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OFFICIALLY ESTABLISHING  
“THE SOUTH END ARTS DISTRICT”

In the year Two Thousand Ten.....

Resolved by the City Council of the City of Burlington, as follows:

That WHEREAS, the Community and Economic Development Office has long defined the area including and surrounding the Pine Street corridor as the “South End Arts District;” and

WHEREAS, this area is home to over 100 artists and artisan studios, making it a regional hub of the creative economy; and

WHEREAS, CEDO suggests that the South End maintains the highest density of creative activity and creative business in the State; and

WHEREAS, in two recent articles (April 5 and March 31, 2010), the Burlington Free Press used the term “South End Arts District” to define the Pine Street corridor; and

WHEREAS, Burlington saw its first “business and art” incubator space blossom nearly 40 years ago (as cited in Vermont Life) at Ray Unsworth’s Howard Space (the original Whiting Company location at the corner of Howard and Pine Streets); and

WHEREAS, the South End is home to Burlington’s creative economy, housing the area’s three largest marketing and design firms: JDK Design, KSV, and Select Design; and

WHEREAS, the South End is home to three significant creative incubator and studio spaces: The Soda Plant (former Coca Cola bottling facility), the Howard Space (see above), and 180-208 Flynn Avenue. Additionally, the Kilburn and Gates, and Maltex buildings are viewed as complexes housing vital elements of the creative economy; and

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40 WHEREAS, the South End is home to the South End Art Hop, Vermont’s largest visual  
41 arts exhibition. The fall event attracts several hundred exhibiting artists and over 30,000  
42 attendees. The event has been cited by the Vermont Chamber of Commerce as a “Top Ten Fall  
43 Event” for the past 8 years. The South End Art Hop stands as a cornerstone on Burlington’s  
44 cultural calendar; and

45 WHEREAS, installations of public art and outdoor sculpture adorn the corridor. Some  
46 examples include the Maple Works Park, at the corner of Marble Avenue and Pine, and  
47 installations at the CCSW Transfer Station, Maltex building, and in front of New World Tortilla;  
48 and

49 WHEREAS, directional signage would provide a substantial benefit to Pine Street in  
50 designating and promoting the South End as an arts district. Hairpin signs to this effect were  
51 designed by the Department of Public Works 18 years ago, but plans to install them never  
52 materialized;

53 NOW, THEREFORE, BE IT RESOLVED that the City Council and, by his signature, the  
54 Mayor officially recognize the Pine Street Corridor and surrounding artist enclaves as the “South  
55 End Arts District”

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