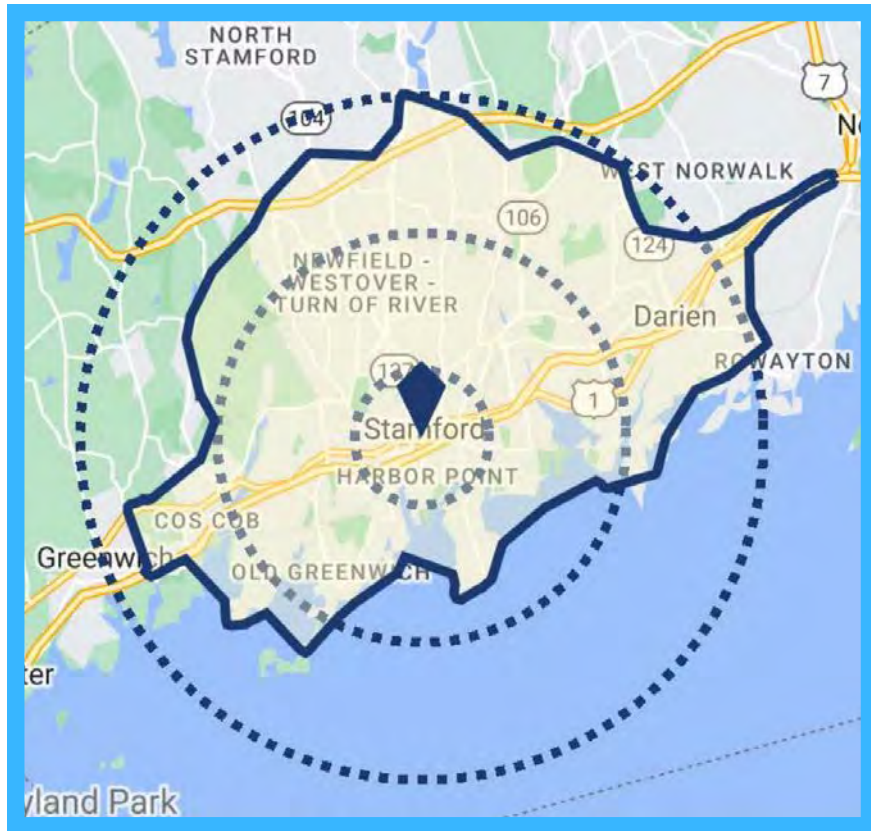


# 2023

## DEMOGRAPHIC PROFILE





Note: Trade area rings (1, 3, 5 mile radius) start at the corner of Atlantic Street & Tresser Boulevard in Stamford Downtown. Source: CoStar

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## OVERVIEW

The Stamford Downtown Special Services District (Stamford Downtown) attracts over 350,000 people Downtown annually through its 18 signature events which include the *Parade Spectacular*, *Alive At Five*, and its renowned *Art in Public Places* outdoor sculpture exhibit.

In addition to activating the public realm, a central component of Stamford Downtown's mission is to maintain and enhance the Downtown physical environment through landscaping and environmental maintenance. Stamford Downtown is proud to provide an inviting atmosphere with our Ambassador services.



# POPULATION PROFILE



	2023	1 mile	3 mile	5 mile
Population		49,707	130,203	176,678
Avg. Household Income		\$103,971	\$136,006	\$148,749

Note: Trade area rings start at the corner of Atlantic Street & Tresser Boulevard in Stamford Downtown.

### Stamford Downtown Visitors (Dec. 2021 - Dec. 2022)

- 1.2 million visitors
- 10.7 million visits
- 9.26 visit frequency
- 232 minutes is the average stay

### Did You Know?

Stamford Downtown is Connecticut's largest business improvement district and the population has experienced a 10% growth in the past decade.

	2023 Education Attainment		
	1 mile	3 mile	5 mile
Advanced Degree	18%	22%	25%
Bachelor's Degree	25%	27%	29%
Associate's Degree & Some College	23%	23%	22%
High School Diploma or GED	21%	18%	16%
High School Non-Graduates	13%	10%	8%

Sources: CoStar Demographic Report and U.S. Census Bureau

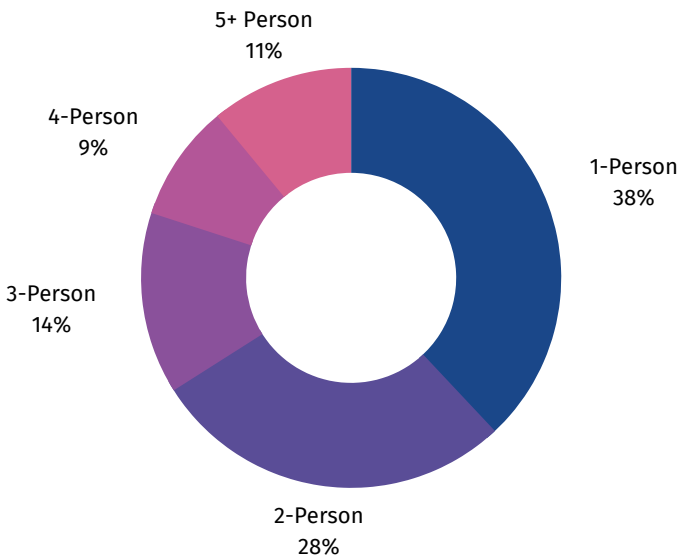


# POPULATION PROFILE

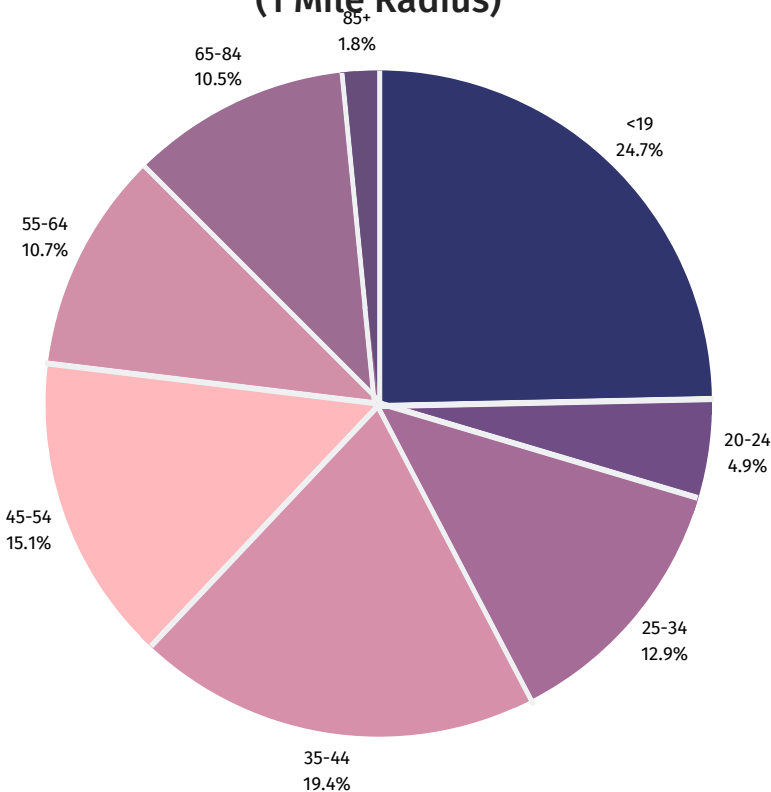
2023 MEDIAN AGE: 39  
(1 MILE RADIUS)

AVERAGE HOUSEHOLD INCOME: \$103,971  
MEDIAN HOUSEHOLD INCOME: \$75,377  
(1 mile radius)

Household Size  
(1 Mile Radius)



2023 Age Distribution  
(1 Mile Radius)



Source: CoStar Demographic Report & Census Reporter

# DAYTIME PROFILE

## STUDENTS

### UConn Stamford

#### Located in the heart of Stamford Downtown

- Over 750+ internships, 12 Bachelor's Degree Programs
- Undergraduate Enrollment: 2,400+
- Graduate Enrollment: 700
- Students Living in University-Sponsored Housing: 460
- Student-Faculty Ratio: 21:1

#### Since Fall 2014

- 43% increase in undergraduate enrollment
- 51% increase in graduate enrollment

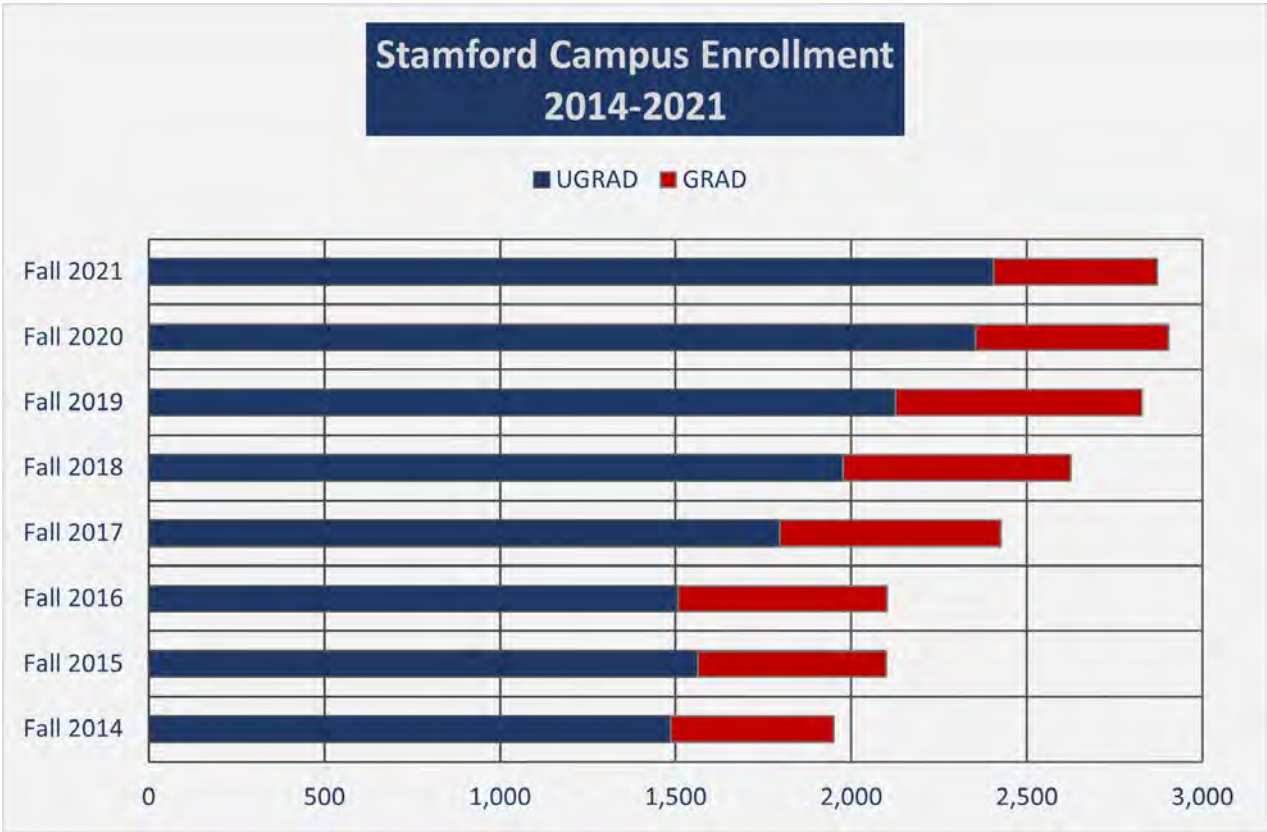
UConn Stamford awarded “Connecticut’s Most Affordable College with the Best Outcomes” that was determined by data from the from the U.S. Department of Education

24/7 WALL STREET



UConn Stamford was ranked top 3% for return on investment in a study of more than 4,500 degree-granting institutions in the U.S.

GEORGETOWN UNIVERSITY’S CENTER ON EDUCATION AND THE WORKFORCE



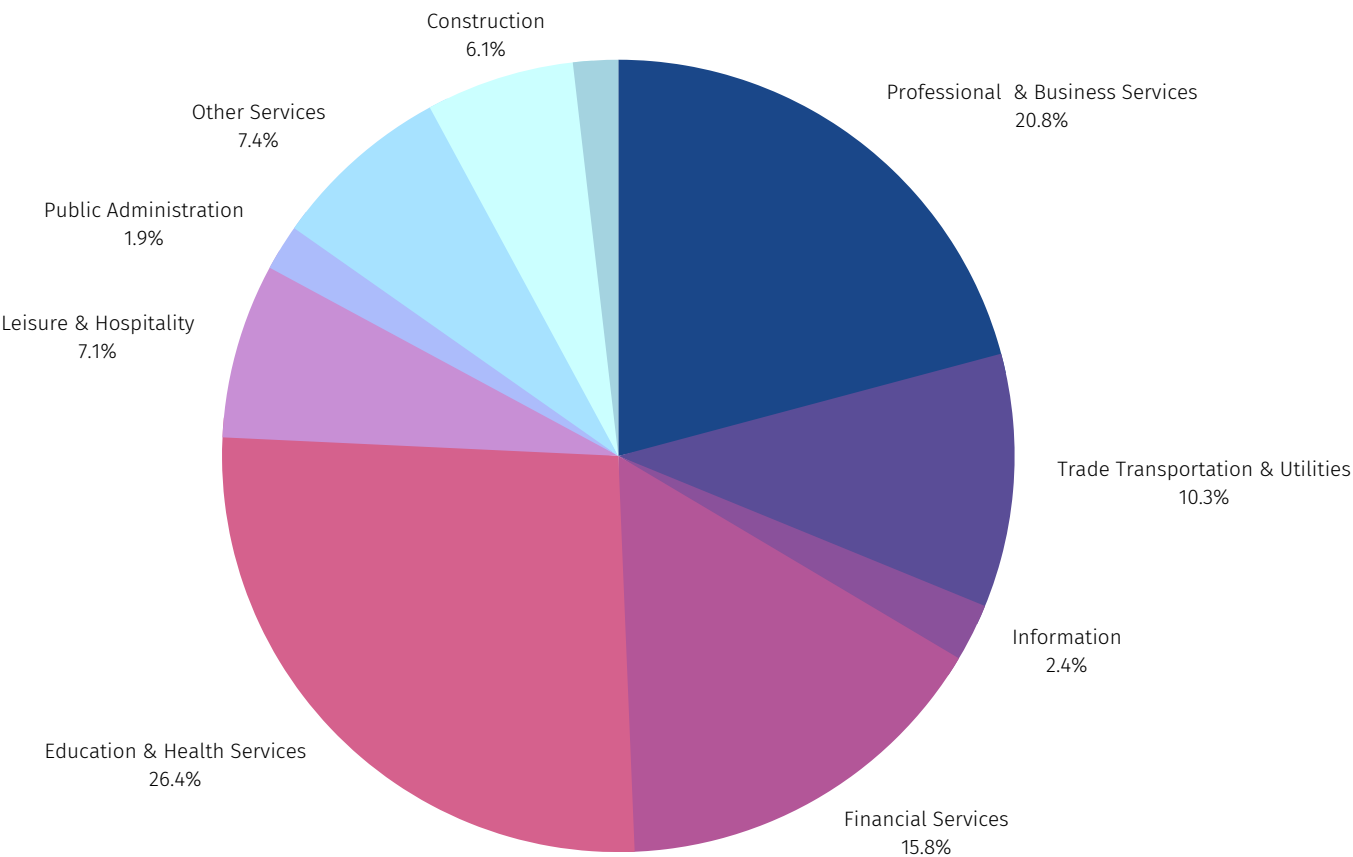
Source: UConn Stamford 2022



# DAYTIME PROFILE

## BUSINESS EMPLOYMENT & CORPORATE PROFILE

Business Sectors in Stamford Downtown



5,421

TOTAL NUMBER  
OF BUSINESSES  
1 MILE RADIUS

53,535

OFFICE EMPLOYEES  
IN STAMFORD DOWNTOWN  
1 MILE RADIUS

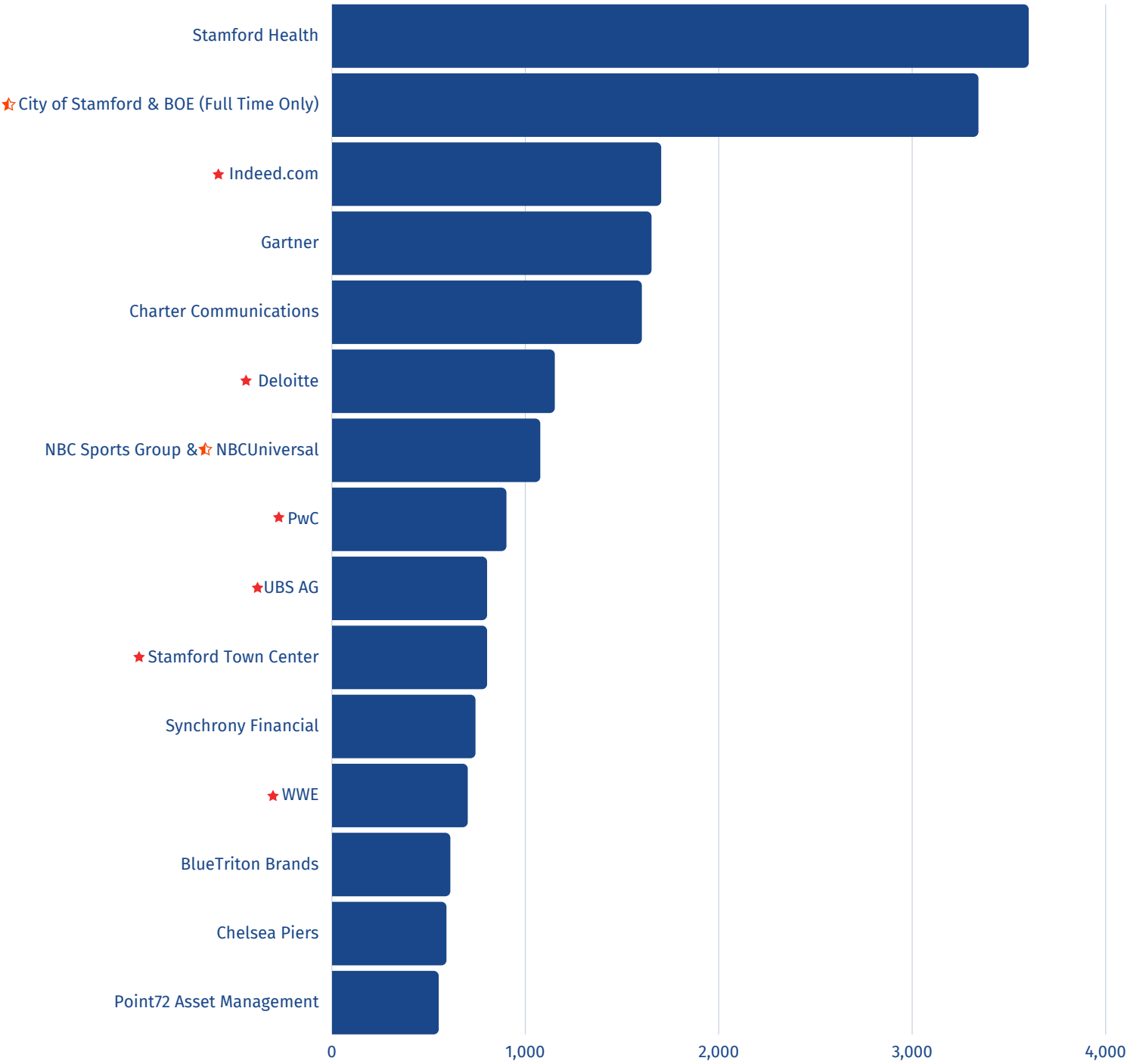


Source: CoStar Daytime Employee Report

# DAYTIME PROFILE

## BUSINESS EMPLOYMENT & CORPORATE PROFILE

Top 15 Stamford Employers



★ = Downtown Business  
★ = Partial Business in Downtown

Source: City of Stamford's Economic Development Department



# TRANSPORTATION



## Stamford Transportation Center

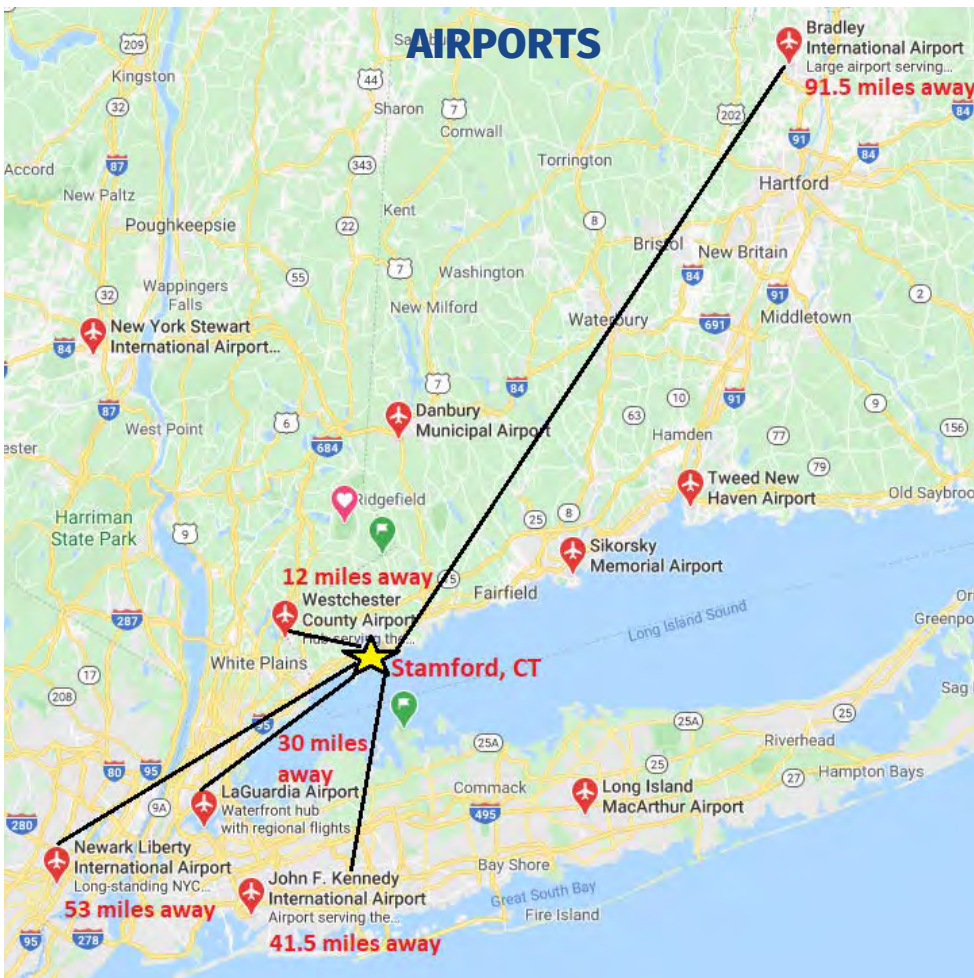
- As of 2016, STC has an annual ridership of over 8.4 million for Metro-North and 410,600 passengers on Amtrak
- The Stamford station is the 2nd busiest Metro-North station after Grand Central Terminal. Stamford Transportation Center makes up 21% of the ridership on the New Haven Line.

## METRO-NORTH

- 25 minutes to Fairfield
- 26 minutes to New Rochelle
- 39 minutes to Harlem-125 Street
- 47 minutes to Grand Central
- 55 minutes to Yankee Stadium
- 64 minutes to New Haven

## AMTRAK

- 1 hour 25 minutes to Newark Airport
- 2 hours to Philadelphia
- 2 hours to Providence
- 2 hours 50 minutes to Boston
- 3 hours 50 minutes to Washington, DC



## HIGHWAYS

- Interstate 95
- Merritt Parkway

## BUSES

- Greyhound
- Peter Pan
- CT Transit

## DRIVING TIMES FROM STAMFORD DOWNTOWN

- 15 minutes - Norwalk, CT
- 22 minutes - Fairfield, CT
- 45 minutes - New Haven, CT
- 50 minutes - New York, NY
- 90 minutes - Hartford, CT

## Over 65%

Of workers in Stamford travel less than 30 minutes to get work each day

# OFFICE MARKET PROFILE

## CBD Class A & B Office

### Quarter 4 2022

Market Rentable Area (MSF): 10.51

Total Available (MSF): 3.23

Availability Rate: 30.7%

Vacancy Rate: 30.2%

Net Absorption (SF): 32,882

Leasing Activity (SF): 121,666

Average Asking Rent (\$/SF/Year): \$45.93

## Recent Office Sales in Stamford 2022-2023

May 2022 595 Summer Street 62,946 sf \$10.5 MM (\$166.8 psf)

April 2022 400 Atlantic Street 501,448 sf \$72 MM (\$143.5 psf)

## MAJOR DOWNTOWN 2021 - 2022 LEASES

Quarter	Tenant	Location	RSF
Q4 2022	Viking Global Investors LP	600 Washington Blvd.	42,352
Q1 2022	Indeed	177 Broad St.	150,273
Q4 2021	Philip Morris USA	677 Washington Blvd.	71,484
Q4 2021	AXA Advisors	677 Washington Blvd.	21,879
Q3 2021	Carmody Torrance Sandak & Hennessey	1055 Washington Blvd.	19,241
Q2 2021	Beiersdorf, Inc.	301 Tresser Blvd.	27,492
Q2 2021	AMG Funds LLC	680 Washington Blvd.	20,217
Q1 2021	PricewaterhouseCoopers, LLP	263 Tresser Blvd.	19,020
Q1 2021	Wiggin & Dana LLP	281 Tresser Blvd.	15,123

Sources: City of Stamford, CBRE Inc. *Fairfield County 2022 Quarter 4 Report* and CoStar





# RETAIL PROFILE

STAMFORD DOWNTOWN  
RETAIL INVENTORY

1,037,249

Total District Retail Inventory  
Downtown Streets

973,931 sf

Retail Square Footage Occupied

63,318 sf

Vacant Retail Space

94%

Occupancy Rate

6%

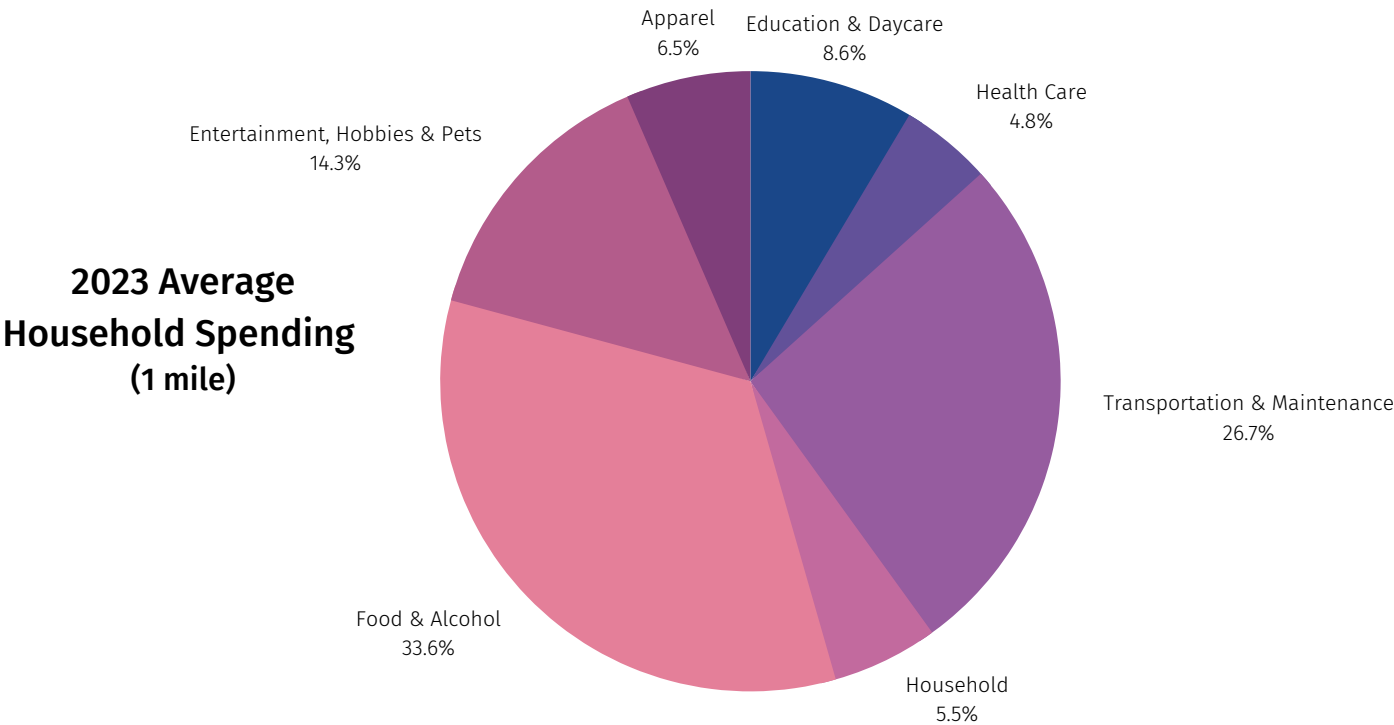
Vacancy Rate

Numbers above reflects only Downtown streets  
Not including Stamford Town Center



## STAMFORD DOWNTOWN ANCHORS

	(square footage)
Macy's	225,000
Target	164,000
Burlington	123,000
Safavieh	85,000
Barnes & Noble	40,000



Sources: Stamford Downtown and CoStar



# RESIDENTIAL PROFILE



## Recent Residential Complex Sales in the Downtown

<b>\$41.3 MM</b>	The Moderne & Verano April 2022
<b>\$86.3 MM</b>	Vela on Park February 2022
<b>\$97.5 MM</b>	Summer House February 2022
<b>\$131 MM</b>	75 Tresser February 2022

Most errands  
can be  
accomplished on  
foot in Stamford  
Downtown  
(06901)  
[WalkScore.com](https://www.walkscore.com)

Walk Score: 88  
Stamford Downtown  
(06901) is the most  
walkable zip code in  
Stamford

	2023 Households		
	<u>1 mile</u>	<u>3 miles</u>	<u>5 miles</u>
Households	20,285	49,690	66,856
2023 Average Household Size	2.4	2.6	2.6
2023 Median Home Value	\$372,731	\$627,265	\$742,833
Owner Occupied	5,114	25,028	37,959
Renter Occupied	15,657	24,961	29,132

# RESIDENTIAL PROFILE

## TOP SEGMENTS OF STAMFORD DOWNTOWN



### DAILY GRIND

Whether throwing punches at the boxing club or punching the clock at work, this segment likes to talk about their hard work.



### LATE-NIGHT LEISURE

Ready to turn up when the sun goes down, this segment is looking for nighttime entertainment at home or out on the town.



### PARTY LIFE

The party don't stop until the sun comes up. Loud music, crowds, and shots are a recipe for a great night out for these people.



### ARTISTIC APPRECIATION

Galleries, city murals, and skillful latte art gets this segment excited. They're always on the lookout for creative expression.



### MINDFULNESS & SPIRITUALITY

Seeking peace and well-being through meditation, gratitude and spirituality.



### HANDCRAFTED

This segment appreciates the time and cares put into one-of-a-kind pieces



### FITNESS FASHION

This segment enjoys wearing name-brand athletic apparel for fashion and functional purposes.

Data provided by Spatial.ai which analyzes social media posts within Stamford Downtown's trade area and compares them to the rest of the nation. The segments capture real human behaviors and personalities as expressed through social media data.

# RESIDENTIAL PROFILE

## Recently Completed 2020- 2022 Units

36 Atlantic Street	20
Atlantic Station West	325
URBY Stamford (Phase I)	465
<b>Total Completed Units</b>	<b>810</b>

## Under Construction 2023 Units

1 Atlantic Street	77
154 Greyrock	228
733-777 Summer*	376
The Smyth	414
True North	291
URBY Stamford (Phase II)	176
<b>Total Under Construction Units</b>	<b>1,562</b>

## Planned w/Land Use Approvals 2023 Units

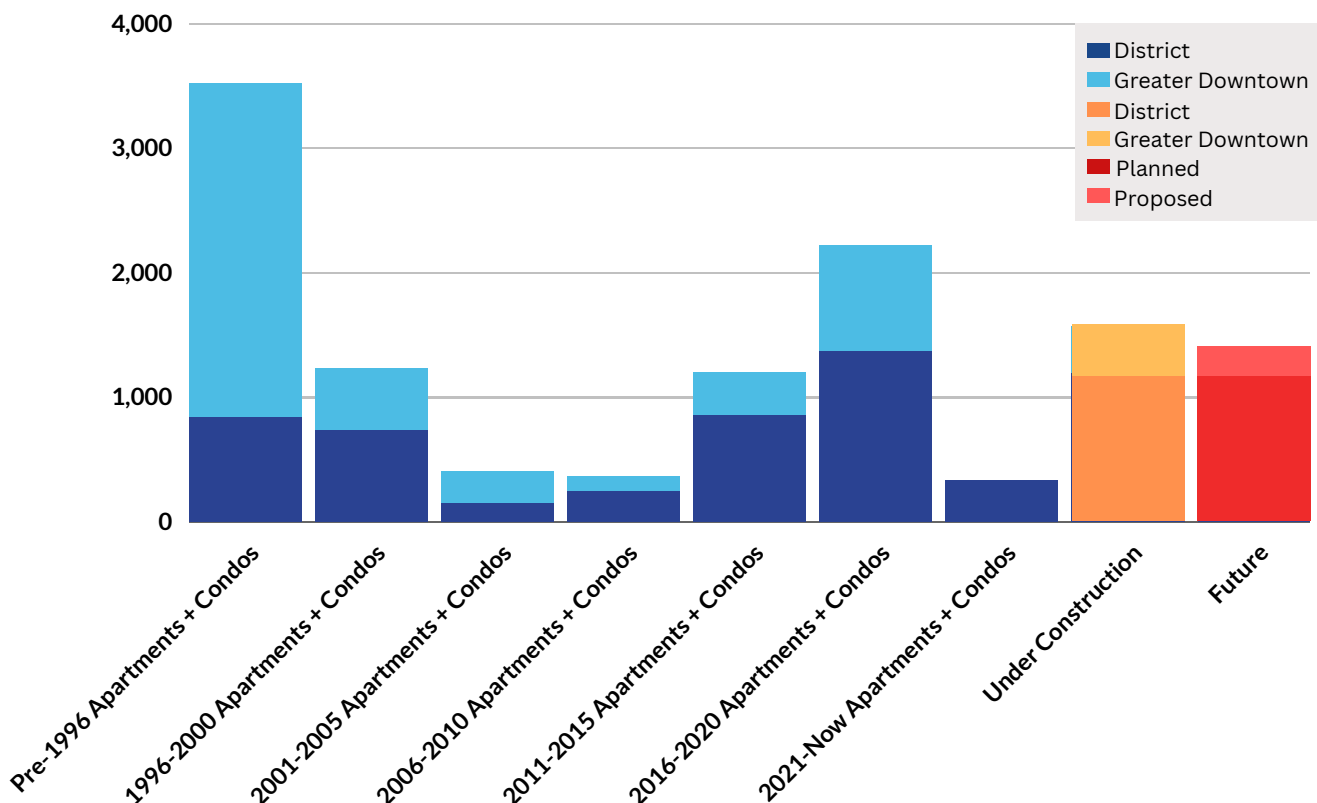
100 Clinton*	471
677-707 Washington*	406
780 Summer*	73
0 Walton Place & 80 Prospect *	224
<b>Total Planned Units</b>	<b>1,174</b>

## Proposed 2023 Units

136 Broad Street	196
Park Square West III	26
<b>Total Proposed Units</b>	<b>222</b>

\* = in the Greater Downtown

Apartments & Condominiums Built Within Greater Downtown





# ECONOMIC GENERATORS

## DINING & ENTERTAINMENT



### Annual Attendance in the Downtown

(pre-COVID)

960,000	Movie Theater Attendees (Bowtie Cinemas & Avon Theater Film Center)
350,000	Downtown Special Events
80,000	Stamford Media Center Attendees
60,000	Palace Theater Attendees

# 113

Restaurants, Bars and  
Clubs in Stamford  
Downtown

### Did You Know?

Connecticut's nonprofit arts and culture industry generates **\$797.3 million** in annual economic activity in the state, supporting **over 23,000** full-time equivalent jobs and generating **\$72.3 million** in local and state government revenues.

- Nationally: Event attendees spend an average of \$31.47 on event-related expenses, not including the ticket price
- Connecticut: The figure is \$27.70 per event attendee. Residents spending \$23.78 on average and visitors spending 53% more than residents – \$49.78 per event attendee.
- 69% of visitors come for arts and cultural offerings in Connecticut

# ECONOMIC GENERATORS

## HOTELS (2,321 ROOMS)



### Downtown

#### Courtyard by Marriott Stamford Downtown

275 Summer Street

115 guest rooms

2 meeting Rooms (largest holds 40)

#### Stamford Marriott Hotel & Spa

243 Tresser Boulevard

500 guest rooms

23 meeting rooms—largest 9,000 sq. ft.

2 restaurants

#### Residence Inn by Marriott

25 Atlantic Street

156 extended stay suites

#### The Lloyd

909 Washington Boulevard

94 guest rooms

#### The Stamford

700 East Main Street

380 guest rooms

2 ballrooms, an atrium, and 16 meeting rooms

### Nearby

#### Hampton Inn & Suites Stamford

26 Mill River Street

99 guest rooms

4 meeting rooms—largest 2,150 sq. ft.

1 restaurant

#### Hilton Stamford Hotel & Executive Meeting Center

1 First Stamford Place

484 guest rooms

30 meeting Rooms—largest 10,000 sq. ft.

1 restaurant

#### Stamford Plaza Hotel & Conference Center

2701 Summer Street

448 guest rooms

33 meeting Rooms—largest 9080 sq. ft.

1 restaurant

#### Stamford Suites Hotel

720 Bedford Street

45 extended stay suites



