

# BUSINESS BAROMETER

## City launches downtown parking study

**NEW LOCATION:** Berkshire Hematology Oncology has relocated from 8 Conte Drive to 165 Tor Court. The formerly independent medical organization specializing in cancer treatment is now part of Berkshire Medical Center.

**SMALL BUSINESSES:** After Thanksgiving, many area businesses will mark "Shop Small Saturday," an event on November 30 to highlight small businesses. The Berkshire Chamber of Commerce has joined the nationwide program as a "Small Business Saturday Neighborhood Champion." American Express is the lead sponsor of the initiative.

**ANNUAL MEETING:** The Berkshire Chamber of Commerce will hold its annual meeting on December 11 at 7:30 a.m. at the Crowne Plaza Hotel. Tickets are \$30. The event will include election of officers and recognition of recent "members of the month." For information or reservations call 499-4000.

**NEW BUSINESS:** Karen Kowalczyk, PC, an accounting firm, 222 South Street, suite 210.

**HONORED:** Louann Harvey has been named outstanding citizen of the year by BerkShares, the local currency organization

**NEW POSITIONS:** At Adams

The City of Pittsfield has launched "a sustainable parking management study" in downtown Pittsfield. This management study will aim to provide the framework to make parking an asset, not a barrier, to continued downtown growth.

The study will seek to tie together all of Pittsfield's downtown revitalization efforts to ensure there is adequate, convenient parking for customers, employees, visitors, and residents. The plan may include the introduction of on-street paid parking, new technology, changes to downtown employee parking permits, updates to wayfinding and directional signage, and improved enforcement efficiency. In addition, complementary issues such as intersection improvements and

circulation patterns, bicycle route, parking, public transportation and other initiatives will be evaluated for their impact on the overall parking system. The team will also review the administrative structure, governing entities, parking finances, and general operations to ensure that the recommendations of this effort can be implemented efficiently and effectively.

A primary component of this effort is to understand current challenges and strains on the parking system from customers, employees, residents, visitors, and others. "Public involvement is vitally important to this study" said community development director Doug Clark. "We want to encourage everyone to complete

an online survey and participate in the parking open house" The parking survey is on the front page of the City of Pittsfield web site, [www.cityofpittsfield.org](http://www.cityofpittsfield.org)

In addition to the survey, the study team invites all to attend an Open House on Thursday, December 5 from 4 to 8 p.m. in the Colonial Theater lobby to provide input on parking concerns in downtown. The open house is designed for individuals to come for as little or as long as needed; the open house has a variety of exercises and tools to gather as much input from attendees as possible.

After the outreach efforts are completed, the study team will hold another public meeting in early 2014 to present initial strategies and recommendations.

