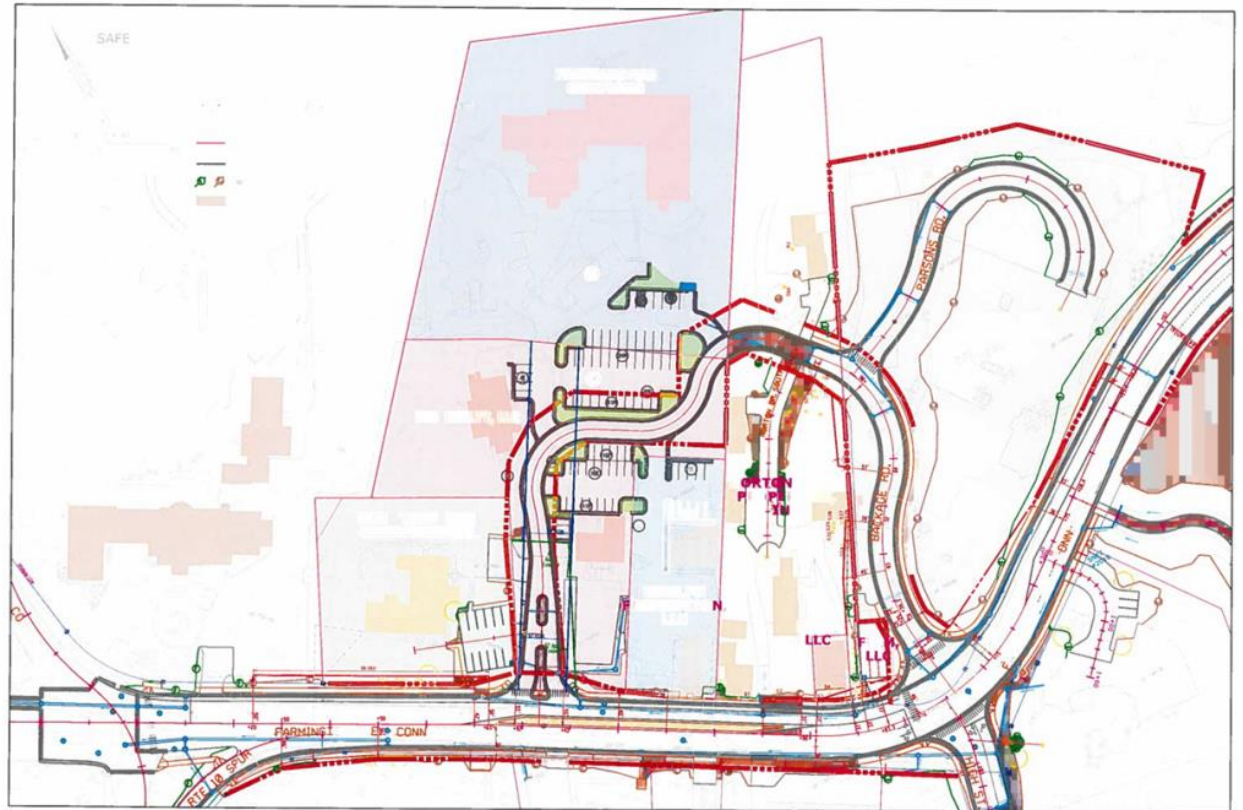


A VISION FOR FARMINGTON CENTER

3 PHASE APPROACH

- Conditions as they Existed in 2014
- Phase 1 & 2 Gateway Committee - 2014 – 2017
- Role of Town Plan and Zoning Commission
- Phase 3 – Going forward

MAY 2014



NO PLAN FOR AREA AFTER DOT

Top 10 Reasons to Plan

1. Multiple small properties with multiple owners
2. Most properties not in the historic district
3. Hodgepodge of uses and zoning classifications
4. Area is underutilized
5. Area is highly susceptible to change
6. Market is strong for new development after DOT
7. State DOT road project will permanently alter the character of the study area.
8. Future use of Parsons property
9. Most significant gateway into town
10. This gateway does not reflect Farmington's image of charming historic buildings and high quality new development

Main driver - future use of Parsons property



What will a Vision and Plan for Farmington Center accomplish?

- It will define and promote a vision for a better place.
- It will put forward Farmington's goals for the center of the town.
- It will give developers direction to assure a result that matches the vision.
- It will build consensus which will be very important in creating a strong sense of place in Farmington Center.

PHASE 1

- Work with DOT– to improve the project and get it right the first time.
- Securing control of the Parsons parcel – June 2015
Special Act No. 15-1
- The cornerstone of a successful plan is strong public participation component
- Listening to what people want for their town.

PUBLIC PARTICIPATION – SPRING 2015

- March 26th - SWOT analysis (over 200 participants)
- March 27th - Urban Design Classroom(over 60 participants)
- March 28th - Model building (over 100 participants)
- September 11 - Final presentation (over 100 participants)

Broad cross section of the community - definitely not “all the same faces”

STRENGTHS, WEAKNESS OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

Brainstorming session with over 200 residents. Invaluable list of ideas, thoughts and opinions from the people of Farmington.

- **62 Strengths** – Historic, the River, Miss Porters
- **60 Weaknesses** – no sense of place, not walkable, gas stations
- **93 Opportunities** – Walkable, Town Green, Parsons, village scale
- **49 Threats** – DOT, doing nothing, inappropriate development, traffic

PUBLIC PARTICIPATION



FINAL PRODUCT – THE START OF A VISION



94 page document memorializing the 3 days
and making great recommendations

PHASE 2

Parsons property – Due Diligence

- Eliminate as much uncertainty as possible.
- Refine the vision for the property
- Be prepared to get the best developer and the best development possible;

PHASE 2 SUMMARY

Phase 1 Environmental Site Assessment for Parsons site – DOT completed clean up for entire property, transfer act.

Market Analysis – small neighborhood retail, restaurants and multi-family rental

Conceptual plan and renderings based on public participation – attractive gateway into town, public gathering space along backage road,

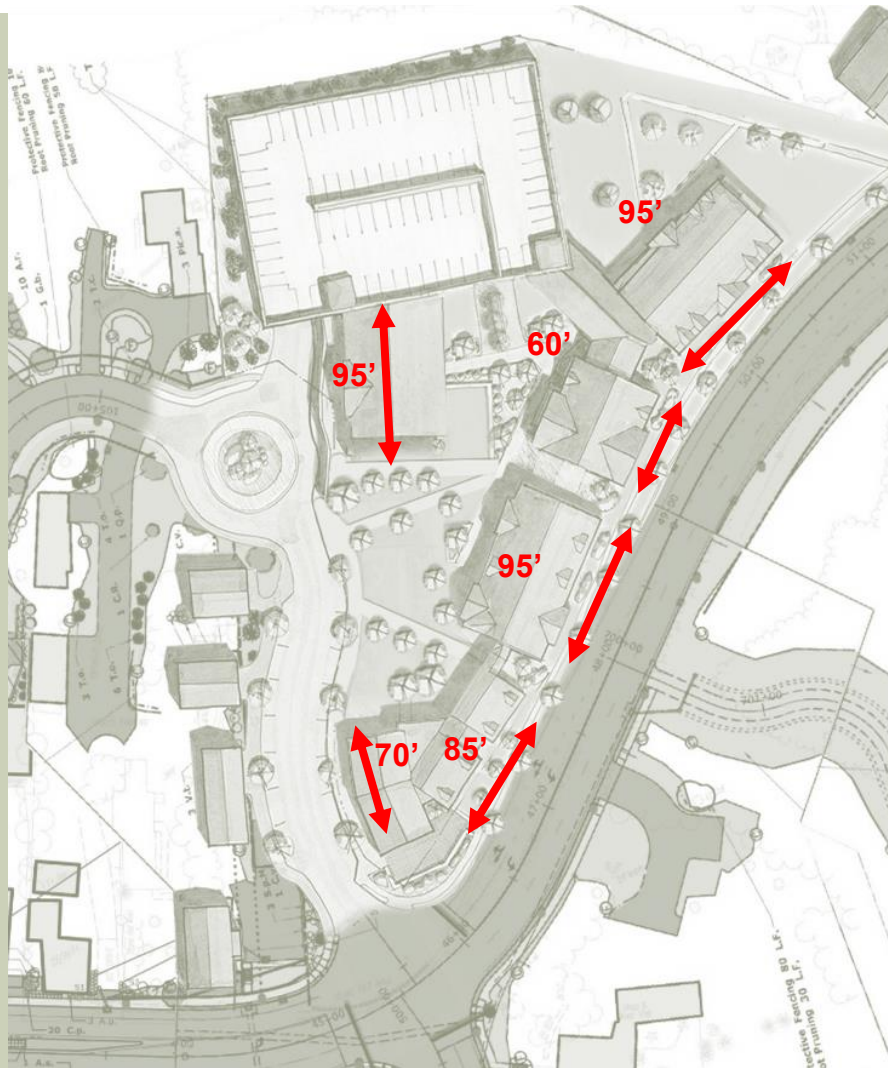
Traffic and Parking Demand Analysis– Traffic Study completed - development at the scale envisioned will not have adverse impact on RT 4 traffic

Design guidelines – much more comprehensive, approved by PZC.

PHASE 2 - CONCEPT PLAN



SCALE COMPARISON



Elm Tree Inn



90 Foot Long Façade along
2 ½ Story

Hillstead Museum



2 ½ Story
110 Foot Long West Façade

Scale Comparison

Main Street - Chester



200+ Foot Long Façade along Main Street

Main Street - Stockbridge



200+ Foot Long Façade along Main Street

West Main Street - Litchfield



500+ Foot Long Façade along West Main Street

SB COUGHLIN PLAN



SB COUGHLIN PLAN



FARMINGTON AVENUE



COURTYARD

PARKING GREEN



PARKING GREEN

ROLE OF THE PLANNING AND ZONING COMMISSION

- Adopt concept plans in Plan of Conservation and Development as guide to future development. **DONE**
- Adopt new Village District Design Guidelines **DONE**
- Tweak Farmington Center Zoning Regulations
- Rezone areas along RT 4 zoned B1 Business to Farmington Center/Village District Zone.
- Be prepared for future development.

Current Zoning

Farmington Center Zone

- Mixed use zone – retail, restaurant, office, apartments, condos, attractive public spaces;
- Higher density “downtown style development”;
- Ideally retail and restaurant on first floor, apartments & office on upper floors;
- 2 and 3 story buildings close to and framing the street;
- Minimal setbacks, 80% lot coverage
- Shared parking

Current Zoning

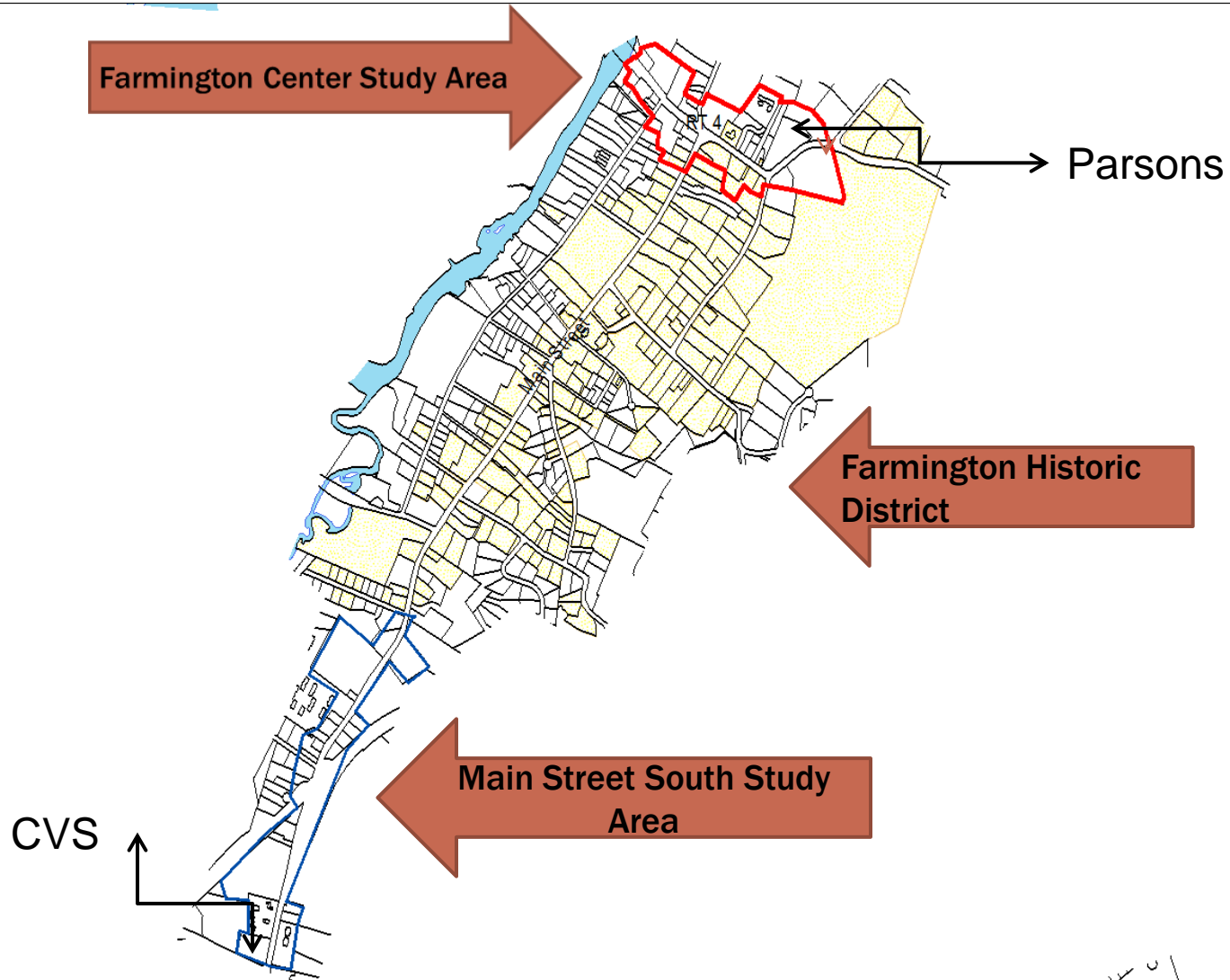
Farmington Village District Overlay Zone

“The regulations establishing village districts shall protect the distinctive character, landscape and historic structures within such districts.”

- Design and placement of buildings;
- Color, size, height, location, proportion of openings, roof treatments, building materials and landscaping
- Proposed signs and lighting
- Maintenance of public views;
- Design, paving materials and placement of public roadways;
- Other elements the zoning commission deems appropriate to maintain and protect the character of the village district.

Conn. Gen. Stat. §8-2j(b)

PHASE 3- STUDY AREA



PHASE 3 - NEXT STEPS

- Connect entire study area with unified theme.
- Strive for constant improvement in entire study area – de-clutter, gateway features, sidewalks, beautification, quality of life improvements.
- Be prepared to acquire Parsons property from DOT - Summer 2019
- Recommend RFQ to select best possible developer to implement vision

TOWNS ACQUISITION OF PARSONS

Acquire

Pros

- Town partners with developer of its choose
- Control over entire design
- Incorporate Public Spaces & public parking
- PZC control remains
- Transfer act

Cons

- Purchase price (ability to recoup)

Don't Acquire

Pros

- Purchase price

Cons

- State could keep property
- RFP for developer
- Market determine outcome
- Design only subject to PZC review and approval.
- Far less public input
- Transfer Act could complicate private development
- Private parking limited to businesses on site
- Could sit for very long time

DOT PROCESS

Step 1

- Town decides to purchase Parson's property
- Town notifies DOT of interest in purchasing the property
- DOT Commissioner declares Parson's surplus property

Step 2 DOT

- DOT Property Division completes two appraisals. (Average of the two appraisals is the price)
- Offered to Town
- Survey is updated
- Agreement sent to the State Properties Review Board.

Step 3 - Close

- Town Council determines source of funding
- PZC CGS 8-24 review
- Closing