

# Better Places

photo credit: Jason Duquette-Hoffman, Town of Middlebury



**Richard Amore, PLA/AICP**  
Department of Housing and Community Development

**February 11, 2020**  
House Committee on  
Commerce and Economic Development



vibrant Places



# Bristol, VT

photo credit: Ian Albinson, Bristol Core



# Bristol, VT



**Better Places**

A street scene in Rutland, Vermont, featuring historic brick buildings and a banner for rutlanddowntown.com. The banner is white with the website address in blue text. The street is paved with yellow double lines, and there are streetlights and trees visible. The sky is blue with some clouds.

rutlanddowntown.com

# Place-based Economic Development



Photo Credit: Bill Truex

Church Street in Burlington, Vermont in 1979. . .

# Church Street – 1970s





**KEN'S  
PIZZA  
AND PUB**

**KEN'S  
PIZZA  
AND  
PUB**

• Famous Since 1973 •

**PIZZA BY  
THE SLICE**

Soup - Salad - Sandwiches  
Pub Fare - Appetizers  
Italian Dinners  
Full Bar & Craft Beers

**Vermont  
ICE CREAM**

Try something new for **one day...**



Try something new for **one week...**



Try something new for **four blocks...**





# Bethel, VT





Bethel  
VILLAGE  
SANDWICH  
Shop

CRAZY GRINGO  
TACO BAR

Supporting  
LOCAL BUSINESS  
www.bethelvt.com



BEER

Pizza Cafe & Soda Fountain

BEER GARDEN

BEER GARDEN

BEER GARDEN

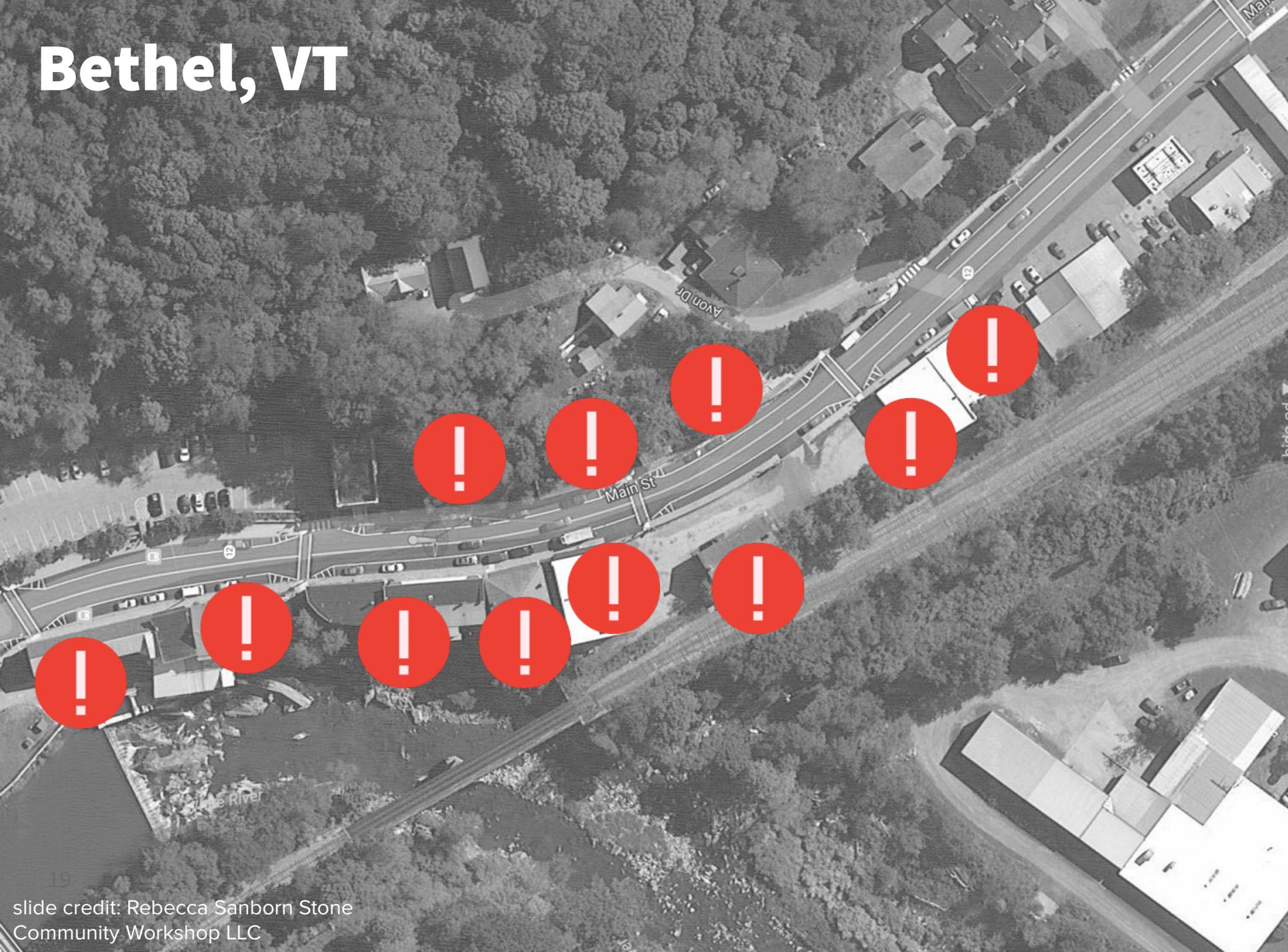
BEER GARDEN



Photo credit: Bethel Revitalization Initiative



# Bethel, VT



# Bethel, VT

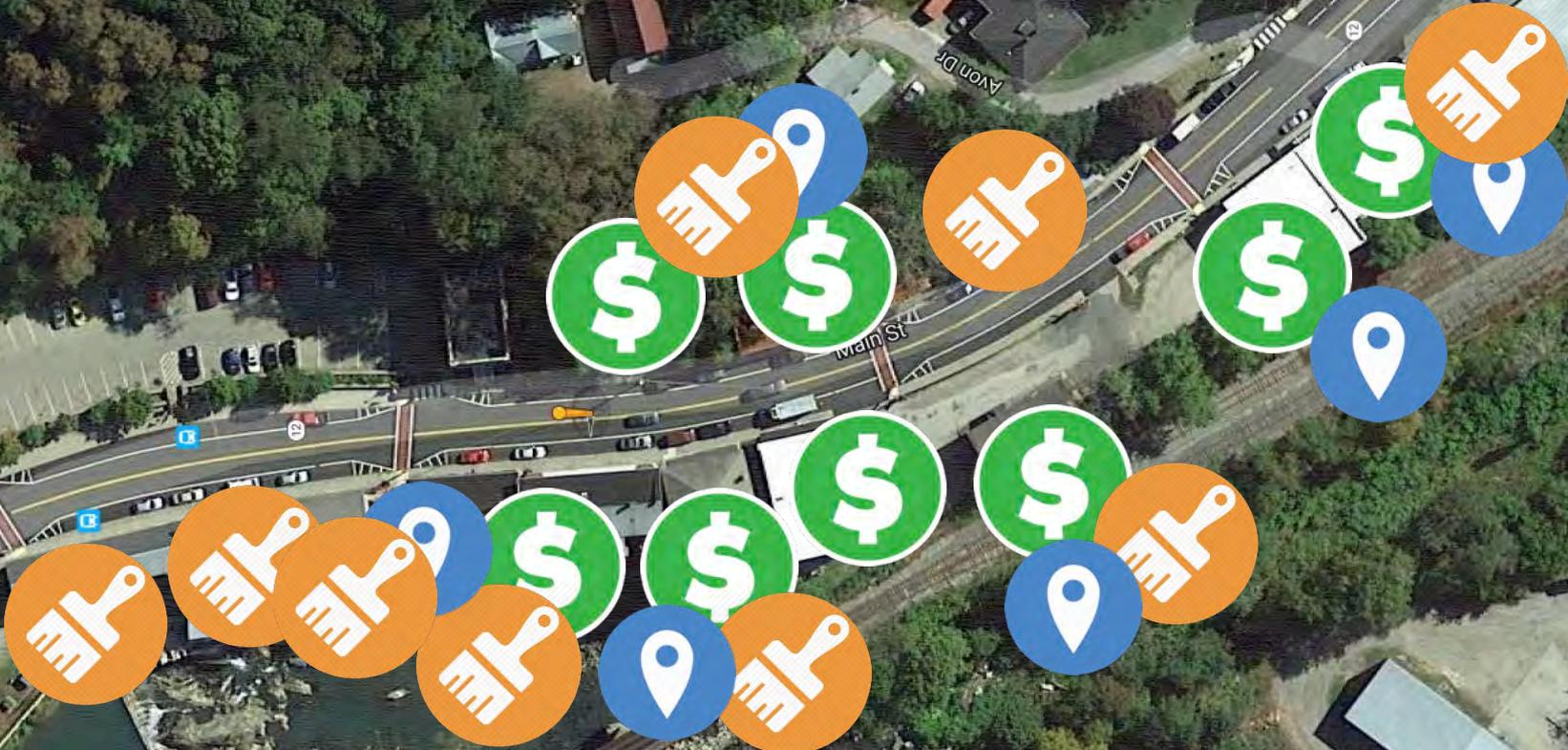




Photo Credit: Joshua Schwartz



STOP

WEIGHT  
LIMIT  
3  
TONS

Photo Credit: Joshua Schwartz



Photo Credit: Joshua Schwartz



Photo Credit: Zac Freeman



**CAMBRIDGE**  
*Arts*  
**COUNCIL**

**FESTIVAL OF THE ARTS**  
MAIN STREET IN JEFFERSONVILLE

**SATURDAY, AUGUST 11**  
10AM - 4PM



photo credits: Jessica Frost



photo credit: Downtown Brattleboro Alliance



# Why invest in Placemaking?

# Placemaking is...



# Placemaking can....



# Placemaking can....



# Placemaking can....



# Builds Social Capital



photo credit: Downtown Brattleboro Alliance

# Spurs

# Entrepreneurship



# Empowers Residents



# Supports Active Lifestyles



# Celebrates the Arts



# Increases Food Access



# Test Ideas



# Builds Neighborhoods



# Creates Connections

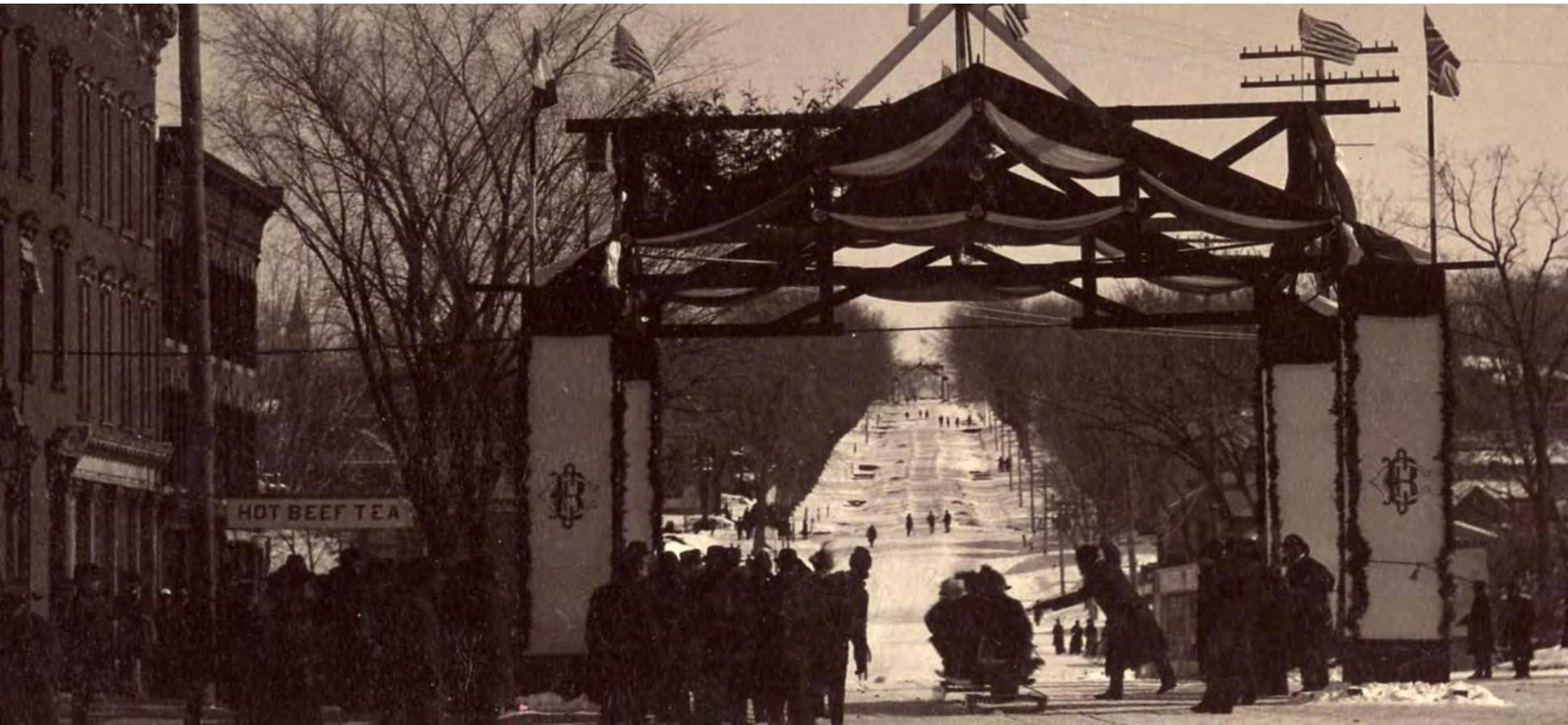


photo credit: Ward Joyce

# Endure Winter



# Endure Winter



# Cultivates Leadership

## Town of Bethel, Vermont

### Meet Our Selectboard



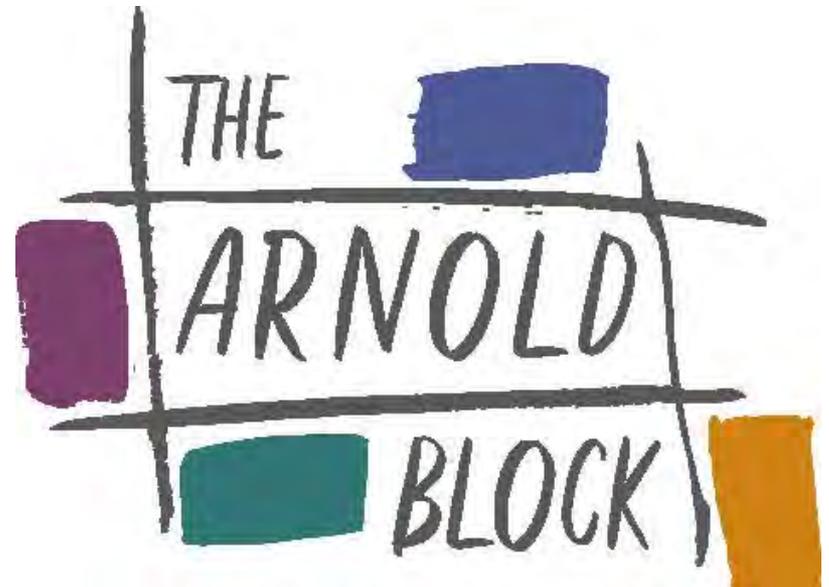
Lindley, Paul, Chris, Dave, Moe

The Selectboard meets at 6 PM on the second and fourth Mondays of each month in the Town Hall 318 Main Street.

Meetings are recorded and are available for viewing through [Orca Media, Inc.](#)

**Lindley Brainard**

Selectboard, 2-Year Term, Expires 2020



# Embraces Vermonters



photo credit: Strolling of the Heifers

# Place-based, People-focused Investment



# Better Places

photo credit: Ben Carpenter, Montpelier Alive

VT Department of Housing and Community Development | AARP-Vermont | Vermont Arts Council |  
VT Department of Health | VT Agency of Agriculture, Farm and Markets | Local Motion | VTrans  
Preservation Trust of Vermont | Vermont Association of Realtors | National Life Foundation | + many more....

# Partnerships



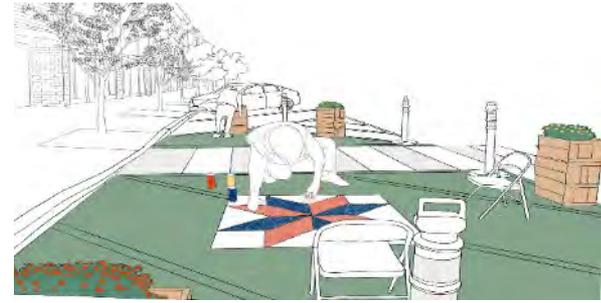
THE  
PRESERVATION  
TRUST OF  
VERMONT





## Creative Projects

Create a sense of place, pride, and ownership through community art projects. Artwork, wayfinding and beautification encourage people to visit and linger.



## Demonstration Projects

Experiment with ideas to test their feasibility and community acceptance prior to making a large capital investment.



## New Uses for Under-utilized Spaces

Give underused local space a second life with a new use or amenity, like a pop-up gallery, playground, or gathering place.



## Streetscape Improvements and Beautification

Reclaim local spaces to improve the village, or for gardeners to grow food, bring cultures together, and create a beautiful street.



## Food and Markets

Bring the community together around a community dinner on the village green or showcase local art and produce with a market.



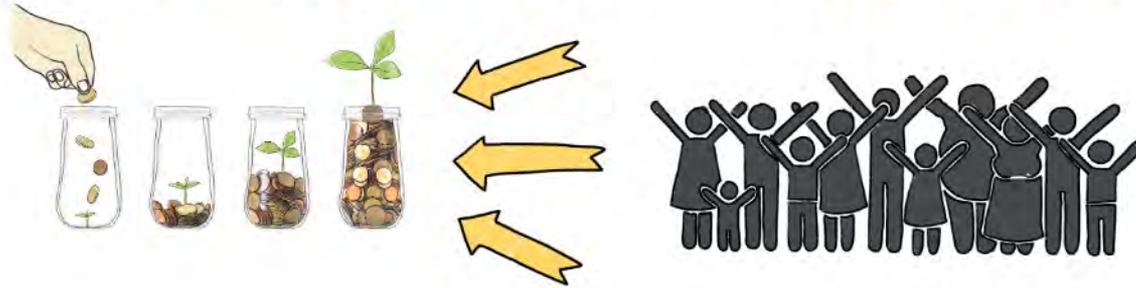
## Downtown and Village Events

Build stronger community connections and pride, make places livelier, and provide more buzz and energy downtown.

# CROWDFUNDING



RAISE **FUNDS** FROM MANY **PEOPLE**

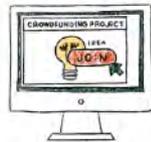


**GOAL**

IDEA



CAMPAIGN



SHARING



DONATIONS





SALEM, MA

## Revitalize Congress Street

Making Congress Street beautiful, walkable, and thriving with activity

**\$42,150**

of \$40,000

Project Closed

★ Matching Grant: **MassDevelopment**

[VIEW](#)

⚡ SUCCESS!



NORTH ADAMS, MA

## The Ashland Street Initiative

Creating a corridor of community vibrance.

**\$15,250**

of \$12,500

Project Closed

★ Matching Grant: **MassDevelopment**

[VIEW](#)

⚡ SUCCESS!



NEW BEDFORD, MA

## Superflat New Bedford 2019 Mural Program

Superflat NB is a creative placemaking, mural art project dedicated to beautifying New Bedford while flattening barriers to the arts.

**\$71,280**

of \$50,000

Project Closed

★ Matching Grant: **MassDevelopment**

[VIEW](#)

⚡ SUCCESS!

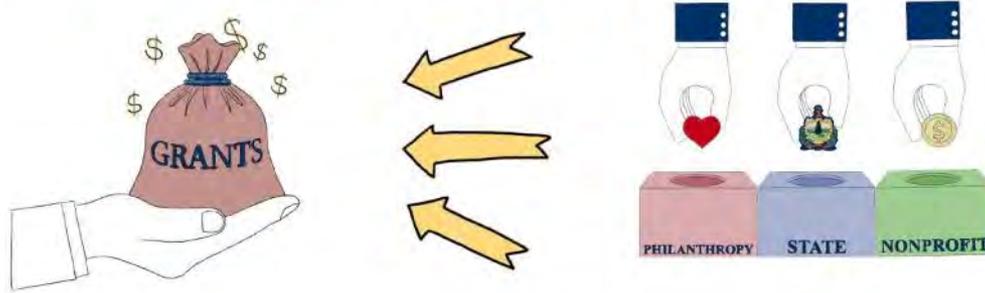
Crowdgranting is the power of the crowd **plus** the power of the grant.



# CROWDGRANTING

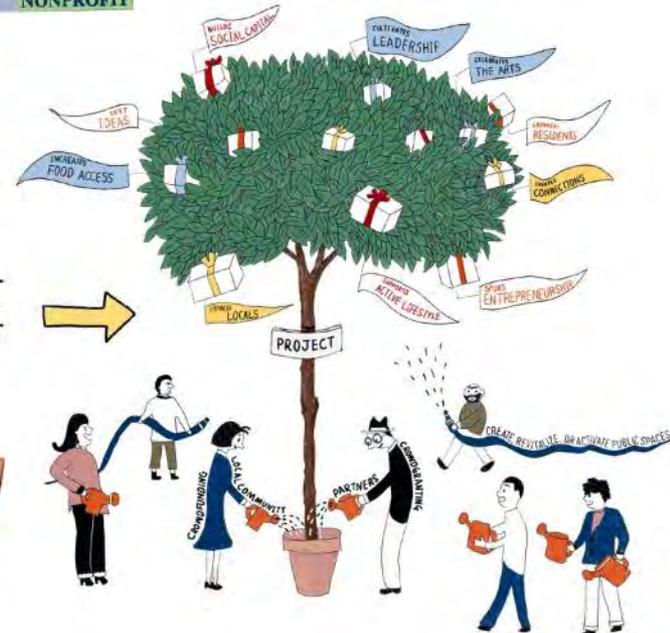
## WHAT

GET **GRANTS** FROM MANY **PARTNERS**



SUCCESS

## HOW IT WORKS



START CROWDFUNDING



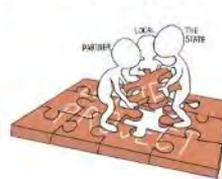
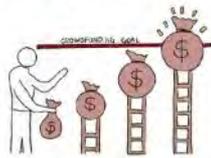
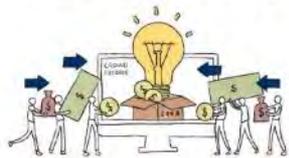
MEET THE GOAL



GET REWARDS



SUPPORT THE PROJECT



HOW IT WORKS

IDEA



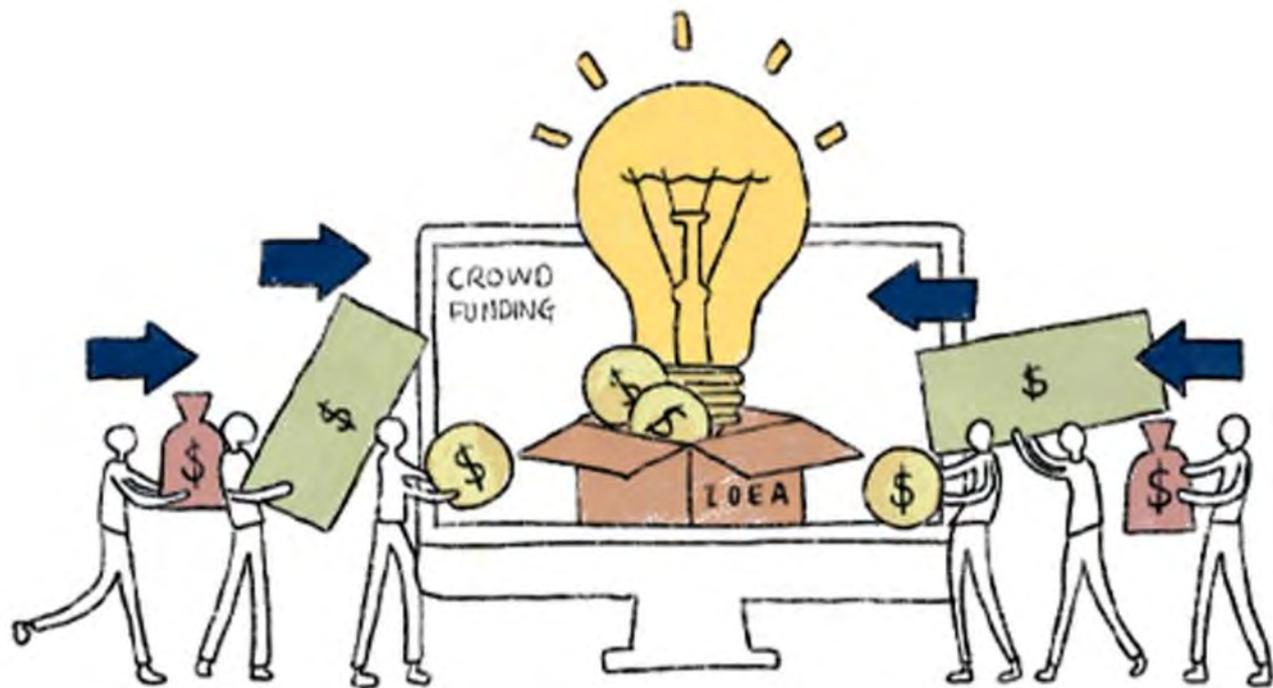
HOW IT WORKS

APPROVED  
PROJECT



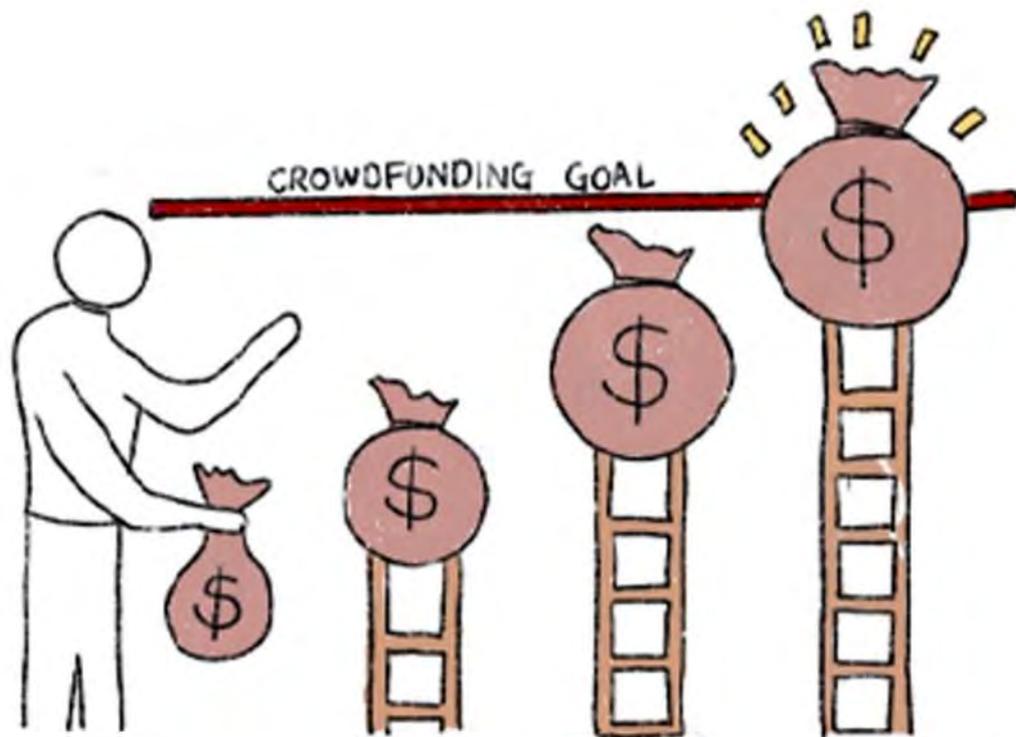
HOW IT WORKS

# START CROWDFUNDING



HOW IT WORKS

# MEET THE GOAL



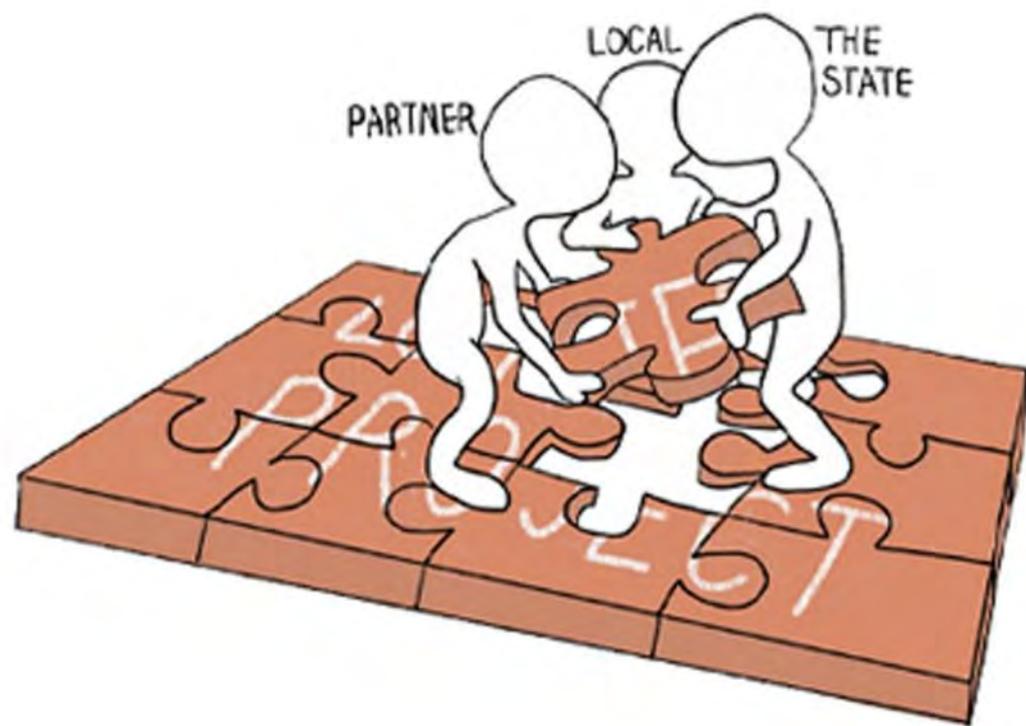
HOW IT WORKS

# GET REWARDS



HOW IT WORKS

# SUPPORT THE PROJECT



# HOW IT WORKS





**Better Places**

# Better Places

Creating Places  
People Love

photo credit: Mary Alice Proffitt



**Thank You.**



**Richard Amore, PLA/AICP**

VT Department of Housing and Community Development