



# Many Voices, One Vision.

*“There isn’t a better example of the kind of ‘smart growth’ development Connecticut needs”*

– Hartford Courant, January 7, 2007



## Our Progress

- Secured over \$17 million in state and federal investment for planning and construction including \$10 million from Governor Rell
- Received unanimous approval for the Storrs Center Special Design District from the Mansfield Planning and Zoning Commission and unanimous approval from the Mansfield Inland Wetlands Agency for a wetlands license
- Began interviewing businesses to locate in Storrs Center
- Added national real estate firm Cushman & Wakefield to assist retail consultant Live Work Learn Play with commercial leasing of Storrs Center
- Completed comprehensive Storrs Center sustainability guidelines
- Secured CT Department of Environmental Protection and US Army Corps of Engineers stormwater and wetlands permits
- Continued to hold the yearly Festival on the Green and Winter Fun Day events that engage numerous local businesses, civic, and community organizations and bring people into the downtown area



**Mansfield Downtown Partnership**  
*Helping to Build Mansfield's Future*

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Drawings courtesy of  
Urban Design Associates c/o LeylandAlliance LLC

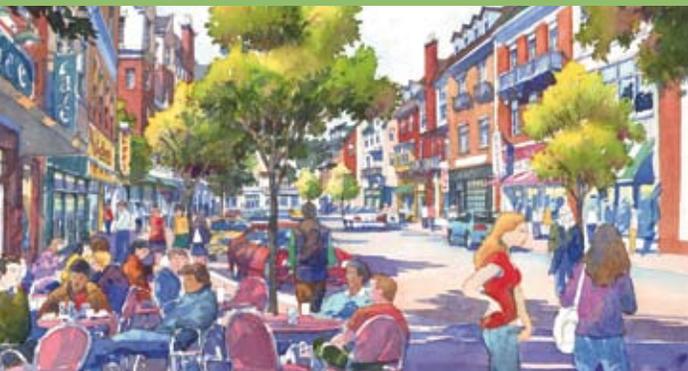


**STORRS**  
RETHINK MAIN STREET  
**CENTER**

## MEMBERSHIP BROCHURE



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11/2008

# Many Voices... One Vision.

***“Storrs Town Center will be a national model and an example of the kind of responsible growth development Connecticut will encourage”***

– Governor M. Jodi Rell, May 14, 2008

***“This will become an attractive and active downtown that’s environmentally friendly and economically sustainable”***

– Stephen Bacon, Mansfield Downtown Partnership Board member and Mansfield resident, March 29, 2007

***Join hundreds of residents and businesses who are committed to building an exciting downtown in Mansfield. Become part of the team by joining the Partnership!***

## **What is the Mansfield Downtown Partnership?**

The Partnership was created in 2001 as an independent, non-profit corporation charged with coordinating the enhancement and revitalization of three of Mansfield’s commercial areas – Storrs Center, King Hill Road, and the Four Corners. The organization is composed of individual residents, local businesses, and members of the town government and university community.

## **Our Plan**

Our focus has been on Storrs Center which will include retail shops, restaurants, offices, public squares, and a variety of housing options. The vision is to create a downtown that will be pedestrian-friendly and serve as a community gathering place for residents and visitors.

The master developer for Storrs Center is LeylandAlliance LLC of Tuxedo, New York. Leyland is a national leader in creating great main street neighborhoods based on the principles of New Urbanism.

## **How Storrs Center Benefits You**

### **If you are a local resident:**

- Creates a larger tax base
- Provides a diverse range of housing options
- Provides better shopping, recreational, and entertainment opportunities
- Preserves and creates jobs in Mansfield
- Creates an environmentally sustainable project including preserving 30 acres of open space and designing energy efficient buildings
- Leads to the growth of existing businesses and attracts new businesses

### **If you are a local business owner:**

- Increases sales
- Improves visibility and image
- Increases value of business
- Increases volume of shoppers
- Provides educational and marketing opportunities
- Assists access to grants and loans

## **Why Join?**

Your support is critical to providing resources to keep the Storrs Center project moving forward. The Partnership is your steward to ensure that a great downtown is delivered, decisions are thoughtful, and community feedback continues to be incorporated. We ask you to join over 400 members who have committed their support to the Partnership.

***Helping to Build  
Mansfield’s Future  
Become a member today!***



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