



# Town Center Plan – Public Kick-Off Meeting

*Town of Bloomfield*

September 24, 2024



# Project Overview

## Scope of Work

### Project Overview

- **Community Engagement – Informational, Open, Innovative, Accessible, & Inclusive**
- **Economic Development Goals & Strategies on how to Achieve those Goals**
- **Zoning Analysis**
- **Comprehensive Town Center Market Analysis**
- **Analysis of Past & Current Plans that will impact the Town Center District**
- **Business & Development Attraction**
- **Conceptual Plans & Designs focusing on the interconnection of the Town Center area**
- **Produce a reality-based Plan that is achievable and actionable, a Plan that meets the current and future needs of the community.**

**With the end goal to “Transform Bloomfield Town Center for our generations to come.”**

# Our Planning Process

## Project Overview

### **Step 1 - Where Are We Today? Market Research & Existing Conditions Assessment**

Conduct an assessment of existing conditions (socioeconomics, demographics, land use, market, physical conditions, and infrastructure), including the inventory of economic, cultural, and conservation assets. We are seeking insight into what is working, what is not working, and what potential can be realized.

### **Step 2 - Where Do We Want To Be In The Future? Outreach, Visioning, & Outcome Definition**

This is the visioning, goals, and outcome portion of the planning process. Utilizes public engagement and outreach programs including community meetings, focus groups, interviews, and surveys to engage the community and stakeholders. The aim is to build consensus around a vision for the future and learn how the community defines future success—the desired outcomes.

### **Step 3 - How Will We Get There? Strategies & Actions For Improvement**

This strategy portion of the planning process is where we analyze what was learned in Steps 1 and 2 and works with the community to develop specific strategies and interventions aimed at moving Bloomfield community toward the vision and achieving the desired outcomes.

### **Step 4 - How Will We Know We Are On The Right Course? Measuring For Improvement**

Assist the community in determining appropriate and meaningful methods for measuring improvement - a means of tracking and measuring the effectiveness (and success) of the strategies adopted during implementation.

### **Step 5 - Implementation. Road Map & Action Agenda**

Create a specific, actionable agenda that includes listing priorities, identifying needed resources and their sources, and establishing a matrix of responsibilities and a system of accountability to provide a clear roadmap to the future for Bloomfield to follow, ensuring the plan is implemented.

# *Centered and Strong* Town Center Plan

## Project Overview



# ***Centered and Strong Town Center Plan***

## **Project Overview**

### **Chapter 132 Municipal Development Plan**

- CGS Section 8-189, “The development agency may initiate a development project by preparing a project plan... The project plan shall meet an identified public need and include:
  - A legal description of the land within the project area;
  - a description of the present condition and uses of such land or building;
  - a description of the process utilized by the agency to prepare the plan and a description of alternative approaches considered to achieve project objectives;
  - a description of the types and locations of land uses or building uses proposed for the project area;
  - a description of the types and locations of present and proposed streets, sidewalks and sanitary, utility and other facilities and the types and locations of other proposed site improvements;
  - statements of the present and proposed zoning classification and subdivision status of the project area and the areas adjacent to the project area;
  - a plan for relocating project-area occupants;
  - a financing plan;
  - an administrative plan;
  - a marketability and proposed land-use study or building use study if required by the commissioner;
  - appraisal reports and title searches;

# ***Centered and Strong Town Center Plan***

## Project Overview

### **Chapter 132 Municipal Development Plan**

- a description of the public benefits of the project including, but not limited to,
  - the number of jobs which the development agency anticipates would be created by the project;
  - the estimated property tax benefits;
  - the number and types of existing housing units in the municipality in which the project would be located, and in contiguous municipalities, which would be available to employees filling such jobs;
  - a general description of infrastructure improvements, including public access, facilities or use, that the development agency anticipates may be needed to implement the development plan;
  - a general description of the development agency's goals for blight remediation or, if known, environmental remediation;
  - a general description of any aesthetic improvements that the development agency anticipates may be generated by the project;
  - a general description of the project's intended role in increasing or sustaining market value of land in the municipality;
  - a general description of the project's intended role in assisting residents of the municipality to improve their standard of living; and
  - a general statement of the project's role in maintaining or enhancing the competitiveness of the municipality;

# ***Centered and Strong Town Center Plan***

## Project Overview

### **Chapter 132 Municipal Development Plan**

- findings that
  - the land and buildings within the project area will be used principally for industrial or business purposes;
  - the plan is in accordance with the plan of conservation and development for the municipality..., and the plan of development of the regional council of governments..., if any, for the region within which the municipality is located;
  - the plan was prepared giving due consideration to the state plan of conservation and development...any other state-wide planning program objectives of the state or state agencies as coordinated by the Secretary of the Office of Policy and Management; and
  - the project will contribute to the economic welfare of the municipality and the state; and that to carry out and administer the project, public action under this chapter is required; and
- a preliminary statement describing the proposed process for acquiring each parcel of real property, including findings that
  - public benefits resulting from the development plan will outweigh any private benefits;
  - existing use of the real property cannot be feasibly integrated into the overall development plan for the project;
  - acquisition by eminent domain is reasonably necessary to successfully achieve the objectives of such development plan; and
  - the development plan is not for the primary purpose of increasing local tax revenues. [...]



# Understanding Markets

# Understanding Change

## Understanding Markets

### Change:

- is inevitable. Simply put, things change.
- is neither good nor bad—can have both *desirable or undesirable outcomes*.
- can produce *opportunity and surprise*.

The challenge is not to *stop or resist change*, but to *embrace, adapt to, and manage change*.



### ‘Gives’ & ‘Gets’

In local government (governance), there are no free rides. Everything has a cost and consequence. This is what I like to call ‘gives’ and ‘gets’.

- If you want to **get** something (conservation, development, tax base, etc.), then you have to be willing to **give** something.
- For example, If you want to preserve open space (*the ‘get’*), then you need to invest (spend tax revenue) in open space (*the ‘give’*).
  - The *desirable outcome*, preserving rural character and prime farmland.
  - The *consequence*, removing property from the Grand List (future tax revenue) and shutting down opportunities for unknown future potentials and needs.
- Simply put, you can’t **get** without **giving**.

## What are the Demand Drivers of Real Property Markets?

- **Jobs (Employment):** Growth in jobs drives demand for residential, commercial, and industrial space.
- **Population:** Growth in population (demographic growth or migration—typically the result of job growth) drives demand for residential and commercial (retail) space.
- **Household Formations:** Growth in households, new household formations, drives demand for residential and commercial (retail) space.
- **Income, Household, and Per Capita:** Income (and growth in income) drives demand and forms of supply. A reasonable measure of demand for residential and commercial (retail) space.

# Real Property as a Commodity

## Understanding Markets

- **Fixed:** Real estate is fixed in location—not moveable. Value is tied to location and subject to forces of change—changes in market, consumer preferences, investment, maintenance, etc. What was a good location yesterday may not be true today.
- **Durable:** Buildings are durable, expensive, and long lasting. Continual investment/maintenance required. Susceptible to change in consumer preferences, investment, and location.
- **Temporal:** Buildings constructed at specific moments in time to meet the consumer *needs* and *wants* at that moment. Unfortunately, consumer preferences are fluid—ever changing.
- **Creative Destruction:** Innovation; new methods, materials, technologies, and techniques destroy that which came before. The moment a building is constructed it is competing with newer buildings.
- **Functional Obsolescence:** Buildings (also, location and place) can and often does become functionally obsolete—typically older properties in less desirable locations.

# Shifting Locations

## Understanding Markets

Downtown Hartford 1950s



West Hartford 2000s

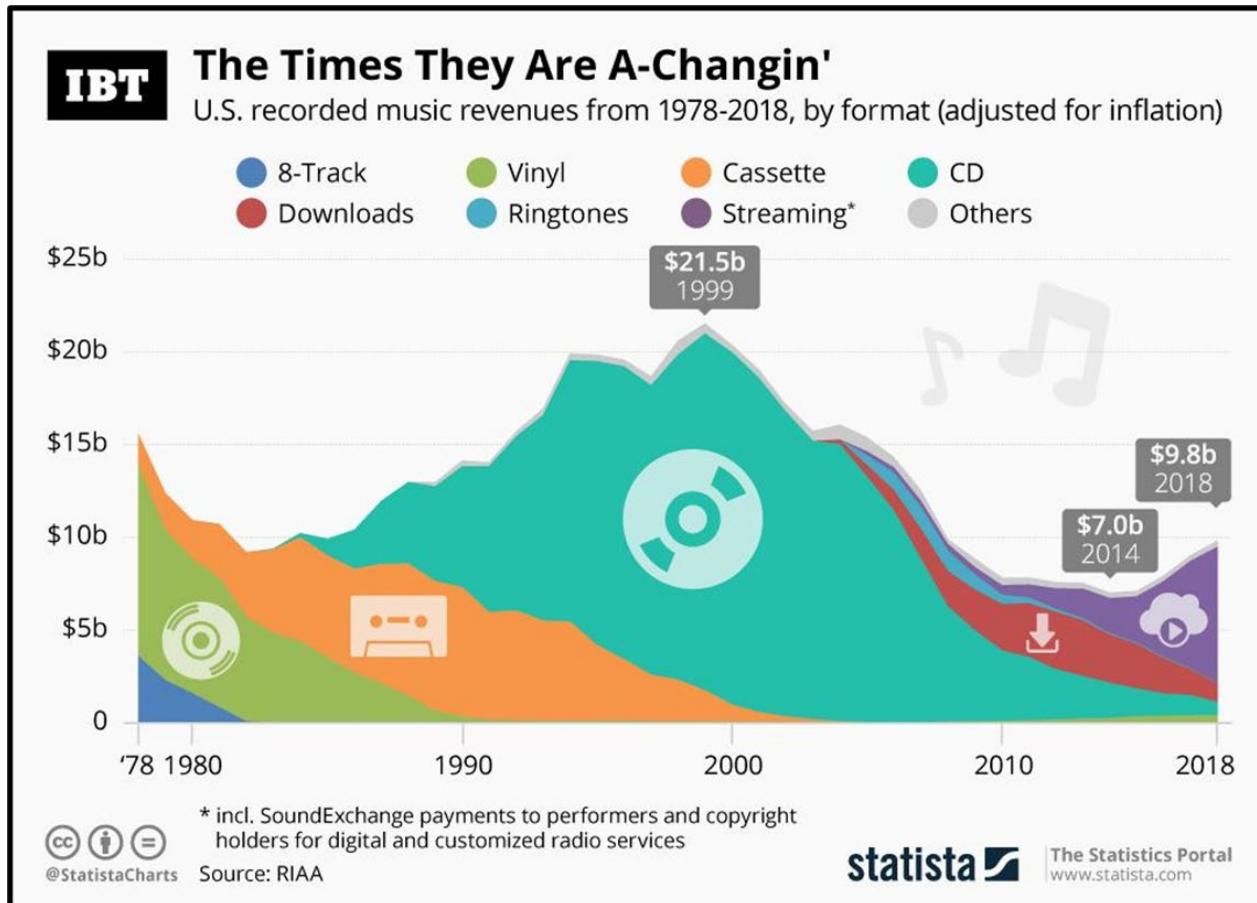


Farmington 1970s



# Creative Destruction

## Understanding Markets

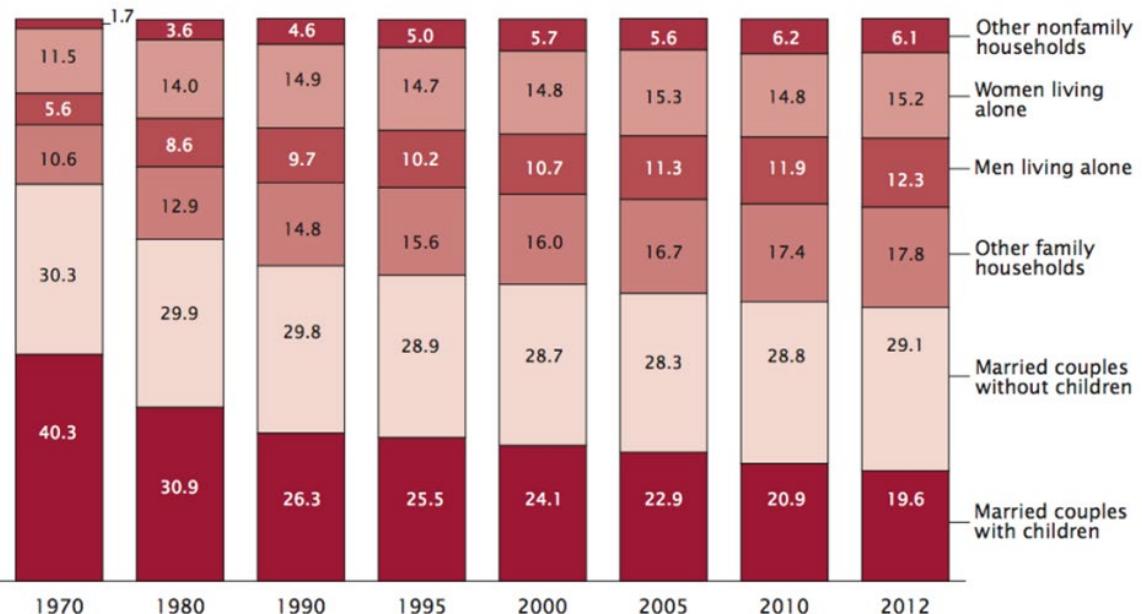


# Slow Moving Variables of Change

## Understanding Markets

Figure 1.  
**Households by Type, 1970 to 2012: CPS**

(In percent)



Source: U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement, selected years, 1970 to 2012.

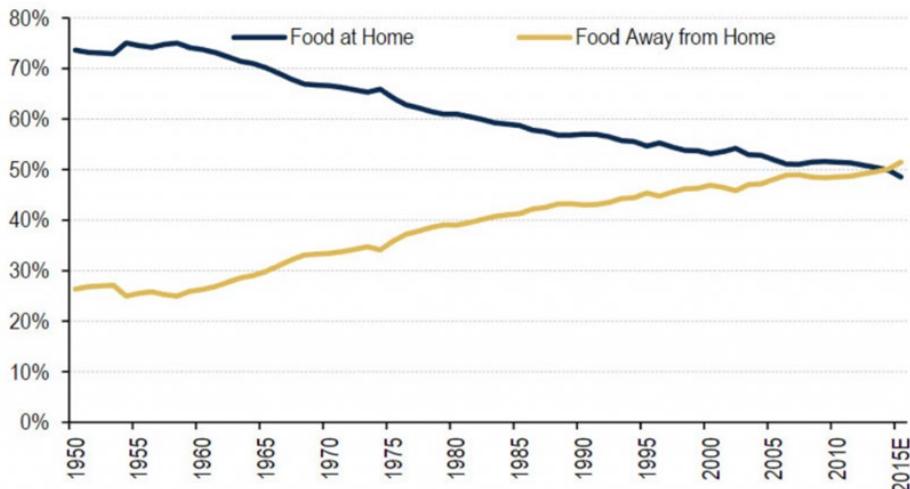
**Average Square Feet Per Employee**



# Slow Moving Variables of Change

## Understanding Markets

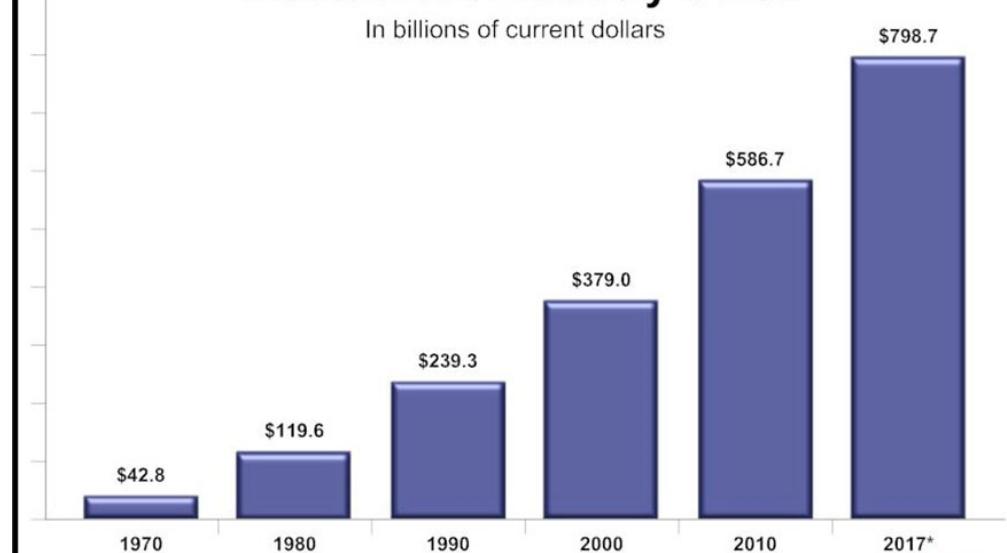
Chart 93: Spending on food away from home surpassing spending on food at home



Source: USDA

## Restaurant Industry Sales

In billions of current dollars



Source: National Restaurant Association, Restaurant.org/Forecast

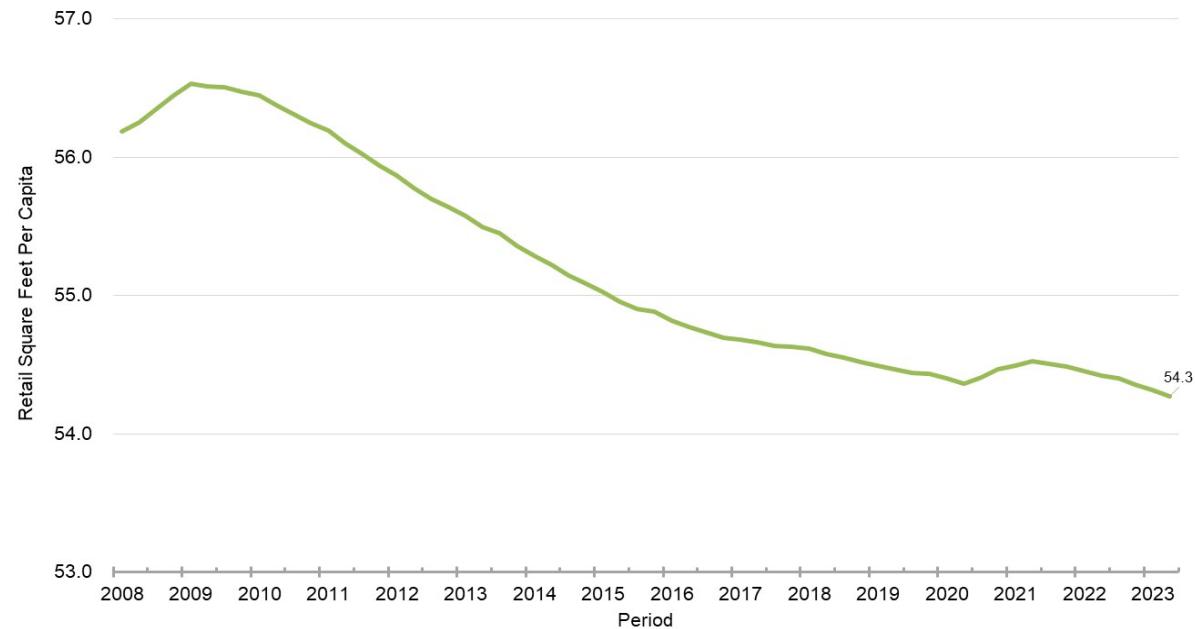
\* projected



# Slow Moving Variables of Change

## Understanding Markets

### Retail Space Per Capita Declines



Source: CoStar  
Note: Includes CoStar's Retail National Index Markets.

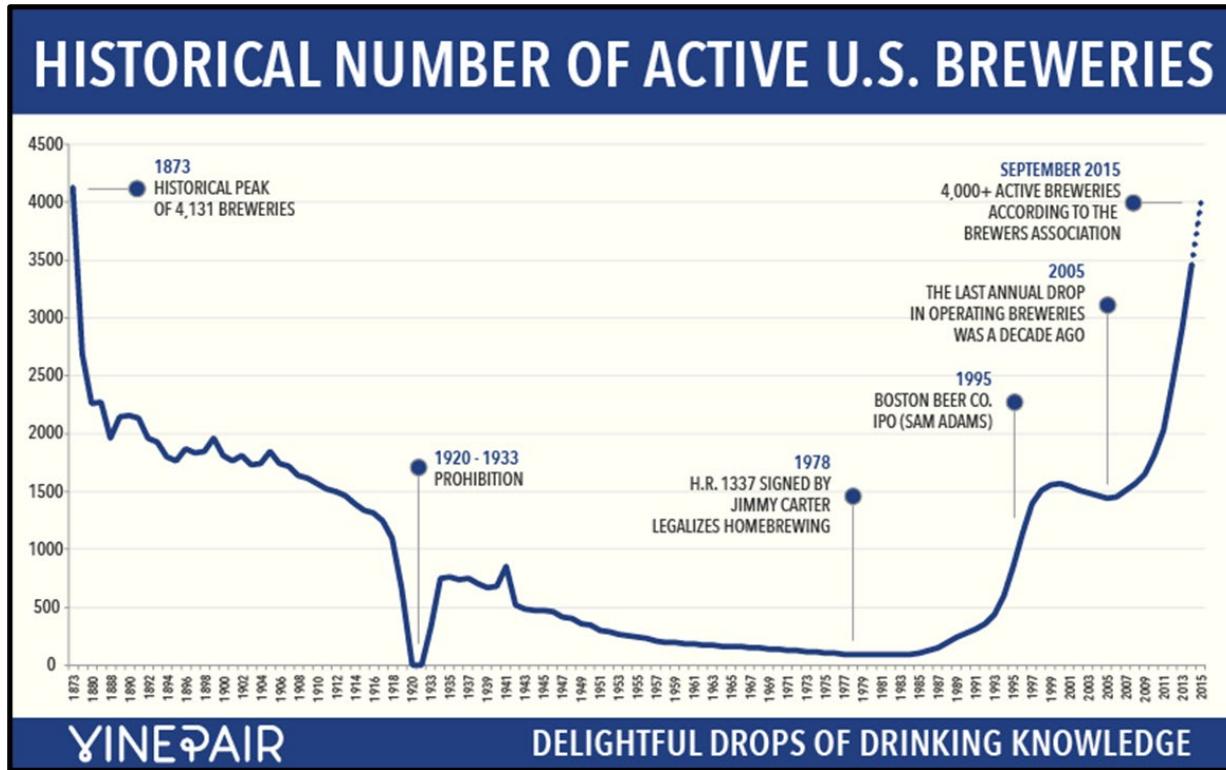
CoStar™

**“The problem is not that retail is overbuilt; it is that retail is under-demolished.”**

**Mike Goman, Goman+York Property Advisors**

# Slow Moving Variables of Change- Passions and Enthusiasms

## Understanding Markets

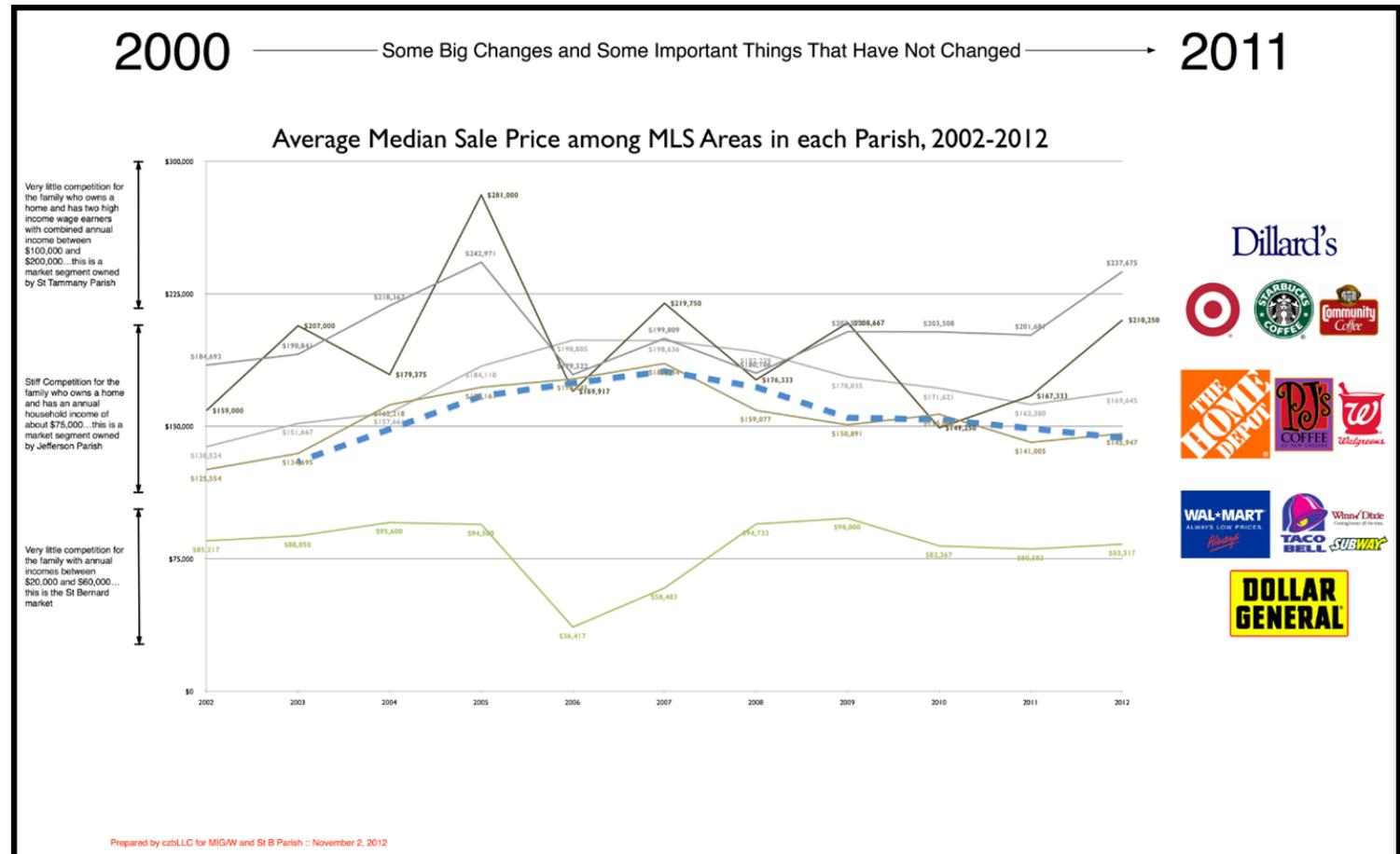


# Reading a Market

## Understanding Markets



Market	Who and what is there
Capacity	What abilities and behaviors
Condition	How things look and feel
Image	What signals are being sent



“If a revitalization strategy does not take into account that any [town center] ... is subject to ***consumer decision making***, then that strategy (no matter how good it looks on paper) will run into trouble when it encounters the realities of the ... ***marketplace***.”

David Boehlke, ‘*Great Neighborhoods, Great Cities*’ (2004: 5)



# Demographics

## Population Change – 2010-2020

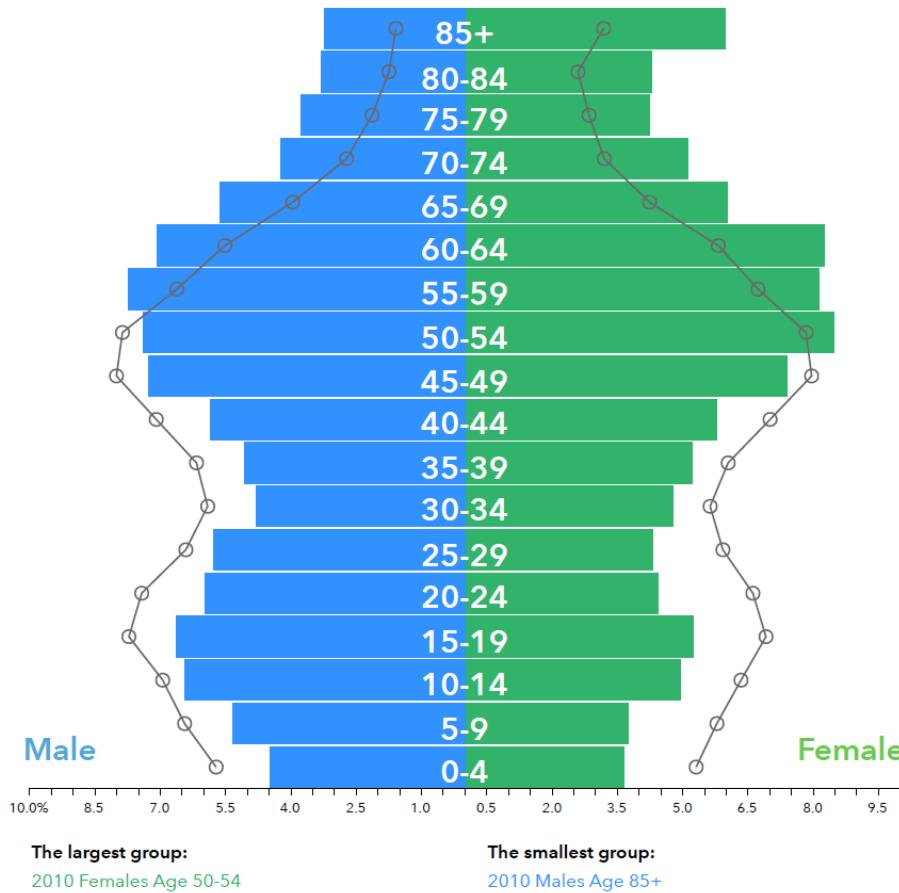
### Demographics

Total Population	Population 2010	Population 2020	Population Change 2010-2020	% Change 2010-2020
Connecticut	3,574,097	3,605,944	31,847	1%
Bloomfield	20,486	21,535	1,049	5%
Fairfield County	916,829	957,419	40,590	4%
<b>Hartford County</b>	<b>894,014</b>	<b>899,498</b>	<b>5,484</b>	<b>1%</b>
Litchfield County	189,927	185,186	-4,741	-2%
Middlesex County	165,676	164,245	-1,431	-1%
New Haven County	862,477	864,835	2,358	0%
New London County	274,055	268,555	-5,500	-2%
Tolland County	152,691	149,788	-2,903	-2%
Windham County	118,428	116,418	-2,010	-2%

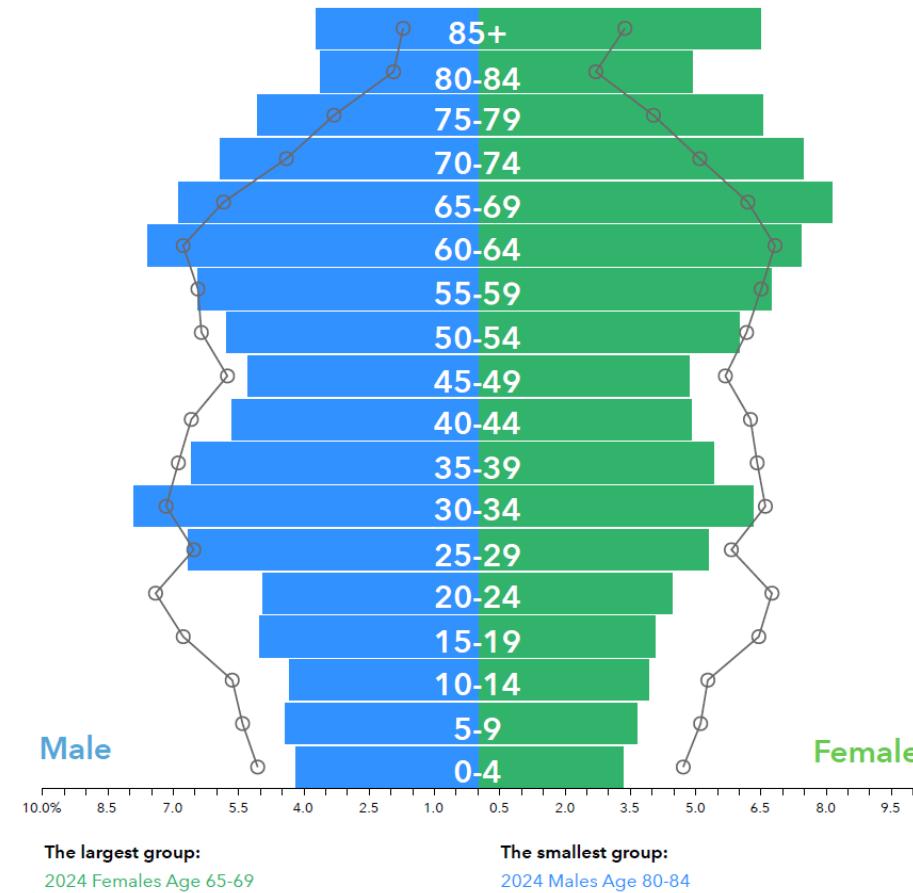
# Town of Bloomfield Age Pyramids: 2010 - 2024

## Demographics

AGE PYRAMID - 2010



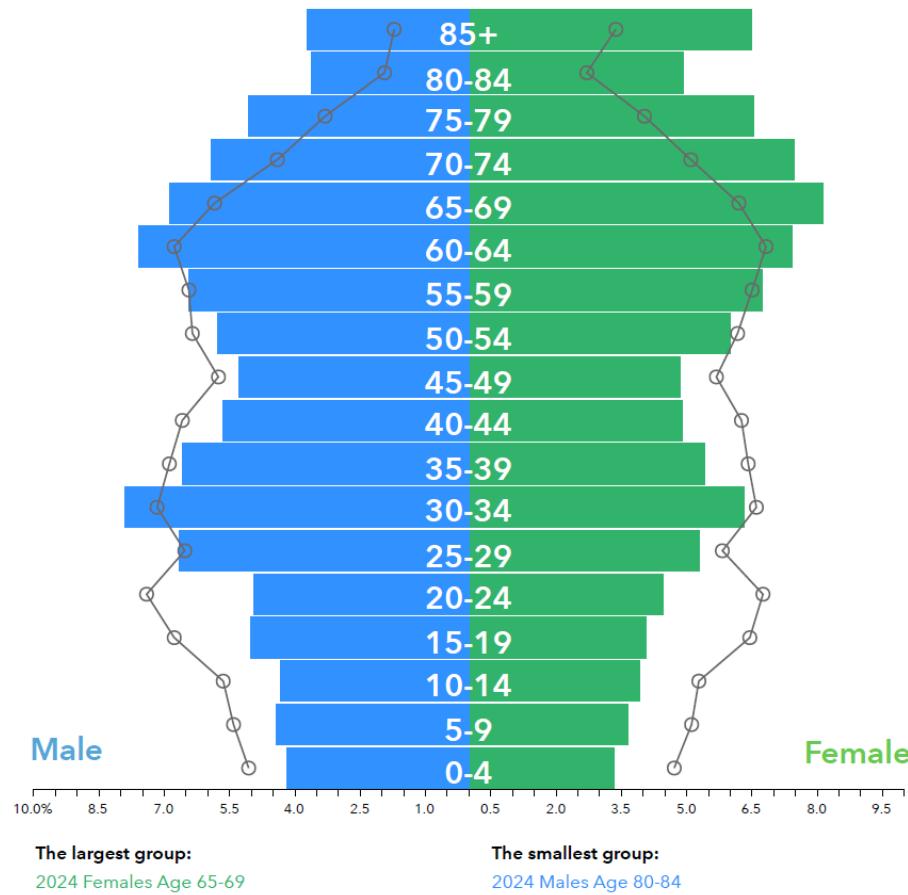
AGE PYRAMID - 2024



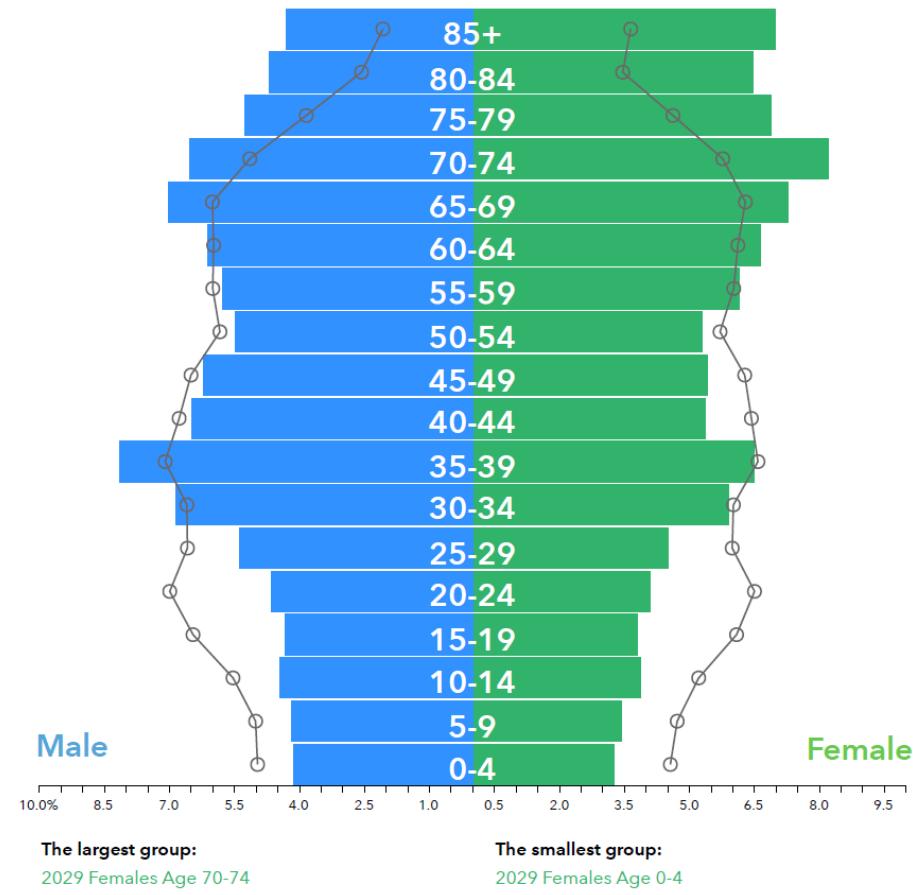
# Town of Bloomfield Age Pyramids: 2024 - 2029

## Demographics

AGE PYRAMID - 2024



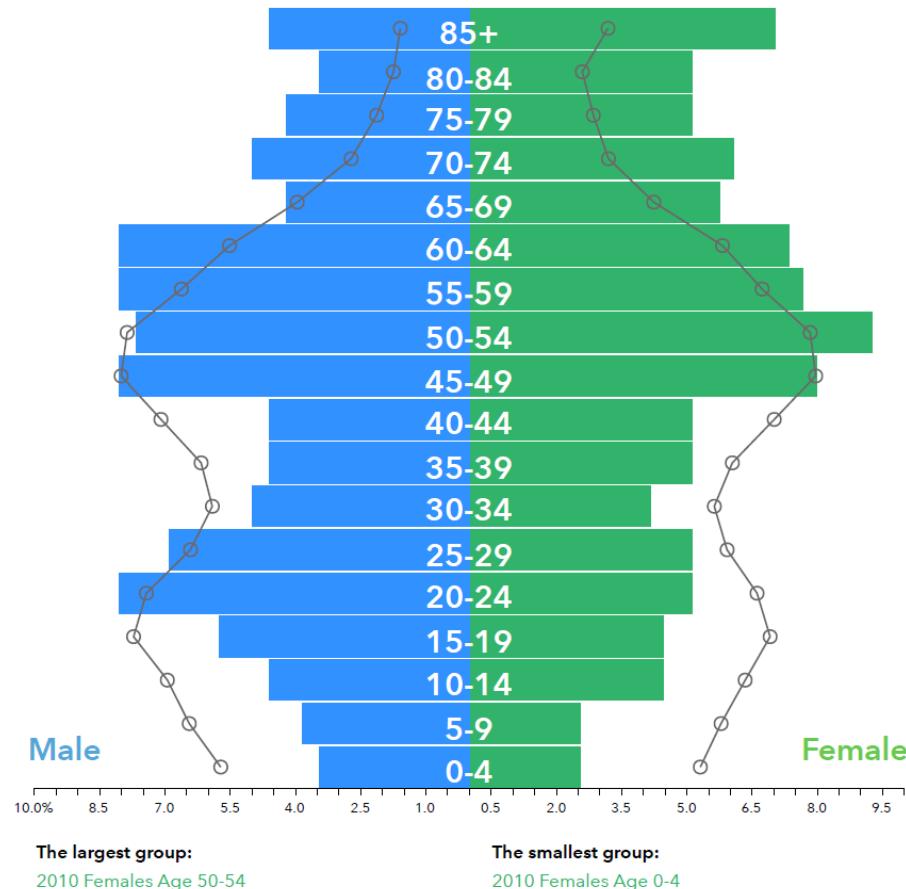
AGE PYRAMID - 2029



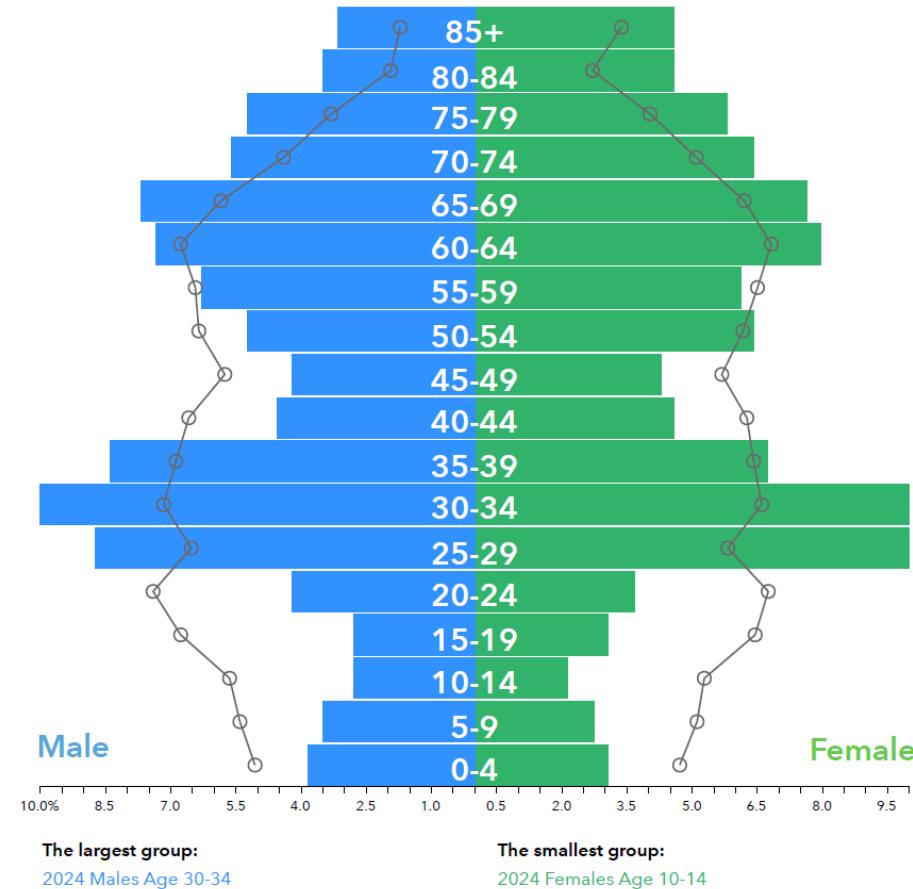
# Town Center Age Pyramids: 2010 - 2024

## Demographics

AGE PYRAMID - 2010



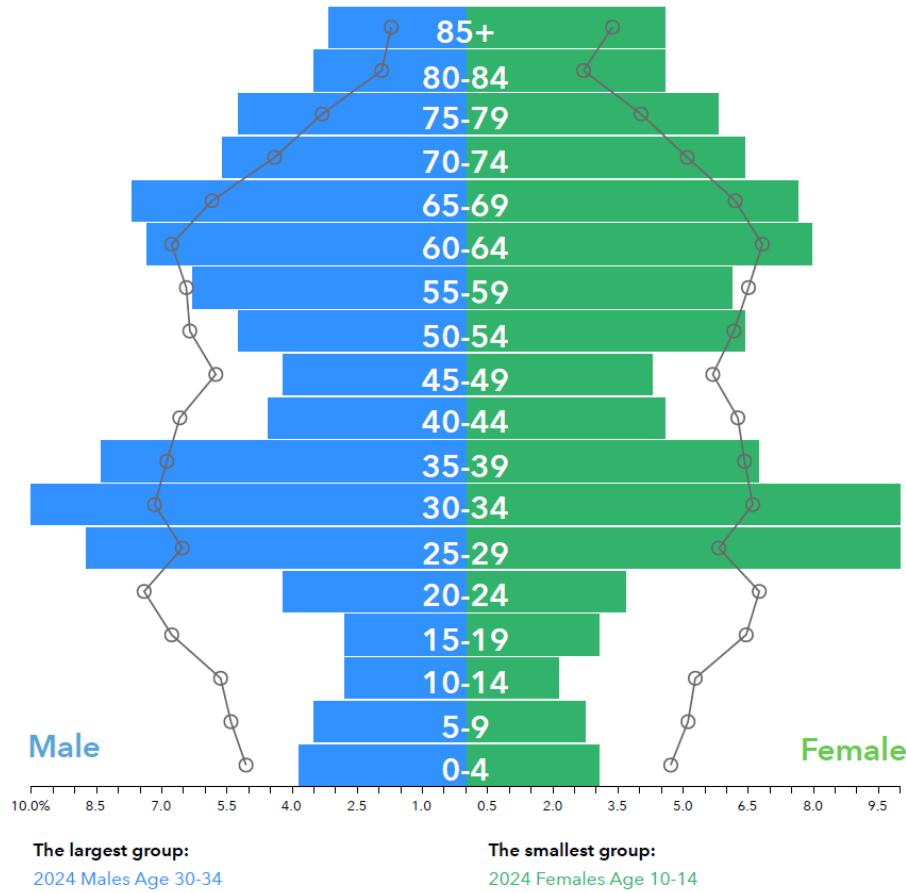
AGE PYRAMID - 2024



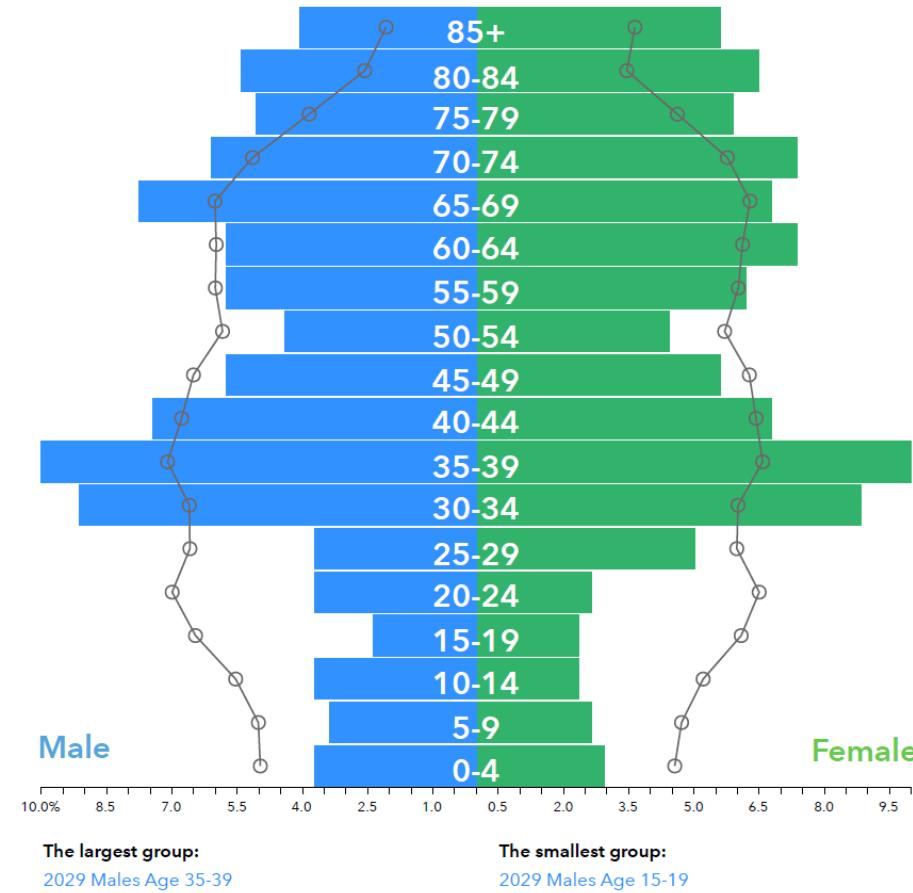
# Town Center Age Pyramids: 2024 - 2029

## Demographics

AGE PYRAMID - 2024

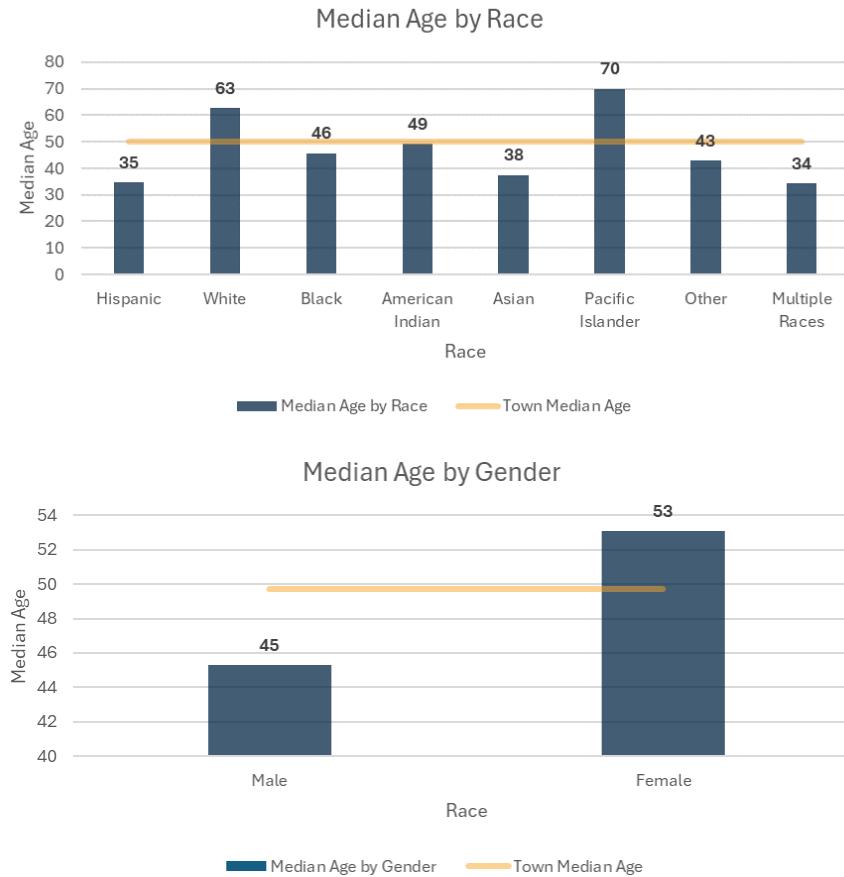
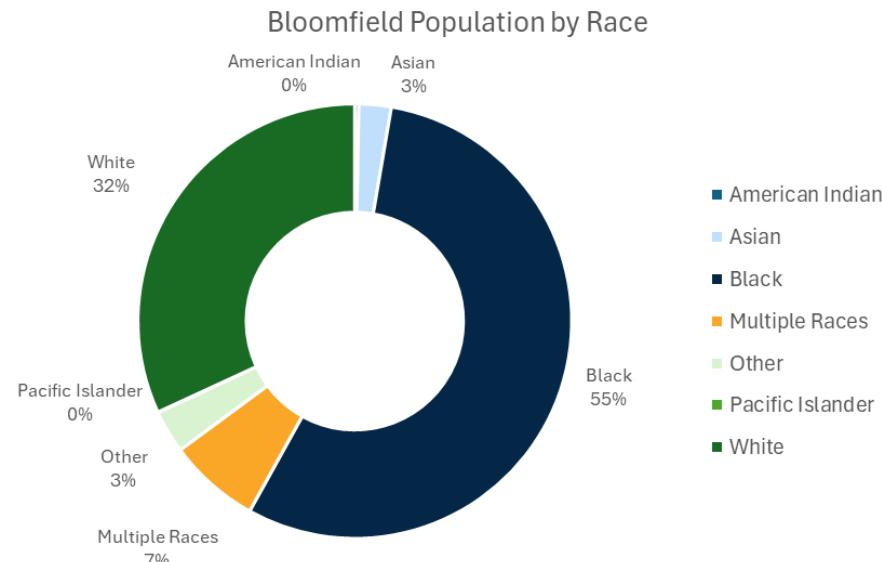


AGE PYRAMID - 2029



# Population by Race and Gender

## Demographics



# Socioeconomics



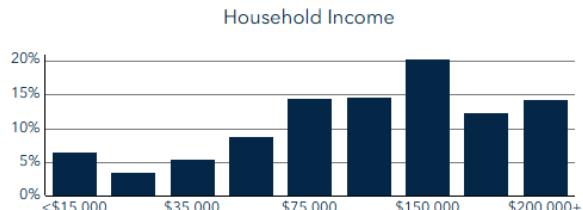
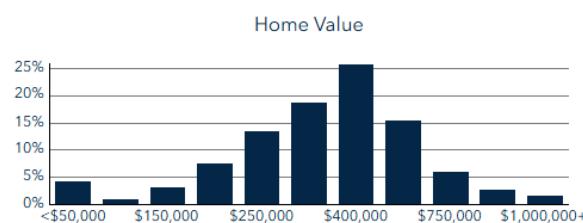
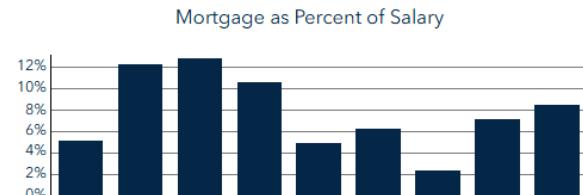
# Community Profile

## Socioeconomics

### COMMUNITY PROFILE

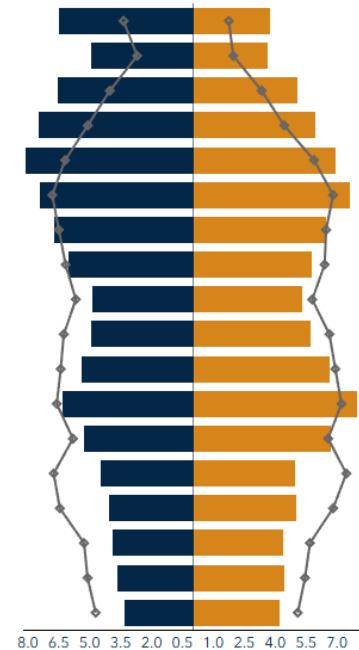
Bloomfield town, CT  
Geography: County Subdivision

21,679	0.16%	2.26	64.9	49.7	\$93,164	\$307,490	\$385,301	14.6%	55.7%	29.7%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



Source: Esri, ACS. Esri forecasts for 2024, 2018-2022, 2029.

#### Age Profile: 5 Year Increments



15.6%  
Services

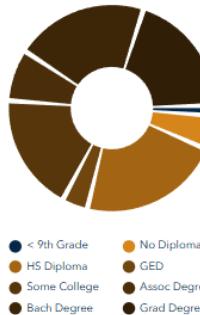
17.1%  
Blue Collar

67.3%  
White Collar

#### Home Ownership

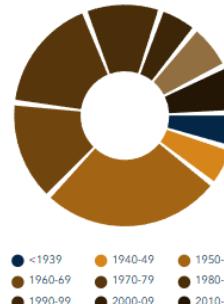


#### Educational Attainment

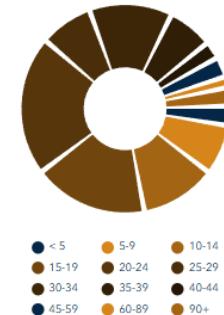


17.1%  
Blue Collar

#### Housing: Year Built



#### Commute Time: Minutes



© 2024 Esri

## Top Three Tapestries

### Socioeconomics

- 2,485 Households
- 26.7% of Households
- Median Age: 40
- Average Income: \$47,600
- Top Employments:  
Serving Industry, Professional Services, Management, Administrative

- 2,350 Households
- 25.3% of Households
- Median Age: 54
- Average Income: \$80,200
- Top Employments:  
Professional Services, Service Occupations

- 1,366 Households
- 14.7% of Households
- Median Age: 55
- Average Income: \$47,400
- Top Employments:  
Retired, Professional Services

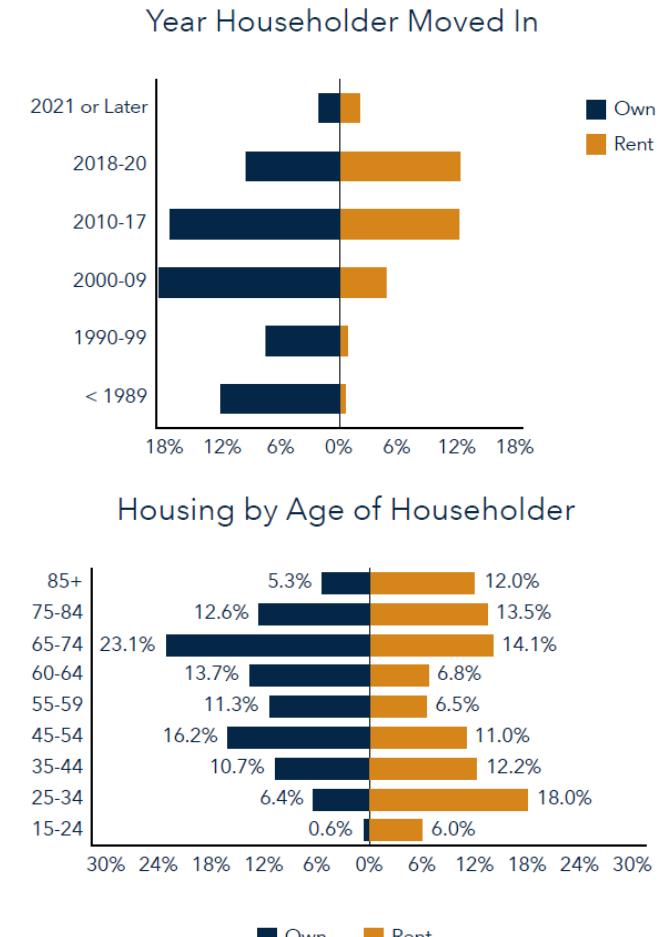
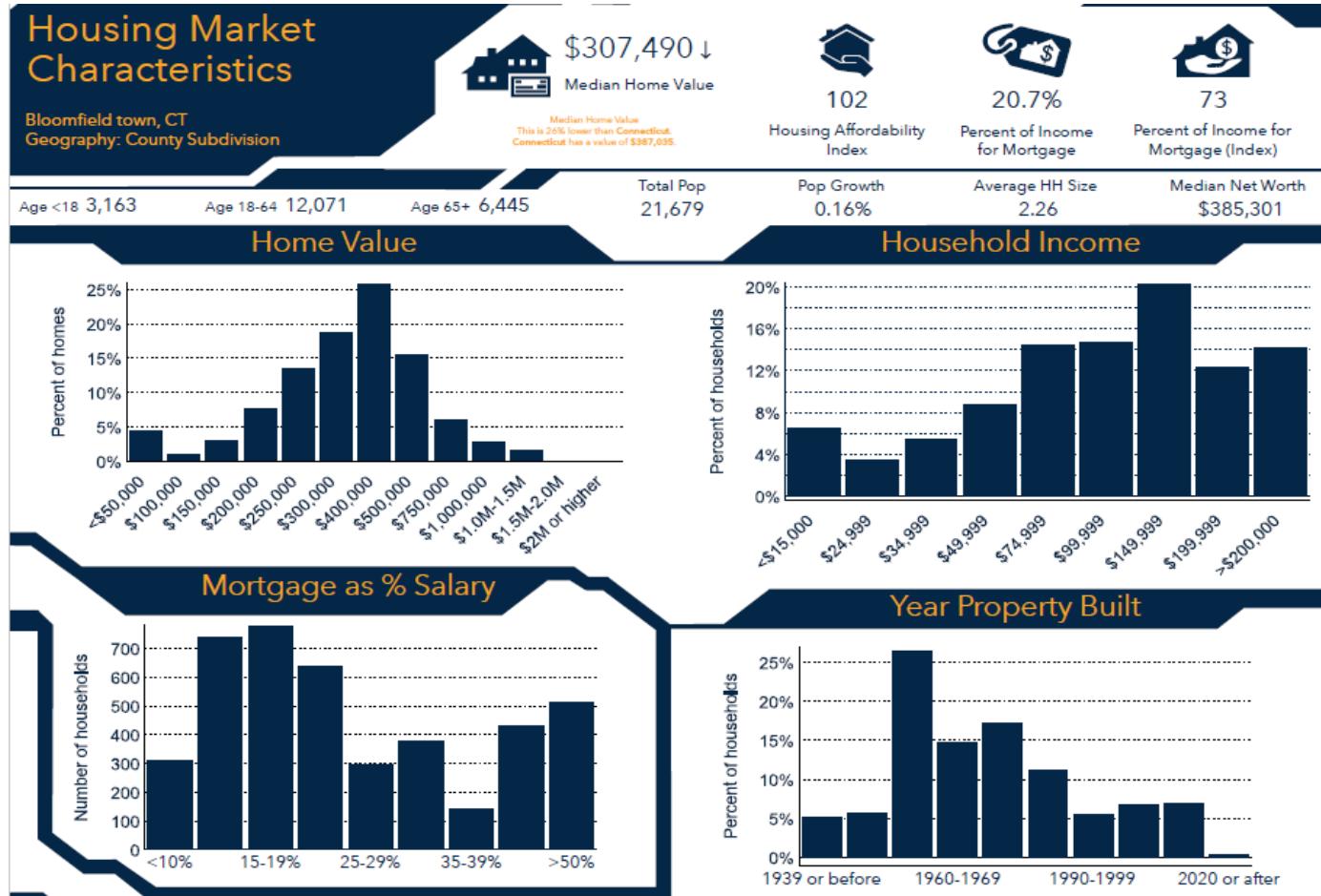
**Family Foundations:** Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

**Golden Years:** Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

**Retirement Communities** Single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multi-unit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

# Housing Statistics

## Socioeconomics



## Breakdown of Housing Stock

### Socioeconomics

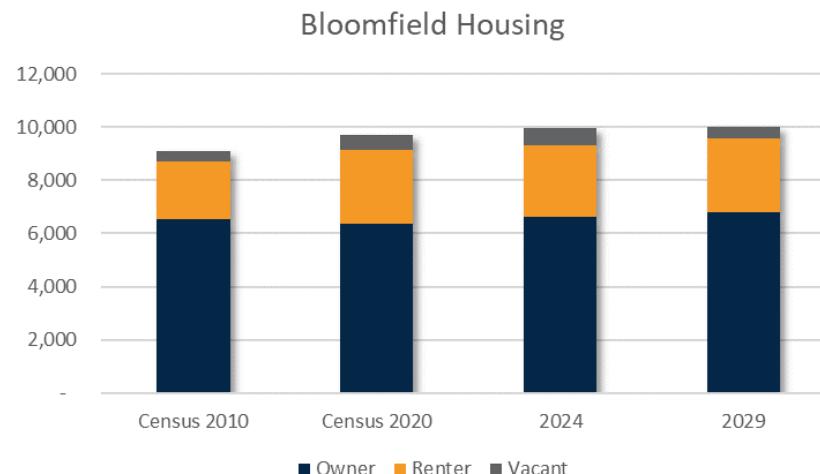
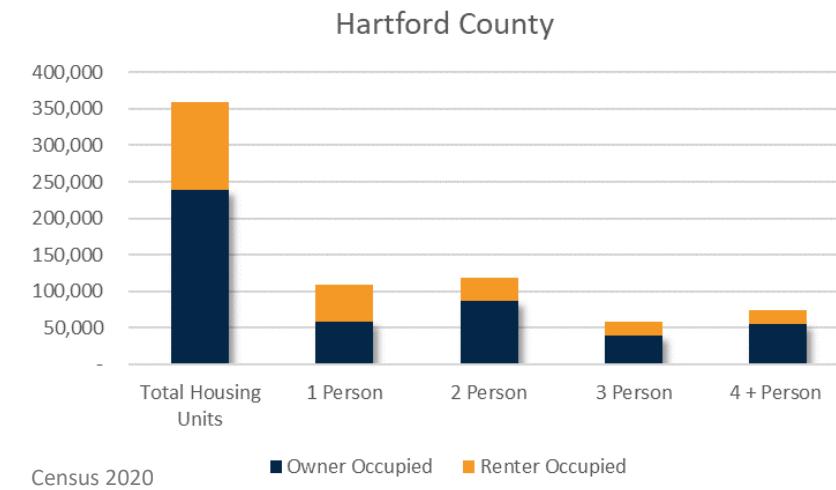
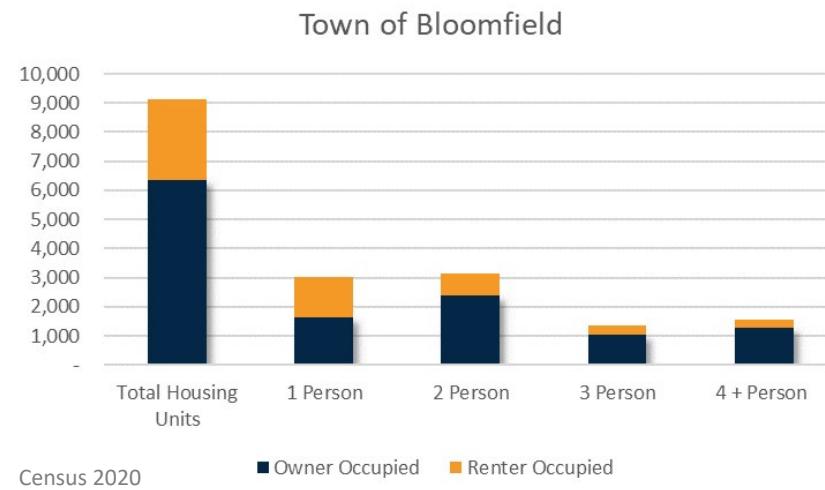
Households	Bloomfield			Hartford County	
	Occupied Units	Owner Occupied	% Renter Occupied	% Renter Occupied	
Total Housing Units	9,125	6,353.00	30.4%		33.8%
1 Person	3,030	1,653.00	45.4%		46.5%
2 Person	3,156	2,405.00	23.8%		27.1%
3 Person	1,365	1,043.00	23.6%		32.2%
4 + Person	1,574	1,270.00	19.3%		27.1%

### Town of Bloomfield

Housing Units by Occupancy	Census 2010		Census 2020		2024		2029	
	#	%	#	%	#	%	#	%
Total Housing Units	9,099	100.0%	9,717	100.0%	9,952	100.0%	10,023	100.0%
Occupied	8,696	95.6%	9,125	93.9%	9,296	93.4%	9,576	95.5%
Owner	6,521	71.7%	6,353	65.4%	6,606	66.4%	6,795	67.8%
Renter	2,175	23.9%	2,772	28.5%	2,690	27.0%	2,781	27.7%
Vacant	403	4.4%	592	6.1%	656	6.6%	447	4.5%

# Breakdown of Housing Stock

## Socioeconomics



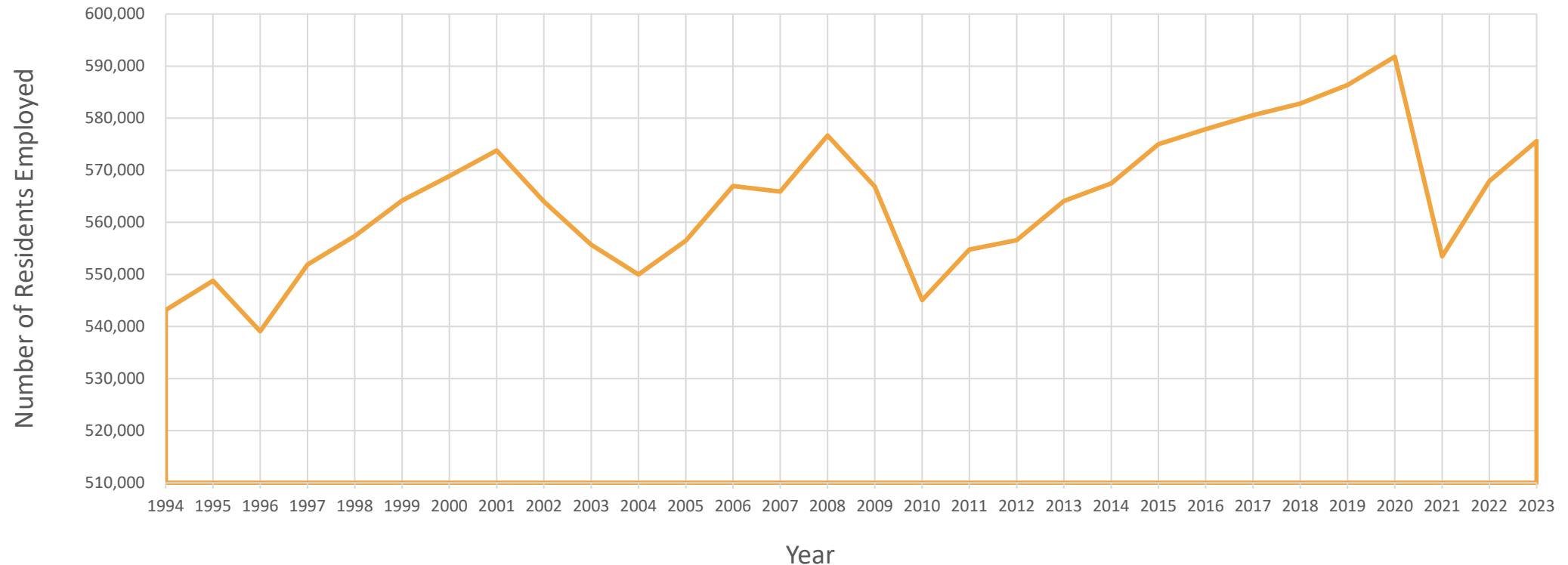


# Employment Market

## Historical Employment Trends

### Hartford Labor Market

Hartford Labor Market Area Employment



## Historical Employment Trends

### Hartford Labor Market

Hartford Labor Market Area Unemployment



# Historical Employment Trends: Jun 2023 – Jun 2024

## Harford Employment Market

Percent of Total Employment	
TOTAL NONFARM EMPLOYMENT	100.0%
TOTAL PRIVATE	84.1%
<b>GOODS PRODUCING INDUSTRIES</b>	<b>13.4%</b>
CONSTRUCTION, NAT RES & MINING	4.0%
MANUFACTURING	9.4%
Durable Goods	7.7%
Non-Durable Goods	1.7%
<b>SERVICE PROVIDING INDUSTRIES</b>	<b>86.6%</b>
TRADE, TRANSPORTATION, UTILITIES	15.6%
Wholesale Trade	2.8%
Retail Trade	8.4%
Transportation, Warehousing, & Utilities	4.4%
Transportation and Warehousing	4.3%
INFORMATION	1.4%
FINANCIAL ACTIVITIES	8.7%
Depository Credit Institutions	0.8%
Insurance Carriers & Related Activities	5.9%
PROFESSIONAL & BUSINESS SERVICES	12.8%
Professional, Scientific	6.4%
Management of Companies	2.2%
Administrative and Support	4.3%
EDUCATION AND HEALTH SERVICES	19.7%
Educational Services	2.3%
Health Care and Social Assistance	17.4%
Ambulatory Health Care	5.9%
LEISURE AND HOSPITALITY	8.7%
Accommodation and Food Services	7.1%
OTHER SERVICES	3.7%
GOVERNMENT	15.9%
Federal	0.9%
State & Local	15.0%

- The **Private Sector** accounts for **84.1%** of the Total Workforce.
- **Service Providing** Industries account for **86.6%** of the Total Workforce.
- The largest private employment sectors include:
  - **Health Services** at 17.4%
  - **Manufacturing** at 9.4%
  - **Retail Trade** at 8.4%.
- The **Public Sector** represents **15.9%** of the Hartford Labor Market.

Percent Change in Employment	
TOTAL NONFARM EMPLOYMENT	<b>1.4%</b>
TOTAL PRIVATE	0.8%
<b>GOODS PRODUCING INDUSTRIES</b>	<b>1.1%</b>
CONSTRUCTION, NAT RES & MINING	6.7%
MANUFACTURING	-1.1%
Durable Goods	-0.9%
Non-Durable Goods	-1.9%
<b>SERVICE PROVIDING INDUSTRIES</b>	<b>1.4%</b>
TRADE, TRANSPORTATION, UTILITIES	-0.9%
Wholesale Trade	-1.2%
Retail Trade	-2.5%
Transportation, Warehousing, & Utilities	2.8%
Transportation and Warehousing	2.8%
INFORMATION	-6.7%
FINANCIAL ACTIVITIES	-0.8%
Depository Credit Institutions	0.0%
Insurance Carriers & Related Activities	-0.8%
PROFESSIONAL & BUSINESS SERVICES	0.1%
Professional, Scientific	6.2%
Management of Companies	4.0%
Administrative and Support	-9.3%
EDUCATION AND HEALTH SERVICES	2.5%
Educational Services	3.8%
Health Care and Social Assistance	2.3%
Ambulatory Health Care	3.3%
LEISURE AND HOSPITALITY	3.8%
Accommodation and Food Services	5.8%
OTHER SERVICES	0.0%
GOVERNMENT	4.7%
Federal	1.8%
State & Local	4.8%

- The **Private Sector** has experienced a **0.8%** increase in employment.
- **Service Providing** employment has increased by **1.4%** while **Information** employment has decreased by **6.7%**.
- The private employment sectors with the largest growth include:
  - **Construction** at 6.7%
  - **Professional** at 6.2%
  - **Management** at 4.0%
- The private employment sectors with the largest decrease in employment include:
  - **Administrative** at -9.3%
  - **Retail Trade** at -2.5%
  - **Non-Durable Goods** at -1.9%

## Current Trends

### Employment Market

Bloomfield	Aug-23	Aug-24	% Change
Labor Force	11,736	11,708	-0.2%
Unemployed Persons	467	438	-6.2%
% of Labor Force Unemployed	4.0%	3.7%	-0.2%

Connecticut	Aug-23	Aug-24	% Change
Labor Force	1,896,800	1,902,500	0.3%
Unemployed Persons	71,600	65,500	-8.5%
% of Labor Force Unemployed	3.8%	3.4%	-0.3%

Hartford LMA	Aug-23	Aug-24	% Change
Labor Force	618,508.00	616,120.00	-0.4%
Unemployed Persons	23,699.00	21,257.00	-10.3%
% of Labor Force Unemployed	3.8%	3.5%	-0.4%

- Bloomfield has a Labor Force of **11,708** as of August 2024
  - Bloomfield's decrease in Labor force over the last 12 months is fewer than the Hartford LMA and the State
- Bloomfield has an unemployment rate of **3.7%** as of August 2024
  - It has decreased by **0.2%** over the last year but remains between **0.2-0.3%** higher than the Hartford LMA and the State



# Real Estate Market Overview

## Asset Class Trends

### Real Estate Market Overview & Asset Class Trends

#### Bloomfield – Submarket

Asset Class	# of Buildings	Vacancy %	Asking Rent/SF	Sale Price/SF	Cap Rate
Industrial	249	5.0%	\$7.78	\$75.00	8.4%
Office	73	16.9%	\$21.08	\$95.00	12.0%
Retail	117	2.9%	\$16.43	\$152.00	7.4%

#### Hartford – Greater Market

Asset Class	# of Buildings	Vacancy %	Asking Rent/SF	Sale Price/SF	Cap Rate
Industrial	4,278	4.6%	\$8.89	\$70.00	8.5%
Office	3,575	10.5%	\$20.24	\$95.00	11.8%
Retail	7,455	4.0%	\$18.20	\$151.00	7.9%



# Geofencing Analysis

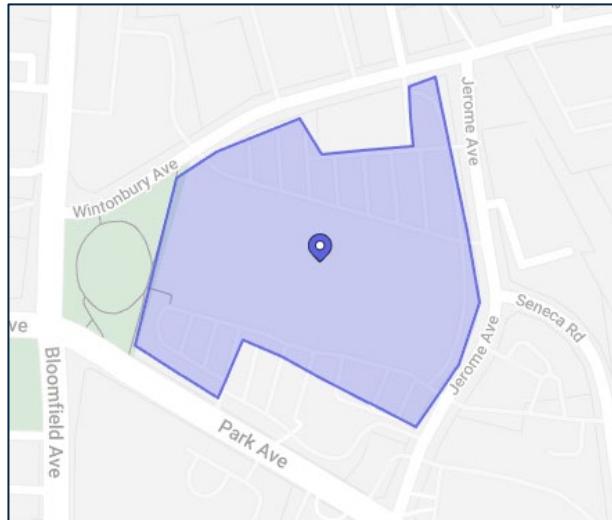
# Introduction

## Geofencing Analysis

### Introduction

- Placer.ai collects geolocation data from mobile devices in an anonymized fashion.
- The technology tracks the travel patterns of visitors to the geofenced location and assumes where they live down to a Census Block Group level.
- Geofencing allows us to analyze data such as the most common tapestry segment among visitors to that location and how retail segments in the area are performing.
- Goman+York gathered visitor data using geofencing technology to analyze and compare visitation data of the Wintonbury Mall and Copaco Shopping Center.

**Wintonbury Mall  
Geofence**



**Copaco Shopping Center  
Geofence**



# Annual Visits by Day of Week

## Wintonbury Mall and Copaco Shopping Center

### Annual Visits by Day of Week

- The total number of visits within the past year to the property broken down by each day throughout the week

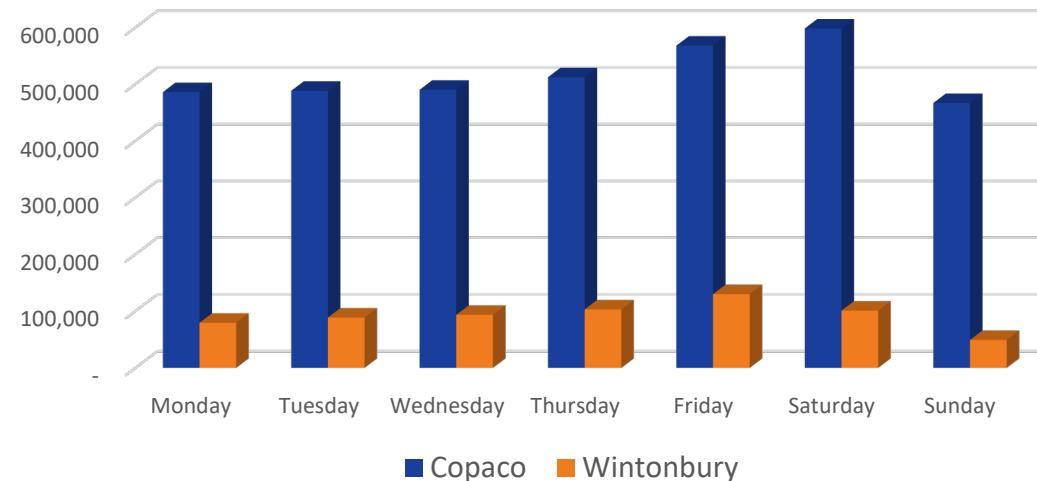
#### Copaco Shopping Center

- Average Annual Visits: 3,609,100
- Peak Day, Saturday: 598,200 (16.6% of Total Visits)
- Average Daily Visits: 9,900

#### Wintonbury Mall

- Estimated Annual Visits: 641,100
- Peak Day, Friday: 129,800 (20.2% of Total Visits)
- Average Daily Visits: 1,800

### Total Annual Visits by Day of Week



Visits – Data captured between Jul 6<sup>th</sup>, 2023, thru July 5<sup>th</sup>, 2024, by Placer.ai

# Visits by Hour of the Day

## Wintonbury Mall and Copaco Shopping Center

### Hourly Visits

- The total number of visits to the property at any time of day

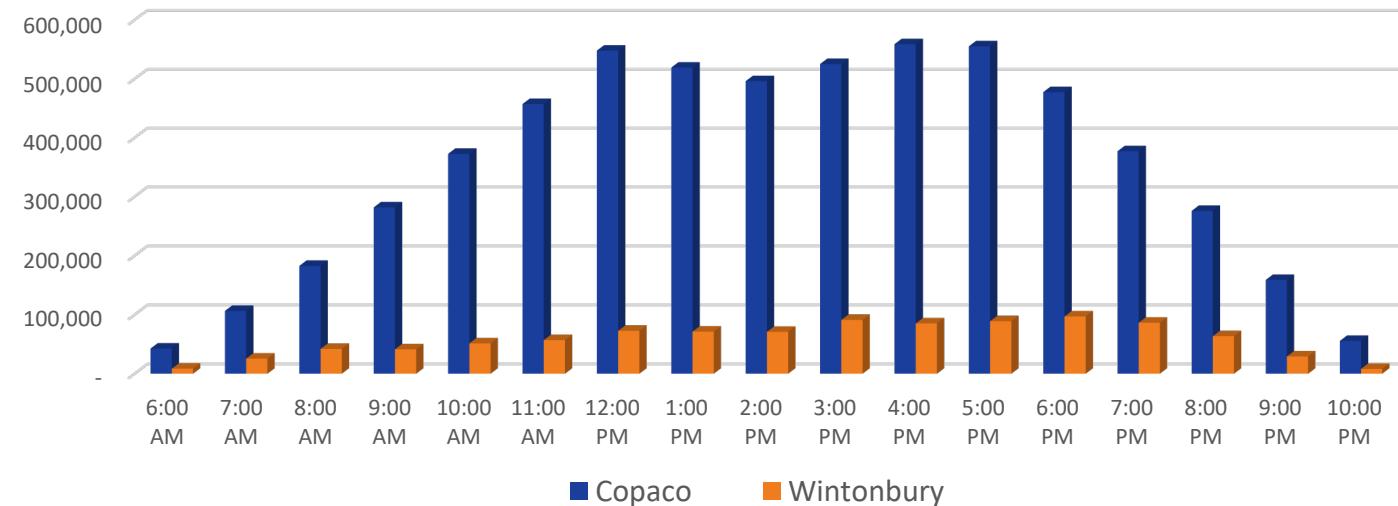
#### Copaco Shopping Center

- Peak Hours: 12-1 PM, 3-5 PM
- Average # of Visits Per Hour: 352,324

#### Wintonbury Mall

- Peak Hours: 3-6 PM
- Average # of Visits Per Hour: 58,264

Number of Hourly Visits to Copaco and Wintonbury



Visits – Data captured between Jul 6<sup>th</sup>, 2023, thru July 5<sup>th</sup>, 2024, by Placer.ai

# Visits Duration

## Wintonbury Mall and Copaco Shopping Center

### Visit Duration

- The X axis of this graph represents time in minutes spent at the location, and the Y axis of this graph represents the percentage of visits for the designated dwell time ranges.

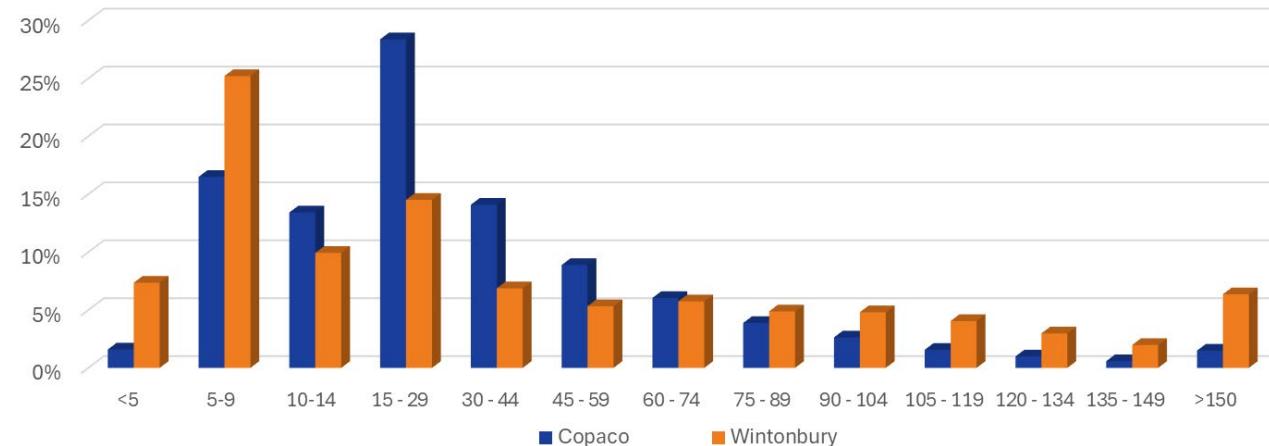
#### Copaco Shopping Center

- Highest Percentage Duration: 15-29 Minutes
  - Accounts for 28% of total visits' dwell time

#### Wintonbury Mall

- Highest Percentage Duration: 5-9 Minutes
  - Accounts for 25% of the total visits' dwell time

Percent of Visit Duration at Copaco and Wintonbury

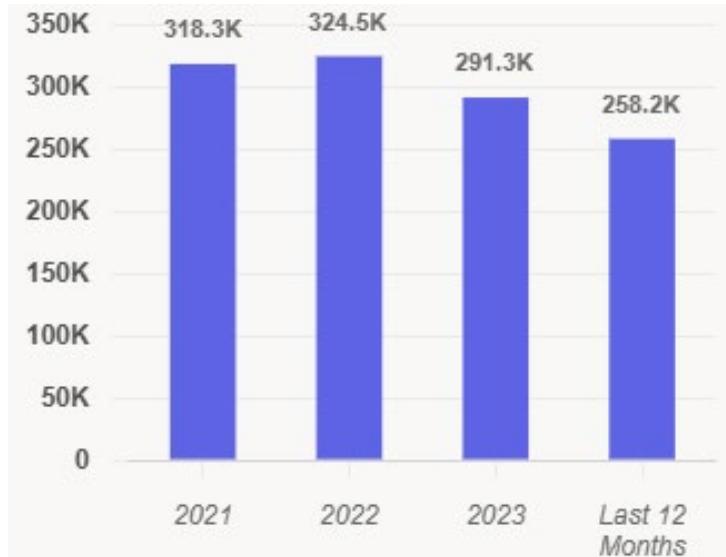


Visits – Data captured between Jul 6<sup>th</sup>, 2023, thru July 5<sup>th</sup>, 2024, by Placer.ai

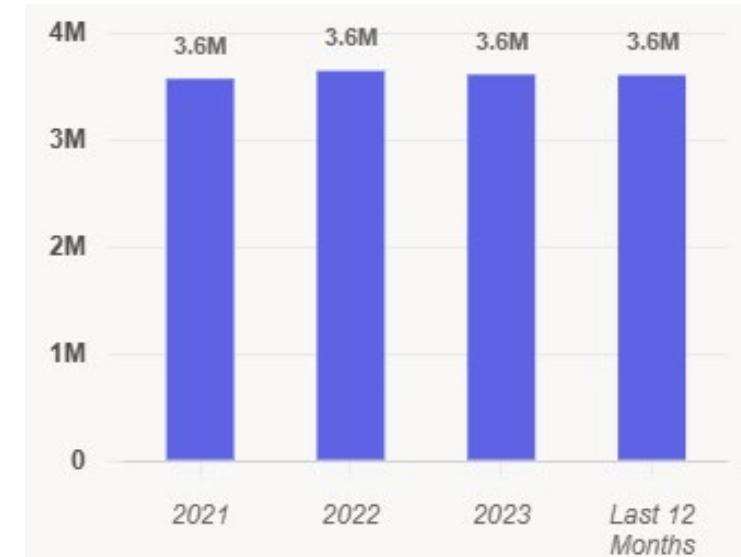
## Historical Visits Trend

### Geo Fencing Analysis

**Wintonbury Mall**  
Historical Visits

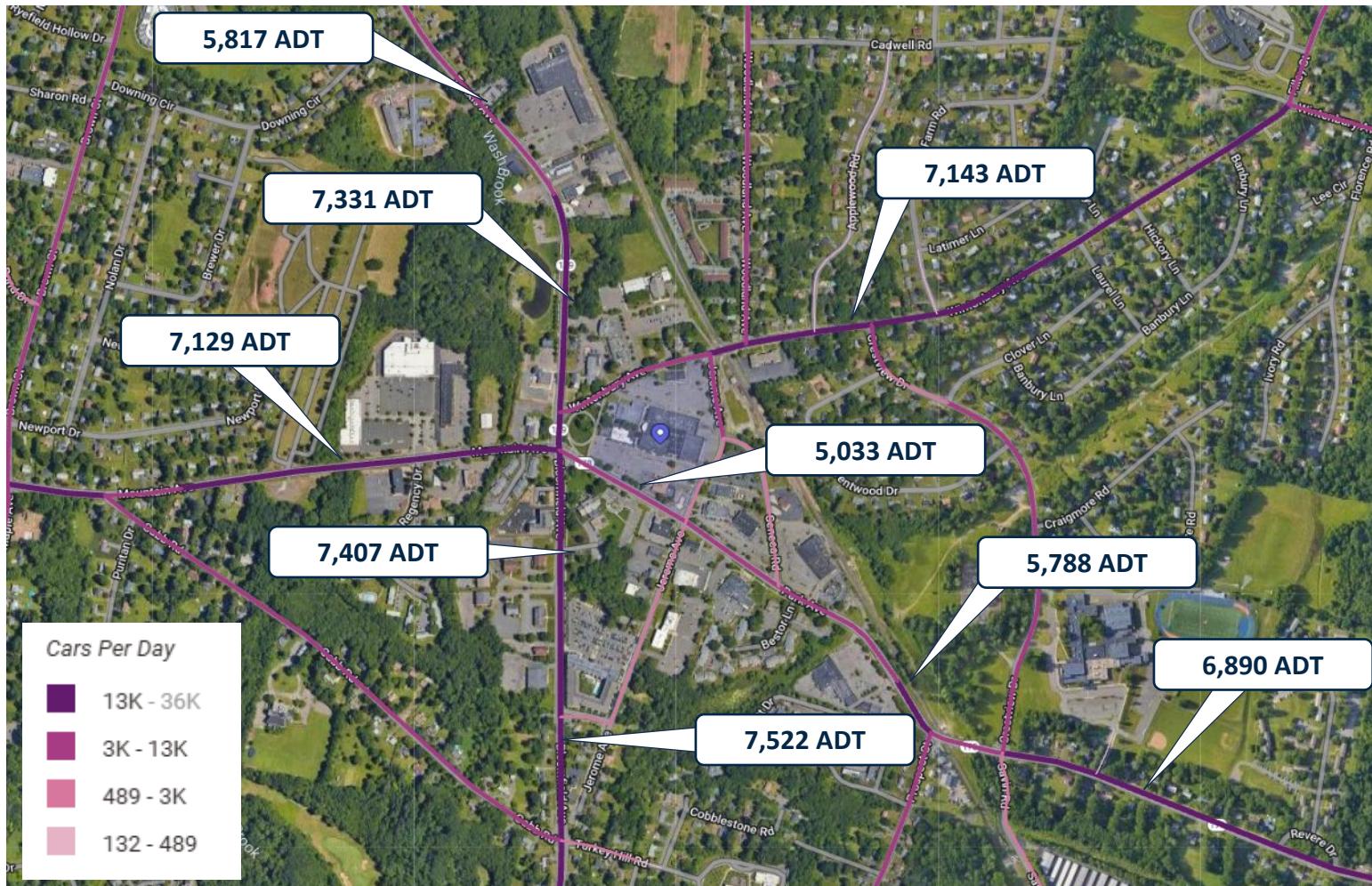


**Copaco Shopping Center**  
Historical Visits



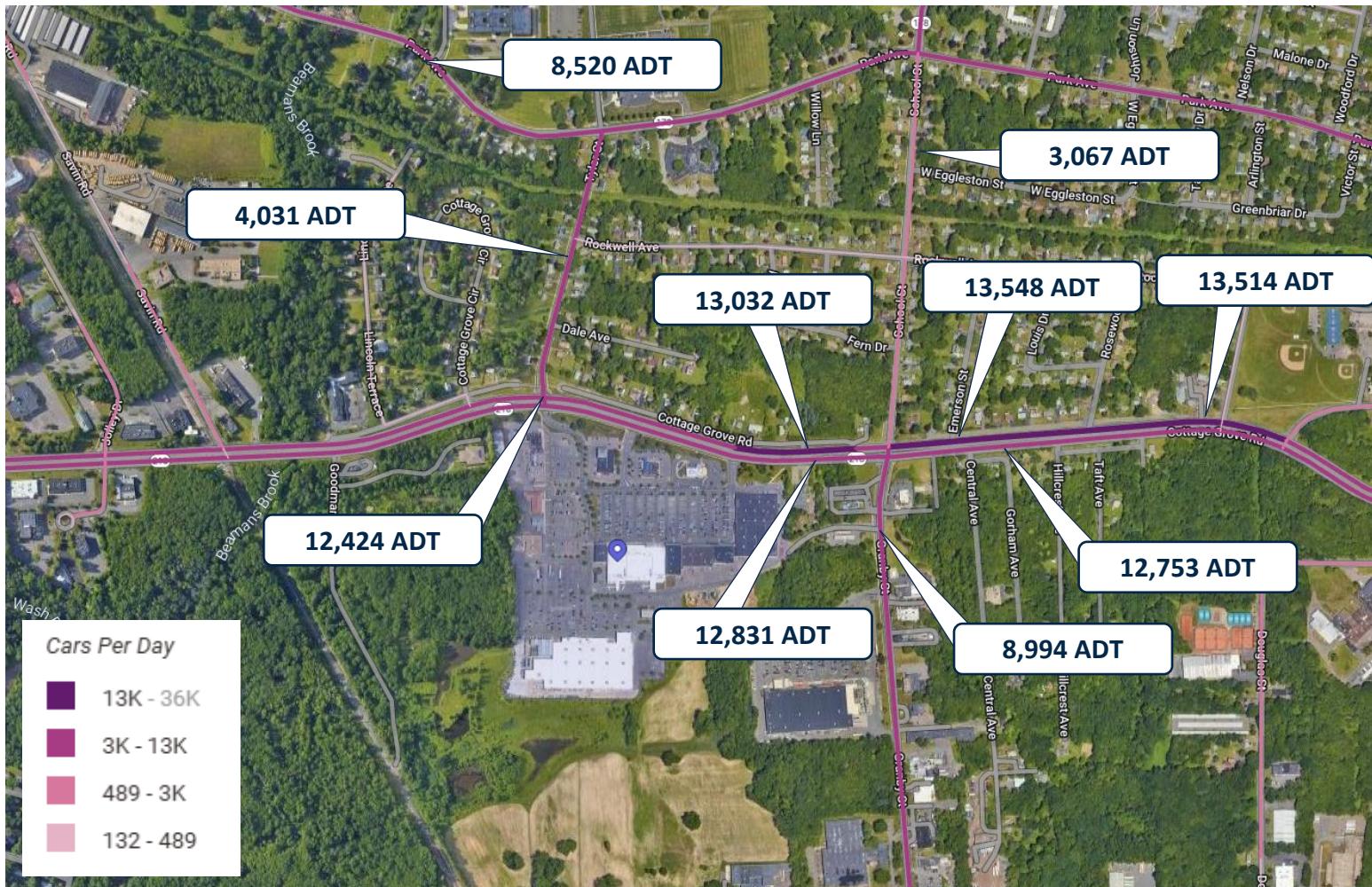
## Average Daily Volume of Traffic – Wintonbury Mall

Placer AI - 2023 Data



## Average Daily Volume of Traffic – Copaco Shopping Center

Placer AI - 2023 Data

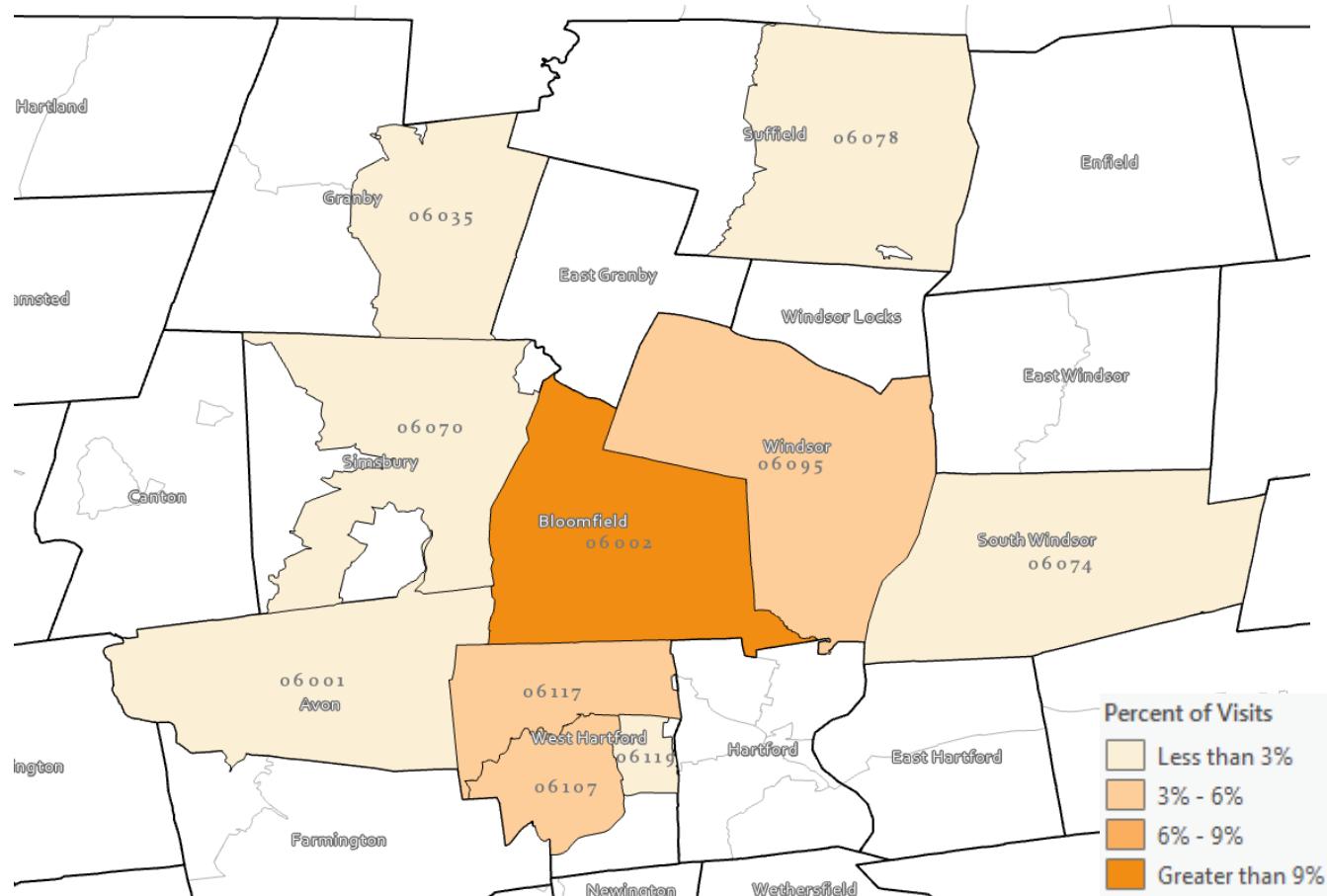




# Republic Gastropub Visitation

# Visitor Origin

## Republic Gastropub



### Summary of Republic Visitor Origins

- 45% of Visitors Originate from the Top 10 Zip Codes
- Top Tapestry reflects high probabilities of visitors being White, College-Educated Married Couples that live in Single Family Homes
- Weighted Median Age: 44.6
- Weighted Median Income: \$108,969
- 5/10 of the Top Zip Codes' Top Tapestry is Savvy Suburbanites
- \*A very close second Tapestry within Bloomfield is "Golden Years" which is also likely represented in Republic's Top Visitors

# Savvy Suburbanites

## Republic Gastropub

### MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

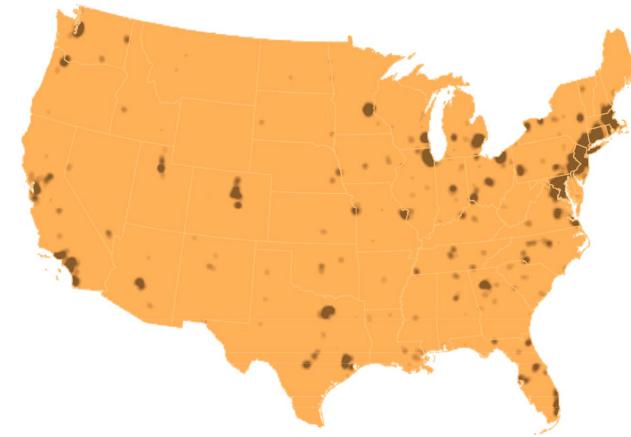
- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

### WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

### OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

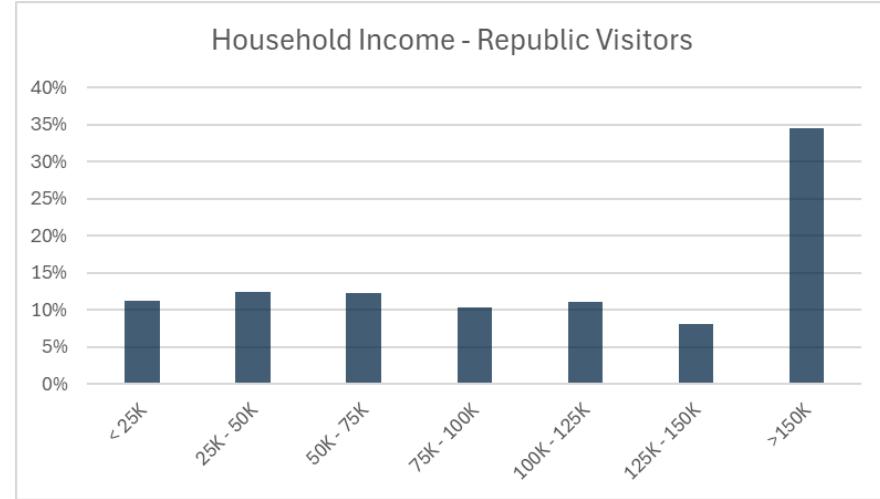
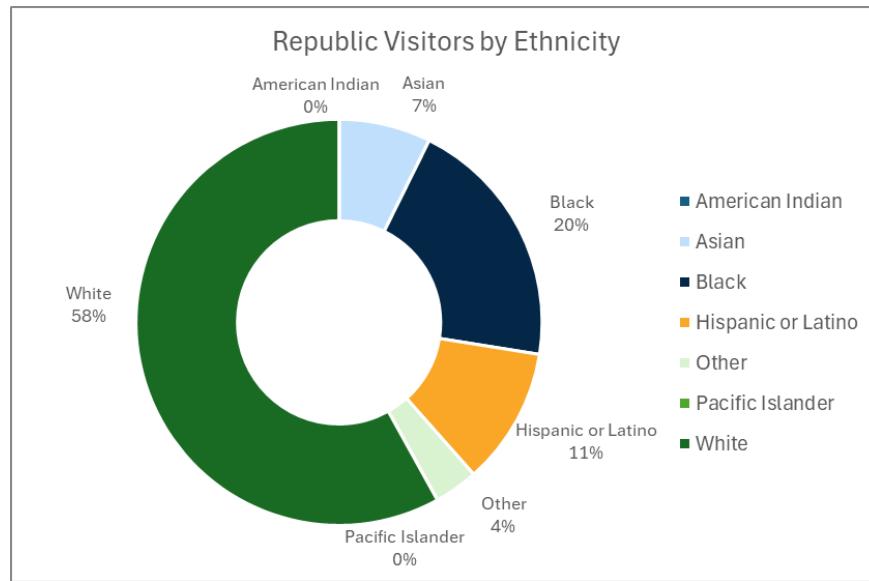


### SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

# Community Profile

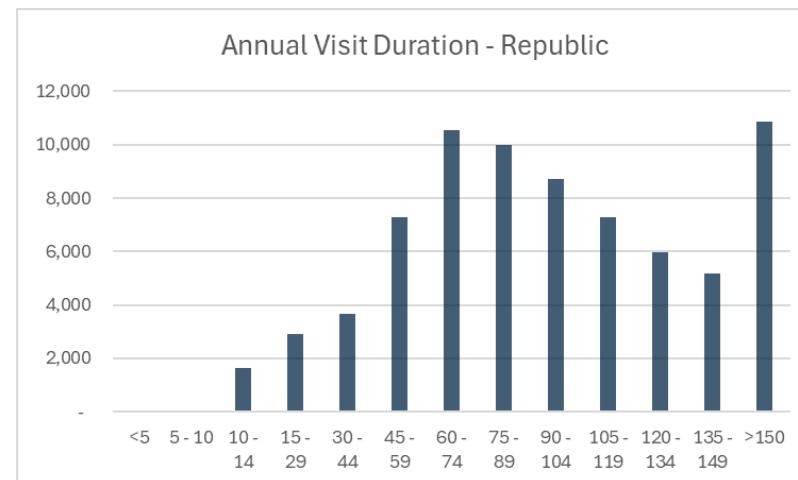
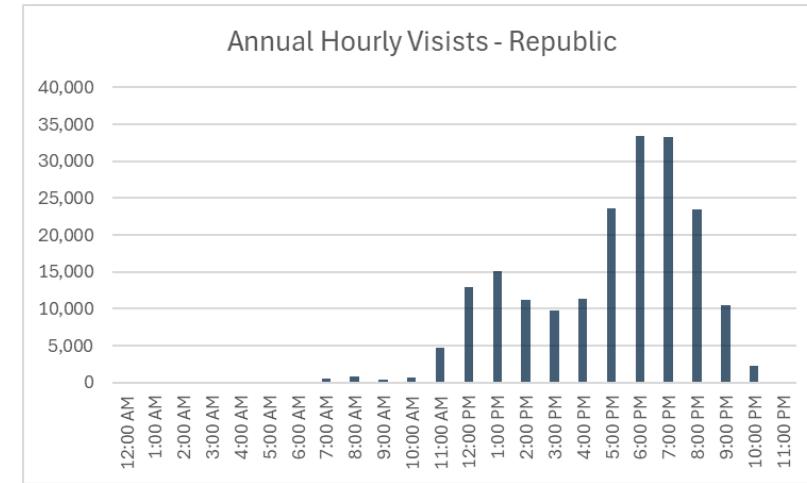
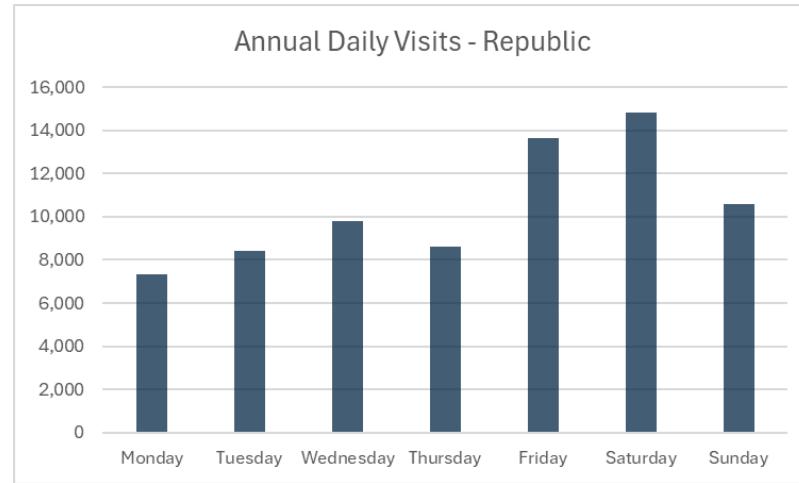
## Republic Gastropub



Estimated Median Household Income: \$123,500

# Community Profile

## Republic Gastropub

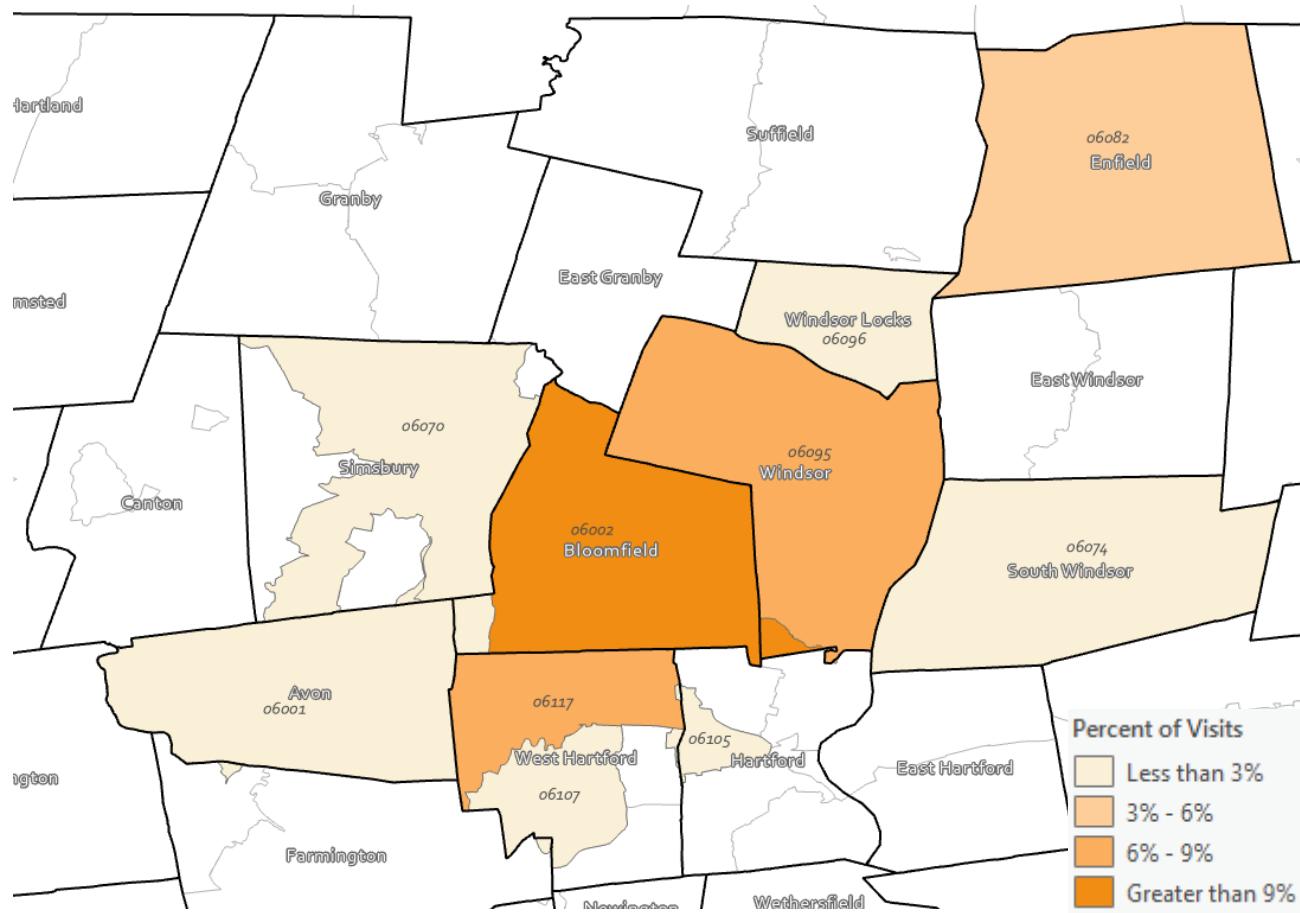




# Carbone's Kitchen Visitation

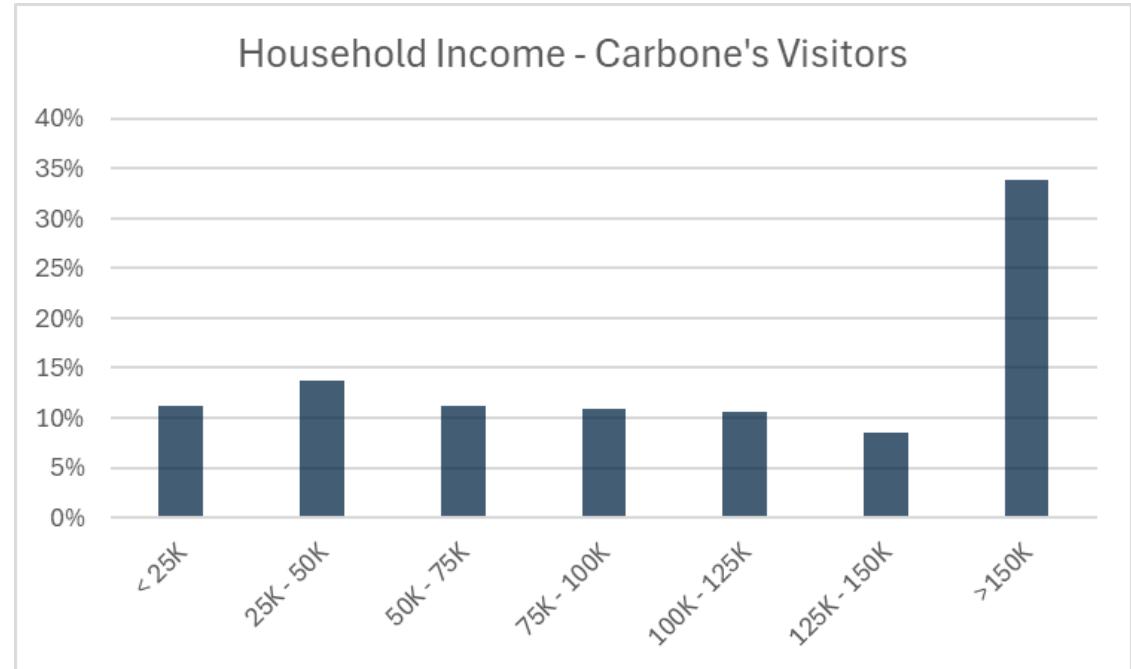
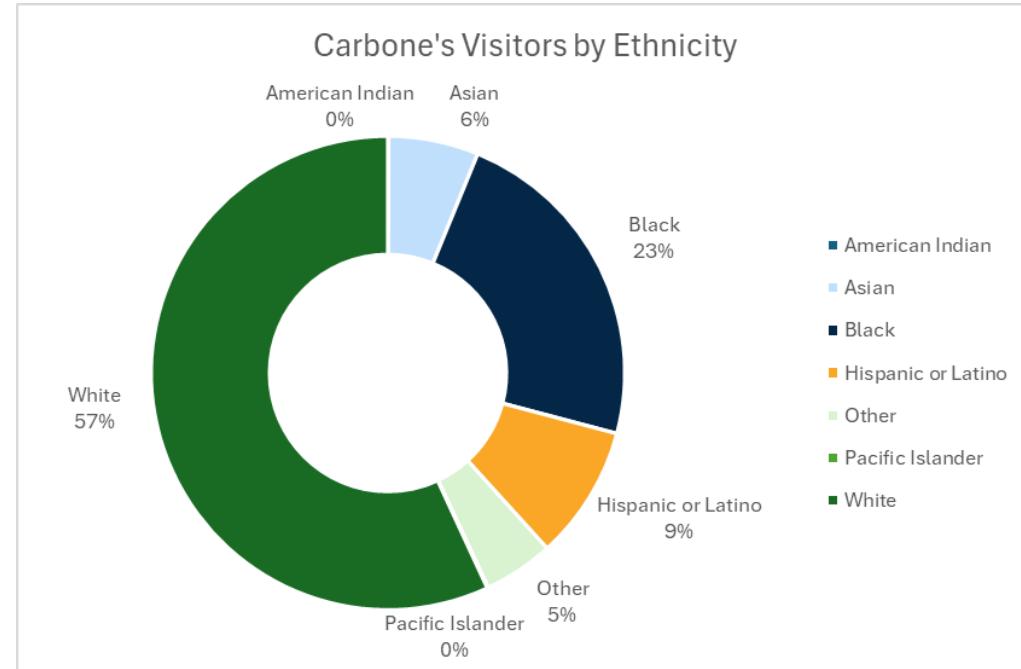
# Visitor Origin

## Carbone's Kitchen



## Community Profile

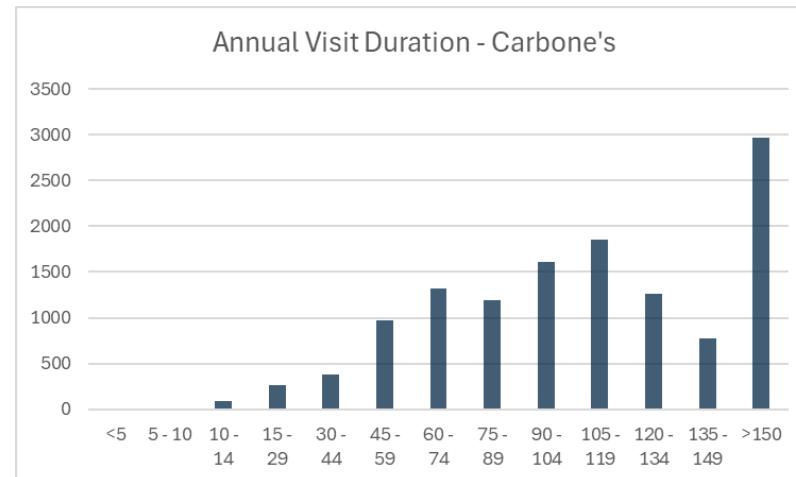
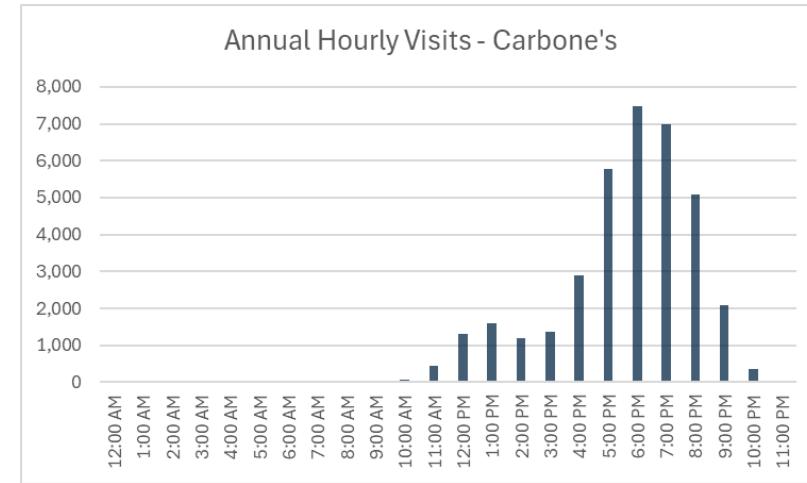
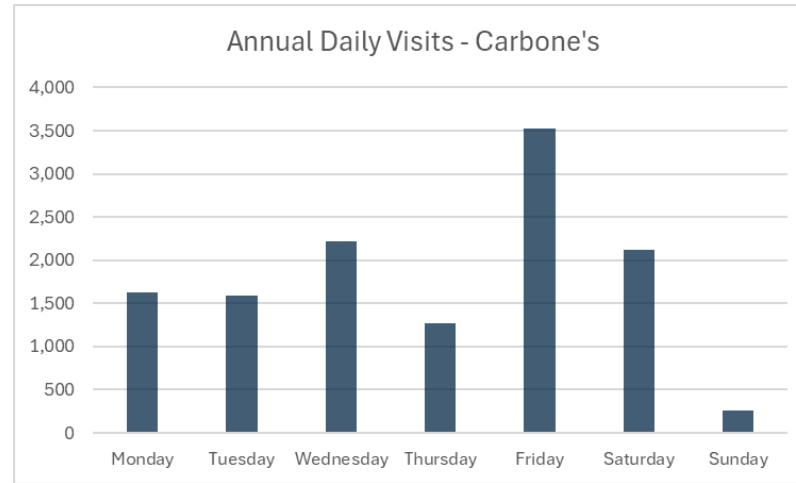
### Carbone's Kitchen



Estimated Median Household Income: \$121,500

# Community Profile

## Carbone's Kitchen



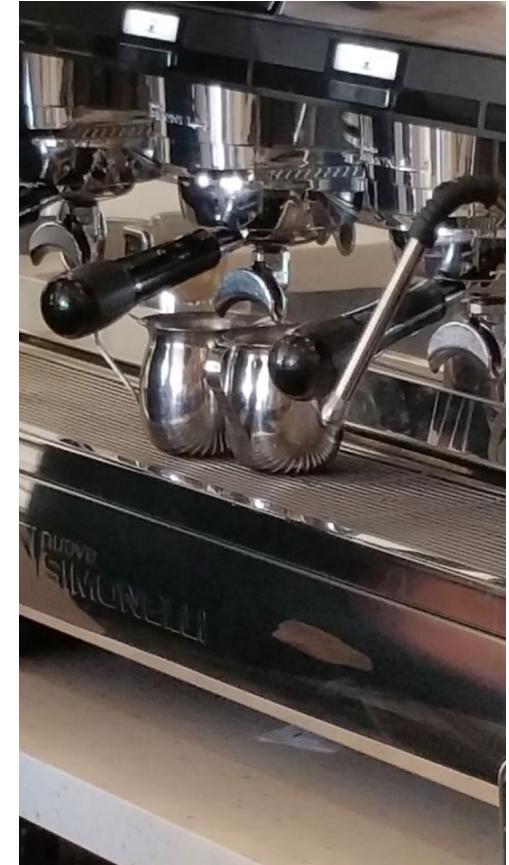


# Community Engagement Activities

# What kind of (Coffee) Community is Bloomfield

## Community Engagement Communities

- Independent Coffee Shop
- Starbucks/National Chain
- Dunkin
- Gas Station/C-Store



Market	Who and what is there
Capacity	What abilities and behaviors
Condition	How things look and feel
Image	What signals are being sent



# What kind of (Coffee) Community is Bloomfield

## Community Engagement Communities

- What is the difference between drip coffee and espresso-based coffee?
- The \$5 Starbucks coffee...
- How might this inform us about differences in place?
- What kind of ('Coffee') Community does Plymouth want to be?



## Engagement Activities

### Community Engagement Communities

### Continuums of Change

Nine forward-thinking questions are asked using a scale method to gauge participants' perspectives.

### Investing in the Town Center

Given a bundle of money, participants will allocate it toward their choice of programs and projects to invest in.

### Wants & Desires – Community Amenities & Community Investment Opportunities

Participants rate their level of interest in typical community features and potential community projects.  
(5 being most desired, 1 being least desired)

### Prouds & Sorrys

Participants are given post-it notes to share three things about Bloomfield's Town Center they are proud of, and three things they are least proud of.

### Existing Conditions & Future Outcomes

Participants are given post-it notes to share three words that describe Bloomfield's Town Center, both now and in the future.