



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.



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 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, so it needs to represent the identity and history of all of Burlington residents.

Main Street is home to crucial resource centers for newcomers such as Burlington Housing Authority, City Hall and Champlain Housing Trust.

When people visit Burlington, the lake and Main Street are the first places we bring them to see.

Places and activities

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

Church street feels like it's in a real city because it's full of people, activity, and has affordable options to shop.

More seating would help older people when they get tired from walking up and down the hill of Main Street. There should also be public restrooms.

People love going to Battery Park to play volley-ball, barbecue, picnic. Main Street should have more spaces for casual use and activity.

Accessibility and Inclusion

More affordable options for eating and shopping, and opportunities for small vendors to operate .

The fountain at City Hall Park is a favorite place to hang out in the summer, but it could be even better with affordable food options like hot dog stands and ice cream.

Main Street needs more affordable food and shopping. It also needs new opportunities for small vendors of color to engage in local commerce.

Homeless people should be cared for. Consider seating and shade for them in the design of Main Street so that everyone feels safe and comfortable.

Cultural Representation

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

Spaces along Main Street and in City Hall Park for artists market and small vendors to share their culture through street food and other wares.

Translate all street signage into primary languages spoken in Burlington including a digital information board.

Large banners along Main Street to celebrate major holidays of Burlington immigrant communities and printed in every language.



Main Street Revitalization Plan Mobility Support Focus Group

March 24th, 2022

Why Main Street is Important

It is a major access point at a prime location, and it is full of potential.

Main Street is the major access and egress point for both automobiles and people who live and work in Burlington.

Main Street is a jewel in its geographic location by the lake, with diverse outdoor activities and easy connection to rest of the city centers.

Main Street has a chance to be a catalyst for a larger city-wide plan, motivate people to imagine better, safer and more accessible Burlington.

Places and Activities

It could be a lively and welcoming place filled with interactive arts and programs for people of all ages and abilities to enjoy.

Main Street needs better branding and place making strategies such as a welcome banner as the Gateway or signage that highlights the history and culture of the community.

Movable and adaptable street furniture, interactive street arts for kids and families, and food trucks and street vendors to activate and liven the street.

People love welcoming environments with street art, sculpture, and murals that are not museum pieces but that are integrated into the design of streets.

Accessibility and Inclusion

Safe, well maintained, and accessible streets and sidewalks for people of all physical abilities.

Design good sidewalks up and down the Main street with generous drop-off zones that considers people with mobility constraints.

Integration between different stakeholder and street functions is the key such as bikers, parking, retail spaces, and public transportation.

Integrate level plateaus along sloped sidewalks for benches and resting stops to be accessible to people of all physical abilities.

Transportation Diversity

Flexible and sustainable infrastructure that considers different stakeholders and users.

Main Street could adopt small scale on-demand bus services to increase restaurant and retail accessibility in and around Main Street.

Protected bike lanes could improve safety for both pedestrians and cyclists as well as allow for the safe movement of vehicles.

We need to be flexible and thoughtful about what we build today so it is adaptable for the future. For example, considering future space needs for autonomous vehicles.