

Preface

Using the State's Neighborhood Revitalization Zone (NRZ) process to develop a collaborative self-analysis and vision for the future, the Parkville Revitalization Association prepared a strategic plan that focused on identifying opportunities, actions needed and priority projects. Since completing its Parkville Neighborhood Revitalization Plan (1998), the Parkville Revitalization Association has purposefully and aggressively pursued its Action Plan. In terms of economic development this has meant being an active participant in planning for the New Britain – Hartford Busway and completing studies targeted at implementing its priority projects such as the Parkville Industrial Corridor *"Shifting Gears"* study and the just completed *"Picture It Better Together"* report.

The convergence of ideas and actions with the neighborhood's strong physical assets soon pointed to the need for more specific economic development planning. With Urban Act funding administered through the City of Hartford and supplemental funds from the Connecticut Economic Development Fund, the Association commissioned this report to address the following:

- A market analysis to identify general market trends, identify market gaps, and provide recommendations.
- Evaluate opportunities and potential markets along Park Street, Capitol Avenue and New Park Avenue.
- Provide initial strategies for developing a promotional campaign.
- Examine specific parcels along the Bartholomew Corridor to develop reuse recommendations.

Neighborhood Overview

Parkville (Figure 1) is a mix of small businesses, industry, offices and residences. The neighborhood's manufacturing past, spurred by the presence of the railroad, was impacted by construction of I-84 and the exodus of manufacturers from the state in the 1960s and 70s. The remnants of this industrial past are coming alive again as the area capitalizes on its period architecture and I-84 access. Park Street continues to be a vibrant commercial area, with its physical appearance greatly enhanced through the city's façade improvement program. New Park Avenue has experienced new construction with the coming of Stop & Shop and the Crown Theatres. If the proposed reconfiguration of Flatbush Avenue and the I-84 ramps materialize, increased accessibility will present more opportunities for economic growth along New Park Avenue, Park Street and Bartholomew Avenue.

Parkville has remained an ethnically diverse neighborhood of predominantly rental housing in structures containing two to four units, most of which were built prior to 1917. In spite of its age, the neighborhood maintains a fairly sound housing stock. Non-residential uses are concentrated in the Park Street, New Park Avenue, and Bartholomew Avenue areas. Kane Street, Prospect Avenue and, to a lesser degree, Capitol Avenue, also have commercial/industrial development. Park Street is the focus for neighborhood service facilities such as supermarkets, banks, an elementary school, a branch library, a day care center, a senior center and a post office. In recent years an arts and creative industries enclave has been established in the Arbor Street area.

These land use patterns are generally consistent with zoning. Industrial zoning is predominant between the railroad and I-84; the south side of Kane and the east side of Orange/Arbor Streets are zoned industrial. Business and commercial zones predominate

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on Park Street, New Park Avenue and Prospect Avenue between Kane and Park. Residential zoning and uses, for the most part, are located off of the main traffic corridors. The exceptions are Capitol Avenue, sections of Prospect Avenue and New Park Avenue from Francis Court to the vicinity of Grace Street. A non-conforming residential area exists on Belmont, Rose and Olive Streets in an area off of Bartholomew Avenue zoned for industrial use.