



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



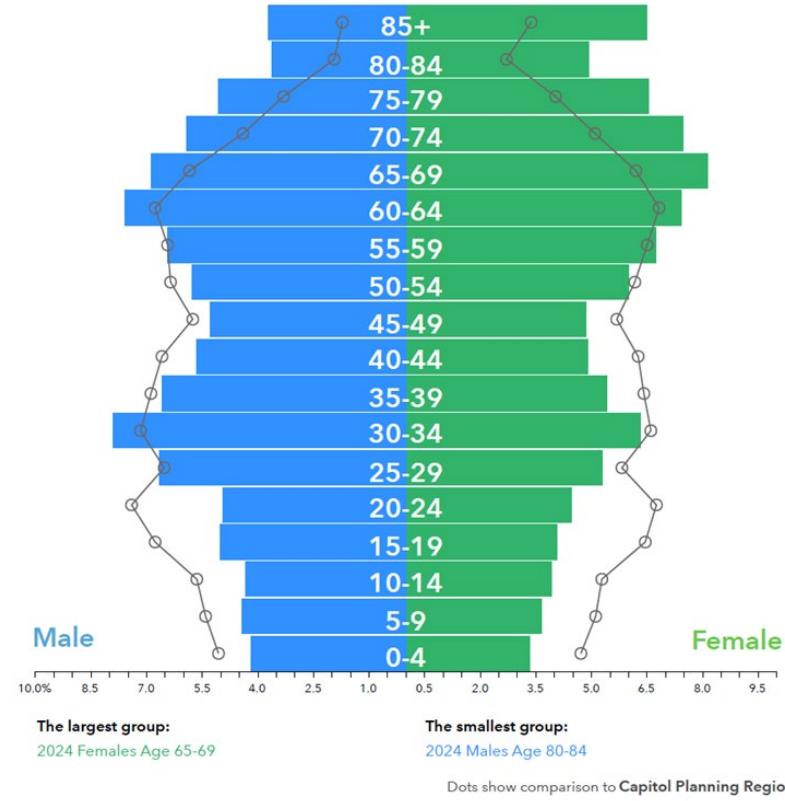
Demographics & Socioeconomics

Demographics and Socioeconomics

Population Change

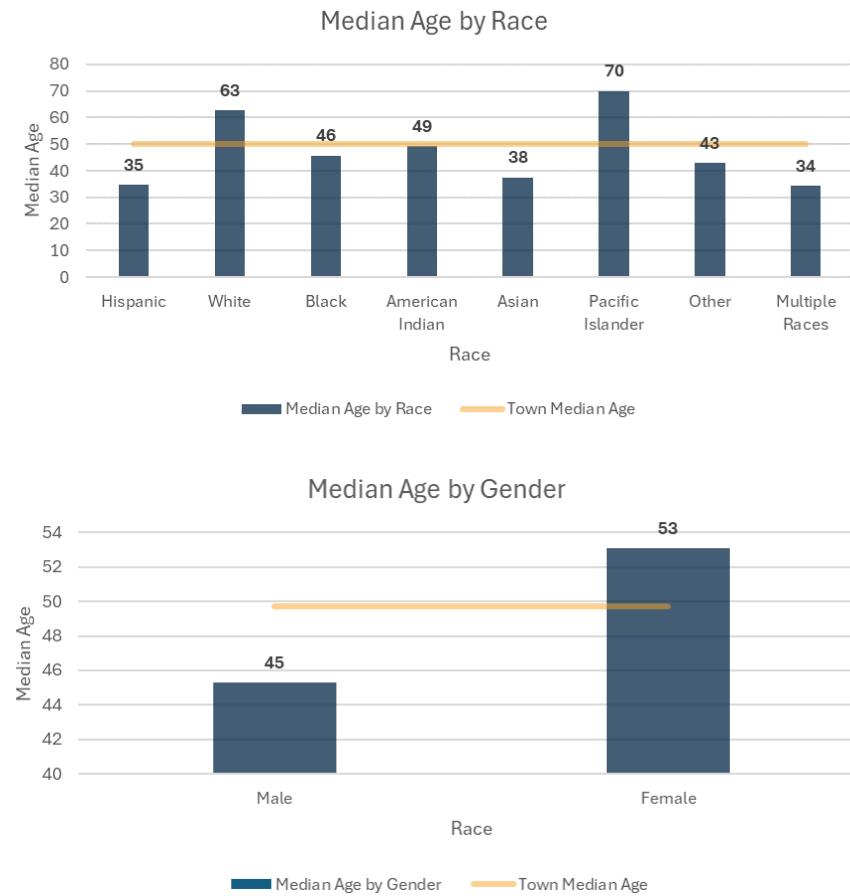
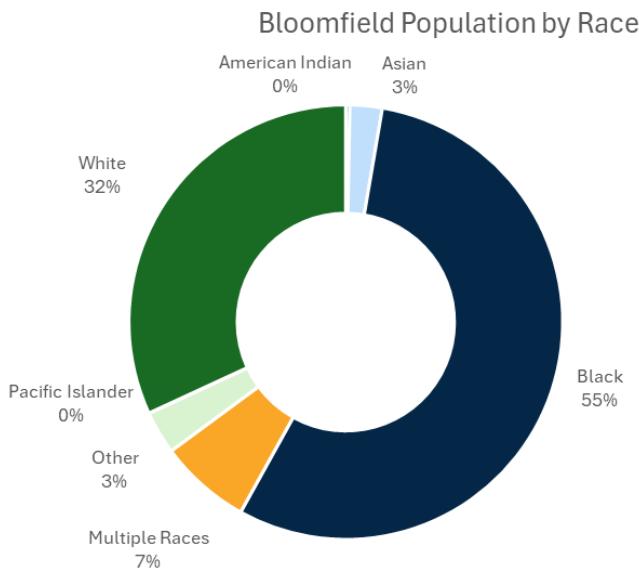
Total Population	Population 2010	Population 2020	Population Change 2010-2020	% Change 2010-2020
Connecticut	3,574,097	3,605,944	31,847	1%
Bloomfield	20,486	21,535	1,049	5%
Fairfield County	916,829	957,419	40,590	4%
Hartford County	894,014	899,498	5,484	1%
Litchfield County	189,927	185,186	-4,741	-2%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



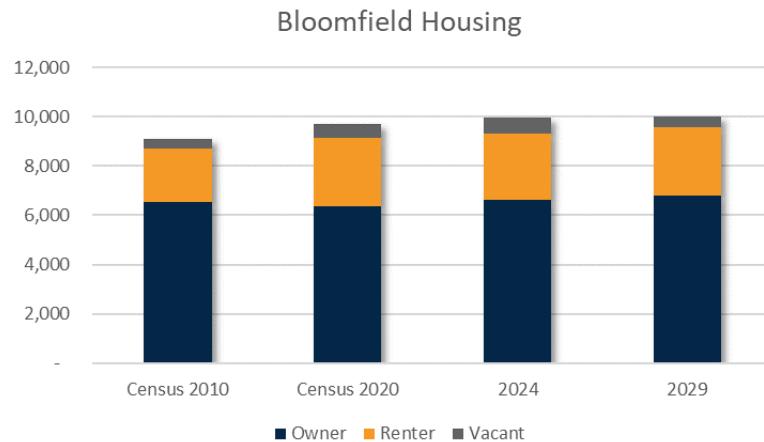
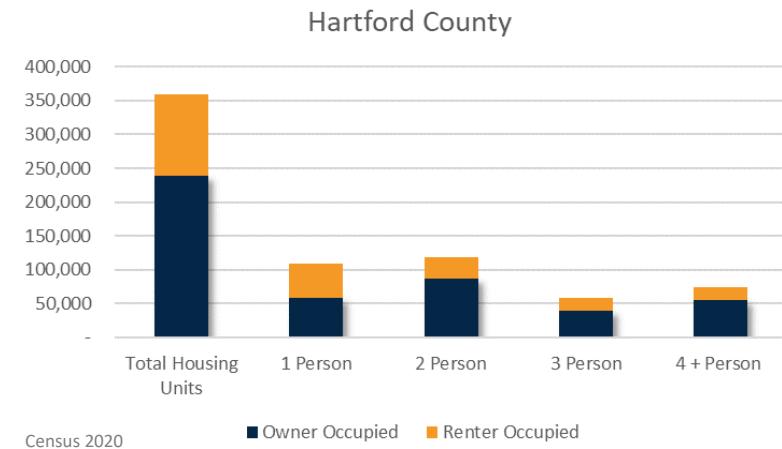
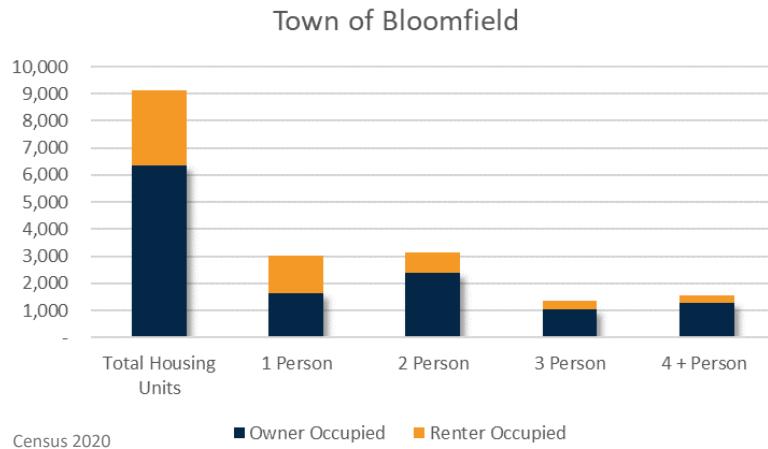
Demographics and Socioeconomics

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

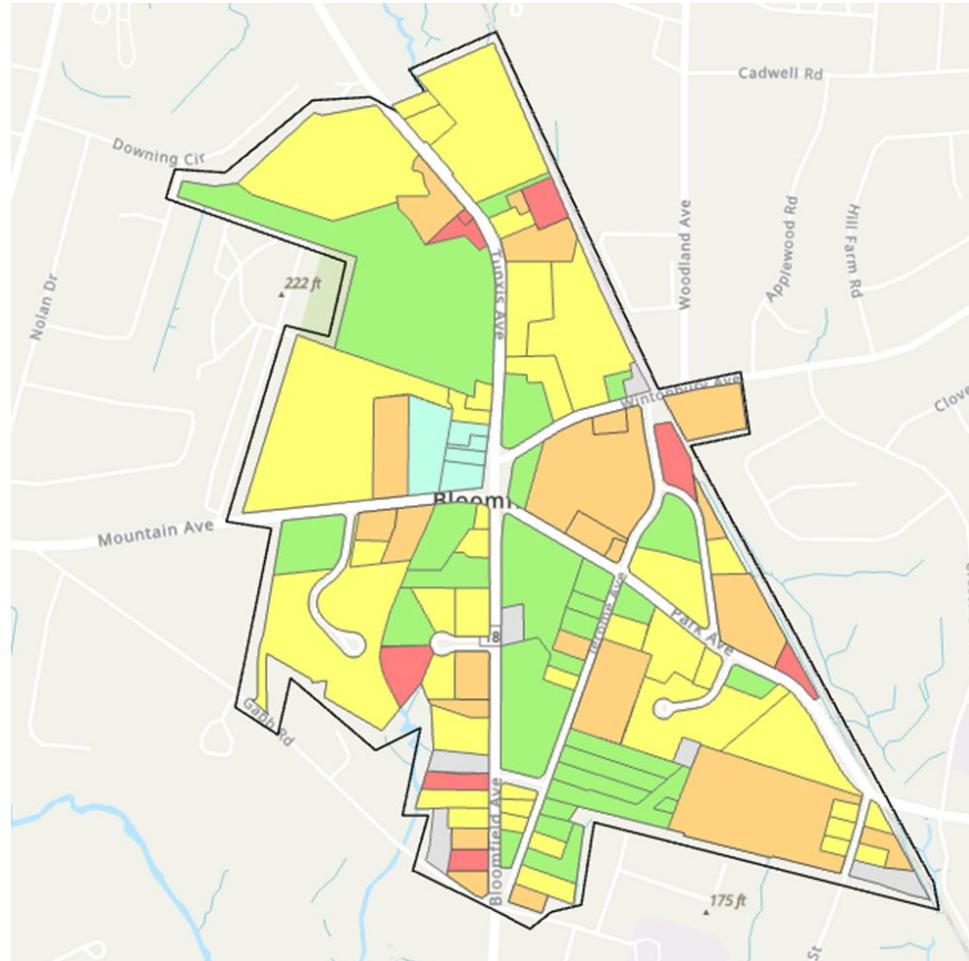
Traffic Counts - DOT 2022 AADT



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

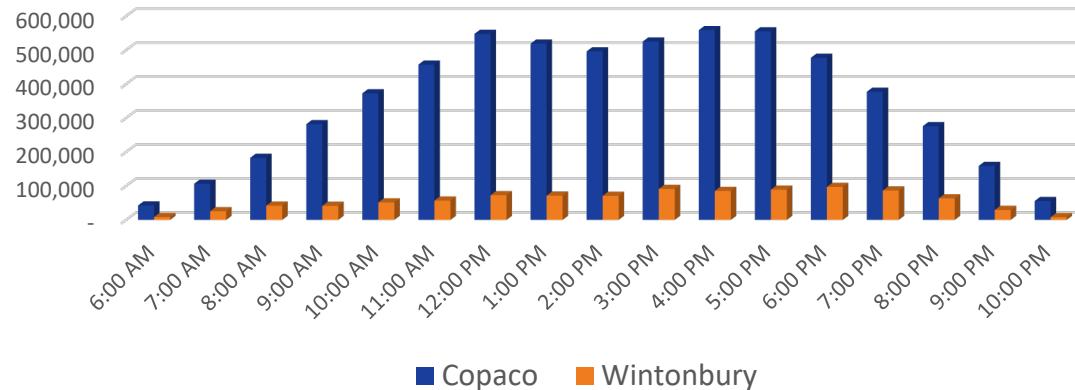
Copaco Shopping Center

- 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

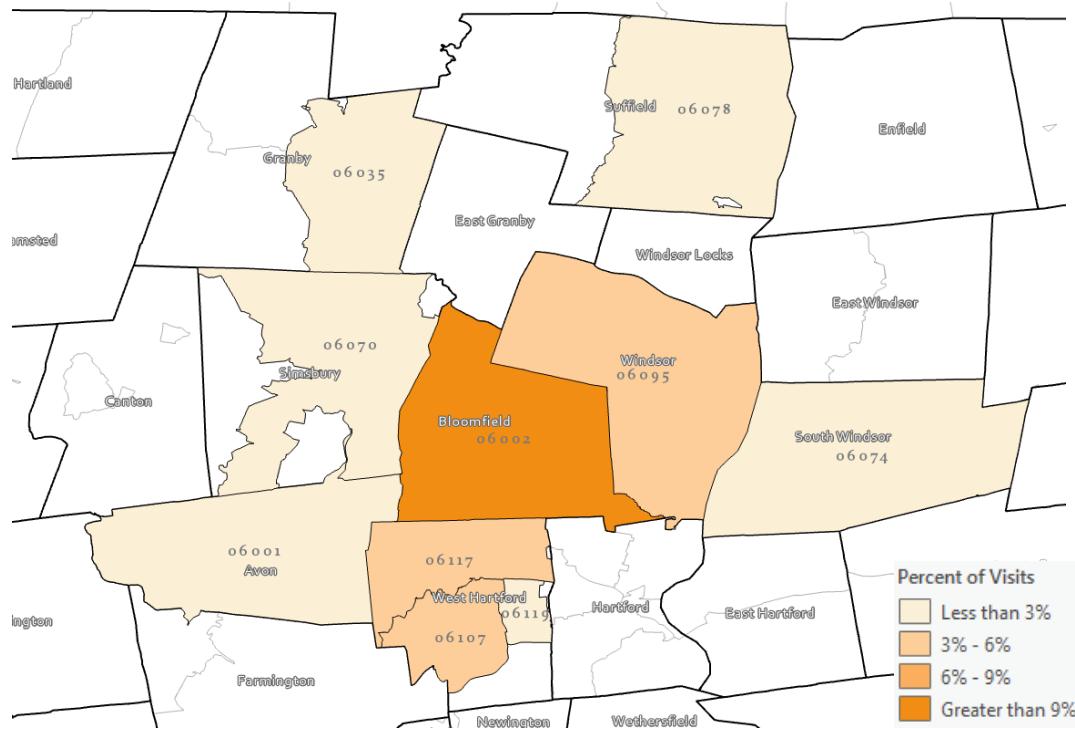
Annual Number of Hourly Visits to Copaco and Wintonbury



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

Geofencing Analysis

Visitor Origin: Republic Gastropub

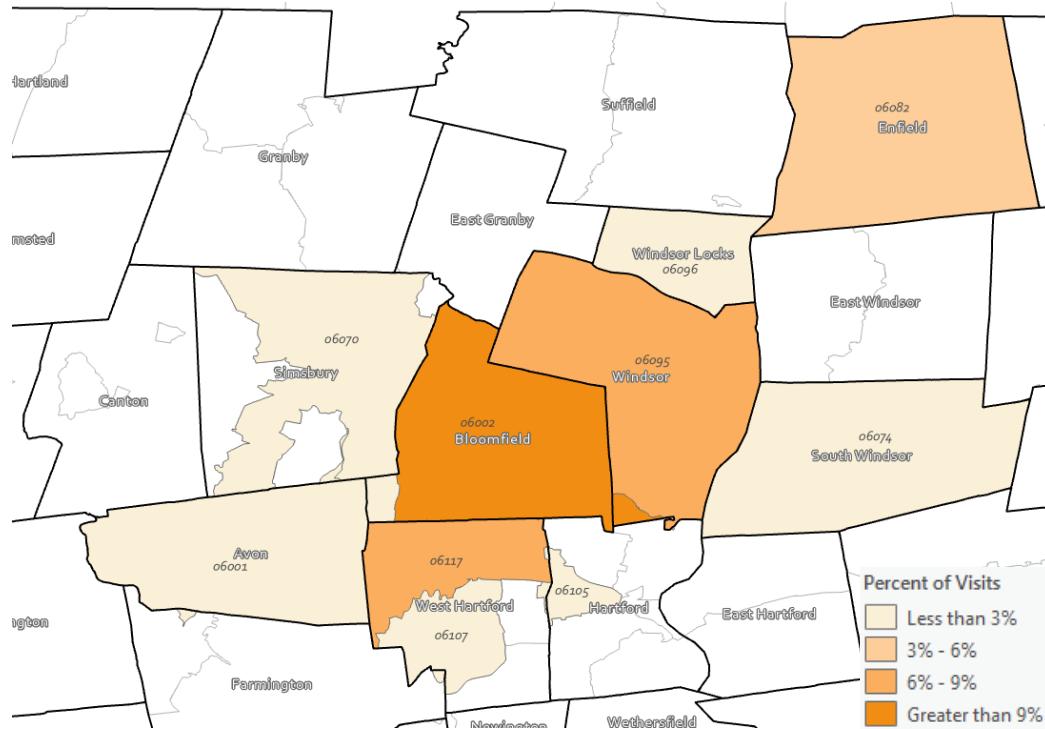


Summary of Republic Visitor Origins

- 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

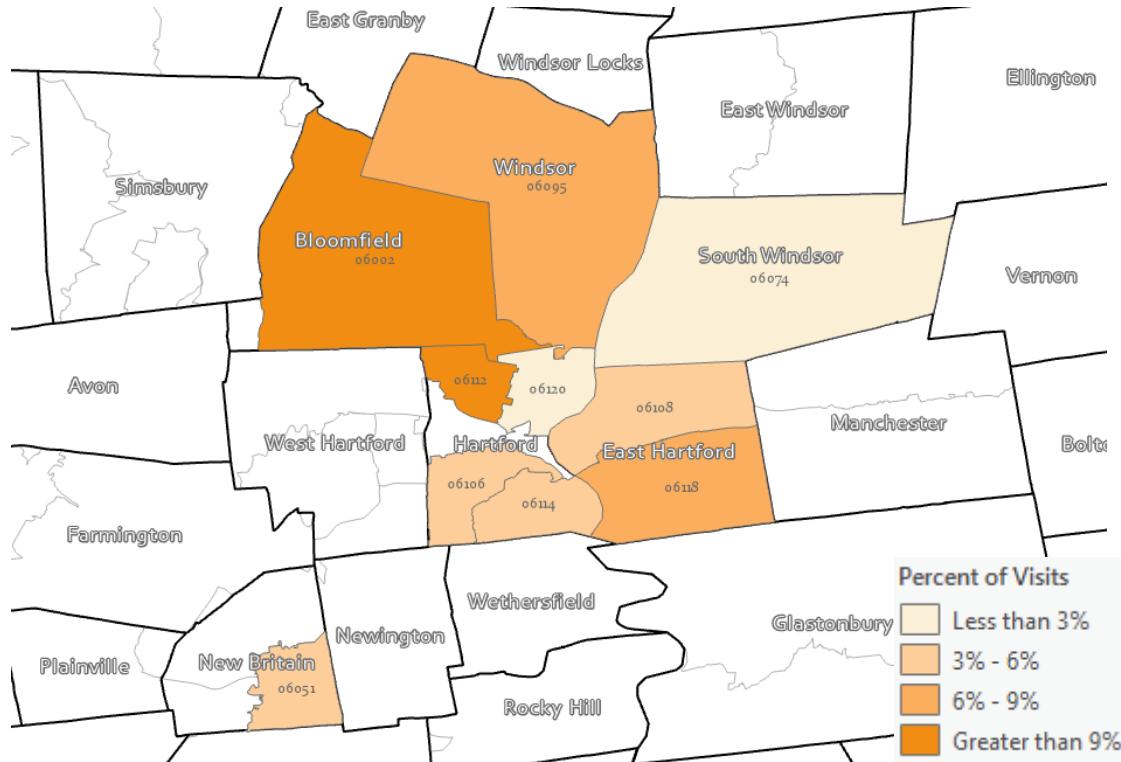


Summary of Carbone's Visitor Origins

- 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 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



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?

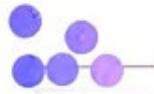
More Change



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

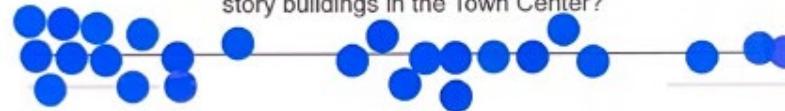


Instructions: Place your dot sticker on the continuum where your perspective falls. If your perspective is neutral, place your sticker in the middle.

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

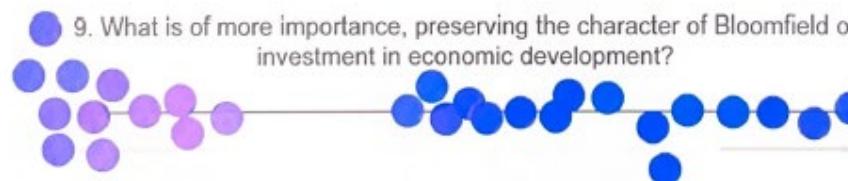
Outside Bloomfield



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

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
Wintonbury Mall
Lack Of Sidewalks
No Griffin Line RR
Lack Of Mixed Use
Lack Of Public Art
Unwelcoming
Not Walkable
Filley Park
The Mall
Empty Stores

Railroad
Not Bikeable
Places To Gather
Too Much Black Top
Poor Selection Of Shops
Not Maintained
No Architectural Design
No Night Activities
Traffic
Not Usable
Slow Growth
Lack Of Foot Traffic
Car Noise
Need More Activities For Kids
Fragmented Streetscape
Enough Liquor Stores
Poor Cultural Activities
No Variety In Activities
Wintonbury Blights
Filley Pond Project
Empty Stores

Not Encouraging
Untidy
Traffic
Untidy
Traffic
Poor Schools
High Taxes
Eye Sore
Poor Selection
Box Stores
Dollar Store

Prouds

Beautiful Location
Mixture Of Old & New
Safety Environment
Welcoming Businesses
Town Hall
Involvement Of Community
Mix Up Modern And Historical
Diverse People
Town Green
Diverse Community
Nice Restaurants
Lived All My Life
Pastry & Coffee
Town Green Beauty
Welcoming People

Centered
Bakery
Neighborhood
Peaceful
Parks
Pastries
No Parking Meter
Pressuring Open Land
Public Library
Summer Concerts
Privately Owned Businesses
Low Taxes
Geisler's
Library
Town Green Concerts
Small Shops
Community Involvement
Brook Through Filley Park
New Library
Mix Of Past & Present
Commitment Of Residents
Celebrate Diversity
New Apartments

Community Engagement Activities & Results

Existing Conditions & Future Outcomes

Existing Conditions

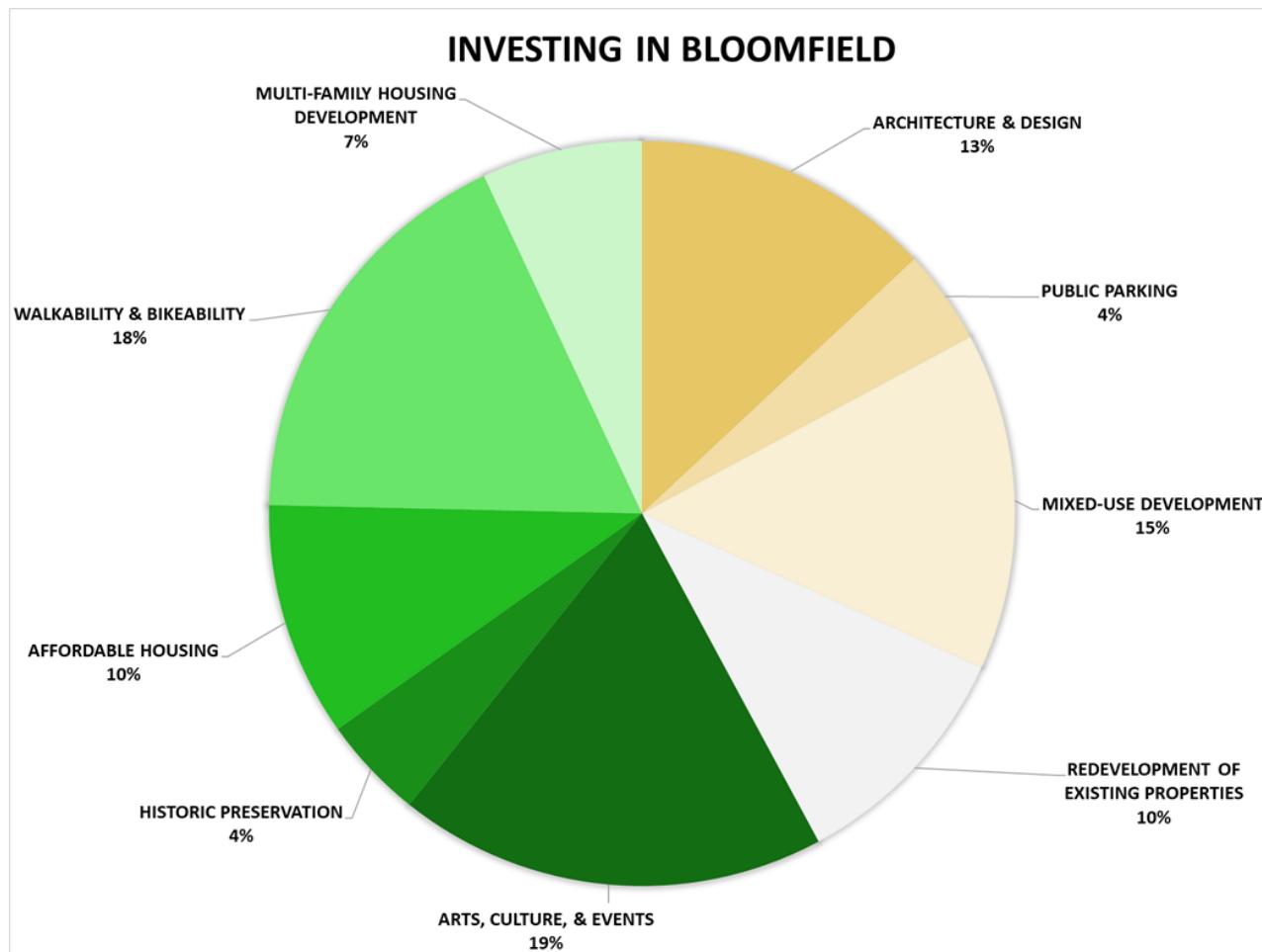
ExpensiveBikes
NoAttraction
Historic
Boring
GoodTenants
Spacious
NonEveningActivity
PastPrime
Quiet
NothingToAttractPeople
Trying
Speeding
EmptySpaces
Suffering
PotHoles
Plain
Old
SmallTownGreen
Uninviting
Empty
Sad
BeatUpParkingLots
Lonely
Interesting
AntiSocial
EmptyParts
GreatBaker
Disconnected
TrafficJam
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.



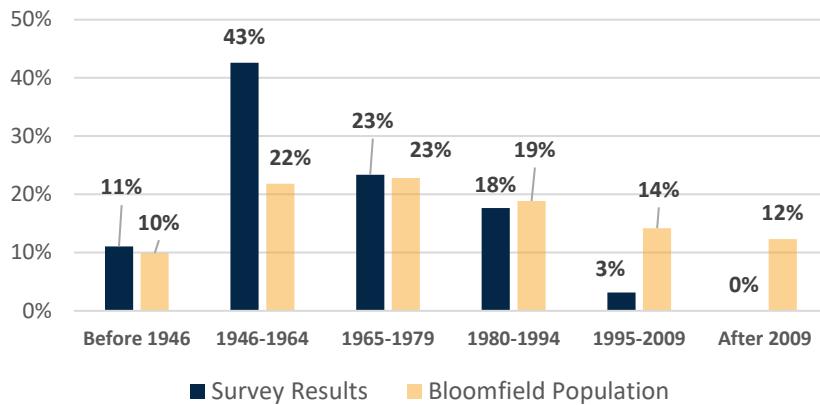


Community Survey Results

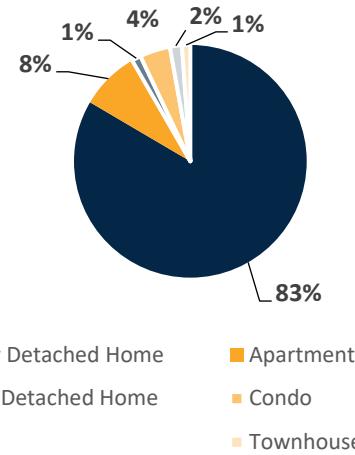
Community Survey Results

Demographics

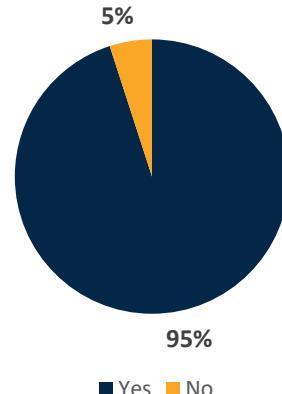
1. When were you born?



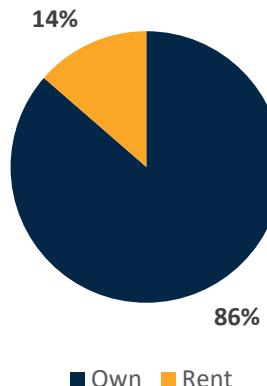
3. What style of home do you currently live in?



2. Are you currently a Bloomfield resident?



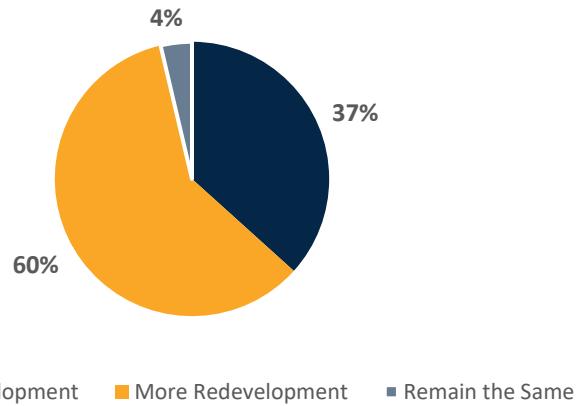
4. Do you rent or own your home?



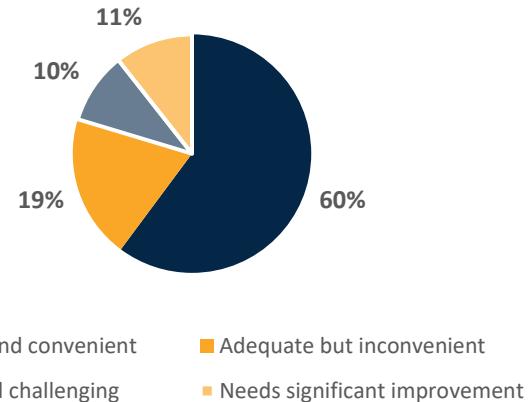
Community Survey Results

Bloomfield Town Center

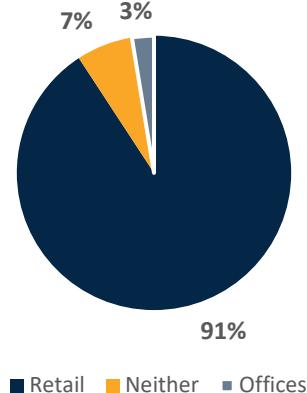
9. Would you like to see development in the Town Center?



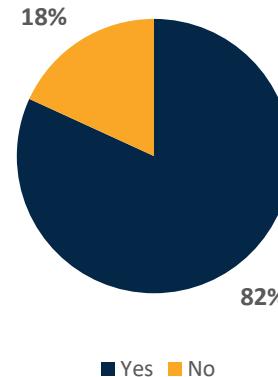
11. How would you describe the current parking situation in the Town Center?



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



12. Do you want the Town Center to change?

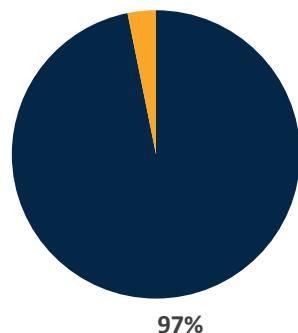


Community Survey Results

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

Office

Mixed-Use

Multi-Family

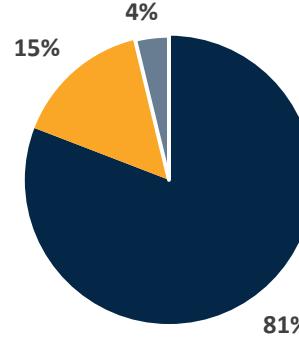
■ Retail ■ Office ■ Mixed-Use ■ Multi-Family

* % 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?



■ Yes ■ Maybe ■ No



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.”

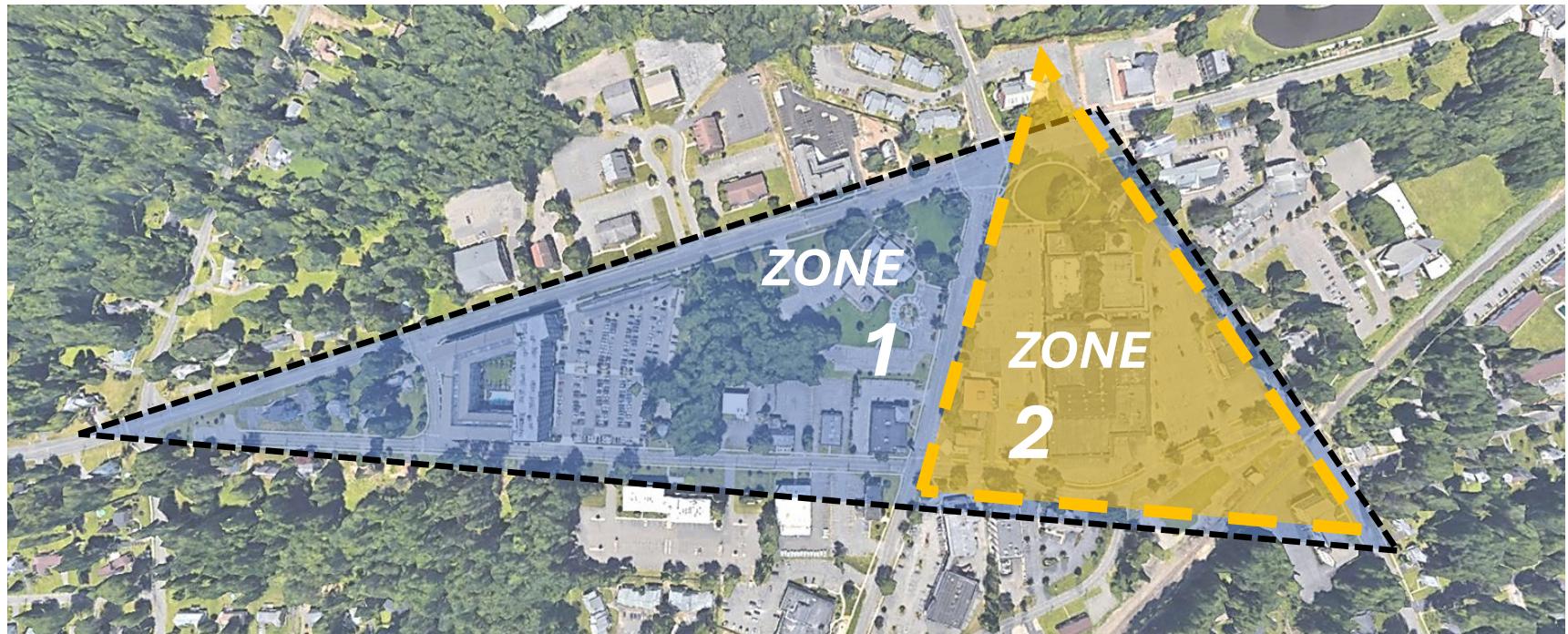
David Boehlke, ‘Great Neighborhoods, Great Cities’ (2004: p. 5)

“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

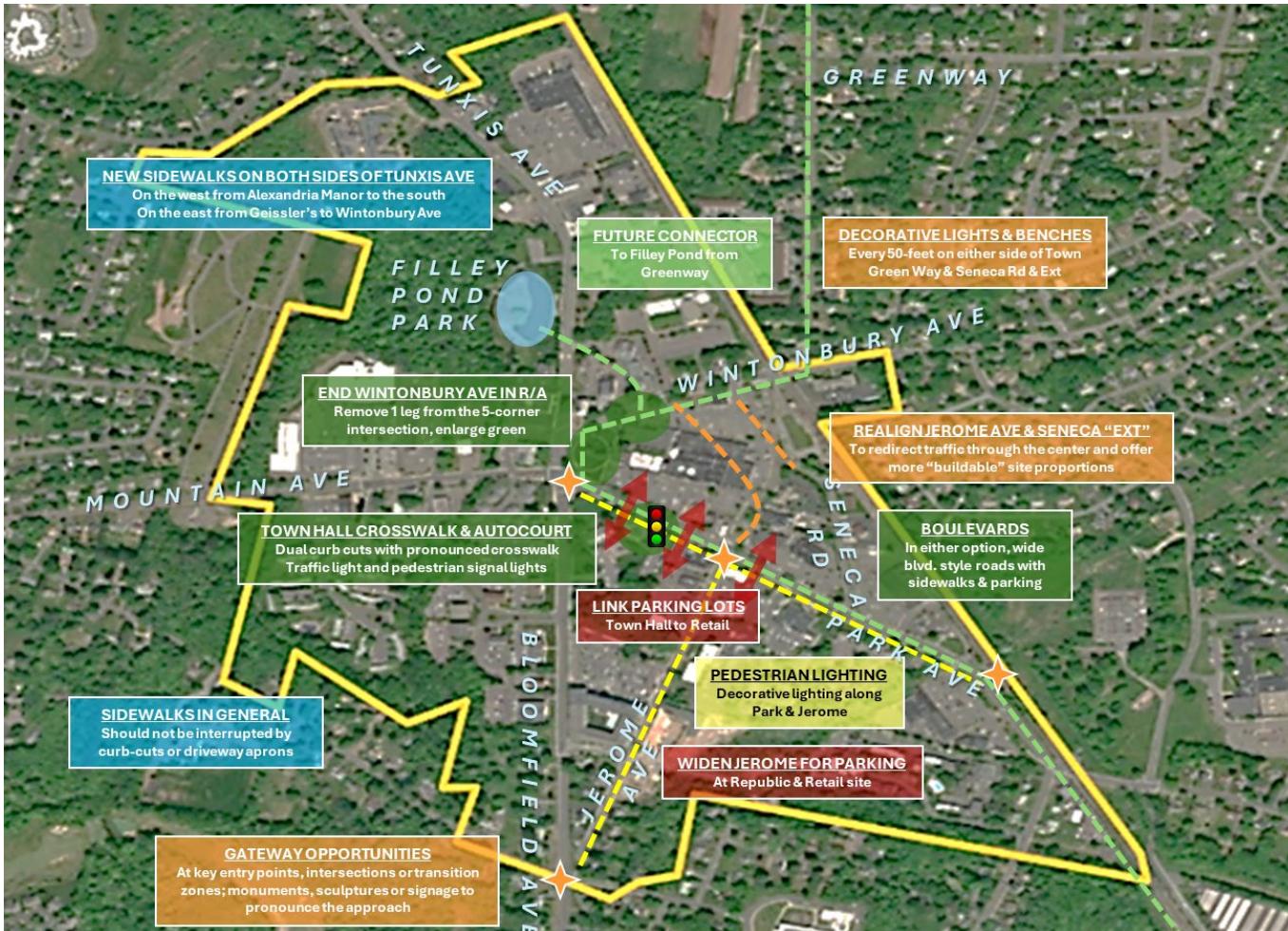


- Public building, service and/or facility
- Office, medical, bank
- Retail, restaurant, entertainment
- Multi and/or single family residential
- Open green space and/or park

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

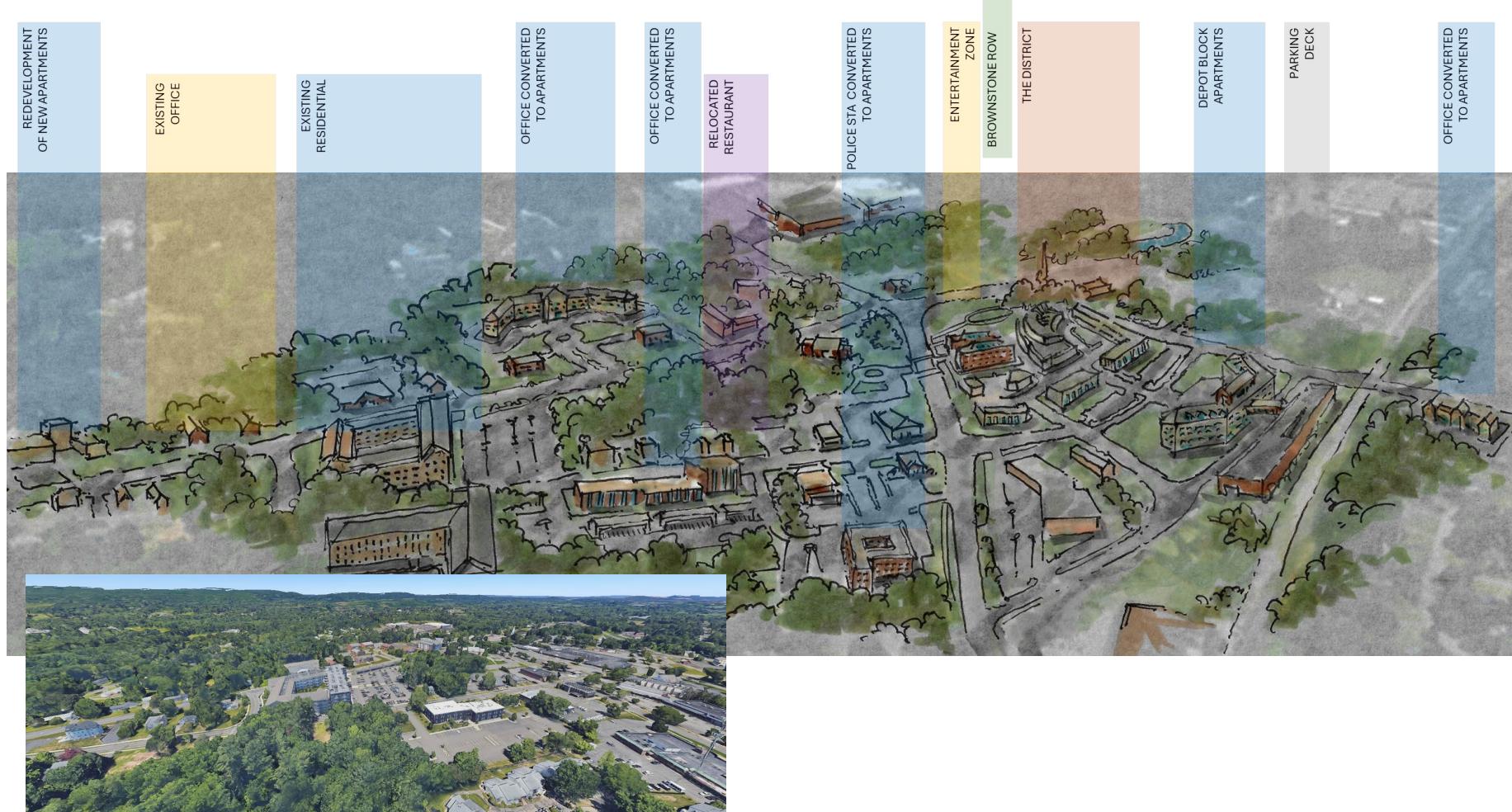
Findings, Recommendations, & The Chapter 132 Municipal Development Plan

Public Infrastructure Improvements



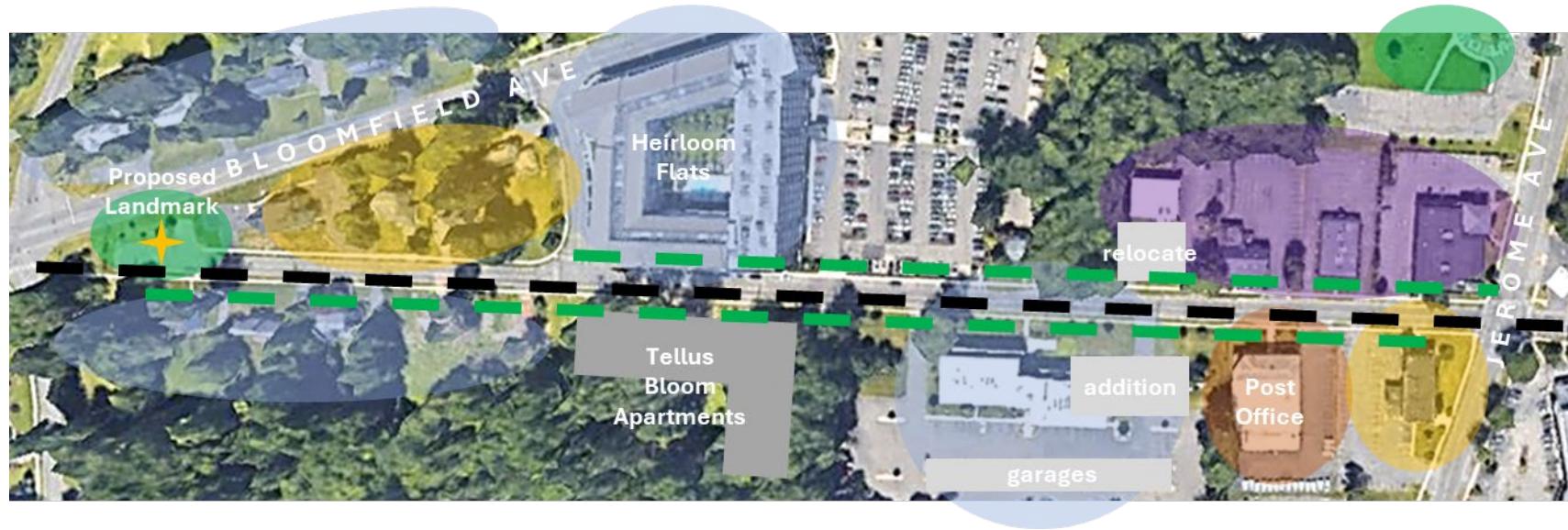
Findings, Recommendations, & The Chapter 132 Municipal Development Plan

Aerial View of Study Area



Findings, Recommendations, & The Chapter 132 Municipal Development Plan

Zone1: Southern Jerome Sidewalk-ability



- 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



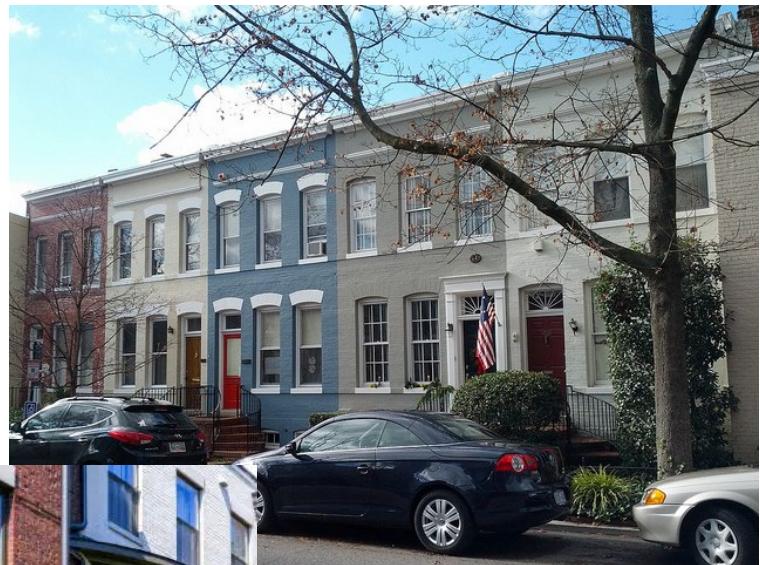
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Sidewalk Section Brainstorming



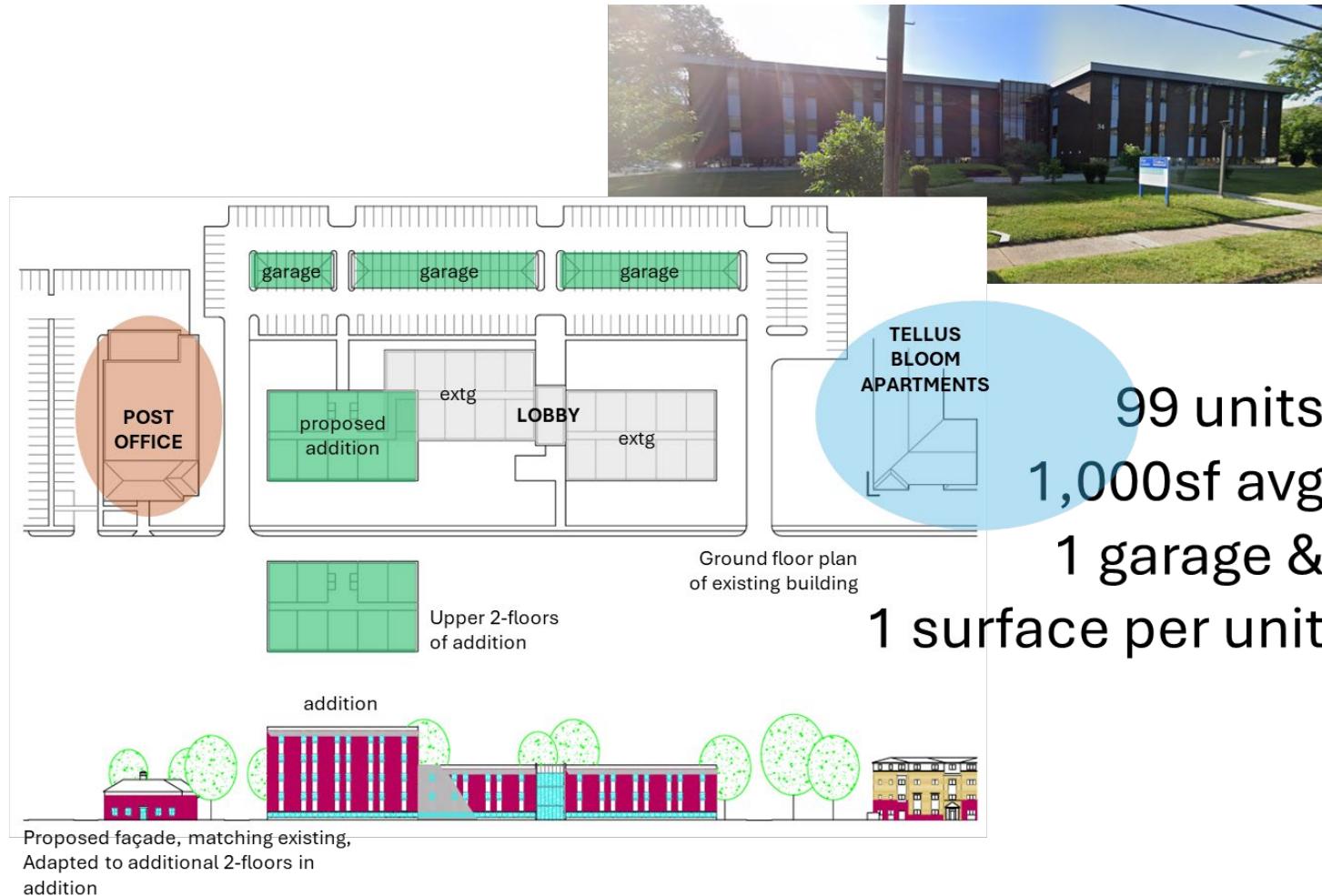
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Building Line and Façade Alignment Brainstorming



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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



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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



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Site Plan



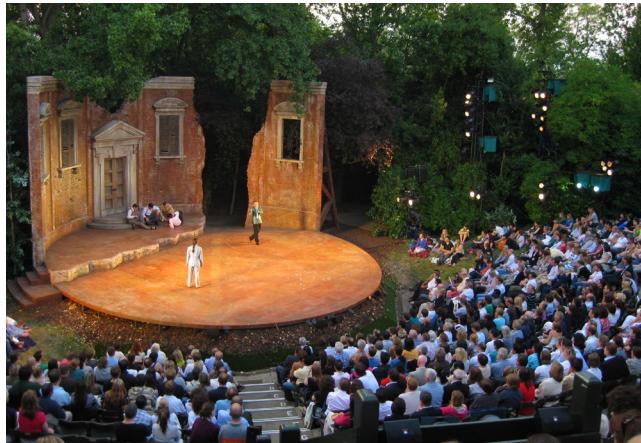
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The Green Brainstorming



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Entertainment Zone Brainstorming



Theatrical performance on stage



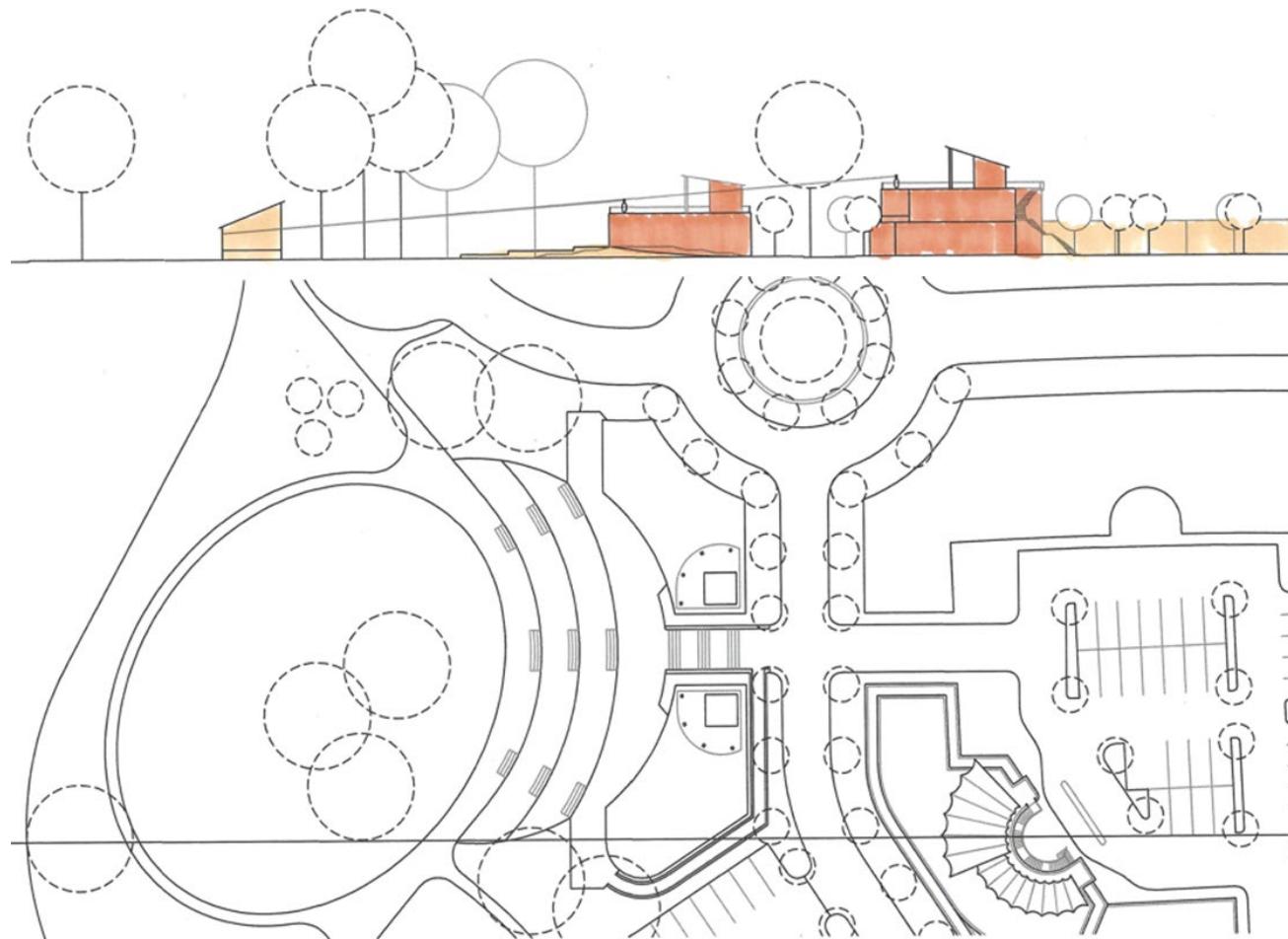
Something more than old school “gazebo”



Live entertainment

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Retail to Entertainment Zone View Lines



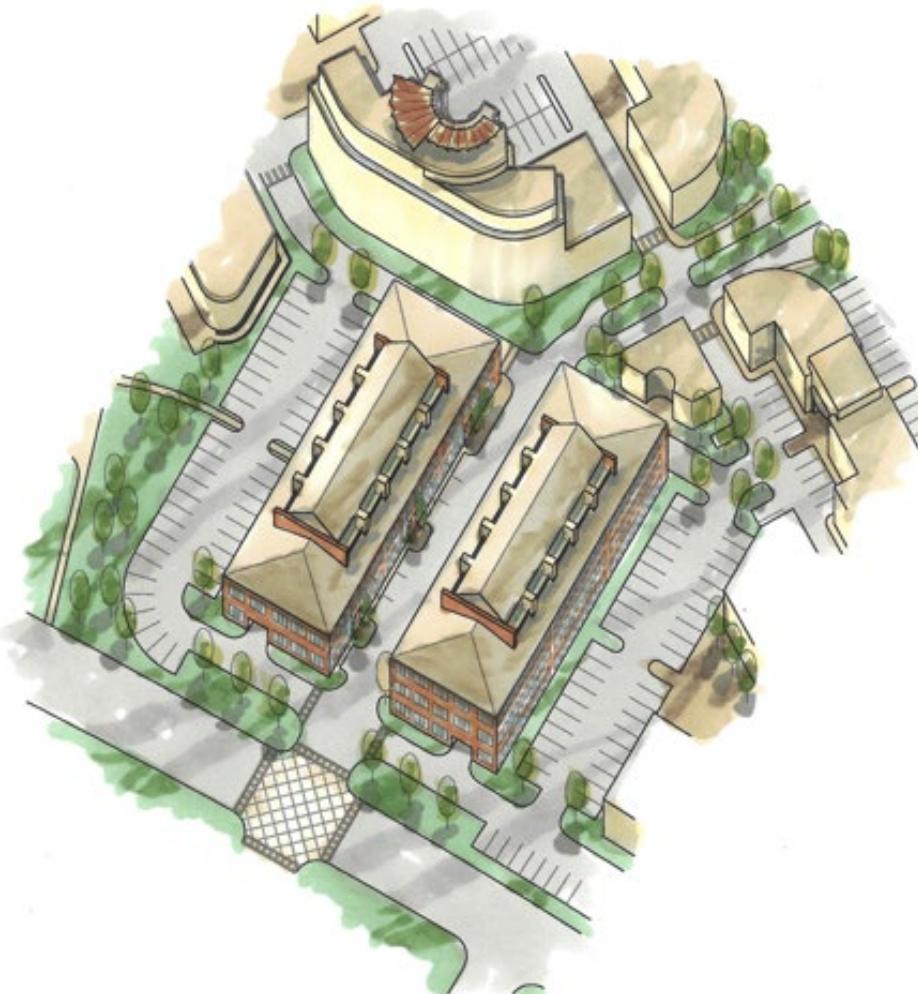
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Depot Block Multifamily Development



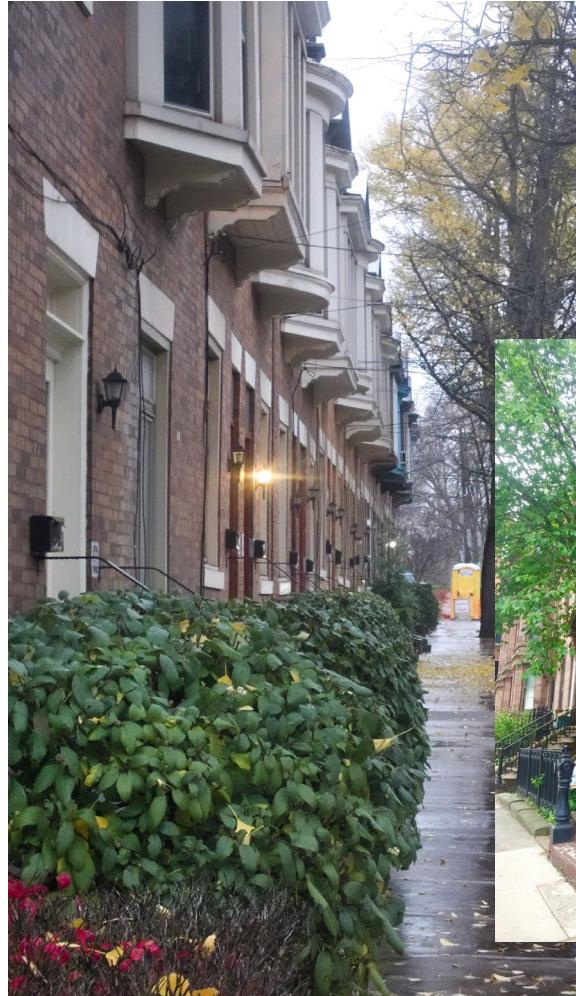
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Brownstone Row Multifamily Development



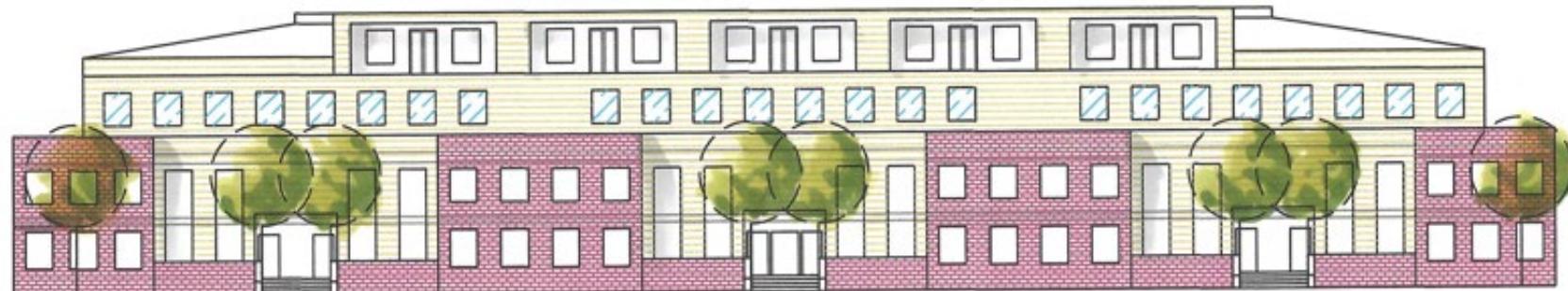
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Brownstone Row Brainstorming



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Brownstone Row Elevations





We Want to Hear From You

Question & Answer