

# Completing the Vision



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

Annual Report 2007 - 2008



Reminder News publication and event photos

2007-2008 Annual Report



Mansfield Downtown Partnership  
Helping to Build Mansfield's Future

# Mansfield Downtown Partnership 2007-2008 Board of Directors



**Philip Lodewick - President**

Pres. and CEO of The Tradewell Corporation, an equipment leasing company he founded in 1980, providing "middle-market" equipment financing to a wide range of corporations and businesses in the U.S. and Canada. A BS

and MBA graduate of UConn, he and wife Christine (38 years) are philanthropists and activists in many organizations. He is past Chair of the UConn Foundation Board and the Board of Advisors for UConn School of Business. Loves to travel, you may find him anywhere in the world any time.



**Steve Bacon - At-Large**

Partner in the law firm of Kahan, Kerensky & Capossela, LLP, practicing out of Mansfield office. Steve is a graduate of Brown University and the UConn School of Law. A lifelong Red Sox fan and ardent supporter of UConn

men's and women's basketball, Steve has been a Mansfield area resident since 1976. His interest in the MDP was stirred by his experience growing up in Madison, CT, with its traditional main street downtown. Steve chairs the Planning and Design Committee, serves on the Executive and Nominating Committees.



**Matt Hart**

Town Manager of Mansfield. Prior to beginning his career in local government over 10 years ago, Matt worked in the private sector and served in the US Army. He earned both his JD and Master's in Public Administration from UConn

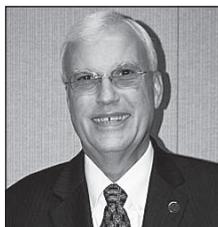
and his Bachelor's degree in political science from the State University of New York at Potsdam. Matt is an active member and credentialed manager of the Int'l City Management Assoc. Interested in local government, he has a passion for sustainability, public service, and civic engagement.



**Betsy Treiber - Vice President**

She was born and raised in Amsterdam, NY. She has been a Willington resident since 1968. A graduate of the University of Connecticut, Betsy is a Regional Vice-President for NewAlliance Bank. She has been on the Board of the

Partnership since its inception and is excited about this unique project and the positive economic benefits that will result. Betsy follows UConn basketball, is an avid Red Sox fan, and enjoys her many volunteer activities.



**David Woods**

He has served as Dean of the School of Fine Arts at the University of Connecticut since 2000. Through his leadership, the arts have become more visible to the Mansfield community and the University. He

has also served as Dean at Indiana University and the University of Oklahoma and Director of the School of Music at the University of Arizona. He has published numerous books and articles related to the teaching and learning of music.



**Mike Gergler**

Mike has been an insurance agent for 30 years. He is co-owner of Wilcox and Reynolds Insurance with Becki Putnam. Mike has been a member of the Mansfield Fire Department

for 35 years and currently serves as president. Mike is also a member of the Board of Directors of the Connecticut Independent Insurance Agents.



**Steve Rogers - Secretary**

A Board member since its inception, he's a UConn graduate with a degree in Engineering and a Master's in Business Administration. He opened the 56th store in the Subway Sandwich chain in 1976, which he still owns and

operates, and he is also a regional developer for the chain. He previously chaired the Mansfield BOE and the Mansfield Business & Professional Assoc. and was Pres. of the Chamber of Commerce and the UConn Alumni Association. Married 33 years to Barbara Depray.



**Gregg Haddad**

Joined the Partnership's Board of Directors earlier this year. He has been the Deputy Mayor of Mansfield since he was first elected to the Town Council in 1999. Prior to joining the Council, he served on

Mansfield's Planning & Zoning Commission as an alternate member. Gregg is the Assistant Chief of Staff to Senate President Donald Williams and the Democratic State Senate Caucus.



**Barry Feldman**

He has been the University's Chief Operating Officer since May 2006. No stranger to the University, he's an alum, an adjunct where he teaches in the public policy graduate program, and a parent of an undergraduate of UConn - Alexander, '09. Prior to joining UConn he was the town manager in West Hartford for twenty-one years, where he lives with his wife, Clare.



**Phil Spak - Treasurer**

A board member of the Partnership since 2003, he is a CFA charterholder and a Senior VP and Portfolio Manager at Conning Asset Management, responsible for clients in European and Asian

markets. He is a UConn graduate with a BA in Economics and an MBA specializing in Finance.



**Janet Jones**

A director since 2003, she serves on the boards of Perception Programs, Inc., and the Windham Hospital Auxiliary. After graduating UConn, worked in administration, including Asst. Dean in the School of Business, Asst. to

the Pres., and Dir. of Planned Giving. She formed a consulting company specializing in fundraising and non-profit management. Lives in Mansfield Center with husband, George.



**Bruce Clouette**

Bruce Clouette has lived in Mansfield for more than 35 years and presently serves as a member of the Town Council. He is the staff historian at PAST, Inc., a history and archaeology research and educational organization.

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## 2007-2008 Annual Report



# Mansfield Downtown Partnership 2007-2008 Board of Directors (continued)

**Tom Callahan**

The Assoc. VP of Administration and Operations at UConn, he is a founding director of the MDP, chairing the Finance Committee. He has co-chaired the Mansfield/UConn Town Gown Committee and served as UConn's primary

liaison to the town since 1995. Tom is a former member of the Stafford BOE. He holds a MS degree from American University and a BA from the University of Rhode Island.

**Frank McNabb**

Has a BME from Ohio State and MBA from UVM. He spent 40 years as EVP-Operations with Union Carbide/Dow Chemical, and First Brands Corp, in charge of 34 facilities around the world. A member of the Windham Hospital Board, he attends the home football games of the

New England Patriots, Ohio State Buckeyes and UConn basketball games. He enjoys regular tennis matches along with teaching international entrepreneurship at UConn.

**Kristin Schwab**

Became involved with the Partnership both as a neighbor to the development and from her professional expertise in landscape architecture. Academic nomads for years, she and her family set down roots in Mansfield 11 years ago and would love to see the vi-

brancy of towns they have experienced in Portsmouth, New Hampshire; Ames, Iowa; and Davis, CA.

## Ex-Officio Members of the Board

**Dianne Doyle**

From Mass., she has lived in Willimantic since 1981. She graduated from the University of Mass. in Boston. An Area Manager for NewAlliance Bank, one of her branches is in Storrs. She is President of the Windham Region Chamber

of Commerce. Dianne and husband Mark actively support community organizations where they live and work.

**Peter J. Nicholls**

Provost and Exec. VP for Academic Affairs at UConn since 2005. He served in academic positions at Colorado State, Kansas State, and Northern Illinois universities. From Great Britain, he received his BS from London University and his doctorate in mathematics from Cambridge Uni-

versity. He and Trudy are married 40 years and enjoy spending time with their first grandchild.

**Betsy Paterson**

Mayor of Mansfield, in her 6th Council term – 5th as mayor. She is co-chair of the UConn Town Gown Committee, chair of the Eastern Highlands Health District, Pres. of the CT Conf. of Municipalities, and on the Board of the Nat'l

League of Cities. Mother of 3, grandmother of 5, and great-grandmother of 2, she rents living space from her cat Clementine.

## Staff

**Cynthia van Zelm  
Executive Director**

Named the first Partnership Exec. Dir. in 2002, she is interested in the revitalization of American downtowns, rural and urban, and the effect of tourism on economic development. An avid Boston sports

fan, her dream came true with the Red Sox winning the World Series in 2004. She will be married to her fiancé Chris this summer.

**Kathleen Paterson  
Administrative Assistant**

She joined the Partnership in April 2007. Kathleen is an alumna of Allegheny College and she is interested in sustainable development and smart growth practices. A native of Latrobe, PA, she is a loyal and optimistic fan of the Pittsburgh Steelers and Pitt Panthers. She and husband Aaron live in Mansfield.



Mansfield Downtown Partnership Board of Directors at work.

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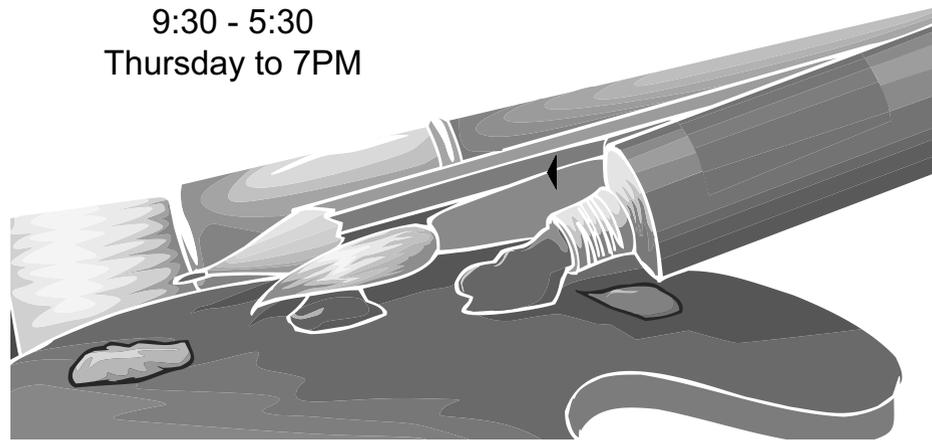
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## 2007-2008 Annual Report



**Mansfield Downtown Partnership  
President Philip Lodewick.**

In December 2000, the precursor to the Partnership Board of Directors, the Mansfield Downtown Partnership Organizing Committee created vision statements for the Storrs Center project. One of those vision statements reads as follows:

*Storrs Center will be a unique and authentic place that conveys the identity of who we are as a community. The village will be active, alive, and vibrant with a mix of small, unique, caring businesses having character and charm. It will be pedestrian-oriented, environmentally responsible, and economically viable. Storrs Center will become the heart of the university and residential community.*

It is important that we understand the guiding principles for what we are trying to create in Mansfield, and it is essential that we remember what we set out to accomplish and the benefits that a traditional downtown will bring to the Mansfield community.

Today, I want to look to the future – in the context of the vision for Mansfield set forth in 2000.

**W**hat can we expect next? There are three remaining items that we are working on that must happen before construction begins – financing must be in place for the parking garages, state and federal environmental and traffic permits secured, and a relocation plan must be finalized.

The financial plan as outlined in the Storrs Center Municipal Development Plan included public financing for some

# Completing the Vision

## A message from President Philip Lodewick

of the public infrastructure for Storrs Center. Much of this has been accomplished as the improvements to Storrs Center are fully funded. These improvements will allow Storrs Road to serve as a main street gateway to the new downtown.

The recent commitment to the parking garage by Governor Rell, in partnership with State Senator Don Williams and State Representative Denise Merrill, will allow us to leverage the other dollars needed for the parking garages. We hope to have the final financial plan for the construction of the parking facility concluded in the next few months.

Along with the recent announcement of state funding for the parking garage, the zoning approved last summer for Storrs Center was critical. Last fall, master developer LeylandAlliance submitted applications to the CT Department of Environmental Protection for the project's storm water master plan and to the US Army Corps of Engineers for the wetlands plan. Staff at these agencies have completed their preliminary reviews, and we hope to have a final decision this fall. In April, the master developer Leyland Alliance submitted its plan for Storrs Road to the CT Department of Transportation's Traffic Commission. LeylandAlliance is in the midst of responding to their initial comments.

Zoning has been approved for the Dog Lane-1 building which is being planned to accommodate several of the businesses that will be affected by relocation. The Partnership continues to work with the developer on ways to make the building and the rents for space within it as affordable as possible. The Partnership's relocation consultant is talking with the businesses about relocation options, and we hope to have the detail plans for relocation finished this summer.

The involvement of the Town, the University of Connecticut, and the Partnership in the public components of Storrs Center i.e., parking garages,

Storrs Road, maintenance of streets, parks, and the like, will be memorialized in agreements with master developer LeylandAlliance. These

agreements should be completed this fall. In addition, the agreement between the Partnership and Leyland, in place since 2004 when Leyland was chosen as the master developer, will be revised to reflect the current state of the project.

Over the last year, the Partnership's Planning and Design Committee in collaboration with LeylandAlliance and its consultant Steven Winter Associates developed sustainability guidelines for Storrs Center. The idea of creating a sustainable downtown – environmentally and economically – has always been a goal, mirroring the community's ideals, which were highlighted during Mansfield's strategic planning sessions, where sustainability was identified as a priority for the community. The guidelines will serve as a model for a project in a small community. We expect the guidelines to be finalized in July. Storrs Center has also been approved as a pilot project for the LEED Neighborhood Development Program.

The Partnership is in the midst of finalizing a Five Year Strategic Plan which will guide the Partnership through construction. The Partnership's role will inevitably change, but it will continue to be the lead agency to coordinate and promote Storrs Center. Of particular importance will be the Partnership's responsibility to hold public hearings on the zoning permit applications for building(s) to be constructed, and making recommendations on the applications, as well as whether the sustainability guidelines are being followed. The Strategic Plan will be an important document to assist the Partnership as we move ahead.

**W**e have a great team working to complete our vision of creating a vibrant downtown. None of what we do could be accomplished without the financial support from the Town and the University,

as well as their great staff assistance. This commitment has never wavered and so I thank them for their visionary community leadership.

I have been honored to work with an engaged Board of Directors, dedicated committee chairs and members, volunteers, and contributors who have helped make our time together valuable and fun.

And, finally I would like to thank our members – close to 400 strong – who provide the core of our support. We could not do this without them. I would particularly like to recognize and thank our major sponsors – SBM Charitable Foundation, represented by Board Vice President Betsy Treiber; the UConn Cop under the helm of General Manager Bill Simpson; Wilcox & Reynolds led by Partnership Board member Mike Gergler and co-owner Becki Putnam; and the ReminderNews represented by Joe Muro.

**W**e have made great and steady progress toward completing the vision of creating Storrs Center. The end result – a place of destination to live, learn, do business, dine and shop, relax and recreate – will happen thanks, in large part, to everyone's good efforts.

*STORRS CENTER will be a unique and authentic place that conveys the identity of who we are as a community. The village will be active, alive and vibrant with a mix of small, unique, caring businesses having character and charm. It will be pedestrian-oriented, environmentally responsible and economically viable. Storrs Center will become the heart of the university and residential community.*

# Mansfield Downtown Partnership, Inc.



## Storrs Center Will Be...

**A** vibrant village fueled by the eclectic retail demands created by Mansfield residents, University of Connecticut students, faculty, staff and visitors. The village will intelligently and creatively fuse the interests of a residential community proud of its history and protective of its natural resources with an increasingly diverse academic community that constitutes the state's largest university

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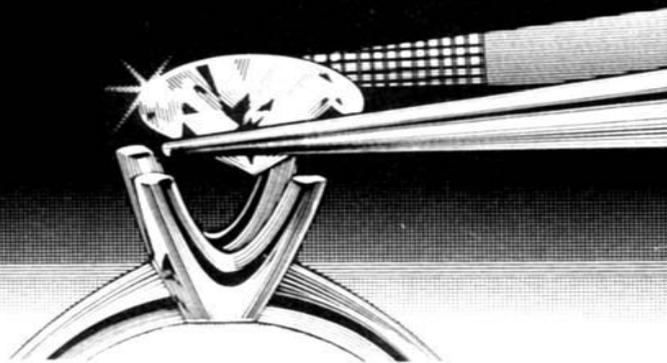
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## 2007-2008 Annual Report



# A New Era at UConn

## An Interview with UConn President Michael Hogan

By CYNTHIA VAN ZELM  
Executive Director, Mansfield  
Downtown Partnership

The fall of 2007 began a new era in leadership at the University of Connecticut. Michael Hogan became the 14th President of the University, bringing with him experience and leadership. And, as anyone who has met him can tell you, he especially brings great enthusiasm for the University and the community.

I interviewed President Hogan this spring about his new job and specifically about the University's interest and commitment to creating a college town atmosphere.

What attracted you to the University of Connecticut?

There were several reasons why I was interested in coming to UConn. The University was on an upward trajectory, and it has received solid state support over the last several years – more state support than many other universities receive. With the UConn 2000 and 21st Century UConn funding, the ranking of the University had gone up significantly.

UConn had built a great reputation in its undergraduate programs. The First Year Experience, Honors Program, and high retention and graduation rates are indicators of the great work being done in the undergraduate arena. Good undergraduate programs are necessary for graduate programs to succeed.

I was particularly attracted to building the graduate program. There

was "still something to do" at UConn especially in the areas of the Health Center and building up research. Increasing research opportunities and improving the graduate program will take awhile, but it is a challenge that I am looking forward to in the coming years.

Describe the downtowns in other universities where you have worked.

The town of Oxford, Ohio, where Miami University is located had 15,000 students but only a permanent population of 8,000. Oxford is a traditional old downtown with restaurants and shops.

Iowa City is a classic college town in the same vein as Ann Arbor, where the University of Michigan is located. The University of Iowa wraps around the city of 60,000. With 31,000 students, the city thrives on the student population.

Columbus is a different story with it being the 16th largest city in the United States. The Ohio State campus is actually about four miles from the center of downtown Columbus, but in recent years, Ohio State worked with the city to renovate the commercial area closer to campus. New buildings with shops, restaurants, and residential housing are in place.

Why do you support the Storrs Center project? What benefits does it have for the University and for the community?

There is a lot you can do with small downtowns to make them livable and vibrant. I have been impressed with the

Storrs Center plan because it is a green plan and progressive. One of the efforts I am interested in here at UConn is continual beautification of the campus. I am seeking to maximize the campus beautification program and have a re-energized group of faculty and staff working with me on a five to six year plan to make the campus look great. Much of this focus will be on Storrs Road – the entryway to the University. The Storrs Center downtown fits in perfectly with plans to aesthetically improve our campus community. It is also important for us to focus on the improvements to the School of Fine Arts complex, which will be directly across the street from Storrs Center and its town square, and will serve as the southern gateway to the University.

The benefits of Storrs Center are great. Having a downtown will help tremendously with recruiting students, faculty, and staff. We know from surveys that a college town setting with many amenities is important to students when they make their decision to attend school. While there is a lot to do on campus and places to go off campus, more restaurants, stores, and housing opportunities will make the community even more attractive for residents, students, faculty, staff, and visitors.

How can the University, Partnership, and the Town continue to work together to make Storrs Center a reality?

We have developed a spirit of teamwork amongst all the partners in

the Storrs Center project. The recent announcement by Governor Bell, State Senator Don Williams, and State Representative Denise Merrill of \$10 million for the parking garage for Storrs Center is a prime example of the collaboration in place to make Storrs Center happen.

The leadership at the University and Town have formed relationships which serve as the basis for cooperation. It is the notion of community that drives us and will continue to do so to bring Storrs Center to fruition.

Prior to coming to UConn, President Hogan was the Executive Vice President and Provost and F. Wendell Miller Professor of History at The University of Iowa. Previously, he was at The Ohio State University where he served as chair of the Department of History from 1993 to 1999, as dean of the College of Humanities from 1999 to 2003, and executive dean of the Colleges of the Arts and Sciences from 2001. Before joining the faculty at Ohio State in 1986, President Hogan was a faculty member at Miami University, Born and raised in Waterloo, Iowa, President Hogan earned his B.A. degree at the University of Northern Iowa, where he majored in English with minors in history and classics; his M.A. and Ph.D. degrees were conferred by the University of Iowa. President Hogan and his wife Virginia have four adult children.

(From the President's page on the University of Connecticut webpage. You can read President Hogan's blog at: <http://blogs.uconn.edu/president/>)

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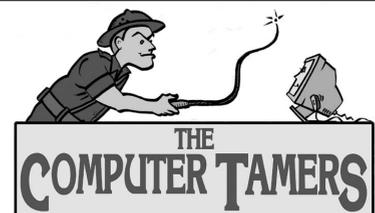
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Mansfield Downtown Partnership, Inc.

## Gov. Rell announces \$10 million boost to Storrs Center

BY BRENDA SULLIVAN  
*ReminderNews Staff Writer*

**G**ov. M. Jodi Rell's promise of \$10 million in bonds for the Storrs Center project is "a very positive move forward," said Mansfield Mayor Betsy Paterson.

Rell made an impromptu visit to the town on May 14 to announce that the State Bond Commission is expected to vote favorably on \$10 million in bonds to be sold to support construction of a parking garage that is a crucial component of the \$220 million Storrs Center project.

"We've been doing a lot of work behind the scenes for the last few months, and I am thrilled," Paterson said. "I want to thank Governor Rell. It's a tight economic situation now, but she sees the value in the project. She believes in it and is willing to put her name behind it."

In making her announcement, Gov. Rell said, "Great college towns have a spark. Think of Northampton, Williamstown, and Cambridge in Massachusetts... That spark comes not only from young blood, but from community gatherings, literary events, bookstores and cafés. These are places that have a strong, vibrant pulse. These funds will help turn Storrs Center into an intellectual, cultural and economic hub."

She added that the project will be an example of responsible development. "It will be a pedestrian- and bicycle-friendly section of town that will be a beehive of activity," she said.

Paterson noted, "We had a lot of help getting here, from Sen. Don Williams, Rep. Denise Merrill and early on, former Congressman Rob Simmons, as well as Congressman Courtney and Senators Dodd and Lieberman."

Rep. Merrill, who serves as House Chair of the Appropriations Committee said, "Storrs Center will be an example of the best in smart growth and will serve the university for decades to come... Students, their parents, and visitors from all over the world will see a unique model that represents the best in planning, involving the state of Connecticut, the town, and the university."



**Gov. M. Jodi Rell announces the State Bond Commission is expected to vote in favor of the \$10 million in bonds for Storrs Center.**



**Legislators, town leaders and staff, community members, and University of Connecticut officials welcome the announcement by Gov. M. Jodi Rell. Photos courtesy of MDP.**

This unique partnership deserves our support and this is a win-win project for all of us."

Sen. Williams said Storrs Center will enhance both the university and the town. "It's the missing link between all the improvements that we have been making to UConn over the years, and [responds to] Mansfield residents and students who have been asking, 'What is there to do downtown?'... It is truly an historic opportunity and a landmark step in linking the university with downtown Mansfield," he said.

*STORRS CENTER will become the center of our community, providing a place to mingle and engage in unplanned and diverse opportunities. The village will be a sophisticated, exciting, fun and culturally enriching downtown that the community is proud of and that enables us to recruit the best students.*

## 2007-2008 Annual Report

# Next Steps for Storrs Center – Be part of completing the vision

With local permitting in place, the Mansfield Downtown Partnership has been working with the Town of Mansfield, the University of Connecticut, the Mansfield community, and the master developer LeylandAlliance on the next steps to bring the Storrs Center project to fruition.

### Next Steps

There are a few key milestones that need to be met before construction can begin – financing in place for the parking garages, state and federal permits secured, and relocation finalized. Please see President Philip Lodewick's message for more details on next steps.

In addition, agreements will be put in place with the master developer Leyland Alliance with respect to public infrastructure and other improvements. It is likely that the Town, the University and the Partnership will all be parties.

The Partnership is finalizing its Strategic Plan which will guide the organization over the next few years. While its role will change, it has partial responsibility for the local site plan approval process, and implementation of the



sustainability guidelines. The Strategic Plan will be a critical planning tool as we move ahead.

### How can you get involved?

You can help us to complete the vision by becoming involved in the Downtown Partnership. There are several ways you can get involved:

- Attend one of our monthly open houses which occur in the Partnership office at 1244 Storrs Road (behind Starbucks) on

the 1st Thursday of the month at 5:30 pm. Watch our website for updates.

- Join the Partnership. It is \$15 for individual members and \$50 for business memberships. This gives you monthly e-mail updates, Partnership newsletters, and the ability to vote on Board members and changes to the Partnership Bylaws, among other benefits.

- Volunteer. Join a Committee – we have a few openings, and a waiting list as our

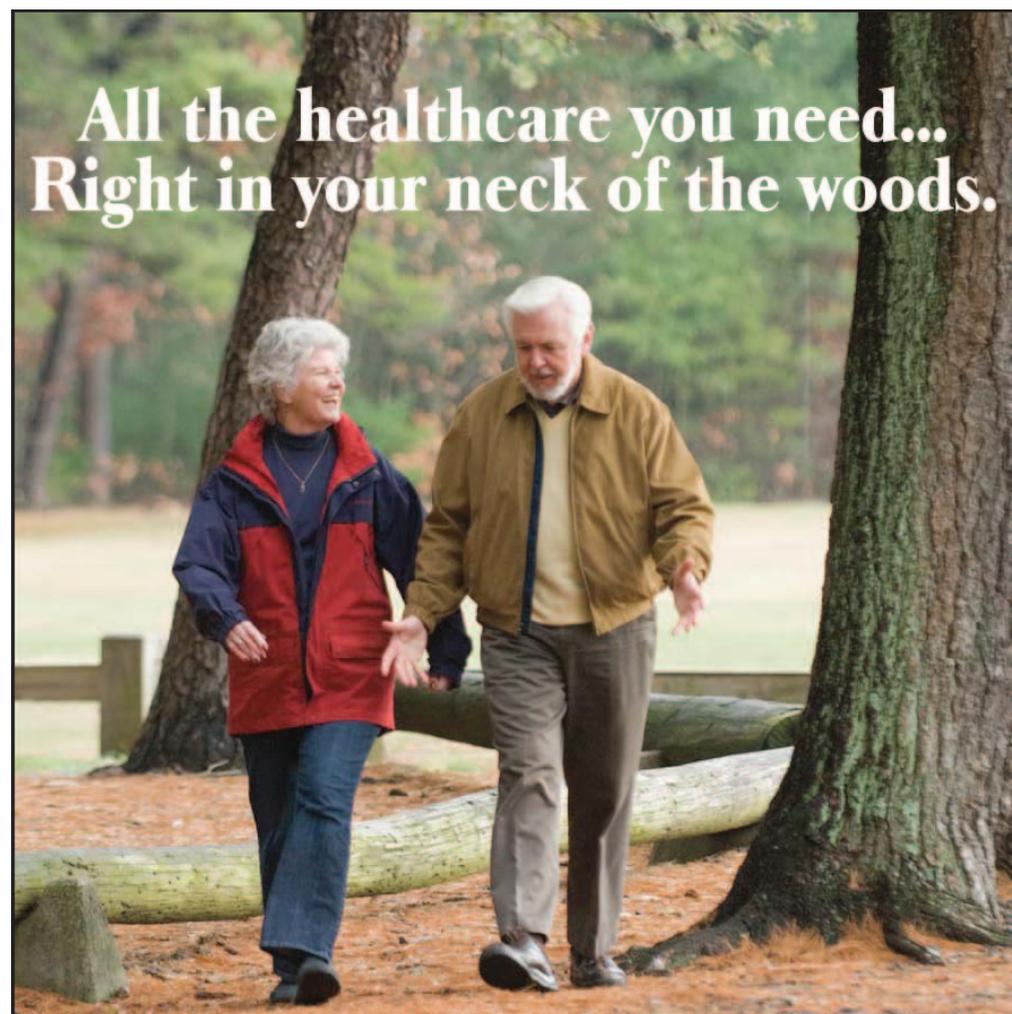
committee membership is capped at twelve per our Bylaws. We do access our waiting list! Volunteer at one of our events including Winter Fun Day or *Festival on the Green*.

- Attend a Board or Committee meeting. Our monthly calendar is posted on our website, and all these meetings are open to the public.

- Attend a town or Partnership meeting where the Partnership or Storrs Center is part of the agenda. All Town and Partnership meetings are posted on the Town's website at [www.mansfieldct.org](http://www.mansfieldct.org).

- Call the office at (860) 429-2740 if you have questions or concerns. We are generally here 8 am to 5 pm, Monday through Friday. If you cannot reach us, leave a message, and we will call you back.

This is an exciting time for the Partnership, as we see the vision of Storrs Center taking shape. Now is the time to get involved. We look forward to hearing from you! Contact us at 860-429-2740, or by e-mail at [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org)



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# Partnership wins state-wide award from Connecticut Main Street Center

**C**onnecticut Main Street Center (CMSC) named the Mansfield Downtown Partnership its 2008 Awards of Excellence recipient in Community Consensus-Building. The Partnership will be recognized at CMSC's Annual Awards Presentation June 9th at the Wauregan Ballroom in Norwich.

The Community Consensus-Building Award recognizes an organization's public outreach efforts, partnership development, and facilitation of dialogue. The Partnership's long history of engaging the community and on-going commitment to public participation qualified it for this award. CMSC identifies four main elements in the consideration of the Awards of Excellence: innovation, replication, representation, and outcome. The Partnership was recognized in each category while acknowledging that community consensus-building is a continuing process. Cynthia van Zelm, Partnership Executive Director remarks, "We are extremely proud of this award and thank the CT Main Street Center for its recognition."

The Partnership's efforts at community consensus-building have been varied and many. Over 400 hundred public



**Mayor Paterson and Rep. Merrill walking on the pedestrian link from Town Hall to the new downtown.**

meetings have been held related to the Partnership and Storrs Center. The feedback from these meetings as well as through the monthly Open Houses, web site, and visioning sessions has contributed to and helped shape the Storrs Center project. Since its inception, the Partnership has made a committed effort to reach out to all members of the Mansfield community, to listen sincerely to their concerns, and to adjust

course when necessary or appropriate. This careful approach led to the unanimous approval of the Municipal Development Plan by all entities required to do so – the Town Council, Town Planning and Zoning Commission, the University Board of Trustees, the Windham Region Council of Governments, and the Partnership Board of Directors. The Partnership also received unanimous approval from Mansfield's Planning and Zoning Commission of the Storrs Center Special Design District, which allows for mixed-use development in the project site. Many of the ways in which the Partnership reaches out to the public can be replicated or adapted by other development agencies, a key consideration of the Awards of Excellence program.

The Awards of Excellence program was designed "to stimulate, encourage, and support [the] Connecticut Main Street member network," according to CMSC President and CEO, John Simone. In addition to Community Consensus-Building, awards are given to organizations for efforts in Volunteer Development, Image Enhancement, and Adaptive Re-use of a Building. The award recipients represent towns and

cities from all over Connecticut that are working diligently to develop and revitalize their downtown areas.

Connecticut Main Street Center provides support and guidance to many cities and towns seeking to revitalize their "main street" districts. According to CMSC's web site, "since the program began in 1995, Connecticut Main Street communities have generated over \$452 million in public and private reinvestment in their downtowns." CMSC is a member of the National Main Street network, developed by the National Trust for Historic Preservation. Part of the Main Street approach is to encourage economic development through public-private partnerships with a focus on historic preservation. By highlighting existing features of downtown areas, CMSC and its member communities seek to build upon what makes their respective "main street" districts unique. Beyond the economic benefits towns receive from a vibrant downtown area, such as an increased tax base and additional employment opportunities, CMSC cites intangible benefits like an enhanced sense of community and pride of place as impetuses for revitalizing "main street" districts.

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## Mansfield Downtown Partnership, Inc.

# How will Storrs Center benefit you and the community?

- Storrs Center will enhance the quality of life and learning for residents, workers, students, and visitors, providing enhanced opportunities for business, shopping, housing, cultural events, recreation, and culinary amenities.

- Storrs Center creates a sense of community and place, building on what the Community Center has done for Mansfield. It establishes a center of activity around other civic uses including the Town Hall, Post Office, and High School. It creates a "college town" where none really exists.

- Storrs Center will be pedestrian-oriented, achieving the goals of the town and the state to provide more walkable public spaces.

- Compact design reduces the need to drive to amenities such as civic destinations (e.g., Town Hall, Community Center), the work place and entertainment options including dining and cultural events. The proximity to pre-established infrastructure reduces sprawl and promotes more efficient and sustainable living and design.

- Storrs Center will create a new tax base, jobs and amenities that are close by its constituency. Increased sales and property tax revenue from the Storrs Center project will strengthen the state, regional, and local economy.

- Local property tax revenue of over \$2 million a year is estimated by full build-out. The commercial development will create jobs for residents of Mans-

field and the region. Over 895 full-time equivalents are estimated at build-out of the project.

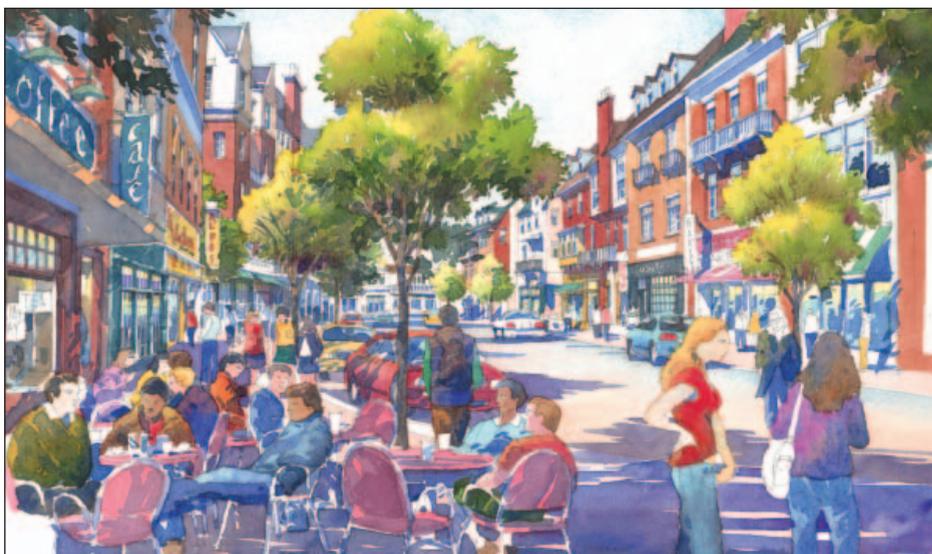
- Storrs Center will leverage significant private funding. The public funding commitment being sought is only approximately 15 percent of the total cost of the project. The private sector investment is over \$188 million.

- Storrs Center enhances the competitiveness of the University of Connecticut by drawing more students, faculty, and staff to Mansfield to study, work, and live. In surveys conducted by the University, the primary reason admitted students do not attend UConn is the lack of off-campus amenities.

- Storrs Center compliments the comprehensive capital improvements at the University of Connecticut which started over ten years ago and continues today. The timing is right to develop this mixed-use downtown.

- Storrs Center will preserve valued open space in Mansfield and reduce sprawl. The project will be located in an area where there is already commercial development. Furthermore, while the project area is close to 50 acres, only 15 acres will be developed. The rest of the land will be preserved as a conservation area. Residents and visitors will be able to enjoy this natural preserve.

**If you have questions, or would like more information, contact Partnership Executive Director Cynthia van Zelm at 429-2740.**



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## Mansfield Downtown Partnership, Inc.

# 5th year for Festival on the Green

In 2003, the Partnership's Advertising and Promotion Committee was looking for ways to promote the Downtown Partnership and its efforts in creating Storrs Center. Committee members at the time saw an opportunity for a community-wide event that would do just that. After many planning meetings and conversations with planners of other community events in the area, the Advertising and Promotion Committee developed the following mission statement:

*Create a festival for Mansfield residents and UConn students that celebrates the best of Mansfield, including art, music, entertainment, food, games, and activities, while promoting Storrs Center businesses and the proposed new town center.*

In 2004, the Committee's hard work culminated in the first *Festival on the Green*, so named in recognition of the goal of a new town green as part of the proposed Storrs Center.

Local businesses and organizations were recruited to help "Celebrate Mansfield" in September, but the *Festival* faced a rather stormy start, as hurricane Ivan made its way up the East Coast in the days before the inaugural event. *Festival* sub-committee chair Betsy Paterson recalls "sitting with Cynthia van Zelm at WILI, as Wayne Norman spoke to all of his weather contacts on the East Coast, trying to get an accurate picture of what the weather would be like that weekend.

We decided to delay the *Festival* by one day. Wayne assured us by Sunday the weather would be fine – and he was right! It was a bit cold and windy, but there was no rain."

Since that first year, the *Festival on the Green* has continued to grow, in both activities and visitors. The community looks forward to this fun event, featuring attractions for all ages. The "Bikes, Tykes, and Trikes" Parade is an annual happening that draws loyal participants. Other events evolve as the sub-committee reviews their successes and tweaks events to appeal to residents and students.

A popular addition to the 2007 *Festival* was a pumpkin decorating contest, made possible by a generous donation by Pumpkin Paul's. This event will be included in the 5th Annual *Festival on the Green* (pending pumpkin readiness!).



**Some members of Kidsville Kuckoo Revue, Aztec Two-Step and the Mohegan Sun All-Stars.**



**A bike parader en route. Photos courtesy of Kim Bova Photography.**

The *Festival on the Green* sub-committee is anticipating another successful event and continues to plan great activities for all ages.

Among the planned events thus far are performances by Kidsville Kuckoo Revue, Aztec Two-Step, and the Mohegan Sun All-Stars. Festival attendees can look forward to the Juried Art Show, pony rides, and more food vendors this year. "Participating in the planning of this event since its inception and witnessing its enhancement each year, has been truly gratifying," said Beverly Sims, a loyal *Festival* participant. "Having children's events as my main focus, there is nothing more joyous than to witness the happiness on a child's face after creating a spin art disc, or bouncing on the 'Sponge Bob' inflatable." Sims credits the many volunteers over the years for making the *Festival* the success that it is.

To be a part of the Fifth Annual *Festival on the Green*, contact the Downtown Partnership at 429.2740 or [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org). We look forward to celebrating Mansfield with you!

**STORRS CENTER** will serve as a location for special and regular community events, with theater and other cultural attractions, restaurants, coffeehouses and boutiques. It will be attractive night and day, and a great place in which to live, go to school, work and play.

# 2007-2008 Committee Reports

*The Mansfield Downtown Partnership committees continue to be the backbone of the Partnership. Members have dedicated many hours over the past year through their involvement with specific projects, organizational administration, budgeting and our continued membership drive. Many thanks to all our Committee members for their dedication to the Partnership and commitment to creating an exciting downtown.*

## Advertising and Promotion

The Advertising and Promotion Committee met regularly throughout the year. The following items were discussed and developed by the Committee members during the year.

### *The Festival on the Green*

Under the capable leadership of Committee member, Betsy Paterson, the Town of Mansfield celebrated its Fourth Annual *Festival on the Green* on Sunday afternoon, September 16, 2007. The *Festival* began with a parade on Storrs Road led by the University of Connecticut Marching Band. The *Festival* itself was held in the parking lots of the businesses located in Storrs Center. Food, family entertainment, local art and children's games, created an enjoyable environment during the Festival. It was great weather for a second straight year with over 3,000 people in attendance.

The 2008 *Festival on the Green* is planned for September 14, 2008. The *Festival on the Green* sub-committee reports that both Aztec Two-Step and the Mohegan Sun All-Stars will once again perform. The UConn Marching Band will again open the *Festival* and specific events and projects are now being planned.

### *DVD of Storrs Center Project*

The DVD of the Storrs Center project was completed by students and faculty in the School of Fine Arts at the University of Connecticut early in 2008. The DVD is an overview of the need for Storrs Center and the history of its development. The DVD can be accessed through a link off the Partnership's website ([www.mansfieldct.org](http://www.mansfieldct.org)) to the School of Fine Arts website.

### *Banner Program*

Partnership staff Kathleen Paterson assisted the Committee in developing a Banner Program for the light poles along the pedestrian walkway/downtown connector. The banner cost was shared equally among the Partnership, the Town, the University of Connecticut, the Community Center, and Storrs

Center master developer LeylandAlliance. The banners were first installed for the Winter Fun Day which was held on February 10, 2008. The Banner Program is a pilot program that can be implemented once construction begins on Storrs Center.

### *Winter Fun Day and Other Events*

The second annual Winter Fun Day was held on February 10, 2008, lasting from 1 p.m. to 4 p.m. in front of the Mansfield Community Center. The Chordials (an a cappella group from the University of Connecticut) performed. Ice sculptures were presented by Rob Landolphi and Eric Jansenn from UConn Dining Services and horse-drawn carriage rides were provided by Al Cyr.

In keeping with the goal of holding an event each season, the Partnership also assisted the Town again with the Tour de Mansfield bike rides and, this year, with Earth Day activities.

### *Public Art Projects for Storrs Center*

Advertising and Promotion Committee members discussed the importance of public art to the new Storrs Center. Instead of the "bricks" proposal which had originally been discussed related to recognizing donors, it was decided that a different format of public art could be created that would also recognize those who have given to the Storrs Center. The Committee will continue to explore public art possibilities.

### *Greater Hartford Arts Council*

Kenneth Kahn, Executive Director of the Greater Hartford Arts Council, has expressed an interest in having a space in the new Storrs Center. The Greater Hartford Arts Council currently has branch offices in New Britain and Manchester. The office in the new Storrs Center would: 1) promote the area and 2) provide assistance to area artists. The LeylandAlliance team has been approached with this suggestion and is supportive.

## 2007-2008 Annual Report

# 2007-2008 Committee Reports (continued)

### Promotional Materials and Media

The Advertising and Promotion Committee continued its goal of promoting the Partnership and Storrs Center through a variety of means including e-mail updates to its membership and interested parties lists, monthly open houses at the Partnership office, press releases, updates to its website, and appearances on radio and TV.

### Business Development and Retention

The Business Development and Retention Committee met jointly with the Advertising and Promotion Committee to provide input to a new private group, Your Town Community Guide, on their map and guide for Mansfield. The Committee will begin an active schedule once the selection process for new businesses as part of Storrs Center begins.

### Finance and Administration

The Finance and Administration Committee met monthly and continued to take the lead in overseeing the Storrs Center project under the direction of the Board of Directors. More specifically, the Committee:

- Began negotiations with master developer LeylandAlliance on revising its development agreement to reflect current conditions
- Developed and revised budget for 2008/2009 to indicate necessary expense and personnel changes. Presented to the full Board where it was approved on February 5, 2008
- Monitored implementation of the relocation plan
- Received monthly updates from the Town Manager and the Executive Director on grants received and grants in progress
- Met with the LeylandAlliance team quarterly to receive updates on the Storrs Center project including the timeline, and LeylandAlliance's other projects
- Reviewed Partnership quarterly financial statements
- Recommended volunteers of the year
- Monitored personnel issues
- Working with the Executive Committee, will facilitate the finalization of a 5-year strategic plan
- Continue to monitor state and federal funding requests for public improve-

ments including the parking garage, Storrs Road, and relocation.

### Membership Development

The focus of the Membership Development Committee continues to be to recruit new members and to retain present members. It has become more and more important to involve our members in Partnership activities as we come closer to construction of the Dog Lane building. With increased awareness of our goals and objectives, members will feel more a part of the process and share the deep commitment to the success of the project.

Outreach efforts continue in the community and beyond. As in the past, informational articles have been printed in the *ReminderNews*, *Hartford Courant*, *UConn Advance*, *UConn alumni magazine*, *UConn Daily Campus*, *UConn Parents Newsletter*, *Chamber of Commerce Update*, *Horizons* and the *Willimantic Chronicle*.

In addition:

- Participation in and membership materials displayed at the League of Women Voters' "Know Your Towns Fair"
- Sponsorship/participation in the Tour de Mansfield Bike Tour in 2007
- Membership table with Partnership information at the *Festival on the Green* in September 2007 and the Town's Earth Day event in April 2008
- Membership table at University of Connecticut men's and women's basketball games at Gampel Pavilion
- Executive Director addressed many local civic and political groups including the Mansfield Lions Club, Altrusa, Chamber of Commerce, Mansfield Business and Professional Association, Mansfield town committees, and many University groups and associations
- Placement of membership materials in the Partnership informational kiosk located on Storrs Road, local schools, Mansfield Public Library, Mansfield Community Center, and Mansfield Town Hall
- Placement of membership materials in University offices, e.g., Alumni Association, Admissions, Undergraduate Student Senate, Graduate Student Senate, and the Lodewick Visitors Center.

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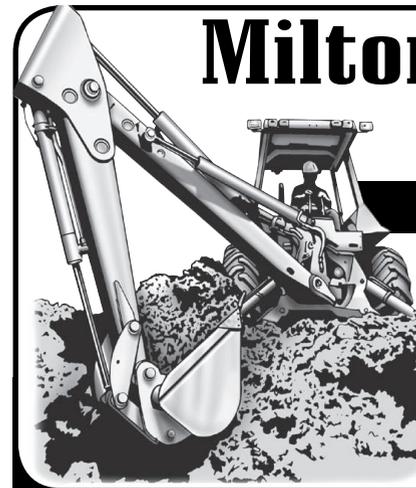
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## Remember the Similarities Between Lincoln and Kennedy? WELL, PONDER THIS!



**Bruce John (Buck Bolton)**

**Bruce John:**

**Jay Hanfield:**

**Bruce John:**

**Jay Hanfield:**

**Bruce John:**

**Jay Hanfield:**

**Both:**

**Bruce John:**

**Jay Hanfield:**

**Bruce John:**

**Jay Hanfield:**

**Bruce John:**

**Jay Hanfield:**

**Bruce John:**

**Jay Hanfield:**

**was born in 1951 at Windham Hospital**

**was born in 1951 at Windham Hospital**

**mother's name: Lucille**

**mother's name: Lucy**

**father's name: Allie John, grinder king of Eagleville**

**father's name: Joseph Remy, grinder king of Willimantic**

**1956: Both were Davy Crocket impersonators**

**1968 right wing on EO Smith soccer team**

**1968 left midfielder for Windham High Soccer Team**

**1970's practically lived at Shaboo**

**1970's frequented Shaboo**

**loves American History**

**loves American History (holds a degree)**

**sold cars in the Willimantic area in 1980's**

**sold cars in the Willimantic area in 1980's and 1990's**

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# This & That: Partnership News

**U**.S. Green Building Council named Storrs Center as a pilot project for its Leadership in Energy and Environmental Design-Neighborhood Development (LEED-ND) program. LEED is a nationally recognized certification program in which third parties measure benchmarks for sustainable design. LEED-ND is a unique program that combines smart growth and new urbanism principles with green building. A project that receives LEED-ND certification has demonstrated to an independent party that its design and location meets accepted high levels of environmentally responsible, sustainable development.

**C**onnecticut Magazine named Mansfield as one of its "20 Great Places to Retire (in Connecticut)" in its May 2008 edition. The magazine cites the planned Storrs Center as a main draw for Connecticut residents looking to retire in an affordable college town.

**T**he Partnership was featured on the cover of Connecticut Main Street Center's winter edition of *Main Street Navigator*, its quarterly newsletter. This lead article focused on the Partnership's efforts to increase the civic value of downtown by building consensus and cooperation among various groups using the Main Street Four Point Approach™.

**P**artnership Executive Director Cynthia van Zelm, Storrs Center project manager for LeylandAlliance Macon Toledano, Town of Man-

sfield Planning Director Greg Padick, Mayor Betsy Paterson, and University of Connecticut Associate Vice President of Administration and Operations Tom Callahan presented at a Connecticut Builders Institute session by invitation of this state-wide organization. The group discussed the process followed thus far in the planning of Storrs Center.

**T**he American Planning Association, the New Harmony, IN, Artist's Guild, and Purdue University invited Cynthia van Zelm to present at their Cultural Landscapes/Cultural Towns symposium in September 2007. Ms. van Zelm discussed the importance of cultural amenities to creating great communities.

**I**n April 2007, Ms. van Zelm presented at a national symposium hosted by the University of Notre Dame Architecture School in South Bend, IN. The focus of this presentation was on building college towns.

**A**long with Mr. Toledano and representatives of BL Companies (engineers for Storrs Center), Ms. van Zelm spoke about the Storrs Center project at the first 1,000 Friends of CT Smart Growth Conference.

**P**artnership staff worked with LeylandAlliance to develop material for a hallway display at the Connecticut Legislative Office Building. The posters, which promoted Storrs Center, were on display from February 15 through February 29.

## Mansfield Downtown Partnership, Inc.

# 2007-2008 Committee Reports (continued)

- Mansfield Little League sponsorship through a banner displayed at Little League games
- Solicitation of new members through personal visits and phone calls.
- Phone campaign to existing membership to encourage membership renewal
- Monthly informational meetings held at the Partnership office. These meetings are open to the public.

The Membership Development Committee meets monthly in the Partnership offices. To date, the Partnership has 398 paid members with dues and contributions in excess of \$21,000.

### Nominating Committee

The Nominating Committee met last year to make recommendations of Board members to serve on the Partnership Board for the fiscal year that begins July 1, 2008. The Committee also proposed changes to the Partnership's Bylaws with respect to its conflict of interest policy, composition of the Executive Committee, and a technical change to membership dues. The Partnership membership will consider these changes at the Annual Meeting on June 3, 2008. The Committee also continued its discussion of the creation of a board of advisors to serve the Partnership Board.

### Volunteer at the Festival on the Green!

The MDP *Festival on the Green* sub-committee is already planning this year's *Festival* for Sunday, Sept. 14 behind the Storrs Center commercial plazas from noon to 5:00pm. This is the fifth annual celebration of Mansfield hosted by the MDP. The *Festival* has grown in activities and displays, highlighting the best of Mansfield.

The *Festival on the Green* would not be what it is today without the hard work and dedication of the many volunteers who turn out each year to transform an ordinary parking lot into a vibrant festival. The Partnership is seeking volunteers to

### Planning and Design

Since the last annual meeting of the Mansfield Downtown Partnership, the Planning and Design Committee has been working to finalize the sustainability guidelines for Storrs Center. The Committee first reported to the membership in 2003 that it was gathering information about green building technologies and energy efficient design. Since then, the process of developing sustainability guidelines has competed with the many other responsibilities of the Committee. Although it has been a lengthy process, the guidelines began to take shape thanks to the assistance of Macon Toledano of LeylandAlliance and its consultant, Steven Winter Associates, Inc.

After approval of the Special Design District by the Mansfield Planning and Zoning Commission (which included the design guidelines also developed with the help of the Committee), progress on the sustainability guidelines accelerated during this last year. At its March 18, 2008 meeting, the Committee approved the final draft of the sustainability guidelines and voted to recommend their adoption by the Board of Directors of the Partnership. It is expected that these guidelines will not only add to the prestige of Storrs Center, but will also make the downtown a more pleasant, healthy, and attractive place to live, work and visit.

assist with this year's *Festival*. There are a variety of volunteer needs; no matter your time constraints or skill levels, we have a job for you! Do you like working with children? You can help out with the Bikes, Tykes, and Trikes Parade! Don't mind a mess? Give us a hand with the pie eating contest! Not a morning person? Help us clean-up the site at the end of the day! Contact the Partnership office at 429-2740 or [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org) to ask how you can help support this beloved community event.

Last year's *Festival on the Green* was the most successful to date, with an estimated 3,000 people in attendance. The Bikes,

Tykes, and Trikes Parade started the day off, with the UConn Marching Band leading the way. The Kidsville Kuckoo Revue entertained the young set. There were several contests for all ages, including the Pie Eating Contest, the Pumpkin Decorating Contest, the Apple Pie-Baking Contest, and the Sidewalk Drawing Contest. Inflat-able rides and hands-on activities entertained the children. Everyone enjoyed the offerings of local food vendors and the Storrs Farmers Market. Aztec Two-Step treated everyone to some original tunes and the headliner, the Mohegan Sun All-Stars, got the crowd dancing to classic favorites.



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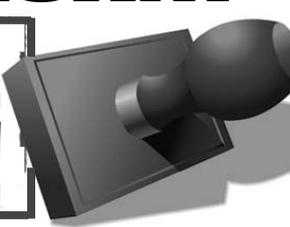


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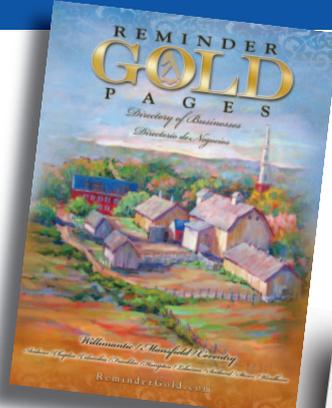
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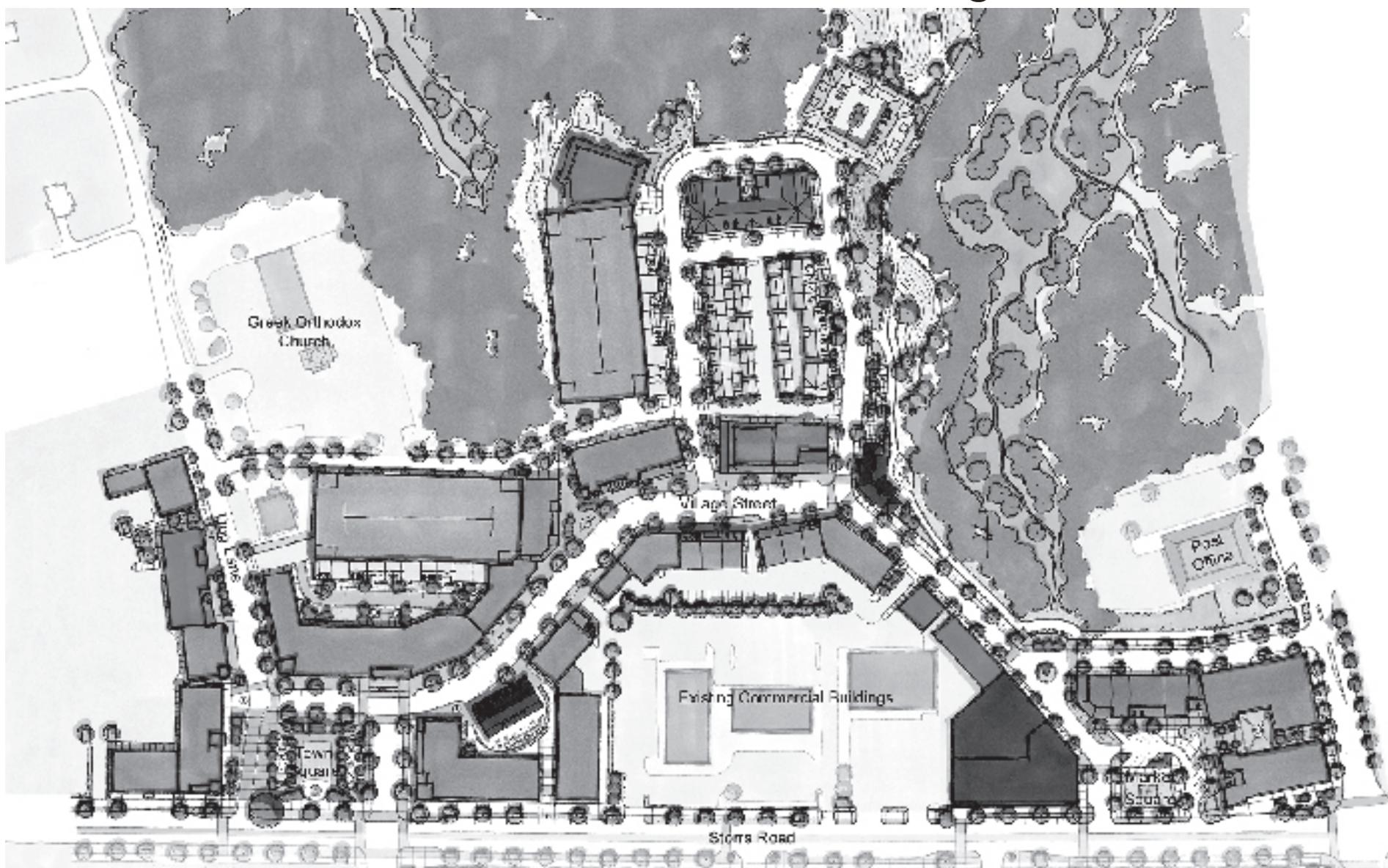
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\*Members must either reside in the Town of Mansfield, pay taxes to the Town of Mansfield, own or operate a business in the Town of Mansfield, own residential or business property in the Town of Mansfield, be an employee of a Mansfield-located business, or be affiliated with the University of Connecticut as a student, alumnus, or faculty/staff (current or former).

\*\*Friend Memberships are designed for non-town supporters who wish to contribute but will not have voting or office privileges.

*\*Note: This plan represents a conceptual design for Storrs Center; street configurations, dimensions and building shapes and locations are preliminary and subject to change. The conceptual plan is provided in order to describe the intended nature and character of the project.*

# 2007-2008 Annual Report

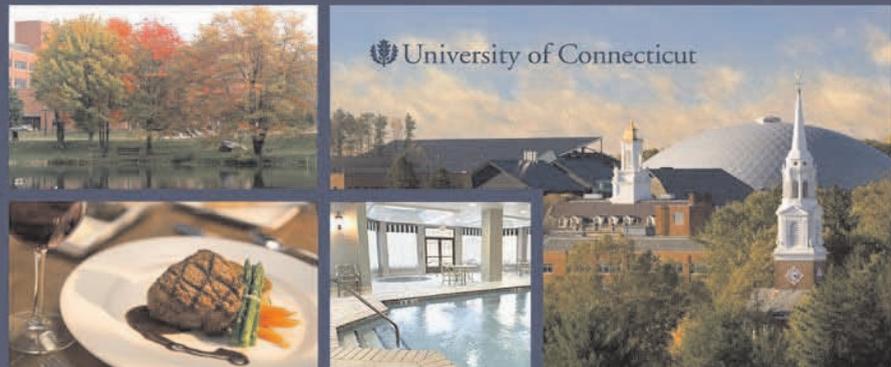
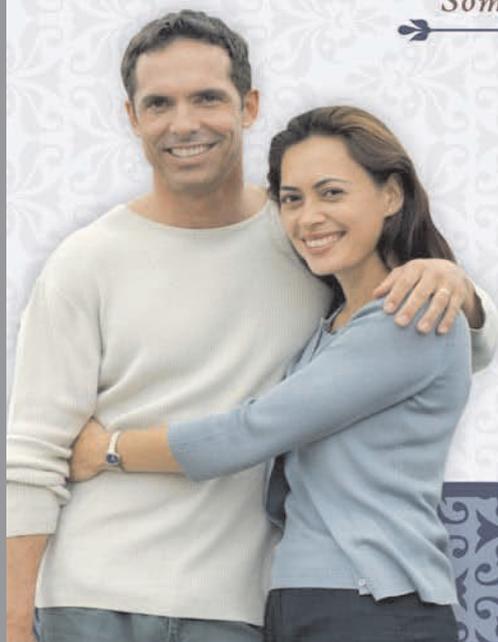


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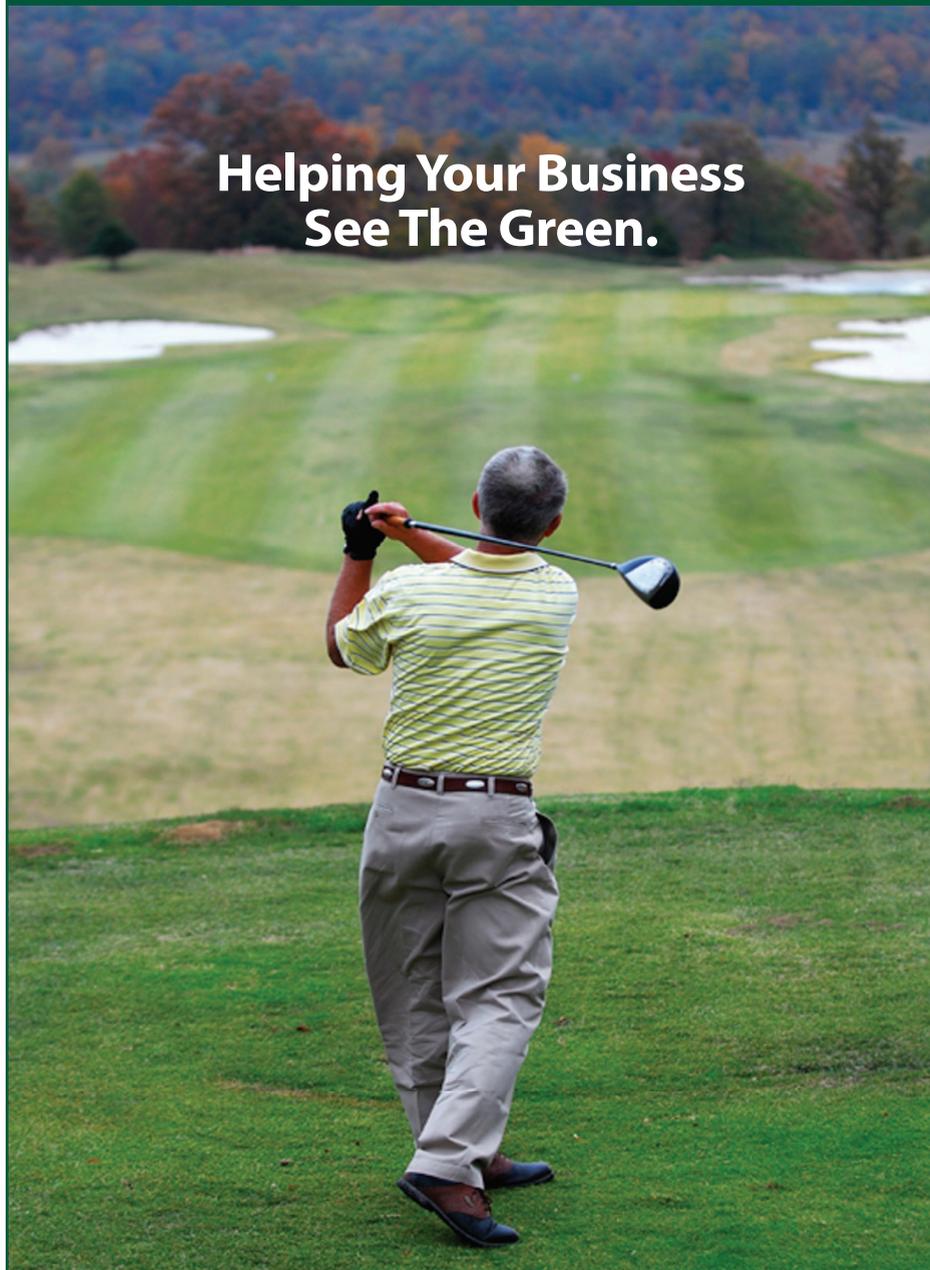
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