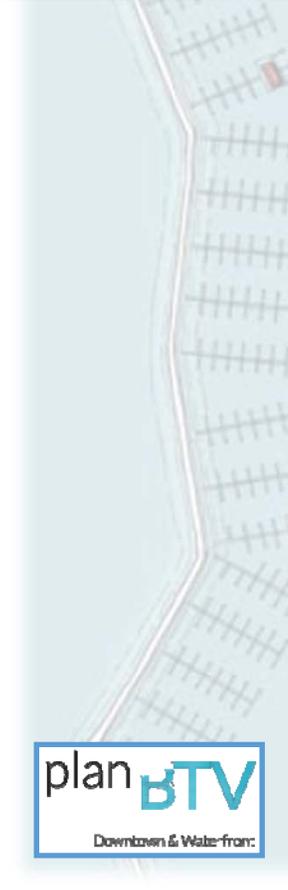




# Re-Imagining the Burlington Town Center



# plan BTV

Downtown & Waterfront

TAPPING  
BURLINGTON'S  
**CREATIVE  
ECONOMY**

PLUS  
**CHICKENS  
ON CHURCH?**

LIMITED EDITION

THE  
**GREEN  
MACHINE**

Burlington's New Groundbreaking Waterfront  
Stormwater Treatment Concept

**PARK IT  
BURLINGTON!**

**TIMELESS  
PRINCIPLES**

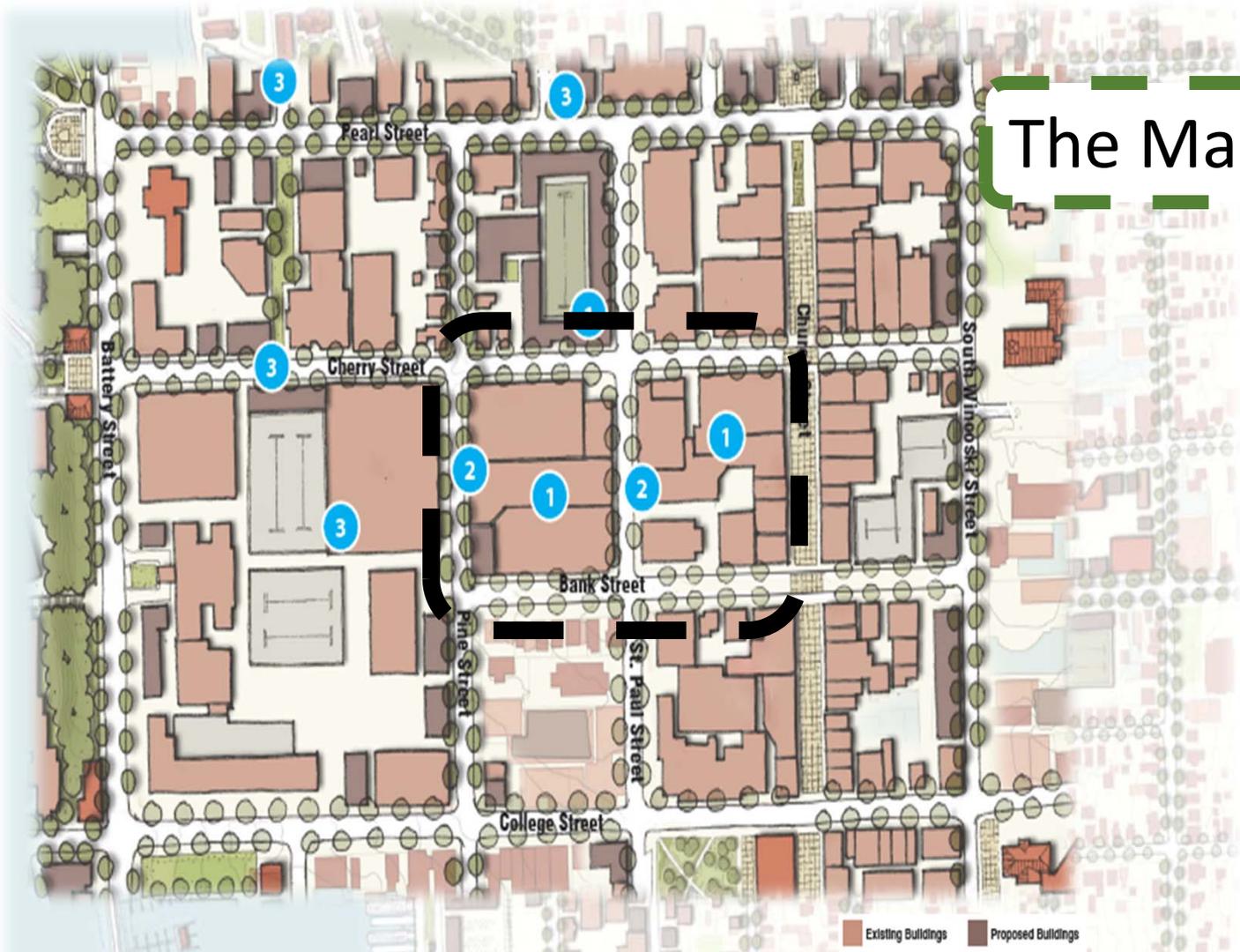
CREATING  
**"MUNICIPAL  
ADVANTAGE"**



PlanBTV is a collaboration of the people of Burlington, the City of Burlington, and New Planning & Urban Design Collaborative LLC.  
More at: [www.burlington.gov/planBTV/](http://www.burlington.gov/planBTV/)

Planning Commission  
Approved Draft  
Mar 12, 2013

# The Mall



- 1 DOWNTOWN HOUSING
- 2 RESTORING CONNECTIVITY OF THE URBAN GRID
- 3 STRATEGIC URBAN INFILL AND LINER BUILDINGS
- 4 STREET LIFE

# The Mall

EXISTING

POTENTIAL



plan **BTV**

Downtown & Waterfront

 **BURLINGTON**  
TOWN CENTER  
**TODAY**



**IN THE HEART OF CHURCH STREET MARKETPLACE,  
BURLINGTON, VT**

# Anticipated Timeline to Review Design and Adopt Development Agreement

---

## **INITIAL STEPS (Nov thru Dec 2014)**

- Development Proposal Announced
- City Council authorized the initiation of a Development Agreement Process
- Retained Technical Team

## **PHASE ONE: COMMUNITY ENGAGEMENT & DESIGN PROCESS (Jan thru May 2015)**

- The City convened the Development Agreement Public Advisory Committee (DAPAC).
- Public Meeting #1 was a Kickoff Public Meeting in January 2015 attended by 150 people.
- Public Meeting #2 was a Development and Design Workshop during February 2015. 300 people participated in this multi-day public design workshop, and over 400 comments were received on different components of the proposal
- Public Meeting #3 was a Public Review of Workshop Results in April 2015; a summary of the workshop comments were sent to the BTV Mall team.
- Public Meeting #4 was a presentation of Public, City and Technical Team Comments in May 2015.

## **PHASE TWO: ESTABLISH A DEVELOPMENT AGREEMENT FOR A FEASIBLE PROJECT (May 2015 thru early 2016)**

- Design Response to Public, City and Technical Team Comments (May 2015 thru Jan 2016)
- Public Meeting # 5 – TONIGHT! A presentation of the revised project design and conceptual framework for development agreement.
- Final Draft Development Agreement (Spring 2016)

# City Priorities for Redevelopment of the BTC

## ***North-South Connectivity at both St. Paul Street and Pine Street***

As specified in PlanBTV and discussed for decades, pedestrian connections through the “superblock” of the mall are essential to repairing our urban fabric. The possibilities to build these connections are numerous – but their activation is one of the City’s highest priorities.

## ***Cherry Street Activation***

Activation of Cherry Street with street-level infill, improved infrastructure, and thoughtful redevelopment and operation of the parking garage will rebuild and rebrand Cherry Street as a primary connection between the waterfront and Church Street.

## ***Bank Street Activation***

Street-level infill and capitalization on currently underutilized public spaces could bring great life to Bank Street. Coordination with neighbors will make for a more engaging streetscape and open opportunities for redevelopment.

## ***Vertical Expansion***

Thoughtfully designed vertical expansion on top of the existing mall will add valuable retail, office, and housing opportunities to our constrained downtown. Of particular interest is the creation of new housing opportunities.

## ***Stormwater Improvements***

The City of Burlington and the BTC can be regional leaders in demonstrating stormwater mitigation pilot projects on both public and private property.



★ macy's

PARKING

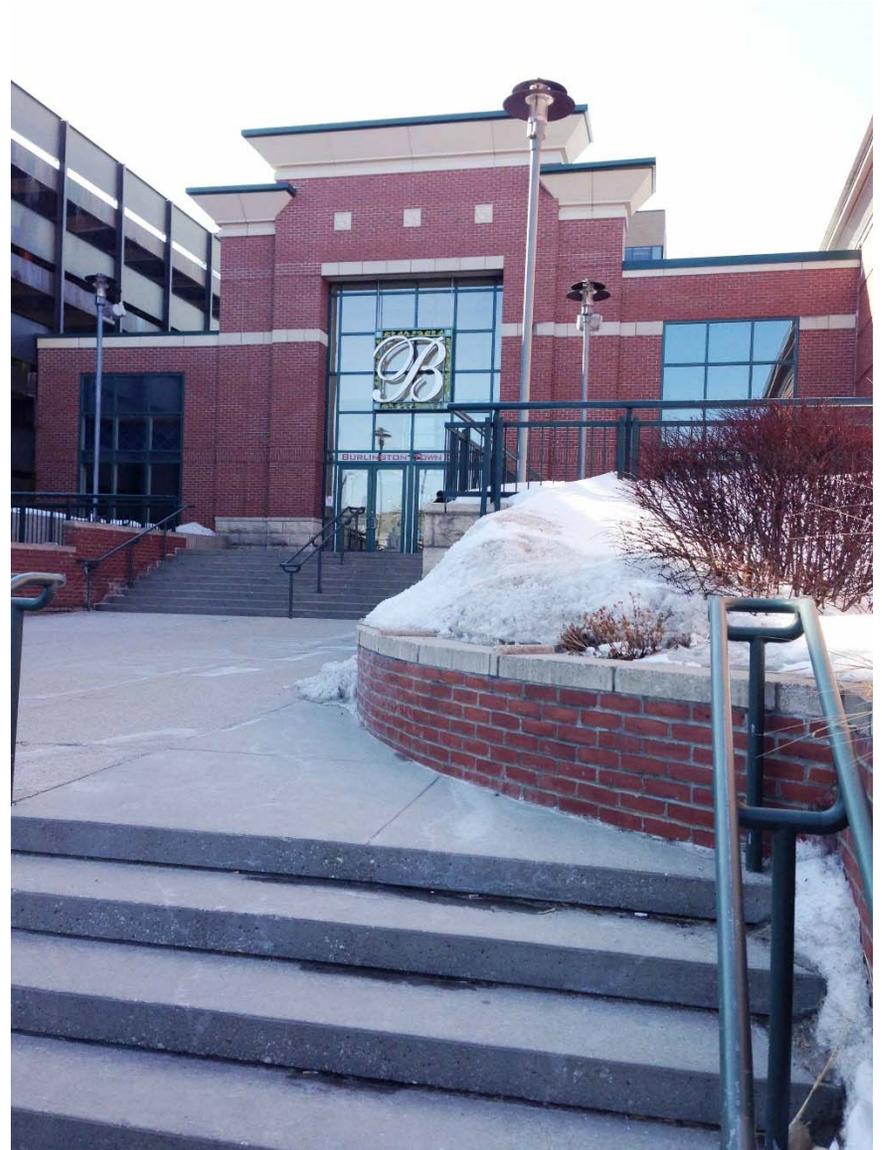
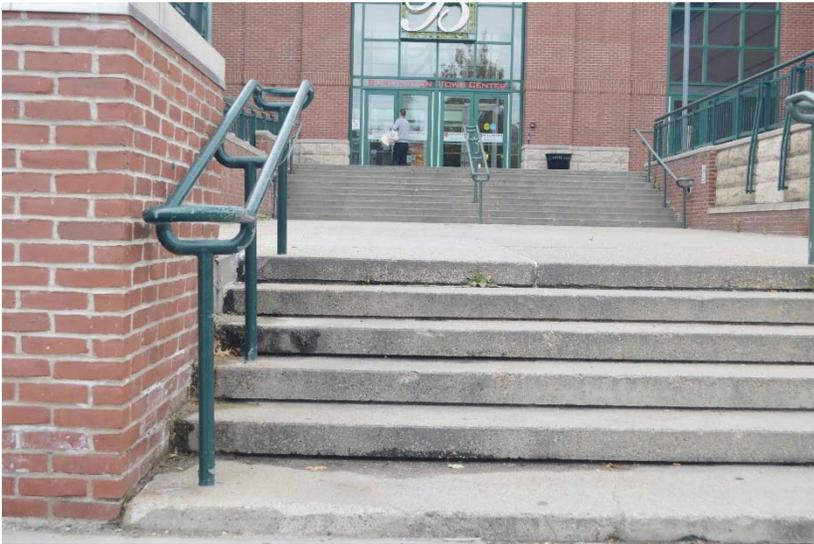
OFFICE

BANK STREET

CHERRY STREET

CHURCH STREET MARKETPLACE

AERIAL VIEW



**STREET WALLS AND ENTRIES ARE RECESSED FROM SIDEWALKS**



**PARKING GARAGE IS LIMITED IN SIZE – AND UNATTRACTIVE!**



**EXISTING MALL IS INWARD-LOOKING AND BLOCKS STREETS**





**SEE THE FUTURE VISION FOR OUR MALL!**

**BTV MALL COMMUNITY DESIGN PRESENTATION**

**MAY 5, 2015**  
**6-8 PM, CONTOIS AUDITORIUM, CITY HALL**  
**FOLLOW-UP PRESENTATION TO THE COMMUNITY PLANNING WORKSHOP ON THE FUTURE OF THE DOWNTOWN MALL SITE**



TO REQUEST AN ACCOMMODATION, OR TO INQUIRE ABOUT THE ACCESSIBILITY OF THIS EVENT, PLEASE CONTACT KESHA RAM AT [KRAM@BURLINGTONVT.GOV](mailto:KRAM@BURLINGTONVT.GOV) BY THURSDAY, APRIL 28TH. THE CITY WILL MAKE ALL REASONABLE EFFORTS TO PROVIDE ACCOMMODATIONS.





**PREVIOUS DESIGN**

**AERIAL LOOKING NORTH**

# Key Recommendations From Public Input, Tech Team and DAPAC

---

## 1. HEIGHT & MASSING

- An ideal site for high density development in downtown Burlington.
- Along Cherry Street reduce building massing by establishing greater differentiation among building parts to better integrate into scale and character of surrounding cityscape
- Explore alternative massing that may allow greater residential use and less roof top open space.
- Light and shadow studies are needed to assess impact on streets

## 2. CIRCULATION & CIVIC CONNECTIVITY

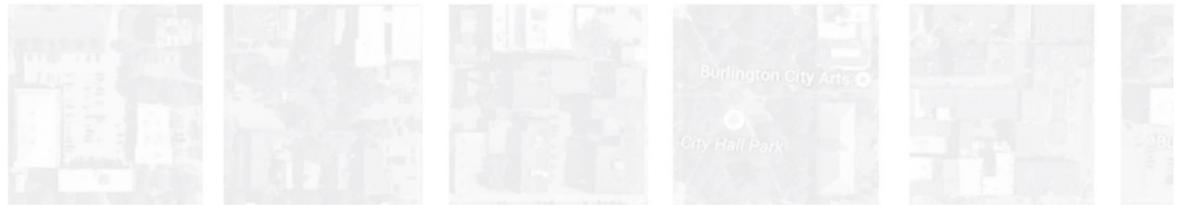
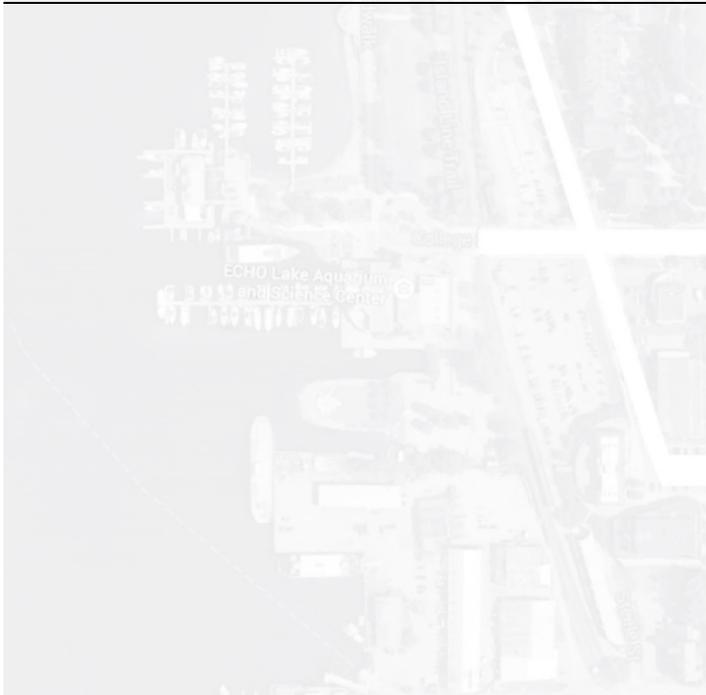
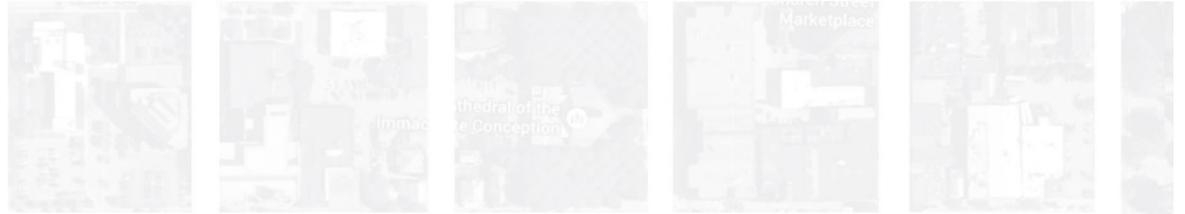
- The opportunity to re-open enduring public connection along St Paul and Pine Street corridors was viewed as highest public priority.
- Connections as currently designed will be perceived as providing public access across private property (not truly public connections). Should read as extensions of the surrounding streetscape. Along St Paul, return to concept with office building to west of public corridor (not over it). Create open (both horizontally and vertically) and barrier free street connectivity for pedestrians and possibly bicycles. Should both feel like public street, lined by active shopfronts, and have enduring public rights of way.
- Along Pine Street, study above within constraints of partially obstructed corridor. Additional study to address feasibility / best options for permanent bicycle and vehicle connections through or under mall.

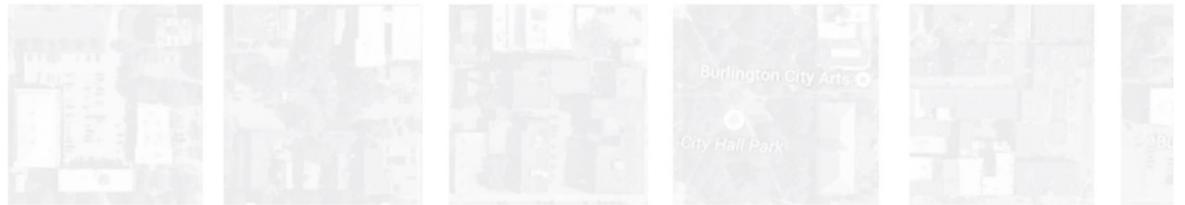
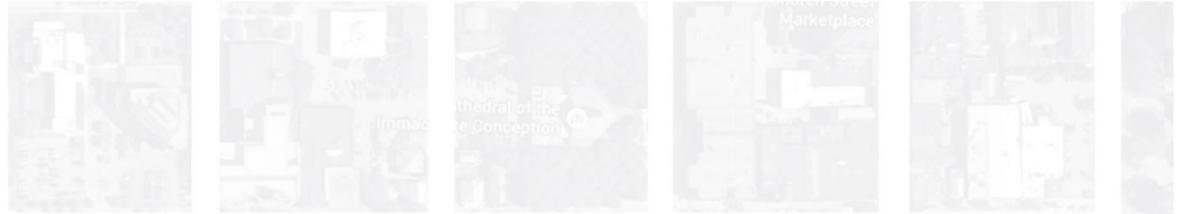
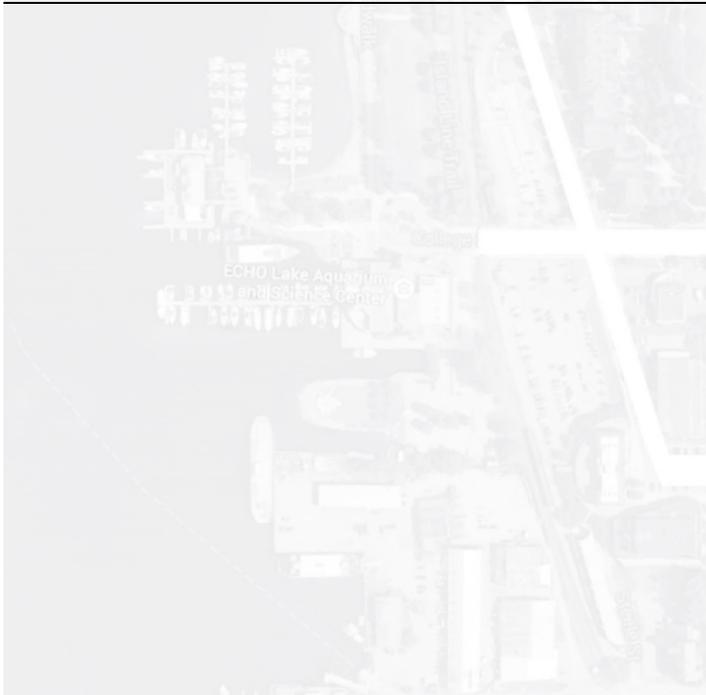
## 3. CHERRY & BANK STREET ACTIVATION

- Crucial for that design to create an engaging and transparent façade along both the Bank and Cherry Street blocks.
- Further design development needed at street level. Re-consider use of recessed collonades—concerns for uninviting spaces in dark cold winters. Replace with transparent street walls and canopy elements more in scale with active streetscape.

## 4. PUBLIC OPEN SPACES

- The rooftop green spaces are convincing as amenities for the building tenants, but less successful as public spaces.
- Concern for accessibility and cost based on experience in other cities.
- Consider smaller, more programmed rooftop spaces.
- Consider public access to highest, most dramatic views.



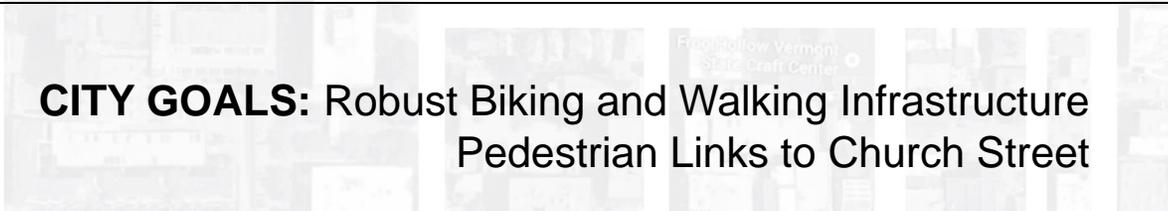




**BANK STREET AERIAL VIEW**



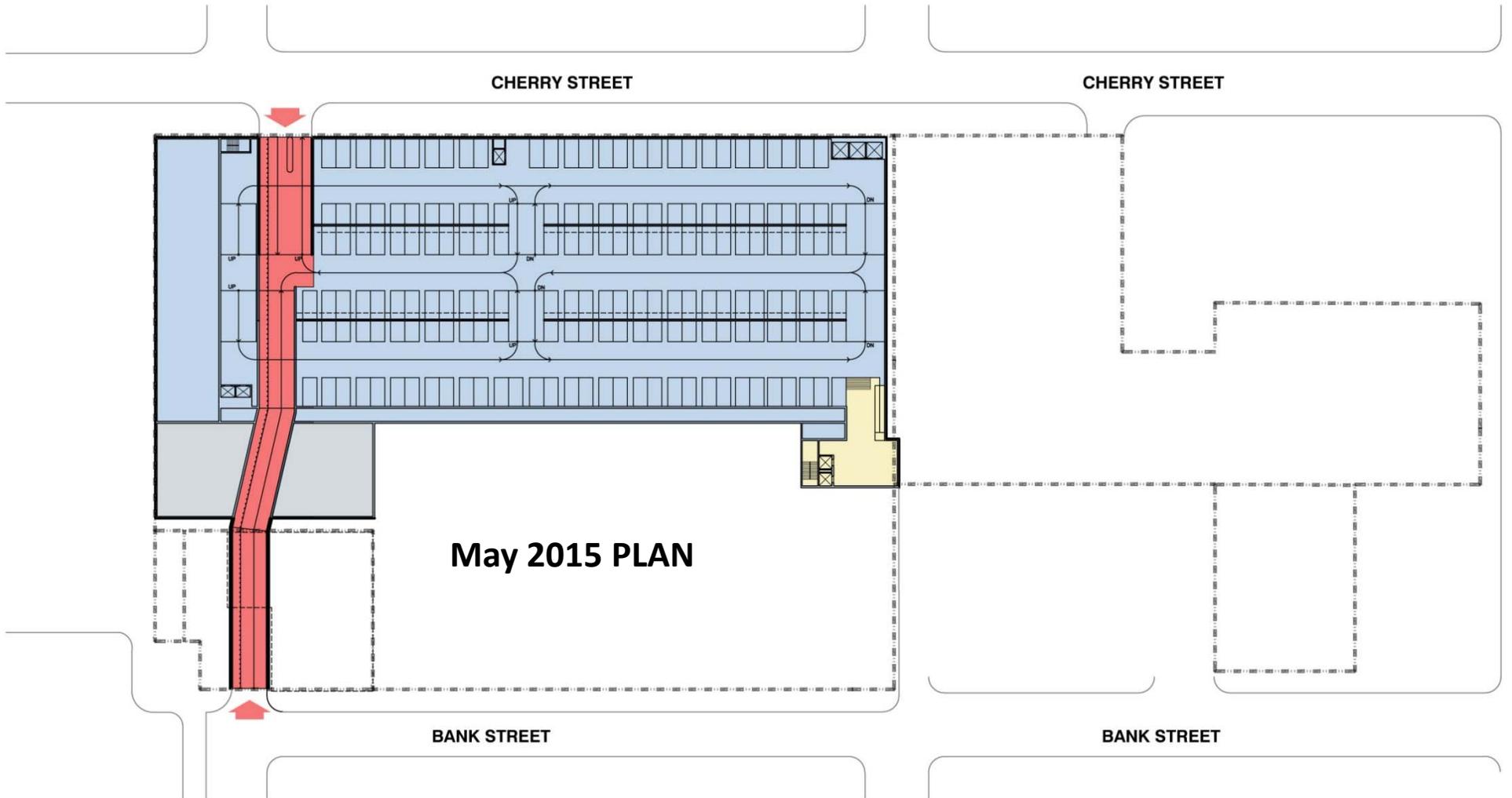
# WALKING AND BIKING INFRASTRUCTURE



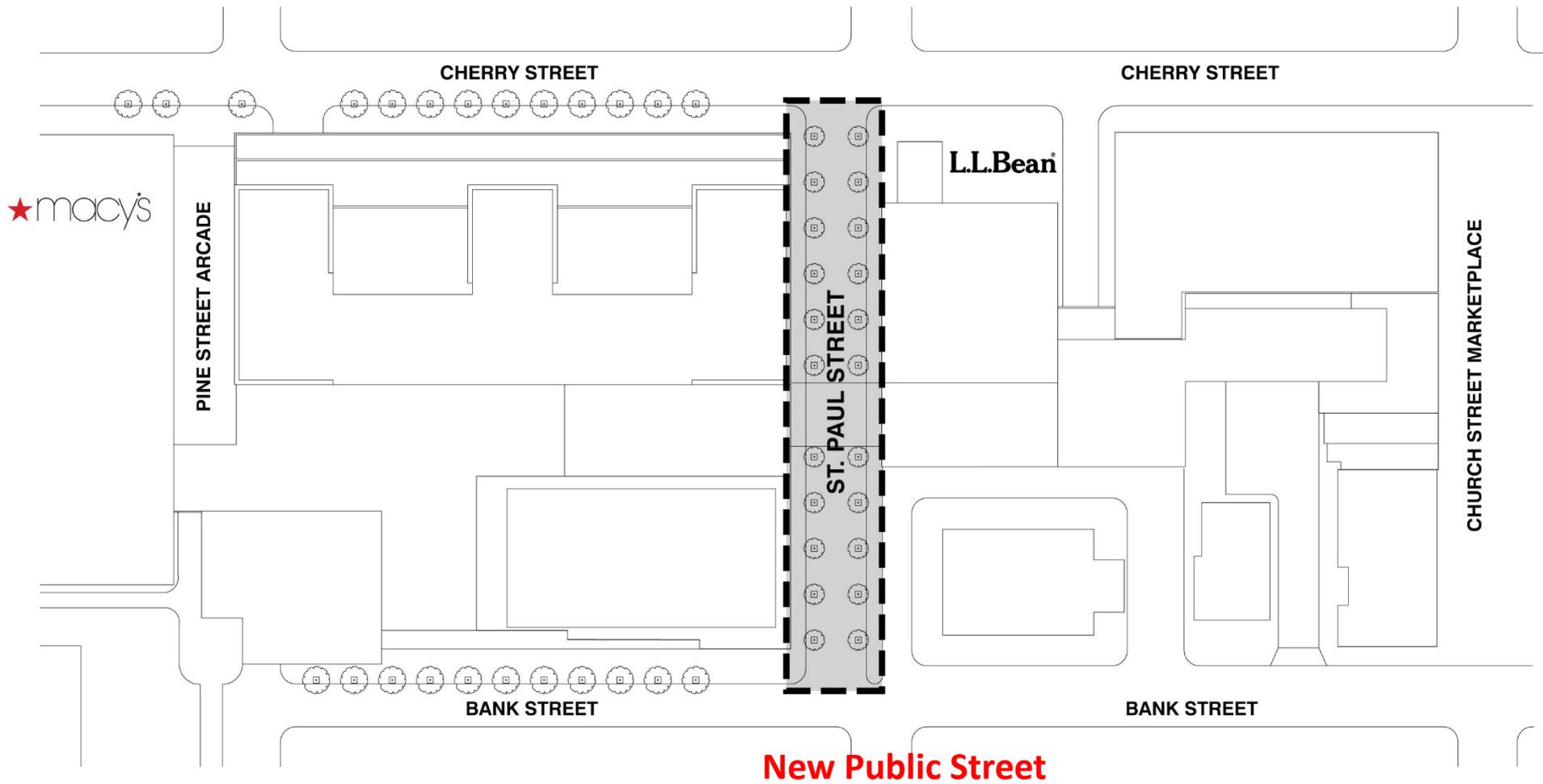
**CITY GOALS:** Robust Biking and Walking Infrastructure  
Pedestrian Links to Church Street

**TECH TEAM:** Proposed Use of Existing Ramp System Not Adequate

**SOLUTION:** Restore Downtown Grid With A New Street!



**CAR AND BIKE PATH**



**PUBLIC AMENITIES**



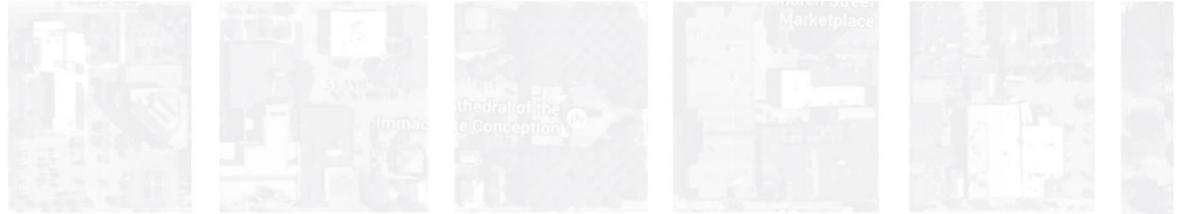
ST. PAUL STREET



ST. PAUL STREET FROM CHERRY STREET



**ST. PAUL STREET FROM BANK STREET**

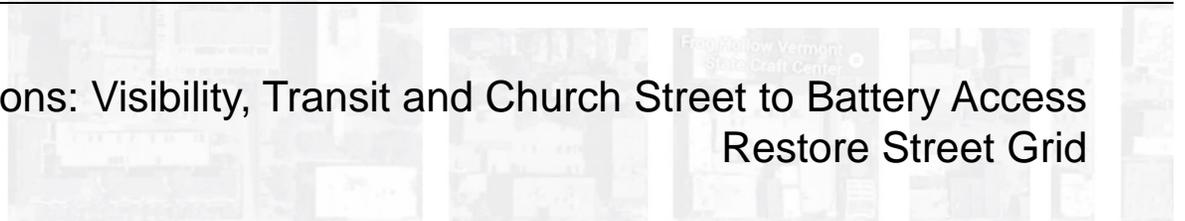
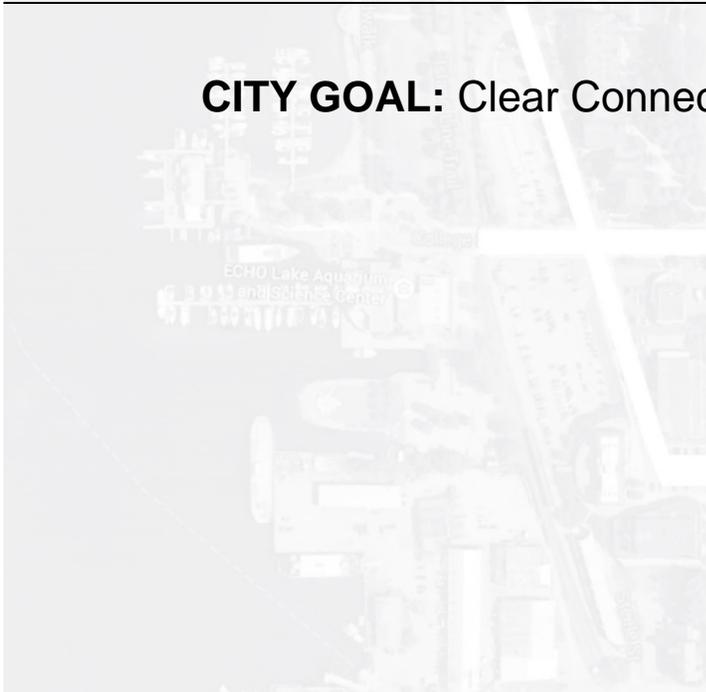


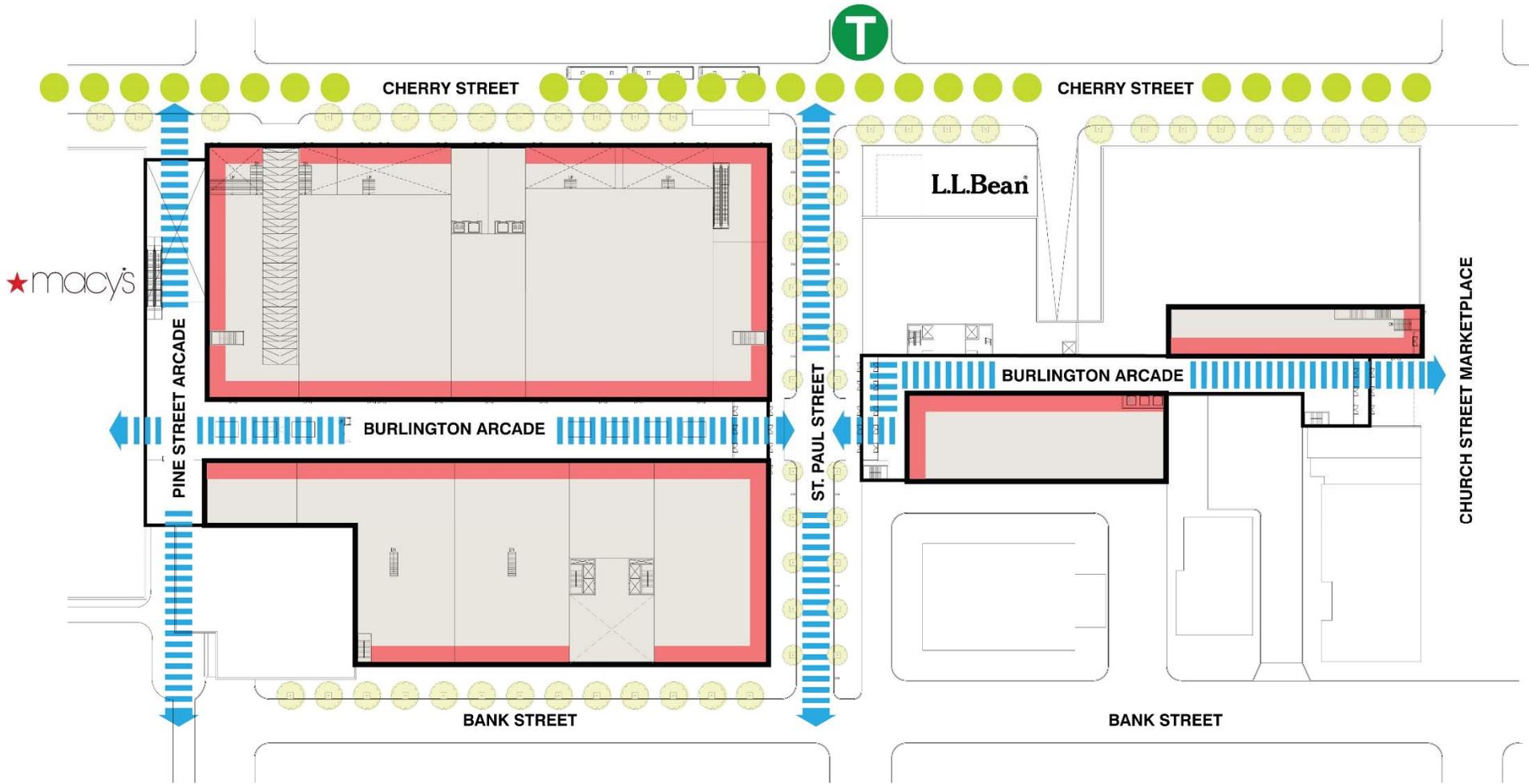
## CLEAR CONNECTIONS

**CITY GOAL:** Clear Connections: Visibility, Transit and Church Street to Battery Access  
Restore Street Grid

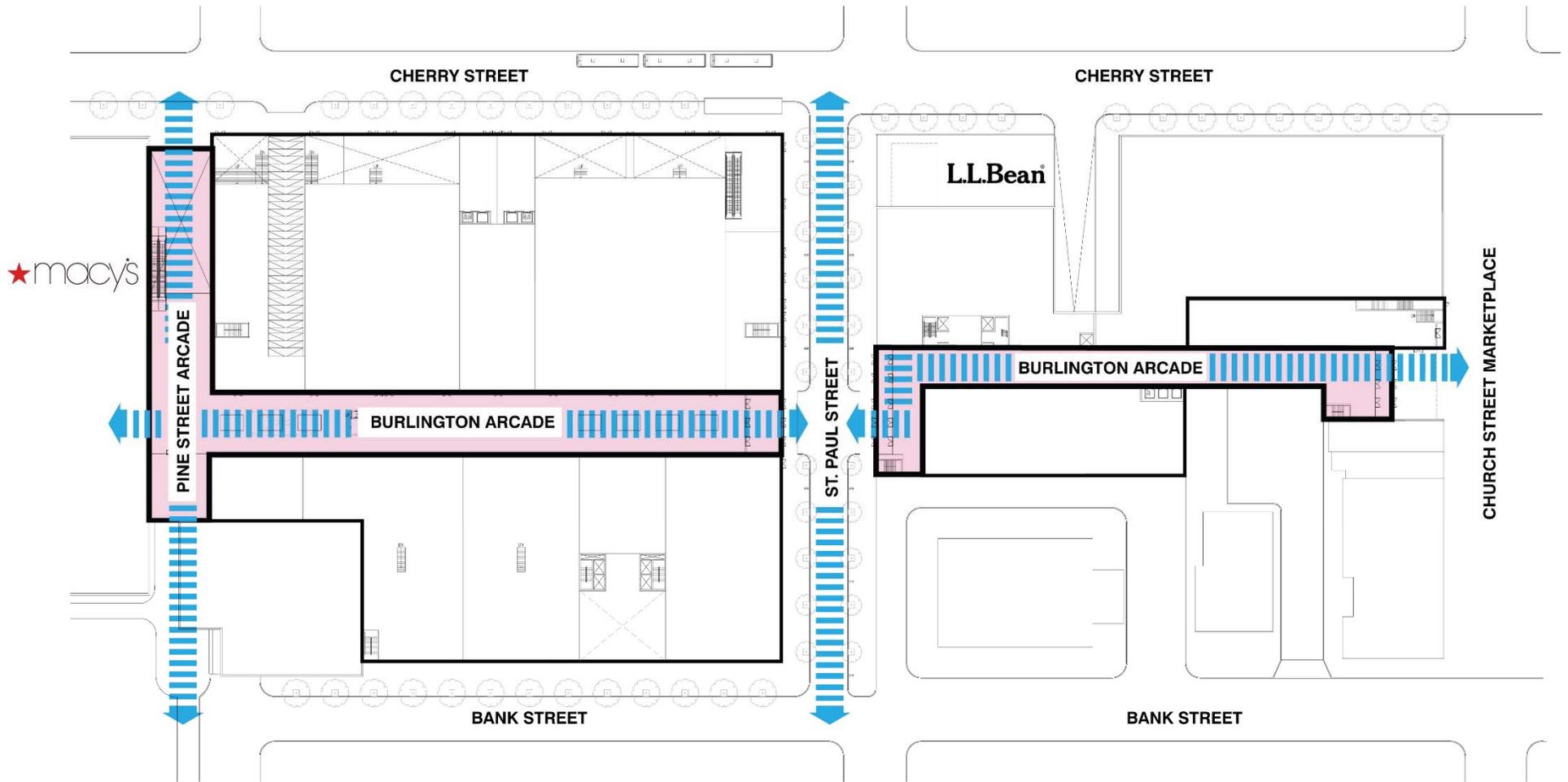
**TECH TEAM:** Emphasize Variety of Connection Options  
Improve Streetscape

**SOLUTION:** Restore St. Paul Street  
Provide New Streetscape On Cherry and Bank





**CONNECT STREETScape IMPROVEMENTS AND NEW TRANSIT CENTER**



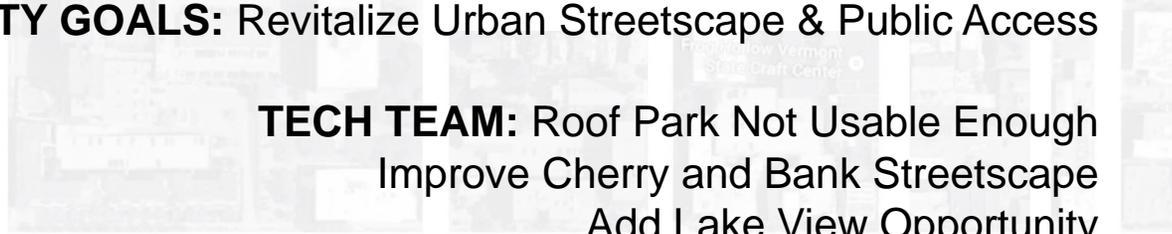
**NORTH-SOUTH AND EAST-WEST CONNECTIVITY**



**ST. PAUL STREET FROM BANK STREET**



**PINE STREET ARCADE FROM CHERRY STREET**

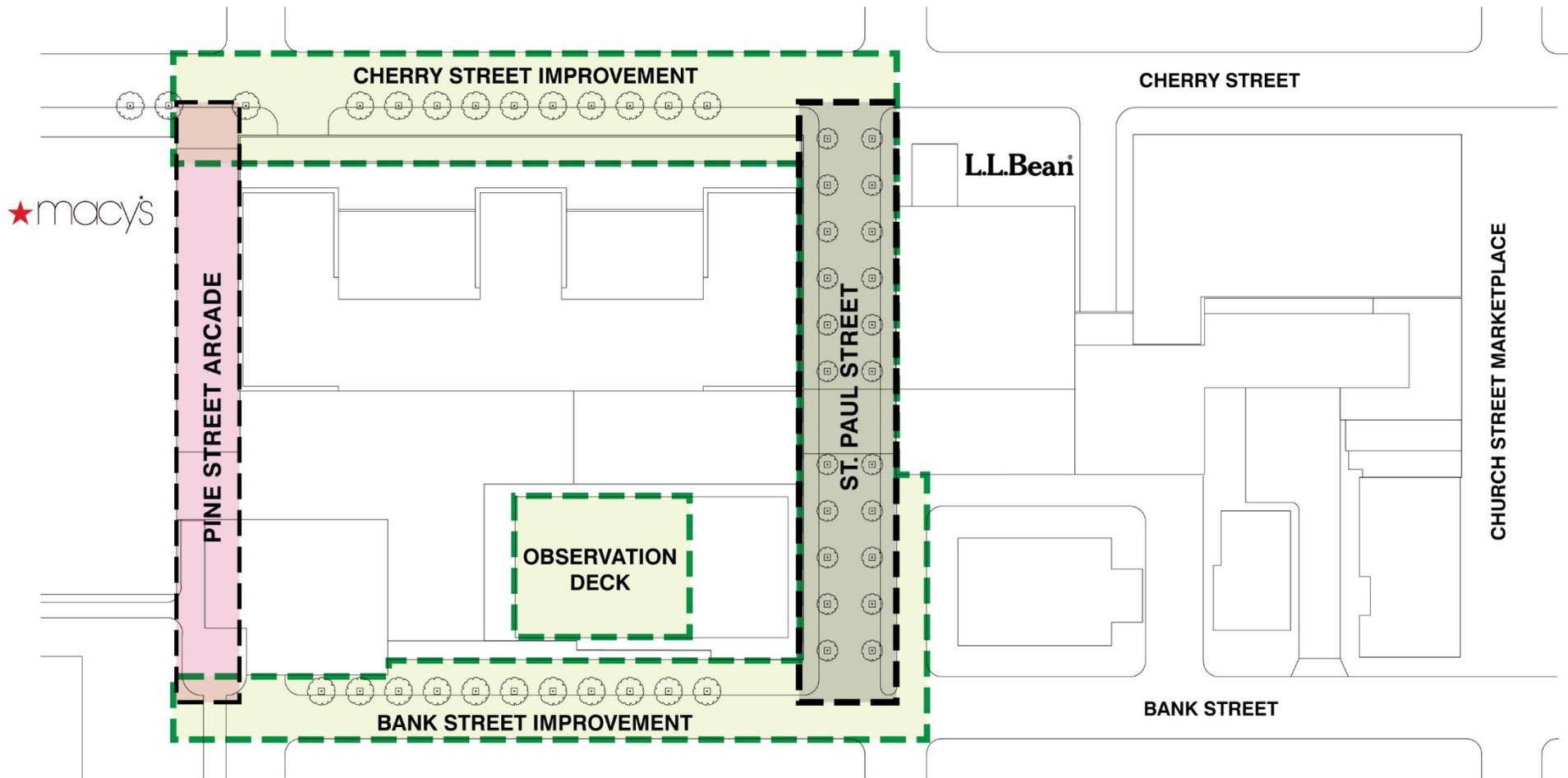


# PUBLIC AMENITIES

**CITY GOALS:** Revitalize Urban Streetscape & Public Access

**TECH TEAM:** Roof Park Not Usable Enough  
Improve Cherry and Bank Streetscape  
Add Lake View Opportunity  
Improve Arcade

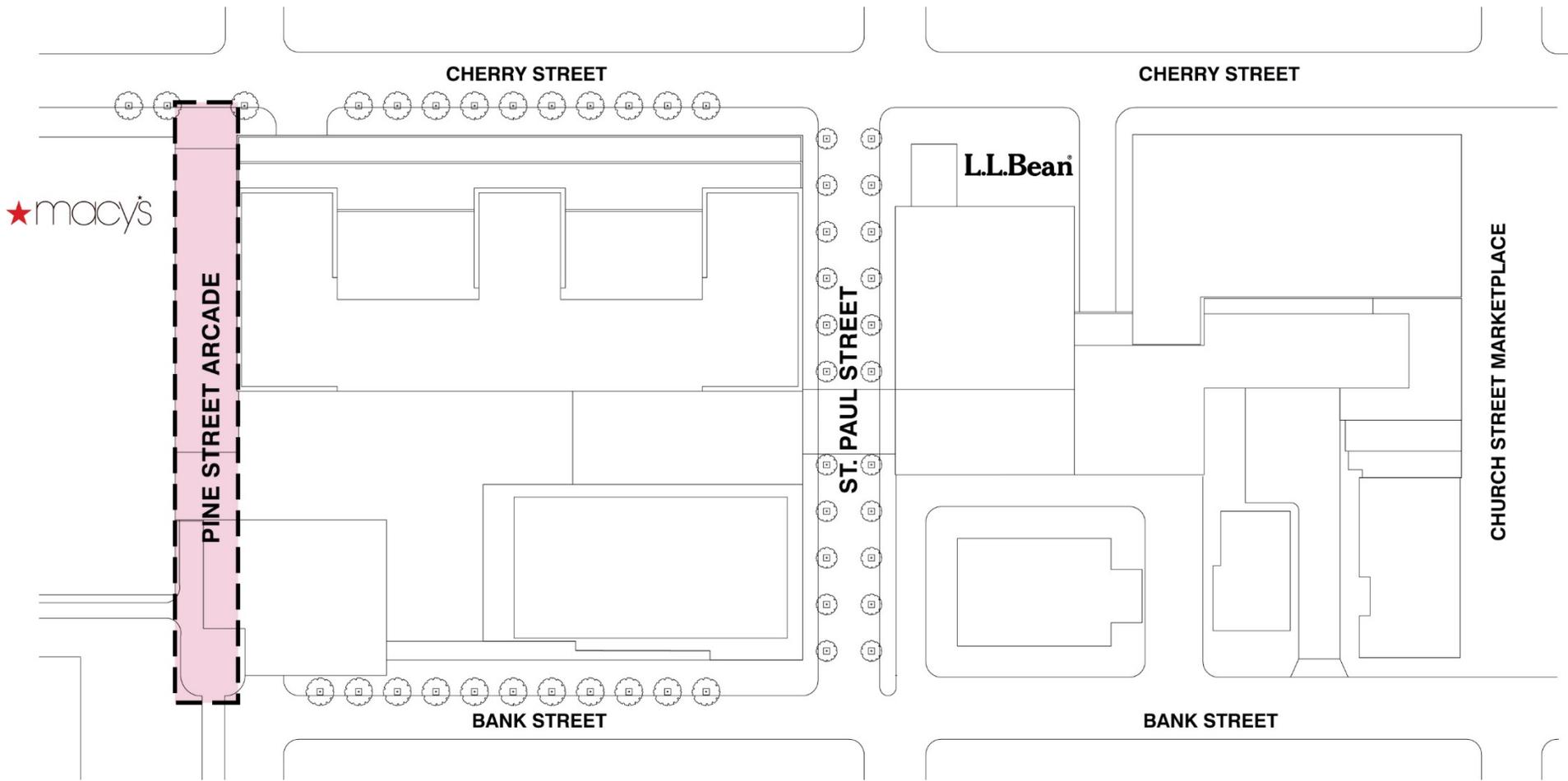
**SOLUTION:** Eliminate Roof Park  
Expand Cherry and Bank Streetscape  
Add Observation Deck  
Expanded Pine Street Arcade



**PUBLIC AMENITIES**



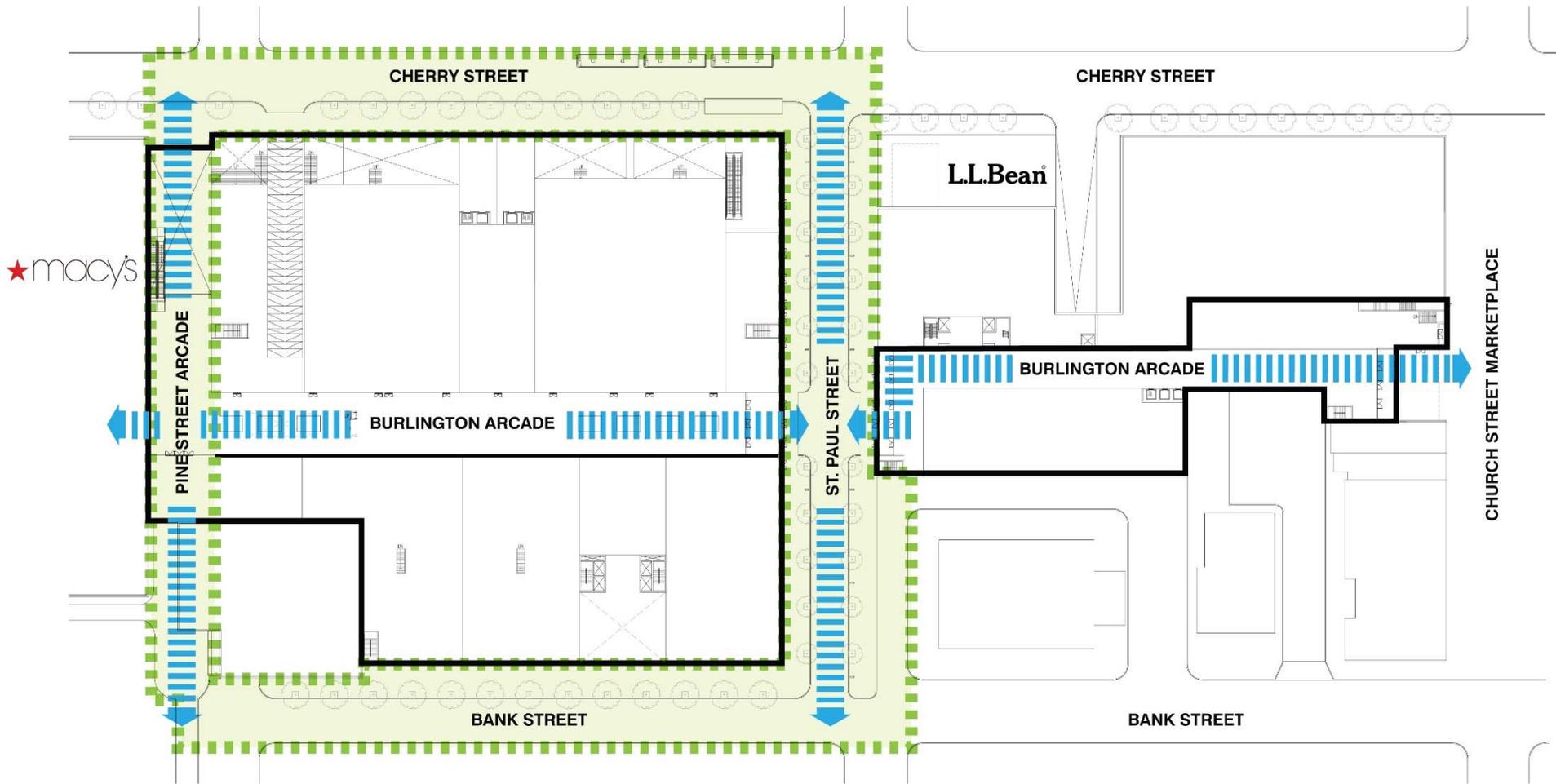
**ST. PAUL STREET**



**PUBLIC AMENITIES**



**PINE STREET ARCADE**



**STREETSCAPE**



**CHERRY STREET**



**BANK STREET LOOKING EAST**



CHERRY STREET LOOKING WEST (HOUSING)



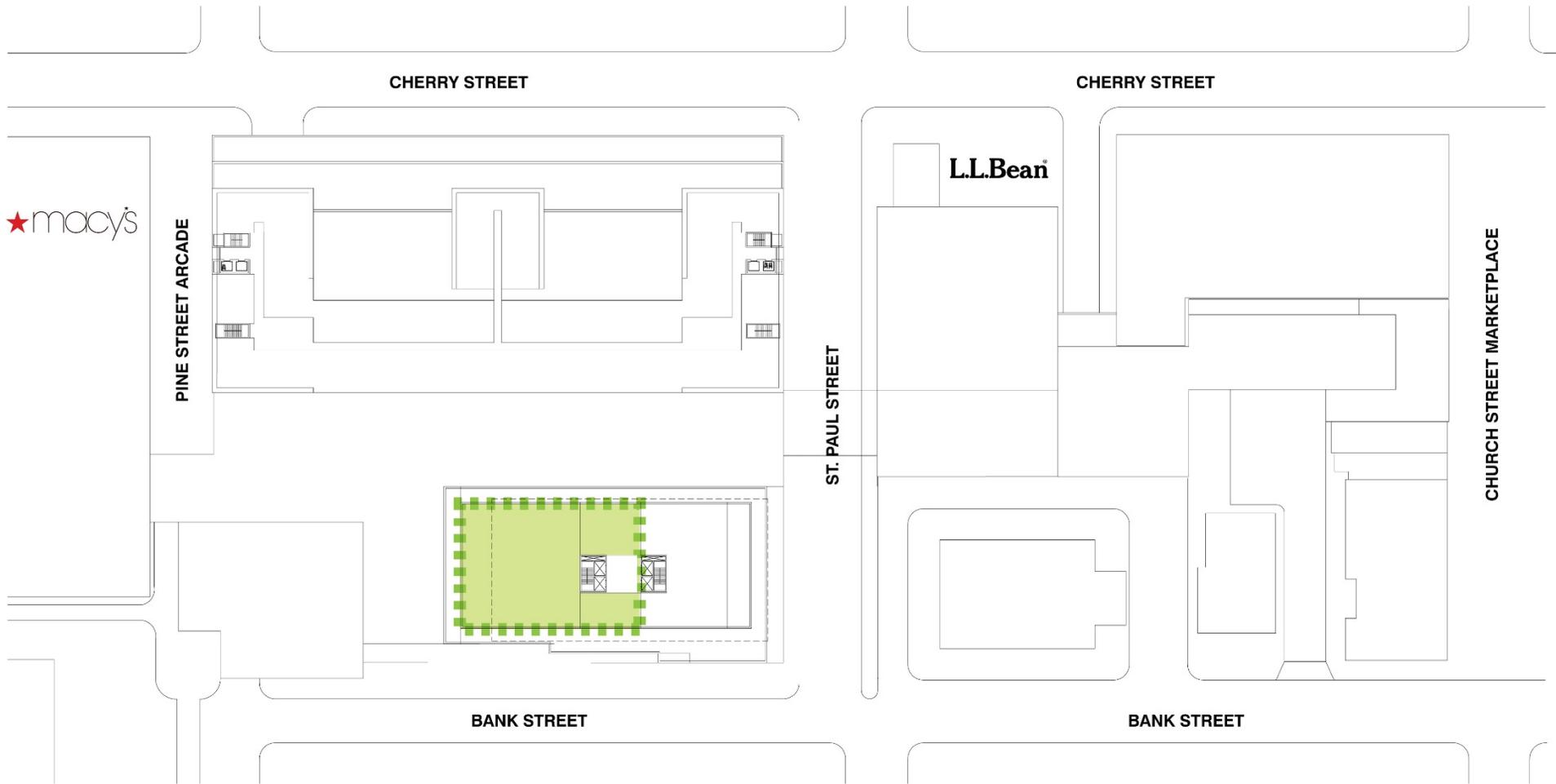
**BANK STREET LOOKING EAST FROM PINE STREET**



**BANK STREET LOOKING EAST**



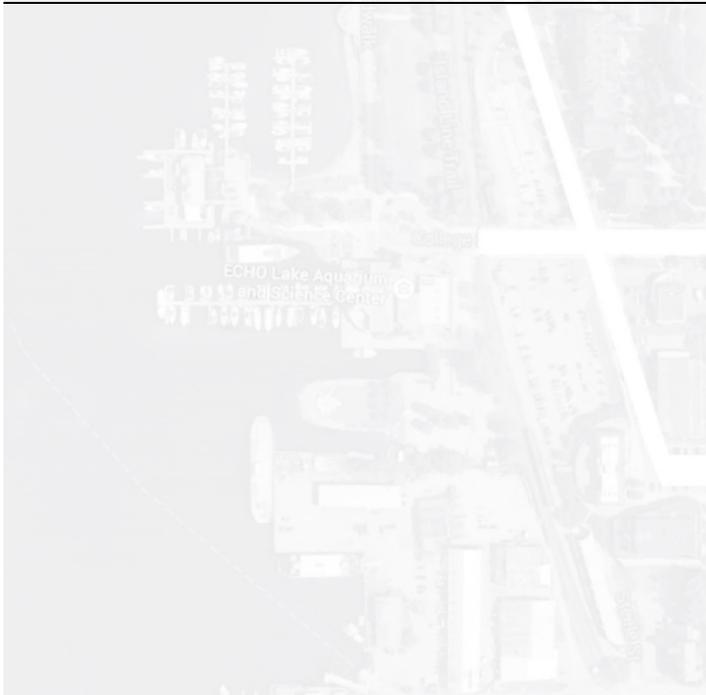
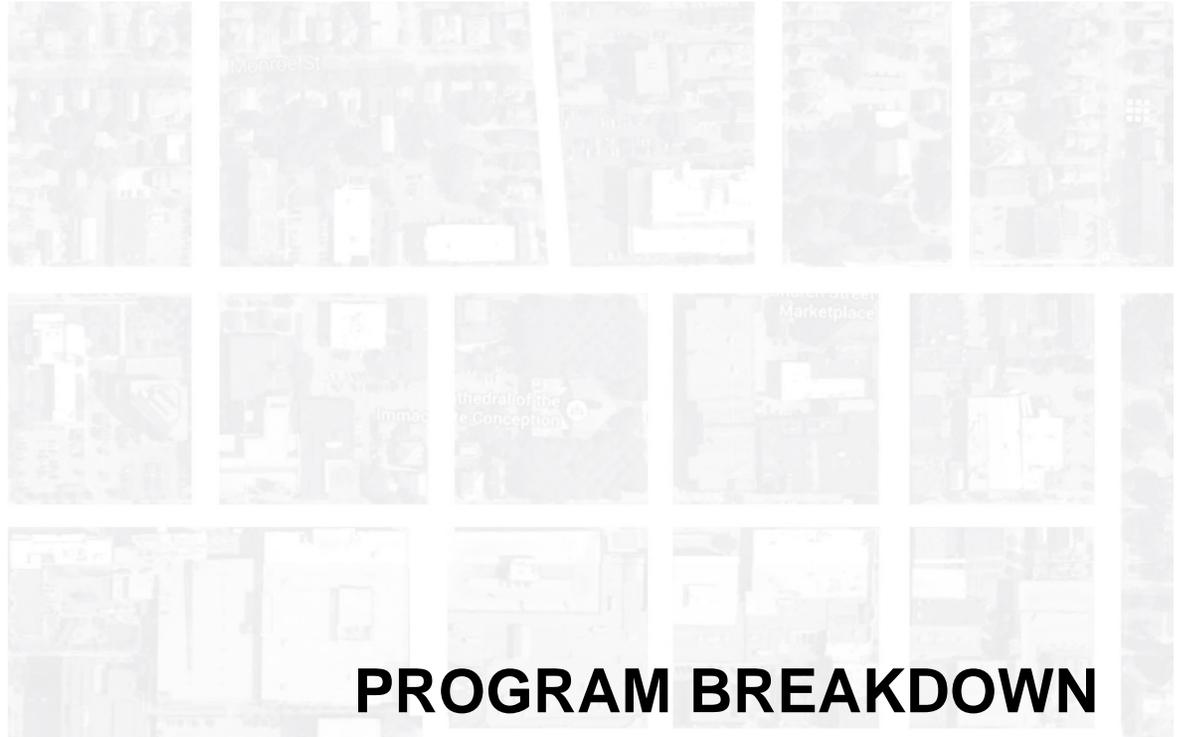
**CHERRY STREET**

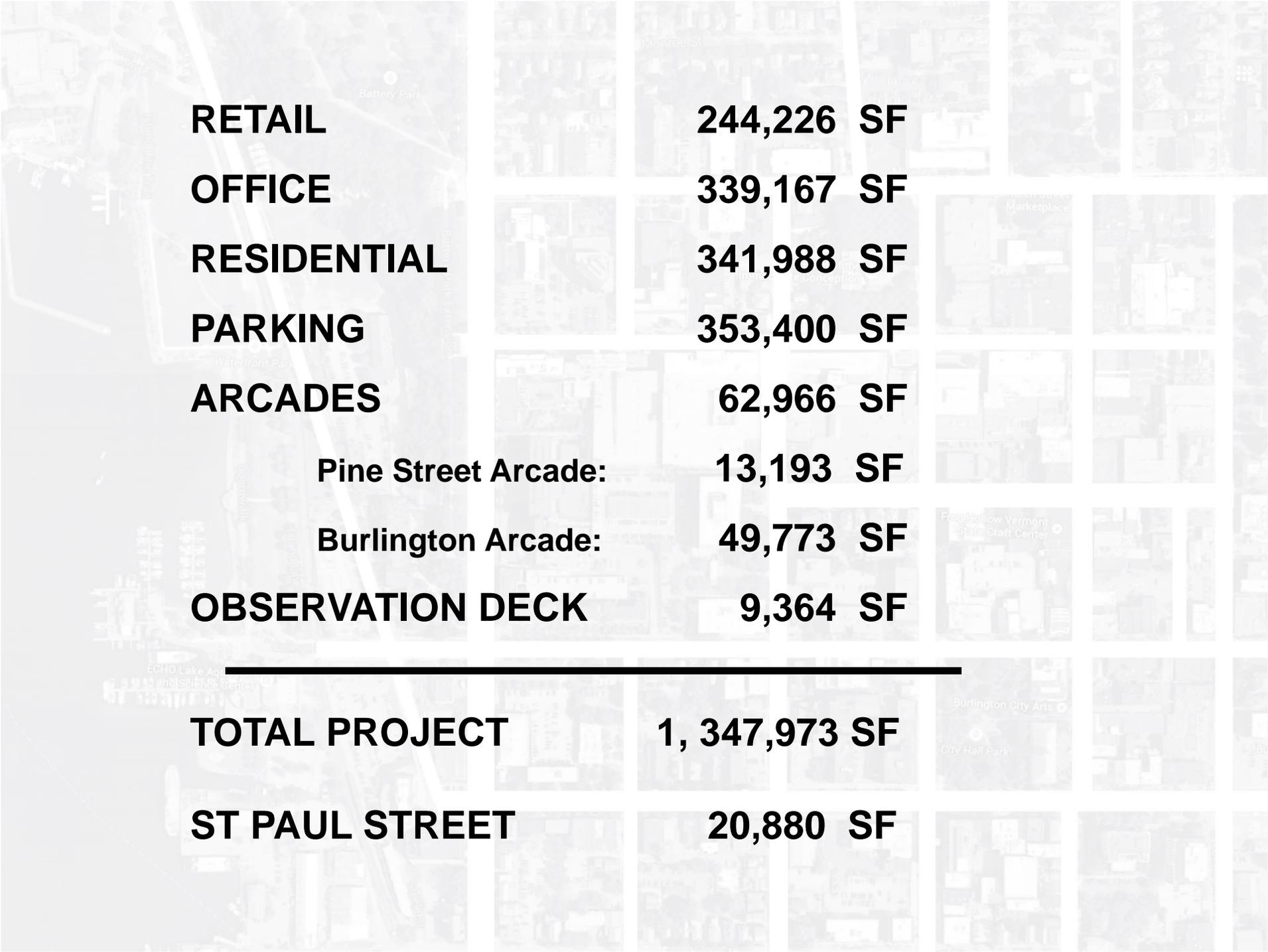


**OBSERVATION DECK**

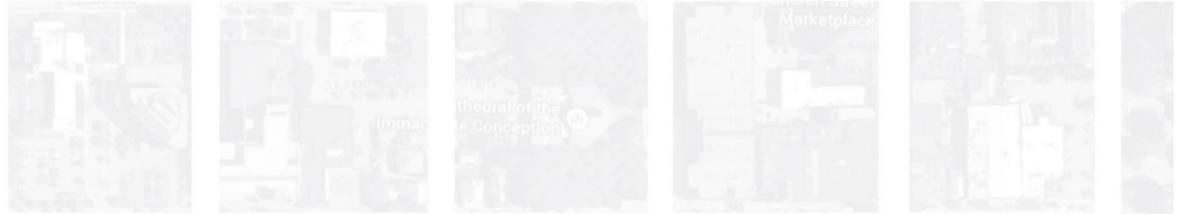
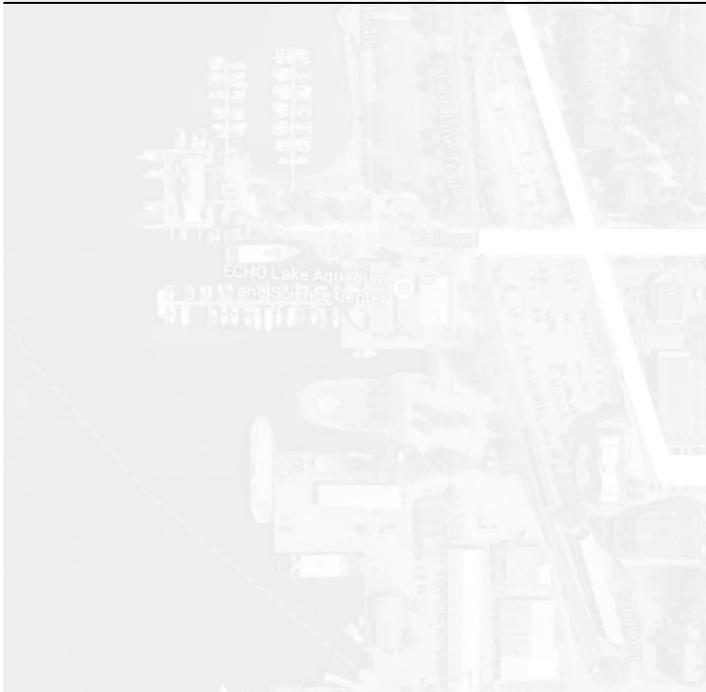


**BANK STREET OBSERVATION DECK**





<b>RETAIL</b>	<b>244,226 SF</b>
<b>OFFICE</b>	<b>339,167 SF</b>
<b>RESIDENTIAL</b>	<b>341,988 SF</b>
<b>PARKING</b>	<b>353,400 SF</b>
<b>ARCADES</b>	<b>62,966 SF</b>
Pine Street Arcade:	<b>13,193 SF</b>
Burlington Arcade:	<b>49,773 SF</b>
<b>OBSERVATION DECK</b>	<b>9,364 SF</b>
<hr/>	
<b>TOTAL PROJECT</b>	<b>1, 347,973 SF</b>
<b>ST PAUL STREET</b>	<b>20,880 SF</b>

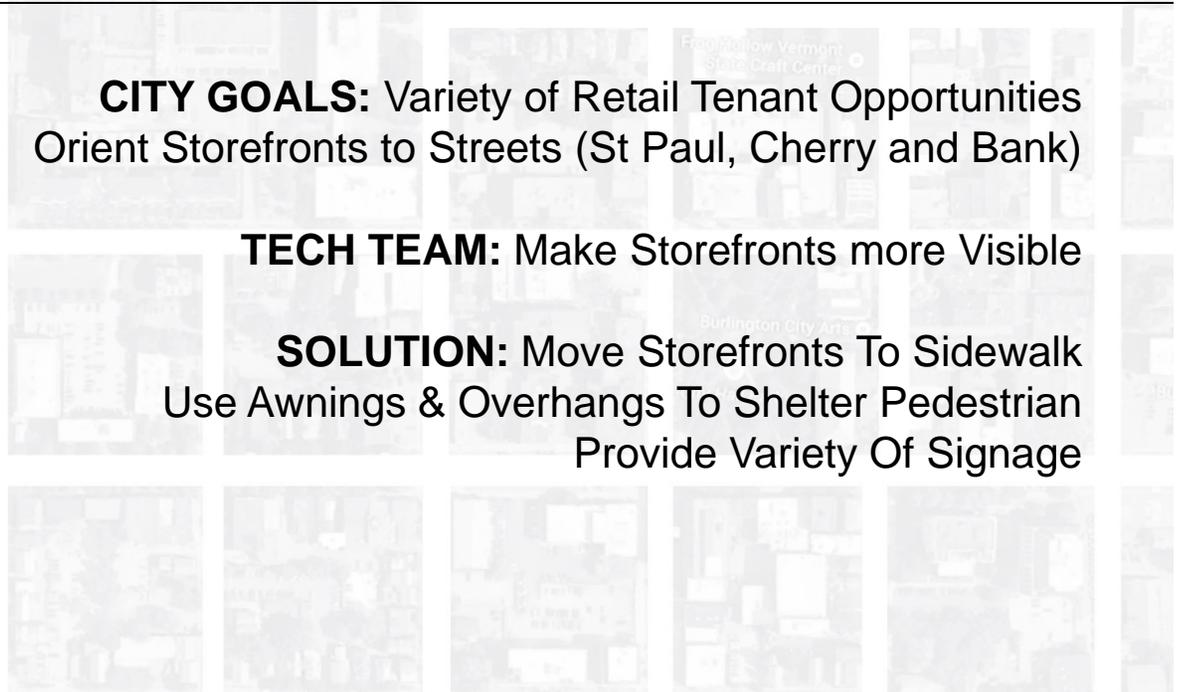


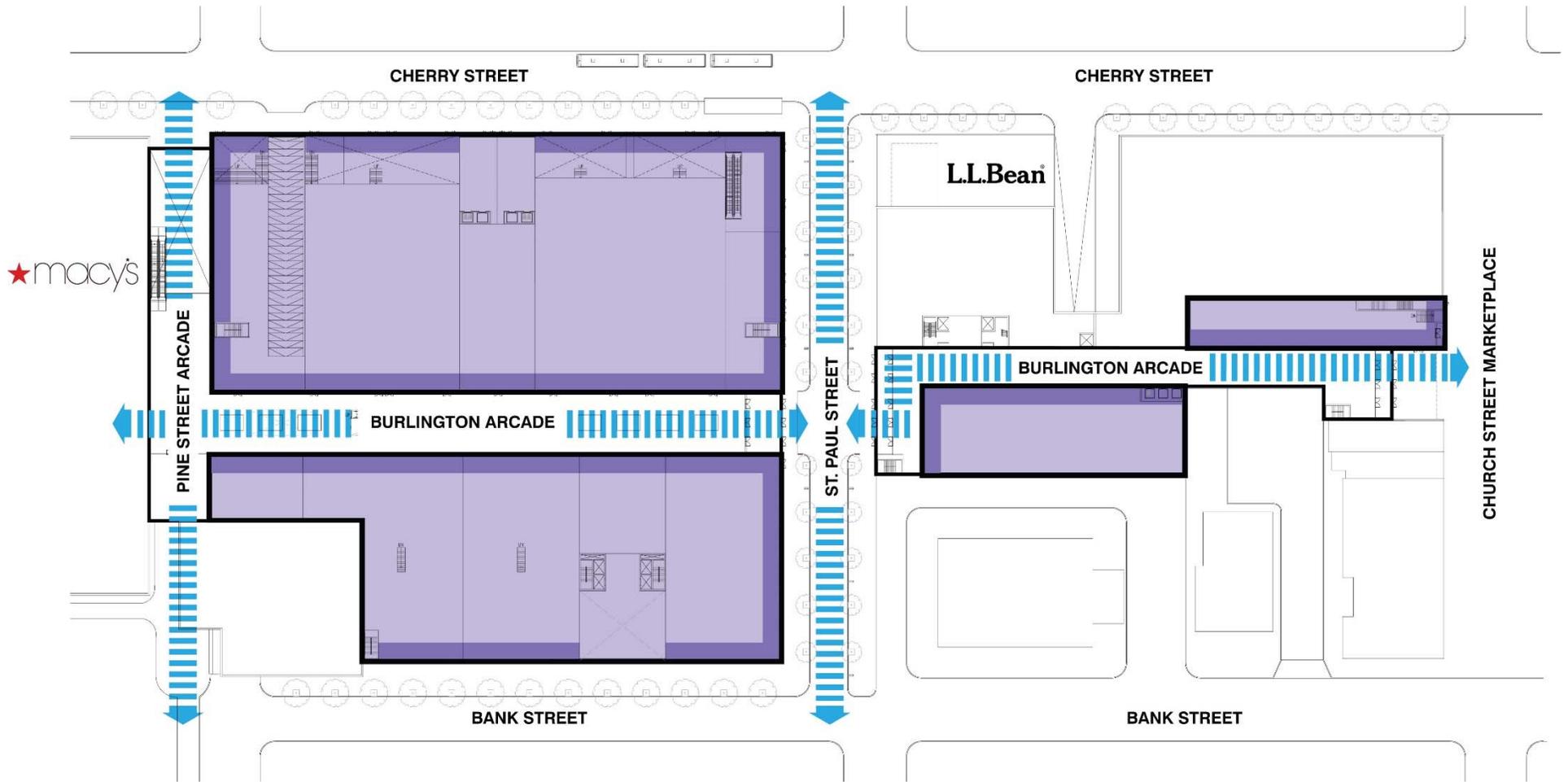
## RETAIL OPTIONS

**CITY GOALS:** Variety of Retail Tenant Opportunities  
Orient Storefronts to Streets (St Paul, Cherry and Bank)

**TECH TEAM:** Make Storefronts more Visible

**SOLUTION:** Move Storefronts To Sidewalk  
Use Awnings & Overhangs To Shelter Pedestrian  
Provide Variety Of Signage

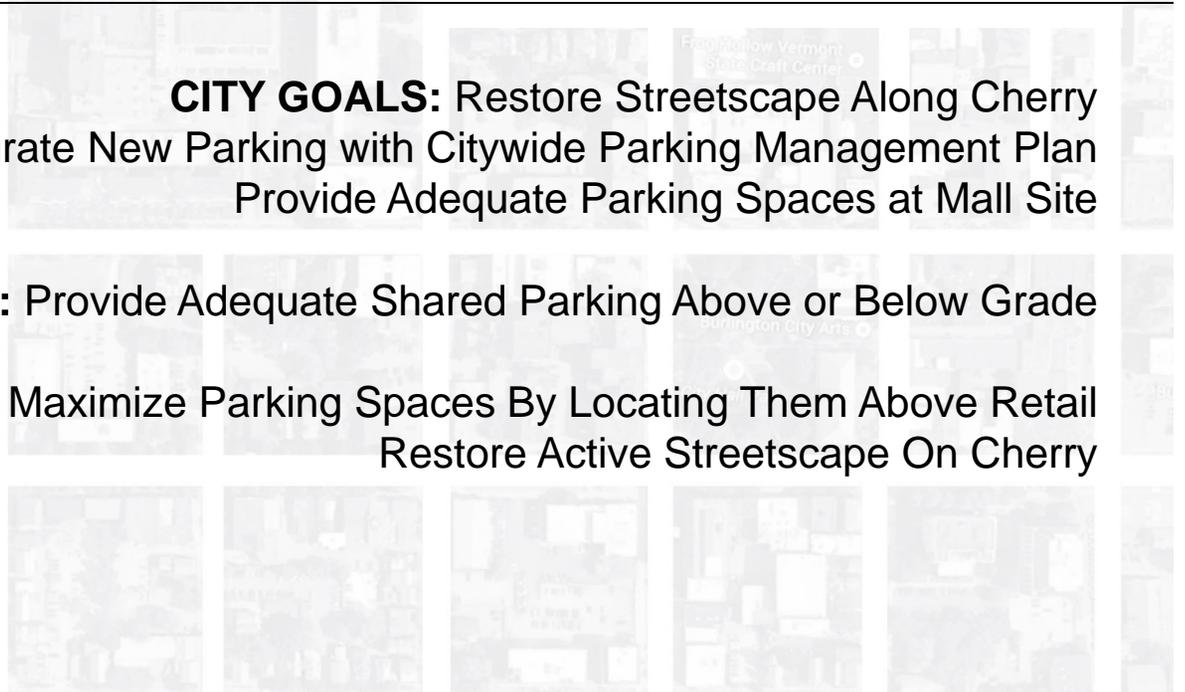
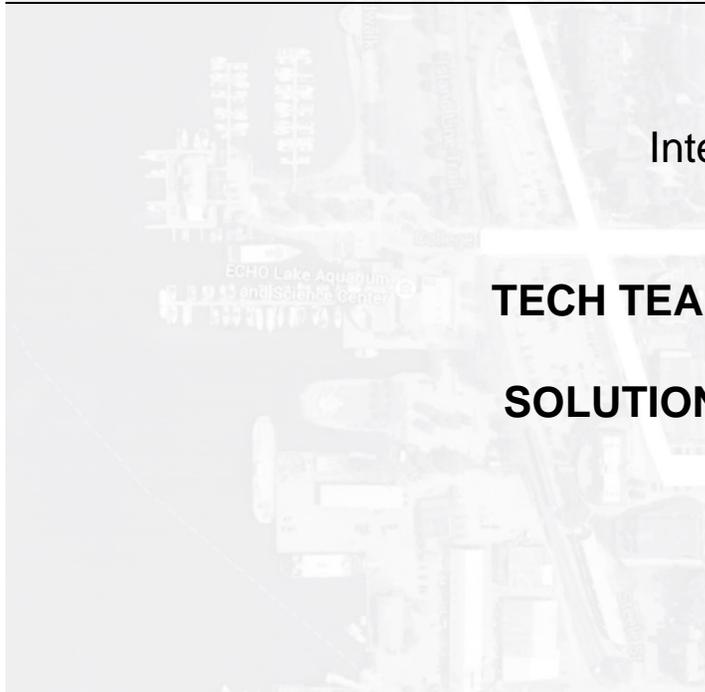




**GROUND FLOOR ARCADE AND RETAIL**



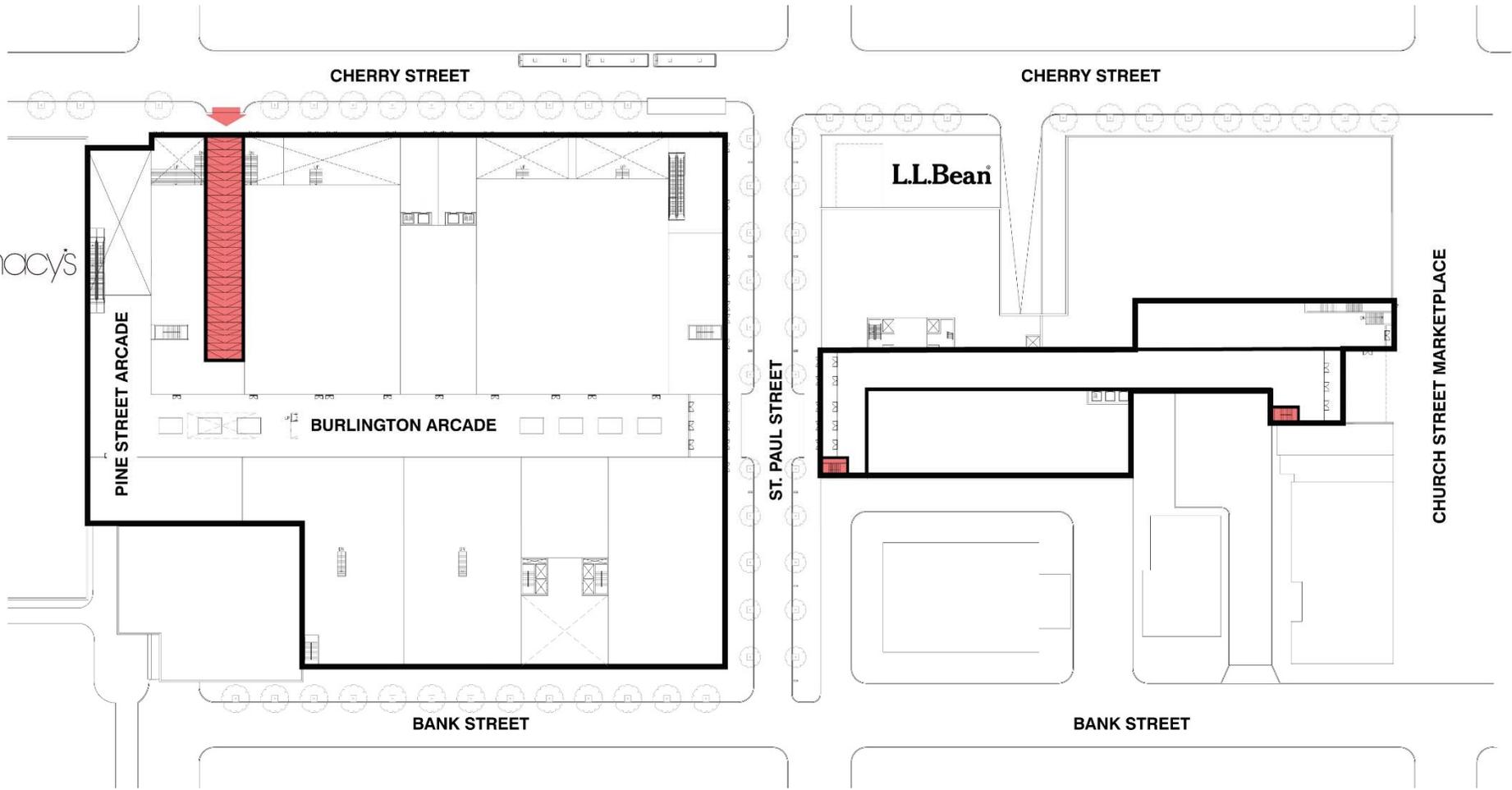
## SHARED PARKING PLAN



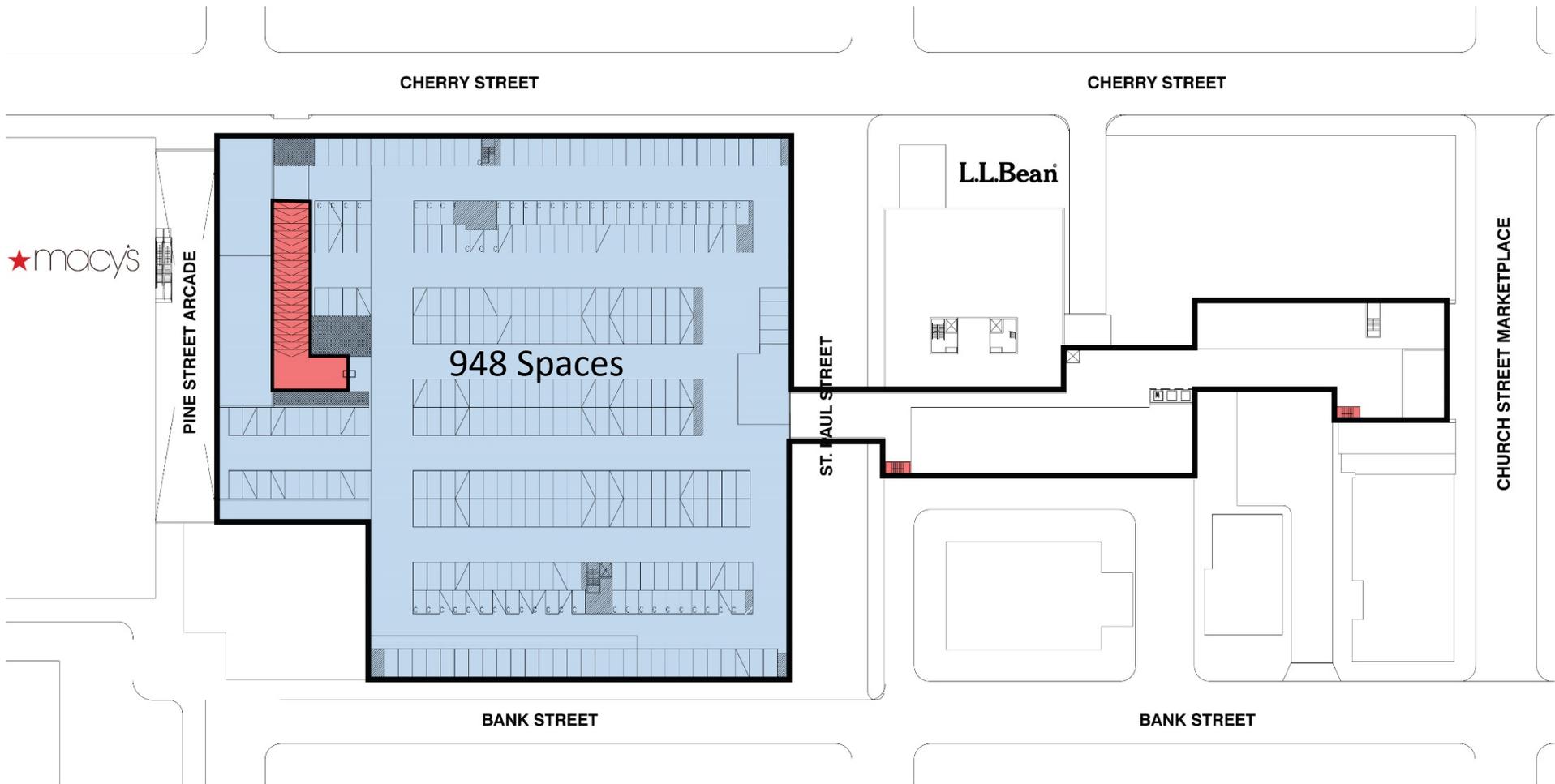
**CITY GOALS:** Restore Streetscape Along Cherry  
Integrate New Parking with Citywide Parking Management Plan  
Provide Adequate Parking Spaces at Mall Site

**TECH TEAM:** Provide Adequate Shared Parking Above or Below Grade

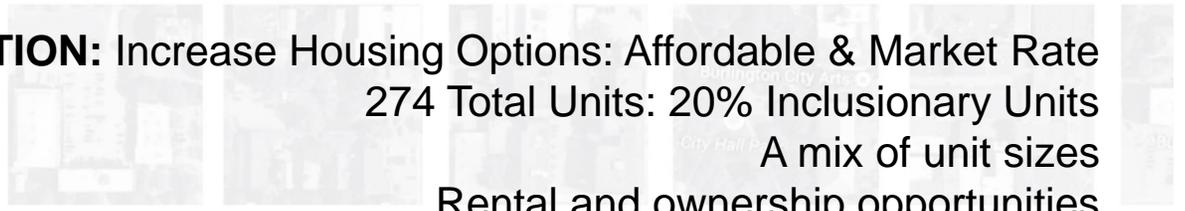
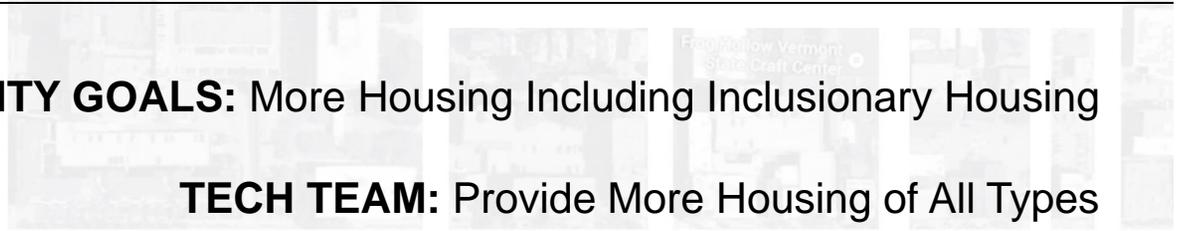
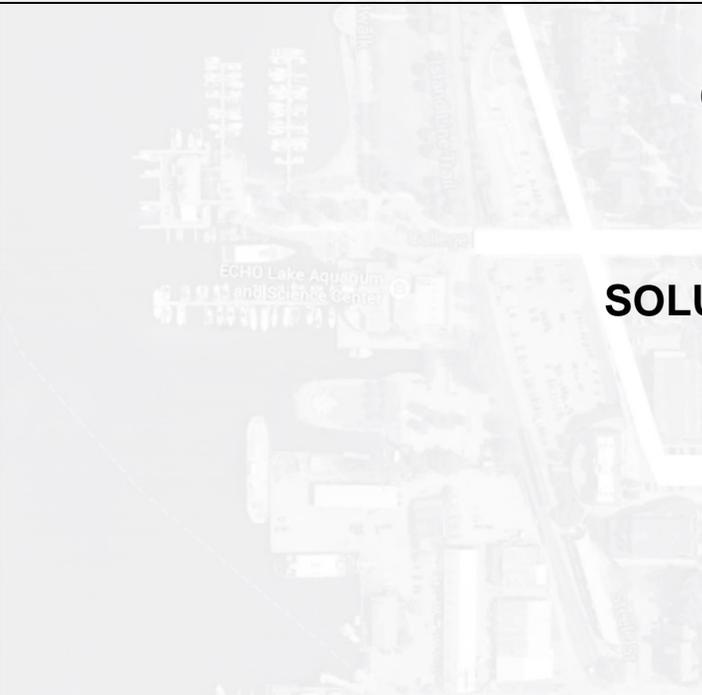
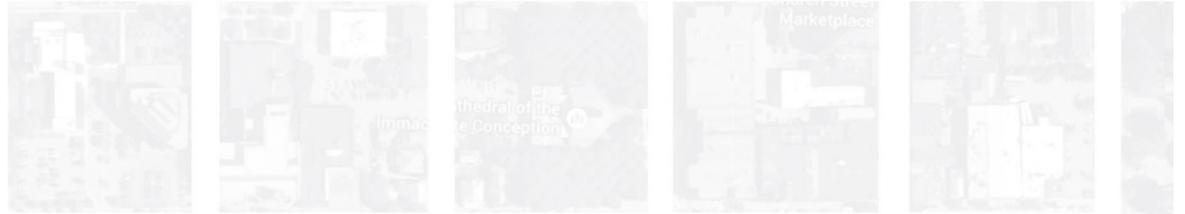
**SOLUTION:** Maximize Parking Spaces By Locating Them Above Retail  
Restore Active Streetscape On Cherry



**PARKING ACCESS**



**ABOVE GRADE PARKING FLOORS 2-4**



## DIVERSITY OF HOUSING TYPES

**CITY GOALS:** More Housing Including Inclusionary Housing

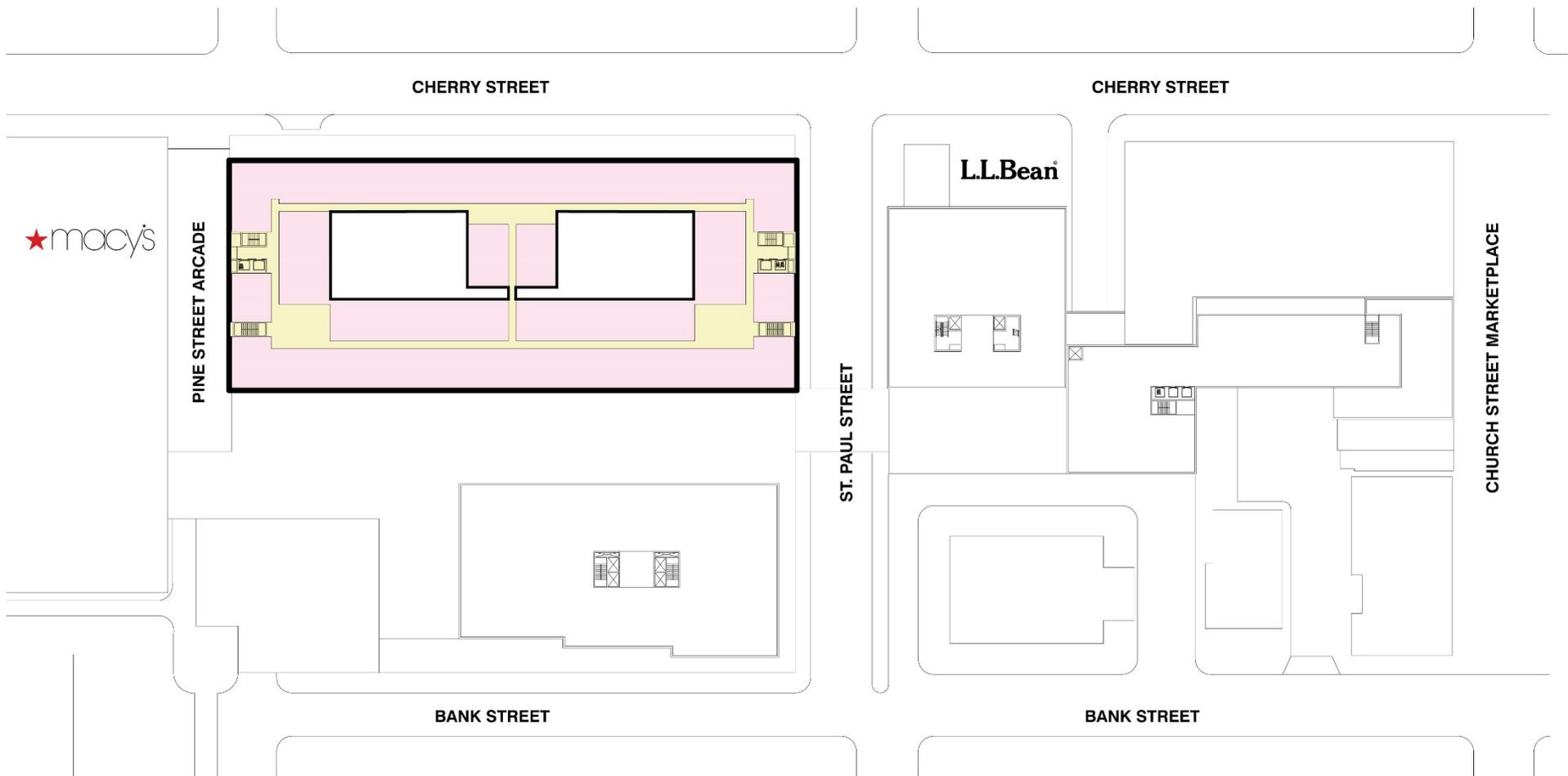
**TECH TEAM:** Provide More Housing of All Types

**SOLUTION:** Increase Housing Options: Affordable & Market Rate

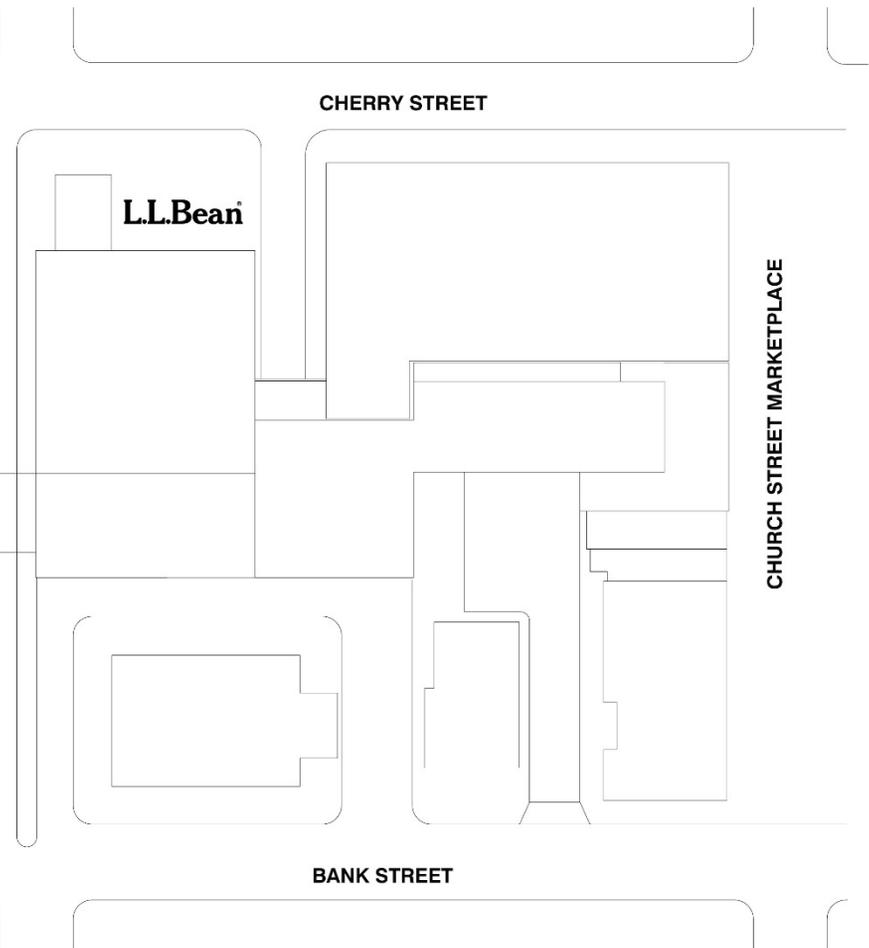
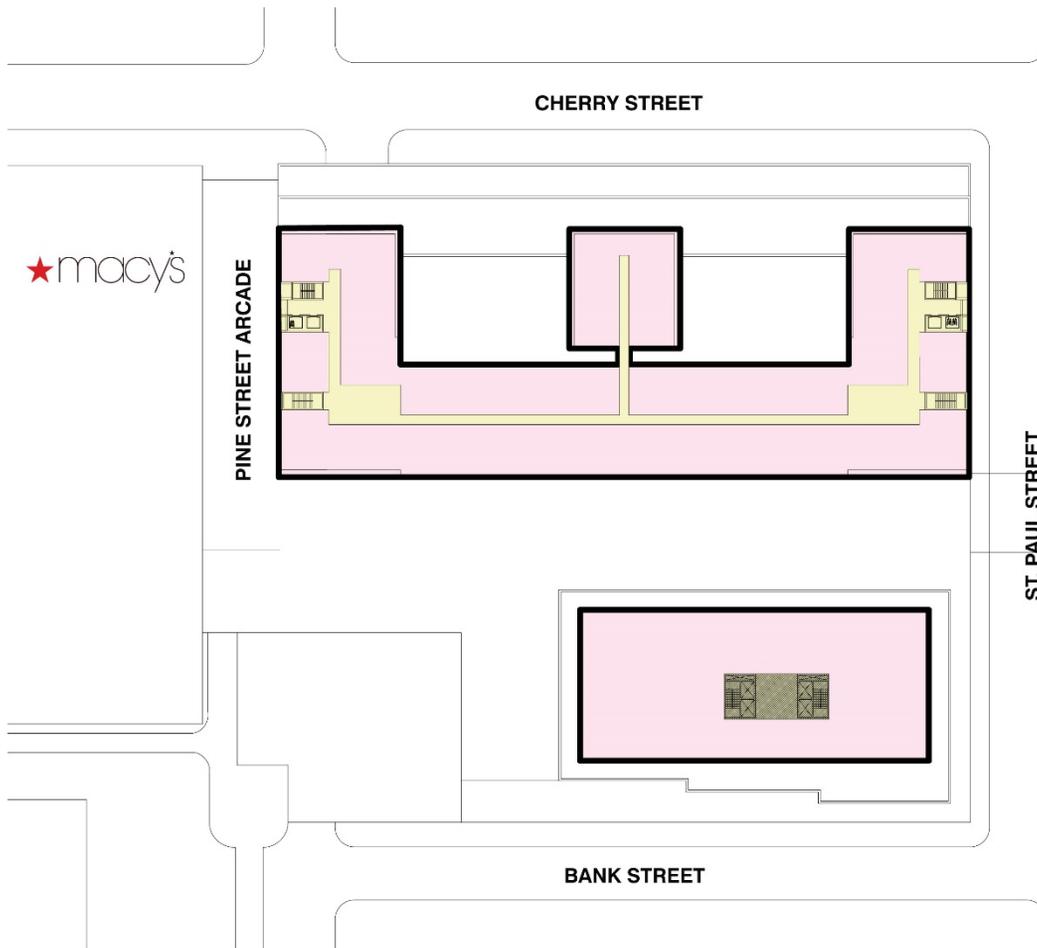
274 Total Units: 20% Inclusionary Units

A mix of unit sizes

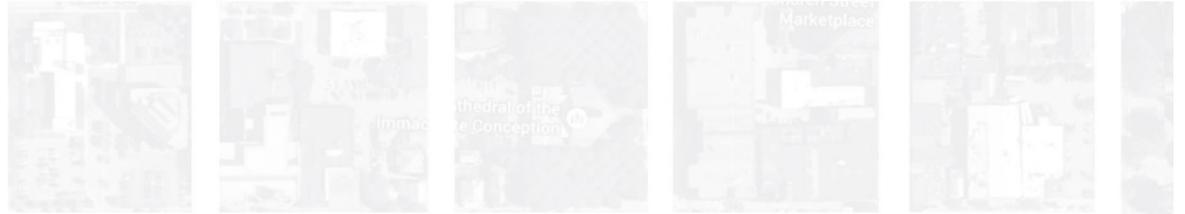
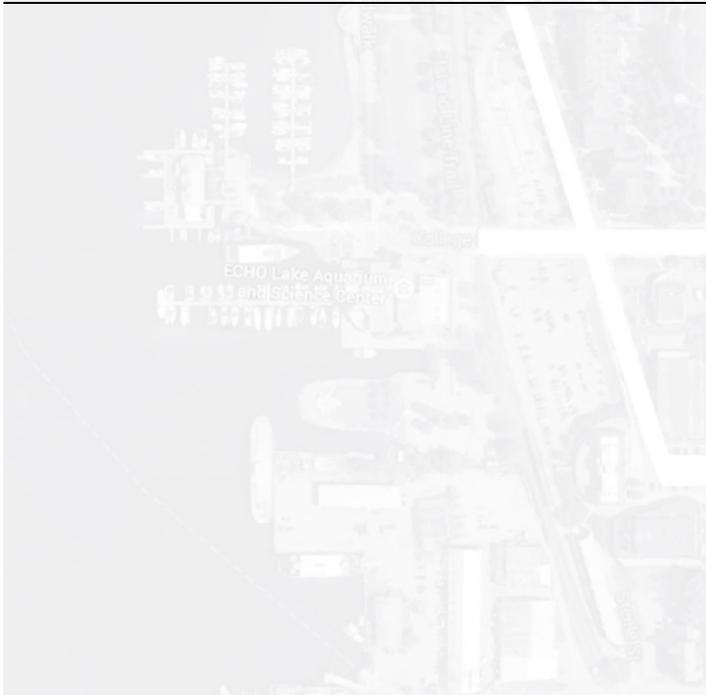
Rental and ownership opportunities



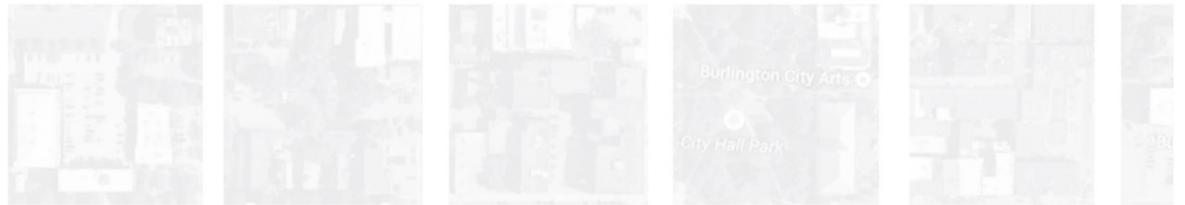
**HOUSING 1**



**HOUSING 2**



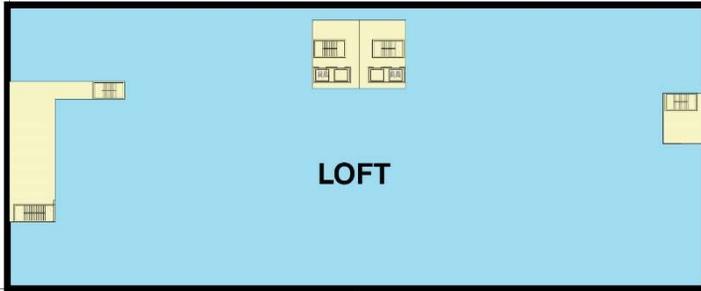
# OFFICE USES



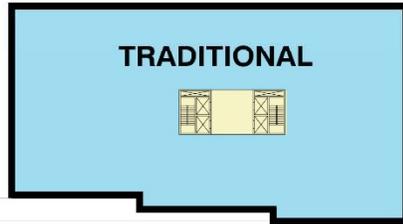


CHERRY STREET

PINE STREET ARCADE



LOFT



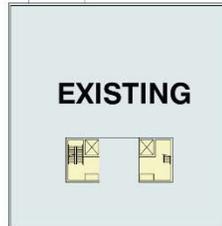
TRADITIONAL

BANK STREET

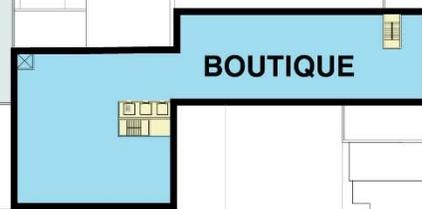
ST. PAUL STREET

L.L.Bean®

EXISTING



CHERRY STREET

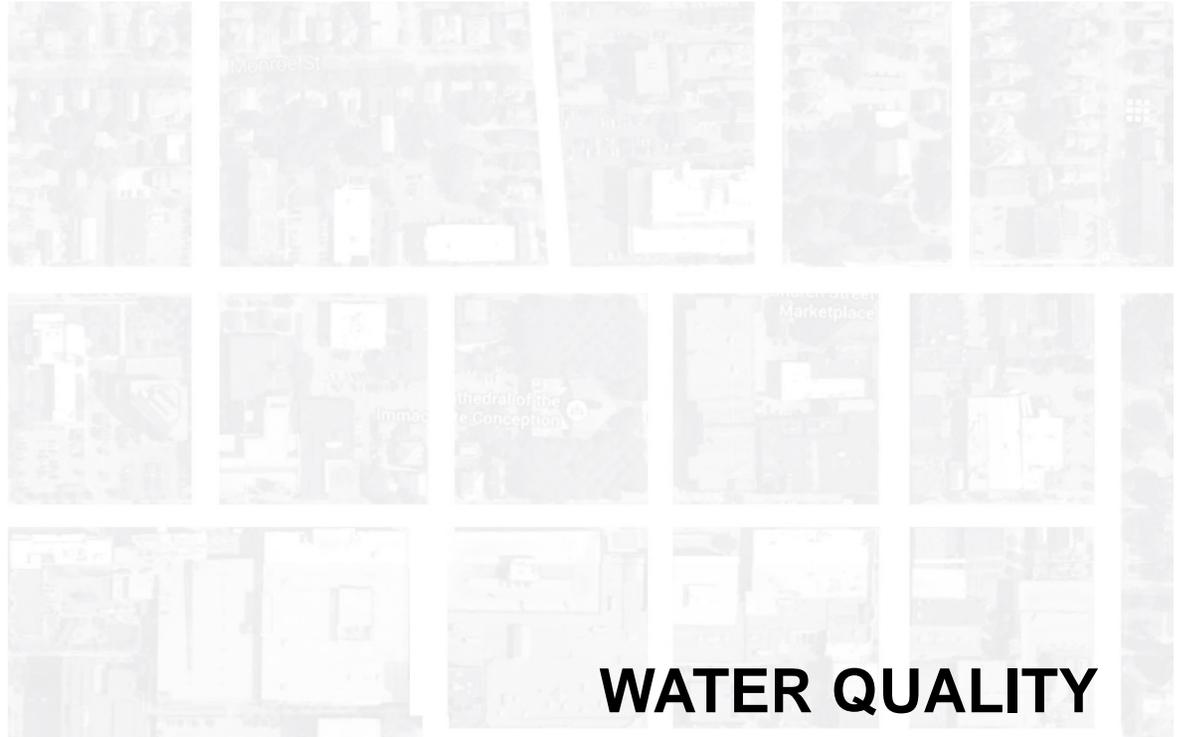


BOUTIQUE

CHURCH STREET MARKETPLACE

BANK STREET

OFFICE SPACE

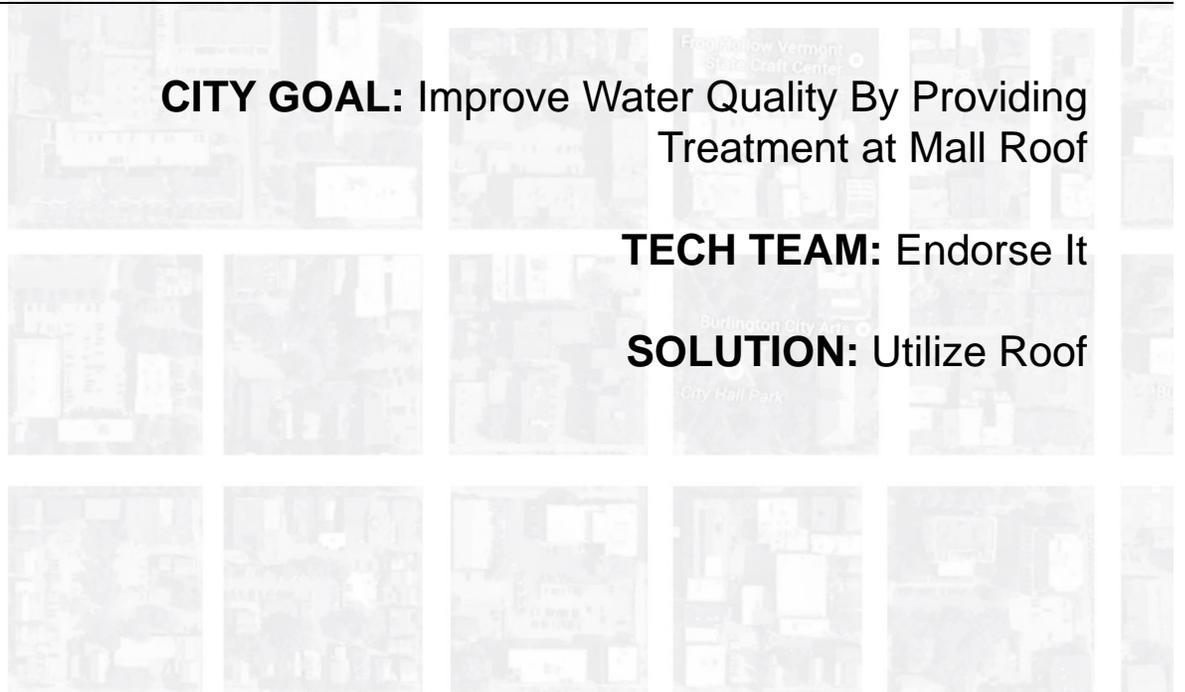
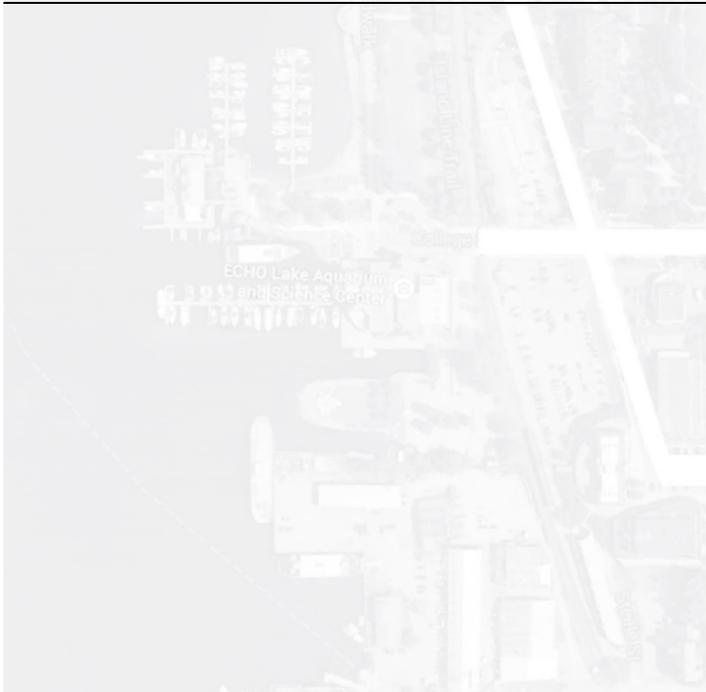


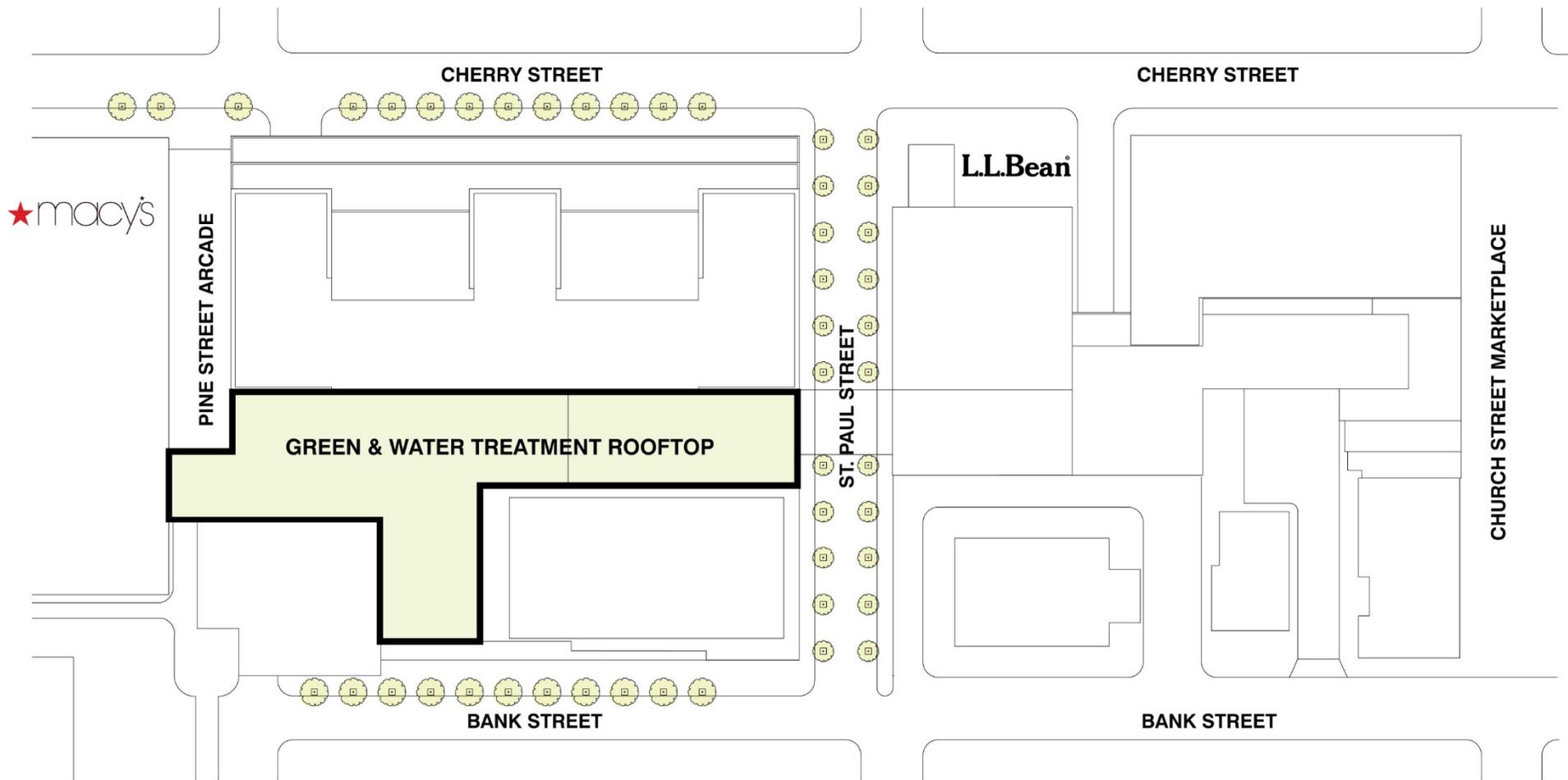
# WATER QUALITY

**CITY GOAL:** Improve Water Quality By Providing Treatment at Mall Roof

**TECH TEAM:** Endorse It

**SOLUTION:** Utilize Roof





**WATER QUALITY**



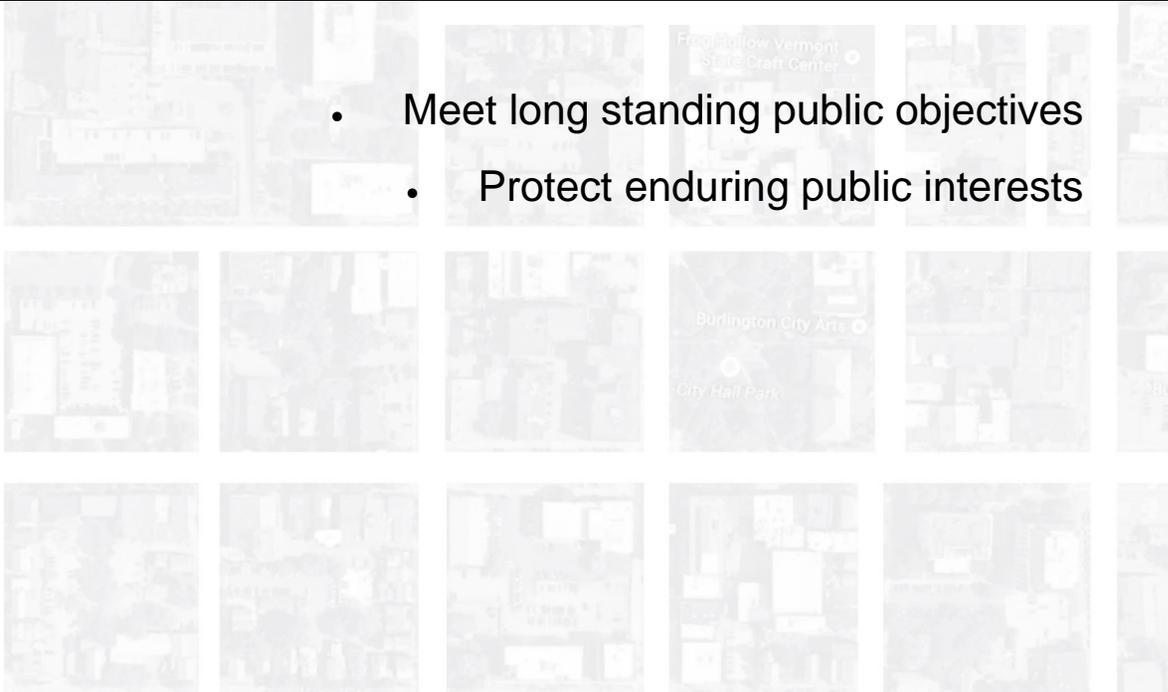
**BANK STREET AERIAL VIEW**



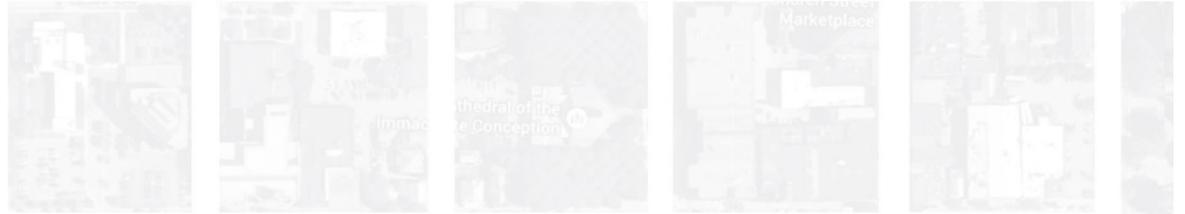
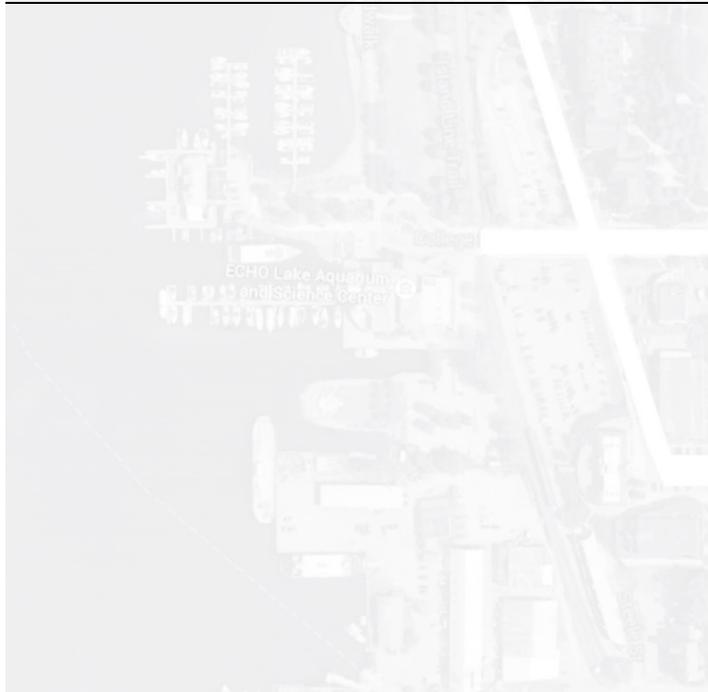
**CHURCH STREET AERIAL VIEW**



# CONCEPTUAL FRAMEWORK FOR DEVELOPMENT AGREEMENT

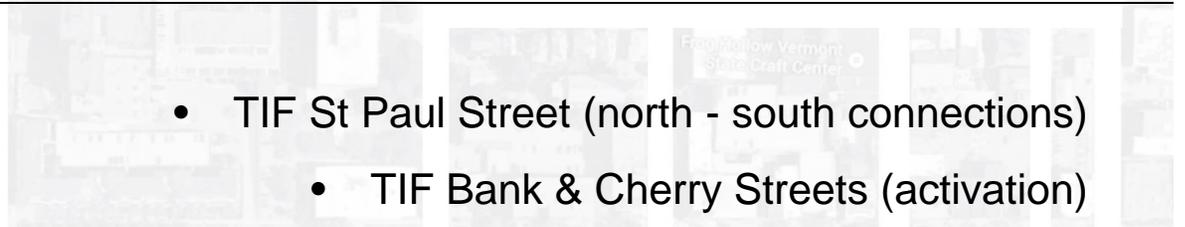


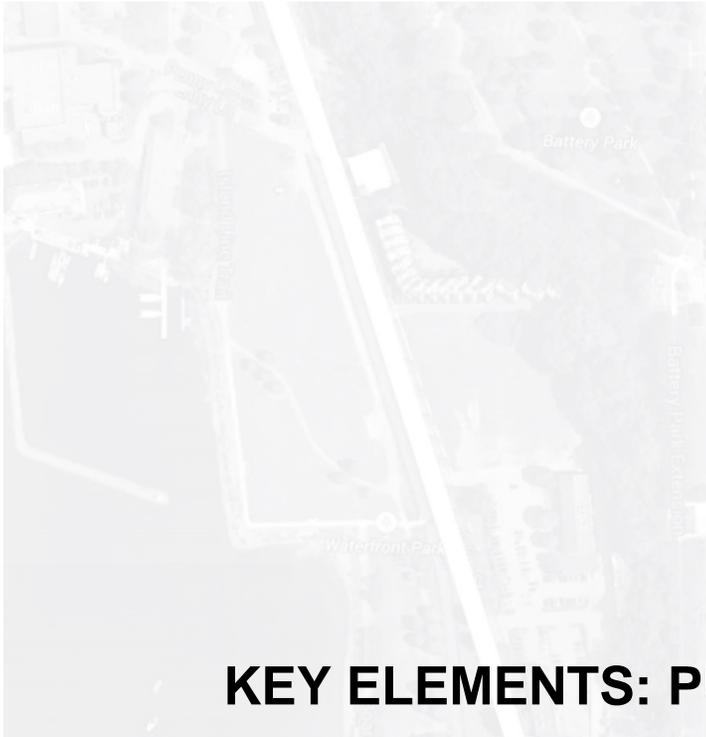
- Meet long standing public objectives
- Protect enduring public interests



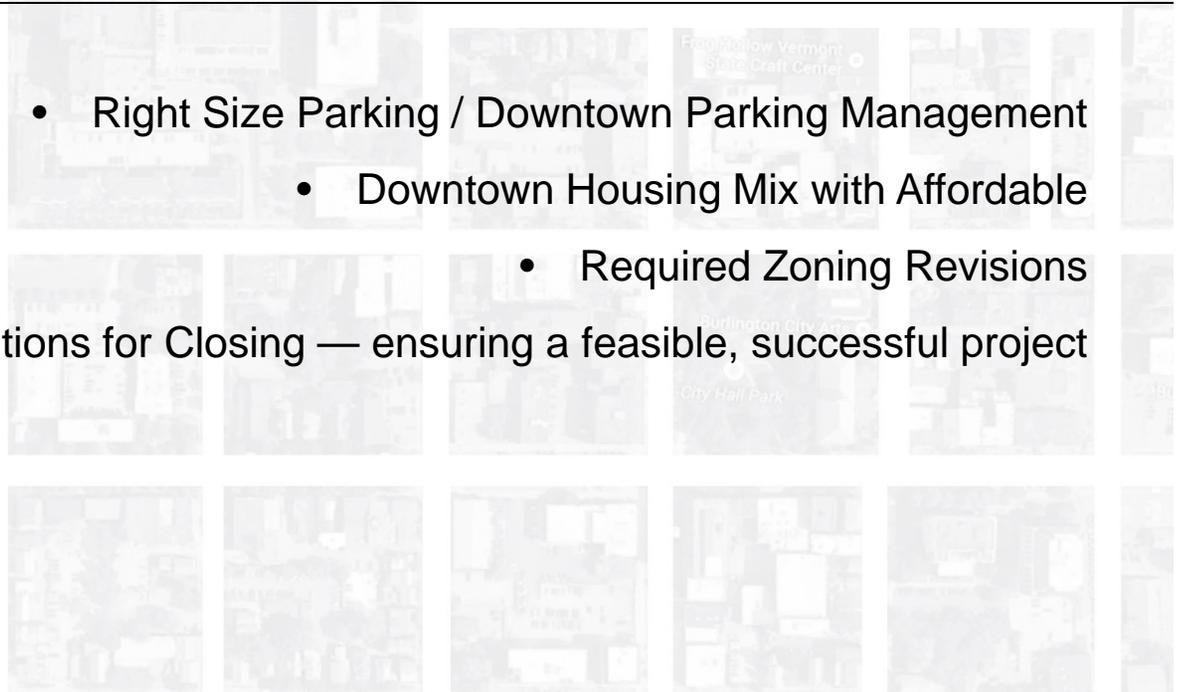
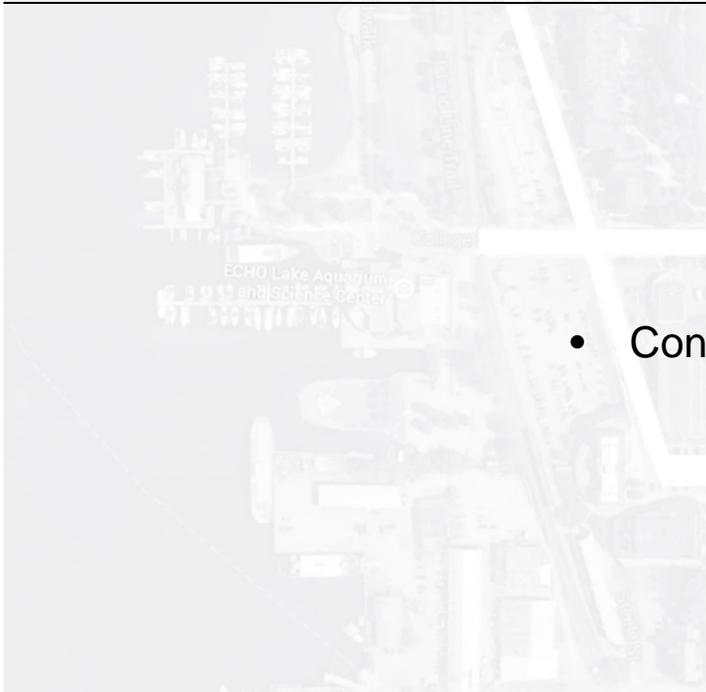
## KEY ELEMENTS: CITY TIF INVESTMENT

- TIF St Paul Street (north - south connections)
  - TIF Bank & Cherry Streets (activation)
- Eligibility, cost, capacity, & voter approval

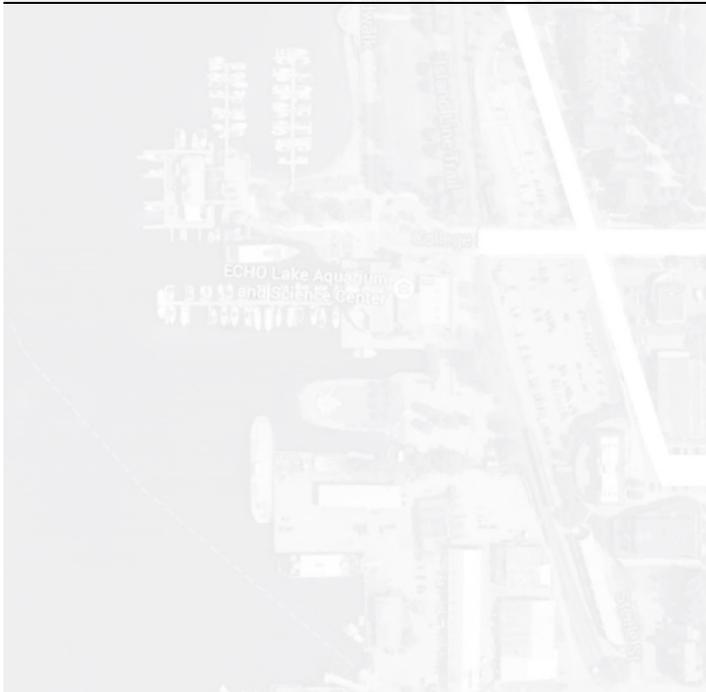




## KEY ELEMENTS: PUBLIC POLICY SUPPORT AND PROTECTION

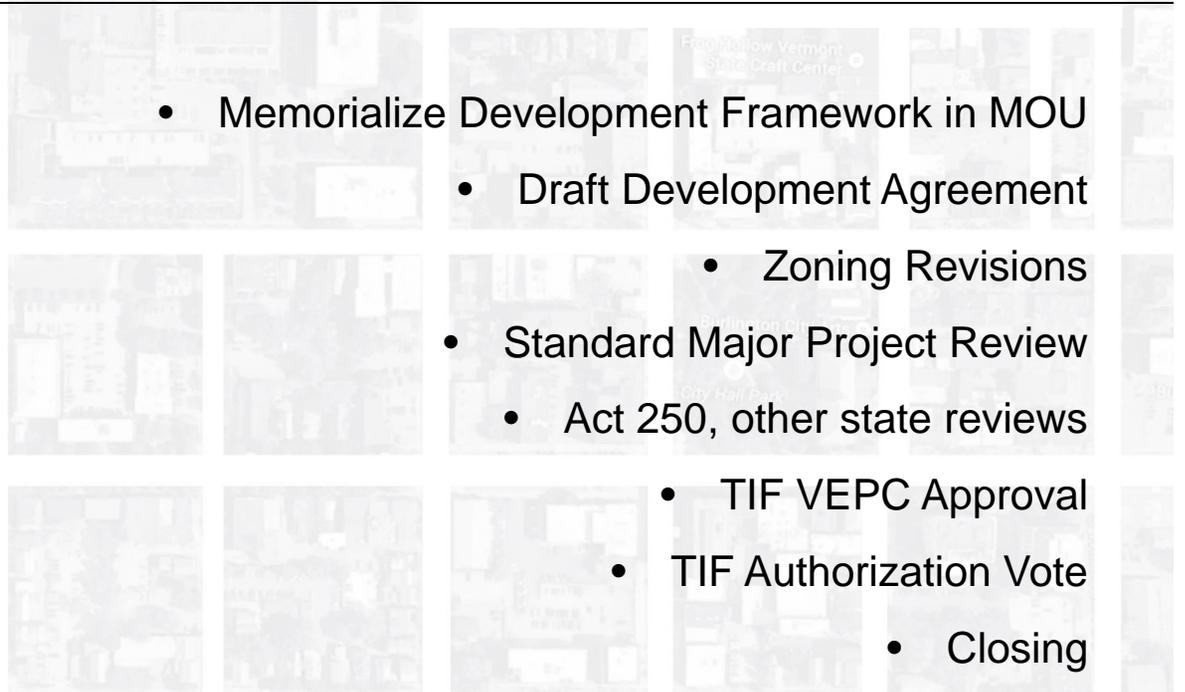


- Right Size Parking / Downtown Parking Management
  - Downtown Housing Mix with Affordable
  - Required Zoning Revisions
- Conditions for Closing — ensuring a feasible, successful project



## NEXT STEPS

- Memorialize Development Framework in MOU
  - Draft Development Agreement
    - Zoning Revisions
- Standard Major Project Review
  - Act 250, other state reviews
  - TIF VEPC Approval
  - TIF Authorization Vote
    - Closing





# Re-Imagining the Burlington Town Center

