



RESTORE THE HEART OF BURLINGTON

1

THE CONNECTED CITY

Expand Revitalization Beyond the Downtown Core

Let's apply what's worked to build a strong city center with distinct districts. Let's create a series of connected places, each with their own character. Let's add green spaces and gathering spaces. Let's work together to implement ideas at a grass roots level.

DEVELOPMENT RECOMMENDATIONS

- Work with local stakeholders to create revitalization plans for North and South Main Street
- Eventually expand incentives and services to surrounding area
- Begin to develop a series of connected pocket parks throughout the city center
- Consider an Art & Industry District for the North Main area
- Identify areas for greenways and trails to connect downtown to surrounding neighborhoods
- Encourage new investment in historic neighborhoods surrounding downtown

MARKETING RECOMMENDATIONS

- As districts develop, provide gateway signage that reflects their character
- Develop walking maps/trails for the pocket parks
- Consider holding a "Build a Better Block" event
- Encourage neighbors to join "Next Door" to stay in touch



STIMULATE NEW CONSTRUCTION



THE NEIGHBORHOOD

Stimulate New Construction Downtown

We've done a good job getting our historic properties renovated and filled with businesses. Let's keep doing this and add new development. Building on these "opportunity sites" will create more vibrancy, more people living downtown, and an expanded tax base.

When it comes to downtown, more is more.

DEVELOPMENT

RECOMMENDATIONS

- Adopt a build-out plan for downtown showing opportunities for new development, parks, parking, etc.
- Prioritize opportunity sites from the Downtown Master Plan
- Put together site plans and desired development programs for each site
- Develop design guidelines for infill development
- Develop a parking plan for new development

MARKETING

RECOMMENDATIONS

- Put out a request for qualifications to the development community
- Develop an incentive program for investments over \$500,000 to attract developers
- Utilize plans for a public park or plaza as a marketing tool



CREATE ARTS & ENTERTAINMENT DISTRICT



THE DISTRICT

Arts, Entertainment & Dining

Downtown will have something going on day and night.

This will be the go-to destination, featuring lots of restaurant options, cultural events, live music, shopping, and theater.

DEVELOPMENT

RECOMMENDATIONS

- National live music & theater performances
- Expanded live theater space
- New movie cinema
- Artist live-work spaces
- Artist in residency program
- Community Arts Center
- "Eat Street" - Culinary District
- Meeting space
- New events plaza
- Boutique/conference hotel

MARKETING

RECOMMENDATIONS

- New boulevard banners
- Select a name for "The District"
- Way-finding to Downtown
- Gateway signage
- Updated visitor's guides
- Visit Downtown website
- Monthly gallery crawl
- Signature "GET IN" Festival



BUILD EVENTS CENTER & PLAZA

4

THE PLAZA

A New Events Center & Plaza

Let's build a new events center and plaza. This could be the central gathering place in the heart of downtown. A place for more and expanded events. It would become the most valuable real estate in downtown, providing demand for new development surrounding it.

DEVELOPMENT RECOMMENDATIONS

- Plaza should be at least one acre
- Program with at least 250 event days per year
- Design so that multiple events can happen at once
- Surround with sites for new development and redevelopment
- Add additional indoor events/meeting space adjacent to plaza
- Open view up and down Main Street

MARKETING RECOMMENDATIONS

- Relocate Farmer's Market to new plaza
- Market to regional and state-wide organizations for meetings and conferences
- Develop a brand and marketing platform just for The Plaza



RE-UNITE MAIN STREET



THE CONNECTED CITY

Expand Revitalization Beyond the Downtown Core

Let's apply what's worked to build a strong city center with distinct districts. Let's create a series of connected places, each with their own character. Let's add green spaces and gathering spaces. Let's work together to implement ideas at a grass roots level.

DEVELOPMENT RECOMMENDATIONS

- Work with local stakeholders to create revitalization plans for North and South Main Street
- Eventually expand incentives and services to surrounding area
- Begin to develop a series of connected pocket parks throughout the city center
- Consider an Art & Industry District for the North Main area
- Identify areas for greenways and trails to connect downtown to surrounding neighborhoods
- Encourage new investment in historic neighborhoods surrounding downtown

MARKETING RECOMMENDATIONS

- As districts develop, provide gateway signage that reflects their character
- Develop walking maps/trails for the pocket parks
- Consider holding a "Build a Better Block" event
- Encourage neighbors to join "Next Door" to stay in touch



GROW OUR DOWNTOWN NEIGHBORS

6

THE LOFTS

Build a Residential Population

Let's start a building boom for downtown residential: townhomes, urban lofts, upper-story renovations, and new multi-story buildings. Let's get people living downtown and making it "their neighborhood."

DEVELOPMENT RECOMMENDATIONS

- Add 150 new units in next five years
- Establish a revolving fund to purchase, market and incentivize properties
- Expand incentives for housing
- Add incentives for architectural services

MARKETING RECOMMENDATIONS

- Target up to 3 projects to complete in next 18 months
- Market blueprints & pro formas to developers
- Hold upper-story housing and available space tours
- Market streamlined permitting processes

POSITION DOWNTOWN AS AN INNOVATION VILLAGE



THE INNOVATION VILLAGE

Invest in "Innovation Infrastructure"

Let's build a place that attracts, engages, and feeds the idea people. We must invest in high speed internet, expanded water and sewer, and streetscapes made for gathering. We'll attract makers, techies, co-working spaces, business incubators, learning communities, schools, artisans and food entrepreneurs.

DEVELOPMENT RECOMMENDATIONS

- Form an "Innovation Council" to guide needed investments
- Install high-speed fiber throughout downtown
- Add places to sit and gather throughout downtown
- Pursue an entrepreneurship center or "Impact Hub"
- Develop live-work spaces for entrepreneurs, teachers, etc.
- Recruit a maker's space
- Attract a college or university to hold classes downtown
- Catalyze co-working spaces
- Recruit boutique manufacturers

MARKETING RECOMMENDATIONS

- Establish networking & social opportunities for entrepreneurs
- Utilize entrepreneur, artisan and maker networks to market available spaces
- Establish a "Burlington Soup" community development event series