

Creating a Connected City.

**dōnō**  
downtown north  
HARTFORD



**HARTFORD**  
★ HAS IT

# Hartford Has It. Abundant Opportunities Ahead.

dōnō  
downtown north  
HARTFORD



Dear Friends,

Welcome to Hartford, Connecticut's Capital City. A city of innovation, arts and parks, a city on the move. Hartford is the region's center of government and institutions as well as a cultural hub for over 1.2 million people. Hartford is also a major employment center and provides jobs to thousands of people in the surrounding suburban communities. Located along the scenic Connecticut River, we are home to over 124,000 residents among fifteen distinct neighborhoods and two commercial/industrial areas with over 70 languages spoken.

Hartford is living up to its legacy of innovation, having received national recognition for our efforts to promote open space, iconic architecture and our Arts and Heritage venues. We are one of the few "Wayfinding" cities in the world, with a Downtown area that is constantly evolving, adding more restaurants, shops, performances spaces to co-exist with historic venues. Arts and cultural activities are the core of our downtown, anchored by the Wadsworth Athenaeum, the nation's first public art museum, The Bushnell Center for the Performing Arts and the Tony Award winning Hartford Stage.

As we continue to enhance the vibrancy and excitement in Hartford through arts, innovation and everyday living, we encourage you to explore all of the development opportunities that will continue to help us grow and be a driving force within the region.

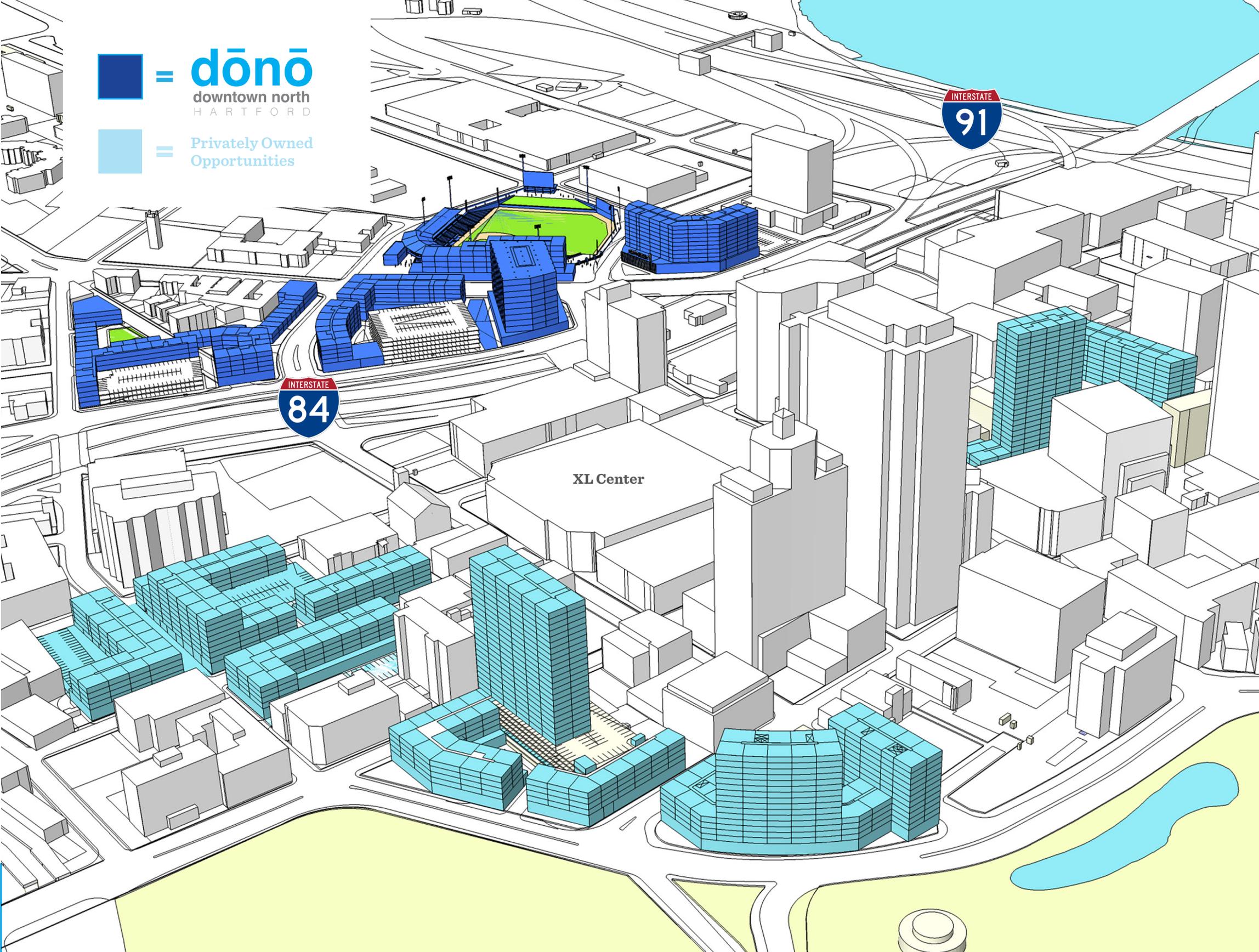
Sincerely,  
Pedro E. Segarra  
Mayor

**HARTFORD**  
★ **HAS IT**



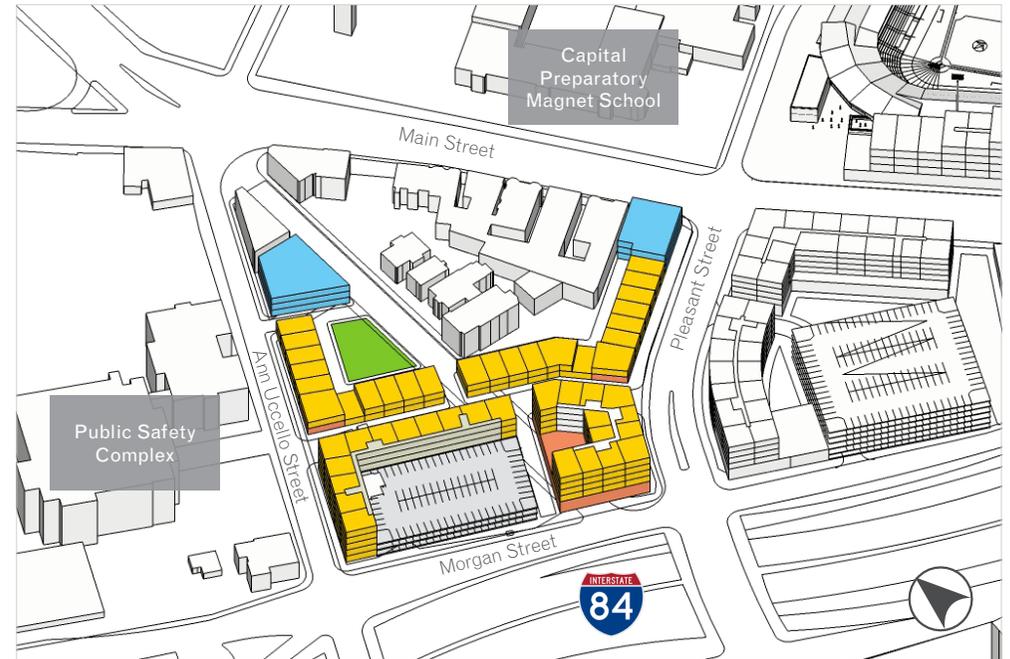
 = **dōnō**  
downtown north  
HARTFORD

 = Privately Owned  
Opportunities



# Open for Business.

Welcome to Hartford, Connecticut's Capital City, birthplace of the Boys & Girls Club, the first FM station to begin broadcasting in the world, and President Theodore Roosevelt's first automobile ride. We're an 18-square-mile city, home to 124,000 residents, world class dining, international cultural attractions, award-winning entertainment venues and some of the largest corporations in the nation.



## Locations and strategies for new development

The strategy to complete Downtown involves foresight and opportunistic planning for all areas.

This approach takes into consideration the character, and viability, of future development. The city has framed its vision by exploring parcel conditions and market demand between and within these areas.

Focusing on a mix of uses will compliment the Central Business District and bring additional activity and amenities downtown.

## Creating a Neighborhood

**Suggested Use of Space:**

**Parking**  
130 spaces

**Retail**  
19,000 GSF

**Commercial**  
35,000 GSF

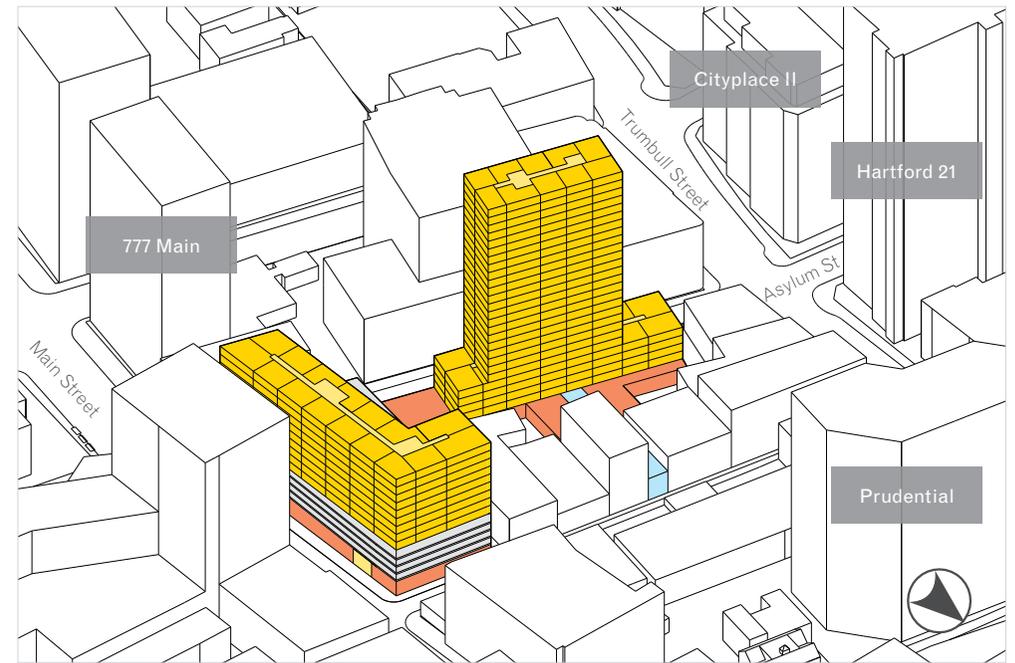
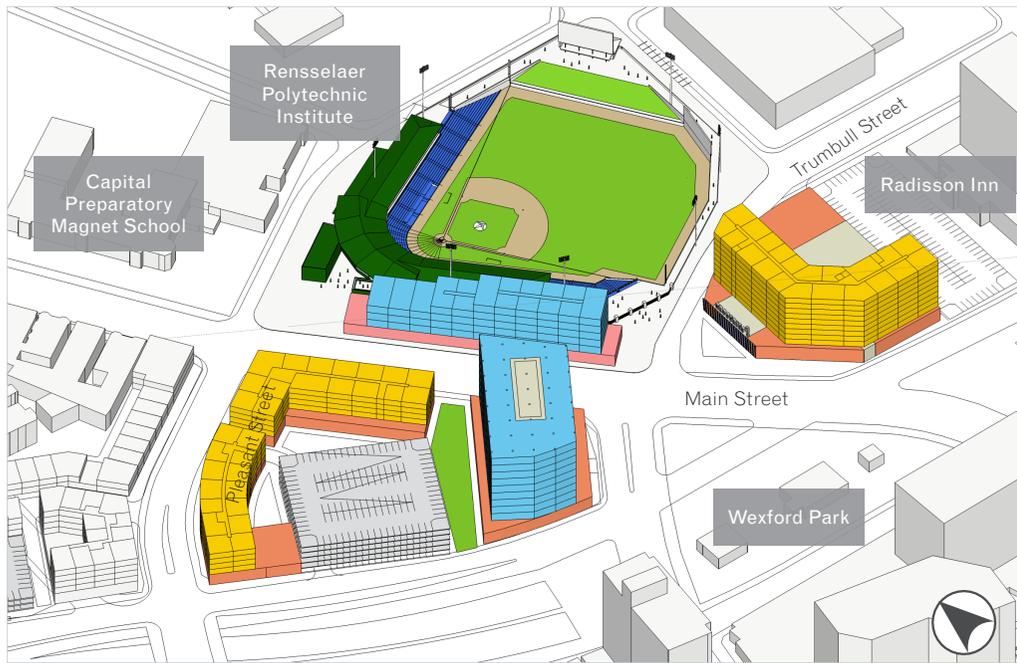
**Residential**  
22 townhomes  
107 units

Building upon the scale of the existing neighborhood, this plan proposes townhomes, corner retail, and residential buildings that are sensitive to the context of the area. Street corner retail provides a social gathering space.



Street level townhomes create a distinct neighborhood character that is sensitive to surrounding neighborhood context.

**Downtown Resident Profile:** 78% possess a Bachelor's degree or higher 72% of residents are under the age of 45



## A New Town Center

### Suggested Use of Space:

Parking  
1164 spaces

Retail  
98,930 GSF

Commercial  
323,800 GSF

Residential  
340 units

An improved gateway will have a profound impact on development north of I-84. Retail and residential development, which could include a supermarket, will complement the ballpark and attract daytime workers, neighborhood residents, and draw new residents to Downtown.



Bridging the gap between the downtown core and north of I-84, Main and Trumbull Street becomes a walkable retail destination.

## In the Heart of Downtown

### Suggested Use of Space:

Parking  
396 spaces

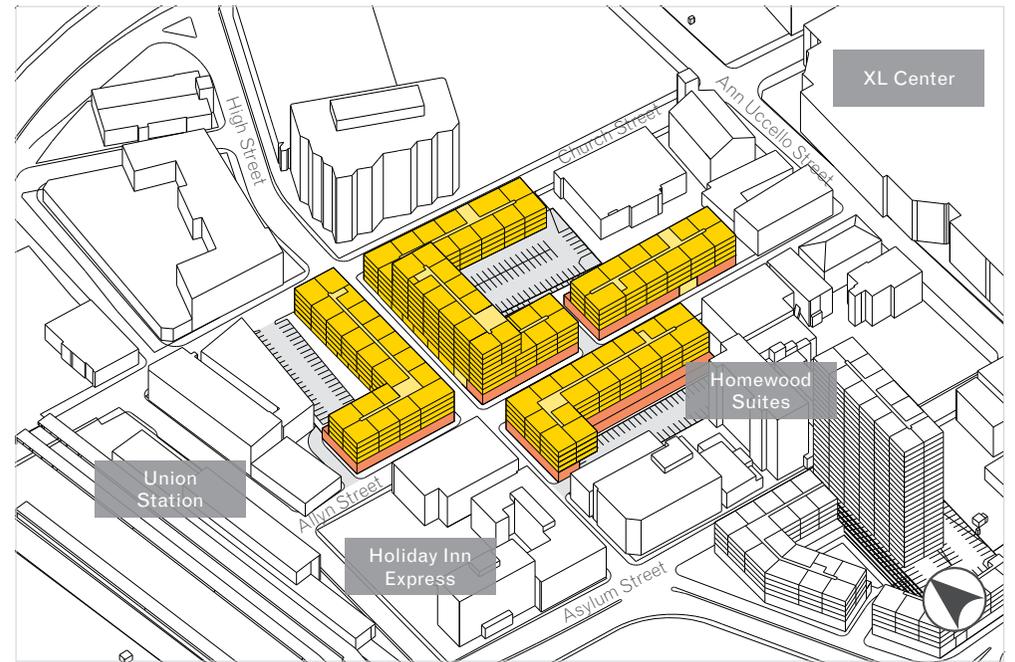
Retail  
51,000 GSF

Residential  
394 units

The Main Street area is one of Downtown Hartford's primary commercial corridors. This proposed scenario builds on the existing success of historical Pratt Street and surface lots located at Main Street and Asylum Avenue bring additional activity to Downtown.



An active street life continues the thread of Main Street. This plan "fill the gaps" in the heart of Downtown, replacing surface parking lots with new mixed-use development.



## A View from the Park

### Suggested Use of Space:

Parking  
559 spaces

Retail  
77,000 GSF

Residential  
593 units

Bushnell Park is one of the city's most valued amenities and home to the state capitol. This area takes advantage of park views by siting lower-scaled buildings along the park edge and high-rise development behind. This area is most convenient for access to Union Station only minutes away.



Residential buildings with Bushnell Park views create added value for development.

## Building on a Foundation

### Suggested Use of Space:

Parking  
340 spaces

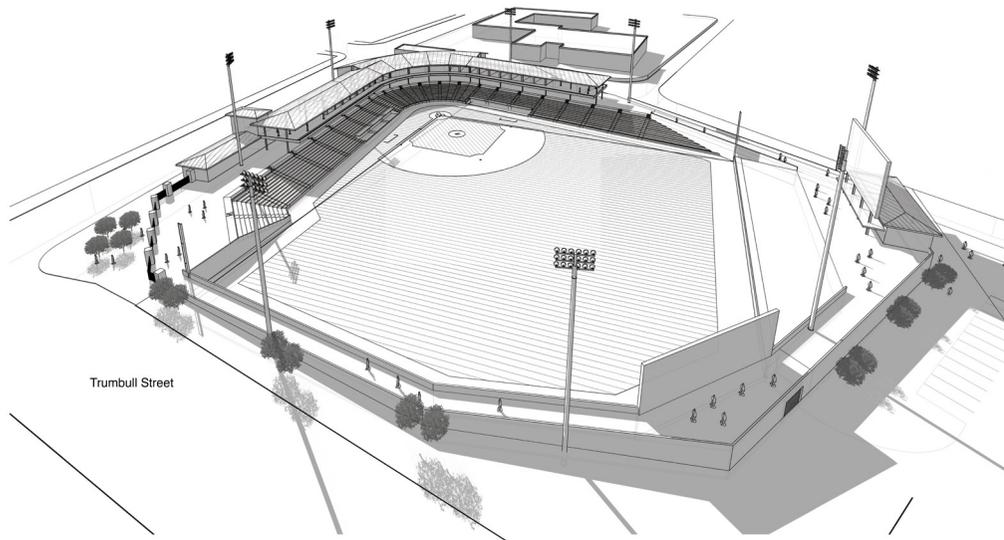
Retail  
53,000 GSF

Residential  
337 units

This development area "fills in the gaps" of the neighborhood and compliments the existing urban environment of Downtown. This scenario takes advantage of surface parking lots and underutilized sites.



Street level retail creates a distinct urban character, with mid-rise residential development to maintain a neighborhood scale.



## A Grand Slam for Hartford

### At A Glance:

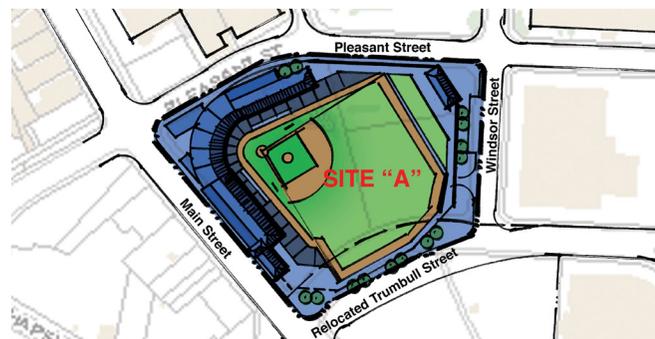
Streetscapes  
\$9 Million

Seat Capacity  
9,000

Retail/Commercial  
96,780 GSF

Construction  
(Hard+Soft Costs)  
\$51.6 Million

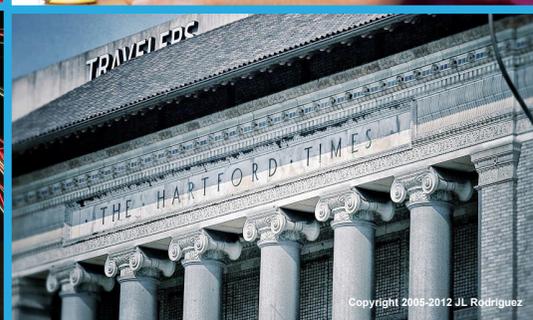
A ballpark in Downtown North is one part of a much larger vision. For too long, this area has sat underutilized and cut off from the vibrancy of Downtown's urban core and from surrounding neighborhoods. ***The ballpark is the spark.*** We look forward to the energy created by a state-of-the-art ballpark that will host baseball games as well as other year-round programming.



Concept plan of the ballpark sited with realigned streets.



Ballpark with retail and commercial space provided along Main Street (not shown).



# HARTFORD HAS IT

The work that provided the basis for this publication was supported by funding under an award with the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this publication. Such interpretations do not necessarily reflect the views of the Government.