

November 20, 2023

Attention: Mr. Jeff Goldblum  
SWC Office Furniture Outlet, Inc.  
375 Fairfield Avenue Associates  
Stamford, CT 06902

SLR Project No.: 141.21576.00001

**RE: Transportation Demand Management Plan/Parking Management Plan  
375 Fairfield Avenue, Stamford, Connecticut**

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Dear Mr. Goldblum,

At your request, SLR International Corporation (SLR) has prepared this combined Transportation Demand Management Plan (TDMP) and Parking Management Plan (PMP) – TDMP/PMP, for the proposed warehouse, flex-industrial, and commercial facility to be located at 375 Fairfield Avenue in Stamford, Connecticut to aid in effectively reducing the demand for parking spaces and promote alternative means of transportation. The proposed project includes two new buildings – Building A and Building B. As part of the proposed site expansion, five existing curb cuts will be eliminated, and four curb cuts will be rebuilt. The Traffic Study indicates that the trips generated by the proposed development will have minimal impact on the surrounding roadway network traffic flows.

## **Existing Non-Single-Occupant-Car Travel Options**

### **Transit**

CTtransit Route 324 operates between the Stamford Transportation Center and Stamford's Waterside neighborhood. Route 324 buses operate via Richmond Hill Avenue and Fairfield Avenue to Top Gallant Road, then return northward via Southfield Avenue, Greenwich Avenue, and South State Street to the Stamford Transportation Center. There are multiple stops along Fairfield Avenue within the study area. Buses operate between 5:00 a.m. and 12:00 a.m. at 20- to 40-minute intervals on weekdays, and hourly between 7:30 a.m. and 9:00 p.m. on weekends.

### **Bicycle**

The proposed facility at 375 Fairfield Avenue is accessible by bicycle – ideally on a route using low-volume roads. Bicycle parking for employees and visitors will be provided onsite at both buildings. Building A will provide 19 covered bicycle spaces and Building B will provide 12 covered bicycle spaces.

### **Carpool**

Carpooling can be encouraged to the site by way of preferential parking benefits, cash incentives, and/or assistance helping people find a carpool partner. Phone apps such as *Waze Carpool* can be used to coordinate carpools of closed groups – for example, a “375 Fairfield Avenue Employees” carpool group, or a “Waterside Neighborhood” carpool group.

## Uber/Lyft/Taxi

Ride hail or taxi trips could be a viable and inexpensive option for anyone who is completing a trip from a nearby location, including from either of the 2 closest Metro-North Stations: Stamford (just over 1 mile away) or Old Greenwich (approximately 1.6 miles away).

## Parking

The proposed development will include a total of 52 parking spaces adjacent to building A (44 regular spaces, 5 electric vehicle spaces, 2 accessible spaces, and 1 accessible electric vehicle space), and 46 parking spaces adjacent to building B (40 regular spaces, 4 electric vehicle spaces, and 2 accessible spaces). This satisfies the minimum parking requirement in the Zoning Regulations.

## Transportation Demand and Parking Management

Periodic follow-up traffic and parking studies are to be conducted after this development has opened to quantify and evaluate its actual traffic and parking demands per Sections 19.F.5 and 19.G.5 of the Stamford Zoning Regulations, which stipulate:

*“Should fewer than 20% of the building occupants use means of transportation other than a single occupied car, the owner, tenant or property manager shall, by March 31st of such year, submit proposals for increasing that share to the Transportation, Traffic and Parking and Land Use Bureaus for comments and approval.”*

The percentage of employees commuting to work by various modes of transportation (walking, using transit, bicycling, carpooling, driving alone) is to be quantified by user survey (or another appropriate method) to determine if TDM measures should be implemented.

In addition, the peak number of parked vehicles associated with this development is to be counted to determine if parking should be better managed. The utilization of on-site bicycle parking and Electric Vehicle (EV) charging spaces shall also be counted. If it is found that the reduced automobile traffic goals are not being met, then the development should implement TDM/automobile-use reduction strategies. TDM strategies could include, but may not necessarily be limited to, one or more of the following:

- Provide transit information to employees and visitors
- Provide discounted or free transit passes to employees
- Provide carpool information to employees and visitors
- Provide incentives for employees to use different modes of transportation to come to work
- Stagger work hours
- Charge for employee parking onsite
- Provide a bike-share and/or scooter-share service at or near the site

## Summary and Recommendations

This TDMP/PMP for the proposed development to be located at 375 Fairfield Avenue in Stamford, Connecticut, was produced in accordance with City Zoning Regulation requirements. Estimates of the amount of new traffic and parking that could be anticipated to be generated by the proposed development were made based on industry statistical data and can be seen in our



Traffic Study. The trips generated by the proposed development will have minimal impact on the surrounding roadway network traffic flows.

We recommend the following to determine if the city-regulation vehicular traffic reduction goals are being met for this development:

- After the development is built, conduct and report on peak-period vehicle traffic counts of the site driveways. If it is found that the reduced automobile traffic goals are not being met, then TDM measures (listed above and again below) should be implemented.
- Likewise, after the development is built, conduct parking counts of the site to understand if the site is underparked or overparked. The findings of the post-development parking counts for the site shall inform if on-site parking should be managed differently. Particularly, if it is found that the on-site parking supply is being filled to capacity, then TDM measures should be implemented. Conversely, if there is routinely found to be many empty parking spaces, then it may make sense to lease excess supply within this site to a third party and/or repurpose the excess/unused parking spaces for a different use. As part of the post-development follow-up parking studies, the utilization of bicycle parking and EV charging spaces shall also be counted.
- Per Section 19.G.5 of the Zoning Regulations, after this development is built, conduct a survey to understand the mode split of employees working at this development. Per the regulations, this should be reported by the middle of January of each year. *“Should fewer than 20% of the employees use means of transportation other than a single occupied car, the owner, tenant or property manager [of this development] shall, by March 31<sup>st</sup> of such year, submit proposals for increasing that share to the [City of Stamford] Transportation, Traffic and Parking and Land Use Bureaus for comments and approval.”*

The following are TDM strategies that the development can implement if city-regulation vehicular traffic/SOV reduction goals are not being met:

- Provide transit information to employees and visitors
- Provide discounted or free transit passes to employees
- Provide carpool information to employees and visitors
- Provide incentives for employees to use different modes of transportation to come to work
- Stagger work hours
- Charge for employee parking onsite
- Provide a bike-share and/or scooter-share service at or near the site

The majority of new trips (approximately 146 manufacturing trips total during weekday peak hours) that are anticipated to be made to and from the proposed development site will be made mostly by employees – the group targeted by the TDM regulations. The traffic study also accounts for 25 total peak-hour fast-casual restaurant trips made generally by visitors.<sup>1</sup> Several of the strategies listed above would be viable for both employees and visitors. For example, the applicant would be encouraging and providing carpool information to employees and visitors, providing transit information to employees and visitors, and encouraging increased use of bus,

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<sup>1</sup> This estimate is conservative. In reality, it is possible that most, if not all of the trips to the fast casual restaurant will be by tenants within the building and neighboring tenants that are in adjacent buildings who will walk to the restaurant.



bicycle, and other non-drive alone trips for visitors should the 20 percent goal not be met as documented through surveys. These strategies will likely exist organically initially and can be reinforced if necessary. Note again that the TDM regulation addresses the employees (not the visitors), although all trips to the site are being considered in the strategies presented above.

We hope this TDMP/PMP is useful to you and the City of Stamford. If you have any questions or need further information, please do not hesitate to contact either of the undersigned.

Regards,

**SLR International Corporation**



**Holly Parker, TDM-CP**  
Principal Transportation Planner  
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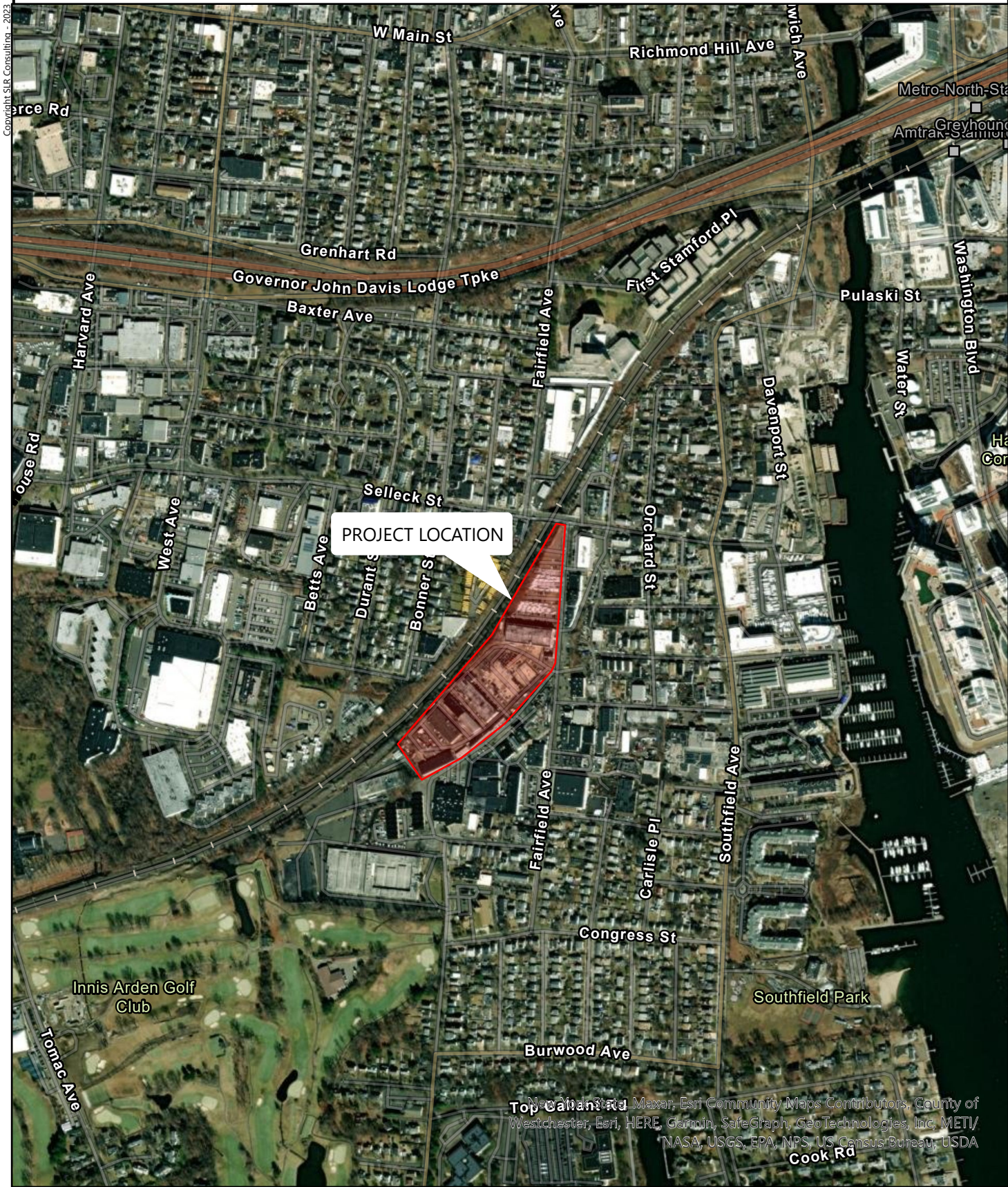


**Neil Olinski, MS, PTP**  
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Attachment: Figure 1 - Site Location Map

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**SLR**  
 195 CHURCH STREET  
 7TH FLOOR  
 NEW HAVEN, CT 06511  
 203.344.7887

**LOCATION MAP**  
 PROPOSED WAREHOUSE AND DISTRIBUTION FACILITY  
 375 FAIRFIELD AVENUE ASSOCIATES  
 375 FAIRFIELD AVENUE  
 STAMFORD, CONNECTICUT

Feet

SCALE 1" = 1,000'  
 DATE 11/20/2023  
 141.21576.00001  
 PROJ. NO.  
**FIG. 1**

Map data: © 2023 Maxar, Esri Community Maps Contributors, County of Westchester, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA