

CityPlace Burlington Meeting for Area Businesses

Wednesday, April 11th, 2018 - BCA

Team member introductions:

- Noelle MacKay, Director, CEDO
- Kirsten Merriman Shapiro, Senior Projects and Policy Specialist, CEDO
- Stephanie Morse, Projects and Policy Specialist, CEDO
- Chapin Spencer, Director of DPW
- Norm Baldwin, City Engineer and Surveyor, DPW
- Robert Goulding, Public Information Manager, DPW
- Laura Wheelock, Engineer, DPW
- Art Klugo, PC Construction
- Karen Deutscher, PC Construction
- Greg Goyette, Stantec
- Rod Redmond, Director, Church Street Marketplace
- Jenny Morse, Church Street Marketplace
- Jack Como, Burlington Business Association

Over 30 Burlington businesses in attendance

Presentation:

- Agenda, introductions, and welcome by Noelle MacKay, Director of Community and Economic Development Office. (See slides 1-3)
- Noelle touched on where to find construction updates, discussed work on monitoring parking, and shared that printed parking maps will be available for business owners, employees, and customers for parking options and pedestrian paths. (See slides 4-7)
- Art Klugo from PC Construction shared a CityPlace Burlington construction update that included upcoming work, street closures, and tentative dates for upcoming work. (See slide 10)

Question: Still on schedule for 30-month construction schedule?

Answer: Yes, and will get updated schedule published as soon as possible.

- **Business Assistance** (Noelle MacKay, CEDO)
- Director MacKay noted that CEDO will be receiving \$50,000 for two years as part of the development agreement. We want to discuss some ideas and options moving forward to support local businesses during the construction period. Some of the options we shared were workshops like managing cash flows, façade and interior improvements, managing during disruptive times, and the impact of the internet on small retailers. Some of the options we shared for promotional events were block parties, scavenger hunts, and a shop and sip event. (See slides 13-16 for more details.)
 - Discussions and Input from businesses included:
 - Businesses liked the following workshops/one-on-one assistance:
 - Events focused on people who live downtown too
 - Effect of the internet on small retailers

- Cash flow management
- Broader focus on vitality events, not just business events
- Focus on bringing more people downtown to help with business during construction. Businesses less interested in workshops and 1-on-1 assistance
- Social events around visual arts – e.g. block parties
- Job fair for downtown retailers – downtown businesses have a really hard time finding employees
- Any events – share with business list to help get word out
- Send questionnaire out to get input on different ideas

Question: Is any of this money intended to help if there is any potential damage to neighboring buildings?

Answer: No, but call the hotline and PC can help work through any concerns

- **Cherry and Bank Street Concept Design**

- Chapin Spencer, Director of DPW, explained to the audience why we are developing Great Streets standards at this time, and requested feedback from the businesses to inform street designs. (See slides 1-3) Chapin then introduced Greg Goyette, a consultant from Stantec, to provide more details on street design options.
- Greg gave an overview of the process that was undertaken to come up with the base design for street improvements, including the Great Streets Standards. (See slides 4-18)

After the presentation, we broke out into small groups and heard the following ideas about the street designs from businesses:

- Everyone liked Option #2 for St. Paul and Bank intersection
- Consider plowing / snow storage
- Parking kiosks
- Include light poles that can accommodate seasonal lighting and banners
- Liked way finding signs
- Like the idea of performance art
- Loading zones – dual use? Loading for a period, parking other time
- Rain gardens – didn't like grass, no mulch
- Holiday lighting – extend onto side streets
- Seating instead of parking outside of Cathedral Square for people waiting for bus
- Tree belt – more natural friendly to dogs, but consider foot traffic and which areas need more capacity
- Tie in bike parking location with use of building (e.g. gym entrance, near transit center)
- OGE – mural, climbing wall, maybe more door entrances
- Seating – important to consider seniors / accessibility
- Bike share pods – courthouse plaza area may be a good place for one
- Crosswalk preference? Stylized/artistic – outside of transit center would be a good place
- Public art – overlook terrace would be a good place
- Accessible parking outside of CVS would be good

- Loading zone – parking spaces on Bank St – period of no parking (e.g. 8-10am) rather than no parking at all (See slides 1-20)
- You can find more information on the designs of Bank and Cherry Streets at <https://www.burlingtonvt.gov/CEDO/BTV-Mall-Redevelopment-Process/Bank-Cherry-Streets>. Comments on street designs are due April 30th.

Next Steps

The City will post questions and answers on this project as they come in, which can be found on CEDO's website at www.burlingtonvt.gov/btvmall. The City will also create and distribute a survey, as a way to get local businesses input on promotional events, workshops, and one-on-one assistance topics.

The City will continue to communicate with business owners and the general public as more information becomes available regarding the redevelopment. The Burlington Business Association will also help disseminate information to businesses, and the website for the Department of Public Works will have information about construction impacts.

In the meantime, please reach out with questions at any time. You may contact Noelle MacKay, Director of CEDO, at 802-865-7174 or nmackay@burlingtonvt.gov or Will Clavelle, Projects and Policy Specialist, at 802-865-7187 or wclavelle@burlingtonvt.gov.