

Understanding and Developing Form-Based Standards:

Taking it from "reality" to 'virtual" (and back again)

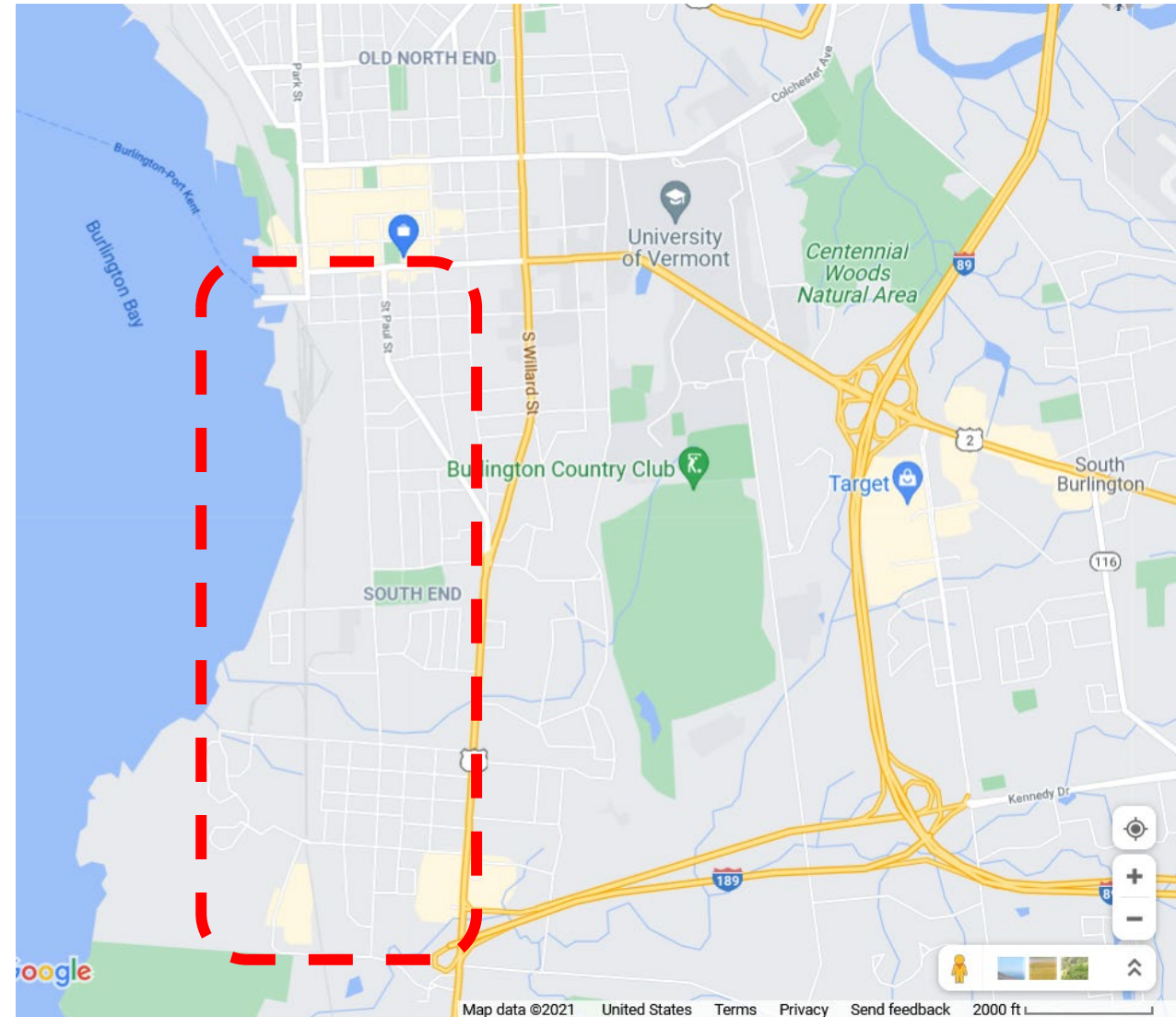
Part 2.0 – Understanding the Reality and the Vision

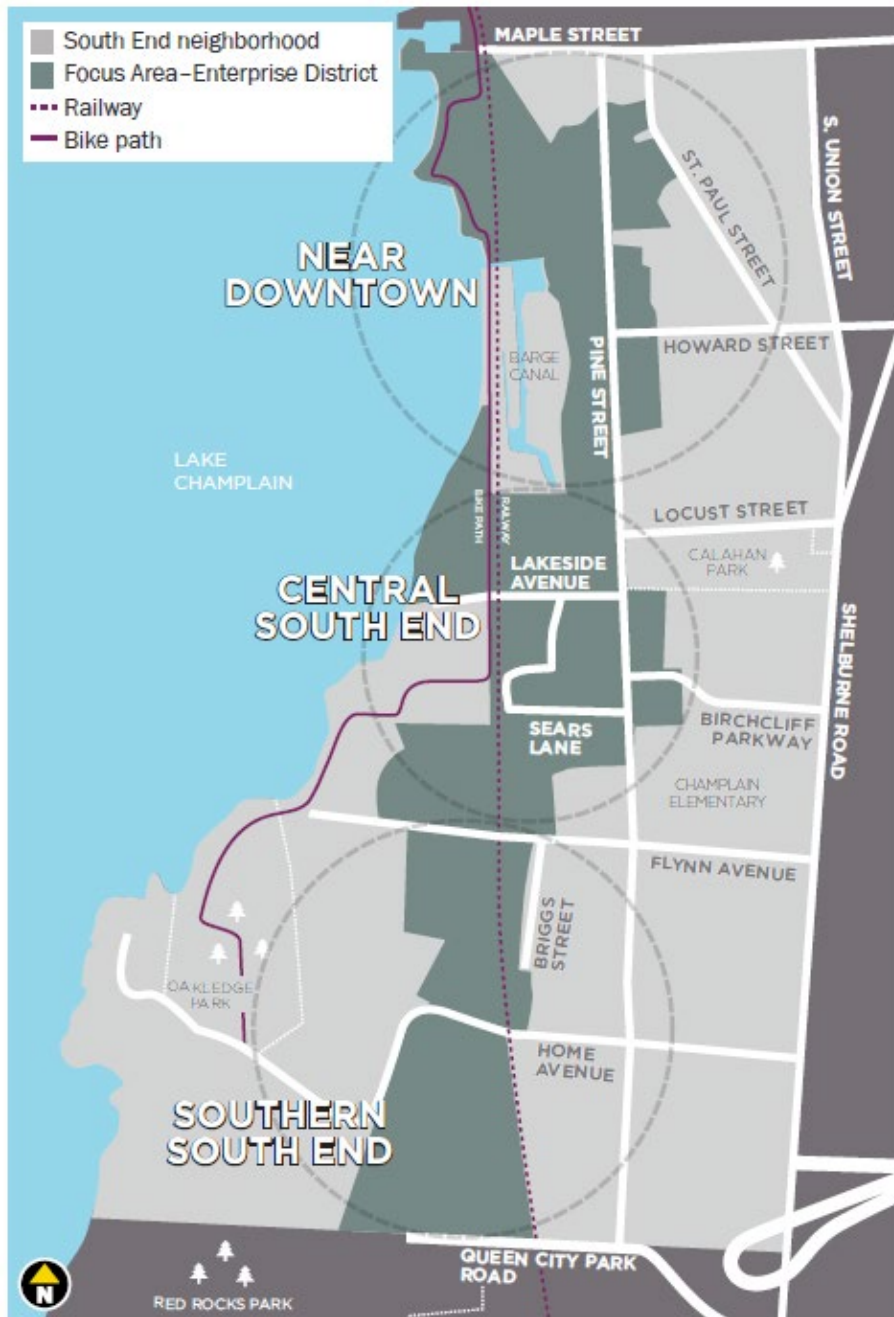
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Burlington's Enterprise District

- Immediately south of the downtown
- City's manufacturing and distribution hub since the mid-1860's
- Important lake, and later rail, access facilitating the movement of goods
- Long been a collection of manufacturing (lumber mills, finished wood products and windows, food products, lights, malted cereals, specialty brushes), and associated warehousing and distribution activities.





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.

Of note: housing not currently permitted within the core commercial-industrial area, which is flanked on both sides by older single-family neighborhoods

Today, the South End is a place where people work and create.

From snowboards to sculptures, coffee to can openers, websites to woodworking, and green energy to glass blowing...that's the South End. In total, the South End's 472 businesses employ 6,300 people.



Arts Riot



Rhino Foods on Industrial Parkway



Businesses at 180 Flynn Ave. PHOTO BY LEE KROHN



Burton Snowboards



Sterling Hardwoods



Dealer.com is the South End's biggest employer, keeping 800 workers busy. Thousands of other jobs are provided by businesses big and small.

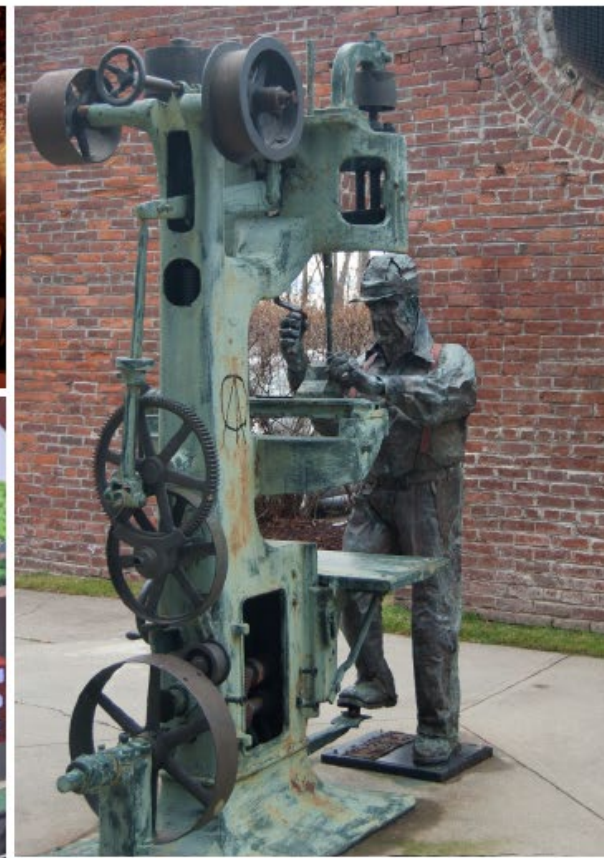
Manufacturing has transitioned to a collection of small artists, large food and beverage manufacturers, and high-tech innovators.

The Key Planning Problems

- Increasingly unaffordable for traditional commercial-industrial uses, small start-ups, and artists
 - Market rents and zoning restrictions make it difficult and expensive to build new, so...
 - Existing spaces are being converted to higher-value uses which then...
 - Attract new higher-value uses to get in on the emerging vibe and opportunity, but also...
 - Force displacement of artists, start-ups, and traditional manufacturing that need low-cost rough-and-ready spaces.
- Some highly contaminated industrial sites with complex (and expensive) remediation necessary
- Lack of available and affordable housing to support existing and new employers.



*The Sap Collection part
of the process...*



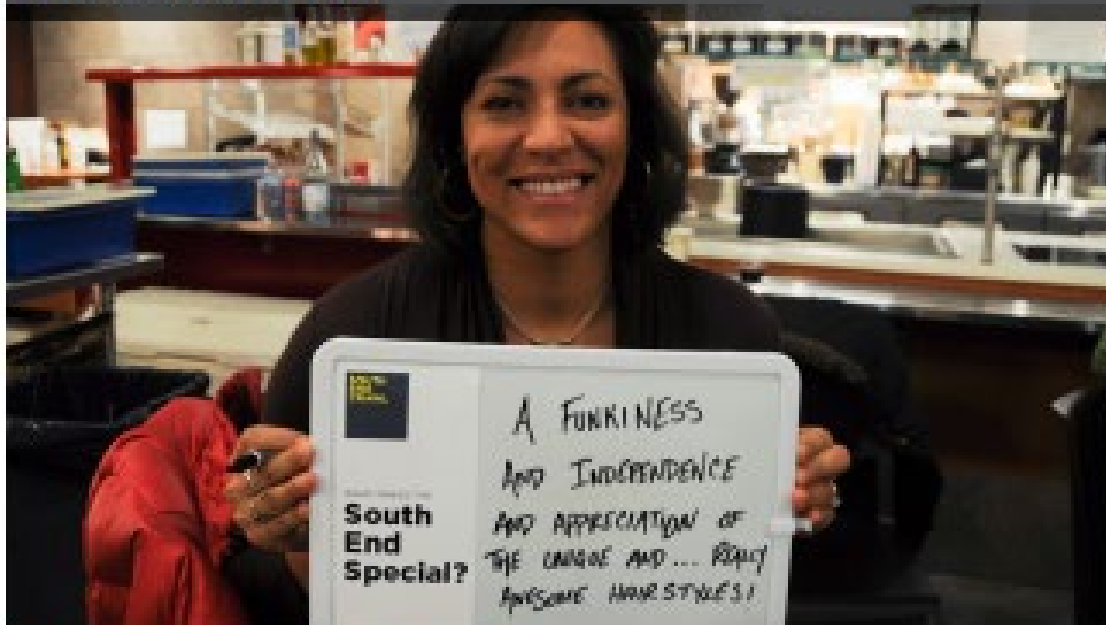
plan **BTV**
South End

**OUR PLAN FOR THE
SOUTH END NEIGHBORHOOD**
Adopted March 2019

Prepared for the City of Burlington by
Goody Clancy | Civic Moxie | Dubois & King

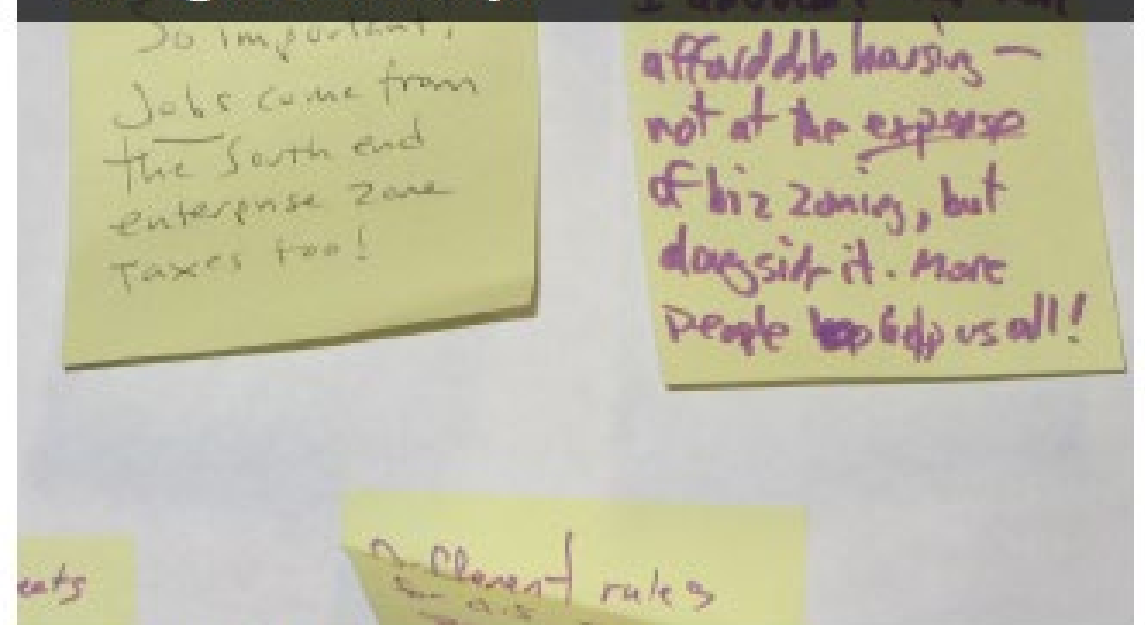
Guiding Principles for planBTV South End

Preserve what's unique and authentic about the South End. Enable funky, fun, and creative places to flourish and grow within the South End.



Comment from South End Crawl

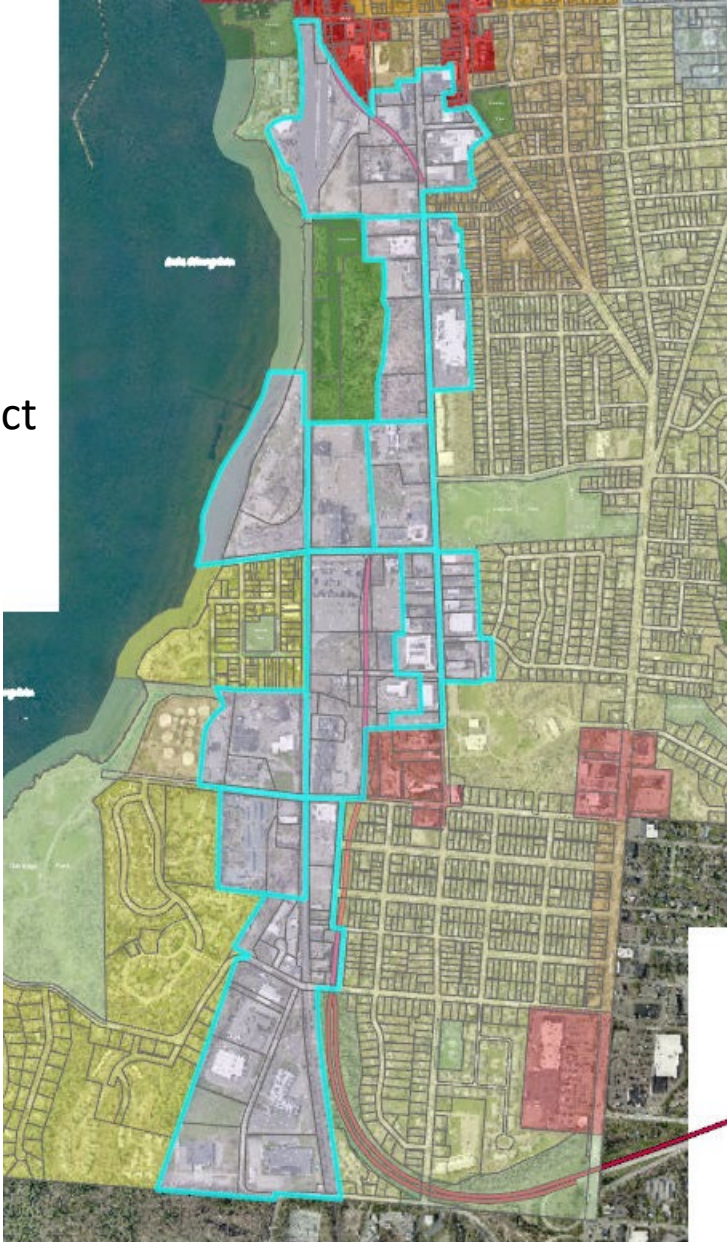
Reinforce and grow the South End as a center for innovative businesses and institutions, and as an important part of the Burlington economy.



Comment from the Community Workshop

ELM today

1 large district



Concept

3-6 sub-districts



Enterprise Zone – New Concepts

Could be 3 (or as many as 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.
- **Innovation District** – a new mixed-use employment center focused on incubating and growing emerging technologies, science, R&D, tech-transfer, manufacturing, and innovation
- **Light Manufacturing District** – a reserve for traditional scale and format of manufacturing, value-added, production, warehouse, shipping, etc



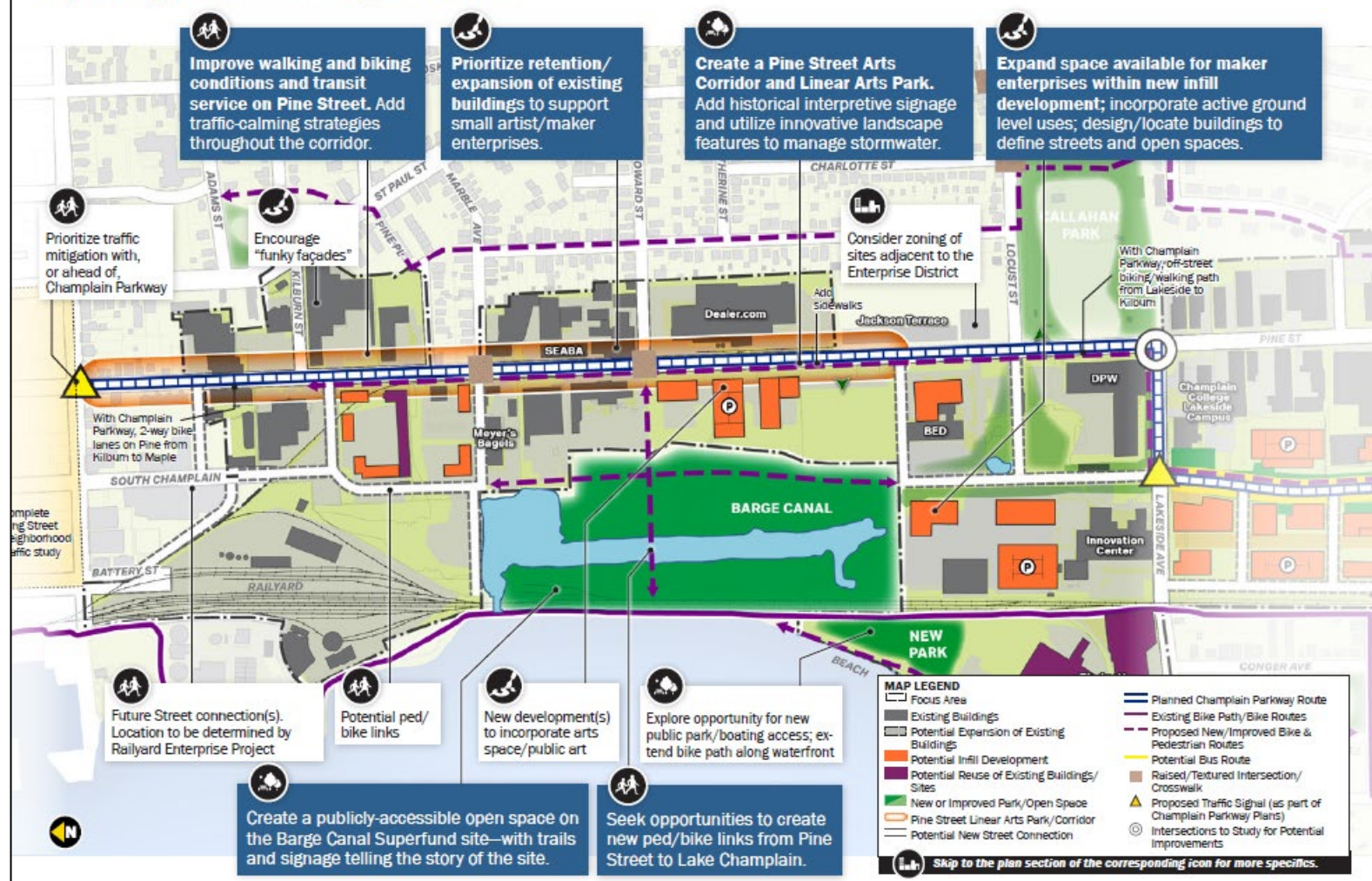
Reinforcing an Arts Hub

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plan BTV South End

Key Strategies for 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

Enterprise – Arts Hub

Where

- [Soda Plant to Howard St](#)

What do we want?

- A “see-it-made destination” - creation and celebration of craftsman/artisan products, and creative arts and entertainment in small-scale performance and studio spaces
- Complimentary small scale retail, food/bev, and services
- Spaces and uses at the street-level activating pedestrian and vehicular thoroughfares
- New development/buildings should compliment the scale and eclectic mix of former industrial properties
- Small-scale (<8k sqft) and affordable rough and ready spaces/sites are preferred
- If any at all, housing must be limited to live-work spaces that support the creation craftsman/artisan-scale products and the arts



Expanding the Innovation District

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These urban design principles should guide property owners as they reimagine vacant sites and parking lots in this area:

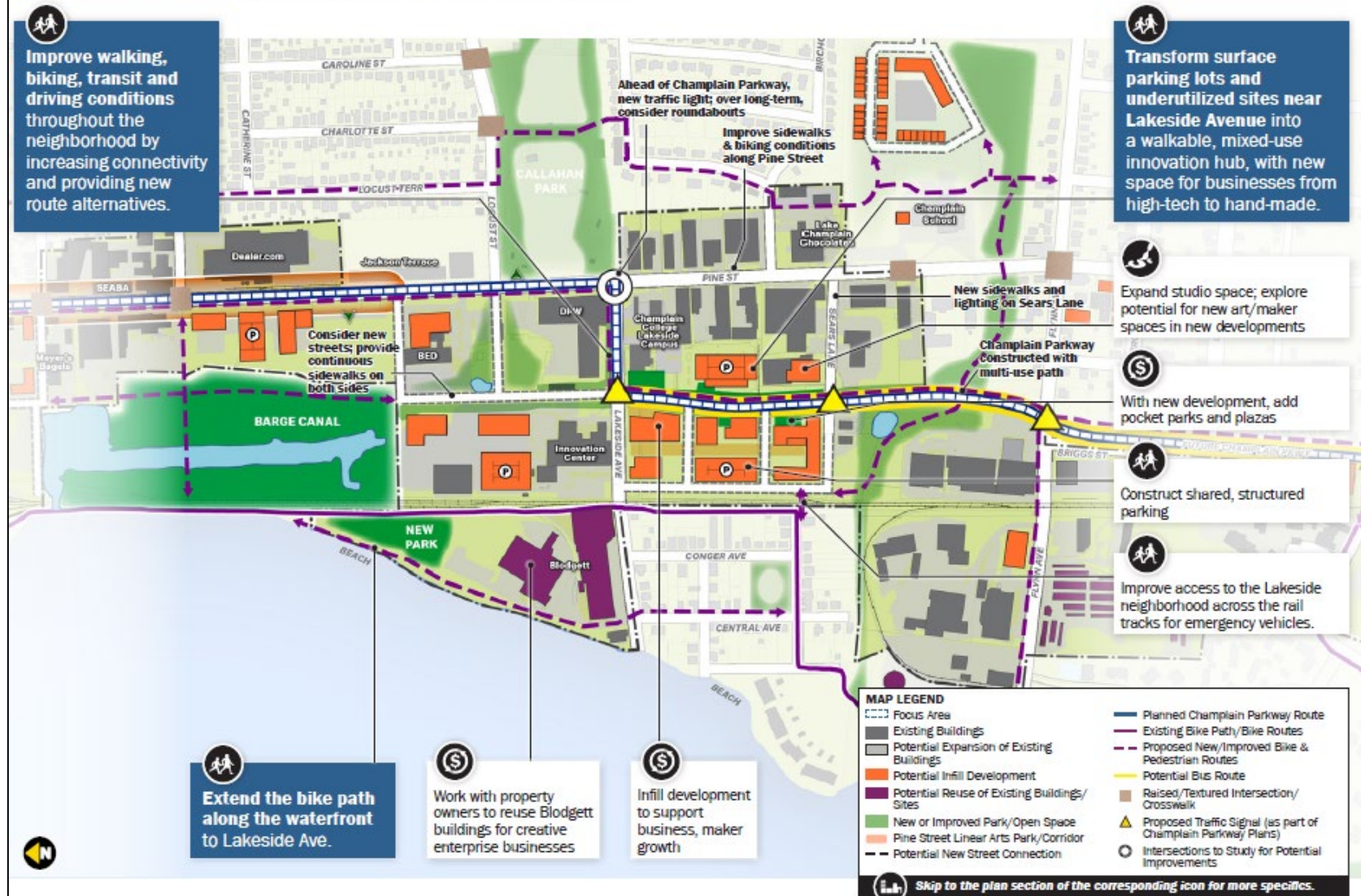
- Multi-story buildings (3-5 stories), building form should define streets/public spaces
- Active ground-level uses along major street frontages
- Utilize both traditional and new materials for buildings
- Structured parking where feasible, no parking lots along major streets

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.

plan BTV South End

Key Strategies for Expanding the Innovation District



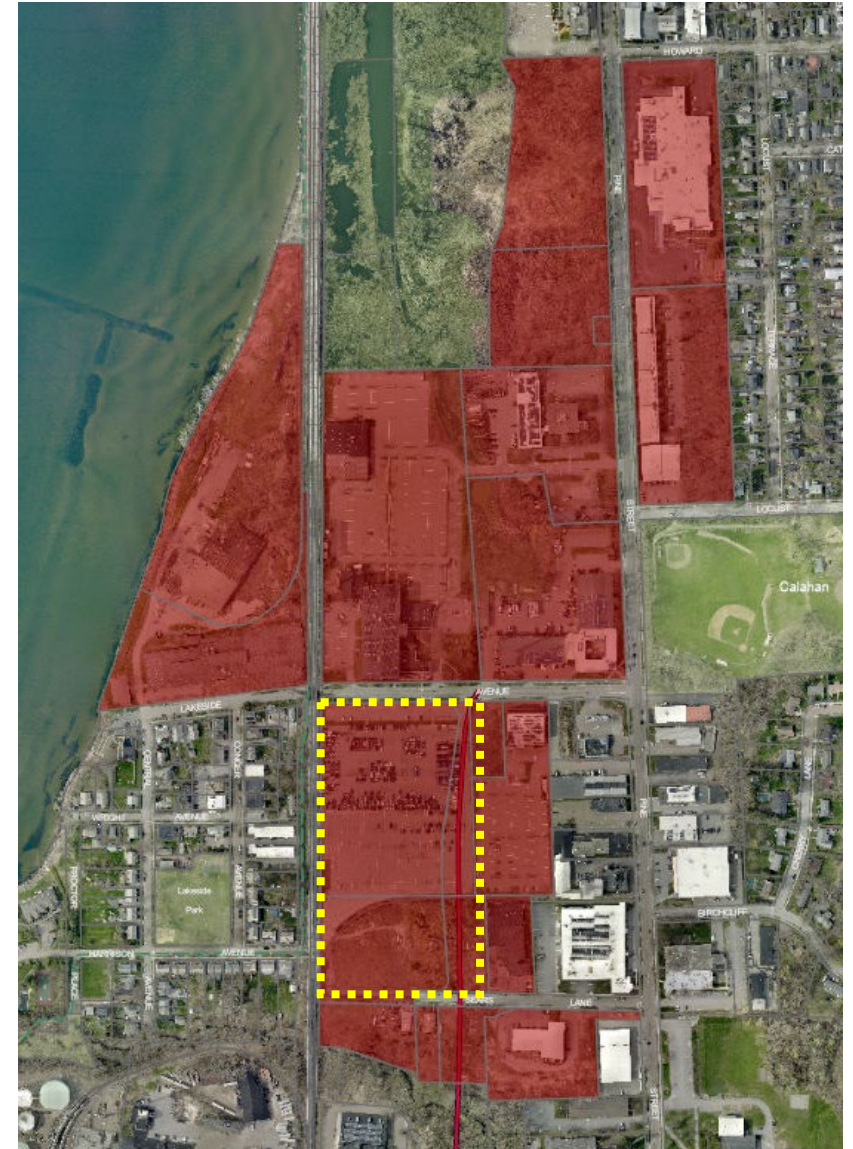
Enterprise - Innovation

Where

- [Howard St to Sears Lane - behind Pine](#)

Concept

- New mixed-use employment center focused on incubating and growing emerging technologies, science, R&D, tech-transfer, manufacturing, and innovation
- Centered around a multi-modal transit node and corridor
 - Champlain Parkway
 - high-frequency transit along Pine and the Parkway
 - freight and future passenger rail– possible station at Sears Ln
 - Future shared parking facility?
- Flexible mix of office/design/R&D spaces w/in mostly mixed use buildings (including housing) at transit-supportive densities
- New development/buildings have an opportunity to establish a new look, feel and experience given the largely blank-slate
- Complimentary small scale retail, food/bev, and services at the street-level activating pedestrian and vehicular thoroughfares



The Big Picture Questions

What is/are the fundamental organizing elements that should be the focus for the urban design of the area?

What is the experience that you want someone to have when in the public space?

What are the basic types of buildings that fulfill the programmatic objectives of the area and facilitate that public realm experience?

What do you see already on the ground? What are the patterns to be replicated, and where are the opportunities to add something new?

What are the most basic elements and building blocks for new development in the area?

The Sugar Making...

Building Types and Standards

- Relationship to the public frontage
- Location on the lot
- Relationship to its surroundings and neighbors
- Massing and articulation
- Height
- Openings and entrances

Frontage Types and Standards

- Relationship to the public frontage – to separate or engage?
- Occupation of the front yard
- Surface treatment
- Level of transparency

Site Standards

- Access
- On-site parking
- Service

Public Space Types and Standards

- Natural vs designed
- Formal vs informal
- Active vs passive
- Green vs grey
- Size limits
- Relationship to the surroundings
- Structures and public facilities



The Exercise...

- Small groups
- 2 areas
- Familiarize yourself with what you see on the ground, and compare that with what the community is hoping to achieve
- Describe how new development should manifest itself using the prompts from the previous slide
- Report out what you came up with to the larger group at the end.