

# The Hartford Re-Use Initiative and Form-Based Code

September 10, 2013



# The 170 Acre Infill Site

- *600,000 NRSF Class A Bldg.*
  - Built 1984
  - Substantial recent upgrades
- *Bldg. Reuse Attributes*
  - Substantial power capacity
  - Divisible building (data ctr.)
- *40 Acres*
  - Suitable for development
  - Can be connected to Bldg.



# Goals/Outcomes

- *Sell Building for Office reuse if possible*
  - Major corporate user or multiple tenants
  - Market nationally
- *Redevelopment of 170 acres in Preservation Context*
  - Multiple scenarios including a variety of housing
  - Flexible use zoning with prescribed design limitations
- *Build on Strengths of Community and Site*
  - Simsbury as an authentic place
  - Natural amenities of the site (river, trees, trails, etc.)

# The Hartford

## Half of the Chrysler Building





# Existing Building

An immediate opportunity



GATEWAYPLANNING  
A VIALTA GROUP PARTNER



Kimley-Horn  
and Associates, Inc.



CBRE  
CB RICHARD ELLIS



SIMSBURY  
CONNECTICUT

# Potential Short Term Upgrades

*An immediate opportunity*

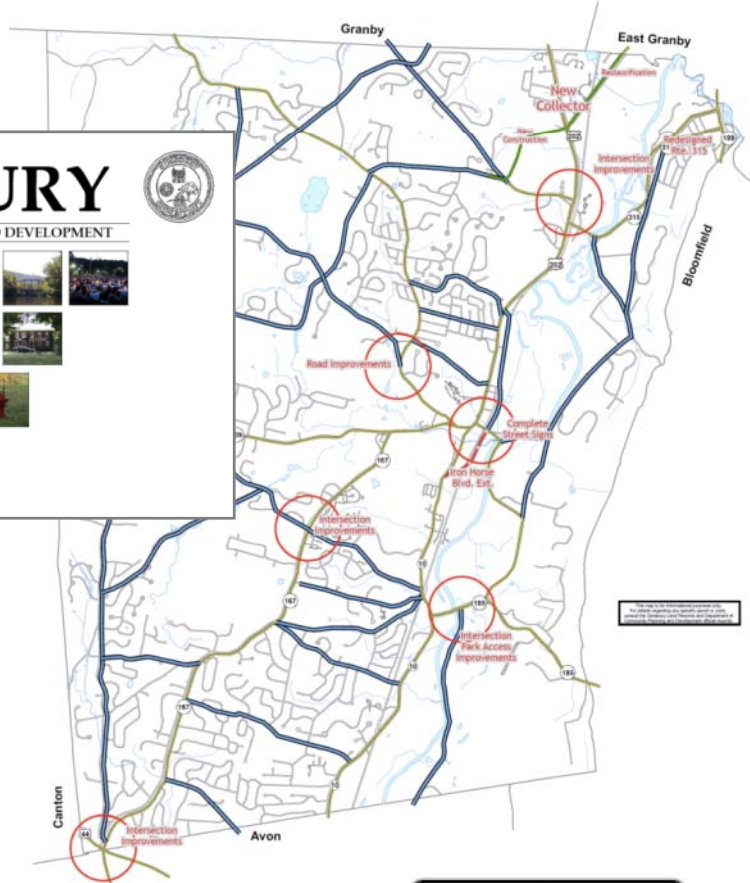
- *Potential Short-Term Upgrades*
- *Subdivision of interior space*
- *Wayfinding / signage*
- *Façade treatments*
- *Updates to finishes*
- *Neutralize branding*
- *Activate common space*



# Prior Planning & Community Context

Town of Simsbury  
Vehicular Transportation Plan

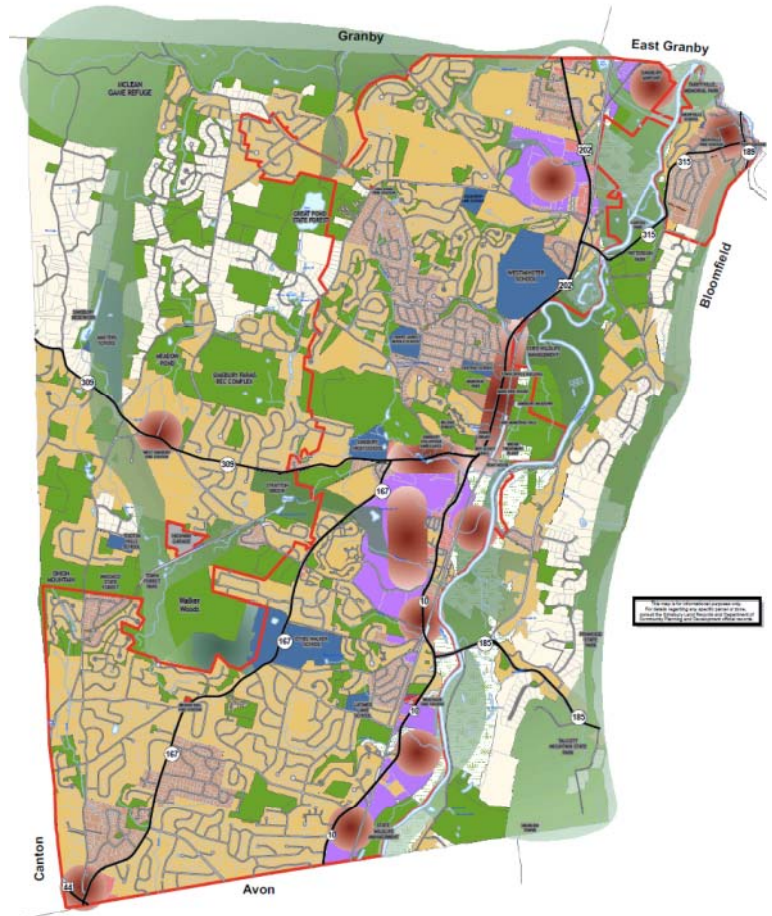
**SIMSBURY**  
2007 PLAN OF CONSERVATION AND DEVELOPMENT



**Legend**

- Blue line: Major Road
- Red circle: Improvements
- Red line: Intersections
- Red dashed line: New Collector
- Blue line: Collector

1 inch equals 3,280 feet  
NEW ENGLAND GEOGRAPHICS  
2012/12/12



**RESIDENTIAL DENSITIES**

- Village Density
- Medium Density
- Low Density
- Sewer Service Area
- Open Space
- Open Space Corridors
- Flood Plain
- Business
- Industrial
- Special Areas

1 inch equals 3,280 feet  
NEW ENGLAND GEOGRAPHICS  
2012/12/12

**GATEWAYPLANNING**  
A VIALTA GROUP PARTNER

**Kimley-Horn and Associates, Inc.**

**catalyst**

**CBRE**  
CB RICHARD ELLIS

**THE HARTFORD**

**SIMSBURY**  
CONNECTICUT

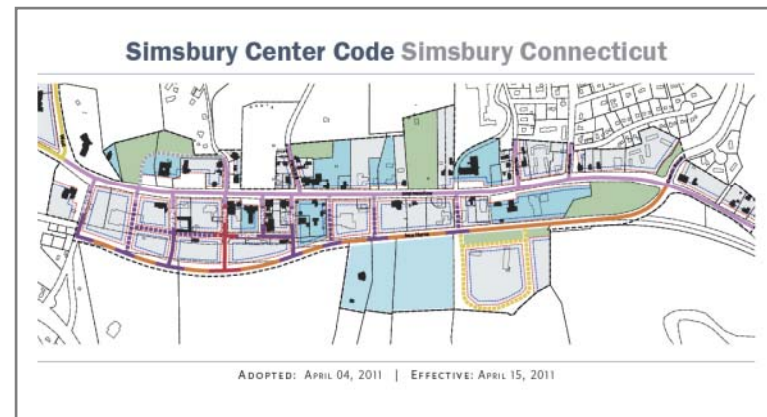
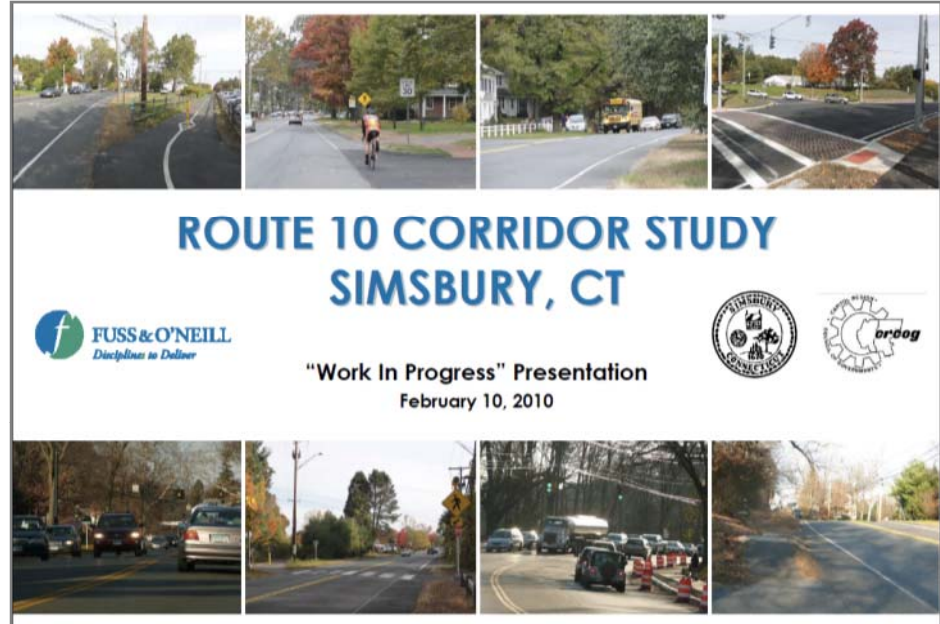
# Prior Planning & Community Context



**VILLAGE DISTRICT CONCEPT DESIGNS**  
Weatogue, Simsbury, CT

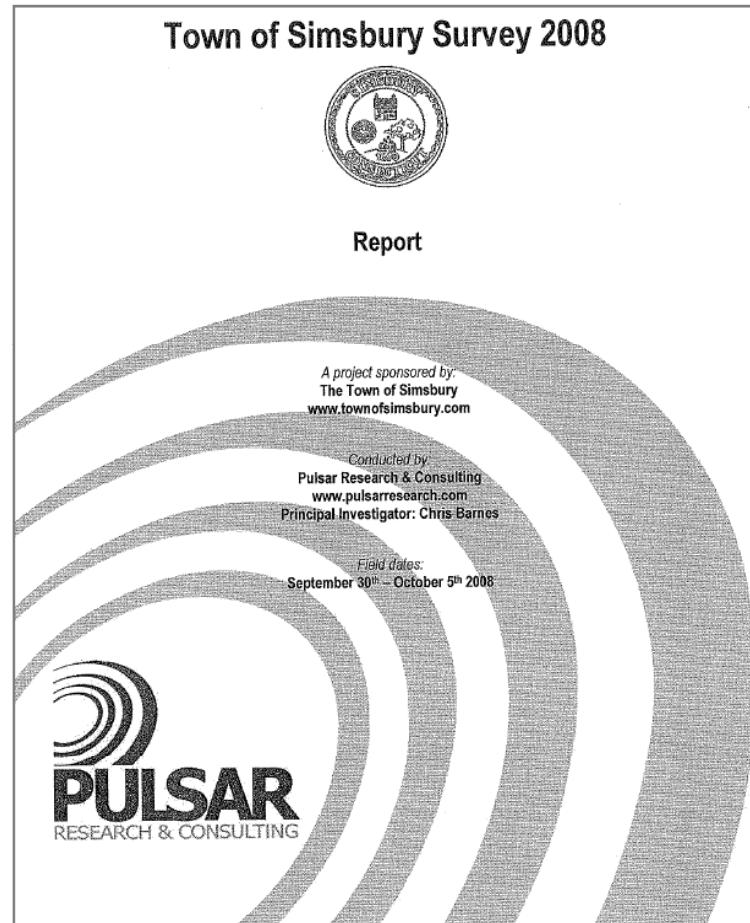
**PRINCIPLE+**

[www.principleplaces.com](http://www.principleplaces.com) | [russell@principleplaces.com](mailto:russell@principleplaces.com) | [@russellpreston](https://twitter.com/russellpreston)





# Understanding Community Preferences



# Community Visioning

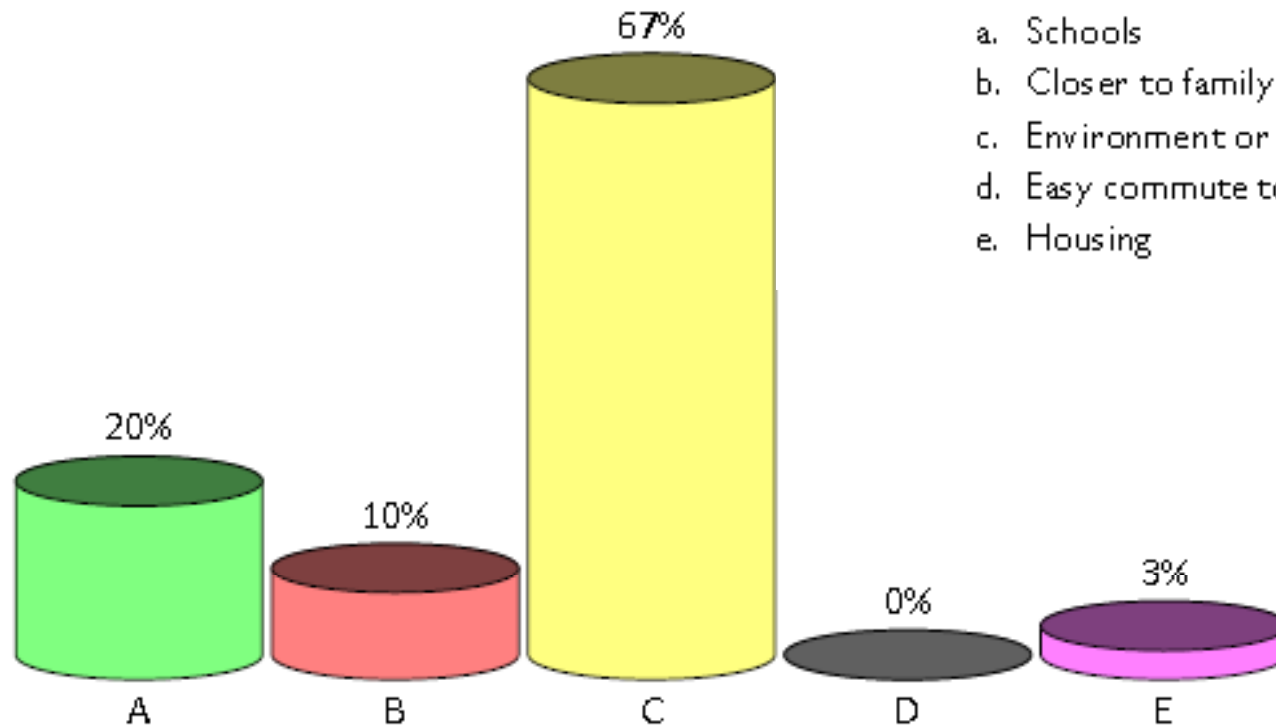
## Non-Scientific Key Pad Preference Survey



# Community Visioning

## Non-Scientific Key Pad Preference Survey

7. Which is a primary reason for living in Simsbury?



- a. Schools
- b. Closer to family or grew up here
- c. Environment or community character
- d. Easy commute to work
- e. Housing

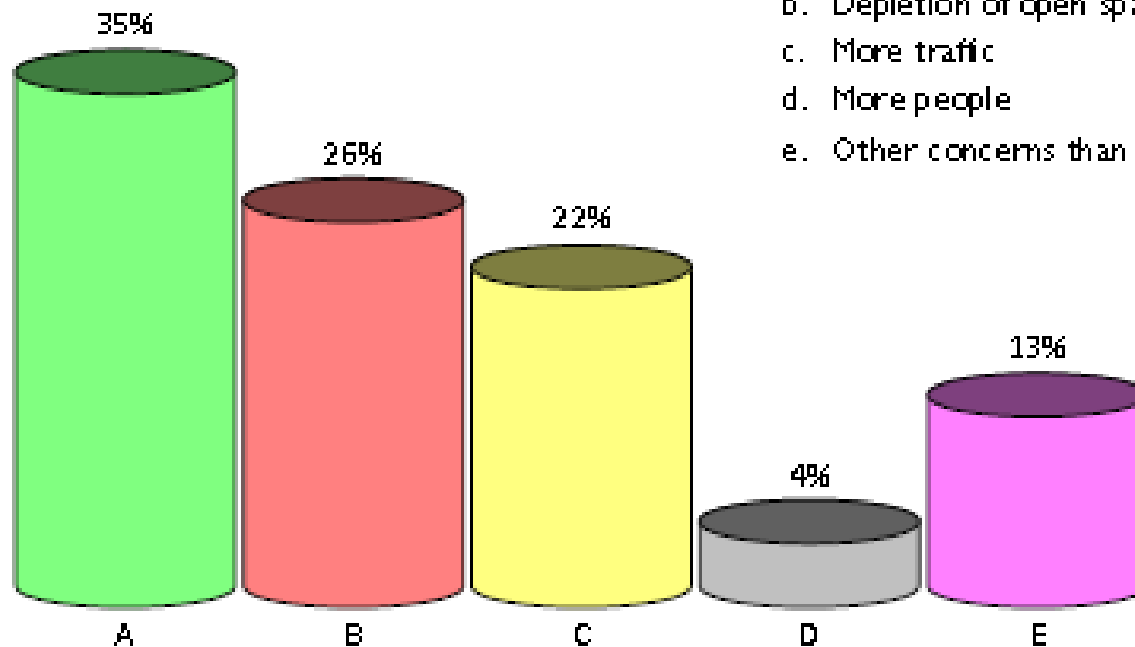


# Community Visioning

## Non-Scientific Key Pad Preference Survey

9. When considering new development, my primary concern is:

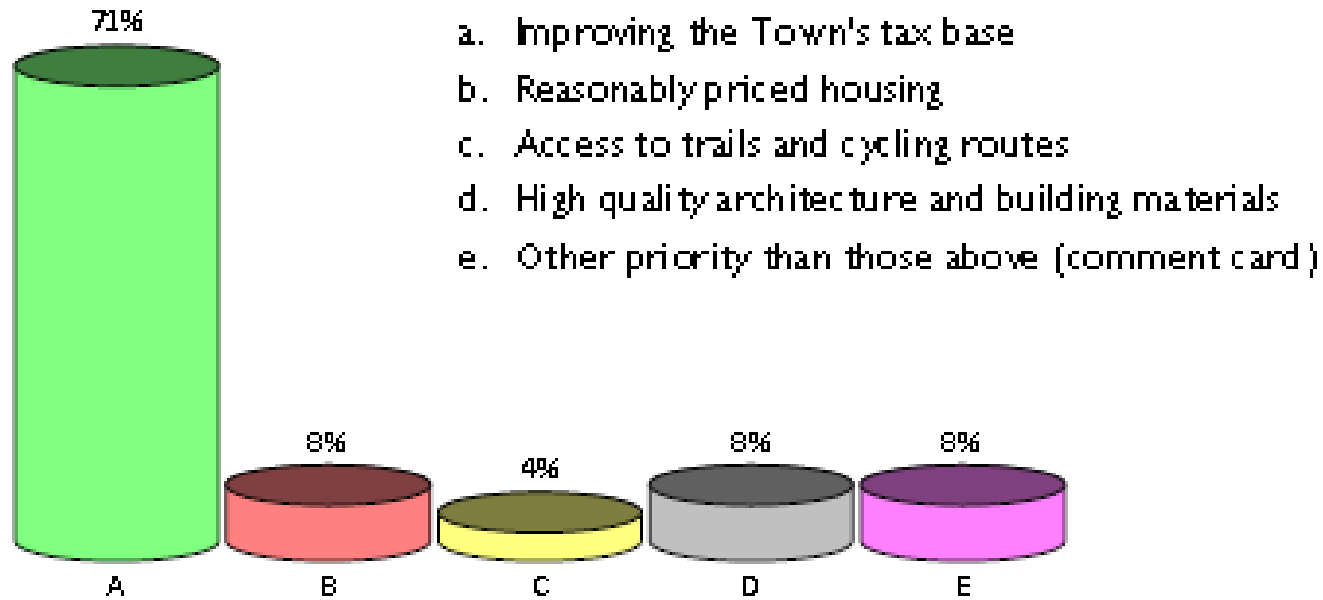
- a. Buildings that are out of character for Simsbury
- b. Depletion of open space/views
- c. More traffic
- d. More people
- e. Other concerns than those above (comment card)



# Community Visioning

## Non-Scientific Key Pad Preference Survey

10. When considering new development, my highest priority is:

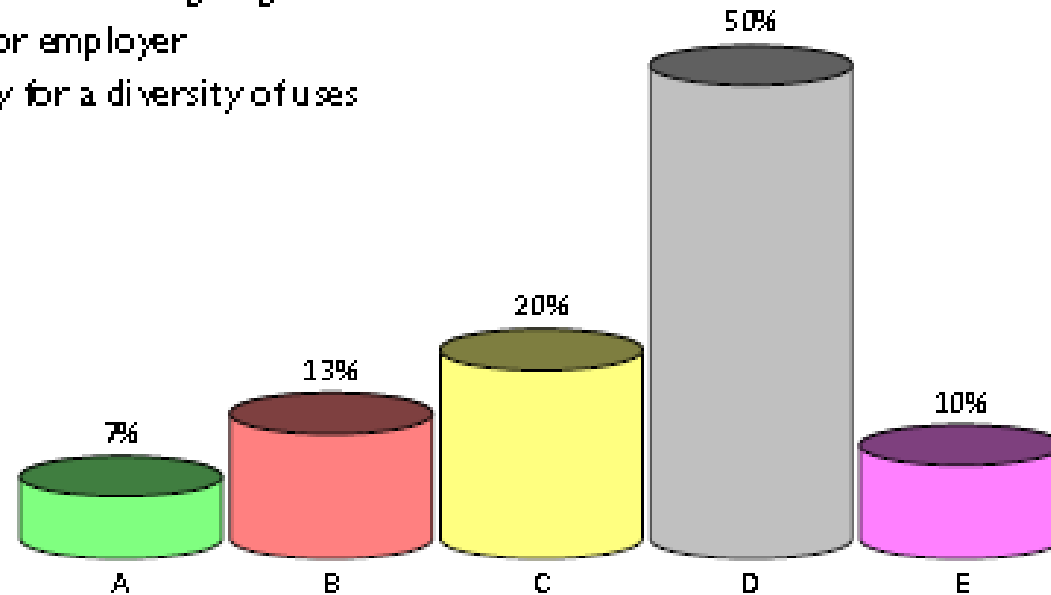


# Community Visioning

## Non-Scientific Key Pad Preference Survey

12. My priority for The Hartford is:

- a. Limiting impacts on the surrounding neighborhoods
- b. Attracting another major employer
- c. Creating an opportunity for a diversity of uses
- d. All of the above
- e. None of the above





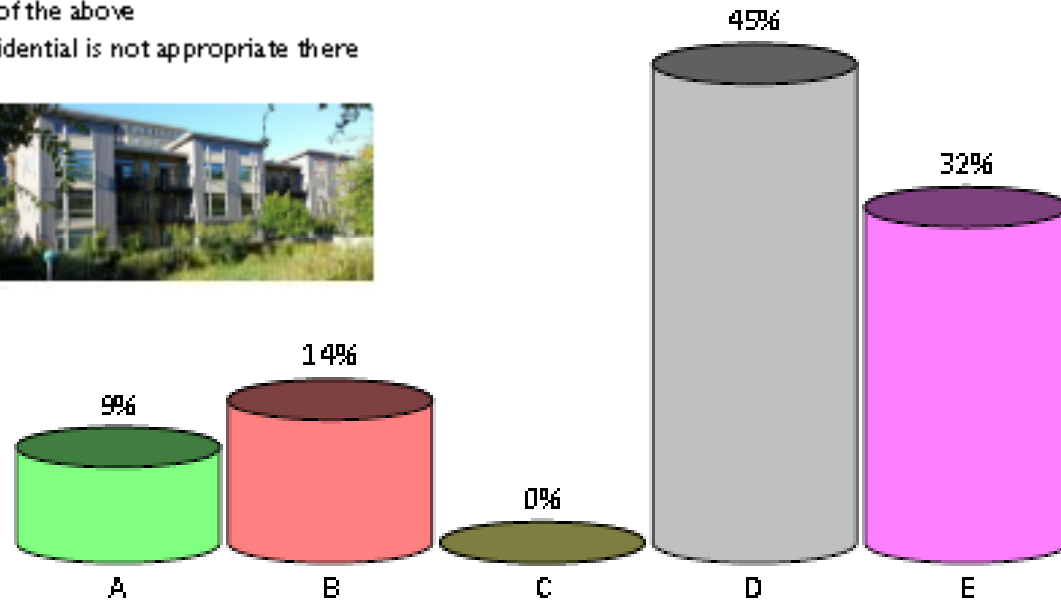
# Community Visioning

## Non-Scientific Key Pad Preference Survey

16. Do you see yourself or someone you know living in any of these types of housing at The Hartford:



- a. Cottage Lots (Powder Forest)
- b. Townhomes
- c. 3-4 Story Urban Residential
- d. All of the above
- e. Residential is not appropriate there



# Community Feedback

## Testing the Scenarios



# Community Feedback

## Open Process

Simsbury

65° |

News | Business

### Consultants to Present Ideas for The Hartford Property

Session Takes Place at 6:30 p.m. Tuesday.

Posted by John Fitts (Editor), September 10, 2013 at 12:24 AM

1 Comment   Recommend



Tuesday night the public is urged to come witness possible scenarios for the future of The Hartford campus. Input on the ideas will also still be accepted.

Monday night consultants offered an informal look at some of the ideas it had so far generated based on public input, interviews with stakeholders and assessment of existing characteristics of the town. Tuesday, those and possibly other ideas, will be more formally presented.

However, those involved were quick to point out that tonight's meeting, set for 6:30 p.m. at The Hartford is not a "vote" and does not mean the ideas will necessarily exactly reflect how the site would be developed. Rather the information will be used to help market ideas and develop flexible "codes" for the property. The property is private and development could happen in a number of different ways, consultants added.

"This is to provide some framework of what's possible here," said Jeremy Nelson, vice president of Vialta Group, a company of Balfour Beatty and chosen consultant Gateway Planning.



# Technical Feedback

## Partnership Opportunities



# Market Analysis

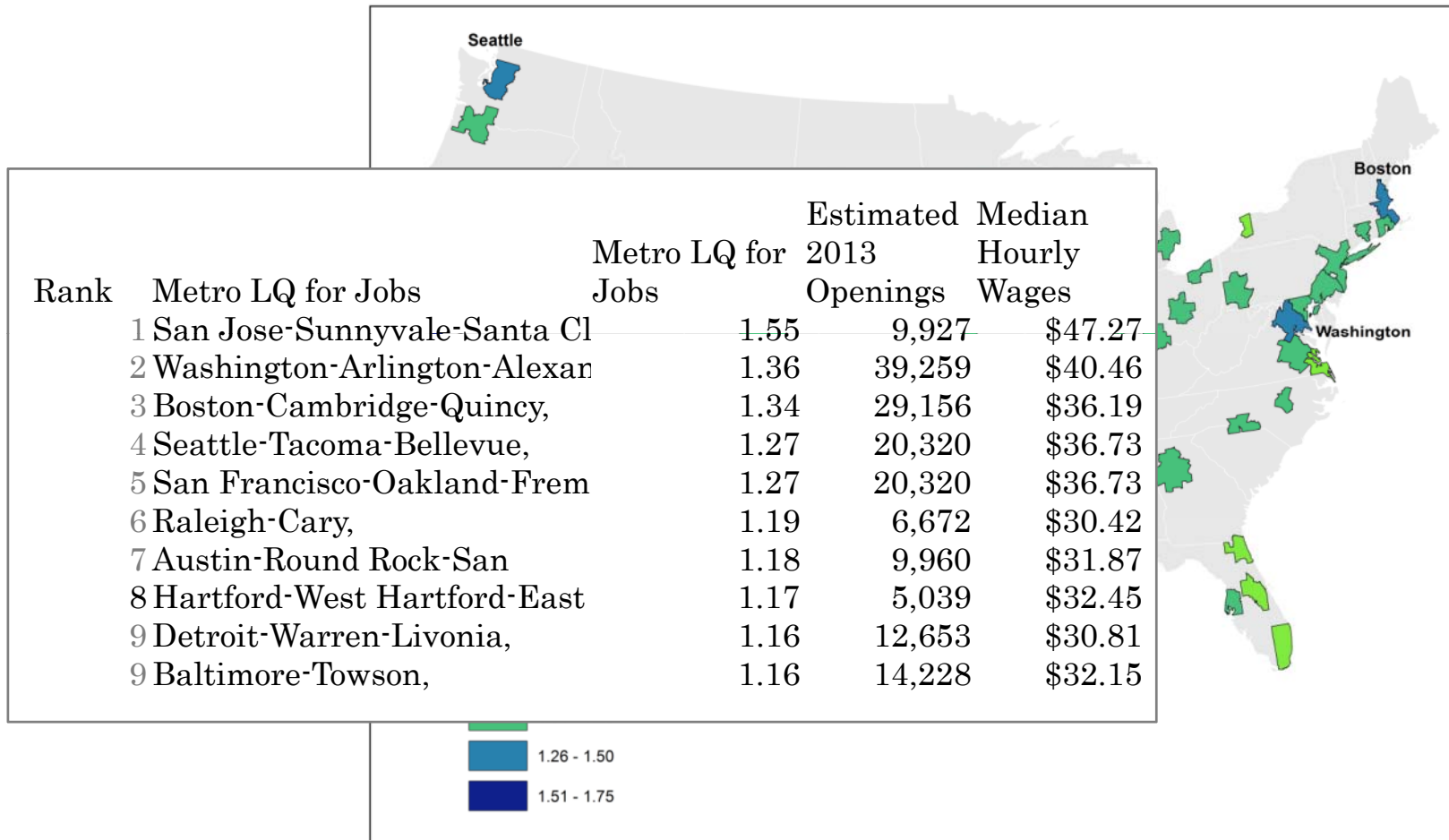
- *Strengths*
  - Location, Location, Location
  - Community of choice
  - Lowest unemployment
  - Highest wage earners

# Market Analysis

- *Situation*
  - Hartford contributes \$1.6m taxes of Simsbury's budget
  - The Hartford represents 1,500 employees of the 3,315 Simsbury workforce
  - \$8M/Yr annual expense to Hartford
- *The Challenge*
  - Replace tax base
  - Replace workforce
  - Diversify economy
  - Enhance quality of life
  - Attract and retain Millennials



# Best Metros for Jobs

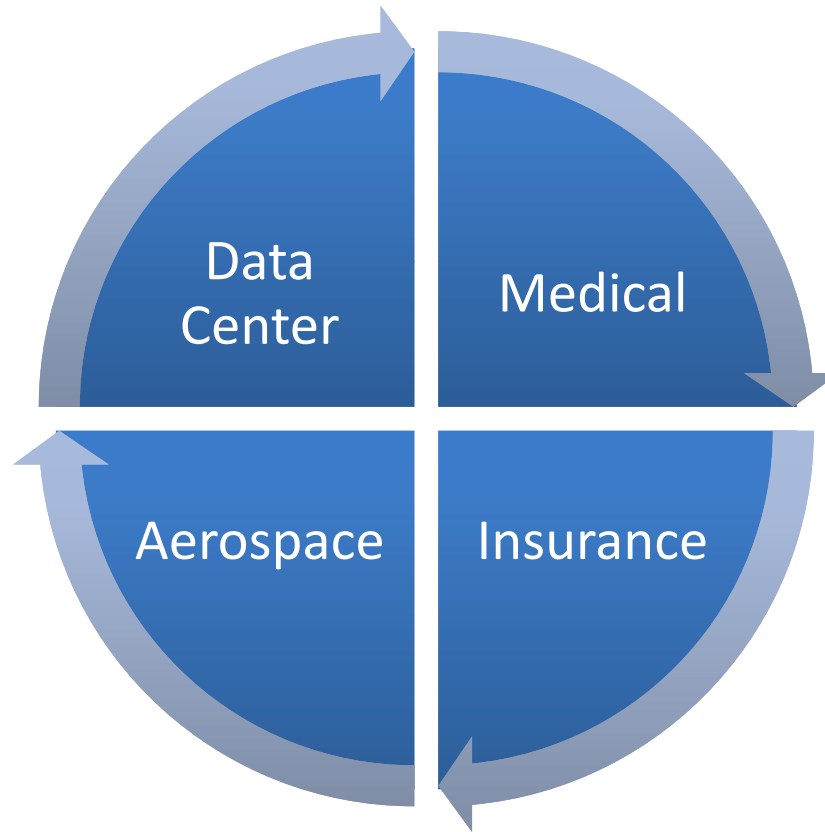


# Employment



# Single Use Target Industries

## The Hartford



# Single Use Target Strategy

Positioned for Data Center Expansion

- *Requirements (all in place)*
  - Fiber
  - Power
  - Hazard Risk (very low)
  - Clear Height
  - Column Span
  - Hardened Building



# Current Trends



We caught up with Lucy last week for a quick preview at the CoreNet Southwest event. (We want to keep some of the cat in the bag—Schrodinger was unavailable for comment.) She tells us it all boils down to **amenities**. Office tenants are happier when they're **close to restaurants, arts, and retail**. Also, don't overlook space management tools, like holding events in spaces with **natural light** (rather than dark conference rooms) and bringing more **trees indoors**. In April, Billingsley Development announced construction on a new spec office building in Cypress Waters, the company's **1,000-acre** mixed-use project in the North Dallas Freeport area. Wanna learn more? Hear from Lucy on Tuesday, **Sept. 24**. We'll ask her if the birds should be removed from those trees before bringing them inside. [Sign up here](#).

“Office tenants are happier when they're close to restaurants, arts, and retail.”

– LUCY BILLINGSLEY

Billingsley

# Mixed Use Market Analysis

- Key uses appropriate for Site
  - Office
  - Stacked Residential
  - Specialized Retail

FIBER

Power

Hazard Risk

Clear Height

Column Span

Hardened  
Building

GATEWAYPLANNING  
A VIALTA GROUP PARTNER



Kimley-Horn  
and Associates, Inc.

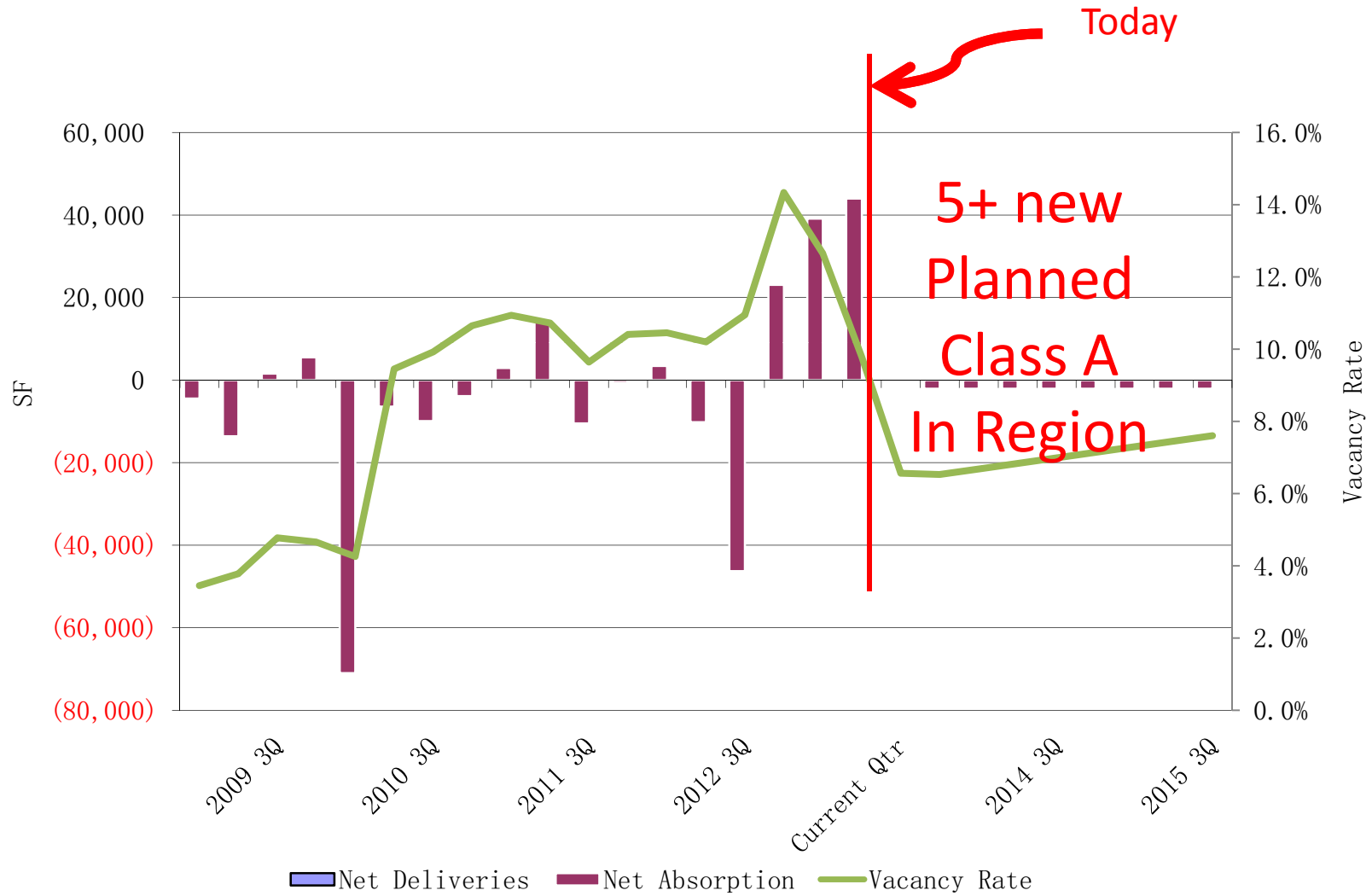


CBRE  
CB RICHARD ELLIS



SIMSBURY  
CONNECTICUT

# Simsbury Office Market



# Simsbury Office Demand

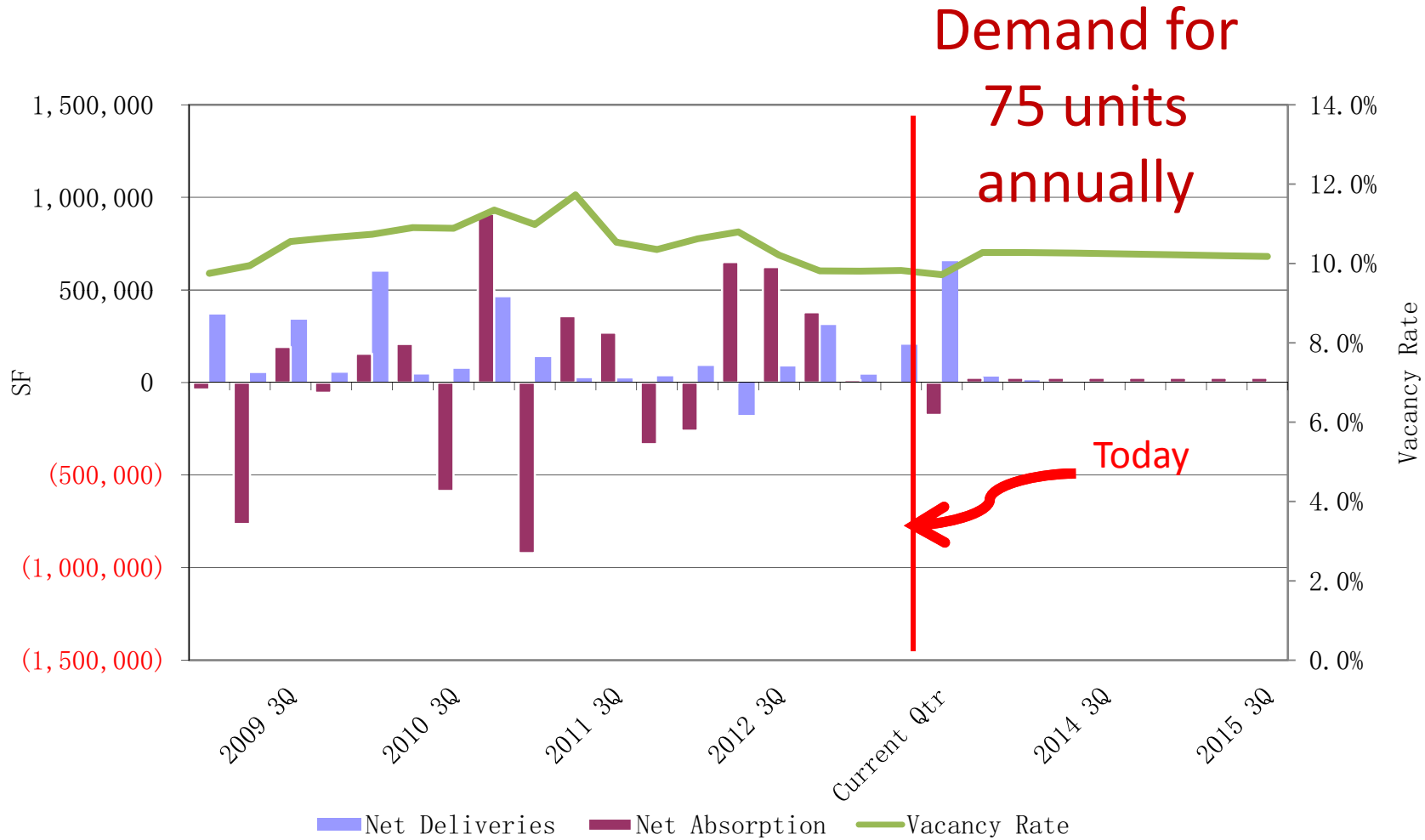
## Greater Hartford Office Demand 2012 - 2020

	Overall Hartford Market
Total Businesses	77,683
Total Employment	570,457
Office Jobs (%)	45%
<b>Total Office Jobs</b>	<b>258,002</b>
Projected Job Growth	15%
Projected New Jobs	86,391
Projected Office Job Growth	1.1%
<b>Projected New Office Jobs</b>	<b>35,117</b>
Avg. Space Per Worker (SF)	250
<b>Cumulative New Office Demand (SF)</b>	<b>8,779,158</b>

	Overall Hartford Market	Suburban West Submarket	Suburban North Submarket
RBA	25,383,753.00	531,5838	3078773
Vacant	20.1%	21.0%	0.1953
Vacant (SF)	5,099,596	1,116,858	601,284
Occupied	79.9%	79.0%	80.5%
Occupied Space (SF)	20,284,157	4,198,980	2,477,489
<b>Potential New Office Demand</b>	<b>8,779,158</b>	<b>1,817,354</b>	<b>1,072,278</b>
<b>Percent Hartford Campus of New Demand</b>	<b>7%</b>	<b>35%</b>	<b>60%</b>



# Stacked Residential



# Retail Demand

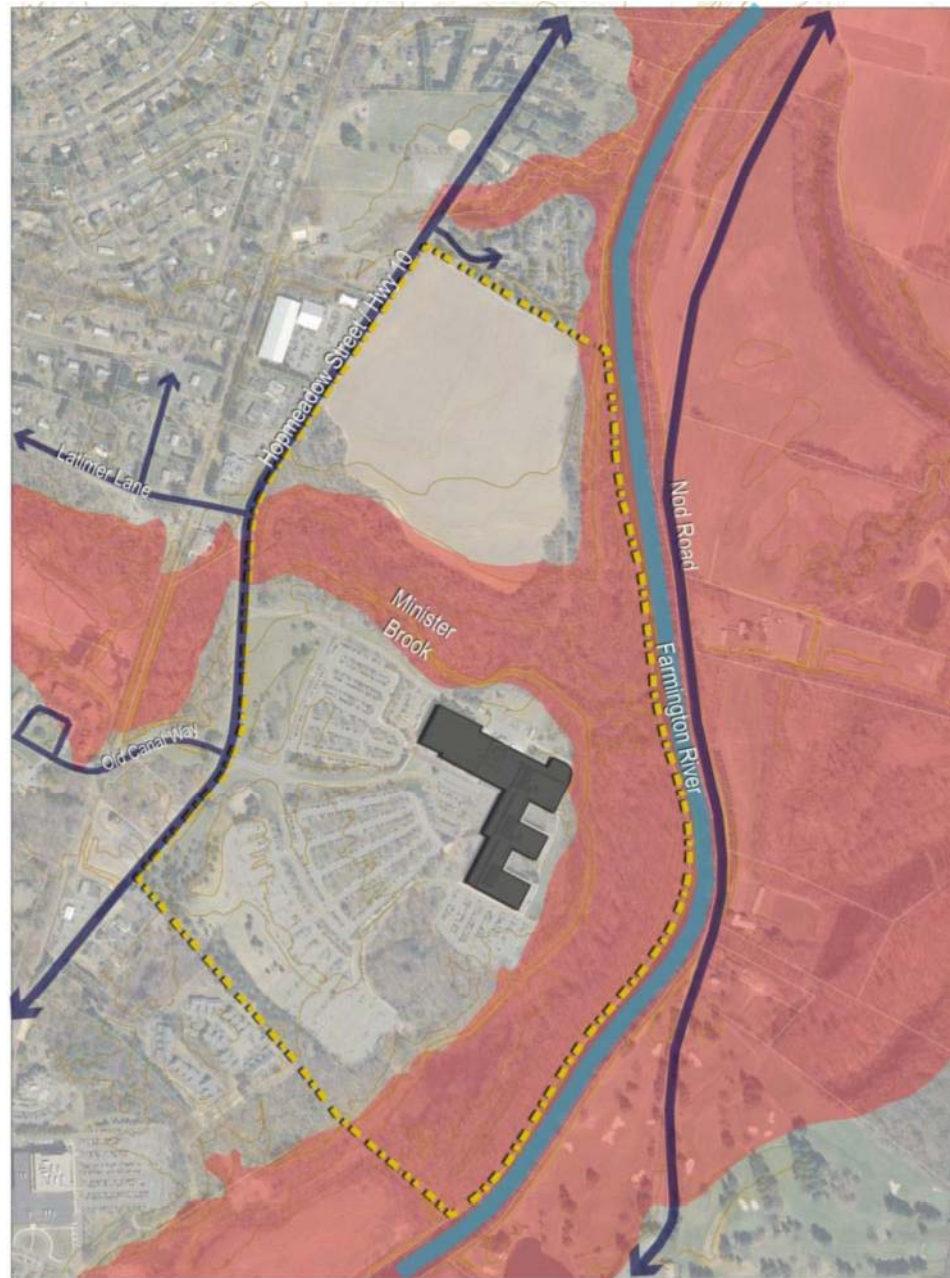
- *Retail Leakage*
  - 750,000 total sf
  - Excludes loss of 3500 employees ~ 26,000 SF
- *Strongest Demand*
  - General Merchandise
  - Grocer
  - Sporting Goods
  - Department Stores
  - Restaurants
  - Convenience Retail

# Retail Pull Factor

## Town of Simsbury Pull Factor

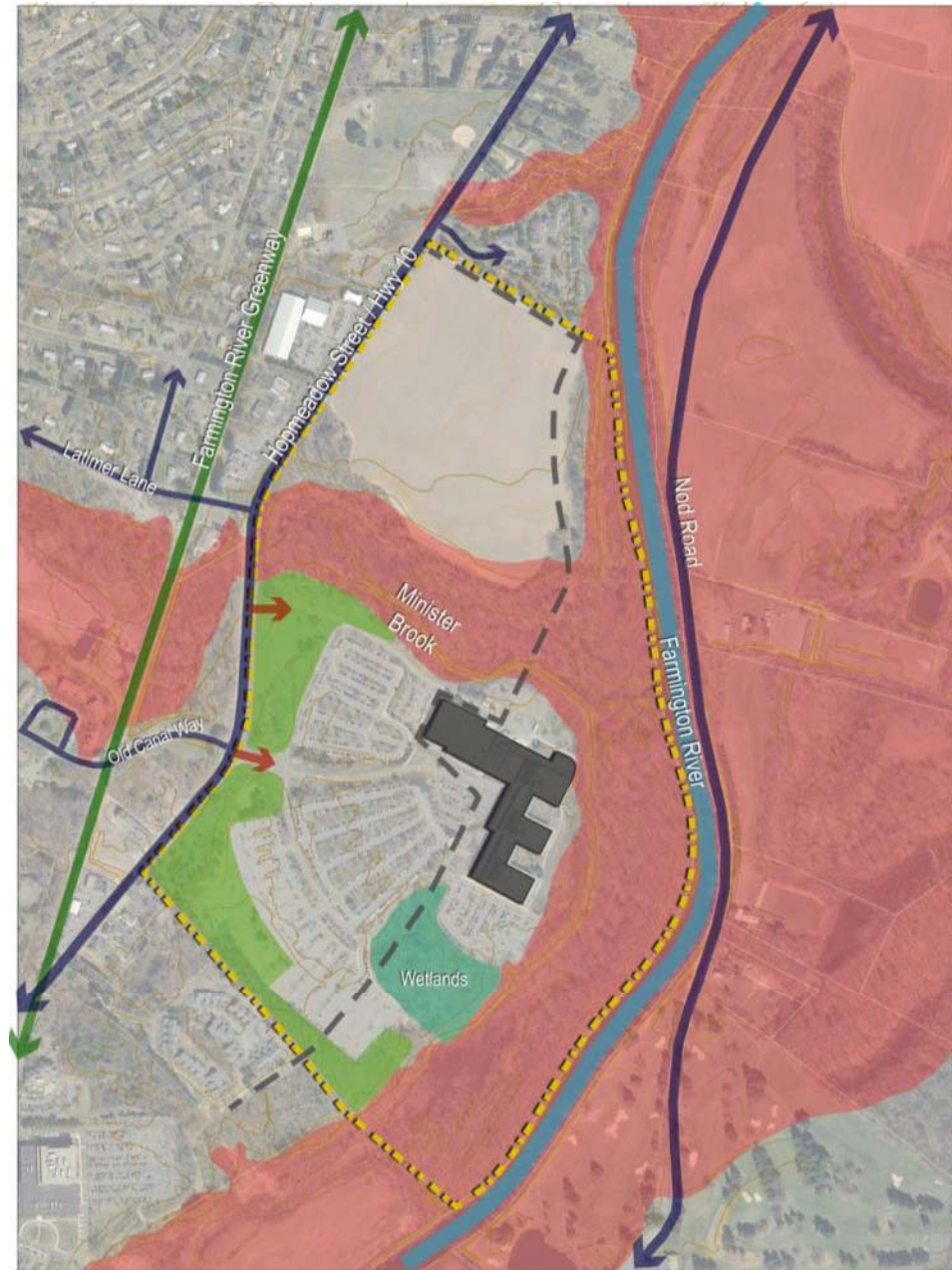
Simsbury			Simsbury			Simsbury		
Retail Sales	\$354,107,775		Retail Sales	\$354,107,775		Retail Sales	\$354,107,775	
Income/Capita	49894		Income/Capita	\$49,894		Income/Capita	\$49,894	
Population	23,502		Population	\$23,502		Population	\$23,502	
State			MSA			County		
	\$42,125,800,			\$14,523,126,			\$11,701,951,	
Retail Sales	124		Retail Sales	725		Retail Sales	505	
Population	3,583,388		Population	1,216,190		Population	895,761	
Sales/Capita	\$11,756		Sales/Capita	\$11,941		Sales/Capita	\$13,064	
Income/Capita	\$35,247		Income/Capita	\$34,222		Income/Capita	\$32,831	
From State			From MSA			From County		
Trade Area			Trade Area			Trade Area		
Capture	<b>42,639</b>		Capture	<b>43,233</b>		Capture	<b>41,194</b>	
Pull Factor	<b>0.85</b>		Pull Factor	<b>0.87</b>		Pull Factor	<b>0.83</b>	

# Site Constraints and Opportunities



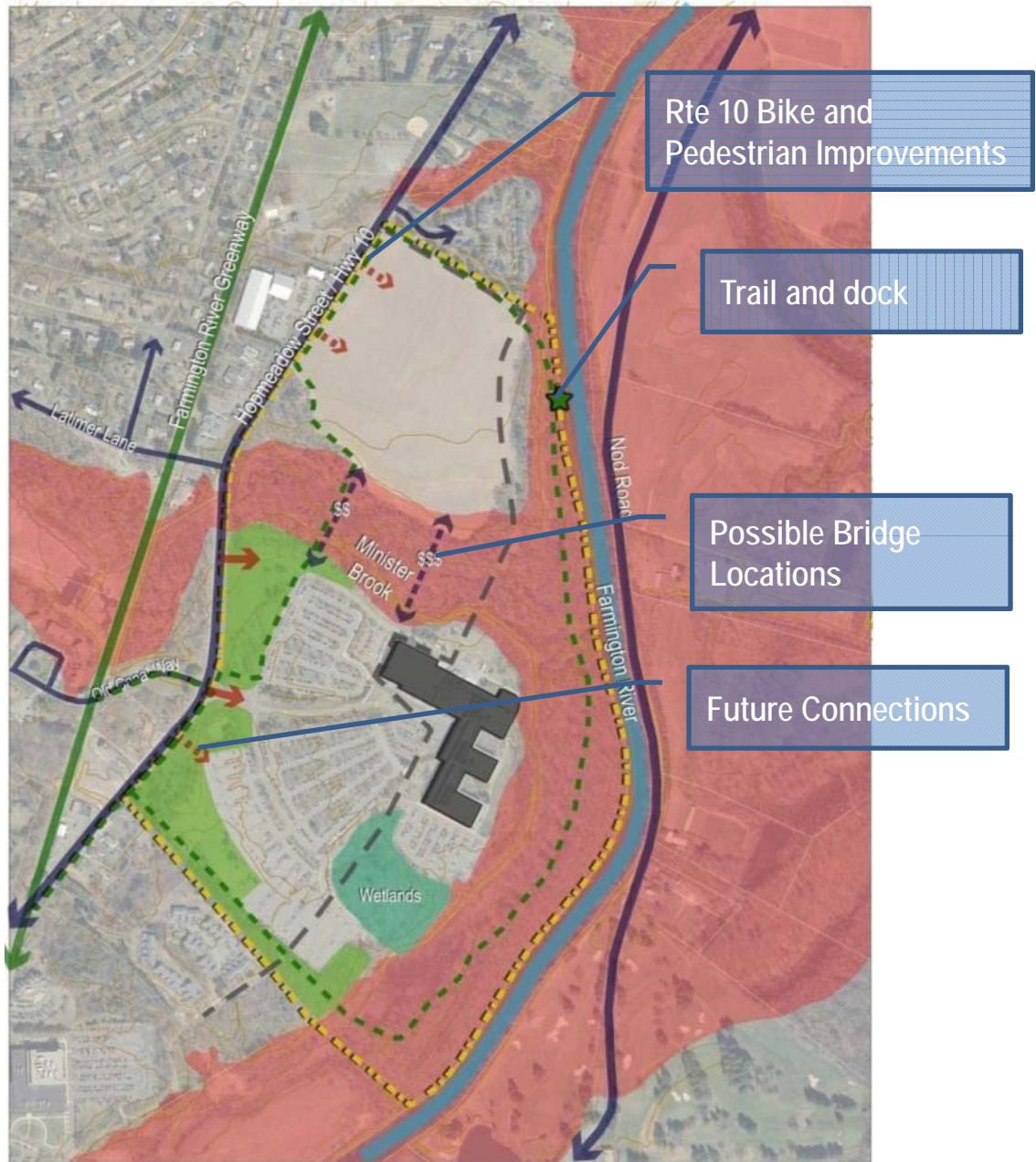


# Site Constraints and Opportunities

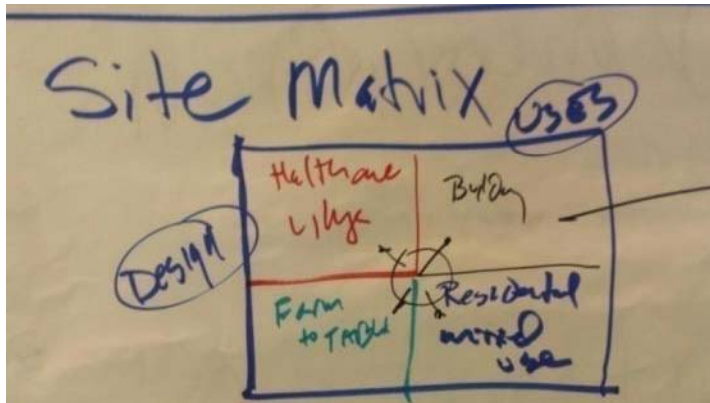




# Site Constraints and Opportunities



# Framework Scenarios



- ① ~~R/I/R~~ Self contained ~~Residential~~ ~~Work~~ (Flid/egs resolved) ~~multifamily~~ ~~Option~~ ~~Single~~ ~~User~~
- ② Shopping mall / Lifestyle
- ③ ~~Sp~~ ~~Brack~~ / ~~Town~~ Education Research anchored
- ④ Training Ctr. (corp)
- ⑤ Office / Production / Clean Mfg (gritty & non-gritty)
- ⑥ ~~Brack~~ ~~Self~~ / ~~Downy~~ Healthcare Village (research - bio sciences)
- ⑦ ~~R/I/R~~ Agricultural living (40) → preservation
- ⑧ Agrii-Research (lab space - low floor)
- ⑨ ~~J/K~~ Niche retail anchored mixed use



# Whole Health Village





# Whole Health Village

## Continuing Care Retirement Center



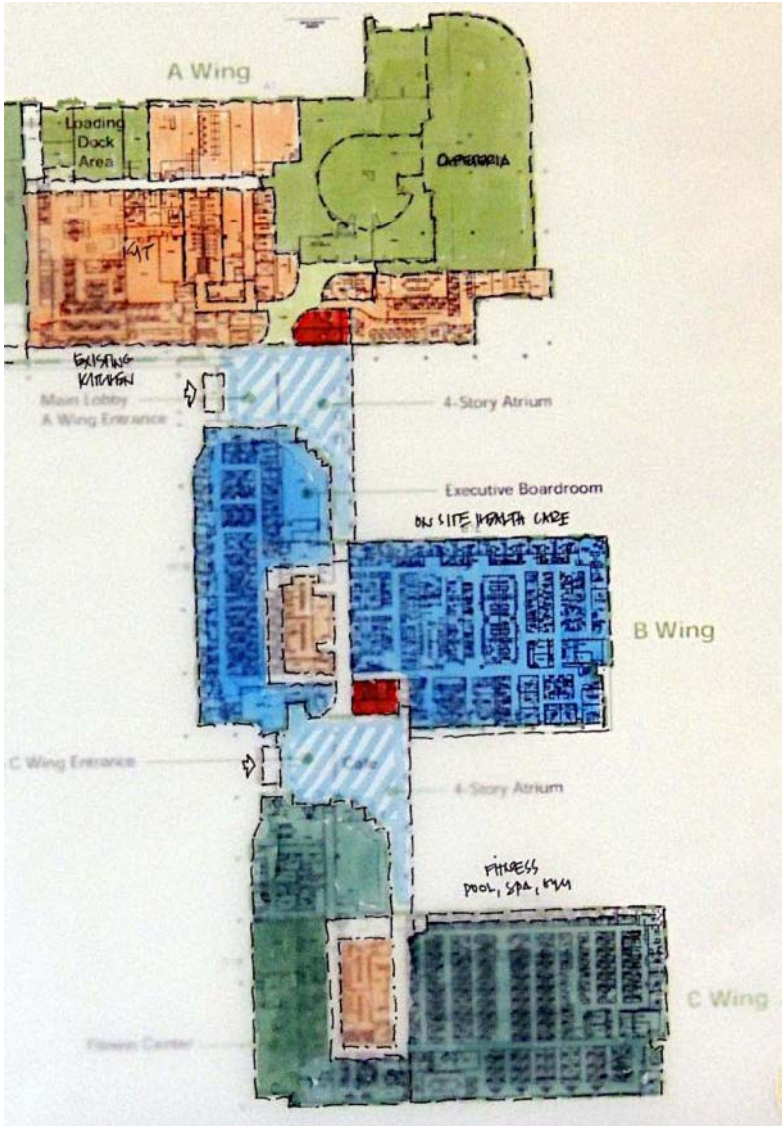
# Existing Building Area





# Existing Building Area

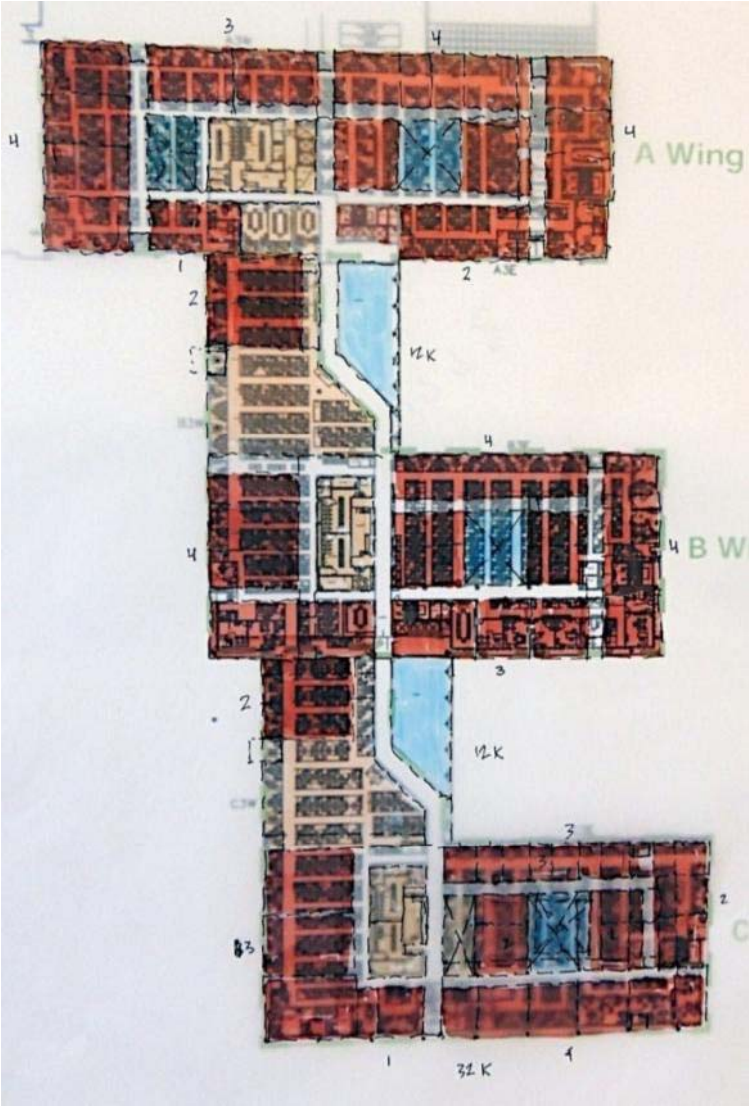
1<sup>st</sup> floor



- COLOR KEY**
- FITNESS - SPA, POOL, GYM
  - ON-SITE HEALTH CARE
  - PROPOSED APARTMENTS (STACKS)
  - EXISTING CAFETERIA
  - EXISTING CORE + KITCHEN
  - PROPOSED ATRIUMS (& EXISTING ATRIUMS)
  - LOBBY AREAS

# Existing Building Area

2<sup>ND</sup> - 4<sup>th</sup> floor



- COLOR KEY**
- FITNESS - SPA, POOL, GYM
  - ON-SITE HEALTH CARE
  - PROPOSED APARTMENTS (STACKS)
  - EXISTING CAFETERIA
  - EXISTING CORE + KITCHEN
  - PROPOSED ATRIUMS (& EXISTING ATRIUMS)
  - LOBBY AREAS

# Existing Building Area: Program Recap

- *Existing Uses to Remain*
  - Data Center, Kitchen, Loading
  - 120,000 SF
- *Circulation & Core*
  - 100,000 SF
- *Mechanical Areas*
  - 30,000 SF
- *Residential Assisted Living Units*
  - 150 units, 1-2 BRs
  - 250,000 SF
- *Health & Wellness*
  - On-Site Health Care
  - Medical Offices
  - Pool / Gym / Spa
  - Educational Use
  - Small Lecture / Performance Space
  - 100,000 SF



# 40-acre Site – Integrated Community Agriculture





# 40-acre Site – Mixed Use



# 40-acre Site – Residential



Multi Unit - Simsbury



Multi Unit - Simsbury



# 40-acre Site – Continuing Care Retirement Center



New McClean Village- Simsbury

Cypress - Raleigh



# 40-acre Site: Program Recap

- *66 Single-Family Homes*
  - 2- 4 BR
  - 2,500 – 4,000 SF
- *20 Town Homes*
  - 2-3 BR
  - 1,500 - 2,500 SF
- *12 - 24 Studio Homes*
  - 6 buildings with 2-4 studios each
  - 1,500 – 2,500 SF
- *78 Apartment Homes*
  - 1 - 2 BR
  - 1,000 – 2,000 SF
- *Specialty Grocery Store*
  - 45,000 SF
- *Fine Dining*
  - 20,000 SF



# Farm to Table Eco Village



Farm to Table  
Eco Village  
Multi-Use  
Mfgr. Center





# Existing Building Area



# Existing Building Area – Main Building

- *Canning, Processing and Manufacturing*
  - Community Supported Agriculture (CSA) Program
  - Regional raw materials → high quality food products
- *Brewing and Bottling*
  - Local beer and spirits; branding for Simsbury
  - Utilizing local raw produce; sourced through CSA
- *Bio-Science and Functional Food Research*
  - Potential backing by Fortune 500 Food and Beverage R&D
  - Potential lab and research personnel from University, Institutional or State department user

# Existing Building Area – Surrounding Area

- Brewery – 50,000 to 75,000 square feet
- Specialty Grocery – 30,000 to 40,000 square feet
- Flex/Retail – 20,000 to 40,000 square feet
- Stacked Residential – 100 to 120 units
- Townhouse – 80 to 100 units



# Existing Building Area – Surrounding Area



Cottage Manufacturing



Specialty Grocery

# Existing Building Area (parking lot)



Stacked Residential



Townhouses



# 40-acre Site



## 40-acre Site

- Agriculture Education Uses – 5000 to 6000 square feet
- Single Family Residential – 20 to 30 units
- Townhouse – 20 to 30 units

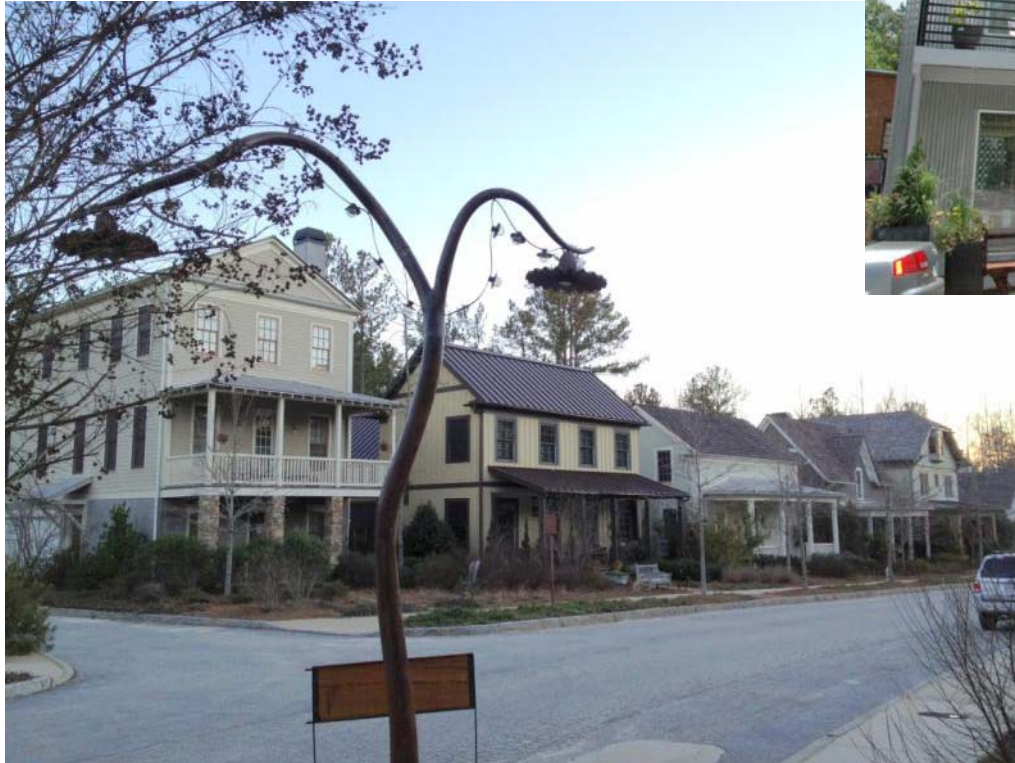
Civic and  
Education  
Building





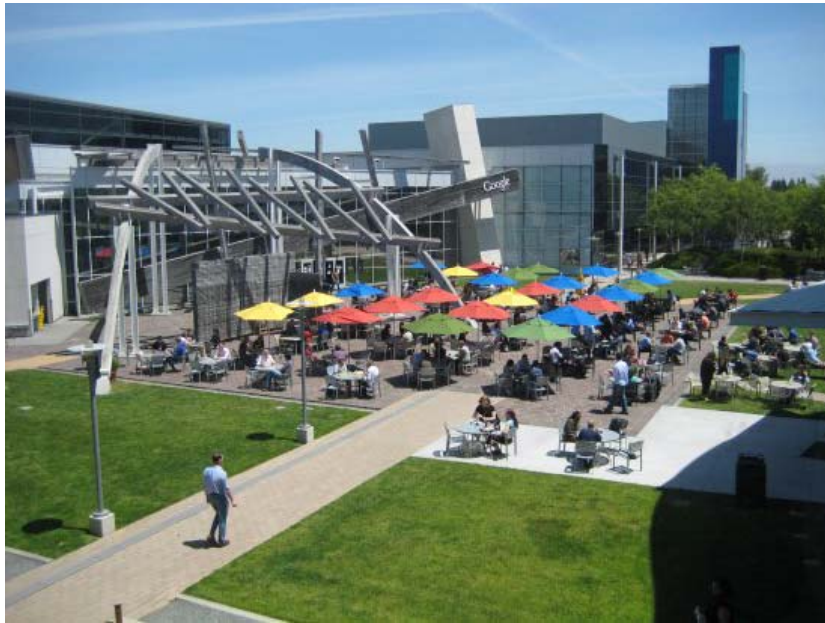
# 40-acre Site

## Preservation Townhouse



## Preservation Single Family

# Corporate Research Village





# Corporate Research Village

## Single Large User with Support Cluster Uses



# Existing Building

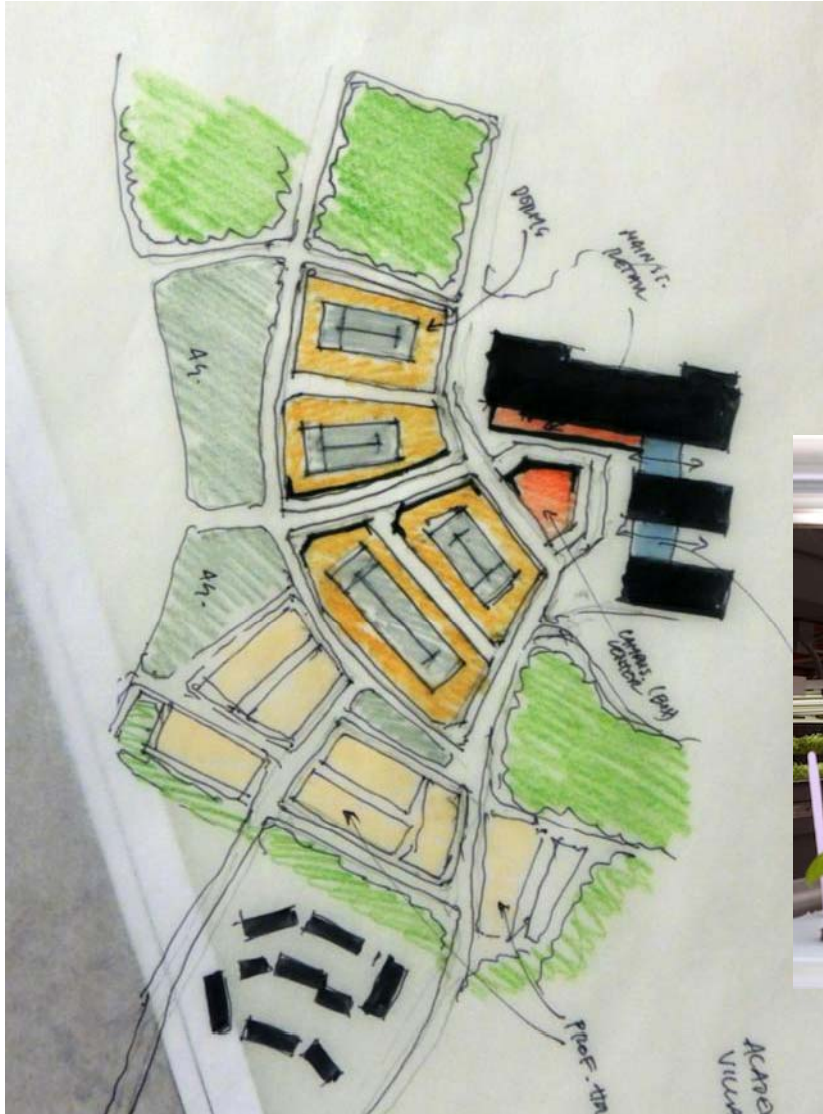
Higher Ed Campus





# Existing Building

## Bioscience / Tech Campus



# Existing Building



Higher Ed Campus

Corporate /  
Research Campus





# Existing Building



Stacked Residential –  
for employers / researchers



# Existing Building - Program Recap

- *Existing Uses to Remain*
  - Kitchen, Loading, Gym
  - 80,000 SF
- *Circulation & Core*
  - 100,000 SF
- *Mechanical Areas*
  - 30,000 SF
- *Expanded Data Center*
  - 100,000+ SF
- *Early Childhood Education / Montessori School*
  - 50,000 SF

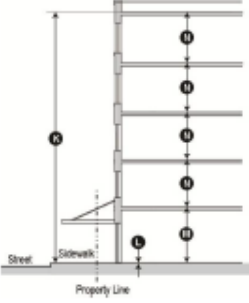


# Implementation

## Market Responsive/Community Driven Form Based Code

**Highland Mixed Use Character Zone**  
 DRAFT February 15, 2013

**(d) Building Height (Applies to the entire HM-MU Character Zone)**



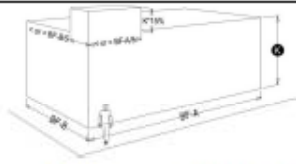
(I) Principal Building Standards	
Building maximum	5 stories or 65' max. (unless otherwise identified on the Registering Plans; see 5.1 [K]) <b>(K)</b>
First floor to floor height	<ul style="list-style-type: none"> <li>12' (min.) for all buildings designated as Required Commercial Ready Frontage <b>(M)</b></li> <li>10' (min.) for all other frontages</li> </ul>
Ground floor finish level	<ul style="list-style-type: none"> <li>12' max. above sidewalk (for Required Commercial Ready Frontage designation) <b>(L)</b></li> <li>18' (min.) above sidewalk for ground floor residential uses along Type "A" and "B" Streets that are setback 10' or less from the front property line</li> </ul>
Upper floor(s) height	9' min. <b>(N)</b>

**(II) Accessory Building Standards**  
 Accessory buildings shall meet the standards for Principal Building standards in the Highland Mixed Use Zone.

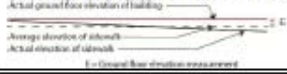
**(e) Height Easement Zone**  
 The building height maximum shall be established at 150' within the area defined as the Height Easement Zone within the Highland Mixed Use Zone subject to the following conditions:  
 I. Building setbacks are provided above 60 feet so that 50% of the street wall is stepped back from the face of the building by at least 10 feet.  
 II. Any block exceeding the height limit established in (d) above shall build at least 50% of its ground floor frontage along Airport Boulevard to Commercial Ready Frontage requirements. If the block is designated for Commercial Ready Frontage, then those standards shall apply.

**(f) Commercial Ready Frontage Requirements**  
 Ground floors of all buildings with Required Commercial Ready Frontage designation along Airport Boulevard on the Registering Plan shall be built to Commercial Ready standards including but not limited to first floor-to-second floor height, signs and awnings, and accessibility. This standard shall not apply to civic buildings.

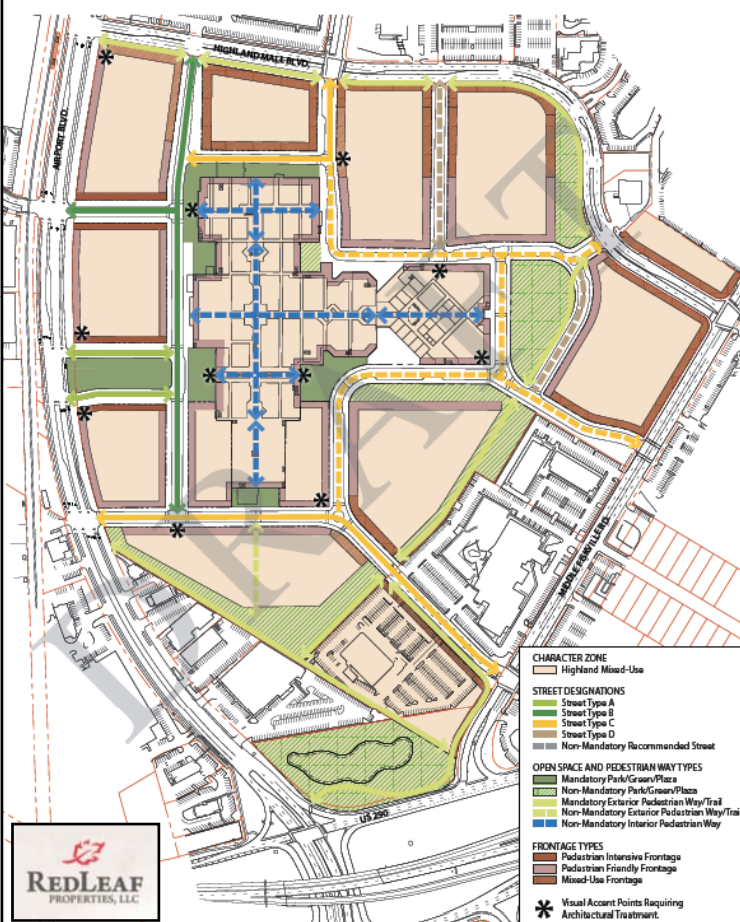
**Note**



- Corner buildings may exceed the maximum building height by 15% for 20% of the building's frontage along each corresponding street facade along the Highland MU Perimeter Streets.
- Floor to floor heights shall not apply to parking structures.
- Note on measuring finished elevation of ground floors: On blocks where grade of the sidewalk changes along the street frontage, the finished ground floor building elevation shall be measured against the average elevation of the sidewalk along that block.



**airport**  
 Airport Boulevard Form-Based Code  
 Page | 27



**CHARACTER ZONE**  
 Highland Mixed-Use

**STREET DESIGNATIONS**  
 Street Type A  
 Street Type B  
 Street Type C  
 Street Type D  
 Non-Mandatory Recommended Street

**OPEN SPACE AND PEDESTRIAN WAY TYPES**  
 Mandatory Park/Green/Plaza  
 Non-Mandatory Park/Green/Plaza  
 Mandatory Exterior Pedestrian Way/Trail  
 Non-Mandatory Exterior Pedestrian Way/Trail  
 Non-Mandatory Interior Pedestrian Way

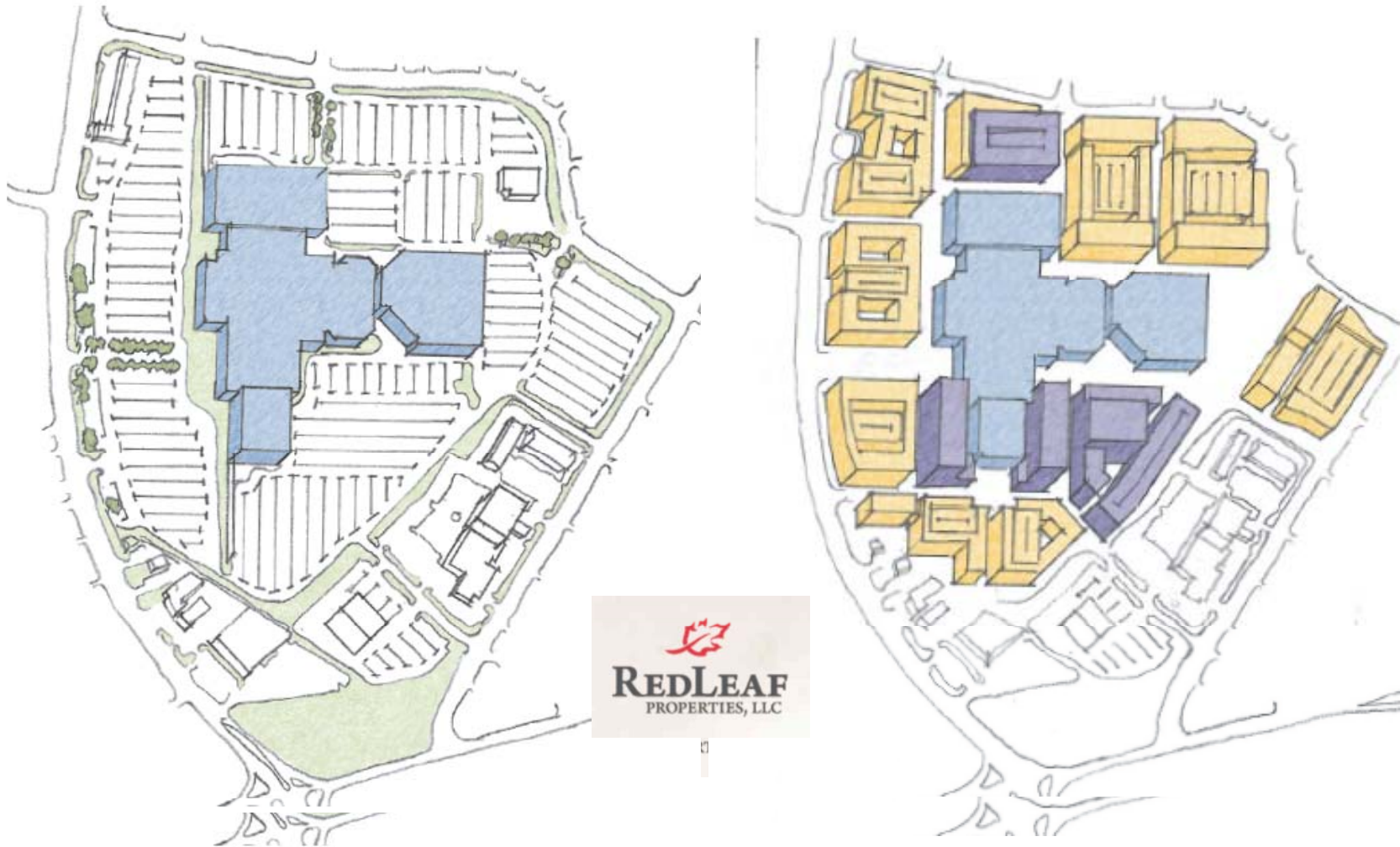
**FRONTAGE TYPES**  
 Pedestrian Interactive Frontage  
 Pedestrian Friendly Frontage  
 Mixed-Use Frontage

\* Visual Accent Points Requiring Architectural Treatment

**REDLEAF PROPERTIES, LLC**

# Implementation

## Market Responsive/Community Driven Form Based Code



# Implementation

## Implementation Plan

Implementing the Vision for  
Upper Airport Boulevard



**FINAL DRAFT**

March 27, 2013

airport  
blvd  
business. living. vision. development.



GATEWAYPLANNING  
Design • Implementation • Value Capture



culturalstrategies



# Implementation

## Infrastructure Needs

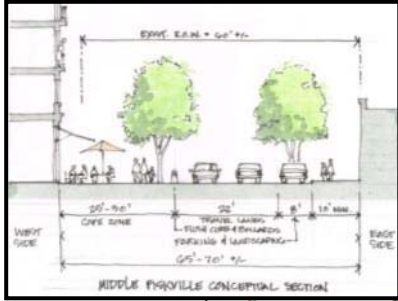
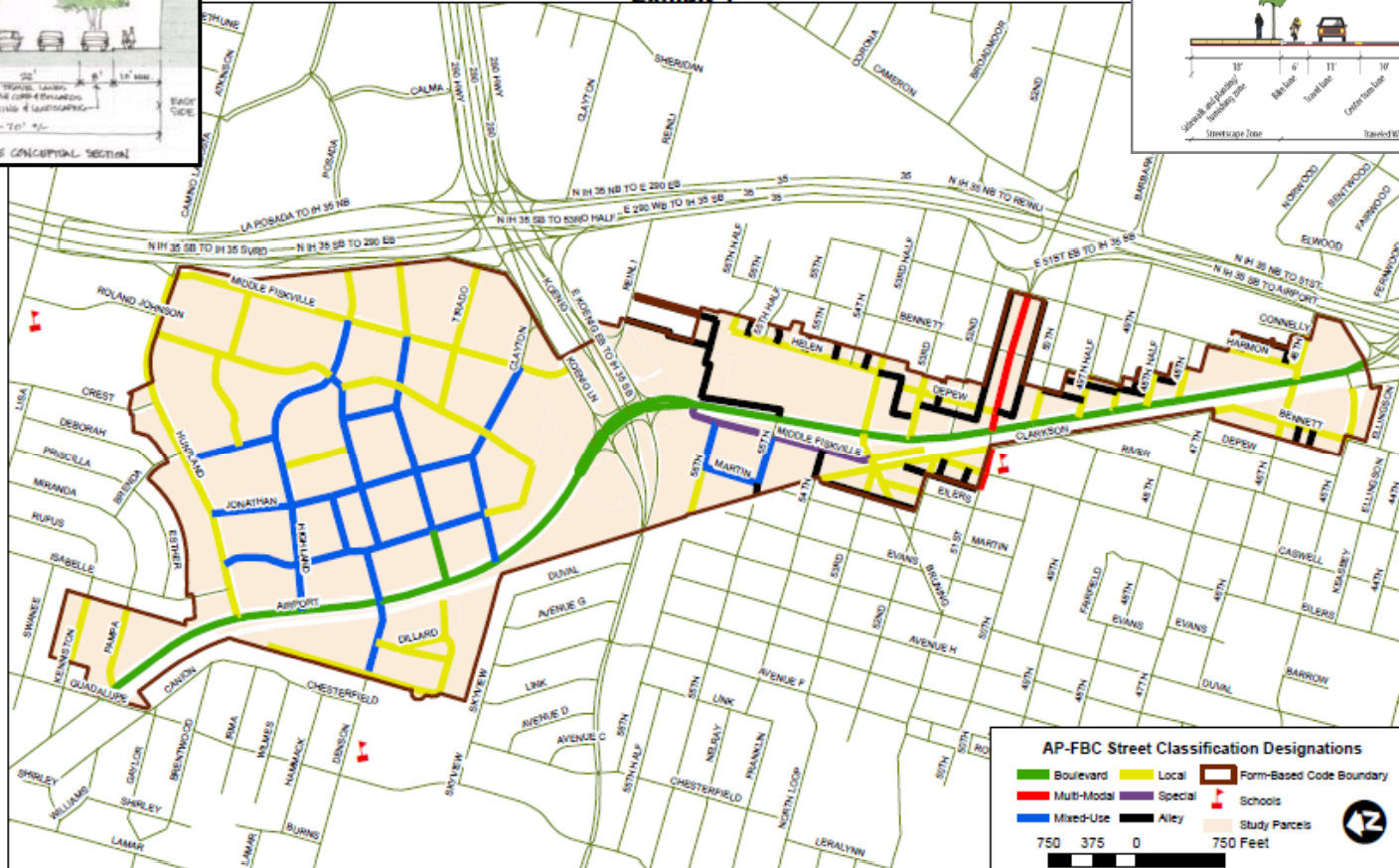
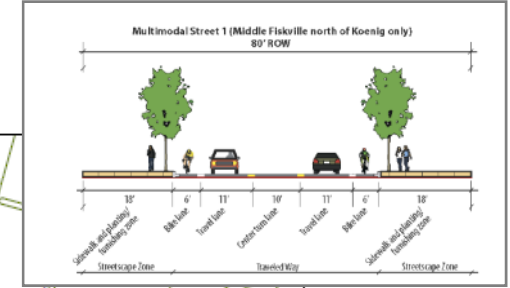
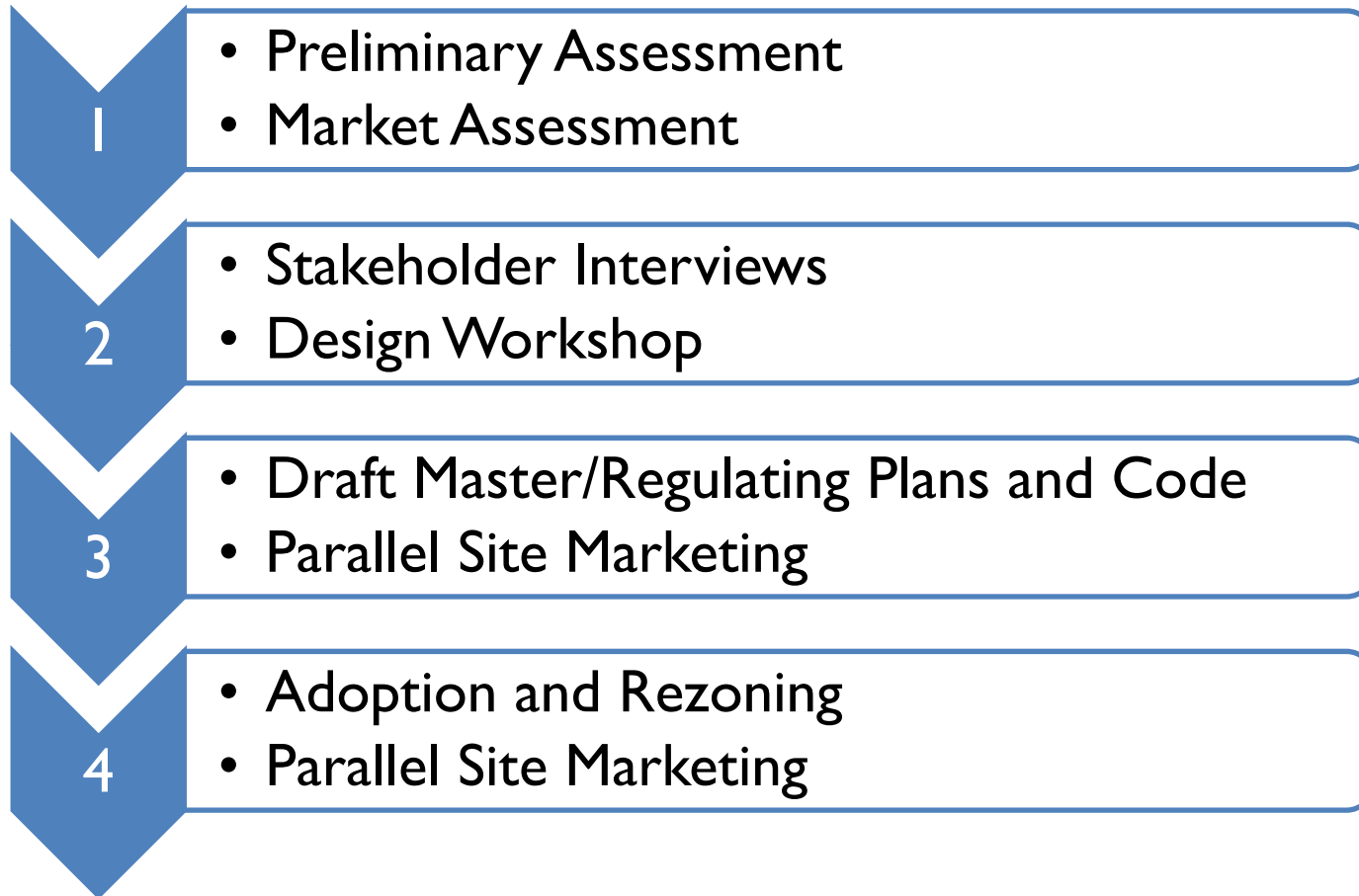


Exhibit 1



# Process



## Special Thanks

- *The Hartford Land Use Study Committee*
- *Thomas Bartell & Troy Riccitelli*
- *John McCormick & Anna Kocsondy*
- *Hiram Peck and Town Staff*
- *Jonathan Ford & Russ Preston*
- *The Hartford Facilities Staff*