

# Main Street Project

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

April, 28<sup>th</sup> 2022  
**Neighborhood Meeting**




Agency  
Landscape + Planning



# Working with Zoom!

Welcome back! For those joining us virtually, here are some tips for working with Zoom.





Alan Belniak

VHB

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.

Mute

Stop Video

Participants

Chat

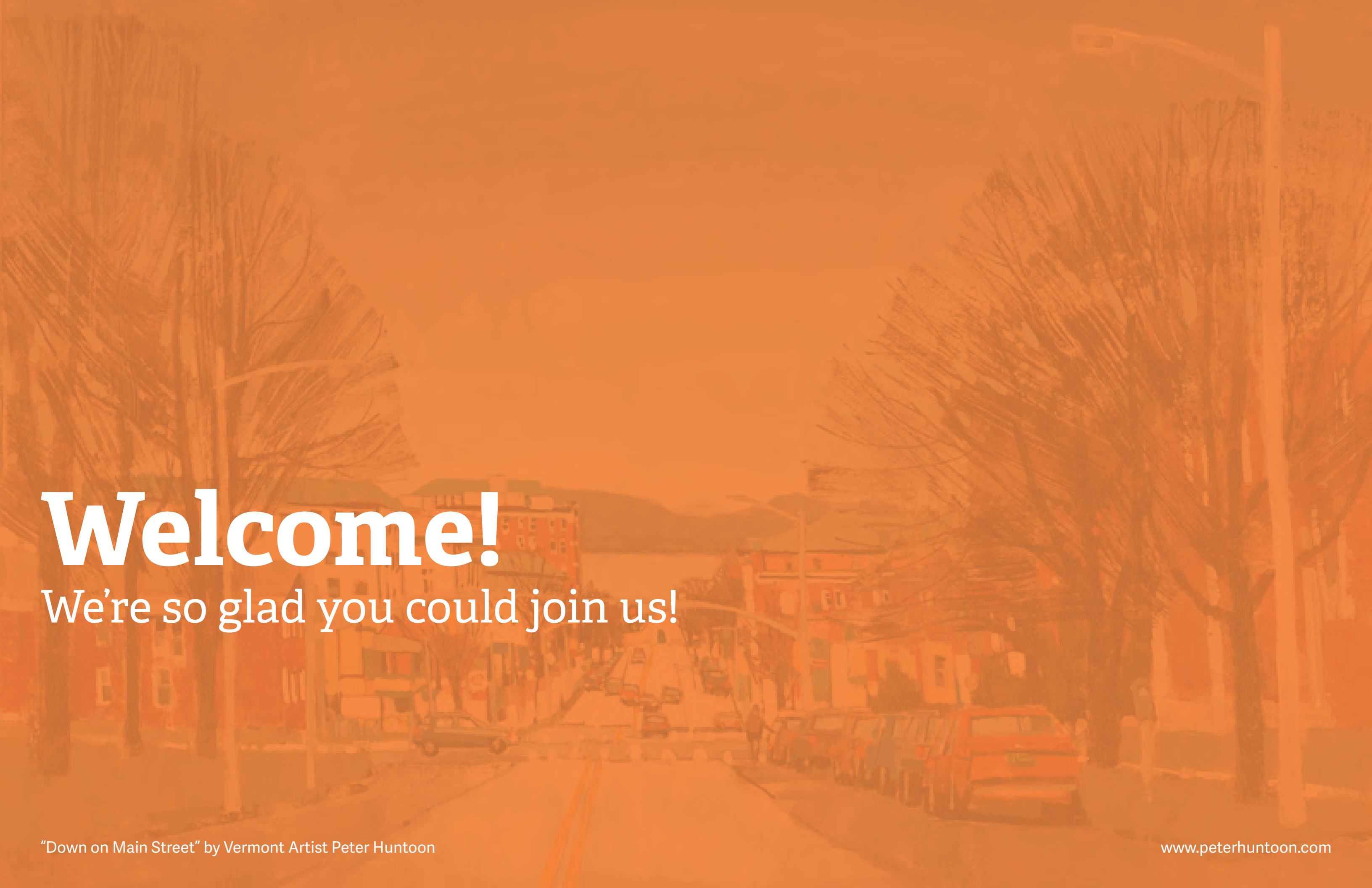
Share Screen

Record

Reactions

Leave

**We are recording this meeting for public record!**



# Welcome!

We're so glad you could join us!

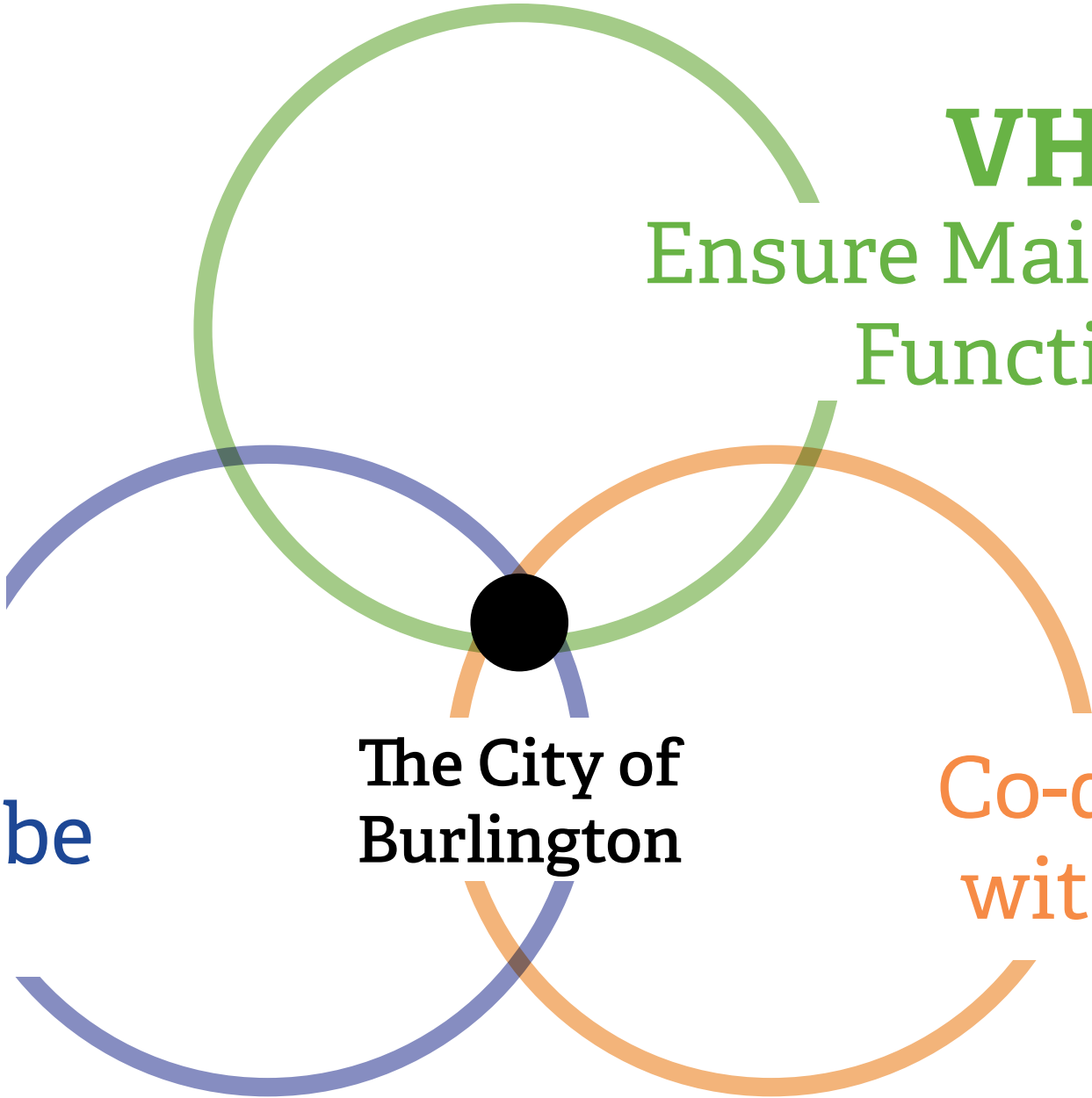
# Hello, there!

The Main Street Redesign Team



**Agency Landscape  
+ Planning**

Design Main Street to be  
Unique & Beautiful



**VHB**

Ensure Main Street is  
Functional

**Grayscale**

Co-design Main Street  
with the Community

The City of  
Burlington



**CHURCH STREET**  
MARKET PLACE

**BCA**



# Meeting Agenda



**Evan Detrick**  
*VHB*



**Project Overview**  
Our process to date

**Stephen Gray**  
*Grayscale*



**Engagement**  
Who we're talking to

**Evan Detrick**  
*VHB*



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

**Steve Woods, Jr.**  
*Agency LP*



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

**Stephen Gray**  
*Grayscale*



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

The background is a blue-tinted illustration of a town street scene. It shows a perspective view down a street with yellow double lines. On the left, there are tall, thin trees and multi-story buildings. On the right, there are more trees and a row of parked cars. In the distance, a bridge or overpass is visible. The overall style is that of a watercolor or pastel painting.

# PROJECT OVERVIEW

“Down on Main Street” by Vermont Artist Peter Huntoon

[www.peterhuntoon.com](http://www.peterhuntoon.com)

# Great Streets BTV

Up next... Main Street!



**COMPLETED**



**City Hall Park**



**COMPLETED**



**St. Paul Street**



**UP NEXT**



**Main Street**



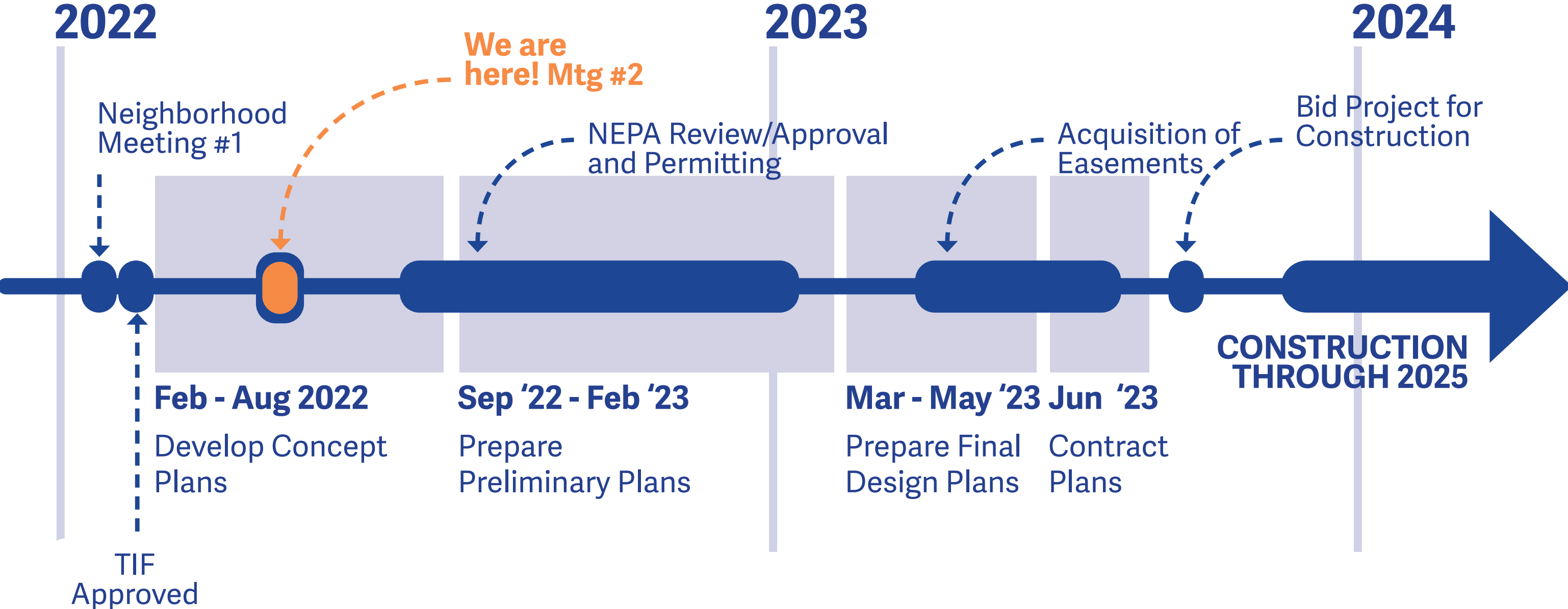
# Main Street Revitalization

Project Limits: Battery Street to South Union Street





# Project Schedule





# COMMUNITY ENGAGEMENT UPDATE



# Engagement by the numbers



**30** **5** **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**

**50** **180** **500** **Lots of advertising!**  
50 signs in Downtown, 500 postcards distributed, over 180

# City Engagement



<b>City Council - Public Hearing</b>	<b>1/10/2022</b>
<b>Ward 1/8 NPA</b>	<b>1/12/2022</b>
<b>Ward 2/3 NPA</b>	<b>1/13/2022</b>
<b>Aging Council</b>	<b>1/18/2022</b>
<b>Ward 5 NPA</b>	<b>1/20/2022</b>
<b>Virtual Business Meeting with Mayor</b>	<b>1/21/2022</b>
<b>Board of Finance/City Council</b>	<b>1/24/2022</b>
<b>January Transportation Energy and Utilities Committee (TEUC)</b>	<b>1/25/2022</b>
<b>Ward 4/7 NPA</b>	<b>1/26/2022</b>
<b>Project Neighborhood Meeting #1</b>	<b>2/1/2022</b>
<b>Business Outreach Meeting #1</b>	<b>2/2/2022</b>
<b>Burlington Bike Walk Committee</b>	<b>2/2/2022</b>
<b>Ward 6 NPA</b>	<b>2/3/2022</b>
<b>Burlington Business Association - Waterfront Action Group</b>	<b>2/10/2022</b>
<b>February Church Street Marketplace Commission</b>	<b>2/16/2022</b>
<b>February DPW Commission</b>	<b>2/16/2022</b>

<b>Ward 5 NPA</b>	<b>2/17/2022</b>
<b>February TEUC</b>	<b>2/22/2022</b>
<b>Burlington Business Association - Downtown Action Group</b>	<b>2/22/2022</b>
<b>March Ballot Public Meeting</b>	<b>2/23/2022</b>
<b>Ward 4/7 NPA</b>	<b>2/23/2022</b>
<b>Ward 1/8 NPA</b>	<b>3/09/2022</b>
<b>Ward 2/3 NPA</b>	<b>3/10/2022</b>
<b>REIB Committee</b>	<b>3/15/2022</b>
<b>March DPW Commission</b>	<b>3/16/2022</b>
<b>March TEUC</b>	<b>3/22/2022</b>
<b>April TEUC</b>	<b>4/26/2022</b>
<b>April DPW Commission</b>	<b>4/27/2022</b>
<b>Project Neighborhood Meeting #2</b>	<b>4/28/2022</b>
<b>Business Meeting #2</b>	<b>5/06/2022</b>
<b>Board of Finance/City Council</b>	<b>5/9/2022</b>

# What we've heard so far...

Feedback from the first neighborhood meeting



To take a closer look visit:  
[\*www.greatstreetsbtv.com\*](http://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.

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 volleyball, 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.

### 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.

Take a closer look, visit: [www.greatstreetsbtv.com](http://www.greatstreetsbtv.com)



# 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**



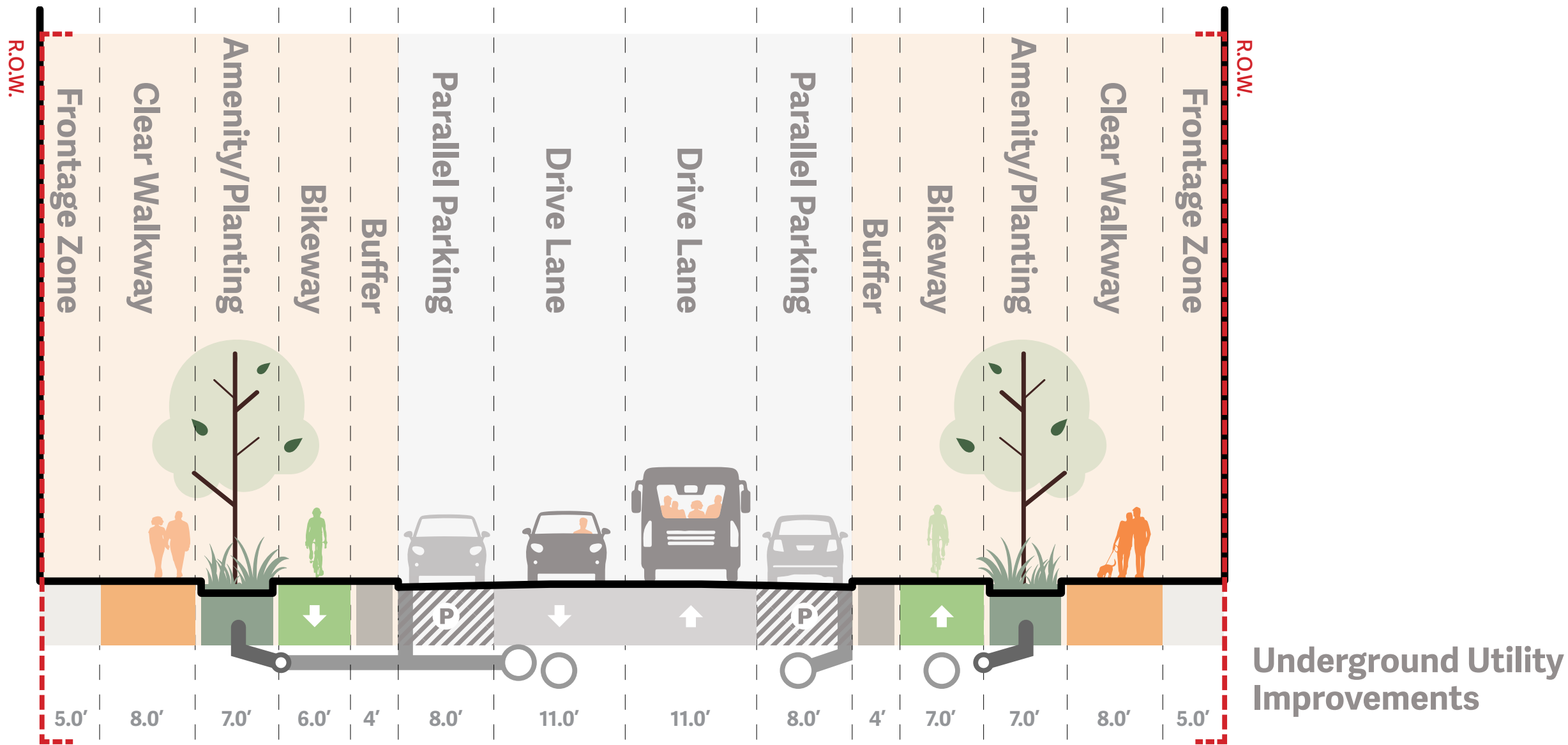
**LET'S TAKE A CLOSER LOOK AT  
MAIN STREET...**



# Typical Main Street Cross Section

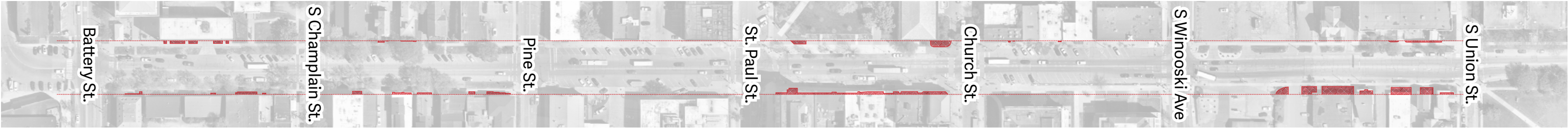
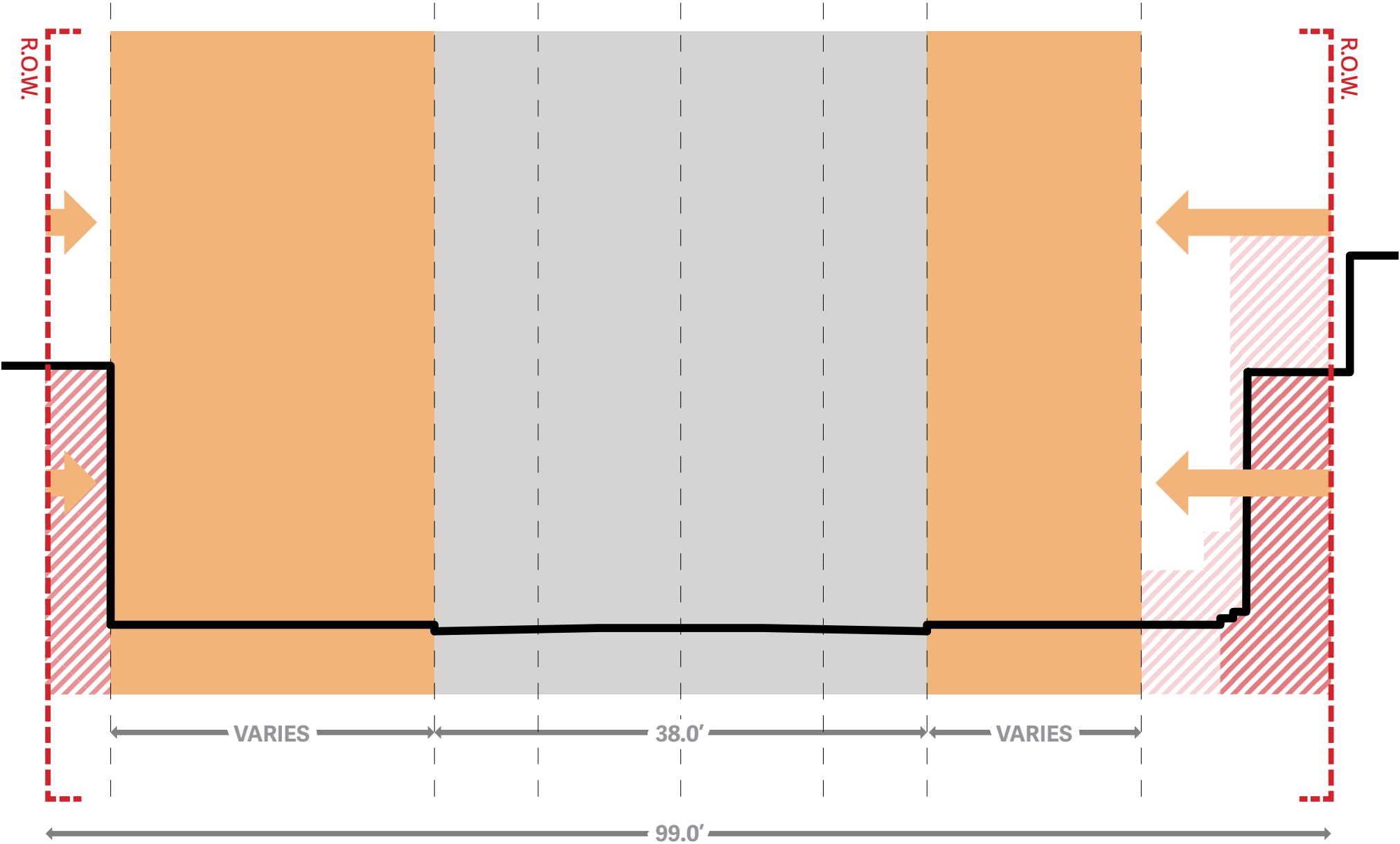


The cross section will vary, especially where there are R.O.W. encumbrances



# Right-of-Way Limitations

The cross section will vary, especially where there are R.O.W. encumbrances



# Toolkit - Amenities!



Amenity/Feature	Existing Conditions	Proposed Concept
-----------------	---------------------	------------------

Roadway Pavement Width	50' - 70'	40'
Parking Spaces	157	90
Bike Lanes	None	Separated lane - each direction
Sidewalk Width (each side)	5' - 26'	13' - 18'
Stormwater Treatment	None	Generous spaces available
Green Space (each side)	0' - 15'	6'-15'
Plazas/Public Art Spaces	Limited	Good opportunities



# 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

# Main Street Kit-of-Parts

Some of the many design ideas and elements to consider on Main Street



## Comfort

Seating and Benches  
Porch Swings  
Waste Receptacles  
Public Restrooms



## Natural Systems

Trees and plants  
Stormwater Retention  
Rain Gardens  
Habitat Creation



## Safety & Access

Bollards and Safety Considerations  
EV Charging Stations  
Street and Sidewalk Lighting  
Wayfinding and Signage



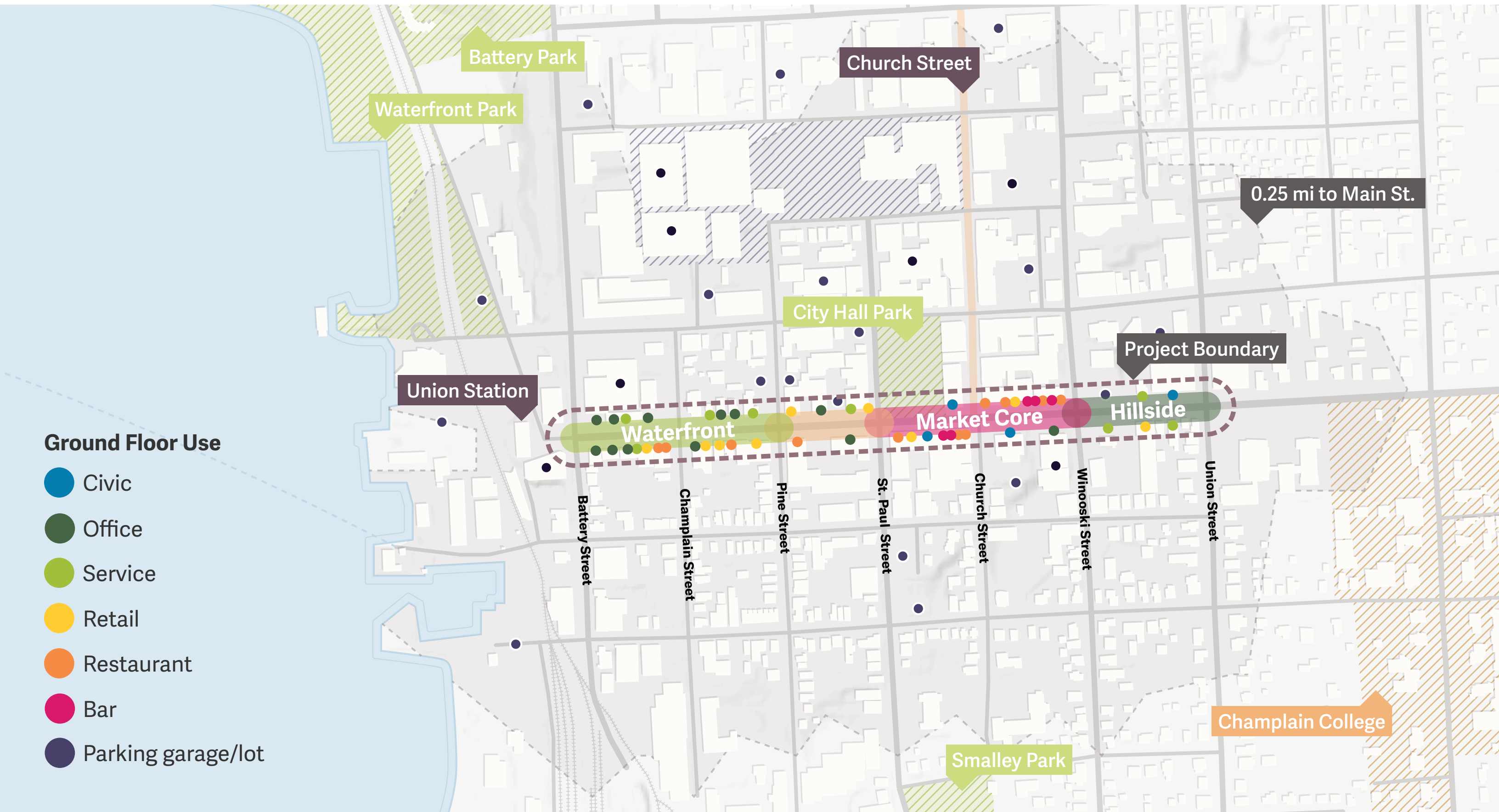
## Activation

Movable Tables and Chairs  
Vendor Carts and Tents  
Seasonal Installations  
Permanent Public Art

**... and many more, tell us what you'd like to see in the chat and in breakout rooms!**

# One Street, Many Identities

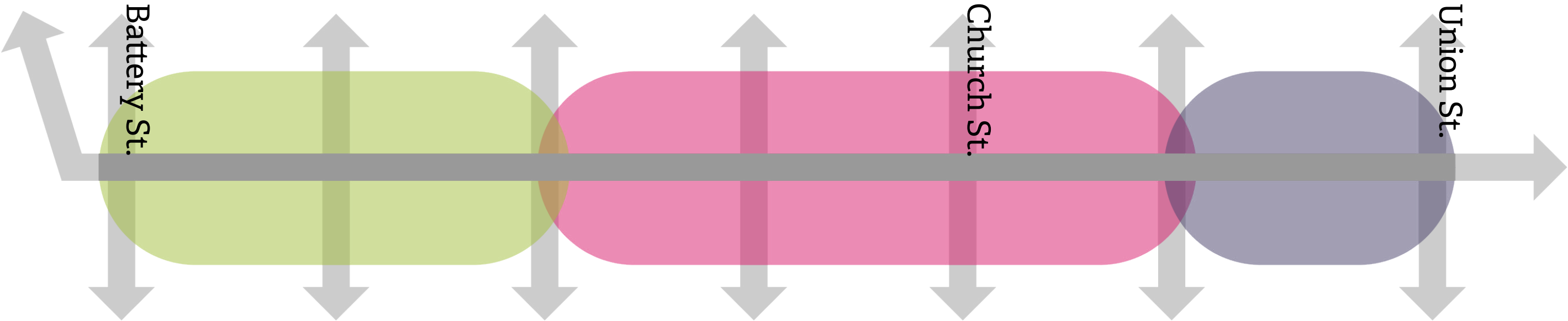
Existing along Main Street





# Character Zones

Character zones along the Main Street corridor



## Waterfront

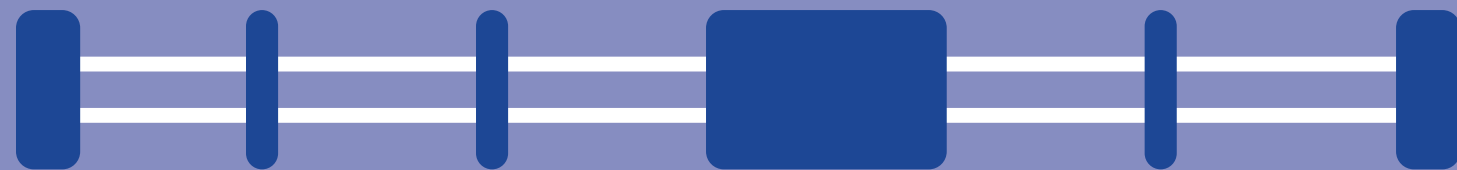
Picturesque  
Post-industrial wharf

## Market Core

Vibrant and active  
Colorful  
Artistic

## Hillside Gateway

Welcoming point of entry  
Sublime views



*Design Approach Option One:*

## Artful Gateways



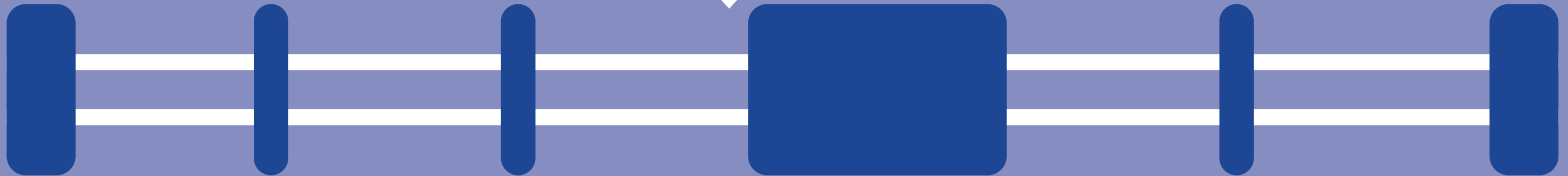
*Design Approach Option Two:*

## Lake, City, Mountain

*Design Approach Option One:*

# Artful Gateways

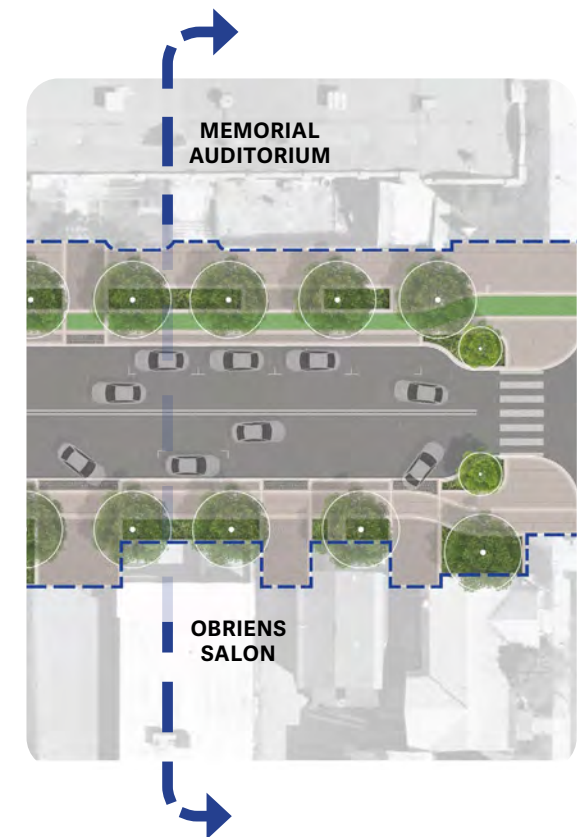
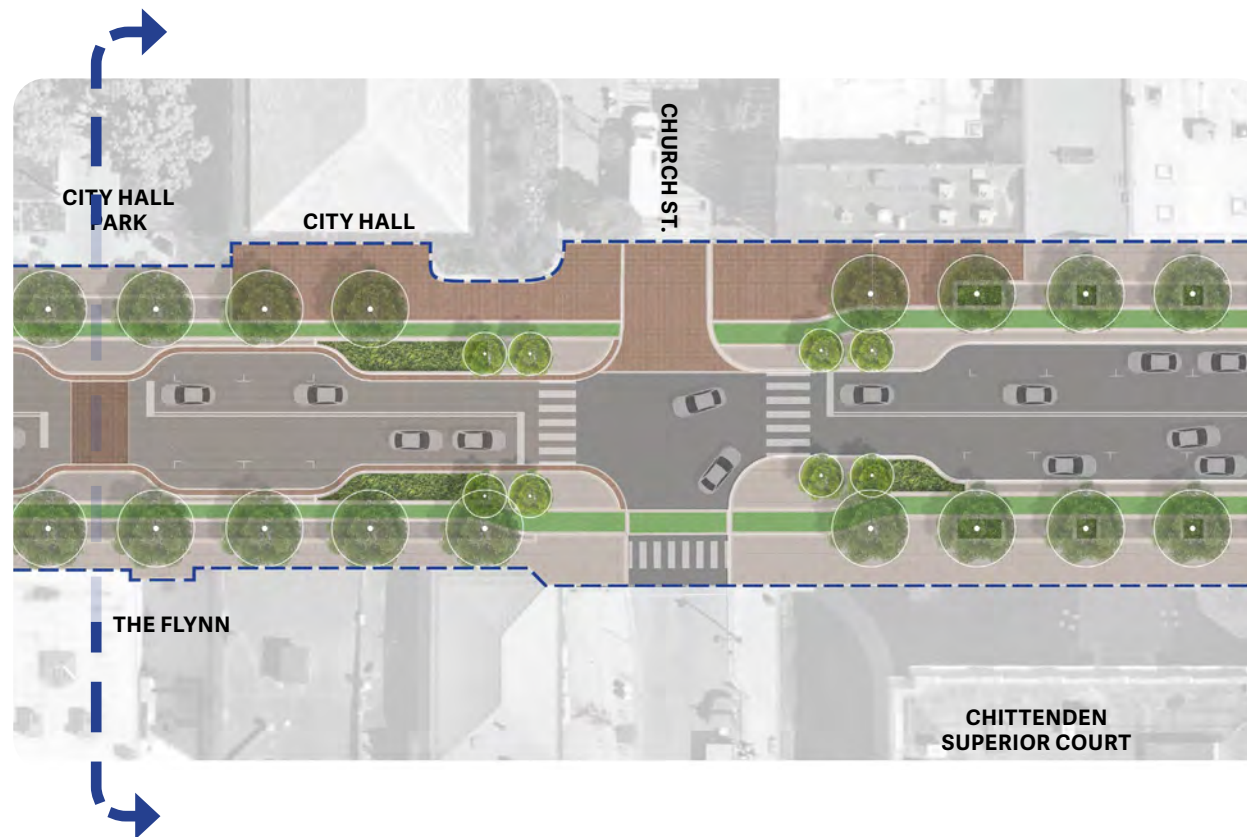
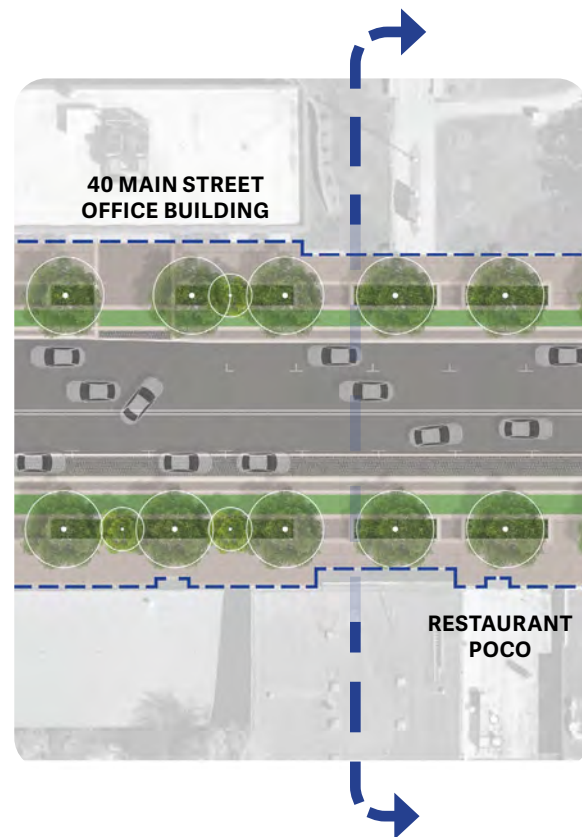
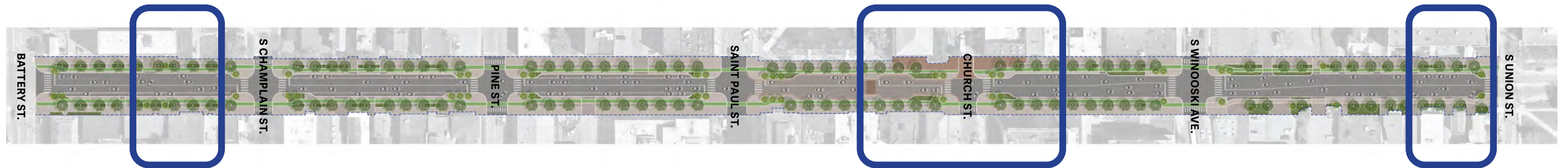
A **Dignified** and **Continuous**  
Streetscape for all Six Blocks



Emphasis on Place-making  
focused at **Crossroads** and  
**Gateways**

# Artful Gateways

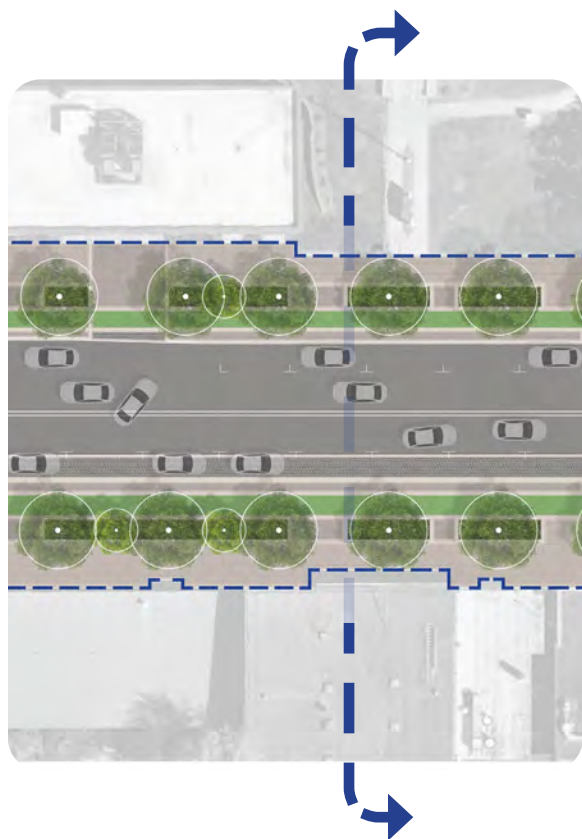
A dignified and continuous streetscape with special emphasis at crossroads





# Artful Gateways: West

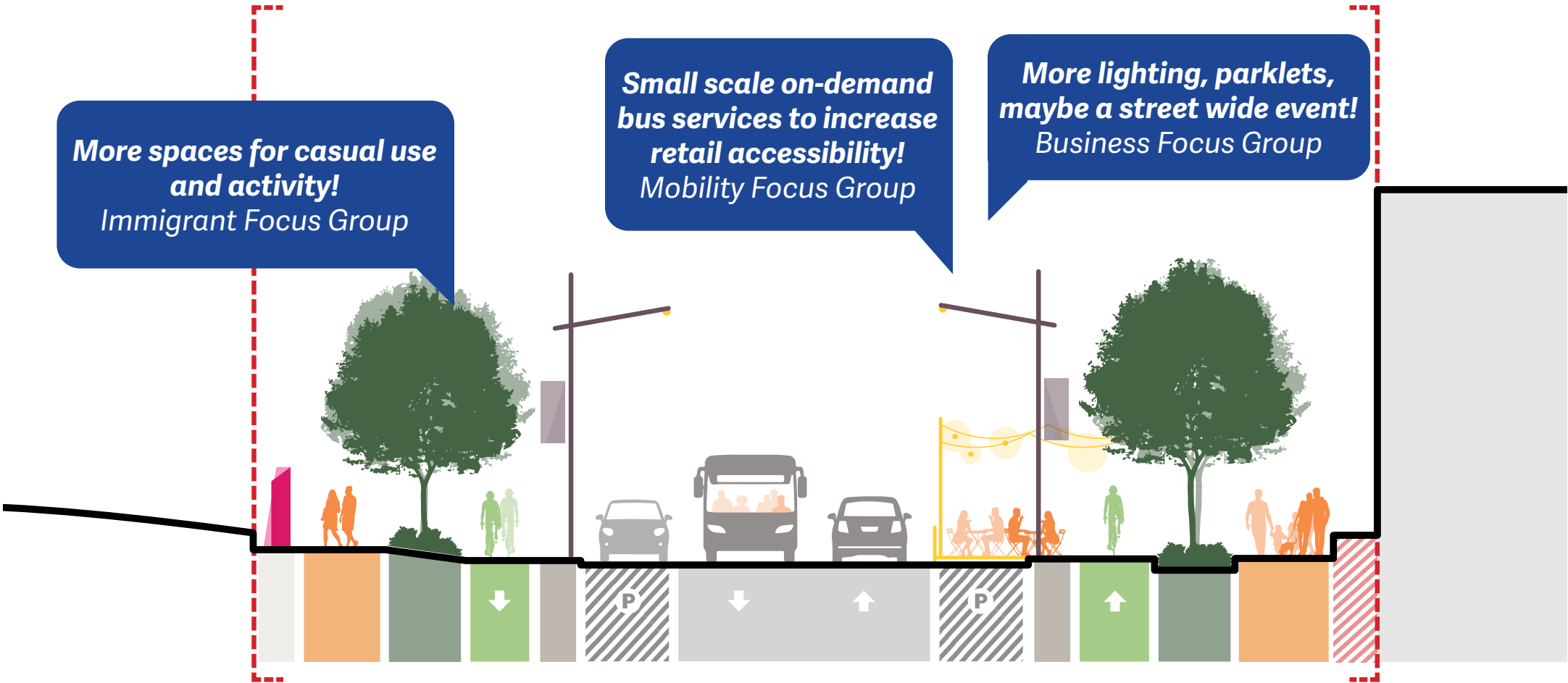
A dignified and continuous streetscape with special emphasis at crossroads



*More spaces for casual use and activity!*  
Immigrant Focus Group

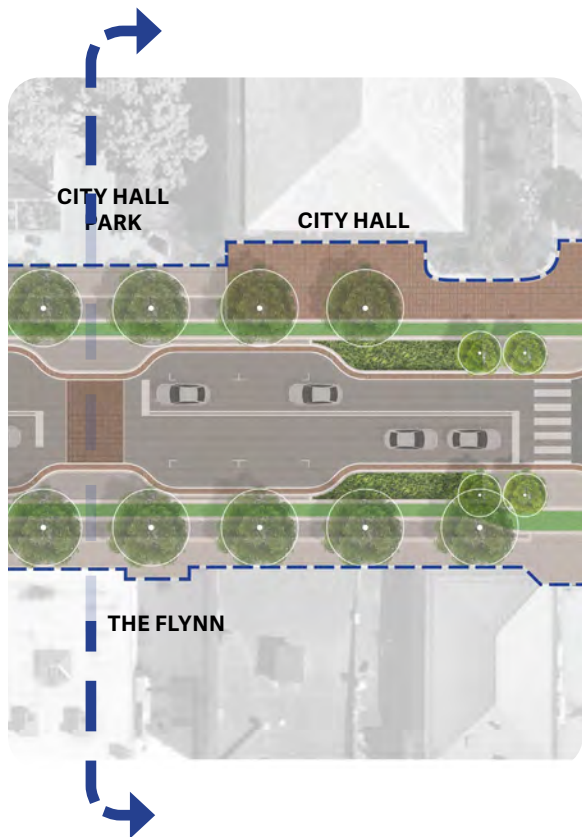
*Small scale on-demand bus services to increase retail accessibility!*  
Mobility Focus Group

*More lighting, parklets, maybe a street wide event!*  
Business Focus Group



# Artful Gateways: Central

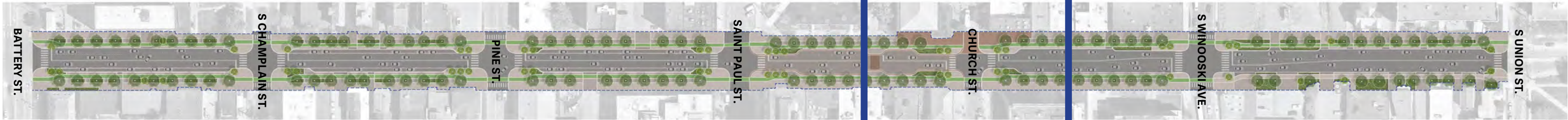
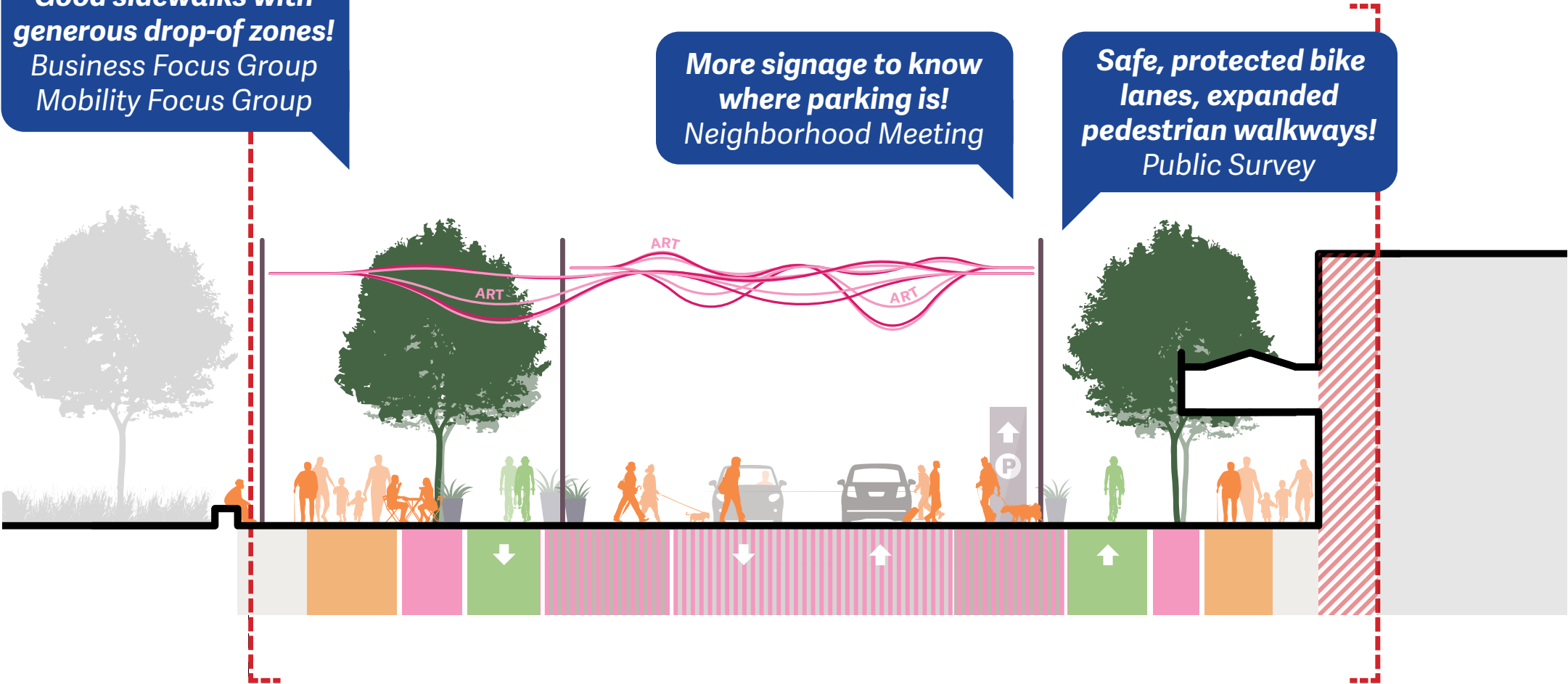
A dignified and continuous streetscape with special emphasis at crossroads



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

**More signage to know where parking is!**  
Neighborhood Meeting

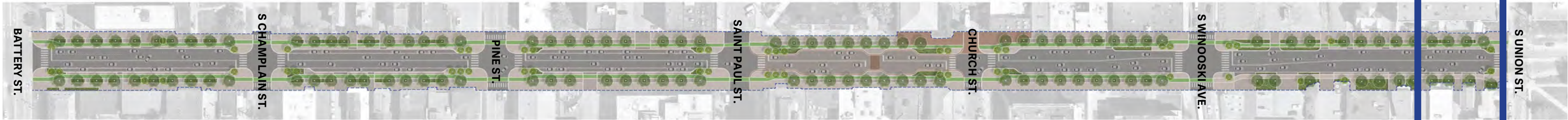
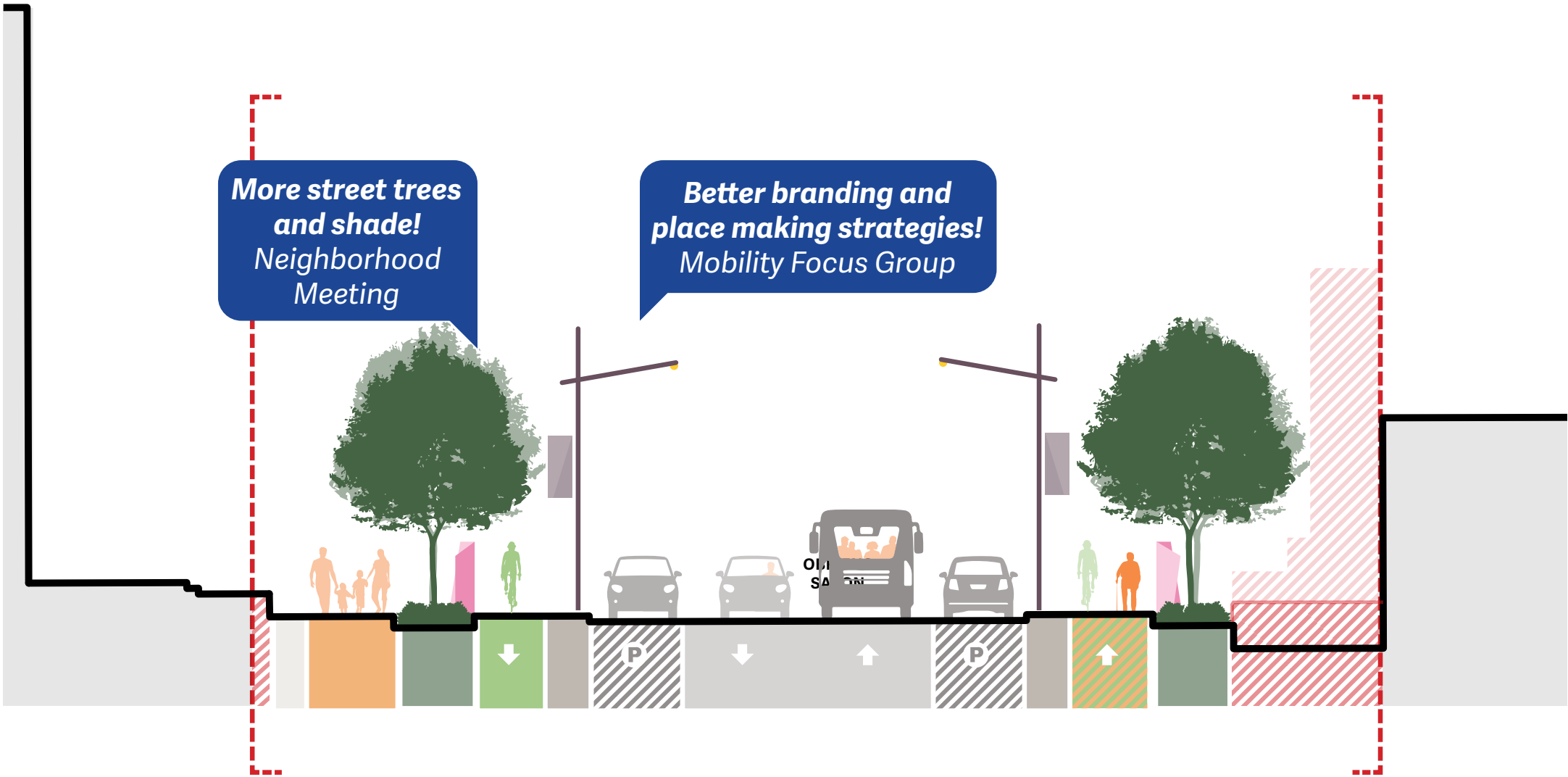
**Safe, protected bike lanes, expanded pedestrian walkways!**  
Public Survey





# Artful Gateways: East

A dignified and continuous streetscape with special emphasis at crossroads





# Artful Gateways: Art Strategy

Art punctuates the main crossroads and gateways



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

*Suspended artwork denotes nodes and gateways*



**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*





# Artful Gateways: Planting Strategy



A singular approach to planting that is consistent across the six blocks



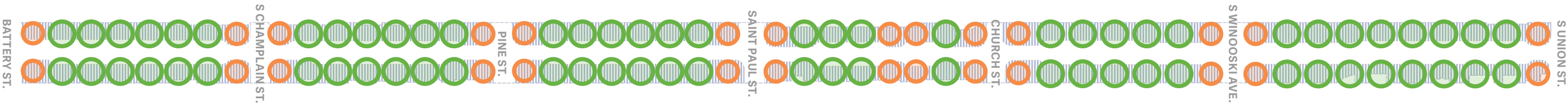
*Regular planting beds with common native street trees*



*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



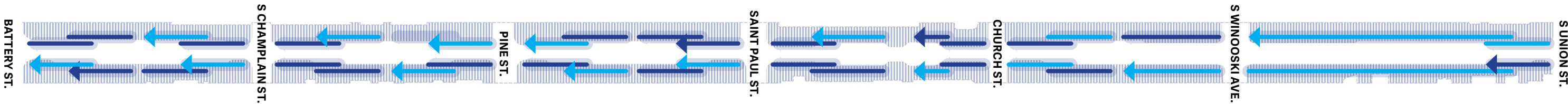
*Stormwater retention focused at lowpoints near edges and nodes*



*Clean, creative, and artful use of runnels and catchment*



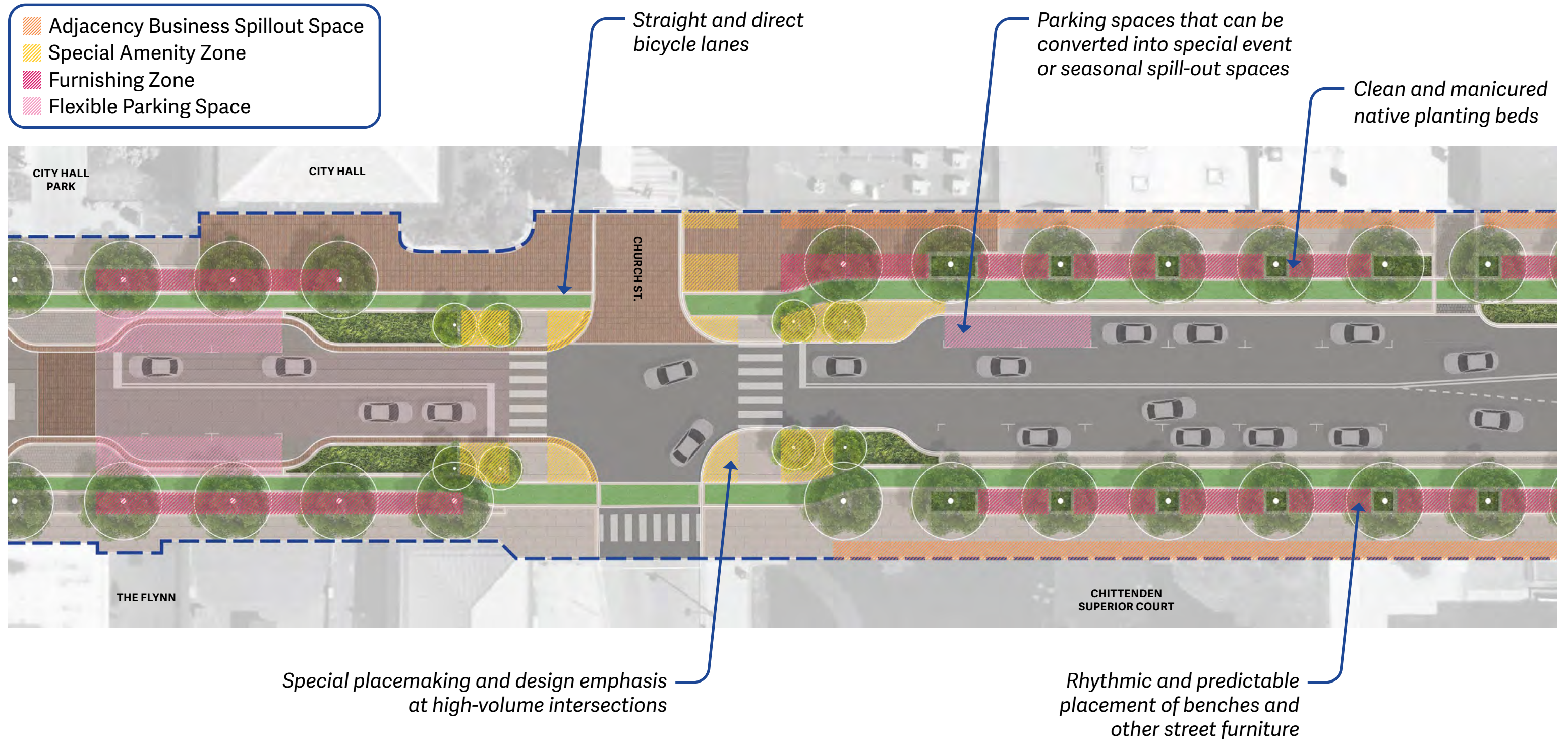
*Long linear planting beds to help catch water before draining to the lake*





# Artful Gateways

A dignified and continuous streetscape with special emphasis at crossroads



*Design Approach Option Two:*

# Lake, City, Mountain

Three **Distinct** Zones

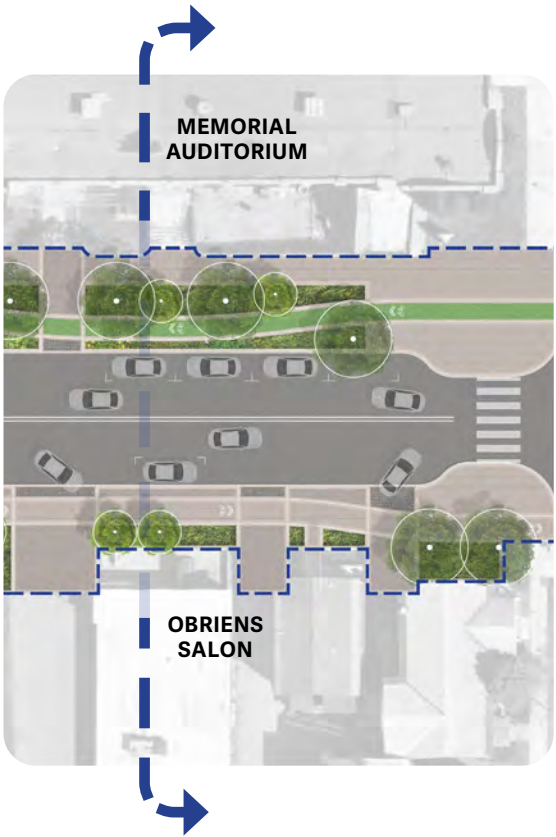
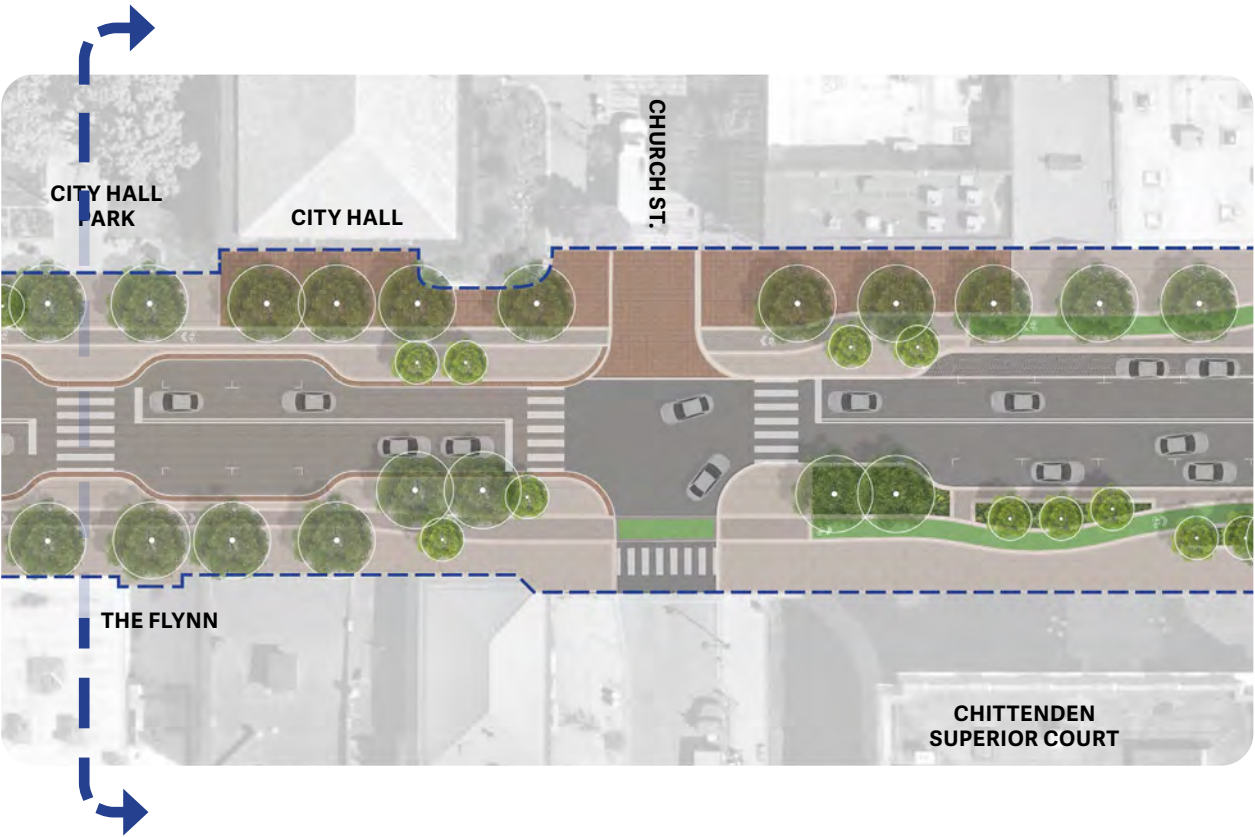
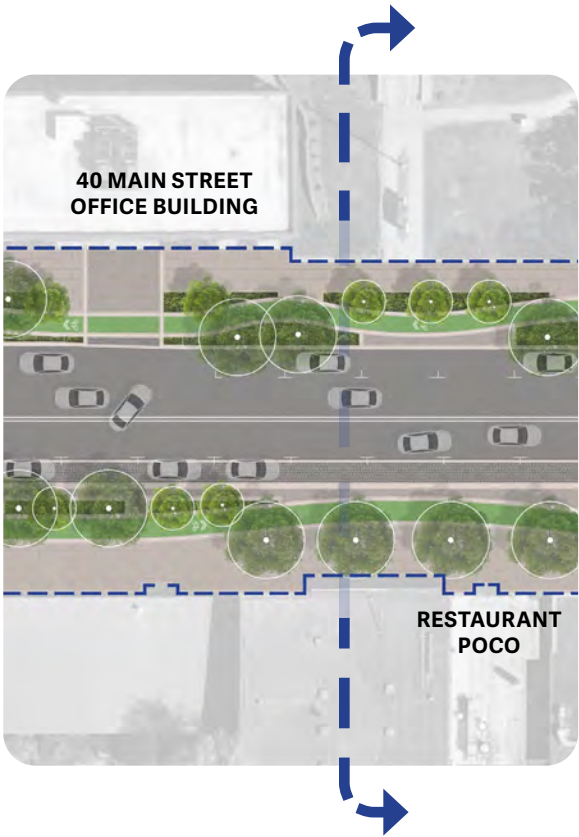
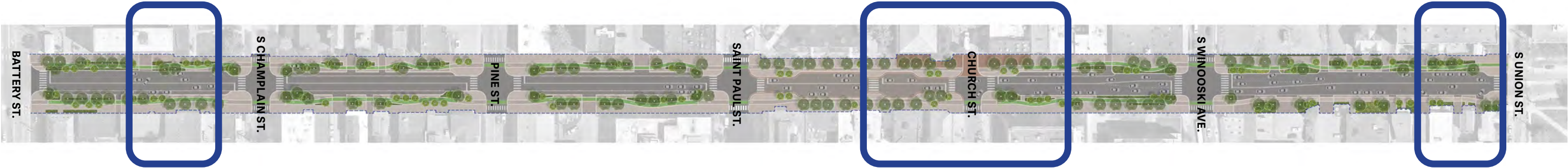


Landscape changes to express the character of **Lake Champlain**, the **Cityscape**, and **Green Mountains**



# Lake, City, Mountain

Landscape changes to express the character of three zones in Burlington





# Lake, City, Mountain: West

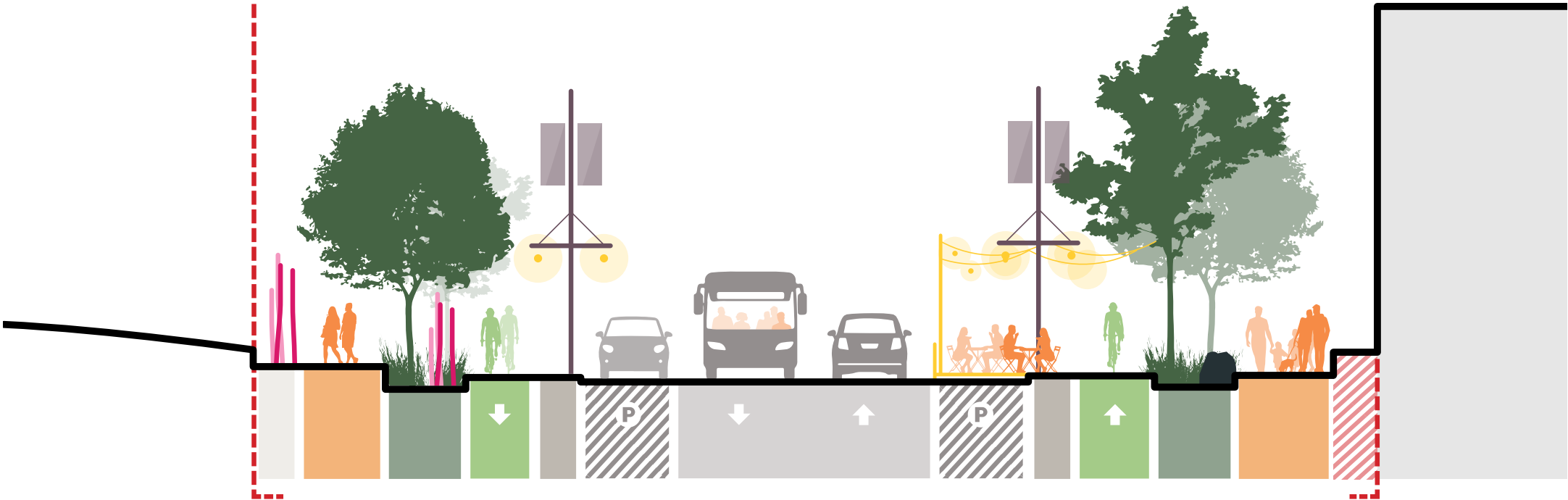
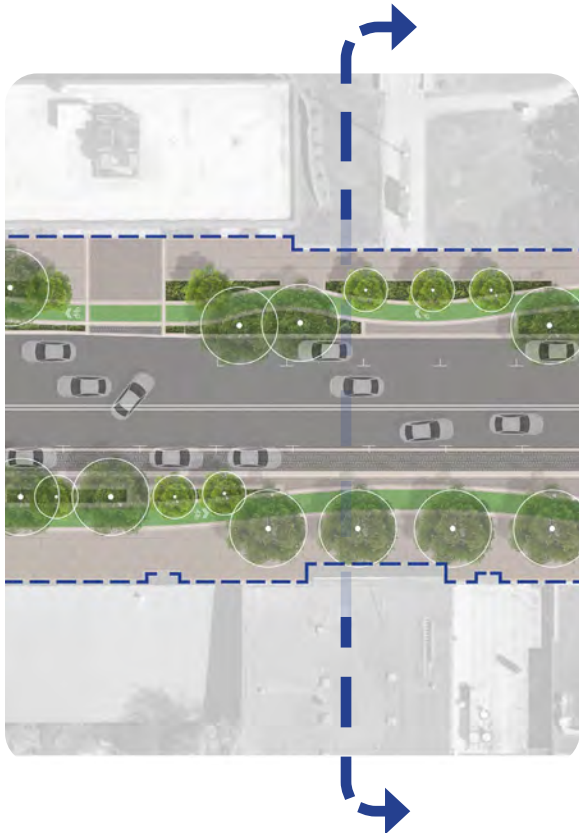
Landscape changes to express the character of three zones in Burlington



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

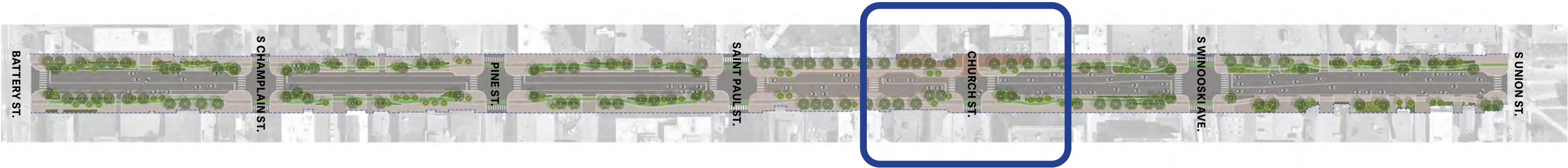
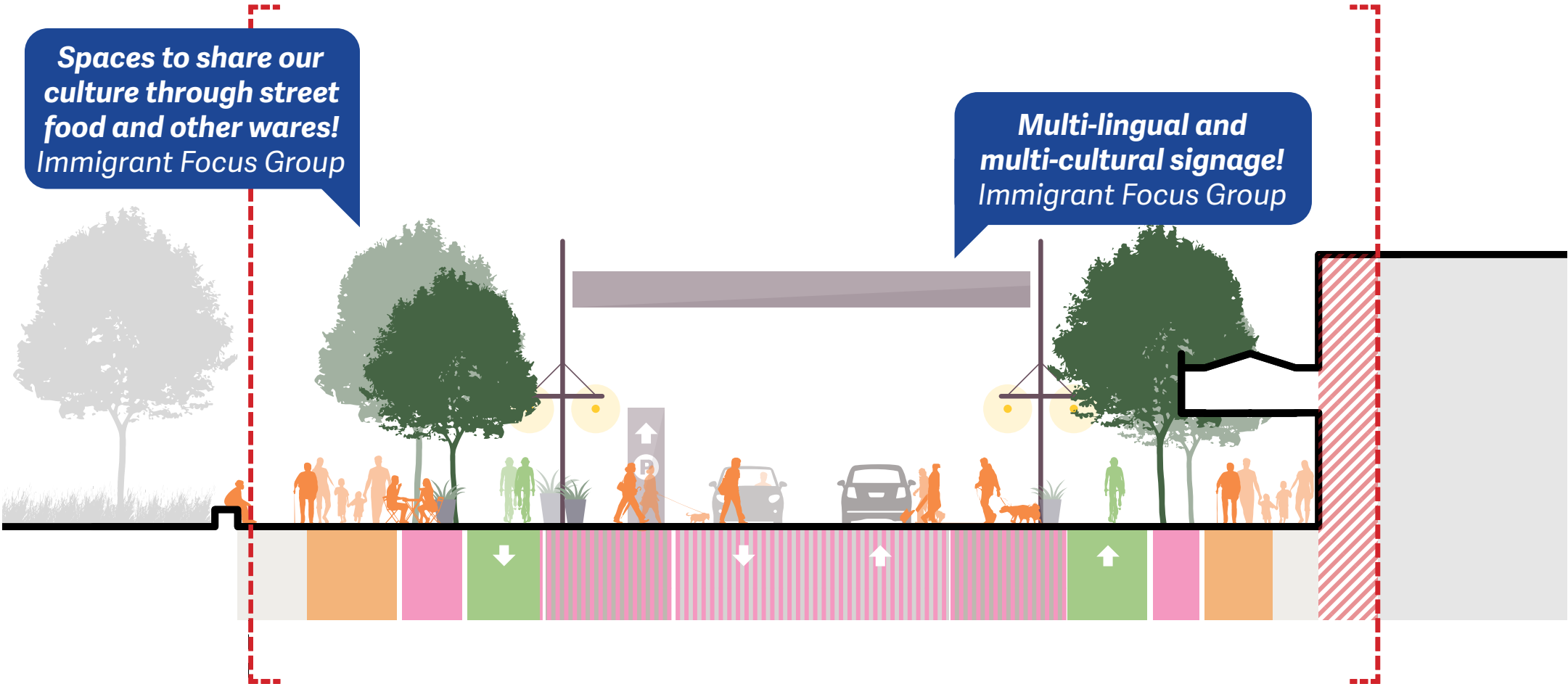
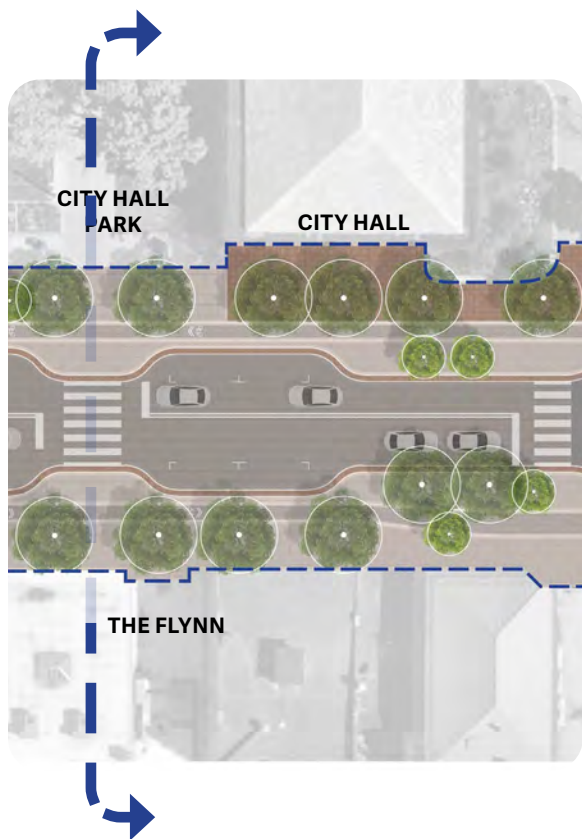
*Places to sit and hang out with affordable food options!*  
Immigrant/BIPOC

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



# Lake, City, Mountain: Central

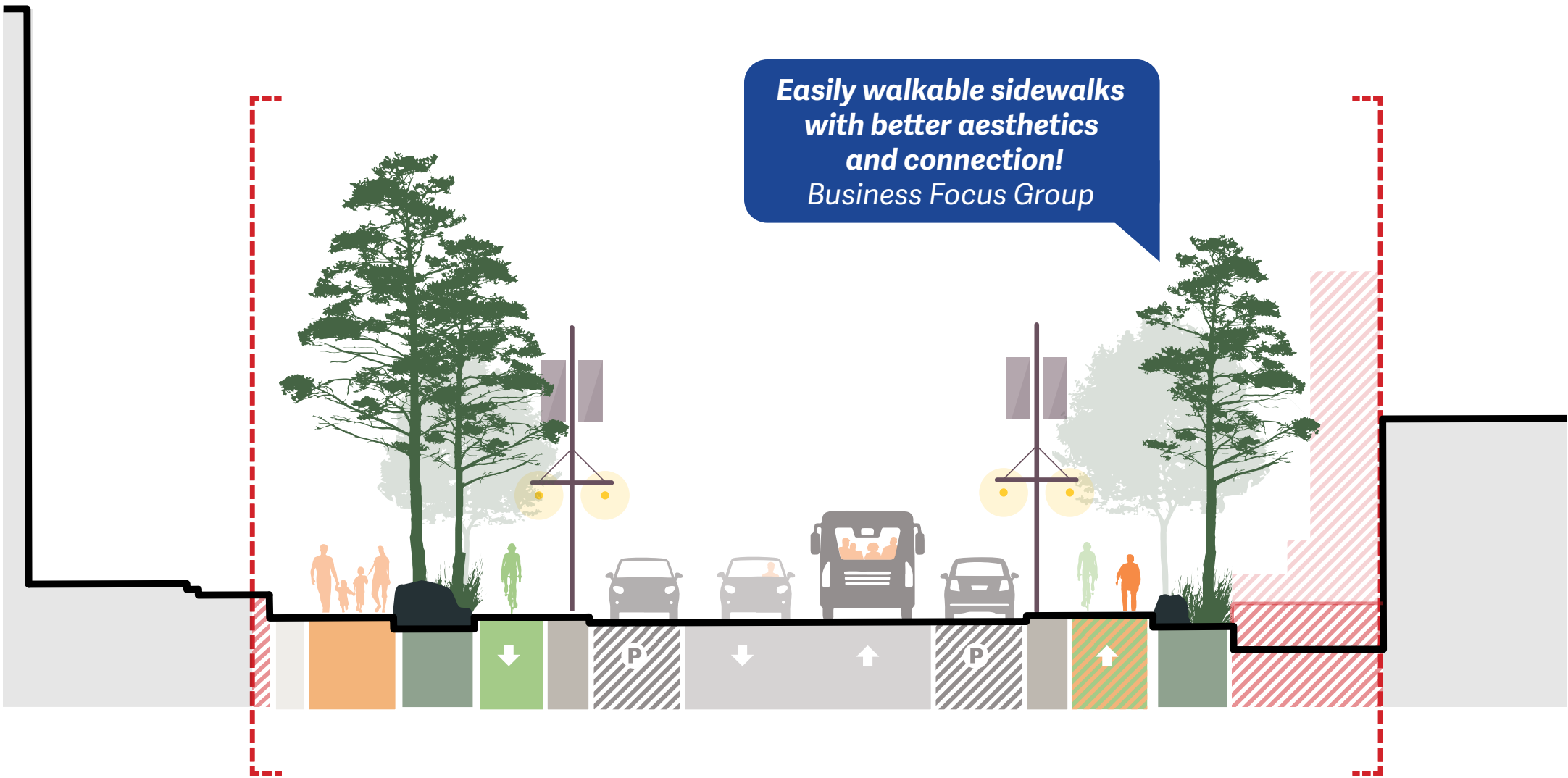
Landscape changes to express the character of three zones in Burlington





# Lake, City, Mountain: East

Landscape changes to express the character of three zones in Burlington





# Lake, City, Mountain: Art Strategy

A network of community-inspired art sprinkled throughout the streetscape



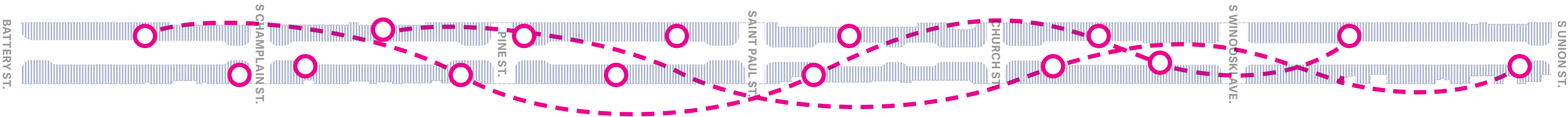
Co-created artwork and murals between artists, the city, and local organizations



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



Playful installations that look great in person and on social media





# Lake, City, Mountain: Planting

Ecologically-rich planting inspired by the different biomes surrounding Burlington



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



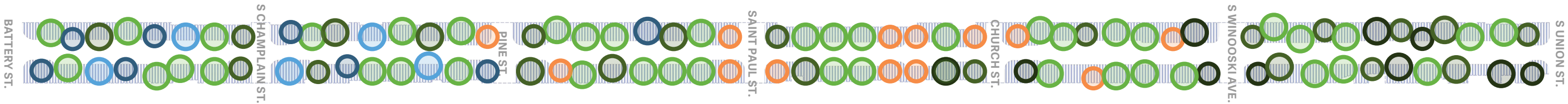
*A wide variety of native plant species including trees, shrubs, and pollinators*



*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



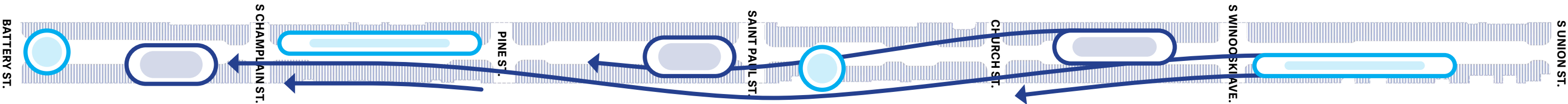
*"Rain gardens and stormwater management to reduce flooding and run-off"*  
Neighborhood Meeting



*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

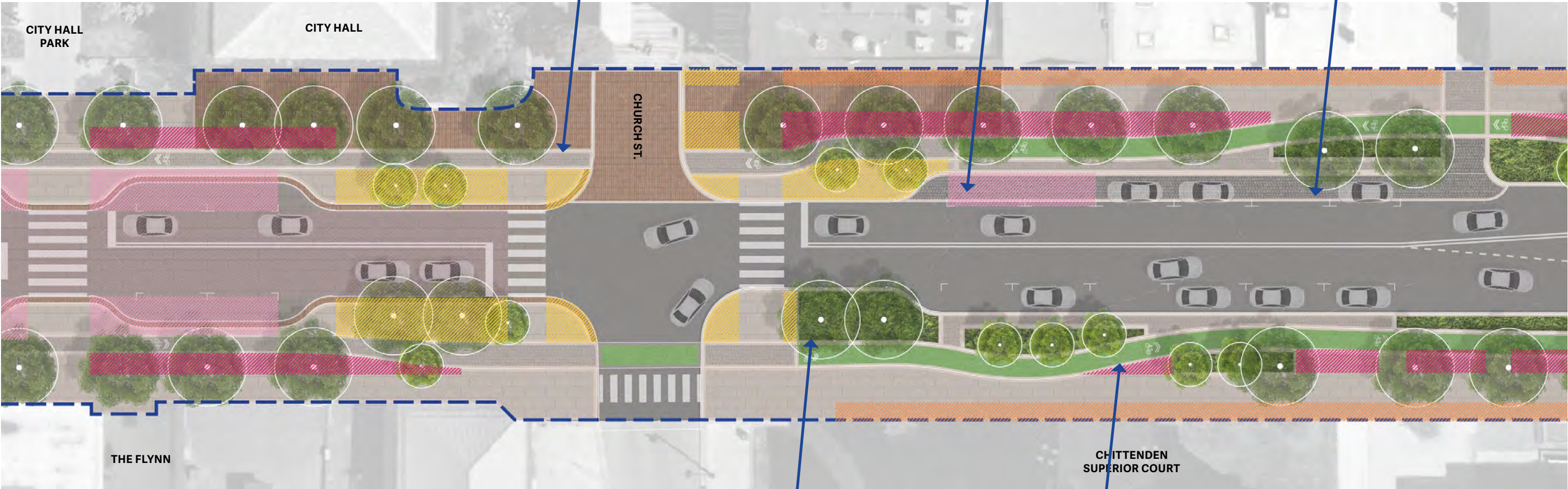


- Adjacency Business Spillout Space
- Special Amenity Zone
- Furnishing Zone
- Flexible Parking Space

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



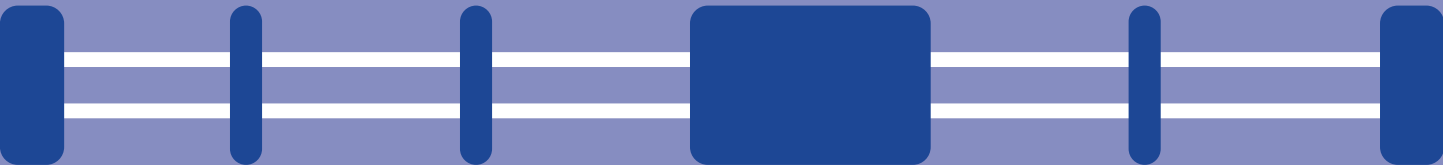
Naturalized native planting areas representing the different biomes of the region

Subtly bending bike lanes in strategic locations



# Let's discuss!

Each discussion will last 20 minutes, then we will swap!



*Breakout Room A:*

## Artful Gateways



*Breakout Room B:*

## Lake, City, Mountain

We need your help to evaluate each of the concepts based on the four criteria listed here:



Comfort



Natural Systems



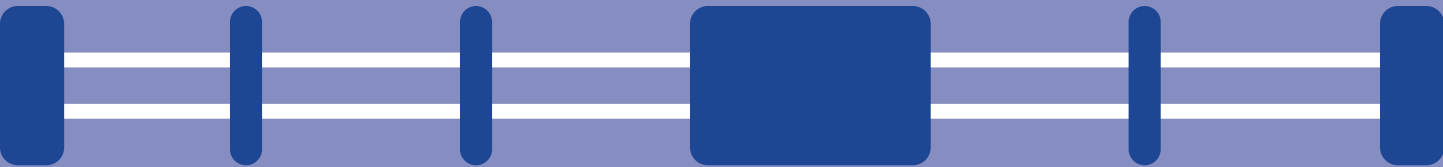
Safety & Access



Activation

# How'd it go?

The design team is eager to hear and incorporate your input!



*Breakout Room A:*

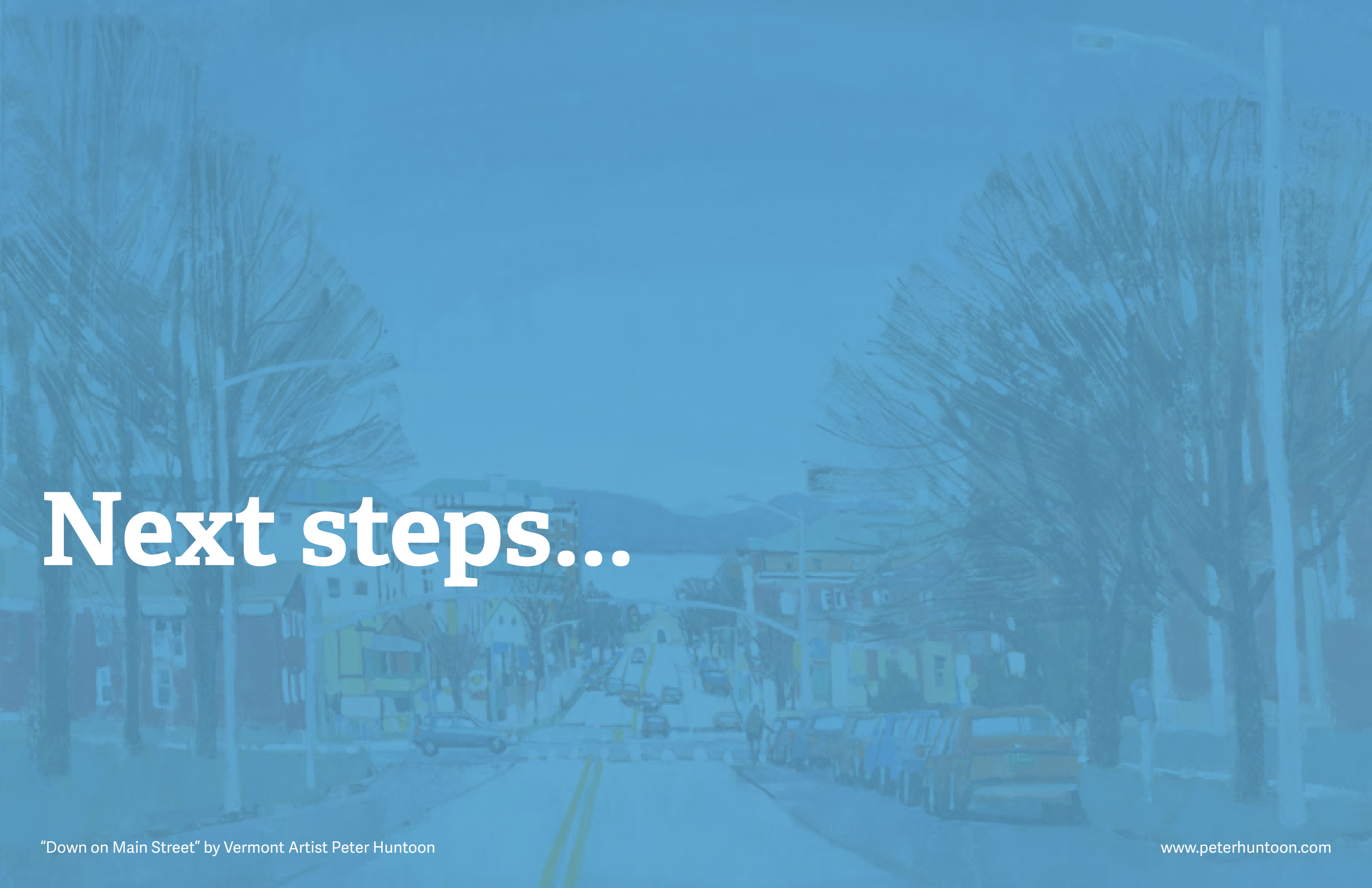
**Artful Gateways**



*Breakout Room B:*

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

**Take the online survey**  
**<http://greatstreetsbtv.com/survey>**

**Email comments and ideas to**  
**Olivia Darisse at**  
**[odarisse@burlingtonvt.gov](mailto:odarisse@burlingtonvt.gov)**





# Thank you!

Stay involved by visiting  
**[www.greatstreetsbtv.com](http://www.greatstreetsbtv.com)**