

Town of West Hartford



Economic Development Report
December 1, 2023- February 29, 2024

Kristen Gorski, Economic Development Coordinator
Lauren DeLisa Siegel, Economic Development Specialist

Leasing/Business Activity

Business Name	Commercial District	Description	Status
Nautical Bowls	Bishops Corner	New Business	Open
IVX Health	Bishops Corner	New Business	Announced
Veterinary Revision	Bishops Corner	New Business	Building Out
Black Bamboo	Farmington Ave East	Relocation	Building Out
Maui Gas Station	Farmington Ave East	New Business	Building Out
Chip City	BBS/The Center	New Business	Building Out
The Bakery by The Place 2 Be	BBS/The Center	New Business	Building Out
Muse Paintbar	BBS/The Center	Relocation	Open
Beam Light Sauna	BBS/The Center	New Business	Announced
Lockton Company	BBS/The Center	New Business	Announced
Caffe Nero	BBS/The Center	New Business	Announced



Leasing/Business Activity

Business Name	Commercial District	Description	Status
NY Grill & Deli	BBS/The Center	New Business	Building Out
WeHa Candle Company	BBS/The Center	Relocation/Expansion	Announced
Be You Medspa	BBS/The Center	New Business	Open
Norcom Mortgage	BBS/The Center	New Business	Open
NBT Bank	BBS/The Center	Expansion	Open
Quick Bites	Park Road	New Business	Open
Salt + Lime (former Americana)	Park Road	Renovated Concept	Announced
Iron Horse Pub	Park Road	New Business	Building Out
Sweetspot	Park Road	New Business	Open
Wabi Sabi	Park Road	New Business	Building Out
CT Head Spa	Design District	New Business	Announced



Leasing/Business Activity

Business Name	Commercial District	Description	Status
JunkPot Pottery Studio	Design District	Relocation	Announced
Sichuan Alley	Design District	New Business	Building Out
O'Reilly Auto Parts	Elmwood	New Business	Under Construction
Sowl Bowls	Elmwood	New Business	Open
Starbucks	Elmwood	New Business	Building Out
Trader Joe's	Corbin's Corner	Rear Expansion	Building Out
JD Sports	Corbin's Corner	New Business	Announced



West Hartford Submarket Statistics*

Industry	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Current	Q1 2024 Est.
Industrial	3.0%	1.6%	1.3%	3.0%	1.3%	1.5%
Multi-Family	2.9%	11.7%	7.9%	8.6%	8.1%	6.7%
Office	6.3%	5.2%	6.1%	5.2%	5.3%	5.3%
Retail	8.3%	6.3%	6.6%	8.3%	8.0%	7.9%

*West Hartford Submarket Insights- 2024 CoStar Group (source)

Vacancy Range	Definition
Below 10%	Stable Market
7-8%	Very Good Market
5% or less	Very Strong Market



Property Sales

Address	Sale Date	Reported Buyer	Sale Price
67 Prospect Avenue	January 2024	WH Prospect LLC	\$1.49MM (\$73.36/SF)
805 Farmington Avenue	January 2024	R&M Properties LLC	\$640,000 (\$176.21/SF)



Existing Development Activity

Development Name	Commercial District	Address	Status
The Elle at North Main	Bishops Corner	1244 North Main Street	Approved & Awaiting Financing
Fellowship Housing	Bishops Corner	Starkel Road	Under Construction- Phase One
The Camelot	The Center	900 Farmington Avenue	Under Construction- Remediation & Demolition
The Byline	The Center	920-924 Farmington Avenue	Finishing Construction- Pre-Leasing to Begin Shortly
950 Trout Brook Drive	The Center	950 Trout Brook Drive	Under Construction
One Park	Park Road	27 Park Road	Finishing Construction- 62% Open & Leased



New Development Activity

1700 Asylum Avenue

Application of WeHa Development Group East, LLC owner of 1700 Asylum Avenue, for Change of Zone of approximately 14.9 acres of the northern portion of 1700 Asylum Avenue from a R-10 single-family zone to a RM-MS multifamily-multistory residence district zone with Special Development District Designation (SDD) overlay for the redevelopment of the northern portion of the site into a new multifamily housing development with associated parking and site amenities. The SDD overlay is also proposed to encompass the southern 8.9 acres of 1700 Asylum Avenue and includes new ballfield parking. No change of underlying zone is proposed for the southern portion of the property.

Public Hearing is Scheduled on March 11th at 5:30pm

509 New Park Avenue

Approved- An Application on behalf of Chick-fil-A, Inc., a lessee of the property commonly known as 509 New Park Avenue was approved on January 23, 2024 to modify the Special Development District (SDD #94) located at 509 New Park Avenue to accommodate a reconfiguration of the existing drive-thru lane and related site improvements including landscaping and parking.



New Development Activity

579 New Park Avenue

A Site Plan Application using the Transit-Oriented Development Zoning District was submitted by Hexagon New Park, LLC for the redevelopment of 579 New Park Avenue to include the demolition of the existing building and construction of a new five story, mixed-use building with association site improvements.

The application was received on December 1, 2023 and a 65-day extension was issued on February 9, 2024.

1051-1061 New Britain Avenue

A Site Plan Application under the Transit-Oriented Development Zoning District was submitted by NASRA WH, LLC for the redevelopment of 1051-1061 New Britain Avenue to include the demolition of the existing building and the construction of a new five story, mixed-use building with associated site improvements was approved

The site plan application was approved on October 23, 2023.

An amendment to the previously approved site plan was received on February 1, 2024. The revisions proposed a reduction of units from 150 to 117 and contain minor changes to the parking layout including the removal of underground parking with spaces proposed as surface only.



New Development Activity

331 South Road

An application filed on behalf of Inspired by Opportunity, LLC, lessee of the property commonly known as Wendy's Restaurant, to modify the Special Development District (SDD #29) located at 331 South Road to demolish the existing restaurant building and create a new 2,680SF restaurant building with drive-through facility. Associated modifications include the reconfiguration of the parking layout and drive aisles and new landscaping, signage, and stormwater and sanitary sewer improvements.

Public Hearing Scheduled on February 27th at 7:00pm



Marketing & Communications

Constant Contact Campaigns	Sends	Opens	Open Rate*
February 2024 Economic Development Newsletter	3579	1600	48.30%
January 2024 Economic Development Newsletter	3564	1745	52.90%
West Hartford in the News...December 2023 Economic Development Newsletter	3508	1635	50.30%
Economic Development Detailed Dive on Workforce Development- December 2023	3508	1759	54.10%
Deadline for Small Business Award Nomination (SBA National Recognition)	3507	1654	50.70%
November 2023 Economic Development Newsletter	3506	1610	49.40%
Economic Development Detailed Dive on Manufacturing Month- October 2023	3524	1760	53.90%
October 2023 Economic Development Newsletter	3482	1646	51.00%

*Compared to an industry standard of 23%

**SIGN-UP FOR OUR
E-NEWSLETTER**



Button added to email signatures in early
December increasing reach by +70 subscribers



Marketing & Communications

@westhartford_econdev



204
posts

1,435
followers

552
following

West Hartford Economic Development

Government organization

Promoting, supporting and attracting businesses and development in our community!

West Hartford, CT

linktr.ee/westhartfordecondev

Professional dashboard

1K accounts reached in the last 30 days.

Edit profile

Share profile

Email



Grand Ope...



Highlights



Events



New



Professional dashboard



Insights

Jan 23 - Feb 21

Accounts reached

1,066
+123%

Accounts engaged

112
+1,019%

Total followers

1,435
+1.1%

Content you shared

17



Marketing & Communications



ECONOMIC DEVELOPMENT



WHO

We are the liaisons between the Town and its businesses, assisting at every step of the process in helping you to locate, relocate or expand your business in West Hartford.

WHAT

We help businesses:

- Find a suitable space in West Hartford.
- Understand permit requirements to open or expand.
- Connect with resources to help your business grow!

HOW

We facilitate the growth and retention of existing businesses and attract a variety of new businesses and development to West Hartford.

CONTACT US

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WORKFORCE DEVELOPMENT RESOURCES

SENIORS JOB BANK

Many employers today value the benefits of a multi-generational workforce. Mature workers are experienced, have a strong work ethic and are able to mentor younger workers. Candidates for Seniors Job Bank (SJB), must be at least 50 years of age and live in the Greater Hartford area. Each jobseeker has been interviewed by one of SJB's volunteers or a member of their staff. Contact Robin at robin@seniorsjobbankct.org.

AMERICAN JOB CENTER

American Job Centers (AJC) Business Services Unit assists business owners with multiple tools to help them find job candidates with the skills they need. This includes opportunities to recruit at AJC's offices, job fairs and posting job openings on CTHires.com. Contact Donna at donna.smith@ct.gov.

CAPITAL WORKFORCE PARTNERS

Capital Workforce Partners, in partnership with the American Job Center, helps businesses find, retain, and grow a qualified workforce. Their team of business solutions consultants draw on a large and diverse talent pool and variety of training resources to help you meet today's hiring needs and maximize your recruitment and training strategy. All of their services are available at no cost. Contact Mohamed at chaouki@capitalworkforce.org.

FUTURES INC.

Future's is a private non-profit located in West Hartford, providing a wide range of innovative services to people with disabilities including job training and placement. They fulfill job openings in a variety of industries including retail, kitchen staff, auto body, dry cleaning, landscaping and salons. If you are an employer, looking for extra help and to create a space for a student in the community, contact info@futures-ct.org.

SCHOOL-TO-CAREERS PARTNERSHIP PROGRAM

Based on their career aspirations and interests, students work to establish a four-year Student Success Plan (SSP). In collaboration with School Counseling and Advisory homeroom, the SSP guides students toward instruction and skills development that align with college and career preparation. Opportunities include job shadowing and earning practical experience and high school credits through non-paid internship programs. Contact Maryanne Taft at 860-231-6009.

GROW. THRIVE. SUCCEED.

SMALL BUSINESS RESOURCE PARTNERS

Lending | Advising | Training Services



FOR THE LIFE OF YOUR BUSINESS
score.org/greaterhartford

SCORE Greater Hartford County offers FREE business mentoring and workshops from experienced advisors, entrepreneurs and corporate executives with diverse industry experience and specialties to help small business owners start, develop and grow their business.



Providing the training and education necessary for women to launch and scale their businesses. Services include business advising, coaching and financing opportunities.

Provides loans to Connecticut small business owners, primarily in low-to-moderate income communities, who are not able to obtain traditional bank financing.



Provides funding programs, counseling, federal contracting certifications and disaster recovery. They can also connect you to their partner organizations, lenders and other community groups that help small businesses succeed.



Supports existing businesses and attracts new businesses and jobs with a wide range of programs and services to help companies prosper.
portal.ct.gov/DECDD

Government site for doing business in Connecticut with a powerful customized checklist tool will guide you through starting a new business in Connecticut.



An economic development lending company that offers financing and support to small businesses in CT. Money may be used for expansion, purchasing equipment, or even for working capital.



HEDCO offers term loans, lines of credit, and access to capital needs that would be otherwise un-met or underserved. Established small businesses and start-ups welcome as well as minority and women-owned businesses.



capitalworkforce.org

Prepares workers for job openings and provides access to training and employment opportunities to meet the needs of businesses. Develops a skilled, educated and vital workforce in North Central Connecticut.

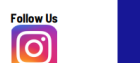
The Connecticut Small Business Development Center (CTSDC) and the West Hartford Economic Development Center partnership delivers confidential business advising to entrepreneurs in every stage of business and all industry sectors in West Hartford. Both resources are conveniently located in one place for one-stop shopping!



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Contact Us

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Economic Development Team Highlights

New and Existing Business Outreach- Economic Development Specialist reviewed all new commercial applications received through CityView to determine business contact information and assessed prospective needs. Staff connected approximately 60 business owners via personal email introductions to business resource partners, real estate connections, permitting divisions, and assisted with various needs including:

- Introductions to five Business/Neighborhood Associations and the West Hartford Chamber of Commerce
- Connected to business resources for financing/grant opportunities, social media/marketing, workforce development, and assisted through permitting process by connecting businesses with various Town divisions (Planning & Zoning, Building, Fire, and Health)
- Connected with current and prospective businesses interested in relocating to West Hartford or within Town
- Assisted with name change and registration with Town Clerk and Assessor's Offices

Business Retention & Expansion (BRE) - Interviewed Economic Development Directors of different communities throughout the State and created an online Best Practice Business Retention and Expansion Survey to collect vital data from business owners. BRE visits have formally restarted as of February 2024 and will capture approximately 25 businesses per month, depending on the volume of needs determined at each visit.



Economic Development Team Highlights

Business Climate Survey- A business climate survey, similar to that sent out in February 2023 has been updated for distribution in the March 2024 Economic Development Newsletter. This will enhance efforts to understand successes and challenges across all industries.

Workforce Development- In partnership with the West Hartford Public Schools, staff have bridged the gap with the schools to discuss manufacturing and the trades as a prominent career path to enhance their current curriculum. Through this staff issued a Manufacturing Needs Assessment to 20 manufacturing businesses in Town to collect information on: job openings, internships, hiring and training requirements, job-shadow programs and participation in future career fair as well as facility tours for students.

Event Planning & Support- Developed and strengthened relationships to support cultural exchange, while expanding opportunities for local businesses through planning of various events. Collaborated and led efforts to plan the following:

- Black Business Expo (West Hartford African American Social and Cultural Organization – WHAASCO)
- Women Empowering Women Panel Discussion (Office of Equity Advancement and Explore Farmington)
- Manufacturing Career Fair (West Hartford Public Schools)



Economic Development Team Highlights

Continued to Support Ongoing ARPA-funded Programs-

- Small Business & Non-Profit Grant Program
- Wayfinding Signage Initiative
- Affordable Housing Development Program

Continued to Assist with Municipal Brownfield Grant Program Awards-

- 900 Farmington Avenue
- 1051-1061 New Britain Avenue
- 1244 North Main Street

Public Art- Worked in partnership with the West Hartford Art League on advancing public art and murals specifically in the Elmwood neighborhood.

