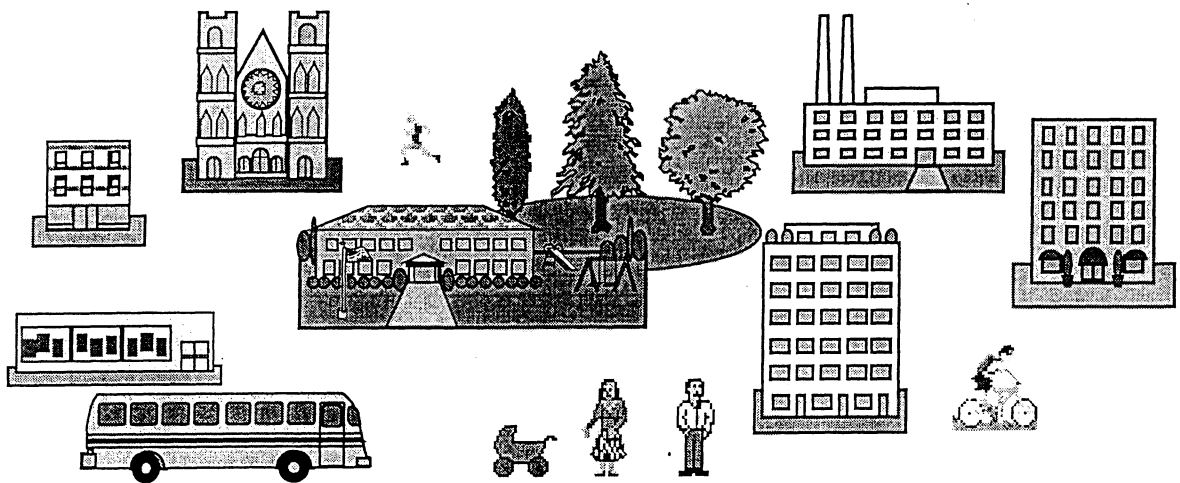


Approved July 8, 1998

PARKVILLE NEIGHBORHOOD REVITALIZATION PLAN

Parkville
Hartford, Connecticut
A Great Neighborhood
to
Live, Work and Play



Compiled by the
Parkville Revitalization Association
Carl Guerriere, Editor

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EDITOR'S NOTE

About Our Plan

The Parkville Strategic Plan is being completed in part to fulfill the requirements for the neighborhood revitalization zone (NRZ) process. The Neighborhood Revitalization Zone Strategic Plan Guidelines states,

Under the legislation, the strategic plan developed by the NRZ Planning Committee and approved by the municipality is the primary vehicle for benefits. Through the planning process, the neighborhood works together to determine its priorities and to develop plans of action for revitalization.

The main benefits of this program are related to bringing all stakeholders together to plan a neighborhood that works for all of them, by-passing "red tape" that might impede attempts to revitalize the neighborhood, and establishing a more flexible and creative government response to the needs of communities. It is important to note that the legislation does not provide for any additional money for cities that have NRZs.

The strategic plan serves as a vision and action plan for improving the quality of life in our neighborhood and city. We understand that for meaningful development to occur in our neighborhood, we need to have a comprehensive plan. We also know that the plan cannot be created in isolation. Therefore, the strategic plan has been carefully designed to align with other initiatives on the local and state levels. These initiatives include the City Plan, Hartford at Work and Hartford 2000. Within the areas of economic development, housing, public safety, recreation, education, and beautification, priorities have been identified and an action plan has been developed. In addition, priority projects have been identified where those topics overlap.

We also acknowledge that for the plan to be valid it must include input from many facets of our community. Many members of the community contributed to the creation of this document. The extensive involvement of the community will be an attribute to the validity of this neighborhood strategic plan. Input was solicited at various community meetings. Drafts were disseminated for more community input. Next, a public forum was held on Wednesday, September 24 to discuss the plan. Comments were considered at the next Parkville Revitalization Association meeting held on Wednesday, October 8. A copy was sent to the State Office of Policy and Management (OPM) for review and finally it was submitted to the City Council for approval by city ordinance. Once approved, the Parkville Revitalization Association is charged with monitoring the plan's progress.

Parkville Neighborhood Revitalization Plan

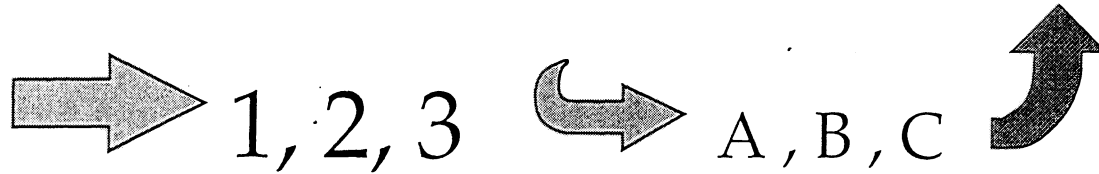
We feel that the collaborative efforts used to develop the plan will also help the neighborhood achieve an equally important component--its implementation. We believe the many individuals and organizations involved in our neighborhood will ensure the plan's implementation. It is envisioned that the Parkville Revitalization Association, with representation from the many neighborhood groups, will continue to facilitate Parkville's revitalization efforts.

We would like to especially thank the following people and organizations for their contributions to date:

City of Hartford; Linda Bayer and Gerry Maine
McCabe Enterprises, Kathy McCabe
Department of Economic and Community Development, Debbie Russo
Parkville Community Association
Parkville Comprehensive Community Partnership
Parkville Revitalization Association
Parkville Seniors
RAW, Will K. Wilkins

Carl Guerriere
Secretary
Parkville Revitalization Association
July 1998

How This Strategic Plan is Structured



Bringing many different people from varying backgrounds together to develop a strategic plan is not an easy task. For this reason it is important to describe how this Strategic Plan is structured so that it will be more easily understood. Terms also need to be clarified so that we all are using the same language. During this process we will learn together and hopefully be more effective in reaching our goals.

The Strategic Plan is divided into four major parts. Part 1 includes introductory, historic and demographic information. It lays the foundation by providing general background information about the neighborhood.

Part 2, Parkville's Priority Projects describes several strategic projects that involve a multi- subject or discipline approach, such as a neighborhood development project that involves economic development, housing and beautification.

Part 3 is comprised of six different subject areas or disciplines. They are Economic Development, Public Safety, Housing, Recreation, Beautification and Education. This part provides a more specific analysis of the neighborhood and outlines future actions. It is the largest part of the strategic plan.

Each subject area section in Part 3 starts with Part A that includes neighborhood strengths or **Assets**, then **Information** that qualifies those strengths. Next there is a listing of the **Opportunities**, potential positive situations based on the assets found in the neighborhood. This is followed by Part B that includes **Challenges**, existing concerns facing the neighborhood. This section is also followed by an **Information** section and the **Negative Consequences** that may occur if no action is taken.

Part C is the **Action Plan**. It includes **Goals, Objectives, Strategies** and **Action Steps**. **Activities** describe what specific action will be done as part of the strategy. This is followed by the **Expected Results**. **Responsibility** identifies the responsible party(ies), followed by **Date Due** and **Possible Barriers**. An outline of this section is shown below.

The fourth and final part of the strategic plan is the **Appendix**. Here you will find maps, graphs, lists, etc. that support the previous parts of the plan.

Outline for Each Section in Part 3

A. Neighborhood Assets	strengths of the neighborhood
Information	data that qualifies those strengths
Opportunities	potential positive situations based on the assets found in the neighborhood
B. Challenges	existing concerns identified for the neighborhood
Information	data that qualifies those concerns
Negative Consequences	adverse results if no action is taken
C. Action Plan	plan for neighborhood improvement
Goals	general vision
Objectives	measurable, desired result
Strategies	activities to reach objective
Action Steps	chart or outline of activity plan
Activity	name of action or program
Expected Results	what should happen
Responsibility	who will coordinate activities
Date Due	when activity will be completed
Expected Barriers	situations that could impede progress

Important Terms

*If We are Going to Create a Vision Together,
it Helps if We are All Using Similar Terms.*

Mission or Vision Statement and Goals (your destination)

A mission or vision statement is a broad, pictorial, encompassing, often poetic description of where the organization is headed.

A goal is a more specific statement of the ultimate purpose of the organization's planning and effort. Its accomplishments usually stretch well into the future, sometimes five to 10 years. Some people believe the goals are not achievable; they should be the ideal to aim for.

Objective (the signposts)

An objective is a specific, measurable, outcome-oriented description of the desired results of the collaboration's effort. Objectives usually have a specific time by which they must be accomplished. Some are short term (one or two years); some are longer range (three years or more). Objectives mark your progress over time toward accomplishment of your goal.

Strategy (the paths)

A strategy is a set of activities or programs combined in a particular way to move you toward your desired objective. A single strategy may support more than one objective. Some objectives need more than one strategy.

Implementation or Action Plan (the directions)

Describing a strategy is not enough. A detailed set of directions is necessary for implementation. Think of an implementation plan as directions outlining major activities, who is responsible, expected timeframes, and completion date.

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Part 1

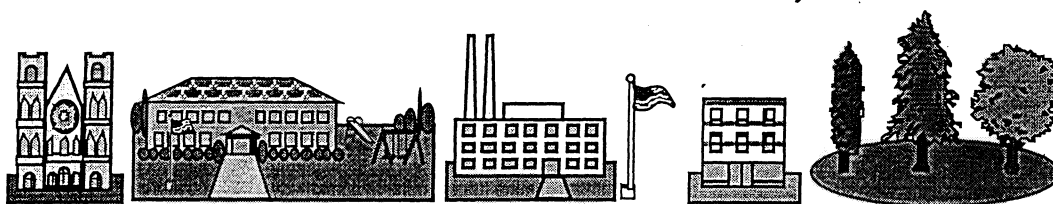
Visions for Parkville

Introduction

Parkville at a Glance

VISIONS FOR PARKVILLE

A Great Place to Live, Work and Play



Perhaps the most important resource of any neighborhood is its residents. Parkville is a diverse community. We want to highlight and develop that asset. We want to be known as a neighborhood that respects and celebrates its diversity in all its forms. We envision a community of friendly neighbors, healthy families and citizens who are able to support themselves with good jobs. We want our seniors to be as active as our youth.

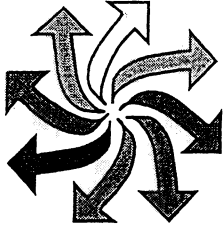
This vision will come about by people and organizations working together. Cooperatively we will strive for a clean neighborhood with beautiful trees and flowers in public areas. There will be well-kept properties, clean sidewalks and no graffiti. There will be good lighting and of course, little or no crime. Most of Parkville's residents will own their own homes. Landlords and tenants will respect each other's rights and property.

Our neighborhood businesses and organizations will be thriving because they are supported by residents and people from around the city and beyond. They will provide a wide range of services and employment opportunities for residents. Parkville will once again be known for its business ingenuity. We will have ample parking, although more residents will walk to places around the neighborhood. There will be good public transportation with easy access to highways.

Parkville Community School will develop as a vital community center providing a variety of services to the neighborhood with active community involvement. It will excel in its primary purpose--preparing all our children to be successful citizens. And through a variety of educational and recreational programs, the community school will emphasize lifelong learning and citizenship.

City government will actively work with our residents, community organizations, businesses and churches to enhance services such as the library, parks, recreation, day care, and the senior center. All programs and activities, both public and private, will stress self reliance and individual responsibility in numerous ways in order to develop the capacity of individuals and groups. In this way, by being good neighbors we will have a good neighborhood.

Editor's Note: This vision was formulated by residents and concerned individuals who attended a meeting held in December, 1996.



INTRODUCTION

Building on Strengths

Parkville has many strengths or assets to draw upon to build a more vital neighborhood. Historically Parkville has been a place to implement progressive and creative thinking. Since the beginning of the 20th century, this neighborhood has represented the latest in industrial innovation in its manufacture of such items as tires, bicycles, pay telephones, bricks and typewriters.

As we enter the 21st century we will continue to build on that strength and become a model for urban revitalization of a post-industrial neighborhood. Recent renovations of the neighborhood's historic, industrial buildings for a variety of uses including employment and entertainment attest to the fact that we are a neighborhood on the move.

Parkville has also been a neighborhood of varying ethnicities. Today, we are even more diverse. And we view that as a strength. We can boast of a diverse resident population from such far away places as the Caribbean, Africa, Asia and Europe. Our appreciation for diversity is reflected in our elementary school that proudly displays flags from around the world and a student population that comes from approximately 20 different countries. In addition, the neighborhood is home to numerous ethnic restaurants, as well as cultural food and craft supply stores.

The neighborhood also has a healthy mix of small businesses, industry, offices, residences and neighborhood amenities including supermarkets, banks, a library branch, day care center, senior center and a post office. There is a concentration of creative industries, particularly in the Arbor Street buildings, including architects, artists, advertising agencies, etc. We even have a movie theater in an art center complex!

Background

For most of its recent history, Parkville has been an ethnically mixed, working class neighborhood of the city of Hartford. This triangular-shaped neighborhood is located on the western side of the city between the northern and southern neighborhoods. It is bordered by West Hartford on the west, Capitol Avenue on the north and Laurel Street, Pope Park and the Behind the Rocks neighborhood on the eastern and southern sides. It should be noted that the Parkville Revitalization Zone is slightly different than the neighborhood

boundaries. The Revitalization Zone includes the north part of Capitol Avenue from Prospect Street to Forest Street and both sides of Sisson to West Boulevard, and extends its southern and eastern borders to the highway.

Parkville covers an area of approximately 330 acres or 2.9 percent of the total land area of the City. Of the 17 established neighborhoods, Parkville ranks 15th in size, making it one of the smallest neighborhoods in the city. Approximately 6,000 people live here.

Parkville took its name from the fact that it lay at the junction of the north and south branches of the Park River not because it has a lot of park land. On the contrary, Parkville has the least land dedicated for parks of all the city neighborhoods.

Before 1870, Parkville was open fields and farms. Due largely to Hartford's post Civil War Industrial expansion, the demand for building materials was on the up-swing. By 1890 all of Parkville was developed with streets and residential areas. At the turn of the century Parkville, like other Hartford neighborhoods, was a manufacturing center. The housing development activity continued until 1917 and forms the present residential housing stock in the area.

The post World War II era and the construction of Interstate 84 caused the industrial base of Parkville to evaporate as the larger industrial companies moved out of the Parkville area and the city. At this time more established middle class families began to move to the suburbs. They were replaced by new immigrants and people moving from other parts of the city.

By the mid 1960's the Portuguese community had made Parkville its home. Many of its Portuguese residents worked in the nearby factories. Portuguese small businesses have been established mostly along Park Street.

Recently this community has been leaving the neighborhood and is being replaced by Caribbean and American Blacks as well as more Latinos (mostly Puerto Rican), and Asians (Vietnamese and Cambodian). The latter two groups are opening small businesses. At the same time, the number of renters is increasing and the neighborhood is losing more homeowners to the suburbs.

Parkville Today

Presently, Parkville maintains fairly sound housing stock, primarily one, two and three family houses, and multi-ethnic retail corridors along Park Street, New Park Avenue, and to a lesser degree on Sisson and Capitol Avenues. There are still several industrial properties, some vacant, some occupied, most located around Bartholomew and New Park Avenues.

Approximately 40% of Parkville's land is used for residential purposes and 30% is used for business and industrial purposes reflecting its past as an industrial neighborhood built along railroad tracks that run through the neighborhood's southern side.

The diversified asset base of the Parkville neighborhood - as profiled in its

people, enterprises, structures, history, location, and natural environment - is substantial. The community-based revitalization of the Parkville neighborhood will occur during a process in which these assets become recognized, organized, and protected, growing the Parkville neighborhood capacity from the inside out.

Parkville's major retail corridors - Park Street and New Park Avenue, the "United Nations of Hartford" - offer a lively mix of uses, boasting some ninety businesses owned and operated by people of numerous ethnic backgrounds. Additional retail, service enterprises, and light manufacturing (including furniture, upholstery, machine and engine parts, plastics, and swim wear) round out Parkville's estimated 215 businesses.

A new Super Stop & Shop recently opened on New Park Avenue, reversing 28 years of supermarket flight from the city of Hartford. There is potential for a multi-plex cinema on 13 acres of land where Heublein has recently closed its plant. A few blocks away in West Hartford, a Home Depot, B J's Buying Club and a large furniture showroom have recently opened. These projects should have an immediate impact on the area.

Real Art Ways (RAW), a nationally-recognized arts organization located in a historically significant industrial property on Arbor Street, has recently expanded by building a movie theater, more gallery space, a concert and performance theater, and a cafe. RAW has attracted city, state and national funding for its capital development and programming and is drawing film, music and art audiences from throughout the region to Parkville. Future plans call for an outdoor concert space and other physical and programmatic enhancements.

Pope Park lies adjacent to the eastern edge of Parkville. It was donated to the City by Colonel Albert A. Pope, whose Pope Manufacturing Company enterprises built bicycles, motorcycles, and automobiles for worldwide markets one hundred years ago in Parkville's Industrial Corridor.

The housing stock in Parkville is generally sound, but deteriorating buildings are becoming more frequent. There are currently approximately at least 15 vacant multi-unit buildings.

The area has shown creative reuse of industrial buildings with multi-use buildings on Arbor Street, offices on New Park, and new businesses including a brew pub and restaurant on Bartholomew Avenue.

Other recent activities in the neighborhood include the formation of the Parkville Business Association (which has secured funding and hired a merchant coordinator), the Parkville Problem Solving Committee (which has funding and staff support from a Comprehensive Communities Program grant), and the recently established Parkville Revitalization Association. These groups, along with City officials, and other community organizations including the more established Parkville Senior Center and Parkville Community Association have been working together to address community challenges, develop cooperative strategies to revitalize the Parkville neighborhood. Another strength of the neighborhood, the willingness of its residents and businesses to work together, will certainly bode well for the future vitality of the neighborhood.

Parkville at a Glance 1990 Census Figures*

	Parkville**	Hartford	Connecticut
Residents	6,119	138,392	3,287,116
Ethnicity			
White	44%	31	87
Hispanic	44%	31	6
Black	11%	36	8
Other	5%	2	5
Median Age	31.3	28.6	
Number of Households	2,372	51,587	1,237,000 (1995)
Families	1456	31,515	
% Female Head	34%	46%	
% w/child	22%	32%	
Education level (% of persons 25+ years)			
High School Grad.	52	59	79
Bachelor's Degree	11	14	27
Median Household Income	\$20,444	\$22,140	\$41,721
Living under the Poverty Level	21%	26%	
% Linguistically isolated	22%	14%	
Employment			
Unemployment Rate	7.84%	10.73%	5.6% (1994)

* These figures are out of date and only give a general indication of the categories listed below.

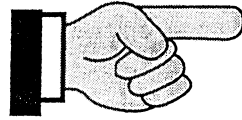
** Information based on neighborhood boundaries, not revitalization zone boundaries

Part 2

Parkville's Priority Projects

1. City Department/Private Agency Collaboration
2. Parkville Gateway Project
3. Parkville Industrial Corridor Project
4. Retail Area Enhancements
5. Heublein Site
6. Capitol Avenue Improvements
7. Orange/Arbor Street Improvements
8. Housing Improvements
9. Parkville Tour
10. Determining Uses for Vacant Buildings and Properties

Parkville's Priority Projects



#1

Complex, Multifaceted Problems Require Multifaceted Solutions

This neighborhood strategic plan is divided into six major areas. They are economic development, public safety, housing, education, recreation, and beautification. It is recognized that, in order to improve the neighborhood, a multifaceted approach is needed. For example, an abandoned, blighted building is not only a housing issue, but a public safety and beautification issue too. It is for that reason this section was created.

Cooperation is Key

An essential project for the enhancement of the Parkville neighborhood is one that will capitalize on the existing assets, specifically the various civic organizations. Parkville has been fortunate because it has many dedicated individuals working in various organizations. There also has been cooperation among those organizations to get the job done. For example, the Parkville Business Association, the Parkville Seniors, and the City of Hartford, among others, joined together to clean and secure a blighted building in our neighborhood.

The complex problems facing the neighborhood are going to require even more cooperation among all the groups. Limited time and resources also require that individuals and groups work more strategically. For this reason, it is suggested the existing groups form a community group collaborative to discuss how they are going to work together in a more efficient manner.

The neighborhood will only survive if there is greater and meaningful participation by more residents. Therefore this collaborative must look at ways to encourage greater neighborhood participation. A Parkville Newsletter, organized by several groups, to inform residents about important information is one suggestion. A sign publicizing community events, perhaps in front of Parkville Community School is another.

This project has the potential to significantly impact all other actions in the

neighborhood and city in general because it would result in systemic changes in how the city and neighborhoods work together to improve the city. It is for that reason it is priority number one for the neighborhood.

It should also be noted that many of the complex problems confronting the Parkville neighborhood require solutions that are beyond its control. Many of the issues in economic development, public safety, housing, recreation, beautification and education will require systemic changes in departments for the whole city, not just for Parkville. For decades, public policy on state and federal levels has left urban areas at a disadvantage. Government policies in areas such as housing, education, transportation and economic development must change if cities are to thrive. What can Parkville residents and business people do to change this situation? First and foremost, we must concentrate on solutions that are within our control. We must, in a sense, clean up our own house before we can plan to influence others. This plan embodies that spirit. Second, we must strategically work with other neighborhood groups, community organizations and city officials to assure that urban areas such as Hartford get their fair share.

1. City Department/Private Agency Collaboration

Building capacity of departments/agencies and residents
Community Participation Enhancements

Formation of Community Group Collaborative to include:

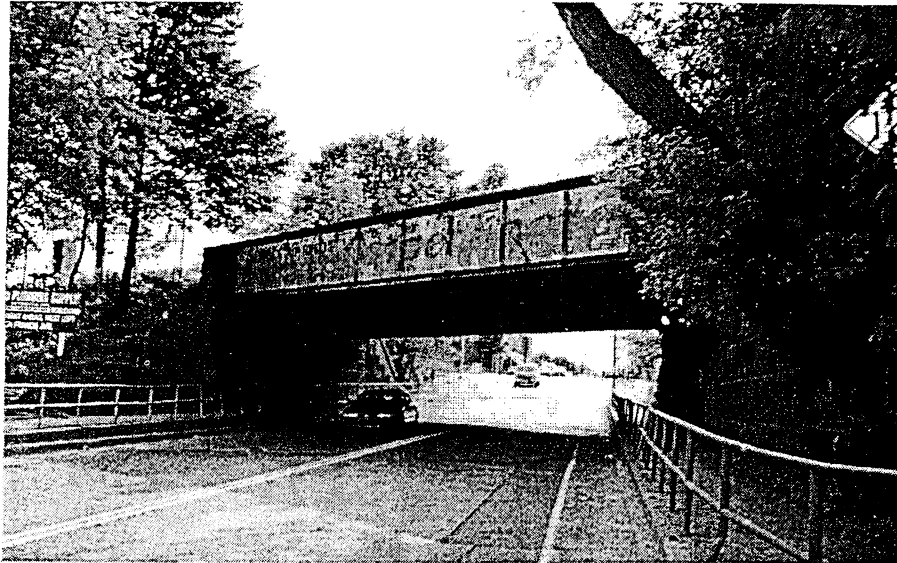
Comprehensive Community Partnership
Parkville Revitalization Association
Parkville Senior Center
Parkville Community Organization
Parkville Community School Governance Team
Parkville Business Association

Suggested Collaborative Projects

- Institute a Parkville Newsletter
- Install a Parkville Community Activity Sign (sign at Parkville Community School to publicize neighborhood events and meetings)

Suggested Strategies

- Work with existing neighborhood organizations and the City's Comprehensive Communities Partnership (CCP) program
- Investigate the possibility of the City earmarking funds (CDBG ?) for each neighborhood to hire a resident to coordinate neighborhood projects as part of the CCP process.



2. Parkville Gateway Project

Entrances are strategic areas of a neighborhood. They can indicate what is to be found in a neighborhood. Unfortunately, most of Parkville's entrances are marred by neglect. With a concerted effort by a few neighborhood groups, these situations could be turned around and become neighborhood assets. Signs could be placed over the train trestles on Park and Capitol Avenues that welcome people to Parkville and advertise area businesses as RAW has done with its banners. The sidewalks and land under the highway overpasses can be cleaned and landscaped. Perhaps wildflowers and trees could be planted there. The three three-family houses on Prospect near Capitol need to be spruced up. The vacant apartment building on Sisson should be demolished and the property landscaped as an attractive open space. The vacant gas station on Prospect and Park needs a new commercial use.

Beautification of Entrances to Neighborhood

Park Street at Train Trestle	Hamilton Street
Park Street at Prospect Avenue	Sisson Avenue
Capitol Avenue at Train Trestle	Capitol Avenue and Prospect Avenue

Suggested Strategies

- Clean up
- New Signage
- Landscaping

Possible Participating Organizations

Parkville Business Association	Amtrak
Parkville Revitalization Association	City Public Works Department
Parkville Community School	State Department of Transportation



3. Parkville Industrial Corridor Project

The neighborhood's industrial corridor needs a strategic plan to revitalize the area. Several positive new developments need to be nurtured so that the area continues to develop. Presently there are a variety of businesses in the historic industrial buildings (office space, various kinds of manufacturing, a restaurant and micro brewery). There is no comprehensive plan.

The Parkville Revitalization Association has been successful in obtaining three grants to be used for a preliminary economic development study. Part of the revitalization strategy needs to include identification of resources. Programs offered by the State, particularly from the Department of Economic and Community Development and the Department of Environmental Protection need to be identified.

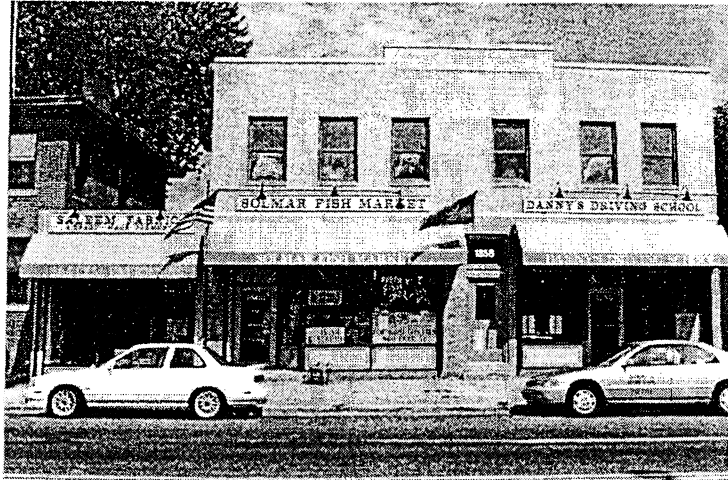
Parkville Industrial Corridor Project

Bartholomew Avenue
Hamilton Street
Park Street
Francis Avenue

Olive Street
Rose Street
Belmont Street

Suggested Strategies

Economic Development Study
Identification of best site use
Building demolition
Building renovation
Streetscape improvements
Build on base of industries presently here including creative and aerospace industries
Identification of resources to implement Plan



4. Retail Area Enhancements

Parkville enjoys a fairly vibrant retail area. Park Street commercial spaces are mostly filled and have received a recent facelift. New Park Avenue and Sisson still maintain successful business. However, Capitol Avenue has suffered from general deterioration affecting businesses and residential areas. It is a separate priority project. Business owners still complain about a shortage of parking despite many parking lots in the area. Litter and blighted buildings need to be addressed more strategically.

Parkville's new Business Association and business manager have been addressing issues. A comprehensive plan needs to be developed.

Improved Retail Corridors

- Park Street
- Sisson Avenue
- New Park Avenue
- Capitol Avenue

Suggested Strategies

- Continuation of Facade improvements
- Parking enhancements (identification of parking and new signs)
- Streetscape improvements (lighting & trash receptacles)
- Small Business Loan Program

5. Heublein Site



Studies done for Heublein indicate that retail would be the best use of the 12 acre property. New development has been recommended and the buildings have been removed. Several ideas have been suggested.

Parkville groups have supported zone changes from Industrial to Business to allow for retail, restaurants and other types of accessories.

Presently, there are plans for a 16 screen multi-plex cinema with an IMAX (large screen) theater. Theaters will be state-of-art with stadium-style seating. The IMAX theater will draw moviegoers from throughout the region and beyond. The total cost of the project is approximately \$20,000,000. This proposal is moving through the City's regulatory process concerning sit review, design, height, traffic considerations, parking, etc.

Other recent developments on New Park Avenue, a Super Stop and Shop in Hartford and a BJ's Wholesale Store, Home Depot and furniture showroom in West Hartford, are transforming an aging industrial/comercial are into a thriving retail area.

Proximity to West Hartford and access to the highway should be seen as assets.

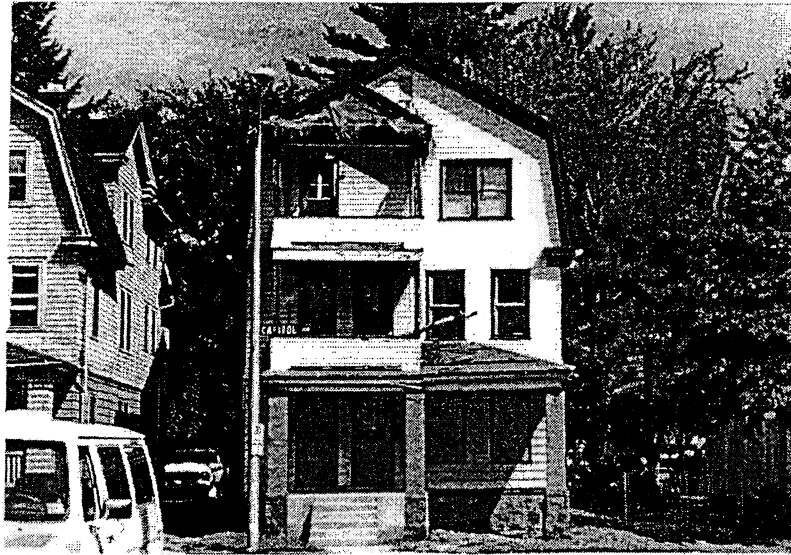
Suggested Strategies

Parkville neighborhood groups has met with developers to share ideas on how to make this proposal beneficial to Parkville. Proposals that need to monitored are:

- Hiring of local people for construction and theater jobs
- A "gateway" sign on New Park Avenue to welcome people to Parkville
- Additional landscaping and pedestrian friendly environment along New Park Ave.
- Promotional displays of Parkville businesses, particularly restaurants
- Displays on Parkville's history highlighting its industrial heritage
- Bicycle racks for employees and movie goers

Work with the State Department of Transportation to assure changes to I-84 will benefit New Park Avenue development.

Work with City Departments and developers to promote area.



6. Capitol Avenue

This area has declined considerably in the last few years. This is unfortunate because the street is a major thoroughfare through Parkville and the city. A large apartment complex is vacant. Other residential buildings need to be renovated or demolished. Several businesses may be out of compliance with zoning and other City ordinances. Coordinated assistance from City departments is essential.

Capitol Avenue Improvement Strategies

- Renovate housing for home ownership

- Assure zoning compliance

- Identify use of vacant and blighted properties

- Work with other neighborhood groups (West End and Frog Hollow North) and the city to revitalize the street

- Identify Capitol Avenue as "Industrial Avenue" much like 6th Avenue in New York City is know as the Avenue of the Americas. This could be done with signs.



7. Orange/Arbor Streets

This area, like others in the neighborhood and the city, has seen some positive developments, but they will be lost unless some strategic action is taken to stabilize the area. Renovations and enhancements to Day Playground and the Real Art Ways complex have been significant. Unfortunately, deteriorating housing and increased crime in the area will affect the success of these projects and the viability of the businesses located in the Arbor Street buildings as well as lead to further housing decline.

Real Art Ways has completed Phase I enhancements. Phase II enhancements include renovations and new construction that will include a theater, cinema, cafe space and exhibition space. The 30 and 56 Arbor Street buildings also house other creative businesses and studio space. The area continue to attract new businesses and residents if it were marketed as an 'Arts Cluster' or 'Creative Industries' area. Artists and others could be introduced to Parkville's affordable housing. The completed Real Art Ways can servie as an anchor for creative industries and for introducing people to Parkville.

Orange/Arbor Street Improvement Strategies

- Renovation and home ownership

- Streetscape enhancements

- More programming at Day Playground

- Completion of Phase II of Real Art Ways Center

- Marketing Arbor Street buildings; identification of the area as an Arts Cluster or Creative Industries area to spur related development



8. Housing Patterns

The neighborhood has experienced changes in housing patterns. The neighborhood's already fragile level of home ownership is decreasing. It is unclear if home owners have moved out to the suburbs and have become absentee landlords or if new owners live in their buildings. Research needs to be done. Information from the city has been difficult to obtain.

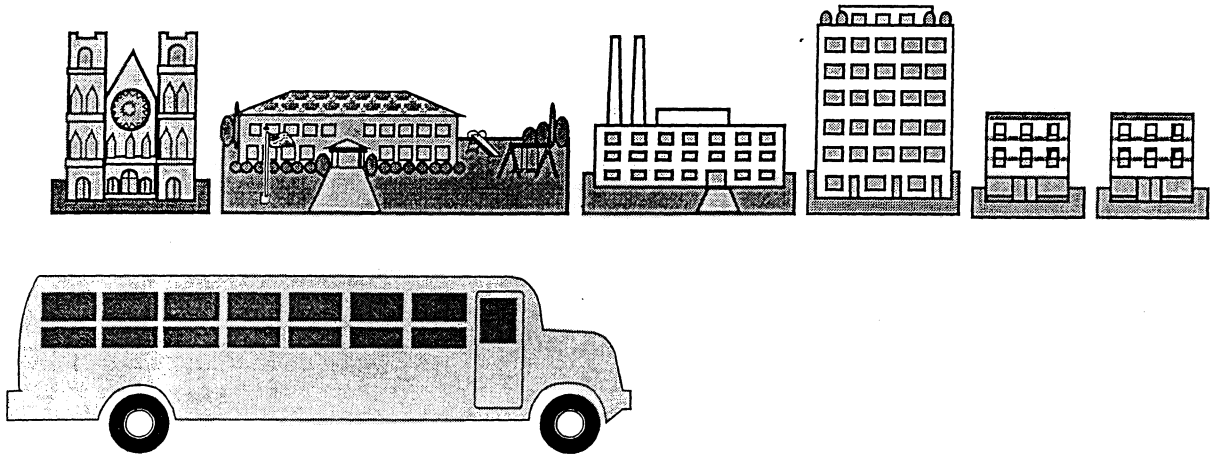
Regardless of the result of the research, home ownership must increase if the neighborhood is going to stabilize. Housing programs need to be identified and publicized. A neighborhood housing fair could be part of a comprehensive marketing strategy. Specific key areas need to be targeted.

Home ownership Program

Target buildings for renovation and home ownership program.

Strategies

- Work with banks and housing agencies to market the neighborhood and home ownership programs
- Develop comprehensive housing stabilization strategy



9. Tour of Parkville

(The Squeaky Wheel Gets the Grease)

Some Parkville residents believe that the neighborhood has not received the attention it deserves particularly from City officials. There is a perception that moneys for city programs often don't make it to Parkville. Police patrols historically have been pulled from the neighborhood. Perhaps this occurs because the Parkville doesn't have a resident council member or because it is ethnically mixed; no council member sees neighborhood residents as their constituency. To address that situation, it is suggested that Parkville have a tour of the neighborhood, particularly for City and State politicians, to inform them of the assets and challenges encountered in the neighborhood. Ideally, that strategy will enhance communication among public officials, residents and business people as well as direct resources to the neighborhood.

Tour of Parkville

Parkville's civic groups sponsor a tour for city and state officials and other groups (non-profits, businesses, foundations, etc.)

Objectives

- Increase awareness about the assets and challenges in the neighborhood
- Gain support from public officials to improve the neighborhood



10. Determining Uses for Vacant Buildings and Properties

Uses for vacant buildings, whether residential or commercial need to be identified as part of comprehensive plans. The general goals are to:

- eliminate blight
- increase home ownership
- provide other amenities (parking, community gardens, open space)

Most empty buildings have already been identified and suggestions for their use are listed below. A general strategy would be to rehab vacant 1 to 3 unit buildings that are in decent shape. The City's home ownership incentive programs could be used to get a first time home owner to occupy one of the units. Where 1 to 3 family houses are too expensive to rehab, the strategy is to demolish them and build 1 to 2 family houses for first time home owners. In two cases where lots are very small, the strategy is to deed property to adjacent neighbors.

Some vacant six family apartments are recommended for demolition and will be replaced by single or two-family houses (except where a community garden or parking is more appropriate). Many of these apartment buildings are in the middle of blocks of 1-3 family houses. There is presently no demand for them and they are too expensive to rehabilitate at present.

PRA has been working with the city to determine plans for problem properties in the neighborhood. \$500,000 from Urban Act Funds have been earmarked to demolish blighted buildings. Other problem properties have been identified that could lead to demolitions or buildings secured for later use (moth balled). A systemic and more comprehensive approach needs to be developed.

Priority Project Timeline

Priority Project	Start date	Completion date
1. City Department/ Private Agency Collaboration	May '98	ongoing
2. Parkville Gateway Project	Nov. '97	Nov. '98
3. Parkville Industrial Corridor Project	Oct. '97	Oct. 2000
4. Retail Area Enhancements	May '98	ongoing
5. Heublein Site	Nov. '97	Nov. 2000
6. Capitol Avenue Improvements	Oct. '97	Oct. 2000
7. Orange/Arbor Street Improvements	June '98	Nov. '99
8. Housing Improvements	June '98	ongoing
9. Parkville Tour	May '98	yearly
10. Determining Uses for Vacant Buildings/ Properties	Oct. '97	December '98

PART 3

Neighborhood Issues

Economic Development

Public Safety

Housing

Recreation

Beautification

Education

PART 3

Neighborhood Issues

Economic Development

Public Safety

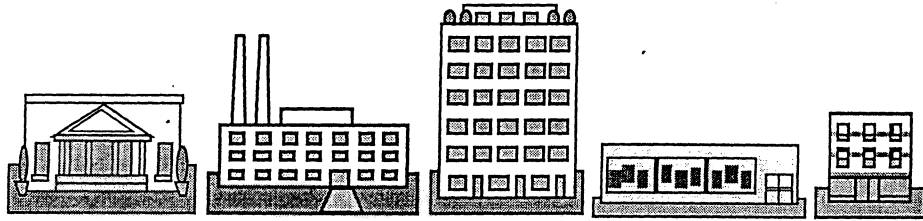
Housing

Recreation

Beautification

Education

ECONOMIC DEVELOPMENT



A. NEIGHBORHOOD ASSETS

- strategic business location
 - a. Good access to transportation, i.e. nearby and accessible interstate highways, bus, airport, railroad
 - b. Good access to region's business supplies and services (wholesale products, manufacturing etc.)
 - c. large market area (population density approximately 40,000 in 1 mile radius)
- industrial corridor Bartholomew/Pope Park Highway at lower-than-market cost
- history of cooperation among economic development groups (e.g., Parkville Business Association with Spanish American Merchant Association and Park Road Businesses in West Hartford.
- significant retail corridors on Park Street and New Park Avenue
- ethnic diversity in the neighborhood, i.e. diverse customer base and small businesses including restaurants, bakeries and cultural craft stores.
- Barridon Corporation's recent redevelopment and expansion
- new Trout Brook Brew Pub and other new businesses to Bartholomew Ave.
- State offices moved to Hamilton Street area
- creative use of industrial buildings
- former Heublein complex has potential for multi-screen cinema complex and/or retail development
- expansion of Real Art Ways (art center complex)
- Arbor Street Building house many 'creative industries'
- adjacent to other retail centers including some that are expanding (new business development including a Home Depot, B. J.'s Wholesale Store and a furniture showroom on New Park Avenue, West Hartford)
- potential development (both housing and economic) of adjacent Charter Oak public housing area
- interest by several organizations to investigate the construction of a velodrome and/or bicycle related industry in the neighborhood

Information

Location

The neighborhood is ten minutes from downtown Hartford, has major bus routes and has easy access to rail, highway and airports. (see maps)

Retail Districts

The neighborhood has several retail areas to serve the residents and other customers. They are concentrated primarily on the following streets: Park Street, New Park Avenue, Prospect Avenue, Sisson Avenue, and Capitol Avenue.

(See Appendix for a list of neighborhood businesses.)

Income

1990 Census

	Parkville	Hartford	Connecticut
Median Household Income	\$20,444	22,140	41,721

Employment

Unemployment Rate

	7.84%	10.73%	5.6% (1994)
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Industrial Buildings/Business Centers

There are at least three areas in Parkville where post industrial period buildings continue to be used to house various businesses. Most of the buildings in the areas are utilized, some have vacancies.

- **Bartholomew Avenue Buildings**
 - Light manufacturing, offices and retail
- **Arbor Street Buildings**
 - Light manufacturing, offices, and studio space
- **New Park Avenue Buildings**
 - Offices

Opportunities

Reuse of industrial buildings/Enhanced Development

The Industrial Corridor (Bartholomew Avenue; Pope Park Highway #4, and Hamilton Street) Presently a mixed-use area (offices, manufacturing, retail and restaurant/brewery. Some empty buildings.

Arbor Street Buildings

Mostly occupied. Another group of mixed-use buildings. Houses Real Art Ways art complex including galleries, movie theater and performance space in addition to various offices, studios and some light manufacturing.

New Park Avenue former Heublein site

Buildings have been demolished. Over 12 acres of land. Study concluded that retail would be best use of buildings and property. Multiplex cinemas are likely for the site.

Enhancements of Retail Corridors

Park Street is the 'main street' of Parkville. It has a wide mix of businesses including restaurants, bakeries, various ethnic supermarkets, a bank, offices and other retail business. It intersects with New Park Avenue and Sisson Avenue. Prospect Avenue and Capitol Avenue are other retail areas that still are active.

B. CHALLENGES

- Taxation that harms economic development. The present system is not equitable. The city has shifted the burden to businesses to appease homeowners. The city has too much non-taxable property that is not adequately reimbursed by the state through the PILOT program. Reevaluation will occur in the year 2000. It will be a challenge to make equitable tax formula.
- Perception that it is more expensive to do business in Hartford. Taxation is one area, but it also includes insurance and other business aspects.
- Perception of safety and security problems, e.g. theft from businesses, danger to employees, danger to customers, visible crime, e.g. drug dealing.
- Environmental problems on land, particularly the vacant industrial sites.
- Industrial areas have several vacant buildings and are in need of streetscape amenities to make them more functional and appealing.
- Adjacent development could take away local customers.
- Residents need more education to obtain jobs with livable wages.

Information

Tax structure:

- The present system of city and state taxes is complex. There are no easy solutions.
- The last reevaluation shifted the tax emphasis from the homeowner to businesses.
- The last reevaluation occurred when real estate values were high. In most cases assessments do not reflect current real estate prices, thereby putting further burden on businesses.
- For three consecutive years, the city has been able to cut the mill rate, consequently taxes

Crime Statistics

- There was a 25.8% drop in crime* in 1996 compared with 1995.
- There was an increase of "quality of life crimes" in 1996 compared with 1995.
- Perception persists among small business owners that customers or potential customers feel the area is not safe.

Education

- Only 52% of residents 25 years old and older have a high school diploma.

* see Public Safety section for more information

Negative Consequences

- If the perception that it is more expensive to do business in Hartford persists, potential businesses will continue to choose suburban locations.
- Both real crime and the perception that crime is rampant affect the economy by keeping customers away from retail stores and preventing businesses from locating in the area.
- Environmental problems which either prevent the use of land or make such use economically infeasible prevent new economic growth and/or replacement of businesses which close or move from the neighborhood.

C. ACTION PLAN

Parkville's Goals and Objectives

Goal One: Parkville's businesses, retail and industrial areas will be prosperous.

Goal Two: Parkville Industrial Corridor will be a model for effective use of a post-industrial manufacturing area.

Goal Three: Parkville's retail districts will be known as a thriving, ethnically-diverse shopping area that serves the neighborhood, city and surrounding suburbs.

Objective One: Three years from now, our neighborhood will see a significant improvement in the following indicators of economic stability

- A. The Industrial Corridor will reduce its vacancy rate. Uses for the buildings will be identified and they will be occupied by appropriate businesses.
- B. The Industrial Corridor will increase the number of jobs.
- C. The retail areas will reduce their vacancy rate.
- D. Use of the retail districts by neighborhood residents, city residents and suburbanites will increase.
- E. Employment of neighborhood residents will increase.

Note: The Economic Development Study will provide information so that more measurable objectives can be defined for the above objectives.

Parkville's Strategies

1. Create a Parkville Economic Development Committee

The committee will include members of the Parkville Business Community, Parkville Revitalization Association, City of Hartford and the State Department of Economic and Community Development. This group will oversee the strategic plan and report back to the Parkville Revitalization Association so information can be shared with the larger community.

2. Conduct a variety of Economic Studies

The studies will be completed to assess the economic needs of the neighborhood including

- an economic development study of the Industrial Corridor
- a study of the needs of the retail areas
- a study of the workforce needs of neighborhood employers
- a study of the workforce skills of neighborhood residents

3. Develop marketing plan for the neighborhood (including businesses) to attract residents from the neighborhood, city and suburban communities.

4. Work with appropriate groups to identify and catalog all incentive programs (loans, tax reductions, etc.) available to businesses by local, state and federal government agencies and disseminate information to all businesses.

Parkville Neighborhood Revitalization Plan

5. With other appropriate neighborhoods, monitor plan to widen Interstate highway 84 and investigate alternatives including mass transit.

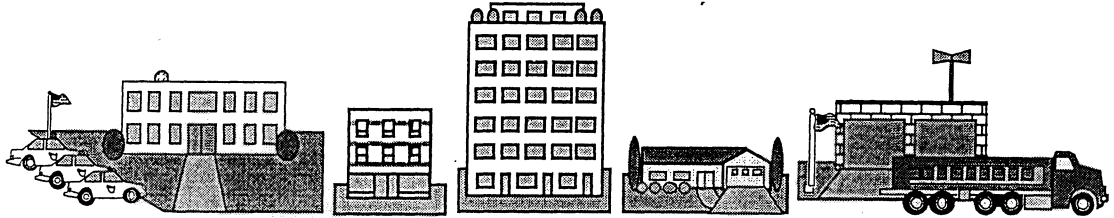
6. Improve image of area with improved signage and landscaping. (see Gateway Priority Project)

Parkville Neighborhood Revitalization Plan

ACTION STEPS

Activity	Expected Results	Responsibility	Date Due	Potential Barriers
1. A subgroup of the PRA will approach other neighborhood groups to form the Economic Development Committee	Parkville Economic Development Committee	PRA president	2 months after approval of plan	Will have to make special efforts to avoid turf issues.
2. Conduct studies	Obtain important information to assist with strategic plan	Parkville Business Assoc., then chair of Economic Comm.	Timeline established 2 months after approval of plan. All studies done in one year	Money for studies
3. Together develop marketing plan for neighborhood	Marketing Plan	Parkville Revitalization Assoc.	6 mos. after approval of plan	Inability to motivate stakeholders, lack of money
4. Catalog incentive programs and distribute to all businesses	Printed document, use of incentives	Economic Comm.	by end of year	Lack of cooperation
5. Implement economic development plan	More businesses & jobs for residents	PRA/PBA	start by 6/98 ongoing	Lack of cooperation
6. Form employment group	increased neighborhood employment	PBA & others	start by 6/98	Economic forces Lack of cooperation
7. Work with other neighborhoods and city	I-84 not widened, make alternative mass transit	PRA	ongoing	Lack of cooperation from State & other groups

PUBLIC SAFETY



A. NEIGHBORHOOD ASSETS

- Crime is decreasing
- Parkville has three blockwatch groups
- Parkville is perceived as a lower crime area when compared to other Hartford neighborhoods

Information

- Total crime dropped 25.8 % over last year.
- Of all 17 neighborhoods, Parkville ranked 6th in total crimes.
- Most of those were "crimes against property." For example, in burglary, larceny and auto theft Parkville ranked 5th. These figures are even more significant knowing that Parkville has half the population of other neighborhoods that have more crime (except for Downtown which has more people as a result of the workforce).
- Parkville ranked 11th in "crimes against persons," for example, rape, murder, robbery.
- Parkville's Police Staffing
 - 1st shift 2 patrol cars, 1 beat officer
 - 2nd shift 1 patrol car
 - 3rd shift 1 patrol car, 1 beat officer

Opportunities

- Given the collaborative atmosphere among civic groups, it should be easier to come together to solve problems.
- The neighborhood has enjoyed positive working relationships with its Community Service Officers, and hopefully will continue to do so.

B. CHALLENGES

- The perception is that home ownership is decreasing in the neighborhood and with that change, a fear of more crime.

- Decline in property upkeep in highly visible areas such as Capitol and Sisson Avenues feeds into the perception that these are 'bad' neighborhoods and there is more crime than there actually is.

Information

- Parkville ranked 5th in "crimes against property," for example, burglary, larceny and auto theft. These figures are even more significant knowing that Parkville has half the population compared with the other neighborhoods that have more crime (except for Downtown which has more people when including the workforce).

Negative Consequences

- Fear of crime, whether actual or perceived, will impede development efforts for the neighborhood and more homeowners and businesses will leave the area.
- Crime will increase

C. ACTION PLAN

Parkville's Goals and Objectives

Goal One: Parkville will be a safe neighborhood with high quality of life achieved through the active participation of its residents and cooperation of city departments.

Objective One: In one year there will be improved quality of life in the neighborhood as measured by the following indicators:

- there will be a reduction of all crime by at least 25% percent
- there will be a reduction of quality of life crimes by at least 30% percent
- there will be an increase in neighborhood participation in neighborhood groups including blockwatches

Parkville's Strategies

1. Establish a Parkville Public Safety Committee

A subcommittee of the Problem Solving committee will be formed to deal with public safety issues. This group will work closely with the Community Service Officer (CSO).

2. Work with other civic groups to Increase Police Visibility/Presence

Lack of police visibility and presence in the neighborhood and other community policing issues have been a major concern for neighborhood business and residents for several years. Attempts at working with the Police Department have produced sporadic results. Concerned citizens must work with other neighborhood groups to

address this issue that affects not only Parkville, but the whole city to achieve the systemic changes in city departments that are required to bring about meaningful improvements.

3. Increase the number of blockwatch groups and interaction among them. There are presently three blockwatch groups with varying degrees of resident participation. Meetings aimed at sharing concerns and strategies among neighborhood groups have the potential to rejuvenate interest and increase efficiency as well as foster a greater sense of community. These groups would work the CSO to increase the number of blockwatches.

4. Initiate a public education campaign

Prevention is key to addressing many of the public safety concerns. The subcommittee will work with the CSO, officials, businesses and the children of Parkville Community School and their parents to develop and implement a public safety campaign. Expanding to involve other community representatives is essential if the campaign is going to be effective.

5. Create a new system for keeping records of crimes

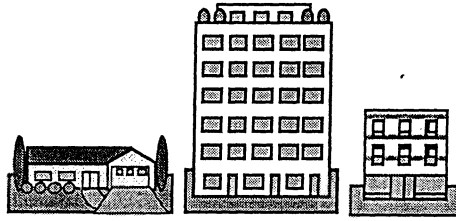
Statistics can be helpful and deceiving. Reporting crime in a more objective way at the problem solving committee meetings would help the community get an accurate picture of public safety realities in the neighborhood. Statistics would also assist the neighborhood in measuring progress.

Parkville Neighborhood Revitalization Plan

ACTION STEPS

Activity	Expected Results	Responsibility	Date Due	Expected Barriers
1. At the CCP meeting the idea of a Public Safety Committee will be presented	Parkville Public Safety Committee	CCP president	One month after approval of plan	Not enough volunteers
2. Work with other neighborhood groups	City-wide department changes	Parkville Public Safety Committee and other interested groups	Sept. 98	Lack of cooperation
3. Increase Blockwatch groups	More Block watch groups important information to assist with strategic plan	Parkville Public Safety Committee, CCP, and CSO	Sept. 98	Difficulty to motivate some residents and coordination
4. Initiate a public education campaign	A program that involves many residents and city depts.	Parkville Public Safety Committee	Oct. 98	Difficulty to motivate some residents
5. Create system of record keeping	Reporting system	Parkville Public Safety Committee, CSO	Sept. 98	Difficulty to motivate some residents

HOUSING



A. NEIGHBORHOOD ASSETS

- much of the housing is in relatively decent shape
- few vacant or very blighted buildings
- location- the neighborhood provides many amenities within walking distance including a supermarket and movie theater; 10 minutes from downtown
- some owner-occupied homes
- some historically significant buildings

Information

- 2,437 housing units in Parkville
- 50% were built prior to 1940, 11% in the 40's, 15% in the 50's, and 17% in the 60's
- most of the housing is 1-3 family buildings
- 19.7% are owner occupied compared to 23.6 % city wide. (1990 census figures-- current figures are probably lower)
- 34% of land is in residential use

Opportunities

- Convenience of neighborhood could entice others to purchase a home here
- With the enhancements at Real Art Ways complex and renewed interest in the industrial corridor, perhaps some empty industrial buildings could be developed for housing and art studio space.

B. CHALLENGES

- More home owners are moving out of their housing, but retaining ownership, thereby increasing the challenges associated with absentee landlords
- Building a relationship with absentee landlords so they are more responsible
- Getting City departments to work together in a proactive manner to address housing issues that will ultimately lead to increased investment and home ownership in the city.

Information

(See Appendix for a list of residential buildings and recommended future use.)

Efforts have been made to get information about housing sales from City assessor's office, but information is incomplete. More time is needed to get information.)

Negative Consequences

- More deterioration of buildings
- More blighted areas
- Increase in crime
- More home owners and businesses move out of neighborhood
- Decrease in property values

C. ACTION PLAN

Parkville's Goals and Objectives

GOAL One: The neighborhood will have decent, safe and desirable housing to accommodate the diverse needs of its residents.

Objective One: Increase home ownership to 35% in three years

Objective Two: Eliminate (through reuse or demolition) all blighted buildings in 3 years.

Objective Three: Within one year, the neighborhood will have formulated a comprehensive housing program.

Objective Four: In three months, all assistance programs for homeowners, potential homeowners and investors and tenants will be catalogued.

Objective Five: In three months, a list of properties will be identified for demolition, renovation including historic preservation, or another use.

Objective Six: In one year, the Hartford County Bar Association will have assisted with at least 10 different property title searches.

Objective Seven: In one year, the Housing Committee will have developed a housing plan with the Hartford Housing Authority for public housing in the neighborhood.

Objective Eight: In one year, by working with other civic groups, the city government will develop a public education campaign about city services including the responsibilities of city departments and residents.

Parkville's Strategies

1. Establish an ad hoc housing subcommittee of the Parkville Problem Solving

Committee to include residents, businesses and public officials

2. Enlist the support of the Hartford County Bar Association to help us with legal matters, such as title searches.
3. Develop a Marketing Program for the neighborhood that will include a Housing Fair
The Marketing Program will be developed by an ad hoc housing committee. The members will include representatives from the neighborhood, city departments, and non-profit community organizations. A primary objective will be to catalog all assistance programs. The Marketing Program will feature an annual Housing Fair to publicize the neighborhood and the various programs to assist homeowners, potential homeowners and investors as well as tenants.
4. Organize neighborhood residents and businesses around identified blighted areas.
5. Improve scattered site public housing and relationships with Section 8 tenants in the area with cooperation from city departments.
6. Work with City departments to create and implement a process to provide new owners with information about the neighborhood and civic groups.
7. Work with city officials to improve the relationship with Licenses & Inspection department.
8. Create a system to regularly check boarded up buildings within the neighborhood to insure they stay secured.
9. Coordinate with historic preservation organizations to identify properties that are historically significant and develop and implement a plan to preserve them.
10. The Parkville Revitalization Association must be empowered with the right to use waivers or eminent domain on those projects where other alternatives are not feasible for economic reasons. The PRA wants the right to petition for these procedures on an as-needed basis.

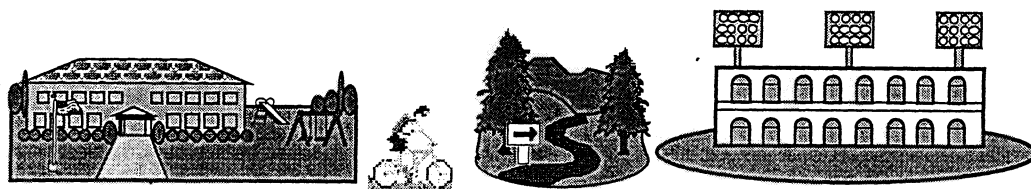
Parkville Neighborhood Revitalization Plan

ACTION STEPS

Activity	Expected Results	Responsibility	Date Due	Expected Barriers
1. Form ad hoc Housing group	Parkville Housing Committee	PRA president	2 months after approval of Plan	Will have to make special efforts to avoid turf issues.
2. Enlist support from Hartford County Bar Assoc.	Legal support for title searches	Housing Comm.	2 months after approval of Plan	Difficulty in motivating people
3. Marketing Program for Housing	Increased home ownership, better landlord-tenant relations, improved image	Housing Comm.	6 months after approval of Plan	Difficulty in motivating people
4. Organize around specific housing issues	Increased resident participation & collaboration, sound solutions	Housing Comm.	3 months after approval of Plan	Difficulty in motivating people
5. Work with City & Hartford Housing Authority	Improved living conditions for all	Housing Comm.	3 months after approval of Plan	Lack of cooperation
6. Work with City Departments	Information on housing patterns, Connection w/ new owners	Housing Comm.	3 months after approval of Plan	Lack of cooperation
7. Work with City Departments (L & I)	Proactive solutions, faster responses	Housing Comm. other neighborhood groups	3 months after approval of Plan	Lack of cooperation
8. Create system to monitor vacant buildings	Secured buildings less vandalism better image	Housing Comm.	3 months after approval of Plan	Lack of cooperation
9. Work with historic preservation groups	Save historic buildings	Housing Comm.	1 year after approval of Plan	Lack of coordination

SEE APPENDIX FOR LIST OF BUILDINGS AND RECOMMENDED FUTURE USE

RECREATION



A. NEIGHBORHOOD ASSETS

- Pope Park, with a new recreational center, is adjacent to the neighborhood
- Before and after school programs exist at Parkville Community School
- Parks and Recreation provides some programs
- Organized Parents Make a Difference (OPMAD) provide a basketball program
- a multi-use senior center at the Community School
- a community room at the Community School
- a library branch at the Community School
- a recently renovated playground with two basketball courts, playscape and spray pool at the Day Playground
- Real Art Ways has enhanced its facilities including a movie theater, performance and gallery space as well as a cafe. An outdoor stage is a future project. They have also provided a summer arts program for neighborhood kids.
- Parkville Community School provides various school related activities throughout the year.
- There is a Daisy (Girl Scout) group in the neighborhood
- A survey has been conducted to find out the interests of some neighborhood residents

Information

- Approximately 700 students attend Parkville Community School
- Age Profile (1990 census) -- under 5 - 7%, 5-19 - 20%, 20-34 - 30%, 35-49 - 18%, 50-64 - 13%, and 65 and over - 11%

Opportunities

- Recreational activities are great ways for different groups to come together, build relationships and have fun.
- The Real Art Ways art complex has the potential to attract more people to the

neighborhood who may patronize other businesses. The complex also provides publicity and a positive image for the neighborhood.

- The atmosphere of cooperation can assist in groups working together to provide collaborative solutions.
- Use survey to develop programs

B. CHALLENGES

- Many of our children come from single parent families
- Many of our residents have low economic status
- Difficulty in attracting people from outside our neighborhood
- No organized sports are provided in the neighborhood

Information

	Parkville*
Families	1456
% Female Head	34%
% w/child	22%
Median Household Income	\$20,444
Living under the Poverty Level	21%
% Linguistically isolated	22%

*(1990 Census information, check Parkville At a Glance for more information)

Negative Consequences

- increased sense of isolation among various groups, by age (e.g., seniors and youth); ethnicity (e.g., Latino, African American) etc.
- loss of development; personal (physical and social) and community
- increased vandalism, drug use as a result of boredom

C. ACTION PLAN

Parkville's Goals and Objectives

GOAL One: The neighborhood will provide a variety of recreational activities that will meet the needs of a diverse community.

Objective One: Increase the number of activities for children (0-12), teenagers, and families.

Objective Two: Collaboration among groups that provide recreation will increase

Objective Three: Non-resident participation in neighborhood activities will increase

Parkville's Strategies

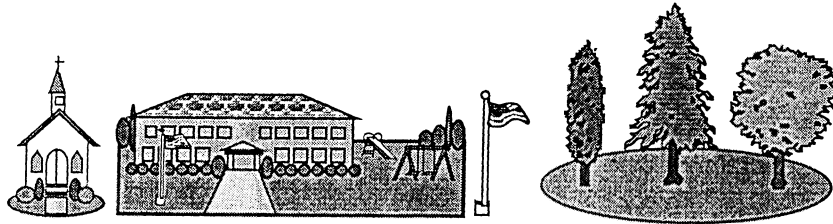
1. Compile an inventory of recreation programs and providers and identify organizations that could provide new programs
2. Sponsor a breakfast, co-chaired by the Hartford Seminary and City Human Services Department to talk about ways to increase communication and coordination among the groups and at the same time enhance involvement of our neighborhood's religious organizations.
3. Market information about programs including a Youth Fair in late spring to let parents and residents know about the various activities that will be available for children in the summer
4. Work with Parent Liaison at Parkville Community School to involve parents and youth.
5. Start a Friends of Day Playground. The group will deal with various issues related to the park. A Gardening Club for residents and workers at the Arbor Street buildings has been suggested.
6. Have youth with assistance of other interested people paint murals in highly visible parts of the neighborhood to involve them in the neighborhood and increase pride. A mural at Parkville Community School or on the walls that enclose the dumpster at Day Playground are examples.
7. Organize parents and youth around recreation issues.

Parkville Neighborhood Revitalization Plan

ACTION STEPS

Activity	Expected Results	Responsibility	Date Due	Expected Barriers
1. Compile inventory of programs	Program list	Ad hoc group	6 months after approval of Plan	Lack of coordination
2. Sponsor break-fast with religious organizations & city departments	Involve religious orgs. & City Depts. Improved services	Ad hoc group	6 months after approval of Plan	Lack of cooperation
3. Marketing info	Youth Fair resident, agency involvement	Ad hoc group	6 months after approval of Plan	Lack of cooperation
4. Work with Parent Liaison	More parent involvement	Ad hoc group	2 months after approval of Plan	Liaison doesn't have time
5. Form a Friends of Day Playground	More resident participation, better playground	Ad hoc group	3 months after approval of	Difficulty in motivating people
6. Paint murals around Parkville	More youth involvement & beautify neighborhood	Ad hoc group	1 year after approval of Plan	Lack of interest & money
7. Organize youth around issues	More youth & parent involvement	Ad hoc group	6 months after approval of	Difficulty in motivating people

BEAUTIFICATION



A. NEIGHBORHOOD ASSETS

- Graffiti Removal Program initiated in Parkville
- Recent major improvements to George Day Park
- In the summer, flower pots on Park Street courtesy of the City of Hartford and Downtown Council (Hartford Blooms Program)
- An annual "Parkville Spring Clean-up" in May
- A successful facade improvement program for Park Street
- Multiethnic store fronts and decorations
- Welcome to Parkville, USA signs

Information

- Graffiti has been removed
- Over \$250,000 was spent for improvements to Day Playground (1996)
- Over 50 businesses have participated in the Hartford Blooms program (1997)
- Over 30 buildings have had facade improvements totaling \$2.3 million (1997)

Opportunities

- A solid foundation of cooperation and past successes should encourage enhancements
- Marketing the neighborhood as Hartford's multiethnic neighborhood; building upon the existing businesses, the multinational flags of Parkville Community School and future beautification efforts including facade, lighting and trash receptacles
- Train trestles on Park Street and Capitol Avenue could serve as positive gateways to Parkville if they were maintained or had attractive signage welcoming visitors to the neighborhood, advertising neighborhood businesses and/or events.

B. CHALLENGES

- There appears to be an increase in litter along neighborhood streets and residents not following waste disposal laws, i.e. putting out bulk waste and garbage improperly.
- Several land owners that do not keep their property neat and/or garbage stored properly.
- High percentage of absentee landlords, especially those that don't maintain their properties.
- 'Blighted gateways to the neighborhood'-- They include train trestles with peeling paint and areas around them and areas under highway overpasses on Park Street and Capitol Avenue are not maintained regularly; an abandoned apartment building on Sisson Avenue, three deteriorating three family houses on Prospect and Capitol Avenue and a vacant gas station on Prospect and Park Street
- The City's Licenses and Inspections department has been unable to respond to complaints in a timely manner or to take a proactive approach to problems.
- Significant deterioration in many properties including Capitol Avenue, a major thoroughfare through the neighborhood and city.

Information

- Amtrak, owner of the trestles, has financial problems and will not repaint them anytime soon.
- Home ownership is below 19%
- 6 out of 22 properties on Capitol Avenue from Prospect to Sisson Avenue are vacant or blighted.

Negative Consequences

- less attractive neighborhood
- neighborhood will continue to decline
- increased crime
- loss of property values

C. ACTION PLAN

Parkville's Goals and Objectives

Goal: An attractive, clean neighborhood that shows pride and involvement of its residents.

Objective One: Within 6 months, a plan for improving the 'Gateways to Parkville' will be developed with a timeline for completion with three years.

Objective Two: Within 1 year, a plan for streetscape enhancements involving facade improvements, lighting, and trash receptacles for Park Street, New Park, Sisson, and Capitol Avenues will be developed with a timeline for completion within three years.

Objective Three: Within 1 year, a beautification education campaign in conjunction with Parkville Community School and city departments will be developed.

Objective Four: There will be a 10% increase in business participation in the Hartford Blooms program.

Objective Five: Businesses and homeowners will be recognized for their efforts to maintain and beautify their properties.

Parkville's Strategies

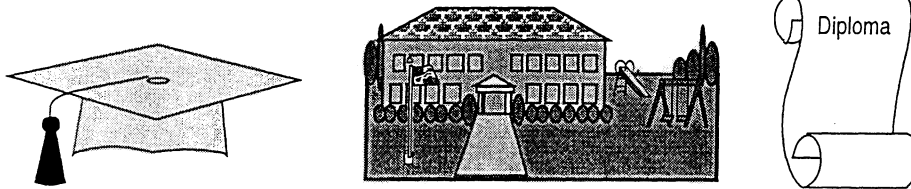
- 1. A Beautiful Breakfast to Beautify Parkville--**featuring neighborhood restaurants. The Parkville Business Association will sponsor a breakfast to **establish Beautification Committee** representing residents, businesses and neighborhood organizations to take on the various projects, e.g., Gateways to Parkville, Streetscape Enhancements, Public Education, etc.
- 2. The Beautification Committee, Recreation and Housing Committees** will work together to develop a **list of priority projects** that affect them all.
- 3. Knox Park Foundation Connection**
Residents, businesses and the school work with the Knox Park Foundation to investigate possible sites for community gardens, a tree planting program, and to develop a program to recognize beautiful properties in neighborhood or perhaps the city.
- 4. Expand upon RAW's summer youth program.** Have youth work to beautify the neighborhood by having them paint murals, trash receptacles, etc.
- 5. Gateway Project** (see Parkville's Priority Projects)

Parkville Neighborhood Revitalization Plan

ACTION STEPS

Activity	Expected Results	Responsibility	Date Due	Expected Barriers
1. Offer a Breakfast Meeting	Collaboration among groups, Beautification Committee, highlight restaurants	PRA	2 months after approval of Plan	Difficulty in motivating people
2. Neighborhood groups work together	Priority list	Beautification, Committee	3 months after approval of Plan	Lack of agreement
3. Contact Knox Park Foundation	Collaborative efforts, recognition program	Beautification Committee	4 months after approval of Plan	Lack of resources (time and money)
4. Beautify 'Gateways' to Parkville	Beautiful Gateways	Beautification Committee with other groups	1 year after approval of Plan	Lack of cooperation and resources

EDUCATION



A. NEIGHBORHOOD ASSETS

- Parkville has a "community school" with a library branch, day care center and senior center.
- Parkville Community School was recently renovated and expanded and the building is in good shape
- The school is centrally located.
- The school is involved with several innovative programs and has meaningful partnerships
- There are non-profit organizations in the neighborhood that directly or indirectly deal with education. For example, Literacy Volunteers of Greater Hartford, an adult education literacy program is located in the neighborhood.

Information

- There is one school located in Parkville, Parkville Community School, with grades from kindergarten to sixth grade.
- Our students go to Quirk Middle School and Hartford High School.
- There are few educational institutions located in Parkville
- Some programs at Parkville Community School include; First Steps Project, full-day kindergarten, a classical magnet program, Think and Learn Project, The Hole in the Wall Discovery Camp, AmeriCorps, The Bushnell/Guakia Partnership, OPMAD, etc.

Opportunities

- With a Parent Liaison and a School Governance Team, there are opportunities for developing more parent and community involvement to support student achievement.
- The building that formerly housed the Our Lady of Sorrows parochial school is mostly empty and adjacent to the Community School. It could be used for other school/community programs, ideally those that would support a 'family resource center concept'.
- Non-profit organizations located in the neighborhood that directly or indirectly deal with education, could work with other groups to help provide enhanced services to neighborhood residents.

B. CHALLENGES

- The number of students coming from poor families is increasing.
- The number of families with limited English proficiency is increasing.
- The students are performing below average on the State's Connecticut Mastery Tests.
- Hartford Public High School is at risk of losing its accreditation.
- There are few adult education programs in the neighborhood.
- It is difficult to attract families to the neighborhood and city when the schools are perceived as bad.
- The City's schools have been taken over by the State Department of Education.
- It is unknown if the residents have the workforce skills that local and area employers want.

Information

- The number of students that qualify for the free or reduced lunch program at the school has increased over the last five years. --88.%
- The number of students from non-English home language has increased over the last five years. --78.5%
- The percentage of students who attend preschool, nursery school or Headstart is below the city and state levels. Parkville --20.4%, the City -- 40.9 % and the State --66.7%
- The percentage of students returning to the same school each year is lower than the city and state. Parkville --61.2%, the City -- 69.1 % and the State -- 85.1%
- The percentage of residents who are linguistically isolated is higher in Parkville --22% than in the City in general --14%
- A recent report (1998) by the National Literacy Institute estimates that 41% of Hartford's adult population has the lowest level of literacy. Their English skills are so poor they cannot fill out a bank deposit slip without assistance.
- The percentage of residents with a high school education is lower than the city and state. Parkville --52%, the City --59% and the State --79%

Negative Consequences

- Youth and adults will not achieve their full potential.
- Fewer businesses and families will want to locate or invest here.
- Increased costs in providing health, social and other related services for those with limited education.
- Residents will not have the education to obtain well paying jobs

C. ACTION PLAN

Parkville's Goals and Objectives

The quality of life in a community is related in numerous ways to the quality of education available to its citizens. It affects a community's desirability as a place in which to invest, locate new businesses and raise families. Levels of educational attainment also influence the costs of providing health, social and related services needed to care for those who drop out of the system.

Programs available at public schools significantly impact the lives of children and their families, and the entire community that they serve. Therefore efforts aimed at improving the quality of life in Parkville or any community in Hartford must focus on the public schools. No other single institution has the potential to significantly impact the lives of all residents. Today, more than ever, educators understand that interventions aimed at improving academic achievement for children are greatly enhanced when parents and families are involved.

Although public schools have the potential to meaningfully affect children and families, achieving that goal has been difficult. This has occurred, in part, because public schools are greatly affected by numerous forces, most beyond their control (government; local, state and federal, unions, economic levels, etc.). As a result, it is difficult to align influences to address a myriad of needs so that effective programs are provided. It is also difficult for a single neighborhood to make an impact on a complicated system.

Every school in the Hartford Public School system is required to have a school improvement plan (SIP). Parkville Community School has completed its School Improvement Plan for the 1997-1998 school year. The plan represents a lot of hard work on the part of the school's Governance Team which is comprised of the principal, other staff, parents and community members. Rather than duplicate efforts, we should support the city's procedures for improving schools with community input.

Goal: Adults as well as youth achieve an education that allows them to be responsible and effective in meeting the challenges of a diverse and changing world.

Goals One-Five, from Parkville Community School's (SIP):

1. All students will actualize their academic potential.
2. Students will demonstrate appropriate behavior for learning and for effective participation in society.
3. Parents, students, and community members will be involved in the educational process.
4. Students will be educationally and socially prepared to enter kindergarten.
5. Technology will be integrated and expanded into the educational program.

Parkville Neighborhood Revitalization Plan

Objective One: (refer to objectives listed in Parkville Community School's SIP in the appendix)

Objective Two: More adults will be involved in adult education programs.

Parkville's Strategies

1. Refer to Parkville Community School's SIP. Of particular importance to this neighborhood strategic plan are those strategies related to goal number 3: Parents, students, and community members will be involved in the educational process.
 - The Parkville School Community will have an open house.
 - The Parkville School Community will host Family Nights every school year.
 - Provide parents with a monthly calendar of school events.
 - The Parkville School Community will host parent workshops on academic expectations and CMT expectations.
 - Arrange for a Room Parent to represent each classroom.
 - Compile a volunteer list with tasks preferences to be given to every classroom teacher to be used as classroom resources.
 - The Parkville School community will host a "Parent-Come-To-School-Day". Parents will spend the day in school taking classes and participating in students' daily activities.
2. **The School Governance Team** and concerned neighborhood organizations will sponsor a meeting with other neighborhood non-profits and appropriate city departments to develop plans for promoting and enhancing education services.
3. **Job Fair--** To address the education needs of the adult population, hold a job fair for residents, employees as well as providers of adult education services.

Parkville Neighborhood Revitalization Plan

ACTION STEPS

Activity	Expected Results	Responsibility	Date Due	Expected Barriers
1. Parkville School Governance Team's implementation of SIP	See Goals	Parkville School Governance Team monthly	One Year check progress	Inability to motivate others and resources
2. Governance Team collaboration with residents and neighborhood non-profits and city dpts.	Collaborative efforts and program promotion	Parkville School Governance Team	One year	Lack of cooperation and resources
3. Neighborhood organizations being proactive to support education and families in Hartford.	Collaborative efforts, leading to better education and support for families	Individual organizations	every 6 mos.	Inability to motivate others
4. Job Fair	Residents get employed and/or education services	PRA	yearly	Lack of coordination

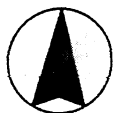
PART 4

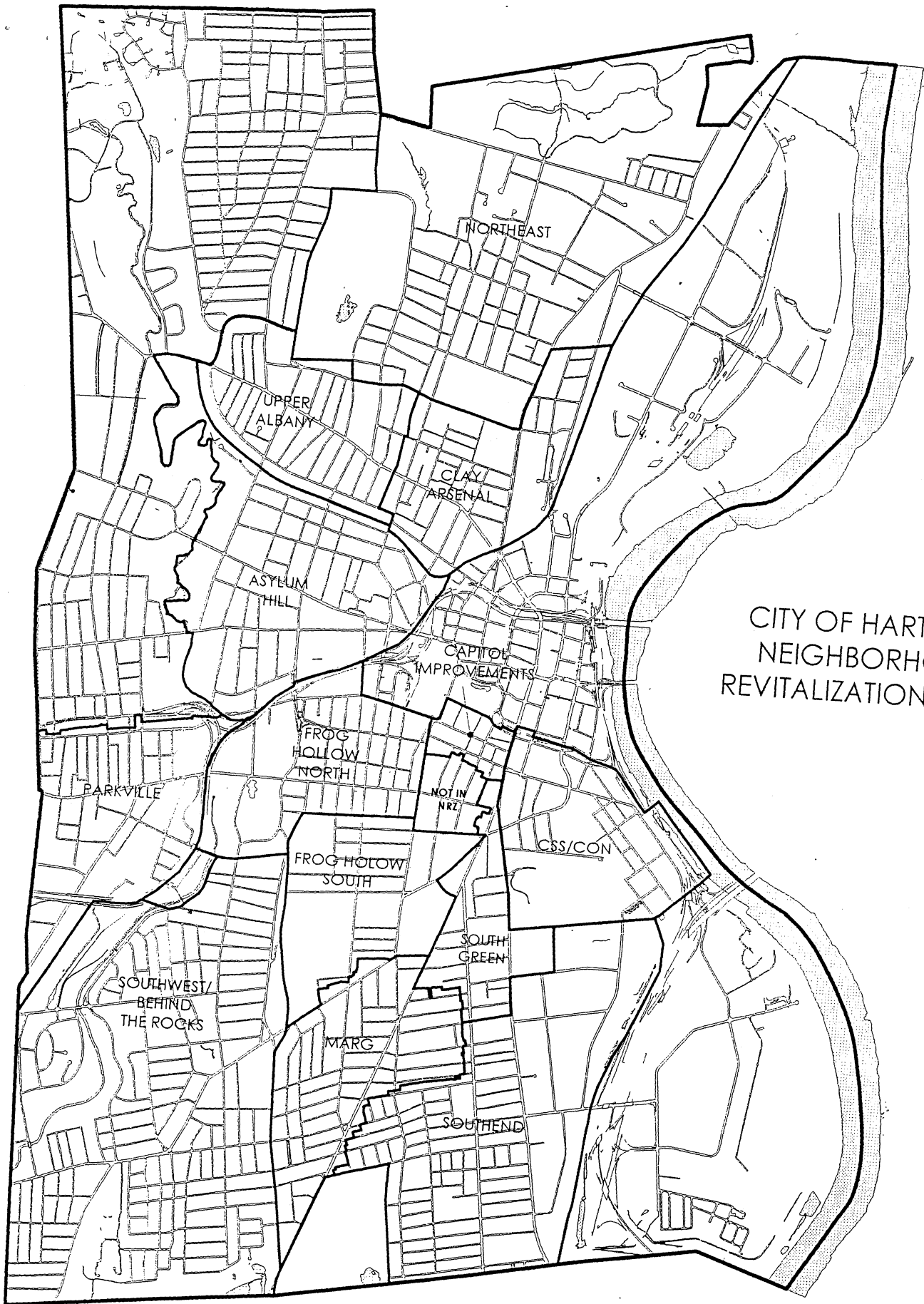
APPENDIX



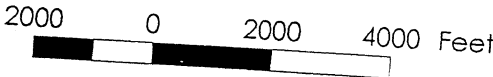
CITY OF HARTFORD
NEIGHBORHOODS

2000 0 2000 4000 Feet

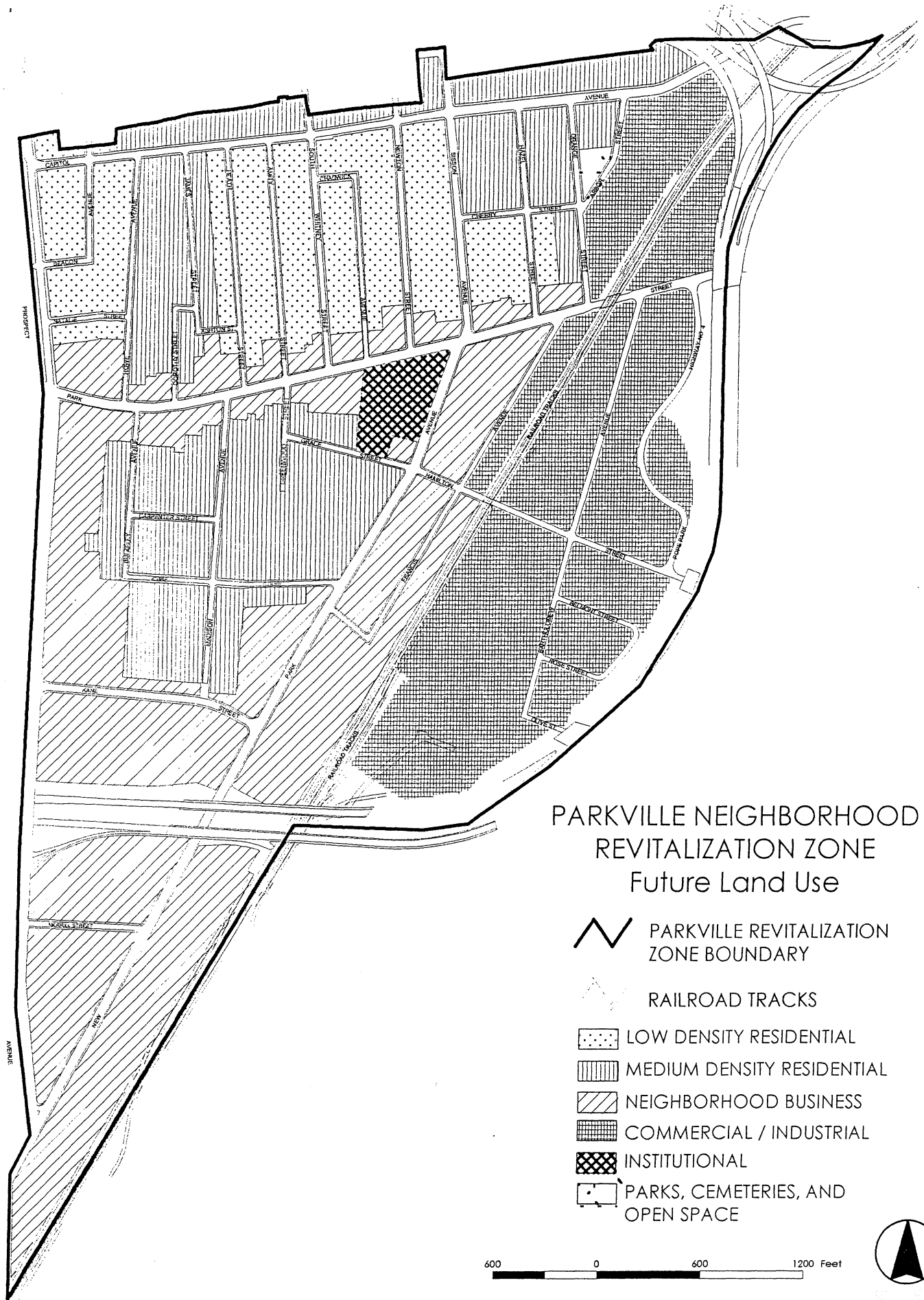












CITY OF HARTFORD
NEIGHBORHOOD
REVITALIZATION ZONES



Prepared by the City of Hartford Planning Division, October - 1997



PARKVILLE NEIGHBORHOOD REVITALIZATION ZONE Future Land Use

-  PARKVILLE REVITALIZATION ZONE BOUNDARY
-  RAILROAD TRACKS
-  LOW DENSITY RESIDENTIAL
-  MEDIUM DENSITY RESIDENTIAL
-  NEIGHBORHOOD BUSINESS
-  COMMERCIAL / INDUSTRIAL
-  INSTITUTIONAL
-  PARKS, CEMETERIES, AND OPEN SPACE

600 0 600 1200 Feet





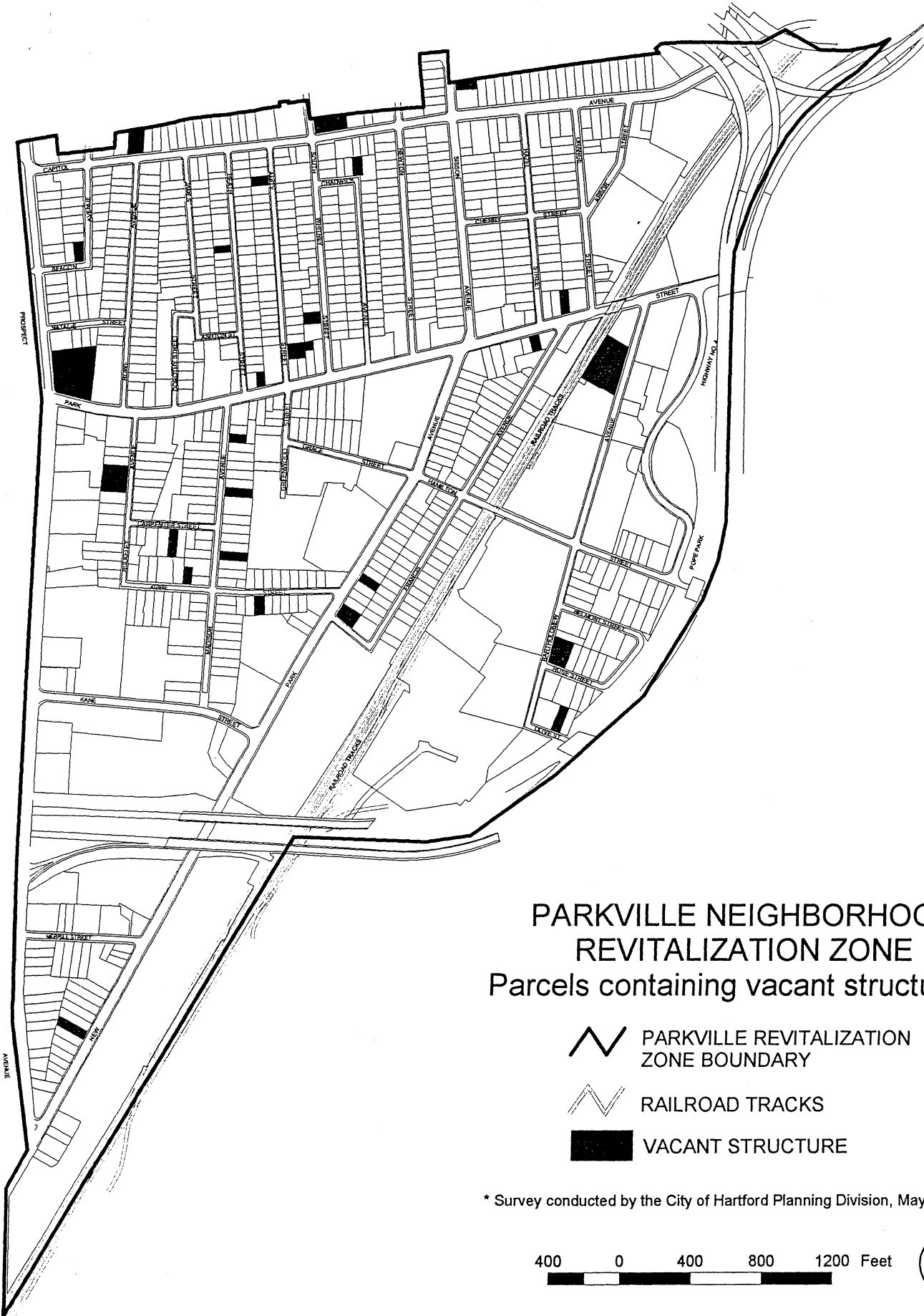
PARKVILLE INDUSTRIAL CORRIDOR

 BOUNDARY




200 0 200 400 Feet



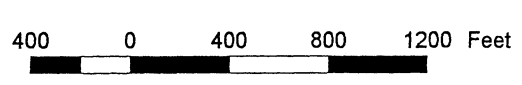
Prepared by the City of Hartford Planning Division, March - 1997



**PARKVILLE NEIGHBORHOOD
REVITALIZATION ZONE**
Parcels containing vacant structures *

-  PARKVILLE REVITALIZATION ZONE BOUNDARY
-  RAILROAD TRACKS
-  VACANT STRUCTURE

* Survey conducted by the City of Hartford Planning Division, May - 1998



Recommended Vacant Building Use

Address	Number of units	Recommendation
1. 12-14 Amity St.	3	Demolish
2. 16-18 Amity St.	6	Demolish
3. 91 Amity St.	4	Rehab
4. 17-35 Bartholomew	industrial	Partial demolition
5. 156-158 Bartholomew Ave.	6	Mothball
6. 160-162 Bartholomew Ave.	6	Mothball
7. 164-166 Bartholomew Ave.	6	Mothball
8. 15-17 Beacon St.*	3	Rehab
9. 36-38 Belmont Ave.	2	Demolished
10. 27-29 Bulkeley Ave.	6	Mothball
11. 35 Bulkeley Ave.	6	Demolish
12. 37-39 Bulkeley Ave.	6	Mothball
13. 964-974 Capitol Ave.	mixed use	Mothball
14. 1076-1078 Capitol Ave.	3	Being rehabbed
15. 1080-1082 Capitol Ave.*	3	Rehab
16. 17-19 Carpenter St.	6	Demolish
17. 90 Chadwick Ave.	6	Rehab
18. 9 Dorothy St.	6	Being Rehabbed
19. 81 Heath St.	1	Demolish
20. 37 Kibbe St.	1	Rehab
21. 70 Kibbe St.	6	Demolish
22. 78-80 Madison Ave.	2	Rehab

Recommended Vacant Building Use (cont.)

Address	Number of units	Recommendation
23. 118 Madison Ave.	2	Rehab
24. 144 Madison Ave.	2	Rehab
25. 106 New Park Ave.	office	
26. 126-128 New Park Ave.*	6	Mothball
27. 130-132 New Park Ave. 10 Francis Ct.	6	Mothball
28. 347-349 New Park Ave.	mixed use	Demolish
29. 38-40 Olive St.	2	
30. 1556-1558 Park St.	3	Rehab
31. 1597 Park St.	8	Demolish
32. 1906 Park St.	1	Rehab
33. 2120-2134 Park St.	Commercial	
34. 55 Pope Park Hwy #4	Industrial	Being rehabbed
35. 114-116 Sission Ave.	6	Demolish
36. 25-27 South Whitney	Commercial	

* Recommendations not yet voted upon by the Parkville Revitalization Association.

Who's in Parkville? Neighborhood Resources

Parkville Businesses

A Cramer, Inc
AAA Automobile Club
Abrantes Bakery
Advent Design
All Cash Register
Allied Plumbing Supply
Alves Graphic Design
American Typsetting
Ana's Bridal and Floral
Arbor Contractors
Architects, Inc
Atlantic Sales
Auto Body
Avid, Inc
Bairrada Bakery
Barridon Corp
Bartholomew Avenue Associates
Bess Eaton Donuts
Billy's Package Store
Bishop Ladder
Bonnie Kissam
Borinquen Auto Parts
Botanica Cubana
Bristol Lettering of Hartford
Budget Printers
Burger King
C-Town Supermarket
Cabrense Restaurant
Cambrense Restaurant and Cafe
Capital Office Machines
Capital Regional Conference of Churches
Capitol Business Furniture
Carpenter Technology
Carpet Workshop
Casa Lisboa
Casa Tony
Chamber Music Plus
Champlin Company
Charney Architects
Charter Food Store
City Sign
Clapis Associates
Clarke Architects
Clarke Tamaccio Architects
Club Peru Of Conn Inc
Conn Aids Res Coalition
Connecticut Coalition on Aging
Connecticut Primary Care
Continental Nine Financial Services
Coon Photography
Custom Woods Craft
D & D Enterprises
Danny's Driving School
Decoratoes Source Outlet
Del Greco Agencies
Department of Children and Family
Diane Party Shop
Diversfied Design Tech, Inc
Doctor Merrill Nassau
Donunt Shop
Dresea Construction Inc.
Drugs Don't Work
Duarte
Dunn-Rite Construction
E.J. Anderson Company
East Coast Gym, Inc.
El Captain II
El Coque Grocery
El Palicio
Elite Beauty Salon
Ellie's Food Store
Elmees Barber Shop
Eristoy Photo
Evarts Machine Company
Families In Crisis
First Church of the Nazarene
Fisette-Batzner Funeral Home
Futuramik Industries
GB Family Auto
George's Pizza
Giroir Photo
Golden Rule Reality, Inc.
Grace Episcopal Church
Greenwood Health Center
Greenwood Market
Guest & Savage, Aftourneys At Law
Hadassah Thrift Shop

Parkville Neighborhood Revitalization Plan

Hanson Whitney
Hartford Pet & Food
Hartford Primary Care
Hartford Structures
Hep Phat Market
Hispana Communication
Hispana Vision
Hogar Crea
Horan's Flowers
Hour Glass Cafe
Iglesia el Bien Pastor
International Bazaar
ITC Communications
J & J Professional Auto Repair
Jesus Disciples Church of God
JJ's Grocery
Kelly Graphics
Kessler Construction
Kien Oriental Market
Kim Beauty Salon
King's Package Store
La Bijou Pastry Shop
La Estrella Bakery
Lafayette Package Store
Las Botanica Milagrosa
Las Delicias Restaurant #2
Le Fashions
Lends First & Last Pizzeria
Lisbon Furniture & Appliance
Literacy Volunteers of Greater Hartford
Los Hermanos Cafe
Lourdes Beauty Salon
M&F Reis Custom Draperies
Magnani Press
Mai Lan Beauty Salon
Marchese Photo
Mayflower Cleaners & Launderers
McDonalds
Mercury Cleaners
Moss-Warner Design
Mr. Roberts Auto Wash
Mr. Sparlde Car Wash
Nagler Photo
New Park #1 Restaurant
New Park Avenue Auto Repair
New Park Avenue Service Station
New Park Cleaners and Fabric
New Park Office & Conf. Center
New Park Pizza
Ngoc Phat Jewelery Shop
Oberhaus Insurance Adjuster
Off Limits Hair Salon
Our Lady of Fatima Church
Our Lady of Sorrows Church
Oxford Sales & Service Co. Inc.
P.R.K. Associates
Paging Service Company
Parisky Group
Park And New Park Liquor Store
Park Place Cafe
Park West Plumbing Supply
Parkville Cafe
Parkville Community Association
Parkville Community School
Parkville Senior Center
Patio de Rainha, Inc.
People's Bank
Peters Cafe
Phoenix Society
Pioneer Adjusting
Plan and Economic Development
Plantscapes
Pope Park Restaurant
Portuguese American Civic
Post Motor Sales
Primary Color Lab
Professional Hardwood Floor Refinish
PSDC c/o Broad Park Development
Quality Meat Market
R.L. Fisher, Inc.
Rajun Cajun
Real Art Ways
Relvas Travel Center
Rodriguez Mini Market
Rosa Agency
Royal Welding Company
Sack Distributers
Salamander Designs, LTD
Saleem Fabrics
Salius Communications
SAMA
Schaffer-Smith Photography
Shafford Construction & Leasing Inc.
Shilosky Upholsterers

Parkville Neighborhood Revitalization Plan

Shopping Smart
Shower Door and Window Inc.
Sisson Avenue Shell
Solmar Fish Market
Sousa's Pharmacy
Southern New England ICC and Oil
Speedy Brake & Muffler
Stateline Drywall
Super Stop & Shop
Suzy Soft Service
T.O. Design
Templo Sion Pentecontal Inc.
Thanh Thuy Fashion
The C.G. Bostwick Company
The Cambodian Store
The Keg Restaurant
The Photo Lab
Thomsen Overhead Door
Town Fish Market
Transmission Repair
Trout Brook Brewhouse
U-Haul
Value Office Furniture Inc.
Van Lang Restuarant
Video Cinema & Paging Services
Welcome Package Store
Wendy's Restaurant
West Hartford Lock

Parkville Civic Organizations

Community Renewal Team (Parkville Branch)
Parkville Business Association
Parkville Community Association
Parkville Problem Solving Committee
Parkville Revitalization Association
Parkville Senior Center

Parkville Religious Organizations

Our Lady of Sorrows Church and La Salle
Missions
Our Lady of Fatima
Grace Episcopal Church
Iglesia el Bien Pastor
Jesus Disciples Church of God
Templo Zion Pentecostal

Non-Profit Organizations

Capital Region Conference of Churches
Connecticut AIDS Residence Coalition
Connecticut Coalition on Aging
Families in Crisis
Family Life Education
Haddasah Thrift Shop
Hogar Crea
Literacy Volunteers of Greater Hartford
Drugs Don't Work
Peruvian Society
Parkville Day Care
Parkville Senior Center
Real Art Ways (RAW)

PARKVILLE NEIGHBORHOOD

CRIME RELATED DATA FOR 1996

	MURDER	RAPE	ROBBERY	AGGR. ASST.	BURGLARY	LARCENY	AUTO THEFT	SIMPLE ASST.	ARSON	FRAUD	STOLEN PROP.	VANDALISM	WEAPONS	VICE	DRUGS: OPIUM-	COCAINE	MARIJUANA	OTHER NARCO.	GAMBLING	OFF. FAMILY	DWI	LIQUOR	D.C.	OTHER OFF.	TOTAL
ARRESTS	2	3	16	22	18	384	11	146	0	21	0	13	6	8	33	11	16	2	8	6	0	99	56	881	
CHARGES	2	3	19	23	19	392	16	236	2	54	0	42	13	9	56	29	67	2	37	6	0	183	364	1574	

TOTAL PART 1 CRIME 1990 - 1996								ALL OTHER CRIMES 1990 - 1996						1996		
MURDER	RAPE	ROBBERY	AGGR. ASST.	BURGLARY	LARCENY	AUTO THEFT	TOTAL	NARCO	VICE	WEAPONS	ORD. MAINT.	ARSON	OTHER	TOTAL	AVERAGE RESPONSE TIME JAN - JUNE vs. JULY - DEC.	
														BY MINUTES		
														JAN.-JUNE	JULY-DEC.	
1990	0	4	46	47	253	599	146	19	16	2	531	0	1019	1587	7:53	6.23
1991	0	0	51	40	219	793	140	20	4	5	494	7	1120	1650	32.15	22.19
1992	1	2	67	45	224	885	137	43	8	2	475	0	1085	1613	48.57	34.89
1993	1	8	51	41	204	885	104	66	5	7	513	2	1139	1732		
1994	3	2	59	28	177	701	127	27	12	6	439	1	1059	1544		
1995	0	6	56	27	166	830	95	23	7	7	458	1	1205	1701		
1996	0	4	52	33	94	612	80	30	10	5	573	3	1304	1925		

