



STORRS RETHINK MAIN STREET CENTER

Moving From Vision to Reality



The Town Square will be the heart of Storrs Center. The Square will be bordered by mixed use buildings housing cafés, retail and service establishments at ground level with residences above.



Steve J. Maun

It's official: the new Storrs Center "Main Street" development planned for the town of Mansfield is in the final stages leading to construction and is gaining momentum. We have carefully and successfully progressed through the major required preconstruction approvals.

A thoughtful Master Plan is in place: one that promises the creation of a vibrant university town with a mix of retail and commercial spaces, residential buildings, parking and wonderfully landscaped public spaces, pedestrian friendly sidewalks and streets, and lots of open space. Storrs Center will, in short, become the type of community that typically evolves in established college towns over decades or even centuries. While substantial work is ahead to transform the old Storrs downtown into a dynamic new town center, much has been accomplished (see timeline this page) with the invaluable contribution of our colleagues at The Mansfield Downtown Partnership, the residents of Mansfield, the University of Connecticut and our very special team of professionals. We are especially encouraged by the substantial interest expressed by prospective tenants for commercial and retail space in the first phase of Storrs Center. We have a number of letters of intent in place with a mix of local, regional, and national restaurants and businesses, and we are already working with several more highly desirable tenant prospects.

What should you expect at Storrs Center? Like all of LeylandAlliance's neighborhoods, Storrs Center is being developed using the principles of New Urbanism, Smart Growth, and "Traditional Neighborhood Design." This means that Storrs Center will be a mixed-use, pedestrian oriented neighborhood with a strong emphasis on the shared public realm, including the streetscapes and public spaces, such as the Town Square, that will enhance the civic experience of downtown Mansfield. A Special Design District and Design Guidelines will ensure coherent architectural standards and reinforce the sense of human scale and street-front orientation that one associates with college towns. With its focus on stormwater best management practices and sustainable building practices, the project footprint will occupy only about 17 acres of a 47.7-acre site, with much of the site preserved as open space and designated as a conservation area. As planned, Storrs Center will include approximately 700 residential units; 160,000 square feet of retail and restaurant space; 30,000 square feet of office space; 5,000 square feet of civic uses and several outdoor civic spaces. In short, Storrs Center will be a wonderful addition to the town of Mansfield, growing from Mansfield's unique character and sense of place and adding to it a new neighborhood that will be a great place to live and work, a real destination for visitors, and a true civic heart for the entire Mansfield community. ■

Steve J. Maun is President of LeylandAlliance.

STORRS CENTER TIMELINE

2001

Mansfield Downtown Partnership formed to coordinate downtown project.

2002

Concept Plan completed for downtown restaurants, shops, offices, public spaces, and housing.

Town designates Partnership as its municipal development agency for Storrs Center.

2003

Municipal Development Plan scopes out financing, zoning, market study and business relocation for project.

2004

LeylandAlliance identified as master developer for Storrs Center.

2005

Partnership, Town, University, and Windham Region Council of Governments approve Municipal Development Plan.

2006

CT Department of Economic and Community Development approves Municipal Development Plan.

Mansfield Planning and Zoning Commission approves first building.

2007

Planning and Zoning Commission approves Special Design District.

Walkway from Storrs Road to Community Center built to link with development area.

2008

Town receives \$10 million from the state for first parking garage to bring total state and federal funding for Storrs Center to over \$18 million.

Partnership receives two statewide awards: for community consensus-building and for Smart Growth.

Storrs Center Sustainability Guidelines completed.

State approves stormwater management plan, and federal government grants wetlands license.

Commercial tenancing for first phase begins.

2009

CT Department of Transportation approves certificate for improvements to Storrs Road.

Storrs Center: An Everyone Project



Philip Lodewick

The Mansfield Downtown Partnership – a partnership of the Town of Mansfield, University of Connecticut, civic and community leaders of the town, and our development partner, Leyland Alliance LLC – has planned for the creation of a vital community center – a vibrant and economically successful mixed-use downtown that will be the heart of the Mansfield community. Storrs Center will be a unique blend of residential, retail, and commercial components that has no precedent in the state of Connecticut. A private public partnership with a projected cost of approximately \$220,000,000, it will leverage a small but significant public investment of about 15% of the total project cost with an 85% investment of private funding. Also a Smart Growth, green development, it will shrink building on the 47+ acre site to about 17 acres, preserving and enhancing environmentally sensitive areas and leaving a legacy of good stewardship of public open spaces to the Mansfield community for future generations.

To be built in phases, at full build-out it will create enhanced community spaces, a permanent increase in tax revenues for the town, new employment opportunities for many and be a great town center to live, learn, work and play.

It was clear from the start of the Partnership that the creation of a new college downtown would take collaboration and cooperation and the creative thinking and expertise of each partner. Indeed this has been true, especially as we have had to navigate an economic landscape shaped by the tumultuous events of the past few years. Because we have worked in union with each other, we have now a fully permitted project – Storrs Center – one that will bring immense benefit to the Town of Mansfield and the surrounding community, as well as the University of Connecticut, its students, faculty and staff, and all who come to visit.

The Partnership has six standing committees – Advertising and Promotion, Business Development and Retention, Finance and Administration, Membership Development, Planning and Design, and Nominating – chaired by a Board member and comprised of members of the Partnership. The committees meet on a regularly scheduled basis to conduct the work of the Partnership and, because of the diversity of talent on each committee, meaningful insight has flowed from each to help inform and shape the project.

Likewise, in an open fashion, the Partnership has worked within the community to provide informational forums and the opportunity for all interested parties to gain insight and give valuable input to the development plans. This process has resulted in over 400 paid individual, business and organizational memberships supporting the effort to create Storrs Center.

With a world-class university helping fuel the economic, intellectual, and cultural engine of the region, the state and beyond, and an engaged citizenry focused on wise and sustainable growth, Storrs Center promises to bring much benefit to many.

The Mansfield Downtown Partnership will continue to work to engage all the vital constituencies in the development of Storrs Center. We welcome and encourage comments, suggestions and ideas as we continue to move forward. Our office is open weekdays and the Partnership staff can be reached at 860-429-2740 or through mdp@mansfieldct.org. We also invite readers to check out the Partnership website at www.mansfieldct.org/dtp.html, particularly our Frequently Asked Questions section. ■

Philip Lodewick is President of the Mansfield Downtown Partnership, Inc.



With a focus on daily needs and services, Market Square will include primarily retail shops and restaurants located on ground floors with offices and residences above.

VOICES FOR STORRS CENTER



Deirdre Goodrich

“I moved to Storrs because I wanted to live in a college town. UConn provides terrific opportunities in academics, arts, culture and sports – all in my backyard. The college is here, now we need the town! I am impressed by the thoughtful, inclusive process that has evolved into the design of Storrs Center. I am eager to see this town center break ground and to support the many shops, restaurants and other businesses that will make Storrs Center their home. As an

active member of the Mansfield Downtown Partnership, I already feel a sense of loyalty to Storrs Center – a loyalty shared by many of my friends and neighbors who are eager to be a part of its success.”



Curt Hirsch

“My wife and I have made our home in Storrs for over 30 years after living in two other college towns. Neither of us is employed by the University, we just love the advantages and excitement a college

town offers. We intend to stay in Storrs and are looking forward to the opportunity to live in the Storrs Center. The walking access to cultural and athletic events on the UConn campus together with a variety of shops and restaurants at our doorstep is an unbeatable combination.”



Chris Kueffner

“I think the Storrs Center project is worthwhile for Mansfield because not only will it offer housing and business opportunities

to a range of people, but it will also set aside open space AND produce net tax revenue.”



Lynn Stoddard

“I’m excited about the new Storrs downtown for many reasons. I’m looking forward to restaurants and community gathering places, a walkable downtown, and a mixed-use development that’s been carefully designed to be attractive and sensitive to the environment.”

Creating a Great, Sustainable Neighborhood



Louis G. Marquet

In an age when concerns about environmental protection abound, what can ensure that a new, large-scale college town center will conform to the best practices of green development? At Storrs Center, Master Developer LeylandAlliance's commitment to sustainability was evident at the outset of the project. In keeping with the company's focus on sustainable practices, Leyland has worked with leading experts in the fields of ecology, wetlands management, and green building practices. Overall planning for Storrs Center is based on principles of environmental stewardship with a long term approach to creating a "green" community.

In 2008, working with the Mansfield Downtown Partnership's Planning and Design Committee, Sustainability Guidelines were drawn up, based on the tenets of Smart Growth and Sustainable Development practices. The Planning and Design Committee will continue its involvement by monitoring the implementation of the Guidelines.

The key goals of the Sustainability Guidelines are:

- Preservation of open space and critical ecosystems, using land resources efficiently
- Proper project siting and intelligent land use
- Improving energy efficiency
- Encouraging redevelopment of previously developed areas within existing communities
- Creating desirable, mixed-use neighborhoods with a compelling sense of place
- Conservation of materials and resources during the construction process
- Enhancement of indoor environmental quality

Storrs Center will be a compact, pedestrian-friendly, efficient, and diverse community. Compact planning strategies and mixed-use neighborhood and building designs will facilitate stakeholder participation, minimize the use of natural resources and the construction of new infrastructure, reduce dependence on cars, and preserve valuable existing natural landscape features. Particular consideration has been given to the protection of ecosystems in the surrounding wetland and woodland areas, resulting in a concentrated plan that simultaneously creates a walkable environment with less dependence on cars.

The construction of Storrs Center will dramatically improve the management of stormwater and the conditions in the surrounding wetland environments. All stormwater run-off within the project area will be captured and filtered before being carefully released over time into the surrounding environment in a manner that emulates a more natural process. Best management practices, filter systems, and bio-swales will be used to capture stormwater and clean it up before re-introducing the cleaned water into the environment. Clean water will sustain the ecology of the wetland areas and nearby vernal pool, and replenish groundwater resources.



Thirty acres were able to be preserved and enhanced because of early and candid workshops and collaboration with the Connecticut Department of Environmental Protection and the regional office of the Army Corps of Engineers.

Storrs Center has entered into the LEED for Neighborhood Development (LEED-ND) pilot program. The USGBC LEED-ND pilot program has been developed to address needs of projects like Storrs Center where entire neighborhoods will be developed. However, with the expertise of Leyland, the Partnership and Mansfield citizenry, the sustainability guidelines that have already been developed closely parallel the new program and "lead the way" with respect to local and regional applicability of sustainable guidelines. Our Sustainability Guidelines assure the community that Storrs Center will be designed as a compact, pedestrian-friendly, mixed-use development that is sensitive to the existing communities and environmental conditions. Storrs Center will be developed with minimal impact on existing land and create opportunities for connection with established neighborhoods and institutions. Greenfield areas of the property will be protected to the greatest extent possible by focusing construction and higher occupant densities in areas of previous development with established infrastructure.

LeylandAlliance and the Mansfield Downtown Partnership are justifiably proud to have received recognition and an endorsement in 2009 from "1,000 Friends of Connecticut." 1,000 Friends of Connecticut is an organization that advocates "for policies and investments to grow vibrant cities and downtowns that are smart and sustainable."

While the Sustainability Guidelines are intended to strike a balance between advanced green building practices and economic considerations, they are also intended to be flexible and to adapt to the innovations in the construction field that continue to improve what can be realized within reasonable economic parameters. The Guidelines represent a vision for the future and are not intended to be a static document. As new technology and systems are developed and become more affordable, the

Guidelines will be updated to incorporate new thinking, information and technology. ■

Louis Marquet is Executive Vice President, Planning and Construction at LeylandAlliance.

PRESERVING THE CONNECTICUT LANDSCAPE



Michael W. Klemens, Ph.D.

Environmentally, the primary advantages of Storrs Center are the compactness of the development and the remediation of untreated stormwater runoff that is affecting the headwaters of the Fenton River. Instead of sprawling across the full 47.7 acres that are available for development, the town center is concentrated on 17 acres. Most of that development area overlies previously or currently developed property. State of the art stormwater renovation techniques will remove pollutants, resulting in much higher water quality levels in the Fenton River headwaters. In addition, the remaining acres will be restored to a protected natural state and become ecologically connected to bordering open space and downstream areas. This conservation zone balances development with the protection of woods, wetlands, streams and vernal pools.

Dr. Michael Klemens, environmental specialist for Storrs Center, received his bachelor's and master's degrees from the University of Connecticut. As research conservationist at the Cary Institute of Ecosystem Studies and director of the Metropolitan Conservation Alliance, he is a leader in bridging the gulf between land use practices and the conservation of wildlife and wetlands.

The Neighborhood



Macon Toledano

In developing the Master Plan for Storrs Center, the project architects conceived the site as a coherent, downtown neighborhood made up of several smaller, sub-neighborhoods, each having its own identity. The Design Guidelines prescribe the physical attributes for Storrs Center as a cohesive whole and for each of these smaller, independent neighborhoods and the nearby conservation area. The result is a combination of five unique neighborhoods within Storrs Center that includes three mixed-use areas, the Town Square, Market Square and Village Street, a residential neighborhood, and a conservation area.

1 TOWN SQUARE



Distinguished by its scale, functions, and architectural character, the Town Square will open onto Storrs Road to create a visual dialogue with the University and the Town that will define its role as the new center of civic activity. Ground

floors will be dedicated to retail and restaurant spaces with residential units located on upper floors. The Town Square will reactivate Storrs Road as Mansfield's new main street. Wide sidewalks, terraces, landscaping, and active storefronts will create a vibrant streetscape along Storrs Road and around the square, providing a wonderful place to play, sit, convene, and meet. The Town Square will be an important venue for civic and commercial activities ranging from festivals and markets to performances and exhibitions.

2 MARKET SQUARE



The Market Square area will be located at the south end of Storrs Center and will include a smaller square opening up to Storrs Road and the Town Hall across the street. With a focus on daily needs and services, the Market Square area will include

primarily commercial uses, with retail shops and restaurants located on ground floors and offices and residences on upper floors. From the south side, the Market Square will create an identifiable architectural gateway into Storrs Center and the Town of Mansfield.



Plans of Storrs Center



3 VILLAGE STREET



The Village Street is the smaller interior street that will connect the Town Square to the Market Square. The Village Street will feature smaller-scaled buildings and public spaces. Small restaurants, outdoor cafes, intimate shops and storefront display areas will line the wide, landscaped sidewalks with residential units located above. Small public spaces and semi-private courtyards will be located along and just off of the Village Street, enhancing the vitality and appeal of the streetscape and the public realm.

4 RESIDENTIAL AREA



On the east side of the site, the residential area will include a variety of multi-family and attached residential dwellings located between the mixed-use areas and the adjacent conservation area. The streetscape will be reminiscent of classic, in-town neighborhoods and may include stoops and front yard gardens. Smaller, two to four story town homes will be combined with larger, multifamily buildings to create localized neighborhoods characterized by their shared streetscapes, courtyards, and residential amenities.

5 CONSERVATION AREA



The undeveloped eastern portion of the Storrs Center site includes two intermittent watercourses, a vernal pool, wooded uplands and rock outcroppings. This will remain a protected conservation area, preserving the natural qualities of the site. The Storrs Center Sustainability Guidelines dictate that no buildings, roads or related improvements will be built in the conservation area. Stormwater management features will restore and preserve the site ecology. Trail connections to Storrs Center will offer local residents and visitors an opportunity to enjoy this natural preserve.

Macon C. Toledano is Vice President of Planning and Development for LeylandAlliance.



Casting for a Hip College Main Street



Evan O'Brien

Vibrant, mixed-use “Main Street” communities – like Storrs Center is shaping up to be – are notable for their optimum mix of commercial, retail and residential tenants. Recognizing this, the marketing and real estate teams at LiveWorkLearnPlay and Cushman & Wakefield joined forces to

develop a unique, strategic approach to leasing. Known as “casting,” the process identifies the best-suited local, regional, and national tenants for each of the programmed spaces in the neighborhood, i.e., shops, restaurants, offices and other uses. Early on, detailed research was conducted among residents and UConn students to determine their preferences for the types of retail and service businesses that would be situated in the new “Main Street” neighborhood.

For each category of tenant, the goal is to identify local and regional New England (with a focus on Connecticut) tenants to make up approximately 70-80% of the retail concepts in the project. The search for the best tenants for each retail concept began in the immediate local area and surrounding towns and has moved outward in concentric circles to the wider region, including New England and nearby areas. The objective of the search is to find the great local and regional businesses with a true interest in becoming an integral part of the life of Storrs Center and the town of Mansfield. We want to create a balance between types of restaurants and retail establishments, appealing not only to UConn students and faculty, but residents and visitors alike.

Our casting process has been successful. Phase 1A, the first project phase, will accommodate existing Storrs businesses as well as a mix of new tenants.

Early letter of intent commitments have been received from a varied restaurant line-up: The Vanilla Bean, Moe’s Southwest Grill and Wings Over Storrs. We also have a preliminary commitment from Storrs Automotive, an automobile repair business, and Travelplanners, a travel agency, that will relocate to Storrs Center from existing, long-occupied locations in Storrs. The “casting”/solicitation process for new business in the first sub-phase will focus heavily on restaurants and food services that will begin to bring new life to the downtown area and future Town Square. Phase 1A will also include some basic retail and convenience offerings as well as some office space. Most of the commercial uses will be located on ground floors of the buildings with residences above. Some of the restaurants and shops will have upper level mezzanines. Many of the restaurant uses will open onto wide sidewalks and al fresco terraces around the Town Square.

What do prospective tenants see as the Storrs Center advantage? There will be many small neighborhoods with several commercial uses in each, ranging from mom-and-pop businesses to a few carefully selected and well-placed national retailers. The latter provide brand recognition, a consistent level of fulfillment, product quality and customer service, and innovative store design – without sacrificing the unique character of the town center. Storrs Center will also provide small business opportunities for regional entrepreneurs to take part in the expanding neighborhood.

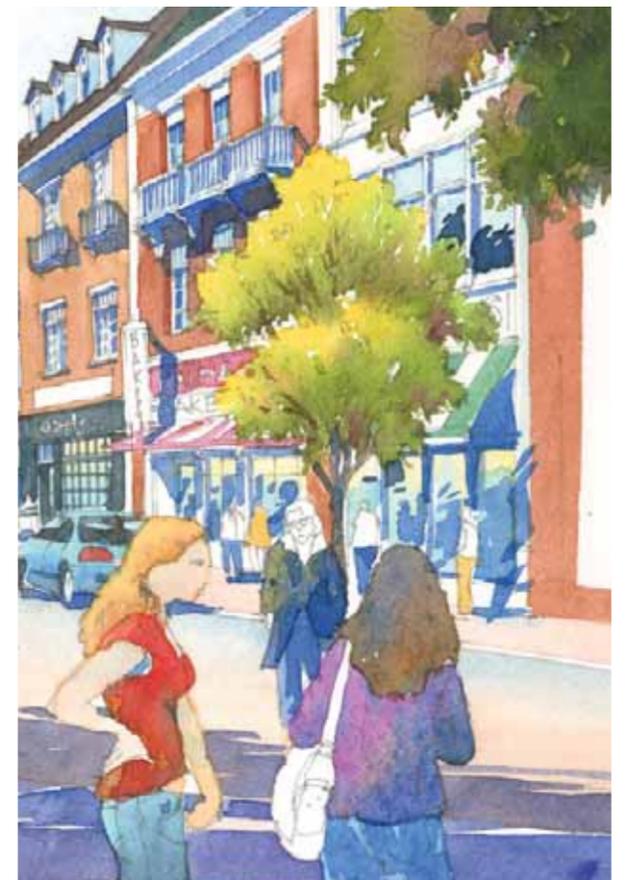
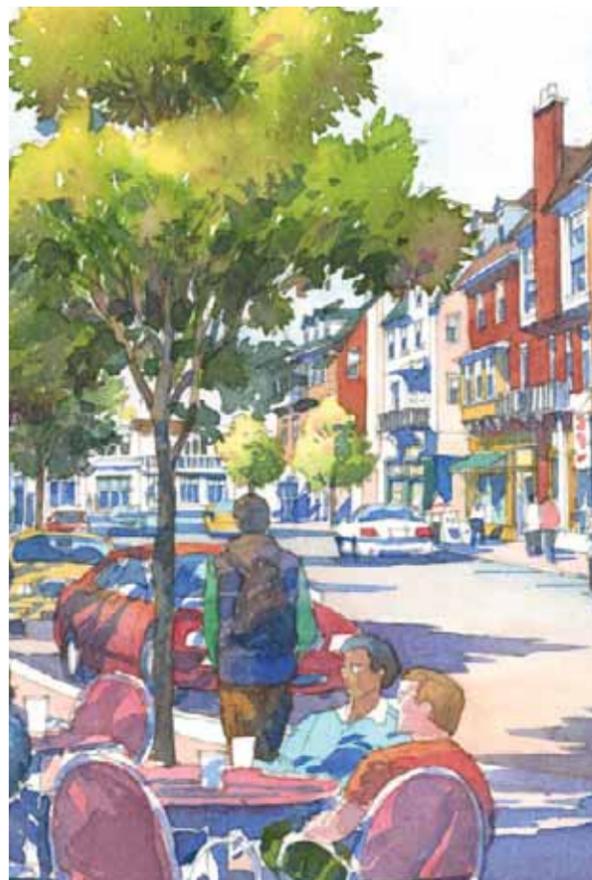
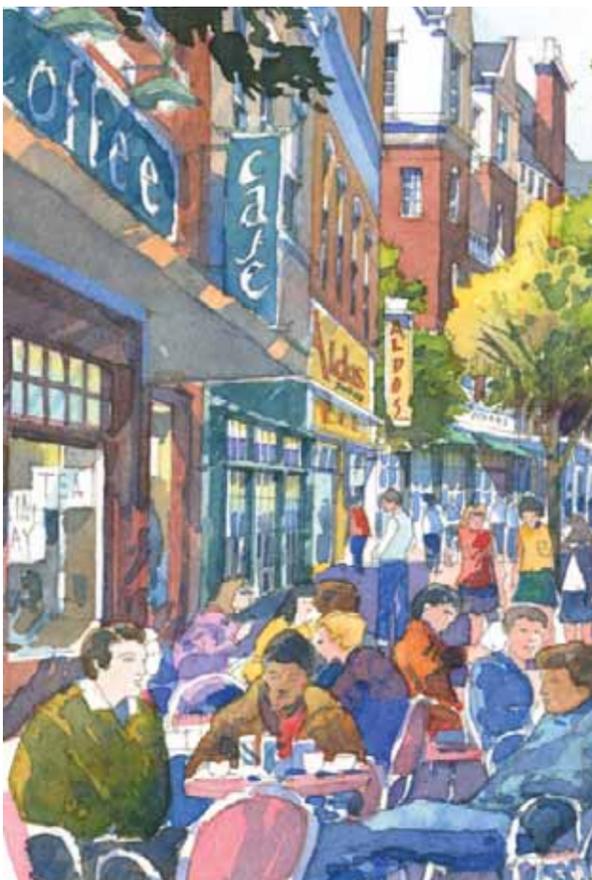
Though the main focus of the casting process is currently on tenants in Phase 1A, interest is already growing for later phases. As development continues around the Town Square and onto the Village Street, a broader array of commercial concepts will begin to take shape. Some of the other ideas for this area

include art supplies, a photo shop, clothing and shoe concepts, athletic wear and sports supplies, a music shop, electronics, and a toy shop. Restaurant ideas include a local pub concept and a variety of small venues with an array of diverse cuisines.

Some key programming concepts include activity-based retail concepts such as arts and ceramics, a bike and skate shop, sports equipment, and a bead shop. Other focus areas include food and home oriented concepts, such as a wine and cheese shop, a cooking shop, home accessories, and furniture.

The Market Square, located at the southerly end of the project across from Town Hall, would be another mixed use area with a focus on daily needs and services. This area will be focused on concepts that expand the offerings in Storrs Center to include services needed by the entire town so that single trips to the downtown area will provide an opportunity to not only find restaurants and shops but also to take care of business and household needs. Programming concepts for this area include a bank, home needs, groceries, office supplies, dry cleaners (drop-off/pick-up), postage supplies, copying and printing. This area can also accommodate some restaurant venues and would be well suited for office space as well, providing for small professional and medical services. ■

Evan C. O'Brien is an associate with the Hartford office of Cushman & Wakefield and a graduate of the University of Connecticut. He is heading the leasing effort for commercial and retail space at Storrs Center. If interested in knowing more about commercial real estate opportunities at Storrs Center, please call him at 860-249-0900.



The Village Street will be an intimate street lined with shops and eating establishments.

Storrs Center = Smart Economic Benefits



Howard Kaufman

The success of Storrs Center will be gauged not only by its transformation of downtown Storrs into a vibrant new Main Street but by its economic boost to the community, which is projected to be substantial. The development has been thoughtfully planned using an established New Urbanist model for creating thriving neighborhoods. The proposed scale and density of the project, coupled with its healthy mix of commercial, retail and residential end-users, are designed to generate a considerable increase in the tax base for the Town of Mansfield. A secondary and significant benefit will be the generation of new construction and service jobs, as well as long-term, permanent employment.

Beyond new taxes and jobs, the expectation is that Storrs Center will positively impact local real estate values, and emerge as a real center of commerce, with the sale of goods and services providing a much-needed stimulus to the local economy. And the

positive fiscal impact will be realized immediately, during the initial phases of construction.

To assess the potential economic benefits of Storrs Center, in 2008 LeylandAlliance engaged a respected financial consultant, HR&A Advisors, to conduct a fiscal impact study. This study estimates the potential economic benefits to the Town of Mansfield in terms of net annual revenues that would be generated. The project was examined in terms of its value and contribution throughout the life of the development. Key findings of the study were:

- The overall project will create a new ratable of \$222 million in appraised value and \$56 million in assessed value. This represents an increase of approximately 17% over the Town of Mansfield's 2008 Grand List. This will provide a new fiscal resource to keep pace with generally rising public expenditures.
- The ongoing fiscal benefits of the completed project will include:
 - \$3.7 million in real estate property taxes

- \$0.2 million in business/personal property taxes
- \$0.3 million in motor vehicle taxes
- \$0.05 million in ongoing conveyance taxes

- After deduction of ongoing expenses for services, the completed project's estimated annual net fiscal impact would be a \$2.6 million surplus for Mansfield.

HR&A's work was reviewed by the Town of Mansfield's financial consultant, Economic Research Associates, who concurred with the HR&A analysis.

In all respects, Storrs Center is projected to be an economic generator for the Town of Mansfield, even after factoring in municipal service costs. Town revenues from a new tax base, the increase in property values and the creation of new jobs all bode well for the future economic health of the community. ■

Howard Kaufman is Executive Vice President and General Counsel for LeylandAlliance.

Photos by Kim Bova Photography

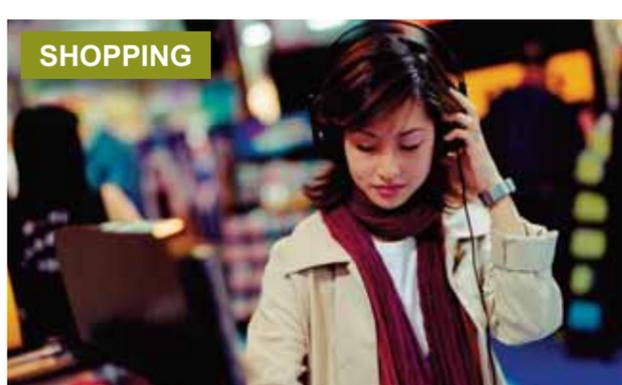


Organized by the Mansfield Downtown Partnership, the "Festival on the Green" celebrates the best of Mansfield including art, music, entertainment, food, games, and activities while promoting Storrs Center businesses and the proposed new town center. Thousands of people converge on the future site of Storrs Center each September to enjoy the Festival.



Just off the Village Street will be an intimate residential neighborhood of winding narrow streets and homes with small gardens behind stone walls and fences.

Storrs Center – A Great Place For:



For More Information



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STORRS
 RETHINK MAIN STREET
CENTER

Please note that renderings and plans are conceptual representations and are subject to change.

Visit the Storrs Center website at www.storrscenter.com