

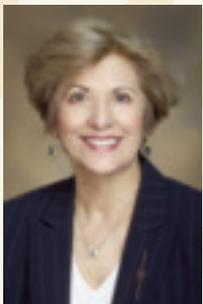
# the Stamford DOWNTOWNER



NUMBER 47 • FALL 2013

## LETTER FROM THE PRESIDENT, SANDY GOLDSTEIN

### Who's Living in Stamford Downtown



Wherever you turn in the downtown, building cranes and other symbols of residential construction abound. That's good news in an economy, which is just emerging from a recession. The questions of course are what is happening in the residential market in Stamford Downtown, what developments are under construction and/or planned and what is the residential profile of those who live in the Downtown?

There are currently 6,000 apartment units in the Downtown: 476 of which opened within the last two years, with a very high absorption rate of over 90%. The latter facts are only the beginning of the story. There are 1,040 units currently under construction (100+/- will be ready for occupancy by Jan. 2014.) There are close to 1,000 units on the drawing board ready for the Zoning Board's approvals by the end of second quarter, 2014. With so many units under construction, so many

already built, and so many in our neighboring Southend(1500+), why are developers continuing to develop residential housing in the Downtown? In order to answer the latter questions and find out who is living downtown and why, the DSSD recently hired Witan Intelligence Strategies, Inc., a highly regarded market research company, to profile Downtown resident households.

Witan's research uncovered a downtown demographic which is young, new to the area, well educated and one with an income significantly above the national and state averages. 66% of our residents are newcomers to the city, having lived in the area 5 years or less. 57% of them moved from more than 15 miles away, so they're not primarily transplanted Stamfordites. And, 87% of them are renters most of whom have been at their current address 5 years or less.

Our survey uncovered a neighborhood that is virtually a fountain of youth. 65% of households in the Downtown have someone 18-34, while 62% have none 35 or older. Quite a statistic! This is the demographic that everyone wants. As a matter of fact according to a July 17th article in *The Advocate*, Stamford Downtown has more 20-something residents living in its area than any other city in the state (except for UCONN at Storrs and Yale in New Haven). Why is this demographic so important? Our research shows that these residents work and therefore have considerable disposable income: 83% of our households have someone who works, 52% in the city or Downtown and 83% within 15 miles of home. Sixteen percent work in NYC.

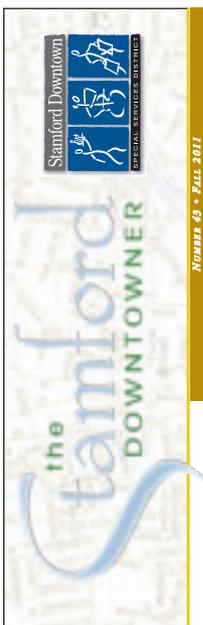
And, they are smart and affluent with a \$108,000 median income (as compared to \$69,000 in-state, \$82,500 in Fairfield County and \$78,200 in city.) Ninety percent of households have someone with a college or advanced degree. Not surprising, since income and education correlate.

Why are these people moving to the Downtown? As stated by Jordyn Peck in *The Advocate* article of July 17, 2013, it's because, "It's nice to park your car on a weekend and not touch it...you can walk anywhere...and it's a fun place to be." According to her friend, Whitney Fremeur, "It's younger and all of the downtown is walkable." Apparently, Stamford Downtown is just the kind of environment these young 20 and 30 somethings are seeking.

Of course the developers have done their own market studies, which is why they have chosen the Downtown as a location. Andrew Montelli, Managing Partner of Post Road Residential, the builder of a 344 unit high end residential complex on Washington Blvd and Tresser, says that he chooses development locations based on proximity to transportation and jobs as well as the immediate availability of entertainment and retail. His company chose Stamford Downtown because it embraces all the latter criteria.

Now that Stamford Downtown is a hub for residential living, our vision of the Downtown as a 24/7 center for working, shopping, dining, living, education and culture is becoming a reality.

PRESORTED  
FIRST CLASS  
US POSTAGE  
PAID  
STAMFORD CT  
PERMIT NO 734



Stamford Downtown  
Special Services District  
Five Landmark Square  
Suite 110  
Stamford, CT 06901

### WHAT'S INSIDE?

<i>Letter From The President</i> .....1	<i>Stamford Downtown Welcomes Another Ivory Tower</i> .....3
<i>Three Cheers for Our Balloon Volunteers</i> .....2	<i>It's a Hit! Stamford Downtown's Improved Website</i> .....3
<i>Kiwanis Park Has Been Energized</i> .....2	<i>Have You Spotted This Ghost Sign?</i> .....4
<i>Retail Corner: New Retailers and Restaurants in Stamford Downtown</i> .....3	<i>Fall Event Calendar</i> .....4

# Board of COMMISSIONERS

## Chairman

Randall M. Salvatore, President  
RMS Companies, LLC

## Vice Chairman

Reyno A. Giallongo, Jr., Chairman & CEO  
First County Bank

## Treasurer

Kathryn Emmett, Esq.  
Emmett & Glander

## Secretary

Greg Caggainello, Sr. Vice President  
Reckson, a Division of SL Green

## Immediate Past Chair

Stephen J. Hoffman, Managing Partner  
Hoffman Investment Partners LLC

Fernando Luis Alvarez

Fernando Luis Alvarez Gallery

Ronald Antonucci, General Manager

Stamford Marriott Hotel & Spa

Laure Aubuchon, Director

Office of Economic Development, City of Stamford

Goitom Bellete, President

GB Parking

Carl Bildner, President

Bildner Capital Corp.

George Boyce

State Farm Insurance Co.

Norman Cole, Land Use Bureau Chief

City of Stamford

Jack Condlin, President & CEO

Stamford Chamber of Commerce

Mgr. Stephen DiGiovanni

Basilica of St. John the Evangelist

John J. DiMenna, Jr., President

Seaboard Properties, Inc.

Russ Hollander, Owner

R. Hollander: Master Goldsmith Inc.

Dr. Tommie Jackson, Interim Executive Director

Urban Redevelopment Commission

Robert H. Kahn, President

United Realty, Inc.

Robert Karp, President

BE Rep Group

Meredith Keeler, General Manager

Stamford Town Center

David M. Kooris, Unit Owner

Classic Condominiums

Todd M. Kosakowski, Managing Partner

Post Road Entertainment

Michael D. Larobina, Esq., Secretary & General Counsel

Sacred Heart University

Gregory Lodato, President

MarLo Associates, Inc.

Norman Lotstein, Vice President

Pyramid Real Estate Group

Michael Marchetti

Columbus Park Trattoria

Frank J. Mercede, President & CEO

Frank Mercede & Sons, Inc.

Marjan Murray, Sr. Vice President, Tri-State Market Manager

People's United Bank

Robert Musumeci, President

RTA International, Inc.

Courtney A. Nelthropp, Owner

Sir Speedy

Michael A. Pavia, Mayor

City of Stamford

Mary Schaffer

napa & co.

Randall M. Skigen, President & Deputy Mayor

Stamford Board of Representatives

Merle Spiegel, Senior Director of Corporate Communications

Purdue Pharma L. P.

Sharon White, Associate Vice Provost

University of Connecticut - Stamford

Tracie Wilson, Sr. Vice President of Programming and Development

NBCUniversal

Steven Wise

Steven Wise Associates, LLC

Sandy Goldstein

President

Lynne Colatrella

Vice President, Events & Marketing

John Ruotolo

Vice President, Operations

Annette Einhorn

Director, Events & Marketing

Jacqueline R. Wetenhall

Director, Retail Development

Maryann Rockwood

Executive Administrator

Cheryl Vukelic

Project Manager, Operations

Marion Glowka

Streetscape Coordinator

Kate Cook

Manager, Events & Marketing

Geoff Hirko

Coordinator, Events & Marketing

Published by:

Stamford Downtown Special Services District

Five Landmark Square, Suite 110, Stamford, CT 06901

Tel: (203) 348-5285 Fax: (203) 348-6857

www.stamford-downtown.com

Publisher: Sandy Goldstein

Editor: Daniel Raymer

## Three Cheers for Our Balloon Volunteers

Fall is upon us, which can only mean one thing...it's almost time for the UBS Parade Spectacular presented by Stamford Town Center and The Advocate/Hearst Media! This year's parade will once again feature giant helium balloons sponsored by generous local businesses, whose employees relish the opportunity to bond as balloon handlers.

Every helium balloon requires anywhere from 24 to 34 handlers to maneuver and fly the giant inflatables along the parade route. Each handler plays a critical role in the overall success of flying the balloon, avoiding obstacles such as street lamps and traffic lights...and of course mastering the SPIN! Constant communication and trust among the balloon handlers are critical to the balloon's successful journey, which creates a fun and exciting team-building event.



The Lorax

GE Asset Management, a longtime sponsor of the parade, takes full advantage of the team-building aspect of the parade. GE's volunteer efforts include encouraging all employees to build stronger communities where they live and work. "Our involvement in the parade is great for our associates in multiple ways," says Danette Melchionne, Community Relations Coordinator for GE Asset Management in Stamford. "We not only get to play a part in delivering a fun and entertaining event to the community, we also use the parade as an opportunity to come together as a team outside the office. The parade is a great example of both community engagement and team-building activities at GE."

## Kiwanis Park Has Been Energized



"Art Celebrating Art" by Suzanne Bellehumeur

Bellehumeur. "I can't tell you how gratifying it is to do mural work for the public."

Streetscape Coordinator, Marion Glowka, was also part of the Kiwanis Park transformation with a plan to use plants to transform an ordinary park into a destination site. She complemented the mural with a redesigned plant palette along the Theater's walls.

Adding to the energy in the park on Saturday mornings was an intriguing artistic journey for kids. Art in the Park, developed and managed by the father and son team of Alex & Ryan Virvo, brought a free outdoor interactive art program where they encouraged young artists to create and display their own masterpieces. Art in the Park will return in April 2014. "I'm thrilled that it did all happen. A big effort come true." said Glowka.



Kids Draw Free in Kiwanis Park - Art in the Park

As the holiday season nears, be sure to visit Kiwanis Park to enjoy a new holiday lights display!

## Retail Corner: New Retailers and Restaurants in Stamford Downtown

Businesses are flocking to Stamford Downtown! From chic restaurants to couture dress boutiques, Stamford Downtown continues to be the place for exciting new retail.

### Fleet Feet Sports

Enhancing its mission to bring the best businesses to the area, Stamford Downtown is proud to announce *Fleet Feet Sports Stamford* as the fifth recipient of Stamford Downtown's Retail Advancement grant. *Fleet Feet Sports Stamford* opened its doors at 168 Bedford Street in the spring of 2013. Owners Victoria Gouletas & Troy Burk have done a fantastic job of providing runners with everything they need to get the most from their runs. Of the 100 Fleet Feet stores in the United States, their store provides a unique set of resources through their group 5K training programs, including their ever popular pub runs and yoga for runners.



Victoria Gouletas & Troy Burk



BOCA

### BOCA

Moving across the street from *Fleet Feet*, South Beach meets Fifth Avenue at Bedford's trendy new hotspot, BOCA. Partners Judd Malin and Gino Riccio (the masterminds behind Quattro Pazzi) bring a hip Mediterranean flair to this new eatery at 245 Bedford Street. Capitalizing on the tapas craze, BOCA's delicious small plates have customers coming back for more. Lobster Gnocchi and Mediterranean spreads are some of BOCA's popular culinary delights. The night doesn't stop at dinner. On the weekends, BOCA transforms into a lively lounge, complete with a D.J., serving up popular cocktails such as the Raspberry Thyme (pictured here) or the Black and Blue Margarita, in addition to a sizzling late-night menu. The next time you are in search of a vacation close to home, look no further than BOCA.



Raspberry Thyme

### Aziza Couture

Just a short walk from Bedford Street is Stamford's stylish new boutique, *Aziza Couture*, located at 465 Summer Street. The mother-daughter pair of Aziza Agrebi and Meriem Ben-Mansour has added a high end flair to the region's fashion scene. With a focus on the "wow factor," Meriem Ben-Mansour looks for dresses that bedazzle. *Aziza Couture* prides itself on its handmade jewels (from as far away as Egypt) and one-of-a-kind handmade beaded dresses from Manhattan. *Aziza Couture* won't stop at dressing you, they offer full hair and makeup services available right in their store. The most fashionable should keep *Aziza Couture* in mind for their next prom, special occasion, or black-tie party.



Meriem Ben-Mansour

These wonderful new additions continue to make Stamford Downtown "The Place" to dine and shop in the region. So, make your way downtown to sample these wonderful new additions to Stamford's thriving Downtown scene.

## Stamford Downtown Welcomes Another Ivory Tower

Stamford Downtown is excited to welcome yet another institution of higher learning to the district. Located in the heart of the Downtown at 4 Landmark Square, Sacred Heart University's new 15,000 sq. ft. Graduate Center opened its doors to students for the Fall 2013 term.

Boasting a slew of innovative graduate degree programs, the Graduate Center is training Stamford's workforce of tomorrow. Degrees in Digital Marketing & Human Resource Management, Film and Television Studies, as well as the College of Education's popular cohort certification program in Educational Leadership and Administration have all made their Stamford debuts to great success.



Sacred Heart University Graduate Center

"The new Graduate Center will offer greater options for our graduate students while giving us an opportunity to build on an already strong relationship with the Stamford community," says Michael Larobina, Secretary and General Counsel for Sacred Heart University. "In addition, Stamford has become a hub for digital marketing and is located squarely in the communications corridor, so it is an ideal location for us to offer some of our flagship programs."



Sacred Heart University is not the only institution that is choosing to capitalize on the economic opportunities that Stamford has to offer. UConn Stamford is rapidly expanding its presence in the Downtown as well. Equipped with a multi-million dollar grant from the State, UConn plans to make its Stamford campus the University's internship capital. With degrees in Global Business and Financial Management, punctuating a series of eight new, business-focused degree programs, UConn is a partner in the

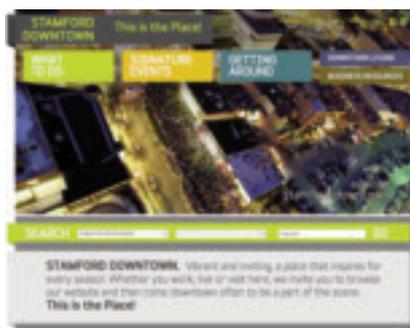
Stamford community. It will expand already established internship programs with Stamford companies such as UBS, NBCUniversal, and GE Capital. Access to these impressive businesses and the vibrant Stamford Downtown community leaves no question as to why these universities have chosen Stamford Downtown as the place to be.



Welcome, Sacred Heart University!

## It's a Hit! Stamford Downtown's Improved Website

Earlier this year, The Stamford Downtown Special Services District began laying the groundwork for a new and improved, user-friendly website. Eye popping graphics and easy navigation make the new Stamford Downtown website a virtual treat. Leading the many changes is the creation of a simple to navigate home page, with a distinct set of areas or subjects describing the different aspects of Stamford Downtown. Sections such as 'What To Do,' 'Signature Events,' 'Getting Around' and 'Downtown Living' make browsing through the site a stress free and fun experience.



Now, more visitors than ever, will see why 'This Is The Place' to be. Check it out at [www.stamford-downtown.com](http://www.stamford-downtown.com).

Visit Stamford Downtown's Blog and Facebook

<http://stamforddowntownevents.blogspot.com>

<http://www.facebook.com/stamford.downtown>

## Have You Spotted This Ghost Sign?

Just when we think we know every nook and cranny of Stamford Downtown, a hidden surprise appears where we least expect it. This "Ghost Sign" was revealed after a recent building demolition and may go back into hiding soon after construction begins on the new Marriott Residence Inn on Atlantic Street. If you want to get a look, do it soon since it might go back into hiding for another 50 years.



## Stamford Downtown Events, Fall 2013

### SAC Capital Advisors Giant Balloon Inflation Party

Saturday, November 23, 2013  
3-6 pm, Summer & Hoyt Streets

Join us for this backstage look at the parade and watch the giant helium balloons come to life! New balloons this year include: Smurf, Babar & Badou, and Foofa & Plex from Yo Gabba Gabba!

### UBS Parade Spectacular presented by Stamford Town Center and The Advocate/Hearst Media

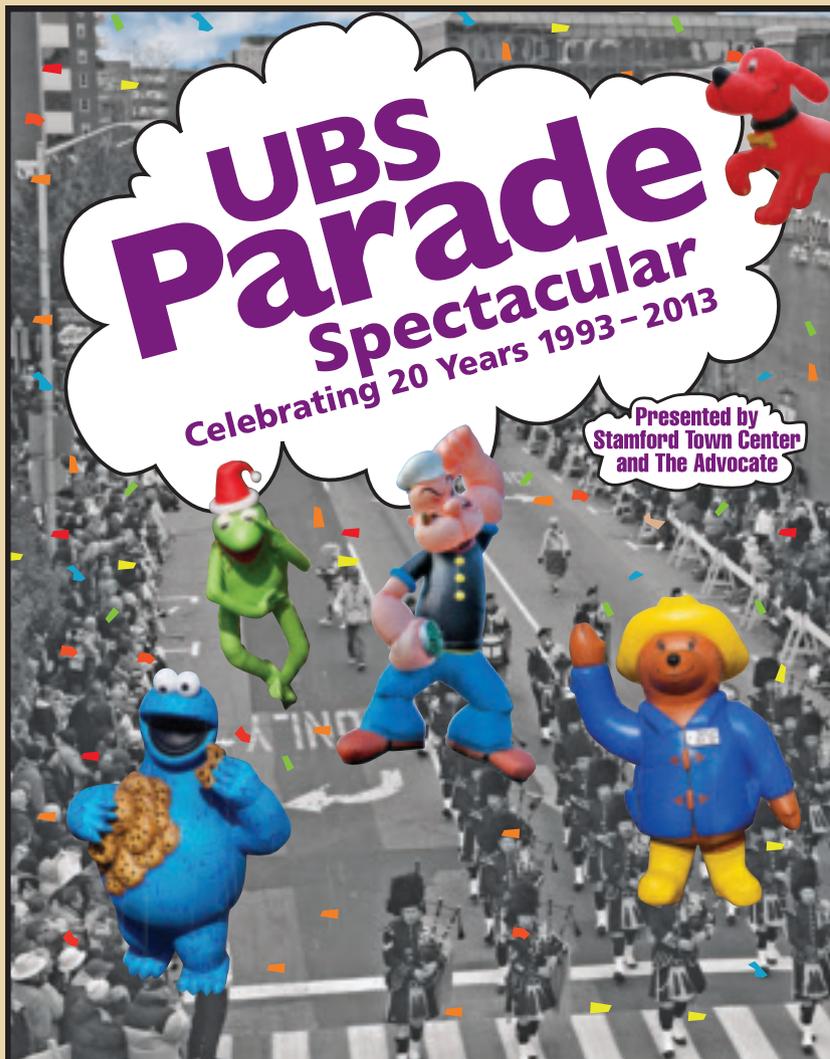
Sunday, November 24, 2013  
12 noon step-off, Summer & Hoyt Streets

One of the largest helium balloon parades in the country, it features everyone's favorite giant balloon characters, award winning marching bands and fabulous floats. Don't miss the Chicago Boyz Acrobatic Team from America's Got Talent. Fun for the whole family!

### Heights & Lights Rappelling Santa and Holiday Tree Lighting Presented by Reckson Associates, A Division of SL Green

Sunday, December 8, 2013 5:00 pm,  
Landmark Square and Latham Park

From 22 stories high above Stamford Downtown, watch and cheer for Santa Claus and star rappellers Brian Cashman and Bobby Valentine as they make their daredevil descent, twisting and flying from the top of one of Stamford's tallest buildings, Landmark Square. Then follow Santa up Bedford Street to Latham Park for an evening of holiday fun with live music from the Swingset Mamas. Then, join in the countdown of the annual lighting of Stamford's Holiday Tree.



**Sunday,  
November 24, 2013  
12 noon  
Stamford Downtown**

**Grand Marshal**  
NY Knicks Asst.  
General Manager  
Former NBA All-Star and  
NY Knicks Legend  
**Allan Houston**

**Watch the balloons inflate!**  
**Saturday, November 23, 3-6pm Summer & Hoyt Streets**  
Sponsored by  
**SAC Capital Advisors, LP**

Title Sponsor:  
**UBS**

**Michael A. Pavia  
Mayor**

**This is the  
Place!**  
stamford-downtown.com

**STAMFORD TOWN CENTER**

**S | A | C**  
Capital Advisors, LP

**stamford  
advocate.com**

**BAR ROSSO** **EMPIRE STATE REALTY TRUST** **NBCUniversal** **RIS** **SEABOARD PROPERTIES INCORPORATED**  
**Marriott STAMFORD HOTEL & SPA** **AGORA SPA** **Crystal Rock** **CT TRANSIT** **Star 99.9** **Happyhaha**  
Official Hotels of Stamford Downtown Events

**For information call: 203-348-5285**  
**stamford-downtown.com**

Backpacks and large bags are subject to police search. Please leave them at home.

COOKIE MONSTER™ & ©, KERMIT™ & © 2013 Sesame Workshop; CLIFFORD THE BIG RED DOG™ & © Norman Bridwell. All rights reserved; PADDINGTON BEAR™ © 2013 Paddington & Co. Ltd.; POPEYE © 2013 King Features Syndicate, Inc.