

Transforming Trumbull Mall Area to a Vibrant Mixed-Use District



Since the 1960's Trumbull Mall has served the greater Bridgeport region as both a commercial center and a jobs center. The property has evolved over the years, and retail tenants have come and gone. With the advent of online retail and the impact of Covid-19, the need to transform has never been more apparent. With the help of State Senator Marilyn Moore, Trumbull received a grant to undertake a world-class "Trumbull Mall Area Market Feasibility and Land Use Study".

The study area extends from the Merritt Parkway to the Bridgeport line, and from Madison Avenue to Main Street. Stantec was hired through competitive process to assist the town. Phase 1 of the effort is completion of the study document that includes: a vision for the future determined through extensive stakeholder input; extensive market research on the viability of uses and industries; extensive research into property ownership and potential restrictions; examination of the "infill" real estate development

potential; evaluation and recommendations for infrastructure and gateway improvements; and a series of regulation revisions to set the groundwork for investment and development of the area.

The mall property is the largest parcel in the study area and currently has 1.1 million square feet of commercial space. The area will transform from a sea of blacktop with a grouping of buildings in the center to a vibrant district. Findings from the study show the ability to add an additional 1.2 million square feet of commercial development including the potential for a senior housing component. The town previously approved a 260-unit market rate apartment complex which is under construction by Garden Homes and Rose Equities on Main Street.

Market data shows a demand for additional retail, up to 200 units of senior housing, a grocery store, limited-service hotel and medical space.



"The Trumbull Mall is one of our largest taxpayers. It behooves us to work collaboratively with property owners, residents, and our businesses to set the stage for a vibrant future for the area. We have done the deep dive. We see this area as a significant opportunity for growth. As next steps, we are taking this opportunity to the marketplace to attract interest from investors, businesses, and new tenants."

Vicki Tesoro, First Selectman



"The opportunity to add an additional 1.2 million square feet of infill development on 70 acres off the Merritt Parkway is one of the best economic development opportunities in the region. The area will build out over time and create new value to the Grand List, new amenities for residents and visitors, and new jobs."

Rina Bakalar, Economic and Community Development Director.

For more information on the study and related opportunities contact Rina Bakalar at 203-452-5043 or rbakalar@trumbull-ct.gov