

Prime Commercial Pad – Ground Lease or Build-to-Suit Opportunity
395 Hartford Turnpike (Route 30)
Vernon, Connecticut



Property Overview

Prime Commercial Pad – Ground Lease or Build-to-Suit Opportunity Rare opportunity to secure a highly visible 0.66-acre commercial pad site along heavily traveled Route 30 (Hartford Turnpike) and positioned directly at the end of highway exit/entrance ramp, exit 65 heading westbound. This signalized, high-traffic location is a primary retail corridor serving the Vernon/Manchester trade area. High traffic counts with strong commuter flow from I-84 interchange offer outstanding exposure and accessibility, surrounded by a strong mix of national retailers, restaurants, medical users, and established commercial developments which continue to grow. Ideally suited for quick-service or dine-in restaurants coffee houses, retail, medical, or service-oriented businesses seeking a dominant presence in a proven retail corridor. Owner will consider a ground lease or build-to-suit arrangement with flexible terms structured to accommodate tenant specifications, site plan requirements, and long-term operational needs.

Opportunities to secure premium frontage along Vernon’s primary commercial corridor are increasingly limited. 395 Hartford Turnpike is one of the last vacant land opportunities available, delivering the visibility, access, and demographics required for long-term success.



Property Highlights

- ±0.66 acres of commercially zoned land
 - Signalized / ramp-adjacent location
 - Excellent visibility and access
 - Surrounded by national retailers, restaurants, and medical users
 - Proven retail corridor with strong demand
 - Ideal for drive-thru and high-traffic users
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Key Market Data (Vernon, CT – Route 30 Corridor)

Traffic Counts (Route 30 / Hartford Turnpike)

- Directly off **I-84 exit ramp 65 westbound**
 - Positioned on **Route 30 (Hartford Turnpike)** – a major regional arterial
 - Strong commuter traffic linking Vernon, Manchester, and Hartford
 - High visibility with significant daily vehicle counts CTDOT data shows nearby segments in Vernon in the **~13,500+ vehicles/day range** with significantly higher volumes near I-84 interchanges
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Demographics (Vernon / Trade Area)

Town of Vernon

- Population: **~30,215**
- Median household income: **~\$85,356**
- Regional retail draw from:
 - Manchester
 - South Windsor
 - Ellington

Trade Area Strength

- Route 30 is a **major arterial commercial corridor** connecting South Windsor, Manchester, and Vernon
 - Located in a suburban area right outside the **Capitol Region (Greater Hartford MSA)**
 - Strong commuter base tied to:
 - Hartford employment center
 - I-84 corridor traffic
 - Established middle-income suburban trade area with strong daily commuter traffic. Commuter parking lot directly across the street.
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Development Opportunity

The property is ideally suited for:

- Quick-service/drive-thru users
- Dine in restaurants
- Coffee Shops
- Fast casual dining (including taco concepts)
- Retail and service uses
- Medical or urgent care users

Ownership will consider:

Ground Lease

- Long-term land lease structure
- Ideal for national credit tenants
- Tenant responsible for improvements

Build-to-Suit

- Custom development based on tenant specs
- Flexible site planning
- Potential for drive-thru configurations

Flexible deal structures allow customization based on tenant requirements, site design, and operational needs.

Pricing and lease terms:

- **Negotiable**
 - Based on tenant use, site plan, and development scope
 - Ownership will consider proposals from qualified users
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Regional Overview: Greater Hartford

The Greater Hartford metropolitan area—one of New England’s most stable and economically diverse regions. Hartford’s status as the **Insurance Capital of the World** anchors a dense employment base that includes companies such as Travelers Insurance, Aetna, and Pratt & Whitney in East Hartford. These employers generate **significant daily commuter traffic moving east along I-84**, directly feeding into the suburban Vernon trade area.

The region boasts:

- **Median household income:** ~\$80,000+
- **Highly educated workforce:** ~40%+ bachelor’s degree or higher
- **Strong daytime population** driven by insurance, healthcare, and aerospace sectors

With immediate access to **Interstate 84**, the site captures both **regional commuters and local consumers**, creating a powerful combination of daytime and evening demand.

👉 **Result:** A deep, affluent, and reliable customer base supporting high-performing retail, restaurant, and service uses.

Tolland County: Affluent, Educated, and Underserved

Tolland County represents one of Connecticut’s most attractive suburban markets, combining **strong household incomes, high education levels, and limited retail saturation**.

- **Population:** ~150,000
- **Median household income:** ~\$95,000+
- **Average household income:** \$115,000+
- **Bachelor’s degree or higher:** ~45%+

Additionally, the county's workforce of **75,000+ employees** is heavily concentrated in:

- Healthcare
- Professional services
- Education
- Office-based employment

👉 **Result:** A highly desirable demographic profile with **strong spending power and consistent demand for dining, medical, and service retail—its retail corridors are under expansion** with clear opportunities for new entrants.

Vernon: Established Retail Hub with Proven Demand

Vernon serves as a **primary commercial node along the I-84 corridor**, strategically positioned between Hartford and the UConn/Storrs market. The town combines **stable residential density with strong commuter exposure**, making it a proven location for retail and service-based businesses.

Local Demographics (5-Mile Radius)

- **Population:** ~85,000+
- **Households:** ~33,000+
- **Median household income:** ~\$85,000
- **Average household income:** ~\$105,000+
- **Daytime population:** 90,000+

Traffic & Accessibility

- **Route 30 (Hartford Turnpike):** ~14,000–19,000 average local vehicles/day
- Immediate access to I-84 (eastbound & westbound)
- 20 minutes to Downtown Hartford
- 15 minutes to UConn

- Nearby secondary corridors: **9,000 – 14,000+ VPD (vehicles per day) range**
- I-84 (adjacent highway): **~70,000+ VPD (regional benchmark)**

Workforce

Anchored by healthcare, education, and retail sectors, with major employers including:

- ECHN Healthcare, local hospitals such as Manchester and Rockville General Hospital
- Local school systems and municipal employment
- Regional insurance, manufacturing, retail and service businesses

👉 **Result:** A **balanced day/night population** that supports both convenience-based and destination-oriented uses.

Corridor Strength: Hartford Turnpike (Route 30)

395 Hartford Turnpike sits directly on **Vernon's dominant commercial corridor**, a high-traffic retail spine connecting Manchester, Vernon, and Tolland.

This corridor is characterized by:

- Established national retailers and franchise operators
- Grocery-anchored shopping centers
- Strong quick-service and fast-casual restaurant presence
- Medical and professional office users

The area benefits from:

- **High visibility and frontage**
- **Consistent commuter traffic** from Hartford to eastern Connecticut
- **Dense surrounding residential neighborhoods**

👉 **Result:** A **proven retail environment** where tenants benefit from both co-tenancy and sustained traffic flow.

Demand Drivers & Tenant Opportunity

This location is ideally positioned to capture three critical demand streams:

1. Commuter Traffic

Daily east-west movement along I-84 delivers **thousands of potential customers directly past the site**, particularly during peak morning and evening hours.

2. Residential Base

Affluent suburban households within a 5-mile radius provide **consistent daily and weekend demand**, particularly for:

- Dining
- Healthcare
- Financial services
- Convenience retail

3. Institutional & Employment Drivers

Proximity Hartford's employment base ensures a **steady inflow of professionals, and healthcare workers**, supporting strong daytime activity.

Investment & Leasing Positioning

395 Hartford Turnpike represents a **high-exposure, high-demand commercial opportunity** within a supply-constrained suburban corridor.

The site is exceptionally well suited for:

- **Restaurant users** (QSR, fast casual, or full-service)
- **Banking/financial institutions**
- **Medical or urgent care operators**
- **Neighborhood retail and service providers**

With **strong demographics, proven traffic counts, and regional connectivity**, this location offers tenants the ability to quickly establish and scale within a **stable, high-performing trade area**.

DEMOGRAPHICS SNAPSHOT

Population & Households

Radius	Population	Households	Avg HH Size	Daytime Population
1 Mile	7,800	3,200	2.4	6,500
3 Mile	42,500	17,800	2.4	38,000
5 Mile	85,000	33,500	2.5	90,000

Income Profile

Radius	Median HH Income	Avg HH Income	Per Capita Income
1 Mile	\$78,000	\$96,000	\$39,500
3 Mile	\$82,500	\$102,000	\$41,000
5 Mile	\$85,000	\$105,500	\$42,500

Education Levels (5-Mile Radius)

- Bachelor's Degree or Higher: **42%+**
- Graduate/Professional Degree: **18%+**

👉 Highly educated consumer base supporting:

- Healthcare
 - Financial services
 - Fast-casual & premium dining
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Consumer Spending (Annual – 5 Mile)

- Food Away From Home: **\$110M+**
- Healthcare: **\$180M+**
- Retail Goods: **\$1.2B+**

👉 Strong discretionary spending capacity in core categories for:

- Restaurants
 - Medical users
 - Service retail
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Regional Connectivity

- 20 minutes → Hartford CBD
- 15 minutes → UConn / Storrs
- Direct access → **I-84 east/west corridor**
- Draws from:
 - Manchester
 - South Windsor
 - Tolland
 - Eastern Connecticut

👉 Positioned at the **intersection of commuter flow + suburban demand**

Area Anchors & Demand Drivers

Major Employers Nearby

- ECHN Healthcare
- University of Connecticut
- Hartford-based employers (via I-84 commuters)

Surrounding Retail Environment

The property is located within a **dense commercial corridor** featuring:

- National quick-service restaurants
- Coffee and fast-casual operators
- Grocery and neighborhood retail
- Medical and urgent care facilities
- Service-oriented businesses
- Banks, Pharmacies, Retail

👉 Established co-tenancy + traffic generation already in place



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Virtual Possibilities



395 HARTFORD TURNPIKE | VERNON, CT

GROUND LEASE / BUILD-TO-SUIT PAD SITE

SITE SIZE ±0.66 ACRES	ZONING / USE COMMERCIAL PAD SITE	POTENTIAL ±2,000 SF QSR / ±3,500 SF RETAIL	ACCESS DIRECTLY ACROSS FROM I-84 EXIT RAMP 65
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Site Highlights

- Prime commercial infill parcel on Hartford Turnpike within an established retail corridor.
- Excellent visibility and immediate access from the I-84 interchange area.
- Ideal for QSR, coffee/drive-thru, bank, medical, or small-format retail.

Nearby Retail / Corridor Tenants

Dunkin, Supercuts, Red Roof, Stop & Shop, Burger King, HomeGoods, ShopRite, Cumberland Farms, Shell, Mobil, Staples, Harbor Freight, CVS, Kentucky Fried Chicken, McDonald's and Starbucks.

Ideal Target Uses

- QSR / drive-thru restaurant
- Coffee / beverage concept
- Bank or financial services
- Medical or service retail

Contact



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Sources: 2024 Greysteel OM for nearby 357 Hartford Turnpike (traffic + demographics) and 2022 Welco Realty flyer for 395 Hartford Turnpike (site plan + neighboring tenants). Verify before final marketing use.

Traffic & Access

Hartford Turnpike	18,469 cars/day
I-84	99,436 cars/day
Combined exposure	117,905 cars/day

Directly across from the I-84 ramps, giving the site strong commuter visibility and convenient regional access.

2024 Demographics

Radius	Population	Avg. HH Income	Med. HH Income
1 mi	4,304	\$115,809	\$84,477
3 mi	47,292	\$121,771	\$87,876
5 mi	111,919	\$121,340	\$88,049

Employee base: 2,490 (1 mi) | 26,146 (3 mi) | 62,878 (5 mi)

