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## **Innovation and renovation pave way to Trumbull's reputation**

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The town of Trumbull is strategically positioning itself to be the area's destination for high tech and medical industries, and versatile retail markets.

Plans and construction are currently underway for innovative high tech and medical development projects. For example, Scan Tool & Mold is currently expanding its presence in Trumbull with an 11,000 s/f addition to its existing building. Scan Tool & Mold is a full capability injection molder with highly skilled people and modern equipment.

RD Scinto is seeking zoning approval to build an 80,000 s/f medical building. Concurrently, Bridgeport Hospital's 16,000 s/f Norma Pfriem Cancer Treatment Center will break ground on Park Ave. this year.

Trumbull Corporate Office Park near Rte. 8 is known for its highly sophisticated dual-power grid infrastructure that is well designed for R&D and high tech operations. Companies such as Unilever, Gartner, and Digital Realty Trust operate large configurations in the park. Trumbull Economic Development is working on an incentive program to attract additional high tech and R&D businesses to the area. In addition, they have established a Corporate Park Association to open communications and connections among neighboring businesses and between business and town hall.

Trumbull's retail centers provide the most visible signs of the town's positioning strategy. Significant renovation projects are well underway at Westfield Trumbull Shopping Park, Downtown Trumbull Center, and the Home Depot site.

The grand opening to officially showcase Westfield's \$40 million remodel and upgrade project will take place in late November. The project includes an elegant new interior and exterior atmosphere and enhanced retail offerings. Shoppers will be impressed with the redesigned bistro-style contemporary indoor dining terrace which features a communal dining area under a stunning large atrium.

Excitement for Westfield's new look and new retail is demonstrable. On September 16, hundreds of people lined up outside of Westfield's door at 5:30 a.m. so that they could be the first to enter the brand new Sephora store at 10 a.m. Traffic throughout the mall has increased sharply since then, and the grand opening of Teavana later this month is expected to have a similar impact. Other recent leases at Westfield-Trumbull include Panera Bread, LA Fitness, and Sketchers. Additional familiar-named leases for retail and restaurants are in the works and are expected to open in the spring.

As Westfield evolves into a regional destination, Downtown Trumbull Center is becoming a popular local destination. Phase 1 of the center's revitalization project is almost complete with a total exterior refacing of the building that houses the O Bar. With new dormers, a clock tower, and copulas, the enhanced look reflects an affluent New England village.

Three additional buildings have been approved for revitalization at Downtown Trumbull Center. The overall project will be ongoing into mid-2011. No two buildings will be the same in Downtown Trumbull Center, yet each will tie in to the overall colonial village look and the center as a whole will be more pedestrian and nature-friendly. In fact, green spaces are expected to be added.

As commitment to invest in Downtown Trumbull Center has become obvious, interest from prospective businesses has increased significantly. In fact, the new Sapore Deli opened its doors this month and has experienced rave reviews and a significant customer base.

On Rte. 111, the new Home Depot is under construction and the official opening is expected by March 2011. In addition, an adjacent 16,000 s/f retail center is expected to be constructed in 2011.

Trumbull has focused on its high tech, R&D, medical, and retail market strategy. Despite economic challenges, the strategy and focus are paying off in results.

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