

planBTV South End

Draft Plan Framework & Land Use Policy recommendation

Purpose & Goals for Discussion

- Consider a **modified approach to the plan's framework** that is action-oriented, and focused on reinforcing South End's experiences/characteristics
- Review **more context** on how the plan's 7 themes related to each area of experience
- Consider specific **examples for the "more fine-grained land use policy"** recommendation, and discuss how this recommendation could help reinforce South End experiences
- Gain **consensus** on plan framework and land use policy recommendation or suggest **specific alternatives/revisions**

RECIPES FOR SUCCESS

Recipes for policies and practices , inspired by artisan food production within the South End	Then Let it Rise 5 STEPS TO ECONOMIC DEVELOPMENT
	Spice It Up PRESERVING ARTS & AFFORDABILITY IN THE SOUTH END
	Choices for Every Palate MOBILITY
	Get Your Greens! PARKS, PARKLETS, BEACHES, AND THE CONNECTIONS BETWEEN THEM
	Clean Before Use BROWNFIELDS + A SUPERFUND SITE
	Add Water Slowly MANAGING STORMWATER
	A Taste of Home? HOUSING AND THE SOUTH END
Place-based recipes for on-the-ground improvements	Reinforce the Arts Hub MAPLE STREET TO LOCUST STREET
	A New Maker'hood Center LOCUST STREET TO SEARS LANE
	The Eclectic Ecosystem: From Brooks to Beaches to Breweries SEARS LANE TO HOME AVENUE
	R&D + Industry: Creating Room to Grow on Industrial Parkway HOME AVENUE TO QUEEN CITY PARK ROAD

Current planBTV: SE Draft Plan framework

planBTV South End Framework

Today, the draft plan framework includes:

Policies & Practices

Recommendations are organized in **7 themes** that address specific challenges and opportunities for the South End:



Economic Development



Arts & Affordability



Mobility



Parks & Connections



Stormwater



Brownfields



Housing

On the Ground Improvements

Applies the recommendations by highlighting specific locations for improvements across **4 sub-areas** of the Enterprise Zone:

- Reinforce the **arts hub**
- A new **maker'hood center**
- The **eclectic ecosystem**
- **R&D and Industry**

Plan has a lot of the right elements, but emphasis is on "what" can we do and "where" should we do it...

Experiencing a Place- Elements

- What are the physical and visual characteristics of the built and natural environments?



Throughout the South End, there are a variety of building scales, façade materials, and orientation to transportation facilities

Experiencing a Place- Elements

- What are the physical and visual characteristics of the built and natural environments?
- How we get to and around the place? What modes of transportation and what level of service?



Experiencing a Place- Elements

- What are the physical and visual characteristics of the built and natural environments?
- How we get to and around the place? What modes of transportation and what level of service?
- What economic and social activities are happening in the buildings, public spaces and on the streets? Are the activities publicly or privately oriented?



Revised planBTV: SE Framework

Framework should be action-oriented, with a focus on character/experiences:

“planBTV SE is about preserving and enhancing what makes the South End great.”

The Art

I Like that it is not highend housing. There is a focus on it being a job center for Burlington.
Accessible for artists
Only open space for expansion of manufacturing
I like the industrial characteristic of the area

ARTIST NATURE OF IT
CREATIVE INDUSTRIAL VIBE

SOUTH
END
CRAWL

What about the South End
makes you smile?
...and why?

old factory/industrial buildings very well preserved and adapted so well to a diversity of new uses

How seamlessly/harmoniously industrial/residential/commercial/institutional/recreational, etc seem to co-exist in this neighborhood

Very innovative, lots of room for startups, artists, etc.
Great neighborhoods for families

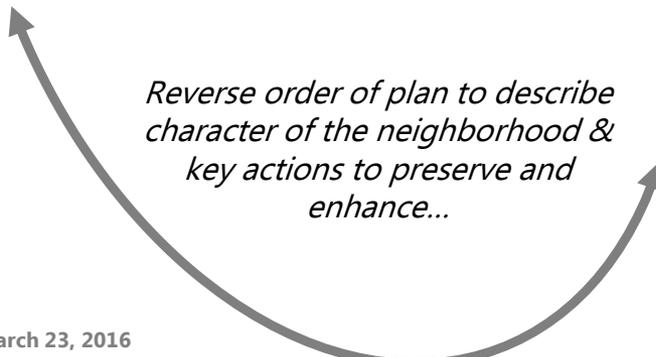
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Preserve & Enhance SE Character

Plan identifies actions that should be taken to **preserve and enhance** the South End's distinctive **characteristics/experiences** by:

- ***Reinforcing*** an arts hub
- ***Expanding*** the innovation district
- ***Connecting*** the neighborhood
- ***Preserving*** R&D and industry



*Reverse order of plan to describe
character of the neighborhood &
key actions to preserve and
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Through specific strategies

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Housing

Reverse order of plan to describe character of the neighborhood & key actions to preserve and enhance...

...and include more cross-references to the 7 themes to show how these strategies impact these experiences.

Characteristics of an arts hub

*This part of the South End is about
**advancing and celebrating the concept of
an arts district**- to draw people into a highly
pedestrian-oriented area that supports
granularity and funkiness*

Characteristics of an arts hub

This part of the South End is about advancing and celebrating the concept of an arts district- to draw people into a highly pedestrian-oriented area that supports granularity and funkiness

- A **destination**, a place to **explore**, there's always something "just over there" to **discover**. There's an energy and excitement about **presenting/exhibiting/selling** things that have been made with care and creativity.

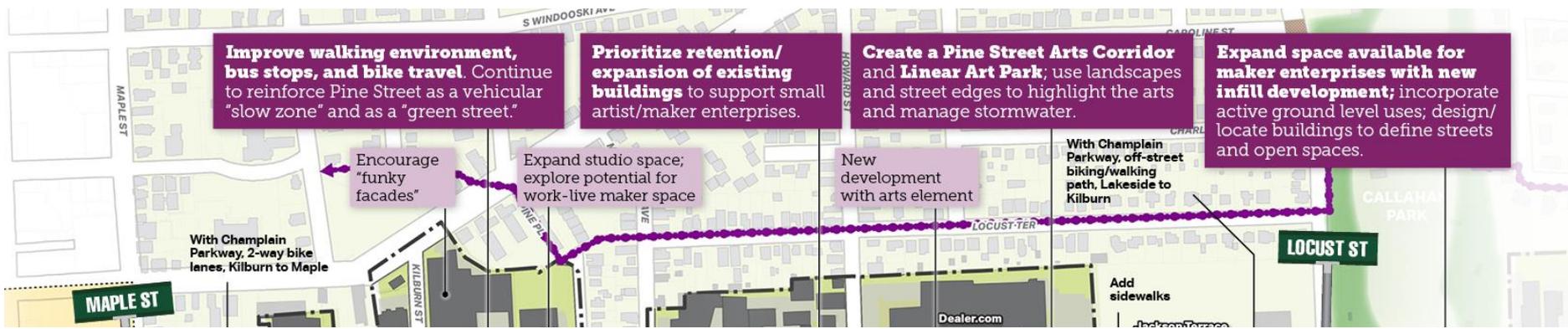


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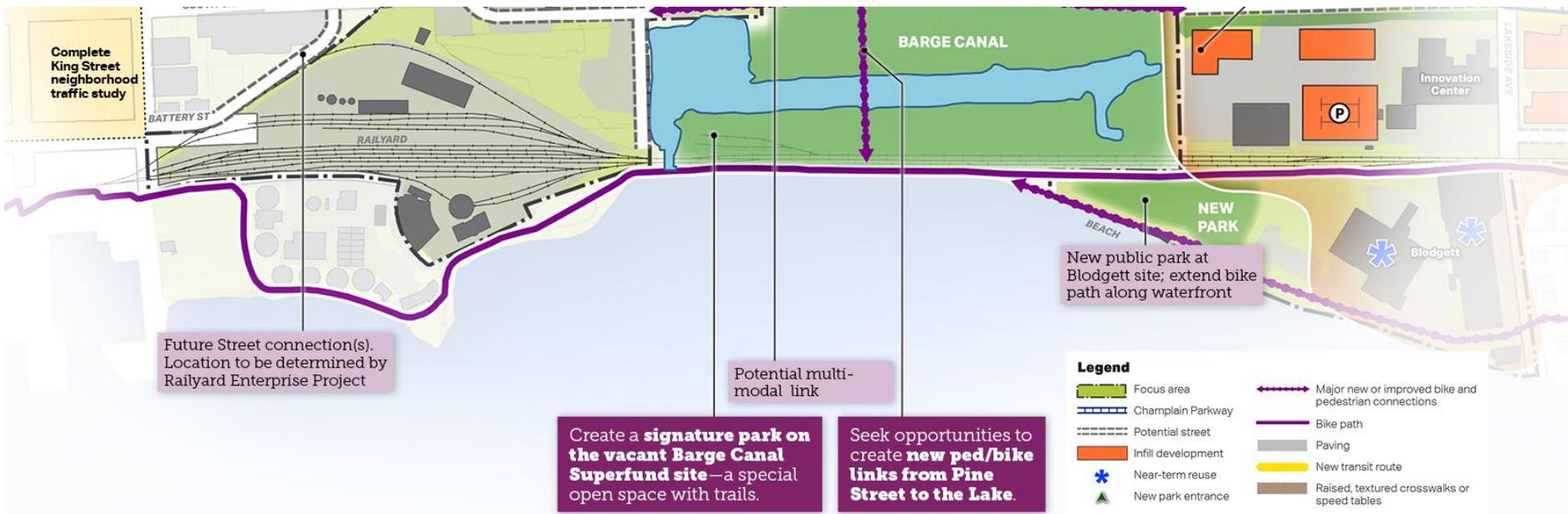
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- A **destination**, a place to **explore**, there's always something "just over there" to **discover**. There's an energy and excitement about **presenting/exhibiting/selling** things that have been made with care and creativity.
- Mix of facades, building types and interior spaces tell the story that this place has changed. Enough **clustering** of buildings to provide **continuity** of the street wall and **feeling of a "place."**





So, how do we *reinforce* an arts hub?



Improve walking environment, bus stops, and bike travel. Continue to reinforce Pine Street as a vehicular "slow zone" and as a "green street."

Prioritize retention/expansion of existing buildings to support small artist/maker enterprises.

Create a Pine Street Arts Corridor and Linear Art Park; use landscapes and street edges to highlight the arts and manage stormwater.

Expand space available for maker enterprises with new infill development; incorporate active ground level uses; design/locate buildings to define streets and open spaces.

Encourage "funky facades"

Expand studio space; explore potential for work-live maker space

New development with arts element

With Champlain Parkway, off-street biking/walking path, Lakeside to Kilburn

Consider appropriateness of zoning on sites adjacent to the EZ

With Champlain Parkway, 2-way bike lanes, Kilburn to Maple

~~With Champlain Parkway, traffic light added~~

Regardless of Champlain Pkwy progress, implement appropriate traffic mitigation strategy at intersection to relieve traffic on Pine St.

Complete King Street neighborhood traffic study

Future Street connection(s) Location to be determined by Railyard Enterprise Project

Potential multi-modal link

New public park at Blodgett site; extend bike path along waterfront

Create a **signature park on the vacant Barge Canal Superfund site**—a special open space with trails.

Seek opportunities to create **new ped/bike links from Pine Street to the Lake.**

See the following themes for more details on these key strategies:

- Economic Devt (pg X)
- Arts & Afford. (pg X)
- Transportation (pg X)
- Parks & Connect (pg X)
- Brownfields (pg X)
- Stormwater (pg X)
- Housing (pg X)

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- **Guide urban design:**
 - Require 2-5 story buildings with active, street-oriented ground floor uses
 - Building close to streets, parking in rear or structured
 - Permit/incentivize creative facades and materials
- **Limit lot or building sizes** to support connectivity, walkability and granular scale-
 - width along primary streets, in particular



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- **Incentivize or require arts uses:**
 - Interior/exterior spaces for public arts
 - % of buildings for arts-oriented uses
- **Review allowable uses;** focus on uses that support/compliment an arts district:
 - Art and maker work/exhibit/sales spaces
 - limited retail uses that support arts/maker destination
 - small and large office uses in creative enterprises (Ie, graphic design company offices versus a call center office)
 - Limit size of uses that drive price point higher– like retail/hospitality uses



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- Set back off of Pine Street, this is a **job-focused** district that is a **destination for workers and companies** that want to build synergies and create. From powering the city, to researching future transportation/food innovations, to selling locally-made goods, it is a place where **Vermont’s entrepreneurial ethic is on display**.



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- **New street connections are walkable, bikeable, and served by transit**. Buildings are oriented to define **important corners** and to reinforce the concept of connectivity/collaboration

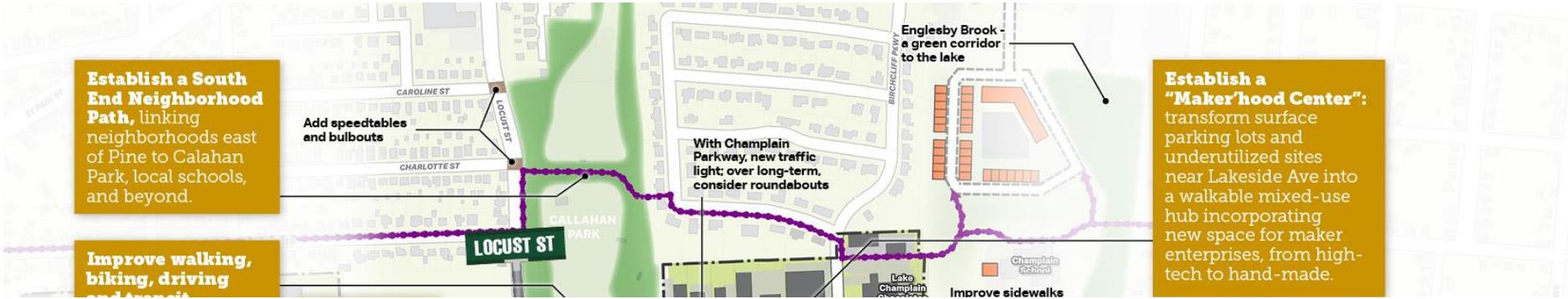


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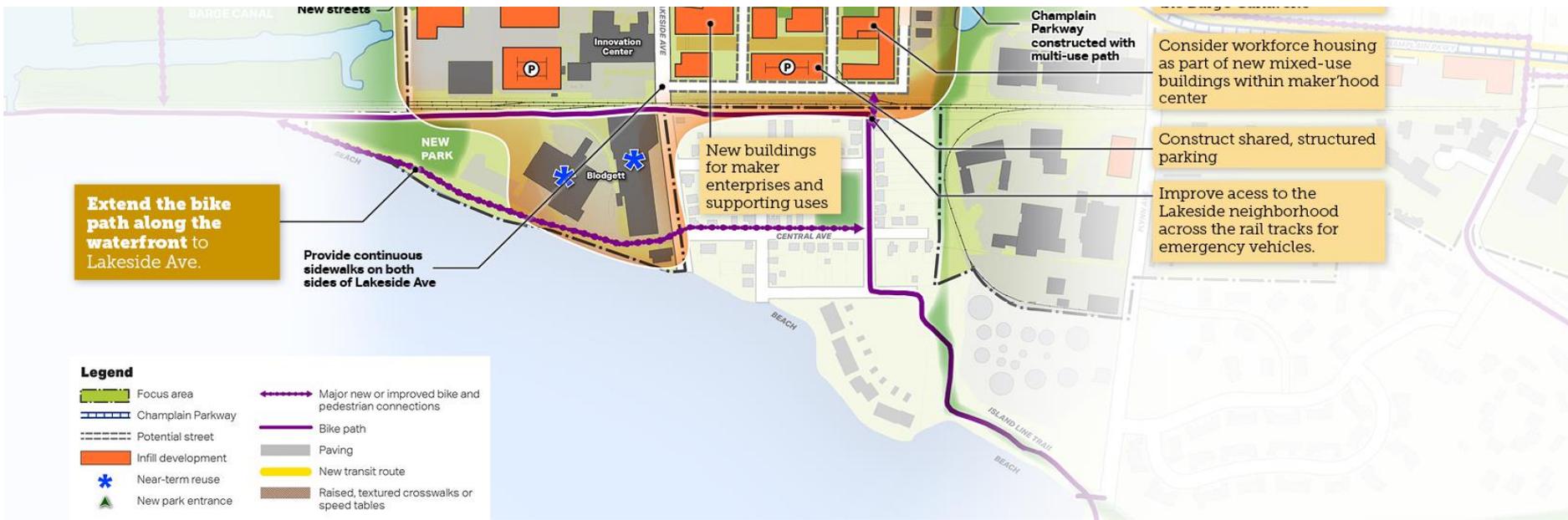
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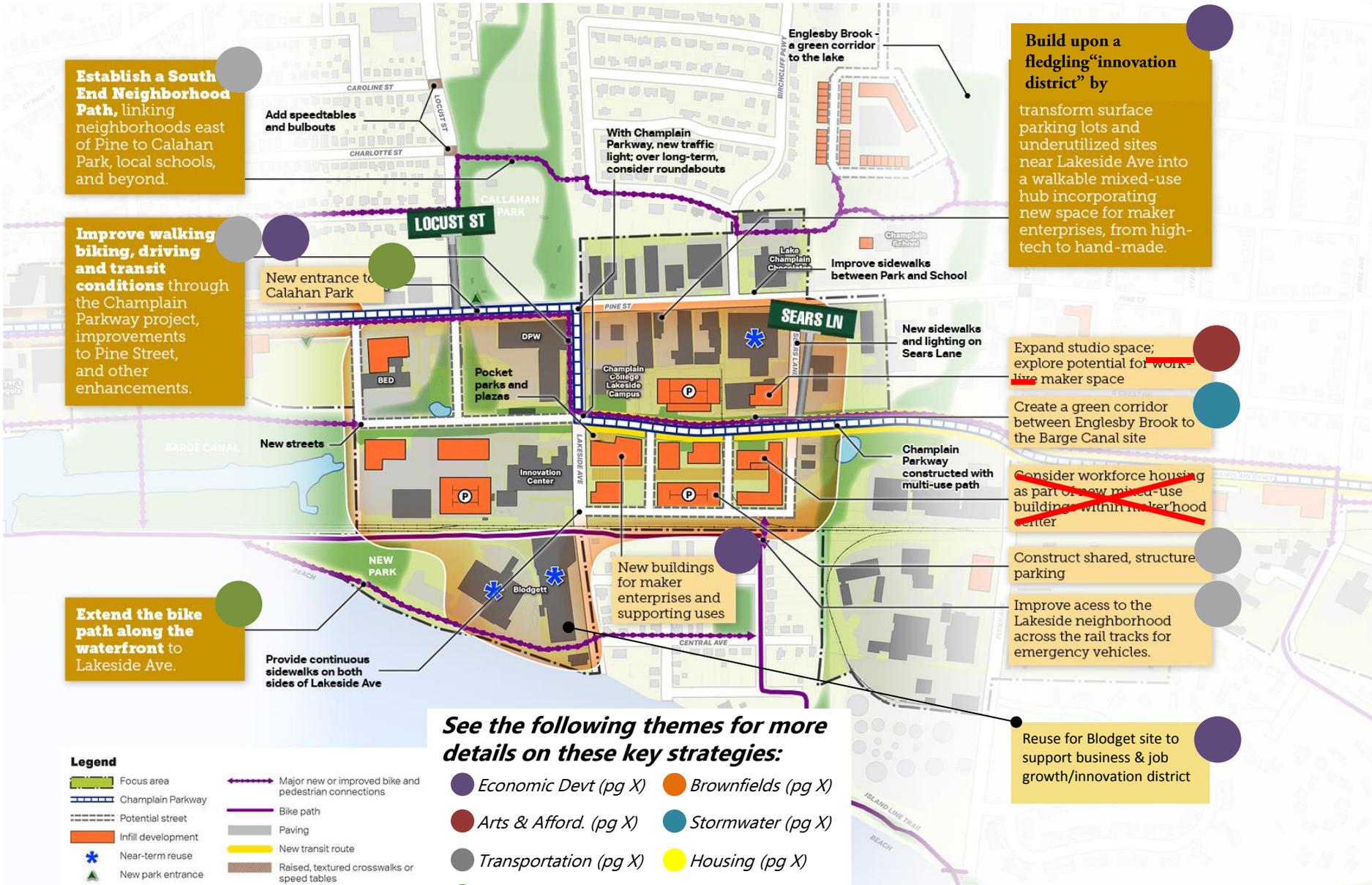
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- **Public spaces** are designed to **showcase synergies** of new and old, and to **encourage collaboration**, meeting, and brainstorming





So, how do we *expand* the innovation district?





Establish a South End Neighborhood Path, linking neighborhoods east of Pine to Calahan Park, local schools, and beyond.

Improve walking biking, driving and transit conditions through the Champlain Parkway project, improvements to Pine Street, and other enhancements.

Extend the bike path along the waterfront to Lakeside Ave.

Build upon a fledgling "innovation district" by transform surface parking lots and underutilized sites near Lakeside Ave into a walkable mixed-use hub incorporating new space for maker enterprises, from high-tech to hand-made.

~~Expand studio space; explore potential for **work-live maker space**~~

~~Consider workforce housing as part of new mixed-use buildings within maker hood center~~

Construct shared, structure parking

Improve access to the Lakeside neighborhood across the rail tracks for emergency vehicles.

Reuse for Blodgett site to support business & job growth/innovation district

Add speedtables and bulbouts

With Champlain Parkway, new traffic light; over long-term, consider roundabouts

Englesby Brook - a green corridor to the lake

New entrance to Calahan Park

Improve sidewalks between Park and School

New sidewalks and lighting on Sears Lane

New streets

Champlain Parkway constructed with multi-use path

New buildings for maker enterprises and supporting uses

Provide continuous sidewalks on both sides of Lakeside Ave

See the following themes for more details on these key strategies:

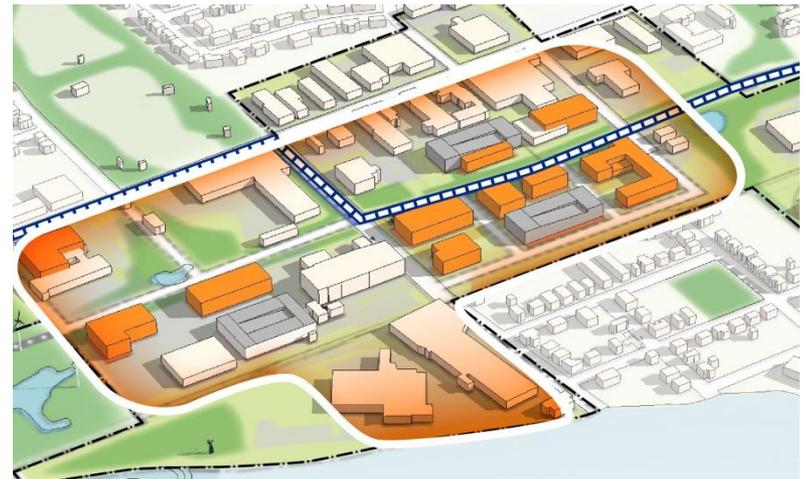
- Legend**
- Focus area
 - Champlain Parkway
 - Potential street
 - Infill development
 - Near-term reuse
 - New park entrance
 - Major new or improved bike and pedestrian connections
 - Bike path
 - Paving
 - New transit route
 - Raised, textured crosswalks or speed tables

- Economic Devt (pg X)
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How do we *expand* an innovation district?

By re-evaluating land use policy/zoning in the Enterprise Zone, how do we expand an innovation district?

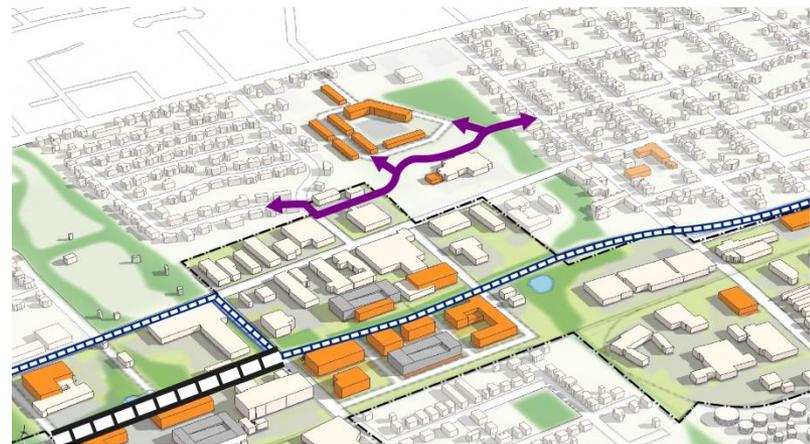
- **Guide urban design:**
 - Require 3-5 story mixed-use buildings with active ground floor uses at corners and abutting new public spaces
 - Buildings define new streets/public spaces, parking in rear or structured
 - Façades utilize traditional and new materials in a way that compliments existing historic structures
- **Limit block sizes** to support connectivity, walkability
 - Limiting block sizes to a walkable size
 - Incentivize new public spaces
- **Review allowable uses;** focus on maker uses and new economy businesses:
 - art and maker spaces
 - incubator/accelerator resources
 - small, med and large size creative office
 - limited retail uses that support employees/businesses
 - Performance standards that mitigate impacts of noise, smell, etc from maker-focused businesses on neighboring residences



Characteristics of Mixed Use Neighborhood

The Pine Street corridor is the “spine” of the South End, connecting residences, parks/schools, industry, art and businesses. Near its intersection with Flynn Avenue its character changes from one of an “arts destination” to more of a “neighborhood center.”

- This **stretch of Pine Street features many neighborhood supporting amenities**– parks, schools, a popular breakfast stop, a future grocery store– that make this **feel like a neighborhood center**.
- Several **buildings have been adapted**– such as the former Champlain Elementary to apartments– and more **opportunities exist for infill and redevelopment** to bring additional housing, community center and other neighborhood amenities.
- New/improved connections are **walkable, bikeable, and served by transit** and **connect the neighborhood** to Pine Street, the lake and parks, make **transportation to school safer**.
- New buildings are oriented to **define Pine Street & Flynn Avenue**.



Enable multi-family housing behind Champlain Elementary School, on land now used for the school district maintenance facility.

Protect Englesby Brook; control flow and volume of stormwater.

Fill missing links in a South End

Improve walkability along Pine and Flynn with new and improved sidewalks, intersection improvements, and more.

Neighborhood Mixed-Use District: Encourage redevelopment at Pine and Flynn for small-scale multi-family housing and neighborhood-serving retail/services.

Construct Champlain Parkway—a new 2-lane road with parallel multi-use path.

Consider rerouting transit from Pine.

Create new space for maker enterprises along Briggs Street, facing the future Champlain Parkway and providing a new gateway to the South End.

So, how do we *connect* the neighborhood?

adaptive reuse of St. Anthony Church for housing/mixed-use development; explore potential for additional housing on site.

Expand and preserve arts/maker space

With Champlain Parkway, new traffic light

Long-term potential for maker enterprise redevelopment.

Legend

- Focus area
- Champlain Parkway
- Potential street
- Infill development
- Near-term reuse
- New park entrance
- Major new or improved bike and pedestrian connections
- Bike path
- Paving
- New transit route
- Raised, textured crosswalks or speed tables

Emphasis on "neighborhood center" character

Enable multi-family housing behind Champlain Elementary School, on land now used for the school district maintenance facility.

Protect Englesby Brook; control flow and volume of stormwater.

Fill missing links in a South End Neighborhood Path.

Explore potential for a South End community center.

Improve pick-up/drop-off at Champlain School

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Pine St. south of Flynn: Add sidewalks and bike lanes; add curb extensions at intersections; consider mini-traffic circles

With Champlain Parkway, new traffic light

Emphasis on "rough/ready, industrial" character—connect with Industrial Pkwy?

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-  Near-term reuse
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Move emphasis

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Long-term potential for maker enterprise development

Move emphasis

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How do we *connect* the neighborhood?

By re-evaluating land use policy/zoning in and near the Enterprise Zone, how do we connect the neighborhood?

- **Guide urban design (NMU District):**
 - 2-4 story buildings, street-oriented uses on ground floor
 - Building form defines existing and new streets, parking in rear or structured
 - Façades utilize traditional and new materials
- **Density and scale for new, infill multi-family housing** development
 - Residential density that will compliment the neighborhood and allow for housing growth
- **Stormwater best-management** practices on new/redeveloped sites
 - Lot coverage, pervious paving, green roofs or landscaping, requirements or incentives
 - Buffers from brook
- **Review allowable uses in NMU**
 - Neighborhood-oriented retail and multi-family uses in along Pine Street & Flynn Ave



Characteristics of an industrial area

As a remaining industrial and R&D area of the City, this part of the South End is a destination for businesses and employees because of the type of work that they do.

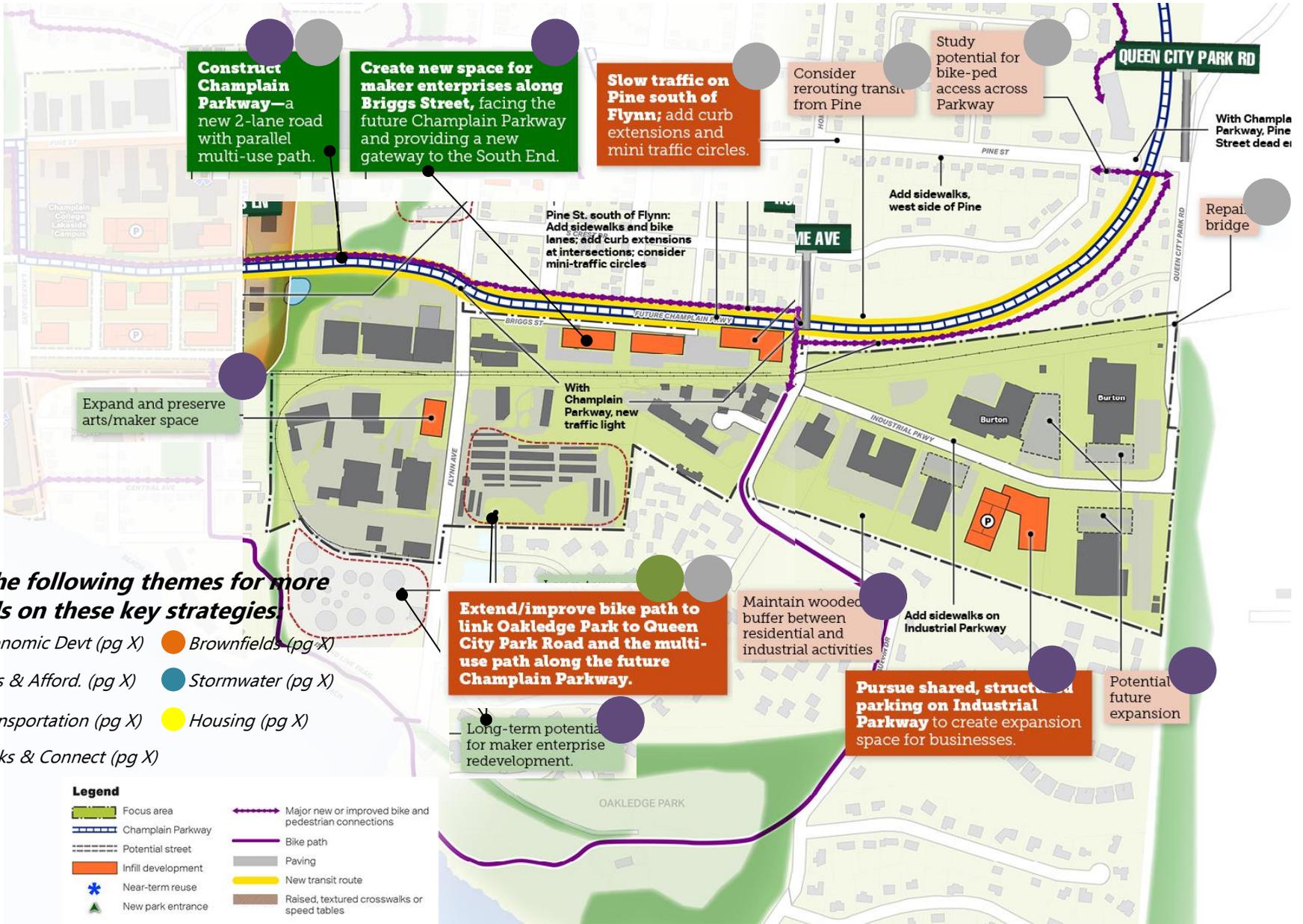
- An **enclave of large-footprint, more traditional research, warehousing, storage and industrial buildings** where small and mid-sized businesses produce, prototype, store and package their products; predominance of rough and rugged uses, or back-of-house companies
- **Buildings are set back from the street**, but improvements such as a shared parking structure, infill development on parking **lots incremental expansion of existing buildings** create additional room for companies to grow
- The area continues to be **served by vehicles and heavy trucks for business' needs**, but Champlain Parkway relieves some traffic on nearby residential streets
- Area is accessible by bike, transit and on foot although there is **not a high concentration of walkable destinations; buffered from nearby residences**





So, how do we *preserve* R&D and industry?





Construct Champlain Parkway—a new 2-lane road with parallel multi-use path.

Create new space for maker enterprises along Briggs Street, facing the future Champlain Parkway and providing a new gateway to the South End.

Slow traffic on Pine south of Flynn; add curb extensions and mini traffic circles.

Consider rerouting transit from Pine

Study potential for bike-ped access across Parkway

QUEEN CITY PARK RD

With Champlain Parkway, Pine Street dead end

Add sidewalks, west side of Pine

Repair bridge

Pine St. south of Flynn: Add sidewalks and bike lanes; add curb extensions at intersections; consider mini-traffic circles

FLYNN AVE

Expand and preserve arts/maker space

With Champlain Parkway, new traffic light

INDUSTRIAL PARKWAY

Burton

Burton

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Extend/improve bike path to link Oakledge Park to Queen City Park Road and the multi-use path along the future Champlain Parkway.

Maintain wooded buffer between residential and industrial activities

Add sidewalks on Industrial Parkway

Pursue shared, structured parking on Industrial Parkway to create expansion space for businesses.

Potential future expansion

Long-term potential for maker enterprise redevelopment.

OAKLEDGE PARK

Legend

Focus area	Major new or improved bike and pedestrian connections
Champlain Parkway	Bike path
Potential street	Paving
Infill development	New transit route
Near-term reuse	Raised, textured crosswalks or speed tables
New park entrance	

How do we *preserve* R&D & industry?

By re-evaluating land use policy/zoning in and near the Enterprise Zone, how do we preserve R&D and industry?

- **Guide urban design:**
 - 1-3 story buildings
 - Parking not along major streets, structured if possible,
 - Traditional and new materials
- **Larger minimum lot/building sizes** permitted to support industrial, R&D needs,
- **Stormwater best-management** practices on new/redeveloped sites
 - Lot coverage, pervious paving, green roofs or landscaping, requirements or incentives
- **Review allowable uses;** focus on R&D, light industrial, enterprise, arts/maker businesses with industrial focus
 - Arts/maker/industrial/warehousing/R&D uses in EZ along Flynn, Champlain Parkway, Industrial Parkway
 - **Performance standards to mitigate potential noise, smell, etc on nearby residences**
 - Prohibit or limit retail/office as standalone, except when wholesale/accessory to an enterprise function



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