



Trumbull Mall Area Market Feasibility & Land Use Study

Public meeting #2 report



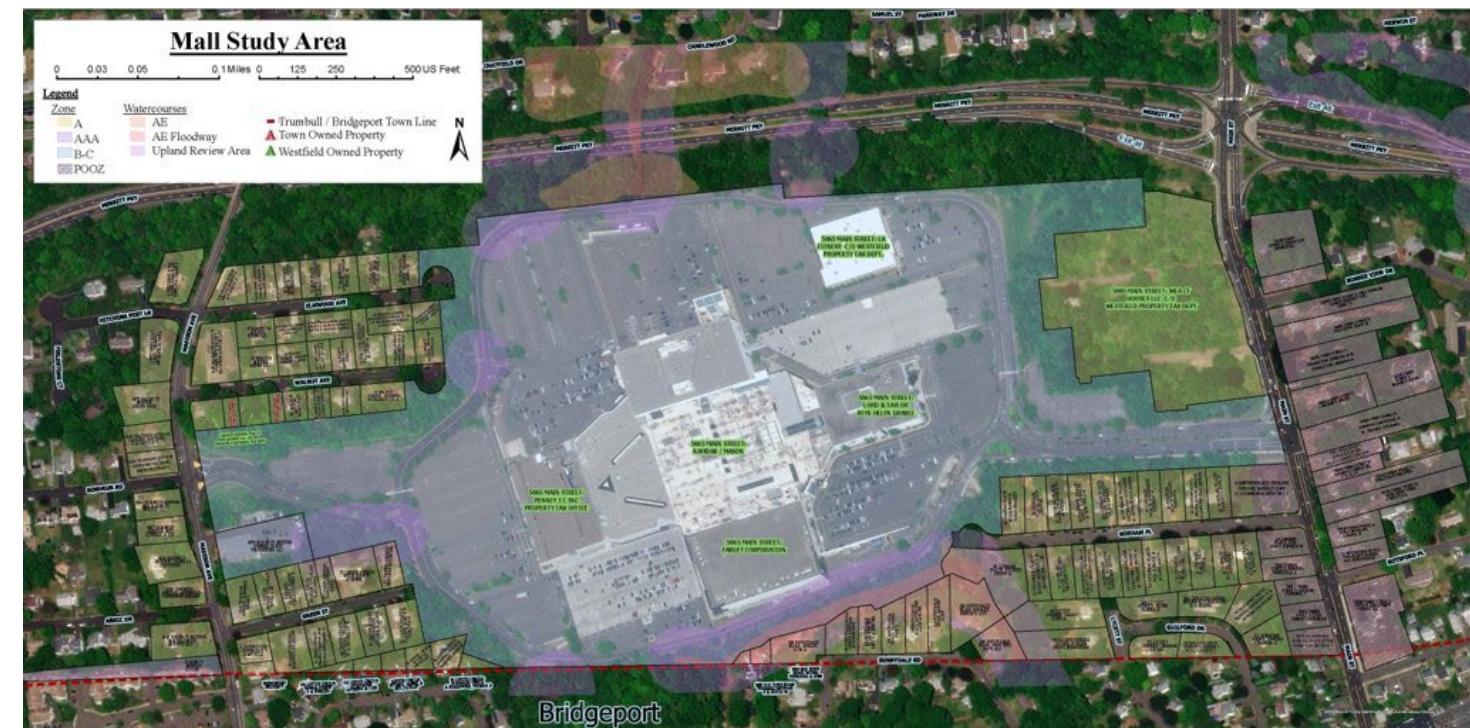
Introduction

Introduction: Market Feasibility and Land Use Study

The Town of Trumbull has launched a Market Feasibility and Land Use Study for the Mall area that extends from the Merritt Parkway to the Bridgeport line, and from Madison Avenue to Main Street.

The goal of the study is to develop a shared vision for the area that will be a culmination of research, market information, analysis, stakeholder input, and best practices.

The study will conclude with clear implementation steps toward achieving the vision in partnership with public and private owners and stakeholders, including an action plan to take the study and vision to the market.



PROJECT SEQUENCE**DRAFT****COMPLETE****Phase 1.1****Stakeholder interviews**

Meet with property owners, tenants, department heads, regional officials, and other local stakeholders.

**Existing conditions review**

Analyze site conditions, ownership and lease patterns, and regulatory context.

**Development trends analysis**

Meet with property owners, tenants, department heads, regional officials, and other local stakeholders.

**Community visioning**

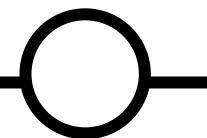
Share initial findings with the community and collaboratively develop goals and ideas for the site's future.

Public Meeting #1: Visioning (June)

**Development scenarios**

Translate analysis, development trends, and community input into a set of potential scenarios representing different redevelopment pathways for the mall.

Public Meeting #2: Scenario review (Tonight)

**Recommendations & documentation**

Evaluate development scenarios, translate preferred master plan concepts into strategies for the Town and stakeholders to execute, and draft implementation action plan to build momentum.

YOU ARE HERE**Phase 1.2****COMING UP****Phase 1.3**

Study mission

The Town has launched this study as an opportunity to create value and build consensus around a vision for the mall area and develop a roadmap to get there. The mission of this study is to:

Understand community desires and concerns for the mall area.

There is a wide range of possible futures for the mall area. The process engages with residents and stakeholders to define what the community wants to see take shape in this important part of Trumbull. This community includes local residents, businesses, and other leaders and stakeholders in Trumbull and the broader region.

Educate the community on the area's range of opportunities and constraints.

The mall area is by no means a blank slate. There are numerous opportunities for added value but also important constraints to work around. The process will help the community understand these factors and how they influence what is possible for the mall area moving forward.

Provide a path forward for property owners and tenants.

The study will include implementation strategies designed to help property owners and tenants transition toward the community's vision for the area's future in incremental steps that avoid unduly compromising business operations along the way.

Attract investment interest.

A primary measure of success for the study will be the degree to which its findings, recommendations, and outreach process catalyze interest and action by investors. In other words, the study is intended to deliver tangible economic results.

...resulting in **development of future scenarios >**

Goals of future scenarios

This study presents two scenarios for future development at the Trumbull Mall. Scenarios represent different land use emphases and are evaluated for their potential to support various community goals. Overall and detailed goals for the Trumbull Mall's future include:

Create economic development value.

- Strengthen the area's role as a regional and local destination
- Attract quality jobs
- Complement other activity hubs
- Catalyze reinvestment and upgrades along Main Street
- Use POOZ to broaden complementary, not competing land use options in the area along Main Street
- Establish a safe and attractive gateway

Create fiscal value.

- Attract high-value investment
- Deliver a fiscal return on new public investment
- Balance cost of services with fiscal benefits
- Minimize short-term fiscal losses in transition
- Promote fiscal durability and resilience
- Increase property values around the mall area

Offer a realistic and feasible path to implementation

- Align land use mix with market demand
- Align land use mix with community desires
- Continue collaboration between Town and mall owner
- Reflect other Town-wide goals/ambitions
- Balance private sector cost with expected return
- Enable with achievable zoning and permitting process updates
- Minimize public expenditure
- Translate readily into grant opportunities
- Incorporate or address potential town-wide infrastructure upgrades that impact or are impacted by properties in the area

Create community value.

- Create a gathering place that brings locals together
- Accommodate community programming and activities
- Promote a sense of place and branding that Trumbull residents identify with
- Enhance building, grounds, lighting, and other aesthetics
- Introduce "destination" users and amenities that attract more people more often

Analysis

Existing conditions → Needs and opportunities

Four lenses/layers of analysis, asking questions such as:

DEVELOPMENT:

What is the **condition and viability** of current and potential land uses, tenants, structures?

How does **current tenant mix** meet needs of community?

How do **nearby uses complement** the mall site?

PLACEMAKING:

Do people feel **invited and comfortable** here in and around the mall area?

Which design features (lighting, signage, seating, etc.) make this a **desirable place to spend time**?

Which features could be improved?

Do **gathering spaces** meet the needs of mall users?

INFRASTRUCTURE:

Is infrastructure **sufficient to support current and potential future needs**?

What infrastructure is missing that may be needed in the future?

How well does the mall site support **services and emergency response**?

CIRCULATION/CONNECTIVITY:

How people and goods get to and around the mall area?

How do **existing roads within and leading to the mall site** support mall access and circulation?

Are **multi-modal connections** between the mall site and adjacent areas safe and effective?

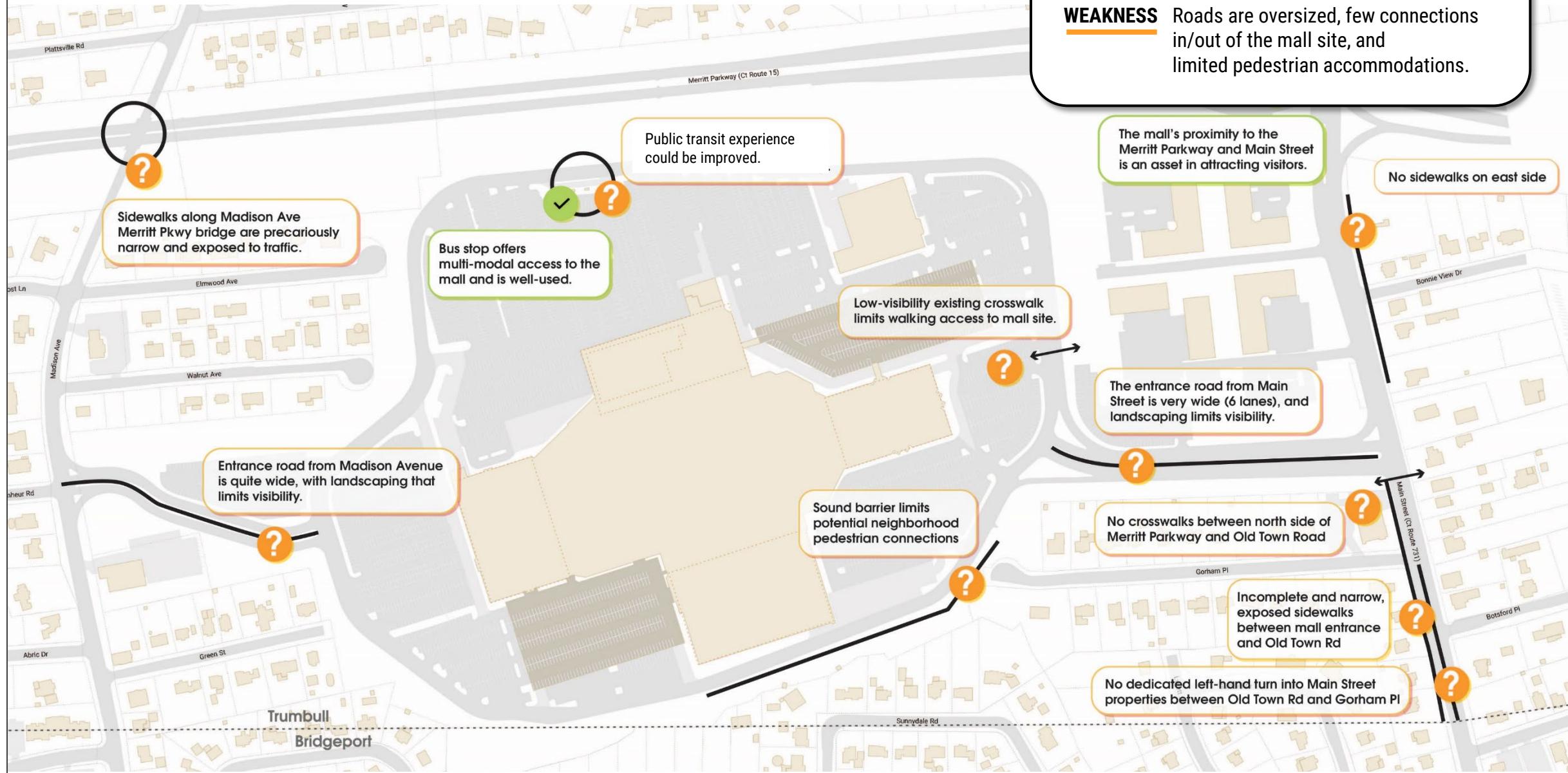
Are the roadways and parking lots safe and suitable for all users?



ANALYSIS: EXISTING CONDITIONS

Circulation and Connectivity *What's working, what's not?*

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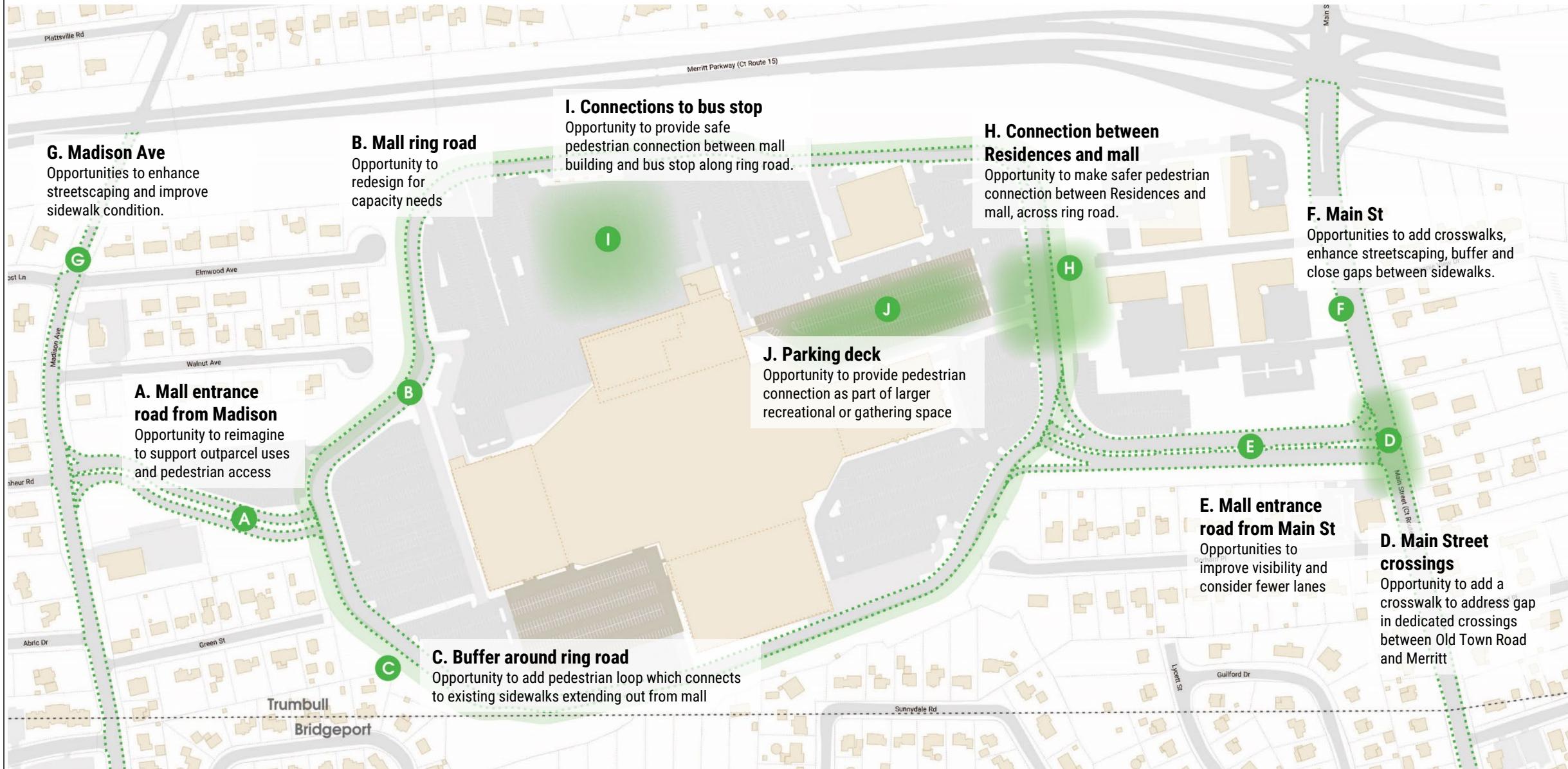


ANALYSIS: OPPORTUNITIES

Circulation and Connectivity

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Where are opportunities to improve access to the mall and the experience of getting around the mall site?



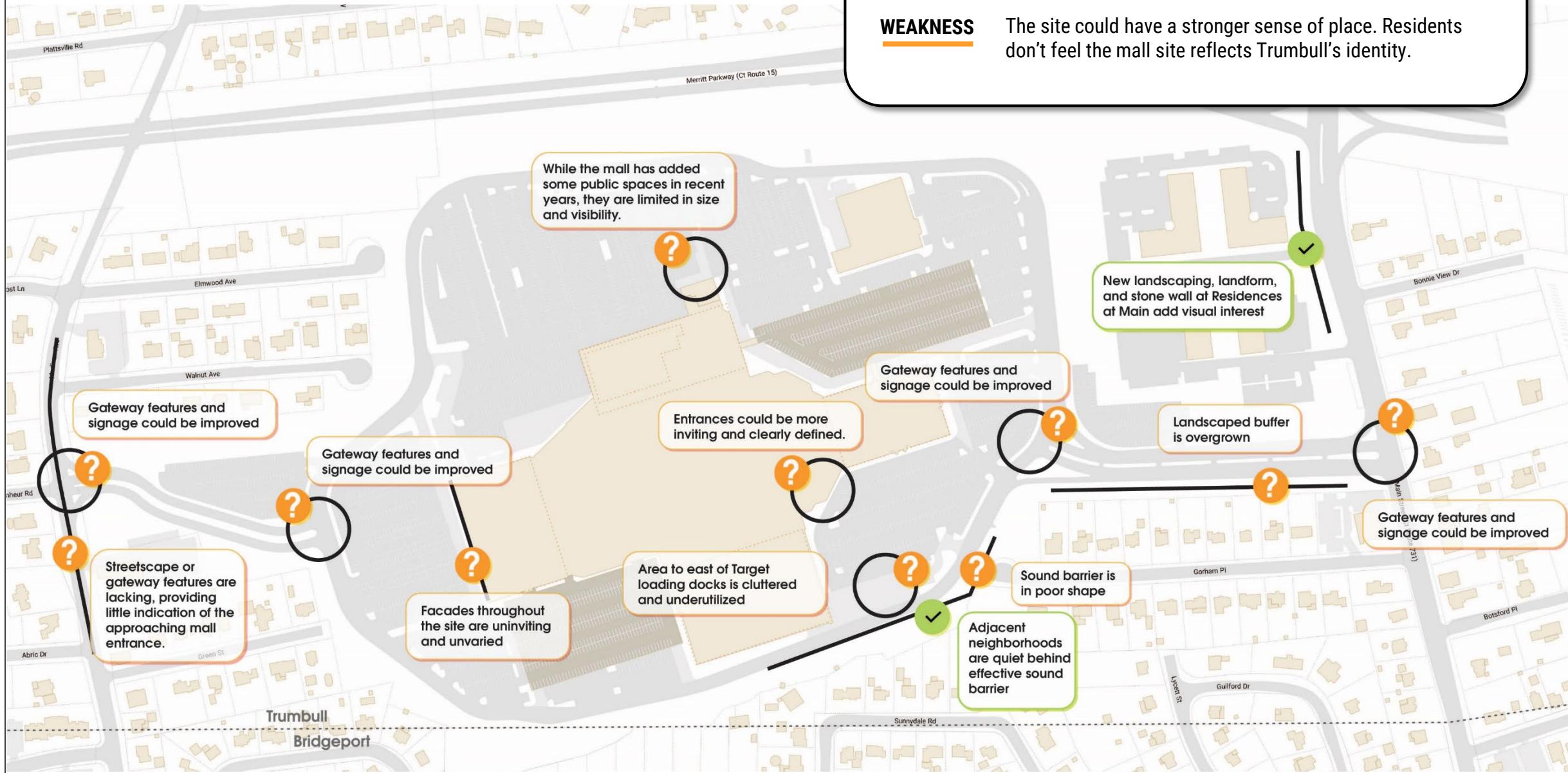


ANALYSIS: EXISTING CONDITIONS

Placemaking

What's working, what's not?

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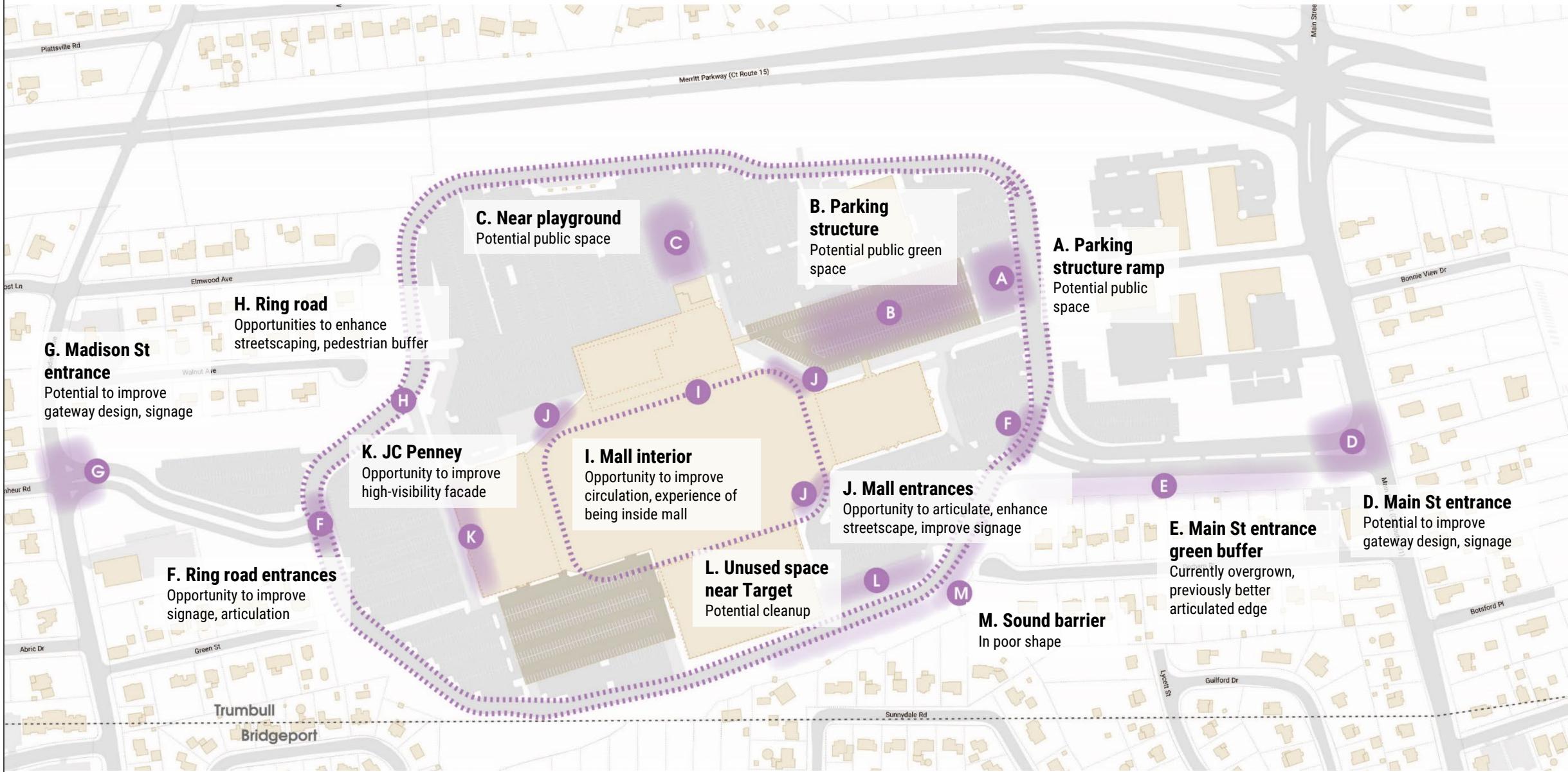


ANALYSIS: OPPORTUNITIES

Placemaking

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Where are opportunities to create a sense of place, locate programming, meet needs for community gathering spaces?





ANALYSIS: EXISTING CONDITIONS

Infrastructure *What's working, what's not?*

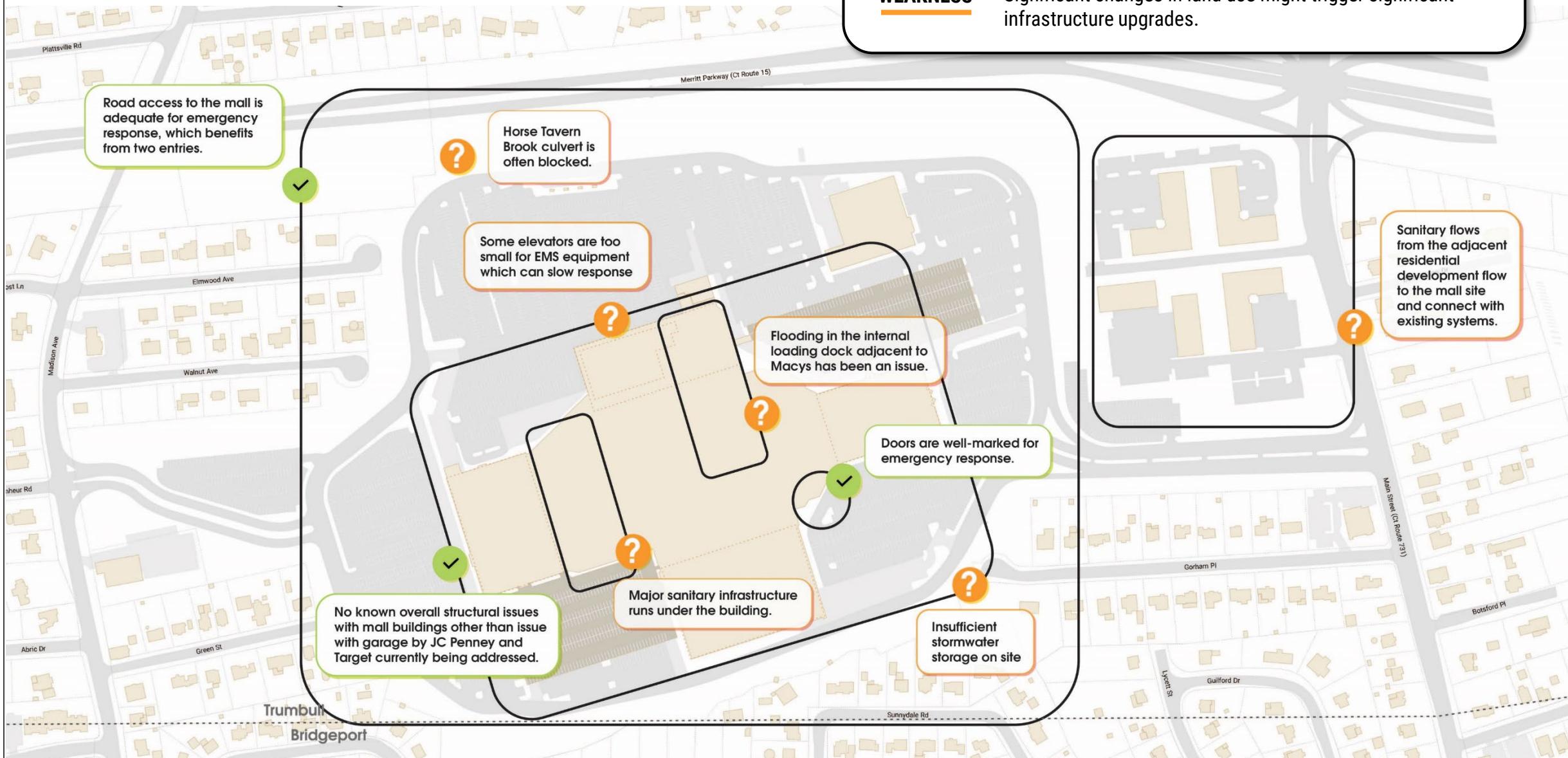
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STRENGTH

The mall and surrounding area is in generally good shape, with good access for emergency response.

WEAKNESS

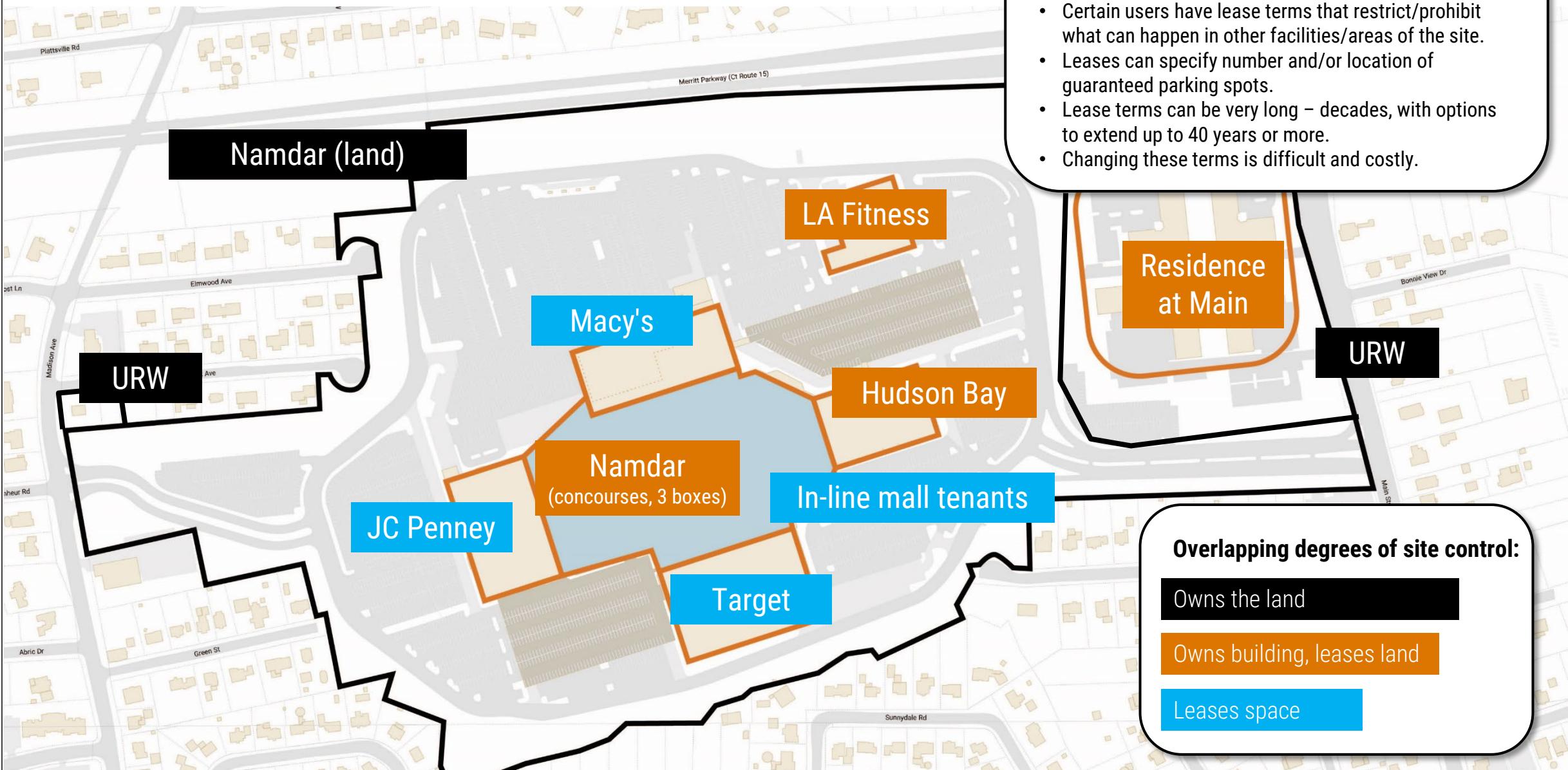
Significant changes in land use might trigger significant infrastructure upgrades.





ANALYSIS: EXISTING CONDITIONS

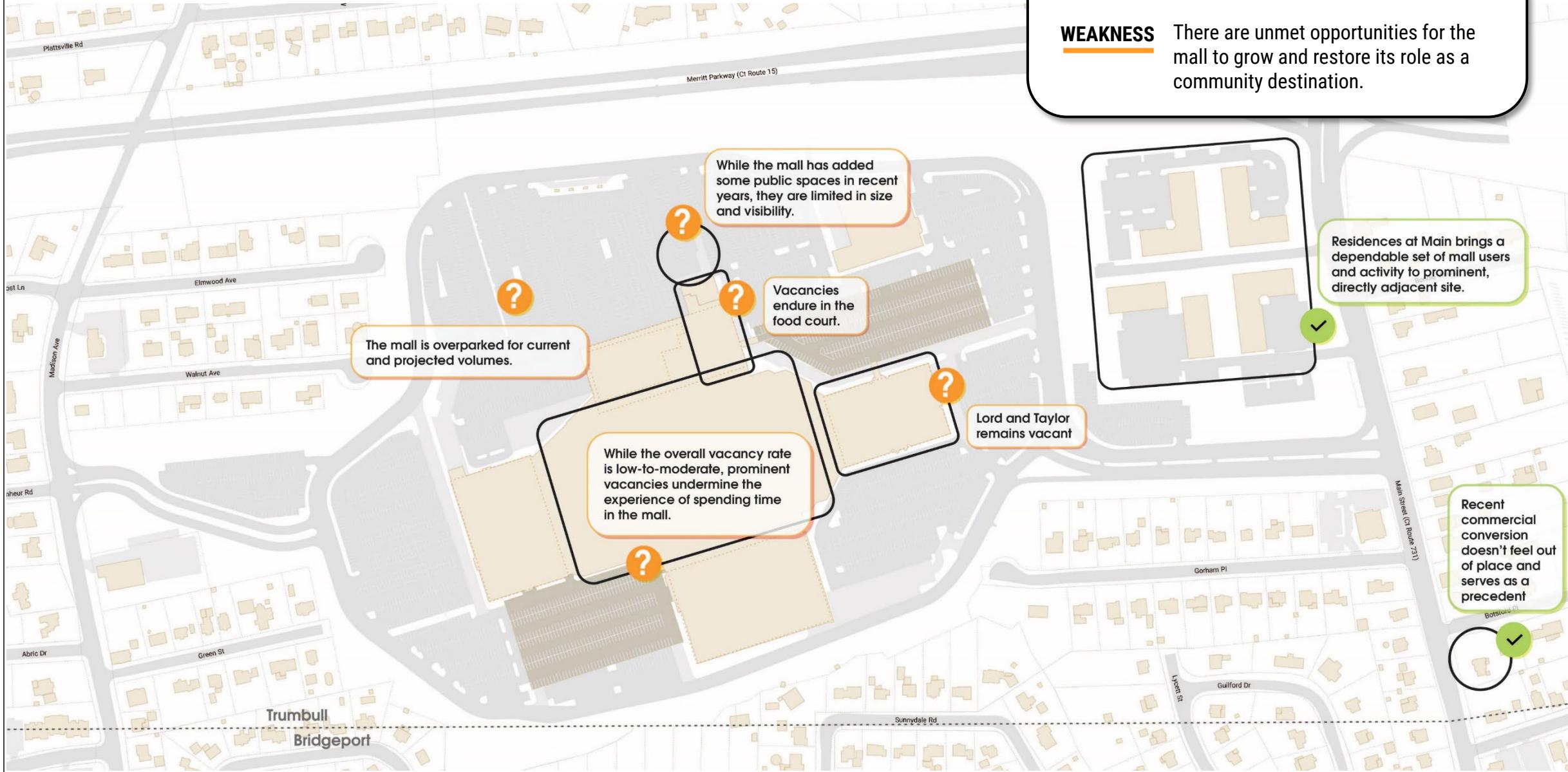
Ownership and Site Control *Who controls which parts of the site?*





ANALYSIS: EXISTING CONDITIONS

Development *What's working, what's not?*

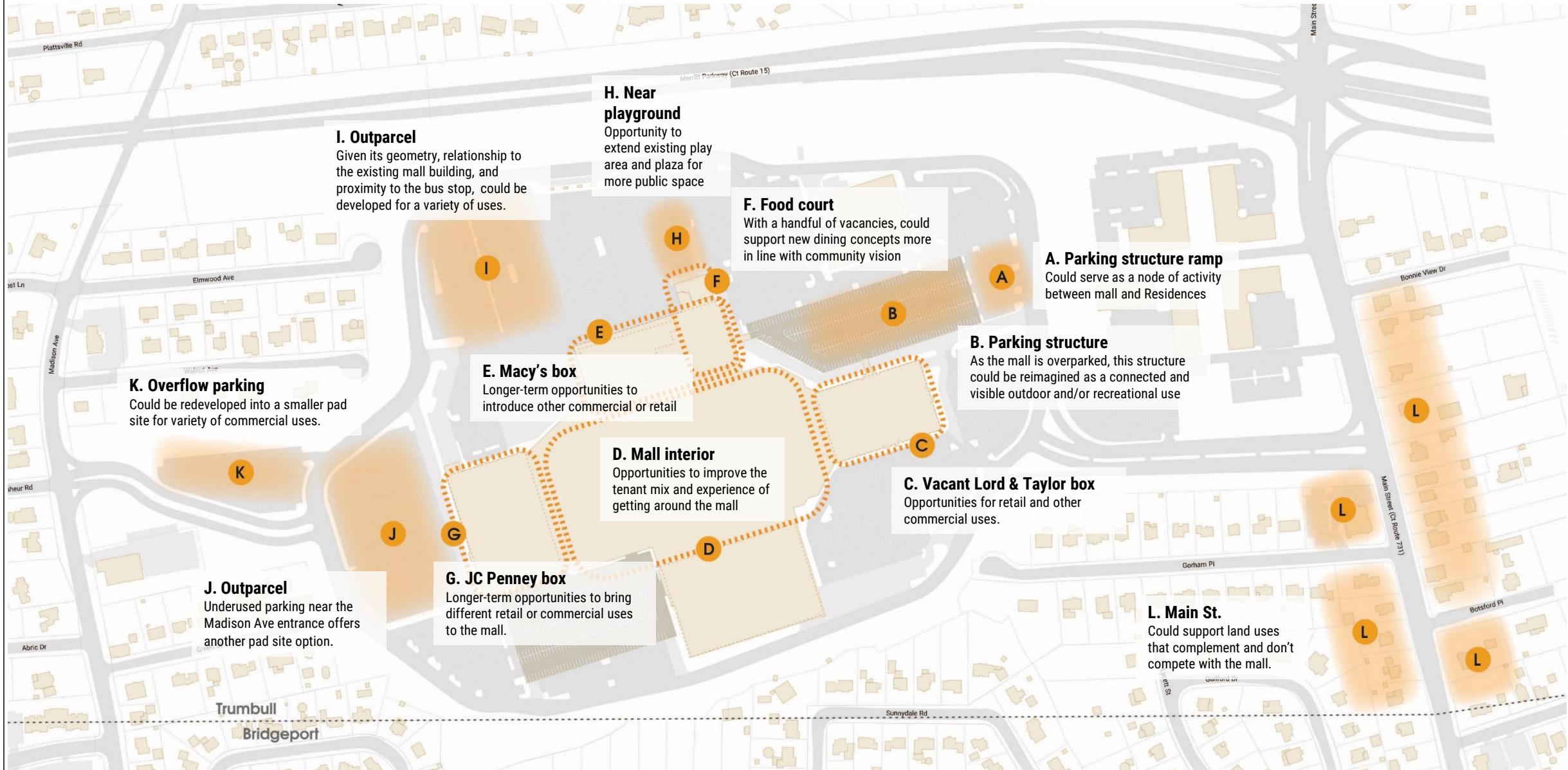


ANALYSIS: OPPORTUNITIES

Development

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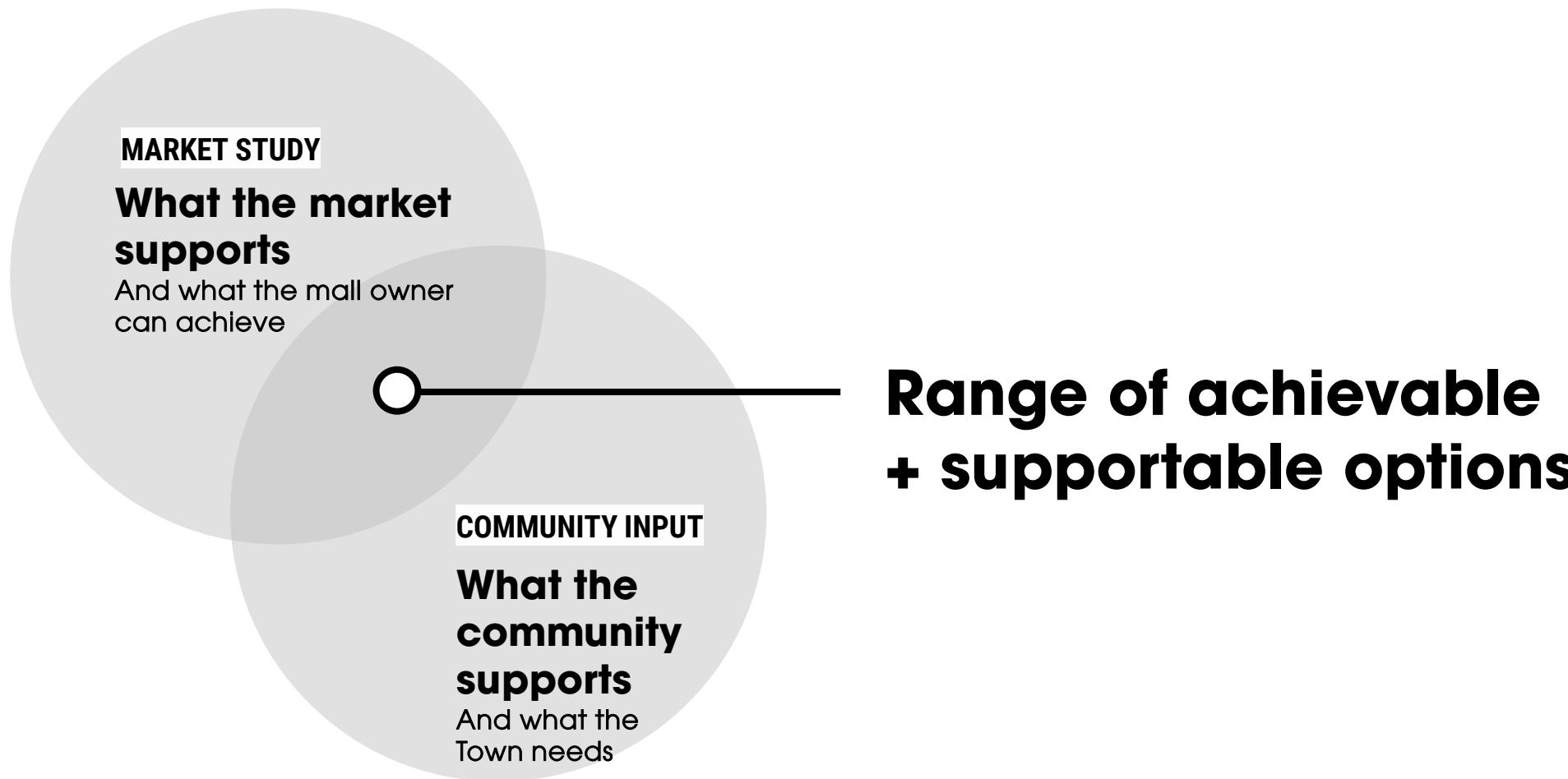
Where are opportunities to achieve community goals?
Where are opportunities to capture market potential?



Land Use Menu

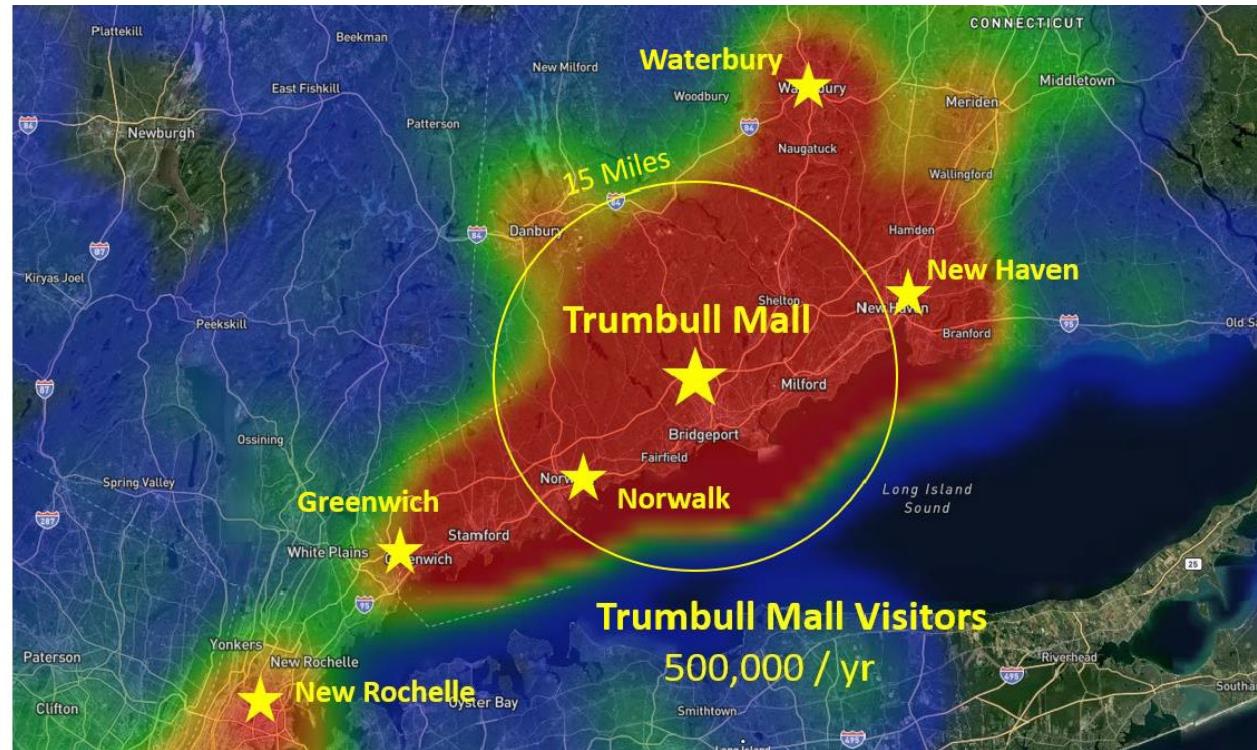
The “land use menu” represents a range of achievable and supportable options.

The menu is a result of the market study and community input.



What the market supports: Overview of market study findings

The Trumbull Mall is located within a very large trade area and draws visitors from as far New York City and Hartford. With the right strategic planning, tenanting, investments, and regulatory revisions, the mall could expand its reach within the geography and increase revenues substantially. There are opportunities for expansion of both retail and limited other commercial uses at this site.



Placer.ai research illustrates the origination locations of the Trumbull Mall's 500,000 visitors in 2022. Source: Placer, GPG. GPG estimates approximately 50% of Trumbull's retail sales are generated by residents living within 15 miles of the Mall.

What the market supports: Overview of market study findings

Retail

Trumbull Mall and its surrounding areas have the potential to support up to 220,000 square feet (sf) of total **new retail** business growth by 2026. If developed and managed by industry best practices, this retail would equate to 45 new or expanded businesses, potentially generating \$115 million in total annual sales.

The projected new businesses include 157,000 sf of retail goods and services totaling more than 20 new stores, including uses such as:

- Regional supermarket
- Apparel
- Boutique pharmacy
- Home furnishings
- Sporting goods
- Other specialty retailers
- Restaurants, pubs, and other eating/drinking establishments

The Trumbull Mall and its surrounding areas are seated within a vibrant \$4.5 billion retail market area with the potential to support up to 220,000 square feet (sf) of total new retail business growth by 2026.



What the market supports: Overview of market study findings

Other commercial uses

Through market research and discussions with brokers and other stakeholders, the analysis concluded that this site could support **new medical investment** such as medical office or hospital annex. Additionally, the market could likely support a **limited-service hotel**. However, there is less demand for other commercial uses such as conventional office, research & development, and laboratory.

Residential uses

Market research suggests potential demand for more housing in and around the Trumbull Mall area. This includes both **multifamily and senior living** at both market-rate and affordable cost levels. Though multiple developments of both types have been built within Trumbull over recent years, the market suggests there remains untapped potential for more units in the future, should the community support it.

There are several opportunities to add new uses to the Mall Area that would compliment its existing retail presence and support broadening its appeal as a local and regional community destination, including:



What the community supports: Overview of public engagement and input

What did participants in the first public meeting like about the Trumbull Mall?

- **Large box stores** like Target, JC Penney, Macy's
- Variety of **food options** in food court
- On-site **parking is easy**
- **Regular bus** runs from downtown every 30 minutes



What did they want to see at the Trumbull Mall?

- Continued existence of **large anchor tenants like a grocery store**
- Children and **family-friendly activities** and attractions
- A **greater variety of restaurants**, including small and local businesses
- **Space for events** and concerts/performing arts/movie theater
- Public **green space**
- Sidewalks and **improved walkability**
- Indoor and **outdoor components**

What the community supports: Overview of public engagement and input

What does the community envision for the Trumbull Mall area?

- Vibrant **local and regional destination** where people want to spend time and money
- Appeal to **all age groups**, especially families
- Offer a variety of tenant types and **shop, eat, play opportunities**
- Become a **safe place for the community to gather**
- Serve as a **gathering place** for the community



What are the community's goals for the Trumbull Mall area?

- Address **crime and public safety** issues
- Attract **more middle and higher-end tenants**
- Generate more opportunities for **activities and entertainment, especially family-friendly options**
- Improve **accessibility and connectivity** to site, specifically for pedestrians, cyclists, and bus
- Maintain retail
- Address blight, vacancy, and maintenance issues in neighborhoods around the mall



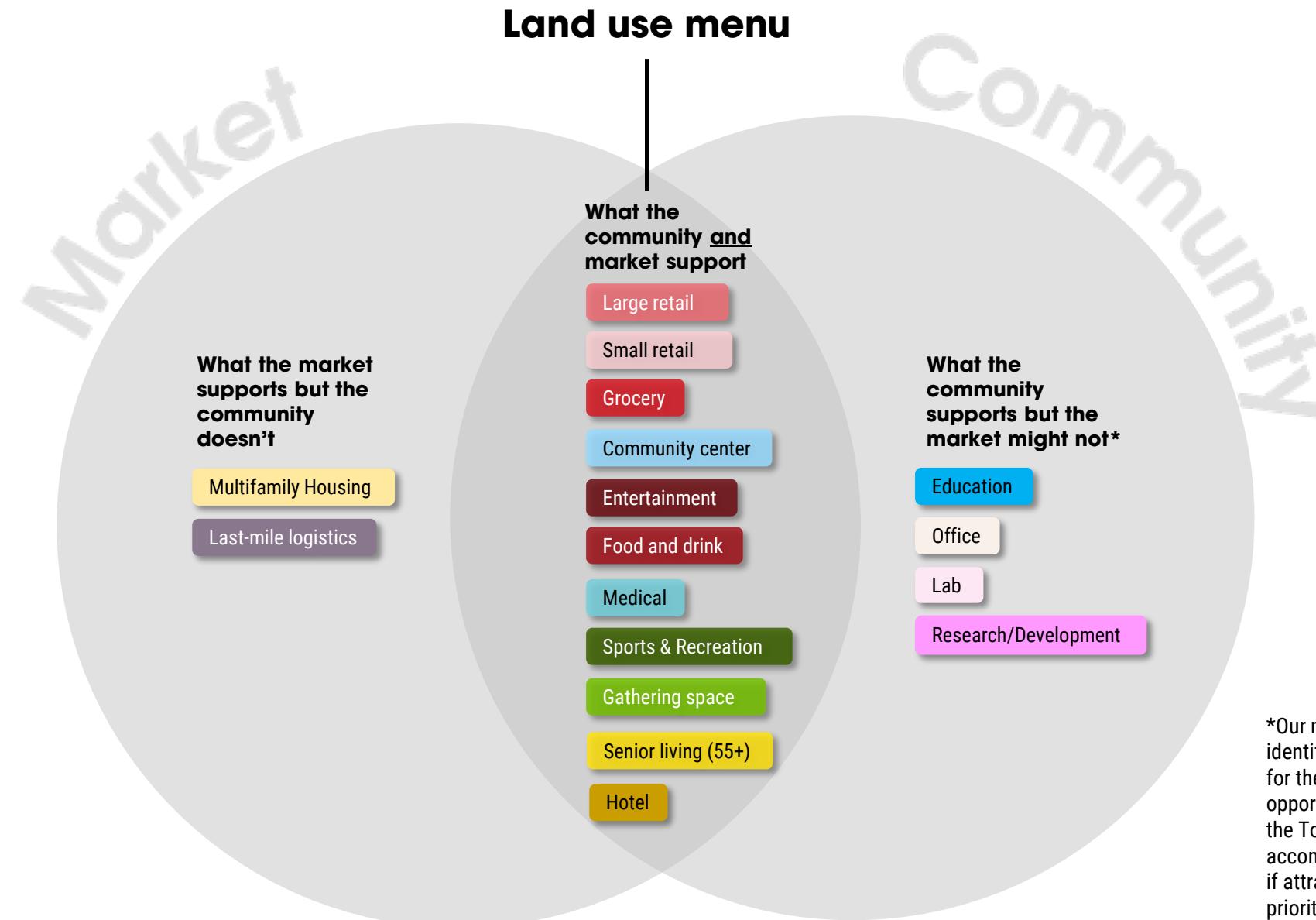
The circles below summarize which land uses are supported by the community and which land uses are supported by the market as assessed. There are some land uses that are supported by both.

Land uses supported by the market

- Large retail
- Small retail
- Grocery
- Entertainment
- Food and drink
- Medical
- Recreation
- Last-mile logistics
- Multifamily Housing
- Senior living (55+)
- Gathering space
- Community center
- Hotel

Land uses supported by the community

- Large retail
- Small retail
- Grocery
- Entertainment
- Food and drink
- Medical
- Recreation
- Hotel
- Community center
- Senior living (55+)
- Education
- Office
- Lab
- Research/Development
- Gathering space



Two scenarios represent a range of potential land use combinations

Each represents a combination of primary and supporting land uses and a path forward for mall owners, tenants, and the Town.

Primary land use: Defines the character of the place

Supporting land use: Serves primary land use by diversifying range of users, differentiating area from competing destinations

SCENARIO A

21st century retail and entertainment destination

Primary

- Large retail
- Small retail
- Grocery
- Entertainment

Supporting

- Sports & Recreation
- Gathering space
- Food and drink

SCENARIO B

Mixed-use commercial village

Primary

- Large retail
- Grocery
- Food and drink
- Senior living (55+)
- Medical office
- Hotel

Supporting

- Sports & Recreation
- Gathering space
- Small retail
- Entertainment
- Community center

Scenario Details: Implementation

21st Century Retail and Entertainment Destination

Scenario priorities:

- Maximize value as a real estate destination
- Attract anchor and supporting retailers that will reinforce each other and drive visitation, spending

A. Parking structure ramp

B. Parking structure

C. Vacant Lord & Taylor box

D. Mall interior

E. Macy's box

F. Food court

G. JC Penney
OX

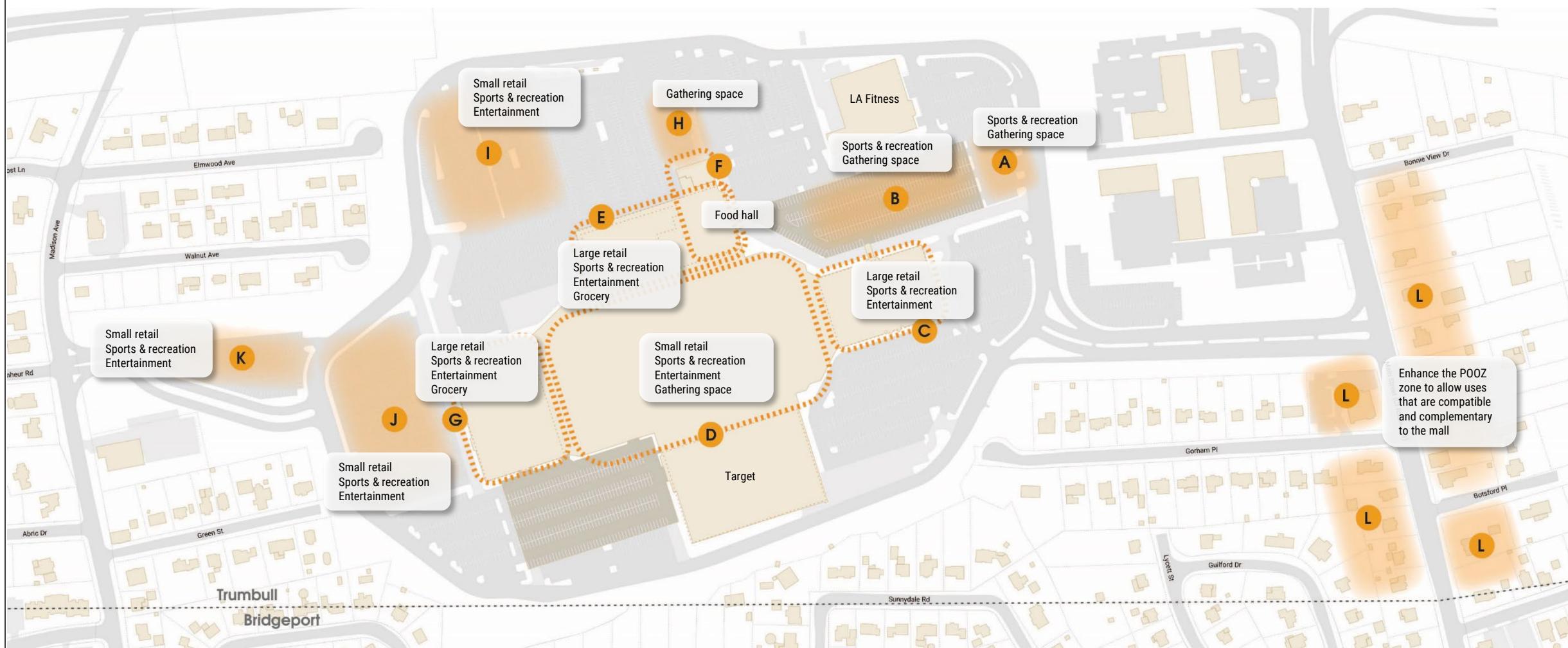
H. Near playground

I. Outparcel (N)

I) J. Outparce
(W)

K. Overflow parking

L. Main St.



SCENARIO A: EXAMPLE LAND USE MIX

21st Century Retail and Entertainment Destination

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Scenario priorities:

- Maximize value as a real estate destination
- Attract anchor and supporting retailers that will reinforce each other and drive visitation, spending

A. Parking structure ramp **B. Parking structure** **C. Vacant Lord & Taylor box** **D. Mall interior** **E. Macy's box** **F. Food court** **G. JC Penney box** **H. Near playground** **I. Outparcel (NW)** **J. Outparcel (W)** **K. Overflow parking** **L. Main St.**



SCENARIO B - POSSIBILITIES

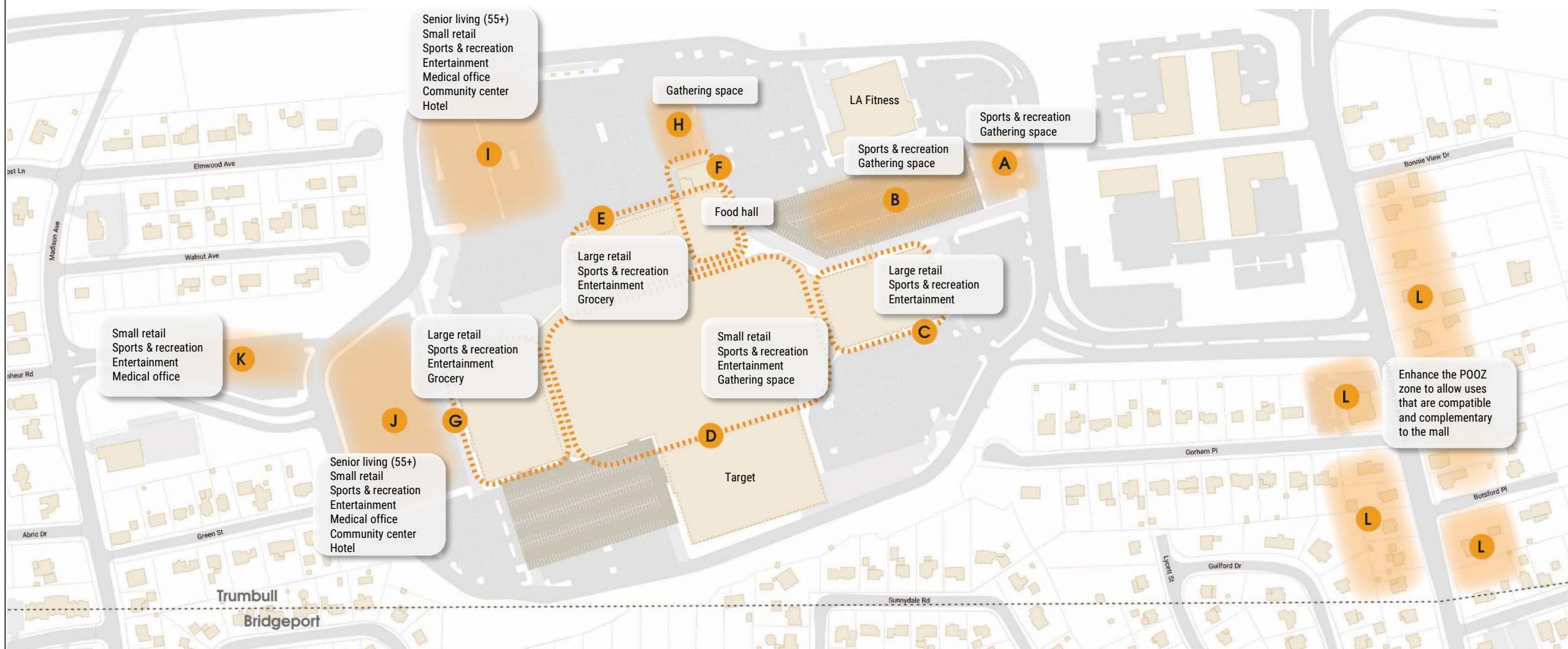
Mixed Use Commercial Village

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Scenario priorities:

- Diversify land uses to broaden appeal and activity
- Accommodate a range of land use and development opportunities while maintaining a cohesive environment

A. Parking structure ramp	B. Parking structure	C. Vacant Lord & Taylor box	D. Mall interior	E. Macy's box	F. Food court	G. JC Penney box	H. Near playground	I. Outparcel (NW)	J. Outparcel (W)	K. Overflow parking	L. Main St.
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SCENARIO B

Mixed Use Commercial Village

DRAFT

Scenario priorities:

- Diversify land uses to broaden appeal and activity
- Accommodate a range of land use and development opportunities while maintaining a cohesive environment

A. Parking structure ramp

B. Parking structure

C. Vacant Lord & Taylor box

D. Mall interior

E. Macy's box

F. Food court

G. JC Penney box

H. Near playground

I. Outparcel (NW)

J. Outparcel (W)

K. Overflow parking

L. Main St.





PRECEDENT: HOW DOES THIS WORK?

Precedent (Paramus, NJ): Grocery in a former department store



A former department store was expanded at another mall in Paramus, NJ, to house a different grocery store of a similar footprint.



A former two-level Sears was converted into an 80,000 square-foot single story grocery store in Paramus, NJ. Variances were granted for signs and outdoor displays, while other improvements included a new roof, repaved parking lot (with a similar configuration), and reconfigured loading dock.

Some grocery types can fit in footprints smaller than these – half this size or smaller.

PRECEDENT: HOW DOES THIS WORK?

Precedent (Burlington, MA): Indoor/outdoor brewpub in location of former department store



As part of a larger conversion of a former Sears, the Burlington (MA) Mall added a roughly 20,000 square foot brewpub with extensive varied landscaping to support outdoor dining, events, lawn games, and pop-ups.





PRECEDENT: HOW DOES THIS WORK?

Precedent (Deptford, NJ): Conversion of department store box to sporting goods and arcade

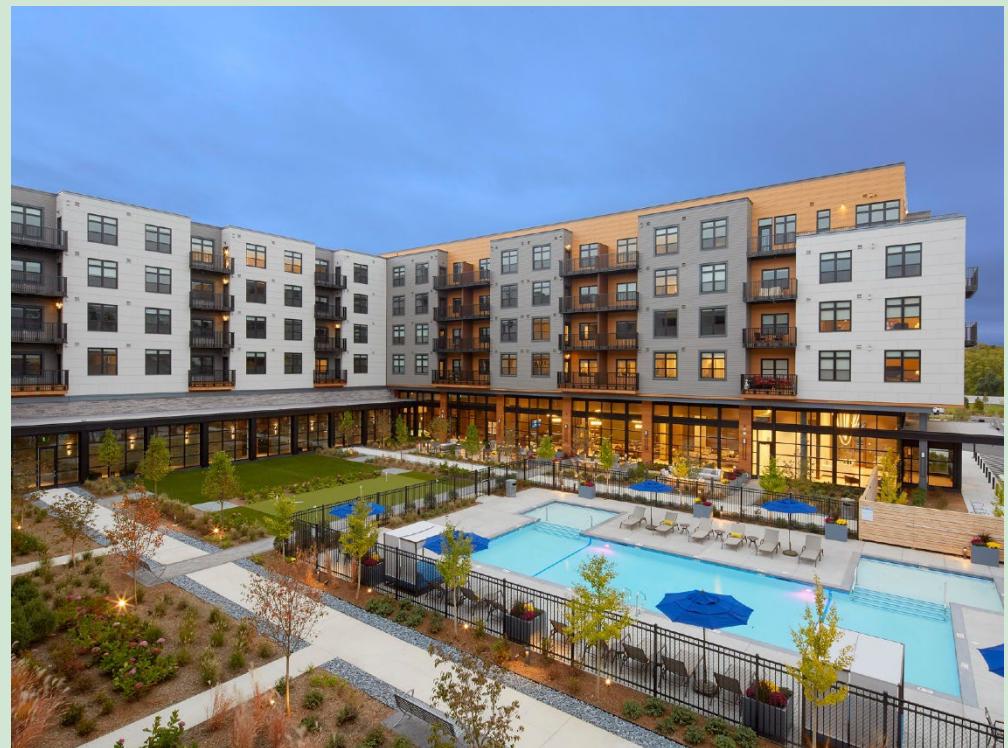




PRECEDENT: HOW DOES THIS WORK?

Precedent (Stamford, CT): Conversion of department store into pickleball facility



PRECEDENT: HOW DOES THIS WORK?**Precedent (Natick, MA):
Senior living adjacent to mall site**

Goals of future scenarios

This study presents two scenarios for future development at the Trumbull Mall. Scenarios represent different land use emphases and are evaluated for their potential to support various community goals. Overall and detailed goals for the Trumbull Mall's future include:

Create economic development value.

Strengthen the area's role as a regional and local destination
Attract quality jobs
Complement other activity hubs
Catalyze reinvestment and upgrades along Main Street
Use POOZ to broaden complementary, not competing land use options in the area along Main Street
Establish a safe and attractive gateway

Create fiscal value.

Attract high-value investment
Deliver a fiscal return on new public investment
Balance cost of services with fiscal benefits
Minimize short-term fiscal losses in transition
Promote fiscal durability and resilience
Increase property values around the mall area

Offer a realistic and feasible path to implementation

Align land use mix with market demand
Align land use mix with community desires
Continue collaboration between Town and mall owner
Reflect other Town-wide goals/ambitions
Balance private sector cost with expected return
Enable with achievable zoning and permitting process updates
Minimize public expenditure
Translate readily into grant opportunities
Incorporate or address potential town-wide infrastructure upgrades that impact or are impacted by properties in the area

Create community value.

Create a gathering place that brings locals together
Accommodate community programming and activities
Promote a sense of place and branding that Trumbull residents identify with
Enhance building, grounds, lighting, and other aesthetics
Introduce "destination" users and amenities that attract more people more often

Evaluation

How well does each scenario support the plan's goals?

The evaluation process assesses each scenario in terms the plan's goals and metrics to gauge how well each achieves community objectives, both individually and compared to each other. The results of the evaluation help inform which scenario the Town should prioritize and plan for.

Creates economic development value.

Creates fiscal value.

Is realistic and feasible.

Creates community value.

The table on the following slide details all goals and describes how each will be assessed in the evaluation process.



GOALS AND METRICS	ASSESSMENT CRITERIA
Create economic development value	
Strengthen the area's role as a regional and local destination	# of people attracted and at what frequency; degree to which future land use mix addresses present areas of spending leakage
Attract quality jobs to Trumbull	Diversity of jobs, % higher wage
Complement other activity hubs in Trumbull	Degree of competition versus compatibility with other retail and community centers in town
Catalyze reinvestment along Main Street	Development feasibility assessment results
Use POOZ to broaden complementary land use options along Main St	Alignment of POOZ allowable uses with market-feasible complementary uses
Establish a safe and attractive gateway into Trumbull	Vehicle and pedestrian safety measures
Create fiscal value	
Attract high-value investment	Projected fiscal value at 10 years
Deliver a fiscal return on new public investment	ROI of required public investment
Balance cost of services with fiscal benefits	Costs/Benefits
Minimize short-term fiscal losses in transition	Aggregate fiscal losses before turnaround
Promote fiscal durability and resilience	Long-term market viability and risk assessment
Increase property values around the mall area	Projected change in area assessments and grant list

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GOALS AND METRICS

ASSESSMENT CRITERIA

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Offer a realistic and feasible path to implementation

Align land use mix with market demand	Consistency with market studies
Align land use mix with community desires	Consistency with community input
Continue collaboration between Town and mall owner	Level of complexity in negotiations and funding required
Reflect other Town-wide goals/ambitions	Consistency with other Town plans and studies
Balance private sector cost with expected return	Development feasibility assessment results
Enable with achievable zoning and permitting process updates	Regulatory feasibility assessment results
Minimize public expenditure	Estimated municipal costs
Translate readily into grant opportunities	% of municipal costs transferrable to grants
Incorporate or address potential town-wide infrastructure upgrades that impact or are impacted by properties in the area	Compatibility of potential upgrades with proposed land uses and layouts

Create community value

Create a gathering place that brings locals together	Quantity/quality of gathering spaces possible
Accommodate community programming and activities	Diversity of activities possible
Promote a sense of place that Trumbull residents identify with	Placemaking assessment results
Enhance building, grounds, lighting, and other aesthetics	Placemaking assessment results
Introduce "destination" users/amenities that attract more people often	Consistency with market studies and community input
Other ideas from community?	



Trumbull Mall Area Market Feasibility & Land Use Study

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TRUMBULL MALL AREA MARKET FEASIBILITY AND LAND USE STUDY



WE NEED YOUR INPUT!

What are your ideas for how we can achieve these goals in the Trumbull Mall area?

Add sticky notes with your ideas, and use the dot stickers ● to "upvote" other ideas.

Create a gathering place that brings locals together

Add a sticky note with your ideas

Accommodate community programming and activities

Promote a sense of place and branding that Trumbull residents identify with

Enhance building, grounds, lighting, and other aesthetics

Introduce "destination" users and amenities that attract more people more often

Overall community benefit

TRUMBULL MALL AREA MARKET FEASIBILITY AND LAND USE STUDY



WE NEED YOUR INPUT!

How can the community play an active role in the mall's renaissance/next chapter?

Add a sticky note with your ideas, and use the dot stickers ● to "upvote" other ideas.

What can the community do collectively to realize their vision for the mall?

Add a sticky note with your ideas

What can the community do as individuals to realize their vision for the mall?



<https://tinyurl.com/trumbullmallstudy>

TRUMBULL MALL AREA
MARKET FEASIBILITY AND LAND USE STUDY

WE NEED YOUR INPUT!

Scenario Details: 21st Century Retail and Entertainment Destination
We've developed the framework - help us fill in the details!

Add a sticky note with your ideas, and use the dot stickers  to "upvote" other ideas.

A. Parking structure ramp B. Parking structure C. Vacant Lord & Taylor box D. Mall interior E. Macy's box F. Food court G. JC Penney box H. Near playground I. Outparcel (NW) J. Outparcel (W) K. Overflow parking L. Main St.



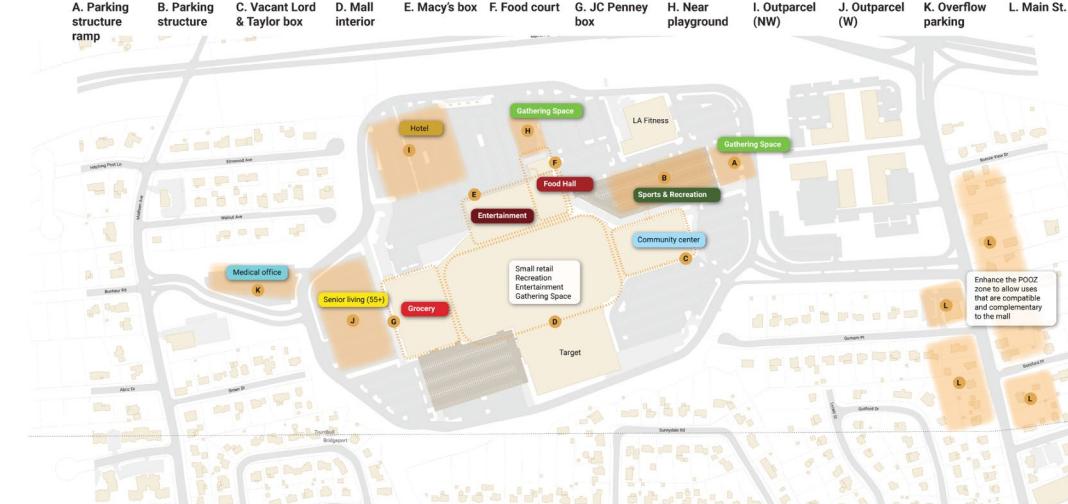
TRUMBULL MALL AREA
MARKET FEASIBILITY AND LAND USE STUDY

WE NEED YOUR INPUT!

Scenario Details: Mixed Use Commercial Village
We've developed the framework - help us fill in the details!

Add a sticky note with your ideas, and use the dot stickers  to "upvote" other ideas.

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