



Partners working together to cultivate an attractive and thriving downtown

## Design Committee Profile Sheet

**Team Leader: Wendy Lynch and Megan Watkins**

**Objective:** The Design Committee is charged with researching and recommending programs and resources successfully used by other municipalities including the development of a “the how to” guide to secure occupancy or expand operations and buildings in the greater downtown area. The Design Committee is challenged with thinking outside the box to ensure that the City processes retain validity but seek opportunities to reduce review and approval processes where possible. The new tools will be placed on the City’s website for viewing, to confirm internal performance measurements and to share with the Economic Vitality Committee.

Design	Review design guideline materials and website to provide user-friendly tools for property owners.
	Create landing page on city website for downtown revitalization efforts to track projects & progress.
	Update existing community profile, provide to real estate community
	Develop marketing materials for recruitment targets and for top three redevelopment sites.

**Goals:** The Strategic Plan (see excerpt from Plan above) identified several possible goals along with a schedule of implementation for the Design Committee, which includes the following:

*(Completion dates in bold)*

1. Review design guideline materials and website to provide user-friendly tools for property owners. **(Complete review, How To guide and make recommendations for change by Quarter 4 -2017)**
2. Create landing page on city website for downtown revitalization efforts to track projects & progress. **(Launch by Quarter 3 – 2017 and update quarterly)**
3. Update existing community profile, provide to real estate community **(Complete by Quarter 1 – 2018)**
4. Develop marketing materials for recruitment targets and for top three redevelopment sites. **(Identify priority site and develop “sell sheet” by Quarter 4 2017)**

### Action Items:

- Review guideline materials and website:
  1. Compile current materials (community profile, ease of doing business, façade grants, HPC, etc.) and update marketing materials to include Burlington brand.
  2. Identify other marketing materials that should be developed.

- Create landing page on website for downtown revitalization efforts:
  1. Identify useful material that is currently on the City website and pinpoint missing information to create a webpage to help business and property owners navigate City policies, procedures and financial incentives.
  2. Create a webpage that identifies the City's goals for revitalization and successful outcomes of revitalization projects.
  
- Update community profile and distribute to real estate community:
  1. Compile data and statistics regarding economic development, markets, demographics, traffic counts, financial opportunities, etc.
  2. Create a comprehensive document combining all elements above.
  3. Identify opportunities, process and tracking of materials distributed to key partners including real estate professionals, Chamber, City, RCEDC, downtown businesses, etc.)
  
- Develop marketing materials for recruitment targets and for top three redevelopment sites:
  1. Review top-scored targeted properties from the Plan; identify one property to focus on during year one; develop process to determine if targeted property can be renovated or should be razed.
  2. Develop a list of property owners and tenants and establish a dated retail space vacancy rate.
  3. Develop a potential map of key sites with property owners and assessed values.
  4. Identify marketing materials that should be developed.
  5. Create marketing plan with sites, opportunities, and financial incentives.

**How is success measured?**

- Completion of commercial recruitment materials
- Completion of step by step guide (via in print and electronically) to securing occupancy and starting a business
- Completion of a landing website page with resources for downtown revitalization and development
- Completion of an update community Economic Development Profile
- Completion of downtown vacancy list
- Renovation or demolition of selected redevelopment sites
- Marketing materials distributed to realtors and public

**What resources/support is needed to ensure success?**

- Partner with the City and RCEDC to assist in plan development, material review, data compilation, provide examples, etc.
- Other support needed?