

The Bartholomew Industrial Corridor



The Bartholomew Avenue corridor (Figure 2), beginning at Park Street and ending at Olive Street, forms the spine of a very active industrial-business sector of Parkville. The intersection of Hamilton and Bartholomew forms its main crossroad. This sector, inclusive of Arbor Street to the north, is comprised of more than 60 acres of land and in excess of 50 businesses. Similar to many urban industrial areas, this sector also includes pockets of residential uses that continue to provide a local labor force for businesses in the area.

Access

While highway access to the corridor is not direct it is nevertheless reasonably close-by. Access to and from I-84 east and west is provided at the Sisson Avenue interchange, while a more limited access is available at Flatbush. The Connecticut Department of Transportation has been evaluating options for improving both interchanges, although future funding is still uncertain. The improvement of the Flatbush Avenue interchange presents a rationale for extending Bartholomew Avenue to Flatbush and opening opportunities for continued economic development. Interchange improvements would also improve accessibility to the former Charter Oak Terrace site, a portion of which is currently being considered for a Wal-Mart.

Truck traffic serving the area uses either the Park Street entrance or Hamilton Street, although the low overpass on Park Street makes this access problematic for large trailer trucks. An active rail line with an at-grade crossing on Hamilton Street and an overhead at Park Street runs parallel to the corridor. This rail line is not being used by any of the businesses with the exception of minor freight use by Aerospace Metals Management. The right of

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way on this line will be used to accommodate the New Britain – Hartford Busway with stations to be located adjacent to Stop & Shop and at the corner of Francis Avenue and Park Street.

Although pedestrian access is currently gained through a series of sidewalks, a continuous network to and through the corridor is not available. Even with access and linkages available, present physical conditions and a looming concern for personal safety deter people from circulating in the corridor.

Context

An estimated 1.6 million square feet of industrial/business space in over 25 buildings exists in the area. Many of the buildings located in this sector are multi-storied brick industrial structures that date back to the turn of the century. A select few of these sites were subjects of structural and/or environmental investigations as part of a 1999 economic evaluation of the entire Parkville Industrial area (Excerpts can be found in Appendix C).



Two multi-story former industrial buildings mark the gateway to Bartholomew Avenue at Park Street. 1477 Park Street, which occupies the western side, is currently vacant. The site is completely devoid of parking, however, and the owner has negotiated the use of an adjacent City-owned parcel to the south. The owner has also purchased 1409 and 1429 Park Street, formerly home to the Barridon Corporation that occupied several floors of the 215,452 sf building. Significant site improvements have had a positive impact on the gateway. Several floors of 1409 Park have been converted to self-storage space. Smaller businesses remain in 1429 Park but the building is largely underutilized.

Fully utilized buildings along Bartholomew include 45-55 Bartholomew (Trout Brook Brewery), 69-71 Bartholomew (a silk

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screening studio), Champlin Packaging (the site of America's first bicycle manufacturer) at 236 Hamilton, 30-50 Bartholomew, which houses the wholesale and retail operations of Decorator's Source/RLF Home Furnishings and Lyman Kitchens, and the Parkville Business Center at 250 Hamilton occupied by the Department of Children and Families.



There are also vacant or marginally utilized structures on lower Bartholomew Avenue. Three vacant “perfect sixes” residential buildings on the east side and an 85,660 square foot industrial building to the southwest at 169 Bartholomew detract from the emerging success at the northern end. The latter is in poor condition, has a high potential for environmental contamination, and is in tax arrears.

Jersey barriers on Olive Street effectively render Bartholomew a dead-end with the exception of an entrance to Aerospace Metals Management whose primary access is from Flatbush Avenue. Illegal dumping and the blighted appearance of an abandoned scrap yard diminish the area's appeal to developers, businesses, and investors.

Remarkably, despite their age and physical configuration, many of the buildings along the corridor continue to be used by a wide-range of businesses. The businesses are generally small in size and include light assembly manufacturers, machine shops, storage businesses, non-profits, state agencies, retail operations, restaurants/pub, construction firms, professional firms, and distributors. The *Parkville Industrial Corridor* study prepared by McCabe Enterprises indicates that the targeted area supported over 1,100 jobs in 1999.

This area is also a major tax base for the City with industrial/business properties in the Bartholomew Avenue area

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assessed at \$14.5 million. *Trout Brook Brewery and Restaurant* is a notable restaurant and brew pub that has a regional following. The largest employer in the area is the State’s regional office for Department of Children and Families with more than 400 employees (located at 250 Hamilton Street). One of the oldest businesses in the corridor is *Champlin Packaging*, maker of specialty boxes, which has operated in the area since the late 1940s.

Strategy

An identification of assets and challenges establishes a baseline for recommendations to build on strengths and overcome weaknesses.

<u>ASSETS</u>	<u>CHALLENGES</u>
? Commercial businesses and residents	• Need for full-scale marketing implementation and branding
? Location adjacent to an active commercial corridor	• Vacant/Underutilized Properties
? Vehicular Access from I-84	• Lack of Human Scale
? Industrial zone in place	• Gritty Physical Image
? Proposed Park Street Streetscape Improvements	• Multi-story buildings with potential contamination
? Proposed Railroad Trestle Gate-way Improvements	• Need for Neighborhood Linkages
? Potential Development Sites	• Public subsidy to create partnerships
? Adaptive re-use of industrial buildings	• Parking-availability, proximity to businesses , and existing configuration
? Proposed Busway	

While vacant or underutilized land and buildings within the Bartholomew corridor provided the Association with the initial impetus for directing toward specific parcels, the physical and

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economic analyses performed as part of this Plan support a broader, more comprehensive strategy — one that capitalizes on the synergy already building around the proposed Busway. Bartholomew corridor's notable concentration of accessible redevelopment sites and proximity to Park Street and other commercial corridors provide the necessary ingredients for successfully establishing the Bartholomew Business Park within a relatively short timeframe (3 to 5 years). Much as it had at the turn of the century, this Park could provide a range of employment opportunities for Parkville residents. The corridor could also be transformed into a transit-related destination.

The present mix of businesses in the corridor (including the successful adaptively reused buildings at 16-30 and 34-56 Arbor Street) provides the basis for defining a broad mix of uses for an office park. Office and light industrial are the pre-dominant uses in the area and should continue to be the backbone of the real economic base. Selective wholesaling/retail, particularly one that is oriented to housewares, crafts and furniture, also has potential due to good access. These uses also have the advantage of being generally comfortable in vintage industrial buildings as witnessed by several such companies now located in the area. Owners/property managers need to be alert to opportunities for serving the expansion needs of existing firms and companies in the area. This is a tried and true strategy for any economic development program.

Traditional retail should not be targeted for the corridor but rather be oriented to Park Street and New Park Avenue to build upon and maintain critical mass. Consistent with the Parkville NRZ Strategic Plan, residential uses should be discouraged in an effort to eliminate land use conflicts. Non-profit organizations and public agencies are well-established in the area and should continue to be a focus for new recruitment. In addition, other institutional or educational users might be an appropriate target

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including specialized schools (technical training, computers, arts, etc.). Professional services, particularly design, graphics, architecture and advertising are excellent targets for vintage industrial buildings with good parking and a safe environment. Real Art Ways and others at 34-56 Arbor Street provide an excellent model for this type of business environment.

One of the better kept secrets of Parkville and Hartford is the presence of this largely self-contained business/industrial area that offers good access, linkages to labor force and competitive rents, while also being relatively safe. Lack of identity, however, inhibits marketing of the area to prospective businesses. This is particularly problematic given the high number of properties that are investor-owned, all seeking (or trying to retain) tenants for their buildings.

Site Specific Redevelopment

The redevelopment of vacant or underutilized sites within the Bartholomew Business Park forms the centerpiece of a business attraction initiative. The potential for accommodating future development has been explored through the creation of initial site specific concepts for the three sites shown in Figure 3. The general site characteristics of each site are summarized in Table 5. Assessor's data and general zoning and utility information appear in Appendix E.

The primary intent of creating these initial concepts (Figures 4A–6B) was to approximate reasonable building coverage and parking based on potential business attraction opportunities. Thus the concepts reflect industrial/office flex-type space that could accommodate the wide range of uses identified by the market analysis. It should be emphasized that although there are only two approaches shown for each of the sites, other options are possible. These concepts are beneficial to establishing an overall marketing program and promoting the concept of Bartholomew Business

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Park, and also initiating direct discussions with potential developers or end-users. The concepts are also useful because they provide visual support for what could eventually be sited on the property. Table 6 summarizes the proposed development at each of the targeted sites.

With a potential development scheme in mind, a series of step-by-step implementation mechanisms can be identified to pave an easier path for redevelopment – a proactive alternative to waiting for developer interests to surface.

**Table 5
GENERAL CHARACTERISTICS
TARGETED REDEVELOPMENT SITES
Bartholomew Business Park**

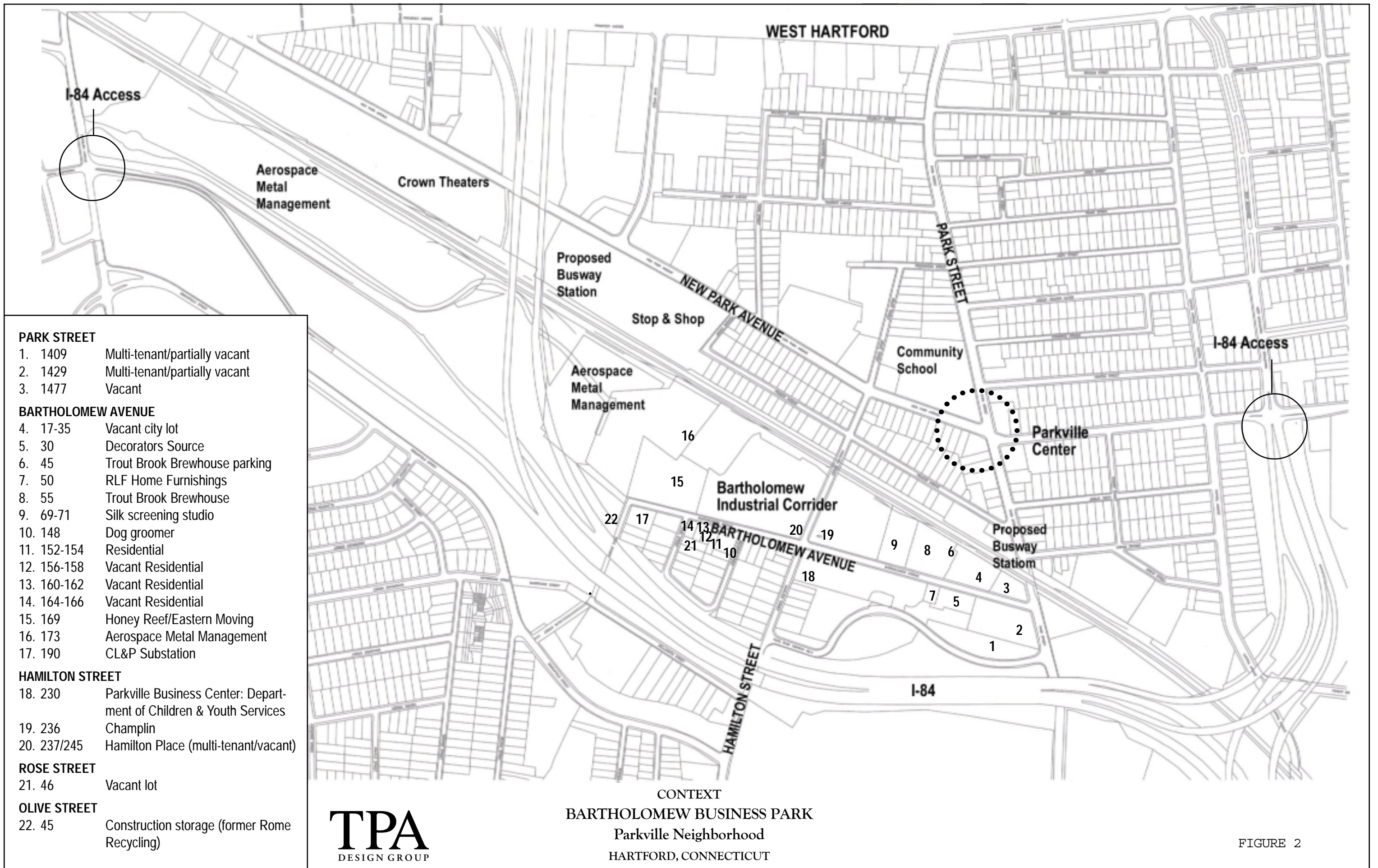
Map Block Lot	Address	Current Land Use	Current Zoning	Existing Structures No./SF	Historic Relevance	Potential for Contamination	Ownership
319-001-002	17-35 Bartholomew	Vacant Land	I-2	None	None (Building Demolished)	Phase I & II completed under City's BPA Brownfield's grant	City of Hartford
318-003-003 318-003-002 318-003-001	156-158 160-162 164-166 Bartholomew	Vacant	I-2	3-7,776 S.F. (inc. basements)	Residential – Perfect Sixes Circa 1890	Potential for asbestos, lead based paint, USTS	Edward C. Murphy Harry N. Nguyen Edward C. Murphy
317-003-003	169 Bartholomew	Vacant Building	I-2	Interconnected complex 80,000 S.F.	Former Whitney Manufacturing Co. c1906-1941	Chain Manufacturing	Honey Reef, LLC

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**Table 6
DEVELOPMENT SUMMARY
TARGETED REDEVELOPMENT SITES
Bartholomew Business Park**

	SCENARIO A	SCENARIO B
17-35 Bartholomew	<ul style="list-style-type: none"> • Parking Reuse – 80 spaces • Accommodates full utilization of 1477 Park or adjacent businesses 	<ul style="list-style-type: none"> • Office Reuse • 23,400 SF/2 story building • 47 spaces • Does not accommodate parking for adjacent businesses or 1477 Park
156-166 Bartholomew	<ul style="list-style-type: none"> • Residential Reuse • 17,496 SF office • 40 spaces (35 required) • Does not provide shared parking for 148 Bartholomew • Requires demolition of 152-154 Bartholomew 	<ul style="list-style-type: none"> • Office/Industrial Redevelopment • 10,800 SF • 26 spaces provided to accommodate reuse of 148 Bartholomew (13 spaces required) • Requires demolition of 2-4 structures
169 Bartholomew	<ul style="list-style-type: none"> • Office/Industrial redevelopment Two buildings <ul style="list-style-type: none"> - 46,800 SF - 36,000 SF 94 spaces provided (83 required) • Requires demolition of 169 Bartholomew • Can be designed to integrate parking/access within 245 Hamilton 	<ul style="list-style-type: none"> • Office/Industrial Redevelopment Three building <ul style="list-style-type: none"> 46,000 SF 36,000 SF 51,000 SF 140 spaces provided (133 required) • Requires Demolition of 169 Bartholomew • Requires acquisition and subdivision of 173 Bartholomew from Aerospace Metals Management and demolition of existing building • Can be designed to integrate parking/access with 245 Hamilton



PARK STREET	
1. 1409	Multi-tenant/partially vacant
2. 1429	Multi-tenant/partially vacant
3. 1477	Vacant
BARTHOLOMEW AVENUE	
4. 17-35	Vacant city lot
5. 30	Decorators Source
6. 45	Trout Brook Brewhouse parking
7. 50	RLF Home Furnishings
8. 55	Trout Brook Brewhouse
9. 69-71	Silk screening studio
10. 148	Dog groomer
11. 152-154	Residential
12. 156-158	Vacant Residential
13. 160-162	Vacant Residential
14. 164-166	Vacant Residential
15. 169	Honey Reef/Eastern Moving
16. 173	Aerospace Metal Management
17. 190	CL&P Substation
HAMILTON STREET	
18. 230	Parkville Business Center: Department of Children & Youth Services
19. 236	Champlin
20. 237/245	Hamilton Place (multi-tenant/vacant)
ROSE STREET	
21. 46	Vacant lot
OLIVE STREET	
22. 45	Construction storage (former Rome Recycling)



CONTEXT
BARTHOLOMEW BUSINESS PARK
 Parkville Neighborhood
 HARTFORD, CONNECTICUT

FIGURE 2