



Conceptual Vision for Our Community

With a population of 4,915 the Town of Waterbury is a centrally located and dynamic community. Downtown Waterbury, governed by its own Village Trustees, is a vibrant district that has undergone significant investment in the past several years. Waterbury was once home to the Vermont State Hospital (mental institution). Over the years many of the buildings converted to state offices because of Waterbury's convenient location between Montpelier and Burlington. At the same time, Waterbury has embraced its role as a central location and tourism draw for visitors to Vermont (particularly to Stowe and the Mad River Valley, Ben and Jerry's and other key attractions along Route 100).

Downtown Waterbury focuses on Stowe and Main Street but extends southward several blocks to include a grocery, pharmacist, and florist in a strip style center and a charming town square (which is where the community has its well-attended farmers market). Revitalizing Waterbury played a key role in restoring the Train Depot for Waterbury and it now serves as a visitor's center, coffee shop, and display for Green Mountain Coffee.

In recent years downtown Waterbury has evolved into a dining destination with several well-respected establishments. The Waterbury area is embracing food and drink as a key attractor. The community has already completed a detailed market study and branding plan that is being implemented. The latest major projects in Waterbury are the location of new Town Offices adjacent to the existing Library, renovation and additions to the State Office Complex to bring state employees back to the community, and a streetscape improvement through downtown.

CATASTROPHIC EVENT

On August 28, 2011, Tropical Storm Irene brought historic flooding to Waterbury Vermont where the Winooski River rose 19 feet flooding much of downtown with 3-5 feet of water. Over 200 homes and

businesses were impacted including the State Office Complex where some buildings had flooding as high as 8 feet. As a result, the community lost an employment base of 1500 overnight. Multiple businesses were flooded as was the town office. The storm brought the community together in an unprecedented way and recovery began immediately.

RECOVERY

Revitalizing Waterbury played a pivotal role in the recovery process by launching Rebuilding Waterbury a subsidiary organization whose task was explicitly to help residents impacted by the floods. FEMA worked with Waterbury on a long-term recovery plan and the community completed a comprehensive Hazard Mitigation Plan. The community hired a grant coordinator, secured funding from Green Mountain Coffee Roasters to complete a market study and branding strategy, and launched a staffed economic development organization with a board of directors. The State of Vermont plans on relocating roughly two-thirds of the employees displaced by Irene at a renovated State Office Complex. The town has plans for a streetscape project along Main Street and will be constructing a Library addition and connected new Town Office Building.

The Vermont Downtown Action Team (V-DAT) was selected by the State of Vermont, Department of Housing and Community Development, Vermont Downtown Program in May 2013 to conduct a community planning and economic development charrette in Waterbury. The V-DAT was comprised of experts in architecture, planning, landscape architecture, historic preservation, economic development, organizational structure, landscape architecture, engineering and community branding.

The V-DAT planning charrette operates on three key tenants: utilizing an asset based approach, addressing the community in a holistic manner, and conducting the exercise in a public forum.

WE ARE WATERBURY

We are a place of uncommon ideas. Our innovations range from a small coffee roaster introducing the world to single serving warmth to ice cream scoops with funny names and strange flavors that became known all over the world. We are sculptors, artists, snowboard makers, chefs, farmers, and tea blenders connected to this place where your all-access pass is the passion you bring.

We are a place of uncommon energy. We are rethinking the way we power our businesses, homes, and buildings; exploring ways to have a bigger impact on our economy with a smaller footprint on the environment; and forging partnerships to become the greenest community in the Green Mountain State.

We are a place of uncommon welcome. Native Vermonters mix with newcomers that have discovered what a special place this is. They share a common purpose and a common belief – that this community will nurture our families, educate our children, and cultivate our friendships. We are an authentic place that is far from remote or isolated but at the very crossroads of life in the Green Mountain State.

We are a place of uncommon recreation. Our mountain bike trails, river walk, parks, and reservoir are unrivaled places to satisfy your greatest outdoor pursuits. Here, you can leave work and be on the slopes in less time than it takes to commute home in most places. Here, you can even engage in a friendly game of croquet in the dead of winter.

We are a place of uncommon connections. The food on the plates of our restaurants comes from the bounty of nearby farms and the beer in the glass at our pubs is brewed with a dose of magic just up the road. Food and farms make us a gathering place for people near and far who converge here to connect with one another and reconnect with what living in Vermont is all about.

We are a place of uncommon caring. Concern for our neighbors is built into our history as a place where those with challenging needs found help. Through a great flood we bound together with common purpose and brought our community back from devastation. Neighbors helping neighbors is simply part of who we are no matter how we found our way here.

We invite you to experience this place and feel the warmth of a genuine community. Savor our farm to table food; sip a glass of beer, a mug of coffee, or a cup of cider; travel our trails on foot or by bike; immerse yourself in our art; get a gift in our stores or food from our farms.

Experience our special place and our home: we are Waterbury, Uncommonly Vermont



Project Funding and Support
This project was supported by funding from the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant – Disaster Recovery. The plan was prepared as a cooperative effort of the State of Vermont Department of Housing and Community Development, the Division of Community Planning and Revitalization and the Town of Waterbury. The contents of this document do not necessarily reflect the official views or policy of HUD or the State of Vermont. For more information on the Vermont Downtown Action Team (V-DAT) program and links to the detailed presentation and report for Waterbury please visit http://accd.vermont.gov/strong_communities/opportunities/revitalization/vdat or call (802) 828-5229.



WAYFINDING

Waterbury's wayfinding system is likely to evolve with time, especially as major attractions and destinations come on line such as the new municipal complex. The signs should continue to be placed as funding permits.



MASTER PLAN

Development and redevelopment opportunities present significant opportunities for growth within the core of Waterbury. The short-term plan illustrates opportunities for parking improvements, infill development examples, redevelopment, and building additions in downtown. The model drawings illustrate existing conditions as well as short and long-term improvements that can be made. Many of the long term investment options will rely on public private partnerships to complete.



ART IN THE ALLEYS

Alleys in Waterbury provide a distinct opportunity to be dynamic public/semi-public spaces activated by the arts. Before and after photos show the existing and proposed appearance of an alley next to Alex's Gallery/Frame Shop. The concept can be done experimentally on a temporary basis without any significant physical changes. If successful and interest exists to make the alley a more permanent attraction, then physical improvements such as new paving (cobble or brick), overhead lights, etc. could be implemented.

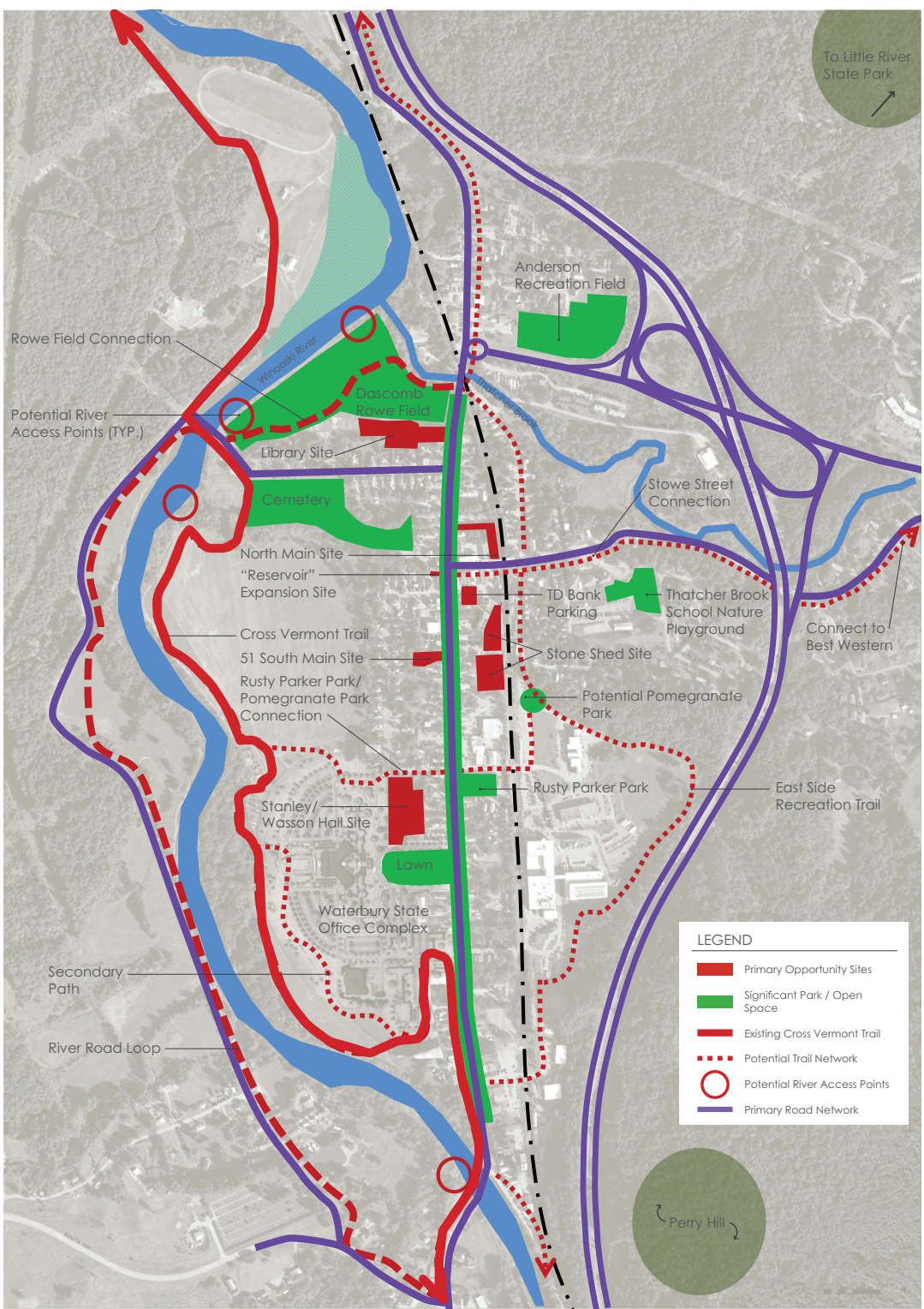
By using oversized white balls that have the option to be illuminated (in addition to, or in lieu of, white "Christmas" string lights), a perceived 'ceiling' to the alley space is created. The installation of granite cobblestone paving provides a wonderfully textured 'floor' to the alley that still remains accessible. Long, narrow planters containing bamboo are lightweight and portable and can be used to temporarily conceal unsightly elements like gas and electric meters or trash dumpsters.

The alley improvements illustrated above are an example that could be extended to the Stowe Street alley as well. The theme for Stowe Street might be different and incorporate other design details.



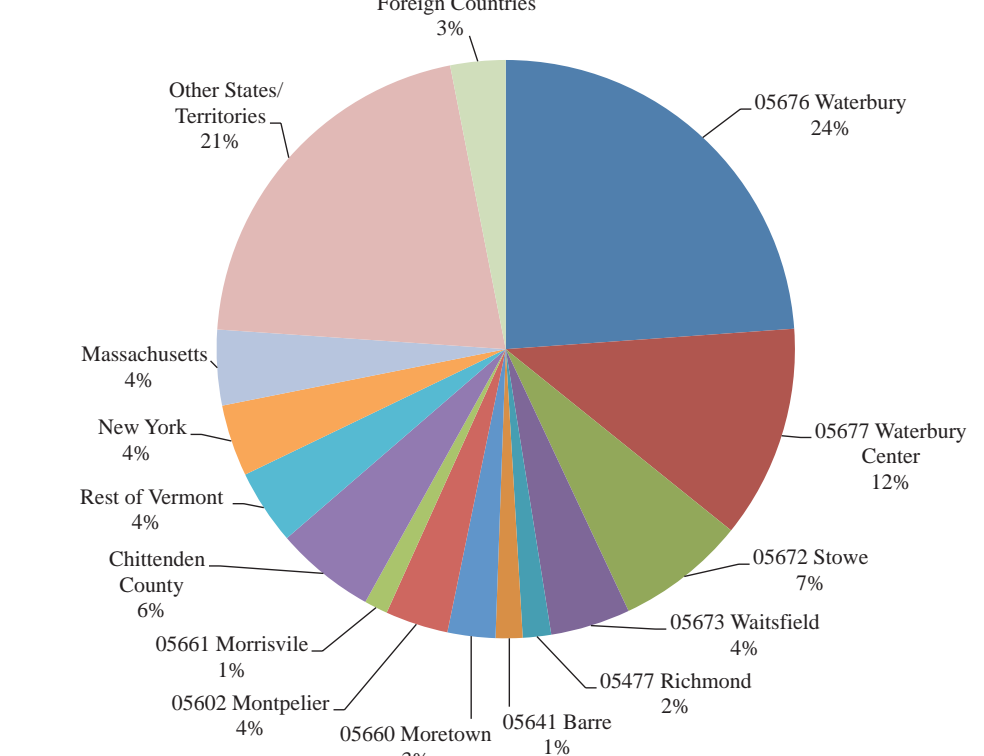
EXPANSION OF RESERVOIR

The Reservoir Restaurant has the opportunity to expand its footprint on the vacant lot adjacent to the existing building. There is an opportunity to develop a 2 1/2 story mixed use building, compatible with the existing Reservoir building, to accommodate additional restaurant space and upper floor housing, offices or meeting space. The topography of the site would allow for the potential to develop some parking underneath this new expansion, with access off of Elm Street. The new building could be set back to allow for outdoor dining in front and is illustrated in the before and after images above.



RECREATION AND TRAILS

Long known as a center of recreation, Waterbury has a distinct opportunity to expand its trail network linking together with the existing Cross Vermont Trail. The expansion opportunities will connect amenities and attractions in Waterbury with its excellent outdoor setting.



MARKET STUDY

Waterbury's downtown has a dynamic market that attracts nearly perfect balance of local, regional, and visiting customers. This presents excellent opportunities for Waterbury to continue to thrive as a destination for dining, specialty shopping, art, and special events. The employment in Waterbury bolsters this customer base. Employment in Waterbury will re-emerge as a balance of private and public sector jobs many of which are within walking distance of downtown.