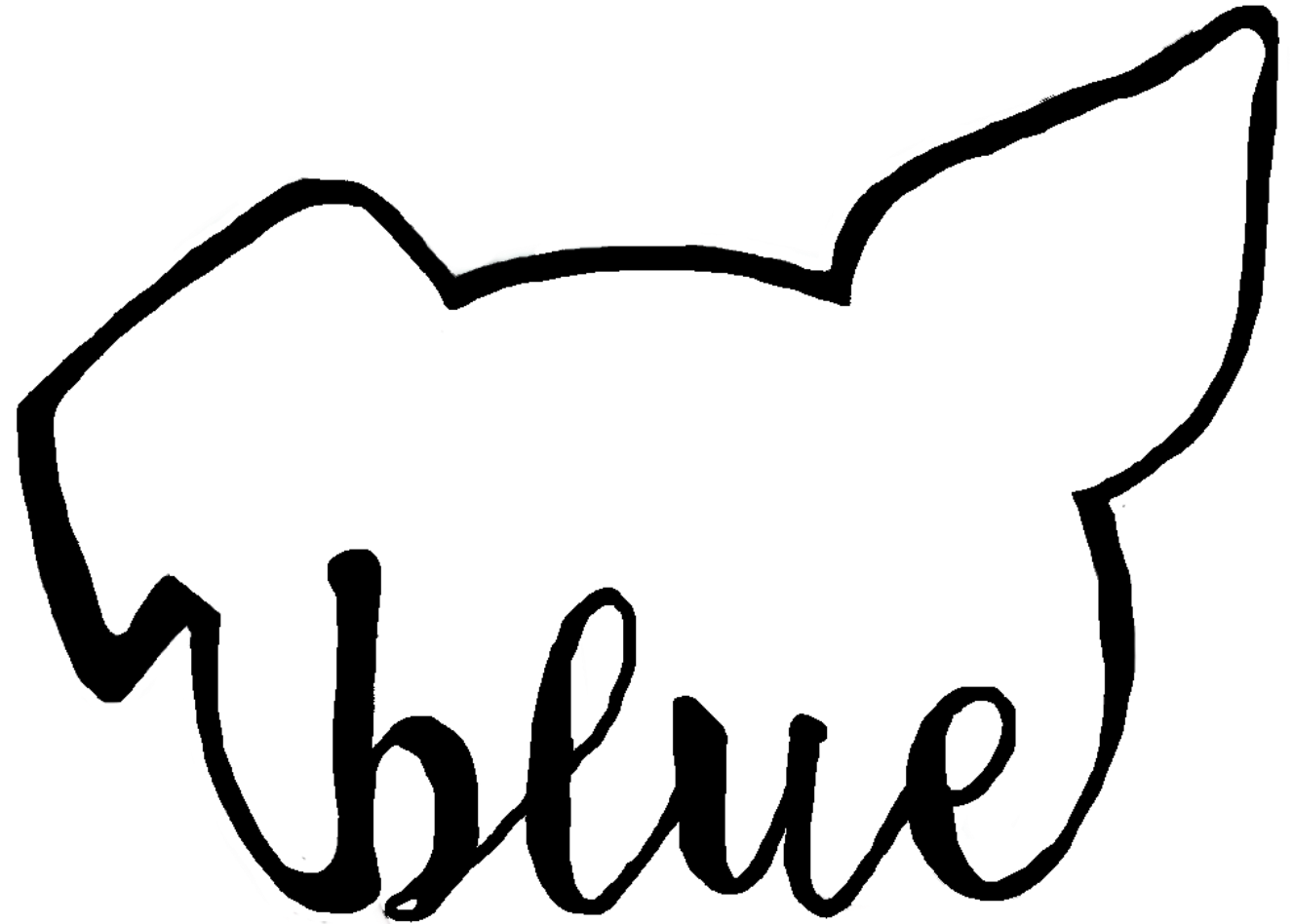


EXPRESS TORRINGTON NEXT STEPS

Torrington Connecticut



OVERALL GOALS

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

PHASE I GOALS

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



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.

NEXT STEPS

- Acceptance of Phase I findings
- Policy creation for
 - Place management of Franklin Plaza
 - Public Art
 - Banner Program
 - Program creation for vacant retail pop up program
- Community survey for activation sites
- Brand identity creation for target locations
- Purchasing of town owned placemaking assets (tables, chairs, umbrellas)

PHASE II NEXT STEPS

Identify potential activation sites

Underutilized outdoor space

Franklin Plaza

Volkman Lane

Space suitable for public art

15 Water Street

Vacant indoor space for temporary use

Downtown Partnership Space

97 Main Street

Yankee Pedlar

PHASE II NEXT STEPS

Set outcomes for each space as it relates to improving downtown engagement and walkability

Underutilized outdoor space

Franklin Plaza

Create brand identity for Franklin Plaza

Purchase tables, chairs and umbrellas for use on the Plaza., including

- 10 tables

- 10 Umbrellas and stands

- 40 Seats

Work to have active programming 3 days a week on the plaza

Volkman Lane

Create pavement mural to increase awareness of activation and gateway to plaza

Purchase chairs and tables for the gateway including

- 3 tables

- 12 seats

- 3 – 6 Planters

PHASE II NEXT STEPS

Set outcomes for each space as it relates to improving downtown engagement and walkability

Space suitable for public art

15 Water Street

Work with CTMurals, NWCT Arts Council and stakeholders to identify content, funding opportunities and overall execution of public art

PHASE II NEXT STEPS

Set outcomes for each space as it relates to improving downtown engagement and walkability

Vacant indoor space for temporary use

Downtown Partnership Space

Work with Downtown Partners to program vacant retail space with pop up businesses and activations

97 Main Street

Work with Property Owner to activate interior and exterior space with market style concept for local makers and artists

Yankee Pedlar

Work with city to develop a a program to attract, retain and expand retail businesses in now vacant Yankee Pedlar spaces

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.

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.



GROWTH BY DESIGN