

Business Engagement Plan

28 Austin Street

Newtonville

Prepared by:

Austin Street Partners LLC

November 2017

Updated March 2018

Submitted to the City of Newton on 28 November 2017.

Condition #21 of Special Permit 119-15 requires:

“Recognizing that communications and planning for engagement of the business community are important particular during the construction period of the project ASP shall implement a Business Engagement Plan in order to predict, preempt and address issues which may arise affecting the general community in furtherance of such plan:

- a. ASP shall establish communications protocols for continuing two-way communications with the business community including information on the Interim Construction Parking Plan referred to in Condition #12;*
- b. ASP shall establish the Shuttle bus service referred to in Condition #6 at an estimated cost of \$250,000;*
- c. ASP shall, at the time of receipt of a building permit (other than a foundation permit) for the project establish a \$150,000 Construction Mitigation Fund to be administered in conjunction with a responsible third party approved by the Director of the Planning and Development and City Solicitor;*
- d. ASP shall, during the course of construction of the Project establish a \$50,000 "Shop Newtonville" fund for the promotion of businesses in Newtonville during the construction period;*
- e. ASP shall allocate the sum of \$25,000.00 as a contingency fund to pay additional costs accruing in ASP's judgment to fund shortfalls or additional needs in this Condition 21 (a)(b)(c)(d)*
- f. ASP shall engage a business liaison facilitator to coordinate ASP's efforts for the Shuttle bus service referred to in this Condition #21, to supervise and implement the Interim Parking Plan referred to in Condition #12, to serve as a point of connection between ASP, the Liaison Committee referred to in Condition #8; and to coordinate a project website and 24 hour hotline, informational meetings and monthly merchant newsletter.*

To the extent that the period in which the Shuttle bus is required to operate for more than 15 months from its start until it ceases then ASP will contribute an additional \$5,000.00 per week to the Construction Mitigation Fund established in furtherance of the Business Engagement Plan.”

The following Business Engagement Plan is intended to satisfy Condition #21 of Special Permit #119-15.

- a. **ASP shall establish communications protocols for continuing two-way communications with the business community including information on the Interim Construction Parking Plan referred to in Condition #12.**

Construction will consist of two phases including the five week “Pre-Construction Phase” which allow installation of underground footings and stormwater management systems in the southern third of the Austin Street Municipal Parking Lot will maintain approximately 100 open parking spaces and the 12-month “Construction Phase” when parking will be reduced to 50 on-site parking spaces and a shuttle will operate to parking at the Newtonville Satellite Parking Area at 150 Jackson Road.

It is anticipated that the Pre-Construction Phase will commence in January 2018 (weather permitting) and the Construction Phase will commence in March 2018.

Fourteen days prior to the Pre-Construction Phase and thirty days prior to the Construction Phase commencement, ASP will contact (in person, by mail, by phone or by email) all merchants located on Walnut Street between the MassPike and Washington Park and Austin Street between Walnut Street and Lowell Avenue. See sample “Construction Phase” post card below.

Approximately two weeks prior to the Construction Phase commencement, ASP will host an informational meeting.

Each thirty days after the Construction Phase commencement, ASP shall distribute a monthly merchant newsletter containing updates about construction, interim parking, and other items of concern and will host a drop in coffee to answer questions and outline plans for the month ahead.

A 24-hour hotline will be monitored by ASP’s general contractor, NEI Contracting, and project manager, Up2Code during construction at (617) 213-0528

Austin Street Construction – Important Information

SAVE THIS CARD

INFORMATIONAL MEETING – FEBRUARY xx, 5 -6 PM, SENIOR CENTER

Learn about the project and schedule

MONTHLY DROP IN COFFEE WITH THE CONTRACTOR

George Howell Coffee, 3 PM, *last Thursday of each month*

Ask questions and find out about plans for the month ahead

EMERGENCY CONTRACTOR HOTLINE – 24/7 – (617) 213 0528

Urgent questions, comments or complaints

SHUTTLE BUS TO NEWTONVILLE SATELLITE PARKING AREA

Monday – Friday 6:30 AM – 7 PM ... Saturday 9 AM – 3PM

www.newtonvilleshuttle.com

**Over
\$400,000
in Benefits**

**NEWTONVILLE
BUSINESSES GET
CONSTRUCTION AID**



**173 TEMPORARY
PARKING SPACES
FOR VILLAGE SHOPS**



**EMPLOYEE AND
COMMUTER SHUTTLE
DAILY AND SATURDAY**



**\$150,000 CONSTRUCTION
MITIGATION FUND
ENSURES PROFITS**

SHOP NEWTONVILLE.



We've got your back during construction.

68 new apartments above the reconstructed Austin Street municipal parking lot promise to bring over \$1.8 million of new retail and restaurant spending *annually* to Newton. That's good news for Newtonville businesses. But what about during construction? What will happen then? Where will customers and employees park? What will happen to *my* business?

Austin Street Partners, developer of the Austin Street parking lot, working with the City of Newton, has identified over 170 temporary parking spaces: 70 temporary village spaces for short-term parkers and 100 satellite parking spaces for medium- and long-term parkers. We are committed to your success and will contribute over \$400,000 in construction period aid to Newtonville business.

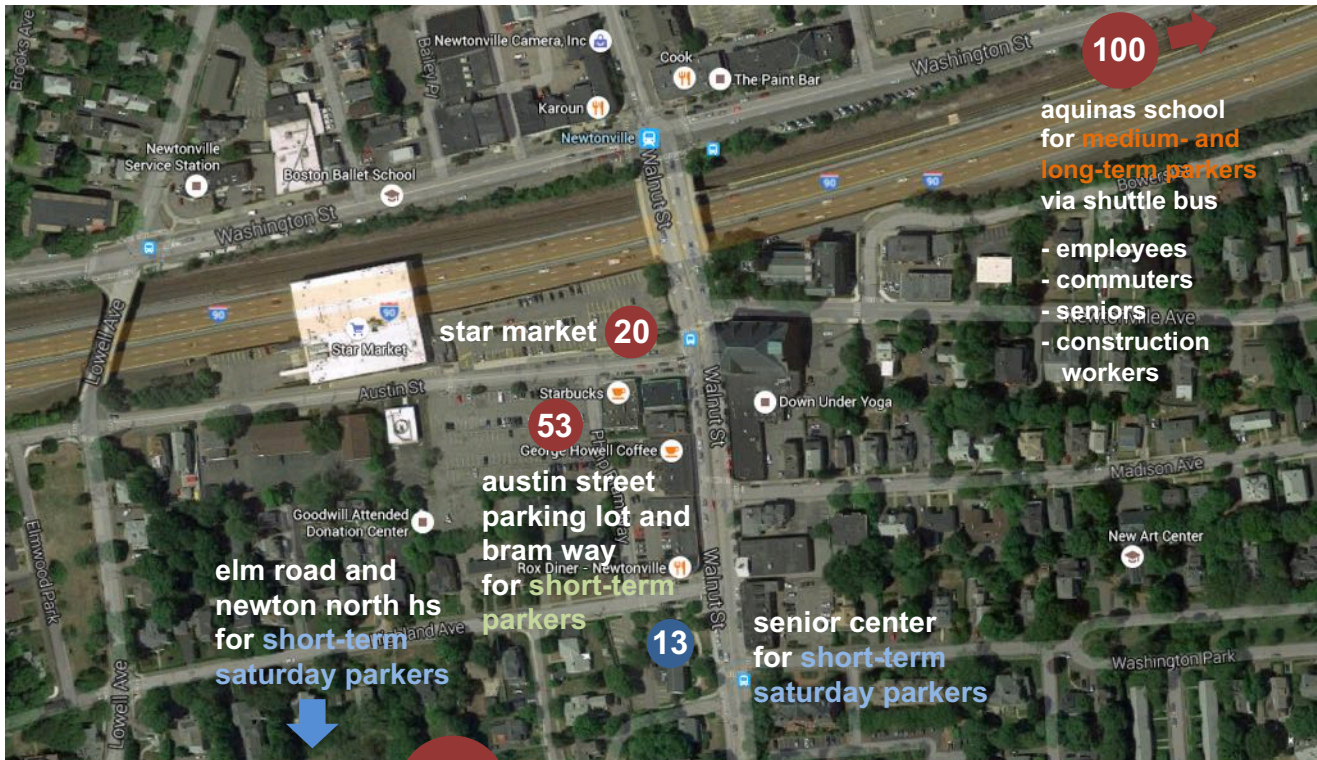
Here's how:

- \$250,000 shuttle bus for employees to satellite parking daily and Saturdays
- \$150,000 Construction Mitigation Fund to ensure merchant profitability
- \$50,000 **Shop Newtonville** Marketing Fund to promote village businesses
- Business Liaison to answer questions, solve problems and promote business
- 24-Hour Construction Hotline (1-833-4AUSTIN) and website
- Monthly informational update meetings and newsletter

Over 500 Newton residents have already pledged to shop and eat in Newtonville during construction.

SHOP NEWTONVILLE.

Where will I park during construction?



173 new temporary spaces
plus 320 existing spaces south of the MassPike too!

73 short-term spaces in the Austin Street and Star Market lots and on Bram Way

100 medium- and long-term spaces via shuttle

The Austin Street Municipal Parking Lot has historically had 127 public spaces with recent peak demand of 112 parkers.

During construction, the developer and the City of Newton have identified 173 temporary parking spaces — including 50 spaces right in the Austin Street Municipal Lot and 20 public spaces in the Star Market parking lot and three spaces on Bram Way — so your short-term shoppers and diners can park where they always have.

In addition, the developer and City will run a shuttle — daily and Saturdays — to the City’s Aquinas School for convenient medium and long-term parking for employees, commuters, seniors attending the Senior Center and construction workers.

b. ASP shall establish the Shuttle bus service referred to in Condition #6 at an estimated cost of \$250,000.

ASP has identified a third party contractor to provide shuttle bus service that will operate during construction approximately every 20 minutes from 6:30 AM to 7 PM Monday to Friday and from 9 AM to 3 PM on Saturdays. See photo attached.

The shuttle will make the following stops:

1. Newtonville Satellite Parking Area at 100 Jackson Road Parking Area
2. Corner of Walnut Street and Washington Street at MBTA Commuter Rail and Bus Stop
3. Corner of Walnut Street and Austin Street at MBTA Bus Stop
4. Corner of Walnut Street and Highland Avenue on Highland Avenue

On Saturdays, it will proceed to the Newton North High School parking lot at the corner of Elm Road and Walnut Street. (See maps attached.)

ASP will also be responsible for transporting all construction workers between the Newtonville Satellite Parking Area and the Site regardless of the Shuttle's hours of operation.

ASP will provide free ridesharing or equivalent Newton-based taxi service for employees of Newtonville businesses who use the satellite parking at the Newtonville Satellite Parking Area and need transportation outside the normal hours of operation for the Shuttle. Requests for reimbursement can be submitted at www.shopnewtonville.com. Newtonville merchants will be contacted when construction begins to alert them to this benefit.

ASP shall make best efforts to coordinate with the Senior Center around its programming to provide additional or scheduled service so that seniors are not left waiting in the cold or heat for the Shuttle.

In addition, a mobile phone app will provide information about the location of the shuttle at all times. The app can be accessed at www.shopnewtonville.com.

Parking at Newton North High School and on Elm Road will also be available on weekends, during the summer and when not in use by the school and as permitted by Newton Public Schools.

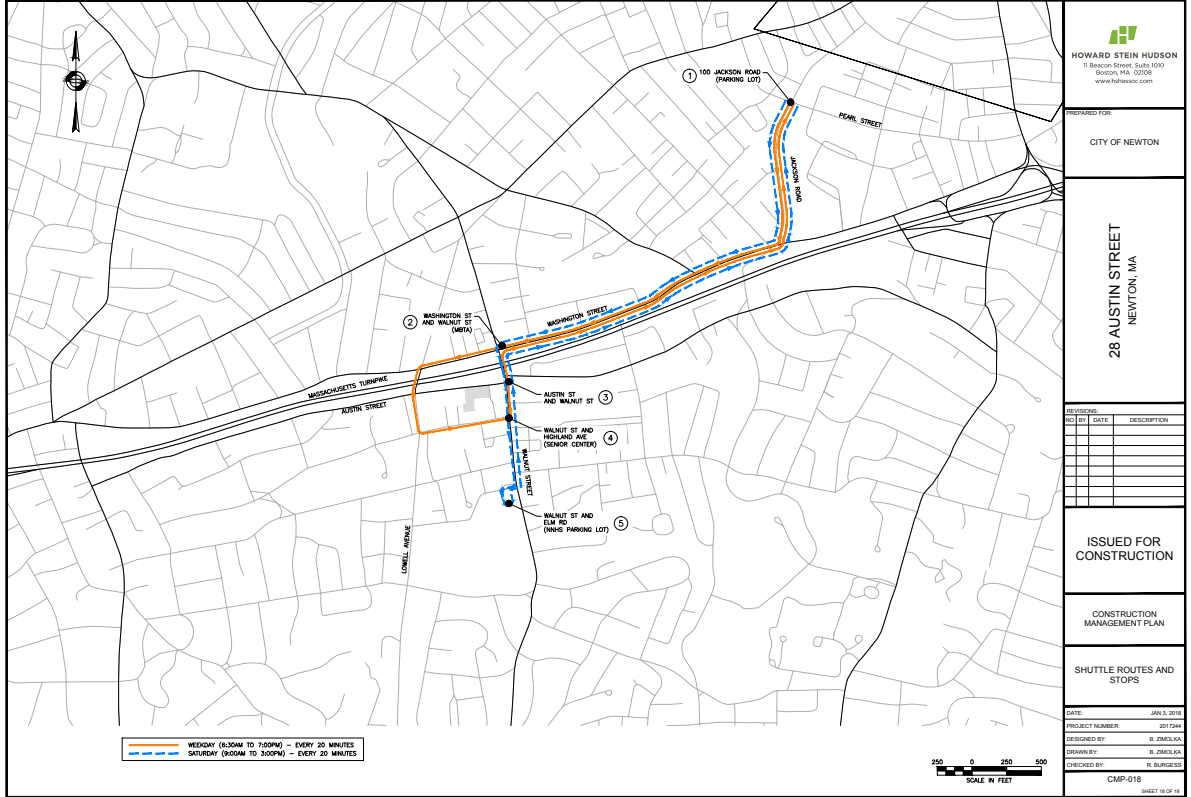
The shuttle will service Newton North High School on Saturdays from 9 AM to 3 PM.

Additional parking at the Senior Center will be available on weekends when not in use by the Senior Center.

Shuttle service will commence when ASP first closes portions of the current municipal parking lot to the public and will continue until the earlier of either: 1) a minimum of 100 parking spaces in the new municipal parking lot are open to the public or 2) the Liaison Committee agrees that the satellite parking and Shuttle are no longer necessary.

Following termination of the Shuttle service, ASP will require the Project's construction workers to park in the Project's basement parking and shall not permit the Project's construction workers

to park in the new municipal parking lot or on the streets surrounding the Site.



- c. **ASP shall, at the time of receipt of a building permit (other than a foundation permit) for the project establish a \$150,000 Construction Mitigation Fund to be administered in conjunction with a responsible third party approved by the Director of the Planning and Development and City Solicitor.**

The Construction Mitigation Fund will be administered by Pre-Trial Solutions, Inc., a Boston mediation and arbitration firm run by Christopher P. Kauders, a well-respected and experienced mediator.

Mr. Kauders founded Pre-Trial Solutions, Inc. twenty-three years ago in 1995. Before starting his own firm, Mr. Kauders spent eight years mediating cases as Executive Vice President of U.S. Arbitration & Mediation of New England, Inc. He was court-appointed as a founding member of the Superior Court Mediation Panels for Suffolk, Norfolk, Middlesex and Worcester counties. He now serves on the Trial Court Standing Committee on Dispute Resolution, where he advises the Chief Justice of the Trial Court with respect to the implementation and oversight of court-connected dispute resolution services. He has also served on mediation panels for the AAA, FINRA, NASD, and FDICRTC. Before entering the ADR field as a full-time practitioner, Mr. Kauders practiced law at Bank of Boston and at the Boston law firm of Needham & Warren.

Since establishing Pre-Trial Solutions, Inc. in 1995, Mr. Kauders has mediated and arbitrated disputes throughout New England. He is a frequent lecturer for continuing legal education programs and professional conferences throughout the region.

Mr. Kauders received his undergraduate degree from Northwestern University. He holds a J.D. and a M.B.A. from Boston College. Mr. Kauders was appointed by the Governor to the Mass. Commission Against Discrimination Advisory Board and serves on the Board of Directors of The Seeing Eye, Inc. and the Massachusetts Eye & Ear Infirmary. He was on the boards of Freedom Scientific and Chestnut Hill School. Mr. Kauders is an investor in several privately held corporations. (More information at <https://www.pretrialsolutions.com>.)

Upon completion of construction, Mr. Kauders will have the sole discretion to make awards up to \$150,000 total to eligible Newtonville merchants located on Walnut Street between the MassPike and Washington Park and Austin Street between Walnut Street and Bram Way who have submitted timely claims for and alleged bona fide business losses attributed to impacts from construction.

A claim form will be provided to any merchant who contacts Austin Street Partners and seeks to file a claim with Pre-Trial Solutions.

In the event no claims are filed during the construction period, Austin Street Partners will fund a \$25,000 merchant improvement fund available for use for a period of 12 months after construction and used to fund 50% of the cost of any signage, flowerbox or awning improvements (up to \$2500 per merchant) made by eligible merchants on a first come, first serve basis.

List of Participating Merchants (Preliminary)

Brewer's Coalition	344 Walnut Street
Aji	340 Walnut Street
William Raveis Real Estate	338 Walnut Street
Opticians 3	336 Walnut Street
Village Bank	332 Walnut Street
Natural Sense Skin Care	326 Walnut Street
Los Amigos Taxqueria	324 Walnut Street
Newtonville Pizza	322 Walnut Street
Sal's Barber Shop	320 Walnut Street
Lapels Dry Cleaning	318 Walnut Street
Great Harvest of Newtonville	316 Walnut Street
Good Feet	310 Walnut Street
Down Under Yoga	306 Walnut Street
Get In Shape for Women	300 Walnut Street
Bella Boutique Spa	296 Walnut Street
H & R Block	294 Walnut Street
Rox Diner	335 Walnut Street
Rancatore's Ice Cream	333 Walnut Street
Newtonville Laundromat	329 Walnut Street
Nail It	325 Walnut Street
Brookline Bank	323 Walnut Street
The UPS Store	321 Walnut Street
Cobella Beauty Salon	315 Walnut Street
George Howell Coffee	311 Walnut Street
Fitness Together	309 Walnut Street
Citizens Bank	305 Walnut Street
Bank of America	303 Walnut Street
Lorraine Village Cleaners	12 Austin Street
Craft Beer Cellar	14 Austin Street
Starbucks	18 Austin Street
Golden Scissors	20 Austin Street
Gordons Liquors	31 Austin Street
Star Market	33 Austin Street
Giroux Brothers Martial Arts	35 Austin Street
Mark Dental Group	37 Austin Street
Rockland Trust	40 Austin Street
Fusion Workouts	60 Austin Street

- d. **ASP shall, during the course of construction of the Project establish a \$50,000 "Shop Newtonville!" fund for the promotion of businesses in Newtonville during the construction period.**

The "Shop Newtonville!" marketing campaign will fund a sophisticated multimedia advertising campaign that will include:

- a weekly quarter page full process color advertisement in the Newton Tab;
- online display ads on newton.wickedlocal.com, the online news source for the Newton Tab targeted exclusively at shoppers with Newton zip codes resulting in over 60,000 weekly impressions;

Newton TAB advertising and digital marketing are intended to remind Newton consumers that Newtonville is open for business during construction and keep them shopping in Newtonville.

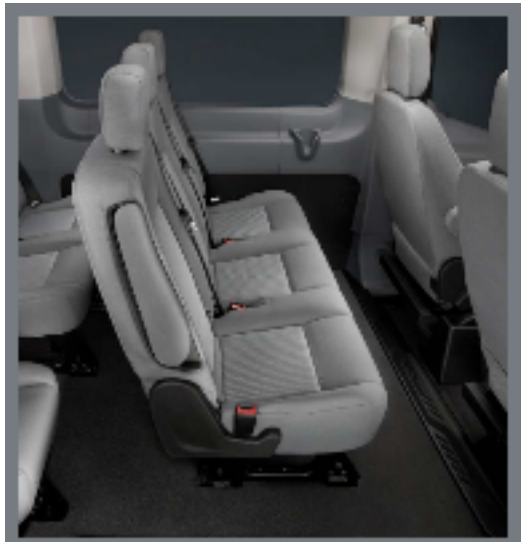
The weekly ads will include the www.shopnewtonville.com URL and the Shop Newtonville website will list current discount offers and links to participating Newtonville merchant websites.

Working with the City's Economic Development Director, Newtonville merchants and a marketing consultant, ASP will tailor weekly ads to promote seasonal events and activities. Coupons for free and discounted merchandise will drive consumer traffic throughout the construction period. See sample ad attached.

In addition, the parking shuttle will be shrink wrapped with the "Shop Newtonville!" message to promote Newtonville merchants.

Finally, approximately \$1000 per month will be spent on promotional activities and events such as outdoor music, yoga, and art while working with and utilizing the goods and services of area merchants to the extent possible. See sample events attached.

Shrink Wrapped “Shop Newtonville!” Parking Shuttle
(Preliminary concept – subject to change)



Sample Monthly Promotional Activities and Events
(Subject to change; supplies limited to first 500 people)

March	\$2 off coffee at neighborhood cafes or restaurants
April	Can we buy you a drink? at neighborhood restaurants
May	Bread for bread at Great Harvest -- \$2 off any loaf
June	Yoga Down Under outside - free outdoor yoga-Sundays
July	Free Wednesday night jazz concerts
August	I scream, you scream – \$2 off ice cream
September	\$2 off pizza or tacos or restaurants
October	Halloween Art Party with the New Art Center
November	\$2 off nails, hair or beauty products
December	\$2 off shipping at UPS
January	\$2 off coffee at neighborhood cafes or restaurants
February	Can we buy you a drink? at neighborhood restaurants

Sample Display Ads



Coming Soon.

Shop Newtonville.

Rome wasn't built in a day and Newtonville won't be either. So in the meantime, support our fine merchants.

Construction starts March 1 on the Austin Street Parking Lot. But don't worry. There will still be 50 public parking spaces on site, 20 public parking spaces in the Star Market parking lot and free parking at the Aquinas School via a free shuttle.

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Brought to you by **Austin**, Newton's friendliest and smartest housing.



I scream, you scream.

Shop Newtonville.

We all scream for ice cream.
Spend \$10 in Newtonville, get \$2 off any ice cream.
We know time is money, so we'll buy you an ice cream to encourage you to support our fine merchants.

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Brought to you by **Austin**, Newton's friendliest and smartest housing.

- e. ASP shall allocate the sum of \$25,000.00 as a contingency fund to pay additional costs accruing in ASP's judgment to fund shortfalls or additional needs in this Condition 21 (a)(b)(c)(d)**

This is a contingency to be spent if needed on above described communications, shuttle, mitigation or promotional activities.

- f. ASP shall engage a business liaison facilitator to coordinate ASP's efforts for the Shuttle bus service referred to in this Condition #21, to supervise and implement the Interim Parking Plan referred to in Condition #12, to serve as a point of connection between ASP, the Liaison Committee referred to in Condition #8; and to coordinate a project website and 24-hour hotline, informational meetings and monthly merchant newsletter.**

Joe Cyrulik, Owner's Representative of Up 2 Code Consulting, LLC will serve as the business liaison facilitator to coordinate all of ASP's efforts. Mr. Cyrulik's responsibilities will include:

- Coordinating the shuttle bus service
- Supervising and implementing the Interim Parking Plan
- Coordinate with the Liaison Committee
- Coordinate the project website (www.austinstreetnewton.com), the 24-hour hotline, informational meetings and the monthly merchant newsletter.

To the extent that the period in which the Shuttle bus is required to operate for more than 15 months from its start until it ceases then ASP will contribute an additional \$5,000.00 per week to the Construction Mitigation Fund established in furtherance of the Business Engagement Plan.

Additional contributions of \$5,000 per week shall be made to the Construction Mitigation Fund if construction continues more than 15 months from commencement.