Main Street Project
www.greatstreetsbtv.com
Working with Zoom!
Welcome back! For those joining us virtually, here are some tips for working with Zoom.

Have a zoom question? Ask me anything!

Main Street Project
Great Streets BTV

Chat With Us!
Use the chat function to add your comments, ask questions, and respond to questions.

Chat messages will be archived for public record.

We are recording this meeting for public record!
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

Agency Landscape + Planning
Design Main Street to be Unique & Beautiful

VHB
Ensure Main Street is Functional

The City of Burlington

Grayscale
Co-design Main Street with the Community

CEDO
BURLINGTON, VT PUBLIC WORKS
RACIAL EQUITY, INCLUSION, BELONGING

CHURCH STREET MARKETPLACE
BCA
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

Evan Detrick
VHB

Susannah Ross
Agency LP

Steve Woods, Jr.
Agency LP

Stephen Gray
Grayscale
PROJECT OVERVIEW

“Down on Main Street” by Vermont Artist Peter Huntoon

www.peterhuntoon.com
Great Streets BTV

Up next... Main Street!

COMPLETED
City Hall Park

COMPLETED
St. Paul Street

UP NEXT
Main Street
Main Street Revitalization

Project Limits: Battery Street to South Union Street
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

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

- **5300 Website visits**
  The website is also a place to find out about other Great Streets Initiative projects.

- **60 Participants in Main Street kick-off**

- **Lots of advertising!**
  50 signs in Downtown, 500 postcards distributed, over 180
<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
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<tbody>
<tr>
<td>City Council - Public Hearing</td>
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<tr>
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<td>1/12/2022</td>
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<tr>
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<td>1/13/2022</td>
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<td>Aging Council</td>
<td>1/18/2022</td>
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<td>Ward 5 NPA</td>
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<td>1/21/2022</td>
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<td>Business Outreach Meeting #1</td>
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<td>Burlington Bike Walk Committee</td>
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<tr>
<td>Ward 6 NPA</td>
<td>2/3/2022</td>
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<td>2/16/2022</td>
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<td>Burlington Business Association - Downtown Action Group</td>
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<td>April TEUC</td>
<td>4/26/2022</td>
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<tr>
<td>April DPW Commission</td>
<td>4/27/2022</td>
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<td>Project Neighborhood Meeting #2</td>
<td>4/28/2022</td>
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<td>Business Meeting #2</td>
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<td>Board of Finance/City Council</td>
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What we’ve heard so far...

Feedback from the first neighborhood meeting

To take a closer look visit: www.greatstreetsbtv.com
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.

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

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

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

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

Main Street is the major access point at a prime location, and it is full of potential.

Main Street needs better landscaping and planting, and downtown needs ways to highlight its history and culture of the community.

People are coming to the waterfront.

Main Street is a favorite place to walk by the bay. People say it feels so much like a community.

More curb cuts and pedestrian infrastructure such as trees, benches, and good bike lanes.

Transportation Diversity
Flexible and sustainable infrastructure that considers different stakeholder needs.

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

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

Main Street Revitalization Plan
Mobility Support Focus Group
March 24th, 2022

Why Main Street is Important
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Places and activities
Spaces to gather and meet, places to rest and connect.

Accessibility and Inclusion
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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.

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.

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.

Who Attended the Meeting?
16 High school students
94% Live in Burlington and visit Main Street

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.

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, lighting, parklets, drop-off zones, flexible spaces for outside events, and wider sidewalks for people of all physical abilities.

Best way of communication!
Participants indicated regular updates and check-ins through email worked best for them.

Take a closer look, visit: www.greatstreetsbtv.com

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

More trees and green spaces.

More curb cuts and pedestrian infrastructure such as trees, benches, and good bike lanes.

Transportation Diversity
Flexible and sustainable infrastructure that considers different stakeholder needs.

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

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Main Street Revitalization Plan
Business Focus Group Meeting
February 9th, 2022

Infrastructure improvements and space planning in the Lake
Excited about more walking and cycling along the waterfront and public square.

Refugee communities.

Large banners along Main Street to celebrate major movements.

Creating more pedestrian and cycling-friendly environments.

Memorialize the history of the Lake area, including a digital display of interactive resources.

Inside cultural histories, cultures, and traditions.

Lakeside businesses, green spaces, lighting.

Main Street is the major access point at a prime location, and it is full of potential.

Main Street is a favorite place to walk by the bay. People say it feels so much like a community.

Main Street needs better landscaping and planting, and downtown needs ways to highlight its history and culture of the community.

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What We’ve Heard So Far

**Residents**

Main Street is **vital cultural and civic resource** for newcomers and Burlingtonians.

It is a Gateway that should **represent the diverse and rich culture, history and identity** of all residents.

Main Street should be lively and welcoming with **places for arts and programming for all ages**.

**Accessibility and safety of pedestrians** is paramount.

A clear **parking and wayfinding strategy** will support business success.

**Businesses**

Investments today need to support future needs and last for years to come (**maintenance**!)

The main street project needs to be **coordinated with other city priorities**.
LET’S TAKE A CLOSER LOOK AT MAIN STREET...
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.
<table>
<thead>
<tr>
<th>Amenity/Feature</th>
<th>Existing Conditions</th>
<th>Proposed Concept</th>
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<tbody>
<tr>
<td>Roadway Pavement Width</td>
<td>50' - 70'</td>
<td>40'</td>
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<tr>
<td>Parking Spaces</td>
<td>160</td>
<td>90</td>
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<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>
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</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

More street trees and shade!
Better branding and place making strategies!
Neighborhood Meeting
Mobility Focus Group
Artful Gateways: Art Strategy

Art punctuates the main crossroads and gateways

Suspended artwork denotes nodes and gateways

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

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

Temporary and revolving installations keep the streetscape active all year

Landmark sculptures welcome residents and visitors alike
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

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
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

Neighborhood Meeting
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

Diversify pathways, levels of activity, and seating
Neighborhood Meeting 1

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
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
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](http://www.greatstreetsbtv.com)

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

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