

ENOSBURG FALLS

VITAL VILLAGE MASTER PLAN

JUNE, 2019

Introduction

About the Project

The Enosburg Falls Vital Village Project engaged the local community to create a collaborative vision for a vibrant and healthy village center. The Project Team then developed concepts to further the vision. The community then helped prioritize these concepts to develop an actionable implementation plan that will enable the community to mobilize staff and volunteers, pursue funding, and make these ideas a reality.

The purpose of this effort is to promote economic development and community health with a focus on strengthening the tourism and recreation economy and developing a coordinated marketing identity for our village center.

Concepts explored streetscape and community enhancements in and around the designated village such as promoting complete streets, access management, improved multi-modal connections, beautification, wayfinding and storefront/façade enhancements.

Visit the online companion to
this planning document at
www.enosburgvitalvillage.org



Project Outcomes

The project is intended to support the following three outcomes:

1. Improved and safer transportation alternatives in the village center that are connected and integrated with local recreation amenities through wayfinding and other physical complete streets improvements.
2. An improved pedestrian experience along Main Street through streetscape enhancements, beautification and site and/or façade design improvements for key properties.
3. Enhanced tourism and commerce in the village center with a coordinated marketing and branding program.

Project Team

Local Steering Committee

Jennifer Bright (EBA), Ivonne Kio (Recreation Commission), Erik Remmers, Jessica Villeneuve and Maggie Cavazos (Enosburg High School), Jenn Dezotelle (High School Student Representative), Matt Miner (Historical Society), Richard Carr (EFEDC), Pat Hayes (Planning Commission), Jim Cameron (Enosburg Initiative), Stacy Carpenter (RISE VT), Richard Amore (ACCD), Jackie Cassino (VTRANS), Jon Elwell (Village Trustees), and Billie Jo Draper (Selectboard).

Project Partners:

The Village of Enosburg Falls, Town of Enosburgh, Enosburg Initiative, Northwest Regional Planning Commission and RISE VT.

Consulting Team:

SE Group, Stantec, and Doug Kennedy Advisors.

Project manager:

Greta Brunswick, Northwest Regional Planning Commission.

Project Funding

The Agency of Transportation (VTrans) and the Agency of Commerce and Community Development (ACCD) awarded **\$54,000** to Enosburg Falls in partnership with the Town of Enosburgh to fund this master plan, as part of the Vermont Better Connections Grant Program.



Public Engagement

Events



Enosburg Harvest Fest - 9/15/2018

On Saturday, September 15, members of the steering committee and the consulting team attended the Harvest Fest to listen and learn from residents and visitors on what makes Enosburg Falls a special place.

The consultant team provided information about the project, gathered feedback from the community, and invited people to learn more and participate in the ongoing discussion by taking the survey.



Enosburg Eats & Walking Tour - 10/13/2018

On Saturday, October 13th, in conjunction with Enosburg Eats, the consulting team engaged the community on the existing conditions and opportunities around the village.

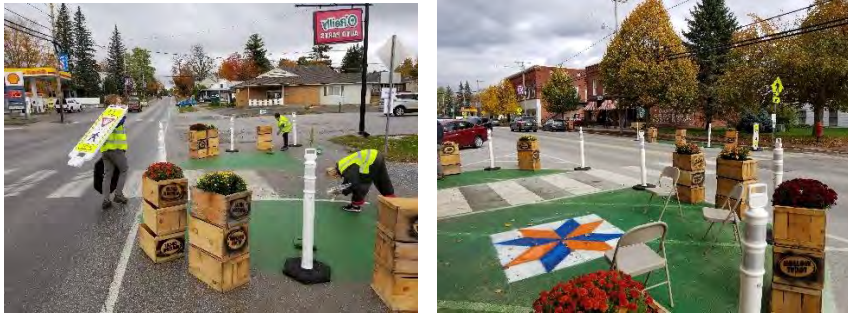
A walking tour explored walking and biking safety, liveability, aesthetics and other design considerations of the village center. At each stop, the consulting team shared their take on the existing conditions and opportunities, and community members responded with their feedback and ideas.

The walking tour was also an excellent opportunity to chat with the local businesses hosting the porch tastings.

As part of the event, the consulting team collaborated with local artist Chris Trees-Neuberger to create two “pop-up” (temporary) crosswalk

enhancement and beautification projects in the village—one at the crossing of the rail trail and Main Street and one at the crossing of Missisquoi Street and Main Street.

The pop-ups included mums donated by Beaver Meadow Greenhouses and barn quilt paintings on the sidewalk, as well as “curb extensions” or “bump outs” to shorten the crossing distance and make pedestrians more visible in the crosswalks.



The pop-ups were very well received. Community members were very excited about the bump outs, the flowers, the public art, and beautification in general.

After the walking tour, approximately 75 members of the community gathered at the Country Club for a pie social. The consulting team continued discussions around existing conditions, visions, and opportunities for the village.

Public Design Workshop – 11/15/2018

This event provided community members a chance to “roll up their sleeves” and explored revitalization concepts with the consultants through sketches, drawing on maps, and small group discussions. The workshop began with a brief presentation on the project goals and public engagement to date and ended with a large group recap on what was shared during the evening.

On Thursday, November 15, over 30 community members convened at the Enosburgh High School Library to “roll up their sleeves” and explore revitalization concepts hands-on with the consultants.

At the workshop, community members teamed up with the consultants in small groups to discuss, sketch and map out everyone’s ideas.

The meeting began with a pizza social and a PowerPoint presentation to introduce goals, desired outcomes, existing conditions, and findings of public engagement thus far.



After the PowerPoint and a group discussion, the meeting transitioned to a charrette-style workshop with community members at one of four Future Opportunity stations:

- Transportation and Mobility
- Branding and Identity
- Streetscape Enhancements and Beautification
- Recreation and Tourism

At each station, we facilitated in-depth discussions, sketched out ideas and took notes directly on the map.

After the small group sessions, we reconvened as a large group to hear the results. Ideas across the four stations overlapped significantly, which provides great community direction on what the plan should explore.

Presentation of Design Ideas and Opportunities – 2/21/2018

This event combined a presentation with group discussion and open house feedback opportunities. The consultant team presented specific ideas and recommendations based on the inputs from the first 3 events, surveys, etc. The ideas and recommendations were presented with graphics and concepts that explore physical transformations (beautification, wayfinding and complete streets) to achieve identified goals as well as for market strategies (events, branding, etc.). Community members responded with their level of interest in each of the opportunities.



Plan Presentation

Text TBD

Visioning Results

Introduction

The Harvest Festival, Visioning Survey, and Enosburg Eats and Walking Tour Event are integral parts of the Vital Village master planning process. Early on in the planning process, the events and survey gave community members the opportunity to provide input on priorities for the project, their vision for Enosburg Falls, and locations and ideas for improvement. The survey asked the same questions as the festival boards for residents who were unable to attend or provide input at Harvest Fest. The festival results are presented in the photos of the boards while survey results are presented in charts, word clouds, and maps. Input at the Enosburg Eats event was primarily gathered through informal conversations held throughout the day. Key findings are reflective of all inputs, and areas of alignment and divergence are highlighted and analyzed.

As the events and survey are only one part of the overall community input into the plan, the Visioning Process Results should be considered descriptive of community sentiments rather than prescriptive. While these results should help point the way and direct the development of the plan, they must be measured alongside other community inputs and should not be considered conclusive of the sentiments of everyone in the community.

Harvest Festival

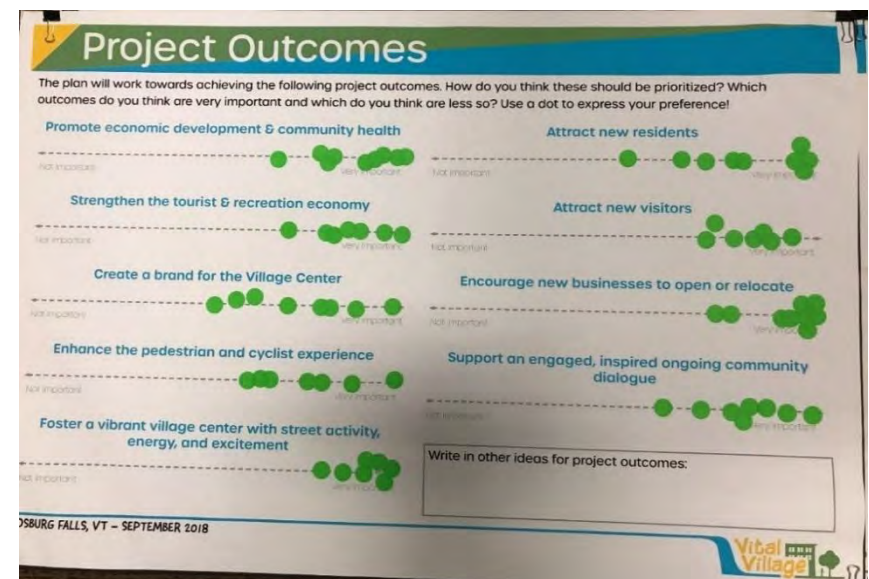
Enosburg's Annual Harvest Festival was held in Lincoln Park on September 15, 2018. The event featured a farmers market, antiques, artists, and food and wine vendors. The project team set up a tent with boards of information and questions for the public. Background information about the project and community was also provided. Attendees wrote responses on boards and completed prioritization and mapping exercises. Members of the project team and local steering committee were also available for one-on-one conversations and a

comment box was provided for open ended feedback. An estimated 30-40 people stopped by the booth and seven people signed up for the project mailing list.

Visioning Survey

An online visioning survey was launched after the Harvest Festival on September 15th, 2018 and remained open through October 23rd, 2018. The survey asked the same questions as the Harvest Festival materials and a link to the project storybook was provided for those seeking more information about the project. The survey received 106 complete responses with an additional nine people partially completing the survey.

Results

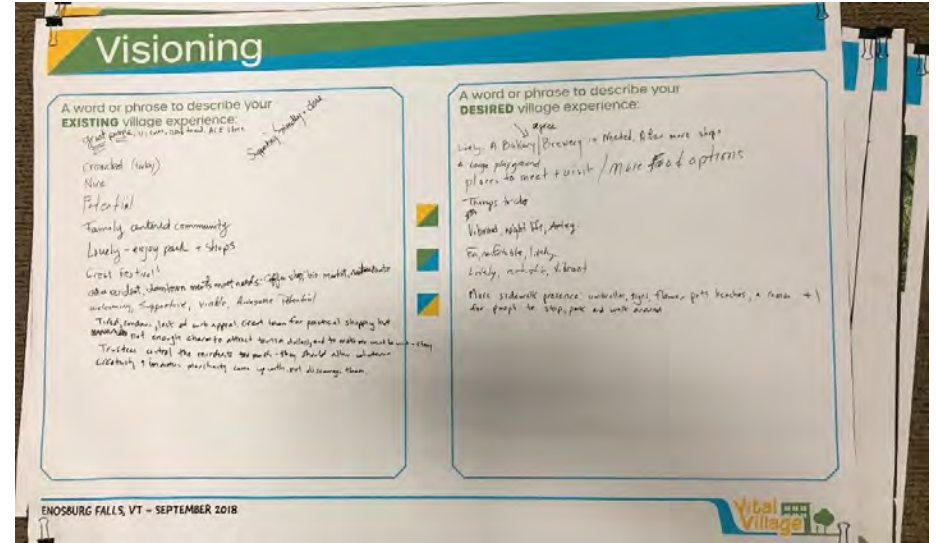
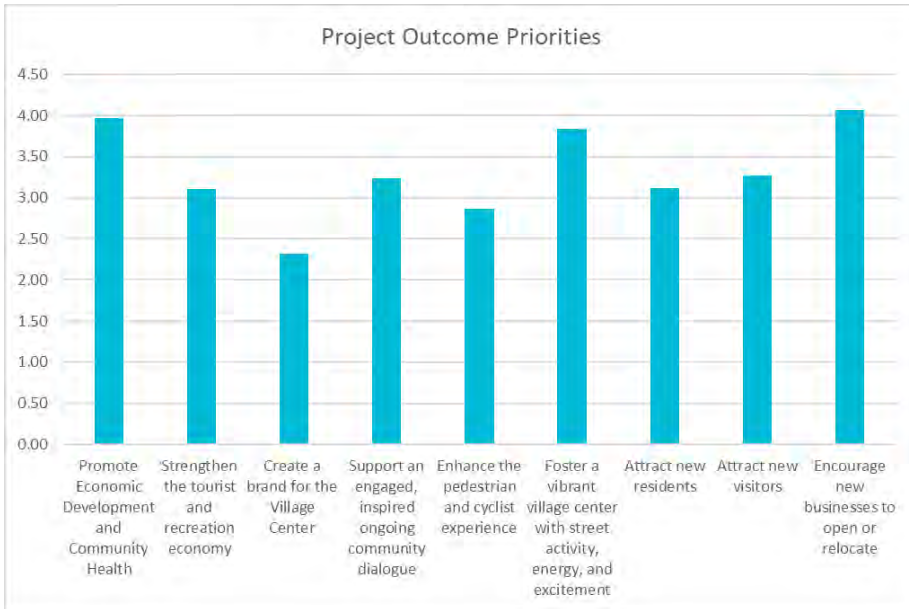


Project Outcomes

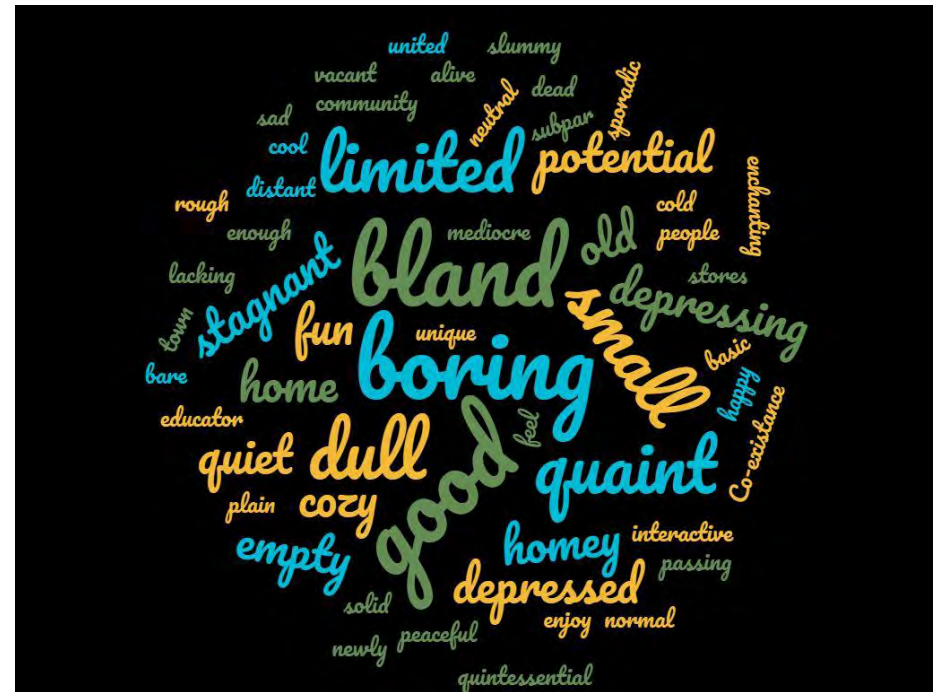
The festival attendees and survey respondents were asked what they believed the project's priorities should be. These possible project

outcomes were based on the outcomes listed in the community's grant application.

In general, the survey respondents and public workshop attendees were supportive of all possible project outcomes. In both groups, the top priorities were promoting economic development and community health, encouraging new businesses to open or relocate, and fostering a vibrant village center with street activity, energy, and excitement. Both groups also expressed the least interest in creating a brand for the village center. In both groups, attracting new visitors was seen as a higher priority than attracting new residents.



Existing Experience

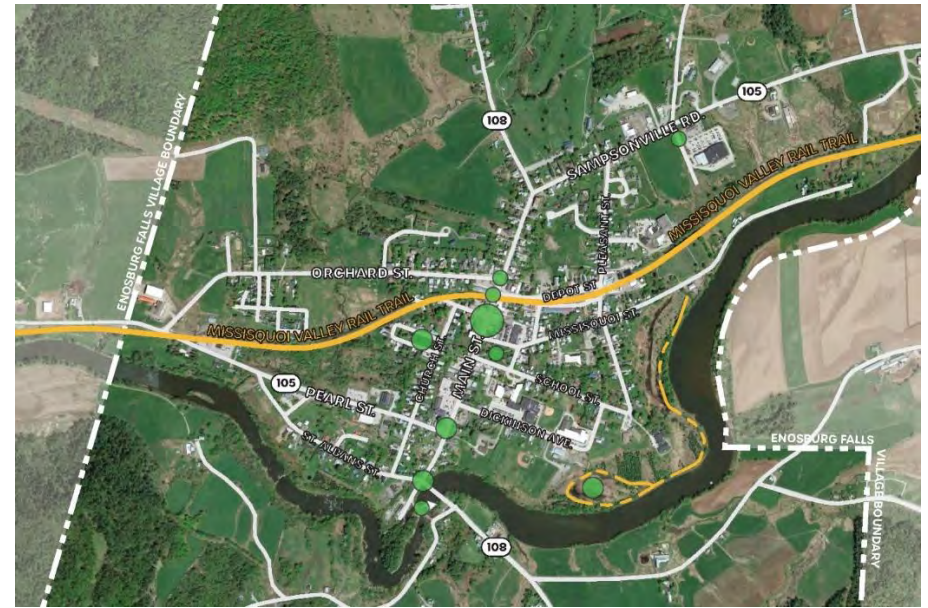


Favorite Places



The blue circles on both maps indicate favorite spots in Enosburg Falls. Festival attendees marked Main Street, Lincoln Park, the Rail Trail, the Brownway River Trail, the High School, and the Opera House as favorite locations. The survey respondents mentioned many of the same locations. The most common favorite locations were the Rail Trail, Lincoln Park, Main Street, and the Bridge of Flowers and Light/the waterfall. Flying Disc, a café and music shop, was also many people's favorite location. Hannaford and the Country Club were in the next tier of popularity, followed by Main Street Delight (the ice cream shop), the school recreation fields, the Brownway River Trail, the High School, and the Opera House, all receiving multiple mentions.

Places Needing Improvements



The green circles indicate locations needing improvements. Festival attendees marked the Bridge of Flowers and Light, Main Street, the Spavin Cure building, Franklin Foods, the intersection of the Rail Trail and Pleasant Street, the entrance to Hannaford, and the intersection of Missisquoi Street and Stebbins Street. Among survey respondents, an improvement to Main Street was the most common response, with respondents suggesting improving the streetscape, improving intersections, slowing traffic, and filling storefronts with new businesses. Survey respondents mentioned the following intersections needing improvement: Main Street and St. Albans Street (focusing on the apartment building on the corner), Main Street and Pearl Street (as the southern gateway to the village center), Main Street and Orchard Street, and Main Street and the Rail Trail (safety concerns). Off of Main Street, multiple respondents mentioned the Hannaford entrance as a major safety concern, possibly requiring a traffic light. For recreational improvements, respondents brought up Maple Park, Lincoln Park (benches and making it the best it can be), and the Brownway River Trail (mowing, signage, and improving access).

More People Should Know About



The red circles indicate locations that more people should know about. Festival attendees marked the Brownway River Trail, the recreational fields by the Fire Station, the Opera House, and Maple Park. The recreational fields, trail, and opera house all received multiple mentions. Attendees also marked the King's Castle and Town Forest, located outside the project area. Among the survey responses, the Brownway River Trail received the most, by a significant margin. The Bridge of Flowers and Light, the Rail Trail, and Main Street shops were also mentioned repeatedly. The Flying Disc, Fire Station recreational fields, Maple Park, and the Elementary School were in the next tier. The Country Club and the High School also received a few mentions.

Walking and Biking Issues



The yellow circles indicate locations where residents have difficulty walking or riding their bike. Many festival attendees marked the access to the Fire Station recreational fields. The other attendees marked Main Street and a sidewalk on Church Street. Like festival attendees, survey respondents also brought up the recreational fields access (lack of sidewalks and bike lanes) most frequently. Another frequently mentioned location was Main Street – particularly the intersections with School Street, Depot Street, Missisquoi Street. The Main Street Rail Trail crossing was also mentioned as an issue, given the lack of signage. Respondents described that vehicles, particularly trucks, drive quickly down Main Street, without looking and stopping for pedestrians. The busy traffic continues above the Rail Trail to the Spavin Cure, where there are no crosswalks for pedestrians to cross the street.

Respondents repeatedly brought up the Brownway River Trail as difficult riding for cyclists but perfectly suitable for pedestrians. Orchard Street, due to its lack of sidewalks, was mentioned as difficult for pedestrians and those with electric wheelchairs. The other spots that were brought up multiple times are Depot Street, Pleasant Street, West Enosburg Road over the river,

and the access route to Hannaford and McDonalds. The difficulty accessing Hannaford and McDonalds safely on foot or bike is due to the lack of sidewalks and bike lanes, that make accessing the recreational fields difficult as well. A few survey respondents stated that they do not feel there are significant challenges to walking and biking around the village.

Comment Box

A comment box was available at the Harvest Festival for attendees to leave open-ended comments about the project and their vision for Enosburg Falls. The following comments were received:

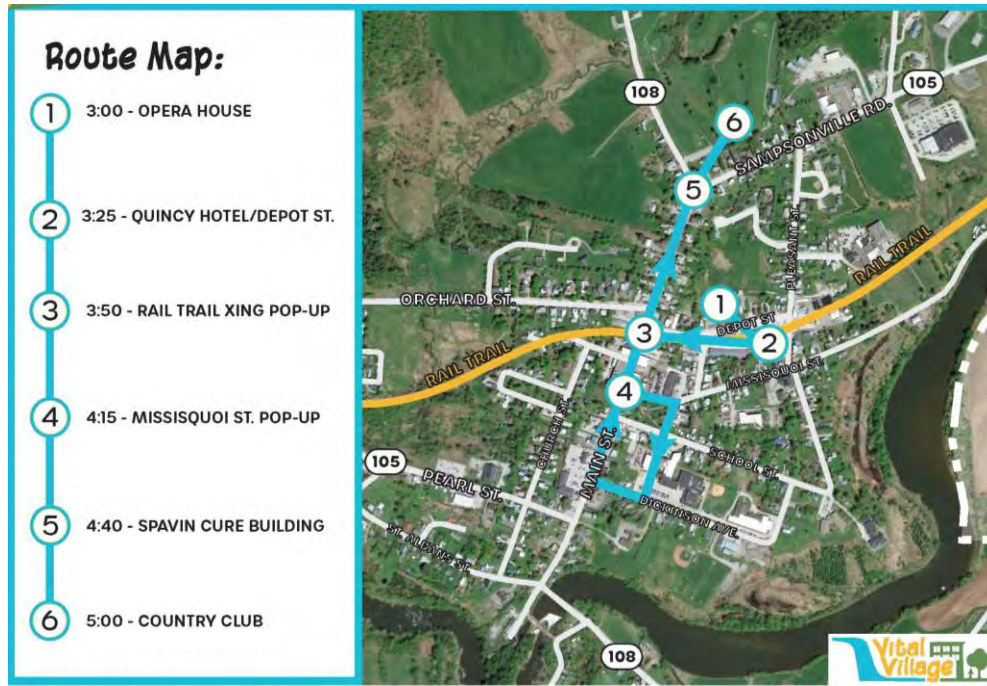
- 1) Artists lofts in radio station
- 2) If you start with NO there is no place to GO!
- 3) Welcome sign with more than just dairy
- 4) Canadian \$ at par!
- 5) Brew pub, French workshops

Exploring Enosburg Falls

Virtual Walking Tour

During the Enosburg Eats event on October 13, 2018, the consulting team led a walking tour of Enosburg Falls to discuss village assets and potential areas of improvement with members of the community. The maps on the following pages follow the same route through the Village Center.

To take the virtual walking tour,
go to:
www.enosburgvitalvillage.org

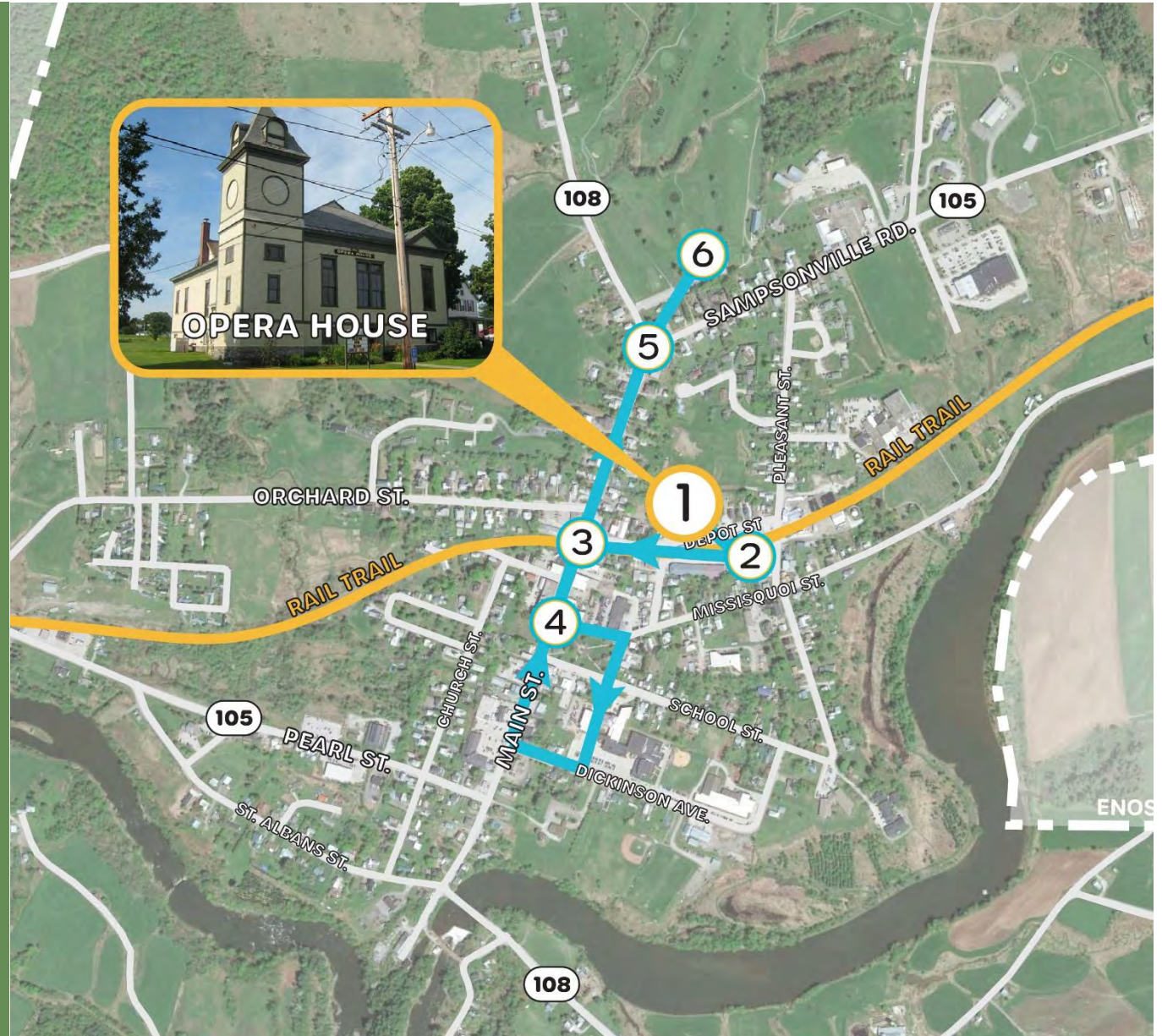


Enosburg Opera House Historic Background

The Opera House at Enosburg Falls, constructed in 1892, is a local landmark. B.J. Kendall, the owner of the Kendall Spavin Cure Company, commissioned the building as a gift to the community.

The Opera House has hosted many Franklin County cultural events over the years and is on the National Register of Historic Places. Like any cherished historic structure, the Opera House has and will continue to need significant renovations and rehabilitations.

The Friends of the Opera House, a non-profit group, has played a crucial role in these efforts.



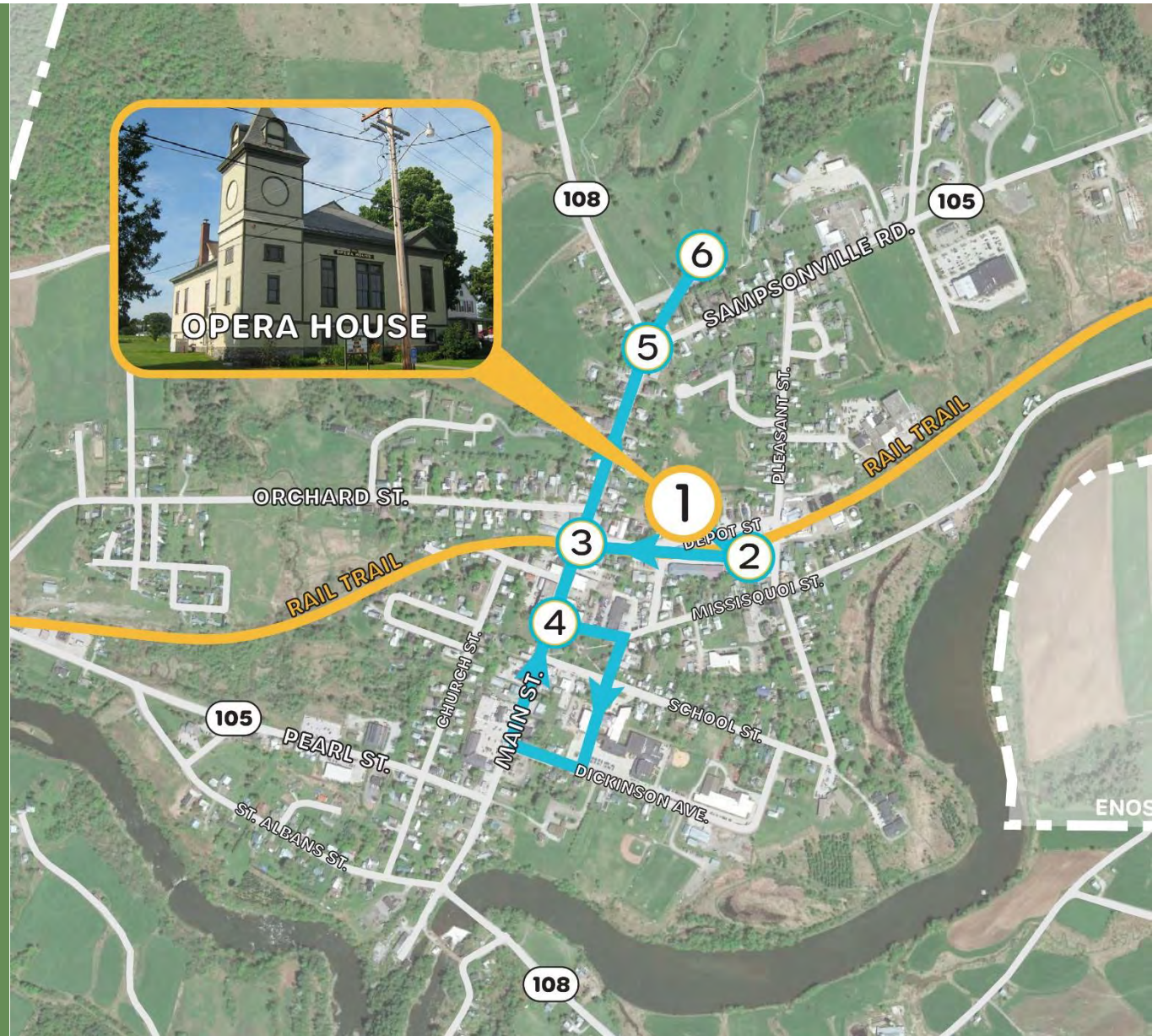
Future Opportunities:

- Historic preservation
- Community gathering
- Tourism facilitation
- Rail trail hub

Going forward, the Opera House has great potential as a community gathering space. The space could be used for community events, private rentals, shows and concerts, and public meetings.

Although it hosts many of these uses at present, a marketing and promotion campaign is needed to increase utilization.

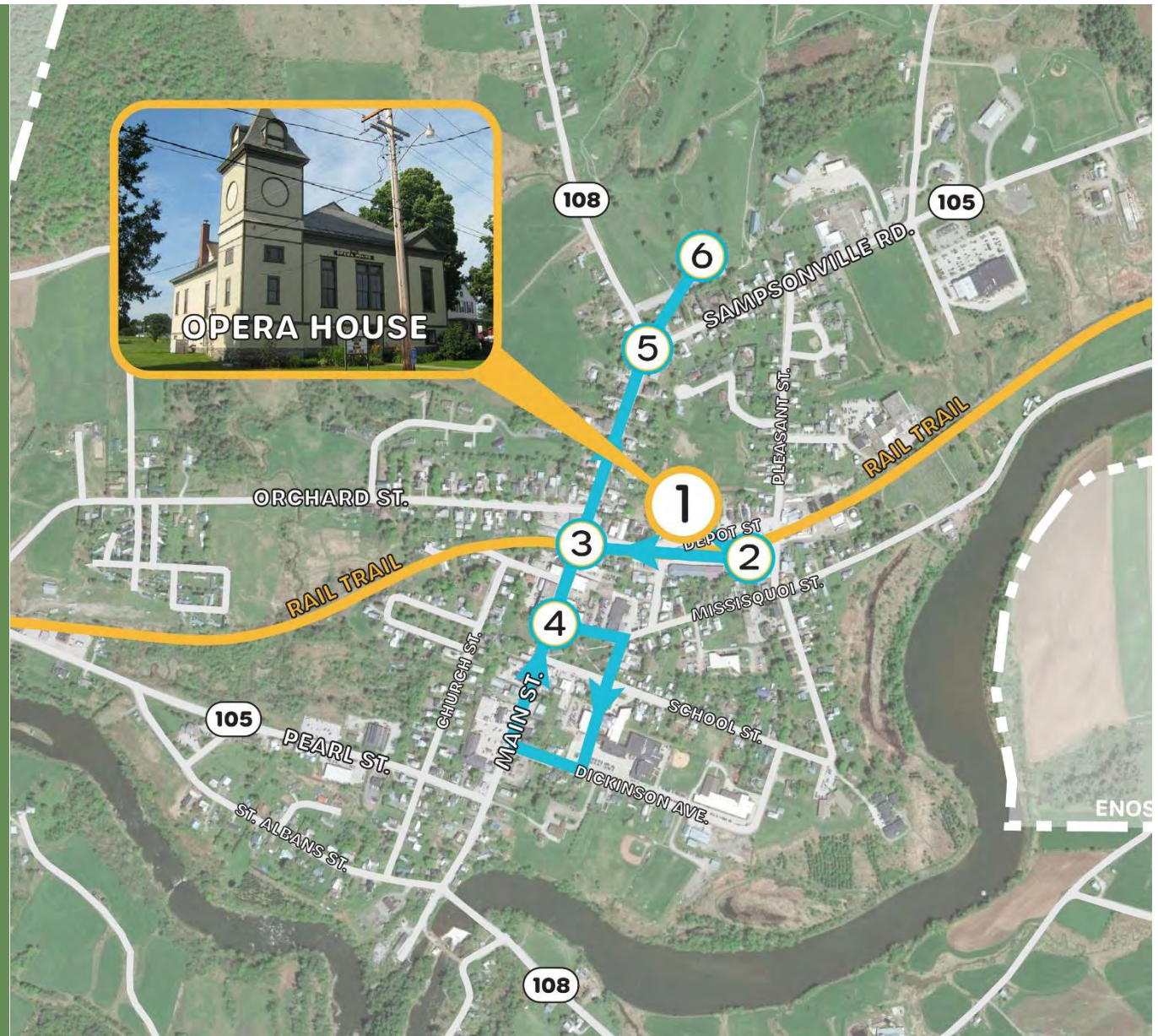
To make the Opera House a true gathering place for the community, its design and programming could be refined to encourage people to go there, give them a reason to linger, and make them feel safe, comfortable, and welcomed.



Future Opportunities (cont.):

Possible enhancements for the Opera House include hosting more frequent events, providing a variety of seating options, restoring its grandeur, adding lighting, and establishing a welcoming entrance along with a mix of things to do and see.

Additionally, given its history and location, the Opera House might serve as the village visitor center to inform visitors about present day opportunities and the history of the village. The Opera House parking lot could also be used as a parking hub for the rail trail with a trailhead kiosk and other amenities.



Depot Street & Quincy Hotel

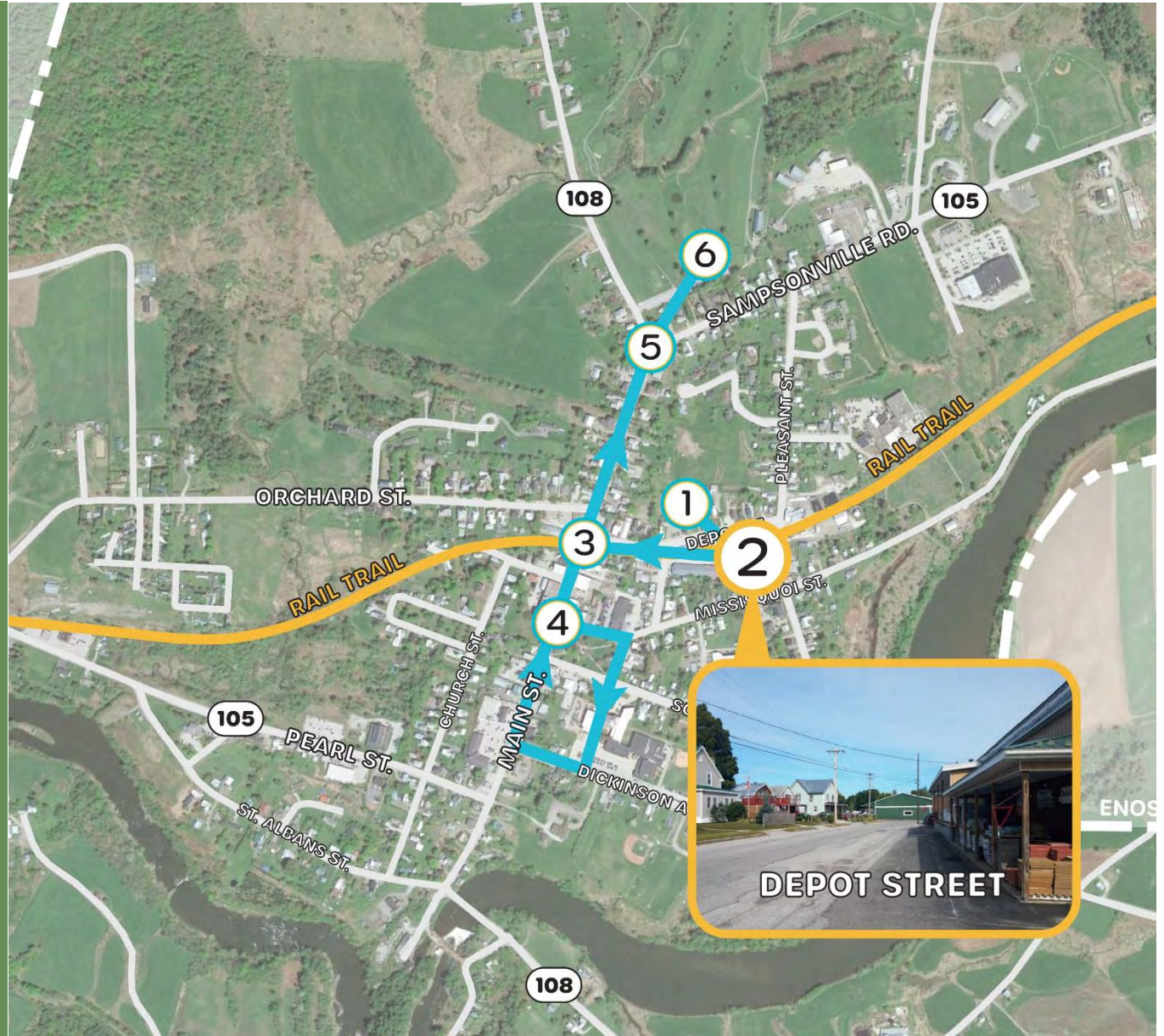
Historic Background:

Depot Street and the Quincy Hotel are deeply tied to Enosburg Falls transportation history – the railroad. The railroad tracks paralleled Depot Street and the train depot itself was built on the street as well. The Quincy Hotel is located across the street from the former train depot and catered to railroad travelers.

Future Opportunities:

- Gateway
- Historic preservation
- Walkability

Now, with the railroad tracks replaced by the Missisquoi Valley Rail Trail, Depot Street could be reoriented towards pedestrians, cyclists, snowmobilers and other trail users.

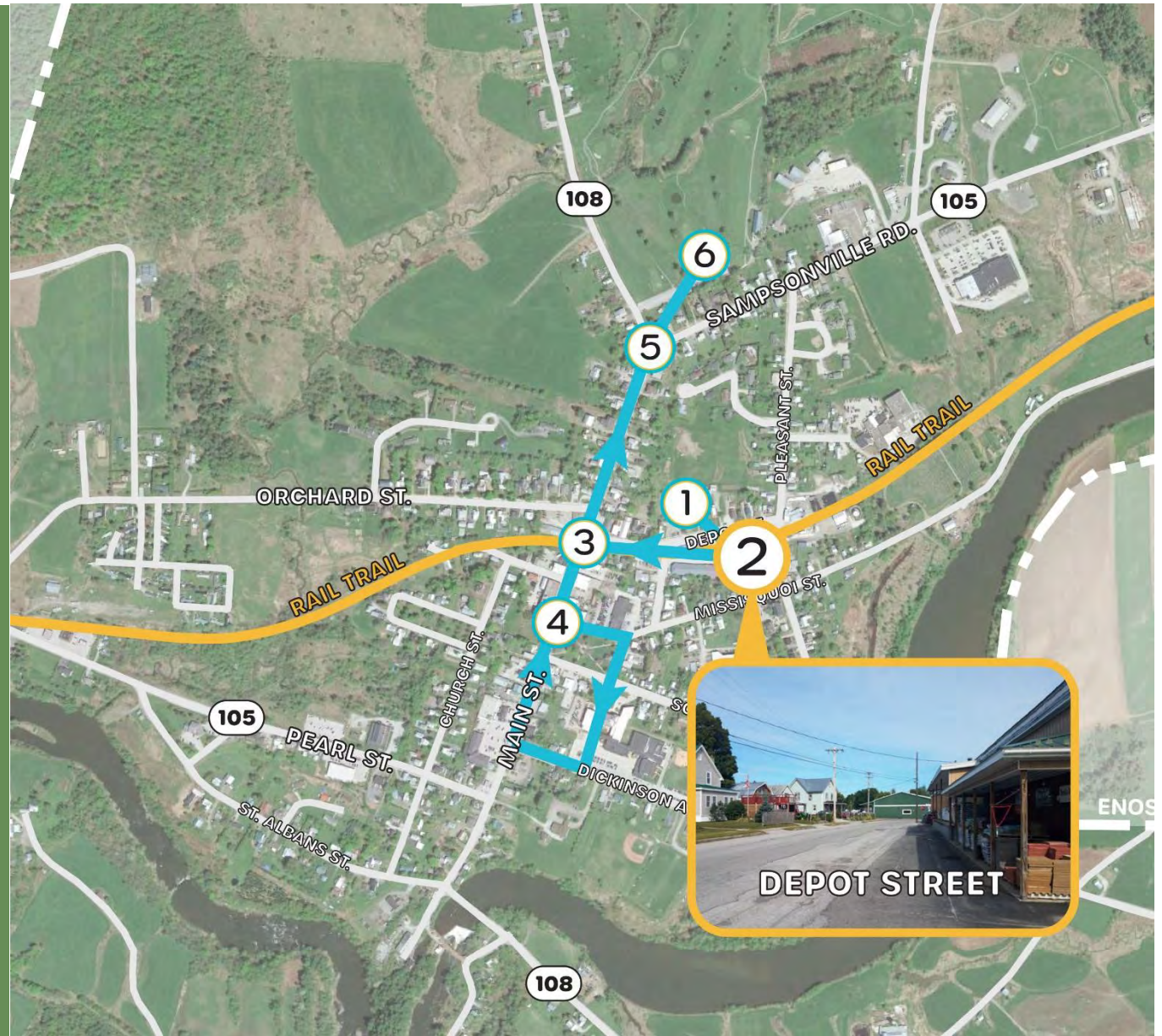


Future Opportunities (cont.):

The Quincy Hotel, first opened in 1877, is currently being restored and once open, should cater to rail trail users in addition to the general Enosburg Falls visitor.

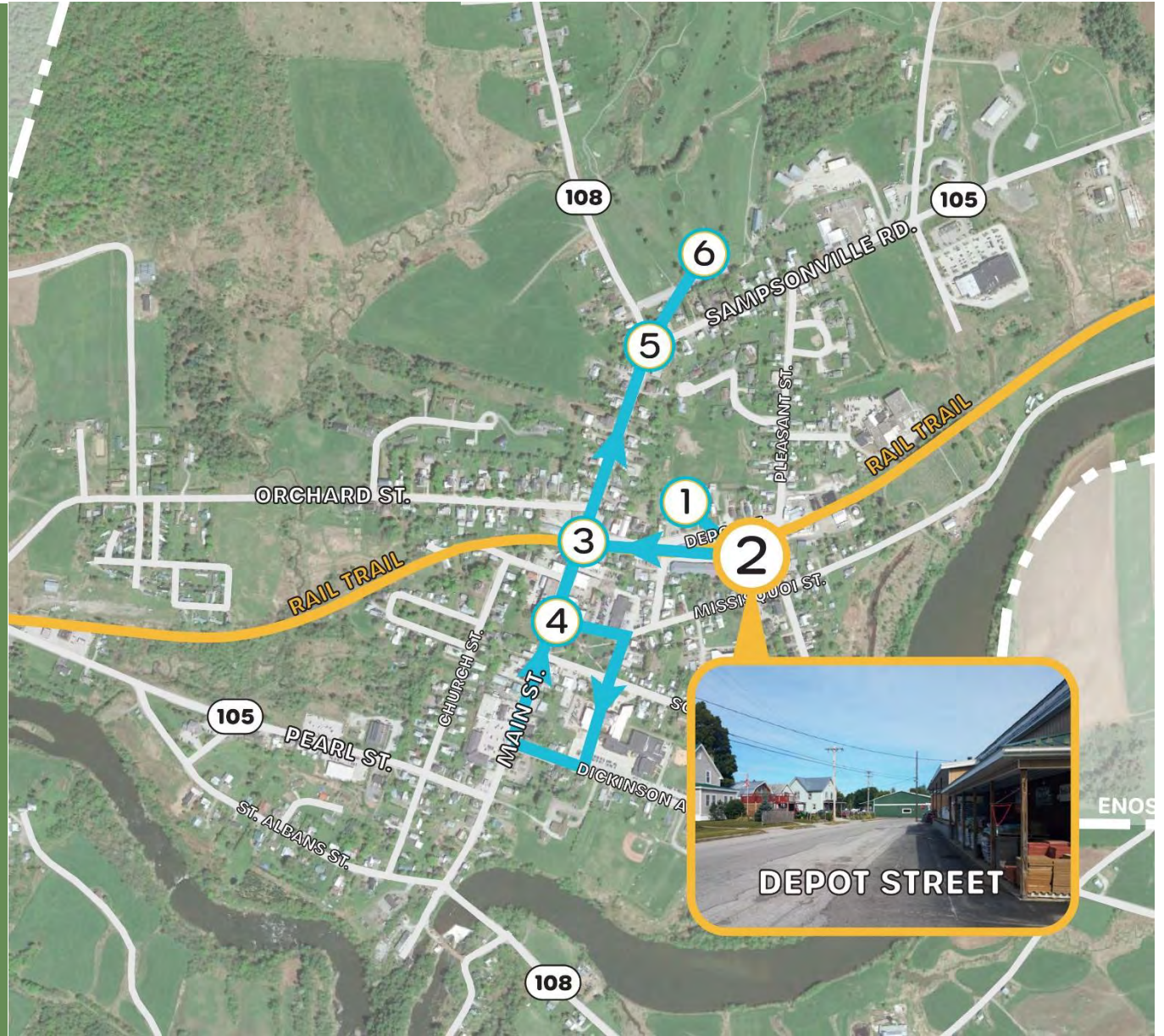
The pedestrian and cyclist facilities on Depot Street will likely need enhancements as well. Near the intersection with Main Street, the Depot Street sidewalk has large curb cuts. Curb cuts are portions of the sidewalk that allow access for cars, which in turn can reduce pedestrian safety.

The sidewalk also blends into the roadway, making it less clear where various users of the road (pedestrians, cyclists, and vehicles) should be. Remedying those issues could improve the walkability and increase the connectivity between the Depot Street area and the village center for both residents and visitors.



Future Opportunities (cont.):

For rail trail users coming from the east, Depot Street is a gateway into Enosburg Falls, where the character shifts from industrial to village.



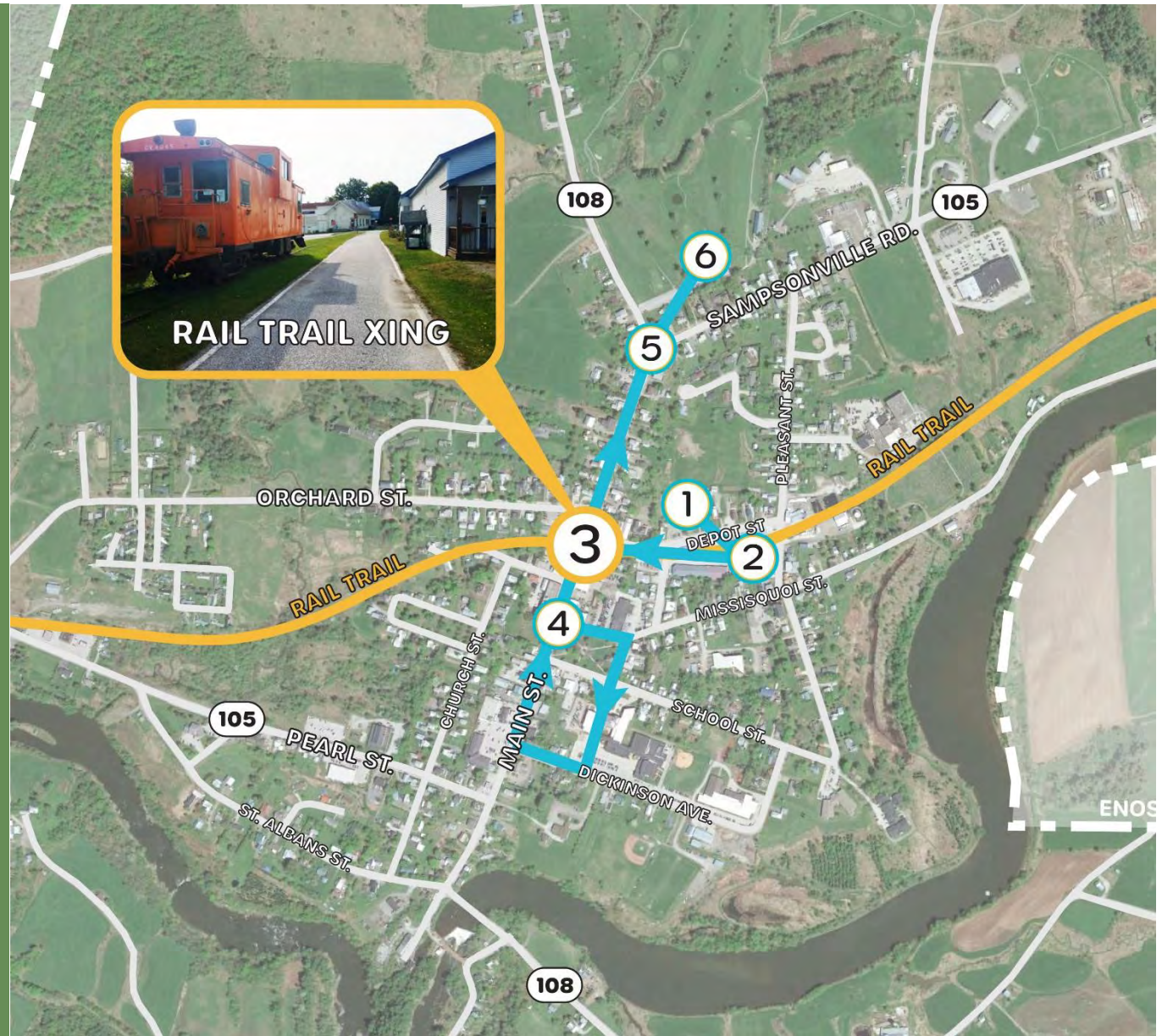
Rail Trail/Main St. Intersection

Future Opportunities:

- Rail Trail tourism
- Rail Trail amenities
- Plaza/Parklet
- Safe crossing

The Missisquoi Valley Rail Trail crosses Main Street only a few blocks up from the heart of the village center. Yet when approaching this intersection, nothing alerts trail users to the proximity of shops and restaurants.

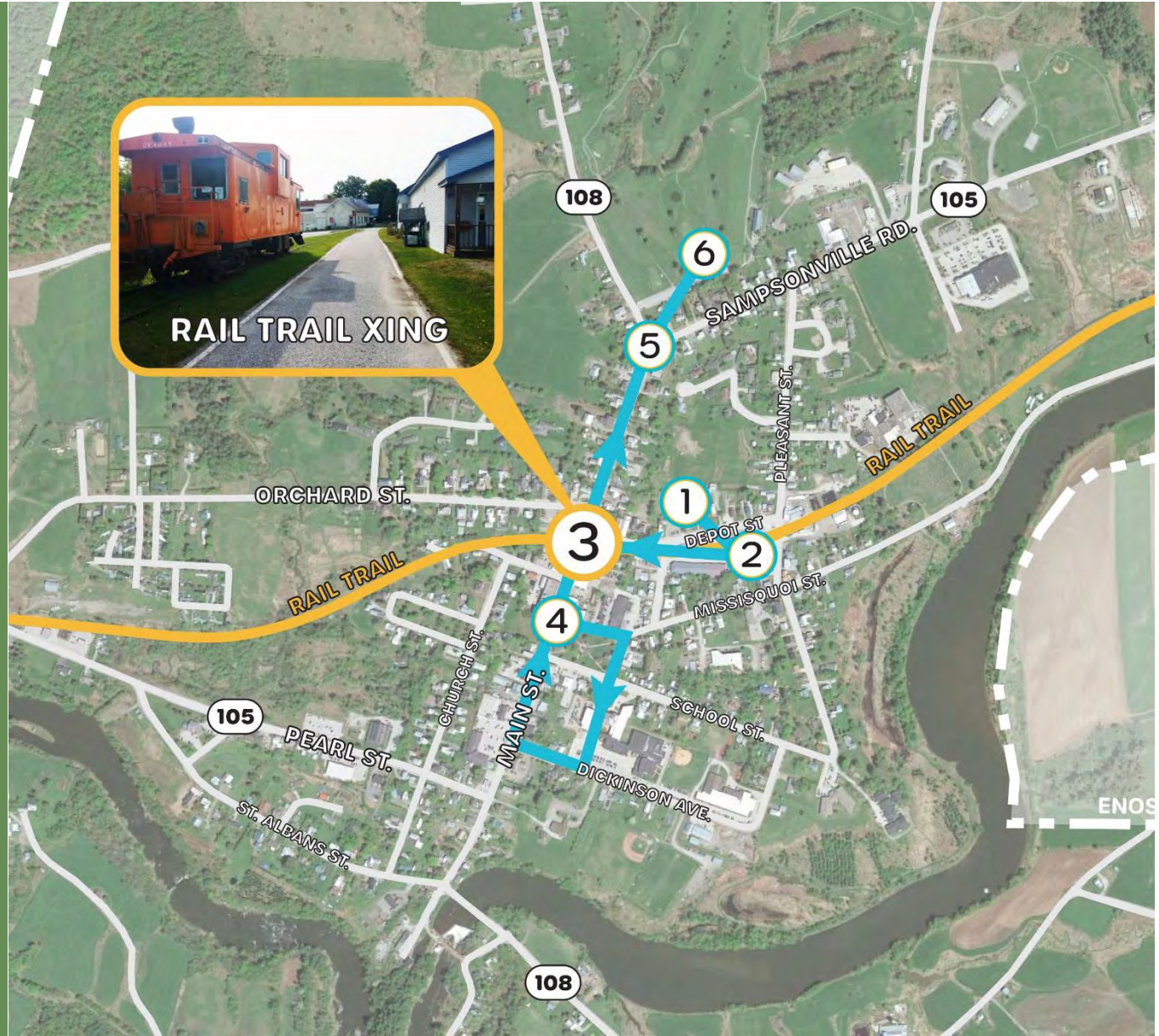
Signage could direct trail users to the village center and bike racks/snowmobile parking could make it easy and convenient for them to stop in the village. The intersection could effectively function as a trailhead with a kiosk displaying maps of the trail and information about the village, a water fountain, restrooms, and other trail facilities.



Future Opportunities (Cont.)

The space may also allow for the development of a plaza/parklet; a place to rest and reflect. Given the volume of traffic on Main Street and the number of pedestrians and cyclists using the rail trail, enhancing crosswalks with markings and signage may be appropriate.

On the east side of Main Street, the rail trail adjoins a private driveway. This is confusing and potentially dangerous for rail trail users. Clearer definition or separation between the trail and driveway could improve this situation.



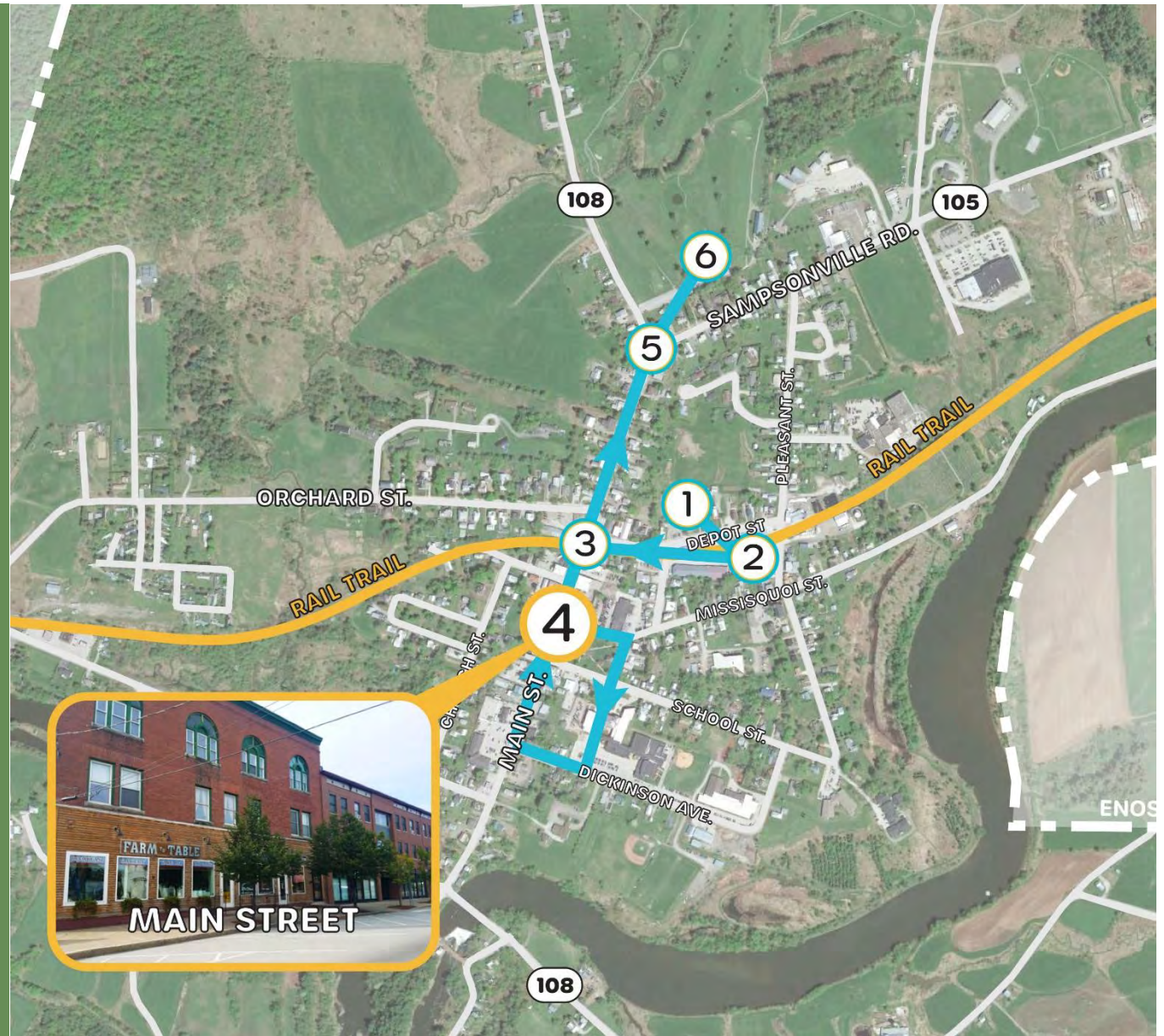
Main Street

Historic Background:

- Walkability
- Beautification
- Vitality
- Safety

This stop is in the heart of the Enosburg Falls village center. The Enosburg Falls village center has many of the basic attributes for walkability – close proximity, sidewalks, crosswalks, and trees.

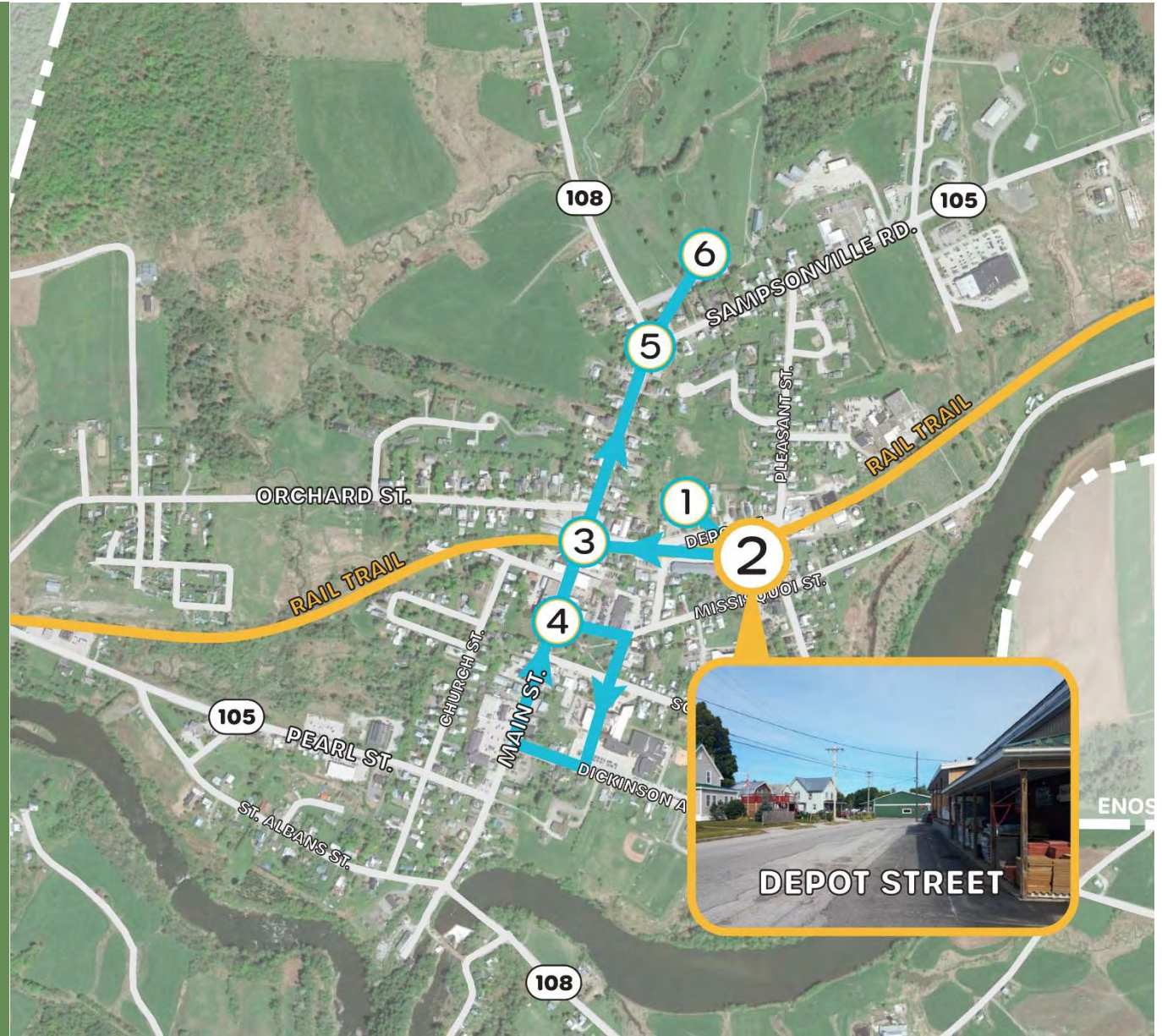
Yet there are many enhancements that could make the village center a more pleasant and safe place to walk, which could ultimately foster a vibrant village center with street activity, energy, and excitement.



Future Opportunities (Cont.):

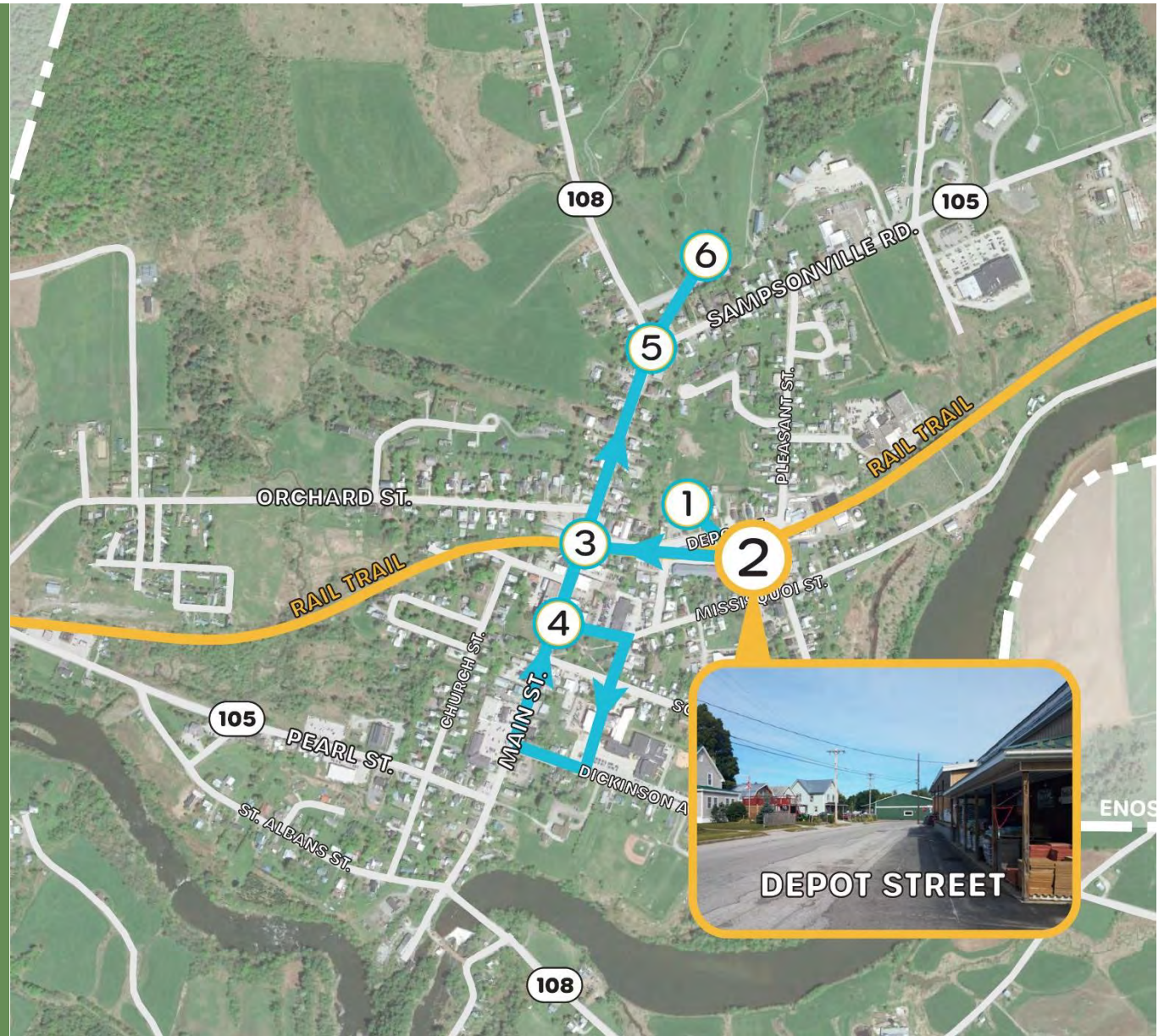
This stop is close to another historic property under renovation—the Masonic Hall—and during the walking tour a temporary/pop-up “bump out” was added at this intersection.

A bump out extends the curb into the street, making the pedestrian more visible to drivers, shortening the pedestrian crossing distance, encouraging pedestrians to cross at designated locations, creating more space for waiting pedestrians and streetscape amenities, and forcing vehicles to turn more slowly. A bump out also is a strong visual signal to passing motorists that the area has many pedestrians and they should be vigilant.



Future Opportunities (Cont.):

Other streetscape amenities that could enhance the pedestrian experience include lighting, planters, signs, flowers, and banners. The streetscape improvements and beautification scheme should vary throughout the village based on context. How these measures might support local businesses and the economy should also be considered.



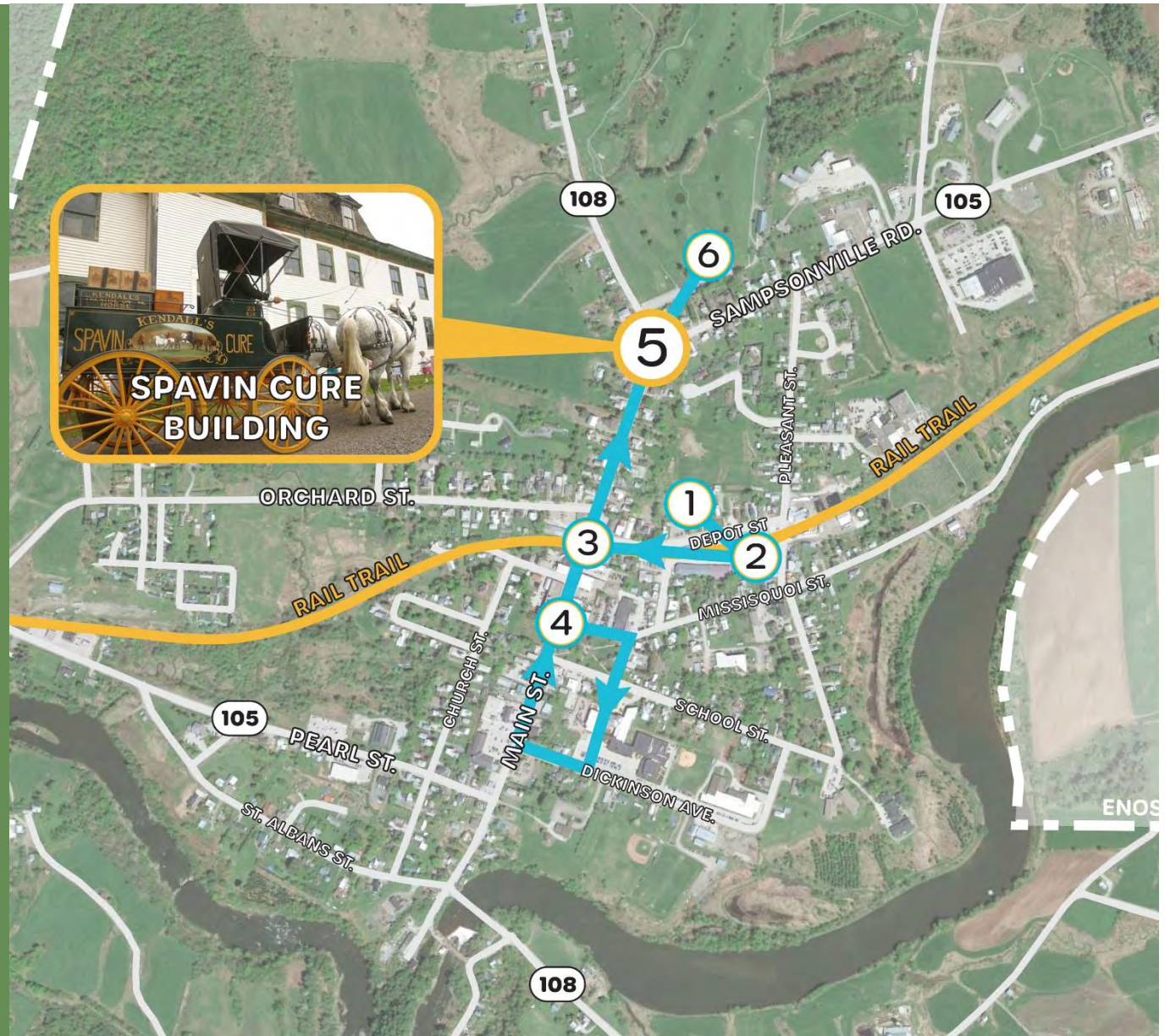
Spavin Cure Building

Historic Background:

The Spavin Cure building is an impressive historical structure constructed in 1880 to house the Kendall Spavin Cure Company. The Kendall Spavin Cure Company made an elixir to cure a leg disorder in overworked horses and the company's product was sold as far west as the Rockies.

The factory closed its doors in 1942 and the building has seen little use since then. Given its importance to the history of Enosburg Falls, the ongoing renovations and improvements to the frontage and façade will help create a strong visual signal and bring a sense of vitality to the village when complete.

There is also a private initiative underway to repurpose this historical building as a museum that has the potential to help drive additional tourism and visitation to the Village, which could dovetail nicely with recommendations from this plan.

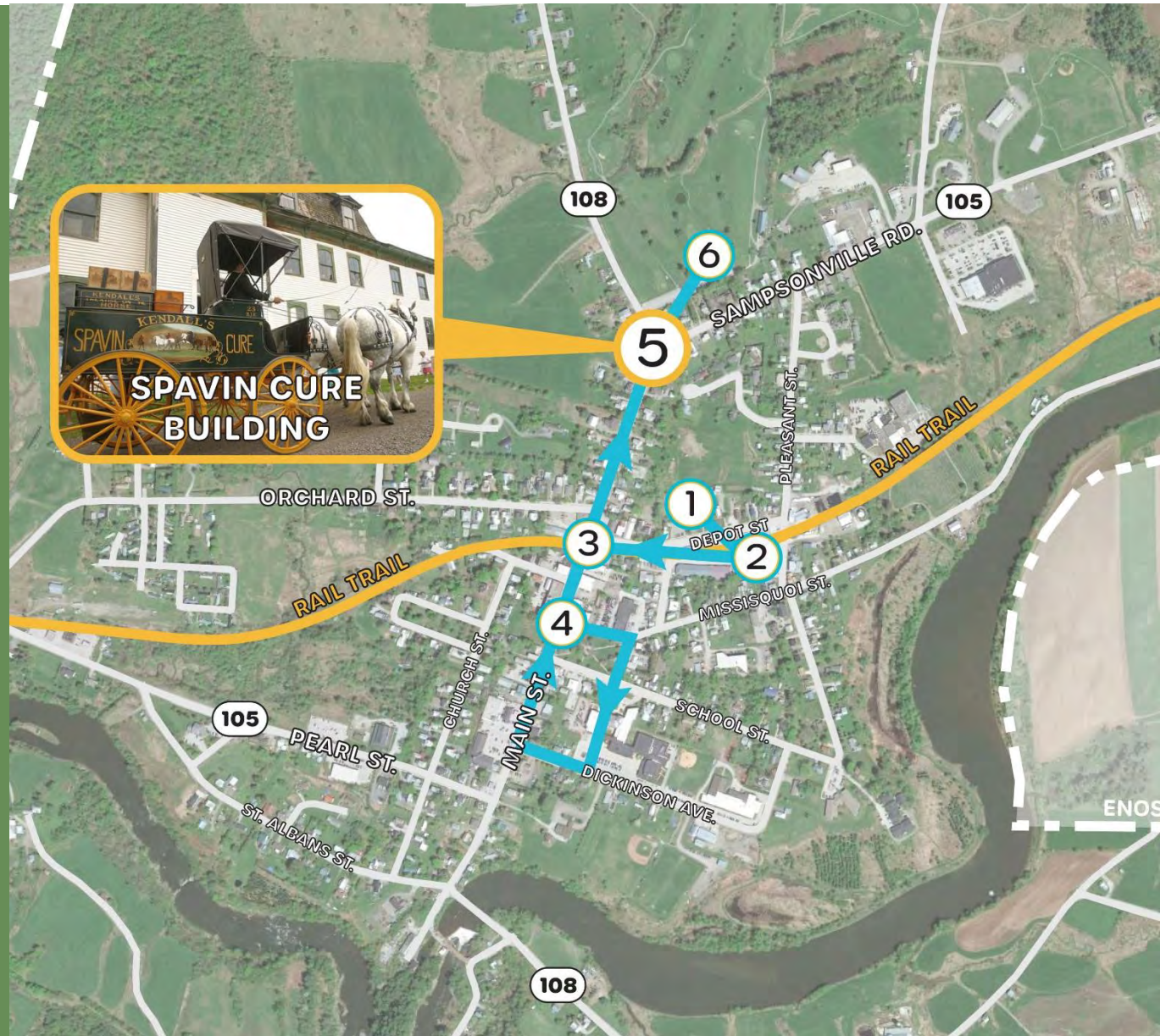


Future Opportunities:

- Historic preservation
- Civic/public use
- Community character

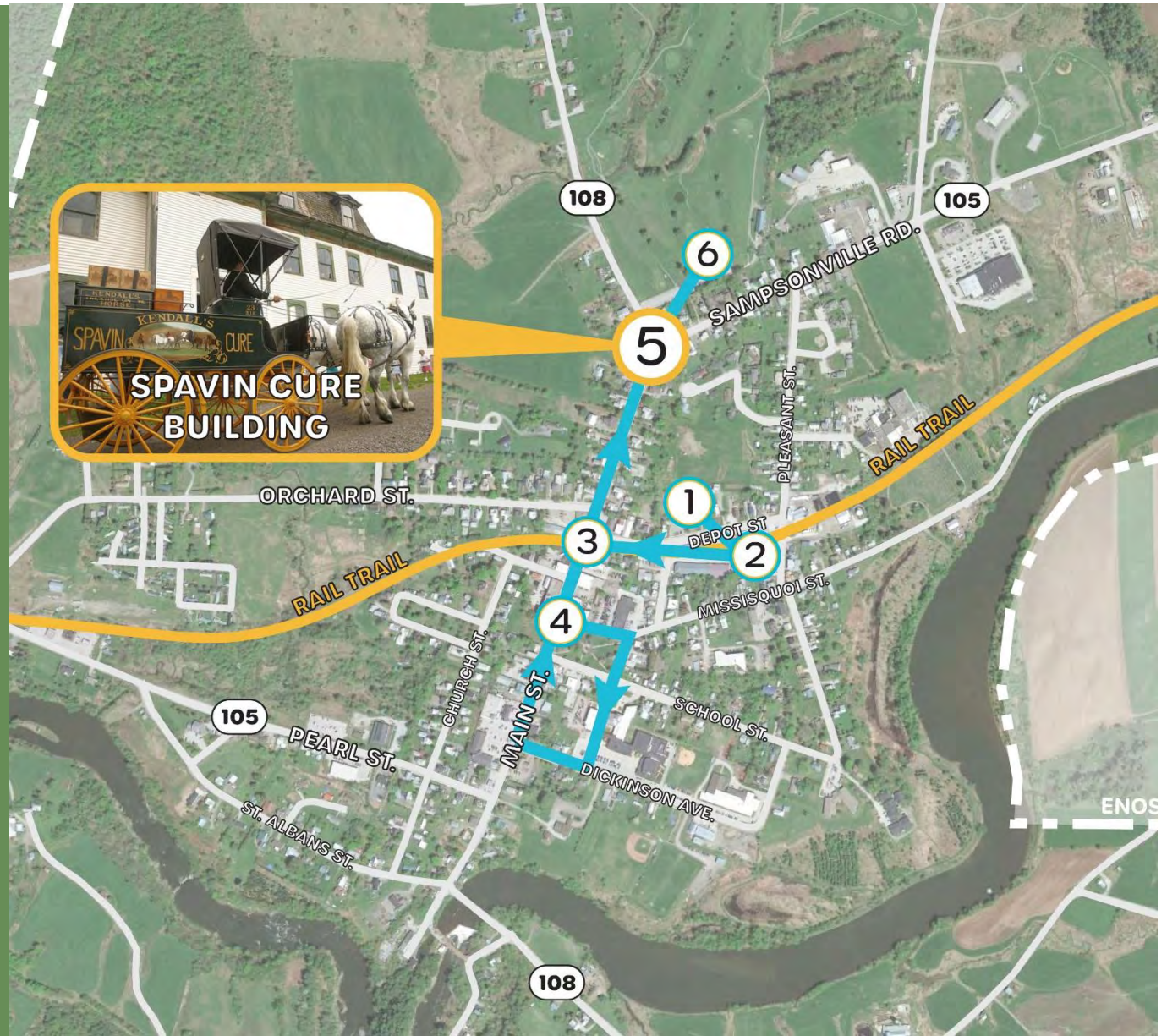
The Spavin Cure building is representative of the many historic buildings still standing in Enosburg Falls. Like the Spavin Cure, many are in need of repair. Through preservation and restoration efforts, many of these buildings could meaningfully contribute to the charm and character of Enosburg Falls.

Historic buildings are a vital part of a village's character, lending it a uniqueness and identity that contemporary structures simply can't replicate. Rehabilitation also potentially offers a higher return on investment than new construction and is an efficient use of resources.



Future Opportunities (Cont.):

Assuring that historic structures have meaningful use gives them added value to the local economy. History, culture and heritage provide an important complement to the recreational and scenic assets that attract tourists to a place.



Enosburg Falls Country Club: Sweet & Savory Pie Social

At the end of the walking tour, the consulting team joined participants of the Enosburg Eats event at the Country Club for some home-cooked treats, and continued their conversation about potential planning and design strategies for the village.



Enosburg Falls Today

Economic Overview

Given Enosburg Falls' distance from larger towns and cities, it acts as a regional center. Retail is the dominant sector of the local economy, but agriculture remains key. However, its retail sector is not a strong performer in a statewide context.

The population of Enosburg Falls is declining slightly, but the population of the market area is growing slowly. Like much of Vermont, the population of Enosburg is aging, but there is some growth in the 25-44 age bracket. With an older population and a lack of public transit options, older people may not be able to access the goods and services they need.

The median household income of Enosburg Falls is well below the market area, region, and national average. Enosburg Falls attracts more tourist

activity than many other communities in Franklin County but would not be considered a tourist destination compared to other towns across Vermont.

The real estate market in Enosburg Falls has been fairly unstable lately, with a recent decline in annual home sales. There is a steady stream of people working in Burlington looking for a larger home in the area, although most of those people are more interested in homes in the town than in the village. Many residents of Enosburg Falls commute to St. Albans and the Burlington area for work.





Transportation

Enosburg Falls is located at the junction of two Vermont State Highways, VT 105 and VT 108. Through the village, the highways are controlled and maintained by Enosburg Falls. This local control affords the village more flexibility with road and streetscape design.

VT 105 is a major east-west route across the state with truck traffic and tourists heading east from St. Albans/Burlington towards Jay Peak and the Northeast Kingdom. VT 108 is a less trafficked road but is an entry route for Canadians into the United States.

Enosburg Falls's Main Street is the continuation of VT 108, although many passers-through avoid the lower, commercial section of Main Street, use Orchard Street as a cut-through, and do not stop in town. Despite the shops and restaurants on lower Main Street, the upper section of Main Street (above Orchard Street) sees a higher volume of traffic.

The highest traffic volumes in the village occur on Elm St./Sampsonville Road/VT 105. Most of the vehicle crashes in Enosburg Falls from 2013 to 2017 occurred on VT 105 before it becomes Main Street.

Although the upper section of Main Street has higher traffic volumes, more of these crashes occurred on the lower section of Main Street near the intersection with VT 105 (Pearl Street) and VT 108 (West Enosburg Road).

The intersection of West Enosburg Road and Main Street, along with the split of VT 105 and VT 108 near the Spavin Cure building, are two of the busiest intersections in the village.

Overall, there were 17 crashes between 2013 and 2017, with no fatalities, one incident involving a pedestrian, and no crashes involving bikes.

There are sidewalks in the village center but not in the outlying areas and no bike lanes anywhere in Enosburg Falls. This makes walking and biking from residential areas to the village center and outlying areas challenging.

Compendium of Planning

Recent Planning Efforts

The 2015 Regional Plan looks to expand tourism (especially bike and agrotourism), while building upon the existing assets of the region and preserving and enhancing the dense, walkable village centers.

This collaborative plan encourages preserving and improving access to the area's historical and natural assets and sees tourism as key to the vitality of the area and an opportunity for growth. It is the active plan for both the village and the Town of Enosburgh.

The community report identifies flood risks and strategies for resilience. The report recommends a hazard mitigation plan, structural

improvements in town, education around flood risks, and river corridor protection areas where development is prohibited.

The village-specific plan recognizes the deep and relatively strong connection between the recreation and the economy, especially with the rail trail. The plan notes that the village population is older, less educated, and more renters than surrounding communities. The plan expired with the adoption of the 2015 Village and Town Plan.

The Safe Routes to Schools Plan documents the existing conditions around walking and biking to school in Enosburg Falls and offers strategies for safer routes. **Existing conditions:** congestion around drop-off and pick-up times, safety concerns, sidewalks exist in variable condition, few students walking/biking to school, no bike lanes. **Strategies:** bike-ped safety programs, incentives to walk/bike to school, signage, crossing guards, additional sidewalks and bike lanes.

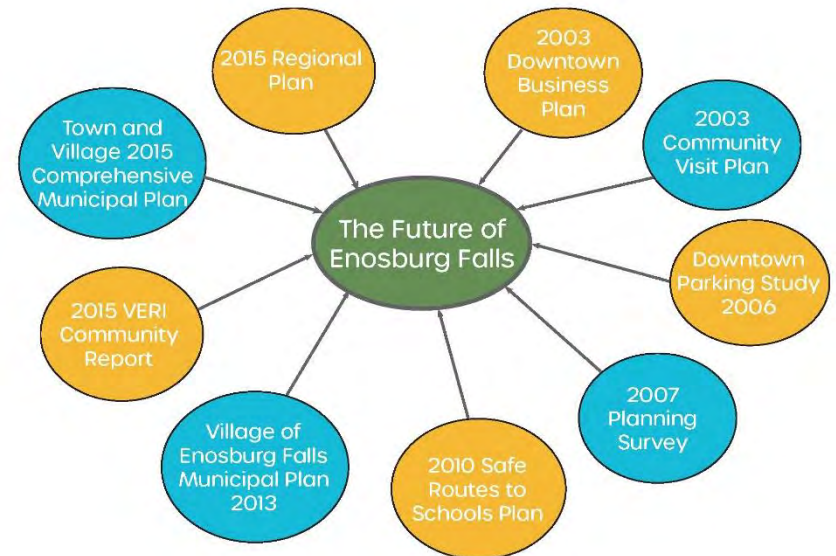
A 2007 survey of village residents found that controlling property taxes, encouraging job and economic growth, ensuring high quality schools, and conserving the village character were the highest priority for residents.

The respondents largely wanted to discourage multi-unit dwellings and felt that parking in the village center was not an issue. The study did not find a significant parking shortage in the village center, although it was completed while the Depatie Block was empty.

The Vermont Council on Rural and Community Development identified issues/challenges the community faces and strategies for the future. The issues/challenges included village revitalization, economic development, lack of a community vision. The recommended strategies include a community kiosk, work with consultants on a vision and downtown development, a tourism and marketing plan, an economic development pilot project, and a pedestrian friendly re-design of Main Street.

The Downtown Business Plan makes recommendations for public safety, parking, storefront appearances, the downtown beautification program, advertising, the business association, and upstairs floor space. These include slowing traffic on Main St., using the Opera House for village

parking, establishing a village feel with a storefront facade design scheme, promotion, and utilization of the upper floors of Main St. buildings.

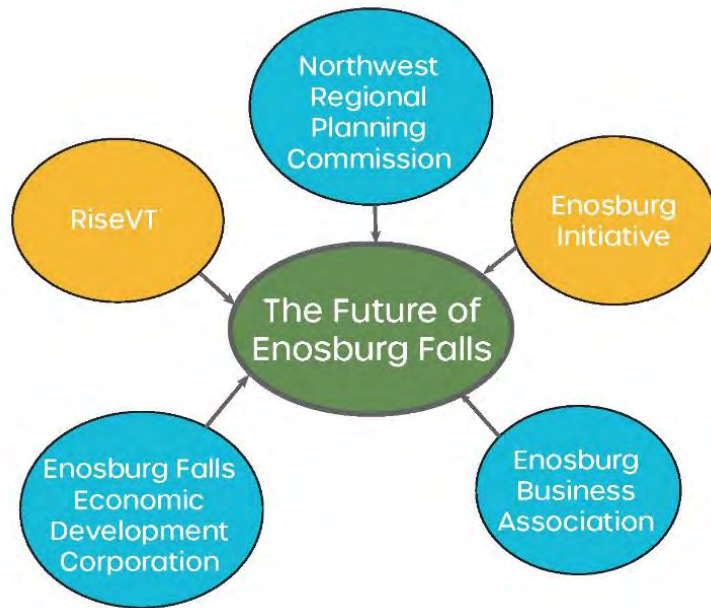


Groups Planning for the Future

At present, there is a lot of momentum towards planning for the future of Enosburg Falls. The groups listed here are both working on and their own and collaborating to achieve their shared goals and vision for Enosburg Falls.

The Northwest Regional Planning Commission (NRPC) is a governmental organization that coordinates and guides activities between state and local governments. NRPC is managing this planning process on behalf of the village.

RiseVT works to encourage healthy lifestyles and provide enhanced quality of life and lower healthcare costs for Vermonters. RiseVT strongly supports this effort given its focus on community health and recreation opportunities.



EFEDC is a recently reinvigorated organization to support business development in the village. EFEDC has worked on the master plan itself and will work to bring about the implementation of the plan as well.

The **Enosburg Initiative** is a recently formed group of community members working to enhance the community and the quality of life. The group meets regularly to discuss projects happening around the community and make improvements to the Village and Town.

The **Enosburg Business Association** supports the businesses, organizations, and events of Enosburg Falls. The association has been involved in the vital village project since the beginning.



Opportunities

Project Goals

-  **ECONOMY** - Promote economic development.
-  **HEALTH** - Support community health.
-  **TOURISM/REC** - Strengthen the tourism and recreation economy.
-  **BRAND** - Create a brand for the Village Center.
-  **BIKE/PED** - Enhance the pedestrian and cyclist experience.
-  **VIBRANT** - Foster a vibrant village center with street activity, energy and excitement.
-  **NEWCOMERS** - Attract new residents and visitors.
-  **BUSINESS GROWTH** - Nurture and maintain existing businesses and encourage new businesses to open or relocate.
-  **QUALITY OF LIFE** - Bolster quality of life and support current residents.
-  **COMMUNITY** - Support an engaged, inspired, ongoing community dialogue.

Feasibility Matrix

COST				•	•
LOGISTICS			•	•	•
TIMING		•	•	•	•

The following projects are rated from one to five on scales of **cost** (less to more expensive), **logistics** such as permitting and coordination (shovel-ready to more complicated), and **timing** of implementation in the master plan (sooner to later).

Opportunities Map



Main Street Streetscape Improvements Main Street Central (1A)

Introduction

This project is the most intensive treatment of a family of streetscape improvements on Main Street. All proposed projects on Main Street are intended to share a common visual language of materials and site furniture that relate to the Village Center brand.

Today, the section of Main Street between Lincoln Park and Depot Street is the most active and walkable part of the Village Center. It features wide sidewalks and historic brick buildings hosting a variety of stores and restaurants. Beautification and place-making improvements on this stretch of Main would be very important to achieving the overall project goals.

Project Goals



ECONOMY



VIBRANT



HEALTH



NEWCOMERS



TOURISM/REC



BUSINESS GROWTH



BRAND



QUALITY OF LIFE



BIKE/PED



COMMUNITY

Proposed Improvements

- Safer street crossings
- Curbside bump-outs
- Beautification, landscaping
- New lighting with Enosburg Falls banners
- Protruding signage for businesses
- Outdoor seating for businesses
- More bike parking
- Sustainable stormwater management

Feasibility

COST					
LOGISTICS				•	•
TIMING			•	•	•



The bones of an active downtown are already there. Introducing places to sit and vibrant landscaping would help activate the sidewalks and showcase businesses.

Main Street Streetscape Improvements






Main Street South (1B)

Introduction

This project is a moderate treatment within a family of streetscape improvements on Main Street.

The Southern stretch of Main Street, from the intersection with VT108 to Lincoln Park, is also an active commercial street which currently has a more vehicular orientation. Beautification and improved walkability would help this part of Main look and feel more connected to the rest of the Village Center.

Project Goals

 ECONOMY	 VIBRANT
 HEALTH	 NEWCOMERS
 TOURISM/REC	 BUSINESS GROWTH
 BRAND	 QUALITY OF LIFE
 BIKE/PED	 COMMUNITY

Proposed Improvements

- Street trees and a wider green belt
- Safer street crossings
- Sidewalk improvement
- Narrower road and driveway access management to slow traffic

Feasibility

COST					•
LOGISTICS				•	•
TIMING				•	•



This section of Main Street has different kinds of activity than the previous section. Continuing the visual design elements like trees and lighting would help it look like part of the same street.

Main Street Streetscape Improvements






Main Street North (1C)

Introduction

This project is the lightest treatment within a family of streetscape improvements on Main Street.

The Northern stretch of Main Street, from Depot Street onward, is a residential area with many mature trees and beautiful, historic buildings. With a light touch, some basic streetscape improvements would help tie it in with the rest of the Village Center.

Project Goals

- | | |
|--|--|
|  ECONOMY |  VIBRANT |
|  HEALTH |  NEWCOMERS |
|  TOURISM/REC |  BUSINESS GROWTH |
|  BRAND |  QUALITY OF LIFE |
|  BIKE/PED |  COMMUNITY |

Proposed Improvements

- New lighting with Enosburg Falls banners
- Sidewalk improvement
- Extends the Village Center brand and character to incorporate the residential part of Main Street

Feasibility

COST				•	•
LOGISTICS				•	•
TIMING				•	•



A simple scheme of lighting and improved sidewalks would go a long way to tie this historic part of Main Street in with the rest of the Village Center.

Physical Improvement Projects

Depot Street (2)

Introduction

This project is a moderate treatment within a family of streetscape improvements on Main Street.

Depot Street is currently a wide area of pavement following the former rail corridor that has a distinctly industrial character. While some industrial use remains today, there is interest in giving the street a more residential, landscaped character to support community assets such as the Opera House and History Museum, as well as homeowners on the Northern side of the street.

Project Goals



ECONOMY



VIBRANT



HEALTH



NEWCOMERS



TOURISM/REC



BUSINESS GROWTH



BRAND



QUALITY OF LIFE



BIKE/PED



COMMUNITY

Proposed Improvements

- Narrower street to slow traffic
- Street trees and landscaping
- Wayfinding signage to local businesses and landmarks
- Connection between the Rail Trail and the Opera House public parking lot
- Sustainable stormwater management

Feasibility

COST



LOGISTICS



TIMING





The street should be just as beautiful as the buildings along it. Between the Opera House, Museum, the restored Quincy Hotel and the old depot, Depot Street has a lot to offer, and it deserves landscaping that speaks to its historic character.

Physical Improvement Projects

Lincoln Park (3)

Introduction

Lincoln Park is a hub of activity and community events. Most of the usable space in the park, however, is toward the back. As a result, the park's presence on Main Street is not as welcoming as it could be. Improvements to the front side of the park would help tie it into Main Street and the rest of the Village Center and give it an attractive face for visitors to Enosburg Falls.

Project Goals



ECONOMY



VIBRANT



HEALTH



NEWCOMERS



TOURISM/REC



BUSINESS GROWTH



BRAND



QUALITY OF LIFE



BIKE/PED



COMMUNITY

Proposed Improvements

- Social activity on the front side of the park (on Main Street)
- Public plaza space with seating that respects and draws attention to the existing Veteran's Memorial
- Village information kiosk
- Remove the fence around the memorial
- Lighting and banners consistent with Main Street streetscape
- Ice skating rink (not shown)
- Sustainable stormwater management

Feasibility

COST				•	•
LOGISTICS		•	•	•	•
TIMING				•	•



The new plaza space welcomes people to the park and would feel connected to the activity on Main Street.

Physical Improvement Projects

Welcome Center (4)

Introduction

Enosburg Falls currently has no staffed facility dedicated to welcoming and providing information to visitors. The History Museum is currently a repository of information about Enosburg Falls, and an ideal candidate for dual purpose use as a Welcome Center.

Project Goals



ECONOMY



VIBRANT



HEALTH



NEWCOMERS



TOURISM/REC



BUSINESS GROWTH



BRAND



QUALITY OF LIFE



BIKE/PED



COMMUNITY

Proposed Improvements

- Incorporate the existing Historical Society Museum into an Enosburg Falls Welcome Center at the freight depot
- The center would provide information about the village's history, attractions, shops, restaurants, and the rail trail
- Visitors could also come in for restrooms, wifi, and other visitor amenities
- Given its location along the rail trail, the welcome center could be a hub for the trail with maps, bike racks, and a bicycle repair station
- The welcome center should be open regularly, with funding for staffing, operations, and improvements largely coming from grants

Feasibility

COST				•	•
LOGISTICS			•	•	•
TIMING		•	•	•	•



Physical Improvement Projects

Main Street/Rail Trail Intersection (5)

Introduction

The Missisquoi Valley Rail Trail passes right by Main Street, but there are currently few visual cues to pull trail users into the Village Center. There is also nowhere for riders to store their bikes or snowmobiles. Creating a gateway space for trail users on Main Street would encourage people to stop, and help connect the Rail Trail with the Village Center.

Project Goals



ECONOMY



VIBRANT



HEALTH



NEWCOMERS



TOURISM/REC



BUSINESS GROWTH



BRAND



QUALITY OF LIFE



BIKE/PED



COMMUNITY

Proposed Improvements

- Arrival park space/rest stop for trail users
- Village information kiosk
- More bike parking
- Snowmobile parking (winter)
- Canoe/kayak “parking” (summer)
- Driveway re-routed to Depot Street
- Curbside bump-outs

Feasibility

COST				•	•
LOGISTICS				•	•
TIMING		•	•	•	•



The Eastern side of the intersection is a good location for a “pit stop” parklet designed to welcome visitors to the Village Center.



The Western side of the intersection has space for potential snowmobile parking in the winter.

Physical Improvement Projects

Campground/Rail Trail Connection (6)

Introduction

If the Northern Forest Canoe Trail campground in Enosburg Falls were closer to the Rail Trail, users of both trails could camp in the same location. Some additional wayfinding signage would also help trail users find the campground.

It would also tie into the wayfinding scheme for the entire village.

Project Goals



ECONOMY



VIBRANT



HEALTH



NEWCOMERS



TOURISM/REC



BUSINESS GROWTH



BRAND



QUALITY OF LIFE



BIKE/PED



COMMUNITY

Proposed Improvements

- Bring rail trail users to the Northern Forest Canoe Trail Brownway Campground
- Add signage on the rail trail that directs trail users to the campground
- Publicize campground on rail trail website and guides to encourage people to spend a night camping in Enosburg Falls
- Along the Brownway River Trail, post signs directing rail trail users towards the campground and Main Street shops and restaurants
- Add bicycle amenities to existing campground: bicycle rack, repair station, and pump
- The rail trail would help with campground maintenance

Feasibility

COST		•	•	•	•
LOGISTICS			•	•	•
TIMING		•	•	•	•



Policy and Strategic Projects

Unified Community Brand

Introduction

Establishing a "nested brand concept" for the Village Center would allow for individual initiatives, businesses, etc. to maintain their own identities while relating to each other through common visual themes.

- Bolsters community pride and cohesion
- Helps define the visitor experience
- Filters into signage, wayfinding, marketing, web presence, etc.
- Enosburg Falls Branding Summit to roll out branding elements developed in Vital Village project

Feasibility

COST			•	•	•
LOGISTICS			•	•	•
TIMING		•	•	•	•

Above: Branding elements gathered from a community survey



Policy and Strategic Projects

Gateway & Wayfinding Signage

Introduction

A signage scheme for the entire village that both introduces and orients visitors to the village and its places of interest

- Dedicated signage for the Village Center and Village Center brand
- More prominent locations of gateway signage to attract visitors on the road
- Wayfinding signage in key locations (Rail Trail, Lincoln Park, Main Street etc) to direct visitors to key landmarks and businesses in the Village Center

Gateways: 108N, 108S, 105E, 105W, Rail Trail East & West, River/Northern Forest Canoe Trail


General/Civic Locations: Main Street commercial district, Welcome Center, Post Office, Library, School, Village and Town Offices

Recreation Points of Interest: Lincoln Park, Maple Park, recreation fields, Country Club, canoe portages, campground, Brownway River Trail, Rail Trail crossing/parking area

Historic & Cultural Points of Interest: Opera House, Museum/Welcome Center, Bridge of Flowers & Lights/Hydro dam, Quincy Hotel, Spavin Cure Building, 1906 House and other historic properties



Feasibility

COST			•	•	•
LOGISTICS			•	•	•
TIMING			•	•	•

Policy and Strategic Projects

Placemaking Policies

Proposed Initiatives

Review Zoning

- Update design standards
- Create standards that protect the town’s character and history
- Focus on improving aesthetics and walkability
- Develop a smoother and easier process for permitting
- Ensure alignment between historic districts and the rest of the village

Property Ordinance






- Develop a property ordinance for Main Street businesses and homes
- The ordinance will ensure that properties are well taken care of, enhancing the aesthetics and vibrancy of Main Street

Improve Main Street Business Signage

- Encourage Main Street businesses to feature the town brand on signs
- Make signage pedestrian friendly by promoting perpendicular signage along business facades
- Such signage would promote a cohesive village identity



Feasibility

COST		•	•	•	•
LOGISTICS				•	•
TIMING		•	•	•	•

Policy and Strategic Projects

Tourism Policies and Projects



Proposed Initiatives

Regional coordination

- For Enosburg Falls to realize its tourism potential, the eastern Franklin County region needs to be more of a tourist destination
- The village should cooperate with other towns to enhance the tourist appeal of the region
- Given its existing opportunities, Enosburg Falls will be the principal stopping point in the region and the focal point of tourism
- Create a regional tourism commission with representatives from each town

Encouraging Canadian tourism

- Canadians living just north of the border come to Enosburg Falls frequently to shop and buy gas

- Enosburg Falls should encourage Canadian visitors to extend their trip and come more frequently for the recreation, dining, and shopping
- Enosburg Falls should expand their offering and promote through Canadian social media, list serves, and local publications

Visitor survey

- Collect information about visitors - where are they coming from? How did they hear about Enosburg Falls? What activities or attractions did they visit?
- These questions could be asked at the point of sale at local businesses
- This information should guide future tourism planning efforts and help address gaps in the tourism offering

Open tourist-friendly businesses

- Encourage tourist-friendly businesses to open on Main Street such as restaurants and gift shops
- Additional shopping options on Main Street would also be enticing to tourists
- These restaurants and shops would make the village a better place to live for residents as well

Feasibility

COST			•	•	•
LOGISTICS				•	•
TIMING		•	•	•	•

Policy and Strategic Projects Events

Proposed Strategies

Recreation-related events





- Hold events that highlight the Northern Forest Canoe Trail and the Missisquoi Valley Rail Trail
- Enhance promotion of the Franklin County Triple Crown (Milk Run, Sap Run, and Egg Run) and consider similar events/partnerships
- Work with surrounding towns on longer distance events (i.e., a bike race from St. Albans to Enosburg Falls)

Cultural events

- Hold events that highlight the food, culture, and history of the region
- Partner with the museums, historical society, and agricultural groups to hold such events
- Host concerts and other events during high tourism period to extend stays or inspire return visits
- Encourage frequent use of the opera house for events, making it more of a community resource and a fantastic indoor event space



Feasibility

COST		•	•	•	•
LOGISTICS			•	•	•
TIMING		•	•	•	•

Policy and Strategic Projects

Promotional Tourism

Proposed Strategies

Robust historical experience

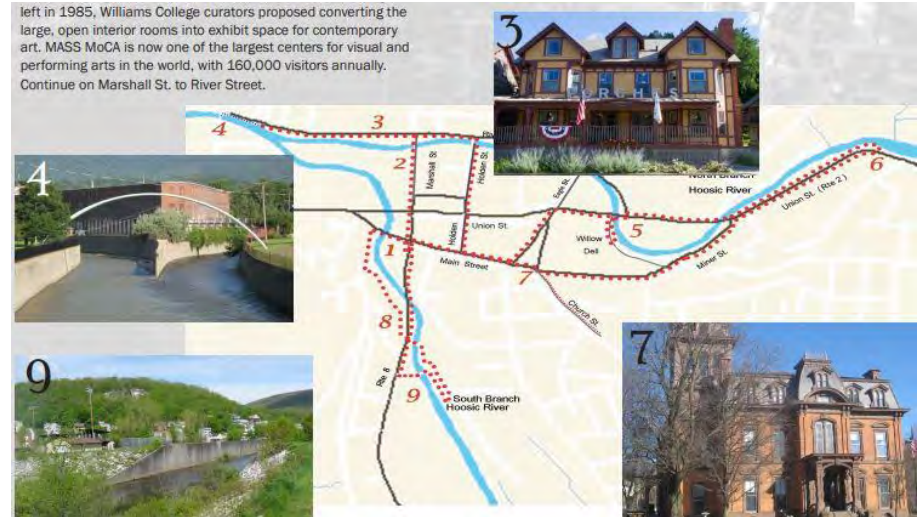
- Identify all the historical buildings in town with informational historical markers
- Develop a historic walking tour of the village with the major landmarks
- Work with the local museums to develop a strong, diverse educational experience about Enosburg Falls

Developing agri-tourism

- Strengthen the agri-tourism opportunities at local farms
- Agri-tourism is incredibly popular in Vermont and a driver of much of the state's tourism
- Encourage local farms to diversify to provide educational experiences and local products for sale

Promoting recreation offerings

- Promote a Northern Forest Canoe Trail (NFCT) trip through Enosburg Falls
- Join promotional efforts around the Missisquoi Valley Rail Trail (MVRT)
- Promote the village as a trail-friendly community to stop in for users of the NFCT and MVRT



Feasibility

COST	Ⓢ	Ⓢ	•	•	•
LOGISTICS	🚫	🚫	🚫	•	•
TIMING	🕒	🕒	•	•	•

Policy and Strategic Projects

Community Vitality

Proposed Strategies

Develop a community center

- Develop a community center as a functional gathering space for the village
- The community center should have a meeting space and classroom space for seniors, youth, and other educational programs
- Consider including open or rentable office space in the community center

Enhance child care options

- Village families need enhanced child care options
- More options, along with improvements to the existing, would better serve the community
- The excellent schools and recreation programs must be maintained
- Enhancing the child care offering would improve the quality of life for village residents and make Enosburg Falls a more attractive place to live

Facilitate commuting for residents

- Many residents of Enosburg Falls commute to Burlington and St. Albans
- Commuters to Burlington and St. Albans are also a great possible source of new residents
- Study the feasibility of a bus or shuttle program to St. Albans and/or Burlington
- Implement a Go! Vermont program to support residents carpooling to work



Feasibility

COST				•	•
LOGISTICS				•	•
TIMING				•	•

Minor Mobility Enhancement Projects

Mobility Projects

Proposed Strategies

Electric charging stations

- Provide electric charging stations in the village for residents and passers-through
- An Enosburg Falls station would be the only electric charging station between the Canadian border and St. Albans on 105, and between Canada and Stowe on 108
- While stopped to charge their vehicles, visitors would support local shops and restaurants

Additional bike racks

- The Enosburg Initiative recently installed four new bike racks around the village
- These efforts should continue and additional bike racks should be placed at popular destinations in the village
- Bike racks enable local residents and visitors to ride easily into the village for errands, shopping and dining

Rural bikeshare program

- A bikeshare program allows users to pick up a bike in one place, ride it, and return it either to the same location or a different location
- The bikes would be used by residents making short trips, those without access to a bicycle, and visitors looking to see more of the town or rail trail
- Bikeshare programs have been successful in rural areas as a flexible mobility option, with minimal infrastructure requirements and at a relatively low cost



Minor Mobility Enhancement Projects Sidewalk Improvements

Introduction

The village has a robust sidewalk network but many of the sidewalks are in poor shape.

Proposed Improvements

- Assess sidewalk condition street by street
- Prioritize replacement efforts around schools, Main Street, parks, and other important locations in the village
- Add sidewalks in places that do not have them
- New sidewalks should have a standard design and be within the existing right of way
- Replace sidewalks that have cracks, faults and obstruction
- Landscape the adjacent green belts where possible
- Include ADA compliant curb ramps



Minor Mobility Enhancement Projects

Curbing and Driveways

Introduction

In some locations, sidewalks blend into the roadway or driveway. Exceedingly wide driveways, found along Enosburg Falls' commercial strip, are a long distance where pedestrians are vulnerable to turning vehicles.

Proposed Improvements

- Update zoning code to set maximum driveway widths for residential and commercial uses
- At existing wide driveways, create a central median island as a safe space for pedestrians and reduce the effective width
- Encourage shared driveways (for both residences and businesses) to limit the number of driveways
- Prioritize popular pedestrian areas (i.e. the village center, walking routes to schools) for these improvements
- Update zoning code to require that sidewalks have a different appearance (i.e. paint color) than the adjacent driveway to distinguish the sidewalk to drivers



Minor Mobility Enhancement Projects Orchard Street and Valentine Drive

Introduction

Residents observe high speeds on Orchard Street near Valentine Drive

Proposed Improvements

- Traffic calming on Orchard Street using some of the following:
 - Three-way stop sign at intersection
 - Speed humps
 - Speed cushions (speed humps that do not affect trucks)
 - Raised crosswalk
 - Chicanes
 - Central median island
 - Chokers
 - Speed feedback signs
 - Illuminated crosswalk warning signs



Minor Mobility Enhancement Projects School Street Crosswalk Enhancements

Introduction

The crosswalk across School Street from the High School to Stebbins Street is on a diagonal. This creates a longer crossing distance and recently, there was a "near miss."

Proposed Improvements

- Upgrade this crosswalk and intersection to make it safer
- The crosswalk should be perpendicular to School Street
- Shorten the crossing distance further by adding bulb-outs
- Consider a Rectangular Rapid Flashing Beacon to make drivers more aware of pedestrians



Minor Mobility Enhancement Projects

Pearl Street (VT 105) & Main Street

Introduction

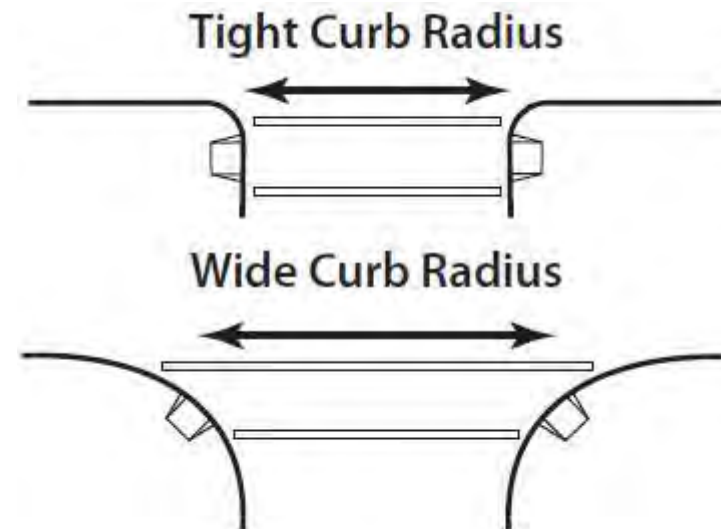
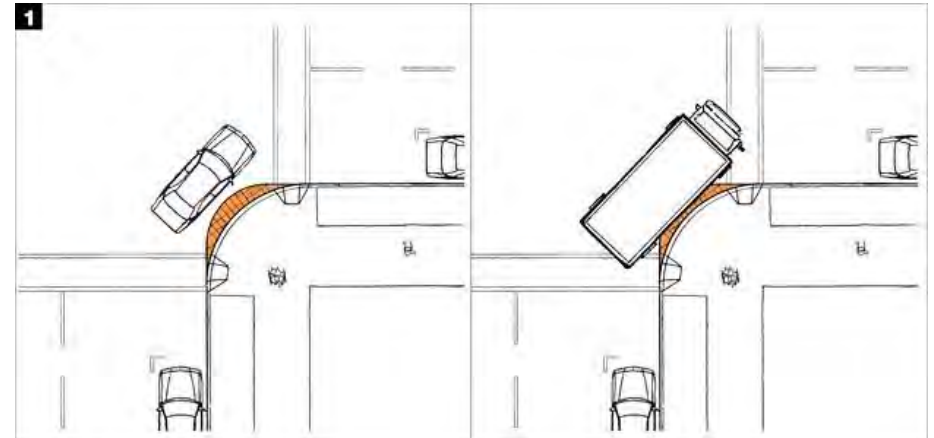
Residents report that tractor trailer trucks traveling northbound frequently swing into the opposite lane when turning right onto Main Street from VT 108/West Enosburg Road. This location has not been listed by the state as a High Crash Location.

Proposed Improvements

- Conduct further assessment of existing conditions
- If warranted, redesign and reconstruct the intersection to accommodate turning trucks

Possible solutions include:

- Modifying the turning radius of the corner
- Adjusting the location of the stop bar(s)
- Making the southbound Main Street approach free moving to remove queues and reduce conflicts
- Consider a truck apron (at-grade surface between the road and sidewalk) to allow trucks to make the turn more easily



Minor Mobility Enhancement Projects

VT108 and VT105 Split

Introduction

Residents have observed high speeds by southbound traffic on Main Street after the junction with VT 108/W. Berkshire Road. Pedestrians do not have a crosswalk to cross Main Street. Country club employees, looking to access Main Street do not have a sidewalk to walk on. This location is not listed by the state as a High Crash Location.

Proposed Improvements

- Assess existing conditions
- If warranted, redesign and reconstruct the intersection of VT105 (Main Street) and VT108 (W. Berkshire Road) to calm traffic and provide pedestrian accommodations.

Possible solutions include:

- Adding stop-control for southbound traffic on Main Street
- Constructing a crosswalk with truck apron and/or bulb-outs and illuminated crosswalk warning signs
- Constructing a sidewalk segment along northeast edge of VT108 to the country club parking lot



Minor Mobility Enhancement Projects

Orchard Street and VT105 Intersection

Introduction

Orchard Street is often used as a bypass for those travelling from St. Albans on 105, which connects to Jay Peak and the Canadian border. Drivers who take the bypass route avoid driving through the Village Center. Revising some of the intersection geometry could help discourage bypassing Main Street while improving safety at the same time.

Proposed Improvements

- Convert to T-intersection to discourage travelers from bypassing the Village Center
- Simplify roadway geometry
- Improve driveway access to Lions Club
- Improve Rail Trail crossing & visibility
- Add wayfinding signage
- Create rail trail gateway



Minor Mobility Enhancement Projects Franklin Foods Truck Access Re-Route

Introduction

Tractor-trailers heading to Franklin Foods currently drive down Depot Street and Pleasant Street, creating noise and a safety hazard for residents.

Proposed Improvements

- Re-route truck traffic to Franklin Foods on a new access route off of Jayview Drive
- Keeps tractor trailers from driving on residential streets in the village (Pleasant Street, etc)
- Improves safety and walkability of former truck routes through the village and reduces noise

