Mansfield Downtown Partnership, Inc.

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We have a new Twitter handle!

Follow us:

@DowntownStorrs

Storrs Center: Shaping Up!

A Look Around Downtown

Construction continues apace in Storrs Center with several private and public projects underway.

In the Town Square neighborhood, building TS-3 can be seen to the south of the future Town Square. As with the other buildings in this neighborhood, TS-3 will be five stories with commercial uses on the first floor and additional apartments by The Oaks on the Square on the upper floors. The building will be completed by August 2014. The Oaks has begun accepting applications for leases for this building, along with One and Nine Dog Lane and One Royce Circle, and the response has been strong. Individuals interested in learning about leasing options may contact The Oaks office (860.756.0330 or visit their website, www.theoaksonthesquare.com).

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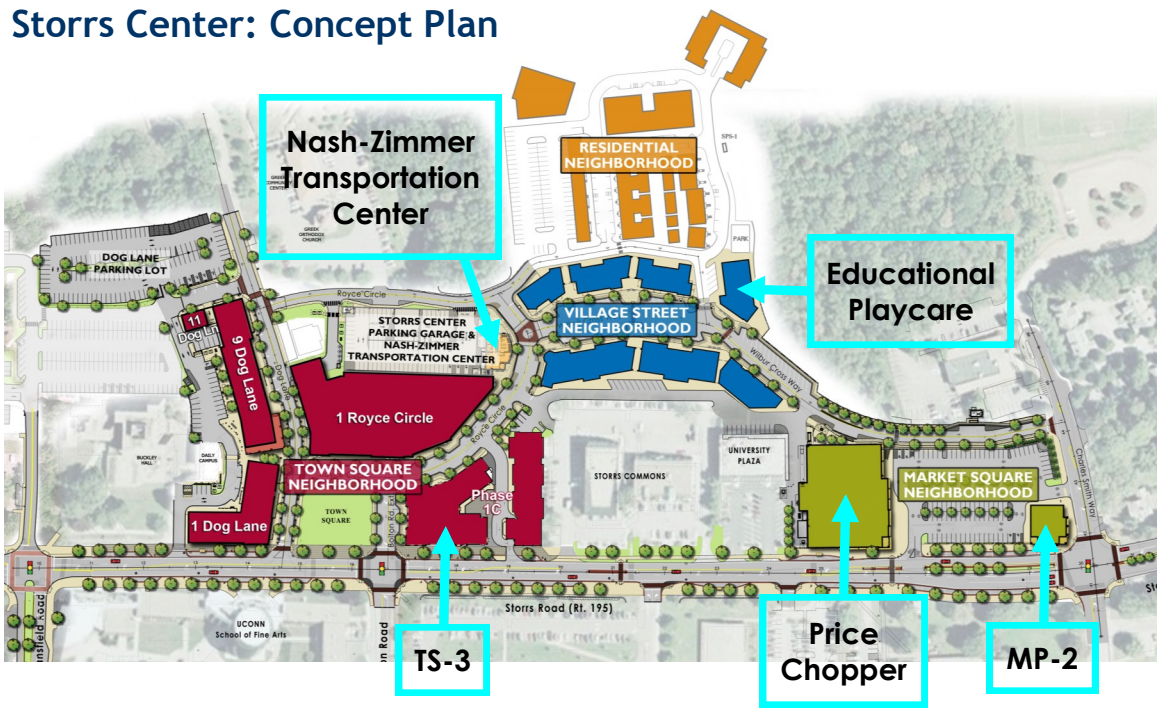
Storrs Center: Concept Plan



Storrs Center: Shaping Up! (continued from page 1)

The Nash-Zimmer Transportation Center will provide space for pedestrians, public transit users, and bicyclists to gather, wait for buses, store bicycles, and access the shared car program. The Partnership office will be on the second floor.
Image courtesy of the Town of Mansfield

Also underway in the Town Square neighborhood is the Town Square itself. Work on the Town Square will continue through the winter, weather permitting, with expected completion in summer 2014.

Across the street, the Nash-Zimmer Transportation Center is nearing completion. This building (adjacent to the parking garage, depicted in yellow on the concept plan on page 1) is expected to open by the end of November. The Mansfield Downtown Partnership expects to move its office to the second floor of this building in December.

When TS-3, the Nash-Zimmer Transportation Center, and the Town Square are finished, the Town Square neighborhood will be nearly complete. There is room for an additional building, which had been proposed to be a hotel. Following Mansfield's Planning and Zoning Commission's decision not to permit hotel use on this site, LeylandAlliance is considering other options (the building depicted in red to the right of TS-3 on the concept plan).

Another neighborhood that will be taking shape in 2014 is the Market Square neighborhood. The new Price Chopper building is under construction across the street from Town Hall and is expected to open in the summer. A second, smaller commercial building will be constructed at the corner of Charles Smith Way (formerly "Post Office Road") and S. Eagleville Road (Route 275). This building will be approximately 5,000 square feet and will have commercial tenants. Master developer LeylandAlliance is in discussions with

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This artist's rendering depicts the Town Square as it will appear from the north (with Dog Lane to one's back). The mixture of paved and grassy areas, varied seating options, and stage will allow for a wide variety of events and everyday gatherings by friends and neighbors.

Image courtesy of Kent+Frost

Storrs Center: Shaping Up! (continued from page 2)

interested parties, but no lease has been signed yet for this space. When the Town's Planning and Zoning Commission approved the special permit application for Price Chopper, they required that the second building (MP-2) be constructed at the same time as Price Chopper.

Lastly, Educational Playcare is working on finalizing its plans for a childcare facility on Wilbur Cross Way (depicted in blue on the concept plan on page 1). Educational Playcare is a family-owned and operated business with locations in Avon, Farmington, Simsbury, Wallingford, and Windsor. They offer programs for children aged 6 weeks and up, focusing on daycare and preschool programs. Educational Playcare hopes to open in the summer.

With the first phase (Phase 1 - Town Square Neighborhood) nearly complete, Storrs Center is becoming the promised town center, where friends meet while walking from shop to shop, families gather for celebratory meals, residents of all ages sit and enjoy some live music, children hurry to their favorite sweet shop, and visitors come for special events.

"We are very pleased with the progress to date and look forward to the next phases opening," said Partnership Executive Director Cynthia van Zelm. "After over a decade of planning and working through a significant recession, it is gratifying to have all of the commercial spaces and all of the apartments leased and continuing, strong demand for more amenities." ◆

What's Next?

Look for these businesses and attractions to open in One Royce Circle in the coming months:

UConn Co-op Bookstore @ Storrs Center

Ballard Institute & Museum of Puppetry

Haru Aki Café

UConn Health Center Medical Offices

UConn Health Center Urgent Care

ThinkitDrinkit

UConn Dental Offices

Storrs Wine & Spirits

GBS Threading & SPA

Partnership Receives Award from Tolland County Chamber of Commerce

The Tolland County Chamber of Commerce recently recognized the Mansfield Downtown Partnership with its 2013 Economic Development Award. The Partnership received the award for its work on the Storrs Center project. The Partnership's efforts to retain existing downtown businesses, work with a diverse group of stakeholders, and attract new businesses to Mansfield were among the reasons the Tolland County Chamber of Commerce named the Partnership as the recipient of this award. ◆

Halloween Fun in Storrs Center

The Mansfield Downtown Partnership and master developer LeylandAlliance hosted Trick or Treating in Storrs Center on Saturday, October 26. Twenty of the Storrs Center businesses participated and had treats on hand for the many goblins, ghosts, and ghouls who were on the prowl during the event. Don Curtis and Steve Dombeck provided musical entertainment with appropriate tunes such as "The Monster Mash."

The Storrs Center shop owners got in on the fun, too, with many creative decorations and costumes. Trick or Treat participants received ballots to vote for their favorite spooky storefront. Horizon Travel earned the designation of Most Spirited Shop with their Mickey and Minnie Mouse theme.

Following Trick or Treat in Storrs Center, many young residents made their way with their adults over to the Mansfield Community Center for the annual Trick or Trunk and Halloween Party. ◆

Among the shops that participated in Trick or Treat in Storrs Center were Horizons Travel (Mickey and Minnie Mouse), Sweet Emotions Candy (a bag of Jelly Belly jelly beans), The Flower Pot (a flower pot), and Head Husky Barber Styling Shop (Sweeney Todd and Mrs. Lovette).

LeylandAlliance & ThinkitDrinkit Need Your Votes!

LeylandAlliance has applied for a $250,000 Mission Main Street Grant (sponsored by Chase Bank and Google). If awarded one of the 12 grants, Leyland would use the funds for work associated with the Town Square – a vital part of Storrs Center. The Square will be a place for people to sit, relax, and enjoy on a daily basis, as well as provide much needed public gathering space for concerts, art shows, holiday events, and other community traditions.

A requirement for eligibility is to obtain 250 votes by November 15 on Leyland's profile page:
https://www.missionmainstreetgrants.com/business/detail/31610

ThinkitDrinkit (coming to One Royce Circle in the space between Haru Aki Café and oneTribe) has also applied to receive one of these grants, and needs 250 votes by November 15 too:
https://www.missionmainstreetgrants.com/business/detail/120753

Please vote! It only takes a few seconds. Click on each link above, sign in with your Facebook login info, and click "vote now!" You can help Leyland spread the word and solicit votes by sharing these links via your business and/or personal Facebook and Twitter pages as well. ◆

UPCOMING DOWNTOWN EVENTS

November 14 - November 17
The Puppet Master of ŁÓDŹ, 8 PM, Free & Open to the Public, Reserved seating recommended, UConn's Studio Theatre

Saturday, November 16
Family Fun Night, 4.30 - 7.30 PM, Free for Members; Non-members pay daily fee, Mansfield Community Center

Sunday, November 17
Peter and The Wolf, 2 PM, A UConn Puppet Arts Production, Jorgensen Center for the Performing Arts

Thursday, November 21
Elvis Costello, 7.30 PM, Jorgensen Center for the Performing Arts

November 21 - December 8
The Three Musketeers, CT Repertory Theatre, Nafe Katter Theatre, crt.uconn.edu

Saturday, November 30
Small Business Saturday - Shop Small, Shop Local! Look for events, sales, and specials around Mansfield

Saturday, November 30
Family Fun Night, 4.30 - 7.30 PM, Free for Members; Non-members pay daily fee, Mansfield Community Center

Saturdays, May - November 23
Storrs Farmers Market, 3 - 5 PM, at Mansfield Town Hall, Open rain or shine

Save the Date!
Winter Welcome: Saturday, December 14
Special event in Storrs Center - Look for details in next month's newsletter!

Save the Dates!
Winter Fun Week 2014: February 1 - February 9, 2014
Visit the Mansfield Downtown Partnership's website for information after the New Year.

FREE, TWO HOUR PARKING
is available in the
DOG LANE LOT
(just past Husky Pizza)
(Two hour limit)

FREE, TWO HOUR PARKING
is available in
STORRS CENTER PARKING GARAGE
and it's just
$1/HOUR for rest of stay
(just past 1 Royce Circle)

BICYCLE RACKS
are located behind
9 Dog Lane

MORE BICYCLE RACKS/STORAGE
will be available in the
NASH-ZIMMER TRANSPORTATION CENTER
(Expected to open in December)

WRTD BUSES & UCONN SHUTTLES
have stops along
STORRS ROAD (ROUTE 195)
(will add stops at Nash-Zimmer once it opens)

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Helping to Build Mansfield's Future

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