



April 25, 2016

TO OUR CITY COUNCILORS:

Council President Jane Knodell, Central District  
Councilor Sharon Foley Bushor, Ward 1  
Councilor Max Tracy, Ward 2  
Councilor Sara Giannoni, Ward 3  
Councilor Kurt Wright, Ward 4  
Councilor William Mason, Ward 5  
Councilor Karen Paul, Ward 6  
Councilor Tom Ayres, Ward 7  
Councilor Adam Roof, Ward 8  
Councilor Selene Colburn, East District  
Councilor David Hartnett, North District  
Councilor Joan Shannon, South District

We are the proud and committed owners, managers and employees of the Church Street Marketplace District, one of the nation's most successful pedestrian malls. We are 29 property owners and over 100 businesses strong. We are predominantly locally owned, but we also value the presence of our national stores.

For more than three decades . . .

. . . we have remained committed to the success of our Street, our downtown and our City.  
. . . we have funded the lion's share of the Marketplace Department's operating budget.  
. . . we have generated millions of dollars in retail sales and gross receipts taxes to help our City deliver services to its citizens.

For more than three decades, our four blocks have been the center of activity for our downtown. It's now time for other stakeholders in our downtown to contribute to the vibrancy of our downtown – it's time for more parts of our downtown to grow, expand and prosper with us. It's time for change.

The current mall isn't working. For too long, Church Street owners, managers and employees, have been carrying the mall as it has limped along, trying to find its own identify. It's not viable. It's not viable for City residents. It's not viable for visitors. And it's not viable for merchants both inside the mall and on Church Street. It is a suburban-style development that is outdated.

Thirty years ago, our downtown had five department stores, and was home to some of the state's largest private employers. Our downtown offered both high-end stores and stores for those on a budget. That, and the presence of large employers made our busiest shopping days Monday through Friday.

Over time, those department stores closed or moved to the suburbs. And those large private employers now have addresses at places like Water Tower Hill in Colchester or Tilley Drive in South Burlington.

What's missing from downtown today are all of the components we had in the past – and all of the components this redevelopment is offering: A broader range of retail stores. More downtown residents. More downtown employees. This redevelopment project brings those things back to our downtown.

Our new pedestrian data are informing us that Church Street's busiest shopping days are Saturday and Sunday, when we can see between 10,000 and 20,000 daily visitors. Our weekday pedestrian counts drop to 5,000 per day. While we're clearly an important weekend destination, our pedestrian counts are telling us we have to do a better job of generating more customers during the weekday. The presence of more downtown employees during the work week will help us reduce this disparity of foot traffic between weekdays and weekends and help our downtown businesses during the slow winter months.

The redevelopment of the mall will bring a vibrant streetscape to areas beyond Church Street, which in turn will draw more activity to Church Street and draw more people to downtown.

The proposed housing can be the beginning of more housing development in our downtown. These new residents will become shoppers and diners, helping our downtown economy during our slower seasons. These new residents will become important partners in our community policing program as they focus their eyes and ears on our downtown, increasing everyone's safety.

The additional office space will bring more employees to our downtown. That will translate into more shoppers and diners during the weekday. A more vibrant downtown between January and May, and more donations and volunteer support for our local non-profit organizations.

This redevelopment will also fix problems created by urban renewal by restoring much of the street grid and reconnecting Burlington's Old North End to the heart of downtown, by requiring the developer, Don Sinex, to provide land to recreate St. Paul and Pine Streets between Bank and Cherry.

The new project will be built for a CITY . . . NOT a suburb – it will bring shops, office space, services, and restaurants fronting on Bank and Cherry Street. This will create a true downtown streetscape experience and connect users of Church Street toward Lake Champlain.

The creation of the Marketplace in 1981 was a transformational moment for the City. The redevelopment of the mall presents us with another transformational moment.

That's why we support redeveloping this site so strongly.

#### **CHURCH STREET MARKETPLACE DISTRICT COMMISSION**

Jeff Nick, Chair, Marketplace Property Owner  
Lorre Tucker, Vice Chair, Owner of Expressions  
Michael Ly, Secretary, Owner of Burlington CFO  
Buddy Singh, Treasurer, Spruce Mortgage  
Lara Allen, Owner, Owner of ECCO Clothes

Phil Merrick, Owner of August First Bakery  
Jed Davis, Owner of Farm House Group  
Linda Magoon, Regional Vice President, Citizens Bank

#### **CHURCH STREET MARKETPLACE DISTRICT PROPERTY OWNERS**

One Church Street Partnership, LLC  
Jeff Davis, Two Church Street Properties

Wright Preston, Prelco  
Gregoire Family (Tina's Home Design)

Charles and Janet Perkins  
Harold Read  
Billy Mauer, Grandview Farms and Furst  
Management Ventures, LLC  
Jeff Nick and Dan Morrissey, Nick & Morrissey,  
Joseph E. Frank  
Frank & Betty Bouchett (Homeport)  
Dot Real Estate, Dorothy Wolcuff  
Myer Dana & Sons  
Wood Family (Fremeau Jewelers)  
Deb & Tom Miller, Miller Properties, LLC (Ken's  
Pizza & Pub)  
Howard Opera House Associates

William "Billy" Kiendl, V/t Commercial  
Fred & Terry Palatino, 97 Church Street LLC,  
(Garcia's Tobacco)  
Pomerleau Family  
Berger Family (Lippa's Jewelers)  
Gary King (The Optical Center)  
Robert Fuller, Leunig's Building LLC  
Stephanie Pape, 131 Church Street LLC  
Donahue & Associates, Steve Donahue and Meg  
McGovern  
Dave and Cormac Walsh, Ormer Group, LLC,  
Josh Markle (Ake's Place)  
Tim Pratt, (Global Pathways)  
Mike Williams, One Forty Six Realty, LLC

### **CHURCH STREET MARKETPLACE DISTRICT BUSINESSES**

A Cuisine  
Asiana Noodle Company  
Ake's Place  
Aristelle  
Ben & Jerry's Homemade\*  
Bertha Church Intimate Apparel  
Boloco\*  
Burlington Paint & Sip  
Burlington Records  
Burlington Town Center  
Burlington Violin Shop  
Church & Main Restaurant  
Church Street Tavern  
Crow Books  
Cynthia's Spa  
Danforth Pewter  
Dear Lucy  
Designer's Circle Jewelers  
Dobra Tea  
Downtown Danform Shoes  
Downtown Threads  
Dreamlike Pictures  
E.B. Strong's  
Earth Prime Comics  
Ecco Clothes  
Expressions  
Fjallraven\*  
Fremeau Jewelers  
Frog Hollow on the Marketplace  
Full Tank  
Gaku Ramen  
Garcia's Tobacco Shop  
Global Pathways Jewelry  
Good Times Gallery  
Halvorson's Upstreet Café

Hatley Boutique\*  
Homeport  
Jess Boutique  
Ken's Pizza and Pub  
Kiss the Cook  
KL Mountain Sports/The North Face  
Lake Champlain Chocolates  
Leunig's Bistro  
Lippa's Jewelers  
Lole\*  
Lucky Crush  
Marketplace Fitness Center  
Maven  
Michael Kehoe, Ltd.  
Monelle  
Next Level Barber Shop  
One Half Lounge  
Pascolo Ristorante  
Patagonia (Franchise)  
Quarterstaff Games  
Red Square  
Ri Ra Irish Pub\*  
Saratoga Olive Oil\*  
Scuffer Steak & Ale House  
Sox Market  
Speeder & Earl's  
Spellbound  
Stella Mae  
Stephen & Burns Salon & Spa  
Sweet Lady Jane  
Sweet Thing  
Sweetwaters  
The Optical Center, Ltd.  
The Body Shop\*  
Tina's Home Design

Top of the Block Sandwich Shoppe  
Tradewinds  
Trinket  
Uncommon Grounds Coffee & Tea  
Vermont Distillers

Von Bargaen's Fine Diamonds & Jewelry  
Warner  
WHIM Boutique  
Whiskey Room  
Zinnia

\*National store. The following national stores on Church Street do not take positions on municipal matters.

Athleta  
Banana Republic  
David's Tea  
Earthbound Trading  
Eddie Bauer  
GAP  
lululemon  
MAC Cosmetics  
Panera Bread.  
Second Time Around  
Ten Thousand Villages