

An aerial photograph of a town, likely Bloomfield, showing residential areas, roads, and some commercial buildings. A large, solid orange plus sign is overlaid on the right side of the image. A dark blue semi-transparent rectangle covers the bottom left portion of the image, containing the title and date.

# Community Engagement Results

*Town of Bloomfield*

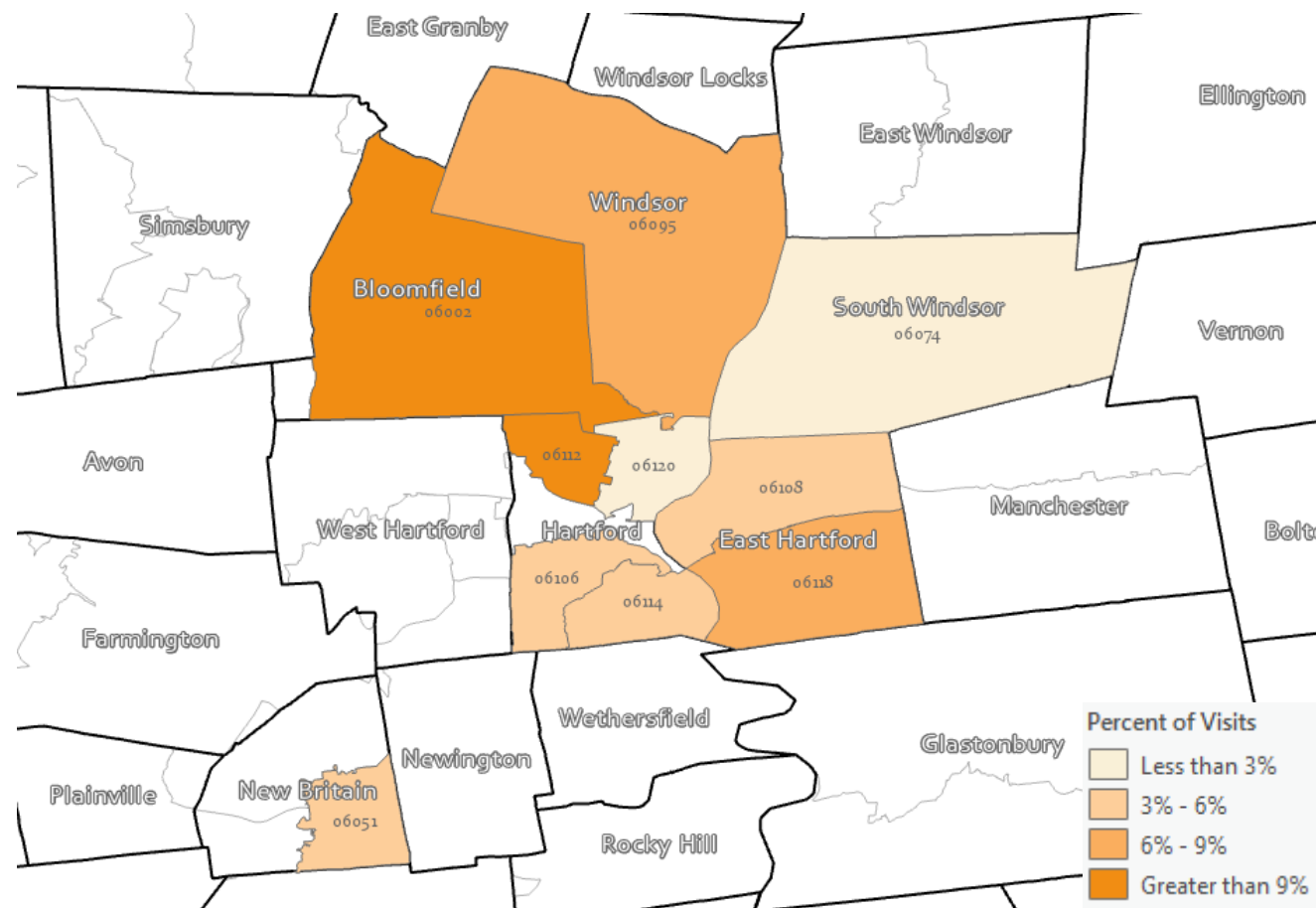
October 15, 2024



# Elizabeth's Bar & Restaurant Visitation

# Visitor Origin

Elizabeth's Bar & Restaurant



# Visitor Origin

## Elizabeth's Bar & Restaurant

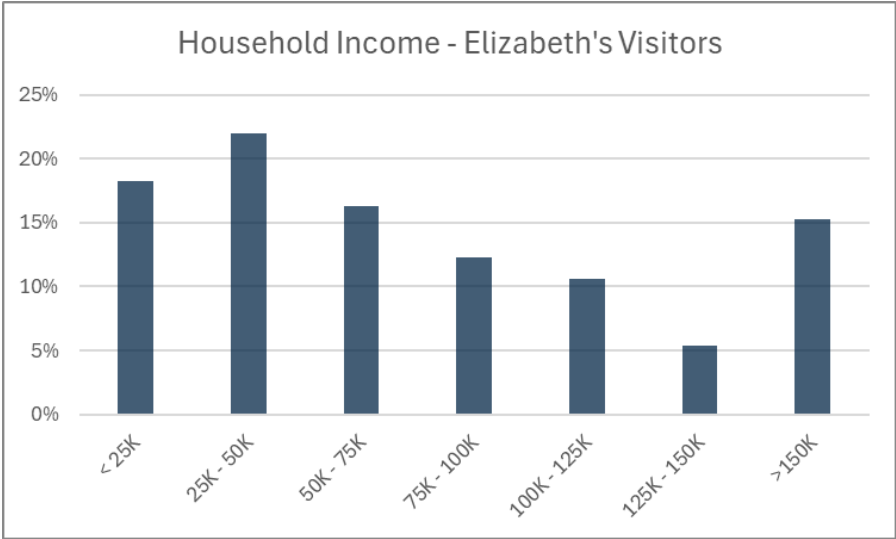
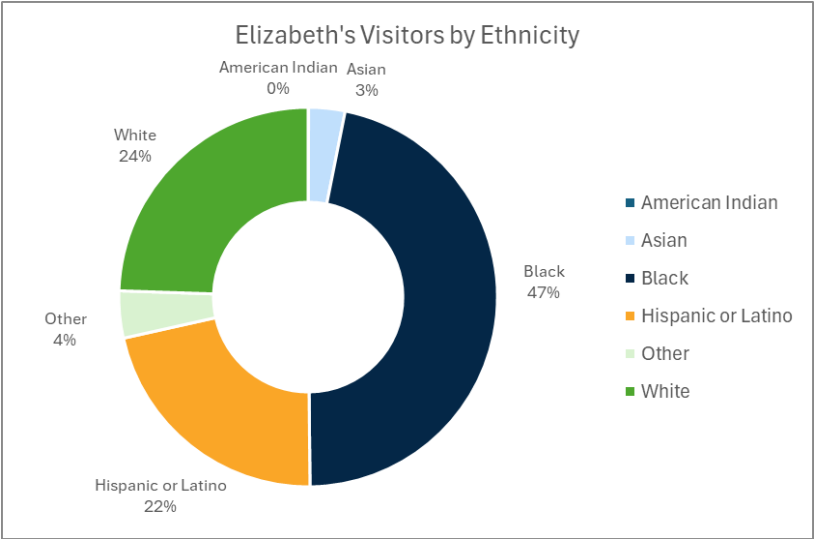
	Zip Code	City	% of Total Visitors	Top Tapestry	Type	Median Age	Income	Housing Type	Occupation Type	Highest Education	Race
1	06002	Bloomfield	24%	Family Foundations	Singles	40.4	\$47,600	Single Family	Svcs; Prof; Admin	HS Diploma	Black
2	06112	Hartford	12%	Family Foundations	Singles	40.4	\$47,600	Single 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

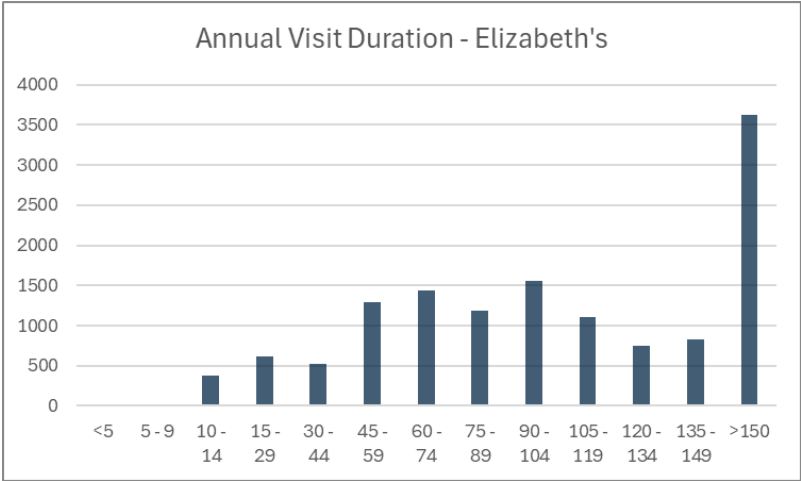
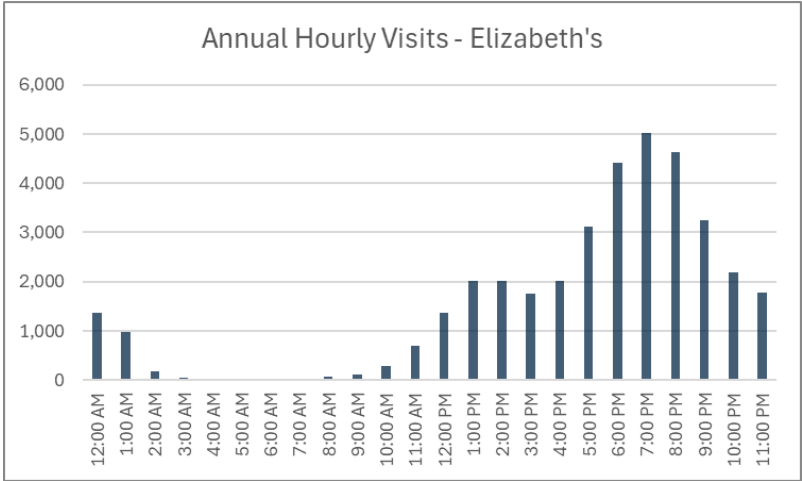
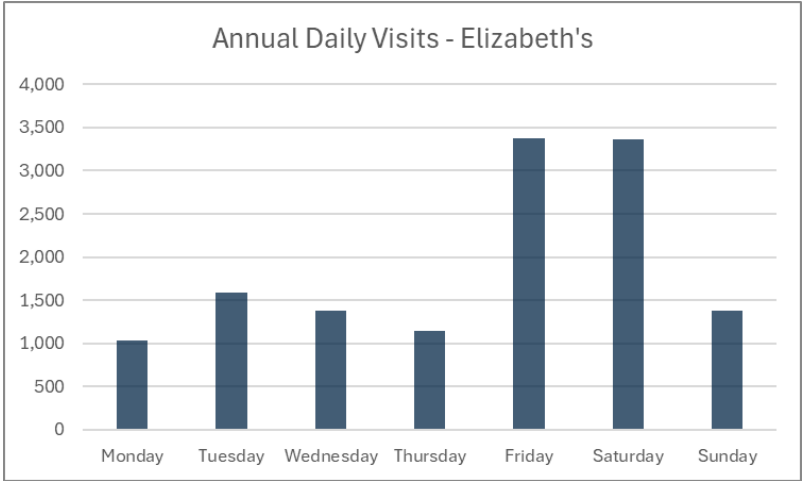
## Elizabeth's Bar & Restaurant



Estimated Median Household Income: \$83,800

# Community Profile

## Elizabeth's Bar & Restaurant





# Community Engagement Results



# Overview

## Community Engagement Results

### Tuesday, September 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







# Public Kick-Off Engagement Activities

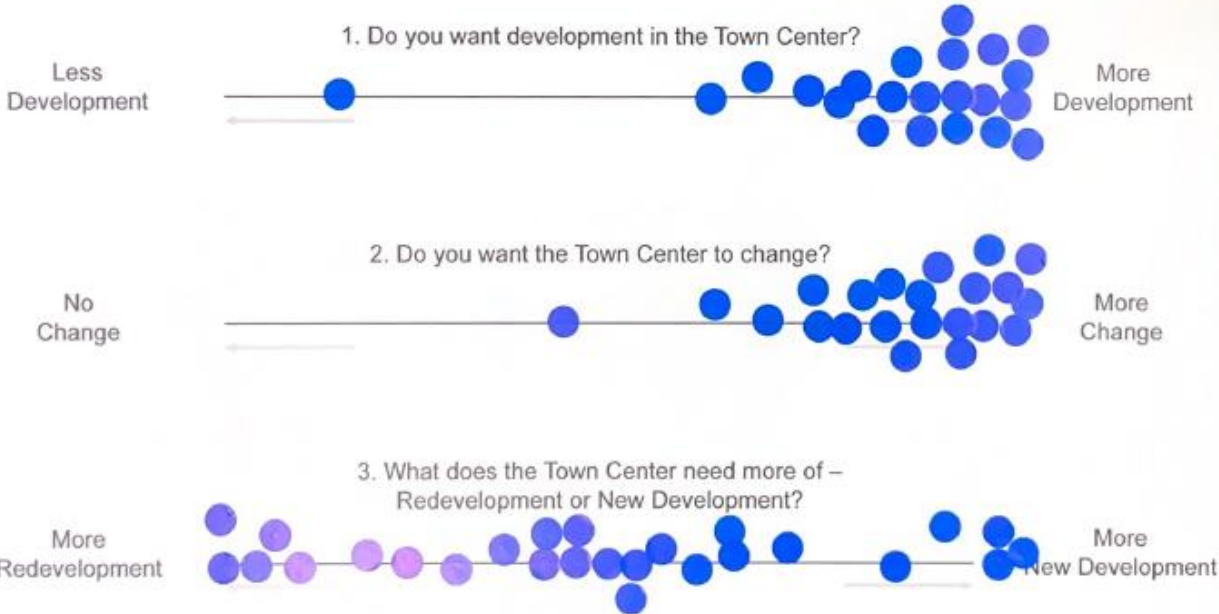
# Continuums of Change

## 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.



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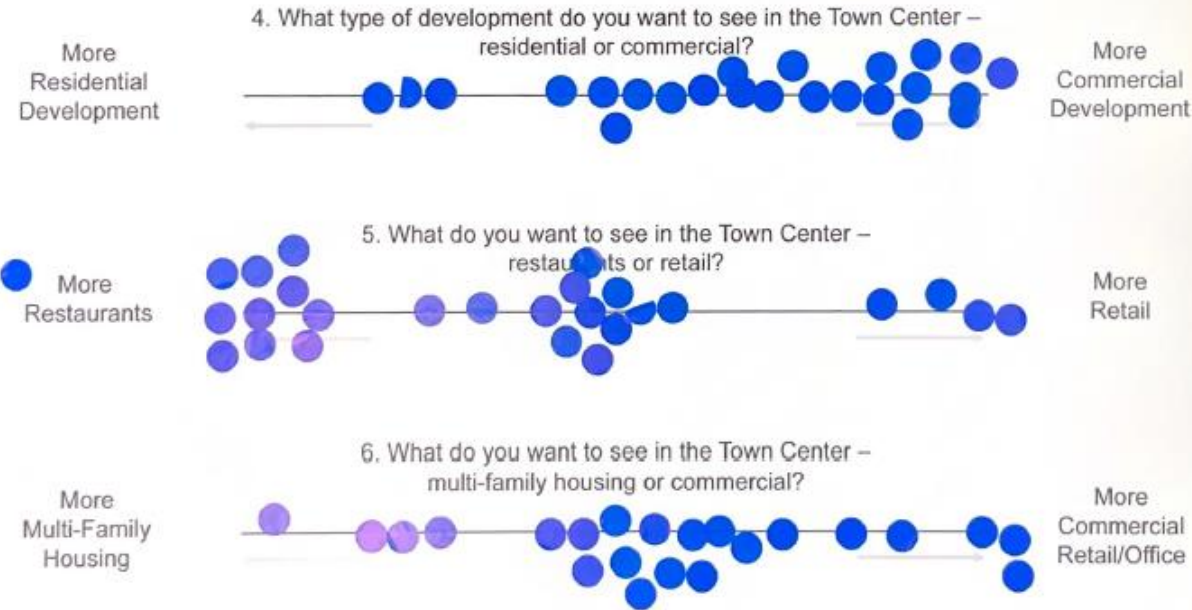
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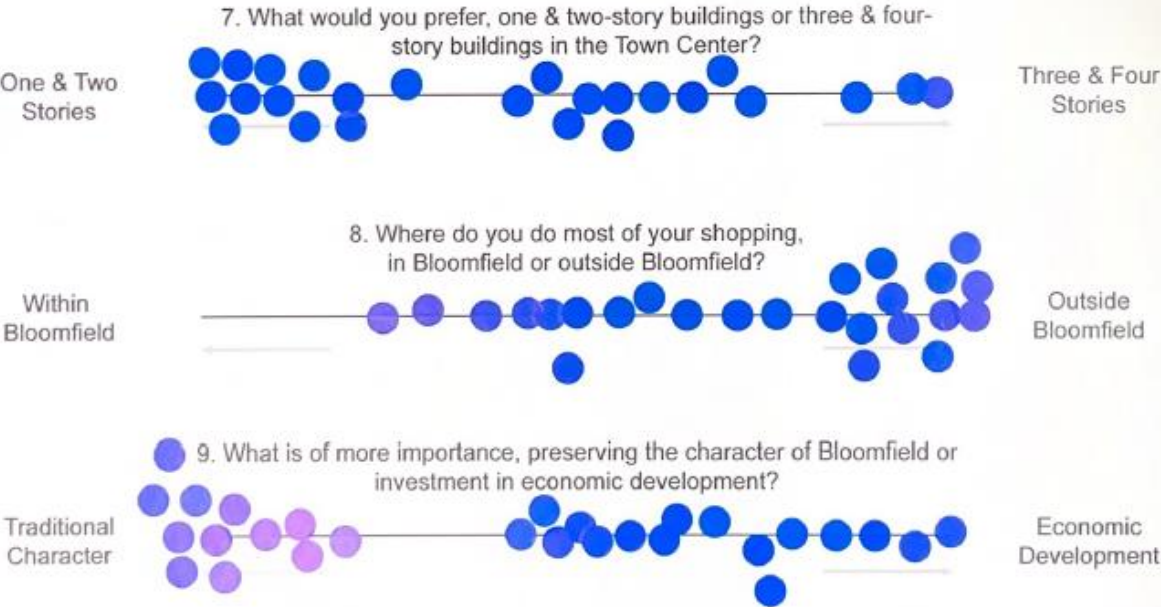
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## Public Kick-Off Engagement Activities



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## 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



#### Prouds

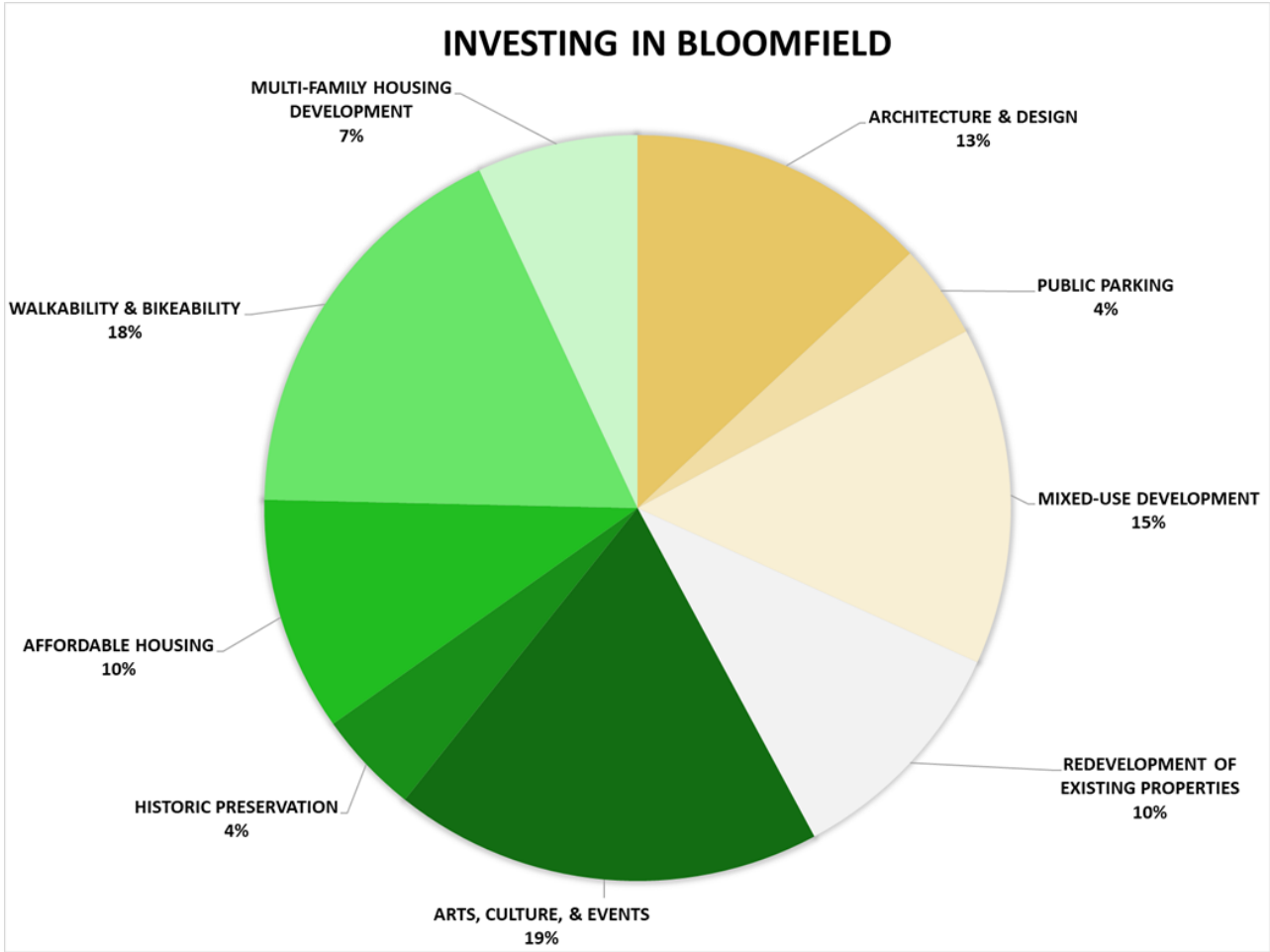






# Investing in the Town Center

## 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

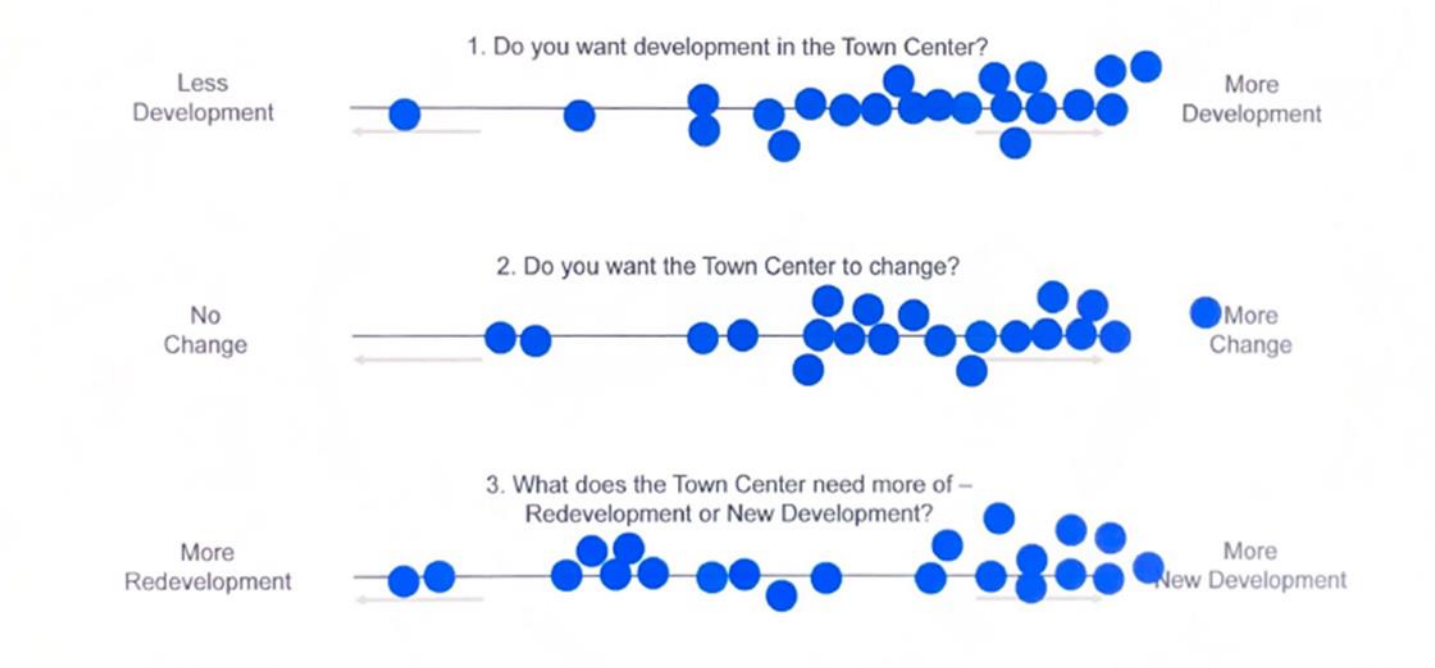
# Continuums of Change

## Boards & Commissions Engagement Activities



### CONTINUUMS OF CHANGE

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# Continuums of Change

## Boards & Commissions Engagement Activities



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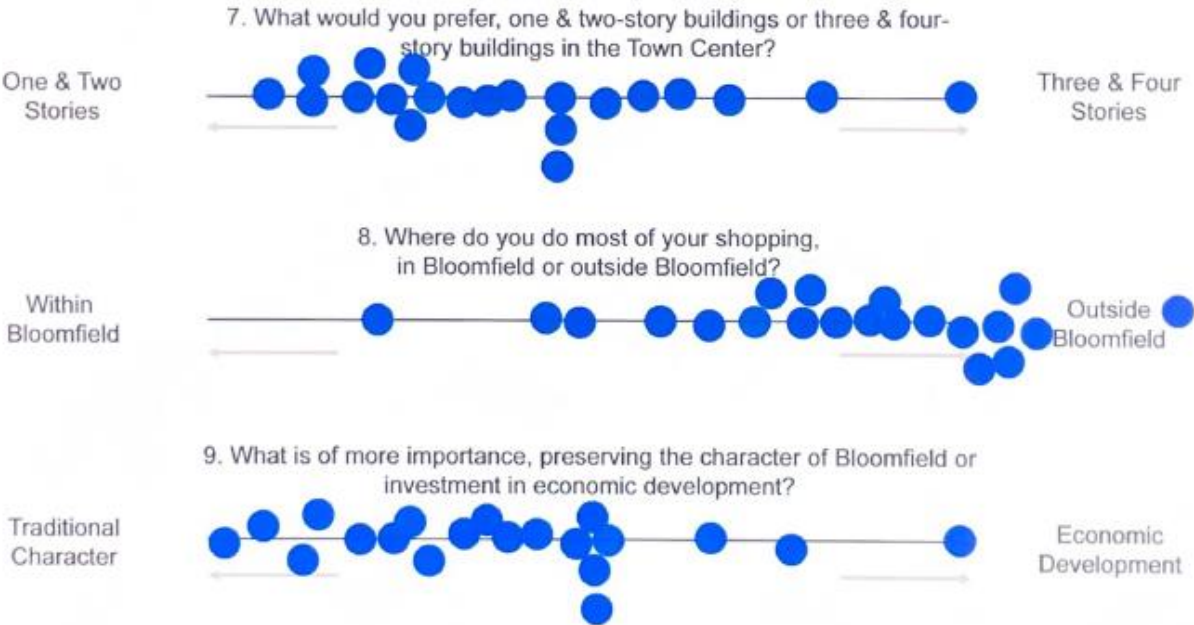
# Continuums of Change

## Boards & Commissions 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.



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## Wants & Desires – Community Investment Opportunities

### Boards & Commissions Engagement Activities

<b>Community Investment Opportunities</b>	<b>Average Ranking</b>
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Arts & Culture	<b>4.4</b>
Parks & Recreation	<b>4.3</b>
Walkability & Bikeability	<b>4.3</b>

<b>Redevelopment of Wintonbury Mall</b>	<b>4.2</b>
<b>Community Events &amp; Activities</b>	<b>4.1</b>
<b>Historic Preservation</b>	<b>3.8</b>
<b>Signage &amp; Wayfinding</b>	<b>2.9</b>

Affordable Housing	<b>2.8</b>
Public Parking	<b>2.7</b>
Public Transportation	<b>2.6</b>



## Wants & Desires – Town Center Amenities

### Boards & Commissions Engagement Activities

<b>Town Center Amenities</b>	<b>Average Ranking</b>
------------------------------	------------------------

Entertainment Venues (movie theatre, etc.)	<b>4.4</b>
Restaurants	<b>4.2</b>
Outdoor Dining	<b>4.1</b>

<b>Retail Stores</b>	<b>3.8</b>
<b>Coffee Shops</b>	<b>3.5</b>
<b>Mixed-Use(commercial &amp; residential)</b>	<b>3.4</b>
<b>Professional Offices</b>	<b>2.4</b>

Multi-Family Housing	<b>1.6</b>
Medical Offices	<b>1.4</b>
Drive-Thru Restaurants	<b>0.9</b>

# Prouds & Sorrys

Boards & Commissions Engagement Activities

## Sorrys



## Prouds



# Existing Conditions & Future Outcomes

Boards & Commissions Engagement Activities

## Existing Conditions

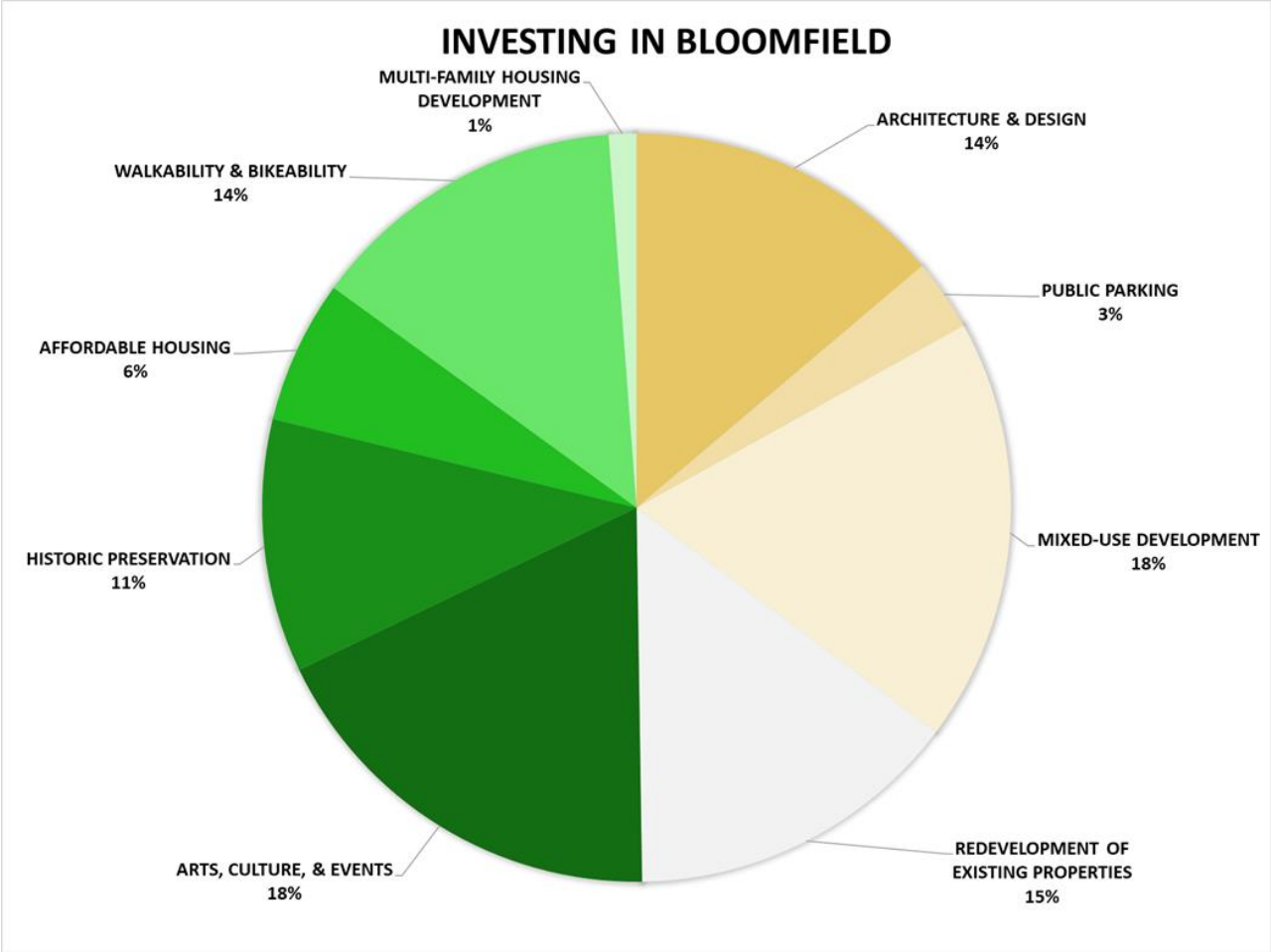


## Future Outcomes



# Investing in the Town Center

## Boards & Commissions Engagement Activities



Investments	Total
Mixed-use Development	\$385.00
Arts, Culture, & Events	\$380.00
Redev 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