

blue
back
SQUARE

BRAND
STREET
PROPERTIES



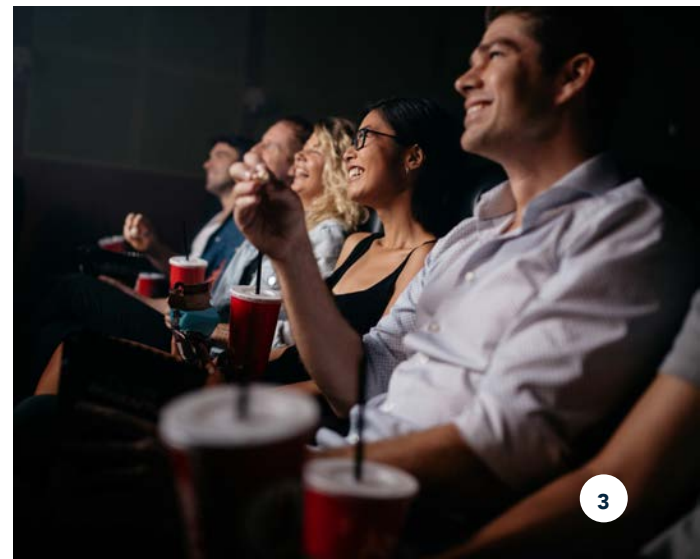
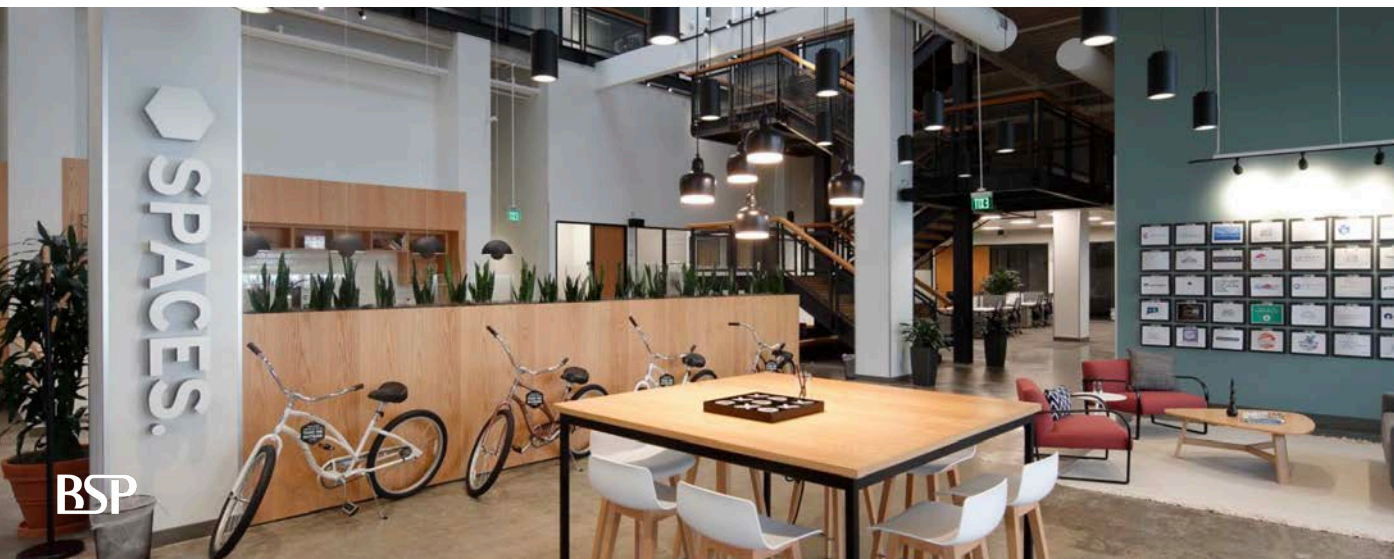
450,000 SQ FT
MIXED-USE DESTINATION

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).



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



LOCATION OVERVIEW



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

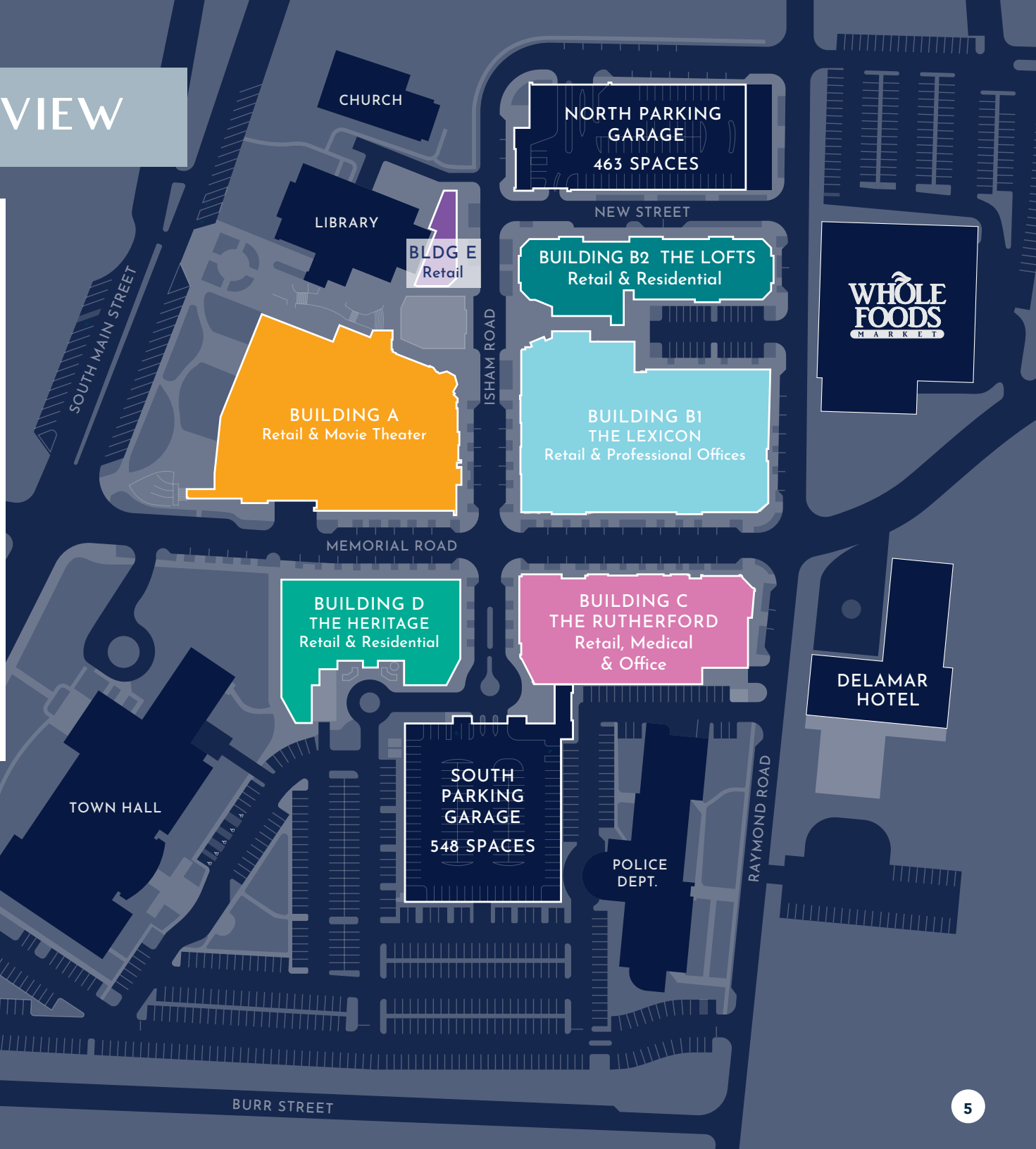
13k sf - Retail/Restaurant
144k sf - Medical/Office

BUILDING D

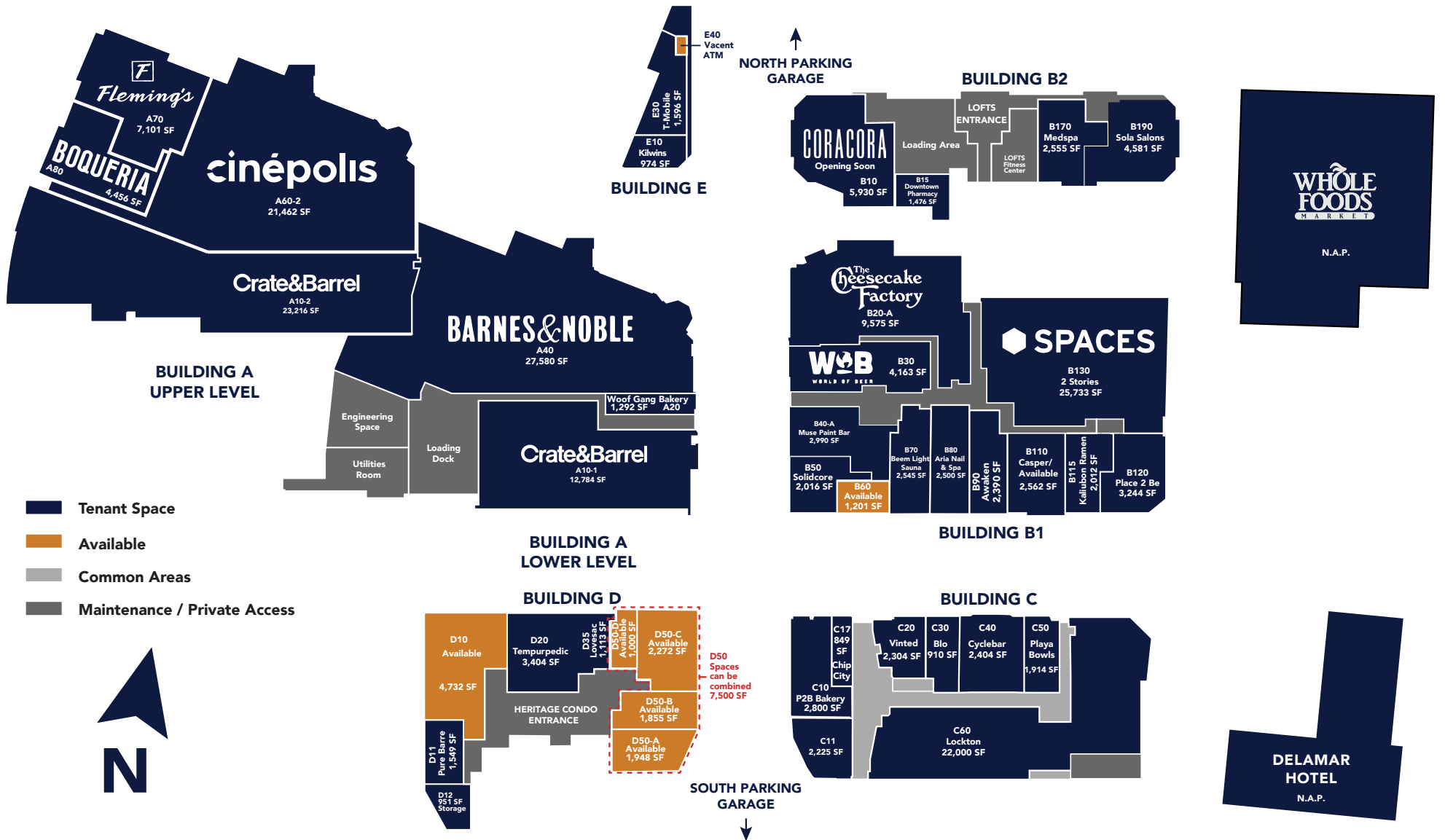
19k sf of Retail/Restaurant
The Heritage - 55 Condos
on 5 floors

BUILDING E

3k sf - Retail

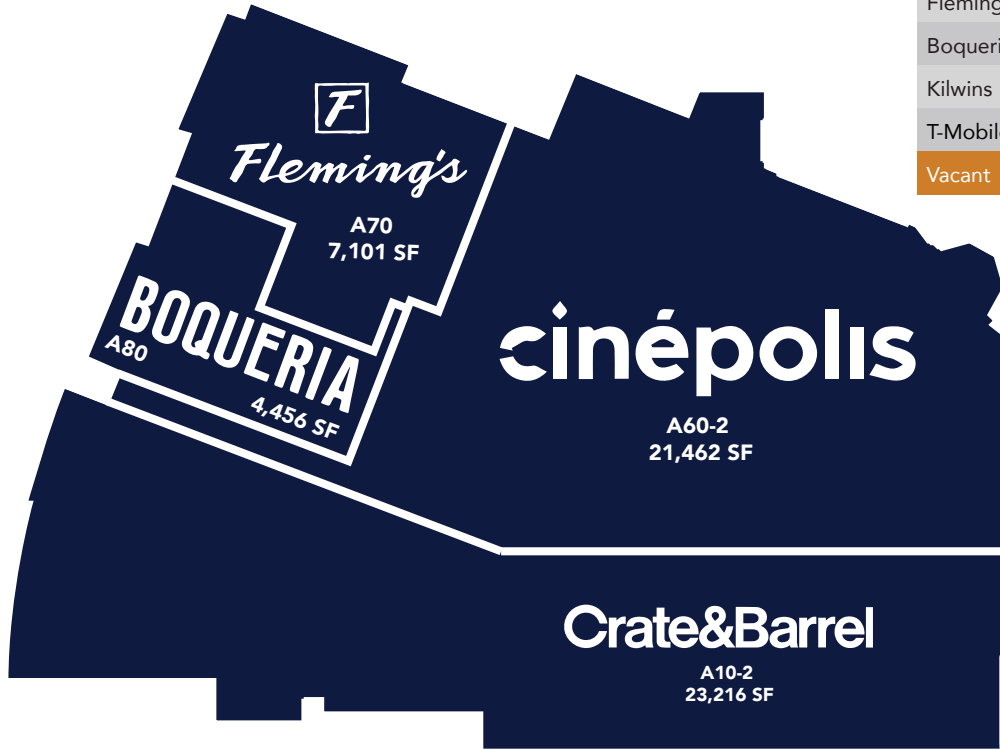
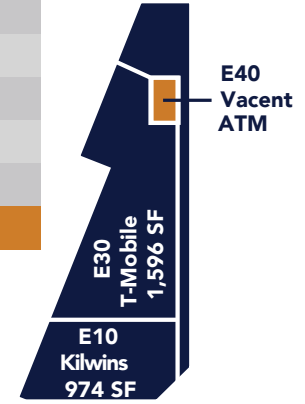


STREET LEVEL SITE PLAN

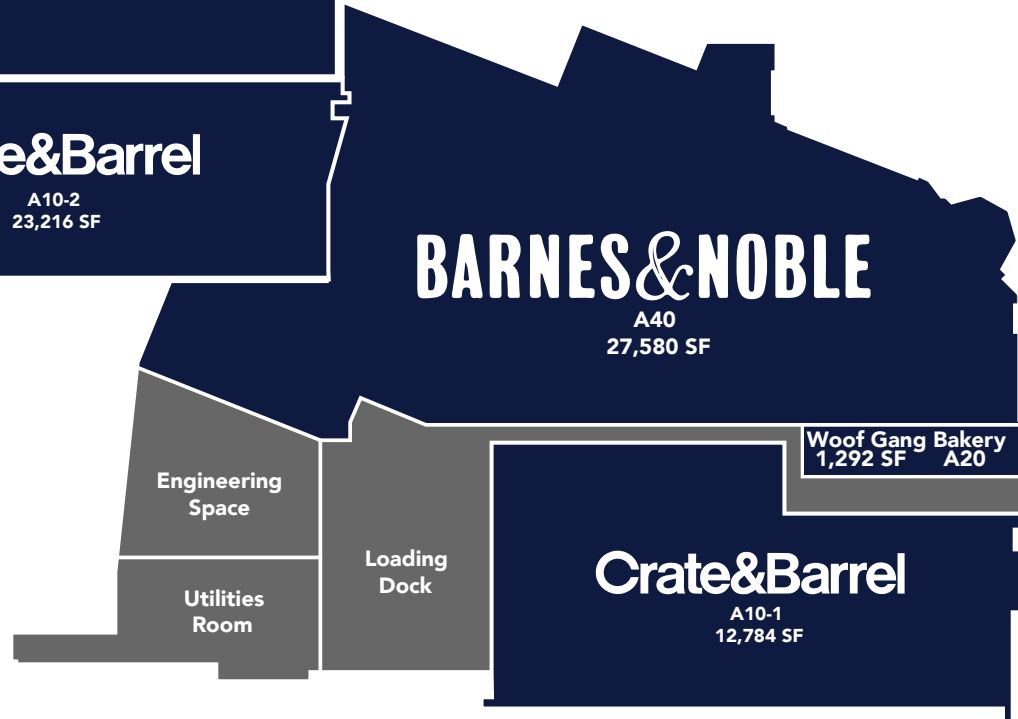


BUILDINGS A + E

NAME	UNIT	SQ. FT.
Crate & Barrel	A10-2	36,000
Woof Gang Bakery	A20	1,292
Barnes & Noble	A40	27,580
Cinepolis Cinema	A60	21,462
Fleming's Steakhouse	A70	7,101
Boqueria	A80	4,456
Kilwins	E10	974
T-Mobile	E30	1,596
Vacant	ATM	0



**BUILDING A
UPPER LEVEL**



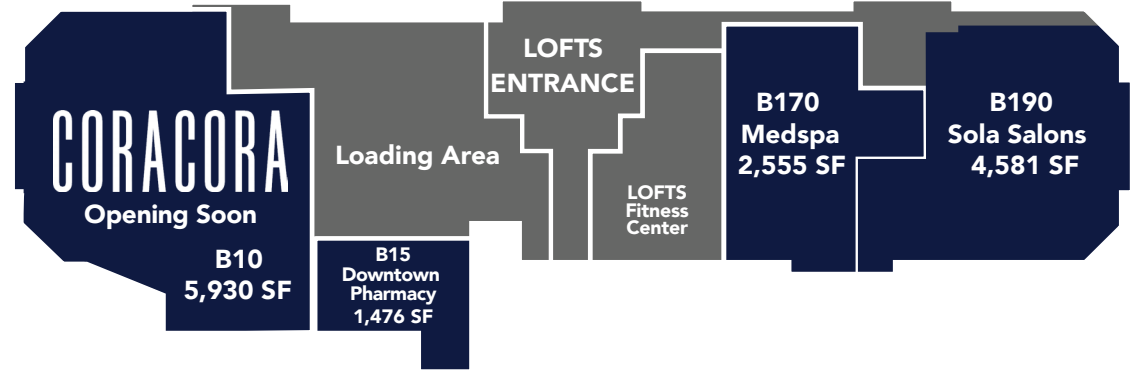
**BUILDING A
LOWER LEVEL**

BUILDINGS B1 + B2

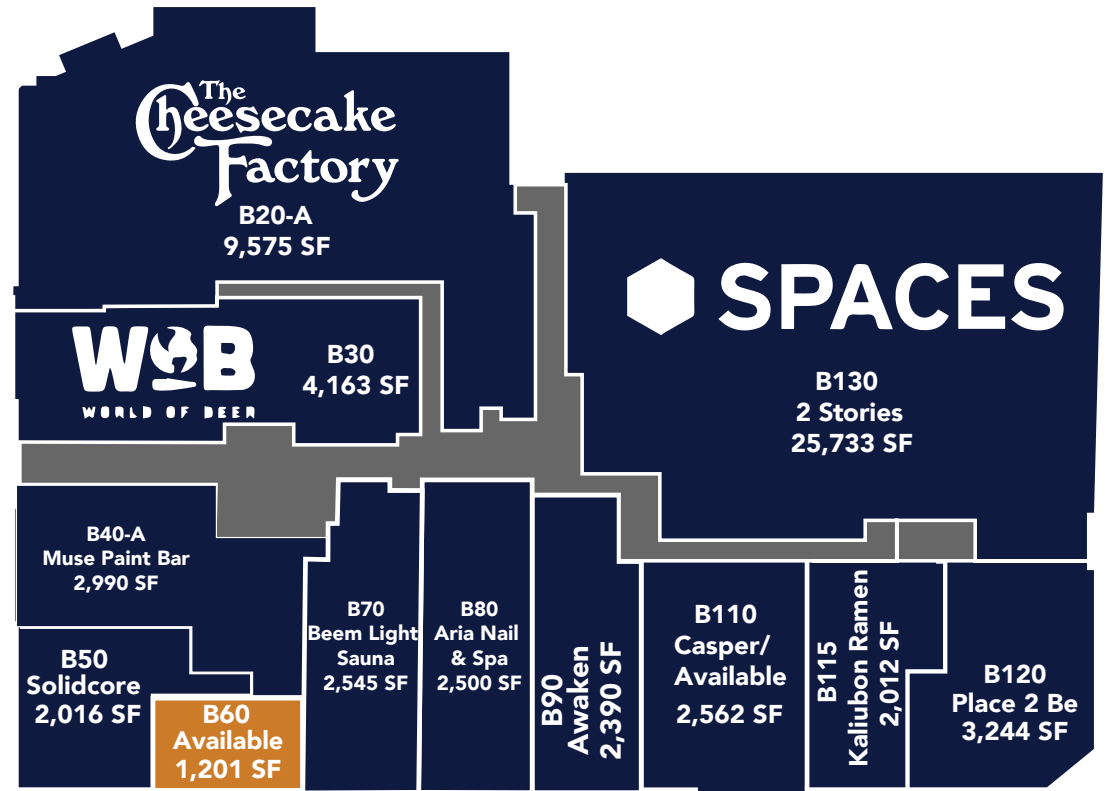


NORTH PARKING GARAGE

BUILDING B2



NAME	UNIT	SQ. FT.
Casper / Available	B110	2,562
Kaliubon Ramen	B115	2,012
Place 2 Be	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
Available	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



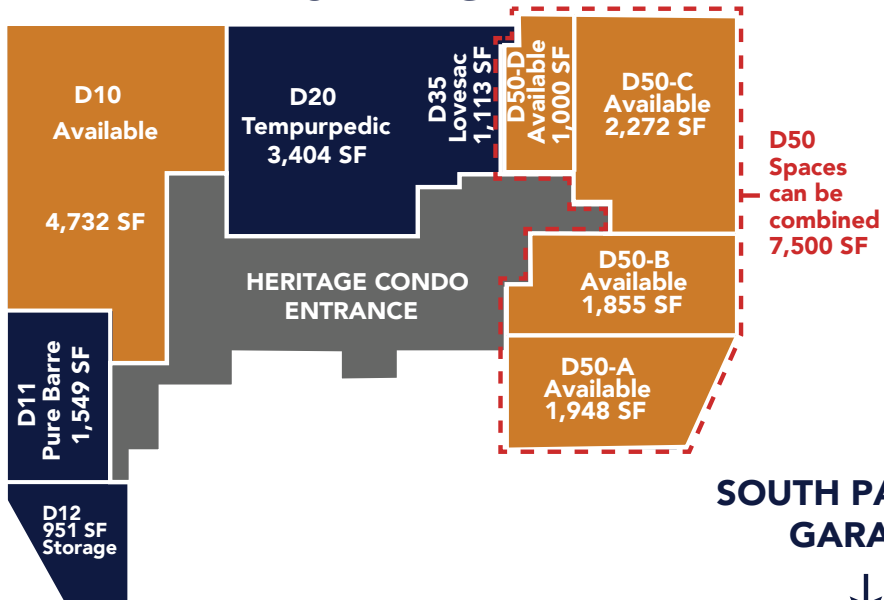
BUILDING B1

BUILDINGS C + D

NAME	UNIT	SQ. FT.
Available	D10	4,732
Pure Barre	D11	1,549
Tempur-Pedic	D20	3,404
Lovesac	D35	1,113
Available	D50-A	1,948
Available	D50-B	1,855
Available	D50-C	2,727
Available	D50-D	1,000

NAME	UNIT	SQ. FT.
P2B Bakery	C10	2,800
Unavailable	C11	2,225
Chip City	C17	849
Vinted	C20	2,304
Blo	C30	910
CycleBar	C40	2,404
Playa Bowls	C50	1,914
Lockton	C60	22,000

BUILDING D



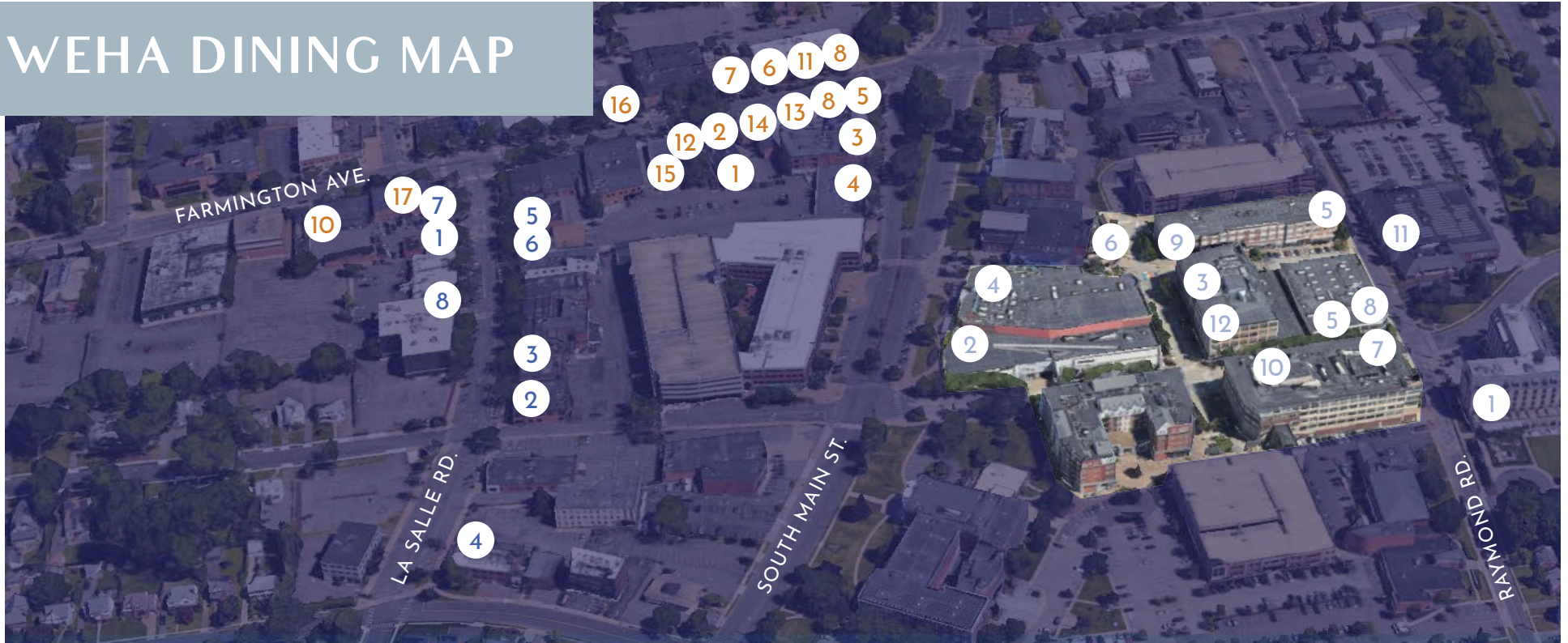
SOUTH PARKING GARAGE



BUILDING C



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 KILWINS - Chocolate, Candy, Ice Cream
- 7 CHIP CITY - Dessert
- 8 PLACE 2 BE - Brunch
- 9 CORACORA - Opening Soon
- 10 VINTED - Wine Bar
- 11 WHOLE FOODS - Prepared Foods
- 12 WORLD OF BEER - American

SURROUNDING HOUSEHOLD INCOMES



5 MILE RADIUS

DEMOGRAPHICS



POPULATION

	RADIUS		
	1 Mile	3 Mile	5 Mile
TOTAL POPULATION	17,821	124,921	234,730
POPULATION GROWTH	-0.2%	0.4%	.5%
DAYTIME POPULATION	13,866	108,751	264,836
HOUSEHOLDS	7,974	50,928	93,447



PEOPLE

	RADIUS		
	1 Mile	3 Mile	5 Mile
MALE POPULATION	46.7%	47.8%	47.9%
FEMALE POPULATION	53.3%	52.2%	52.1%
MEDIAN AGE	39	37.8	37.4



FAMILY

	RADIUS		
	1 Mile	3 Mile	5 Mile
TOTAL FAMILIES	4,363	29,327	54,929
W/ CHILDREN	26.7%	30.1%	30.5%
SIZE	2.2	2.3	2.4



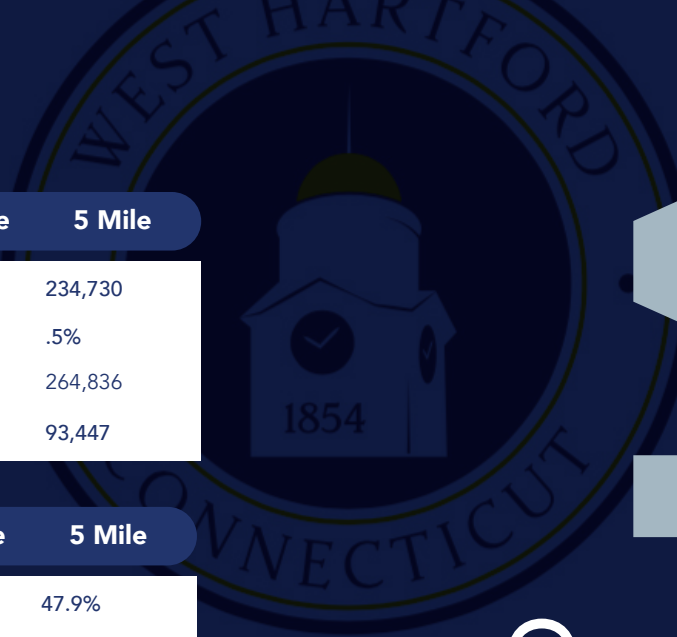
INCOME

	RADIUS		
	1 Mile	3 Mile	5 Mile
AVERAGE HOUSEHOLD	\$137,598	\$103,094	\$95,004
MEDIAN HOUSEHOLD	\$128,037	\$89,721	\$82,289
COLLEGE DEGREE +	69.8%	43.2%	36.2%



BUSINESS

	RADIUS		
	1 Mile	3 Mile	5 Mile
TOTAL BUSINESSES	1,535	7,146	15,239
TOTAL EMPLOYEES	9,245	65,424	182,578



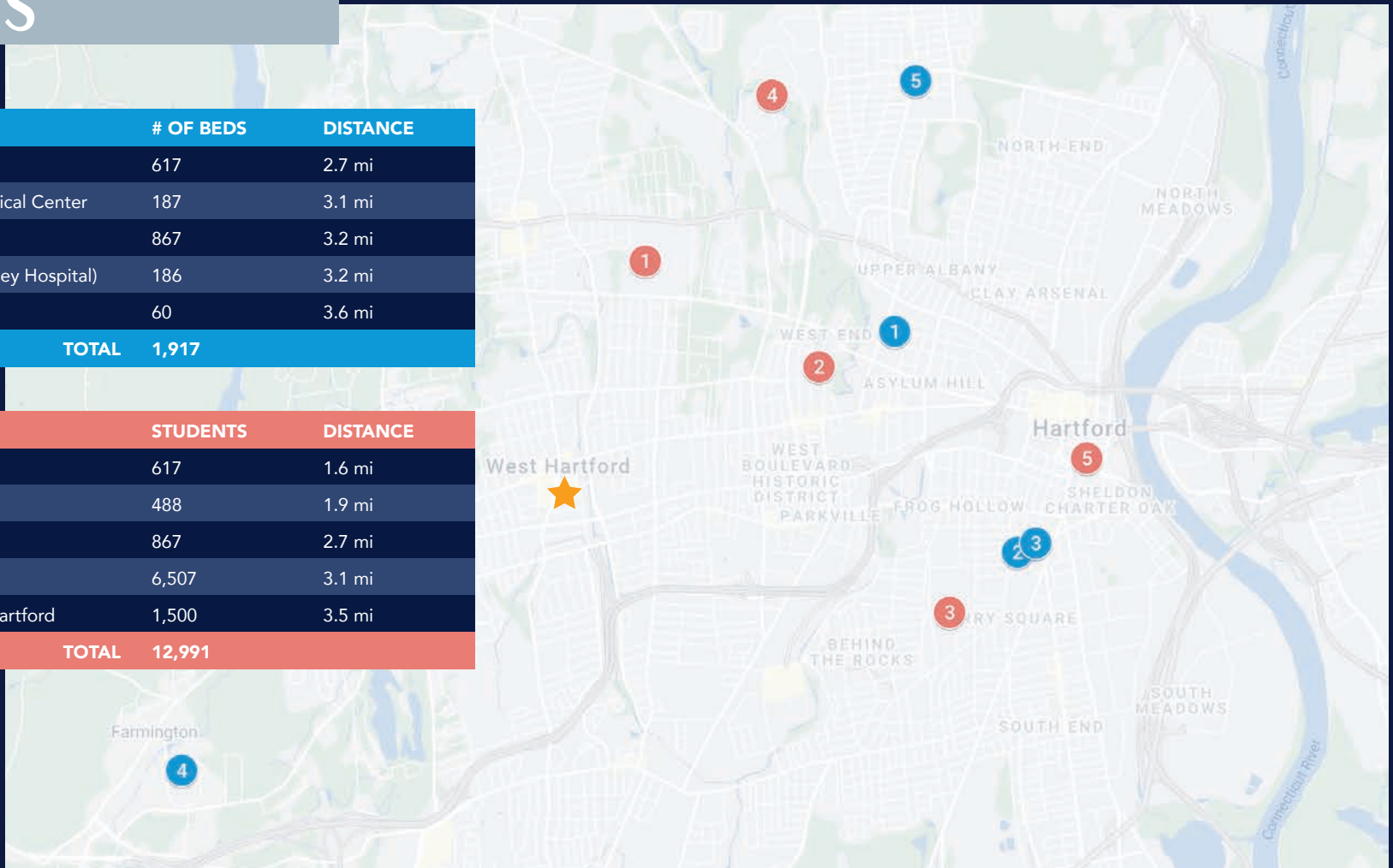
WEST HARTFORD

WEHFA

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
TOTAL	1,917	

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
TOTAL	12,991	



HARTFORD'S TOP EMPLOYERS





TODDLER TUESDAYS



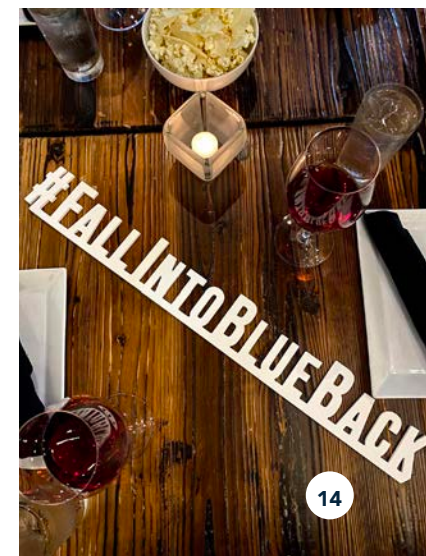
SUMMER IN THE SQUARE



COMEDY NIGHTS

AT BLUE BACK SQUARE

JOIN US IN THE SQUARE FOR NON-STOP LAUGHS!



LEASING CONTACTS

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