

Key Actions to Preserve and Enhance the South End

REINFORCING AN ARTS HUB

The South End Arts District is a funky hub of artists, makers and tech folks, nestled alongside the Lake and downtown. This part of the South End will continue to be a destination, a place that the City's residents and visitors are drawn to explore because there's a sense of discovery and an authentic arts vibe. Art, food and other creative goods are being made and sold with pride. It's evident that this place has evolved over time, as the granularity and funkiness of façades and interior and exterior spaces tell the story of what once was. The clustering of buildings and activities along Pine Street give this part of the South End a feeling of being a special place.

Our Plan for the South End envisions a greater density of arts and creative uses both as existing buildings are retrofitted and additional spaces are created. This arts hub will be further strengthened by turning Pine Street into a highly pedestrian-oriented, bikeable corridor that is more connected to downtown, the waterfront and other neighborhoods, and is served by transit. The design of streetscapes and location of open spaces also contribute to the character of the area. Public art, signage and landscaping will reinforce the area's aesthetics, tell the story of the South End, and encourage visitors to explore. And, they'll include valuable stormwater management features. The Barge Canal, currently a restricted-access Federal Superfund Site, is envisioned to become a publicly-accessible open space for the neighborhood—a celebration of the South End's ecology and industrial roots.



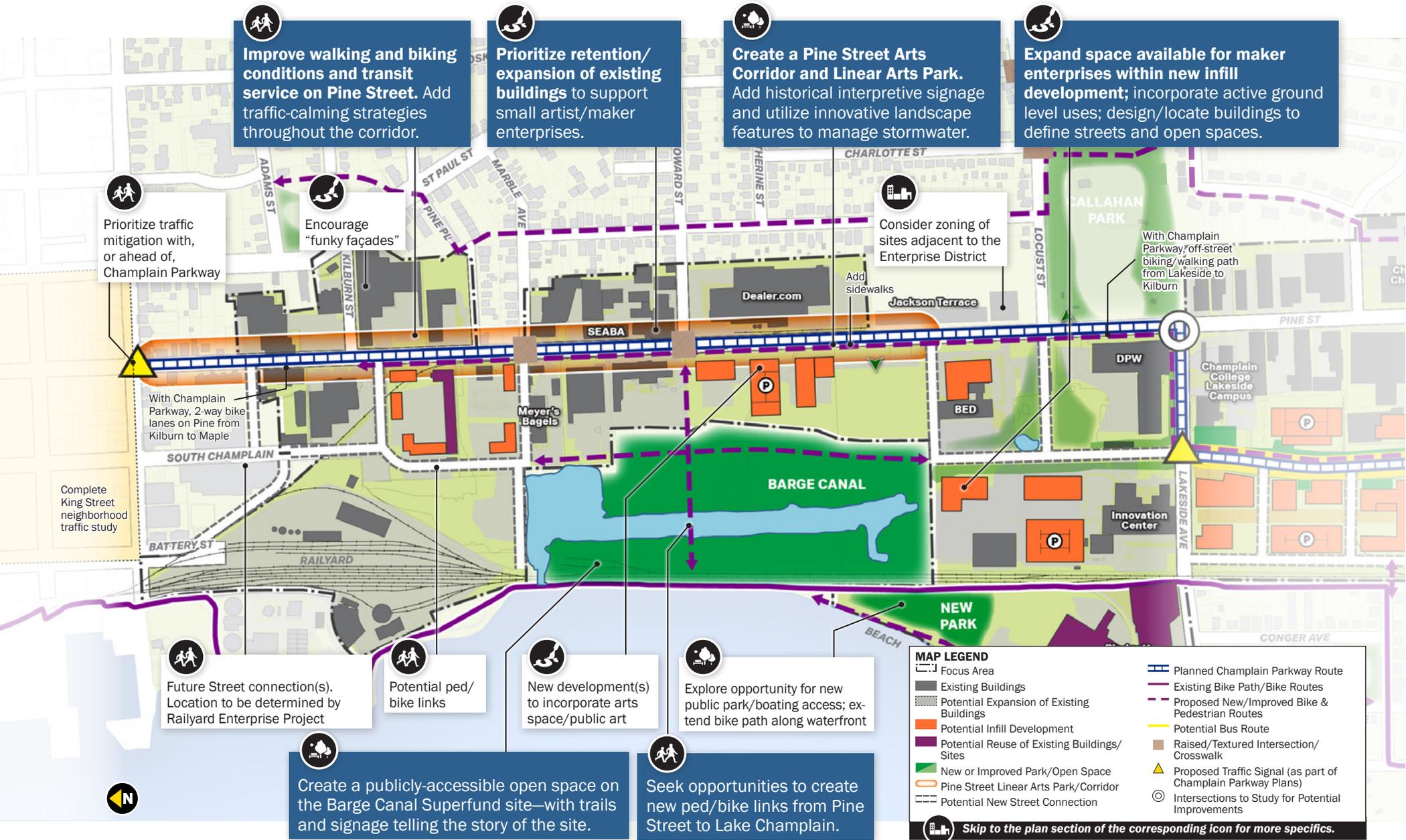
These urban design principles should guide property owners as they develop and redevelop properties along Pine Street to ensure that this part of the neighborhood retains its funky, arts vibe:

- 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:

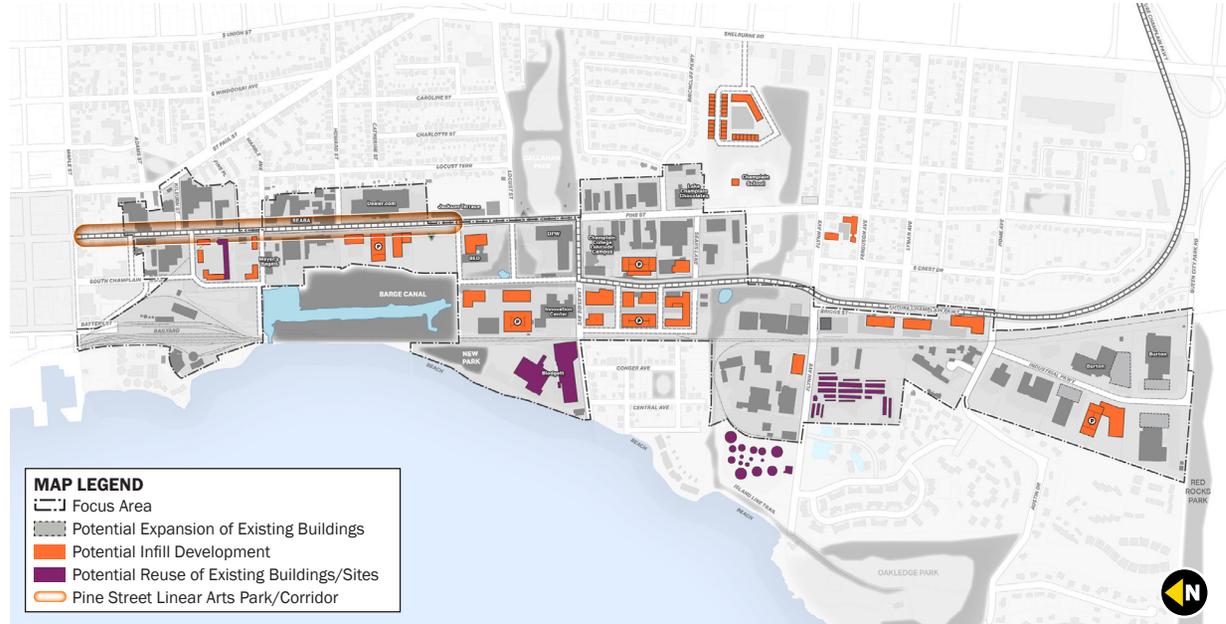
- Arts and maker focused businesses, artist work spaces
- Limited retail (limited to products being made nearby), small office enterprises

Key Strategies for Reinforcing an Arts Hub





 Prioritize the retention/expansion of existing buildings to support artists and makers. Encourage the continued use of buildings for maker enterprises as these are likely to be more affordable spaces than new construction.



 Continue to advance public, private, and non-profit initiatives that would add studio space within the South End. Provide technical assistance to artists and makers looking to establish cooperatives; assess demand and feasibility of creating new space; and encourage new infill developments to include an art/maker component.



 Active, ground level uses will reinforce this part of the neighborhood as a special place, providing many destinations for visitors to explore.

PHOTO BY LEE KROHN



 Ensure zoning permits the installation of creative façades to highlight the spirit of the South End, such as these artful façades in Atlanta's Five Points neighborhood (left) and on the Soda Plant building in the South End (right). PHOTO BY LEE KROHN





 Consider the South End's role in a City-wide wayfinding strategy to direct visitors to South End destinations and reflect its arts and industrial character. Consider a design competition for South End signage. *IMAGE CREDIT: DCL*



 Reinforce Pine Street as an Arts Corridor with a strong and visible arts presence. Create a Linear Arts Park along the street edge and in front of buildings that incorporates interactive sculptures, creative landscaping, murals by local artists and youth, and wayfinding and gateway sign elements. Identify locations for installations and a process for commissioning/funding the work.



 Art in the public realm can be used to reinforce neighborhood character, history, and culture. *RIGHT PHOTO BY LEE KROHN*

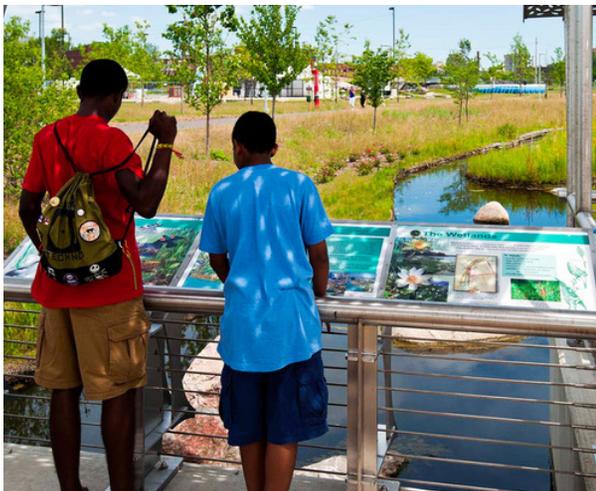




 Create a signature park on the Barge Canal site, that is a publicly-accessible open space destination, which incorporates interpretive signage, art, and trails linking Pine Street, Lakeside Avenue and the waterfront. Design should reflect the site's industrial heritage and be sensitive to its ecology and environmentally sensitive areas, such as through the use of boardwalks.



 Work with owners of privately held Barge Canal parcels and the Blodgett Beach area, to identify opportunities for publicly-accessible open space/parks and boating access along the waterfront. *PHOTO BY LEE KROHN*



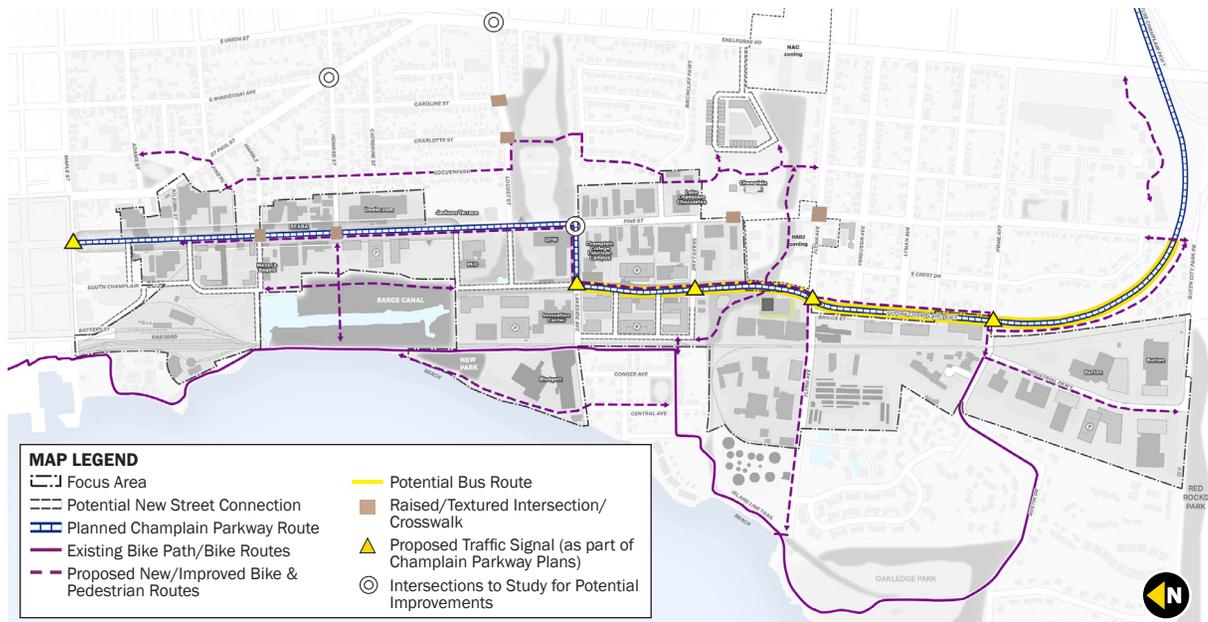
 Interpretive signage could tell the story of the Barge Canal's industrial heritage and ecology. This signage can be artful and creative, designed to reflect the character of the site. Boardwalk trails can be a great strategy for providing community access to places of environmental sensitivity, or where the land is best left undisturbed. *RIGHT PHOTO CREDIT: SMITHGROUPJJR*



 A paint and collage mural created by area youth under the guidance of artist Maggie Standley emphasizes the importance of wildlife and natural areas within the South End.



 Improve walking environment, bike travel and bus stops to reinforce Pine Street as a vehicular “slow zone” and “green street.” Consider ways to implement the Active Living Workshop suggestions to calm traffic, increase safety at intersections and mid-block crossings, bury overhead utilities, and increase lighting.



 A walkable, crossable, bikeable, soakable (stormwater management equipped) street with good transit connections should be the goal neighborhood-wide. These were clear priorities for local residents of all mobility levels interviewed by artists Michelle Sayles and Jen Berger, depicted in the mural below.



 Continue to explore opportunities for new street connections in the Railyard Enterprise area, and implement Pine Street improvements associated with the Champlain Parkway.



 Seek opportunities to create ped/bike links from Pine Street to the lake, north-south through the Barge Canal site, and improve walking and biking conditions along Pine Street. Start by adding sidewalks along Pine Street between Howard and Locust, as reflected in a mural developed with neighborhood residents by South End artists Michelle Sayles and Jen Berger. *LEFT PHOTO BY LEE KROHN*



EXPANDING THE INNOVATION DISTRICT

Near the geographic center of the Enterprise District, the South End is home to a growing job-focused district, which has become a destination for workers and companies that want to build synergies and create products and technologies. From powering the city; to discovering energy, technology and food innovations; to selling locally-made goods, this part of the South End is a place where Vermont's entrepreneurial ethic is on display. Former industrial buildings, living second, third or even fourth lives, have become centers of innovation. Former parking lots have been converted to new buildings hosting Champlain College's Miller Center, where new technologies are born and adopted by area companies.

Our Plan for the South End is about taking advantage of opportunities to build a beehive of workers and creative companies. What sets this area apart from others in the South End is the significant opportunity for new (and larger) infill, and the creation of a concentrated hub of entrepreneurial activity. Parking lots and vacant sites are reimagined with infill development that houses the next generation of businesses and makers, and expands connectivity for all modes of transportation. This hub of innovation will not only showcase the creative work of its companies—it will also feature creative building and site design, and the highest standards for sustainability and stormwater management.

Just as connectivity and collaboration are a part of the business models of companies in this area, it is an integral design principle for the physical fabric of this part of the neighborhood. New street connections are walkable, bikeable and served by transit. New buildings define important corners and new public spaces, which are designed to showcase the intersections between ideas; the synergy of new and old; and to encourage collaboration, meeting and brainstorming.



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 cafés, market, etc.

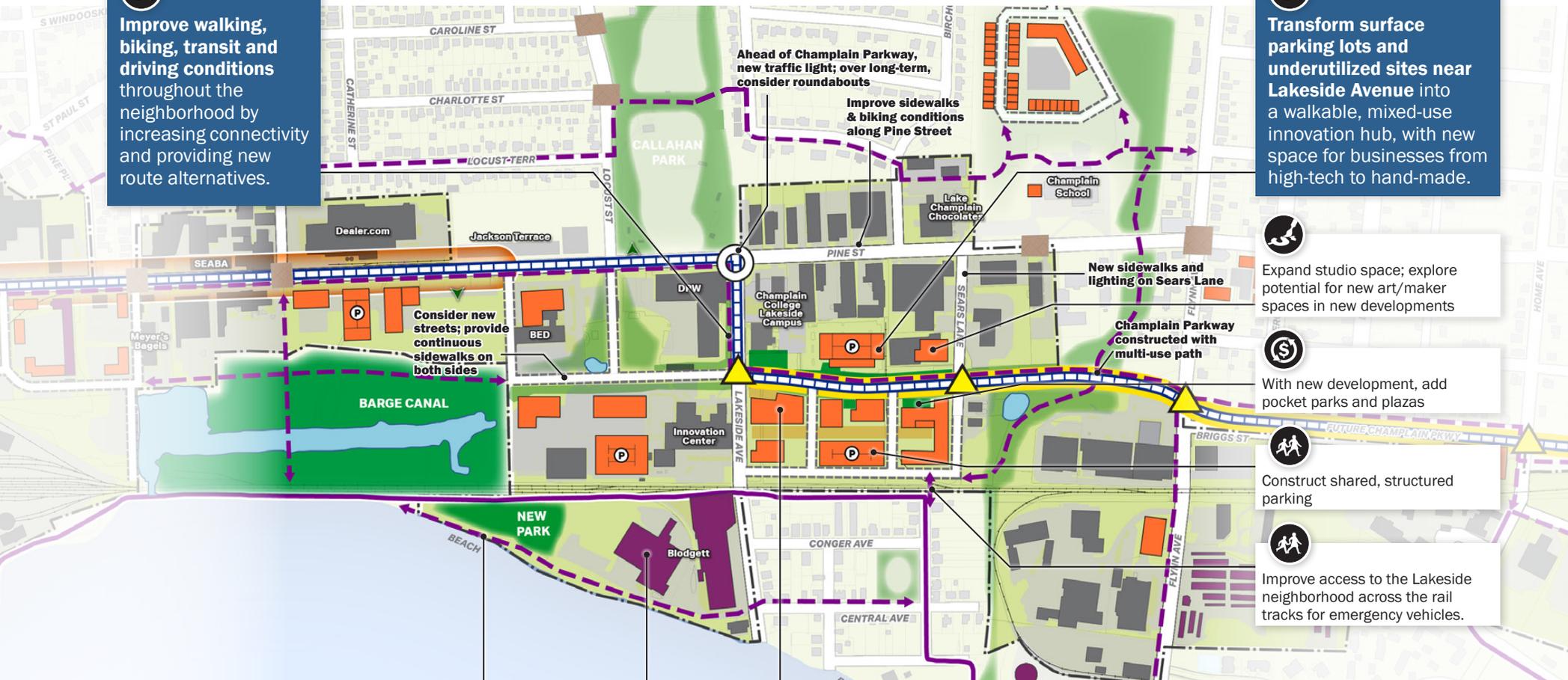
Key Strategies for Expanding the Innovation District



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



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



Extend the bike path along the waterfront to Lakeside Ave.



Work with property owners to reuse Blodgett buildings for creative enterprise businesses



Infill development to support business, maker growth

MAP LEGEND

- Focus Area
- Existing Buildings
- Potential Expansion of Existing Buildings
- Potential Infill Development
- Potential Reuse of Existing Buildings/Sites
- New or Improved Park/Open Space
- Pine Street Linear Arts Park/Corridor
- Potential New Street Connection
- Planned Champlain Parkway Route
- Existing Bike Path/Bike Routes
- Proposed New/Improved Bike & Pedestrian Routes
- Potential Bus Route
- Raised/Textured Intersection/Crosswalk
- Proposed Traffic Signal (as part of Champlain Parkway Plans)
- Intersections to Study for Potential Improvements

Skip to the plan section of the corresponding icon for more specifics.

INNOVATION DISTRICTS + ARTS DISTRICTS + THE SOUTH END

The South End is an **innovation district**—a mixed-use urban place where companies and institutions cluster and connect. Innovation districts are places of start-ups, business incubators, and established anchor businesses or institutions. They tend to be compact and transit-accessible. Many include mixed-use housing, office and retail space. “Our most creative institutions, firms and workers crave proximity so that ideas and knowledge can be transferred more quickly and seamlessly,” notes the Brookings Institution in a recent report called *The Rise of Innovation Districts: A New Geography of Innovation in America*.¹ South End entrepreneurs say it’s just this proximity between businesses—from design firms, to engineering firms, to coffee roasters, to breweries—that makes the South End a great neighborhood in which to grow their company.

The South End is also an **arts district**, home to a critical mass of places where artistic and creative production, consumption, and collaboration thrive. Arts districts feature cultural facilities, arts organizations, individual artists, art-based business, and ancillary merchants. They tend to be unique, with their own character, community, and local resources. They also can have significant impact on their local economy, sparking improved livability, and attracting businesses and residents. South Enders care passionately about the arts community that’s grown within the South End.

The South End’s role as both an arts and innovation district is a distinctive strength—a powerful economic and creative foundation for the South End moving forward.

¹ For more information on innovation districts, see: <http://www.brookings.edu/about/programs/metro/innovation-districts>

What makes great innovation districts and arts districts tick?

Turns out they have a lot of characteristics in common:

- Creativity/innovation
- Collaboration
- Connectivity
- Diversity
- Anchors and multiple small players
- Non-profits and for-profits
- Places that offer serendipity/delight
- Intensity and density of uses
- Kick-start investment
- Coordinated efforts/programming/management

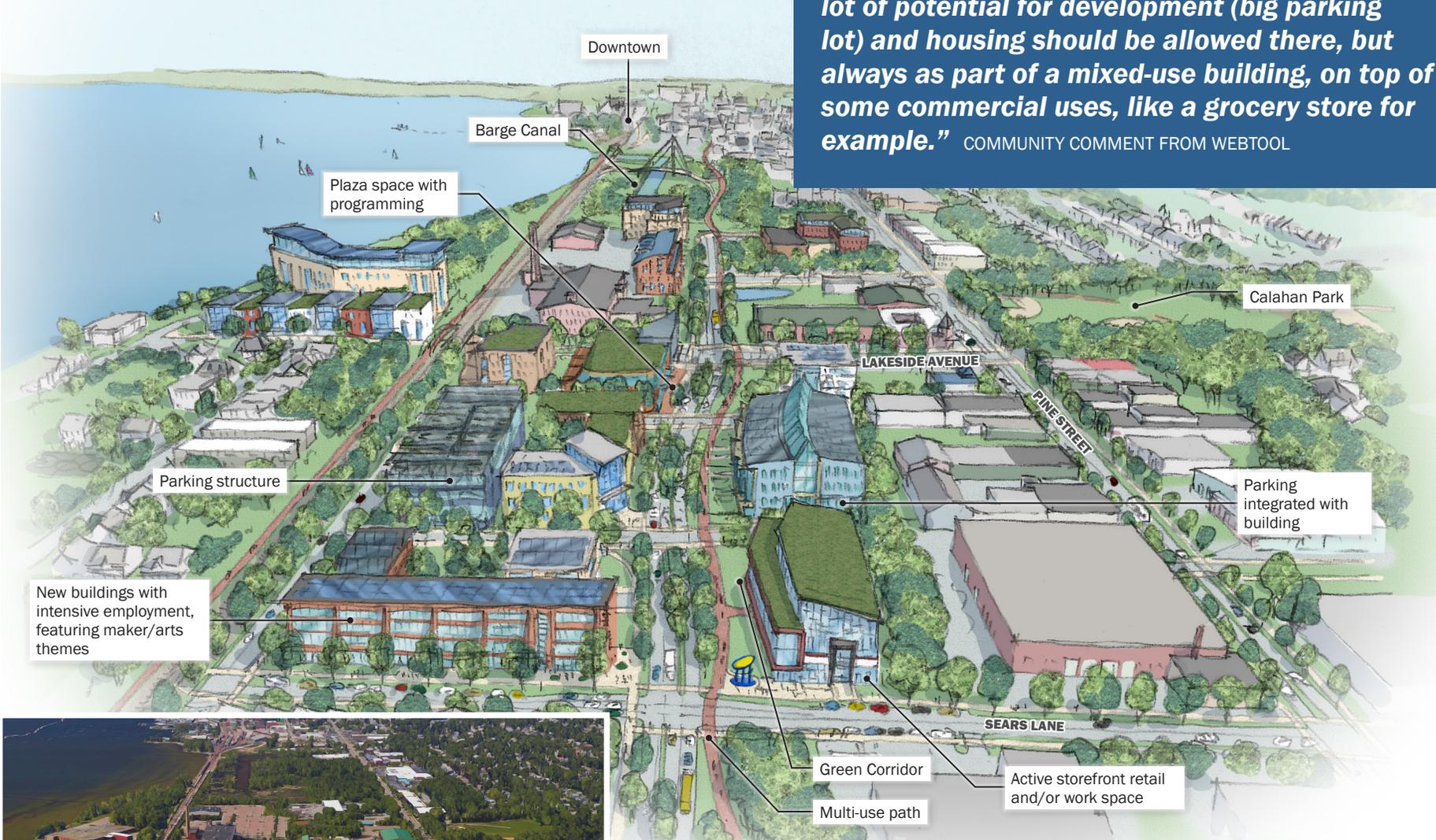
What kinds of spaces do these districts need?

INNOVATION DISTRICTS	ARTS/CULTURAL DISTRICTS
Proximity to other innovators and places to interact	Proximity to other artists and places to interact
Knowledge spillover opportunities	Knowledge spillover opportunities
Collaborative/shared spaces	Collaborative/shared spaces
Production spaces	Production, consumption, interactive spaces
Flexible spaces with range of affordability	Affordable spaces
Ancillary and support uses and services	Ancillary and support uses and services
Experience-rich	Experience-rich
Density and intensity of uses	Density and intensity of uses
Walkability	Walkability
Diversity	Diversity
Space for anchors and multiple small players	Space for organizations, consumption (galleries, theatres, ancillary AND individual artists)
Non-profit and for-profit	Non-profit and for-profit
Start-up public investment (infrastructure, programming, management, marketing)	Start-up public investment (infrastructure, programming, management, marketing)

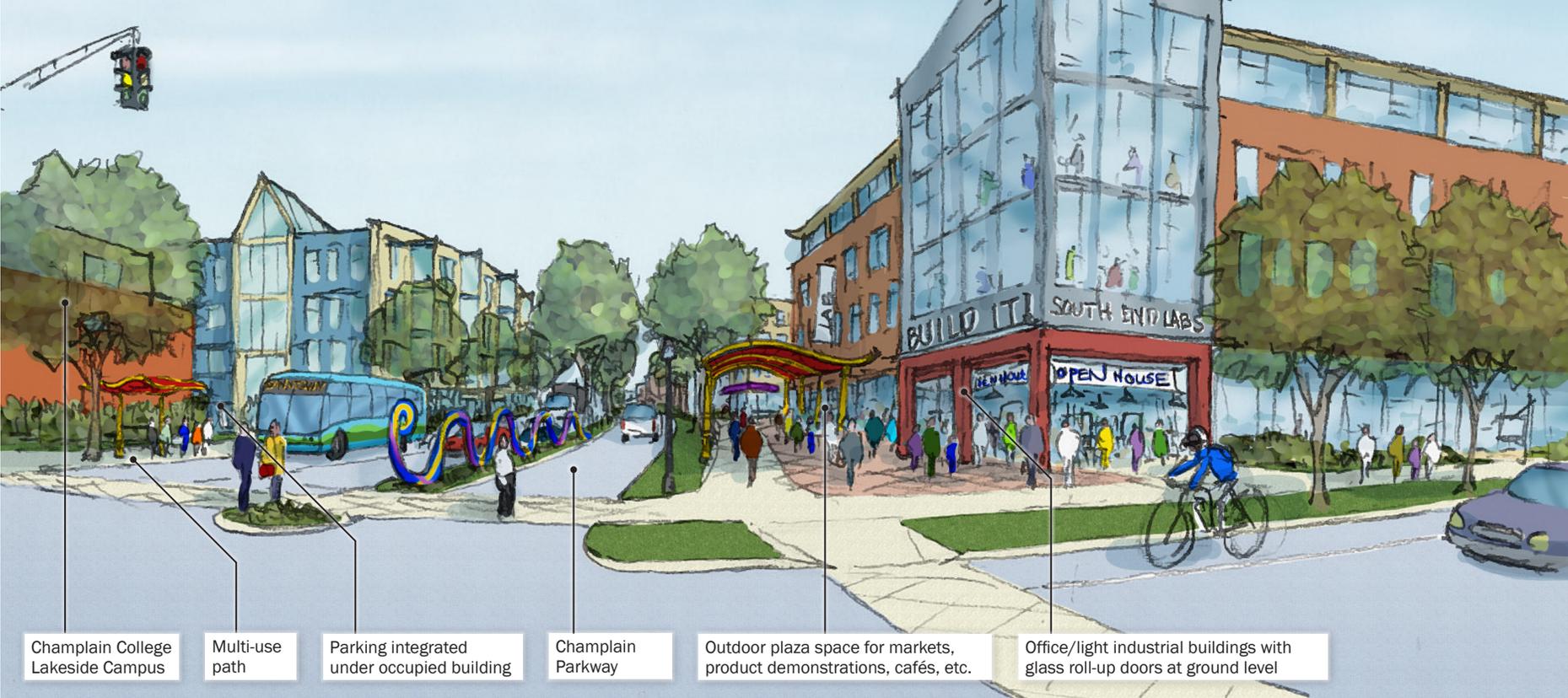
What are the common elements in success stories?

- Strategic action by cross-sector partners (not us vs. them, nor working in silos)
- Place-based orientation that is human-scale
- Core of creative and innovative businesses, activities and programming
- Diverse coalition of private, general public, developers, policy makers, and government officials
- Public/private participation and communication
- Artists engaged in their community—communities much larger than just arts and cultural uses and users
- Variety of spaces

“I think that the area around Lakeside has a lot of potential for development (big parking lot) and housing should be allowed there, but always as part of a mixed-use building, on top of some commercial uses, like a grocery store for example.” COMMUNITY COMMENT FROM WEBTOOL



 Transform surface parking and underutilized sites and expand connectivity to create a walkable, mixed-use innovation hub for businesses and maker activities. Incorporate parking in shared structures, new pocket parks and plazas, a “green corridor” along both sides of the Champlain Parkway, and better link Pine Street to the Lake.



 Multi-story buildings should define streets and public spaces, and the energy of the large and small companies and creative enterprises within them should spill out into the public realm.



(\$) Permit multi-story infill development to accommodate additional art and maker space, offices for innovative businesses; work with property owners to explore opportunities for reusing existing buildings, such as the Blodgett Site.



(B) Improve walking, biking, transit and driving conditions through new street connections and improvements along Lakeside Avenue, Sears Lane and Pine Street. Provide continuous sidewalks, green planted buffers between the road and the sidewalk, and incorporate low-impact stormwater management



(\$) For new and infill development, encourage a mix of traditional and modern materials and best practices for site and building design. *PHOTO BY LEE KROHN*



(\$) With infill development, create new pocket parks and plazas that provide space for collaboration and events, and double as stormwater management features.

PRESERVING R&D AND INDUSTRY

The southern reaches of the Enterprise District is home to an enclave of large-footprint, more traditional research, warehousing, storage and industrial buildings where small and mid-sized businesses are hard at work. Companies along Flynn Avenue and Industrial Parkway are more rough and rugged, or back of house, and are busy prototyping, producing, packaging, shipping and storing their products.

Our Plan for the South End is about preserving an industrial area of the City because it is a destination for businesses and employees based on the type of work that they do. It is about recruiting new companies to fill industrial spaces as existing companies outgrow their footprint in the South End. And, it's about having space for businesses to grow by repurposing surface parking lots and expanding building footprints.

While the companies in the South End are not as noisy and dirty as they were once upon a time, businesses in this area need to be able to spread out, make some noise, and be accessible by heavy trucks. As industrial businesses in this area continue to thrive we'll maintain wooded buffers and find other ways to lessen impacts on nearby residential areas. And while there is not a high concentration of destinations in this area that people walk to, it is certainly a place that employees and nearby residents walk and bike through. The Champlain Parkway will help provide more direct vehicular connections to businesses on Flynn Avenue and Industrial Parkway, allowing opportunities for traffic calming on nearby neighborhood streets, and to make the area more accessible by people who walk and bike to other destinations—like Lake Champlain and the parks.



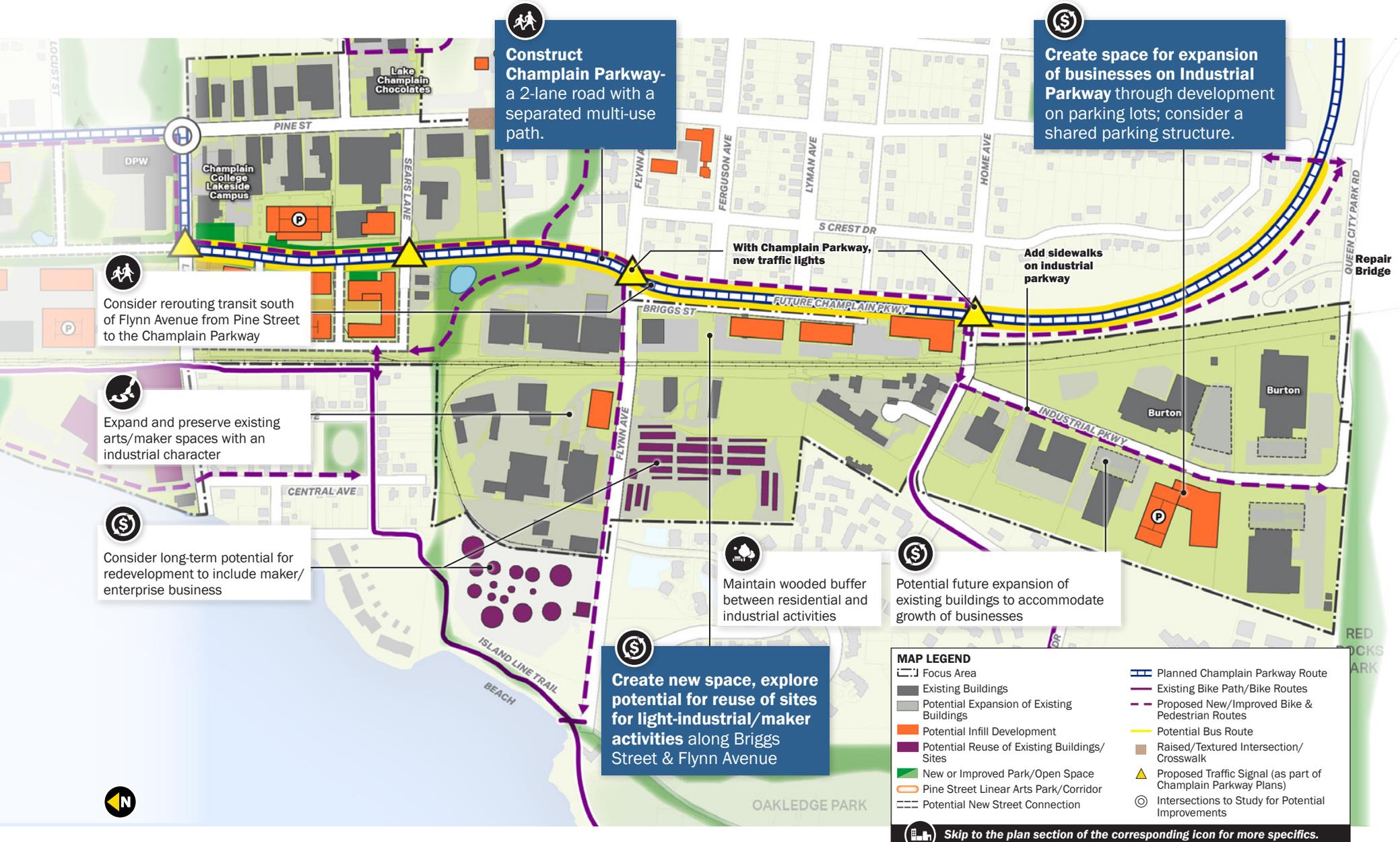
These urban design principles should guide property owners as they reimagine, reuse and expand sites in this area:

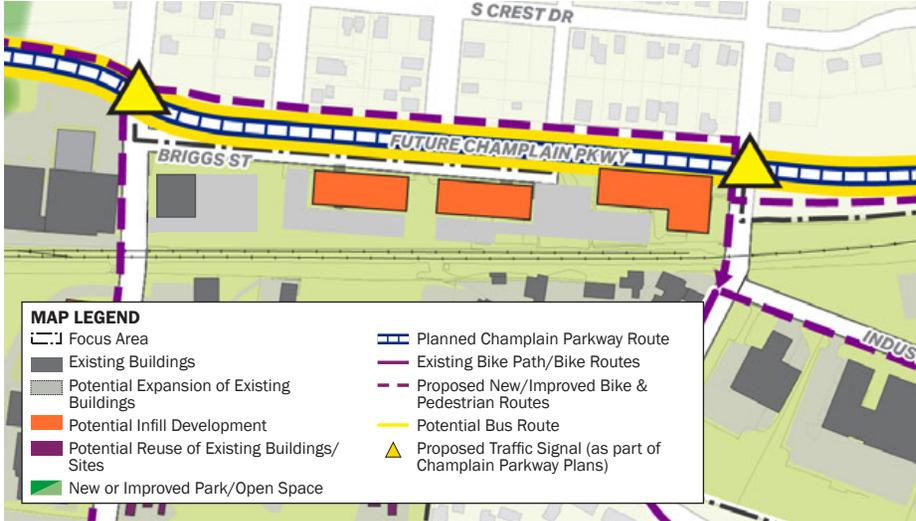
- Single or multi-story buildings (1-3 stories), larger minimum lot and building sizes permitted
- Utilize both traditional and new materials for buildings
- Structured parking where feasible, no parking lots along major streets

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





Pursue shared, structured parking on Industrial Parkway to increase the amount of land available for expansion of industrial/research and development enterprises.

With a shared, structured parking facility, explore ways that existing R&D and industrial facilities can be expanded, or new, infill facilities can be integrated along Industrial Parkway.



Provide technical assistance to companies in the South End wishing to expand, and to new companies wishing to locate in the South End, filling the space of companies that have outgrown South End facilities.



Create new space in 1- to 2-story buildings for maker, industrial, or R&D enterprises along Briggs Street, facing the new Champlain Parkway, and providing a new gateway to the South End.



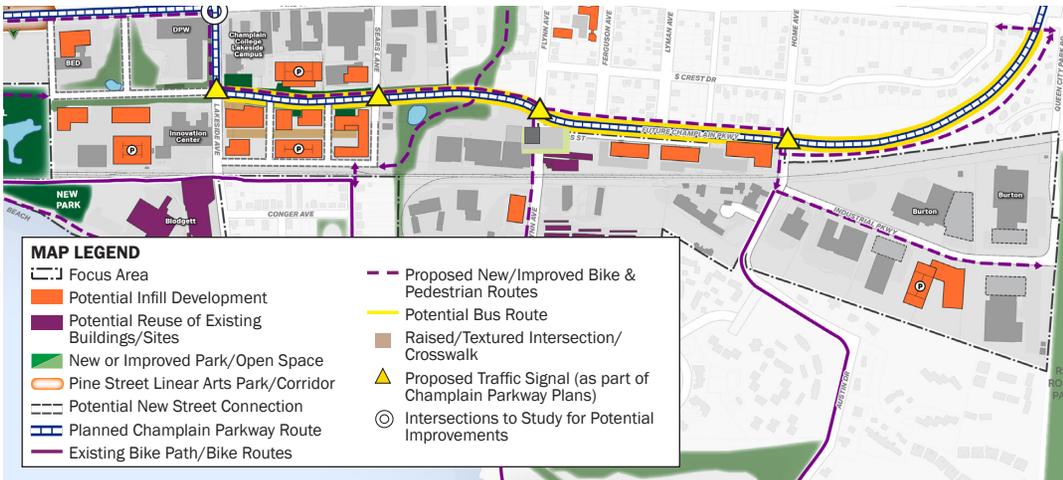
 Provide technical assistance to owners of large sites along Flynn Avenue, including the oil tank farm and mini storage site, which could be long-term sites for redevelopment. In particular, provide assistance for contamination clean-up efforts, which will pose a risk for any redevelopment of these sites.

PHOTO BY FRANCES GUBLER



 Encourage expanded buildings and infill industrial and R&D facilities to orient building fronts/customer entrances along major streets and sidewalks, with parking and loading to the rear or along secondary streets.

IMAGE COURTESY OF PLACEMAKERS BLOG



 Expand bike-ped connectivity for commuting and recreation. Extend/improve the bike path to link Oakledge Park to Queen City Park Road and the Champlain Parkway multi-use path. Provide continuous sidewalks to connect to businesses along Industrial Parkway between Home Avenue and Queen City Park Road.



 Utilize new and traditional materials on new and expanded industrial and R&D facilities, similar to other commercial building additions elsewhere in the South End.

CONNECTING NEIGHBORHOOD RESOURCES

The Pine Street corridor is the heart of the South End. From its intersection with Maple Street to its terminus at Queen City Park Road, homes, parks, schools, industry, art and business all have addresses on this important street. While many sites and buildings are used for only one purpose, it is the collection of these uses along and near Pine Street that gives this neighborhood its mixed-use identity.

Our Plan for the South End strengthens the southern end of Pine Street with neighborhood-supporting amenities, and better connects the neighborhood's resources across Pine Street. Several sites near the intersection with Flynn Avenue offer opportunities for mixed-use infill development that serves the neighborhood and provides opportunities for new multi-family housing. This growing neighborhood center is connected to existing residential areas, parks and schools via Pine Street and Flynn Avenue which are safer, more walkable, and more bikeable.

Over time, new sidewalks, bike routes, and street connections throughout the South End will strengthen the neighborhood's connectivity off of Pine Street, too. These connections will better link to the neighborhood's most prized asset—Lake Champlain—and provide low-stress alternatives for all residents to get where they want to go. And we'll work to ensure that it is a green and connected ecosystem. A healthier Englesby Brook will be supported by a robust stormwater management system on our streets, in our parks, and on private properties throughout the neighborhood.



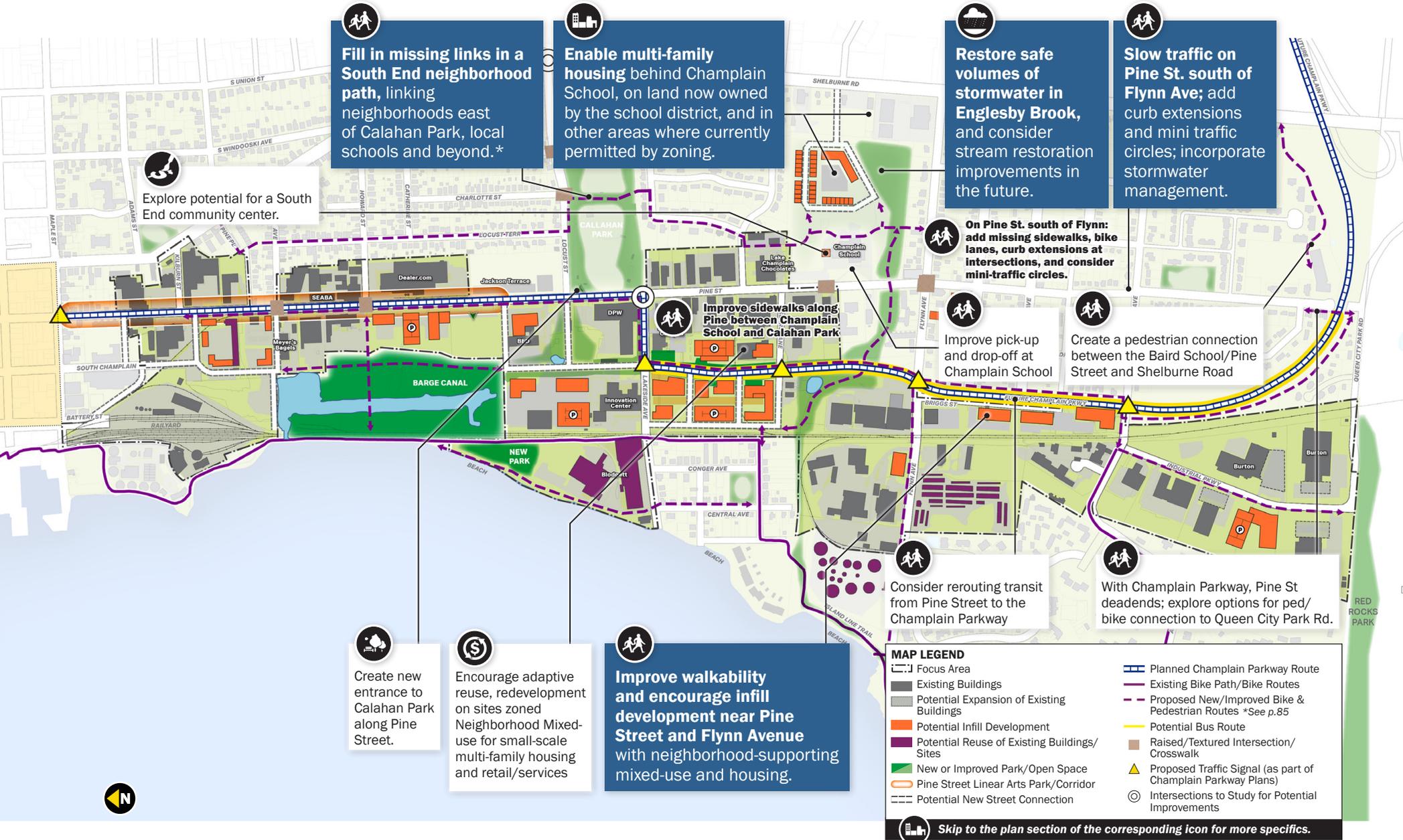
These urban design principles should guide mixed-use and residential developments outside of the Enterprise Zone:

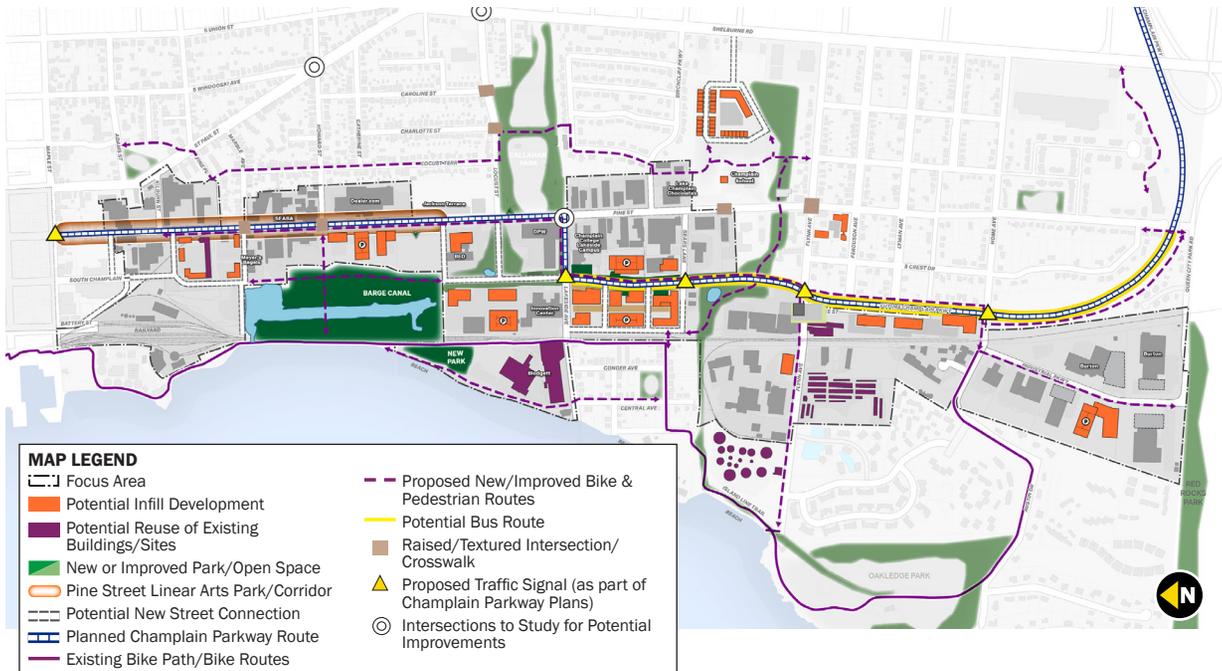
- Multi-story buildings (2-4 stories), building form should define streets/public spaces
- Active ground-level uses along major street frontages
- Utilize both traditional and new materials for buildings
- Structured parking where feasible, no parking lots along major streets

Uses near the intersection of Pine Street and Flynn Avenue should be focused on strengthening a neighborhood center:

- Multi-family housing, density which complements neighborhood and supports housing growth
- Limited retail uses to support neighborhood, primarily fronting on Pine St. and Flynn Ave.

Key Strategies for Connecting Neighborhood Resources





🚶 Explore opportunities for improving walkability and bikeability; infill development that can provide neighborhood-supporting mixed uses and multi-family housing; better connecting the neighborhood's diverse mix of uses; and improve the quality of Englesby Brook.

“The parcel on Pine/Flynn (St. Anthony’s) should be combination of South End community center and co-op housing. Housing is also appropriate behind Champlain School on the property which is now used for school maintenance equipment.” COMMUNITY COMMENT FROM WEBTOOL



🏠 Explore opportunities for redevelopment of land behind Champlain School for multi-family housing, and on properties near the intersection of Pine Street and Flynn Avenue for housing and neighborhood-oriented goods and services. Redevelopment/adaptive reuse of these sites would provide an opportunity for housing outside of the Enterprise Zone. Redevelopment should occur with sensitivity to the scale and pattern of surrounding residential neighborhoods.



🎨 South End artists Michelle Sayles and Jen Berger captured the concerns and aspirations of lower-income residents through interviews and the creation of a mural. A South End community center—a place where the neighborhood can come together, learn and create—emerged as an area of focus. Explore potential for a community center, possibly as an addition to the Champlain School.



🚲 Fill in gaps in the sidewalk network to improve connections to neighborhood resources, such as along the south side of Flynn Avenue between Pine Street and Oakledge Park. *PHOTO BY LEE KROHN*



 Establish a South End Neighborhood Path east of Pine Street to connect residential areas with parks, schools, and other destinations. Utilize recommendations from the Safe Routes to Schools study, and consider a boardwalk over Englesby Brook and wetland areas to connect the path from residences to Champlain School and other neighborhood destinations. (see details on p. 85)

PHOTO COURTESY OF SEATTLE DEPARTMENT OF TRANSPORTATION

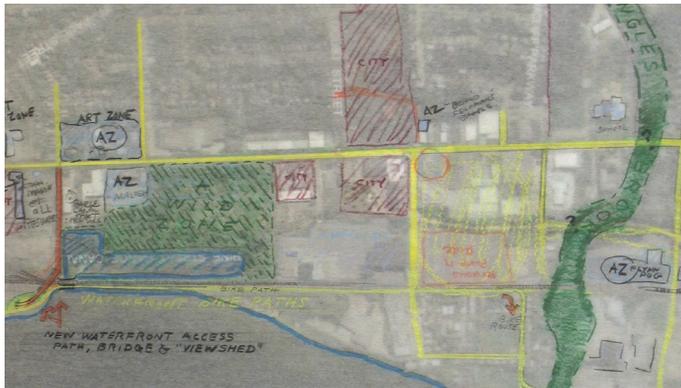


 Pine Street should be highly walkable, bikeable and served by transit. Provide a raised/textured intersection at Pine & Flynn; implement suggestions for Pine St. from the Active Living Workshop—10' travel lanes, bike lanes, a pedestrian crossing to Champlain School, a median for stormwater management, and improved pick-up and drop off conditions for the school. Improve visibility of people who walk and bike where Pine St transitions to more commercial uses. *IMAGE COURTESY OF WALKABLE AND LIVABLE COMMUNITIES INSTITUTE*



 Slow traffic along Pine St. south of Flynn. Replace on-street parking with bike lanes; calm traffic and improve walkability with curb extensions; install missing sidewalks, and consider mini traffic circles.

IMAGE COURTESY OF WALKABLE AND LIVABLE COMMUNITIES INSTITUTE



 Continue efforts to improve water quality in Englesby Brook, and ultimately Lake Champlain. Complete the Flow Restoration Plan for Englesby; strengthen stormwater management regulations for new development and redevelopment projects; and require public projects to meet stormwater reduction goals. Consider a plan for stream restoration for Englesby in the future. Draw on the inspiration provided by the Watershed Project developed by planner, designer and teacher Diane Gayer and her team.

RIGHT IMAGE COURTESY OF PHILADELPHIA GREEN STREETS DESIGN MANUAL

