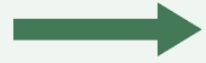


**Southwest Behind The
Rocks
Neighborhood Plan**

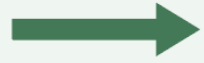
Neighborhood Planning Process



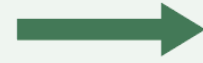
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Context

Establishing a context for the neighborhood

Vision

Creating a Vision for the neighborhood

Plan

Drafting goals, strategies and actions

Review

Sharing Plan for input and review

Community Engagement

Engagement Events and Tools

Online survey & Mapping Tool

Postcards

Youth Service Corps

Neighborhood & Business Walks

Community Planning Event at
Coyote Flaco

Meetings and Interviews

Neighborhood Planning Committee

Southwest Behind The Rocks NRZ

Meetings with City departments

Interviews with local organizations,
community leaders, and employers

Plan Vision, Goals & Strategies



Southwest Behind The Rocks Vision

The Southwest & Behind The Rocks Neighborhood is a vibrant and diverse neighborhood where residents are connected and proactive in civic life. The neighborhood is quiet and filled with green spaces for residents to walk and enjoy. The streets are walkable, safe, and well-maintained and there are frequent community events where residents can gather. Students are engaged in schools, houses and apartments are attractive and well-maintained, and there are a variety of restaurants for residents and people from outside the neighborhood to enjoy. The neighborhood has a strong quality of life with access to environmental, social, and cultural resources that provide a strong sense of community.

GREEN – a more sustainable environment

Goal: Ensure the Southwest Behind The Rocks neighborhood is resilient and prepared for future climate risks

- Advance green infrastructure learning and installation programs at public schools and community facilities
- Expand tree canopy cover to add greenery, provide shade, and reduce the heat island effect (goal of planting 3,000 trees over 10 years)
- Expand use of solar energy in the neighborhood

Goal: Produce food locally within the neighborhood

- Create accessible urban farms for neighborhood residents

GROW – a more prosperous economy

Goal: Support the growth of retail and services that are targeted to the diverse needs of the communities in Southwest/Behind The Rocks

- Beautify and invest in neighborhood storefront and façades
- Encourage and support locally owned businesses

Goal: Increase the marketing of businesses and home ownership in the neighborhood

- Develop a marketing and branding campaign for the neighborhood
- Increase promotion of home ownership programs in the neighborhood
- Partner with Metro Hartford Alliance to actively promote the Southwest/Behind the Rocks and distribute materials and information
- Consider formation of organization to manage investment in the neighborhood

LIVE – a more equitable community

Goal: Encourage civic participation and community connectivity

- Bring city events and festivals to the neighborhood
- Foster community in neighborhood social media group
- Host quarterly community gatherings

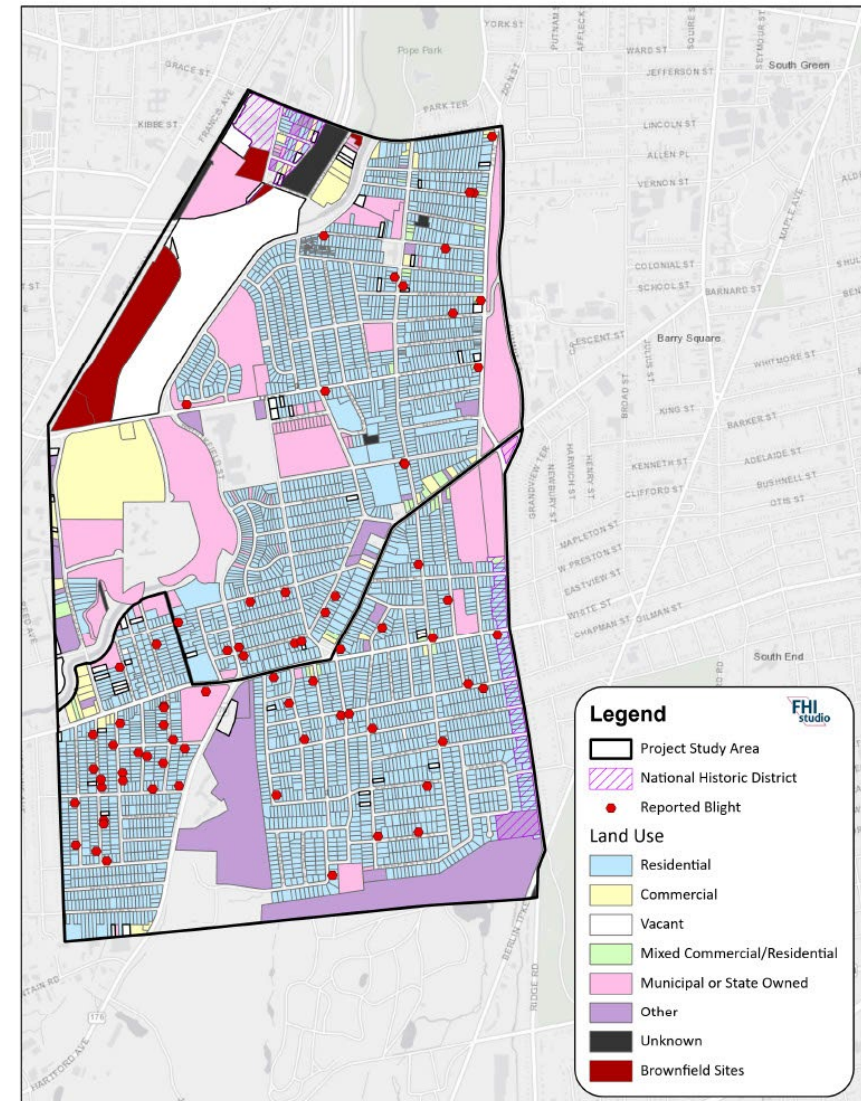
Goal: Create a safe, healthy, and attractive neighborhood where residents and visitors enjoy walking and feel comfortable doing so

- Prevent littering throughout neighborhood
- Reduce quality of life crime issues
- Address the illegal use of ATVs

LIVE – a more equitable community

Goal: Improve and expand public facilities and resources in the neighborhood

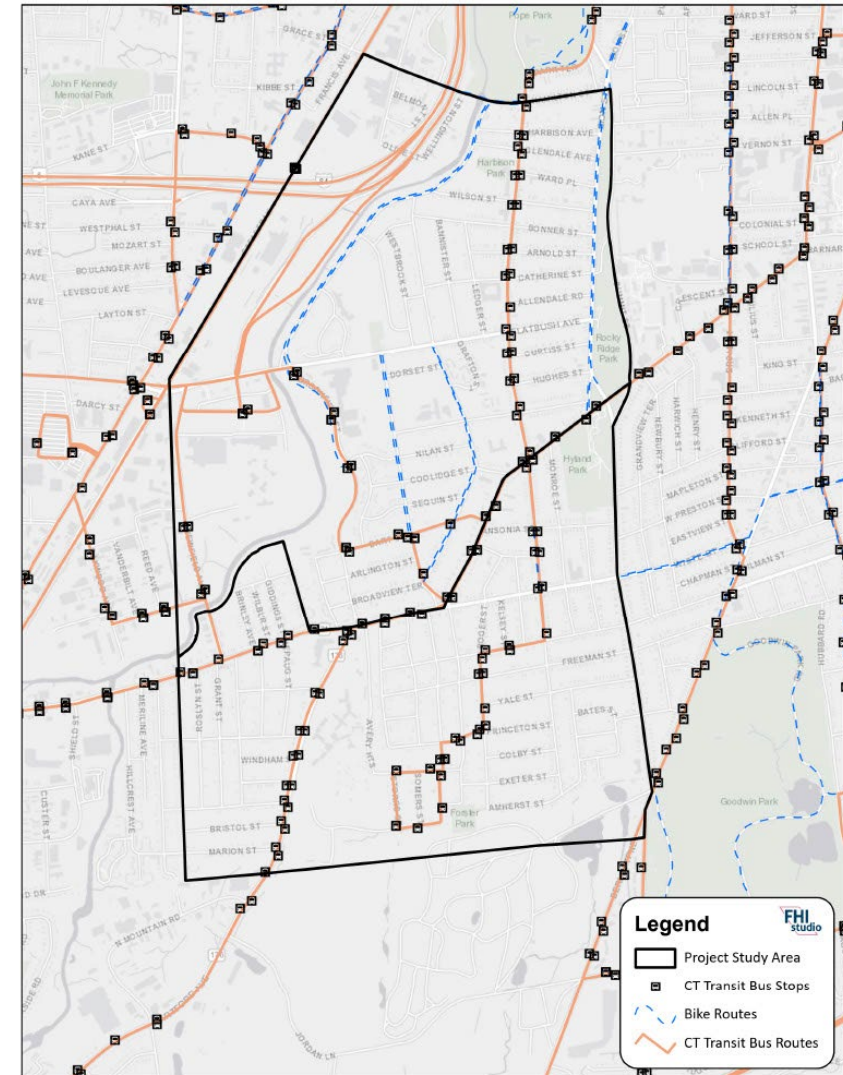
- Utilize public art to activate public spaces and encourage community participation for all age groups
- Open schools and grounds for community use
- Utilize vacant lots and school playgrounds to expand the public open space network
- Use schools as community education and gathering centers to stimulate lifelong learning and intergenerational learning



MOVE – more mobile transport

Goal: Improve mobility options and safety

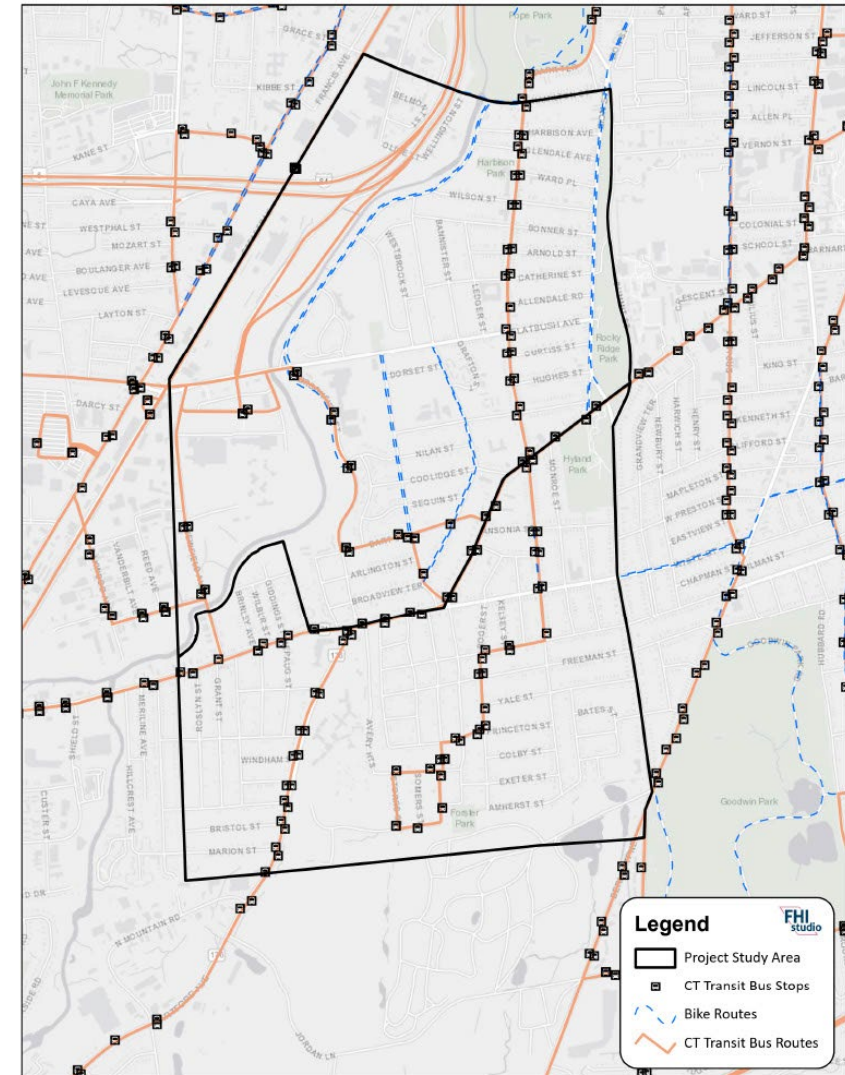
- Reduce traffic congestion on New Britain Avenue
- Ensure bikers feel safe and protected from vehicles on New Britain Ave
- Increase access to transit in the neighborhood
- Maintain existing traffic calming measures and identify opportunities for new locations



MOVE – more mobile transport

Goal: Enhance connectivity and accessibility across the neighborhood

- Complete South Branch Park River Trail Extension to connect neighborhood
- Create a Green Network that enhances connectivity between parks, open spaces and other community spaces
- Build pedestrian and bicycle amenities connecting different sections of the neighborhood
- Improve connectivity within the neighborhood and to other neighborhoods



PLAY – a more vibrant culture

Goal: Expand and improve Southwest/Behind The Rocks parks and open space network

- Identify other opportunities for pocket parks and well-maintained recreational space
- Improve access points to open space assets and increase awareness of facilities
- Ensure the allocation of new park amenities is guided as described in the Parks Master Plan
- Ensure community members feel connected to parks and open spaces
- Enhance connectivity of bike and pedestrian network between neighborhood parks
- Provide incentives for the provision of publicly accessible open space in new developments or redevelopments

Southwest Behind The Rocks NRZ

Goal: Strengthen and increase the capacity of the NRZ

- Increase participation on NRZ
- Increase access to capital
- Expand the support structure and strengthen decision-making links with City
- Provide the neighborhood with a community gathering space

Goal: Improve the visibility of the neighborhood

- Create a website and social media accounts for the neighborhood
- Create a slogan for the neighborhood
- Create wayfinding that welcomes visitors and establishes neighborhood boundaries
- Organize neighborhood events