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TORRINGTON TOWN CLERK

GROWTH BY DESIGN

Blue Haus Group

blue HAUS GROUP

A FRESH LOOK

Blue Haus Group is a private real estate and economic development firm with a focus on creating dynamic urban cores within secondary and tertiary markets.

We specialize in the creation and redevelopment of public spaces, neighborhood streetscapes and pop-ups.

OUR MISSION

Our mission is to design projects which contribute to the development of thriving communities.

With a focus on infill & transit-oriented development placemaking, we look to create:

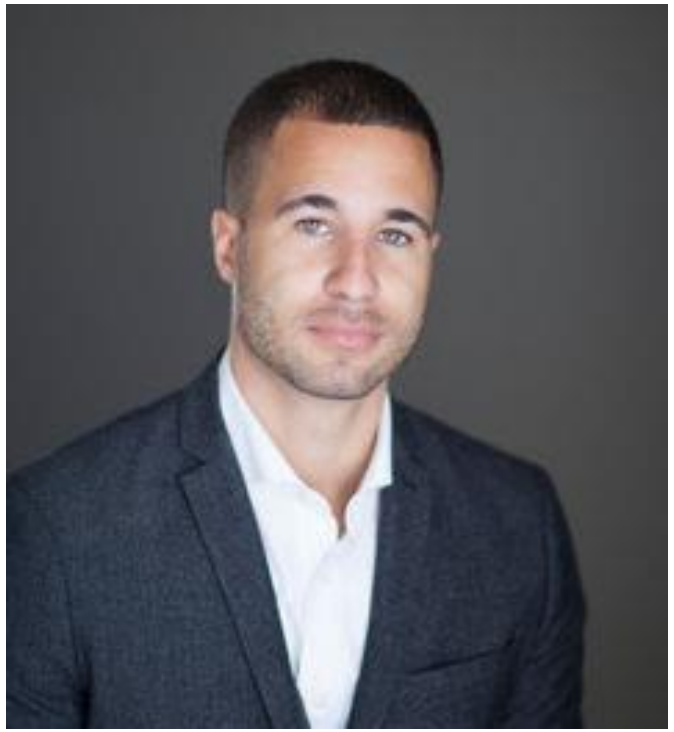
- A reduction in auto and parking dependency
- High density living environments in proximity to amenities
- Pedestrian activity that can support retail stores
- Opportunities for infill development and redevelopment in underutilized areas

WHO WE WORK WITH

We work for real estate developers, government agencies, and non-profit organizations (and often a combination of the three) on revitalizing urban space and creating clean, safe, and active places that create value and stimulate economic development.

WITH A FOCUS ON INNOVATIVE DESIGN AND CREATING A SENSE OF PLACE, OUR PROJECTS CONTRIBUTE TO THE DEVELOPMENT OF THRIVING COMMUNITIES.

PRINCIPAL



Timothy Moore

Prior to founding Blue Haus Group, Mr. Moore served in Operations and Development at FBE Limited, which operates over 25m sq ft and 4000 units nationally. He oversaw the management and operations of their CT assets including 300+ units of student housing.

Most recently, he worked with Shelbourne Global as Director of New Markets and Development overseeing 1m+ sq ft of commercial and residential space in their CT market – specifically their holdings in Hartford, Connecticut.

- University of Oklahoma Economic Development Institute
- Hartford Business Improvement District
  - Commissioner
  - Executive Committee
  - Active Spaces Chair
- Urban Land Institute Scholar
  - Urban Plan Volunteer
- Congress for New Urbanism
- Connecticut Economic Development Association

STRATEGIC PARTNERS

RISEUP FOR THE ARTS

EXECUTIVE DIRECTOR

Matt Conway

Founded in 2012, RiseUP was launched provide support and mentorship to youth in underserved urban communities. RiseUp's mission is to empower youth to become the catalysts to uplift and inspire urban communities. To that extent RiseUp seeks to breakdown all barriers to accessing equal education and opportunities

Connecticut Murals is a project of RiseUP For the Arts. We are a collaboration of artists, community members, enterprises, and volunteers committed to bringing color, vibrancy, and stunning art to the streets, buildings, and homes in Connecticut and beyond through murals and other public art mediums.

CT Murals produces public art projects and we also provide a full end-to-end mural and art services for businesses, nonprofits, and cities. We work with some of the highest quality local artists that each bring a unique style and look to every project.

BACKSTAGE NETWORKS

FOUNDER &CEO

David Bauman

David Bauman, CEO, trailblazed the ISP space in the Internet's infancy in 1994 as CTO/COO for anet.com and supported hundreds of thousands of residential and business users and managed 100k+ sq. ft of datacenters across a multi-state national ISP backbone network. Over the years David and BSN has provided mission-critical and rapid deployment networks spanning the globe, supporting millions of users..

FREEWIFIUSA ™

FOUNDERS

FreeWifiUSA™

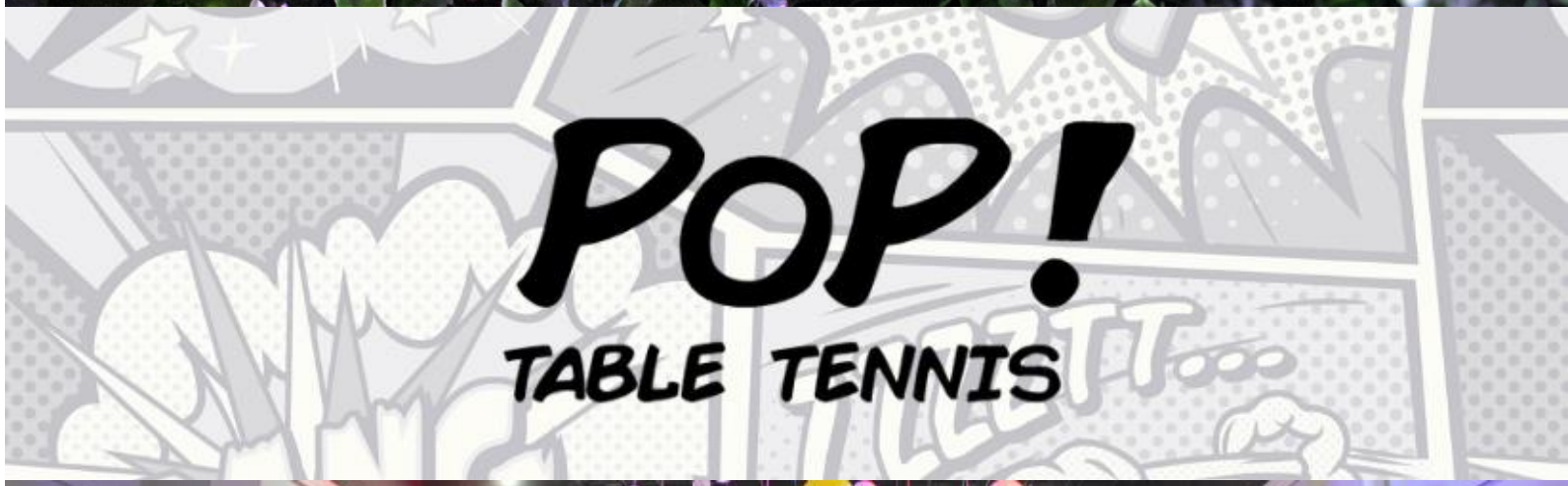
A Connecticut-based DJ duo and founders of the creative collective "WifiEverywhere™" consisting of DJs, Visual Designers, Photographers and artists of all types.

With an emphasis on music and event curation, the primary aim is to blend distinctive and diverse sounds with people and spaces to create unique mixed-media experiences and content.

The group has been hosting and creating events for over 5 years throughout the US and abroad as well as producing content for various companies, artists and outlets.

SELECT CONCEPTS

POP! HARTFORD
PRATT ST
HARTFORD



THE AREA'S ONLY DEDICATED TABLE TENNIS HALL

THE HUDSON ON PRATT

HU
DS
ON

ART X MUSIC X FASHION
DOWNTOWN'S CREATIVE EVENT SPACE

wiDistricts

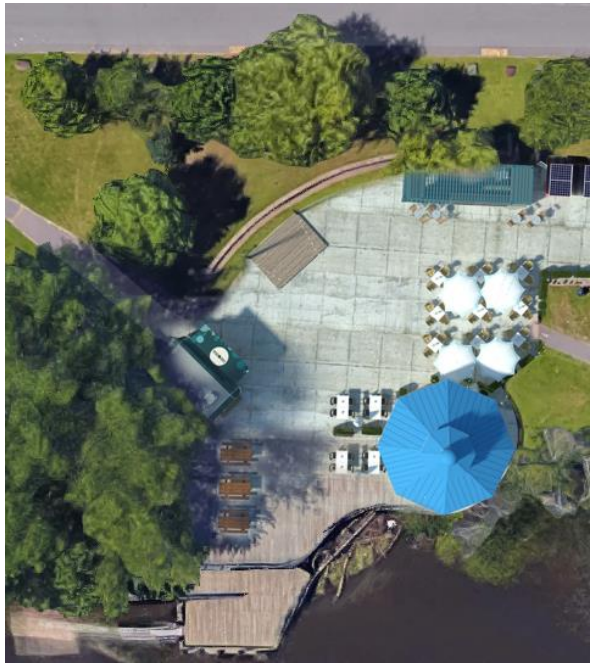
REMOTE WORK DESTINATIONS
WORK REMOTELY IN THE HEART OF THE CITY

TERMINAL SQUARE
MERIDEN
CONNECTICUT

TSKP STUDIO

blue HAUS GROUP

CAFETERIA
BAKERY
MERIDEN



4TH WARD MARKET
CHARTER OAK LANDING
HARTFORD

AWARDS & RECOGNITION

Economic Development Organization

Community Builder

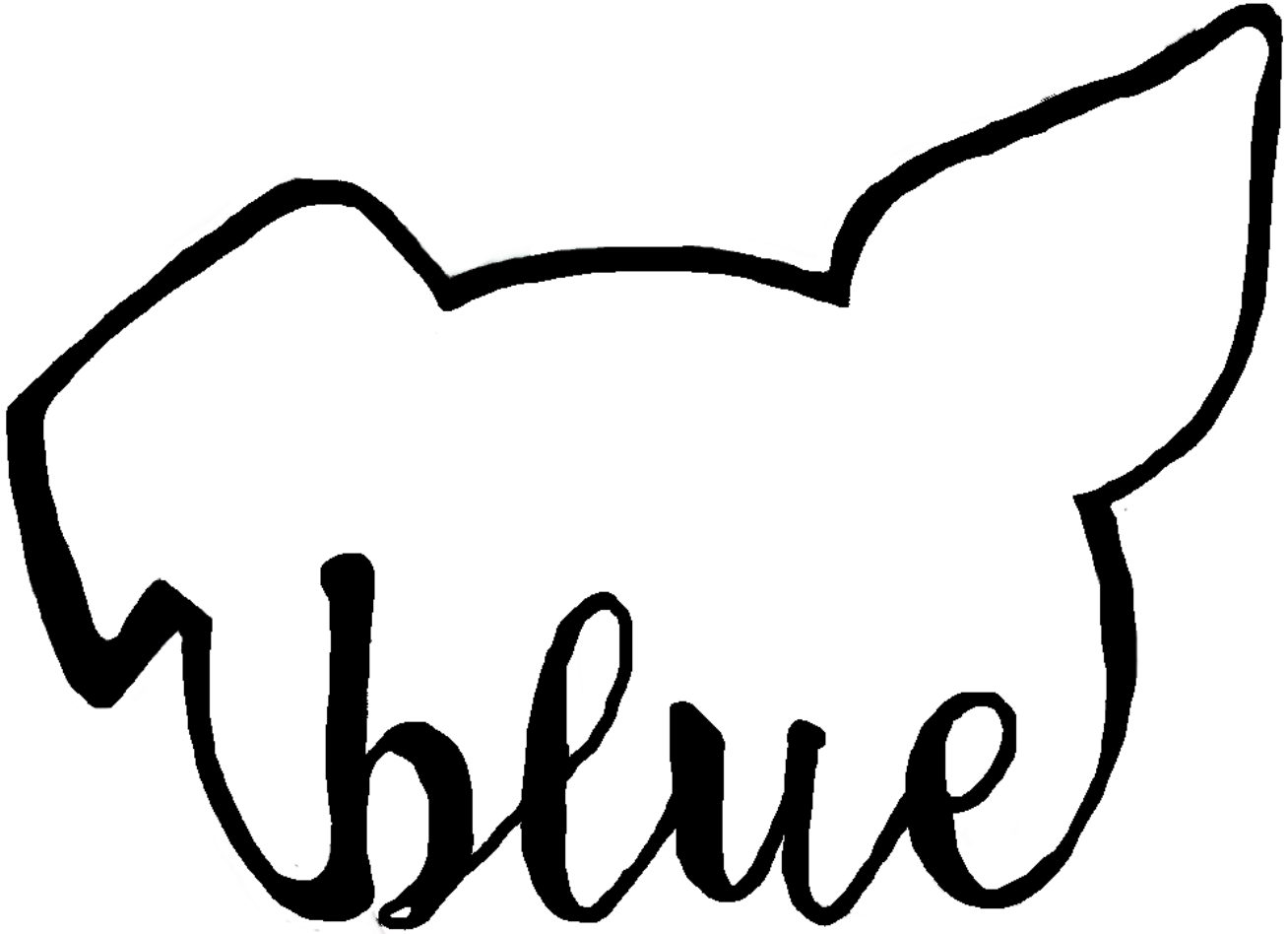
IN THE NEWS

- *"Want free wifi and a better life? You might need to move." Medium August 2020*
- *"How A Historic Street in Hartford Became A Destination For Remote Workers" ULI Boston Sitelines September 2020*
- *"Outdoor WiFi coming to Hartford's Pratt Street could benefit office workers cooped up at home in pandemic and downtown shops needing customers" Hartford Courant July 2020*
- *"Need a break from the home office? Free WiFi may be coming to outdoor spaces on downtown Hartford's Pratt Street" Hartford Courant July 2020*
- *"Shelbourne launching another downtown Hartford pop-up hall to fuel Pratt St. activity" Hartford Business Journal*

GROWTH BY DESIGN

EXPRESS TORRINGTON

Torrington Connecticut



PROJECT BACKGROUND

Torrington is in the process of revitalizing its downtown area in an effort to attract residents and visitors to the city's shopping and cultural opportunities. These redevelopment plans are currently underway.

To support and maximize the impact of public and private investments, Torrington is seeking an entity to assist with placemaking, activations, and business attraction, retention, and expansion in their downtown business district.

GOALS

- Promote available retail spaces in area
- Activate and promote Franklin Square
- Promote and support new housing
- Create a downtown fabric that connects various assets in the district
- Increase pedestrian traffic
- Spur new business development

OUR PROPOSAL

EXPRESS TORRINGTON

EXPRESS TORRINGTON

Whether it be an event, a district or an entire community; the activation of a place is only as strong as its identity and story. Simply throwing up some tents, booking a band and selling some beer may attract people in the short-term, but the sustainable activation and growth of a place needs to tell a story about the community while seriously considering where it has been and where it wants to go.

The concept of “Express Torrington” seeks to provide a construct to tell the story of Downtown Torrington’s unique spaces through placemaking and activations that support existing events and development in the city.

A MULTI-PHASED APPROACH – PHASE 1

Phase 1 is the “Study” phase. During phase 1 Blue Haus Group embeds ourself in the community.

The goals of this phase are to:

- Identify potential activation sites
- Identify relevant stakeholders in the target district
- Authentically engage with stakeholders about the business district
- Set outcomes for each space as it relates to improving downtown engagement and walkability.

This process of location discovery, goal setting and visioning is key to our team’s process of site design and identity development.

A MULTI-PHASED APPROACH- PHASE 2

During Phase 2, we begin our action stage.

Building on the foundation from Phase 1, the activities of Phase 2 include:

- Engaging business owners and stakeholders
- Actively and meaningfully testing ideas for the use of the sites
- Testing demand for potential retail tenants and other amenities within the commercial corridor via Pop ups.
- Building the identity of the activation sites (collateral, décor, social media)
- Developing budgets, vendor recruitment strategies, operational plans and schedules for spaces that align with existing events and development
- Design and Development of digital assets, purchasing of FFE and marketing of activations.

A MULTI-PHASED APPROACH- PHASE 3

Phase 3 is about sustainability. During this phase we work to create an organization made up of business owners, community-development corporation members and residents to oversee the programming and curation of these spaces.

These organizations can be volunteer or NPO's depending on need and can take the form of merchant organizations, Business Improvement Districts or Town Committees.

TYING IT TOGETHER

WE ARE HERE

These 10 principles are a starting point for further work preparing specific local development plans working with the community

- The Community is the Expert: The important starting point in developing a concept for any public space is to identify the talents and assets within the community.
- Create a Place, Not a Design: To make an under-performing space into a vital "place," physical elements must be introduced that would make people welcome and comfortable, such as seating and new landscaping, and also through "management" changes in the pedestrian circulation pattern and by developing more effective relationships between the surrounding retail and the activities going on in the public spaces.
- Look for Partners: Partners are critical to the future success and image of a public space improvement project.
- You Can Learn a Lot Just By Observing: We can learn a great deal from others' successes and failures. By looking at how people are using (or not using) public spaces and finding out what they like and don't like about them, it is possible to assess what makes them work or not work.
- Start with Petunias; Lighter, Quicker, Cheaper: The best spaces experiment with short term improvements that can be tested and refined over many years.
- Triangulate: The process of arranging elements intentionally to create more activity than would happen if the elements were located separately.
- They Always Say “It Can’t Be Done”: Creating good public spaces is inevitably about encountering obstacles, because no one in either the public or private sectors has the job or responsibility to "create places.

*Source: ELEVEN PRINCIPLES FOR CREATING GREAT COMMUNITY PLACES. https://www.pps.org/article/11steps

A Fresh Look

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We work for real estate developers, government agencies, and non-profit organizations (and often a combination of the three) on revitalizing urban space and creating clean, safe, and active places that create value and stimulate economic development.

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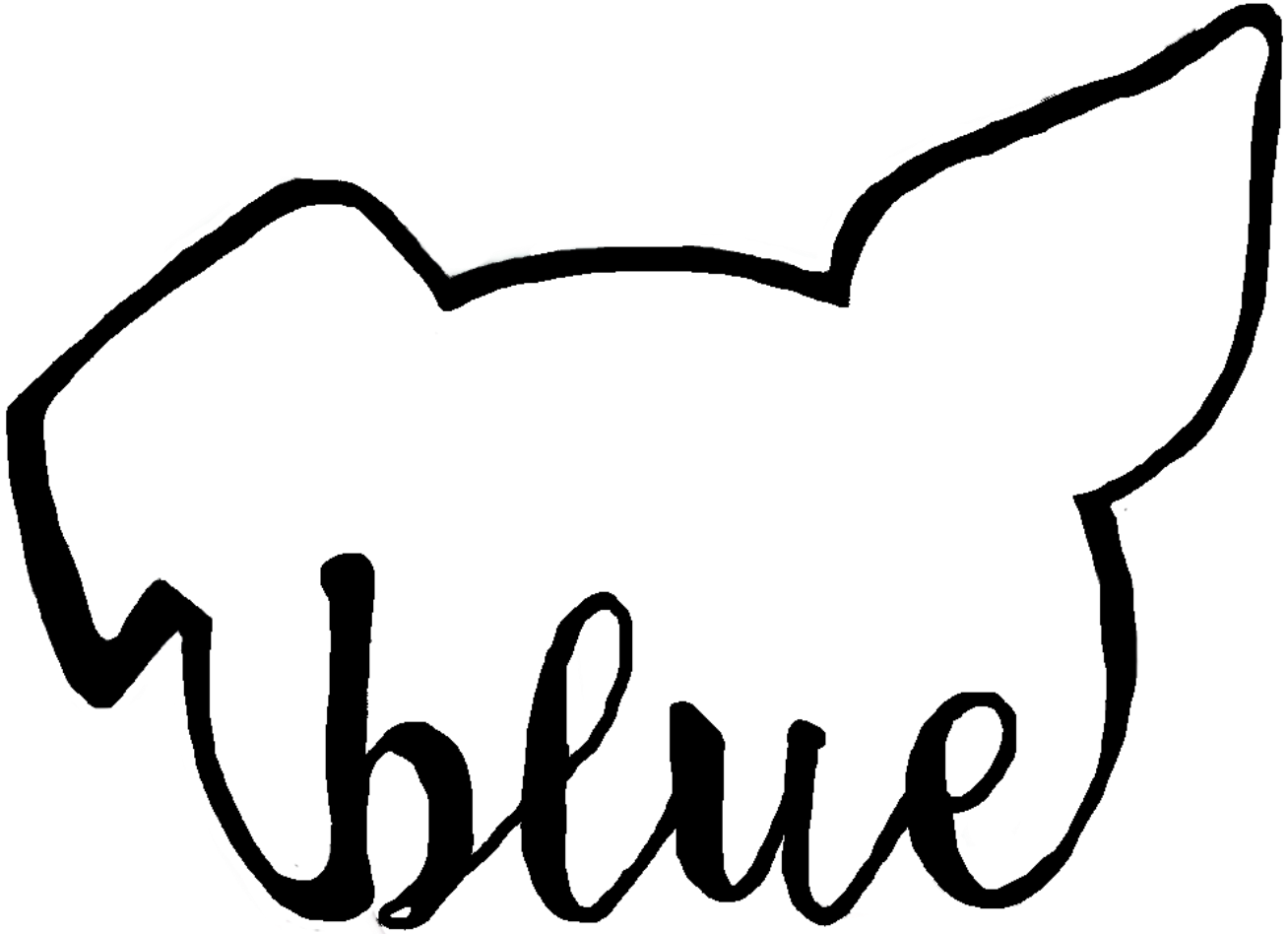
With a focus on innovative design and creating a sense of place, our projects contribute to the development of thriving communities.

GROWTH BY DESIGN

EXPRESS TORRINGTON FEE SCHEDULE

Torrington Connecticut



Phase 1

- Identify potential activation sites
- Identify relevant stakeholders in the target district
- Authentically engage with stakeholders about the business district
- Set outcomes for each space as it relates to improving downtown engagement and walkability.

Phase 1 Service Fees: $8,000

Phase 2

- Engaging business owners and stakeholders
- Actively and meaningfully testing ideas for the use of the sites
- Testing demand for potential retail tenants and other amenities within the commercial corridor via Pop ups.
- Building the identity of the activation sites (collateral, décor, social media)
- Developing budgets, vendor recruitment strategies, operational plans and schedules for spaces that align with existing events and development
- Design and Development of digital assets, purchasing of FFE and marketing of activations.

Phase 2 Service Fees: TBD

Phase 3

- Work to create an organization made up of business owners, community-development corporation members and residents to oversee the programming and curation of these spaces.

Phase 3 Service Fees: TBD

Phase 1 Fee Schedule

- 50% ($4,000.00)
  Due Upon Execution of Agreement
- 25% ($2,000.00)
  Due upon approximate midpoint and client's receipt of invoice
- 25% ($2,000.00)
  Due upon completion of Phase 1 and client's receipt of invoice

Phase 1 Service Fees: $8,000

Phase 2 Fee Schedule

- 50%
  Due Upon Execution of Phase 2 Agreement
- 25%
  Due upon approximate midpoint and client's receipt of invoice
- 25%
  Due upon completion of Phase 2 and client's receipt of invoice

Phase 2 Service Fees: TBD

Phase 3 Fee Schedule

- To be determined

Phase 3 Service Fees: TBD