



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

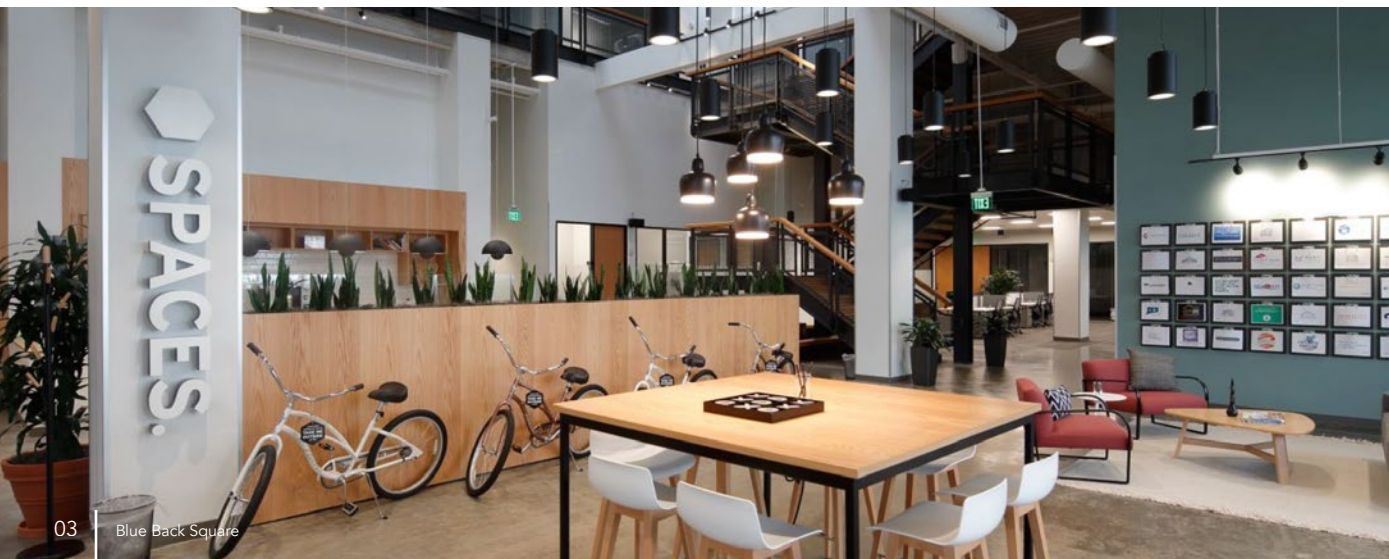


## IN THE HEART OF CT

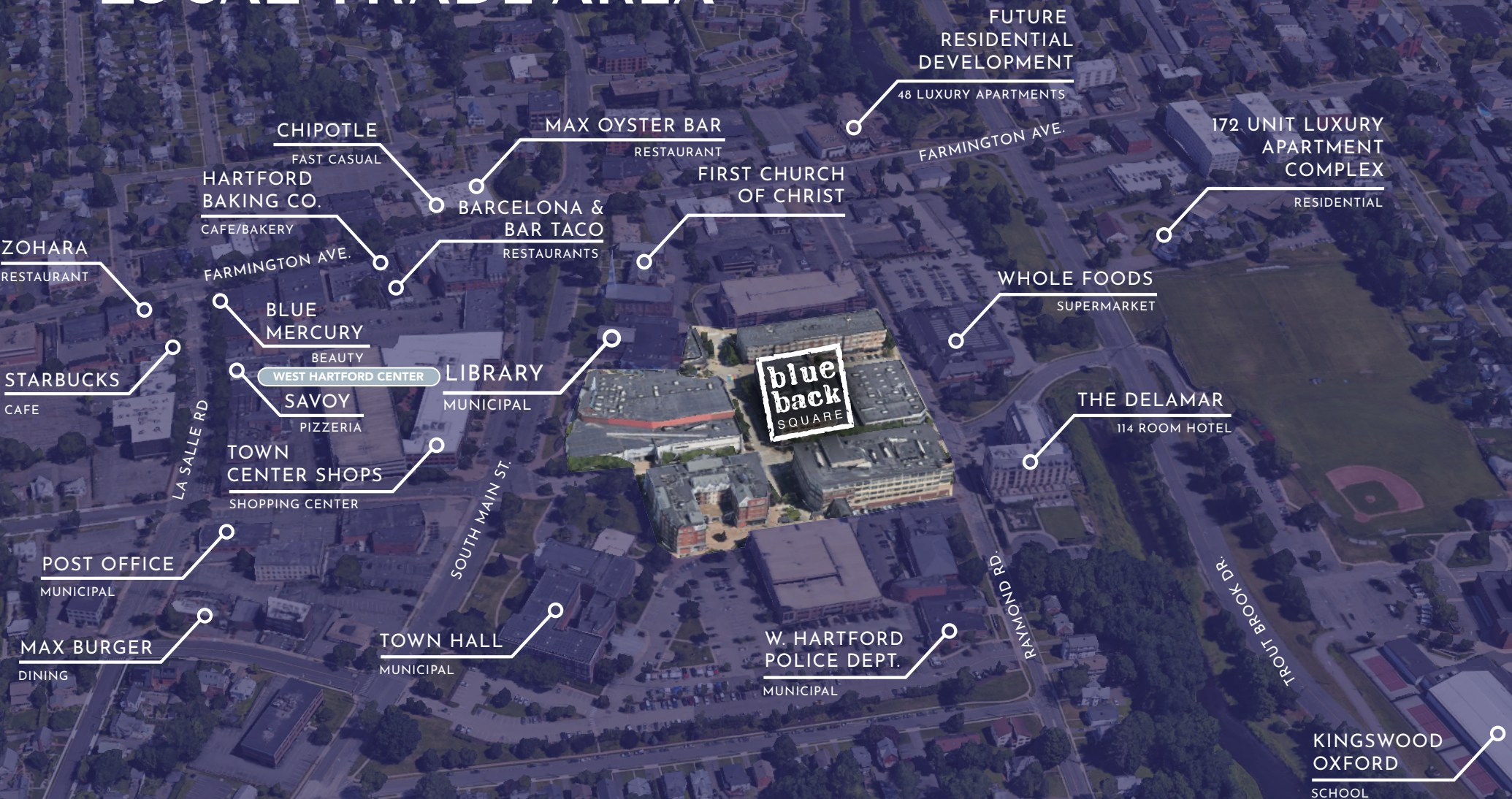




THE ONE PLACE TO  
**SHOP, DINE, WORK &**  
EXPERIENCE.



# 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

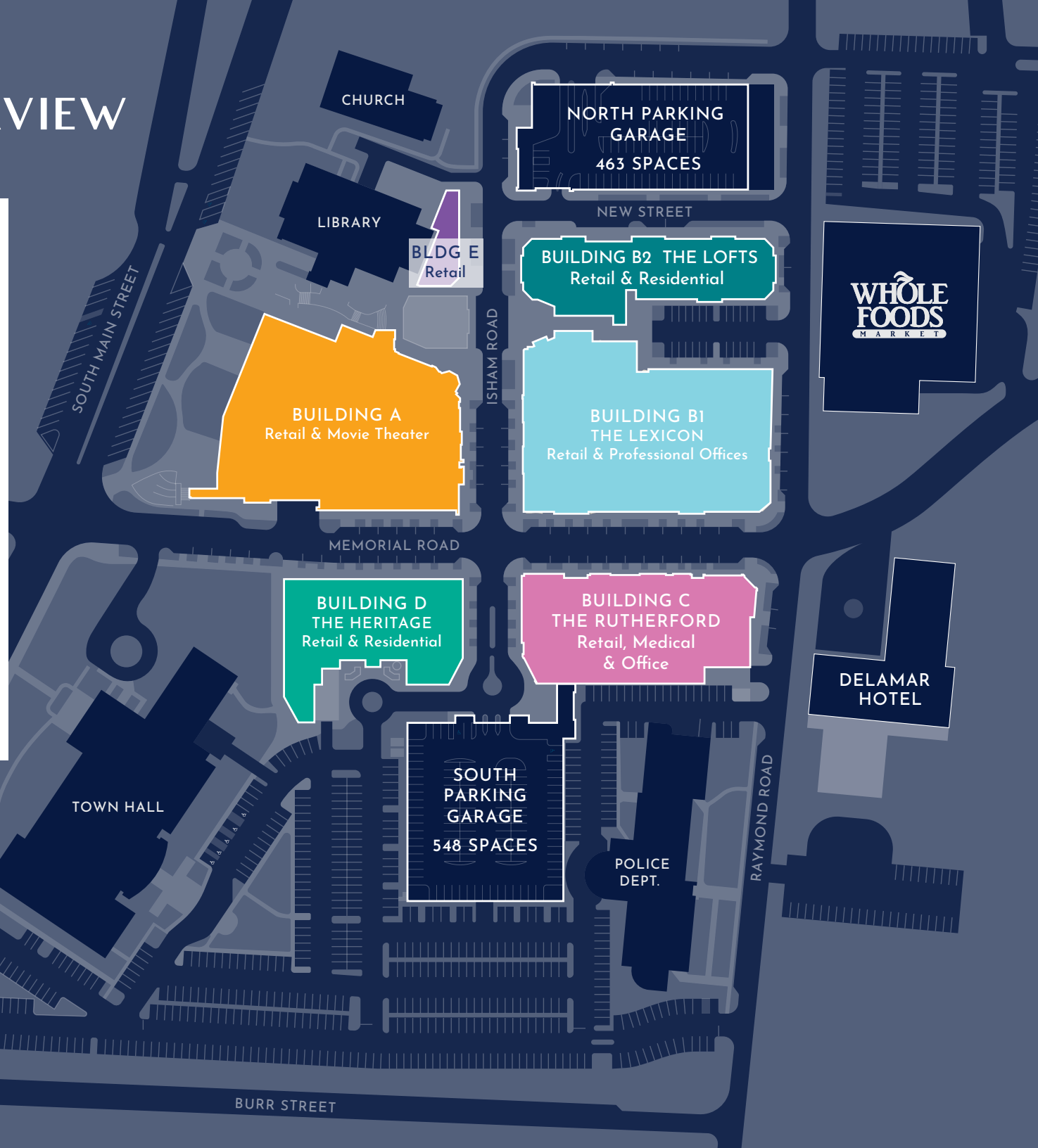
13k sf - Retail/Restaurant  
144k sf - Medical/Office

## BUILDING D

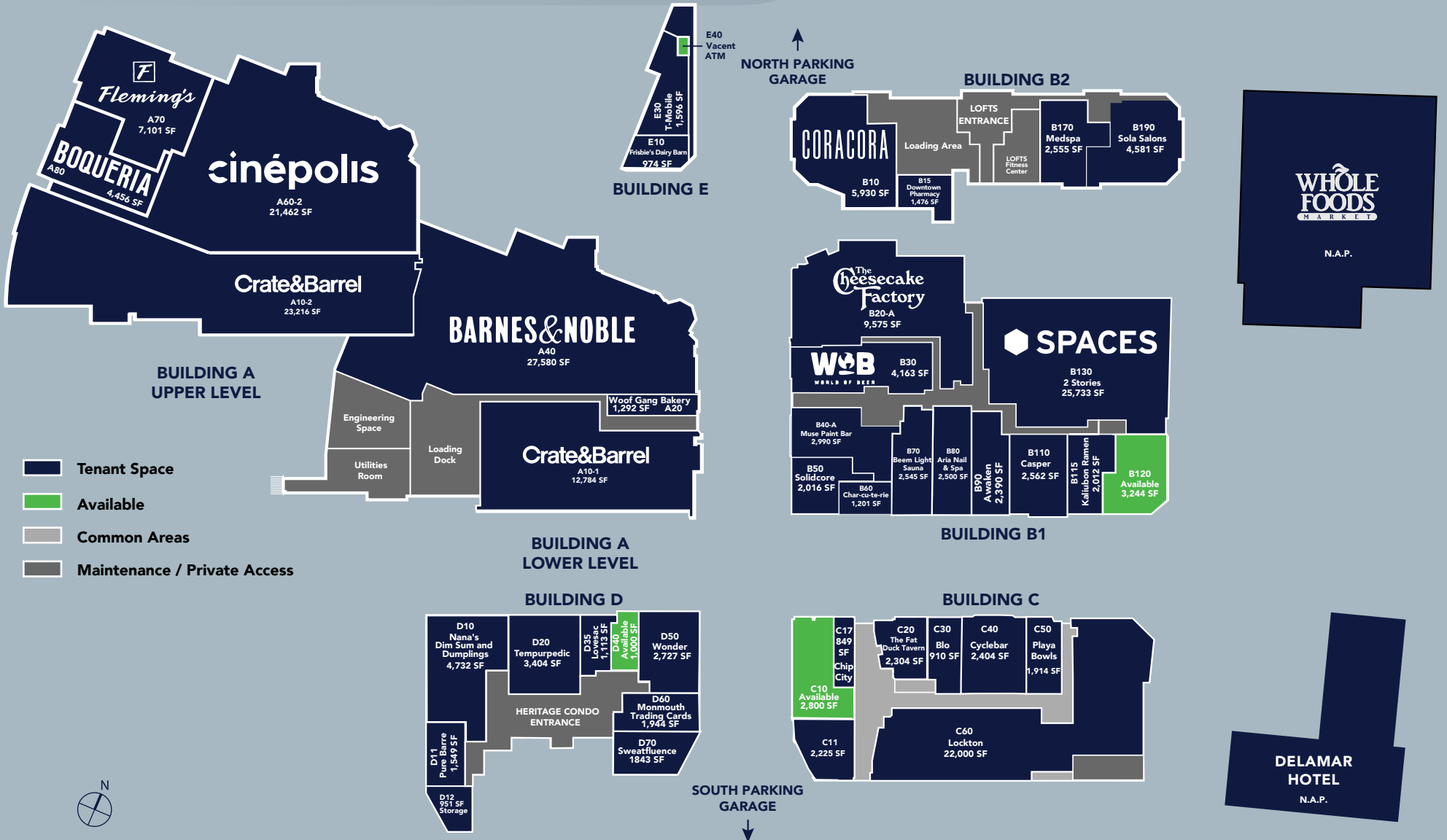
19k sf of Retail/Restaurant  
The Heritage - 55 Condos  
on 5 floors

## BUILDING E

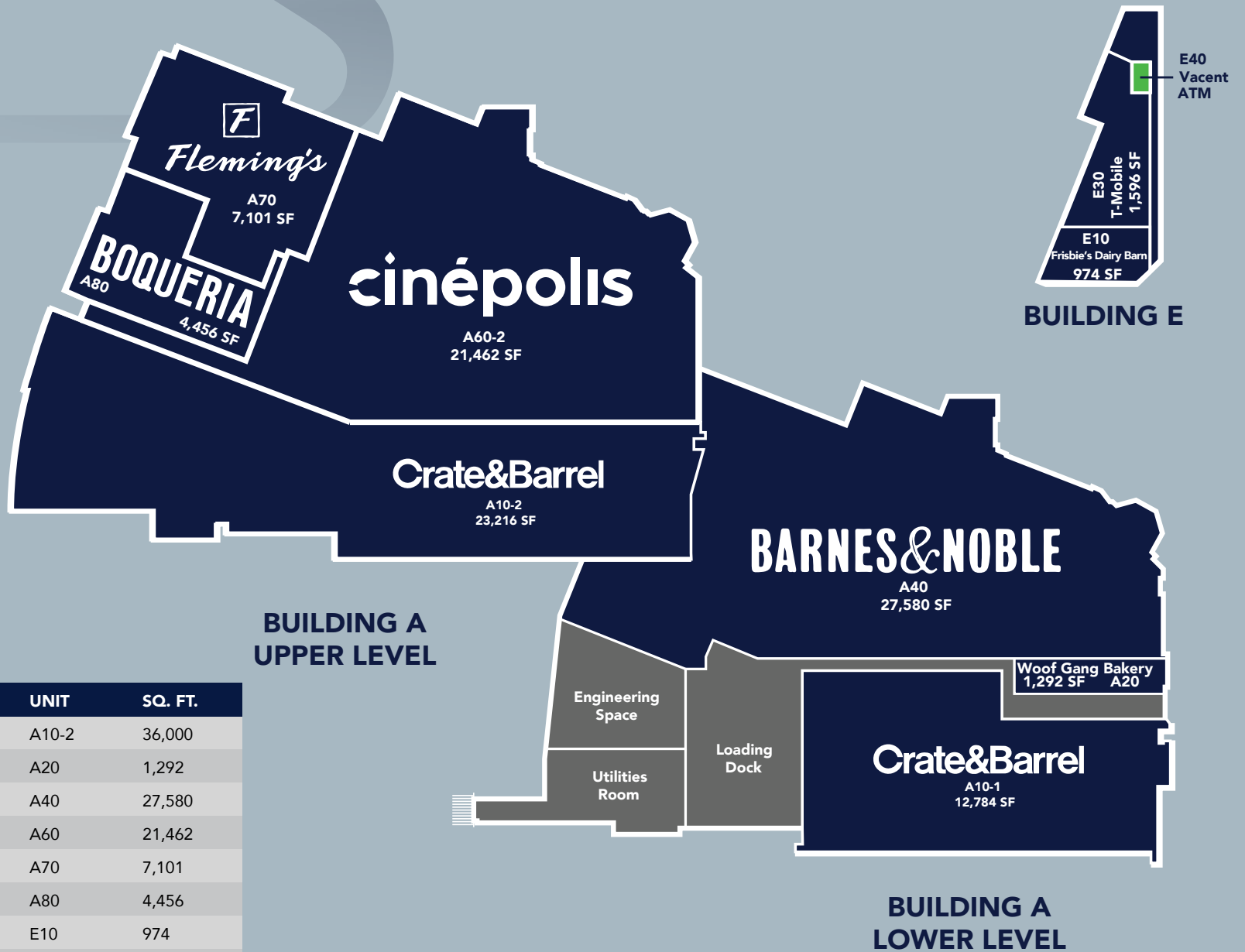
3k sf - Retail



# STREET LEVEL SITE PLAN



# BUILDINGS A + E

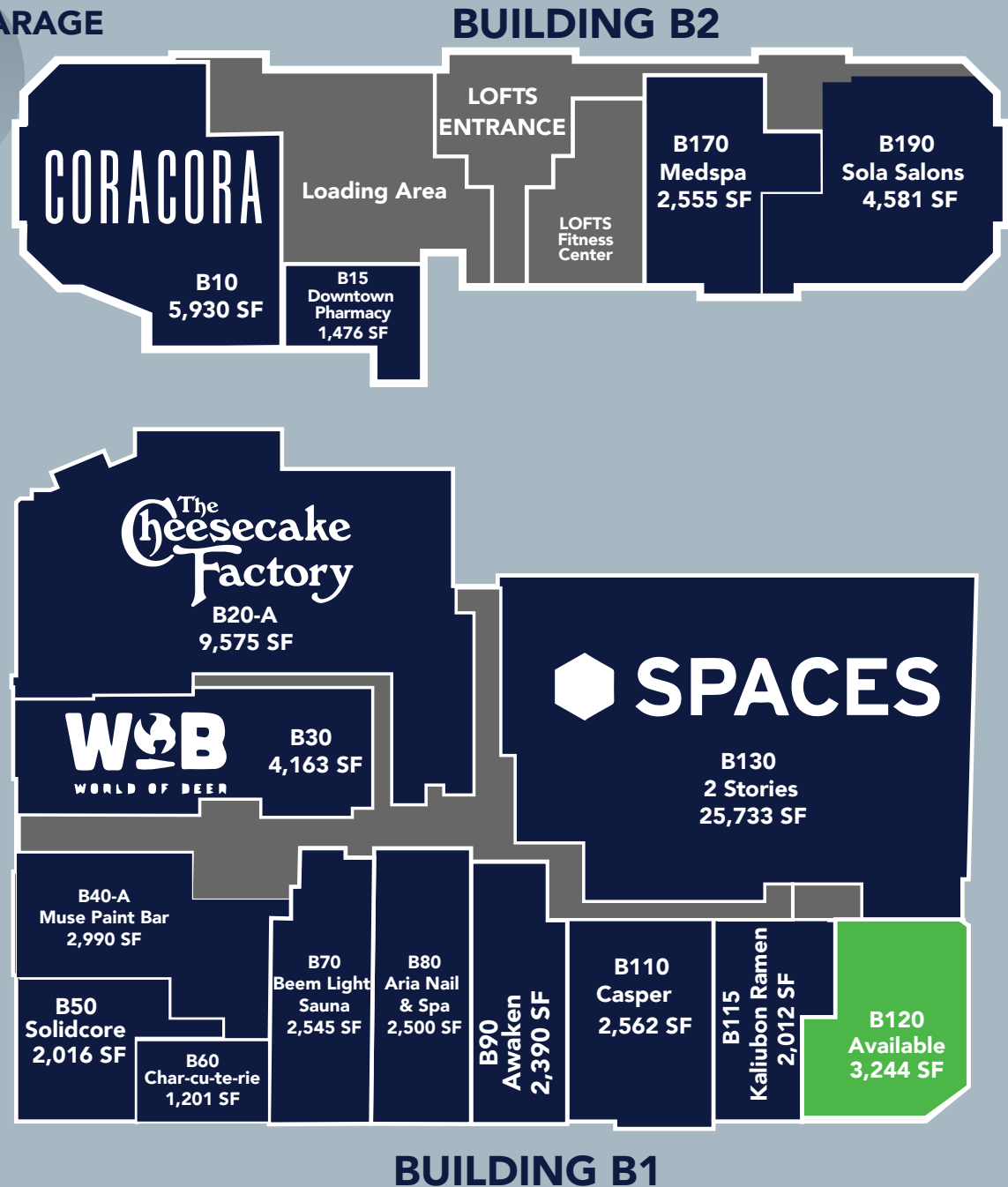


| NAME                 | UNIT  | SQ. FT. |
|----------------------|-------|---------|
| Crate & Barrel       | A10-2 | 36,000  |
| Woolf Gang Bakery    | A20   | 1,292   |
| Barnes & Noble       | A40   | 27,580  |
| Cinépolis Cinema     | A60   | 21,462  |
| Fleming's Steakhouse | A70   | 7,101   |
| 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   |

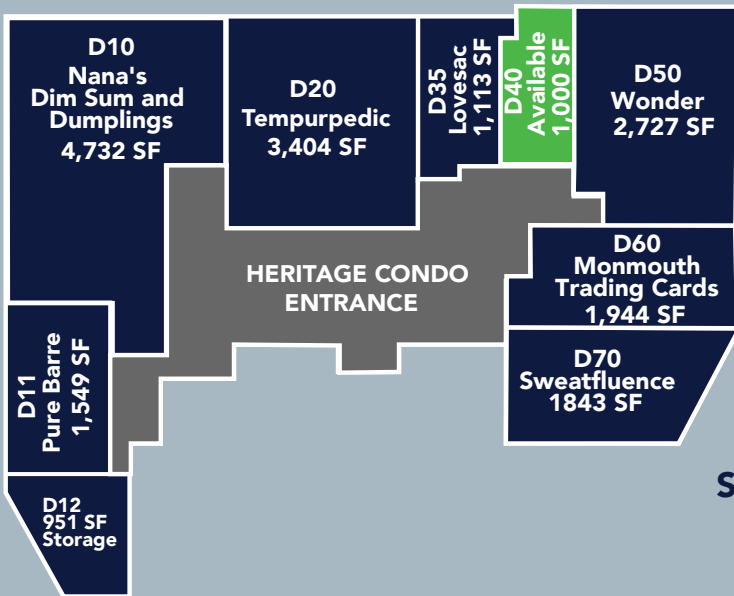


# BUILDINGS C + D

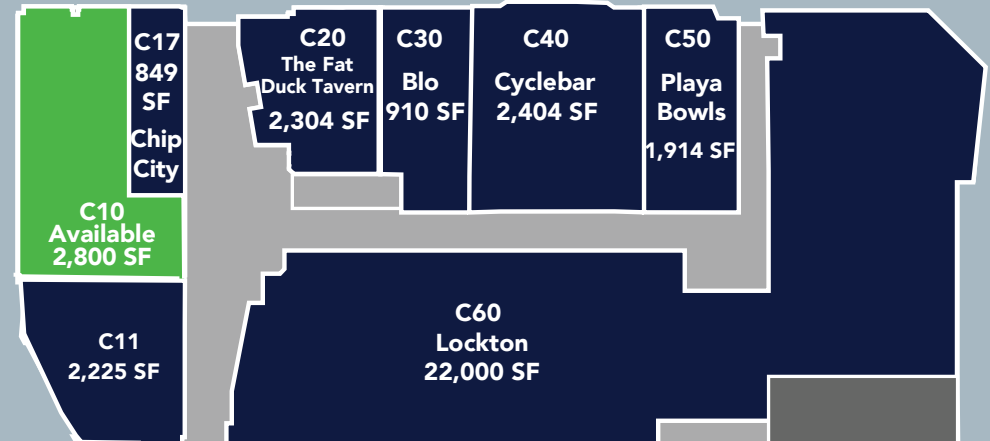
| NAME                         | UNIT | SQ. FT. |
|------------------------------|------|---------|
| Nana's Dim Sum and Dumplings | D10  | 4,732   |
| Pure Barre                   | D11  | 1,549   |
| Tempur-Pedic                 | D20  | 3,404   |
| Lovesac                      | D35  | 1,113   |
| Sweatfluence                 | D70  | 1,843   |
| Monmouth Trading Cards       | D60  | 1,944   |
| Wonder                       | D50  | 2,727   |
| Available                    | D40  | 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



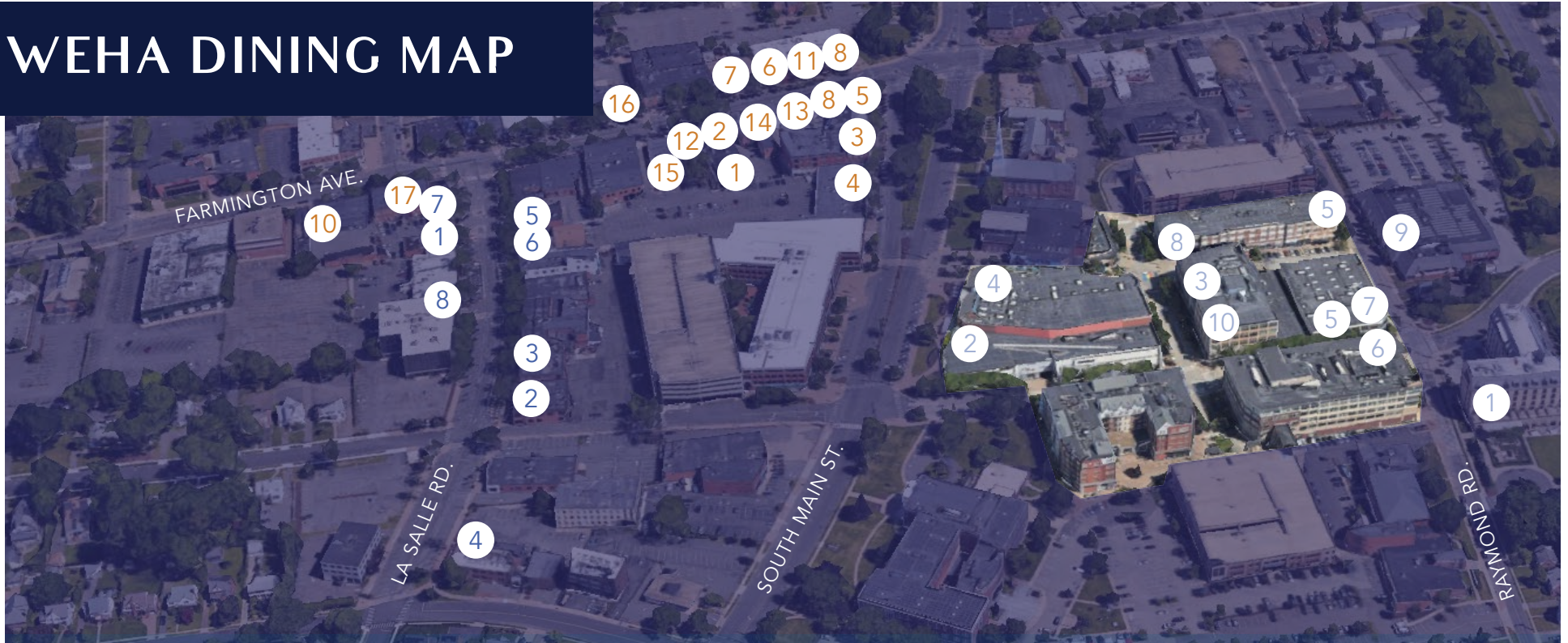
## BUILDING C



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

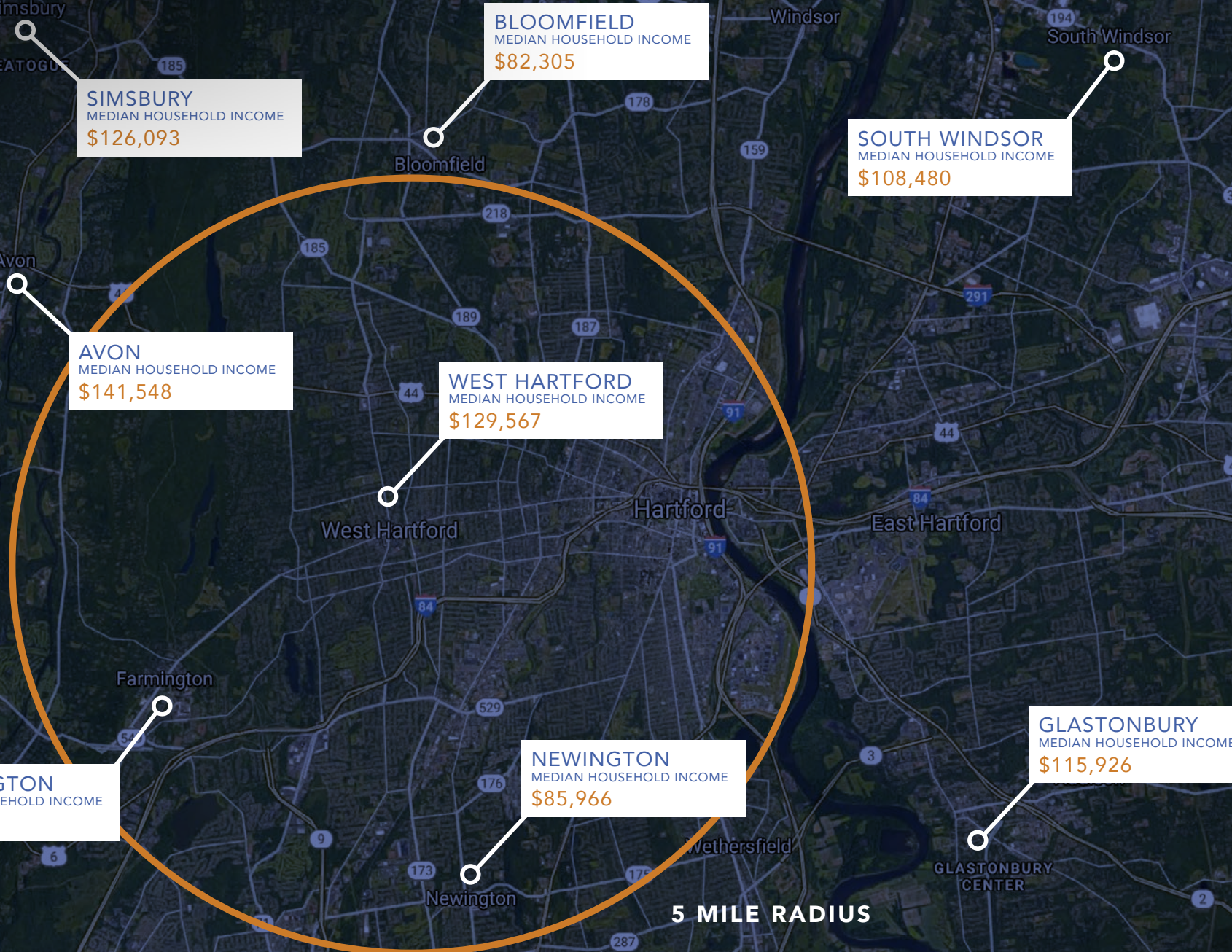
## LA SALLE RD.

- 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





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%

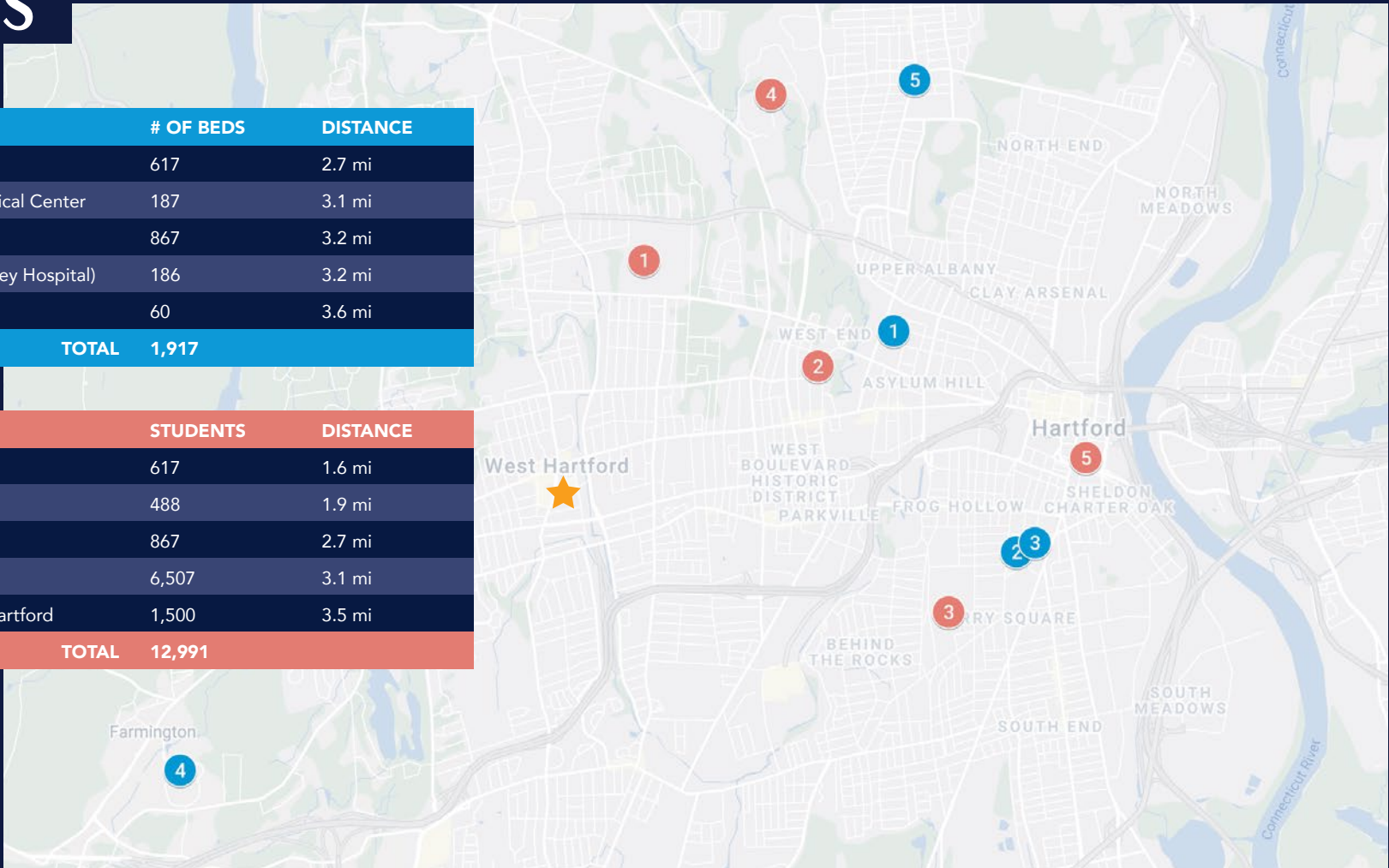
5 MILES 40%



# 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

CONNOR NOLAN  
T: 203-900-8604  
cnolan@brandst.com

BrandSt.com

BRAND  
STREET  
PROPERTIES