

iQUILT OVERVIEW

Produced by Suisman Urban Design
and Team for The iQuilt Partnership



**DOWN
TOWN
HART
FORD**

THEiQUILTPLAN
WALKING / CULTURE / INNOVATION



iQUILT PUBLIC/PRIVATE **PARTNERSHIP**

City of Hartford
State of Connecticut
MetroHartford Alliance
Greater Hartford Arts Council
Hartford Business Improvement District
Bushnell Center for the Performing Arts
Metropolitan District Commission
Bushnell Park Foundation
Riverfront Recapture

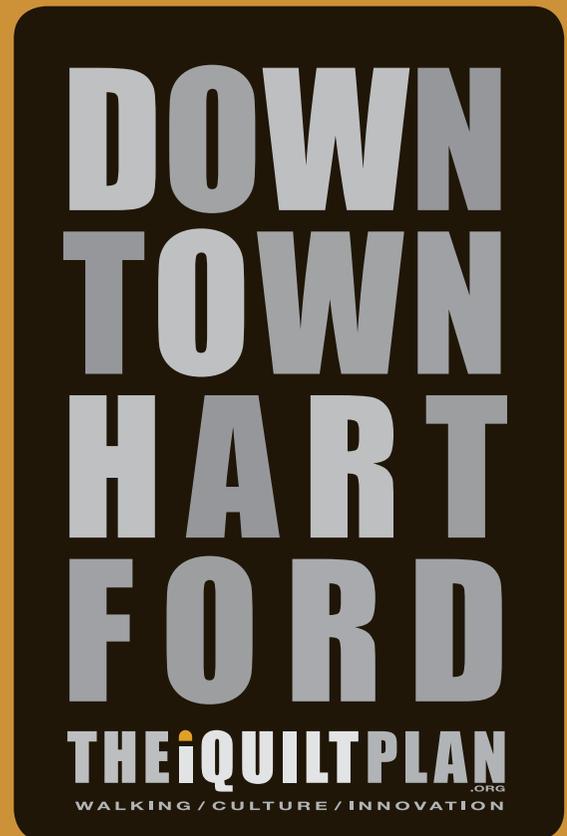
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and The iQuilt Partnership

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January 2012

The Board of Directors of the iQuilt Partnership is pleased to present this Overview of the iQuilt Plan as developed by Doug Suisman of Suisman Urban Design. Working with arts, business, education, and community leaders over the past three years, Doug and his team of talented professionals have helped define a shared vision for downtown Hartford, based on the three themes of walking, culture, and innovation. The iQuilt Plan lays out a strategy and design for making Downtown's public spaces more enjoyable and walkable, day and night in all four seasons, by linking Hartford's extraordinary arts and cultural assets and by showcasing the Region's strengths in cultural and industrial innovation.

The goal is to make Connecticut's capital city more culturally vibrant, environmentally sustainable, and economically prosperous. The design is visionary, but the means are practical: build on the City's strengths and previous investments, such as the Riverfront redevelopment; leverage the full potential of its cultural assets, ranked 14th in the nation; integrate funded capital improvements; and focus on projects that are both achievable and transformative.

The iQuilt Plan is not a single project, but an integrated suite of projects -- public and private, large and small -- which can be implemented by different entities in multiple phases. They include a Downtown website, wayfinding signage, and enhanced transit stops as well as new park spaces and public gardens with flowing water bordered by shops and housing. While some of the designs in this overview are very detailed and others only illustrative, the implementation of all are subject to securing appropriate approvals and financing. It's most important to emphasize that the individual and collective aim of all of the projects is to enhance public space, increase foot traffic on downtown sidewalks, upgrade public transit, implement "green infrastructure", and promote energy efficient buildings.

In short, the iQuilt Plan will make Downtown the shared "living room" for the City and Region and a magnet for investment and economic development in retail, housing, and commerce thereby enhancing an urban center that attracts visitors, residents, and the talented workforce needed to drive our regional economy. The iQuilt Board looks forward to continued collaboration with all sectors of the community and to implementing the iQuilt vision so that Hartford prospers as the Region's dynamic urban core.

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iQUILT



TWO RIVERS. TWO PARKS.

Hartford was founded in 1636 on a rise between two rivers. In the 19th and 20th centuries, visionary citizens created verdant parks along each river.

Now it's time to connect them.

CULTURAL TREASURES.

In its nearly 400 year history,
Hartford has built and
cared for an extraordinary
collection of cultural assets,
ranked 14th in the nation.

Now it's time
to connect them.





INVENTIVE NATIVES. CREATIVE INHABITANTS.

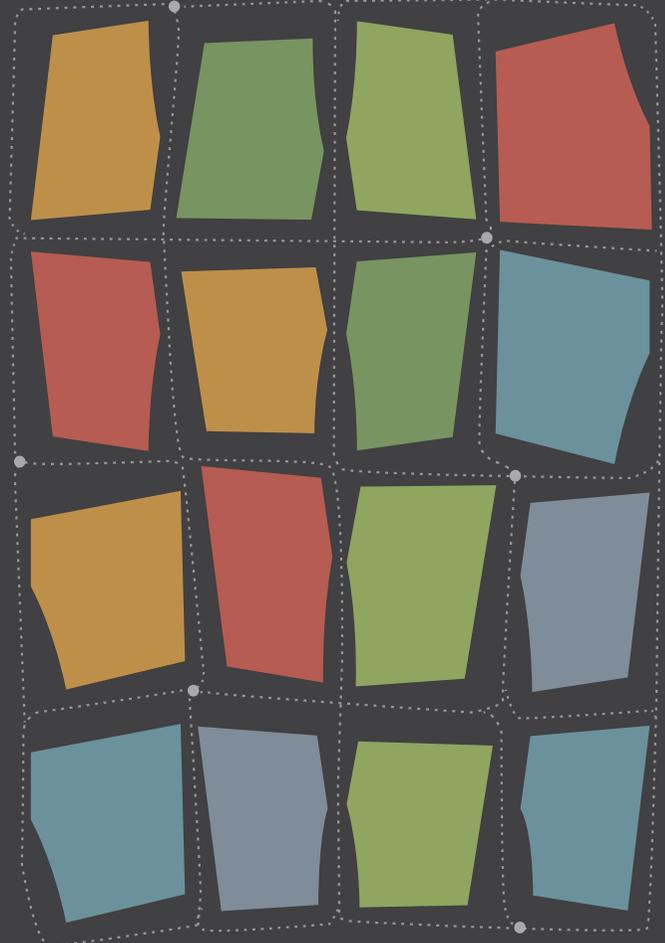
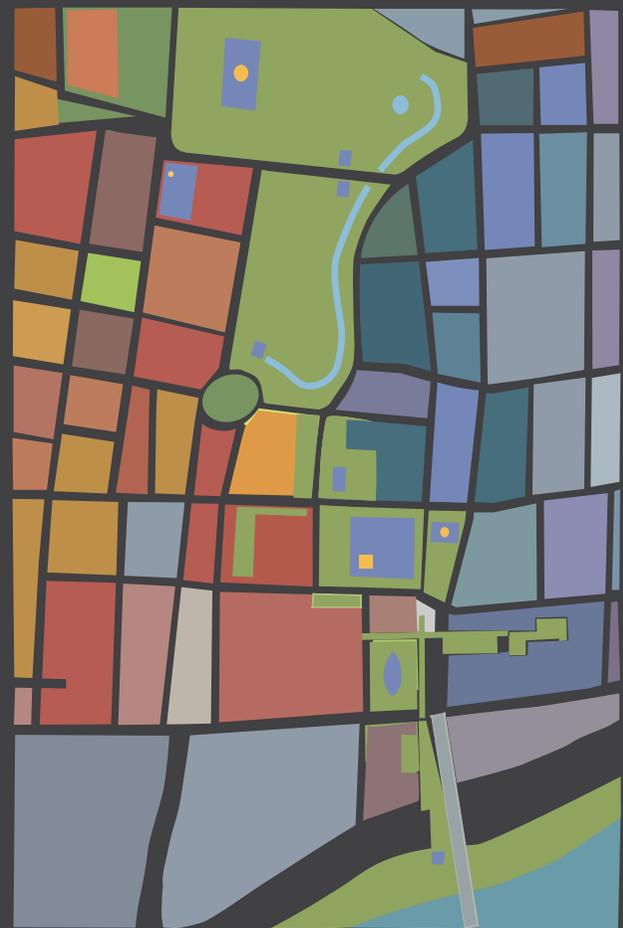
Inventors. Innovators. Visionaries.
Creators. Hartford has a
centuries-long (and still-strong)
tradition of producing and
attracting talented, practical,
imaginative people.

Now it's time
to connect them.

DOWN TOWN HART FORD



THE iQUILT PLAN.
WALKING.
CULTURE.
INNOVATION.



The iQuilt Plan is a bold and historic initiative to connect Hartford's people, places, and art -- creating a more vibrant, prosperous and sustainable city for its fifth century.

An iQuilt Chronology

HARTFORD'S URBAN HISTORY



"Hartford at State Street" by John Stobart, 1873
courtesy City of Hartford

MAKING DOWNTOWN WALKABLE



courtesy Riverfront Recapture

1600's	1636 - Hartford founded at the confluence of the Connecticut and Park Rivers
1700's	1639 - "Fundamental Orders" - world's first written constitution
1800's	1796 - Old State House - nation's oldest state house, Bulfinch's first public building
	1842 - Wadsworth Atheneum opens - first public art museum in U.S.
	1854 - Bushnell Park, first publicly voted and funded park in U.S.
	1879 - State Capitol completed
1900's	1903 - Elizabeth Park, first municipal rose garden in U.S.
	1907 - First permanent public planning body in U.S.
	1912 - Comprehensive city plan by Carrere & Hastings
	1919 - Travelers Tower completed
1930's	1930 - Bushnell Memorial (Center for the Performing Arts) completed
	1945 - Park River placed in underground conduit after repeated flooding
	1948 - Bushnell Park reopens after redesign
1960's	1964 - Constitution Plaza completed
	1965 - Interstate 91 completed through downtown Hartford
	1967 - Bushnell Park threatened by proposed highway and state office complex
	1968 - Interstate 84 completed through downtown Hartford
	1972 - State Capitol declared national historic landmark
1980's	1980 - First efforts to reconnect pedestrians to Connecticut River
	1989 - State Capitol restoration completed
1999	Riverfront Plaza opens after an 18-year effort to reconnect to riverfront
2000	
2001	Footbridge over Columbus links Constitution Plaza to riverfront
2002	
2003	RiverWalk Downtown opens, linking Bulkeley and Founders Bridges
2004	
2005	Convention Center and hotel open
2006	
2007	Riverwalk North opens
2008	iQuilt Phase 1 - Concept and Urban Design Plan
2009	
2010	Science Center opens
2011	iQuilt Phase 2 - Strategic Plan, GreenWalk, Bushnell Park Plan
2012	iQuilt Phase 3 - inVisionFest, Main Street, Bushnell Park North
2013	iQuilt Implementation: Wayfinding, Pilots, Key Projects
2014	iQuilt Implementation Continues
2015	
2016	⋮ ↓

The iQuilt Concept

THE IQUILT PLAN is downtown Hartford's exciting urban design strategy for walkability and creative placemaking. It capitalizes on two of Hartford's greatest strengths: its extraordinary concentration of arts, cultural and landscape assets and its exceptionally compact downtown. The cultural assets are physically close, but the pedestrian links between them are often weak. The iQuilt Plan strengthens those links. It offers an array of physical and programmatic improvements to the pedestrian network of public space – parks, plazas, streets, and sidewalks.

The projects are a strategic mix of small and large, immediate and long-term, public and private. They can be implemented in stages. Each initiative is a patch that contributes to downtown's overall pattern or quilt. The "i" in iQuilt stands for innovation, and each project incorporates innovative approaches to walkability and placemaking. The goal is for downtown Hartford to become the central gathering place for the neighborhoods of the city and the towns of the region: a place of streets and sidewalks alive with people; a magnet for residents, visitors, creative workers and cultural innovators; a driver of economic activity and growth; and a model of livable, sustainable urban design.

The iQuilt Plan interweaves the urban landscape with the natural one. It honors the city's history as a thriving riverfront port and as an innovator in the design of public parks by connecting Bushnell Park and the State Capitol to the Connecticut River, and by bringing flowing water back to the riverbed of the Park River. This mile-long connection, called the GreenWalk, provides the east-west backbone for downtown's 10 mile pedestrian network of streets and sidewalks. Fused with the north-south Main Street ridge, this irregular grid creates the seams of the iQuilt, weaving together more than 40 historic and cultural landscapes, sites, artworks, and institutions.

"The iQuilt plan is vital to creating the vibrant 24-hour downtown that should be the center of the city and the region."

Hartford Courant

Hartford's irregular street plan, shown below as it existed in 1640, is the inspiration for the "quilt" metaphor that has shaped the project since its inception.



Three Themes

The iQuilt Plan is organized around three themes: Walking, Culture and Innovation. Each represents a goal for Hartford's fifth century: Sustainability, Vibrancy, and Prosperity.

WALKING



Hartford's beloved Mark Twain was an avid walker...once a year he and his friend Joseph Twichell took an adventure walk around all of Hartford. He's a model pedestrian. The iQuilt Plan will enhance the walkability of downtown Hartford, and underscore walking as an enjoyable, healthy, and sustainable way of moving around the city and experiencing its cultural riches...

CULTURE



The Corning Fountain was designed and executed by sculptor J. Massey Rhind and installed in Bushnell Park in 1899. The fountain was a gift to Hartford by John J. Corning to honor his father, who had operated a grist mill on the site. Along with its many animal and human figures, the fountain is topped by a bronze hart, or male deer, the symbol of the city. In its combination of philanthropy, history, symbolism, and art, the fountain embodies the goal of the iQuilt Plan: to highlight - and connect - Hartford's cultural treasures.

INNOVATION



Hartford has always made things, and the creative spirit - the will to imagine, invent, and innovate - is a part of the city's legacy, its economy, and its future. Names like Colt, Olmsted, Stowe, Twain, Pope, Wadsworth, Pratt, Whitney, Lewitt, and Kaman evoke Hartford's production of new tools, machines, vehicles, landscapes, art, and ideas. The beauty of aerospace design captures the combination of pragmatism, elegance, and ingenuity that helps define Hartford's cultural identity.



courtesy: Greater Hartford Arts Council

OUTREACH

Since its earliest days in 2008, the iQuilt Plan has engaged the public in the process of developing its themes, concepts, designs, and strategies. This has included more than 14 public presentations and workshops and more than 80 briefings for more than two thousand public officials, stakeholder groups, and private citizens. A website launched in April 2011 has attracted more than 4,600 individual viewers and 18,000 page views. In the new governance structure of the iQuilt Partnership, a 501c3 non-profit organization, a Board of Corporators will include as many as 75 members of the public in the project's oversight.



ACCEPTANCE

The iQuilt concept, originally developed by the Bushnell Center for the Performing Arts, with the support of the Greater Hartford Arts Council, was officially adopted by the Hartford City Council in 2010 as a key component of "One City, One Plan", the city's ten-year blueprint for conservation and development. Under the day-to-day management of the Metro Hartford Alliance, the iQuilt Partnership now represents a comprehensive coalition of Hartford's public, private, non-profit, and community organizations.

RECOGNITION

The iQuilt Plan has received broad recognition in the city, the state, and the nation. Rocco Landesman, Chairman of the National Endowment for the Arts, has called it one of the best plans in the country -- the Endowment has given Hartford major grants two years running. The plan's design also received a major award from the American Institute of Architects.

NEA Cultural Placemaking Grant 2010
NEA Cultural Placemaking Grant 2011
AIA Honor Award in Urban Design 2010



Potential Benefits

The iQuilt Plan's combined focus on walking, culture, and innovation can have significant environmental, social, and economic benefits.

"I'm a true believer - the iQuilt will economically and culturally strengthen our capital city."

Congressman
John Larson

An improved pedestrian network will encourage more walking, reduce vehicular trips and **emissions**, improve the liveliness of downtown's sidewalk and public spaces, provide more **foot traffic** and customers for local shops, restaurants, cafes and cultural venues, and create an urban energy and quality of life that can attract **talented workers** to the city and region.

Across the country, initial investments in public space have paid off with multifold **private investment** in adjacent property, in the form of new housing, workplaces, shops, and restaurants (see Section 3 • Implementation)

Busy sidewalks can also improve **public safety** – both actual and perceived. Lively public environments, and a habit of gathering downtown, creates an irreplaceable sense of community and civic possibility that is the hallmark of most successful cities.

An improved walking and biking network contributes to **public health** both directly, through increased exercise, and indirectly, by conveying a message about healthy urban lifestyles. The network is a physical embodiment of the message that Hartford's health insurance and life insurance companies are already conveying to their customers: exercise reduces disease and extends life.

The **linking of cultural institutions** can not only increase visitors and attendance, but can create – indeed, in the iQuilt planning process, has already begun to create – a mutual support network including cross-promotion and cross-programming.

Hartford's **arts economy** is already a powerhouse. The strengthening of Hartford's position as an arts and culture magnet can be used to attract even more visitors to the city and region, from individuals to conventions. The enduring qualities of cultural achievement – great parks, art collections, performance, thriving public space – reinforce the city's identity and sense of place.

The focus on **innovation** is a constant reminder that Hartford, even with its cultural strengths, cannot live off of its proud past, but must renew and extend its tradition of ingenuity and invention. Innovation must be a practice as well as a byword, as the city seeks to re-establish strong economic foundations for its fifth century.

HARTFORD'S ARTS ECONOMY:

\$244 million in local economic activity

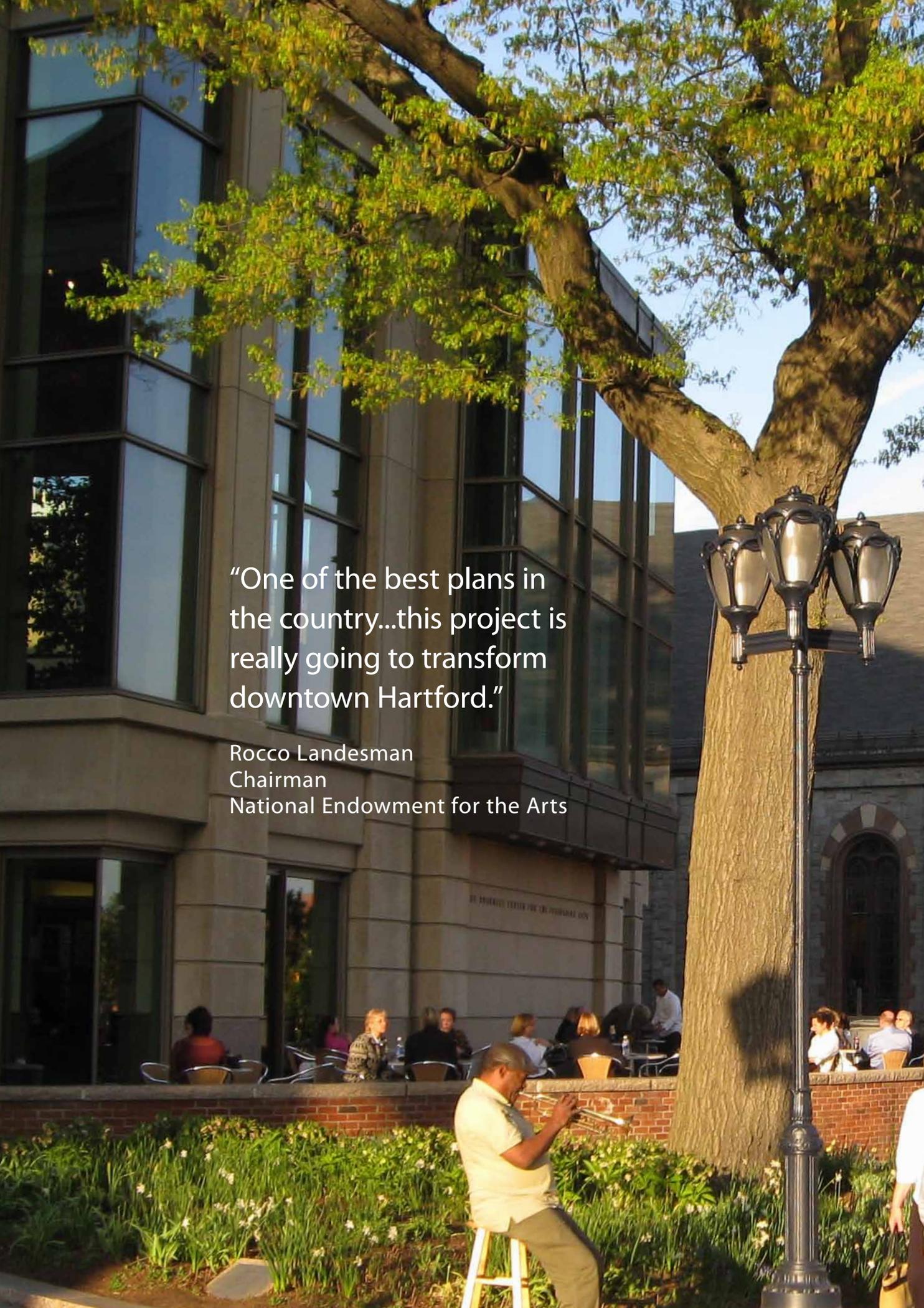
\$436 million in total impact

\$18 million in state revenue

1.25 million attendees

7,300 jobs

source: Greater Hartford Arts Council, 2008



“One of the best plans in the country...this project is really going to transform downtown Hartford.”

Rocco Landesman
Chairman
National Endowment for the Arts

The iQuilt Strategic Plan



Nine Initiatives for Downtown

c. 1928 view of Asylum Street and the curve of the Park River (just below) taken from the platform of Union Station. Lively sidewalks filled with pedestrians, vibrant storefronts, a balance of private and public transit, and flowing water in the park -- key goals of the iQuilt Plan.

Develop a visual language

Link Downtown's cultural assets

Enliven with cultural interaction

Build walkable, vibrant streets

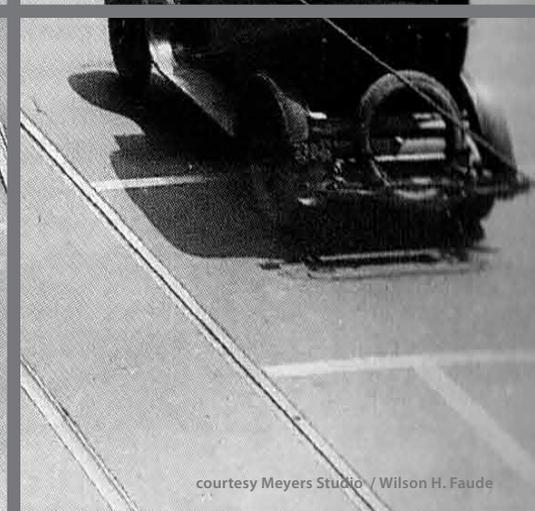
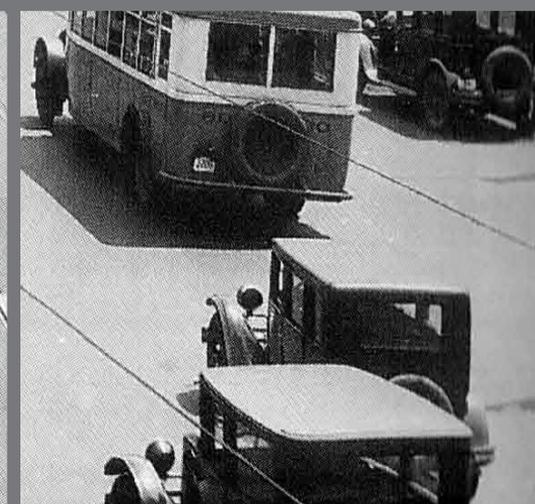
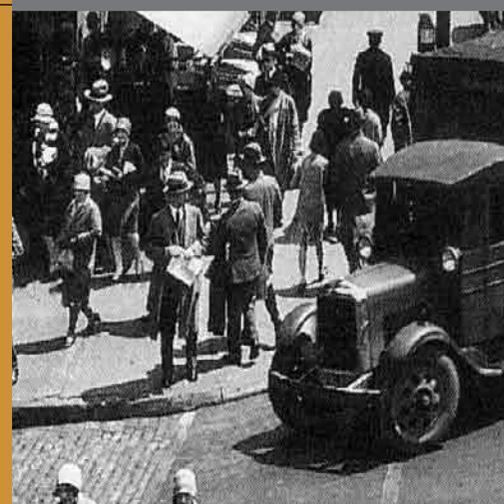
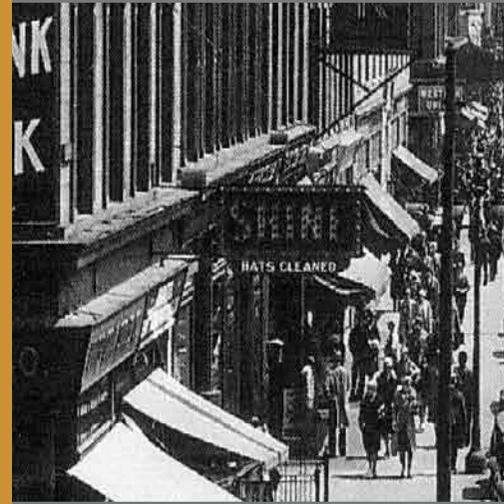
Enhance hospitality and comfort

Bring transit into the mix

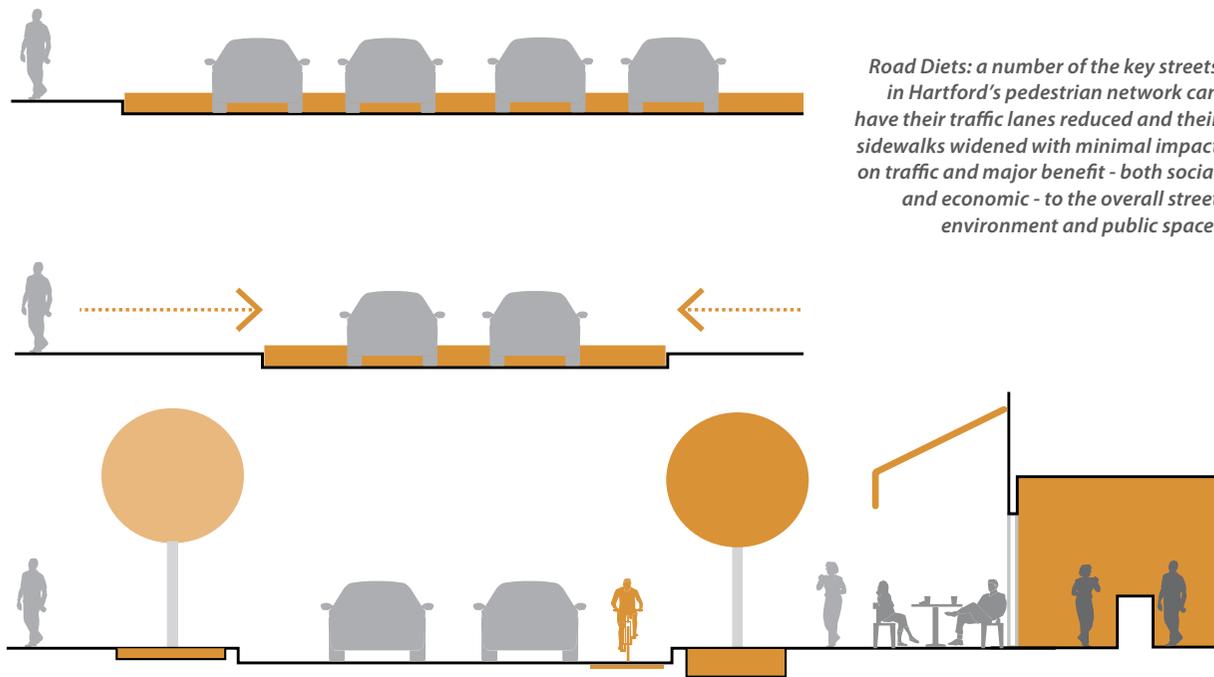
Show the way (and how long)

Make it easy to bike, run, exercise

Tell Downtown's story online



1. Build walkable, vibrant streets



Road Diets: a number of the key streets in Hartford's pedestrian network can have their traffic lanes reduced and their sidewalks widened with minimal impact on traffic and major benefit - both social and economic - to the overall street environment and public space.

ROAD DIETS AND COMPLETE STREETS

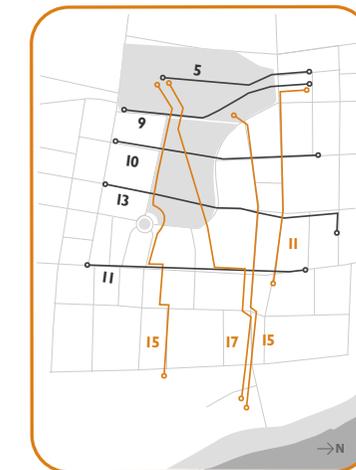
As in many cities, a number of Hartford's downtown roadways were widened excessively, on the long-held premise that vehicular traffic would always increase and must be accommodated. However, many cities have found that narrowing the roadway - putting streets on a "road diet" - has many benefits: calmer vehicular traffic, wider sidewalks, more pedestrians, and increased economic activity. The City of Hartford has already implemented a number of such projects and is reviewing others. The iQuilt plan includes traffic analysis and proposed redesigns for a number of key streets whose roadways can be narrowed.

This allows for a redesign of the street's cross-section to create a "complete street": a public space with a positive, balanced quality for a broad range of users: pedestrians, transit riders, cyclists, the elderly, the disabled, the young, as well as drivers of private vehicles. A complete street has much improved overall environmental experience and contributes to the vibrancy of its district.

The building of a complete street is intended not only to improve the environmental and social quality of public space, but to spur economic development on private property along its edges. Therefore complete streets should include guidelines, incentives, and prohibitions to encourage appropriate urban development, particularly mixed-use buildings with active uses along the sidewalk.



Street designed for convenience of car commuters (top); street designed for livability (below)



Walking distances in Downtown Hartford (minutes on foot)

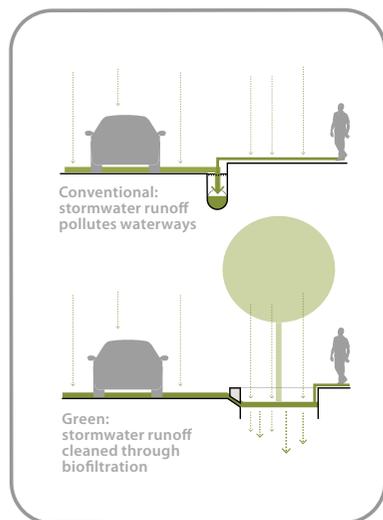
COMPACTNESS

Downtown Hartford has an inherent walkability because of its compactness. This is a competitive advantage over many other downtowns, which have spread out over the course of their development. Assuming an average pedestrian speed of around 3 miles per hour, most destinations within downtown are 5-15 minutes apart on foot. You can walk from the Capitol to the riverfront in about 17-20 minutes. However physical compactness can be undermined by psychological factors such as street discontinuity, walkways which seem dull or dangerous, or crosswalks which are unfavorably timed for pedestrians. Through pedestrian-oriented street design, downtown Hartford's actual compactness can be leveraged into a highly favorable (and economically advantageous) impression of easy walkability.

	Founders Bridge	Riverfront Plaza	Constitution Plaza	Science Center	Old State House	Convention Ctr.	Wadsworth	Bushnell	Memorial Arch	Capitol	Union Station
Founders Bridge											
Riverfront Plaza	1										
Constitution Plaza	4	5									
Science Center	2	3	3								
Old State House	5	6	2	4							
Convention Center	5	6	5	3	6						
Wadsworth	10	11	7	8	4	5					
Bushnell	16	17	14	15	12	15	10				
Memorial Arch	14	15	11	13	9	12	8	4			
Capitol	16	17	13	15	10	15	10	2	4		
Union Station	16	17	13	15	11	18	13	9	5	7	

1. Build walkable, vibrant streets

GREEN STREETS



The reconstruction of a street as a Complete Street allows for its simultaneous development as a Green Street: one that has built-in green infrastructure that captures and cleans stormwater before it can flow into and pollute waterways. This infrastructure can include permeable paving, in the sidewalk, roadway or crosswalks; "bio-swales", or recessed planted areas along the street curb to capture stormwater; raingardens or retention basins which hold excess water; cisterns which can save "graywater" for later use; and charging stations for electric vehicles.

The Metropolitan District Commission encourages green infrastructure in its efforts to reduce pollution in area waterways. The State of Connecticut and the City of Hartford have already completed green infrastructure pilot projects around the Capitol, setting the stage for wider application. The iQuilt Plan incorporates a number of green infrastructure elements in its street designs.

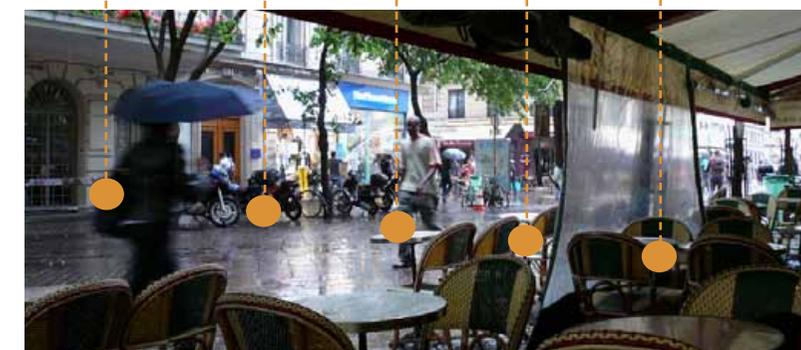
iQuilt proposal for green infrastructure on Capitol Avenue at Connecticut Square



Raingarden pilot project on the grounds of the Connecticut State Capitol



Implementation of the iQuilt Plan will create and showcase a catalog of pedestrian strategies and amenities. Some of these will be unique elements; others will serve as prototypes which can be applied throughout downtown.



HARTWALKS

The iQuilt Plan recommends the creation of three east-west walking trails that connect and highlight key cultural destinations, and to link downtown to its adjacent neighborhoods.



The trails would be marked with special signs, and walking tours would be organized as either guide-led or self-guided, with downloadable information from the web. While the trails would be designed especially for visitors, their information and wayfinding components should also be of help and interest to downtown workers and residents.

The RedWalk lies farthest south, and links together many special historical and cultural venues through the South Downtown neighborhood. The GreenWalk provides a "grand tour" of Hartford's major cultural and historic destinations. The BlueWalk runs farther north and threads through the central business district. Visitors can choose one of the three itineraries depending on their interests and available time. These walks can be expanded and extended into adjacent neighborhoods.



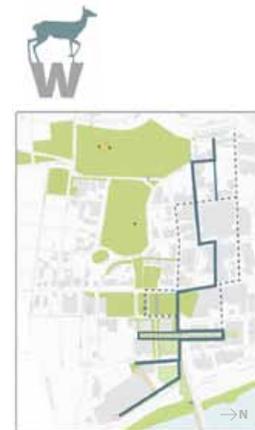
Hartwalks



- Culture & Community**
- River
 - Parks
 - History
 - Art
 - Architecture
 - Museums
 - Performance
 - Capitol



- The Grand Tour**
- River
 - Parks
 - History
 - Art
 - Architecture
 - Museums
 - Performance
 - Capitol



- Business & Brew**
- Business
 - Insurance
 - Manufacturing
 - Government
 - Shopping
 - Sports
 - Bars
 - Restaurants

2. Link Downtown's cultural assets



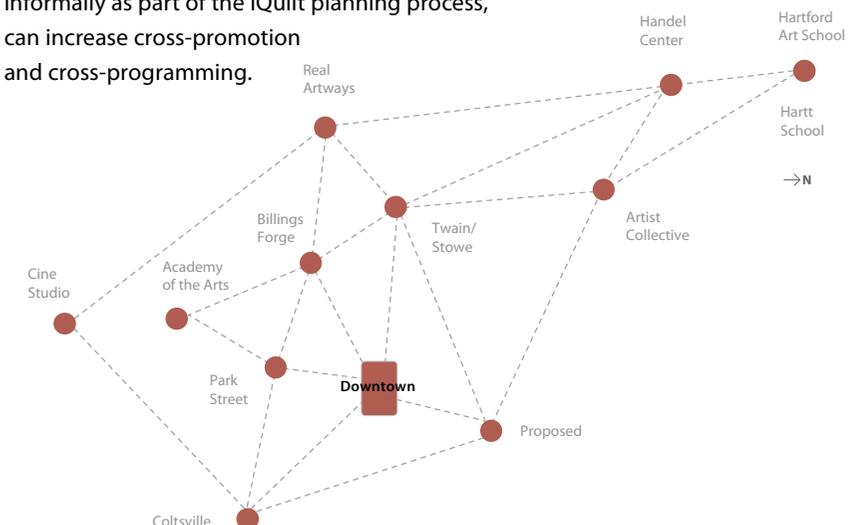
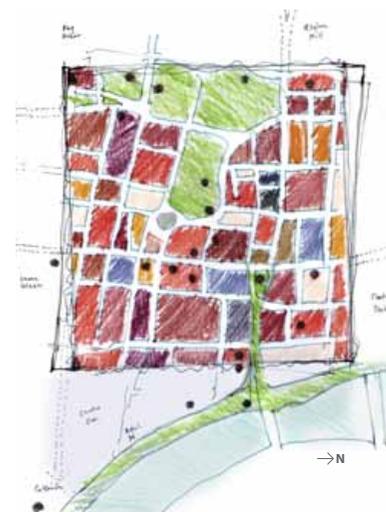
"North is to the right"
Though many maps of Hartford are oriented with north up, the maps used in this document are generally oriented with north to the right, unless otherwise indicated. This puts the Capitol at the top and the river at the bottom, reflecting Hartford's origins as a river port and its role as Connecticut's capital city.

THE STREETS AND THE GREENWALK

Linking Downtown's cultural assets is best accomplished through a readily understandable network of streets, squares, and walkways. Wayfinding infrastructure will help overcome visual barriers and show the way - for example, helping to understand the somewhat confusing pattern of street names (Asylum becomes State, Pearl becomes Central Row, Wells becomes Arch), and showing through routes on streets which terminate at a building (Allyn, Church, Pratt, Lewis among others). Pedestrian amenities will make the walking comfortable and enjoyable. And the GreenWalk will provide a large-scale framework to encourage connections between assets which might otherwise seem too far apart.

A CITYWIDE CULTURAL NETWORK

Though downtown Hartford enjoys a concentration of cultural assets, Hartford's cultural activity extends well beyond the boundaries of the iQuilt. A key goal of the iQuilt Plan is to develop a city-wide cultural network that works in both directions: extending downtown venues into the neighborhoods, and providing neighborhood-based institutions with a foothold and showcase downtown. The linking of cultural institutions, which has already begun informally as part of the iQuilt planning process, can increase cross-promotion and cross-programming.





3. Develop a visual language



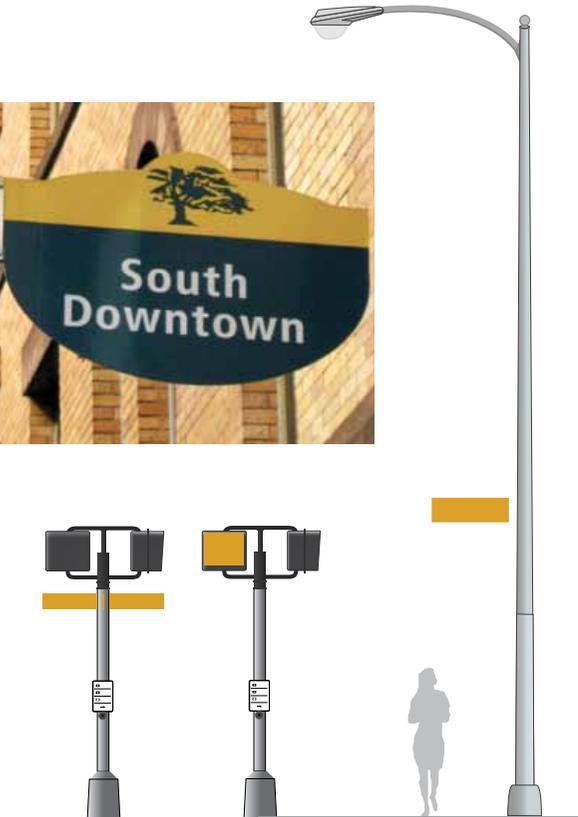
A visual language for public space is the systematic and recognizable presentation of place information and affirmation of place identity. It helps people understand where they are and what services and destinations are available to them. The language is applied in a variety of ways, in both the physical and virtual environments. On the street, it takes the form of coordinated signs, signals, symbols, maps, banners, posters, and other imagery. Online, it takes the form of place-related website content, maps, and information. The elements which contribute to the language's distinctiveness and recognizability are color, form, symbol, typography, naming, and content. Consistent application of the language sends the reassuring message that the public environment is important and well cared for.

An attractive, easy-to-use visual language can have a range of benefits – environmental, social, and economic. A visual language that makes it easier to use public transit or to walk can reduce automobile trips and associated congestion and pollution. A language that helps create attractive physical spaces can encourage community gathering and improve social vibrancy. A language that increases pedestrian activity in the public environment and makes it easier to find services can increase retail sales, workforce attraction and retention, and other beneficial economic activity.

The character of the language can convey messages about the identity, history and qualities of the place; about the community's view of itself; and about its collective memory, its sense of the present, and its aspirations. For Hartford, we have drawn on a number of themes to develop a language that is authentic to the city's history, character, and places.



4. Show the way (and how long)



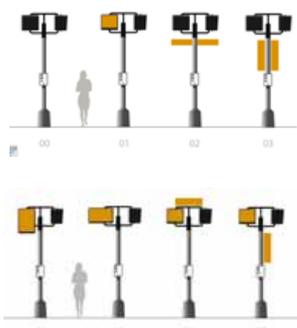
Downtown's street grid is compact but irregular, and can be disorienting even for residents. The street naming system adds to confusion. Streets often change names more than once; every east-west street changes name when it cross Main Street. Though distances are short, the relatively small number of visual clues and the lack of a comprehensive map or sign system can make destinations seem further away than they are.

The iQuilt Plan includes a downtown-wide system of wayfinding signs and maps showing distance in minutes on foot; digital maps and web-based navigation applications; improved pedestrian and sign lighting; and historic/cultural markers.

This combined system will make walking safer and more attractive; strengthen downtown's civic visual language; guide pedestrians to downtown's cultural assets; help bikers and drivers find parking; spur economic development by increasing pedestrian activity; and add vibrancy to the public environment.



- Old State House 6 mins.
- Public Library 1 min.
- Bushnell Park Library 4 mins.



BRING HARTFORD'S INSIDE TREASURES OUT

Don't hide helicopters indoors; put paintings on the street.



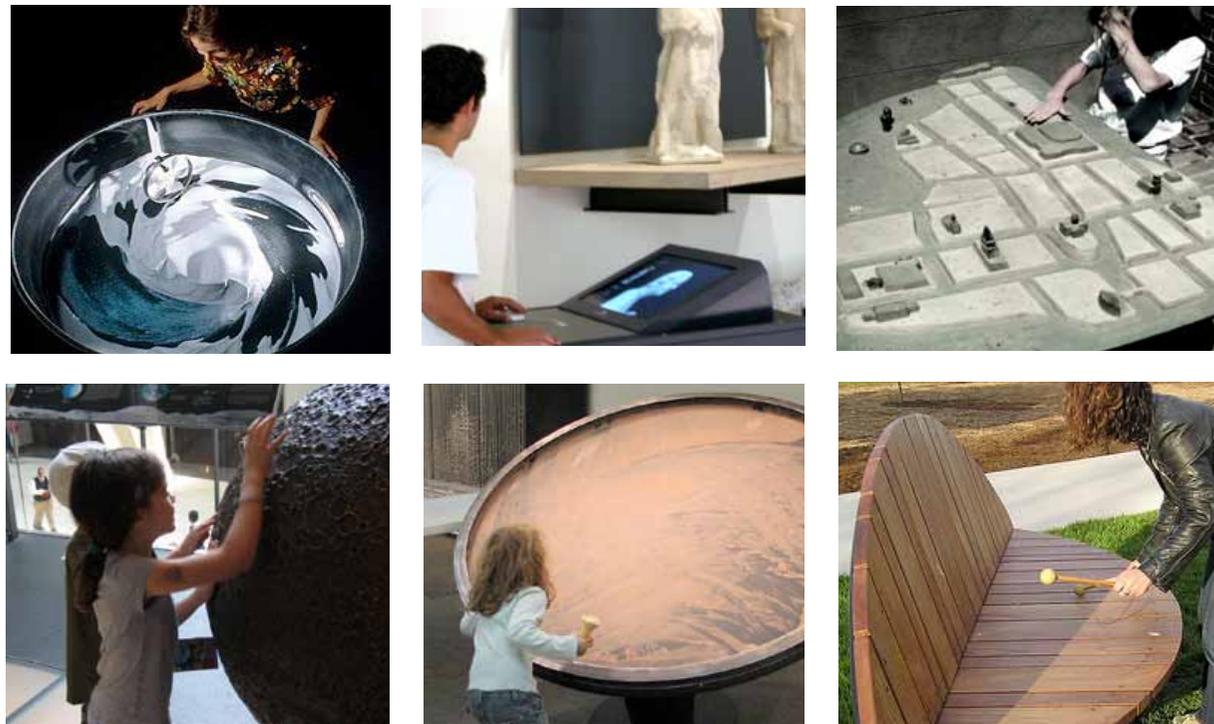
TELL HARTFORD STORIES IN PUBLIC SPACE.

With words, images, objects, people.



LET PEOPLE INTERACT.

With outdoor art, with each other, with space.



5. Enliven with cultural interaction

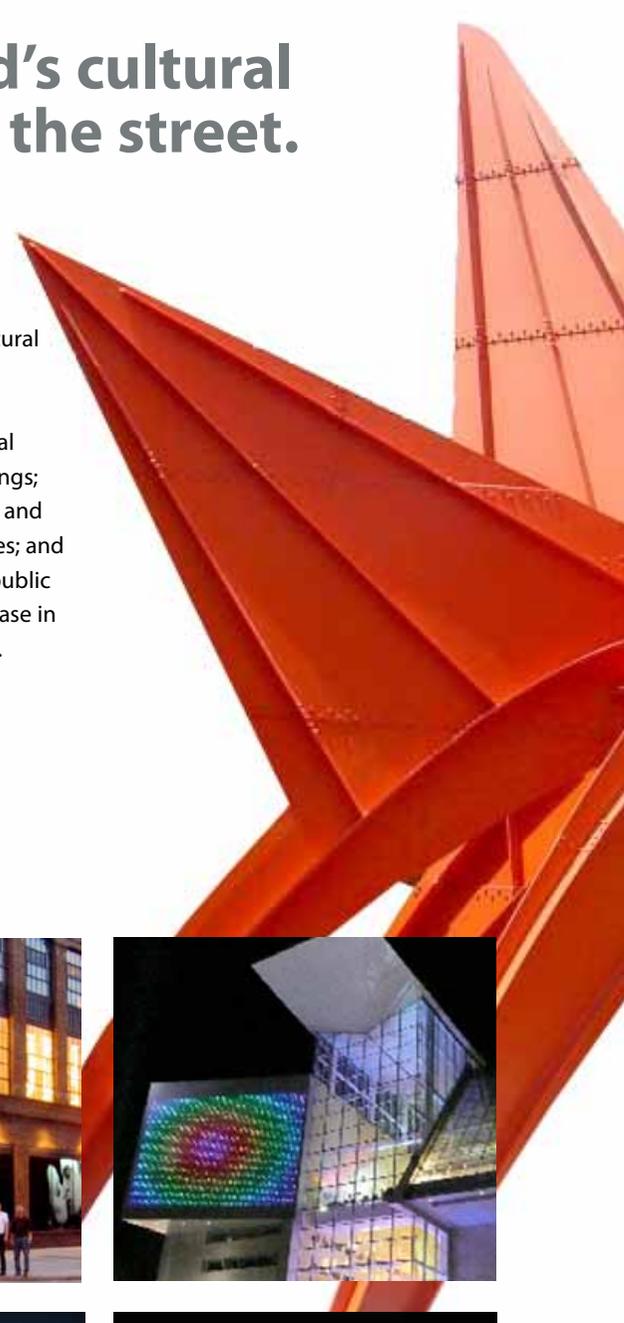
Make Downtown Hartford's cultural treasures more visible on the street.

Stegosaurus is beloved. But too many others are hidden behind walls.

Although many of these walls are of considerable historic and architectural interest, the public's engagement with cultural life can be limited by these often imposing and opaque exteriors. The iQuilt Plan provides recommendations, designs, and technical support to downtown cultural destinations to externalize their assets: create new windows and openings; upgrade exterior displays and banners; increase exterior programming and performances; explore the exterior relocation of treasures and facsimiles; and create greater architectural transparency at the edges of downtown's public spaces. The public realm's vibrancy will also be enhanced with an increase in the number and quality of interactive public art pieces at key locations.

TRANSPARENT, ACTIVE WALLS

Show what's going on inside, or make an outside show.



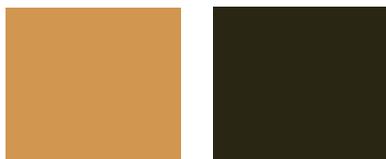
HELPFUL
GREETERS,
USEFUL
INFORMATION



APPAREL
FOR THE
GREENWALK

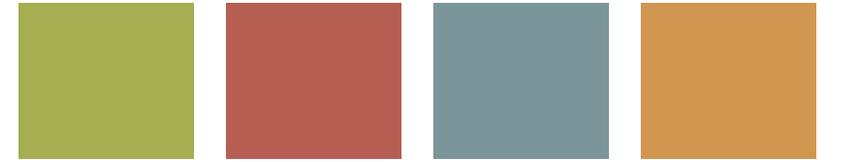


HOSPITABLE
HANDOUT
UMBRELLAS



6. Enhance hospitality and comfort

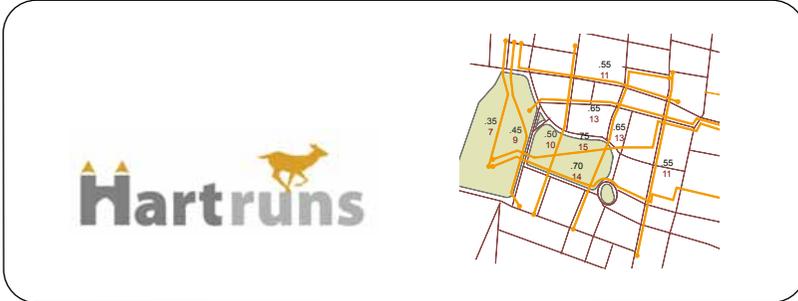
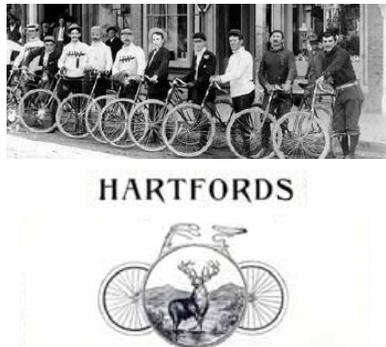
COMFORTING
iQUILT CAFÉ
BLANKETS



MOVEABLE
CAFÉ CHAIRS



7. Make it easy to bike, run, exercise



JOGGING & EXERCISE NETWORK

The development of downtown's public spaces as a network for jogging and exercise can contribute to public health both directly, through increased exercise, and indirectly, by conveying a message about healthy urban lifestyles. Hartford's health insurance and life insurance companies are already conveying this message to their policy holders: exercise reduces disease and extends life. The iQuilt plan includes jogging trails, exercise stations, and jogging maps. These can be integrated into the overall planning and infrastructure for the Hartford Marathon and other road races.

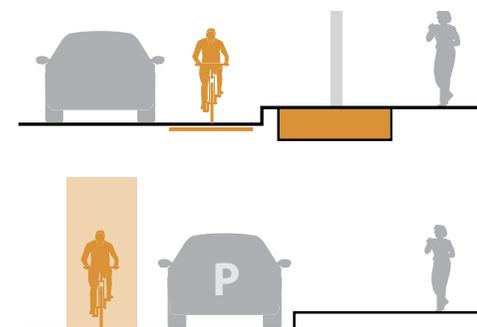


Biking as both transport and recreation is a critical component of the iQuilt Plan, as is collaboration with dedicated biking organizations. The plan calls for the introduction of bike lanes (See: Complete Streets) and the integration of downtown's biking routes with the city-wide, regional, and even national bike network, including the East Coast Greenway.

Biking is supported and showcased at the proposed BikeStation (repairs, supplies, snacks, parking, lockers, showers) prominently located in the new Bushnell Gardens. Bikers will be sought after customers at the nearby Heublein Café in the Gardens. Bike manufacturing, riding, and racing are important parts of Hartford's history, and are emblematic of the renewed commitment to innovation. Biking connects people to more far-flung cultural assets and to Hartford's ring of parks. Advanced bike technologies will be on display at INVISIONFEST 2012 (See: Implementation).



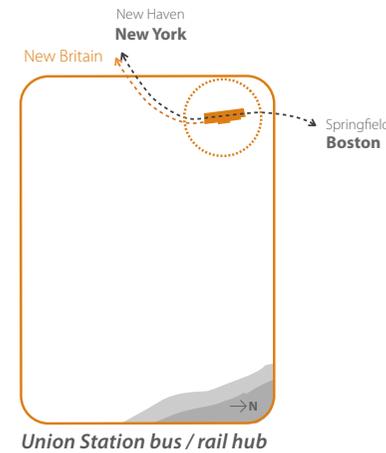
BIKE ROUTE NETWORK



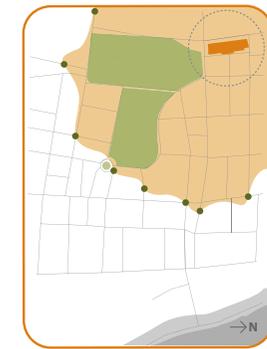


Buses and bus stop infrastructure (shelters, benches, kiosks, maps, signs) should use the same visual language and be fully integrated into the iQuilt pedestrian network.

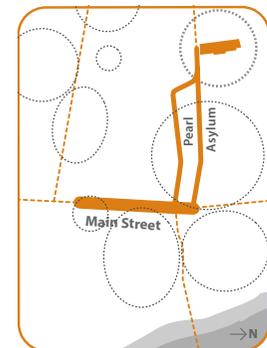
8. Bring transit into the mix



Union Station bus / rail hub



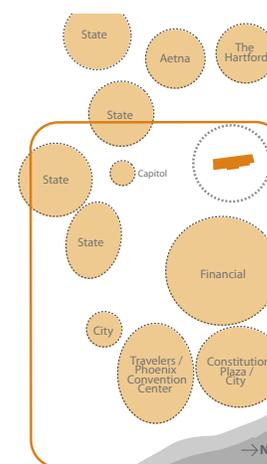
5-minute walk from station



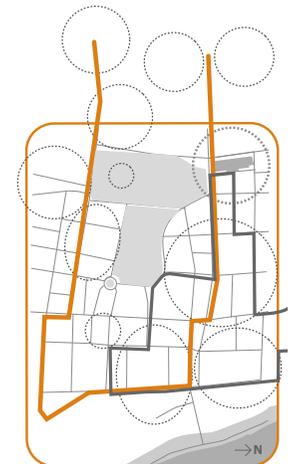
L-shaped backbone of bus system



Transit kiosk



Union Station and major employment clusters



Proposed rerouting of downtown shuttle

Transit is a key component in walkability, since transit riders usually become pedestrians for part of their trip. The goal is to develop seamless integration of the transit and walking networks.

The iQuilt Plan will demonstrate a suite of innovative transit strategies for downtown: improve bus stop signage and shelters; upgrade transit amenities, including wayfinding signs, maps and schedules; integrate the visual language of stops and vehicles. Buses and bus stops will be a primary focus -- at Union Station, along Main Street, and throughout downtown. As train service improves, Union Station will become an increasingly important pedestrian and regional transit hub; the iQuilt Plan puts special focus there with the plan for Bushnell Park North and the proposed improvements of Bushnell Park at the Union Station Gate (see GreenWalk Master Plan).

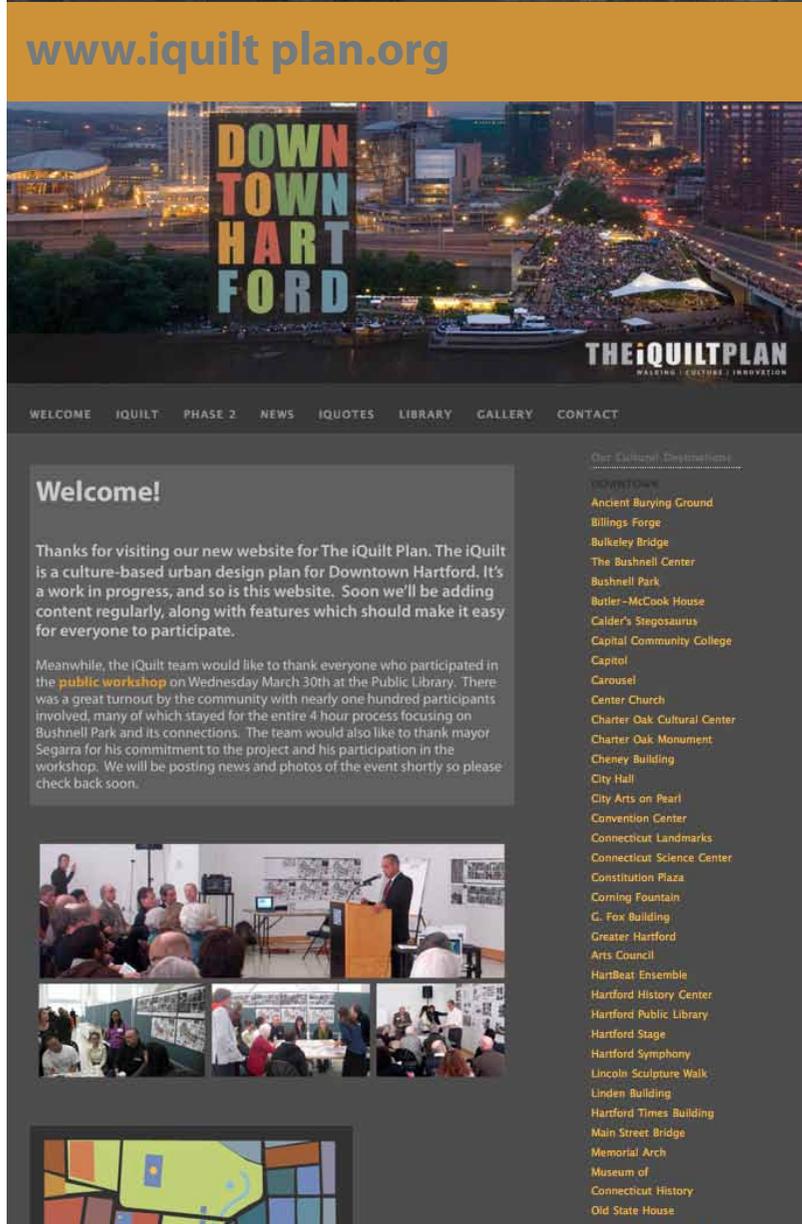
Integrate Pedestrian Network With Downtown Parking System



Downtown Hartford has as many as 46,000 parking spaces, according to UConn professor Norman Garrick. Most of these are designed to bring drivers as close to their single destinations as possible. The result is a radical reduction of potential foot traffic. The iQuilt Plan incorporates a suite of innovative parking strategies for downtown: "district parking" structures to promote one-time parking to reach multiple destinations on foot; use of individual parking spaces for bumpouts and parklets; improved parking wayfinding and availability signs; reduction of surface parking lots; and innovative relocation of on-street parking spaces to promote biking and walking.

The Plan also encourages new garage technologies such as real-time counts of available spaces and overhead guidance to open spaces, as well as efforts to integrate green infrastructure, such as photovoltaics, into the design and operation of parking lots and structures. Hartford companies such as LAZ Parking are national leaders in this field and can contribute innovative solutions for downtown Hartford.





IQUILTPLAN.ORG WEBSITE DATA

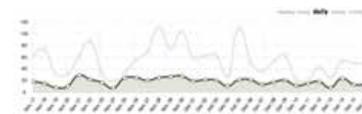
TRAFFIC SUMMARY

Page Views	19,597
Page Views / Month (Avg)	1,823
Unique Visitors	4,953
Unique Visitors / Month (Avg)	534
Robot Hits	11,050
Robot Hits / Month (Avg)	1,209

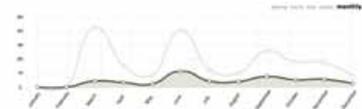
TRAFFIC DETAIL

	(Views)	(Unique)	(Pages)
December 2011	780	265	841
November 2011	1,745	551	1,773
October 2011	1,766	506	1,462
September 2011	2,563	732	1,270
August 2011	957	389	1,115
July 2011	1,214	409	985
June 2011	4,017	1,117	873
May 2011	853	239	865
April 2011	1,473	334	1,331
March 2011	4,229	411	535
February 2011	-	-	-

DAILY TRAFFIC



MONTHLY TRAFFIC



TOP CONTENT



TOP KEYWORD SEARCHES



TOP REFERRERS



9. Tell Downtown's story online

The **iQuilt Plan** website, launched in April 2011, has attracted more than 4,600 individual viewers and 18,000 page views. It currently averages 500 visitors a month – 125 a week.

The website is the most critical vehicle for telling the story of downtown's past, present and future -- its extraordinary cultural history and assets, current events, and future plans. The website should be designed for easy access both from stationary and mobile sources, allowing seamless movement from one to the other.

The visual language of the street environment and of digital environments should be consistent and instantly recognizable in either location. Printed materials and environmental graphic design should be integrally coordinated with online graphics, podcasts, apps, and other downloadable materials.

The website should be migrated to the Hartford.com site now managed by the Hartford Business Improvement District to highlight downtown cultural activities in the broader context of Hartford and its neighborhoods. It is advisable that Downtown Hartford have its own clear online identity.

To that end, the URL "downtownhartford.org" has been secured for use going forward. Website traffic data (shown at far right) should be analyzed regularly to discern trends and foster better communication with the online audience and with Hartford stakeholders.



www.downtownhartford.org



The Greenwalk Master Plan





INSPIRATION FOR THE GREENWALK

Hartford native Frederick Law Olmsted created the field of American landscape architecture in the 19th century, and although he did not design his native city's famous first park, he had a strong influence on its creator, Horace Bushnell, and on the style of the park's ultimate design. One of Olmsted's boldest and most innovative strategies for cities was an unprecedented linking together of large-scale landscape spaces. Hartford was one of America's first cities to put Olmsted's vision into practice. Its famous green ring, known as the "Rain of Parks", gave Hartford its reputation as a national leader and innovator in urban park systems. In the 21st Century, urban parks have become catalysts for the revitalization of American downtowns. With the GreenWalk, Hartford could once again be an innovator in the design of public space, while paying homage to an extraordinary native son.

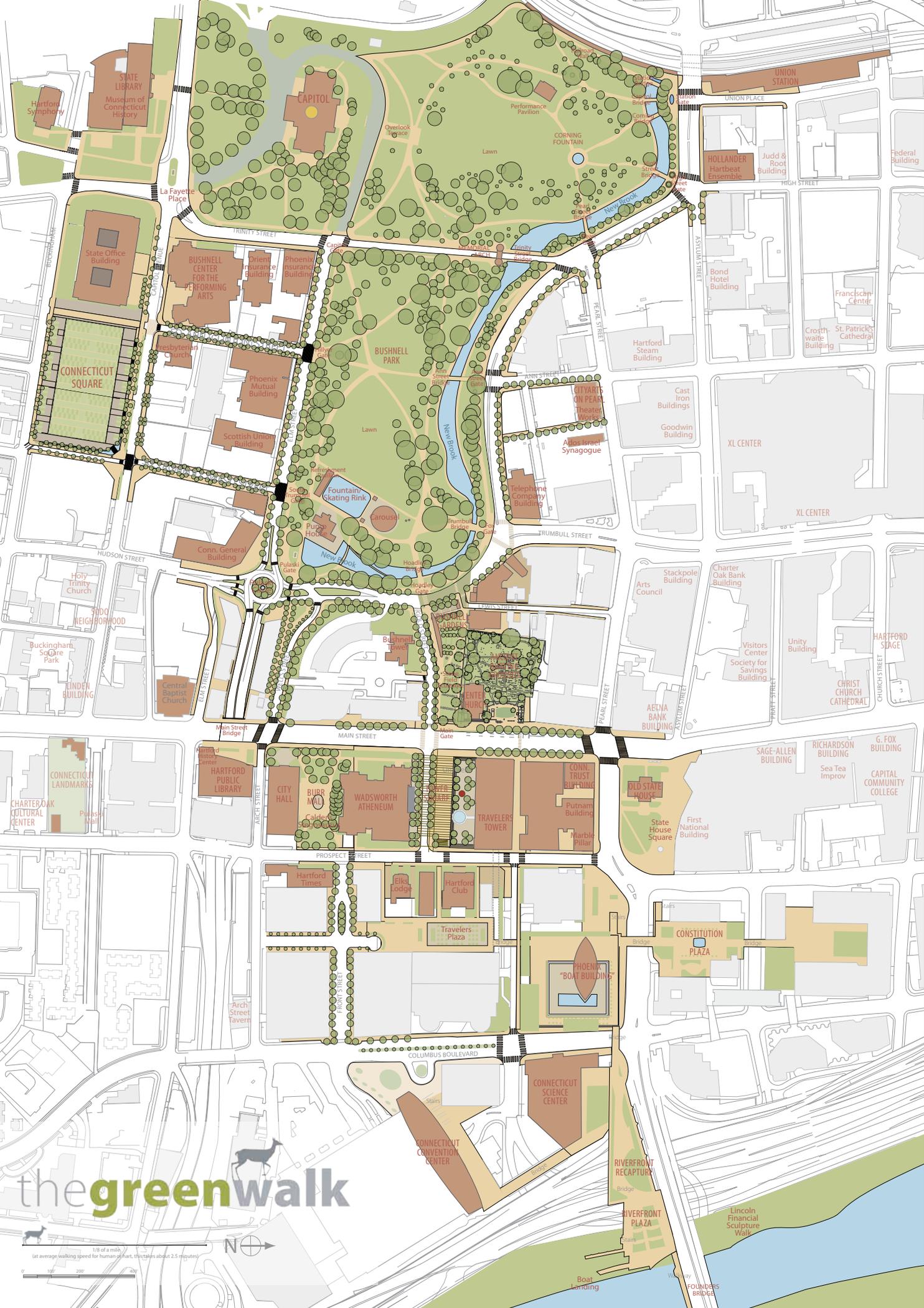


The Greenwalk

The iQuilt Plan focuses on strengthening the physical links between downtown Hartford's cultural assets by enhancing the parks, squares and streets which connect them. The improvement of downtown's public space is intended to increase foot traffic, cultural vibrancy, and economic activity. The centerpiece of the iQuilt is a chain of green spaces called the GreenWalk.

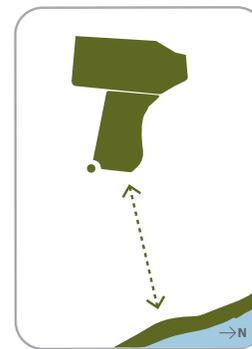
For pedestrians walking north to south, downtown is fairly well connected - particularly by Main Street and Trumbull Street. But walking in an east-west direction is more challenging. Streets zigzag, terminate, and unexpectedly change names. No major pathway is clearly demarcated on maps or on street signs. For most Hartfordites, a strong east-west axis is not part of their mental map.

As a public space sequence running from west to east, the GreenWalk would provide a strong organizing armature for walking in downtown. It would create a powerful link between downtown's two great landscapes: Bushnell Park and the Connecticut River waterfront. And it would help connect downtown's cultural assets, which lie directly along the GreenWalk or within a five-minute walk. The GreenWalk would provide an easy-to-understand, walkable, and enjoyable framework for cultural vitality and economic development.



THE GREENWALK: BUILDING ON WHAT EXISTS

Many of the public spaces on the GreenWalk already exist and are in relatively good condition, notably the Capitol grounds, Bushnell Park, Tower Square, State House Square, Constitution Plaza, and Riverfront Plaza. But the spaces are not very well connected, and they are too often underpopulated and lacking in vitality. This master plan (a major component of iQuilt Phase 2) lays out the overall GreenWalk, and then focuses on specific areas for more detailed planning and design. It emphasizes the connection of a few missing links in the chain, the upgrading of key locations, and the restoration of a major natural and historic feature: the return of flowing water in Bushnell Park.



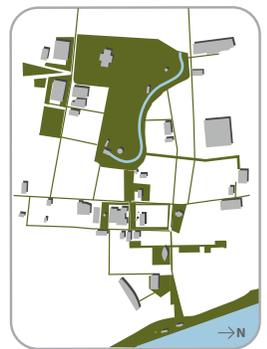
Park and river not well connected



Using existing spaces to connect



Cultural assets are scattered



The GreenWalk organizes them

Much of the GreenWalk already exists, and most of downtown Hartford's cultural assets are along it or within a 5-minute walk.

Bushnell Park Restoration and Extension Plan

including Bushnell Gardens, Gold Street, Pulaski Circle, and Bushnell Park North

Tower Square Main Street Capitol Avenue Connecticut Square

Structure of the GreenWalk Master Plan

The master plan is organized around projects for a number of physical places along the GreenWalk. Those which are contiguous with Bushnell Park are grouped within the Bushnell Park Restoration and Extension Plan.

This Phase 2 master plan extends only as far east as Prospect Street. From that point the GreenWalk continues mainly across Constitution Plaza to the riverfront. These areas are already well developed and maintained (Phoenix may upgrade its plaza in the near future).

Upcoming studies in Phase 3 include the segments along Main and Prospect to the State House and a detailed design for Bushnell Park North.

Supplements

Downloadable PDF Supplements containing additional detail and technical information are available at the project website, www.iquiltplan.org, on the following subjects:

- Lighting
- Landscape
- Pulaski Circle
- Connecticut Square

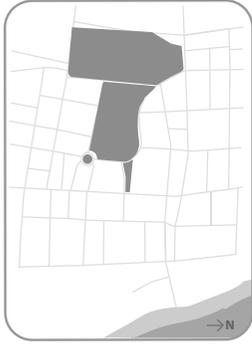


BUSHNELL PARK RESTORATION AND EXTENSION PLAN

"...the park is a complete thing:
face to face with itself across the
waving line of the river, showing
every ornament and every person
moving on it, and displaying a scene
as picturesque in its beauty as can
well be imagined, and as nature itself
provided for."

Horace Bushnell

The Ford Street bridge, with its graceful stone arches, was completed across the Park River in 1850. Bushnell Park was completed ten years later, and the Memorial Arch was added in 1886. In the 1940's, the river was diverted to an underground conduit, and the bridge was buried in place. The Bushnell Park Restoration and Extension Plan would uncover the bridge and restore flowing water through its arches.



Project Location within Downtown

BUSHNELL PARK RESTORATION AND EXTENSION PLAN

As the centerpiece of the GreenWalk, the Bushnell Park Restoration and Extension Plan will bring new vitality to Hartford’s beloved Bushnell Park. Its 38 acres will be carefully restored and strategically expanded. The plan combines a meticulous attention to the park’s unique historic character with the incorporation of best contemporary practices in park design and management.

In 1869 Horace Bushnell wrote of Hartford’s original park investment: “I now hear of it as being said every few days by one or another of the old economic gentlemen that opposed the park with most feeling: ‘After all, the best investment our city has ever made is the Park.’” Today, investments in American urban parks are yielding stunningly **high returns** - economic, environmental, social, and cultural – and Hartford’s residents stand to reap significant benefits from a reinvestment in the jewel of the park system.

The major feature of the plan (and the one that has generated the most public enthusiasm) is the return of **flowing water**, after an absence of 70 years. Horace Bushnell conceived the park as a river landscape along the serpentine path of the Park River. After severe flooding in the 1930’s, the river was buried in a conduit, and its handsome bridges were destroyed. The return of flowing water to the old riverbed will restore the park’s identity while introducing exciting new features. 20th century flood control measures will be supplemented with 21st century green infrastructure to store and clean stormwater. The new brook, its banks, its footbridges, and associated activities will be a major attraction for both residents and visitors. The project has the capacity to transform the identity and economy of downtown.

A second major feature of the plan is the park’s **extension** to Main Street via the new Bushnell Gardens -- the first increase in the park’s size since its completion in 1860. The Gardens will be a vibrant public space at the key crossroads of the GreenWalk. The east end of the Park will offer family-oriented activities: the relocated Carousel, game areas, skating rink, waterplay space, and food pavilion. The plan will also reclaim lost park space with a reconfigured Pulaski Circle and a new Pulaski Gate. Other features include new and restored pathways, new furnishings and lighting, and event infrastructure.

PRINCIPLES

1. Respect Park’s History

- Preserve cultural and historical integrity as a landmark and destination
- Maintain expansive views and park’s predominantly pastoral quality

2. Integrate Park with Downtown

- Align park walkways with those of surrounding districts
- Integrate park with the GreenWalk
- Increase the traversability day and night, through all four seasons
- Align park’s activities to support downtown redevelopment

3. Enliven Park

- Attract diverse audiences
- Expand park uses without compromising landscape’s integrity
- Develop appropriate facilities that can generate revenue for park’s benefit

4. Engage Nature

- Offer diverse types of engagement beyond strolling and viewing
- Upgrade park’s natural systems for their added utility in an urban setting
- Restore lost or damaged ecosystems, especially relating to flowing water

5. Enhance Sustainability

- Develop broad public/private constituency to upgrade and maintain park
- Develop and fund long-term management and maintenance strategy

DESIGN PRIORITIES

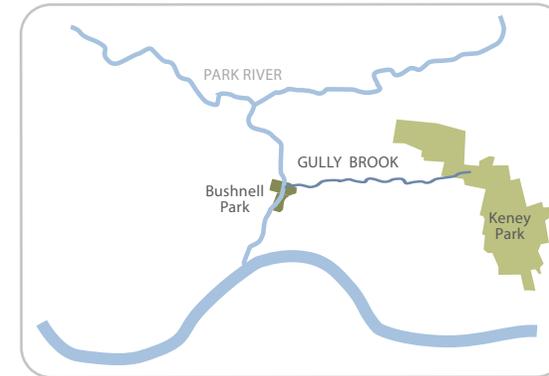
- **Extend Bushnell Park to Main Street via Bushnell Gardens**
- **Reintroduce flowing water in a new brook with new footbridges**
- **Concentrate family activities at east end**
- **Reorganize walkways to strengthen links to adjacent districts**
- **Improve lighting and encourage night use**
- **Excavate and restore Trinity Street Bridge**
- **Preserve and enhance historic trees**
- **Focus enhancements at park gates and edges**

New Brook

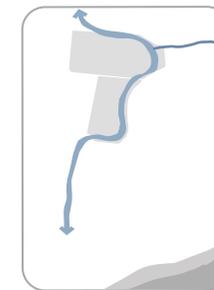


Weidenman's 1850 design for Bushnell Park, showing the intertwining relationship of the park and the Park River

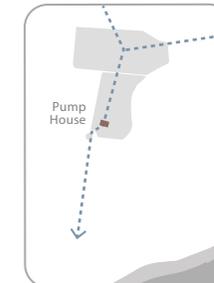
Proposed design for the re-introduction of flowing water into Bushnell Park generally follows the original watercourse



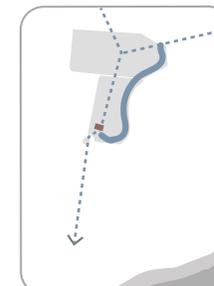
Location of Gully Brook



Park River and Gully Brook before 1940



Park River and Gully Brook conduits



Proposed new brook

The water that flows from Keney Park via Gully Brook will be diverted to create a new brook along the Park River's historic course.

The brook will run from Union Station to the Pump House. The water will start near street level and then drop to about 16' below street level near the new Hoadley Bridge at Gold Street. The brook's width will vary from around 50' to 100'. Its typical depth will be 18" or less. The water's edges will vary in different segments, ranging from sloping banks to stone steps. Plantings will change in color and character as the water moves from west to east. The water will be clean and regulated so that people can touch and enjoy the water in controlled episodes along its length. Natural runoff from the Downtown watershed will be purified by riparian plantings and bioswales before flowing into the brook.