





- **What we heard:**

- **Importance of downtown**
- **Improving local economy**
- **Commercial and tourism development**
- **Housing opportunities**
- **Recreation, including trails**
- **Community image**
- **Community infrastructure/services**
- **Environmental protection**

An aerial photograph of Williamstown, Vermont, showing a mix of residential houses, commercial buildings, a church, and a school. The town is surrounded by dense green trees. A blue banner at the top left contains the text '3 keys for Williamstown for next 3-5 years:'. In the center, three lines of bold text are stacked: 'GET READY' in red, 'DRESS UP' in blue, and 'BE REAL' in green.

3 keys for Williamstown for next 3-5 years:

GET READY

DRESS UP

BE REAL

3 keys for Williamstown for next 3-5 years:

GET READY



3 keys for Williamstown for next 3-5 years:

GET READY

- **Strategic Planning**

3 keys for Williamstown for next 3-5 years:

GET READY

- **Strategic Planning**
- **Tourist Infrastructure**

3 keys for Williamstown for next 3-5 years:

GET READY

- **Strategic Planning**
- **Tourist Infrastructure**
- **Community Infrastructure**

3 keys for Williamstown for next 3-5 years:

GET READY

- **Strategic Planning**
- **Tourist Infrastructure**
- **Community Infrastructure**

Each must be in place

3 keys for Williamstown for next 3-5 years:

GET READY

Community planning – all begins
with what we heard from community

Adopt comp plan



3 keys for Williamstown for next 3-5 years:

GET READY

Community planning – all begins with what we heard from community

Adopt comp plan

Update zoning code
uses, physical standards, signs



3 keys for Williamstown for next 3-5 years:

GET READY

Community planning – all begins with what we heard from community

Adopt comp plan

Update zoning code

uses, physical requirements

Consider design standards

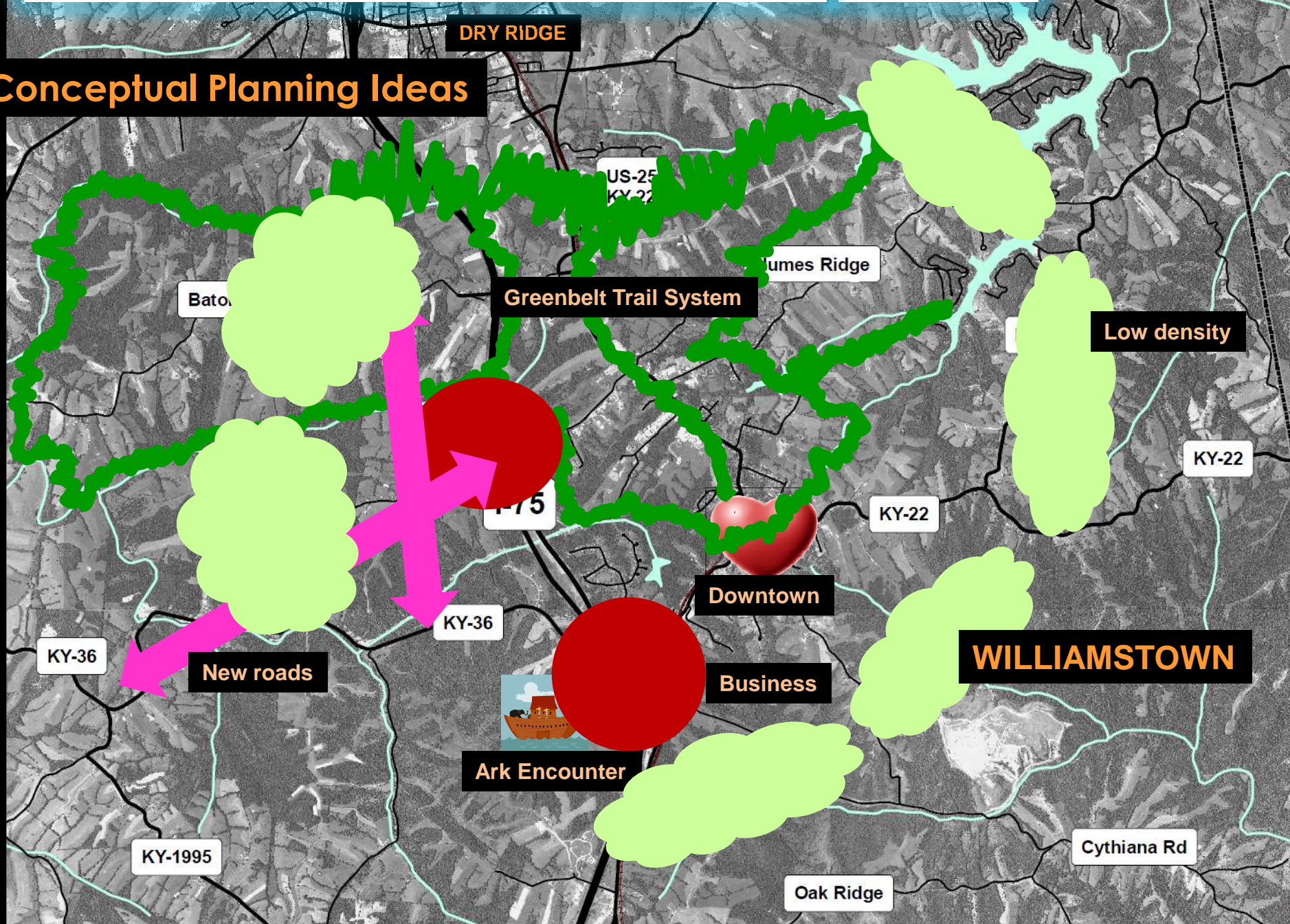
subdivision and development – landscaping, signs, building elements



3 keys for Williamstown for next 3-5 years:

GET READY

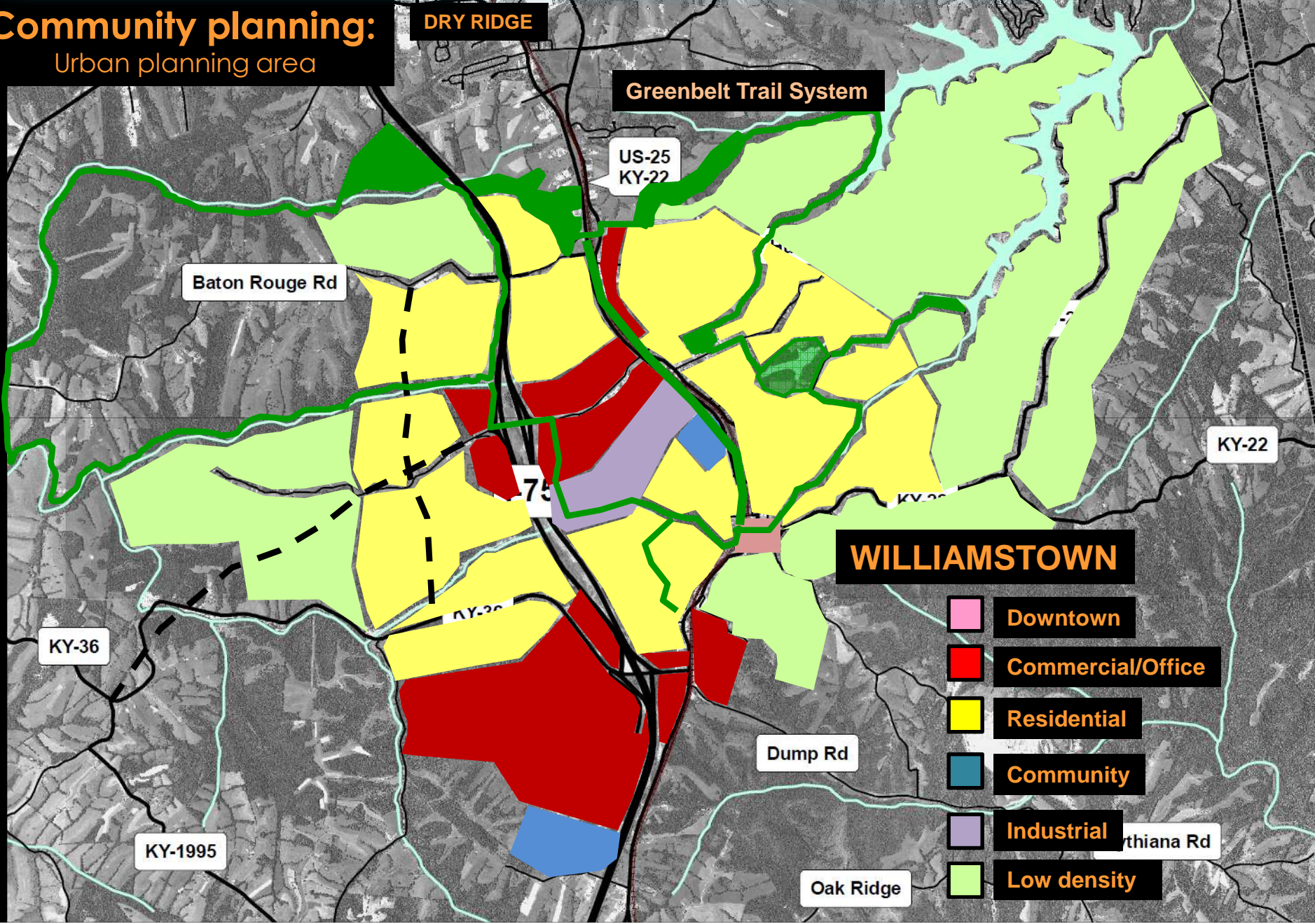
Conceptual Planning Ideas



3 keys for Williamstown for next 3-5 years:

GET READY

Community planning: Urban planning area



3 keys for Williamstown for next 3-5 years:

GET READY

Tourism:

3 keys for Williamstown for next 3-5 years:

GET READY

Tourism:

- **Develop a Tourism plan for:**
 - **Attractors and Experiences**
 - **Develop tours, sites, activities, trails, as well as genealogy and history**

Tourism:

- **Develop a Tourism plan for:**
 - **Attractors and Experiences**
 - **Develop tours, sites, activities, trails, as well as genealogy and history**
 - **Infrastructure and Visitor Services**
 - **Wayfinding signs**
 - **Visitor center**
 - **Encourage creation of lodging and food businesses**

Tourism:

- **Develop a Tourism plan for:**
 - **Attractors and Experiences**
 - **Develop tours, sites, activities, trails, as well as genealogy and history**
 - **Infrastructure and Visitor Services**
 - **Wayfinding signs**
 - **Visitor center**
 - **Encourage creation of lodging and food businesses**
 - **Marketing and Organization**
 - **Create a brand identity**
 - **Ramp up web/social media presence**

3 keys for Williamstown for next 3-5 years:

GET READY

Tourist infrastructure

Wayfinding
signs, maps, and other
graphic or audible
methods used to
convey location and
directions to travelers



3 keys for Williamstown for next 3-5 years:

GET READY

Tourist infrastructure:

Commercial development

- hotels/B&B's
- restaurants
- conveniences



3 keys for Williamstown for next 3-5 years:

GET READY

Tourist infrastructure

Develop other attractions

- tourism
- festivals
- local business



3 keys for Williamstown for next 3-5 years:

GET READY

Tourist infrastructure

Hospitality training

Increase visitors' satisfaction with a Williamstown vacation and improve customer service by arming frontline personnel with messages about the local community, region, and state



3 keys for Williamstown for next 3-5 years:

GET READY

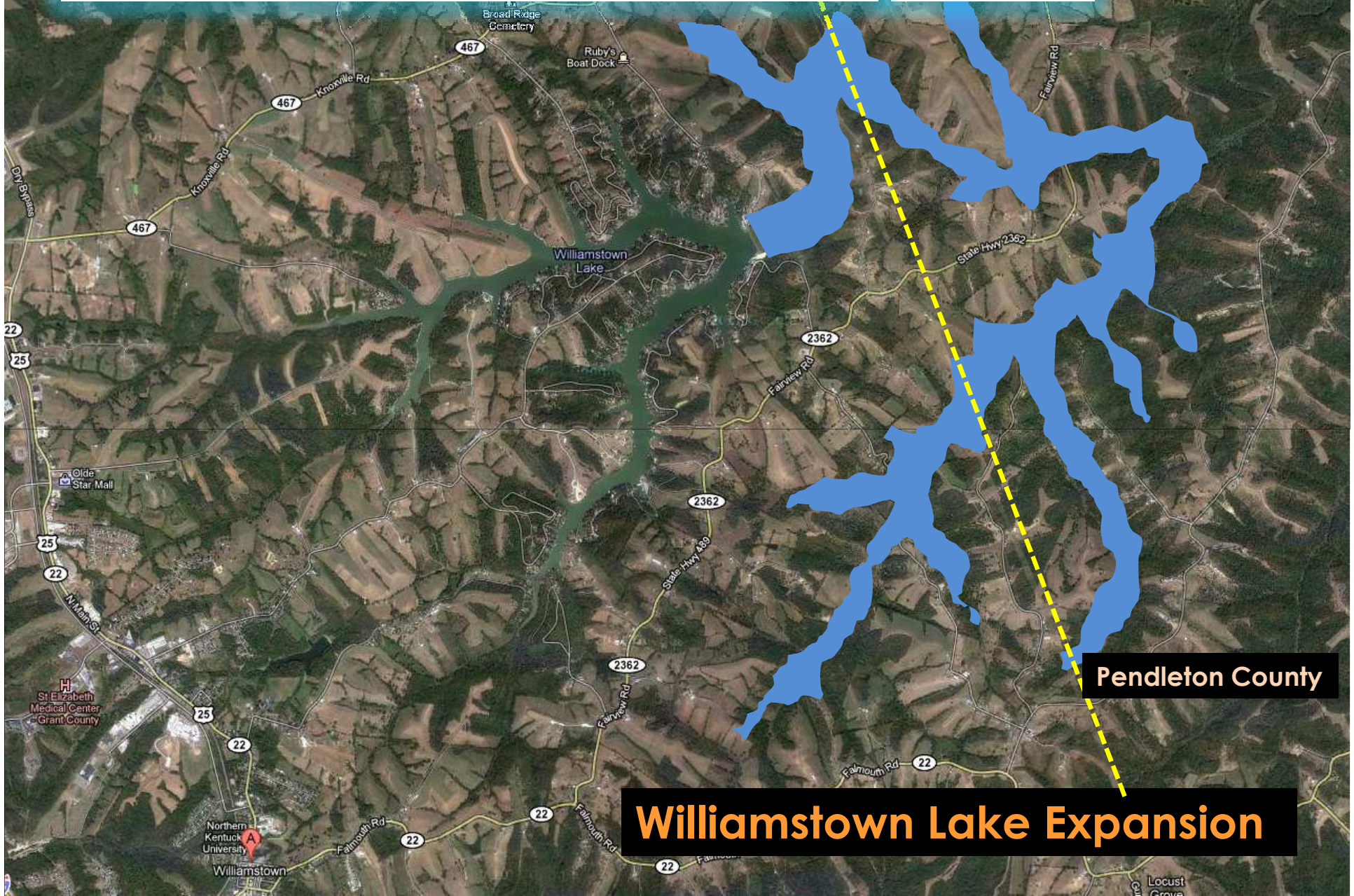
Tourist infrastructure

Visitor center
....downtown?



3 keys for Williamstown for next 3-5 years:

GET READY



Williamstown Lake Expansion

Pendleton County

3 keys for Williamstown for next 3-5 years:

GET READY

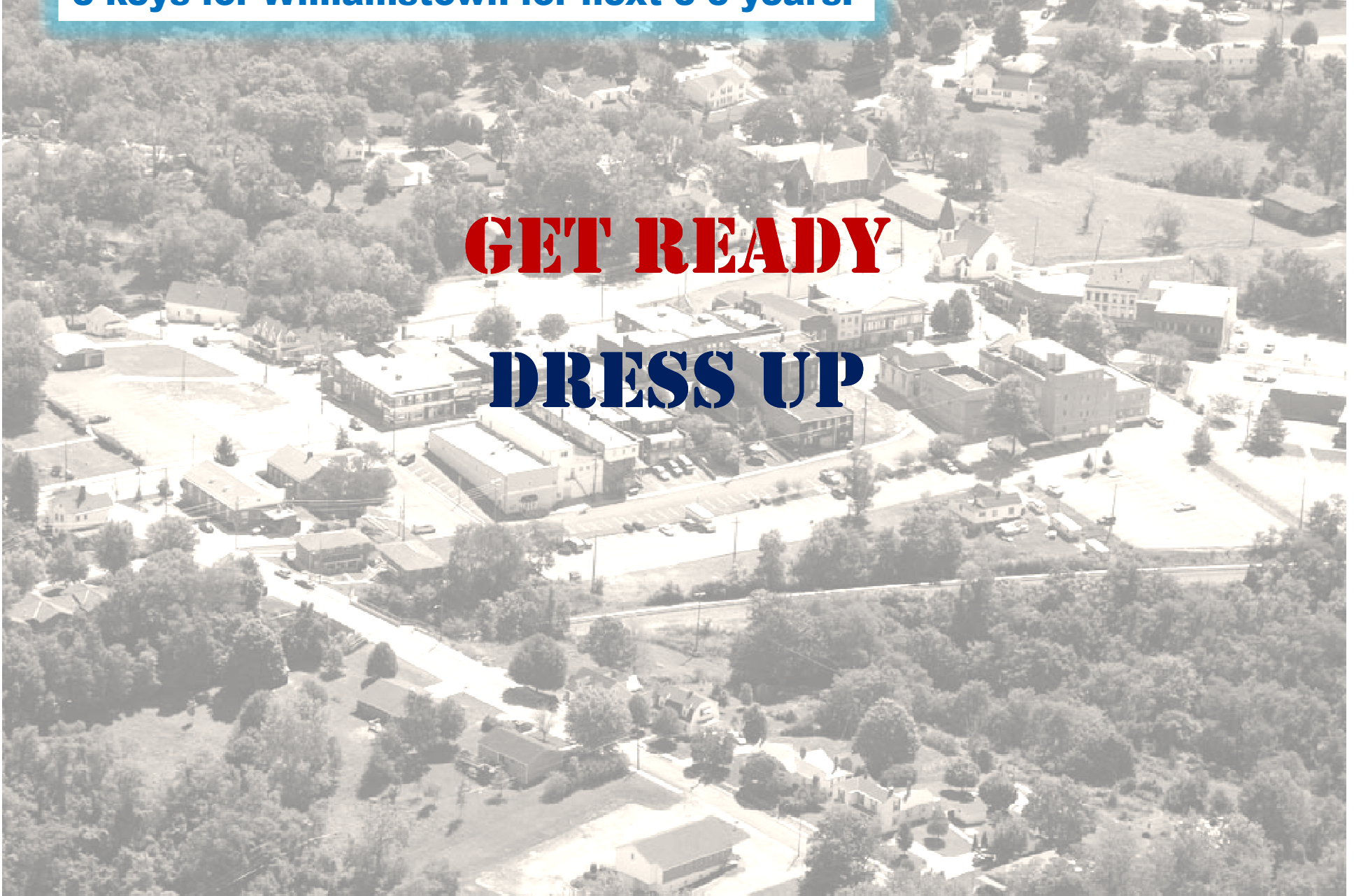
Community infrastructure

- police
- fire
- ems
- water
- sewer



3 keys for Williamstown for next 3-5 years:

**GET READY
DRESS UP**



3 keys for Williamstown for next 3-5 years:

DRESS UP

Community Improvements

- entry ways
- corridors
 - landscape
 - public art
- downtown



3 keys for Williamstown for next 3-5 years:

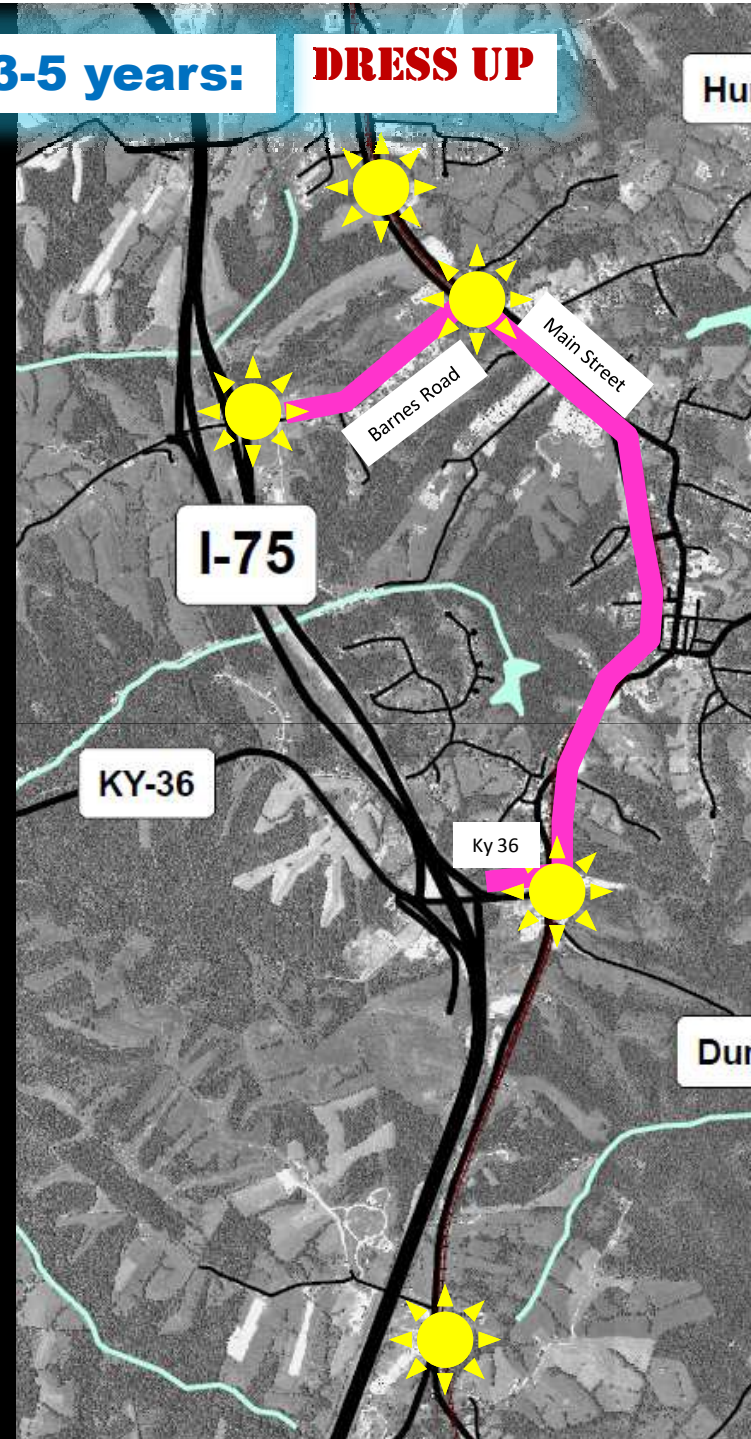
DRESS UP

Community Improvements

entry ways

corridors

- landscape
- public art



3 keys for Williamstown for next 3-5 years:

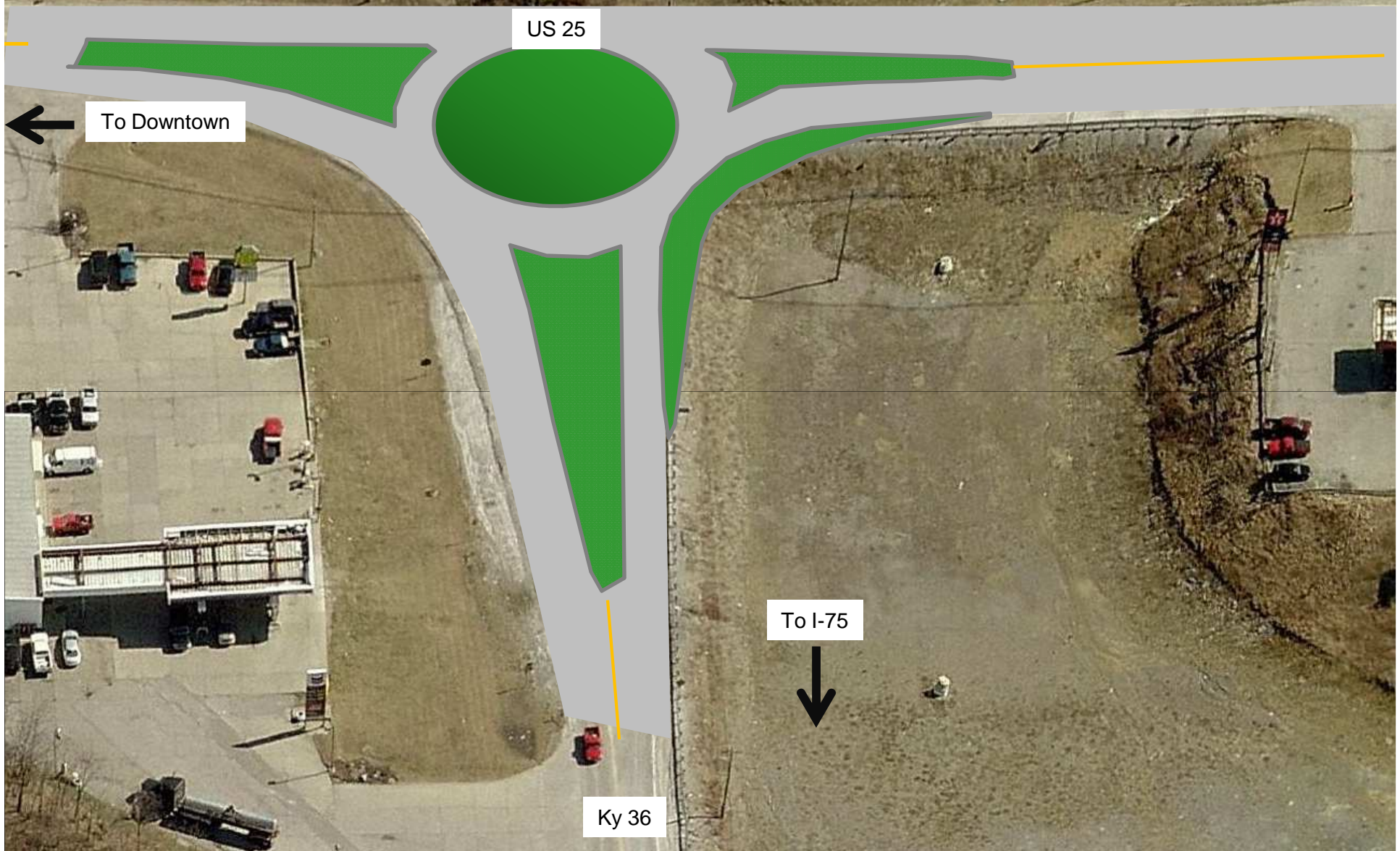
DRESS UP



Make the entrances into the community special, unique

3 keys for Williamstown for next 3-5 years:

DRESS UP



Make the entrances into the community special, unique

25 feet 10 m



Make the entrances into the community special, unique

25 feet 10 m

© 2011 Microsoft Corporation
Pictometry Birds Eye © 2010 Pictometry International Corp.

3 keys for Williamstown for next 3-5 years:

DRESS UP

To downtown



Enhance the corridors

SOUTH

Will amstown



To downtown



US 25

SOUTH

Enhance the corridors

3 keys for Williamstown for next 3-5 years:

DRESS UP



Downtown

US 25

Downtown entry

3 keys for Williamstown for next 3-5 years:

DRESS UP



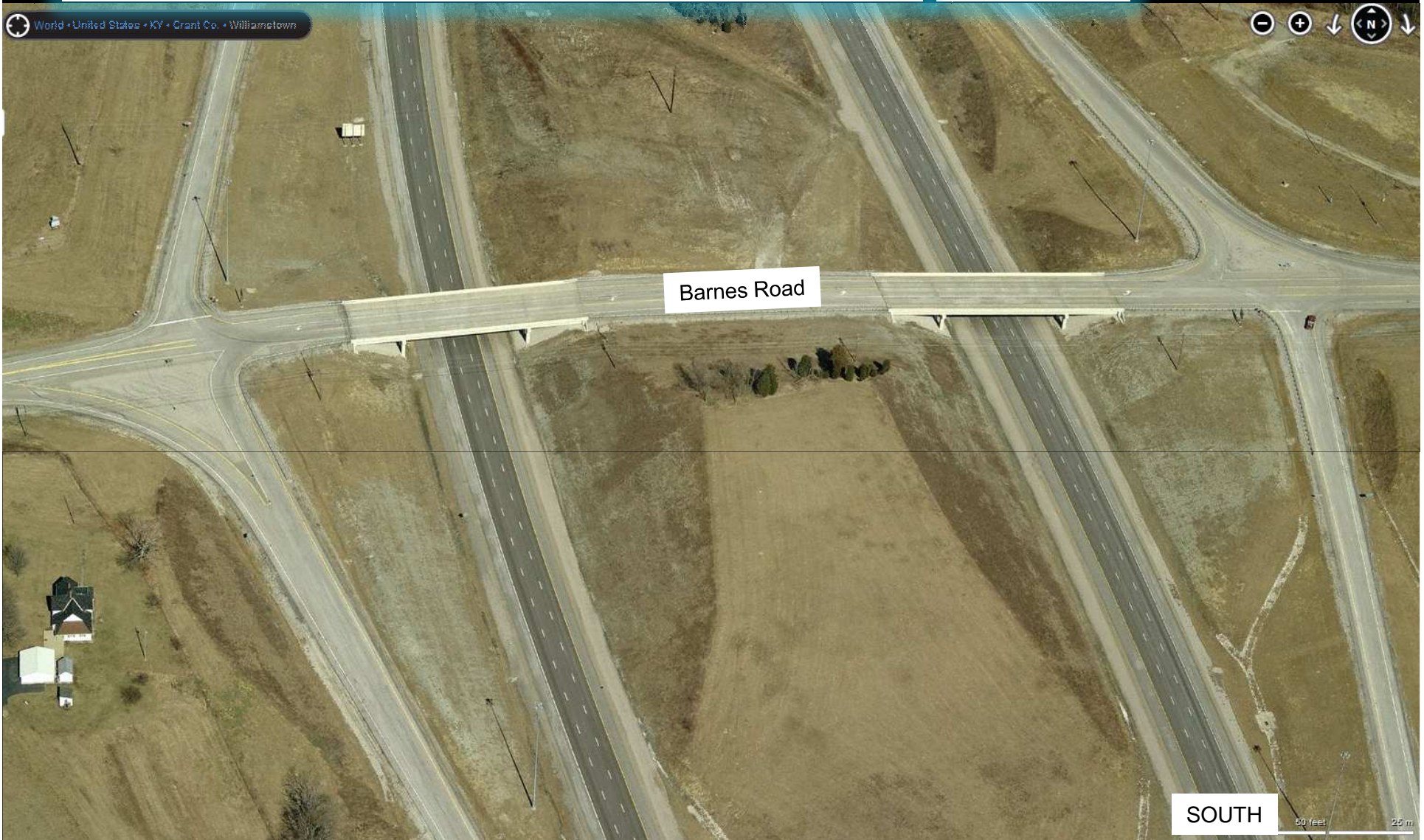
US 25

Downtown

Downtown entry

3 keys for Williamstown for next 3-5 years:

DRESS UP



Make the entrances into the community special, unique

3 keys for Williamstown for next 3-5 years:

DRESS UP



Make the entrances into the community special, unique

3 keys for Williamstown for next 3-5 years:

DRESS UP



Make the entrances into the community special, unique

3 keys for Williamstown for next 3-5 years:

DRESS UP



Make the entrances into the community special, unique

3 keys for Williamstown for next 3-5 years:

DRESS UP



Make the entrances into the community special, unique

SOUTH

3 keys for Williamstown for next 3-5 years:

DRESS UP

Baton Rouge Rd

US 25

Arnie Risen Blvd

Make the entrances into the community special, unique



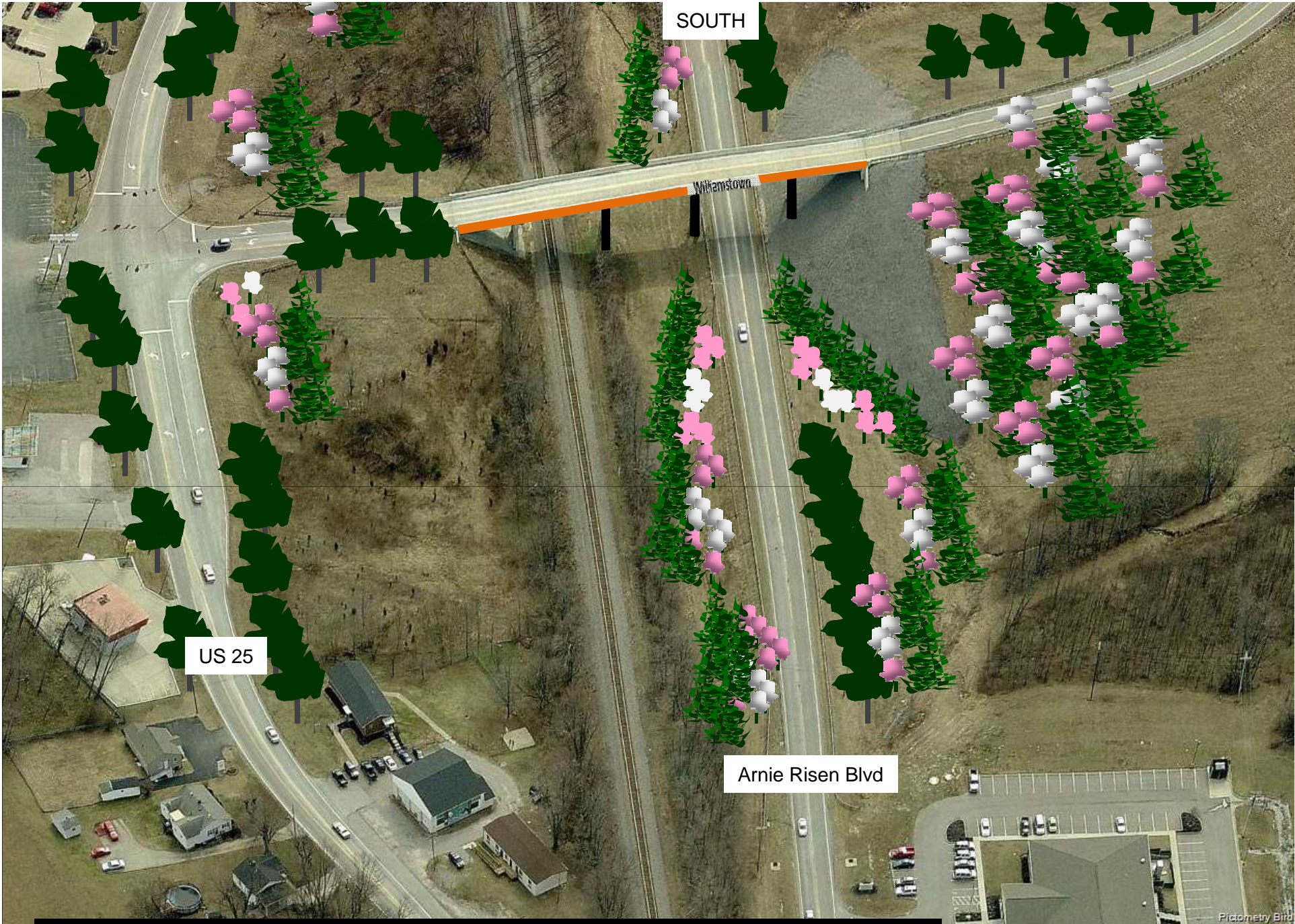
SOUTH

US 25

Arnie Risen Blvd

Pictometry Bird

Make the entrances into the community special, unique



Make the entrances into the community special, unique

Public Art



An aerial photograph of Williamstown, Vermont, showing a mix of residential houses, commercial buildings, a church, and a school. The town is surrounded by dense green trees. A blue banner at the top contains the text '3 keys for Williamstown for next 3-5 years:'. In the center, three lines of bold text are stacked: 'GET READY' in red, 'DRESS UP' in blue, and 'BE REAL' in green.

3 keys for Williamstown for next 3-5 years:

GET READY

DRESS UP

BE REAL

3 keys for Williamstown for next 3-5 years:

BE REAL

Be Real

Make downtown succeed

3 keys for Williamstown for next 3-5 years:

BE REAL

Be real

Make downtown succeed

Diversify economic development

3 keys for Williamstown for next 3-5 years:

BE REAL

Be real

Make downtown succeed

Diversify economic development

Protect the environment

3 keys for Williamstown for next 3-5 years:

BE REAL

Be real

Make downtown succeed

Diversify economic development

Protect the environment

Improve health

3 keys for Williamstown for next 3-5 years:

BE REAL

Be real

Make downtown succeed

Diversify economic development

Protect the environment

Improve health

Work with Grant County neighbors

3 keys for Williamstown for next 3-5 years:

BE REAL

Be real

Make downtown succeed

Diversify economic development

Protect the environment

Improve health

Work with Grant County neighbors

Budget for capital improvements

3 keys for Williamstown for next 3-5 years:

BE REAL

Be real

Make downtown succeed

Diversify economic development

Protect the environment

Improve health

Work with Grant County neighbors

Budget for capital improvements

Shorten feedback loops

3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

New buildings



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

New buildings

Farmers/community market



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

New buildings

Farmers/community market

Retail development



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

New buildings

Farmers/community market

Retail development

Manage downtown like a mall



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

New buildings

Farmers/community market

Retail development

Manage downtown like a mall

Street life



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

New buildings

Farmers/community market

Retail development

Manage downtown like a mall

Street life

Nourishment



3 keys for Williamstown for next 3-5 years:

BE REAL



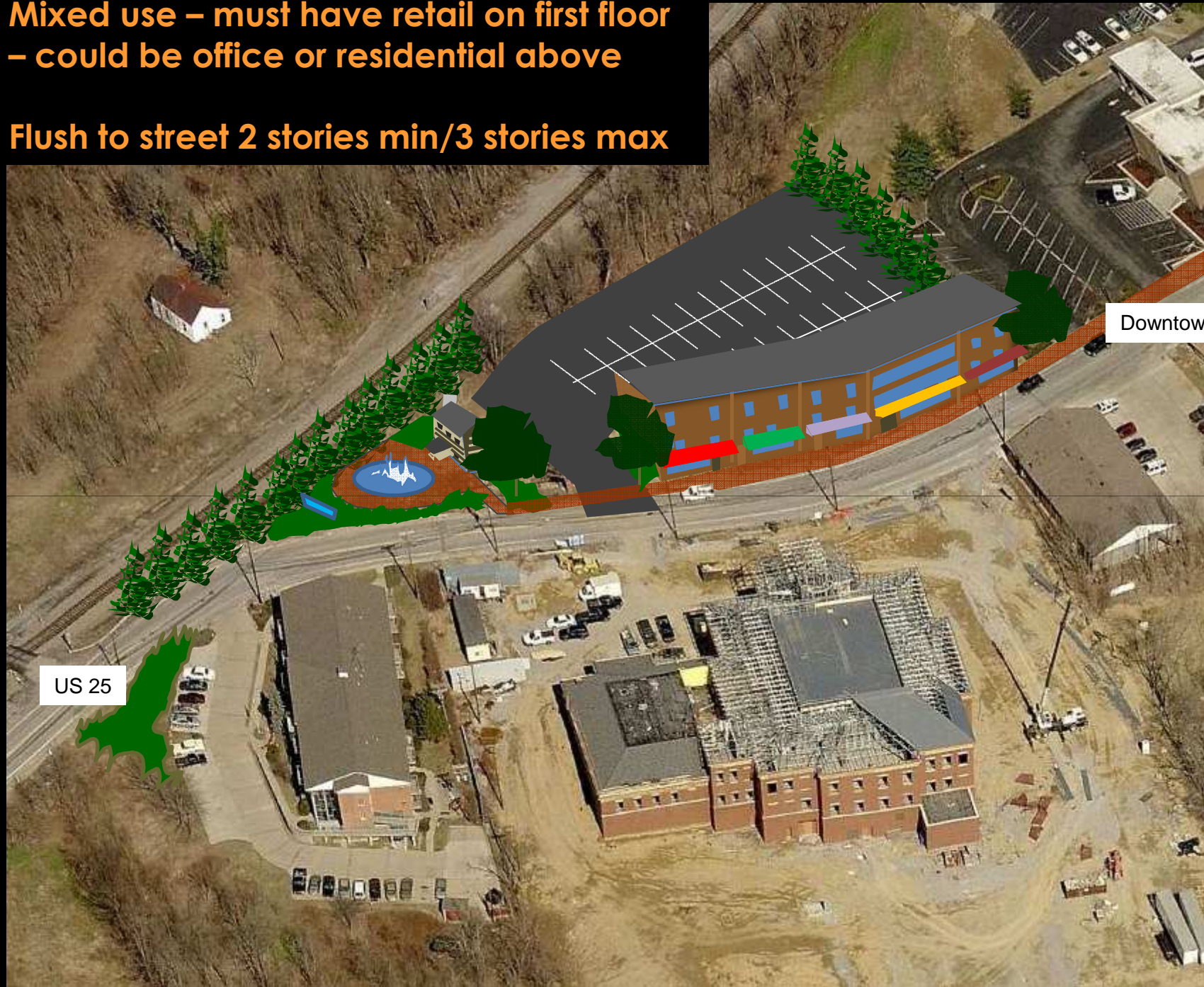
US 25

Downtown

US 25

Mixed use – must have retail on first floor
– could be office or residential above

Flush to street 2 stories min/3 stories max



Mixed use – must have retail on first floor–
could be office or residential above

Flush to street 2 stories min/3 stories max

New residential encouraged near downtown



Amphitheatre?

100 ft



Retail Development Targets:

- Lifestyle and Wellness Retail
- Stores that entertain
- Retailers that celebrate local heritage
- Community gathering place businesses
- Unique destination retailers
- Gift and indulgence stores
- Religious themed book and crafts stores
- Stores that celebrate local arts



Farmers/community market
Year round building
Flex space
Can park when not in use
Other uses
Establish fee for use for maintenance



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

Manage downtown like a mall

Tidy

Well maintained

Signs

Common hours

Common marketing

Safe



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

Manage downtown like a mall

Tidy

Well maintained

Signs

Common hours

Common marketing

Safe

Street life

Permit outdoor dining

Permit outdoor entertainment

Festivals



3 keys for Williamstown for next 3-5 years:

BE REAL

Make downtown work

Manage downtown like a mall

Tidy

Well maintained

Signs

Common hours

Common marketing

Safe

Street life

Permit outdoor dining

Permit outdoor entertainment

Festivals

Nourishment

Restaurants and entertainment
aimed at family tourists

Local foods and recipes



3 keys for Williamstown for next 3-5 years:

BE REAL

Diversify the economy



**Focus on core building blocks
of a local economy**

3 keys for Williamstown for next 3-5 years:

BE REAL

Diversify the economy



Focus on core building blocks of a local economy

- Local agriculture
- Energy efficiency
- Independent retail
- Community capital
- Local clothing/household needs
- Education
- Independent media and communications
- Business development/professional services
- Health and wellness
- Arts and culture

3 keys for Williamstown for next 3-5 years:

BE REAL

Create the Barnes Road Med-Tech Corridor



3 keys for Williamstown for next 3-5 years:

BE REAL

Create the Barnes Road Med-Tech Corridor

The Barnes Road Med-Tech Corridor can become a prime location for biomedical, healthcare and technology companies looking to take advantage of fantastic location and great small town atmosphere.



3 keys for Williamstown for next 3-5 years:

BE REAL

Create the Barnes Road Med-Tech Corridor



3 keys for Williamstown for next 3-5 years:

BE REAL

Create the Barnes Road Med-Tech Corridor

The Med-Tech Corridor also has the potential for mixed-use retirement/senior residential development, in addition to commercial/retail space.



3 keys for Williamstown for next 3-5 years:

BE REAL

Protect the Environment

Water quality



Energy conservation



3 keys for Williamstown for next 3-5 years:

BE REAL

Improve Health

Develop trail system



Local food



Encourage alt transportation



3 keys for Williamstown for next 3-5 years:

BE REAL

Develop trail system



3 keys for Williamstown for next 3-5 years:

BE REAL



3 keys for Williamstown for next 3-5 years:

BE REAL

Work with Grant County neighbors



3 keys for Williamstown for next 3-5 years:

BE REAL

Budget for capital improvements



3 keys for Williamstown for next 3-5 years:

BE REAL

Shorten feedback loops



What's Next

Next Steps

Review draft Strategic Plan booklet
Finalize Comprehensive Plan Draft
Meeting at council in February

Target

Goal

Initiative

Action Plan

Partners

Responsibilities

Status

Tourism

Community image

Economic
development

Capital
improvement
budgeting

GET IT DONE