



Frog Hollow Neighborhood Plan

**City of Hartford
2023**





The City of Hartford's Neighborhood Planning Process was a collaborative effort involving five key groups: The City of Hartford Planning Department, the Frog Hollow Neighborhood Planning Committee, the Frog Hollow Neighborhood Revitalization Zone (NRZ), Neighborhood Stakeholders, and Kounkuey Design Initiative (KDI) – a consultant to the City of Hartford.

The City of Hartford's Planning Department, initiated and oversaw the neighborhood planning process on behalf of the City of Hartford. The City provided City data sets, plans, and documents; connected key neighborhood stakeholders to the process; and created the City's neighborhood planning website for information sharing. The Planning Department managed the approval and adoption process for the Neighborhood Plan.

The Frog Hollow Neighborhood Planning Committee was instrumental to the planning process. Throughout the engagement process, the Committee guided engagement and ensured that the community's vision and ideas were represented and implemented within the final Neighborhood Plan. The Planning Committee was made up of a range of stakeholders representing various institutions and areas of expertise operating within Frog Hollow.

The Frog Hollow NRZ also played a central role in guiding the neighborhood planning process. Select members of the NRZ participated in the Neighborhood Planning Committee. The NRZ disseminated information to their members regarding the

process. They provided critical insights into relevant engagement strategies and ensured that the plan's strategies were contextual and relevant to the needs of residents, business owners and other stakeholders in Frog Hollow.

Frog Hollow Stakeholders included community members who live, play, work, and own in the neighborhood. Stakeholders provided valuable information and feedback at each stage of the planning process. Their thoughts, needs, and desires were incorporated into the vision, goals, and strategies of the neighborhood plan. The neighborhood plan does not exist without their participation and ideas.

KDI facilitated the neighborhood planning process in Frog Hollow, including coordinating the Frog Hollow Neighborhood Planning Committee; collecting and synthesizing stakeholder input; and drafting the final plan documents for City adoption and approval. The KDI consultant team is very grateful to the work of each member of the Frog Hollow Neighborhood Planning Committee, the Frog Hollow NRZ, and Frog Hollow community members for supporting the planning process, lending their in-depth knowledge of the neighborhood, and lending their skills and expertise to implement the plan's development.

DominGO! photo credits: City of Hartford
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Park River

Executive Summary

The Frog Hollow Neighborhood Plan was developed through a year-long planning process that involved participation across the neighborhood from residents, business owners, neighborhood stakeholders, community advocates, and City officials. The Plan represents the beginning of Hartford's multi-year neighborhood planning effort to develop 13 neighborhood plans over the course of a multi-year period, starting in 2022.

Neighborhood plans are important tools to bring the Hartford City Plan 2035 (Plan of Conservation and Development) down to the neighborhood scale. Through neighborhood plans residents and stakeholders are able to voice their ideas and vision for shaping and adapting City-wide goals and strategies to the context of their own neighborhood. Frog Hollow residents and stakeholders took on this effort, spending time engaging with questions about street safety, litter, economic development, abandoned properties, the impacts of climate change, access to public space and recreation facilities, places to learn and grow in new career paths, and a lot more. They lent their local knowledge and ideas for change, ensuring their voices shape Frog Hollow's future.

The community-driven plan outlines a vision where Frog Hollow continues to celebrate and support its rich culture and history, while providing a high standard of quality of life for its residents with

opportunities for growth, play, safety, resilience, and beauty. What follows in this document is a record of those community-driven ideas and vision for Frog Hollow, and the actionable steps to get there, starting with a vision for Frog Hollow ten years from now, followed by goals to achieve that vision. These goals are then operationalized by 40 specific, action-oriented strategies for projects that bring those goals and wider vision of the neighborhood to life, matched with the responsible agencies and groups for achieving that particular implementation strategy.



DominGO! Park Street

Introduction to Neighborhood Plans in Hartford

What is a neighborhood plan?

A neighborhood plan helps residents, workers, and business owners identify neighborhood priorities, build consensus around a long-term vision, and ensure consistency between the community and the City's goals outlined in the Hartford City Plan 2035. The City Plan, adopted May 12, 2020 by the City of Hartford Planning and Zoning Commission, outlines Hartford's priorities, action areas, and transformative projects that would make the city more sustainable, prosperous, equitable, mobile, and vibrant. Its goal is to make significant progress by 2035 in each of five action areas: green, grow, live, move, and play. The neighborhood plan takes each of these five action areas and makes them implementable at the neighborhood level through neighborhood-specific goals and strategies.

The Frog Hollow Neighborhood Plan creates a roadmap for the City to follow for the next 10 years. It is intended to help guide City Departmental decisions on resource allocation and investments for projects in the neighborhood. Thus, it supports efficient and effective growth and development of the neighborhood, while preserving and leveraging its unique features that have important environmental, social, or cultural significance. It acknowledges not only

physical and economic factors, but social needs within the neighborhood.

In addition, the neighborhood plan builds from the work of the Frog Hollow Neighborhood Revitalization Zone (NRZ), specifically their 2011 Strategic Plan. Established after the State of Connecticut passed the 1995 Act Establishing Neighborhood Revitalization Zone Process (P.A. 95-340), today's Frog Hollow NRZ was enabled through a Hartford municipal ordinance in 1998. Originally, two different NRZs that merged in 2008, the Frog Hollow NRZ "aims to revitalize Frog Hollow through the collaborative involvement of residents, businesses and government to find a common vision for the neighborhood." Their most recent, 2011 Strategic Plan identified various projects throughout the neighborhood that would help address blight, substandard, and unsafe areas in Frog Hollow.

Ultimately, the neighborhood plan for Frog Hollow supplements previous plans, including the NRZ Strategic Plan and the Hartford City Plan, to create a neighborhood-specific, implementable set of goals and strategies to accomplish the Frog Hollow community's vision for their neighborhood.

Three Transformative Projects from the Plan are adjacent to the Frog Hollow neighborhood:

Bushnell South proposes transforming high-opportunity, empty blocks into a new, mixed-use, mid-rise neighborhood and arts and entertainment district, linking Main Street to the Capitol, and Park Street to Bushnell Park.

The Parkville Arts and Innovation District proposes a transit-oriented destination of arts and innovation for the former manufacturing neighborhood. Frog Hollow has similar manufacturing roots and built environment that can be activated in coordination with the proposed district.

The South End Health and Innovation District proposes connecting pedestrians and cyclists to green spaces and the anchoring hospitals, in particular reimagining Washington Street and Retreat Avenue. Hartford Hospital and Washington Street are on the eastern edge of the Frog Hollow Neighborhood. The spaces for new mobility options and connections to green space proposed by the project could be extended throughout the Frog Hollow neighborhood.

Hartford City Plan 2035

The Hartford City Plan 2035 is organized around eight overall priorities (unity, health, density, ingenuity, security, identity, connection, and nature) and five action areas (green, grow, live, move, play). It includes reconnecting Hartford to its waterfront, completing ten transformative economic development projects, implementing a plan for enhancing park and bike infrastructure, becoming the state's capital for live music, and cutting gun violence in half. While the Plan is focused on city-wide projects and issues, it includes a number of transformative projects that are neighborhood-based.



The Neighborhood Planning Process

The neighborhood planning process for Frog Hollow consists of the following six main phases:

1. Establish a Neighborhood Context
2. Create a Vision for the Neighborhood
3. Set Goals that help to realize the Neighborhood vision
4. Brainstorm strategies that will help achieve Neighborhood goals
5. Prioritize strategy implementation
6. Adopt the plan and put it into action!

Planning phases were iterative, building upon one another, and, in some cases, overlapping. The process was developed from national neighborhood planning best practices. The plan for engagement was analyzed, vetted, and supported by the Frog Hollow Neighborhood Planning Committee. The Committee worked throughout the process to ensure that the engagement efforts were contextually appropriate and

relevant to the Frog Hollow community.

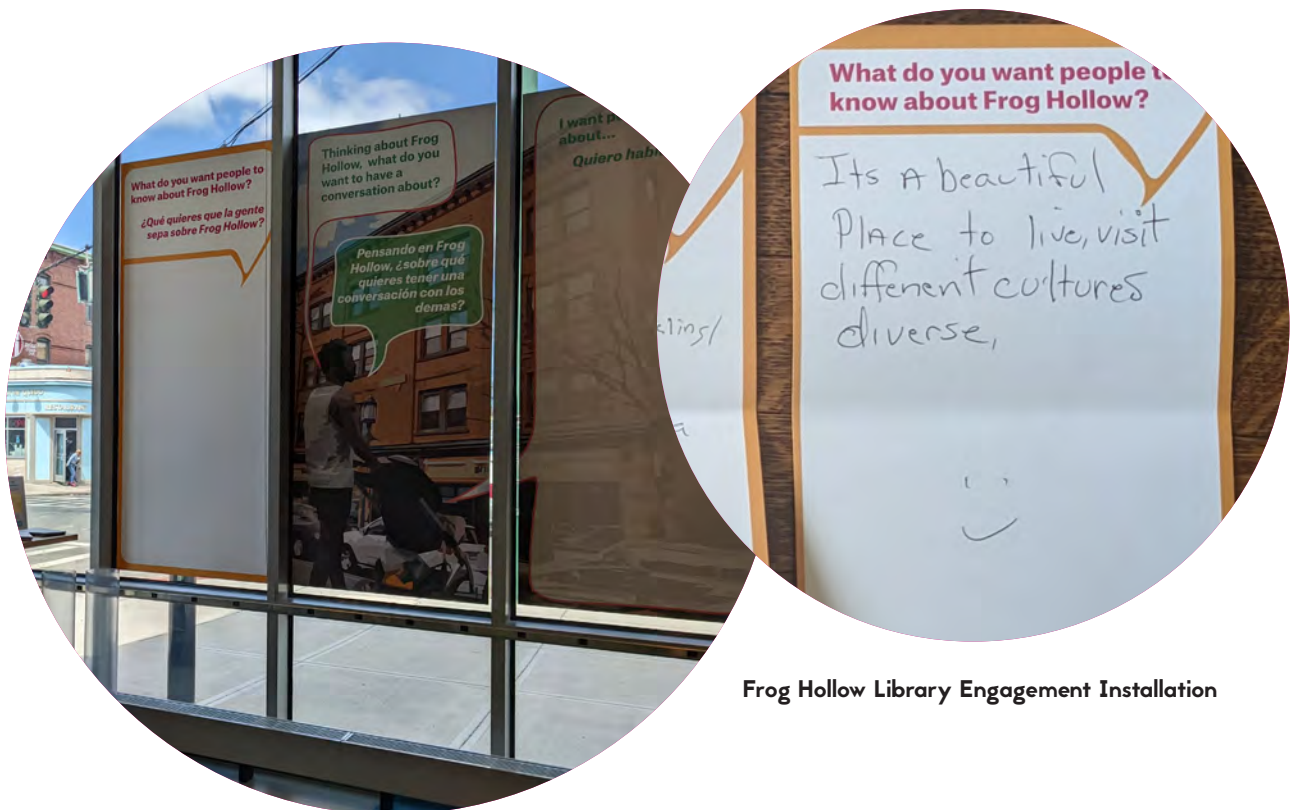
The resulting process began with understanding the neighborhood context broadly, engaging residents to develop a community vision for what they see as the future of their neighborhood, and then collaboratively developing goals and strategies that could 1) help accomplish the community vision and 2) be implemented over the next 10 years.

Appendix 1 provides further details to each phase of the project.

“Somos residentes trabajadores, de diversos países, dispuestos a hacer de ésta comunidad un lugar seguro y alegre donde visitantes puedan sentirse cómodos.”

At the start of the neighborhood planning process, we asked Frog Hollow community members to respond to two simple questions: 1) What do you want people to know about Frog Hollow? and 2) What do you want to have a conversation about? Responses to these two questions helped to set the vision for the Frog Hollow neighborhood plan. Respondents described the need to address neighborhood safety, cleanliness, housing, government accountability, and respect. They also described Frog Hollow’s greatest assets as the people who live and work in the neighborhood who have created a vibrant culture and a great place to live.

“It’s a beautiful place to live, visit different cultures diverse :)”



Frog Hollow Library Engagement Installation

Frog Hollow Neighborhood Profile

Time and Place

Frog Hollow has cultural and historical significance as an example of 19th century factory-based, urban neighborhood development. Most of the area was farmland until 1850, until the town began to take shape starting with the Sharps Rifle Company factory that was sited near the Park River. The Park River, now diverted underground, would occasionally flood the area, creating a swamp-like environment. The neighborhood takes its name from the lowland's once marshy conditions where Broad and Ward Streets are now located. Growth of the neighborhood occurred through simultaneous development of industrial and residential structures. New building development peaked between 1890 and 1929, slowing down with the beginning of the Great Depression.

Today, Frog Hollow is a diverse working class neighborhood, home to over 8,700 residents, that sits just four blocks west of the Connecticut State Capitol, running south from Capitol Avenue and anchored by Trinity College. Pope Park and Rocky Ridge Park extend along its western boundary. Two main east/west arteries service the Frog Hollow neighborhood: Capitol Avenue and Park Street, both serving as dynamic commercial corridors.

Much of the built environment remains in place from early 20th century growth. The neighborhood includes former factory buildings, neighborhood stores, single-family homes, and multi-family buildings. Many of

these buildings are three to four stories in height, creating a community-oriented density. Park Street, the neighborhood's central commercial corridor, boasts one of the last remaining streets in Hartford with preserved buildings and street frontage from its early 20th century development. Frog Hollow offers beautiful historic architecture, regional open space (including Pope Park and its recreation center), health services at Hartford Hospital, higher education at Trinity College, and community learning at the Park Street Library at the Lyric.

Frog Hollow is a racially and culturally diverse neighborhood with a strong, historic Puerto Rican community. Like most of Hartford, the neighborhood's population has steadily declined since 1970. In 2019, 8,721 people lived in Frog Hollow, a decrease from 1970 when 11,510 people lived in the neighborhood. The majority of residents (66%) in Frog Hollow are Hispanic, 75% of whom are Puerto Rican. Over 60 percent of households speak a language other than English at home. The majority of Frog Hollow housing consists of apartment buildings with a quarter of all residents living in buildings with three to four units and another quarter living in buildings with over 20 units. These housing options range from historic worker triplexes to old factory buildings converted to apartments.

Plan Boundaries

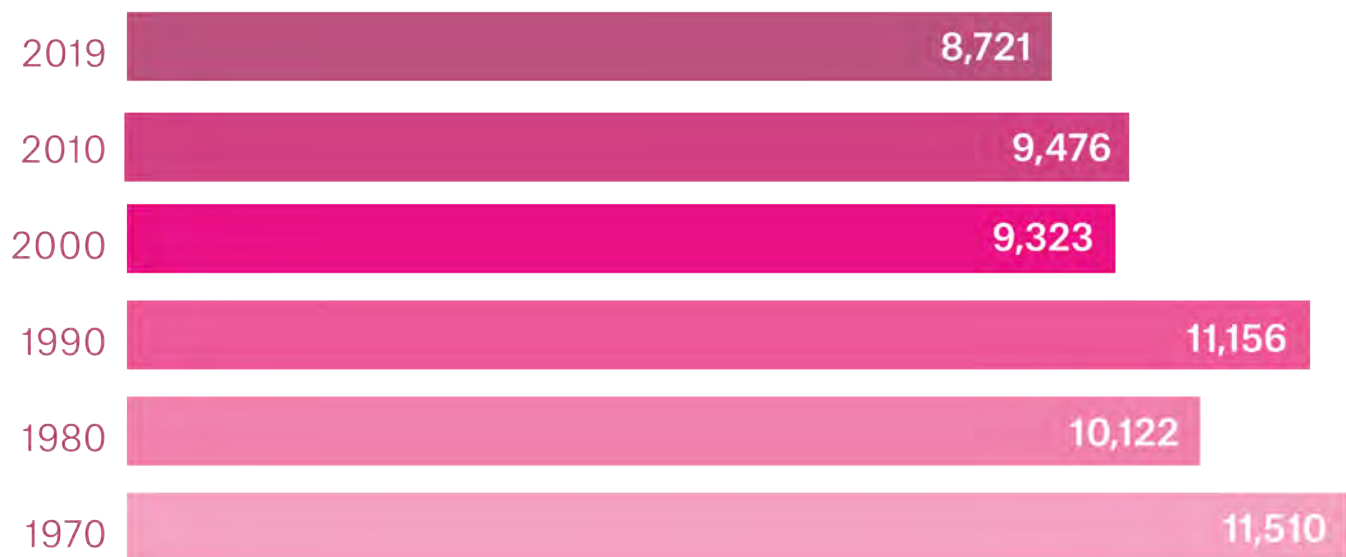
The Frog Hollow Neighborhood Plan addresses the area within the Frog Hollow Neighborhood Revitalization Zone (NRZ) boundaries. The Frog Hollow NRZ is bordered by I-84 and Summit Street to the west, Capital Avenue to the north, Maple Avenue to the east, and New Britain Avenue to the south. Therefore, the Frog

Hollow Neighborhood Plan Area includes the neighborhood of Frog Hollow and portions of the Barry Square, Behind the Rocks, Downtown, and South Green neighborhoods. The Plan area includes Pope Park, Trinity College, and Hartford Hospital. Appendix 2 provides additional maps that help contextualize the neighborhood.



Frog Hollow at a Glance

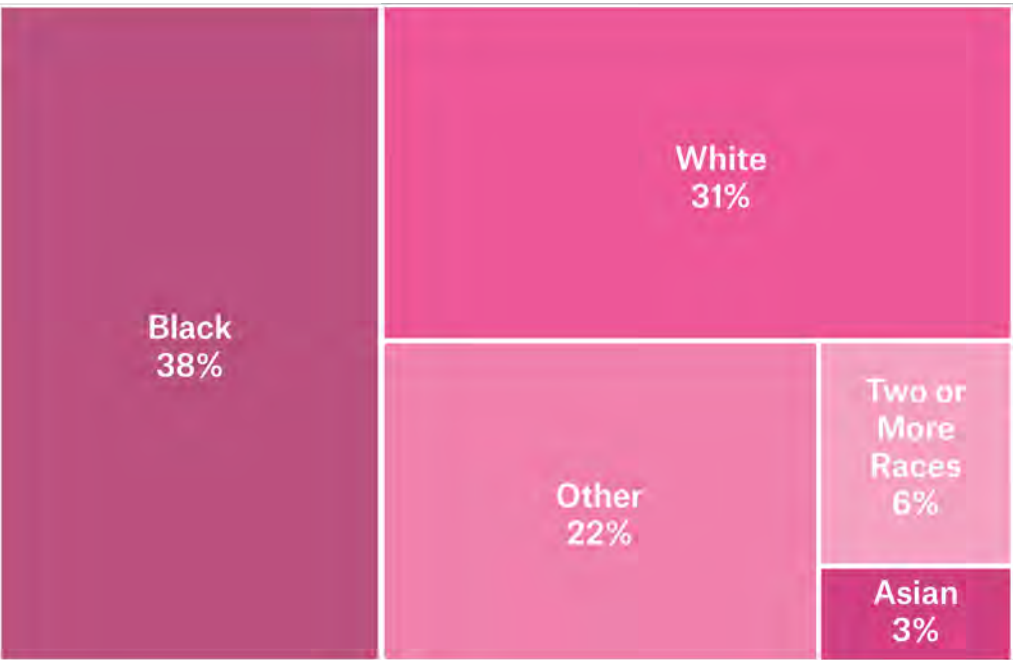
Population in Frog Hollow from 1970 to 2019



**66% of the population in Frog Hollow
is Hispanic, 75% of whom are Puerto Rican**

Data source: American Community Survey 5-Year Estimates, 2019
*2019 ACS data is used throughout due to the issues with Census data collection during COVID-19
**Frog Hollow neighborhood boundaries encompass three census tracts

Population Demographics

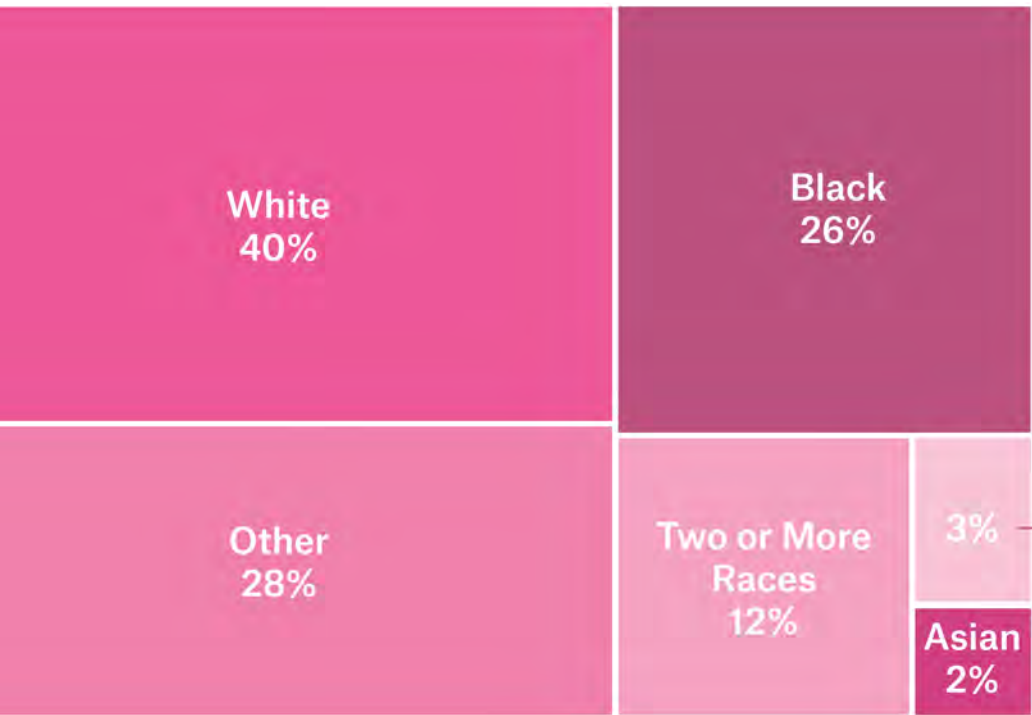


44% Hispanic
56% Not Hispanic

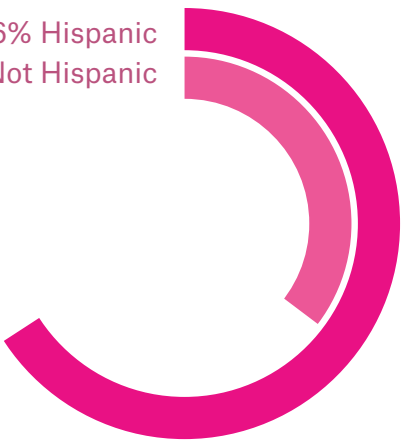


Hartford

Total Population: 123,088



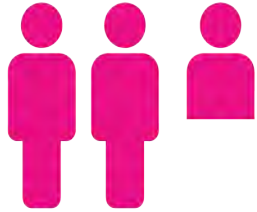
66% Hispanic
34% Not Hispanic



Frog Hollow

Total Population: 8721

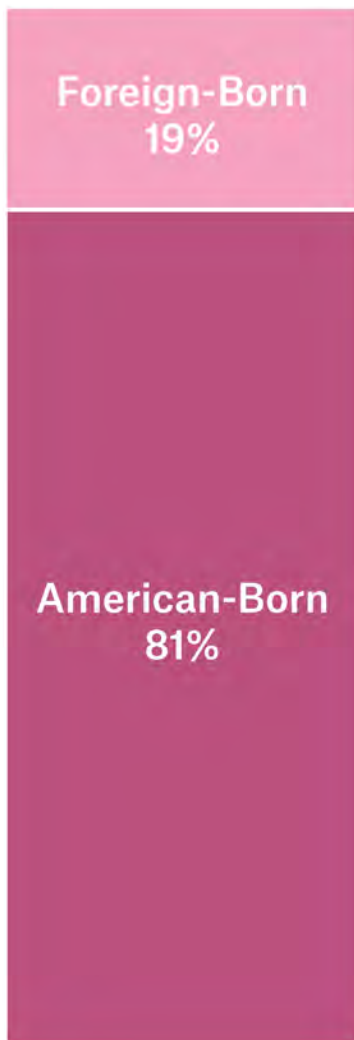
**Average
Household
Size: 2.69**



**Average
Family
Size: 3.77**



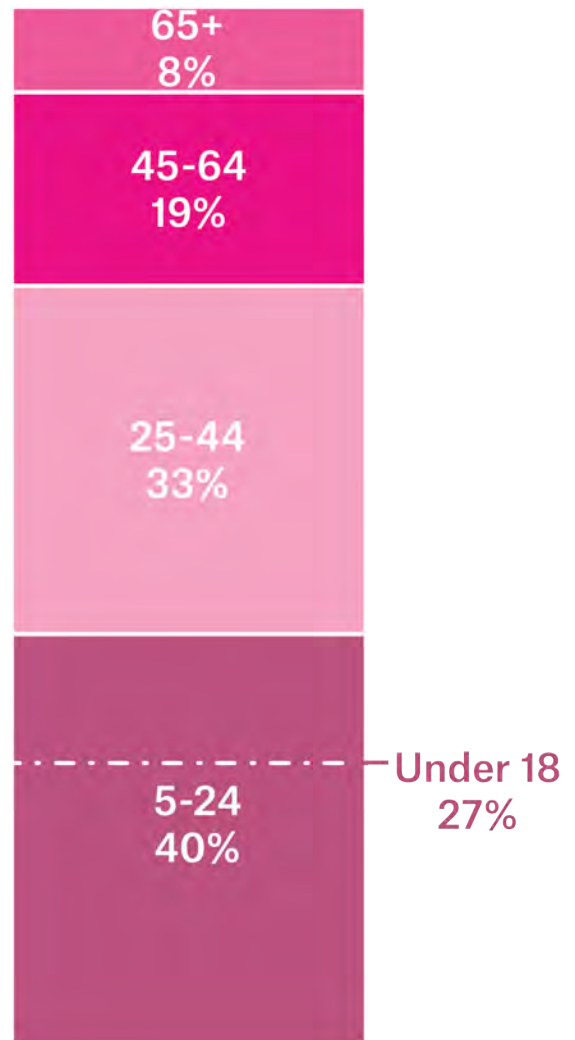
Origin



Sex

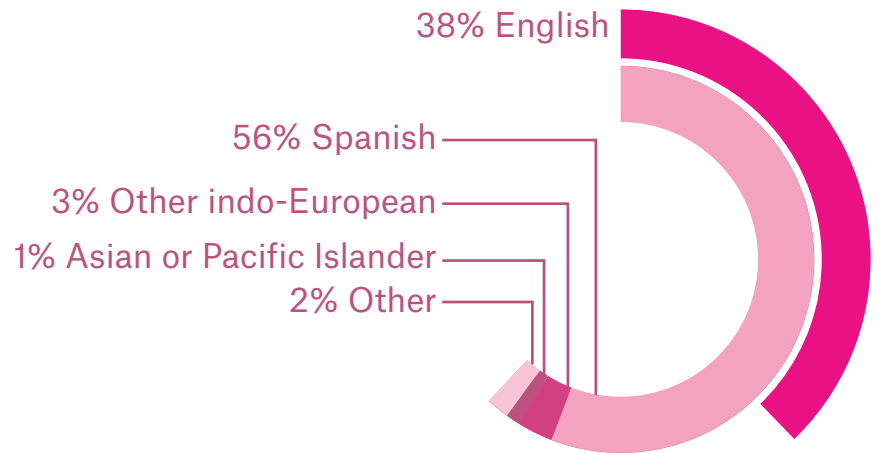


Age

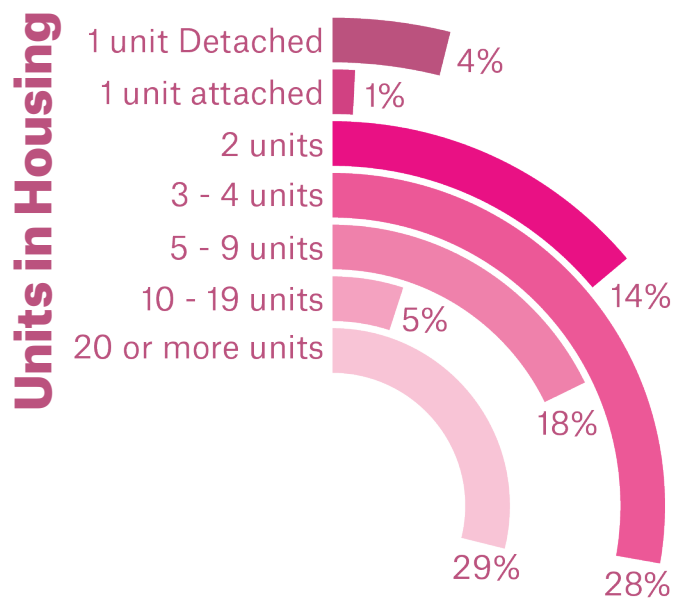




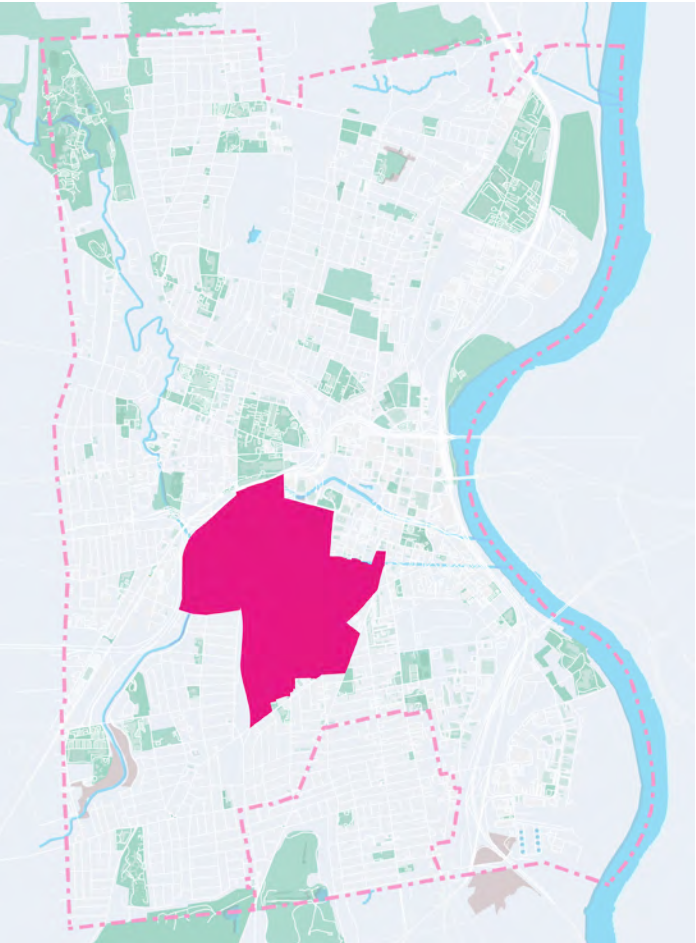
Language Spoken at Home (population over 5)



15.4% of Population
Below 200% Poverty



Frog Hollow Neighborhood Map



- CT Fastrak: Sigourney Street Station
- 387-389 Capitol Mixed-Use*
- New Pedestrian Benches*
- Billings Forge
- The Lyceum
- Sigourney Roundabout*
- Traffic Calming*
- Burns Elementary
- Charter Oak Family Health Center
- Maria Sanchez Elementary
- Park Street Beautification*
- Library at the Lyric*
- SAMA
- Pope Park
- Hartford Hospital
- Zion Hill Cemetery
- Trinfo Cafe
- Learning Corridor
- Montessori Magnet School
- Trinity College

Legend

- Arts and Culture
- Learning
- Community Development
- Mobility
- Health
- Commercial Corridor
- * Past Strategic Plan Projects Completed

Unmapped Completed Projects from Past NRZ Strategic Plans

- Percent for the Arts
- Frog Hollow Small Business Data
- Streetscape Beautification
- Cityscape Homeownership
- Gathering Space on Capitol Avenue
- Combined North and South Frog Hollow NRZs
- Park St Pope Commons Streetscape
- Safe Play Wolcott Street





Queen
EVER

510

OPEN

POPCORN

Neighborhood Vision

Frog Hollow is a vibrant neighborhood that celebrates and protects its unique and diverse cultural identity by providing a desirable place to live, work, and play for residents and visitors of all ages through clean, walkable streets and green spaces; easy access to abundant resources, businesses, services; and quality rental housing and home ownership opportunities.



Goals and Strategies

The Frog Hollow Neighborhood Plan uses the Hartford City Plan 2035 action areas – Green, Grow, Live, Move, and Play – to outline community goals and strategies to implement over the next decade. Goals and strategies help the City and neighborhood achieve the Frog Hollow Neighborhood Plan Vision. Goals serve as broader concepts for each action area. Goals are operationalized through specific strategies. Frog Hollow community members identified forty strategies to help achieve their vision for their neighborhood. The following sections outlines each goal and accompanying strategies for Green, Grow, Live, Move, and Play. These sections are followed by an Implementation Matrix that articulates how strategies can be implemented, by whom, timeline to completing their next phase, and the phase budget magnitude.

Safety and Cleanliness

Over the course of the neighborhood planning process, the themes of safety and cleanliness emerged as two of the top concerns for the Frog Hollow community. Neighborhood stakeholders identified the need to increase household financial safety, safety in housing conditions, and safe streets. The concept of cleanliness was put forward as a mechanism for increasing safety in each of these arenas. Cleaner streets, parks, and houses could lead to safer streets, incentivize new businesses to invest in the neighborhood, and safety from hazards within the home. Strategies that address safety and cleanliness are found within each of the five goal areas.



GREEN promote a sustainable and resilient community in frog hollow

“Clean up of the parks and making them more safe for everyone. Safety is always number one.”

The focus of the Hartford City Plan’s GREEN action area is to improve the City’s environment. City Plan recommendations include improving energy efficiency and renewable energy, expanding and conserving the city’s flora and fauna, reengaging with the City’s rivers, addressing waste reduction, and advancing climate change resiliency.

During the community engagement process for the neighborhood plan, Frog Hollow stakeholders highlighted the need to address climate change’s effects on livability. Residents and stakeholders

supported improved resiliency and protection from flooding and reducing the effects of extreme heat. These needs were also reflected in data and site analysis for the neighborhood. The lowland location of Frog Hollow and its proximity to the Park River make it susceptible to increased flooding from severe weather storms. Mapping heat severity and impervious surfaces (surfaces that do not allow water to filter into the ground), the neighborhood’s most severe heat locations are found along Washington Street, while moderate to

What we heard

Frog Hollow Community Members want

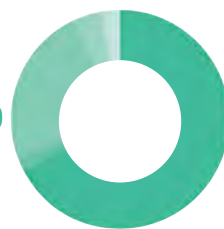
- better access to quality green spaces, walking trails
- community gardens, farms, and green spaces
- a thriving street tree canopy for cooling and beautifying streets
- a more resilient and flood protected Frog Hollow
- cleaner streets that feel safe and welcoming to all

Average Annual Energy Cost



Hartford: \$2,893.00
Frog Hollow: \$2,642.67

Heating Fuel



None	2%
Other	1%
Solar Energy	0%
Coal or Coke	0%
Fuel Oil, Kerosene, etc	4%
Electricity	24%
Bottled, Tank, or LP gas	2%
Utility Gas	68%

Average Energy Burden as % of Income

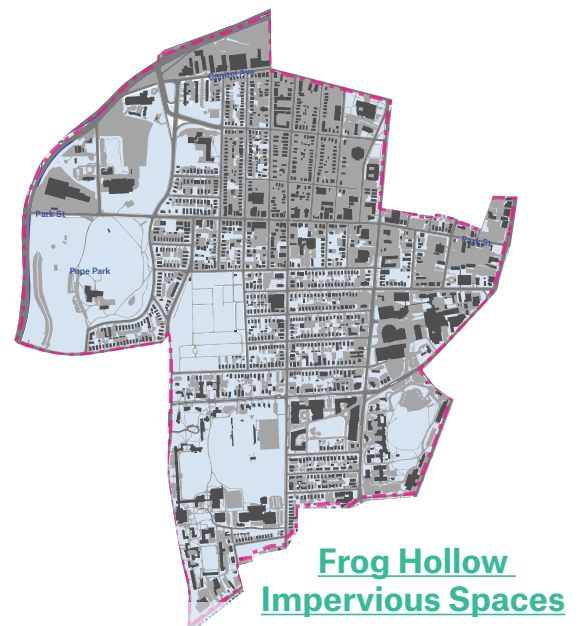
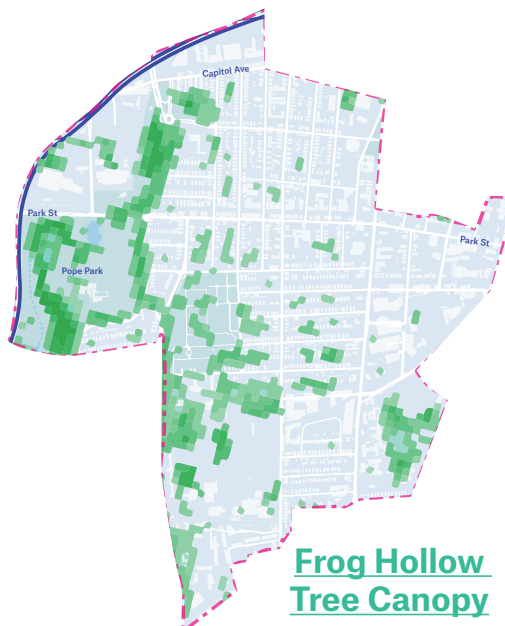
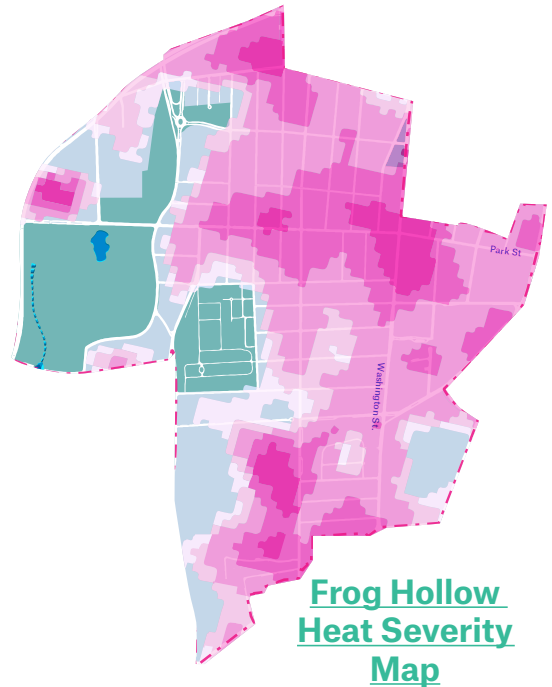
Hartford: 6%
Frog Hollow: 5-8%



Data source: American Community Survey 5-Year Estimates, 2019 and U.S. Dept. of Energy LEAD tool

high heat locations are found in numerous areas throughout the neighborhood. Not surprisingly, the coolest locations in the neighborhood are Pope Park and the area near Rocky Ridge Park where there's an abundance of green, unpaved space. In addition, Frog Hollow has a high percentage of renters who may lack access to cooling systems, have high energy costs, or lack the capacity to recover from flooding events. These socio-economic conditions make it difficult for residents to build resiliency to withstand weather events and access renewable energy sources.

To address these concerns, the neighborhood developed **seven strategies** to help achieve a sustainable and resilient Frog Hollow.



Data sources: National Land Cover Database Tree Canopy Cover 2016; City of Hartford; National Integrated Heat Health Information System

GREEN Strategies for a sustainable and resilient Frog Hollow

Beautification

Description: Promote youth and community gatherings to beautify streets with local artists and organizations.

Community Need: Feedback from the neighborhood plan's engagement focused on creating community events for social gathering, supporting youth, and making Frog Hollow a welcoming and inviting place.

Implementation: The Park St. SSD and Local community organizations (such as Our Piece of the Pie's Youth Service Corps) can work with the City, businesses, building owners, youth, and artists to identify areas for beautification and offer volunteer-days and apply for arts funding to implement beautification. Adopt Your Block and Love Hartford are two city programs available to residents for beautification. The City can also support this endeavor by facilitating express permits.

Clean Open Spaces

Description: Maintenance of neighborhood open spaces, specifically trash and debris clean up on the path and wooded hillside area.

Community Need: This project idea came directly from a resident's survey response and complement's themes brought up by other survey respondents. Respondents highlighted the need to create a clean and safe environment where people feel comfortable and welcome.

Implementation: Include regular maintenance of Bankside Grove, Pope Park, Pope Park North, the Art Box on Park Street, the Learning Corridor, and Zion Hill Cemetery into annual budget and services.

Climate Resiliency

Description: Prepare and implement climate readiness plans for Frog Hollow, including solutions to flood-prone areas and blighted infrastructure.

Community Need: The expectation for more frequent and intense weather events calls for a strategy that directly addresses this projection and the unique conditions in Frog Hollow that make it vulnerable to flooding. These conditions include low lying, marsh-prone areas, and blighted infrastructure. A climate readiness plan would prepare the Frog Hollow neighborhood by providing preemptive solutions, warning systems, and response plans tailored to the neighborhood's conditions so that residents feel prepared and protected when future storms arrive, and the neighborhood can return to normalcy with minimal impact.

Implementation: Include climate readiness plan development in the City's annual budget.

EV Charging

Description: Implement EV Charging Stations that would serve the Frog Hollow community.

Community Need: With the transition to electric vehicles, it is important that the Frog Hollow neighborhood be able to serve drivers of electric vehicles, both to accommodate residents in Frog Hollow, as well as visitors and customers of nearby shops and amenities on Park Street.

Implementation: Include in the annual City budget plan development for EV charging stations, including identification of sites and funding. The City can also create development incentives to promote land use for EV charging stations.

Green Connections

Description: Establish a walking trail network that connects Pope Park to other public open green spaces, providing easier access to quality open space for residents to enjoy while also decreasing impervious coverage in the neighborhood to increase resilience to flooding.

Community Need: During community engagement efforts in Frog Hollow, residents emphasized a need for better connectivity among existing public green spaces, improved access to open space, and more trails for resident use.

Implementation: Development Services and Public Works have a current focus on Pope Park and needed improvements. Include the trail network plan and design development in the City's annual budget.

New Open Spaces

Description: Develop vacant or abandoned lots with green infrastructure and placemaking amenities to serve as community gardens, parks, and gathering spaces. Continue hosting DominGO! Hartford in Frog Hollow to create temporary open and community gathering spaces throughout the year.

Community Need: Residents and stakeholders expressed the need for better access to quality green space, community gardens, resiliency from climate impacts including flooding protection, and new spaces for community gathering that feel welcoming and safe.

Implementation: Vacant land owned by the City should be assessed and prioritized for its suitability to provide new open spaces that would serve the community. Routes for DominGO! Hartford should be planned for Frog Hollow each year.

Larger Tree Canopy

Description: Plant native trees along Park St., Broad St., and Washington St. to improve neighborhood tree canopy, reduce urban heat island effects, and provide shade for pedestrians and cyclists.

Community Need: During the engagement period, residents and stakeholders discussed the need to combat neighborhood-level climate change impacts from increased extreme heat.

Implementation: The City has developed a Tree Canopy Action Plan that calls for planting an additional 150,000 trees within 50 years to achieve the 35% tree canopy goal. Include native tree planting for the three identified streets into the City's Annual Budget.

Zoning Strategies

Zoning recommendation to support developing vacant or abandoned lots with green infrastructure, and placemaking to serve as parks and gathering spaces. The City can use its Open Space zoning districts to rezone selected vacant lots in the neighborhood, along Broad, Washington and Park Streets. Doing so, would allow lot transformation into new parks and gathering spaces.

Zoning recommendation to support establishing a walking trail along the neighborhood to connect Pope Park with other public open green spaces. To support this strategy, the current Open Spaces zoning district should include a "Linear Park and Trail" category that allows this type of use and outlines the infrastructure requirements for the construction of trails and permitted accessory uses that can be hosted along them.

GROW

create a prosperous Frog Hollow economy by supporting small business development, developing quality jobs for residents, and attracting retail that serves resident needs.

The City Plan's GROW action area aims to incentivize new infrastructure and building development and increase local entrepreneurship, knowledge, and workforce development. The City Plan includes recommendations for strengthening higher-education connections, growing innovative industries, building through infill development and rehabilitation, and supporting existing commercial corridors.

During the engagement process for the neighborhood plan, Frog Hollow stakeholders highlighted the need for more small business support and quality job creation for local residents. In particular, Frog Hollow community members identified the need for job training and trade programs and activating vacant storefronts (in particular on Park Street) to promote and support local small businesses. Within the Frog Hollow neighborhood, 70 percent of residents are in the labor force, 32 percent of whom work in the service occupations. Twenty-five percent of the Frog Hollow labor force works in the educational service, healthcare, and social services industry. While each of these services are important to the individuals of the community, many residents have expressed interest in higher-quality, trade-specific job opportunities. To this end, Goodwin College opened an Advanced Manufacturing Neighborhood Center at the Mi Casa building on Park Street and Trinity College has started a program on entrepreneurship. However community members expressed the need to increase and expand these opportunities.

Frog Hollow stakeholders developed **eight strategies** to help create a more prosperous economy for the neighborhood.

What we heard

Frog Hollow Community Members want

- a Community Center with job training and trade programs
- more jobs that are higher paying
- support for homeless to get jobs
- to redevelop abandoned land and vacant buildings to house businesses that will provide good quality jobs
- resident-serving retail

Median Household Income

Hartford: \$36,278
Frog Hollow: \$32,689

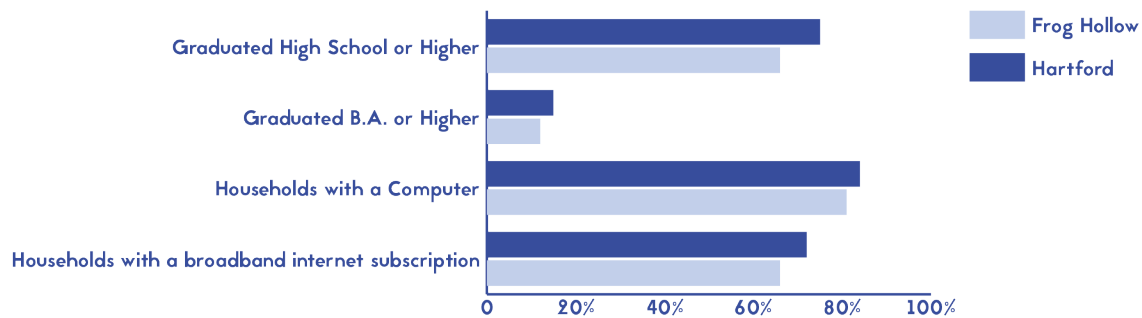
Median Family Income

Hartford: \$42,536
Frog Hollow: \$47,924

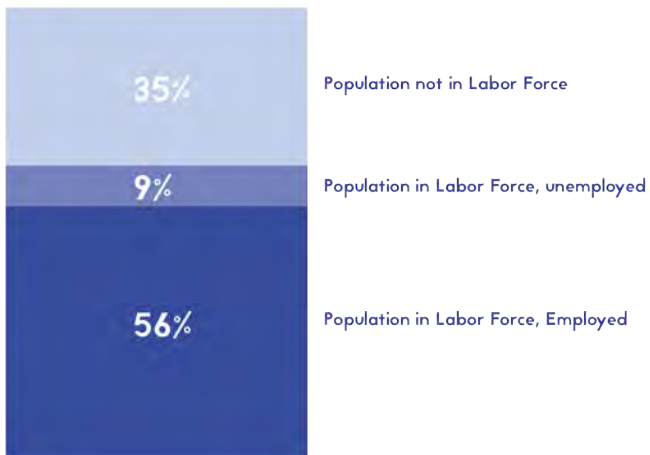
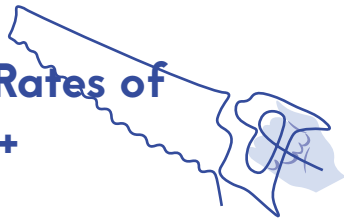


Data source: American Community Survey 5-Year Estimates, 2019

Educational Attainment (Pop. 25+)



Employment Rates of Population 16+

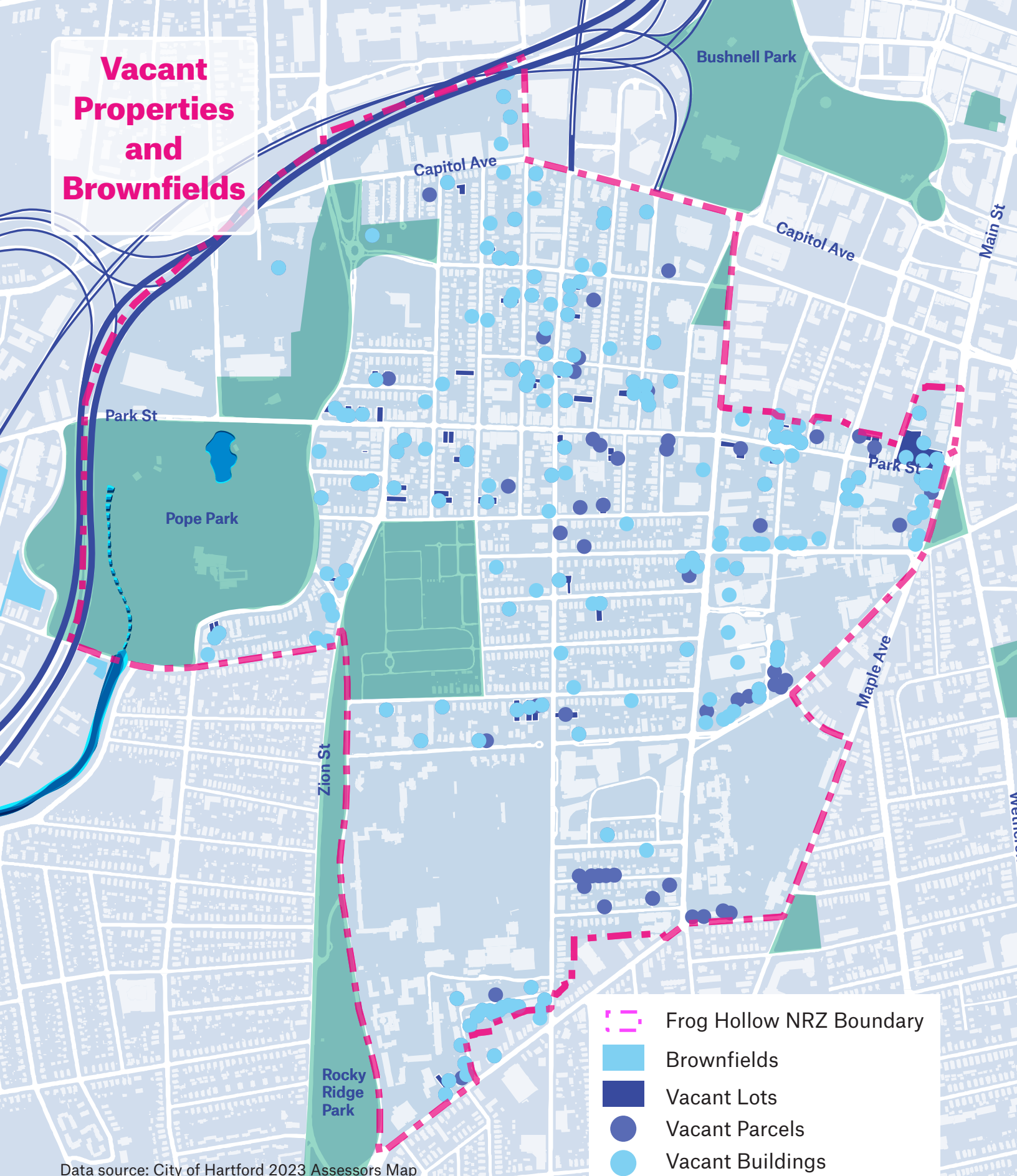


Occupation



Data source: American Community Survey 5-Year Estimates, 2019

Vacant Properties and Brownfields



GROW Strategies **for a prosperous economy in Frog Hollow**

Activating Storefronts

Description: Activate unused storefronts to promote/support entry of new small businesses to the neighborhood, with a focus on healthy, affordable restaurants, retail, and grocery stores.

Community Need: Across Frog Hollow, there are many unused or vacant storefronts. During community engagement activities respondents described the need to address these vacancies and increase small business entrepreneurship.

Implementation: Develop a business retention and expansion program. This program would have the purpose of supporting existing small businesses sustain and expand and new small businesses emerge. Building owners can also apply to the City's façade program.

Connecting Businesses

Description: Create awareness for, and connect business owners to, the resources that are available in the Frog Hollow neighborhood.

Community Need: Improving information access was a neighborhood need identified by many stakeholders. Although there are many resources available to small business owners and entrepreneurs, they often struggle with finding and accessing existing information. This strategy came directly from the September Frog Hollow Neighborhood Planning Committee meeting.

Implementation: The first step the city can take in creating a long-term solution to resource access is by holding focus groups with businesses to better specify the issues they have in access and how the city can improve existing program dissemination strategies.

Business Incubator

Description: Explore the possibility of developing a technology and entrepreneur incubator corridor on Broad Street.

Community Need: Throughout the engagement process respondents noted more support for entrepreneurs launching new small businesses through an incubation space.

Implementation: Develop a Business Retention and Expansion Program to support existing small businesses and sustain and expand emerging small businesses.

Job Training

Description: Create a community center in Frog Hollow that offers job training and certificate programs for youth and adults.

Community Need: Fitting within both the City's and Neighborhood's interest in increasing economic value and status, this project supports the values of the residents in their intent to bring better job opportunities and trade-specific businesses to the area.

Implementation: SINA and Forge City Works can work with SAMA and other neighborhood organizations to invite additional workforce development partners (such as Capitol Workforce Partners) to explore working in the neighborhood and develop a multi-partner program with the City's Small Business and Community Development Division. Once a partnership is established, the organizations can work with the City to identify an appropriate location for the program.

Park Street BID

Description: Expand Park Street Business SSD services, accountability, oversight, and transparency.

Community Need: This project is taken directly from the City of Hartford's Plan for Conservation and Development. Currently, SAMA runs the Park Street Special Services District. Community members expressed the need for existing small business support and expanded services and transparency for the Park Street SSD.

Implementation: The City's Director of Finance can support transparency in the budgeting process by releasing the Park Street SSD annual budgets to the public. SAMA can update their website and invite new members to the SSD board and to participate in the SSD board meetings. Hire a merchant coordinator to support all Frog Hollow businesses.

Phase Out Parking Lots

Description: Phase out parking lots to promote development.

Community Need: This project is taken directly from the City Plan. In addition, community members identified large neighborhood parking lots as places for new developments that could help build the local economy, house small businesses, trade schools or education programs, and provide new housing.

Implementation: Use 2022 parking study as foundation to identify parking lots for conversion and develop a Request for Proposals to develop the site, or if privately-owned, employ one of the four neighborhood revitalization strategies outlined in the NRZ state law. Identify public and private parking lots that serve existing businesses and create and install wayfinding signs on major corridors that help visitors navigate to stay in the neighborhood.

Quality Jobs

Description: Attract and partner with businesses to create quality jobs for Frog Hollow residents and private developers to create spaces for new types of industries.

Community Need: Local residents and small business owners expressed interest in bringing better job opportunities to the neighborhood to improve income opportunities for Frog Hollow residents and grow the local economy.

Implementation: Budget and conduct a market feasibility study to identify jobs, job training, and businesses that match resident skill and education levels. Identify businesses, industries, and developers who could partner with the City to help bring needed jobs to neighborhood residents.

Wraparound Services

Description: Create wraparound services and programs for the unhoused that support job training, long-term housing, and sustainable growth.

Community Need: In survey responses and in Neighborhood Planning Committee meetings, community members expressed the need to address the growing numbers of unhoused in Frog Hollow through multiple and coordinated services.

Implementation: Create a strategic plan to identify the services, coordination, funding, and physical site needs.

Zoning Strategies

Zoning recommendation to support a business incubator. To allow for a more flexible regulation of offices, workshops, studios, or other similar spaces that are attractive for technology entrepreneurs, the current Broad street facing parcels that are classified as NX-2 can be rezoned as MX-1 or MX-2 zone.

“I would like to see the City enforce the new and long-term anti-bligh laws and programs that were created to help neighborhoods like Frog Hollow. And I would like to see new laws/ordinances created to fill the gaps in these laws.”

The focus of the City Plan’s LIVE action area is to forge better connections between people and available resources and across neighborhood boundaries. The City Plan provides recommendations to support equitable and affordable access to a high quality of life for all the city’s residents, including coordinating city services, cutting gun violence, and reducing slumlord activities.

During the neighborhood plan’s engagement process, Frog Hollow stakeholders expressed a need for strategies that address housing support programs, landlord accountability, and increase the development of vacant land into additional mixed-income housing stock. Programs that support renters and their living conditions are especially important because eighty-nine percent of residents in Frog Hollow are renters. The aim of both the City Plan and this neighborhood plan is to create more opportunities for residents to feel a sense

of ownership in their own neighborhoods by increasing home ownership, ensuring safe streets, and maintaining quality affordable rental units.

The Frog Hollow community developed **eight strategies** to help achieve a more equitable and safe neighborhood.

What we heard

The Frog Hollow Community Identified the Need

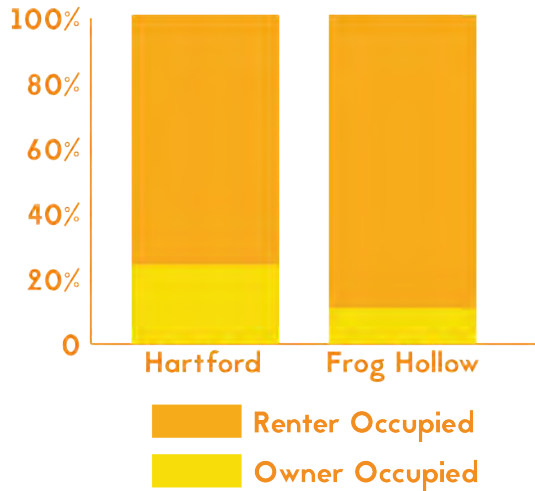
- to hold landlords accountable for repairs
- for inspectors to respond to renters’ complaints
- for housing support and programs for renters
- to develop vacant land into mixed income housing

Median Gross Rent: \$987
or
30.43% of Median Household Income

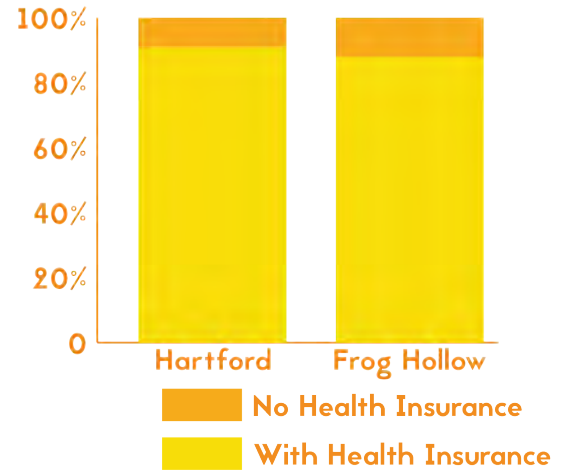
Data source: American Community Survey 5-Year Estimates, 2019



Housing Tenure



Health Coverage



Community Resilience



Hartford

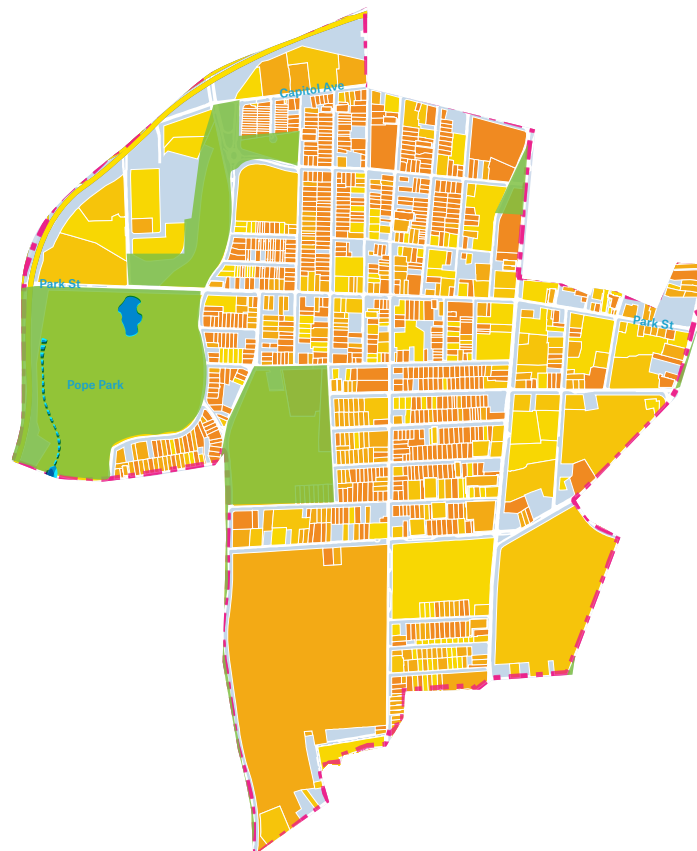


Frog Hollow

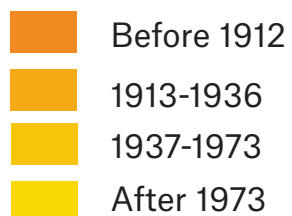


Community Resilience is defined as the capacity of individuals and households to absorb, endure, and recover from health, social, and economic impacts. The U.S. Census estimates community resilience based on risk factors including: Income to Poverty Ratio; Single or Zero Caregiver Household; Crowding; Communication Barrier; Households without Full-time, Year-round Employment; Disability; No Health Insurance; Age 65+; No Vehicle Access; No Broadband Internet Access

Data source: American Community Survey 5-Year Estimates, 2019



Frog Hollow Buildings Year Built



Data source: City of Hartford

LIVE Strategies

for an equitable and safe Frog Hollow

Diverse Housing Stock

Description: Increase the housing stock while sustaining housing type diversity (i.e. mix of old and new, as well as affordability levels), by renovating neglected units and building more housing.

Community Need: Residents expressed that the many vacant lots and buildings in need of restoration have led to neighborhood blight, a lack of interest in neighborhood investment, and decline in desirability for incoming residents.

Implementation: Ensure that current zoning in Frog Hollow allows for an increase in housing and housing typologies. Organize around tenants' rights to push for better affordability mechanisms at the state level. Continue to acquire properties for rehabilitation. Conduct study to identify neighborhood properties that could be used for new affordable housing development.

Redevelopment at Hartford Hospital

Description: Restore vacant, historic properties for use as clinical space, commercial/residential, or mixed-income housing.

Community Need: Frog Hollow stakeholders identified the vacant properties owned by Hartford Hospital as an immediate need to address blight and improve the neighborhood.

Implementation: Encourage the Economic Development Division to work with Hartford Healthcare on a redevelopment plan for the properties.

Lighting the Streets

Description: Activate unused storefronts and update and add new streetlights to the current network to provide a better sense of safety and security for non-vehicular street users.

Community Need: Community members frequently cited the need for increased pedestrian safety throughout the neighborhood planning process. Essential to pedestrian safety is visibility at night as residents walk after sunset between their homes, work, school, and local businesses.

Implementation: Initiate a plan to identify and prioritize the areas in Frog Hollow for lighting improvement. This plan can then be used to implement design and construction phases.

NE and NW Gateways

Description: Improve the Northeast and Northwest Gateway Streetscapes.

Community Need: Residents expressed the need to make entering Frog Hollow more inviting to attract visitors to the neighborhood.

Implementation: Install interim streetscape improvements at the gateways using planters. Longer term, conduct gateway streetscape design.

Public Trash and Recycling

Description: Bring more trash and recycling receptacles to public areas to reduce the feeling of blight and disregard for communal and public space.

Community Need: Blight and trash were two of Frog Hollow's characteristics that residents felt strongly about changing and disliked seeing on a daily basis. This strategy is aimed at giving people more locations to dispose of trash for cleaner streets, sidewalks, and public green space.

Implementation: Encourage the Department of Public Works to identify areas in Frog Hollow most in need of additional receptacles before installing them throughout the neighborhood. The Park Street SSD can also use their services to help with trash clean-up along Park Street. Explore enforcement options using existing blight and sanitation laws, including changing the ordinance to make ticketing (fines) possible for litter violations.

Public Orchards

Description: Develop a front-yard fruit and nut tree program.

Community Need: Lacking access to fresh produce and healthy food options, many lawns and yards across Hartford offer space for public orchards and trees. This strategy is taken directly from the City Plan and aims to introduce accessible fruit and nut trees to combat food insecurity while providing shade and cooling along the sidewalks on residential corridors.

Implementation: Connect residents to KNOX Hartford to obtain trees. Encourage the City to support a public orchard by creating a city nursery for fruit, nut, and urban canopy trees for City and residential use.

Reduce Speeds

Description: Reduce speeds and speed limits citywide.

Community Need: Frequent community responses noted feeling unsafe while walking through the neighborhood, indicating the need to implement traffic calming in areas with high pedestrian activity. The strategy was confirmed during the neighborhood plan engagement process as a priority.

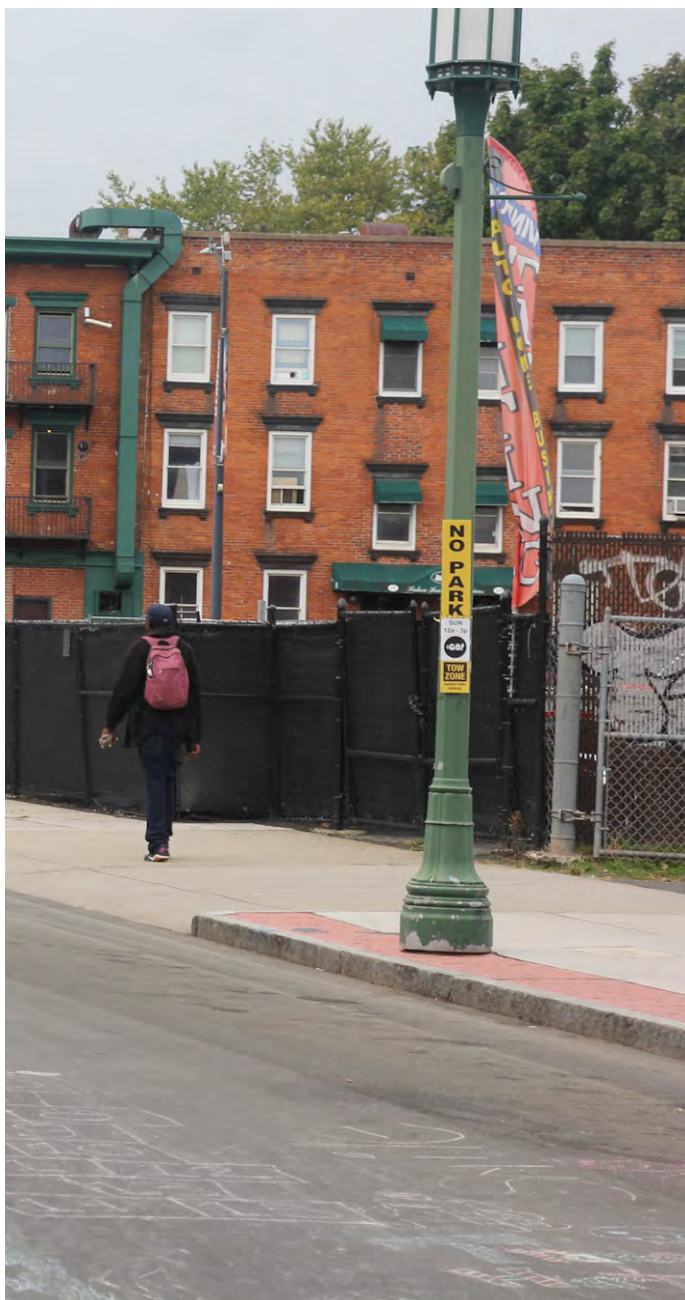
Implementation: Initiate a study to identify streets needing speed reductions and determine the appropriate infrastructure methods for reducing speeds on each street. Encourage City to work with CTDOT to reclassify street designations that reduce speed limits. Encourage HPD to increase their presence on specific streets to ensure compliance with speed limits. Implement a traffic safety campaign and red-light cameras.

Solving Problem Properties

Description: Identify and contend with as many problem properties in the neighborhood as possible in order to create a better feeling of safety and interest in the community.

Community Need: Frog Hollow residents described wanting to see changes and steps taken to reduce blight and increase pedestrian safety.

Implementation: Increase departmental budget and personnel responsible for inspecting building conditions and following-up to ensure building issues are improved. Hartford Land Bank, in consultation with the NRZ and other local organizations, to identify priority properties for acquisition and use the four policies designated through State NRZ legislation to expedite planning, building, and acquisition processes of blighted properties.



Zoning Strategies

Zoning recommendation to support developing more mixed income housing development, and increasing the housing stock while sustaining housing type diversity. Currently, the majority of the residential area in the neighborhood is classified as an NX-2 district, intended for neighborhood areas with a wide mix of building forms, including Apartment Buildings, Stacked Flats, and multi-unit House Type B Buildings. To incentivize more flexibility in potential developments, transform vacant spaces into mixed residential buildings, and allow for a more flexible urban renewal regulation, NX-1 and NX-2 parcels should be rezoned to NX-3. The NX-3 district is the most intensive neighborhood mix district, including a mix of Apartment Buildings, Stacked Flats, and Row Buildings. In addition, the City can explore offering density bonuses to residential developments reserving at least 25% of units as affordable housing units for low and low-middle income households or create an inclusionary zoning program to incentivize affordable housing development.

MOVE

improve public transit and non-motorized transportation access and quality in Frog Hollow

“We need safe transportation routes so everyone can get where they need to go regardless of their financial status.”

The focus of the City Plan’s MOVE action area is to promote equity in mobility. It calls for giving higher priority to pedestrians, transit riders, and cyclists in street design and reducing greenhouse gasses to improve public health and help families save money.

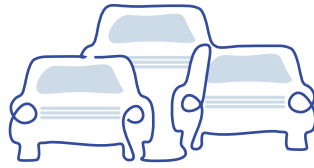
During the planning process for the Neighborhood Plan, Frog Hollow stakeholders expressed the need to maintain free bus fares, create more well-connected bus routes, and maintain cleaner and safer streets for pedestrians and cyclists. Frog Hollow has one of the highest percentages (36%) of residents who don’t own a car in the state. In addition, the Park Street bus corridor has some of the highest ridership in Hartford. However, in 2019, the most common mode of transportation to get to work for residents of Frog Hollow was driving alone. A mobility network that emphasizes public transit and non-motorized modes of transportation can address the mobility challenges facing Frog Hollow community members. Move goal and strategies helps to advance actions from the City Plan, the 2019 Bike Plan, and the 2016 Complete Streets Ordinance.

During plan engagement, the Frog Hollow community identified **eight strategies** to help achieve improved public transit and non-motorized transportation access and quality.

What we heard

Frog Hollow Community Members want

- Free transportation
- Better bus routes
- More bus shelters to serve transit riders
- Cleaner and safer streets
- To slow down cars
- Pedestrian and bike-friendly streets

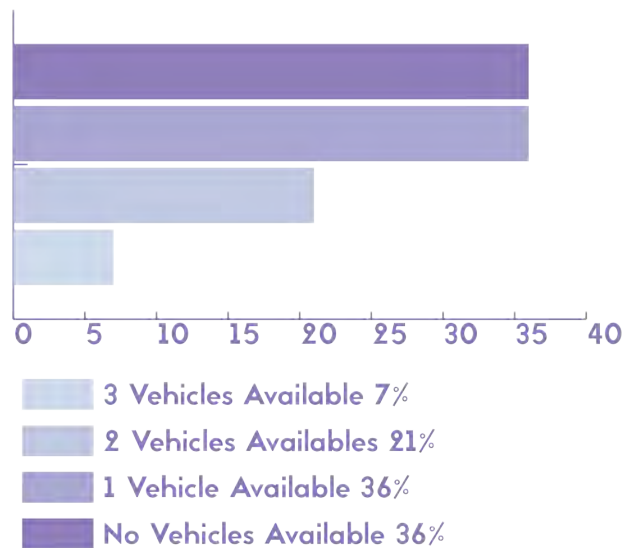


Mean Travel Time to Work (in Minutes)

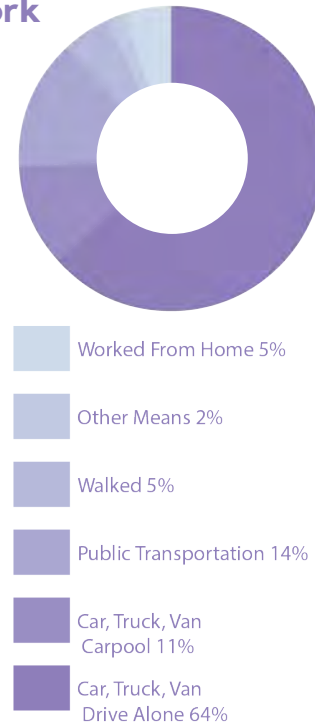
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“...and so that walking, biking, or public transit are viable transportation options and don’t require risking your life.”

Vehicles Available



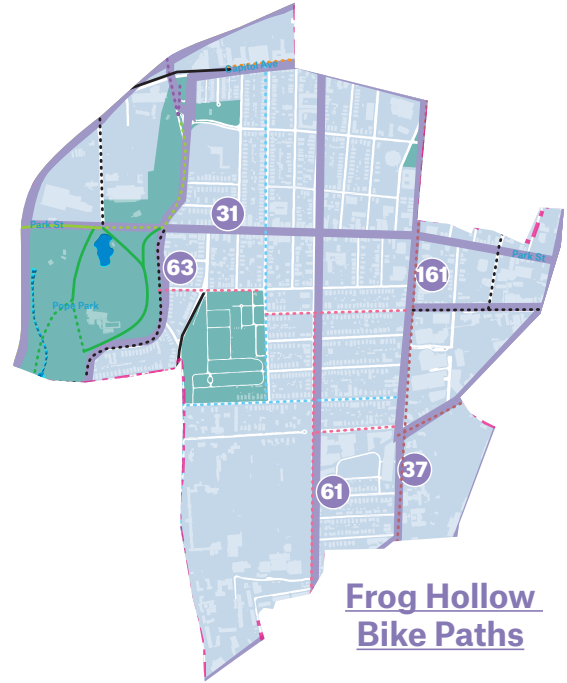
Communiting to Work



Data source: American Community Survey 5-Year Estimates, 2019

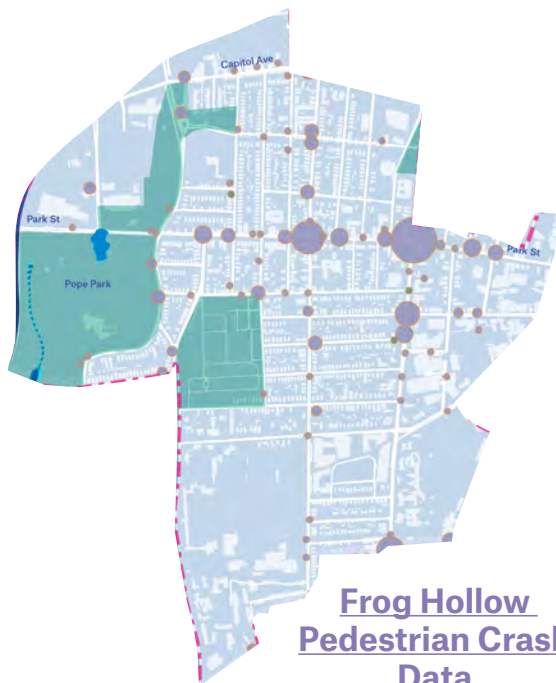


diverters in Frog Hollow to prevent cut-thru traffic and increase resident safety

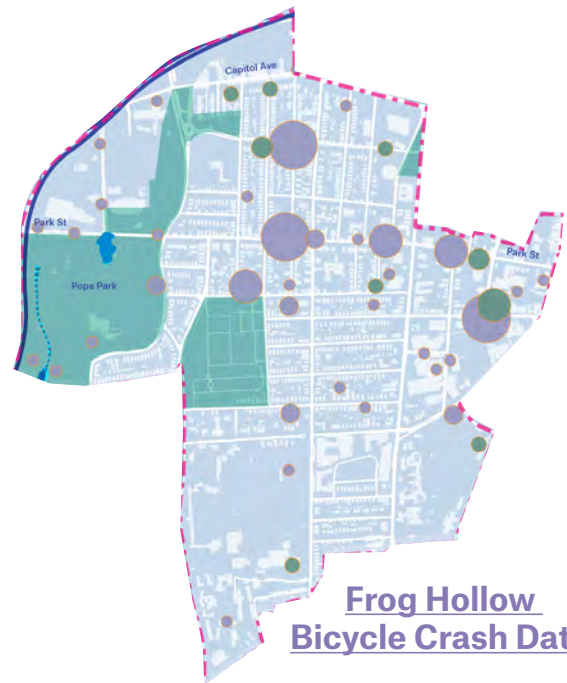


**Frog Hollow
Bike Paths**

- CT Transit Bus Route
- Proposed Bike Infrastructure



**Frog Hollow
Pedestrian Crash
Data**



**Frog Hollow
Bicycle Crash Data**

- Vehicular Only
- All Injuries
- Fatal

*See pg. 74 and 75 for enlarged maps showing crash data in the neighborhood
Data source: CTDOT; CT Crash Data

MOVE Strategies

for accessible and high quality mobility in Frog Hollow

Bike Parking

Description: Expand the number of bike racks and storage.

Community Need: This project was taken directly from the City Plan and will help make biking more visible and accessible.

Implementation: Streamline rack installation and respond more quickly to neighborhood requests. Conduct routine, on-the-ground assessments and location marking. Create safe places to charge ebikes.

Broad/Park Pedestrian Crossing

Description: Add pedestrian signal at the Broad and Park Street intersection.

Community Need: To increase pedestrian safety and comfort while walking along sidewalks, residents have expressed a need to add walking signals for pedestrians.

Implementation: Include new pedestrian signal and visible support (for example: raised crosswalk, curb bump-outs, and intersection daylighting) in annual budget.

Intersection Safety

Description: Road reduction and redesign at Broad/Capitol and at Washington/Park to reduce crashes and increase safety.

Community Need: Vehicular crash data shows that the intersection at Broad Street and Capitol Avenue is a hot spot for pedestrian, cyclist, and vehicular crashes. Additionally, improving this intersection for safety was prioritized during the neighborhood plan's community engagement.

Implementation: Redesign intersections to maximize pedestrian and vehicular safety, including "daylighting" intersections.

Improving Public Transit

Description: Improve and expand the public transportation system and network that extends throughout Frog Hollow.

Community Need: In Frog Hollow, twenty-six percent of residents use public transit or non-vehicular modes of transportation to get around the neighborhood. Respondents frequently cited the need to increase public transportation options. This strategy is also included in the City Plan.

Implementation: Advocate for needed improvements in transit through the Greater Hartford Mobility Study and directly with CTDOT.

Enforce Traffic Laws

Description: Improve enforcement of traffic laws to create a safer environment for pedestrians, bus riders, other motorists, and cyclists.

Community Need: During plan engagement, multiple respondents expressed the need for increased law enforcement to provide traffic and pedestrian safety.

Implementation: Include data on vehicular crashes and traffic violations in HPD NRZ Reports. Encourage HPD to prioritize traffic monitoring at intersections and times where crash data indicates the most risk. Prioritize parking enforcement in Frog Hollow. Implement education campaign on traffic safety and safe driving.

Protected Bike Lanes

Description: Barrier protected bike lanes on all of Capitol Avenue and on Park Street from Park Terrace to Prospect Ave. Protected bike lane on Park Terrace, Main Street, Maple, Washington, and Broad.

Community Need: As biking grows in popularity, and the city aims to increase alternatives to car travel, there is a clear need for cyclists of every age to feel safe while riding in Frog Hollow. Residents identified specific needs for bike lanes on Capitol Avenue, Park Street, and Park Terrace as a priority as well as Main Street, Maple, Washington, and Broad.

Implementation: Redesign each street's right of way to accommodate a new bike lane. The City's 2019 bike plan includes proposed bike lanes that do not currently address community needs. As such, the City should reconsider the proposed bike infrastructure to accommodate the multi-modal safety needs of residents.

New Bus Shelters

Description: Bus shelters along bus routes in Frog Hollow, especially along Park Street to protect pedestrians from seasonal weathers.

Community Need: Community responses identified the need for new bus shelters, which can improve transit rider experience and thereby increase transit ridership and safety.

Implementation: Survey Park Street and other major bus corridors in the neighborhood to identify stops with missing bus shelters. Once identified, encourage installation of lighted bus shelters where space is available.

Redesign Streets

Description: Redesign streets to slow down cars and make sidewalks more amenable for pedestrians, including ensuring that they are ADA compliant.

Community Need: During plan engagement, improving pedestrian safety was one of the neighborhood's highest priorities. Community members expressed wanting the City to continue to install physical infrastructure such as speed bumps and diverters and improve multi-modal transportation safety.

Implementation: Develop a neighborhood mobility and safety plan to study existing street use patterns, high-need safety areas, and interventions to redesign the neighborhood's streets as a network to achieve neighborhood-wide traffic calming and pedestrian safety, including both road and sidewalk improvement.

Zoning Strategies

Zoning recommendation to support bicycle storage. The parking regulations can incentivize alternative transportation modes by allowing new developments to substitute vehicle parking spaces for bicycle and EV parking spaces when located near major transit corridors in the City. In addition, the City's current bicycle plan has identified specific corridors to improve or create bicycle infrastructure (lanes, boulevards, buffered lanes, etc.). Regulation amendments that incentivize the development of bicycle and micro-mobility vehicle storage and parking racks along the commercial and industrial corridors of Washington, Broad, Park, and Vernon Streets can support MOVE and GREEN strategies.

PLAY

Create and sustain a more vibrant culture in Frog Hollow

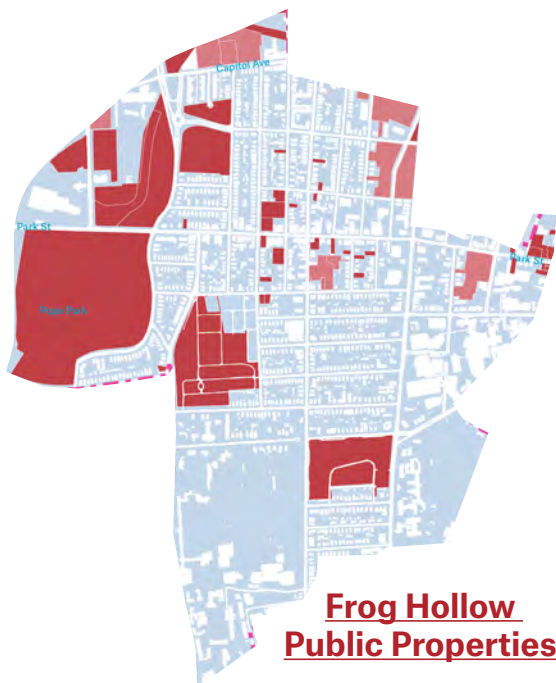
“We need areas where people can come together.”

The focus of the City Plan’s PLAY action area is to ensure the people of Hartford have opportunities to connect with each other throughout the year. The City Plan recommends expanding arts, culture, sports, and tourism to support the city becoming a vibrant place for residents and visitors.

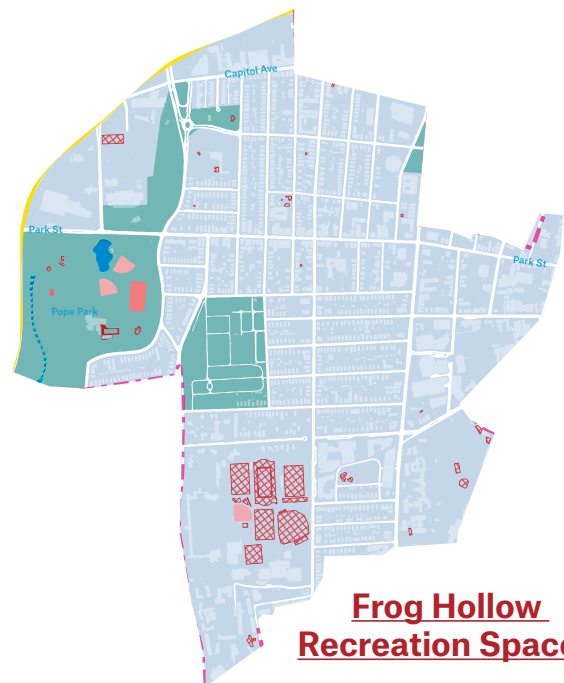
During the planning process for the Neighborhood Plan, Frog Hollow stakeholders expressed a desire to celebrate local artists, create more outdoor activities and art programming for youth, and provide affordable athletics and cultural events. In recent years, Hartford has invested in programs that increase resident access to arts and culture, including activations and events such as Summer in the City,

Open Studios, and DominGO! Hartford. Local organizations have also invested in neighborhood arts including SINA’s framework for a bilingual neighborhood walking tour with hero murals and the Hartford Public Library’s arte popular programming. However, funding and programming issues for recreational activities at city parks and pools have hindered access for residents. Continuing and expanding these art and recreation programs is one way the City can help address the neighborhood’s needs for PLAY.

The neighborhood developed **nine strategies** to help achieve a more vibrant culture in Frog Hollow.



**Frog Hollow
Public Properties**



**Frog Hollow
Recreation Spaces**

Data source: City of Hartford

PLAY Strategies

for vibrant culture in Frog Hollow

Celebrate Frog Hollow

Description: Develop and support events that celebrate the neighborhood's art and culture.

Community Need: Frog Hollow residents stated that the neighborhood's vibrant culture was a characteristic they liked best and wanted to ensure it was celebrated. Past plans have called for this through events such as Taste of Park Street that highlights the corridors many restaurants.

Implementation: The City can develop new block party policies to support community-led events celebrating Frog Hollow. SAMA can work with the Park Street SSD to organize events celebrating the restaurants and cultural institutions on the corridor. The Hartford Public Library can work with the Commission on Cultural Affairs to continue their Arte Popular work and identify funding to further event support.

Cultural Venue Network

Description: Create an artist relocation program and create a network of free and affordable venues.

Community Need: This strategy was taken directly from the City Plan and is aimed at identifying locations where local artists and performers can foster community of support, practice, and inspire creativity. During the neighborhood planning process, residents expressed a desire to see more art, artists, and arts venues take up residence in Frog Hollow.

Implementation: Encourage Planning Division to ensure that zoning in Frog Hollow allows for expanded use of buildings for arts and culture. Encourage The Commission on Cultural Affairs to support allocation of arts investments from the City's budget towards this strategy.

Community Center

Description: Explore the possibility for a Community Center in Frog Hollow, either by expanding library programming and availability or potentially developing a center on another site.

Community Need: Respondents expressed a desire for more gathering spaces throughout the neighborhood planning process. Existing spaces such as the Park St. Library at the Lyric already provide this service. However, Frog Hollow stakeholders discussed a need to gather that goes beyond current availability at the library.

Implementation: Initiate an engagement process to better understand which community needs a community center could serve. This could help identify whether the library could expand programming and space availability and access to meet these needs or whether if a separate site should be developed.

What we heard

Frog Hollow Community Members want more

- Public art
- Parks and walking trails for people to enjoy
- Affordable arts and music programming for kids
- Celebrations of local artists
- Outdoor activities for kids
- Low to no cost sports team leagues for kids

Dogs in Pope Park

Description: Create a dog park in Pope Park.

Community Need: The Hartford City Plan 2035 suggested building a dog park in Pope Park to address recreational needs for all dog owners in and around Frog Hollow.

Implementation: Identify funding and design dog park at Pope Park.

Graffiti Improvement

Description: Establish a youth program for street and vacant lot graffiti improvement.

Community Need: Community beautification was noted by several respondents as a need for improvement. Proliferation of graffiti was particularly noted as an issue in Frog Hollow.

Implementation: Identify locations in need of graffiti improvement and removal and work with the Youth Service Corps to establish a monthly removal program.

Little Free Libraries and Pantries

Description: Support and sustain the Little Free Libraries and the Little Free Pantry to create a space for mental growth and access to non-perishable foods.

Community Need: During community engagement, respondents described how the Little Free Libraries and Little Free Food Pantries promoted a sense of community and connection between members of Frog Hollow. They expressed the need and desire to keep these community resources well-stocked and maintained.

Implementation: Connect Frog Hollow residents to local grocery stores and bodegas to increase the stock at the Little Free Pantry. Encourage institutional support for Little Free Libraries.

Public Art

Description: Implement more public art throughout Frog Hollow, including murals and sculptures, as well as free community events.

Community Need: Increasing opportunities for new murals and sculpture installations would amplify Frog Hollow's treasured cultural identity.

Implementation: Ensure that murals and public sculptures are allowed in the zoning and building codes applied throughout the neighborhood. Encourage the Commission on Cultural Affairs to guide funding and artists towards Frog Hollow to help support this strategy. Encourage business owners and Community and NRZ members to identify buildings for murals and work with Rise Up for Arts to apply for funding for new murals, including from existing programs such as Love Your Block.

Recreational Space Network

Description: Create a network of existing community spaces with access to recreation and sports facilities.

Community Need: Early community engagement phases identified the need to increase opportunities for youth recreational activities. During the September Neighborhood Planning Committee meeting members suggested that underused public spaces and amenities could fulfill the need for public recreation areas.

Implementation: Refocus and increase funding for the recreation and park system to extend hours, program offerings, and create partnerships with schools to open additional facilities for recreation.

Youth Programming

Description: To help promote cultural and artistic expression, residents of Frog Hollow would like to develop opportunities to offer affordable or free arts and sports programming for Frog Hollow youth to build a sense of ownership in their community and identity.

Community Need: Frog Hollow residents stated that the neighborhood's vibrant culture was a characteristic they liked best and wanted to ensure it was maintained and expanded for youth.

Implementation: Increase funding for arts and sports programming for youth.

Zoning Strategies

Zoning recommendation to support establishing a youth program for street and vacant lot graffiti improvement. Alter the Open Space category to accommodate an organized use of space for artist expression. This change to the OS zoning category could include guidelines and restrictions for open-air art and cultural activities. It could also include guidelines for murals for building walls facing vacant lots or surface parking lots.



DominGO! Hartford on Park Street

Action and Implementation

Strategy Matrices

This Neighborhood Plan outlines 39 strategies to meet the Green, Grow, Live, Move, and Play goals for Frog Hollow. Strategies range in scope from long-term visions for economic development and climate resiliency to community beautification actions. They are implementable by City departments and community organizations. Their timeline to implementation ranges from strategies that can be put into action within the next year and others that require multiple phases to complete. Taking this into account, Frog Hollow neighborhood planning participants were asked to categorize each strategy as a high, medium, or low implementation priority. Strategy prioritization is meant to help guide future City department budgets and programs.

The following pages present an implementation matrix for each neighborhood plan goal. For each strategy the matrix identifies the strategy priority level and category, agency implementation leads, upcoming project phase or next step to implementation, short description of implementation steps, implementation timeline, and budget magnitude. The matrices are designed for the City and community members to use to prioritize strategies during budgetary, planning, and infrastructure processes.

Timeline

Strategy timelines are based on the next implementation phase of the strategy. Each strategy has been categorized in length as 1-5 years or 5-10 years.

Budget Magnitude

Budget magnitudes are estimates on the funding needs of the strategy's next implementation phase.



under \$100,000



\$100,000 to \$1 million



over \$1 million

Who Implements Strategies?

Each strategy requires a different set of multi-departmental and stakeholder coordination for successful implementation. In the matrix each strategy is categorized with an implementation lead based on City department and community involvement. On the next page are the various types of strategies and the agencies most frequently involved in implementation.

Capital Improvement Projects

These are strategies that involve planning, design, and construction of public infrastructure such as parks, street improvements, community centers, and flood management. Capital improvement projects involve multiple departments within the City. Capital improvement projects fall within one of five asset classes: facilities, infrastructure, parks, transportation/mobility, or schools. Neighborhood planning strategies fall under one of the following three capital improvement project phases: planning, design, and/or construction.

Community

These are strategies that are typically not appropriate or beyond the capacity of the City to implement or require community organization leads.

Economic Development

These are strategies that are typically led by the Economic Development Division in the Department of Development Services. The Economic Development Division facilitates commercial real-estate development, attracts investment, and expands quality of life for the residents of Hartford across all neighborhoods. Neighborhood planning strategies fall under one of the following economic development project types: redevelopment plan, feasibility study,

environmental assessment, or market study.

Housing

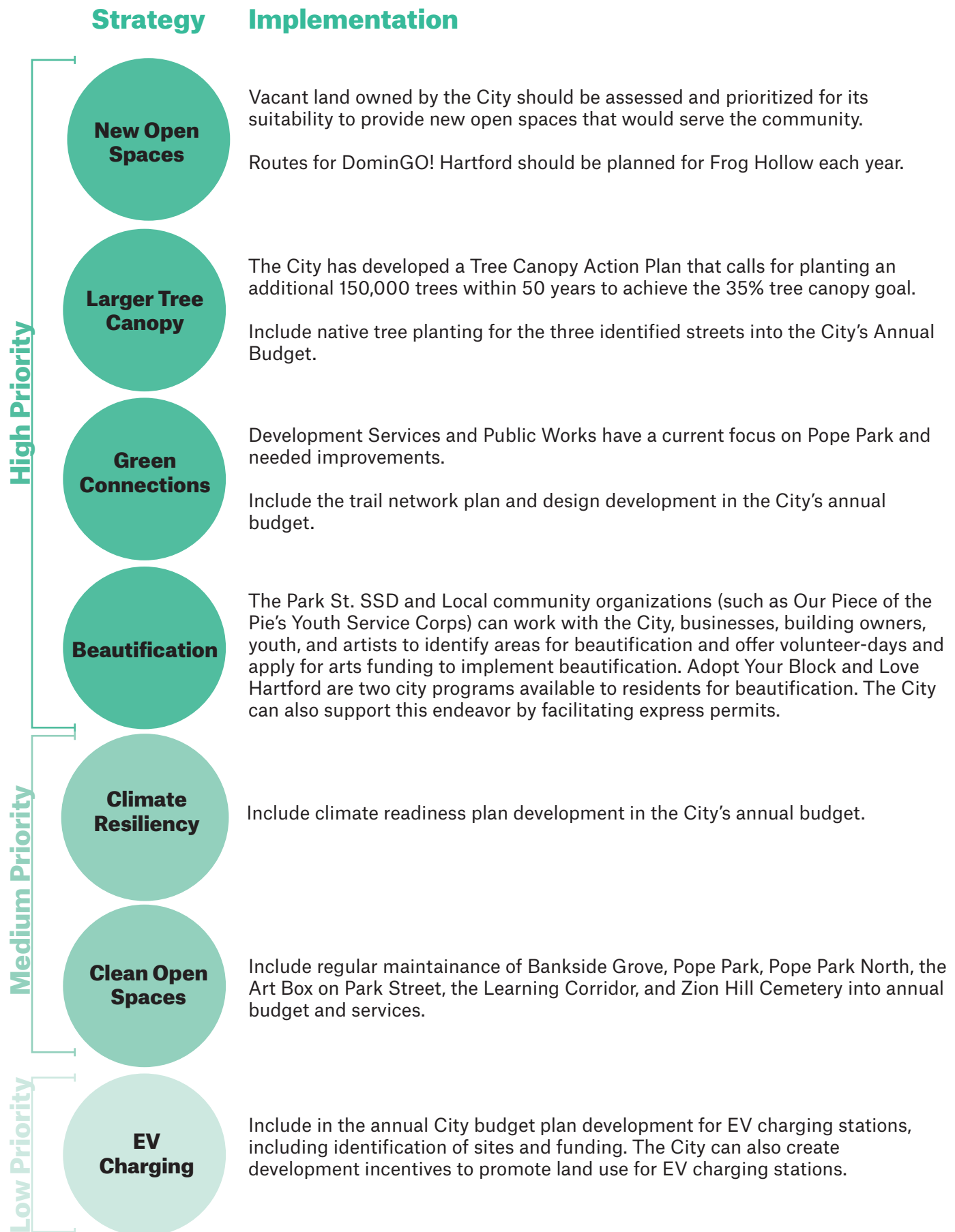
These are strategies that involve support from the Department of Development Services, City Council or Mayoral support for policy changes, and the City's Land Bank.

Planning








These are strategies that involve the Planning Division in the Development Services Department. Many strategies are typically co-led by the Planning Division as capital improvement or economic development projects.

Small Businesses These are strategies that are typically led by the Small Business and Community Development Division in the Development Services Department. The division works towards supporting existing and emerging small businesses and entrepreneurs. Support for small businesses include focus groups, façade improvements, and business retention and expansion programs.

GREEN



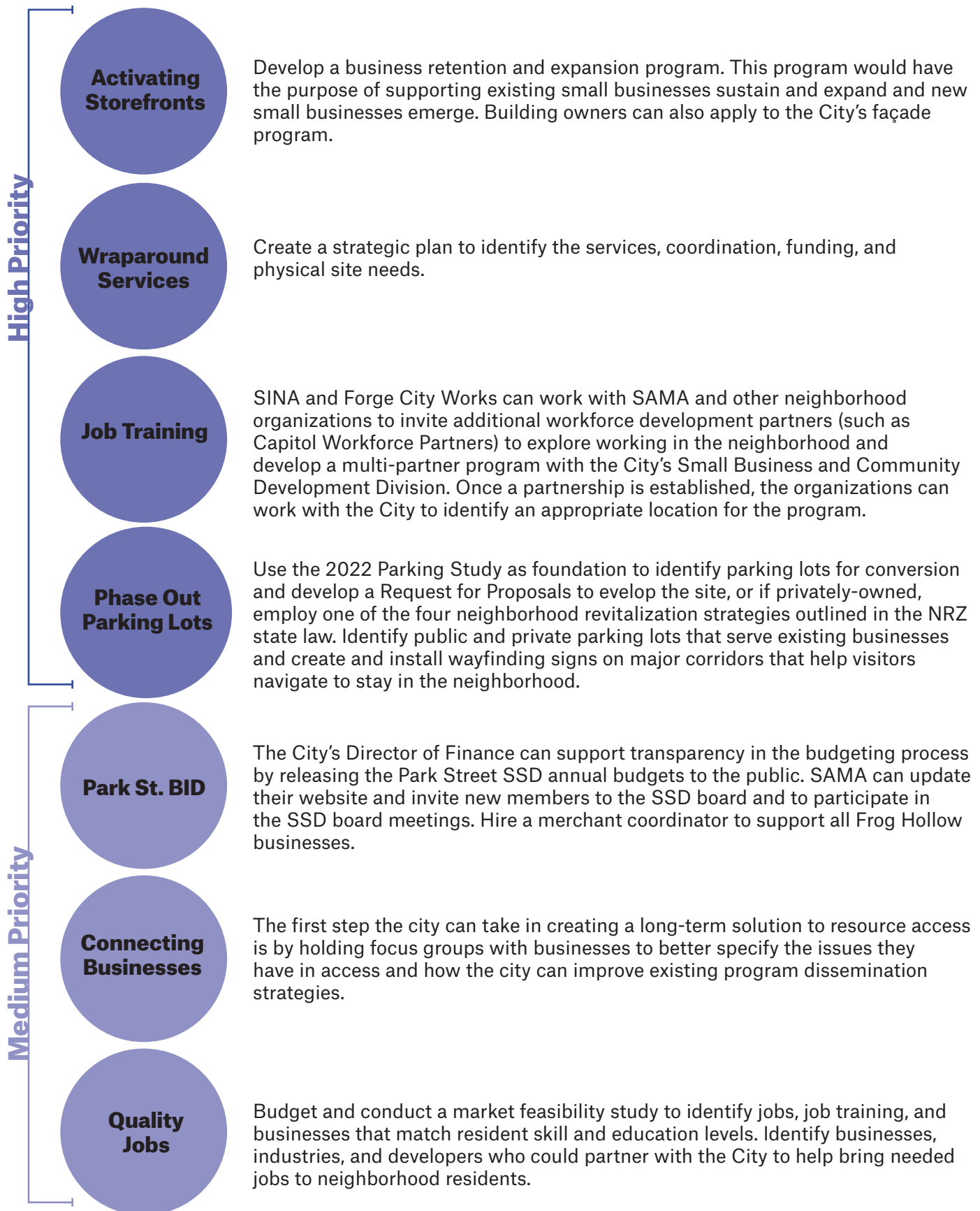
GREEN

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
New Open Spaces	Dept. of Public Works Office of Sustainability Dept. of Development Services, Planning Division Office of the Chief Operating Officer KNOX Dept. of Health and Human Services	CIP Phase: Plan Asset Class: Parks	1-5 years	
Larger Tree Canopy	Dept. of Public Works City Forester	CIP Phase: Design/ Construction Asset Class: Infrastructure	1-5 years	
Green Connections	Dept. of Public Works Dept. of Development Services, Planning Division Dept. of Health and Human Services Friends of Pope Park Youth Organizations	CIP Phase: Plan Asset Class: Infrastructure	1-5 years	
Beautification	SAMA OPP Youth Service Corps Adopt Your Block Love Hartford Dept. of Health and Human Services Dept. of Public Works	Community Organizing	1-5 years	
Climate Resiliency	Dept. of Public Works Office of Sustainability Dept. of Development Services, Planning Division City Forester	CIP Phase: Plan Asset Class: Infrastructure	1-5 years	
Clean Open Spaces	Dept. of Public Works Hartford Public Schools	CIP Phase: Design/ Construction Asset Class: Parks	1-5 years	
EV Charging	Dept. of Public Works Dept. of Development Services, Planning Division	CIP Phase: Plan Asset Class: Facilities	1-5 years	








GROW

Strategy

Implementation



GROW

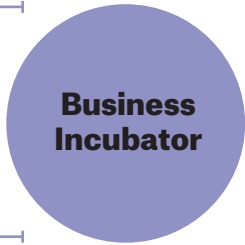
Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
Activating Storefronts	Dept. of Development Services, Small Businesses and Community Development Division	Business Retention and Expansion Program	5-10 years	
Wraparound Services	Dept. of Development Services, Housing Division Dept. of Health and Human Services Dept. of Families, Children, Youth & Recreation Dept. of Development Services Community Organizations	Community Organizing	10+ years	
Job Training	SINA Forge City Works SAMA Capitol Workforce Partners Dept. of Development Services, Small Businesses and Community Development Division	CIP Phase: Plan Asset Class Infrastructure	1-5 years	
Phase Out Parking Lots	Dept. of Public Works Dept. of Development Services Hartford Parking Authority	Plan Asset Class: Facilities	5-10 years	
Park St. BID	SAMA Dept. of Development Services, Small Businesses and Community Finance Department	Community Organizing	1-5 years	
Connecting Businesses	SAMA Small Business and Community Development Division	Focus Groups	1-5 years	
Quality Jobs	Dept. of Development Services, Economic Development Division	Market Feasibility Study	1-5 years	

GROW

Strategy

Implementation

Med. Priority



**Business
Incubator**

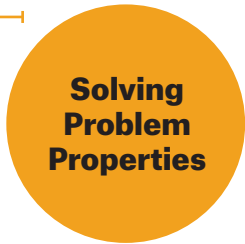
Develop a Business Retention and Expansion Program to support existing small businesses and sustain and expand emerging small businesses.

LIVE

Strategy

Implementation

High Priority



**Solving
Problem
Properties**

Increase departmental budget and personnel responsible for inspecting building conditions and following-up to ensure building issues are improved. Hartford Land Bank, in consultation with the NRZ and other local organizations, to identify priority properties for acquisition and use the four policies designated through State NRZ legislation to expedite planning, building, and acquisition processes of blighted properties.



**Lighting the
Streets**

Initiate a plan to identify and prioritize the areas in Frog Hollow for lighting improvement. This plan can then be used to implement design and construction phases.



**Reduce
Speeds**

Initiate a study to identify streets needing speed reductions and determine the appropriate infrastructure methods for reducing speeds on each street. Encourage City to work with CTDOT to reclassify street designations that reduce speed limits. Encourage HPD to increase their presence on specific streets to ensure compliance with speed limits. Implement traffic safety campaign and red-light cameras.



**Redevelopment
at Hartford
Hospital**

Encourage the Economic Development Division to work with Hartford Healthcare on a redevelopment plan for the properties.








**Public
Trash and
Recycling**

Encourage the Department of Public Works to identify areas in Frog Hollow most in need of additional receptacles before installing them throughout the neighborhood. The Park Street SSD can also use their services to help with trash clean-up along Park Street. Explore enforcement options using existing blight and sanitation laws, including changing the ordinance to make ticketing (fines) possible for litter violations.

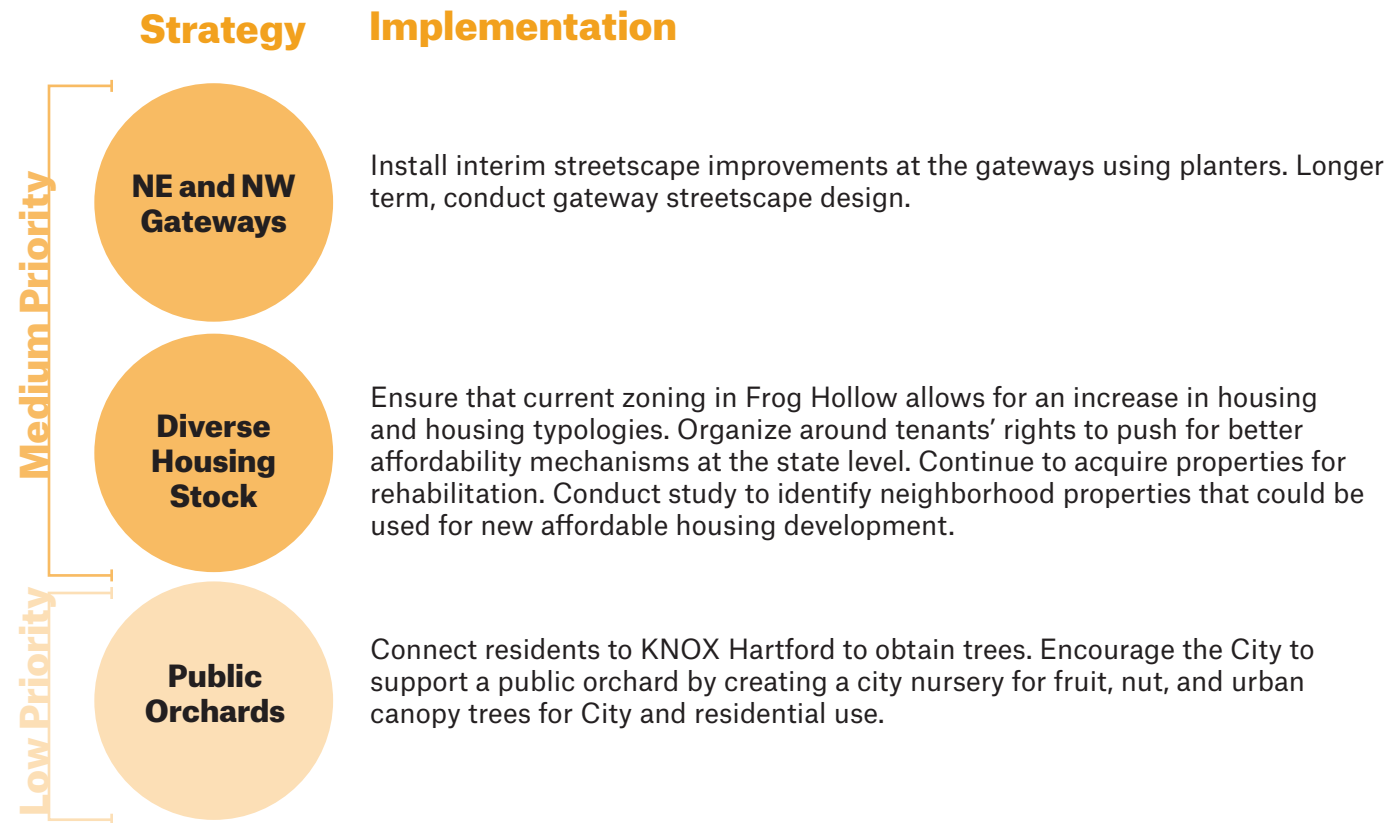
GROW

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
Business Incubator	Dept. of Development Services, Small Businesses and Community Development Division	Business Retention and Expansion Program	5-10 years	

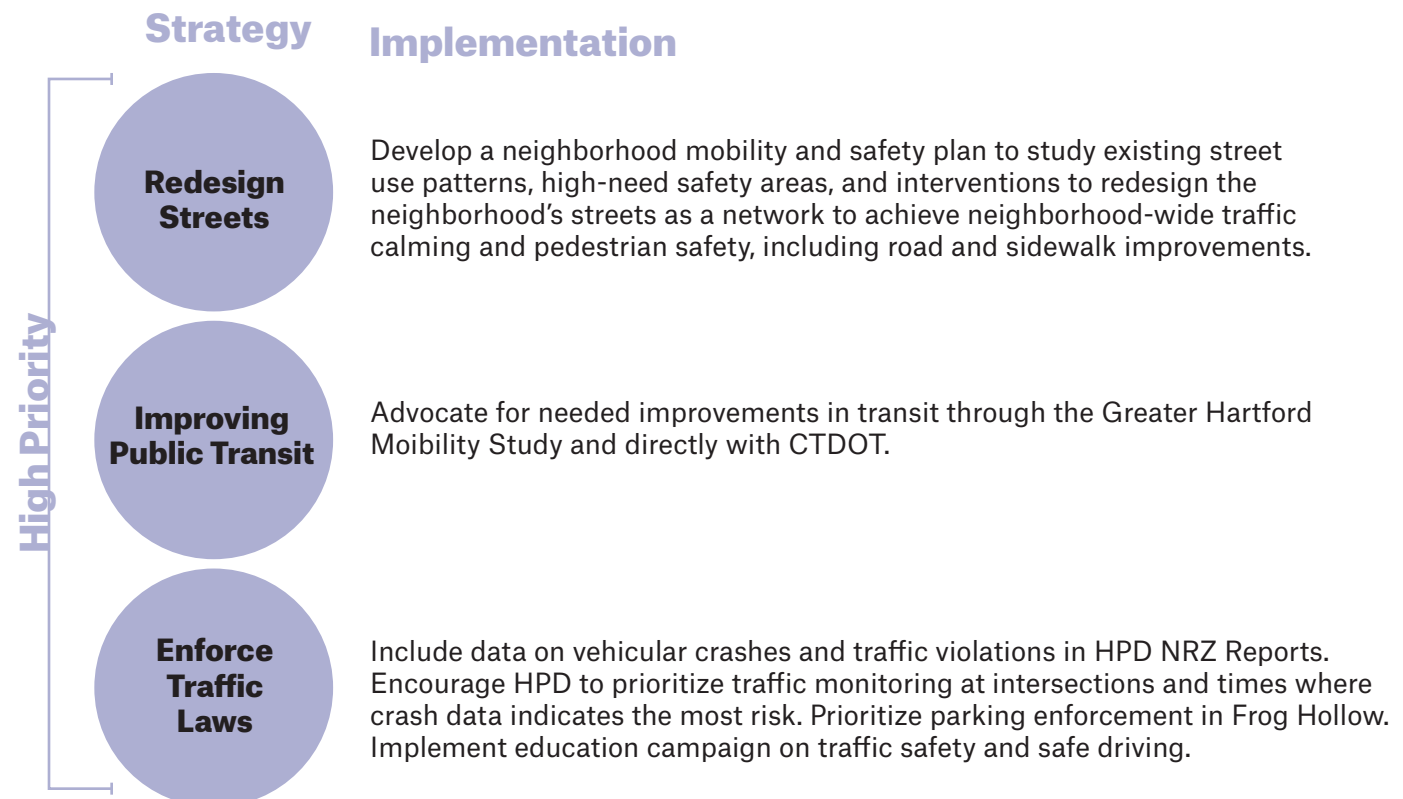
LIVE

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
Solving Problem Properties	Dept. of Development Services Hartford Land Bank	Budget and Plan	5-10 years	
Lighting the Streets	Dept. of Public Works Dept. of Development Services, Planning Division	CIP Phase: Plan Asset Class: Infrastructure	1-5 years	
Reduce Speeds	Dept. of Public Works CTDOT Hartford Police Dept. Dept. of Development Services, Planning Division Dept. of Health and Human Services	CIP Phase: Plan Asset Class: Infrastructure	1-5 years	
Redevelopment at Hartford Hospital	Dept. of Development Services, Economic Development Division Hartford Hospital	Redevelopment Plan	5-10 years	
Public Trash and Recycling	Dept. of Public Works Park Street SSD Dept. of Development Services, Planning Division	CIP Phase: Plan Asset Class: Infrastructure	1-5 years	




LIVE



Move



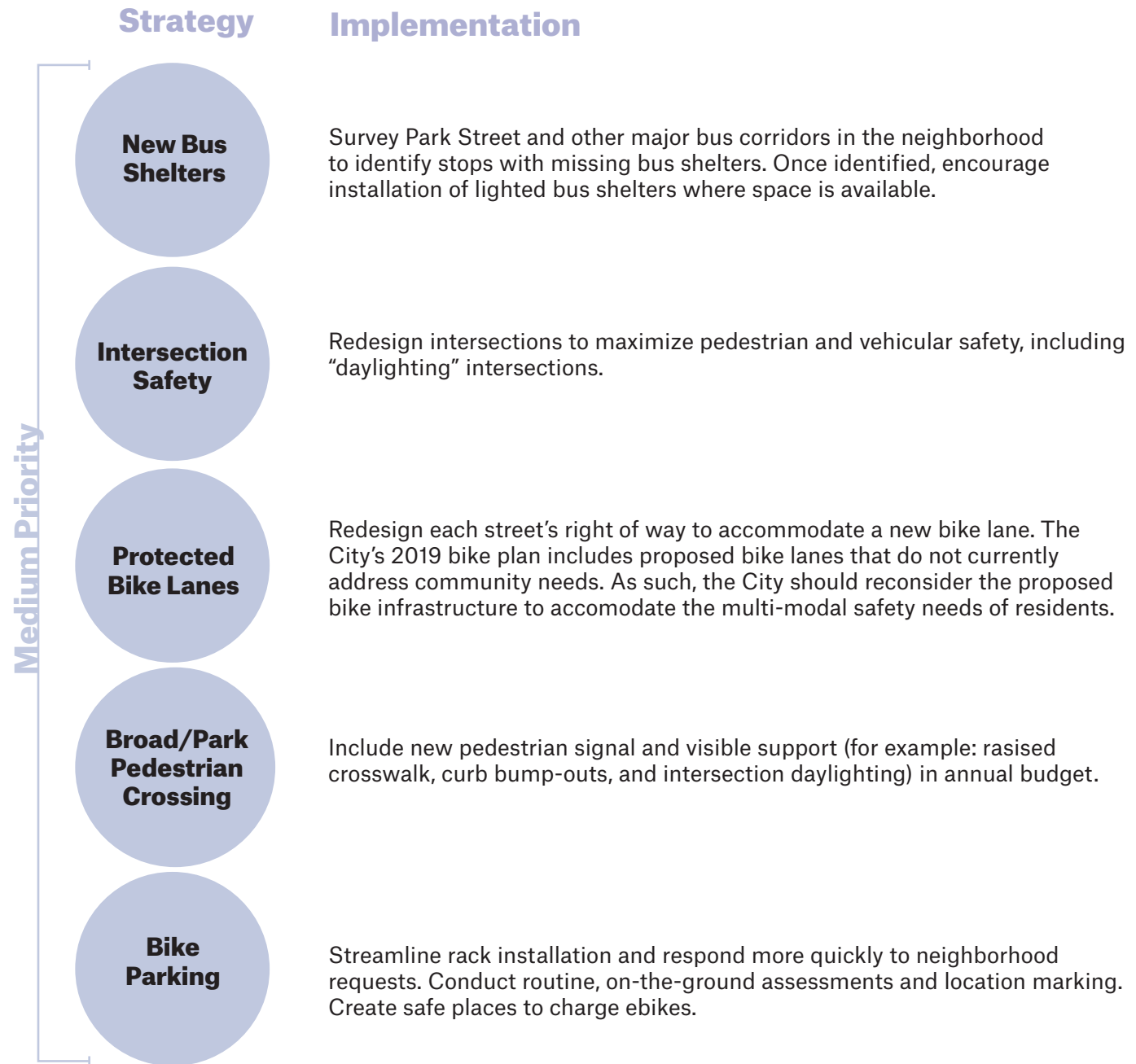
LIVE

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
NE and NW Gateways	Dept. of Public Works Dept. of Development Services	CIP Phase: Plan Asset Class: Facilities	5-10 years	
Diverse Housing Stock	Dept. of Development Services Hartford Land Bank Housing Authority of City of Hartford	Plan	5-10 years	
Public Orchards	Office of Sustainability KNOX	CIP Phase: Construction Asset Class Infrastructure	1-5 years	

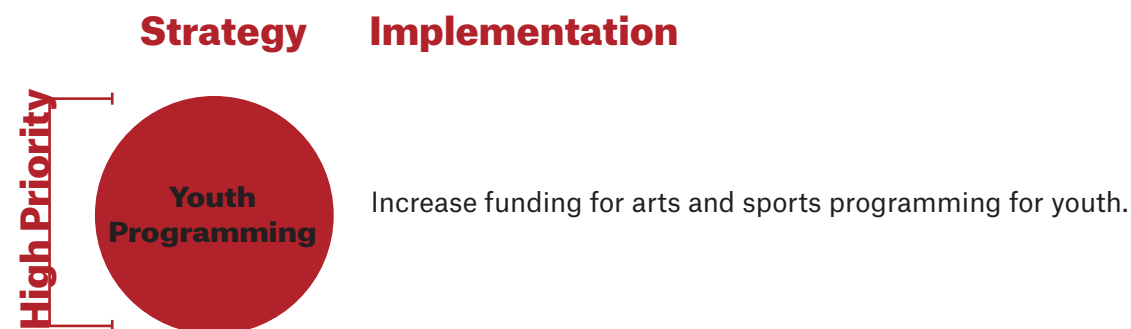
Move

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
Redesign Streets	Dept. of Development Services, Planning Division Dept. of Public Works	CIP Phase: Plan Asset Class: Infrastructure	5-10 years	
Improving Public Transit	CTDOT Center for Latino Progress Community	Organize and Advocate	5-10 years	
Enforce Traffic Laws	Dept. of Development Services, Planning Division Hartford Police Dept. Dept. of Health and Human Services Hartford Parking Authority	Monitor and Report	1-5 years	






Move




PLAY



Move

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
New Bus Shelters	Dept. of Public Works CTDOT/CTTransit	CIP Phase: Construction Asset Class: Infrastructure	1-5 years	
Intersection Safety	Dept. of Public Works Dept. of Development Services, Planning Division	CIP Phase: Design Asset Class: Infrastructure	5-10 years	
Protected Bike Lanes	Dept. of Public Works Dept. of Development Services, Planning Division	CIP Phase: Design/ Construction Asset Class Infrastructure	5-10 years	
BroadPark Pedestrian Crossing	Dept. of Public Works	CIP Phase: Construction Asset Class: Infrastructure	1-5 years	
Bike Parking	Dept. of Public Works Dept. of Development Services, Planning Division Dept. of Health and Human Services	CIP Phase: Construction Asset Class: Infrastructunre	1-5 years	

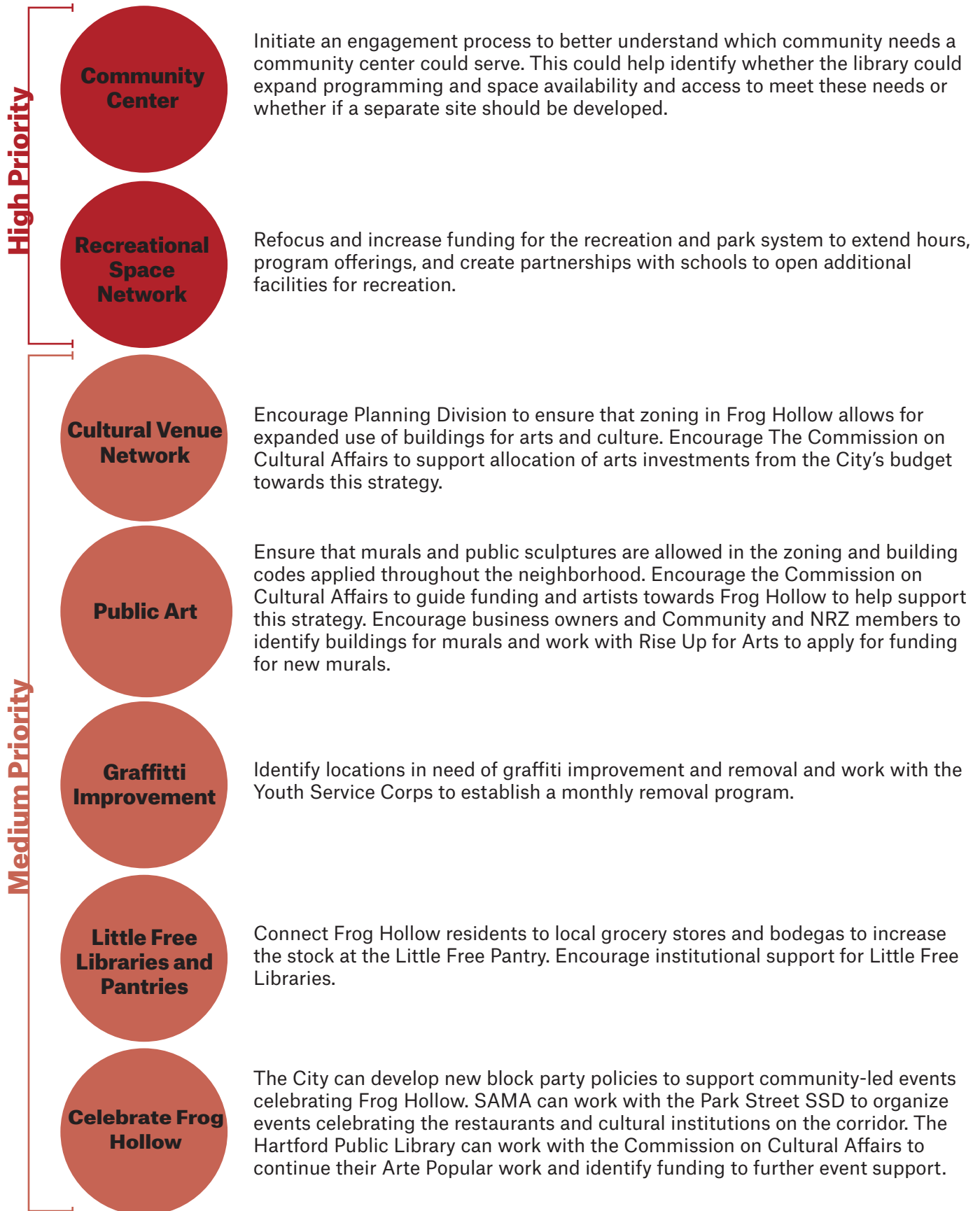
PLAY

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
Youth Programming	Community Dept. of Families, Children, Youth & Recreation Commisison on Cultural Affairs	Budget	1-5 years	








PLAY

Strategy

Implementation

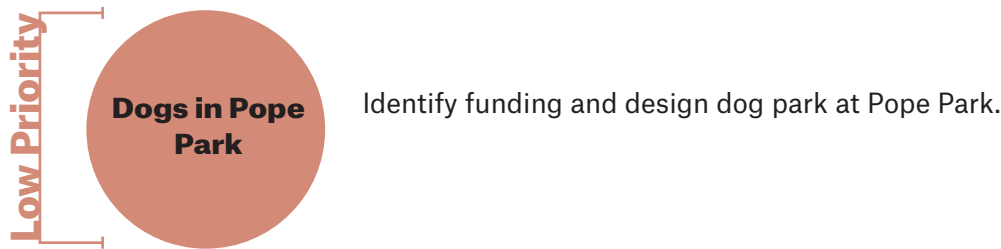


PLAY

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
Community Center	Dept. of Development Services Hartford Public Library Dept. of Families, Children, Youth & Recreation	Needs Assessment	5-10 years	
Recreational Space Network	Dept. of Families, Children, Youth & Recreation Hartford Public Schools Hartford Parks Trust Fund Pope Park Designated Fund Friends of Pope Park Dept. of Human and Health Services	Budget	1-5 years	
Cultural Venue Network	Community Organization Dept. of Development Services Commission on Cultural Affairs	Plan	1-5 years	
Public Art	Department of Development Services Commission on Cultural Affairs Rise Up Arts	Plan	1-5 years	
Graffiti Improvement	Our Piece of the Pie - Youth Service Corps Dept. of Public Works	Community Organizing	1-5 years	
Little Free Libraries and Pantries	Community Trinity College	Community Organizing	1-5 years	
Celebrate Frog Hollow	Commission on Cultural Affairs SAMA Hartford Public Library	Organize and Plan	1-5 years	

PLAY

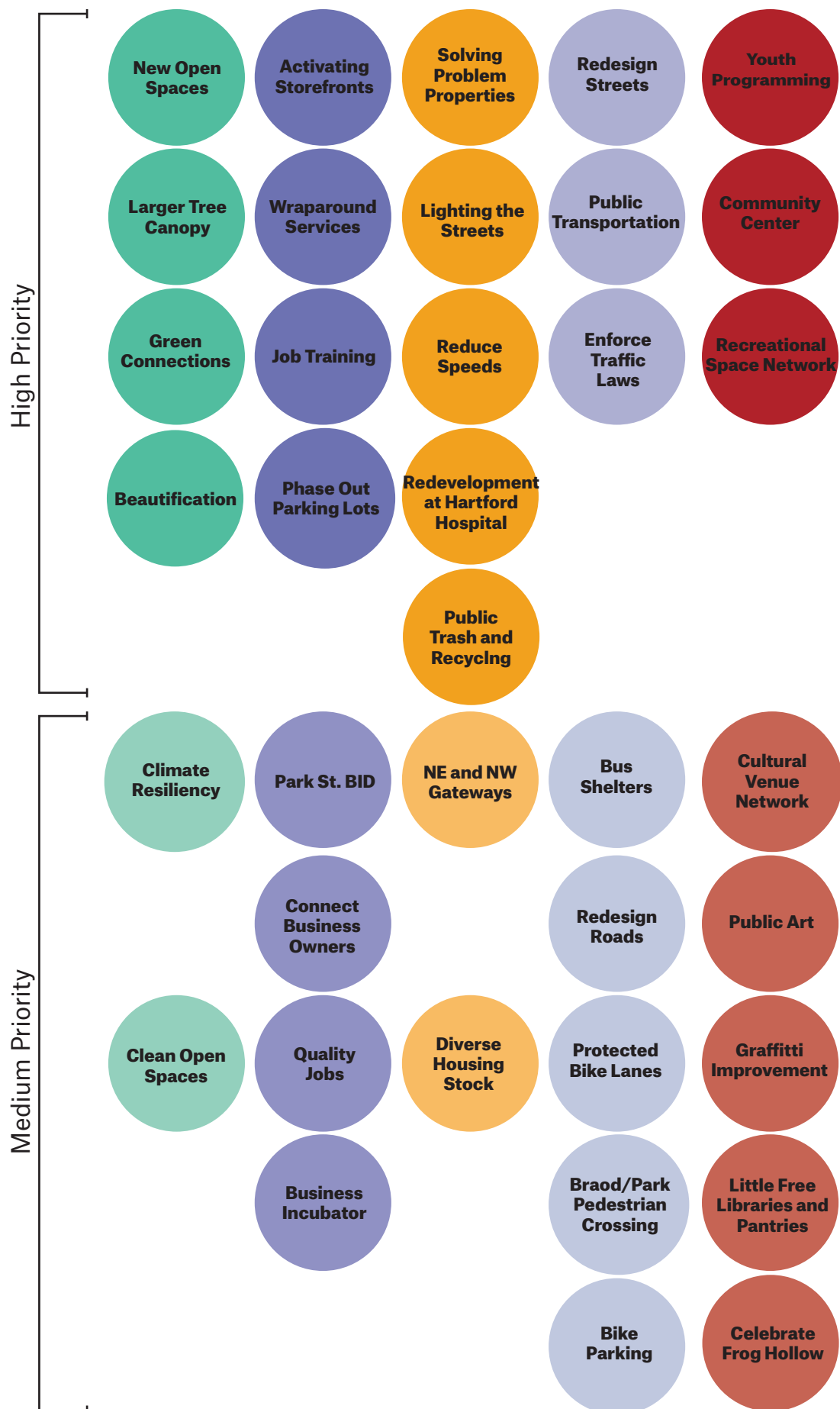
Strategy Implementation



PLAY

Strategy	Implementation Lead	Project Phase/ Next Step	Next Phase Timeline	Budget Magnitude
	Dept. of Public Works Dept. of Development Services, Planning Division	CIP Phase: Design Asset Class: Parks	1-5 years	

All Strategy Matrix



Low Priority

EV
Charging

Public
Orchards

Dogs in Pope
Park



Capitol Avenue Mural

Appendix 1:

Engagement

Engagement Phases

Phase 1: Context Setting. The KDI team of planners and designers created an interactive installation at the Frog Hollow library, including street-facing window signage that invited passers-by to engage with the installation. The installation invited library goers to respond to the following questions about Frog Hollow: first, ‘What do you want to have a conversation about?’ and second, ‘What do you want people to know about Frog Hollow?’. The installation received thirty comments during the one and a half months it was up. It served as a way to introduce the neighborhood planning process and understand from community members how they feel about their neighborhood and what the neighborhood plan should consider. The context setting library installation set the stage for more in depth conversations in later phases of the neighborhood planning process. During this phase, the Neighborhood Planning Committee was set-up to ensure community engagement throughout the plan process and final strategies were contextual to the neighborhood. The Neighborhood Plan process was introduced at the Frog Hollow NRZ meeting in early Spring with approximately 20 attendees. In addition, KDI collected demographic data about the neighborhood and City, regional, and state plans relevant to neighborhood development. All engagement activities throughout the neighborhood planning process were presented in Spanish and English. An SMS (18 subscribers), email

listserv, and website were set up to provide up to date information on the project and the process. City social media and email listservs were also used throughout the process for engagement outreach.

Phase 2: Visioning. During this phase, residents and businesses were invited to participate in creating a neighborhood vision. A mailer was sent to all residential (5,695 residential addresses) and business (490 business addresses) addresses within the Frog Hollow neighborhood to inform the community about the process. Included in the mailer were links to the City’s Neighborhood Planning website and a community-wide survey. The survey, which received 19 responses, asked stakeholders to respond to questions about the vision residents and business owners of Frog Hollow have for the future of their neighborhood.

The KDI team dropped off flyers at local businesses for business owners and customers to fill out the survey. KDI set up SMS notification and an email listserv for stakeholders to opt-into to follow and engage in the neighborhood planning process. In addition, we used the City’s Safe Streets email and social media to further distribute information on each phase of the neighborhood planning process. Finally, we participated in the first Cap Fest to further distribute information about the neighborhood planning process.

Phase 3: Goals Setting. To set Goals that help realize the Neighborhood vision, the KDI team developed a questionnaire that outlines the different action areas from the Hartford City Plan 2035.

Questions were designed to understand the neighborhood's goals for each action area. Example questions included: 'How do we achieve environmental sustainability in Frog Hollow?' and 'What do you think our neighborhood's goals should be for economic development?'. KDI's neighborhood ambassador in Frog Hollow reached out to Frog Hollow residents as well as business owners for one-on-one interviews using the goals questionnaire as an interview guide. Resident contact lists used in the goals outreach process were provided by Neighborhood Planning Committee members. KDI conducted sixteen resident and business interviews.

Phase 4: Brainstorm projects that will help achieve Neighborhood goals.

Throughout the various engagements, including the library installation, visioning survey, and goals questionnaire, participants oftentimes responded with actionable and implementable project ideas. The KDI team consolidated and shaped these ideas into strategies for the Frog Hollow Neighborhood Plan. Additionally, many relevant and not yet implemented projects had been proposed in previous plans for the neighborhood, including the NRZ Strategic Plan. The KDI team worked with the Neighborhood Planning Committee to determine relevancy of past strategic plan projects, whether they were applicable to the neighborhood plan, and how to update project. The final strategy list was presented in a Neighborhood

Planning Committee meeting to finalize the list by adding details, determining strategy relevancy, and filling in gaps with additional strategies.

Phase 5: Prioritize project

implementation. The Neighborhood Planning Committee was then asked to prioritize strategies by ranking them as high, medium, or low priority, based on how well the project would accomplish the goals of the neighborhood. To further develop the implementation matrix, the KDI team consulted with City agencies to understand additional details related to feasibility of implementation, including alignment with the City's priorities for project development, the implementing agency's capacity, potential funding sources for the project, timeline for implementation, etc.

Phase 6: Adopt the plan and put it into action.

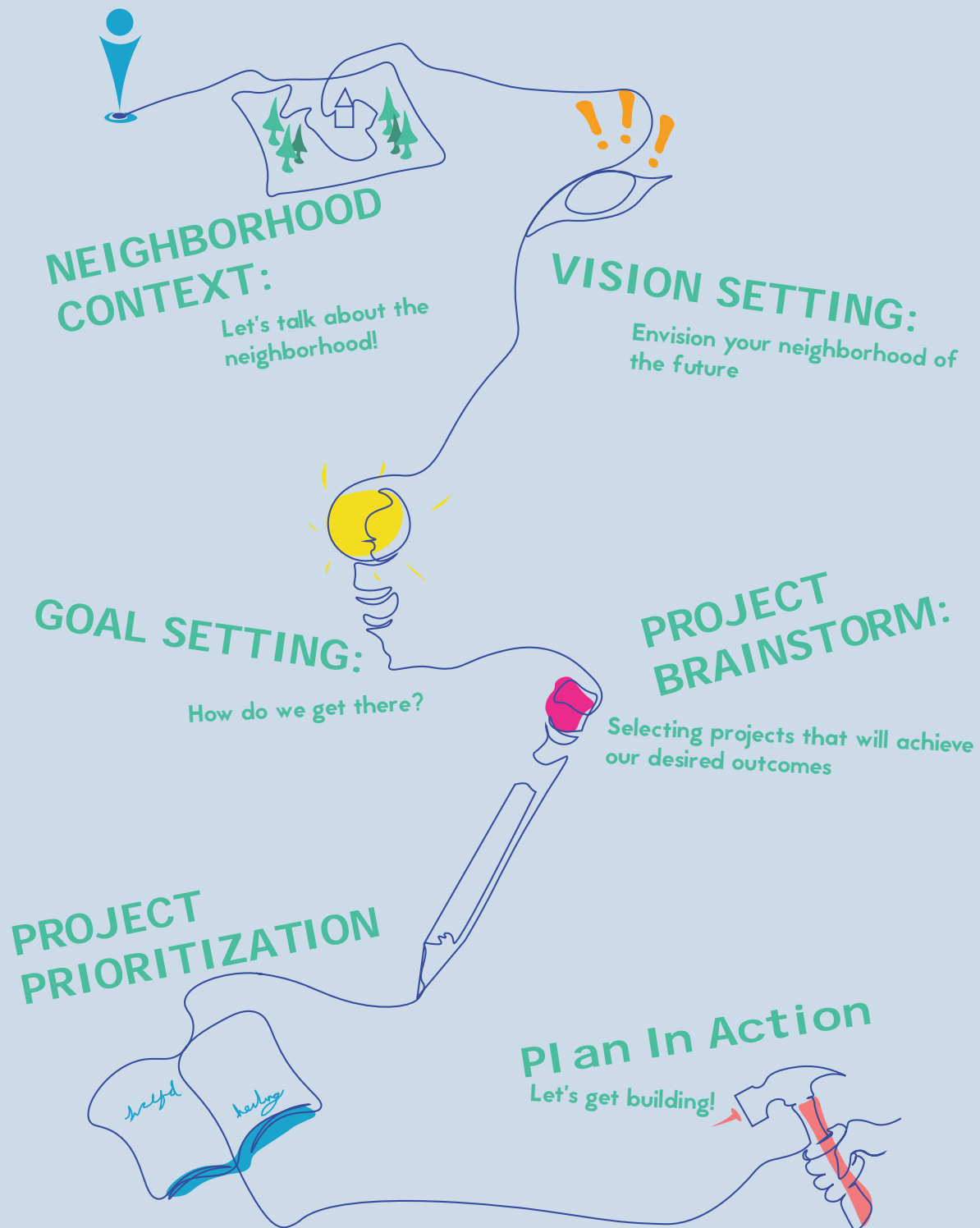
The draft plan is submitted to the City, the Neighborhood Planning Committee, and NRZ, as well as the wider public, for a public review and feedback period. At the end of the period, feedback will be incorporated in coordination with the City. The updated plan is approved and adopted by the Planning and Zoning Commission and City Council. Once adopted, City departments and divisions can use the plan to prioritize their annual projects, programs, and budgets and review proposals and development applications against. The NRZ and other community groups can use the plan to implement community-led projects and advocate with the City for strategy implementation.

Thank you to members of the following organizations who collaborated on the Neighborhood Plan as part of the Neighborhood Planning Committee:

Charter Oak Family Health Center
Center for Latino Progress
Frog Hollow NRZ
Hartford Next
Hartford Public Library – Park Street
Mi Casa Family Services
Mutual Housing Association of Greater Hartford
Southside Institutions Neighborhood Alliance
Spanish American Merchants Association
Templo Fe
The Lyceum
Youth Service Corps

Plans Reviewed

Capitol Region Plan of Conservation and Development (2014)
City of Hartford Bicycle Master Plan (2019)
Department of Development Services Project Presentations (various)
Frog Hollow NRZ Strategic Plan (2009)
Greater Hartford Mobility Study (2020-ongoing)
Hartford 400 (2021)
Hartford Capital City Parks Master Plan (2014)
Hartford City Plan 2035/Hartford Plan for Planning and Conservation and Development (2020)
Hartford Rail Alternative Analysis (2015)
I-84 Viaduct Study (2010)
LISC Hartford Neighborhood Planning (2016)
MetroHartford TOD Study
One City, One Plan (2020)
State of Connecticut NRZ Guidelines (2005)
Tree Canopy Action Plan (2020)
Zone Hartford: Zoning Regulations (2020)









Appendix 2: Maps

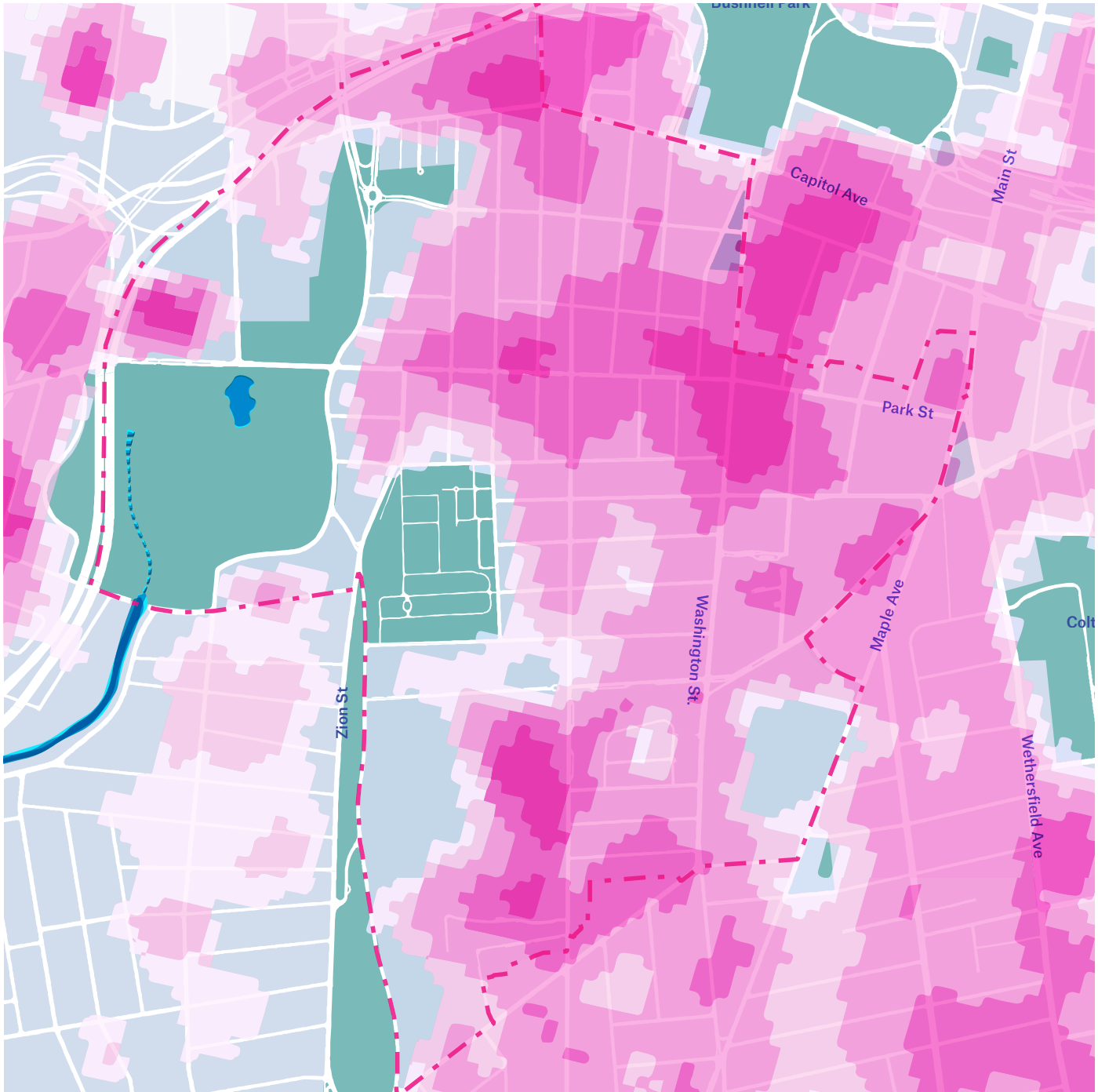


Frog Hollow Heat Severity Map

Data source: National Integrated Heat Health Information System 2021


-  Frog Hollow NRZ Boundary
-  Mild
-  Mild to Moderate
-  Moderate
-  Moderate to High
-  High

About this data from Heat.gov: This map shows the relative heat severity for every pixel of the city using 30-meter raster derived from Landsat 8 imagery band 10 (ground-level thermal sensor) from the summer of 2021, patched with data from 2020 where necessary. Federal statistics over a 30-year period show extreme heat is the leading cause of weather-related deaths in the United States. The purpose of this map is to show where certain areas of the city is hotter than the average temperature for that same city as a whole. Severity is measured on a scale of 1 to 5, with 1 being a relatively mild heat area (slightly above the mean for the city), and 5 being a severe heat area (significantly above the mean for the city).



Frog Hollow Tree Canopy Coverage

Data source: National Land Cover Database Tree Canopy Cover 2016

 Frog Hollow NRZ Boundary

 Tree Canopy Coverage 0-100%



Frog Hollow Impervious Surfaces

Data source: City of Hartford

- Frog Hollow NRZ Boundary
- Buildings
- Roads
- Other Impervious Features



Frog Hollow Vacant Properties and Brownfields

Data source: City of Hartford 2023

- Frog Hollow NRZ Boundary
- Brownfields
- Vacant Lots
- Vacant Parcels
- Vacant Buildings



Frog Hollow Buildings Year Built

Data source: City of Hartford

 Frog Hollow NRZ Boundary

 Before 1912

 1913-1936

 1937-1973

 After 1973



Frog Hollow Pedestrian Crash Data

Data source: CT Crash Data






Frog Hollow Bicycle Crash Data

Data source: CT Crash Data

 Frog Hollow NRZ Boundary

Crash Severity

-  Vehicular Only
-  All Injuries
-  Fatal














Number of Incidents

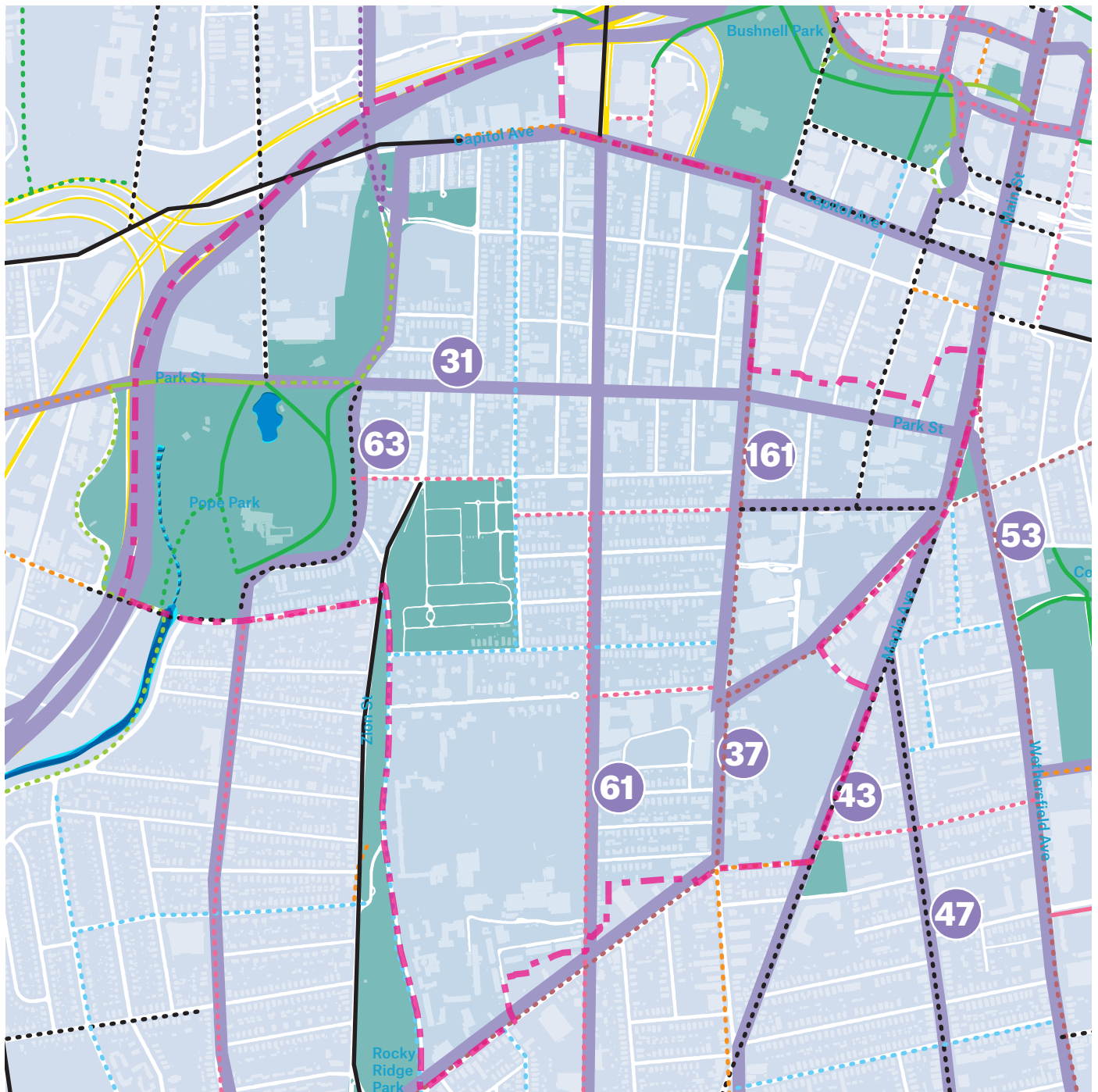
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Frog Hollow Bicycle and Bus Routes








Data source: City of Hartford Bicycle Master Plan; CT DOT

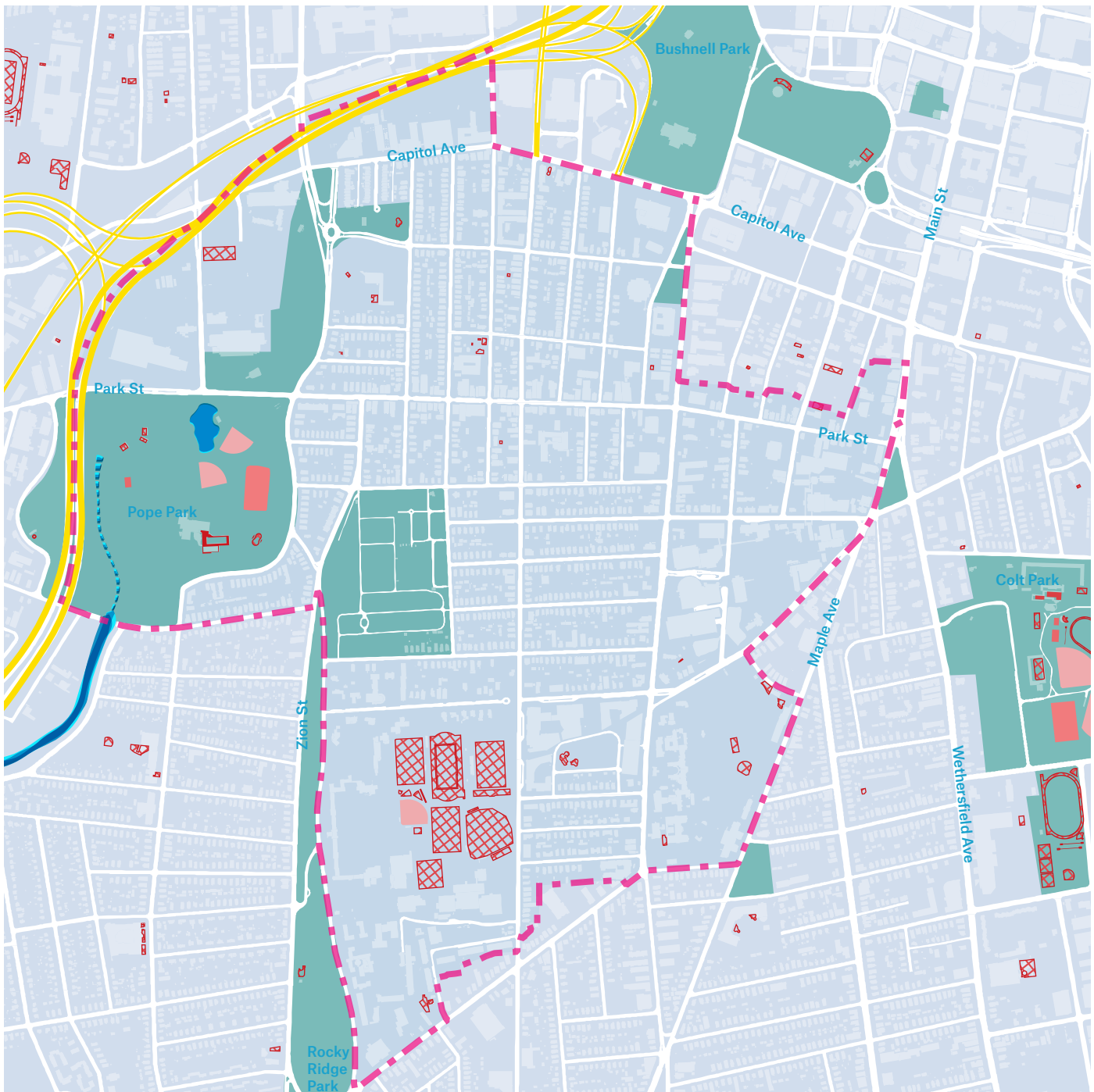
- | | | | |
|---|--------------------------|---|--|
|  | Frog Hollow NRZ Boundary |  | Proposed Bike Lanes |
|  | CT Transit Bus Route |  | Proposed Buffered Bike Lanes |
|  | Existing Pathways |  | Proposed 1-Way Paired Separated Bike Lanes |
|  | Existing Sidepaths |  | Proposed 2-Way Separated Bike Lanes |
|  | Existing Bike Lanes |  | Proposed Sidepath |
|  | Proposed Bike Boulevard |  | Proposed Shared Use Pathway |
|  | Proposed Shared Roadway | | |



Frog Hollow Parks and Recreation




Data source: City of Hartford

-  Frog Hollow NRZ Boundary
-  Pope Park Recreation
-  Pool
-  Basketball Court
-  Soccer Field
-  Baseball Field
-  Trinity College



Frog Hollow Publicly-Owned Facilities

Data source: City of Hartford

-  Frog Hollow NRZ Boundary
-  City of Hartford
-  State of Connecticut

