

# **Silas Deane Highway Advisory Committee**

**Preliminary Report**

**Wethersfield Town Council**

**Monday, October 4, 2004**

# MISSION: Review 1987 Master Plan

- Committee Met Regularly Since June
- Reviewed Background Information: 1987 Master Plan, 2001 Econ Dev Strategic Plan, 2000 POCD, Beaver Brook Master Plan.
- Identified 77 Initial Recommendations
- Reviewed Development Activity Since Mid 80's.  
38 Significant Projects - Mixed Results. (See Attached List)
- Photographed, Video and Mapped Corridor
- Identified Potential Development Opportunities

- Reviewed Present Status of all Recommendations
- Eliminated Those That Have Been Accomplished
- Eliminated Those That Were No Longer Relevant
- Modified Several Based on Today's Reality
- Created Goals and Objectives For The Revitalization of the Highway
- Met with DOT representatives
- Created Preliminary List of Recommendations (46)

# Goal

- Establish the Silas Deane Highway as a destination for a diverse mixture of quality land use development and adaptive reuse opportunities, implement a series of vehicular and pedestrian, transportation and streetscape improvements for the purpose of increasing the tax base, improving employment opportunities the image of the Highway, and the quality of life.

# Objectives

- **Land Use/Development Opportunities** - Improve economic development opportunities along the Highway for the business community.
- **Design** - Designate Design Districts and Development Project areas along the Silas Deane Highway to bring order and cohesiveness which will enhance visual improvements and a sense of place for the Highway.
- **Zoning** - Continue to promote and monitor changes to land use regulations and procedures.
- **Traffic/Street Improvements** - Implement a series of vehicular and pedestrian transportation improvements that maximize safety and ensure access to the business community.
- **Streetscape** – Through a public and private partnership with various stakeholders develop a landscape/beautification plan and implement improvements.
- **Administrative** - Support the development of mechanisms that administer, sustain, maintain and promote the revitalization of the Highway.

# Land Use and Development Opportunities

- North
  - Large Scale Office/Retail
  - Neighborhoods
  - Commercial Development
- Central
  - Mixed Uses
  - Town Center
  - Housing – Active Adult
- South
  - Office Park
  - Large Scale Retail and Office
- Beaver Brook Green Space

# Design

- Designate Design Districts
- Create Design Guidelines
- Develop Design Concept Plans For Key Properties and Land Use Recommendations
- Uniform Public Signage Program  
i.e. Wayfinding, Street signs etc...

# Zoning

- Adopt New Zones and Regulations
- Implement Design Review



# Traffic/Street Improvements

- Pedestrian Improvements
- Traffic Calming
- Key Intersection Improvements
  - Cumberland and Maple Streets should be the most simple,
  - Nott and Wells Road more elaborate, and
  - The Town Center intersection at Church Street should be the most extensively improved.

# Streetscape

- Need comprehensive Streetscape plan
- Key street tree plantings
- North Gate Island Planting
- Continue uniform stone wall treatments

# Administrative

- Create Merchants Organization
- Designate Coordinator For Implementation
- Marketing Efforts
- Facade Program
- Market Analysis
- Annual Budget
- Maintenance
- Develop Cost Estimates

# Next Steps

- Adopt New Zoning Regulations
- Implement Design Review
- Request DOT Delay SDH paving project for one year
- Pursue Additional funding for key intersection improvements
- Market Analysis
- Development Plans
- Retain Technical Assistance
- Continue SDHAC
  - Expand Membership – Merchants and Property Owners
  - Additional Fact Finding
  - Public Participation
  - Develop Final Plan and Report
- Use STEAP Funds
  - Loan Program
  - Key Intersections
  - Streetscape
  - Tree Plantings

# Acknowledgements

- Chair, Bev Pierz
- Vice Chair, Bernadine Franco
- Betty Rosania
- Carmela Moore
- Stephen Foote
- Dave Edwards
- Julie Montinieri, Town Council
- Andy Adil, Town Council
- Bonnie Therrien, Town Manager
- John Lepper
- Mike Turner, Director of Physical Services
- Peter Gillespie, Town Planner/Economic Development Manager