



# STORRS RETHINK MAIN STREET CENTER



Conceptual perspective of the Town Square – the heart of Storrs Center.

Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the School of Fine Arts complex.

The Storrs Center master plan knits quality architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that will make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks and intimate streets reinforce shared community spaces and are supported by residences above. Storrs Center combines retail, restaurant, and office uses with a variety of residence types. Structured and surface parking is provided.

**LOCATION** Mansfield, Connecticut, approximately twenty-five miles east of Hartford, Connecticut on Route 195, across from the University of Connecticut's main campus.

**PUBLIC PARTNERSHIP** Storrs Center is one of the most ambitious public/private initiatives in the history of the state. At its core is the Mansfield Downtown Partnership, Inc., an independent, non-profit organization that is composed of representatives from the community, local businesses, the Town, and the University of Connecticut.



Conceptual perspective of Phase 1A along Dog Lane.

## **DEVELOPER**

LeylandAlliance is a noted New Urbanist development company that has created mixed-use projects in Connecticut, New York, South Carolina, and Virginia. Storrs Center Alliance LLC, an affiliate of LeylandAlliance LLC based in Tuxedo, New York, is the master developer for Storrs Center and owns and manages the commercial space. There is approximately 70,000 square feet of commercial space in Phases 1A and 1B. The inaugural commercial tenants of Phase 1A, including restaurants, retail, and office tenants, opened in August 2012 and more will open throughout the fall. Phase 1B is under construction and will open in 2013. Much of the commercial space in Phase 1B is leased.

Joining LeylandAlliance in developing the first two phases of Storrs Center is EdR, based in Memphis, Tennessee. EdR (NYSE:EDR) is creating high quality housing within Storrs Center to appeal to the University and Town of Mansfield community. EdR will develop, own and manage 322 apartment homes, including studio, one-bedroom, two-bedroom and three-bedroom residences within the first two phases of Storrs Center. The first apartment homes in Phase 1A opened in August 2012 and apartments in Phase 1B will open in the summer of 2013.

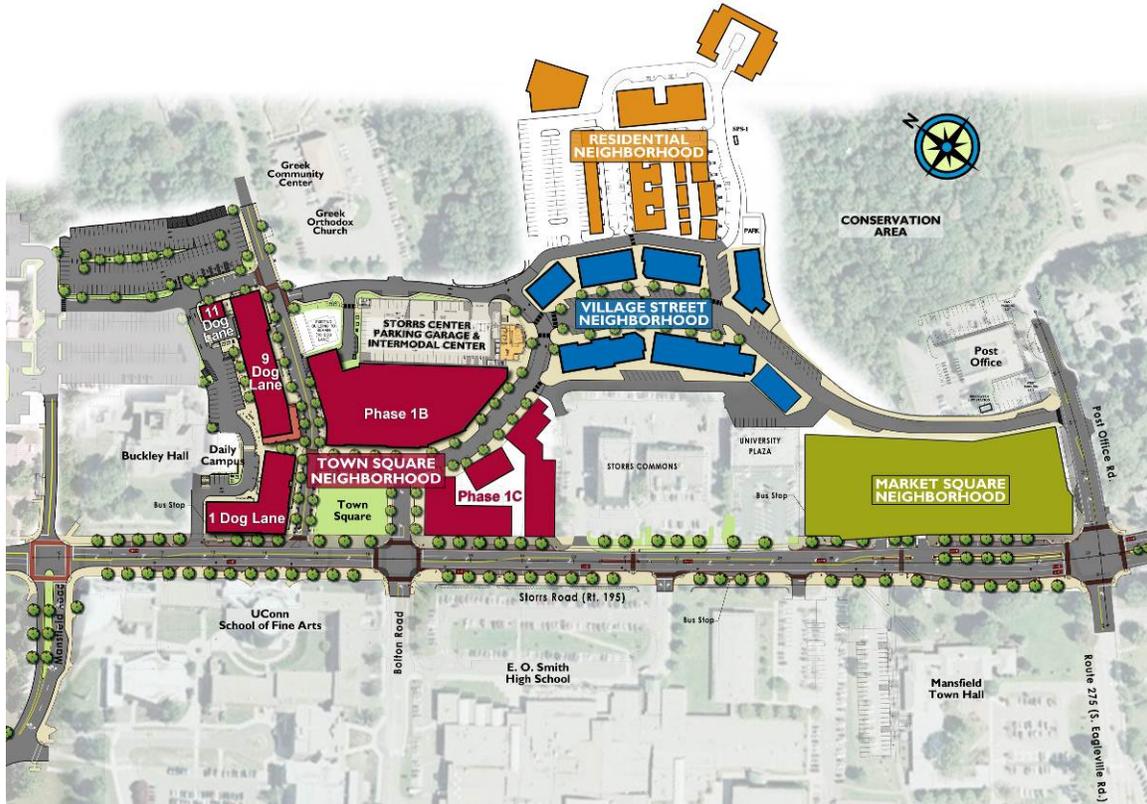
## **ARCHITECTURE**

The master planner of Storrs Center is Herbert S. Newman and Partners P.C. of New Haven, Connecticut. The urban designer is Urban Design Associates of Pittsburgh, Pennsylvania along with Patrick L. Pinnell Architecture and Town Planning. Guidelines for sustainable land use and green building practices have been developed in association with Steven Winter Associates and Viridian Energy and Environmental. Looney Ricks Kiss Architects, Inc. was a municipal development consultant for the Mansfield Downtown Partnership and has contributed to development of the design guidelines for Storrs Center. BL Companies of Meriden, CT is the lead architect for buildings within the first two phases of Storrs Center.

## **PROJECT MIX**

- Residential: +/- 700 units
- Retail/Restaurant/Office: Approximately 200,000 s.f.

## SITE PLAN



## TIMETABLE

Phase 1A (1, 9, and 11 Dog Lane):  
Construction complete  
Some retail open, additional retail opening this fall

Phase 1B: Anticipated completion in summer 2013

## CONTACT

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