



WEST HARTFORD, CT



**BRAND  
STREET**  
PROPERTIES

# blue back SQUARE



Blue Back Square is located in West Hartford, CT, adjacent to the capital city of Hartford and halfway between Boston (100 miles NE) and New York City (100 miles SW). West Hartford is an affluent, densely populated suburban community known for its top-ranked education systems, historic charm and an active downtown. The property is situated adjacent to the area's "main street" commercial core, West Hartford Center. With tree-lined streets, unique boutiques and an array of dining and shopping options, West Hartford Center is a premier commercial destination in the Hartford area. Blue Back Square serves as the contemporary counterpart to West Hartford Center, and together the two nodes create a synergistic and diverse commercial offering for local residents and visitors alike.

Blue Back Square is an approximately 450,000 SF midrise, urban-style, mixed-use development. Uses at the property include a mix of traditional office, creative office (co-working), medical office, retail, condos and residential apartments. Adjacent to the project is a highly successful Whole Foods grocer, as well as the recently built upscale 114-room, 3.5-star Delamar Hotel. Blue Back Square's diverse tenancy mix creates a synergistic effect amongst each of the uses, resulting in a true work/live/play community. Major retail tenants include Crate & Barrel (36,000 SF), Barnes & Noble (27,000 SF), Cinopolis Luxury Cinemas (21,500 SF), Cheesecake Factory (9,575 SF), Boqueria (4,456 SF) and Fleming's Prime Steakhouse (7,101 S). Major office tenants include Hartford Hospital (58,000 SF), Ares Management (20,200 SF), Beazley Insurance (19,000 SF), Lockton Companies (22,100 SF) and the Regus co-working concept, Spaces (25,700 SF).



## 450,000 SQ FT MIXED-USE DESTINATION

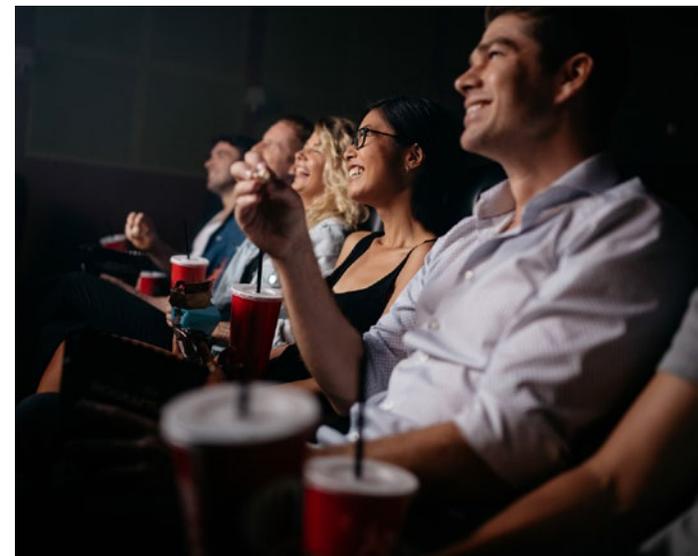
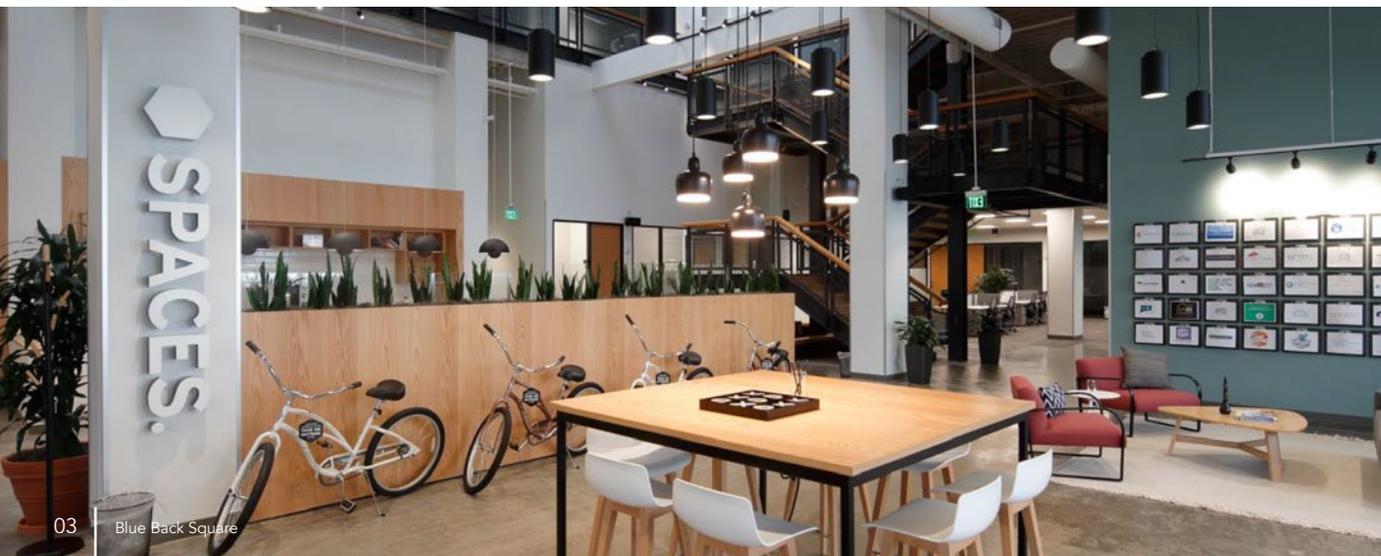


### IN THE HEART OF CT





THE ONE PLACE TO  
**SHOP, DINE, WORK &**  
EXPERIENCE.



# LOCAL TRADE AREA



# PROPERTY OVERVIEW

## BUILDING A

97k sf - Retail/Restaurant

## BUILDING B1

35k sf - Retail/Restaurant  
26k sf - Co-working  
68k sf - Office

## BUILDING B2

15k sf - Retail/Restaurant  
48 Residential Rental Units

## BUILDING C

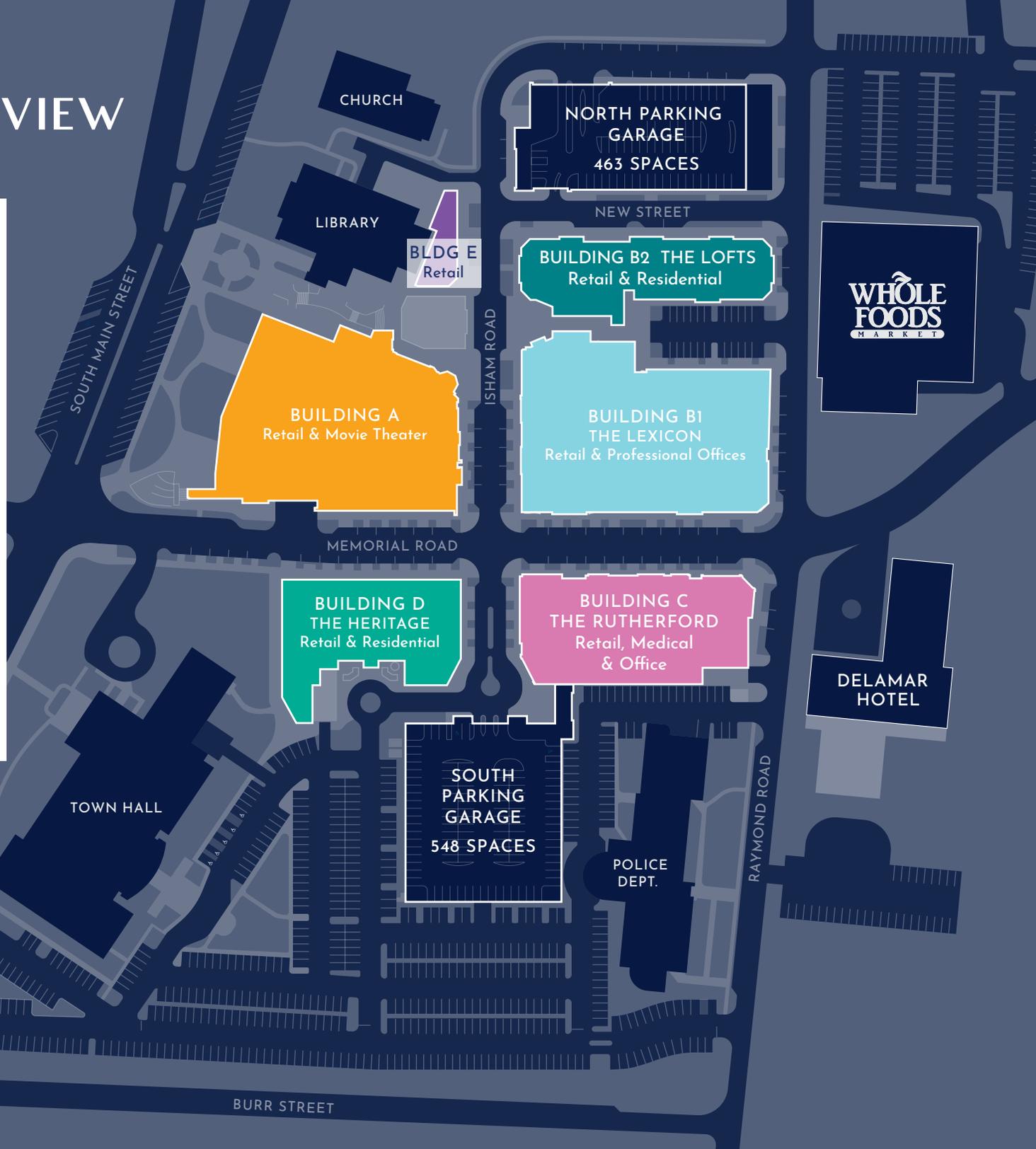
13k sf - Retail/Restaurant  
144k sf - Medical/Office

## BUILDING D

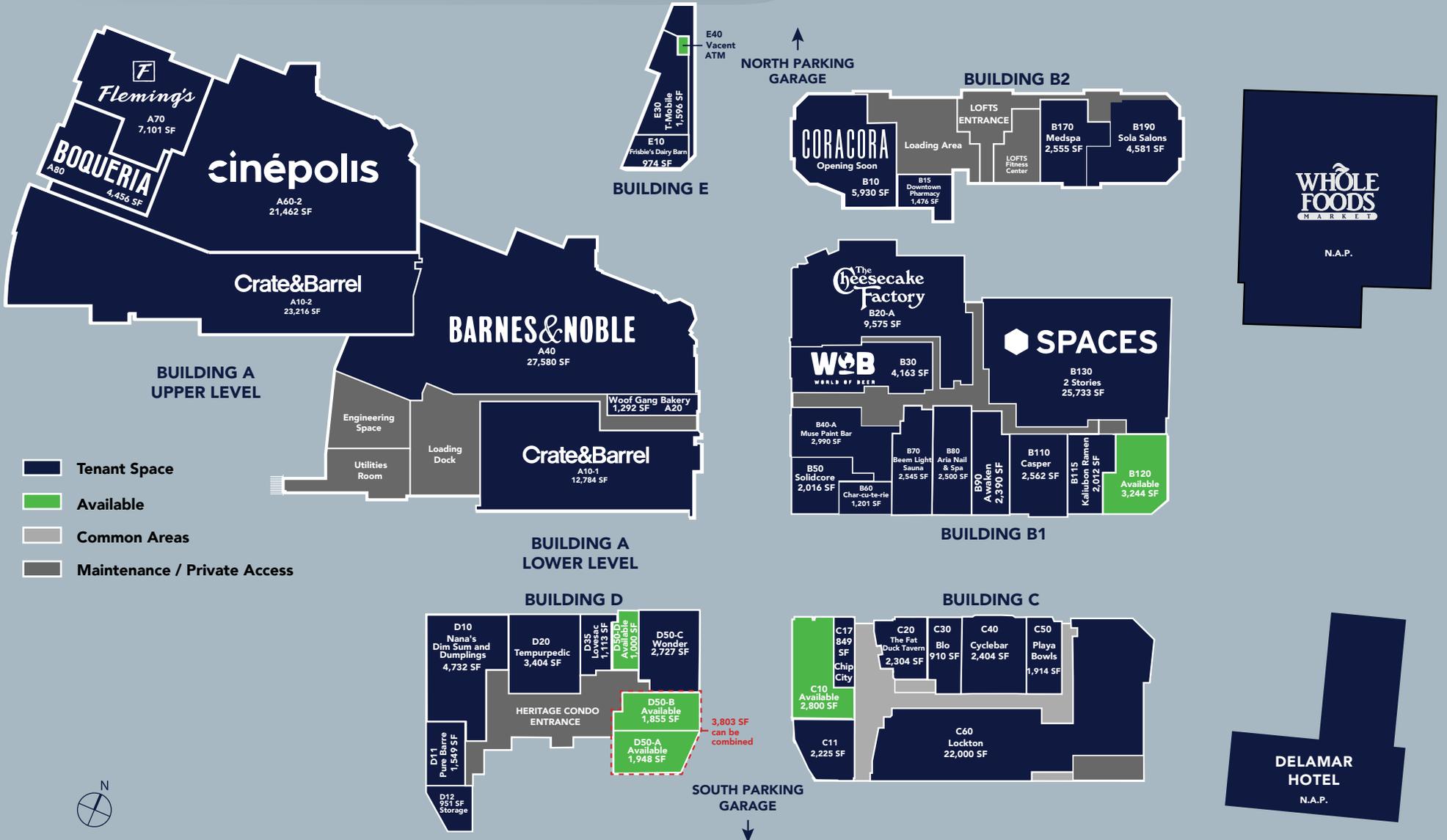
19k sf of Retail/Restaurant  
The Heritage - 55 Condos  
on 5 floors

## BUILDING E

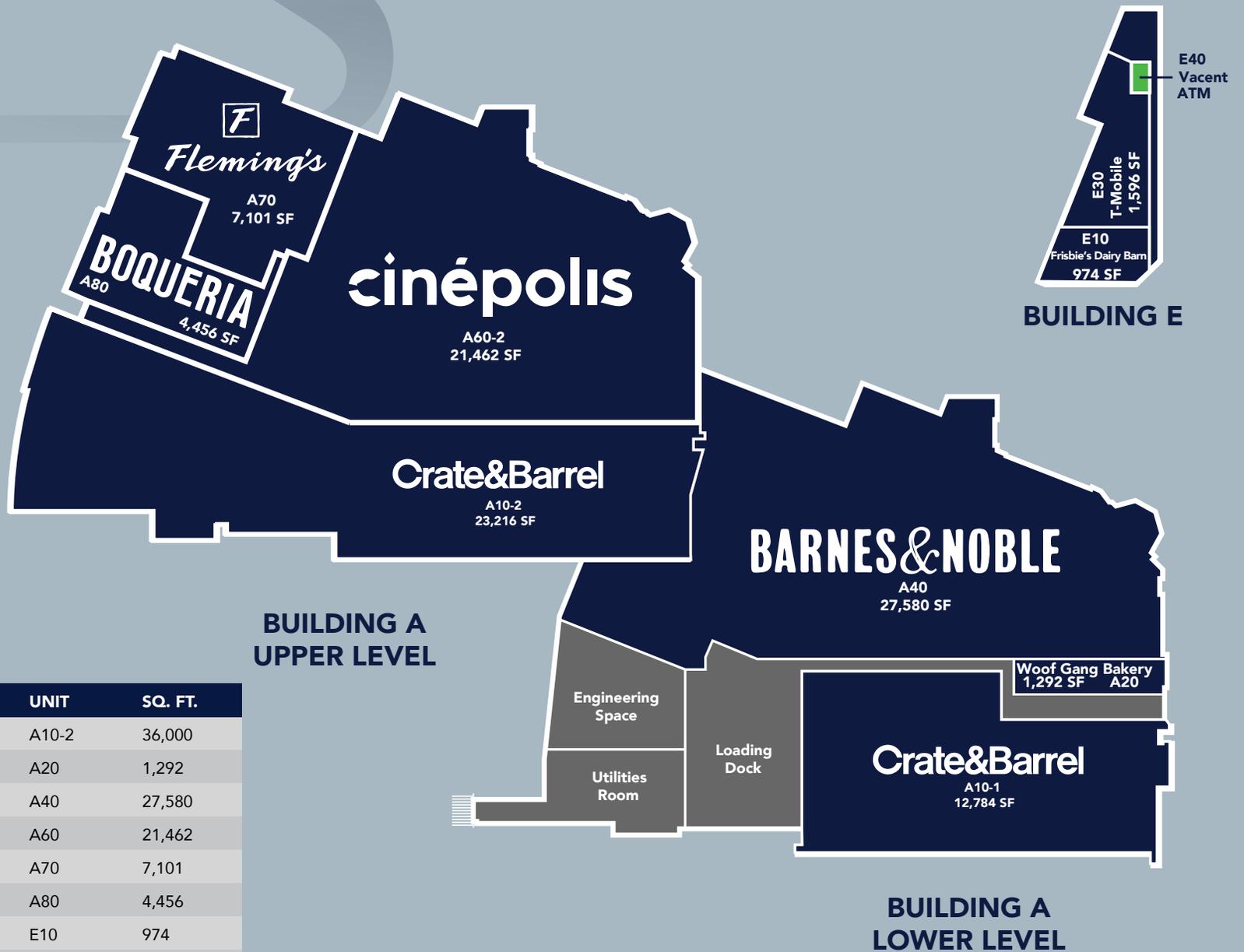
3k sf - Retail



# STREET LEVEL SITE PLAN



# BUILDINGS A + E

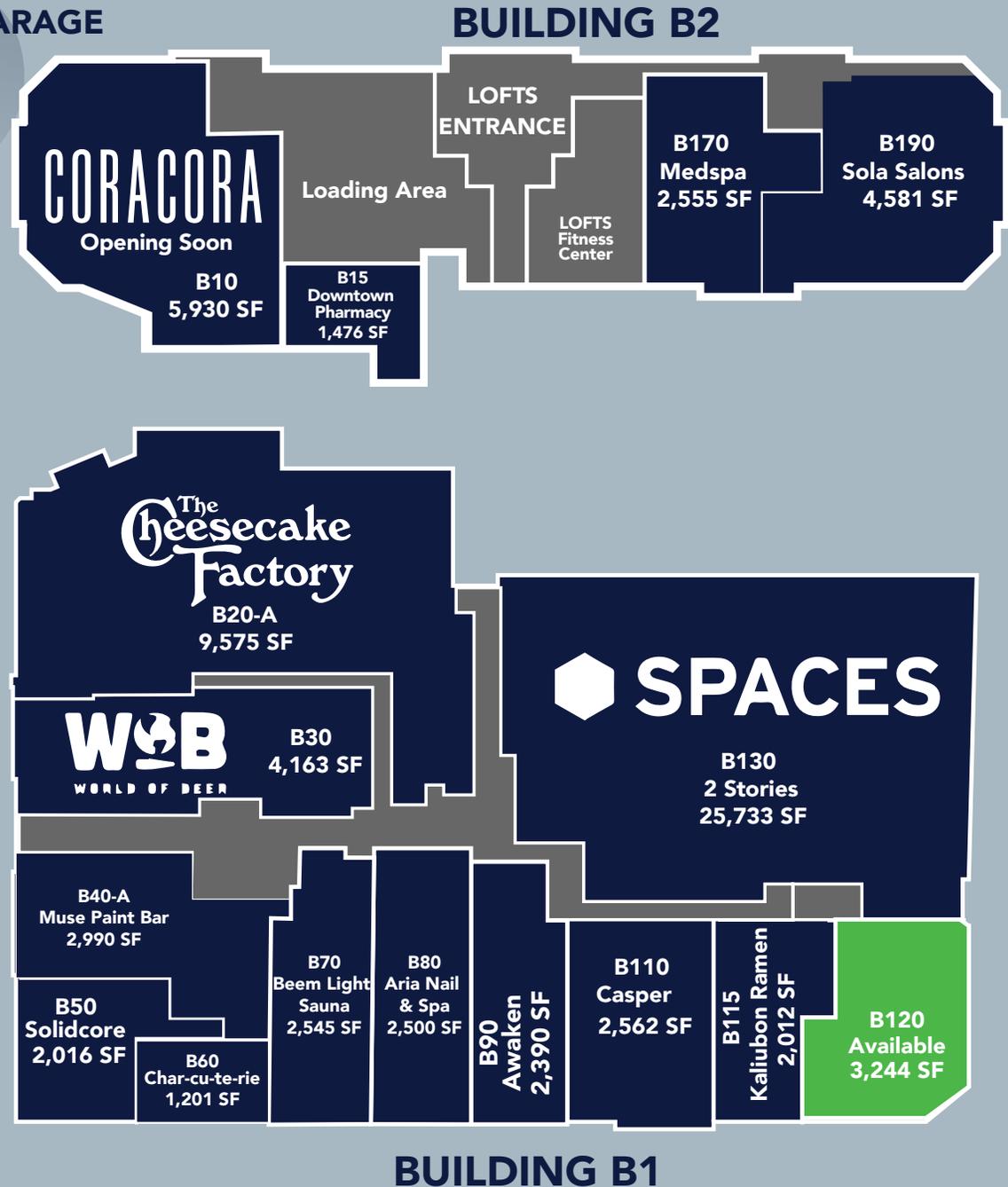


NAME	UNIT	SQ. FT.
Crate & Barrel	A10-2	36,000
Woolf Gang Bakery	A20	1,292
Barnes & Noble	A40	27,580
Cinépolis Cinema	A60	21,462
Fleming's Steakhouse	A70	7,101
Boqueria	A80	4,456
Frisbie's Dairy Barn	E10	974
T-Mobile	E30	1,596
Available	ATM	0

# BUILDINGS B1 + B2

↑  
NORTH PARKING GARAGE

NAME	UNIT	SQ. FT.
Casper	B110	2,562
Kaliubon Ramen	B115	2,012
Available	B120	3,244
The Cheesecake Factory	B20-A	9,575
World of Beer	B30	4,163
Muse Paint Bar	B40-A	2,990
Beem Light Sauna	B70	2,545
Aria Nail & Spa	B80	2,500
Solidcore	B50	2,016
Char-cu-te-rie	B60	1,201
Awaken180	B90	2,390
CoraCora - Opening Soon	B10	5,930
Downtown Pharmacy	B15	1,476
Medspa	B170	2,555
Sola Salons	B190	4,581

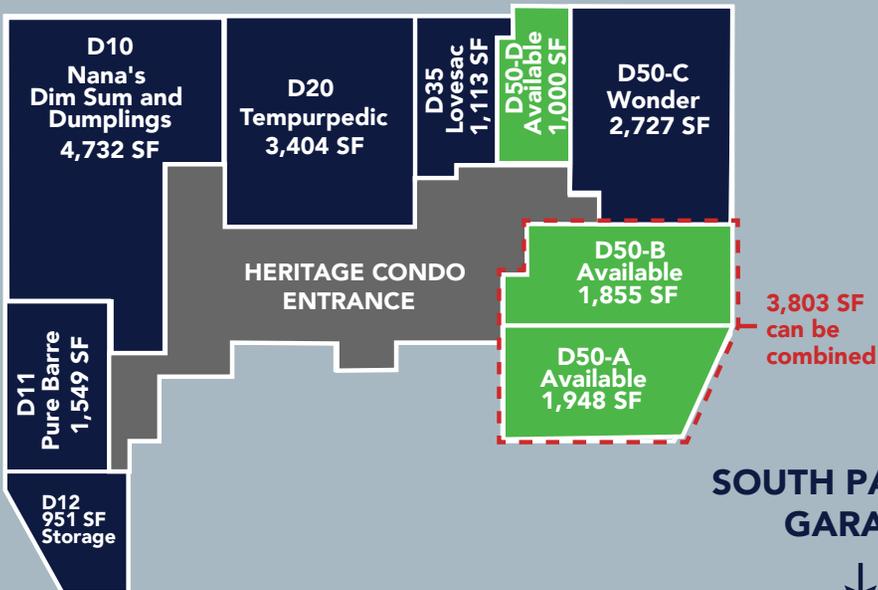


# BUILDINGS C + D

NAME	UNIT	SQ. FT.
Nana's Dim Sum and Dumplings	D10	4,732
Pure Barre	D11	1,549
Tempur-Pedic	D20	3,404
Lovesac	D35	1,113
Available	D50 A	1,948
Available	D50 B	1,855
Wonder	D50 C	2,727
Available	D50 D	1,000

NAME	UNIT	SQ. FT.
Available	C10	2,800
Unavailable	C11	2,225
Chip City	C17	849
The Fat Duck Tavern	C20	2,304
Blo	C30	910
CycleBar	C40	2,404
Playa Bowls	C50	1,914
Lockton	C60	22,000

## BUILDING D



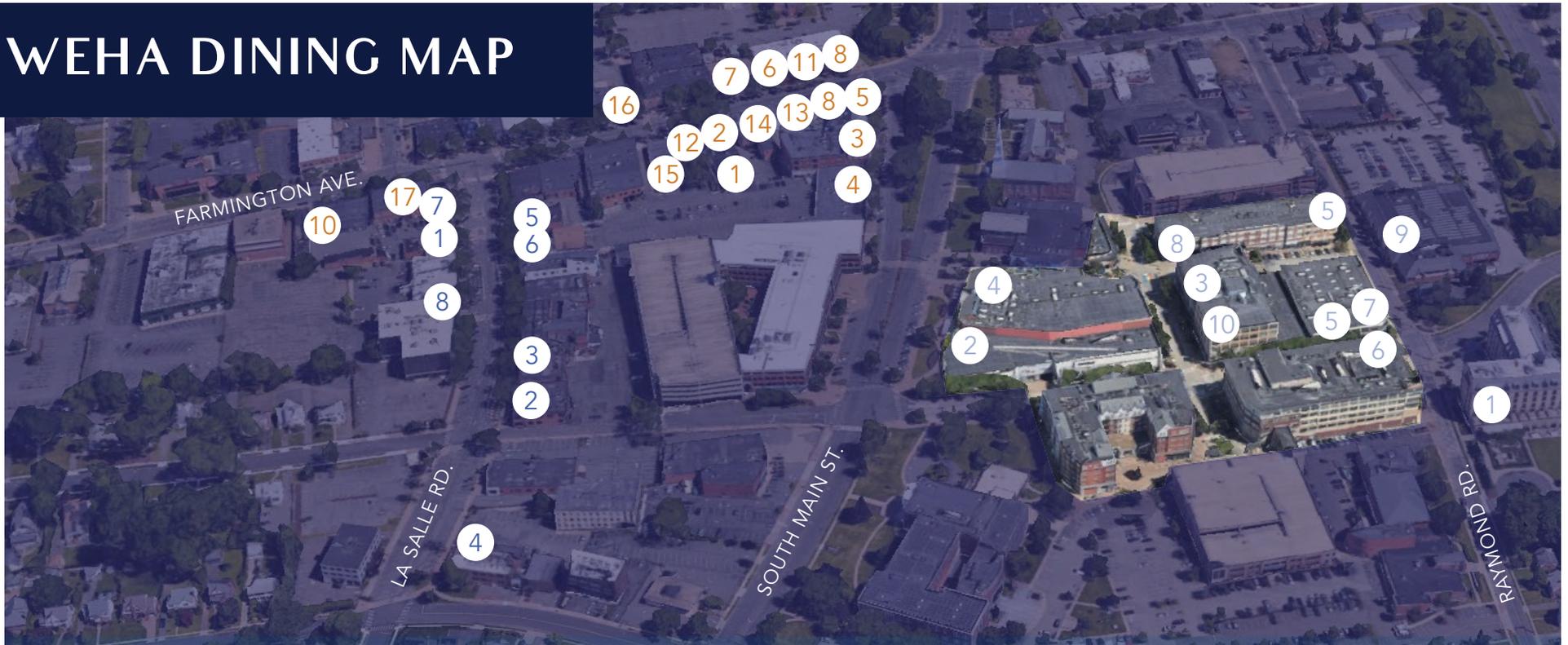
## BUILDING C



**SOUTH PARKING GARAGE**



# WEHA DINING MAP



## FARMINGTON AVE. & S. MAIN ST.

- 1 BARCELONA - Spanish
- 2 BAR TACO - Modern Tacos
- 3 BEN & JERRY'S - Ice Cream
- 4 BLUE ELEPHANT - Thai
- 5 BRUEGGER'S BAGELS - Bagel Cafe
- 6 CHIPOTLE - Mexican
- 7 EL SANTO - Mexican
- 8 HARTFORD BAKING CO. - Bakery/Cafe
- 9 ICHIRO - Japanese
- 10 LUNA PIZZA - Italian/Pizzeria
- 11 MAX OYSTER BAR - Fine Seafood
- 12 MECHA NOODLE BAR - Asian
- 13 MILKCRAFT - Ice Cream
- 14 SPARROW PIZZA BAR - Pizza
- 15 LE MEZET - French
- 16 TREVA - Italian
- 17 ZOHARA - Mediterranean

## LA SALLE RD.

- 1 AVERT BRASSERIE - French
- 2 BRICCO - Italian
- 3 HARVEST - Wine Bar
- 4 MAX BURGER - American
- 5 SAVOY - Pizzeria
- 6 SHISH KEBAB HOUSE - Afgan
- 7 STARBUCKS - Cafe
- 8 UNION KITCHEN - American

## BLUE BACK SQUARE & RAYMOND RD.

- 1 ARTISAN - Fine Dining
- 2 BOQUERIA - Spanish
- 3 CHEESECAKE FACTORY - American
- 4 FLEMINGS - Steakhouse
- 5 KALIUBON RAMEN - Japanese
- 6 CHIP CITY - Dessert
- 7 PLACE 2 BE - Brunch
- 8 CORACORA - Opening Soon
- 9 WHOLE FOODS - Prepared Foods
- 10 WORLD OF BEER - American

# SURROUNDING HOUSEHOLD INCOMES



5 MILE RADIUS



POPULATION

1 MILE 18,005

3 MILES 127,089

5 MILES 243,341



MEDIAN HOUSEHOLD INCOME

1 MILE \$124,576

3 MILES \$92,024

5 MILES \$84,535

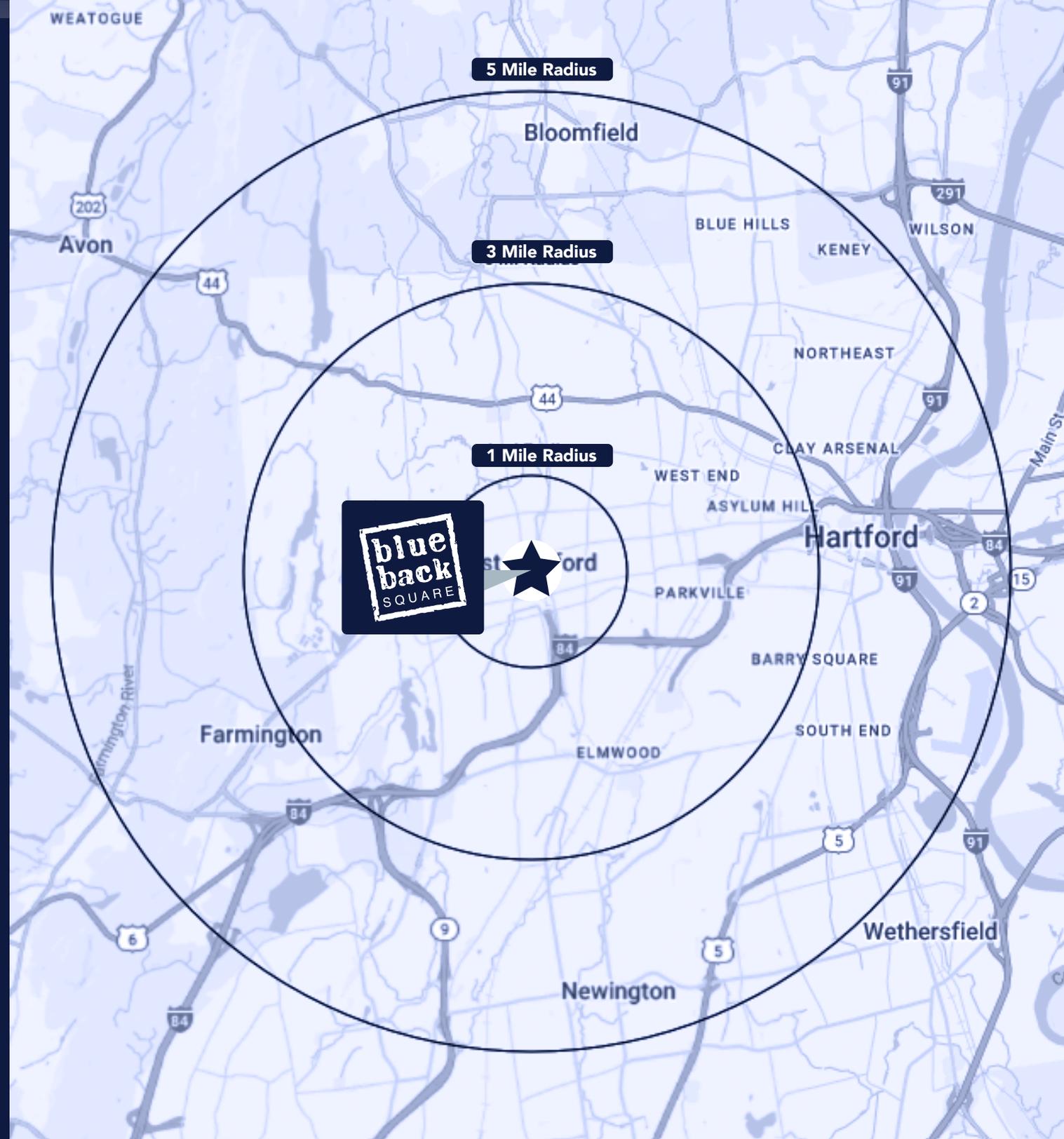


RESIDENTS WITH BACHELOR'S DEGREE OR HIGHER

1 MILE 73%

3 MILES 45%

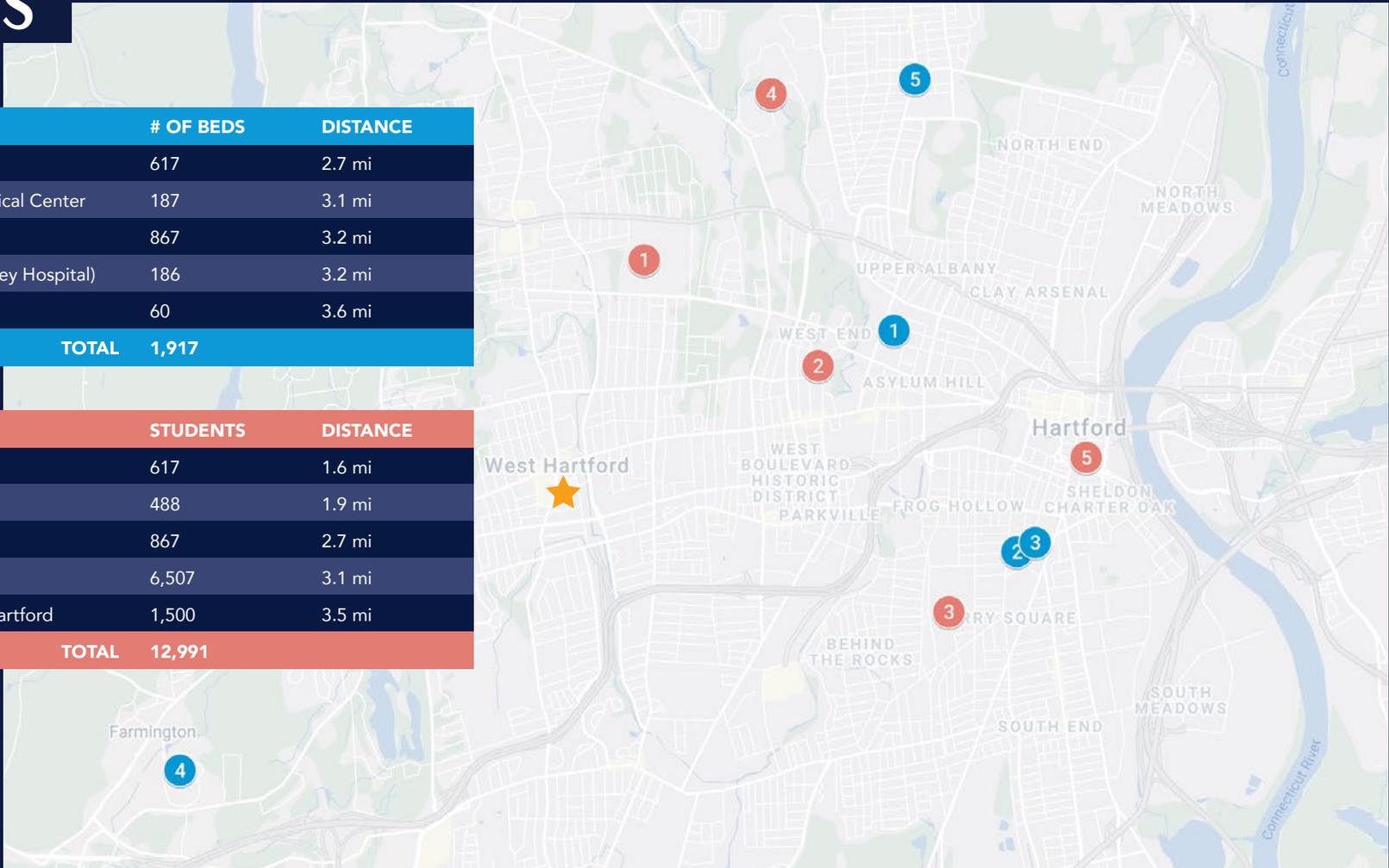
5 MILES 40%



# SURROUNDING DEMAND DRIVERS

AREA MEDICAL CENTERS	# OF BEDS	DISTANCE
1 Saint Francis Hospital	617	2.7 mi
2 Connecticut Children's Medical Center	187	3.1 mi
3 Hartford Hospital	867	3.2 mi
4 UConn Health (John Dempsey Hospital)	186	3.2 mi
5 Mount Sinai Hospital	60	3.6 mi
<b>TOTAL</b>	<b>1,917</b>	

AREA UNIVERSITIES	STUDENTS	DISTANCE
1 University of Saint Joseph	617	1.6 mi
2 UCONN School of Law	488	1.9 mi
3 Trinity College	867	2.7 mi
4 University of Hartford	6,507	3.1 mi
5 University of CT - Greater Hartford	1,500	3.5 mi
<b>TOTAL</b>	<b>12,991</b>	



## HARTFORD'S TOP EMPLOYERS





# TODDLER TUESDAYS



# SUMMER IN THE SQUARE



# COMEDY NIGHTS

AT BLUE BACK SQUARE

JOIN US IN THE SQUARE FOR NON-STOP LAUGHS!



blue  
back  
SQUARE



## CONTACT

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