Involving Your Community:

planBTV
Public Investment Action Plan (PIAP)
Burlington Town Center

Mayor Miro Weinberger
Burlington, Vermont
I love Burlington because it is a city that promotes healthy lifestyle, offering a clean environment rich with the arts, history, and challenges.

Green Church Street

These values can be evident throughout the city, and I love eating at the institutions and the Church Street Marketplace.

Grocery stores operate in an environmentally sustainable way, taking food, packaging and processed with care, then distributed through the local farmer's and spread up to healthy meals and moments in the foundation of Burlington's success.

At the Church Street Marketplace, in addition to green food (like local), local musician can be found catching the live music and shopping. It intergrades all the elements of the city, creating a welcoming environment and another strong sense to become a part of many in any income's delight.

The first day of every month is the time for an art walk. The end of the world is not as far as the other world.

The waterfront is a prominent place for walking, bicycling, or just spending time walking or jogging along the path, gathering a drink and a reasonably priced meal, enjoying the ocean view and sunset, visiting the shopping, listening to the farms, or attending a festival. Having a leading center, surrounding public parks, lodges, mines, and five bridges provide an opportunity to be more involved with the lake, the wildlife, the arts, and walking. Bicycle park is in front of the lake.

This location encourages pedestrian and bicycle traffic making it easier to get to these areas.
City Hall Park

- 8 (132) Sell the park to the Farmer's market Association to manage as a public resource – restrooms, security, maintenance.
- 132 (7) Beauty city hall park and add gardens here and along the rest of college street.
- 111 (5) Don't ever develop with permanent features.
PASSenger TRAIN STATION
Union Station’s central location on Burlington's waterfront offers tremendous potential for the return of passenger rail, connecting the city with larger metropolitan areas to the north and south. A new civic square, with short-term parallel parking around its perimeter is proposed in front of the station.

STREETSCAPE IMPROVEMENTS
Main Street is a major connection between the Waterfront and Church Street. Infill of storefronts with active uses, as well as streetscape improvements is needed to entice pedestrians to make their journey up and down the hill. Proposed streetscape improvements include diagonal and parallel parking, green street standards (e.g., few through planters), additional street trees, wayfinding signage, benches, civic art, and cycle tracks.

CITY HALL PARK
The re-design of City Hall Park should ensure that this important civic space is activated with people, street vendors, events, sculpture, and outdoor dining. The park should serve as a central gathering space for the City and become more accessible to the public, with connections and amenities that will draw people from Church Street towards the waterfront and vice versa. Spaces should be designed for active use and public events, as well as quiet contemplation and respite. The strategic location of the park is significant as an important transition point in the City, mediating between the East-West corridors of Main and College streets and the North-South corridor of Church Street. Its location helps to connect much of the downtown to Union Station and the Waterfront. While it may be impractical today, the park could even someday sit on top of an underground parking structure much like the Boston Common.

MAIN STREET GATEWAY & SUPERBLOCK
The re-development of the superblock at the intersection of Main Street and South Winooski Avenue will help to act as both an anchor and gateway to the downtown. A renovated and/or re-purposed Memoria Hall and possibly fire station would serve as a destination at the eastern end of the activated Main Street. The corner parcel could be transformed from a parking lot to a new mixed-use building with round-floor retail, creating a more interesting and vibrant gateway to the downtown core.
# planBTV Summary

## Features of plan
- Well-resourced
- Thorough, engaging public process
- Broad participation through technology
- Involvement of skilled design professionals
- Highly accessible product

## Results
- Consensus
- Regulatory changes
- Response from private sector
- Seeded new planning efforts
Challenges

• Needed a new plan
• Limited time
• Lack of public trust
• Long history of failed projects
Solution?:
Public Investment Action Plan

Elements of process:
• Considerable uncertainty
• Crowdsourcing of ideas
• Competition included public + City Departments
• Good online tools
• Appointed panel deliberated over recommendations in public
• Over 120 ideas
• Leveraged strong proposals for new marina, sailing center, museum expansion, new entertainment/food/art facility - if all built an additional $33+ million in independent investment
• Consensus: Unanimous City Council passage of slate; 70% voter approval
• 2 of plans not yet funded created by DPW and P+R likely to eventually be built by other means (including a $1.5 million federal boating grant)
• Construction underway on first elements of plan
• A little bit of magic
Tuesday is Town Meeting Day

You have the opportunity to cast a YES VOTE for historic progress on our waterfront.

“This is an exciting and optimistic time for the City of Burlington. The development resulting from the Public Investment Action Plan has the potential to transform the waterfront much like the Church Street Marketplace transformed the downtown.”

—Bill Trues, Chair of the Public Investment Action Plan, Partner Emeritus at Trues Collins & Partners, Co-Founder of the Church Street Marketplace

“The slate of projects that make up ballot question #2 will strengthen and improve the most beloved current features of the waterfront, resolve the long-standing uncertainty about the future of the Moran plant and surrounding property, and increase public access and use of the waterfront and Lake Champlain. The City is fortunate to be able to make these public investments to create jobs and grow municipal and state revenues without impacting the tax rates of local property owners.”

—Mayor Miro Weinberger