



Mansfield Downtown Partnership
Helping to Build Mansfield's Future

MANSFIELD DOWNTOWN PARTNERSHIP PERSPECTIVES

Vol. 7 • No 11

Fall 2010

FTA Announces \$4.9 Million Grant for Storrs Center

Funding Awarded to Support Multimodal Transportation



Partnership photo

Congressman Joe Courtney announces the \$4.9 million FTA grant for Mansfield

The Town of Mansfield and the Mansfield Downtown Partnership, Inc. were pleased to announce recently that the Federal Transit Administration (FTA) awarded the Town a \$4,940,000 grant for an Intermodal Transportation Hub and Transit Pathway as part of the Storrs Center project. Congressman Joe Courtney and FTA Administrator Peter Rogoff announced the award at a press conference in

front of Mansfield's Town Hall on Monday, July 12, 2010.

The Town of Mansfield worked with the Mansfield Downtown Partnership and Storrs Center master developer LeylandAlliance to prepare its application for the Intermodal Transportation Hub and Transit Pathway. Located in the heart of Storrs Center, the

Continued on page 5



Courtesy of Janine Callahan

Each year, hundreds of volunteers help make the *Festival* a success!

Ready, Set, Celebrate!

Celebrate Mansfield Weekend: Sept. 10 -12, 2010

The 2010 Celebrate Mansfield Weekend will be Friday, September 10 through Sunday, September 12. The Mansfield Downtown Partnership, Mansfield Parks and Recreation Department, Mansfield Community Center, Town Manager's Office, Storrs Farmers Market, and the League of Women Voters of Mansfield have many fun events planned for residents and visitors of all ages.

The fun begins Friday with Vintage Mansfield: A Wine Tasting. Hosted by the historic Altaveigh Inn & Restaurant and the Mansfield Downtown Partnership, the wine tasting is a great way to kick-off the celebration while supporting the *Festival on the Green*. Vintage Mansfield is open to the public. Tickets are available through the Partnership office and cost thirty-five dollars. The money raised through the wine tasting will benefit the *Festival on the Green*, which is funded through community donations and sponsorships.

Saturday is full of unique events for all ages and interests, starting with the 24th Annual Know Your Towns Fair. Hosted by the League of Women Voters of Mansfield, the Know Your Towns Fair is a great opportunity for new and established residents to learn more about the many community organizations and services available in Mansfield and the surrounding towns. The Know Your Towns Fair will take place in the Mansfield Community Center from 10:00 am until 1:00 pm.

Also at the Mansfield Community Center is a Free Mansfield Day from 11:00 am – 2:00 pm. Residents are invited to stop by the Community Center and learn more about the available amenities. Try out the fitness machines, jog a few laps on the indoor track, or take a dip in the pool. If you've never visited the Mansfield Community Center, Free Mansfield Day is the time to check it out!

At 2:00 pm on Saturday, join the Mansfield Parks and Recreation Department and Explore the Albert E. Moss Sanctuary. The Albert E. Moss Forest, Wildflower, and Wildlife Sanctuary is a 135-acre "village woods" located in the heart of the downtown area. Local naturalists Sue and Tom Harrington will lead the walk. Enjoy the historic stone dam, Tift Pond, native flora and fauna, and the almost two miles of trails winding through the Sanctuary. This event is appropriate for families with children age five and older. Participants will meet in front of the Mansfield Community Center.

Following the guided walk through the Moss Sanctuary, stop by Storrs Farmers Market between 3:00 – 6:00 pm. At 3:00 pm, Music @ the Market will feature Seldom Heard, a Mansfield band performing traditional and folk tunes. Peruse the stands for the best locally-grown and produced foods, including fruits, vegetables, beef, pork, goats milk cheeses, and baked goods. Stock up on groceries for the week, or put together a local foods picnic and head over to the playing field behind E. O. Smith High School.

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Courtesy of Kim Bova Photography

Thousands of residents gather to enjoy food, music, and hands-on fun at the *Festival on the Green!*

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Phone: (860) 429-2740 Fax: (860) 429-2719
E-mail: mdp@mansfieldct.org
Website: www.mansfieldct.org/mdp

Executive Director:
Cynthia van Zelm

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Mansfield Weekend: Sept. 10 -12, 2010

Continued from page 1

Picnicpalooza!, an all-town picnic, will take place behind E. O. Smith High School from 5:00 – 7:00 pm. Flamingo will provide musical entertainment as community members picnic with their friends and neighbors. Flamingo is a fifteen piece, all-female swing band. With a repertoire spanning the 1930s and 1940s all the way through the 1960s, Flamingo performs an energetic set to get the audience dancing. Picnicpalooza! will also feature the RE/MAX East of the River hot-air balloon, on which attendees may take a ride. Bring some food and some friends for a relaxing and fun evening!

The revelry continues Sunday with the Celebrate Mansfield Parade at noon. Each year, the Parade gets bigger and better: The 2010 Parade will feature police cars and fire trucks, athletic teams, bicyclists, animals, dancers, puppets, and even floats! Arrive early and grab a “seat on the street” because Storrs Road will be closed at 11:30 am to accommodate the Parade.

The Parade, anchored by the Pride of Connecticut UConn Marching Band,

will lead the way into the Seventh Annual *Festival on the Green*. Hosted by the Mansfield Downtown Partnership, the *Festival* features something for everyone, from face-painting to food booths, martial arts to music. Local organizations and businesses will host activity booths with hands-on fun for all ages. There will be special performances by the UConn Marching Band, Kidsville Kuckoo Revue, Mansfield Academy of Dance, Villari’s Martial Arts of Storrs Center, Scared Scriptless (an improv troupe from UConn), and Husky Bhangra. The headlining act will be David Foster with the Shaboo All Stars and special guests Christine Ohlman and James Montgomery.

Between performances, enjoy a variety of food offered by Mansfield restaurants. With everything from pizza to Pad Thai, there will be something to please every palate. The Partnership will offer special events and activities, including a sidewalk drawing contest and spin art. Among the activities planned by local businesses and organizations will be a poetry tent, hands-on pottery demonstrations, face-painting, a “dress like a firefighter game,” and much, much more. The annual Juried Art Show and cooking demonstrations by chefs from UConn Dining Services will round out the offerings at this year’s *Festival on the*

Green.

The *Festival on the Green* is made possible through generous sponsorships and donations from individual community members and local businesses. The 2010 Sponsors* are: Event Sponsors - LeylandAlliance and ReminderNews; Landmark Sponsors - E.O. Smith High School; Kahan, Kerensky, & Capossela; Town of Mansfield; RE/MAX East of the River; UConn Co-op; University of Connecticut; WILI; and Windham Hospital Physical Therapy & Rehabilitation; and Grassroots Sponsors - Ferrigno Realtors; Four Corners Real Estate; Home Selling Team; Kepple, Cole-Chu, Cipparone, Avena, & Zaccaro; Merchants at Storrs Commons; Nathan Hale Inn & Conference Center; NewAlliance Bank; People’s United Bank; Rockville Bank; Savings Institute Bank & Trust; SBM Charitable Foundation; Storrs Drug; Storrs Family Dentistry; TD Bank; Tony’s Garage; University of Connecticut Foundation; Willimantic Waste Paper Company; and Winding Brook Turf Farm (*includes “in-kind” sponsors). The Partnership thanks these businesses and organizations for their generous support!

For more information about Celebrate Mansfield Weekend, please visit www.mansfieldct.org/fog.html or call the Mansfield Downtown Partnership (860.429.2740). Please see the schedule of events on page 6.

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Mission Statement

The Mansfield Downtown Partnership, Inc. 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.

Contact information:
Mansfield Downtown Partnership, Inc.
1244 Storrs Road
PO Box 513
Mansfield, CT 06268
Phone: 860-429-2740
Fax: 860-429-2719

E-Mail: mdp@mansfieldct.org/dtp.html Website: www.mansfieldct.org/mdp

Mansfield Downtown Partnership Perspectives

Newsletter Coordinator:

Kathleen M. Paterson

All articles written by Kathleen M. Paterson unless otherwise noted.

Newsletter Contributors:

Kim Bova
Janine Callahan
Lon Hultgren
Macon Toledano
Cynthia van Zelm
Virginia Walton

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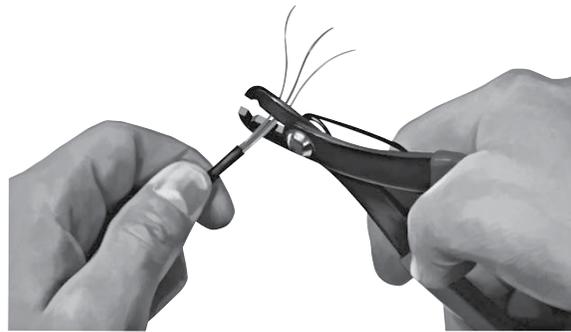
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Update on Parking and Transit

In April 2010, the Town of Mansfield released two Requests for Qualifications (RFQs) for architectural and engineering firms, one for the first parking garage in Storrs Center and the other for an intermodal center. The Town received fourteen responses for the design of the parking garage and seven for the intermodal center. A team comprised of Town staff and representatives from the Mansfield Downtown Partnership and the University of Connecticut reviewed the responses. They selected seven firms to receive a Request for Proposal (RFP) for the design of the garage; responses to the RFP are expected in the coming months. The team will interview several of the seven firms that responded to the RFQ for the intermodal center. Because the Town received state funding for the parking structure (\$10 million in 2008) and federal funding for the intermodal center (\$490,000 in 2007), two separate selection processes must be followed. The Town also recently received a \$4.9 million grant from the Federal Transit Administration for the intermodal center (please see page 1 for details). Design work for both the parking garage and the intermodal center is expected to begin in the fall of 2010.

Storrs Center has been designed as a pedestrian-friendly, mixed-use downtown for Mansfield. Although the entire project site is approximately 47.7 acres, only approximately 17 acres will be developed. The remaining acreage will be preserved as open space. The compact design allows for a vibrant "Main Street" corridor while minimizing environmental impacts and discouraging sprawl. The design of Storrs Center, however, must still follow the Town's parking requirements as set by the Planning and Zoning Commission (PZC). The PZC sets



requirements for the amount of parking by use. The amount of required parking is based on the types of uses within any zone, in this case the Storrs Center Special Design District, and the number of each type of unit.

If only surface parking was utilized to fulfill the PZC's requirements, the project site would be dominated by parking spaces. In order to accommodate the parking requirements, maintain the integrity of the design, and achieve the goals in sustainability, especially with respect to alleviating the effects of stormwater runoff, the design for Storrs Center includes a parking garage in the first phase of the development. Combined with the intermodal center, the parking garage will serve a variety of residents, visitors, and workers and relieve the burden of surface parking.

The intermodal center will include facilities for bus passengers, bicyclists, pedestrians, and car sharing programs. By offering safe, convenient alternatives to travel by car to and from Storrs Center, the intermodal center will add additional relief to the burden of surface parking within the new downtown. (Detailed information about the intermodal center may be found on page 1 of this publication). Together, the parking garage and intermodal center will improve access for all users to the many new amenities Storrs Center will offer Mansfield residents and visitors.

You're Invited: Puppet-Building Workshop! Saturday and Sunday, Sept 4 and 5

Join the Ballard Institute and Museum of Puppetry and the Mansfield Downtown Partnership in building a piece of Mansfield's history!

Ballard Institute Director John Bell will lead a community puppet-building workshop at the Mansfield Community Center with the help of Sara Peattie, a puppet artist from the Boston Puppeteers' Cooperative. Participants will assist in building special, larger-than-life puppets depicting a piece of Mansfield's history. Participants will build the puppets over a two-day period and then will be invited to perform with the puppets in the Celebrate Mansfield Parade. The puppets will be on display at the Seventh Annual *Festival on the Green* for the whole community to enjoy.

The puppet-building workshop is free and open to residents of all ages: adults, college, high school, and middle school students. Younger children should be accompanied by an adult who will also participate. No prior puppet-building experience is necessary, but participants with sewing experience will be a big help!

The workshop will be held Saturday, September 4 and Sunday, September 5 from 9:00 am to 5:00 pm in the Mansfield Community Center, with an optional finishing-up and rehearsal session Saturday, September 11. Participants may drop in as they are able, but pre-registration is recommended. To register, please contact the Partnership office at 860.429.2740 or mdp@mansfieldct.org.

This unique experience is made possible by the Ballard Institute and Museum of Puppetry, the Mansfield Downtown Partnership, the Mansfield Community Center, and the University of Connecticut School of Fine Arts.



Courtesy of Kim Bova Photography

The Community Puppet-Building Workshop will be Sat., Sept. 4 and Sun., Sept. 5 at the Mansfield Community Center.



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Business Member Spotlight:

Storrs Family Dentistry

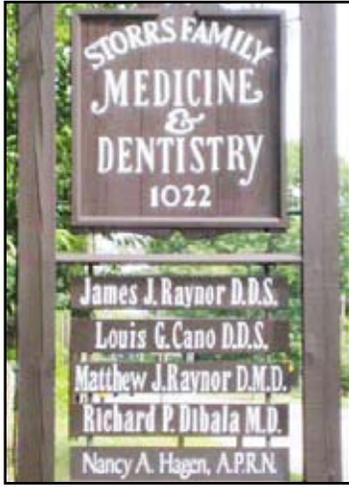
At Storrs Family Dentistry, "family" is more than just a name. Dr. John Cook opened the dental practice over fifty years ago and was joined by Dr. James Raynor in 1974. Upon the retirement of Dr. Cook in 1983, Dr. Louis Cano joined the practice, and together they grew the practice both in the number of patients and in the scope of treatments offered. In 2005, Dr. Matthew Raynor, James' son, completed his military duty with the United States Air Force and joined the practice, rounding out the "family."

Through the years, Storrs Family Dentistry has treated many local residents. Patients who were first treated as children are now bringing their own children to see the trio of dentists. "We enjoy seeing people of all ages," says Dr. Matthew Raynor, "and we cherish the opportunity to treat entire families." Storrs Family Dentistry's staff also takes great pride in building strong relationships with their patients by taking a sincere interest in their lives and by supporting them outside of the office. "Whether it be attending a game or concert, volunteering or donating for a special cause, or lending a hand in some other way, we try to do a little extra for our patients," explains Dr. Matthew Raynor.

The practice's idea of "family" extends beyond their patients to include the whole Mansfield community. Storrs Family Dentistry has been a strong supporter of local schools, organizations, and charities for many years. Each has enjoyed the opportunity to coach youth sports teams at different levels in town. Dr. James Raynor coached basketball and baseball at Mansfield Middle School and was an assistant basketball coach at E. O. Smith High School for thirteen years. Before Mansfield had a Little League system, Storrs Family Dentistry sponsored a youth baseball team coached by Dr. James Raynor; it was appropriately named the Mansfield Molars.

All three dentists have also long supported Mansfield's schools. Dr. Cano's daughters, Jennifer and Alison, and Dr. James Raynor's children, Matthew and Julie, went through the Mansfield school system. Jennifer Cano is a PhD candidate at UC-Santa Barbara in Theoretical Physics, while Alison Cano will graduate in December 2010 from the College of William & Mary. After a 14 year career in the Athletic Department at UConn, Julie Quinn née Raynor is at home with her two children in Massachusetts. Dr. Matthew Raynor's three children, Allison, Brendan, and Paige, are current students at Vinton Elementary. Their civic engagement includes membership in different Mansfield organizations; Dr. Cano and Dr. James Raynor are both former Lions Club members, and Dr. Matthew Raynor is a current Lion. Both James and Matthew Raynor are Corporators of Windham Community Memorial Hospital.

Over the past five decades, Storrs Family Dentistry has witnessed many changes in
Continued on page 5

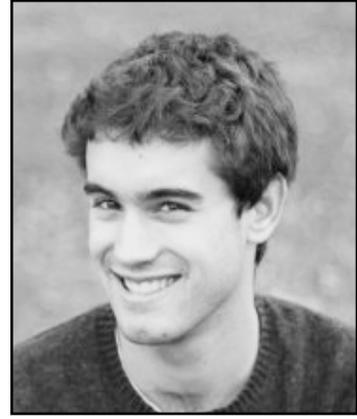


Partnership photo

Storrs Family Dentistry has been an active practice in Mansfield for over fifty years.

Member Profile:

David Lindsay



Courtesy of David Lindsay

David Lindsay, a junior double majoring in Neurobiology and Mathematics, is the the first student representative on the Partnership Board of Directors.

At its 2010 Annual Meeting, the Mansfield Downtown Partnership Board of Directors introduced its newest member, David Lindsay. A University of Connecticut junior from Brookline, New Hampshire, Mr. Lindsay is serving as the first student representative on the Board of Directors. Partnership members had approved a change in the Partnership by laws to add a student representative to the Board at the 2009 Annual Meeting. The Membership and Nominating Committees then worked to increase outreach to the UConn student body; their efforts included a special presentation for students and email blasts to student leaders. Application materials were distributed to students through UConn's Student Activities Department and to individual students who were recommended to the Partnership by faculty, staff, and other community members. The Nominating Committee interviewed several well-qualified students before selecting David Lindsay. "As expected, we had several outstanding candidates from the University," comments Partnership Executive Director Cynthia van Zelm. "And luckily, some of the other candidates will be serving on Partnership committees."

David Lindsay is an enthusiastic supporter of the Partnership and Storrs Center. When he first learned of the project from David Woods, Dean of the School of Fine Arts, he was immediately interested in getting involved. "I live in the Honors housing, which is right across the street from the project site," explains Mr. Lindsay. "So I was definitely interested in learning more."

Mr. Lindsay recalls visiting different schools during his college search process. "I got a better feeling from the schools that had a real 'college town' feel," he comments. "I think the downtown will really benefit UConn in that way, and I want to help make it happen."

Mr. Lindsay sees Storrs Center as a positive project for the whole town. "It's not just the shops and housing that will be good," Mr. Lindsay says. "I am most looking forward to Storrs Center's potential as a meeting place. The Town Square will be a place for concerts and events for all ages. It'll be a shared location where the community can be together." Mr. Lindsay believes Storrs Center will help give the area more of a college town feel. He is also looking forward to the new businesses and restaurants that are lining up to be in the new downtown.

Although he has only served on the Board a short while, Mr. Lindsay feels he has already learned a great deal. "It has been very good to have a chance to meet and learn from the Town leaders and other Board members," he says. "I really like the process of turning an idea into a reality." Mr. Lindsay observes that often it seems as though good ideas are never translated into tangible things. "The Board members are all very impressive and seem to get things done," says Mr. Lindsay.

Mr. Lindsay has some practice in turning an idea into reality already. This summer, he is working in an internship program of his own design. He worked with UConn's Honors program to create an internship program which allows students to work with both medical researchers and clinical physicians in Boston. "I worked with the Honors program to arrange a selection committee and conduct the application process," explains Mr. Lindsay. "I secured the funding and housing for the program and set-up the surgical rotations." Mr. Lindsay and the other interns spend two days a week in surgery and the other three days doing research in two clinical trials involving potential treatments for Parkinson's disease.

Mr. Lindsay, who is double-majoring in neurobiology and mathematics, says his motivation to start the internship program stems from his belief that there should be more coordination between physicians and researchers. "I think we need to speed up the process between researching treatments and having the most useful treatments available to patients," he says. "It's important to have an intermediary between physicians and researchers. This internship allows students to learn about both sides."

Although his course of study is focused on science and math, Mr. Lindsay is also very involved with the School of Fine Arts. He plays piano and is taking saxophone lessons from Dean Woods; he hopes to play in an ensemble once the fall semester begins. Mr. Lindsay is involved with other extracurricular activities as well, including intramural soccer and basketball. His many and varied interests allow him to interact with a wide range of students, something he feels will assist him in his role as the student representative on the Partnership Board of Directors.

"UConn students make up a substantial percentage of the Mansfield community," comments Mr. Lindsay. "So, it's important to include their viewpoint." Because the new downtown will be adjacent to campus, Mr. Lindsay thinks students will be big supporters of the new businesses and restaurants.
Continued on page 5

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FTA Grant

Continued from page 1

Intermodal Hub will provide a viable, centrally-located transfer station for University of Connecticut transit services, Windham Region Transit District (WRTD) local and express bus services, WRTD's ADA Paratransit, demand response, Dial-A-Ride, and intercity bus services, and taxi service. Associated site improvements will include enhanced pedestrian and bicycle access.

The Town's project was selected on a competitive basis through the Bus and Bus Livability Grant Program, part of the FTA's efforts within the U.S. Department of Transportation's (DOT) Livability Initiative. Through this initiative, the DOT seeks to "enhance the economic and social well-being of all Americans by creating and maintaining a safe, reliable, integrated and accessible transportation network that enhances choices for transportation users, provides easy access to employment opportunities and other destinations, and promotes positive effects on the surrounding community." The Town's project was one of forty-seven projects selected nationwide from 281 applications.

Improvements to transportation options in the downtown area are an integral part of the plans for Storrs Center. The entire project has been designed with environmental sustainability in mind, beginning with its location, scale, and scope. By centering many uses – residential, retail, restaurants, offices, civic spaces – in one location, the amount of driving to access these services is reduced. Further, by locating all of these uses directly across the street from key civic uses, including Town Hall, E.O. Smith High School, the UConn campus, and the Mansfield Community Center, the downtown becomes a true center of public life in Mansfield. The location of the project, the mix of uses, and the emphasis on alternative modes of transportation has drawn recognition from not only the FTA but also the 1,000 Friends of CT (which awarded the 2008 Smart Growth Award to the project) and the State of Connecticut (which awarded a \$10 million dollar grant for the first parking garage).

"We are proud to be a part of Mansfield's vision for its future and the plan to create a new downtown with a strong focus on pedestrian and multi-modal accessibility," said Macon Toledano Vice President of Planning and Development for LeylandAlliance. "This grant reinforces our commitment to a vibrant, walkable, center of civic life in Mansfield and indicates that the plans for Storrs Center are well aligned with the concerted effort on the part of President Obama, the FTA, the EPA, and the DOT to support the creation of livable and sustainable communities."

The addition of the Intermodal Transportation Hub and Transit Pathway to the area will encourage increased use of alternative modes of transportation and add to a growing trend in the area. From 2004 to 2009, the number of riders on WRTD's Storrs-Willimantic buses increased from 34,579 to 78,358. This significant increase was mirrored by increases on the University of Connecticut's Yellow Bus Line, which carried 180,416 riders in 2009. By offering more and varied transportation options that connect to a greater mix of uses in the new downtown, greater increases in ridership are expected.

"This FTA grant will ensure that the Storrs Center development is transit friendly and meets the sustainability goals of the Town," Lon Hultgren, the Town's Director of Public Works, commented.

Improving access to public transportation will also improve access to amenities within the downtown for a broader cross-section of residents. Storrs Center will serve the needs of varied populations within the community by offering a wide array of businesses, restaurants, and professional offices. The Intermodal Transportation Hub and Transit Pathway will grant greater access to seniors, families with young children, students, and working adults who choose to limit their vehicle travel, are unable to drive, or who do not have reliable access to a car.

The Intermodal Transportation Hub and Transit Pathway will integrate Storrs Center into the existing regional system of intercity buses currently serving the UConn campus. They will also integrate the new downtown into a greater network of bus related transportation that connects the region and the northeast corridor. These improvements will not only provide additional transportation options for residents traveling away from the downtown but will also draw in visitors to Storrs Center.

The award of \$4.9 million from the FTA will go a long way in improving intermodal transportation options for Mansfield and the surrounding towns. And, it adds the FTA to the roster of state, federal, and non-governmental agencies that have endorsed this creative, ambitious project. To date, the Partnership has worked with the Town of Mansfield, the University of Connecticut, and LeylandAlliance to bring in \$22 million in state and federal funding. The Partnership has also attracted funding from non-profit agencies that focus on economic development, such as the SBM Charitable Foundation, as well as accolades from the 1,000 Friends of CT and the CT Main Street Center. The FTA grant reaffirms the commitment to an environmentally sensitive and sustainable project that will enhance the community, increase residential options, and add jobs to the region.



Storrs Family Dentistry

Continued from page 4

dental care and technology. They have continually added to and improved upon the services and treatments offered and now offer many state-of-the-art technologies, such as Invisalign orthodontic tooth movement, teeth whitening, single visit esthetic crowns, and intra-oral photography. The staff strives to maintain a relaxing atmosphere for their patients and continues to add new technologies and concepts in preparation for the future.

Similarly, the Town of Mansfield has seen many changes in the past fifty years, and with the creation of the Mansfield Downtown Partnership and the plans for Storrs Center, is preparing for the future. Storrs Family Dentistry recognized the importance of Storrs Center for the Town when it joined the Partnership in 2003. Dr. Matthew Raynor cites the work of the Partnership to include residents' input to ensure success of the downtown as one reason for Storrs Family Dentistry's support. "The efforts of those involved in the Partnership to create a more vibrant community has intrigued us and given us hope for a very exciting future," he adds. "The vibe of the town will be unmatched in the area once the downtown is completed, due to the combination of the university presence and a tightly-knit community."

"Being able to add to an already strong community with shops and eateries is very appealing," continues Dr. Matthew Raynor. "Storrs Center will promote a stronger sense of community and bring people together on a regular basis, to run errands, to shop, or to celebrate life's successes."

Dr. Matthew Raynor believes Storrs Center will be a place where families with young children can gather and interact. Programs such as the Partnership's Winter Fun Day and the *Festival on the Green* provide fun, family-friendly activities for the community. "It can be difficult for families to find places to meet up outside of the schools or organized sports," comments Dr. Matthew Raynor. "Having a real downtown will allow for more activities and casual get-togethers."

As a well-established Mansfield business, Storrs Family Dentistry also sees benefits of the new downtown for all current businesses in town. "It will make Storrs a destination town to draw people from surrounding towns, thereby creating new exposure and new energy," Dr. Matthew Raynor says. "We are happy to support the Partnership on many levels because we feel the downtown will enrich our wonderful community and bring in new excitement."

Storrs Family Dentistry is located at 1022 Storrs Road in Storrs. They are currently accepting new patients. To schedule an appointment, please call 860.429.6406. A new website, www.storrsfamilydentistry.com, is currently under construction.

Lindsay

Continued from page 5

Mr. Lindsay sees his role on the Board as two-fold: to represent the student body in Partnership matters and to educate students about the process and progress in creating Storrs Center.

"To work on such an exciting project with such amazing town and university leaders is a true honor and will be a great experience," Mr. Lindsay adds.



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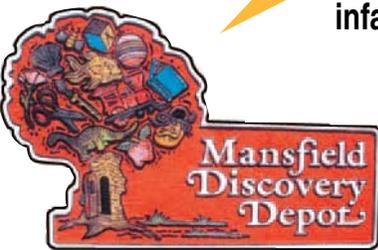
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Award Winning *Festival on the Green* Sept. 12th

Festival on the Green Wins Statewide Award

CT Main Street Selects it for 2010 Award of Excellence

The Connecticut Main Street Center announced its 2010 Awards of Excellence recipients in June. Among the honorees was the Mansfield Downtown Partnership, Inc. The Partnership received the 2010 Award of Excellence for "Special Event" for its annual *Festival on the Green*. Now in its seventh year, the *Festival on the Green* is a community celebration that draws thousands of residents and visitors to the site of the future Storrs Center each September.

The CT Main Street Center supports thirty-two member communities and seven Designated Main Street management programs by providing training for its partners and by advocating for positive changes in Connecticut's diverse downtowns. CT Main Street Center supports community and economic development with an emphasis on historic preservation. (For more information on CT Main Street Center, please visit www.ctmainstreet.org.)

According to the CT Main Street Center's announcement, the Awards of Excellence program "annually celebrate[s] and communicate[s] the most successful and innovative efforts in main street revitalization in Connecticut." The program recognizes contributions in areas such as image enhancement, retail promotion, special events, and community-consensus building (for which the Partnership received an award in 2008). In addition to Mansfield, the other Connecticut communities recognized this year were New London, Simsbury, Waterbury, Bridgeport, Middletown, and the Upper Albany Main Street District in Hartford.

CT Main Street Center President and CEO John Simone comments "Common themes that emerged in this year's award-winning projects included the ability of each recipient to engage the community and encourage public dialogue about the needs of the neighborhood, as well as understanding of target markets for their districts and encouraging main street entrepreneurs. This year's winners are catalysts for further investment in Connecticut's main street districts."

The Mansfield Downtown Partnership's *Festival on the Green* was designed with many of these themes in mind. In 2003, the Partnership's Advertising and Promotion Committee began the *Festival* as a means of promoting Storrs Center and drawing visitors to the existing commercial district.



Courtesy of Kim Bova Photography

The *Festival on the Green* is an annual event that brings the Mansfield community together



Courtesy of Kim Bova Photography

Isabelle Atwood, a Mansfield resident and active volunteer in the community, served as Grand Marshal for the 2009 Mansfield Parade

Mansfield Downtown Partnership's Seventh Annual *Festival on the Green*

Noon – Celebrate Mansfield Parade (Storrs Road)

12:00 pm – *Festival* Grounds Open to the Community

12:30 pm – **Kidsville Kuckoo Revue**

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

1:30 pm to 3:30 pm – Pony Rides

1:30 pm – Pie Eating Contest

1:45 pm – **Local Performances:**
Villari's Martial Arts of Storrs Center
Mansfield Academy of Dance
Scared Scriptless – A UConn Improv Group
Husky Bhangra

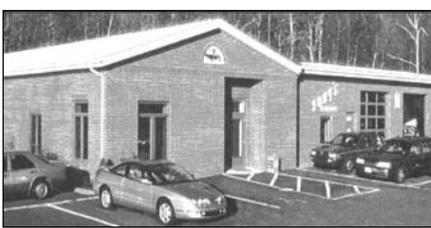
3:30 pm – **David Foster with the Shaboo All Stars and special guests Christine Ohlman and James Montgomery**

Plus:

Juried Art Show – Local Food Vendors – Petting Zoo – Spin Art
Sidewalk Drawing Contest – Magician – Husky Dog
Pottery Demonstrations

& Much More!

www.mansfieldct.org/fog.html



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The Committee planned the *Festival* to be a true community celebration, inviting representatives from the Town and the University of Connecticut to assist in planning. Over the years, the event has grown significantly to include over 80 activity booths, food booths, musical performances, and the "Celebrate Mansfield Parade."

Mayor Betsy Paterson, Chair of the Festival Committee said, "On behalf of the Mansfield Downtown Partnership Board of Directors, and the *Festival on the Green* Committee, we are extremely honored to receive this recognition from the CT Main Street Center.

The *Festival* could not take place without the hundreds of volunteers who participate in the planning and running of this community event. We thank them for their efforts and for making the *Festival* such a success."

For more information about the *Festival on the Green*, please turn to page 1 or visit www.mansfieldct.org/fog.html.



2 Storrs Locations

125 N. Eagleville Rd. 860-429-6806

Inside Store 24 860-429-1515

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Courtesy of Kim Bova Photography

Celebrate Mansfield Weekend September 10 – 12, 2010 Schedule of Events

Friday

Vintage Mansfield: A Wine Tasting
Hosted by Gail and Douglas Parks
4:30 – 6:30 pm
Altnaveigh Inn and Restaurant
Tickets: \$35
Space is limited; reservations will be filled as received
Donations benefit the *Festival on the Green*

For more information, call 860.429.2740

Saturday

24th Annual Know Your Towns Fair
Presented by the League of Women Voters of Mansfield
10:00 am – 1:00 pm
Mansfield Community Center
Free and open to the public
For more information, visit www.lwvmansfieldct.org

Explore the Albert E. Moss Forest, Wildflower, and Wildlife Sanctuary
Presented by the Mansfield Parks and Recreation Department
2:00 pm
Meet in front of the Mansfield Community Center
Free and open to the public
For more information, call 860.429.3015

Free Mansfield Day
Presented by the Mansfield Community Center
11:00 am – 2:00 pm
Mansfield Community Center
Free and open to Mansfield residents
For more information, call 860.429.3015

Music @ the Market
Presented by Storrs Farmers Market
3:00 – 6:00 pm
Mansfield Town Hall Parking Lot
Free and open to the public
For more information, email StorrsFarmersMarket@gmail.com

Picnicpalooza!
Presented by the Town of Mansfield and the Mansfield Downtown Partnership
An All-Town Picnic featuring music by Flamingo
5:00 – 7:00 pm
E.O. Smith High School
Free and open to the public
Rain Date: Sat., Sept. 25
For more information, call 860.429.3336

Sunday

Celebrate Mansfield Parade
Presented by the Mansfield Downtown Partnership
Noon
Storrs Road (from S. Eagleville Road to Dog Lane)
Free and open to the public
For more information, call 860.429.2740

Seventh Annual Festival on the Green
Presented by the Mansfield Downtown Partnership
Noon – 5:00 pm
Behind the Storrs Center commercial plazas
Free and open to the public
For more information, call 860.429.2740

For more information on these community events, please turn to Page 1. Additional information is also available at www.mansfieldct.org/fog.html.

Celebrate Mansfield Weekend Schedule



Courtesy of Kim Bova Photography

Keep It Green!

The Mansfield Downtown Partnership is proud to present a low-waste *Festival on the Green*. Each year, the Partnership works with the many participants and volunteers to reduce the amount of waste generated at the *Festival*. Stations are placed around the event site for visitors to sort their waste into recycling, composting, returnable bottles, or trash receptacles. With the assistance of friendly volunteers at the waste stations, 88% of the waste generated at the *Festival* was composted or recycled in 2009.

Help the Partnership reach its goal of diverting 90% of the waste from the 2010 *Festival on the Green*! Food vendors will be serving their treats on compostable plates and with utensils made from corn. Organizations hosting activity booths have planned fun things to do that create minimal to no waste. Volunteers will be on hand to help you sort your garbage properly. With everyone's participation, we can "Keep it green!"

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Welcome to Our Newest Members!



The following individuals and businesses have recently joined the Mansfield Downtown Partnership:

- Patrick Carino
- Patrick and JoAnn Clark
- Michael T. Goupil
- Jon Hand
- David Lindsay
- Jean Sabatine
- John and Nancy Silander
- Lee and Tom Terry
- Smith-Keon Jewelers
- Storrs Family Medicine

Correction:

In our 2009-2010 Annual Report, Cathy and Jim Walter were inadvertently missed on the list of Partnership Patrons.



Contact information:

Mansfield Downtown Partnership, Inc.
 1244 Storrs Road
 PO Box 513
 Mansfield, CT 06268
 Phone: 860-429-2740
 Fax: 860-429-2719
 E-Mail: mdp@mansfieldct.org/dtp.html
 Website: www.mansfieldct.org/mdp

Membership Form

Lend your support by becoming a member!

Membership Benefits Include:

- Voting privileges at Annual Meeting and special membership meetings
- Semi-annual Partnership Newsletter
- Notices of upcoming workshops or events
- Ability to hold office within the Partnership and serve on committees

Please return this form, with check payable to Mansfield Downtown Partnership
 1244 Storrs Road
 PO Box 513
 Mansfield, CT 06268
 Fax 860-429-2719

Questions? 860-429-2740 or mdp@mansfieldct.org

*Members must either reside in the State of Mansfield, own or operate a business in the State of Mansfield, own real estate or business property in the State of Mansfield, be an employee of a Mansfield-based business, or be affiliated with the University of Connecticut as a student, alumnus, or faculty/staff (parent or former).



Yearly Membership Investment

MDF operates on a fiscal year running from July 1 to June 30:

- | | | | | |
|---------------------------------------------------|------|-----------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Student/Senior (age 65+) | \$10 | <input type="checkbox"/> Patron | \$200 | <input type="checkbox"/> I would like to volunteer my time. Please contact me to discuss MDF volunteer opportunities. |
| <input type="checkbox"/> Individual | \$15 | <input type="checkbox"/> Sponsor | \$1,000 | |
| <input type="checkbox"/> Business/Organization | \$50 | <input type="checkbox"/> Friend** | \$ | |

Please consider an additional contribution: \$ _____ Total Amt. Enclosed: \$ _____

Indiv./Bus./Org./Family Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Contributions may be tax deductible.

**Friend Membership is designed for non-student supporters who wish to contribute but do not have voting or other privileges.

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