

Granby Center Market Analysis & Regional Development Trends

1. Introduction to Market Analysis

This analysis evaluates local economic conditions and regional development trends, focusing on Granby's position within the broader Hartford County and neighboring submarkets. The study examines key indicators such as employment growth, population changes, and household formation rates to establish a baseline understanding of the town's economic vitality. The study assesses retail, commercial, and residential markets to pinpoint areas of growth potential and identify pressures from competing developments in surrounding communities.

1.1 Key Areas of Focus:

1.1.1 Retail Market

Granby's retail market will be evaluated by analyzing current vacancy rates and rental trends to determine the town's capacity to attract and sustain businesses. Vacancy rates serve as a key indicator of demand for retail spaces; high vacancy rates may reflect a lack of market activity, while low vacancy rates suggest strong demand. Rental trends will reveal insights into the profitability and attractiveness of operating in the area. Competitive rental pricing could indicate either an affordable and appealing market or challenges related to limited business activity. These factors will help identify which types of retail enterprises are most viable for Granby Center.

A significant aspect of the analysis will focus on competitive pressures from neighboring towns and regional shopping hubs, such as Avon and Simsbury. These areas often feature more established retail options, potentially drawing customers away from Granby. By examining the retail offerings in these nearby communities, the study can identify gaps in the market that Granby could fill. Opportunities might include niche markets or specialty retail services that align with local demand. This approach will allow Granby to position itself as a complementary part of the regional retail ecosystem while carving out a distinct identity.

Feedback from local businesses and community stakeholders will be incorporated to ensure a well-rounded analysis. Insights into consumer preferences, shopping behaviors, and challenges faced by existing retailers will provide valuable context. By combining quantitative data, such as rental trends, with qualitative insights from stakeholders, the study will deliver a comprehensive understanding of Granby's retail market dynamics and inform strategies to enhance its competitiveness.

1.1.2 Commercial Market:

The evaluation of Granby's commercial market will focus on its alignment with the town center's emphasis on local services. Granby Center serves primarily as a hub for

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community-oriented businesses that cater to the daily needs of residents. These include professional services, healthcare providers, local retailers, and dining establishments. As work environments continue to shift toward remote and hybrid models, demand for traditional office spaces has declined. Instead, there is an increasing need for smaller, flexible spaces that accommodate local service providers and small businesses. This analysis will assess how these trends impact Granby Center and identify strategies to support the growth of locally-focused enterprises.

A key opportunity for enhancing the commercial market lies in creating spaces designed to meet the needs of local service providers and community-focused businesses. For Granby, this may involve developing or repurposing properties to include smaller office spaces, wellness centers, and co-working areas that support professionals such as therapists, accountants, and consultants. Encouraging these types of businesses within Granby Center can enhance its role as a service hub while maintaining the small-town character valued by residents.

1.1.3 Residential Market

The residential market in Granby will be assessed through a comprehensive demographic analysis that focuses on key factors such as age distribution, household size, income levels, and the balance between homeownership and rental trends. Understanding these demographic characteristics is essential to identifying current housing needs and predicting future demand. For example, an aging population in Granby may signal a growing need for senior-friendly housing options, while shifts in household sizes could influence demand for smaller or larger homes. Similarly, analyzing income levels will provide insight into the community's ability to afford housing, which is a critical factor in assessing market sustainability.

Another key component of the analysis is housing absorption rates, which measure how quickly newly built homes are sold or rented. This metric provides insight into the balance between supply and demand in Granby's residential market. High absorption rates suggest strong demand and a healthy market, while slower rates may indicate oversupply or affordability concerns. By analyzing housing absorption alongside demographic trends and affordability metrics, the study will identify opportunities to align Granby's housing stock with the needs of current and prospective residents.

This evaluation will consider regional trends in Hartford County and surrounding areas to understand how Granby's residential market fits into the broader context. Projections on household formation, planned housing developments, and anticipated population growth will help shape recommendations for future housing strategies. These findings will guide efforts to create a more inclusive and dynamic housing market, ensuring that Granby can attract and retain residents while meeting their evolving needs.

Additionally, the analysis will explore regional development patterns and their direct and indirect impacts on Granby. This includes studying the influence of major employers,

transportation infrastructure, and economic initiatives in nearby areas such as Hartford, Windsor, and East Granby. Special attention will be given to how Granby can leverage its proximity to Bradley International Airport and regional job hubs to foster growth while addressing challenges like limited commercial activity and population stagnation.

The study will use a mix of quantitative data from the U.S. Census Bureau, local real estate reports, and economic forecasts, as well as qualitative insights from stakeholder feedback and community input sessions. By combining these methods, the analysis will offer actionable recommendations to strengthen Granby's economic position and guide future planning efforts. This structured approach ensures that the study not only evaluates current conditions but also provides a forward-looking perspective to support sustainable development.

2.0 Regional Economic Development Trends and Granby's Context

2.1 Granby's Locational Advantage

Granby is uniquely positioned in Hartford County. It offers residents the benefits of proximity to major employment hubs while preserving the small-town charm that appeals to families and professionals. Its strategic location provides access to job opportunities in urban centers, suburban business districts, and key regional industries, making it an ideal community for those seeking a balance between professional growth and quality of life.

2.1.1 Proximity to Hartford

Located approximately 20 miles northwest of Hartford, Granby offers residents access to one of the region's most significant employment centers. Hartford, known as the "Insurance Capital of the World," is home to leading companies such as The Hartford, Aetna, and Travelers. These firms provide a range of career opportunities in finance, insurance, and corporate management, attracting professionals from across the region. Granby's proximity allows residents to benefit from the high-paying roles and career stability that Hartford offers while enjoying a quieter, suburban lifestyle.

2.1.2 Bradley International Airport

Bradley International Airport, located just 12 miles southeast of Granby in Windsor Locks, is a major economic driver for the region. The airport facilitates thousands of jobs in aviation, logistics, retail, and customer service, supporting both local and regional economies. Additionally, the nearby Bradley Airport Development Zone offers tax incentives that attract companies in manufacturing, warehousing, and technology. This economic activity provides a range of employment opportunities for Granby residents and strengthens the area's economic stability.

2.1.3 Day Hill Corporate Area

Situated approximately 15 miles from Granby, the Day Hill Corporate Area in Windsor is another significant employment hub. This area hosts major corporate offices and facilities for companies such as Amazon, ABB, and Voya Financial. Amazon's distribution center has

become a key employer, creating jobs across various skill levels, while technology and healthcare companies in the area further diversify the employment landscape. The accessibility of Day Hill makes it a valuable resource for Granby residents seeking nearby job opportunities.

2.1.4 Educational and Healthcare Employers

Granby residents also benefit from proximity to prominent educational and healthcare institutions. The University of Connecticut Health Center in Farmington and Hartford Hospital provide a wide range of employment opportunities in medical, research, and administrative fields. These institutions are within a 30-minute drive.

2.1.4 Local and Regional Small Businesses

Within Granby itself, small businesses in retail, dining, and professional services contribute to the local economy. While smaller in scale than the major employers in surrounding areas, these businesses provide convenient employment opportunities and foster economic stability within the community. They also enhance Granby's unique character and strengthen its role as a hub for locally-focused services.

2.1.5 Proximity to Massachusetts

Granby's location near the Massachusetts border expands its economic and cultural connections to another significant region. Springfield, Massachusetts, located about 25 miles north, serves as a hub for manufacturing, education, and healthcare. Institutions like Baystate Health and Springfield College offer employment opportunities in healthcare and higher education, complementing those available in Hartford. Additionally, the nearby Pioneer Valley area, known for its vibrant arts and cultural scene, provides recreational and economic benefits for Granby residents. This proximity enables residents to access a wider range of career, educational, and leisure opportunities, strengthening Granby's regional appeal.

By leveraging its location near these economic hubs, Granby combines the advantages of suburban living with access to a diverse array of employment opportunities and regional resources. This balance makes Granby a desirable place for professionals, families, and retirees seeking both opportunity and quality of life.

2.2 Overview of the Economic Landscape in Connecticut

Connecticut's economy has shown moderate growth in 2024, with its real Gross Domestic Product (GDP) increasing by 3.0% in the third quarter, slightly below the national growth rate of 3.1%. This positions Connecticut as the 26th fastest-growing state economy during this period. The state's GDP reached \$295.3 billion, representing 24% of New England's \$1.2 trillion economy, making it the second-largest in the region after Massachusetts. Key drivers of this growth include the retail, information, and healthcare sectors, which collectively underscore Connecticut's diverse and evolving economic base.

2.3 Granby's Economic Conditions in the Context of Connecticut

Granby reflects some of Connecticut's broader economic trends while maintaining distinct local characteristics. The town has a median household income of \$115,989, which is significantly higher than state and national averages. This affluence highlights a community of relatively stable, high-income households. However, Granby's population declined slightly, losing 33 residents between 2010 and 2023. This trend contrasts with the modest growth seen in neighboring Windsor, which gained 328 residents during the same period. Granby's population decline, while minimal, suggests challenges in attracting younger families and working-age individuals who are vital for long-term economic vitality.

Granby's economic role within the region is both significant and nuanced. The town serves as a residential community, with many residents commuting to nearby employment centers like Hartford and Windsor. Its proximity to Bradley International Airport offers logistical advantages, yet Granby has not experienced the same level of growth seen in Windsor, which benefits directly from airport-driven economic activity. Granby's strong credit rating (AA+) underscores its fiscal stability, but the town's limited commercial base and slower population growth may hinder its ability to capitalize on regional economic opportunities.

2.4 Granby's Role in the Regional Economy

Granby plays an important role in the regional economy as a bedroom community supporting the broader Hartford County area. While not a major hub for employment or commercial activity, Granby provides a high quality of life that attracts affluent residents. Its scenic landscapes, strong school system, and small-town charm make it an appealing choice for families and retirees seeking a quieter lifestyle.

Granby's role is further defined by its connection to neighboring towns like East Granby and Suffield, which share similar economic profiles. Together, these towns form a network of suburban communities that contribute to the region's labor force. Many residents work in urban centers or larger suburban areas, creating a regional interdependence. However, Granby's declining population signals potential vulnerabilities, as a shrinking labor force and limited business growth could affect its long-term economic sustainability.

2.5 Historical Context of Economic Stagnation and Its Implications

Connecticut has faced persistent economic stagnation, driven by the lingering effects of the 2008 Great Recession and intensified by the COVID-19 pandemic. Between 2010 and 2020, the state's population grew by just 0.9%, ranking among the slowest nationally. This limited population growth, combined with an aging demographic, constrained labor market expansion and suppressed consumer demand. The pandemic further disrupted key sectors, such as retail, hospitality, and manufacturing, leading to significant job losses. In particular, small businesses struggled with supply chain disruptions and rapidly changing consumer behaviors, making recovery uneven across the state.

Granby, like many suburban towns in Connecticut, mirrored these broader trends. Despite its reputation as a desirable residential community with strong schools and a high quality of

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life, the town experienced vulnerabilities during this period. Granby's economic reliance on a primarily residential tax base and limited commercial activity left it more exposed to the effects of declining consumer spending and the rise of remote work. Over the past decade, Granby's population declined by 3%, and school enrollments fell significantly, reflecting a broader trend of demographic shifts within the state.

While the pandemic brought challenges, it also highlighted Granby's strengths. During lockdowns, families seeking larger homes and access to outdoor recreational spaces found Granby particularly appealing, temporarily boosting demand for housing. However, this surge in interest strained the town's limited housing stock, which is predominantly composed of single-family homes. The lack of diverse housing options, such as affordable rentals or multi-family units, has made it difficult for Granby to attract younger families and first-time homebuyers, limiting its long-term growth potential.

In contrast, nearby Windsor demonstrated economic resilience during the pandemic by capitalizing on its strategic location and infrastructure. While many corporate offices shifted to remote work, reducing office-based economic activity, Windsor offset these losses with the arrival of an Amazon distribution center. These facilities created hundreds of jobs across various skill levels, highlighting the importance of diversifying economic opportunities and attracting major employers. Granby could learn from Windsor's adaptability and explore strategies to leverage its regional advantages, such as its proximity to Bradley International Airport and economic hubs like Hartford and Springfield.

3. Market Analysis

3.1 Retail Market

Granby's retail market embodies its community-focused ethos, featuring a blend of local businesses and select national retailers that cater to residents' essential needs. The commercial nucleus of this activity is Granby Center, strategically situated at the intersection of Salmon Brook Street (Route 10/202) and Hartford Avenue (Route 20). This area serves as the town's primary commercial hub, hosting a variety of businesses that contribute to its unique character.

Granby Center, the heart of the town's commercial activity, primarily caters to utilitarian needs with businesses such as banks, medical offices, personal services, and a handful of restaurants. While these services are vital, they lack the destination appeal needed to create a dynamic downtown experience. Discussions during community meetings emphasized the need to expand Granby Center's retail offerings to attract businesses that encourage residents and visitors to linger and explore.

While not exhaustive, these include:

- **Dining Options:** Granby Center offers a variety of dining experiences that serve local families and attract visitors from nearby towns. Casual options include

Geno's Pizzeria at 345 Salmon Brook Street. Unique venues include At The Barn Restaurant at 17R East Granby Road and The Bear's Den at 18R Hartford Avenue. Quick-service options include Wayback Burgers, Lox Stock & Bagel, and Starbucks, while dessert destinations like Icy Rolls and Grassroots Ice Cream add variety and charm.

- **Food Stores:** Granby Center is anchored by Geissler's Supermarket, located at 9J Bank Street.
- **Personal Services:** Granby Center includes several personal service businesses that cater to grooming and wellness needs such as, Platinum Studio located at 15 Hartford Avenue.

Despite this variety, Granby Center's retail offerings primarily address everyday necessities, lacking the diverse and unique retail experiences that encourage extended visits and attract a broader audience.

3.1.1 Vacancy Rates and Rental Trends

Granby Center is constrained by several key vacancies that hinder its ability to fully realize its potential as a vibrant community and commercial hub. Significant empty spaces include the former Bank of America site and multiple storefronts within Granby Village. These remain unoccupied and underutilized, diminishing the center's overall appeal and foot traffic necessary to support nearby businesses.

While detailed retail vacancy data in Granby is scarce, available listings indicate a moderate level of availability. Rental rates range from \$15 to \$18 per square foot annually, making Granby an attractive and competitive option within the region. For example, 33 Hartford Avenue features 2,300 square feet of first-floor retail/office space listed at \$18 per square foot, with smaller office spaces available at \$15 per square foot annually. These rates are notably more affordable compared to neighboring towns like Simsbury, where retail spaces on Hopmeadow Street average \$20.37 per square foot annually. Granby's competitive pricing and available spaces present a strong opportunity to attract new businesses, particularly small and specialty retailers, to revitalize the town center.

3.1.2 Competitive Pressures from Neighboring Towns

Granby faces strong competition from nearby towns like Simsbury and Avon, which offer more extensive and established retail options. Simsbury, for example, features larger shopping centers and a broader mix of national and specialty retailers that draw regional customers. This competition creates challenges for Granby's local businesses, which must find ways to differentiate themselves to retain residents' patronage and attract visitors.

3.1.3 Challenges in the Retail Environment at Granby Center

One of the main challenges is the absence of unique or destination retail spaces. Current offerings are functional but fail to deliver the charm and vibrancy of a thriving town center. To address this, stakeholders suggested recruiting non-chain specialty shops such as bakeries, jewelry stores, boutique clothing retailers, and unique restaurants. These

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businesses could create a more compelling and walkable environment, encouraging greater foot traffic and economic activity. Expanding retail options to cater to a broader demographic—including families, professionals, and seniors—was also identified as a critical strategy for strengthening Granby Center’s appeal.

3.1.4 Opportunities for Granby Center

Despite these challenges, Granby Center has significant opportunities to carve out a unique identity:

- **Niche Retail and Specialty Shops:** Focusing on specialty stores, local artisans, and experiential retail can distinguish Granby from its neighbors. For example, promoting locally sourced products or unique shopping experiences can attract both residents and visitors.
- **Community Events:** Hosting farmers’ markets, art fairs, and seasonal festivals can draw foot traffic to Granby Center and create a stronger sense of place.
- **Leveraging Rural Charm:** Granby’s natural beauty and proximity to agricultural areas provides an opportunity to promote agritourism-related retail, such as farm-to-table restaurants or local produce markets.

3.1.5 Enhancing Accessibility and Infrastructure

Infrastructure improvements were identified as crucial for supporting retail growth in Granby Center. Enhancements such as better signage, pedestrian pathways, and shared parking solutions could improve accessibility and encourage visitors to park once and explore the area on foot. Addressing the current mismatch in parking utilization by creating communal parking areas and improving connectivity between lots and retail spaces will make the town center more convenient and inviting.

Aesthetic improvements, including landscaping, lighting, and street beautification, were also highlighted as essential for transforming Granby Center into a vibrant retail destination. These enhancements would elevate the area’s physical environment and create a welcoming atmosphere that attracts businesses and visitors alike.

Granby Center’s retail market has the potential to evolve into a vibrant and distinctive commercial hub. With competitive rental rates, available retail spaces, and a strong sense of community, the town is well-positioned to attract new businesses. However, addressing challenges such as limited retail diversity and competition from neighboring towns will require strategic efforts. By focusing on niche markets, enhancing infrastructure, and fostering a welcoming environment, Granby Center can become a thriving destination that meets the needs of its residents and contributes to the town’s economic vitality.

3.2 Commercial Small Office Market:

3.2.1 Current State:

Granby Center’s office sector is predominantly service-oriented, catering to the needs of the local community through a variety of professional services. Healthcare providers such as,

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Salmon Brook Dental at 35 Hartford Avenue and Granby Family Medicine, play a critical role in delivering essential care to residents. In addition to these medical offices, the area is home to approximately seven dental practices and a range of other professional service providers, highlighting its focus on meeting local demand.

Financial institutions are also a significant part of Granby Center's office market, with banks like Liberty Bank, Westfield Bank, Northwest Community Bank, and Windsor Federal Savings, providing essential financial services. These institutions support both personal and business banking needs, contributing to the stability and functionality of the local commercial landscape.

3.2.2 Vacancy

A prominent vacant property in Granby Center is the former Bank of America site, located across from the Geissler's shopping plaza. This site presents a significant opportunity for redevelopment, whether to address gaps in financial services or to be repurposed for other service-oriented uses. Its central location within Granby Center makes it a key asset for enhancing the area's commercial vitality and attracting additional foot traffic to support nearby businesses.

Granby Center currently faces other notable vacancies that impact its potential as a thriving community and commercial hub. Among these is 33 Hartford Avenue, which offers 2,300 square feet of first-floor retail or office space listed at \$15.00 to \$18.00 per square foot annually. Smaller office spaces in the same property are also available within this price range, providing flexible options for prospective tenants. Addressing these vacancies strategically can play a vital role in revitalizing Granby Center and fostering a more dynamic and appealing business environment.

3.2.3 Challenges:

Granby Center faces several challenges that impact the growth and adaptability of its commercial market. One significant issue is the limited flexibility in zoning regulations, which restricts the ability to repurpose or adapt existing spaces for mixed-use developments. This limitation reduces opportunities to integrate office, retail, and residential uses that could bring greater vibrancy and functionality to the area. Another challenge is the loss of significant institutions, such as the former Bank of America site near the shopping plaza. This vacant property has left a gap in the commercial fabric, representing both a missed opportunity for financial services and a broader issue of maintaining an active and cohesive commercial environment.

Operational inefficiencies in parking further complicate the market. Shared parking arrangements and underutilized spaces pose difficulties for businesses, particularly during peak hours, which can deter potential customers and diminish the accessibility of the center. Additionally, the recent sale of key properties, such as the gas station near the town center, could significantly impact traffic patterns and overall commercial dynamics. Thoughtful redevelopment of such sites is critical to aligning with Granby Center's

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community-focused goals and minimizing disruptions. Addressing these challenges strategically will be essential to fostering a thriving and sustainable commercial market in Granby Center.

3.2.4 Opportunities:

Granby Center has significant opportunities to enhance its commercial market by addressing current challenges and implementing strategic improvements. A key opportunity lies in developing mixed-use projects that integrate small office spaces with retail, residential, and wellness facilities. These developments would create a more dynamic and multifunctional environment, attracting a diverse range of tenants and fostering increased activity within the center.

Another important avenue for improvement is updating zoning regulations to allow more flexibility in how office spaces are used. By streamlining zoning rules, Granby Center could encourage the establishment of small businesses and co-working spaces, aligning with evolving market trends and the rise of hybrid work models. This flexibility would enhance the center's appeal to a broader spectrum of enterprises seeking adaptable and innovative commercial spaces.

Enhancing the physical environment through investments in beautification and connectivity offers additional potential. Improvements such as better pedestrian pathways, enhanced lighting, and landscaping would make office locations more accessible and visually appealing. These upgrades would not only benefit businesses by improving accessibility but also contribute to creating a more inviting and walkable town center for residents and visitors alike.

Lastly, introducing expanded amenities like co-working spaces and wellness centers could diversify the office market's offerings. These additions would cater to the needs of modern tenants and professionals, providing collaborative and wellness-focused environments that align with current trends. By pursuing these opportunities, Granby Center can position itself as a vibrant, multifunctional hub that meets the needs of local businesses while supporting the broader community's growth and development.

3.2.5 Parking and Access:

Parking and access are key considerations for Granby Center's functionality and appeal. Recent agreements among property owners to establish shared parking systems have made progress in addressing parking challenges. These systems aim to optimize the use of available parking spaces across businesses, improving overall efficiency. However, ensuring that patrons of specific businesses can reliably find parking close to their destinations remains a concern, particularly during peak hours.

Proposals to enhance walkability and connectivity within Granby Center aim to create a more accessible and cohesive environment for both clients and employees. Plans include better integration of sidewalks and pathways, which would encourage pedestrian

movement between businesses and make the area more inviting. These improvements would not only support accessibility but also contribute to a more vibrant and interconnected town center. By prioritizing parking efficiency and pedestrian-friendly infrastructure, Granby Center can enhance its appeal as a convenient and welcoming destination for residents and visitors alike.

By addressing these challenges and leveraging these opportunities, Granby Center can enhance its role as a vital hub for professional services and local businesses while fostering a more dynamic and integrated community atmosphere.

3.3 Residential Market Analysis

Granby's residential market reflects its role as a rural town in Connecticut's Litchfield foothills, near the Massachusetts border. Granby attracts families and professionals seeking a good quality of life, strong schools, and a small-town atmosphere. However, an examination of demographic trends, housing affordability, rental options, and recent developments shows both strengths and challenges in the town's housing market.

3.3.1 Demographic Trends and Housing Stock

As of 2024, Granby has an estimated population of approximately 11,466 residents, with a median age of 44.9 years and an average household size of 2.50 persons. The town maintains a high homeownership rate, with 90% of households being owner-occupied. This dominance of single-family homes serves families and long-term residents well but presents challenges for younger individuals, first-time buyers, and seniors seeking smaller or more affordable housing options. The limited diversity in housing types has constrained Granby's ability to attract and retain a broader demographic, highlighting the need for more varied housing options to meet the needs of a wider range of residents.

3.3.2 Affordability Metrics

Housing affordability is a pressing concern in Granby, as 22% of households are cost-burdened, spending more than 30% of their income on housing. The median home value of \$310,600 is within reach of the town's median household income of \$117,476 but leaves little room for lower-income residents. The rental market reflects similar affordability challenges. Between 2019 and 2023, the median gross rent in Granby was \$1,327. As of January 2025, rental prices range from \$1,200 to \$2,095, highlighting the relatively high cost of living in the area.

3.3.3 Rental Housing Market

Granby's rental market features several high-end developments, positioning the town as an appealing option for affluent tenants. Station 280, located at 280 Salmon Brook Street, offers modern units with amenities tailored to professionals and families. Rental prices range from \$1,785 to \$3,400, reflecting its focus on quality and convenience. Similarly, The Grand Luxury Apartments and Homes, situated at 3 Murtha's Way, provides upscale living options with rents from \$1,875 to \$5,485, catering to high-income residents seeking premium accommodations.

Additional developments expand the town's rental offerings. Greenway Village, located at 24 Mill Pond Drive, features units with rents ranging from \$2,100 to \$2,700, while The Pointe at Dorset Crossing, just over the town line at 55 Dorset Crossing Drive in Simsbury, offers rentals priced between \$2,115 and \$2,656. "The Grand Meadows" in neighboring East Granby, which includes 47 single-family homes and 116 townhomes, is scheduled for completion in 2025. These high-end developments enhance Granby's appeal to tenants seeking luxury living; however, their price points may deter younger individuals, workforce populations, and others in search of affordable rental housing.

Recent rental housing developments have filled quickly, demonstrating a strong demand for housing in the area. Despite the success of these projects, the focus on high-end units highlights the need for greater diversity in rental options to ensure the market remains inclusive and accessible to a broader demographic, including young professionals, families, and essential workforce populations. Expanding affordable and mid-range rental opportunities will be key to addressing this gap and supporting the community's long-term growth.

3.3.5 Regional Influences

Granby's proximity to Massachusetts and its access to regional economic hubs like Hartford and Springfield influence the town's residential market. The town appeals to families and retirees seeking a rural lifestyle with convenient access to employment and amenities in nearby cities. However, urban centers with greater housing diversity and entertainment options may continue to attract younger residents, presenting a challenge for Granby's growth.

Granby's residential market is defined by its strong homeownership rate, high-quality rental developments like Station 280, and appeal as a rural, family-friendly community. However, rising rental prices and a lack of affordable and diverse housing options pose challenges for younger and lower-income residents. To foster long-term growth and inclusivity, Granby should consider incentivizing affordable housing developments and diversifying its housing stock. Balancing new developments with affordability can help Granby remain a desirable and sustainable community for all residents.

3.4.6 Opportunities for Housing Development

Granby Center presents several promising opportunities for housing development that can address current gaps in the market and contribute to a more dynamic community. A notable site for residential infill is the vacant lot located south of the grocery store parking lot. Measuring approximately 320 feet in length and 95 feet in depth, this site is well-positioned for appropriately scaled residential development, which could provide new housing options while integrating seamlessly into the existing town center.

The former Bank of America site near the shopping plaza also represents a significant opportunity for redevelopment. This centrally located property could be reimaged to

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include mixed-use housing, with residential units above retail or office spaces. Such developments could enhance the vibrancy of the town center, increase foot traffic, and offer housing options that cater to diverse demographics. Also identified as a potential redevelopment site is an area encompassing four properties along Morgan Street. This cluster of properties could be strategically developed to create a cohesive residential or mixed-use project.

Housing developments in these areas could target underserved demographics in Granby, including young professionals and first-time renters seeking starter units, as well as empty nesters looking to downsize but remain in the community. Mixed-use projects, in particular, could incorporate housing above ground-floor retail or office spaces, fostering a walkable and vibrant town center. Such developments would not only provide housing but also support local businesses and create a more engaging community atmosphere. However, the build-out of these sites would need to account for sewer capacity constraints, potential natural gas upgrades, and water supply availability.

3.4.5 Infrastructure Considerations

Granby Center's ability to accommodate new housing and commercial development is closely tied to its infrastructure capacity, particularly its wastewater system, natural gas network, and water supply. The Granby Wastewater Flow Study, conducted by Tighe & Bond, provides a comprehensive assessment of the town's sewer system, addressing its current capacity, potential constraints, and future development opportunities.

3.4.6 Sewer Capacity

Granby's wastewater system is connected to the Simsbury Water Pollution Control Facility (WPCF) under an inter-municipal agreement, which allows a discharge limit of 353,280 gallons per day (gpd). As of 2022, the town's average daily flow was 113,800 gpd, representing only 32% of the allocated capacity. Temporary flow meters installed in 2023 recorded a slightly higher average of 121,950 gpd, leaving substantial room for additional development. However, the 10-inch sewer main from the Salmon Brook Street pump station to the Simsbury town line has been identified as a capacity bottleneck during peak conditions. Depending on the peaking factor used, this main can handle an additional flow of 53,100 to 125,300 gpd before becoming overwhelmed.

3.4.6.1 Inflow and Infiltration (I&I)

The study also highlighted issues related to inflow and infiltration (I&I), where extraneous water enters the sewer system and reduces its efficiency:

- **Infiltration**, accounting for 17% of total daily flow, occurs through cracks and defects in sewer infrastructure and averaged 20,250 gpd.
- **Inflow**, caused by improper connections like downspouts and manhole leaks, showed peak inflow rates of 40,550 to 75,380 gpd during storm events. While not excessive compared to other systems, managing I&I will be essential for maintaining system performance as additional connections are made.

3.4.6.2 Future Flow Projections

A build-out analysis within the Granby Wastewater Flow Study assessed development potential over a 20-year horizon:

- **Residential Parcels:** Approximately 218 parcels could connect to the system, including single-family homes and higher-density housing.
- **Commercial and Mixed-Use Parcels:** An additional 28 commercial and five mixed-use parcels could contribute to increased flow, especially with higher-density redevelopment. The study projected future daily flows of 329,100 gpd under full build-out scenarios, which would stay within the inter-municipal agreement limit but approach the 10-inch main's capacity. Strategic upgrades to this bottleneck will be necessary to fully utilize the town's sewer capacity.

3.4.7 Natural Gas

Granby Center's natural gas infrastructure is limited. A 2023 meeting with Connecticut Natural Gas (CNG) representatives revealed that the existing network cannot support new developments without major upgrades. Recent projects, such as Station 280, had to rely on propane due to insufficient gas availability. Expanding the natural gas network could support future developments and reduce reliance on alternative energy sources.

3.4.8 Water Supply

Public water in Granby is available only in select areas. The Salmon Brook Water District serves the town center, while the Aquarion Water Company provides service to some southern areas near Route 10. Expansion of public water infrastructure would support increased density and ensure adequate resources for new housing and commercial projects.

3.4.9 Additional Community Impact

Moderate housing growth in Granby Center is anticipated to have a limited impact on local schools. This is largely due to the town's declining enrollment trends, which suggest that existing school capacity can accommodate additional students from new residential developments without significant strain. While any increase in housing could lead to some changes in the student population, these shifts are expected to be manageable, ensuring the continued quality of education in the district.

However, increased housing in or near Granby Center may significantly impact traffic and parking. New developments could intensify demand for parking and create challenges in maintaining efficient traffic flow, especially during peak hours. Addressing these potential issues will require proactive planning, including the implementation of shared or communal parking solutions. Such strategies could optimize the use of existing spaces, minimize congestion, and support a walkable, accessible town center. By prioritizing coordinated parking systems and thoughtful traffic management, Granby can accommodate future growth while preserving its small-town character and functionality.

3.4.10 Affordable Housing and Accessibility

Ensuring affordability and accessibility in Granby Center's housing market is critical for fostering a diverse and inclusive community. Stakeholders have emphasized the importance of offering affordable housing options to attract a broader mix of residents, including young professionals, first-time buyers, and seniors. A focus on affordability would not only enhance the town's appeal but also support local businesses by providing housing opportunities for essential workforce populations.

4. Actionable Insights and Recommendations

The recommendations outlined in this report are essential for guiding Granby Center's growth and development to meet the evolving needs of residents, businesses, and the broader community. By addressing key areas such as retail, commercial, residential markets, infrastructure, community impact, and sustainability, these actionable insights provide a roadmap for enhancing Granby Center's appeal, functionality, and long-term vitality. Each recommendation aims to balance economic opportunities with community needs, ensuring that Granby Center evolves as a dynamic, inclusive, and sustainable hub for future generations.

4.1 Retail Market

The retail market in Granby Center offers opportunities to enhance its appeal and better serve both residents and visitors. To achieve this, the following actions are recommended:

- **Enhance retail diversity:**
 - Attract unique establishments such as niche shops, boutique stores, and artisan markets to diversify the retail mix and complement existing businesses.
 - Develop a strategy to fill current vacancies, including the former Bank of America site, with businesses aligned to community needs and regional trends.
- **Leverage competitive pricing:**
 - Promote Granby's affordable rental rates, which range from \$15 to \$18 per square foot, as a cost-effective option compared to neighboring towns.
 - Highlight available spaces, such as those at 33 Hartford Avenue, for their potential to attract small businesses and startups, as well as for mixed-use redevelopment opportunities.
- **Increase community engagement through events:**
 - Host events such as seasonal fairs, farmers' markets, and cultural festivals to draw visitors and create a vibrant, community-oriented atmosphere.
 - Leverage these events to increase foot traffic for local businesses and foster a stronger connection between the community and Granby Center.

4.2 Commercial Market

Granby Center's commercial market provides opportunities for revitalization through targeted development and strategic investments. To achieve this, the following actions are recommended:

- **Encourage mixed-use development:**
 - Repurpose vacant and underutilized properties, such as the Bank of America site, to create mixed-use projects that combine retail, office, and residential spaces, fostering a dynamic and multifunctional environment.
 - Focus on the cohesive redevelopment of the four properties along Morgan Street to align with town center goals and enhance the area's potential.
- **Support local services:**
 - Attract healthcare providers, financial professionals, and wellness services to strengthen Granby Center's identity as a service-oriented hub that meets the needs of residents and the surrounding community.
 - Address zoning limitations to encourage flexible office configurations, such as co-working spaces and small-scale professional offices, accommodating evolving work environments.
- **Enhance infrastructure and connectivity:**
 - Invest in pedestrian-friendly upgrades, including improved sidewalks, enhanced lighting, and clear wayfinding signage, to make Granby Center more accessible and visually appealing.
 - Promote walkability to connect key commercial areas, encouraging foot traffic and supporting local businesses.

4.3 Residential Market

Granby Center's residential market has opportunities to expand and diversify its housing options better to meet the needs of current and future residents. To achieve this, the following actions are recommended:

- **Diversify housing stock:**
 - Develop smaller-scale rental units and starter homes to attract younger residents and professionals seeking entry-level housing.
 - Pursue infill development opportunities, such as the vacant lot near the grocery store parking lot and the former Bank of America property, to create targeted residential projects that integrate seamlessly with the existing town center.
- **Promote affordability:**
 - Implement policies that encourage the development of affordable housing options to serve a wide range of income levels and foster inclusivity within the community.
 - Offer incentives, such as tax breaks or density bonuses, to developers who include affordable units in their projects, ensuring a balanced housing market.

- **Address regional needs:**

- Leverage Granby's proximity to major employment hubs, such as Bradley International Airport and Hartford, by marketing the town as a commuter-friendly community with quality housing options.
- Emphasize Granby's strong school system, scenic landscapes, and small-town charm to attract families and professionals seeking a desirable living environment close to key job centers.

4.4 Infrastructure Development

Granby Center's infrastructure requires strategic enhancements to support future growth and ensure sustainable development. The following actions are recommended:

- **Sewer system capacity:**

- Address capacity constraints identified in the Granby Wastewater Flow Study, particularly the bottleneck in the 10-inch sewer main near Salmon Brook Street. Upgrades to this critical section are essential to accommodate increased demand from residential and commercial developments.
- Reduce inflow and infiltration (I&I) into the wastewater system by repairing defects in pipes and manholes, as well as addressing improper stormwater connections. These improvements will maximize the efficiency of existing sewer capacity and reduce unnecessary strain on the system.

- **Natural gas and water supply:**

- Collaborate with Connecticut Natural Gas (CNG) to expand the natural gas network, enabling new developments to access reliable energy sources and reducing reliance on alternatives like propane.
- Improve public water availability in key areas of Granby, particularly in the town center and near Route 10. Expanding water infrastructure will support higher-density residential and commercial projects, ensuring adequate resources for future growth.

4.5 Community Impact

Granby Center's growth must be managed carefully to ensure that infrastructure and community services continue to support residents effectively. The following actions are recommended to address key community impacts:

- **Minimize traffic and parking challenges:**

- Implement shared parking systems to maximize the utilization of existing lots, ensuring that parking availability meets the increased demand generated by new developments. These systems can improve efficiency and reduce unnecessary congestion in high-traffic areas.
- Incorporate traffic calming measures, such as signage, pedestrian crosswalks, and speed-reduction strategies, to maintain safe and efficient traffic flow in and around

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Granby Center. These measures will help preserve the town's walkable and family-friendly character.

- **Support education systems:**
 - Monitor the impact of moderate housing growth on local school enrollment to ensure that any increases in student populations remain manageable within existing school capacities. Regular assessments can help the town proactively address potential challenges and maintain the quality of education for residents.

DRAFT

Granby Center Master Plan

Property Owners Meeting Summary

January 8, 2025 | 10:00 AM – 12:00 PM

Granby Town Hall, 15 North Granby Road Granby, CT 06035



Meeting Overview

BFJ Planning facilitated a meeting with property owners in Granby Center, bringing together approximately 10 stakeholders. The purpose of the meeting was to gather insights on property owners' experiences in Granby Center and explore strategies to advance the area's economic goals. Participants engaged in a roundtable discussion addressing key issues, challenges, and opportunities, while also identifying ways the Town can support property owners in creating a more vibrant Town Center.

Key takeaways emphasize improving walkability, parking and connectivity, consistent zoning, mixed-use development, and beautification to create a more cohesive Granby Center.

Introduction

Frank Fish of BFJ Planning opened the meeting by introducing the project team, composed of Jonathan Martin, Thomas Madden, and Suzanne Goldberg. Attendees, including property owners from the Granby Center study area and representatives from the Salmon Brook Historic Society, then introduced themselves.

Mr. Fish gave an overview of the project timeline, highlighting the Public Workshop on April 3, 2025, as a key opportunity for public input. The Plan is expected to be finalized in June 2025, following a final presentation to the public.

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Issues and Opportunities in Granby Center

The following issues and opportunities were raised by property owners through the discussion facilitated by BFJ Planning.

Transportation

- Speeding on roads in Granby Center adversely impacts feelings of safety and comfortability. Other downtowns, such as Madison, include state routes in their commercial cores, but traffic slows down significantly in those areas.
- Due to the speed of traffic and the perception that crossings are unsafe, many residents feel unsafe walking around Granby Center and prefer to drive.
- The split-phase signal timing and cycle lengths on Route 202 cause traffic backups and create an unpleasant experience for pedestrians trying to cross.
- Many people drive through Granby Center without stopping to explore the area.

Parking

- The current supply of parking is underutilized during the week but more well-utilized on weekend nights, especially for restaurants.
- At the Geissler's shopping center, parking spaces closer to the grocery store are fully utilized, but the spaces further away are rarely full.
- Shared parking is generally agreed upon to have a positive impact on Granby Center by encouraging walkability.
- Property owners would like to see the Planning and Zoning Commission have greater ability to determine parking on a less stringent basis than the current Zoning Code permits.
- The representative of the Geissler's shopping center seemed amenable to designating "park and bike" spaces to encourage bikers in the area to explore downtown. He was also interested in the possibility of installing bike racks in the parking lot.

Downtown Uses and Zoning

- The lack of consistent zoning throughout Granby Center makes it feel less cohesive.
- Smaller lot sizes could support the creation of a more walkable environment.
- Creating one mixed-use zone could support a more cohesive downtown and encourage a wider variety of uses.
- Allowing some residential development could increase the presence of people and a stronger sense of activity, while boosting support for retail.
- Allowing higher density and range of uses could attract people to the area and help reduce retail vacancies. The abundance of personal services, such as medical offices, makes the area less vibrant during the weekends.

Design and Built Environment

- The lack of lighting contributes to lack of downtown vibrancy. It also may encourage speeding at nighttime.
- Beautification, such as landscaping and street furniture (benches, signs, trash receptacles, bike racks, etc.), would greatly enhance the appearance of Granby Center. Areas behind

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shopping centers should also be beautified, as they are often used as cut-throughs or walking paths.

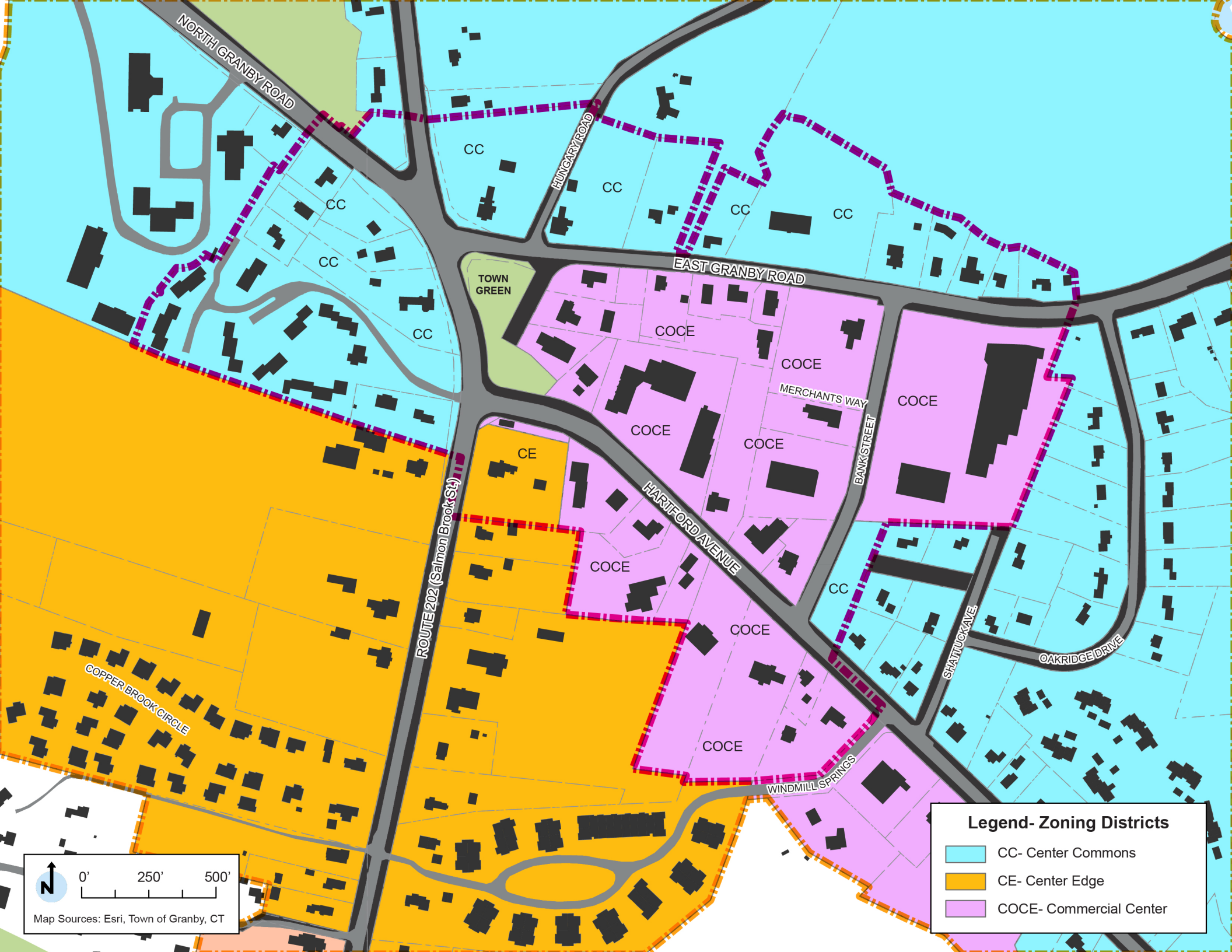
- The historic character and New England feel should be emphasized in design.

Town Green

- The Frontier building next to the Town Green is a great opportunity site. It is often used just for parking currently.
- There is a desire to make the Town Green a more active community space, i.e., through creating a farmers' market, holiday market, etc.

Financing

- Potential financing techniques for implementing improvements to Granby Center include creating a Tax Increment Financing (TIF) district or a Special Services District.



NORTH GRANBY ROAD

HUNGARY ROAD

EAST GRANBY ROAD

TOWN GREEN

MERCHANTS WAY

BANK STREET

SHATTUCK AVE

OAKRIDGE DRIVE

WINDMILL SPRINGS

HARTFORD AVENUE

ROUTE 202 (Salmon Brook St)


COPPER BROOK CIRCLE

Legend- Zoning Districts

CC- Center Commons

CE- Center Edge

COCE- Commercial Center



0'250'500'

Map Sources: Esri, Town of Granby, CT

Granby Center Zone: Schedule of Area and Bulk

	Zoning District		
	Commercial Center (COCE)	Center Commons (CC)	Center Edge (CC)
Min. Front Yard (Feet)	25 ft	50 ft ¹	50 ft ²
Min. Side Yard	10 ft	20 ft	20 ft
Min. Rear Yard	20 ft	30 ft	30 ft
Min. Parking	Outlined in Section 7	Outlined in Section 7	Outlined in Section 7
Max. Building Height (Stories/Feet)	3 / 45 ft	3 / 45 ft	2.5 / 30 ft
Max. Building Footprint	8,000 SF for a single commercial building	8,000 SF for a single commercial building	4,000 SF for building with non-residential purposes
Max. Lot Coverage	30%	30% ³	25% ⁴
Min. Lot Area (SF)	20,000 SF	30,000 SF ⁵	30,000 SF
Min. Lot Frontage (Feet)	100 ft	150 ft	150 ft
Min. Lot Depth	150 ft	150 ft	150 ft

- 1 "The building front yard shall be a minimum of 50 feet, except that the Commission may permit a front yard of less than 50 feet, but not less than 30 feet, where other area buildings have front yards of less than 50 feet. In determining the front yard the Commission shall consider the front yard setback of existing buildings located within 400 feet of the proposed new building." (Center Commons Zone Special Criteria 3.12.2, p. 46).
- 2 "The building front yard shall be a minimum of 50 feet, except that the Commission may permit a front yard of less than 50 feet, but not less than 30 feet, where other area buildings have front yards of less than 50 feet. In determining the front yard the Commission shall consider the front yard set back of existing buildings located within 600 feet of the proposed new building." (Center Edge Zone Special Criteria 3.12.3, p. 47).
- 3 See Center Commons Zone Special Criteria 3.12.2.
- 4 See Center Edge Zone Special Criteria 3.12.3.
- 5 "Special Permit uses shall only be allowed on a lot containing a minimum of 40,000 square feet, except where an existing home will be used for both residential and commercial purposes." (Center Commons Zone Special Criteria 3.12.2, p. 46).

Granby Center Zone: Schedule of Uses

● Permitted Use ● Special Permit Use

Use	Zoning District		
	Commercial Center (COCE)	Center Commons (CC)	Center Edge (CC)
Business or professional offices	●	●	●
Restaurant, limited seating	●	●	
Restaurants subject to Section 8.16	●	●	
Retail sale, rental and/or repair	●	●	
Single-family dwellings		●	●
Mixed use buildings containing both residential and nonresidential uses	●	●	●
Multifamily use	●	● ¹	● ²
Attached accessory apartment		●	
Detached Accessory Apartment		●	●
Banks/financial institutions	●	●	
Personal services, including barbershops, beauty shops, cleaning establishments	●	●	
Day Care centers, preschool and similar uses	●	●	●
Museums/galleries/performing arts	●	●	
Movie theaters with a maximum of 80 seats	●		
Commercial educational, instructional or recreational services	●	●	
Fueling stations for motor vehicles, without Vehicle Repairers	●		
Non-profit organizations	●	●	
Utility Use	●	●	
Retail sales or alcoholic beverages	●	●	
Open air markets	●	●	
Home occupations		●	●
Agriculture		●	●
Governmental buildings and facilities including fire houses		●	●
Accessory uses customarily incidental to permitted uses		●	
Family Child Care Home or Group Child Care Home, located in a residence and icensed by the Office of Early Childhood		●	●
Printing, photography and similar service	●	●	
Bed and breakfast establishments		●	●
Churches, religious buildings, Places of worship and cemeteries and other nonprofit organizations		●	●
Neighborhood Retirement Housing, Assisted Living and Congregate Care Elderly housing developments		●	●
Antique sales			●

1 Multifamily use subject to section 3.7 on a property containing 5 or more acres
2 Multifamily use subject to section 3.7 on a lot of at least 8 acres

Granby Center Zone: Special Criteria

Special Criteria	Zoning District		
	Commercial Center (COCE)	Center Commons (CC)	Center Edge (CC)
Maximum area of the building footprint	8,000 SF for a single commercial building ¹	8,000 SF for a single commercial building	4,000 SF for building with non-residential purposes
Parking requirements	The Commission may waive the specific requirements regarding the number and location of parking spaces to achieve the goals of the zone as stated herein. Individual developments are encouraged to share parking and access. Shared parking can be used to comply with the parking requirements.		
Minimum landscape area	The Commission may waive the minimum landscape area of Section 4.2.5 to achieve the goals of this zone as stated herein.		
Curb Cuts	Adjacent property owners are encouraged to share curb cuts leading to the adjacent roadways. No new curb cuts will be permitted within this zone, except that any existing lot legally establish prior to the date of adoption of this regulation shall have the right to access the adjacent roadway. Existing curb cuts may be relocated.		
Pedestrian Access	Pedestrian access to the proposed building, from the nearest street, shall be incorporated within the site design. Pedestrian and vehicular access from adjacent sites shall be incorporated where feasible.		
Design & Scale		The design, scale, size and use of individual developments shall be designed in a manner that is reasonably consistent and compatible with existing uses.	All new construction within this zone shall be designed in a residential style, designed to blend and enhance the historic nature of the area, if the construction is within the Granby Center Historic Overlay District or adjacent to any structure listed on the National Register of Historic Places. Use of carefully chosen architectural details, such as cornices, brackets, shutters, columns and awnings is encouraged within such areas. The exterior colors of building materials shall mirror or be compatible with the colors of nearby buildings listed on the National Register of Historic Places. Building color schemes shall be a specific part of any approval.
Site Design		The site design for any proposed new development and for the re-use of any existing building must blend with the traditional area site design as appropriate for the specific location. This would typically include lawn between the structure and the street and parking to the side or rear of the building within the Historic District.	The site design for any proposed new development or for the re-use of an existing building must blend with the traditional area site design as appropriate for the specific location. This would typically include lawn between the structure and the street and parking to the side or rear of the building within the Historic District.

1 The Commission may permit an expansion of an existing building (existing on the date of approval of this regulation) that would increase the footprint above 8,000 square feet, where such expansion conforms to the general principles of the zone. Where an existing building is removed/demolished in whole or in part, the Commission may permit the reconstruction or new construction of a building that exceeds a footprint of 8,000 square feet, provided the construction is in basic conformity with the scale of the existing site and conforms to the general principles of the zone. As a general rule the Commission shall encourage the construction of multi-story buildings, with reduced footprints.

Comprehensive Granby Center Zone Criteria (General Design Criteria for all sub districts)

3.12.5 Comprehensive Granby Center Zone Criteria

The following requirements and guidelines shall apply to all Center Zones:

1. The primary and most appropriate use of existing homes within the Granby Center Historic Overlay District portion of the Center Edge zone is residential use;
2. The Planning and Zoning Commission shall notify the Salmon Brook Historical Society, within 10 days of the receipt of any application that includes a property, or any portion of a property located within the Granby Center Historic Overlay District;
3. Due to the historic nature of the buildings and the desire to maintain the traditional quality of the existing landscape, any proposed re-use or renovation of buildings located within the Granby Center Historic Overlay District shall be accomplished in a manner which preserves the historic integrity of the building's exterior façades and preserves the traditional design of the grounds, particularly the front area facing the street;
4. The conversion of low density housing to multifamily housing is generally encouraged, except within the Granby Center Historic Overlay District;
5. Design criteria for multifamily developments shall generally follow the criteria of the PDM Zone, Section 3.7.4, except that a maximum number of 15 units per acre may be permitted. Structures that are visible from Salmon Brook Street shall be designed to blend with the historic designs typically found within the Granby Center Historic Overlay District. Multi-story structures are preferred over single story structures;
6. When considering Special Permit applications, the Commission shall encourage the establishment of commercial uses that do not currently exist within the Town Center area. The zone's permitted uses will be preferable to the establishment of uses that are allowed only by Special Permit where such special permit uses replicate existing center businesses. The Commission, the public and new applicants should recognize the limited area of the Town Center and the need to diversify the commercial uses. The success of the center as a local commercial service center is largely dependent on the availability of a wide range of commercial retail items, services and offices. An abundance of offices (permitted uses) will enhance the overall business environment as the office workers are likely to frequent the other center businesses during the morning, lunch and dinner times;
7. Multi-storied buildings are preferred over single story buildings. Single use one story structures shall be discouraged except in unique situations where the property cannot support a multi-story structure and multiple uses;
8. Where mixed use buildings are proposed that will contain both residential and

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nonresidential uses, the number of residential units may not exceed 15 per acre. Living units shall typically be located above the first floor and shall be serviced by elevators and fire prevention sprinkler systems. One parking space per unit shall be required. Overall the density of the site will be guided by the site development requirements outlined herein;

9. Applications for new commercial construction shall include an analysis of the anticipated vehicular traffic that will be generated by the proposed use. Of specific concern are the peak hour traffic and the related turning movements of vehicles during the peak hours. The Commission shall strive to establish a mix of commercial uses, which differ in their peak hours of traffic generation;
10. Parking requirements shall be as outlined within Section 7. The Commission may waive the specific requirements regarding the location of parking spaces to achieve the goals of the zone as stated above. Vehicular access and parking shall be designed to permit passage between adjacent properties. Shared parking is strongly encouraged;
11. Curb cuts shall be closely scrutinized by the Commission. The existing traffic flow within the area is often delayed and poorly placed curb cuts and/or increased numbers of curb cuts will exacerbate the problem. Therefore the Commission shall require the sharing of curb cuts between property owners and may prohibit a proposal for non-residential use of property where the curb cut separation is found to be unsatisfactory. A minimum distance of 150 feet between curb cuts is preferred;
12. A system of sidewalks, designed for the convenience of pedestrian traffic, shall be incorporated in all proposed development applications. Sidewalks shall be designed and constructed to serve pedestrian movement within each proposed site and with consideration of linkages to adjacent sites. Proposed site plans shall also include provisions for pedestrian and non-motorized amenities, such as benches (stand alone or permanent fixture), garbage receptacles, and bicycle racks. All site designs shall include sidewalks, which lead from the existing street to the proposed or re-used structure. The application shall include a pedestrian access plan that links the proposed site to other properties within the Center;
13. Extensive use of street trees and curbside landscaping should characterize the developments;
14. Businesses developments shall consider incorporating outdoor plaza areas containing benches, trash receptacles, landscaping, instructional signage, and partial shelter (such as a gazebo or awning). Outdoor plazas may also be characterized by substantial defining central amenities, such as a fountain, a clock tower or public art. Outdoor plaza areas should be centrally located, insofar as possible. Restaurant uses having outdoor cafes are encouraged;
15. No goods, merchandise, equipment or machinery shall be stored or displayed outside of a building unless the areas are specifically authorized by the Commission as a part of a site plan or special permit approval. Parking spaces and landscaping areas shall not be used for the sales, storage, and display of goods or for advertising purposes of any kind, except for detached signs installed in conformance with these Regulations;
16. All commercial activity shall be conducted wholly within enclosed buildings, except for off-street loading, periodic sidewalk sales and other operations normally conducted outdoors, and excepting other uses specifically authorized by the Commission as part of a site plan or special permit approval;

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17. Ground mounted mechanical equipment may be located along a rear façade, but should be screened from view. Screening shall be designed with materials that mimic or complement those used in the primary structure;
18. Roof mounted mechanical equipment shall be screened from public view;
19. Utilities shall normally be located underground;
20. Site lighting shall be designed as the absolute minimum necessary to achieve the desired purpose. All exterior light poles and lighting fixture must of a type and style that mirrors the existing poles and fixtures located along Bank Street. These are often identified as traditional style and can be found in figure 2 outlined below. The height of pole, to the top of the fixture shall be between 9-14 feet;
21. Noise is a community concern and should be considered in the site design and measures taken to reduce its impact, in the design of all developments. Care should be taken to buffer areas of potential noise by shielding such areas through the strategic placement of plantings, buildings, earth berms or through a combination of these and other appropriate techniques;
22. All freestanding and directory signs shall be of wood (simulated wood or wood composite) construction and suspended from either one or 2 poles as outlined in figure 3 below. Signs shall be externally illuminated with the light typically emitted onto the face of the sign from a fixture or fixtures located above the sign face. Narrow signs and uniquely shaped signs may be illuminated by ground mounted lighting fixtures, where approved by the Commission. The lighting intensity shall be the minimum necessary to illuminate the sign face;