The South End focus area is a varied place.
The South End has many distinctive identities that contribute to its notoriety as a creative and eclectic neighborhood. Throughout the South End, there are recognizable examples of buildings and activities that contribute to these identities.

- Near Downtown—This area contains a mix of tech, office, arts, retail, and consumer-facing industrial uses. Buildings here are mostly brick industrial structures built in the late 1800s and early 1900s.

- Central South End—This area retains some industrial character on the northern side of Lakeside Avenue along Lake Champlain; areas closer to Pine Street include several converted brick industrial buildings. Many of the post-World War II era buildings along Pine Street are now home to retail businesses, while those along Lakeside feature a variety of companies and even Champlain College.

- Southern South End—This area contains mostly owner-occupied industrial buildings that were constructed primarily between 1950 and 1970.
ELM

1 large district

Concept

3-6 sub-districts
Enterprise Zone – Concepts

Create 3-6 sub districts based on existing contexts and goals for the future:

- **Arts District** - a “see-it-made destination” celebrating the creation of craftsman/artisan-scale products and the creative arts.
  - A “fine-tuning” of the current zoning with a broader range of uses

- **Innovation District** – a new mixed-use employment center focused on incubating and growing emerging technologies, science, R&D, tech-transfer, manufacturing, and innovation.
  - An opportunity to facilitate the redevelopment of brownfield sites and large surface parking lots.

- **Light Manufacturing District** – a reserve for traditional scale and format of manufacturing, value-added, production, warehouse, shipping, etc
  - Also just a “fine-tuning” of the current zoning with a narrower range of uses
Enterprise Zone – Concepts

Zoning has been used historically to prevent certain types of high value uses (esp. housing) in order to reduce land use conflicts and try to keep rents low for traditional commercial and industrial uses.

But over time, we have still seen an erosion of these uses and increase costs.

• Considering an expansion of what we are already doing south of Home Ave: use the market demand for certain uses to help underwrite the costs of keeping what we really want more affordable.
  • “A” and “B” uses
    • “A” uses are what we want to see predominantly – permitted uses
    • “B” uses are what we will allow under certain conditions – allowed only in certain places, situations and/or limited in size/proportion to an “A” use

• Possible development incentives to facilitate brownfield remediation and the creation of smaller below-market workspaces
Reinforcing an Arts Hub

These urban design principles should guide property owners as they develop and redevelop properties along Pine Street to ensure that this part of the neighborhood retains its funky, arts vibe:

- Multi-story buildings (2-5 stories), building form should define streets/public spaces.
- Active ground-level uses along major street frontages.
- Creative use of façades is encouraged, wide variety of materials accepted.
- Structured parking where feasible, no parking lots along major streets.

While a wide variety of uses can be permitted in this area, emphasis should be on those that support an arts hub, such as:

- Arts and maker-focused businesses, artist work spaces.
- Limited retail (limited to products being made nearby), small office enterprises.

Key Strategies for Reinforcing an Arts Hub:

- Improve walking and biking conditions and transit service on Pine Street. Add traffic-calming strategies throughout the corridor.
- Prioritize retention/expansion of existing buildings to support small artist/maker enterprises.
- Create a Pine Street Arts Corridor and Lakes Arts Park. Add historical interpretive signage and utilize innovative landscape features to manage stormwater.
- Expand space available for maker enterprises within new infill development; incorporate active ground level uses; design/locate buildings to define streets and open spaces.

- Promote traffic mitigation with or ahead of Champlain Parkway.
- Encourage "funny facades".
- Facilitate pedestrian connections to Champlain Parkway.
- Ensure connectivity and access to the Enterprise District.

Create a publicly-accessible open space on the Barge Canal Superfund site—with trails and signage telling the story of the site.

Seek opportunities to create new pedestrian links from Pine Street to Lake Champlain.
Enterprise – Arts Hub

Where
• Conceptually the Soda Plant to Howard St

What
• Recognize the existing form, scale and pattern, and allow for a broader range of uses than are currently permitted
• A “see-it-made destination” - creation and celebration of craftsman/artisan-scale manufacturing, the creative arts, and entertainment in small-scale performance and studio spaces
• Complimentary retail, food/bev, and services spaces at the street-level activating pedestrian and vehicular thoroughfares
• small-scale (<5k sqft) and affordable rough and ready spaces/sites are preferred and protected where possible (Soda Plant is a prototype)
Enterprise – Arts Hub

Form

• Multiple and diverse building types reflective of the eclectic industrial character and scale
• Buildings placed at or near the Frontage line with surface parking behind or structured away/above the street
• Small-scale (<5k sqft), flexible, and affordable spaces are preferred for small and emerging businesses
• Fine-grained and pedestrian-engaging frontages with active street-level uses (e.g. retail, hospitality) and services activating Pine Street and the REP spur
Enterprise – Arts Hub

Uses

• “A” uses – Artisan and Small Manufacturing, Food & Beverage Processing and Packaging, Repair, Studios for art, photography, printing, radio/tv/recording, performance, shared kitchens/workshops, makerspaces, micro-retail, etc.

• “B” uses – limited in size and/or proportion to “A” uses on the same site: Stand-alone retail, Health clubs & studios, services, Cafes, Daycare/Preschool, Community Centers/Parks, Personal service, Bank, etc that support the primary uses and their underlying vibrancy
These urban design principles should guide property owners as they reimagine vacant sites and parking lots in this area:

- Multi-story buildings (3-5 stories), building form should define streets/public spaces
- Active ground-level uses along major street frontages
- Utilize both traditional and new materials for buildings
- Structured parking where feasible, no parking lots along major streets

Uses in this area should be focused on growing and supporting a major employment center:

- Large and small businesses, creative offices, art/maker enterprises
- Limited retail associated with production spaces and to support workers, such as small cafes, market, etc.

Key Strategies for Expanding the Innovation District

1. Improve walking, biking, transit and driving conditions throughout the neighborhood by increasing connectivity and providing new route alternatives.

2. Transform surface parking lots and undeveloped sites near Lakeside Avenue into a walkable, mixed-use innovation hub, with new space for businesses from high-tech to hand-made.

3. Expand studio space, explore potential for new art/maker spaces in new developments.

4. With new development, add public parks and plazas.

5. Construct shared, structured parking.

6. Extend the bike path along the waterfront to Lakeside Ave.

7. Work with property owners to reuse blighted buildings for creative enterprise businesses.

8. Indo development to support business, maker growth.

9. Improve access to the Lakeside neighborhood across the rail tracks for emergency vehicles.
Enterprise - Innovation

Where

• Howard St to Sears Lane - behind Pine

Concept

• An opportunity to do something new to facilitate the redevelopment of brownfield sites and surface parking lots.
• New mixed-use employment center focused on incubating and growing emerging technologies, science, R&D, tech-transfer, manufacturing, and innovation
• Embracing and expanding upon what’s happening at the Innovation Center, Dealer, Generator and HULA
• Centered around a multi-modal transit node and corridor
  • Champlain Parkway
  • high-frequency transit along Pine and the Parkway
  • passenger and freight rail – possible station at Sears Ln
  • shared parking facility
Enterprise - Innovation

**Form**

- Larger blocks need new internal circulation networks that create smaller block faces, and offer organizational focal points and gathering places.
- Multiple and diverse building types placed at or near the Frontage line with structured parking setback and/or above the street.
- Flexible mix of office/design/R&D spaces w/in mostly mixed use buildings at transit-supportive densities.
- Fine-grained and pedestrian-engaging frontages with active street-level uses (e.g. retail, hospitality, and services) activating most of the length of the pedestrian and vehicular thoroughfares.
- Small-scale (<8k sqft) and affordable spaces are preferred for small and emerging businesses, and underwritten by larger market-rate spaces.
Enterprise - Innovation

Uses

- “B” uses – retail, Health clubs & studios, services, Cafes & Bakeries, Daycare, Preschool, schools, Community Centers/Parks, Bank, etc that support the primary uses and their underlying vibrancy are secondary.
- Structured parking permitted as a use to create a supply of shared parking to serve the broader area
- Multi-family upper-story Housing?
  - To support brownfield remediation
  - To support employment center
These urban design principles should guide property owners as they reimagine, reuse and expand sites in this area:

- Single or multi-story buildings (1-3 stories), larger minimum lot and building sizes permitted
- Utilize both traditional and new materials for buildings
- Structured parking where feasible, no parking lots along major streets

Uses in this area should be focused on supporting the needs of light industrial, R&D and industrial arts/maker businesses:

- Permit arts/maker/industrial/manufacturing/warehousing/R&D
- Prohibit or limit retail and office uses as a standalone, except when wholesale or accessory to an enterprise function
- Consider performance standards to mitigate noise, smell, and/or traffic on nearby residences, and expand stormwater management

Key Strategies for Preserving R&D and Industry

1. Construct Champlain Parkway, a 2-lane road with a separated multi-use path.
2. Expand and preserve existing arts/maker spaces with an industrial character.
3. Consider redesigning transit south of Flynn Avenue from Pine Street to the Champlain Parkway.
4. Maintain wooded buffer between residential and industrial activities.
5. Create new space, explore potential for reuse of sites for light-industrial/maker activities along Briggs Street & Flynn Avenue.
6. Create space for expansion of businesses on Industrial Parkway through development on parking lots; consider a shared parking structure.
7. Maintain zoning to accommodate growth of businesses.

North Edge
- Planned Champlain Parkway Roads
- Existing Bike Path/Blue Bicycles
- Proposed Bike Path/Blue Bicycles
- Existing Trail Development
- Potential Bike Path Development
- Potential trail公主
- Future Trail System Plan
- Potential Bike Path
- Bicycle Pathway

South End
- Planned Champlain Parkway Roads
- Existing Bike Path/Blue Bicycles
- Proposed Bike Path/Blue Bicycles
- Existing Trail Development
- Potential Bike Path Development
- Potential trail princess
- Future Trail System Plan
- Potential Bike Path
- Bicycle Pathway

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- Planned Champlain Parkway Roads
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- Potential Bike Path
- Bicycle Pathway
Enterprise – Light Manufacturing

**Where**
- south (and west?) of City Market

**What**
- What ELM was originally intended to be and remain...
- Focused preservation of space to support light manufacturing, value-added production, warehouse, repair, shipping, etc
- Supporting larger businesses with more than 30 employees
- Larger scale and format of manufacturing
Enterprise – Light Manufacturing

Form
• Large-format commercial-industrial building types with surface parking to the side or rear
• 25% pervious
• 2 FAR, 2 story/25’ to 4 story/45’ buildings
• 25’ setback from an adjacent residential district

Uses
• Stricter focus on “A” uses - Manufacturing, Light Manufacturing, Food & Beverage Processing, Warehousing, etc. that are producing at-scale, typically by mechanical or automated means, for broad distribution
• Very limited “B” uses – Accessory Retail and office, Health Studio, Cafes, Daycare, Preschool, etc
• Structured parking permitted as a use to create a supply of shared parking to serve the broader area
Enterprise – Railyard?

Where
• railyard and former Havey parcel
• Does WW plant fit too?

What
• Uses restricted to railroad operations, intermodal transfer and limited storage of freight/materials
• is this a stand-alone zone or just part of E-LM?
Enterprise – Pine Street?

Where & Why
• Lakeside to old Champlain School
• Maintain the current scale, character, and range of uses

What
• light manufacturing, outdoor storage, vehicular service
• neighborhood-oriented and scaled retail, hospitality and services with size limits
• small-scale (<8k sqft) and affordable spaces are preferred and protected
• rough and ready spaces/sites preferred
• no housing – so not NAC?
Enterprise – Flynn Ave?

**Where**
- VT Hardware to C-Prkwy
- City Market?

**What**
- Research & Development, Labs, Technical Office
- traditional scale and format of manufacturing, value-added, production, warehouse, shipping, etc
- rough and ready spaces/sites preferred
- Accessory retail and hospitality with size limits
- no housing – so not NAC?
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