Main Street Revitalization
Great Streets BTV

February 24th, 2022
Transportation, Energy and Utilities Committee
## Engagement Schedule

<table>
<thead>
<tr>
<th>Project Phase</th>
<th>Engagement Milestone</th>
<th>Community Role</th>
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<tbody>
<tr>
<td><strong>Phase A (11/2021-4/22)</strong></td>
<td><strong>Community Meeting #1</strong></td>
<td>Envision</td>
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<td></td>
<td>Introduction + Goals</td>
<td>Share preliminary goals</td>
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<td><strong>Leadership Meetings</strong></td>
<td>Reinforce work completed to-date</td>
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<td>CC, REIB, DPW, TEUC, CSM, Parks, BBA, Walk/Bike, NPAs, BAC</td>
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<td><strong>Focus Groups</strong></td>
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<td><strong>Community Meeting #2</strong></td>
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<td>Concept Design</td>
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<td><strong>Leadership Meetings</strong></td>
<td>Prioritize, Resolve</td>
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<td>with City Council, DPW, TEUC</td>
<td>Evaluate corridor concept</td>
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<td></td>
<td><strong>Focus group conversations</strong></td>
<td>Refine final plan and go through permitting process</td>
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<td><strong>Vet concepts with city</strong></td>
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<td><strong>Phase B (4/22-TBD)</strong></td>
<td><strong>Public Notifications</strong></td>
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<td><strong>Receive City approvals and begin notification</strong></td>
<td>Build</td>
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<td>of construction project process to adjacent users</td>
<td>Reconstruct Main Street</td>
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<td><strong>Phase C (TBD)</strong></td>
<td><strong>Create website and social media presence</strong></td>
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<td><strong>Focus group conversations</strong></td>
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Update on Focus Groups!

- **Youth**
  - Feb 9th

- **Business & Non-profits**
  - Feb 9th

- **Immigrants & Refugees**
  - Mar 8th

- **Mobility Support**
  - Mar 24th

- **BIPOC Groups**
  - TBD

**Feb and March**

*We will share the survey with those who are unable to participate to ensure their voices are included in the process.*
Main Street Revitalization Plan
Youth Focus Group Meeting
February 9th, 2022

Their thoughts on Main Street!

Today, majority of participants use Main Street as a corridor to pass by or drive through to get to the waterfront.

- I just drive on Main Street, sometimes to get food
- I pass by Main Street a lot
- I usually just drive through it or go to the stores
- There’s not much there

Places and activities they enjoy!

Many of the participants liked Church Street, waterfront, and park spaces where they can shop, get food, and do sports.

They like to hang out where it feels friendly, welcoming and safe, with fun interactive features and options to do outdoor activities.

- I love how alive Church Street feels
- I like North Avenue because of the bike lanes and how wide it is
- I like seeing the lake and enjoying eating maple with raspberries ice cream
- Church Street, I feel safe and it’s like a community

Hopes for the future Main Street!

Majority of participants hoped for better pedestrian infrastructure such as trees, benches, and good bike lanes.

Many expressed animated and vibrant space with diverse activities with interactive sculptures, exercise stands, and pop up shops.

- Cool sculptures that are interactive and inviting to kids
- More curb cuts and green patches between the road and sidewalk
- More trees and green areas with benches to sit and hang out
- Pop up shops, food stands, arts, and farmers market

Who Attended the Meeting?

16 High school students
13 White
2 Black/African American
1 Hispanic/Latin X
94% Live in Burlington and visit Main Street

*Click this link to access the full responses from the focus group participants.*
Main Street Revitalization Plan
Business Focus Group Meeting
February 9th, 2022

Excitement and concerns on Main Street Plan!

Participants were excited for the opportunity to rethink on how Main St serves the people who live, work and visit as a welcoming gateway. They expressed concerns on plans impact on loss of business, parking changes, continued priority of vehicles over pedestrian culture, lack of engagement, and disconnection to the adjacent community.

- Infrastructure improvements and their positive impact on the Lake
- Excited about more walking and sitting alongside green space and rain garden
- Biggest concern for this project is that the revitalization will end at Battery St
- Not providing true logistic or support for partners looking to bring people together

Parking needs!

Most of the participants agreed that having less parking on Main Street would be good for the pedestrian environment but having more parking in a place that allows easy access to the street is crucial for the business especially during off-season months.

- More parking in a place that still allows people to access the street easily would be the best scenario
- Real plans and solutions designed and communicated before, during and after construction
- As much as we want Burlington to rely on cars less it is a reality and necessity of our winter lives here
- We are a destination business with limited parking of our own

Hopes for the future Main Street!

Majority of participants hoped for accessible and improved pedestrian infrastructure such as trees, lighting, parklets, drop-off zones, flexible spaces for outside events, and wider sidewalks for people of all physical abilities.

- Lots of benches, green spaces, lighting
- Large section of street facing City Hall Park, our intent is to take more of our events outside
- More trees, more lighting, parklets, maybe a street wide event
- Easily walkable sidewalks, places to sit, better aesthetics and connection

Best way of communication!

Participants indicated regular updates and check-ins through email work best for them.

*Click this link* to access the full responses from the focus group participants.
Next Steps

Refinement of Concepts: Through May
- 4/26 TEUC
- 4/28 Neighborhood Meeting #2
- Focus Groups
- 5/9 City Council to seek approval on concept

Design Permitting:
May 2022 through Summer 2023

Construction:
Beginning Fall 2023 (expected min. of two years)

Public and Stakeholder Engagement:
THROUGHOUT!

To visit the project website scan the QR code below:

http://greatstreetsbtv.com/
Questions & Discussion  

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www.greatstreetsbtv.com  

burlingtonvt.gov  

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