

# **The Downtown/Village Economic Recovery Project:**

## **Building an Action-oriented Revitalization Plan for Seven Downtowns/Village Centers**

### **Project Abstract**

The project will develop a clear vision and roadmap for the revitalization of seven downtowns/village centers in Vermont that were affected by Tropical Storm Irene/Spring 2011 floods which will result in an action-oriented revitalization plan for each community, and provide assistance with the implementation of the plan to ensure the achievement of their vision. The seven downtowns/villages are Waterbury, Waitsfield, Warren, Barre, Brandon, Brattleboro, and Wilmington. The planning process and approach will be based on the "[Main Street Four Point Approach](#)" to revitalization as described by the National Trust Historic Preservation. The project will kick off in the summer of 2013 and conclude by the spring of 2014.

### **Project Purpose:**

The Vermont Downtown Program (VDP), with the assistance of its project partners, are working with [Arnett Muldrow and Associates](#). Each downtown/village master plan will include the following:

- 1) Site reconnaissance visit and community assessment to prioritize the significant needs of the community to be addressed in the master plan.
- 2) Craft a clear vision through community and stakeholder engagement for the revitalization and recovery of the downtown or village that was affected by Tropical Storm Irene or the 2011 spring floods.
- 3) Develop a detailed and action-oriented revitalization master plan and implementation program tailored for the downtown/village.
- 4) Provide assistance with the implementation of the plan to ensure the achievement of the vision.

**The action-oriented plan will strengthen the downtown/village's identity and economic vitality through the following key components based on the Main Street Four Point Approach:**

### **Organization**

- Long-Range Vision
- Community and Stakeholder Engagement
- Clear and Concise Strategies
- Implementation Plan

### **Economic Restructuring**

- Comparative Analysis of the Market
- Market Driven Recommendations
- Fiscally Responsible Strategies

### **Promotion**

- Community Branding and Marketing
- Plan Branding, Marketing and Outreach
- Master Plan Poster and Implementation Matrix

### **Design**

- Physical Improvement and Illustrative Master Plan
- Photo Visualization and Visioning
- Downtown/Village Design Guidelines