



# REDISCOVERING RETAIL

HISTORIC. CHARMING. SPIRITED. LOCAL.

# THE PRATT ST. REDEVELOPMENT

Pratt Street is located in the very heart of Downtown Hartford, CT. This historic, one block, quasi-pedestrian mall is lined with quaint retail shops, rich architecture, and unique character. Currently in the process of redevelopment, the Pratt Street area will serve as the catalyst to re-energize the entire Downtown Hartford.

Located directly across from the XL Center and serving as the primary connector between Main and Trumbull Streets, Pratt Street is strategically positioned at the very center of Hartford's Central Business District.

**With 42,000 square feet of prime retail space and 370 luxury apartments, this mixed-use residential and retail conversion will become the hub of Metro Hartford Region's Live, Work, Play ecosystem.**



TANUK

PRATT

SEA TEA TROPHY

ROSE GOURMET

Capital SPIRITS

Suite  
BARE  
SHC

SEYMOUR BUILDING

1975

# THE VISION

**Through improved and restored retail storefronts, renovated residential spaces, and curated programming, Pratt St is being rediscovered.**

A new chapter unfolds on Pratt St., 200 years in the making. It's a local hub for diverse characters to gather day and night to share the happenings of Downtown Hartford or just a meal with friends. A place for storytellers and salsa dancers. Cigar aficionados and selfie enthusiasts. For innovative entrepreneurs and pre-game revelers. It's where the people have as much charm as the buildings around them. Brick by brick, our story is in the details. Whether you visit our vibrant block on a weekend getaway or as a proud neighbor, Pratt St. speaks to everyone. **What will it say to you?**



# WHY DOWNTOWN HARTFORD?



# ACTIVE *entertainment* DESTINATION

**1,000,000**

ANNUAL VISITORS  
TO BUSHNELL PARK

**353,000**

ANNUAL VISITORS TO THE  
CONNECTICUT CONVENTION CENTER

**440,000**

ANNUAL VISITORS  
TO XL CENTER

**338,000**

VISITORS TO THE CONNECTICUT  
SCIENCE CENTER IN 2019

**406,000**

ANNUAL ATTENDEES AT  
DUNKIN DONUTS PARK

**13,500**

AVERAGE EVENT ATTENDANCE  
AT XFINITY THEATER IN 2019



# HOME TO HARTFORD'S TOP EXPERIENCE DESTINATIONS

**#1**

Newly built Dunkin' Donuts Park was ranked #1 for minor league baseball stadiums in Ballpark Digest.

**#16**

Xfinity Theater ranks 16th among the top 100 amphitheater venues worldwide in annual ticket sales.

**27**

Dunkin' Donuts Park finished the 2019 home season with 27 consecutive sell-outs.



# THRIVING *business* COMMUNITY

**40,500**

**DAYTIME WORKERS IN  
DOWNTOWN HARTFORD**

**110,000 SF**

**LEASED BY CONNECTICUT  
CHILDREN'S MEDICAL CENTER**

at Hartford Square North

**23,000 SF**

**LEASED BY STANLEY  
BLACK & DECKER**

to create an innovation center at  
One Constitution Plaza

**73,000 SF**

**EXPANSION**

United Bank (now M&T Bank) expanded 73k SF at  
Goodwin Center

**50,000 SF**

**LEASED BY SUNLIFE INSURANCE**

In Hartford's CBD in 2021

**36,000 SF**

**RELOCATION AND EXPANSION**

Global Atlantic Financial Company expanded  
their headquarters at One Financial Plaza

# ROBUST STUDENT POPULATION

**3,100**

Students in the UConn  
Downtown Hartford Campus

**2,200**

Students in the Trinity  
College Hartford campus

**#2**

Region with highest concentration  
of students in the US



# CURRENT *and* FUTURE GROWTH

**1,000**

## NEW JOBS

Infosys' InsurTech and HealthTech will create 1,000 new jobs in Downtown by 2022

**200**

## NEW TECH JOBS

GalaxE's recent expansion will bring 200 new jobs to Downtown

**700**

## NEW HEALTHCARE JOBS

Hartford Healthcare's move to downtown will bring 700 new employees to the central business district

**#4**

## TECH MARKET IN US

in terms of available skilled labor and advancement in the digital economy, putting Hartford next to cities like Atlanta, Austin, Boston, San Francisco, and Seattle

**#5**

## BEST CITY TO GET A JOB IN THE US

Rating includes how easy it is to get a job, how affordable it is to live there and how satisfied employees are working there

# NEXT GEN READY

**60%**

Gen Z & Millennials make up over  
sixty percent of population

**#4 Metro**

for female entrepreneurs

**Top 10**

cities for millennials

**#5**

in the US for youngest entrepreneurs

**\$101,000**

Average income within 4-10 miles of  
Downtown Hartford

**#10**

best paying large metro for young people



# EXPANDING *residential* MARKET

**92%**

**RESIDENTIAL OCCUPANCY IN  
DOWNTOWN HARTFORD**

**795%**

**INCREASE IN RESIDENTIAL PROJECTS**  
in Hartford's CBD since 2002

**1,575**

**RESIDENTIAL UNITS**  
currently in the planning or construction phase

**1,100**

**RESIDENTIAL UNITS DELIVERED**  
since 2014

**54%**

**INCREASE IN CONDO SALES**  
for the Metro Hartford Region in 2020

**36%**

**INCREASE IN SINGLE FAMILY HOME SALES**  
for the Metro Hartford Region in 2020

# HARTFORD IS YOUNG AND GROWING

**5.2%**

Hartford's population growth  
represents the fastest growing  
residential market in the  
State of Connecticut

**#4**

most populous city in State  
of Connecticut

**31**

Median age of the Hartford resident





# WHY PRATT ST?





UNIVERSITY OF  
SCHOOL of P

# PRATT STREET *is the* HEART *of* HARTFORD

Pratt Street is a rare gem, beloved by the community. It's Hartford's largest contiguous block of historic architecture and legacy storefronts, some continuously operating for the last 100 years. With this human-scaled block now in the hands of visionary developer Shelbourne, coupled with the investment of a passionate city and community, Pratt Street is poised for its next chapter. Already a destination and a draw for folks from all over greater Hartford, Pratt Street is growing and evolving for the next generation of shoppers and visitors.

## STORIED NEIGHBORS

An amazing community of merchants have been providing goods and services on Pratt Street for more than 50 years.

## HISTORIC CHARACTER

Carefully preserved legacy storefronts embody 200 years of Hartford history.

## BUSTLING AND LIVELY

A robust event calendar keeps downtown and regional visitors coming back to Pratt Street time and time again.



# THE CENTER *of* DOWNTOWN HARTFORD

Pratt St. is an urban pedestrian shopping and dining destination in the center of a thriving and growing Downtown Hartford. Consumers are drawn to Pratt to grab a bite or take a stroll as a break from the office day or a dinner in the city before a game or a show.

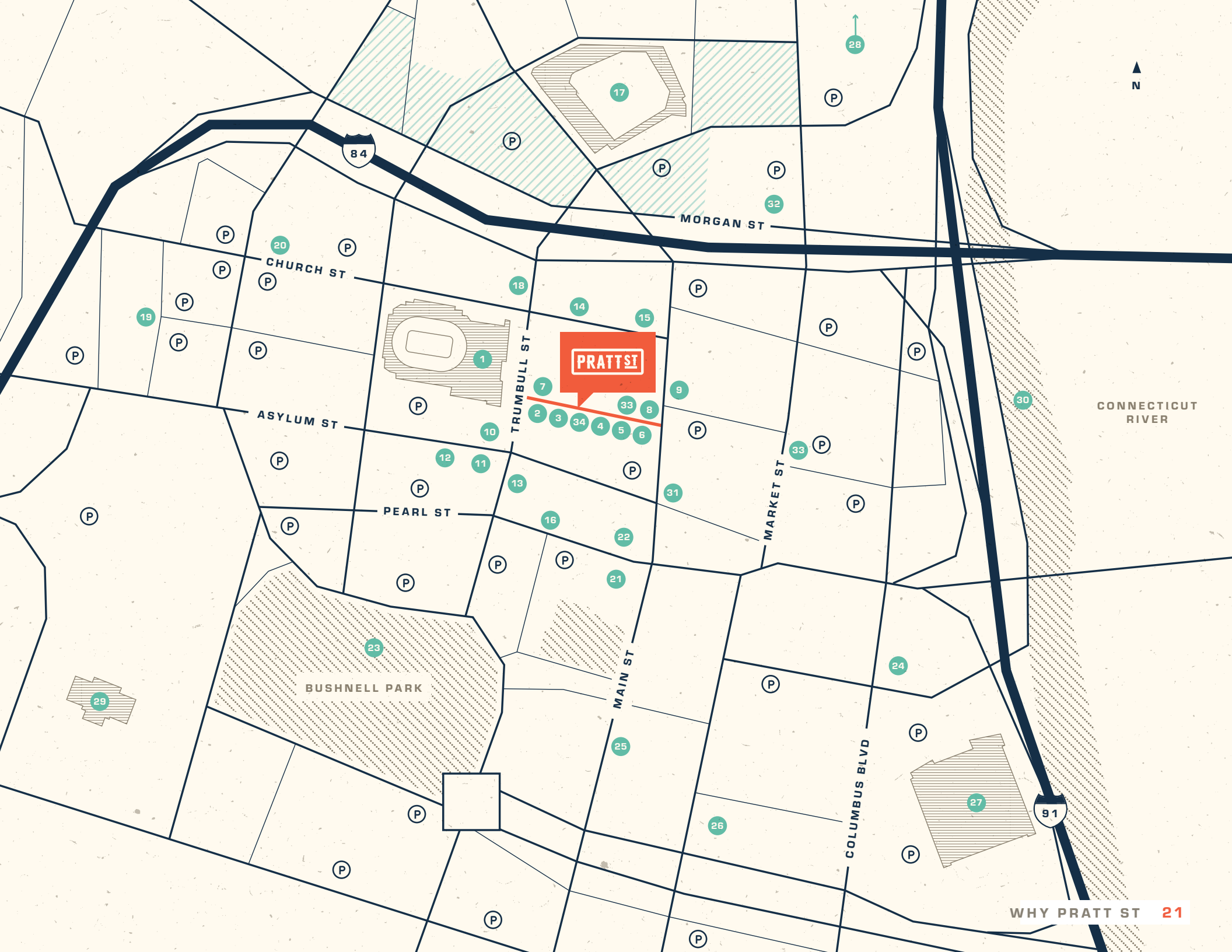
## MAP KEY

-  DONO Development
-  Streets & Highways
-  Buildings & Landmarks
-  Parks & Greenspace
-  Parking Lots & Garages

## POINTS OF INTEREST

1. XL Center
2. Professional Barber Shop
3. The Tobacco Shop
4. Sunberry Cafe
5. Vaughn's Public House
6. Painting With a Twist
7. Stackpole Moore Tryon
8. Sorella
9. Residence Inn by Marriott
10. Hartford 21
11. Starbucks
12. Max Downtown
13. Trumbull Kitchen
14. Hartford Stage
15. 20 Church Street\*
16. 100 Pearl Street\*
17. Dunkin' Donuts Park
18. Hilton Hartford
19. Hartford Union Station
20. Metro Center\*
21. The Gold Building\*
22. 777 Main Street
23. Bushnell Park
24. Connecticut Science Center
25. Wadsworth Museum of Art
26. UConn
27. Convention Center
28. XFINITY Theater
29. State Capitol Building
30. Riverside Park
31. State House Square
32. 50 Morgan\*
33. Hartford Prints
34. Capital Spirits

\*Shelbourne Owned Properties



**PRATT ST**

# JOIN *the* **ICONIC SHOPS** *on* **PRATT**

From menswear to local paper goods, our tenants are part of a thriving local retail community, and our customers come to us from all walks of life to enjoy the food, people and the ongoing thriving event scene on the block.

## **PRATT ST: NEVER OUT OF CHARACTER**



## *storied* NEIGHBORS

### THE TOBACCO SHOP

Established in 1920, The Tobacco Shop is one of the oldest premier Tobacconists in Connecticut. Cigar aficionados can find a veritable wonderland of tobacco products, foreign and domestic, as well as pipes and accessories. In addition to their extensive store, they offer membership to the DeLisle Lounge where clients can enjoy their fine tobaccos and relax in a comfortable setting with other members.





## MORNEAULT'S STACKPOLE MOORE TRYON

Founded in 1909, Morneault's Stackpole Moore Tryon carries clothing by designers known to have dressed past Presidents. With deep roots in the community, this iconic clothier celebrates its heritage by putting a big emphasis on quality and customer care. Awarded Best Men's Clothing Store by Hartford Magazine and Best Women's Clothing Retailer in Connecticut by Connecticut Magazine, Stackpole has been serving the needs of the most stylish people in Connecticut, Massachusetts and even New York for over 100 years.



## VAUGHAN'S IRISH PUBLIC HOUSE

The quintessential Irish pub, Vaughan's has been voted best Guinness in Connecticut. Owned by Irishman Johnny Vaughan, who was born and raised in Dublin, the pub is authentically Irish. Nearly every stick of furniture, photograph, and piece of crockery in the place was imported from Ireland. Vaughan's even makes its own Irish cream fresh daily. Its quaint and warm atmosphere make it an extremely popular destination.



## PROFESSIONAL BARBER SHOP

Founded in 1927, Professional Barber Shop is the oldest, continuous operating barber shop in Hartford. As owner Chris Rosa says, "It's not just a barbershop, it's an experience." The Professional Barber Shop offers membership to its City Club Lounge where members can enjoy a wet bar, cigars, and free WiFi.





## JOIN *the* PARTY

**PRATT ST. IS HOST TO OVER 90  
EVENTS EVERY YEAR**

From salsa socials to yoga, these events draw a large and diverse crowd to Pratt St.

- SALSA SOCIAL
- PETS ON PRATT
- YOGA ON THE STREET
- LETTERING WORKSHOP
- PRATT STREET MUSIC SERIES
- SMALL BUSINESS SATURDAY
- OUTDOOR WIFI PATIO LOUNGE



# JOIN *the* SHELBOURNE FAMILY

AS THE LARGEST OWNER OF CLASS A OFFICE BUILDINGS IN DOWNTOWN HARTFORD - 20 CHURCH STREET, 100 PEARL STREET, METRO CENTER, AND THE GOLD BUILDING, SHELBOURNE IS UNIQUELY POSITIONED TO OFFER IT'S RETAIL TENANTS THE FOLLOWING BENEFITS:

## **INCREASED EXPOSURE**

Marketing exposure to the thousands of daily office workers in Shelbourne's buildings via the Shelbourne app and other mediums

## **LAZ PARKING**

Unique parking solutions with Shelbourne's partner - Laz Parking

## **MARKETING & PUBLICITY**

Marketing and publicity via the PrattSt.com website and social media

## **PROPERTY MANAGEMENT**

More effective and efficient property management

## **COMMITMENT TO HARTFORD**

Stability and long-term commitment to Hartford

## **SHELBOURNE AMENITIES**

Access to amenities in other Shelbourne buildings

## **FUTURE TROLLEY SERVICE**

Access to Shelbourne's Downtown Trolley Service (in progress)





# RETAIL OPPORTUNITIES







# *retail* **FEATURES**

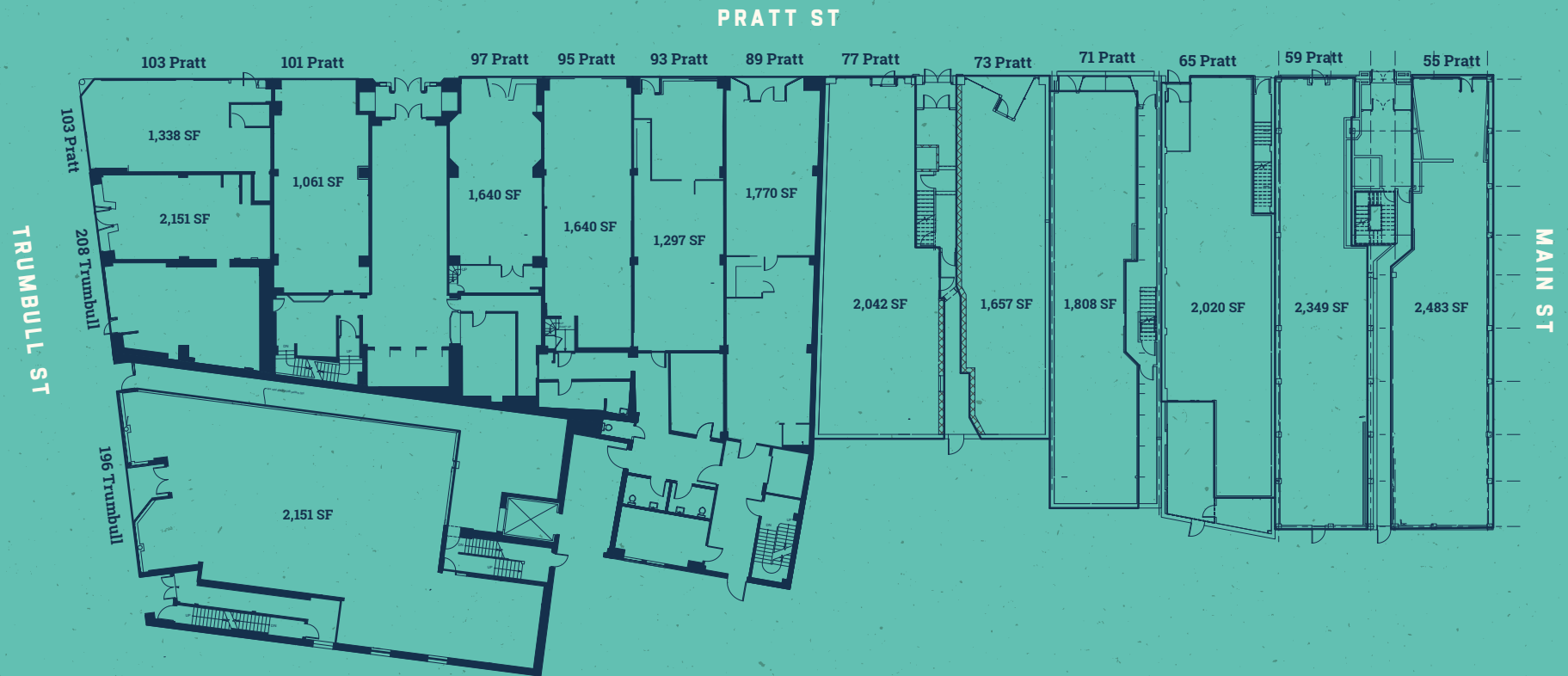
## **CREATIVE RETAIL SPACES**

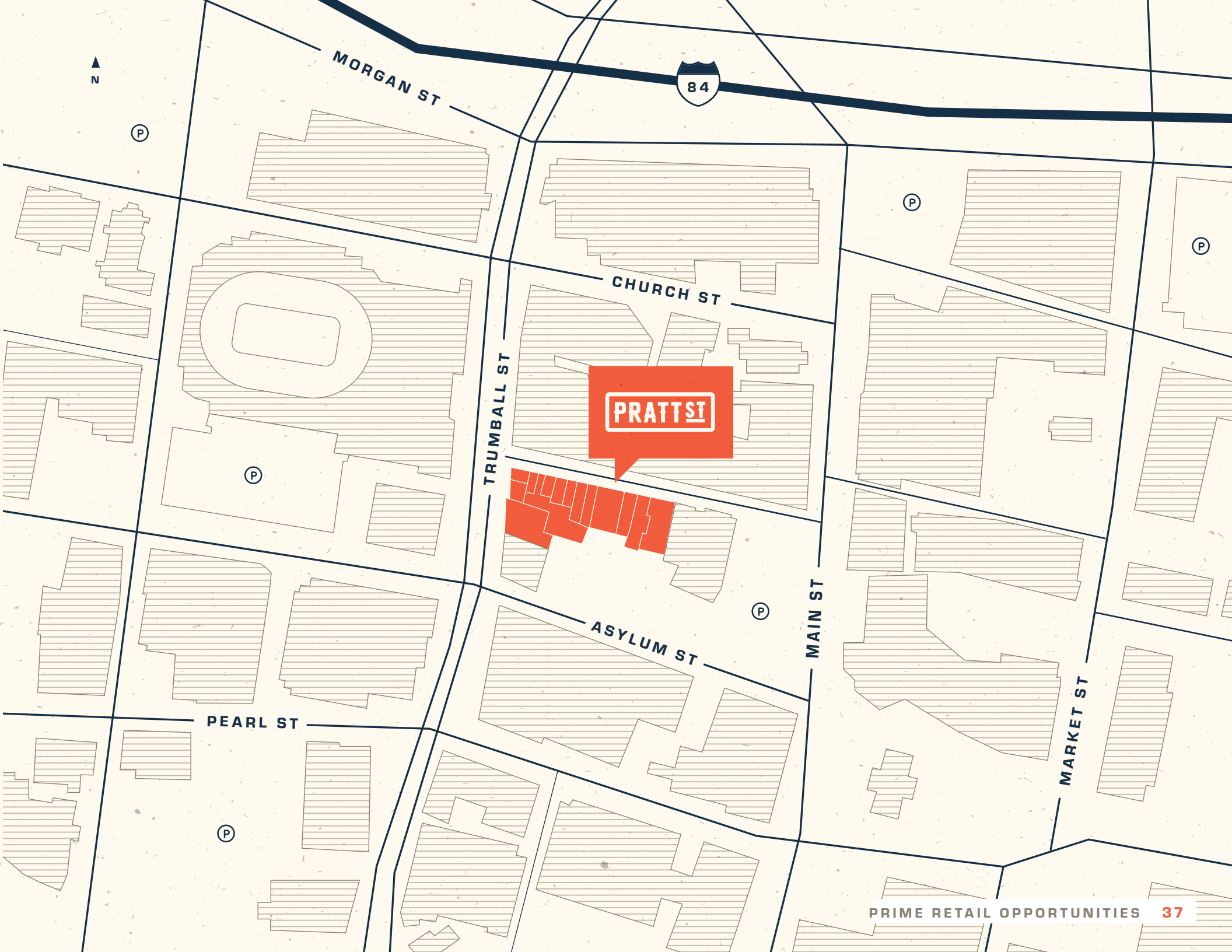
- **42,000 SF OF PRIME RETAIL SPACE**
- **1,060 - 2,500 SF OF RETAIL AND RESTAURANT SPACES AVAILABLE**
- **SPACES WITH MEZZANINE LEVELS AVAILABLE**
- **SIDEWALK DINING AND DISPLAY OPTIONS**
- **UNIQUE HISTORIC CHARACTER**

## **VIBRANT RETAIL COMMUNITY**

- **COMMUNITY OF LIKE-MINDED MERCHANTS**
- **RESPONSIVE AND EFFICIENT PROPERTY MANAGEMENT**
- **370 NEW LUXURY RESIDENTIAL APARTMENTS ON PRATT STREET**

# BLOCK PLAN *overview*





MORGAN ST



P

P

P

CHURCH ST

**PRATT ST**

TRUMBALL ST

P

P

MAIN ST

ASYLUM ST

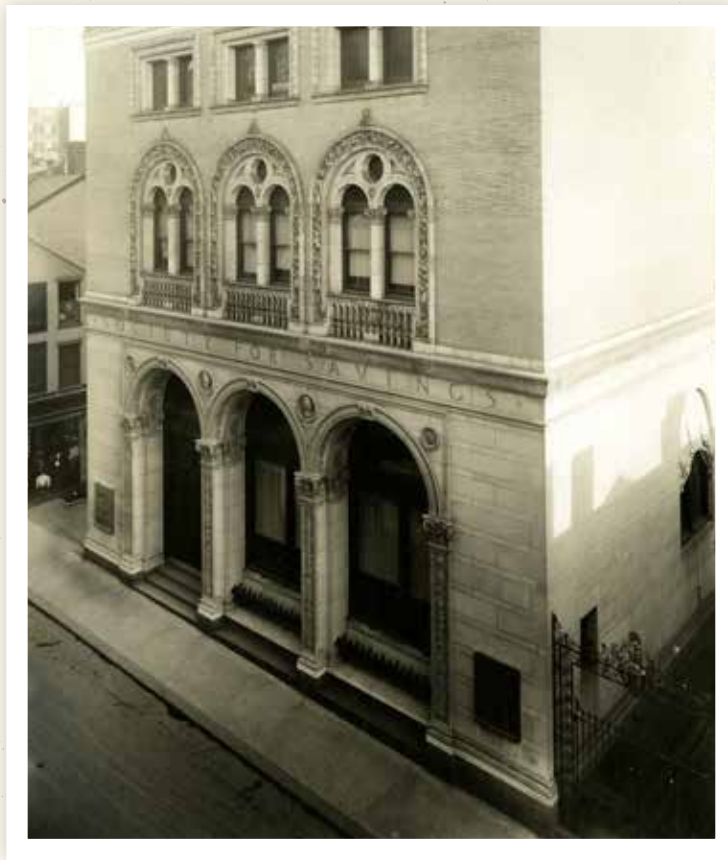
MARKET ST

PEARL ST

P

# *historic* PRATT ST

The 1800s



# *historic* PRATT ST

The 1900s



Since  
1764

**PRATTST**

A Joint Project of:



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