



COMMUNICATION & COLLABORATION

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Our proposed Moran redevelopment will occur with all possible expediency following the established timeline of the PIAP for TIF funding approval. Continuing a widely collaborative approach, our team leadership will work alongside the many integral City of Burlington departments, Mayor Miro Weinberger and the community at large to address project details, regulatory hurdles and to develop a strategy for necessary infrastructure improvements outside of the Moran site before the public’s TIF vote in March. To date, this approach has been successful in engaging leaders from across the community, and we believe it will be essential to the success of any project on the waterfront.

Regulatory Hurdles:

Acknowledging that our proposed architecture and building operating program deviates from the previously permitted Moran Center project, we are prepared for a permit amendment process, including the near inevitability of some scale of public intervention. In the meantime, our team is working in close collaboration with CEDO to identify and prepare a preliminary scope of work in-line with existing permits and in accordance with imminently available funding through BEDI and the HUD Section 108 Loan (outlined above). This work will accomplish essential deferred maintenance and structural remediation on the Moran building, thereby

positioning the building for renovation and better enabling the redevelopment of the surrounding area.

Extended Permitting Approach:

Referencing previous permitting efforts for the Moran site, the proposed development intends to be in substantial conformance with the MDP, as per the following:

“The proposed development will transform a vacant municipal power plant into a mixed use cultural and recreational facility within the city’s Downtown Improvement District (pg. I-10, Downtown Improvement District).

The project includes a comprehensive stormwater management plan that collects and attenuates stormwater runoff prior to off site discharge. In addition to innovative on-the-ground measures such as constructed gravel wetlands and water quality swales, portions of the Moran roof will be renovated into green roofs (pg. H-5, Urban Ecosystems).

The Moran building is historically significant and will be renovated in such a way as to protect the existing form and features of the building (pg. IV-1, City Policies).” -Section 108 Loan Application

Renovation of the vacant Moran building and establishment of the proposed uses will contribute to Burlington’s status as a regional growth center and will bring additional jobs and economic vitality into Burlington’s downtown waterfront (pg. VI-3, Regional Growth Center & pg. VI-5, Creating New Jobs).

Redevelopment of the Moran is cited in the Economic Development Action Plan (pg. VI-13, Economic Development Action Plan).

The renovated and new structures included in this proposal will significantly exceed the city’s current energy efficiency standards. he renovated Moran is one of the few projects to actually incorporate a renewable resource into its climate control system (pg. VIII-1 , City Policies).” -Section 108 Loan Application

Important City Departments & Committees

The Department of Public Works: Stormwater
Contact: Megan Moir
The Department of Public Works: Traffic Calming & Neighborhood Enhancement Program
Contact: Nicole Losch
The Department of Planning & Zoning
Liason: Kirsten Merriman-Shapiro
Vermont Public Service Board
Contact: Chris Burns, BED
Burlington Telecom
Fire & Safety Warden
Contact: Chris Thompson

Key Community Stakeholders:

The Burlington Community Sailing Center
ECHO Lake Aquarium and Science Center
LocalMotion
Main Street Landing
Jack Wallace and Chuck Deslauriers, Hotel Vermont, Courtyard Marriot, & PIAP Marina Proposers
Burlington Segway Tours
Burlington Business Association
The University of Vermont

City of Burlington

EXPERIENCE



EXPERIENCE:

Development Entity
& Long-term Operating Structure

The Moran Building will be developed and managed by a to-be-formed 501(C)(3) not-for-profit corporation established in the State of Vermont. The preliminary working name for this organization is ‘New Moran.’ This entity will seek a long-term lease arrangement for the Moran building.

The draft mission of New Moran is: “To welcome all to a Moran Building which will utilize to its fullest potential its architectural and cultural heritage, and its setting, to inspire enjoyment and innovation in the realms of Energy, Art, Food, and Recreation.”

New Moran will have a typical Vermont non-profit structure. It will be governed by a volunteer board of directors representing a cross-section of community stakeholders, with an emphasis on the following attributes and abilities: mission-drive, teamwork, funding or fundraising, and expertise in a field related to New Moran. A committee structure, or an alternate vehicle, will be created to enable board members to more directly provide individual work-hours to New Moran programs.

Staff will be that of a typical Vermont non-profit, consisting of an Executive Director at the outset, with Program Directors and subordinate staff added as necessary, on par with the growth of the organization (see Proforma).

Our proposed team, lead by Charlie Tipper, and including as advisors Paul Bruhn, John Killacky,

Doreen Kraft, Michael Metz, and Stuart Comstock-Gay, will continue to engage area non-profit leaders to establish a framework for the structure of New Moran in the event this proposal is accepted. Immediate 2013 goals will be establishing: board of directors; mission statement; corporate structure; draft by-laws; legal and accounting/tax team, major-donor cultivation, etc. Initial staff will consist of Tad Cooke and Erick Crockenberg serving as interim Co-Executive Directors.

Cooke and Crockenberg, acting under the to-be formed board of directors and with support from numerous Vermont non-profit leaders (see Appendix X for Letters of Support) will administer the redevelopment entity through its first year. The board will embark on a competitive national search for a qualified Executive Director whose experience, creative vision and capacity for enlightened leadership will catapult Moran onto the national, and international stage while delivering the building and its programs as a new beloved landmark in the world of Burlington. This search will model the recent search conducted by the Flynn Center for Performing Art.

Immediately upon acceptance of this proposal, coupled with the City’s commitment to perform the tasks necessary to balance the risk of this new venture, New Moran will raise sufficient funds from public and private sources to execute this organizational start-up and proceed with project implementation. One of the first orders of business will be to assess feasibility of raising the \$4.2m of philanthropic capital. It is the opinion of this team, and of the non-profit leaders consulted to date, that this goal while ambitious, is not unrealistic.

Development Team Overview

Development team and program partners are outlined below; short bios, written commitment to the project and relevant experience are documented in Appendix B.

Development & Management Entity: “New Moran” 501(c)(3) - *working title*

Lead Project Management:
Room 9 Redevelopment LLC & Renaissance Development Company

- Primary development partners include:**
Non-Profit Creation: Charlie Tipper, Erick Crockenberg & Tad Cooke
Architecture: Smith-Buckley Architects
Finance & Project Management: Jeffry Glassberg, Renaissance Development Company
Structural Engineering: Engineering Ventures
Construction Cost Estimating: PC Construction
Energy Strategy & Finance: BETTER P3
Environmental Management: Waite-Heindel Environmental Management
Engineered Wastewater: John Todd Ecological Design, EcoSolutions
RFP-Stage Fiscal Agent: Preservation Trust of Vermont (PTV)
Philanthropic Support to date: Vermont Community Foundation

- To date, program partners include:**
Food & Drink: The Farmhouse Group and Zero Gravity Craft Brewery
Arts & Artisan: AO Glass Works, ‘Generator’ Maker Space, & Burlington City Arts (BCA)
Community Gardening: The Vermont Community Garden Network,
Community Media/Technology: Found Line, BTV Gig, Code for BTV, VCAM, CCTV, & RETV
Recreation: Burlington Community Sailing Center
Events: Crothers Management Group