



Stamford Downtown

SPECIAL SERVICES DISTRICT

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Stamford Downtown on Target

LETTER FROM THE EXECUTIVE DIRECTOR, SANDY GOLDSTEIN



The nation's second largest and strongest retailer, Target Stores, successfully completed its application before the Stamford Zoning Board on January 24th and will locate a

150,000 square foot store in Stamford Downtown. After considering the matter for two months, the Zoning Board voted 4-0-1 to approve the project, which will situate Target across the street from UConn. This paves the way for construction to start in the summer of 2002.

While the construction phase of the project poses a number of challenges to the downtown, the project itself presents many extraordinary benefits in terms of economic development, retail resurgence, and job creation. The development will create 150,000 square feet of Target retail, 16,000 square feet of additional pedestrian-level retail located on Broad Street and a 537-car garage open to the public. A minimum of \$800,000 in city taxes and at least 250 jobs at various skill levels will also be generated. But that's only the beginning.

The DSSD firmly believes that Target

will be a catalyst for an enhanced downtown retail environment. In 1996, the DSSD presented its Broad Street Retail Plan, which indicated that attracting large retail anchors to the East and West sides of Broad Street were necessary to jumpstart major retail revitalization. Target is such an anchor, and will serve to generate a vibrant retail renaissance on Bedford, Atlantic and Summer Streets.

Along with the opportunities presented by the Target development are the challenges imposed by an 18-month construction period, which will displace 235 parking spaces. The DSSD has made the creation of a convenient and accessible interim Parking Management Plan its highest priority. In partnership with the Director of Operations, Tim Curtin and his staff, Attorney Bill Hennessey representing Target, and Jack Condlin, President of the Chamber of Commerce, the District to date has located the following alternative convenient parking sites, which will be available by the start of construction:

- The First Union Bank parking garage, conveniently located on lower Summer Street, 120 spaces for evening use.
- Park Square West, 47 public parking spaces, day & evening use.
- Franklin Street near Broad Street, 25 to 30 on-street parking spaces, day & evening use.

- Several parking lots on Franklin Street to be used for the Broad Street/Summer Street corridor, evening use.
- Bell Street parking garage, nearly 300 additional spaces, day & evening use.
- The Atlantic Street entrance to the 1000 car Landmark Square parking garage, evening use.
- The UConn parking garage, 40 spaces available for Target construction workers, daytime use.
- Arrangements are being finalized for a valet parking system at the corner of Franklin and Broad Streets and perhaps other needed locations in the Summer/Broad area, day & evening use.

In order to make the new parking system work, the message of where to park must get to the public. To that end, Target has pledged to substantially underwrite the cost of a marketing campaign. The DSSD is already in the process of planning this campaign with marketing professionals. We will do everything in our power, in conjunction with the city and our merchants, to ease the parking dislocation which the Target construction will effect. The siting of Target in the heart of the Downtown is an excellent opportunity for our city and one which we at the DSSD eagerly anticipate.

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What's Round, Bright Orange and Coming to Stamford Downtown?

No - they are not cows, nor cars, nor part of the next outdoor sculpture exhibit. They are the new Stamford



Downtown parking signs, and soon they will be pointing in all the right directions. The parking committee of the DSSD has been working with the traffic department of the city of

Stamford to create and put into effect parking signs, which will help direct people to municipal parking throughout the downtown area. The 30x40 inch signs will be on the streets this Spring. They will be unique to Stamford with their bright orange P's and arrows to pinpoint direction.

The DSSD contracted the design firm *ignition13*, located in the district, to come up with a cre-

ative sign concept. According to Chris Kelly, President of *ignition13* "it was definitely a challenge to create a sign that was functional, easy to read, different and at the same time complimentary to the city landscape." Twenty-seven designs in total were submitted to the parking committee for review, and through an in-depth process were narrowed down to two, with four different color variations. The signs were given a "road test" when four (two versions in two colors) were strategically placed on Atlantic Street for six weeks. The parking committee made the final decision based on the following criteria: visibility, clarity, reflection factor for different weather conditions, convenience, driver impact, and arrow visibility. The movable arrow on the signs will permit directional versatility and also cut down on production costs, maximizing the number of useable signs. The plan calls for the production of 35-45 signs to be placed on overhead light posts, side street posts and various additional locations. So, keep your eyes peeled for the P which will lead you to the more than 2000 parking spaces located in Stamford Downtown garages. To stay updated visit our website at www.stamford-downtown.com.

Meet Your Ambassadors – Desiree Lancaster, Stamford Downtown Ambassador Honored

The Stamford Downtown Special Services District is proud to recognize Desiree Lancaster, a member of the Stamford Downtown Ambassador team, as the recipient of the Outstanding Security Officer Award given by Allied Security. This is the third time in one year that a Stamford Downtown Ambassador has received the Outstanding Security Officer award. Chosen from approximately 550 Connecticut Allied Security officers, Desiree was given the award, which recognizes outstanding performance. Her quick actions allowed police to apprehend the perpetrator in a recent incident.



Desiree Lancaster

Desiree joined the Ambassador program this past October, and is one of eight Ambassadors whose role is to provide a safe,

friendly, uniformed Downtown security presence for the people of Stamford. What she likes most about her job is helping others and being part of the Ambassador team. She is especially grateful to Supervisor,

Maurice Monroe, who has trained her and is her mentor. Desiree lives in Connecticut and has three children of whom she is very proud. Her hobbies include drawing and interior decorating. So, if anyone sees Desiree in Stamford Downtown, make sure to say hi and congratulations on a job well done!

The Ambassador Program is a Stamford Downtown Special Services District Program funded in partnership with the City of Stamford, Crown Theatres, Propark, Allied Security and Stamford Center for the Arts.

Stamford Downtown Holiday Events Reached New Heights in 2001

This was a holiday season for the record books, and we are not just talking about the weather! The 2001 Cablevision Parade Spectacular and The Heights & Lights holiday program were bigger and better than ever, attracting residents and visitors in record numbers.

MILES OF SMILES LINE STAMFORD DOWNTOWN

On Sunday, November 18, 2001 the Cablevision Parade Spectacular sponsored by Stamford Town Center in partnership with The Advocate/Greenwich Time returned to Stamford Downtown for its eighth consecutive year. The excitement of the event was best expressed by the "miles of smiles" on the faces of the many thousands of spectators who lined up, at times 20 deep, from Summer and Hoyt Streets all the way to Atlantic and Federal Streets.



(Wah Studio Photography)
Alvin & The Chipmunks flying high



(Wah Studio Photography)
UConn Marching Band and Seymour the Duck

Stamford High School and Westhill High School Marching Bands. And we can't forget the real stars, Felix the Cat and the other 25 giant helium balloons, some standing 60 feet tall.



(Wah Studio Photography)
Story Time by Cornerstone Bank

- Over 2300 volunteers walked the parade route this year. That's 3,450 miles walked!
- Five hundred barricades were used along the parade route. If you lined them up edge to edge they would extend from Downtown Stamford to Long Island Sound!
- With more giant helium balloons than Macy's, the Parade Spectacular is the largest helium balloon parade in the country!



(Wah Studio Photography)
A few Stars of the Parade Spectacular



(Wah Studio Photography)
Lady Liberty kicks off the parade



(Wah Studio Photography)
Chuck Scarborough, his wife Ellen, Mayor Malloy & Sandy Goldstein

Fun Parade Spectacular Facts:

- The 26 balloons, when put together head to toe stand as tall as the Sears Tower. That's 1300 feet high to be exact, and only 150 feet shorter than the Empire State Building!
- It took more than 1500 people, or 3000 hands to fly the balloons!
- Twenty-five tons of sand kept the balloons from flying away!
- 160,000 cubic feet of helium were used to fill the balloons. That's equivalent to 12,763,943 thousand Diet Cokes (and that's not a typo)!

This new column will highlight Downtown residents and their views about living, working, and playing in Stamford Downtown.

What do you like most about living in Stamford Downtown? What do you like least?



Vinette Myers

"I haven't developed a "least" about living in Stamford. There's enough variety and so much here that if you come across a thing you don't like, don't do it, don't go there!"

Vinette on living in Stamford Downtown: Vinette moved to the Downtown this past fall from a three-bedroom house in Greenwich and is "just thrilled" to be living downtown. Her social life has become quite busy as she has a lot of friends who live and work in the area, and now that she is downtown, it's much more convenient for them to get together. "I have become," she says with a laugh, "Their downtown destination! And it's so much fun. They meet me after work, they meet me for lunch, they meet me on weekends." She also loves the convenience of downtown living. She has a car, but seldom uses it and keeps it quietly parked in the garage. Vinette frequents the movies across the street, and enjoys the safe walk to the train station day or night. "It's just great being able to come and go without being encumbered with a car." And she's looking forward to Target's arrival because Target is after all, her favorite store.



Terry Haycraft

"I like the fact that there are Palace Theatre shows and concerts and that the Palace Theatre is just a nine iron from my apartment. You have the majestic right across the street and the Landmark here. Right across the street is the mall, so when you need to go to a mall it's nice to have it right here, though I don't spend much time there. There has to be 20 good restaurants and pubs in the area, and I'm someone who goes out at night from Wednesday through Sunday."

Terry on SD nightlife: "Stamford is Manhattan-esque because you have all the bars and restaurants and theatres," says Terry. "But it's not like living in midtown where you might hear horns all night and can't sleep. Here you can see trees and get to the beach. People in Stamford are down to earth and grounded, not taking themselves too seriously and having a good time."

Both Vinette and Terry live in Park Square West, located in the heart of Downtown Stamford.

*Congratulations to
TOM WUENNEMANN
on his appointment to
Captain, Stamford Police Department.
We will miss you in the Downtown!
Your fans at the DSSD!*

December 6th, A Night to Remember

Santa Claus wasn't the only star at this year's holiday celebration. Stamford Downtown reached new heights and lights with a magical performance by six time Grammy Award winning musician, singer and songwriter, Jose Feliciano. But



(Wah Studio Photography)
Jose Feliciano greets his fans

Santa didn't seem to mind the competition; it seems he's a fan too!

The extravaganza began with Santa's high-flying, daredevil, gravity defying entrance into Stamford Downtown from the top of Landmark Square,

Stamford's tallest building. Santa jumped, flipped and flew through the air on his way down the 22 stories of the Landmark Building and then magically appeared from behind the brilliant fireworks! This is the 5th year that Reckson Associates has presented Rappelling Santa and it was a real thrill for the 7,000 children and adults who were on hand to welcome Santa with cheers and clapping.

Like the Pied Piper, Santa led thousands of kids up Bedford Street to join Jose Feliciano in Latham Park for First County Bank's Colossal Tree Lighting Ceremony. Instead of a reindeer and sled he rode high on Ladder 1's antique red fire truck. Jose Feliciano charmed the audience with his warm wit and magical performance of such classics as *Felice Navidad* and *Silent Night*, (just to name a few). On hand to help Santa and Jose countdown the lighting of the 50-foot Spruce

colossal tree were Mayor Dannel Malloy; Dick Taber, President of First County Bank; Bob Kahn, Chairman of the DSSD; Sandy Goldstein Executive Director of the DSSD; Mrs. Angie Calka, donor of the 50 foot Spruce and thousands of eager spectators who counted and waited in anticipation for what has truly become a Stamford Downtown tradition!



(Wah Studio Photography)
A very crowded Broad Street waits in anticipation for Santa's arrival!

What's New for 2002

ART IMITATING LIFE IMITATING ART, OR IS IT LIFE IMITATING ART IMITATING LIFE?

The Stamford Downtown Special Services District has an extraordinary outdoor sculpture exhibit planned for Summer 2002. Back by popular demand are the incredible life-like sculptures by J. Seward Johnson Jr.



At Long Last

The DSSD is honored to have Heyman Properties as the event's title sponsor. The Heyman Family is renowned for its world-class art collection. According to Nancy Greenberg, Director of Special Projects for Heyman Properties, "the Heyman's are delighted to be associated with the 2002 downtown exhibit." Entitled *Images of Urban Life*, the J Seward Johnson Jr. exhibit will feature a collection of twenty, life size bronze sculptures which will be positioned throughout Stamford's public places enhancing the Downtown's landscape from June through August. The Advocate and Stamford Town Center will be supporting event sponsors.

Each Johnson sculpture captures the realism and interaction of the human aspects of business, family and ordinary life in an urban envi-

ronment. The creation process is noteworthy and extremely labor intensive. It can take between one and two years to create each work of art. An individual sculpture starts as a 12" tall "sketch" in clay, which is then enlarged to life-size. The texture of the clothing is sculpted and created through a process using real fabrics and electric tools, although none of the fabric remains part of the sculpture. The finished artwork is an uncanny image of human interaction, whether it is a man and a woman reading a newspaper on a park bench or gardeners planting flowers. In fact, visit Columbus Park where there is an original Seward Johnson sculpture permanently on display, a gift of the Friends of Stamford Downtown. Once these great artworks arrive in Stamford Downtown don't be surprised if you start talking to a man crossing the street only to realize you were speaking to a J. Seward Johnson sculpture.



Harmony vs. Discord

Chef's Corner

Chicken & Pasta Toss

- 1 pound Farfalle Pasta** **3 cups Broccoli Florets**
- 4 Chicken Breasts,**
(boneless, skinless, approx. 1.25 lbs.) Cooked, cut into strips
- 1 cup Sundried Tomatoes in Olive Oil**
- 1/2 cup Olive Oil** **1 1/2 cups grated Romano Cheese**

Cook pasta, adding broccoli during last three minutes of cooking. Drain pasta & broccoli. Toss pasta and broccoli with remaining ingredients. Season to taste with salt & pepper. Prep time: 15 minutes Cooking time: 12 minutes

Recipe courtesy of Jenna Maries Deli, 459 Summer Street



Mark Your Calendars...

2002 Event Dates Are Set!

All Events Are Free To The Public

**Heyman Properties Presents
Art in Public Places**

Images of Urban Life, J Seward Johnson, Jr.
June – August

Alive at 5 - Outdoor Summer Concerts

Thursdays, June 20 - August 1, (except July 4)
5:00 to 8:00pm, Columbus Park

Farmers' Market

Mondays & Thursdays, July – November
10:00am to 3:00pm, Columbus Park

Chef's Festival

Thursdays, July 18 & 25, August 1 & 8
12 noon to 2:00pm, Columbus Park

Monday Night Movies in the Park

August 5, 12, 19 & 26
Movies start at dusk, Latham Park

Stamford Downtown Arts & Crafts Show

September 27 & 28, Veteran's Park

**Inflation Party for The
Cablevision Parade Spectacular**

Saturday, November 23
4pm to 8pm, Summer & Hoyt Streets

Cablevision Parade Spectacular, Presented by Stamford Town Center in Partnership with The Advocate/Greenwich Time

Sunday, November 24
12 noon step off, Hoyt & Summer Streets

Heights & Lights

Presented by Reckson Associates and First County Bank
Rappelling Santa and Colossal Tree Lighting Ceremony
Thursday, December 5
6:30pm Landmark Square and Latham Park