



Mansfield Downtown Partnership  
Helping to Build Mansfield's Future

# MANSFIELD DOWNTOWN PARTNERSHIP PERSPECTIVES

Vol. 7 • No 10

Spring 2010

## Getting to Know You: Phase 1A Tenanting Continues

One of the on-going processes on which the Partnership is working with master developer LeylandAlliance is to recruit businesses as commercial tenants for Storrs Center. While discussions about rent and other leasing terms are privately held between potential tenants and the developer, the Partnership represents Mansfield's vision of the new downtown. Throughout the years, in public meetings, workshops, surveys, and in general conversations, Mansfield residents have indicated to the Partnership their preferences for what types of shops, restaurants, and services they would like to see. The Partnership and LeylandAlliance have been working diligently to make that vision a reality.

A key priority that Mansfield residents have identified is to pursue local and regional businesses in the tenant mix. Residents have repeatedly expressed a desire to support existing businesses and encourage new businesses that are locally owned and operated. This emphasis on the small and local is consistent with LeylandAlliance's own approach. By blending together "mom and pop" type businesses with larger operations, a vibrant and successful downtown will emerge.

With this goal in mind, the tenanting pro-



cess continues. To date, nine businesses have signed letters of intent to be located in the very first phase of Storrs Center. The first business owners to sign on to the project were Brian and Barry Jessurun, owners of the **Vanilla Bean Café** in Pomfret, CT. (Read more about their restaurant and future plans on page 3.) Soon after, **Moe's Southwest Grill** was announced as the second business to sign a letter of intent for Storrs Center. Unlike the Vanilla Bean Café, which is a single, unique restaurant, Moe's Southwest Grill is a popular chain that has locations in South Windsor, West Hartford, Milford, and numerous locations nationally. Both restaurants will be casual but will offer very different menus and experiences.

**Storrs Automotive** was the third business to announce its plans for Storrs Center. Rene Schein, who has owned and operated the auto

**Continued on page 2**



Courtesy of LeylandAlliance/Urban Design Associates

The improvements to Storrs Road will help signal to motorists that they have entered the downtown area.

## Update on Storrs Road

### Project Description

Work on the improvements to Storrs Road/Route 195 is progressing. Funded by federal and state grants, the Storrs Road project is actually three in one. The first component, the streetscape extension, includes improvements to the west side of Storrs Road and the extension of the sidewalk from South Eagleville Road to Flaherty Road. The second and third components focus on Storrs Road from Mansfield Road to South Eagleville Road and will include measures to improve traffic flow and pedestrian access. These three components comprise the Town of Mansfield's project. Because the bulk of the work will occur near the Storrs Center site, the Town is coordinating efforts with the downtown project's master developer, LeylandAlliance.

As Partnership Executive Director Cynthia van Zelm explains, "In addition to the primary goal of improving traffic flow and pedestrian access, the work on Storrs Road will create a visually distinct place so that visitors realize they are entering a special area, Storrs Center." Among the aesthetic improvements will be landscaping, ornamental lighting, wide walkways, and a fieldstone wall along the west side of Storrs Road. Benches, trees, and plantings will create a pleasing space for pedestrians and transit users. Other amenities for pedestrians will include more visible crosswalks and the addition of pedestrian collection points. And, the extension of the sidewalk to Flaherty Road will provide safe, convenient access for residents walking to the Community Center, Town Hall, E. O. Smith High School, the UConn campus, and the future Storrs Center.

### Progress to Date

The Town of Mansfield released a "Request for Qualifications" (RFQ) for the design work in late 2008. After reviewing thirteen responses, three firms were interviewed, and BL Companies of Meriden, CT was selected for the project. In June 2009, the Connecticut State Traffic Commission approved a certificate to undertake the improvements described above. Since then, Town staff and BL Companies have made significant progress on the design and engineering plans for Storrs Road. Staff from the Town and BL Companies are completing the initial design work. The plans will next receive a required review by the Connecticut Department of Transportation (CDOT). Following the review, a public presentation will be scheduled to update residents on the progress and continuing work. A preliminary rendering of the Storrs Road work is available on the Partnership's website ([www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html)).

### Next Steps

The Town and BL Companies will incorporate the feedback from CDOT into the Storrs Road plans. They will continue the design and engineering work, which includes everything from planning for utilities work, to determining the chronology of the work, to creating a plan to accommodate traffic during construction. Once the design is 75% complete, CDOT requires another review. Each review by CDOT has an expected time frame from 30 to 45 days. Another public update will take place prior to the start of construction. For future updates on this project, please visit the Mansfield Downtown Partnership's website ([www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html)).



Courtesy of Kim Bova Photography

The work on Storrs Road will include improvements for pedestrian access and safety.

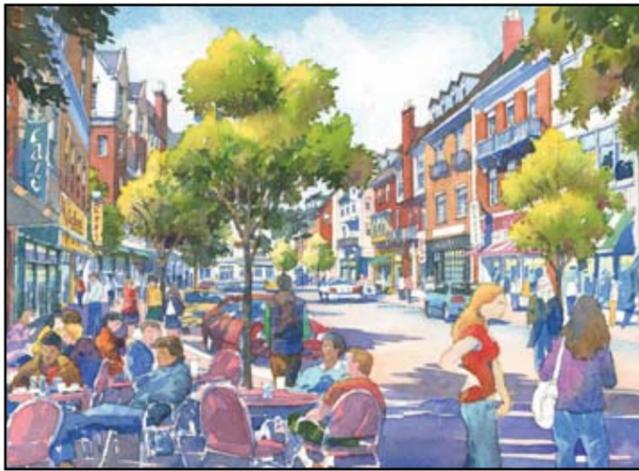
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Phone: (860) 429-2740 Fax: (860) 429-2719  
E-mail: [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org)  
Website: [www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html)

1224 Storrs Road, P.O. Box 513,  
Mansfield, CT 06268

Executive Director:  
Cynthia van Zelm



Courtesy of LeylandAlliance/Urban Design Associates

**Storrs Center will feature a vibrant mix of shops, restaurants and cafes.**

## Getting to Know You

Continued from page 1

motive repair business since 1975, expressed her enthusiasm at the prospect of moving into a new, larger facility: "We're thrilled to be a part of the new community. Our plans call for expanding the facility into three bays, which will be good for business." Local residents were also happy to learn of the plans as they have come to rely on Rene's shop for its convenience and expertise.

Storrs Automotive was just the first of several Mansfield businesses to join the list of future tenants in Storrs Center. Travelplanners, Wings Over Storrs, Campus Cuts, Body Language, and Tailoring by Tima have all signed letters of intent for the new downtown. These businesses provide varied services to residents and visitors. **Travelplanners** has provided full-service travel arrangements to area residents since 1988. They also arrange tour, cruise, and escorted and independent travel reservations for individuals and groups. The President of Travelplanners, David Schiller, sees the move into Storrs Center as a positive one stating, "We expect our relocation to Storrs

Center to be favorable both in terms of servicing our existing clients and the foot traffic that will be generated from our new neighbors and visitors."

As with Travelplanners, **Wings Over Storrs** will be moving from the University-owned Marketplace building into a new building which will be part of Phase 1A of Storrs Center. Since opening in 2000, Wings Over Storrs' focus on high quality food at a fair price has made them quite popular, particularly with students. The "Wings Over. . ." concept began in 1998 in Amherst, MA;

the Storrs location was just the second venue when it opened ten years ago. Today, there are 24 "Wings Over. . ." locations in nine states and Washington, D.C. Area sports fans will be happy to know they can continue to get their chicken wings for the big game in Storrs Center.

Also relocating from the Marketplace building are **Campus Cuts** and **Body Language**. These two businesses have established loyal clientele in their time serving Mansfield. **Campus Cuts** has been providing salon services here for over thirty years, while **Body Language** has long been a favorite among students. Tailoring by Tima, another well-established Mansfield business, will be joining these businesses in the first phase of Storrs Center. **Tailoring by Tima** is owned and operated by Tima Saria. Ms. Saria specializes in alterations and custom tailoring.

The ninth business to sign a letter of intent for Storrs Center is **Cosimo's Restaurant Group**. Based in New York's Hudson River Valley, Cosimo's is a family-run company with five locations in the region. Cosimo's menu focuses on New World Italian cuisine with "a variety of dishes inspired by the winning combination of old world recipes

updated with the best fresh new world ingredients." The new restaurant in Storrs Center will appeal to a wide range of residents and visitors.

With several distinct restaurants and a variety of services, the businesses that have announced their plans to be a part of the first phase of Storrs Center represent the blend of uses and attractions that the new downtown will offer. Most of the announced businesses are unique to the area, while several others have regional and even national reaches. This mix reflects the Partnership's and LeylandAlliance's vision of a successful and vibrant downtown. Negotiations between LeylandAlliance and additional businesses are on-going, and new letters of intent will be announced as they are finalized.

If you are interested in owning or operating a business in Storrs Center, please contact the Mansfield Downtown Partnership at [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org). The Partnership will share your information with master developer LeylandAlliance, who handles all negotiations with potential businesses. Residents may also contact the Partnership to suggest businesses they would like to see in Storrs Center. To learn more about Storrs Center, please visit the Partnership's website: [www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html).

*Harry Lassiter of The Lassiter Company, consultant for LeylandAlliance, LLC, contributed to this article.*

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## Mansfield Downtown Partnership Perspectives

### Newsletter Coordinator:

Kathleen M. Paterson

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

### Newsletter Contributors:

Kim Bova  
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 Macon Toledano  
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**Member Profile:**

# Steve Rogers



Partnership photo

**Steve Rogers has been a Partnership member since the organization's inception.**

Steve Rogers has been a member of the Mansfield Downtown Partnership since its inception. As an active member of the Mansfield community, he was excited to work on the Storrs Center project, something he feels is much needed in town. With over thirty years of business experience in town, he has a unique perspective on the steps taken and the path ahead to develop Storrs Center.

In 1976, Mr. Rogers and his wife opened the Subway restaurant on North Eagleville Road; it was the 56<sup>th</sup> store in the Subway Sandwich chain. The Storrs location was a success, and they opened several more stores in Vernon, Willimantic, Glastonbury, East Hartford, and Manchester. In the early 1980s, Mr. Rogers joined a group of 125 development agents charged with guiding Subway's growth in the U.S. Mr. Rogers is

still a part of that group and has served on Subway's System Advisory Council and as chairman of Subway's national advertising board. Today, Subway has over 30,000 locations in all fifty states and in 90 countries.

While he was developing his own business, Mr. Rogers became interested in promoting commerce in Mansfield. Randy Bobb, a friend of Mr. Rogers who formerly ran Lynne Bobb Real Estate in Mansfield, told him about the dormant Mansfield Businessman's Association, which Mr. Bobb's father had helped found. "Together, we reactivated it, incorporated it, and renamed it the Mansfield Business Association,\*" Mr. Rogers explains, "For the next two decades, we pushed the message that both the University and the Town of Mansfield needed to embrace commerce in town." (\*The name was later changed to Mansfield Business and Professional Association.)

At the time, support for business within the community was not strong. Unlike other college town communities, Mansfield did not develop a commercial center to complement the University. Mr. Rogers attributes this quirk to the fact that UConn received full funding from the state, and Mansfield received generous state subsidies. "There was never any serious economic pressure to develop commerce to help pay for the operation of the town," comments Mr. Rogers.

Mr. Rogers also notes that, when he first moved to Mansfield, I-84 had not been built yet. "The old state road from Hartford would sometimes shut down when it rained hard," Mr. Rogers recalls. Now, I-84 makes Mansfield feel more connected to Hartford and Boston. Also, modern technologies make the town feel less isolated than it had felt decades ago. Potential faculty and staff who visit UConn today have a very

**Continued on page 7**

**Business Member Spotlight:**

# Vanilla Bean Café

*Long-time Partnership Patron first to sign Letter of Intent*



Courtesy of Barry Jessurun

**A renovated barn is home to regional favorite The Vanilla Bean Café in Pomfret, CT.**

When Barry and Brian Jessurun, owners of the Vanilla Bean Café in Pomfret, joined the Mansfield Downtown Partnership in 2005, they did so to support Storrs Center, a project they believed was much needed in the area. The brothers felt the "college town" atmosphere was lacking in Mansfield when compared to communities such as Northampton, MA, and Durham, NH. They thought that Storrs Center would benefit the entire community by providing new and varied entertainment (such as dining, art galleries, and music venues) within walking distance of campus. They were also interested in learning more about the project as a potential location for a new restaurant.

Brian and Barry opened the Vanilla Bean Café twenty-one years ago, and they have been asked "to do something in Mansfield for the past twenty years," quips Barry. Although the Jessuruns were interested in



Courtesy of Barry Jessurun

**The Vanilla Bean Café will soon have a sister restaurant in Storrs Center.**

the idea, and community support existed, they had not found a location that was quite the right fit. After learning more about Storrs Center and meeting with master developer LeylandAlliance, they decided that the new downtown in Mansfield would be a great location for their third venue.

As with their second restaurant, 85 Main in Putnam, the new eatery in Storrs Center will be a unique operation with its own menu and distinctive décor. The Jessuruns' commitment to quality ingredients and service will continue, but with a decidedly Mansfield flair. The brothers have an excellent track record in creating special dining experiences: The Vanilla Bean has been named "Editor's Pick" by Yankee Magazine three times. The Vanilla Bean has also received rave reviews in *The New London Day*, *The Hartford Courant*, *The Boston Globe*, and *The New York Times*. And, in *Connecticut Magazine*, the Vanilla Bean has been recognized as the best in Windham

**Continued on page 7**



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## 4<sup>th</sup> Annual Winter Fun Day A Success!

On February 13, the Mansfield Downtown Partnership, the Town of Mansfield Parks and Recreation Department, and the Town Manager's office hosted the 4<sup>th</sup> Annual Winter Fun Day in front of the Mansfield Community Center. A large crowd turned out to enjoy horse drawn wagon rides by Breezy Acres Percherons, ice sculptures by representatives from UConn Dining Services, crafts with the Mansfield Advocates for Children, storytelling with the Mansfield Public Library, and a cappella



performances by UConn's Rubyfruit and The Chordials. The Community Center's ice rink was ready for skaters, and the Northeast Youth Hockey Association was on hand to demonstrate how to properly shoot a hockey puck. When children and their families worked up an appetite, Taking Care of Tummies Catering and Starbucks were happy to provide refreshments. Thanks to the volunteers from the E. O. Smith Leos Club, the Partnership, and UConn's Timber Team, Women's Ultimate Frisbee Club, Table Tennis Club, and the Office of Community Outreach who helped make the day successful!



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## The *Festival on the Green*: An Annual Tradition

The Mansfield Downtown Partnership began the *Festival on the Green* in 2004 as a way to draw visitors to the future site of Storrs Center. Its focus on Mansfield businesses and organizations, hands-on activities, and music and art has helped the event develop into an annual tradition. Over the years, it has grown by leaps and bounds from a gathering of a few hundred residents to between 2,000 and 3,000 residents and visitors.

In 2009, the Sixth Annual *Festival on the Green* featured over 80 booths with a wide array of interactive activities. The activities ranged from traditional attractions such as face-painting and a petting zoo to some special offerings, including a larger-than-life version of the game "Operation" and making Viking-style rope cords. The variety in the activities made for a fun and unique event. Children and adults alike spent the day enjoying the activities, food, and music at booths hosted by Mansfield-located restaurants, businesses, and civic organizations.

The focus on music and art at the *Festival on the Green* has remained constant through the years. A Juried Art Show and a display of art by E. O. Smith High School students are two major attractions annually. The Benton Museum of Art, the Community School for the Arts, the Jorgensen Center for Performing Arts, and the Ballard Institute and Museum of Puppetry all hosted popular booths in 2009. The culinary arts were also represented with a series of cooking demonstrations by chefs from the University of Connecticut Department of Dining Services. Much like the focus on interactive activities, the prominence of art at the *Festival* makes for a unique event.

Music, too, has been a major theme of the *Festival on the Green*. Beginning with a performance by the UConn Marching Band, the day was filled with a variety of music. Kidsville Kuckoo Revue performed a selection of children's songs, and local residents Spencer Hamlin and Chuck Eaton brought their unique sound to the event. The James Montgomery Band headlined the Sixth Annual *Festival* and thrilled the crowd with their rocking blues. Rounding out the entertainment in 2009 were performances by Pete Haddad's Hubba Bubba Magic Show, students from Miss Kelly's Dance and Drama, and the UConn student dance group Husky Bhangra.

Of course, no event is complete without food, and the Sixth Annual *Festival on the Green* had something for everyone! Mansfield restaurants hosted booths featuring foods of all sorts: Thai, Indian, Japanese, and Mediterranean were popular choices. The traditional fair foods of pizza, hamburgers, and hotdogs were available, too. To satisfy one's sweet tooth, there was peach cobbler, chilled strawberry soup, and UConn Dairy Bar ice cream. And, iced coffee was especially popular among the many volunteers who spent the day ensuring a smooth and enjoyable event for the almost 3,000 visitors who attended the *Festival on the Green*.

The Mansfield Downtown Partnership thanks everyone who contributed to the success of the Sixth Annual *Festival on the Green*! The day was truly one for residents to gather and "Celebrate the Best of Mansfield!"

Planning has begun for the Seventh Annual *Festival on the Green*. If you are interested in serving on the committee or participating by hosting an activity or food booth, please contact the Partnership office: 860.429.2740 or [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org). See you in September!

### Save the Date!:

The 7<sup>th</sup> Annual  
*Festival on  
the Green*  
will be Sunday,  
September 12, 2010

## Keeping It Green: How Did We Do?

The Mansfield Downtown Partnership works to make the *Festival on the Green* a low-waste event with the help of the Town of Mansfield Recycling Coordinator, the assistance of volunteers from local environmental groups, and the cooperation of the many *Festival* participants. Each year, the goal is to recycle or compost 90% of the waste generated during the event.

There are several ways in which the Partnership works toward the goal of diverting 90% of the waste from the trash incinerator.

First, through a generous donation from Willimantic Waste Paper, the Partnership provides each food vendor with plates, bowls, cups, and cutlery made of compostable potato starches, corn syrup, and paper. The Partnership also works with organizations hosting the activity booths to plan activities that either produce little or no waste or that use recyclable materials.

In addition, visitors to the *Festival on the Green* find waste stations around the site instead of garbage cans. Each waste station has a container for compostable items (e.g. food scraps, compostable bowls and plates), recyclables (e.g. plastic cups, aluminum cans), and trash (e.g. chip bags, plastic wrappers and straws). Each station also has a crate for returning Hosmer Mountain soda bottles.

The Partnership relies on volunteers to help visitors properly sort their trash at the waste stations. In 2009, the Partnership was very grateful to have the E. O. Smith Green Teens, the Juniper Hill Green Team, UConn EcoHuskies, UConn Green Grads, the Town of Mansfield Solid Waste Advisory Committee, and the Southeast Elementary Green Thumbs Club on hand to assist with the low-waste efforts.

So, how much waste was diverted at the Sixth Annual *Festival on the Green*? A record 88%!

Of the 340 pounds of trash generated at the event:  
213 lbs were composted (63%)  
84 lbs of plastic, glass, and metal were recycled (25%)  
43 lbs were sent to the trash incinerator (12%)

The Partnership thanks all *Festival on the Green* participants, volunteers, and visitors for their efforts in "Keeping it Green!" With everyone's cooperation, the goal of diverting 90% of the waste at the Seventh Annual *Festival on the Green* is easily within reach.



Photo Courtesy of Janine Callahan



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# Get Involved: Volunteer for a Committee!

The Mansfield Downtown Partnership has six active committees on which Partnership members may serve. These committees are integral to the Partnership's success and are a great way for members to become more involved. Individual members or representatives of member businesses and organizations are eligible to serve on Partnership committees. According to the Partnership's by-laws, each committee is capped at twelve people. If you've been looking for a way to get more involved with the Partnership, get to know other community members, or lend your talents to the Storrs Center project, consider joining us today!

### Advertising and Promotion Committee

- Promotes the Partnership at the local, regional, and national levels
- Coordinates marketing efforts on behalf of the Partnership
- Plans special events, including Winter Fun Day and the *Festival on the Green*

### Business Development and Retention Committee

- Works to strengthen existing downtown businesses and to recruit new businesses
- Maintains working relationships with local and regional financial institutions, business assistance organizations, and others that provide assistance in areas related to downtown economic development

### Finance and Administration Committee

- Monitors all administrative and financial management activities of the Partnership
- Prepares annual operating budget for Board review and approval
- Oversees all grant administration

### Membership Development Committee

- Encourages individuals, organizations, and businesses to become Partnership members
- Assists new members in finding positions within the Partnership that fit their interests
- Coordinates annual membership and renewal drive

### Nominating Committee

- Recruits and evaluates candidates for the Partnership's Board of Directors, Executive Committee, and other offices
- Presents nominations for Partnership officers to the membership at its annual meeting

### Planning and Design Committee

- Assists the Board in assessing whether the Municipal Development Plan and Sustainability Guidelines are being followed in the creation of Storrs Center
- Will review Storrs Center site plans and zoning permits and provide feedback to Mansfield's Director of Planning

If you are interested in joining one of these Committees or would like more information, please contact the Partnership office (860.429.2740 or [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org)).



Courtesy of Kim Bova Photography

Tom Birkenholz (left) and Barry Schreier take a break during the *Festival on the Green*; as sub-committee members, they coordinated the Celebrate Mansfield Parade.

## We want to hear from you!

Visit the Partnership's website and take the survey about the Vanilla Bean Café's new restaurant for Storrs Center. Let us know what you'd like to see! [www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html)

## Arts & Crafts Fair

The Mansfield Downtown Partnership has begun planning a juried Arts & Crafts Fair for the spring of 2011. Local artists and crafters who would like to receive more information about this exciting opportunity are asked to please contact the Partnership office (860.429.2740 or [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org)). The Partnership will maintain a list of potential vendors as planning continues. Please also contact the Partnership office if you are interested in volunteering for the organizing committee for the Arts & Crafts Fair.

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## Steve Rogers

Continued from page 3

different impression of the campus and town than they did in previous years.

Over the years, state assistance for both the Town and UConn has declined. Both the University administration and Town Council and staff see a need for alternative funding sources. For the Town, this means expanding the tax base. As an advocate for business in town, Mr. Rogers says that the attitudes towards business and development have changed over the years. "Twenty years ago, we wouldn't be having a discussion about how to increase business in town," he remarks. "I think it's good that we've grown as a community."

Mr. Rogers feels that the past ten years have seen the most significant changes and attributes this shift to both the UConn 2000 project and the changing finances of the Town. Mr. Rogers cites the Town/University Relations Committee as a big step towards improving communication between leaders from the Town and UConn. The Mansfield Downtown Partnership has also served to improve relations as it brings together representatives from both UConn and the Town. When the Partnership began, Mr. Rogers

was serving as President of the Windham Region Chamber of Commerce and so was tapped to represent the local business community on the Partnership Board. He says that, at that time, "The University's and Mansfield's new leadership stepped up to the plate and tore down that historical town-gown divide."

Mr. Rogers looks forward to Storrs Center and believes it will fill several needs in town. First, it will address the lack of a true college town feel that one can find in places like Chapel Hill, NC, or Princeton, NJ. And, Storrs Center will be a boost for the community in town as it will provide many more businesses and significant new tax revenues. Mr. Rogers envisions a downtown that will appeal to both "casual" and "destination" shoppers (the former are individuals who view shopping as entertainment and the latter are those who are looking for a particular item). Storrs Center will also enhance the entertainment options in town by offering new restaurants and music and art venues.

While the process has been lengthy, Mr. Rogers recognizes that the dilemma is how to create in just a few short years the type of commercial district that other college towns enjoy when theirs "came into being in the nineteenth century or earlier." It is a challenge; still, Mr. Rogers says "I know that Storrs Center will become a reality."

## Vanilla Bean Café

Continued from page 3

County in the following categories: Outdoor Dining, Family Restaurant, Business Lunch, Sandwiches, Vegetarian, and Desserts. 85 Main, opened in 2005, has received similar praise, including "Best Bar," "Best Sushi," and "Best Outdoor Dining" in Windham County and statewide runner-up for "Best Bar" by *Connecticut Magazine*.

While Brian and Barry look forward to continuing this tradition of excellence, they emphasize that the new restaurant will not be a copy of the Vanilla Bean. "We want people to walk in and know they are in some place different, special," says Brian. "We don't want them to think 'this is exactly like the Vanilla Bean.'" To that end, the brothers are working with the Partnership and LeylandAlliance to survey area residents and conduct a focus group to inform their plans for their new endeavor. A link to the survey can be found on the Partnership website ([www.mansfielddtp.org/dtp.html](http://www.mansfielddtp.org/dtp.html)), the Storrs Center site ([www.storrscenter.com](http://www.storrscenter.com)), or the Vanilla Bean Café's site ([www.thevanillabeancafe.com](http://www.thevanillabeancafe.com)).

Mansfield residents can look forward to a menu that features fresh takes on high quality ingredients. Brian says that the goal is to provide "accessible food in a comfortable setting." The Jessuruns try to keep current on food trends, but they look to balance the trends with food people recognize and enjoy. The daily specials at both the Vanilla Bean Café and 85 Main feature local foods, and the plan is for the new restaurant to do the same. Barry and Brian also plan

for the new restaurant to be as environmentally friendly as possible, from the materials used in building and decorating the space to the water usage in the daily operations of the restaurant. Not only is this attention to "green" issues part of the Jessuruns' philosophy, it also fits LeylandAlliance's and the Partnership's overall plans for Storrs Center to be an environmentally-sensitive project.

The Jessuruns look forward to opening their new restaurant in Mansfield and to serving all members of the community. "We see the new restaurant as being a year-round attraction," Brian comments. "We're looking to serve everyone, not just students and visitors." The idea is to be the place where neighbors meet to catch up over coffee, co-workers can have a healthy, casual lunch, or retirees can relax with a glass of wine or a local brew. Because the new restaurant will serve breakfast, lunch, and dinner, it will be able to accommodate a wide range of residents, students, and visitors. Its location at the corner of Dog Land and Storrs Road (in the first phase of Storrs Center) will feature both indoor and outdoor dining, making it a prime gathering place for all ages.

Being an active participant in the community is key to the Jessuruns' vision. The Vanilla Bean has become a fixture in the lives of Pomfret residents, and 85 Main, with its central location, is part of an overall effort to revive Putnam's downtown. "At the Vanilla Bean, we have people on our staff now who started coming to the restaurant as toddlers," Barry notes. "We like that. We like knowing that we're part of a real community." The Jessuruns anticipate filling a similar role with their new restaurant in Storrs Center.

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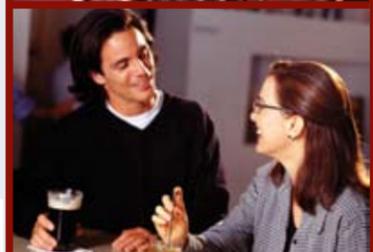
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**Welcome to Our Newest Members!**

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

- William Abikoff
- Clive Baveghems
- Meredith Beaudreault
- Jotham Burrello
- Bruce Gerber and Valarie Botta
- Georgianna and Boris Rivard-Bravo
- Patrick Carino
- Deborah Faucette
- Lynn Grabowski
- Bruce John
- Peter Kaminsky
- Maureen Kirouac
- Nesrin Rashad
- Bill and Doreen Simonsen
- Jim and Cathy Walter
- Betty Wexler
- Altnaveigh Inn & Restaurant
- Ampersand Consulting
- Courtyard at Storrs Condominium Assoc.



**Concept Plan**



**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](mailto:mdp@mansfieldct.org/dtp.html)  
 Website: [www.mansfieldct.org](http://www.mansfieldct.org)

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*Lend your support by becoming a member!*

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- Semi-annual Partnership Newsletter
- Notices of upcoming workshops or events
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 MDP operates on a fiscal year running from July 1 to June 30

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**Please return this form, with check payable to:**  
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 Mansfield, CT 06268  
 Fax: 860.429.2719

**Questions?** 860.429.2740 or [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org)

\*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.

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