



**STORRS**  
RETHINK MAIN STREET  
**CENTER**

## Frequently Asked Questions about Storrs Center

### CONSTRUCTION

#### I. What is the status of Storrs Center?

Storrs Center is in the final stages leading to construction. The major required preconstruction approvals are in place. Local site zoning approvals were obtained in mid-2007. In the fall of 2008, the CT Department of Environmental Protection approved a permit for the stormwater master plan, and the US Army Corps of Engineers approved a federal wetlands license for Storrs Center. On June 16, 2009, the Connecticut State Traffic Commission approved a certificate for improvements to Storrs Road which will create the desired main street to compliment Storrs Center.

Prerequisites to groundbreaking include:

- completion of design work for public infrastructure,
- financing commitments, and
- leasing commitments.

In regard to the financing commitments, significant funding is already in place. The Town of Mansfield, working with the Mansfield Downtown Partnership, Inc., has received over \$18 million in state and federal grants, including \$10.5 million to cover the cost of the first garage.

There are also on-going negotiations regarding the possible public components of funding. The Town, working with the Partnership, the University, and master developer LeylandAlliance, conducted its own cost/benefit analysis and financial analysis. Leyland's consultant HR&A conducted an updated economics benefit study that was reviewed by the Town's consultant, Economics Research Associates (ERA). ERA also evaluated Leyland's financial projections and provided other development services. The Town is working with Walker Parking Consultants to evaluate the projected parking revenues and the costs of parking. Other than an agreement to share relocation costs with the master developer, no commitments have been made by the Town at this time. All proposed agreements will be subject to thorough and deliberative negotiations and final approval by the Town Council. The conclusion of negotiations is expected in 2010.

In the meantime, LeylandAlliance and its team are in negotiations with potential retail and commercial tenants of Phase IA. On April 29, 2009, LeylandAlliance announced that the first letter of intent had been signed by the owners of the Vanilla Bean Café in Pomfret and 85 Main in Putnam. On June 2, 2009, Leyland announced that a second letter of intent had been signed with Moe's Southwest Grill. On June 24, 2009, it was announced that current business Storrs Automotive signed a letter of intent. Storrs Automotive has been a Mansfield business for over 30 years. In addition, in summer 2009, LeylandAlliance announced that Wings Over Storrs and Travelplanners, two local businesses in the current Storrs commercial block, have signed letters of intent. In the fall of 2009, a Hudson Valley regional Italian restaurant, Cosimos, signed a letter of intent along with two local businesses hair cutter Campus Cuts, and tattoo business Body Language. In November 2009, Tailoring by Tima, another long time business in Storrs, signed the 9<sup>th</sup> letter of intent. In April 2010, Insomnia Cookies signed the 10<sup>th</sup> letter of intent. These businesses are all planned for Phase IA of the project. Some pre-leasing of retail space will occur through the business solicitation process. Residential leasing will be done after construction commences for that phase. Some level of pre-sales of condominiums may be in place, but this is not a requirement of financing.

## **2. What will be the first phase of construction?**

The current plan is to start development of buildings on the North side of Dog Lane. The first construction phase will be called Phase 1A and will include the realignment of Dog Lane with Bolton Road, the start of the first Town Square building and the start of Building DL2 (Dog Lane 2). Building DL2 is a new design that reconfigures and incorporates what was formerly referred to as Building DL1 into a more efficient structure. The first buildings to be constructed in Phase 1A will be TSI (Town Square 1) and Building DL2.

The space program for Phase 1A includes approximately 120 rental apartments and approximately 30,000 square feet of retail, restaurant and commercial spaces, to be located on the ground floors of TSI and DL2.

For reference to the site plan, please see [the Draft Concept Plan and Timeline](http://www.mansfieldct.org/dtp.html) located on the Partnership home page at [www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html).

## **3. When will groundbreaking get underway?**

Groundbreaking is scheduled to begin in 2011, but this projection assumes that the final prerequisites to construction, as discussed in Question #1, are finalized by 2010.

## **4. Why do projects like Storrs Center take so long?**

For a project of the size and complexity of Storrs Center, the present stage of development has been reached in a relatively short period of time. The project has always been undertaken in a deliberative fashion in order to provide ample opportunity for public stakeholder participation. During the development of the Municipal Development Plan, it was decided to seek federal and state funding for some of the public infrastructure components of the project. The process necessary to obtain grants and funding on multiple government levels together is complicated and lengthy. However, this effort is essential to the project. Thus far, the project has met with significant success in this process and has largely succeeded in doing so within the same time frame required to obtain the many local, regional, state and federal approvals associated with the creation of an entire town center. At this juncture, grant funding for key infrastructure is in place and all required state and federal pre-construction approvals are in place.

## **FINANCE**

### **5. What is the current overall budget estimate for construction?**

Based upon the current overall project program and scope of work, the preliminary construction budget is approximately \$220 million. This budget includes \$10.5 million for the parking garage/intermodal center and approximately \$6 million for improvements to Storrs Road.

Final construction numbers will not be developed until the program is finalized and until building designs are completed, approved, and submitted to contractors, which will take place in stages over the course of the multi-year project.

### **6. How is the project being financed?**

The majority of the estimated \$220 million budget for construction will be financed from private equity and debt sources by the developer.

Of the remainder, state and federal sources have already committed over \$18 million for public components of the project. The State has committed a total of \$13.5 million and the federal government a total of \$5 million for planning, Storrs Road, the parking garage, and project infrastructure. As part of its FY2008/2009 Budget, the Town has committed the match for one of the Storrs Road grants in the amount of \$293,200. The match was approved for bonding by a vote of Town residents at a Town Meeting on June 8, 2009. The amount approved was \$302,000 to cover bond issuance costs.

Additional public financing for public infrastructure within the project area is being explored.

## **7. How much has been committed to Storrs Center by the Town, UConn, and master developer LeylandAlliance thus far?**

With respect to planning and operations, the Town and the University of Connecticut have each invested over \$500,000 over a 7 year period. The Town and UConn have committed \$125,000 each in operational funding for the Partnership in FY09/10, the same as in FY07/08 and in FY08/09. The Town is committed to the \$293,200 local match required for the federal Transportation Enhancement Grant of \$1,173,000 for Storrs Road improvements (see Question #6 for details). The Town has committed \$280,000 for relocation expenses. The Town and master developer LeylandAlliance have agreed in principle to share the cost of relocation, but this agreement needs to be codified within any development agreement between the parties. To date, the Town and developer LeylandAlliance have each spent \$40,210 for the three relocation claims submitted. UConn's relocation costs include the renovation of Lakeside Apartments to accommodate University Communications, the Nayden Health Clinic and the future relocation of the School of Fine Arts' uses on the east side of Storrs Road. The University's project related costs include investments in water and sewer infrastructure as well.

LeylandAlliance has invested well over \$5 million in the planning and pre-development process for Storrs Center to date.

## **8. How will Storrs Center benefit the Town financially?**

Storrs Center is projected to be an economic generator for the Town of Mansfield, creating a new tax base for the Town. Initially, new property tax revenue for the Town of Mansfield of over \$2 million per year was projected at full build-out after accounting for the cost of services to businesses and residents of the project to be provided by the Town and the school system.

With the project more defined in terms of program, costs and revenue generation, in the fall of 2008, additional analysis was done by Leyland's consultant HR&A, which essentially confirmed the earlier analysis stating that at full build-out there would yield an additional estimated net fiscal tax benefit of \$2.6 million annually. The fiscal analysis looked at each phase of the project with respect to net revenue projections. HR&A's work was reviewed by the Town's financial consultant Economic Research Associates (ERA) which concurred with the HR&A analysis. It should be pointed out that, as the investment scope for the project increases, so will the potential for positive tax impact. The analysis also estimated that 730 FTE would be generated at full build-out of the project.

Accordingly, Storrs Center will not cause taxes to rise. Any potential public funding provided by the Town will be offset by the taxes received from Storrs Center. The project will add significantly to the Town's Grand List.

*The HR&A Fiscal Impact Analysis for Storrs Center, Mansfield (October 28, 2008) and ERA's corresponding memorandum (November 11, 2008) can be found on the Town's website under the Partnership page at [www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html).*

## **9. How will Storrs Center move forward in today's economy?**

The economic downturn is serious and will impact all real estate projects. Fortunately, Connecticut and the Northeast have not been as affected as have other areas, such as Florida, California and Nevada. The downturn in the economy will certainly have some impact on strategies for financing of the project, absorption rates, and the potential speed of development. However, even if the project pace is slowed down by the economic downturn, there is no reason that it will not go forward. The project has been conceived to respond to the needs posed by Mansfield and the University of Connecticut. Both the need for the project and the local market remain strong. Interest in the project on the part of potential residents and businesses continues to grow.

Importantly, Storrs Center has always been planned in manageable phases so that each phase can be pursued as market conditions dictate. Even in the current economic environment, there is great interest from the financial community in Storrs Center. It is seen as one of the leading projects in the state, if not the nation. The high profile, recognition, and acknowledged focus on smart growth in a University town give Storrs Center a major advantage as compared to more conventional real estate projects.

## **10. Are any banks committed to financing Storrs Center?**

Discussions are underway with local, regional and national financial institutions.

## **RELOCATION**

### **11. What is the status of relocation?**

Currently, businesses in the University-owned property at 1254 Storrs Road, 10 Dog Lane (formerly known as “Phil’s” building), and 4 Dog Lane (Storrs Automotive), the University of Connecticut Design Center, Print Shop, Nayden Health Clinic, and former Publications building will be affected by the construction of Storrs Center. Relocation negotiations are underway with the tenants of 13 Dog Lane. The Partnership, as the project oversight agency for the Town, is responsible for providing relocation benefits to the businesses that will be displaced. The Town and LeylandAlliance have agreed to split the cost of relocation. The University is covering the costs of relocation of University uses. The uses in the Publications building have been moved to the Lakeside building on campus, and the Nayden Health Clinic has moved to 843 Bolton Road. The Partnership retained Philip Michalowski of Harrall-Michalowski and Associates to work directly with the businesses to discuss their individual concerns and space needs. Mr. Michalowski provided information to the businesses about their relocation rights and apprised them of available business space in the area. Businesses that are interested in being in the new project have the opportunity to do so under the same process as other applicants.

### **12. Will there be a building specifically for relocated tenants?**

Originally, a building was planned specifically for some of the tenants that would be part of the relocation. However, the plans for that building (Dog Lane 1) have evolved since it was first announced. In response to concerns from affected business owners, LeylandAlliance, the Town, and the University worked with them to address issues related to relocation. One of the alternatives that was developed was to look toward the construction of a permanent retail building, Dog Lane 1, in a preliminary phase of the project that would allow for the relocation of some existing businesses before the first phase of Storrs Center development activities begin. The University agreed to make a parcel of land available to the project for this purpose. Zoning for this building was approved in July 2006. After much analysis, it was determined that a stand-alone building was not going to be cost effective and would result in rental rates that were not feasible for many of the tenants. The current plan is to integrate this building with other buildings to be built on the north side of Dog Lane which will allow for costs to be spread across several buildings, thus making the costs to tenants more affordable. The goal continues to be to create affordable accommodations for several of the downtown businesses in close proximity to the new project so they can remain a part of the community.

## **PLANNING AND DESIGN**

### **13. How large is the project?**

Storrs Center will be developed on approximately 17 acres of a 47.7-acre site. Of the 17 acres, 12.1 acres will be redevelopment of a previously developed area (existing retail, office, parking lots, and abandoned residential). Exclusive of the Post Office and a small existing structure, most of the rest of the site will remain as open space and will be designated as a conservation area.

Per the approved Municipal Development Plan and zoning, the total project program can accommodate:

- up to 800 units of rental and for-sale housing
- up to 200,000 square feet of retail and restaurant space
- up to 50,000 square feet of office space
- up to 25,000 square feet of civic space

Storrs Center is estimated to include approximately 700 residential units, 160,000 square feet of retail and restaurant space, 30,000 square feet of office space, 5,000 square feet of civic uses and several outdoor civic spaces. As the project moves forward through the various phases, adjustments will be made to the program in response to what is learned from previous phases and evolving market needs.

### **14. How tall are the buildings going to be?**

The Storrs Center Special Design District established guidelines for four main areas of the project – Town Square, Market Square, Village Street, and Residential areas. The building height minimums and maximums are as follows:

Town Square – Two story minimum and five and one-half maximum

Market Square – Two story minimum and five and one-half maximum

Village Street – Two story minimum and five and one-half maximum

Residential – Two to three and a half story residential buildings; multi-family buildings from two and a half to four and a half stories; one eight story maximum multi-family building on the easterly side of the site.

*For more specifics on the Special Design District regulations click on the Downtown Partnership home page at [www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html), and then go to Planning and Design Documents. Also, a current draft Concept Plan of Storrs Center is on the Partnership home page.*

#### **15. Who will be responsible for the upkeep of parks and public spaces?**

The Town of Mansfield will be responsible for upkeep of dedicated public spaces, such as the Town and Market Squares and the dedicated public streets. The conservation area will be protected and maintained under the terms of a conservation easement.

#### **16. How is the design of the project being regulated?**

The Mansfield Downtown Partnership is the Town of Mansfield's duly authorized municipal agent to implement the Storrs Center Municipal Development Plan. With the Municipal Development Plan as a guide, new zoning was approved in June 2007 by the Mansfield Planning and Zoning Commission. The zoning documents provide a detailed regulatory framework under which the project will be developed.

### **PLANNING AND DESIGN – ENVIRONMENTAL**

#### **17. What are the plans for sustainability at Storrs Center?**

From the very beginning, the planning of Storrs Center has been based on principles of environmental stewardship and a long term approach to sustainable development. Working with the Partnership's Planning and Design Committee, LeylandAlliance has established guidelines for sustainability in the planning and construction of the project. The implementation of the guidelines will also be monitored by the Committee. The sustainability guidelines were approved by the Partnership Board of Directors at its August 2008 Board meeting. The sustainability guidelines are based on the principles of responsible growth and sustainable development practices, including preservation of open space and critical ecosystems. With respect to the larger issues of master planning and land use, goals include conservation and land use efficiency, creating a compact, livable, and connected community, and constructing a sustainable public realm that will provide a lasting sense of place and civic identity. Particular consideration has been given to the protection of ecosystems in the surrounding wetland and woodland areas, resulting in a concentrated plan that simultaneously creates a walkable environment with less dependence on cars.

The project plan, as approved, has already taken major steps towards the goal of sustainable development. The single most significant aspect of the project in this regard is the codified objective of creating a mixed-use town center on a limited footprint on previously developed land within walking distance of the University of Connecticut and the major civic institutions of the Town of Mansfield. The greatest impact in terms of energy reduction and the effort to fight global warming that can be achieved in the project results from the planning and programming that have already been achieved and approved.

In addition, with respect to individual buildings, the guidelines include standards for addressing site issues, water use and management, energy conservation, indoor environmental quality, and material use. By addressing these issues in conjunction with larger planning issues, Storrs Center begins to provide a solution to the issues of resource depletion. Storrs Center will serve as a model for responsible growth and sustainable development practices throughout Connecticut and the rest of the country. While the guidelines are similar in many components to the standards for the Leadership in Energy and Environmental Design-Neighborhood Development (LEED-ND) pilot program, in which the project is enrolled, they also take the additional step of creating a tailor-made program that is adapted to the particular environment in Mansfield and which can be easily followed by the various participants in phased development of the project. Key regional concerns have been identified including water conservation and protection of water resources. These are issues of particular significance in the Mansfield area and are addressed in detail in the sustainability guidelines.

With respect to the protection of water resources and storm water management, one of the more obvious problems with existing conditions on the site relates to the poor storm water management practices in the large asphalted area behind the shops on Storrs Road and the US Post Office. Many of these areas have been draining

directly into the surrounding wetlands for many years. The drainage of dirt, pollutants, and sedimentation from these large parking areas into the wetland areas has had a significant detrimental impact on the surrounding ecology.

The construction of Storrs Center will dramatically improve the management of storm water and the conditions in the surrounding wetland environments. All storm water run-off within the project area will be captured and filtered before being carefully released over time into the surrounding environment in a manner that emulates a more natural process. The Post Office parking lot will be reconstructed at the perimeters to curtail the ongoing impact to the wetlands. Best management practices, filter systems, and bio-swales will be used to capture storm water and clean it up before re-introducing clean water into the environment where it is most needed to sustain the ecology of the wetland areas and the nearby vernal pool and to replenish groundwater resources.

With respect to water conservation in the buildings, the entire project will be following a LEED standard for water use that calls for an overall reduction in water usage below current EPA standards. Specifically, the guidelines mandate the use of strategies that in aggregate use 20% less water than the water use baseline standard calculated for the building and associated uses under the Energy Policy Act of 1992 and subsequent rulings by the Department of Energy, requirements of the Energy Policy Act of 2005, and the plumbing code requirements as stated in the 2006 editions of the Uniform Plumbing Code or International Plumbing Code as to fixture performance. Strategies that can be used to achieve these goals include waterless urinals in common areas and maintenance areas of public, commercial and corporate buildings; low-flow urinals; low-flow aerators at lavatory, kitchen and janitorial sinks; spring-loaded lavatories; lavatories with motion sensors; low-flow aerators at showerheads; low-flush toilets; and dual-flush toilets. All appliances supplied by the builder or developer must meet Energy Star standards, which call for a reduced water usage level. Under Energy Star standards, clothes washers use about 1/2 the water of a standard unit and dishwashers use about 1/3 less water.

Other key areas of water conservation relate to the landscape. The guidelines call for the prohibition of plant species listed as invasive or noxious weed species and the utilization for at least half of the planted area of indigenous or adapted plants which can survive on the natural rainfall cycle. Where irrigation is needed to establish plants or maintain key public spaces, the guidelines call for micro-irrigation systems that utilize 50% or less water than a regular irrigation system, based on a mid-summer baseline case, which will require the use of sensors and timers to reduce waste. In addition, or alternatively, irrigation can be provided from rain water that has been collected in an approved type of cistern or rain water collector. The primary goal, however, in consideration of the larger goal of returning clean water to the environment, is to limit the necessary use of irrigation by using plants that are adapted to the local environment.

The Partnership and LeylandAlliance have worked for several years on the development of sustainability and green building standards to guide Storrs Center from its initial planning through the construction of the buildings. In keeping with their company's focus on sustainable practices, LeylandAlliance has worked with leading experts in the fields of ecology, wetlands management, and green building practices. Their efforts in dealing with the specific nature of this site and a plan for storm water management were led by Dr. Michael Klemens, a native of Mansfield and a recognized leader in the ecology and biodiversity of Connecticut's landscape. Michael Klein, an expert in the field of Connecticut wetlands and storm water management also played a key role in the development of best management practices and the innovative storm water management system associated with Storrs Center. In developing the sustainability guidelines for Storrs Center, Leyland Alliance worked with Steven Winter Associates, with whom they associate regularly on all of their projects to develop strategies for green building. Mr. Winter was former Chairman of the U. S. Green Building Council (USBC) and played a key role in the development of the LEED standards.

The project has also entered into the LEED for Neighborhood Development (LEED-ND) pilot program. The USGBC LEED-ND pilot program has been developed to address needs of projects like Storrs Center where entire neighborhoods will be developed. However, with the expertise of Leyland, the Partnership and Mansfield citizenry, the sustainability guidelines that have already been developed closely parallel the new program and "lead the way" with respect to local and regional applicability of sustainable guidelines. Under the guidance of the Partnership's Planning and Design Committee, the guidelines will continue to be enhanced and improved as the project proceeds.

*The Partnership's sustainability guidelines are located on its website at [www.mansfieldct.org/dtp.html](http://www.mansfieldct.org/dtp.html).*

## **18. What is the provision for green and open space?**

Open space will be achieved through a combination of conservation area and public (town and market) squares. Of the 47.7 acres, just over 17 acres will be developed for Storrs Center. Most of the remainder of the site will be maintained as a conservation area which includes a protected vernal pool. Included in the development footprint of 17.7 acres will be a town square (0.53 acres) and a market place square (0.21 acres).

## **19. What is the status of the wetlands?**

The wetlands within the project area will be protected and enhanced by the development with the exception of 0.29 acres of degraded wetlands within the building area. The Mansfield Inland Wetlands Agency approved a permit to fill these wetlands in October 2007. The Connecticut Department of Environmental Protection subsequently approved the storm water management plan for Storrs Center and, in conjunction, on November 4, 2008, the US Army Corps of Engineers issued their approval for Storrs Center including the final authorization to fill the 0.29 wetlands.

## **20. What is the planned source of water for the development?**

The University of Connecticut and LeylandAlliance have negotiated definitive agreements to extend University water and sewer services to the project on the same fee basis offered to other non-university users such as the Town of Mansfield.

In June 2007, a master plan of the University's water and wastewater systems was completed. The assessment, performed by Milone and MacBroom, was jointly commissioned by the University and the Town of Mansfield. The consultants concluded that supply was adequate to meet the system's existing customers and committed future uses, including 169,000 gallons per day for Storrs Center at full buildout. With respect to management of the water system, the Connecticut Water Company has been managing UConn's water supply systems since 2005, including the area where Storrs Center will be built.

The University has worked carefully with the Connecticut Departments of Public Health and Environmental Protection on area water supply planning and management issues. Consistent with June 2008 correspondence from these Departments, the University continues efforts to use water more efficiently through conservation and management, develop reclaimed water capability to match non-potable uses with a non-potable supply, monitor adequacy of supply to meet demands for its existing uses and commitments such as Storrs Center, and identify additional sources of supply required for the long term.

As a result of the University's on-going operational, renovation and conservation improvements, average daily consumption has fallen by 220,000 gallons per day (15%) from 2005-2008. Average daily peak month consumption (September) fell by 354,000 gallons (18 %) during the same period. These improvements in system performance occurred during a time of continuing growing enrollment and employment at the University and off-campus.

The University is completing a study to evaluate the potential impact of its withdrawals on aquatic habitat in the vicinity of its Willimantic River wellfields. (A comparable study was completed for its Fenton River wellfields in 2006). Both studies inform the University's wellfield management and drought response initiatives for responding to temporary restrictions on withdrawals that may occur during periods of low streamflow.

To meet long term potable water supply requirements, the University is actively pursuing the development of a reclaimed water utility that will be capable of substituting treated wastewater effluent for potable water for use at its central utility plant as well as interconnections to other public water systems.

*See Question #17 for more information on water usage in the Storrs Center project.*

## **RESIDENTIAL**

### **21. Who will live in the residential buildings?**

There will be a variety of housing types and unit sizes from studios to three bedrooms. Typical unit types will include studios, one to three bedroom apartments and condos, flats, and rowhouses. The project will include market-rate rental units and for-sale units. Storrs Center, like all university communities, is expected to attract – and benefit from – a cross-section of residents, ranging from students to retirees. The goal is to accommodate

each of the varied end-user types with suitable housing, but with no compromise to the overall concept and continuity to the project. There will be market-appropriate housing designed for the specific needs of all resident types, whether they be faculty and students, or residents that have no ties to the university.

**22. Is it anticipated that there will be homeowners association for the housing part of the development?**

Yes, there will be a homeowner's association.

**RETAIL AND COMMERCIAL**

**23. When will the solicitation begin for the retail and commercial tenants for other Storrs Center buildings?**

Solicitation of businesses for Phase IA is well underway with ten letters of intent signed. Discussions are on-going with a number of other potential tenants, particularly in the retail area. On April 29, 2009, LeylandAlliance announced that the first letter of intent had been signed by the owners of the Vanilla Bean Café in Pomfret and 85 Main in Putnam. On June 2, 2009, Leyland announced that a second letter of intent has been signed with Moe's Southwest Grill. On June 24, 2009, it was announced that current business Storrs Automotive signed a letter of intent. Storrs Automotive has been a Mansfield business for over 30 years. In addition, in summer 2009, LeylandAlliance announced that Wings Over Storrs and Travelplanners, two local businesses in the current Storrs commercial block, have signed letters of intent. In the fall of 2009, a Hudson Valley regional Italian restaurant, Cosimos, signed a letter of intent along with two local businesses hair cutter Campus Cuts, and tattoo business Body Language. In November 2009, Tailoring by Tima, another long time business in Storrs, signed the 9<sup>th</sup> letter of intent. In April 2010, Insomnia Cookies signed the 10<sup>th</sup> letter of intent. These businesses are all planned for Phase IA of the project. Further tenant discussions will ensue as programming and building designs are further revised. The goal of the casting process is to identify the best local, regional, and national tenants for each of the programmed concepts in the building, i.e., shops, restaurant, office. For each of these categories of tenants, the goal is to identify local and regional New England (focus on Connecticut) tenants to make up approximately 70-80% of the retail concepts in the project. The search for the best tenants for each retail concept began in the immediate local area and surrounding towns and moved outward in concentric circles to the wider region, including New England and nearby areas. The goal of the search is to find the great local and regional businesses with a true interest in becoming an integral part of the life of Storrs Center and the town of Mansfield.

**24. What types of businesses are being recruited as tenants for Phase IA? For the subsequent phases?**

Storrs Center will include a broad mix of retail, restaurants, and office tenants. The first phase, described in Question #2, as Phase IA, will accommodate several existing Storrs businesses as well as a mix of new businesses. The "casting"/solicitation process for new business in the first sub-phase will focus heavily on restaurants and food services that will begin to bring new life to the downtown area and future Town Square. Phase IA will include some basic retail and convenience offerings as well as some office space. Most of the commercial uses will be located on the ground floor with residences above. Some of the restaurants and shops will have upper level mezzanines. Many of the restaurant uses will open onto wide sidewalks and al fresco terraces around the Town Square.

Though the main focus of the casting process is currently on tenants in the Phase IA, interest is already growing for later phases. As development continues around the Town Square and onto the Village Street, a broader array of commercial concepts will begin to take shape. Some of the other ideas for this area include art supplies, a photo shop, clothing and shoe concepts, athletic wear and sports supplies, a music shop, electronics, and a toy shop. Restaurant ideas include a local pub concept and a variety of small venues with an array of diverse cuisines.

Other key programming concepts include activity-based retail concepts such as arts and ceramics, a bike and skate shop, sports equipment, and a bead shop. Other focus areas include food and home oriented concepts, such as a wine and cheese shop, a cooking shop, home accessories, and furniture. And, the variety of restaurants would continue to be developed throughout the project to include a broad range of food types, including vegetarian venues, a diner, and more ethnic foods.

Phase 4, located at the southerly end of the project near Town Hall, would be another mixed use area with a focus on daily needs and services. This area will be focused on concepts that expand the offerings in Storrs Center to

include services needed by the entire town so that single trips to the downtown area will provide an opportunity to not only find restaurants and shops but also to take care of business and household needs. Programming concepts for this area include a bank, home needs, groceries and food, office supplies, dry cleaners (drop-off/pick-up), postage supplies, office supplies, copying and printing. This area can also accommodate some restaurant venues and would be well suited for office space as well, providing for small professional and medical services.

## **25. Have any national retailers/commercial users expressed interest in taking space at Storrs Center?**

Many retailers, both regional and national, have expressed an interest in space in Storrs Center. There have been over 150 unsolicited inquiries about commercial space in Storrs Center. There will be both local and regional retailers as well as nationals.

The casting and leasing process for Phase IA, on the north side of Dog Lane, began in 2009 under the guidance of Live Work Learn Play, place-making specialists based in Montreal, Canada, and with local representation provided by the Hartford office of Cushman & Wakefield. Ten tenants, Vanilla Bean Cafe, Moe's Southwest Grill, Storrs Automotive, Wings, Travelplanners, Cosimos, Campus Cuts, Body Language, Tailoring by Tima, and Insomnia Cookies have signed letters of intent and negotiations are underway with other potential tenants. These businesses represent national and regional interests and Storrs Automotive, Wings, Travelplanners, Campus Cuts, Body Language and Tailoring by Tima are current businesses already located in the Storrs commercial block that are being relocated to the new development.

The casting and leasing process, currently focused on identifying concepts for Phase IA, has stirred even greater interest in the overall casting process. The casting and leasing team has a growing roster of inquiries from interested businesses that would like to find a home in the commercial heart of Mansfield. The team is particularly impressed with the number of professionals and small business owners that see Storrs Center as an opportunity to make downtown Mansfield the home of their business.

## **26. Is Storrs Center planned to be a year-round business center?**

The Partnership, LeylandAlliance, and Live Work Learn Play understand the seasonality of the Mansfield area. The Partnership outlined this issue when it was soliciting a master developer for Storrs Center. With this in mind, there has been more and more activity in Mansfield in the summer generated largely by additional University classes and events. Retail consultant Live Work Learn Play has been to Mansfield several times to assess the current commercial market.

Live Work Learn Play has worked on over 25 projects where there have been seasonal challenges. There were less than 5,000 people during a five month period at some of the resorts they developed and managed. Their experience with this market, which often experiences dramatic seasonal demographic shifts, provides Live Work Learn Play with insight into the creation of viable year-round operations that are adaptable to the seasonal conditions.

Live Work Learn Play has created a model that allows them to conservatively estimate how much commercial real estate to be developing. From a physical design perspective and with respect to rents to sales ratios, they have taken into account the seasonality of the area.

The addition of Cushman & Wakefield in Hartford also allows a regional perspective with respect to commercial trends, and provides local representation in the leasing process. Evan O'Brien who is the main broker at Cushman & Wakefield for Storrs Center attended the University of Connecticut so is well positioned to understand the local market.

In addition, the Partnership will continue to work through its Business Retention and Development Committee and Board of Directors with Leyland and Live Work Learn Play to review trends in the area.

## **PARKING**

### **27. What are the plans for parking? Will there be parking garages? Are there plans for alternative modes of transportation?**

The Town's Planning and Zoning Commission (PZC) sets requirements for the amount of parking by use. The amount of required parking is based on the types of uses within any zone, in this case the Storrs Center Special Design District, and the number of each type of unit.

Parking will be accommodated in a number of ways including garage, surface and on-street.

Because the footprint of the project is approximately 17 acres, if only surface parking was utilized to fulfill the PZC's requirements, the project site would be dominated by parking spaces. In order to accommodate the parking requirements, maintain the integrity of the design, and achieve the goals in sustainability, especially with respect to alleviating the effects of stormwater runoff, a parking garage/intermodal center has been included in the plans. The parking garage/intermodal center will serve a variety of residents, visitors, and workers and relieve the burden of surface parking.

As part of the plans for Storrs Center, an intermodal hub is planned as part of or adjacent to the first parking garage to accommodate buses, bikes, Zip Cars, etc. The design and construction of this hub is being partially funded through the Federal Transit Administration.

### **28. What is the anticipated capacity of the parking garage/intermodal center?**

Under the current schematic plans, the number of spaces for the garage/intermodal center will be approximately 540 spaces, subject to final programming requirements.

### **29. Will the garage/intermodal center be operated by the town?**

The planning documents call for public ownership and operation of two garages. The issue of a second parking garage is currently under discussion.

### **30. Is there a plan to manage parking in the garage and adjacent private and public lots?**

The Town has been working with its parking consultant Walker Parking Consultants to evaluate alternatives for addressing this issue. A comprehensive parking management plan will be developed with the assistance of property owners surrounding Storrs Center, and a steering committee has been formed to work with the Town and the Partnership on specific management issues including the significant issue of surrounding parking. The Storrs Center Parking Steering Committee began meeting in November 2009.

The residential tenants will be required to park in the garage.

### **31. What would be a reasonable groundbreaking date for the first garage/intermodal center?**

Design of the garage and associated transit facilities should begin in mid-2010. On April 15, 2010, the Town of Mansfield released two Requests for Qualifications for the parking garage and for the intermodal hub. Responses are due on May 15. Ideally, construction on the garage/intermodal center would begin in 2011, assuming all permits have been obtained and all necessary agreements in place. A large part of the time required for garage construction is typically dedicated to the design and off-site manufacture of pre-fabricated concrete components. Materials are typically manufactured off-site over several months and then transported to the site for final construction.

## **PARKING – FINANCIAL**

### **32. Will the Town be making any capital contribution to the first garage/intermodal center?**

No.

### **33. Will that affect the project and parking?**

The goal is to continue with essentially the same program in terms of commercial and residential space that was approved by the Planning and Zoning Commission in June 2007, and included in the Storrs Center Municipal

Development Plan. With this in mind, the current objective is to design a garage/intermodal center that can be built with the federal and state grant funding (\$10,490,000) that has been committed to date. Cost constraints will require a garage smaller than that originally envisioned. In order to reduce the size requirement for the garage, several strategies are under analysis: adjusting the program slightly away from higher intensity uses; taking possible credit for transit to the project from the UConn or WILLI bus service and from the use of a shared car program (this credit was not included as part of the parking factors analysis approved by the Planning & Zoning Commission); and evaluation of additional adjacent surface parking spaces including parking already planned for in the Dog Lane I approved parking lot. Not all these spaces would be needed immediately.

**34. Is the cost of the parking garage/intermodal center built into the fiscal analysis? Does the cost of the garage/intermodal center affect the fiscal benefit to the Town?**

The cost of the garage was not included within the fiscal analysis because the Town has made no commitment to assist in the construction financing of the parking facilities. The garage/intermodal center will be built with state and federal grant monies that have been already committed. Strategies for financing of further public infrastructure are currently under negotiation. Other public infrastructure include the Village Street, the Town Square, and parking. The fiscal impact analysis will help the Town to assess the future tax benefits of the project, and what role the Town may play in financing any public infrastructure. One condition that has been discussed is that, at the time a second parking facility or other public infrastructure may need to be financed, Leyland would be required to update the fiscal impact analysis. This look-back provision would provide the parties with updated information and allow the assessment of the relative success of the project, including the tax benefits to the Town.

The Town and Partnership will continue to evaluate the projected parking revenues and costs of the parking garages. Leyland has updated its parking analysis for the garage to reflect a smaller garage, and the Town's parking consultant peer reviewed this analysis and provided an update to the Town Council at a parking workshop in March 23, 2009. This analysis will continue to be refined as programming of Storrs Center becomes more defined.

**STORRS ROAD**

**35. Summarize the plans for Storrs Road and how traffic problems will be dealt with in the project.**

Methods proposed for improvement of Storrs Road include the realignment and partitioning of the pavement area to accommodate the addition of dedicated and clearly defined turning lanes. Modifications to the intersection at Storrs Road and South Eagleville Road and the intersection of Storrs Road and Bolton Road will improve the traffic flow. The South Eagleville intersection will be modified to include dedicated turning lanes. Dog Lane will be realigned and the two lights at Dog Lane and Bolton Road will be replaced with one four way, lighted intersection at Bolton Road that will function as one of the main entryways to the Town Square.

In order to better provide for pedestrian traffic, the plans provide for pedestrian collection points and crosswalk zones, installation or widening of sidewalks, addition of parallel parking zones, installation of medians, landscaping of street edges, definition of building entry areas and partial burial of overhead power lines. The addition of parallel parking zones, besides providing more parking capacity, will contribute to traffic "calming" and provide pedestrians with a better sense of security.

**36. When will construction on Storrs Road begin?**

On June 16, 2009, the Connecticut State Traffic Commission approved a certificate to undertake improvements to Storrs Road. This certificate allows the design and engineering work to now move forward in fall 2009. In May 2009, the Town of Mansfield selected BL Companies to undertake the engineering and design of Storrs Road. Design and engineering is underway. In late 2008, the Town of Mansfield had released a Request for Qualifications for the design work for Storrs Road. Thirteen responses were received on December 26, 2008; three firms were interviewed. Construction is scheduled to begin in 2011, assuming all necessary agreements are in place.

**DEVELOPMENT TEAM**

**37. Who is Leyland?**

LeylandAlliance is one of the leading Smart Growth developers in the nation, with projects located in New York, Virginia, Connecticut, and South Carolina. It currently has six communities in various stages of development, including four public-private initiatives: Newburgh Waterfront, Newburgh, NY; East Beach in Norfolk, VA;

Hammond's Ferry in North Augusta, SC; and Storrs Center. In projects closely tied to historic main street communities in the Northeast, LeylandAlliance, in addition to being the master developer, also serves as the builder. One such project is Warwick Grove in Warwick, NY which has received wide recognition for its traditional neighborhood design, the quality of its buildings and for the implementation of green building strategies.

### **38. Will other developers be brought in at some point in time?**

Additional developers may be brought in, with the same mission as the Master Developer, to achieve the vision for Storrs Center. Any new developer will be obligated to follow the land use plan and regulations established by the Mansfield Planning and Zoning Commission and the project's design and sustainability guidelines.

### **39. Who makes up the Storrs Center team?**

The Storrs Center project is being spearheaded by a public-private partnership that includes many community, government, non-profit, and private partners. At its core is the Mansfield Downtown Partnership, Inc., a non-profit organization whose Board of Directors is comprised of 18 members of the Town of Mansfield, the University of Connecticut, and the community. The Partnership has approximately four hundred individual and business members who serve on committees, volunteer at events, provide financial support, and represent the voice of the community. Partnership members have played an active role in guiding the planning and design of the project.

In addition to the Partnership and LeylandAlliance, two other firms have key roles in the development of Storrs Center and will play even more important roles as leasing efforts intensify. Leyland brought Live Work Learn Play to the project to help fill the retail and commercial spaces with businesses that fit the needs of the Mansfield community. Cushman & Wakefield joined the team in 2008 to assist Live Work Learn Play and to serve as a local contact and real estate broker.

#### **Live Work Learn Play**

Live Work Learn Play represents a group of professionals who have worked in Canada, throughout the United States, and in Europe on the creation of unique retail and village experiences that are rooted in their particular cultures and environment. It is their particular "casting" process and methodology that makes them different.

Casting involves identifying commercial concepts that meet the needs and desires of a particular community and finding the best business owners and operators to bring these concepts to fruition. In much the same fashion as casting for a theatrical production, tenants are selected based on their "match" to a pre-programmed profile for the project and targeted mix of end-users. Live Work Learn Play focuses heavily on the identification of local and regional business operators, often helping them to construct their business plans, in order to find real ambassadors for the project and the community.

Live Work Learn Play works hard to understand each particular place and the diversity of people who inhabit and make up that community in order to create an experience that is reflective of the place. To do this, they undertake an intensive process that includes interviewing residents and conducting surveys and focus groups as well as studying the demographics. It also involves talking to many interested tenants. And, ultimately, it involves many months spent in the area to identify the business owners who will become an important, vital and lasting part of the project and the community. As part of their initial review, Live Work Learn Play surveyed people through the UConn website (with a link from the Partnership website) about their commercial interests, as well as met with many people in town.

#### **Cushman & Wakefield**

Cushman & Wakefield is one of the largest and most respected real estate companies in America with an impressive track record for bringing high caliber tenants to mixed-use developments like Storrs Center. The firm's Hartford office has a regional and national network that is an invaluable resource for identifying, pursuing and negotiating with prospective tenants. Evan O'Brien, with the Cushman & Wakefield Retail Brokerage Services group, is the lead representative for the project. He is a UConn graduate and thus has a real connection with the school and the Town of Mansfield.

Cushman & Wakefield is collaborating with the Live Work Learn Play organization in a joint marketing effort for pursuing prospective tenants. A typical mix of prospective tenants will combine a large percentage of unique, independent retail concepts and "mom and pop" owner-operators with a smaller number of regional and national chains or operators.