

**BEHAVIORAL HEALTH
CONVERSION OPPORTUNITY**



WESTFIELD, MA

CBRE

NATIONAL BEHAVIORAL
HEALTH ADVISORY GROUP

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The Offering

CBRE's National Behavioral Health Advisory Group is pleased to present the exclusive offering of 66 Broad Street in Westfield, Massachusetts. Formerly operated as the Governor's Center, this vacant 100 bed skilled nursing facility presents a compelling opportunity for conversion to behavioral health use.

The facility includes approximately 27,969 square feet across two stories and is situated on about 1.52 acres. Constructed in 1977, it features existing healthcare infrastructure including patient rooms, a commercial kitchen, common areas, wide corridors, and institutional grade building systems that can support inpatient medical and behavioral programs. A recent zoning letter permitting inpatient withdrawal management, clinical stabilization, and residential rehabilitation, combined with the property's existing bed capacity and purpose-built healthcare design, provides operators with a strong foundation for repositioning.

Please contact CBRE's National Behavioral Health Advisory Group for additional details.

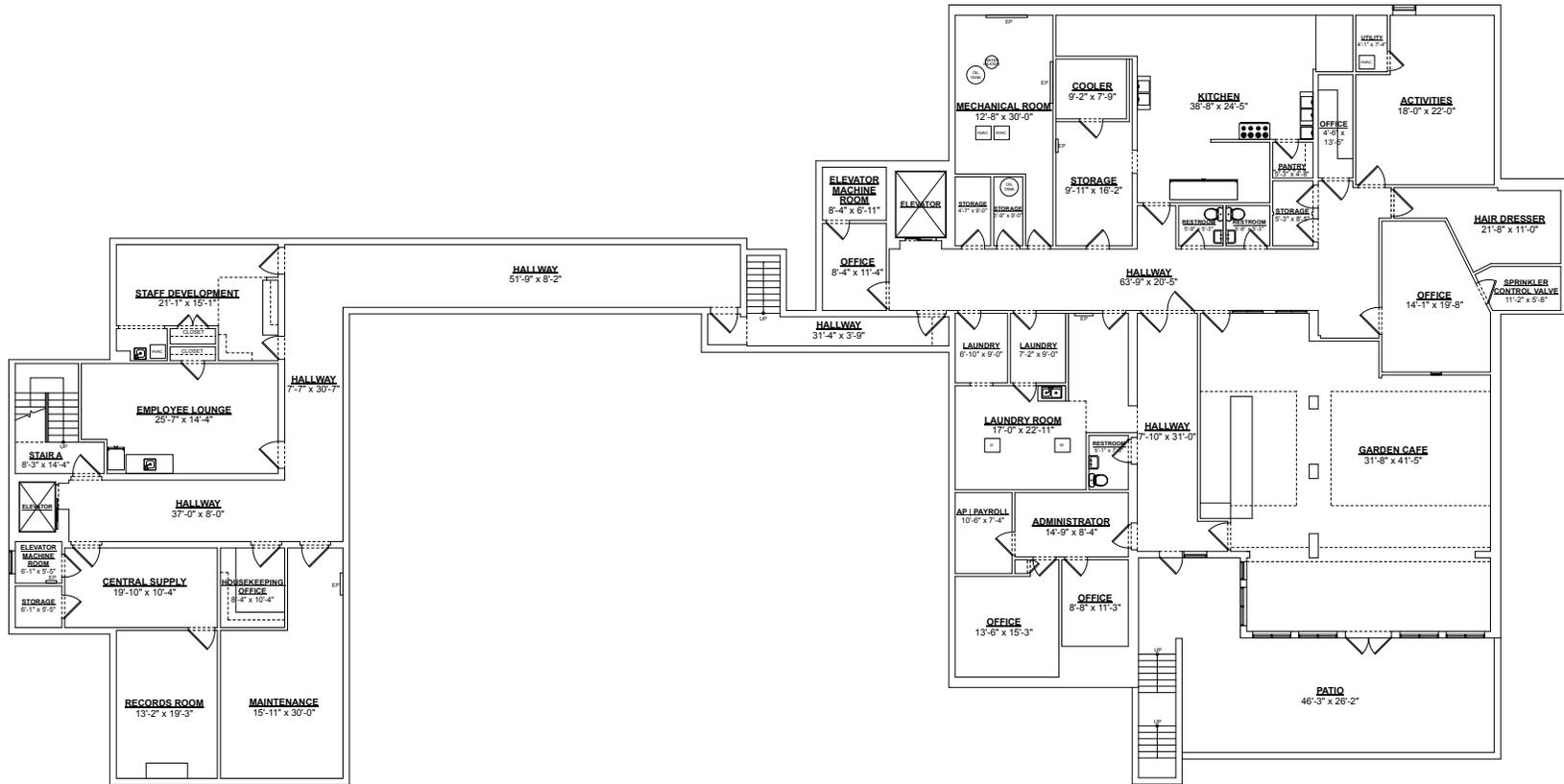
PROPERTY OVERVIEW

Address	66 Broad St, Westfield, MA 01085
Square Footage	27,969
Lot Size	1.52 AC
Year Built	1977
Number of Floors	2
Unit Count	±50
Bed Count	±100



Floor Plans

LOWER LEVEL

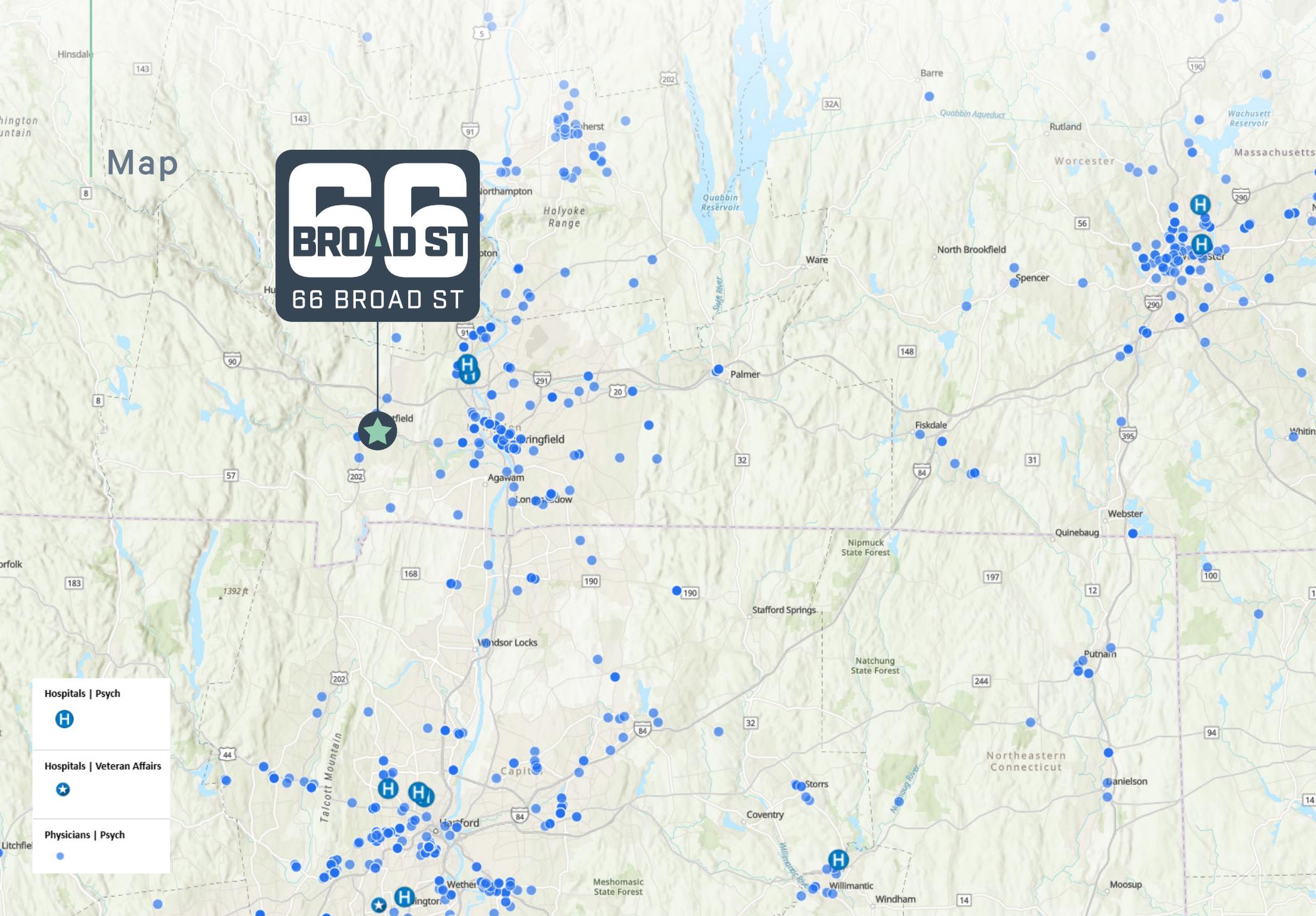


Location Overview

66 Broad Street is located in Westfield, Massachusetts, within the greater Springfield MSA in Western Massachusetts. Westfield has an estimated population of approximately 40,000 residents, with access to a broader regional population base throughout Hampden County and surrounding communities. The property benefits from proximity to major transportation corridors including Interstate 90 (Mass Pike) and Interstate 91, providing regional accessibility for patients, staff, and referral networks.

Massachusetts continues to experience significant demand for inpatient behavioral health services. State data indicates ongoing psychiatric bed shortages and extended emergency department boarding times for patients awaiting inpatient placement. This supply-demand imbalance, combined with continued Medicaid expansion and behavioral health investment initiatives, supports the repositioning opportunity at 66 Broad Street as additional inpatient capacity remains a critical need across the Commonwealth.





Map

66
BROAD ST
 66 BROAD ST

- Hospitals | Psych

- Hospitals | Veteran Affairs

- Physicians | Psych


Commercial and Medicaid reimbursement rate data available upon request

Community Summary

66 Broad St, Westfield, Massachusetts, 01085
Drive Time: 15 minutes

70,186	-0.16%	2.38	43.4	42.5	\$86,647	\$361,539	\$308,214	17.9%	60.2%	21.9%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



16.8%
Services

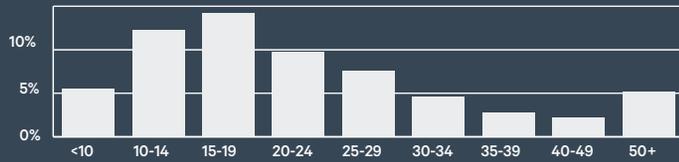


20.0%
Blue Collar



63.2%
White Collar

Mortgage as Percent of Salary

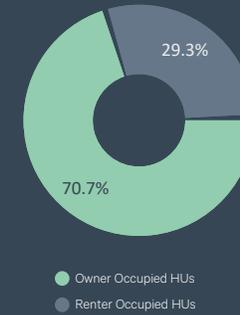


Age Profile: 5 year Increments

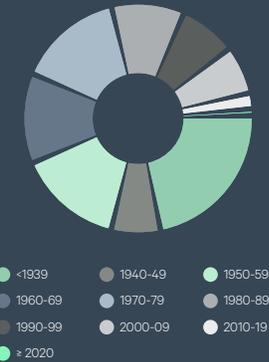


Dots show comparison to Hampden County

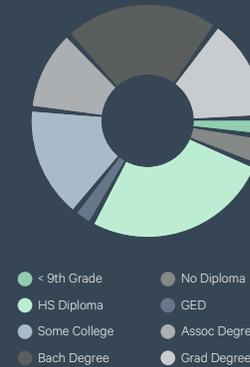
Home Ownership



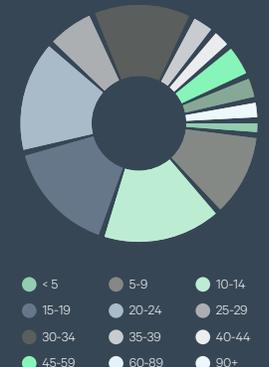
Housing: Year Built



Educational Attainment



Commute Time: Minutes



Source : This infographic contains data provided by Esri (2025), ACS (2019-2023).

Community Summary

66 Broad St, Westfield, Massachusetts, 01085
 Drive Time: 30 minutes

345,321	-0.38%	2.37	75.7	40.2	\$66,544	\$343,895	\$133,962	20.0%	60.4%	19.6%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



20.6%
Services

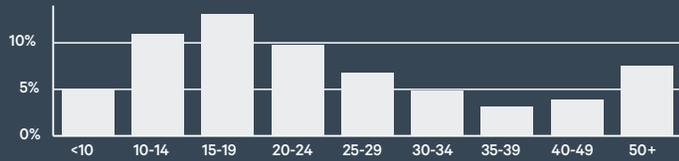


21.5%
Blue Collar



57.9%
White Collar

Mortgage as Percent of Salary

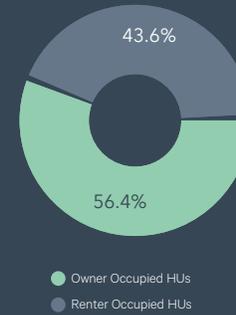


Age Profile: 5 year Increments

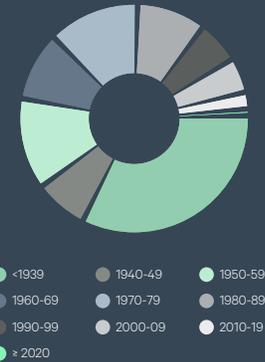


Dots show comparison to Hampden County

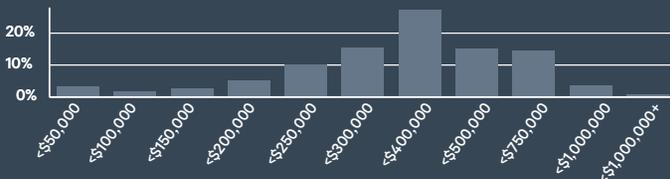
Home Ownership



Housing: Year Built



Home Value

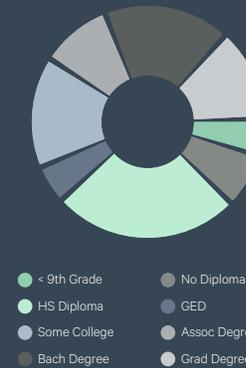


Household Income

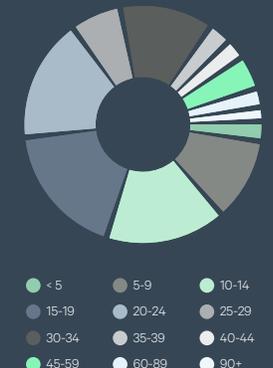


Source : This infographic contains data provided by Esri (2025), ACS (2019-2023).

Educational Attainment



Commute Time: Minutes



Community Summary

66 Broad St, Westfield, Massachusetts, 01085
Drive Time: 60 minutes



17.3%

Services



17.3%

Blue Collar

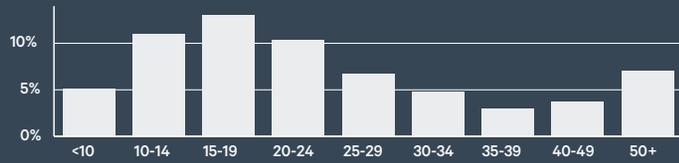


65.4%

White Collar

1,198,975	-0.12%	2.33	69.8	41.2	\$82,699	\$360,666	\$245,500	18.5%	60.7%	20.8%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

Mortgage as Percent of Salary

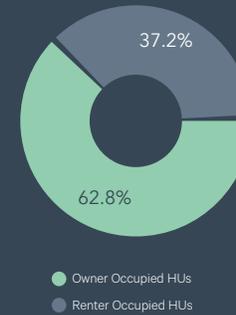


Age Profile: 5 year increments

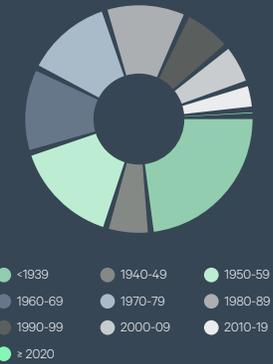


Dots show comparison to Hampden County

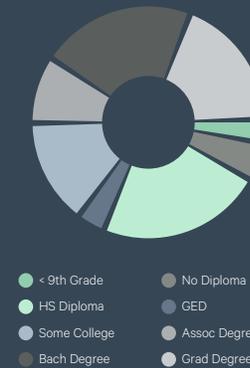
Home Ownership



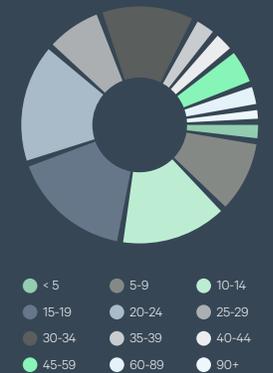
Housing: Year Built



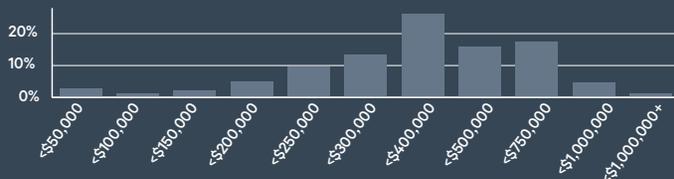
Educational Attainment



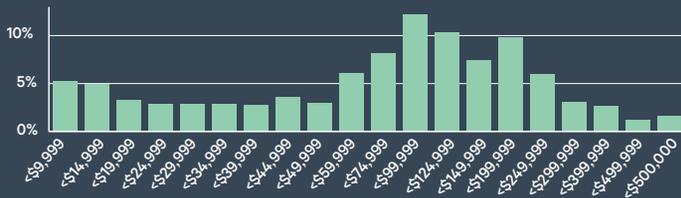
Commute Time: Minutes



Home Value



Household Income



Source : This infographic contains data provided by Esri (2025), ACS (2019-2023).



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