



Manchester 2020

Progress & Implementation Status

May 2022

As the Town undergoes its Plan of Conservation & Development (PODC) update, Manchester Next, a question that naturally arises is “What has been accomplished from the last plan?” The Town’s previous POCD, Manchester 2020 was formally adopted in January 2013 and featured multiple goals and strategies to make Manchester a more vibrant, thriving, and energetic community. Since its adoption, Manchester 2020 has guided Town boards and commissions in setting policy and making important decisions regarding the Town’s growth and development. Additionally, much of Town staff’s work over the past decade have aligned closely with the goals and objectives outlined in the Plan.

As this summary illustrates, the great majority of the goals and strategies from Manchester 2020 have been advanced over the past ten years. Because of the long-range nature of this work, many items are still in progress and some challenges will be addressed over a longer timeframe. Many stakeholders are ultimately responsible for the success of any POCD – municipal staff, elected and appointed leaders, business owners and everyday residents. This summary is a non-exhaustive list of the many projects and initiatives intended to help make Manchester 2020 a reality. If you know of initiatives or efforts that address one or more of the goals below and do not see listed, please let us know what we missed.

We are proud of the progress the Town has made over the previous ten years, but there is still much work to be done. We hope participants in the Manchester Next POCD update take comfort in this information and can be confident their input and feedback will help shape Manchester over the coming years.

Primary Goals from Manchester 2020

- I) Redevelop and invest in existing and potential corridors and activity nodes
- II) Promote vibrant, walkable neighborhoods
- III) Enhance connectivity between housing, amenities and services
- IV) Increase the supply of a diverse housing stock to meet the needs of all residents
- V) Create an arts and cultural district
- VI) Invest in attracting and expanding desirable industries
- VII) Preserve and promote agriculture as a desired land use
- VIII) Preserve land containing natural resources such as forests, watersheds, habitats and adjacent land
- IX) Maintain existing open space land resources
- X) Green the urban landscape and existing neighborhoods
- XI) Preserve Manchester's existing housing stock
- XII) Invest in the restoration and preservation of public historic land and buildings
- XIII) Protect at-risk districts and properties
- XIV) Market and promote historic assets

GOAL I: Redevelop and invest in existing and potential corridors and activity nodes

| Strategy | Actions Taken |
|---|---|
| 1) Adopt zoning regulations that permit intensified mixed-use development in and near existing or potential mixed-use districts, transit nodes, and corridors. | <ul style="list-style-type: none"> • Planning & Zoning Commission (PZC) approved transit-oriented development regulations in 2016 • PZC approved stand-alone multi-family residences/multi-family residences above ground floor commercial as a special exception use in the CUD zone in 2017. • PZC approved amendment to allow residential use above the first story in SDC zone in 2014 • PZC approved amendments to the Form-Based Zone regulations to accommodate Parkade redevelopment in 2020 |
| 2) Provide financial incentives, including tax assessment agreements for increased development at transit nodes and along corridors. | <ul style="list-style-type: none"> • Proposed tax agreement policy presented to Board of Directors in 2018 • EDC targeted industry study with CERC • Downtown 2020 loan program |
| 3) Identify locations for future transit-oriented development and park and ride facilities at transit nodes | <ul style="list-style-type: none"> • Part of CRCOG TOD grant application to overcome obstacles to developing portion of Buckland Hills Park & Ride |
| 4) Adopt zoning regulations that facilitate the adaptive reuse of vacant or underutilized sites and buildings in mixed-use districts and transit and community corridors. | <ul style="list-style-type: none"> • 2017 - amendment to allow banquet halls in Industrial zone • 2017 - amendment to allow outdoor go-kart tracks in GB zone. • Amendments allowing breweries, brewpubs, and brewpub/restaurants in various zones in 2015 and 2016 • Amendments to allow aquaculture, aquaponics, hydroponics, and horticulture in Industrial zone in January and 2015 • 2014 - Amendment to allow residential use above the first story in SDC zone • 2018 – expansion of historic mill conversion regulation • 2020 – amendments to FBZ regulations to accommodate Parkade development • 2021 – Amendment to allow hotel/motel conversion to multifamily |
| 5) Identify and market vacant buildings and sites for redevelopment. | <ul style="list-style-type: none"> • Town staff routinely coordinates with owners, realtors and potential tenants • Nichols property marketing • Downtown 2020 initiative • Downtown Special Services District/Town reorganization and hiring of Downtown Development Specialist |
| 6) Consider allowing residential units above street level commercial by right in all mixed-use districts | <ul style="list-style-type: none"> • PZC reviewed at Housing workshop in 2021 |

GOAL II: Promote vibrant, walkable neighborhoods

| Strategy | Actions Taken |
|---|--|
| 1) Adopt zoning regulations that promote vibrant, walkable neighborhoods by incorporating design standards for streets and public spaces that create a sense of place, require a mix of uses within walking distance of a transit stop, promote business uses on street level, and creates attractive and well lit pedestrian corridors | <ul style="list-style-type: none"> Broad Street Form-Based Zoning code adopted 2012 Design requirements added to CUD Zone in 2016 Stand-alone multi-family residences or multi-family residences above ground floor commercial in CUD zone- 2017 Form-Based Zone regulations amended 2020 Downtown architectural guidelines updated in 2019 |
| 2) Consider allowing limited, non-residential, neighborhood uses in existing neighborhoods and in new developments while maintaining neighborhood character. | |

FIGURE 26.2 - PARK SIDE ROAD (PSR)

Residential frontages with on-street parking (one side)

Cross Section/Perspective View

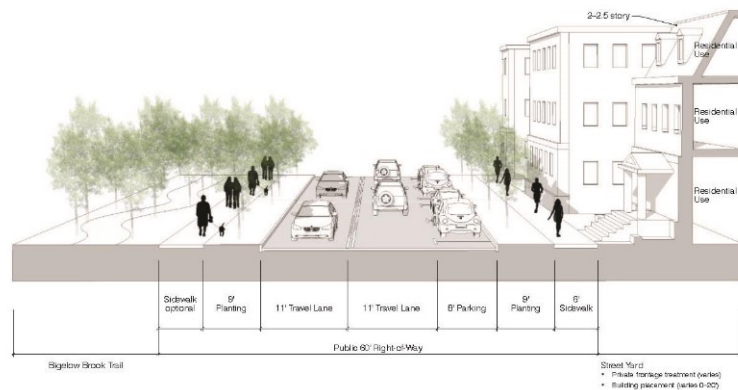
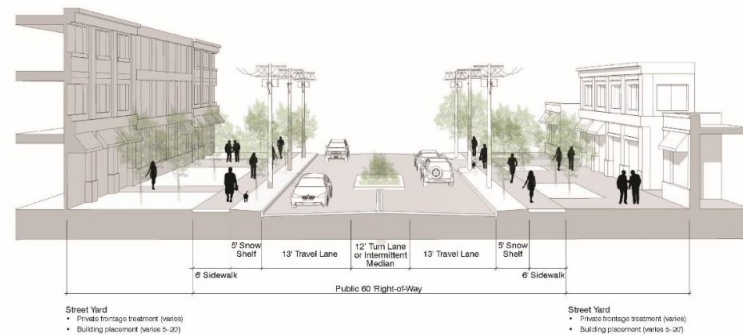


FIGURE 26.2 - AVENUE (AV) - BROAD STREET TYPE 1

Commercial and mixed-use frontage (varied) and above ground utilities

Cross Section/Perspective View



The Town adopted a form-based zone for the Broad Street redevelopment area to encourage walkable development.

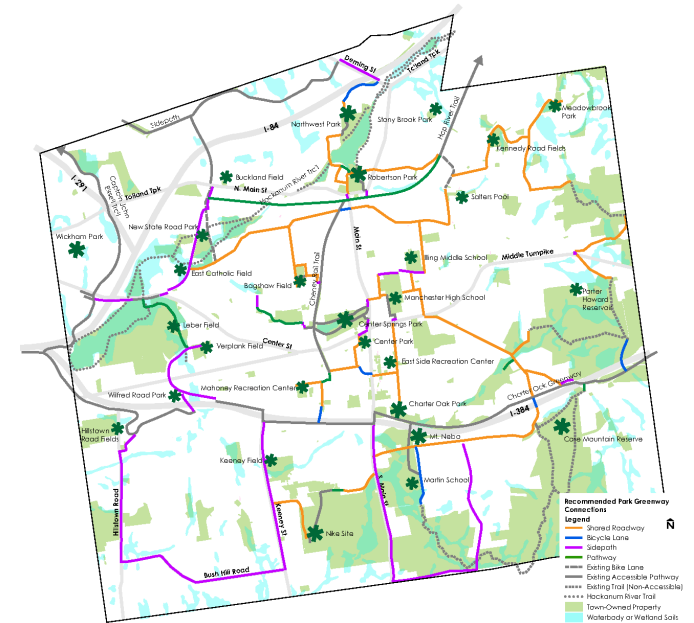
GOAL III: Enhance connectivity between housing, amenities and services

| Strategy | Actions Taken |
|---|--|
| 1) Prepare a master plan for connecting recreational and cultural amenities via bikeways, hiking trails, greenways, and multi-use paths to improve neighborhood accessibility to these amenities. | <ul style="list-style-type: none"> • Center Springs Park master plan (2018) • Parks and Facilities Master Plan (2021) |
| 2) Develop a capital plan to fill gaps in the Town's sidewalk and bikeway system. | <ul style="list-style-type: none"> • Oakland St. and Charter Oak Street sidewalk extensions completed • Near completion of sidewalk plan • East Coast Greenway complete through town |
| 3) Incorporate appropriate complete street elements into the Town public improvement standards to accommodate public transit, pedestrians, bicycles, as well as vehicles, in particular on major transit corridors. | <ul style="list-style-type: none"> • Complete Streets policy adopted • Public Improvement Standards updated in 2020 |
| 4) Investigate possibilities for an intra-Town transit system which would connect more residential neighborhoods to other destinations | <ul style="list-style-type: none"> • Participation in CRCOG bike share initiative |
| 5) Monitor and pursue recommendations from the CRCOG Sustainable Communities Bus Enhancement Study in regards to a potential circulator bus in Buckland Hills and enhanced local bus service. | <ul style="list-style-type: none"> • Participating in CT Fastrak east service planning and coordination with BH circulation |
| 6) Install bicycle parking when improving public infrastructure at activity nodes and along corridors. | <ul style="list-style-type: none"> • Bicycle parking added Downtown |
| 7) Monitor opportunities for connecting to the developing regional transit system including high-speed rail and bus rapid transit. | <ul style="list-style-type: none"> • Participating in CT Fastrak east service planning and coordination with BH circulation • Continued advocacy to better connect CT Fastrak east to Downtown • Participating in regional mobility study |
| 8) Provide increased residential development opportunities along selected transit corridors and in mixed-use zones to a level where they would support more frequent and reliable bus service. | <ul style="list-style-type: none"> • PZC approved stand-alone multi-family residences or multi-family residences above ground floor commercial as a special exception use in the CUD zone in 2017. • Revisions to GB zone to allow residential |



Cheney Rail Trail extension

CENTER SPRINGS PARK MASTER PLAN 2018



The Parks, Facilities & Recreation masterplan includes a trails and connectivity plan for connecting the Town's parks and recreational areas via a network of multiuse paths



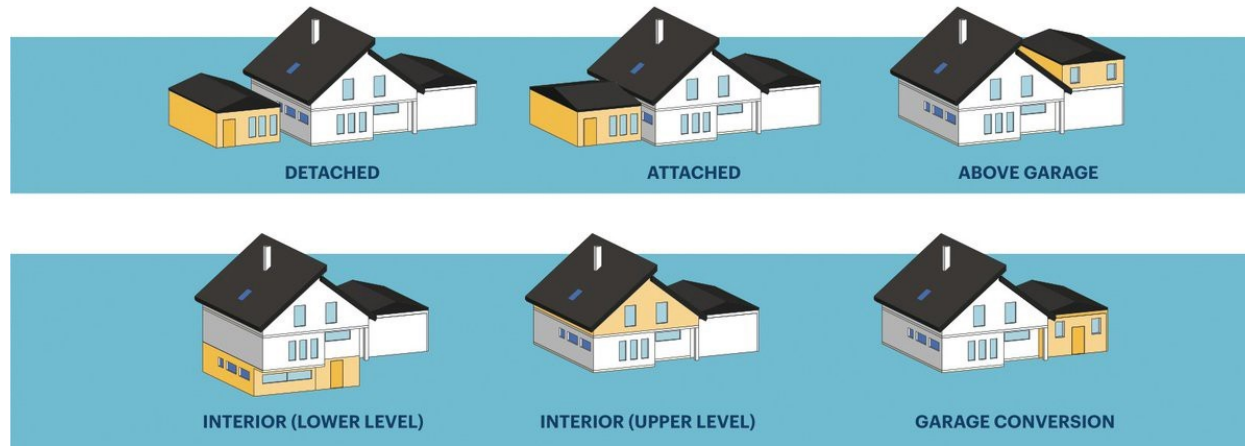
The Town's acquisition of 262 Center Street enabled the extension of the Cheney Rail Trail to the Weaver Mill Apartments.



The Center Springs Park masterplan called for enhancing the park entrance at Main & Bigelow Street.

GOAL IV: Increase the supply of a diverse housing stock to meet the needs of all residents

| Strategy | Actions Taken |
|--|--|
| 1) Ensure zoning regulations in residential and mixed use areas provide reasonable opportunities to expand the housing supply in terms of type, style and affordability that will be attractive to young professionals, small families, empty nesters and the elderly. | <ul style="list-style-type: none"> • 2017 - Amendment to allow stand-alone multi-family residences or multi-family residences above ground floor commercial in CUD zone. • Revisions to GB zone allow residential • Historic mill conversion regulation expanded • 2021 – Regulated zoning regulations to allow accessory dwelling units (ADUs) on all single-family zoned areas |
| 2) Investigate, adopt, and promote tools and techniques that encourage universal design, which allow aging residents to remain in their homes and neighborhoods by building or adapting homes to accommodate the physical abilities of the residents without compromising aesthetics | <ul style="list-style-type: none"> • Installation of accessible showers to meet Reasonable Accommodation requests of housing authority residents- 2017 CDBG Project • Rebuilding together accessibility work |



Accessory Dwelling Units (ADUs) come in many shapes and styles. Illustrations by RPA, based on AARP's ABCs of ADU's Guide.

*In 2021, the Planning & Zoning Commission adopted regulations allowing accessory dwelling units by right in existing single-family zones.
(Image: Regional Plan Association)*

| GOAL V: Create an arts and cultural district | |
|--|---|
| Strategy | Actions Taken |
| 1) Investigate opportunities to foster the creation of an arts and cultural district | <ul style="list-style-type: none"> • Formation of Imagine Main Street • WORK_SPACE staff investigating opportunity for official designation |
| 2) Engage artists and arts organizations to collaborate on events tied to specific art forms | <ul style="list-style-type: none"> • WORK_SPACE gallery and events • Downtown mural project 2019-2021 |
| 3) Support the work of artists and seek ways to foster their collaboration and promotion of the arts | <ul style="list-style-type: none"> • 2017 – PZC Amendment to allow outdoor entertainment in various zones. • WORK_SPACE agreement with MCC Foundation and local artists • Manchester sculpture project • WORK_SPACE gallery and events • Downtown mural project 2019-2021 • Firestone Art studio Opening 2019 |



The Town-owned WORK_SPACE gallery has become a venue to support local artists and foster collaboration.



The Town has worked to support local artist in helping creating more interesting and inviting public spaces through art.

GOAL VI: Invest in attracting and expanding desirable industries

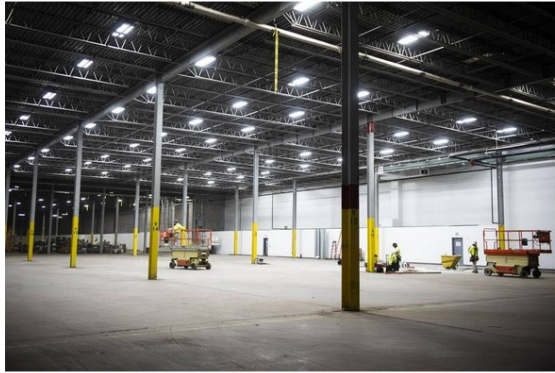
| Strategy | Actions Taken |
|---|--|
| 1) Develop strategies to attract the following industries: Green technology; Bio-Tech; Information Technology; Innovation Technology; Electronics; Arts, Entertainment and Cultural | <ul style="list-style-type: none"> February 2017 - Amendment to allow outdoor entertainment in various zones. Amendments allowing breweries, brewpubs, and brewpub/ restaurants in various zones in 2015 and 2016 2016 - Amendment to allow vending in Business and Industrial zones. Amendment to allow aquaculture, aquaponics, hydroponics, and horticulture in Industrial zone in 2015 Feedback Loop hosted by WORK_SPACE for Manchester tech companies |
| 2) Develop strategies to retain and expand industry clusters with a strong Manchester presence including: manufacturing; aerospace; health services; logistics and distribution; financial services. (ED) | <ul style="list-style-type: none"> CERC economic study and targeted industry report Collaborating with Frontier to expand broadband availability Winstanley Logistics Center one of the largest warehouse facilities in the northeast |
| 3) Incentivize small local business start-ups through tax incentives or low interest loan programs. | <ul style="list-style-type: none"> VEC partnership with Small Business Development Center Downtown 2020 Initiative CT Small Business Development Center staff housed in WORK_SPACE |
| 4) Incentivize the creation of a small business incubator. | <ul style="list-style-type: none"> Creation of Axis901/WORK_SPACE |
| 5) Work with property owners or potential investors to redevelop brownfield sites. | <ul style="list-style-type: none"> Gerich site assessment DECD Nichols Grant – 2017- present |
| 6) Develop and expand workforce development efforts | <ul style="list-style-type: none"> MCC/Manchester High School manufacturing partnership Job fair(s) at Winstanley property Manufacturing training |

MANCHESTER

A new Manchester economic development report says business is robust in the Silk City; here's a closer look:

By Jesse Leavenworth
Hartford Courant • Mar 05, 2020 at 6:30 am

Expand



Construction and renovations continue in the 975,000 square foot space - out of the 2 million-square-foot warehouse - leased for a client on Tolland Turnpike Thursday, March 5, 2020, in Manchester. A food retailer that owns Stop & Shop and other supermarkets will run a grocery distribution center out of the warehouse, bringing up to 700 new jobs to the town and region. (Kassi Jackson / Hartford Courant)



MANCHESTER — Business is booming in Manchester, according to a new economic development report.

Already the state's major retail center east of the Connecticut River, the town is welcoming a new grocery distribution center that will bring up to 700 jobs; a 130-unit, age-restricted apartment complex; two new



The Town's Downtown 2020 initiative aimed at increasing vibrancy and economic opportunity Downtown. It includes a no-interest loan program for building rehabilitation, a reorganization of Town and Downtown Special Services District responsibilities, and a capital improvement plan prioritizing transformational infrastructure improvements.

MANCHESTER

International food retailer coming to Manchester, bringing 500-700 jobs

By Jesse Leavenworth
Hartford Courant • Dec 10, 2019 at 5:44 pm

Expand



The nearly two-million-square-foot Manchester Logistics Hub on Tolland Turnpike. Abild Delhaize has a grocery distribution operation occupying about half the building. (Cushman & Wakefield)



Updated: November 25, 2019 TOWN PROFILE: MANCHESTER

In Opportunity Zone scrum, Manchester's persistence could pay off

Art studio first business to take advantage of Manchester's loan program

By Skyler Frazer
sfrazer@journalinquirer.com Oct 25, 2019 Updated Jan 22, 2021 0



The Firestone Art Studio + Cafe will open in the former Pinewood Furniture in downtown Manchester.
Skyler Frazer / Journal Inquirer



GOAL VII: Preserve and promote agriculture as a desired land use

| Strategy | Actions Taken |
|--|---|
| 1) Prioritize existing and potential agricultural parcels to be included on the Town's Priority Parcels for Acquisition Map | <ul style="list-style-type: none"> • Purchase of Botti farm • Establishment of Open Space and Historic Properties Committee • Acquisition of Lombardo property |
| 2) Establish a Town Farm on a site such as the former Starsiak Farm on Hillstown Road | <ul style="list-style-type: none"> • Starsiak farm operational |
| 3) Consider zoning regulation amendments that would protect and promote the economic viability of active or potential agricultural lands and cluster residential uses on rural/ agricultural areas to preserve farmland. | <ul style="list-style-type: none"> • PZC workshops regarding agricultural uses • Zoning amendments to encourage agrotourism and allow hydroponics, horticulture, and other agriculture by right |



Botti Farm (Image: CTMQ.org)

GOAL VIII: Preserve land containing natural resources such as forests, watersheds, habitats and adjacent land

| Strategy | Actions Taken |
|--|---|
| 1) Purchase land or easements adjacent to public and other natural resources | <ul style="list-style-type: none"> • Purchase of 363 Broad Street along Bigelow Brook for expansion of Center Springs Park • Town & MLCT acquisition of Lombardo property • Easement at 91 Elm St. for trail extension |
| 2) Reduce or eradicate invasive species in public open spaces | <ul style="list-style-type: none"> • Education on about proper use of pesticides • Removal of invasive species along the Hockanum River |
| 3) Coordinate volunteer and Town maintenance activities to best maintain public assets and natural resources | <ul style="list-style-type: none"> • Low Impact Development Guidelines document created in 2020 • Ongoing Hockanum River volunteer work • Earth Day cleanup work |
| 4) Where appropriate, cluster new residential development to protect open space | <ul style="list-style-type: none"> • Bayberry Crossing approval |

MANCHESTER

Manchester board approves funds to preserve town's largest privately owned parcel - a former pig farm on Glastonbury line

By Jesse Leavenworth
Hartford Courant • Oct 12, 2020 at 1:01 pm



The acquisition of 363 Broad Street enabled the expansion of Center Springs Park to Broad Street.

GOAL IX: Maintain existing open space land resources

| Strategy | Actions Taken |
|--|---|
| 1) Coordinate volunteer and Town maintenance activities to maintain public assets and resources to a high standard | <ul style="list-style-type: none">• Hockanum River Linear Park restoration work• Rebuilding Together park cleanups |



Laurel Marsh Trail (Image: Ctmg.org)

GOAL X: Green the urban landscape and existing neighborhoods

| Strategy | Actions Taken |
|---|--|
| 1) Establish community gardens at elementary schools, particularly in core neighborhoods, and in available and appropriate in-fill lots in residential neighborhoods. | <ul style="list-style-type: none"> Community gardens on East Side established (expanded in 2021) Elementary school programs established |
| 2) Commit to an urban forestry program | <ul style="list-style-type: none"> Conservation Commission formed a Tree subcommittee to explore in 2020 Conservation Commission working towards application for Tree City USA |
| 3) Reduce impervious surfaces and treat and control storm water through low-impact alternatives to traditional control and treatment, revising public improvement standards, and reducing minimum surface parking requirements. | <ul style="list-style-type: none"> Low Impact Development Guidelines document created in 2020 Zoning regulations amended to allow permeable pavement for parking (2021) |



Goal XI: Preserve Manchester's Existing Housing Stock

| Strategy | Actions Taken |
|--|---|
| 1) Rehabilitate and restore owner-occupied and rental housing to improve housing quality, neighborhood character and quality of life in older neighborhoods. | <ul style="list-style-type: none"> • Squire Village Complex Rehab • Housing Rehab Program • Rebuilding Together |
| 2) Provide financial incentives to maintain existing affordable housing and increase owner-occupancy in historic neighborhoods. | <ul style="list-style-type: none"> • CDBG Housing Rehabilitation program |
| 3) Seek non-municipal funding to be leveraged with local funding for housing rehabilitation and restoration. | <ul style="list-style-type: none"> • Partnership with and referrals to CT Healthy Homes Program |
| 4) Investigate the desirability of designating housing rehabilitation areas with the associated tax-deferral allowed under State Statute 12-65c-12-65e and establish if and where appropriate. | |
| 5) Continue to invest in improving public infrastructure in existing neighborhoods. | <ul style="list-style-type: none"> • CDBG-funded public improvements including sidewalk replacements and LED lighting |
| 6) Maintain a diverse housing stock in order to preserve neighborhood character and quality of life. | <ul style="list-style-type: none"> • Temporary Health Care Structures • PZC approved transit-oriented development regulations in 2016 • ADU regulations (2021) |



The Town's Housing Rehabilitation Program addresses lead paint and property maintenance code issues to help improve the quality of Manchester's affordable housing stock.

Goal XII: Invest in the restoration and preservation of public historic land and buildings

| Strategy | Actions Taken |
|--|---|
| 1) Establish a committee to find adaptive reuse for vacant publicly owned historic assets | <ul style="list-style-type: none"> Land Acquisition & Historic Property Investment Committee established in 2017 |
| 2) Establish a designated seat on the Town building committee for a person with historic architectural preservation or design expertise. | |
| 3) Engage an architect with historic preservation credentials to conduct a feasibility study for historic restoration or preservation of existing municipal facilities | |
| 4) Assist with adaptive re-use of historic building and preservation assessments for municipal buildings | <ul style="list-style-type: none"> 2016 - Amendment to allow Inns in Historic Zone. |
| 5) Conduct condition assessments on historic landscapes | |

Goal XIII: Protect at-risk districts and properties

| Strategy | Actions Taken |
|---|--------------------------|
| 1) Adopt a preservation ordinance to limit the demolition of recognized historic structures. | |
| 2) Compare the merits of “Village District” zoning to an expansion of the Design Overlay zone | Researched by Town staff |



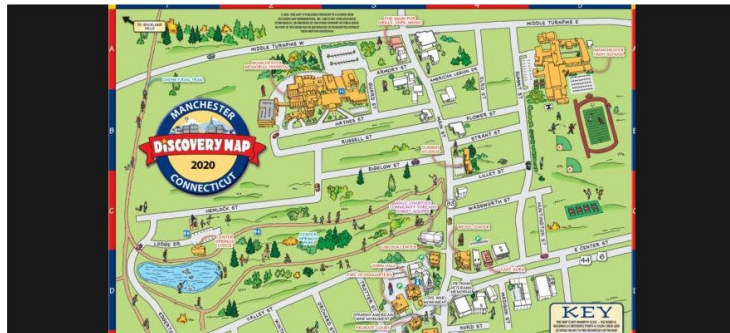
Utilizing bond funds approved by Manchester voters in 2016, the Town has contributed over \$600,000 for repairs and renovations to the historic Cheney Hall building.

Goal XIV: Market and promote historic assets

| Strategy | Actions Taken |
|---|--------------------------------|
| 1. Commission the design of interpretive markers | Downtown Wayfinding Signs |
| 2. Identify, map, and distribute self-guided walking tours for historic districts | Discover Downtown map |
| 3. Install special street signs in historic districts | Cheney Historic District signs |
| 4. Create mobile applications to promote historic assets | |
| 5. Seek historic designation for important, eligible properties or districts | |

New map promotes downtown Manchester

By Skyler Frazer
sfrazer@journalinquirer.com Jul 27, 2020 Updated Mar 8, 2021



Town of Manchester

MORE INFORMATION



Manchester promotion boosts downtown restaurants

MANCHESTER — The Downtown Manchester Spatial Services District is looking to draw in



MANCHESTER — Town officials recently unveiled the Greater Downtown Manchester Discovery Map, which details amenities, businesses, and other resources and activities for those visiting the Main Street area.

The map is a collaboration between staff from the town's Department of Planning and Economic Development and Discovery Map International Inc., a national publisher of local maps and travel guides. According to town officials, Manchester is the first Connecticut municipality to have its own Discovery Map.



Town efforts to promote Downtown Manchester include a Discovery Map and a downtown wayfinding signs.



What Did We Miss?

Were there other initiatives and projects not listed that worked towards the goals of Manchester 2020?



What's Next?

As the Town begins the Manchester Next POCD update, we build upon lessons learned from Manchester 2020 and incorporate new ideas and goals into the next plan.



Manchester 2020

Progress & Implementation Status

May 2022