

CITY OF STAMFORD

Connecticut

- The firm prepared a **value retail/megastore study** for the City which focused on developing a retail/industrial policy, a typology of value retail uses, and the development of land use standards that has been incorporated into both the City's existing zoning ordinance and Master Plan. The goal was to permit value retail on certain sites while protecting the integrity of the central business district and preserving industrially zoned land. Our recommendations are currently being implemented by the City.
- F&A was retained by the Downtown Stamford Special Services District (DSSD) to prepare an **economic impact analysis** and commercial character assessment to determine the impact of a proposed “big box” development on existing retail in the City and the long-term viability of the downtown, and to ascertain reasonable alternatives. Tasks included determining the maximum quantity of retail the Stamford economy can support; establishing the types of retail which would most complement the downtown and be in character with the surrounding concentrations of new and revitalized commercial activity; determining the most appropriate location to land unmet retail needs; estimating the impact of big box retail development on existing downtown retail; and reviewing and analyzing the relevance of non-retail vs. retail streets as designated in the City's zoning regulations. F&A matched technical analysis with field research, mapping, data collection and input from stakeholders in the form of focus groups designed to elicit opinions and ideas, which ultimately informed the technical analysis.



Target on Broad Street



Macy's in the Town Center

Retail Centers
Downtown Stamford, Connecticut