
CHAMPLAIN PARKWAY ECONOMIC DEVELOPMENT FOCUS JUNE 9, 2010



INTRODUCTION

The Champlain Parkway will serve the development area and the Economic Enterprise Zone of the City. The City has supported development in the Enterprise Zone by working with property owners to create affordable business incubator space. The result has been the redevelopment of many older buildings, new businesses entering the area, and businesses expanding in the area. Notable business achievements include the following:



RENOVATED BUILDINGS WITH NEW BUSINESSES:

- **Former Specialty Filaments building converted into the home for the national headquarters for Dealer.com at the corner of Pine and Howard Streets. The City of Burlington provided financial and technical support to Dealer.com and Specialty Filaments.**
- **Former McAuliff's Office Products converted into the Flynn Dog Incubator building at 208 Flynn Ave.**
- **Lane Press converted into the Kilburn and Gates Incubator Building at 1 Kilburn Street.**
- **Former Maltex breakfast cereal building converted into the Maltex Incubator Building at 431 Pine Street with financial and technical support from the City of Burlington.**
- **George Little Press building at 750 Pine Street converted into the home for the national headquarters for Lake Champlain Chocolates with financial and technical support from the City of Burlington.**

TRADITIONAL COMMERCIAL-INDUSTRIAL BUSINESSES

- **Blodgett Oven Co., operating in Burlington since 1848, recently renovated an underutilized portion of their building complex to accommodate additional growth for their business. A new equipment product line, developed for Kentucky Fried Chicken, has been very successful.**
- **Burton Snowboards purchased a second building in the Burlington Industrial Park. They also lease additional space in the Enterprise Zone. They will be designing and building new prototype snowboards in Burlington.**
- **Rhino Foods converted a former General Electric factory building and is now making Cookie Dough ingredients for companies like Ben & Jerry's.**

The Champlain Parkway will serve the Enterprise Zone and support the accessibility of these existing businesses, new businesses, and expanding businesses. The following section will describe how the Champlain Parkway will support the goals and priorities that CEDO has developed for the City for the next few years



CEDO'S ECONOMIC DEVELOPMENT GOALS

CEDO's eleven Economic Development Goals, first included in the 2003 Consolidated Plan and approved by the City Council, guide the creation of the City's Economic Development strategies. The Economic Development impacts of the Champlain Parkway meet seven of the eleven Goals.



Goal 1. The quality of life in Burlington is enhanced by a strong, diverse and vital downtown

Five-Year Focus

- **Strengthen the institutional capacity to maintain and enhance the downtown environment**
- **Maintain and enhance the viability of Burlington's downtown retail sector, including a two-pronged approach of fighting to prevent excessive suburban retail development while at the same time providing local businesses with the assistance necessary to prepare themselves to compete with suburban malls and mega-retailers.**

Goal 3: Businesses that offer essential goods and services are located within the City, readily available to all residents.

Five-Year Focus

- **Support small-scale commercial and mixed-use development in convenient neighborhood locations.**



Goal 4: The startup and expansion of businesses are nurtured, including the support of a readily accessible core of centrally located business services.

Five-Year Focus

- **Support the redevelopment efforts of Gilbane Properties' Innovation Center of Vermont**
- **Develop more incubator space on Pine Street**
- **Provide technical and other support to existing businesses in the Enterprise Zone**
- **Support the efforts of the South End Arts + Business Association to link the arts and technology based businesses and an I.D.E.A. Center in the south end of Burlington**

Goal 6: Burlington continues to generate a strong, diverse base of locally-owned enterprises.

Five-Year Focus

- **Develop more affordable commercial and incubator space downtown and in other designated areas throughout the City.**
- **Direct the purchasing power of major institutions within the City to support local businesses in order to direct dollars to the local economy.**



Goal 7: Sites with real or perceived contamination issues are redeveloped into productive use.

Five-Year Focus

- **Continue work on the Urban Reserve, the Moran Plant, Flynn Avenue, Pine Street, the Vermont Railway Rail Yard, Lakeside Avenue, Sears Lane, and General Dynamics Armament Systems.**



Goal 8: Quality employment supports, and opportunities are available for, those who are traditionally underserved and workers are earning a livable wage.

Five-Year Focus

- **Upgrade transportation services for low-income residents**
- **Improve transportation connections between areas where low-income residents live and areas where jobs exist**
- **Support expansion of public transportation routes and hours of services**



Goal 9: Transportation needs are addressed, traffic congestion reduced, access in and around downtown improved, and greater use of alternate modes of transportation.

Five-Year Focus

- **Support the development of the Downtown and South End Transit Centers.**
- **Support completion of the Champlain Parkway.**

MEETING ECONOMIC DEVELOPMENT GOALS

The Champlain Parkway:

- Improves access (cars and trucks) and visibility to the commercial-industrial zone of the City and makes buildings and sites more attractive for development/redevelopment. This supports both the incubation of small businesses and the expansion of large and growing businesses.

- Provides access to the commercial-industrial zone that is critical to the City as a place for value-added manufacturing/processing/creative jobs. These are good paying jobs and careers that add to our creative economy and tax base.



- Serves as a transportation link to essential business services such as storage and auto repair.



- Directly serves the South End Transit Center which will advance the City's goal of getting people out of their cars and getting unnecessary cars off City streets. This serves development/redevelopment opportunities not only in the Pine Street corridor, but also the institutional, downtown, and waterfront areas.

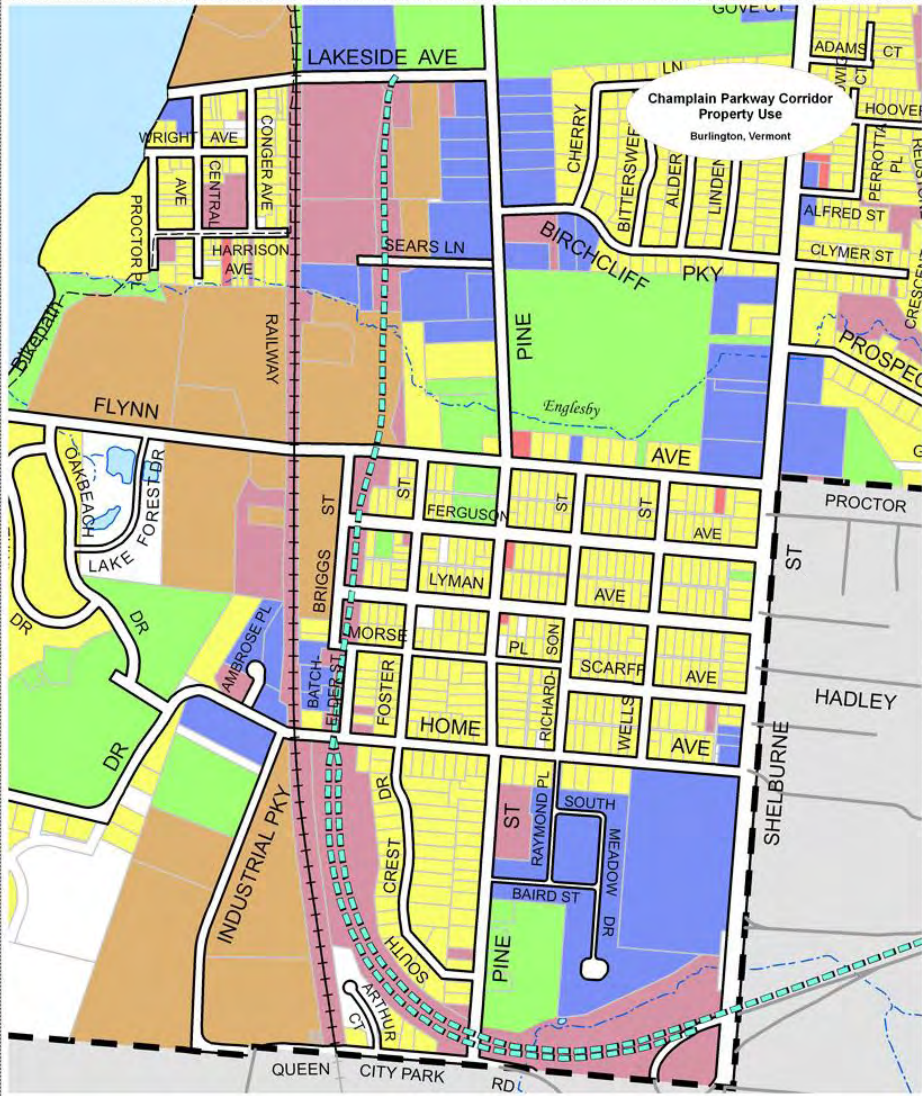


BURLINGTON ZONING ORDINANCE

In addition to these Goals and Priorities of CEDO, the Burlington Zoning Ordinance provides information about the purpose and intent for the Enterprise Zone. Specifically, section 4.4.3 (a)(1) of the Zoning Ordinance states that the Light Manufacturing Enterprise District (which is the same area as the Economic Enterprise Zone discussed above) “is the primary commercial/industrial center of Burlington.” The District is intended to be developed “to provide an adequate and diversified economic base that will facilitate high-density job creation and retention” and the development “is intended to respect interspersed historic industrial buildings, and reflect the industrial aesthetic of the district’s past.”

The Champlain Parkway is consistent with, and will promote the use of the District as it has been outlined in the Zoning Ordinance.

**Champlain Parkway Corridor
Property Use**
Burlington, Vermont



Legend

- | | | |
|------------------------|-------------|---------------------------|
| Parcel Land Use | Green | Tax Exempt - Various Uses |
| Residential | Light Green | Vacant Lot |
| Commercial | Blue | Agricultural |
| Com/Res Mixed | Red | No Mapping Record |
| Industrial | Orange | Unknown |
| Utility | Brown | Champlain Parkway |



2008

