

the Stamford DOWNTOWNER



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LETTER FROM THE PRESIDENT, SANDY GOLDSTEIN

Housing: Creating the Optimum Sense of Place



Stamford Downtown is on the cusp of celebrating its 20th anniversary — and what a different place Stamford Downtown is today than the uninviting neighborhood it was in 1992. The great place changer was the development of housing throughout the area. Nothing creates an energetic environment more than people who own a neighborhood, because they live in it. Housing has been developed or renovated on almost all Downtown streets with more than 5,400 residential units located throughout the Downtown.

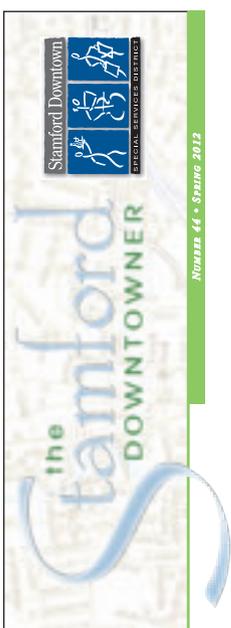
How did this happen? Not overnight and not without careful planning! Twenty years ago, a pioneer in urban housing, Avalon Communities, was willing to commit resources to build housing in Stamford Downtown. This was a risky venture, then. The Downtown was not the shopping, restaurant and entertainment destination that we have come to know. There was only an older housing stock, and two newer, lovely, but marginally successful high-rise Downtown residential developments. What the principals at Avalon saw in 1992, however, was a group of property owners who had just formed the Downtown District and were committed to the revitalization of the Downtown by pouring their own tax dollars into the area. And, they saw stakeholders willing to go to bat for housing developers.

Why were the Downtown District Commissioners so eager to have housing? Simple! Housing brings people 24/7 and people activate a neighborhood; people provide a sense of security; people create an inviting ambiance for other visitors; people stimulate the economy by shopping, dining and going to the cinema.

Supporting developers who wished to build took many forms. First, an environment had to be created that was conducive to housing. Property owners' monies were used to pay for extra cleaning services, attractive streetscape, enhanced security and the creation of an organization (Stamford Downtown), which would manage the revitalization they envisioned. Second, a strong effort was made to support economic development initiatives that would encourage housing: parking ratios were lowered, parking garages were encouraged to remain open 24/7 to allow residents the convenience of parking in them, regulations were relaxed to encourage outdoor dining and to decrease the footage between alcohol-serving establishments. Hence, the number of Downtown restaurants grew from 42 in 1992 to 85 today. Few things are more conducive to an inviting streetscape than dining *al fresco*.

All the latter efforts contributed to other developers joining Avalon in building residential units, causing the number of apartments and condos in the Downtown to double in size from 1992 to 2012. And, the number of Downtown housing complexes continues to grow. The very good news is that currently there are 480 units under construction (Washington Blvd and North, Washington Blvd and Tresser, Bank Street). Currently awaiting Zoning Board approval, are another 89 units on lower Summer St. The housing future looks rosy, which augurs well for Stamford Downtown.

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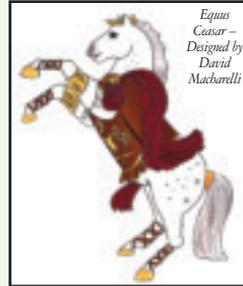
Summer Events Preview

Art in Public Places

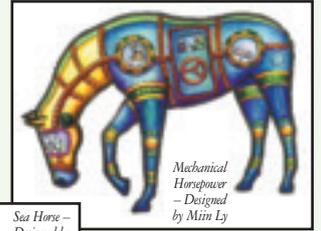
An unusual herd of fiberglass horses will come to Stamford Downtown this summer as the Downtown's annual outdoor art exhibit, Art in Public Places, brings Horsin' Around Stamford Downtown to our city streets. Of the 200 designs submitted by 85 different artists, 40 have been chosen to adorn the sidewalks and parks of Stamford Downtown! The fiberglass horses, some of which stand ten feet tall, will be on display from June through August for local and regional audiences to enjoy. A party to kick off Horsin' Around Stamford Downtown will be held on June 12 at the Stamford Marriott Hotel & Spa. Tours of the sculpture exhibit will be conducted throughout the evening. In early October, the cleverly designed horses (with names like Horse Fly and Night Mare) will be auctioned off, a portion of the proceeds going to benefit Ferguson Library. For more information on the exhibit, the opening party & auction or to view a map of the sculpture locations, please visit www.stamford-downtown.com in mid-May.



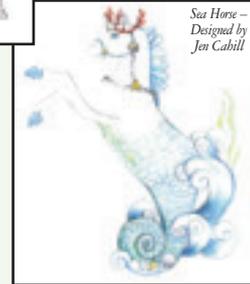
40 fiberglass horse sculptures were manufactured specifically for the Horsin' Around Stamford Downtown exhibit!



Equus Caesar
Designed by David Marchetti



Mechanical Horsepower
Designed by Min Ly



Sea Horse
Designed by Jen Cabill

Bandapalooza

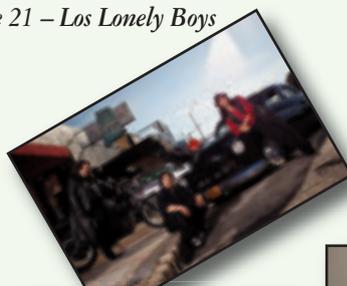


12 bands will compete on May 18 at venues throughout the Downtown hoping for a chance to open for one of the first three headliners in Columbus Park this summer at Alive@Five 2012. Comprised of original musicians from Fairfield County and surrounding communities throughout the region, Bandapalooza provides one more fantastic opportunity for these artists to play their original tunes, reach a wider audience and make it on to the Heineken Stage at Alive@Five. In partnership with Heineken and 95.9 The Fox, the Stamford Downtown jury, along with the public, will listen to the music of the 12 contestants at different venues throughout the Downtown to determine which three bands will kick off the Alive@Five summer concert series. Follow @AliveAtFiveCT and @959TheFox on Twitter for more information on artists, venues and voting!

SNEAK PEAK at Summer Concerts in Columbus Park!

Alive@Five runs for seven consecutive Thursday nights starting on June 21 and wrapping up on August 2. Here are just a few of our headliners!

June 21 – Los Lonely Boys



July 12 – Matisyahu



July 26 – Javier Colon



June 28 – G. Love & Special Sauce

Jazz Up July runs for 4 consecutive Wednesday nights starting on July 11 and wrapping up on August 1.



July 11 – John Pizzavelli



August 1 – Al Jarreau

www.stamford-downtown.com

Grand Summer Night

To keep the sidewalks and parks of Stamford Downtown filled with beautiful art year round, the “Friends of Stamford Downtown” are at it again, busy organizing this year’s Grand Summer Night to be held Wednesday, August 8, 2012. A much-anticipated evening on the social calendars of many Fairfield County residents, the night consists of a lively cocktail hour with hors d'oeuvres from the best local establishments, a silent auction featuring terrific items from the practical to the indulgent, and then a delicious dinner at one of Stamford Downtown’s fabulous restaurants. This annual fundraiser salutes Stamford Downtown’s fine dining options, while raising money to support both the acquisition of permanent outdoor sculptures in the Downtown and our yearly outdoor art exhibit.

Arts & Crafts on Bedford

A Downtown favorite returns to the streets on September 22 & 23 for its 12th season! Arts & Crafts on Bedford offers discriminating shoppers a variety of handmade crafts and fine arts to fill that blank wall, the empty space on a bookshelf or that extra element of flair on a dining room table. There is something for everyone! Bedford Street will be closed to vehicular traffic for the weekend (although there’s plenty of parking in the Bedford Street Garage). So come browse the craft and artisan boutiques, purchase a few items you won’t find anywhere else and don’t forget to dine at one of the fabulous outdoor cafés or restaurants on Bedford Street.

If you’re an artist with a unique stock of items for sale, Stamford Downtown is currently accepting applications from crafters for the show. Applications are encouraged for all major arts and crafts categories. Exhibitors are accepted based on the originality and quality of their workmanship and the appropriateness of their products for this particular show. The final jury date is July 30, so apply now! You can find an application and all pertinent information regarding Arts & Crafts on Bedford at www.stamford-downtown.com



New Options For Stamford Downtown Foodies



At Rodizio Grill, Brazilian gauchos bring skewers of meat right to your table!

All you can MEAT!

Rodizio Grill, a national restaurant franchise established in Colorado in 1995, has opened its first Brazilian steakhouse in the tri-state area in the middle of Stamford Downtown. Located under the Target shopping center at 5 Broad Street, Rodizio has transformed the large 7,100 square foot space across from UConn Stamford into an upscale, all-you-can eat steakhouse as well as a new hotspot for family gatherings, date nights and business meetings.

“We are truly excited about bringing this award winning restaurant chain to Fairfield County,” said James Layfield, franchise owner of Rodizio Stamford. “We believe our guests will feel right at home when they try our wide selection of delicious appetizers and gourmet salad bar, sample our dozen plus rotisserie grilled premium cuts of steak, seafood, chicken and pork served tableside by Brazilian gauchos and wrap up their evening with one of our mouthwatering homemade desserts.”

Burgers Don’t Stay Stationary at Station Eats

At 60 Atlantic Street (just up the staircase at the entrance to the Landmark Square office complex) is **Station Eats**, offering residents and daytime employees an organic burger joint in a convenient Downtown locale. With picnic table seating for patrons on its patio, plus an additional fifty seats inside the restaurant, you’re sure to find ample room to enjoy the spring weather with your friends, co-workers, or family members while taking in the view overlooking Kiwanis Park and the Palace Theatre.

In addition to the unique ambiance on Atlantic Street, Station Eats’ organic, nitrite and nitrate-free burgers and hot dogs are cooked right in front of you, as you peruse the array of toppings and house made sauces that will keep you coming back to try different combinations. No burger is complete without a side of fries, in this case, gluten-free, which will ensure that every member of your party will be able to enjoy them. Whether you decide on a milkshake or adult beverage to round out your meal, or would like to combine the two in one of the “Hi-Octane Shakes,” Station Eats has the perfect complement to your meal. Be sure to check back often as its menu includes a new burger and shake special every month depending on the season. For lunch or dinner, weekend or weekday, Station Eats serves up high quality organic food you’re sure to love. Check it out online at www.stationeats.com.



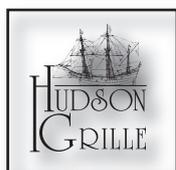
Station Eats at Landmark Square on Atlantic Street across from Kiwanis Park.

What’s New on Atlantic Street?

If you have found yourself anywhere in midtown Manhattan at lunch time in the past 33 years, you may have seen the long lines of hungry patrons clambering for **La Bellezza’s** pizza and sandwiches. Similarly, if you have ever waited for a table at Siena River Café in Westport, for a chance to enjoy homemade Italian cooking, you are once again in luck. Chef Marco has made a name for his many restaurants, and has now made his Italian specialties available at La Bellezza in the heart of Stamford Downtown, just steps from the Palace Theatre.

With over 40 years of restaurant experience, Chef Marco has aspired to make La Bellezza more than just pizza by the slice. His homemade pastas and other Italian specialties, paired with the beautiful décor, make La Bellezza a wonderful destination for an intimate dinner or just a casual lunch. Whether you want pizza on the run or Chicken Scarpiello to savor, check out La Bellezza this spring at 87 Atlantic Street or take advantage of its free delivery service: (203) 356-0242.

Coming Soon to Bedford Street . . .



Late May will bring a new addition to 128 Bedford Street! The 4,500 square foot address will open as **Hudson Grille**, a popular contemporary American dining experience with an established sister location at 165 Mamaroneck Avenue in White Plains, NY. The Hudson Grille will provide casual yet elegant dining, attentive service and delicious cuisine. The restaurant is known for dishes such as the Fennel and Beet Salad and Sautéed Pei Mussels, which are cooked to perfection with local seasonal ingredients. The upscale beautifully appointed dining room will have upholstered seating and a modern décor, featuring an enormous central granite top bar. Make sure to stop in and check it out as soon as its doors open!



Also opening in late May at 261 Main Street in Columbus Park is **BarQ**, an authentic barbeque restaurant, serving exceptional BBQ dishes tapas style (multiple small plates), in an awesome, ultra-cool atmosphere. Taking over the space where Hula Hank’s Island Bar & Grille once was, stop by and grab a drink. Get your fingers dirty as BarQ serves up Stamford Downtown with a generous helping of down home cooking and class.

Join our E-Mail list and be in the know on what’s happening in Stamford Downtown! Email events@stamford-downtown.com to subscribe!

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

Look Up! Stamford Downtown Unveils New Branding Campaign

As you stroll throughout the Downtown or drive along any of our busy city streets, Stamford Downtown hopes you've noticed the newest additions to the cityscape. As the first phase of a new, multi-year, rebranding campaign, Stamford Downtown, along with the help of the City of Stamford, has installed new street pole banners, designed to pepper the Downtown with some aesthetic pizzazz and trumpet all the elements that make the district so fabulous!

Designed by Creative Insight, LLC, eight illustrated banner designs declare, "This Is The Place!" and depict different aspects of the Stamford Downtown experience. A combination of these designs will comprise a total of 360 banners that will hang throughout the district for the next three years. "The banners promote a lively, vibrant and energetic look. If you want to dine, take a stroll, go to the theatre, or attend an event, the new banners add life, zest and fun to the street scene," said Sandy Goldstein, president of Stamford Downtown.



Front Row: Nancy Anderson & Michael Lombardo, partners and art directors of Creative Insight
Back Row: Lynne Colatrella, Annette Einborn, John Ruotolo & Sandy Goldstein of Stamford Downtown



Stamford Downtown's 2012 Retail Advancement Program

The Stamford Downtown Retail Advancement Program is designed to incentivize quality retailers to locate in Stamford Downtown. The goal of the Retail Advancement Program is to recruit several new retail stores in 2011-2012. A one-time Retail Advancement Program grant of up to \$50,000 from Stamford

Downtown, plus a matching \$50,000 landlord contribution (in tenant improvement allowances or other landlord concessions) for qualified applicants, will be given to selected retailers. Applications will be accepted through December 31, 2012. Visit our website at www.stamford.com

or call Jacqueline Wetenhall, Director of Retail Development for more information at 203-348-5285 (x105).



Stamford Downtown congratulates our friend
Arty Selkowitz,
Stamford's Citizen of the
Year for 2011!

Join us on May 7 at the
gala to recognize Arty's
contributions to the city.

For more info, visit
www.stamfordcity.org

Don't miss these SPECTACULAR events in Stamford Downtown

Bandapalooza (Battle of Bands)
Friday, May 18, 2012
Downtown Bars

French Market (Farmers' Market)
Saturdays, June through November 2012
9:00am - 3:00pm, Bedford Street at Forest Street

Horsin' Around Stamford Downtown, Art in
Public Places
June - August, 2012
Opening Celebration: June 12, 2012
Auction: October 4, 2012

Bedford Street Promenade
Saturdays, June 16, 23 & 30, 2012
Bedford Street

Alive@Five Outdoor Summer Concert Series
Thursday Evenings, June 21 - August 2, 2012
5:00pm, Columbus Park

Rockin' on the River
Saturday, July 21, 2012
1010 Washington Blvd.

Jazz Up July
Wednesdays, July 11 - August 1, 2012
6:30pm, Columbus Park

Stamford Tables Summer Restaurant Weeks
August 20 through September 3, 2012
Downtown Restaurants

A Grand Summer Night, Dine Around
August 8, 2012
UCONN Stamford

Arts & Crafts on Bedford
September 22 and 23, 2012
Bedford Street