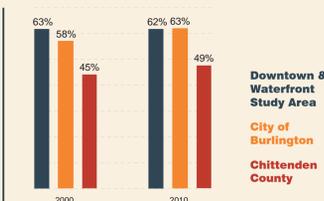
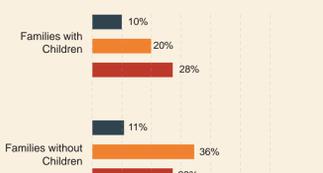


# PHASE 1 REPORT

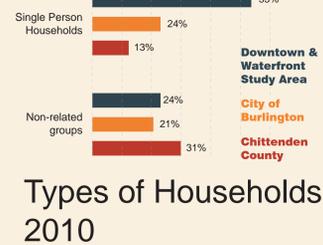
## INSIGHTS & RECOMMENDATIONS

The first phase of the Plan BTV Downtown and Waterfront project was a series of studies conducted about topics relevant to the new master plan and zoning improvements. The insights and recommendations from those reports are summarized below.

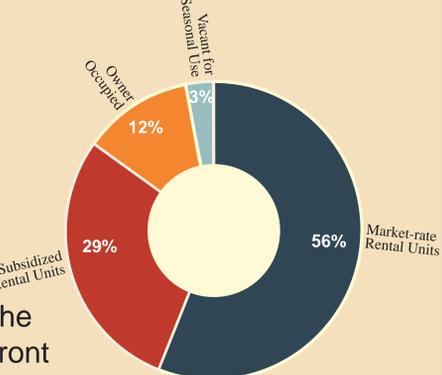
### HOUSING INSIGHTS



Population Under 35  
**63%**  
of Burlingtonians are under 35 years old.

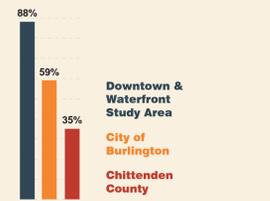


Only **12%**  
of Homes in Burlington's Downtown & Waterfront are owner occupied market-rate homes.

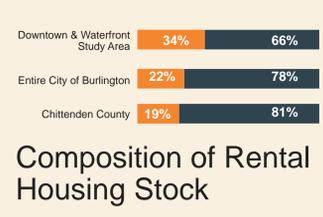
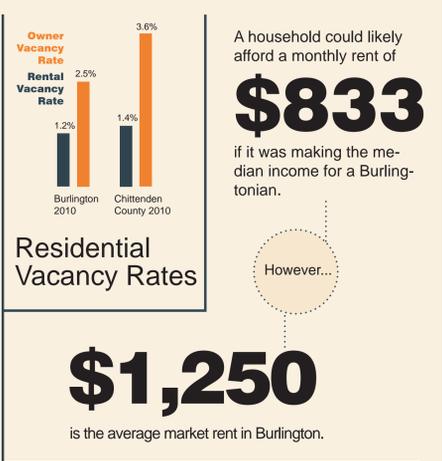


Types of Homes in the Downtown & Waterfront

**88%**  
of all households in the Downtown and Waterfront study area rent their homes.



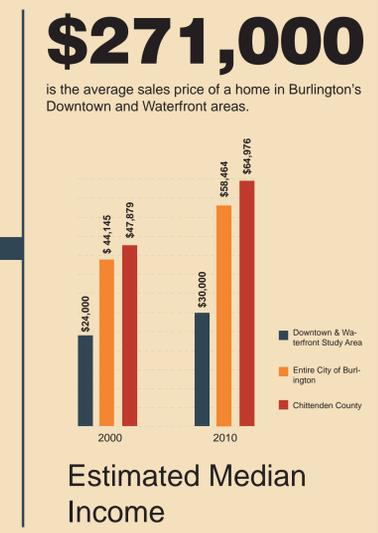
Households that Rent



Composition of Rental Housing Stock

**\$81,000**  
is the minimum yearly income a household must make to afford a home in Downtown or along Burlington's Waterfront.

**61%**  
of all renters in Burlington are paying at least 30% of their income for their rent.



### RECOMMENDATIONS

#### CLIMATE, ENERGY & GREEN INFRASTRUCTURE

1. Adopt a Form-Based Code.
2. Reconsider current parking policies.
3. Take steps to insure the success of the new transportation plan.
4. Develop a re-commissioning plan for the City's older building stock.
5. Develop a strategic plan for the City's green initiatives and ensure resources are there to support it.
6. Develop an outreach and communication strategy.

#### HOUSING

1. There is an ongoing and increasing demand for housing in Burlington's Downtown and Waterfront areas.
2. The median rent of the area exceeds the proportional number of households that can afford them.
3. There is an increasing demand for affordable housing alternatives.
4. The area's small owner housing stock is out of line with the buying power of most residents. With a median sales price of \$271,000, most opportunities to buy a home Downtown or near the Waterfront are limited to those few households with incomes of at least \$81,000.

#### LAND USE

1. Analysis revealed the potential for an additional 1.8 million square feet of mixed-use, commercial development, and an additional 525 residential units in residential zones.
2. There is a total of 2,398 existing residential units within the entire study area.

#### INFRASTRUCTURE

1. Each new project should be evaluated as it occurs.
2. All projects discharging into a combined sewer system should be required to reduce overall stormwater discharges or directly fund capital improvements to eliminate adverse impacts.
3. Re-establish impact fees to go towards wastewater capital improvements or the establishment of a stormwater offset program.

#### PARKS

1. Improve Waterfront Park (WP) esplanade.
2. Widen walkways in WP.
3. Improve signage in WP.
4. Improve railroad crossing at WP.
5. Improve bus/traffic management at WP.
6. Replace skate park in WP.
7. Replace WP roller rink off-site.
8. Improve seating/gaming tables/benches in City Hall Park (CHP) and Battery Park (BP).
9. Reconfigure central area to improve plowing in BP and CHP.
10. Improve bandstand in (BP).
11. Relocate farmer's market from CHP.
12. Explore future of fountain in CHP.
13. Improve seasonal vending opportunities at Perkins Pier.
14. Improve park views and access.
15. Improve bikepath.
16. Improve bike parking facilities in parks.
17. Improve electrical facilities for park events.
18. Improve lighting around parks.
19. Improve parking at parks.

#### RETAIL MARKET

**SHORT-TERM (1-18 Months)**

1. Explore and Solidify the Role for Downtown District.
2. Fund and Hire a Downtown Retail Recruiter.
3. Plan and Budget Phased Downtown Infrastructure Improvements.
4. Improve Downtown Parking.
5. Adopt Downtown Master Plan Recommendations.
6. Explore Select Downtown Zoning Changes to Increase the Tax Base.
7. Create a Waterfront Enhancement and Redevelopment Program.
8. Develop and Enhance the Downtown Visitor Strategy.
9. Initiate Discussions on Potential for a Downtown Development Revolving Fund.
10. Integrate Retail Opportunities with the Downtown Planning Study.
11. Explore Redevelopment Options for City-Owned Properties.

**MID-TERM (18-36 Months)**

1. Determine the Goals, Rules and Processes for the Downtown Development Revolving Fund.
2. Begin Outreach for the Downtown Development Revolving Fund.
3. Determine Funding Capacity to Capitalize the Revolving Fund.
4. Establish and Operate the Burlington Downtown Development Revolving Fund.

**LONG-TERM (Year Three and Beyond)**

1. Continue Downtown Retail Recruitment Efforts to retain existing businesses and attract new retailers downtown.
2. Redevelop Burlington Waterfront in Phases (as funds become available) under the updated Downtown Master Plan guidelines.
3. Continue to encourage development of Downtown Housing Redevelopment and Infill to add activation, increase critical mass of residential units and add new retail consumers.
4. Continue Downtown Office Retention Strategy to add weekday activation, increase critical mass of office downtown and add new retail customers.
5. Continue the Downtown Visitor Services Strategy to sustain and increase visitor volume and expenditures downtown.
6. Continue to seek additional parking capacity in proportion to new housing, office and retail downtown as well as incorporation of public parking in private redevelopment sites/projects beyond three years.

#### TRANSPORTATION

**REGULATORY**

1. The primary recommendation is to focus on increasing residential development in the study area.
2. Facilitate and encourage shared parking.
3. Make parking requirements more flexible for developers if they incorporate demand offsetting elements.
4. Consider creating a parking enterprise fund.
5. Prioritize parking for delivery vehicles, disabled access, loading, 15-minute short errand and other high turnover uses.

**ORGANIZATIONAL**

6. Broker parking arrangements and negotiate shared parking.
7. Provide a home for Transportation Demand Management (TDM) programs with flexibility built into the solutions.
8. Improve parking efficiency through traveler information, wayfinding, marketing, data collection, technology updates, and other management strategies to guide people to the unused parking.
9. Develop and maintain a parking database.
10. Determine parking prices.
11. Develop strategies and opportunities specific to different user groups and their needs.
12. Use holiday parking management strategies year-round.
13. Develop off-site parking connected to Downtown with a shuttle.

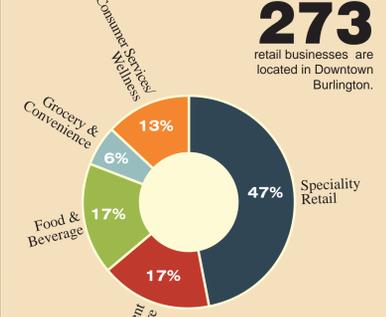
**INFRASTRUCTURE**

14. Build less parking with a contingency plan for occasional overflow.
15. Implement updated parking management, data collection and enforcement technologies critical to maintaining the integrity of the parking supply.
16. Implement Complete Streets as described in the Burlington Transportation Plan.
17. Improve streetscaping between Downtown and the Waterfront to attract pedestrians, connect these areas, and encourage people to "park once."

### ECONOMIC INSIGHTS

**7** The number of stores the average Downtown shopper visits after parking once.

**1** The number of stores the average shopper visits in a suburban location such as Taft's Corner after parking once.

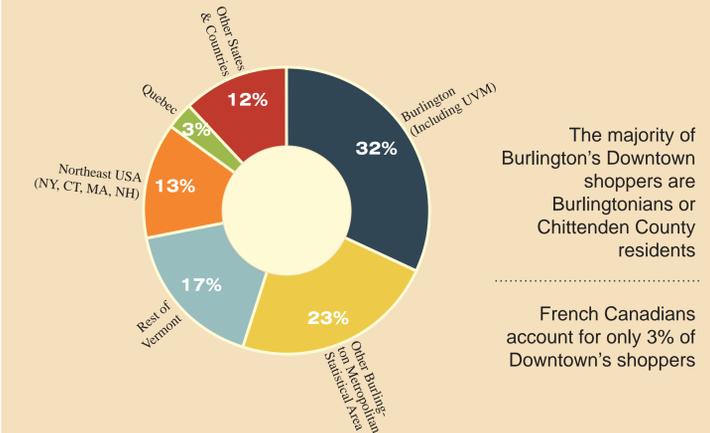


**100,000 to 200,000 Square Feet.**  
of new retail can be supported in Downtown Burlington.

**35%**  
of the region's food and alcohol sales are captured in Burlington, making it the leader in the region.

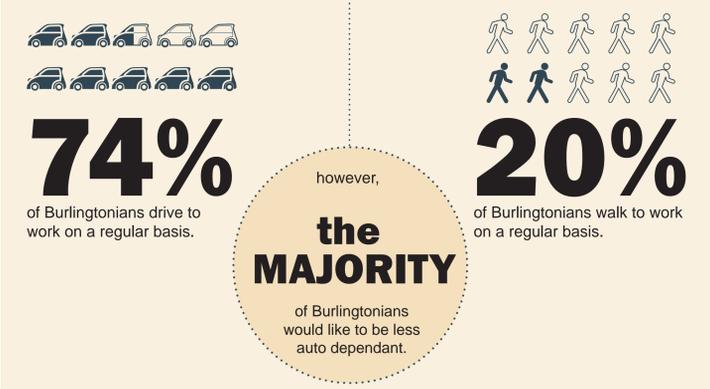
Nearly **1 MILLION Square Feet** of retail space is located in Downtown Burlington, making it the second largest concentration of retail space in the state of Vermont.

Downtown Burlington has the highest commercial rents in the region. **\$\$\$\$**



Who's Shopping in Downtown Burlington?

### TRANSPORTATION & PARKING INSIGHTS



Burlington has a total of **8,846 parking spaces** in the Downtown & Waterfront study area.

On any given day, at the peak parking period, **35%** of the parking spaces in the study area are vacant.

**27 Acres** of land are occupied by surface parking lots in Downtown Burlington.

**8 Acres** of land are occupied by parking structures in Downtown Burlington.

Surface parking lots in Burlington take up more than **3 times as much land** and provide **600 fewer spaces** than the parking structures.