

Downtown and Waterfront Master Plan

Anticipating Change – Shaping the Future



Honors and Accolades

- Tied for first place as “**Most Livable City**” by for populations under 100,000, U. S. Conference of Mayors, June 1988
- Topped list of seven “**Dream Towns,**” *Outside* magazine, June 1995
- “**The 100 Best Small Art Towns In America**” by John Villani (*The 100 Best Small Art Towns in America*) 1996
- Burlington’s Church Street Marketplace is one of five national winners of the **Great American Main Street Award**, National Trust for Historic Preservation, April 1997
- “**America’s 10 Most Enlightened Towns,**” *Utne Reader* magazine, May/June 1997
- “**50 Best Places to Live,**” *Maturity Magazine*, May/June 2000
- “**America’s Dozen Distinctive Destinations**” by the National Trust for Historic Preservation, April 2003
- “**Greenest City**” in the country in survey of 379 metropolitan areas nationwide, March 2007
- The Church Street Marketplace designated as one of ten “**Great Public Spaces for 2008**” by the American Planning Association's Great Places in America program, October 2008.
- “**Healthiest City in the USA**” by the US Centers for Disease Control and Prevention, November 2008
- **Top 10 City for the Next Decade** by Kiplinger's Personal Finance, June 2010
- **America’s Best Downtowns,** Forbes Magazine and Livability.com, October 2010

Burlington's Transformation

1970's

Today



Unique “Urban” Experience



Region's Cultural Heart and Economic Engine



- ~\$700 million in real estate value (~15% of City's Grand List)
- ~8 million sqft of mixed-use space
- 262 storefronts
- \$155 million annual sales (44% of city total)
- ~2,400 housing units
- ~10,000 jobs
- Young and growing population
- Host to dozens of special events, cultural festivals and millions of annual visitors



Region's Cultural Heart and Economic Engine

Unique "Urban" Experience



But what's next?

Do we...

- continue to rest on our laurels and outstanding reputation and just hope for the best;

or

- take responsibility for our own future and actively work together to make Burlington the place we want it to be?

Downtown and Waterfront Master Plan

Federal Partnership for Sustainable Communities

- Collaborative effort between DOT, HUD, EPA and others
 - “... to reduce the barriers to achieving affordable, economically vital, and sustainable communities.”

HUD Sustainable Community Challenge Planning Grant

- \$40 million available nationwide
- Of 583 applications, only 42 awarded (Round #1, 2010)
- \$286,750 awarded to Burlington!
- Work started Feb 2011 and must be completed within 36 months

Project Scope of Work

Task 1

Existing Conditions

Analysis:

- Land Use and Build-out
- Parking and Circulation
- Retail and Real Estate
- Housing Needs
- Parks, Arts and Culture
- Energy, Climate and Green Infrastructure
- Infrastructure/Stormwater

Complete Nov. 2010

Tasks 2 & 3

Re-Affirm the Vision

Master Plan Development

- Public Engagement
- Drafting the Plan
- Final Plan

Implementation

- Zoning Changes
- Programs and Organization

Complete Sept. 2011

What's the purpose?

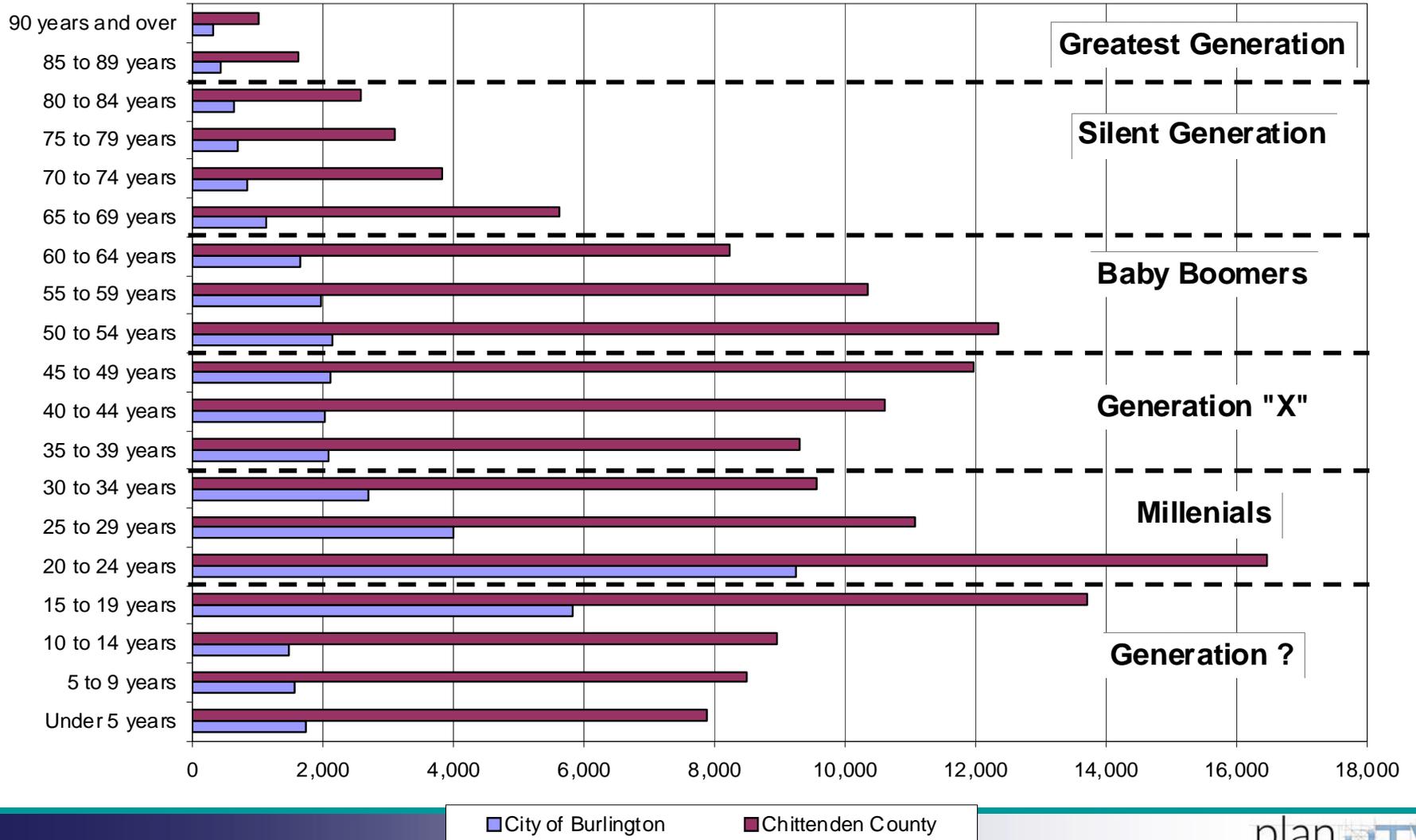
- Build upon the unique qualities and resources that contribute to Burlington's high quality of life
- Project a unified vision for the future of Burlington's Downtown and Waterfront
- Build upon all of the past planning efforts and weave them together into a unified cohesive plan
- Establish clear objectives and guidelines for future development
- Provide a stable foundation for private investment
- Focus public investment to where it will have the greatest impact

Major Questions/Issues

- How do we enhance Burlington's **economic vitality** and build upon our creative and entrepreneurial spirit?
- How do we support **infill development** without compromising important views and Burlington's character and scale?
- How do we encourage more **housing choices** that will be necessary to support new business opportunities?
- What kinds of **waterfront activities and improvements** can we encourage without compromising public access to the lakeshore?
- How do we balance mitigation of **traffic congestion** and **parking** demand, with desires for expanded **public transit**?
- What **public investments** can we make that improve lake quality, reduce stormwater overflows, save energy, improve traffic flow and safety, manage parking, etc?

Who are we planning for?

Population Age Cohorts (2010)



Living Downtown

- **Who lives Downtown?**

- A youthful and growing population
- Racially diverse and becoming more diverse
- Highly educated
- Mostly renters and small households
- Low median income, but increasing

- **What types of housing is available?**

- Small, multi-unit buildings are common
- 1 of every 3 units are “assisted” housing
- Rents vary widely, but are very high compared to income
- Median prices of owner housing higher than rest of city

What if we could create more housing Downtown that is affordable to the future workforce?

Working Downtown

- **Employers**
 - 12 with more than 100 employees
 - 31% of all city employment, 11% of region
 - Consistently low unemployment
- **Employees**
 - 5,868 office workers, 3,696 retail/food/hotel
 - Professional, technical, healthcare, Gov't
 - 5 times the number of households

What would happen if more people could live and work Downtown?

Getting Around Downtown

- Traffic Circulation

- Main Street the gateway for cars, Colchester Ave for Transit
- Main & Battery carry the most traffic
- More residents walk, bike or take transit to work
- Largely pedestrian and bike “friendly”
- Comprehensive transportation options available, but not always convenient

- Parking

- Available, but hard to find
- Highest occupancy rate on-street
- Many spaces are private and not available to the public
- Very expensive to build and a deterrent to new development

What if we could manage parking year-round like we do over the holidays or during special events?

Shopping Downtown

- **What shops do we have and who's shopping**
 - Less about consumption and more about experience
 - One of the most dynamic and successful downtowns in North America
 - Greatest diversity in the region
 - Shrinking retail, growing food & beverage regionally
 - Specialty retail, food & beverage, and consumer services
 - Evenly divided between the Marketplace, Town Center and off the Marketplace
 - A truly global market, but most shoppers are local – Burlington and environs

What if we could extend the “experience” to connect the Marketplace and Waterfront?

Enjoying Downtown

- **Local Attractions & Activities**

- ECHO, Flynn Center, Bikepath, Sailing Center, Fishing Pier, Church Street Marketplace, BCA Center, charter boats and harbor cruises, shopping and dining

- **Cultural Events**

- First Night Burlington, Discover Jazz Festival, South End Art Hop, Burlington Farmers Market, Lake Champlain Maritime Festival, Mardi Gras Parade, Festival of Fools, July 3rd Fireworks, First Friday Art Walk, Battery Park Concerts

- **Sporting Events & Recreation**

- VT City Marathon, Burlington Criterium, USA Triathlon Championships, running, rollerblading, biking, boating/sailing, fishing, paddling, sunsets

It can't happen without YOU!



We need you to...

- Engage
- Contribute
- Advocate
- Support
- Invest
- Succeed

Get Involved...

- Visit our website:
www.ci.burlington.vt.us/planning/
- Get on our mailing list
- Review reports and presentations
- Follow us on Facebook: 
“Burlington Downtown & Waterfront Plan”

Art Contest



PLAN BTV ART CONTEST

PRIZES

FOUR WAYS TO PARTICIPATE

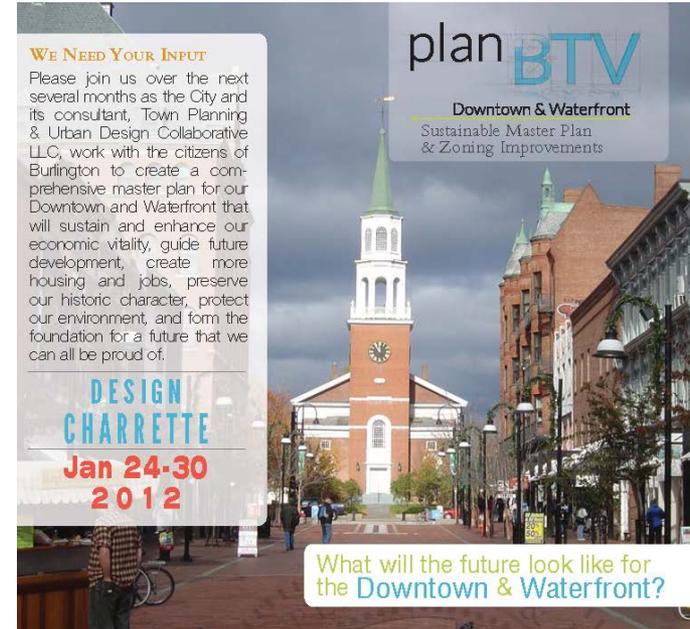
- Take a **PHOTO**... of your favorite building, park, space in downtown and/or waterfront.
- **DRAW** or **PAINT**... a picture... of your vision for a future downtown and/or waterfront.
- Make a **VIDEO**... of your favorite activity to do downtown.
- Write an **ESSAY**... about your favorite building, park, space in downtown or describing your vision for a future downtown and/or waterfront.

The **WINNERS** will be decided by **YOU!** Voting will open January 1, 2012 and winners will be announced on January 24, 2012 during the Design Charrette kick-off.

Check the website and our **FACEBOOK** page (Burlington Downtown & Waterfront Plan) for details on voting. **COMING SOON!**

IS THERE AN ARTIST IN YOU?
IF SO, BRING OUT THAT ARTISTIC SIDE... AND SHARE WITH US WHAT YOU LIKE ABOUT DOWNTOWN BURLINGTON! EVERYONE IS INVITED TO PARTICIPATE AND WIN GREAT PRIZES.

Design Workshop/Charrette



plan BTV
 Downtown & Waterfront Sustainable Master Plan & Zoning Improvements

WE NEED YOUR INPUT
 Please join us over the next several months as the City and its consultant, Town Planning & Urban Design Collaborative LLC, work with the citizens of Burlington to create a comprehensive master plan for our Downtown and Waterfront that will sustain and enhance our economic vitality, guide future development, create more housing and jobs, preserve our historic character, protect our environment, and form the foundation for a future that we can all be proud of.

DESIGN CHARRETTE
Jan 24-30 2012

What will the future look like for the **Downtown & Waterfront?**

What's a Design Charrette?

A design charrette is a week-long intense, participatory process where all members of the community work directly with a multidisciplinary design team, including town planners, architects and engineers to define a collective vision for the future & create the final plan for the Downtown & Waterfront. The entire process is open to the public at all times.

CHARRETTE SCHEDULE

Opening Presentation *
 Wed, January 24th 6:30 - 8:30 pm

Interim Pin-Up & Review **
 Fri, January 27th 6:30 - 8:30 pm

Closing Presentation *
 Mon, January 30th 6:30 - 8:30 pm

Design Studio ***
 If the Lights Are On We're Open.
 Come On In!

* Presentations - Contois Auditorium, City Hall

** Pin-Up & Review - Design Studio

*** Design Studio - To Be Determined

We need your ideas & feedback and look forward to meeting you!

Please check out our Facebook page at:
www.facebook.com
 #keywords: Burlington Downtown and Waterfront Plan



www.ci.burlington.vt.us/planning/comp_plan/downtown_waterfront_plan