



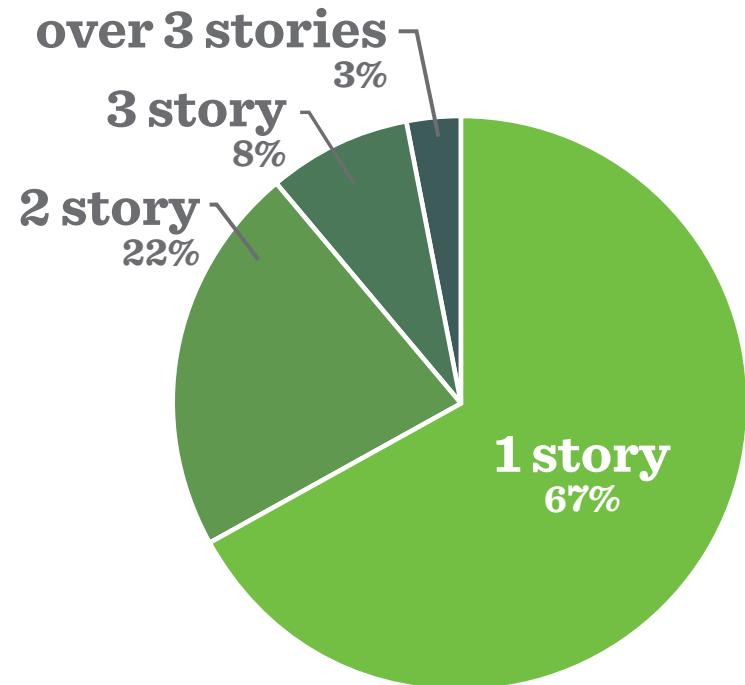
The planBTV South End Focus Area:

...includes

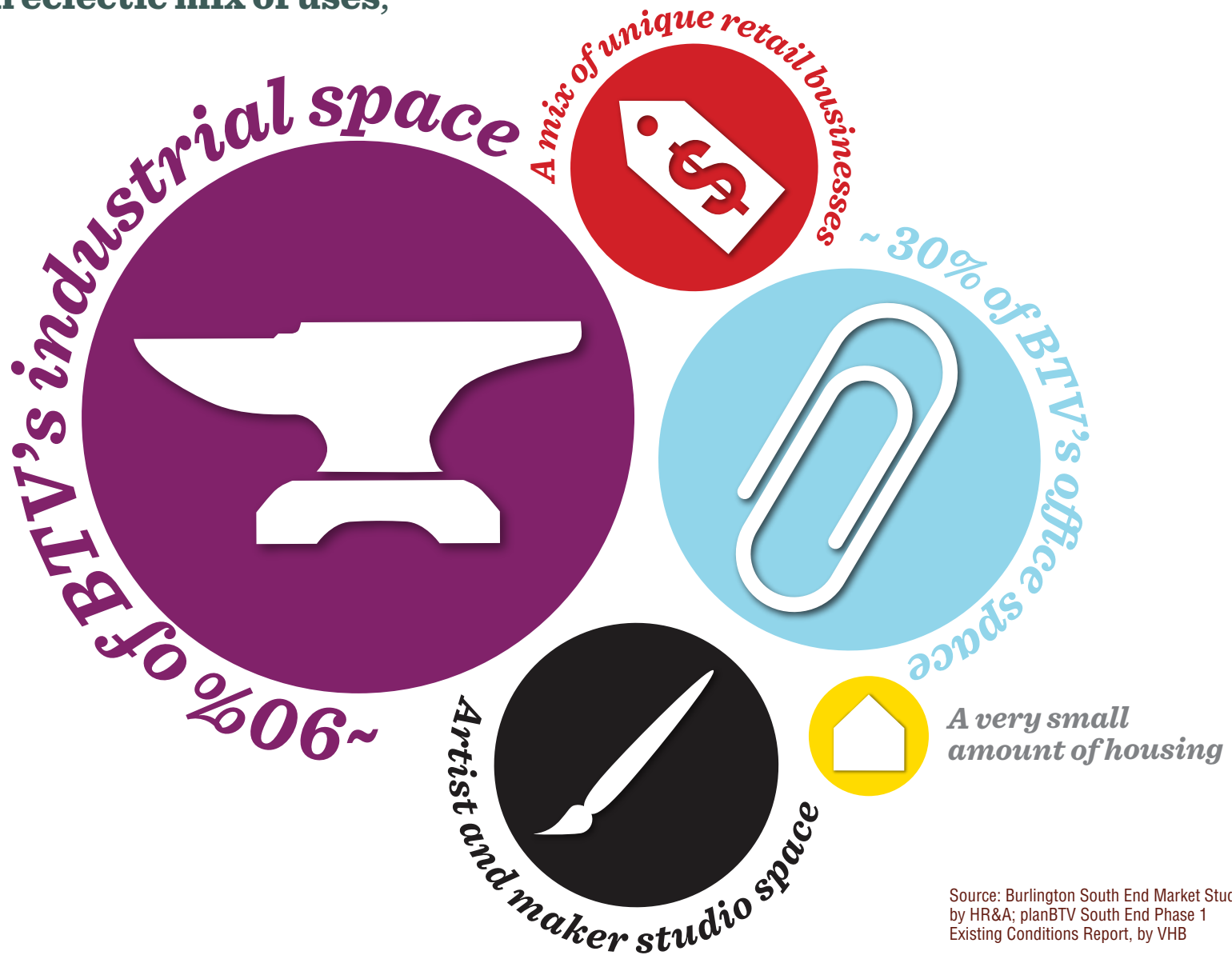
225 acres

2.6 million GSF of built space

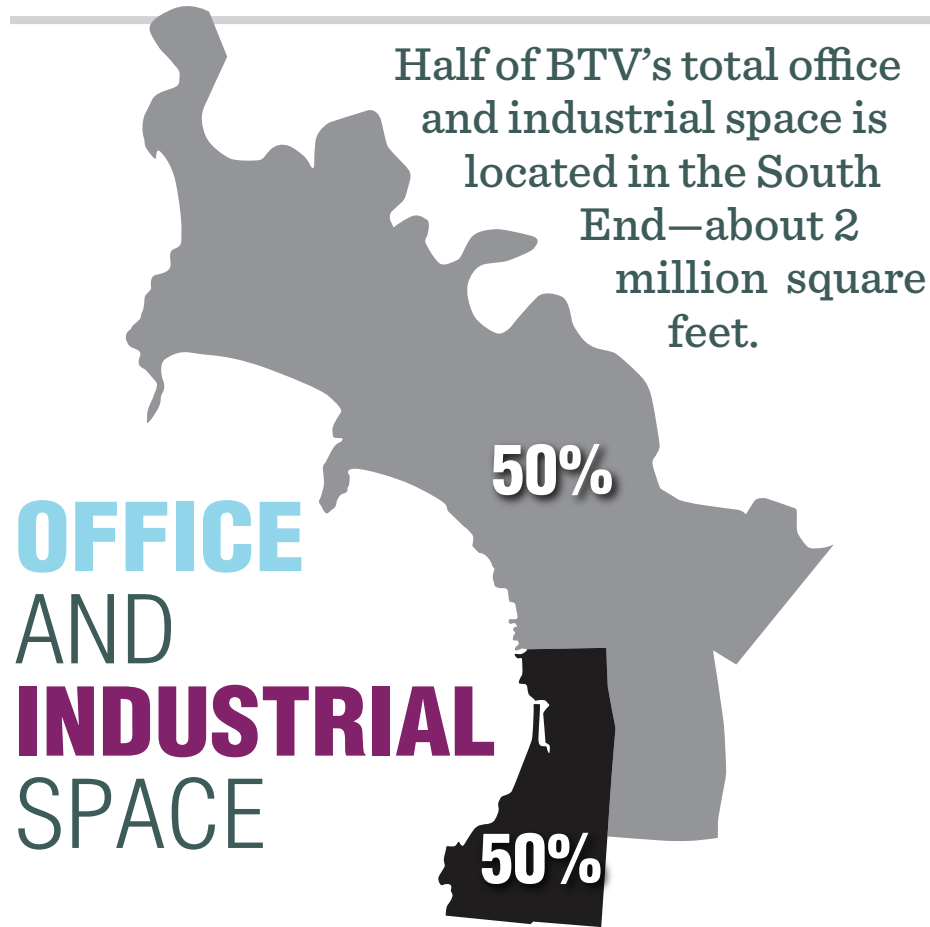
...is low density; 2/3 of buildings are 1-story tall



The planBTV South End Focus Area is **home to an eclectic mix of uses**, including:

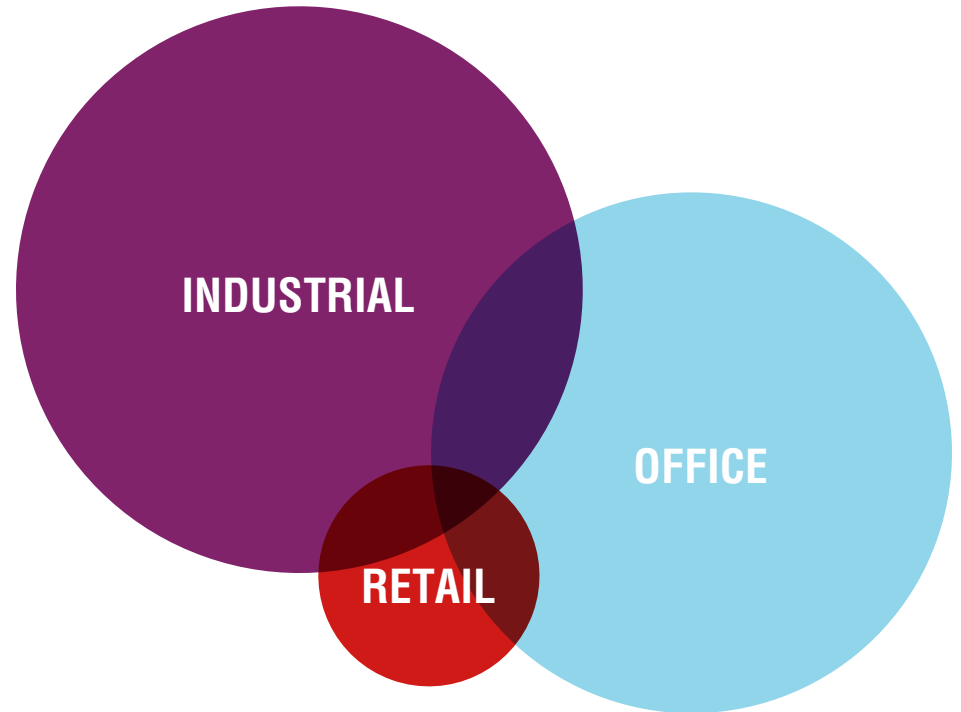


The South End is an attractive location for companies seeking industrial and office space.



Source: Burlington South End Market Study, by HR&A

Increasingly, South End buildings and businesses include a mix of industrial, office, and/or retail space.



Trends:

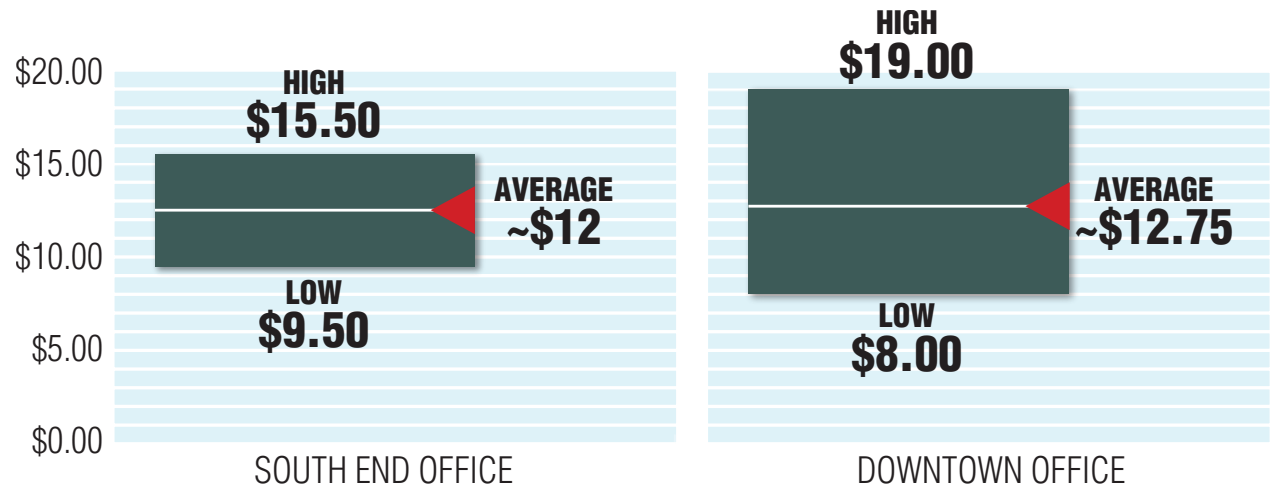
- Many old industrial buildings now house businesses that combine industrial AND consumer-facing operations (e.g., breweries with tap rooms, prototype facilities that offer public tours, some artist studios/galleries)
- Other old industrial buildings are attracting new businesses that require office, research and “maker” type space.

Source: Burlington South End Market Study, by HR&A

Over time, the South End has become a more attractive place for businesses seeking office space and a less attractive place for businesses seeking traditional industrial space.

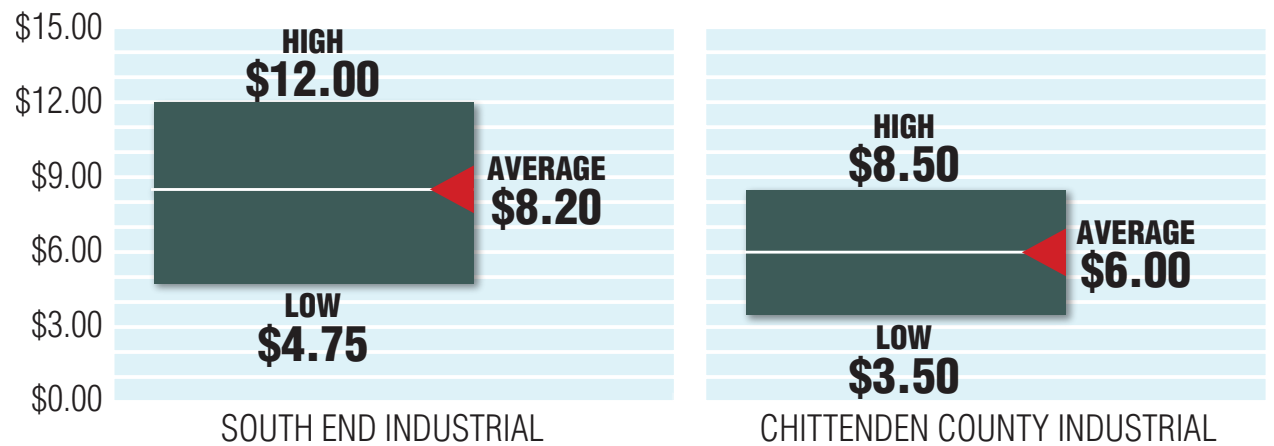
Average **office rents** in the South End are generally comparable to downtown.

Source: Burlington South End Market Study, by HR&A



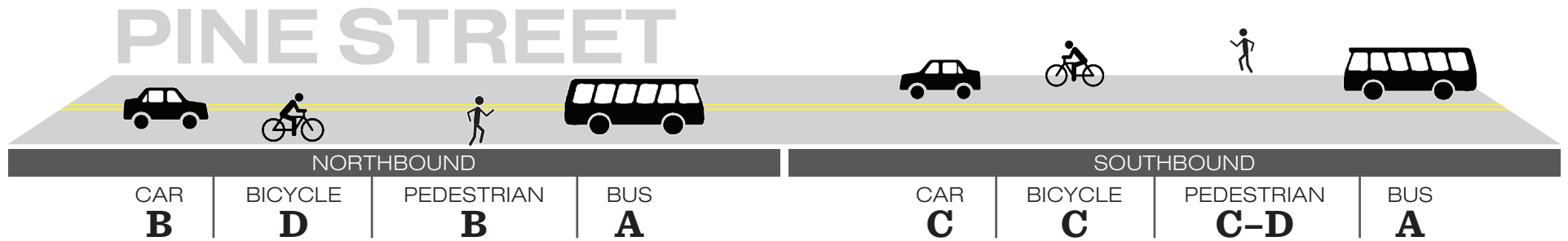
Average **industrial rents** in the South End are higher than elsewhere in Chittenden County. This reflects the appeal of the South End to businesses that combine industrial with consumer-facing operations—and are therefore willing to pay higher rents for industrial space.

Source: Burlington South End Market Study, by HR&A



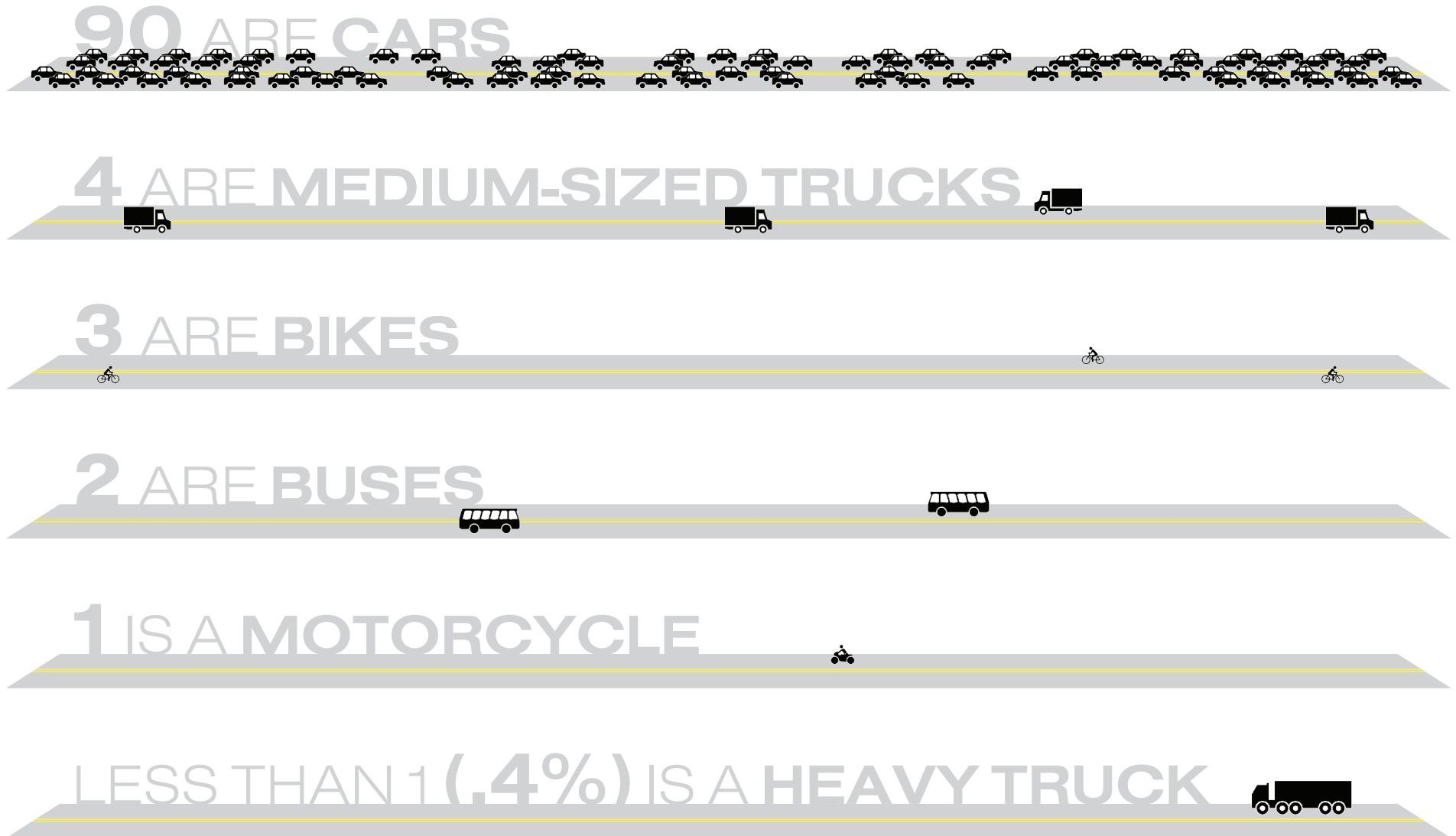
For an urban arterial, Pine Street performs relatively well in moving traffic across modes.

The planBTV assessment graded travel along Pine Street during the morning and evening rush hours from level of service "A" (best conditions) to "F" (worst conditions).



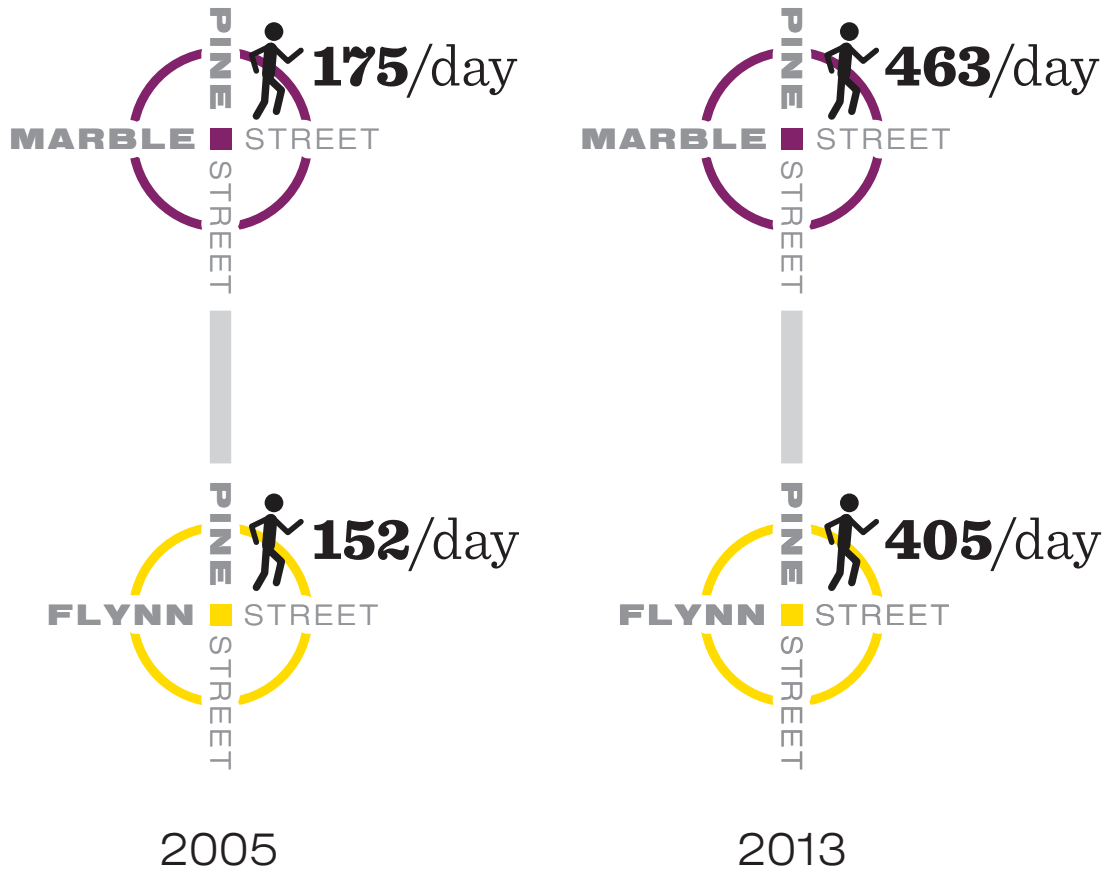
Source: planBTV South End Phase 1 Existing Conditions Report, by VHB

Out of 100 vehicles on Pine Street near Kilburn...



More people are walking on Pine Street: The number of pedestrians has more than doubled in the past 8 years.

(counts taken at intersections of Pine & Flynn and Pine & Marble)



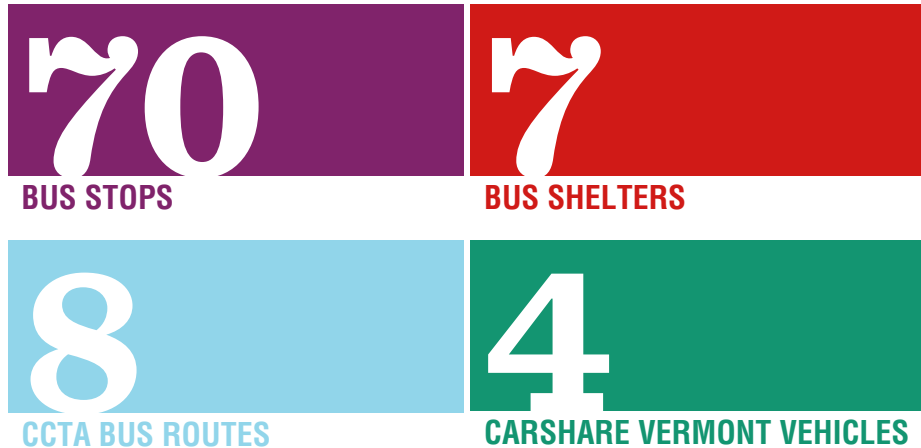
Source: City of Burlington, DuBois & King

Number of crashes along Pine Street involving injuries to pedestrians or bicyclists has increased:



Source: City of Burlington, DuBois & King

The South End is served by...



The busiest bus route is **Route #6: Shelburne Road**, with **982 riders/average weekday** in 2013 (across the whole route).

Source: planBTV South End Phase 1 Existing Conditions Report, by VHB

The planBTV Focus Area has:

296
ON-STREET PARKING SPACES



Source: planBTV South End Phase 1 Existing Conditions Report, by VHB

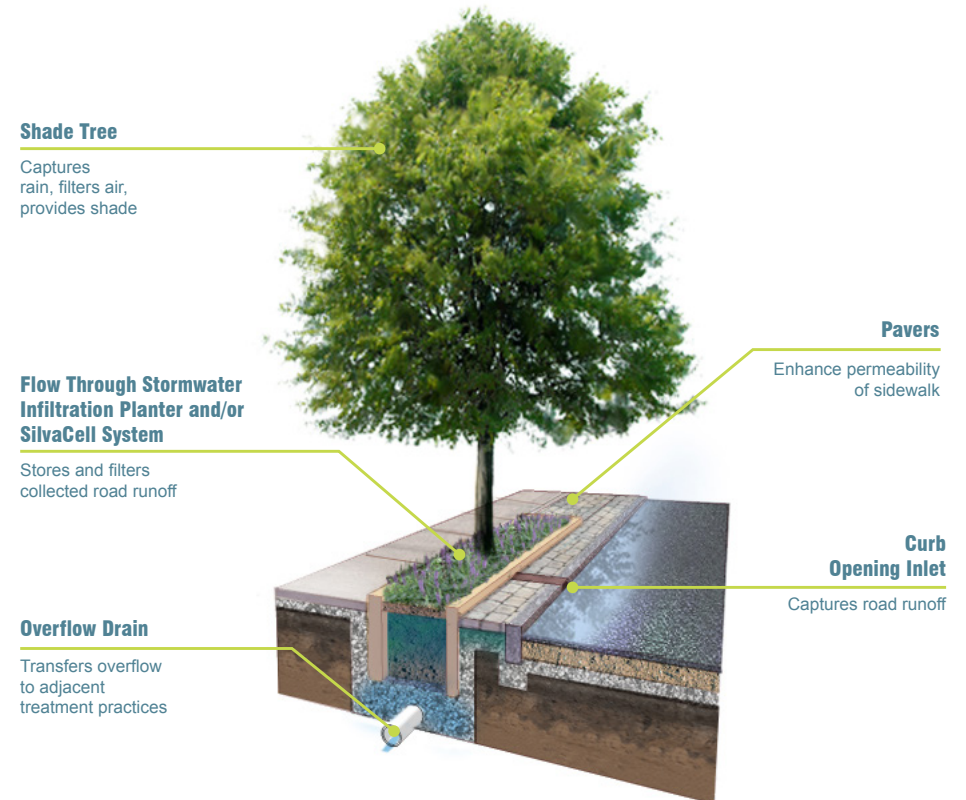
5,108
OFF-STREET PARKING SPACES

Stormwater issues affecting the Focus Area are related to runoff quantity, runoff quality, or both.

PRIMARY STORMWATER ISSUE	TYPICAL STORMWATER MANAGEMENT MEASURES TO ADDRESS GOAL
Water Quality Treatment	Flow through practices like sand filters; bioretention or tree system filters with unrestricted underdrain; permeable pavements with unrestricted underdrain; downspout disconnection to vegetated area
Runoff Reduction	Infiltration type practices including subsurface infiltration, bioretention, tree system filters or permeable pavements without underdrain, increasing urban tree canopy coverage over impervious surface, residential downspout disconnection, removal of impervious surface, stormwater capture for reuse; green roofs
Peak Rate Control	Any of the runoff reduction methods, as well as, subsurface storage in tanks or pipes with slow release; bioretention or permeable pavement systems with restricted underdrain; green roofs or blue roofs.

Source: planBT South End Phase 1 Existing Conditions Report, by VHB

“Green Streets” manage runoff at its source by incorporating a series of vegetated infiltration techniques to capture, temporarily store, and treat road runoff. This is one tool that could help with stormwater management in the South End.



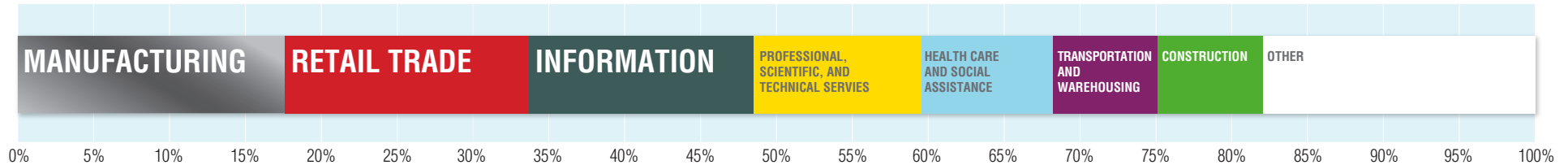
Source: planBT: Downtown & Waterfront, 2013

The South End is an important employment center for Burlington

Home to **472 businesses** employing **6,300 people**

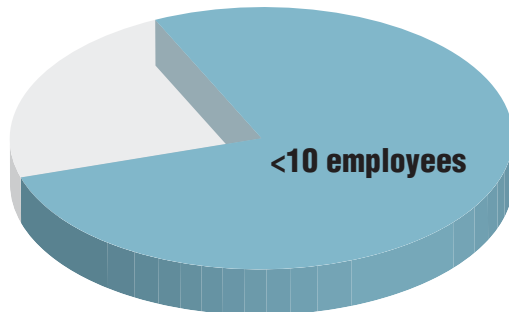
Almost half of jobs are in manufacturing, retail trade, & information

JOBS BY INDUSTRY SECTOR, 2014

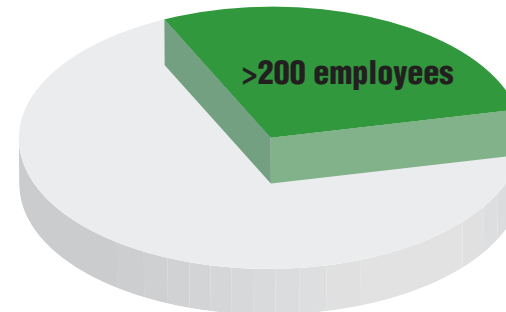


Over **3/4** of businesses employ **fewer than 10 people**

...but the **5 largest employers** provide more than **25% of all jobs**



365
out of **472 businesses**

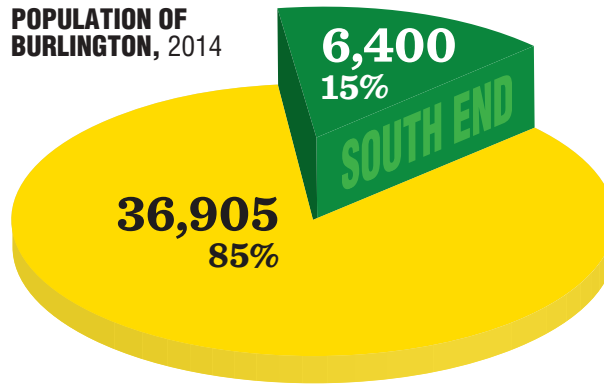


1,810
out of **6,300 jobs**

Countywide, "New Economy" sectors grew 8%

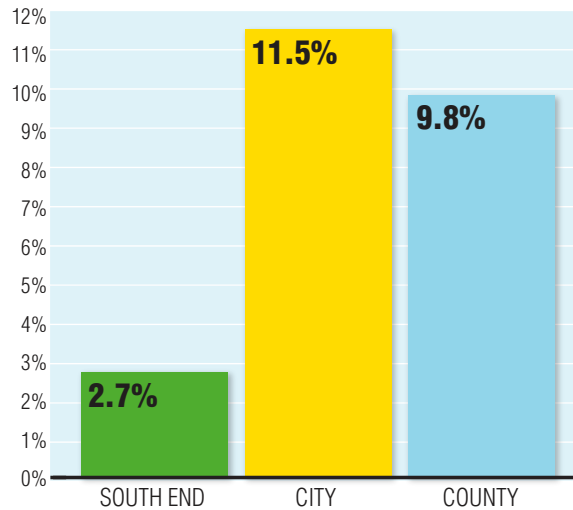
"New Economy" refers to industries like technology, arts & design, small-scale artisanal manufacturing, and food production.

The South End is a desirable neighborhood to live in.



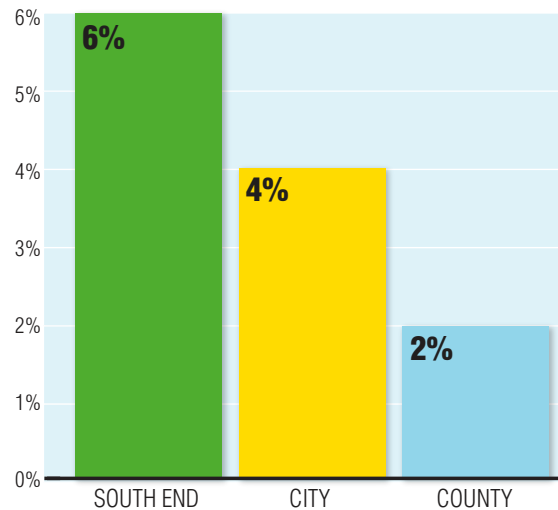
While the South End experienced slower overall growth than either the city or county since 2000...

POPULATION CHANGE, 2000-2014



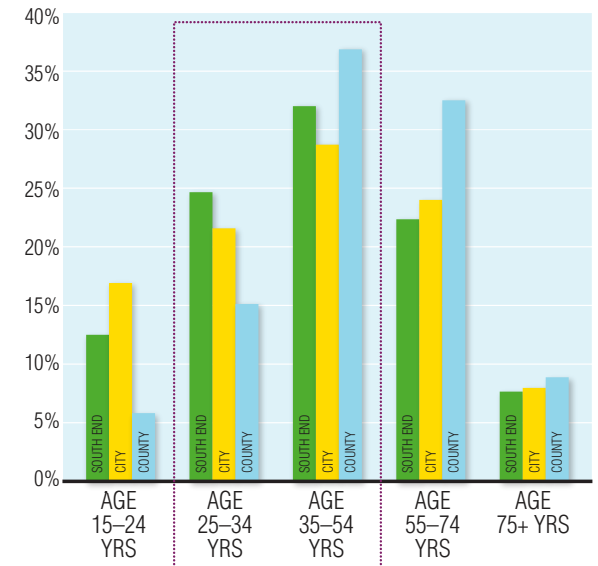
...it has seen a faster rate of growth among young professional households recently...

% CHANGE IN YOUNG (AGE 25-34) HOUSEHOLDS, 2010-2014



...and today has a larger share of young professionals and families.

DISTRIBUTION OF HOUSEHOLDS BY AGE OF HOUSEHOLDER, 2014



Factors include:

- Enterprise District prohibits residential uses
- Existing residential areas are largely built-out

There is considerable unmet demand for housing citywide—and a resulting affordability crisis.

SYMPTOMS

- Burlington's lack of housing supply in the face of considerable demand is driving up the cost of available housing.
- New housing that has been developed has largely been condominiums and townhomes at high price points, or subsidized affordable rental housing. Very little has been developed for households "in the middle" that do not meet income requirements but still cannot afford housing at higher price points.
- This lack of available housing is negatively impacting the city's ability to attract young professionals and companies seeking to hire young professionals, and is therefore compromising efforts to promote economic development.

CAUSES

- New multifamily rental housing is not being developed because current achievable rents do not support new construction, even before affordability requirements.
- Affordability requirements and other land use and development policies further impede development feasibility.

CURES

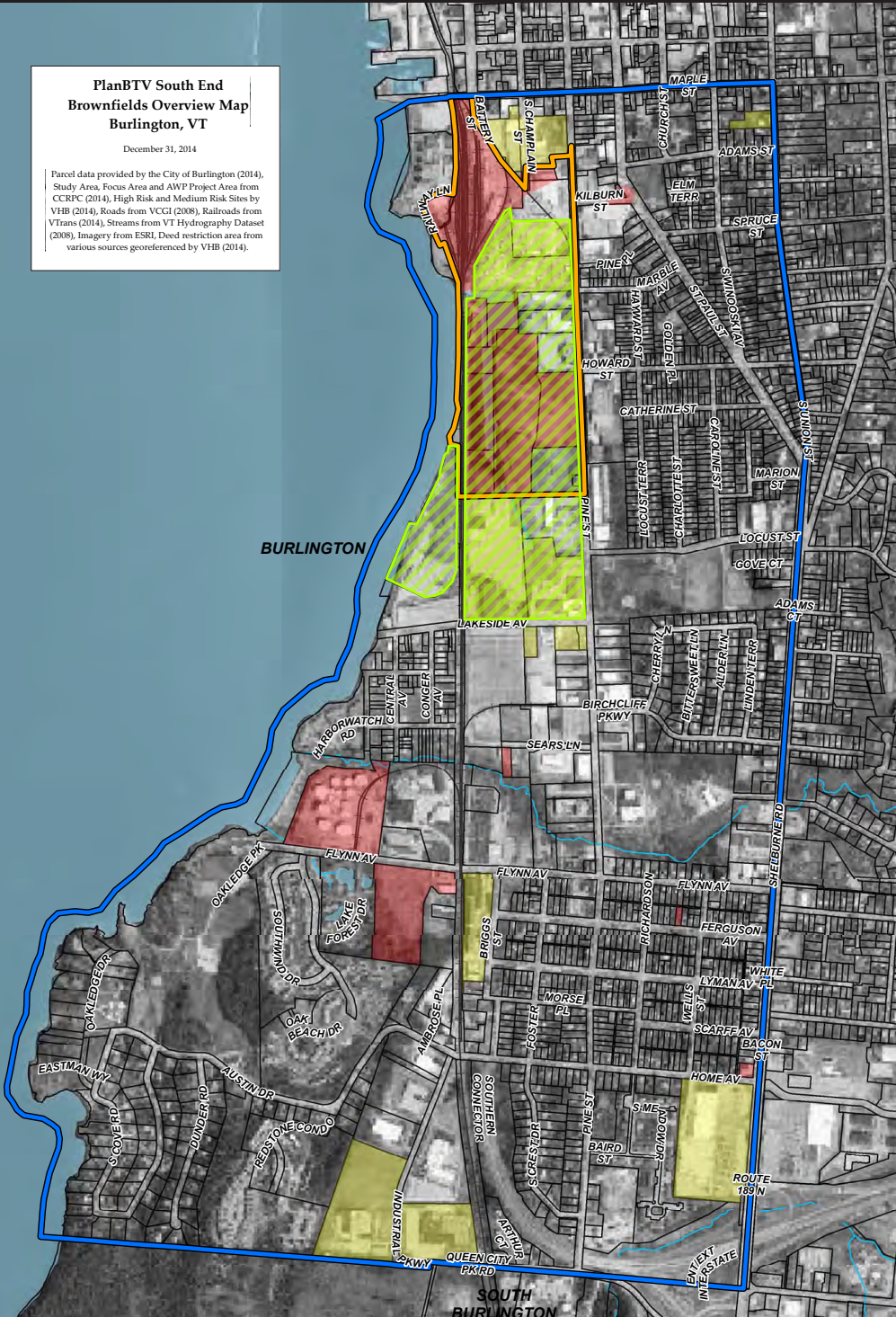
- Aligning market opportunities with specific neighborhoods and development sites.
- Addressing regulatory constraints and improving the use of existing tools to incentivize private investment.
- Linking the creation of new housing to broader economic development goals of job creation and innovation.

Less than 5% of housing units in the South End were vacant in 2014

**PlanBTV South End
Brownfields Overview Map
Burlington, VT**

December 31, 2014










Parcel data provided by the City of Burlington (2014), Study Area, Focus Area and AWP Project Area from CCRPC (2014), High Risk and Medium Risk Sites by VHB (2014), Roads from VCGI (2008), Railroads from VTrans (2014), Streams from VT Hydrography Dataset (2008), Imagery from ESRI, Deed restriction area from various sources georeferenced by VHB (2014).



As a neighborhood that has seen many decades of industrial activity, the South End has a number of brownfields sites.

Brownfields are properties where future use may be impacted by real or perceived environmental contamination.

LEGEND

-  planBTV South End Study Area
-  AWP (Area-Wide Planning) Project Area *
-  Barge Canal Deed Restriction Area
-  **High Risk Sites**
Those sites where there is a documented presence or likely presence of any hazardous substance or petroleum product which poses a threat of a future release to the environment. This risk category includes sites with on-going investigations, sites with data gaps identified by VHB, and sites with regulatory restrictions on land use or on-site activities.
-  **Medium Risk Sites**
Those sites where a past release of hazardous substances or petroleum products has occurred, but the release and resulting contamination has been addressed to the satisfaction of the applicable regulatory authority. This risk category includes sites where hazardous substances have been allowed to remain in-place and may be subject to the implementation of required controls, such as deed restrictions, land use restrictions, activity use restrictions, or engineering controls.
-  Parcel Boundary
-  River/Stream
-  Railroad Tracks
-  Waterbody (VHD)

*Brownfields Area-Wide Planning is an EPA grant program which provides funding to conduct research, technical assistance and/or training that will result in an area-wide plan and implementation strategy for key brownfield sites, which will help inform the assessment, cleanup and reuse of brownfields properties and promote area-wide revitalization. Burlington's AWP funds are supporting the PlanBTV South efforts overall, and work in the area's brownfield specifically.