

Trumbull Mall Area:

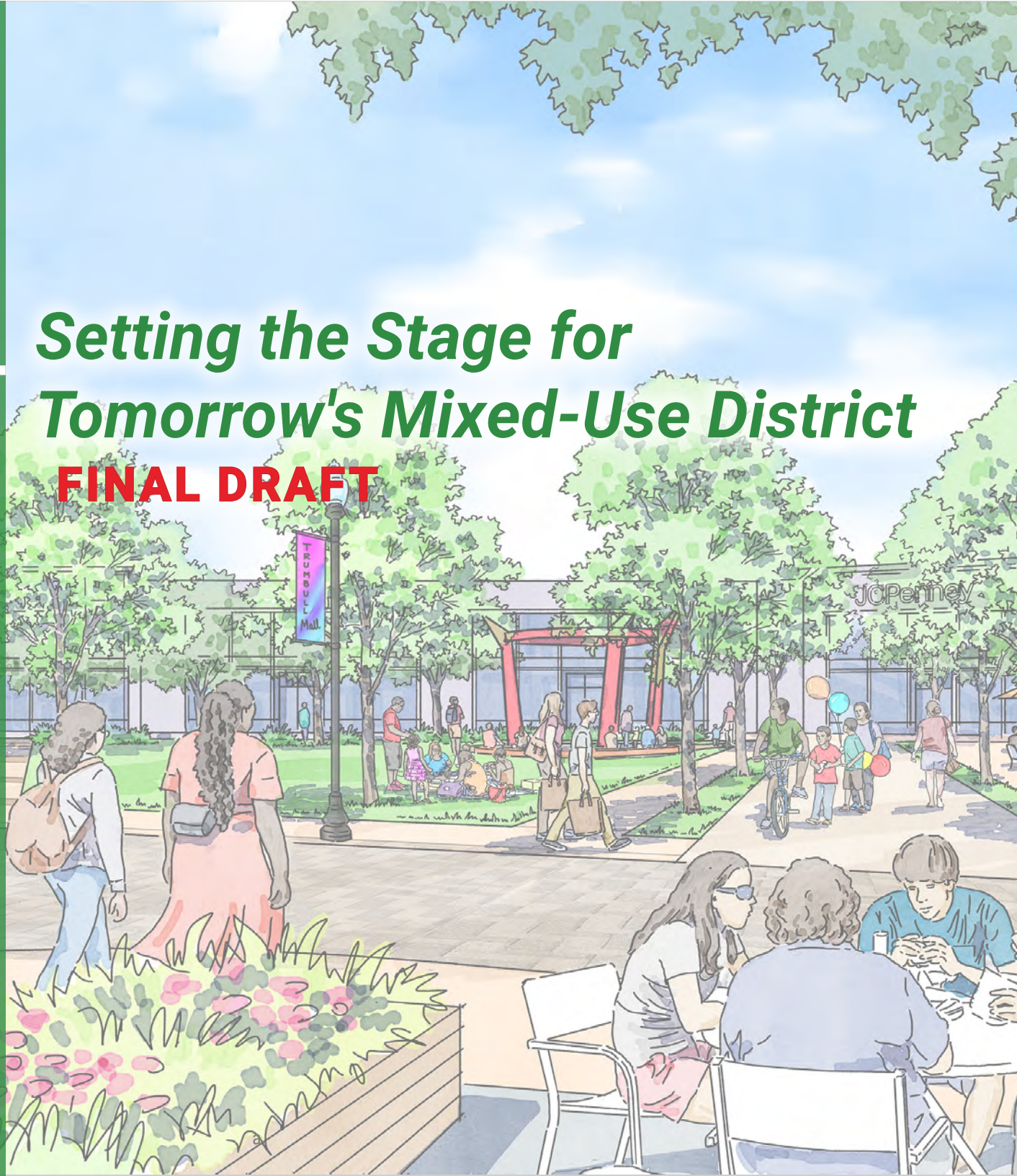
Market Feasibility &
Land Use Study

Trumbull Mall



Town of Trumbull, CT
10 April 2025

Setting the Stage for Tomorrow's Mixed-Use District **FINAL DRAFT**



LETTER FROM THE FIRST SELECTMAN

3 February 2025

I am excited to present the Trumbull Mall Area Market Feasibility and Land Use Study, and the recommendations and economic analytics contained within it. The study area which runs from the Merritt Parkway to the Trumbull/Bridgeport town line, and along Main Street and Madison Avenue, presents many complexities and challenges. But as I like to say, it presents even more opportunity into the future. The ability to transform this area to a vibrant destination where the Trumbull and regional communities will live, work, play, and shop is very achievable. This transformation will provide new amenities, jobs, tax revenue, and housing diversity.

This study has been no small undertaking. I want to thank residents, businesses, property owners, boards and commission members, town staff, our consulting team, and other stakeholders who participated in the development of this vision and road map forward. It was essential for us to research and understand the complexities of the real estate, infrastructure, property ownership, lease restrictions, community desires, and market realities to formulate a collective vision and path forward.

The potential to integrate an additional 1.1 million square feet of infill commercial development on the Trumbull Mall site overtime will create significant new value while helping to support and sustain the existing mall and its businesses. New public realm improvements, improved walkability, and connection to the adjacent neighborhoods will make the area into a 21st century destination.

Our work is only beginning, as we enter the second phase of this work, we need your continued participation. We are taking this study to the market. We are exploring public private partnerships and laying the groundwork for investment by establishing the supporting land use regulations that will signal the Town is serious about attracting investment and transforming the area.

Working together and over time, we can shape a vibrant new district that will be a regional destination for generations to come.

Vicki A. Tesoro

First Selectman

Town of Trumbull, CT

ACKNOWLEDGMENTS

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I.

INTRODUCTION

During a period of rapid change, this study offers a unique opportunity for the Trumbull community to harness the convergence of shifts in demographics, economic development, how we shop, and even where we like to gather in order to transform a 20th century mall and its surrounds into a renewed, 21st-century destination. This district will reemerge as a place where the Trumbull community shops, plays, works, and lives in a way that enriches everyone's lives.

INTRODUCTION



THE BIG PICTURE

The Trumbull Mall and the surrounding area have long served as a central commercial district for the Trumbull community. But, increasing vacancies in the mall, changing ownership, aging properties, and deferred maintenance have all contributed to a public perception of decline. While the retail market remains strong, this is the ideal time to understand the potential of this important district. The Town of Trumbull recognizes the great opportunity for this area to bring together a mix of uses and create economic, fiscal, and community value for years to come.

To lay the groundwork for this transformation, the Town of Trumbull embarked upon this *Trumbull Mall Area Market Feasibility and Land Use Study* to define a shared vision for the area and understand its market potential. The ultimate result of this effort builds on research, data, community input, stakeholder feedback, and consultant expertise to identify proactive steps for the Town to position the area for the future investments and development outlined in this report.

This study describes the potential for Trumbull Mall and its surrounds, with the goals of

- 1. Providing the Town of Trumbull a clear design and regulatory framework to inform future planning and development decisions in the Trumbull Mall area, and
- 2. Coalescing the community's vision and the study's land use recommendations into a compelling story for attracting new investment.

STUDY GOALS

This study is an opportunity to create economic, fiscal and community value and build consensus around a vision for the mall area. The following four items describe the core goals set for this project:

UNDERSTAND COMMUNITY DESIRES AND CONCERNS FOR THE MALL AREA

EDUCATE THE COMMUNITY ON THE AREA'S RANGE OF OPPORTUNITIES AND CONSTRAINTS

PROVIDE A PATH FORWARD FOR THE TOWN, PROPERTY OWNERS, AND TENANTS

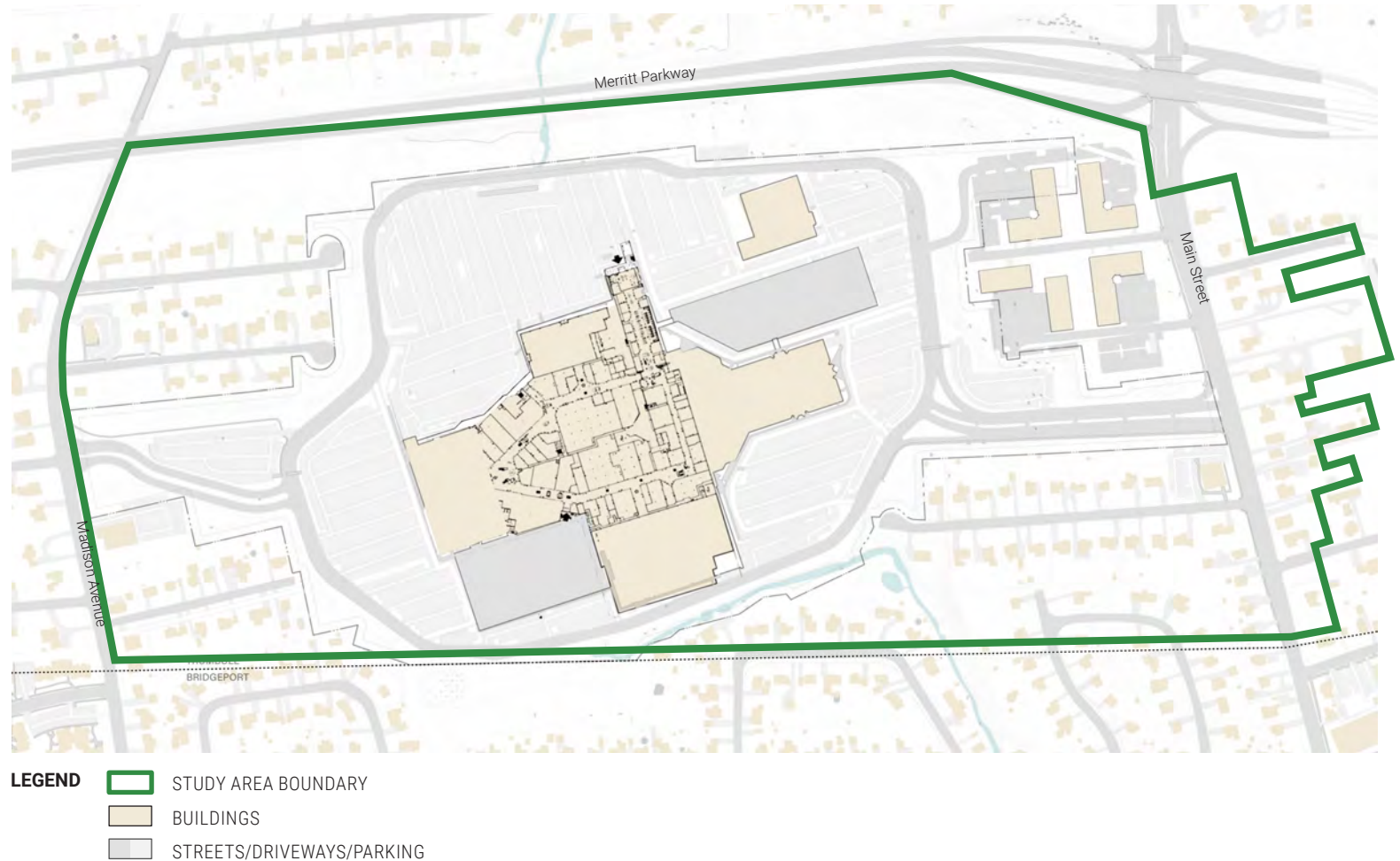
ATTRACT INVESTMENT TO THE AREA

STUDY AREA

The study area extends from the Merritt Parkway to the Bridgeport line, from Madison Avenue to Main Street (including the Main Street frontage on both sides). While the Trumbull Mall dominates this area, it is only one piece of the puzzle. Figure I-1 outlines the focus area for this study.

This study area is well situated with coveted visibility and access from the Merritt Parkway. Flanked by Madison Avenue and Main Street, this district is well-connected to the rest of Trumbull as well as Bridgeport, thereby maximizing its potential draw area.

FIGURE I-1 | **STUDY AREA BOUNDARY AND IMMEDIATE CONTEXT**



INTRODUCTION

THE OPPORTUNITY

While the study area also includes homes, apartments, and small businesses, the predominant feature, and the key to the long-term stability of the district, is the Trumbull Mall. The Mall has long been an attraction and the heart of community shopping, employment, and experiences. The participants in this study shared stories of first jobs, first dates, and other significant life events unfolding under its roof.

The Mall's impact and benefit to the Town is undeniable, but it has struggled in recent years. Changes in ownership, a global pandemic, changing shopping habits, and the relentless passage of time on older buildings and infrastructure, have all contributed to some negative perceptions of the Mall. Despite this, the retail market assessment performed by Gibbs Planning Group - a recognized expert in this field - found that the market for the Trumbull Mall is exceptionally strong. This means that there is plenty of buying power in the region. So, how can this area be positioned to benefit from this demand?

Furthermore, there is increasing interest in the Town of Trumbull for other business sectors like innovation/research, medical, hotel, and residential - specifically age-restricted, active adult housing. This is, in fact, an incredibly exciting time to be exploring development options in the Trumbull Mall area specifically because the Mall, with its key vacancies and excess of unused parking areas, provides flat, developable, readily-available land.

Therefore, this area represents a unique opportunity for the Town to play a part in the transformation and visioning of this critical part of its fabric. Some of the aspirations and goals include:

Creating Economic Value

- Strengthen the area's role as a regional and local destination
- Attract quality jobs
- Complement other activity hubs
- Catalyze reinvestment and upgrades in and around the Mall
- Use Professional Office Overlay Zone to broaden complementary, not competing, land uses in the area along Main Street
- Establish a safe and attractive gateway

Creating 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" uses and amenities that attract more people more often



TRUMBULL POPULATION AT A GLANCE

- 37,000 Population
- 13,000 Households
- Median Income of \$165,000
- 30% of households earn more than \$200,000
- 40% of residents hold Bachelor's Degrees
- 25% of residents have a Master's Degree or higher.

Sources: U.S. Census, ESRI, Placer.ai as of 2022

INTRODUCTION

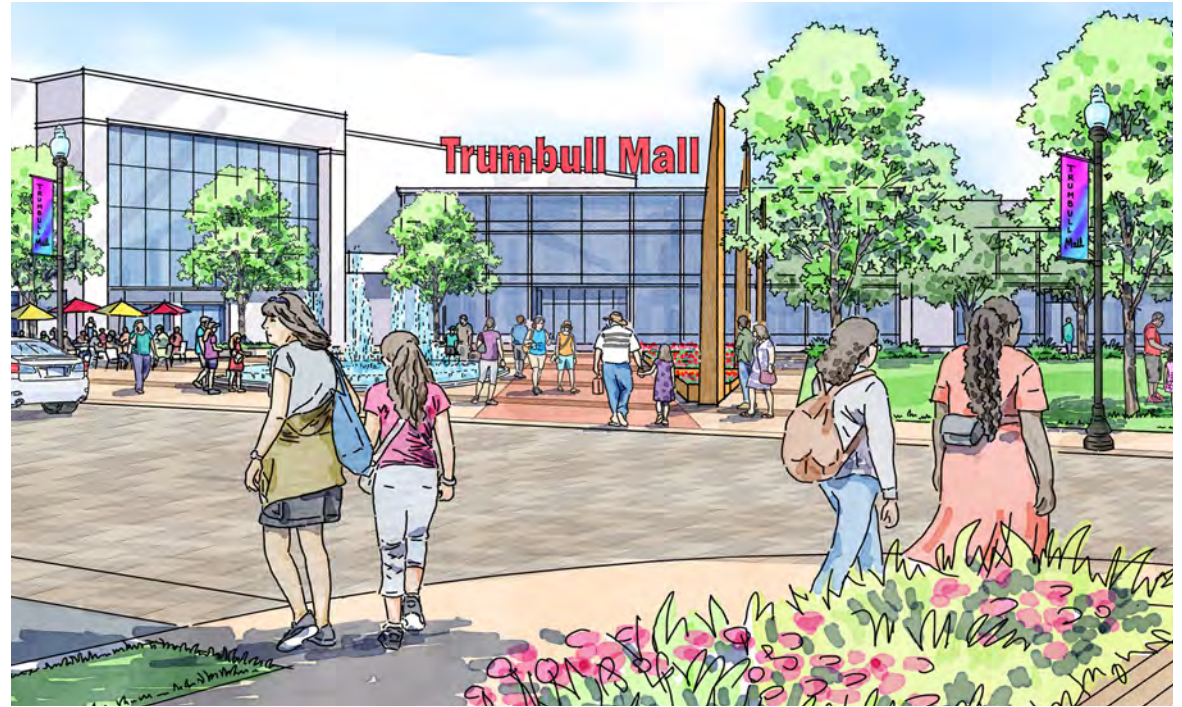
THE VISION

Over the course of this study, the Trumbull community was engaged in conversations to better understand their wishes and desires for this district. The overwhelming consensus was that the Mall Area could be improved. Residents, stakeholders, and other community members shared aspirations for a safe, transformed, and reinvigorated district. Participants considered ways in which the Mall, itself, could be improved - through repairs, renovations, or heightened upkeep.

Community members also shared more aspirational visions of the potential for a transformed, mixed-use, walkable district with restaurants, outdoor dining, entertainment, programming, plaza spaces, walking trails, and a vibrancy that would draw people in, ensuring that this area meets environmental, economic, and social priorities for Trumbull, and the region.

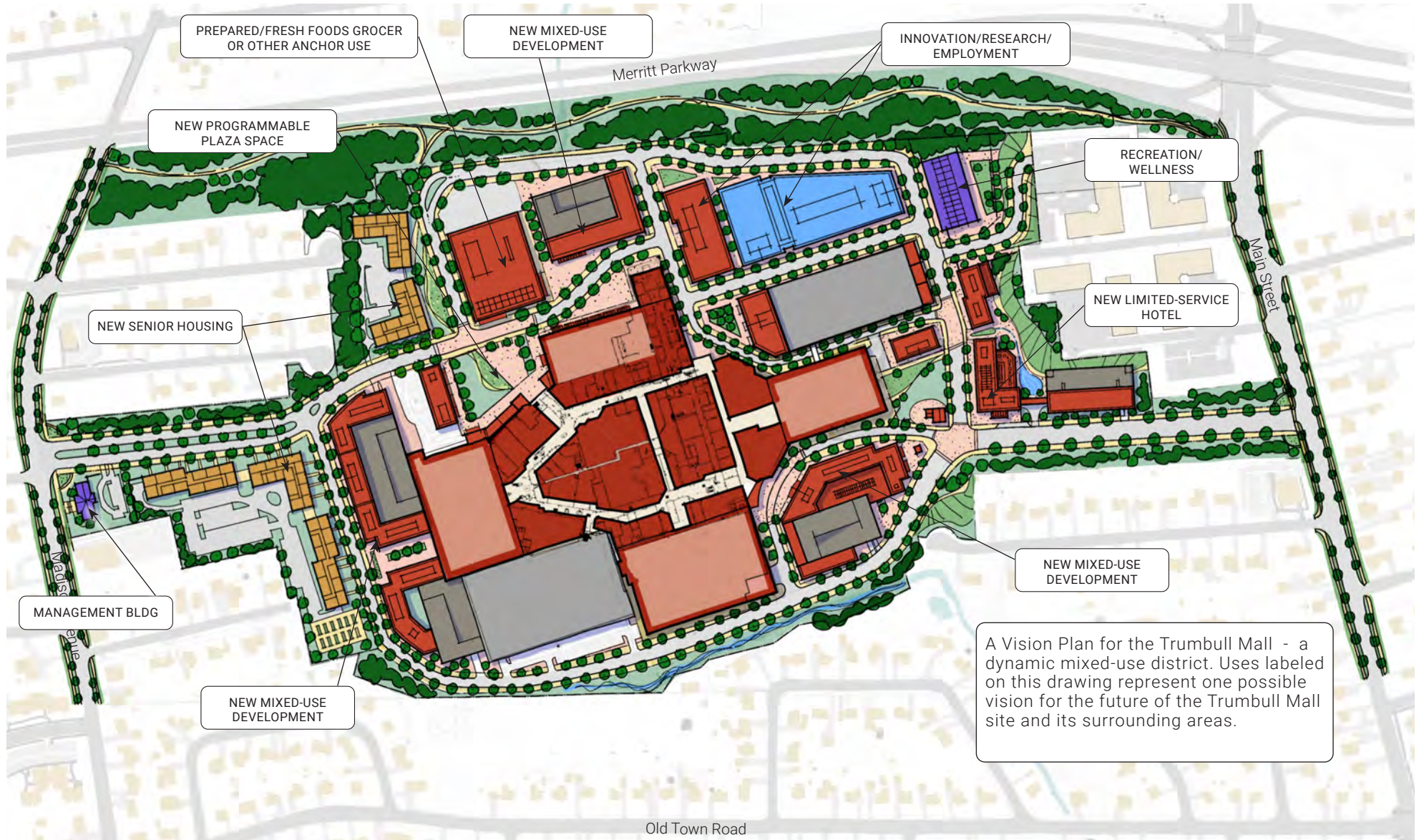
This document outlines a strategy and a vision for incrementally developing new and complementary uses in and around the Trumbull Mall to unlock this district's full potential.

The images to the right, and the illustrative plan on the following page demonstrate the potential for transformation in and around the study area. With a mix of building renovations and upgrades, paired with strategic development and programming, a clear vision emerges for how this area can thrive for decades to come.



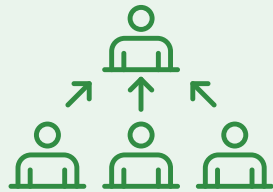
INTRODUCTION

FIGURE I-2 | VISION PLAN FOR THE TRUMBULL MALL



HOW THIS DOCUMENT IS LAID OUT

The following pages outline the process and results of this study, starting with the community input and finishing with implementation and next steps.



I

COMMUNITY FEEDBACK

Meetings, interviews, and surveys were conducted to assess concerns and opportunities from -

- Residents
- Mall businesses
- Mall ownership
- Local developers
- Town staff
- Elected officials



II

MARKET FEASIBILITY

Various land uses were assessed for their strength in this market and what is needed for -

- Mall repositioning
- Responding to trends
- Creating a vibrant mixed-use district



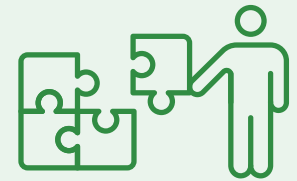
III

IV

STUDY AREA POTENTIAL/ FUTURE VISION

The area's developable lands were tested to understand what could be built here, incorporating -

- Walkability and Bikeability
- New public areas and plazas
- New mix of uses



V

IMPLEMENTATION & ECONOMIC IMPACT

The recommendations include regulatory changes and identify opportunities to spur investment, such as -

- Economic impacts of investment
- Zoning amendments
- Infrastructure Projects

II.

COMMUNITY ENGAGEMENT

Community stakeholders actively engaged in every phase of planning - articulating a strong desire to revitalize the Trumbull Mall Area into a destination that is as relevant to community life today as it was when the Mall first opened in the 1960s.

COMMUNITY ENGAGEMENT



COMMUNITY MEETINGS

- Meeting #1 - June 2023
- Meeting #2 - September 2023
- Meeting #3 - March 2024

100+
Public Attendance



STAKEHOLDER INTERVIEWS

- Local developers
- Regional commercial brokers
- Current mall tenants
- Local government leaders
- Local business organizations
- Property Owners
- Investors

8
Stakeholder Groups



PROJECT WEBSITE

- 1,656 website users
- 260 downloads of previous presentations

1,656
Website Users

APPROACH

Many generations of Trumbull residents hold onto fond memories of visiting the Trumbull Mall to shop, eat, play, and engage with friends and neighbors. It served as a center of community life in addition to its function as a retail center. To understand the potential for the mall and the surrounding area, it is important to understand what the mall was and how the community would like to see it transformed. A multi-pronged community engagement process was developed to explore how the community's wants could inform the vision and design of the district.

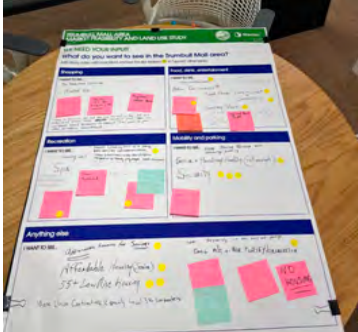
In the end, participants agreed that the study area's success going forward will rely on a transformation that offers a variety of new indoor and outdoor experiences which in themselves make the area a destination. Ultimately, Trumbull residents envisioned new businesses and opportunities to work, live, play, and come together as a community.

Engagement took place across the three key stages of the study:

1. **Visioning** - drawing ideas from the community on what the future of the mall site could be.
2. **Evaluating** - looking at development potential derived from site analysis, development trends, and community visioning.
3. **Finalizing** - sharing an implementation approach for the study area while collecting community feedback to inform the final version of the plan.

In addition to hosting these three public meetings, various stakeholders were also engaged on an ongoing basis to understand the challenges of the site, the nature of the market, and to test ideas. Interviews were conducted with adjacent property owners, tenants, department heads, regional officials as well as with local developers, brokers, employers, business organizations, and mall ownership. For those unable to attend formal engagement events, a project website was used to collect further comments and questions from the community, and Public Meetings #2 and #3 were recorded and broadcasted by Trumbull Community Television.

PLANNING PROCESS



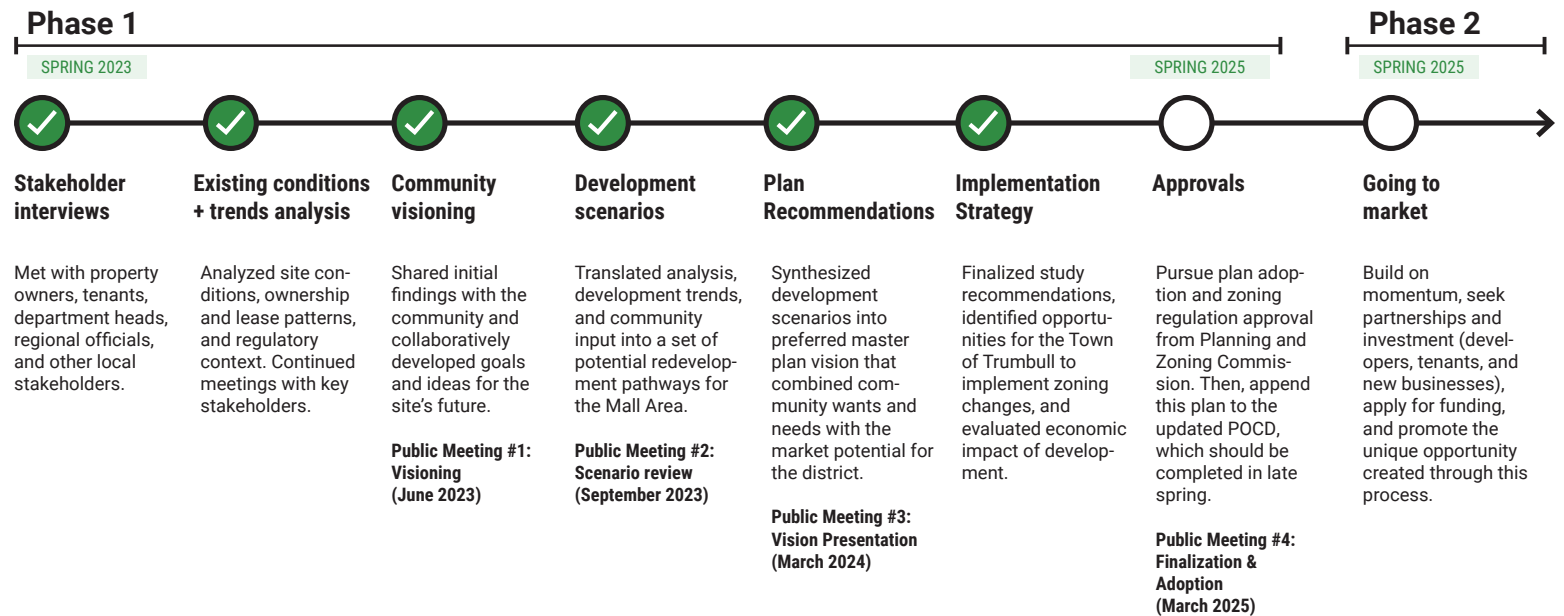
In order to achieve the plan's mission, the project team embarked on a multi-phase process to engage critical stakeholders, the broader community, and Trumbull leadership.

The first phase of this planning process included an existing conditions and development trends analysis combined with a series of stakeholder interviews and three community meetings to collect feedback. Collectively these activities informed

the development of potential design scenarios that were tested and further vetted by the community. These scenarios were evaluated through a regulatory lens to create a set of recommendations and strategies for the redevelopment of the mall. Phase Two of the process will focus on going to market and entail drafting an implementation action plan to build momentum and attract investment (in the form of new tenants, businesses, and/or developers).



FIGURE II-1 | STUDY PLANNING PROCESS



PUBLIC ENGAGEMENT SUMMARY

The community input revealed a vision for the kind of place the community wants to spend time in.

FIGURE II-2 | **USES PREFERRED BY COMMUNITY**



KEY TAKEAWAYS

COMMUNITY VISIONING

The area includes several retailers and amenities that appeal to the community, but lacks a diverse mix of uses that can excite the full spectrum of generations. Inconsistent maintenance and limited investment in the Mall property have led to underutilization and the erosion of the Mall as a center for community activity. Additionally, there are opportunities to improve the area around the Mall - the Madison and Main corridors - but any new businesses in these areas need to be complementary in scale and in use to both the Mall and to the surrounding neighbors.

STAKEHOLDERS

Lack of investment has negatively impacted public and investor perceptions of the mall and its surrounding area. Recommendations need to understand the importance of the mall in

the region and help improve its image. Investment in site improvements will attract new tenants and improve business. The site can easily attract and accommodate new industries and jobs as well (info-tech, research and innovation, and medical offices).

Accessibility to and within the mall area could be improved, but more bicycle and pedestrian connections, green spaces, entertainment, and other options for community gathering—especially for young people—could increase appeal and use.

LEGACY

The community's feedback described a collective desire for a 21st century vision of the area as a unique district, a gathering place, and somewhere the community wants to spend time. People remember how the Trumbull Mall was a part of their lives growing up, and want that for



new generations of Trumbull residents. There is strong desire for programming, events, and more reasons to spend time in the area.

RECOMMENDATIONS

The questions and feedback the community shared at the third public meeting indicated that people saw their input in the recommendations. Community members were interested in understanding how to move the vision forward and what additional details may need to be considered to make the plan's vision successful.

COMMUNITY ENGAGEMENT



FIGURE II-3 | **EXAMPLES OF THE COMMUNITY VISION FOR TRUMBULL MALL AND ITS SURROUNDS**

Some of the ideas that emerged during the community visioning conversations included elements depicted above, describing a vision for this district that touches many aspects of community life, draws multiple generations of people, and addresses varying needs.



MARKET FEASIBILITY

Understanding market trends is critical to strategically planning for an area's future. Here in Trumbull, the retail, employment, commercial and residential markets remain strong and supportive of many uses and amenities that the community envisions.

MARKET FEASIBILITY



TRUMBULL'S SIGNIFICANCE IN THE REGION (FROM A MARKET PERSPECTIVE)¹

- Trumbull's trade area (the geographic area that generates a measurable amount of retail sales for a store, aka the longest drive a customer is willing to make) extends up to 30 miles in any direction.
- This market contains 900,000 people and 340,000 households
- Trumbull's trade area generated \$4.5 billion in overall annual spending.

¹ Sources: U.S. Census, ESRI, and Placer.ai as of 2022 - most recent data available at time of market analysis

OVERVIEW

An analysis of development and market trends was conducted to inform real estate development approaches and strategies for the Trumbull Mall and its surrounding area. This exploration included understanding national and regional trends in retail development, and covered a range of development models that could be applicable here, in Trumbull.

These trends were compared to the needs and vision shared with the Town and the consultant team through the community engagement process. This plan's recommendations focus on uses that the market supports and that meet Town and community goals. As such, the following section shares the findings and discusses the opportunity for retail, active adult (age-restricted) housing, office, lab, entertainment, and R&D, while assuming a continued progression toward a mixed-use, walkable district.

TOWN OF TRUMBULL

Located in southwest Connecticut, the Town of Trumbull is an affluent suburban community of 37,000 people and 13,000 households. Trumbull's \$165,000 median household incomes are more than double that of the state, with 30% of households earning over \$200,000. Additionally, 40% of Trumbull's residents hold bachelor degrees and 25% have master's or higher¹. These statistics hint at the buying power of Trumbull residents, and their ability to continue to support significant retail among other important supportive uses.

The Town is a regional shopping destination with a few major shopping areas and several large retail stores totaling approximately 2.5 million square feet. It is estimated that Trumbull's existing overall retail market trade area extends 30 miles south to Greenwich and 30 miles north to Waterbury. Its market area contains 900,000 people and 340,000 households, with \$4.5 billion overall in 2022 retail spending¹. While the Mall's retail trade area contains regional malls in Waterbury, Milford, Norwalk, and Stamford, its success demonstrates its ability to continue to support significant retail - planned, designed, and programmed to compete in today's changing retail environment.

MARKET FEASIBILITY

TRUMBULL MALL

The 1-million-square-foot Trumbull Mall opened in 1964 as Connecticut's first enclosed shopping center. The mall offers a collection of 100 desirable retailers and restaurants that reflect Trumbull's favorable market conditions. Aldo, Apple, Bath & Body Works, H&M, Hollister, Sephora, and the Cheesecake Factory are a few of the mall's upscale retailers, and Target, Macy's, and JC Penney continue to function as significant anchor stores

The Trumbull Mall, originally the Trumbull Shopping Park, was built by the Frouge Construction Company. It was acquired in 1977 by Australia's Westfield - their first acquisition in the United States. Over the next few decades, the mall continued to grow and change with the times, with the last major renovation taking place in 2009/10 on the heels of the reconstruction of the Target box. In 2018 Westfield merged with Unibail-Rodamco forming URW. The Lord & Taylor closed in 2020, and after a period of deferred maintenance, URW ultimately sold to the Namdar Realty Group in January 2023.

MARKET TRADE AREA

The retail trade area is defined as the consumer market where Trumbull has a significant competitive advantage because of access, design, minimal competition, land use, roadways, geography, and other features. As stated on the previous page, for the Town of Trumbull, this can extend as far as 30 miles in any direction for many daily services including employment, businesses, housing, and shopping. This competitive advantage results in the capture of consumer spending by the retailers and restaurants within the Town.

This analysis estimates Trumbull's retail expenditures from the primary trade area's residents currently account for approximately 40 to 50 percent of Trumbull's overall retail sales. Most of its store sales come from the area's residents, visitors and workers located within 4-8 miles from the Town.

As we look more closely at the Trumbull Mall Area, research suggests that the Mall, itself, has a primary retail market area that extends to Norwalk, Danbury, Naugatuck, and New Haven. Trumbull has a moderately upscale market niche of popular branded stores that appeal to the region's households, however, they have lost a number of national tenants (including the Lord & Taylor) and the community has expressed the sense of loss. Despite this, attendance has remained strong with about 500,000 annual visitors.



FIGURE III-1 | TRUMBULL MALL TRADE AREA

MARKET FEASIBILITY

MARKET ANALYSIS

More detailed reports of the Retail Market Assessment and the economics of other commercial and residential uses are included in the Appendices of this report. The Town of Trumbull remains an incredibly strong market and a desirable location for businesses to operate and for families to live.

Many of the uses supported by the market are consistent with the uses desired by community members, specifically grocer/ specialty food, entertainment, restaurants, recreation, hotel, active adult living, and gathering spaces.

Some of the most impactful uses and their demand are described below.

RETAIL:

Trumbull Mall and its surrounding areas are seated within a vibrant \$4.5 billion retail market area with the potential to support an additional 220,000 square feet of total new retail business growth over the next few years. 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.

TABLE III-2 | **POTENTIAL RETAIL OPPORTUNITY**

Category	Total Demand SF	% of Total Demand	Annual Sales	Average Sales/SF	Number of Stores / Restaurants
Specialty Grocers/ Regional Supermarket	68,000	31%	\$37,400,000	\$550	1-2
Restaurants, Specialty Foods	63,000	29%	\$27,572,000	\$455	15
Other Retail	89,000	40%	\$49,511,000	\$550	18
Total	220,000	100%	\$115 M	\$520	45

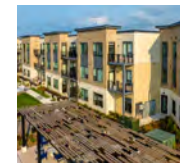
These projected new businesses could and should include 157,000 square feet of retail goods and services offering apparel, a regional supermarket, a boutique pharmacy, home furnishings, sporting goods, and other specialty retailers. And, by 2026, Trumbull will also have a market demand for 63,000 square feet of new or expanded restaurants including up to 15 pubs, restaurants, and specialty food and beverage businesses.

In addition to serving as inviting amenities, well designed to appeal to passersby, the above food and beverage businesses can play a significant role in animating the site's public areas-- including both the mall's interior circulation and the outdoor public realm of plazas, small parks, and walkable streets.

RECREATION:

Recreation and related programming are essential to transform outdated malls into a dynamic districts. Activities contribute significantly to the success of new mixed-use centers, allowing patrons to extend their stay and, as such, take part in other activities like convenience shopping and casual dining.

Supportive fitness and active uses help to create a district feel rather than "just a shopping center". There is already a popular LA Fitness in this area, but other recreation opportunities could help draw an even broader range of users. Some examples that could work here include fitness and walking trails (utilizing the interior of the mall as well) or sport-as-entertainment concepts (like pickleball, miniature golf, or duckpin bowling, to name a few).



MARKET FEASIBILITY

HOTEL (LIMITED SERVICE):

There is not currently a hotel in Bridgeport. Bridgeport's former downtown Holiday Inn is being adaptively re-used for residential. Trumbull does have the Trumbull Marriott Shelton, a full-service hotel that, according to brokers, has struggled. Meanwhile, there is an expressed need, within a 15 mile radius of the mall, for a limited-service hotel that would tap into a different market niche, providing an alternative that does not exist nearby and would benefit from the businesses and dining options (existing and proposed) in the district. The mall area can support a limited service hotel of approximately 100 beds.

Hotels are particularly advantageous for mixed-use districts because they create activity, do not require much land, and need relatively few parking spaces. Limited service hotels also provide additional customers for other nearby amenities like restaurants and exercise facilities.

MEDICAL OFFICE:

The hospital systems in the area are very competitive with one another. Yale New Haven Hospital has the Park Avenue Medical Center just west of the mall area - an example of a trend in the market toward outpatient-serving facilities. Hartford HealthCare has several options: a Surgery Center on Quarry Road, an Urgent Care Clinic on White Plains Road, a Specialty Care Center on Technology Drive; and they operate St Vincent's Medical Center in Bridgeport. A hospital system could easily lease 50,000 to 60,000 square feet if it decided to grow in the market and such tenants typically pay a competitive rent.

On Main Street just south of the mall, there are several medical practices (orthopedic and eye-care) and medical services in older buildings. These types of tenants generally seek spaces

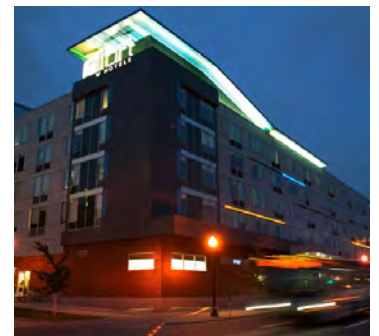
ranging from 5,000 to 10,000 square feet on lots with plenty of convenient parking. They will pay \$35 to \$40 per square foot, triple net, but fit-out costs for these tenants can be high at \$150 to \$200 per square foot.

One concept worth considering is to turn the vacant Lord & Taylor store into a medical hub with a hospital system on one floor and other medical and diagnostic uses on the other floor. Several malls have adaptively reused vacant box stores for medical use. Examples include One Hundred Oaks Mall in Nashville, TN; Tanglewood Mall in Roanoke, VA; and Citadel Mall in Charleston, SC.

ACTIVE ADULT HOUSING:

Seniors represent the majority of population growth for the next 20 years. The district that surrounds Trumbull Mall offers an incredible opportunity to provide housing with a community feel that is walkable to restaurants and retail.

Most of the housing historically developed in Trumbull has been single-family homes. Not only is the current, nationwide affordability crisis impacted by this lack of housing diversity, but older adults looking to down-size or transition out of large family homes have few options to remain in their communities. While there is significant concern from Trumbull residents about multi-family housing, active adult (age-restricted) housing would provide housing without impacting the school district. The low vacancy rate at new developments like Ten Trumbull, the Woodside, the Royce, and Residences at Main indicate pent up demand for housing in general.



MARKET FEASIBILITY

Additionally, there are very few vacant age-restricted units in Trumbull today. In fact, most of what is available in Trumbull are assisted living or nursing facilities. There is very little competition for active adult rental housing. A current proposed active-adult project in north Trumbull has experienced delays coming to market because of zoning appeals. While it appears that the project is now on track and will break ground in 2025, the market can support more of these projects, and the mall area provides an opportunity to deliver a development parcel with the required zoning in place.

Senior housing next to Trumbull Mall could be marketed toward younger, more active seniors that would appreciate the proximity to goods and services at the mall, while also wanting to move into a smaller or more accessible space. The market can support between 120-200 units in a development, which could easily be accommodated on the mall property.

RESEARCH, INNOVATION, AND OFFICE:

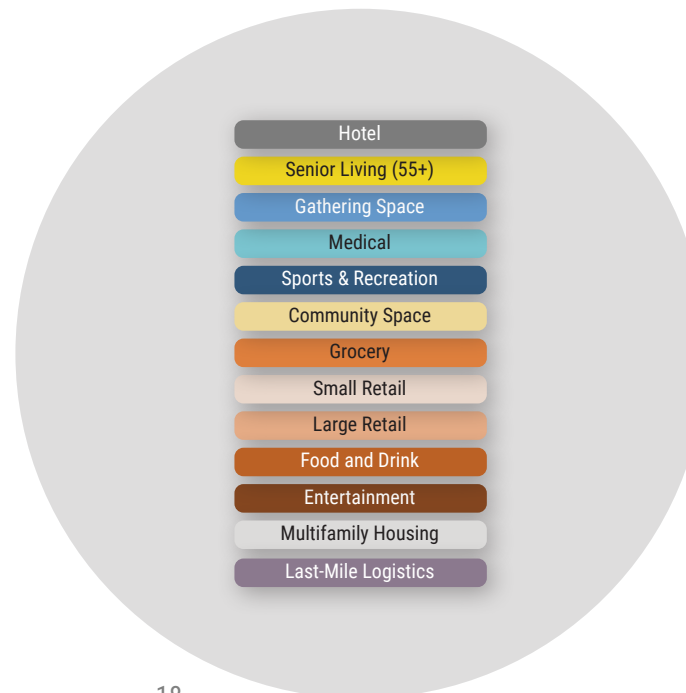
Office space used to represent one of the most promising land uses for a mixed-use walkable environment, but the rapid acceleration of hybrid work triggered by the pandemic has significantly slowed demand for additional office space in virtually every North American region.

However, a new jobs sector is rapidly taking the place of traditional office: research and innovation. While there are many other competitive locations for these jobs across Connecticut, the very rapid growth of Trumbull's job market and the high education levels in the Trumbull Area benefit this employment sector. Research and innovation companies have strong interest in locating to mixed-use, walkable, amenitized, live/

work destinations. Trumbull has an expanding list of innovative companies in the R&D, technology, and medical device space. Cooper Surgical, Unilever, Henkel Corporation, ZetrOZ, and others have a significant presence in Trumbull. The First Selectman and Economic and Community Development Director are working to connect and expand this ecosystem to encourage growth and new business locations within these sectors.

Also of note, institutions like Sacred Heart University, Fairfield University and University of Bridgeport are all in close proximity to this district and could be wonderful potential partners. Housatonic Community College is just minutes away and provides additional workforce training for businesses.

FIGURE III-3 | **USES SUPPORTED BY THE MARKET**



**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 (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 (Natick, MA):
Senior living adjacent to mall site**



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

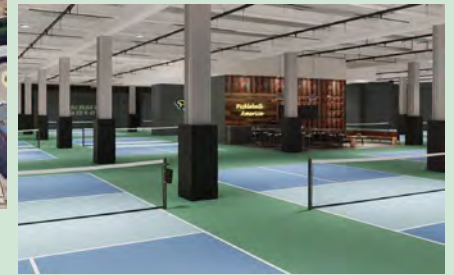


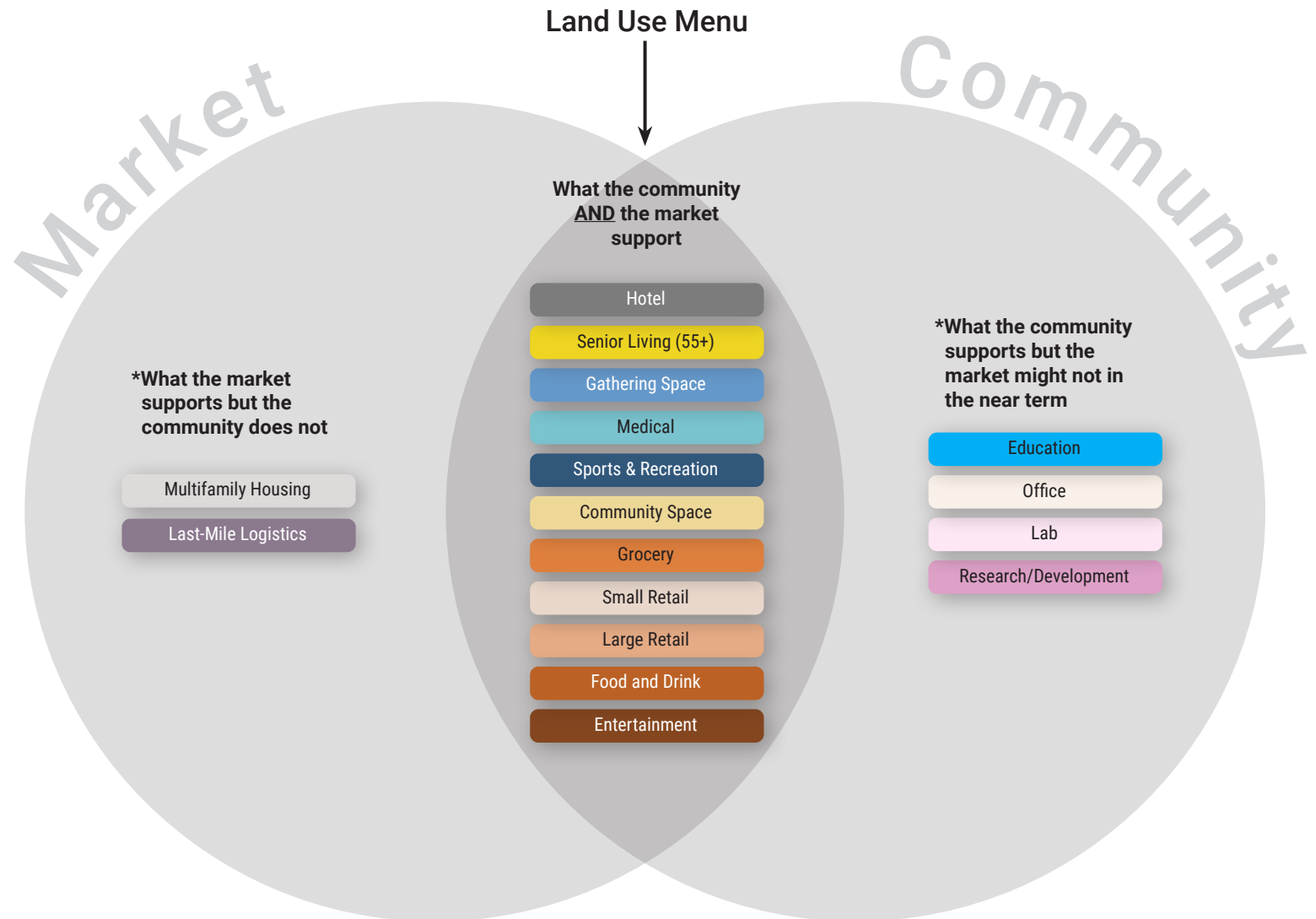
FIGURE III-4 | **EXAMPLES OF MALL ADAPTATION**

So often, when assessing what a community wants, people question what is actually practical and feasible. To aid in this conversation, the team looked for some examples of mall conversions, or repositionings, that illustrate the clever ways in which properties like Trumbull Mall have been able to adapt, change, and respond to new needs and trends.

SUMMARY OF SUPPORTED LAND USES BASED ON MARKET ANALYSIS

Viable land uses at the mall exist at the intersection of what the market can support, the mall owner can achieve, what the community supports, and the Town needs.

As shown in the diagram to the right, there is a fundamental convergence between what community wants and what the market can deliver.



Evolving retail markets and the mall's underutilized real estate, together with community interest and demand for new uses, offer significant opportunities to transform the mall and its surrounding area into a valued center of life for 21st century Trumbull.

IV.

THE STUDY AREA AND ITS POTENTIAL

THE STUDY AREA AND ITS POTENTIAL



THE TRUMBULL MALL AREA TODAY

The Trumbull Mall, formerly Westfield Trumbull, is located to the south of the Merritt Parkway, just north of the Trumbull-Bridgeport town line, and nestled among single-family houses and professional offices along Madison Avenue and Main Street. The mall opened in 1964 as Connecticut's first enclosed shopping center. Today it offers a collection of 100 retailers and restaurants across 1,155,000 square feet with thousands of parking spaces in surface lots and two parking decks.

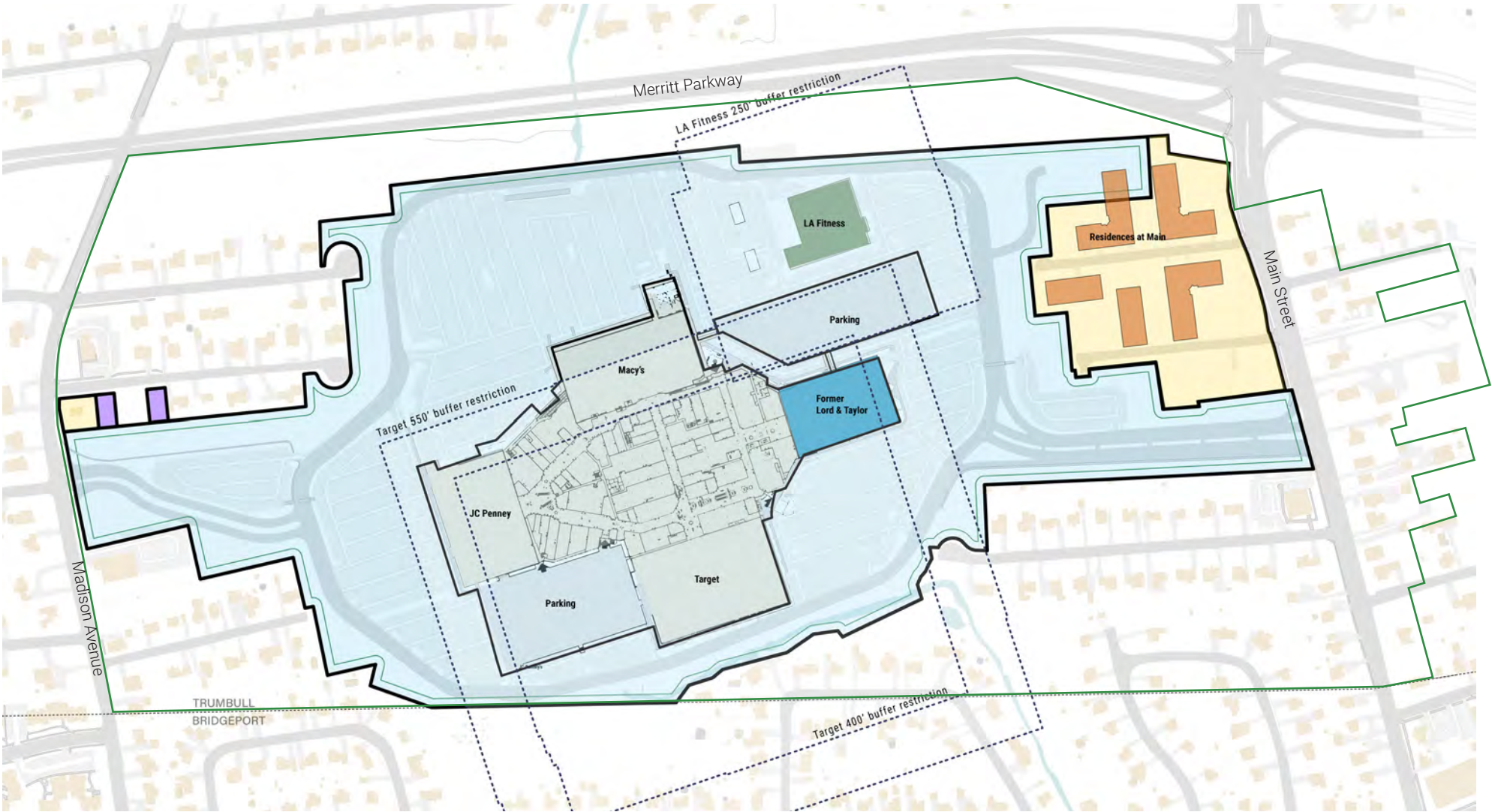
Over the years it has had a variety of tenants as well as varying levels of vacancy, attracting shoppers and visitors local to Trumbull and across the greater region. Today, the mall continues to serve a large population and is retaining its viability while many other malls and shopping centers are failing. Trumbull Mall management continues to add more leases but its vacancies are exceeding the historic vacancy rate. A need for refreshing the antiquated mall site persists.

A complicated ownership structure exists on the site. Namdar Realty Group owns the majority of the land, while URW, the prior owner, still owns land under the Residences at Main. Of the site's main tenants, LA Fitness and Hudson Bay (former parent company of Lord & Taylor) own their buildings, but lease the land from Namdar. Meanwhile, Target, JC Penney, and Macy's are all anchor tenants that lease from Namdar.

Because of these dynamics, investment and development on the mall site can be constrained by complex leases and tenant agreements. Certain users have lease terms that restrict/prohibit what can happen in other areas of the site. Some leases specify number and/or location of guaranteed parking spots. Often, lease terms can be very long – decades, with options to extend up to 40 years or more – and changing lease terms can be difficult and costly. The following two pages document the ownership/lease relationships of the anchor tenants and the potential impacts on future development.

THE STUDY AREA AND ITS POTENTIAL

FIGURE IV-1 | OWNERSHIP IN STUDY AREA



LEGEND		NAMDAR REALTY GROUP		RESIDENCES AT MAIN (OWNS BUILDINGS, LEASES LAND FROM URW)
		URW		HUDSON BAY (OWNS BUILDING, LEASES LAND FROM NAMDAR)
		TOWN OF TRUMBULL		LA FITNESS (OWNS BUILDING, LEASES LAND FROM NAMDAR)
		LEASE BUFFER RESTRICTIONS (SEE TABLE IV-2)		

THE STUDY AREA AND ITS POTENTIAL

TABLE IV-2 | **SUMMARY OF PROPERTY OWNERSHIP AND LEASE INFORMATION**

Lessee	Lessor	Type	Lease Terms			Prohibited Uses	Parking Terms
			Lease Start	Lease Expire	Option to Renew		
Target	Namdar	Lease	July 2007	January 2027	Option to renew/extend up to eight 5-year periods	<p>Within 550' of building: any bar, tavern, restaurant, or other establishment whose reasonable projected annual gross revenues from the sale of alcoholic beverages for on-premises consumption exceeds 40% of the gross revenues of such business, except for Restaurants located within the Mall Stores Building; any health spa, fitness center, or workout facility; any upscale amusement or video arcade or pool or billiard hall</p> <p>Within 400' of building: Training or educational facilities</p> <p>Storage/Warehouse uses, Secondhand or surplus store, car or RV sales or repair, Laundry, bowling alley or skating rink, funeral home, vet hospital or animal boarding facility, flea market, car wash, dance hall, gambling operations</p>	4 per 1,000- feet of floor area of "shopping center site" guaranteed
Hudson Bay	Namdar	Leases Land, Owns Bldg	January 1993	January 2013	Option to renew/extend up to two 10-year periods and then up to four 5-year periods	1st floor: government office open to public, school training facility, day care facility, medical office (these are permitted uses on the 2nd floor)	Per local zoning requirements
JC Penney	Namdar	Lease	July 1985	July 2025	Option to renew/extend up to five 5-year periods	None that Management is aware of	Per local zoning requirements
Macy's	Namdar	Lease	Renewed in 2024	<i>undisclosed</i>	<i>undisclosed</i>	<i>undisclosed</i>	<i>undisclosed</i>
LA Fitness	Namdar	Leases Land, Owns Bldg	February 2011	February 2026	Option to renew/extend up to three 5-year periods	<p>Funeral establishment, used car lot, thrift store, pawn shop, shooting gallery, refinery, adult bookstore</p> <p>Within 250' of building: Sports bar, dance hall, night club, cocktail lounge or bar, bingo, secondhand store, auction house, flea market, restaurant, any other use that could materially and adversely affect parking for the premises</p>	331 spots guaranteed in "tenant's area of control"
Residences at Main	URW	Leases Land, Owns Bldgs	<i>pending</i>	<i>pending</i>	<i>pending</i>	<i>pending</i>	<i>pending</i>

DEVELOPMENT ANALYSIS AND OPPORTUNITIES

The mall serves a large population and maintains marketability in a time when other malls are failing; however, there are still unmet opportunities for the mall to grow and restore its role as a community destination.

While the mall site and its surrounding neighborhoods have features that make people want to spend time there, the area currently suffers from deferred maintenance and issues with perceptions of safety. The area could use a better sense of place that is more reflective of the community's vision.

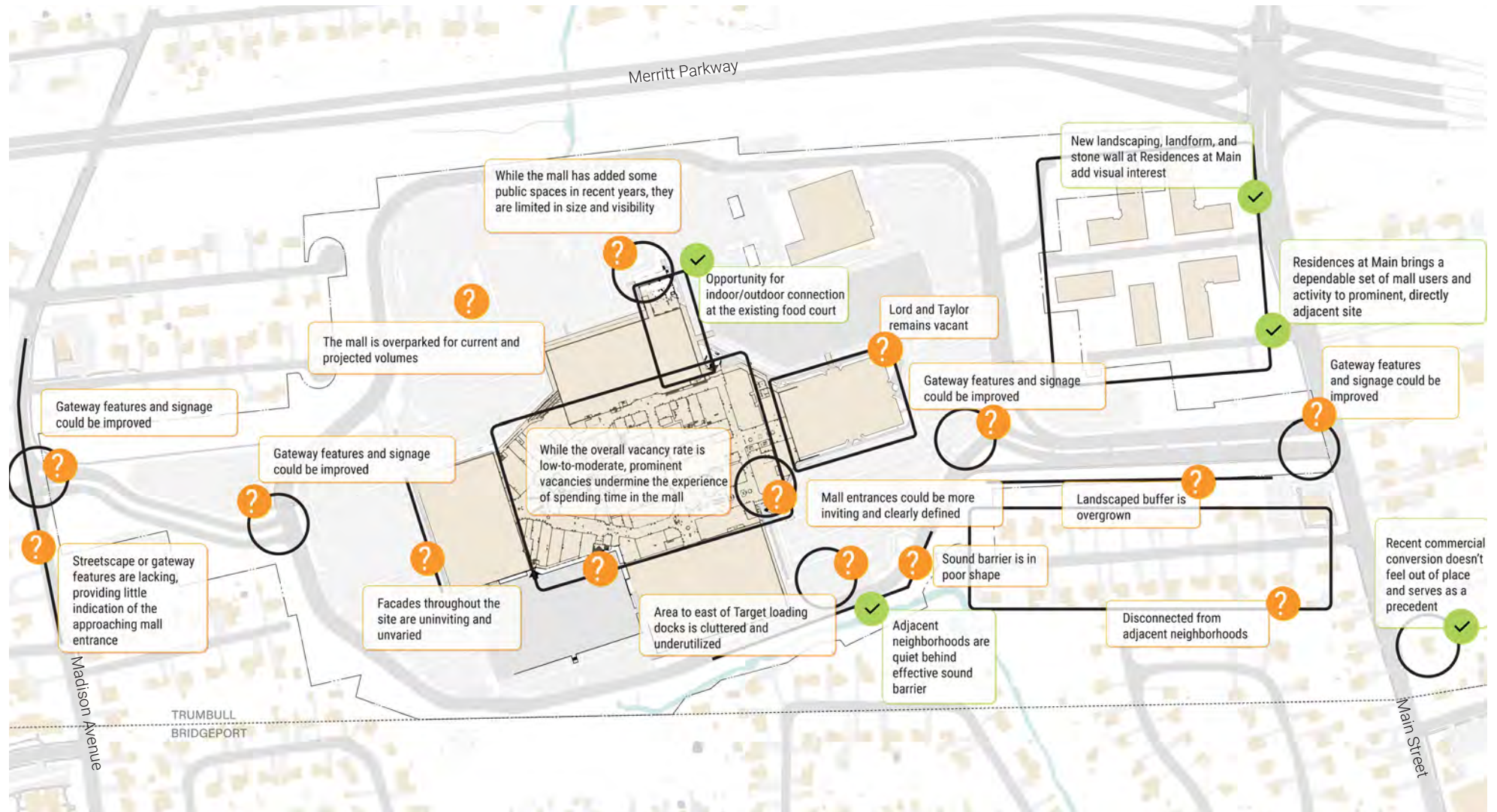
The opportunity exists to create new development in areas that are underutilized or may become vacant in the future. Figure IV-3 on the following page highlights some of the constraints and opportunities across the study area. In the future, new development could bolster existing mall uses while also increasing development capacity, which would accommodate new businesses and amenities to support the mall area's revitalization.



Photos showing aspects of the mall area context that can influence development (clockwise from upper left): site access, new multi-family development, existing single-family residential neighbors, and underutilized land.

THE STUDY AREA AND ITS POTENTIAL

FIGURE IV-3 | **DEVELOPMENT ANALYSIS: What's working, what's not?**



- LEGEND**
- ✓ STRENGTHS
 - ? CHALLENGES

UTILITIES AND INFRASTRUCTURE

The mall and its surrounding area are generally suitable from an infrastructure perspective, with sufficient access for emergency response. Significant sanitary infrastructure and utility lines run through the mall site, and while they are adequately sized for the current uses, upgrades will likely need to accompany new development in this area.

Flooding has historically occurred at a few places around the mall property, suggesting that stormwater capacity may be challenged. This could be partially attributed to the piping of Horse Tavern Brook, which runs beneath the mall, as well as the large amount of impervious surface on the mall site. Stormwater management practices should be implemented with new development to lessen impervious surfaces and reduce flooding in the area. This could include a combination of green and gray solutions, including regular operations and maintenance, to make sure systems continue to function effectively.

Long-term recommendations include exploring opportunities to daylight the buried Horse Tavern Brook by strategically planning and placing buildings to allow this in the future.

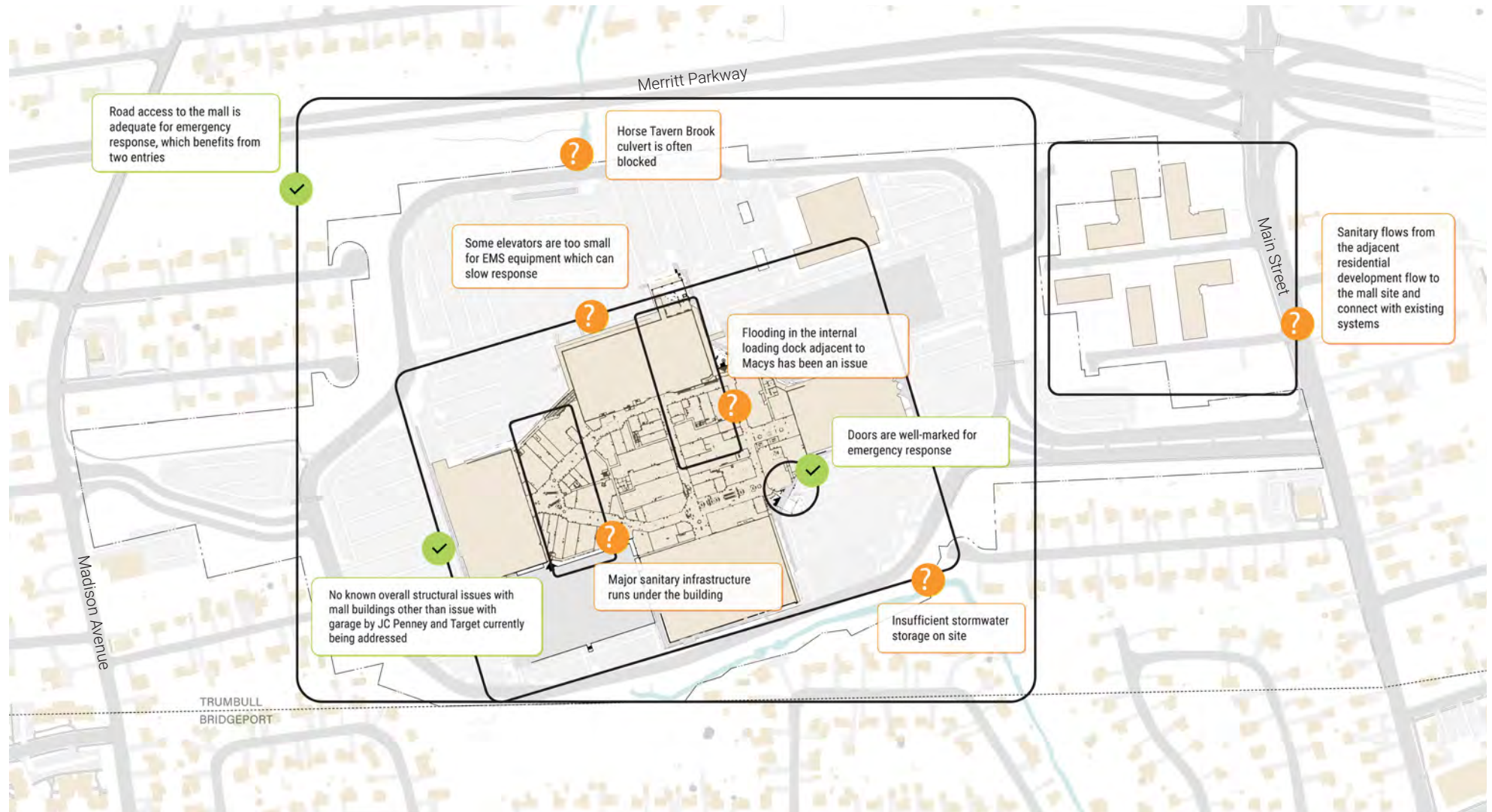


Utilities and infrastructure related to a regional retail center run the gamut from physical utilities (electric, water, etc) to stormwater/flood controls, loading, and emergency access and safety.



THE STUDY AREA AND ITS POTENTIAL

FIGURE IV-4 | **INFRASTRUCTURE ANALYSIS: What's working, what's not?**



LEGEND

- ✓ STRENGTHS
- ? CHALLENGES

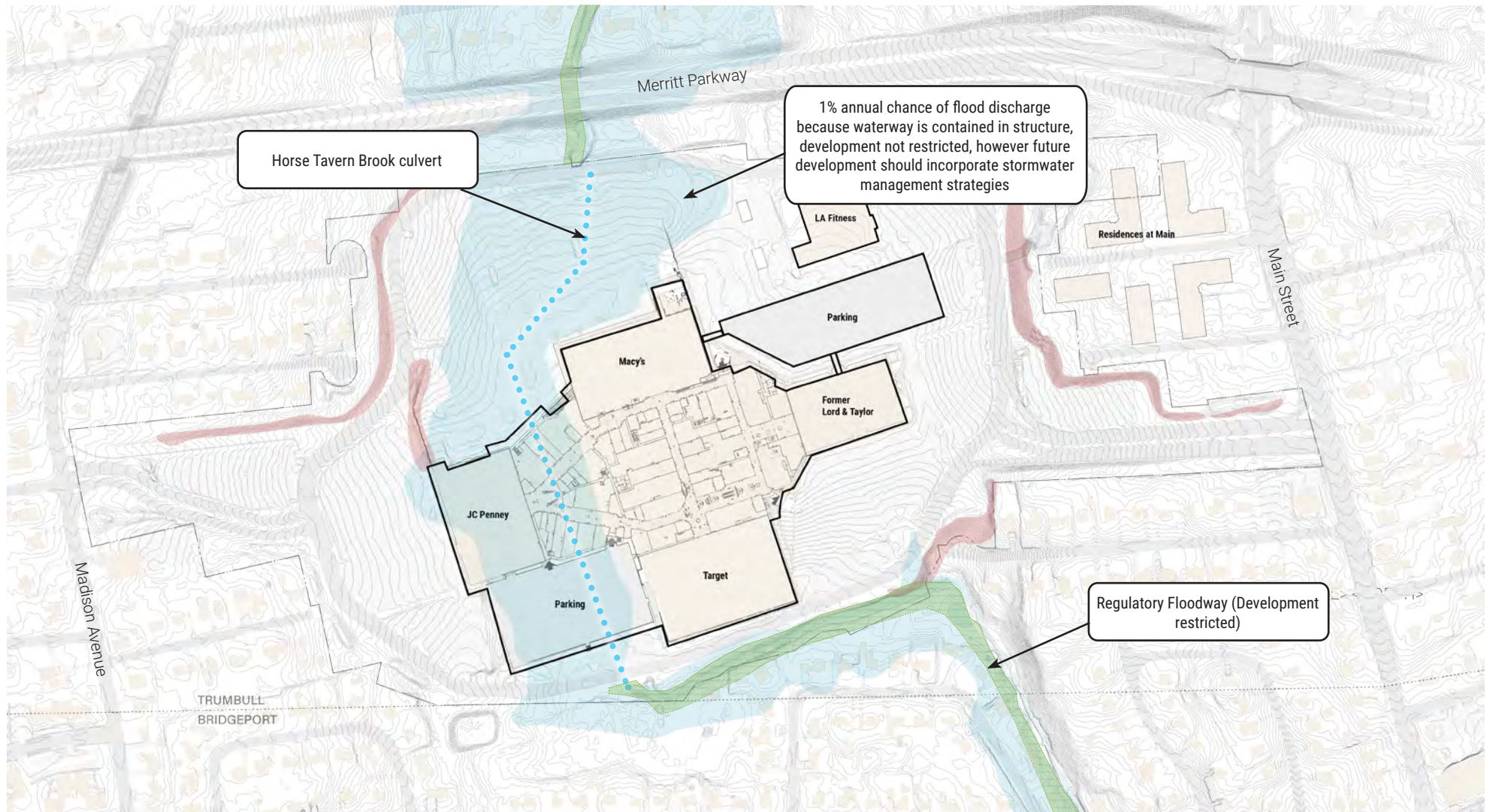
FIGURE IV-5 | EXISTING UTILITY EASEMENTS



- LEGEND**
- SANITARY SEWER LINE
 - UTILITY LINE EASEMENT

THE STUDY AREA AND ITS POTENTIAL

FIGURE IV-6 | **EXISTING ENVIRONMENTAL CONSTRAINTS**



LEGEND	
	FLOOD HAZARD AREA
	REGULATORY FLOODWAY
	HORSE TAVERN BROOK CULVERT
	STEEP SLOPE AREA
	CONTOURS (1 FT)

CIRCULATION, CONNECTIVITY AND PARKING

The mall area has a great location given its proximity to the Merritt Parkway. Access to and within the site is marked by oversized roadways, few connections in, out, and around the study area, and there are limited pedestrian and cyclist facilities.

Madison Avenue and Main Street are missing sidewalks and critical crosswalks that support pedestrian access to the area. The existing bus stop is far and isolated away from the mall's entrances. The site has low visibility, especially for pedestrians, and it is hard to get from one place to another, other than by car.

The Main Street entrance has an unnecessary two-lane crossing and excessive lane capacity on the access road. There is also a high speed slip lane leading into the mall site which is hazardous to drivers and pedestrians.

Changes along Madison Avenue, Main Street, and across the study area can significantly improve access to the mall as well as the experience of navigation around the site for a variety of visitors.

On Madison Avenue there is an opportunity to straighten the access roadway leading into the mall and create a developable parcel of land. Converting the Main Street access road to a two-

way street would allow for the excess space to be reclaimed as green space. The slip lane could also be removed to slow and better regulate traffic entering and exiting the study area.

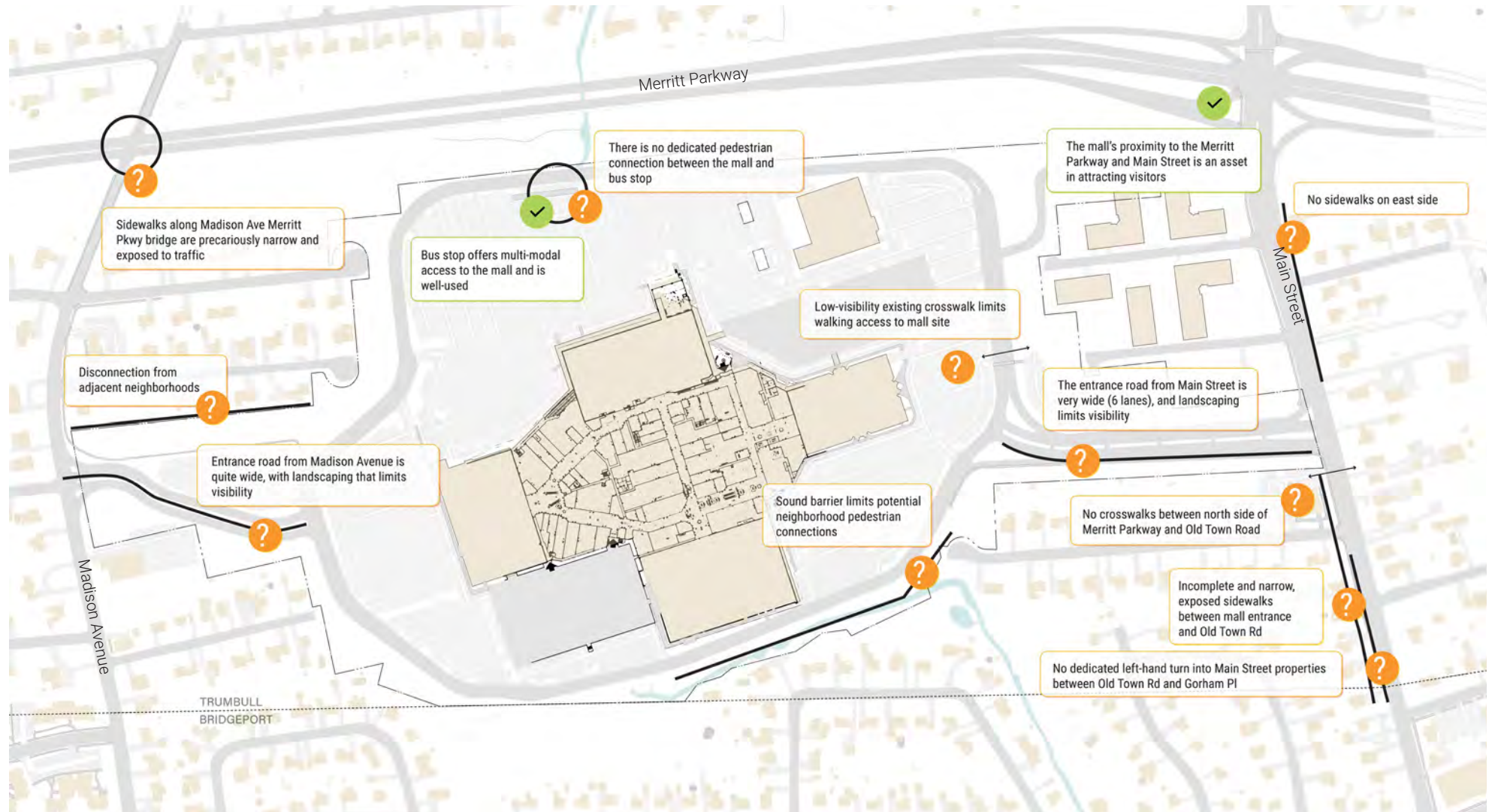
Within the mall site, creating a multi-use path along the ring road would encourage safer pedestrian travel, easier navigation around the site, and could provide a more gracious pedestrian experience for transit users. As the area continues to transform over the next several years, it would be advantageous to assess transit usage and optimize the location of stops to accommodate a range of riders.

Existing parking is provided by a series of surface lots and two parking structures—one is proximate to Target, the other is adjacent to the former Lord & Taylor box. Many of these parking locations are underutilized even during the busiest of shopping days like Black Friday. These underutilized parking areas are good candidates for potential infill development sites.



THE STUDY AREA AND ITS POTENTIAL

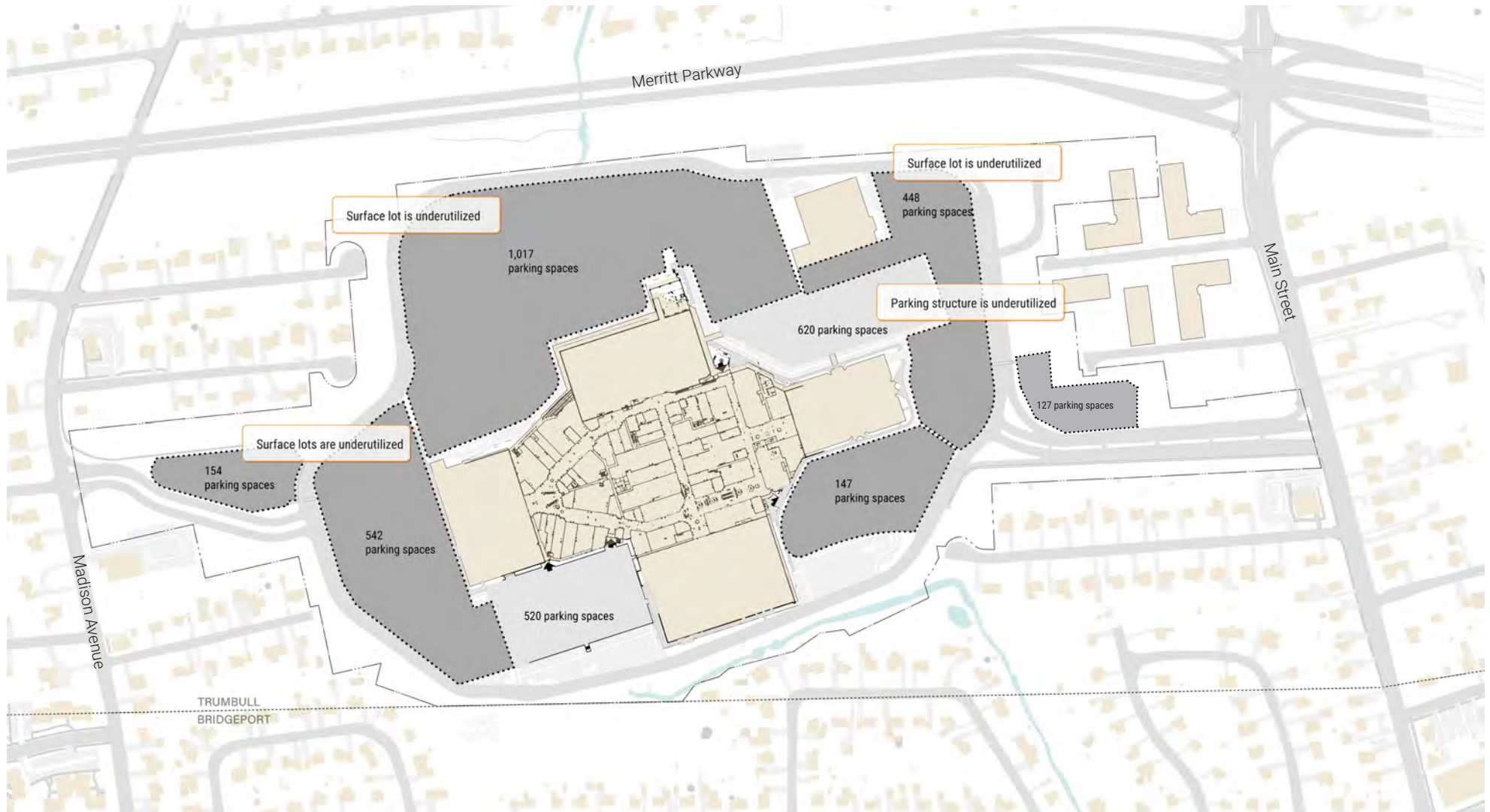
FIGURE IV-7 | **CIRCULATION AND CONNECTIVITY: What's working, what's not?**



- LEGEND**
- ✓ STRENGTHS
 - ? CHALLENGES

THE STUDY AREA AND ITS POTENTIAL

FIGURE IV-8 | EXISTING PARKING ON SITE



LEGEND

- SURFACE PARKING - 2435 SPACES
- STRUCTURED PARKING - 1140 SPACES

The collective vision for the future of the Trumbull Mall Area aspires to attract investment in a revitalized, dynamic, mixed-use district that serves as an active, multi-generational center of community life.

V.

A VISION FOR THE
FUTURE

A VISION FOR THE FUTURE



A NEW VISION FOR THE TRUMBULL MALL AREA

Contemplating the future of the Trumbull Mall Area presents a unique set of challenges. The mall, itself, is on fairly solid footing (different owner, new leases, better rates, solid retail market) and continues to play an important role as employer and shopping destination for the Town and beyond. Meanwhile, members of the community feel the strain of property taxes and fear that population growth will put an undue strain on schools, traffic and services. The importance of the Town's commercial tax base cannot be understated. The vision and groundwork being laid by this study is essential to maintaining value in the near and mid term and growing new value over the long term. See Appendix V for more detail of how the Trumbull Mall's appraised value has declined over the past decade and its impact on the Town's Commercial Grand List.

So, how can the Town prepare for and guide action toward the kind of growth that the community wants, while supporting and improving upon what the Town has? How can initial investment in the public realm, in collaboration with private ownership and tenants, reactivate the mall's interior and position the study area for broader transformation?

The following section explores short-term fixes, development opportunities, and a possible vision for the mall study area illustrating how it could physically accommodate new uses while achieving what has been envisioned by the community and the Town. It shares a strategy for development that could attract a variety of different uses by providing a flexible framework that supports the emergence of a new mixed-use district over time.

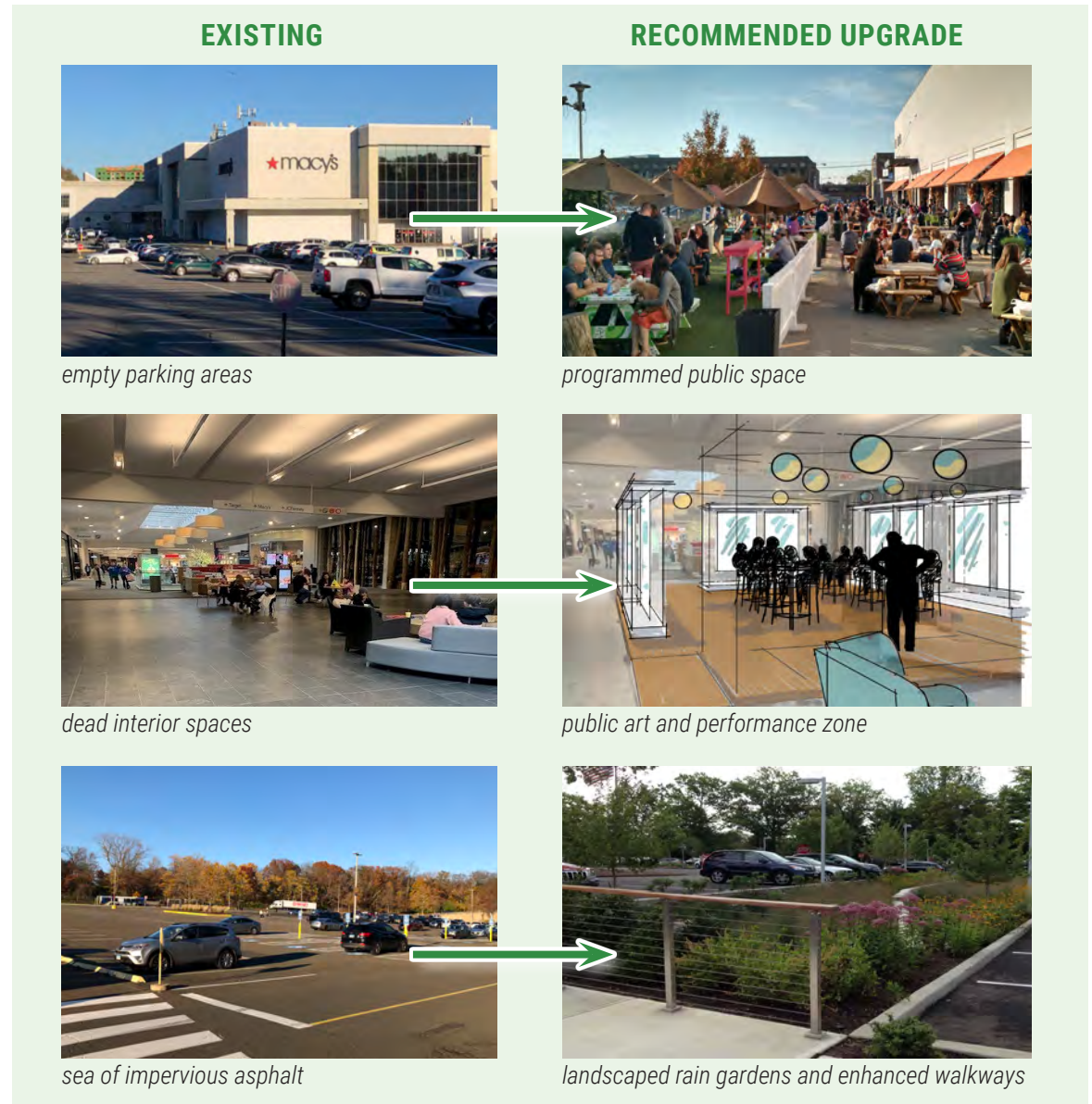
TRUMBULL MALL AREA, TODAY:		
Leasable Square Feet:	1,155,000	SF
Surface Parking:	2,435	SPACES
Structured Parking:	1,140	SPACES
Outdoor Amenity	300	SF

EARLY ACTIONS

Before substantial changes come to the study area, there are a number of near term, “easy” fixes that could address some community concerns about the perception of safety and upkeep. These include:

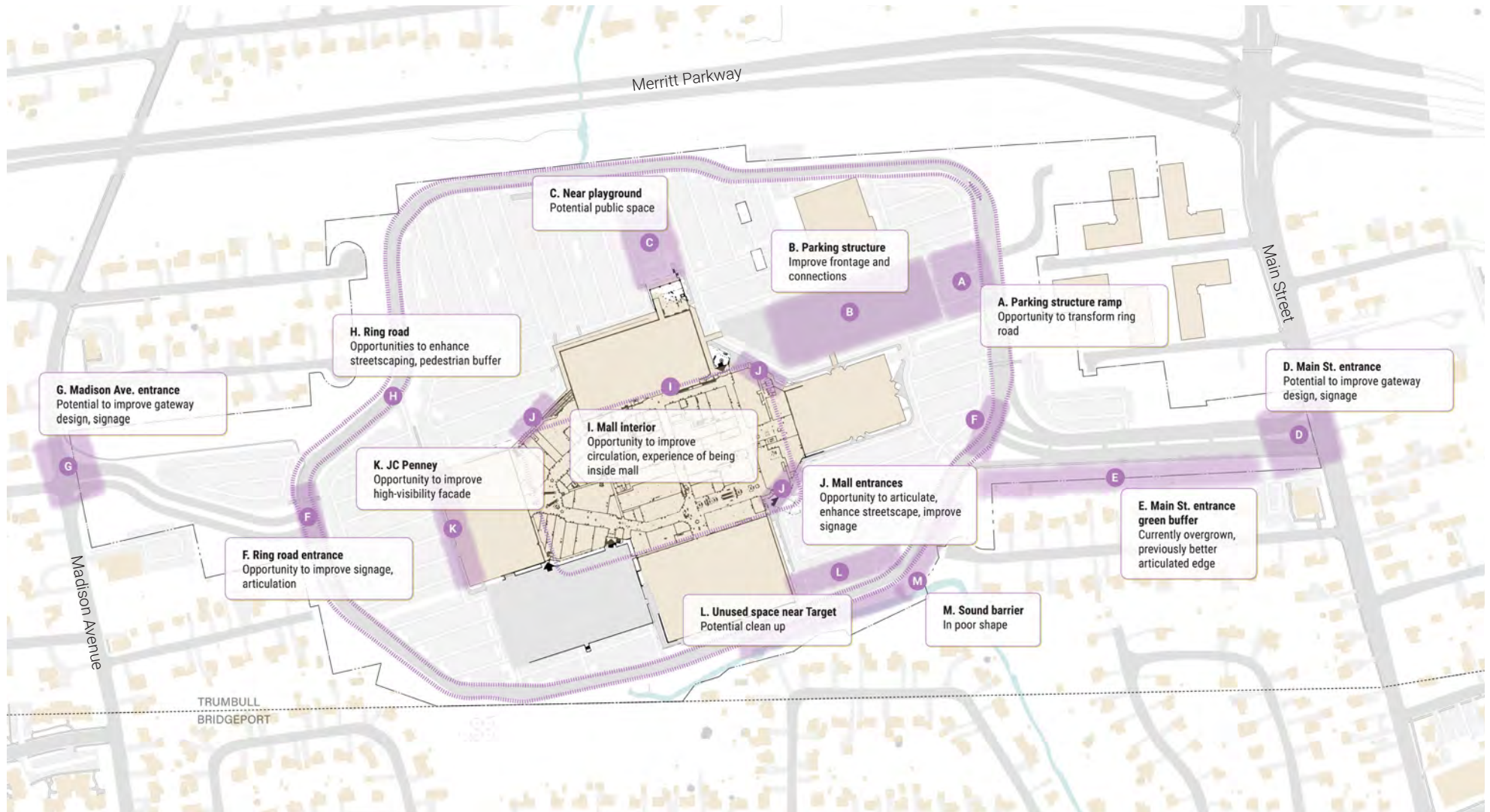
- Refresh entrances – planting, signage, remove unnecessary barriers,
- Paint facades where previous ghost signs remain (Westfield, Lord & Taylor),
- Improve outdoor spaces adjacent to restaurants and entrances to encourage outdoor dining,
- Program events and activities to attract people, and
- Repair asphalt, upgrade landscaping at parking areas to limit obstructions and beautify ring road.

Figure V-1 on the following page identifies a series of opportunities to improve the appearance of the study area in the near term. These ideas can help combat some of the negative perceptions of safety and upkeep at the mall and also signify the mall’s efforts to adapt to the 21st century shopper needs and wants.



A VISION FOR THE FUTURE

FIGURE V-1 | SEVERAL EARLY ACTION IDEAS/OPPORTUNITIES



X OPPORTUNITIES FOR IMPROVEMENT

INTERSECTION & ENTRY IMPROVEMENTS

The current mall entries from Main Street and Madison Avenue assume access by car. As the study area transforms from an isolated suburban shopping center into an integrated district for Trumbull and the region, better access to the site will be required. This provides the opportunity to both beautify and update the entry landscaping and signage as well as provide bicycle and pedestrian access to the district. Some recommendations for this include:

1. Beautify by adding landscaping and new lighting. Update existing signage, consider wayfinding like you would see in a neighborhood or downtown, rather than a suburban shopping center.
2. Reduce the width of the entrance road to feel more like a typical Town street. At 2-3 lanes, there is plenty of capacity to serve the mall safely and reclaim leftover land for public open space, stormwater management, pathways, or other amenities.
3. Main Street should be evaluated for new sidewalks, crossings, and even bikeways, in keeping with ConnDOT projects elsewhere in the state, extending from the Merritt Parkway to the Bridgeport line, not only supporting the vision for more businesses on Main Street, but also better connecting adjacent neighborhoods to the mall district.
4. Madison Avenue should also be improved with crosswalks and improved entry at the study area's western access.

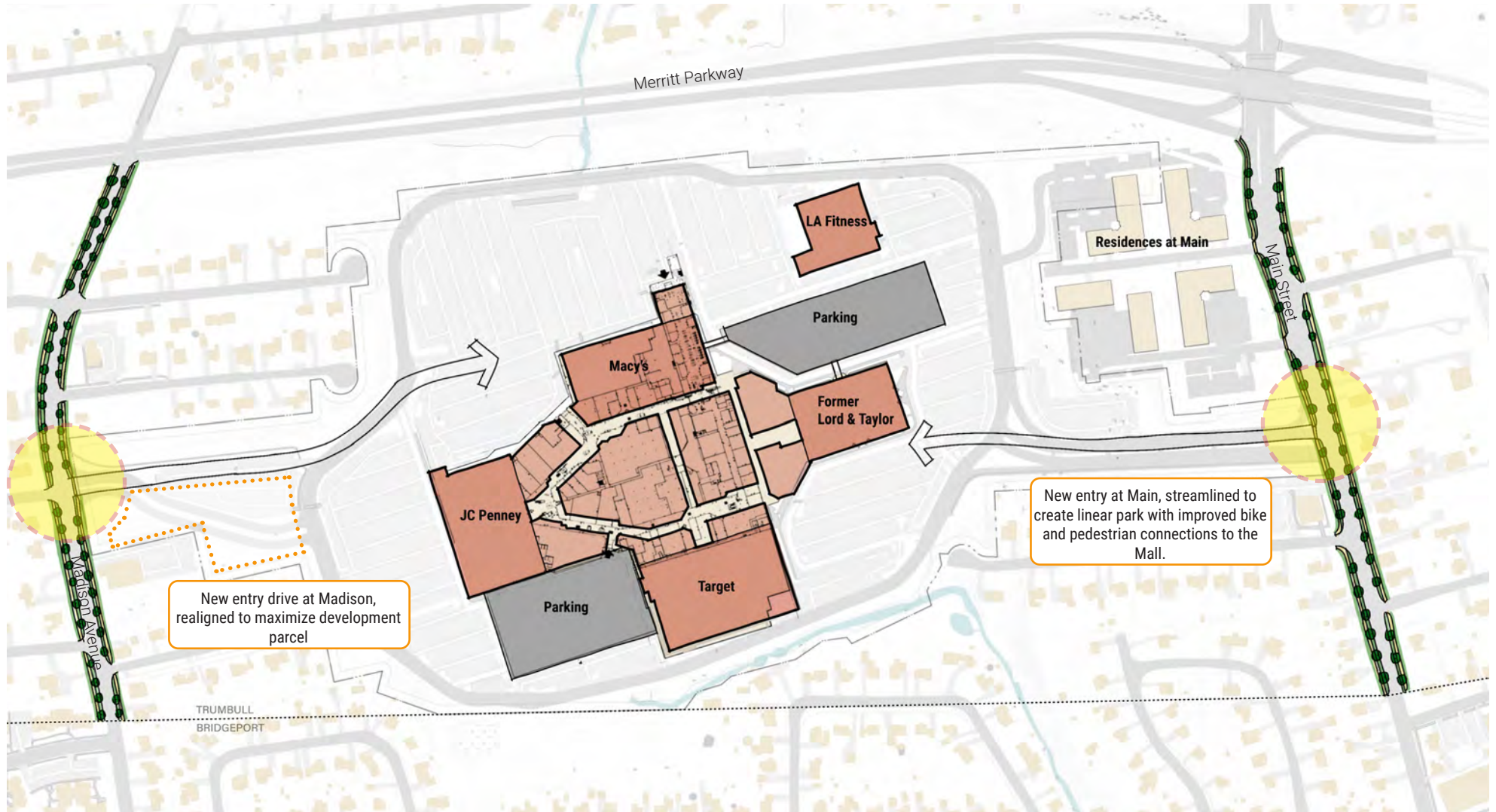
EXISTING INTERSECTION
AT MAIN



A POSSIBLE IMPROVED
INTERSECTION:



FIGURE V-2 | MAIN STREET AND MADISON AVENUE ENTRANCE AREAS



INCREMENTAL DEVELOPMENT

The Trumbull Mall remains a busy hub for convenient and accessible shopping and services. Any alterations to the property need to be carefully considered as new development comes to this district. The earliest phases should take advantage of underutilized parking areas - specifically at the northwest and far west parking locations where customers rarely park.

Drone footage at the peak of holiday shopping showed that several satellite lots remain empty, even when the mall is at its busiest. For this reason, incremental infill development of the site seems feasible, as the impacts to existing operations could be minimized.

The following pages illustrate how new uses and users can be added over time, in a coordinated and strategic way, to minimize negative impacts on the existing tenants while building more long-term resiliency for this critical Town income generator. At the end of the day, the 80 acres of mixed-use land could yield significantly more tax revenue, jobs, and amenities for the Trumbull community and region.



While this is not the only answer, it provides an example of how these underutilized sites could develop over time, creating an enhanced sense of place AND mutually supporting the mall's existing retail and commercial success. Development and the continued success for the mall are not mutually exclusive; in fact they are mutually sustaining.

DEVELOPMENT AREA #1

Examining first the potential of the parking area to the far northwest corner (Figure V-3 shows the existing plan of underutilized parking areas and Figure V-4 shows a proposed plan), infill development can buffer adjacent residences by lining the edge of the Mall property with new active adult housing. This housing can be shielded to the north with new planting and a trail system along the Merritt Parkway.

Additionally, this would be a great site for a new anchor use, such as a grocer, specialty food purveyor, or other anchor use that could revive and sustain retail shops around it. This could be located adjacent to a new Trumbull green that could be coordinated with improvements to the mall entrance façade (Figures V-5 and V-6 show "before" and "after" illustrations of the plaza space).

New convenience retail, compatible with the housing and anchor use, would enliven the new plaza. In turn, this would help revitalize the stores in the mall immediately adjacent to that entrance.



WHAT THE MARKET WANTS

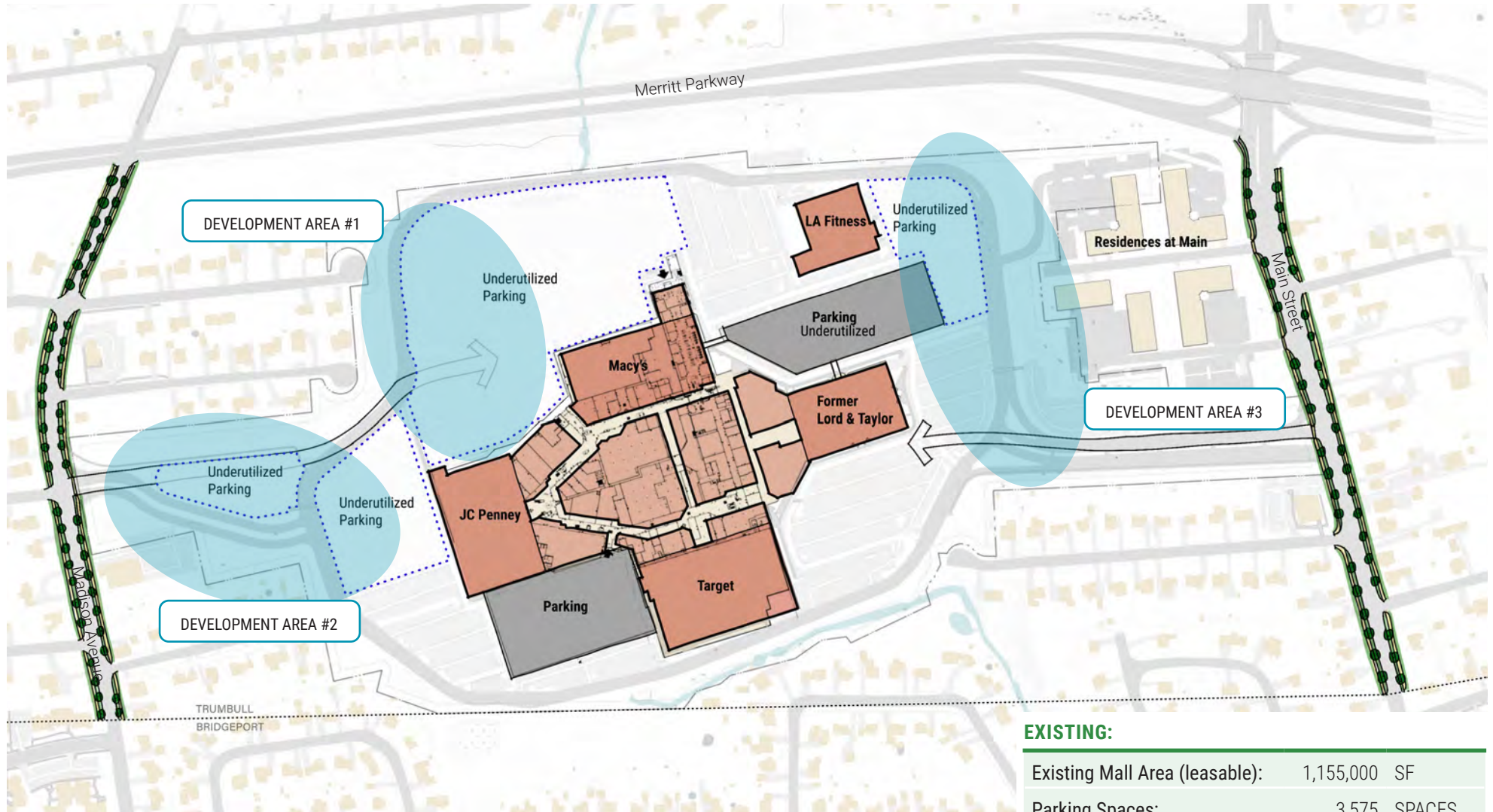
TOP DEMANDS FOR THE STUDY AREA TODAY INCLUDE:

- Senior housing (Up to 200 Units)
- Retail, Food & Beverage, Grocery and Supportive Convenience Retail (220,000 SF)
- Hotel (limited service) (75,000 SF)
- Medical office

POTENTIAL DEMAND IN THE FUTURE:

- Research and innovation

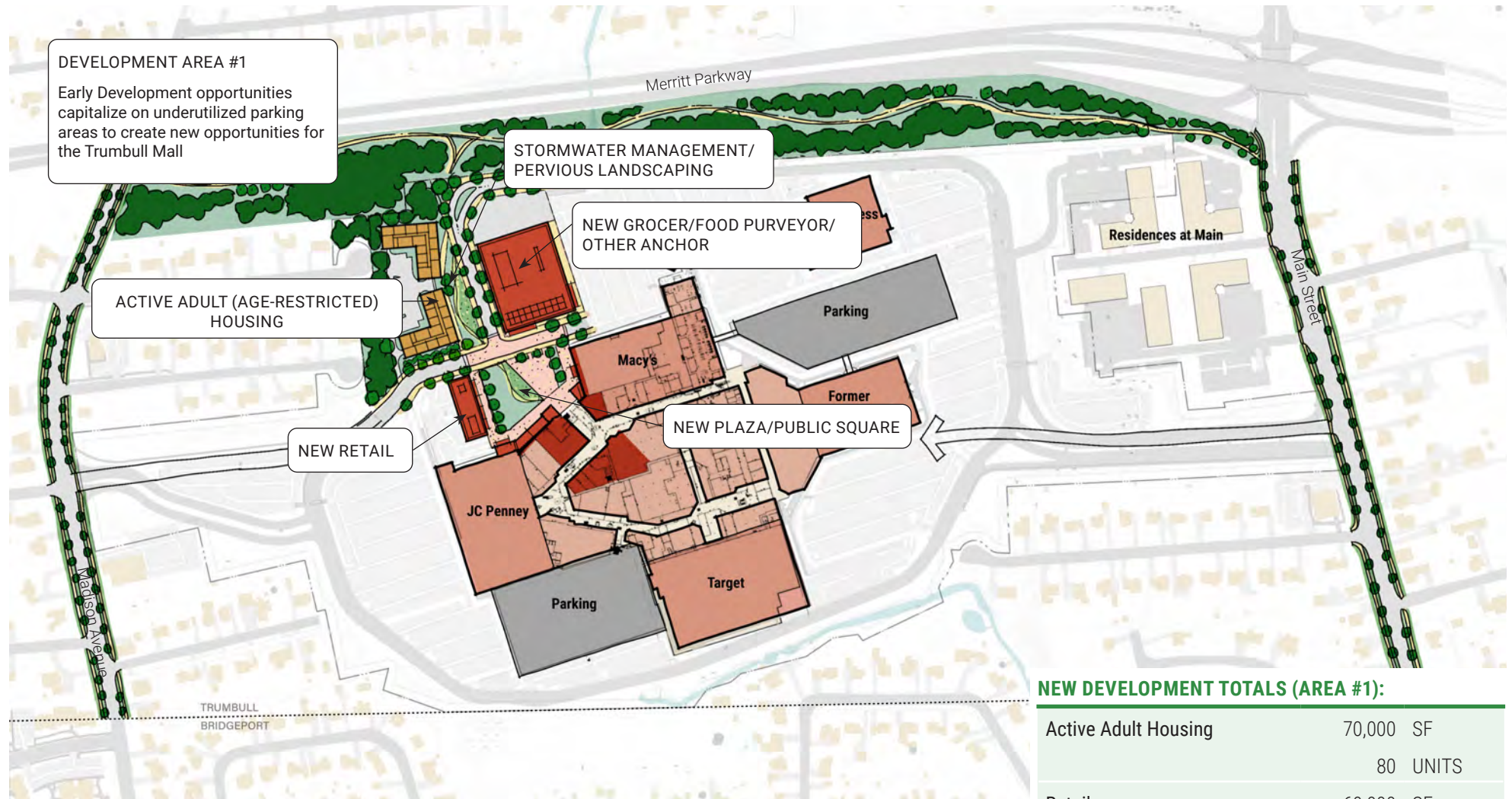
FIGURE V-3 | UNDERUTILIZED PARKING AREAS



EXISTING:

Existing Mall Area (leasable):	1,155,000	SF
Parking Spaces:	3,575	SPACES
Outdoor Amenity	300	SF

FIGURE V-4 | PLAN VIEW OF DEVELOPMENT AREA #1



LEGEND

- EXISTING COMMERCIAL/RETAIL
- RETAIL
- ACTIVE ADULT HOUSING
- OUTDOOR AMENITY/OPEN SPACE/PLAZA

NEW DEVELOPMENT TOTALS (AREA #1):

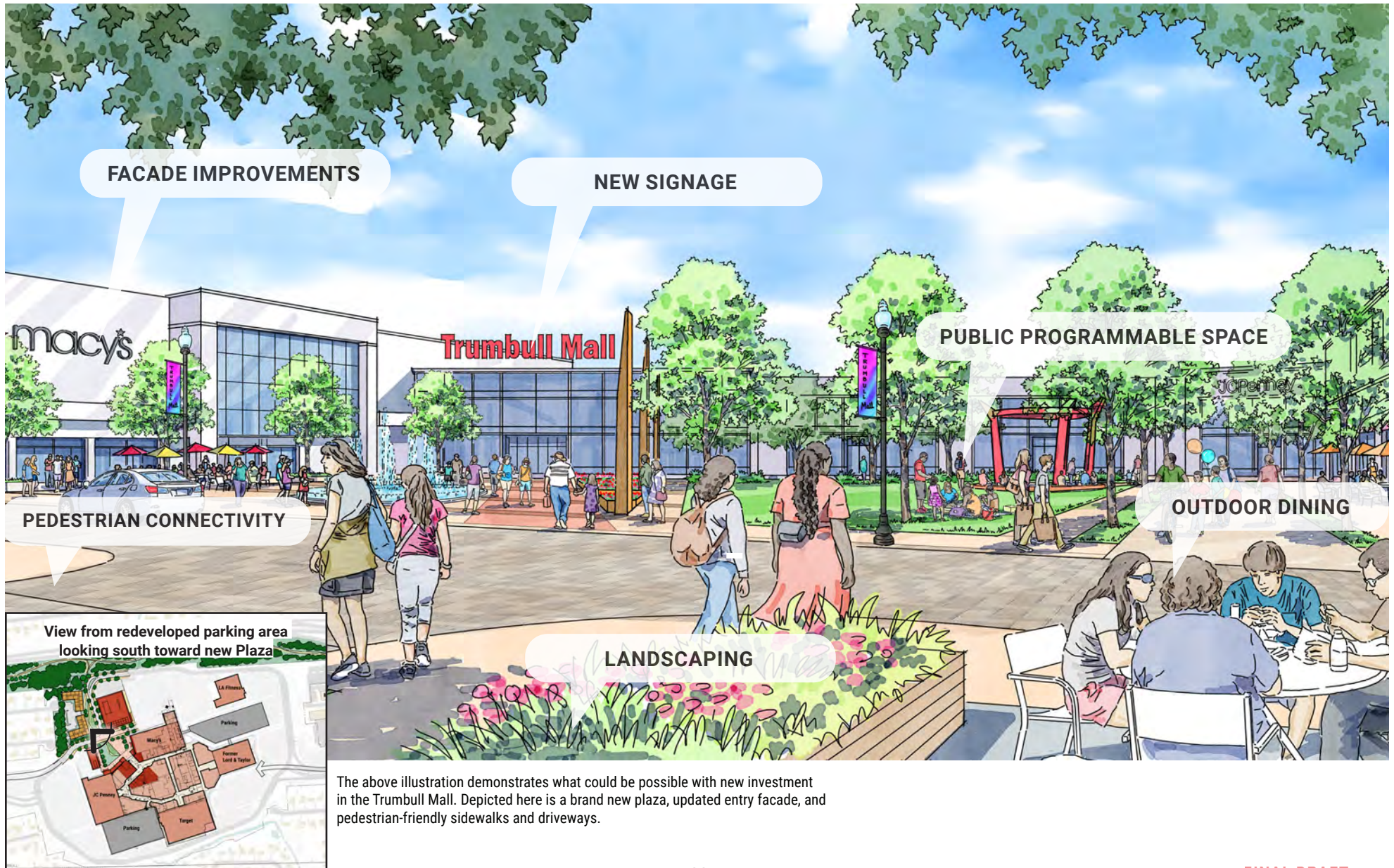
Active Adult Housing	70,000	SF
	80	UNITS
Retail	60,000	SF
Parking Spaces:	-270	SPACES
Outdoor Amenity	61,800	SF

FIGURE V-5 | "BEFORE" VIEW OF PARKING AREA NEAR MACY'S AND JC PENNEY



This page and the following show a "before" and "after" view of the northwest entrance to Trumbull Mall. Here, some of the deferred maintenance is evident.

FIGURE V-6 | "AFTER" VIEW OF **TRANSFORMED PLAZA NEAR MACY'S AND JC PENNEY AS RE-ENVISIONED**



The above illustration demonstrates what could be possible with new investment in the Trumbull Mall. Depicted here is a brand new plaza, updated entry facade, and pedestrian-friendly sidewalks and driveways.

DEVELOPMENT AREA #2

Expanding further west, the opportunity in a second area includes the redesign of the entrance off of Madison Avenue in order to maximize the developable land here. A boulevarded entry road could extend straight to the mall creating new active adult housing units to the south. These units could line the street and make the approach feel like part of the neighborhood.

The associated management building could also serve as an activity center for its residents, or provide an additional programmable area or meeting space facing Madison.

Whatever form this development parcel takes, it is important for the development to be compatible with the adjacent residences and office buildings. This new development could serve as a built buffer between the adjacent uses and the mall property.

DEVELOPMENT AREA #2

Realigning the Madison Avenue entrance consolidates underutilized parcels to maximize the efficiency of new Senior Housing and creates a neighborhood feel to the Mall approach. Landscaping, sidewalks and new signage will greatly enhance the western edge of the property.

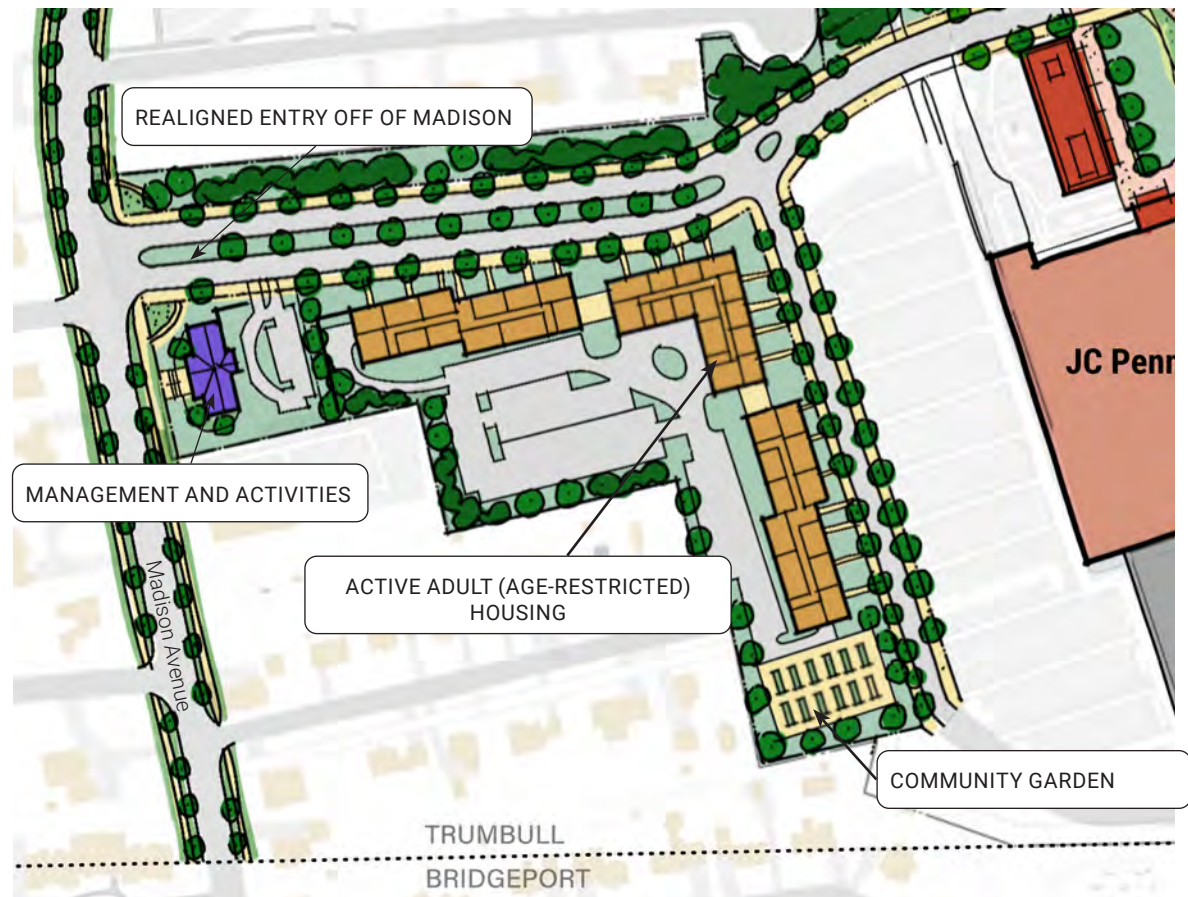


FIGURE V-7 | PLAN VIEW INCLUDING DEVELOPMENT AREAS #1 AND #2



FIGURE V-8 | "BEFORE" VIEW ALONG ACCESS ROAD OFF MADISON AVENUE

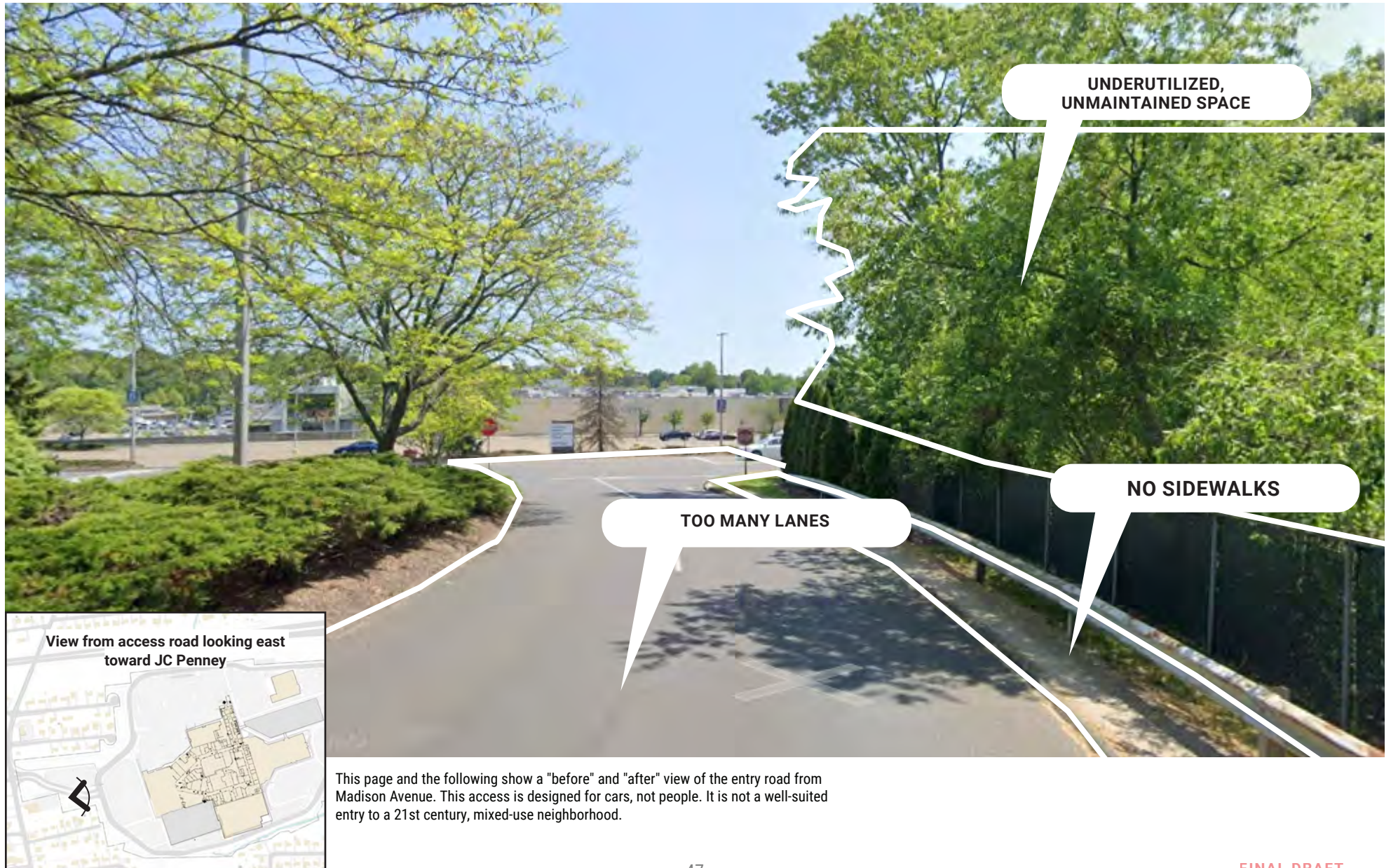


FIGURE V-9 | **EXISTING ACCESS ROAD RE-ENVISIONED AS A WALKABLE RESIDENTIAL STREET LEADING TO COMMERCIAL CENTER**



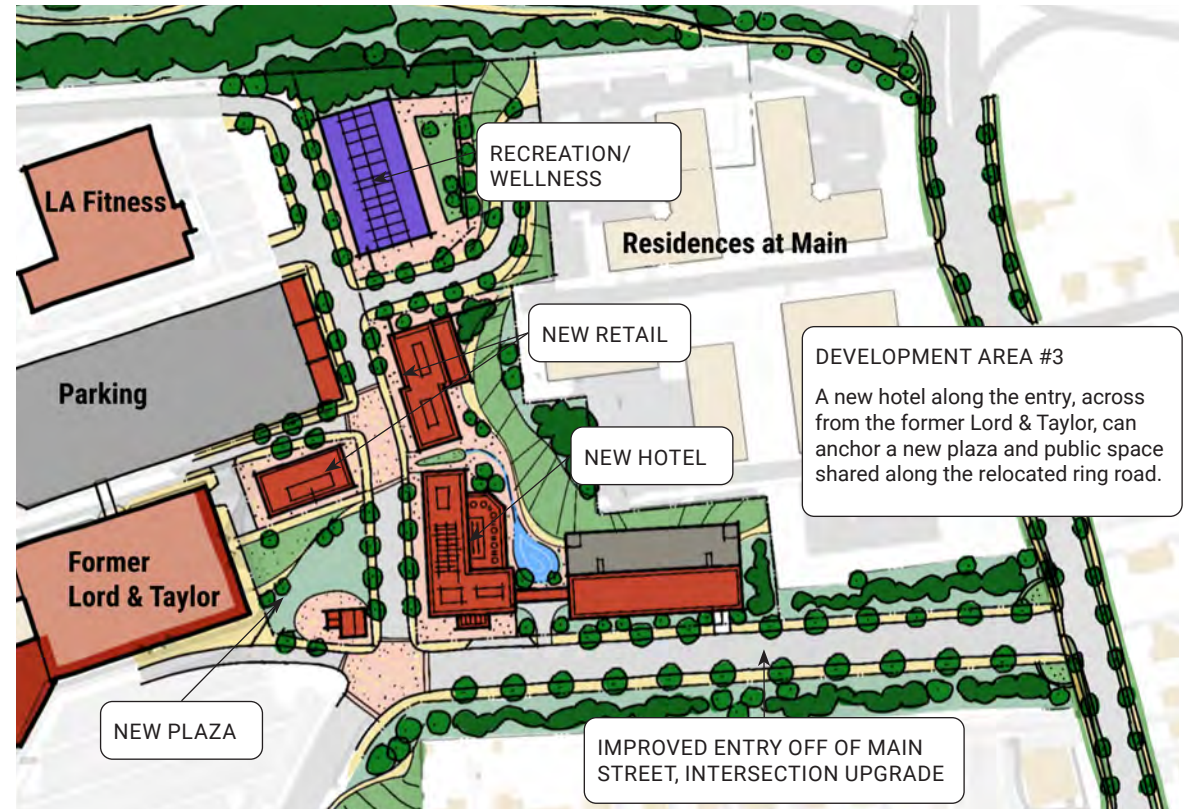
The above illustration demonstrates what could be possible with the construction of active adult housing. The entry road can be relocated and reconceived as a neighborhood street, contributing to the sense of community for this vibrant district.

DEVELOPMENT AREA #3

Looking toward the east side of the site, there is an opportunity to better connect the Mall with its Main Street entrance. In this location, a new hotel and plaza in front of the old Lord & Taylor building could support a new tenant and create an immediately welcoming space. This area could be programmable and engaging with new restaurants or shops around it.

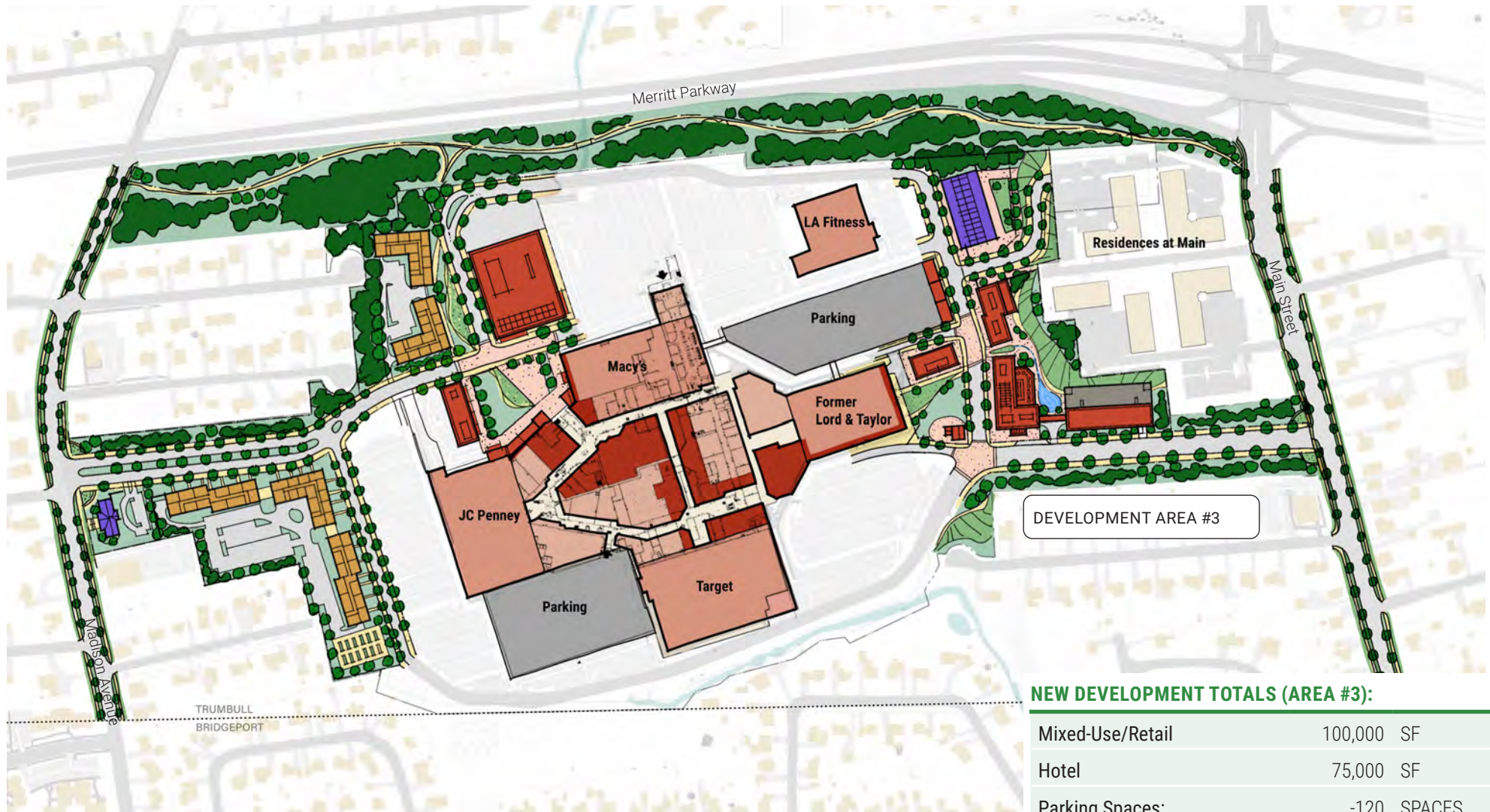
The former Lord & Taylor box is a highly visible vacancy that can have a dramatic effect on the perception of the Trumbull Mall. Filling this space not only stabilizes this end of the Mall, but also is an incredible opportunity to bring a tenant that can increase visitors and employment in the district. Some options that have been suggested include medical office/wellness, fine prepared foods, or recreation-as-retail (pickleball, indoor golf, etc.). There has been discussion about breaking the space into multiple tenants (likely by floor). Any of these options require discussion and collaboration with the building owner (Hudson Bay) and the Mall ownership, as well as the Target and LA Fitness concerns expressed in their lease agreements.

Finally, by building new mixed-use buildings along the perimeter road, any new tenants will feel included in this vision for the east end of the mall area. The environment will begin to feel less like a service road or a raceway, and more like a neighborhood street serving this new revitalized district.



A VISION FOR THE FUTURE

FIGURE V-10 | PLAN VIEW WITH DEVELOPMENT AREA #3 ADDED TO AREAS #1 AND #2



LEGEND

	EXISTING COMMERCIAL/RETAIL
	MIXED-USE/RETAIL/HOTEL
	ACTIVE ADULT HOUSING
	MGMT/RECREATION/WELLNESS (INCLUDED IN MIXED-USE CALCULATION)
	OUTDOOR AMENITY

NEW DEVELOPMENT TOTALS (AREA #3):

Mixed-Use/Retail	100,000	SF
Hotel	75,000	SF
Parking Spaces:	-120	SPACES
Outdoor Amenity	115,700	SF

LOOKING INTO THE FUTURE

Further into the future, new development is possible with the addition of structured parking to offset the loss of surface spaces. These development sites could accommodate innovation space and some offices. As more buildings are added, more street network will be built with sidewalks and on-street parking, and more open spaces to support new uses (See Figure V-12).

At full build out, there is capacity to double the amount of development that currently exists on the mall site. This envisions a fully-leased mall with shops and activities that draw all of Trumbull and beyond. Additionally, this imagines a future where the mall area feels like a vibrant in-town district, where people come with their families and spend an afternoon in one of the squares or plazas, where families can play, relax, and run errands, and where friends can meet for lunch or happy hour.

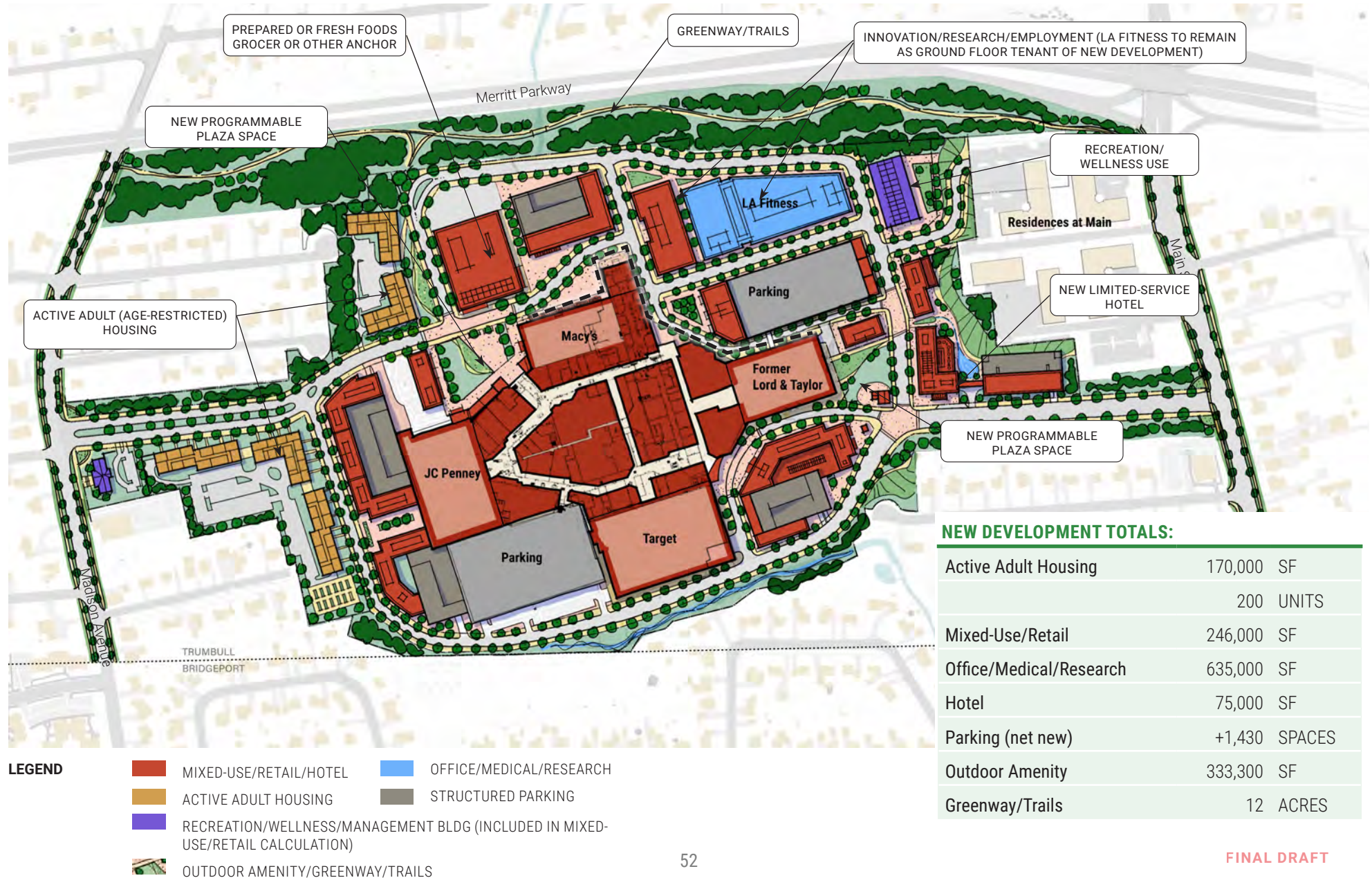
Streets are tree-lined with wide sidewalks and store entries. Neighbors will walk here for exercise and residents will grab their morning coffee before heading out to work.

TABLE V-11 | **NEW DEVELOPMENT TOTALS BY AREA (NOT INCLUDING LEASABLE AREA OF MALL)**

Use Type	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Total
Active Adult Housing (SF)	70,000	100,000	-	-	-		170,000
(UNITS)	80	120	-	-	-		200
Mixed-Use/Retail (SF)	60,000	6,000	100,000	-	-	80,000	246,000
Office/Medical/Research (SF)	-	-	-	475,000	160,000	-	635,000
Hotel (SF)	-	-	75,000	-	-	-	75,000
Total Development (SF)	130,000	106,000	175,000	475,000	160,000	80,000	1,126,000
Parking (SPACES, NET)	-270	-55	-120	+1375	+250	+250	+1430
Outdoor Amenity (SF)	61,800	34,500	115,700	19,100	42,800	59,400	333,300
Greenway/Trails (ACRES)		12					12

A VISION FOR THE FUTURE

FIGURE V-12 | PLAN VIEW OF DEVELOPMENT SCENARIO AT FULL BUILD



REGULATING PLANS

The Regulating Plans on the following pages help define how different components of the study area should be developed in order to be compatible with the vision outlined in this feasibility study. They identify how new development may be accessed, where publicly accessible open space should occur, and inform the criteria and land uses that will be evaluated for compliance.

Access/Development outlines areas of the site that are critical to the circulation and access network. These are areas that would or could ultimately become public rights-of-way. Private development parcels are also identified as sites likely to be developed and therefore subject to the Town site plan, permitting, and zoning review processes.

Open Space and **Stormwater Infrastructure** both illustrate where landscaped and plaza spaces should be developed as part of this plan's vision.

The **Land Use** plan informs where Commercial and Residential uses should be located on the site. These areas are further defined by the zoning parameters for the district and are addressed in the implementation section of this report.

These Regulating Plans are meant to help direct future development and support the Town's interpretation of plan compliance in the study area, allowing the vision for a true mixed-use district to emerge.



FIGURE V-13 | **SITE ACCESS AND DEVELOPMENT SITES**

**REGULATING PLAN: ACCESS/
DEVELOPMENT**

"Private development areas" identify the areas of the site that are likely to develop and therefore will be subject to the town site plan, permitting, and zoning reviews. "Public access drive" represent the areas of the site that are critical to the circulation and access network. These are areas that would or could ultimately become public rights-of-way. And "Open Space" indicates areas that should be utilized for outdoor amenity spaces throughout the district (further illustrated/expanded in Figure V-14)



LEGEND

- PRIVATE DEVELOPMENT AREAS
- PUBLIC ACCESS DRIVE
- OPEN SPACE

FIGURE V-14 | **OPEN SPACE**

REGULATING PLAN: OPEN SPACE

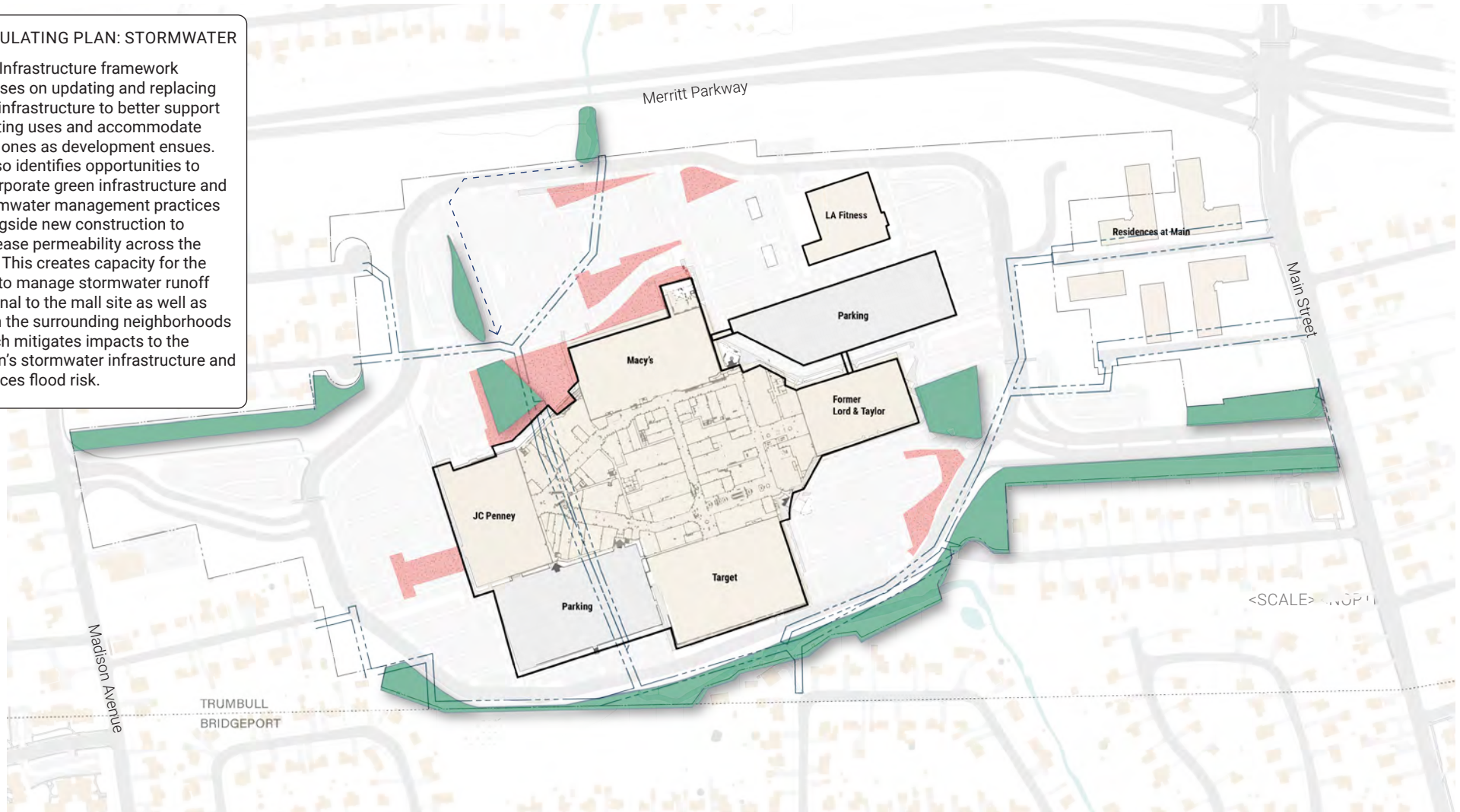
The Open Space framework includes mobility and public space and the relationship between them. It focuses on improving multi-modal access and expanding paths and trails to promote better circulation throughout the area and connectivity to the surrounding neighborhoods. It also creates new parks and public spaces for the community that will also reactivate the mall and provide key programmable spaces throughout the district. As infill development transforms the district, this plan will guide the location of stormwater management, required planting/landscaping, and trail infrastructure.



FIGURE V-15 | **STORMWATER FRAMEWORK**

REGULATING PLAN: STORMWATER

The Infrastructure framework focuses on updating and replacing site infrastructure to better support existing uses and accommodate new ones as development ensues. It also identifies opportunities to incorporate green infrastructure and stormwater management practices alongside new construction to increase permeability across the site. This creates capacity for the site to manage stormwater runoff internal to the mall site as well as from the surrounding neighborhoods which mitigates impacts to the Town's stormwater infrastructure and reduces flood risk.



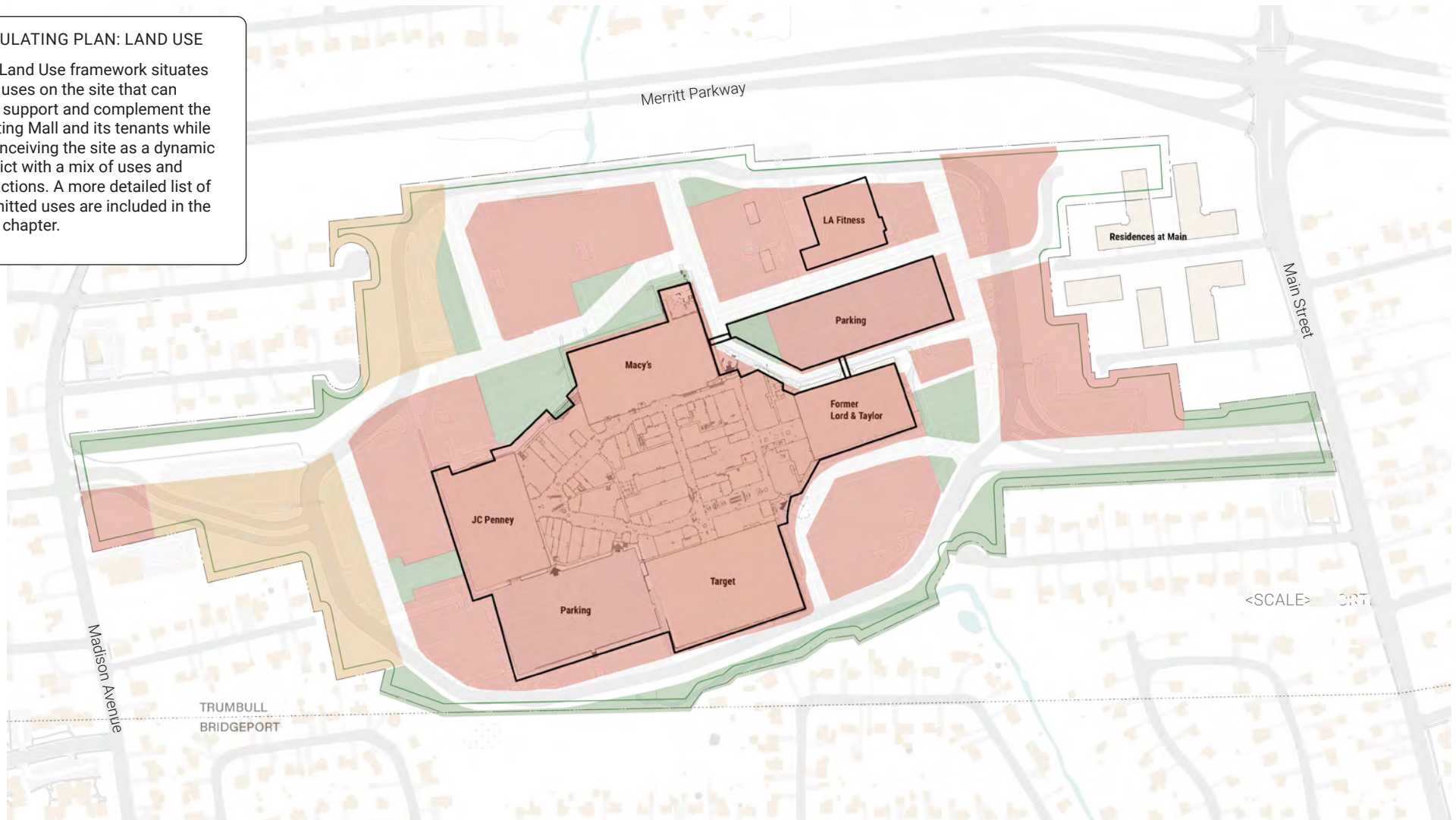
LEGEND

- PERMEABLE HARDSCAPE
- PERMEABLE LANDSCAPE
- STORMWATER SYSTEM (Proposed Realignment of Horse Tavern Brook Indicated w/ Dashed line/Arrow)

FIGURE V-16 | **LAND USE PLAN**

REGULATING PLAN: LAND USE

The Land Use framework situates new uses on the site that can best support and complement the existing Mall and its tenants while reconceiving the site as a dynamic district with a mix of uses and attractions. A more detailed list of permitted uses are included in the next chapter.



LEGEND

- MIXED-USE
- ACTIVE ADULT HOUSING
- OPEN SPACE

VI.

IMPLEMENTATION & ECONOMIC IMPACT

This Plan establishes a blueprint for revitalizing the Mall Area that is endorsed by both the community and the Town -- creating essential guidance for public investment and clarity for private investment going forward.

IMPLEMENTATION



MAKING THE VISION A REALITY

To help position the entire study area to attract investment that unlocks the full promise of the community's new vision, it is important to understand where and how the Town can support and prepare for new development in this district.

The Town can play a crucial role in facilitating implementation by leveraging its access to funding programs, investing/financing infrastructure, and providing a clear path through zoning/permitting. In order to make decisions, the Town needs to understand the fiscal impacts of this type of development. For example, there are necessary improvements and investment in the site's public realm and infrastructure, but, the additional development increases the Town's tax base. By how much? And over how much time?

The Town controls the zoning designations for this district and can protect property values by setting an expectation for quality and compatibility. Meanwhile, the Town can work to preserve necessary protections against undesirable development, while removing barriers to the kind of investment that realizes the mall's new vision as outlined in this study. But, which controls will have the most impact?

The following pages look at these levers and how they set the stage for future private investment and further catalyze development over time in partnership with area property owners and tenants. The elements explored in the section include:

- A. Economic Impact Analysis
- B. Catalyzing Infrastructure Projects
- C. Zoning Updates/Changes

This plan creates a blueprint for new development on the site that both the town and community support, creating a level of certainty for potential developers and investors on what is possible.

ECONOMIC IMPACTS

The study area's transformation will positively impact the Town of Trumbull's fiscal health and economic development. Investment in the mall area will provide the community with a robust mix of land uses, including additional office, research, retail space, and active adult housing. The new development will increase property tax revenues and provide new job opportunities. The Impact Analysis demonstrates that the economic development benefits justify investments to support private development.

APPROACH

The mall area's transformation will likely occur in phases. For each phase, the Town will work with the Mall ownership to support private development. To effectively implement a transformation of the scale outlined in this report, there will need to be investment in road and sewer improvements to create the development-ready parcels, which will require partnerships and funding from various sources. This analysis identifies anticipated costs and estimates the expected impact that they will have on the Town's revenue.

For each development area (see Figures VI-1 & VI-3, and Table VI-4 on the following pages), Stantec estimated the Town's infrastructure cost on an order-of-magnitude basis, and the infrastructure costs to implement this plan are just under \$20 million over several years.

The investment is then compared to the fiscal and economic returns generated by development. Fiscal benefits include one-time revenues from permitting and annual property tax revenue. Market and assessed values by land use were estimated based on comparable projects in or near the Town of Trumbull. Economic impacts include new investment and the new jobs generated by the construction and operation of the new land use. National multipliers were applied to estimate additional indirect and induced jobs.

INFRASTRUCTURE PROJECTS

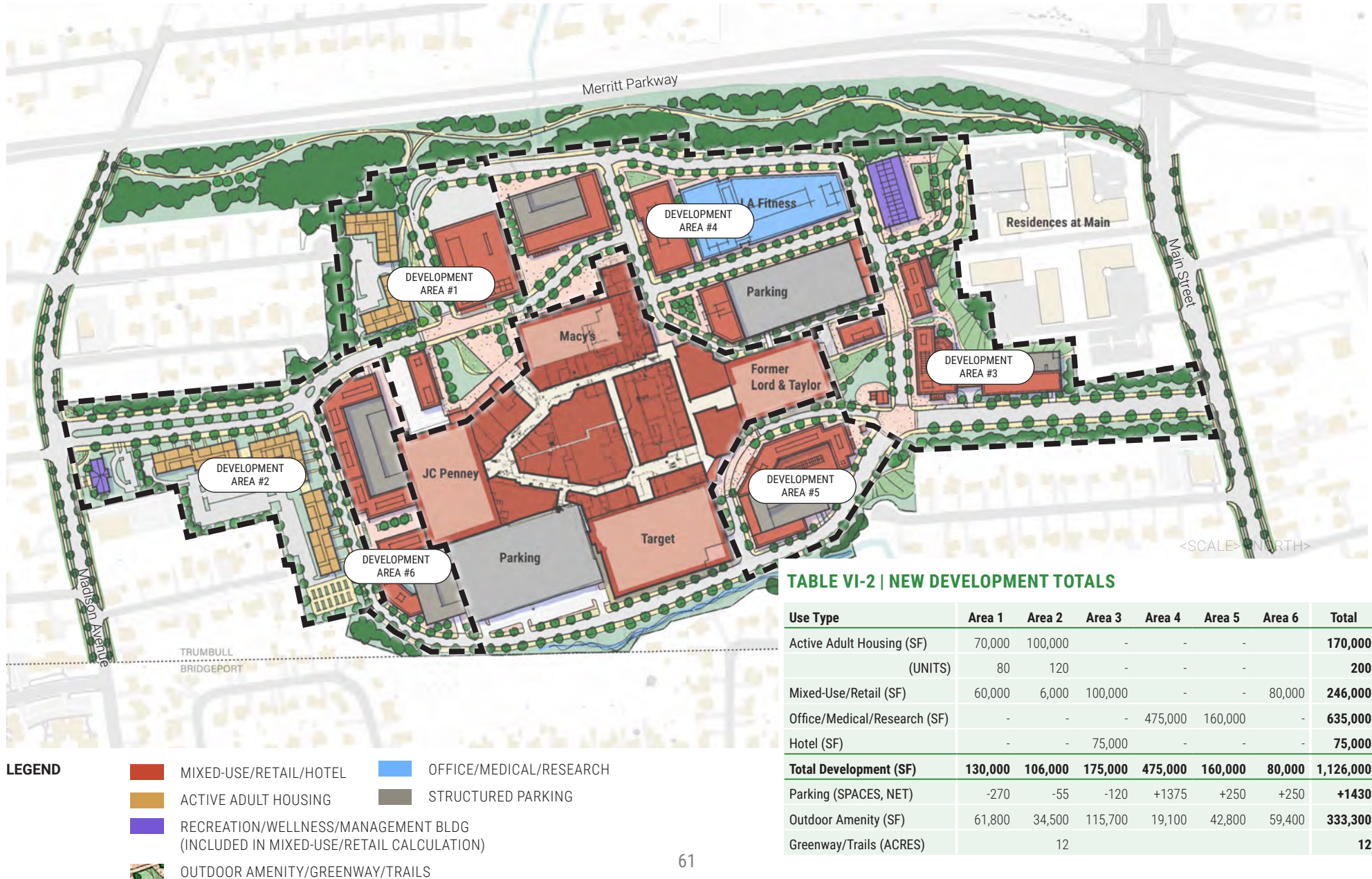
The Trumbull Mall remains in private ownership and, ultimately, they will decide when and how projects are realized. However, this vision will only be achieved with close coordination between the private development world and the Town of Trumbull.

There are a number of projects that have been identified through this process that hold key levers to unlocking the potential of the site. Additionally, the Town may have access to grant funding, state funding, and other financing tools that can help execute larger infrastructure investments that benefit the whole town, not just the Mall area, owners, or tenants.

The map (Figure VI-3) illustrates where key infrastructure projects are located and the areas in which they would be most beneficial. Estimated infrastructure costs by development area are indicated in Table VI-4.

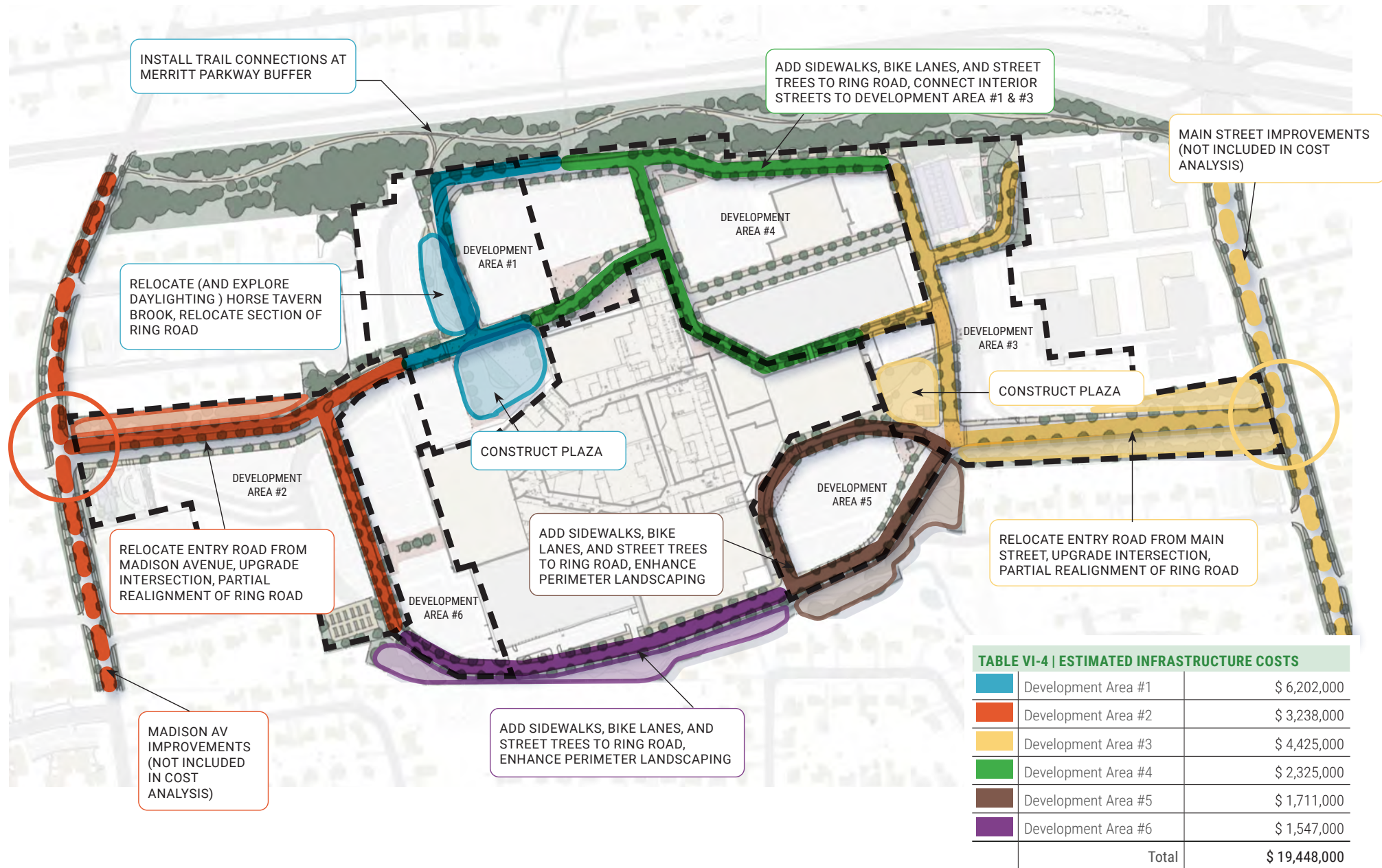
IMPLEMENTATION & ECONOMIC IMPACT

FIGURE VI-1 | DEVELOPMENT AREAS AND TOTALS



IMPLEMENTATION & ECONOMIC IMPACT

FIGURE VI-3 | INFRASTRUCTURE PROJECTS BY DEVELOPMENT AREA



IMPLEMENTATION & ECONOMIC IMPACT

FINDINGS

Appendix II details Impact Analysis assumptions on an area-by-area basis (the Impact Analysis refers to "phases" that coincide with a Development Area by the same number). This study envisions approximately 1.25 million square feet of new productive land use.

The nearly **\$20 million investment in the infrastructure** will leverage approximately **\$412 million in new investment**. At build-out, the Town will receive **\$10.1 million in new property tax revenue**, and the study area development will generate over **2,000 direct permanent jobs**.

TABLE VI-5 | IMPACTS OF INVESTMENT/DEVELOPMENT BY EACH AREA

ECONOMIC IMPACTS: ALL DEVELOPMENT AREAS							TRUMBULL MALL AREA STUDY			
	PROGRAM		INFRASTRUCTURE COSTS	VALUE	PUBLIC SECTOR		CONSTRUCTION JOBS		PERMANENT JOBS	
					1-TIME FEES	ANN. PROPERTY TAX REVENUE	DIRECT	DIRECT, INDIRECT, INDUCED	DIRECT	DIRECT, INDIRECT, INDUCED
Dev. Area #1 Total	250,100 SF**	80 DUs*	\$ 6,202,000	\$ 37,408,000	\$ 1,174,100	\$ 825,000	209	681	133	311
Dev. Area #2 Total	106,000 SF	120 DUs	\$3,238,000	\$ 19,488,000	\$ 952,000	\$ 483,000	123	400	5	27
Areas 1 & 2 Total	356,100 SF	200 DUs	\$ 9,440,000	\$ 56,896,000	\$ 2,126,100	\$ 1,308,800	331	1,080	138	338
Dev. Area #3 Total	175,000 SF	0 DUs	\$4,425,000	\$ 29,781,000	\$ 1,175,800	\$ 741,500	256	836	337	1,207
Areas 1, 2 & 3 Total	531,100 SF	200 DUs	\$ 13,865,000	\$ 86,677,000	\$ 3,301,900	\$2,050,300	588	1,916	474	1,545
Dev. Area #4 Total	475,000 SF	0 DUs	\$2,325,000	\$ 211,629,000	\$ 3,672,100	\$5,247,000	754	2,458	1,002	3,835
Areas 1, 2, 3 & 4 Total	1,006,100 SF	200 DUs	\$ 16,190,000	\$ 298,306,000	\$ 6,974,000	\$7,297,300	1,341	4,374	1,476	5,380
Dev. Area #5 Total	160,000 SF	0 DUs	\$1,711,000	\$ 96,000,000	\$ 1,546,000	\$2,380,000	321	1,048	320	1,659
Areas 1, 2, 3, 4 & 5 Total	1,166,100 SF	200 DUs	\$ 17,901,000	\$ 394,306,000	\$ 8,520,000	\$9,677,300	1,663	5,422	1,796	7,039
Dev. Area #6 Total	80,000 SF	0 DUs	\$1,547,000	\$ 17,980,000	\$ 447,700	\$446,000	97	317	215	1,016
Areas 1, 2, 3, 4, 5 & 6 Total	1,246,100 SF	200 DUs	\$ 19,448,000	\$ 412,286,000	\$ 8,967,700	\$10,123,300	1,760	5,739	2,011	8,055

* Dev. Area #1 totals include the reuse of the former Lord & Taylor box.

SF is square feet in area

* DUs are dwelling units

Note: Infrastructure costs may be a public or a private cost depending on the project and the market.

ZONING UPDATES

Regulations and zoning influence what uses can be accommodated on a site as well as what form they are able to take. Under current zoning, the mall area is zoned as a Mixed-Use Design District (MDD) with the adjacent Main Street corridor zoned as a Professional Office Overlay Zone (POOZ). Regulatory updates were passed in 2018 to create more flexibility and a greater diversity of uses for this area, including 260 units of market-rate, rental housing that were just recently completed. These units not only provide much-needed housing diversity, but also have kick-started the transformation of this area.

While these updates have been successful to some degree, there are further changes the Town of Trumbull can implement to encourage additional investment and enable the vision outlined in this study. The full memo on these recommended zoning changes is included in the appendix.

MIXED-USE DESIGN DISTRICT - MDD

The key changes to the zoning in the MDD are items that will help encourage the kind of mixed-use, walkable district that this study has described. In order to transition from a previously suburban mall to a more active district, the recommendations focus on adjustments to zoning that will:

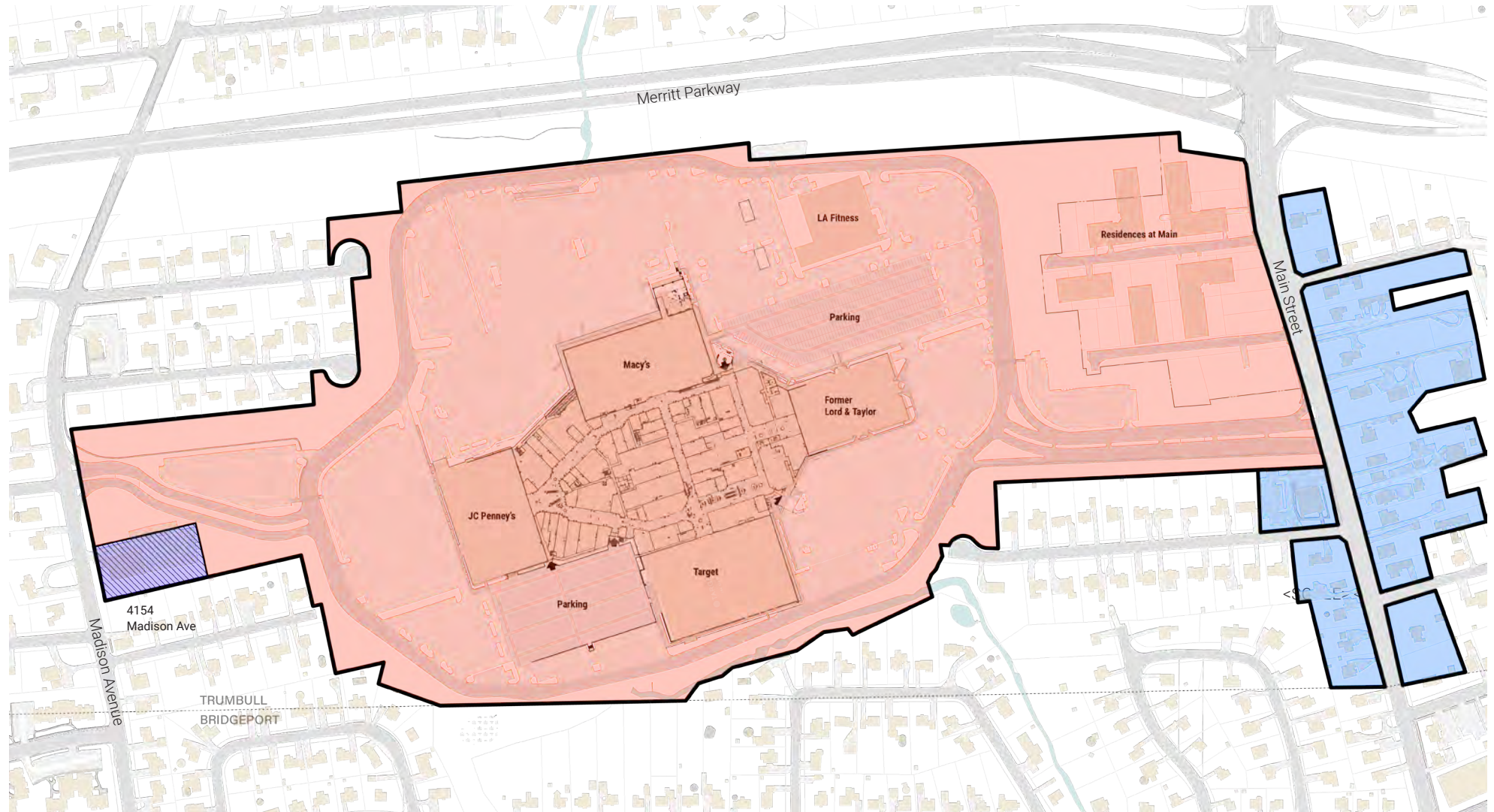
1. Encourage investment in the “public” realm,
2. Permit uses that promote a lively environment, and
3. Create a clear path to approval for projects that comply with this master plan.

TABLE VI-6 | **MDD PROPOSED ZONING AMENDMENTS**

Zoning Topic	Existing Provision	Proposed Provision
Minimum Lot Size	80 contiguous acres for MDD zone; 7 acre minimum for any parcel within MDD	80 contiguous acres for MDD zone; 2 acre minimum for any parcel within MDD
Building Coverage	< = 50% of total site	NO CHANGE
Building Height	Maximum height of 65 feet	NO CHANGE
Impervious Cover	Maximum coverage of 85%	NO CHANGE, however, this study proposes more flexibility in the landscape guidelines to promote the investment in publicly accessible open spaces
Buffers	Minimum 25 feet landscaped buffer on property line abutting single family housing and public roads or highways	NO CHANGE
Parking	No on-street parking permitted On-site parking requires 1 tree for every 20 off-street parking spaces not located within a parking structure; Multi-family residential unit parking ratio is 1.9 spaces/unit	On-“street” parking encouraged on private drives ; On-site parking requires 1 tree or financial equivalent for every 20 off-street parking spaces not located within a parking structure; Multi-family residential unit parking ratio is 1.5 spaces/unit
Master Plan Requirement	Required when increasing SF greater than 5% of existing gross floor area (GFA) or when creating a separate parcel within the zone	This document, once approved and adopted, will serve as the prevailing Master Plan for the MDD district

IMPLEMENTATION & ECONOMIC IMPACT

FIGURE VI-7 | **EXISTING ZONING MAP (to remain unchanged)**



LEGEND

- MIXED-USE DESIGN DISTRICT (MDD)
- PROFESSIONAL OFFICE OVERLAY ZONE (POOZ)
- BUSINESS COMMERCIAL (BC) - Note: 4154 Madison Avenue is a pre-existing non-conforming lot zoned for BC. The Town intends for future development on this site to comply with regulations for the MDD zone at which point this lot would be rezoned for MDD.

IMPLEMENTATION & ECONOMIC IMPACT

TABLE VI-8 | **PROPOSED CHANGES TO MDD PERMITTED USES**

In addition to the zoning changes listed above, the success of development on the Trumbull Mall site is greatly dependent upon attracting the right kinds of uses - ones that beneficially support the Mall and the surrounding community in the pursuit of convenience, entertainment, recreation and socialization.

The chart at the right identifies the uses that are currently allowed in the MDD zone, and the proposed changes this study recommends. It should be noted that there were some uses that emerged as highly undesirable throughout the community process. Housing that wasn't senior housing was an issue for the community because of the perceived drain on Town resources and impact on schools. Also, while there is a seemingly unending market for Self Storage, this use would not be appropriate in this location because it does not help activate the district.

Permitted by Right: Uses permitted by right are pre-approved as compliant with Trumbull's zoning regulations and can go directly through the building permit process.

Permitted by Special Permit: Uses permitted by Special Permit require additional review and approval by the Planning and Zoning Commission before proceeding to the building permit process.

	CURRENT	PROPOSED
PERMITTED BY RIGHT	<ul style="list-style-type: none"> • Retail business or service business or professional office • Bank and financial service • Restaurants, including outdoor dining • Personal service establishments 	<ul style="list-style-type: none"> • Retail business or service business or professional office • Bank and financial service • Restaurants, including outdoor dining • Personal service establishments • Movie or live theater • Indoor recreation + amusement • Art galleries and museums • Adult daycare • Brewpub restaurants
	CURRENT	PROPOSED
PERMITTED BY SPECIAL PERMIT	<ul style="list-style-type: none"> • Movie or live theater • Indoor recreation + amusement • Hotels + conference centers • Multi-family residential developments • Schools (private, occupational, educational facilities) • Gas stations with no vehicle repair • New automobile showrooms • Art galleries and museums • Daycare centers • Brewpub restaurants • Regional medical centers, ambulatory surgery centers, hospitals, long or short-term medical care facilities 	<ul style="list-style-type: none"> • Hotels + conference centers • Age-restricted Housing (55+) • Schools (private, occupational, educational facilities) • New automobile showrooms • Daycare Centers • Regional medical centers, surgery centers, hospitals, long- or short-term medical care facilities

PROFESSIONAL OFFICE OVERLAY ZONE - POOZ

The proposed changes to this district are minimal and intended to help spur redevelopment of vacant or underutilized properties along Main Street so that they are compatible and supportive of the district vision for the Mall area. The initial POOZ restrictions have proven too limiting to support the vision for redevelopment in this specific area because of the existing lot sizes. As a result, the changes listed in Table VI-9 are intended to ease constraints while also protecting neighbors and complementing the uses/tenants on the Mall site.

Key recommendations include allowing more lot consolidation, reducing the complexity and amount of existing parking requirements, and allowing greater lot coverage. These changes should make it easier for professionals to convert existing buildings and bring their compatible businesses to this area.

TABLE VI-9 | **POOZ PROPOSED ZONING AMENDMENTS**

Zoning Topic	Existing Provision	Proposed Provision
Lot Consolidation	Consolidation of 2 preexisting lots is permissible provided they have both been previously included in the POOZ	Remove two lot consolidation limit, but maintain the requirement to have been previously in the POOZ
Building Coverage	< = 25% of total site	Increase maximum coverage to 50%
Parking	Minimum of 4 off-street parking spaces for each permitted use 1 parking space per 200 SF of GFA for professional uses Any parking space above 1/200 SF must use permeable pavement Parking lots should be able to connect, unobstructed, to existing or future parking lots on adjacent parcels	A minimum of 4 off-street parking spaces shall be provided

TABLE VI-10 | **CHANGES TO POOZ PERMITTED USES**

PROFESSIONAL OFFICE OVERLAY ZONE (POOZ) USES			
PERMITTED BY RIGHT	<ul style="list-style-type: none"> Funeral Homes Attorneys at Law Accountants Architects Engineers + Surveyors 	<ul style="list-style-type: none"> Medical Professional Services Registered Dietitians Psychologists Family Therapists Social Workers 	<ul style="list-style-type: none"> Nurse Clinicians Insurance Agents Other professional offices

CONCLUSION



The Town of Trumbull and its community stakeholders have worked tirelessly throughout the course of this study to envision a future for the mall area that not only addresses the concerns that they have about the area today, but also to imagine the full potential of this vital center of Town living to grow and become a 21st-century, mixed-use district.

The effort to implement this vision will not be without its challenges. There are complicated ownership and leasing arrangements, state-owned infrastructure, and existing businesses that need to be supported and protected. But, change doesn't need to happen over night. Each successive development opportunity will grow the diversity of uses and broaden the range of people served by this area. The transformation will happen over time and in response to a constantly evolving market.

The tools for managing this change and ensuring that important regulations are in place have been outlined in this report and will help inform Town policy. The economic analysis identifies the tremendous opportunity for the Town in attracting this kind of investment - the revenue to help alleviate the increasing costs of maintaining infrastructure and services while contributing to the quality of life for the community at large.

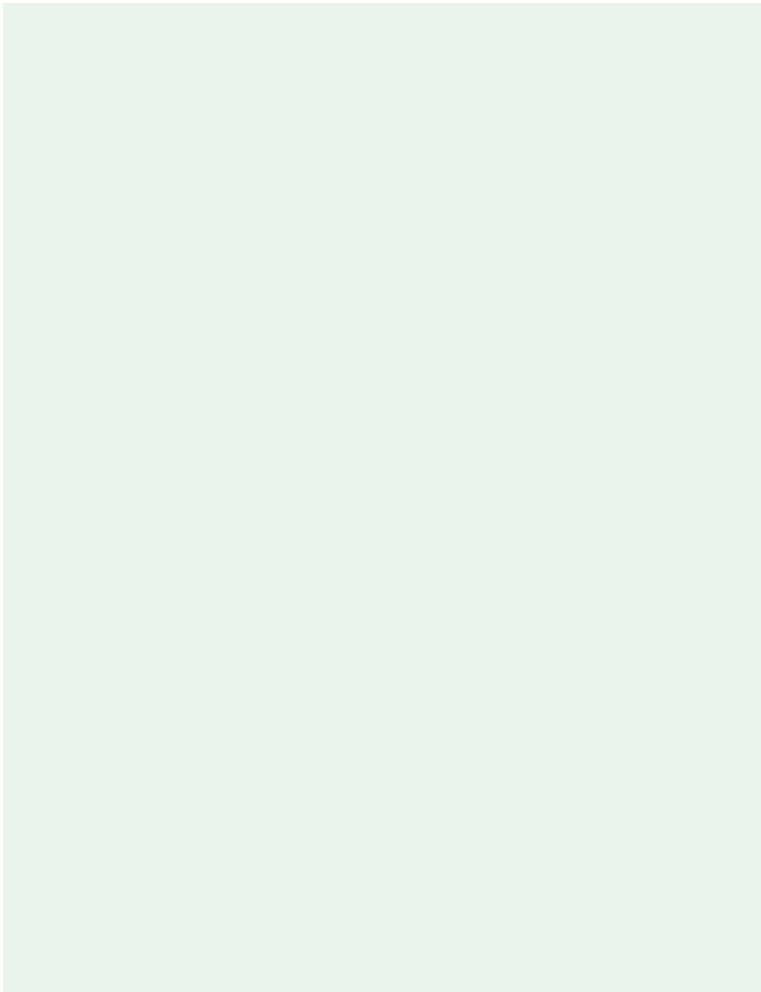
There is no time like the present to invest in this vision for Trumbull's future and create economic, fiscal, and community value for years to come.

APPENDICES

APPENDICES

- I. TRUMBULL MALL AREA RETAIL MARKET ANALYSIS (Gibbs Planning Group)
- II. MEMORANDUM ON COMMERCIAL REAL ESTATE TRENDS (W-ZHA)
- III. COMMUNITY ENGAGEMENT - Meeting/Website Summaries
- IV. ZONING RECOMMENDATIONS MEMO - Includes zoning changes as passed and implemented at the August 20, 2025 Trumbull Planning & Zoning Commission Meeting

APPENDIX I - RETAIL MARKET ANALYSIS - GIBBS



Trumbull Mall Area Retail Market Analysis



Prepared for:
Town of Trumbull, Connecticut

Prepared by:
Gibbs Planning Group

June 14, 2023



Final Draft for Town

RETAIL MARKET ANALYSIS

June 14, 2023



Figure 1: The Trumbull Mall, a 1 million square foot regional shopping center offers 80 stores including Apple, Macy's, Penney's, Target and the Cheesecake Factory Restaurant.

Summary

This study concludes that 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. 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 20 new stores offering apparel, a regional supermarket, a boutique pharmacy, home furnishings, sporting goods, and other specialty retailers.

By 2026, this analysis estimates that Trumbull will also have a market demand for 63,000 sf of new or expanded restaurants including up to 15 pubs, restaurants, and specialty food and beverage businesses.

Below, a summary of the Trumbull Mall's projected 2026 demand for additional retailers

25,000 sf Apparel, Jewelry, Footwear, Dept. Store Goods
14,000 sf Books, Gifts, Electronics, Toys
68,000 sf 1-2 Specialty Grocers or Regional Supermarket
19,000 sf Furniture, Art, Lighting, Home
17,000 sf Garden, Hardware, Pet Supplies
63,000 sf Restaurants – Specialty Foods
14,000 sf Sporting Goods
220,000 sf Total Retail & Restaurants – 45 Stores & Restaurants

Background

Gibbs Planning Group (GPG) has been retained by the Town of Trumbull, as a subconsultant to Stantec to research the Trumbull Mall and its surrounding area's potential to support new or expanded retail and restaurant businesses through 2026.

Background (Cont.)

The GPG addressed the following issues in this market research for the Mall and its surrounding area:

- What are the current and potential new retail market trade areas for the Trumbull Mall
- What are the population, demographic and lifestyle characteristics of the Mall's market trade areas, currently and projected for 2026
- What are the existing relevant shopping centers in the Town of Trumbull area market
- How many new or expanded retail and restaurant businesses are supportable at the Mall area
- What new retail and restaurant business categories are supportable at the Mall area
- What retail and restaurant sizes and sales volumes can be generated by the new, or expanded businesses at the Mall area



Figure 2: The Town of Trumbull is an upscale community of 37,000 residents located in southwest Connecticut.

Town of Trumbull

Located in southwest Connecticut, the Town of Trumbull is an affluent rural community of 37,000 people and 13,000 households. Trumbull's \$165,000 median household incomes are more than double that of the state, with 30% earning over \$200,000. Additionally, 40% of Trumbull's residents hold bachelor degrees and 25% have master's or higher.

The Town is also a regional shopping destination with three major shopping centers and several large retail stores totaling approximately 2.5 million sf. GPG estimates Trumbull's existing overall retail market trade area extends 30 miles south to Greenwich and 30 miles north to Waterbury. Its market area contains 900,000 people and 340,000 households, with \$4.5 billion overall in 2022 retail spending.

Trumbull Mall

The 1 million square foot Trumbull Mall opened in 1964 as Connecticut's first enclosed shopping center. The Mall offers a collection of 100 desirable retailers and restaurants that reflect Trumbull's favorable market conditions. Aldo, Apple, Bath & Body Works, H & M, Hollister, Sephora, and the Cheesecake Factory restaurant are a few of the Mall's upscale retailers.

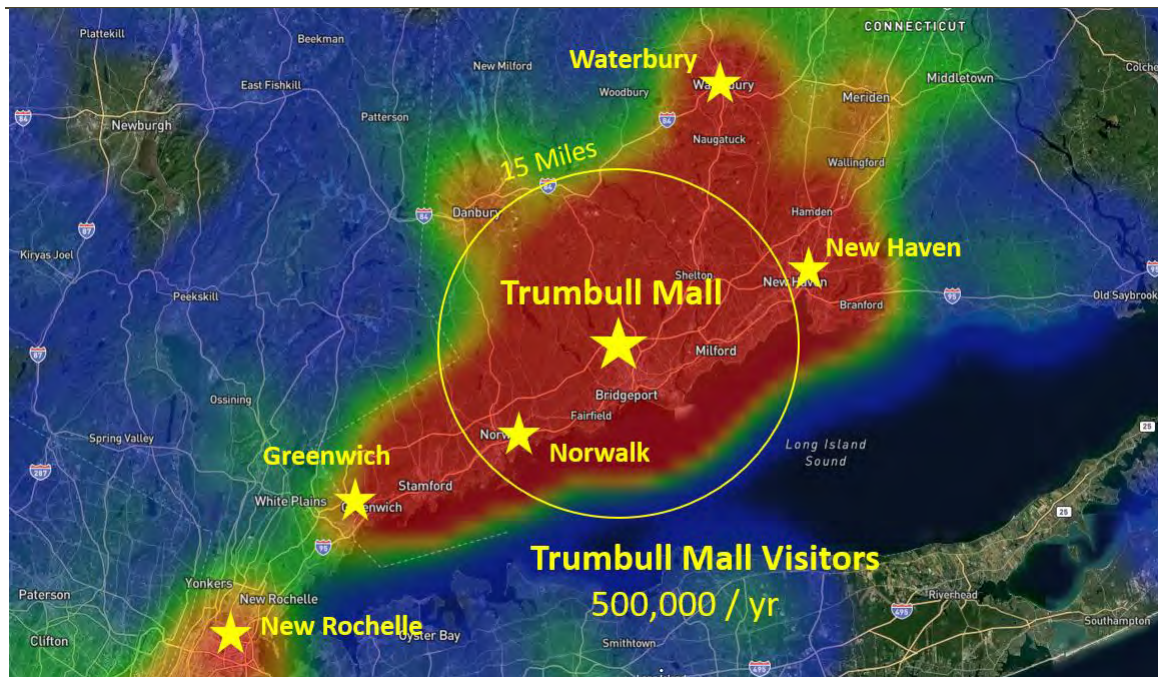


Figure 3: Above, Placer.ai research map illustrating the origination locations of the Trumbull Mall’s 500,000 visitors in 2022. Source: Placer, GPG. GPG estimates approximately 50% of Trumbull’s retail sales are generated by residents living within 15 miles of the Mall.

Retail Market Trade Areas

As part of this study, GPG projected Trumbull’s existing and the potentially expanded retail market trade areas. This analysis is based on existing shopper household locations, vehicular access, strength of retail competition, residential growth patterns, analysis of other shopping districts and other factors.

The retail trade – catchment – trade areas include the consumer market where Trumbull has a significant competitive advantage because of access, design, minimal competition, landuse, roadways, geography, and other features. This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers and restaurants within the Town.

Placer.ai research illustrates the Mall has a 15-mile radius overall, tertiary catchment area extending to Bridgeport, Danbury, Greenwich, New Haven, New Rochelle, and Waterbury. GPG’s research projects that Trumbull’s primary market area extends 10 miles to Norwalk, Danbury, Naugatuck, and New Haven (Figure 4). Trumbull has a moderately upscale market niche of popular branded stores that appeal to the region’s households. In 2022, the mall had 500,000 visitors (Figure 3).

The Trumbull Mall is presently anchored with Apple Computers, Cheesecake Factory, Macy’s, JC Penney, and Target department stores. Its Lord & Taylor closed in 2020. The mall was acquired by Namdar Realty Group in 2022 from Unibail-Radamco-Westfield, its former owner since 1977.

Mall management reports that many of its parking fields are underutilized, representing an opportunity for new development at the property.

Retail Market Trade Areas (Cont.)



Figure 4: Above, GPG's estimated Trumbull Mall's primary retail market trade area.

This analysis estimates Trumbull's retail expenditures from the primary trade area's residents currently account for approximately 40 to 50 percent of Trumbull's overall retail sales. The balance of its store sales is estimated to come from the area's residents, visitors and workers located 4 to 8 miles from the Town.

Trumbull Retail Market Trade Area Summary

- 900,000 Population
- 340,000 Households
- \$125,000 Average Household Income
- \$90,000 Median Household Income
- 140,000 (40%) Households over \$100,000
- 110,000 (12%) Households over \$200,000
- 230,000 Population Holds Bachelor's Degrees
- 110,000 Population Master's Degree or higher

Area Shopping Centers

Blueback Square

Opened in 2008, at the start of the Great Recession, Blueback Square was a pioneering mixed-use town center. Blueback's street network dovetails into West Hartford's historic downtown, creating an appealing blend of local specialty and large national retailers.

Barnes & Noble, Crate & Barrel, Cheesecake Factory, West Elm, and Whole Foods are some of the 250,000 sf center's destination stores. The Town Center continues to be a proven model for competitive market based new or repositioned older commercial properties.

Area Shopping Centers (Cont.)

2022 Demographic Characteristics	Town of Trumbull	5-Mile Radius	10-Mile Radius	15 Mile Radius	Trumbull Mall Area Primary Trade Area
Population	37,700	170,000	315,000	335,000	900,000
Households	12,700	60,000	120,000	125,000	341,000
Average Household Income	\$165,000	\$152,000	\$155,000	\$161,000	\$125,000
Median Household Income	\$140,000	\$85,700	\$85,000	\$90,000	\$90,000
Household Incomes \$100,000 +	8,800 (70%)	26,000 (15%)	51,000 (45%)	\$57,000 (45%)	140,000 (40%)
Household Incomes \$200,000 +	3,600 (30%)	9,300 (5%)	21,000 (20%)	\$25,000 (20%)	52,000 (15%)
Population Bachelor's Degree	14,000 (40%)	45,000 (25%)	91,000 ((28%)	100,000 (30%)	230,000 (26%)
Population Master's Degree +	9,500 (25%)	20,000 (11%)	41,000 (13%)	50.000 (15%)	110,000 (12%)
Total Housing Units	13,000 Units	63,000 Units	127,000 Units	135,000 Units	365,000 Units

Figure 5: Town of Trumbull and Trumbull Mall area household demographics. Sources: U.S. Census, ESRI, Placer.ai)

Brookside Center

Located just one half mile east of Trumbull Mall, Brookside is a 250,000 sf open air community center and includes Marshalls, Petco, Price Right, Red Lobster, Starbucks, and a Stop & Shop supermarket.

Hawley Lane Mall

Hawley Lane Mall is a 250,000 sf open air community shopping center located three miles east of the Trumbull Mall. Best Buy, Home Goods, Kohls, and Target comprise the center's primary retailers.



Figure 6: Left, Blueback Square Town Center, West Hartford, CT. Right, SoNo Collection regional mall, Norwalk, CT (Sources: Blueback Square and SoNo)

SoNo Collection

The SoNo Collection is one of the Northeastern region's premier shopping centers. Opened in 2019, SoNo is anchored with Nordstrom's and Bloomingdale's luxury department stores and 40 upscale retailers. The three-level center's retailers include Apple, Arhaus, Chicos, H&M, J-Jill, Sephora, Talbots, Zara and Pinstripes and Yard House restaurants.



Figure 7: Trumbull Area Shopping Centers (Source Google Earth, Gibbs Planning)

SoNo Collection (Cont.)

Located in Norwalk, between the Stamford and Trumbull Malls, SoNo is located 20 miles southwest of Trumbull. Published Placer.ai research indicates SoNo's market trade area, covering Trumbull and New Haven (Appendix 3). Its market area also reaches 25 miles southwest to White Plains, north to Danbury and over 50 miles northeast to New Haven. Although Trumbull is centered near the middle of SoNo's market zone, its moderately upscale stores and restaurants offer a mainstream market segment that does not directly compete with SoNo.

Stamford Town Center

Opened in 1982, Stamford Town Center was, at the time, one of greater New York's premier luxury malls. The 700,000 sf center was originally anchored by Nordstrom's, Saks Fifth Avenue, Tiffany & Co., Filenes, Macy's and upscale 120 stores. Macy's is the mall's remaining department store, and its current retailers include Aldo, Barnes & Nobel, Capital Grill, and 50 other stores.

Stamford is located 20 miles southwest of Trumbull. Its market trade area overlaps Trumbull and represents one of New York's greater area's largest regional shopping malls. Trumbull's residents are included within Stamford's market trade area and apparently shop there (Appendix 4)

Sacred Heart University

Sacred Heart University is a private Catholic university that was founded in 1963 with an enrollment of 10,000 undergraduate students and 4,000 graduate students in 2022. According to the *Chronicle of Higher Education*, Sacred Heart University is the "fastest-growing Catholic college in the country." It is the second largest Catholic college in New England.

With six colleges, including the College of Nursing, Business and Technology and Education, Sacred Heart University is rooted in liberal arts and the Catholic intellectual tradition and stresses global engagement and

Sacred Heart University (Cont.)

experiences for its students. Sacred Heart University's West Campus is the former world headquarters of General Electric with 66 acres, 500,000 sq ft of building space and 800 parking spaces. The West Campus is located down the street from Sacred Heart University's main campus and serves as the campus of innovation with state of the art facilities and labs.

Trumbull Retail Market Demand

Trumbull Mall and the Town's convenient location, favorable demographics, existing upscale stores, underutilized building, and site area generate an opportunity to create an exceptional demand for 220,000 sf of new or expanded stores and restaurants. Overall, the demand could be absorbed with 20 new retail stores and 15 additional restaurants.

Below is a summary of the Town of Trumbull's demand for new or expanded commercial businesses.

11,000 sf Apparel: Children's, Men's, Women's clothing focused on athletic, casual, business casual, and resort wear, equating to 3 to 5 new or expanded stores.

4,000 sf Books & Music: 1 to 2 service-oriented book and music stores specializing in specific categories such as children's, design, home, non-fiction, vintage music, string instruments.



Figure 8: By 2026, GPG projects the Town of Trumbull's potential demand for up to 220,000 sf of new retail and restaurant space equating to potentially 20 stores and 15 restaurants.

3,000 sf Electronics, Computer & Phone Stores: 1 to 2 stores specializing in designer appliances, personal computers, electronics, accessories, and cell phones. Stores offering excellent customer service and knowledgeable staff.

8,000 sf Home Furnishing Stores: 3 to 5 small to medium sized stores offering art, lamps, furniture, textiles, rugs, and focused on new construction or renovated housing and home offices in the greater Trumbull region.

7,000 sf Department Store Goods: 3 to 5 small stores offering clothing, accessories, children's, cosmetics, designer cards, dishes, linens, luggage gifts, small appliances, stationery.

11,000 sf Furniture Stores: 1 to 3 small stores selling beds, floor covering, dining sets, sofas, chairs, tables for home and home offices.

Retail Market Demand (Cont.)

4,000 sf Footwear, Handbags, Leather: 1 to 2 service-oriented moderately upscale priced shoe stores specializing in athletic, children's, women's, or men's shoes. Also, national brand stores that specialize in handbags and leather accessories with designer labels.



Figure 9: The Town of Trumbull will support approximately 11,000 sf of children's, men's, and women's apparel stores and 5,000 sf pet and accessory stores by 2026.

3,000 sf Jewelry & Fine Gifts: 2 to 3 jewelry stores offering excellent customer service, designer jewelry, watches and fine gifts orientated to young professionals and families.

14,000 sf Sporting Goods, Hobbies: 1 to 2 retailers specializing in recreational goods, golf, racket sports, primary educational sports, college and secondary sports, athletic shoes, and apparel.



Figure 10: Trumbull can support 16,000 sf of bakeries, coffee shops, ice cream stores equating to 4 to 5 businesses. The Trumbull retail market also has a demand for 2 to 4 small new gourmet markets stores, or a large regional supermarket totaling 68,000 sf.

4,000 sf Toys, Crafts, Games: 1 to 2 retailers selling educational games, specialty hobbies and crafts.

5,000 sf Pet Supplies: 1 to 2 stores specializing in pet foods, toys, grooming, accessories, and services.

6,000 sf Breweries & Pubs: 2 to 3 small breweries, bars or pubs specializing in hand-crafted alcoholic drinks. Pubs should offer casual prepared foods, hand-crafted beverages and live music complementing their brands.

Figure 11: Projected Trumbull Market Demand for New Retail Development

<i>Retail Category</i>	<i>Overall Total Demand-Spending</i>	<i>Est. New Store Sales / Year</i>	<i>New Store Sales/ SF/YR</i>	<i>Est. New Supportable Space</i>	<i>No. New Businesses</i>
Retailers					
Apparel	\$357,632,000	\$3,987,000	\$380	11,000 sf	2
Book & Music Stores	\$31,112,000	\$1,231,000	\$320	4,000 sf	1
Departments Store Goods	\$199,200,000	\$2,472,000	\$350	7,000 sf	2
Electronics, Phones	\$138,462,000	\$2,776,000	\$900	3,000 sf	1
Furniture Stores - Home	\$126,656,000	\$7,723,000	\$700	11,000 sf	2
Groceries & Specialty Foods	\$1,215,418,000	\$37,400,000	\$550	68,000 sf	2
Hardware, Garden	\$609,803,000	\$6,064,000	\$500	12,000 sf	1
Furnishings, Textiles, Art	\$99,912,000	\$5,647,000	\$750	8,000 sf	2
Jewelry, Fine Gifts, Watches	\$60,483,000	\$2,548,000	\$800	3,000 sf	1
Pet Supplies & Care	\$23,261,000	\$2,409,800	\$450	5,000 sf	1
Toys, Crafts, Games	\$49,118,000	\$1,341,800	\$350	4,000 sf	1
Gifts & Stationary	\$69,635,000	\$875,000	\$350	3,000 sf	1
Footwear, Handbags, Leather	\$50,786,000	\$2,429,000	\$600	4,050	2
Sporting Goods, Recreation	\$145,261,000	\$10,015,000	\$700	14,000 sf	1
Retailer Totals	\$3,176,740,000	\$86,911,000	\$550	157,000 sf	20 Stores
Restaurants					
Breweries & Pubs	\$71,673,000	\$5,087,000	\$650	6,000 sf	2
Full-Service Restaurants	\$575,326,000	\$8,763,000	\$420	21,000 sf	5
Quick Casual Restaurants	\$604,998,000	\$8,216,000	\$400	20,000 sf	4
Bakery, Coffee, Ice Cream	\$136,461,000	\$5,506,000	\$350	16,000 sf	4
Restaurant Totals	\$1,388,458,000	\$27,572,000	\$455	63,000 sf	15 F & B
Retailer & Restaurant Totals	\$4,565,198,000	\$114,484,000	\$530	220,000 sf	45 Stores

Figure 11: Projected 2026 Town of Trumbull new retail and restaurant demand: 157,000 sf additional retail stores and, 63,000 restaurants totaling 45 total businesses.

Retail Market Demand (Cont.)

16,000 sf Specialty Foods: 4 to 5 local or regional branded coffee, ice cream, baked good shops. Stores should offer indoor and outdoor table seating and personable staff.

68,000 sf Groceries & Specialty Food Markets A regional specialty supermarket or 2 to 3 gourmet markets food market offering select baked goods, fish, meats, produce, organics, prepared foods, spirits, and flowers.

Retail Market Demand (Cont.)

21,000 sf Full-Service Restaurants: 4 to 6 local or regional sit-down restaurants offering excellent service, well designed restaurants, each focused on a various food category, such as breakfast, burgers, deli, family, Italian, Mexican, pizza, steaks. Most, but not all businesses should offer beer, wine and/or spirits.

20,000 sf Quick-Casual Restaurants: 4 to 6 moderately priced specialty restaurants offering counter, self-service lunch, and dinner meals. Venues should focus on a single category such as bagels, burgers, chicken, sandwiches, tacos, pizza, subs. Some of the restaurants should be national franchise brands with proven service and food quality.



Figure 12: View of Trumbull Mall study area (Source Stantec)

New Haven Area Real Estate Market – CoStar

Vacancy in the New Haven retail market is 5.4% and has increased by 0.5% over the past 12 months. During this period, there has been 240,000 SF of negative absorption, and 27,000 SF has been delivered. Rents are around \$16.80/SF, which is a marginal 0.3% increase from where they were a year ago. In the past three years, rents have increased a cumulative 1.6%.

About 330,000 SF is under construction, representing a minor 0.6% expansion of inventory. 179 sales have occurred in the past 12 months. Sales have averaged \$109/SF, and the estimated value for the market as a whole is \$160/SF. Employment and population trends are uneven. The number of jobs has increased 1.1% in the past year, whereas population growth is nearly flat, having moved just -0.1%

Study Assumptions

The projections of this study are based on the following assumptions:

- No other major retail shopping centers of stores will be developed within the defined Trumbull trade areas through 2026.
- The Trumbull-Inland Empire region's economy will stabilize at normal or above normal ranges of employment, inflation, retail demand and growth.

Study Assumptions

- New mall development will be planned, designed, built, leased, and managed per the best shopping center industry practices of the American Planning Association, the International Council of Shopping Centers, and Urban Land Institute.



Figure 13: View of Trumbull Mall looking southeast (Source Google Earth)

Research Methodology

To estimate the amounts and types of additional retail businesses supportable in Trumbull Mall area and the Town of Trumbull, GPG defined its market trade area based on remote sensing, geographic considerations, existing shopping center, residential and employment concentrations. Population consumer expenditures and demographic characteristics of Trumbull's trade area residents, students and workers were also collected by census tracts from the U.S. Bureau of the Census, CoStar, Placer and ESRI.

Additionally, based on the projected consumer expenditures capture (spending - demand) in the defined retail market trade area of the gross consumer expenditure (business sales-supply) by retail category, less the current existing retail sales (supply) by retail category, GPG projected the potential net consumer expenditure (gap) available to support new retail businesses.

The net potential captured consumer expenditure (gap) was equated to potential new retail development sizes by business categories based on published industry standards, consultations with commercial real estate professionals, and GPG's in-house data resources.

Spending and sales forecasts were qualitatively adjusted to fit Trumbull's characteristics, urbanism, and demographics. Overall, GPG projected the Town's new supportable retail development will capture approximately 5 to 20 percent of Trumbull's existing retail spending leakage to areas outside of the Town.



Figure 14: Regional Trumbull area and Southwest Connecticut.

Limits of Study

The findings of this study represent the Gibbs Planning Group’s best estimates for the amounts and types of retail tenants that should be supportable in the Town of Trumbull by 2026. Every reasonable effort has been made to ensure that the data contained in this study reflects the most accurate and timely information possible and is believed to be dependable.

It should be noted that the findings of this study are based upon accepted market research and business standards. It is possible that the study site’s surrounding area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the new commercial development.

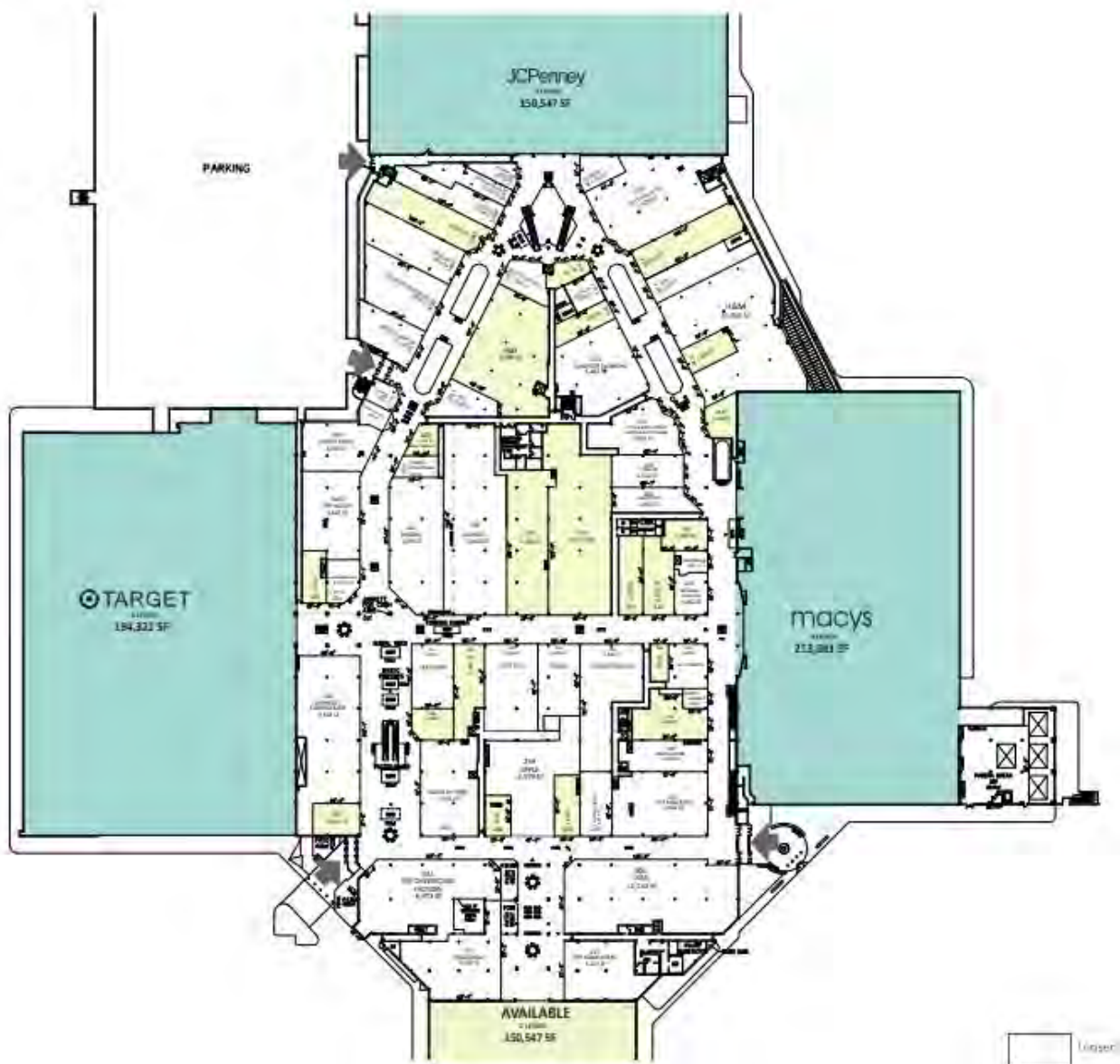
This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of April 1, 2023, and GPG has not undertaken any update of its research effort since such date.

Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by the GPG that any of the projected values or results contained in this study will be achieved.

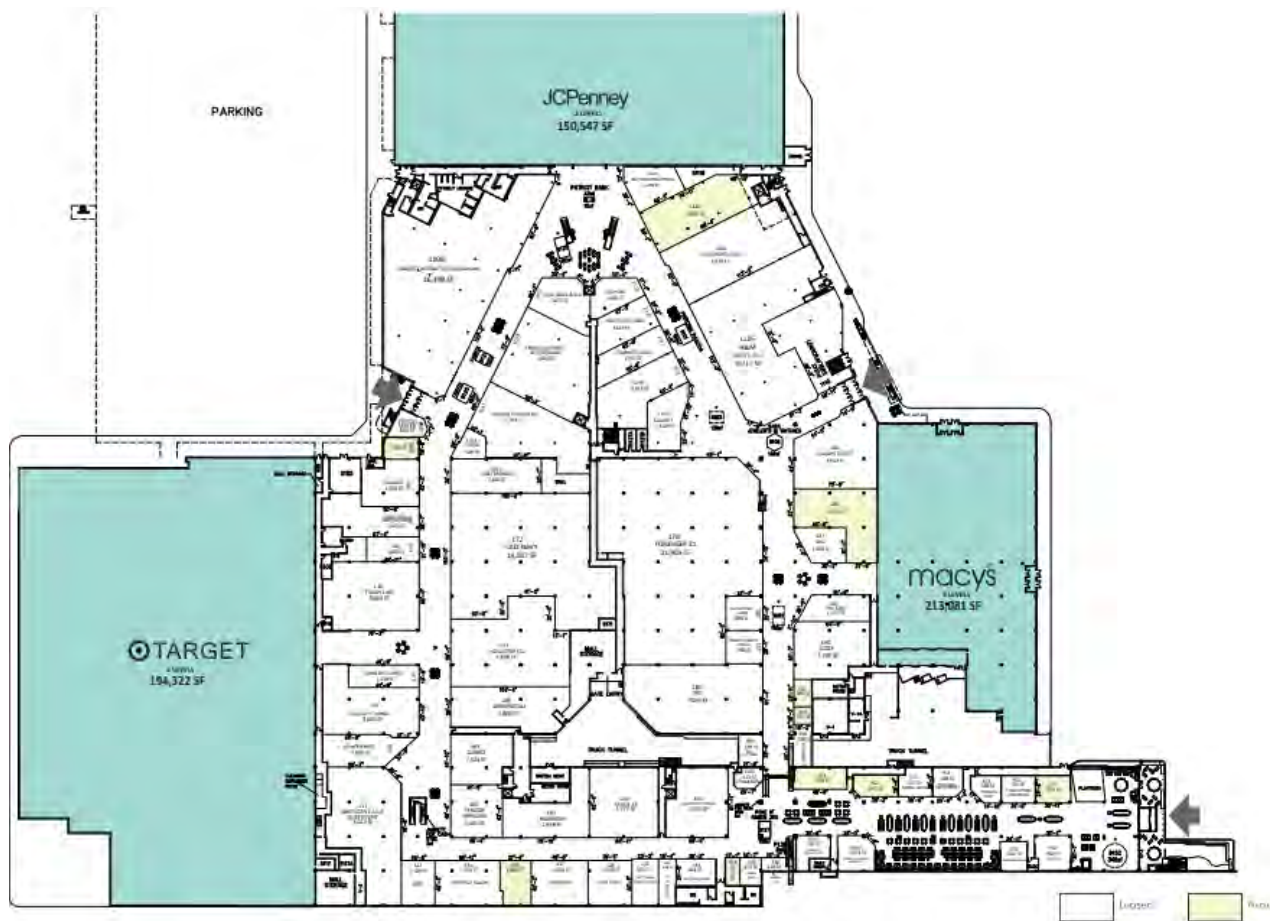
This study **should not** be the sole basis for designing, financing, planning, and programming any business, real estate development, or public policy.

This study is intended only for the use of the Town of Trumbull for general landuse policy and is void for other site locations, developers, or organizations.

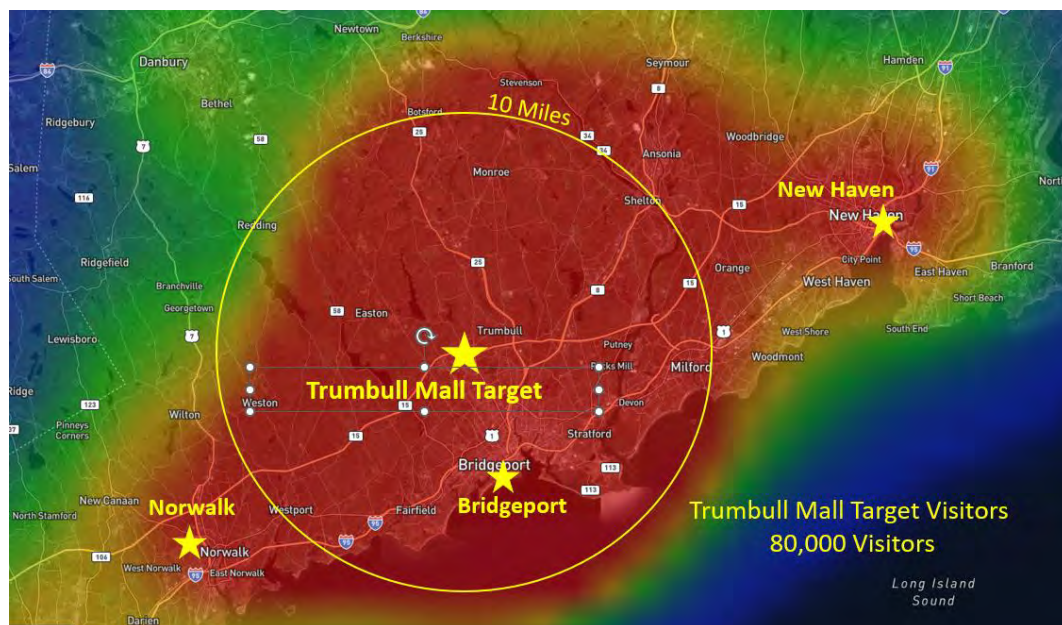
APPENDIX



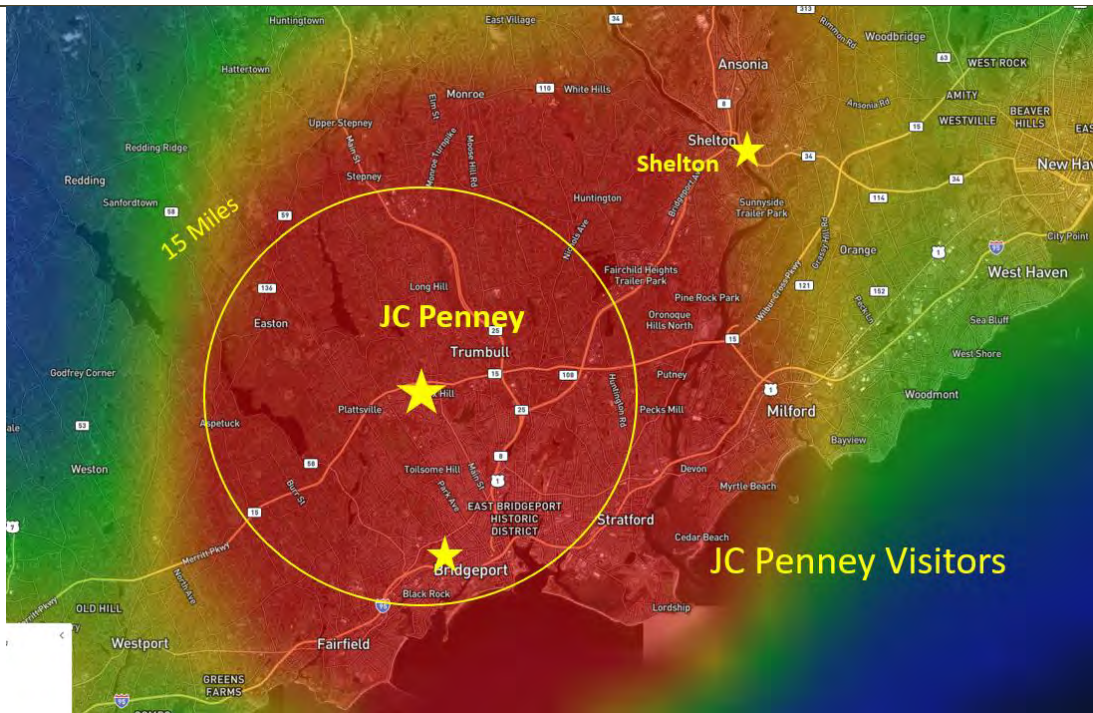
Appendix 1: Trumbull Mall Floor Plan – Level Unknown (Source Namdar)



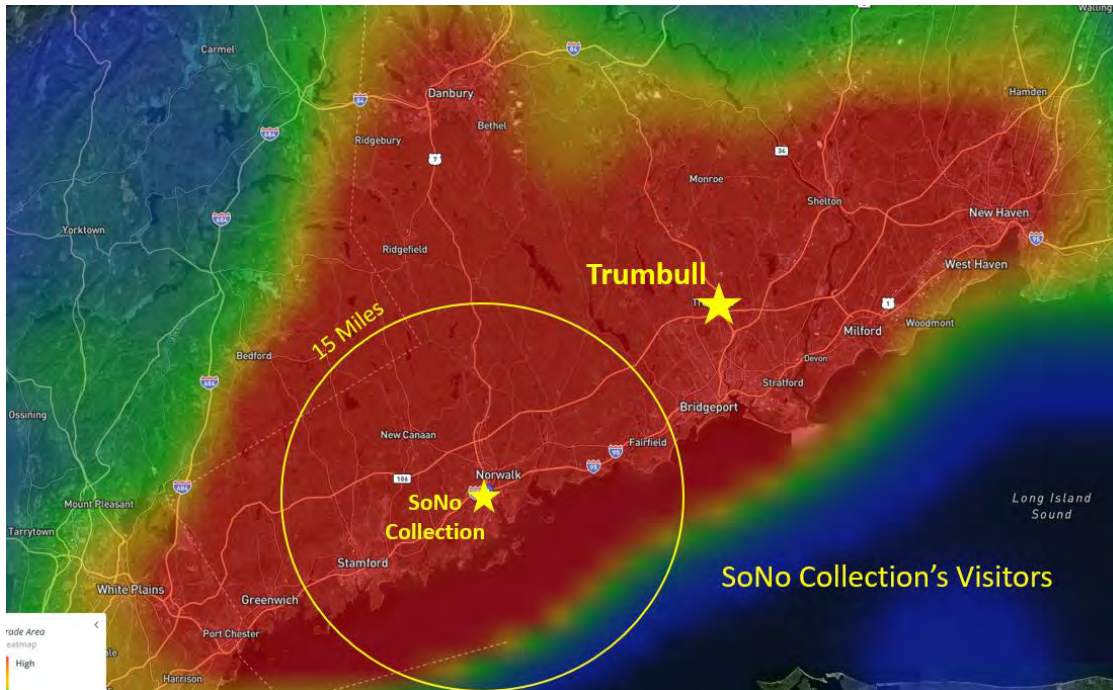
Appendix 2: Trumbull Mall Floor Plan – Level Unknown (Source Namdar)



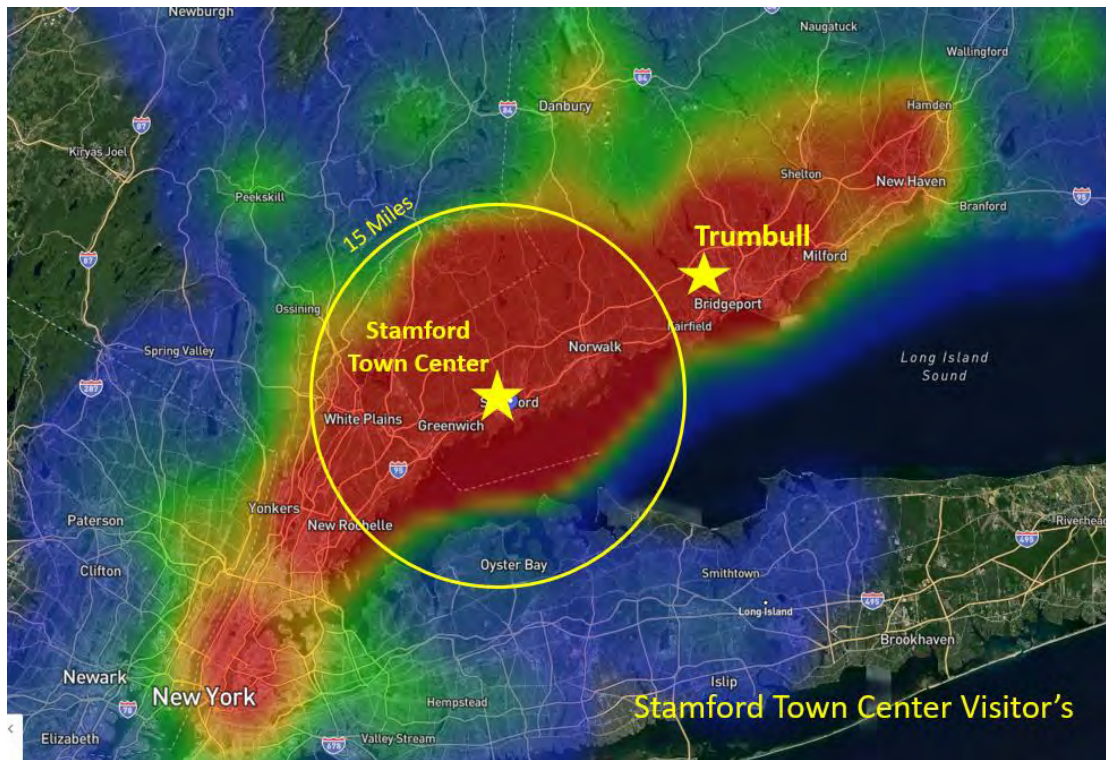
Appendix 3: Trumbull Mall Target Store Visitors Origination Locations. Source Placer.ai



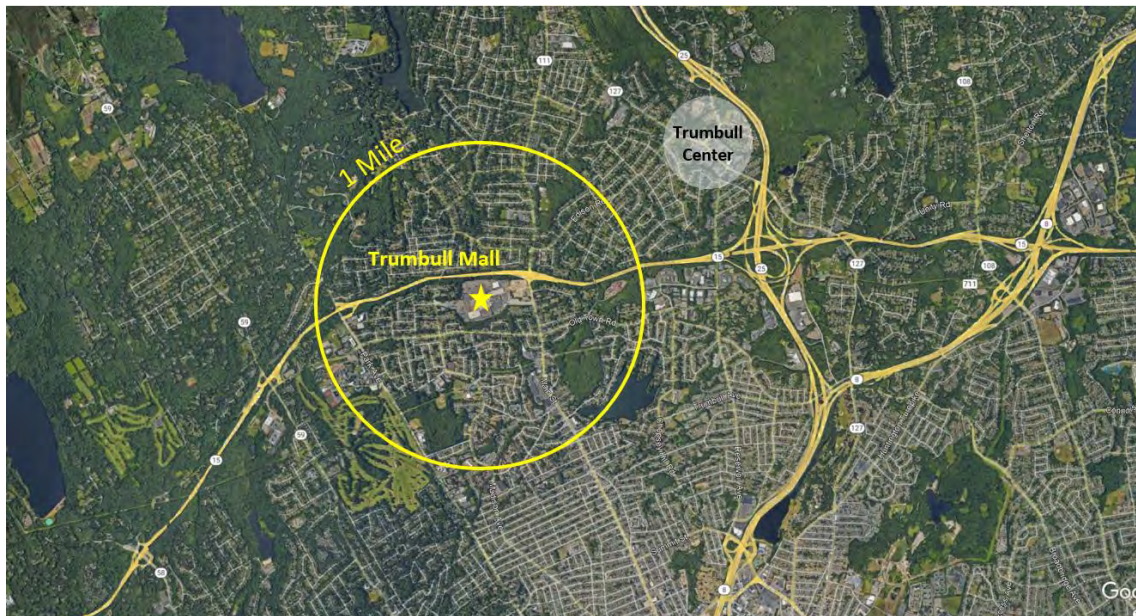
Appendix 4: Trumbull Mall JC Penney Store Visitors Origination Locations. Source Placer.ai



Appendix 5: SoNo Collection Mall's Visitors Origination Locations. Source Placer.ai

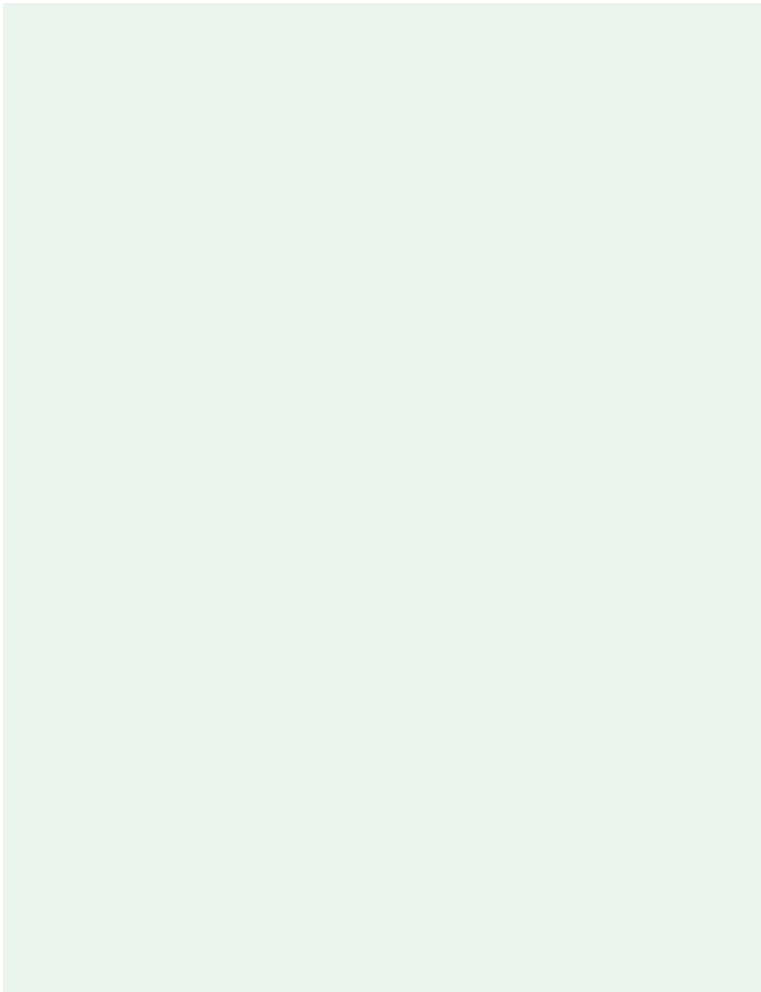


Appendix 6: Stamford Town Center's Visitors Origination Locations. Source Placer.ai



Appendix 7: Air photo of Trumbull Mall area.(Source Google Earth)

APPENDIX II - COMMERCIAL REAL ESTATE TRENDS - W-ZHA



DRAFT 3

Trumbull Mall Impacts

Assumptions: Property Values by Use

Assumed millage rate of 34.68.

Appraised and Assessed Value Assumptions Trumbull Mall Land Use Plan		
Active Adult Apartments		
Comparable: The Residences at Main		
	Comp /Unit	0% Premium for New
Appraised Value	\$162,399	\$162,399
Assessment	\$113,679	\$113,679
Retail		
Comparable: CVS Plaza		
	Comp /SF	0% Premium for New
Appraised Value	\$299	\$299
Assessment	\$209	\$209
Grocery		
Comparable: Stop N Shop		
	Comp /SF	0% Premium for New
Appraised Value	\$188	\$188
Assessment	\$132	\$132
Medical Office		
Comparable: Condo at 5520 Park Ave (#1 Suite)		
	Comp /SF	3% Premium for New
Appraised Value	\$266	\$274
Assessment	\$186	\$192
Hotel		
Comparable: Hampton Inn in Shelton		
	Comp /SF	10% Premium for New
Appraised Value	\$89	\$97
Assessment	\$62	\$68
Mixed-Use		
Calculated: 3 Fls of Office and Groundfloor Retail		
	Comp /SF	0% Premium for New
Appraised Value	\$225	\$225
Assessment	\$157	\$157
Research/Hospital		
Comparable: 5520 Park 111,000 SF Hospital (\$877 /SF) Reduced		
	Comp /SF	0% Premium for New
Appraised Value	\$600	\$600
Assessment	\$420	\$420

Source: Trumbull, CT Tax Records; W-ZHA

Assumptions

Hard Cost by Land Use

Hard Cost Assumptions Trumbull Mall Plan Impact Analysis		
Land Use	Hard Cost Assumption	Notes
Active Adult Residential	\$196 /SF	Stick-Built; Very Good Quality
Grocery	\$166 /SF	Supermarket; Very Good Quality
Convenience Retail	\$204 /SF	Neighborhood Shpg Cntr; Very Good Quality
Lord & Taylor Reuse	\$73 /SF	Assumed \$80 /SF total cost less 10% soft cost.
Mixed-Use		Calc. Retail & Office; Good Quality
Hotel	\$187,140 /Rm	Select Service; Average Cost
General Office	\$205 /SF	Office; Good Quality
Medical Office	\$245 /SF	Medical Office; Good Quality
Research/Hospital	\$356 /SF	Avg Hospital & General Office; Good Quality
Plaza	\$80 /SF	W-ZHA Estimate
Source: Marshall & Swift, CoreLogic - Swift Estimator; HVS, HVS U.S. Hoptel Development Cost Survey 2024 ; W-ZHA		

Permanent Jobs by Land Use

Permant Jobs Assumptions Trumbull Mall Plan Impact Analysis		
Land Use	Job _/SF	Employee Industry
Active Adult Residential	5 /Bldg	Real Estate
Grocery	450 /SF	Retail
Convenience Retail	600 /SF	Retail
Lord & Taylor Reuse	0 /SF	Assumes new jobs replace former jobs.
Mixed-Use	413 /SF	Retail and Professional Services
Hotel	0.5 /Rm	Accomodations
General Office	330 /SF	Professional Services
Medical Office	250 /SF	Professional Services
Medical/Wellness	500 /SF	Healthcare
Research/Hospital	500 /SF	Healthcare
Source: Florida Fiscal Impact Analysis Model; W-ZHA		

Assumptions: Infrastructure Cost

Infrastructure costs include roads, utilities, and stormwater treatment. These costs will be paid for as projects come get developed. Infrastructure costs may be borne by the private or public sector.

Infrastructure Cost by Phase Trumbull Mall Plan Impact Analysis	
Phase	Cost
Phase 1	\$6,202,000
Phase 2	\$3,238,000
Phase 3	\$4,425,000
Phase 4	\$2,325,000
Phase 5	\$1,711,000
Phase 6	\$1,547,000
Total Cost	\$19,448,000
Source: Stantec	

Infrastructure Cost Trumbull Mall Plan Impact Analysis			
Item	Hard Cost	Units	Total Cost
Roadway Refurbishment (24' width)	\$50 / SY	15,500	\$775,000
New Roadway (24' width)	\$270 / SY	6,000	\$1,620,000
Relocate Culvert (Horse Tavern Creek); say 12' by 5'	\$3,000 / LF	500	\$1,500,000
Stormwater	\$175 / LF	4,500	\$788,000
Drainage Structures	\$12,000 / EA	25	\$300,000
Remove/Abandon Sanitary	\$40 / LF	1,800	\$72,000
New Sanitary Service	\$250 / LF	3,600	\$900,000
Electric Service	\$125 / LF	4,500	\$563,000
Gas Service	\$150 / LF	4,500	\$675,000
Communication Lines	\$110 / LF	5,000	\$550,000
Water Service	\$175 / LF	4,500	\$788,000
Concrete Sidewalk	\$40 / SF	30,000	\$1,200,000
MPT (5% of above items)			\$486,000
Green Space/Stormwater Treatment	\$30 / SF	75,000	\$2,250,000
Sub-Total	\$0 / \$0		\$12,467,000
Contingency @ 30%			\$3,740,000
Hard Cost			\$16,207,000
Soft Cost @ 20%			\$3,241,000
Total Cost			\$19,448,000
Source: Stantec			

Phase 1 – Fiscal Impact

Infrastructure may be a private or a public sector cost, depending on the project and the market.

Lord & Taylor building reuse assumed \$100 /SF appraised value. Subtracted existing value (\$4.1M) to get net new annual tax revenue.

Phase 1 Fiscal Impact Trumbull Mall Land Use Plan

Initiative	Program	Cost	Value	Funding	Public Sector	
				Responsibility	One-Time Fees	Ann. Prop. Tax Revenue
Infrastructure ^{/1}		(\$6,202,000)		Public/Private	\$7,900	
2. Active Adult Housing	70,000 SF 80 DUs		\$12,992,000	Private	\$653,300	\$322,100
1. Grocery	50,000 SF		\$9,416,000	Private	\$230,800	\$233,500
3. Convenience Retail	10,000 SF		\$2,990,000	Private	\$60,400	\$74,100
Lord & Taylor Reuse ^{/2}	120,100 SF		\$12,010,000	Private	\$221,700	\$196,100
Total w/ L & T Bldg	250,100 SF 80 DUs	(\$6,202,000)	\$37,408,000		\$1,174,100	\$825,800

1. Infrastructure cost may be a public or a private cost depending on the project and the market.

2. Assumed appraised value of \$100 per square foot. Annual tax revenue is net of existing taxes.

Source: Trumbull, CT Tax Records; W-ZHA

Phase 1 Temporary Jobs

Phase 1 will create approximately 209 construction jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 1: Construction Jobs Trumbull Mall Land Use Plan

Initiative	Program	Hard Cost	Construction Cost	Total Cost <i>20% Soft Cost</i>	Jobs /\$1M Construction \$	Direct Jobs <i>1.00</i>	Indirect Jobs <i>0.88</i>	Induced Jobs <i>1.381</i>	Total Jobs Direct, Indirect, Induced
Infrastructure			\$5,168,300	\$6,202,000	5.5	28	25	39	93
2. Active Adult Housing	70,000 SF 80 DUs	\$196 /GSF	\$13,706,700	\$16,448,040	5.5	75	66	104	246
1. Grocery	50,000 SF	\$166 /GSF	\$8,306,000	\$9,967,200	5.5	46	40	63	149
3. Convenience Retail	10,000 SF	\$204 /GSF	\$2,038,200	\$2,445,840	5.5	11	10	15	37
Lord & Taylor Reuse ^{1/1}	120,100 SF	\$73 /GSF	\$8,734,545	\$9,608,000	5.5	48	42	66	157
Total w/ L & T Bldg	250,100 SF 80 DUs		\$37,953,745	\$44,671,080		209	184	288	681

1. Assumed 10% soft cost.

Phase 1 Permanent Jobs

Phase 1 will result in approximately 133 direct jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 1: Permanent Jobs Trumbull Mall Land Use Plan

Project	Program	1 Job / __ SF	Direct Jobs	Indirect		Induced		Total Jobs
				Multiplier /100 Jobs	Jobs	Multiplier /100 Jobs	Jobs	Direct, Indirect, Induced
2. Active Adult Housing	70,000 SF 80 DUs	^{/1}	5	3.966	20	0.483	2	27
1. Grocery	50,000 SF	450	111	0.467	52	0.754	84	247
3. Convenience Retail	10,000 SF	600	17	0.467	8	0.754	13	37
Lord & Taylor Reuse	120,100 SF	Replace Previous Jobs	0					
Total w/ L & T Bldg	250,100 SF 80 DUs		133		80		99	311

1. Assumes property manager, assistant property manager, leasing manager, two maintenance staff.

Source: Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)* ; W-ZHA

F:\8000s, misc\83049 Trumbull\[Master Plan Grid.xlsx]Phase 1 Perm

Phase 2 – Fiscal Impacts

Infrastructure may be a private or a public sector cost, depending on the project and the market.

Phase 2 Fiscal Impacts Trumbull Mall Land Use Plan

Initiative	Program	Cost	Value	Funding	Public Sector	
				Responsibility	One-Time Fees	Ann. Tax Revenue
Infrastructure ^{/1}		(\$3,238,000)	\$0	Public/Private	\$0	
4.Active Adult Housing	100,000 SF 120 DUs	\$0	\$19,488,000	Private	\$952,000	\$483,000
Total New Buildings	100,000 SF 120 DUs	(\$3,238,000)	\$19,488,000		\$952,000	\$483,000

1. Infrastructure cost may be a public or a private cost depending on the project and the market.

Source: Trumbull, CT Tax Records; W-ZHA

Phase 2 - Temporary Jobs

Phase 2 will create approximately 123 construction jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 2: Construction Jobs Trumbull Mall Land Use Plan

Initiative	Program	Hard Cost	Construction Cost	Total Cost 20% Soft Cost	Jobs /\$1M Construction \$	Direct Jobs 1	Indirect Jobs 0.88	Induced Jobs 1.381	Total Jobs Direct, Indirect, Induced
Infrastructure			\$2,698,000	\$3,237,600	5.5	15	13	20	48
4.Active Adult Housing	100,000 SF 120 DUs	\$196 /GSF	\$19,581,000	\$23,497,200	5.5	108	95	149	351
Total	0 SF 120 DUs		\$22,279,000	\$26,734,800		123	108	169	400

Source: Marshall & Swift CoreLogic ; Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)*; W-ZHA

Phase 2 - Permanent Jobs

Phase 2 will result in approximately 5 direct jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 2: Permanent Jobs Trumbull Mall Land Use Plan

Project	Program	1 Job / __ SF	Direct Jobs	Indirect		Induced		Total Jobs
				Multiplier /100 Jobs	Jobs	Multiplier /100 Jobs	Jobs	Direct, Indirect, Induced
4.Active Adult Housing	100,000 SF 120 DUs	^{/1}	5	3.966	20	0.4831	2	27
Total	100,000 SF 120 DUs		5		20		2	27

1. Assumes general manger, assistant manager, leasing manager, two maintenance staff.

Source: Economic Policy Institute, "Updated Employment Multipliers for the US Economy"; W-ZHA

Phase 3 – Fiscal Impacts

Infrastructure may be a private or a public sector cost, depending on the project and the market.

Phase 3 Fiscal Impact Trumbull Mall Land Use Plan

Initiative	Program	Cost	Value	Funding	Public Sector	
				Responsibility	One-Time Fees	Ann. Tax Revenue
Infrastructure		(\$4,425,000)	\$0	Public/Private		
6. Mixed-Use	60,000 SF	\$0	\$13,485,000	Private	\$337,100	\$334,000
7. Mixed-Use	40,000 SF	\$0	\$8,990,000	Private	\$226,500	\$226,500
8. Hotel	75,000 SF	\$0	\$7,306,000	Private	\$612,200	\$181,000
Total	175,000 SF 0 DUs	(\$4,425,000)	\$29,781,000		\$1,175,800	\$741,500

1. Infrastructure cost may be a public or a private cost depending on the project and the market.

Source: Trumbull, CT Tax Records; W-ZHA

Phase 3 - Temporary Jobs

Phase 2 will create approximately 256 construction jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 3: Construction Jobs Trumbull Mall Land Use Plan

Initiative	Program	Hard Cost	Construction Cost	Total Cost 20% Soft Cost	Jobs /\$1M Construction \$	Direct Jobs 1	Indirect Jobs 0.88	Induced Jobs 1.381	Total Jobs Direct, Indirect, Induced
Infrastructure			\$3,687,100	\$4,424,500	5.5	20	18	28	66
6. Mixed-Use	60,000 SF	\$205 /GSF	\$12,277,800	\$14,733,360	5.5	68	59	93	220
7. Mixed-Use	40,000 SF	\$205 /GSF	\$8,185,200	\$9,822,240	5.5	45	40	62	147
8. Hotel	75,000 SF 120 Rms	#####	\$22,456,800	\$26,948,160	5.5	124	109	171	403
Total	175,000 SF 0 DUs		\$46,606,900	\$55,928,260		256	226	354	836

Source: Marshall & Swift, CoreLogic ; HVS, HVS U.S. Hotel Development Cost Survey 2024 ; W-ZHA

Phase 3 - Permanent Jobs

Phase 3 will result in approximately 337 direct jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 3: Permanent Jobs Trumbull Mall Land Use Plan

Project	Program	1 Job / __ SF	Direct Jobs	Indirect		Induced		Total Jobs Direct, Indirect, Induced
				Multiplier /100 Jobs	Jobs	Multiplier /100 Jobs	Jobs	
6. Mixed-Use	60,000 SF	372	161	1.273	205	2.451	395	762
<i>Retail</i>	<i>15,000 SF</i>	<i>600</i>	<i>25</i>	<i>0.467</i>	<i>12</i>	<i>0.754</i>	<i>19</i>	<i>56</i>
<i>Office</i>	<i>45,000 SF</i>	<i>330</i>	<i>136</i>	<i>1.421</i>	<i>194</i>	<i>2.762</i>	<i>377</i>	<i>707</i>
7. Mixed-Use	40,000 SF	347	115	1.220	141	0.483	56	311
8. Hotel	75,000 SF 120 Rms	0.5 /Rm	60	0.467	28	0.754	45	133
Total	175,000 SF		337		374		496	1,207

Source: Economic Policy Institute, "Updated Employment Multipliers for the US Economy"; W-ZHA

Phase 4 - Fiscal Impacts

Infrastructure may be a private or a public sector cost, depending on the project and the market.

Office/Research assumed appraised value at \$600 per square foot. The hospital at 5520 Park is appraised at \$877 /SF. The assumption is more conservative to account for potential non-hospital use.

Phase 4 Fiscal Impacts Trumbull Mall Land Use Plan

Initiative	Program	Cost	Value	Funding	Public Sector	
				Responsibility	One-Time Fees	Ann. Tax Revenue
Infrastructure		(\$2,325,000)	\$0	Public/Private		
9. Office/Research	100,000 SF	\$0	\$27,391,000	Private	\$559,000	\$679,000
10. Research	250,000 SF	\$0	\$150,000,000	Private	\$2,412,600	\$3,719,000
11. Office	50,000 SF	\$0	\$13,695,000	Private	\$282,100	\$340,000
12. Medical/Wellness	75,000 SF	\$0	\$20,543,000	Public/Private	\$418,400	\$509,000
Total	475,000 SF 0 DUs	(\$2,325,000)	\$211,629,000		\$3,672,100	\$5,247,000

1. Infrastructure cost may be a public or a private cost depending on the project and the market.

Source: Trumbull, CT Tax Records; W-ZHA

Phase 4 - Temporary Jobs

Phase 4 will create approximately 754 construction jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 4: Construction Jobs Trumbull Mall Land Use Plan

Initiative	Program	Hard Cost	Construction Cost	Total Cost 20% Soft Cost	Jobs /\$1M Construction \$	Direct Jobs 1	Indirect Jobs 0.88	Induced Jobs 1.381	Total Jobs Direct, Indirect, Induced
Infrastructure			\$1,937,800	\$2,325,400	5.5	11	9	15	35
9. Office/Research	100,000 SF	\$205 /GSF	\$20,490,000	\$24,588,000	5.5	113	99	156	367
10. Research	250,000 SF	\$356 /GSF	\$89,080,000	\$106,896,000	5.5	490	431	677	1,598
11. Office	50,000 SF	\$205 /GSF	\$10,245,000	\$12,294,000	5.5	56	50	78	184
12. Medical/Wellness	75,000 SF	\$204 /GSF	\$15,286,500	\$18,343,800	5.5	84	74	116	274
Total	475,000 SF 0 DUs		\$137,039,300	\$164,447,200		754	663	1,041	2,458

Source: Marshall & Swift CoreLogic ; Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)*; W-ZHA

Phase 4 - Permanent Jobs

Phase 4 will result in approximately 1,002 direct jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 4: Permanent Jobs Trumbull Mall Land Use Plan

Project	Program	1 Job / __ SF	Direct Jobs	Indirect		Induced		Total Jobs Direct, Indirect, Induced
				Multiplier /100 Jobs	Jobs	Multiplier /100 Jobs	Jobs	
9. Office/Research	100,000	500	200	1.421	284	2.762	552	1,037
10. Research	250,000	500	500	1.421	711	2.762	1,381	2,592
11. Office	50,000	330	152	1.421	215	2.762	418	785
12. Medical/Wellness	75,000	500	150	0.694	104	1.362	204	458
Total	475,000 0 DUs		1,002		1,314		2,004	3,835

Source: Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)* ; W-ZHA

Phase 5 – Fiscal Impacts

Infrastructure may be a private or a public sector cost, depending on the project and the market.

Office/Research assumed appraised value at \$600 per square foot. The hospital at 5520 Park is appraised at \$877 /SF. The assumption is more conservative to account for potential non-hospital use.

Phase 5 Fiscal Impacts Trumbull Mall Land Use Plan

Initiative	Program	Cost	Value	Funding	Public Sector	
				Responsibility	One-Time Fees	Ann. Tax Revenue
Infrastructure		(\$1,711,000)	\$0	Public/Private		
13. Research	160,000 SF	\$0	\$96,000,000	Private	\$1,546,000	\$2,380,000
Total	160,000 SF 0 DUs	(\$1,711,000)	\$96,000,000		\$1,546,000	\$2,380,000

1. Infrastructure cost may be a public or a private cost depending on the project and the market.

Source: Trumbull, CT Tax Records; Stantec; W-ZHA

Phase 5 - Temporary Jobs

Phase 5 will create approximately 321 construction jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 5: Construction Jobs Trumbull Mall Land Use Plan

Initiative	Program	Hard Cost	Construction Cost	Total Cost	Jobs /\$1M Construction \$	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs Direct, Indirect, Induced
				20% Soft Cost		1	0.88	1.381	
Infrastructure	0		\$1,425,800	\$1,711,000	5.5	8	7	11	26
13. Research	160,000 SF	\$356 /GSF	\$57,011,200	\$68,413,440	5.5	314	276	433	1,023
Total	160,000 SF 0 DUs		\$58,437,000	\$70,124,440		321	283	444	1,048

Source: Marshall & Swift CoreLogic; Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)*; W-ZHA

Phase 5 - Permanent Jobs

Phase 5 will result in approximately 320 direct jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 5: Permanent Jobs Trumbull Mall Land Use Plan

Project	Program	1 Job / __ SF	Direct Jobs	Indirect		Induced		Total Jobs Direct, Indirect, Induced
				Multiplier /100 Jobs	Jobs	Multiplier /100 Jobs	Jobs	
13. Research	160,000 SF	500	320	1.421	455	2.762	884	1,659
Total	160,000 SF		320		455		884	1,659

Source: Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)*; W-ZHA

Phase 6 – Fiscal Impacts

Infrastructure may be a private or a public sector cost, depending on the project and the market.

Phase 6 Fiscal Impacts Trumbull Mall Land Use Plan

Initiative	Program	Cost	Value	Funding	Public Sector	
				Responsibility	One-Time Fees	Ann. Tax Revenue
Infrastructure		(\$1,547,000)	\$0	Public/Private		
14. Mixed-Use	80,000 SF		\$17,980,000	Private	\$447,700	\$446,000
Total	80,000 SF	(\$1,547,000)	\$17,980,000		\$447,700	\$446,000

1. Infrastructure cost may be a public or a private cost depending on the project and the market.

Source: Trumbull, CT Tax Records; Stantec; W-ZHA

Phase 6 - Temporary Jobs

Phase 6 will create approximately 97 construction jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 6: Construction Jobs Trumbull Mall Land Use Plan

Initiative	Program	Hard Cost	Construction Cost	Total Cost <i>20% Soft Cost</i>	Jobs /\$1M Construction \$	Direct Jobs <i>1</i>	Indirect Jobs <i>0.88</i>	Induced Jobs <i>1.381</i>	Total Jobs Direct, Indirect, Induced
Infrastructure			\$1,289,300	\$1,547,200	5.5	7	6	10	23
14. Mixed-Use	80,000 SF	\$205 /GSF	\$16,370,400	\$19,644,480	5.5	90	79	124	294
Total	80,000 SF 0 DUs		\$34,030,100	\$21,191,680		97	85	134	317

Source: Marshall & Swift CoreLogic ; Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)*; W-ZHA

Phase 6 - Permanent Jobs

Phase 6 will result in approximately 215 direct jobs.

Indirect jobs are created in the supply chain. They include jobs with suppliers, manufacturers, and service providers.

Induced jobs are generated by the spending of income earned from direct and indirect jobs.

The indirect and induced job multipliers are national averages.

Phase 6: Permanent Jobs Trumbull Mall Land Use Plan

Project	Program	1 Job / __ SF	Direct Jobs	Indirect		Induced		Total Jobs Direct, Indirect, Induced
				Multiplier /100 Jobs	Jobs	Multiplier /100 Jobs	Jobs	
14. Mixed-Use	80,000 SF	372	215	1.273	274	2.451	527	1,016
Total	80,000 SF		215		274		527	1,016

Source: Economic Policy Institute, *Updated Employment Multipliers for the U.S. Economy (2019)*; W-ZHA

Summary

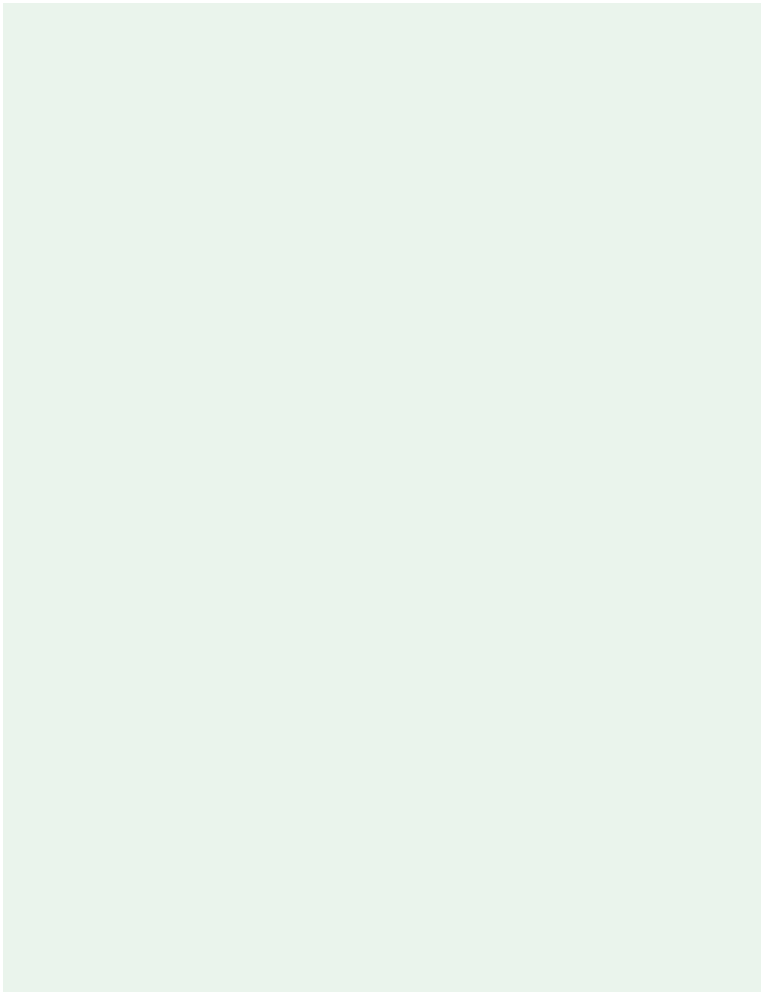
Impacts All Phases
Trumbull Mall Land Use Plan

			Infrastructure Cost	Value	Public Sector		Construction Jobs		Permanent Jobs	
					One-Time Fees	Ann. Tax Revenue	Direct	Direct, Indirect, Induced	Direct	Direct, Indirect, Induced
Phase 1 Total	250,100 SF	80 DUs	(\$6,202,000)	\$37,408,000	\$1,174,100	\$825,800	209	681	133	311
<i>Phase 2 Total</i>	<i>100,000 SF</i>	<i>120 DUs</i>	<i>(\$3,238,000)</i>	<i>\$19,488,000</i>	<i>\$952,000</i>	<i>\$483,000</i>	<i>123</i>	<i>400</i>	<i>5</i>	<i>27</i>
Phases 1 & 2 Total	350,100 SF	200 DUs	(\$9,440,000)	\$56,896,000	\$2,126,100	\$1,308,800	331	1,080	138	338
<i>Phase 3 Total</i>	<i>175,000 SF</i>	<i>0 DUs</i>	<i>(\$4,425,000)</i>	<i>\$29,781,000</i>	<i>\$1,175,800</i>	<i>\$741,500</i>	<i>256</i>	<i>836</i>	<i>337</i>	<i>1,207</i>
Phases 1,2 & 3 Total	525,100 SF	200 DUs	(\$13,865,000)	\$86,677,000	\$3,301,900	\$2,050,300	588	1,916	474	1,545
<i>Phase 4 Total</i>	<i>475,000 SF</i>	<i>0 DUs</i>	<i>(\$2,325,000)</i>	<i>\$211,629,000</i>	<i>\$3,672,100</i>	<i>\$5,247,000</i>	<i>754</i>	<i>2,458</i>	<i>1,002</i>	<i>3,835</i>
Phases 1,2,3 & 4 Total	1,000,100 SF	200 DUs	(\$16,190,000)	\$298,306,000	\$6,974,000	\$7,297,300	1,341	4,374	1,476	5,380
<i>Phase 5 Total</i>	<i>160,000 SF</i>	<i>0 DUs</i>	<i>(\$1,711,000)</i>	<i>\$96,000,000</i>	<i>\$1,546,000</i>	<i>\$2,380,000</i>	<i>321</i>	<i>1,048</i>	<i>320</i>	<i>1,659</i>
Phases 1,2,3,4 & 5 Total	1,160,100 SF	200 DUs	(\$17,901,000)	\$394,306,000	\$8,520,000	\$9,677,300	1,663	5,422	1,796	7,039
<i>Phase 6 Total</i>	<i>80,000 SF</i>	<i>0 DUs</i>	<i>(\$1,547,000)</i>	<i>\$17,980,000</i>	<i>\$447,700</i>	<i>\$446,000</i>	<i>97</i>	<i>317</i>	<i>215</i>	<i>1,016</i>
Phases 1,2,3,4,5 & 6 Total	1,240,100 SF	200 DUs	(\$19,448,000)	\$412,286,000	\$8,967,700	\$10,123,300	1,760	5,739	2,011	8,055

1. Infrastructure cost may be a public or a private cost depending on the project and the market.

Source: Stantec; W-ZHA

APPENDIX III - COMMUNITY ENGAGEMENT



PUBLIC MEETING #1 : COMMUNITY VISIONING WORKSHOP



KEY TAKEAWAYS

“The Trumbull Mall includes several retailers and amenities the community likes, but lacks a diverse mix of uses that can appeal across generations. Inconsistent maintenance and limited investments on the property have led to underutilization and the erosion of the mall as a center for community activity.”

ABOUT

- June 20, 2023
- 40+ attendees
- The first public meeting introduced the Trumbull community to the Mall Area Study, shared initial findings and collaboratively developed goals and ideas for the site’s future. Attendees shared their input through a visioning and mapping exercise.

TOPICS COVERED

- Vision for the mall area—now and in 10 years
- Goals for the mall area
- What people like about the site area
- What people would like to see at the mall
- What people would like to see long Main Street and Madison Avenue

WHAT WE LEARNED

What participants like about the Trumbull Mall:

- Large box stores like Target, JC Penney, and Macy’s
- The variety of food options in the food court
- Regular bus runs from downtown every 30 minutes

What participants want to see at the 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 envisions for the Trumbull Mall area:

PUBLIC MEETING #1 : COMMUNITY VISIONING WORKSHOP

WHAT WE LEARNED	COMMUNITY'S GOALS
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 neighborhood around the mall

PUBLIC MEETING #2 : EVALUATING DEVELOPMENT SCENARIOS



KEY TAKEAWAYS

The community's feedback described a collective desire for a 21st century version of the mall that is a unique district, a gathering place, and somewhere the community wants to spend time. People remember how the Trumbull Mall was a part of their lives growing up, and want that for new generations of Trumbull residents. There is strong desire for programming, events, and more reasons to spend time at mall.

ABOUT

- September 28, 2023
- 65+ attendees
- The second public meeting translated the community's vision, site analyses, and development trends input into a set of potential scenarios representing different redevelopment pathways for the mall. Attendees provided valuable input and ideas by responding to prompts and diagrams as well as through an engaging large group discussion and Q&A.

TOPICS COVERED

- Trumbull Mall as a 21st Century Retail and Entertainment Destination
- Trumbull Mall as a Mixed-Use Commercial Village
- Uses and amenities at the mall
- Other ideas

WHAT WE LEARNED

The top uses and amenities discussed by participants included:

- Grocery store
- Farmer's Market
- Coffee/tea shop
- Community Center
- Community meeting space
- Performing arts space
- Public park/garden
- Walking trails
- Art installations

Property enhancements that would benefit the study area:

- Art installations

- Better lighting
- Accent lighting
- Plants + trees
- Interior décor refresh
- Improved accessibility for handicap and elderly
- Greater public safety measures
- Regular property maintenance

Other Suggestions:

- Partnerships with community organizations
- Events at the mall

PUBLIC MEETING #3 : REVIEW OF VISION & RECOMMENDATIONS



KEY TAKEAWAYS

The questions and input the community shared at the third public meeting indicated that people have accepted the vision their feedback has informed, and they have now shifted to thinking about what needs to happen to move that vision forward, what will still work, or what additional details may need to be considered to make the plan's vision successful.

ABOUT

- June 5, 2024
- 50+ attendees
- The third public meeting presented a master plan framework that incorporates the community's priorities and the analyses' identified opportunities to the site. It shared a range of possible placemaking and development outcomes for the site to inform final land use and regulatory recommendations. Attendees shared their feedback during a Q&A, helping to identify additional areas and questions the plan can address.

TOPICS COVERED

- Convergence of what the market and community supports
- Proposed design scenarios
- Questions and feedback on plan

WHAT WE LEARNED

Participants raised the following topics:

- Rerouting Horse Tavern Brook
- Increasing entrances + access points into mall
- Public safety
- Burden to emergency services
- How will Main Street improvements and development impact existing homeowners
- Will parking still accommodate visitors from other towns?
- Retailer quality

Maintenance plans for mall?

Key questions identified:

- What permitting pathways will exist for interested developers, investors, or retailers?
- More information on landscape techniques used to buffer site from adjacent homeowners
- Will roadway and parking modifications be able to accommodate peak holiday traffic?

PUBLIC MEETING #3 : REVIEW OF VISION & RECOMMENDATIONS

WHAT WE LEARNED

Other suggestions to include in the final plan:

- More variety of senior housing typologies
- Visual transition between housing, senior housing, and commercial use
- Do more for who is there now
- Events, programming
- More affordable retail space/options for small retailers trying to expand
- Improve lighting around JC Penney loading dock
- Art gallery to activate and program empty spaces

STAKEHOLDERS INTERVIEWS



KEY TAKEAWAYS

The Mall is important to regional context, and the site can easily attract and accommodate new industries (info-tech, research and innovation, and medical offices) that create new jobs. Investment in site improvements will go a long way in attracting new tenants and improve business. More green spaces, entertainment, and other options for community gathering—especially for young people—

Accessibility to and within site is limited, especially for non-vehicular modes

Public safety and lack of investment has negatively impacted public and investor perceptions of the mall

ONGOING

- The consulting team and Town staff interviewed a variety of stakeholders virtually and in a mix of one-on-one and focus group formats.

STAKEHOLDERS

- Residents
- Business owners
- Brokers network
- Employers
- Mall ownership
- Tenants
- Developers
- Investors

COMMUNITY ENGAGEMENT

BROKER PERSPECTIVES

The perspective of commercial real estate brokers revealed untapped opportunities at the mall to meet demands in the surrounding market, but that those strengths are overshadowed by several challenges related to former mall ownership and management, the perception of limited new development capacity on site, and its overall lack of accessibility and visibility.

STRENGTHS

- The Mall has an Apple Store and is still a viable and valuable shopping destination, particularly for Bridgeport residents and University students;
- The Bridgeport market is deep, there are untapped opportunities in the Hispanic market;
- The vacant Lord & Taylor box has parking, and the 2nd level can be directly accessed via the parking deck. This might allow separate uses on the lower and upper floors;
- The Mall has a lot of parking. Medical use is where office demand is today, and these uses require a lot of parking (5 to 7 spaces per 1,000 square feet);
- The Mall has reasonably good access;
- Trumbull is a stable, wealthy community

WEAKNESSES

- The prior Mall owners were apathetic and not broker-friendly.
- The market misinterprets the Mall's vacancies as a lack of demand.
- The Mall is in a hole and not very visible to the Merritt Parkway;
- The Mall is not at a major highway interchange;
- The Town of Trumbull will likely not allow additional apartment development on the Mall site;
- The Trumbull community and the Bridgeport community are very different. Trumbull considers it their Mall, but it is not in the center of Trumbull. The Mall is more convenient to Bridgeport residents.
- Trucks are not allowed on the Merritt Parkway, which compromises the Mall site's potential for larger-scale distribution uses.
- There is a perception that there is not a lot of developable land at the Mall assuming the Mall continues to function as a shopping destination.

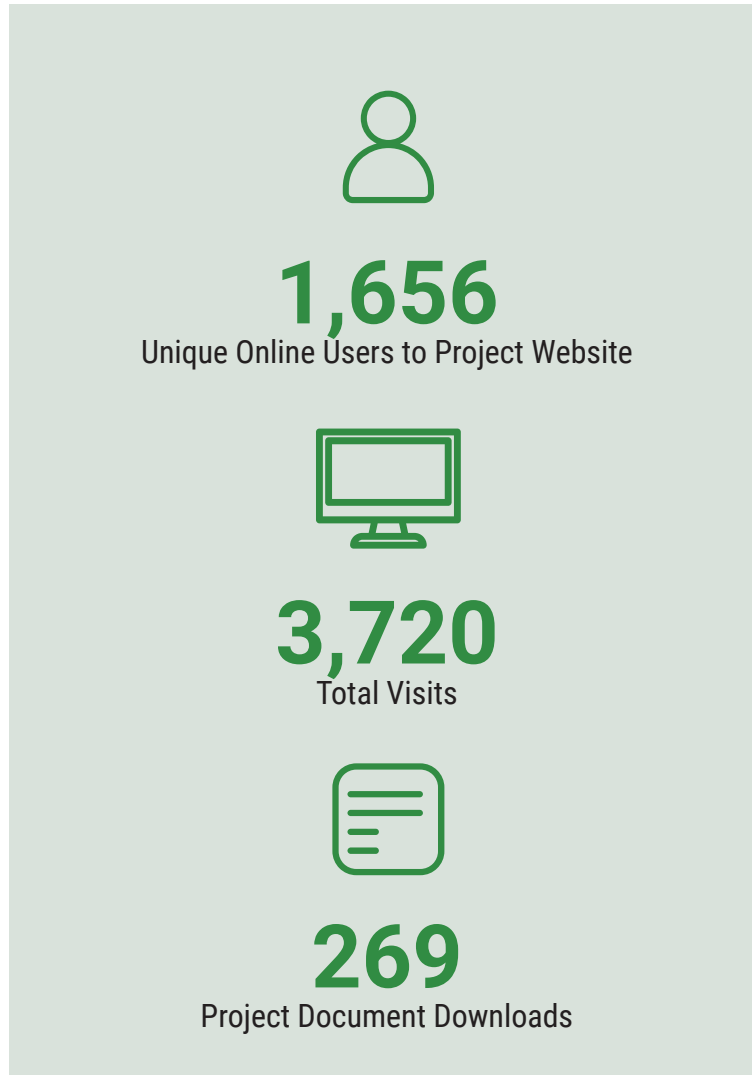


PROJECT WEBSITE

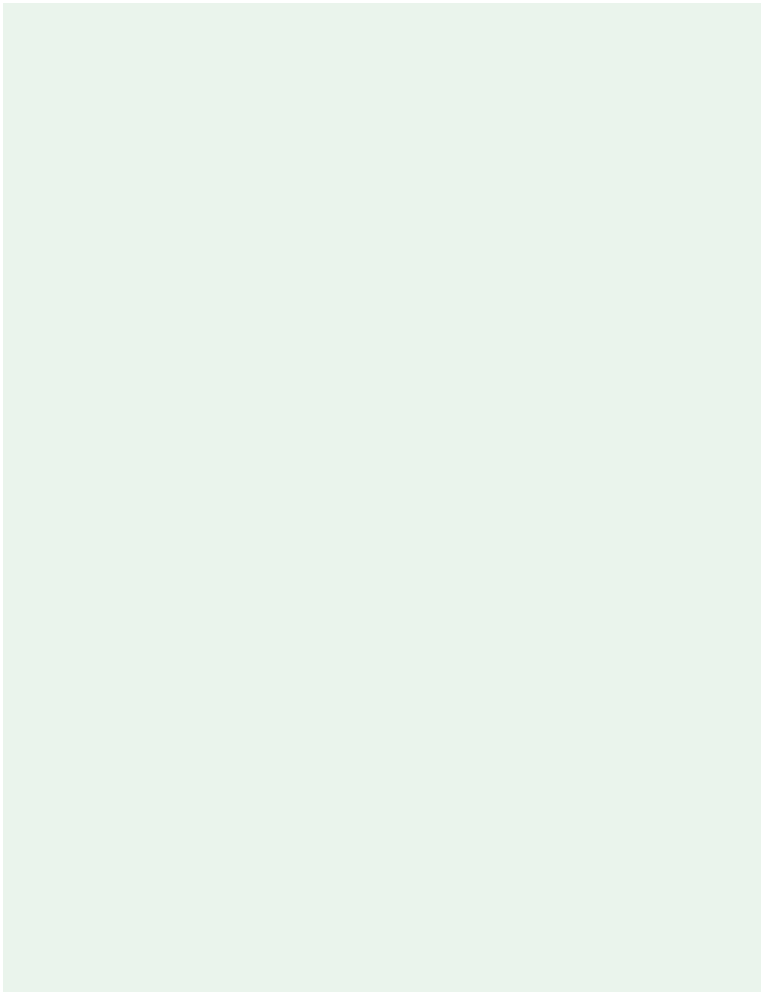
ONGOING

The Mall study's project website served as a landing page for the project and public engagement process. The site hosted information about the planning process, public meetings, and presentations on work to date. It also included an email to which people could send questions and comments.

The project can be accessed via the following url: <https://engagestantec.mysocialpinpoint.com/trumbull-mall>.



APPENDIX IV - ZONING RECOMMENDATIONS MEMO



Note the following zoning recommendations were passed and implemented at the August 20, 2025 Trumbull Planning and Zoning Commission meeting. A copy of the adopted text is included at the end of this memo.

Trumbull Mall Area Market Feasibility & Land Use Study

Proposed Regulatory Changes

Overview of Proposed Changes

1. Mixed-Use Design District (2.3.4)
 - a. Permitted and Special Uses including senior housing
 - b. Bulk restrictions and design requirements
 - c. Master Plan approval
2. Professional Office Overlay Zone (POOZ) (2.2.1)
 - a. Lot consolidation
 - b. Design requirements

Article 2, Section 3.4 Mixed-Use Design District (MDD) ([zoning link](#), pg. 126)

3.4.2 Permitted Uses

- **Goal of Changes:** To promote mixed-use development and create an immediate market base for other uses and services within the district.
- **Existing Text:** Within the MDD Zone, no building or structure shall be erected, altered, occupied, or used, arranged or designed to be used for other than one or more of the following specified uses and only upon the issuance of Site Plan approval by the Commission in accordance with requirements for site plans in Article XV, Section 2.2 of these Regulations:
 1. Retail business or retail service provided that there shall be no manufacturing in connection therewith except such as is clearly incidental to the conduct of a retail business or service conducted on the premises, including but not limited to department stores, personal services, health clubs, and clothing, grocery, liquor, appliance, jewelry, and shoe stores.
 2. Business or professional office, including medical and dental clinics
 3. Bank and financial service
 4. Restaurants, including outdoor dining
 5. Personal service establishments, including but not limited to, laundry or cleaning agency, shoe repair, photographer's studio and/or barber shop/beauty parlor.
- **New Proposed Text:** Within the MDD Zone, no building or structure shall be erected, altered, occupied, or used, arranged or designed to be used for other than one or more of the following specified uses and only upon the issuance of Site Plan approval by the Commission in accordance with requirements for site plans in Article XV, Section 2.2 of these Regulations:
 1. Retail business or retail service provided that there shall be no manufacturing in connection therewith except such as is clearly incidental to the conduct of a retail business or service conducted on the premises, including but not limited to department stores, personal services, health clubs, and clothing, grocery, liquor, appliance, jewelry, and shoe stores.

2. Business or professional office, including medical and dental clinics
3. Bank and financial service
4. Restaurants, including outdoor dining
5. Personal service establishments, including but not limited to, laundry or cleaning agency, shoe repair, photographer's studio and/or barber shop/beauty parlor.
6. Movie or live theater
7. Indoor recreation and amusement
8. Art galleries and museums
9. Daycare center (adult only)
10. Brewpub restaurants

3.4.4 Special Uses

- **Goal of Changes:** To add age-restricted housing (10% affordable) as a Special Use within the MDD, to reduce barriers to the development of a variety of community supported uses, and to increase the appeal of MDD to developers.
- **Existing Text:** The following Uses are allowed only upon the issuance of a Special Permit by the Commission in accordance with Article XV of these Regulations:
 1. Movie or live theater
 2. Indoor recreation + amusement
 3. Hotels + conference centers
 4. Multi-family residential developments subject to the following:
 - a. Residential units with three (3) or more bedrooms are prohibited;
 - b. a maximum of 260 units are permitted within the entire MDD zone (for the avoidance of doubt, the creation of additional parcels shall not result in the ability to add residential units in the MDD zone above 260 units);
 - c. residential units shall be rented to one "family" as that term is defined in these Regulations;
 - d. each unit shall be a minimum of 800 square feet and a maximum of 1,400 square feet; and
 - e. dens, office or similar separate rooms shall not be permitted; however, this does not prohibit separate living areas without dividing or fin walls.
 - f. useable amenity area or active recreation areas shall be provided which may include, but shall not be limited to, swimming pools and recreational facilities and buildings;
 - g. outdoor playground equipment, swing sets, and similar items are specifically prohibited;
 - h. all new development shall be compatible or exceed the quality of the surrounding development in terms of material, building siting, architecture and landscaping. Staggered offset unit facades and/or varied unit facade materials should be utilized. The exterior building material, color, roof-line and building elevations shall be residential in character. A combination of materials may be used but the entire building should be of the same architectural style. Concrete blocks shall not be visible on any outer façade of the building. Pitched roofs are preferred. All rooftop utilities or other equipment shall be concealed from view; and

- i. a report analyzing the likely number of school-aged children and fiscal impacts to the Town shall be submitted simultaneously with any Special Permit application for any multi-family residential use.
- 5. Schools (private, occupational, educational facilities)
- 6. Gasoline filling stations with no vehicle repair, provided that any building, structure, or pump associated with such gas station shall be located a minimum of 500 feet from Main Street, Madison Avenue and any residential structure;
- 7. New automobile showrooms
- 8. Art galleries and museums
- 9. Daycare centers
- 10. Brewpub restaurants
- 11. Regional medical centers, ambulatory surgery centers, hospitals, long or short-term medical care facilities
- **New Proposed Text:** The following Uses are allowed only upon the issuance of a Special Permit by the Commission in accordance with Article XV of these Regulations:
 - 1. Hotels + conference centers
 - 2. Age restricted residential developments with a minimum of 10% affordable units that are restricted to a rent or sale price that is affordable to residents who earn 80% or less of the area mean income (AMI) and subject to the following:
 - a. Age restricted residential shall be deemed to mean a housing development in which one hundred (100%) percent of the dwelling units will be held or conveyed by deeds containing covenants and restrictions which shall require that such dwelling units be owned and occupied exclusively as a single-family residence by at least one person who is fifty five (55) years of age or older, provided, however, that the surviving spouse of a person who is fifty (50) years of age or older may remain in occupancy of a dwelling.
 - b. Residential units with three (3) or more bedrooms are prohibited;
 - c. 24 to 40 units per acre in areas identified for parcels for senior housing development as defined by Trumbull Mall Area Feasibility and Land Use Study or subsequent areas defined by the Planning and Zoning Commission;
 - d. Residential units may/shall be owned or rented by one "family" as that term is defined in these Regulations;
 - e. Each unit shall have the minimum square footage permitted by law and a maximum of 1,400 square feet; and
 - f. Dens, office or similar separate rooms shall not be permitted; however, this does not prohibit separate living areas without dividing or fin walls.
 - g. Useable amenity area or active recreation areas shall be provided which may include, but shall not be limited to, swimming pools and recreational facilities and buildings;
 - h. Outdoor playground equipment, swing sets, and similar items are specifically prohibited;
 - i. All new development shall be compatible or exceed the quality of the surrounding development in terms of material, building siting, architecture and landscaping. Staggered offset unit facades and/or varied unit facade materials should be utilized. The exterior building material, color, roof-line and building elevations shall be residential in character. A combination of materials may be used but the entire building should be of the same architectural style. Concrete blocks shall not be visible on any outer façade

of the building. Pitched roofs are preferred. All rooftop utilities or other equipment shall be concealed from view; and

- j. A report analyzing impact on municipal services shall be submitted simultaneously with any Special Permit application for any age-restricted residential use
3. Schools (private, occupational, educational facilities)
4. Gasoline filling stations with no vehicle repair, provided that any building, structure, or pump associated with such gas station shall be located a minimum of 500 feet from Main Street, Madison Avenue and any residential structure;
5. New automobile showrooms;
6. Daycare centers;
7. Regional medical centers, ambulatory surgery centers, hospitals, long or short-term medical care facilities.

3.4.5 Site Plan Approval

- **Goal of Changes:** To provide a clear and predictable pathway for redevelopment on the site and streamline the MDD development review process.
- **Existing Text:** Notwithstanding anything to the contrary herein, whenever there is an increase or decrease in the square footage of an existing structure in the MDD Zone, then a new Special Permit and/or Site Plan approval, applicable, shall be required regardless of any prior approval for the existing use.
- **New Proposed Text:** Notwithstanding anything to the contrary herein, whenever there is an increase or decrease in the square footage of an existing structure in the MDD Zone, then a new Special Permit and/or Site Plan approval, applicable, shall be required regardless of any prior approval for the existing use. Any new structure should be compatible with the vision and goals of the Trumbull Mall Area Market Feasibility and Land Use Study as confirmed by the Town Planner.

3.4.6 Bulk Restrictions and Design Requirements

Goal of Changes: To allow for a dynamic mixed-use district.

A. *Minimum lot size*

- **Existing Text:** Minimum Lot Size. The minimum size of the MDD zone shall be 80 contiguous acres. Separate parcels within the MDD zone are permitted to exist provided that any such parcel within the MDD zone must have a minimum lot size of 7 acres. The creation of a separate parcel within the MDD zone requires approval by the Commission.
- **New Proposed Text:** Minimum Lot Size. The minimum size of the MDD zone shall be 80 contiguous acres. Separate parcels within the MDD zone are permitted to exist provided that any such parcel and its proposed use within the MDD zone must have a minimum lot size of 2 (two) acres and be consistent with the Trumbull Mall Area Market Feasibility and Land Use Plan. The creation of a separate parcel within the MDD zone requires approval by the Commission.

B. *Building Coverage*

- **Existing Text:** Building Coverage. Building Coverage in the MDD shall not exceed 50% of the total site. The Gross Floor Area of any buildings or other structures shall not exceed 100% of the total site. Any parking garage located beneath a building or as a separate structure shall

not be included in calculating maximum Lot Coverage or maximum Gross Floor Area under these Regulations. The maximum impervious coverage in the MDD zone shall be 85%.

- **New Proposed Text: NO CHANGE.**

C. Height

- **Existing Text:** Maximum Height. The maximum height of any building or structure in the MDD shall be 65 feet.
- **New Proposed Text: NO CHANGE.**

D. Landscaping

- **Existing Text:** Landscaping. Land that is not covered with impervious surfaces, such as buildings, drives, parking areas, and walkways shall be suitably landscaped or retained in its natural state, with supplemental plantings as designated by the Commission. Landscaping shall be provided which shall be approved by the Commission. Applicants shall provide a copy of the Landscaping Plan in sufficient time for the Town staff to make comments and recommendations. The recommended plan shall be presented to the Planning and Zoning Office prior to the scheduled Public Hearing. The purpose of said landscaping shall be to enhance the appearance and natural beauty of the town and to protect and increase property values through preservation of existing vegetation and establishment of new screening and landscaping material, to moderate heat, noise, glare, and accumulation of dust, to shade, to provide privacy from noise and visual intrusion, to prevent the erosion of soil, excess water run-off of drainage water, to guide the safe circulation of traffic. All plantings shall be installed according to accepted horticultural methods. Said plan may include height and spacing arrangement as shall best be in keeping with the intent of these regulations. A bond, which shall insure completion of landscaping requirements, shall be submitted in a form satisfactory to the Commission.
- **New Proposed Text:** Landscaping. Land that is not covered with impervious surfaces, such as buildings, drives, parking areas, and walkways shall be suitably landscaped or retained in its natural state, with supplemental plantings as designated by the Commission. Landscaping shall be provided which shall be approved by the Commission. Applicants shall provide a copy of the Landscaping Plan in sufficient time for the Town staff to make comments and recommendations. The recommended plan shall be presented to the Planning and Zoning Office prior to the scheduled Public Hearing. The purpose of said landscaping shall be to enhance the appearance and natural beauty of the town and to protect and increase property values through preservation of existing vegetation and establishment of new screening and landscaping material, to moderate heat, noise, glare, and accumulation of dust, to shade, to provide privacy from noise and visual intrusion, to prevent the erosion of soil, excess water run-off of drainage water, to guide the safe circulation of traffic. All plantings shall be installed according to accepted horticultural methods. Said plan may include height and spacing arrangement as shall best be in keeping with the intent of these regulations. A bond, which shall insure completion of landscaping requirements, shall be submitted in a form satisfactory to the Commission.

Site plans that demonstrate commitment to the goals established in the open space plan documented in the Trumbull Mall Area Market Feasibility and Land Use Plan, as confirmed

by the Town Planner, shall receive consideration by the Planning and Zoning Commission and at the discretion of the Commission, receive relief from landscape provisions specifically related to the character and appearance of proposed landscape.

3.4.7 Provision for Vehicles

- **Goal of Changes:** To clarify language on district parking requirements informed by the parking ratios used in the Trumbull Mall Area Market Feasibility and Land Use Plan and to facilitate shared parking, the better integration of green space, and the creation of active streetscapes within the district.
- **Existing Text:** Any use or combination of uses within an MDD shall provide sufficient parking which reasonably accommodates the nature and purpose of the uses proposed. A shared parking approach shall be permitted and encouraged as a means to reduce the total parking supply that would otherwise be required. Shared parking takes advantage of variation in the periods of maximum usage among different land uses, allowing different land uses to share the same given parking spaces if they have different time-of-day or day-of-week usage patterns. If a shared parking approach is followed, the applicant shall provide a shared parking study for review and approval by the Commission, documenting the rationale and calculations for the lower parking supply. The study shall include survey statistics and factors documenting the requested reductions in parking supply.

On-site parking areas shall be planted with trees with at least one (1) tree for every twenty (20) off-street parking spaces not located within a parking structure.

On-street parking is prohibited.

Notwithstanding the above, multi-family residential units shall be parked at a ratio of 1.5 spaces per unit regardless of the number of bedrooms.

- **New Proposed Text:** Any use or combination of uses within an MDD shall provide sufficient parking which reasonably accommodates the nature and purpose of the uses proposed. A shared parking approach shall be permitted and encouraged as a means to reduce the total parking supply that would otherwise be required. Shared parking takes advantage of variation in the periods of maximum usage among different land uses, allowing different land uses to share the same given parking spaces if they have different time-of-day or day-of-week usage patterns.

To offset impact of surface parking at least one (1) tree or financial equivalent for every twenty (20) off-street surface parking spaces shall be provided in open space areas identified in the Trumbull Mall Area Market Feasibility and Land Use Plan as confirmed by the Town Planner.

Designated parking spaces must be submitted with a site plan which may include parallel parking spaces on private internal drives.

Age restricted housing units shall be parked at a minimum ratio of 1.5 spaces per unit regardless of the number of bedrooms.

3.4.9 Master Plan Requirement

- **Goal of Changes:** To avoid triggering a master plan review each time new development is proposed for the MDD. This will reduce the administrative burden of the review process and make the district more attractive to developers. Additionally, it establishes the Trumbull Mall Area Market Feasibility and Land Use Plan as the prevailing Master Plan for the MDD.
- **Existing Text:** In order to fulfill the goals set forth above, in conjunction with any application to (i) increase square footage greater than five (5) percent of the existing Gross Floor Area within the zone as of the effective date of these MDD regulations; or (ii) create a separate parcel within the zone, a master plan governing the future development of the zone shall be submitted to the Commission (the “Master Plan”). Such Master Plan should address the development framework for the entire zone, including principal and accessory uses; street and open space layout; parking and loading areas; landscaping; and general illustrations for building layout, height, and bulk. The Commission must approve the proposed Master Plan prior to approving the proposed new development application. The Master Plan must require meaningful public engagement including a public hearing. Once a Master Plan has been approved, proposed revisions to the Master Plan will be required as new applications are presented which either (i) increase square footage greater than five (5) percent of the existing Gross Floor Area within the zone as of the effective date of these MDD regulations; or (ii) create a separate parcel within the zone. The Commission must approve the revisions to the Master Plan prior to approving any other proposed new development applications. Any revision to the Master Plan would require a public hearing. Notwithstanding the foregoing, a Master Plan shall not be required for the initial residential application filed with the Commission.
- **New Proposed Text:** The Trumbull Mall Area Market Feasibility and Land Use Plan, as adopted and amended from time to time, is the prevailing Master Plan for the MDD district and serves as the development framework for the entire zone. Demonstrated alignment with the Master Plan will be required as new development applications are presented for the zone which either (i) increase square footage greater than five (5) percent of the total Gross Floor Area within the zone as outlined in the Master Plan at full build; or (ii) create a separate parcel within the zone. Any future revisions to the Master Plan would require a public hearing and approval by the Commission.

Professional Office Overlay Zone South of the Merritt Parkway (POOZ South)

Note: The following proposed changes assume that the basis of this new zoning district is Article 2, Section 2.1 Professional Office Overlay Zone. Herein, we have only included the subsections that are distinct from other POOZ designated areas.

2.1.3 Conditions

A. *Lot Consolidation*

- **Goal of Changes:** To make redevelopment in the POOZ south of the Merritt Parkway easier and more feasible by eliminating restrictions on lot consolidation.
- **Existing Text:** Consolidation of two (2) preexisting lots, both having been previously included in the Planned Office Overlay Zone, is permissible. No more than two lots may be consolidated. In the case of two consolidated lots, in areas other than lower Main Street, the new structure proposed for professional office use shall be limited in size to the larger of either:
 - a. 2,900 square feet (in terms of net useable square footage as defined by the tax assessor)
 - b. no more than 20% larger (in terms of net useable square footage as shown on tax assessor's records) than the average size of the two residential structures adjacent to (on either side of) the subject property or the two residential structures located closest to the subject property if that property is located on a corner lot.Consolidation of two (2) or more preexisting lots located south of Route 15 and north of the Bridgeport line, having been previously included in the Planned Office Overlay Zone, is permissible. In the case of consolidated lots, the new structure proposed for professional office use shall be limited in size to the larger of either. a. 2,900 square feet (in terms of net useable square footage as defined by the tax assessor); or b. no more than 20% larger (in terms of net useable square footage as shown on tax assessor's records) than the average size of the two residential structures adjacent to (on either side of) the subject property or the two residential structures located closest to the subject property. If, however, the subject property has a total area after combination that exceeds one acre and has frontage on a state highway, the gross floor area of any building or structure to be constructed shall not be greater than 8,500 square feet per acre. Egress and ingress to any such newly assembled lot that contains a corner lot development, shall be from a State highway, unless evidence is provided to the Commission that unrestricted ingress and egress to and from said State highway cannot be obtained or is not the safest and most efficient way to access the lot as determined in the Commission's discretion in which case egress and ingress shall only be permitted on streets which do not terminate in a cul-de-sac or dead end.
- Notwithstanding the standards stated in this Article II, Section 2.1.3.7.2, an additional maximum floor area of 2,500 square feet within an existing building may be used for accessory clerical office area in support of the principal professional

office use. Said floor area is not intended as an area for the principal professional office use where the public may be served.

- **New Proposed Text:** Consolidation of lots. Consolidation of preexisting lots in the Planned Office Overlay Zone South is permissible.

B. Building Coverage

- **Goal of Changes:** To make development in the POOZ south of the Merritt Parkway easier and more attractive by increasing allowable coverage to allow for a greater variety of development and use types.
- **Existing Text:** Building Coverage. Building coverage shall not exceed 25%.
- **New Proposed Text:** Building Coverage. Building coverage shall not exceed 50%.

C. Parking

- **Goal of Changes:** To make development in the POOZ south of the Merritt Parkway easier by clarifying parking requirements.
- **Existing Text:** Parking shall be permitted in the rear yard and the side yard with landscaped buffers; parking is prohibited in a front yard, and side yard parking shall be no closer to the street line than the dwelling; except in the case of a corner lot, which in such event, parking shall only not be permitted between the street and the entrance to the proposed or existing building facing Main Street or White Plains Road.

A minimum of four (4) off-street parking spaces shall be provided for each permitted use, except for funeral homes as specified in Section 2.1.4(a)(3) below. All professional office uses shall have parking at the rate of one (1) space per 200 square feet of Gross Floor Area of the area proposed for office use. No On-Street Parking shall be permitted. The Planning and Zoning Commission shall have the discretion to vary the parking requirements based on findings from the traffic/access/parking study required for properties located on lower Main Street or based on findings from an analysis provided by applicants and accepted by the Commission for properties located on the portions of White Plains Road and Church Hill Road that are included in this overlay zone.

Except in the case of funeral homes, any parking spaces above the one space per 200 square feet of Gross Floor Area shall be designed as “contingency parking”, using a permeable pavement product such as “Grasscrete” that will preserve a lawn-like appearance while providing overflow parking. The Planning & Zoning Commission will have discretion to modify or waive this requirement if sufficient evidence of extenuating circumstances is provided.

All parking lots shall be designed such that they can be connected to existing or future parking lots on adjacent parcels, and no obstruction shall be placed to prevent the movement of vehicles between such adjoining parking lots. Wherever possible, the Commission shall consolidate driveways to serve multiple properties and to minimize curb cuts.

- **New Proposed Text:** Parking shall be permitted in the rear yard and the side yard with landscaped buffers; parking is prohibited in a front yard, and side yard parking shall be no closer to the street line than the building; except in the case of a corner lot, which in such event,

parking shall only not be permitted between the street and the entrance to the proposed or existing building facing Main Street.

A minimum of four (4) off-street parking spaces shall be provided, except for funeral homes as specified in Section 2.1.4(a)(3) below. All professional office uses shall have parking at the rate of one (1) space per 200 square feet of Gross Floor Area of the area proposed for office use. No On-Street Parking shall be permitted. The Planning and Zoning Commission shall have the discretion to vary the parking requirements based on findings from the traffic/access/parking study required for properties located on lower Main Street.

Except in the case of funeral homes, any parking spaces above the one space per 200 square feet of Gross Floor Area shall be designed as “contingency parking”, using a permeable pavement product such as “Grasscrete” that will preserve a lawn-like appearance while providing overflow parking. The Planning & Zoning Commission will have discretion to modify or waive this requirement if sufficient evidence of extenuating circumstances is provided.

All parking lots shall be designed such that they can be connected to existing or future parking lots on adjacent parcels, and no obstruction shall be placed to prevent the movement of vehicles between such adjoining parking lots. Wherever possible, the Commission shall consolidate driveways to serve multiple properties and to minimize curb cuts.

2.1.3 Permitted Uses

- **Goal of Change:** To add a vital and compatible service to the permitted uses on the east side of Main Street in this district

- **Existing Text:**

Professional persons in the following list shall be licensed by the State of Connecticut.

- a. Funeral Homes

- (1) The minimum lot area shall be 4.5 acres.

- (2) The minimum road frontage shall be 400 feet.

- (3) A minimum of thirty (30) off-street parking spaces shall be provided.

- (4) Funeral homes not existing as of August 19, 2009 shall not be permitted on lower Main Street.

- b. Attorneys at Law

- c. Accountants

- d. Architects

- e. Engineers and Surveyors

- f. Medical professional persons, which shall include doctors of medicine, dentistry, optometry, chiropody, podiatry, osteopathy, naturopathy, etc., Doctors: of Veterinary Medicine shall be included only as Veterinary Outpatient Clinics, as defined in Article I, Section 3, 183.

g. Registered dietitians

h. Psychologists

i. Family therapists

j. Social workers

k. Nurse clinicians

l. Insurance agents

m. Other professional offices, including those not requiring a license from the State of Connecticut.

n. Real estate offices

- **New Proposed Text:**

o. The use of a Day Care Center or Facility is permitted by special permit, along east side of Main Street from the Merritt Parkway, extending southerly to the Bridgeport City line

The following pages include the zoning changes as passed and implemented at the August 20, 2025 Trumbull Planning & Zoning Commission Meeting.

Article 2, Section 3.4 Mixed-Use Design District (MDD)

3.4.1 Purpose

The purpose of the MDD zone is to:

1. Facilitate an appropriate mix of commercial, retail, residential, entertainment, and dining uses in a location close to a limited access highway or arterial road.
2. Create an environment that is comfortable and interesting to local residents and visitors as a place to live, play, shop, work, and socialize.
3. Insure the continued vitality and viability of large-scale retail spaces by the introduction of compatible and appropriate uses that also maintain the integrity of nearby neighborhoods.

3.4.2 Permitted Uses

Within the MDD Zone, no building or structure shall be erected, altered, occupied, or used, arranged or designed to be used for other than one or more of the following specified uses and only upon the issuance of Site Plan approval by the Commission in accordance with requirements for site plans in Article XV, Section 2.2 of these Regulations:

1. Retail business or retail service provided that there shall be no manufacturing in connection therewith except such as is clearly incidental to the conduct of a retail business or service conducted on the premises, including but not limited to department stores, personal services, health clubs, and clothing, grocery, liquor, appliance, jewelry, and shoe stores.
2. Business or professional office, including medical and dental clinics;
3. Bank and financial service;
4. Restaurants, including outdoor dining;
5. Personal service establishments, including but not limited to, laundry or cleaning agency, shoe repair, photographer's studio and/or barber shop/beauty parlor.
6. Movie or live theater;
7. Indoor recreation and amusement;
8. Art galleries and museums;

9. Daycare Center (adult only);

10. Brewpub restaurants.

3.4.3 Permitted Accessory Uses

The following uses are permitted upon the issuance of a Certificate of Zoning Compliance in accordance with Article V of these Regulations:

1. Accessory Uses for Principal Uses, including drive-throughs, which are in compliance with the plans and conditions of approval for a Use which has received Site Plan approval or a Special Permit in accordance with these Regulations. Notwithstanding anything to the contrary herein, any drive-through window shall require Special Permit approval by the Commission and shall be located a minimum of 500' from Main Street or Madison Avenue.
2. Manufacturing or treatment only in connection with a permitted retail or service use, and when clearly incidental to the conduct of a permitted retail business or service conducted on the Premises.
3. Temporary Accessory Sale of Holiday Decorations and Retail Products. Sale of products, including but not limited to holiday or seasonal decorations or products, within any parking field provided that all such temporary sales shall not exceed a period of thirty (30) days, and no flood lights or loudspeakers are utilized.
4. Other accessory buildings or uses which are clearly subordinate and customarily incidental to and located on the same lot with the principal use, and that will not be hazardous to the public health, safety, and welfare.

3.4.4 Special Permit Uses

The following Uses are allowed only upon the issuance of a Special Permit by the Commission in accordance with Article XV of these Regulations:

~~1. Movie or live theater;~~

~~2. Indoor recreation and amusement;~~

13. Hotels and conference centers;

24. Multi-family residential developments Age restricted residential developments with a minimum 10 % affordable units that are restricted to a rent or sale price that is affordable to residents who earn 80% or less of the area median income (AMI) and -subject to the following:

a. Age restricted residential shall be deemed to mean a housing development in which one hundred percent (100%) of the dwelling units will be held or conveyed by deeds containing covenants and restrictions which shall require that such dwelling units be owned and occupied exclusively as a single-family residence by at least one person who is fifty-five (55) years of age or older, provided however, that the surviving spouse of a person who is fifty (50) years of age or older may remain in occupancy of a dwelling.

ba. residential units with three (3) or more bedrooms are prohibited;

cb. 20 to 40 units per acre in areas identified for parcels for senior housing development as defined by Trumbull Mall Area Market Feasibility and Land Use Study or subsequent areas defined by the Planning and Zoning Commission;

a maximum of 260 units are permitted within the entire MDD zone (for the avoidance of doubt, the creation of additional parcels shall not result in the ability to add residential units in the MDD zone above 260 units);

de. residential units shall be rented to one "family" as that term is defined in these Regulations;

ed. each unit shall have the be a minimum square footage permitted by law of 800 square feet and a maximum of 1,400 square feet; and

fe. dens, office or similar separate rooms shall not be permitted; however, this does not prohibit separate living areas without dividing or fin walls.

gf. useable amenity area or active recreation areas shall be provided which may include, but shall not be limited to, swimming pools and recreational facilities and buildings;

hg. outdoor playground equipment, swing sets, and similar items are specifically prohibited;

ih. all new development shall be compatible or exceed the quality of the surrounding development in terms of material, building siting, architecture and landscaping. Staggered offset unit facades and/or varied unit facade materials should be utilized. The exterior building material, color, roof-line and building elevations shall be residential in character. A combination of materials may be used but the entire building should be of the same architectural style. Concrete blocks shall not be visible on any outer façade

of the building. Pitched roofs are preferred. All rooftop utilities or other equipment shall be concealed from view; and

ji. a report analyzing ~~impact on municipal services the likely number of school-aged children and fiscal impacts to the Town~~ shall be submitted simultaneously with any Special Permit application for any age-restricted multi-family residential use.

35. Private schools, occupational schools, and educational facilities;

46. Gasoline filling stations with no vehicle repair, provided that any building, structure, or pump associated with such gas station shall be located a minimum of 500 feet from Main Street, Madison Avenue and any residential structure;

57. New automobile showrooms excluding exterior storage of vehicle inventory;

~~8. Art galleries and museums;~~

69. Day care center;

~~10. Brewpub restaurants;~~

711. Regional medical centers, ambulatory surgery centers, hospitals, long or short term medical care facilities.

3.4.5 Site Plan approval

For the uses set forth in Section 3.4.2 shall be required only for the initial construction of that use, such that the conversion from any approved use to any other permitted use set forth in Section 3.4.2 within an existing building shall not require a new Site Plan approval.

Special Permit approval for the uses set forth in Section 3.4.4 shall be required for the initial construction of that use, however, the conversion from any approved use to a new owner, operator or tenant with the same or similar use within an existing building shall not require a new Special Permit.

For the avoidance of doubt, any multi- family residential use must receive Special Permit approval.

Notwithstanding anything to the contrary herein, whenever there is an increase or decrease in the square footage of an existing structure in the MDD Zone, then a new Special Permit and/or Site Plan approval, applicable, shall be required regardless of any prior approval for the existing use. Any new structure should be compatible with the vision and goals of the Trumbull Mall Area Market Feasibility and Land Use Study as confirmed by the Town Planner.

3.4.6 Bulk Restrictions and Design Requirements

1. The minimum size of the MDD zone shall be 80 contiguous acres. Separate parcels within the MDD zone are permitted to exist provided that any such parcel and its proposed use within the MDD zone must have a minimum lot size of 2 (two) ~~7~~ acres and be consistent with the Trumbull Mall Area Market Feasibility and Land Use Plan. The creation of a separate parcel within the MDD zone requires approval by the Commission.
2. Building Coverage in the MDD shall not exceed 50% of the total site. The Gross Floor Area of any buildings or other structures shall not exceed 100% of the total site. Any parking garage located beneath a building or as a separate structure shall not be included in calculating maximum Lot Coverage or maximum Gross Floor Area under these Regulations. The maximum impervious coverage in the MDD zone shall be 85%.
3. The maximum height of any building or structure in the MDD shall be 65 feet.
4. There shall be a minimum 25-foot wide landscaped buffer located at the property line abutting any single-family house in a Residential zone. Other than as set forth above, landscaped buffers shall be required at any property line abutting a public road or highway for aesthetic, safety and/or complete screening purposes as determined by the Commission.
5. No building shall be located less than 50 feet from a state road or highway provided that any portion of a building setback between 50 feet and 100 feet from the state road or highway (the "Secondary Setback") shall be no greater than 95 feet wide. No more than two such buildings may be located within the Secondary Setback. No building shall be located less than 50 feet from any other public street, or less than 100 feet from a residential zone boundary.
6. In order to ensure the cohesive integration of any multi-family residential developments into the overall development within the zone, vehicular and pedestrian means of access shall be provided as follows. At least two means of vehicular access shall be provided to and from such residential development and the balance of the zone. Pedestrian connections between any multi-family residential development and the balance of the zone shall be provided in a meaningful manner that ensures the safety of pedestrians, including, but not limited to, traffic calming devices, crosswalks, pedestrian bridges, elevated greenways, and stamped pavement.

7. Land that is not covered with impervious surfaces, such as buildings, drives, parking areas, and walkways shall be suitably landscaped or retained in its natural state, with supplemental plantings as designated by the Commission. Landscaping shall be provided which shall be approved by the Commission. Applicants shall provide a copy of the Landscaping Plan in sufficient time for the Town staff to make comments and recommendations. The recommended plan shall be presented to the Planning and Zoning Office prior to the scheduled Public Hearing. The purpose of said landscaping shall be to enhance the appearance and natural beauty of the town and to protect and increase property values through preservation of existing vegetation and establishment of new screening and landscaping material, to moderate heat, noise, glare, and accumulation of dust, to shade, to provide privacy from noise and visual intrusion, to prevent the erosion of soil, excess water run-off of drainage water, to guide the safe circulation of traffic. All plantings shall be installed according to accepted horticultural methods. Said plan may include height and spacing arrangement as shall best be in keeping with the intent of these regulations. A bond, which shall insure completion of landscaping requirements, shall be submitted in a form satisfactory to the Commission.

Site plans that demonstrate commitment to the goals established in the open space plan documented in the Trumbull Mall Area Market Feasibility and Land Use Plan, as confirmed by the Town Planner, shall receive consideration by the Planning and Zoning Commission and at the discretion of the Commission, receive relief from landscape provisions specifically related to the character and appearance of proposed landscape.

3.4.7 Provisions for Vehicles

Any use or combination of uses within an MDD shall provide sufficient parking which reasonably accommodates the nature and purpose of the uses proposed. A shared parking approach shall be permitted and encouraged as a means to reduce the total parking supply that would otherwise be required. Shared parking takes advantage of variation in the periods of maximum usage among different land uses, allowing different land uses to share the same given parking spaces if they have different time-of-day or day-of-week usage patterns. ~~If a shared parking approach is followed, the applicant shall provide a shared parking study for review and approval by the Commission, documenting the rationale and calculations for the lower parking supply. The study shall include survey statistics and factors documenting the requested reductions in parking supply.~~

Any proposed parking structure shall be constructed in a style, manner, size and location on the lot which is in conformity with other buildings and structures on the lot and which does not detract from other improvements on the site. ~~To offset impact of surface parking On-site parking areas shall be planted with trees with~~ at least one (1) tree ~~or financial equivalent~~ for every twenty (20) off-street ~~surface~~ parking spaces ~~shall be provided in open space areas identified in the Trumbull Mall Area Market Feasibility and Land Use Plan as confirmed by the Town Planner. not located within a parking structure.~~

Parking garages may be located beneath buildings or as separate structures. ~~On-street parking is prohibited.~~

~~Notwithstanding the above, multi-family residential units shall be parked at a ratio of 1.9 spaces per unit regardless of the number of bedrooms.~~

~~Designated parking spaces must be submitted with a site plan which may include parallel parking spaces on private internal drives.~~

~~Age restricted housing units shall be parked at a minimum ratio of 1.5 spaces per unit regardless of the number of bedrooms.~~

3.4.8 Signs

In the event of a conflict between the provisions of this and any other regulation, including but not limited Article XIII, this section shall govern. The purpose of this section is to enhance the visual aspect of retail developments, creating excitement through a variety of signage types while maintaining a high level of control over the quality of signage implemented.

- a. Individual signs for tenants whose leased premises include an exterior entrance ("Tenant Signs") must be located on the building surface. The size of Tenant Signs shall be the larger of (i) one (1) square foot per 1,000 square feet of leased space to the tenant, or (ii) thirty (30) square feet. Signs may be no more than three colors. Signs may be divided up into multiple signs up to one (1) sign for each 50,000 square feet of leased area. The Commission may permit a total of 140 square feet of signage in the case of a tenant whose leased premises include an exterior entrance and where all such signs are located more than 500 feet from any residence in a residential zone. Such signage may consist of wall or blade signs. Signs shall be illuminated only while the tenant is open for business.
- b. Signs identifying the property owner/landlord may be located at each exterior entrance into the common area of the retail building ("Entrance Signs"). Such

Entrance Signs may be located on the building surface or may be placed above or below a canopy that extends out from the building surface. In no case, however, shall an Entrance Sign extend above the height of the building. Such Entrance Signs may be internally or externally illuminated and shall not exceed 140 square feet.

c. In addition to Entrance Signs, two (2) additional visual graphics panels may be located adjacent to each exterior entrance into the common area of the retail building (“Visual Graphics Panels”). Such Visual Graphics Panels shall be located so as to be visible primarily to those utilizing a specific entrance. Visual Graphics Panels shall be located on the building surface and each shall not exceed a total of 140 square feet. Visual Graphics Panels may utilize LED, plasma, digital media, or other similar technologies and shall not be considered Flashing Signs or Moving Signs under these Regulations. Visual Graphics Panels shall not be accompanied by any audio.

d. Signs for tenants occupying the entirety of a free-standing building no less than 30,000 square feet shall be located on the building surface. The size of all such signage shall be no greater than one (1) square foot per one hundred thirty (130) square feet of leased space. No more than three (3) wall signs are permitted, no one sign may exceed 140 square feet, and the largest sign shall be located above the building entrance. Signs shall be illuminated only while the tenant is open for business. In the event of 24 hour operation, illumination for all signs shall be extinguished between the hours of 11:00 PM and 5:00 AM with the exception of the one sign located at the entrance which may remain illuminated.

e. Directional signage may be located on the property for way-finding purposes only. The text of such signage shall be limited to identifying the location of major tenants, site features, or exits, and no other messages are permitted. Such signs may not exceed eight (8) feet high and six (6) feet wide, and shall be set back from any front property line a minimum distance of one hundred (100) feet. The text of such signs may be internally illuminated.

f. Entrance ground signs identifying the property owner/landlord and anchor tenants are permitted along any front property line. No setback is required provided it is demonstrated that adequate sight lines are maintained for exiting traffic. The maximum height of such signs shall be twenty-one (21') feet and the maximum size of the sign area shall be one hundred (100) square feet, which may include a readerboard no greater than thirty-two (32) square feet. The maximum sign area may be doubled for two-sided entrance ground signs where the sides are back to

back. The base of the sign shall be landscaped consistent with the overall site plan for the parcel.

g. In no event shall any wall sign be permitted that is more than forty five (45') feet high from grade.

3.4.9 Master Plan Requirement

The Trumbull Mall Area Market Feasibility and Land Use Plan, as adopted and amended from time to time, is the prevailing Master Plan for the MDD district and serves as the development framework for the entire zone. Demonstrated alignment with the Master Plan will be required as new development applications are presented for the zone which either (i) increase square footage greater than five (5) percent of the total Gross Floor Area within the zone as outlined in the Master Plan at full build; or (ii) create a separate parcel within the zone. Any future revisions to the Master Plan would require a public hearing and approval by the Commission.

~~In order to fulfill the goals set forth above, in conjunction with any application to (i) increase square footage greater than five (5) percent of the existing Gross Floor Area within the zone as of the effective date of these MDD regulations; or (ii) create a separate parcel within the zone, a master plan governing the future development of the zone shall be submitted to the Commission (the "Master Plan"). Such Master Plan should address the development framework for the entire zone, including principal and accessory uses; street and open space layout; parking and loading areas; landscaping; and general illustrations for building layout, height, and bulk. The Commission must approve the proposed Master Plan prior to approving the proposed new development application. The Master Plan must require meaningful public engagement including a public hearing. Once a Master Plan has been approved, proposed revisions to the Master Plan will be required as new applications are presented which either (i) increase square footage greater than five (5) percent of the existing Gross Floor Area within the zone as of the effective date of these MDD regulations; or (ii) create a separate parcel within the zone. The Commission must approve the revisions to the Master Plan prior to approving any other proposed new development applications. Any revision to the Master Plan would require a public hearing.~~

~~Notwithstanding the foregoing, a Master Plan shall not be required for the initial residential application filed with the Commission.~~

**Town of Trumbull
CONNECTICUT**

**Planning and Zoning
Department**
Telephone (203) 452-5047
Fax (203) 452-5169



Town Hall
5866 Main Street
Trumbull, Connecticut 06611

PLANNING AND ZONING COMMISSION

August 7, 2025

Town Clerk
Trumbull Town Hall
5866 Main Street
Trumbull CT 06611

Dear Colleagues,

RE: Applications of the Town of Trumbull Planning and Zoning Department

Revised Article II, Section 2.1: Professional Office Overlay Zone File #25-12

Pursuant to Section CGS 8-3b of the CT General Statutes, enclosed please find a copy of the proposed revised Text Amendment to **Article II, Section 2.1: Professional Office Overlay Zone** as stated above.

Planning and Zoning Files #25-12.

This shall serve as written notice of the proposed Text Amendments submitted by the Town of Trumbull's Planning & Zoning Department. The date of the public hearing has been scheduled for August 20, 2025 at 7:30 p.m. to be held in the Council Chambers at Trumbull Town Hall. We would appreciate your comments prior to the Planning & Zoning public hearing.

Please contact the Town of Trumbull Planning and Zoning Department at (203) 452-5044, if there are any questions or concerns that you may wish to have addressed.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Rob Librandi", is written over a large, stylized blue oval.

Rob Librandi
Land Use Planner
Town of Trumbull
5866 Main Street
Trumbull CT 06611
rlibrandi@trumbull-ct.gov

ARTICLE II

SECTION 2: SPECIAL RESIDENTIAL ZONES

2.1 Professional Office Overlay Zone (formerly Design District)

2.1.1 Statement of Purpose

To enhance the vitality and cohesion of designated areas by allowing an expanded list of approved professional office uses or such other uses as provided for herein in preexisting residential structures or new structures that demonstrate unified architectural character with single family homes in the immediate area.

2.1.2 Location

For purposes of this regulation, the Professional Office Overlay Zone shall be located:

1. Along White Plains Road (Rte. 127) from the intersection of Unity Road and White Plains Road, extending northwesterly to the intersection of Reservoir Avenue and White Plains Road,
2. Along east side of Main Street from the Merritt Parkway, extending southerly to the Bridgeport City line and along west side of Main Street from the eastern entrance access driveway of the Trumbull Mall southerly to the Bridgeport City line (this area shall be referred to as "POOZ South"), and
3. Properties at 17, 29 and 37 Church Hill Road and 7091 Main Street.

All properties having frontage on White Plains Road or lower Main Street or 7091 Main Street or an existing easement for access onto White Plains Road or lower Main Street or within the limited areas described above shall be included in the Professional Office Overlay Zone, except ~~for the following: (Note: Boundary description on file in Town Clerk's Office and Planning and Zoning Office.)~~

4. that Pproperties zoned for multi-family (such as condominiums, apartments and townhomes) and/or zoned for affordable housing shall not be included, unless otherwise provided for herein or are a ~~However~~, preexisting nonconforming multi-family structures such as two-family homes may be included.

2.1.3 Conditions

1. Parking shall be permitted in the rear yard and the side yard with landscaped buffers; parking is prohibited in a front yard, and side yard parking shall be no closer to the street line than the dwelling; dwelling except in the case of a corner lot, which in such event, parking shall only not be permitted between the street and the entrance to the proposed or existing building facing Main Street or White Plains Road.
2. A minimum of four (4) off-street parking spaces shall be provided for each permitted use, except for funeral homes as specified in Section 2.1.4(a)(3) below. All professional office uses shall have parking at the rate of one (1) space per 200 square feet of Gross Floor Area of the area proposed for office use. No On-Street Parking shall be permitted. The Planning and Zoning Commission shall have the discretion to vary the parking requirements based on findings from the traffic/access/parking study required for properties located in the POOZ South on lower Main Street or based on findings from an analysis provided by applicants and accepted by the Commission for properties located on the portions of White Plains Road and Church Hill Road that are included in this overlay zone.
3. Except in the case of funeral homes, any parking spaces above the one space per 200 square feet of Gross Floor Area shall be designed as "contingency parking", using a permeable pavement product such as "Grasscrete" that will preserve a lawn-like appearance while providing overflow parking. The Planning & Zoning Commission will have discretion to modify or waive this requirement if sufficient evidence of extenuating circumstances is provided.
4. All parking lots shall be designed such that they can be connected to existing or future parking lots on adjacent parcels, and no obstruction shall be placed to prevent the movement of vehicles between such adjoining parking lots. Wherever possible, the Commission shall consolidate driveways to serve multiple properties and to minimize curb cuts.
5. This use shall only be permitted in a home constructed after the effective date (July 13, 1995) of these regulations if the applicant can demonstrate, to the satisfaction of the Commission, within its sole discretion as part of the Special Permit approval process, that the new structure and the property it sits on will have the appearance of a residential property, and will be similar in character, height, size, scale, and have similar setbacks as the existing structures in the vicinity of the subject property.
6. Any structure on a single lot built after July 13, 1995 and proposed for professional office use shall be limited in size to the larger of either:
 - a. the size of the previous principal structure on the subject property (in terms of net useable square footage as shown on tax assessor's records) or

- b. no more than 20% larger (in terms of net useable square footage as shown on tax assessor's records) than the average size of the two residential structures adjacent to (on either side of) the subject property or the two residential structures located closest to the subject property if that property is located on a corner lot.
7. Any structure on a single lot built after July 13, 1995 and proposed for professional office use shall be limited in size to the larger of either:

- a. the size of the previous principal structure on the subject property (in terms of net useable square footage as shown on tax assessor's records) or office use shall be limited in size to the larger of either;
 - b. no more than 20% larger (in terms of net useable square footage as shown on tax assessor's records) than the average size of the two residential structures adjacent to (on either side of) the subject property or the two residential structures located closest to the subject property if that property is located on a corner lot.
4. ~~8.~~ Consolidation of two (2) preexisting lots, both having been previously included in the Planned Office Overlay Zone, is permissible. No more than two lots may be consolidated. In the case of two consolidated lots, in areas other than POOZ South lower Main Street, the new structure proposed for professional office use shall be limited in size to the larger of either:
- a. 2,900 square feet (in terms of net useable square footage as defined by the tax assessor)
 - b. no more than 20% larger (in terms of net useable square footage as shown on tax assessor's records) than the average size of the two residential structures adjacent to (on either side ~~etof~~) the subject property or the two residential structures located closest to the subject property if that property is located on a corner lot.

- ~~2. Consolidation of two (2) or more preexisting lots located south of Route 15 and north of the Bridgeport line, having been previously included in the Planned Office Overlay Zone, is permissible. In the case of consolidated lots, the new structure proposed for professional office use shall be limited in size to the larger of either:~~
- ~~a. 2,900 square feet (in terms of net useable square footage as defined by the tax assessor); or~~
 - ~~b. no more than 20% larger (in terms of net useable square footage as shown on tax assessor's records) than the average size of the two residential structures adjacent to (on either side of) the subject property or the two residential structures located closest to the subject property. If, however, the subject property has a total area after combination that exceeds one acre and has frontage on a state highway, the gross floor area of any building or~~

~~structure to be constructed shall not be greater than 8,500 square feet per acre. Egress and ingress to any such newly assembled lot that contains a corner lot development, shall be from a State highway, unless evidence is provided to the Commission that unrestricted ingress and egress to and from said State highway cannot be obtained or is not the safest and most efficient way to access the lot as determined in the Commission's discretion in which case egress and ingress shall only be permitted on streets which do not terminate in a cul-de-sac or dead end.~~

~~c. Notwithstanding the standards stated in this Article II, Section 2.1.3.7.2, an additional maximum floor area of 2,500 square feet within an existing building may be used for accessory clerical office area in support of the principal professional office use. Said floor area is not intended as an area for the principal professional office use where the public may be served.~~

9.8. The owner of a property approved for professional office use in this overlay zone may, but is not required to, live in and/or operate a professional office on the subject property. The owner may rent all or a portion of the premises for either residential or office use. The Planning and Zoning Commission shall have the discretion to allow more than one professional office use on the property.

a) Building coverage shall not exceed 25%.

b) Signage for funeral homes shall be limited to one per lot, no larger than twelve (12) square feet, ground lighting only, and set back a minimum of 10 feet from the property line; all other signage and shall not exceed six (6) square feet.

c) Approval of an application for professional office use in on POOZ South ~~lower Main Street~~ shall require a traffic/access/parking analysis. Applicants shall be required to pay the cost of a study to be prepared by an expert selected by the Planning and Zoning Commission for the purpose of assessing traffic impact, ingress, and egress, parking and vehicular safety for the proposed use. The cost for this analysis shall not exceed an amount estimated by the Town Planner and Town Engineer to cover the cost of an independent traffic/access/parking analysis. The Commission, may, at its discretion, permit an alternative method or arrangement for funding a traffic/access/parking analysis.

d) Approval of applications for professional office use in POOZ South ~~on lower Main Street~~ shall be contingent upon the Planning and Zoning Commission accepting the results of the traffic/parking study described above and approving plans for

the subject property showing proposed landscaping, signage, lighting, parking, driveway access and handicapped access.

- e) Structures in the POOZ South are on lower Main Street to be considered for professional office use should be visible from the street. The front of the structure should be no more than 75 feet back from the street.

10.9. The Planning and Zoning Commission shall have the discretion to deny a request for a professional office use in any of the areas where this zone applies if they determine based on all the information provided by an applicant, applicant's consultants, Town staff or consultants to the Town that a particular proposed application could have detrimental impacts on health or safety or general welfare on the character of the surrounding residentially zoned area.

2.1.4 Permitted Uses

Professional persons in the following list shall be licensed by the State of Connecticut.

- a. Funeral Homes
 - (1) The minimum lot area shall be 4.5 acres.
 - (2) The minimum road frontage shall be 400 feet.
 - (3) A minimum of thirty (30) off-street parking spaces shall be provided.
 - (4) Funeral homes not existing as of August 19, 2009 shall not be permitted on lower Main Street.
- b. Attorneys at Law
- c. Accountants
- d. Architects
- e. Engineers and Surveyors
- f. Medical professional persons, which shall include doctors of medicine, dentistry, optometry, chiropody, podiatry, osteopathy, naturopathy, etc., Doctors of Veterinary Medicine shall be included only as Veterinary Outpatient Clinics, as defined in Article I, Section 3, 1823.
- g. Registered dietitians
- h. Psychologists
- i. Family therapists
- j. Social workers
- k. Nurse clinicians

- l. Insurance agents
- m. Other professional offices, including those not requiring a license from the State of Connecticut.
- n. Real estate offices

2.1.5 Application Procedure

An application for a Special Permit for a permitted use in a Professional Office Overlay Zone shall be made to the Planning and Zoning Commission in accordance with Article XV of these Regulations, and shall include, in addition to the information required by that Article, the following:

- a. A floor plan of ¼ inch to the foot showing proposed changes to the building; an accurate description of the proposed use, four sets of all drawings, including any proposed addition, elevations, and certified plot plan for the facility. These plans shall show the location of all buildings, building materials (if used), uses, parking areas, traffic access and circulation drives, open spaces, landscaping, exterior lighting, signage, and special features relating to the property.
- b. Applications for professional use in POOZ South on Lower Main Street shall be accompanied by a request for the Town to conduct a traffic/access/parking analysis as described in Section 2.1.3 of these regulations and a deposit in an amount to be determined by the Planning and Zoning Commission to undertake the analysis. If the analysis is completed for less than the deposit amount, the unspent portion will be returned to the applicant within 30 days from completion of the analysis.

2.1.6 Special Regulations for the Professional Office Overlay Zone South of the Merritt Parkway (POOZ South)

For those certain properties located in the POOZ South, the following special regulations shall apply and shall supersede any conflicting regulation in the POOZ zone.

- a. **Consolidation of lots.** Consolidation of preexisting lots in the Planned Office Overlay Zone South is permissible.
- b. **Building Coverage in the POOZ South.** Building coverage shall not exceed 50%.
- c. **Additional Use.** The use of a Day Care Center or Facility is permitted by special permit, along east side of Main Street from the Merritt Parkway, extending southerly to the Bridgeport City line.

Notwithstanding anything to the contrary in the POOZ regulations, the provisions of this section shall control.

