



**MANSFIELD**  
**DOWNTOWN**  
**PARTNERSHIP**  
SM  
Business and Community

 **DOWNTOWN**  
**STORRS**  
SM  
Eat • Explore • Enjoy

  
**Leyland Alliance**  
COMMUNITY. TRADITION. INNOVATION.



## DECADES IN THE MAKING

As early as the 1960s, Town of Mansfield residents and University of Connecticut administrators had discussed enhancing the village of Storrs by creating a commercial district.

\*Storrs is a village within the Town of Mansfield, one of 19 historic villages that comprise the town.



## 1999

The Mansfield Town Council forms the “Town Green Committee” to research options for increasing the town’s tax base and revitalizing the downtown area.

Town leadership recognize the need to involve UConn, not only the largest employer in town but also the owner of key properties in the downtown area.

The Town Green Committee begins forming the vision of a downtown area with commercial buildings, public open spaces, and new residential options.

## 2001

The Town and UConn form the Mansfield Downtown Partnership, Inc. – a 501(c)(3) non-profit organization – to oversee redevelopment efforts.

## 2003

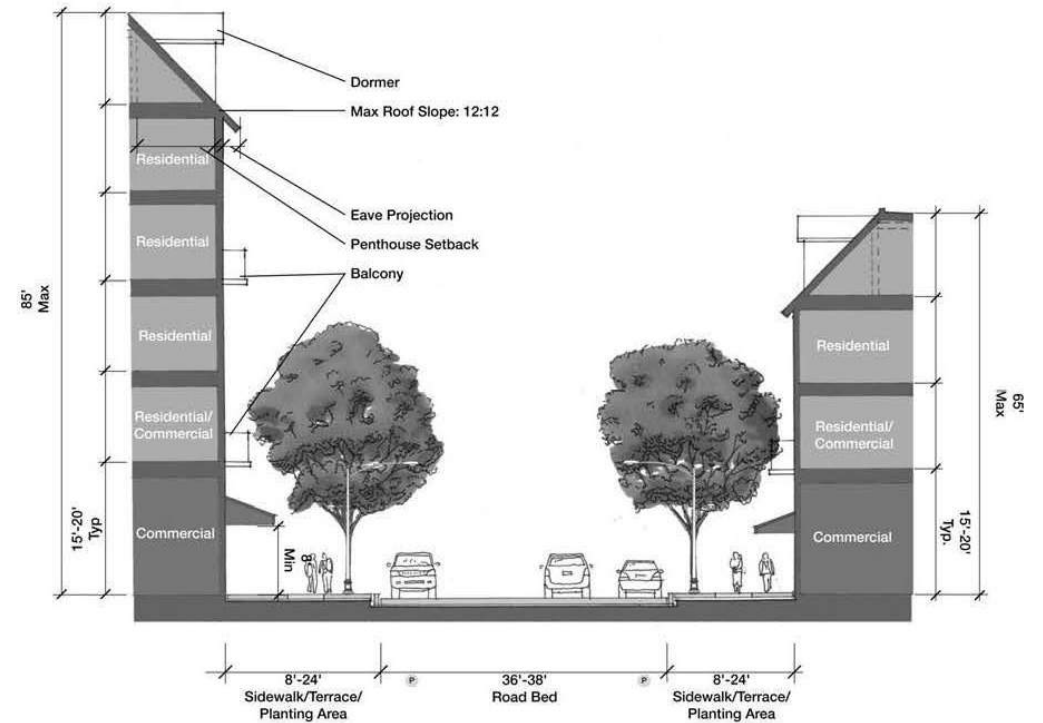
Following a competitive RFQ process, the Partnership selects LeylandAlliance as their master developer.





## CREATING A VISION

- Engaging the public
  - To understand their needs, desires, and goals
  - To demonstrate public support of the project
- Reaching out to a variety of stakeholders including:
  - Residents,
  - Business owners,
  - Property owners, and
  - UConn students, faculty, and staff



## DESIGN & SUSTAINABILITY GUIDELINES

Over the course of several years, the Partnership and LeylandAlliance developed comprehensive design guidelines – which doubled as zoning regulations – and sustainability guidelines for the new development.

The design guidelines were unanimously approved by Mansfield's Planning & Zoning Commission following four nights of public hearings.

# PUBLIC & PRIVATE FUNDING

## PRIVATE:

- Over \$200 million in private investment and bank financing by co-developers LeylandAlliance (owner of commercial space) and EdR (owner of rental residential space)

## PUBLIC:

- Over \$25 million in state and federal grants
  - Included expanded infrastructure, streetscape improvements, & intermodal transit center
- Town provided a tax abatement to EdR to reimburse for public infrastructure costs related to Phases 1A and 1B
  - 7-yr schedule for each abatement period
  - Aggregate amount approx. \$4.5M (\$3M at 8% interest)

# DEVELOPMENT AGREEMENT

- Agreement between Town, Storrs Center Alliance, and EdR (and its successors) for Storrs Center Phases 1A and 1B (February 15, 2011)
- Responsibilities for development of public and private infrastructure for Phases 1A and 1B
- Lays out eligible projects for \$3M in infrastructure improvements
- Assessment adjusted annually, not fixed





# BUSINESS RECRUITMENT & RETENTION

## Mix of retail, restaurant, office, and services

- Daily necessities:
  - Grocery store
  - Pharmacy
  - Dental & medical offices
  - Urgent care
  - Hair salons
  - Automotive repair
- Restaurants
  - Fast-casual
  - Café-style
  - Global cuisines
- Mix of existing businesses relocated to new buildings and new businesses



# NEW RESIDENTIAL OPTIONS



## The Oaks on the Square

- Owned & managed by EdR initially
  - EdR purchased by Greystar in 2019
- 618 market-rate apartments
  - 3, 2, 1 bedrooms and studio options
  - Open to all ages
  - 12-month leases
  - UConn has a master lease for 9 units
    - Used for visiting faculty, new staff
- Have enjoyed 100% leasing rates with all phases
  - Slight reduction in leasing rate during COVID



## Main Street Homes at Storrs Center

- Mix of multi-level town homes and single-level flats
- 42 units constructed
- All sold within a year of construction completion
- Market-rate
- Open to all ages
- Home owners' association

# CONDITIONS PRIOR TO CONSTRUCTION



A regional high school faced the edge of UConn campus (left) and an aging commercial building (right) with one floor at street level and a second floor below grade in the back.



A handful of single-level commercial buildings in the area suffered from chronic vacancies.



UConn owned several properties in the area, including the two former residential homes shown above, which at the time were used for a print studio and office space.



**VIEW 1-1**



**VIEW 1-2**



**VIEW 1-3**



**VIEW 2-1**



**VIEW 2-2**



**VIEW 3-1**



**VIEW 3-2**



**VIEW 3-3**



## BETSY PATERSON SQUARE

- Community gathering space
- Owned & maintained by the Town
- Managed by the Partnership
- Funded with private & public funding
- Sitting wall provides year-round resting place
- Seasonal seating available ~March through ~November
- Partnership hosts events year-round
- Available for community groups to reserve for events



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