



Mansfield Downtown Partnership

---

23 Royce Circle  
PO Box 513  
Storrs, CT 06268  
(860) 429-2740  
Fax: (860) 429-2719

**December 2016**

**MANSFIELD DOWNTOWN PARTNERSHIP, Inc.  
FACT SHEET**

**The Partnership**

The Mansfield Downtown Partnership, Inc. is an independent, non-profit organization with a mission to foster the development and management of Storrs Center – a vibrant and economically successful mixed-use downtown at the heart of our community. As a public-private partnership, the organization is composed of representatives from the community, business, town, and the University of Connecticut. The Partnership is governed by a 19-member Board of Directors.

**Mansfield Downtown Partnership, Inc. Action Agenda**

The Mansfield Town Council retained the national planning firm of HyettPalma in 1999 to develop an enhancement strategy for the revitalization of downtown Mansfield’s commercial areas. Following a collaborative community-consultation process, HyettPalma produced the Mansfield Downtown Partnership Action Agenda with a focus on Storrs Center.

Key recommendations from the Downtown Partnership Action Agenda were:

- Develop a community green space
- Business retention and attraction
- Marketing and promotion
- Improve traffic flow and parking
- Real estate development and improvements
- Public improvements, i.e., streetscape, signage

**Project History**

**Concept Master Plan** - One of the Partnership’s first tasks was to commission the development of a concept Master Plan for Storrs Center. Working with the Partnership, Connecticut firm Milone & MacBroom completed the concept Master Plan in the summer of 2002.

The concept Master Plan included three main elements: commercial development (retail/restaurant/office), a town square(s), and market-rate housing.

**Municipal Development Plan (MDP)** - In 2002, the Town of Mansfield authorized the Partnership to serve as its municipal development agency to undertake the development of the Storrs Center area on behalf of the Town. A municipal development plan was prepared which included a market study, an environmental report, proposed land uses, a financing plan, etc. The MDP was completed in 2005 and approved unanimously by the following local, regional, and state entities - Windham Region Council of Governments Regional Planning Commission, Mansfield Planning and Zoning Commission, Partnership Board of Directors, Mansfield Town Council and the UConn Board of

Trustees. The MDP was approved by the Connecticut Department of Economic and Community Development on January 27, 2006.

**Identification of Master Developer** - In June 2004, the Partnership identified the firm of LeylandAlliance LLC from Tuxedo, NY, to serve as its master developer for the project.

In September 2010, LeylandAlliance partnered with Education Realty Trust (EdR) from Memphis, TN, to develop the housing for the first two phases of Storrs Center.

**Zoning, Design, Permits, and Construction** - In June 2007, the Mansfield Planning and Zoning Commission approved a Special Design District for Storrs Center.

A set of comprehensive sustainability guidelines for Storrs Center designed to create an energy efficient project was approved by the Partnership Board in August 2008.

Storrs Center now includes 618 apartments; 46 restaurants, shops, and services; and the beautiful Betsy Paterson Square. A list of businesses in Storrs Center is available at [www.storrscenter.com](http://www.storrscenter.com). The final buildout of Storrs Center was completed at the end of 2016.

**Leasing** – If you are interested in leasing commercial space on Wilbur Cross Way in Storrs Center, contact Dan Zelson with Charter Realty at 203.227.2922. If you are interested in leasing commercial space in the rest of Storrs Center, contact Sarah Wilson with The Wilder Companies at 617.896.4972.

For inquiries about residential leasing, contact EdR at 860.756.0330. EdR's leasing office is located at 12 Royce Circle.

For inquiries about for-sale housing, contact LeylandAlliance at [info@storrscenter.com](mailto:info@storrscenter.com) or 845.351.2900, x400.

**Financing** - The total project cost was approximately \$220 million. Over \$25 million in state and federal grants are in place for Storrs Center.

**Events and Projects** – The Partnership hosts many events downtown including its Celebrate Mansfield Festival, Summer Concerts on the Square, Moonlight Movies, Trick or Treat, and Winter Welcome. Please see the events page on our website for more information.

## **Contact Information**

Your ideas, comments, and suggestions are encouraged. Please contact Cynthia van Zelm, Executive Director, Mansfield Downtown Partnership, PO Box 513, 23 Royce Circle, Mansfield, CT 06268, 860.429.2740, [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org). The Partnership website is [www.mansfieldct.gov/downtownpartnership](http://www.mansfieldct.gov/downtownpartnership) and includes a list of Frequently Asked Questions, as well as most of the documents referenced on this Fact Sheet.