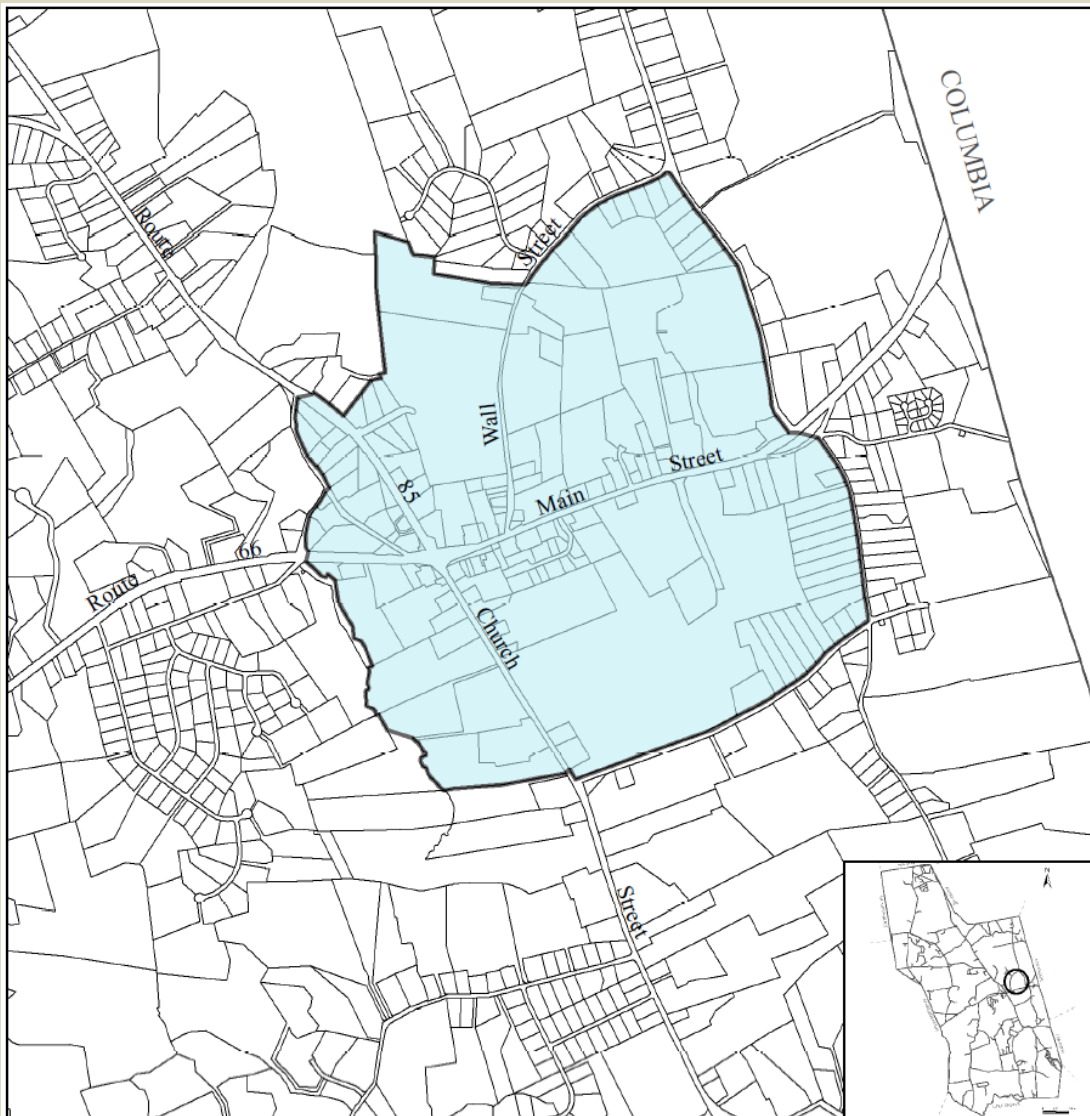


THE HEBRON CENTER PLAN



Town of Hebron, CT – Department of Planning - 2016

Approved – May 2016

INTRODUCTION

The largest concentration of businesses in Hebron is within Hebron Center which contains the General Business District, the Hebron Green District and the Village Green District. Together these districts comprise 272 acres, or 64%, of the 423 acres in Hebron zoned for Business. This area in the center of Town has historically been the hub of business activities and where the Town has taken significant steps over the past ten years that seek to reinforce that concept. These efforts have included the expansion of major public utilities and other significant public improvements along Main Street – sidewalks, curb cut improvements, entry signage, landscaping, grant-funded façade improvements, as well as the creation of the new Village Green District.

In 2013, the Town took an important step in focusing its efforts to strengthen Hebron Center's business districts. The Town funded "A Market Study of Hebron Center", a Hebron Center market analysis and study. The Study included an extensive outreach element to gather input from Town residents and



local businesses and concluded with recommendations and a direction on where the Town should concentrate future marketing and expansion efforts. This was a unique opportunity for taking stock of Hebron's existing conditions, comparing Hebron to similar, benchmark communities, evaluating the Town's strengths and weaknesses in attracting new businesses, and finally determining what market sectors would be the best candidates on which to concentrate future marketing efforts for the purpose of attracting them to come to Hebron.

The following describes the key findings of the Study. These are included in this "Hebron Center Plan" as they form the basis for the Town's vision and future action steps pertaining to Hebron Center.



A Market Study of Hebron Center, CT (A Summary)

By: Fairweather Consulting, New Paltz, NY

Summary of Demographic Findings:

- **33% of Hebron's population is below age 19**
- **Only 11% of the population is 20 to 34 years of age ("young professionals")**
- **Hebron's fastest growing population group is the group 55 and older**
- **Hebron is highly educated with almost 50% of adults holding a Bachelor of Arts degree**
- **Hebron has an affluent population with a median household income of \$107,000**

Summary of Retail Findings:

- **Hebron's typical yearly retail spending per household is about average at \$46,720**
- **The annual per household sales by Hebron businesses is low at \$9,360**
- **Hebron's daytime population is 65% of total population, lower than all benchmark towns**
- **There is a lack of "feet on the street", and Hebron residents are spending their retail dollars out of town**
- **There are retail and service opportunities where significant "leakage" of spending dollars are going outside of Hebron, and these potential opportunities are:**
 - **Durable goods**
 - **Home and Garden stores**

- **Apparel**
- **Eating and Drinking establishments – particularly sit-down restaurants**
- **Gasoline Stations**

Industry Targets that Hebron Could Attract:

- **Professional and Technical Services** (accounting, bookkeeping, architectural and engineering services, research, marketing, photography, computer repair, veterinary services)
- **Administrative Support Services** (general management, office administration and clerical work, cleaning services, security, and travel arrangement services)
- **Health Care** (professional health practitioners ranging from primary care to mental health care to elderly care. Some examples of specific services include diagnostic imaging, podiatry, family planning, home health care, dental services, speech therapy and surgical services)
- **Accommodations and Food Services** (Lodging and restaurant needs are provided in this industry category as well as hotels, motels, bed and breakfast lodging, fast-food restaurants, bars, fine dining, and coffee shops.)
- **Others** (including machinery repair, funeral services, dry cleaning and laundry, advocacy, religious activities, and dating services)

Primary Conclusions:

- **Retail needs resident population**
- **Focus on expanding non-retail businesses, promoting more housing in and around Hebron Center**
- **Promote in-fill business in Hebron Center and maintain the capacity to respond to larger projects**
- **Promote Tourism and cross-promote other events happening in Town**

Study Recommendations:

- **Continually promote Hebron as a retail location**
- **Create / define a competitive advantage for businesses**
- **Relentlessly market / promote Hebron and Hebron Center**
- **Be focused / be patient**

The Town will move forward with the Market Study recommendations and seek to implement its findings and follow-through on its recommendations. The Town has had a long-standing objective to enhance the Town's attractiveness to business, both existing and new. Currently, only 3.3% of the Town's real property portion of the grand list comes from the Town's business community. A policy of the Town, and one of the missions of the Economic Development Commission, is to increase this percentage over time. This will help balance the tax burden between residential and commercial properties as well as provide needed commercial services to Town residents.

The Hebron Center Plan will now describe the Hebron Center area with overall purpose and action steps for this entire area. Then the plan will discuss the unique and individual business districts in Hebron Center and describe the purpose and intent of each specific area, set forth the purpose and action steps, and then include existing and/or intended improvement plans to guide the future of these business districts.

HEBRON TOWN CENTER – OVERALL BOUNDARY & CONCEPT

The Hebron Town Center is defined in this Plan as an area encompassing approximately 725 acres including the entire area south of Wall Street, west of Loveland Road, north of Kinney Road, east of Marjorie Circle and Gristmill Road and includes the buildings on the West Side of Church Street.

This area includes a number of different zoning districts including the Hebron Green District, the General Business District, and the Village Green District. The entire area is within the Town's sewer service district, and the core of Hebron Center is served by public water. The Hebron Center Plan will address each individual business district.

It has been Town policy to encourage the development of the Town Center in a manner different from the remaining portions of Town. The Hebron Town Center serves as the main shopping area of the community. It is the area of Town that contains a range of community



services and it also serves as the central-gathering place for important public events. Therefore, the Town Zoning Regulations and Sewer Service District policies make this area the most appropriate location for higher density uses, and mixed-use development which, when concentrated in a single area, help to reinforce the idea of a Town Center.

It is important to recall that this area contains the historic center of Hebron. While development will continue to occur here and change is inevitable, new development will be encouraged to occur in such a way that respects the Center's historic roots and its present day character.



Purpose Statement - Hebron Center:

Develop a visually coherent and definable Town Center that is the civic, commercial, social, educational, recreational, and cultural focal point of the community. Encourage an economically sound commercial district as a base from which town services can be provided that does not adversely affect water supplies or the environment, and allows for an appropriate mix of business and residential land uses commonly found in historic town centers.

Action Steps:

Overall Concept:

1. Discourage strip commercial development and continue to work to encourage a compact Town Center.



2. Continue to implement the findings of the University of Connecticut's Main Street Charrette Program for future development in Hebron Center.

Appropriate Land Uses:

1. Continue to promote a wide range of uses in the Town Center, including commercial, residential and recreational.
2. Retain current businesses and encourage new businesses to locate in Hebron, which are compatible to the Town's character.
3. Adopt the findings of the IHZ study to provide flexibility in the regulations that would encourage higher quality, mixed use development, including greater density and infill opportunities, as well as providing for diverse housing types, all of which will support businesses in Hebron Center.



Quality Design Standards:

1. Carefully guide the development and placement of buildings, new signage, lighting, parking, etc., to assure that all are compatible with the historic character of the town.
2. Apply the adopted design guidelines, developed as part of the IHZ study, for architectural quality in new development to ensure appropriate and coherent architectural treatment in the Town Center.
3. Modify regulations to require or encourage parking in the back of buildings in future development and consider "build-to" lines for future Main Street development.

Safe Street Systems

1. Encourage safe and efficient traffic patterns and walking systems that will interconnect all business zones while being compatible with Hebron's small-town character.

2. Reduce curb cuts while still providing good traffic circulation.

3. Work with the CT Department of Transportation to design and implement well-planned traffic calming improvements within the CT RT 66 right-of-way so that traffic speeds are more compatible with the Town's Main Street.



Parking Lots

1. Encourage interconnections between parking lots to reduce traffic impacts on Route 66.

2. Consider establishing maximum allowable parking space regulations.

3. Continue to encourage public-private efforts to promote additional and safe common parking in Hebron Center.

Pedestrian Ways

1. Provide safe pedestrian access within sites and between sites to help reduce the impact of the automobile

2. Continue to encourage the establishment of sidewalks in the public right-of-way throughout the town center.



3. Work with the CT Department of Transportation to continue to install crosswalks and pedestrian cross buttons to encourage pedestrian activity in the Town Center.

4. Connect Hebron Center with sidewalks / bikeway to Hebron Elementary School and

eventually the Air Line Trail.

5. Connect Hebron Center trails with a new trail through the RHAM complex, the Salmon River State Forest and to Burnt Hill Park.

Landscaping

1. Require landscaping in areas along the Town roadways.

2. Require significant landscaping of commercial sites, encourage attractive landscaping in public and private places, and include the use of perennials, shrubs and other native plant materials.

THE HISTORIC HEBRON GREEN DISTRICT

The purpose of the Hebron Green District is to provide for appropriate and compatible mixed uses within the Town's historic center that do not disrupt the scale, charm or general architectural character of the area. This district is further intended to preserve the functional and economic vitality of the area while maintaining and enhancing its significant historical and cultural resources.



The Hebron Green District is located at and around the intersection of Connecticut Routes 66 and 85. It consists of approximately 36 acres divided among 33 properties. Of this total acreage, approximately 17 acres (consisting of entire lots and portions of lots) are undeveloped. The principal land uses are a church, synagogue, present and old Town Hall, Public Records Building, the Douglas Library, American Legion Hall, offices, a coffee shop, and several residences. This mixed-use area contains over 60,000 square feet of floor area. The great majority of the properties are wholly or partially within the Hebron Center Historic District, which is on the National Register of Historic Places.



In recognition of the 300-year history that has transpired at this location and in respect to the legacy of the historic landmarks that has been passed down to the present, the following purpose and action steps have been established.

Purpose Statement - The Hebron Green:

Historic preservation must be achieved through the use of economic and zoning incentives, allowing historically significant structures to be preserved and adaptively reused in a way that maintains the “look” and “feel”, as well as, the aesthetics and character of the District. And, the Hebron Green should remain the focal point of the Town and should continue to serve as an attractive entrance to the Town Center.

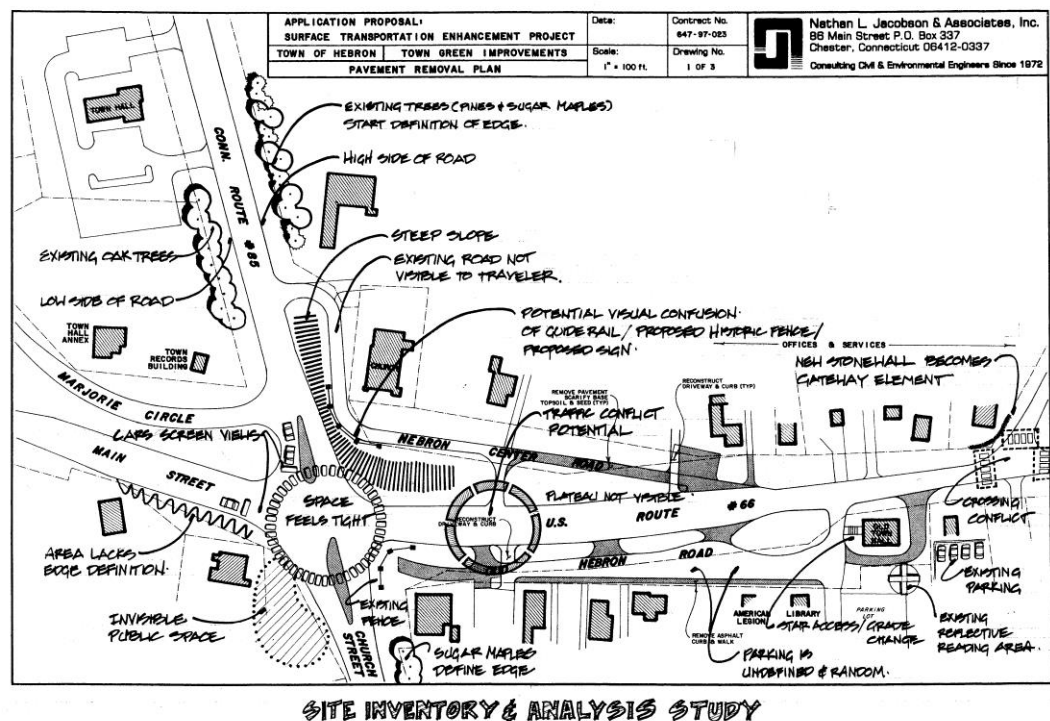
Action Steps:

1. Architectural design appurtenances and signage should be controlled through a design review process.
2. The Hebron Green District may be expanded in adjacent areas, which demonstrate a spatial and functional relationship to the District.
3. The abandonment of various Town roads and closure of highway curb cuts in and around the Green shall be done in a way that facilitates proper traffic circulation and improves the overall appearance of the Hebron Green District.
4. Continue to establish comprehensive improvements to the Town Green such as brick sidewalks, safe pedestrian crossings, benches, period lighting, landscaping, appropriate signage and other improvements in and around the Hebron Green.
5. Pursue a long-term capital project to relocate all aboveground utilities in the Hebron Green District below ground.
6. When new development and site improvements occur, the Town shall encourage combined parking facilities and the placement of parking areas to the rear of Green-fronting structures. This would minimize expanses of asphalt and generally improve the aesthetics and circulation of the District.
7. The Planning and Zoning Commission should carefully apply the adopted Design Guidelines for construction proposed in the Hebron Green District to ensure compatibility of new construction to the established District.
8. The Planning and Zoning Commission should look to develop an overall Master Plan for future development in the Hebron Green District which would include a review of the boundaries of the Hebron Green Expansion Area.

9. The Town of Hebron should continue to actively pursue public-private agreements and improvements to guide the most appropriate development, parking and other infrastructure in the District consistent with this Plan.
10. Extend sidewalks from the Hebron Green to Hebron Elementary School and to Neighborhood Convenience District to enhance public safety and economic vitality to both Districts.
11. Consider traffic calming measures throughout the Hebron Green District to improve public safety in this high traveled area.
12. Consider the appropriateness of certain parcels in the Hebron Green District for inclusion in an Incentive Housing Zone.

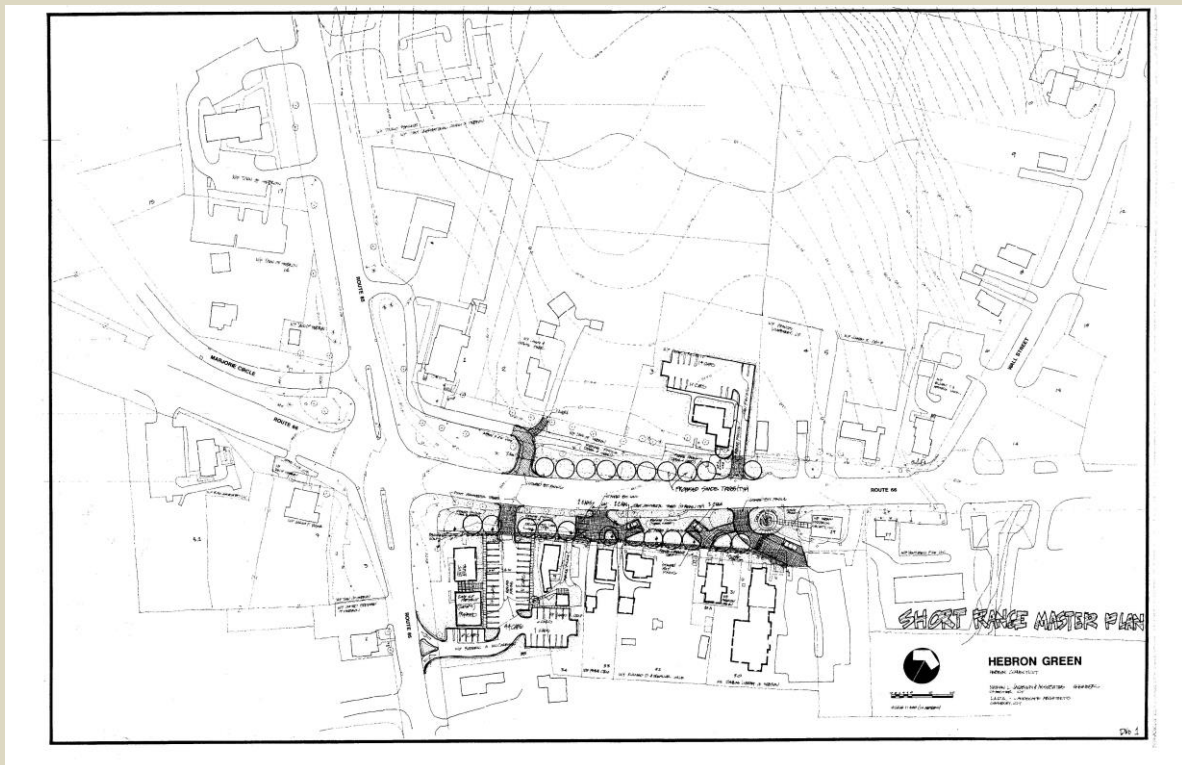
Improvement Plans

This historic area of Town was the first business district area to be the subject of a concerted improvement plan. The Town hired Nathan L. Jacobson & Associated as well as Landscape Architectural Design Associates (LADA) to provide an analysis of the existing conditions and the shortcomings in and around the Hebron Green area. The analysis highlighted lack of green space due to previous State roadway improvements, traffic / pedestrian conflicts, lack of sufficient sidewalks, lack of a gateway entrance to the area and other factors.



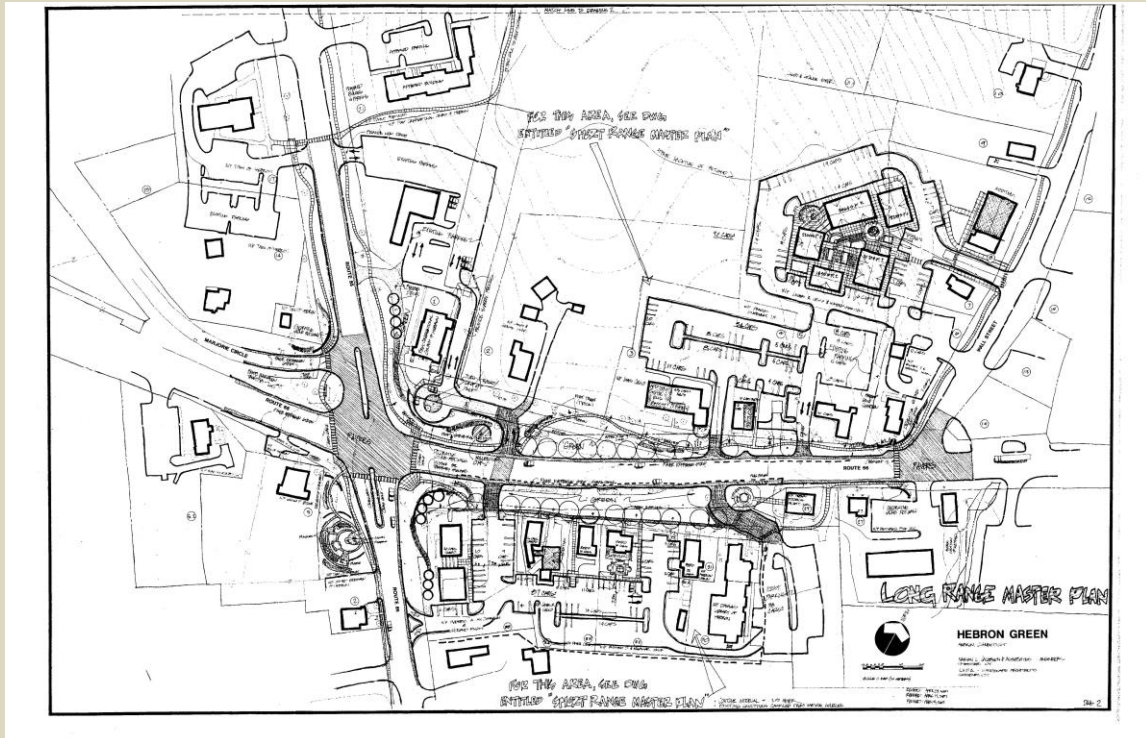
Hebron Green Master Plans:

From this analysis, and after receiving input from the public, conducting public meetings, receiving business owner input and input from several of the Boards and Commissions in the community, a new Short Range and Long Range Master Plan was created for this unique area.



The **Short Range Master Plan**, approved by the Hebron Board of Selectmen, re-established a true Green to the extent possible as the original Green had been impacted by past highway improvements, moved parking to the sides and rear of Green-front buildings, provide new pedestrian sidewalks, shows new colonial lighting with banners, provides benches, provides new gateway entry signs, and creates a Green area as a public gathering place and an area that is a more attractive place to attract businesses.

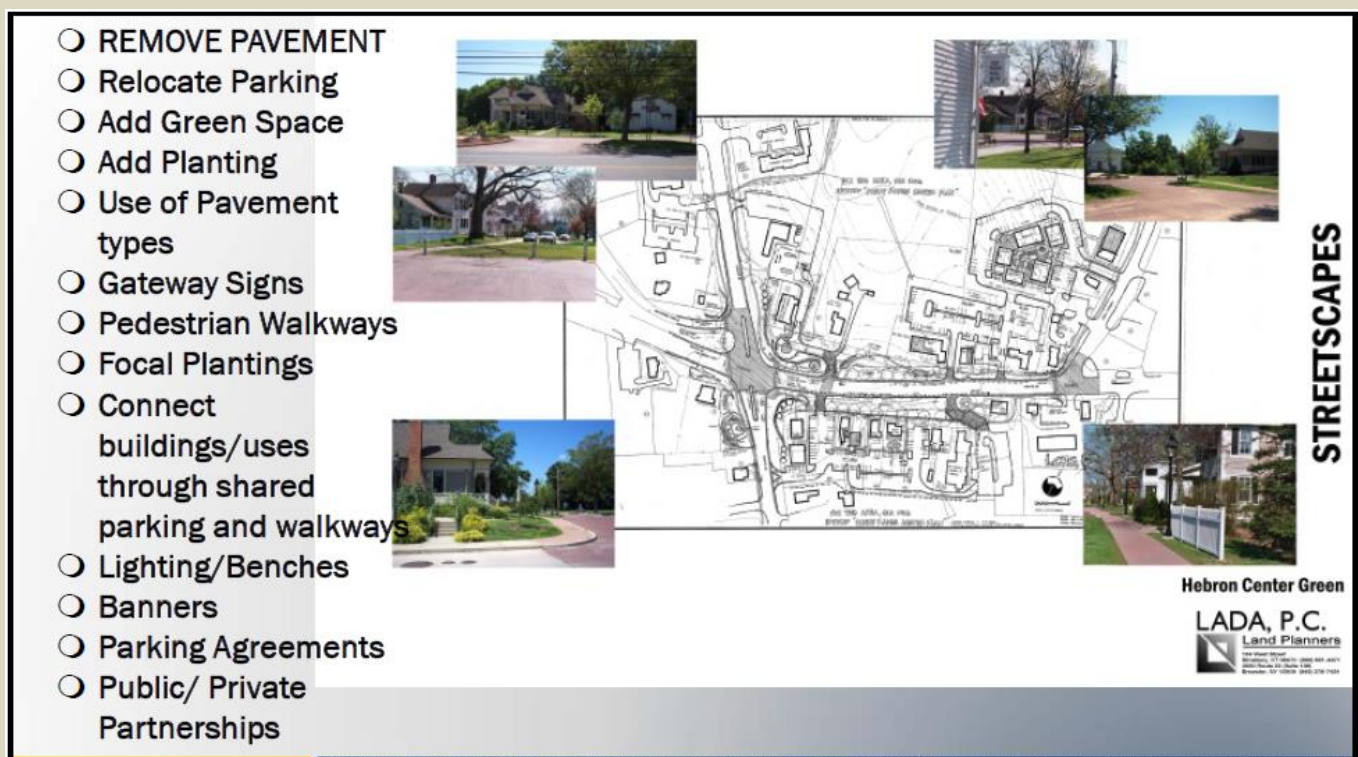
The **Long Range Master Plan** continues the improvements to other areas of the Hebron Green, north along Gilead Street, north along Wall Street and to the rear of the Green-fronting buildings.



The Long Range Plans provide a clear long range plan to coordinate common public-private parking to the rear of the Green and the Green fronting buildings and to coordinate future development and uses in and around the Green in a village-style approach. This will require municipal and grant funded improvements in addition to changes to current day zoning regulations to promote village style development, mixed use development and likely reduced parking ratios.

The above noted plans are conceptual only and do not dictate, or approve specific development on individual properties but instead lay out a concept of the type and quality and character of development that is seen to be most compatible to the Historic center of the community that is the Hebron Green. It also suggests a number of improvements that should be contemplated for the Town's public spaces in and around the Hebron Green that is equally important to the proper development of the area.

The following summary graphic lays out the key aspects that should be considered in the future development of the Hebron Green and surrounding spaces including: reducing impacts of pavement, relocating and placing new parking to the rear of buildings, adding plantings, consider different pavement types, provide gateway signage, pedestrian walkways, shared parking and common walkways to connect uses and users, appropriate lighting, benches for the public to linger and observe, seasonal banner on the light poles, and the public/private agreements and partnerships that will be needed to make this able to work.



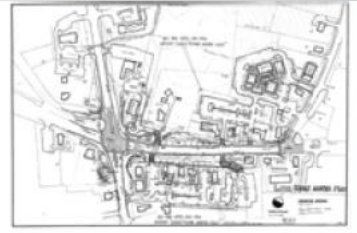
Hebron Green Second Block:

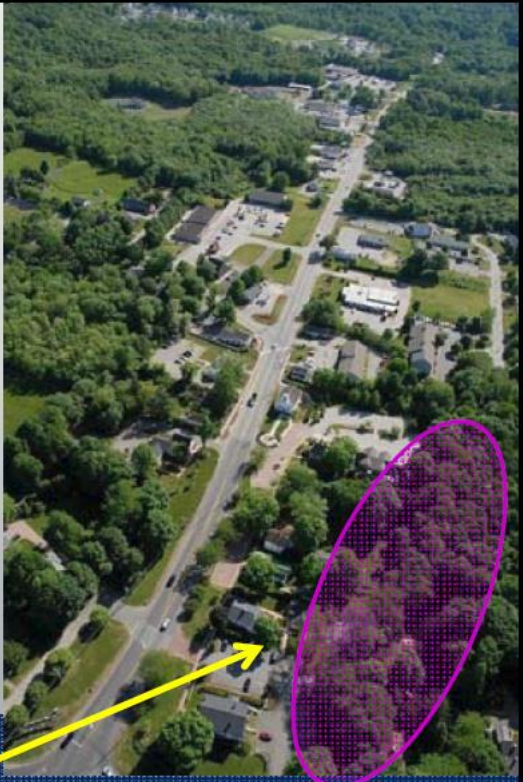
Moving forward, the Town has long-envisioned a Hebron Green Expansion area. These areas were generally shown in the Town's Plan of Conservation and Development. These areas surrounded the Historic Hebron Green to the north, west and south. Although all of these areas are significant, the largest area of possible expansion exists to the south of the existing Hebron Green where 3.5

acres of land could reasonably support a significant expansion of Hebron Green and create a second block of addition village style, mixed-use, development that could add vitality to the existing Green area. Again the Town engaged LADA to perform a study of the area and develop alternative plans for a long range vision of a new village type area.

EXTENDING PARKING AND MIXED USES TO A SECOND BLOCK ALONG MAIN STREET

- Library parking needed to expand
- Town wanted to start to connect rear parking lots created in first project
- Possible extension of Pendleton Way to Route 85
- Identified Critical Property became available for sale/purchase





THE SECOND BLOCK

As well as undertaking a land use study, the Town was in the process of an Incentive Housing Zone Study (IHZ). This study looked at a housing analysis of the entire Town to determine housing needs. The study included an online survey, public informational meetings and other forums to gather resident input. While the results of the Study did not produce an IHZ as defined by the CT Statutes, it did result in the adoption of a new Mixed Use Overlay District which allows a much higher density than was previously possible, in a mixed use setting, in locations in and around the Town center business districts. The LADA planners and designers took advantage of this new tool in the design solutions of

the Hebron Green Expansion area. This new Overlay District allowed a tighter clustering of potential new buildings, in a multi-story setting and in a mixed use village arrangement. Interconnections of parking areas, reduced parking rations and public/private parking agreements are keys to this concept as shown.

After considering a number of design alternatives, the final design concept selected by the Planning and Zoning Commission is shown here.



This Hebron Green Expansion area south of the historic Hebron Green has since been rezoned from residential to Hebron Green District and the new Mixed-Use Overlay Zone has been approved to apply to this parcel.

HEBRON'S MAIN STREET – THE RT 66 GENERAL BUSINESS DISTRICT

The Route 66 General Business District serves as the Town's "Main Street," and as such, the Town's central shopping area. This is generally the area on both sides of Route 66 from Wall Street east to Ted's plaza. The General Business District is comprised of 42 separate parcels of land totaling approximately 104 acres. The General Business District presently contains the following uses:



Land Uses in the General Business District	
(by square feet)	
Retail / Service	133,385 s.f.
Offices	61,272 s.f.
Fire Station	9,150 s.f.
Total Business / Institutional Square Feet	203,807 s.f.
Single Family	2 dwelling units

In approximately the last 10 years, the growth in business square footage in the General Business District has been approximately 25%. Growth in retail square footage was 29%, while the growth in office square footage was approximately 20%.

Of the 42 parcels in the General Business District, 37 parcels are partially or entirely developed and 5 parcels are vacant. The 5 vacant parcels in the General Business District total approximately 32 acres. Of these 32 acres, approximately 12 acres are wetlands. This results in only about 20 acres of land in the General Business District that are currently buildable although there is still some infill development possible on a number of existing developed parcels.

The limited amount of usable business land in the main business district is a significant planning concern as this is a very small inventory of commercial land to serve the growing population of Hebron. In one response to this over the last



planning period, the Town planned for and established the new Village Green district adjacent to the General Business District. This new area for future commercial growth was planned to be compatible to the General Business District and to be connected to it with roadways, pedestrian access points, and compatible uses. In addition, the

Town has undertaken a variety of efforts to bring additional value to the General Business district properties. Public infrastructure improvements such as the Main Street sidewalks, benches, landscaping and other improvements have been accomplished to assist business owners in this area to attract customers and tenants. In addition, the Town's successful Façade Improvement Program has brought improvement to a number of private properties in this area. The Town has begun planning efforts, and infrastructure improvements, to re-make the RT 66 corridor into Main Street – a walkable, connected, mixed-use, vibrant Town Center.

As Hebron's population continues to grow, the remaining areas of the General Business District will face development pressure. The changes that result should be positive changes to the Hebron business district by adding job opportunities, by increasing business based taxes and by encouraging businesses to expand that will serve Hebron's growing population. As this occurs, increased efforts will be needed to manage this new development so that it occurs in a manner that will be attractive, safe and compatible to the overall character of Hebron.

To assist in devising an overall concept or plan for development, the Town continues to look at ways to best develop and promote the main business district of the community. To this end, a number of initiatives were undertaken by the Town to study and promote Hebron Center. A **Market Study** of the Hebron Center business district was completed in 2013. This study, which can be viewed on the Town website, brings a focus on efforts to promote, to market, and to best develop a viable business district. Its main recommendations are to: 1) Relentlessly promote Hebron; 2) Encourage infill development; 3) Encourage mixed-use including higher density housing in Hebron Center; 4) Encourage community events along Main Street; and, 5) Aggressively market the Community. At the same time, an **Incentive Housing**



Zone (IHZ) study was conducted to see how mixed-use development can bring new vitality to the General Business District. As part of the IHZ study, new comprehensive **Design Guidelines** document has been developed to guide the appearance of all new commercial, mixed use and higher density residential development in a way that will ensure compatibility to Hebron's existing character. All these efforts have yielded conclusions consistent with the results of the "**Main Street Charette**," a planning session conducted by the University of Connecticut that helped Hebron residents to "vision" the future of Hebron's Main Street.

The Charrette process, conducted in 2011, was seminal to acknowledging the need for both the Market Study and the

**AN OPPORTUNITY TO TALK ABOUT
AND RE-DESIGN
HEBRON'S Main Street**

You're invited to participate in a design
Charrette process sponsored by the
UCONN School of Landscape Architecture and the
Town's Economic Development Commission

Charrette Process & Goals:

- Help Create a Vision Plan for Main Street's Future
- Working in small groups to gather residents' and business owners' input
- Interactive idea gathering / discussion process
- Begin working on design solutions for the future

**Main Street
Charrette**

**March 16th—7:00 to 9:00 pm
Hebron's Douglas Library
22 Main Street**

Second Session: March 30th; Third Session: April 14th

For more information, call: Bonnie Therrien, Hebron Town Manager
At 860-228-5971, x 120

IHZ Study since it was the first Main Street Master Planning process that had been conducted for Hebron Center. The basic findings, which were the basic building blocks for the Market Study and IHZ follow-up studies, can be summarized as follows:

- **Main Street Hebron Vision Plan
(a summary from: Hebron Main Street Charrette):**
 - Create an area for community gatherings
 - Increase economic viability through addition of commercial opportunity:
 - Increase housing along Main Street
 - Medium density infill development in commercial areas
 - Preserve and enhance the historic district
 - Create connections and improve walkability
 - Improve overall aesthetic appeal
 - Redevelopment of older commercial sites should include:
 - Parking in the rear
 - Public and Community space for events
 - Infill along Main Street
 - Infill opportunity at current firehouse site
 - Development criteria for all new commercial development:
 - Street trees
 - Buildings close to street
 - Create public gathering spaces
 - Parking away from Main Street and shared by multiple tenants
 - Allow infill of commercial buildings along Main Street
 - Sidewalks:
 - Make connections along Main Street
 - Increase pedestrian walkability
 - Consolidate Parking lots:
 - reduce curb cuts
 - parking moves off Main Street
 - Main Street Tree Canopy



- Green Space Connections throughout Main Street area and beyond
- Traffic Calming along RT 66:
 - Street trees
 - Medians in Rt 66

Purpose Statement - Hebron's Main Street:

To provide an economically healthy, active, diverse, attractive and safe central business area that serves the shopping and service needs of the entire community.

Action Steps:

1. Continue to guide future development in the General Business District in a manner that will best serve the residents and businesses of Hebron.
2. Apply the adopted Design Guidelines, prepared as part of the Incentive Housing Zone Study, which will guide the architectural appearance of all new development in the General Business zoning district.
3. Where changes of use, building expansions or site changes occur on current non-conforming business sites, require building and site improvements that will bring them more into compliance with Town regulations.
4. Require parking be placed to the rear of buildings in future development, and adopt "build-to line" zoning regulations along Main Street.
5. Continue to enforce, and where necessary improve, signage and lighting requirements to avoid unsightly or excessive signs or excessive "light pollution."
6. Encourage safe pedestrian access within and between commercial sites.
7. Encourage interconnections between parking lots and a sharing of parking spaces by adjoining uses.

8. Reduce curb cuts to a minimum.
9. Require appropriate and attractive landscaping of commercial sites.
10. Consider the adoption of new IHZ Zoning Regulations as well as a Mixed Use Overlay Zone for the General Business District that will encourage mixed-use development, build-to lines and a more vibrant Main Street.
11. Plan and seek funding for a sidewalk / bikeway connection between the Town Center and the Air Line Trail.
12. Seek grants and other funding sources to implements the Jeremy River Trail, a connection between the Town's business center and Burnt Hill Park.
13. Use the findings of the 2013 Market Study for Hebron Center and market the Town's business districts for new compatible businesses and services.
14. Work with the CT Department of Transportation to design and implement well-planned traffic calming improvements within the CT RT 66 right-of-way so that traffic speeds are more compatible with the Town's Main Street.
15. Work with the CT Department of Transportation to continue to install crosswalks and pedestrian walk buttons to encourage pedestrian activity along Main Street.

Improvement Plans:

Beyond the Hebron Green lies the rest of Main Street – which serves as Hebron's central shopping district. It is located just east of the Hebron Green Historic District. For years the focus has been on the role this segment of road plays as CT Route 66, a State highway whose main purpose if to move traffic. Not surprisingly, the development along this segment of road began to resemble a typical suburban strip commercial district.



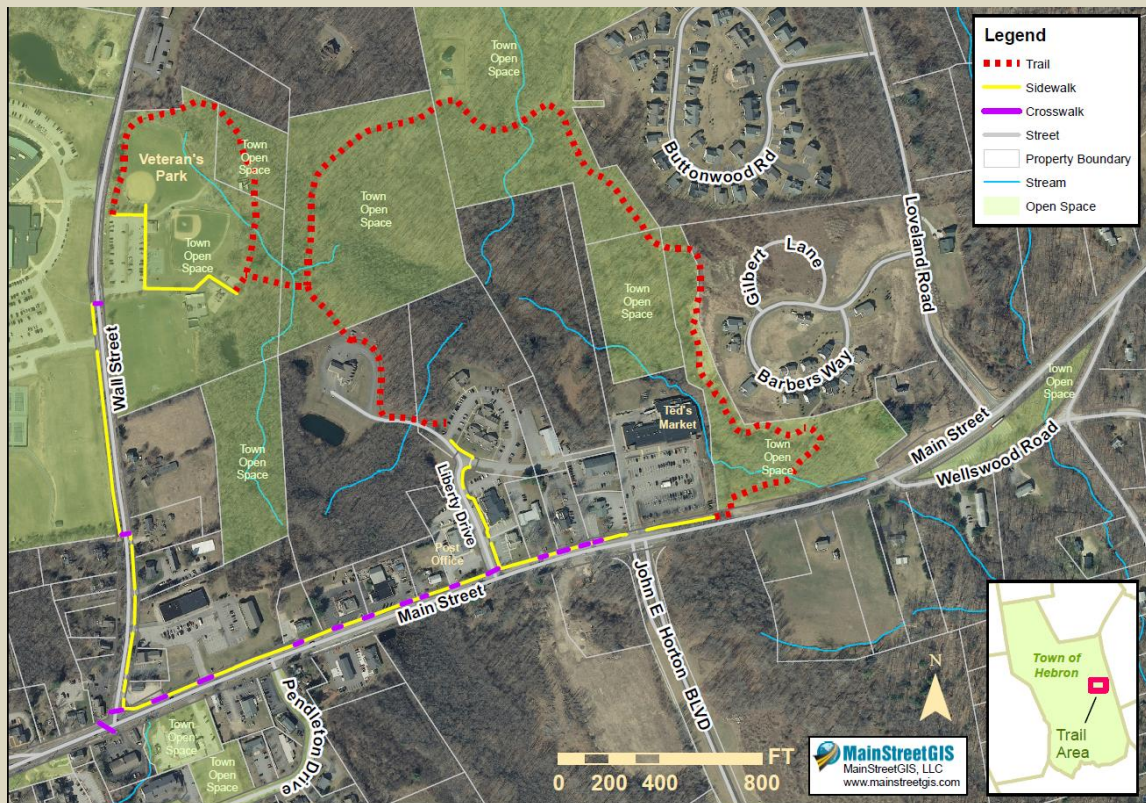
Hebron's recent Plans of Conservation and Development have refocused its role as our Main Street and have sought to restore a Main Street character to this area.

Improvement Plans – Sidewalks and Trails:

The most significant public space improvement that can be done to transform Main Street is to add sidewalks, pedestrian connections, cross-walks and pedestrian crossings wherever possible. Main Street has been too long an auto-oriented street.



Recent improvements over the past 15 years has seen progress on this effort with sidewalks being constructed on segments of Main Street and Wall Street as it extends north to the RHAM Regional Middle and High Schools. This Hebron Center Plan promotes the continuation of this sidewalk system along all commercial and mixed use frontages of Main Street and Pendleton Drive, further north along Wall Street to connect close-by neighborhood to Main Street and south on Church Street.



In addition, as shown on the map above, pedestrian connections should extend to nearby trails as was done with the Hebron Center Trail that is located in Town-owned open space which wraps around Hebron Center.

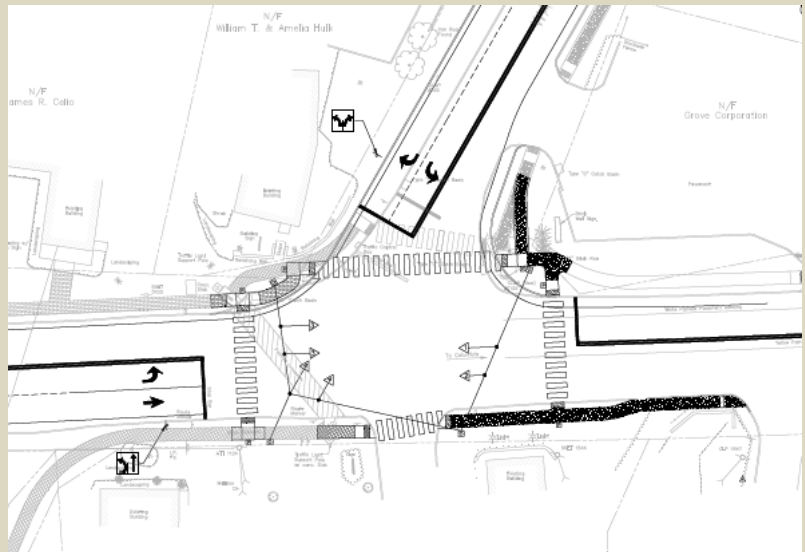


The above plan shows another important planned pedestrian connection in Hebron Center, just south of Main Street. This connection is a planned pedestrian bridge, from the expanded Douglas Library parking lot, and a pedestrian path extending east from the bridge to the new Pendleton Drive public / private parking lot. This improvement has been discussed with local businesses that are in strong support of this improvement. This would link a

number of active and key destination spots in Hebron Center including the Douglas Library, Hebron Green uses, walkway connection through the Company #1 Fire Station parcel back to Main Street, the new Pendleton Drive parking lot and the AHM Youth Services Bureau on the south side of Pendleton Drive. These are all uses that generate significant pedestrian traffic and the long planned pedestrian improvement shown on the above plan will provide a safe pedestrian route in Hebron Center.

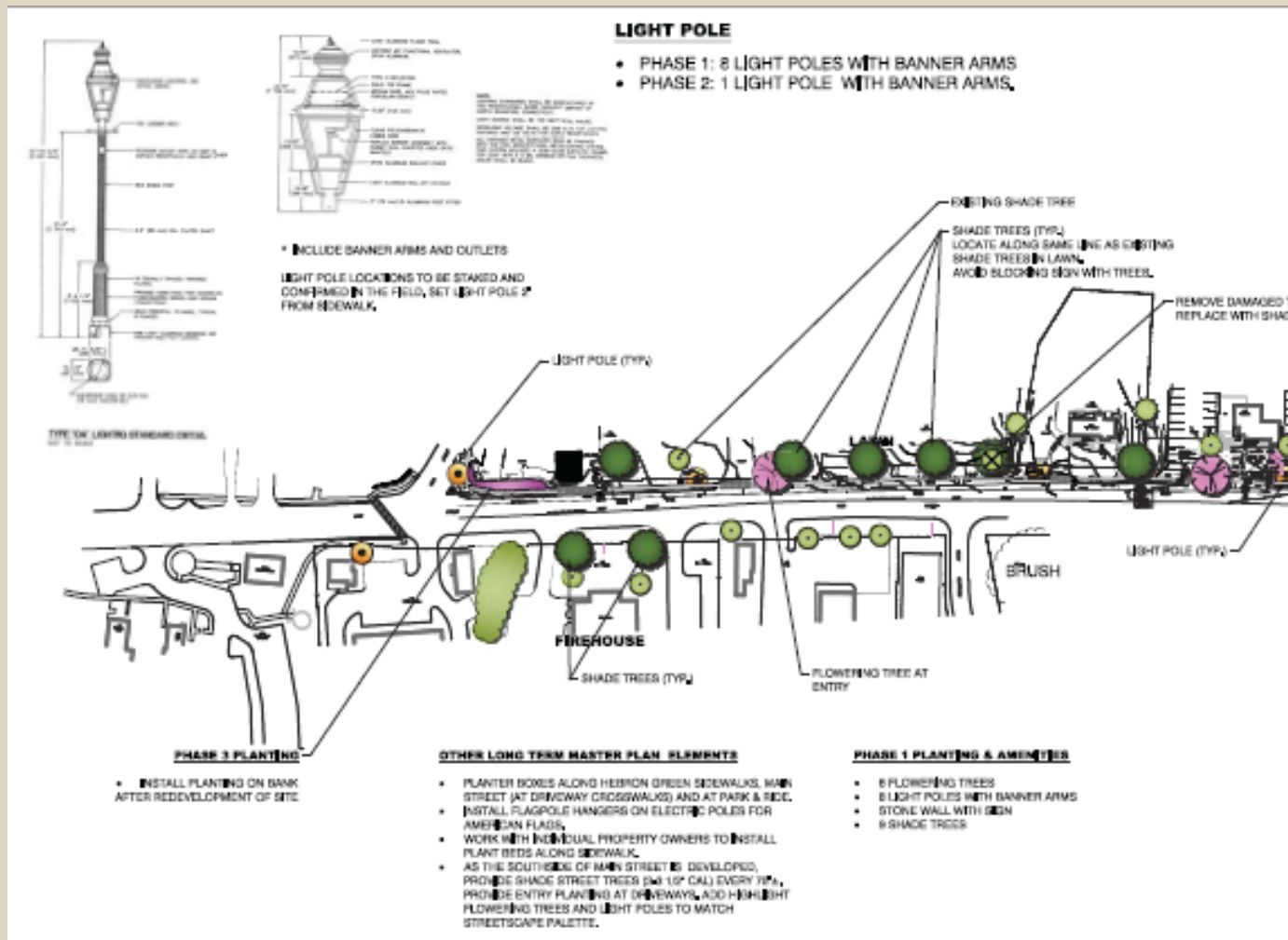
Finally, the Main Street Wall Street intersection is a critical intersection in Hebron Center which contains little pedestrian accommodations and exhibits an awkward intersection design for cars as well as pedestrians.

Main Street / Wall Street Intersection



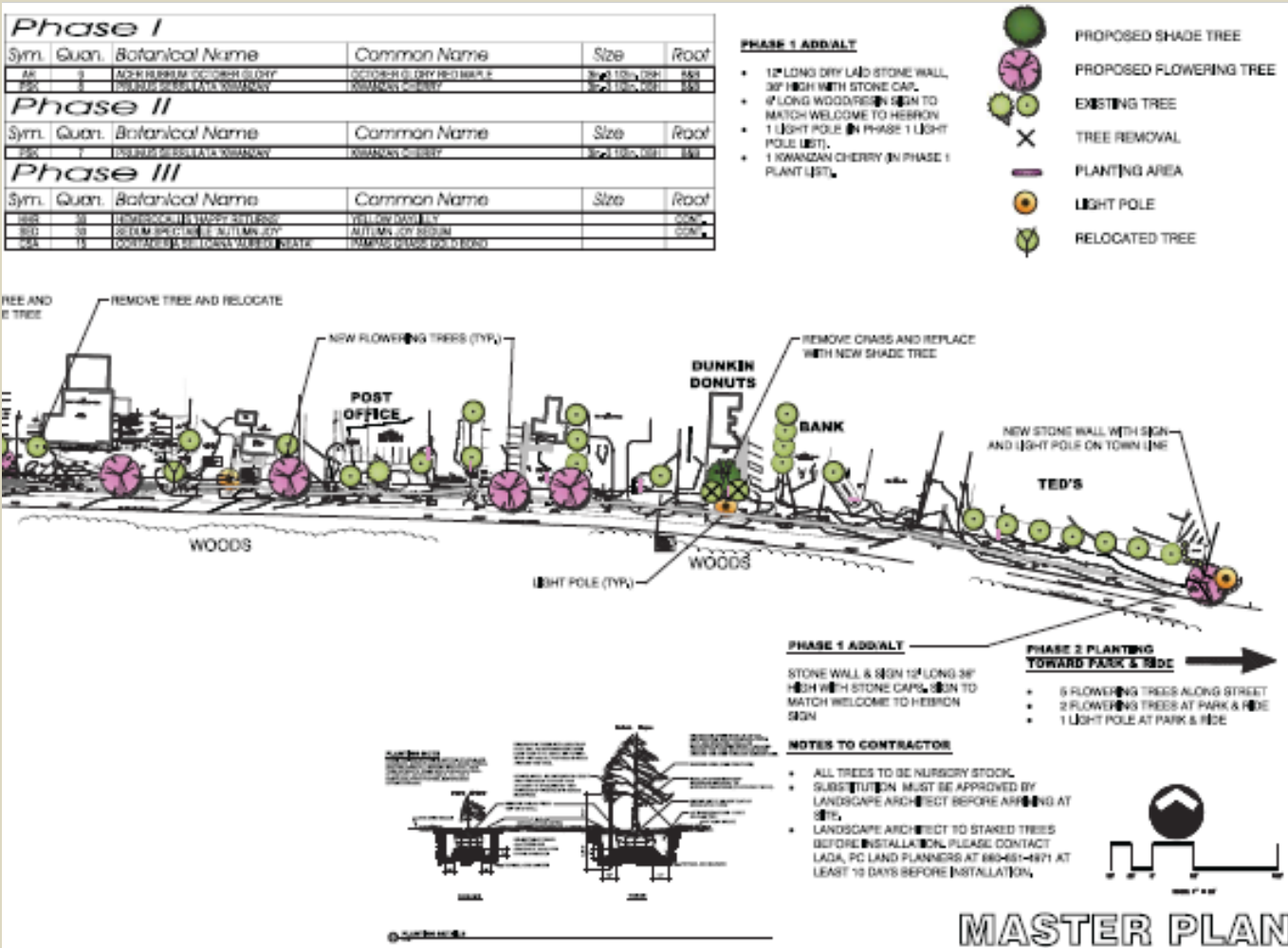
Although this is an intersection of two State routes, the Town of Hebron has had its Town Engineer design a much needed improvement plan. This plan would better accommodate vehicles as well as pedestrians. Due in large part to its location just south of a regional middle school and high school, this intersection experiences a high volume of both vehicular traffic as well as pedestrian activity. In fact sidewalks installed by the Town of Hebron on Main Street and Wall Street lead right to this intersection that has crosswalks on only 2 of the 4 intersection legs and has pedestrian push-buttons on only one leg. The present layout and design discourages pedestrian use. The above design would place crosswalks on all legs of the intersection and the redesign of the traffic signals would include pedestrian push buttons on all intersection legs and a full pedestrian phase.

Improvement Plans - Streetscape Landscaping/Lighting:



The above Master Plan for Main Street landscaping shows a key component to re-establishing Main Street as a pedestrian friendly environment that is an inviting and safe place to walk, shop and linger. The key components of this plan is to add street trees where appropriate, either as requirements when developers propose projects along Main Street, or as publically funded improvements on developed sections of the street. In addition, understory trees

are important to add color to the street as are the planting of annuals and a variety of other landscape materials in appropriate locations.



In addition to landscaping, other elements are equally significant such as lighting, benches and gateway signage. Colonial lighting along Main Street is a key character element particularly with seasonal banners affixed. Periodic placement of Gateway signage is key to defining the arrival into Hebron Center. And, placement of benches is very important to seniors who would want to take the opportunity to walk along Main Street and benches would provide a welcome spot to enjoy the frozen yogurt or snack purchased from Main Street businesses.

Improvement Plans – Façade Improvement Program:

Hebron's Main Street contains some older buildings that date back a number of decades that have a need of being updated not only in terms of aesthetic appeal but also in terms of ADA compliance issues pertaining to the building entries as well as to pedestrian safety issues around the building. Hebron has begun a successful Façade Improvement Program funded by several sources including Small Town Economic Assistance Program (STEAP) grants. The program has already assisted several buildings in Hebron Center and this effort should continue.

Gina Marie's Restaurant- Main Street



The façade Improvement Program has the ability to not only beautify the Main Street environment, and to directly assist many of Hebron's small businesses, but also will help to build value into Hebron's older commercial areas. The Market Study of Hebron Center reminded the Town that Hebron has much retail spending potential. It also stated that residents will shop in areas that have aesthetic appeal and interest – a destination shopping experience. All the improvements discussed and planned so far in the Hebron Center Plan, not the least being the Façade Improvement Program, support that concept.

Ace Hardware on Main Street



Recognition

Hebron's efforts regarding Main Street improvements seen over the past 15 years, as well as its long-term vision for Main Street, are a source of pride for the community and its residents. These efforts have not gone unrecognized by many locally, at the State of Connecticut level who have funded a number of these efforts, and most recently by the National American Planning Association (APA). The APA invited the Town to make a presentation on these efforts at the recent 2016 National Conference of the American Planning Association held in Phoenix, AZ.



HEBRON'S NEW VILLAGE GREEN DISTRICT

The Village Green District is the name given to the new mixed-use business expansion area within the Hebron Town Center. This District was first conceived in the 2004 Plan of Conservation and Development and since then several significant steps have been taken to establish the District. The area includes the property currently owned by the Horton Brothers LLC (130 acres) and Six F's Associates (6 acres). The Village Green District is bordered on the North by Route 66, on the West by Route 85 and on the south by Kinney Road. The total acreage is approximately 136 acres, and the entire site is within the Town's Sewer Service District and is also served by public water from the CT Water Company.



This area had been identified for a number of years as a potential business expansion area to provide additional locations to expand the Town's commercial tax base and provide employment opportunities and services to serve Hebron's growing population. After a review of several alternative sites around Town, it was determined that this is the preferred site.

The Village Green site has a pattern of open fields and some very distinctive stonewalls and tree lines. The slopes are generally moderate and wetland soils comprise less than one-third of the total area. A narrow area of wetlands is located in the middle of the site extending from Route 66 to Kinney Road and a second wetland system is located on the western portion of the site, parallel to Route 85. A unique set of zoning regulations and Master Plan was created for this site which works with these natural resource and cultural features to incorporate them into the concept that is a well-planned, mixed-use new village center containing a variety of retail, office, industrial, commercial, residential, recreational and perhaps municipal uses. The planning for this district seeks to follow the pattern of a traditional New England village rather than a suburban

sprawl development. This vision includes pedestrian access, shared parking lots behind buildings, quality architecture, and a compatible mixture of uses, all centered on a new village green.

From an economic development viewpoint, this 136-acre district represents a location for long term economic development growth in the Town of Hebron. The mixed-use nature of the District would bring a higher density population to this part of Hebron Center. It will provide an area for new businesses to locate and, existing businesses to grow, enhancing the local commercial tax base. The Hebron Center Market Study, completed in 2013, notes the importance of the Town having this available property for larger commercial sites and for planned developments.

Purpose Statement - The Village Green District:

Continue to support and implement the Village Green concept to provide for a mix of land uses in an integrated, tasteful environment which is aesthetically pleasing and attractive to the town residents as a pleasant area to shop, eat, transact business, recreate, and, for some, to reside. This will be guided by the approved Master Concept Plan and newly created Village Green district regulations with an emphasis on broadening the tax base, promoting job creation, and allowing the delivery of desirable goods and services to the town.

Action Steps:

1. Development within the Village Green District should be consistent with the Goal and Objectives of this Plan and the Village Green district regulations which envision a mixed-use zone with elements of commercial, retail, office, professional, residential, cultural, educational, recreational, and light industrial uses. Industrial condominiums and industrial incubator space should be encouraged.
2. As provided for in the Village Green district regulations and the approved Master Concept Plan, residential uses should be integrated with the commercial /retail uses, as had historically occurred around the Hebron Green, which includes shop owners, and other living quarters above, and nearby, the businesses.
3. Development should be land/soil/topography based, with consideration given to preserving natural features. Streams and wetlands should serve as buffer areas, and provide opportunity for passive recreation such as walking paths and trails.

4. Buffer areas along the boundary of the Village Green District shall be provided to establish a transition to adjacent established residential areas; this can be provided by the use of open space, residential uses and/or retention of existing vegetation within these buffer areas.

5. Visual coherency is important. Development should be mixed, but also “integrated.” Design standards, as contained in the approved Master Concept Plan and the Town’s Design Guidelines, should be enforced by a “design development – site review” process, through the Planning and Zoning Commission, which encourages businesses that are interested in the longer-term welfare of the town.

6. As set forth in the Village Green district regulations, the development should be “human scale:”

Building heights should be no higher than 3 stories. Many buildings should be built at the street line.

Adequate parking should be provided behind buildings with landscaping and trees, within easy walking distance to a variety of features.

Perimeter walkways should be provided around the zone that ties into the Hebron Green walks and other walkways within Hebron Center.

Integrated sidewalks and trails should be constructed to facilitate walking from Hebron Elementary School and Stonecroft senior housing to the Library or to the central business district.

A focal point for the new business center should be a new Town Green, which can establish an identity to the area and serve as a new community-gathering place.

7. A bikeway / pedestrian connection should be planned and implemented between the Village Green District / Hebron Center area to the Church Street Park and Air Line Trail to the south.

8. Take measures to ensure that an adequate, sustainable supply of water is available for this district and that new water supply locations, if established within the district as shown in the Master Concept Plan, are adequately protected with open space or other protective buffers.

