

Burnside Church BAR Site Market Analysis

Town of East Hartford, CT

DRAFT

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PREPARED FOR:

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CONTENTS

1.	Executive Summary	3
2.	Burnside Church BAR Site Overview.....	8
3.	Demographic & Economic Trends	10
4.	Residential Market Analysis	26
5.	Retail Market Analysis	46
6.	Office Market Analysis	55
7.	Industrial & Flex Analysis.....	62
	Attachment A: Business Inventory	64
	Attachment B: Retail Gap Analysis	65
	Attachment C: Tapestry Profiles.....	67
	Attachment D: Data Sources	74



1. EXECUTIVE SUMMARY

The Burnside and Church Street BAR Study Area is a compact, mixed-use neighborhood in East Hartford. With roughly 1,265 residents, 488 households, 572 housing units, and about 80 businesses supporting 857 jobs, the area functions as a neighborhood-scale commercial and residential node within a town that is deeply integrated into the Greater Hartford regional economy. Although walkability in the corridor can be characterized as moderate, the area benefits from strong vehicle traffic volumes along Burnside Avenue and its proximity to multiple schools. A number of students walk to the nearby middle school, and while the sidewalk network is not fully complete, it offers a generally supportive pedestrian environment.

Community and Economic Context

East Hartford's population has been stable to slightly declining but is projected to return to modest growth by 2030, even as the broader Secondary Market Area (SMA) and Capitol Planning Region are expected to contract. Household counts have increased more than overall population as average household size has fallen, signaling ongoing demand for housing even in a slow-growth environment. The town is younger and more diverse than the region and state, with a particularly large share of Hispanic and Black residents and a strong base of families and working-age adults. At the same time, East Hartford's median household income is lower than in the SMA, the Capitol Planning Region, and Connecticut overall, and the community has a higher share of lower- and moderate-income households, implying tighter affordability and more value-oriented consumer spending.

Economically, East Hartford experienced job losses between 2018 and 2024 but is projected to increase its job count by more than 6% through 2030, outpacing the SMA, Capitol Planning Region, and the state. The town's job base is anchored by advanced manufacturing—particularly aerospace—along with health care and social assistance, logistics and transportation, and government and education. Looking forward, job growth is expected to be strongest in health and social services, government, advanced manufacturing, and a range of professional and technical services, supporting continued demand for both workforce and middle-income housing as well as certain types of retail, medical office, and industrial space.

Quality-of-life indicators shape East Hartford's competitive position in the regional market. Public schools are rated B, which is stronger than Hartford but below nearby high-performing districts. The town's crime index is slightly above the national baseline but more favorable than Hartford's. Property tax burdens, as reflected in the equalized mill rate, are comparatively high among neighboring suburbs, which can make new development more challenging to finance without public support or strong underlying market fundamentals.

Housing Market and Residential Development Potential

East Hartford's housing stock totals roughly 21,600 units and is more owner-oriented than the SMA (driven by Hartford's large rental inventory) but more renter-oriented than the broader region: about 55% of units are owner-occupied and 40% are renter-occupied, with a low 5% vacancy rate. The town has a substantial share of single-family detached homes—54% of all units, higher than in the SMA but below the Capitol Planning Region—alongside large multifamily properties and a relatively high share of mobile homes. Much of this inventory is older, with nearly half of homes built between 1950 and 1969 and only 3% constructed since 2000, underscoring significant reinvestment and modernization needs.

Despite this sizable and aging housing stock, East Hartford has produced very little new housing. For-sale homes and condominiums in East Hartford remain among the most affordable in the SMA, but prices and price-per-square-



foot have grown steadily, while inventory has fallen and sales volumes have softened. These trends point to a structurally underbuilt market in which limited new construction, constrained inventory, and modest but persistent price appreciation are gradually eroding affordability for buyers.

The multifamily market is similarly tight, with vacancy in the mid-4% range—on par with the region—while rents remain below those in the SMA and Capitol Planning Region. Slight negative average absorption over the 2020–2024 period reflects limited new product and aging inventory rather than weak demand. At the same time, the combination of relatively low rents and above-average rent growth points to persistent demand pressure and suggests that East Hartford may be undervalued relative to nearby markets. Together, these conditions indicate that the town is likely to absorb additional, higher-quality rental development and that new product could command rents closer to regional norms.

Demand modeling indicates that East Hartford could potentially support 549 new housing units over the next five years under a baseline scenario—434 owner-occupied and 114 renter-occupied units—driven by modest net new household growth and relatively high replacement needs in the aging housing stock. If East Hartford were to capture a somewhat larger share of regional growth, total supportable demand could rise to roughly 806 units (about 495 owner and 310 renter units). In contrast, the current development pipeline totals just 461 units, including only 10 owner units, meaning the town is positioned to meet only a fraction of ownership demand even under conservative assumptions.

Residential demand is heavily segmented. Rental demand is driven primarily by lower- and moderate-income households, many of whom can afford relatively low monthly rents and move frequently, while ownership demand is concentrated among middle- and higher-income households who can support home prices above current median values. At the same time, East Hartford’s senior population is growing, and the town could theoretically support several hundred additional age-restricted units over the next five years, especially to serve older owner households who currently lack local options for downsizing.

Within the BAR Study Area specifically, these townwide trends point to strong potential for modest-scale infill and mixed-use housing that leverages neighborhood amenities. New units near schools, parks, and neighborhood retail can help stabilize the corridor, introduce newer products into an older housing stock, and expand choice for both younger households and seniors seeking low-maintenance living.

Retail Market and Neighborhood-Serving Commercial Potential

East Hartford’s retail market reflects statewide challenges for brick-and-mortar retail: vacancy in the PMA spiked in 2024 but has improved to around 5.6%, still above regional benchmarks, while NNN rents average roughly \$12/SF, which is well below the SMA and Capitol Planning Region and have declined on an annualized basis since 2019. The PMA has lost a substantial amount of occupied space through negative absorption, and virtually no new retail construction has occurred, leaving an aging, often underperforming inventory.

Yet, demand analysis reveals meaningful opportunity in neighborhood-serving and experience-oriented retail, especially relevant for the BAR study area. East Hartford exhibits significant sales leakage in local services and convenience categories, including limited-service and full-service restaurants, warehouse clubs and supercenters, supermarkets, gasoline stations with convenience stores, and pharmacies—indicating that residents routinely leave the community for everyday needs. Under a conservative 15% recapture assumption, the town could support up to eight additional limited-service restaurants, nearly four full-service restaurants, and a small number of new establishments in other neighborhood-serving categories such as personal care and convenience retail. To be successful, new business developments should focus on providing everyday goods and services. These



establishments may include convenience stores, gas stations with convenience components, nail salons, a neighborhood pharmacy, and small specialty shops that match local demand patterns. The BAR area may also be able to support a fitness facility, given its proximity to schools and steady traffic along Burnside Avenue.

Office Space Demand and Potential

The general office market in East Hartford is weak. Despite some improvement in vacancy since 2019, the market returned to negative absorption in 2025, rents have barely grown, and there is a large volume of existing available space. Even under optimistic assumptions about work-from-home, hybrid, and in-office occupancy, projected net supportable demand for traditional office space is negative, indicating that new speculative office development is not supportable in the near term. For the BAR corridor, any new office should be limited, tenant-driven, and likely embedded within larger residential or mixed-use projects rather than stand-alone buildings.

Medical Office Space Demand and Potential

By contrast, medical office presents a moderate but meaningful opportunity. While the local medical office inventory (178,000 square feet) has seen rising vacancy and negative absorption, regional fundamentals are stronger, and medical office-utilizing industries are projected to grow both in the PMA and SMA. In East Hartford, projected job growth in outpatient care centers, other health practitioners, and related services translates into net supportable demand of roughly 11,000–31,000 square feet of medical office space after accounting for existing vacant supply. This creates an opening for small- to mid-scale medical or wellness-oriented practices such as primary care, behavioral health, therapy, or specialty outpatient clinics, particularly in neighborhood settings like the BAR Study Area where proximity to residents and transit is a competitive advantage.

Industrial and Flex Space Market Outlook

The industrial and flex market is in a period of adjustment following a large wave of new deliveries at the East Hartford Logistics & Technology Park, including substantial facilities for Wayfair and Lowe's. The additional spaces has temporarily pushed vacancy to its highest level in more than a decade, while tenant departures have driven significant negative absorption. These dynamics are unfolding even as the park strengthens East Hartford's role as a regional logistics hub. In the near term, industrial demand within the BAR Study Area itself is likely limited to small-scale flex, light industrial, or maker-type uses that can be compatibly integrated into a neighborhood context; most future large-format industrial growth will continue to cluster in the logistics park and similar sites.



Market Potential Summary by Use Type

The table below summarizes East Hartford's real estate development potential over the next five years by use type, evaluating town-wide market strength and identifying specific opportunities and challenges for the Burnside Church BAR Site. The goal is to guide strategic investment, planning, and policy decisions by highlighting where the greatest demand exists, where the study area is best positioned to compete, and where targeted interventions may be needed to unlock growth.

Use Type	Market Potential	Opportunity for East Hartford	Possible Challenges
For-Sale Residential	High	<ul style="list-style-type: none"> • Demand for attainable condos, townhomes, and entry-level single-family homes • Opportunity for higher-density ownership formats on infill sites • Value-add redevelopment of aging housing stock at lower land acquisition costs 	<ul style="list-style-type: none"> • Limited shovel-ready sites or developable land • Limited pipeline of active projects • Rehab/demolition costs associated with aging homes • High interest rates and construction costs could constrain project feasibility
Renter-Occupied Residential	Moderate	<ul style="list-style-type: none"> • Feasible for small-scale multifamily infill or mixed-use redevelopment • Capture renters priced out of stronger submarkets like Manchester and Glastonbury 	<ul style="list-style-type: none"> • Multiple rental-unit developments are currently in the pipeline • Achievable rents may not support new construction without incentives • Small-scale projects may face limited investor appetite
For-Sale Senior Housing	High	<ul style="list-style-type: none"> • Unmet market for active adult or age-restricted ownership housing • Strong absorption expected from downsizing seniors with equity • Helps free up existing single-family inventory, strengthening the broader housing market 	<ul style="list-style-type: none"> • Higher development costs for accessibility features (elevators, ADA design) • Fixed-income buyers sensitive to HOA fees and taxes • Limited land may restrict single-level or campus-style layouts
Commercial Office	Low	<ul style="list-style-type: none"> • Best suited for adaptive reuse for flexible coworking, nonprofit, or community-based tenants • Opportunity to integrate office space with supporting amenities such as food, fitness, convenience retail, etc. • Possible with a committed tenant 	<ul style="list-style-type: none"> • Weak demand and high vacancy citywide • Shift to remote work, reducing the need • Limited professional workforce residing in East Hartford
Medical Office	Moderate	<ul style="list-style-type: none"> • Growing employment in outpatient care and health services supports new small-to-mid-sized medical suites • Aging population will continue to drive demand for outpatient care services 	<ul style="list-style-type: none"> • High cost of medical tenant construction • Many practices look for high visibility and ample parking



Retail	Moderate	<ul style="list-style-type: none"> • Supportable demand for 2–8 new restaurants, cafés, salons, fitness, convenience retail, and small specialty shops • Opportunities to capture food-and-beverage leakage • Older corridors suitable for adaptive reuse at lower acquisition costs 	<ul style="list-style-type: none"> • Auto-oriented corridors and low foot traffic can limit tenant interest • Lower retail rents challenge feasibility of ground-up construction • Competition from stronger retail corridors in nearby towns
Industrial	Moderate	<ul style="list-style-type: none"> • Strong positioning due to East Hartford Logistics & Technology Park anchors (Wayfair & Lowe’s) • Demand for modern logistics, flex, and advanced manufacturing facilities 	<ul style="list-style-type: none"> • Vacancy spikes create short-term absorption risk • Available build-to-suit pads • Potential environmental or infrastructure challenges at select sites



2. BURNSIDE CHURCH BAR SITE OVERVIEW

The Burnside Church BAR Study Area is a compact, mixed-use neighborhood in East Hartford primarily located between Burnside Ave and Roberts Street. It centers over Church Street and Scotland Road with East Hartford Middle School near its eastern border and the Wickham Memorial Library near its western border. The area is primarily residential, with pockets of small businesses concentrated along Burnside Avenue, Forbes Street, and Church Street.

Building on this residential base, the Burnside Church BAR Study Area features a diverse mix of small businesses, including convenience retailers, restaurants, personal care services, and niche shops concentrated along Burnside Avenue. These are complemented by a cluster of construction, manufacturing, and professional service firms located primarily around Forbes Street, Church Street, and Olde Roberts Street. Together, these uses create a blended commercial environment that serves both local residents and the broader regional workforce.

As of 2025, the study area was home to approximately 1,265 residents across 488 households, with a median age of 36.3 and a median household income of \$70,769. The housing stock includes 572 total units, and the neighborhood supports a local employment base of 857 workers, contributing to a daytime population of 1,602. There are 80 businesses operating within the area, though overall walkability remains limited, reflected by a Walk Score of 33/100. Burnside Avenue functions as the primary commercial corridor, carrying an estimated 8,000–12,000 vehicles per day, which positions the corridor as an important connector but also shapes the pedestrian environment.

Overview, BAR Site, 2025

Total Population	1,265
Total Households	488
Median Age	36.3
Median Household Inco	\$70,769
Total Housing Units	572
Workers	857
Daytime Population	1,602
Businesses	80
Walk Score	33/100
Annual Average Daily Traffic (Burnside Ave.)	8,000-12,000

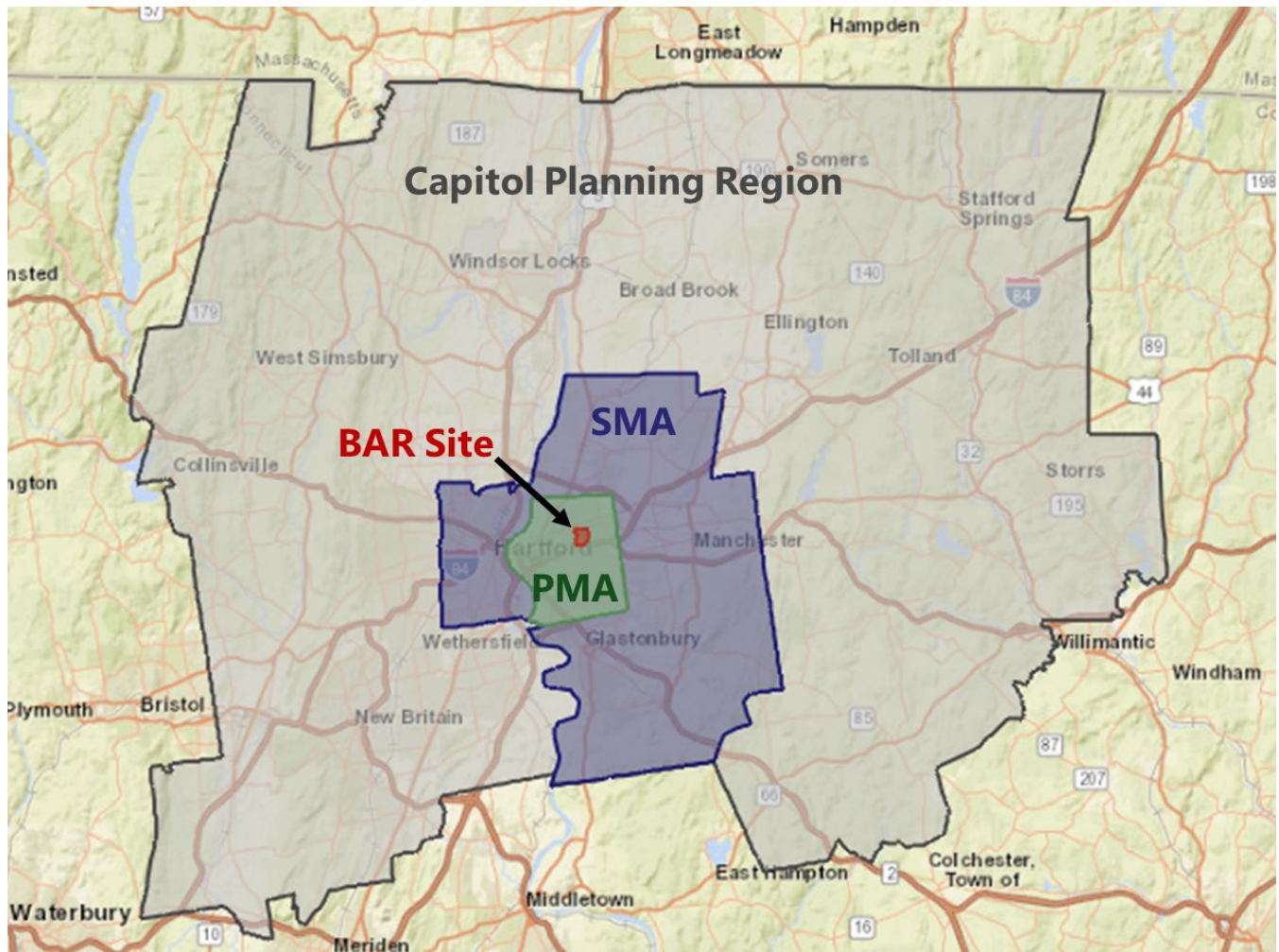
Source: Esri, Walkscore.com



Market Area Definitions

To understand the demographic, economic, and real estate dynamics influencing the Burnside Church BAR Site, several market areas are defined based on commuting patterns and regional context. These varying geographies allow for analysis and comparison at multiple scales:

- **BAR Site** – The site is primarily located between Burnside Ave. and Roberts St. It centers over Church St. and Scotland Rd. with East Hartford Middle near its eastern border and the Wickham Memorial Library near its western border.
- **Town of East Hartford (Primary Market Area or PMA)** – Serves as the primary reference point for trends most directly affecting the BAR site
- **Secondary Market Area (SMA)** – Includes nearby municipalities with strong commuting ties and business flows to the PMA. The SMA comprises East Hartford, Hartford, South Windsor, Manchester, and Glastonbury.
- **Capitol Planning Region** – A broader regional context encompassing the area served by the Capitol Regional Council of Governments, functioning as the county equivalent for planning purposes.



3. DEMOGRAPHIC & ECONOMIC TRENDS

This section provides an overview of key demographic and economic trends shaping the market potential of the East Hartford BAR Site. Trends are analyzed across multiple geographic levels to place East Hartford and the development site in the context of broader local and regional patterns.

Population and Households

Population

Population levels across East Hartford and the broader region have remained relatively stable over the past two decades, with minimal net growth and modest fluctuations projected through 2030. Between 2010 and 2020, East Hartford's population declined slightly by 0.5%, a trend consistent with the broader Secondary Market Area (SMA) (-0.2%) but contrasting with the modest statewide gain of 0.9%. From 2020 to 2025, East Hartford's population decline by 0.9% but is projected to grow by 0.4% from 2025 to 2030. This growth is in contrast to projections for the SMA and the Capitol Planning Region, with population in both regions expected to decline by 0.2% between 2025 and 2030.

At the state level, Connecticut's population is also expected to plateau after decades of slow growth, underscoring broader demographic headwinds across mature Northeast markets. Aging populations, lower birth rates, and limited net in-migration continue to constrain population expansion.

Population Trends by Geography, 2010-2030

	East Hartford (PMA)	SMA	Capitol Planning Region	Connecticut
Population				
2010	51,277	294,404	973,957	3,574,098
2020	51,045	293,889	976,248	3,605,944
2025	50,583	293,426	971,329	3,608,872
2030 (Proj.)	50,766	292,778	969,313	3,606,234
Population Change (Pct. Change)				
2010-2020	-0.5%	-0.2%	0.2%	0.9%
2020-2025	-0.9%	-0.2%	-0.5%	0.1%
2025-2030	0.4%	-0.2%	-0.2%	-0.1%
Annualized Population Change				
2010-2020	0.0%	0.0%	0.0%	0.1%
2020-2025	-0.2%	0.0%	-0.1%	0.0%
2025-2030	0.1%	0.0%	0.0%	0.0%

Source: Decennial Census; Esri



Households

From 2010 to 2020, the number of households in East Hartford declined slightly from 20,204 to 20,162, a decrease of less than 0.5%. Between 2020 and 2025, however, household counts rebounded to around 20,343, surpassing 2010 counts.

Across the SMA and Capitol Planning Region, household growth has been somewhat stronger, increasing by 5.3% and 5.6%, respectively, since 2010. This pattern is consistent with statewide trends with Connecticut’s total number of households growing by 5.9% between 2010 and 2025.

Like much of the region and state, East Hartford is experiencing a gradual decline in average household size, dropping from 2.50 in 2010 to 2.46 in 2025. This mirrors the downward trend observed statewide, as average household size in Connecticut fell from 2.52 to 2.42 over the same period. The decline reflects broader demographic shifts, including an aging population, smaller family sizes, and a rise in single-person and non-family households.

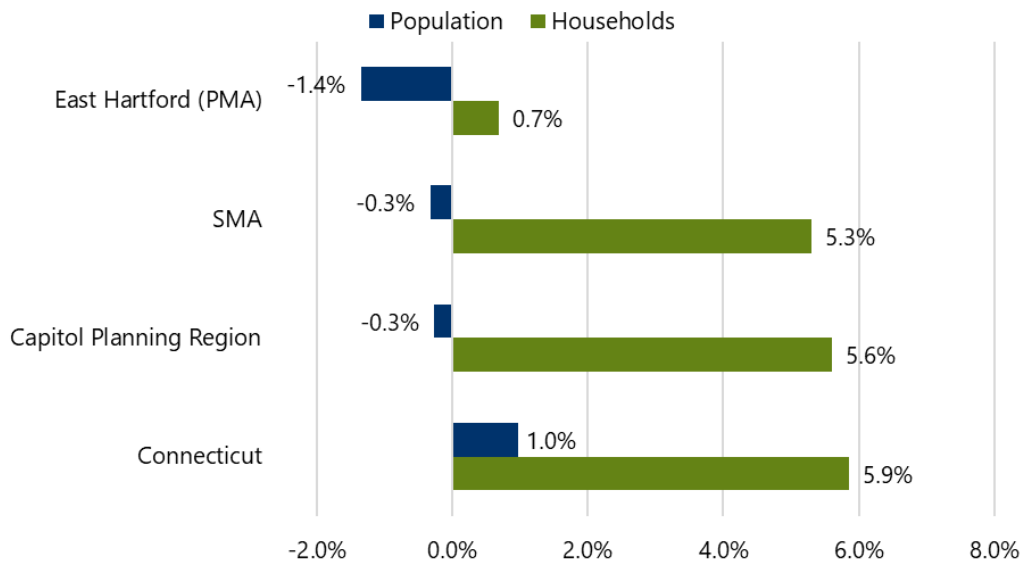
Population and Households

Geography	Households			Average Household Size		
	2010	2020	2025	2010	2020	2025
East Hartford (PMA)	20,204	20,162	20,343	2.50	2.51	2.46
SMA	113,061	116,531	119,062	2.51	2.45	2.40
Capitol Planning Region	375,596	388,603	396,669	2.48	2.42	2.36
Connecticut	1,371,088	1,418,069	1,451,347	2.52	2.47	2.42

Source: Decennial Census, Esri

Even with limited population growth, the increase in household formation driven by shrinking household size suggests an underlying demand for housing.

Change in Population and Households, 2010-2025

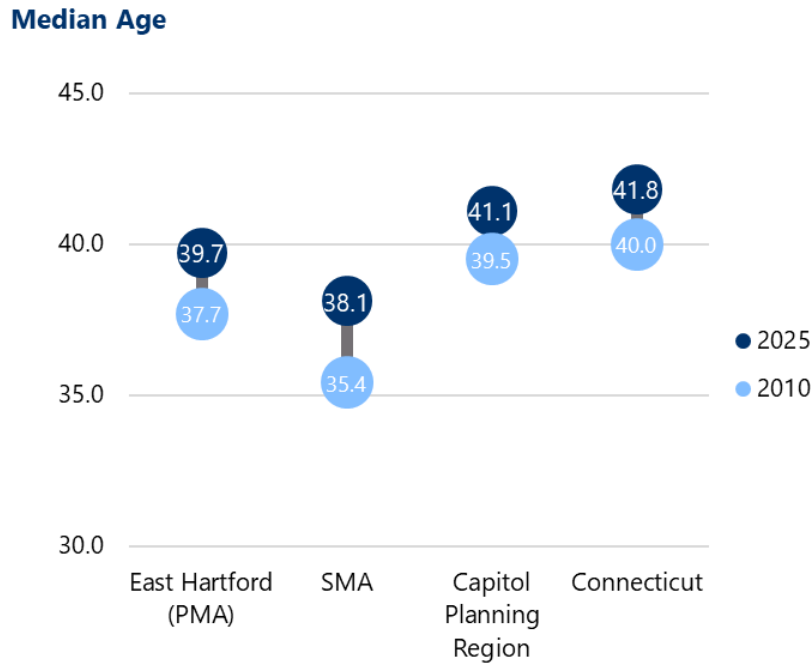


Source: Decennial Census; Esri



Age Characteristics

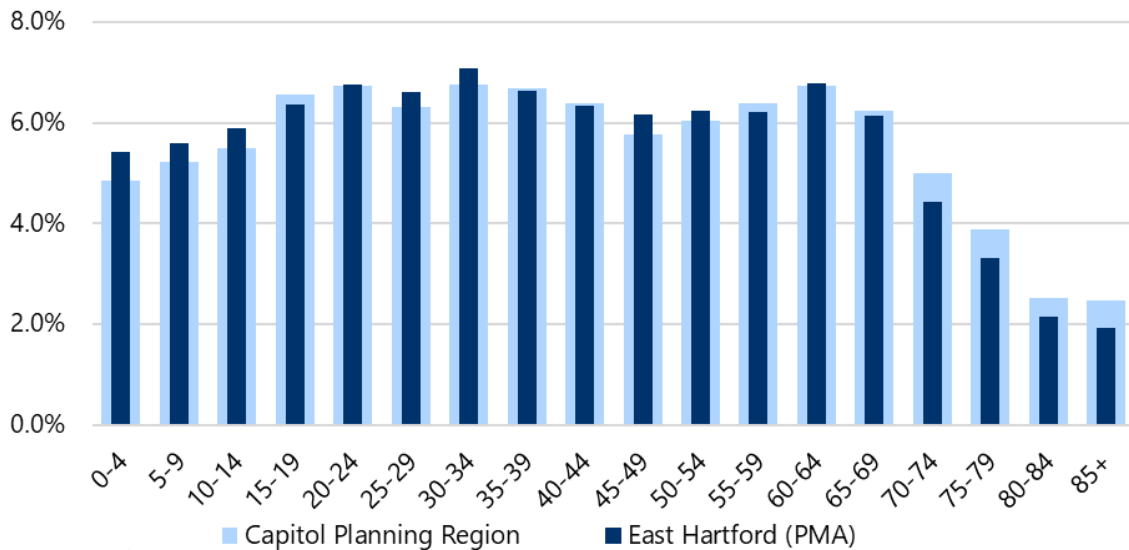
East Hartford’s population is gradually aging, consistent with broader regional and statewide trends. The median age increased from 37.7 in 2010 to 39.7 in 2025, reflecting an older resident base but still remaining younger than both the Capitol Planning Region (41.1) and Connecticut overall (41.8). The SMA has a slightly younger population but shows similar aging trends, with the median age rising from 35.4 in 2010 to 38.1 in 2025.



Source: Decennial Census; Esri

Compared to the broader Capitol Planning Region, East Hartford has a younger population, with a larger share of residents in the working-age range (25–44) and a smaller proportion of older adults aged 75 and above. The region’s population skews slightly older, likely reflecting more established suburban communities and a higher concentration of retirees.

Age Distribution, 2025



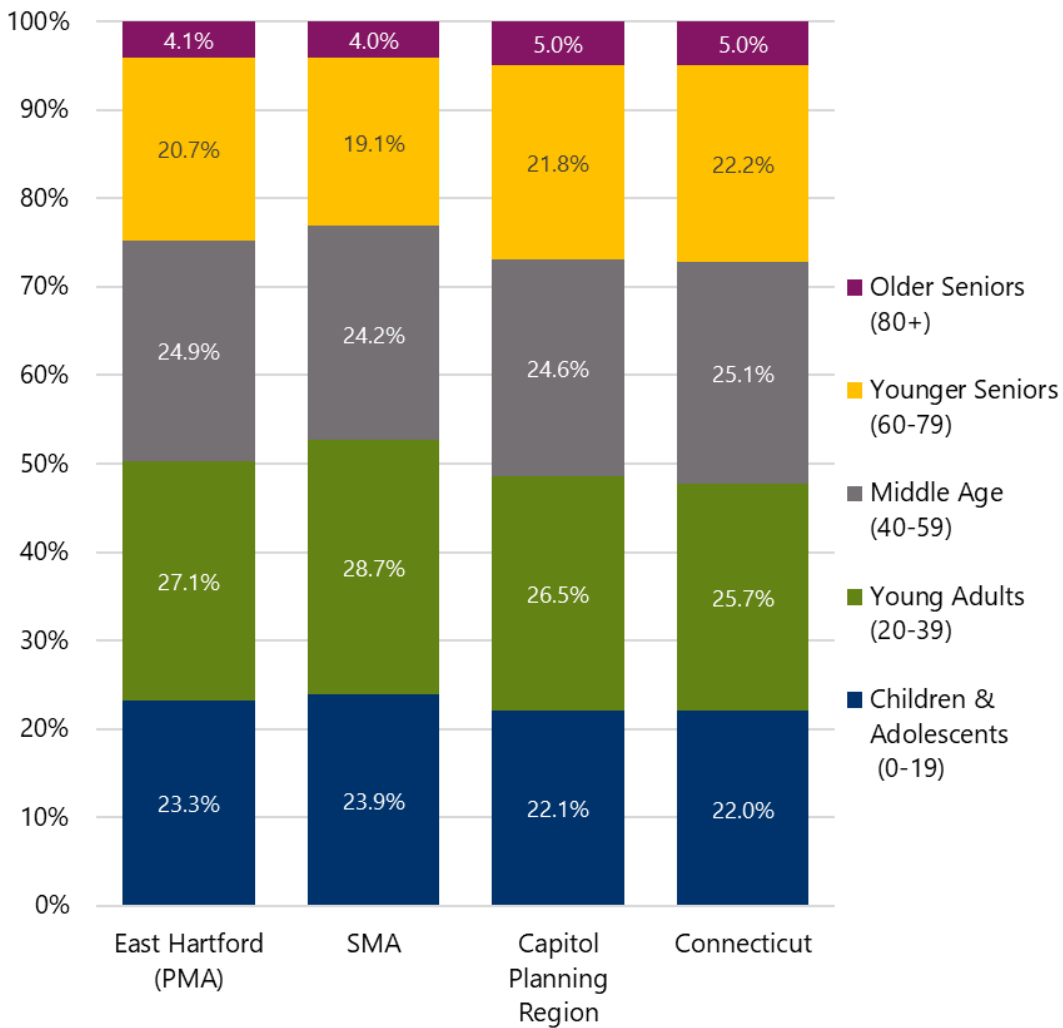
Source: Esri



East Hartford has a relatively balanced but slightly younger age profile compared to the broader region. Children and adolescents (ages 0–19) make up 23.3% of the town’s population, which is slightly above the Capitol Planning Region (22.1%) and Connecticut overall (22.0%). Young adults (ages 20–39) represent 27.1%, a lower share than the SMA (28.7%) but still higher than the state and regional averages.

Middle-aged adults (ages 40–59) comprise roughly one-quarter (24.9%) of the population, consistent with regional and statewide patterns. Meanwhile, younger seniors (ages 60–79) account for 20.7%, and older seniors (80+) make up 4.1%—both slightly below regional and state averages. Overall, East Hartford’s population skews somewhat younger than the region and state, driven by a strong base of working-age adults and a smaller proportion of retirees.

Composition by Age Cohort, 2025



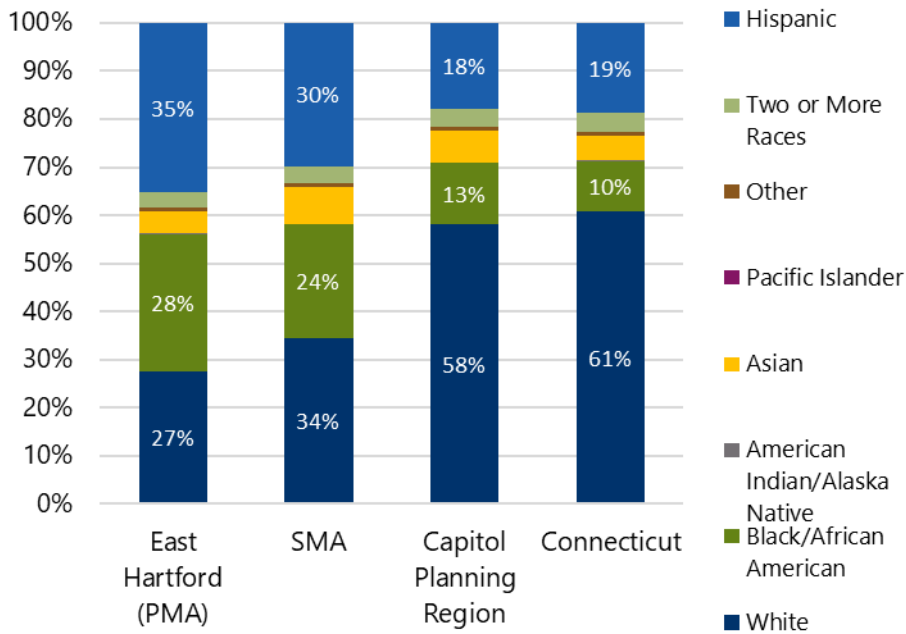
Source: Esri



Race and Ethnicity

East Hartford and the SMA are more racially and ethnically diverse than the Capital Planning Region and the state. Hispanic residents constitute the largest population group in East Hartford (35%), which is slightly higher than the SMA (30%) and well above the shares in the Capital Planning Region and Connecticut overall. The next largest group is Black or African American residents, who make up just over one-quarter of the population. In contrast, White residents account for about 27% of East Hartford’s population, a significantly smaller share than in the Capital Planning Region (58%) and the state (61%).

Population Composition by Race/Ethnicity, 2025



Note: Population share for non-Hispanic portion of each race category shown. Hispanic population may be of any race.

Source: Esri

Population by Race/Ethnicity, 2025

Race/Ethnicity	East Hartford (PMA)	SMA	Capitol Planning Region	Connecticut
White	13,899	101,169	564,859	2,195,130
Black/African American	14,416	69,327	123,819	375,829
American Indian/Alaska Native	98	542	1,252	6,381
Asian	2,317	22,529	64,547	181,835
Pacific Islander	3	67	203	1,040
Other	384	2,373	5,883	26,847
Two or More Races	1,666	9,991	36,241	144,212
Hispanic	17,800	87,428	174,525	677,598
Total	50,583	293,426	971,329	3,608,872

Note: Population counts provided for non-Hispanic portion of each race category. Hispanic population may be of any race.

Source: Esri



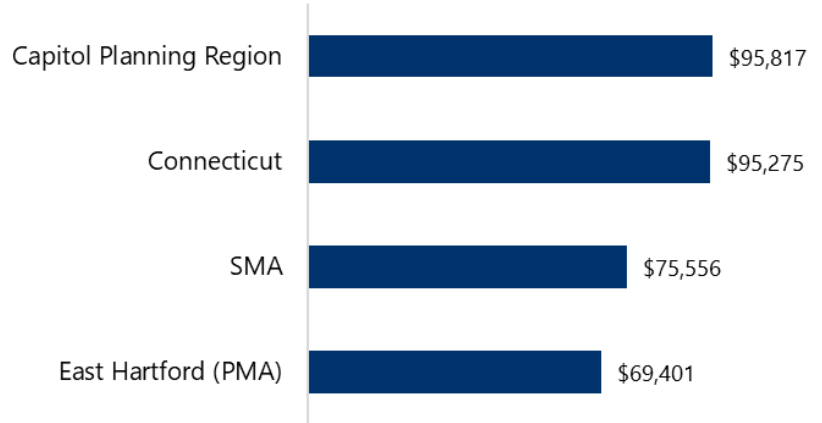
Income

East Hartford’s median household income in 2025 (\$69,401) is lower than the SMA (\$75,556), the Capitol Planning Region (\$95,817), and the state overall (\$95,275). This lower median income is reflected in the town’s income distribution. East Hartford has a larger share of lower- and moderate-income households, with 37.6% earning under \$50,000, above the Capitol Planning Region (27.3%) and the state (26.3%).

The town also has a noticeably smaller share of high-income households. Only 6.4% of East Hartford households earn over \$200,000, compared to 16.7% regionally and 19.3% statewide. Middle- to upper-income brackets (\$100K–\$149K and \$150K–\$199K) also represent a smaller portion of East Hartford’s households than in the broader region.

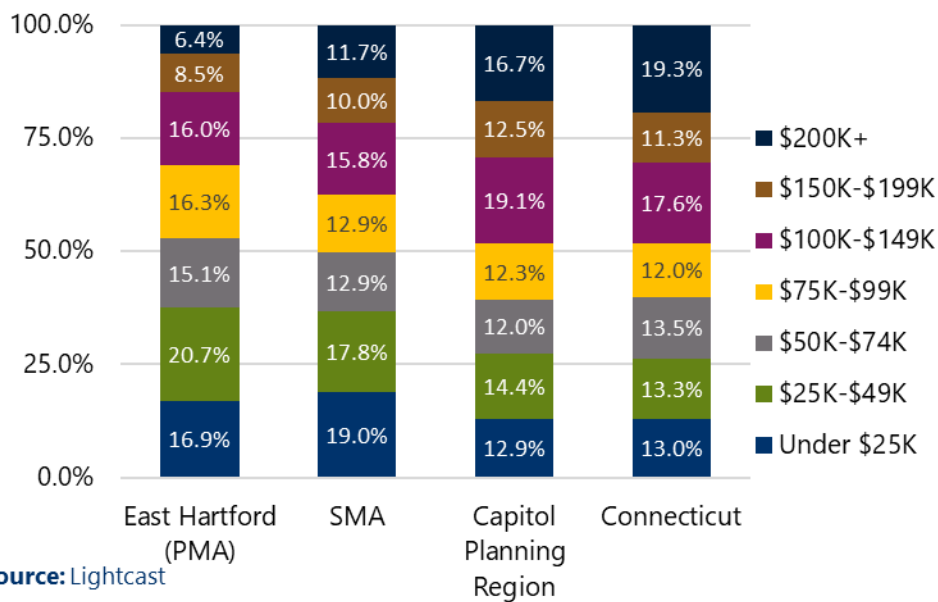
Overall, this income profile indicates that East Hartford has a more affordability-constrained population, which may also influence local spending power and the town’s ability to attract certain types of retail and investment.

Median Household Income, 2025



Source: Esri

Households by Income Group, 2025



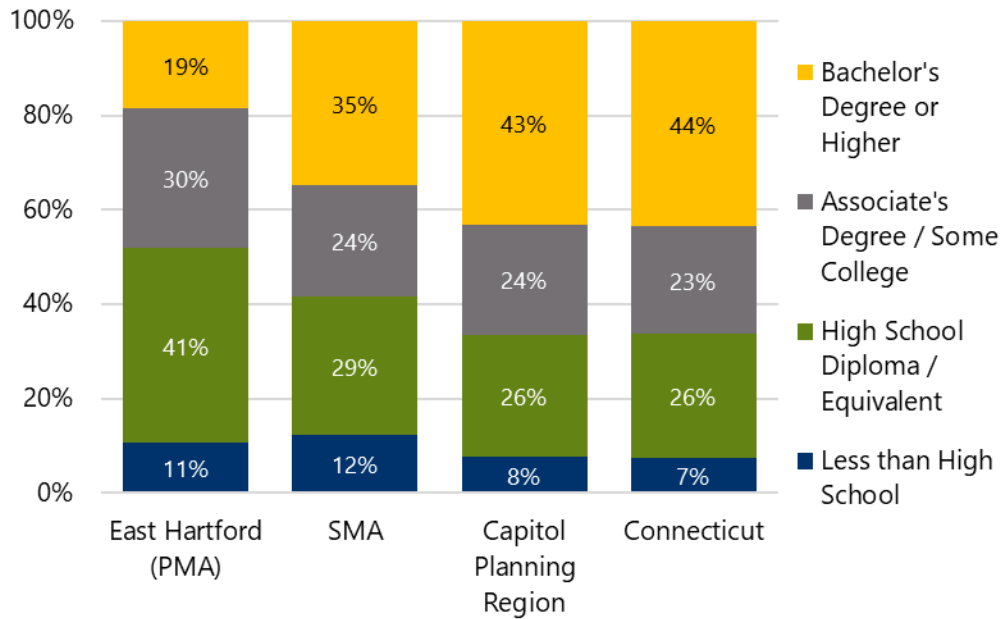
Source: Lightcast



Educational Attainment

11% of East Hartford’s population has less than a high school education, a larger share compared to the Capitol Planning Region, and state. Meanwhile, only 19% of the population has attained a bachelor’s degree or higher, compared to over 35% in all comparison geographies.

Educational Attainment of Age 25+ Population, 2025



Source: Esri

Educational Attainment of Age 25+ Population, 2025

Educational Attainment	East Hartford (PMA)	SMA	Capitol Planning Region	Connecticut
Less than High School	3,789	24,622	52,765	192,332
High School Diploma/Equivalent	14,569	59,541	177,940	677,328
Associate's Degree/Some College	10,457	47,569	162,923	588,320
Bachelor's Degree or Higher	6,587	70,212	297,628	1,124,538
Total	35,402	201,944	691,256	2,582,518

Source: Esri



Commuting Patterns

Commuting data is used to determine where employees and residents live and work and is compiled at the town level. Commuter patterns were used to inform the geographic market areas that are used throughout this analysis.

Net Inflow and Outflow of Daily Commuters, East Hartford (PMA), 2022

Living in the PMA		
	Count	Share
Living in the Selection Area	22,872	100.0%
Living and Employed in the Selection Area	2,565	11.2%
Living in the Selection Area but Employed Outside	20,307	88.8%
Employed in the PMA		
Employed in the Selection Area	28,994	100.0%
Employed and Living in the Selection Area	2,565	8.8%
Employed in the Selection Area but Living Outside	26,429	91.2%

Source: OnTheMap

Commuting flows in the PMA (East Hartford) illustrate a highly regional labor market with strong cross-municipal connectivity. Most PMA residents work outside East Hartford, with Hartford (16.8%), Manchester (7.1%), and Windsor (5.0%) serving as the largest employment destinations. Only 11.2% of PMA residents both live and work within the PMA.

Conversely, the PMA draws a substantial number of inbound commuters. Of the 28,994 individuals employed in the PMA, 91.2% live outside the area, with the largest shares commuting from Hartford, Manchester, Glastonbury, and West Hartford. This imbalance—20,307 residents commuting out versus 26,429 workers commuting in—highlights East Hartford's role as both a labor exporter and an employment center for the region.

Overall, these patterns suggest that the PMA is strongly integrated into the Greater Hartford regional economy. The high degree of inflow and outflow commuting indicates a mobile workforce and underscores the importance of regional transportation access, employer proximity, and job availability in influencing where residents work and where workers come from.

Where PMA Residents Work, 2022

Geography	Count	Share
Hartford	3,838	16.8%
East Hartford	2,565	11.2%
Manchester	1,623	7.1%
Windsor	1,153	5.0%
Bloomfield	919	4.0%
Glastonbury	916	4.0%
South Windsor	912	4.0%
West Hartford	760	3.3%
Farmington	553	2.4%
Newington	500	2.2%

Source: OnTheMap

Where PMA Workers Live, 2022

Geography	Count	Share
East Hartford	2,565	8.8%
Hartford	1,790	6.2%
Manchester	1,724	5.9%
Glastonbury	1,124	3.9%
West Hartford	976	3.4%
New Britain	899	3.1%
South Windsor	781	2.7%
Vernon	767	2.6%
Bristol	649	2.2%
Middle	611	2.1%

Source: OnTheMap



Industry and Occupation

This section outlines the economic composition of the Town of East Hartford, the SMA, the Capitol Planning Region, and the state. Employment by industry and occupation provides an in-depth examination of areas of opportunity that will be used throughout the report.

Definitions

Industry and Occupation analysis examines current and projected employment by industry (NAICS) code and occupation (SOC) code. The text below explains the terms used in this analysis.

- **NAICS Code:** A numerical code assigned to a specific industry under the North American Industry Classification System (NAICS), used to classify business establishments.
- **NAICS Description:** A textual description of the industry corresponding to the NAICS code, providing details about the business activities conducted.
- **SOC Code:** Standard Occupational Classification (SOC) code is a numerical system that classifies workers into occupational categories to collect, calculate, and disseminate data.
- **SOC Description:** A textual description of the occupation corresponding to the SOC code, providing details about the business activities conducted.
- **Current Jobs:** The most recent year's number of available jobs within the specified industry or sector.
- **Historic-Current # Change in Jobs:** The numerical change in the number of jobs from a past time to the current period within the specified industry or sector.
- **Historic-Current % Change in Jobs:** The percentage change in the number of jobs from a past time to the current period within the specified industry or sector.
- **Current-Projected # Change in Jobs:** The projected numerical change in the number of jobs from the current period to a future point within the specified industry or sector.
- **Current-Projected % Change in Jobs:** The projected percentage change in the number of jobs from the current period to a future point within the specified industry or sector.
- **Location Quotient:** A measure of the concentration of a particular industry or occupation in a region compared to a larger geographic area, such as the nation. A location quotient greater than 1 indicates a higher concentration in the region.
- **Earnings per Job:** The earnings job within the specified industry or occupation, usually expressed as average per-year earnings by industry and median per-hour earnings by occupation. This is calculated as the total industry or occupational earnings divided by the total number of jobs. Total earnings includes wages, salaries, supplements (benefits), and proprietor income.



Job Growth

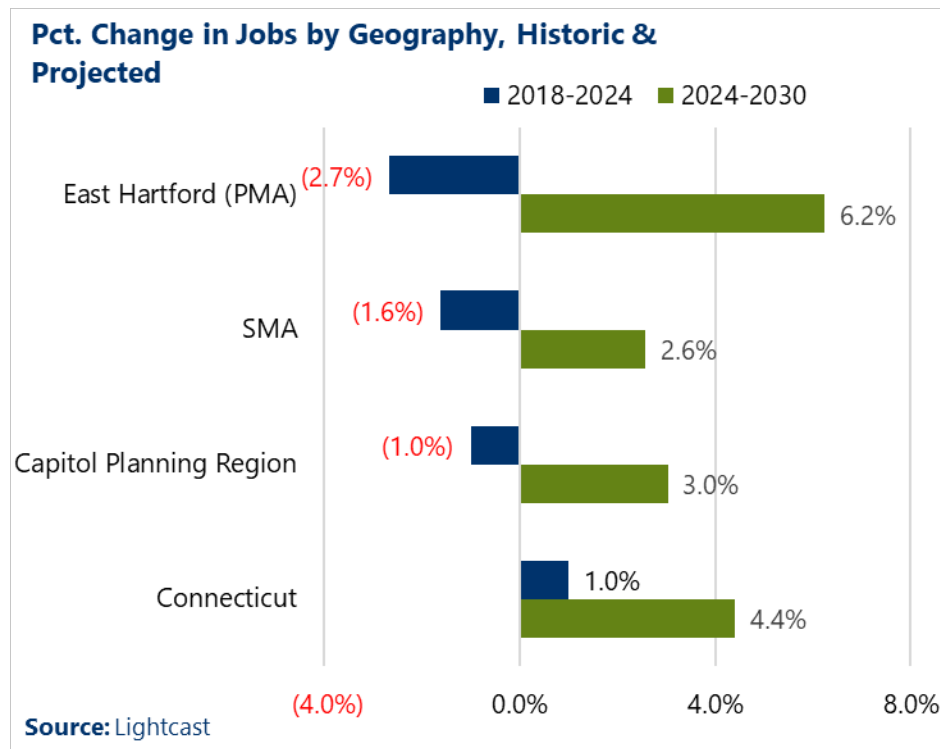
East Hartford experienced a 2.7% decline in jobs between 2018 and 2024, a larger contraction than the SMA (-1.6%) and the Capitol Planning Region (-1.0%). This period reflects the impact of broader economic shifts and structural job losses across several industries. However, the outlook improves significantly moving forward. From 2024 to 2030, jobs in East Hartford are projected to grow by 6.2%, outpacing the SMA (2.6%), the Capitol Planning Region (3.0%), and even the statewide growth rate (4.4%).

Overall, while East Hartford saw steeper job losses in recent years, it is expected to rebound more strongly than the surrounding region, signaling renewed momentum and growing employment opportunities through 2030.

Job Change by Region

Region	2018 Jobs	2024 Jobs	2030 Jobs	2018-2024 Change in Jobs	2018-2024 Pct. Change in Jobs	2024-2030 Change in Jobs	2024-2030 Pct. Change in Jobs
East Hartford (PMA)	24,938	24,273	25,785	(665)	(2.7%)	1,512	6.2%
SMA	166,697	164,001	168,215	(2,696)	(1.6%)	4,214	2.6%
Capitol Planning Region	577,588	571,768	589,058	(5,820)	(1.0%)	17,290	3.0%
Connecticut	1,881,302	1,899,976	1,983,377	18,674	1.0%	83,401	4.4%

Source: Lightcast



Jobs by Industry

In 2024, there were about 24,300 jobs in East Hartford, with Manufacturing and Health Care and Social Assistance being the largest sectors. Other major employment sectors include Administrative and Support, and Waste Management and Remediation Services, and Professional, Scientific and Technical Services.

East Hartford Economic Base by 2-Digit NAICS Sector

NAICS	Description	2024 Jobs	2018-2024		2024-2030		2024 Avg. Earnings Per Job	2024 Location Quotient
			Change in Jobs	Pct. Change in Jobs	Change in Jobs	Pct. Change in Jobs		
11	Agriculture, Forestry, Fishing and Mining, Quarrying, and Oil and Gas Extraction	9	(3)	(23%)	0	3%	\$50,234	0.03
21	Utilities	5	0	9%	1	21%	\$190,854	0.05
22	Construction	1,064	55	5%	9	1%	\$97,989	0.76
31	Manufacturing	6,578	(704)	(10%)	279	4%	\$170,342	3.60
42	Wholesale Trade	1,311	261	25%	(16)	(1%)	\$113,213	1.51
44	Retail Trade	1,550	(214)	(12%)	(43)	(3%)	\$58,334	0.69
48	Transportation and Warehousing	717	398	125%	90	13%	\$56,646	0.68
51	Information	104	22	27%	(6)	(5%)	\$175,530	0.24
52	Finance and Insurance	513	(154)	(23%)	(33)	(6%)	\$189,886	0.53
53	Real Estate and Rental and Leasing	376	(51)	(12%)	11	3%	\$78,342	0.89
54	Professional, Scientific, and Technical Services	2,419	(569)	(19%)	333	14%	\$136,278	1.42
55	Management of Companies and Enterprises	781	198	34%	55	7%	\$198,513	2.14
56	Administrative and Support and Waste Management and Remediation Services	2,803	(513)	(15%)	173	6%	\$56,151	1.97
61	Educational Services	941	(33)	(3%)	36	4%	\$73,559	1.52
62	Health Care and Social Assistance	3,078	265	9%	330	11%	\$74,182	0.95
71	Arts, Entertainment, and Recreation	115	(32)	(22%)	9	8%	\$43,492	0.26
72	Accommodation and Food Services	804	(142)	(15%)	58	7%	\$39,764	0.40
81	Other Services (except Public Administration)	230	(46)	(17%)	(9)	(4%)	\$30,253	0.19
90	Government	876	597	214%	234	27%	\$115,343	0.25
Total		24,273	(665)	(3%)	1,512	6%	\$112,685	

Source: Lightcast



From 2018 to 2024, East Hartford experienced a mix of job gains and losses, with several industries performing noticeably better than trends observed in both the SMA and the broader Capitol Planning Region. East Hartford saw positive growth in Construction, Wholesale Trade, Transportation and Warehousing, Health Care and Social Assistance, Management of Companies, and Government. Notably, Wholesale Trade and Information grew in East Hartford while both comparison areas experienced declines. East Hartford also posted smaller losses than the SMA in Manufacturing and Retail Trade. However, East Hartford underperformed relative to both the SMA and the region in Professional, Scientific, and Technical Services, posting a decline while both comparison areas saw growth. This is notable as it is also one of East Hartford's largest industries.

Job Change by Sector, Comparison Geographies, 2018-2024

NAICS Description	East Hartford (PMA)		SMA		Capitol Planning Region	
	#	%	#	%	#	%
11 Agriculture, Forestry, Fishing and Hunting	(3)	-23%	(8)	-5%	285	15%
21 Mining, Quarrying, and Oil and Gas Extraction	0	0%	(1)	-14%	43	120%
22 Utilities	0	9%	10	4%	108	18%
23 Construction	55	5%	(237)	-4%	514	2%
31 Manufacturing	(704)	-10%	(1,597)	-11%	(3,521)	-6%
42 Wholesale Trade	261	25%	(148)	-3%	(1,021)	-6%
44 Retail Trade	(214)	-12%	(1,696)	-13%	(5,871)	-11%
48 Transportation and Warehousing	398	125%	2,169	51%	7,230	34%
51 Information	22	27%	(734)	-34%	(843)	-13%
52 Finance and Insurance	(154)	-23%	(2,719)	-11%	(6,094)	-12%
53 Real Estate and Rental and Leasing	(51)	-12%	(264)	-9%	112	1%
54 Professional, Scientific, and Technical Services	(569)	-19%	1,716	11%	1,216	3%
55 Management of Companies and Enterprises	198	34%	634	26%	(47)	0%
56 Administrative and Support and Waste Management and Remediation Services	(513)	-15%	(876)	-8%	(2,844)	-10%
61 Educational Services	(33)	-3%	(376)	-8%	(126)	-1%
62 Health Care and Social Assistance	265	9%	2,230	7%	7,056	8%
71 Arts, Entertainment, and Recreation	(32)	-22%	31	1%	(333)	-4%
72 Accommodation and Food Services	(142)	-15%	(1,290)	-13%	(1,603)	-4%
81 Other Services (except Public Administration)	(46)	-17%	(705)	-17%	(4,393)	-15%
90 Government	597	214%	1,167	10%	4,335	5%

Source: Lightcast



Jobs By Industry Detail

Using 4-digit NAICS codes, we can explore job growth from 2019 to 2024 in greater detail. The table below shows the top 20 industries by employment for firms within East Hartford.

East Hartford's largest industries reflect a mix of legacy advanced manufacturing, health and social services, and a range of professional and support service sectors, several of which experienced meaningful shifts between 2018 and 2024. Aerospace Product and Parts Manufacturing remains the community's economic anchor, with more than 5,000 jobs and an exceptionally high location quotient of 68.66, despite a modest 9% employment decline over the period. This concentration is largely driven by Pratt & Whitney's headquarters and manufacturing campus in East Hartford. Although the company experienced pandemic-related disruptions, including more than 400 layoffs statewide, it has since signaled plans to expand the East Hartford campus, and industry job forecasts project growth between 2024 and 2030.

In contrast, strong growth occurred in sectors tied to public services and community needs, including State Government (+211%), Local Government Health and Education (+173%), School and Employee Bus Transportation (+105%), and Individual and Family Services (+41%), reflecting rising demand for government, social assistance, and education-related employment. Management of Companies, Physicians' Offices, and Other Selected Service industries also expanded.

Top 20 4-Digit NAICS Industries by Job Count, East Hartford (PMA)

NAICS	Description	2018 Jobs	2024 Jobs	2018-2024 Change in Jobs	2018-2024 Pct. Change in Jobs	2024 Avg. Earnings Per Job	2024 Location Quotient
3364	Aerospace Product and Parts Manufacturing	5,940	5,399	(540)	(9%)	\$184,731	68.66
5613	Employment Services	2,406	2,244	(163)	(7%)	\$57,109	4.82
6241	Individual and Family Services	1,082	1,522	440	41%	\$36,896	3.21
6211	Offices of Physicians	705	831	127	18%	\$143,935	1.97
5511	Management of Companies and Enterprises	583	781	198	34%	\$198,513	2.14
5415	Computer Systems Design and Related Services	877	620	(257)	(29%)	\$154,148	1.71
5413	Architectural, Engineering, and Related Services	745	572	(173)	(23%)	\$126,849	2.29
9029	State Government, Excluding Education and Hospitals	163	507	344	211%	\$125,888	1.56
6113	Colleges, Universities, and Professional Schools	481	481	1	0%	\$69,899	1.79
7225	Restaurants and Other Eating Places	472	441	(30)	(6%)	\$35,071	0.28
6111	Elementary and Secondary Schools	466	436	(30)	(7%)	\$79,428	2.39
5241	Insurance Carriers	604	434	(170)	(28%)	\$199,301	2.32
4854	School and Employee Bus Transportation	200	409	210	105%	\$52,563	14.48
4411	Automobile Dealers	431	376	(55)	(13%)	\$92,715	2.04
2383	Building Finishing Contractors	431	376	(55)	(13%)	\$77,404	2.15
7223	Special Food Services	454	353	(101)	(22%)	\$45,567	2.61
5617	Services to Buildings and Dwellings	500	334	(166)	(33%)	\$41,181	0.78
5417	Scientific Research and Development Services	313	305	(8)	(2%)	\$165,375	2.32
4451	Grocery Stores	328	299	(29)	(9%)	\$41,431	0.75
9036	Education and Hospitals (Local Government)	109	296	187	173%	\$101,284	0.24

Source: Lightcast



East Hartford's projected job growth from 2024 to 2030 reflects a continued diversification of its economy, with gains concentrated in health and social services, government, advanced manufacturing, and a range of professional and technical service industries. Individual and Family Services is expected to see the largest increase, adding 372 jobs and growing 24%. Aerospace Manufacturing, one of the town's dominant industries, is projected to expand by around 250. This growth is in contrast to the decline in jobs the industry experienced between 2018 and 2024. Professional service industries such as Computer Systems Design and Related Services, and Architectural, Engineering, and Related Services are also expected to grow, signaling renewed strength in knowledge-based sectors that experienced job declines between 2018 and 2024. Several health-related industries, including Offices of Other Health Practitioners, Outpatient Care Centers, and Dentists' Offices, show some of the highest percentage growth.

Top 20 4-Digit NAICS Industries by Projected Job Growth, 2024-2030, East Hartford (PMA)

NAICS	Description	2024 Jobs	2030 Jobs	2024-2030 Change in Jobs	2024-2030 Pct. Change in Jobs	2024 Avg. Earnings Per Job	2024 Location Quotient
6241	Individual and Family Services	1,522	1,895	372	24%	\$36,896	3.3
	Aerospace Product and Parts						
3364	Manufacturing	5,399	5,655	255	5%	\$184,731	67.4
5613	Employment Services	2,244	2,424	180	8%	\$57,109	5.1
	Computer Systems Design and Related						
5415	Services	620	760	141	23%	\$154,148	1.8
	State Government, Excluding Education						
9029	and Hospitals	507	624	118	23%	\$125,888	1.9
	Architectural, Engineering, and Related						
5413	Services	572	680	108	19%	\$126,849	2.5
	Education and Hospitals (Local						
9036	Government)	296	357	61	21%	\$101,284	0.3
	Management of Companies and						
5511	Enterprises	781	836	55	7%	\$198,513	2.1
	Other Professional, Scientific, and						
5419	Technical Services	242	293	51	21%	\$127,846	1.8
	Management, Scientific, and Technical						
5416	Consulting Services	247	297	50	20%	\$146,679	0.8
	Colleges, Universities, and Professional						
6113	Schools	481	527	46	9%	\$69,899	1.9
6213	Offices of Other Health Practitioners	50	95	45	90%	\$70,234	0.4
4854	School and Employee Bus Transportation	409	453	44	11%	\$52,563	15.1
3121	Beverage Manufacturing	40	84	43	107%	\$38,886	1.5
	Education and Hospitals (State						
9026	Government)	1	43	42	3091%	\$114,852	0.1
7223	Special Food Services	353	391	38	11%	\$45,567	2.6
	Scientific Research and Development						
5417	Services	305	341	36	12%	\$165,375	2.3
4931	Warehousing and Storage	189	220	31	16%	\$66,423	0.7
6214	Outpatient Care Centers	83	112	29	35%	\$92,068	0.6
6212	Offices of Dentists	67	95	28	43%	\$101,847	0.6

Source: Lightcast



Jobs By Occupation

In addition to exploring employment by industry classification, we can examine job growth by occupation. Below is a table showing employment growth by Standard Occupation Classification.

East Hartford's occupational structure is strongly shaped by its core industries, particularly advanced manufacturing, engineering, and management, resulting in a workforce profile that is more specialized and higher-skilled than the region in certain key areas. East Hartford has a high concentration of Architecture and Engineering (LQ 4.48), Production (LQ 2.07), Computer and Mathematical (LQ 1.55), and Management (LQ 1.45) occupations. These occupations also command relatively high wages, with management roles earning a median of approximately \$65 per hour and engineering and computer roles earning nearly \$49 per hour. As of 2024, the largest occupation by number of jobs was production occupations.

East Hartford (PMA) Occupations by 2-Digit SOC Group

SOC	Occupations	2018 Jobs	2024 Jobs	Median Hourly Earnings	2024 Location Quotient
11-0000	Management	2,106	2,659	\$ 65.08	1.45
13-0000	Business and Financial Operations	1,767	1,849	\$ 40.33	1.16
15-0000	Computer and Mathematical	1,323	1,187	\$ 48.74	1.55
17-0000	Architecture and Engineering	2,027	1,710	\$ 48.49	4.48
19-0000	Life, Physical, and Social Science	217	188	\$ 41.05	0.81
21-0000	Community and Social Service	284	317	\$ 27.93	0.71
23-0000	Legal	133	138	\$ 52.04	0.66
25-0000	Educational Instruction and Library	740	865	\$ 31.74	0.63
27-0000	Arts, Design, Entertainment, Sports, and Media	341	348	\$ 30.22	0.78
29-0000	Healthcare Practitioners and Technical	875	1,057	\$ 45.52	0.75
31-0000	Healthcare Support	1,373	1,662	\$ 18.37	1.43
33-0000	Protective Service	241	292	\$ 20.35	0.54
35-0000	Food Preparation and Serving Related	983	864	\$ 16.66	0.45
37-0000	Building and Grounds Cleaning and Maintenance	739	607	\$ 18.00	0.73
39-0000	Personal Care and Service	296	247	\$ 16.52	0.36
41-0000	Sales and Related	1,767	1,525	\$ 19.29	0.74
43-0000	Office and Administrative Support	2,844	2,344	\$ 24.18	0.86
45-0000	Farming, Fishing, and Forestry	20	18	\$ 17.01	0.11
47-0000	Construction and Extraction	918	879	\$ 30.42	0.81
49-0000	Installation, Maintenance, and Repair	950	961	\$ 32.40	1.02
51-0000	Production	3,236	2,636	\$ 25.24	2.07
53-0000	Transportation and Material Moving	1,758	1,920	\$ 19.88	0.94
55-0000	Military-only	0	0	\$ -	0.00
Total		24,938	24,273	\$ 29.32	

Source: Lightcast



Factors Impacting Local Competitiveness

A community's ability to attract investment, residents, and businesses depends on more than demographics or market dynamics. Broader quality-of-life indicators such as school district performance, public safety, and property tax levels play an important role in shaping perceptions and influencing decision-making. These factors can affect everything from where families choose to live to how developers assess risk and return. This section highlights three key indicators that contribute to East Hartford's overall competitiveness in the regional landscape.

Public School District Quality

School quality is an important factor for families choosing where to live and can influence both residential demand and long-term community stability. According to Niche, an education ratings platform, East Hartford's public schools are rated B, ranking ahead of Hartford (C) but below South Windsor and Glastonbury, both of which are rated A+. While not a disqualifier, this relative ranking may affect how East Hartford competes for households with school-aged children.

Crime Rate

Safety perceptions are closely tied to investment potential, affecting both business location decisions and consumer behavior. East Hartford has a total crime index of 107, which is above the national baseline of 100. This is lower than Hartford (149), though considerably higher than the other areas in the SMA. For East Hartford, continued improvements to public safety and perceptions of safety could further strengthen its competitive edge.

Property Tax Rate

East Hartford's FY22 equalized mill rate of 26.24 indicates a relatively high property tax burden after adjusting for differences in assessment practices. This rate is higher than those in South Windsor, Glastonbury, and Manchester. Hartford's equalized mill rate (36.44), however, is higher than East Hartford's. While East Hartford's nominal FY25 mill rate is 44.00, the equalized rate provides a clearer comparison of how much communities rely on property taxes relative to their base. A higher effective tax burden may steer development toward lower-cost communities or require public subsidies to make new projects financially feasible.

Local Competitiveness Summary

	Overall School District Quality	Total Crime Index	Property Tax Rate FY 2025	Equalized Mill Rate FY 2022	State Property Tax Ranking (out of 169) 169 = highest mill rate
East Hartford	B	107	44.00	26.24	164
South Windsor	A+	73	34.46	21.82	134
Glastonbury	A+	53	31.93	23.18	116
Manchester	B	52	38.68	22.75	155
Hartford	C+	149	68.95	36.44	169

Notes: Property tax rates are the base rate for the municipality

Equalized mill rate is a standardized measure used to compare property tax levels across different municipalities. The equalized mill rate adjusts the local mill rate to reflect 100% of a property's fair market value. It estimates what the mill rate would be if all properties were assessed at full market value.

The crime index is unweighted meaning all crimes are considered equal in the scale. It is derived from multiple years of crime reports from law enforcement agencies nationwide

Source: Esri, Niche.com, State of Connecticut Municipal Fiscal Indicators



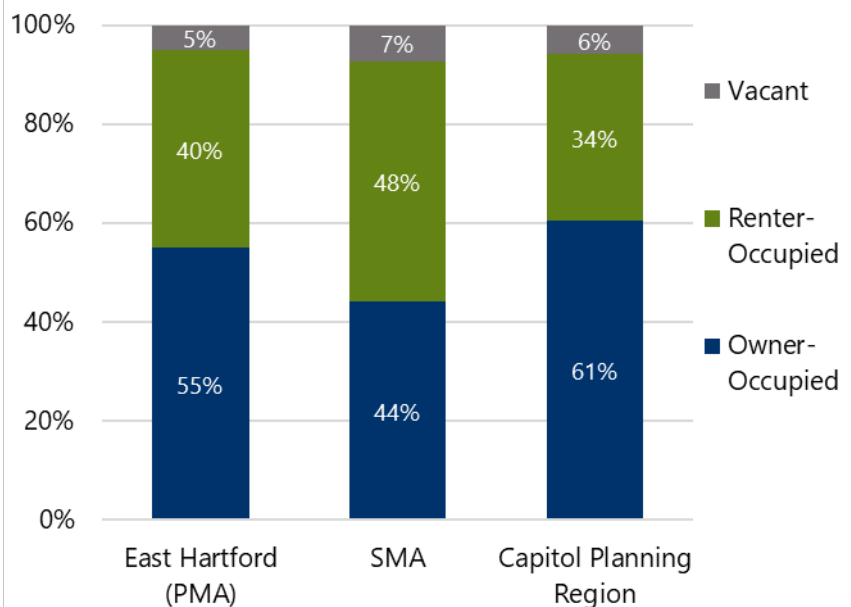
4. RESIDENTIAL MARKET ANALYSIS

This section examines housing inventory, market trends, development activity, and demand in East Hartford. Understanding the composition and condition of the housing stock is essential for identifying development opportunities, assessing market gaps, and informing policies that support housing affordability, reinvestment, and neighborhood revitalization. Comparisons to the SMA and the broader Capital Planning Region provide context for evaluating how East Hartford fits into the regional housing landscape.

Housing Inventory

East Hartford's 2025 housing inventory shows a 40% renter-occupied share, which is lower than the SMA (48%) but higher than the Capitol Planning Region (34%), placing the community in the middle in terms of rental prevalence. Owner-occupied housing makes up 55% of East Hartford's units, higher than the SMA (44%) but lower than the region (61%). Vacancy rates remain low across all geographies—5% in East Hartford, 7% in the SMA, and 6% in the region, indicating a generally tight housing market. Overall, East Hartford has a more owner-oriented housing stock than the SMA but is still more renter-heavy compared to the broader region, which has implications for housing affordability, stability, and the type of new residential development likely to be in demand.

Housing Inventory, 2025



Source: Esri



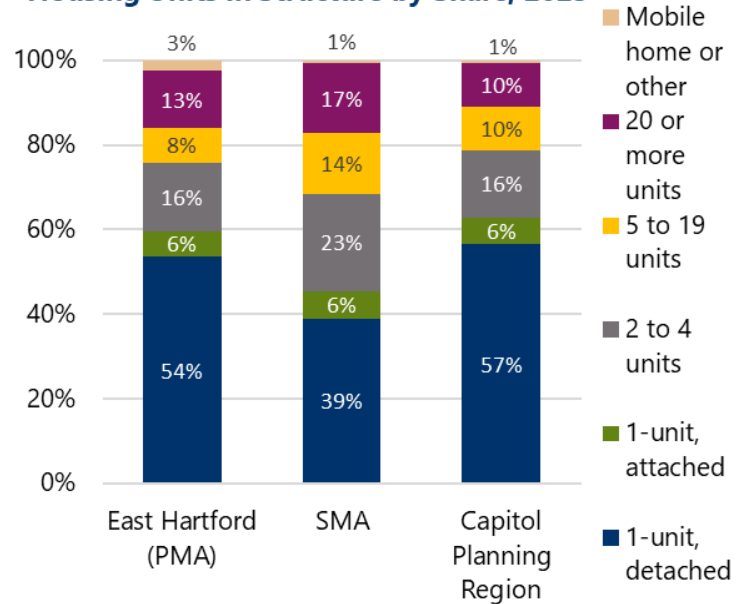
East Hartford’s housing stock includes 21,619 units and is characterized by a substantial share of single-family detached homes, which make up about 54% of all units, a significantly higher share than in the SMA (39%), but lower than in the Capitol Planning Region (57%). The PMA also contains a notable number of larger multifamily developments (50+ units) and has a higher share of mobile homes relative to the SMA and the region. Overall, East Hartford’s housing inventory is more single-family-oriented than the SMA but more multifamily-oriented than the Capitol Planning Region.

Number of Housing Units in Structure, 2023

	East Hartford (PMA)	SMA	Capitol Planning Region
1-unit, detached	11,594	50,403	234,805
1-unit, attached	1,293	8,368	25,839
2 units	1,823	12,423	28,385
3 or 4 units	1,677	17,406	38,052
5 to 9 units	1,088	10,705	24,575
10 to 19 units	707	7,774	17,839
20 to 49 units	1,040	8,149	16,044
50 or more units	1,841	13,331	27,181
Mobile home	556	835	2,406
Boat, RV, van, etc.	0	0	143
Total Housing Units	21,619	129,394	415,269

Source: American Community Survey via Esri

Housing Units in Structure by Share, 2023



Source: American Community Survey via Esri

East Hartford’s housing stock is relatively old, with nearly half of all homes built between 1950 and 1969 and only 3% constructed after 2000, compared to 8% in the SMA and 10% regionwide. Overall, the median year built is 1961, matching the SMA and slightly older than the Capitol Planning Region. This aging housing stock may indicate a need for reinvestment, rehabilitation, and modernization, as older homes may not meet current energy, accessibility, or market expectations.

Housing Stock by Year Built, 2023

	East Hartford (PMA)		SMA		Capitol Planning Region	
	#	%	#	%	#	%
2020 or later	65	0%	397	0%	1,566	0%
2010 to 2019	270	1%	4,579	4%	16,959	4%
2000 to 2009	517	2%	5,209	4%	26,176	6%
1990 to 1999	1,030	5%	8,867	7%	31,067	7%
1980 to 1989	2,005	9%	15,036	12%	53,601	13%
1970 to 1979	2,358	11%	13,849	11%	54,681	13%
1960 to 1969	4,953	23%	18,492	14%	58,758	14%
1950 to 1959	5,077	23%	19,829	15%	69,489	17%
1940 to 1949	2,450	11%	11,350	9%	27,309	7%
1939 or earlier	2,894	13%	31,786	25%	75,663	18%
Total Housing Units	21,619	100%	129,394	100%	415,269	100%
Median Year Built	1961		1961		1966	
Median Age in Years	64		64		59	

Source: American Community Survey via Esri



Owner-Occupied Housing Stock

East Hartford’s owner-occupied housing is concentrated in the lower and mid-value ranges, with over half of homes (55%) valued below \$300,000, compared to just 31% in the SMA and 30% in the Capitol Planning Region. Higher-value homes are far less common: only 10% of East Hartford homes are valued above \$400,000, compared to roughly 34% in the SMA and 36% regionwide.

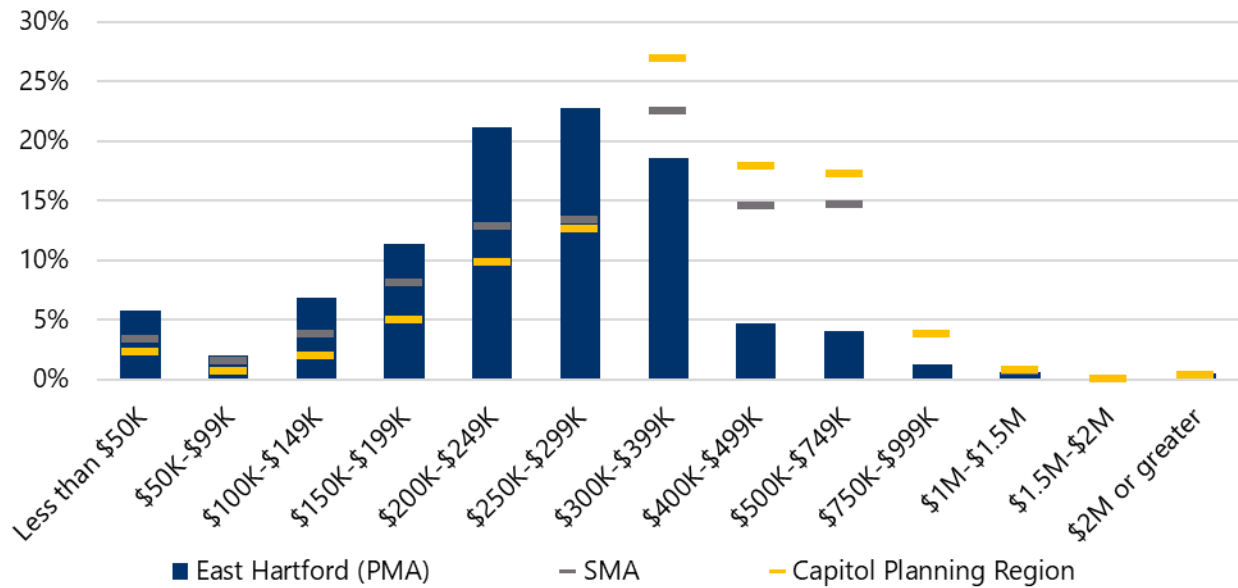
The median home value in East Hartford (\$256,048) is significantly lower than both the SMA (\$329,895) and the region (\$364,090), reflecting a more affordable ownership market but also indicating a limited supply of higher-end housing options.

Home Value Distribution, Owner-Occupied Homes, 2025

	East Hartford (PMA)	SMA	Capitol Planning Region
Less than \$50K	678	1,927	5,965
\$50K-\$99K	237	880	1,884
\$100K-\$149K	815	2,179	5,139
\$150K-\$199K	1,345	4,643	12,908
\$200K-\$249K	2,503	7,296	25,122
\$250K-\$299K	2,691	7,651	32,300
\$300K-\$399K	2,199	12,813	68,802
\$400K-\$499K	561	8,278	45,710
\$500K-\$749K	482	8,346	44,018
\$750K-\$999K	155	2,155	9,798
\$1M-\$1.5M	71	381	2,094
\$1.5M-\$2M	10	34	133
\$2M or greater	60	230	954
Total Owner-Occupied Units	11,807	56,813	254,827
Median Value	\$256,048	\$329,895	\$364,090

Source: Esri

Home Value Distribution, Owner-Occupied Homes, 2025



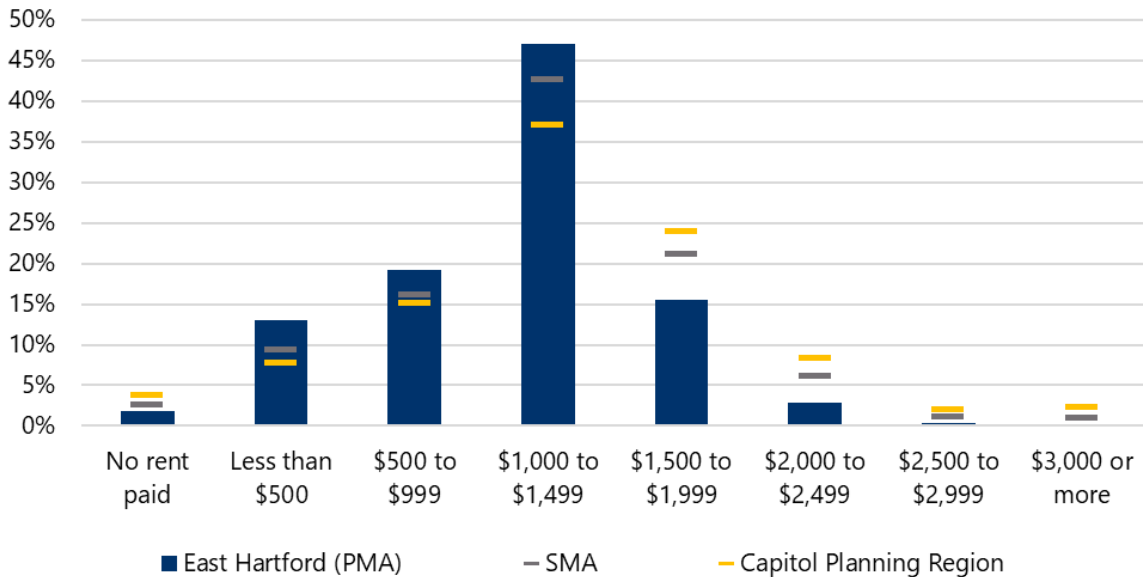
Source: Esri



Rental Housing Stock

East Hartford's rental market is concentrated in the lower rent ranges, with 79% of renters paying under \$1,500 per month, compared to 68% in the SMA and 60% in the Capitol Planning Region. The town has a larger share of very low-rent units, including 13% paying below \$500, which is higher than both the SMA and the region. Higher-rent units are far less common in East Hartford. Only 19% of renters pay \$1,500 or more per month, compared to 29% in the SMA and 36% regionwide, possibly reflecting limited availability of newer or higher-end rental housing.

Monthly Gross Rent Distribution, Renter-Occupied Homes, 2023



Source: Esri

The median gross rent in East Hartford (\$1,184) is lower than the SMA (\$1,281) and the Capitol Planning Region (\$1,351), underscoring a more affordable rental market but one that may lack the diversity of unit types and quality found elsewhere in the region.

Monthly Gross Rent Distribution, Renter-Occupied Homes, 2023

	East Hartford (PMA)	SMA	Capitol Planning Region
No rent paid	156	1,507	4,960
Less than \$500	1,099	5,583	10,389
\$500 to \$999	1,617	9,704	20,216
\$1,000 to \$1,499	3,965	25,646	49,849
\$1,500 to \$1,999	1,308	12,736	32,266
\$2,000 to \$2,499	236	3,672	11,267
\$2,500 to \$2,999	26	678	2,620
\$3,000 or more	15	577	3,095
Total Renter-Occupied			
Units	8,422	60,103	134,662
Median Rent	\$1,184	\$1,281	\$1,351

Source: Esri



Residential Building Permits

East Hartford has seen very limited residential construction over the past decade, issuing just 75 new housing permits between 2015 and 2023—an average of fewer than 9 units per year. Single-family homes accounted for 43 permits, with activity fluctuating modestly year-over-year and peaking at 20 units in 2023. Mobile home permits contributed another 32 units, concentrated in a few specific years.

Overall, the small volume of permitting highlights minimal new housing production, which likely contributes to constrained housing supply, aging housing stock, and limited options for households seeking newer or more modern units.

Residential New Construction Building Permits, East Hartford, 2015-2023

Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total
Mobile Home	2		10		10				10	32
Single Family	3	2	3	4	3	5	1	2	20	43
Total	5	2	13	4	13	5	1	2	30	75

Source: Town of East Hartford



For-Sale Market Trends

East Hartford's for-sale housing market, including both single-family homes and condominiums, continues to experience strong demand and limited supply.

Single-Family Market

Median Sales Prices

East Hartford's two ZIP Codes—06118 and 06108—continue to have some of the most affordable home prices in the SMA, with median sales prices of \$312,500 (06118) and \$282,500 (06108) in July–September 2025. Price growth over the past year has been modest, increasing only 2%–3%, compared to stronger appreciation in surrounding communities such as South Windsor, Glastonbury, and Hartford's 06112 ZIP Code (up 20%).

Median Sales Price by ZIP Code, Single-Family Homes, SMA

Geography	Median Sales Price			YoY % Change	
	Jul-Sep 2025	July-Sep 2024	July-Sep 2019	Jul-Sep 2025	July-Sep 2019
06073 (South Glastonbury)	\$790,000	\$675,000	\$557,058	17%	80%
06033 (Glastonbury)	\$700,000	\$595,000	\$380,000	18%	-1%
06105 (Hartford)	\$557,500	\$499,900	\$355,000	12%	12%
06074 (South Windsor)	\$525,000	\$445,500	\$292,400	18%	4%
06040 (Manchester)	\$350,000	\$357,500	\$215,000	-2%	13%
06042 (Manchester)	\$327,000	\$310,000	\$187,250	5%	3%
06118 (East Hartford)	\$312,500	\$305,000	\$174,500	2%	6%
06114 (Hartford)	\$301,500	\$295,000	\$150,000	2%	0%
06112 (Hartford)	\$290,000	\$242,500	\$125,750	20%	1%
06108 (East Hartford)	\$282,500	\$275,000	\$150,000	3%	0%
06106 (Hartford)	\$262,500	\$270,000	\$153,950	-3%	-1%
06120 (Hartford)	\$167,000	\$230,000	\$ 80,000	-27%	-46%

Inventory by ZIP Code, Single-Family Homes, SMA

Geography	Inventory			YoY % Change	
	Jul-Sep 2025	July-Sep 2024	July-Sep 2019	Jul-Sep 2025	July-Sep 2019
06033 (Glastonbury)	38	40	128	-5%	-28%
06118 (East Hartford)	34	45	105	-24%	-17%
06040 (Manchester)	31	30	115	3%	-19%
06074 (South Windsor)	28	33	113	-15%	-14%
06042 (Manchester)	23	27	63	-15%	-24%
06108 (East Hartford)	18	23	63	-22%	-23%
06106 (Hartford)	13	21	33	-38%	-28%
06073 (South Glastonbury)	10	8	35	25%	-22%
06105 (Hartford)	8	6	16	33%	-52%
06112 (Hartford)	6	12	24	-50%	-25%
06114 (Hartford)	5	11	32	-55%	23%
06120 (Hartford)	1	2	6	-50%	-50%

Note: ZIP Code area 06103 did not record any single-family home sales during the study periods

Source: Redfin

Inventory Trends

Inventory levels in East Hartford remain significantly lower than historical norms. In 2025, listings fell 24% in 06118 and 22% in 06108 year-over-year, indicating ongoing supply shortages across the region. Compared to 2019, inventory is down in East Hartford, indicating a tight market with limited availability—although still more inventory than in higher-priced areas like South Glastonbury.



Home Sales Activity

Sales activity shows signs of softening, particularly in ZIP Code 06108, where transactions dropped 44% from 2024. ZIP Code 06118 remains stable but is still down 3% year-over-year. These declines contrast with sales gains in South Glastonbury, Manchester, and Hartford ZIP area 06105. Overall, East Hartford demand is steady but constrained by limited inventory, buyer preferences, or slower appreciation relative to competing markets.

Price Per Square Foot

Despite slower growth in overall prices, East Hartford has seen solid appreciation in price per square foot, indicating underlying demand for its more affordable homes.

- 06118: Up 13% YoY
- 06108: Up 2% YoY

Both ZIP Codes have seen steady value gains but continue to trail nearby higher-growth markets such as Glastonbury and South Glastonbury.

Home Sales by ZIP Code, Single-Family Homes, SMA

Geography	Homes Sold			YoY % Change	
	Jul-Sep	July-Sep	July-Sep	Jul-Sep	July-Sep
	2025	2024	2019	2025	2019
06040 (Manchester)	86	76	128	13%	28%
06118 (East Hartford)	76	78	86	-3%	-1%
06074 (South Windsor)	71	73	104	-3%	9%
06033 (Glastonbury)	70	107	127	-35%	6%
06042 (Manchester)	42	40	68	5%	-12%
06073 (South Glastonbury)	27	13	14	108%	-52%
06108 (East Hartford)	24	43	45	-44%	7%
06106 (Hartford)	20	21	26	-5%	4%
06105 (Hartford)	12	9	5	33%	-50%
06114 (Hartford)	10	13	17	-23%	-26%
06112 (Hartford)	6	18	14	-67%	17%
06120 (Hartford)	1	5	6	-80%	500%

Price Per Square Foot by ZIP Code, Single-Family Homes, SMA

Geography	Median Price Per Square Ft.			YoY % Change	
	Jul-Sep	July-Sep	July-Sep	Jul-Sep	July-Sep
	2025	2024	2019	2025	2019
06073 (South Glastonbury)	\$ 260	\$ 195	\$ 156	33%	15%
06033 (Glastonbury)	\$ 257	\$ 235	\$ 160	10%	3%
06074 (South Windsor)	\$ 241	\$ 236	\$ 149	2%	4%
06118 (East Hartford)	\$ 239	\$ 212	\$ 131	13%	12%
06040 (Manchester)	\$ 222	\$ 206	\$ 128	8%	2%
06042 (Manchester)	\$ 216	\$ 210	\$ 129	3%	4%
06114 (Hartford)	\$ 211	\$ 205	\$ 113	3%	10%
06108 (East Hartford)	\$ 208	\$ 203	\$ 115	2%	7%
06112 (Hartford)	\$ 205	\$ 145	\$ 101	41%	19%
06106 (Hartford)	\$ 202	\$ 207	\$ 120	-2%	20%
06120 (Hartford)	\$ 174	\$ 185	\$ 67	-6%	-33%
06105 (Hartford)	\$ 172	\$ 177	\$ 101	-3%	-2%

Note: ZIP Code area 06103 did not record any single-family home sales during the study periods

Source: Redfin



Condominium Market

Median Sales Prices

East Hartford's condo prices remain among the most affordable in the SMA.

- 06118: \$202,000 (+4% YoY)
- 06108: \$198,500 (-8% YoY)

Price trends in East Hartford are more modest and less volatile than in surrounding markets. While places like South Windsor and South Glastonbury saw steady appreciation, 06108 experienced a notable year-over-year decline after a spike in 2024.

Inventory Trends

Condo inventory in East Hartford remains tight. Inventory dropped 50% in 06108 and 57% in 06118 over the past year. This decline is steeper than in most SMA markets, suggesting that East Hartford's limited condo stock is being absorbed quickly by buyers seeking lower-cost options.

Median Sales Price by ZIP Code, Condos, SMA

Geography	Median Sales Price			YoY % Change	
	Jul-Sep	July-Sep	July-Sep	Jul-Sep	July-Sep
	2025	2024	2019	2025	2019
06073 (South Glastonbury)	\$468,500	\$400,000	\$306,000	17%	28%
06074 (South Windsor)	\$335,000	\$310,000	\$175,000	8%	4%
06033 (Glastonbury)	\$322,000	\$327,000	\$192,000	-2%	16%
06106 (Hartford)	\$295,000	\$ 80,000	\$ 33,000	269%	-51%
06042 (Manchester)	\$270,000	\$248,250	\$132,716	9%	10%
06040 (Manchester)	\$205,000	\$187,500	\$ 59,500	9%	-50%
06118 (East Hartford)	\$202,000	\$195,000	\$104,000	4%	-3%
06108 (East Hartford)	\$198,500	\$215,000	\$144,950	-8%	59%
06120 (Hartford)	\$148,335	-	\$ 26,000	0%	0%
06105 (Hartford)	\$125,000	\$112,000	\$ 79,000	12%	3%
06114 (Hartford)	\$ 87,500	\$125,000	-	-28%	-
06103 (Hartford)	-	\$144,000	\$ 91,000	-	-53%
06112 (Hartford)	-	\$121,000	\$ 57,950	-	-3%

Inventory by ZIP Code, Condos, SMA

Geography	Inventory			YoY % Change	
	Jul-Sep	July-Sep	July-Sep	Jul-Sep	July-Sep
	2025	2024	2019	2025	2019
06033 (Glastonbury)	14	5	37	180%	32%
06105 (Hartford)	13	12	14	8%	-39%
06074 (South Windsor)	12	10	38	20%	-12%
06042 (Manchester)	11	7	12	57%	-25%
06114 (Hartford)	6	2	-	20%	-
06040 (Manchester)	5	8	16	-38%	-20%
06106 (Hartford)	5	2	7	150%	-36%
06108 (East Hartford)	4	8	5	-50%	-55%
06118 (East Hartford)	3	7	4	-57%	-20%
06120 (Hartford)	2	-	1	0%	0%
06073 (South Glastonbury)	1	3	7	-67%	75%
06103 (Hartford)	-	6	5	-	-58%
06112 (Hartford)	-	5	4	-	-67%

Source: Redfin



Sales Activity

Sales performance is split across East Hartford ZIP Codes:

- 06108: Sales jumped 50% YoY, indicating renewed demand despite declining prices.
- 06118: Sales fell 57% YoY, possibly due to reduced inventory rather than weakening demand.

Overall, condo activity in East Hartford appears constrained by supply.

Price Per Square Foot

Condo values per square foot show solid appreciation:

- 06108: \$184/SF (+3% YoY)
- 06118: \$182/SF (+6% YoY)

The strong long-term increase in 06108 suggests significant value gains in the lower-priced condo segment, while 06118 shows stability with modest recent appreciation.

Home Sales by ZIP Code, Condos, SMA

Geography	Homes Sold			YoY % Change	
	Jul-Sep	July-Sep	July-Sep	Jul-Sep	July-Sep
	2025	2024	2019	2025	2019
06074 (South Windsor)	35	23	33	52%	-13%
06033 (Glastonbury)	33	23	29	43%	0%
06105 (Hartford)	13	17	11	-24%	0%
06042 (Manchester)	12	12	16	0%	-36%
06108 (East Hartford)	9	6	8	50%	60%
06040 (Manchester)	8	18	14	-56%	-13%
06114 (Hartford)	6	1	-	50%	-
06106 (Hartford)	4	3	1	33%	-80%
06073 (South Glastonbury)	3	3	5	0%	150%
06118 (East Hartford)	3	7	5	-57%	0%
06120 (Hartford)	2	-	1	0%	0%
06103 (Hartford)	-	3	1	-	-50%
06112 (Hartford)	-	4	6	-	-33%

Price Per Square Foot by ZIP Code, Condos, SMA

Geography	Median Price Per Square Ft.			YoY % Change	
	Jul-Sep	July-Sep	July-Sep	Jul-Sep	July-Sep
	2025	2024	2019	2025	2019
06033 (Glastonbury)	\$ 269	\$ 254	\$ 143	6%	7%
06074 (South Windsor)	\$ 257	\$ 224	\$ 124	15%	4%
06073 (South Glastonbury)	\$ 236	\$ 215	\$ 158	9%	-1%
06042 (Manchester)	\$ 202	\$ 201	\$ 120	0%	13%
06106 (Hartford)	\$ 191	\$ 137	\$ 26	40%	-56%
06108 (East Hartford)	\$ 184	\$ 178	\$ 132	3%	81%
06118 (East Hartford)	\$ 182	\$ 171	\$ 109	6%	-5%
06040 (Manchester)	\$ 182	\$ 182	\$ 70	0%	-21%
06120 (Hartford)	\$ 149	-	\$ 30	0%	0%
06114 (Hartford)	\$ 143	\$ 116	-	6%	-
06105 (Hartford)	\$ 141	\$ 129	\$ 73	9%	-16%
06103 (Hartford)	-	\$ 224	\$ 115	-	-30%
06112 (Hartford)	-	\$ 135	\$ 49	-	-27%

Source: Redfin



Multifamily Market Trends

East Hartford's multifamily market shows signs of stability and steady demand, supported by relatively low vacancy rates and consistent rent growth. At the same time, the market remains underbuilt, with almost no new development activity in recent years. Together, these trends suggest a market with strong renter demand but limited opportunities for supply expansion—an imbalance that constrains tenant choice and may elevate future rent pressures.

Vacancy & Demand Conditions

As of Q4 2025, East Hartford's vacancy rate stands at 4.4%, matching the SMA average and only slightly below the Capitol Planning Region (4.5%). Vacancy has tightened from 5.1% in 2024, returning close to its 2019 level (4.2%) and indicating that recent supply-and-demand dynamics have stabilized following pandemic-era fluctuations. The fact that East Hartford maintains vacancy levels on par with the broader region—despite its older housing stock and limited new supply—signals steady, sustained renter demand.

Rent Levels & Growth Trends

East Hartford remains one of the most affordable rental markets in the region. Asking rents average \$1,356 per unit or \$1.76 per square foot, well below the SMA (\$1.86/SF) and the Capitol Planning Region (\$1.99/SF). Yet, affordability has not prevented solid rent appreciation:

- Asking rents have increased 0.4% year-over-year
- Effective rents are up a stronger 3.8% year-over-year—outpacing both regional benchmarks.

This pattern of low rents but above-average rent growth indicates persistent demand pressure and suggests that East Hartford may be undervalued relative to nearby markets. It also implies room for higher-quality or newly built product to command rents closer to regional norms.

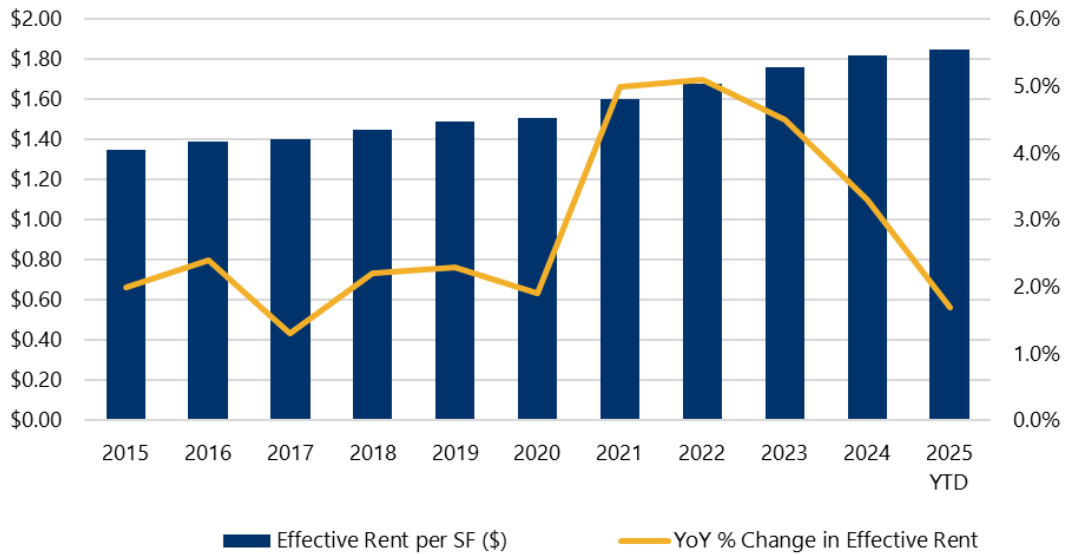
Multifamily Market Trends Overview

Metric	East Hartford (PMA)	SMA	Capitol Planning Region
Current Inventory			
Buildings	152	1,745	3,071
Units	6,033	44,064	93,485
Vacancy			
2025 Q4 Vacancy Rate	4.4%	4.4%	4.5%
2024 Vacancy Rate	5.1%	5.2%	4.8%
2019 Vacancy Rate	4.2%	5.1%	5.4%
Rent (Per Unit)			
2025 Q4 Asking Rent	\$1,356	\$1,526	\$1,753
2025 Q4 Effective Rent	\$1,350	\$1,516	\$1,742
Asking Rent (Per Square Foot)			
2025 Q4 Asking Rent	\$1.76	\$1.86	\$1.99
2024 Asking Rent	\$1.72	\$1.83	\$1.94
2019 Asking Rent	\$1.34	\$1.50	\$1.57
Year-over-Year % Change	0.4%	1.7%	2.7%
2019-2024 % Change, Annualized	5.1%	4.1%	4.3%
Effective Rent (Per Square Foot)			
2025 Q4 Effective Rent	\$1.76	\$1.85	\$1.98
2024 Effective Rent	\$1.72	\$1.82	\$1.93
2019 Effective Rent	\$1.33	\$1.49	\$1.56
Year-over-Year % Change	3.8%	2.3%	2.4%
2019-2024 % Change, Annualized	5.3%	4.1%	4.3%
Net Absorption (Units)			
2025 through Q4 Net Absorption	37	318	1,465
2024 Net Absorption	(21)	368	1,224
2020-2024 Average Net Absorption	(10)	448	1,068
2020-2024 Total Net Absorption	(51)	2,240	5,339
Deliveries & Pipeline (Units)			
2025 through Q4 Deliveries	-	42	1,295
2020-2024 Average Deliveries	0	489	1,057
2020-2024 Total Deliveries	0	2,447	5,287
2025 Q4 Under Construction	-	941	1,130

Source: CoStar



Multifamily Rent Trends, SMA, 2015-2025 Q4

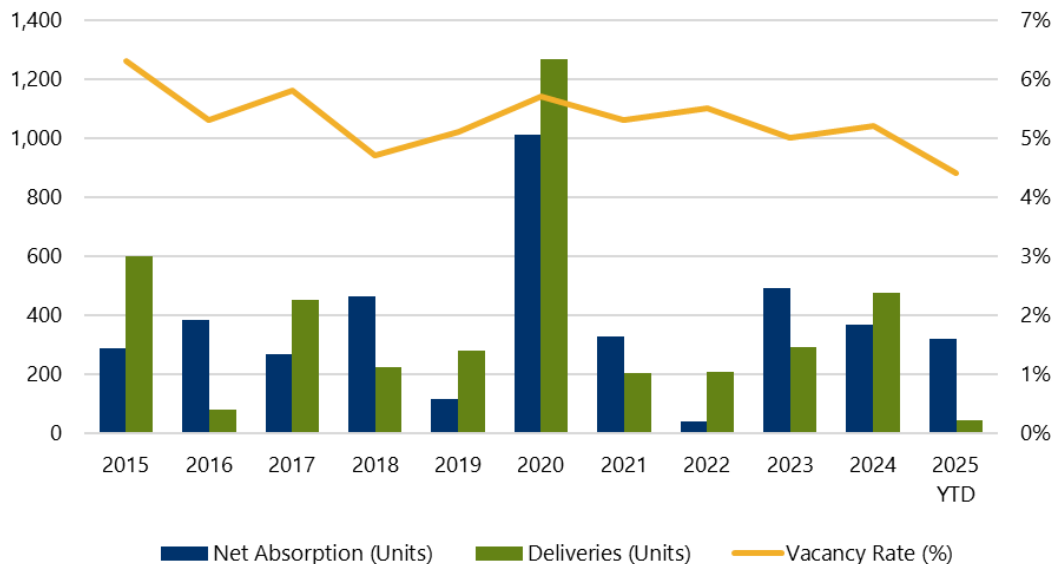


Source: CoStar

Absorption Trends

Absorption patterns underscore the market’s momentum but highlight recent volatility. East Hartford recorded positive absorption of 37 units in 2025, a rebound from the net loss of 21 units in 2024. However, averaged over the 2020–2024 period, absorption remained negative (average –10 units annually), which is in contrast to absorption in the SMA and region. This negative trend may be less of a signal of weak demand and more a reflection of aging inventory, limited unit turnover, and a lack of new product entering the market. The small supply of modern rentals makes it difficult for the market to meaningfully expand, suppressing long-term absorption potential.

Multifamily Market Performance, SMA, 2015-2025 Q4



Source: CoStar



Multifamily Properties Built After 2019, SMA

Property Address	City	Property Name	Rent Type	Market Segment	Number of Units	Year Built	Building Status
1143 Main St	Hartford	North Crossing Development - Phase II	Market	All	500	2027	Under Construction
240 Deming Rd	South Windsor		Affordable	All	55	2027	Proposed
30 Laurel St	Hartford				45	2027	Proposed
230 Scarborough St	Hartford		Market	All	68	2027	Proposed
936 Silver Ln	East Hartford	Concourse Park	Market	All	300	2027	Proposed
21 Wells St	Hartford		Market	All	126	2027	Proposed
99 Van Block Ave	Hartford	MLK Apartments	Affordable	All	155	2026	Under Construction
81-87 Main St	East Hartford		Market	All	20	2026	Proposed
31 Pratt St	Hartford		Market	All	37	2026	Under Construction
1355-1357 Main St	Hartford	Arrowhead Building	Market	All	22	2025	Under Construction
525 Main St	Hartford	The Donaghue	Market	All	42	2025	Existing
3580 Main St	Hartford	Bristle & Main Heights at Village at	Market/Affordable	All	155	2025	Under Construction
34 Park River Dr	Hartford	Park River	Market	All	76	2025	Under Construction
275 Pearl St	Hartford	HQ	Market	All	33	2025	Under Construction
55 Elm St	Hartford	The 55 Elm Club	Market	All	164	2024	Existing
31-1 Lillian Dr	Manchester	Apex Townhomes	Market	All	37	2024	Existing
140 Spencer St	Manchester	Manchester Connect55+	Market	Senior	128	2024	Existing
315 Trumbull St	Hartford	The Revel	Market	All	147	2024	Existing
98 Brookfield	Hartford		Market	All	6	2023	Existing
103 House St	Glastonbury	The Townhomes at Colonial Village	Market	All	17	2023	Existing
1212 Main St	Hartford	The Pennant at North Crossing Phase I	Market	All	270	2023	Existing
321 Oakland St	Manchester			All	37	2023	Abandoned
126 New Park Ave	Hartford	New Samaritan Parkville	Affordable	Senior	22	2023	Existing
99 Pratt St	Hartford	99 Pratt	Market	All	97	2022	Existing
191 Spencer St	Manchester	Apex One91	Market	All	110	2022	Existing
99 Main St	Hartford	Park & Main Apartments	Market/Affordable	All	126	2021	Existing
846 Asylum Ave	Hartford	Clover Gardens	Affordable	All	32	2021	Existing
929 Park St	Hartford	The Hub on Park	Market/Affordable	All	45	2021	Existing
111 Allyn St	Hartford	The Hartford Carriage House	Affordable	All	66	2020	Existing
338 Asylum St	Hartford	The Bond Residences	Market	All	116	2020	Existing
50 Morgan St	HARTFORD	The Millenium	Market	All	224	2020	Existing
289 Asylum St	Hartford	Hartford Lofts	Market	All	8	2020	Existing
61 Charles Dr	Manchester	Charles Drive Apartments	Market	All	67	2020	Existing
28 High St	Hartford		Affordable	All	28	2020	Existing
99 Park River Dr	Hartford	Village at Park River	Market/Affordable	All	430	2020	Existing
101-111 Pearl St	Hartford	Spectra Pearl	Market/Affordable	All	257	2020	Existing
100 Salmon Brook Dr	Glastonbury	Center Village	Affordable	Senior	72	2020	Existing

Source: CoStar



Housing Demand Potential

Understanding housing demand potential in a given market requires distinguishing between two key sources of demand: the need for *new housing units* and the ongoing *turnover* within the existing housing stock. New unit demand reflects the market's capacity to absorb additional housing supply, typically driven by net new households moving into the area or forming locally, as well as the need to replace units lost due to demolition, conversion, or long-term vacancy. This component is crucial for evaluating the feasibility of adding new residential development to the local inventory.

Turnover, meanwhile, shapes both the volume and composition of active housing demand. Even in areas with stable population levels, household mobility—such as renters relocating or owners downsizing—creates a continuous flow of housing transactions. This turnover fuels recurring demand for available units, influencing the types, tenures (owner vs. renter), and price points that are most in demand. In markets with high turnover, a larger number of households are searching for housing at any given time, increasing short-term demand pressure even if total household counts remain flat. Together, new unit demand and turnover provide a comprehensive view of housing market activity and potential.

New Owner Unit Demand Potential

In the East Hartford Primary Market Area (PMA), demand for new owner-occupied housing over the next five years is estimated at 434 units, driven by 356 net new owner households and an additional 78 units needed to replace homes expected to be removed from the market. The strongest growth is projected among households earning \$25,000–\$34,999 and \$50,000–\$74,999, which together account for nearly 475 units of demand. These increases likely reflect both affordability constraints in the regional for-sale market and a potential shift of moderate-income renters into homeownership if appropriately priced housing options are available.

Several income brackets—including \$35,000–\$49,999, \$75,000–\$99,999, and \$150,000–\$199,999—show projected net declines in owner households, indicating potential turnover, loss of affordability, or preference shifts toward rental housing in these segments. Overall, East Hartford's market shows meaningful opportunities to support entry-level and moderately priced housing, particularly townhomes, small-lot single-family homes, and attainable starter homes—while also reinforcing the need to preserve existing affordable ownership options as demand strengthens across multiple income groups.

New Owner Unit Demand, East Hartford, PMA, 2025-2030

Household Income	Current Owner Households	Owner Share of All Households	Projected			
			Net New Owner Households	Annual Removal Rate	Projected Removals over 5 Years	Total Owner Unit Demand
<\$15,000	497	23%	27	0.33%	8	35
\$15,000-\$24,999	409	31%	13	0.33%	7	20
\$25,000-\$34,999	472	32%	157	0.27%	6	163
\$35,000-\$49,999	1,508	55%	(126)	0.22%	16	(109)
\$50,000-\$74,999	1,589	52%	300	0.14%	11	311
\$75,000-\$99,999	2,396	72%	(159)	0.09%	11	(148)
\$100,000-\$149,999	2,776	85%	170	0.07%	9	179
\$150,000-\$199,999	1,537	88%	(93)	0.07%	5	(87)
\$200,000+	1,151	88%	67	0.07%	4	71
Total	12,334	61%	356	0.13%	78	434

Source: Esri, ACS, AHS, Camoin Associates



New Renter Unit Demand Potential

In the East Hartford PMA, renter demand over the next five years is expected to remain modest, with a projected 114 units of total renter demand. This total reflects 127 units of replacement demand due to expected removals from the rental stock, offsetting a slight net decline of 12 renter households expected between 2025 and 2030. Overall, the market shows a mix of contraction and growth across income cohorts, signaling shifting renter preferences and affordability pressures.

The strongest growth is projected among moderate-income renter households, particularly those earning \$50,000–\$74,999, who generate 192 units of demand—by far the largest of any income group—with additional demand coming from households earning \$25,000–\$34,999 and \$100,000–\$149,999, which together contribute another 121 units. These increases suggest continued need for both workforce-oriented rental housing and higher-quality market-rate options that appeal to mid- and upper-middle-income renters. In contrast, several income groups show notable declines, including renters earning \$35,000–\$49,999, \$75,000–\$99,999, and \$150,000–\$199,999; these segments are projected to experience negative net household growth, suggesting out-migration, transitions to ownership, or movement toward newer products elsewhere in the region. Replacement demand also remains an important driver of rental needs, with an annual removal rate of 0.32%, reinforcing the importance of reinvestment and preservation in an aging rental housing stock.

Taken together, these trends indicate that East Hartford’s rental market is stable but evolving, with clear opportunities in mid-range market-rate housing and continued pressure for affordable and workforce units. While some income segments are shrinking, strong replacement needs and moderate-income household growth underscore the ongoing necessity of rental housing investment.

New Renter Unit Demand, East Hartford, PMA, 2025-2030

Household Income	Current Renter Households	Renter Share of All Households	Projected			
			Net New Renter Households	Annual Removal Rate	Projected Removals over 5 Years	Total Renter Unit Demand
<\$15,000	1,616	77%	(30)	0.49%	40	10
\$15,000-\$24,999	910	69%	(11)	0.33%	15	4
\$25,000-\$34,999	1,002	68%	48	0.31%	16	63
\$35,000-\$49,999	1,233	45%	(48)	0.29%	18	(30)
\$50,000-\$74,999	1,492	48%	173	0.25%	19	192
\$75,000-\$99,999	926	28%	(143)	0.23%	11	(132)
\$100,000-\$149,999	478	15%	53	0.22%	5	58
\$150,000-\$199,999	201	12%	(83)	0.22%	2	(81)
\$200,000+	150	12%	29	0.22%	2	30
Total	8,009	39%	(12)	0.32%	127	114

Source: Esri, ACS, AHS, Camoin Associates



Regional Demand Capture Potential

The projected five-year demand for 549 new housing units in East Hartford reflects a combination of modest net new household growth (344 households) and a relatively high level of unit removals (205 units), consistent with the community's aging housing stock. Demand is strongest among households earning \$50,000–\$74,999 (503 units) and \$25,000–\$34,999 (227 units), while several higher-income brackets show negative net growth—indicating that the town must balance needs for both attainable and middle-tier housing. Despite this, the PMA's baseline capture rate of regional demand—26.3% for owner households and 9.2% for renters—produces total demand of 549 units, far exceeding planned deliveries.

New Housing Unit Demand Summary, East Hartford, PMA, 2025-2030

Household Income	Current Households	Net New Households	Projected Removals	Total Housing Demand
<\$15,000	2,113	(3)	48	45
\$15,000-\$24,999	1,319	3	22	24
\$25,000-\$34,999	1,474	205	22	227
\$35,000-\$49,999	2,741	(174)	34	(140)
\$50,000-\$74,999	3,081	473	30	503
\$75,000-\$99,999	3,322	(302)	21	(281)
\$100,000-\$149,999	3,254	223	15	237
\$150,000-\$199,999	1,738	(176)	7	(168)
\$200,000+	1,301	95	6	101
Total	20,343	344	205	549

Source: Esri, ACS, AHS, Camoin Associates

PMA Share of SMA Population and Housing Indicators

	East Hartford (PMA)	Secondary Market Area	Share in East Hartford
Demographics			
Total Population, 2025	50,583	293,426	17%
Population Growth, 2020-2025	(462)	(463)	100%
Population Growth, 2010-2025	(694)	(978)	71%
Total Households, 2025	20,343	119,062	17%
Household Growth, 2020-2025	181	2,531	7%
Household Growth, 2010-2025	139	6,001	2%
Housing Stock			
Owner Units, 2025	11,807	56,829	21%
Renter Units, 2025	8,536	62,233	14%
Market Transactions			
Multifamily Absorption (Last 5 Years)	(14)	2,558	-1%
Single-Family Home Sales (Last 5 Years)	2,696	10,881	25%
Condominium Sales (Last 5 Years)	307	3,078	10%

Source: Esri, CoStar, HUD SOCDS, Redfin

Under the baseline scenario, East Hartford is expected to receive 434 owner and 114 renter units in demand over the next five years. However, with only 10 owner units of planned development currently in the pipeline, the town is positioned to meet just a small fraction of its supportable demand. Planned deliveries amount to 2% of owner demand and, because of one large project, a temporary oversupply of renter units, though this does not reflect underlying long-term need.¹

A growth scenario—one that better reflects East Hartford's true share of regional households and its demonstrated strength in both single-family and condo sales—assumes a 30% owner capture and 25% renter capture. Under these conditions, demand increases significantly to 806 total units (495 owner, 310 renter). Even with the same 451 planned deliveries, the town would still face unmet demand for 345 units, primarily concentrated in ownership housing but with substantial opportunity across rental segments as well.

¹ Note this demand analysis includes 451 rental units that are not yet under construction but are almost through the proposal phase and will likely deliver units in the next few years.



New Housing Unit Demand Potential, Baseline and Growth Scenarios, 2025-2030

	<u>SMA Demand</u>			<u>PMA Demand Capture (Baseline)</u>			<u>PMA Demand Capture (Growth)</u>		
	Owner	Renter	Total	Owner	Renter	Total	Owner	Renter	Total
PMA Demand Capture Rate	--	--	--	26%	9%	19%	30%	25%	28%
5-Year New Unit Demand	1,651	1,241	2,893	434	114	549	495	310	806
Planned Deliveries									
Market-Rate	56	668	724	0	400	400	0	400	400
Affordable	4	310	314	10	51	61	10	51	61
Total Planned Deliveries	60	978	1,038	10	451	461	10	451	461
Share of Demand Met by									
Planned Deliveries	4%	79%	36%	2%	394%	84%	2%	145%	57%
Net Supportable Demand	1,591	263	1,855	424	(337)	88	485	(141)	345

Source: Camoin Associates

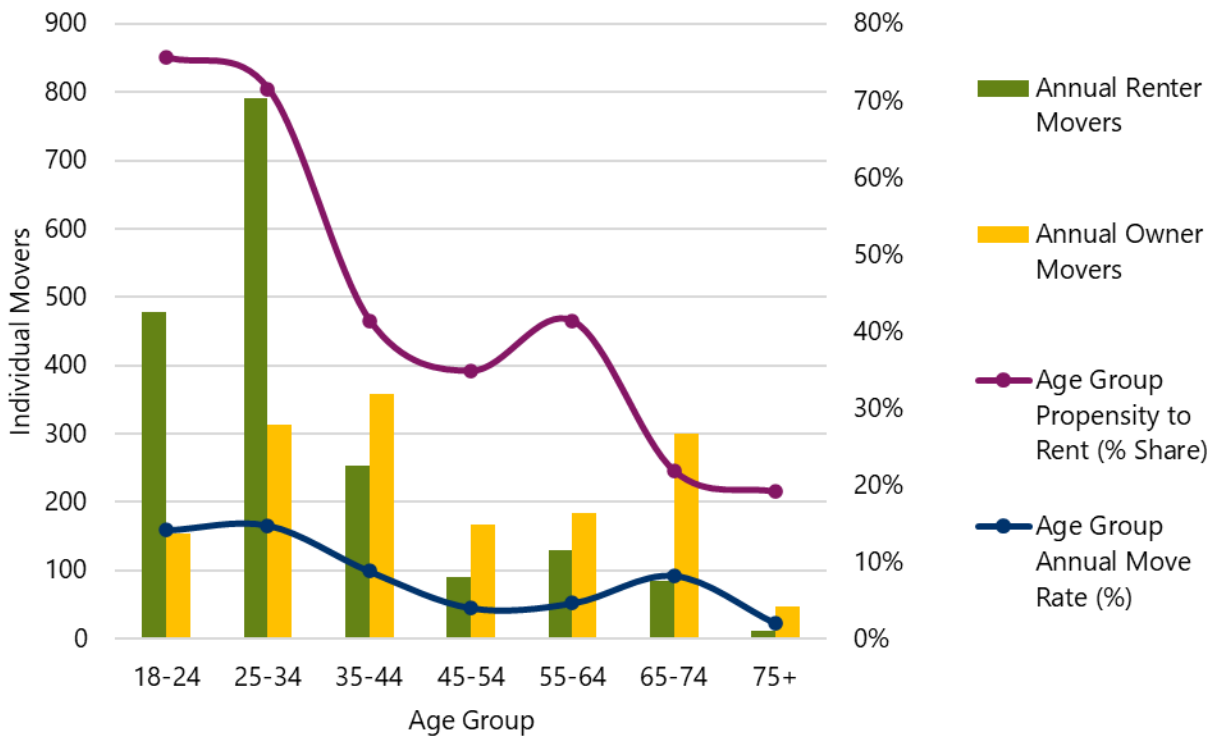
Taken together, the data indicate that East Hartford is structurally underproducing housing relative to its size and market position. By increasing development capacity—possibly through infill, mixed-use, and redevelopment opportunities—the town could capture a greater share of regional demand, support neighborhood revitalization, and expand housing choice for a broad spectrum of households. Strategic investment and policy alignment would allow East Hartford not only to meet baseline demand but to reposition itself for stronger future growth aligned with its regional importance.



Demand Composition

The composition of housing demand in East Hartford reflects a market that is both highly mobile and deeply segmented by income and tenure. Although renters make up only 39% of all households, they account for the majority of annual movers—approximately 1,836 renter movers per year, compared to 1,526 owner movers. This pattern mirrors national trends in which renter households exhibit higher mobility. Age cohort patterns further reinforce the divide: younger households—especially those aged 18 to 34—drive most rental demand, showing the highest propensity to rent and the strongest likelihood of moving in a given year. Meanwhile, owner-household mobility is concentrated among middle-aged and older adults, with the highest ownership-driven turnover occurring among those aged 64–74.

Annual Housing Demand Composition, Individual Movers by Age and Tenure



Source: Camoin Associates, Esri, ACS



Income level strongly shapes the nature of demand. Among owners, housing demand is concentrated in middle- and upper-income brackets with 40% of owner demand coming from those earning over \$100,000 and supporting home values above \$447,000. Almost 20% of owner demand is concentrated in households earning \$75,000-\$99,999.

Owner Housing Demand Composition

Household Income	Maximum Home Price	Annual Total		Share of Total Owner Demand
		Owner Demand	5-Year Total Owner Demand	
<\$35,000	\$71,000	95	476	14%
\$35,000-\$49,999	\$120,000	93	467	14%
\$50,000-\$74,999	\$202,000	98	488	14%
\$75,000-\$99,999	\$283,000	127	637	19%
\$100,000-\$149,999	\$447,000	154	771	22%
\$150,000-\$199,999	\$611,000	69	347	10%
\$200,000+	--	48	242	7%
Total		685	3,427	100%

Source: Esri, ACS, AHS, Camoin Associates

Rental demand is heavily weighted toward lower-income households. Nearly half (48%) of all renters earn under \$35,000, corresponding to a maximum affordable rent of around \$600 per month, while another 33% fall below the \$75,000 income level. This underscores a substantial and persistent need for affordable options even as higher-income renters increasingly contribute to net new growth.

Renter Housing Demand Composition

Household Income	Maximum Monthly Rent	Annual Total		Share of Total Renter Demand
		Renter Demand	5-Year Total Renter Demand	
<\$35,000	\$600	389	1,946	48%
\$35,000-\$49,999	\$1,000	121	606	15%
\$50,000-\$74,999	\$1,600	146	729	18%
\$75,000-\$99,999	\$2,200	81	407	10%
\$100,000-\$149,999	\$3,500	42	211	5%
\$150,000-\$199,999	\$4,700	14	72	2%
\$200,000+	--	10	50	1%
Total		804	4,020	100%

Source: Esri, ACS, AHS, Camoin Associates

East Hartford therefore faces a dual market reality: robust and continuous rental turnover driven by lower-income households, paired with steady and rising ownership demand concentrated among higher-income households. Together, these dynamics highlight the need for diversified housing production that meets both ends of the market—expanding affordable rental supply while ensuring adequate for-sale product for upwardly mobile and higher-income households.



Senior Housing Market

As the baby boomer generation ages, demand for senior housing is expected to grow, fueled by longer life expectancy, medical advances, and more seniors working later in life. A wide range of living arrangements exists to meet the diverse needs and preferences of older adults, from aging in place to more supportive residential settings.

Some seniors, particularly those with greater financial means, modify their homes to accommodate aging, while others downsize into apartments, condos, or independent living communities that offer amenities like meals, housekeeping, fitness centers, and social activities. As health or mobility declines, assisted living facilities provide a balance of residential comfort and medical support, including help with daily activities and access to healthcare services. For those with more complex medical needs, skilled nursing facilities offer 24-hour care in a clinical setting, often including therapy and memory care.

East Hartford's senior housing needs are shaped by a sizable and growing population of residents aged 65 and older, even as the 55–64 cohort is projected to decline. Over the next five years, the number of senior households is projected to rise by 305, driven primarily by growth in households aged 65–74 and 75+, which together add more than 700 households. This demographic shift signals increasing demand for housing that accommodates aging residents across a spectrum of incomes and care needs.

The town's existing supply of age-restricted housing is almost exclusively rental and totals around 850 units, representing 29.7% of all senior renter households but 0% of senior owner households. This imbalance reflects a reliance on income-restricted senior rentals.

Senior and Elderly Housing Inventory , East Hartford (PMA)

Property Name	Address	Units	Type / Designation
Shea Gardens	—	47	Elderly/Disabled
Rochambeau	68 Silver Ln.	50	Elderly/Disabled
Meadow Hill	101 Connecticut Blvd.	120	Elderly/Disabled
Elms Village	—	85	Elderly/Disabled
The Highlands	1403 Main St.	54	Elderly/Disabled
Heritage Gardens	163 School St.	46	Elderly/Disabled
Raymond Miller Gardens	452 Main St.	86	Elderly/Disabled
Hutt Heights	Cannon Rd.	29	Elderly/Disabled
St. Mary's Elderly Apartments	1451 Main St.	56	Senior
St. Elizabeth Manor	41 Applegate Ln.	60	Senior
Willow Arms	446 Main St.	95	Senior
Hartford East Apartments	886 Main St. (55+)	122	Senior
Total	—	850	

Source: East Hartford Housing Authority, Apartment Finder

Using American Housing Survey benchmarks, which indicate that 8% of senior owners and 30% of senior renters in New England choose age-restricted housing, East Hartford could theoretically support up to 584 additional age-restricted units today. Over a five-year horizon, the town could support up to 345 new units, even after adjusting for anticipated household changes. Most of this potential demand comes from owner households—reflecting a sizable segment of older adults who may prefer to downsize into age-appropriate housing but currently lack local options.



While the theoretical maximum represents the upper bound of market feasibility, dedicating all new residential development solely to senior housing would limit the city's ability to address pressing needs among younger renters, families, and first-time homebuyers. However, incorporating a meaningful share of age-restricted housing into a broader development strategy could serve multiple goals: meeting the needs of an aging population, alleviating affordability pressures among lower-income seniors, and freeing up single-family homes as older adults transition into more appropriate settings.

Age-Restricted Housing Demand

	Owner	Renter	Total
Current 55+ Households	6,965	2,861	9,826
Age 55-64	2,345	1,655	4,000
Age 65-74	2,653	741	3,394
Age 75+	1,967	465	2,432
Projected Change in 55+ Households	334	(29)	305
Age 55-64	(253)	(178)	(431)
Age 65-74	253	71	324
Age 75+	333	79	412
Future 55+ Households	7,299	2,832	10,131
Age 55-64	2,092	1,477	3,569
Age 65-74	2,906	812	3,718
Age 75+	2,300	544	2,844
Current Age-Restricted Housing Stock	0	850	850
Current Share in Age-Restricted Housing	0.0%	29.7%	8.7%
Planned Age-Restricted Unit Deliveries			0
Future Share in Age-Restricted Housing	0.0%	30.0%	8.4%
Target Share in Age-Restricted Housing	8%	30%	
New Demand Potential for Age-Restricted Units	584	(0)	584
Max Supportable over 5 Years	485	(141)	345

Source: Camoin Associates, Esri, ACS, American Housing Survey



5. RETAIL MARKET ANALYSIS

This section evaluates retail market conditions in East Hartford, focusing on supply, demand, vacancy, rents, and development activity. These indicators help clarify opportunities for reinvestment, business attraction, and repositioning of existing commercial space.

Retail Space Market Trends

The retail market in the PMA reflects many of the same challenges facing brick-and-mortar retail nationwide—softening demand, rising vacancy, and limited new construction—yet it also shows signs of stabilizing and opportunities for targeted improvement. The PMA contains 2.87 million square feet of retail space across 303 buildings.

Retail vacancy rose sharply in 2024, climbing to 11.5%, before improving to 5.6% in Q4 2025. Although elevated relative to the SMA (4.1%) and the Capitol Planning Region (4.3%), the downward shift from 2024 may suggest that East Hartford is beginning to absorb some previously vacant space. Still, today's vacancy is higher than pre-pandemic levels (4.8% in 2019), reflecting structural changes in retail demand.

Rents in East Hartford remain significantly lower than in the surrounding region, with NNN rents averaging \$12.44 per square foot in 2025—well below the SMA (\$17.97/SF) and regional average (\$17.11/SF). East Hartford is the only geography showing declining rents year-over-year (-1.1%), and the only one with negative annualized rent growth since 2019 (-1.5%). These patterns signal weaker pricing power for landlords and the need for reinvestment, tenant improvements, or repositioning to compete with stronger submarkets.

Demand indicators confirm ongoing challenges. East Hartford recorded -39,540 square feet of net absorption in 2025, following a severe -244,549 square feet loss in 2024, partially driven by the demolition of Silver Lane Plaza.

Retail Market Trends Overview

Metric	East Hartford (PMA)	SMA	Capitol Planning Region
Current Inventory			
Buildings	303	1,887	5,807
Square Feet	2,871,483	19,686,657	62,579,549
Vacancy			
2025 Q4 Vacancy Rate	5.6%	4.1%	4.3%
2024 Vacancy Rate	11.5%	5.0%	5.1%
2019 Vacancy Rate	4.8%	3.4%	3.9%
NNN Rent (Per Square Foot)			
2025 Q4 NNN Rent	\$12.44	\$17.97	\$17.11
2024 NNN Rent	\$12.58	\$15.86	\$16.80
2019 NNN Rent	\$13.57	\$15.52	\$14.80
Year-over-Year % Change	(1.1%)	13.3%	1.8%
2019-2024 % Change, Annualized	(1.5%)	0.4%	2.6%
Net Absorption (SF)			
2025 through Q4 Net Absorption	(39,540)	10,710	433,183
2024 Net Absorption	(244,549)	(302,680)	(356,339)
2020-2024 Average Net Absorption	(37,299)	(14,790)	(6,664)
2020-2024 Total Net Absorption	(186,496)	(73,952)	(33,318)
Deliveries & Pipeline (SF)			
2025 through Q4 Deliveries	-	49,998	157,042
2020-2024 Average Deliveries	5,194	71,007	240,485
2020-2024 Total Deliveries	25,968	355,037	1,202,426
2025 Q4 Under Construction	-	-	52,519
Leasing Activity (SF)			
2025 through Q4 Leasing Activity	66,387	260,427	700,602
2024 Leasing Activity	11,445	139,810	831,608
2020-2024 Average Leasing Activity	41,885	217,767	824,782
2020-2024 Total Leasing Activity	209,423	1,088,835	4,123,911

Source: CoStar

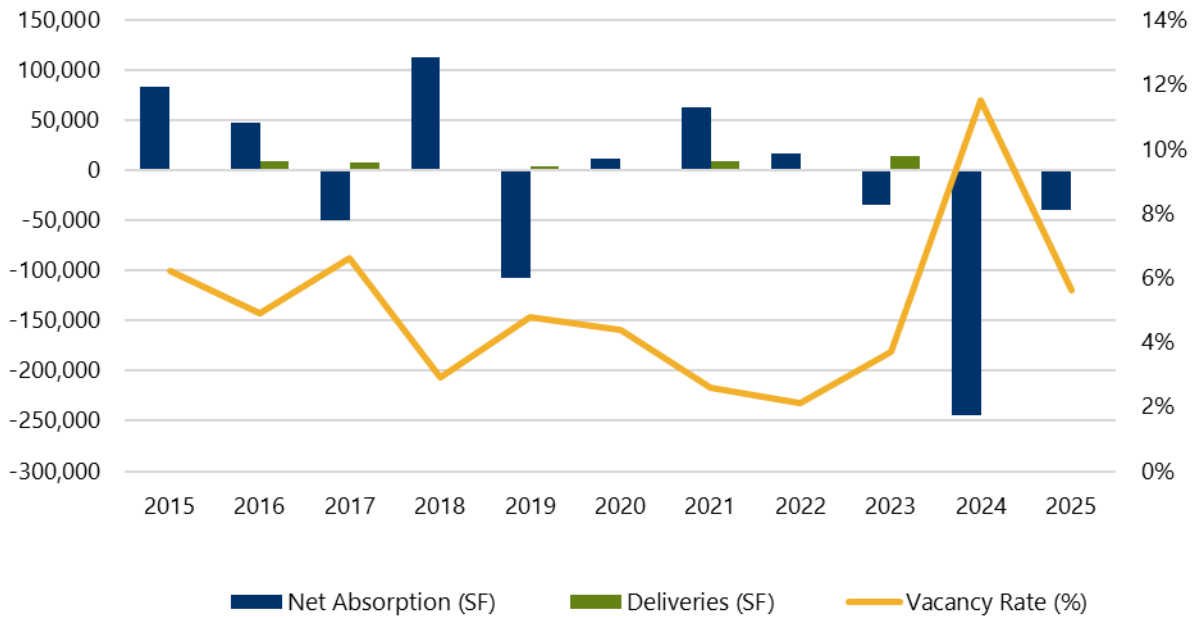


Across the 2020–2024 period, the PMA lost 186,496 square feet of occupied retail space which was more than double the losses seen in the SMA and Capitol Planning Region.

Unlike the broader region, East Hartford has seen little new development. Between 2020 and 2024, the PMA delivered just 25,968 square feet, averaging about 5,200 square feet per year. No new retail projects were delivered or under construction through Q4 2025.

Leasing activity in 2025 has rebounded somewhat, totaling 66,387 square feet, but remains below regional norms and below the pace required to offset absorption losses sustainably.

Retail Market Performance, East Hartford (PMA), 2015-2025 Q4



Source: CoStar

Taken together, these trends show that East Hartford’s retail market faces meaningful structural challenges, including higher-than-average vacancy, declining rent levels, and persistent negative absorption, all of which signal weakened tenant demand and an aging retail supply. The near absence of new development further limits opportunities to introduce modern retail formats that could refresh the local inventory and attract stronger tenants. Although leasing activity showed improvement in 2025, it remains below the pace required to reverse long-term occupancy losses. With targeted interventions and repositioning efforts, East Hartford may be able to stabilize its retail environment and better align supply with evolving market demand.



Retail Space Built After 2019, SMA

Property Address	City	Property Name	Secondary Type	SF	Year Built	Building Status
957 Main St	East Hartford	Gateway Square	Bank	4,000	2027	Proposed
150-158 Sullivan Ave	South Windsor	The Corner's of Sullivan, Rye & RT-5	Storefront Retail/Office	32,200	2025	Existing
295 Washington St	Hartford		Retail, Restaurant	5,280	2025	Existing
207 Buckland Rd	South Windsor		Restaurant	5,000	2025	Existing
11 Cedar Ave	South Windsor	Chipotle	Fast Food	2,325	2025	Existing
19 Cedar Ave	South Windsor	Cold Stone Creamery/Shopping Center		3,400	2025	Existing
2815 Main St	Glastonbury South	Peoples Bank Banking Center, VideoBankerITM & ATM	Freestanding	1,793	2025	Existing
800-810 Evergreen Way	Windsor	Whole Foods	Supermarket	50,000	2024	Existing
212 Spencer St	Manchester	Starbucks Coffee	Fast Food	2,079	2024	Existing
1014 Sullivan Ave	South Windsor	Subway/Shopping Center		2,520	2024	Existing
25 Cedar Ave	South Windsor	Peoples Bank Banking Center & VideoBankerITM	Storefront	10,000	2023	Existing
601 Evergreen Way	South Windsor	Shake Shack	Restaurant	5,680	2023	Existing
179 Main St	East Hartford	Conoco	Convenience Store	2,000	2023	Existing
214 Prospect Ave	Hartford	MacDonald's		8,000	2023	Existing
487 Tolland St	East Hartford	Tire Guys LLC		6,568	2023	Existing
255 Silver Ln	East Hartford	Sunoco	Convenience Store	4,000	2023	Existing
75 Burnside Ave	East Hartford	CITGO	Convenience Store	2,000	2022	Existing
115 New London Tpke	Glastonbury	Chase Bank	Bank	3,511	2022	Existing
190 Buckland Rd	South Windsor		Bank	3,000	2021	Existing
198 Buckland Rd	South Windsor		Supermarket	20,487	2021	Existing
1120 Burnside Ave	East Hartford	Dollar General	Freestanding	9,100	2021	Existing
1428 Pleasant Valley Rd	Manchester	Chick-Fil-A		4,807	2021	Existing



10 Sedona Cir	South Windsor	The Learning Experience	Day Care Center	10,000	2021	Existing
120 Spencer St	Manchester	Dollar General	Freestanding	8,000	2021	Existing
818 Sullivan Ave	South Windsor	Valvoline Oil Change and Car Wash	Auto Repair	3,000	2021	Existing
1220 Tamarack Ave	South Windsor	Costco Wholesale	Freestanding	161,000	2021	Existing
85 Evergreen Way	South Windsor	The Shops at Evergreen Walk		6,432	2021	Existing
400 Hebron Ave	Glastonbury	Hebron Avenue	Storefront Retail/Office	20,000	2020	Existing
2955 Main St	Glastonbury	Aspen Dental/ Shopping Center		10,553	2020	Existing
340 Buckland Rd	South Windsor	Hannoush Jewelers/ Shopping Center	Storefront Retail/Office	16,000	2019	Existing
320 Buckland Hills Dr	Manchester	BJ's Restaurant & Brewhouse	Freestanding	7,557	2019	Existing
475 Flatbush Ave	Hartford	Charter Oak Marketplace	Freestanding	10,000	2019	Existing
398-400 Hebron Ave	Glastonbury	Shopping Center/ Trader Joe's	Freestanding	1,400	2019	Existing
402 Hebron Ave	Glastonbury	Trader Joe's/ Shopping Center	Freestanding	2,200	2019	Existing
10 Jennings Rd	Hartford	Pride Hartford Travel Center	Truck Stop	7,395	2019	Existing
639 Main St	East Hartford	Dunkin'	Fast Food	4,000	2019	Existing
1229 Main St	Manchester	CVS Pharmacy	Freestanding	14,600	2019	Existing
2945 Main St	Glastonbury	Sherwin-Williams Paint Store/Shopping Center		14,503	2019	Existing
176 Tolland Tpke	Manchester	Big Y Express	Service Station	2,128	2019	Existing
77 Weston St	Hartford	Land Rover	Auto Dealership	20,000	2019	Existing

Source: CoStar, Google Maps, Camoin Associates



Consumer Spending

The table below shows the overall retail potential of various retail categories, where an index value of 100 represents the average amount of spending for a product or service is equal to the national average, values above 100 represent relatively high average spending, and values below 100 represent relatively low average spending.

In both East Hartford and the SMA, the Spending Potential Index has relatively low values across nearly all categories. Average spending is higher in the SMA, where the total Spending Potential Index is 88, compared to 78 in the PMA.

Overall, East Hartford residents spend an average of \$23,700 each year on retail categories, with the most spending at Food and Beverage Stores (driven by grocery spending), and Food Service and Drinking Places (restaurants), followed by General Merchandise Stores (including warehouse clubs and supercenters). These are also the three largest spending categories for the SMA.

Retail Demand by Industry

Industry Summary	PMA (East Hartford)			SMA		
	Spending Potential Index	Avg. Amt. Spent	Total Spending	Spending Potential Index	Avg. Amt. Spent	Total Spending
Motor Vehicle & Parts Dealers	76	\$2,457.61	\$49,995,194	86	\$2,780.00	\$330,992,551
Furniture and Home Furnishings Stores	76	\$757.54	\$15,410,658	88	\$868.89	\$103,451,790
Electronics and Appliance Stores	79	\$226.43	\$4,606,325	91	\$258.56	\$30,784,856
Bldg Material & Garden Equipment & Supplies Dealers	75	\$1,042.27	\$21,202,921	83	\$1,150.65	\$136,999,242
Food and Beverage Stores	79	\$4,488.52	\$91,309,902	90	\$5,095.45	\$606,674,497
Health and Personal Care Stores	81	\$668.42	\$13,597,699	88	\$730.11	\$86,928,604
Gasoline Stations	80	\$3,068.56	\$62,423,650	88	\$3,356.10	\$399,584,547
Clothing and Clothing Accessories Stores	79	\$995.91	\$20,259,881	91	\$1,152.66	\$137,237,564
Sporting Goods, Hobby, Musical Instrument, and Book Stores	76	\$352.69	\$7,174,717	88	\$409.71	\$48,781,229
General Merchandise Stores	79	\$3,495.00	\$71,098,762	89	\$3,947.09	\$469,948,444
Miscellaneous Store Retailers	77	\$483.20	\$9,829,640	87	\$543.73	\$64,737,957
Nonstore Retailers	77	\$2,157.02	\$43,880,268	89	\$2,467.70	\$293,809,457
Food Services & Drinking Places	76	\$3,548.47	\$72,186,545	89	\$4,165.65	\$495,971,176
Total, Retail Trade and Food Services	78	\$23,741.64	\$482,976,162	88	\$26,926.32	\$3,205,901,914

Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri



Retail Gap Analysis

The retail leakage analysis focuses on East Hartford, the immediate trade area that represents the most reliable customer base for local businesses. This area is especially important for convenience-oriented retail, such as grocery stores, pharmacies, and quick-service restaurants, which rely heavily on customers who live or work nearby.

Methodology

In a retail gap analysis, the existing retail sales ("supply") of trade area businesses are compared to the estimated retail spending of trade area residents ("demand"). The difference between demand and supply is referred to as the "retail gap," which can be positive or negative. When the demand (spending by trade area residents) for goods or services is greater than sales at local trade area businesses, sales are said to "leak" out of the trade area, creating a positive retail gap (i.e., sales leakage). Conversely, if the supply of goods sold (local trade area sales) exceeds trade area demand (spending by trade area residents), it is assumed that nonresidents are coming into the trade area and spending money, creating a negative retail gap (i.e., sales surplus).

Sales leakage and sales surplus carry different implications. In many cases, sales leakage presents an opportunity to capture unmet demand in a trade area since a percentage of residential spending occurs outside the area. This demand can be met within the trade area by opening new businesses or expanding existing businesses within retail sectors that show sales leakage. *However, not all retail categories that exhibit sales leakage within a particular trade area are a good fit for the region. Rapidly changing retail norms have long-term consequences for potential buildout of retail space. It is important to consider that while there may be leakage indicated for a certain industry, that leakage could be due to e-commerce and therefore is not a retail category that would be as productive as a brick-and-mortar space.* What were once retail locations may have more economic potential as flex space, office, or redevelopment in housing. This data should be used as a starting point to determine what categories exhibit leakage and whether they are viable for brick-and-mortar locations.

A sales surplus might exist for several reasons. For example, the region might be a popular shopping destination for tourists and other out-of-towners, or a cluster of competing businesses offering a similar product or service may be located within the trade area, creating a specialty cluster that draws in spending by households from outside the trade area. Alternatively, a sales surplus could be an indicator of market saturation.

The following Retail Gap Analysis table contains a list of industries by 4-digit NAICS codes and includes figures for sales demand (estimated purchases by residents both in and out of the trade area), sales supply (existing sales within the trade area), and retail gap (demand minus supply).



Retail Potential Analysis: Top Industries

Using consumer spending projections, the demand, and existing physical retailers, as well as the supply, we can produce a retail gap analysis that will demonstrate whether a given area is undersupplied (leakage) or oversupplied (surplus) with retail space. The charts below show the top leakage and surplus industries in East Hartford.

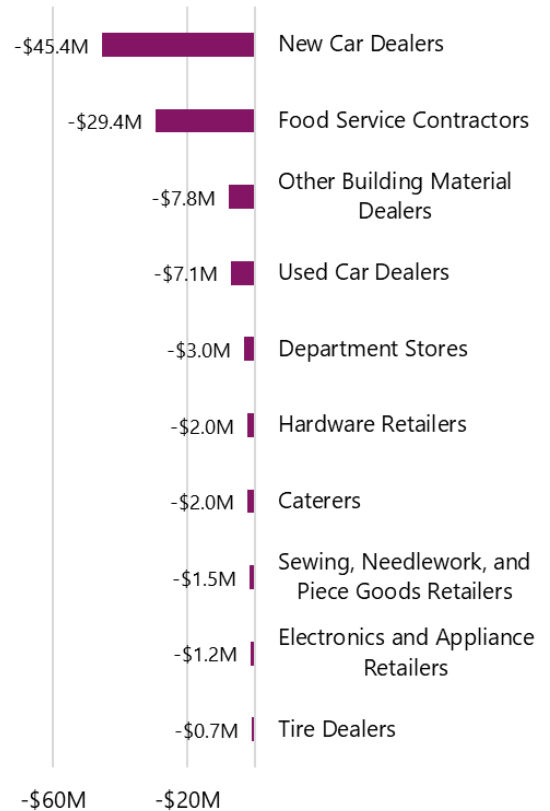
East Hartford's strongest retail opportunity is in Limited-Service Restaurants, which show an estimated \$93.9 million in unmet demand. Leakage is also occurring in other local-service and retail sectors, including full-service restaurants, warehouse clubs and supercenters, gasoline stations with convenience stores, supermarkets, and pharmacies. These gaps suggest that residents are routinely traveling outside the PMA for everyday goods, dining, and quick-service options. The presence of leakage in clothing retailers, home centers, and beauty salons further underscores broad opportunities to strengthen neighborhood-serving retail. In contrast, surpluses in categories such as new and used car dealers, food service contractors, and building material dealers indicate an oversupply of auto-oriented and industrial-support businesses relative to local demand.

Retail Gap: Top 10 Leakage Industries



Source: Lightcast

Retail Gap: Top 10 Surplus Industries



Source: Lightcast



Retail Potential Analysis of Supportable Businesses

Below is a table showing the supportable retail businesses in the PMA. For this analysis, we assume a 15% recapture rate, meaning that East Hartford could be able to reasonably recapture 15% of the current leakage from underserved industries. Note that East Hartford's BAR site will likely recapture only a portion of these supportable retail businesses.

Comparing the 15% recapture potential with typical average sales per business shows that East Hartford could support a number of new retail establishments across several categories. The strongest opportunity is in limited-service restaurants, where recaptured spending could sustain up to eight new businesses. Additional potential exists for full-service restaurants, which could support nearly four new establishments, reflecting unmet demand for both quick-service and sit-down dining options. Several neighborhood-serving categories also show enough recapture potential to support one to two new businesses each, such as gasoline stations with convenience stores, nail salons, beauty salons, etc.

Supportable Retail Businesses, Local Retail Trade Area

NAICS	Description	2024 Total Demand	2024 Total Sales	Retail Leakage (Surplus)	15% Recapture	Average Sales per Business*	Supportable Businesses
722513	Limited-Service Restaurants	\$96,450,080	\$2,564,459	\$93,885,621	\$14,082,843	\$1,757,643	8.0
722511	Full-Service Restaurants	\$92,062,414	\$43,520,385	\$48,542,029	\$7,281,304	\$1,869,190	3.9
457110	Gasoline Stations with Convenience Stores	\$28,685,383	\$6,130,185	\$22,555,198	\$3,383,280	\$1,440,550	2.3
812113	Nail Salons	\$5,551,903	\$673,469	\$4,878,435	\$731,765	\$402,557	1.8
722515	Snack and Nonalcoholic Beverage Bars	\$7,539,745	\$496,389	\$7,043,356	\$1,056,503	\$680,606	1.6
812112	Beauty Salons	\$14,034,113	\$4,947,816	\$9,086,296	\$1,362,944	\$1,070,467	1.3
445131	Convenience Retailers	\$4,112,401	\$1,331,863	\$2,780,538	\$417,081	\$366,331	1.1
713940	Fitness and Recreational Sports Centers	\$9,204,819	\$1,153,524	\$8,051,294	\$1,207,694	\$1,070,466	1.1
722410	Drinking Places (Alcoholic Beverages)	\$3,943,868	\$100,571	\$3,843,297	\$576,494	\$523,777	1.1
812199	Other Personal Care Services	\$4,620,347	\$772,819	\$3,847,528	\$577,129	\$531,338	1.1
455219	All Other General Merchandise Retailers	\$12,727,897	\$4,321,909	\$8,405,988	\$1,260,898	\$1,259,683	1.0
456110	Pharmacies and Drug Retailers	\$26,847,709	\$13,636,055	\$13,211,654	\$1,981,748	\$2,351,593	0.8
458110	Clothing and Clothing Accessories Retailers	\$28,388,058	\$16,903,721	\$11,484,337	\$1,722,651	\$2,105,449	0.8

*Average sales for businesses in State or Region

Source: Lightcast



Tapestry Segmentation

Retail site selectors use market segmentation, the classification of consumers according to demographic, socioeconomic, housing, and lifestyle characteristics, to determine the characteristics of a particular trade area.² This is how retailers and site selectors compare consumer trends across trade areas when considering many site locations.

Market segmentation is based on the concept that people with similar demographic characteristics, purchasing habits, and media preferences naturally gravitate toward each other and into the same communities. Businesses utilize segmentation to understand their customers' lifestyle choices, purchasing preferences, and free-time spending habits.

In East Hartford the population is highly concentrated within a few distinct segments, each of which is significantly overrepresented relative to the US overall. Classic Comfort (33%), the largest segment, is

more than 11 times the national average and reflects established, family-oriented households with stable spending patterns. Kids and Kin (18%), indexed at over 1,500, points to strong representation of young, diverse, family households with high demand for value-driven retail, children's goods, and quick-service dining. Diverse Horizons (16%) adds cultural diversity and preference for affordable, convenient retail choices. Smaller but still notable segments such as Legacy Hills (6%) and Metro Fusion (6%) round out a consumer base that blends older suburban households with younger, urban-influenced, ethnically diverse residents.

The SMA is anchored by Fresh Ambitions and Savvy Suburbanites, reflecting a mix of upwardly mobile young households and established, higher-income suburban residents with strong purchasing power. This combination supports demand for practical, family-oriented retail—such as home goods, value-driven stores, and casual dining—along with selective opportunities for specialty and lifestyle-oriented offerings.

It is important to recognize that Esri's classifications and labels for defining market segments are generalizations. The descriptions of each segment are based on comparisons with the US as a whole and reflect the propensity of households within that segment to exhibit certain demographic, lifestyle, and consumer characteristics relative to the overall population. The purpose of this exercise is to compare local consumer trends to those of consumers across the US so businesses and developers not familiar with the region understand consumer demand in this area.

Top Esri Tapestry Segments

Rank	Segment	Percent	Cumulative Percent	US Percent	Index US=100
East Hartford (PMA)					
1	Classic Comfort (K4)	33%	33%	3%	1,112
2	Kids and Kin (C2)	18%	51%	1%	1,523
3	Diverse Horizons (C5)	16%	66%	2%	989
4	Legacy Hills (K1)	6%	73%	2%	354
5	Metro Fusion (C3)	6%	79%	1%	454
SMA					
1	Fresh Ambitions (A4)	12%	12%	1%	1,601
2	Savvy Suburbanites (L1)	9%	20%	5%	189
3	Classic Comfort (K4)	8%	28%	3%	281
4	Kids and Kin (C2)	8%	36%	1%	671
5	Diverse Horizons (C5)	7%	43%	2%	414

Source: Esri

² Details and explanations of these segments are included in Attachment C.



6. OFFICE MARKET ANALYSIS

Overall, the PMA is operating in a subdued office demand environment, characterized by elevated vacancy, weak absorption, and minimal new construction. While vacancy has improved since 2019, the PMA again returned to negative absorption in 2025, and leasing activity remains below historical levels. Given the significant volume of available space and projected negative net supportable demand under all utilization scenarios, new traditional office development is not supportable in the near term.

The medical office market shows similar softness locally, with vacancy rising and absorption turning negative over several consecutive years. However, unlike the general office sector, employment in medical office—utilizing industries is projected to grow, both within the PMA (+98 jobs) and the SMA (+636 jobs). This projected job growth translates into measurable demand for new medical office space. Despite this emerging demand, there is no medical office construction in the pipeline, suggesting a potential opportunity for new, small-to mid-scale medical office development.

Office Space Market Trends

East Hartford contains 2.6 million square feet of office space, and although vacancy has improved from 19.1% in 2019 to 8.3% in 2025, demand remains soft. After a brief rebound in 2024, the market returned to negative absorption in 2025, giving back 26,722 square feet, and leasing activity continues to trail long-term norms. Rents have stayed relatively flat, rising only modestly to \$18.67 per square foot, reflecting limited pricing power.

The broader SMA is also facing challenges, with vacancy at 12.3% and more than 508,000 square feet of negative absorption in 2025. Most recent activity in the region has been driven by specialized lab development rather than traditional office use, and new construction across all geographies remains minimal. Overall, the PMA shows signs of stabilization but continues to operate in a weak regional office environment marked by limited new tenant demand.

Office Market Trends Overview

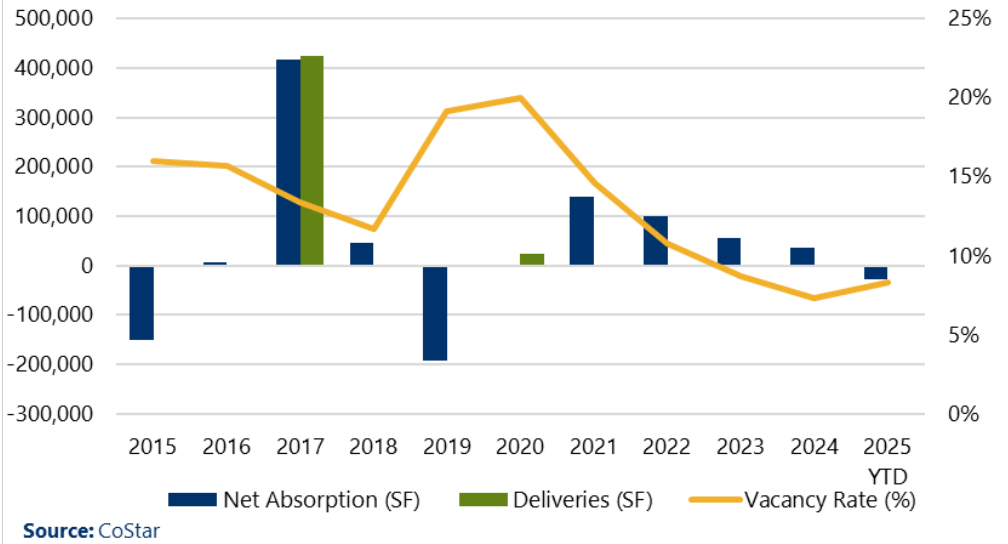
Metric	East Hartford (PMA)	SMA	Capitol Planning Region
Current Inventory			
Buildings	105	820	2,299
Square Feet	2,616,394	28,822,740	50,749,086
Vacancy			
2025 Q4 Vacancy Rate	8.3%	12.3%	11.6%
2024 Vacancy Rate	7.3%	10.6%	11.2%
2019 Vacancy Rate	19.1%	9.3%	9.1%
Base Rent (Per Square Foot)			
2025 Q4 Base Rent	\$18.67	\$20.80	\$19.81
2024 Base Rent	\$18.96	\$21.04	\$19.77
2019 Base Rent	\$18.25	\$19.85	\$18.78
Year-over-Year % Change	(1.5%)	(1.1%)	0.2%
2019-2024 % Change, Annualized	0.8%	1.2%	1.0%
Net Absorption (SF)			
2025 through Q4 Net Absorption	(26,722)	(508,842)	(217,082)
2024 Net Absorption	36,900	464,657	449,801
2020-2024 Average Net Absorption	65,901	(175,641)	(340,322)
2020-2024 Total Net Absorption	329,506	(878,205)	(1,701,611)
Deliveries & Pipeline (SF)			
2025 through Q4 Deliveries	-	-	-
2020-2024 Average Deliveries	5,000	13,340	15,381
2020-2024 Total Deliveries	25,000	66,700	76,903
2025 Q4 Under Construction	-	31,700	31,700
Leasing Activity (SF)			
2025 through Q4 Leasing Activity	41,376	288,195	684,654
2024 Leasing Activity	41,811	454,385	1,030,031
2020-2024 Average Leasing Activity	79,799	405,694	973,247
2020-2024 Total Leasing Activity	398,995	2,028,468	4,866,235

Source: CoStar



New development has been limited across all geographies. East Hartford has not delivered new office space since 2020, when it had a 25,000 square foot delivery. According to CoStar, nothing is currently under construction in the PMA. The SMA and region have seen modest levels of development, with 31,700 square feet of new construction underway.

Office Market Performance, East Hartford (PMA), 2015-2025 Q4



Office Space Built After 2019, SMA

Property Address	City	Property Name	Secondary Type	SF	Year Built	Building Status
362 Tolland Tpke	Manchester	EastPoint - Build-to-Suit	Medical	44,460	2027	Proposed
1161 Albany Ave	Hartford			31,700	2026	Under Construction
219 Addison Rd	Glastonbury	Bldg 4		5,250	2024	Existing
219 Addison Rd	Glastonbury	Bldg 3		5,250	2024	Existing
219 Addison Rd	Glastonbury	Bldg 2		5,250	2023	Existing
225 Addison Road	Glastonbury	Addison Square		2,700	2023	Existing
219 Addison Rd	Glastonbury	Bldg 1		5,250	2022	Existing
340 Hebron Ave	Glastonbury			18,000	2021	Existing
361 Main St	East Hartford			25,000	2020	Existing
476 Naubuc Ave	Glastonbury		Medical	3,174	2020	Existing

Source: CoStar



Medical Office

The PMA contains a relatively small medical office inventory of 178,000 square feet across 23 buildings, with vacancy rising from 2.7% in 2019 to 6.6% in 2025. Rents have grown modestly—up to \$17.78/SF—and remain slightly below regional averages. Recent performance shows consistent negative absorption, including a loss of 3,230 square feet in 2025 and a cumulative decline of 3,653 square feet since 2020, indicating softening demand locally.

In contrast, the broader SMA and Capitol Planning Region show stronger fundamentals, with positive absorption in 2025, larger tenant movements, and significantly more development activity. While the PMA sees no new construction, the region added nearly 200,000 square feet of medical office space between 2020 and 2024. Overall, the local medical office market remains stable but subdued, especially when compared with more active regional centers.

Medical Office Market Trends Overview

Metric	East Hartford (PMA)	SMA	Capitol Planning Region
Current Inventory			
Buildings	23	206	634
Square Feet	177,542	2,719,394	9,862,345
Vacancy			
2025 Q4 Vacancy Rate	6.6%	4.8%	9.3%
2024 Vacancy Rate	4.8%	6.1%	9.9%
2019 Vacancy Rate	2.7%	5.6%	10.0%
Base Rent (Per Square Foot)			
2025 Q4 Base Rent	\$17.78	\$18.61	\$19.98
2024 Base Rent	\$17.76	\$19.49	\$19.81
2019 Base Rent	\$16.14	\$17.02	\$19.79
Year-over-Year % Change	0.1%	(4.5%)	0.9%
2019-2024 % Change, Annualized	1.9%	2.7%	0.0%
Net Absorption (SF)			
2025 through Q4 Net Absorption	(3,230)	36,615	60,713
2024 Net Absorption	(957)	(43,261)	38,044
2020-2024 Average Net Absorption	(731)	(2,537)	37,551
2020-2024 Total Net Absorption	(3,653)	(12,685)	187,753
Deliveries & Pipeline (SF)			
2025 through Q4 Deliveries	-	-	-
2020-2024 Average Deliveries	0	635	39,845
2020-2024 Total Deliveries	0	3,174	199,224
2025 Q4 Under Construction	-	-	-
Leasing Activity (SF)			
2025 through Q4 Leasing Activity	3,986	57,738	152,572
2024 Leasing Activity	3,265	38,163	139,923
2020-2024 Average Leasing Activity	3,381	57,054	186,384
2020-2024 Total Leasing Activity	16,903	285,272	931,920

Source: CoStar



Projected Office Demand

Examining the key sectors for office demand in East Hartford, projected employment for these sectors is expected to grow by 576 office-using jobs over the next 5 years, a 9% increase in projected employment. This indicates that office-utilizing employment is positive, potentially increasing the demand for office space locally.

Office-Utilizing Industries: Historic and Projected Employment, PMA (East Hartford)

NAICS	Description	Current Jobs	Historic (2018-2024)		Projected (2024-2030)	
		2024	Change	Pct. Change	Change	Pct. Change
512	Motion Picture and Sound Recording Industries	10	2	20%	1	15%
513	Publishing Industries	11	(2)	(13%)	(3)	(22%)
516	Broadcasting and Content Providers	17	3	24%	(8)	(46%)
517	Telecommunications	4	(8)	(67%)	2	52%
52	Finance and Insurance	513	(154)	(23%)	(33)	(6%)
531	Real Estate	355	(54)	(13%)	4	1%
5331	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	(1)	(75%)	(0)	(50%)
5411	Legal Services	85	(15)	(15%)	(12)	(14%)
5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	116	31	36%	(8)	(7%)
5413	Architectural, Engineering, and Related Services	572	(173)	(23%)	108	19%
5414	Specialized Design Services	18	(10)	(35%)	4	23%
5415	Computer Systems Design and Related Services	620	(257)	(29%)	141	23%
5416	Management, Scientific, and Technical Consulting Services	247	(32)	(11%)	50	20%
5418	Advertising, Public Relations, and Related Services	214	(102)	(32%)	(38)	(18%)
55	Management of Companies and Enterprises	781	198	34%	55	7%
5611	Office Administrative Services	37	(144)	(80%)	7	20%
5613	Employment Services	2,244	(163)	(7%)	180	8%
5614	Business Support Services	9	1	9%	(1)	(7%)
5615	Travel Arrangement and Reservation Services	2	0	28%	0	1%
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	90	(34)	(28%)	(5)	(6%)
9011	Federal Government, Civilian	13	7	133%	1	11%
9029	State Government, Excluding Education and Hospitals	507	344	211%	118	23%
9039	Local Government, Excluding Education and Hospitals	59	59	29006%	12	20%
Total		6,523	(504)	(7%)	576	9%

Source: Lightcast



Office employment in the SMA is expected to remain flat over the next five years. This decline is driven by several key industries, including finance and insurance, publishing industries, and broadcast and content providers.

Office-Utilizing Industries: Historic and Projected Employment, SMA

NAICS	Description	Current Jobs	Historic (2018-2024)		Projected (2024-2030)	
		2024	Change	Pct. Change	Change	Pct. Change
512	Motion Picture and Sound Recording Industries	121	(63)	(34%)	3	2%
513	Publishing Industries	308	(413)	(57%)	(81)	(26%)
516	Broadcasting and Content Providers	433	(295)	(41%)	(136)	(31%)
517	Telecommunications	123	(99)	(44%)	(18)	(14%)
52	Finance and Insurance	21,399	(2,719)	(11%)	(1,922)	(9%)
531	Real Estate	2,290	(287)	(11%)	14	1%
5331	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	2	(8)	(79%)	(2)	(70%)
5411	Legal Services	3,460	109	3%	(146)	(4%)
5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	2,247	461	26%	35	2%
5413	Architectural, Engineering, and Related Services	2,276	85	4%	173	8%
5414	Specialized Design Services	236	3	1%	11	5%
5415	Computer Systems Design and Related Services	5,896	684	13%	852	14%
5416	Management, Scientific, and Technical Consulting Services	1,825	358	24%	251	14%
5418	Advertising, Public Relations, and Related Services	598	(121)	(17%)	(22)	(4%)
55	Management of Companies and Enterprises	3,038	634	26%	219	7%
5611	Office Administrative Services	154	(170)	(52%)	8	5%
5613	Employment Services	5,267	114	2%	215	4%
5614	Business Support Services	255	(137)	(35%)	(15)	(6%)
5615	Travel Arrangement and Reservation Services	51	(96)	(65%)	(6)	(11%)
813	Religious, Grantmaking, Civic, Professional, and Similar Organizations	1,059	(295)	(22%)	(138)	(13%)
9011	Federal Government, Civilian	690	16	2%	26	4%
9029	State Government, Excluding Education and Hospitals	3,741	829	28%	417	11%
9039	Local Government, Excluding Education and Hospitals	2,072	94	5%	17	1%
Total		57,541	(1,316)	(2%)	(244)	(0%)

Source: Lightcast



Projected Medical Office Demand

Medical office–utilizing industries in the PMA are projected to add a modest 98 jobs between 2024 and 2030, reflecting overall growth of 9%. This expansion is driven primarily by strong gains in Offices of Other Health Practitioners (+90%) and Outpatient Care Centers (+35%), while employment in physician offices is expected to remain essentially flat.

Medical Office-Utilizing Industries: Historic and Projected Employment, PMA (East Hartford)

NAICS	Description	Current Jobs	Historic (2018-2024)		Projected (2024-2030)	
		2024	Change	Pct. Change	Change	Pct. Change
6211	Offices of Physicians	831	127	18%	(9)	(1%)
6212	Offices of Dentists	67	37	123%	28	43%
6213	Offices of Other Health Practitioners	50	27	117%	45	90%
6214	Outpatient Care Centers	83	53	172%	29	35%
6215	Medical and Diagnostic Laboratories	6	(1)	(10%)	0	5%
6219	Other Ambulatory Health Care Services	21	6	42%	4	19%
Total		1,059	249	31%	98	9%

Source: Lightcast

At the broader SMA level, medical office employment is projected to increase by 7% over the same period, adding 636 jobs. Growth is concentrated in Offices of Physicians (+337 jobs), Outpatient Care Centers (+147 jobs), and Other Health Practitioners (+205 jobs), even as dentist offices and medical laboratories experience continued declines.

Medical Office-Utilizing Industries: Historic and Projected Employment, SMA

NAICS	Description	Current Jobs	Historic (2018-2024)		Projected (2024-2030)	
		2024	Change	Pct. Change	Change	Pct. Change
6211	Offices of Physicians	5,119	46	1%	337	7%
6212	Offices of Dentists	939	(149)	(14%)	(52)	(6%)
6213	Offices of Other Health Practitioners	1,610	314	24%	205	13%
6214	Outpatient Care Centers	697	167	32%	147	21%
6215	Medical and Diagnostic Laboratories	103	(15)	(13%)	(13)	(13%)
6219	Other Ambulatory Health Care Services	226	(2)	(1%)	11	5%
Total		8,693	361	4%	636	7%

Source: Lightcast

Together, these trends indicate a steady rise in demand for ambulatory and outpatient healthcare services—suggesting that the PMA could support additional medical office space, particularly small- to mid-sized practices and wellness-oriented providers.



Supportable Demand for Office and Medical Office Space

The outlook for new traditional office space in the East Hartford PMA is weak. Although office-utilizing employment is projected to grow by 9% between 2024 and 2030, the market already contains a large amount of available and vacant space. Under all scenarios—whether assuming high work-from-home, hybrid, or fully in-office occupancy—the PMA shows negative net supportable demand. This mirrors regional trends in the SMA, where office employment is expected to decline and excess supply exceeds 3 million square feet. Given these conditions, new office development is not supportable in the near term.

Supportable Office Demand, 2024-2030

	PMA (East Hartford)	SMA	PMA (East Hartford) Share of SMA
Office-Utilizing Jobs, 2024	6,523	57,541	11%
Growth Forecast, 2024-2030	9%	(0%)	
Projected New Jobs	576	(244)	-236%
New Demand (SF)			
High WFH Scenario	57,611	(24,423)	-236%
Hybrid Scenario	86,417	(36,634)	-236%
Fully In-Office Scenario	115,222	(48,846)	-236%
Available Supply (SF)			
Occupied Space	2,424,981	25,777,469	9%
Vacant Space	191,413	3,045,271	6%
Development Pipeline	0	31,700	N/A
Net Supportable Space (SF)			
High WFH Scenario	(133,802)	(3,101,394)	4%
Hybrid Scenario	(104,996)	(3,113,605)	3%
Fully In-Office Scenario	(76,191)	(3,125,817)	2%

Source: Camoin Associates, Lightcast, CoStar

Supportable Medical Office Demand, 2024-2030

	PMA (East Hartford)	SMA	PMA (East Hartford) Share of SMA
Medical Office-Utilizing Jobs, 2024	1,059	8,693	12%
Growth Forecast, 2024-2030	9%	7%	
Projected New Jobs	98	636	15%
New Demand (SF)			
200 SF per Worker	19,610	127,143	15%
300 SF per Worker	29,415	190,714	15%
400 SF per Worker	39,219	254,286	15%
Available Supply (SF)			
Occupied Space	169,073	2,552,685	7%
Vacant Space	8,469	166,709	5%
Development Pipeline	0	0	N/A
Net Supportable Space (SF)			
200 SF per Worker	11,141	(39,566)	-28%
300 SF per Worker	20,946	24,005	87%
400 SF per Worker	30,750	87,577	35%

Source: Camoin Associates, Lightcast, CoStar

By contrast, the medical office market shows more favorable demand fundamentals. Medical office-utilizing industries in the PMA are projected to add 98 new jobs through 2030—a 9% increase—contributing to new space demand between 19,600 square feet and 39,200 square feet, depending on the space needs per worker. After accounting for existing vacant space, the PMA retains a positive net supportable demand of 11,000–31,000 square feet, indicating the market could absorb new medical office development.

Overall, while the general office market remains oversupplied, medical office development presents a viable opportunity, with measurable demand at both the PMA and SMA levels and no projects currently in the pipeline.



7. INDUSTRIAL & FLEX ANALYSIS

The industrial and flex market in East Hartford's PMA has experienced volatility over the past decade, with performance weakening sharply in 2024 and 2025 after several years of generally stable conditions. The PMA contains 14.0 million square feet across 283 buildings, making it a sizeable and competitive submarket within the broader region.

Vacancy rates have risen rapidly over the past two years, increasing from 2.3% in 2023 to 9.5% in 2024, and further to 11.7% in 2025—the highest level in more than a decade. This sharp climb reflects new deliveries entering the market, and slower tenant activity compared to regional benchmarks. By contrast, vacancy in the SMA (5.8%) and the Capitol Planning Region (5.6%) remains far lower, signaling that East Hartford is currently underperforming relative to the broader industrial market.

A defining factor in East Hartford's recent market performance is the substantial wave of new deliveries concentrated at the East Hartford Logistics & Technology Park: 2.5 million square feet delivered in 2024, including:

- 1.2 million square feet for Wayfair
- 1.3 million square feet for Lowe's

This single-site expansion represents the vast majority of industrial deliveries in the PMA and is the primary driver of the vacancy and absorption volatility seen from 2024–2025.

The Park continues to position itself as East Hartford's premier industrial and technology campus. Currently, approximately 180,000 square feet of high-tech manufacturing space is being marketed as a build-to-suit opportunity on an 18-acre site. CoStar estimates completion in 2028, signaling ongoing developer confidence in the area and long-term potential for advanced manufacturing and logistics growth.

Regionally, the SMA and Capitol Planning Region continue to deliver new industrial product, with 36,648 square feet under construction in the PMA and over 600,000 square feet regionwide, suggesting ongoing developer confidence outside East Hartford.

Industrial and Flex Market Trends Overview

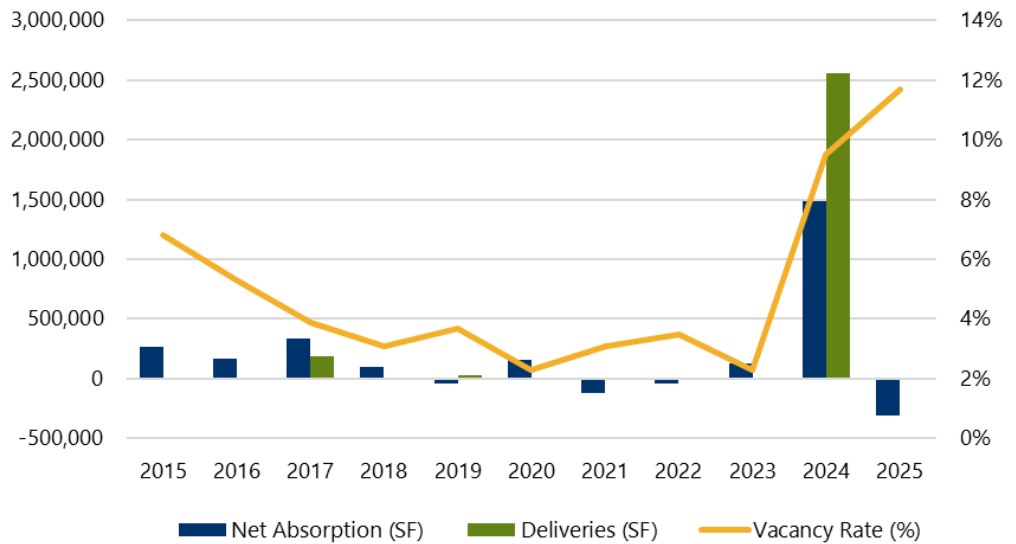
Metric	East Hartford (PMA)	SMA	Capitol Planning Region
Current Inventory			
Buildings	283	1,193	3,554
Square Feet	14,035,560	42,039,553	122,189,476
Vacancy			
2025 Q4 Vacancy Rate	11.7%	5.8%	5.6%
2024 Vacancy Rate	9.5%	4.6%	5.1%
2019 Vacancy Rate	3.7%	7.1%	4.8%
NNN Rent (Per Square Foot)			
2025 Q4 NNN Rent	\$5.22	\$6.79	\$7.32
2024 NNN Rent	\$5.13	\$6.14	\$6.92
2019 NNN Rent	\$5.23	\$5.55	\$5.03
Year-over-Year % Change	1.8%	10.6%	5.8%
2019-2024 % Change, Annualized	(0.4%)	2.0%	6.6%
Net Absorption (SF)			
2025 through Q4 Net Absorption	(307,373)	(486,838)	(350,312)
2024 Net Absorption	1,488,760	1,755,089	1,999,020
2020-2024 Average Net Absorption	323,132	762,247	1,143,330
2020-2024 Total Net Absorption	1,615,658	3,811,233	5,716,652
Deliveries & Pipeline (SF)			
2025 through Q4 Deliveries	-	30,200	267,500
2020-2024 Average Deliveries	511,687	680,043	1,513,278
2020-2024 Total Deliveries	2,558,436	3,400,216	7,566,392
2025 Q4 Under Construction	36,648	36,648	612,038
Leasing Activity (SF)			
2025 through Q4 Leasing Activity	38,642	774,209	1,555,599
2024 Leasing Activity	1,673,790	1,930,073	3,678,151
2020-2024 Average Leasing Activity	558,135	1,209,596	3,656,283
2020-2024 Total Leasing Activity	2,790,677	6,047,980	18,281,417

Source: CoStar



Rents have been essentially flat over the long term (-0.4% annualized growth since 2019), indicating that East Hartford has not benefited from the rent escalation seen across many industrial markets nationally. By comparison, the SMA (\$6.79/SF) and region (\$7.32/SF) command significantly higher rents, pointing to a competitive disadvantage in product quality, location performance, or tenant mix.

Industrial and Flex Market Performance, East Hartford (PMA), 2015-2025 Q4



Source: CoStar

East Hartford’s industrial and flex market is undergoing a recalibration following the massive supply expansion delivered at the East Hartford Logistics & Technology Park. The additions of Lowe’s and Wayfair established the PMA as a regional logistics destination, but the scale of these deliveries has temporarily elevated vacancy, depressed short-term absorption, and slowed tenant activity as the market absorbs the new inventory.

While near-term conditions appear soft—characterized by rising vacancy, slowing leasing, and negative absorption—the PMA’s fundamentals remain strong. Stabilization is possibly as new tenants backfill available space and as East Hartford leverages its strengths—including highway access, a growing logistics hub, and competitive rents—to regain momentum relative to the broader region.

Industrial and Flex Space Built After 2019, SMA

Property Address	City	Property Name	Secondary Type	SF	Year Built	Building Status
E Hartford Blvd	East Hartford	Rentschler Field Logistics Center		180,000	2028	Proposed
700 Parker St	Manchester		Manufacturing	42,785	2027	Proposed
40 Sea Pave Rd	South Windsor		Warehouse	8,600	2026	Proposed
100 South Satellite Rd	South Windsor			30,200	2025	Existing
215 Clement Rd	East Hartford		Service	36,648	2025	Under
695 E Hartford Blvd N	East Hartford		Distribution	1,200,000	2024	Existing
501 E Hartford Blvd N	East Hartford	East Hartford Logistics & Technology Park	Distribution	1,300,000	2024	Existing
241 Park Ave	East Hartford		Manufacturing	58,436	2024	Existing
240 Ellington Rd	South Windsor		Distribution	182,628	2022	Existing
359 Ellington Rd	South Windsor	I-291 Logistics Center West	Distribution	200,000	2020	Existing
2865 Main St	Glastonbury			38,000	2020	Existing
360 Ellington Rd	South Windsor	Home Depot Distribution Center	Distribution	421,152	2020	Existing

Source: CoStar



ATTACHMENT A: BUSINESS INVENTORY

Business List, Burnside and Church Street BAR Study Area

Name	Business Type	Address
Star Auto Parts	Automotive	51 Forbes St #3, East Hartford, CT 06108
A & C Computers	Computer	89 Church St
P C International	Computer	88 Olde Roberts St, East Hartford, CT 06108
Roof Hub	Construction	87 Church St Suite 316-B, East Hartford, CT 06108
AWP Safety	Construction	89 Church St Suite A, East Hartford, CT 06108
Xander Home Improvements LLC	Construction	719 Burnside Ave, East Hartford, CT 06108
Brothers Home Improvement LLC	Construction	700 Burnside Ave Suite 1, East Hartford, CT 06108
Express Convenience & Deli	Convenience	715 Burnside Ave, East Hartford, CT 06108
Caribbean Corner Convenience Store	Convenience	700 Burnside Ave D1, East Hartford, CT 06108
Dollar Tree	Convenience	10 School St, East Hartford, CT 06108
Chuck's Automotive	Gas Station	653 Burnside Ave, East Hartford, CT 06108
Learning to Live Life, LLC	Healthcare (Counselor)	87 Church St, Hartford, CT 06108
On-Time Healthcare Staffing Solutions LLC	Healthcare (Home Care)	72 Church St, East Hartford, CT 06108
Wickham Memorial Library	Library	656 Burnside Ave, East Hartford, CT 06108
N T Oliva Inc	Manufacturer	89 Church St Suite A, East Hartford, CT 06108
BiOrgin Specialty Products	Manufacturer	2 Forbes St, East Hartford, CT 06108
Aero Med	Manufacturer	65 Roberts St, East Hartford, CT 06108
Spade Bail Bonds	Other Services (Bail Bonds)	665 Burnside Ave, East Hartford, CT 06108
700 Laundromat	Other Services (Laundromat)	William St, East Hartford, CT 06108
KoJo's Barber Shop and Salon	Personal Care (Barber Shop/Salon)	700 Burnside Ave
Hair City	Personal Care (Barber Shop/Salon)	700 Burnside Ave, East Hartford, CT 06108
United Tae Kwon Do	Personal Care (Fitness)	669A Burnside Ave, East Hartford, CT 06108
Munchie Face Treats LLC	Personal Care (Wellness Center)	87 Church St Suite 204, East Hartford, CT 06108
PhotoSynthesis	Photography/Video Production	87 Church St #129B, East Hartford, CT 06108
King Wolf Creative	Photography/Video Production	87 Church St UNIT 204, East Hartford, CT 06108
87 Church LLC	Property Management	87 Church St Suite 118, East Hartford, CT 06108
Advanced Fuel Research	R&D Lab	87 Church St Ste 308
Dutch Pot Jamaican Restaurant	Restaurant	700 Burnside Ave, East Hartford, CT 06108
Main-Wah Kitchen	Restaurant	Burnside Shopping Center, 700 Burnside Ave #14, East Hartford, CT 06108
Tropical Island Frappe	Restaurant	711 Burnside Ave, East Hartford, CT 06108
Sayd's Distributor LLC	Retail (Beauty Supply)	3 Goodwin Pl, East Hartford, CT 06108
Joanna Fashion LLC	Retail (Clothing)	669B Burnside Ave, East Hartford, CT 06108
The Clozet Space	Retail (Clothing)	667 Burnside Ave, East Hartford, CT 06108
Mobile and More	Retail (Other)	700 A Burnside Ave, East Hartford, CT 06108
7 puff smoke shop	Retail (Other)	700 Burnside Ave, East Hartford, CT 06108
East Hartford Middle School	School	777 Burnside Ave, East Hartford, CT 06108
Mary's Magic Garden	School	40 Hudson St, East Hartford, CT 06108
Adelbrook Learning Center	School	21 Church St, East Hartford, CT 06108

Source: Google Maps, Demandbase, Camoin Associates



ATTACHMENT B: RETAIL GAP ANALYSIS

Supportable Retail Businesses, Local Retail Trade Area

NAICS	Description	2024 Total Demand	2024 Total Sales	Retail Leakage (Surplus)	15% Recapture	Average Sales per Business*	Supportable Businesses
Food & Beverage Stores							
445110	Supermarkets and Other Grocery (except Convenience) Stores	\$49,061,761	\$32,872,401	\$16,189,360	\$2,428,404	\$4,473,702	0.5
445131	Convenience Retailers	\$4,112,401	\$1,331,863	\$2,780,538	\$417,081	\$366,331	1.1
445230	Fruit and Vegetable Retailers	\$994,707	\$1,114	\$993,593	\$149,039	\$851,739	0.2
445240	Meat Retailers	\$1,432,448	\$1,807	\$1,430,641	\$214,596	\$1,488,521	0.1
445250	Fish and Seafood Retailers	\$381,542	\$1,265	\$380,277	\$57,042	\$1,476,393	0.0
445291	Baked Goods Retailers	\$644,849	\$267,361	\$377,488	\$56,623	\$1,756,522	0.0
445292	Confectionery and Nut Retailers	\$560,635	\$231,639	\$328,996	\$49,349	\$2,188,757	0.0
445298	All Other Specialty Food Retailers	\$3,251,780	\$1,784	\$3,249,996	\$487,499	\$2,405,941	0.2
445320	Beer, Wine, and Liquor Retailers	\$3,595,597	\$4,174,150	(\$578,553)	(\$86,783)	\$483,126	(0.2)
311811	Retail Bakeries	\$2,497,733	\$1,479,135	\$1,018,598	\$152,790	\$1,394,518	0.1
312120	Breweries	\$7,091,332	\$7,060,696	\$30,635	\$4,595	\$3,897,334	0.0
312130	Wineries	\$3,991,921	\$4,421,981	(\$430,060)	(\$64,509)	\$1,356,714	(0.0)
312140	Distilleries	\$3,153,031	\$13,470	\$3,139,560	\$470,934	\$4,315,098	0.1
Health & Personal Care Stores							
456110	Pharmacies and Drug Retailers	\$26,847,709	\$13,636,055	\$13,211,654	\$1,981,748	\$2,351,593	0.8
456120	Cosmetics, Beauty Supplies, and Perfume Retailers	\$5,571,492	\$90,315	\$5,481,178	\$822,177	\$1,245,405	0.7
456130	Optical Goods Retailers	\$2,531,122	\$31,736	\$2,499,386	\$374,908	\$1,230,209	0.3
456191	Food (Health) Supplement Retailers	\$2,203,237	\$26,816	\$2,176,422	\$326,463	\$665,375	0.5
456199	All Other Health and Personal Care Retailers	\$4,095,728	\$87,638	\$4,008,090	\$601,213	\$2,999,201	0.2
812111	Barber Shops	\$1,936,835	\$2,028,090	(\$91,254)	(\$13,688)	\$1,447,444	(0.0)
812112	Beauty Salons	\$14,034,113	\$4,947,816	\$9,086,296	\$1,362,944	\$1,070,467	1.3
812113	Nail Salons	\$5,551,903	\$673,469	\$4,878,435	\$731,765	\$402,557	1.8
812191	Diet and Weight Reducing Centers	\$409,379	\$67	\$409,311	\$61,397	\$948,779	0.1
812199	Other Personal Care Services	\$4,620,347	\$772,819	\$3,847,528	\$577,129	\$531,338	1.1
Clothing and Accessories Stores							
458110	Clothing and Clothing Accessories Retailers	\$28,388,058	\$16,903,721	\$11,484,337	\$1,722,651	\$2,105,449	0.8
458210	Shoe Retailers	\$4,986,900	\$87,430	\$4,899,470	\$734,920	\$1,673,334	0.4
458310	Jewelry Retailers	\$6,844,587	\$467,334	\$6,377,253	\$956,588	\$1,818,939	0.5
458320	Luggage and Leather Goods Retailers	\$745,109	\$146,003	\$599,106	\$89,866	\$2,005,059	0.0
NAICS	Description	2024 Total Demand	2024 Total Sales	Retail Leakage (Surplus)	15% Recapture	Average Sales per Business*	Supportable Businesses
Home Improvement and Furnishings Stores							
444110	Home Centers	\$16,674,407	\$6,241,819	\$10,432,588	\$1,564,888	\$15,929,087	0.1
444120	Paint and Wallpaper Retailers	\$1,554,011	\$1,582,161	(\$28,151)	(\$4,223)	\$2,959,554	(0.0)
444140	Hardware Retailers	\$4,945,876	\$6,966,570	(\$2,020,695)	(\$303,104)	\$2,016,362	(0.2)
444180	Other Building Material Dealers	\$12,676,936	\$20,513,176	(\$7,836,240)	(\$1,175,436)	\$4,327,400	(0.3)
444230	Outdoor Power Equipment Retailers	\$1,240,339	\$91,365	\$1,148,975	\$172,346	\$2,621,386	0.1
444240	Nursery, Garden Center, and Farm Supply Retailers	\$4,166,859	\$94,088	\$4,072,771	\$610,916	\$2,371,409	0.3
449110	Furniture Retailers	\$7,540,290	\$1,272,079	\$6,268,211	\$940,232	\$6,626,266	0.1
449121	Floor Covering Retailers	\$3,226,377	\$262,196	\$2,964,181	\$444,627	\$2,526,251	0.2
449122	Window Treatment Retailers	\$633,622	\$2,170	\$631,452	\$94,718	\$661,427	0.1
449129	All Other Home Furnishings Retailers	\$3,645,035	\$1,050,336	\$2,594,699	\$389,205	\$2,526,928	0.2
449210	Electronics and Appliance Retailers	\$16,670,868	\$17,832,546	(\$1,161,678)	(\$174,252)	\$2,196,566	(0.1)
Sporting Goods, Hobby, Book & Music Stores							
459110	Sporting Goods Retailers	\$7,305,167	\$1,585,380	\$5,719,787	\$857,968	\$1,841,838	0.5
459120	Hobby, Toy, and Game Retailers	\$3,267,251	\$2,850,242	\$417,010	\$62,551	\$1,217,441	0.1
459130	Sewing, Needlework, and Piece Goods Retailers	\$824,769	\$2,300,311	(\$1,475,542)	(\$221,331)	\$1,696,080	(0.1)
459140	Musical Instrument and Supplies Retailers	\$1,156,695	\$759,766	\$396,929	\$59,539	\$2,042,123	0.0
459210	Book Retailers and News Dealers	\$1,859,376	\$65,937	\$1,793,439	\$269,016	\$1,347,797	0.2
General Merchandise Stores							



General Merchandise Stores							
455110	Department Stores	\$18,125,689	\$21,107,394	(\$2,981,705)	(\$447,256)	\$13,106,763 (0.0)	
455211	Warehouse Clubs and Supercenters	\$37,626,337	\$7,376,098	\$30,250,239	\$4,537,536	\$25,305,250 0.2	
455219	All Other General Merchandise Retailers	\$12,727,897	\$4,321,909	\$8,405,988	\$1,260,898	\$1,259,683 1.0	
Gasoline Stations & Fuel Dealers							
457110	Gasoline Stations with Convenience Stores	\$28,685,383	\$6,130,185	\$22,555,198	\$3,383,280	\$1,440,550 2.3	
457120	Other Gasoline Stations	\$3,895,222	\$788,301	\$3,106,920	\$466,038	\$3,765,033 0.1	
Motor Vehicle & Parts Dealers							
441110	New Car Dealers	\$56,770,158	\$102,176,046	(\$45,405,888)	(\$6,810,883)	\$15,906,323 (0.4)	
441120	Used Car Dealers	\$10,303,989	\$17,436,933	(\$7,132,944)	(\$1,069,942)	\$2,160,797 (0.5)	
441210	Recreational Vehicle Dealers	\$2,358,761	\$1,543	\$2,357,218	\$353,583	\$6,168,798 0.1	
441222	Boat Dealers	\$1,738,549	\$54,252	\$1,684,297	\$252,645	\$1,419,545 0.2	
441227	Motorcycle, ATV, and All Other Motor Vehicle Dealers	\$3,513,794	\$655,213	\$2,858,581	\$428,787	\$2,637,420 0.2	
441330	Automotive Parts and Accessories Retailers	\$12,289,809	\$8,017,507	\$4,272,302	\$640,845	\$2,023,790 0.3	
441340	Tire Dealers	\$7,667,644	\$8,412,343	(\$744,699)	(\$111,705)	\$2,869,173 (0.0)	
NAICS	Description	2024 Total Demand	2024 Total Sales	Retail Leakage (Surplus)	15% Recapture	Average Sales per Business*	Supportable Businesses
Miscellaneous Store Retailers							
459310	Florists	\$1,626,363	\$338,161	\$1,288,202	\$193,230	\$541,862 0.4	
459410	Office Supplies and Stationery Retailers	\$2,206,709	\$132,990	\$2,073,719	\$311,058	\$1,813,443 0.2	
459420	Gift, Novelty, and Souvenir Retailers	\$4,227,451	\$1,537,563	\$2,689,887	\$403,483	\$1,385,544 0.3	
459510	Used Merchandise Retailers	\$6,043,506	\$553,147	\$5,490,359	\$823,554	\$2,782,101 0.3	
459910	Pet and Pet Supplies Retailers	\$3,980,749	\$3,809,611	\$171,138	\$25,671	\$1,823,134 0.0	
459920	Art Dealers	\$1,199,440	\$59,777	\$1,139,663	\$170,949	\$3,082,674 0.1	
459930	Manufactured (Mobile) Home Dealers	\$709,809	\$375	\$709,434	\$106,415	\$566,095 0.2	
	Tobacco, Electronic Cigarette, and Other Smoking Supplies						
459991	Retailers	\$5,247,942	\$4,578,971	\$668,971	\$100,346	\$899,795 0.1	
459999	All Other Miscellaneous Retailers	\$12,330,328	\$6,924,709	\$5,405,618	\$810,843	\$2,514,301 0.3	
Food Services & Drinking Places							
722310	Food Service Contractors	\$8,742,390	\$38,120,515	(\$29,378,125)	(\$4,406,719)	\$1,854,213 (2.4)	
722320	Caterers	\$3,011,347	\$5,017,290	(\$2,005,943)	(\$300,891)	\$1,583,116 (0.2)	
722330	Mobile Food Services	\$1,391,720	\$109,441	\$1,282,279	\$192,342	\$734,773 0.3	
722410	Drinking Places (Alcoholic Beverages)	\$3,943,868	\$100,571	\$3,843,297	\$576,494	\$523,777 1.1	
722511	Full-Service Restaurants	\$92,062,414	\$43,520,385	\$48,542,029	\$7,281,304	\$1,869,190 3.9	
722513	Limited-Service Restaurants	\$96,450,080	\$2,564,459	\$93,885,621	\$14,082,843	\$1,757,643 8.0	
722514	Cafeterias, Grill Buffets, and Buffets	\$812,733	\$388,325	\$424,409	\$63,661	\$1,223,413 0.1	
722515	Snack and Nonalcoholic Beverage Bars	\$7,539,745	\$496,389	\$7,043,356	\$1,056,503	\$680,606 1.6	
Recreation Establishments							
512131	Motion Picture Theaters (except Drive-Ins)	\$1,005,628	\$2,780	\$1,002,848	\$150,427	\$2,506,880 0.1	
512132	Drive-In Motion Picture Theaters	\$30,610	\$1,665	\$28,945	\$4,342	\$5,387,831 0.0	
713120	Amusement Arcades	\$755,457	\$299,582	\$455,876	\$68,381	\$1,290,644 0.1	
713940	Fitness and Recreational Sports Centers	\$9,204,819	\$1,153,524	\$8,051,294	\$1,207,694	\$1,070,466 1.1	
713950	Bowling Centers	\$1,007,825	\$1,037,063	(\$29,238)	(\$4,386)	\$2,539,229 (0.0)	
NAICS	Description	2024 Total Demand	2024 Total Sales	Retail Leakage (Surplus)	15% Recapture	Average Sales per Business*	Supportable Businesses
Miscellaneous Services							
532210	Consumer Electronics and Appliances Rental	\$404,502	\$67,728	\$336,775	\$50,516	\$985,884 0.1	
532281	Formal Wear and Costume Rental	\$186,958	\$151,637	\$35,322	\$5,298	\$637,152 0.0	
532282	Video Tape and Disc Rental	\$313,465	\$434,539	(\$121,073)	(\$18,161)	\$2,293,389 (0.0)	
532283	Home Health Equipment Rental	\$1,367,888	\$360,523	\$1,007,365	\$151,105	\$6,143,342 0.0	
532284	Recreational Goods Rental	\$751,577	\$339,787	\$411,790	\$61,768	\$2,554,709 0.0	
532289	All Other Consumer Goods Rental	\$2,519,998	\$693,209	\$1,826,789	\$274,018	\$813,651 0.3	
541921	Photography Studios, Portrait	\$2,166,158	\$1,377,395	\$788,764	\$118,315	\$2,050,903 0.1	
812310	Coin-Operated Laundries and Drycleaners	\$516,686	\$619,695	(\$103,009)	(\$15,451)	\$551,550 (0.0)	
812320	Drycleaning and Laundry Services (except Coin-Operated)	\$1,185,234	\$142,062	\$1,043,171	\$156,476	\$1,239,024 0.1	
812910	Pet Care (except Veterinary) Services	\$3,937,069	\$512,215	\$3,424,854	\$513,728	\$794,539 0.6	
812921	Photofinishing Laboratories (except One-Hour)	\$174,344	\$26,012	\$148,333	\$22,250	\$935,343 0.0	
812922	One-Hour Photofinishing	\$15,273	\$3,566	\$11,706	\$1,756 N/A	0.0	

*Average sales for businesses in State or Region

Source: Lightcast



ATTACHMENT C: TAPESTRY PROFILES

Segment K4-Classic Comfort

These neighborhoods are typically found in the suburbs of major metropolitan areas, particularly in the South and Midwest, including states such as Michigan, Illinois, and Texas. The median age is slightly above that of the U.S. Most households earn middle-tier incomes, and labor force participation is high; most work full-time jobs, and many families are supported by multiple earners. Employment is mostly in wholesale trade, health care, education, and manufacturing sectors. Affordable housing is prominent, with most homes valued between \$150,000 and \$300,000 and rental prices below the national average. Homeowners significantly outnumber renters, and many homes were built between 1950 and 2000. Short, solo commutes are common, with households typically owning several vehicles. During the day, the residential population exceeds the working population.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 40.2
- Median household size: 2.56
- Predominant household structure ([Census 2020](#)): Married couples
- Median household income: \$88,893
- Median net worth: \$317,594
- Percentage of individuals with completion of a bachelor's degree or higher: 32.6%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb
- Median home value: \$262,806
- Homeownership rate: 80.5%
- [Rent burdened households](#) ([American Community Survey 2019-2023](#)): 29.6%
- Labor force participation rate: 68.6%
- Unemployment rate: 3.4%

Lifestyle patterns

- Residents tend to buy budget-friendly items from discount local or chain stores.
- Homeowners often purchase lawn and garden maintenance tools.
- These residents have a strong enthusiasm for professional, college, and high school sports.
- When dining out, they frequent both fast food and sit-down chain restaurants.



Segment C2-Kids and Kin

Neighborhoods in this segment are largely found in and around metropolitan areas with populations exceeding half a million. Householders are generally under the age of 54 and may have adult children living with parents at home. The majority of the population aged 25 and above have a high school diploma, an associate degree, or some college education. Jobs are often in the health care, retail, food, manufacturing, and transportation sectors; there is a high level of female labor force participation. Residents live in older homes, usually as renters, with a notable presence of town homes and smaller low-rise rental buildings. On average, homes are modestly priced and affordable for most households. Suburban residents rely on vehicles to get to work, while those in and near cities use public transportation.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 33.3
- Median household size: 2.57
- Predominant household structure ([Census 2020](#)): Singles living alone; married couples
- Median household income: \$50,960
- Median net worth: \$28,927
- Percentage of individuals with completion of a bachelor's degree or higher: 20.6%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb; Urban Core; Urban Vicinity
- Median home value: \$201,173
- Homeownership rate: 39.2%
- [Rent burdened households](#) ([American Community Survey 2019-2023](#)): 45.2%
- Labor force participation rate: 65.8%
- Unemployment rate: 6.9%

Lifestyle patterns

- Residents often shop for clothing, groceries, and footwear at nearby discount stores. They tend to use online banking and digital payment services over cash.
- Spending centers around baby and children's products. Individuals also purchase TVs, video gaming equipment, and jewelry. Residents often carry a credit card balance.
- Residents frequently use social media to stay in touch with friends and family and to follow celebrities, TV shows, and athletes.
- They tend to read paper copies of newspapers and magazines, and television and radio are popular entertainment sources.



Segment C5-Diverse Horizons

Members of these communities, many of whom were born outside the U.S., live in and around metropolitan areas with populations exceeding 2.5 million, commonly located along interstate corridors and on the coasts. Families tend to be large, and a sizable proportion of the population consists of children. Nonfamily households, including individuals living alone, represent about a third of this segment. Residents often work in service and skilled occupations with middle-tier incomes compared to the national average. Parking constraints often limit households to one or two vehicles. There are low levels of housing affordability and members reside in predominantly rental neighborhoods of multiunit structures, many of which were built before 1990. Commuters often use public transportation.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 35.2
- Median household size: 2.67
- Predominant household structure ([Census 2020](#)): Married couples; singles living alone
- Median household income: \$65,990
- Median net worth: \$57,790
- Percentage of individuals with completion of a bachelor's degree or higher: 26.3%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb; Urban Core; Urban Vicinity
- Median home value: \$396,119
- Homeownership rate: 36.5%
- [Rent burdened households](#) ([American Community Survey](#) 2019-2023): 45.8%
- Labor force participation rate: 68.0%
- Unemployment rate: 5.5%

Lifestyle patterns

- Residents often shop online for baby accessories and electronics. For other purchases, they tend to shop in person at convenience and discount stores.
- Purchases often center around clothing, food, and supplies for young children. Residents tend to carry a balance on multiple credit cards.
- Individuals make digital payments and use social media to stay in touch with friends and family abroad.
- Residents browse foreign-language websites, watch TV, and read magazines.



Segment K1-Legacy Hills

These neighborhoods are scattered nationwide, with above-average concentrations in the Midwest and South. Residents live in suburbs near metro areas with populations of 500,000 or more. Most residents are aged 45 and above, and a notable portion are either widowed or divorced, contributing to a high number of single-person households and smaller average household sizes. There is also a notable presence of this segment in small and remote towns and micropolitan areas, and many residents, particularly renters, have moved into these neighborhoods more recently. There are a higher-than-average number of workers in social service occupations. Homes are valued between \$150,000 and \$300,000. Half of the homes are single-family units, many constructed between 1950 and 1990, and the rest are a mix of low-rise and high-rise apartment complexes.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 45.6
- Median household size: 2.00
- Predominant household structure ([Census 2020](#)): Singles living alone; married couples with no kids
- Median household income: \$55,927
- Median net worth: \$87,823
- Percentage of individuals with completion of a bachelor's degree or higher: 30.7%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb; Urban Core
- Median home value: \$254,916
- Homeownership rate: 49.4%
- [Rent burdened households](#) ([American Community Survey 2019-2023](#)): 39.9%
- Labor force participation rate: 55.9%
- Unemployment rate: 4.4%

Lifestyle patterns

- They tend to shop locally, especially for toys and games.
- Residents have insurance and regular access to medical providers.
- Residents listen to the radio and read magazines. Popular TV subjects include travel, bowling, and golf. While cell phone use is common, many have a landline.
- These individuals have a less prominent online presence compared to other segments.



Segment C3-Metro Fusion

These neighborhoods are concentrated in densely populated metropolitan areas of between 500,000 and 2.5 million people. This is a highly mobile population that frequently moves within the same area. Household structure varies widely, from young householders under the age of 35 with preschool-aged children to renters living alone or as couples without children. More than half of this segment is either in college or holds an associate degree or higher; they earn middle-tier incomes in the retail, health care, and food service sectors. They live in mid- to high-rise multifamily structures or older homes valued under \$300,000; some occupy single-family homes. Households generally own at least one car, typically a used vehicle, and commute times are typically under half an hour.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 32.8
- Median household size: 2.20
- Predominant household structure ([Census 2020](#)): Singles living alone; married couples
- Median household income: \$55,443
- Median net worth: \$22,480
- Percentage of individuals with completion of a bachelor's degree or higher: 29.6%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Urban Core; Suburb
- Median home value: \$242,615
- Homeownership rate: 24.4%
- [Rent burdened households](#) ([American Community Survey](#) 2019-2023): 41.1%
- Labor force participation rate: 73.3%
- Unemployment rate: 4.5%



Segment A4-Fresh Ambition

These communities are concentrated in the Mid-Atlantic and Pacific regions, and they comprise large families, including single parents and married or cohabiting couples, often helped by grandparents. About one-third of the population is under 20, and the child dependency ratio is among the highest in the nation. Residents tend to work in skilled and service jobs, and incomes primarily range from low- to middle-tier. These communities' living arrangements vary widely, including smaller multi-family buildings, single-family homes, and row or townhomes, many built before 1950. Despite varied housing types, they tend to share an urban lifestyle, with nearly half residing in urban centers or suburbs. Although average rents are below the national level, many face a high rental burden.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 31.3
- Median household size: 2.85
- Predominant household structure ([Census 2020](#)): Married couples; singles living alone
- Median household income: \$41,775
- Median net worth: \$14,617
- Percentage of individuals with completion of a bachelor's degree or higher: 12.1%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Urban Core; Suburb; Urban Vicinity
- Median home value: \$173,878
- Homeownership rate: 29.2%
- [Rent burdened households](#) ([American Community Survey 2019-2023](#)): 48.8%
- Labor force participation rate: 56.2%
- Unemployment rate: 9.5%

Lifestyle patterns

- Households prioritize affordable shopping, often visiting discount and department stores for everyday needs.
- Baby products are in high demand, and children influence brand choices.
- Residents are active on social media and avid followers of foreign-language programming on TV and radio. Video game-related purchases are common for entertainment.
- Individuals connect with family abroad through instant messaging and video chatting.



Segment L1

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 44.0
- Median household size: 2.72
- Predominant household structure ([Census 2020](#)): Married couples
- Median household income: \$139,696
- Median net worth: \$915,346
- Percentage of individuals with completion of a bachelor's degree or higher: 53.3%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb
- Median home value: \$471,521
- Homeownership rate: 90.9%
- [Rent burdened households](#) ([American Community Survey](#) 2019-2023): 27.6%
- Labor force participation rate: 68.0%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.



ATTACHMENT D: DATA SOURCES



Lightcast

Lightcast (formerly Emsi Burning Glass) is a global leader in labor market analytics, offering a data platform that gives a comprehensive, nuanced, and up-to-date picture of labor markets at all scales from national to local. Key components of the platform include traditional labor market information, job postings analytics, talent profile data, compensation data, and skills analytics. Lightcast integrates government data with information from online job postings, talent profiles, and resumes to produce timely intelligence on the state of the labor market. Job and compensation data is available by industry, occupation, educational program, and skill type. [Click to learn more.](#)



esri

Esri ArcGIS Business Analyst combines proprietary statistical models covering demographic, business, and spending data with map-based analytics to offer insights on market opportunities for industries, businesses, and sites. Business Analyst integrates datasets covering a wide range of topics including demographics, consumer spending, market potential, customer segmentation, business locations, traffic counts, and crime indexes, which can be overlaid spatially to produce customizable maps and uncover market intelligence. Data can be pulled for standard and custom geographies, allowing for valuable comparison between places. [Click to learn more.](#)



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OnTheMap

OnTheMap is a tool developed through the US Census Longitudinal Employer-Household Dynamics (LEHD) program that helps to visualize Local Employment Dynamics (LED) data about where workers are employed and where they live. It offers visual mapping capabilities for data on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. [Click to learn more.](#)

ABOUT CAMOIN ASSOCIATES

As the nation's only full-service economic development and lead generation consulting firm, Camoin Associates empowers communities through human connection backed by robust analytics.

Since 1999, Camoin Associates has helped local and state governments, economic development organizations, nonprofit organizations, and private businesses across the country generate economic results marked by resiliency and prosperity.

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Strategic and
Organizational
Planning



Real Estate
Development
Services



Impact
Analysis



Lead Generation
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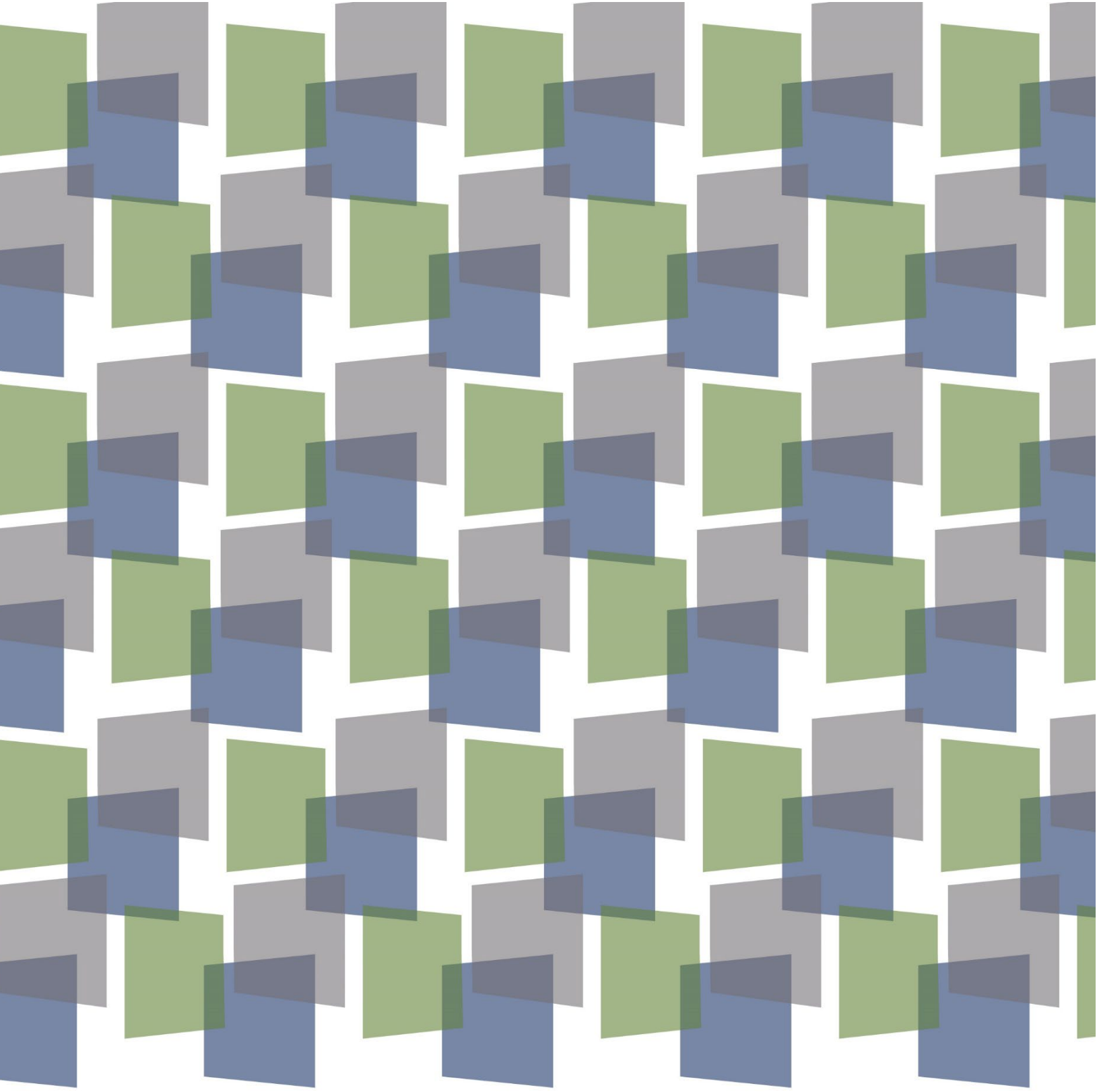


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