BUSHNELL SOUTH

MASTER PLAN AND IMPLEMENTATION STRATEGY

GOODYCLANCY | Bushnell Consortium | October 2021

About the Bushnell South Consortium

- A collaboration of the City of Hartford, CRDA, The Bushnell Performing Arts Center, and Spinnaker Real Estate Partners to develop a **shared vision** for acres of former state parking lots in Hartford's SoDo neighborhood
- A commitment to near-term redevelopment that contributes to a **thriving community** greater than the sum of its parts – creating powerful synergies with Hartford's established neighborhoods, downtown, and Bushnell Park – to serve community and economic development

Executive Summary

The Bushnell South Vision

Planning Foundations

Development Principles & Framework

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Recent past

Vision: A community that draws Hartford together around performing arts, parks, and people

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Principal opportunity sites

At Final Build Out:

- Approximately **1,200 households**, or **1,800+ residents**
- Over **63,000 sf** of **retail, cultural, and commercial spaces**
- Approximately **$400+ million development construction value**
- Approximately **$100+ million in public investment** in improved streetscapes, public green spaces, district parking facilities, and development subsidy
- New public gathering places
- Over **one mile** of updated pedestrian-friendly walks & streets
- Approximately **750** or more additional **shared-use parking** spaces

Community Benefits:

- Potential **homeownership opportunities**, particularly in rowhome-style development
- **Workforce housing** within new development
- Contributions to **workforce programs**
- **Arts and cultural** programming uses
- More and better public spaces, including:
  - Expanded **plaza and greenway**
  - **Pedestrian-friendly walks and streets** that draw Bushnell Park into the neighborhood
- Sustainable development features
- Historic preservation and revitalization
- **State and local tax revenue**

The Bushnell South Plan builds upon the area's rich history and recent planning efforts

South Downtown
Neighborhood Association

2011 Strategic Plan

Version 201111019

An illustrated tour

A. Buckingham at Connecticut Square today

A. Buckingham at Connecticut Square vision: Heart of the neighborhood

Outdoor performance venue

A complete "outdoor room" shaped by cultural & architectural landmarks

Expanded sidewalk and path network connecting to Bushnell Park, multiple neighborhood streets

Outdoor dining visible from streets

B. West Street today

B. West Street vision: A street that is also a place for people

C. Capitol at Connecticut Square, today

C. Capitol at Connecticut Square vision: Vibrant public square

D. Capitol at West today: Avenue of the Cars

D. Capitol at West vision: Avenue of the Arts

E. Wadsworth at Buckingham & West Street, today

E. Wadsworth/Buckingham/West Street vision: New opportunities for living

F. Buckingham at Hudson, today

F. Buckingham at Hudson vision: Neighborhood connection

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Economic feasibility analysis considerations

- Presence of market demand does not mean development will happen
- Private investor's perspective: will the project achieve a **minimum return on investment?**
- Urban settings often face a **development gap** requiring additional resources to make a project possible. Public investor's perspective: If a **compelling public benefit** would result from a project, public-private partnership can be justified.
- City of Hartford and CRDA are prepared to participate. Economic development benefits that could justify public investment may include **tax revenue, mixed-income housing, job opportunities, park space,** and more

Economic feasibility analysis outcomes

- Feasibility especially sensitive to **land cost, development cost** (including parking format)
- Primary **building types:**
  - Multifamily rental & mixed-use podium buildings up to 7 stories
  - For-sale townhomes (3-4 stories, 1-2 units)
- **Parking formats:**
  - Dedicated parking in building basements
  - Shared district/public parking in structures

New structured parking creates space for people and economic development

- District parking management approach gets more use out of each space – meaning less cost and land devoted to new parking
- Transportation Demand Management plans for new development encourage use walking, transit, and biking, and enable households to reduce costs of car ownership

Bushnell South re-connects Hartford

Walkable, bikeable streets add transportation choices

- Extensive Amtrak, CTRail, CT*fastrak,* and CT Transit services in and near the study area become easily accessible with improved sidewalks and bike facilities

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1. **Create synergy with focused investments**
2. Connect Hartford with an inclusive, safe, beautiful street and pedestrian walk network
3. Construct enduring value in versatile urban buildings
4. Use efficient parking and transportation options to maximize space for people

Google Earth
Image Landsat / Copernicus

Phase 1 development

Utilizing existing parking

Approximate program	Housing units	Housing floor area	Retail, dining, cultural, office	Total floor area	Approximate value	Parking & Streetscape
Phase 1	278	281,000	25,200	306,200	$103M	$0
Cumulative	278	281,000	25,200	306,200	$103M	$0

Phase 2 & 3 development

Utilizing existing parking

Approximate program	Housing units	Housing floor area	Retail, dining, cultural, office	Total floor area	Approximate value	Parking & Streetscape
Phase 2 & 3	372	390,875	28,000	418,875	$109M	$5.8M
Cumulative	650	671,875	53,200	725,075	$212M	$5.8M

Phase 4 development

Utilizing added parking

Approximate program	Housing units	Housing floor area	Retail, dining, cultural, office	Total floor area	Approximate value	Parking & Streetscape
Phase 4	112	112,500	7,500	120,000	$32M	$19.1M
Cumulative	762	784,375	60,700	845,075	$244M	$24.9M

Phase 5 development

Utilizing added parking

Approximate program	Housing units	Housing floor area	Retail, dining, cultural, office	Total floor area	Approximate value	Parking & Streetscape
Phase 5	222	222,000	0	222,000	$60M	$0.4M
Cumulative	984	1,006,375	60,700	1,067,075	$304M	$25.3M

Phase 6 development

Utilizing existing & on-site parking

Approximate program	Housing units	Housing floor area	Retail, dining, cultural, office	Total floor area	Approximate value	Parking & Streetscape
Phase 6	234	236,300	2,500	238,800	$60.7M	$0.3M
Cumulative	1,218	1,242,675	63,200	1,305,875	$364.7M	$25.6M

Overall development

Phases

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Illustrative plan: walkable street and block network

Street sections: sites enable wider, greener sidewalks

Capitol Avenue

Extension of green areas, sidewalks and outdoor commercial areas.

West Street

Curbless Street that will accommodate one vehicular lane and bike lanes at both sides. Greenways along the street between bike lanes and sidewalks.

Key plan

Street sections: sites enable wider, greener sidewalks

Buckingham Street

Extension of sidewalk on new development parcels. Addition of bike lane and interior gardens next to townhouses.

Hudson Street

Extension of greenways and sidewalks on both sides of the street.

Key plan

Retail & active edges

Dining, retail, cultural & service uses clustered facing Connecticut Square Park and adjacent block of Capitol

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Update zoning for greater land use flexibility

- More versatile retail, assembly, entertainment options
- Broader variety of residential building typologies such as permitted in DT-2 zone
- Scale transition along Buckingham to 3-4 story neighborhood vernacular

City of Hartford Current Zoning Map

Enduring, high-quality architecture and urban design

- Modern materials, expression, and living spaces combined with hallmarks of Bushnell South's historic context: townhomes, stoops, human-scale proportions
- Capture the area's outstanding views with balconies, roof decks, and varied height

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Transportation Demand Management expands mobility choices

- Apply TDM to new development projects
- Support with improved transit services & facilities, bike & pedestrian infrastructure

Potential TDM Strategies for Bushnell South by User Group

STRATEGY	DESCRIPTION	THEATER ATTENDEES	RESIDENTS	EMPLOYEES
On-Site Transportation Information, including real-time arrival information	CTtransit dash shuttle, bike lane, and ridesharing information located where the greater number of employees, visitors, an residents are likely to see it, such as a bulletin board or kiosk, or through other websites and social media.	✓	✓	✓
Free Transit Passes	Monthly passes for employees/residents and 24-hour passes for event attendees.	✓	✓	✓
Mobility Wallet	Provide flexible mobility discounts (transit passes, micromobility credits, bikeshare, TNC's).		✓	✓
Emergency Ride Home	Provide ride-home assistance programs (such as taxi or TNC credits) for residents and employees.		✓	✓
Paid Parking	Charge for all parking on site (including discontinuing free parking for season ticket holders, if applicable).	✓	✓	✓
Unbundled Parking	Unbundle parking for residential and office uses.		✓	✓
Multimodal Infrastructure	High-quality bike facilities and parking, and transit stoops; design the site as an active modes hub.	✓	✓	✓
End of Trip Facilities	Provide "end-of-trip" facilities that can complement bike parking to encourage bicycle access, including lockers and changing spaces, repair stations, wash stations, etc.		✓	✓
Carpool Incentives	Provide preferred parking for people traveling in groups of 2 or more.	✓		✓
On-Site Carshare Parking Spaces	Locate spaces in high-visibility parking spots within the publicly-accessible parking garage, with exterior signage to increase visibility and emphasize convenience.		✓	
In-Building Concierge Services & Refrigerated Storage Rooms	Multi-purpose front-desk staff can facilitate valet parking, farm-to-table produce delivery, cold and dry storage for grocery or produce delivery, and secure package delivery.		✓	
Coordinate Delivery Services	Partner with online personal service providers (i.e., Instacart, Postmates, Taskrabbit) or facilitate other ways of making ordering in, instead of making separate trips off the property for daily needs, more appealing and reduce vehicle trips in the process.		✓	

Expand CRDA parking structure by beginning of Phase 3.
Build Parcel A parking structure before end of Phase 4.