

**MJB Consulting / Harrall-Michalowski Associates
Stamford/West Side Retail Plan and Recommendations
Mid-point Status Meeting - Thursday, October 11, 2007**

Outline

- I. Introduction**
- II. Process**
- III. West Side Observations**
 - a. Anchor Properties
 - b. Problems & Weak Areas
 - c. Business Focus Areas
- IV. General Retail "Positioning"**
 - a. What the West Side is
 - b. What do we *want* the West Side to be?
 - c. What *can* the West Side be?
- V. What Does "Positioning" Mean?**
 - a. Target Audience
 - b. Merchandise Mix
 - c. Specific Tenants
- VI. Factors Influencing Retail Potential**
 - a. Pass-by visibility
 - b. Floor-plates/lot sizes
 - c. On-site parking
 - d. Perceptions/aesthetics/"vibe"
 - e. Local demographics
 - f. Population densities
 - g. "Captive" markets
 - h. Competing districts
 - i. Anchor spin-off
 - j. Quality of space
 - k. Rents and volumes
 - l. Vacant/"soft" sites
- VII. Opportunities & Initiatives**
 - a. Lower West Main
 - b. West Main Heights
 - c. West Main West
 - d. Smith/Lower Stillwater
 - e. Upper Stillwater