Main Street Project
www.greatstreetsbtv.com
Welcome!
We’re so glad you could join us!

"Down on Main Street" by Vermont Artist Peter Huntoon

www.peterhuntoon.com
Hello, there!
The Main Street Redesign Team

- Ensure Main Street is Functional
- Co-design Main Street with the Community
- Design Main Street to be Unique & Beautiful

Agency Landscape + Planning

The City of Burlington

Cedo
Burlington Parks Recreation Waterfront Vermont
Church Street Marketplace
BCA
Racial Equity Inclusion Belonging
Meeting Agenda

**Project Overview**
Our process to date

**Engagement**
Who we’re talking to

**Main Street Deep Dive**
Our Main Street design toolkit

**Design Concepts**
Two design options for Main Street

**Breakout Chats & Report Backs!**
Next Steps
PROJECT OVERVIEW

"Down on Main Street" by Vermont Artist Peter Huntoon
Great Streets BTV

Up next... Main Street!
Main Street Revitalization

Project Limits: Battery Street to South Union Street
Project Schedule

2022
- Neighborhood Meeting #1
- Develop Concept Plans
- TIF Approved

2023
- Sep '22 - Feb '23
  - Prepare Preliminary Plans
  - NEPA Review/Approval and Permitting
- Mar - May '23 Jun '23
  - Prepare Final Design Plans
  - Acquisition of Easements

2024
- Contract Plans
- Bid Project for Construction

CONSTRUCTION THROUGH 2025
COMMUNITY ENGAGEMENT UPDATE
Engagement by the numbers

5 Listening sessions and 30 City meetings
Sessions included BIPOC residents, seniors and persons with disabilities, youth, business owners, and immigrants

Online survey responses
This is ongoing, so if you have not participated, follow the link in the chat!

Website visits
The website is also a place to find out about other Great Streets Initiative projects.

Participants in Main Street kick-off

Lots of advertising!
50 signs in Downtown, 500 postcards distributed, over 180
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Council - Public Hearing</td>
<td>1/10/2022</td>
</tr>
<tr>
<td>Ward 1/8 NPA</td>
<td>1/12/2022</td>
</tr>
<tr>
<td>Ward 2/3 NPA</td>
<td>1/13/2022</td>
</tr>
<tr>
<td>Aging Council</td>
<td>1/18/2022</td>
</tr>
<tr>
<td>Ward 5 NPA</td>
<td>1/20/2022</td>
</tr>
<tr>
<td>Virtual Business Meeting with Mayor</td>
<td>1/21/2022</td>
</tr>
<tr>
<td>Board of Finance/City Council</td>
<td>1/24/2022</td>
</tr>
<tr>
<td>January Transportation Energy and Utilities Committee (TEUC)</td>
<td>1/25/2022</td>
</tr>
<tr>
<td>Ward 4/7 NPA</td>
<td>1/26/2022</td>
</tr>
<tr>
<td>Project Neighborhood Meeting #1</td>
<td>2/1/2022</td>
</tr>
<tr>
<td>Business Outreach Meeting #1</td>
<td>2/2/2022</td>
</tr>
<tr>
<td>Burlington Bike Walk Committee</td>
<td>2/2/2022</td>
</tr>
<tr>
<td>Ward 6 NPA</td>
<td>2/3/2022</td>
</tr>
<tr>
<td>Burlington Business Association - Waterfront Action Group</td>
<td>2/10/2022</td>
</tr>
<tr>
<td>February Church Street Marketplace Commission</td>
<td>2/16/2022</td>
</tr>
<tr>
<td>February DPW Commission</td>
<td>2/16/2022</td>
</tr>
<tr>
<td>Ward 5 NPA</td>
<td>2/17/2022</td>
</tr>
<tr>
<td>February TEUC</td>
<td>2/22/2022</td>
</tr>
<tr>
<td>Burlington Business Association - Downtown Action Group</td>
<td>2/22/2022</td>
</tr>
<tr>
<td>March Ballot Public Meeting</td>
<td>2/23/2022</td>
</tr>
<tr>
<td>Ward 4/7 NPA</td>
<td>2/23/2022</td>
</tr>
<tr>
<td>Ward 1/8 NPA</td>
<td>3/09/2022</td>
</tr>
<tr>
<td>Ward 2/3 NPA</td>
<td>3/10/2022</td>
</tr>
<tr>
<td>REIB Committee</td>
<td>3/15/2022</td>
</tr>
<tr>
<td>March DPW Commission</td>
<td>3/16/2022</td>
</tr>
<tr>
<td>March TEUC</td>
<td>3/22/2022</td>
</tr>
<tr>
<td>April TEUC</td>
<td>4/26/2022</td>
</tr>
<tr>
<td>April DPW Commission</td>
<td>4/27/2022</td>
</tr>
<tr>
<td>Project Neighborhood Meeting #2</td>
<td>4/28/2022</td>
</tr>
<tr>
<td>Business Meeting #2</td>
<td>5/06/2022</td>
</tr>
<tr>
<td>Board of Finance/City Council</td>
<td>5/09/2022</td>
</tr>
</tbody>
</table>
What we’ve heard so far...
Feedback from the first neighborhood meeting

Thank you for attending the kick-off for Main Street’s Revitalization

"the most important entrance into Burlington"
"It used to be interesting, it's become dangerous"
"uninspired, we need some Wow!"
"A Gateway to the downtown, and a bit of a mess"

Today Main Street is ___________.

You told us your number one functional priority* for the future of Main Street is...

- 41% Pedestrian Access and Safety
- 18% Cycle Access and Safety
- 16% Vehicle Access and Traffic Flow
- 11% Stormwater Management
- 14% Other

Tomorrow I want Main Street to become ___________.

- "a place for people to come to relax and de-stress"
- "something that draws people towards the lake"
- "An inviting entrance to downtown, for visitors and locals"
- "safe in all aspects and easily accessible"

There will be many more opportunities to get involved! To stay up-to-date, visit:
http://greatstreetsbtv.com/

We need your help in recruiting more diverse perspectives to future engagement events!
What we’ve heard so far...

Summary sheets from focus groups

Main Street Revitalization Plan
BiPOC/Immigrant/Refugee Focus Group
March 8th, 17th, 2022

Why Main Street is Important
It is a gateway and resource center for immigrant and refugee communities.

Main Street is the center of the city, it is widely recognized as a major destination for people of all cultures to gather and enjoy.

Places and activities
Spaces to gather and meet, places to rest and connect.

Main Street needs more affordable options for eating and shopping, including a digital menu board. It is a major access point and a major access point for people of all ages and abilities.

Accessibility and Inclusion
More seating would help older people when they get tired, and make it safer for people of all ages and abilities.

Cultural Representation
Opportunities to meet diverse communities that make Burlington great, and affirm that all cultures are valued.

Main Street could adopt small-scale on-demand ‘flex services’ to increase accessibility in and around Main Street.

Transportation Diversity
Flexible and sustainable infrastructure that considers different stakeholders and users.

Main Street needs more pedestrian and cycling infrastructure. It is a major access point for people of all ages and abilities.

Who Attended the Meeting?

Excitement and concerns on Main Street Plan!
Participants were excited for the opportunity to rethink 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.

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.

Hopes for the future Main Street!
Majority of participants hoped for accessible and improved pedestrian infrastructure such as trees, benches, and bike lanes.

Who Attended the Meeting?

Take a closer look, visit: www.greatstreetsvt.com
## What We’ve Heard So Far

<table>
<thead>
<tr>
<th>Residents</th>
<th>Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Street is <strong>vital cultural and civic resource</strong> for newcomers and Burlingtonians.</td>
<td>Investments today need to support future needs and last for years to come (<strong>maintenance</strong>)!</td>
</tr>
<tr>
<td>It is a Gateway that should <strong>represent the diverse and rich culture, history and identity</strong> of all residents.</td>
<td>The main street project needs to be <strong>coordinated with other city priorities</strong>.</td>
</tr>
<tr>
<td>Main Street should be lively and welcoming with <strong>places for arts and programming for all ages</strong>.</td>
<td></td>
</tr>
<tr>
<td><strong>Accessibility and safety of pedestrians</strong> is paramount.</td>
<td></td>
</tr>
<tr>
<td>A clear <strong>parking and wayfinding strategy</strong> will support business success.</td>
<td></td>
</tr>
</tbody>
</table>
LET’S TAKE A CLOSER LOOK AT MAIN STREET...
Typical Main Street Cross Section

The cross section will vary, especially where there are R.O.W. encumbrances.
Right-of-Way Limitations

The cross section will vary, especially where there are R.O.W. encumbrances.
### Toolkit - Amenities!

<table>
<thead>
<tr>
<th>Amenity/Feature</th>
<th>Existing Conditions</th>
<th>Proposed Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadway Pavement Width</td>
<td>50' - 70'</td>
<td>40'</td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>157</td>
<td>90</td>
</tr>
<tr>
<td>Bike Lanes</td>
<td>None</td>
<td>Separated lane - each direction</td>
</tr>
<tr>
<td>Sidewalk Width (each side)</td>
<td>5' - 26'</td>
<td>13' - 18'</td>
</tr>
<tr>
<td>Stormwater Treatment</td>
<td>None</td>
<td>Generous spaces available</td>
</tr>
<tr>
<td>Green Space (each side)</td>
<td>0' - 15'</td>
<td>6' - 15'</td>
</tr>
<tr>
<td>Plazas/Public Art Spaces</td>
<td>Limited</td>
<td>Good opportunities</td>
</tr>
</tbody>
</table>
Ways to Support Parking Changes

Leverage technology –
- Parking management apps
- Variable / peak hour pricing
- Real-time feedback on available parking locations

Create incentives –
- Reinvest parking fees into non-motorized travel modes
- Incentivize loading to occur in off-peak hours
- Employee parking programs

Build out infrastructure –
- Increase visible/secure bike parking
- Improve transit accommodations
- Wayfinding signing
- EV charging stations

Vary parking restrictions to reflect –
- Land use
- Seasonal demand
- Flex spaces for parklets and “streateries” during warmer months
Design Approach **Option One:**
Artful Gateways

Design Approach **Option Two:**
Lake, City, Mountain
**Design Approach Option One:**

**Artful Gateways**

A **Dignified** and **Continuous** Streetscape for all Six Blocks

Emphasis on Place-making focused at **Crossroads** and **Gateways**
Artful Gateways
A dignified and continuous streetscape with special emphasis at crossroads
Artful Gateways: West
A dignified and continuous streetscape with special emphasis at crossroads

More spaces for casual use and activity!
Immigrant Focus Group

Small scale on-demand bus services to increase retail accessibility!
Mobility Focus Group

More lighting, parklets, maybe a street wide event!
Business Focus Group
Artful Gateways: Central
A dignified and continuous streetscape with special emphasis at crossroads

Good sidewalks with generous drop-off zones!
Business Focus Group
Mobility Focus Group

More signage to know where parking is!
Neighborhood Meeting

Safe, protected bike lanes, expanded pedestrian walkways!
Public Survey
Artful Gateways: East

A dignified and continuous streetscape with special emphasis at crossroads
Artful Gateways: Art Strategy

Art punctuates the main crossroads and gateways

Suspended artwork denotes nodes and gateways

Translate all street signage into primary languages spoken in Burlington including a digital information board
Immigrant Focus Group

Cool sculptures that are interactive and inviting for kids and families
Youth Focus Group

Temporary and revolving installations keep the streetscape active all year

Landmark sculptures welcome residents and visitors alike

BATTERY ST.
S CHAMPLAIN ST.
PINE ST.
CHURCH ST.
S WINOOSKI AVE.
S UNION ST.
SAINT PAUL ST.
Artful Gateways: Planting Strategy
A singular approach to planting that is consistent across the six blocks

- Regular planting beds with common native street trees
- Boulevard-like rows of large shade trees
- Structured groupings of native shrubs and grasses
Artful Gateways: Stormwater

Stormwater detention areas are unifying elements with repeating lines

"Rain gardens and stormwater management to reduce flooding and run-off" Neighborhood Meeting

Stormwater retention focused at lowpoints near edges and nodes

Clean, creative, and artful use of runnels and catchment

Long linear planting beds to help catch water before draining to the lake
Artful Gateways
A dignified and continuous streetscape with special emphasis at crossroads

- Adjacency Business Spillout Space
- Special Amenity Zone
- Furnishing Zone
- Flexible Parking Space

- Straight and direct bicycle lanes
- Parking spaces that can be converted into special event or seasonal spill-out spaces
- Clean and manicured native planting beds
- Special placemaking and design emphasis at high-volume intersections
- Rhythmic and predictable placement of benches and other street furniture
Design Approach **Option Two:**

Lake, City, Mountain

Three **Distinct** Zones

Lake — City — Mountain

Landscape changes to express the character of Lake Champlain, the Cityscape, and Green Mountains
Lake, City, Mountain

Landscape changes to express the character of three zones in Burlington

[Diagram showing various streets and landmarks in Burlington]
Lake, City, Mountain: West

Landscape changes to express the character of three zones in Burlington

“Rain gardens and stormwater management to reduce flooding and run-off”
Neighborhood Meeting

Places to sit and hang out with affordable food options!
Immigrant/BiPOC

Pop up shops, food stands, arts, and farmers market!
Youth Focus Group

Places to sit and hang out with affordable food options!
Immigrant/BiPOC

Youth Focus Group

Youth Focus Group
Lake, City, Mountain: Central

Landscape changes to express the character of three zones in Burlington

Spaces to share our culture through street food and other wares! Immigrant Focus Group

Multi-lingual and multi-cultural signage! Immigrant Focus Group
Lake, City, Mountain: East

Landscape changes to express the character of three zones in Burlington

Easily walkable sidewalks with better aesthetics and connection!

Business Focus Group
Lake, City, Mountain: Art Strategy

A network of community-inspired art sprinkled throughout the streetscape

Co-created artwork and murals between artists, the city, and local organizations

Artwork that gives people a voice

Playful installations that look great in person and on social media

Main Street is the center of the city, so it needs to represent the identity of all of Burlington residents

Immigrant Focus Group
Lake, City, Mountain: Planting
Ecologically-rich planting inspired by the different biomes surrounding Burlington

A wide variety of native plant species including trees, shrubs, and pollinators

Poly-cultures of native trees arranged in the streetscape

Nature-inspired placemaking through the creative use of planting and stone

Diversify pathways, levels of activity, and seating
Neighborhood Meeting 1
Lake, City, Mountain: Stormwater

Stormwater detention and drainage to reveal and celebrate the beauty of water

“Rain gardens and stormwater management to reduce flooding and run-off”
Neighborhood Meeting

Naturalized stormwater detention areas similar to those on Saint Paul St.

Sculptural reveals of stormwater that act as runnels during storm events

Native wetland species help filter runoff before draining into the lake
Lake, City, Mountain

Landscape changes to express the character of three zones in Burlington

- Adjacency Business Spillout Space
- Special Amenity Zone
- Furnishing Zone
- Flexible Parking Space

- Discreet bicycle lanes in high volume pedestrian areas
- Parking spaces that can be converted into special event or seasonal spill-out spaces
- Permeable parallel parking strips
- Naturalized native planting areas representing the different biomes of the region
- Subtly bending bike lanes in strategic locations
Design Approach **Option One:** Artful Gateways

Design Approach **Option Two:** Lake, City, Mountain
Next steps...
Preparing for the Preliminary Plan

PLAN NEXT STEPS

After the April 28th neighborhood meeting and May 6th Business meeting, the team will incorporate feedback from tonight and additional feedback up to May 14th into the concept plans.

Follow up with five listening session participants to gather additional guidance from underrepresented groups.

On May 9th, share Concept Plans with City Council.

On May 18th, share concept plan direction with DPW Commission and Church Street Commission.

HOW YOU CAN ENGAGE

Before May 14th...

Head to www.greatstreetsbtv.com

Take the online survey
http://greatstreetsbtv.com/survey

Email comments and ideas to Olivia Darisse at odarisse@burlingtonvt.gov
Thank you!

Stay involved by visiting www.greatstreetsbtv.com

“Down on Main Street” by Vermont Artist Peter Huntoon
A Beloved Gateway Corridor

“Down on Main Street” by Vermont Artist Peter Huntoon

www.peterhuntoon.com