Background

**Birchwood Terrace**

Birchwood Terrace is a 144-bed Skilled Nursing Facility (SNF) that provides short- and long-term care at [43 Starr Farm Road in Burlington, Vermont](#). The facility provides 24-hour nursing care, access to a physician 24 hours a day, meals, therapy, activities, housekeeping, and other miscellaneous services needed by residents. The nature of the facility and its license requirements include required staffing levels throughout the entire 24-hour day.

The facility currently has 73 parking spaces and is proposing to add an additional 25 parking spaces to address existing parking demand. No other change in services or additional construction is proposed, and as such, the number of trips to and from the facility is not expected to change.

**What is a TDM Plan?**

A Transportation Demand Management (TDM) plan ensures a broad set of transportation choices are available to employees and customers. Plans include various programs or incentives to encourage alternative modes of transportation. These plans can include educational components, such as providing brochures of local transit schedules or allowing organizations which promote alternative transportation modes to run workshops on site. The plans can include physical components, such as providing secure bike parking or shower facilities for nonmotorized commuters. They can be structured around annual, monthly, or special event incentives, such as subsidized transit passes, annual stipends to support bicycle maintenance, or special prizes during Ride to Work week. They often include a guaranteed ride home program.

**Why do TDM?**

A TDM plan is intended to reduce single-occupant vehicle travel and ensure employees have a broad set of options for commuting. These efforts reduce parking demand on site as well as congestion in the surrounding area. As it can cost over $10,000 per parking spot to construct even simple surface parking, TDM measures are often very cost-effective strategies. Supporting the use of a variety of modes for commutes supports employee wellness, can improve employee access, and reduces environmental impacts of employee travel. In addition, The City
of Burlington requires a TDM plan for zoning applications in the Multimodal Mixed Use Parking District.

**Previous Studies**

In 2018, RSG completed an in-depth assessment of parking use and occupancy at Birchwood Terrace. That study found the facility had 168 employees with multiple staggered shifts, designed to meet license requirements as well as stagger parking needs. That study reported peak visiting hours are from 10:00 am to 1:00 pm and from 4:00 pm to 7:00 pm. This pre-COVID survey indicated as many as 20-25 visitors at peak times is not uncommon. The facility is also a clinical training location for the University of Vermont and Vermont Technical College. Classes include between 8 to 30 students and 1 to 4 instructors.

Based on schedule information, this study found a peak of 118 personnel on-site, not including visitors. However, their observations indicated roughly 72 vehicles were parked in employee parking with another 3-4 vehicles parked in the maintenance area, indicating “significant TDM measures, such as car-pooling and use of alternate modes, are already in place.” This study reported 33 of 168 employees were using alternate modes, reflecting roughly 20% of staff, as opposed to 5-10% which would be a more typical target.

**Current Policies**

Birchwood Terrace currently encourages alternate means of transportation, such as walking, biking, carpooling, or utilizing public transportation through a variety of measures. However, due to the nature of the business, employee shifts run 24-hours a day, with shifts starting or ending almost every hour of the day. The work schedule of their employees makes it challenging for employees to use alternative methods. Despite the challenges the work shifts impose, Birchwood Terrace currently has over 30 employees who utilize one of the above methods to travel to work. They maintain a company UBER account to assist with transportation, however Uber is not always available due to the early/late hours of shifts. In addition, the facility staggers shift start/stops to spread out the amount of traffic in the lot at any one time, and it is well-located with access to multimodal infrastructure.

**Local Context**

Birchwood Terrace is located less than 1000 feet of the North Avenue (#7) GMT line, with both northbound and southbound stops at the end of Starr Farm Road. This line currently runs from approximately 5:45 am to 10:45 pm Monday through Friday, 6:45 am to 10:45 pm Saturday, and 8:15 am to 6:15 pm Sundays.

The facility is proximate to the Island Line Trail, which crosses Starr Farm Road roughly 2000 feet southwest of Birchwood Terrace and provides connectivity to downtown Burlington as well as other bike network infrastructure. Sidewalks are present on Starr Farm Road between the facility and North Avenue. The sidewalk infrastructure extends from North Avenue into

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downtown Burlington. Parking at Birchwood Terrace is limited, which also serves to discourage single occupant vehicle travel.

Birchwood Terrace is located within the current service area for UBER and Lyft, as well as within the area served by the CATMA, a non-profit transportation management association serving Chittenden County. It is in the operating zone for greenride bikeshare, and it is also served by Car Share Vermont, although the closest car station is roughly 2.5 miles away.

**Planned Measures**

Birchwood Terrace has a proven history of a large percentage of employees using alternate modes of transportation despite operating 24 hours each day. They have achieved this mode share while providing a critical service to the community under tight margins and challenging conditions. Building on their existing tools and reinforcing them with new ones will continue to maximize employee use of alternative modes of transportation and minimize parking demand.

Based on the review of the Birchwood Terrace operations and its local context, the following measures are planned for each of the program elements:

**Outreach & Education**

The Executive Director will serve as the Transportation Coordinator and will share materials regarding available transportation options to employees at the Second Quarter staff meeting, timed to encourage employees to shift to alternative modes as the weather improves and those behavioral changes are easier. She will also plan a breakfast for employees who participate in Way to Go! Or Bike to Work week, survey employees annually about how they get to work, and provide an annual report to the City.

**TDM Strategies**

Given the non-traditional, staggered schedules required to staff the facility, providing transit passes and car share memberships is not a suitable strategy for this location. Instead, Birchwood Terrace will:

1. Join CATMA
2. Implement a Guaranteed Ride Home program, paying the cab or Uber/Lyft fare if an emergency arises on a day an employee uses an alternative commute mode,
3. Provide sheltered bicycle parking,
4. Provide showers & changing facilities, and
5. Provide access to reduced-price transit passes through its membership with CATMA

Birchwood Terrace provides short-term bicycle parking for approximately eight bicycles via a rack at the front of the building’s main entrance. Four longer-term informal bicycle parking spaces are available for staff at the rear of the building, proximate to the staff entrance. This location is enclosed on three sides, screened from the general public, and covered with a tent. Roughly two to three staff regularly park bicycles in this location, but use varies.
Parking Management

To manage available parking and encourage alternate travel modes, Birchwood Terrace will limit the available parking supply and provide preferential parking for motorcycles/scooters, bicycles, carpools/vanpools, and accessible spaces. Five carpool/vanpool spaces will be designated along the rear aisle of the parking lot, most proximate to the staff entrance at the rear of the building. Four accessible spaces are designated at the front of the building, most proximate to the main entrances for guests. Two of these spaces are van accessible. Two motorcycle/scooter spaces will be designated in the two spaces closest to the building in the middle parking aisle. The designated parking is shown on sheet C2.0 in the plan set.

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In addition, Birchwood Terrace will conduct annual parking utilization studies for at least 10 years following construction of the proposed parking spaces. The parking utilization studies will be coordinated by the Transportation Coordinator, supported by CATMA or other qualified third parties.

TDM Agreement

Birchwood Terrace commits to and acknowledges the following:

- Commit to ongoing implementation of the TDM requirements as set forth above;
- Acknowledge that the project has no claim to the ongoing availability of nearby on-street public parking, and that, as is the case with other on-street public parking, the City retains the right to charge for or remove such on-street parking at any time;
- Acknowledge that failure to maintain transportation demand management as required above is a violation of this ordinance, and understanding that, pursuant to Sec. 2.7.8 of the Burlington Comprehensive Development Ordinance, no zoning permit or certificate of occupancy may be granted until any such violation has been remedied; and,
- Commit to notify any subsequent owners and tenants in writing of their obligations under this section as part of any purchase and sale and/or lease agreements.

AGREED:

[Signature]

Print

4/8/22

Date
### Zoning District: Residential Low Density (RL)

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### Notes
1. The property line information is based on a preliminary survey. All property lines are approximate and may require adjustment by a surveyor.
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5. All property line information is approximate and may require adjustment by a surveyor.

### Utilities
- Water: 1" water service
- Sewer: 8" gravity sewer
- Gas: 2" gas main
- Electrical: 125 amp service
- Telephone: 2" conduit

### Zoning
- Zoning District: Residential Low Density (RL)
- Zoning Permit: Yes
- Zoning Permits Required: Yes
- Zoning Permit Fees: To be determined

### Additional Information
- The project is located on a corner site with a total area of 248,688 S.F.
- The project includes the construction of a new residential building with approximately 1,500± S.F. of living area.
- The project also includes the construction of a new parking area with 5 parking spaces.
- The project comply with all local regulations and standards.