

It's a "Celebrate Mansfield" Weekend!

Since the inaugural *Festival on the Green* five years ago, the "Celebrate Mansfield" weekend has grown a bit each year. This year, the weekend will be bigger and better than ever with the addition of more events that highlight the great people, organizations, and places that make Mansfield unique. Saturday, September 13 and Sunday, September 14 present many opportunities to explore the Town. From kayaks to fireworks, from bicycles to paintings, there truly is something for everyone during the 2008 "Celebrate Mansfield" weekend!

The festivities begin at 2:00 pm with the **River Park Dedication** on Saturday, September 13. River Park is located on Plains Road in Mansfield and is the newest addition to the Town of Mansfield's Parks and Preserves. The Parks and Recreation Department and the Parks Advisory Committee will officially dedicate River Park at 4:00 pm. From 2:00 – 4:00 pm, residents can take advantage of free trials of the new kayak rental program. This program is made possible through a grant from Eastern

Highlands Health District through a Healthy Eating Active Living (HEAL) program sponsored by the Connecticut Department of Public Health. An easy flat-water section of the Willimantic River can be reached at the wheelchair accessible launch. Residents can fly a kite on the new multi-purpose recreation field or take a walk to Lynch Landing on the Willimantic River Greenway Midriver Trail. The official dedication of River Park will take place at 4:00 pm. This park was made possible, in part, through a grant from the National Recreational Trails Program, the Federal Highway Administration, and the Connecticut Department of Environmental Protection. For more information about this event, please contact the Mansfield Parks and Recreation Department at 429.3015.

The celebration continues at the **Storrs Farmers Market** with a performance by Green Gates at 3:00 pm. Green Gates is a local group that plays a range of traditional Irish and Scottish music and American folk music. Storrs Farmers Market is open every Saturday from



Courtesy of Kim Bova Photography

Over 3,000 people enjoyed the 2007 Festival on the Green.

3:00 to 6:00 pm through November and is located in the side parking lot of E.O.

Smith High School. Hungry shoppers
Continued on page 4

Sustainability Guidelines Approved for Storrs Center

At the August meeting of the Mansfield Downtown Partnership Board of Directors, the Sustainability Guidelines for the Storrs Center development were approved by a unanimous vote. The Guidelines, which establish the parameters for a sustainable approach to planning and constructing the new mixed-use development at Storrs, are based on the principles of responsible growth and sustainable building practices.

Presented in a comprehensive, detailed report, the Sustainability Guidelines were prepared by the master developer for Storrs Center, LeylandAlliance, and Steven Winter Associates, working in close association with the Partnership's Planning and Design Committee. The Committee will be responsible for monitoring the implementation of the



Courtesy of LeylandAlliance

Guidelines throughout the life of the development.

Notably, the project has also been selected for the LEED for Neighborhood Development (LEED-ND) pilot program. The new LEED pilot program has been developed to address many of the issues associated with the development of

entire neighborhoods that are comprised of numerous buildings and significant site development components. With the increased focus on smart growth practices and land use strategies, the LEED program is closely aligned with the Storrs Center Sustainability Guidelines.

The Sustainability Guidelines address all aspects of the development, from land planning strategies, ecosystem protection, and storm water management to energy conservation, water use and management, green building materials and environmentally responsible construction methods. Major goals include using land resources intelligently, improving site resource management, conserving materials and resources in the construction process, improving energy efficiency, enhancing indoor air quality, and creating

healthy, desirable neighborhoods with a lasting and appealing sense of place.

The Storrs Center Master Plan, which has been thoroughly reviewed and approved by the many parties having jurisdiction over the project, is proceeding towards setting new standards for green development and smart growth. The approved Master Plan embodies many of the goals set forth in the Sustainability Guidelines. The Storrs Center development will be a compact, mixed-use neighborhood at the civic heart of Mansfield. Located on a concentrated, redeveloped site within walking distance of the University of Connecticut and the major institutions of the Town of Mansfield, the plan focuses on pedestrian oriented activities

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Cynthia van Zelm

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Mission Statement

The Mansfield Downtown Partnership is an independent non-profit organization whose mission is to:

Strengthen and revitalize the three commercial areas of Storrs Center, Mansfield Four Corners, and King Hill Road by retaining and improving existing businesses, attracting new business, initiating real estate development and public improvements consistent with physical master plans, holding special events, and advocacy.

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Special thanks to

Jean Beckley
David Lyon
with the Chronicle

Sustainability Guidelines

Continued on page 2

and active public spaces for community interaction. As the project proceeds, the Sustainability Guidelines will provide standards for each aspect of the design and construction of the project.

Mansfield Downtown Partnership Executive Director Cynthia van Zelm remarks, "Sustainability has always been a key component of the vision for Storrs Center and reflects the community's ideals. We believe the Guidelines will be a model for projects developed in small communities all over the United States." Macon Toledano, Vice President of Planning and Development for LeylandAlliance, adds, "It is an exceptional experience for LeylandAlliance to work in a community like Mansfield that shares with us a progressive attitude towards the principles of smart growth and environmental stewardship and a belief in the long term value of places that support active, pedestrian-oriented civic life."

Contact us:

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Executive Director Update

Latest News on Storrs Center and Next Steps



Courtesy of
LeylandAlliance
Cynthia van Zelm
Executive Director

With the local permitting in place, the 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.

In June, the Partnership presented an update on Storrs Center and a review of next steps to the Mansfield Town Council. A follow-up meeting was held with questions from the audience. The presentation to the Town Council as well as a written report are included on the Partnership page on the Town website at www.mansfieldct.org.

There are a few key milestones that need to be met before construction can begin — financing in place for the parking garage, state and federal permits secured, and relocation finalized. Agreements will be put in place with LeylandAlliance with respect to public infrastructure and other improvements. It is likely the Town, the

University, and the Partnership will all be parties. The goal is for these agreements to be in place by the fall of this year with permits secured by the end of 2008.

At its August Board meeting, the Partnership Board approved a set of sustainability guidelines for Storrs Center. These guidelines will be instrumental in developing an environmentally sensitive project. See our article on the guidelines in the newsletter.

The Partnership recently added a list of Frequently Asked Questions to its website which we hope will directly address issues and questions we hear from the community.

We continue to hold our monthly open houses on the first Thursday of the month between 5:30 pm and 6:30 pm in the Partnership office at 1244 Storrs Road (behind Starbucks). The next open house is Thursday, September 4 at 5:30 pm. The open houses are very informal and allow for more time to discuss Storrs Center.

As always, please contact us at 860.429.2740, or at mdp@mansfieldct.org if you have questions or concerns. You can also visit us at our office at 1244 Storrs Road. The office is open from Monday through Friday from 8 am to 5 pm.

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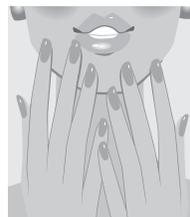
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Dianne Doyle

Member Profile



Courtesy of Mansfield Downtown Partnership
Dianne Doyle, AVP, Area Manager of NewAlliance Bank in Hebron and Storrs, is an active member of the Mansfield business community.

As the Chair of the Mansfield Business and Professional Association (MBPA), Dianne Doyle has been an *ex-officio* member of the Mansfield Downtown Partnership Board of Directors since 2004. The MBPA has an inherent interest in the Storrs Center project, according to Dianne, because of the potential benefits for new and existing businesses.

No stranger to the local business community, Dianne has lived in the area for twenty-seven years. In addition to chairing the MBPA, she serves as the President of the Windham Regional Chamber of Commerce and is AVP, Area Manager at NewAlliance Bank covering the Storrs and Hebron branches. She has worked at NewAlliance for approximately sixteen years. Based on her extensive professional experience in the local business community, Dianne recognizes the vital role the Mansfield Downtown Partnership plays in the successful development of the Storrs Center project, and she has become a strong advocate for both.

One of the goals of the MBPA is to help local businesses learn about the opportunities and services available to them, particularly through the Windham Chamber of Commerce. The MBPA is part of the Chamber of Commerce, although Dianne notes that businesses do not have to be Chamber members to attend MBPA meetings. Both the Chamber and the MBPA support local businesses in a variety of ways. These organizations update local businesses on area projects that may affect them, provide information on legislative developments, and host workshops and networking opportunities.

To that end, the MBPA has an active interest in the Partnership and Storrs Center project. Dianne believes Storrs Center will draw more customers and more attention to the existing businesses.

Residents often have to drive to various locations around the Town to do their shopping. Storrs Center will centralize businesses, and Dianne thinks that will benefit both customers and business owners.

Dianne envisions Storrs Center as a local and regional draw. She says that customers will enjoy having a variety of shops and restaurants within walking distance of other amenities, like the Town Hall and Post Office. She also thinks that businesses will develop a better sense of community when they share a physical space. For UConn, Dianne believes Storrs Center will have a positive effect on the type of student or faculty member who decides to come to the school.

Businesses in Storrs Center will benefit from the close proximity to UConn. Students will be more likely to patronize local businesses that are just a short walk away. And, visitors to campus (i.e. conference participants, prospective students) will be able to walk across the street for lunch or to wile away a few hours of free time. As the parent of both a current college student and a recent graduate, Dianne appreciates the possibilities for families to enjoy Storrs Center during campus visits.

Dianne also thinks that, by centering businesses physically, communication and cooperation among the businesses will improve. At present, Mansfield's businesses are scattered physically, and that can affect how the business community perceives itself. Dianne believes that the MBPA will grow with the addition of Storrs Center to better serve the business community.

Personally, Dianne looks forward to the day when she can take a walk through Storrs Center, do some shopping, and maybe grab a bite to eat at a new restaurant. She says that she often visits places like Mystic and Amherst to do just that. Many local residents would like to spend their time and money — and save on gas — by patronizing local businesses. But, at present, there is not one particular location that lends itself well to that type of leisurely activity.

Dianne grew up north of Boston and spent a few years living in Princeton, New Jersey before she and her husband Mark moved to Willimantic. While they love the Victorian home in which they raised their three children, Dianne says they often discuss living in Storrs Center. Their children, Lauren, Christopher, and Scott, are all either employed or in school, and so Dianne and Mark are looking ahead to when they will be able to downsize. She especially would love to be able to walk outside her front door and enjoy the amenities of Storrs Center without the need to drive. From both a professional and a personal standpoint, Dianne looks forward to Storrs Center.

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Festival on the Green: An Annual Tradition

Where can you find giant vegetables marching down the street or a singing dinosaur accompanied by a farmer, jester, cowboy, and fairy or lots and lots of blueberry pie? At the Fifth Annual *Festival on the Green!* Sunday, September 14 from noon – 5:00 pm, all of these things and more can be found behind the Storrs Center commercial plazas (or inside E.O. Smith High School if it rains).

The *Festival on the Green* is an annual community event presented by the Mansfield Downtown Partnership with the help of many dedicated and generous volunteers and sponsors. The *Festival* committee has been working diligently since February to organize this event. Returning favorites include inflatable rides, spin art, and pony rides. Also returning are the popular pottery and cooking demonstrations by the Community School of the Arts and UConn Dining Services, respectively.

The committee has planned some new attractions as well, including special performances by the Chordials, the Kerry School of Irish Dance, and the UConn All Stars. There will be a wide variety of hands-on activities for all ages. Visitors can create origami with the Benton Museum or learn the correct way to kick a football with the E.O. Smith football

team. A Juried Art Show will highlight the talents of area artists next to a tent displaying the works of E.O. Smith art students. From crafts to games, from sports to music, the *Festival on the Green* has something for everyone!

Each year, the main goal of the *Festival on the Green* is to celebrate the people and businesses that make Mansfield such a great place to live, work, learn, and play. The idea of the *Festival* was hatched by the Partnership's Advertising and Promotion Committee in 2003. The committee had been looking for a way to promote the Mansfield Downtown Partnership and the planned Storrs Center. They saw the *Festival* as a great way to bring together the Mansfield and UConn community in a day of fun for all ages. By transforming the parking lots behind the commercial plazas along Storrs Road into a vibrant town "green," they sought to demonstrate the future possibilities of Storrs Center. With the help of many volunteers – and a little sod – the *Festival on the Green* has become an annual tradition.

For more information on the Fifth Annual *Festival on the Green*, please contact the Partnership office (429.2740). A schedule of events can be found on page 5.

Celebrate Mansfield

Continued from page 1

will find a variety of pesticide-free greens, fruits, and vegetables, grass-fed beef, goats-milk cheeses, and free range eggs. Local honey and handmade soaps make wonderful gifts – or just a fun treat! Pick up the fixings for a great picnic and then head over to Mansfield Hollow State Park.

The annual **Fireworks in the Park**, sponsored by the Town of Mansfield and Mansfield Downtown Partnership, begin at 6:00 pm in Mansfield Hollow State Park. Residents are invited to bring a picnic and enjoy musical performances by The Macha Brothers and by Bruce John and the Eagleville Band. The Macha Brothers are Jim, harmonica, rhythm guitar and vocals; Joe, bass and vocals; and Rusty, lead vocals and lead guitar. While the brothers have an extensive repertoire, on Sept. 13, they will be treating the crowd to a fabulous set of Beatles songs. Bruce John and the Eagleville Band will follow the Macha Brothers with a wide-ranging set that will appeal to all ages. The Eagleville Band boasts a number of talented area musicians: Justin Blackburn on drums, Robert E. Lee (Cowboy Bob) on bass, "Wild Bill Furey" on lead guitar, Jason Altieri on guitar and vocals, Patti Tuite on vocals, Jim Bailey on harmonica, guitar, and vocals, and Bruce John on guitar and vocals. The Eagleville Band performs a lively, engaging set of music that will have everyone dancing and singing along.

On Sunday, September 14, the events begin at noon with the **Celebrate Mansfield Parade**. This year's Parade will be bigger and better than ever with several new additions to the line-up. The UConn Marching Band will lead the way from the Post Office, down Storrs Road,

onto Dog Lane, and into the *Festival on the Green*. Children of all ages are invited to bring their decorated bicycle, tricycle, or stroller to the Storrs-Mansfield Post Office at 11:00 am. They will be joined by the Grand Marshalls, Mansfield Mayor Betsy Paterson and UConn President Mike Hogan. Also featured in the Parade will be antique bicycles and cars, Mansfield fire truck(s), the UConn Morgan Drill Team, and more. Be sure to find a good vantage point early because Storrs Road will be closed from the intersection at S. Eagleville Road to Dog Lane beginning at 11:45 am.

The Celebrate Mansfield Parade will lead everyone into the **Fifth Annual Festival on the Green**. The *Festival* will be from noon – 5:00 pm behind the Storrs Center commercial plazas. Many exciting attractions are planned for the day, including musical performances by Kidsville Kuckoo Revue, Aztec Two-Step, and the Mohegan Sun All-Stars. There will be hands-on activities for residents of all ages, inflatable rides, a pie-eating contest, and more. Local food vendors will serve up everything from chicken satay to pizza, and Storrs Farmers Market vendors will have ingredients for your Sunday supper. The Juried Art Show will showcase the talents of area residents next to a tent displaying the work of budding artists from E.O. Smith High School. As always, the *Festival on the Green* is a low-waste event, and all of the participants and organizers are working hard to reduce the waste generated at the event by 90%. Attendees can help by sorting their garbage into the proper recycling, compost, or trash receptacles placed around the site.

All of the events during the "Celebrate Mansfield" Weekend are free and open to the public. For more information about the Fireworks in the Park, please contact the Town Manager's office at 429.3336. Questions about Storrs Farmers Market should be emailed to StorrsFarmersMarket@gmail.com. And, further information about the Celebrate Mansfield Parade and the Fifth Annual *Festival on the Green* can be obtained by contacting the Mansfield Downtown Partnership at 429.2740.

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Mansfield Downtown Partnership's

Fifth Annual

Festival on the Green

Sun. Sept. 14th

Noon — Celebrate Mansfield Parade begins by the Post Office, turns onto Storrs Road, continues onto Dog Lane, and into the Festival grounds

Noon — The Festival grounds open to the community

12:30 pm to 1:30 pm — **Kidsville Kuckoo Revue**

12:30 pm to 4:30 pm — Cooking Demonstrations

1:30 pm — Inflatables rides begin

1:30 pm to 3:30 pm — Pony rides

1:30 pm — Pie Eating contest

1:45 pm to 3:00 pm — **Aztec Two-Step**

3:30 pm — Announcement of contest winners

3:30 pm to 5 pm — **The Mohegan Sun All-Stars**

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Computer Rescue

Business Member Spotlight

A member of the Mansfield Downtown Partnership since 2003, Computer Rescue is celebrating its tenth year of operation. Originally located in Ellington, the company has been based in Storrs for the past six years. Company president Andy McCabe describes his business as an "outsource IT department" for businesses that are too small for their own such department. The majority of Computer Rescue's clients are insurance agencies. Andy explains that there are only four computer applications for insurance agencies to use. Because his technicians are experts in each application, they attract many small insurance agencies. Computer Rescue can assist any company that works off a Microsoft platform. The company covers an area that includes Connecticut, Massachusetts, and Rhode Island.

Andy employs five people and generally has two to three interns at Computer Rescue. The services offered by the company cover a range of communication and technological needs. As they celebrate their first ten years, they look forward to growing their client base, staying on the forefront of communications technology, and finding space for an office. Andy

explains that changes in the business made it impractical to maintain an office when they left Ellington. "We had an 1800 square foot office with no one in it," Andy recalls. Since then, further changes have now made it so that an office would once again be useful to the growth of the business. The field technicians can now complete much of their work remotely. Andy says that this need for an office space is one of the reasons that make the future Storrs Center an attractive prospect.

Andy says that he initially joined the Partnership as a business patron in 2003 as a way to better connect with the community. On a personal basis, Andy looks forward to Storrs Center as a future neighbor. He and his family live within walking distance of the project site, and he is excited for the new opportunities that Storrs Center will provide.

Having lived in Mansfield for sixteen years, Andy identifies the people of the Town as one of the aspects he likes most about living in the area. As the president of the Hill Improvement Association, he enjoys the sense of community the group shares. Andy thinks that Storrs Center, by adding a physical center to Mansfield, will help foster a similar sense of community on a broader basis. Having a destination, Andy notes, helps create opportunities to gather. He cites the regular games of



Courtesy of Mansfield Downtown Partnership

Computer Rescue founder and owner, Andy McCabe, reviews the plans for Storrs.

pick-up soccer that draw upwards of forty people on most Mondays, Wednesdays, Fridays, and Sundays to Farrell Field as one example of the importance of places.

Andy comments that, with any business venture, there is always an inherent risk. But, he adds, the risk is the exciting part. Storrs Center is not different in that sense than any other new business endeavor. In his own experience, Andy has recognized the need to grow and learn. Before Computer Rescue, he worked for a

cellular phone company at a time when handhelds were rare and car phones were the rage. Andy saw that the industry was changing. Soon, the emphasis would be on networking as customers sought ways to integrate technology into every aspect of their business. Andy anticipated the changes and took the risk of starting Computer Rescue. The result? A successful first decade and plans for many more!

For more information about Computer Rescue, please visit www.rescueworld.com.

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Festival on the Green



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Next to Storrs Commons

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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).

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Photos courtesy of Kim Bova Photography

Aztec Two-Step, above, will return for a performance at 1:45 p.m. at the Festival on the Green. Chloe Chibeau, right, won "Best Decorated" for her Cinderella-themed pumpkin in 2007.



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