

Economy

Employment and businesses are integral components of the South Burlington community, based on its location in central Chittenden County, its access to major transportation systems, and its historically strong investment in utility infrastructure. The vitality of South Burlington and the larger region and state, and the quality of life for our residents is closely connected to the continued prosperity of its numerous businesses and industries.

In support of a balanced, resilient, and vibrant economy and community, the City must continue to attract and retain new employers of varying sizes, sectors, and industries. Being an employment hub and intentionally planning for housing a growing population, appropriate environmental protection and energy conservation, and thoughtful redevelopment of our built areas will support the economy, support housing our neighbors nearby, and contribute to meeting our community Climate Action goals. City investment, partnership, and facilitation of new and updated housing and infrastructure can help attract and retain a workforce for those businesses that can walk, bike, carpool, or take transit to work. We must also work with neighboring municipalities to plan for appropriate development of economic opportunities within short driving or public transit distance from South Burlington housing, and vice versa.

At a neighborhood scale, multi-decade investments in City Center and infill housing along major transportation corridors of Shelburne Road, Williston Road, and Kennedy Drive are opening up new opportunities for small-scale services and businesses to complement the long-standing larger and national businesses in the community. Community interest supporting vibrant neighborhoods is also opening up ideas and opportunities for localized shops and services in areas that have previously been exclusively residential.

Economy Goals

- Be a resilient and varied economic hub for the region, consistently with the City's land use goals
- Invest in and grow a vibrant, mixed use, pedestrian-oriented City Center
- Plan for and support appropriately-scaled local business growth, including retail and services, within walking distance of existing and planned residential areas
- Plan for and support balanced mixed-use (residential & commercial) development in areas that can support both
- Be a leader in regional planning for economic growth centers, live-work communities, commuting corridors, and environmental protection with neighboring municipalities
- Increase local business ownership by members of underrepresented groups.
- Increase business growth in green technology, arts and entertainment, hospitality, technology and innovation, and pedestrian-scale retail and food service
- Support thoughtful investment in the Leahy Burlington International Airport to continue its role as a regionally-significant transportation and economic hub
- Increase total child care programs and total slots to support the workforce
- Electrify 8% of commercial/industrial square footage annually, 2024-2030

Commented [CWJ1]: attract new employers and retain existing employers

Commented [CWJ2]: and infrastructure "as well as maintain our excellent schools" can help attract... Note - for a lot of people the quality of the public schools is a key factor in terms of where they choose to live.

Commented [CWJ3]: CWJ Comment: The %% is steep to achieve (40%). Suggest stating to encourage electrification of commercial/industrial spaces. Refer to energy section for %. Reduces possible conflicts if changed in other sections.

Economy Actions(all of these actions need to be measurable, some are not)

- Encourage, incentivize and regulate variation in commercial spaces, including location, size, appearance, and suitability for different purposes, to create opportunities for businesses of varying scales and industries to thrive and adapt over time
- Promote City Center as an economic hub emphasizing small-scale, locally-owned and operated businesses
- Advance State designations in City Center, including conversion of the New Town Center to a Designated Downtown and expanding/modifying the Neighborhood Development Area
- Seek State designations in other areas of the City including the Shelburne Road corridor
- Streamline, simplify, and modernize permitting requirements and processes to promote land use patterns and uses in this Plan
- Support state-level funding for high-quality childcare programs and seek opportunities to facilitate new and expanded facilities in South Burlington
- Examine municipal regulatory barriers to childcare, including the Land Development Regulations, and consider changes as appropriate
- Explore and encourage connection between the business community and education system, including alternative education. Programs could include training, apprenticeships, technical programs, and innovative school-to-work connections.
- Work with hospitality, business, and community leaders to enable cultural events, conventions, and athletic events in our community.
- Conduct a transit study examining connections to primarily commercial areas
- Invest in housing and transportation infrastructure to attract and retain a high-quality workforce for South Burlington businesses
- Increased coordination with bordering municipalities to plan for economic centers, commuting corridors, and environmental protection
- Develop a strategic economic development plan for the City, including conducting data-driven review of economic health of the business community in South Burlington
- Encourage more value-added food processors and Green Energy businesses to start-up and/or locate in South Burlington

Commented [CWJ4]: Development Area, "including adding a walking street or public square"

Commented [CWJ5]: in housing, "schools," and transportation infrastructure

Economy Inventory, Analysis, & Challenges

South Burlington is an economic hub in Chittenden County and the state of Vermont. Located at the intersection of major transportation routes by road, rail, and air, South Burlington's economy has significant hospitality and retail sectors, with light manufacturing, small contractor and service businesses, and shipping/logistics. We are a growing city, both in population and economy, and supporting intentional and sustainable economic growth must be a priority. In our efforts to be human-focused and climate-resilient, South Burlington embraces multi-use land use, multi-modal transportation networks, quality of life for our workforce, and jobs in green industries to support the City into the future. This economic growth must be accessible and available to all members of our community and must not disproportionately negatively impact any group or area.

Land Use & Economy

Creation of More Mixed Use Areas. Traditionally, zoning separated uses seen as incompatible with each other, like residential uses and many commercial uses. A more modern approach should reflect that

Commented [CWJ6]: General Comment: Section seems to be Lengthy and may more appropriate in the housing section.

many commercial enterprises are not as disruptive as their predecessors and have more varied needs than historically.

South Burlington is zoned for primarily or exclusively commercial and/or industrial uses in areas near the Burlington International Airport, the east end of Williston Road, Technology Park, and the Meadowlands Business Park area near Hinesburg Road. Many of these areas are currently built with commercial spaces, but the changing needs of businesses may make them prime areas for infill, more dense building, and/or smaller lot sizes. Siting new commercial/industrial space in already-commercial areas makes sense. However, businesses have expressed a desire for more flexibility in how they use those commercial areas for their business activities outside the historic idea of “commercial” use. It should enable enterprises like small business incubators that do not necessarily fit a traditional single-entity business model.

The City could allow integrated housing into some currently commercial areas. South Burlington and Vermont as a whole have a known shortfall in housing stock. Currently, several large South Burlington businesses have more job openings than qualified applicants and are struggling to sustain and grow their operations. The tight housing market and lack of affordable options has created situations where applicants have turned down employment offers because they could not locate housing, which limits business growth. Even when housing is available, it is often not in South Burlington and requires a significant commute, which is incompatible with our climate action mitigation goals.

More housing units in some commercial areas would improve the housing shortage in Chittenden County and allow workers to live closer to their workplaces, supporting several climate-change-mitigation goals. It can also enable more multi-modal transportation and reduce the need for a personal vehicle for commuting. It can also improve vibrancy in neighborhoods allowing human-scale commercial, retail, and food service facilities in areas within walking distance of homes. For further discussion of housing, please see the Housing section (X.X).

Some areas of the City that may have capacity for mixed use housing in primarily commercial areas include Technology Park, the University Mall area, areas of Shelburne Road, areas of Dorset Street, and areas of Williston Road. Exploring potential state designations for these areas could open new opportunities for adaptation and growth.

However, some commercial and industrial uses generate significant noise, smell, or other noxious side effects that make them incompatible with residential use, including 24-hour operation and 24-hour trucking. We need to study how to additional housing could be accommodated, but also where industrial uses could and should remain separated from housing. This would allow for some areas to become more mixed use while others remain industrial-only.

City Center Economy.

South Burlington continues to invest in its new downtown core, City Center, as one opportunity for integrated economic opportunity and housing in a walkable area. The City Center area is an opportunity for high quality employment in an urban setting. The City did not have a downtown core with professional employment opportunities in a walkable area with services, retailers, restaurants, and housing. We are optimistic that the City Center core will evolve over time into a thriving and energetic downtown where residents have access to high-quality employment either directly walkable or within easy reach via public transportation. The City will also explore options for redevelopment on San Remo

Commented [CWJ7]: in a walkable are, “including University Mall, a new component of the City Center.” Note - my understanding is the designated City Center area was expanded to include University Mall, if so then the application of ethos of CC to Univ Mall should be highlighted.

Drive and Williston Road. The City intends to continue supporting economic growth, including housing growth, in the City Center area through investment and policy for the foreseeable future.

Transportation-Land Use **Connection**

Future employment and mixed-use development will necessitate a transportation system that meets the demands of the local and regional area. Future mixed-use employment centers in areas such as City Center, Kimball Avenue, Tilley Drive, Williston Road, and Shelburne Road should be planned with transportation improvements and to be walkable and bikeable.

Burlington International Airport

Critically, the Burlington International Airport is located in South Burlington and provides both business opportunities and community challenges. The Airport supports numerous businesses in South Burlington with direct airport access, but most businesses in our region benefit from access to a nearby international airport. Easy air connection to other areas of the United States and therefore to the world directly benefits our economy and supports the future economic health of South Burlington.

The City and the Airport need to work as partners for the continued economic and social health of our community going forward. Internally, the Airport plans for its own future through its master plan process. However, collaboration and cooperation efforts between the City, community, and airport should reflect the coexistence between the community and the airport, making the most of our opportunities to work together. This should include utilizing the airport-owned land around Airport Parkway for projects that benefit both the airport and the community, support for airport-reliant businesses around the airport property, and improved transportation to the airport that avoids impacts on neighborhoods. For more discussion, see the Northwest Neighborhoods section (X.X).

Affordable Commercial Spaces

As we work to improve or redevelop areas especially around City Center and the Shelburne Road corridor, we will have to consider the impact on existing businesses and the cost of operation for small businesses. Improvements can drive up rent costs for commercial space, which can disproportionately impact small, local, low-margin, and women- or BIPOC-owned businesses. The City will need to consider how to mitigate gentrification effects of its land use goals and projects on both existing and future small businesses to allow those businesses to continue to have adequate space in our commercial and high-density areas.

Direct City Process

Permitting and Governance. Paired with more flexible and nuanced zoning in certain commercial and mixed use areas, the City should explore ways to streamline, simplify, and modernize permitting requirements and processes to promote land use patterns and uses supported by the policies in this Plan. The City should study the effect of the current Form-Based Code area to see how effective it has been in encouraging development and if other areas should be considered for Form-Based Code zoning or similar tools that focus on impacts and the built form over uses within buildings except in rare circumstances. There should also be consideration given to the City's role in providing support for small start-up businesses, especially those BIPOC-owned or owned by members of other historically-marginalized group.

Commented [CWJ8]: Suggestion: Inclusion of open walking spaces such as a promenade or open market place.

Promotion and Marketing.

South Burlington and its partners should further brand and actively market the City with the current community vision expressed in this plan. Additional marketing of the community as a place to grow a business could attract new economic investment and will support the hospitality and retail sector. The City has an opportunity, further, to also highlight and expand its growing cluster of Green Technology businesses and promote further growth in that sector.

Commented [CWJ9]: Explore/Study ways to increase traffic flow into South Burlington business areas. I.E. Airport is unique to S. Burlington, how to get more traffic from airport to U Mall Area, Shelburne road area, etc. Establish business districts.

Workforce Support & Quality of Life

Economic viability and quality of life in South Burlington is intricately tied to many other aspects of this plan. South Burlington currently hosts a workforce of almost 20,000 jobs. While it is demographically younger than most Vermont communities, South Burlington still faces the challenge of an aging of the workforce. In particular, South Burlington's economic future relies on attracting and retaining working-age people with a range of backgrounds, education levels, and areas of expertise. These workers will need, among other things, quality and affordable housing, childcare, and education and training.

Commented [CWJ10]: aspects of this plan "and the SB School District's Stewardship Plan 2023-2031." Note - while the two plans are separate the plans are two peas in a pod when it comes to marketing SB and defining the vision for the city, thus I believe a reference to it would be constructive.

Housing.

Quality jobs draw a workforce who need safe and affordable housing. South Burlington also strives to have our promising young people stay in Chittenden County and to be able to establish their lives here if they choose. Housing should include rentals, but also owner-occupied homes and affordable missing middle housing. These residents will need public services, including emergency services, and access to multiple modes of transportation.

Childcare.

Childcare in Chittenden County and Vermont in general has become a pinch point for workforce participation. Shortage of childcare options for families will continue to prevent parents and caregivers from fully participating in the workforce to their desired level. We need to coordinate with large employers to provide or subsidize childcare, expand options for childcare, and enable new childcare centers to open and operate. This will require significant investment by both the public and private sectors.

Education and Training.

Increased connection between education and employment will both facilitate young people coming to and staying in South Burlington and grow our local businesses with trained employees. South Burlington should explore how the City and community can support training programs, apprenticeship programs, technical programs in the trades, and other creative connections between the business community and the school systems and college system.

Economy: Additional Resources

- Kimball-Tilley Land Use and Transportation Study, 2020
- U.S. Census Bureau, Census 2020 Data
- American Community Survey 2021