

Placemaking Across Vermont

A more Vibrant, Connected, Resilient Main Street through
Community-led Placemaking



Richard Amore, PLA/AICP

Vermont Department of Housing and Community Development

August 3, 2023

North Dakota Multi-State Placemaking
Best Practices Exchange Workshop



Vermont Department of Housing and Community Development

**Provide tools, training,
grants, and incentives for
local leaders to plan and
build projects that support
thriving, inclusive, walkable
communities.**

Presentation Themes

1

Overview

Vermont and place-based economic development

2

What is Placemaking

Importance of people and public spaces in community vitality

3

Vermont Examples and Initiatives

An overview of Vermont communities and state programs that have used placemaking to build walkable, vibrant, socially-connected and loveable places

4

Strategies to Create Better Places

Sharing ways to advance local placemaking efforts



Montpelier, Vermont
population: 8,074

A small, vibrant, capital city that has endured for over 200 years and remains vibrant and walkable.

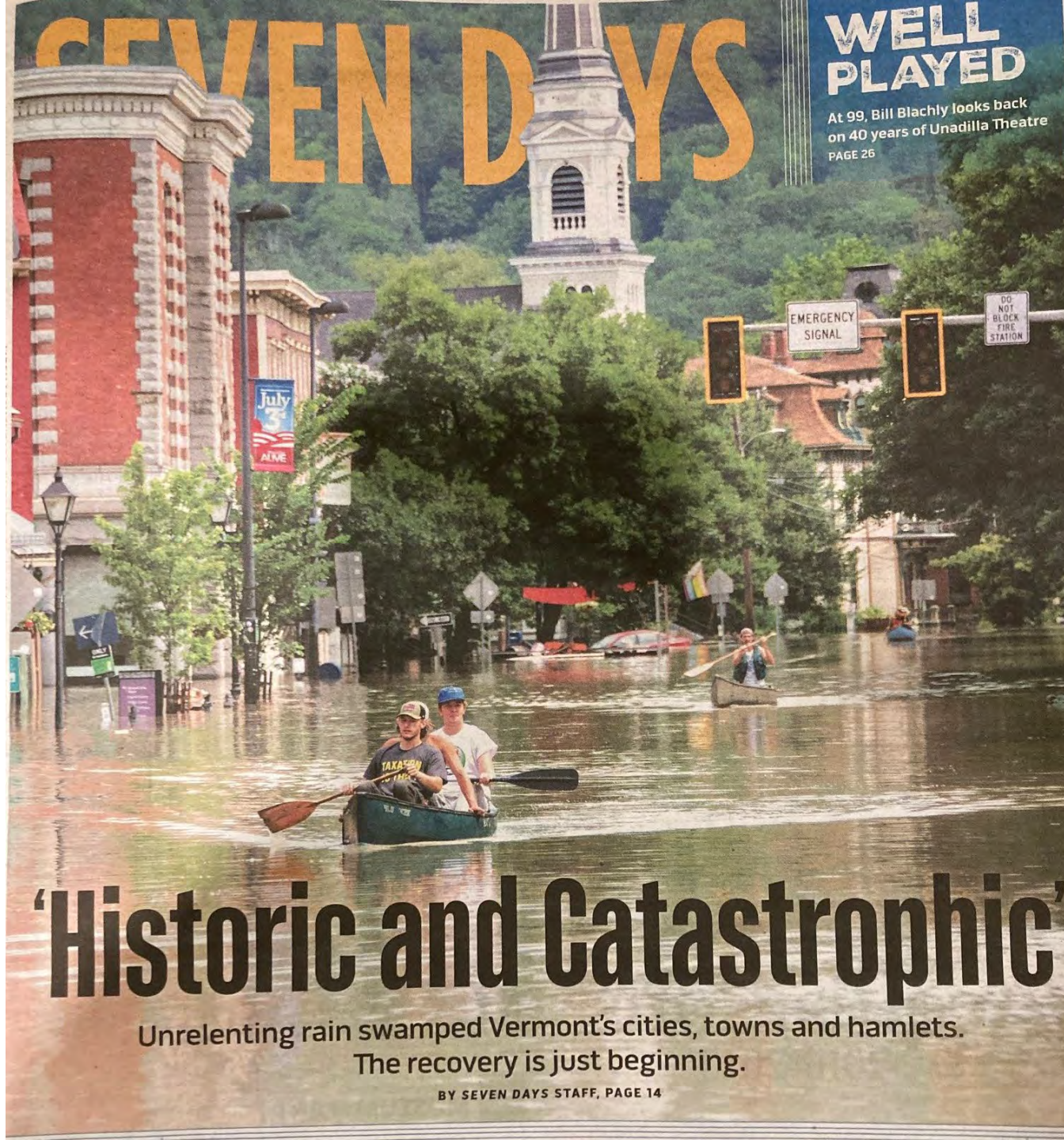
This is my life....in a rural and walkable community



SEVEN DAYS

WELL PLAYED

At 99, Bill Blachly looks back
on 40 years of Unadilla Theatre
PAGE 26



'Historic and Catastrophic'

Unrelenting rain swamped Vermont's cities, towns and hamlets.
The recovery is just beginning.

BY SEVEN DAYS STAFF, PAGE 14



Terry J. Allen



photo credit: Storyworkz





Bristol, VT



National Trust *for* Historic Preservation

America's 11 Most Endangered Historic Places

Preservationists Call Vermont Endangered, by Wal-Mart

By Pam Belluck

May 25, 2004



The Wal-Mart here, like thousands of others across the country, sells everything at a steal: jeans for \$10.77, gold earrings for \$9.97, a three-piece set of luggage for \$29.64.

But to some Vermonters, the cavernous store in this Burlington suburb symbolizes something else: the big-box-ification of a largely unspoiled part of the country.

With that in mind, a national historic preservation group said Monday that it was placing on its annual list of endangered sites an unusual entry: the state of Vermont.

Vermont's Compact Villages and Downtowns are the
Foundation to Creating Thriving Places



Montpelier, VT



Great Places



photo credit: ThinkVermont

Great Places

A wide-angle photograph of a historic downtown street in Rutland, Vermont. The street is paved with asphalt and has yellow double lines down the center. On either side are multi-story brick buildings with many windows. In the distance, a church with a tall steeple is visible against a blue sky with scattered white clouds. A white banner hangs across the street, displaying the website address. Several cars are parked along the sides of the street, and a few people can be seen walking on the sidewalks. The overall atmosphere is bright and clear.

rutlanddowntown.com

Investing in Place



Bristol, VT

photo credit: NPS National Register of Historic Places Nomination

Place-based, People-focused Economic Development



Bristol, VT



credit: Ian Albinson, Bristol Core

**Resilient Main
Streets and Vibrant
Neighborhoods**



Bristol, VT



BRISTOL  CORE

Main Street Intersection - Bristol, VT



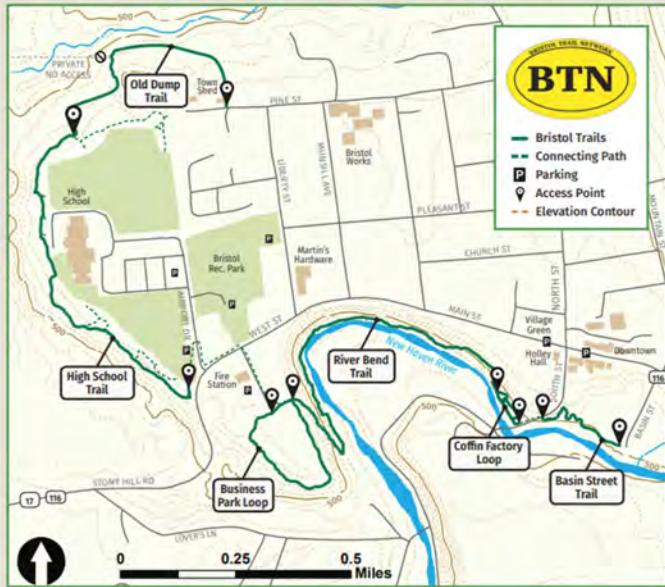


BRISTOL  CORE

Town Green Playground - Bristol, VT



BRISTOL TRAIL NETWORK



TRAILS AND ALLOWABLE USES

	Distance (mi)	Hiking	Mountain Biking	Running	Bicycling
Basin Street Trail	0.2	✓	✓	✓	✓
Coffin Factory Loop	0.1	✓	✓	✓	✓
River Bend Trail	0.7	✓	✓	✓	✓
Business Park Loop	0.4	✓	✓	✓	✓
High School Trail	0.6	✓	✓	✓	✓
Old Dump Trail	0.4	✓	✓	✓	✓

PLEASE RESPECT THE LAND AND THE LANDOWNER

- Stay on the trail at all times
- Clean up after your pet
- No motorized vehicles

A Project of Bristol Recreation Club www.bristolrecclub.org

BRISTOL RECREATION CLUB

THE PLACE FOR RECREATION, EVENTS, AND ACTIVITIES IN BRISTOL, VERMONT

HOME FACILITIES ▾ **BRISTOL TRAIL NETWORK** ▾ INFO ▾ CON

Coffin Factory Loop



Bristol, Vermont
population: 3,782

**There's no better
marketing, tourism draw, or
talent recruitment strategy
than investing in vibrant
places where people want
to live, work, and visit**




Bristol, VT



Place-based
People-Focused

SEE
TESS
FOR
CE & FULL MENU
N LANGDON
INGS AND TREATS
ITCHEN WHOLE



*"Equitable growth for a community means that **residents grow alongside it**, and that the community continues to grow because of its residents. The **growth comes from within the community**, and the residents who have participated in its history and culture not only benefit from that growth but **help to make it happen.**"*

— Eureka Gilkey; Executive Director, Project Row Houses



placemaking

PLACEMAKING IS **NOT NEW!**



No 20
Aug 17 1900



placemaking



placemaking

Placemaking
is not new.



***Community-led placemaking
is a growing movement of
do-it-ourselves village-
making where citizens,
business owners and the
municipality come together
to breathe new life into
villages.***

OFFERS A QUICKER LIGHTER APPROACH

.....



“I truly believe
that if you can
**change the
street**, you can
change the
world.”



Janette Sadik-Khan, Commissioner of the New York City



01

Streets as Places for Commerce

.....
Burlington, VT



02

Streets as Places for Commerce



St. Johnsbury, VT



03

Streets are Places **for Commerce**



St. Albans, VT



04

Streets as Places for Community



Brattleboro, VT



05

Streets are Places **for Community**



Brandon, VT



06

Streets are Places **for Community**



St. Albans, VT



07

Streets as Places for Community



Brandon, VT



08

Streets as Places for Community

.....
Montpelier, VT



09

Streets as Places for Celebration

• • • • •
Montpelier, VT



10

Streets as Places for Celebration

.....
Waterbury, VT



**If you design streets and places
for cars, **what do you get?****

A wide-angle photograph of a busy multi-lane street in Rutland, Vermont. The street is filled with cars in both directions. On the right side, there are commercial buildings, including one with a sign that says "Parts Plus". On the left, there are utility poles with many power lines. The sky is blue with some clouds. A semi-transparent blue banner is overlaid across the middle of the image, containing white text.

you get cars and traffic.

Rutland, VT



Higher Speeds are Encouraged!

Montpelier, VT

**If you design streets and places
for people, **what do you get?****




you get people and places.

Winooski, VT

*A great street should be the **most desirable place to be**, to spend time, to live, to play, to work, at the same time that it markedly contributes to what a city should be. Streets are settings for activities that **bring people together**.*

Allan Jacobs
Great Streets





“There’s a lot you can do for a street with just a little imagination and a lot of paint.”
.....

Janette Sadik-Khan, Commissioner of the New York City



Commerce

Adding Economic Vitality



Community

Building Community



Celebration

Supporting Traditions

Great Streets can boost retail and dining sales, spark private investment, raise property values, attract new businesses, add jobs, build community and celebrate tradition.

POWER OF 10+: PLACE

1. Read
the paper

2. Window shop

3. Learn about
upcoming events

4. Go inside!

5. Walk by

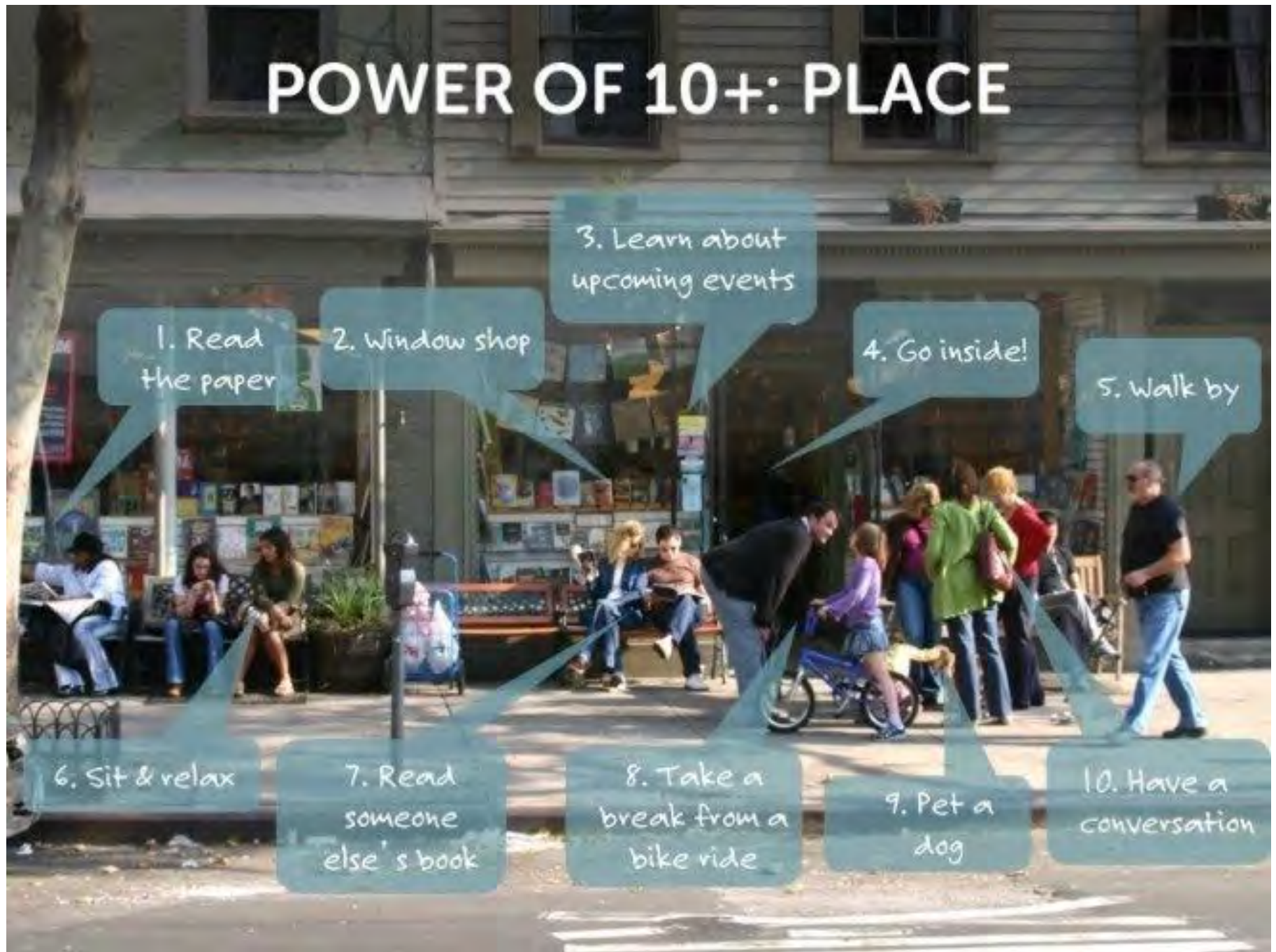
6. Sit & relax

7. Read
someone
else's book

8. Take a
break from a
bike ride

9. Pet a
dog

10. Have a
conversation





Placemaking is a grassroots process of **re-inventing and re-engaging with public spaces** so they are once again the central focus of community life. Placemaking capitalizes on a local community's assets, inspiration, and potential.



*“Communities make revitalization possible by
creating quality public spaces,
prioritizing local entrepreneurship, emphasizing
production, and supporting downtown housing.”*

The Reality of Main Street, the Brookings Institution, April 20, 2017



THE BENEFITS OF GREAT PLACES



What Makes a Great Public Space?



1

**Superior
Human Experience**



2

**Context and
Location**



3

**Incorporates
Nature**



4

**Active
Programming**



1

Superior Human Experience



2

Context and Location



3

Incorporates Nature



4

Active Programming



1

Superior
Human Experience



2

Context and
Location



3

Incorporates
Nature



4

Active
Programming



1

Superior
Human Experience



2

Context
and Location



3

Incorporates
Nature



4

Active
Programming



1

Superior
Human Experience



2

Context
and Location



3

Incorporates
Nature



4

Active
Programming



credit: Lee Krohn

Placemaking

“Cultures and climates differ all over the world, but people are the same. They will **gather in public if you give them a good place to do it.**”



Jan Gehl, Danish Architect



WHAT MAKES A GREAT PLACE?





connections



Connects

Builds Social Capital



People to

Creates Community



Place

Adds Vitality

photo credit: Downtown Brattleboro Alliance



Why invest in Placemaking?

Placemaking is...



Placemaking can....



credit: Downtown Brattleboro Alliance

Placemaking can....



Builds Social Capital



credit: Downtown Brattleboro Alliance

Spurs Entrepreneurship



Empowers Residents



Supports Active Lifestyles



Celebrates the Arts



credit: Downtown Rutland Partnership

Increases Food Access



Test Ideas



Builds Neighborhoods



Creates Connections



credit: Ward Joyce

Enables Engagement



credit: Ward Joyce

Greens

Our Communities



Supports Democracy



Endure Winter



Encourages Play



Cultivates Leadership

Town of Bethel, Vermont

Meet Our Selectboard



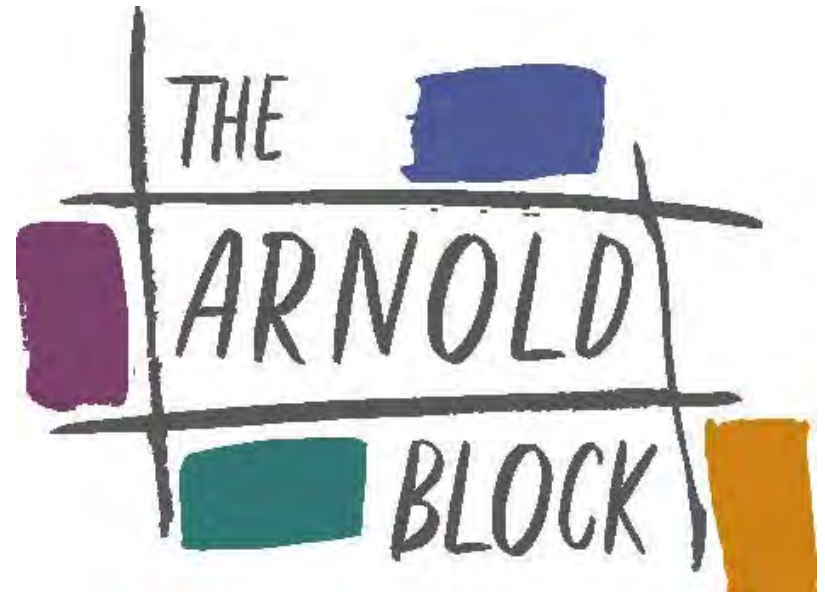
Lindley, Paul, Chris, Dave, Moe

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





***Placemaking is Enabling
and Empowering
Residents to **Create**
Places they Love and Feel
Connected to.***



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.

YOU KNOW IT WHEN YOU SEE IT!



WELCOME TO

BELLOWS FALLS

"A friendly place
to hang your hat."



F.W. RAMMERS









*Plantings Maintained
By The Arlington
Garden Club*



OPEN

We Welcome
everybody

PLEASE
Wear
MASK
Logical
DOCTORS

SHOP
SOW!

HOURS

MON - TUE
WED - FRI

God Bless

What are you grateful for?

I'm grateful for

A clean slate every day

I'm grateful for

My jobs

I'm grateful for

My kids

I'm grateful for

ART, NUMBORS, VINT.

I'm grateful for

being alive

I'm grateful for

being loved

I'm grateful for

My kids

I'm grateful for

My kids's styles

I'm grateful for

PHILLY

I'm grateful for

being alive

I'm grateful for

being loved

I'm grateful for

being loved

LOUD ROCK N ROLL
WARRIORS/WARRIORS

I'm grateful for

My kids

I'm grateful for

My kids's styles

I'm grateful for

PHILLY

I'm grateful for

being alive

I'm grateful for

being loved

I'm grateful for

being loved

LOVE







Orwell's Book Free Library

Games and Puzzles

Orwell Food Pantry

Personal Care Items







POSITIVE PIE

LIVE MUSIC ♦ HAND TOSSED PIZZA



NO PARKING
ANYTIME TO TURNER

ITALIAN



Credit: Downtown Rutland Partnership













PROTECT

LOVE

RESPECT

TRUTH

HOPE

HURTURE

CHERISH

NOURISH

Roots
THE RESTAURANT

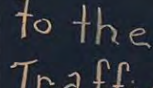
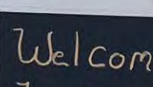




What is a Pop-up Project?

pop up project

A pop-up project is a temporary, low-cost, and easy-to-implement project that can be implemented in a short period of time. It is a project that can be implemented in a short period of time.





Credit: Lee Krohn







Rutland, VT



Burlington



GRAZIN' ON THE GREENWAY





Credit: Zach Freeman



The **DEN** EST. 2017
at
HARRY'S HARDWARE
Cabot, Vermont



“Placemaking **animates** public and private spaces, **rejuvenates** structures and streetscapes, **improves** local businesses viability and public safety, and **brings people together** to celebrate, inspire, and **be inspired...**”



Church Street in Burlington, Vermont in 1979. . .

Church Street – 1970s





K
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...**



Photo Credit: Bill Truex

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



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







DRING®

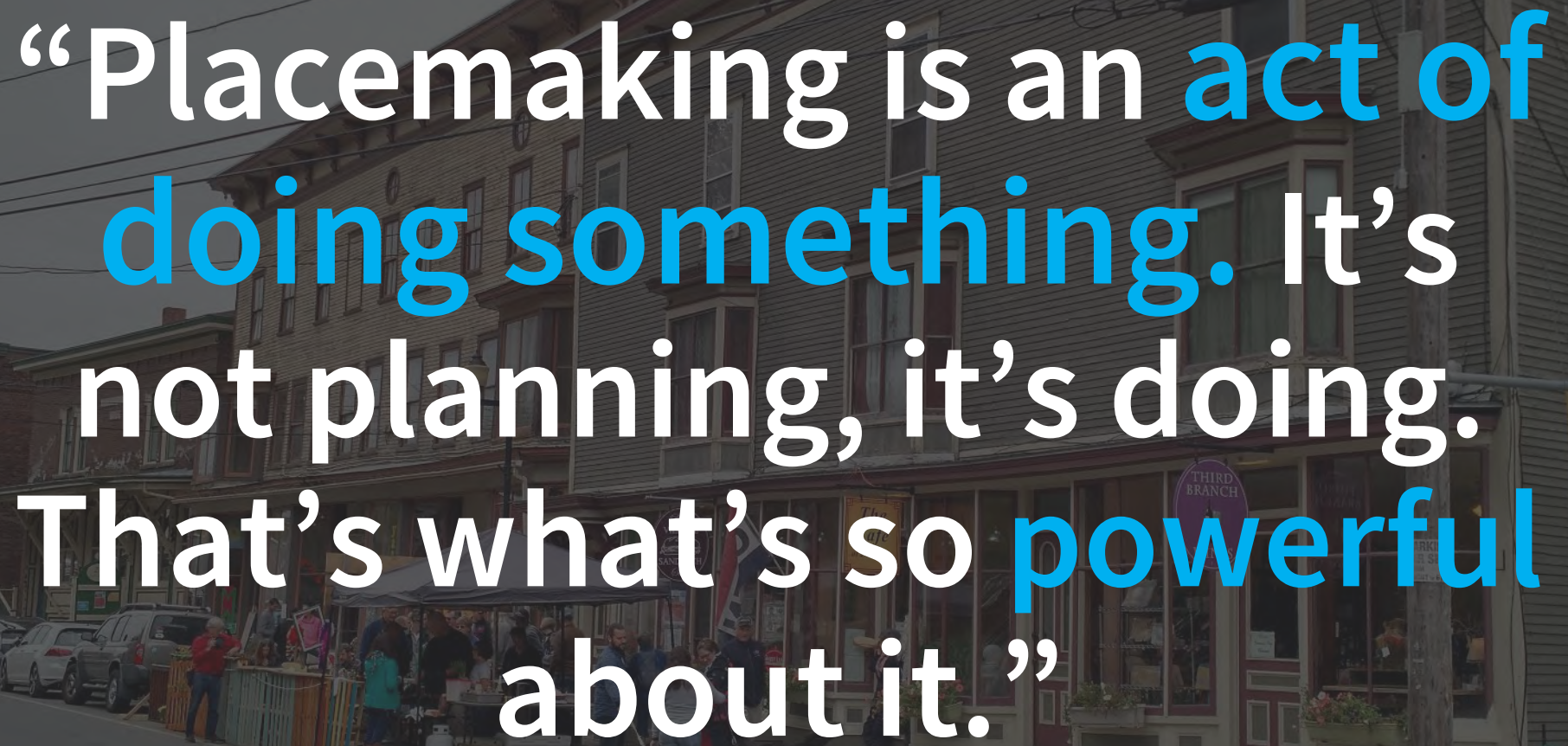
NEVER STOP EXPLORING

SALE

THE
NORTH
FACE

SARATOGA
OLIVE OIL
JUNE SPECIALS
PERSIAN LIME
OLIVE OIL
and
COCONUT BALSAMIC
Spice: KONA COFFEE RUB
Salt: SPICY GARLIC PEPPER

Garcia's

A photograph of a street scene with historic, multi-story buildings. In the foreground, there is a market stall with various items on display, and several people are walking around. The image is slightly faded to serve as a background for the text.

“Placemaking is an **act of doing something**. It’s not planning, it’s doing. That’s what’s so **powerful** about it.”

.....
Fred Kent, Project for Public Spaces

Bethel, VT



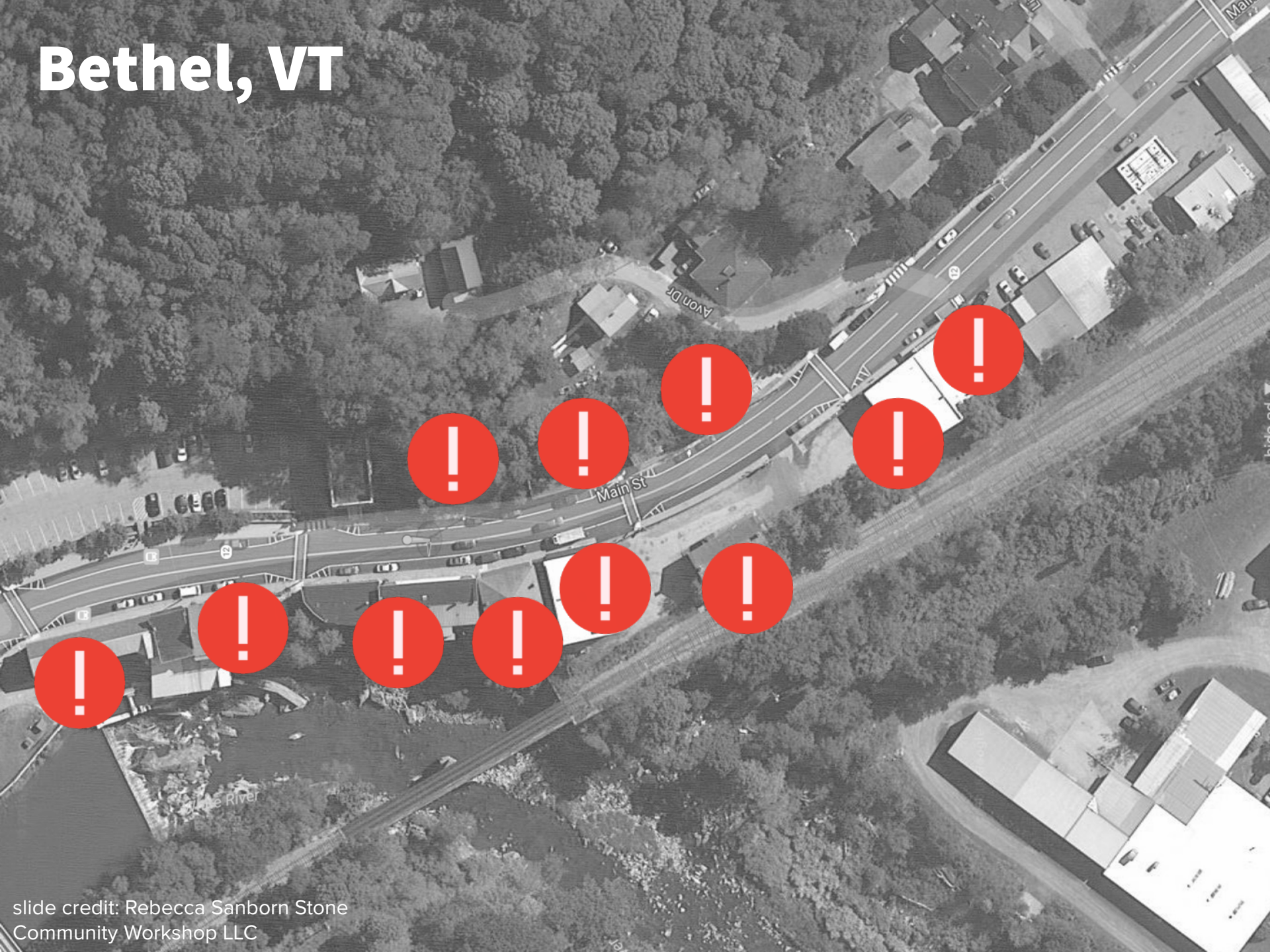




Photo credit: Bethel Revitalization Initiative



Bethel, VT



Bethel, VT





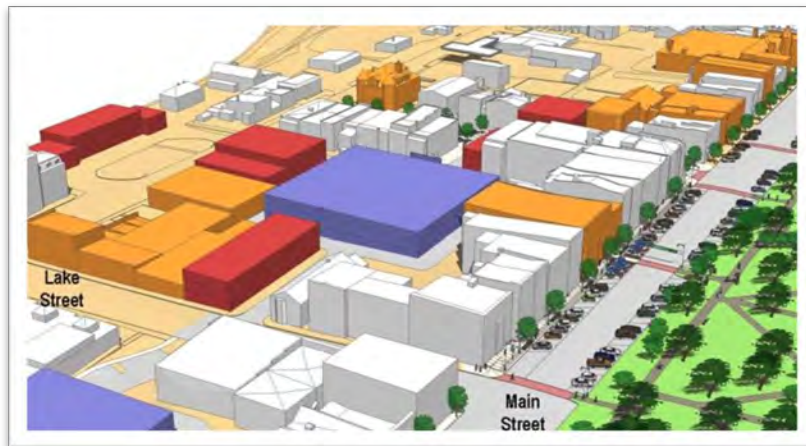
Transformation in St. Albans

The City of St. Albans is flourishing, welcoming nearly 40 new businesses and 300 workers – including 140 state employees – to its historic downtown and commercial center over the past five years. This robust revitalization is no accident: businesses, property owners and municipal officials have worked together with the state to take advantage of tax incentives, grants and planning assistance to revitalize their downtown.

Vision

Downtown Master Plan

A critical first step was a community visioning process and led to the development of a downtown master plan.



Plan

An ambitious three-year streetscape improvement project that included new traffic signals, sidewalks, lighting, landscaping, street trees, storm water treatment, paving, and signage.



St. Albans

BEFORE



St. Albans

AFTER



St. Albans

Before

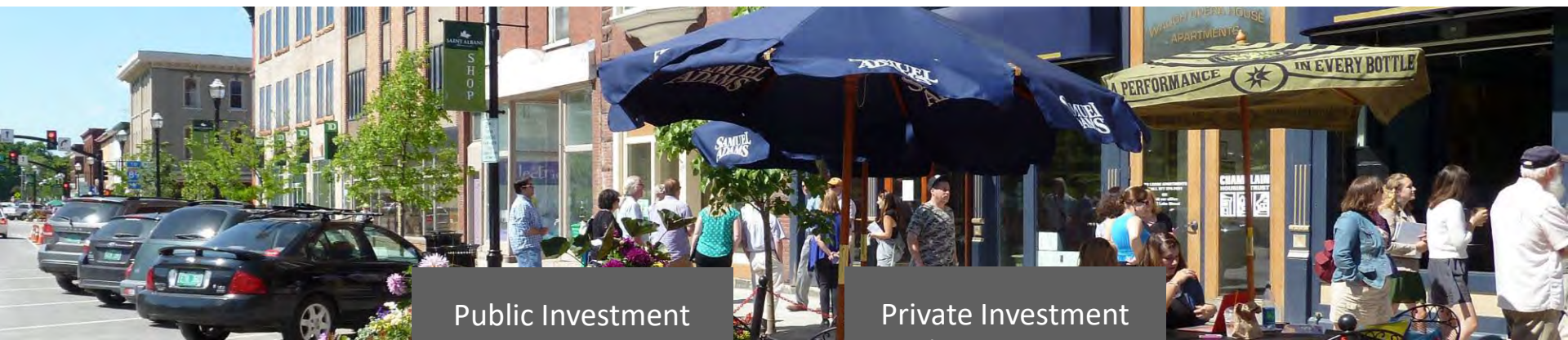


St. Albans

After



Results



Public Investment
\$12,848,171

Private Investment
\$33,783,030

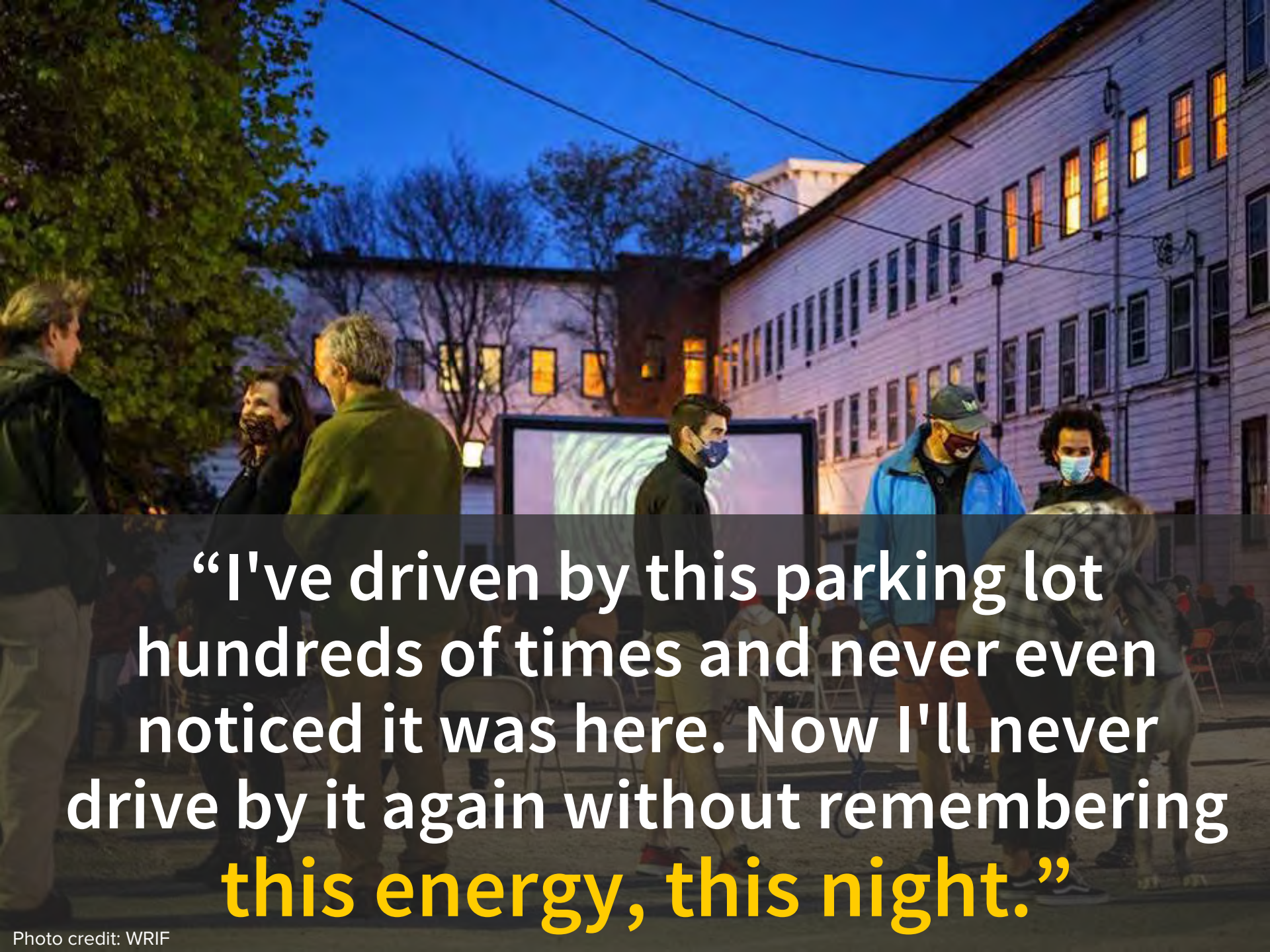
37 New Businesses
Added

288 Jobs Added

70% Decrease in
Storefront Vacancy
Rate



Photo credit: Lee Krohn



“I've driven by this parking lot
hundreds of times and never even
noticed it was here. Now I'll never
drive by it again without remembering
this energy, this night.”



Photo Credit: Donna Wilkins Photography



Donna Wilkins

“Bored people are cold people. And cold people go home.”

Max Musicant



Photo Credit: Rutland Recreation Department



Rutland WINTERFEST



**RINK AT
STATE STREET**
BROUGHT TO YOU BY MONTPELIER ALIVE
& THE CITY OF MONTPELIER

AND DUTIES OF SKATERS
Do not act in a manner that may
injure to others.
able control over
ing at

SKATE AT
YOUR OWN
RISK

CLEAN SHOES ONLY
PLEASE HELP KEEP THE ICE CLEAN
BY NOT SHEDDING SNOW





Photo Credit: <https://pixy.org/695/>







Photo Credit: <http://frostival.com/>

5 Ways Small Towns Can Help Support Placemaking



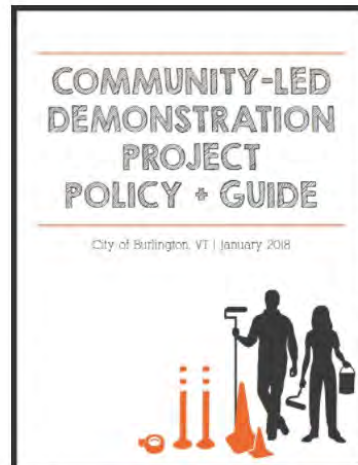
1.) Be Placemaking Friendly

Simplify the Permitting and Zoning Process for Placemaking Projects and Events.



- › About DPW
- › Parking in Burlington
- › BTV Construction Projects
- › Construction Permits
- › Recycling & Solid Waste Collection
- › Street & Sidewalk Operations
- › Transportation
 - Biking & Walking in Burlington Projects
 - Policy & Planning
 - Traffic Calming & Neighborhood Enhancement Program
 - Links & Library
 - Quick-Build
 - Tactical Urbanism and Demonstration Projects
- › Water Resources: Water, Wastewater and Stormwater
- › Bids, RFPs and RFQs
- › Press Releases
- › Public Works Commission
- › Contact DPW

Tactical Urbanism and Demonstration Projects



projects, widen public engagement and deepen our understanding of community needs at the smallest scale, and strengthen relationships by encouraging people to work together in new ways. This has the potential to build community excitement while drawing attention to perceived shortcomings of policy and street design.

The Policy and Guide was endorsed by the Public Works Commission at their May 2016 meeting and the permit and ordinance language that allows community members to apply for projects was passed at their June 2017 meeting.

Ready to Apply?

The application process consists of two phases:

[Phase 1 Application](#)

[Phase 2 Application](#)

Tactical Urbanism and Demonstration Projects

In 2015, the Department of Public Works gathered the Burlington Fire Department, Police Department, Local Motion, and residents and advocates from the community to develop a policy and guide for short-term, community-led projects on our streets. With experience gained from local demonstrations projects, case studies from across the country, and direction from international experts on tactical urbanism, the [Community-Led Demonstration Project Policy and Guide](#) has been developed.

This guide will be a working document, revised as we learn from the process and partnerships that are being created. It's an exciting direction for Burlington -- these short-term projects can influence long-term change by providing an opportunity to test projects, collect data that could expedite



2.) Support and Build Complete Streets

Ensure that streets are for everyone, and that they are designed and operated to enable safe, equitable, and multi-modal access for users of all ages and abilities.



3.) Events and Programming

Actively Program Car Free Events Downtown.



4.) Activate Underutilized Spaces

From Parking Lots, to vacant parcels and buildings...



5.) Start or Expand Public Art Programs

Partner with artists to bring art to the street.



S U M M A R Y

Placemaking **is**

- 1 About Creating Places People Love**
- 2 People-focused, Community-driven**
- 3 Inclusive and Collaborative**
- 4 Flexible, Adaptable, and Iterative**
- 5 Co-creation and Co-ownership**



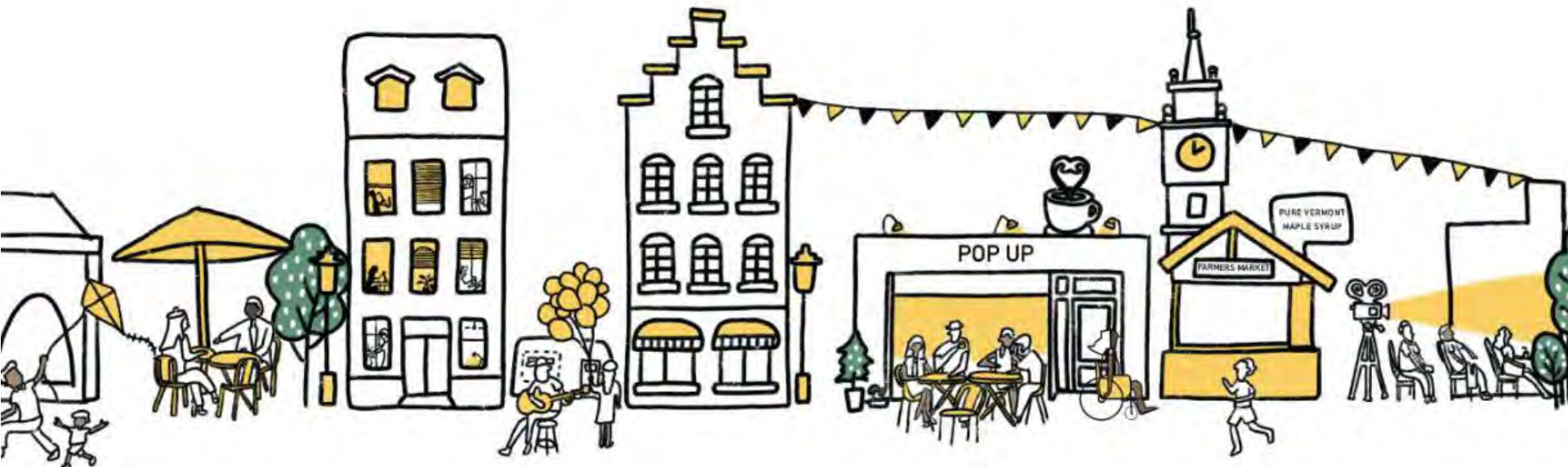
GET OUT OF JAIL FREE

***This card may be handed to
a local government officer***

if you accidentally make a mistake or
break a rule in placemaking activities

Better Places

Empowering Vermonters to Create Vibrant Public Places



Better Places Legislation

Act 74 enacted in June 2021 and appropriated \$1.5M

The General Assembly finds:

- Public spaces are **essential for supporting economic activity and health and well-being**..... throughout the pandemic and for building **engaged, equitable, and resilient communities** in the future.
- Placemaking projects **intentionally leverage the power of the arts and cultural assets** to strengthen the economic and social fabric of communities.....

It is the intent of the General Assembly to:

- Help local leaders identify, develop, and implement placemaking projects by creating the Better Places Program **to advance local recovery efforts, rebuild local economies, boost local capacity, and reconnect Vermonters to one another**.....

Core Program Partners





A new grant program
that's about **building
community**, not just
implementing projects.



More heart

**Social connection, sense of belonging,
welcoming places, joyful experiences**



More local investment

**Attracts business, visitors, donors big and small,
community participation, local stewards**



More resilience

**Improves health of people, local businesses,
the creative economy, and the environment**



Place-based
People-focused

Program Overview


Better Places is a community matching grant program empowering Vermonters to **create inclusive and vibrant public places** serving Vermont's [designated downtowns, village centers, new town centers, or neighborhood development areas.](#)

The Better Places program provides one-on-one project coaching, local fundraising support, and two to one (2:1) matching **grants ranging from \$5,000 to \$40,000** to make your community-led placemaking ideas happen.



Better Places

Empowering Vermonters to Create Vibrant Public Places



MAD RIVER VALLEY

WARREN, VT


Help Us Bring a Dog Park to Mad River Valley!

We are creating a welcoming park where dogs (and their people) can socialize, recreate, have fun, and safely play.

\$12,305 of \$12,000 **6** days left

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUPPORT](#)



Middlebury Bike Pump Track Project


MIDDLEBURY, VT

Building a bike pump track in town that is free, fun, and accessible for bicyclists of all ages.

\$6,068 of \$6,000 **27** days left

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUPPORT](#)



GUILFORD COMMUNITY PARK

GUILFORD, VT


Guilford Community Park needs YOUR support!

Create and foster community through shared recreational experiences...

\$9,480 of \$20,000 **48** days left

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUPPORT](#)



Pittsford Village Farm Pavilion


PITTSFORD, VT

Help us raise the funds needed to install a pavilion for the community at the Pittsford Village Farm!

\$11,358 of \$11,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUCCESS!](#)



Lamoille Art & Justice Project Community Mural

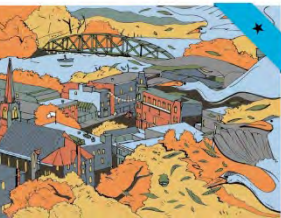
STOWE, VT

Join the Lamoille Art & Justice Project in a community-created mural on the Stowe recreation path to highlight local conversations around racial justice.

\$5,400 of \$5,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUCCESS!](#)



High Street Mural

BRATTLEBORO, VT

Revitalizing Downtown Brattleboro Together

\$8,411 of \$8,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUCCESS!](#)

<https://www.patronicity.com/BetterPlacesVT>

What is Crowdfunding?

Crowdfunding is the process of gathering a community to provide financial support for a project within a set period of time.

What is Crowdgranting?

This powerful model combines the power of a grant with the power of crowdfunding!



The **COMMUNITY**
crowdfunds

\$15,000



The **SPONSOR or GRANTOR**
awards a matching grant of

\$30,000



The **TOTAL INVESTMENT**
in the community is

\$45,000

Empowering and Accessible

Crowdfunding democratizes access to capital, empowers communities to champion their own sustainable development, and allows residents to support projects that mattered most to them.



**IT IS
ACCESSIBLE**



**IT IS
DECENTRALIZED**



**IT'S A GREAT
STORYTELLING
TOOL**



**IT FACILITATES
COMMUNITY
ENGAGEMENT**

Crowdfunding + Better Places Grant = Community Engagement + Wealth Creation



**Positive Impact on
Project Creation**



Multiplying Your Dollars



**Democratizes the
Granting Process**



**Ensures Community
Engagement**



**Community Decides
Where \$ Are Invested**



**Builds Long Term
Engagement**

HOW FAR AWAY ARE YOUR INVESTORS?



EXISTING
RELATIONSHIPS
WITH FAMILY
AND FRIENDS



LOCAL
FOUNDATIONS,
HOSPITALS,
VOLUNTEER GROUPS



CITY HALL, CITY
REDEVELOPMENT
COMMISSION



THE CHAMBER OF
COMMERCE,
LOCAL/COUNTY
TOURISM ORGS



HISTORICAL
SOCIETIES,
SCHOOLS,
ALUMNI GROUPS



LARGE
CORPORATIONS,
SMALL BUSINESS
OWNERS



RELIGIOUS ORGS,
LOCAL SPORTS
TEAMS, SENIOR
CENTERS, BANKS



ANYONE LOCATED
ADJACENT TO YOUR
ORGANIZATION OR
PROJECT SITE!

Better Places

Local Projects



Brattleboro – High Street Mural

High Street Mural

Revitalizing Downtown Brattleboro Together



Story

Updates

Donors

Reimagining Our Public Spaces

Epsilon Spires invites the Brattleboro community to join us in transforming the dilapidated wall on High Street with beautiful public art that sparks local pride, supports cultural tourism in our region, and inspires a sense of community co-ownership of our public spaces. To create a mural

Brattleboro, VT
Placemaking

Arts

Community

\$8,411

USD
funded of \$8,000 USD goal

94

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Aug 26, 2022 8:00 PM.



TAX DEDUCTIBLE

Epsilon Spires, Inc. is a Registered 501(c)(3), Tax ID 83-3281076.



CAMPAIGN BY:

Jamie Mohr

Email Directly

Brattleboro – High Street Mural



Brattleboro – High Street Mural

AUGUST 24 7:00 P.M. AT WHETSTONE STATION

CHARITY
BINGO
NIGHT!

IN
SUPPORT
OF THE
**HIGH STREET
MURAL
Project**



LOTS OF PRIZES!
\$1 PER CARD!

AUGUST 24 7:00 P.M. AT WHETSTONE STATION

**MEET THE
ARTISTS**

FOR THE
**HIGH STREET
MURAL
Project**

AT EPSILON SPIRES

FRIDAY, SEPTEMBER 16TH
6:00 P.M.

190 MAIN ST.
BRATTLEBORO
V.T.



Brattleboro – High Street Mural



Brattleboro – High Street Mural



THE IMPACT



**\$8,411
RAISED**



**\$16,000
MATCHED**



**94
DONORS**



**\$25,000
TOTAL COST**

"[E]veryone who donated really feels like they are a part of the project, and are incredibly emotionally invested in it. It remains a vibrant symbol of pride and inspiration of what we the citizens of Vermont can accomplish together if we combine our talents and resources! The completion of this large, multi-tiered public art project has exceeded my high expectations for civic engagement and placemaking. We successfully worked together to transform a neglected public space into something everyone is proud of and thankful for, I see visitors taking pictures of the mural throughout the day, I hear other citizens express their inspirations as to how this work can continue to improve other spaces. It has created economic opportunities for the artists to paint other projects. I have seen elected officials who were at first skeptical, begin enthusiastically documenting the progress of the mural and cheer us on. Through the scope of the project the artists themselves built lasting friendships across cultures and plan to work together again in the future. This beautiful and inspiring success really could not have been possible without the matching support of Better Places."

- JAMIE MOHR, EPSILON SPIRES

Springfield, VT



Springfield, VT

Comtu Falls Park





“Many locals did not realize that the Black River was literally right there, and were amazed this beautiful resource goes right through their downtown corridor.”

- Springfield participant



Zoom

Barton, VT

Barton Community Giving Garden



“Our community’s generosity and resilience are not a surprise, but nonetheless the extent of support and enthusiasm for this project was wonderfully affirming.”

- Barton participant

Lamoille Art & Justice Project

Community Mural on Stowe Recreation Path

Join the Lamoille Art & Justice Project in a community-created mural on the Stowe recreation path to highlight local conversations around racial justice



Stowe, VT Arts Community Placemaking

\$5,400

USD
funded of \$5,000 USD goal

36

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Jul 7, 2022 11:45 PM.



TAX DEDUCTIBLE

Lamoille Art & Justice Project

Community Mural on Stowe Recreation Path



Park Street Community Project

Expanding public green space in Downtown Vergennes



Story

Updates

Donors

Vergennes, VT
Community
Placemaking

\$22,265

USD
funded of \$20,000 USD goal

109

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Oct 15, 2022 12:00 AM.

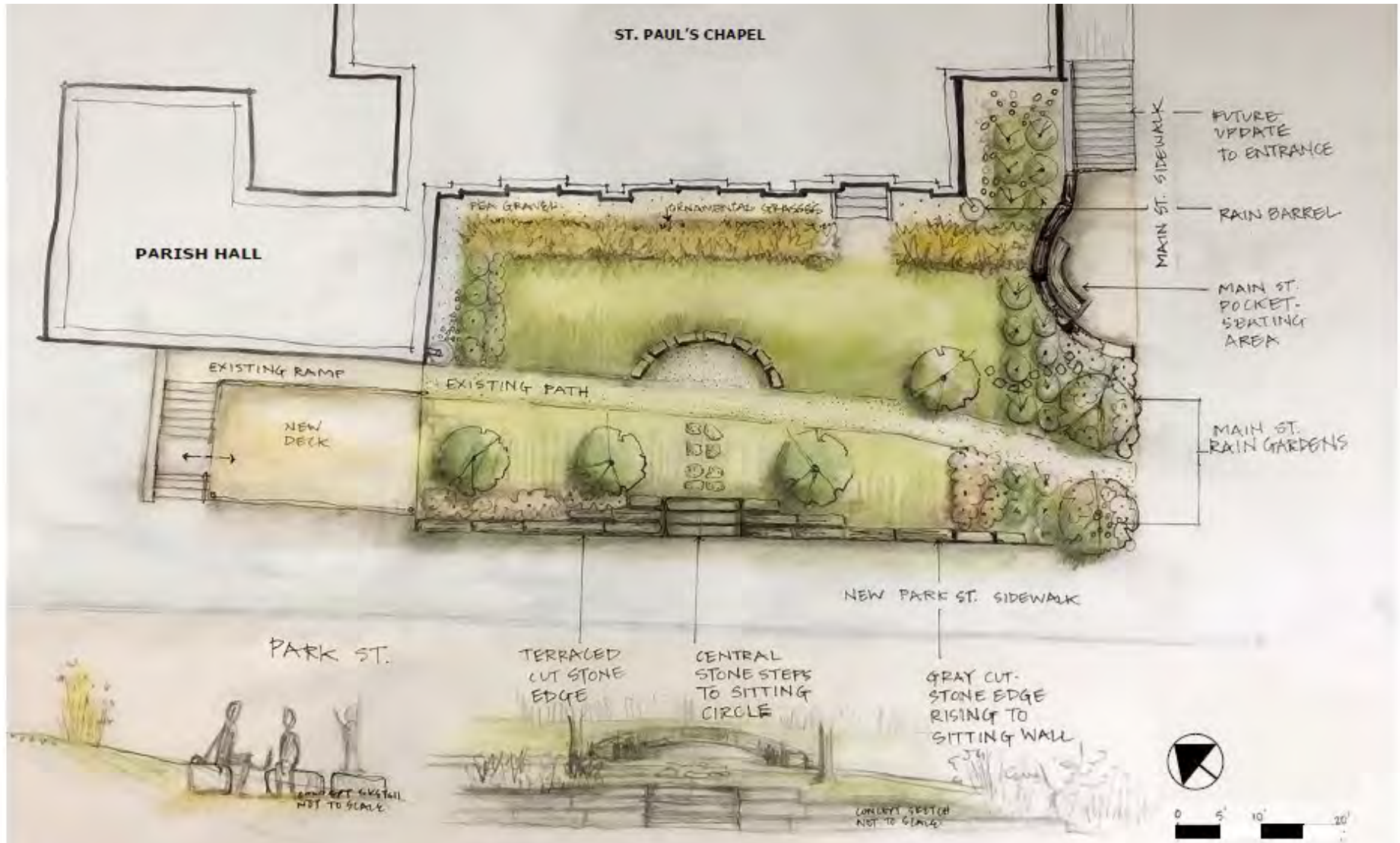


TAX DEDUCTIBLE

Vergennes Partnership is a Registered

Park Street Community Project

Expanding public green space in Downtown Vergennes



supported by



Help us create Arlington Common Ground

To enhance the entire community's fitness, social interaction, and well-being by creating two new outdoor pickleball courts.



Arlington, VT
Community
Entrepreneurial
Arts
Placemaking
Education

\$20,000

USD
funded of \$20,000 USD goal



100

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Jul 17, 2022 11:45 PM.

Arlington Common Ground



Arlington Common Ground

supported by



Select Language ▼

Powered by Google Translate

Come JAM with us at Junction Arts & Media!

Help us turn an empty storefront into a free, public, media arts "playground" where all ages can come together to create community through the arts.



Hartford, VT Arts Causes
Education Community
Placemaking

\$17,000

USD
funded of \$15,000 USD goal

100

patrons

Project Closed

Success!

Junction Arts and Media



Junction Arts and Media

I can't tell you how transformative this experience has been and how I toot the horn of Better Places 2.0 and the advantages of crowdfunding on the front end to convey the vision and recruit community involvement."

After

Junction Arts and Media



Rutland, VT Center Street Project







PATRON IN THE CITY
GILLIAN SEWAKE, ST. JOHNSBURY, VERMONT

#Getdowntown in St. J

Help us fill the streets of downtown St. Johnsbury with art, community, and fun this summer with Final Fridays performance events and live music every weekend.



#Getdowntown in St. J

Accessible. Free. Inclusive. Vitality.



“In a time with increasing polarization and inequality, it's imperative that everyone who works in community and economic development work as hard as we can **to create reasons for people of different backgrounds and experiences to share space and share joy.**”

- Gillian Sewake, *Discover St. Johnsbury*

#Getdowntown in St. J and Final Fridays

Accessible. Free. Inclusive. Vitality.



Placemaking Toolkit



PILLARS OF PLACEMAKING

People, place, and process are essential areas of understanding, sometimes called the 'pillars', of placemaking. They provide a starting point for considering the social, physical, and organizing elements of a placemaking project.

Digging Deeper to Find Each Other

Successful community building projects empower people who are historically marginalized and underrepresented due to systemic racism, and other inequalities based on a person's ethnicity, gender, class, ability, age, or sexual orientation.

People: Consider the diversity of who is involved, who's perspective is missing and why, and how to respectfully include them.

Place: Consider who can get to and access the space, how to make the space feel safe and welcoming, and how to make access easier and accommodating to all users.

Process: consider who holds power and whether the project roles are fairly distributed.

PEOPLE

EMPOWER PEOPLE TO CREATE PLACES THEY LOVE

Placemaking depends on local ideas, enthusiasm, values, skills, cultural traditions, and local knowledge to inform how a project is organized, built, and cared for. Without the infusion of this local engagement, places lack personal connection for community members and are less likely to thrive.

Projects with greatest community impact provide ways for different people across the community to participate and engage with all phases of a project, with the goal of feeling connected and excited about the public place or experience being created.

PLACE

USE WHAT YOU HAVE AND TRY SOMETHING OUT

Placemaking begins with what's there, who's using it, and how people feel in that place. Placemaking also considers what resources (materials and skills) exist within the community to help make something happen, quicker. Topography, ecology, climate, seasons, surrounding environment, utilities, and street connections impact how people feel and move within and through a space. Experimenting with short-term placemaking ideas provides an opportunity to take notes, gather feedback, and understand opportunities and challenges for future expansions of the project.

PROCESS

BUILD AND LIFT EACH OTHER UP

Community-led placemaking thrives when collaboration is embraced, trust is built between partners, and municipalities provide ways to enable both temporary and permanent placemaking initiatives. The project team must outline a clear process, roles, and responsibilities to start, build, and sustain their project. Above everything, project teams must be inclusive, adaptable, and not afraid to reach out to new partners to create something inspiring together.

PILLARS OF PLACEMAKING

Check out **Jay Pitter's Equity in Placemaking Checklist** to get started. See more resources on the following page.

THE BETTER PLACES IMPACT

CHECK OUT WHAT WE'VE ACCOMPLISHED SO FAR



**30 LOCAL
PROJECTS
SUPPORTED**



**2,117
UNIQUE
DONORS**



**OVER
\$304,325
CROWDFUNDED**



**\$564,100
MATCHED BY
THE STATE**



**SAW \$708,621
IN PRIVATE
INVESTMENTS**

**ADDITIONALLY, BETTER PLACES HAS RECEIVED OVER 150 PREFLIGHTS
AND PROGRAM INQUIRIES, REPRESENTING 112 VERMONT COMMUNITIES
SETTING A STRONG FOUNDATION FOR 2023!***

*numbers are as of June 27th, 2023.



SMALL TOWNS, HEALTHY PLACES



Podcast

Creating a Healthier Vermont:

Advancing Health Equity in
Vermont through
Placemaking, Funding, and
Support

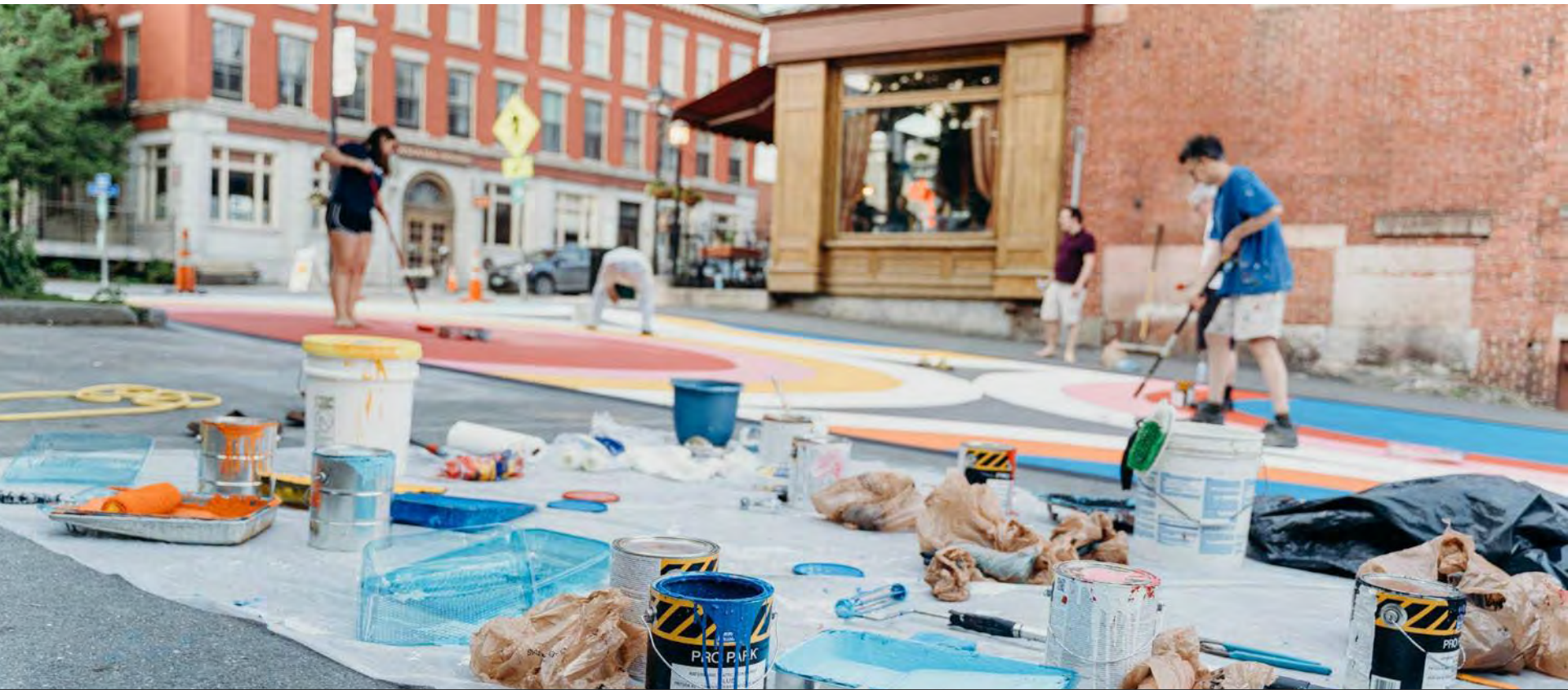


Listen here: <https://healthycommunitiesvt.com/podcast/>

5 Tips to Create Better Places



01 Just Do it!



*I always thought someone should do something, until one day, I realized that I was **SOMEONE**.*

John. F. Kennedy

02 You are the **greatest resource!**



The creativity and spirit of local residents in our communities are the greatest resource any place has.

03

Working Together is more FUN!

photo credit: Jané Davies



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead

04

It's like turning a **house into a home**

Credit: David Engwicht



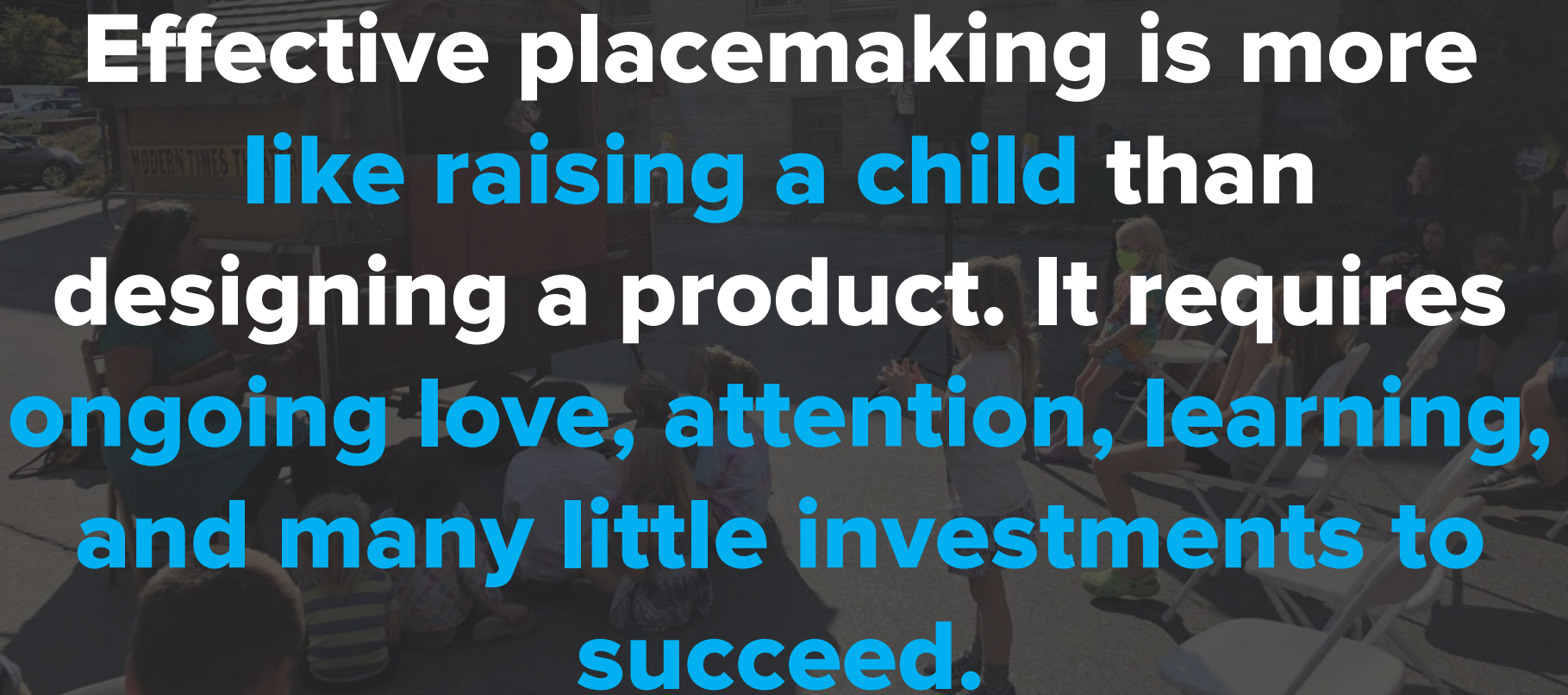
credit: Claire Tebbs

Creating places for people, creativity, and communities to flourish!


05 Focus on **Process** not just **Outcomes**



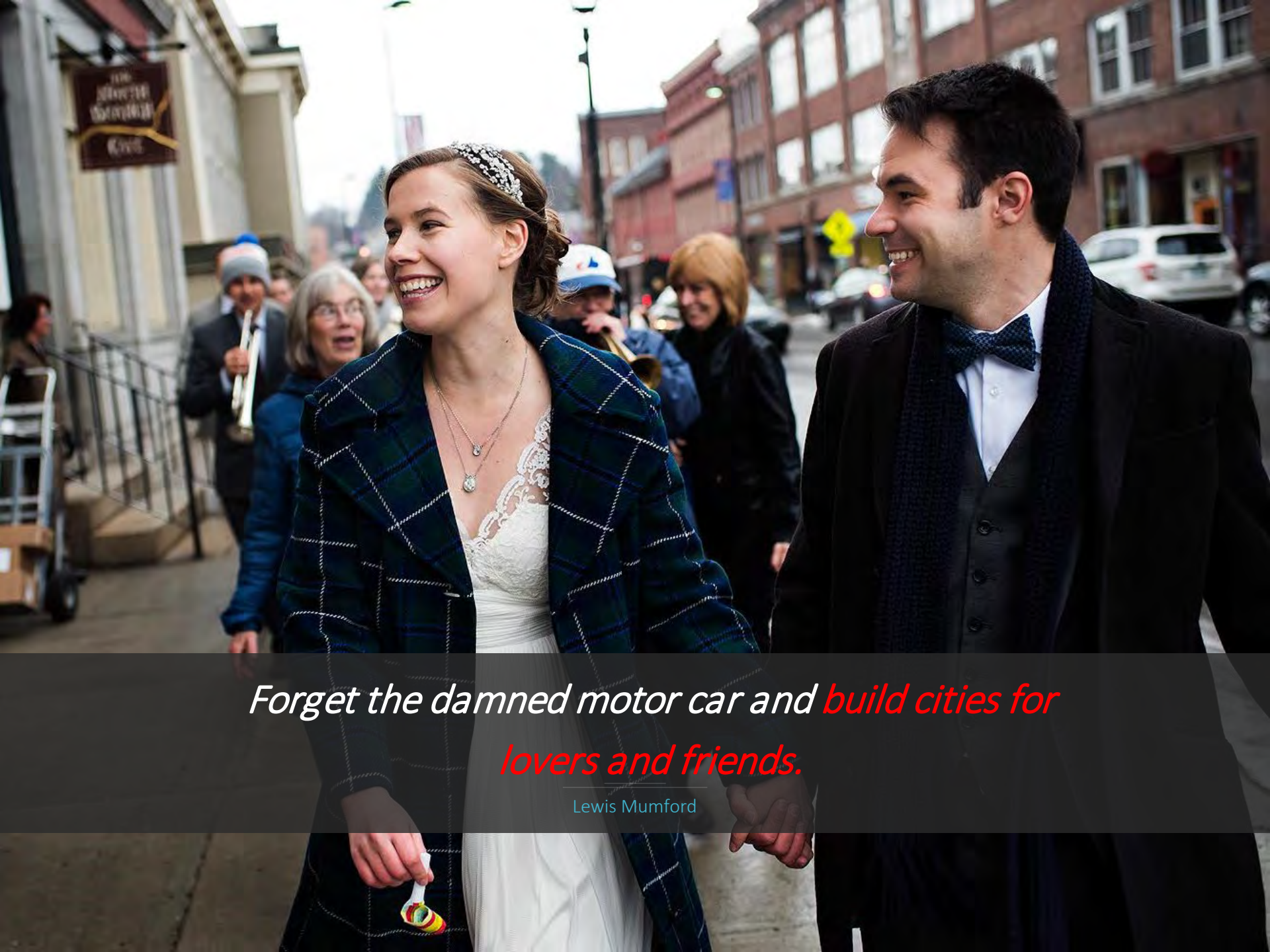
***50% is about improving the built environment and activating public spaces – and
50% is about building community pride, improving a sense of belonging, and
becoming more actively involved in your community.***

A group of children are sitting on the ground in front of a building. A sign that says "MODERN TIMES" is visible in the background. The text "Effective placemaking is more like raising a child than designing a product. It requires ongoing love, attention, learning, and many little investments to succeed." is overlaid on the image.

**Effective placemaking is more
like raising a child than
designing a product. It requires
ongoing love, attention, learning,
and many little investments to
succeed.**

A photograph of an elderly woman with short, curly grey hair, wearing a white t-shirt and light blue jeans, bent over and painting a yellow stripe on a sidewalk with a brush. A large red heart is superimposed over the center of the image, containing the text. In the background, another person is painting, and a young woman in a dark blue shirt and black shorts is using a long-handled tool to paint a red stripe. A white pickup truck is parked on the street, and a green hill is visible in the distance.

*The places we live
determine our wealth,
health and happiness
more than
anything else.*



*Forget the damned motor car and **build cities for
lovers and friends.***

Lewis Mumford

***Stay Connected and Let's
Create Better Places Together!***



THINK BIG....START SMALL
.....

Thank You.
.....

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AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT
DEPT. OF HOUSING & COMMUNITY DEVELOPMENT