MAPLE AVENUE

REVITILIZATION GROUP

STRATEGIC PLAN

FEBRUARY 9, 2012

MAPLE AVENUE REVITALIZATION GROUP

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MAPLE AVENUE REVITALIZATION GROUP

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MAPLE AVENUE REVITALIZATION GROUP

INTRODUCTION

During the 12 years since the last update, several of the overall goals set forth in the 2000 plan were achieved through, streetscape improvements, façade improvements to small businesses on major commercial corridors, and development of vacant and under utilized land into commercial and community establishments.

Much has been achieved since 2000. However, some of the same issues remain, and new challenges that will require, creativity and cooperation between the Neighborhood Revitalization Zone (NRZ) and the City have arisen. A low home ownership rate, a lack of stewardship on the part of renters, and the presence of vacant or under utilized properties, are still concerns of the residents of the Maple Avenue Revitalization Group (MARG). The 2012 Maple Avenue Revitalization Group strategic plan will build on the successes of the past 12 years and embrace the challenges that face the MARG NRZ in the coming decade.

MISSION STATEMENT

MISSION STATEMENT

The Maple Avenue Revitalization Group (MARG) last updated their strategic plan in December 2000. That plan included the following Mission Statement:

"The mission of the Maple Avenue Revitalization Group (MARG) is to transform our neighborhood into one that is safe, economically successful, aesthetically attractive, environmentally healthy, and culturally vibrant. MARG realizes that these revitalization efforts are just one part of a much grander enterprise of re-energizing the city as a whole. Through the concerted and collaborative efforts of MARG and the other neighborhood revitalization zones throughout the city, we believe that Hartford will become a city that is much greater than the sum total of each neighborhood's initiatives as well as the envy of the state and the nation."

MAPLE AVENUE REVITALIZATION GROUP

GEOGRAPHIC CONTEXT

BOUNDAIRES

The MARG NRZ's approximate boundaries are New Britain Avenue, Barnard Street, and Whitmore Street to the north, Franklin Avenue, Preston Street, Douglas Street, Dalton Street and South Street to the east, the intersection of Fairfield and Maple Avenues to the south and Fairfield Avenue to the west.

CENSUS TRACTS

The boundaries of the MARG NRZ fall within the 2000 Census Tracts number 502700, 500100, 502600, and 502300. The boundaries also fall within the 2000 Census Block Groups number 50261, 50272, 50011, 50262, 50231, 50241, 50235, 50234, and 50242.

NEIGHBORHOODS

The MARG NRZ covers the central and southwestern portion of the Barry Square neighborhood and the Northwestern portion of the South End neighborhood.

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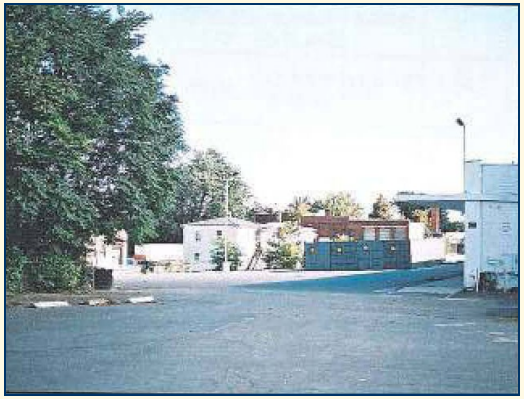
ACCOMPLISHMENTS

MAPLE AVENUE REVITALIZATION GROUP

ACCOMPLISHMENTS

TRINITY PLAZA SITE

1996

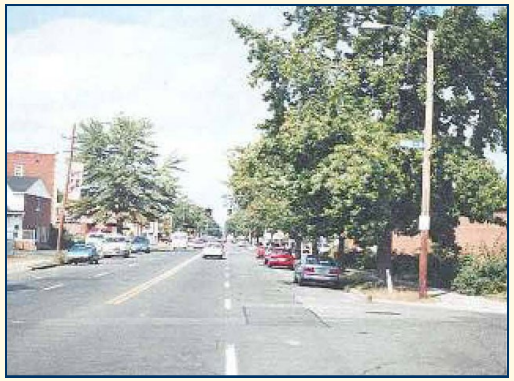


2012

MAPLE AVENUE REVITALIZATION GROUP

ACCOMPLISHMENTS

1996



2012

THE GREENBERG—BEATMAN SITE

MAPLE AVENUE REVITALIZATION GROUP

ACCOMPLISHMENTS

CAMPFIELD AVENUE LIBRARY BRANCH RENNOVATION

1996

2012

MAPLE AVENUE REVITALIZATION GROUP

ACCOMPLISHMENTS

CAMPFIELD AVENUE LIBRARY BRANCH RENNOVATIONS

Branch reopened in 2001 after extensive renovations including added space for parking, public bathrooms, a staff work area and mechanical and technological improvements. The Campfield Branch collection consists of books that reflect local interests, popular works, and resources that foster learning, sharing, and enrichment. The Branch serves many neighborhood functions including acting as a polling site and a meeting place for community organizations. The Branch offers grant funded programs for youth and adults to support literacy and cultural enrichment. Workforce development is supported by the Hartford Public Library's collection of print and online resources. The Branch has twelve public computers which provide access to the internet and a wealth of online resources.

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ACCOMPLISHMENTS

SOUTH END WELLNESS SENIOR CENTER

The South End Wellness Senior Center is located at 830 Maple Avenue and operates Monday through Friday 8:30 am to 4:30 pm. It is a warm and friendly diverse center where seniors age 55 and older can grow and explore through interactional programming. A center dedicated to servicing the whole person—in mind, body, and spirit offering a broad range of programming and services which include:

- **Daily home cooked meals**
- **Wellness classes**
- **Health Educational classes**
- **Arts and Crafts classes**
- **Computer classes**
- **On site social services**

The Senior Center also provides seniors information regarding:

- **In home assistance**
- **Health insurance and claims assistance**
- **Renters rebate**
- **Transportation services**

MAPLE AVENUE REVITALIZATION GROUP

GOALS

The following is a list of goals which the Maple Avenue Revitalization Group hopes to achieve in the next decade.

- Increase Owner Occupied Home Ownership
- Instill a sense of Stewardship among renters
- Reduce Crime
- Reduce Blight
- Create a Pedestrian Friendly Neighborhood
- Foster Small Business along Major Thoroughfares
- Preserve MARG's Historic Character
- Reduce Density
- Care for Senior Residents of MARG
- Improve the Quality of Area Schools

All of the goals are in harmony with the goals of the City of Hartford's Plan of Conservation and Development: *One City, One Plan*. To achieve these goals the MARG NRZ has developed a list of strategic projects. Each goal has one or more project associated with it.

MAPLE AVENUE REVITALIZATION GROUP

STRATEGIC PROJECTS

Strategic Project 1: ***Redevelopment of 56—66 &76 New Britain Avenue; the former Mega Foods Site.***

Project Description

Located on two lots totaling 2.457 acres, the site has 300 Linear feet of frontage on New Britain Avenue. The property has been the site of several grocery stores, the last one being Mega Foods. The NRZ has identified several uses that they would like to see at this location including, a Retail Plaza with multiple storefronts, a Medical/Professional Office Complex or re-use the site as a neighborhood Grocery Store. One of the challenges to this project is the fact that the two parcels that make up the site are owned by different owners.

MAPLE AVENUE REVITALIZATION GROUP

STRATEGIC PROJECTS

<u>Strategic Project 2:</u> Revitalization of the MAPLE / WEBSTER TRIANGLE

The project area consists of 10 properties located at the convergence of Maple Avenue and Webster Street that consists of approximately 1.5 acres. The area consists mainly of 2 and 3 family houses, and multi-unit apartment buildings

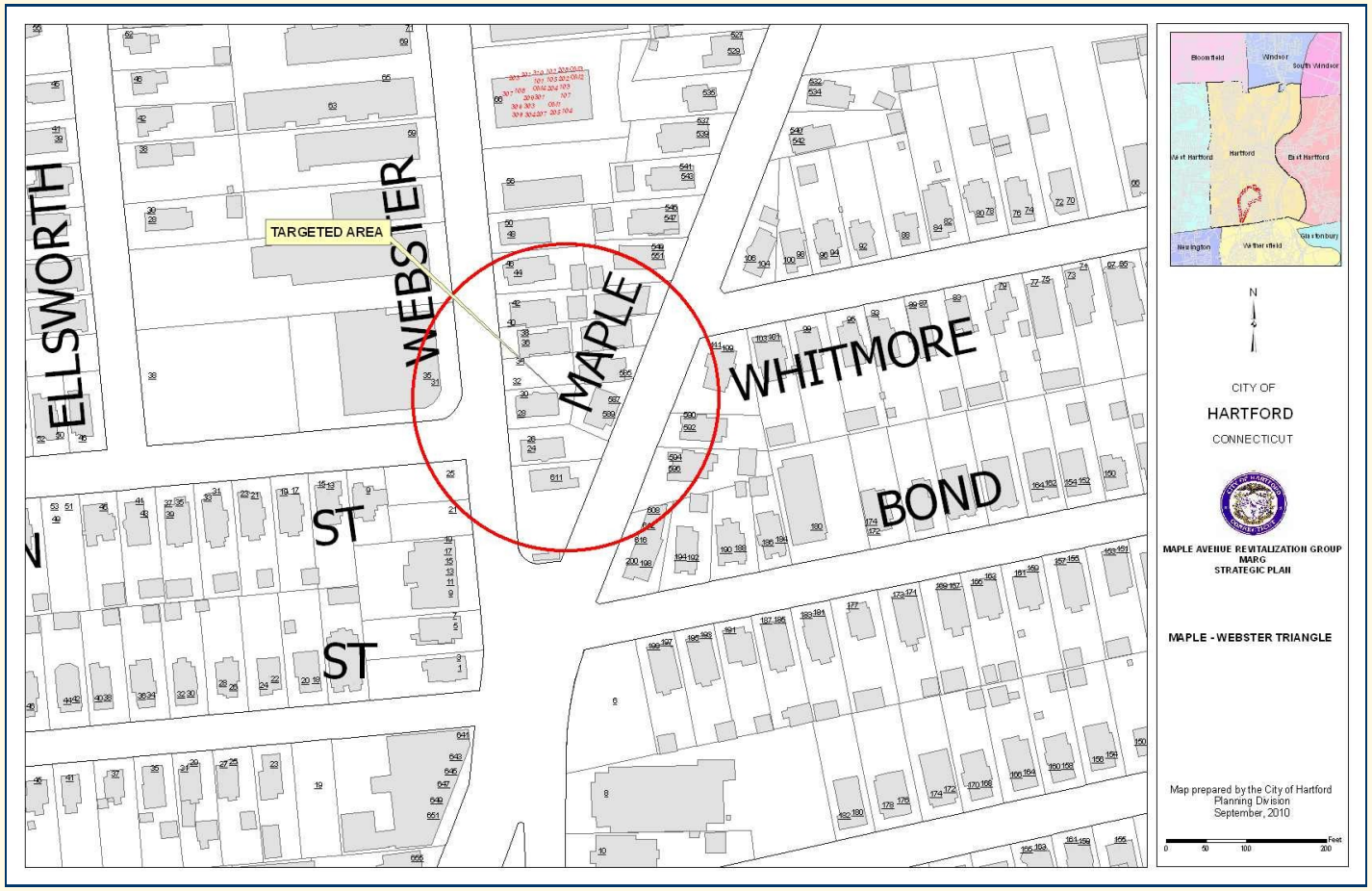
The identified properties have several issues including, blight, tax liens, and zoning violations

The strategy for this project consists of work through the NRZ with property owners to utilize existing City programs to improve the exteriors of identified properties. MARG will also work with the City to use code enforcement and the Anti-Blight ordinance as tools to get property owners and tenants to bring their properties into code compliance and maintain them.

MAPLE AVENUE REVITALIZATION GROUP

STRATEGIC PROJECTS

Strategic Project 2: Revitalization of the MAPLE / WEBSTER TRIANGLE



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STRATEGIC PROJECTS

Strategic Project 3: *Streetscape improvements for Maple Avenue*

This project has the goal of creating a pedestrian friendly environment in the MARG NRZ. Building on the success of the completed streetscape for the center section of Maple Avenue, the NRZ plans to have streetscape improvements implemented on the northern and southern sections of the street. The northern streetscape would encompass the area of Maple Avenue between Barnard Street south to Bond Street. The southern streetscape would consist of the area between Preston Street south to the major intersection of Maple Avenue Freeman Street and South Street. The MARG NRZ will look to collaborate with non-profit groups such as Southside Institution Neighborhood Alliance (SINA) to help with smaller streetscape improvements including street furniture and street lights.

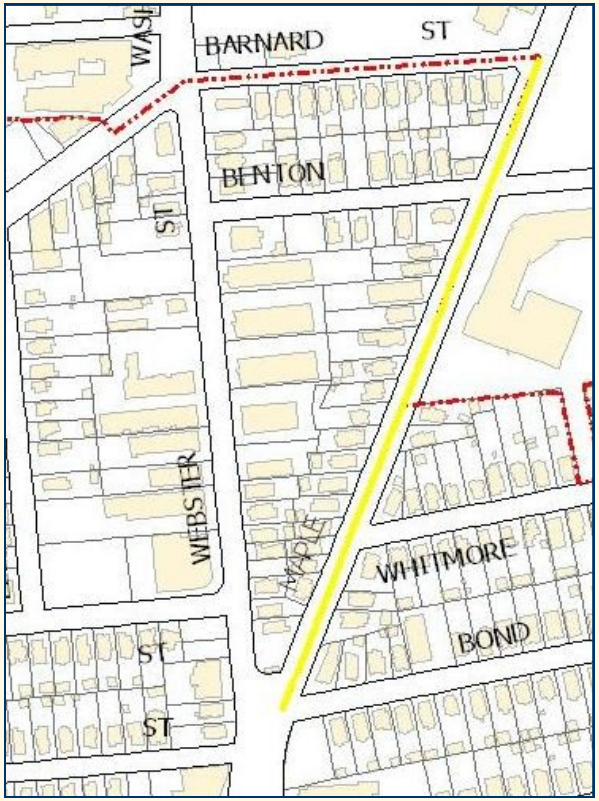
MAPLE AVENUE REVITALIZATION GROUP

STRATEGIC PROJECTS

Strategic Project 3: Streetscape improvements for Maple Avenue

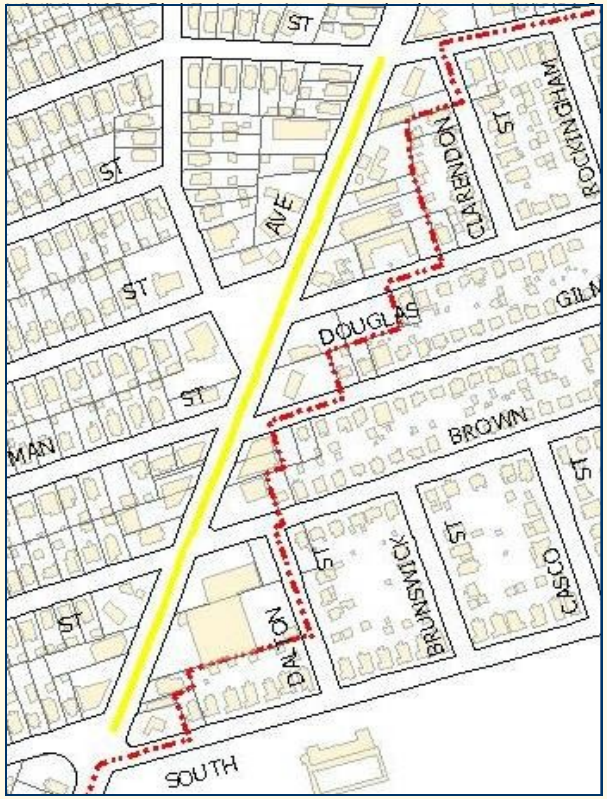
Maple Avenue Streetscape North

Barnard Street to Bond Street



Maple Avenue Streetscape South

Preston Street to South Street



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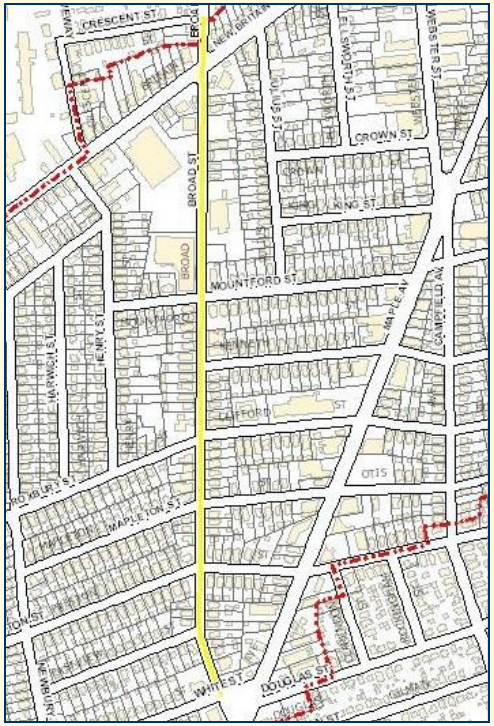
STRATEGIC PROJECTS

Strategic Project 4: Streetscape improvements for Broad Street



This project will also work toward achieving the goal of creating a pedestrian friendly environment in the MARG NRZ. Building on the success of the completed streetscape for the center section of Maple Avenue, the NRZ plans to have streetscape improvements implemented on Broad Street. The streetscape would run from the intersection of New Britain Avenue and Broad Street south to the intersection of Maple Avenue and Broad Street. The MARG NRZ should look to collaborate with non-profit groups like SINA to help with smaller streetscape improvements such as street furniture and street lights.

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STRATEGIC PROJECTS

Strategic Project 5: Goodwin Park Improvements

Design a new entrance for the Maple Avenue and South Street intersection

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STRATEGIC PROJECTS

Strategic Project 5: Goodwin Park Improvements

Repair the Fitness Trail

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STRATEGIC PROJECTS

Strategic Project 6: *Revitalization opportunity for the vacant lot at 26 New Britain*

The MARG NRZ has identified 26 New Britain Avenue as a site for redevelopment as a neighborhood business , or mixed use building. The development of this site will consist of the NRZ working with the City and private developers to create a public-private partnership to develop the desired project.

MAPLE AVENUE REVITALIZATION GROUP

LANDMARKS

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LANDMARKS

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LANDMARKS

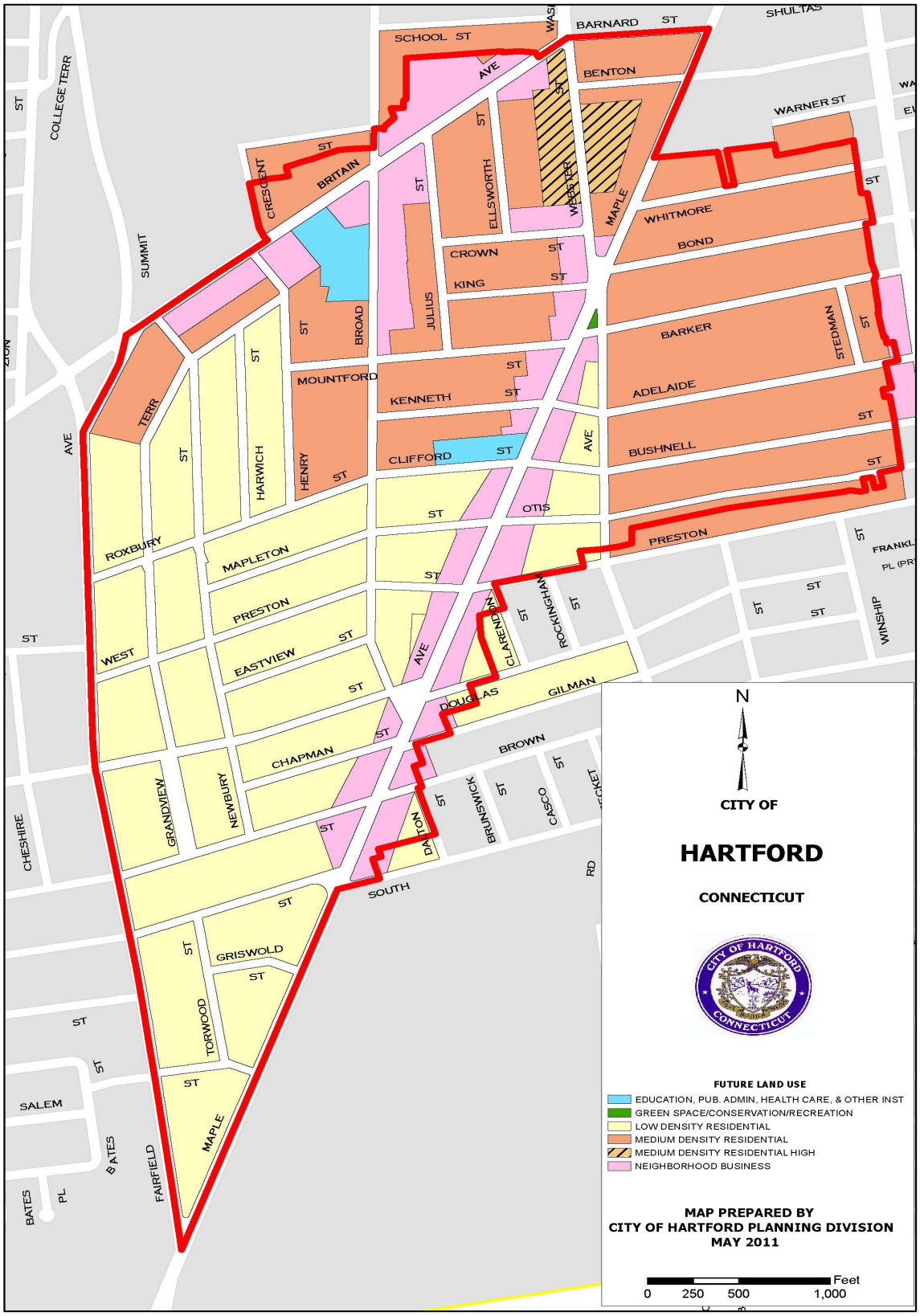
THE WEBSTER THEATER

MAPLE AVENUE REVITALIZATION GROUP

LANDMARKS

THE LEO PUGLIESE MEMORIAL GREEN

CITY OF
HARTFORD
CONNECTICUT
CURRENT ZONING
B-3 General Linear Business)
B-4 Neighborhood Business
P Public Property and Cemetery
R-1 High Density Residential - 150 PPA
R-2 High Density Residential - 100 PPA
R-3 Medium Density Residential - 75 PPA
R-4 Three Family
R-5 One and Two Family
R-6 One Family
R-7 One Family
RO-2 Residential Office - 225 PPA
MAP PREPARED BY
CITY OF HARTFORD PLANNING DIVISION
MAY 2011
0 250 500 1,000 Feet
N


CITY OF
HARTFORD
CONNECTICUT
FUTURE LAND USE
EDUCATION, PUB. ADMIN, HEALTH CARE, & OTHER INST
GREEN SPACE/CONSERVATION/RECREATION
LOW DENSITY RESIDENTIAL
MEDIUM DENSITY RESIDENTIAL
MEDIUM DENSITY RESIDENTIAL HIGH
NEIGHBORHOOD BUSINESS
MAP PREPARED BY
CITY OF HARTFORD PLANNING DIVISION
MAY 2011
Feet
0 250 500 1,000
N
SCHOOL ST
BARNARD ST
SHULTAS
BENTON
WARNER ST
WHITMORE
BOND
BARKER
STEDMAN
ADELAIDE
BUSHNELL
PRESTON
OTIS
CLIFFORD
KENNETH
MOUNTFORD
CROWN
KING
ELLSWORTH
WEBSTER
MAPLE
BRITAIN
CRESCENT
BROAD
JULIUS
HENRY
HARWICH
TERR
ROXBURY
MAPLETON
WEST
EASTVIEW
CHAPMAN
GRANDVIEW
NEWBURY
GRISWOLD
TORWOOD
SOUTH
DALTON
BRUNSWICK
CASCO
BROWN
GILMAN
DOUGLAS
CLARENDON
ROCKINGHAM
WINSHIP
COLLEGE TERR
SUMMIT
CHESHIRE
SALEM
BATES
FAIRFIELD
AVE
ST
RD

FROG HOLLOW NRZ
SOUTH GREEN NRZ
SOUTH END NRZ
SCHOOL ST
BARNARD ST
SHULTAS
BENTON
WARNER ST
COLLEGE TERR
SUMMIT
CRESCENT
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CITY OF
HARTFORD
CONNECTICUT
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NEIGHBORHOOD REVITALIZATION
GROUPS
MAP PREPARED BY
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MAY 2011
Feet
0 250 500 1,000

502700
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502600
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502300
BROWNELL AVE
COLONIAL ST
SCHOOL ST
WASHINGTON
BARNARD ST
SHULTAS
BENTON
WARNER ST EXT
WARNER ST
ELLIOTT
ELLIOTT PL
CRESCENT
BRITAIN
ELLSWORTH
WEBSTER
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BARKER
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CLIFFORD
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MAPLETON
PRESTON
FRANKLIN
FRANKLIN PL (PRIV)
WINSHIP
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STANDISH
CHAPMAN
BROWN
GRANDVIEW
NEWBURY
DAYTON
BRUNSWICK
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BECKET
SOUTH
RD
GRISWOLD
TORWOOD
CAMPFIELD
HUBBARD
FAIRFIELD
MAPLE
ATES
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CITY OF
HARTFORD
CONNECTICUT
MARG
2000 CENSUS TRACTS
MAP PREPARED BY
CITY OF HARTFORD PLANNING DIVISION
MAY 2011
Feet
0 250 500 1,000

MAPLE AVENUE REVITALIZATION GROUP

Pedro E. Segarra
Mayor

Plan available online at: www.hartford.gov/development/planning