

South End MOU

Draft Engagement Plan

Engagement in support of the South End MOU builds on an ongoing, multi-year effort to collaborate with the public and stakeholders on the South End's future. Work completed to date includes the following:

- *planBTV: South End (2015-2019)*: This comprehensive South End area plan, adopted in 2019, reflects a multi-year, multi-faceted engagement effort. *PlanBTV: South End* introduced the concept of a South End Innovation District as one where arts and office uses could be fostered. The South End Innovation District zoning amendment reflects these community goals.
- South End Innovation District Zoning Amendment: Beginning in spring, 2022, City staff has facilitated a continuous engagement effort in support of the zoning amendment. This effort includes multiple Ward 5 NPA meetings, regularly-held meetings with a core group of stakeholders in April, May and June, two public meetings and numerous Planning Commission meetings where public input was received and discussed. Staff has also maintained a continuously updated webpage to share information on the zoning amendment, including a summary of public engagement.
- CCRPC Multimodal Transit Center Feasibility Study (October 2022): CCRPC and consultant staff conducted numerous advisory group meetings to elicit feedback from various stakeholders representing municipal, private and institutional interests. The study's consultants, VHB, also attended and collected info at the City's summer 2022 public meetings in support of the SEID zoning amendment. Finally, VHB staff attended numerous Ward 5 NPA meetings, conducted a public meeting of their own, and collected community input at the Burlington Farmers Market in summer, 2022.

Given such extensive engagement, the City and MOU partners believe that additional engagement should prioritize filling in any gaps in the collective understanding of community goals with respect to development on the MOU parcels.

Part 1: Summary of Planning Work Completed to Date (March-April)

This initial effort will focus on sharing information and updates on work completed to date, including a summary of public input collected in support of the three related initiatives described above. This work will coincide with MOU Phase 1, Task 2: Development Scenarios and will inform the city's priorities in the MOU study and future development agreement.

Proposed activities:

1.1 Community Open House: The City will facilitate one in-person open house focused on sharing input collected to date in support of the three initiatives described above. *Thursday April 20th 5-6:30pm 645 Pine Street.*

1.2: South End Redevelopment Webpage: The City will create and maintain a website to share information on the MOU study. During Phase 1 engagement, City staff will compile

and host a summary of input collected in support of *planBTV: South End*, the Multimodal Transit Center Feasibility Study and the South End Innovation District zoning amendment.

1.3 Email listserv: The City will create an email listserv for residents who wish to be contacted with updates on the MOU and related engagement efforts. Staff will provide email updates as needed.

Part 2: Development Framework Scenario Analysis (early summer)

This phase intends to elicit feedback on the two to three development scenarios and analysis produced during Phase 2 of the MOU study.

Proposed Activities:

2.1 Community Workshop: The City will facilitate one in-person community workshop, the goals of which are described below. The workshop will be structured to include targeted questions focused on the development framework scenarios, rather than open-ended engagement.

- Review and collect input on the city's assets as envisioned for each of the development framework scenarios (68 Sears Lane and/or properties resulting from land swap scenarios). Specifically, participants will be asked to provide input on priorities for land use and development intensities.
- Review and collect input on all development framework scenarios, with a particular focus on shared assets, development intensities and urban form. Shared assets include all public realm elements (e.g. streets, paths, open space, critical infrastructure).
- Equity and Economic Development: residents will provide input on residential tenure types (e.g. rental vs. owner-occupied) and specific community priorities regarding subsidization and/or otherwise City-supported economic development initiatives (e.g. affordable commercial space, childcare, affordable housing, etc.).

2.2 Virtual Community Workshop: The City will replicate the Workshop from 2.1 above in a virtual meeting over Zoom

2.3 CEDO South End Redevelopment Webpage: The City will update the project webpage, including information on the development scenarios. The webpage update will also present the engagement results from all previous components of this engagement plan.

2.4 Farmers Market (Optional): The City will share information and collect input on the various development scenarios at one or more Farmers Market events.

Part 3: Preferred Development Framework Scenario (late summer)

Coinciding with the Phase 3 selection of a preferred development framework, the City and MOU partners will present the selection and inform the community of next steps regarding a potential development agreement and related infrastructure commitments.

Proposed Activities:

3.1 In-Person Open House: The City will facilitate one in-person meeting to present the final selection of a development framework scenario.

3.2 Virtual Open House: The City will facilitate one virtual meeting to present the final selection of a development framework scenario.

3.3 CEDO South End Redevelopment Webpage: The City will present and share information on the final development scenario selection on the project webpage.

3.4 South End Art Hop (Optional): Pending schedule alignment, the City and MOU partners will coordinate and facilitate the presentation of a final development framework scenario at the South End Art Hop in September (8th-10th).