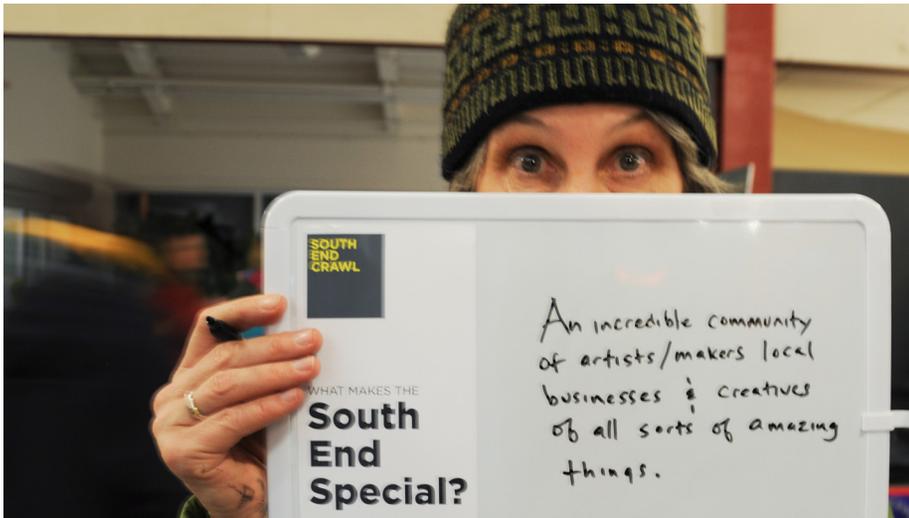


# What's Important?

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

## South Enders Speak!



Artist Amey Radcliffe shares her comments on what makes the neighborhood special during the South End Crawl.



Artist Terry Zigmund programmed a Digital Traffic Sign with excerpts of the community's responses to what makes them smile and what they would change about the South End.

### **The planBTV South End process engaged our community to talk about aspirations and to develop principles to guide our plan.**

Over the course of planBTV South End, hundreds of community members shared their hopes and fears for the South End, their values and priorities, their sense of what about their neighborhood should be preserved, and their ideas about what could be changed for the better. At the core of these comments were some common themes, illuminating what South Enders want planBTV South End to accomplish and providing a framework for development of this plan. These themes became the Guiding Principles for planBTV South End, which are outlined on page 34.



Artists Terry Zigmund, Matt Gang and Tara Goreau distributed maple seed shaped plywood cutouts for the community to share what makes them smile and what they would change about the South End, and to invite them to the South End Crawl events.

## Key Steps in the planBTV South End Process

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**.



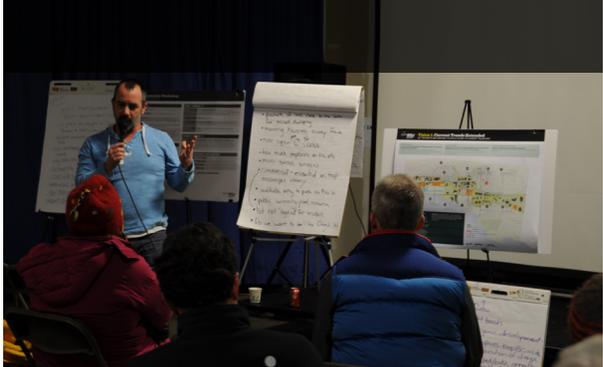
The September **Active Living Workshop** focused on walkability along Pine Street with Dan Burden.



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. The Planning Commission worked to incorporate this feedback over the next several months.



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.





### Community Workshop

During the 3.5 day Community Workshop South Enders had the opportunity to comment on three hypothetical visions for the neighborhood. Vision 1 presented the South End's future if it were to continue to evolve along its current trajectory with little planning. Vision 2 presented opportunities for strengthening the Lakeside area as a walkable, mixed-use innovation hub. And Vision 3 articulated Pine Street as a reimagined "great street" and linear arts hub. Workshop attendees were asked what they liked and what they would change about each of these visions.

With a diverse mix of stakeholders engaged in the workshop, a lot of opinions were heard. What stood out? Preserving the neighborhood's industrial, arts and creative identities, a desire for more neighborhood-supporting amenities, the need to improve non-vehicular transportation and connectivity, and the Barge Canal as an open space and industrial heritage site. In short, South Enders wanted a little bit of all three visions!



Residents shared what they liked and what they would change about each vision.



Topical discussions collected specific concerns and ideas about important goals for the South End.



Residents weighed in on specific goals for the neighborhood in Amey Radcliffe's "Red Light, Yellow Light, Green Light" project.

### Arts-based Outreach

The South End is a hub of creative activity. Through an Our Town grant from the National Endowment for the Arts, planBTV South End funded more than 20 artist-led projects to engage the community in planning for the future of the South End. Many artists have an ability to develop meaningful involvement with the community through their unique skills, talents and perspectives. The projects for planBTV South End, which included interactive exhibits, demonstrations, creative writing and photography, murals, sculpting and more, had a specific emphasis on engaging voices of those who may not typically participate in community meetings. Artists used these projects to collect input, help the community consider future scenarios, tell stories—and generally get people excited about and involved in the planning process.

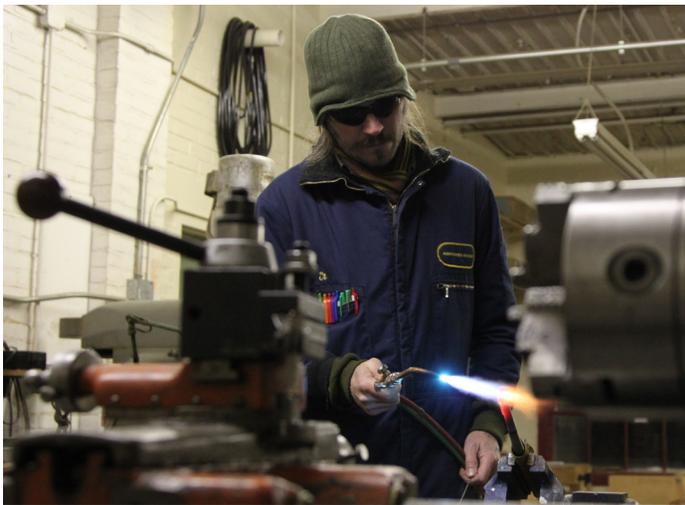
The artists' projects are highlighted throughout this plan, and a website has been created with details, photos and videos for each one at [www.planbtvarts.com](http://www.planbtvarts.com). Many of these projects will live on and continue to inform aspirations for the future of the ever-changing South End.



Artists Terry Zigmund, Matt Gang, Tara Goreau created “Seeds for S.E.A.D.”—maple seed shaped plywood pieces recognizing the South End Arts District. Community members shared what about the South End makes them smile, and what they would change. Seeds were hung on 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.



Clark Derbes created a Wayfinding Mural for the Community Workshop—in the parking lot across from the former Burlington Food Service Building, and inside from the front door to the deep recesses of the warehouse to lead the community to the workshop space.



Artists Kevyn Cundiff, Brian Goblik, Amey Radcliffe and Marie Davis created the S.E.A.D. Amazingly Marvelous Marble Run to engage the community in a discussion about planBTV South End—anyone who left a comment received a marble to drop in the run.

## Find the artists' projects in planBTV South End!

Arts Riot—Phone Booth (p. 66)

Burlington Writer's Workshop—Words & Pictures: Working/Living Here (p. 30)

Jen Berger & Michelle Sayles—Resident Mural (p. 45, p. 58); Resident's Narratives/Pop-Up Performance

John Brickels—Stormwater Street (p. 96)

Julie Campoli & Bren Alvarez—Community Design Project (p. 77)

Kevyn Cundiff—S.E.A.D. Amazingly Marvelous Marble Run (left, p. 50)

Clark Derbes—Wayfinding Mural—Community Workshop (left)

Kate Donnelly—Crossing Pine; Crossing Pine at King Street Youth Center—a community project

Diane Gayer—Community Design Project (p. 59)

Matt Heywood—Art Hop Live Illustration (p. 27); Youth Illustration Activities at King Street Center (p.30)

Lee Krohn & Britta Fenniman Tonn—Photography Tour of the Historic South End (p. 7)

Amey Radcliffe—Red Light, Yellow Light, Green Light (p. 29, p. 34)

S.E.A.B.A.—MADE Exhibit

Maggie Standley—Youth Mural (p. 44)

Tyler Venditouli—Parking Meter Bicycle Rack (p. 78)

Terry Zigmund—Digital Traffic Sign (p. 26)

Terry Zigmund, Matt Gang, Tara Goreau—Seeds for S.E.A.D. (p. 30); 3 Gears Functional Sculpture

## The Internet is Always Open

Throughout the planning process, 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. Today, the website is a repository of planBTV South End reports, studies, public input, photo galleries, and more!



**www.planBTVSouthEnd.com**  
**#OurSouthEnd**

Online webtools provided forums for community discussion about the South End (top right). Social media and email kept the community informed, such as through the planBTV South End Facebook page (bottom right). As part of the planBTV South End #OurSouthEnd campaign, South Enders shared photos of what they love about their neighborhood (above & right).



**planBTV South End**

We want to hear from you! Please share your thoughts on any of the topics below and tell us if you support other peoples' comments.

Please select a topic below:

- OPEN SPACE
- MOBILITY
- LAND USE
- ECONOMIC DEVELOPMENT
- ENVIRONMENT** (view responses)
- ARTS + INNOVATION
- OTHER COMMENTS

**ENVIRONMENT**

How do we ensure proper management of stormwater in the future?

8	1	Set high standards
10	0	Deal with this issue now, don't allow more development until this is addressed.
8	0	Rebuild the existing stormwater lines that are in disrepair before they create sink holes. Increase the size of the lines as needed.
5	0	seems like storm water experts should know, but I could suggest incorporating some storm water into cooling towers for hot glass works and similar visionary cycling; creating a park environment around the Barge Canal could allow for innovative storm water solutions
7	0	planning for remediation zones (rain gardens, green spaces); lessening impermeability to slow run-off/ further toxification of the water systems; less parking lots/ more walking/biking corridors, aiding the defragmentation of the anti-landscape
4	0	Education.

Planbtv South End  
 @planbtvsouthend

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planBTV South End Facebook page

## Reframing Our Plan for the South End

There's a lot we South Enders and South End enthusiasts agree on, but we certainly don't agree on everything! When we released our draft planBTV South End, we learned that there was a lot of agreement around the Guiding Principles for the plan (page 34), but many diverse opinions about the specific policies that would help us achieve these goals.

For a year after the draft was released, the Planning Commission worked diligently to consider the plan's recommendations and the community's input on them. The Commission discussed the draft plan in six of its meetings, and its Long Range Committee held eleven special meetings, to review each theme of the plan and engage the community in its decision-making. And staff worked closely with City departments and other stakeholders to vet the ideas and ensure consistency with other plans for the South End.

Throughout this process, the Planning Commission recommended many improvements to clarify the intent of the plan, as well as several significant changes to the draft. Rather than sub-areas, the plan's framework is now reorganized around key action steps to preserve and enhance the distinctive characteristics of this neighborhood. The recommendations related to a change in zoning to allow housing in the Enterprise Zone were removed. The importance of the arts and affordability strategies were reinforced and a number of economic development strategies were added. And, to top it all off, the Plan got a new look to help our community more easily digest the important ideas that are presented within it.



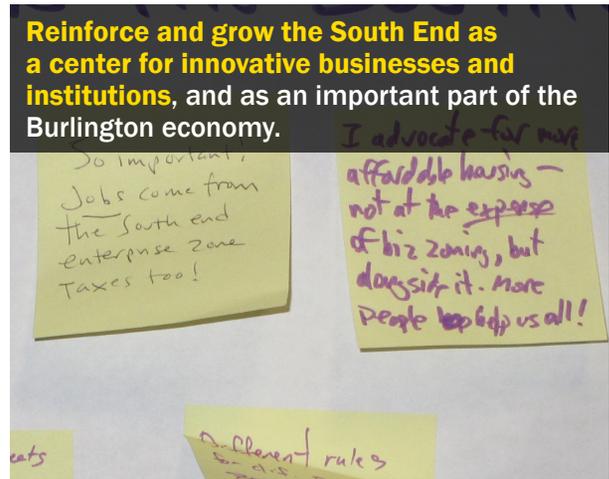
Cover of the draft planBTV South End that was presented in June 2015.

# Guiding Principles for planBTV South End

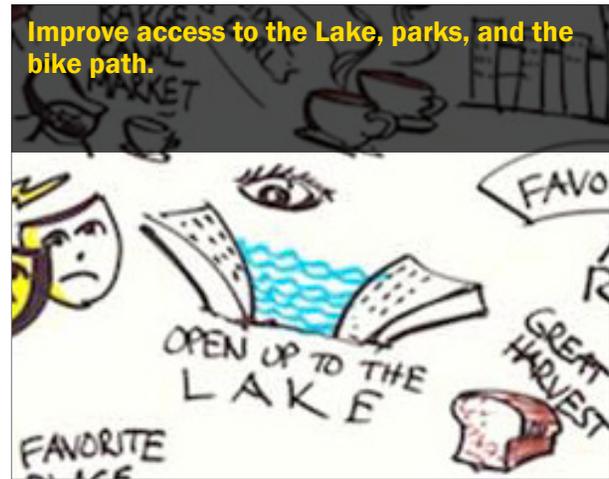
Many important themes emerged from all of the community discussions about the South End. These themes became the guiding principles for the development of the planBTV South End and its vision for the future of this neighborhood.



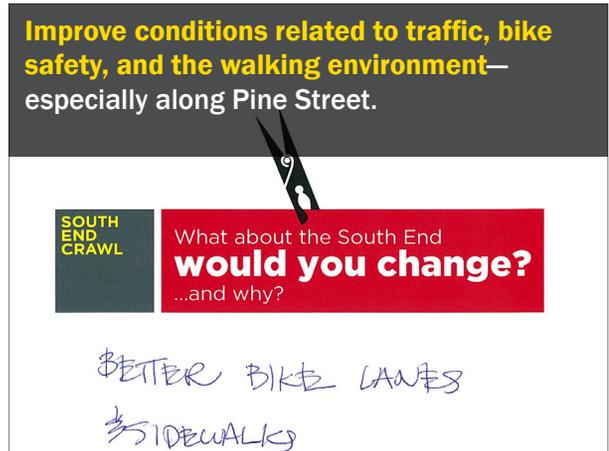
Comment from South End Crawl



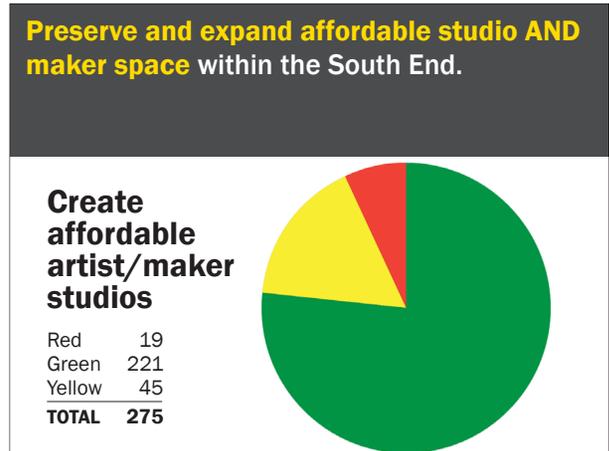
Comment from the Community Workshop



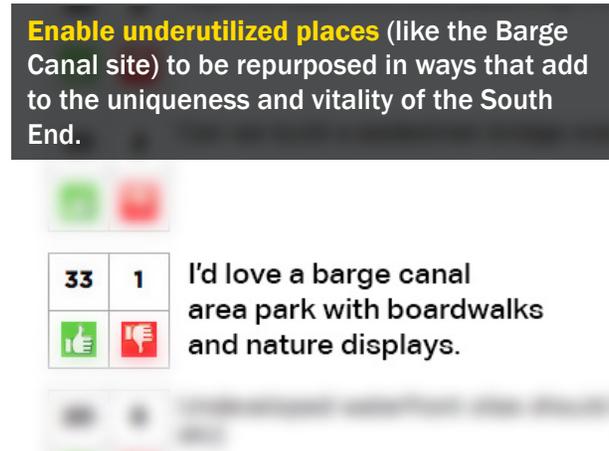
Community comment from Art Hop, as drawn by local artist Matt Heywood



Comment provided during the South End Crawl



Results of local artist Amey Radcliff's "Red Light, Green Light, Yellow Light" outreach project, gauging community sentiment on a broad range of topics. Red means stop, green means go, and yellow means yield—exercise caution.



Comment from the online webtool