

Old Wethersfield Master Plan

Presentation of Plan Recommendations



Town Council Presentation
September 2, 2008

Steering Committee Members

- Mike Custer - Resident
- Charlie Ford - Old Wethersfield Shopkeepers Association
- Rob Garrey - Historic District Commission/Village Improvement Association
- Anne Kuckro - Webb Deane Stevens Museum
- Linda Pinn - Property Owner
- Doug Shipman/Melissa Josefiak - Wethersfield Historical Society
- Christine Traczyk - Tourism Commission
- Martin Walsh - Town Council

Project Schedule

- January 2007 - Steering Committee First Meeting
- March 2007 – Focus Groups/Public Meeting
- May 2007 – Public Meeting #1
- June 2007 – Public Meeting #2
- June 2007 – Steering Committee Meetings
- September 2007 – Steering Committee Review of Recommendations

Project Schedule

- November 2007 – Steering Committee Comments
- January 2008 – Draft Plan
- March 2008 – Intersection Improvements Workshop
- April 2008 – Draft Plan Completed
- May 2008 – Public Meeting #3
- July 2008 – Report Finalized
- September 2008 – Report Presented to Town Council

Master Plan Contents

- Goals & Objectives
- Historic Context
- Existing Conditions/Historic & Cultural Attractions
- Local Economy/Retail Market Analysis/Tourism Analysis/Promoting Old Wethersfield
- Community Case Studies (comparable communities)
- Recommendations & Implementation

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Master Plan Recommendations

- Enhancing the Streetscape
- Creating a Viable Village Center
- Preserving Community Character
- Interpreting Community History
- Organizing Leaders
- Attracting Visitors and Marketing Assets

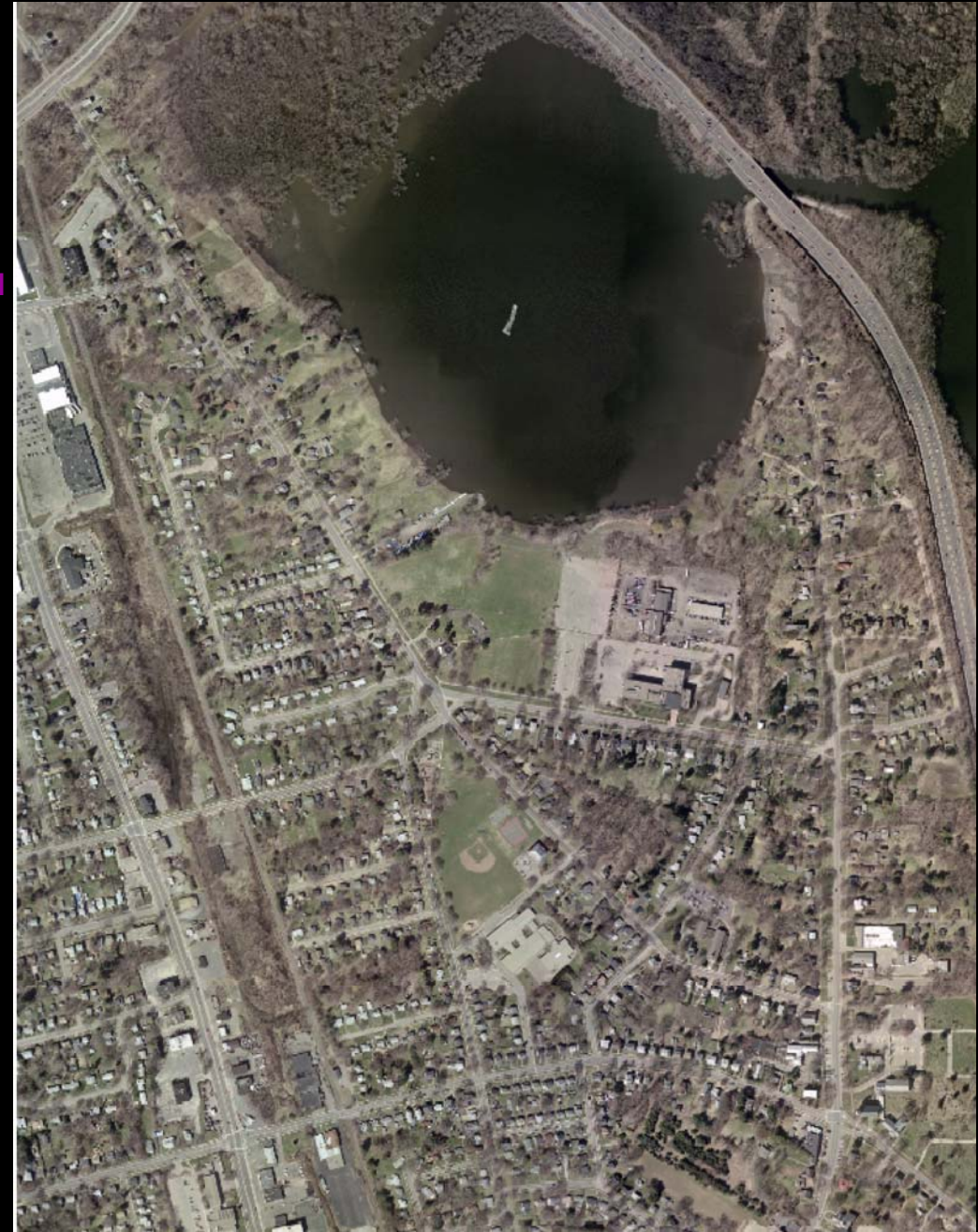
Enhancing the Streetscape



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Enhancing the Streetscape

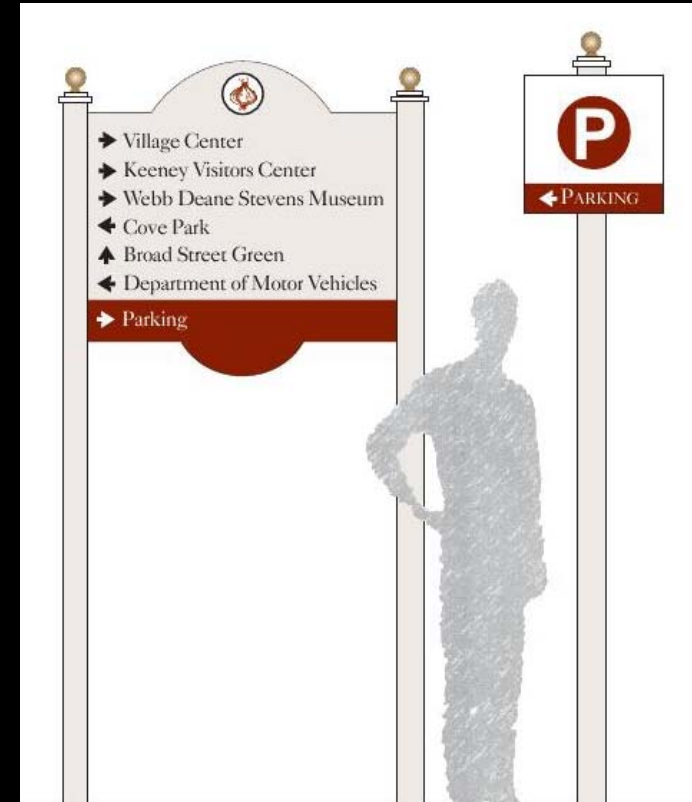
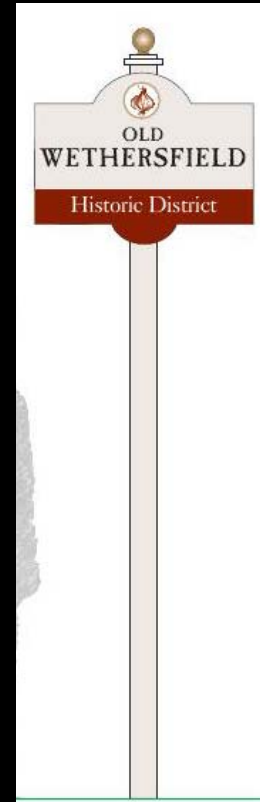
- Develop and install a hierarchy of wayfinding signs to, and within, the historic district.



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Enhancing The Streetscape

- Proposed Wayfinding Signage



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Enhancing The Streetscape

- Implement improvements at key intersections to improve traffic flow and vehicular and pedestrian safety.

FOUR KEY INTERSECTIONS

- Main and Church
- Main and Hartford
- Main and State
- Hartford and State

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Enhancing The Streetscape

- Install visual signals along Main Street to slow traffic at locations perceived to be experiencing high-speed traffic.



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Enhancing The Streetscape

- Enhance gateways into the historic district and town so they are welcoming and visually attractive so people realize they have arrived somewhere special. Create a hierarchy of gateways to target treatments.
 - Primary Town Gateways
 - Primary Historic District Gateways
 - Secondary Historic District Gateways

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Enhancing The Streetscape

- Develop a standard pedestrian amenity palette to ensure future streetscape projects are consistent and contribute to an overall design theme.
 - Pedestrian Walkways
 - Benches
 - Planters
 - Bike racks
 - Trash cans
 - Lighting

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Enhancing The Streetscape

- Ensure the safety of pedestrians through continued and on-going enforcement of traffic controls.
- Create a cohesive pedestrian network throughout the Historic District.
- Develop guidelines for the design and redevelopment of parks and public spaces.

Creating a Viable Village Center



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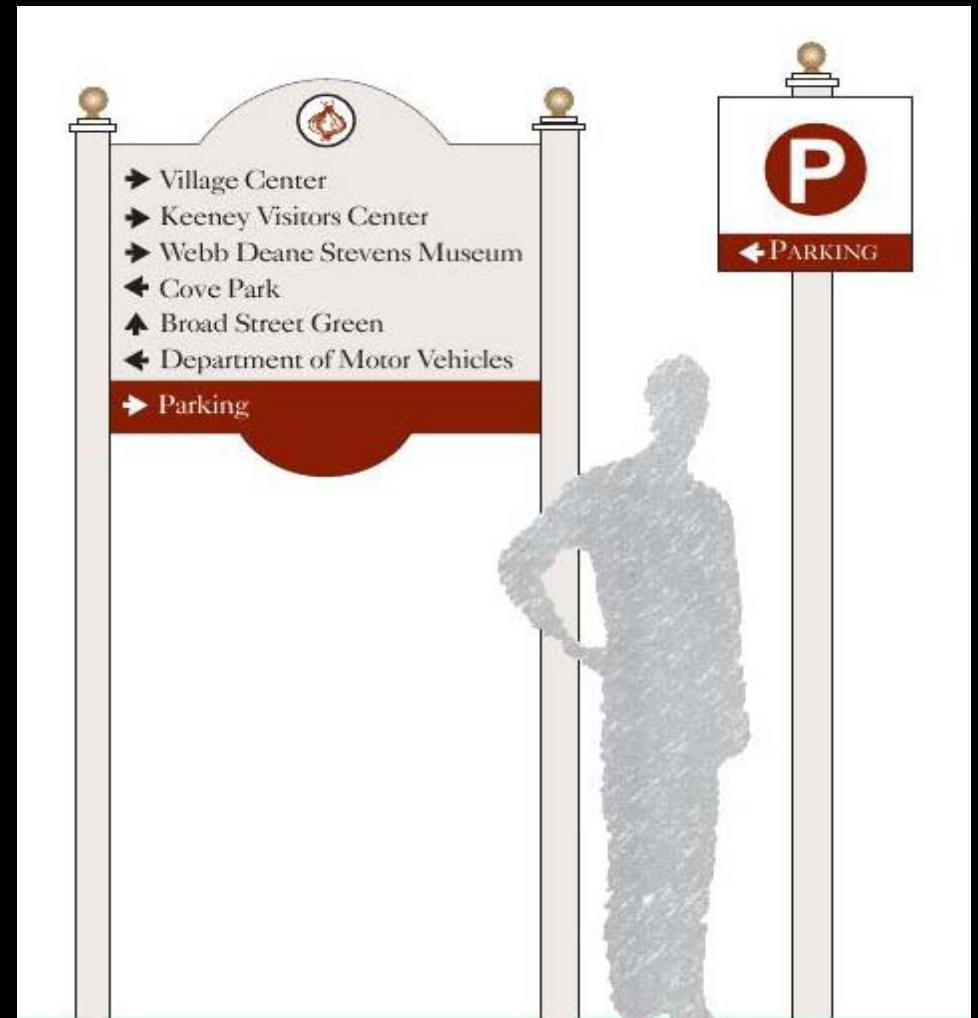
Creating a Viable Village Center

- Encourage a sufficient concentration of commercial uses on Main Street to make it viable and to adequately serve both residents and visitors.
- Focus on attracting specialty stores and retail uses that have a reasonable potential for success. Create Incentives.
- Encourage existing retail uses to accommodate changes that will make them more appealing to local users, as well as visitors.
- Attract new, small-scale, family friendly restaurant uses to the Village Center.
- Identify appropriate uses for vacant and/or underutilized properties on Main Street.
- Designate on-street parking along Main Street from Garden to Church Streets with a 2-hour limit effective Monday thru Friday from 9AM-5PM if demands warrants.

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Creating a Viable Village Center

- Clearly sign and identify locations for public parking.



Preserving Community Character

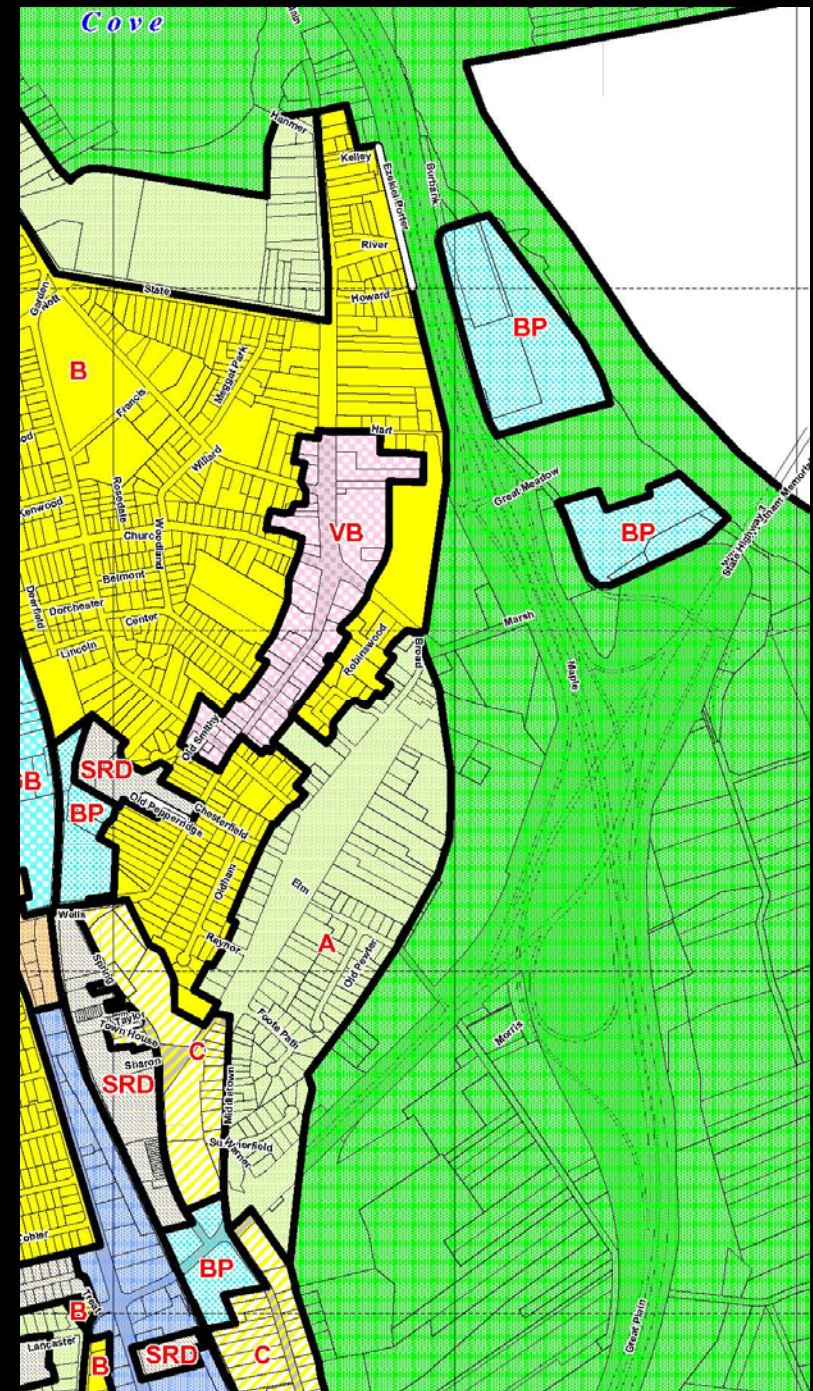


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Preserving Community Character

- Maintain existing zoning designations within the Village Center to ensure commercial uses do not overflow into residential neighborhoods.

	A - Single Family Residential
	A-1 - Single Family Residential
	AA - Single Family Residential
	AA OS - Open Space Development
	B - Single Family Residential
	C - Single Family Residential
	SRD - Special Residential Development
	AG - Agriculture
	BP - Business Park
	GB - General Business
	O - Office
	RC - Regional Commercial
	TC - Town Center
	VB - Village Business



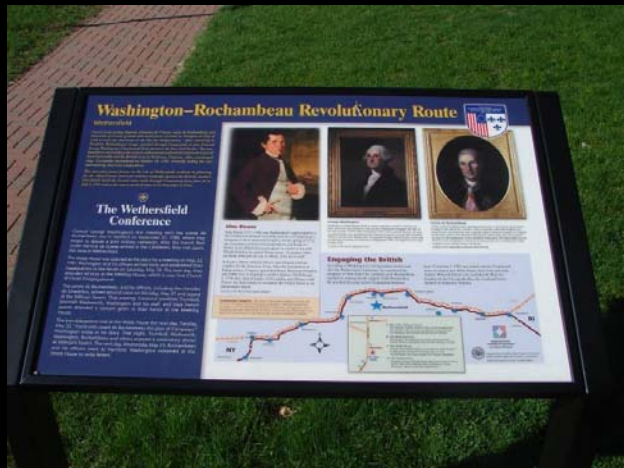
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Preserving Community Character

- Ensure adaptive reuse and new construction projects are sympathetic to the historic character of the district.
- Establish a formal public outreach procedure that involves residents in the early stages of project proposal and development.



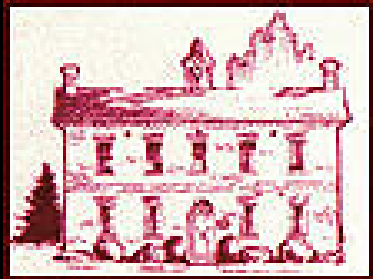
Interpreting Community History



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Interpreting Community History

- Develop a comprehensive history of the Town.



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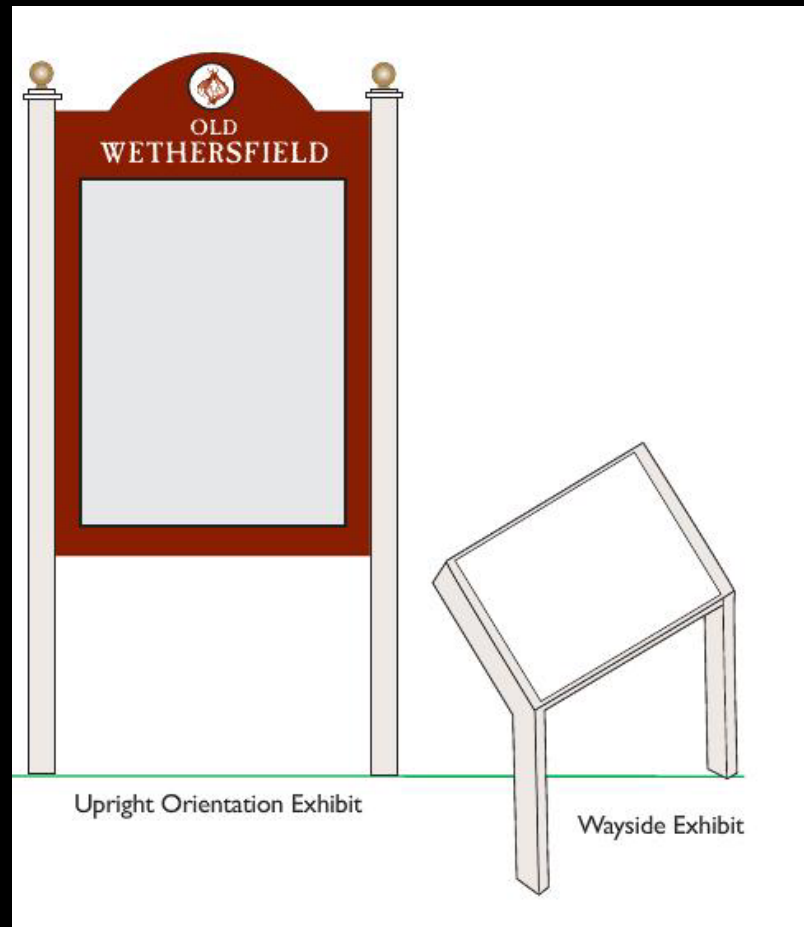
Interpreting Community History

- Develop a district-wide interpretive strategy that builds on the themes associated with Old Wethersfield.
 - First Town: The Founding of Connecticut
 - First Church: Prosperity and Influence in Colonial America
 - An Agricultural Village
 - Suburban Community

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Interpreting Community History

- Create an interpretive signage program that builds on the signage guidelines developed for the entire district.



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Interpreting Community History

- Expand the number of permanent interpretive exhibits at the Keeney Memorial Cultural Center.



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Interpreting Community History

- Ensure that archeological impacts are taken into consideration with regards to any future projects occurring within the Historic District.

Organizing Leaders



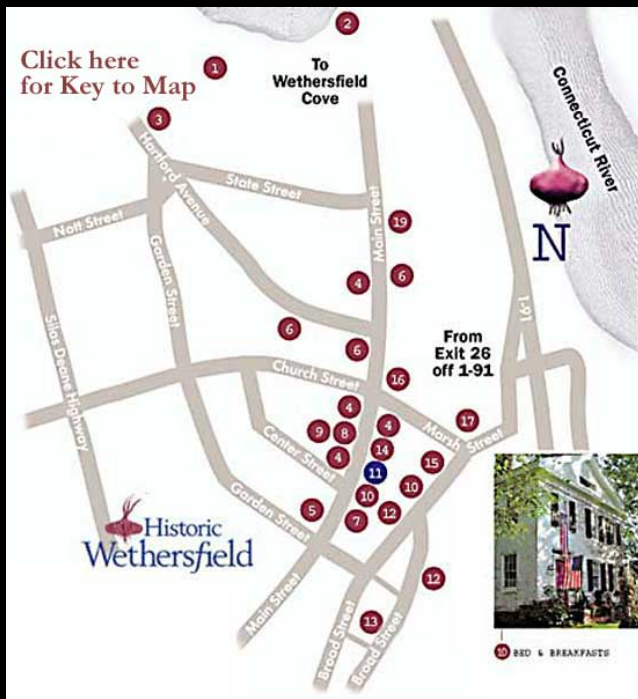
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Organizing Leaders

- Create the Wethersfield Heritage Commission to strengthen the local visitor experience, promote business development in Old Wethersfield, enhance visitor opportunities, and enhance stewardship and interpretive aspects of the community.
- Hire a full or part-time staff member with responsibility for overseeing the Old Wethersfield Heritage Commission.
- Develop strategic partnerships with regional and state organizations.

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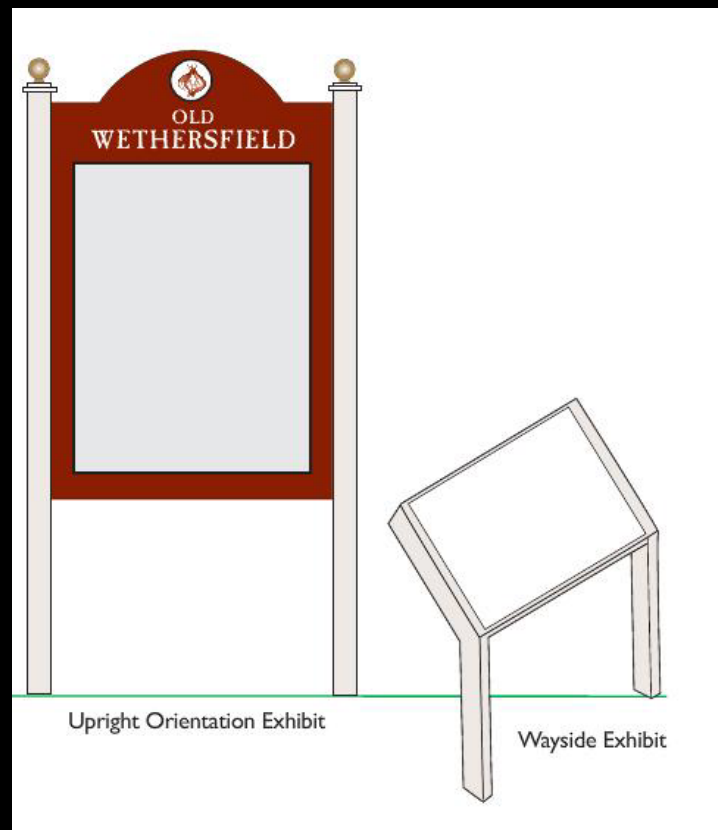
Attracting Visitors and Marketing Assets



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Attracting Visitors and Marketing Assets

- Install an orientation sign that identifies businesses, attractions, and visitor services within the Village Center.



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Attracting Visitors and Marketing Assets

- Define opportunities for joint programming among existing organizations that could be marketed to attract new visitors to existing sites and businesses. Pool resources and funding to create more opportunities for marketing of individual and joint programs.
- Existing sites and attractions should pool resources and funding to create more opportunities for marketing.
- Implement recommendations from the 2007 Marketing Communications Plan by Keiler & Company.
- The Town should work with attractions and businesses to develop a series of special events that appeal to local residents and regional visitors.