SCOPE OF WORK

The Goody Clancy team is delighted to be working with the City of Burlington on the planBTV: South End master plan. Our team for this effort includes the following firms:

- **Goody Clancy (prime consultant):** Planning, urban design, and community outreach
- **CivicMoxie:** Creative placemaking and emerging arts districts
- **DuBois & King:** Transportation and stormwater

Scope of work for this initiative is described below.

We anticipate an approximately 9 month process for development of planBTV: South End, beginning in September 2014 with a draft plan by March 2015 and a community-vetted document ready for formal adoption by end of May 2015.

We have structured the work described above into three overarching tasks outlined within the RFP:

- **Task 1:** Integration of Existing Conditions Analyses
- **Task 2:** South End Master Plan, including development of a regulatory framework and a concept plan for Pine Street
- **Task 3:** Public Outreach & Engagement

Imbedded within each task is ongoing coordination with City staff. We assume weekly coordination calls and 15 person-trips over the course of planBTV South End. The allocation of work and deliverables across those tasks is described below:

**Task 1:** Integration of Existing Conditions Analyses

Findings from the VHB and HR&A studies now underway form an important foundation for planBTV South End, as do plans for the Champlain Parkway. As part of Task 1, the Goody Clancy team will:

- Review the analyses prepared by VHB and HR&A.
- Review analyses, plans and permitting parameters for the Champlain Parkway project.
- Identify implications of findings on the development of planBTV South End.
- Discuss findings and implications with City staff and the consultant firms as appropriate.
- Anchor options and strategies developed through planBTV in the data these studies provide.

We will address each of the areas currently under study by VHB and HR&A:

- Land use inventory
- Transportation analysis
- Stormwater and brownfields
- Real estate market analysis

Communication of this data to the broader community is addressed in Task 3: Public Outreach and Engagement.

**Task 2:** South End Master Plan, including development of a regulatory framework and a concept plan for Pine Street

As part of Task 2, the Goody Clancy team will:

- Review prior plans and studies, including the Municipal Development Plan, the Legacy Project, planBTV Downtown & Waterfront, planBTV Parks Master Plan, and studies related to Pine Street the Champlain Parkway project.
- Conduct an Urban Design Analysis, building upon previous analyses by plan BTV and VHB, to summarize issues including walkability and walkable distances, sensitive context transitions, land use, places for change and preservation, and place identity.
- Develop a concept design for Pine Street/Champlain Parkway that is responsive to community goals, multi-modal transportation needs and constraints, and permitting parameters for the Champlain Parkway project. This concept design will provide a foundation for more detailed engineering analysis. Development of a concept design for Pine Street/Champlain Parkway will be an “early action” initiative, to be completed by early January of 2015.
- Conduct art + community energy “hot spot” mapping
- Hold a work session with HR&A and VHB (potentially during the public charrette) to apply market, land use and infrastructure findings together with community goals to develop potential plan scenarios
- Develop alternative plan scenarios each with a defined theme, land use program and infrastructure approach; provide comparative analysis of scenarios for discussion with stakeholders; confirm and document preferred plan approach with stakeholders.
- Gather examples of relevant precedent places and implementation policies
- Illustrate plan scenarios with plan diagrams and 3-5 before/after images at selected locations.
- Review with City and key stakeholders a preliminary set of potential regulatory approaches and other implementation mechanisms; Refine regulatory approaches and implementation mechanisms in parallel with final plan refinement.
- Gather examples of relevant precedent places and implementation policies
- Create draft and revised outlines for final products; develop final documentation, with two iterations of review by City and key stakeholders

Sub-tasks anticipated as part of this portion of the work include development of...
major products:
a) Master Plan – land use and development vision
b) Regulatory framework
c) Pine Street/Champlain Parkway concept design

Task 3:
Public Outreach & Engagement

Sub-tasks anticipated as part of this portion of the work include:
a) 1-2 days of meetings/interviews, including:
   i. Kick-off meeting with City staff and other stakeholders as appropriate
ii. Public Engagement Plan “Summit” with City, BCA, SEABA, and others as appropriate
b) 2 public meetings to (i) launch the process and (2) celebrate development of the draft plan
c) Multi-Day Design charrette, including:
   i. Multi-Day Open House / Idea Forum
   ii. Creative Placemaking Speaker Event
   iii. Development of 6 – 7 case studies
   iv. Tactical urbanism event
d) Coordination with Burlington City Arts Exhibition / Artist in Residence Program
e) Provide film and photo documentation of process
f) Develop artist engagement plan + structure in partnership with the City, BCA, SEABA, local artists, and others as appropriate, resulting in:
   i. Structure for artist engagement in planBTV South End
   ii. Development of Artist Engagement Plan for community input and creative expression within the planBTV South End process
g) Support for 3 pop-up events / other arts-based engagement project
### Integration of Existing Conditions
- Understanding and communicating data and implications
- Confirming opportunities, constraints, and aspirations

### South End Plan
- **Initial analysis**
- **Draft plan development**
- **Final plan development**

### Pine Street/Champlain Parkway concept design

### Key Outreach Activities
- SOUTH END ART HOP
- ACTIVE LIVING WORKSHOP
- ARTS+ INDUSTRY CRAWL?
- DESIGN CHARRETTE
- DRAFT PLAN EVENT

### Schedule

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**MAJOR PUBLIC EVENTS**
- **Scheduled**
- **Proposed**

**DELIVERABLES**

**Approvals**

**DRAFT PLAN**

**FINAL PLAN**