



# Town Center Economic Development Plan

*Town of Bloomfield, TCEDC*

May 22, 2024



# Goman+York

**GOMAN+YORK<sub>2</sub>**

# Our Team

Goman+York



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# What We Do

Goman+York

## About us

Goman+York Property Advisors, LLC CT, established in 2011, is a dynamic advisory firm based in East Hartford, which includes leading professionals in all areas of market research, planning, urban design, economic development, and real estate. Our team also features experts in data analysis, market research, and brokerage

Goman+York:

- provides immersive data, market research, and knowledge to enable sound strategic planning and decision-making,
- provides value-added development services, including financial analysis, community research, and marketing,
- represents diverse clients that include municipalities, non-profit community development organizations, educational institutions, medical and healthcare groups, and private businesses,
- works often with smaller cities and communities, which in some cases suffer from chronic underinvestment,
- believes smaller communities and small-town lifestyles offer unique ways to compete in an economy dominated by large urban centers,
- embraces New Urbanism, which includes creating vibrant, pedestrian-friendly, mixed-use communities that accommodate lifestyle patterns demanded by residents, businesses, and visitors

“Everything we do challenges communities to see their future differently. We do this by listening, using data, and applying our vast experience in all aspects of planning and economic development. We advise communities to make informed decisions that deliver solutions that enable them to compete for wealth and investment. We help communities to be vibrant and prosperous.”

- R. Michael Goman, principal

# Timeline & Scope

# Bloomfield Town Center Economic Development Plan Steps/Tasks

## Timeline & Scope

Bloomfield Town Center Economic Development Plan Steps/Tasks	Month 1*	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
<b>Project Administration</b>										
Project Meetings - internal & external										
Project Administration - monthly status reports										
Project Accounting										
Project Marketing - Events & Materials										
Design/Production										
<b>Project Facilitation</b>										
Identify Town, public, & community stakeholders										
Establish Working Group										
Establish program priorities										
Develop an work plan										
<b>Baseline Assessment of Existing Conditions</b>										
Demographic & Economic Analysis										
Review existing documents										
Current Market Review & Assessment										
<b>Zoning Regulations Overview</b>										
Review Current, Proposed & Recommendations										
<b>Market &amp; Sector Analysis</b>										
Research/Identification, Analysis & Strategy										

# Bloomfield Town Center Economic Development Plan Steps/Tasks

## Timeline & Scope

Bloomfield Town Center Economic Development Plan Steps/Tasks	Month 1*	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
<b>Civic, Community &amp; Business Outreach/Engagement</b>										
Development of Outreach Information, Materials & Strategies										
Kick-off & Community Awareness Events										
Community Outreach - surveys & engagement										
Community Marketing - Website (subsite content)										
Community Outreach - engage the public in 5-6 outreach sessions										
Business Interviews & Outreach										
Outreach Analysis										
<b>Bloomfield Town Center Municipal Development Plan</b>										
Engage the Town staff/team in development of the plan										
Methodology/SWOT Analysis										
Identification of strategic initiatives/Establish priorities for plan projects										
Draft Plan for Review - Develop transformational plan recommendations, measures and outcomes										
Draft Version Presentation										
Revisions										
Final Plan for Adoption & Presentation										

\*Month 1 is the project kick-off/mobilization month

 Indicates active task time periods

# Five-Step Planning Process

## Timeline & Scope

To accomplish the Scope of Work, we utilize a simple five-step planning process:



# Scope of Work

## Timeline & Scope

- **Community Engagement**
  - Informational, open, innovative, accessible, and inclusive
- **Economic Development Goals and Strategies to achieve those goals**
  - Short- and long-term initiatives
  - Identify 5-10 multi-faceted initiatives
- **Zoning Analysis**
  - Analysis of Bloomfield Center District Zoning Regulations to determine amendments – to encourage development activity
- **Comprehensive Town Center Market Analysis**
  - Assessment of existing conditions
  - Population and demographics analysis and projections
  - Market and sector analysis
- **Business and Development Attraction**
  - Develop best practices for economic incentives on retention and attraction of businesses
  - Focus on development that is beneficial to the area workforce
  - Include opportunities that encourage and grow local and women & minority-owned businesses

# Scope of Work

## Timeline & Scope

- **Conceptual Plans & Designs Focusing on the Town Center Area**

- Address public parking areas, pedestrian access, and public transit connectivity
- Transportation system recommendations
  - Bloomfield Complete Streets – Implement its concepts to enhance the Town Center
- Enhancement of public parks and greens

- **Produce a Reality-Based Plan that is Achievable and Actionable**

- Start with embracing change – things change
- Not presume sufficient knowledge, but the recognition of our ignorance
- Keep options open, fostering innovation and experimentation, while embracing change
- Embrace diversity (in all its forms)





# Bloomfield's History of Redevelopment Planning

# Town Center Plan – 2012

## Bloomfield's History of Redevelopment Planning

### Town Center Strategies:

1. Strengthen the town's ability to do economic development in Bloomfield Center
2. Support and help grow existing businesses
3. Fill Vacancies
4. Create a Climate of investment through town investment
5. Set the framework for longer term redevelopment



# Options & Approaches (2018)

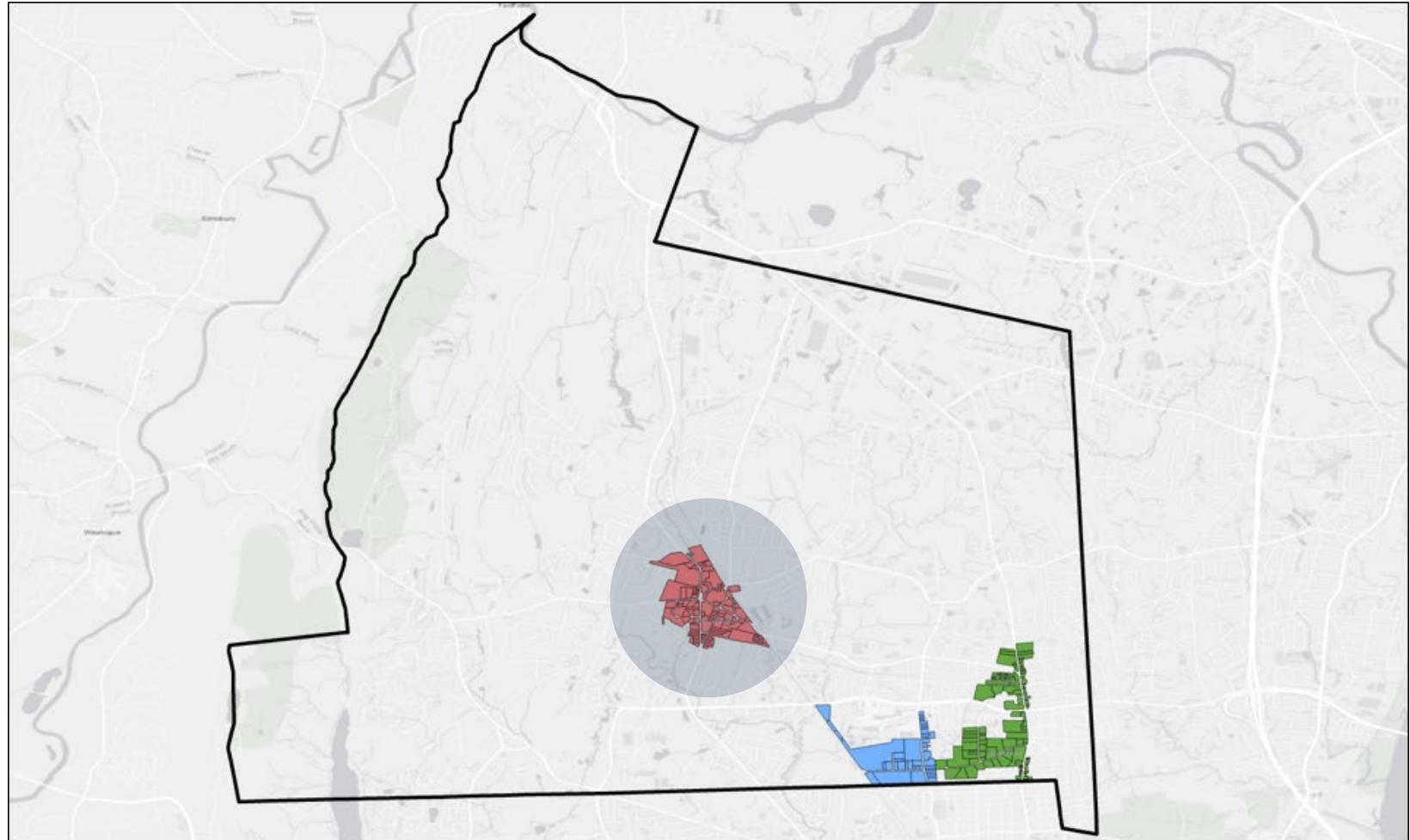
## Bloomfield's History of Redevelopment Planning

### 2018 – Explored Multiple Options

#	Option/Approach	Entity	Planning	Remarks
1	Ch. 130 Redevelopment	Creation of Redevelopment Agency by the Legislative Body	Redevelopment Plan Required	Provides significant municipal authority and powers, especially regarding acquisition of real property, financing, and bonding. The legislative body would essentially be making a declaration of deteriorated and blighted conditions in the Town Center. It is questionable if the yet to be defined redevelopment area meets the 20% threshold for deteriorated conditions.
2	Ch. 132 Municipal Development Projects	Creation of a 'Development Agency' by the Legislative Body. Can be the Economic Development Commission, the redevelopment agency, or a nonprofit development corporation.	Development Plan Required	Provides significant municipal authority and powers, especially regarding acquisition of real property, financing, and bonding. Does not require the same threshold of deteriorated conditions and would not require the legislative body to declare deteriorated and blighted conditions in the Town Center. The EDC could be the 'Development Agency'—the creation of a new agency or entity is not needed.
3	Non-Profit – 501C(3) Development Corporation	The creation of a Community Development Corporation or Economic Development Corporation without the use of Ch. 130 or with or without Ch. 132.	A Plan is Recommended	A 501 C (3) Community Development Corporation (CDC) or an Economic Development Corporation could be created under the Federal Tax Code. The mission and bylaw created would establish the authority of the organization. Without the use of Ch. 132 the entity would not have municipal authority related to bonding but could acquire real property and finance redevelopment. Provides an opportunity to create an entity focused on Town Center development with or without the authority of Ch. 132.

# Bloomfield TIF Districts (TIF District Plan, 2020)

Bloomfield's History of Redevelopment Planning



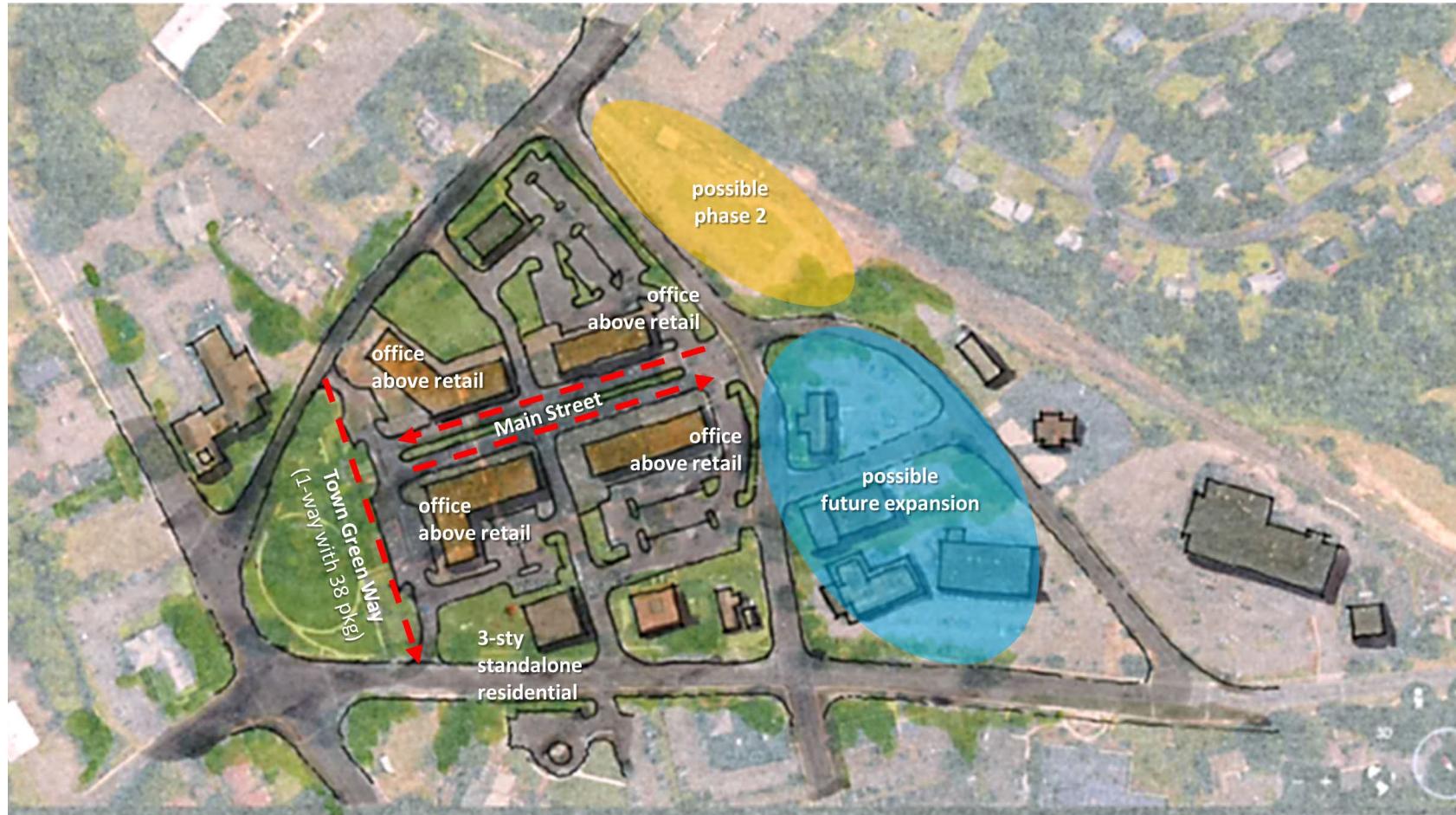
# Town Center TIF District Parcels (TIF District Plan, 2020)

Bloomfield's History of Redevelopment Planning



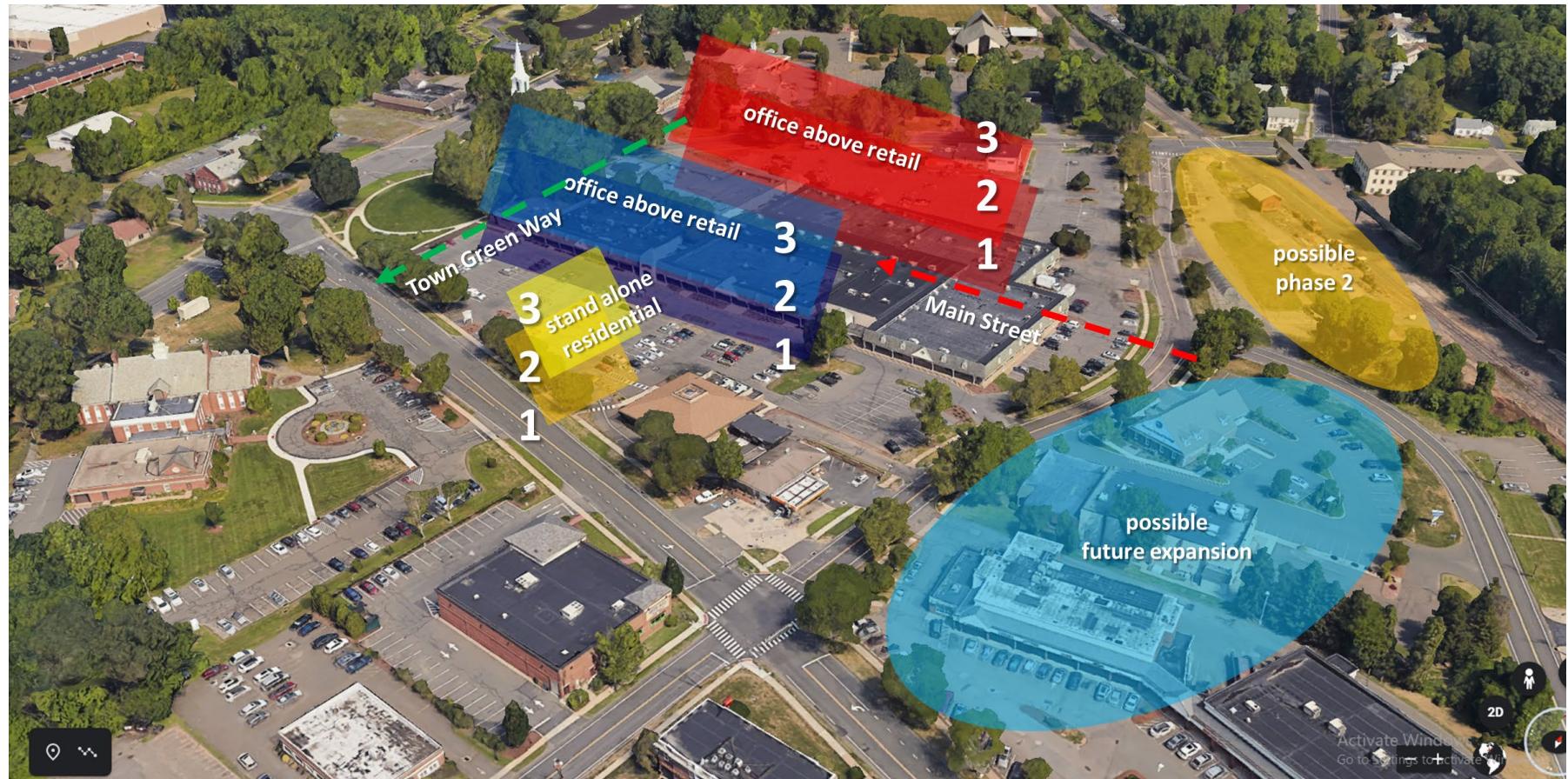
# Town Center Rendering (TIF District Plan, 2020)

Bloomfield's History of Redevelopment Planning



# Town Center Concept (TIF District Plan, 2020)

## Bloomfield's History of Redevelopment Planning



# Town Center Strategy (TIF District Plan, 2020)

## Bloomfield's History of Redevelopment Planning



## DOWNTOWN SITE IMPROVEMENT

Phased Development & RE-Connectivity

## GENERAL DOWNTOWN IMPROVEMENTS

(TO BE APPLIED TO EITHER OPTION 1 OR 2)



# Ch. 132 Municipal Development Projects

# Sec 8-186

## Municipal Development Projects

### Declaration of Policy

- It is found and declared that the economic welfare of the state depends upon the continued growth of industry and business within the state;
- that the acquisition and improvement of unified land and water areas and vacated commercial plants to meet the needs of industry and business should be in accordance with local, regional and state planning objectives;
- that such acquisition and improvement often cannot be accomplished through the ordinary operations of private enterprise at competitive rates of progress and economies of cost;
- that permitting and assisting municipalities to acquire and improve unified land and water areas and to acquire and improve or demolish vacated commercial plants for industrial and business purposes and, in distressed municipalities, to lend funds to businesses and industries within a project area in accordance with such planning objectives are public uses and purposes for which public moneys may be expended;
- and that the necessity in the public interest for the provisions of this chapter is hereby declared as a matter of legislative determination.
- The state's economic well-being relies on industry and business growth. Acquiring and improving land and commercial spaces should align with planning objectives. Public funds may be used for this purpose, especially in distressed areas, as declared by legislative determination.

# Section 8-189

## Municipal Development Projects

### Project Plan. Approval. Notice. Review.

(a) The development agency may initiate a development project by preparing a project plan in accordance with regulations adopted by the commissioner pursuant to section 8-198. The project plan shall meet an identified public need and include:

- (1) A legal description of the land within the project area;
- (2) a description of the present condition and uses of such land or building;
- (3) a description of the process utilized by the agency to prepare the plan and a description of alternative approaches considered to achieve project objectives;
- (4) a description of the types and locations of land uses or building uses proposed for the project area;
- (5) 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;
- (6) statements of the present and proposed zoning classification and subdivision status of the project area and the areas adjacent to the project area;
- (7) a plan for relocating project-area occupants;
- (8) a financing plan;
- (9) an administrative plan;
- (10) a marketability and proposed land-use study or building use study if required by the commissioner;
- (11) appraisal reports and title searches;

# Section 8-189

## Municipal Development Projects

### Continued:

(12) a description of the public benefits of the project including, but not limited to,

- (A) the number of jobs which the development agency anticipates would be created by the project;
- (B) the estimated property tax benefits;
- (C) 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;
- (D) 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;
- (E) a general description of the development agency's goals for blight remediation or, if known, environmental remediation;
- (F) a general description of any aesthetic improvements that the development agency anticipates may be generated by the project;
- (G) a general description of the project's intended role in increasing or sustaining market value of land in the municipality;
- (H) a general description of the project's intended role in assisting residents of the municipality to improve their standard of living; and
- (I) a general statement of the project's role in maintaining or enhancing the competitiveness of the municipality;

(13) findings that

- (A) the land and buildings within the project area will be used principally for industrial or business purposes;
- (B) the plan is in accordance with the plan of conservation and development for the municipality adopted by its planning commission under section 8-23, and the plan of development of the regional council of governments adopted under section 8-35a, if any, for the region within which the municipality is located;

## Section 8-189

### Municipal Development Projects

#### Continued:

- (C) the plan was prepared giving due consideration to the state plan of conservation and development adopted under chapter 297 and 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
- (D) 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

(14) a preliminary statement describing the proposed process for acquiring each parcel of real property, including findings that

- (A) public benefits resulting from the development plan will outweigh any private benefits;
- (B) existing use of the real property cannot be feasibly integrated into the overall development plan for the project;
- (C) acquisition by eminent domain is reasonably necessary to successfully achieve the objectives of such development plan; and
- (D) the development plan is not for the primary purpose of increasing local tax revenues. Any plan that has been prepared by a redevelopment agency under chapter 130 may be submitted by the development agency to the legislative body and to the commissioner for approval in lieu of a plan initiated and prepared in accordance with this section, provided all other requirements of this chapter for obtaining the approval of the commissioner of the project plan are satisfied.

(b) (1) The approval of a development plan shall be given by the legislative body pursuant to section 8-191.

(2) The plan shall be effective for a period of ten years after the date of approval and may be amended in accordance with this section. The legislative body shall review the plan at least once every ten years after the initial approval, and shall reapprove the plan or an amended plan at least once every ten years after the initial approval in accordance with this section in order for the plan or amended plan to remain in effect. With respect to a development plan for a project that is funded in whole or in part by federal funds, the provisions of this subdivision shall not apply to the extent that such provisions are prohibited by federal law.

(3) The development agency shall cause notice of the initial approval of the plan to be published in a newspaper having general circulation in the municipality.

# Section 8-191

## Municipal Development Projects

### Adoption of a Development Plan

(a) Before the development agency adopts a plan for a development project,

- (1) the planning commission of the municipality shall find that the plan is in accord with the plan of development for the municipality; and
- (2) the regional council of governments for the region within which such municipality is located shall find that such plan is in accord with the plan of development for such region, or if such council fails to make a finding concerning the plan within thirty-five days of receipt of the plan by such council, it shall be presumed that such council does not disapprove of the plan; and
- (3) the development agency shall hold at least one public hearing on the plan. At least thirty-five days prior to any public hearing, the development agency shall post the plan on the Internet web site of the development agency, if any. Upon approval by the development agency, the agency shall submit the plan to the legislative body which shall vote to approve or disapprove the plan. After approval of the plan by the legislative body, the development agency shall submit the plan for approval to the commissioner.

Notice of the time, place and subject of any public hearing held under this section shall be published once in a newspaper of general circulation in the municipality, such publication to be made not less than one week nor more than three weeks prior to the date set for the hearing. In the event the commissioner requires a substantial modification of the project plan before giving approval, then upon the completion of such modification such plan shall first have a public hearing and then be approved by the development agency and the legislative body. Any legislative body, agency or commission in approving a plan for a development project shall specifically approve the findings made in the plan.

# Next Steps

# Next Steps

## Bloomfield Town Center Economic Development Plan

### Next Steps:

- Establish Working Group
- Community Kick-Off Meeting
- Establish Program Priorities
- Analyze Existing Conditions, Zoning Regulations, & Market and Real Estate Sectors
- Community & Business Engagement Sessions & Town-Wide Survey
- Plan Development



# Questions & Comments



# Thank You!