



STORRS
RETHINK MAIN STREET
CENTER

Storrs Center Update

From the Mansfield Downtown Partnership, LeylandAlliance, and EdR



2012



2013

In early 2012, Storrs Center was in full construction mode. By August, the first 16 businesses opened in One, Nine, and Eleven Dog Lane and new residents moved into 127 apartment homes in the Oaks on the Square.

One Royce Circle opened in 2013, adding 195 fully leased apartment homes in the Oaks on the Square and 42,000 square feet of commercial space. By early 2014, a total of twenty-six businesses were established in Storrs Center, along with 200 new jobs. To date, businesses located within Storrs Center include: 7-Eleven, Bank of America ATM, Dog Lane Café, Friendly Fire, Froyoworld, Geno's Grille, Haru Aki Café, Head Husky Barber Shop, Horizon Travel, Husky Pizza, Insomnia Cookies, Le Petit Marché Café, Moe's Southwest Grill, Mooyah Burgers & Fries, oneTribe, Pandora's Playground, Select Physical Therapy, Storrs Automotive, Storrs Wine & Spirits, Subway, Sweet Emotions Candy, The Flower Pot, The Oaks on the Square leasing office, UConn Co-op Bookstore at Storrs Center, UConn Health Center, and Webster Bank.



Haru Aki Café



Geno's Grille



oneTribe

The vision for Storrs Center as a vibrant and economically successful mixed-use downtown became readily apparent.

The community celebrated with a Grand Opening filled with music and excitement. For Halloween, children dressed in costumes and trick-or-treated from store to store. Business people held luncheon meetings in the restaurants. Students studied hard as they plied themselves with coffee, sandwiches, burgers, pizza, and cookies. Music and movie nights became a regular occurrence. Romance blossomed over date nights. Sports fans watched the games and enjoyed a beer together. Early risers exercised their dogs. And people went about their routine business of going to work, booking vacations, getting physical therapy, shopping, and living life.



This is Storrs Center. And this year, in 2014, the sounds of construction will be heard as Mansfield's new Main Street community continues to expand and settle into its role as the heart and soul of downtown Storrs.

Very soon the new Nash-Zimmer Transportation Center will open with local and regional bus service, bike storage, lockers, and a customer service center. Soon thereafter, the Ballard Institute and Museum of Puppetry, UConn Urgent Care, UConn Dental, ThinkitDrinkit, and GBS Threading & Spa will open. By early summer, Price Chopper is expected to be open in a 31,000 square foot, sustainably built grocery store that will be joined by a 5,000 square foot commercial building now going up at the corner of Storrs Road and Charles Smith Way. Eight Royce Circle will open in late summer with 92 fully leased apartment homes and three businesses, including CVS, Bruegger's Bagels, and Jamba Juice. Educational Playcare

will begin construction shortly and is expected to open its doors to provide day care services to children before year's end. This, too, is an indicator that Storrs Center is becoming a true downtown – a place where people of all ages can come to live, work, learn, and play.

Work will continue on the new Town Square over the next several months. It will be framed by Storrs Road, the buildings on Dog Lane, Bolton Road Extension, and Royce Circle, and will create an intimate gathering place for community events and recreation. The Town Square and surrounding streetscape improvements will be funded by a \$500,000 state Main Street Investment Fund Grant, contributions from UConn, the Mansfield Downtown Partnership, and developers LeylandAlliance LLC and EdR, and through other gifts and donations, yet to be announced. The Town Square will be completed by late spring and the arrival of warmer weather. Planning for a host of music and community events is well underway for the 2014 season, and residents, visitors, and community members can look forward to plenty to enjoy and experience in Storrs Center.

The master developer of Storrs Center, LeylandAlliance, will be presenting its plans for residential housing in the spring. Townhomes of varying sizes and condominiums will be presented to the community during a public event and those interested will be able to indicate their preference for purchasing these homes.

Storrs Center has already created several hundred construction and retail/restaurant jobs and many local suppliers and businesses are playing a significant role in the downtown. It is expected that net tax revenue of \$465,000 will be realized in the current fiscal year as Storrs Center has become the largest taxpayer in Mansfield. Storrs Center will continue to generate even more tax revenue and jobs as it expands over the next several years. This helps to provide the town with both financial security and opportunity.

An amazing transformation has taken place and continues to take place, a year at a time. A vibrant, mixed-use downtown has been created virtually from scratch where one never existed. This has been accomplished thanks to an extraordinary partnership between the community, the Town of Mansfield, UConn, the state, and developers who were willing to take a chance on a bold plan. A plan that is now coming to fruition and providing opportunities for people to experience community life in this remarkable Main Street neighborhood in the heart of Mansfield.

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Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center knits thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks reinforce traditional street front activity and is supported by residences above and shared community spaces.

www.storrscenter.com