

Appendix C

Prioritization Results





MEMORANDUM

Date: March 11, 2016
To: Claire Tebbs
Organization: Addison County Regional Planning Commission
From: Beth Isler
Project: City of Vergennes Downtown-Basin Master Plan
Re: Summary of February 25th public meeting and prioritization results

Following the Vergennes Partnership Social on February 25th, the project team presented initial concepts and gathered public input on priorities for the Downtown-Basin Master Plan. Initial concepts in Amenities and Enhancements, Connectivity and Circulation, and Marketing and Development were presented on boards. Attendees were provided stickers to place next to the concepts which they felt should be pursued first.

This memorandum summarizes the meeting and the results of the prioritization process.

Points raised during the meeting:

- Maintenance is a major issue.
- The canoe portage should direct people from Settlers Park to the staircase (on the same side of the road) rather than down to Falls Park.
- Open space should be considered as part of downtown.
- What are the economic benefits of green space, trails, and recreation?
- Vergennes needs an identity: develop and market a Vergennes brand.
- Describe in better detail what the order of magnitude costs are; that is, what range is reflected by \$, \$\$, and \$\$\$?
- Less than 10% of Addison County tourism dollars are spent in Vergennes. (Based on room and meals tax.)
- The Basin is as important as downtown and is part of downtown.
- Include the Lake Champlain Bikeways.

- The City is looking into a webcam that focuses on the docks so boaters can see if there is room before coming up Otter Creek.
- The City is looking into wifi in the Basin; it would allow them to gather data as to who is using it.
- What is the economic advantage of the Basin to Vergennes? Need to be able to justify investment in the Basin. What could be the return on investment to the City?
- What are Vergennes assets? What are the market opportunities? Is it possible to quantify how much money the boaters bring in?
- The Steering Committee wants to hear the results of the interviews with businesses.

Prioritization results:

Marketing and Development		Results
<u>Recreational Infrastructure</u>		14
	Maximize Use of Basin	
<u>Housing</u>		7
	Downtown Density	
<u>Retail/Commercial</u>		7
<u>Lodging</u>		0
	Potential Hotel? Where?	
<u>City-wide Connections</u>		0

Amenities and Enhancements	Results
<u>Trail</u> •Construct trail connecting Macdonough Park and park-n-ride	22
<u>Boardwalk/Trail</u> •Develop boardwalk/trail to connect stairway to docks	16
<u>Unification and Landscaping</u> •Create a cohesive landscape materials language between areas on both sides of Basin •Selectively trim vegetation to enhance views •Add no-mow buffer of low planting for shoreline restoration (both sides of Basin)	15
<u>Trail</u> •Improve and maintain the trail through Vergennes Falls Park and to UTC	15
<u>Recreation enhancements</u> •Add active recreation/adventure elements such as canoe rentals, fishing opportunities	9
<u>Docks and Mooring Field</u> •Develop mooring field and expand docks; re-build portions of dock for safer access and longer ramps for high water	9
<u>Re-design Canal Street and Vergennes Falls Park entrance</u> •Develop park-like entrance to counter the industrial feel of the area •Include re-alignment of Canal-West intersection to improve safety and visibility	8
<u>Amenities</u> •Construct amenities like bathrooms/showers, plantings, furniture on both sides of the Basin	6
<u>Recreation enhancements</u> •Add active recreation/adventure elements such as canoe rentals, fishing opportunities	5
<u>Develop play area at Vergennes Falls Park</u> •Consider adding a 'natural' play area	3
<u>Lighting</u> •Consider feasibility of lighting the parks	3
<u>Overlook</u> •Add overlook and interpretation for viewing the falls and historic hydro facility	2
<u>Interpretive Elements</u> •Add coordinated signs and artifacts to interpret historic and natural resources	1
<u>Overlook</u> •Improve access to overlook	1
<u>Dock Registration</u> •Implement dock registration program to replace current voluntary donation system	1
<u>Delivery Services</u> •Work with merchants to offer delivery services to the docks	1
<u>Parking Lot</u> •Possible lot reconfiguration to create a planted buffer between parking and Otter Creek	0

Connectivity and Circulation	Results
<u>Trail</u> <ul style="list-style-type: none"> •Construct off-road trail connecting Macdonough Park and park-n-ride 	20
<u>VT22A/Main Street-Macdonough Drive/ South Water Street</u> <i>Recommendations from 2006 Study</i> <ul style="list-style-type: none"> •Signalize the intersection •Tighten up corner radii on northeast corner by extending curb •Add curbed island to northwest corner •Work with gas station/market to improve parking and access issues on South Water Street •Discuss potential for making South Water Street one-way southbound 	16
<u>Main Street</u> <ul style="list-style-type: none"> •Improve parking management by directing people to under-used lots •Add bike lanes on Main Street •Replace highway lights with pedestrian-scale lighting •Pilot-test back-in angled parking for a year in conjunction with education and awareness campaign or widen sidewalks and convert to parallel parking to accommodate large demand for outdoor seating 	16
<u>Bridge</u> <ul style="list-style-type: none"> •Redesign to slow traffic and indicate entering Downtown. Work with VTrans to develop bike accommodations on bridge and provide sidewalk on north side •After implementing speed reduction measures on bridge, add crosswalk enhancements at Settlers Park 	14
<u>Macdonough Drive</u> <ul style="list-style-type: none"> •Extend/fix sidewalks to Otter Creek Campus/Job Corps •Stripe bike lanes •Improve stormwater management 	11
<u>Shuttle System</u> <ul style="list-style-type: none"> •Develop shuttle system between Otter Creek Campus/Job Corps, Basin (both sides) and downtown 	6
<u>Gateways</u> <ul style="list-style-type: none"> •Gateway District •South/west of Otter Creek Bridge 	5
<u>Canal Street Intersection</u> <ul style="list-style-type: none"> •Tighten up corner radii on northeast corner by extending curb •Reduce crossing distance on VT 22A by maintaining consistent edge of street 	4