

# Where We Are

*Town Center Economic Development Strategy – Town of Bloomfield*

February 11, 2025

# Project Overview

# Project Overview

## Scope of Work

### **Create a Town Center Economic Development Plan & Chapter 132 Redevelopment Plan**

- 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.”**

# Project Overview

## Town Center Map



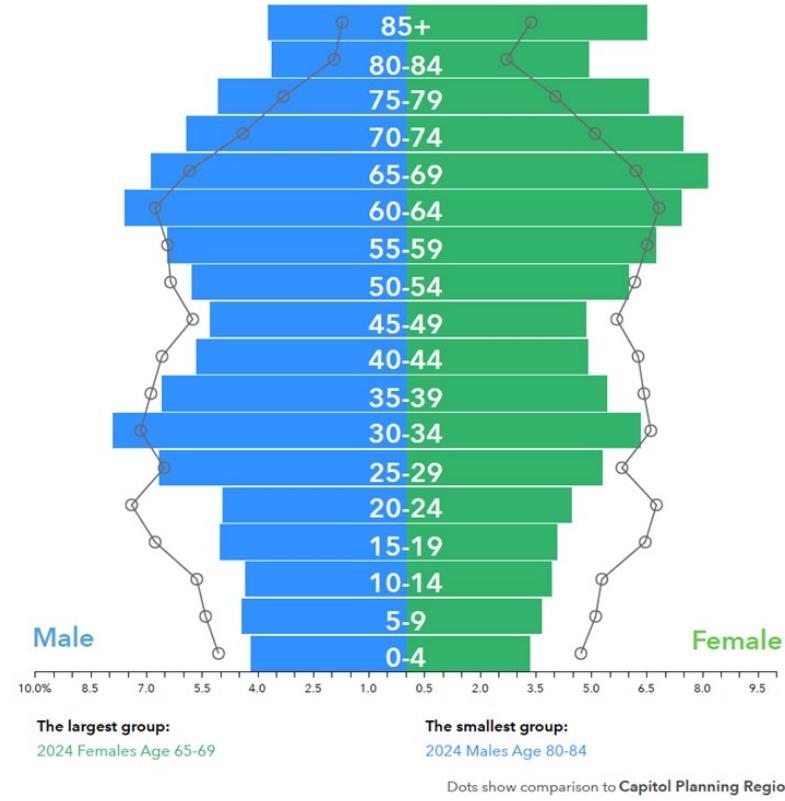
# Demographics & Socioeconomics

# Demographics and Socioeconomics

## Population Change

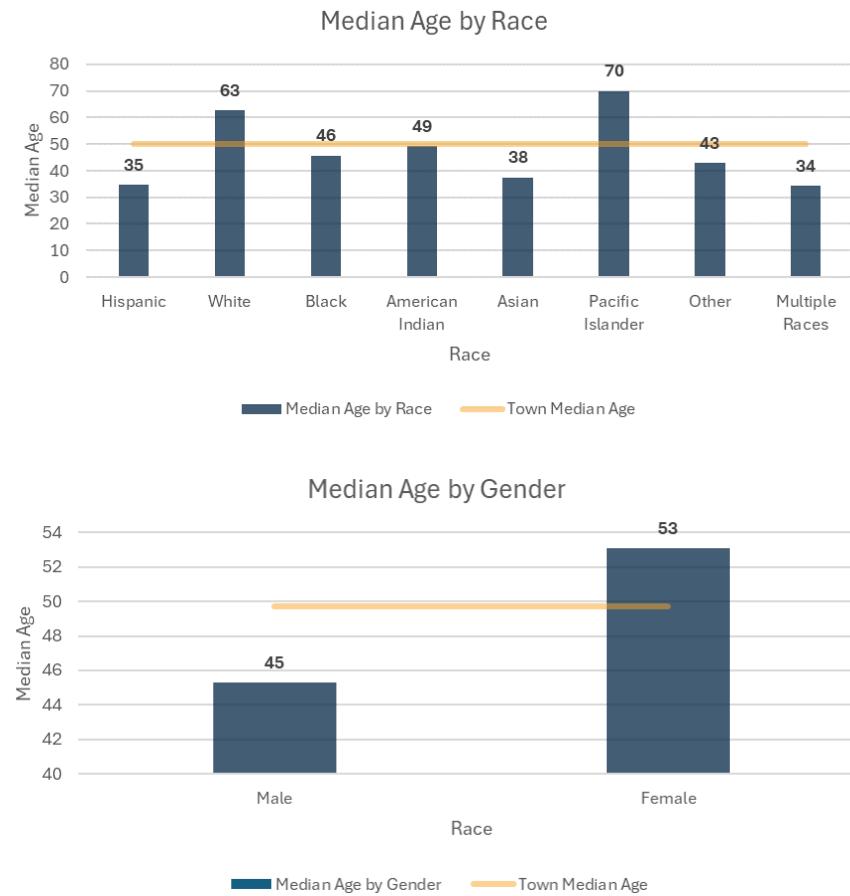
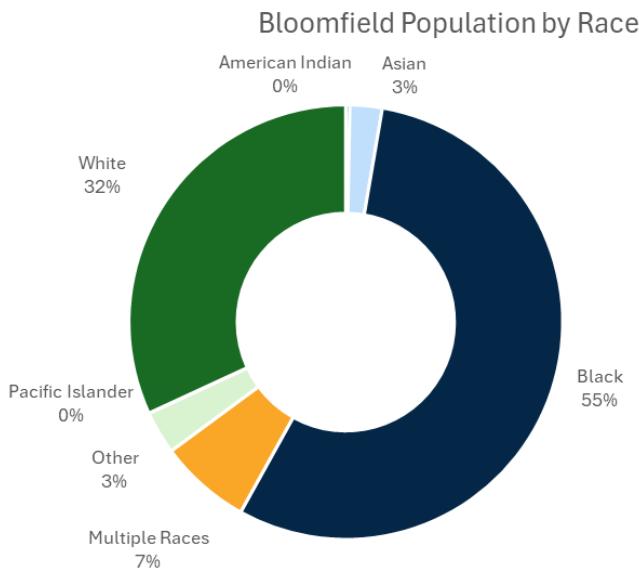
Total Population	Population 2010	Population 2020	Population Change 2010-2020	% Change 2010-2020
Connecticut	3,574,097	3,605,944	31,847	1%
Bloomfield	20,486	21,535	1,049	5%
Fairfield County	916,829	957,419	40,590	4%
Hartford County	894,014	899,498	5,484	1%
Litchfield County	189,927	185,186	-4,741	-2%
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%

AGE PYRAMID - 2024



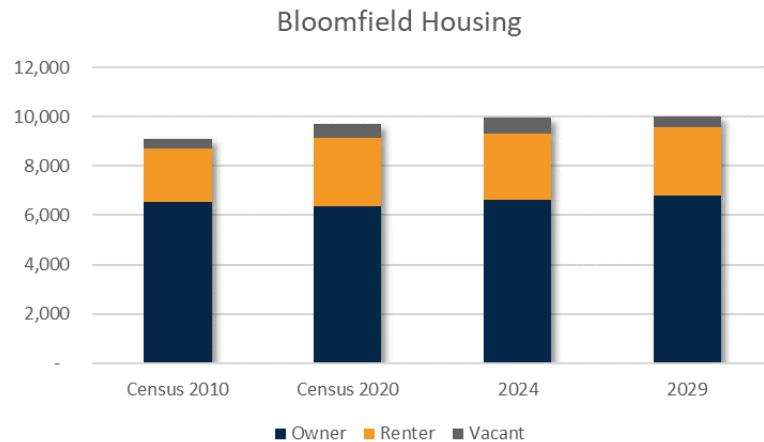
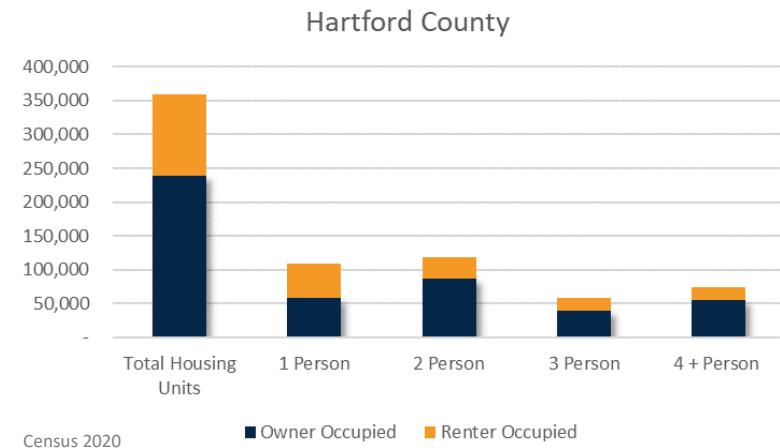
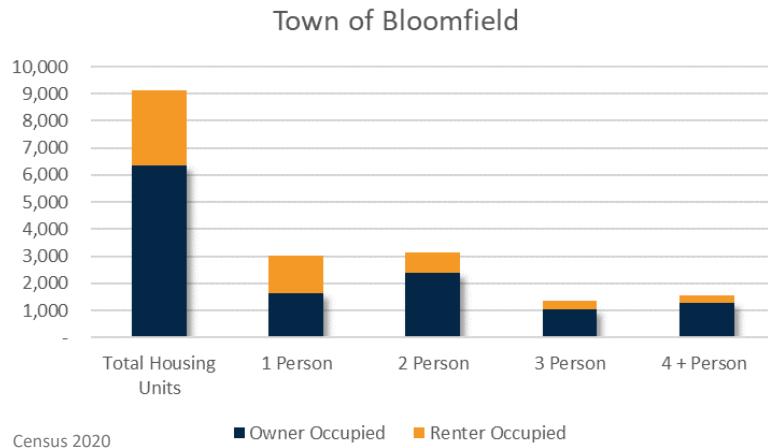
# Demographics and Socioeconomics

## Population by Race and Gender



# Demographics and Socioeconomics

## Housing Stock



# Market Analysis

# Market Analysis

## 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

# Market Analysis

## 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%

# Market Analysis

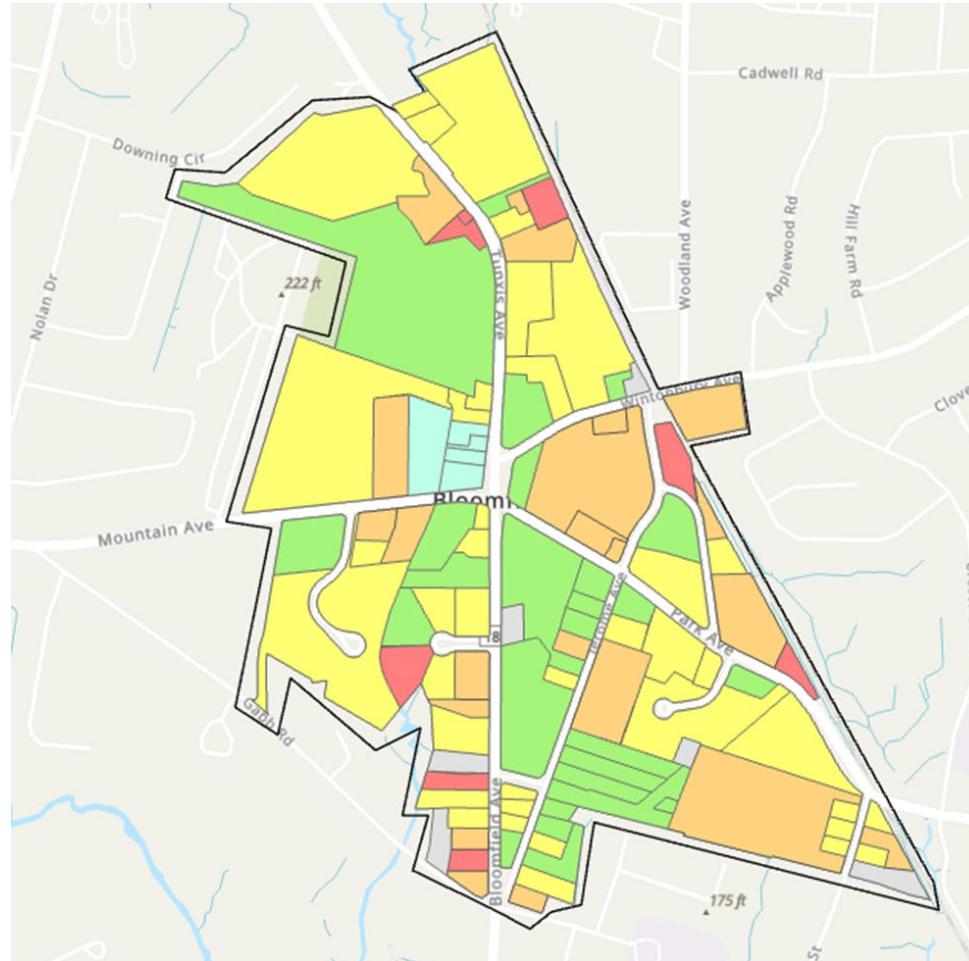
Traffic Counts - DOT 2022 AADT



# Market Analysis

## Property Assessment

### Building Condition Score





# Geofencing Analysis

# Geofencing Analysis

## Introduction

### 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**



# Geofencing Analysis

## Hourly Visits: Wintonbury Mall and Copaco Shopping Center

### Annual Hourly Visits

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

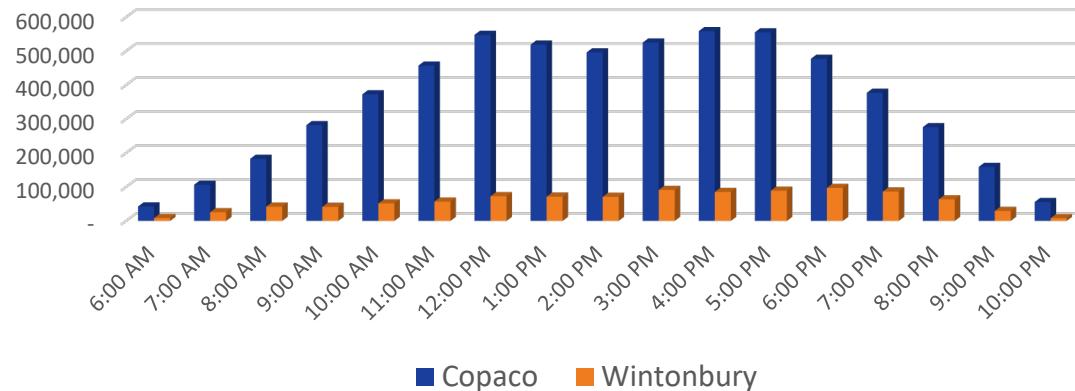
#### Copaco Shopping Center

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

#### Wintonbury Mall

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

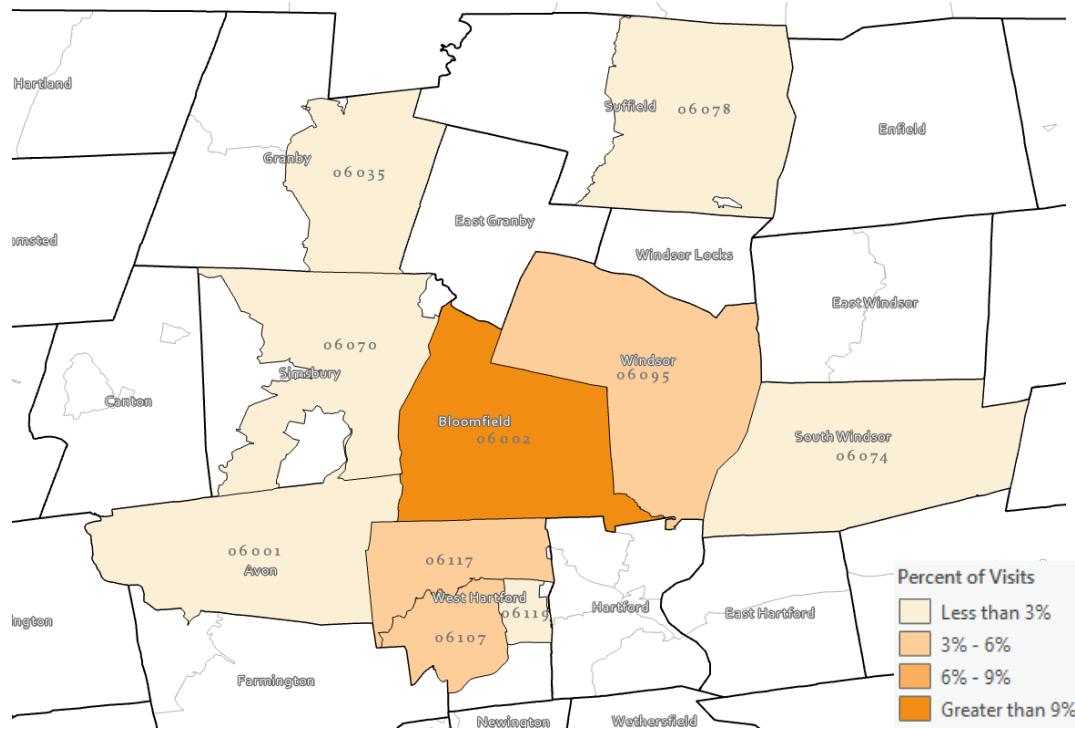
Annual Number of Hourly Visits to Copaco and Wintonbury



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

# Geofencing Analysis

## Visitor Origin: Republic Gastropub

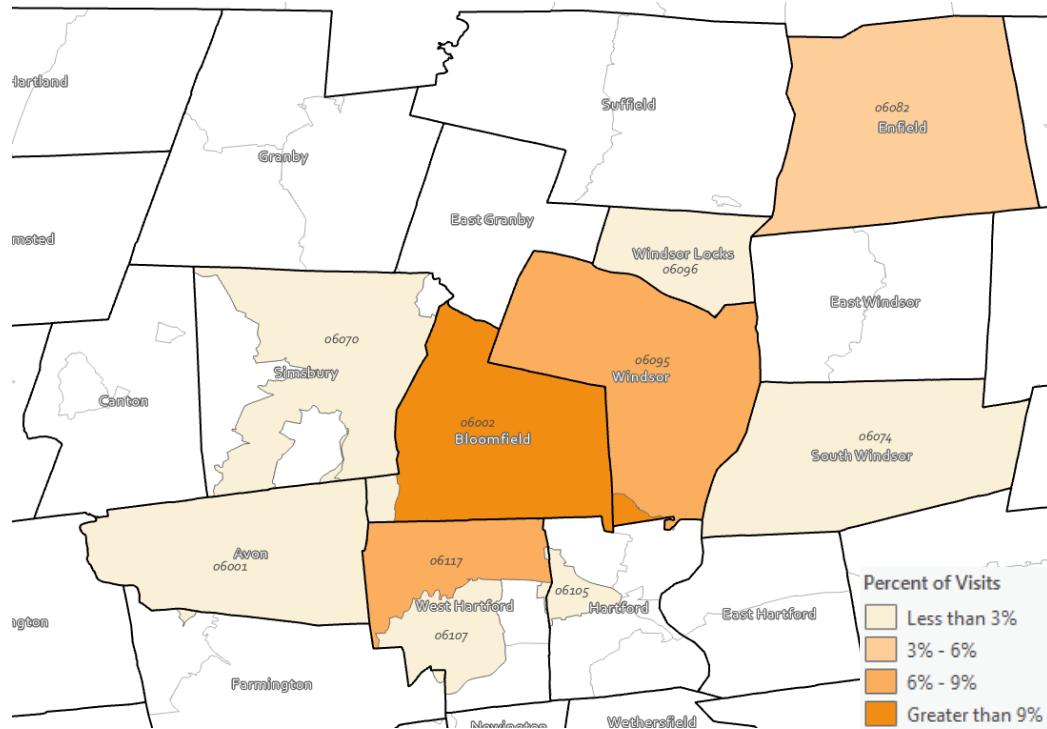


## Summary of Republic Visitor Origins

- 45% of Visitors Originate from the Top 10 Zip Codes
- Top Tapestries reflect 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

# Geofencing Analysis

## Visitor Origin: Carbone's Kitchen

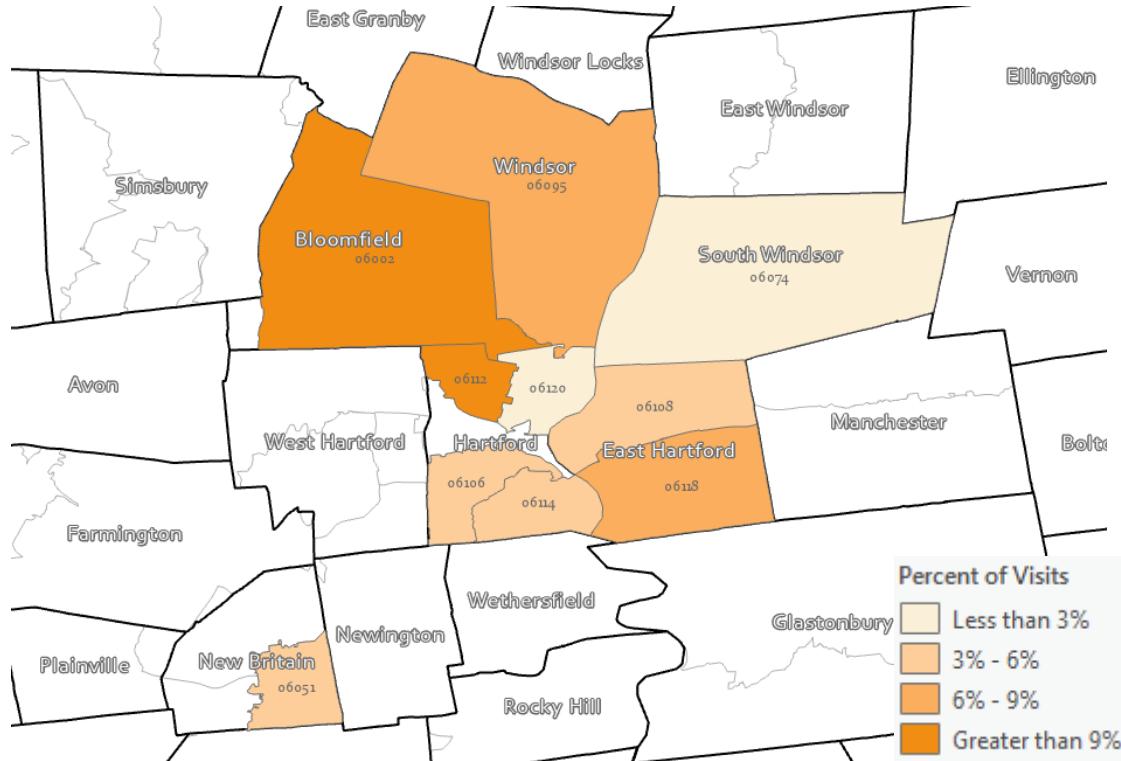


## Summary of Carbone's Visitor Origins

- 52% 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: 44.2
- Weighted Median Income: \$98,992
- 3/10 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 Carbone's Top Visitors

# Geofencing Analysis

Visitor Origin: Elizabeth's Bar & Restaurant



## Summary of Elizabeth's 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 Engagement Activities & Results

# Community Engagement Activities & Results

## Overview

### Tuesday, September 24<sup>th</sup>

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

### Tuesday, October 1<sup>st</sup>

- 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 8<sup>th</sup>

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

### Thursday, October 10<sup>th</sup>

- 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



# Community Engagement Activities & Results

## Continuums of Change



### 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



No Change

2. Do you want the Town Center to change?

More Change



More  
Redevelopment

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

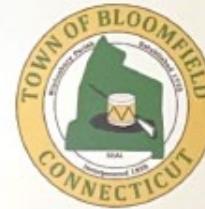
More  
New Development



# Community Engagement Activities & Results

## Continuums of Change

### 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

# Community Engagement Activities & Results

## Continuums of Change

### 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

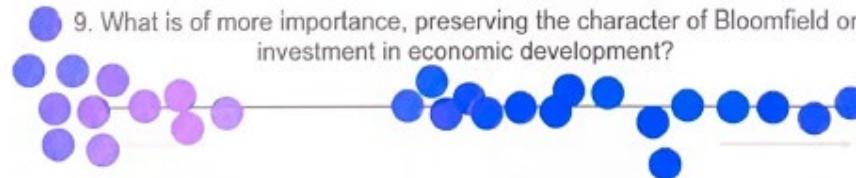
Outside Bloomfield



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

Traditional Character

Economic Development



## Community Engagement Activities & Results

### Wants & Desires: Community Investment Opportunities

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

## Community Engagement Activities & Results

## Prouds & Sorrys

## Sorrys

## Prouds

BeautifulLocation Centered  
MixtureOfOld&New Bakery  
SafetyEnvironment  
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

# Community Engagement Activities & Results

## Existing Conditions & Future Outcomes

### Existing Conditions

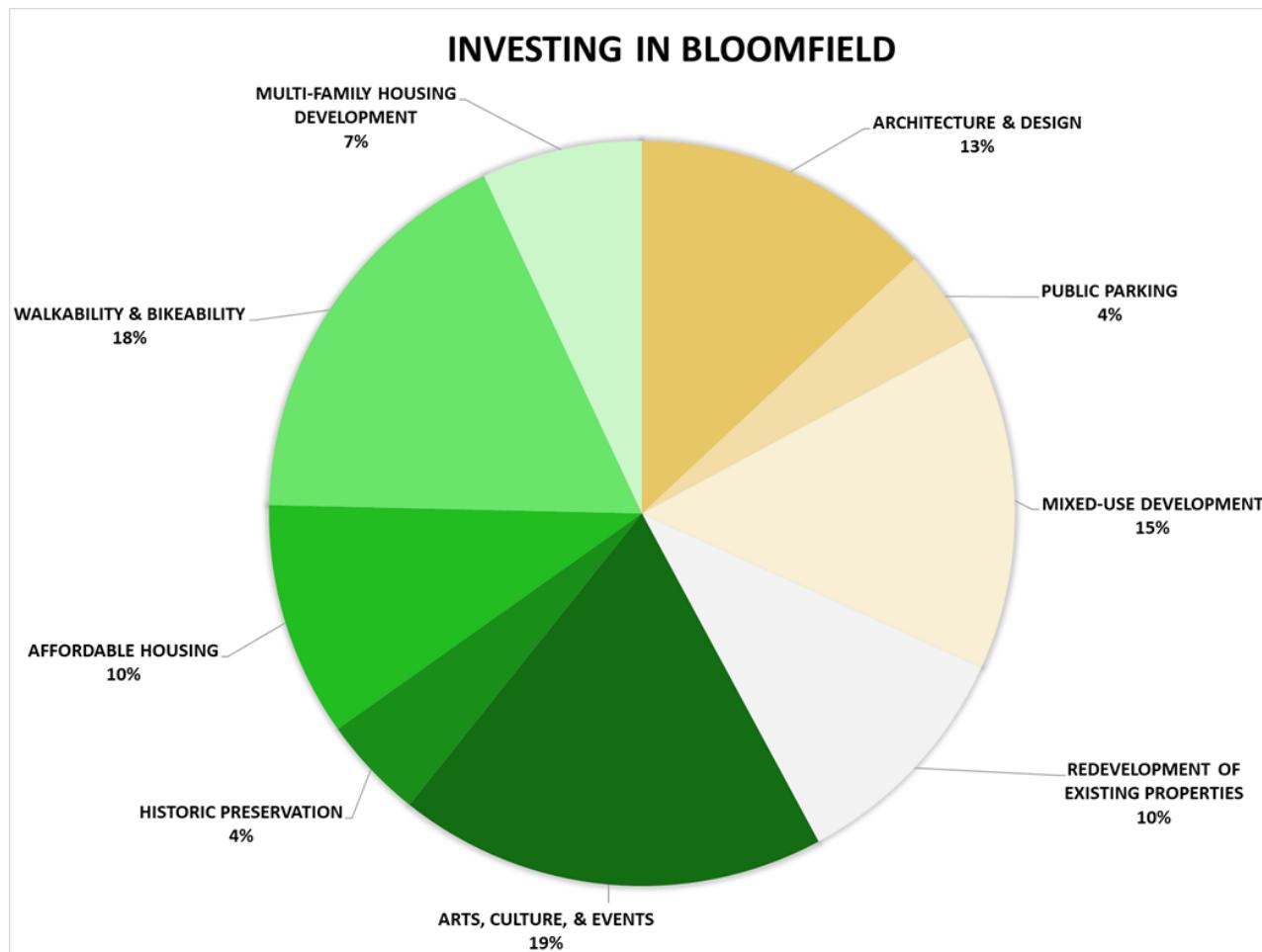
ExpensiveBikes  
NoAttraction  
Historic  
Boring  
GoodTenants  
Spacious  
NonEveningActivity  
PastPrime  
Quiet  
NothingToAttractPeople  
Trying  
Speeding  
EmptySpaces  
Suffering  
PotHoles  
Plain  
Old  
SmallTownGreen  
Uninviting  
Empty  
Sad  
BeatUpParkingLots  
Lonely  
Interesting  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

### Future Outcomes

CoffeeShop  
Active  
Unique  
GatheringPlaces  
Vibrant  
AffordableHousing  
Relaxing  
MultipleEconomies  
Charming  
PlaceToVisit  
NewEnglandTown  
Profitable  
VariedArchitecture  
Walkable  
Accessible  
Children'sPlayArea  
WalkingEvents  
Restaurants  
DemoObsoleteBuildings  
Populated  
FilmCenter  
HighActivityOnWeekend  
YoungPeople  
LargerGreen  
Entertaining  
Events  
TownHistory  
Gardens  
NewConstruction  
Convenient  
Attractive  
VariedRetail  
Arts  
Fun  
Interesting  
SocialMedia  
WellMaintained  
Socialization  
Beautiful  
NotACityLook  
ClubFitness  
HistoricalCharacter  
Engagement  
Wealth  
OutstandingArchitecture  
Relaxed  
PeopleMagnet  
SafeWalkingSpaces  
Relaxed  
FlowerPots  
PlacesToGather  
Thriving  
OpenSpace  
AffordableDining  
Diversity  
Adestination  
Clean  
Shopping

# Community Engagement Activities & Results

## Investing in the Town Center



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



# Focus Group Discussions

# Focus Group Discussions

## Small Businesses, Major Employers, & Town Staff and Agencies

### Small Businesses

- The center of town is a symbol of the whole town so it's important that it's a beautiful place.
- 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.

### Major Employers

- Major Employers inform visitors on places to stay/eat/things to do, and they are often outside of Bloomfield.
- Bloomfield can support Major Employers by streamlining the permitting process, updating Zoning Regulations

### 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?



# Focus Group Discussions

## Senior Citizens, Religious Leaders, & Town Center Residents

### Senior Citizens

- There is a feeling of an East/West divide with the community center as the divider.
- 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.

### Religious Leaders

- 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.

- Heirloom Flats Residents would like to feel more integrated into the community.
- Town Center Residents were the most positive group about the Town Center as it is today. Frequent visitors to many, if not most, Town Center businesses/restaurants.



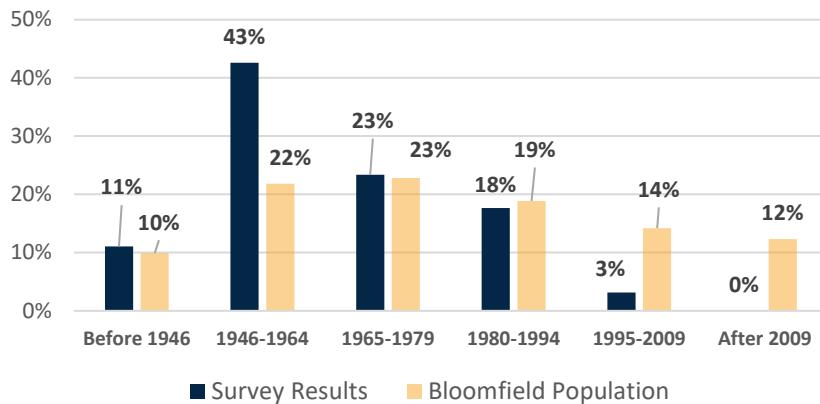


# Community Survey Results

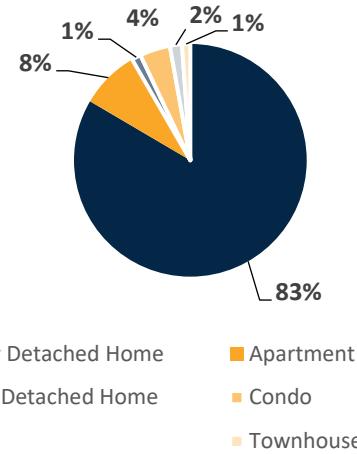
# Community Survey Results

## Demographics

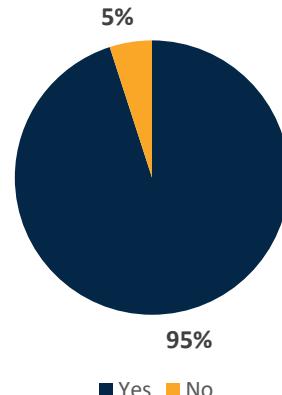
### 1. When were you born?



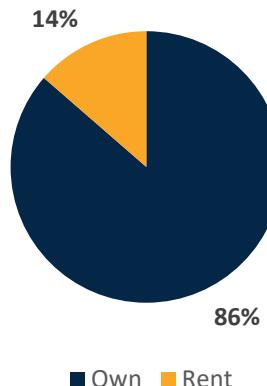
### 3. What style of home do you currently live in?



### 2. Are you currently a Bloomfield resident?



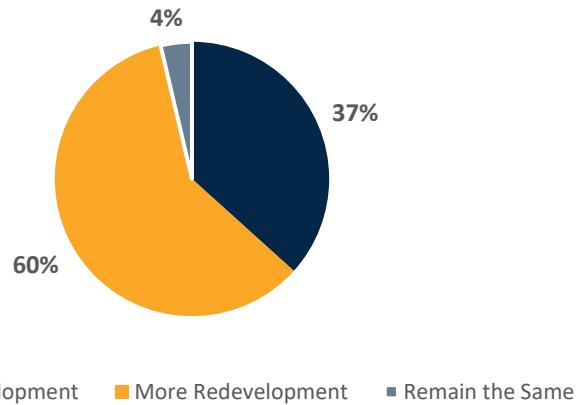
### 4. Do you rent or own your home?



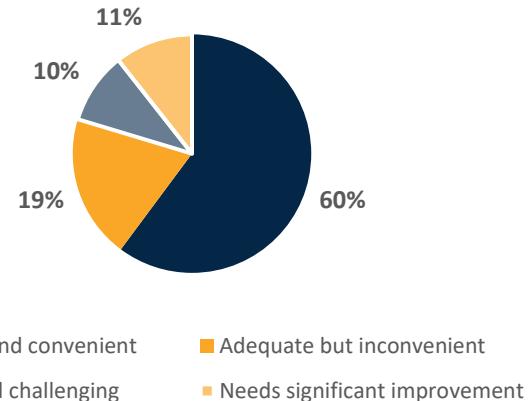
# Community Survey Results

## Bloomfield Town Center

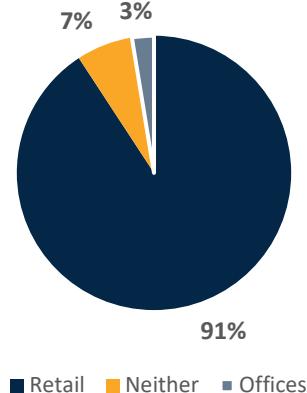
### 9. Would you like to see development in the Town Center?



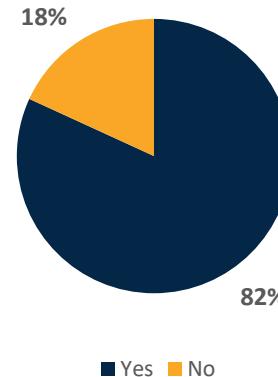
### 11. How would you describe the current parking situation in the Town Center?



### 10. Would you like to see more retail or more offices in the Town Center?



### 12. Do you want the Town Center to change?

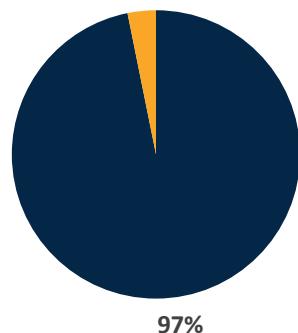


# Community Survey Results

## Bloomfield Town Center

### 13. Do you want the Town Center to improve?

3%



■ Yes ■ No

### 15. What type of development would you like to see in the Town Center? Select all that apply.

100%

91%

80%

70%

60%

50%

40%

30%

20%

10%

0%

Retail

17%

38%

12%

■ Retail ■ Office ■ Mixed-Use ■ Multi-Family

\* % of respondents will exceed 100%

### 14. What needs to change or improve in the Town Center?

More Stores  
Vacancies  
More Retail  
Increase Town Green  
Public Art  
Marketing  
Entertainment  
Everything  
Walkable  
Movie Theatre  
More Restaurants  
Retail Diversity  
Town Green  
Traffic Flow  
Building Facades  
Family Activities  
Reason To Stop  
Affordable Housing  
Greenery

### 16. Should the Town encourage outdoor dining?

4%

15%

81%

■ Yes ■ Maybe ■ No **TOWN CENTER PLAN**  
**TOWN OF BLOOMFIELD**



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Town Center Map



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Town Center Economic Development Plan

### Preliminary Findings & Recommendations

- Macro and micro economic forces beyond Bloomfield's control contributed to the decline of the Town Center.
- Decades of change in retail, demographics, and the rise of other locations have resulted in a weaker Town Center commercial market.
- This weakness in market has resulted in varying degrees of disinvestment.
- Revitalizing the Town Center is as much about a 'psychology of place' as it about redevelopment—little market confidence has resulted stagnation and mixed messages
- For Bloomfield to successfully reposition Town Center to compete for investment—reposition the Town Center as vibrant and prosperous place—it must inspire pride, build confidence, and grow demand.

- This requires:
  - Attention to detail, doing the little things well.
  - Work to make the Town Center the focal point of the community.
  - Activating the space of Town Center with events and activities.
  - Creating a Town Center Brand—improving image.
  - Investment in the public and private realm.
  - Public Private Partnership.

# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## 2020 TIF District Plan

### Preliminary Findings & Recommendations:

#### 2020 TIF District Plan

- Enhancing parking and accessibility, implementing public infrastructure improvements, providing financial incentives for private investment, redeveloping property within the districts, and organizing new promotional activities/events and marketing materials.
- Some specific goals include:
  - Require a high level of attention to site and building design to promote attractive and functional development that is compatible with the existing areas;
  - Provide incentives and flexible regulations to promote the development of parcels;
  - Provide landscaped public spaces directly accessible from the public right-of-way, appropriate night lighting, sidewalks, and

landscaped walkways through parking areas;

- Create unique and identifiable places, landmarks, and destinations for residents and visitors;
- Include design elements supporting pedestrian and vehicular accessibility; connecting the Center to the surrounding neighborhoods to encourage convenient pedestrian and bicycle access;
- Promote mixed uses within single or multiple use sites or buildings including a mix of retail, office, institutional and residential uses in predominately multi-story buildings where appropriate.

# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## 2020 TIF District Plan: Infrastructure Improvements



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Revitalization Strategies

“If a revitalization strategy does not take into account that any neighborhood [downtown] ... 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.”

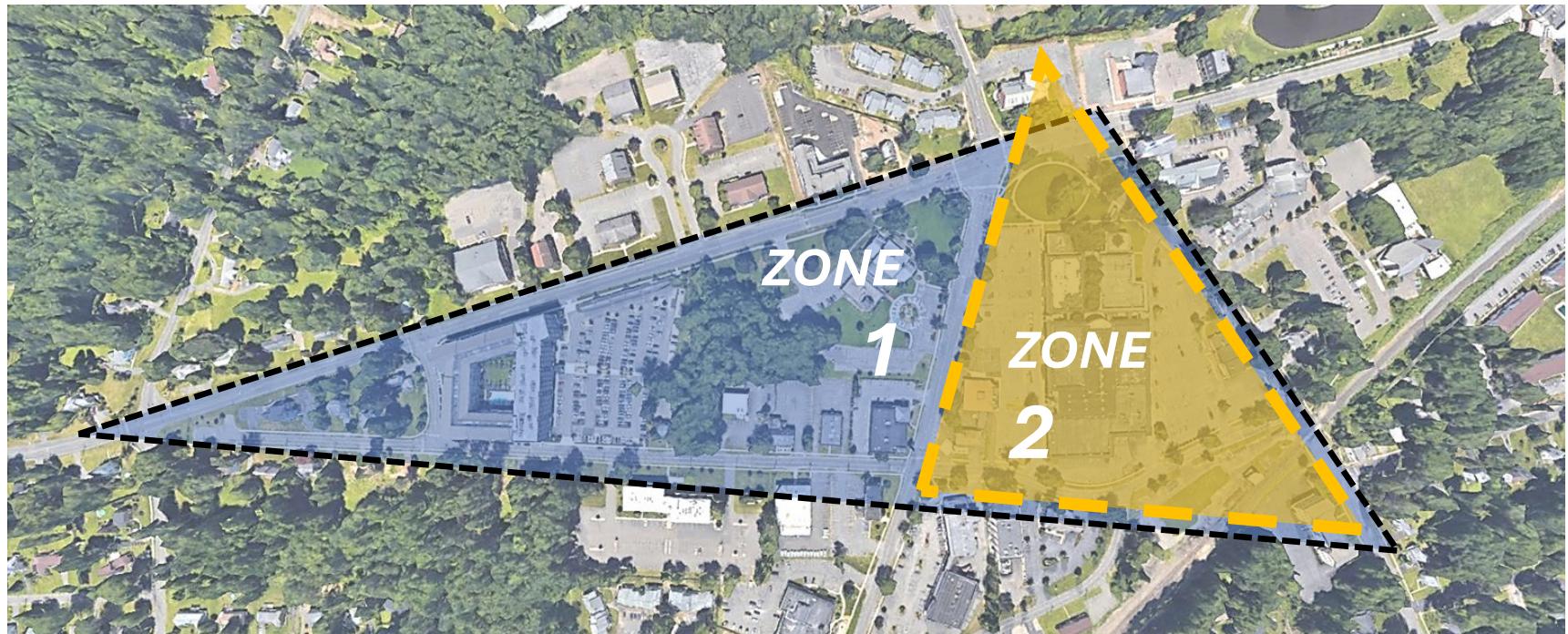
David Boehlke, ‘Great Neighborhoods, Great Cities’ (2004: p. 5)

“Whether investments are financial or social, individual decisions are based on the issues of **choice, competition, confidence, and predictability**. Taken together, these aspects of any household’s [or businesses] decision-making shape investment patterns that strongly influence a neighborhood’s [downtown’s] prospects.”

David Boehlke, ‘Great Neighborhoods, Great Cities’ (2004:4)

# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Project Focus Area



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Land Use Texture Mapping

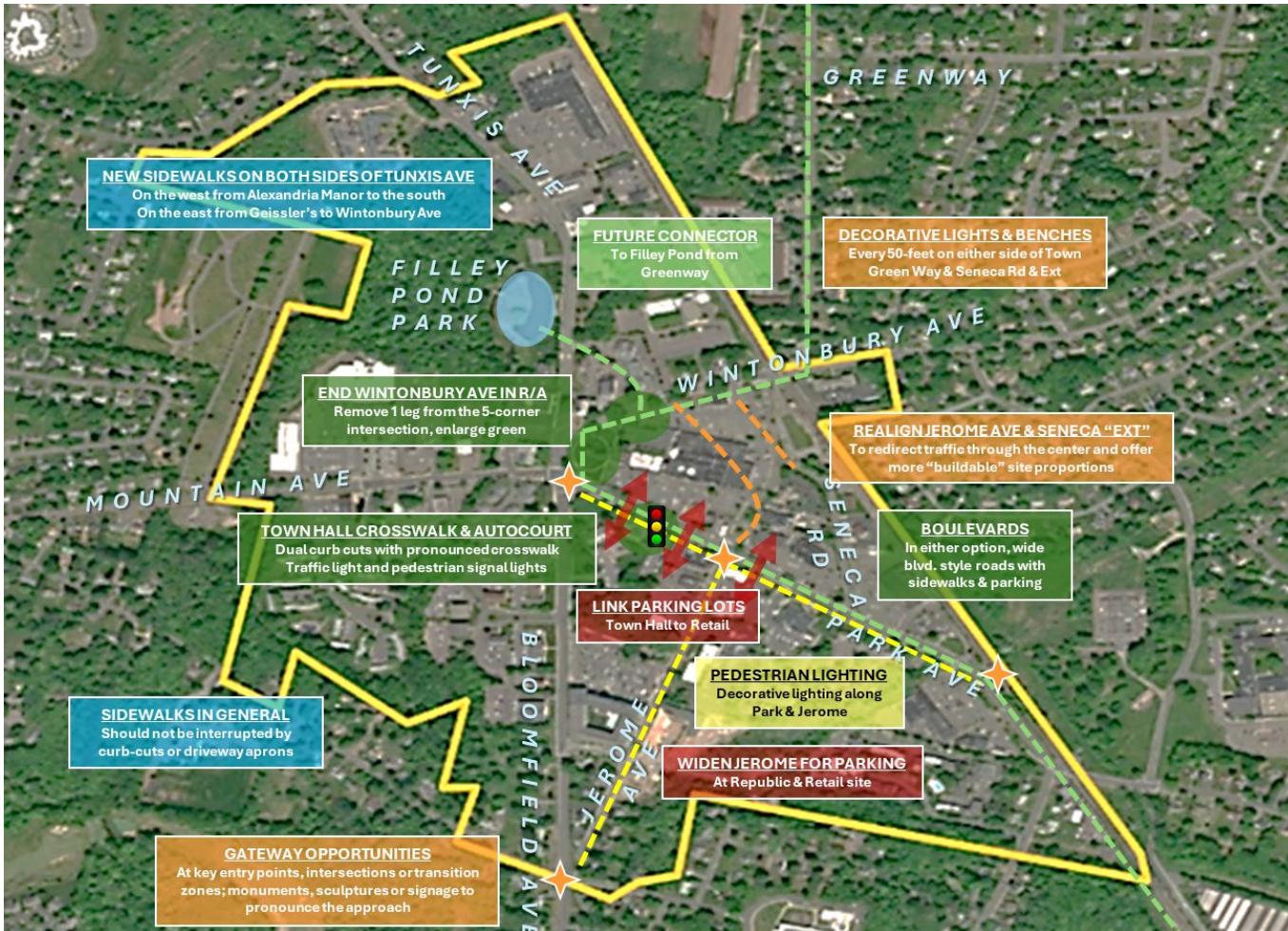


- Public building, service and/or facility
- Office, medical, bank
- Retail, restaurant, entertainment
- Multi and/or single family residential
- Open green space and/or park

- “blocking zone” (non-connectivity)
- Specialty accent or focus element
- Roadway to be adjusted
- Railroad
- Walkability opportunity

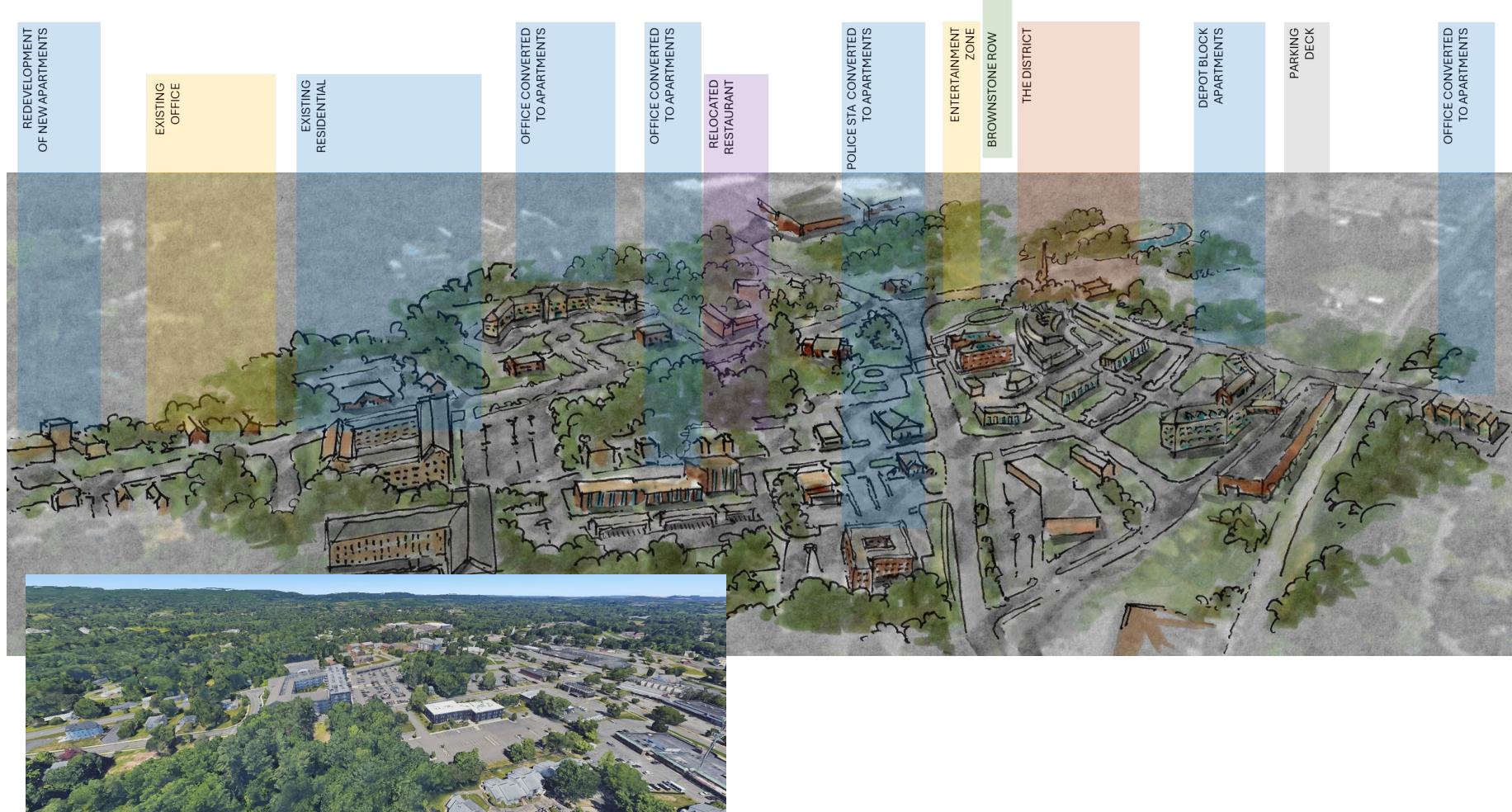
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Public Infrastructure Improvements



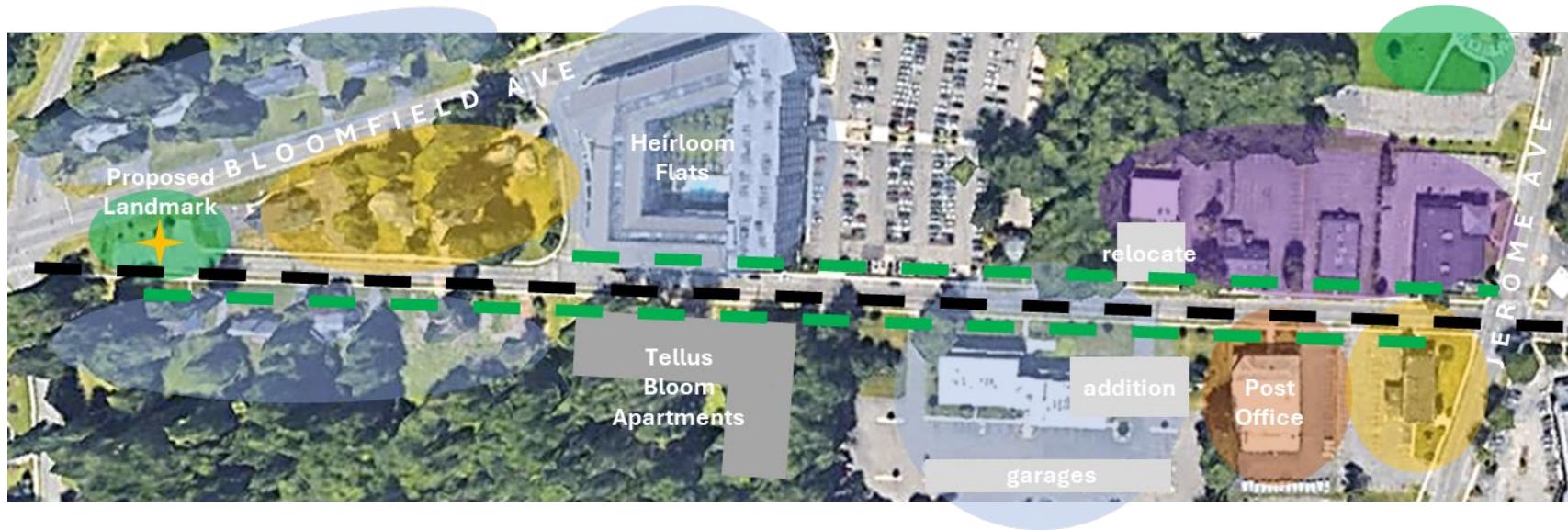
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Aerial View of Study Area



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Zone1: Southern Jerome Sidewalk-ability



<span style="background-color: #c8a280; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Public building, service and/or facility</b>	<span style="background-color: #d9c3c3; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>“blocking zone” (non-connectivity)</b>
<span style="background-color: #fca828; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Office, medical, bank</b>	<span style="background-color: #fca828; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Specialty accent or focus element</b>
<span style="background-color: #8050a0; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Retail, restaurant, entertainment</b>	<span style="background-color: black; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Roadway to be adjusted</b>
<span style="background-color: #50a0c8; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Multi and/or single family residential</b>	<span style="background-color: #d9d9d9; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Railroad</b>
<span style="background-color: #20a090; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Open green space and/or park</b>	<span style="background-color: #00a090; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	<b>Walkability opportunity</b>



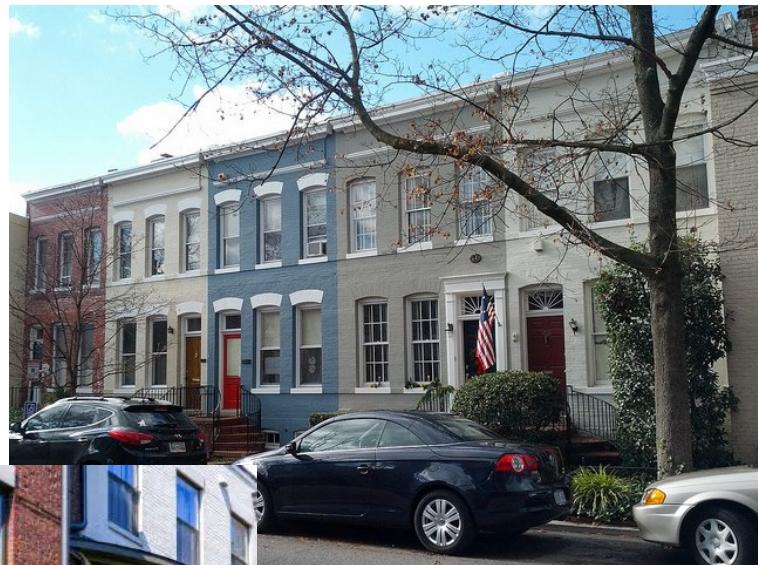
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Sidewalk Section Brainstorming



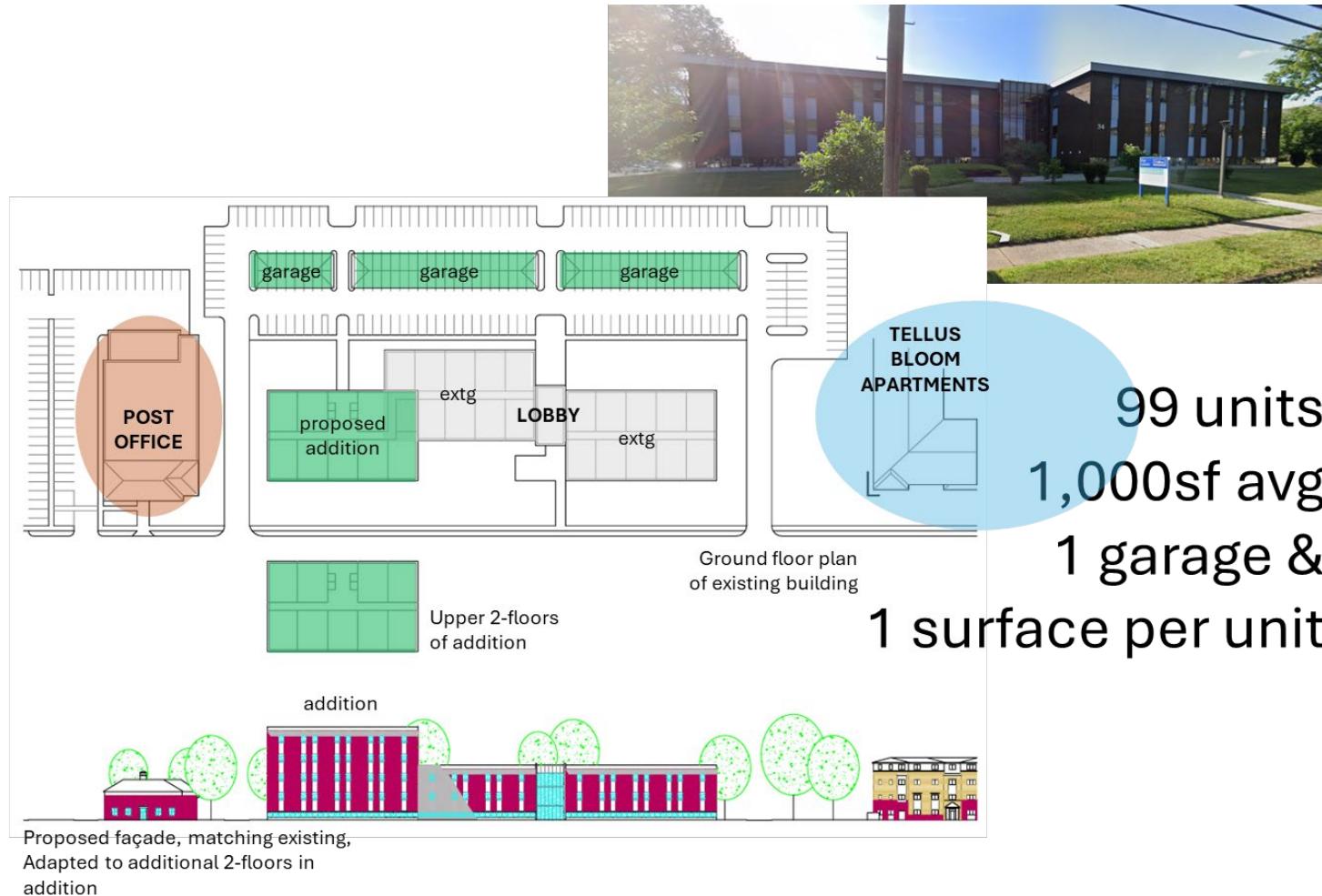
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Building Line and Façade Alignment Brainstorming



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Jerome Avenue Medical Offices Expanded and Converted to Residential



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

Jerome Avenue Medical Offices Expanded and Converted to Residential



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

Bloomfield Avenue Offices Converted to Residential



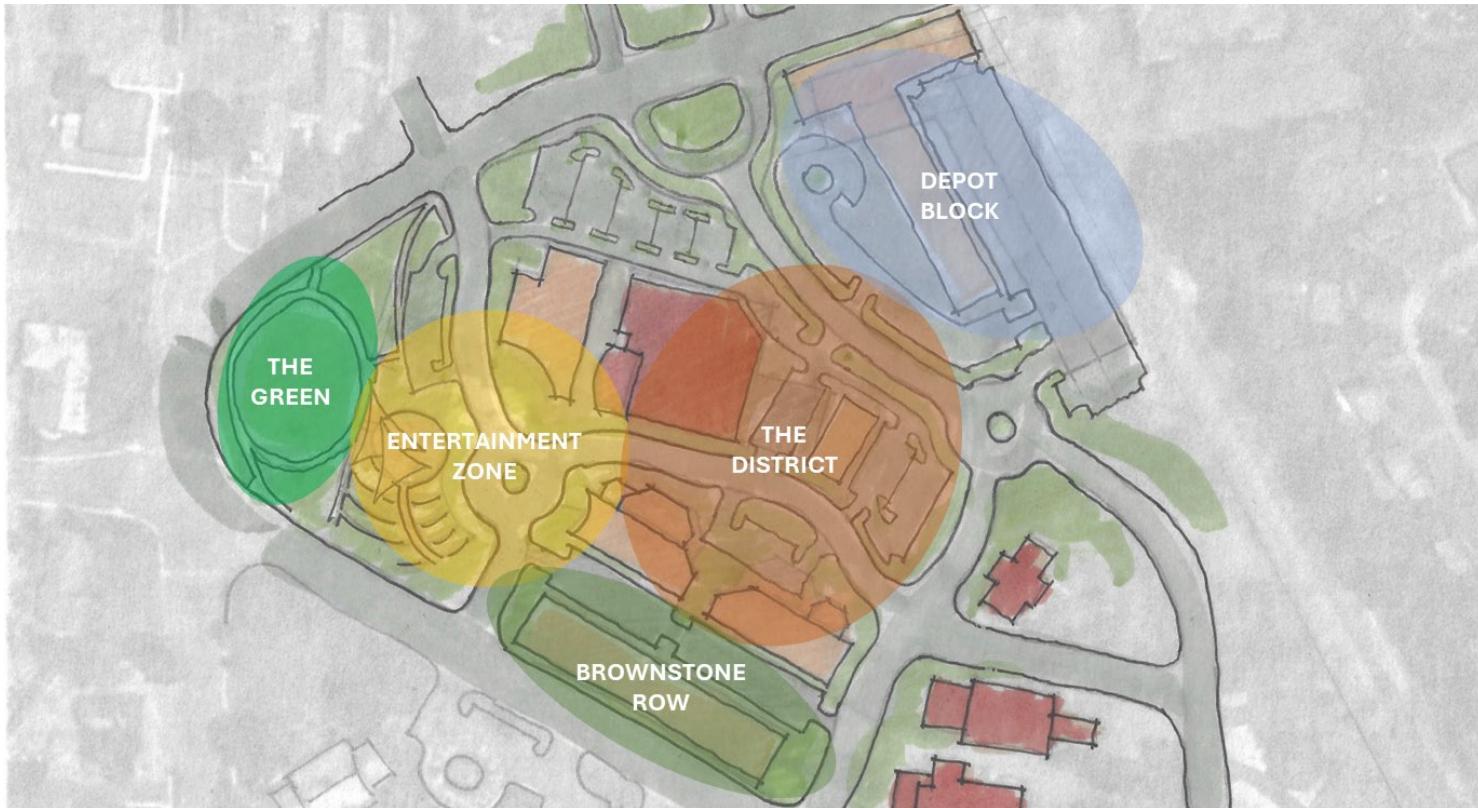
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

Wintonbury Avenue Offices Converted to Residential



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Reimagining Blocking Plan



THE GREEN  
ENTERTAINMENT ZONE  
BROWNSTONE ROW

THE DISTRICT  
DEPOT BLOCK

The existing Green enhanced and reinforced  
Outdoor performance stage with amphitheater, surrounded by cafes & rooftop al-fresco  
“Sesame Street” style brownstone stoops and townhouse facades (1 story glazing for 2)  
Retail, services, café’s, offices  
Heirloom Flats-esque housing with parking lot (or possible deck) behind



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Site Plan



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## The Green Brainstorming



# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Entertainment Zone Brainstorming



Theatrical performance on stage



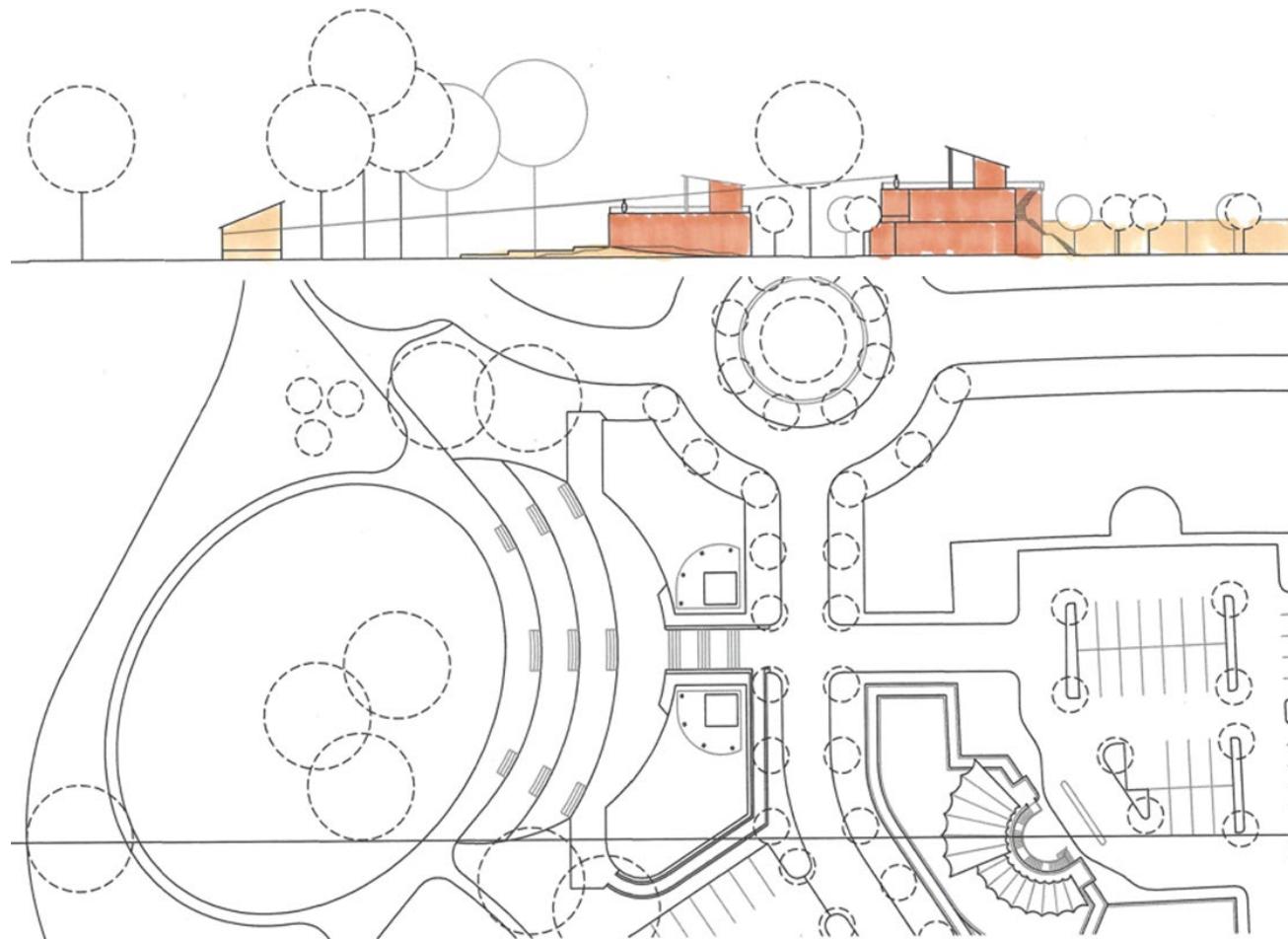
Something more than old school “gazebo”



Live entertainment

## Findings, Recommendations, & The Chapter 132 Municipal Development Plan

### Retail to Entertainment Zone View Lines



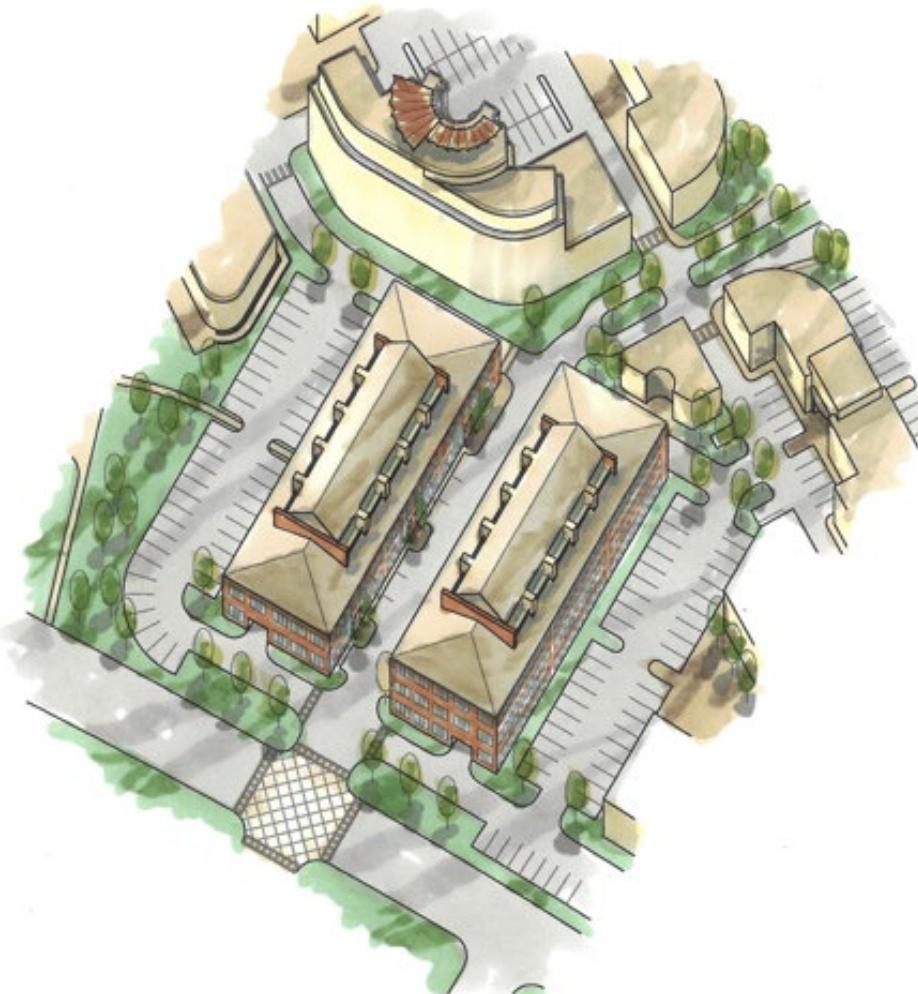
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Depot Block Multifamily Development



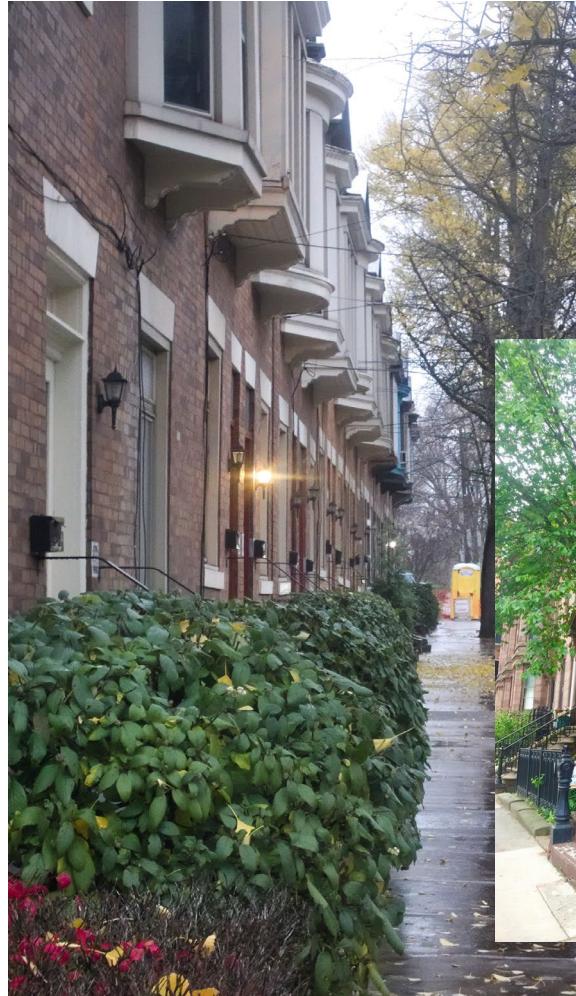
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Brownstone Row Multifamily Development



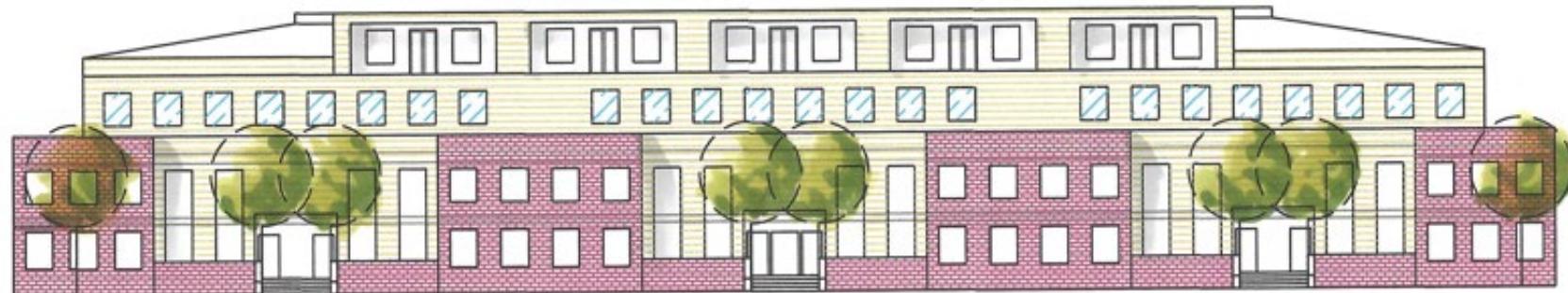
# Findings, Recommendations, & The Chapter 132 Municipal Development Plan

## Brownstone Row Brainstorming



## Findings, Recommendations, & The Chapter 132 Municipal Development Plan

### Brownstone Row Elevations





# We Want to Hear From You

## Question & Answer