

**New Canaan**  
**Commercial Market Study**  
New Canaan, Connecticut

BFJ in collaboration with Urbanomics, prepared a commercial market study of the New Canaan downtown area to evaluate the overall market feasibility of future development by assessing the existing supply of commercial uses, quantifying the demand for new uses and evaluating market impacts of a range of Town initiatives. These include changes to parking capacity, proposed zoning changes, the potential for increased in-town housing and possible marketing initiatives with Metro-North Railroad. The unmet local demand by retail type identified in the analyses was examined in terms of spatial requirements and appropriateness under zoning restraints and resident preferences. The resulting recommendations included specific retail types to be pursued and an organizational structure to implement strategies to attract more shoppers to downtown New Canaan.

