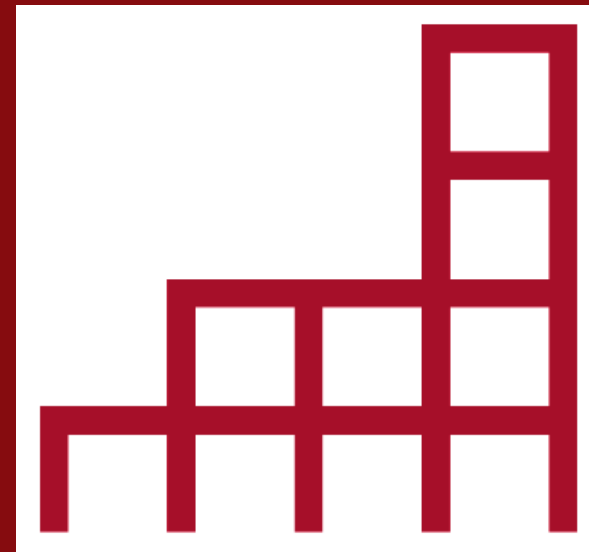


Phase 2 Conceptual Design & Scoping



Moran Frame

Concept Design

Community Engagement

2023

Information from Stakeholder Meeting #2

November 16, 2023

Phase 2 Community Engagement Post Cards

Made available at numerous host site around the City

Imagine a place with...

What are you excited about coming to life at The Moran Frame?
Check off your favorites & leave a comment on the back of this card. Results will be shared with the Design Team and at the first Public Meeting later this year!



Waterfront Seating



Public Art



Water Play



Waterfront Grilling



Unique Open Space



Fun for All Ages



Views up High



Vendors/Markets



Fun for All Seasons



Concerts/Theater



Restrooms/Pavilion



Connections



More Plantings



Neighborhood Park



Fun for All Abilities

Postcards

After years of planning, Burlington's opportunity to make The Moran Frame one of the most spectacular public spaces in the country begins now, and we want to hear from you! Is there an experience missing along the waterfront that you'd like to see incorporated? Use the space below to submit your comments.

Swimming Pool that is free for public access -
Waterfront cafe - seating food + drink trucks
Please + Thank You



Scan the code above to comment online!

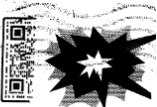
DROP OFF OR MAIL TO
Community & Economic Development Office, City Hall
149 Church Street, Rm 32
Burlington, VT 05401

In partnership with:



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I'd like the City to research the feasibility of a "Ski-Lift" running from atop the Moran To a tower located somewhere in Battery Park, or wherever more practical.
Vermont has plenty of ski lifts expertise, and an attraction like this would attract visitors, making the trip to and from the waterfront unique and alleviate car traffic down there.



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Place to hang out by + in the water by all ages - green space + fun for families all season. Moran Beach has some aspects of this. Edible shrub level + lawn interesting plants, preserving views. Ice skating rink. Rink path + skate board park remain. Fishing wharf, railing - (exp. table) Yes to grilling - for regular folks. Lawn + benches + natural areas. No hidden obscured spots between people travelled area + lake. Lifeguards for swimming + water play. More water area possible - like Brighton - but preserve all public access, do not leave that away to private vendors, free access. Thanks events still privileged - park first, not event first. Play area for all.



Scan the code above to comment online!

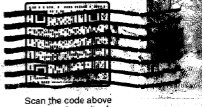
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Make it a place that draws people together to play, relax, engage, share and connect.
Emphasize interest that reaches across socio-economic and cultural divides.



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TAKE ADVANTAGE OF THE STRUCTURE TO HAVE SOME GREAT VIEWPOINTS.
FUN FOR ALL AGES AND ALL SEASONS IMPORTANT TO BRING MORE PEOPLE TO ENJOY THE WATERFRONT - ALL YEAR ROUND!
BRING LIFE TO AN EMPTY STRUCTURE



Scan the code above to comment online!

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1. Tear down the Moran Plant's remaining framework and sell the steel.
2. Make a bio-diverse learning center with paths leading through a mix of sculptural + labelled gardens which include examples of native grasses, flowers, ground covers, etc. + fruit trees and edible bushes.
- I am horrified by the lack of local children and adults who still know so little about "Native" plants, especially the healthy edible varieties! Thanks



Scan the code above to comment online!

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Starting to enjoy the skeleton structure but would love to have a screen for outdoor movie viewing and select # of food trucks available.
There are so many talented artists in town and public art is always enjoyable. Winter time skating - not hockey but similar to Rockefeller Center rink - protected from cold winds off the lake some too.
Thank you for requesting input. Not Planner - long time Burlington resident.



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I appreciate the creativity of this process! Accessible space is needed, market space for year-round small vendors sounds good, as does creative gardens, and maybe a walk-way with a view. Good to think about something that complements other areas of the waterfront Park.



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It should be a place where all people feel welcome and can enjoy the space.



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Although many of the ideas depicted on the front are good, I think the city should create a space that takes advantage of the height & unique structure of the frame - allow access up & through it! *Business not a frame!*



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So much potential. I love Friends of Frame! Check out the Ithaca Farmer's Market - Permanent Vendor Space + covered... means no/less hassle for vendors and all-weather (or nearly) access!
Thank You.



Scan the code above to comment online!

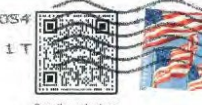
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we need to create something unique that isn't already available along the beautiful waterfront



Scan the code above to comment online!

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Postcards

After years of planning, Burlington's opportunity to make The Moran Frame one of the most spectacular public spaces in the country begins now, and we want to hear from you! Is there an experience missing along the waterfront that you'd like to see incorporated? Use the space below to submit your comments.

Indoor performance space
Rotating art exhibits for local artists (Vermont)
Waterfront access
A dog friendly waterfront area
Picnic area - restrooms
landscaping- connect to bike path
Accessible- all ages + abilities



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Have you been to a Time Out Market?
There's one in Brooklyn with great views - it has an outside terrace but restaurant stools (like a food market / indoor food trucks) are indoors and year round. BTV is missing a winter spot to eat on the waterfront. Places like farmers + foragers would become year round. We may be too small a city to interest Time Out but we might be able to create a similar vibe independently.



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Concert/theatre venue
would be nice.
K. LaBelle



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Perhaps a public pier?
(with walking only, not bikes).
So secure bike parking on shore
would be necessary.



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~ Figit tent Fridays ~
Sensory light Pier
• Stress Balls
• Figit Spinners

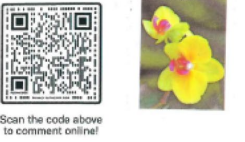


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We would like this to not be
a haven for homeless people.
We are in the hospitality/travel
tourism industry and while we care
deeply about seeing homeless people in
our community housed - the
attended to encampments all over
Burlington has hurt the tourism industry
in the area significantly.



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I'd like the City to research the feasibility
of a "Ski-Lift" running from atop the Moran
to a tower located somewhere in Battery
Park, or wherever more practical.
Vermont has plenty of ski lifts expertise,
and an attraction like this would attract
visitors, making the trip to and from the
waterfront unique and alleviate car traffic
down there.



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Hi STAFF,
Great site.
A winter
farm market.
Thanks James



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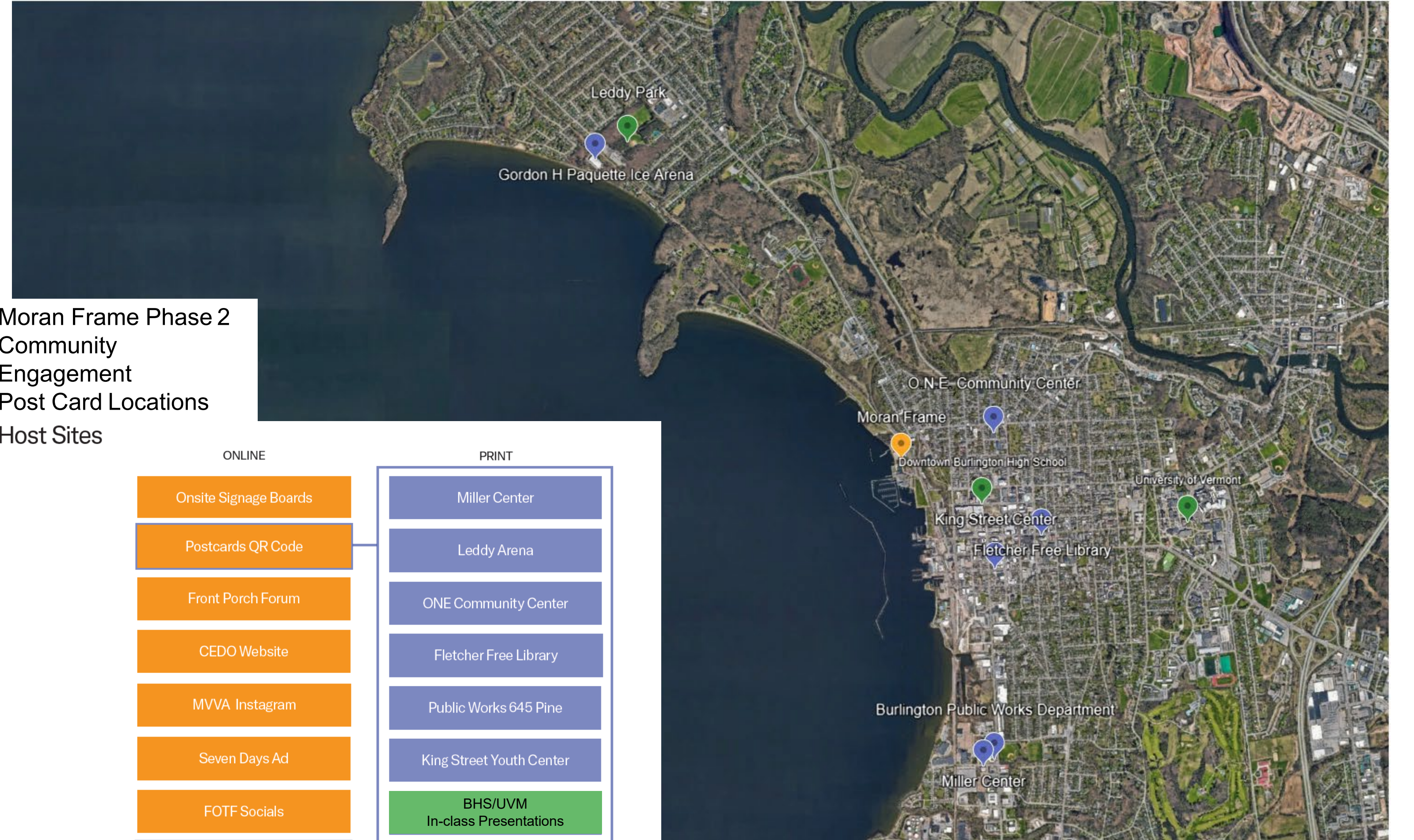
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Should have taken it
down years ago, now
we have the price of
a new BHS to deal
with! Let it rust and
be an eyesore on our
beautiful lake.

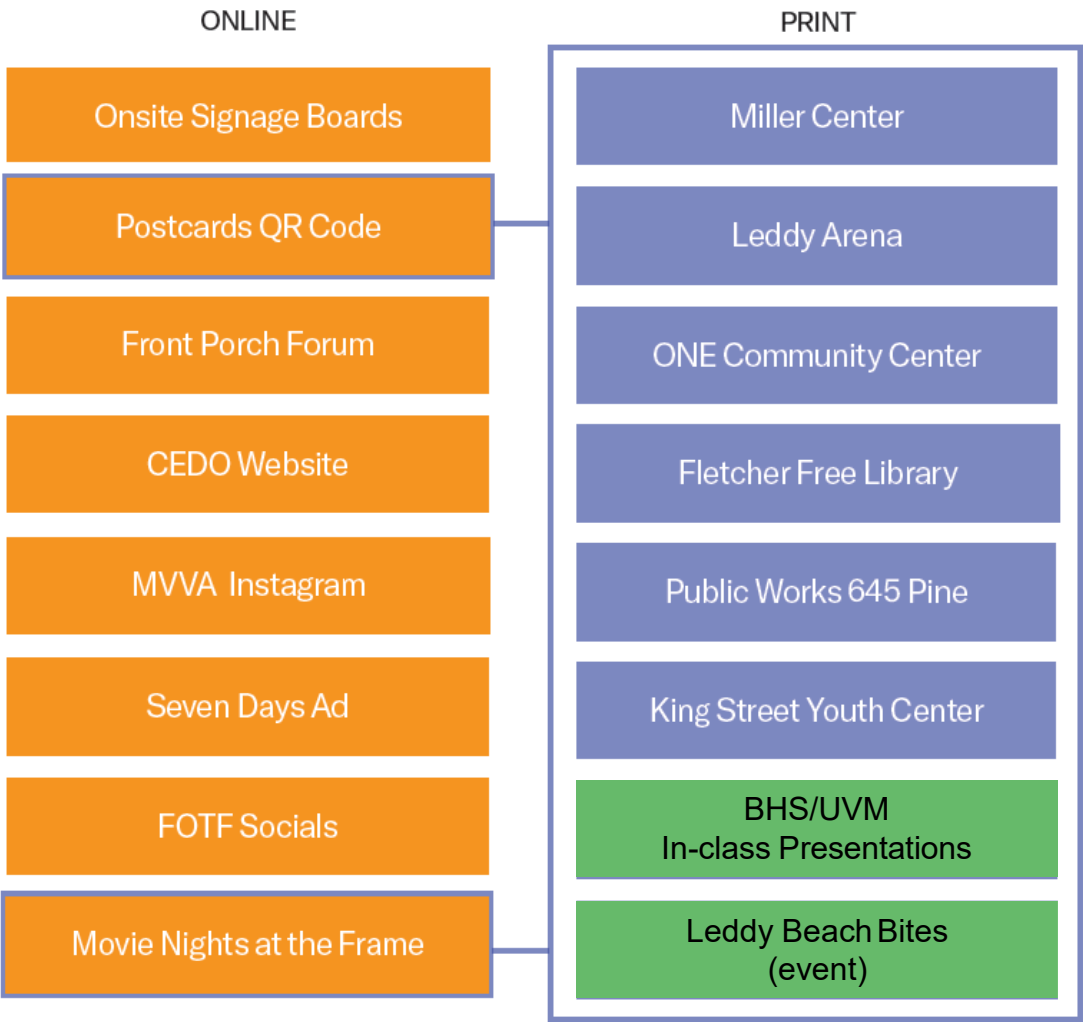


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Moran Frame Phase 2
Community
Engagement
Post Card Locations
Host Sites



Survey Responses (550+)



1

What are you most excited about coming to life at The Frame?

TOTAL

Online

486

Post Cards

64

Total Respondents

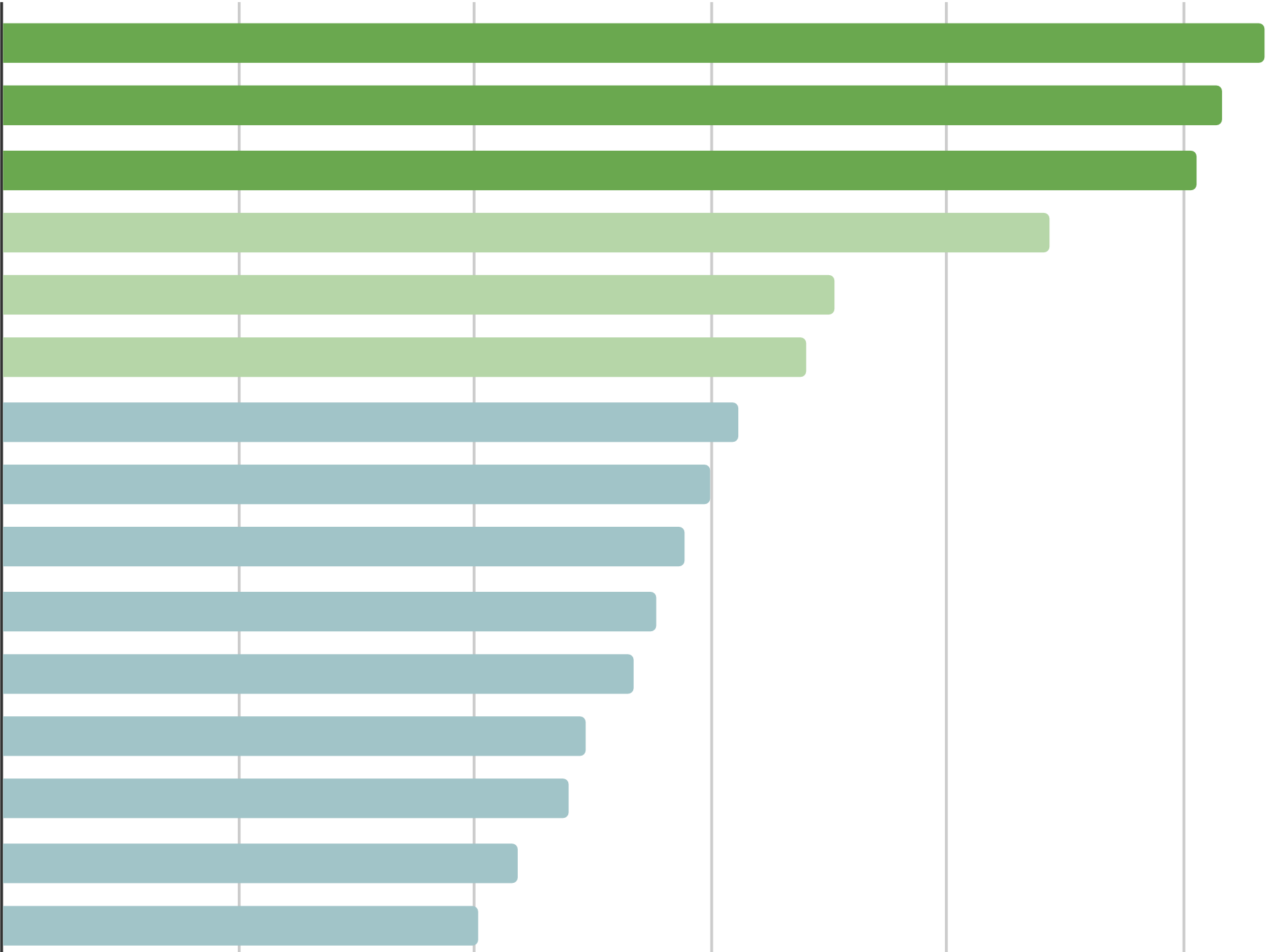
550

Element

- Concerts & Performances
- Views Up High
- Fun for All Seasons
- Vendors / Markets
- Waterfront Seating
- Public Art
- Unique Open Space
- Fun for All Ages
- Restrooms / Pavilion
- More Plantings
- Neighborhood Park
- Connections
- Waterfront Grilling
- Fun for All Abilities
- Water Play

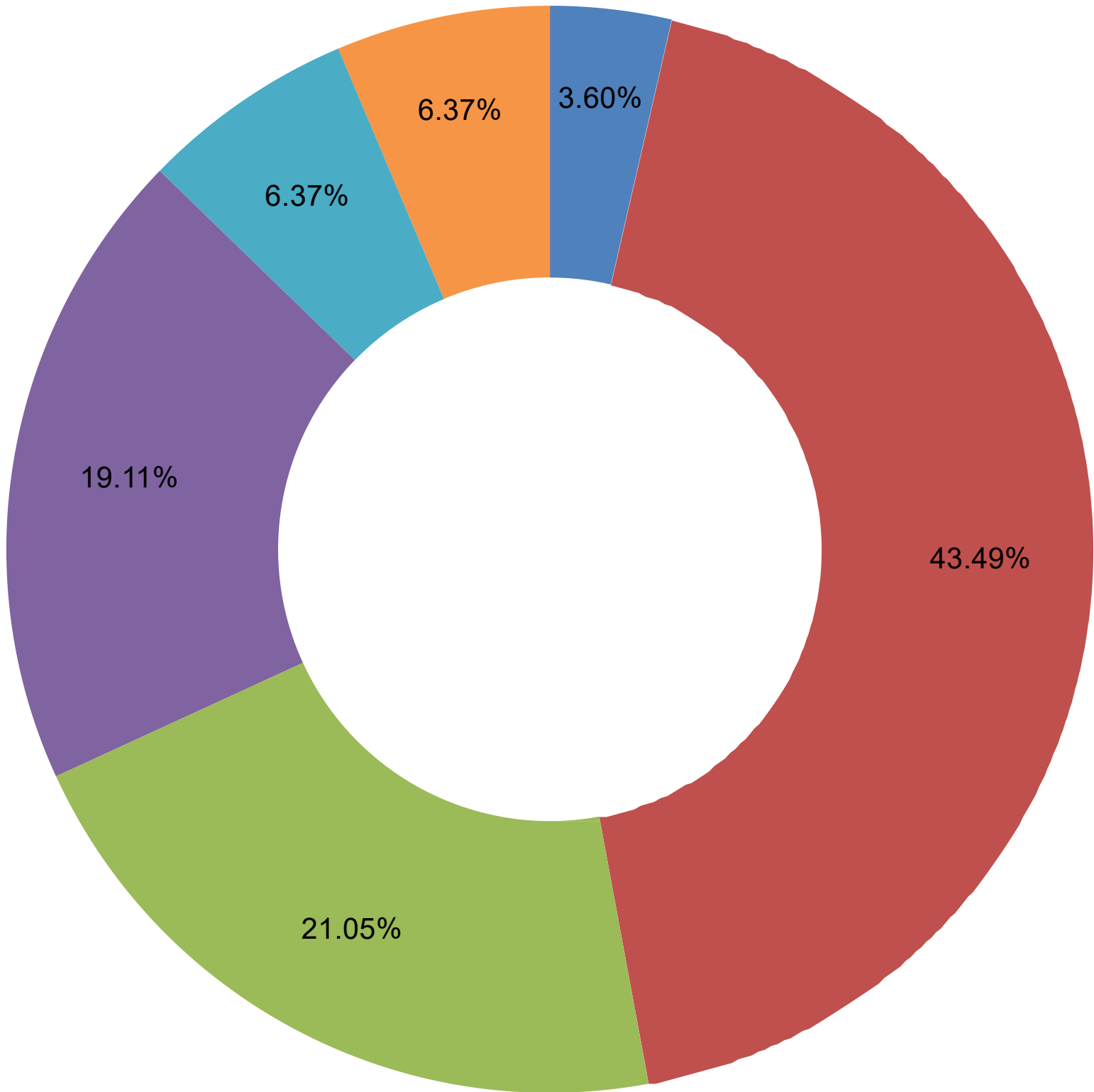
0.00% 10.00% 20.00% 30.00% 40.00% 50.00%

% of Survey Respondents



Survey Respondents by Neighborhood

2 Which neighborhood are you located in?

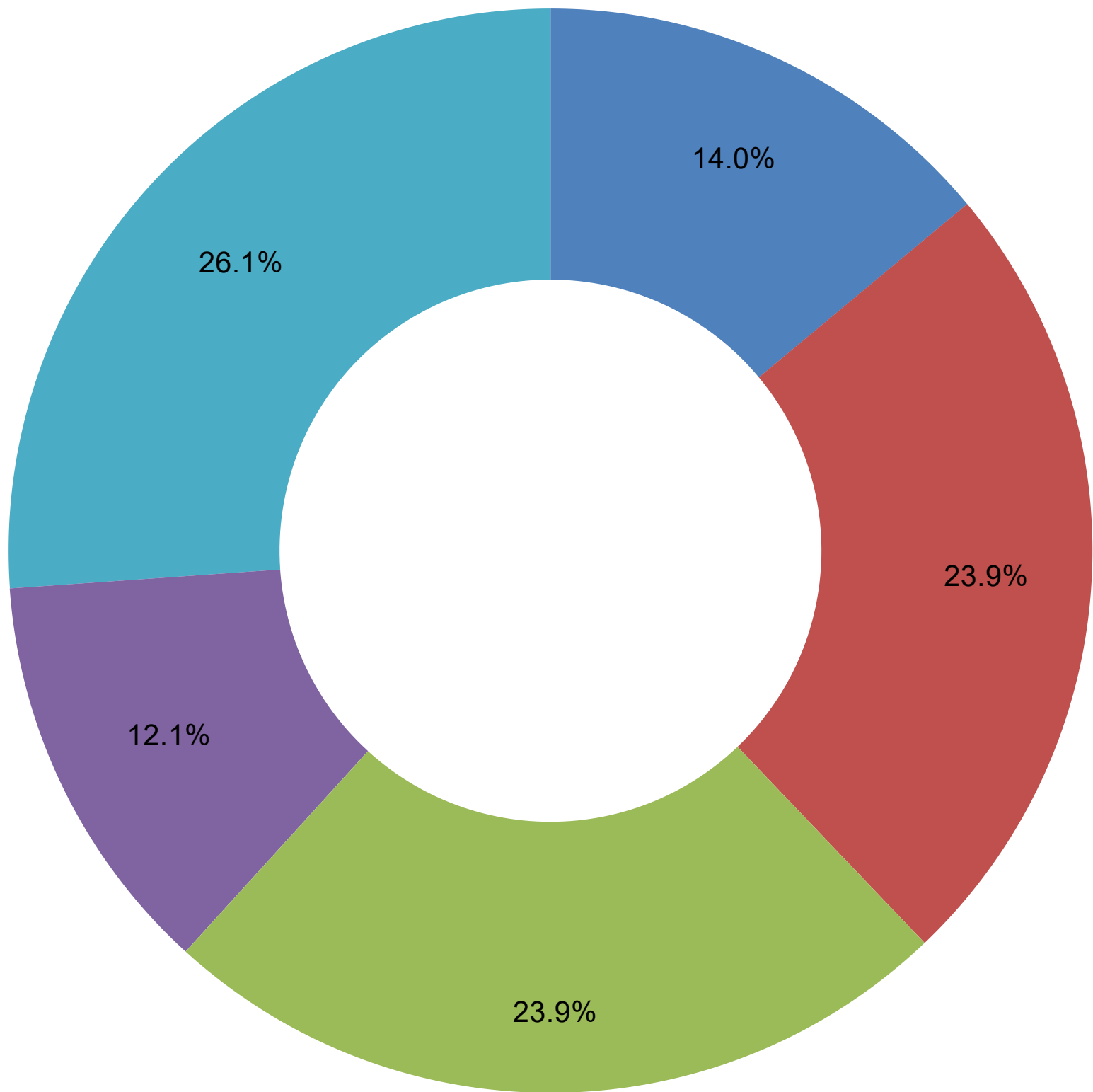


- Centennial Woods / Riverside
- Downtown / Old North End / Waterfront
- New North End
- South End
- Hill Section / University Housing
- Burlington (no neighborhood provided)

Note: This information was only available for online survey responses, not the postcards (so about 12% of the total respondents are omitted).

Main Takeaway: The most responses were from Downtown, the Old North End, and the Waterfront. These neighborhoods are represented almost 2:1 compared to their population percentage of Burlington.

Burlington Population by Neighborhood (2020)



- Centennial Woods / Riverside
- Downtown / Old North End / Waterfront
- New North End
- South End
- Hill Section / University Housing

Census data showing the % of Burlington’s population in each neighborhood.

This is intended as a comparison tool to show how closely our “Burlington-based Survey Respondents by Neighborhood” percentages align with the actual population distribution in a certain neighborhood.

Note: This information was only available for online survey responses, not the postcards (so about 12% of the total respondents are omitted).

Main Takeaway: We received a disproportionately high number of responses from the South End.

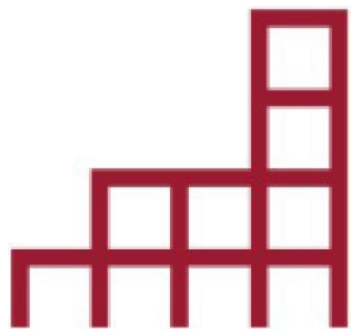
Additional Takeaways

- ~100 responses received by non-Burlington residents
- Priorities are consistent across Burlington's wards and Chittenden County (Being Elevated Up Into the Frame, Concerts & Performances, Multiseasonal Appeal, Food Vendors/Markets)
- The location data received tells us about what neighborhoods should be targeted for future engagement



















What We've Heard from Public Engagement & Online Surveys

Survey:
<https://thj79m9ottl.typeform.com/to/RuOuLpFr>

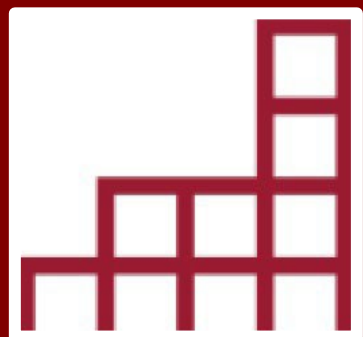


1 → What are you most excited about coming to life at The Frame?

Choose as many as you like

 <p>A Waterfront Grilling & Picnic Celebrations</p>	 <p>B Amenities with Multi-Seasonal Appeal</p>	 <p>C Park Paths Connected to Adjacent Neighborhoods</p>	 <p>D Moments of Connection for All Ages & Abilities</p>
 <p>E New Ways to Engage with the Lake</p>	 <p>F Site-Specific Art & Moments of Expression Outdoors</p>	 <p>G Interactive Water Features (Non-Lake)</p>	 <p>H Unique Open Spaces with Panoramic Views</p>
 <p>I Play Spaces for All Ages and Abilities</p>	 <p>J Being Elevated Up into the Frame & Landscape</p>	 <p>K Food & Beverage Vendors/Markets</p>	 <p>L Concerts & Performances, Day or Night</p>
 <p>M Park Pavilion with Restrooms & Information</p>	 <p>N Connectivity with Surrounding Park Spaces</p>	 <p>O Integration of The Frame & Landscape</p>	 <p>P Other</p>

OK ✓



Some of the Themes

**Concerts
Theater
Art**

Connections

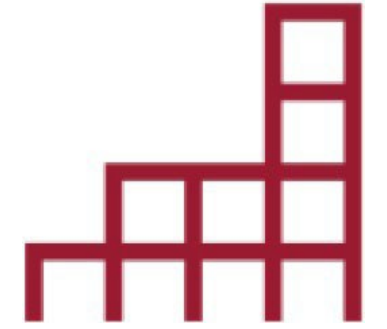
**Fun for All Ages
All Abilities
All Seasons**

**Open Space
& Plantings**

**Vendor
Markets**

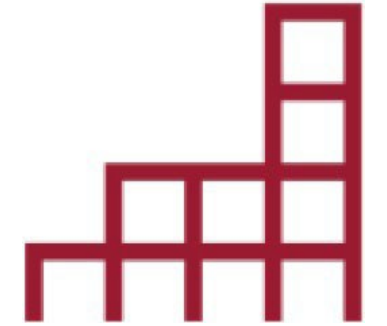
**Waterfront
&
Views up high**

Concerts, Theater & Art



- Love the idea of it becoming a food truck concert space with viewing platforms.
- More dance and art and films and light shows!!!
- It would be a great performance and art space. I would love a viewing platform on the top level to sit and enjoy the view.
- I love the idea of keeping the frame as a dedicated arts space and integrating nature and art. Love the movies at the frame!
- There are many talented artists in town and public art is always enjoyable.

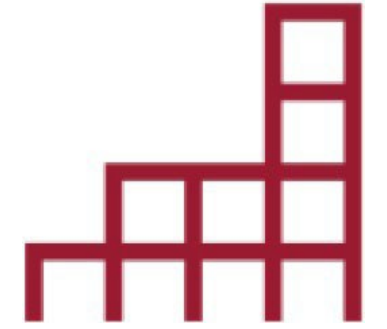
Connections



- Please make it connect to other spaces around the waterfront, as it can also be used for commuting (by bike/walking) not only for tourists.
- Hoping that this project enhances bike path experiences and that construction will not prevent access.
- We need safer pedestrian areas especially on Battery St - there has to be a way to discourage speeding as I've seen too many near accidents.
 - Plus how about some bike lanes on Battery?
 - Maybe more shuttles from Church St Marketplace to cut down on car traffic near the lake?
 - Traffic flow has to be addressed (I'm sure you're aware!) to make any enhancement to the lakefront work .

Thank you for this survey - very exciting!

Fun for all Ages, all Abilities & all Seasons



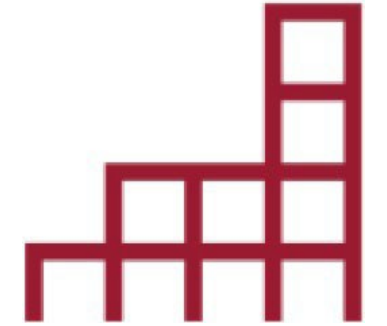
 Over 30 comments submitted asking for a **Roller Skating Rink**

 11 comments submitted asking for an Ice **Skating Rink**

 7 comments submitted supporting **Betty's Bikes** on-site

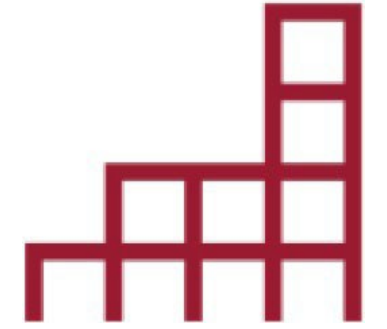
- Would love to see an epic play space with climbing walls, ninja line type structures, slack lines and more swings.
- Please consider play structures for all ages and a 24hr bathroom!
- Burlington needs more playgrounds with shade.
- Make it a place that draws people together to play, relax, engage, share and connect. Emphasize interest that reaches across socio-economic and cultural divides.
- Being able to go up in the Frame (possibly by various means: climbing, lift/elevator, steps, etc.) is crucial. Having a destination up there would be even better (café, bar, pub, restaurant) and would be revenue-generating. It should be open year round day and night.

Open Space & Plantings



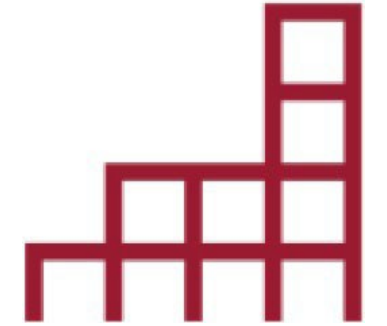
- Ground cover instead of grass, please! Picnic tables, benches, more swings!
- Native plant landscaping, gathering spaces, easy connection to bike path.
- Interactive renewable energy generation; sculpture park; urban wildflower gardens; bioswales & stormwater collection features.
- It would be great to incorporate trees and other greenery to reduce the impervious surface and reduce the heat impact of a fully paved over area. Incorporating information signs about the lake and water quality would be great as well. Additionally, it would be cool to see tower viewers installed to look across the lake.

Vendor Markets



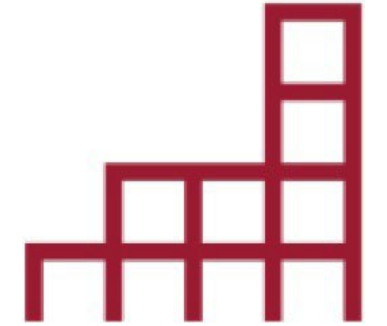
- Market and food truck space.
- Something useable, accessible, and fun please. Hopefully showcasing local businesses and restaurants.
- Great site. Winter Farmer's Market.
- Check out the Ithaca Farmer's Market - permanent vendor space and covered. Less hassle for vendors and all weather access.
- Rooftop bar and food market.

Waterfront & Views up high



- Take advantage of the structure to have some great view points. Fun for all ages and all seasons important to bring more people to enjoy the waterfront all year rounds. Bring life to an empty structure.
- A beach would be swell or concert area so we don't have to block off the bike path when concerts are at the waterfront park.
- Provide water access for launching paddle boards / kayaks.
- Place to hang out by and in the water by all ages. Green space and fun for family in all seasons. North Beach has some aspects of this.
- Would be nice to have restaurants in that area with rooftop deck and bars.
- Observation Deck!!!

Other Suggestions



- Look at what amenities the waterfront already has and don't copy them. Using the structure's height is a great idea
- The parkour community of Burlington wants a parkour park!
- I'd love for the space to be small-business centered!
- Interactive art installations, permanent swings and hammocks, seating areas, playground for kids and adults
- Keep parking at a minimum. We should not be turning the limited space available over to car traffic and parking.
- Programmable event space would be great!
- Bring back the public boat yard storage.
- Please consider installing wind turbines in each of the top 2 floors of squares to harness north or south wind or on pivot to harness any wind direction.
- I would love to be able to climb up to different levels of the Frame. I imagine the different levels having rooftop gardens that highlight plants that are native to Vermont. And to have classes taught on the different levels- landscape painting, Tai-Chi, etc. Also I attended a film that was projected on the Frame, which was amazing. However we had to leave early because we were being bitten by mosquitos like crazy. It would be cool to create some kind of large colorful mosquito net dome that could be easily put up and taken down. And that would add a unique playful effect to the film-going experience.