



BURLINGTON CITY PLACE Redevelopment Project

**Business Outreach Meeting
September 7, 2017
City of Burlington**



AGENDA



- I. Welcome/Introductions
- II. Construction Overview
- III. What's the Message?
- IV. Parking Tips
- V. Traffic/Pedestrian Plan – Option Feedback
- VI. Questions
- VII. Communication Channels
- VIII. Next Steps



Construction Plan & Timeline

- ❑ The Project will be completed in stages to limit impacts on the area surrounding the construction site.
- ❑ **STAGE 1** – approximately 12 months, commencing Fall 2017
 - Months 1 – 6: Deconstruction, Excavation, Foundation Work
 - Months 7 – 12: Structural Steel, Begin Building Exterior
- ❑ **STAGE 2** – approximately 8 months
 - Months 13 – 20: Building Exterior, Begin Interior Work
- ❑ **STAGE 3** – approximately 12 months
 - Complete Building Exterior Work, Interior Work, Streetscape



**The road to success is always
under construction.**

Arnold Palmer



CHURCH STREET
MARKET PLACE



What WE Will Tell Our Customers

- Downtown is **OPEN FOR BUSINESS** during construction
- Downtown **STREETS ARE OPEN** to traffic and pedestrians during construction.
- Downtown has **PLENTY OF PARKING**
- Burlington **VISITORS WILL NOT BE IMPACTED** by the construction site.

Holidays 2017: Downtown Events

- **Santa Parade & Tree Lighting** (November 24)
- **Small Business Saturday** (November 25)
 - Kick off to **#ShopLocalShopBurlington**
- **Santa in Burlington Town Center** (Daily)
- **Reindeer & Miniature Horses** (Every Weekend)
- **Santa 5K** (December 3)



#ShopLocalShopBurlington

Help us encourage visitors to **SHOP LOCAL** this holiday season! We're inviting locally owned downtown Burlington stores to take part in our...

#ShopLocalShopBurlington campaign starting on Small Business Saturday (November 24th) and ending on Christmas.

#ShopLocalShopBurlington



Whether you're looking for a new blouse, home décor, ski gear or jewelry, SHOP SMALL and celebrate local merchants, this Saturday, November 26.

The Church Street Marketplace is proud to support Small Business Saturday, a day dedicated to supporting small businesses on the busiest shopping weekend of the year. More than 70% of Church Street's stores and restaurants are locally owned.



Betty, Angeli, Francois and Frank Bouchett Homeport	Stephanie and Mike Olson Keep Vermont Weird	Melissa Desautels Whim & Dear Lucy	Diana and Dave McLeod Bladewinds	Mara Brazilian Spellbound Vermont	Llyndara Harbour Stella Mae & Warner Supply	Bridget Huffman Little Citizen
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Our unique, locally-owned businesses are an integral part of the distinctive character of the Church Street Marketplace. Thank you for supporting local merchants in our community!

Visit www.churchstmarketplace.com/ShopSmall for more information.



You're Invited
TO EAT, DRINK, SHOP &
Be Merry



VISIT CHURCHSTREETMARKETPLACE.COM
TO ENTER TO WIN A HOLIDAY PRIZE PACKAGE

Promotion

- Thanksgiving Edition of the Burlington Free Press
- Direct Mail Campaign
- Video featuring local retailers.
- Social media campaign.
- Posters & in store collateral.
- Underwriting on VPR
- Star 92.9 Holiday Ads
- Email Blasts to 35,000+ Wifi Addresses

Open For Business!

Open for business during
Burlington City Place
construction!



L.L.Bean
Macy's
Hen of the Wood
Hotel Vermont
Juniper Bar & Restaurant
Courtyard Marriott
Bleu Northeast Seafood

For more information visit _____.

Open for business during
Burlington City Place
construction!



Simon Pearce
The Farmhouse Tap & Grill
Henry's Diner
A Single Pebble
NBT Bank
People's United Bank

For more information visit _____.

CSM to create Sandwich Board Signs at the corners of Bank & Church and Cherry & Church showing that businesses will remain open during construction.

Opportunity for Creativity, Community Engagement & Humor



Downtown Middlebury Block Party with branded hard hats for kids, “touch a truck”, live music etc.

Barre City shows a sense of humor with their ‘Big Dig’



User friendly map – shows phases of construction.

Parking Tips: Where to Park?

Customers:

- Two Hour Free Parking
- Parking on Streets and Using the App
- Private Garages
- Private and City Surface Lots

Employees:

- On-Street Parking Meetings (Tell them to look for the Brown-Tops!)
- Leased Parking Spaces

Parking Tips

❑ How to Navigate Around Construction?

- All street will be open.
- Don't forget the walking paths near Macy's
- Stick to Main and Pearl Streets
- Battery Street offers access to City garages
- Take a walk! Good for your health.
- Give Feedback

Remember it will all work out in the end & give us a better Burlington

Parking/Traffic Flow Option for Feedback: Bank Street between St. Paul and Pine

BURLINGTON CITY PLACE
Redevelopment Project

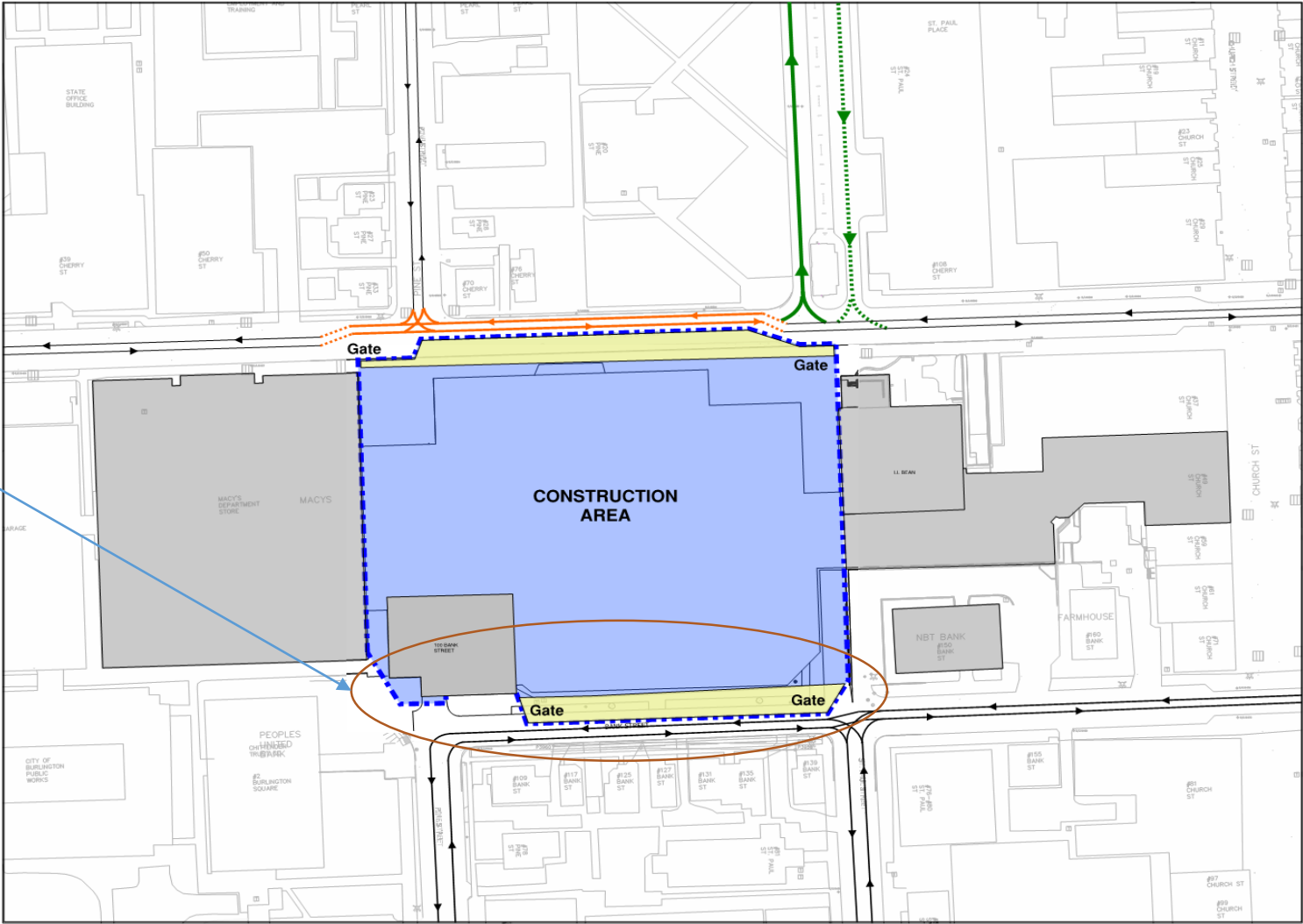
TRAFFIC PLAN

DRAFT

STAGE 1
12 MONTHS

- CONSTRUCTION FENCING
- ENCUMBRANCE AREA
- PUBLIC TRAFFIC ROUTING
- REROUTED TWO-WAY TRAFFIC
- BUS TRAFFIC ONLY
- BUS TRAFFIC/ZAMPERI GARAGE ONLY

Option affects
this block only



Currently Approved Traffic Pattern – Stage 1 – Two-way Traffic, No Parking

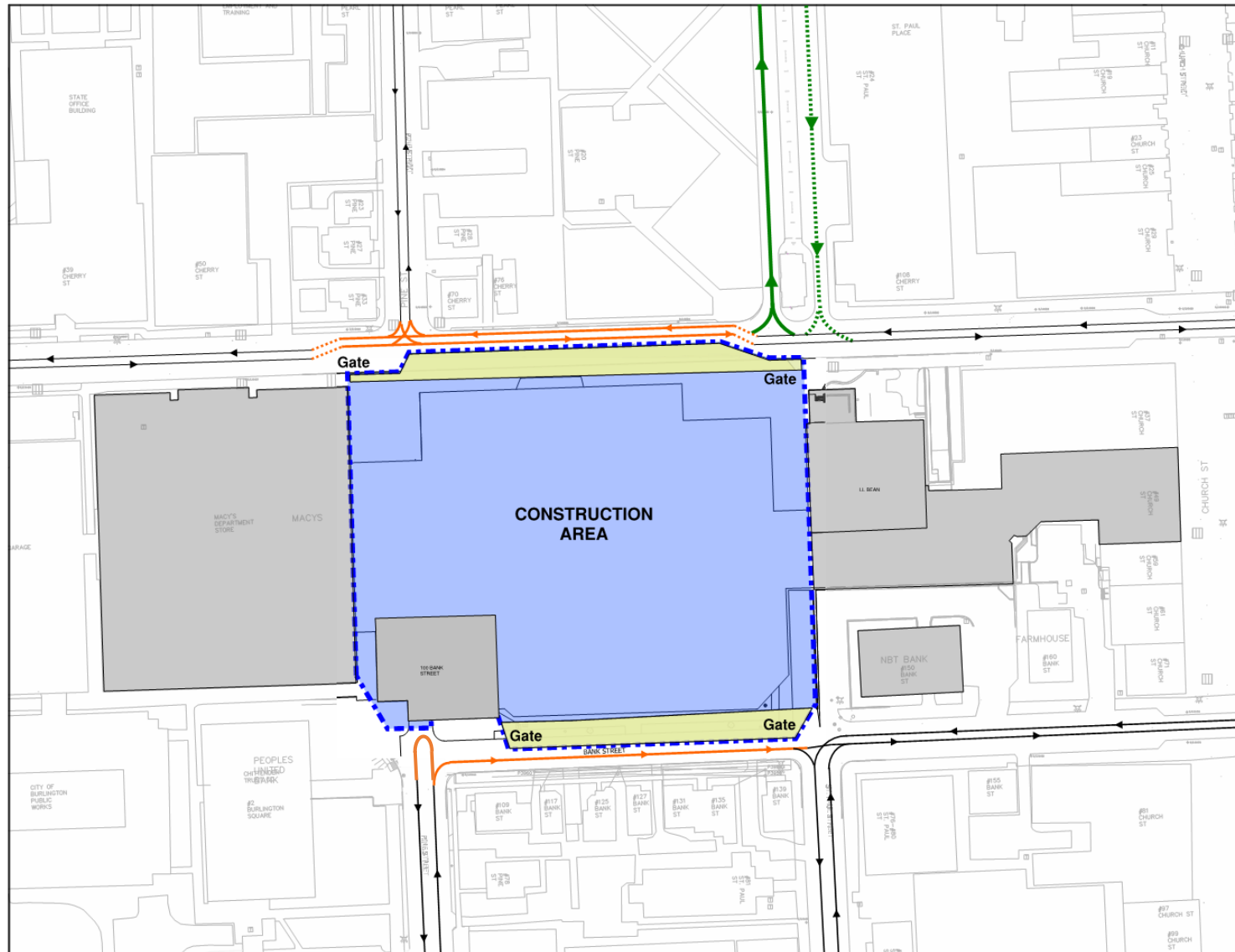


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Option: Bank Street Flows One-Way Toward East For One Block; Metered Parking Allowed

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BANK STREET PARKING PLAN

DRAFT

STAGE 1
12 MONTHS



- - - - CONSTRUCTION FENCING
- ENCUMBRANCE AREA
- EXISTING/AVAILABLE PARKING
- NO PARKING
- TEMP RELOCATED PARKING

Communication Channels - CITY

- **Main City Page Page:** (<https://www.burlingtonvt.gov>) New BCP Construction Update logo and link
 - **BTC pages:** New construction page with all updates, notifications of specific closures, extended work, etc.
- **DPW:** Home page (<https://www.burlingtonvt.gov/DPW>) will link to Construction Update page
- **CSM:** Weekly Updates
- **Social Media:** As needed



Communication Channels - DEVELOPER

- Onsite signage
- Hotline
- Website & social media channels will include periodic updates on status
- Notifications to city for specific closures or extended work
- Media outreach and advertisements





QUESTIONS?

