

# GLASTONBURY CENTER 2020 SHARED VISION PLAN



PREPARED BY

BFJ PLANNING  
STANTEC  
BBP & ASSOCIATES, LLC

MARCH 2011



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SHARED VISION PLAN**

PREPARED FOR

Glastonbury Town Council  
Glastonbury Town Plan and Zoning Committee

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March 2011



## ACKNOWLEDGEMENTS

### STEERING COMMITTEE

Susan Karp, Chairperson, Town Council  
Sharon Jagel, Chairperson, Town Plan and Zoning Commission  
Timothy Coon, Minority Leader, Town Council  
Pat Low, Vice Chairperson, Town Plan and Zoning Commission  
Richard Johnson, Town Manager  
Kenith Leslie, Community Development Director

### CONSULTANT TEAM

Frank Fish, FAICP, Planning Principal, BFJ Planning  
Paul Buckhurst, ARIBA, Design Principal, BFJ Planning  
Georges Jacquemart, AICP, PE, Traffic Principal, BFJ Planning  
Melissa Kaplan-Macey, AICP, Project Manager, BFJ Planning  
Gary Sorge, FASLA, AICP, Senior Principal, Stantec  
Philip Champagne, Landscape Designer, Stantec  
Jim Prost, Principal, BBP & Associates, LLC  
David Starnes, Senior Associate, BBP & Associates, LLC

BFJ Planning  
115 Fifth Avenue  
New York, NY 10003

Stantec  
2321 Whitney Avenue  
Hamden CT 06518

BBP & Associates, LLC  
111 Annapolis Street  
Annapolis, MD 20401



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## 1. Introduction

Following the preparation of a Plan of Conservation and Development in 2007 and a traffic and streetscape study in 2008, the Town of Glastonbury recognized the need to develop a comprehensive vision for the future of its Town Center. A vital part of Glastonbury's economic and social fabric, the Town Center contains shopping, restaurants, medical and professional offices, institutions, open space and residential neighborhoods. Town officials and residents recognize that Glastonbury can build on its Center's assets and address issues such as traffic at key intersections, pedestrian connectivity, streetscapes and its mix of uses to enhance economic activity and create a stronger sense of identity.

To achieve these goals the Town Council and Town Plan and Zoning Commission sponsored the Glastonbury Center 2020 Shared Vision Plan initiative in April 2010 to work cooperatively with the public to develop a plan for the future of the Town Center. The purpose of the plan is to present a shared comprehensive vision for the future that will guide decision making in the Town Center over the course of the next ten years and beyond. To assist in developing this plan the Town hired a consultant team lead by BFJ Planning in association with Stantec and BBP & Associates. As shown on Figure 1, the study area is bounded by the Connecticut River to the west, Route 17 to the east, Williams Street West to the south and Salmon Brook to the north. Properties along Main Street between Salmon Brook and the East Hartford boundary are also included in the study area.

The Town hosted several public forums to gather community input into this Shared Vision Plan including an open house and an opening workshop on June 3, 2010, an open house on September 29, 2010 and a second workshop on November 4, 2010. These forums were very well attended with over 100 people participating in each event. Feedback obtained at these

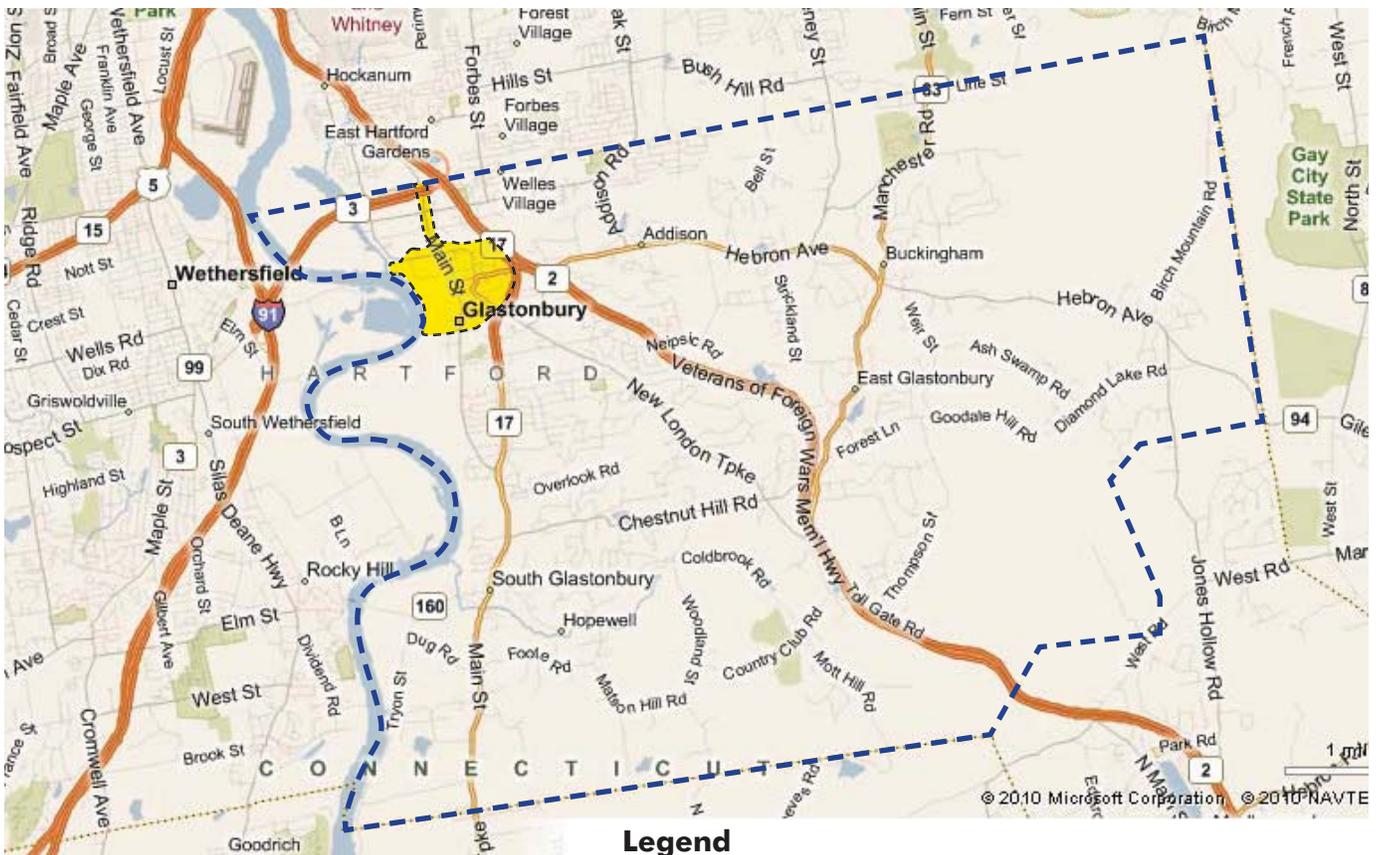
meetings was integral to the development of the vision for the Town Center that is described in this plan.

In working with the Town to develop the Shared Vision Plan the consultant team analyzed economic/market conditions and the Town Center's physical landscape including land use, zoning, traffic, pedestrian circulation, landscape/streetscape and parking. The plan presented herein describes these conditions, builds on existing strengths and addresses identified issues. The Plan's recommendations focus on the following areas:

- Traffic improvements at key intersections
- Traffic calming
- Parking improvements/access management
- Pedestrian and bicycle circulation improvements
- Streetscape improvements
- Redevelopment opportunities
- Site improvements

Improvements in these areas will create a vibrant sense of place for Glastonbury's Town Center. The comprehensive vision described in this Shared Vision Plan addresses the needs of pedestrians, automobiles and cyclists, enhances streetscapes and provides direction for the redevelopment of opportunity sites as they become available for future development. Together the elements described in the plan provide a practical guide for enlivening the Town Center and achieving Glastonbury's shared vision for its future.

FIGURE 1  
STUDY AREA LOCATION MAP



**Legend**

-  Study Area
-  Town Boundary

Source: Googlemaps

## 2. Community Participation: A Shared Vision

The Town of Glastonbury understands that early and consistent public participation is essential to developing a plan that will be supported by the community. In an effort to reach out to all constituents and include them in the planning process Glastonbury undertook a multifaceted outreach campaign with direct mailings, posters, newspaper coverage, a project website and a Facebook fan page. The Glastonbury Center 2020 project included numerous opportunities for residents, business owners and property owners to participate in the plan development process including open houses, workshops, and one-on-one interviews.

The first public workshop for the project, held on June 3, 2010, was attended by 120 people. This event began with an open house during which residents and business owners had an opportunity to view presentation materials and ask Town representatives and members of the consultant team questions one-on-one. The open house was followed by a formal presentation and then small group roundtable discussions on selected topics including the economy, land use & zoning, streetscape & landscape and transportation & circulation. At the conclusion of the roundtable discussion period a representative from each table reported their findings back to the group at large.

Working with the Steering Committee over the course of the summer, the consultant team utilized the comments received at the June 3rd workshop to develop elements of the plan addressing issues such as traffic, pedestrian circulation, parking, streetscapes and economic development. The results of these analyses were displayed at an open house held on September 29th. At the open house residents and business owners had an opportunity to review the materials and discuss their comments with Town staff and the consultant team.



Photos by Steve Smith, Reminder Media

Based on comments received from the public at the open house and input from the Steering Committee, the consultant team then revised the draft concepts and developed a Draft Shared Vision Plan. The Draft Plan was presented to the public at a second public workshop on November 4th. The second public workshop was structured in a manner similar to the first. It began with a formal presentation of the Draft Shared Vision, which was followed by small group roundtable discussions. The roundtable discussion topics were transportation & circulation improvements, streetscape improvements, redevelopment opportunities and land use & zoning. Following the roundtable discussions each table reported their findings back to the group at large.

In addition to these public forums, the consultant team also reached out to major property owners and realtors in the area to obtain their input into the future of the Town Center. Among those interviewed were Charles Davis, owner of the Shoppes at Fox Run, Bruce Sawyer of Grove Properties, Don Goodwin of Murray Real Estate, Craig Way of HB Nitkin, Rober Gaucher of O, R & L Real Estate and Allan Schwartz, owner of several major properties in the study area including Eric Town Square and 2450 Main Street (the Panera Bread plaza).

The themes that guide this plan as expressed by the community at the open houses, workshops and interviews, are as follows:

*Traffic*

- Improve key intersections
  - New London Turnpike & Hebron Avenue
  - House Street & Hebron Avenue
  - Main & Welles Streets
- Turning lanes to improve traffic flow
- More traffic calming
- Rankin Road connection
- No traffic light at Main Street & Hebron Avenue

*Pedestrian & Bicycle Circulation*

- Increase opportunities to walk and bike
- Pedestrian/bike connections between
  - Whole Foods & Hebron
  - Western Boulevard & House Street
- Sidewalks on Hebron are too close to road
- Benches and bike racks
- Well-defined commuter bike route

*Parking*

- Park once and walk
- Shared parking
- Municipal parking lot
- Alternatives to large open parking lots
- Remove illegal barriers between parking lots
- Put parking lots behind commercial buildings
- Improve underground garage lighting

*Landscape & Streetscape*

- More pedestrian friendly
- Create a walking loop
- Pedestrian amenities (places to sit, water fountains)
- Better & more consistent pedestrian lighting
- Town Center identity at Hebron & Main
- Light the Copper Beech tree
- High quality and consistent landscaping
- Focus on history/artwork

*Land Use & Zoning*

- Appropriately scaled density & height increases
- Mixed-use (retail on ground floor with residential above)
- Upscale residential development
- Places for people to sit and talk
- Evening activities/events
- Redevelopment opportunities:
  - Intersection of House Street & Hebron Avenue
  - Glen Lochen (39 New London Tpk.)
  - Derr Plaza (30 & 60 Hebron Avenue)
  - Torna Building (2327-33 Main Street)

### 3. Existing Conditions

The area defined as Glastonbury Town Center, shown on Figure 2, can be divided into three sections (see Figure 3):

1. Northern Main Street Area
2. Central Core Area
3. Southern Area

The majority of development in the study area occurs east of Main Street. West of Main Street there is a significant amount of parkland and wetlands associated with the Connecticut River.

#### 3.1 VISUAL CHARACTER

##### *Northern Main Street Area*

The Northern Main Street Area includes the properties fronting on Main Street between the East Hartford boundary and Salmon Brook. This area is characterized by automobile-oriented strip commercial development. Parking areas generally front on the roadway with commercial buildings behind them. There are multiple curb cuts along Main Street serving individual commercial properties and there are limited connections between the parking areas of adjacent commercial uses. Sidewalks and street trees line both sides of Main Street in this area. Street trees are more sparsely planted in areas with wide commercial drive-ways. Lighting in this area consists of cobra head fixtures attached to utility poles.



*Northern Main Street Area*



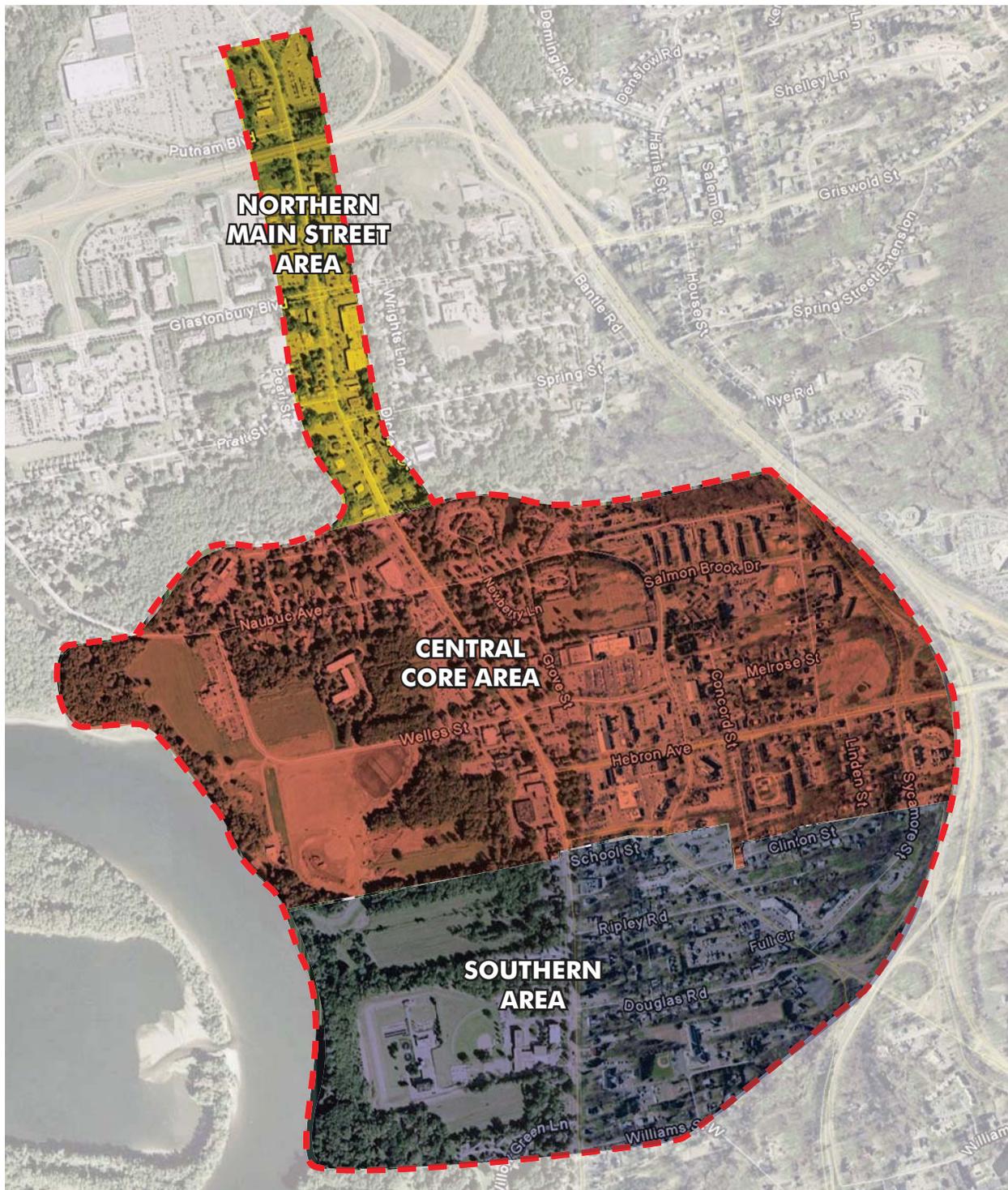
*Northern Main Street Area*

**FIGURE 2  
STUDY AREA AERIAL MAP**



Source: Stantec, BfJ Planning

**FIGURE 3  
STUDY AREA SECTIONS**



Source: Stantec, BFJ Planning

*Central Core Area*

The Central Core Area is bounded by Salmon Brook to the north and Rankin Road to the south. This portion of the study area is the heart of Glastonbury's Town Center. While the study area fans west to the Connecticut River and east to Route 17, development on the west side of Main Street is generally confined to buildings that front along Main, with the exception of the Riverfront Community Center.

East of Main Street development is predominantly commercial to New London Turnpike and then becomes increasingly residential.

In the Central Core Area buildings along Main Street generally front the street with parking at the rear. Street trees and sidewalks line Main Street. Streets and sidewalks are lit with cobra heads attached to utility poles. At the intersection of Main Street and Hebron Avenue decorative fixtures light the sidewalk. There are several important public gathering places along Main Street including the Center Green, Library, several churches and a cafe (Daybreak Coffee Roasters). With the exception of the churches, these public gathering spaces are clustered together around the intersection of Main Street and Hebron Avenue. With these meeting places this intersection serves as a focal point for the Central Core Area and the study area as a whole.

Development on the east side of Main Street is primarily characterized by automobile-oriented shopping typical of a suburban center with mid-sized commercial buildings flanked by parking. Along Hebron Avenue commercial buildings are set back approximately 18 feet from the roadway. The areas in front of properties are typically landscaped and parking is generally provided to the side and rear of buildings. On the north side of Hebron there is no curb along the sidewalk and utility poles are located in the right of way. There are no street trees planted along the sidewalk on Hebron between Main Street and New London Turnpike. There are street trees along the sidewalk between New London Turnpike and House



*Central Core Area: Daybreak Coffee Roasters*



*Central Core Area: Luna Pizza*



*Central Core Area: Whole Foods*

Street. The street and sidewalk are lit with cobra head fixtures attached to utility poles.

Along Welles Street buildings are set back much further than they are on Hebron. Large parking areas generally front the street. The Shoppes at Fox Run (with Whole Foods Market) is the predominant feature in this area. Sidewalks line both sides of Welles Street east of Main. There are no street trees along the sidewalk, but there are trees on private property behind the sidewalk area. The street and sidewalk are lit with cobra head poles.

### *Southern Area*

The Southern Area is bounded by Rankin Road to the north and Williams Street West to the south. The area is characterized by historic homes along Main Street and residential streets east of Main. Between Rankin and Ripley Roads, Main Street is characterized by historic properties that house commercial uses. This portion of the study area also includes Glastonbury Town Hall and the One Stop Shopping Center.

Sidewalks and street trees line both sides of Main Street in this area. On the east side of Main Street the grassy area between the curb and the sidewalk is wider than it is in the Central Core Area. There is on-street angled parking on the west side of Main Street between Rankin Road and School Street. Between School Street and Ripley Road on the west side of Main Street there is on-street parallel parking. South of Ripley Road there is no on-street parking. Lighting along Main Street consists of cobra head fixtures attached to utility poles.

Ripley and Douglas Roads consist of well maintained single and two-family homes. There are no sidewalk connections between these streets and Main Street. One Stop Shopping Center is located on New London Turnpike at Ripley Road. It is an older strip commercial center that is anchored by a liquor store and has a dry cleaner, nail salon, pizza place, cell phone store and bridal salon. There is no landscaping in either its front or rear parking areas.



*Southern Area: Main Street*



*Southern Area: Ripley Road*



*Southern Area: One Stop Shopping Center*

### 3.2 LAND USE

The predominant active land uses in the Town Center are commercial (32%) and residential (20.5%), as shown in Figure 4. Commercial properties include retail, restaurant, personal services and office uses. Of the residential properties 10 percent are single family, 4 percent are two to four family and 6.5 percent contain four or more units. Only 1 percent of properties are mixed use (i.e. consist of retail, office and residential uses within one building). 6 percent of properties in the study area are vacant.

There is a significant amount of open space within the boundaries of the Town Center study area (35% of land area). The majority of this open space is part of Riverfront Park located along the Connecticut River west of Main Street. These open space parcels generally extend from the river to the rear of properties that front on Main Street.

Main Street consists primarily of commercial uses from the northern boundary of the study area south to Ripley Road. Between Ripley and Douglas Roads Main Street is generally residential. In addition to commercial properties, there are several churches along Main Street as well as public uses such as the Library and Town Hall.

The Town Center is generally characterized by residents as a good place to do errands with ample free parking and a good variety of restaurants and personal and health service establishments. Residents note that the Town Center lacks general merchandise stores and that basic necessities other than food cannot be purchased there. Housing in the area is described as well maintained and affordable. Residents also note that services within the Town Center are within walking distance of one another. However, most people tend to drive rather than walk within the Town Center. Buildings in the Town Center are generally one to two stories. Eric Town Square, a newer development, is three stories.



*Commercial: Professional Office*



*Commercial: Ace Hardware*



*Commercial: Eric Town Square*



*Residential: Single Family*



*Open Space: Center Green*



*Residential: Two Family*



*Institution: Welles Turner Memorial Library*

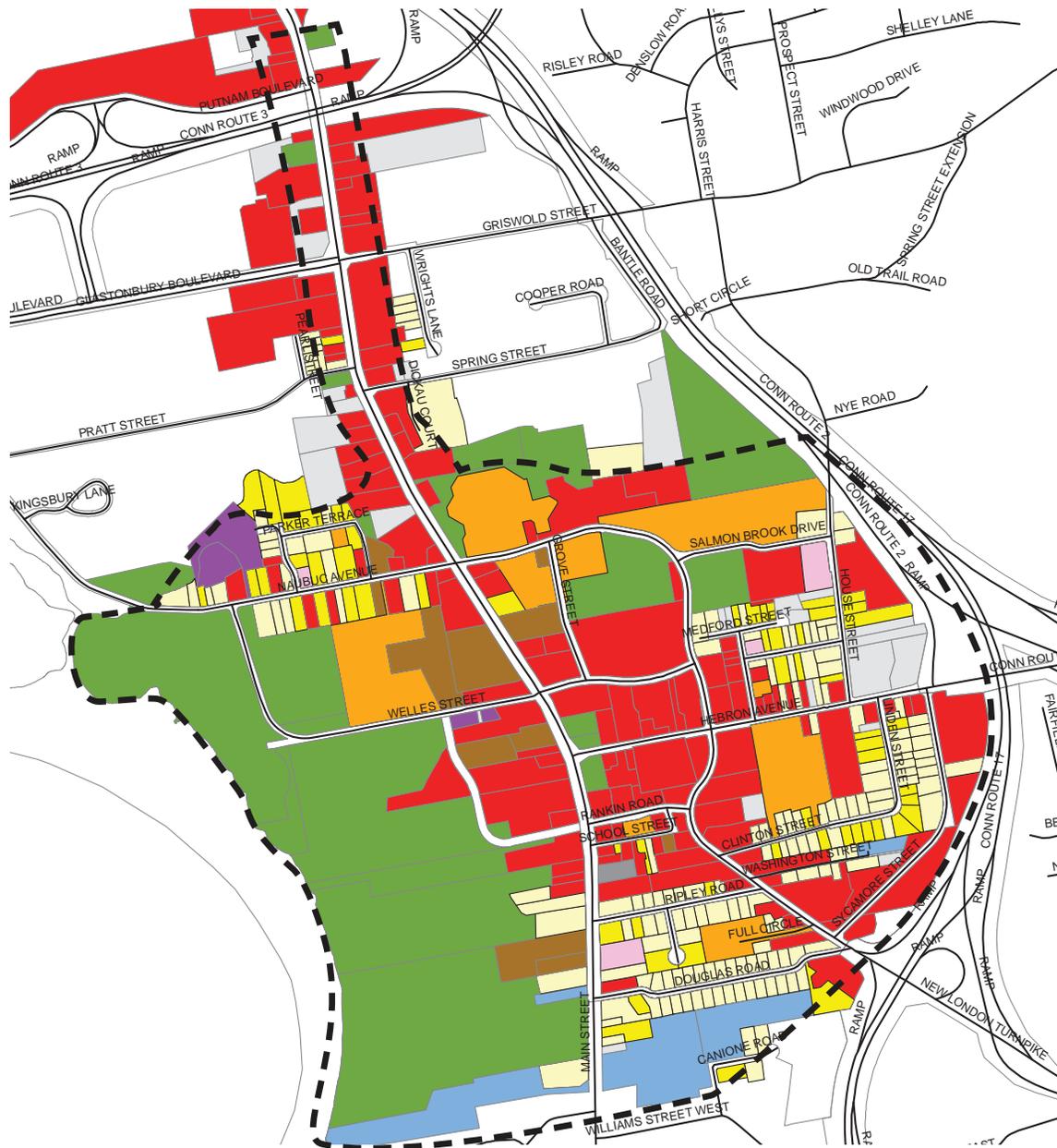


*Residential: Multifamily*



*Institution: St. James' Episcopal Church*

**FIGURE 4  
LAND USE MAP**



**Legend**

- |   |  |
|---|--|
|  Study Area Boundary |  Industrial     |
|  Single Family       |  Public Utility |
|  2-4 Family          |  Municipal      |
|  4 Family+           |  Open Space     |
|  Mixed Use           |  Exempt         |
|  Commercial          |  Vacant         |

Source: Town of Glastonbury GIS

### 3.3 ZONING

The Town Center has five primary zoning districts as shown in Figure 5:

- Central District (CD)
- Planned Business and Development (PBD)
- Planned Travel (PT)
- Planned Industrial District (PID)
- Residence A (RA)

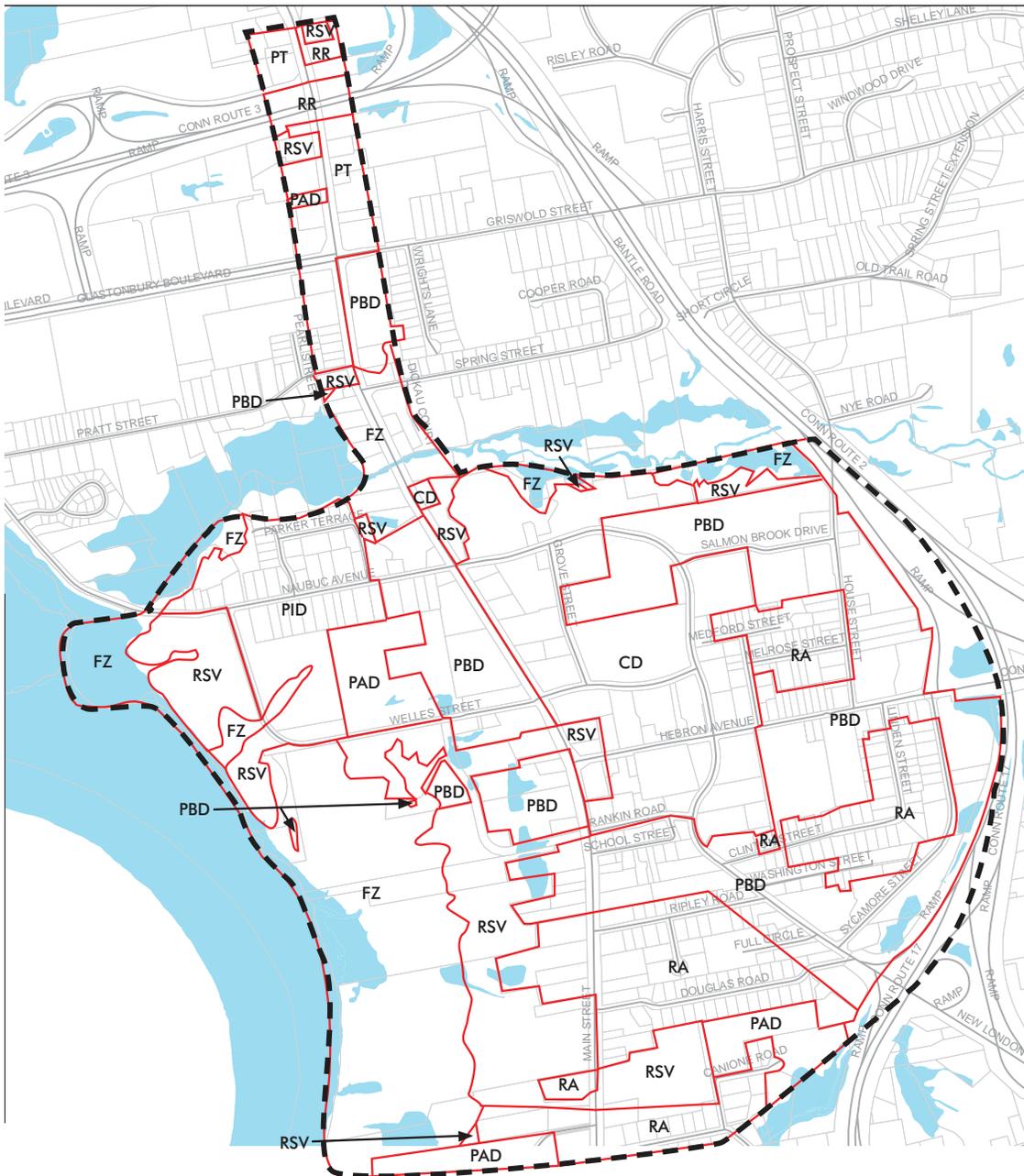
The Northern Main Street area is generally zoned Planned Travel and Planned Business and Development. The PT and PBD zones favor strip commercial development with bulk regulations that include a maximum lot coverage requirement of 20% and a 75 foot minimum front yard setback. In the PT zone, minimum lot frontage is 400 feet; in the PBD zone it is 200 feet. Allowed uses in both these zones include office, retail, restaurant and personal/professional services. The PT zone also allows gas stations, car washes, and textile manufacturing. Within the PBD zone institutional uses such as churches, libraries and government services are allowed, as well as single, two-family and multifamily residential uses.

The Central Core area is primarily zoned Central District and Planned Business and Development. The CD zone, which constitutes the Town's former urban renewal area, is generally bounded by Naubuc Avenue to the north, Rankin Road to the south, Main Street to the west and New London Turnpike to the east. This zone allows a mix of uses including single family, two family and multifamily residential, office, retail, restaurant and personal/professional services, and institutional uses (churches, libraries, government services, etc.). These uses are also all allowed in the PBD zone. The main difference between the CD and PBD zones is their bulk requirements. As mentioned above, in the PBD zone maximum lot coverage is 20% and the minimum front yard setback is 75 feet. In the CD zone maximum lot coverage is 25% and minimum front yard setback is 25 feet.

On the west side of the Central Core area is a Planned Industrial District (PID) bounded by Parker Terrace to the north and Welles Street to the south. The PID zone allows professional services, manufacturing, warehousing, car repair, and transportation centers. There is currently a small active industrial area within the PID zone at the end of Parker Terrace. The balance of the zone is now comprised of non-conforming uses including single and two family residences and commercial uses.

The Southern Area is mainly zoned Planned Business Development and Residence A. The PBD zone is bounded by Rankin Road to the north and the rear property line of homes on Ripley Road to the south. This zone extends to the eastern boundary of the study area. The RA zone, which allows single family, two family and multifamily residential and institutional uses, includes the residential neighborhood between Ripley and Douglas Roads.

**FIGURE 5  
ZONING MAP**



**Legend**

- RA Residence A
- PBD Planned Business & Development
- CD Central District
- PAD Planned Area Development
- PT Planned Travel
- FZ Flood Zone

Source: Town of Glastonbury GIS

### 3.4 TRAFFIC

The main thoroughfares within the study area are Main Street, Hebron Avenue, Welles Street, New London Turnpike and Naubuc Avenue. Hebron, Welles, New London Turnpike and Naubuc are all two-lane roads. Main Street has two lanes in the Central Core and Southern Areas with additional turning lanes in some locations and widens to four lanes in the Northern Main Street Area north of the Salmon Brook.

In 2008 Fuss & O’Neill evaluated traffic and streetscape conditions in the Town Center and identified several intersections for evaluation (see Figure 6):

- New London Turnpike & Hebron Avenue
- Hebron Avenue & House Street
- Main & Welles Streets
- Main Street & Hebron Avenue
- House & Griswold Streets

Fuss & O’Neill did not recommend any changes for the intersections of Main Street & Hebron Avenue and Welles & Main Streets. For the intersection of House Street & Hebron Avenue, they recommended a traffic signal and geometric redesign to improve traffic flow. For the intersection of New London Turnpike & Hebron Avenue they recommended geometric redesign. For House & Griswold Streets they recommended realignment of House Street to meet Harris Street to reduce delay. As a result of this recommendation, the Town has purchased the property necessary to eliminate the existing offset intersection and align House Street with Harris Street.

Input from the public at the June 3rd workshop generally confirmed Fuss & O’Neill’s findings—there was agreement that no traffic improvements are necessary at Main Street & Hebron Avenue, but that improvements are needed at New London Turnpike and Hebron Avenue and House Street and Hebron Avenue. In addition, residents felt that traffic flow should be improved at the intersection of Welles and Main Streets.



*New London Turnpike & Hebron Avenue*



*Hebron Avenue & House Street*



*Main & Welles Streets*

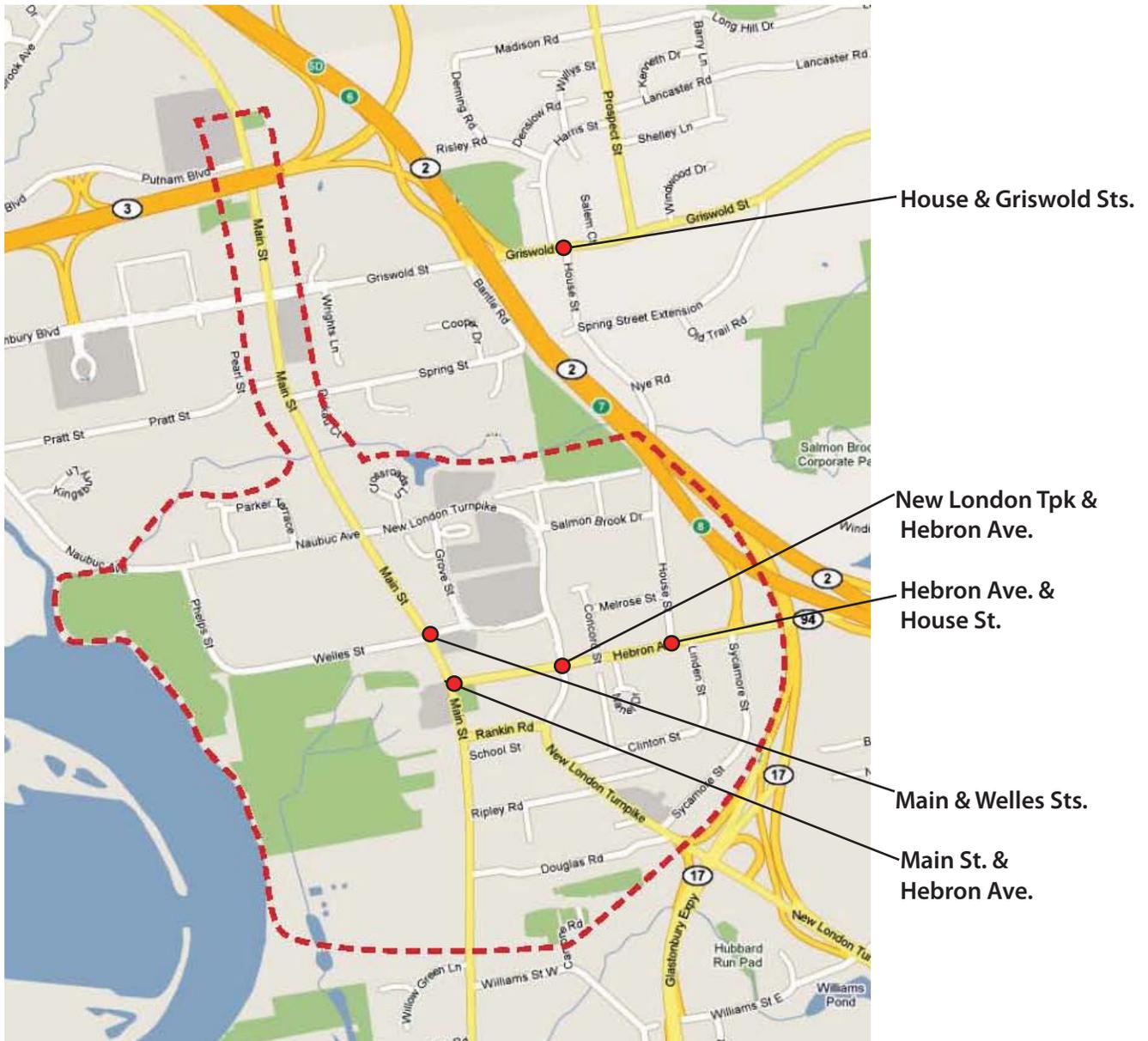


*Main Street & Hebron Avenue*



*House & Griswold Streets*

FIGURE 6  
KEY INTERSECTIONS



Source: Googlemaps

### 3.5 PEDESTRIAN/BICYCLE CIRCULATION

While seeking to optimize traffic flow, Glastonbury is equally concerned with walkability. Increasing pedestrian comfort and encouraging people to walk to and between destinations is key to enhancing the Town Center. As shown on Figure 7, there is an extensive sidewalk system throughout the Town Center. However, these sidewalks are currently underutilized.

In the Central Core area sidewalks run east to west along Hebron Avenue and Welles Street. While sidewalks run north and south along Main Street, there are no north to south pedestrian connections between Hebron and Welles within the heart of the Town Center. This limits the ability and inclination of people to walk to multiple destinations within the Center and creates the impression that the Town is not pedestrian friendly despite the presence of sidewalks. Further, along the north side of Hebron Avenue there is no curb between the sidewalk and the street. This condition has a negative impact on pedestrian comfort.

As shown on the Town's Bicycle Plan a proposed commuter bike route runs along the Town Center's major roadways including Main Street, Hebron Avenue and New London Turnpike (see Figure 8). While this is a mapped route, it has not been fully implemented with "Share the Road" signage indicating that these roadways are Town bicycle routes. Further, within the Town Center area there are few bike racks in key locations. Bike racks are necessary amenities for encouraging bicycling as a means of accessing Town Center businesses.



*Main Street*

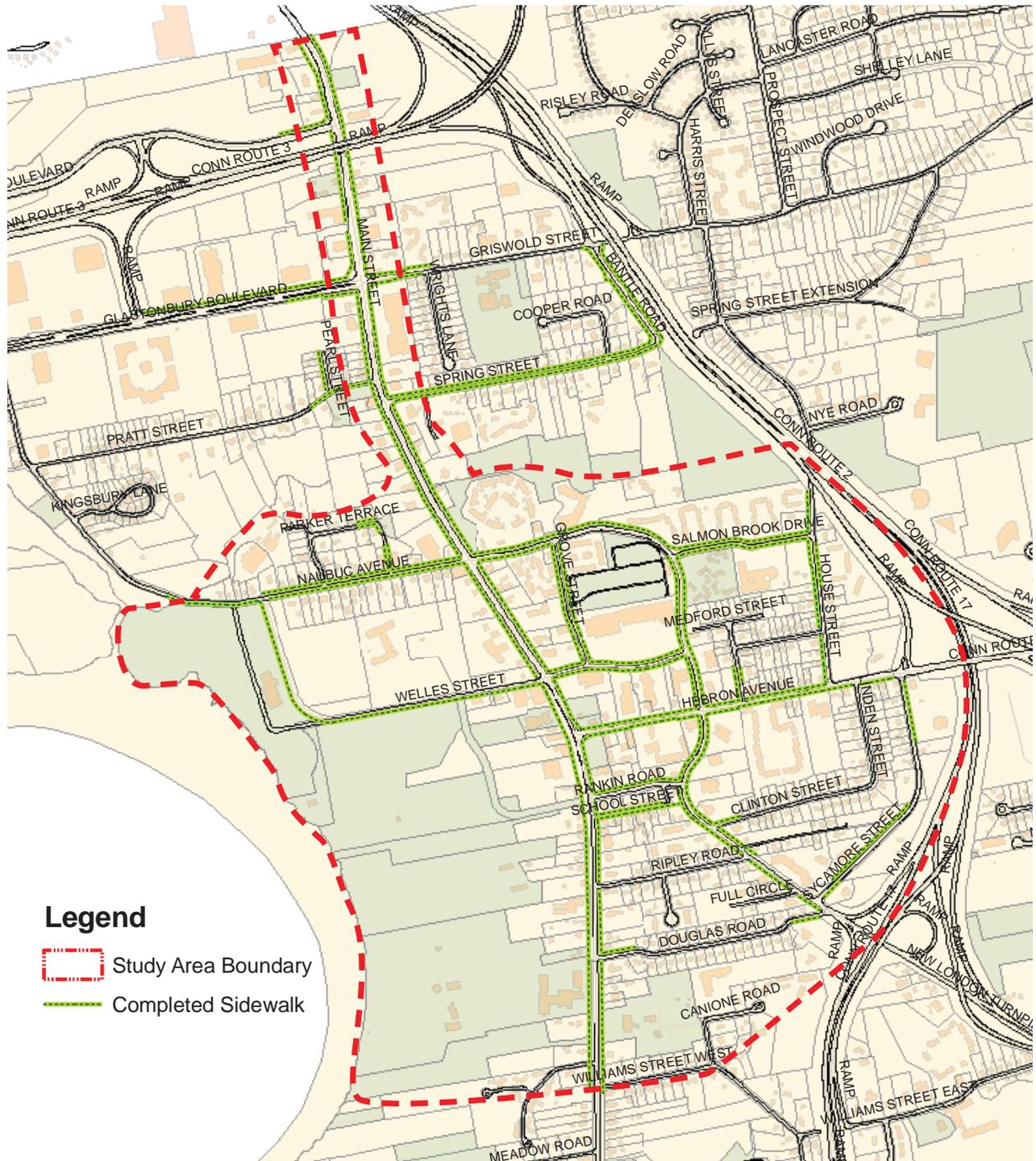


*Hebron Avenue*



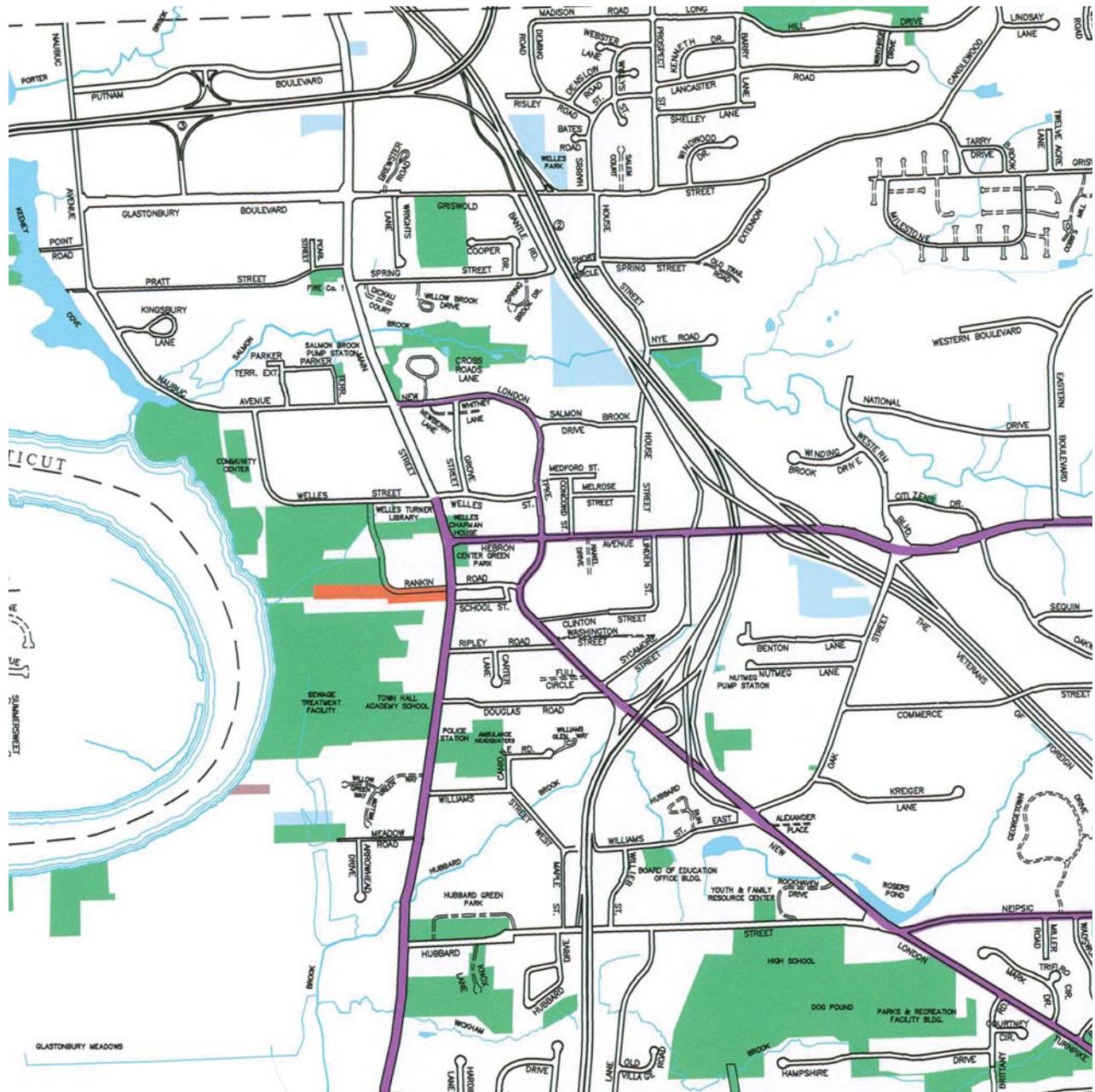
*Welles Street*

FIGURE 7  
SIDEWALK MAP



Source: Town of Glastonbury

**FIGURE 8  
TOWN BICYCLE PLAN**



**Legend**

- Proposed Commuter Bike Route
- Existing Bikeway

Source: Town of Glastonbury

**3.6 STREETScape/LANDSCAPING**

Streetscape conditions within the Town Center vary from a consistent tree-scape along Main Street in the Central Core Area to sparsely planted Hebron Avenue. At the intersection of Main Street and Hebron Avenue distinctive sidewalk pavings, landscaping, plantings, open space at the Center Green and the Copper Beech tree in front of the Library all create a strong sense of place that is inviting to pedestrians. In contrast, while the areas in front of commercial properties along Hebron Avenue are typically landscaped, the lack of a curb separating the sidewalk from the street between Main Street and New London Turnpike along with sparsely planted street trees makes this area uncomfortable for pedestrians. On Welles Street sidewalks line both sides of the street and trees are setback on private property behind the sidewalks.

Landscape conditions within parking areas also vary widely throughout the study area. In some locations such as the Ace Hardware parking lot trees and plantings provide shade and enhance the aesthetics of the property. In other locations such as the 30 & 60 Hebron Avenue (Derr Plaza) parking area there are no plantings or trees.



*Center Green*



*Main Street*



*Ace Hardware Parking Lot*



*30 & 60 Hebron Avenue (Derr Plaza) Parking Lot*

### 3.7 PARKING

Glastonbury's Town Center is a suburban center, heavily dependent upon the automobile. As shown on Figure 9, a substantial portion of land area in the Northern Main Street and Central Core Areas is dedicated to parking. While some people may walk to shopping from residential neighborhoods in the Town Center, a large majority of people expect to drive and park their car in close proximity to their destination.

Based on input received from the public at the June 3rd workshop, residents feel that in general there is sufficient parking in the Town Center, but that conditions are not ideal to park once and walk. Large parking lots have a negative impact on walkability and barriers between parking lots make it difficult to navigate between parking areas whether by car or on foot. In the Northern Main Street Area, which is characterized by automobile-oriented strip commercial development parking areas generally front on Main Street. In this area there are multiple driveways serving individual commercial properties with limited connections between the parking areas of adjacent businesses.



*Fence between adjacent parking areas*

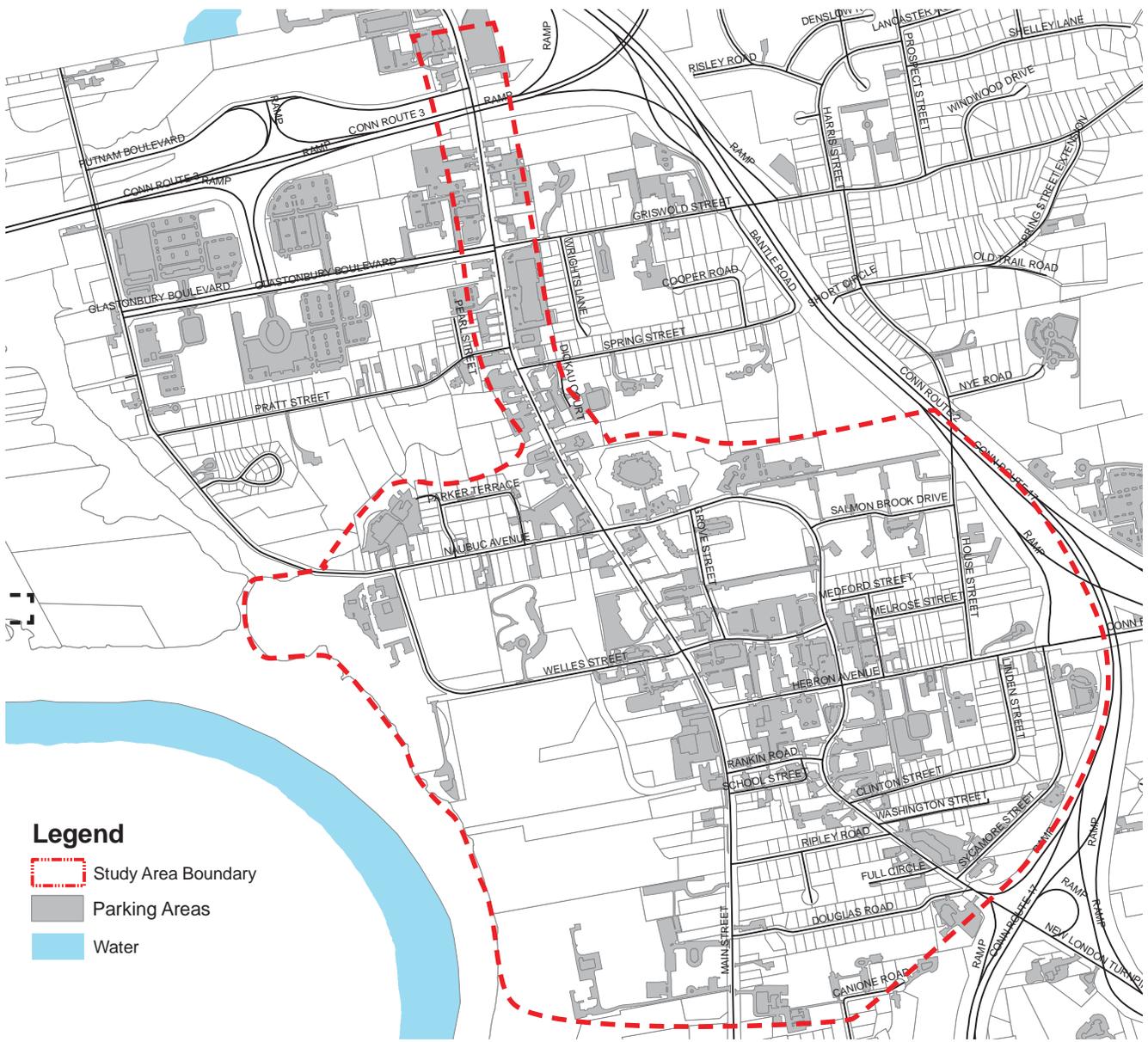


*Illegal barriers between parking lots*



*Curb cuts along Main Street*

FIGURE 9  
PARKING MAP



Source: Town of Glastonbury GIS

## 4. Market Analysis

### 4.1 UNDERSTANDING MARKET CONDITIONS

In assessing existing conditions in the Town Center the consultant team conducted a market analysis to determine the economic growth potential of the study area. The purpose of this analysis was to determine how much retail, residential and office development the Town Center could potentially capture based on the market. The findings of this analysis are *not* meant to suggest how much development the Town would like to encourage within the Town Center. Rather, the numbers demonstrate the maximum amount of development that the market can support. Understanding maximum potential growth by sector is a helpful tool for evaluating future development projects. The amount of growth that residents and Town officials will seek to encourage within the Town Center will likely be less than that which the market can support. The results of the market analysis are summarized below.

### 4.2 GROWTH ASSUMPTIONS

The market analysis is based on certain assumptions for growth in the retail, office and residential markets over the next ten years. For each sector a low-growth and high-growth market projection is provided, as follows:

#### RETAIL MARKET

##### *Low-Growth Market Scenario*

Represents the Town Center's existing (2010) capture rate of retail good expenditures within the market area.

##### *High-Growth Market Scenario*

Represents a 20 percent increase over existing (2010) capture rates, taking into account strong market conditions and the ability of the study area to capture a larger share of demand from the trade area.

Contingent upon future market conditions, Glastonbury's Town Center could potentially

capture between 49.9 and 59.8 percent of existing unmet retail demand within the market area.

#### RESIDENTIAL MARKET

##### *Low-Growth Market Scenario*

Assumes that the Town Center can capture 7 percent of new dwelling units projected to be built in the Town of Glastonbury between 2010 and 2020.

##### *High-Growth Market Scenario*

Assumes that the Town Center can capture 50 percent of new dwelling units projected to be built in the Town of Glastonbury between 2010 and 2020. The market study recommends that multifamily units comprise the bulk of new housing units built in the town over the next ten years. This type of housing responds to a changing market for housing that addresses needs of older residents with a smaller average household size.

#### OFFICE MARKET

##### *Low-Growth Market Scenario*

Assumes a challenging market and represents a 20 percent decrease from the existing baseline of 1.3 percent growth per year.

##### *High-Growth Market Scenario*

Assumes strong market conditions and represents a 20 percent increase in office development from the existing baseline of 1.3 percent growth per year.

**4.3 GROWTH POTENTIAL**

Based on the growth assumptions described above, the market study provides a range of development that the Town Center could potentially capture over the next ten years (see Table 1). This development potential includes 138,000-222,000 square feet of retail, 48,800-480,000 square feet of residential space and 43,000-64,000 square feet of office space. As previously stated, these growth projections are *not* meant to suggest how much development the Town would like to encourage within the Town Center. Rather, they demonstrate the maximum amount of development that the Town Center market could potentially support. These figures do not take into account desired density and scale on particular sites within the Town Center.

**TABLE 1  
MARKET POTENTIAL**

	2010-2015		2015-2020		Total 2010-2020	
	Low	High	Low	High	Low	High
Retail SF	88,310	160,383	49,787	61,215	138,098	221,598
Office SF	21,000	31,000	22,000	33,000	43,000	64,000
Residential SF*	16,275	174,375	32,550	306,250	48,825	480,625
Residential Units	11	116	22	204	33	320
<b>Total</b>	<b>125,585</b>	<b>365,758</b>	<b>104,337</b>	<b>400,465</b>	<b>229,923</b>	<b>766,223</b>

*Source: BBP & Associates, LLC 2010*

## 5. Recommendations

### 5.1 TRAFFIC IMPROVEMENTS

Improving traffic flow in the Town Center is an important priority for residents and Town officials. Based on feedback from the public at the open houses and public workshops, traffic improvements are recommended at:

- Hebron Avenue & New London Turnpike
- Hebron Avenue & House Street
- Main & Welles Streets

#### *Hebron Avenue & New London Turnpike*

Improving this intersection is a top priority that will address backups along Hebron Avenue from westbound traffic heading from Routes 2 and 3 towards Glastonbury Center. As shown on Figure 10, the proposed improvements will create a dedicated westbound right turn lane on Hebron Avenue. This will improve traffic capacity at the intersection and alleviate backups along Hebron Avenue. In order to create this right turn lane, the south side of Hebron Avenue will be widened, which will reduce the size of the landscaped area on the southeast corner of Hebron and New London Turnpike. This widening will not impact any existing buildings. In addition, the eastbound through/right turn lane will need to be slightly realigned to meet the through lane on the other side of the intersection.

#### *Hebron Avenue & House Street*

Improving this intersection is another important priority for addressing traffic backups along Hebron Avenue and improving safety at the intersection. Currently, vehicles turning left onto House Street from Hebron Avenue cause eastbound delays along Hebron Avenue. As shown on Figure 11, the proposed improvements call for a traffic signal at the intersection of Hebron Avenue and House Street and an eastbound left turn lane on Hebron Avenue. This will alleviate congestion at this intersection and will also improve safety. A landscaped median is also proposed on the east side of this intersection.

#### *Main & Welles Streets*

Improving this intersection will address existing traffic backups on Welles Street. Currently, when the signal on Welles Street at Main is red, traffic backs up along Welles Street. This is due to signal timing/phasing as well as capacity at this intersection. Signal timing/phasing should be adjusted to increase westbound and eastbound green time by reducing red time on Welles Street from 120 to 90 seconds per cycle. In addition a westbound right turn lane on Welles Street should be created to improve northbound traffic flow, as shown on Figure 12. Adding a second lane would increase capacity at the intersection and alleviate traffic backups.

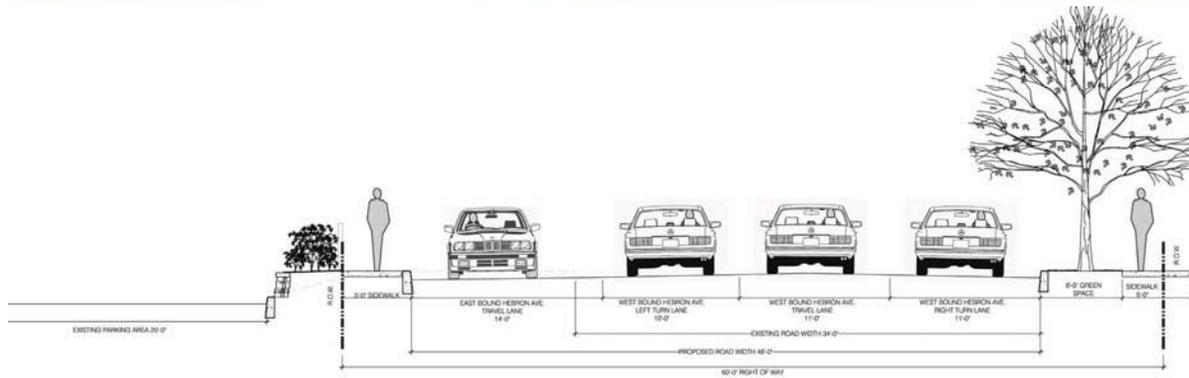
### 5.2 TRAFFIC CALMING AND ACCESS MANAGEMENT

Equally important as improving traffic flow in the Town Center is calming traffic and increasing pedestrian safety. On Main Street near Glastonbury Boulevard/Griswold Street the roadway is unusually wide, which encourages speeding. In order to calm traffic, increase pedestrian safety and enhance the streetscape in this area it is recommended that cobblestone medians and crosswalks be introduced, as shown on Figure 13.

Access management techniques should be applied throughout the study area and particularly along the northern end of Main Street between Salmon Brook and East Hartford. Such improvements include providing connections between adjacent parking lots and reducing the number of curb cuts/driveways, as shown on Figure 14. Parking lot connections will improve vehicular flow, enhance pedestrian connections and encourage people to “park and walk.”

A key access management recommendation is to create an extension of Rankin Road that would link Rankin to Welles Street. The purpose of this connection would be to provide access to the rear of stores fronting on Main Street and interconnect these buildings’ parking areas. This connection would enhance walkability and access to Riverfront Park and would serve as an accessway, not a cut-through. To

FIGURE 10  
INTERSECTION OF HEBRON AVENUE & NEW LONDON TURNPIKE



Source: Stantec

**FIGURE 11**  
**INTERSECTION OF HEBRON AVENUE & HOUSE STREET**



**Legend**

-  Proposed Striping
-  Proposed Curbline
-  Proposed Landscaping
-  Proposed Cobblestone Crosswalk
-  Proposed Raised Median

Source: BFJ Planning

FIGURE 12  
INTERSECTION OF MAIN & WELLES STREETS



**Legend**

-  Proposed Striping
-  Proposed Curblines
-  Proposed Landscaping

Source: BFJ Planning

**FIGURE 13  
MAIN STREET TRAFFIC CALMING**



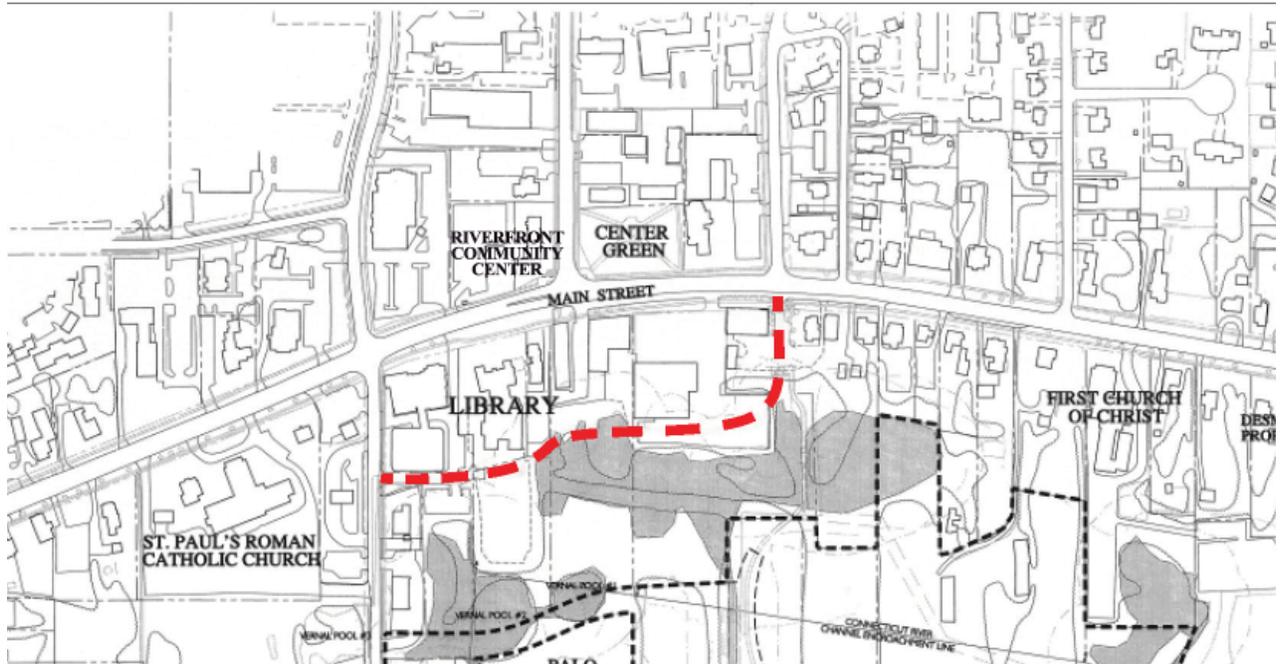
**Legend**

- Proposed Striping
- Proposed Curbline
- Proposed Cobblestone Median
- Proposed Cobblestone Crosswalk
- Proposed Raised Median

Source: BFJ Planning



**FIGURE 15  
RANKIN ROAD CONNECTION**



*Library Parking Lot*



*Example of a Raised Crosswalk*

Source: BFJ Planning

achieve this character the roadway should be configured as “Rankin Lane” and should be no more than 24 feet wide with a sidewalk along one side. A raised crosswalk with stop signs should be provided within the Library parking lot. As shown on Figure 15, the lane should be aligned to avoid environmentally sensitive land.

### 5.3 PEDESTRIAN/BICYCLE CIRCULATION AND STREETScape

Making the Town Center a more attractive and comfortable place to walk and bike is an essential component of this Shared Vision Plan. Two key recommendations for increasing pedestrian activity in the Town Center are to 1) create a series of walkways connected to the existing sidewalk system to provide needed north-south connections and 2) improve streetscapes. As shown on Figure 16, a system of walkways connecting to the Town Center’s existing sidewalk system will provide needed north-south pedestrian links between Welles Street and Rankin Road. This “Town Center Walk” will take advantage of existing green space in the Town Center, connecting to the Center Green and landscaped areas within existing parking areas. It will also emphasize connections to existing pathways to Riverfront Park with wayfinding signage, as shown on Figure 17. The Town Center Walk pathway should be lit with attractive pedestrian-scale lighting and should include amenities such as benches, planters, banners and trash receptacles as well as public art and/or historic markers. Such amenities should be implemented throughout the study area to enhance the streetscape and promote walkability.

In certain locations in addition to introducing general amenities, larger scale streetscape improvements should be implemented. These areas include the intersection of Main Street and Hebron Avenue and along Hebron Avenue between Main Street and New London Turnpike. In addition, stream bank restoration improvements should be made to the Salmon Brook to increase its visibility from Main Street.

As shown on Figure 18, recommended improvements at Main Street & Hebron Avenue include a new landscaped median on the south side of the intersection and a widened landscaped median on the north side of the intersection. These medians will calm traffic and make the intersection more pedestrian friendly. Other recommended improvements for this area include new landscaped areas along the west side of the intersection and cobblestone pedestrian crossings. In addition, the bus stop located on east side of Main Street between Hebron Avenue and Welles Street should be moved north of Welles Street to help improve traffic flow at the intersection of Hebron Avenue and Main Street.

This intersection presents a significant opportunity to enhance the streetscape and highlight an existing node of activity in the Town Center. Main and Hebron should serve as a gateway area, providing a sense of destination that lets people know that they have arrived in Glastonbury Town Center. It has several community gathering places including the Center Green, Daybreak Coffee Roasters’ sidewalk cafe and the Library. It also boasts a significant natural design feature- a beautiful Copper Beech tree. As was suggested at the two public workshops, the Copper Beach could be lit at night as a place-making element. The tree could also be incorporated into a banner that could be hung from decorative light poles in the Town Center.

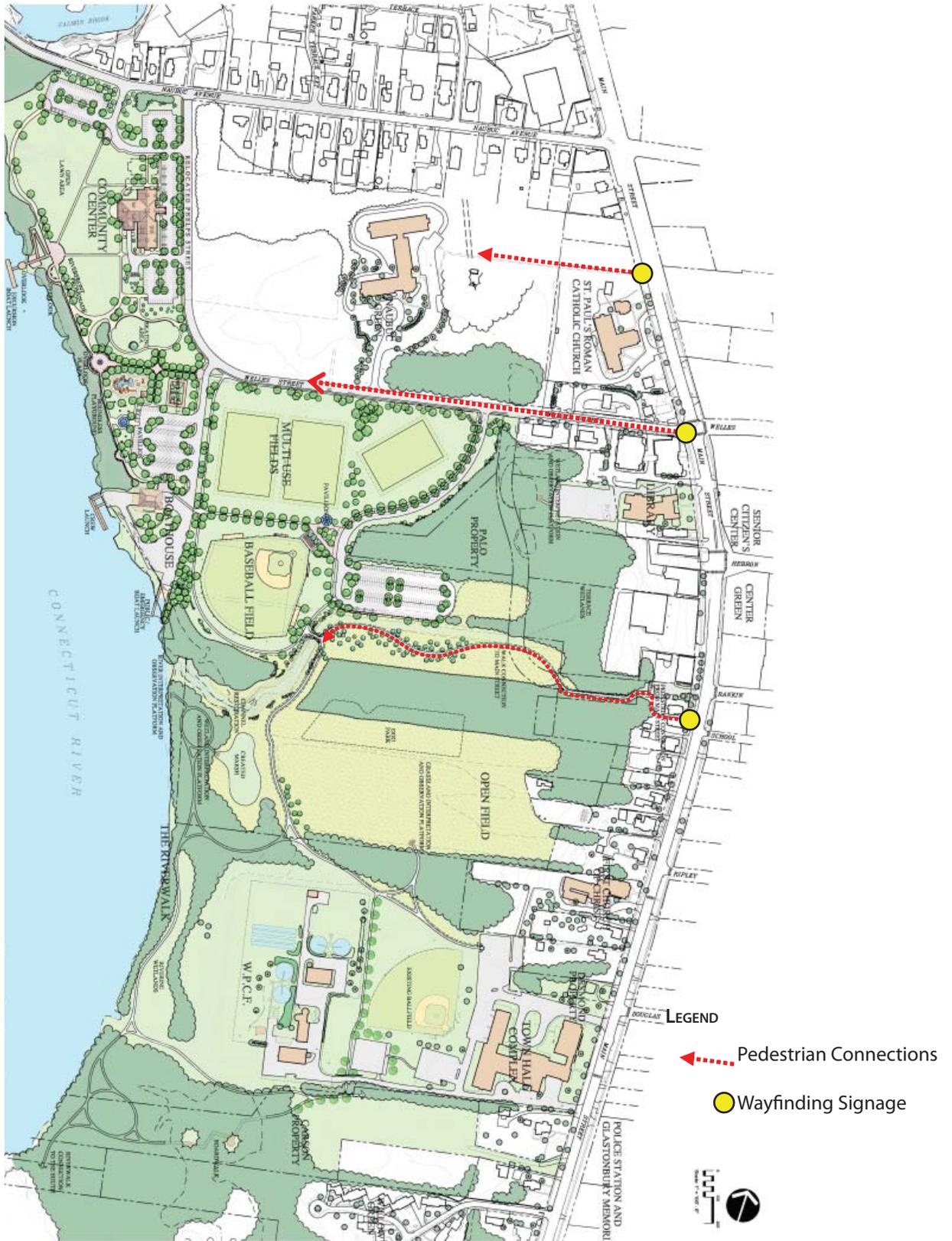
The other area where significant streetscape improvements should be made is along Hebron Avenue between Main Street and New London Turnpike. An improved streetscape in this area would have a significant impact on pedestrian safety and comfort within the Town Center. There is currently no curb along the roadway and very little barrier between pedestrians and vehicular traffic. As shown on Figure 19, adding a curb and landscaped area buffering pedestrians from the roadway as well as trees and decorative fixtures would significantly improve the look and feel of this important Town Center thoroughfare. In addition,

FIGURE 16  
PROPOSED TOWN CENTER WALK



Source: Stantec

FIGURE 17  
RIVERFRONT CONNECTIONS



Source: Town of Glastonbury

**FIGURE 18**  
**INTERSECTION OF MAIN STREET & HEBRON AVENUE**  
**STREETSCAPE IMPROVEMENTS**

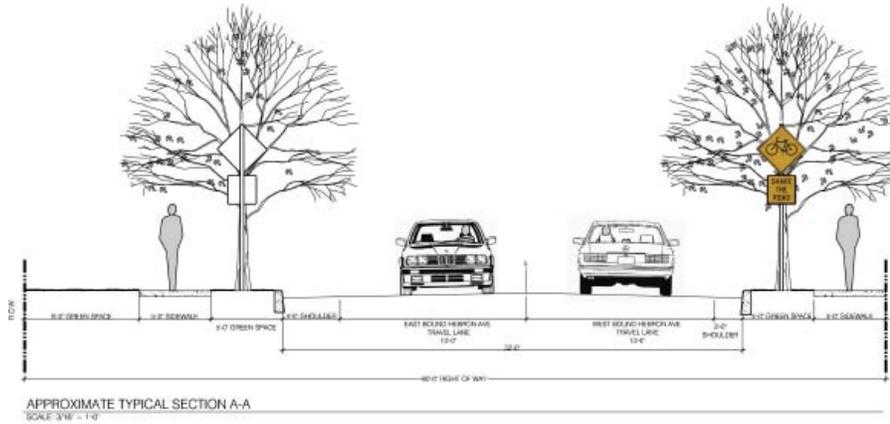
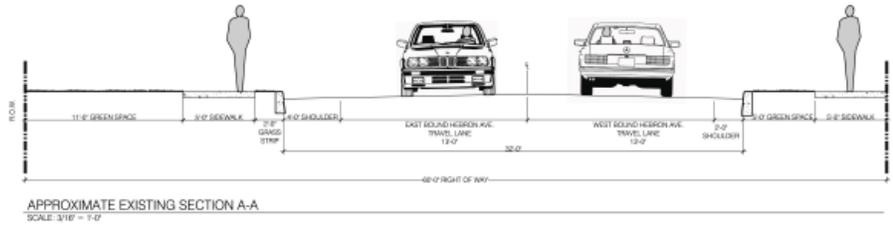


**Legend**

-  Proposed Striping
-  Proposed Curpline
-  Proposed Landscaping
-  Proposed Cobblestone Crosswalk
-  Proposed Raised Median

Source: BFJ Planning

**FIGURE 19  
HEBRON AVENUE STREETScape IMPROVEMENTS**



Source: Stantec

“Share the Road” signage should be provided along Hebron Avenue to encourage bicycling and increase motorists’ awareness of cyclists.

In addition to Hebron Avenue, “Share the Road” signage should be provided along all commuter bike routes within the Town Center area as indicated on the Town’s Bicycle Plan (shown in Figure 8) to improve bikeability in the Town Center area. Efforts should also be made to provide bicycle racks in strategic locations. In the long term a bicycle connection between Western Boulevard and Nye Road connecting back into House Street should be considered as part of any future development in the area. Such a connection would enhance bicycle access to the Town Center and provide an alternative access point for cyclists.



*“Share the Road” Signage*

#### 5.4 PARKING

As part of an overall plan to encourage walkability in the Town Center, access management techniques should be applied to connect adjacent parking areas and encourage people to “park and walk.” At the same time parking areas should be enhanced with additional landscaping and pedestrian pathways should be provided within parking lot to better connect parking to shopping. Trees should be planted in parking lots within diamond-shaped planters or planting beds to minimize loss of parking spaces and provide pedestrian walkways between parking aisles. Bioswales and pervious surfaces should be introduced where appropriate to enhance drainage and reduce stormwater runoff.

In addition, the Town should consider municipal parking within the Town Center to accommodate employee parking and reduce parking pressure on commercial sites. This could be accomplished with a one-story municipal garage built above the existing underground garage at Eric Town Square. This would require a public-private partnership between the Town and the owner of the garage. As part of this project, lighting and circulation upgrades to the existing underground garage should be considered. Another opportunity for employee



*“Park and Walk” Signage*



*Existing Underground Garage*

parking that could be explored is a public-private partnership with Saint Paul's church to utilize their parking lot on Main Street. This lot is currently used as a park and ride lot during weekdays. Municipal parking in this location would require exploration of a partnership with the Archdiocese of Hartford and should include consideration of enhanced landscaping for this lot.

**5.5 REDEVELOPMENT OPPORTUNITIES/SITE IMPROVEMENTS**

Through the course of this study several sites were identified as potential opportunities for future redevelopment and/or improvement.

Redevelopment opportunities include:

- 39 New London Turnpike
- Vacant site at House Street & Hebron Avenue
- Vacant St. Paul's property on north side of Welles Street

Site improvement opportunities include:

- 2327-33 Main Street
- 30 & 60 Hebron Avenue (Derr Plaza)
- 2450 Main Street
- 331-363 New London Turnpike (One Stop Shopping Center)

39 New London Turnpike and the site at the intersection of House Street and Hebron Avenue both present opportunities for significant redevelopment (see Figure 20). The 39 New London Turnpike property is a 4.2 acre site with a 78,000 square foot shopping center, which is currently nearly 20 percent vacant. The House and Hebron site is currently vacant and consists of two adjoining parcels comprising 4.2 acres. Both sites could be redeveloped for upscale residential use attracting young professionals and empty nesters to the Town Center area. The House and Hebron site could potentially accommodate a mix of residential and commercial uses.

As was discussed in Section 4.2, from a market perspective the Town Center has the potential to capture as much as 50 percent of new

housing units that will be built in the Town of Glastonbury between 2010 and 2020. Directing this potential development to these two sites would support retail, commercial and entertainment activities in the Town Center by providing new resident consumers who could walk to Town Center destinations. This new residential development should be designed to complement the scale and character of Glastonbury's Town Center and should be three to four stories in height. Examples of the type of development that could be appropriate for these sites is shown in Figure 21.

Another significant development site in the Town Center is the vacant 5-acre property on the north side of Welles Street across from Riverfront Park, which is owned by the Archdiocese of Hartford/St. Paul's Church (see Figure 20). Development of this property is under the control of the Archdiocese. Potential uses that should be considered for this site could include senior housing, a community recreation center such as a YMCA facility, or a combination of such uses.

In addition to these opportunities for redevelopment, there are several sites that could be reconfigured and/or improved in the long term to enhance the character of the Town Center. These sites include 2327-33 Main Street, 30 & 60 Hebron Avenue (Derr Plaza), and 2450 Main Street, which are shown on Figure 22, as well as 331-363 New London Turnpike (One Stop Shopping Center), which is located at the intersection of New London Turnpike and Sycamore Street. As shown on Figure 23, 2327-33 Main Street is currently setback significantly from Main Street with a surface parking lot along its Main Street frontage. This is inconsistent with the buildings to both its sides which are not set back from Main. Moving the 2327-33 Main Street building up to Main Street would create a consistent street wall along Main. This would enhance the character of the intersection of Main Street and Hebron Avenue, a key gateway to the Town Center.

**FIGURE 20  
REDEVELOPMENT SITE LOCATIONS**

39 New London Turnpike



St. Paul's Site



House & Hebron Site



Source: BFJ Planning

FIGURE 21  
RESIDENTIAL PRECEDENTS



LORTON STATION, VA



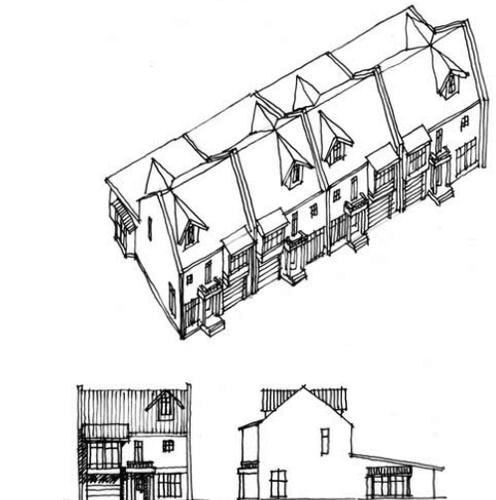
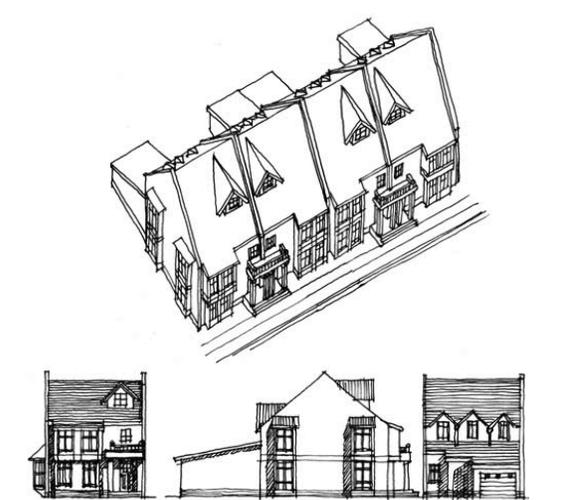
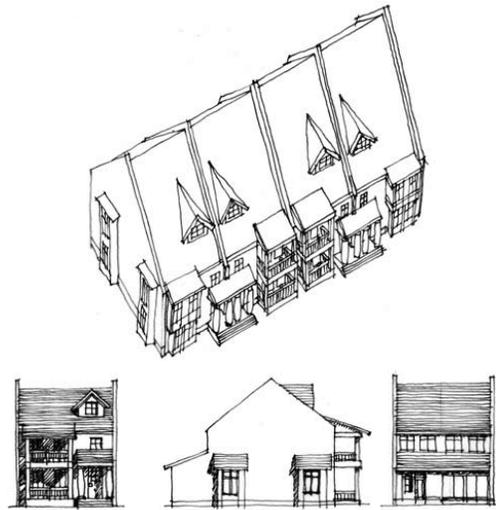
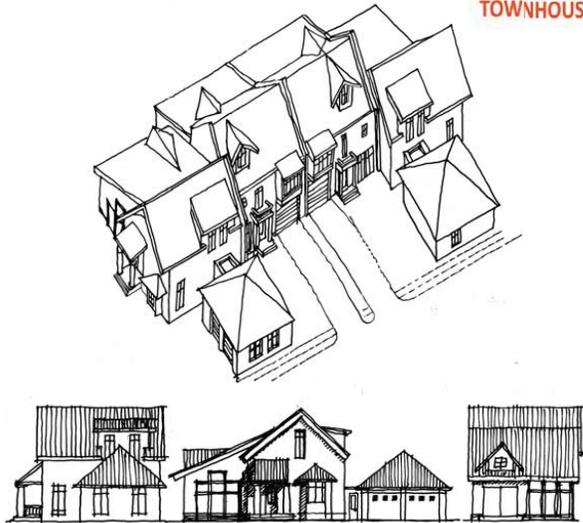
CLARENDON PARK, VA



HOMMOCKS PARK, MAMARONECK, NY

HOUSING PROTOTYPES

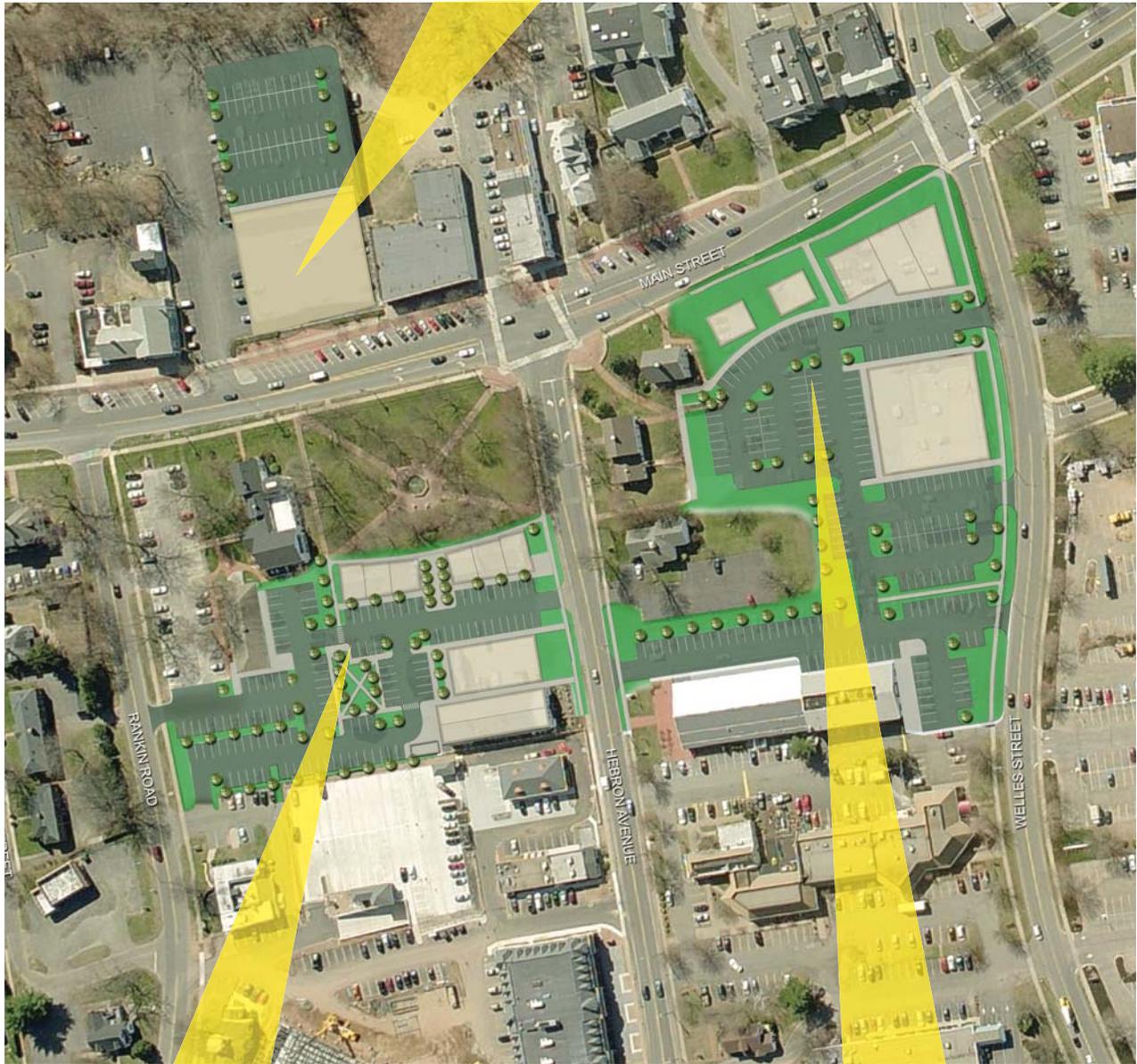
TOWNHOUSES



Source: BFJ Planning, Stantec

### FIGURE 22 PROPOSED SITE IMPROVEMENTS

2327-33 Main Street



30 & 60 Hebron Avenue (Derr Plaza)

2450 Main Street

Source: Stantec

**FIGURE 23**  
**PROPOSED SITE PLAN: 2327-33 MAIN STREET**



Source: Stantec

Figure 24 shows the current configuration of 30 & 60 Hebron Avenue (Derr Plaza) as well as a proposal to reconfigure the site to enhance circulation and improve the streetscape. The proposed site layout shows buildings fronting on the Center Green and a new building fronting on Hebron Avenue. As part of this proposal some existing buildings on the site have been eliminated. As shown on the plan, all parking areas are interconnected and landscaped and vehicular access to Eric Town Square is provided. A new green square is shown within the parking area and there is a clear pathway between the Center Green and the site. If a one-story municipal garage were to be built above the existing parking garage at Eric Town Square as discussed in Section 5.4, an additional building fronting on Rankin Road could also be added to the southern side of the site.

Figure 25 illustrates existing conditions and a proposed plan for the 2450 Main Street site. As shown on the drawing, the site could be reconfigured to add new buildings fronting on Main Street between Welles Street and Hebron Avenue. This would eliminate an existing curb cut on Main Street and create a strong street wall along Main. This reconfiguration would enhance the area as a gateway to the Town Center and encourage pedestrian activity on Main. The proposal also calls for a new mid-block street through the site connecting Hebron Avenue and Welles Street. This will improve vehicular and pedestrian circulation within the site and within the Town Center area as a whole. Increased landscaping in the parking area is also proposed. In order to accomplish this proposal, a portion of the existing building on the site would be eliminated. This is necessary in order to create new buildings on Main Street while also providing adequate parking to serve the uses on the site.

Proposed improvements to 331-363 New London Turnpike (One Stop Shopping Center), shown on Figure 26, include enhanced landscaping and site circulation. A new formal driveway in and out of the site is proposed as well as landscaped frontage along New London Turnpike. Landscaping is also proposed within the parking area. These improvements will improve the appearance of the shopping center without changing the configuration of the existing building.

**FIGURE 24**  
**PROPOSED SITE PLAN: 30 & 60 HEBRON AVENUE (DERR PLAZA)**



Source: Stantec

**FIGURE 25**  
**PROPOSED SITE PLAN: 2450 MAIN STREET**



Source: Stantec

**FIGURE 26**  
**PROPOSED SITE IMPROVEMENTS: 331-363 NEW LONDON TURNPIKE**  
**(ONE STOP SHOPPING CENTER)**



Source: BfJ Planning

## 6. IMPLEMENTATION

This section describes actions to be taken by the Town of Glastonbury to implement the recommendations described in Section 5 and realize this Shared Vision Plan.

### 6.1 INTERSECTION UPGRADES

#### *Hebron Avenue & New London Turnpike*

Proposed improvements at this intersection include creating a dedicated westbound right turn lane on Hebron Avenue and slightly realigning the eastbound through/right turn lane to meet the through lane on the other side of the intersection. Due to the proximity of this intersection to Route 2, State Transportation Commission review and approval of these improvements is required.

Modifications to the edge of the private parking area on the southeast side of the intersection are necessary to create the westbound right turn lane on Hebron Avenue. A boundary and topographic survey should be performed to identify right of way location, facilitate detailed design and determine whether or not land acquisition will be required. Modifications to the parking area may include a short retaining wall, wheel stops, a fence and landscaping.

#### *Hebron Avenue & House Street*

Proposed improvements at this intersection include a new traffic signal and an eastbound left turn lane on Hebron Avenue. A new landscaped median and cobblestone crosswalk on the east side of the intersection are also proposed. These improvements will require new striping and slight lane realignment, but should not require land acquisition. The proposed signal and associated improvements will require review and approval by both the Town of Glastonbury's Engineering Department and the State Transportation Commission.

The Town is currently pursuing funding for the new signal through the Connecticut Department of Transportation's (CT DOT) Local Road Accident Reduction Program. The Town's application is currently under review by CT DOT and a decision is expected in early 2011.

#### *Main & Welles Streets*

At this intersection signal timing/phasing should be adjusted to increase westbound and eastbound green time by reducing red time on Welles Street from 120 to 90 seconds per cycle. These adjustments will require review and approval by both the Town of Glastonbury's Engineering Department and the State Transportation Commission.

In order to increase capacity at this intersection and alleviate traffic backups an eastbound right turn lane should also be provided on Welles Street. As shown on Figure 12, landscaping is proposed along the northeast side of Welles Street to separate traffic in the new right turn lane from the sidewalk area. A boundary and topographic survey should be performed to facilitate detailed design, identify right of way location and determine whether or not land acquisition will be required to accommodate the turn lane and proposed landscaping.

#### *Rankin Road Connection*

A new connection between Rankin Road and Welles Street will provide access to the rear of stores fronting on Main Street and interconnect the buildings' parking areas. To ensure that this roadway is configured as a connector and not a cut-through it should be no more than 24 feet wide with a sidewalk along one side. A raised crosswalk with stop signs should be provided within the Library parking lot to ensure pedestrian safety for patrons crossing the parking lot to access the Library. The Town should work closely with the Library in developing a detailed design for this connector.

## 6.2 PARKING IMPROVEMENTS

Throughout the study area access management improvements are proposed to increase shared access between adjacent commercial parking areas and reduce curb cuts/driveways, particularly along Main Street north of Salmon Brook. Locations where such improvements should be pursued are shown on Figure 14. While the Town of Glastonbury does not have the jurisdiction to require such changes on private properties, it does have leverage to encourage such improvements as private property owners come to the Plan and Zoning Commission for site plan modifications. In such cases the Town should encourage owners to create shared access, reduce curb cuts along Main Street and increase parking area landscaping.

In addition to encouraging shared access between properties, the Town could also pursue a more proactive approach to shared parking with municipal parking. A municipal sponsored parking facility for Town Center employees was one of the recommendations of the Town's 2007 Plan of Conservation and Development. As discussed in Section 5, a one-story municipal parking facility could be built above the existing underground garage at Eric Town Square. This would require a public-private partnership between the Town and the owner of the garage and could be financed through the creation of a Town Center Parking District. The district would allow for a payment in lieu of parking program, which could reduce the cost of development, generate shared parking and improve site design.

Connecticut General Statutes enable jurisdictions through zoning to allow property owners to meet parking requirements by paying a fee in lieu of parking rather than providing parking on-site. Any funds received must be escrowed in a fund established for the sole purpose of acquisition, development, expansion or capital repair of municipal parking facilities. Any parking facilities developed must be accessible to the customers and employees of those busi-

nesses that have contributed funds. Any parking facility must be located proximate to those businesses that would pay in lieu fees. The fee should be a uniform fee per space based on use type and could be assessed either on a one-time or annual basis. The key is to make sure that the payment in lieu of parking fees are sufficient to fund the capital and operating costs of the facility, but also sufficiently less than the private sector cost of providing on-site parking facilities. This parking approach could be combined with a business improvement district to assure coordination with the goals of this Shared Vision Plan.

### 6.3 DESIGN GUIDELINES

A unified palette of design elements is proposed in order to encourage connectivity and create a sense of identity for the Town Center. These elements are intended to serve as design guidelines for the area. They provide a complementary set of amenities consistent with existing assets, while at the same time giving property owners the flexibility necessary to create character and avoid uniformity. The guidelines that follow highlight best practices that already exist within the study area as well as examples of good design in other parts of Glastonbury and neighboring communities.



*Brick paving on Main Street*

#### DISTINCTIVE PAVING MATERIALS

Distinctive paving materials should be used to enhance streetscapes and encourage pedestrian activity throughout the study area. Distinctive paving can help to create a sense of place and enliven otherwise unremarkable sidewalks and crosswalks. As discussed in Section 5, specific paving recommendations include cobblestone pedestrian crossings at the intersection of Main Street & Hebron Avenue and cobblestone medians and crosswalks on Main Street near Glastonbury Boulevard/Griswold Street.



*Brick sidewalk*

As shown in the photos, existing examples of distinctive paving within the study area include the brick walkway at the Center Green and sidewalks along Main Street. Other examples of distinctive paving are also provided.



*Brick walkway at Center Green*



*Scored concrete paving*

TREES

Trees should be planted throughout the study area along roadways, in front of properties and within parking areas. Along roadways trees should be planted at regular intervals similar to those along Main Street and should be located behind sidewalks where possible in order to optimize growth. Where trees are planted between the curb and sidewalk a wide planting area should be provided for tree success. Trees planted in front of properties should provide shade for pedestrians and maintain visibility for storefronts and signage. Within parking areas shade trees should be planted to cool pavement, shade pedestrians and vehicles, and reduce stormwater runoff. Appropriate species including Honeylocust, Littleleaf Linden and Pink Oak trees are recommended for the Town Center for their attractiveness, hardiness and appropriateness to the local climate.



*Maintain visibility of signage and storefronts*



*Honeylocust*



*Plant trees behind sidewalks to optimize growth*



*When planting between curb and sidewalk, provide adequate space for tree success*



*Littleleaf Linden*



*Pin Oak*

SHRUBS AND SEASONAL PLANTINGS

Shrubs and seasonal plantings should be placed in front of properties and within parking areas throughout the study area. Hanging baskets and planters should be featured along roadways such as Main Street, Welles Street and Hebron Avenue and along the proposed Town Center Walk described in Section 5. Perennials should be planted in these locations for seasonal variety. In front of properties and within parking areas, plantings can provide screening and control headlight glare as well as enhance pedestrian spaces.



*Place shrubs to provide screening and control headlight glare*



*Add hanging baskets to decorative light fixtures*



*Select perennials for seasonal landscape variety*



*Enhance site furnishings with seasonal planting*

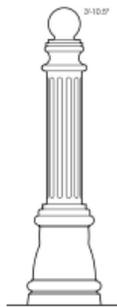
STREET FURNITURE AND BUS SHELTERS

Street furniture is essential for encouraging people to walk and bike in the Town Center. Amenities such as benches, trash receptacles, recycling containers, decorative fencing, banner poles, consolidated newspaper racks and bike racks should be a consistent presence throughout the Town Center. These amenities already exist in many locations within the Town Center and new additions should be consistent with the character of existing features. Street furniture will be of particular importance along the proposed Town Center Walk described in Section 5 in order to create a strong sense of identity for the walk and encourage its use. Bus shelters within the Town Center should also be upgraded. Existing shelters such as the one on Main Street between Welles Street and Hebron Avenue detract from the streetscape. Modern bus shelters consistent with the character of other street furniture should be introduced within the Town Center.



LIGHTING AND BOLLARDS

The style and scale of light fixtures and bollards has a significant impact on the character of the streetscape. Appropriate fixtures can create a sense of safety and comfort for pedestrians and encourage walkability. Decorative light fixtures should be installed throughout the study area consistent with those that are already in place in some areas within the Town Center such as the Center Green. Such fixtures can be used to light both roadways and sidewalks. All new lighting should be energy efficient. Decorative bollards consistent with the character of light fixtures should be placed in strategic locations for circulation control and to define walkway character.



SIGNAGE

From large chain stores such as CVS to local developments such as Eric Town Square, there are numerous examples of good signage throughout the Town Center. Signage of appropriate materials and scale is an important element of the Town Center’s character. All new signage should be consistent with best practices that already exist in the Town Center as shown in the photographs on this page. Signs should have minimum information to avoid clutter and confusion. Grouped signs at commercial plazas should have a consistent character and quality in terms of materials, colors and typeface. Low, monument-style free standing signs are recommended over tall pole signs because ground-based signs can be better integrated with landscaping.

Where opportunities exist to upgrade street signs, historic poles and signs should be introduced consistent with existing signage at the intersection of Main and Welles Streets. Banner signs with a Town Center logo or theme should be added to historic light poles at appropriate locations to identify the Town Center and/or publicize Town Center events. In addition, consistent wayfinding signage should be introduced to highlight key locations in the Town Center such as the proposed Town Center Walk as well as connections to Riverfront Park.



## HISTORIC RESOURCES

An important aspect of streetscape and design within the Town Center is preservation of its historic assets and character. In working to implement the design guidelines described herein, the Town should encourage preservation of historic properties and should seek opportunities to highlight the Town's history. One prime location where this could occur is along the proposed Town Center Walk. The Town should work with the historic society to create markers that could be placed along the walk to celebrate the Town's history.

## 6.4 ZONING CHANGES

One of the most effective ways in which the Town can encourage implementation of the recommendations of this Shared Vision Plan is through changes to its zoning regulations. The Town Center currently has several commercial zones including the Central District (CD), Planned Business and Development District (PBD) and Planned Travel District (PT) as well as an industrial zone- the Planned Industrial District (PID). The Central District is the Town's former urban renewal area and is the Town Center's most flexible zone in terms of use. This zone allows for a mix of uses including single family, two family and multifamily residential, office, retail, restaurant and personal/professional services, and institutional uses (churches, libraries, government services, etc.). Maximum lot coverage in the CD zone is 25 percent and the minimum front yard setback is 25 feet. The Planned Business and Development and Planned Travel Districts favor strip commercial development and allow for office, retail, restaurant, professional/personal services and similar uses. The Planned Industrial District includes a small active industrial area. The balance of land in this zone is occupied by non-conforming uses including single and two family residences and businesses.

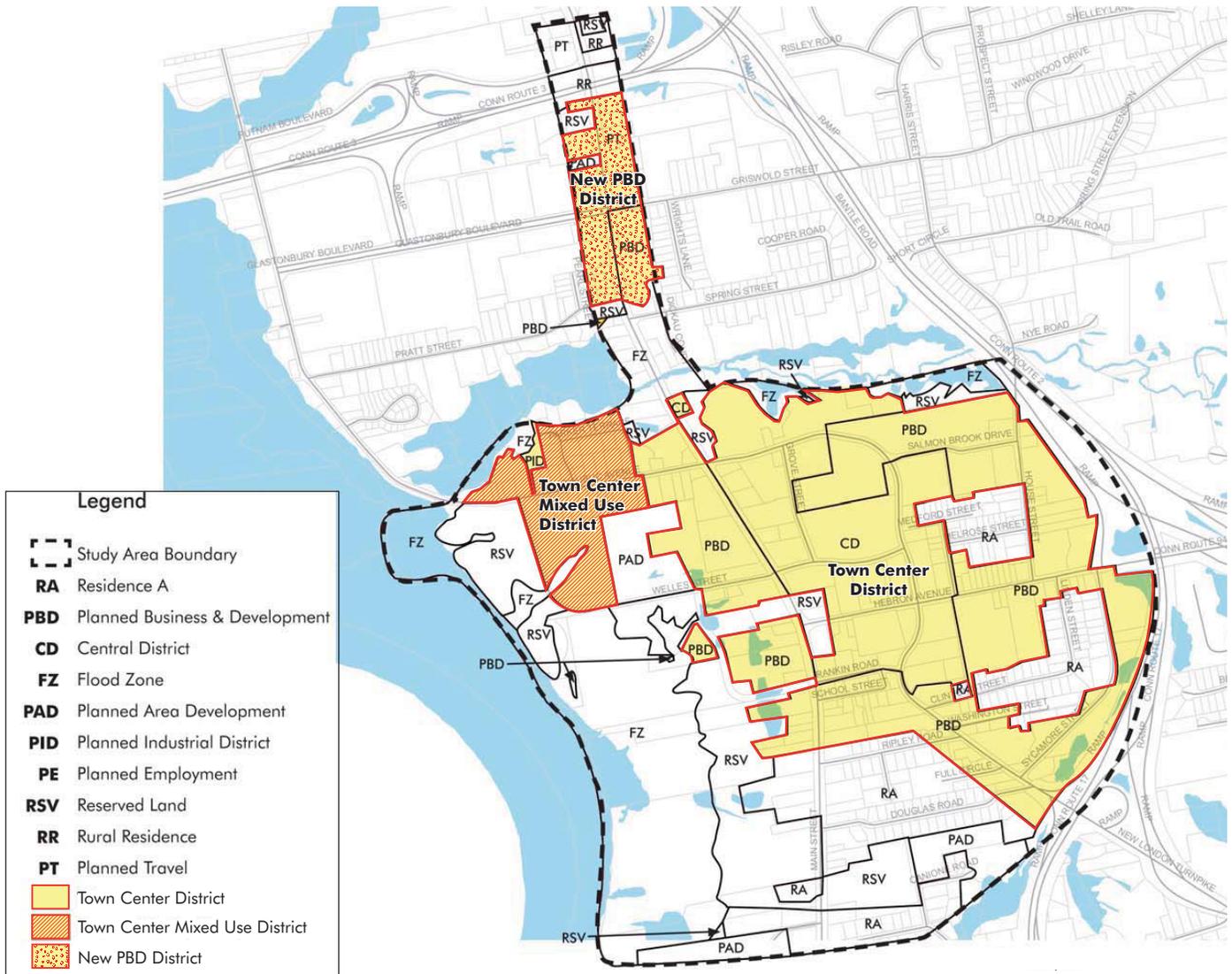
In order to implement the recommendations of this Shared Vision Plan and support a more cohesive Town Center for Glastonbury, it is

recommended that PBD and CD zoned areas in the central portion of the study area south of the Salmon Brook be combined into a new Town Center District modeled on the existing CD zone as shown in Figure 27. The new Town Center District should update the CD zone to reflect the recommendations of this Shared Vision Plan, particularly with regard to building height, design guidelines and parking. As was discussed in Section 5, based on the public outreach that was done in developing this plan, there is general agreement that maximum building height in the Town Center should be between 3 and 4 stories and that implementing the type of design guidelines described in Section 6.3 is essential to realizing the vision for the Town Center. Further, addressing the way in which parking is provided and managed in the Town Center will be key to increasing walkability. In addition to addressing these issues, the Town Center District might also include incentives to encourage mixed use development with retail on the first floor and residential above as well as incentives for developers to provide amenities and public spaces.

North of Salmon Brook along Main Street the Town should consider rezoning the PT District to PBD (see Figure 27). As part of this rezoning the Town should revisit PBD regulations to determine the extent to which they support this Shared Vision Plan. Existing PBD regulations should be modified, as appropriate, to encourage shared access between parking areas, reduction of the number of curb cuts along Main Street and increased parking area landscaping.

Finally, the majority of the existing Planned Industrial District, with the exception of the existing active industrial area, should be rezoned to a Town Center Mixed Use District, as shown in Figure 27. This rezoning would reflect the character of existing uses and provide a more appropriate zone for the area. This Town Center Mixed Use Zone could include the Curtisville Historic District just north of the study area and might also be considered for the school street area.

**FIGURE 27  
PROPOSED ZONING CHANGES**



Source: BFJ Planning