

**DRAFT**

JUNE 2015

# plan **BTV** South End



# #OurSouthEnd

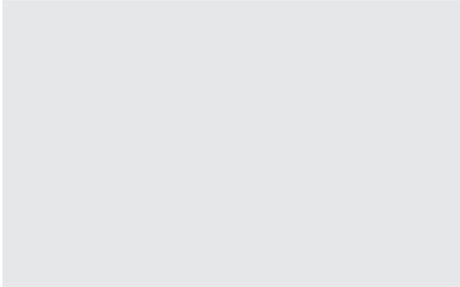
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[www.planBTVSouthEnd.com](http://www.planBTVSouthEnd.com)

# Acknowledgments

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# A USER'S GUIDE

## *This is just the beginning...or the middle*

planBTV South End marks an important moment in an ongoing conversation about the future of the South End. It establishes a foundation and direction that will guide public policy and public and private investment moving forward. It provides a “big picture” framework for the future of our neighborhood—a framework we’ve shaped together. But the conversation doesn’t stop here. Over time, we must continue working and planning together to further shape, refine and realize the projects, policies, and initiatives identified within this plan, and work to make exciting things actually happen.

## *There's a lot we South Enders and South End enthusiasts agree on...*

...but we certainly don't agree on everything. Over the course of the planBTV South End effort, people from different parts of the neighborhood and different walks of life – from employees to business owners to residents and more—voiced many different views and perspectives. This plan has given voice to those many perspectives and concerns, capturing South Enders in their own words, and is much better for it as a result—thank you! Ultimately, planBTV South End has sought to find balance where possible, and define a path forward that's mindful of the full range of perspectives while also recognizing the important role the South End plays in the city and the region as a whole.

## *Stay involved!*

Moving a plan forward takes time, and the real work begins now. Let's roll up our sleeves and make good things happen!



**Implementation next steps**



**Responsible lead party**



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## ABOUT THE PLAN

# Why do we need a plan anyway?

The South End is already great. So why do we need a plan?

**planBTV South End is all about preserving what we love about this funky neighborhood and sparking improvements where they're needed, as the South End continues to evolve.** Sometimes, neighborhoods let change happen to them. But some-

times, as neighborhoods change, what made them special in the first place is eroded or disappears altogether because community members didn't take the time to consider what direction they really wanted to go—and if that was where they were headed. Instead, as a community, we're getting out in front of the next wave of change. From lumber processing, to manufacturing, to transportation, to arts and food, the South End has been in a constant state of change and innovation, but what's next? Through this plan we're shaping how and where we'd like to see the neighborhood evolve, and identifying the improvements we'd like to see—improvements that will make the South End a more walkable, bikeable, green and connected place, an ever-more resilient economic hub for the City and region, a place where residential neighborhoods continue to thrive, a place where creative art/maker enterprises continue to flourish, and a place whose creative spirit is visible throughout the neighborhood.

**planBTV South End is part of a phased effort to update Burlington's comprehensive plan, neighborhood by neighborhood.** We began with planBTV Downtown & Waterfront in 2010—a powerful example of what our community can accomplish when we come together to create a vision for a neighborhood's future. planBTV South End, launched in Spring of 2014, is the next step. We started

with investigation and documentation of conditions in the South End today. During Phase 1 of planBTV South End, we conducted an assessment of land use; transportation; stormwater; brownfields; and real estate market conditions. These findings provided an important foundation for Phase 2, development of the master plan documented here, between Fall of 2014 and Summer of 2015.

planBTV South End is rooted in a number of previous planning initiatives, including *planBTV Downtown & Waterfront*, which addressed the northern end of the planBTV South End study area; *The Walkable and Livable Communities Institute Report*, developed in Fall of 2014 following the planBTV South End Active Living Workshop; charrettes and design explorations led by Diane Gayer, involving community members and UVM students; the 2013 *Champlain Elementary School Safe Routes to School Pedestrian and Bicycle Feasibility Study*; the 2013 *Sustainable Neighborhood Assessment*; and the Railyard Enterprise Project.

**The planBTV South End Master Plan represents the ideas, aspirations, and concerns of the hundreds of community members who participated in the process. This is our vision. Together, we can move this vision forward.**

*planBTV South End is funded in part by a grant from the National Endowment for the Arts with additional support from the Chittenden County Regional Planning Commission, AARP, the Environmental Protection Agency, the State of Vermont Department of Housing and Community Development, Champlain Housing Trust, Dealer.com and Burton Snowboards.*

# Taking it to the **people**

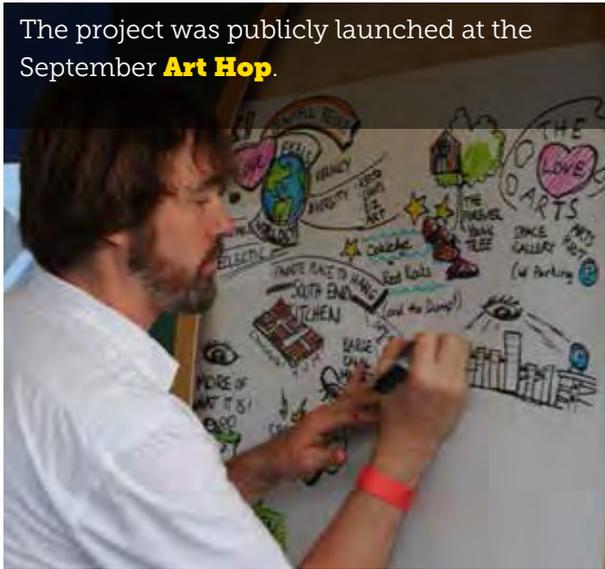
**planBTV South End represents a community conversation**—an important moment in an ongoing discussion about how this neighborhood could and should evolve over time. Many hundreds of South Enders and South End enthusiasts city-wide participated in this conversation, sharing their aspirations, ideas and concerns. They participated in planBTV South End events; they shared their perspective via the webtools; they tagged photos with #OurSouthEnd, sharing their view of what makes the South End special; they designed art-based strategies for reaching out to their neighbors in creative and engaging ways, and capturing their visions for the South End.

The planBTV South End master plan documents and reflects this broad-based community conversation. You can find more information about South Enders' perspectives and planBTV outreach efforts in the pages below, and throughout the plan.

# Events!

Between Fall 2014 and Summer 2015, a series of events drew South Enders together to help shape this plan.

The project was publicly launched at the September **Art Hop**.



The September **Active Living Workshop** focused on walkability along Pine Street.



A **South End Crawl** in November showcased the rich mix of creative places within the neighborhood.



A **3.5 day Community Workshop** in February explored options for the future of the South End, and showcased artist-led outreach projects.



A **Draft Plan Release Party** in June put the draft planBTV South End Master Plan on display for community review and comment.



Focus group meetings, smaller community meetings, "office hours" discussions with artists and the planning team, participation in NPA meetings and other community events, and more were all a part of the planBTV South End process.



# Artist-led outreach

planBTV funded over 20 artist-led projects to engage community members in planning for the future of the South End.



Artists Terry Zigmund, Matt Gang, Tara Goreau created "S.E.A.D. seeds"—maple seed shaped plywood pieces recognizing the South End Arts District—that invited community members to share thoughts on what about the South End makes them smile, and what they would like to see change. Community members hung their S.E.A.D. seeds on one of three wooden trees, each painted to depict a scene from the South End.



At the King Street Center, artist Matt Heywood worked with kids and grownups to envision the kinds of things they hoped to see as part of the South End's future.



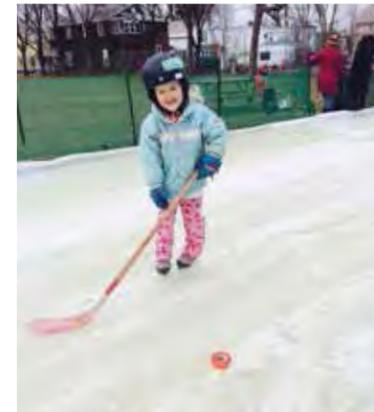
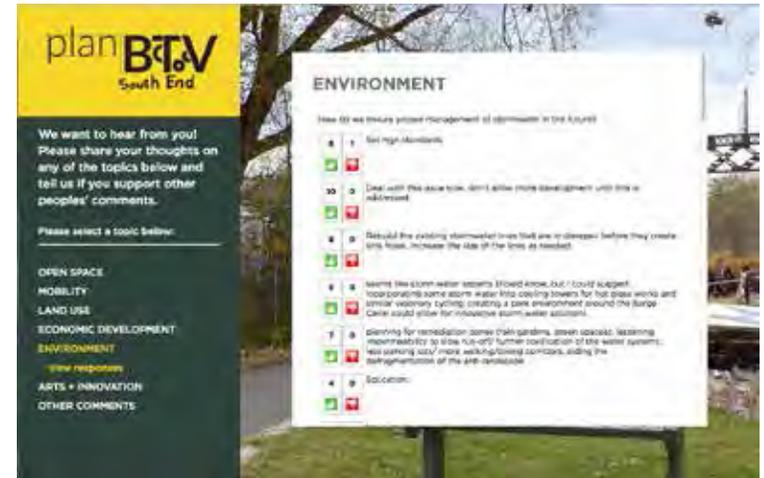
Blue-orange flame point,  
Fire to metal born red.  
Twisted steel sprouts life.

Poem by Edward Burke  
Photo by Evan Johnson

The Burlington Writers Workshop paired poets and photographers to tell stories from the South End, capturing its past, present, and future. Poems and photographs were featured at a public event during the Community Workshop.

# The internet is always open

South Enders used the online webtools and the #oursouthend hashtag to share their perspectives on the South End and view the perspectives of others. A website, Facebook, Twitter, and email alerts all helped keep folks in the loop on upcoming plan events.



Online webtools provided forums for community discussion about the South End (above). As part of the planBTV South End #OurSouthEnd campaign, South Enders shared photos of they love about their neighborhood (left).

For more info, skip right to "South Enders Speak!" on page 28. 

## ABOUT THE SOUTH END

# The ever-evolving South End: a scrapbook

The South End has evolved from **NINETEENTH CENTURY INDUSTRIAL HUB**...

to a **HIGH VACANCY PLACE**...

to a **CREATIVE SPACE**...a place where "stuff gets made" and where innovations happen.

The South End emerged as Burlington's industrial hub beginning in the mid-1850s, with a mix of heavy-duty industrial and manufacturing activities. The railroad and barge canal supported the lumber industry starting in 1849, and the Kilbern & Gates furniture manufactory opened twenty years later. A hundred years ago, along Pine Street, Burlington Coal produced gas for cooking and heating, generating the contaminants we're still managing today at the Barge Canal Site. At Howard and Pine, the E.B. and A.C. Whiting Brush Fibre Co. was expanding its factory complex. On Lakeside Ave, the Queen City Cotton Company operated a mill—and the state's first factory housing complex—in what would become the Lakeside neighborhood. Other residential neighborhoods were beginning to emerge as well, particularly east of Pine Street.

The Queen City Cotton Mill and its employees, looking west down Lakeside, circa 1900.



From *Mills & Factories—Lakeside Avenue Manufacturing*, by Kyle Obenauer. Learn more at: <http://www.uvm.edu/~hp206/2013/pages/obenauer/index.html>

Pine Street between Kilburn and Pine Place, looking south, circa 1930, with what is thought to be the E.S. Adsit Coal Company coal yard on the right.



Photo by Louis L. McAllister; from "Depression Era Streetscapes: South End - St. Paul Street, Pine Street, & Lakeside Development," by Caitlin Meives. Learn more at: <http://www.uvm.edu/~hp206/2006/Meives/pine7.html>

Lakeside Avenue at Central Avenue, looking east, 1945. The Queen City Cotton mill, then occupied by Bell Aircraft, can be seen on the left. The homes on the right were built at the turn of the 20th century. The neighborhood also included a barbershop, grocery stores, a nursery, and a meeting hall.



Photo by Louis L. McAllister; from "Depression Era Streetscapes: South End - St. Paul Street, Pine Street, & Lakeside Development," by Caitlin Meives. Learn more at: <http://www.uvm.edu/~hp206/2006/Meives/lakeside1.html>

By the 1950s, the South End was still hard at work but many of its buildings had shifted to new owners and businesses, while new buildings and businesses had become part of the landscape. The Vermont Structural Steel Corporation was at the peak of its success, employing 150 people from its Flynn Street location. On Lakeside Avenue, parts of the old Queen City Mill buildings had been retooled four times over—first as a storehouse for E.B. & A.C. Whiting company, then for government production of wartime materials, then for Bell Aircraft, and then to produce weapons systems for General Electric. Also on Lakeside Avenue, Blodgett Oven produced commercial ovens from their still-relatively-new factory.

*Blodgett Oven circa 1948, shortly after construction of their South End factory. Like many manufacturing buildings in the South End, it will soon see reuse.*

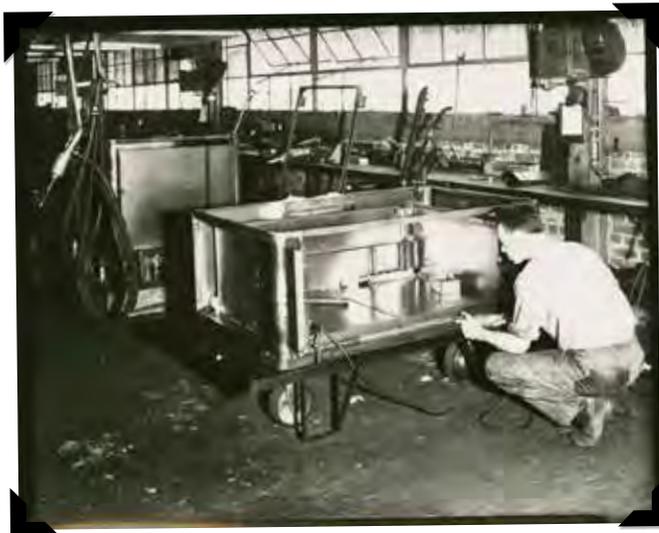


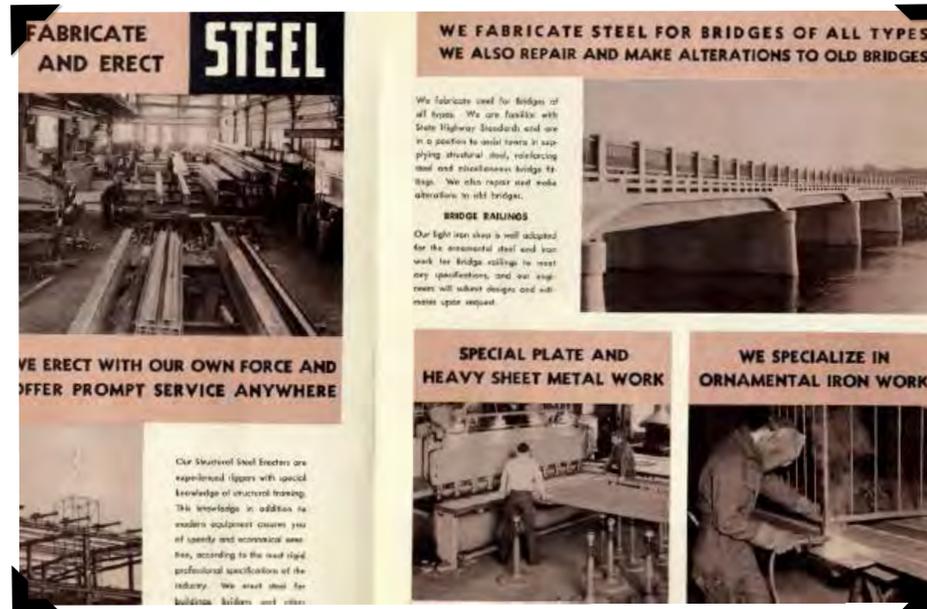
Photo: UVM's Center for Digital Initiatives

*Pine Street, looking northwest, circa 1953. The coal gasification plant is the round building on the left side of the Pine Street and the E.B. and A.C. Whiting brush complex can be seen on the right.*



From Mills & Factories—From Cereal to Can Openers: Historic Industries along Pine Street, by Karyn Norwood. Learn more at: <http://www.uvm.edu/~hp206/2013/pages/norwood/index.htm>

Vermont Structural Steel brochure.



From Mills & Factories—Flynn Avenue Factories—From Film to Chocolate, by Frances Gubler. Learn more at: <http://www.uvm.edu/~hp206/2013/pages/gubler/index.html>