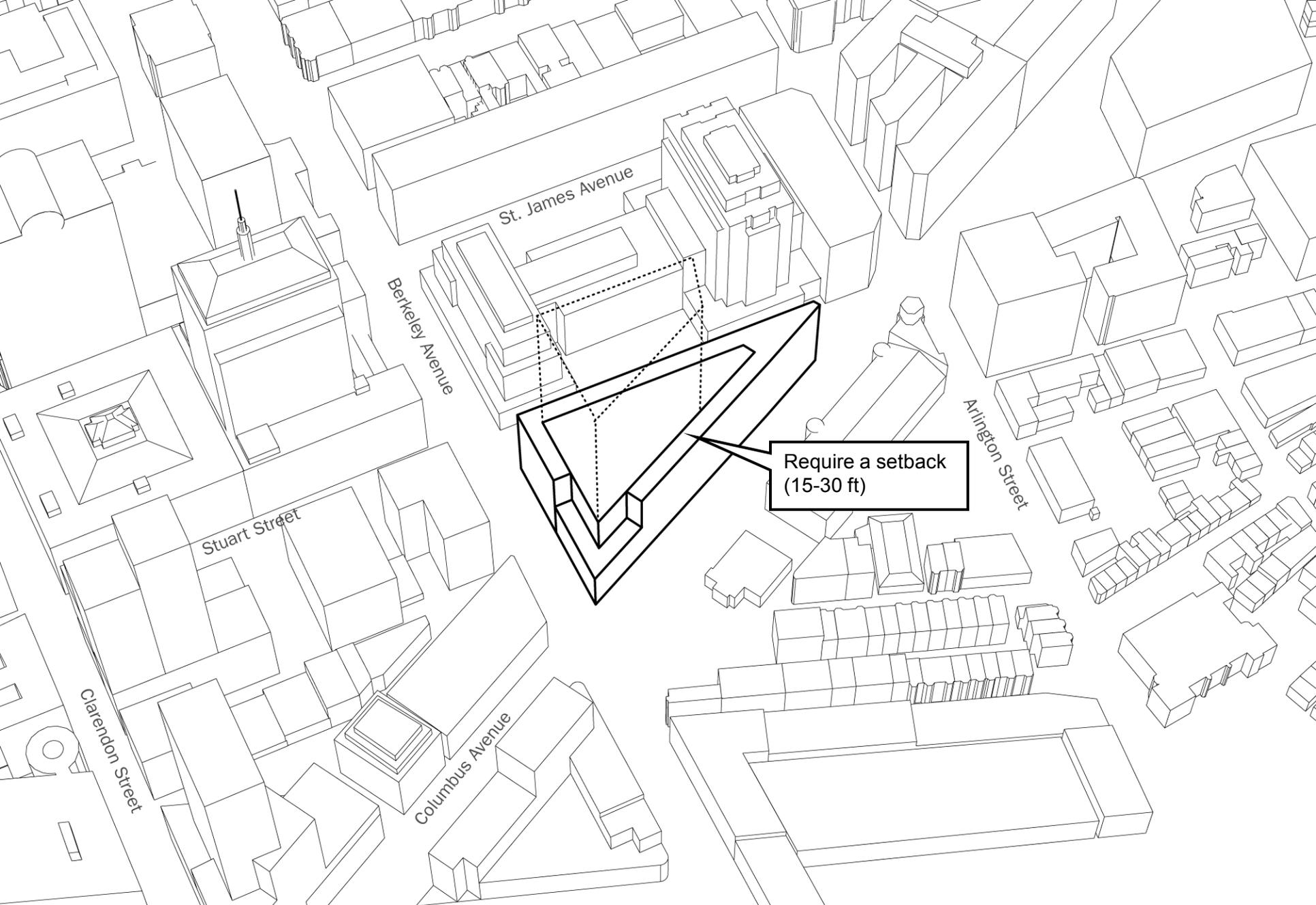
Require new developments to determine their street wall heights based on nearby buildings

Establish street wall height based on nearby buildings



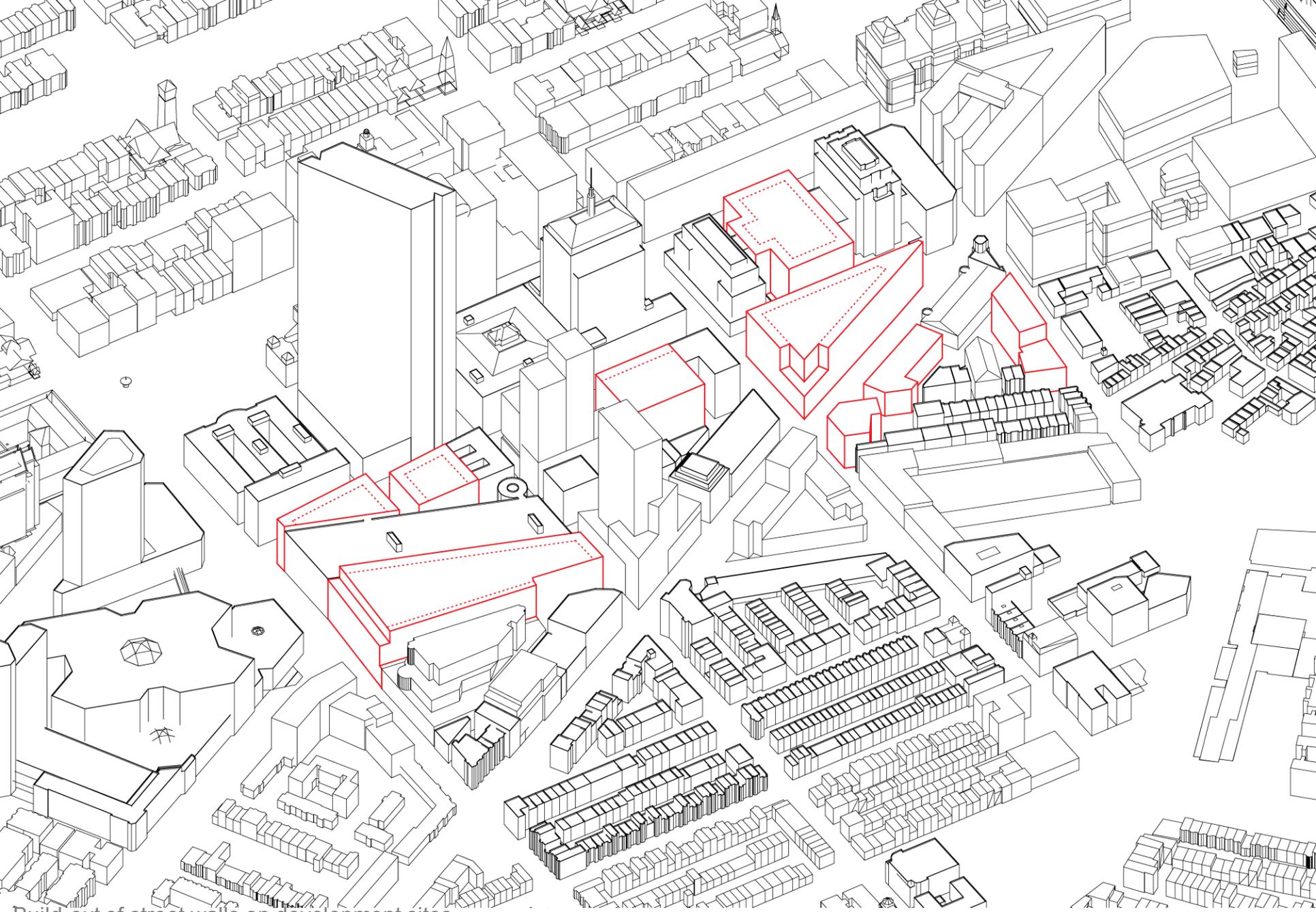
Allow for some parts of the street wall to be carved away (10-20% of length of face)

Street wall must fill majority of lot frontage

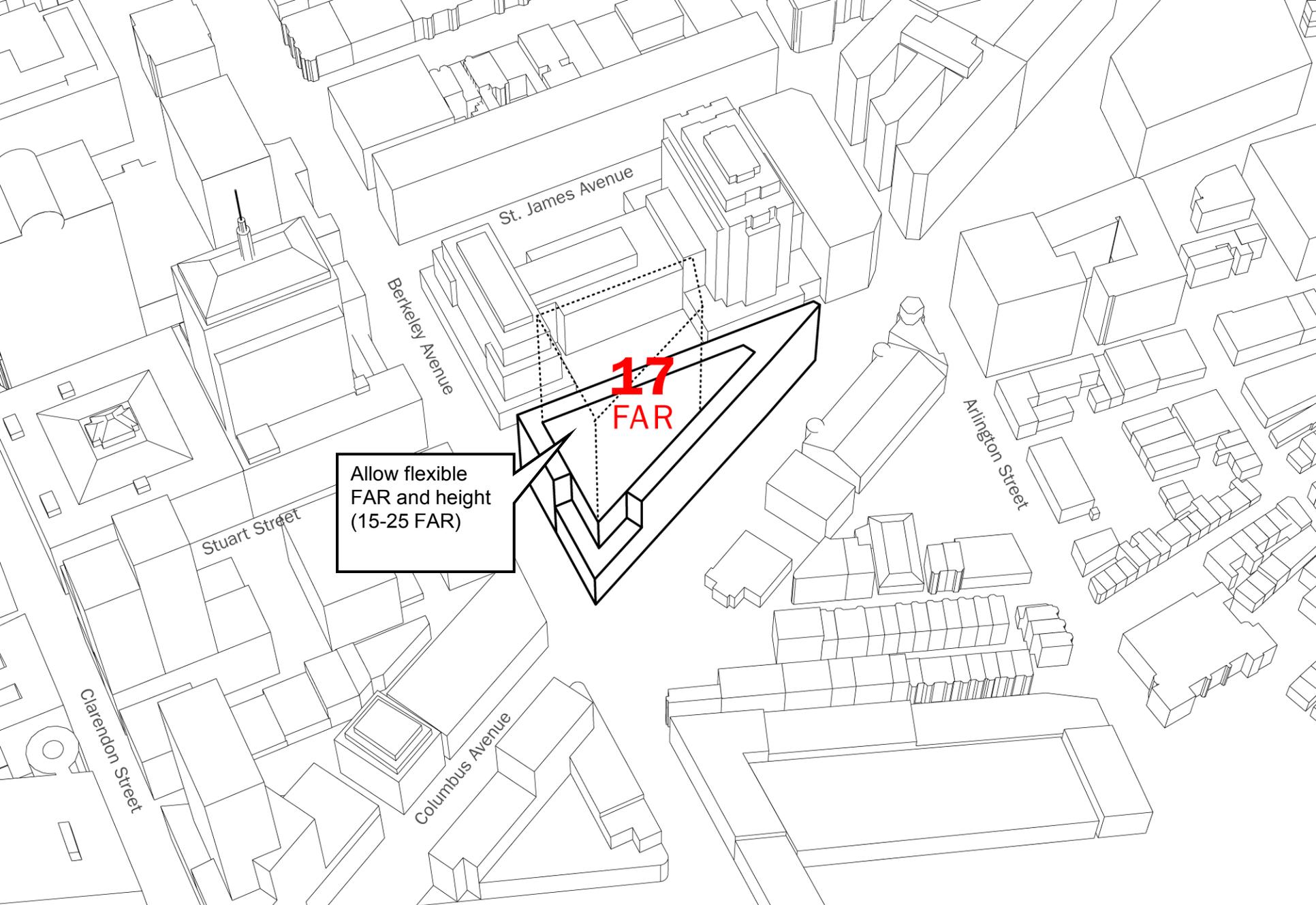


Require a setback
(15-30 ft)

Require deep setbacks to help mitigate wind, shadow and urban design impacts



Build-out of street walls on development sites



17
FAR

Allow flexible
FAR and height
(15-25 FAR)

St. James Avenue

Berkeley Avenue

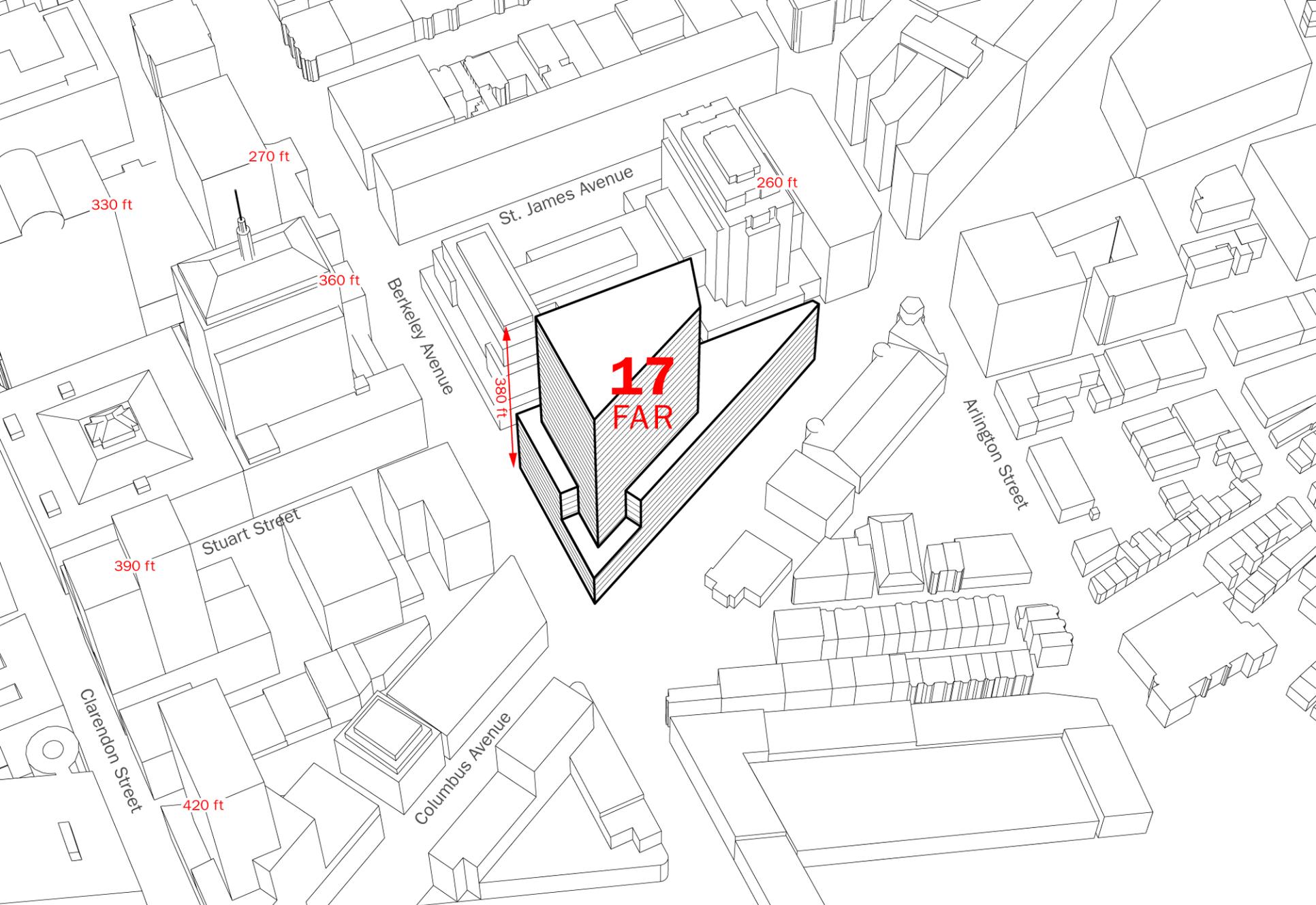
Arlington Street

Stuart Street

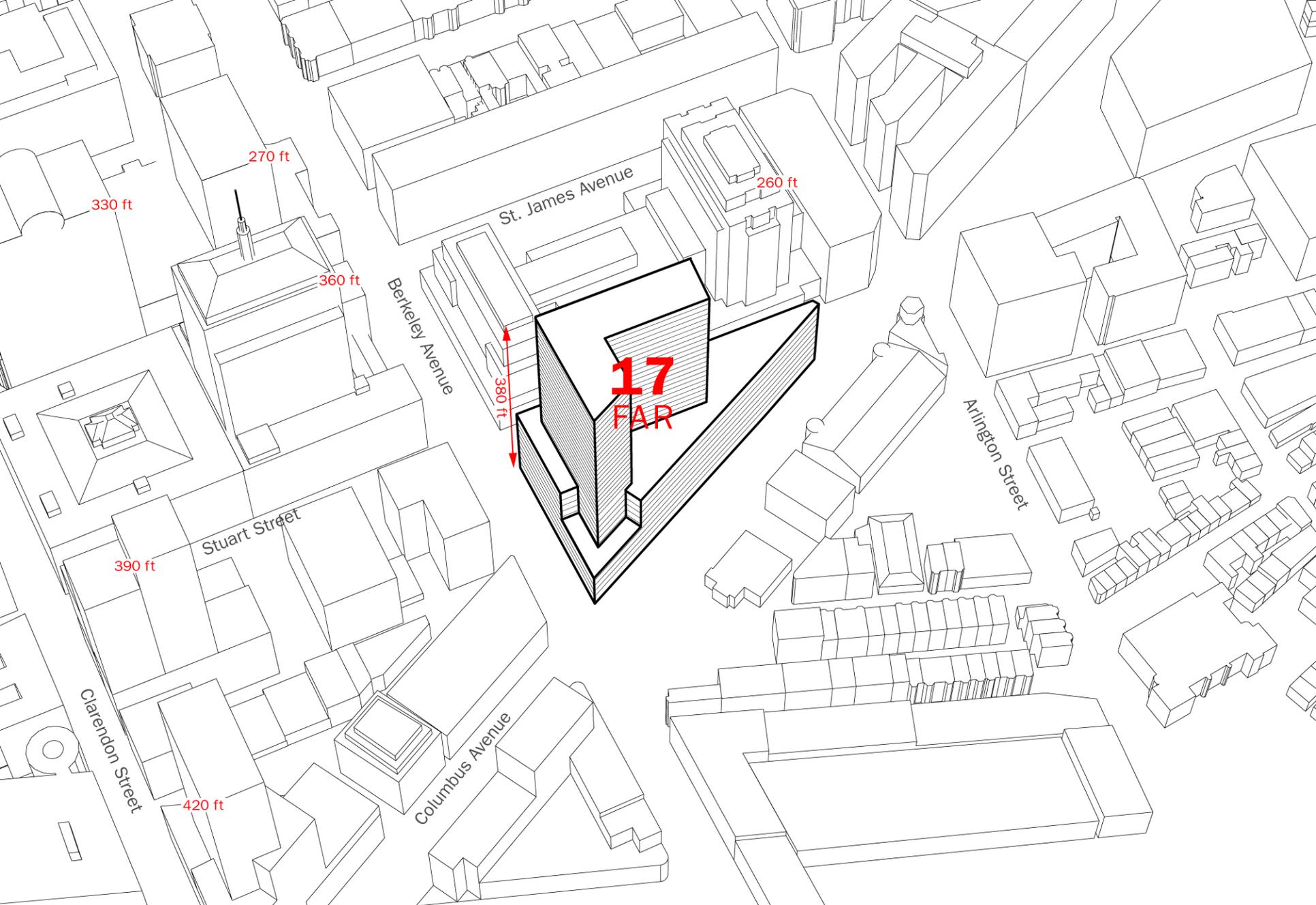
Columbus Avenue

Clarendon Street

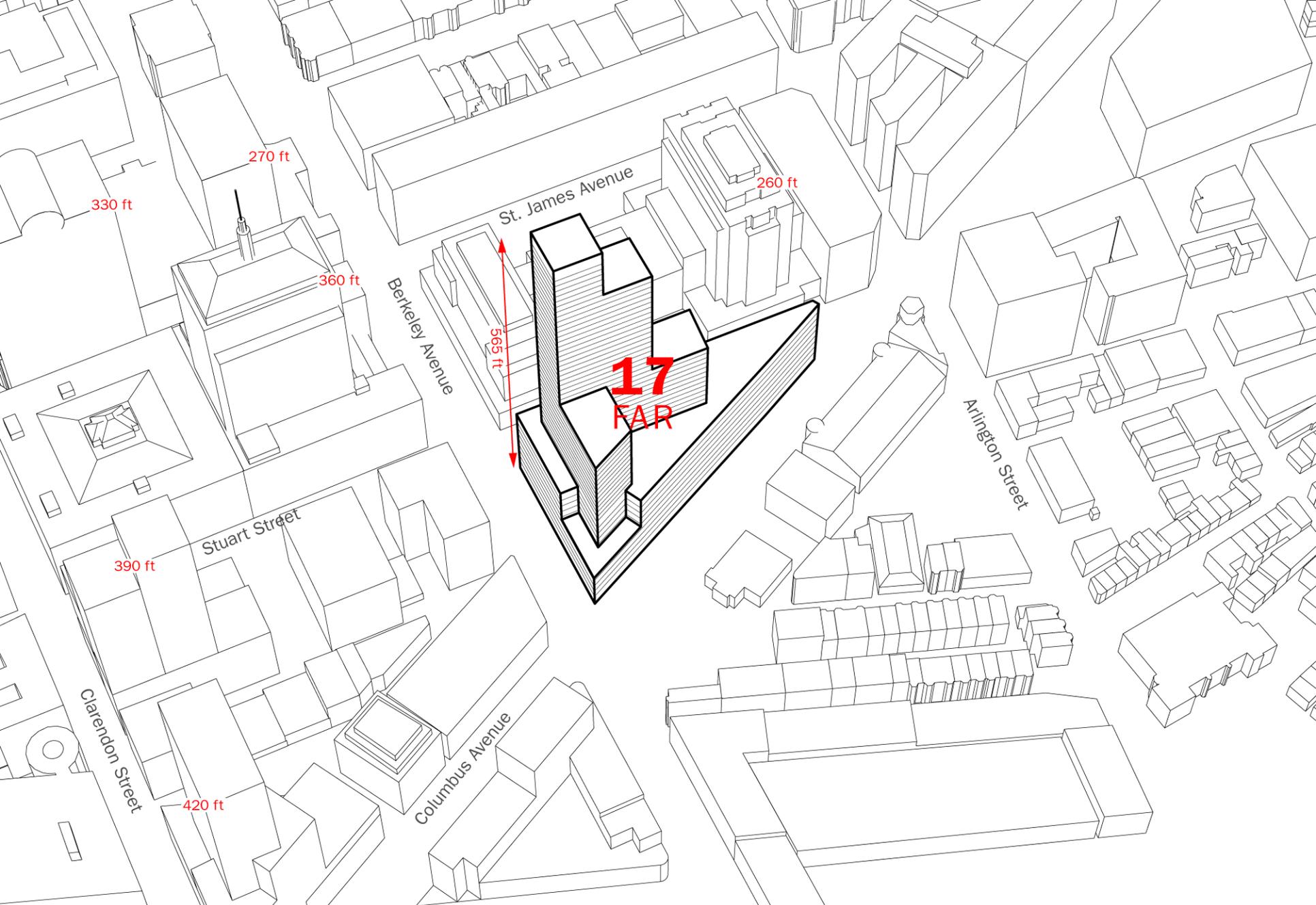
Create flexible height and FAR requirements



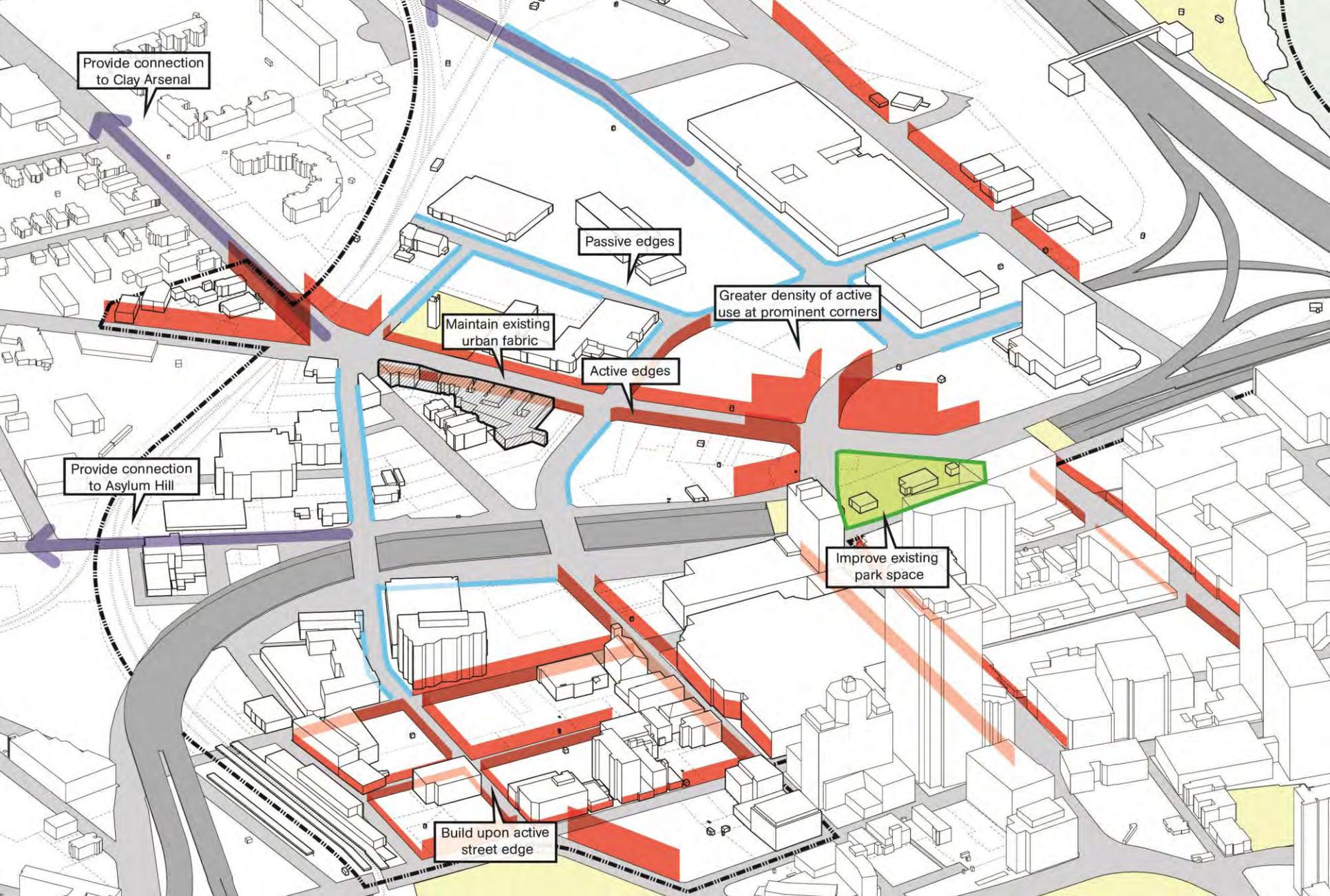
Create flexible height and FAR requirements



Create flexible height and FAR requirements



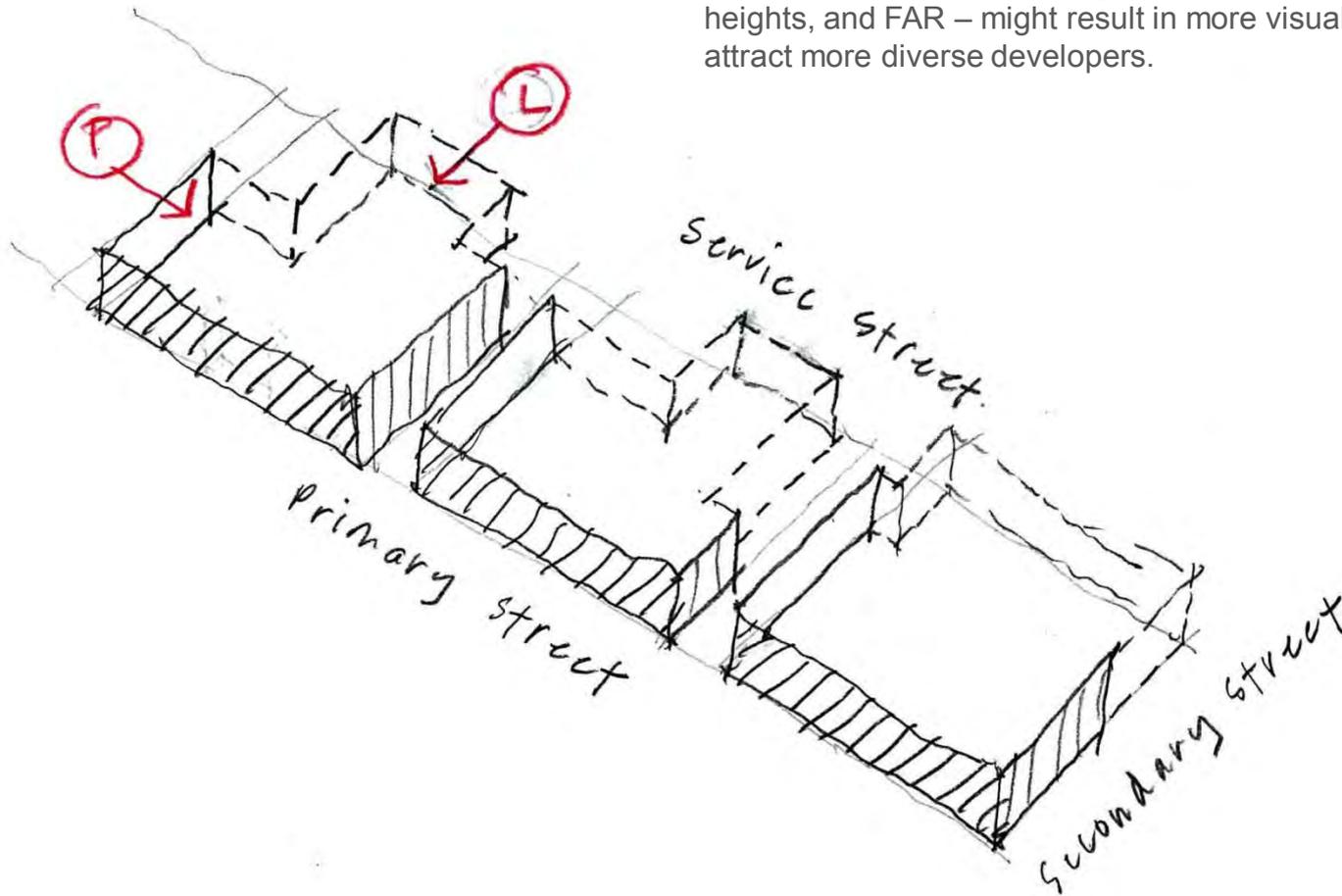
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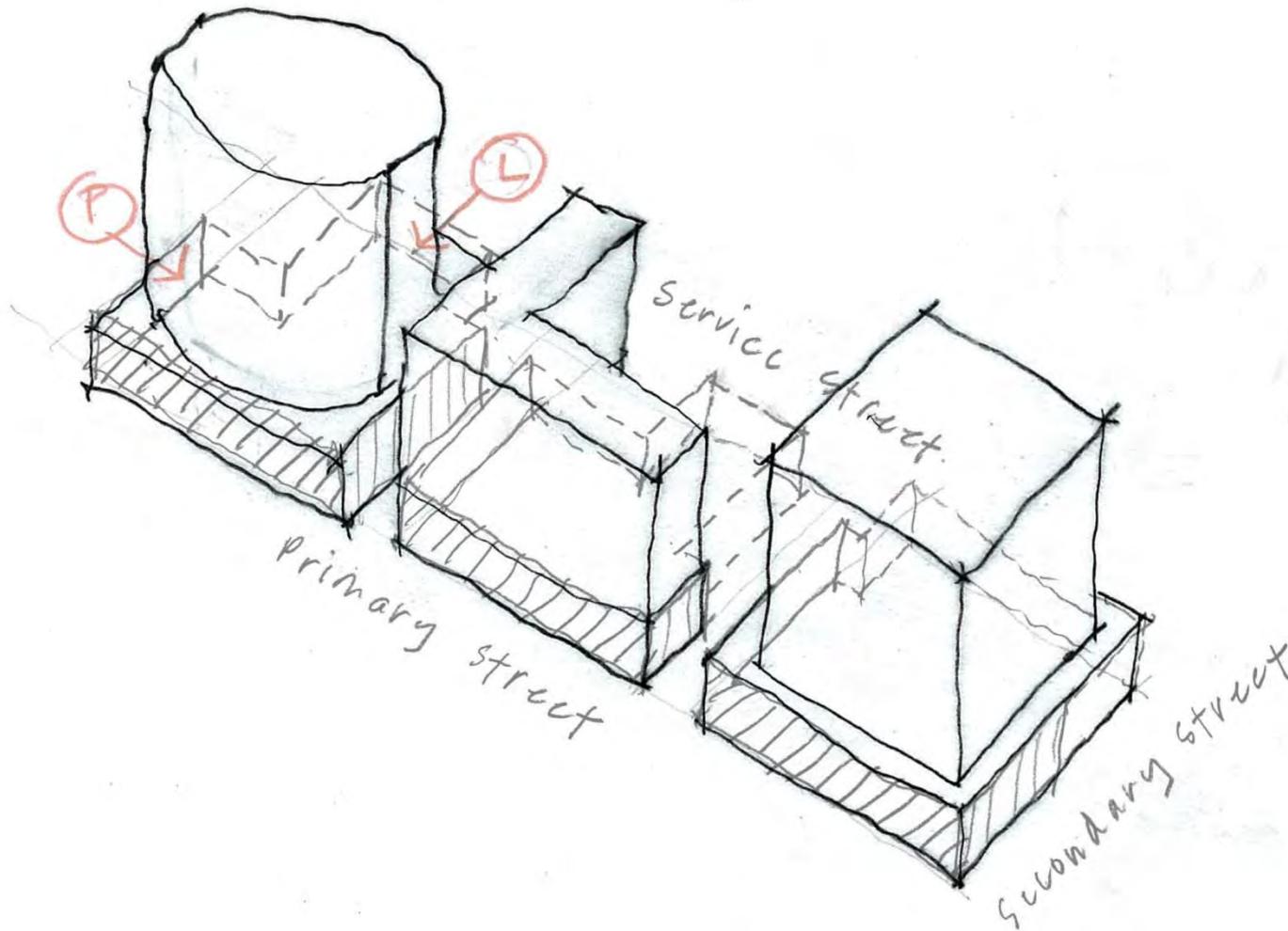
North Park Planning Study Design Guidelines, Hartford, CT

Establish the urban design “basics” and let the market do the rest.

Looser guidelines that only establish the essentials – sidewalk build-to lines, service/parking access locations, minimum building heights, and FAR – might result in more visual variety AND attract more diverse developers.



The resulting visual variety might be preferable.

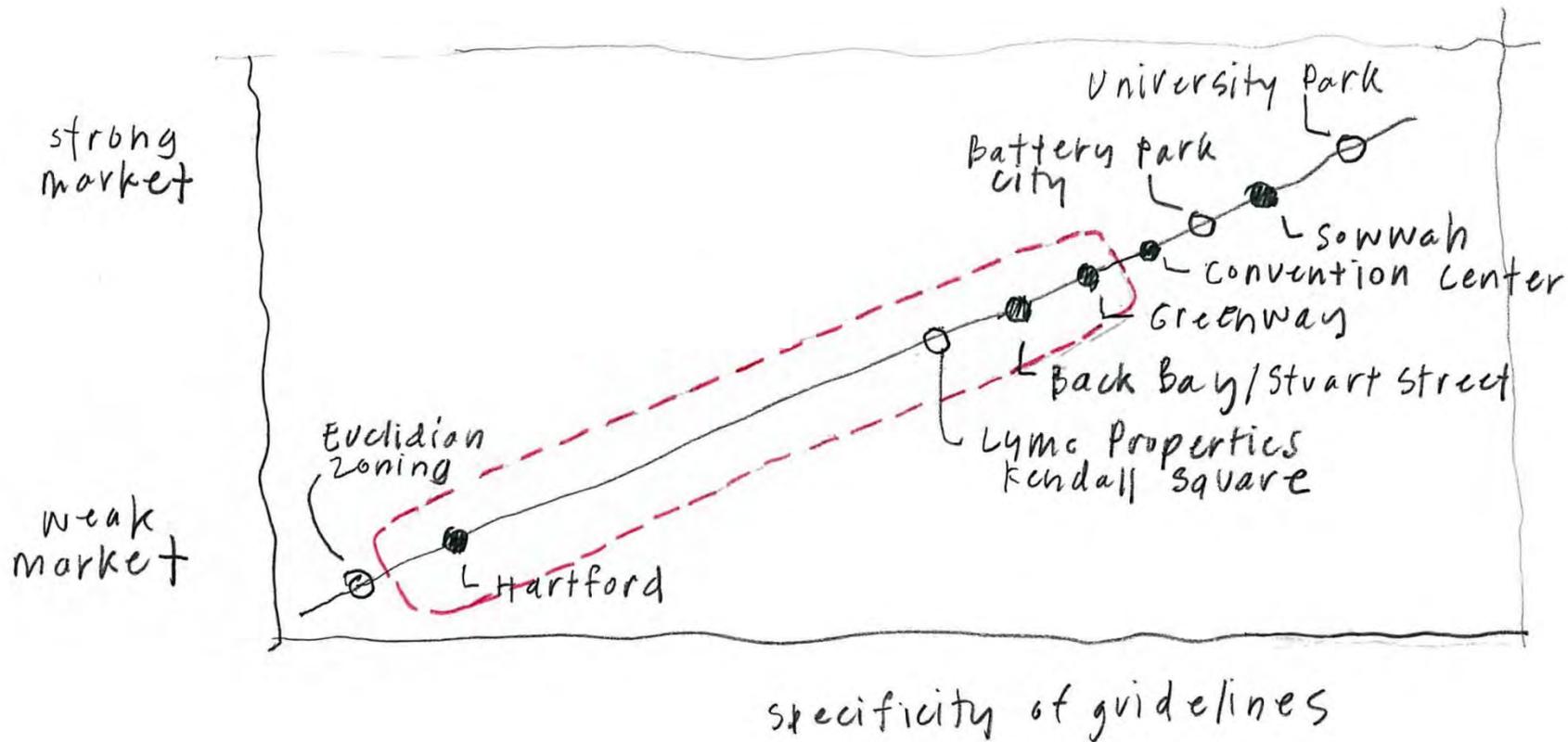


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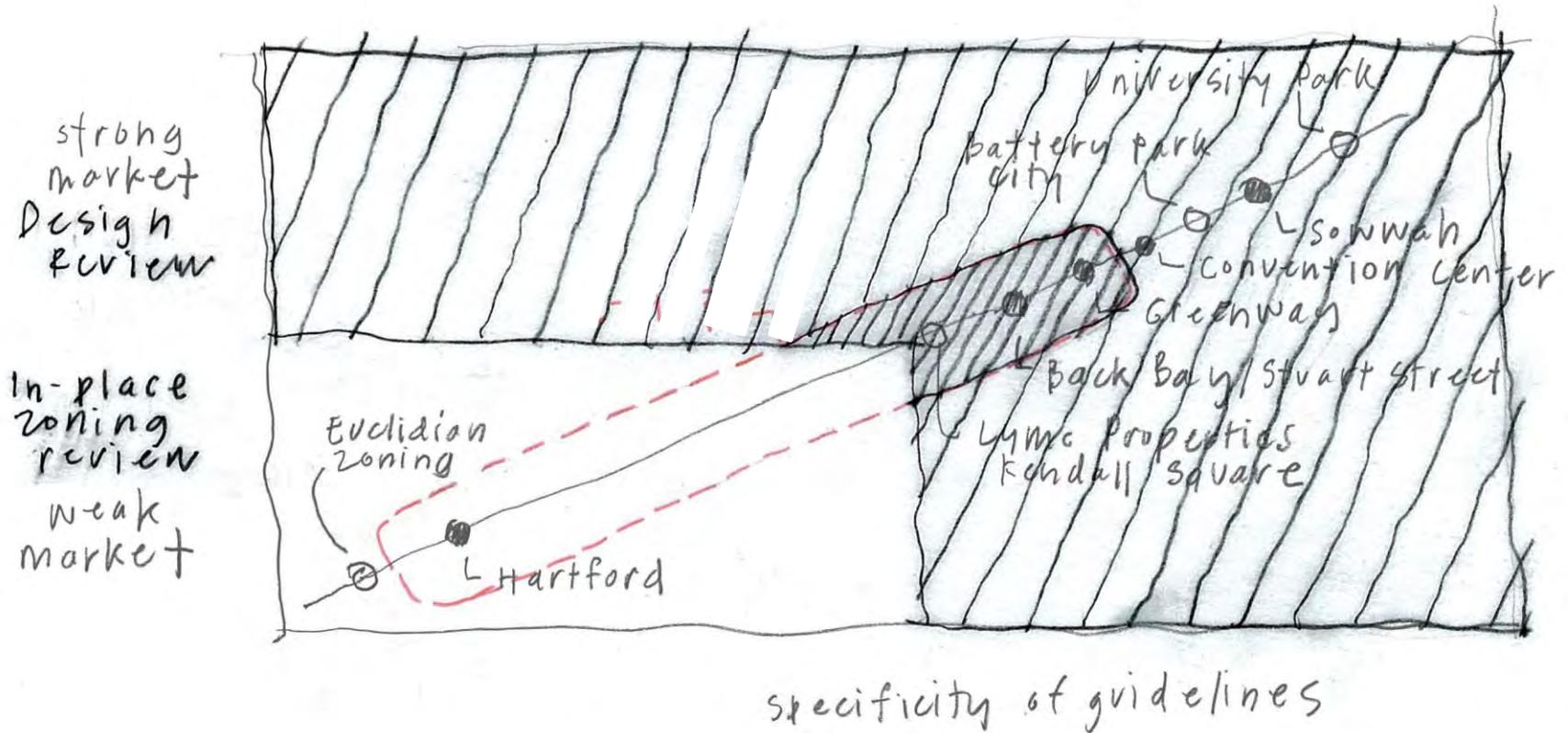
If guidelines are too prescriptive, a sterile urban environment might result....

- Some argue that the resulting urbanism of University Park (Cambridge) and Battery Park City (New York) is too boring.
- European “line them up” urbanism might not be the answer because of the heterogeneity of the surrounding context and the idiosyncratic configurations of most of the parcels.





Development guidelines need to be geared to the enforcement strategy.



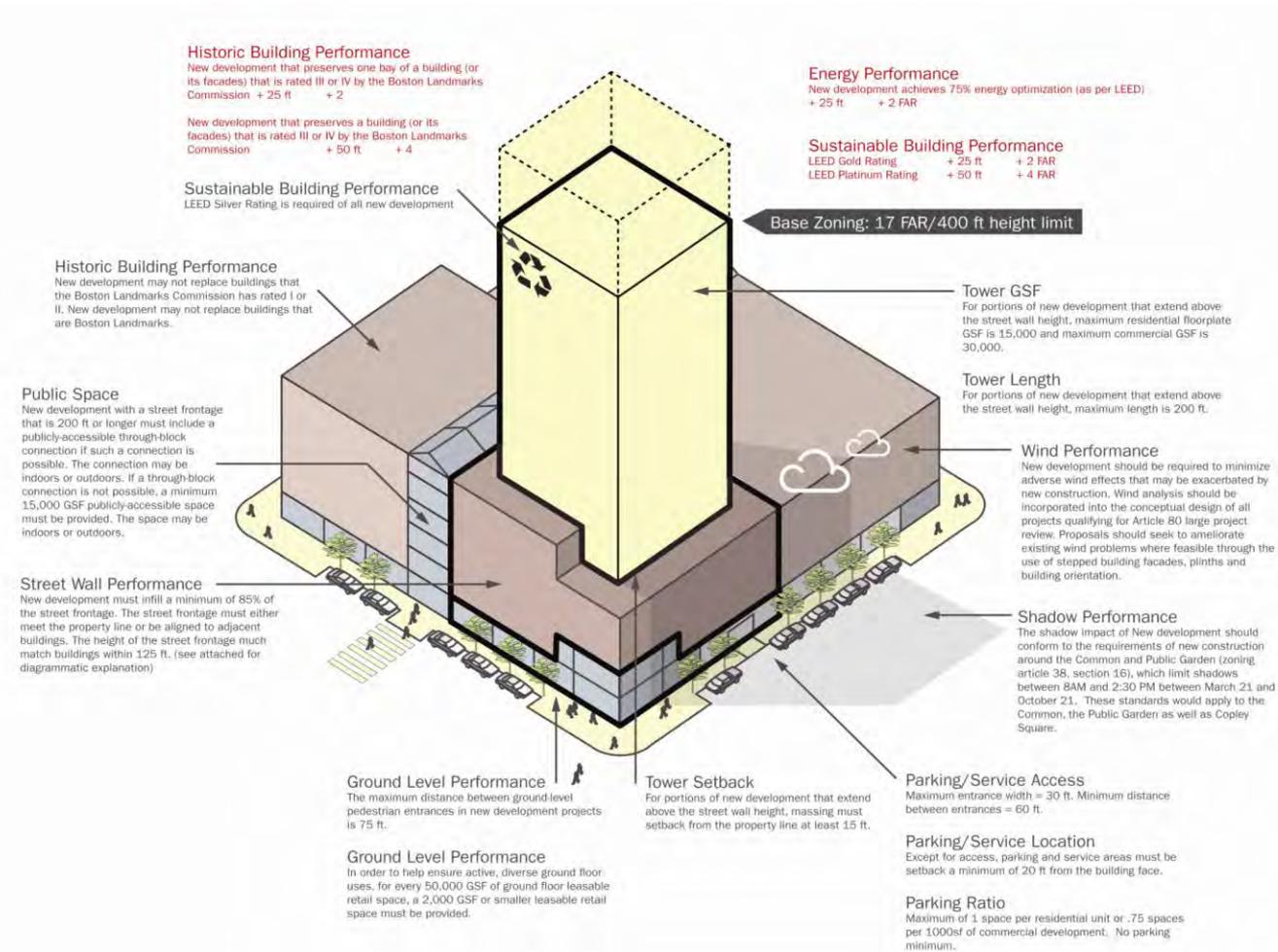
Incentivize increased design scrutiny.

Base FAR

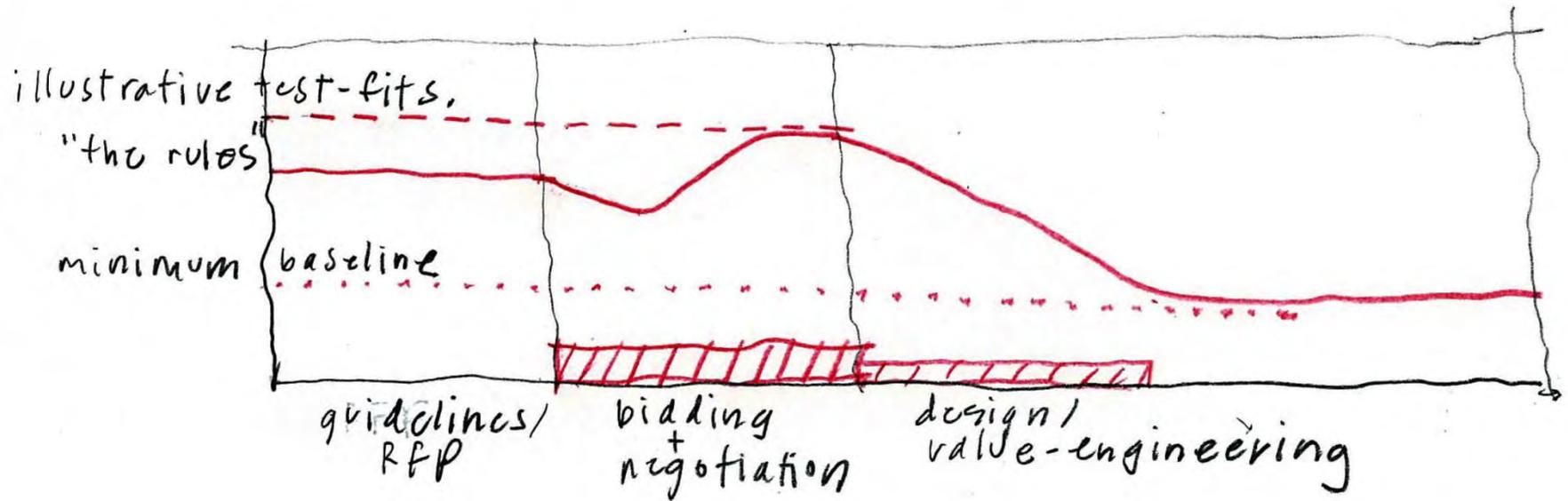
Guidelines cover the urban design “basics” such as sidewalk build-to lines, service/parking access locations, minimum building heights, and FAR

Bonus FAR

Additional guidelines AND design review



Development guidelines need to anticipate points of leverage.



Key Development Sites



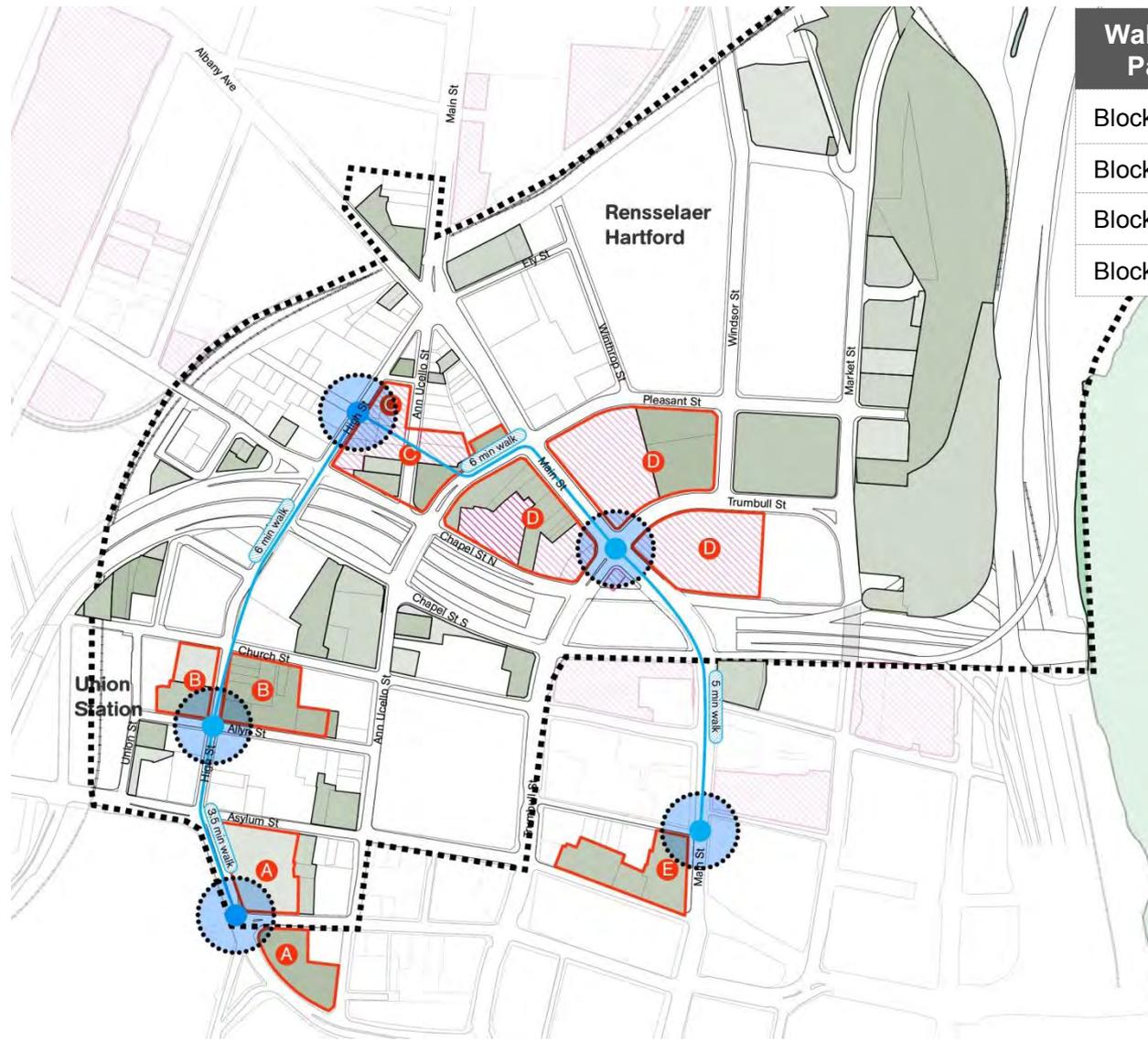
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Area 7	3	Multiple(2)	Parking/ Vacant	4.9
Area 8	1	Single	Parking	3.4
Area 9	3	Multiple(2)	Parking	2.1

Key Development Sites w/ New Streets



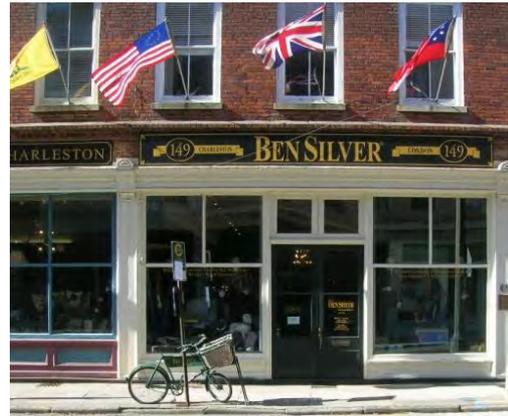
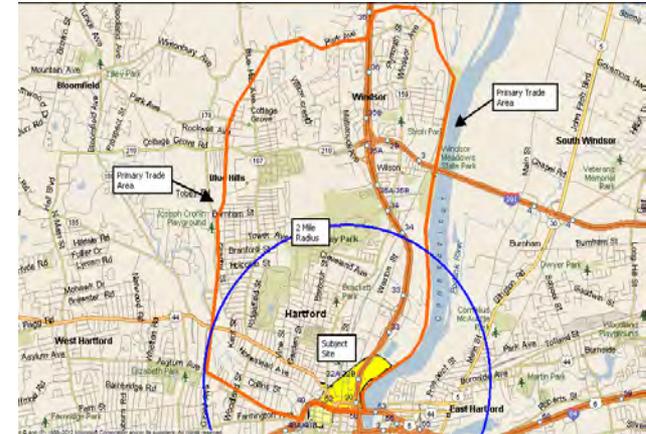
Block	Former Acreage	New Acreage
Block 1	3.6	3.6
Block 2	4.9	2.5 / 1.8
Block 3	3.4	1.5 / 1.0
Block 4	4	1.6 / 2.2

Priority Housing Sites



Walking Path	Distance	Walking Time
Block A-B	820 ft	3.5 min
Block B-C	1400 ft	6 min
Block C-D	1400 ft	6 min
Block D-E	1200 ft	5 min

Hartford Downtown North Retail Demand: 163,600 sf / \$60 million



Apparel, Gifts, Groceries, Hardware, Home, Restaurants, etc

Hartford Downtown North Retail Demand: *163,600 sf / \$60 million*



54,000 sf Restaurants



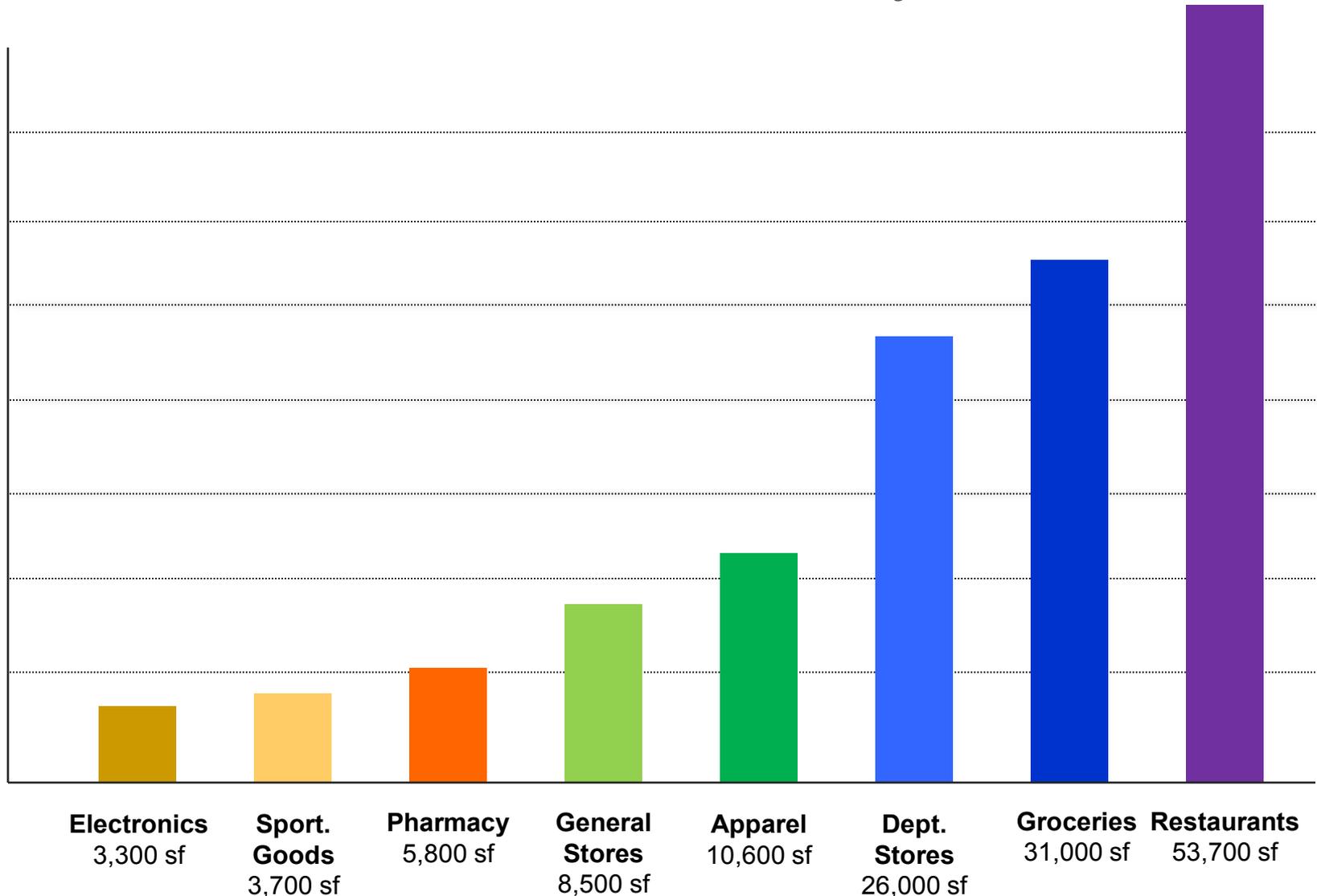
11,800 sf Apparel



31,600 sf Groceries

Supportable Retail:

163,600 sf - \$62.6 million in sales by 2017



Supportable Retail:

163,600 sf - \$62.6 million in sales by 2017

Retail Category	SF	No. of Stores per Category
Building Material/Lawn & Garden	2,800 sf	1 Store
Clothing & Shoes	11,800 sf	5 - 8 Stores
Department Stores	23,900 sf	2 - 4 Stores
Electronics	3,300 sf	2 - 3 Stores
Gasoline Stations	3,100 sf	1 - 2 Stations
General Stores	8,500 sf	4 - 6 Stores
Grocery	31,600 sf	3 - 5 Stores
Jewelry & Gifts	2,000 sf	1 - 2 Stores
Office Supplies	1,300 sf	1 Store
Pharmacy	5,800 sf	3 - 5 Stores
Restaurants	53,700 sf	18 - 24 Restaurants
Sporting Goods	3,700 sf	2 - 3 Stores
Miscellaneous Retail	8,100 sf	4 - 6 Stores
Total	163,600 sf	50 - 80 Stores & Restaurants



Rationale

- Current Retail is Underserving Residents
 - \$211 million retail gap
- Central Location
 - Downtown
 - Near XL Center
- Strong Daytime Employment
 - **18,000** primary trade area
 - **83,000** total trade area
 - **\$46 million** spending power
- Single Site Critical Mass Development
- Access to Surrounding Neighborhoods
 - I-84 & I-91
- Location Relative to Other Regional Shopping Centers
 - Westfarms Mall: 6.7 miles
 - Buckland Hills: 8.4 miles
 - Evergreen Walk: 8.7 miles



Findings:

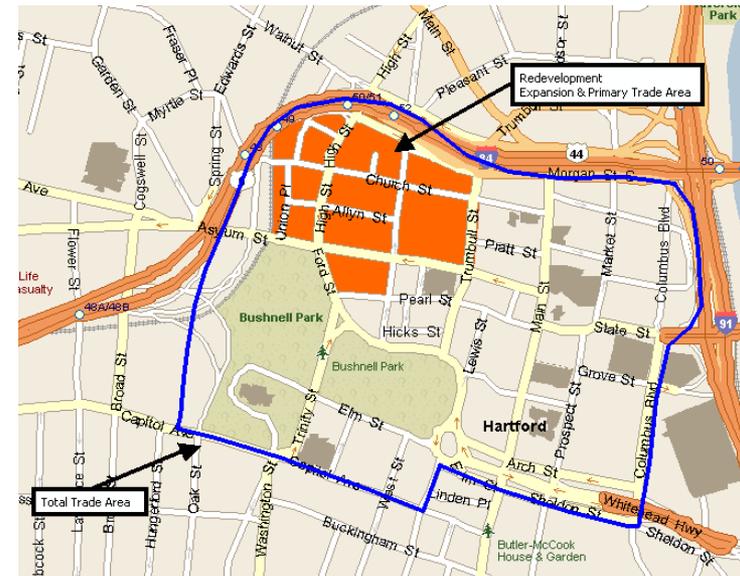
- **163,600 sf Supportable 2012**
- **\$59 million sales 2012**
- **\$62.6 million sales 2017**

Downtown West Supportable Retail:

Business Type	Estimated 2012 Sales	Estimated Sales/sf	Estimated Supportable SF	No. of Stores
Retail Stores				
Furniture Stores	\$42,326	\$280	151	>1
Home Furnishings Stores	\$253,087	\$500	506	>1
Electronics & Appliance Stores	\$190,908	\$250	764	>1
Bldg Material & Supplies Dealers	\$67,993	\$220	309	>1
Grocery Stores	\$1,062,312	\$410	2,591	>1
Specialty Food Stores	\$204,028	\$385	530	>1
Beer, Wine & Liquor Stores	\$864,588	\$485	1,783	1
Gasoline Stations	\$436,220	\$1,230	355	>1
Clothing Stores	\$612,366	\$340	1,801	1 - 2
Shoe Stores	\$303,118	\$385	787	1
Sporting Goods/Hobby/Musical Instr Stores	\$239,640	\$585	410	>1
Book, Periodical & Music Stores	\$271,816	\$280	971	1
Department Stores	\$874,917	\$270	3,240	1
Other General Merchandise Stores	\$421,844	\$230	1,834	1
Office Supplies, Stationery & Gift Stores	\$824,332	\$278	2,965	2 - 3
Other Miscellaneous Store Retailers	\$330,100	\$225	1,467	1 - 2
Retailer Totals	\$6,999,597	\$397	20,464	15 - 20
Restaurants				
Full-Service Restaurants	\$5,569,767	\$480	11,604	2
Limited-Service Eating Places	\$10,158,805	\$320	31,746	10 - 15
Special Food Services	\$2,162,653	\$325	6,654	2 - 3
Drinking Places - Alcoholic Beverages	\$826,160	\$425	1,944	1
Restaurant Totals	\$18,717,384	\$388	51,948	15 - 21
Retail & Restaurant Totals	\$25,716,982	\$395	72,412	30 - 41

Expansion Area Supportable

- 72,400 sf supportable 2012
- \$25.7 million in additional sales
- 30 – 40 new retailers



Downtown West Trade Area

Priority Housing Sites



Walking Path	Distance	Walking Time
Block A-B	820 ft	3.5 min
Block B-C	1400 ft	6 min
Block C-D	1400 ft	6 min
Block D-E	1200 ft	5 min

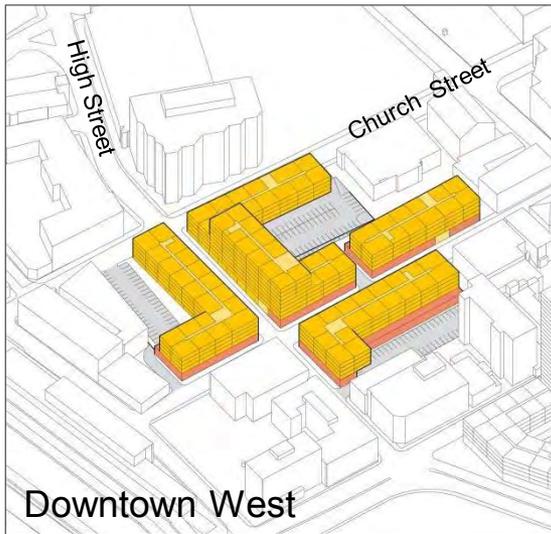
Priority Housing Sites



Ann Uccello



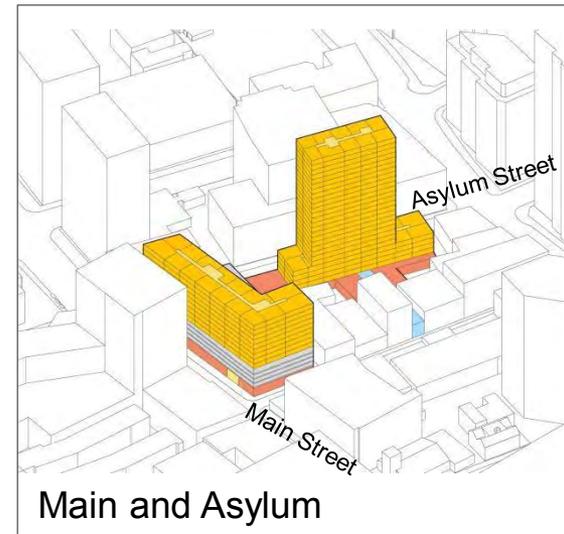
Main and Trumbull



Downtown West

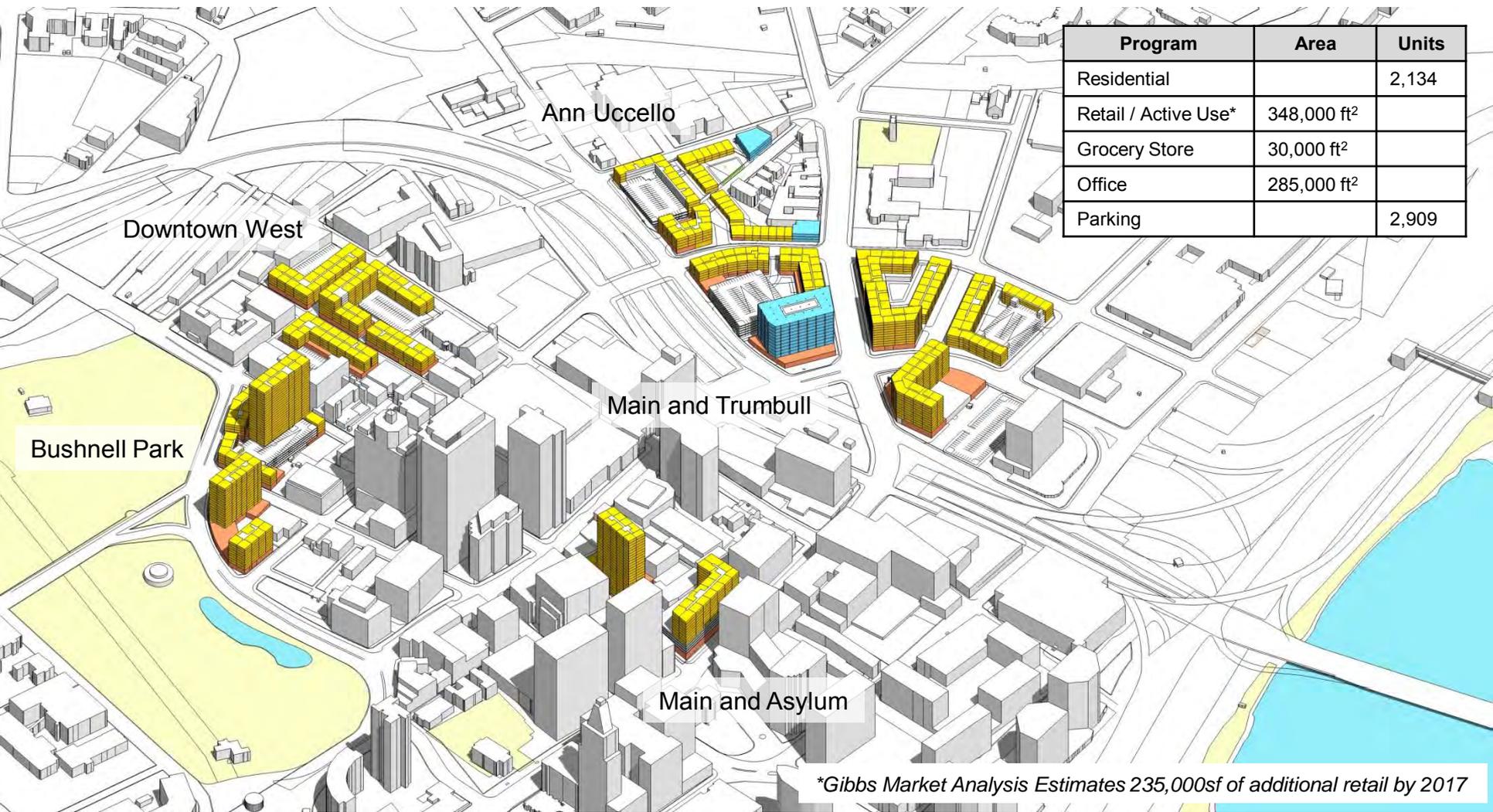


Bushnell Park

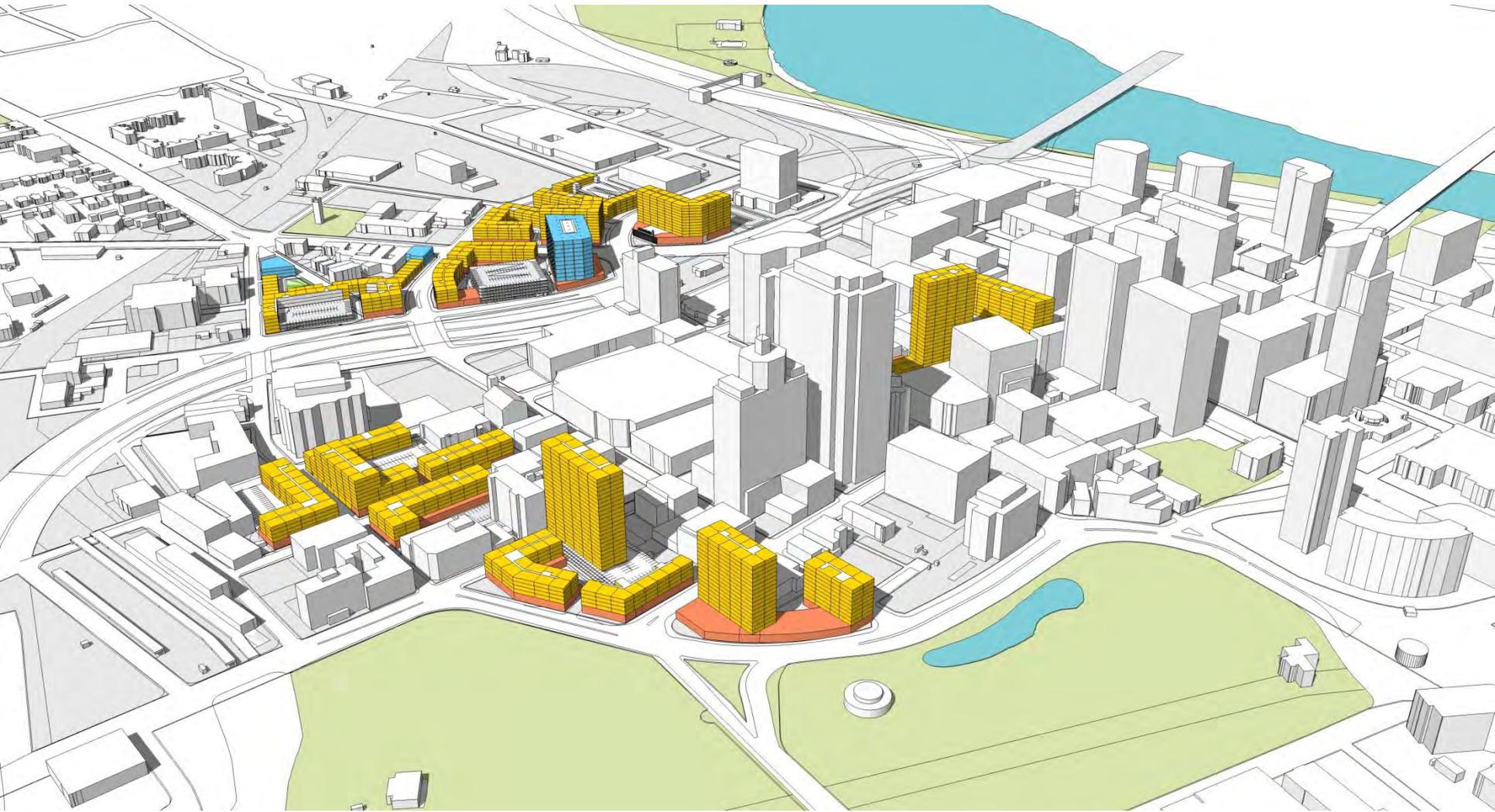


Main and Asylum

Priority Housing Sites

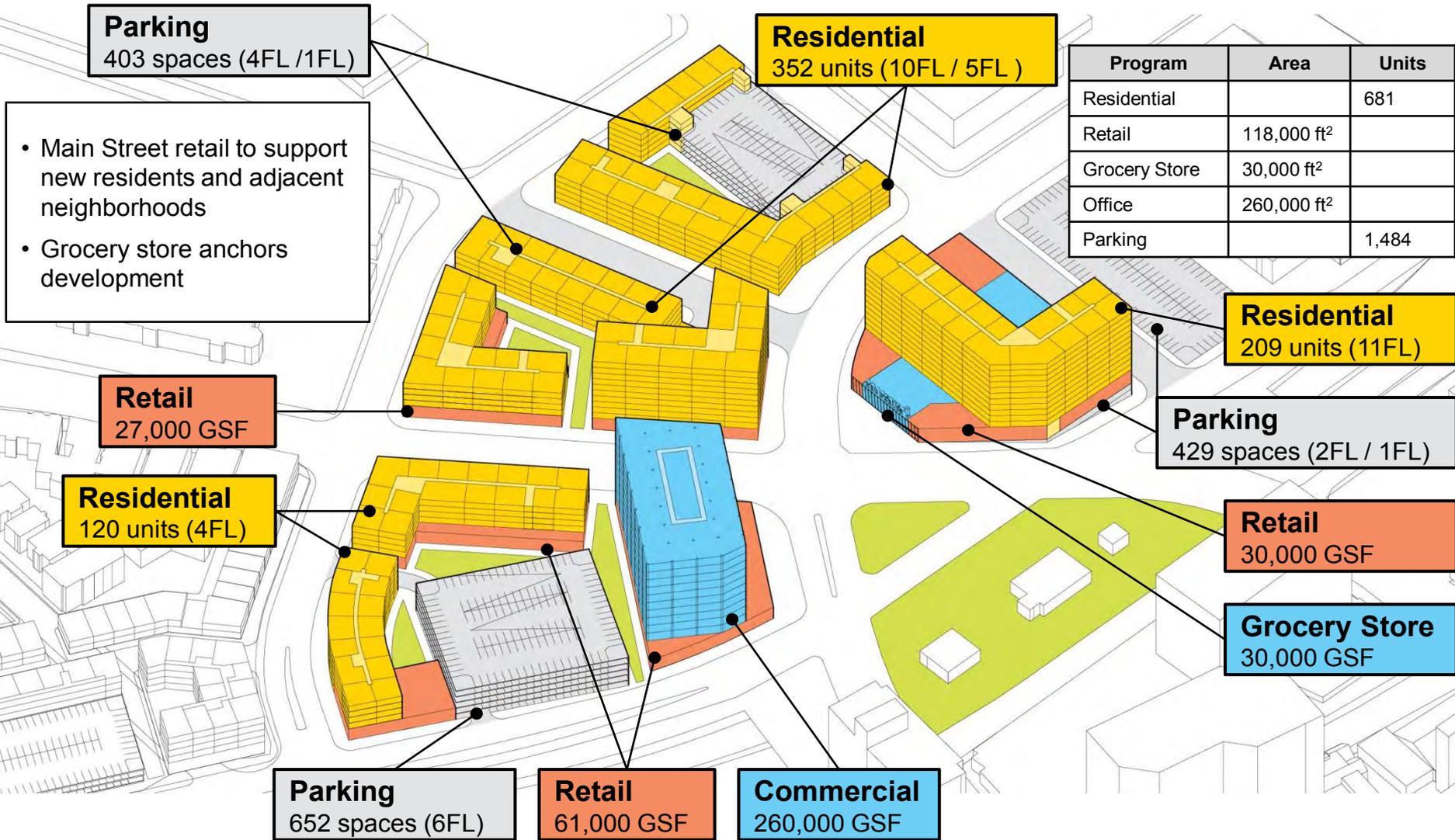


Priority Housing Sites

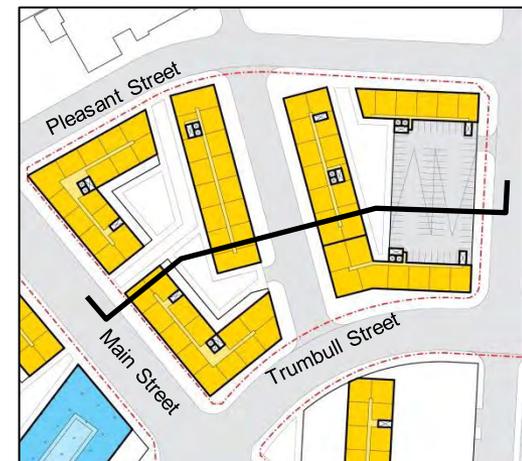
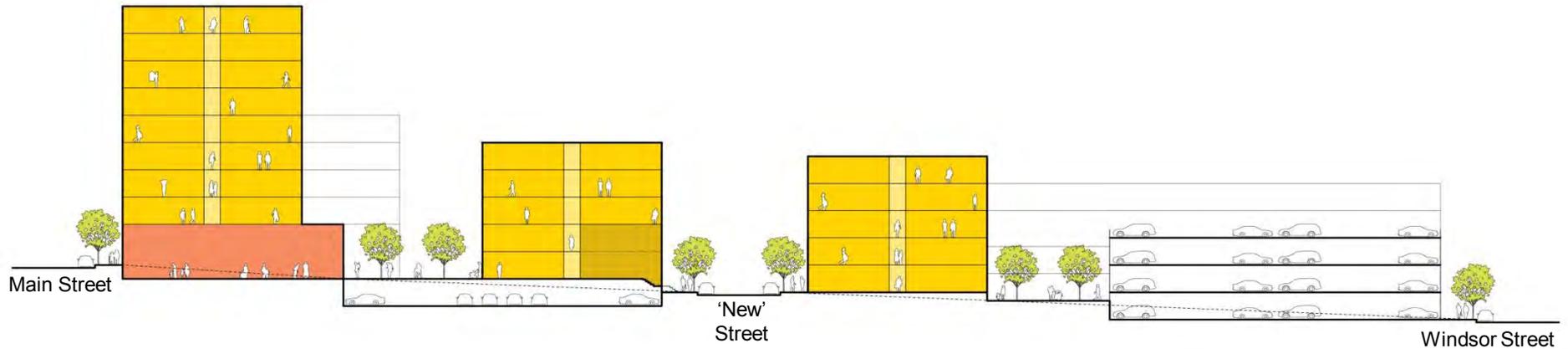


Downtown Hartford – looking north east

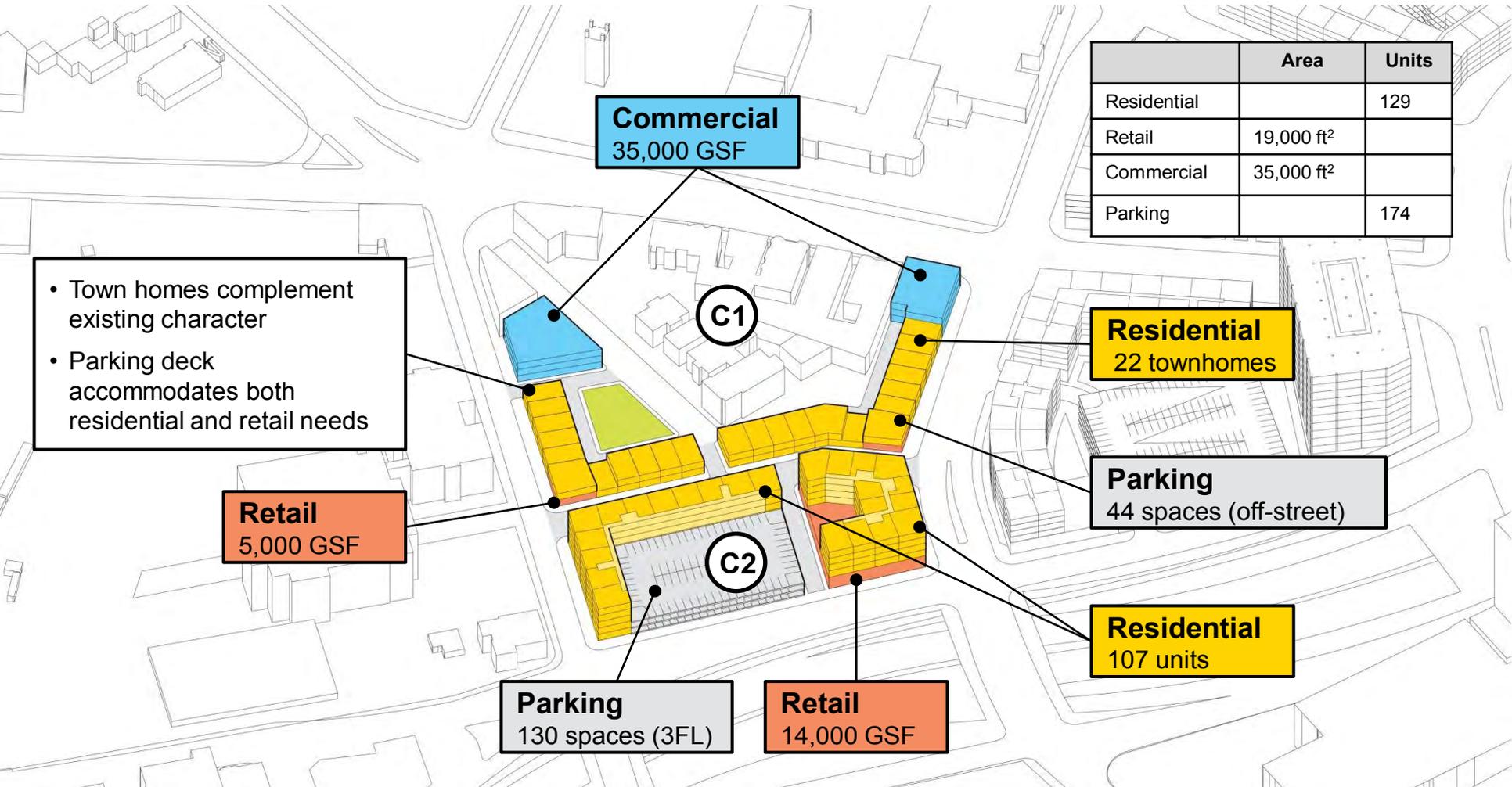
Site D: Main and Trumbull



Site D: Main and Trumbull



Site C: Ann Uccello



	Area	Units
Residential		129
Retail	19,000 ft ²	
Commercial	35,000 ft ²	
Parking		174

- Town homes complement existing character
- Parking deck accommodates both residential and retail needs

Retail
5,000 GSF

Parking
130 spaces (3FL)

Retail
14,000 GSF

Residential
22 townhomes

Parking
44 spaces (off-street)

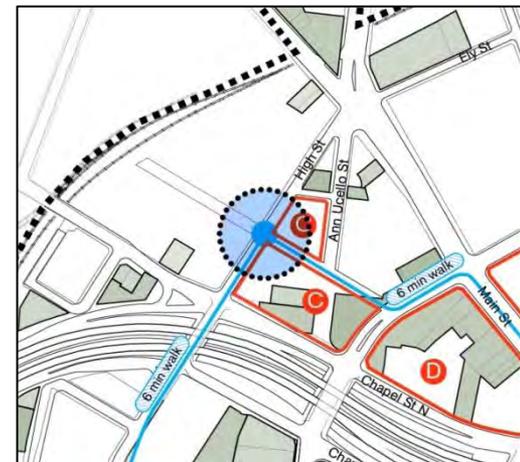
Residential
107 units

Site C: Ann Uccello



C1	Area	Units
Residential		22 TH
Retail	5,000 ft ²	
Commercial	35,000 ft ²	
Parking		44

C2	Area	Units
Residential		107
Retail	14,000 ft ²	
Parking		130

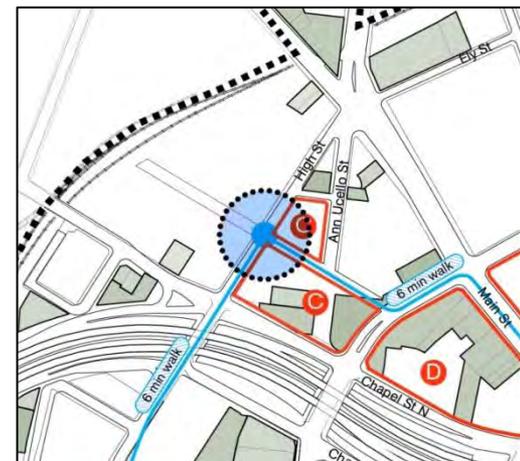


Site C: Ann Uccello



C1	Area	Units
Residential		22 TH
Retail	5,000 ft ²	
Commercial	35,000 ft ²	
Parking		44

C2	Area	Units
Residential		107
Retail	14,000 ft ²	
Parking		130



Hartford Streets: Let's make these streets...



Hartford Streets:...look like these streets!



Main Street: Existing Condition

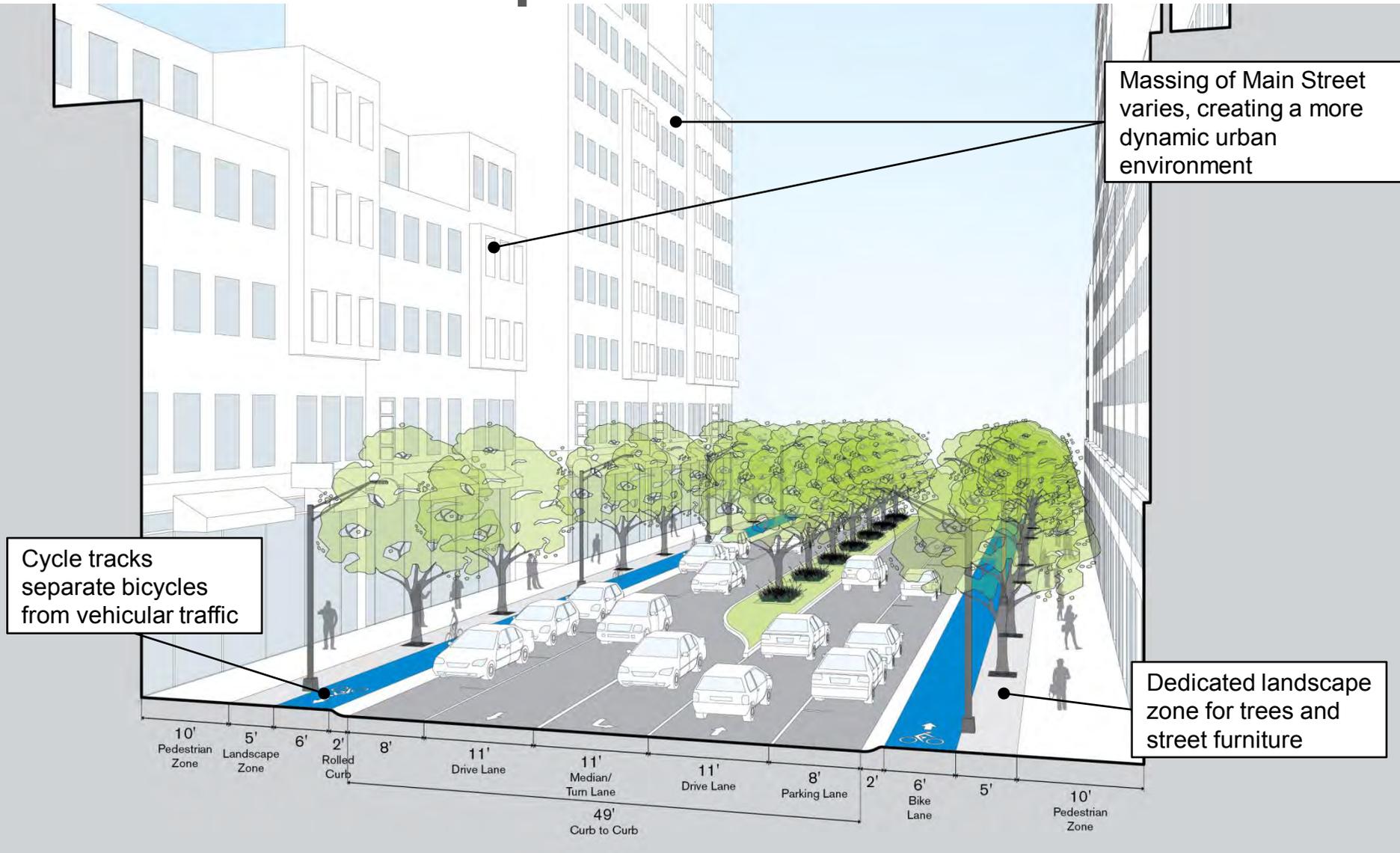
- Main Street is excessively large, which encourages higher speeds and a less hospitable environment



Main Street: Existing Condition



Main Street: Proposed A



Main Street: Proposed A



Hartford North Park: Landscape Framework



Hartford North Park



Hartford North Park



Hartford North Park



Hartford North Park



Tobias Rehberger and Schlaich Bergermann
Slinky Springs Bridge. Oberhausen, Germany

Hartford North Park



Gad Giladi and Annukka Larsen
End of Kilpinen Overpass. Jyväskylä, Finland



Hartford North Park

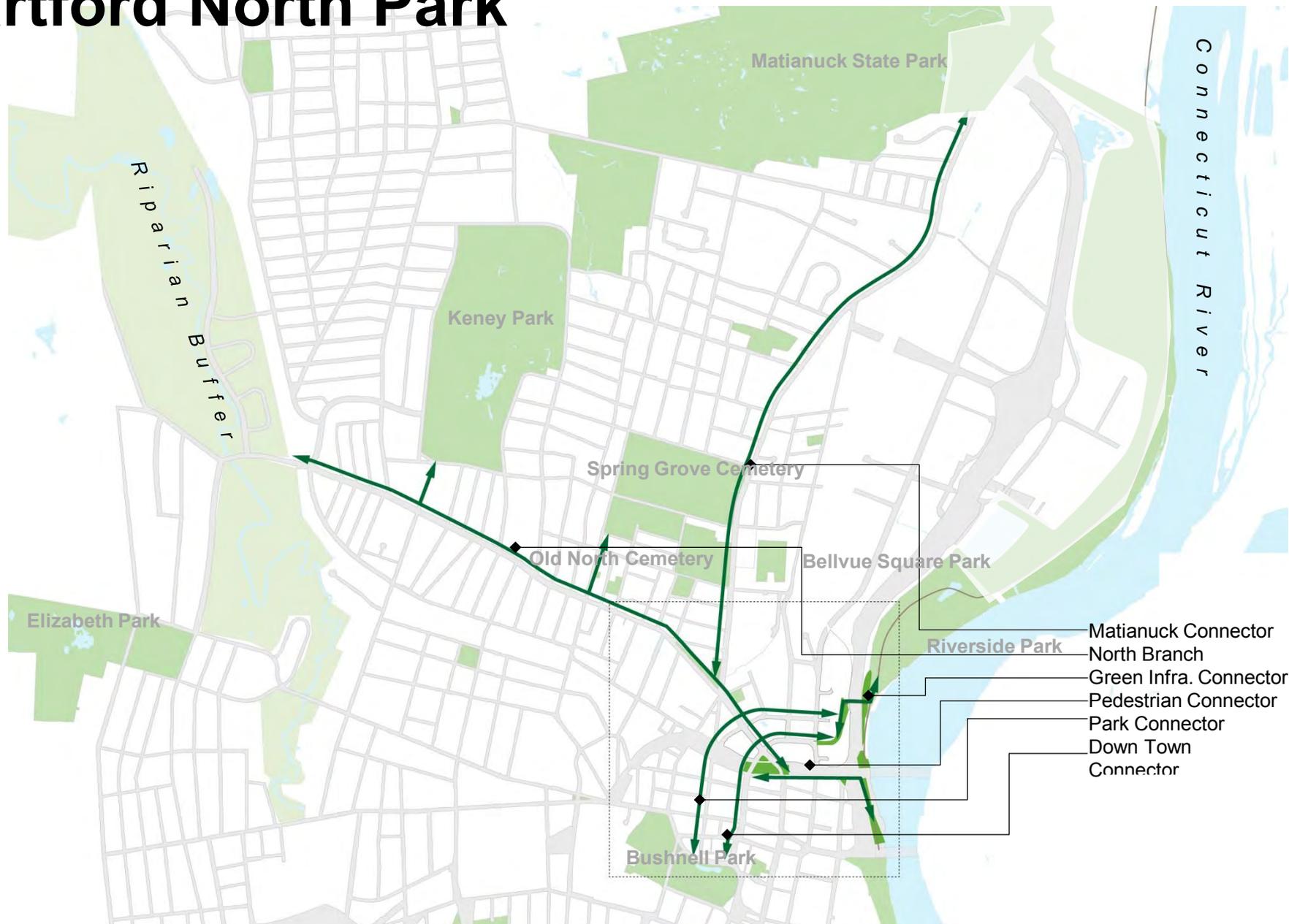


7N Architects and Rankin Fraser
Garscube Link. Glasgow, Scotland.

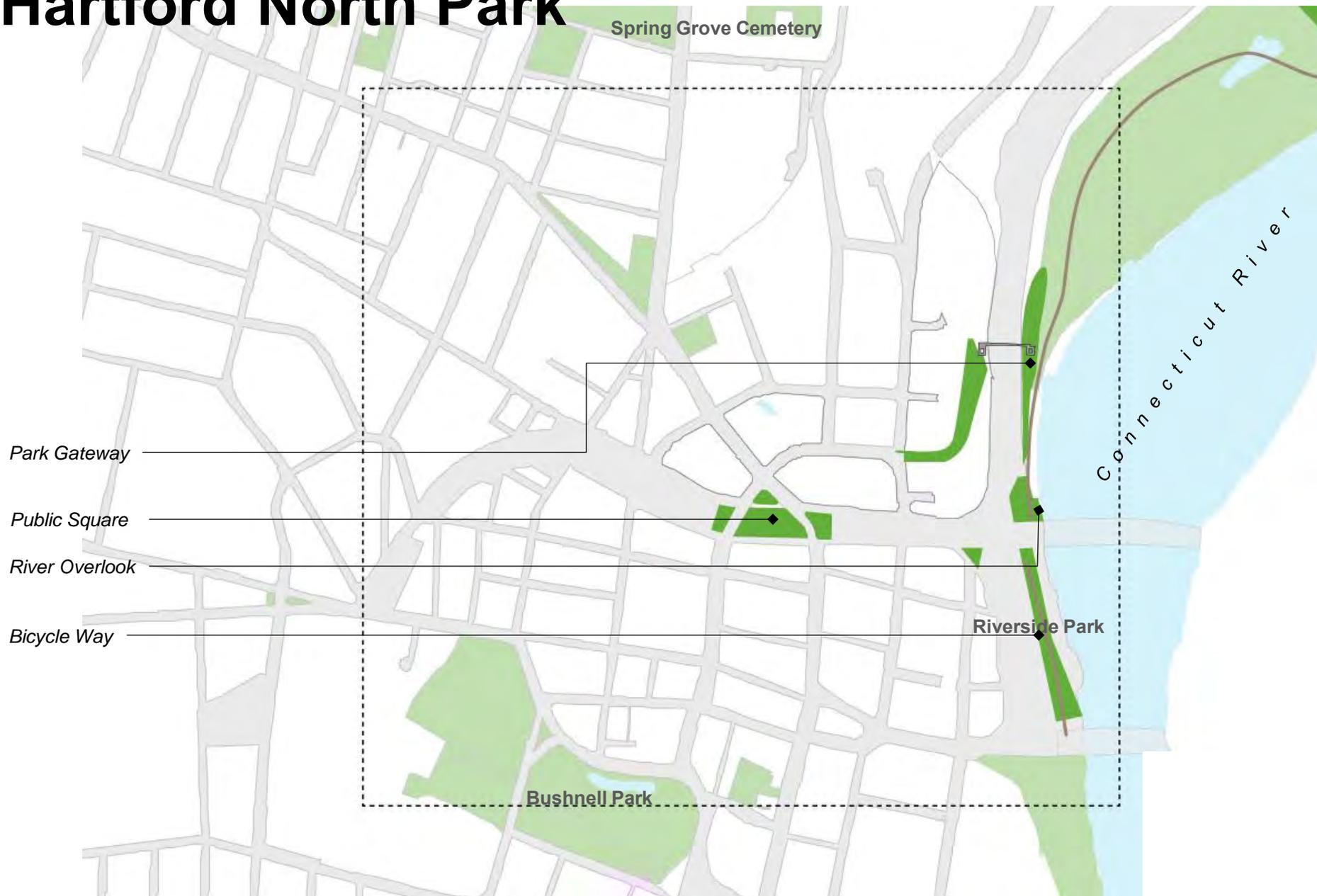
Hartford North Park



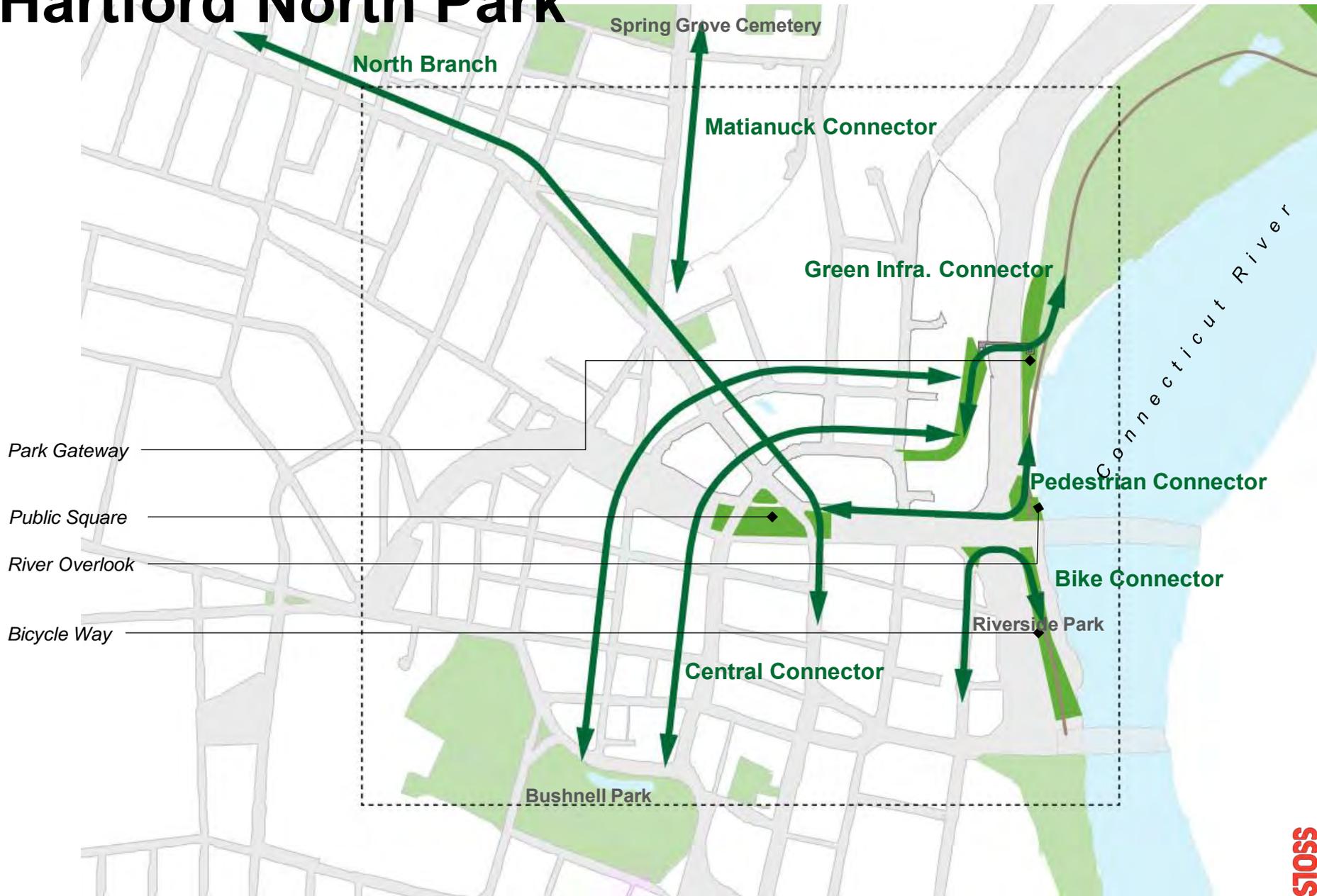
Hartford North Park



Hartford North Park



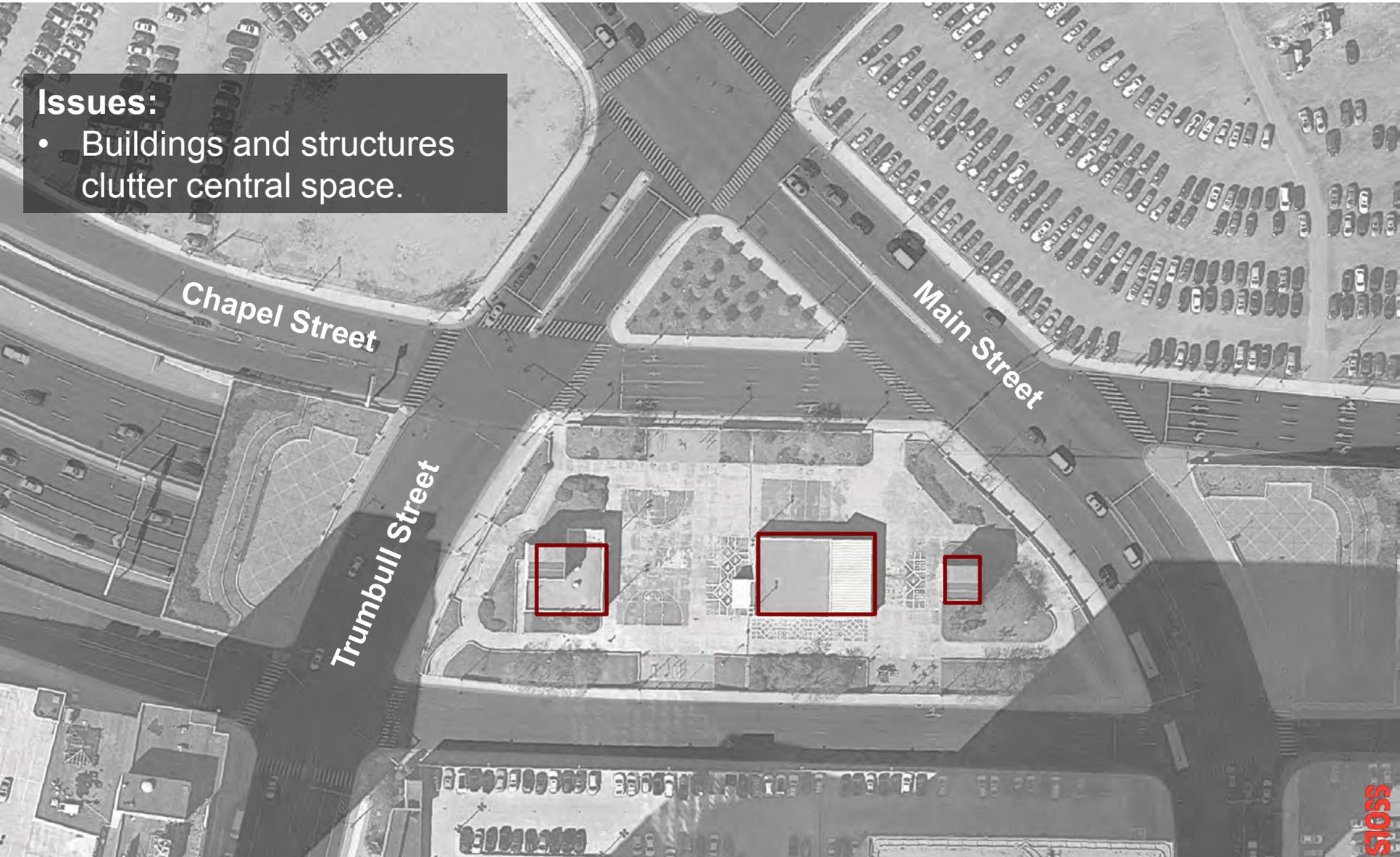
Hartford North Park



Hartford North Park - Public Square

Issues:

- Buildings and structures clutter central space.



Hartford North Park - Public Square

Proposal:
Create a unified space with
specialty paving in roads
and sidewalks

Eliminate walls and abrupt
grade changes



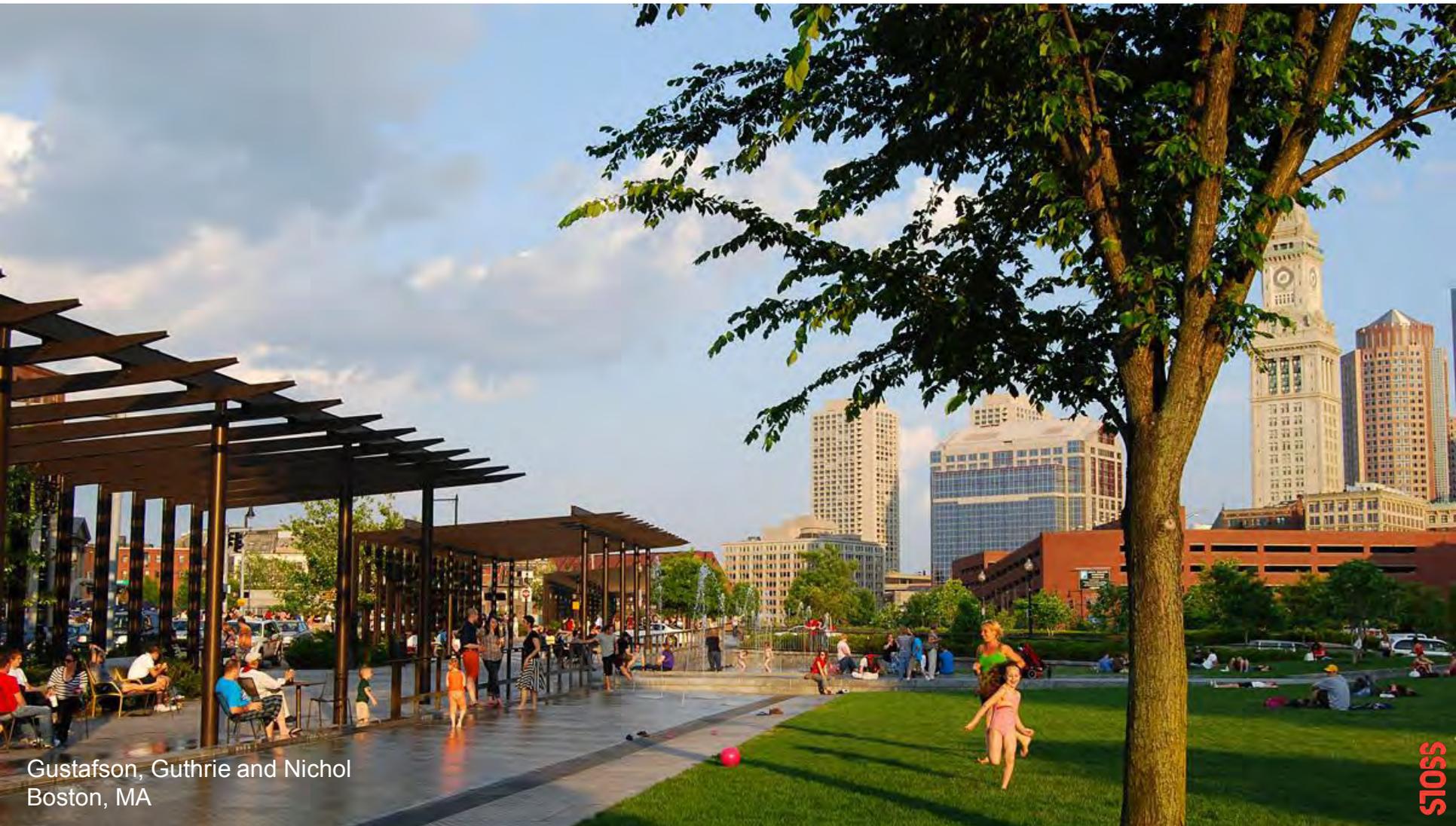
Hartford North Park - Public Square

Proposal:

- Buffer the space with a new urban forest that reinforces the quality of the space



Hartford North Park - Public Square



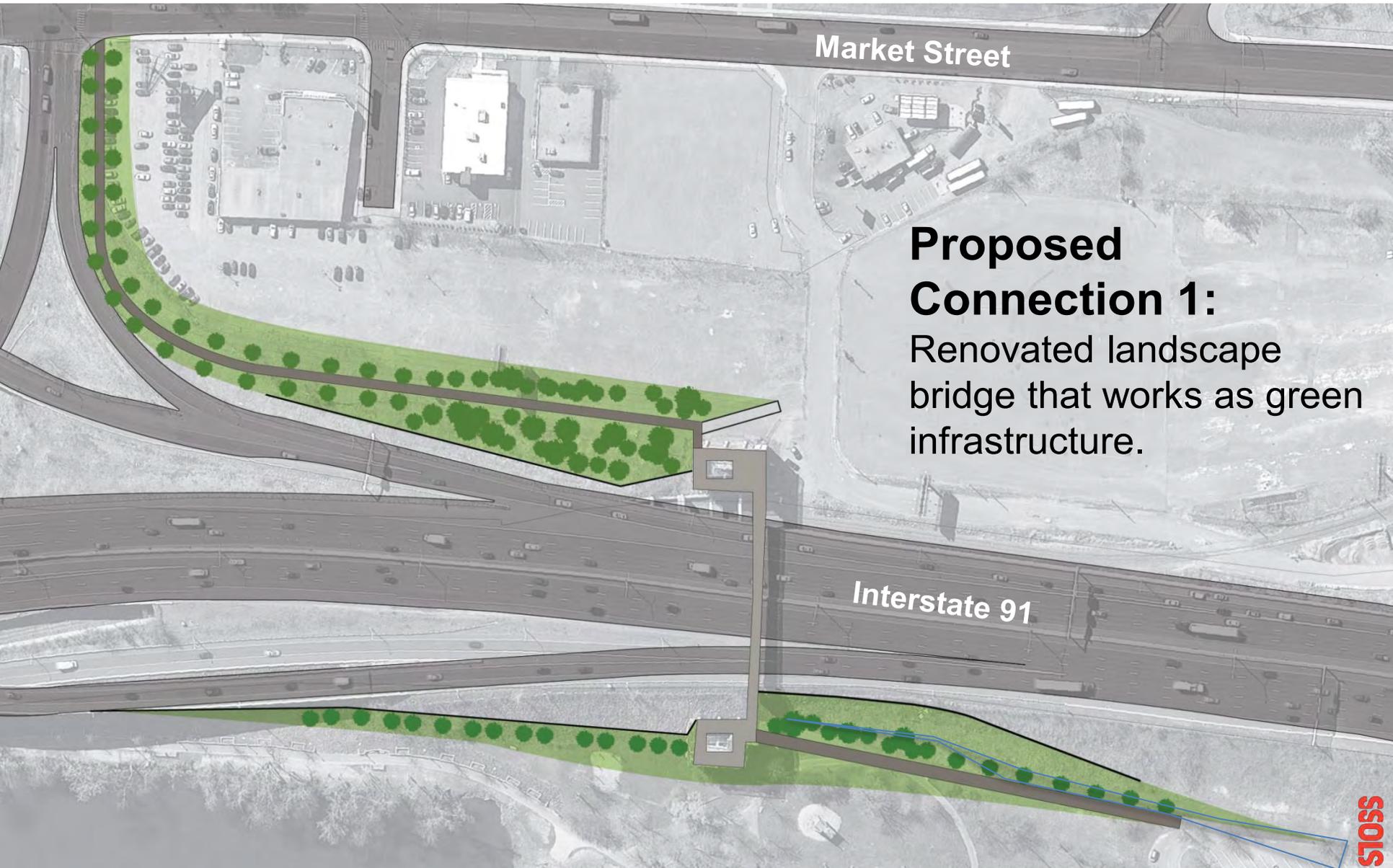
Gustafson, Guthrie and Nichol
Boston, MA

STOSS

Hartford North Park – Park Gateway



Hartford North Park – Park Gateway



Market Street

**Proposed
Connection 1:**
Renovated landscape
bridge that works as green
infrastructure.

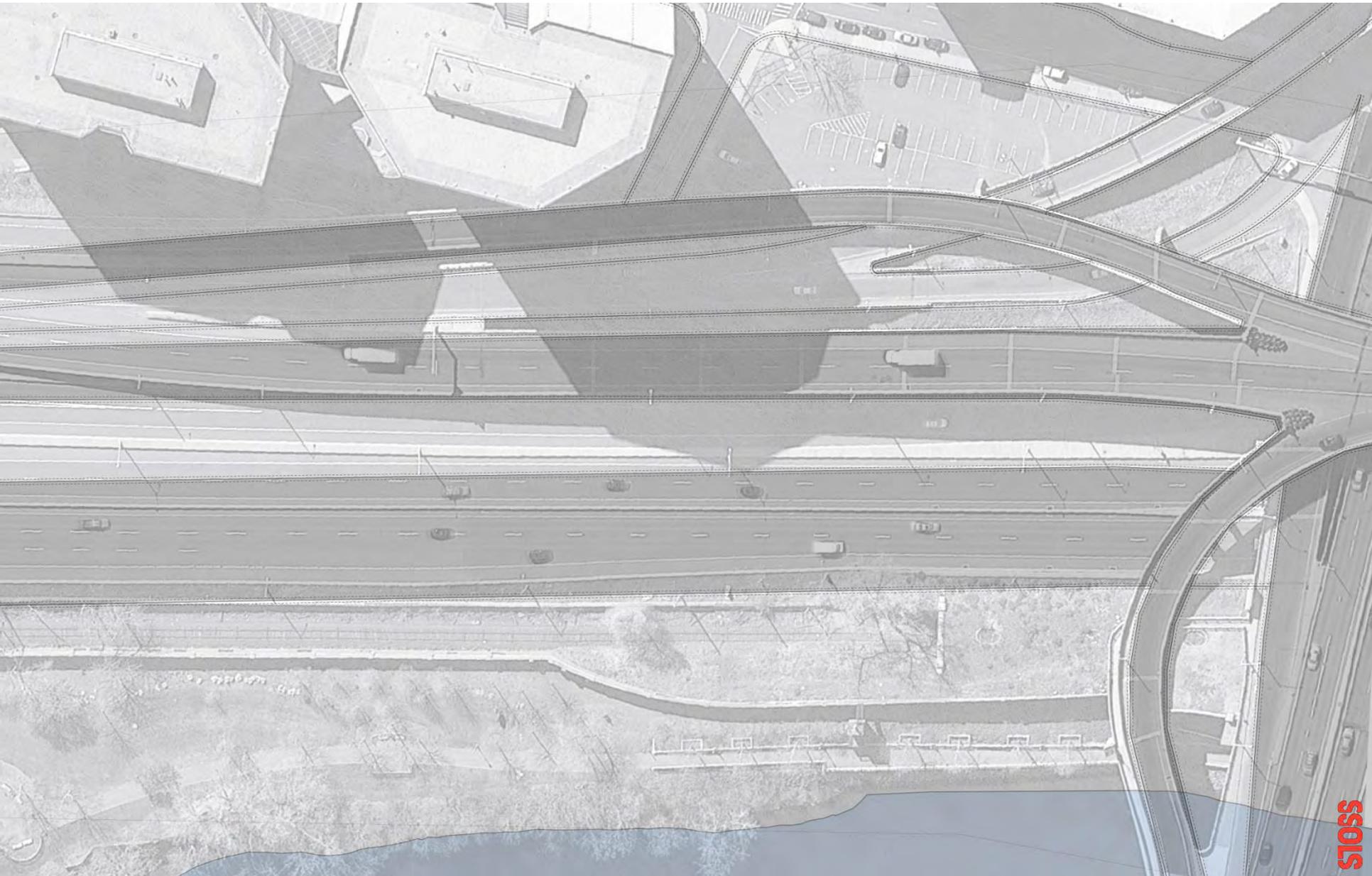
Interstate 91

Hartford North Park – Park Gateway



Charles Jenks - Various

Hartford North Park – Bike Connector

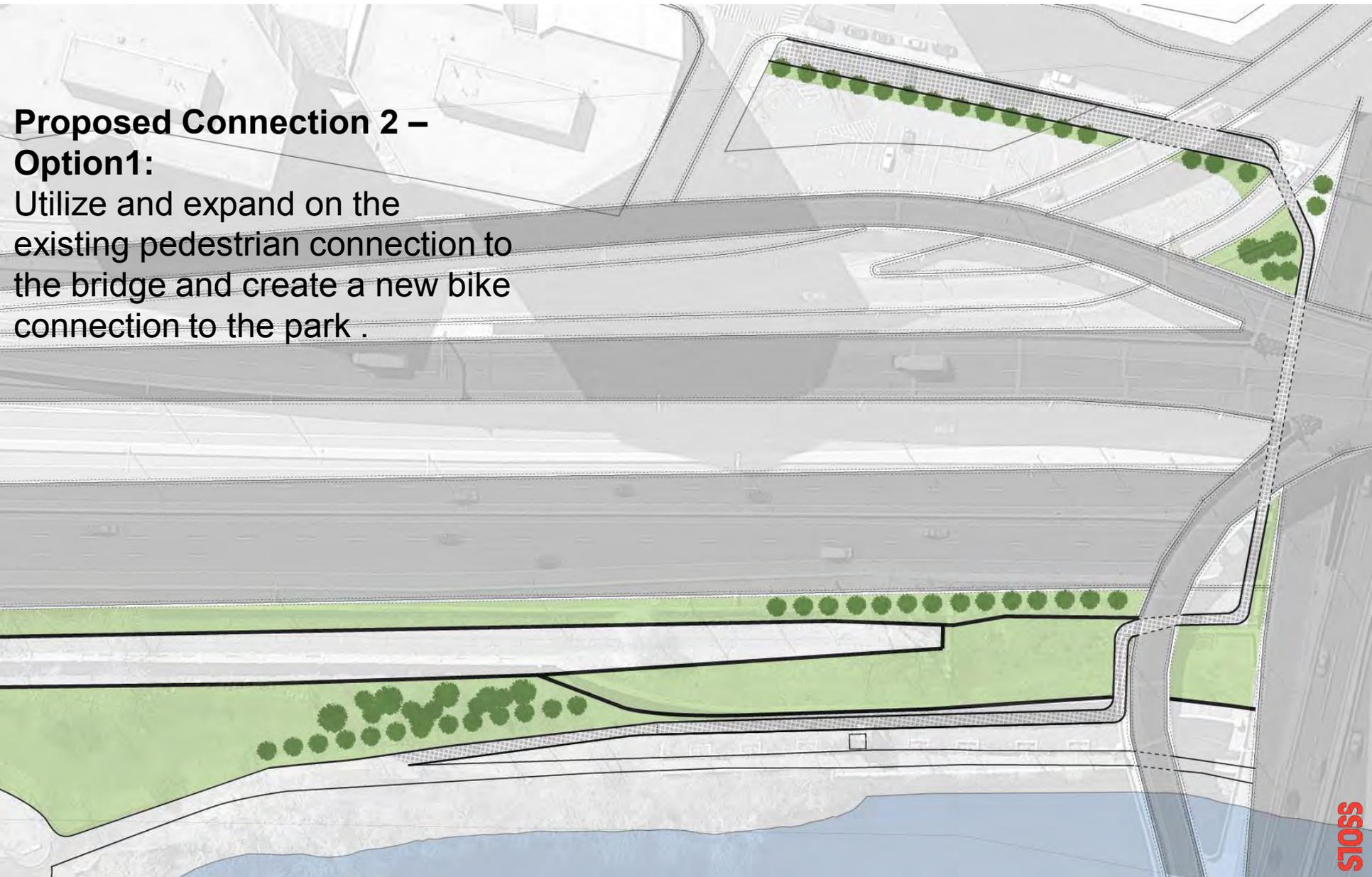


Hartford North Park – Bike Connector

Proposed Connection 2 –

Option 1:

Utilize and expand on the existing pedestrian connection to the bridge and create a new bike connection to the park .



Hartford North Park – Bike Connector

Proposed Connection 2 – Option 2:

Utilize and expand on the existing pedestrian connection to the bridge and create a new bike connection to the park .



Hartford North Park – Pedestrian Connector



Hartford North Park – Bike Connector



Next Steps!

North Park Public Meeting 10.10.13

1. **Begin coordination with city-wide zoning analysis**
2. **Meet with zoning consultant**
3. **Formulate design guidelines based on preferred massing and street sections**
4. **Coordinate with “in-progress” City design guidelines**