



Community Engagement Results

Town of Bloomfield

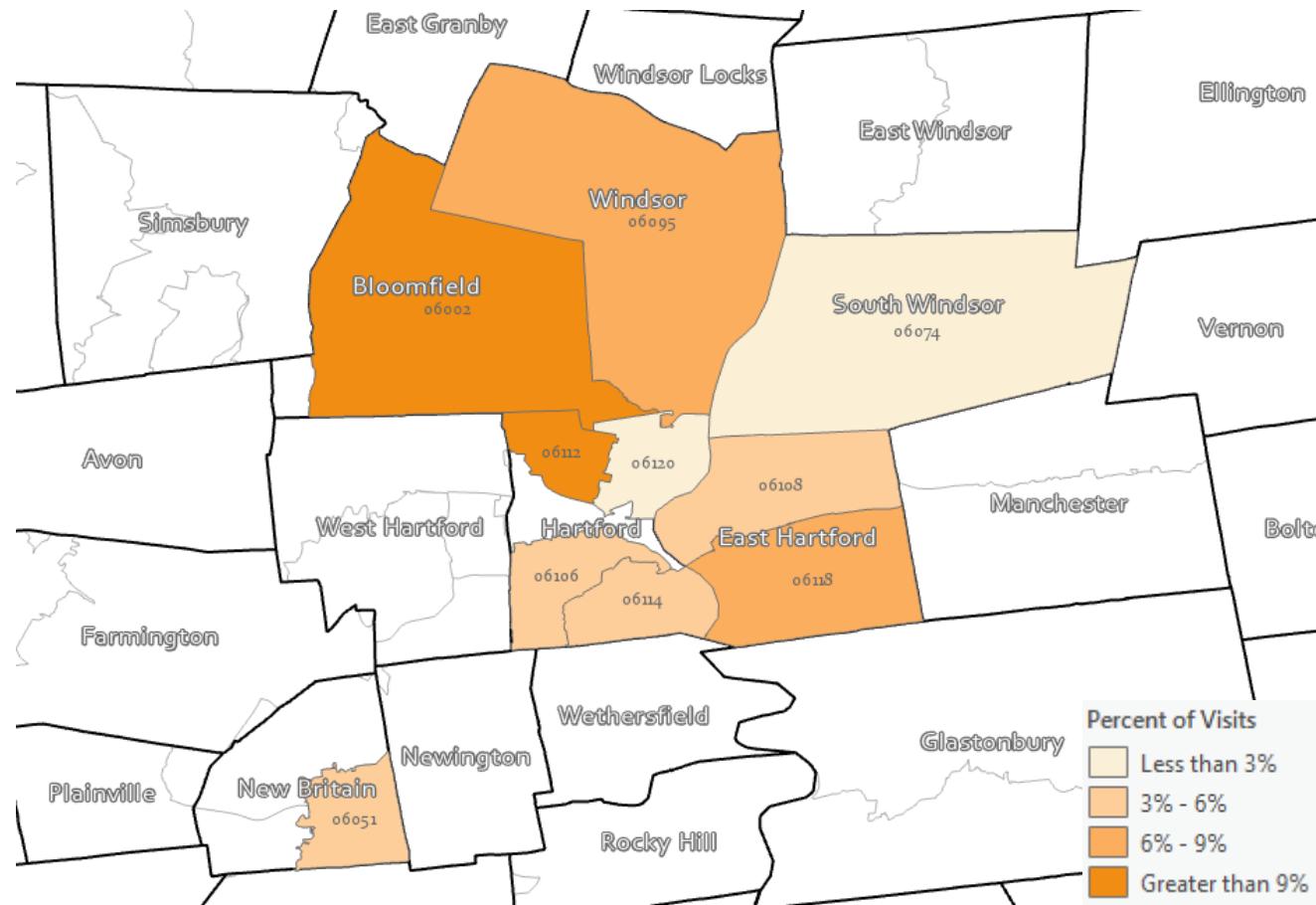
October 15, 2024



Elizabeth's Bar & Restaurant Visitation

Visitor Origin

Elizabeth's Bar & Restaurant



Visitor Origin

Elizabeth's Bar & Restaurant

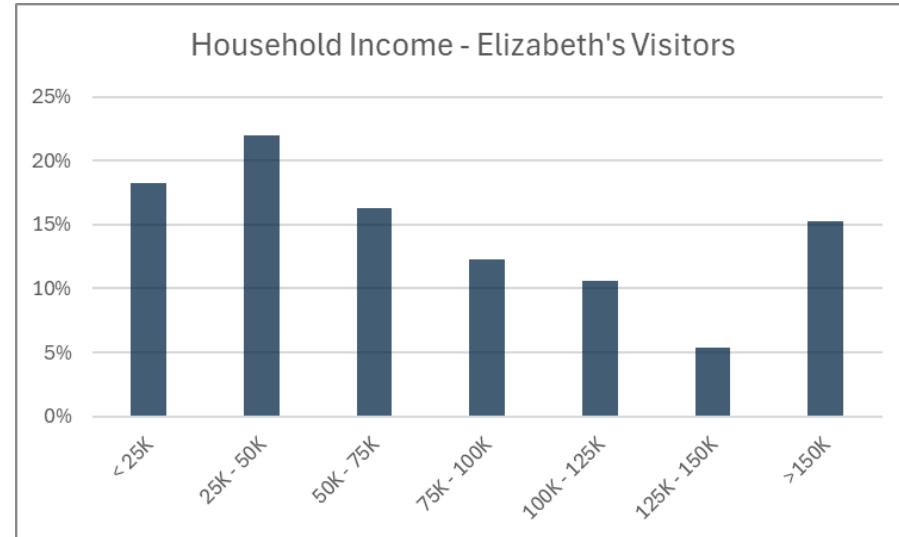
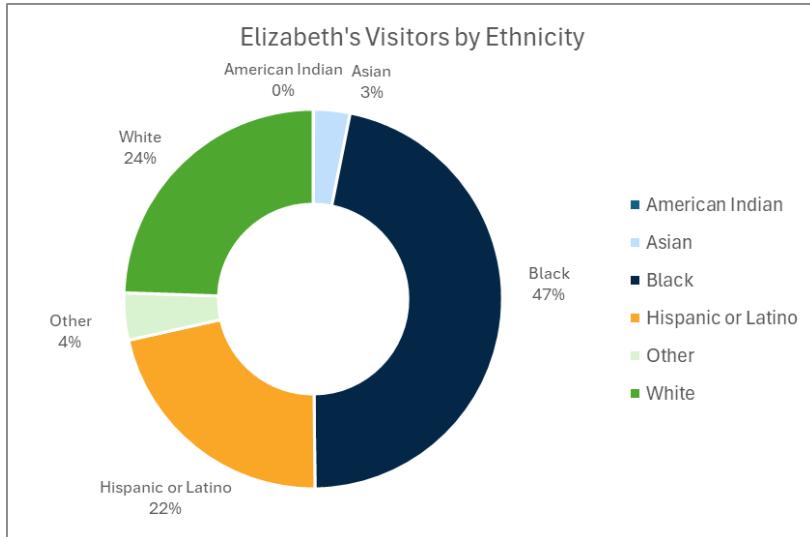
	Zip Code	City	% of Total Visitors	Top Tapestry	Type	Median Age	Income	Housing Type	Occupation Type	Highest Education	Race
1	06002	Bloomfield	24%	Family Foundations	Singles	40.4	\$47,600	Single Family	Svcs; Prof; Admin	HS Diploma	Black
2	06112	Hartford	12%	Family Foundations	Singles	40.4	\$47,600	Single Family	Svcs; Prof; Admin	HS Diploma Only	Black
3	06095	Windsor	9%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White
4	06106	Hartford	4%	Fresh Ambitions	Single Parents	29.3	\$32,300	Multi-Unit Rentals; Single Family	Svcs	No HS Diploma	Hispanic
5	06108	East Hartford	3%	Front Porches	Married Couples	35.7	\$51,400	Single Family; Multi-Units	Svcs; Prof; Admin	HS Diploma Only	White
6	06114	Hartford	3%	Fresh Ambitions	Single Parents	29.3	\$32,300	Multi-Unit Rentals; Single Family	Svcs	No HS Diploma	Hispanic
7	06051	New Britain	3%	Front Porches	Married Couples	35.7	\$51,400	Single Family; Multi-Units	Svcs; Prof; Admin	HS Diploma Only	White
8	06118	East Hartford	3%	Parks and Rec	Married Couples	41.6	\$69,300	Single Family	Prof; Mgmt; Admin	HS Diploma Only	White
9	06120	Hartford	2%	City Commons	Single Parents	29.2	\$22,600	Multi-Unit Rentals; Single Family	Svcs; Admin; Prof	HS Diploma Only	Black
10	06074	South Windsor	2%	Savvy Suburbanites	Married Couples	45.8	\$119,200	Single Family	Prof; Mgmt	College Degree	White

Summary of Republic Visitor Origins

- 65% of Visitors Originate from the Top 10 Zip Codes
- Top Tapestries reflect high probabilities of visitors being Black, High School-Educated Singles that live in Single Family Homes
- Weighted Median Age: 39.4
- Weighted Median Income: \$59,200
- The Top Tapestries are diverse with 6 different Tapestries

Community Profile

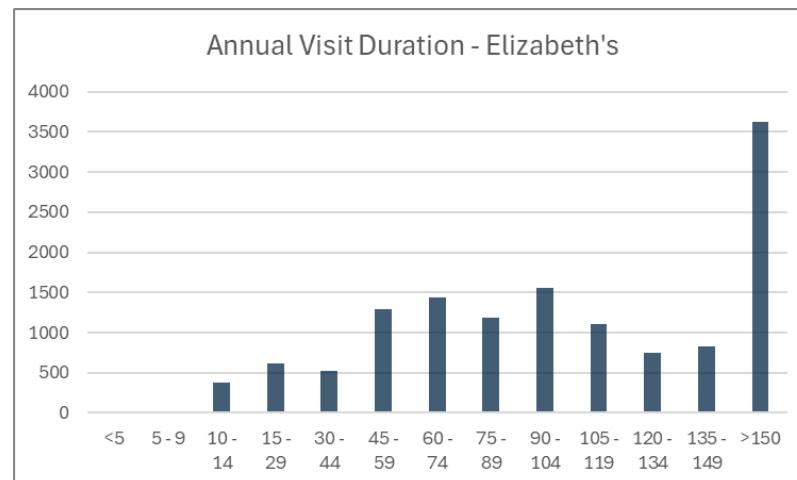
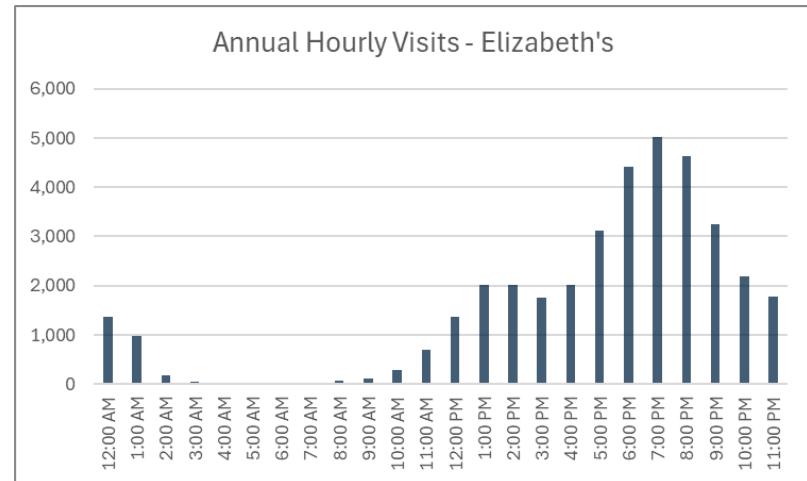
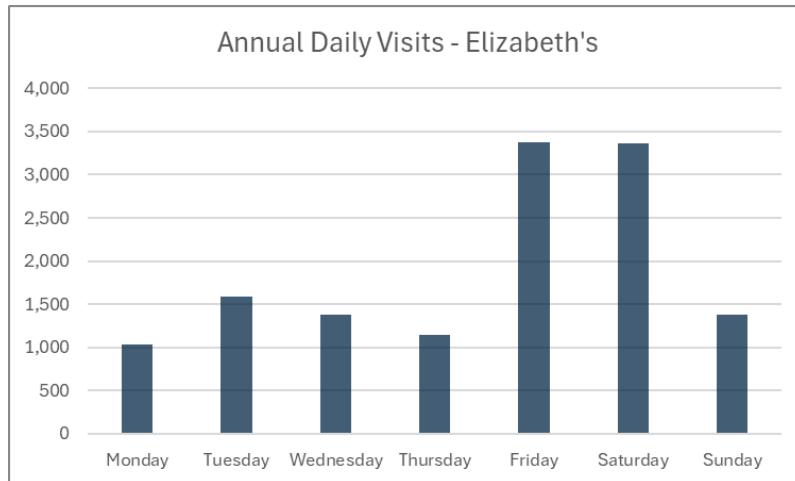
Elizabeth's Bar & Restaurant



Estimated Median Household Income: \$83,800

Community Profile

Elizabeth's Bar & Restaurant





Community Engagement Results

Overview

Community Engagement Results

Tuesday, September 24th

- 6:00 pm – Public Kick-Off Engagement Session, Community Center

Tuesday, October 1st

- 8:30 am – Small Businesses Breakfast with the Mayor, Carbone's
- 12:00 pm – Major Employers Luncheon with the Town Manager, Carbone's
- 3:00 pm – Town Staff & Agencies Focus Group, Town Hall
- 6:00 pm – Boards & Commissions Engagement Session, Community Center

Tuesday, October 8th

- 2:00 pm – Senior Citizens Focus Group, Community Center

Thursday, October 10th

- 2:00 pm – Religious Leaders Focus Group, Bloomfield Congregational Church
- 6:00 pm – Town Center Residents Focus Group, Heirloom Flats

Updates:

- Seabury & Duncaster Presentation
- High School Students Focus Group





Public Kick-Off Engagement Activities

Continuums of Change

Public Kick-Off Engagement Activities

CONTINUUMS OF CHANGE



Instructions: Place your dot sticker on the continuum where your perspective falls. If your perspective is neutral, place your sticker in the middle.

Less Development

1. Do you want development in the Town Center?

More Development

2. Do you want the Town Center to change?

No Change

More Change

More
Redevelopment

3. What does the Town Center need more of –
Redevelopment or New Development?

More
New Development

Continuums of Change

Public Kick-Off Engagement Activities

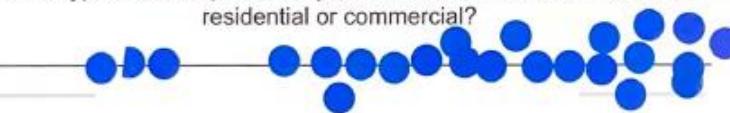


CONTINUUMS OF CHANGE

Instructions: Place your dot sticker on the continuum where your perspective falls. If your perspective is neutral, place your sticker in the middle.

More
Residential
Development

4. What type of development do you want to see in the Town Center –
residential or commercial?



More
Commercial
Development

More
Restaurants

5. What do you want to see in the Town Center –
restaurants or retail?



More
Retail

More
Multi-Family
Housing

6. What do you want to see in the Town Center –
multi-family housing or commercial?



More
Commercial
Retail/Office

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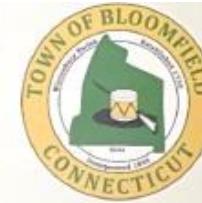
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TOWN CENTER PLAN
TOWN OF BLOOMFIELD

Continuums of Change

Public Kick-Off Engagement Activities

CONTINUUMS OF CHANGE

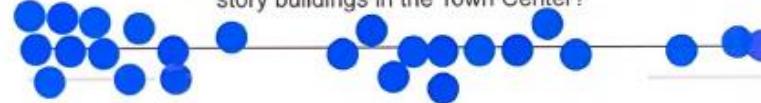


Instructions: Place your dot sticker on the continuum where your perspective falls. If your perspective is neutral, place your sticker in the middle.

7. What would you prefer, one & two-story buildings or three & four-story buildings in the Town Center?

One & Two Stories

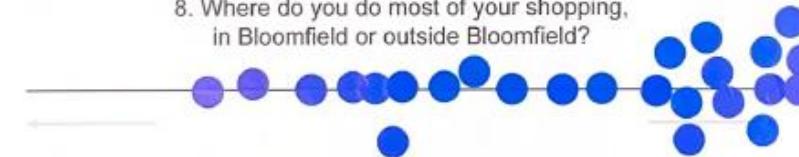
Three & Four Stories



8. Where do you do most of your shopping, in Bloomfield or outside Bloomfield?

Within Bloomfield

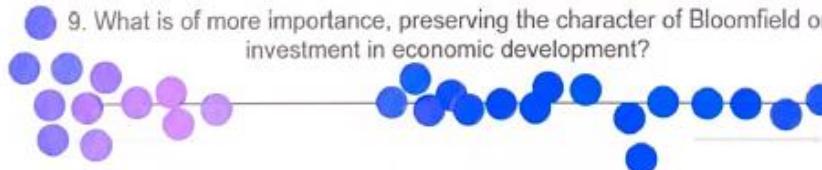
Outside Bloomfield



9. What is of more importance, preserving the character of Bloomfield or investment in economic development?

Traditional Character

Economic Development



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TOWN CENTER PLAN
TOWN OF BLOOMFIELD

Wants & Desires – Community Investment Opportunities

Public Kick-Off Engagement Activities

Community Investment Opportunities	Average Ranking
Redevelopment of Wintonbury Mall	4.8
Walkability & Bikeability	4.5
Community Events & Activities	4.4
Arts & Culture	4.4
Parks & Recreation	4.3
Affordable Housing	4.0
Historic Preservation	3.4
Public Transportation	2.8
Signage & Wayfinding	2.7
Public Parking	2.6

Wants & Desires – Town Center Amenities

Public Kick-Off Engagement Activities

Town Center Amenities	Average Ranking
Restaurants	4.8
Entertainment Venues (movie theatre, etc.)	4.6
Outdoor Dining	4.5
Coffee Shops	4.2
Retail Stores	4.1
Mixed-Use(commercial & residential)	3.9
Multi-Family Housing	3.0
Professional Offices	2.0
Medical Offices	1.8
Drive-Thru Restaurants	1.7

Prouds & Sorrys

Public Kick-Off Engagement Activities

Sorrys

Vintonbury Mall

Liquor Stores Railroad
Copaco Shopping Center
Empty Office Buildings
Deteriorated Buildings
No Bike Path
No Attractions
No Bike Paths
Lack Of Restaurants
Lack Of Outdoor Dining
Slow Growth
Car Noise
Lack Of Sidewalks
No Griffin Line RR
Lack Of Mixed Use
Lack Of Public Art
Unwelcoming
Not Walkable
Filley Park
The Mall

Not Bikeable
Places To Gather
Too Much Black Top
Not Encouraging
No Night Activities
Traffic
Not Usable
Untidy
Lack Of Foot Traffic
Poor Schools
High Taxes
Eye Sore
Poor Selection
Enough Liquor Stores
Box Stores
Dollar Store
No Variety In Activities
Wintonbury Blights
Filley Pond Project
Empty Stores

Prouds

BeautifulLocation Centered
MixtureOfOld&New Bakery
Safety Environment
WelcomingBusinesses SchoolsAreGood
TownHall DutchPointCreditUnion FilleyPark
InvolvementOfCommunity Neighbroly
MixUpModernAndHistorical Peaceful
Parks Pasticeria NoParkingMeter
DiversePeople TownGreen PressuringOpenLand
DiverseCommunity PublicLibrary
NiceRestaurants SummerConcerts
LivedAllMyLife PrivatelyOwned
Pastry&Coffee LowTaxes
TownGreenBeauty Businesses
WelcomingPeople Library Geisler's
Friendly TownGreenConcerts
SmallShops CommunityInvolvement
BrookThroughFilleyPark
NewLibrary MixOfPast&Present
CommitmentOfResidents
CelebrateDiversity
NewApartments

Existing Conditions & Future Outcomes

Public Kick-Off Engagement Activities

Existing Conditions

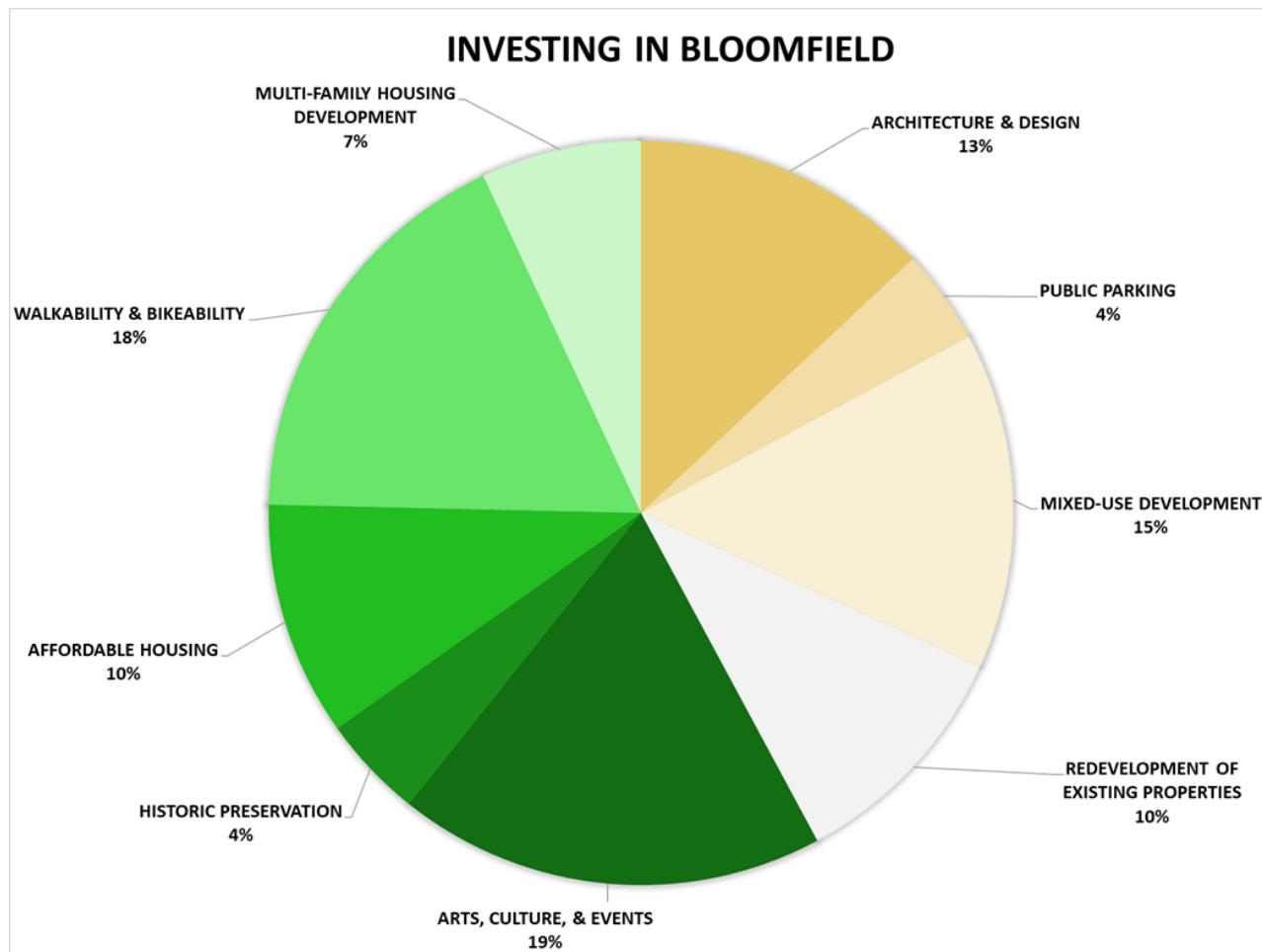
ExpensiveBikes
NoAttraction
Historic
Boring
GoodTenants
Spacious
NonEveningActivity
PastPrime
Quiet
NothingToAttractPeople
Trying
Speeding
EmptySpaces
Suffering
PotHoles
Plain
Old
SmallTownGreen
Uninviting
Lacking
BeatUpParkingLots
Lonely
Interesting
AntiSocial
EmptyParts
GreatBaker
Disconnected
TrafficJam
Outdated
Cheap
NotBikeable
RunDown
NoMovies
Dilapidated
PoorlyMaintained
Stale
SlowTraffic
Unattractive

Future Outcomes

CoffeeShop Active
Unique GatheringPlaces
AffordableHousing Relaxing
Vibrant MultipleEconomies Charming
PlaceToVisit NewEnglandTown
Profitable VariedArchitecture Walkable
Accessible Children'sPlayArea WalkingEvents
Restaurants Demo ObsoleteBuildings
HighActivityOnWeekend Populated
FilmCenter
LargerGreen
TownHistory
Convienent
Arts
Entertaining
Gardens
NewConstruction
Attractive
YoungPeople
Events
VariedRetail
Fun
SocialMedia
Interesting Socialization
WellMaintained NotACityLook
Club Fitness HistoricalCharacterEngagement
Wealth OutstandingArchitecture Relaxed
PeopleMagnet Safe WalkingSpaces
FlowerPots PlacesToGather Thriving
OpenSpace AffordableDining
Diversity Adestination
Clean Shopping

Investing in the Town Center

Public Kick-Off Engagement Activities



Investments	Total
Arts, Culture, & Events	\$520.00
Walkability & Bikeability	\$495.00
Mixed-use Development	\$410.00
Architecture & Design	\$365.00
Redev of Existing Properties	\$290.00
Affordable Housing	\$285.00
Multi-family Housing Dev	\$195.00
Historic Preservation	\$125.00
Public Parking	\$115.00

Key Notes

- Arts, Culture, & Events:
6 - \$50 Bills
11 - \$10 Bills
- Walkability & Bikeability:
8 - \$20 Bills
- Mixed-Use Development:
10 - \$5 Dollar Bills



Boards & Commissions Engagement Activities

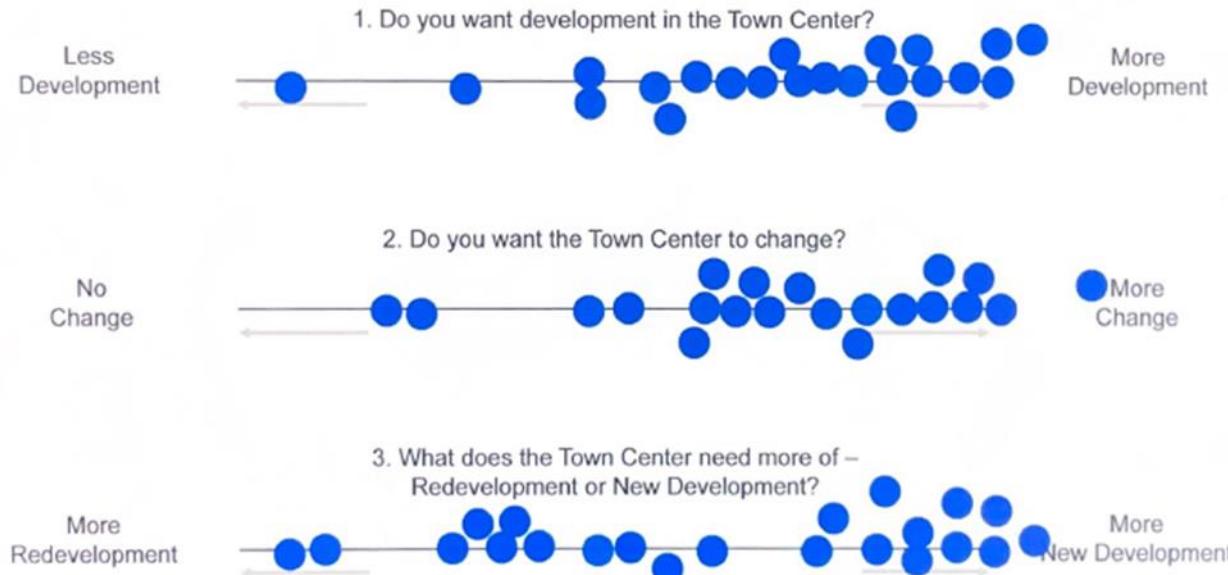
Continuums of Change

Boards & Commissions Engagement Activities

CONTINUMS OF CHANGE



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TOWN CENTER PLAN

TOWN OF BLOOMFIELD

Continuums of Change

Boards & Commissions Engagement Activities

CONTINUUMS OF CHANGE



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More
Residential
Development

4. What type of development do you want to see in the Town Center –
residential or commercial?

More
Commercial
Development

More
Restaurants

5. What do you want to see in the Town Center –
restaurants or retail?

More
Retail

More
Multi-Family
Housing

6. What do you want to see in the Town Center –
multi-family housing or commercial?

More
Commercial
Retail/Office

Continuums of Change

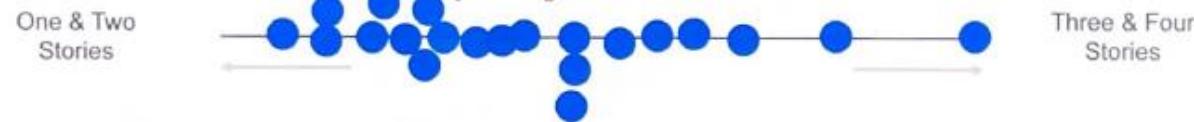
Boards & Commissions Engagement Activities



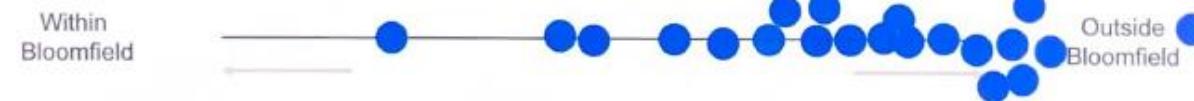
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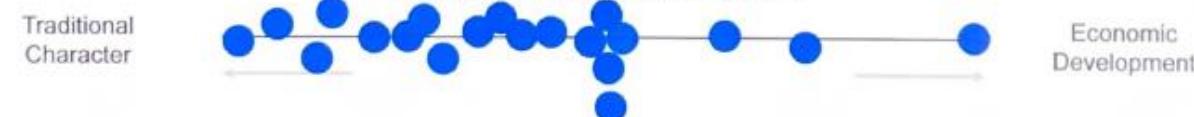
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8. Where do you do most of your shopping, in Bloomfield or outside Bloomfield?



9. What is of more importance, preserving the character of Bloomfield or investment in economic development?



Wants & Desires – Community Investment Opportunities

Boards & Commissions Engagement Activities

Community Investment Opportunities	Average Ranking
Arts & Culture	4.4
Parks & Recreation	4.3
Walkability & Bikeability	4.3
Redevelopment of Wintonbury Mall	4.2
Community Events & Activities	4.1
Historic Preservation	3.8
Signage & Wayfinding	2.9
Affordable Housing	2.8
Public Parking	2.7
Public Transportation	2.6

Wants & Desires – Town Center Amenities

Boards & Commissions Engagement Activities

Town Center Amenities	Average Ranking
-----------------------	-----------------

Entertainment Venues (movie theatre, etc.)	4.4
Restaurants	4.2
Outdoor Dining	4.1

Retail Stores	3.8
Coffee Shops	3.5
Mixed-Use(commercial & residential)	3.4
Professional Offices	2.4

Multi-Family Housing	1.6
Medical Offices	1.4
Drive-Thru Restaurants	0.9

Prouds & Sorrys

Boards & Commissions Engagement Activities

Sorrys

Architecture
LackOfSmallShops
UglyPoliceStation ParkingLots
WintonburyMall Landscaping
PropertyConditionsLacksConnectivity
NoPullLackOfGoodSidewalks ExteriorDesign
GhostTown Cinema Activity
LowParticipation
NoBicyclePaths LackOfActivites PedestrianActivity
Roofs NotPedestrianFriendly
Movie Theater
NoMovie LossOfMovieTheater TheLook
NoWhereToShop CrossingStreetsIsDangerous EmptyStores
TrafficFlow CrosswalkToWintonburyMall NowhereToGo
LackOfTheater LacksAttractionsForYoung Appearance
ParkingDeserts NoPedestrianConnectivity LowActivity
NewLibraryAppearance TheMall
NoWalking NoFamiliesHangingOut Energy
Mall LackofShadeTrees Vacancies
LimitedRestaurants
LackOfEntertainment
NoMovies

Prouds

LotsOfParking
PedestrianBiking
HumanServiceBuilding
NiceGreen
EthnicDiversity
SmallTownFeel
Landscaping
NewLibrary AmpleParking
GoodRestaurants Church
Activists AmountOfGreenSpace
Diversity NewDevelopment
BerkshireBicycle
Town Green
LocalRestaurants Park
OpenSpaces Republic
FreeParking LocalBusinesses DiverseShops
HistoricCongregationalChurch
LocalOwners Safety
NicelyLandscaped FilleyPark
NoBigBoxStores StrongCommunity

Existing Conditions & Future Outcomes

Boards & Commissions Engagement Activities

Existing Conditions

Poor Traffic Flow
No Cohesive Look
Draby Nicely Landscaping
Dry Traffic Nightmare
Busy Lack Of Store Variety
Empty Not Walkable
More Cars Visible Than People
Desserts Stagnant
No Retail
Low Class
Non Thriving
More Parking
Inactive Grocery Desert
Little Retail
Lacks Vibrancy
Needing An Uplift
Local Businesses

Abandon
Depressing
Rundown
Hodge Podge
Vacant
Desserted
Parking
Decrepit
Several
Sidewalks
Good Restaurants
In Buildings
Ugly
Embarrassing
Unattractive

Dated

Tired

Future Outcomes

Safe Innovative Retail
Community Oriented Aesthetically
Property Well Maintained
Environmentally Responsible Visually Exciting
Active Throughout The Day
Actively Exciting

Attractive

Unique Building Connected
Walkable Pretty
Accessible Multi-Model

Environmentally Friendly
Interesting Things To Do

More Retail
Accessible
Young

Vibrant

Diverse
Aesthetically Appealing
Activated Housing
Occupied

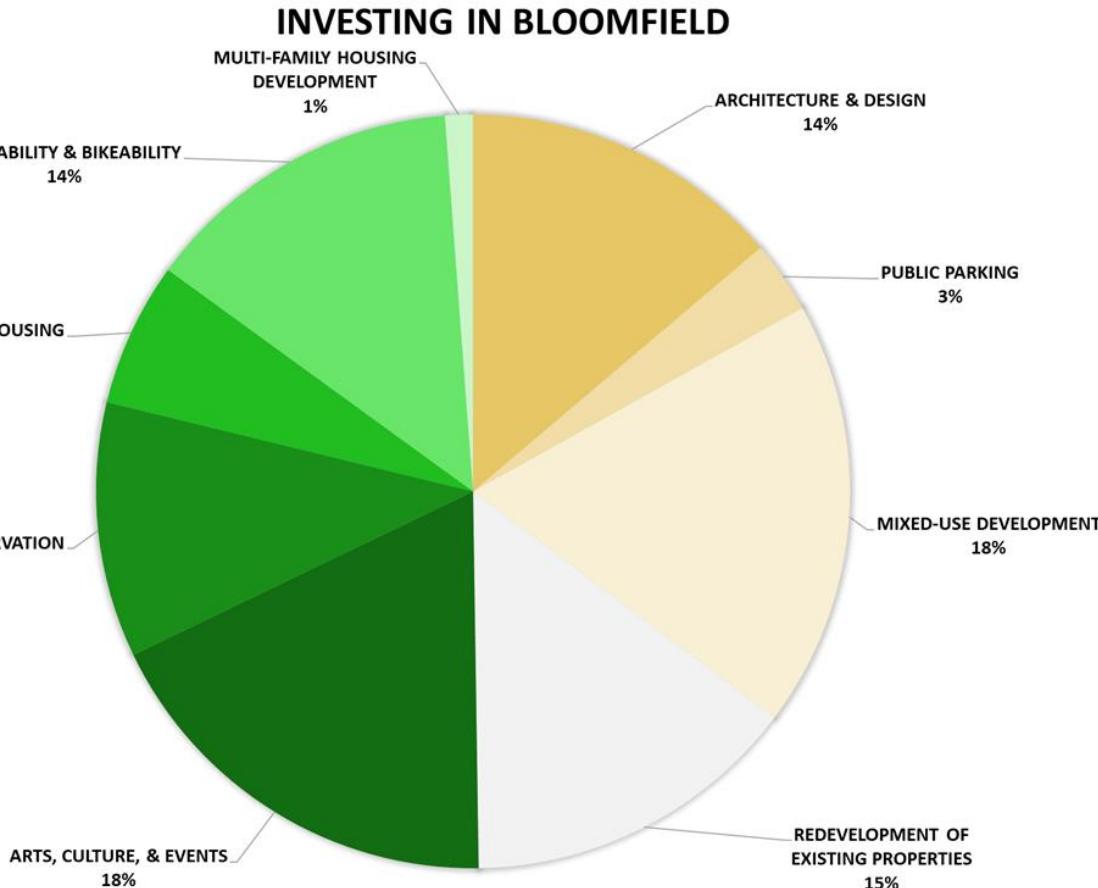
Active

Beautiful

Residential Commercial Mix
Creative Architecture
Unique Architecture
Family Friendly

Investing in the Town Center

Boards & Commissions Engagement Activities



Investments	Total
Mixed-use Development	\$385.00
Arts, Culture, & Events	\$380.00
Redevel of Existing Properties	\$305.00
Architecture & Design	\$290.00
Walkability & Bikeability	\$290.00
Historic Preservation	\$230.00
Affordable Housing	\$130.00
Public Parking	\$65.00
Multi-family Housing Dev	\$25.00

Key Notes

- Redevelopment of Existing Properties: 6 - \$50 Bills
- Arts, Culture, & Events: 7 - \$20 Bills
- Architecture & Design: 11 - \$10 Bills



Focus Group Discussions

Focus Group Discussions

Community Engagement Results

Small Business Breakfast

- The center of town is a symbol of the whole town so it's important that it's a beautiful place.
- Hearing of the Town's interest in purchasing Wintonbury Mall sounds like a very positive thing.
- When the mall came here it was beautiful and it was full, there were bushes and flowers with a real variety of things to do here.
- Tough to do outdoor dining without a street presence, and the view is an empty strip mall & a liquor store.

Major Employers Luncheon

- We're not trying to be any other town, we're just trying to be the best version of Bloomfield that we can be.
- Major Employers inform visitors on places to stay/eat/things to do, and they are often outside of Bloomfield. They would have a lot of demand for a hotel in town.
- Bloomfield can support Major Employers by streamlining the permitting process, updating Zoning Regulations, and adopting an Overlay District.

Town Staff & Agencies

- Where people, families, and children gather is what determines the Town Center. Without clear and frequented gathering spaces, there is a lack of identity around the Center.
- Residents here are proud to be from Bloomfield, how can we improve the Center in a way that portrays the residents' pride?
- Bloomfield being in growth mode is a net positive but many departments are at their workload capacity and maintaining Boards & Commissions membership has been a struggle.



Focus Group Discussions

Community Engagement Results

Senior Citizens

- There is a feeling of an East/West divide with the community center as the divider. The division is financial first and ethnic second.
- All have very positive memories of Bloomfield's past. Saw it as a great place to raise children, a quintessential New England town, and a place that used to feel safe, but doesn't anymore.
- The community doesn't gather like it used to; spoke of an all-churches Thanksgiving service, and neighbors being engaged in their lives and community.
- Placed emphasis on improving the school district.

Religious Leaders

- Churches have stopped measuring success by the number of members/attendees and the amount of money they receive and have begun measuring their success by how large of an impact they are able to have on the Community. Churches are able to lighten the load of public assistance required of the Town.
- Town Center Churches are happy to be involved in community activities, this planning process, and Town projects.
- Wintonbury Mall is the “elephant in the room” and it needs to go.

Town Center Residents

- Many residents downsized from homes into Heirloom Flats and chose Bloomfield for its diversity and cost. Specifically, many moved from West Hartford.
- Heirloom Flats Residents would like to feel more integrated into the community and Town Center, had discussions of starting a committee within Heirloom for outreach.
- Town Center Residents were the most positive group about the Town Center as it is today. Emphasized the strengths of the Center today that need to be built upon.
- Frequent visitors to many, if not most, Town Center businesses/restaurants, all of them walk the Town Center regularly and attended a Concert on the Green this year.





Questions & Comments