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Blue Back Square sold to Charter Realty - purchased from Starwood Retail Partners

May 28, 2021 - Retail



West Hartford, CT According to Charter Realty & Development Corp., they have acquired Blue Back Square, one of the most sought-after destinations in the region, boasting some of the finest entertainment, restaurant, retail, and housing experiences in the Greater Hartford area. Located at 65 Memorial Rd., the property was purchased from Starwood Retail Partners which has owned the mixed-use development since 2013. The new ownership group 'Blue Back Capital Partners, LLC' is a joint venture between Charter Realty & Development Corp. (Charter Realty) and Rialto Capital.

"As a Connecticut-based company, our team is all local and fully dedicated to the long-term success of the property. We look forward to working with the West Hartford community and patrons alike to bring in new offerings and enhance the overall experience at Blue Back Square," said Paul Brandes, a founding principal of Charter Realty. "Blue Back is a truly unique opportunity for us. We are all-in."

Blue Back Square general manager Robyn Rifkin said, “Blue Back Square presents an exciting opportunity for the team to bring new energy to what is already one of the most desirable shopping and dining destinations in the region.”

Rifkin has been the general manager of Blue Back Square since 2014, and will join the Charter team in this role moving forward as well.

Blue Back Square was developed as a public-private partnership between the town of West Hartford and its private partners. The partnership remains strong to this day in the form of the West Hartford Special Services District.

Mayor Shari Cantor said, “We have been very impressed by Charter’s enthusiasm for this acquisition and with the team’s past experience. We look forward to working closely with Charter to best position Blue Back for continued success.”

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