



WAITSFIELD, VT

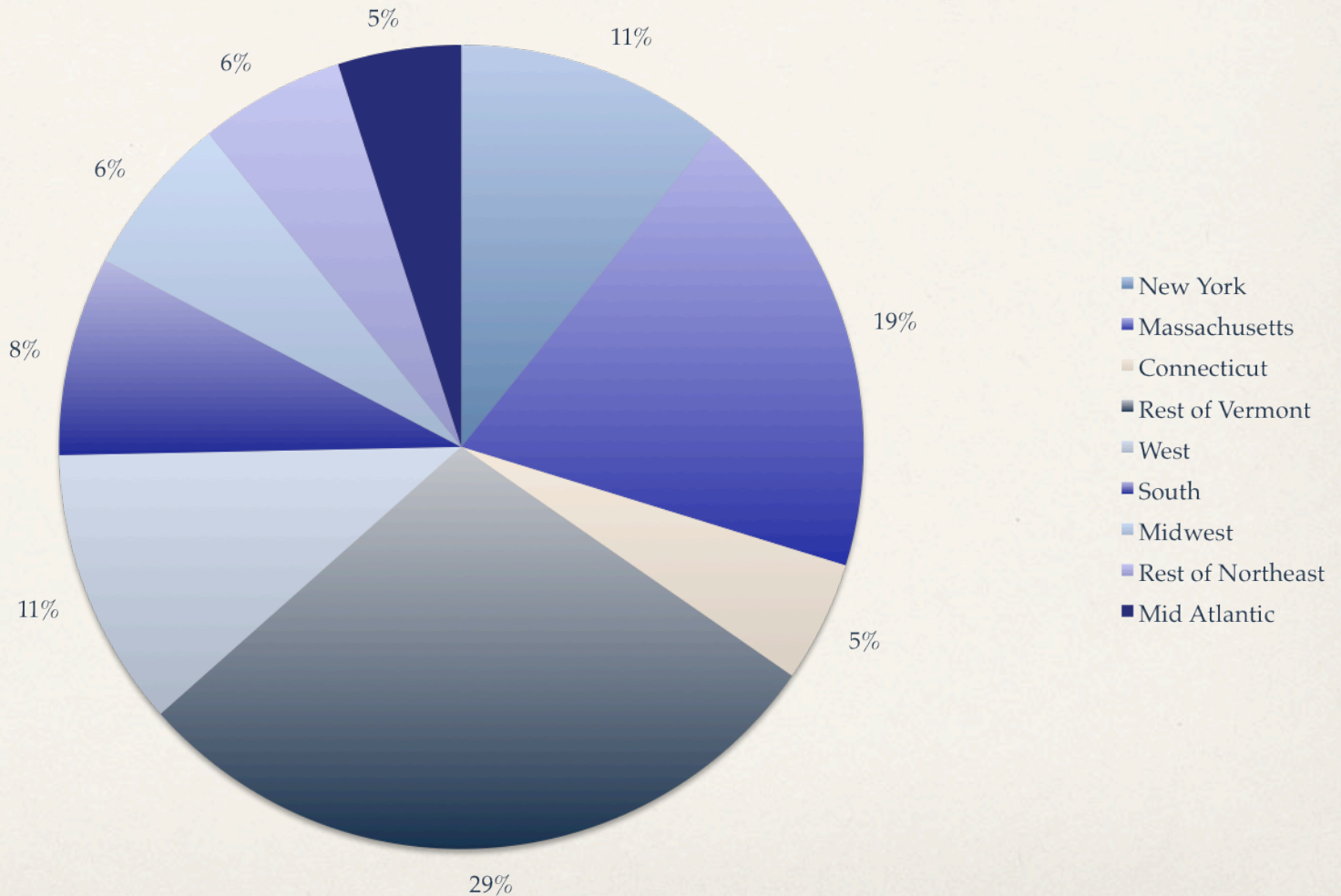
V-DAT Preliminary Concept Presentation

Market Assessment

Zip Code Survey

- ❖ Survey conducted early October of 2013 (Columbus day week).
- ❖ 18 Participants (4* in Warren and 14 in Waitsfield).
- ❖ Over 1400 customer visits were collected
- ❖ Customers represented 685 unique American Zip Codes.
- ❖ 45 states DC, Puerto Rico and 10 foreign countries were represented.
- ❖ Will complete second non-peak survey.

Non Local Visitor Traffic



Zip Comparisons

2000

1500

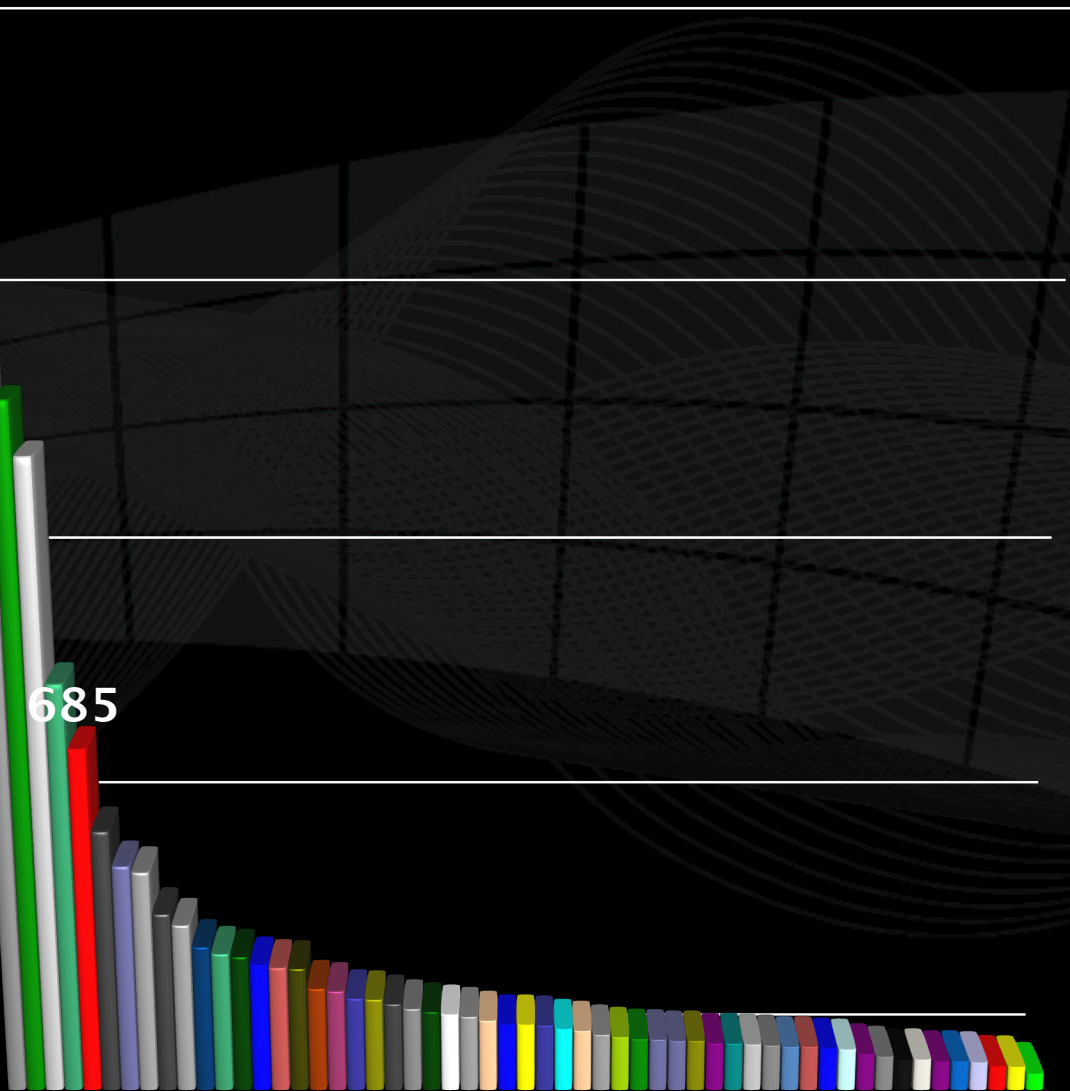
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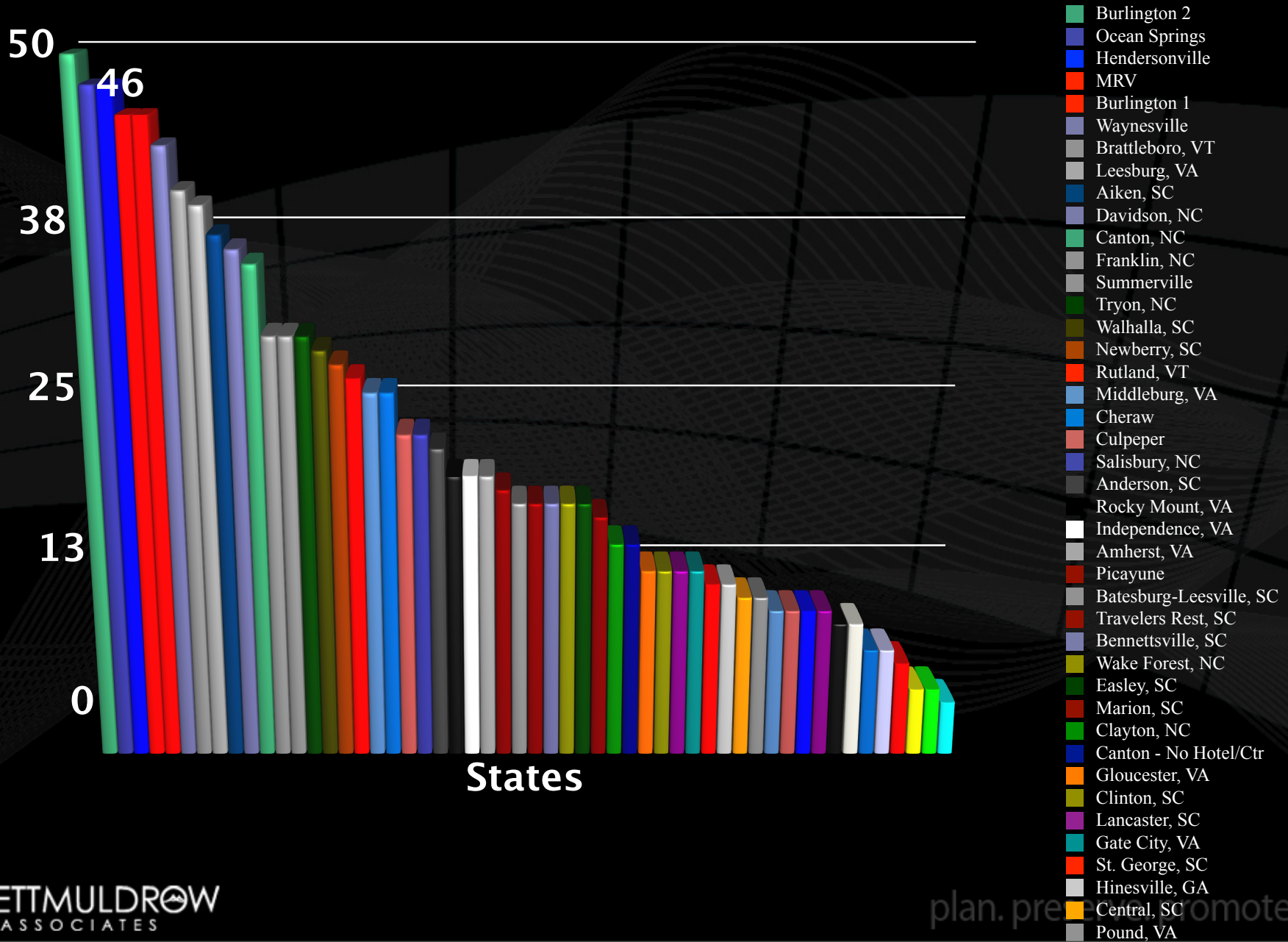
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Zips

- Waynesville
- Burlington 2
- Hendersonville
- Burlington 1
- MRV
- Franklin, NC
- Leesburg, VA
- Brattleboro, VT
- Davidson, NC
- Walhalla, SC
- Newberry, SC
- Aiken, SC
- Tryon, NC
- Culpeper
- Cheraw
- Canton, NC
- Salisbury, NC
- Middleburg, VA
- Batesburg-Leesville, SC
- Rutland, VT
- Anderson, SC
- Summerville
- Clinton, SC
- Marion, SC
- Rocky Mount, VA
- Travelers Rest, SC
- Bennettsville, SC
- Independence, VA
- Wake Forest, NC
- Clayton, NC
- Amherst, VA
- Springfield, VT
- Gloucester, VA
- Easley, SC
- Picayune
- Purcellville, VA
- Shelby, NC
- Monroe, GA
- Lancaster, SC
- Pound, VA
- Canton - No Hotel/Ctr
- Scottsville, VA
- Gate City, VA
- Concord, NC
- Central, SC
- West Point, VA
- St. George
- Saluda, SC
- Greenwood, SC
- Marion, NC
- Union, SC
- Ware Shoals, SC
- Hinesville, GA
- Fries, VA
- Albemarle, NC



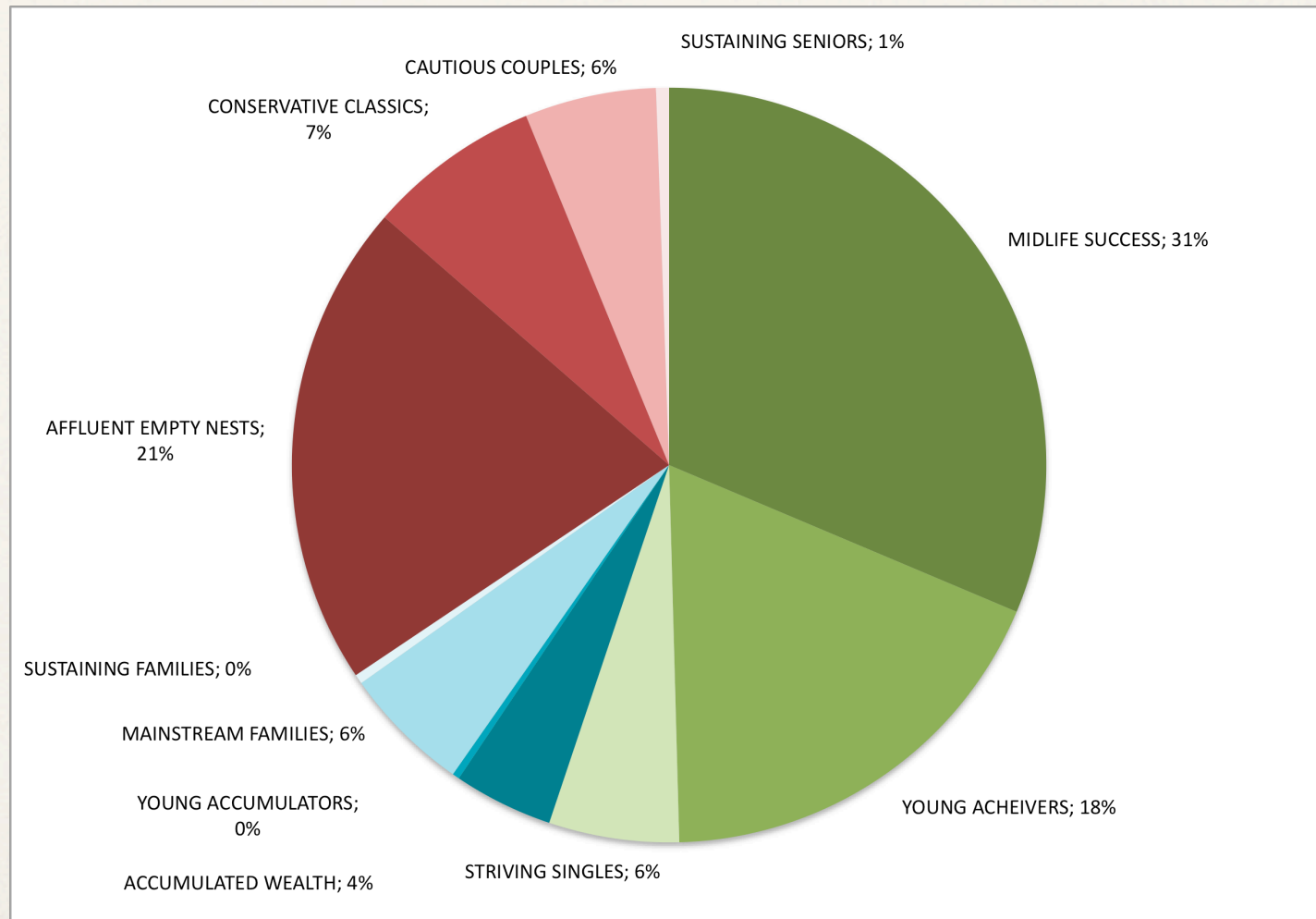
State Comparisons



The Local Market

- ❖ Data from the Waitsfield and Warren zip codes.
- ❖ 4,358 estimated 2013 population.
- ❖ Grew by 6% between 2000 and 2010 (bucks the trend in most Vermont communities)
- ❖ Median age is 46 (VT is 42 US is 37)
- ❖ Median HH income is \$67,783 (VT is \$53,422 and US \$52,762)
- ❖ 30% are married couples with children.
- ❖ 23% of those employed are self-employed.

Psychographics



Retail Gap Analysis

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	85,420,354	126,415,370	(40,995,016)
Motor Vehicle and Parts Dealers-441	16,097,139	4,001,208	12,095,931
Automotive Dealers-4411	12,262,238	551,401	11,710,837
Other Motor Vehicle Dealers-4412	2,485,908	3,068,846	(582,938)
Automotive Parts/Accsrs, Tire Stores-4413	1,348,993	380,961	968,032
Furniture and Home Furnishings Stores-442	1,860,766	1,851,187	9,579
Furniture Stores-4421	995,925	631,623	364,302
Home Furnishing Stores-4422	864,841	1,219,564	(354,723)
Electronics and Appliance Stores-443	1,782,364	4,080,936	(2,298,572)
Appliances, TVs, Electronics Stores-44311	1,348,625	0	1,348,625
Household Appliances Stores-443111	246,737	0	246,737
Radio, Television, Electronics Stores-443112	1,101,888	0	1,101,888
Computer and Software Stores-44312	379,903	4,080,936	(3,701,033)
Camera and Photographic Equipment Stores-44	53,836	0	53,836
Building Material, Garden Equip Stores -444	9,035,353	45,954,575	(36,919,222)
Building Material and Supply Dealers-4441	8,073,612	45,076,071	(37,002,459)
Home Centers-44411	3,245,104	0	3,245,104
Paint and Wallpaper Stores-44412	142,050	0	142,050
Hardware Stores-44413	758,595	26,953,169	(26,194,574)
Other Building Materials Dealers-44419	3,927,863	18,122,902	(14,195,039)
Building Materials, Lumberyards-444191	1,521,819	7,086,055	(5,564,236)
Lawn, Garden Equipment, Supplies Stores-4442	961,741	878,504	83,237
Outdoor Power Equipment Stores-44421	190,622	221,853	(31,231)
Nursery and Garden Centers-44422	771,119	656,651	114,468

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Food and Beverage Stores-445	10,079,101	32,462,286	(22,383,185)
Grocery Stores-4451	8,734,682	30,356,630	(21,621,948)
Supermarkets, Grocery (Ex Conv) Stores-445	8,315,375	26,917,400	(18,602,025)
Convenience Stores-44512	419,307	3,439,230	(3,019,923)
Specialty Food Stores-4452	728,084	2,105,656	(1,377,572)
Beer, Wine and Liquor Stores-4453	616,335	0	616,335
Health and Personal Care Stores-446	4,595,532	4,523,757	71,775
Pharmancies and Drug Stores-44611	3,634,223	4,473,652	(839,429)
Cosmetics, Beauty Supplies, Perfume Stores-44	321,383	0	321,383
Optical Goods Stores-44613	229,500	0	229,500
Other Health and Personal Care Stores-44619	410,426	50,105	360,321
Gasoline Stations-447	8,251,149	5,397,636	2,853,513
Gasoline Stations With Conv Stores-44711	5,957,060	3,246,270	2,710,790
Other Gasoline Stations-44719	2,294,089	2,151,366	142,723
Clothing and Clothing Accessories Stores-448	4,112,512	1,992,934	2,119,578
Clothing Stores-4481	3,069,943	1,992,934	1,077,009
Men's Clothing Stores-44811	172,101	0	172,101
Women's Clothing Stores-44812	700,356	599,095	101,261
Childrens, Infants Clothing Stores-44813	186,488	410,312	(223,824)
Family Clothing Stores-44814	1,598,012	285,578	1,312,434
Clothing Accessories Stores-44815	134,612	0	134,612
Other Clothing Stores-44819	278,374	697,949	(419,575)
Shoe Stores-4482	438,869	0	438,869
Jewelry, Luggage, Leather Goods Stores-4483	603,700	0	603,700
Jewelry Stores-44831	565,612	0	565,612
Luggage and Leather Goods Stores-44832	38,088	0	38,088

Retail Stores	2013 Demand (Consumer Expenditures)	2013 Supply (Retail Sales)	Opportunity Gap/Surplus
Sporting Goods, Hobby, Book, Music Stores-451	1,547,174	13,898,342	(12,351,168)
Sportng Goods, Hobby, Musical Inst Stores-451	1,141,567	11,628,040	(10,486,473)
Sporting Goods Stores-45111	622,619	10,403,696	(9,781,077)
Hobby, Toys and Games Stores-45112	272,645	0	272,645
Sew/Needlework/Piece Goods Stores-45113	123,132	1,066,944	(943,812)
Musical Instrument and Supplies Stores-4511	123,171	157,400	(34,229)
Book, Periodical and Music Stores-4512	405,607	2,270,302	(1,864,695)
Book Stores and News Dealers-45121	331,618	2,270,302	(1,938,684)
Book Stores-451211	305,597	2,270,302	(1,964,705)
News Dealers and Newsstands-451212	26,021	0	26,021
Prerecorded Tapes, CDs, Record Stores-4512	73,989	0	73,989
General Merchandise Stores-452	10,582,988	0	10,582,988
Department Stores Excl Leased Depts-4521	4,393,425	0	4,393,425
Other General Merchandise Stores-4529	6,189,563	0	6,189,563
Miscellaneous Store Retailers-453	2,365,766	868,776	1,496,990
Florists-4531	117,656	0	117,656
Office Supplies, Stationery, Gift Stores-4532	773,962	0	773,962
Office Supplies and Stationery Stores-45321	442,476	0	442,476
Gift, Novelty and Souvenir Stores-45322	331,486	0	331,486
Used Merchandise Stores-4533	229,090	0	229,090
Other Miscellaneous Store Retailers-4539	1,245,058	868,776	376,282
Non-Store Retailers-454	6,459,574	2,741,054	3,718,520
Foodservice and Drinking Places-722	8,650,936	8,642,679	8,257
Full-Service Restaurants-7221	4,014,643	5,022,859	(1,008,216)
Limited-Service Eating Places-7222	3,561,853	2,561,149	1,000,704
Special Foodservices-7223	693,216	840,929	(147,713)
Drinking Places -Alcoholic Beverages-7224	381,224	217,742	163,482

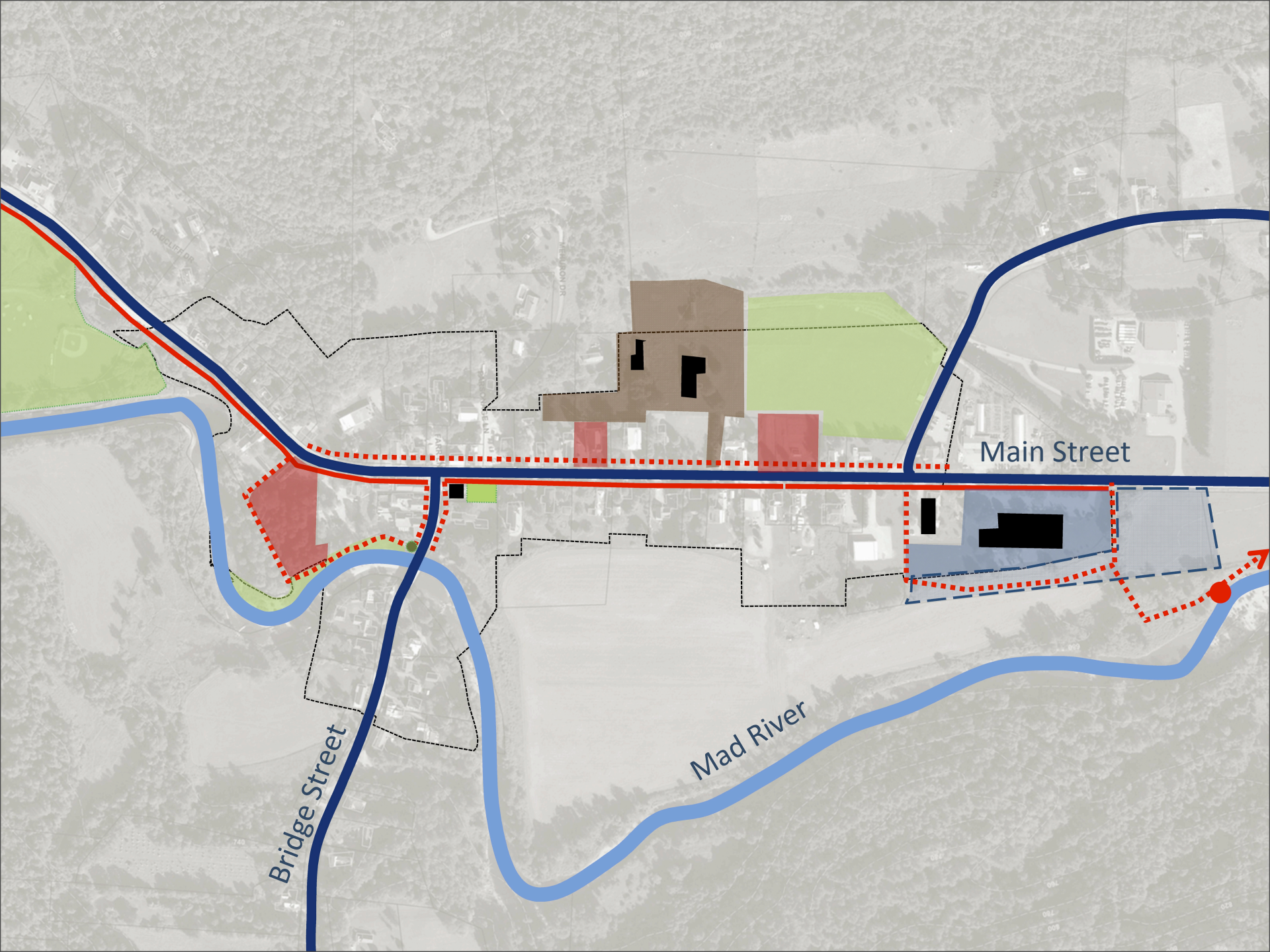
Waitsfield Market Conclusions

- ❖ Great core that can continue to grow in critical mass and diversity.
- ❖ The community is very visitor dependent (don't underestimate the power of the regional visitor).
- ❖ Be prepared from a zoning standpoint to deal with general merchandise chain stores.
- ❖ Home based businesses and an entrepreneurial "landing pad" would be excellent for the community.
- ❖ Explore opportunities for infill mixed use/housing.

Physical Enhancements

Physical Enhancements

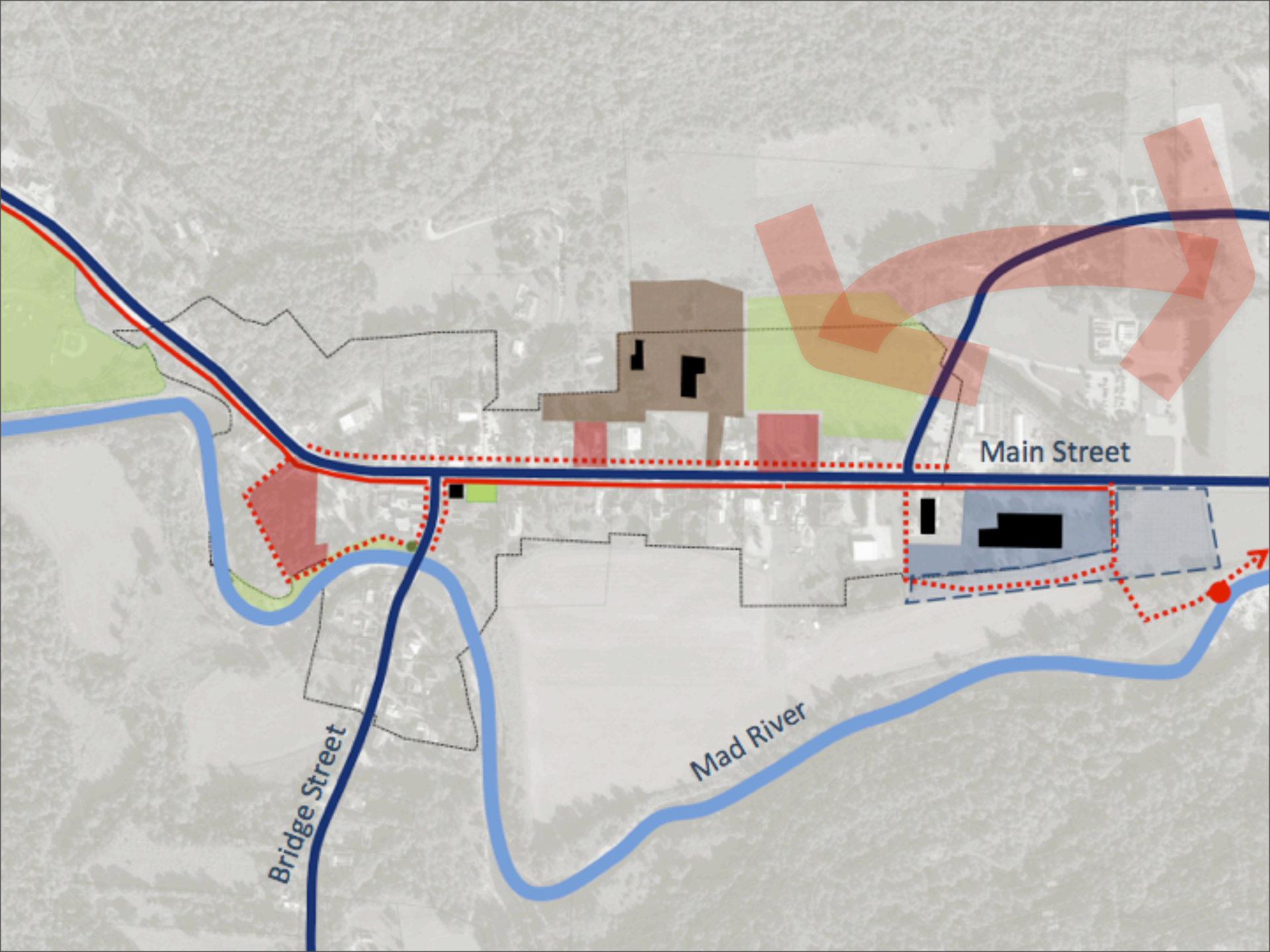
1. Waitsfield Character
2. Mad River Path
3. Streetscapes / Traffic Calming
4. Opportunity Sites
5. Façade Enhancements



Main Street

Bridge Street

Mad River



Bridge Street

Mad River

Main Street

Waitsfield Character

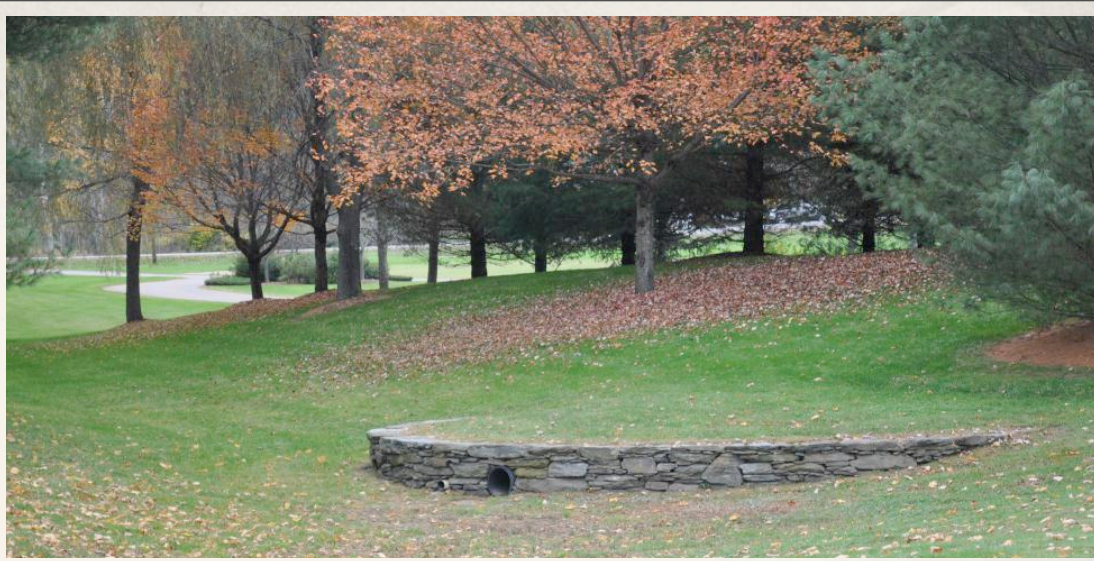
We heard:

1. “Comfortable” and “friendly” ...
- 2.....but looking a bit “shabby”
- 3.The bridge is our “Statue of Liberty”
- 4.The rural character and contained development area
- 5.The river

Waitsfield Character

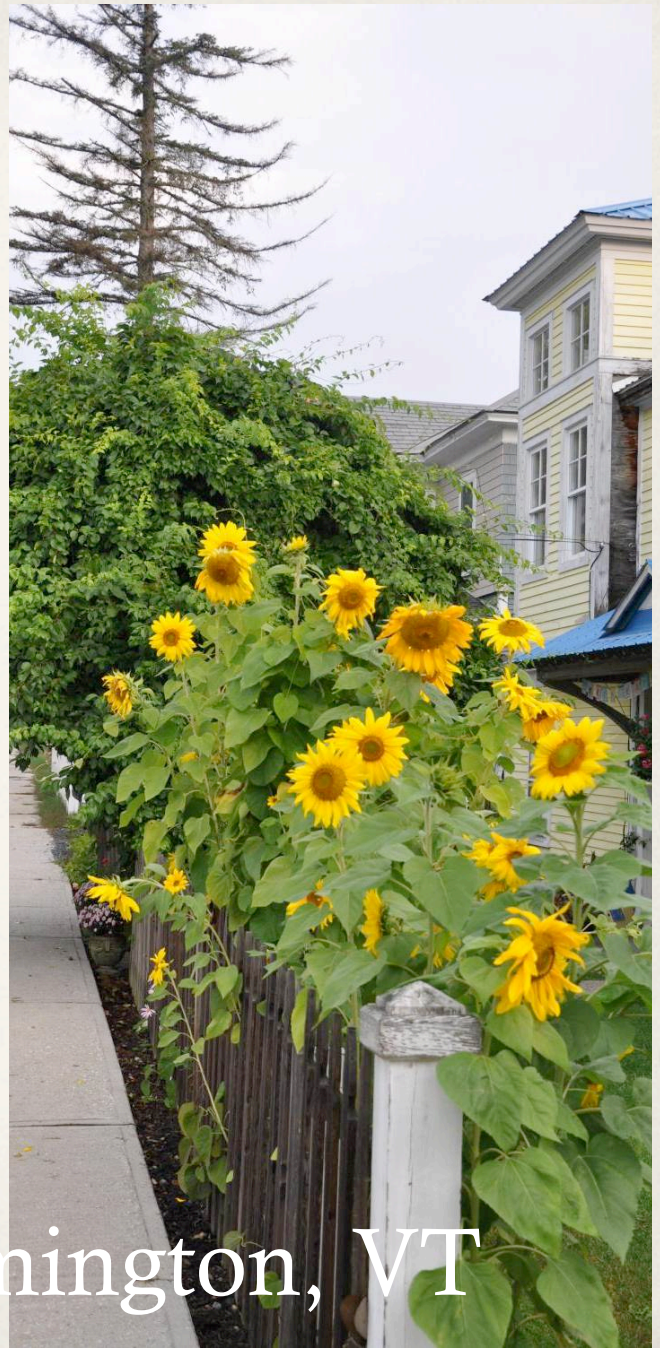
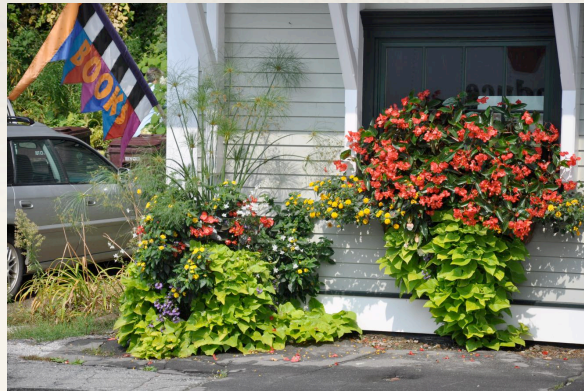
In addition, we observed:

1. Presence of stone
2. Small details by property owners – opportunity for more









Wilmington, VT

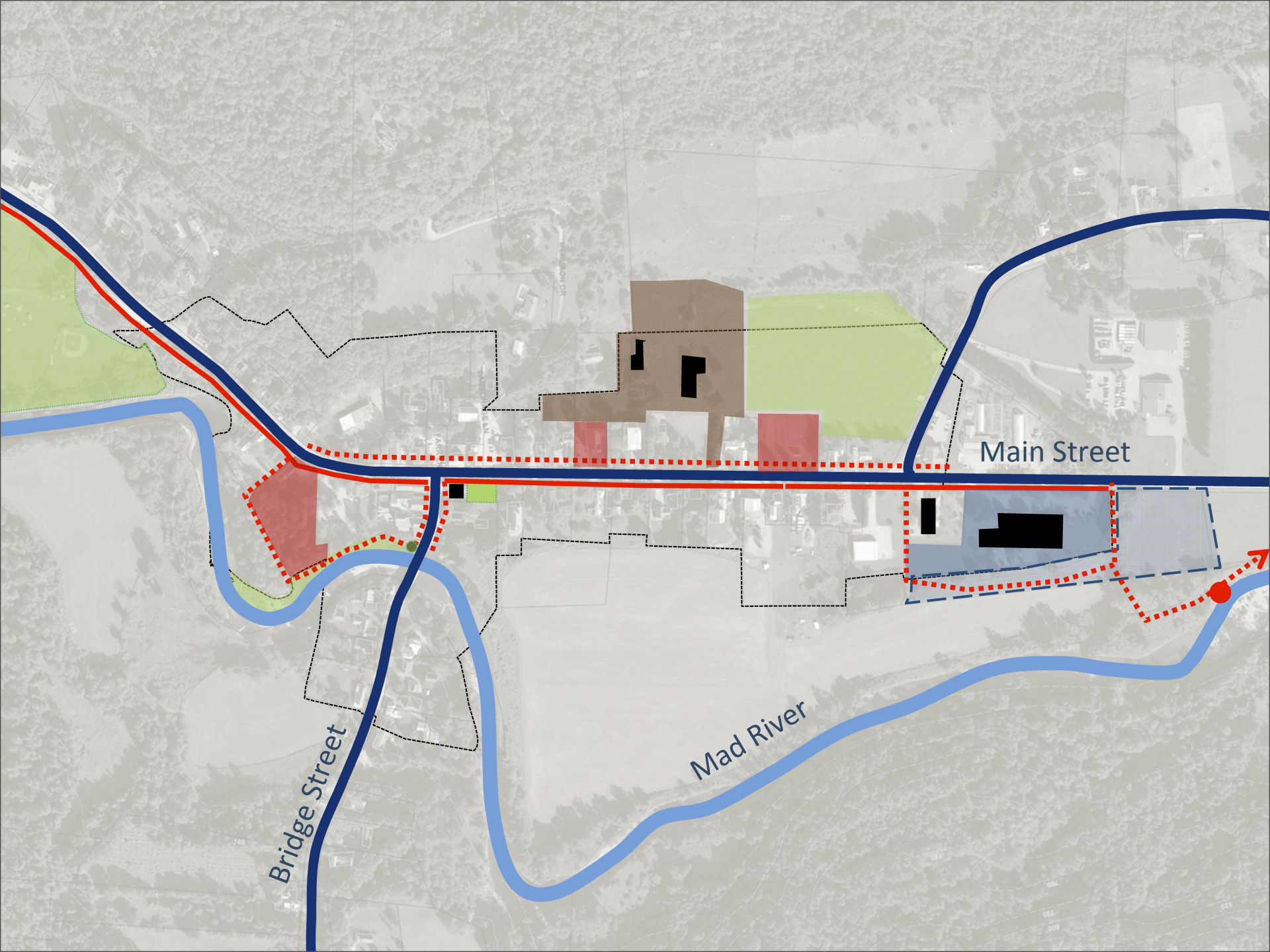


Wilmington, VT



Mad River Path

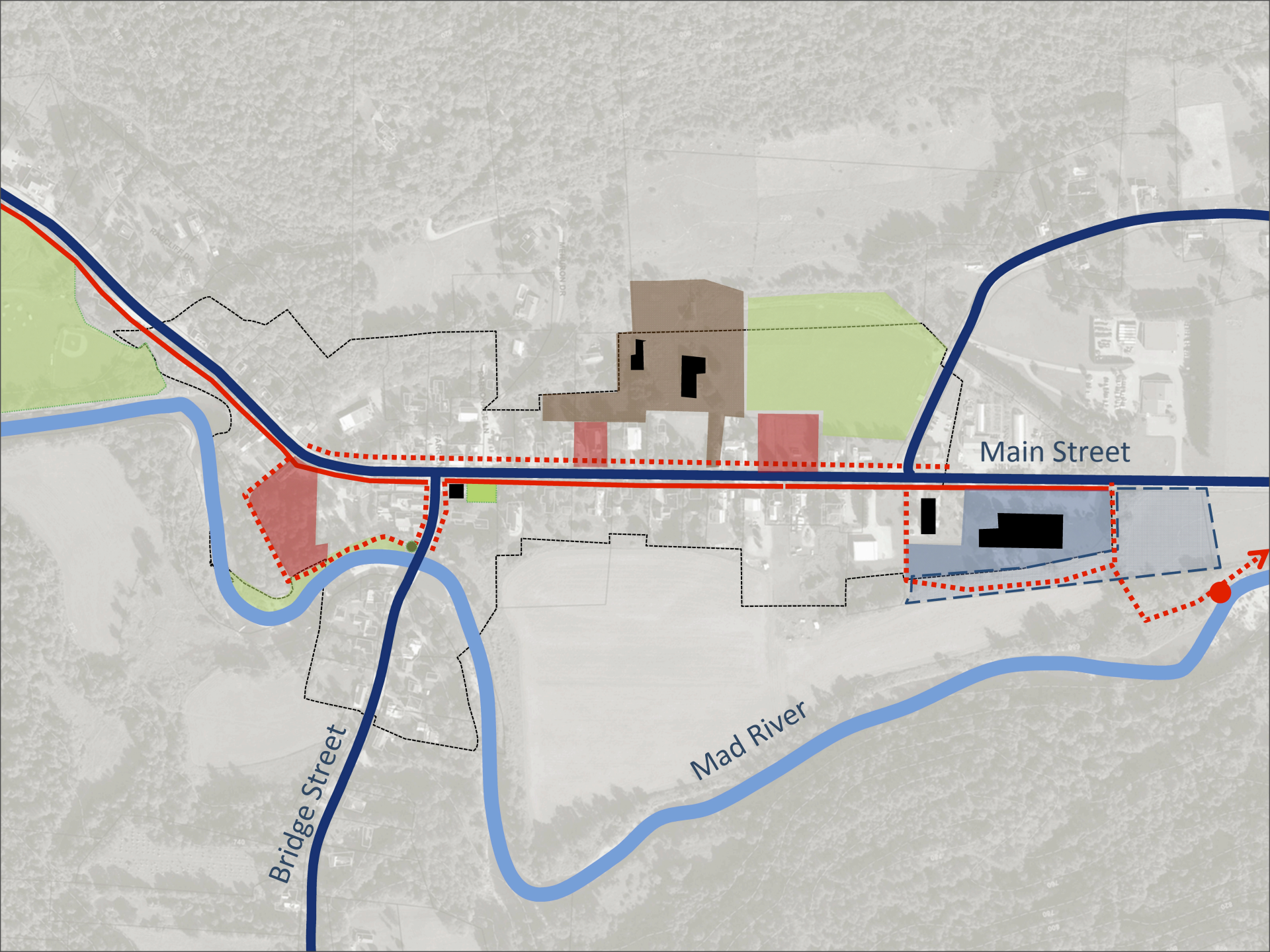
1. Planned Connections
2. Future Potential
3. “Pocket Park” opportunity at Bridge Street



Main Street

Bridge Street

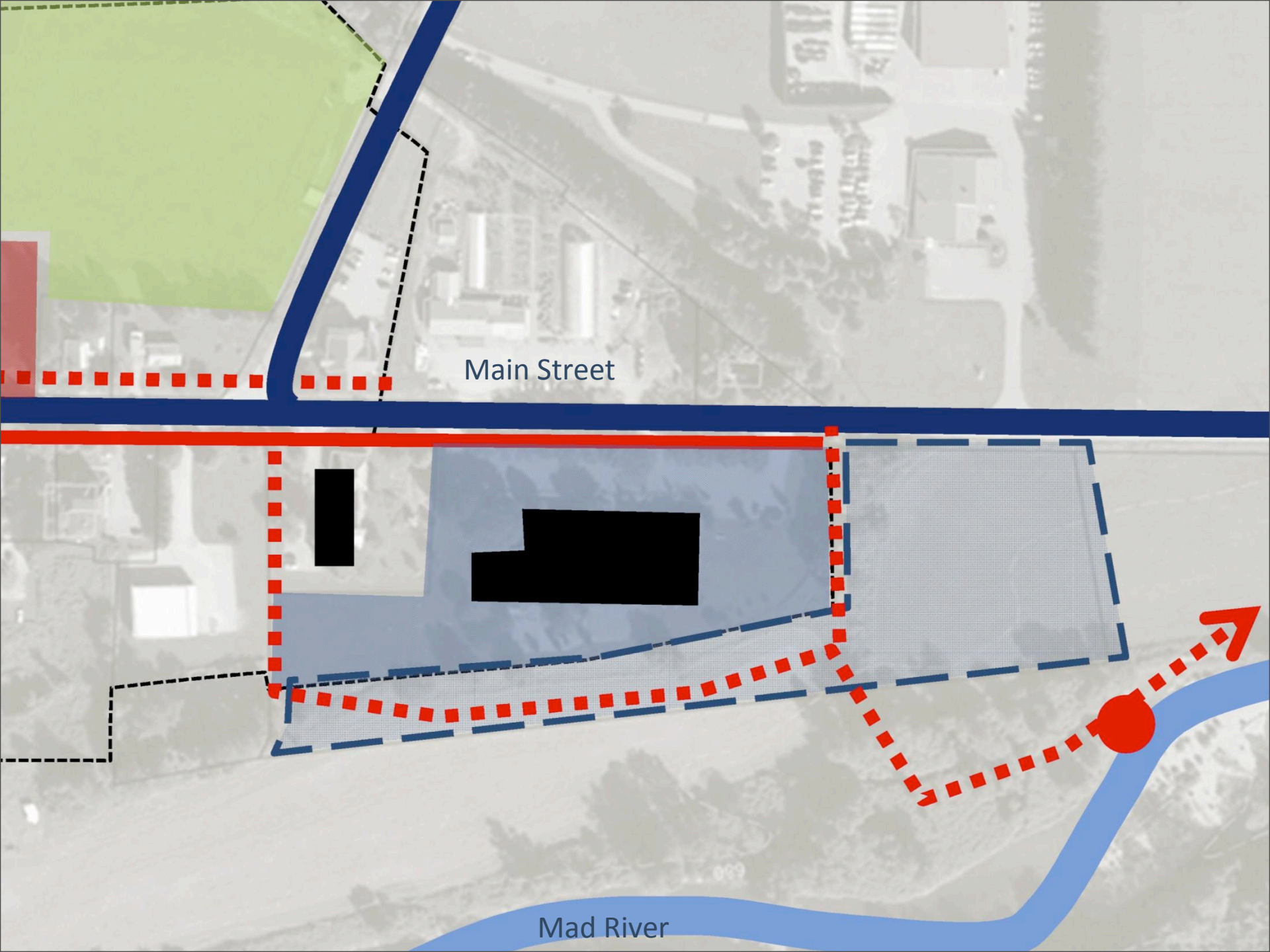
Mad River



Main Street

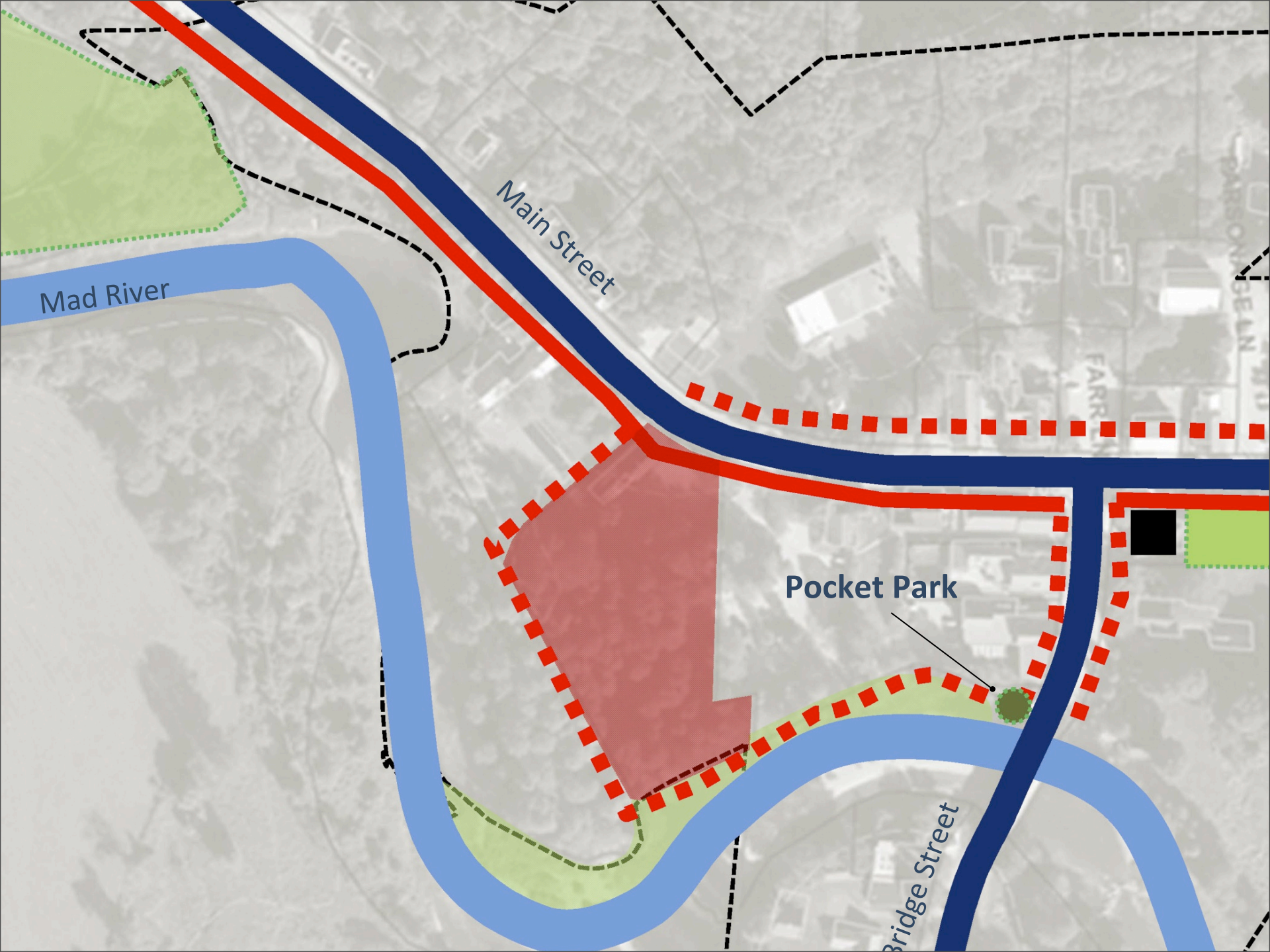
Bridge Street

Mad River



Main Street

Mad River



Mad River

Main Street

Pocket Park

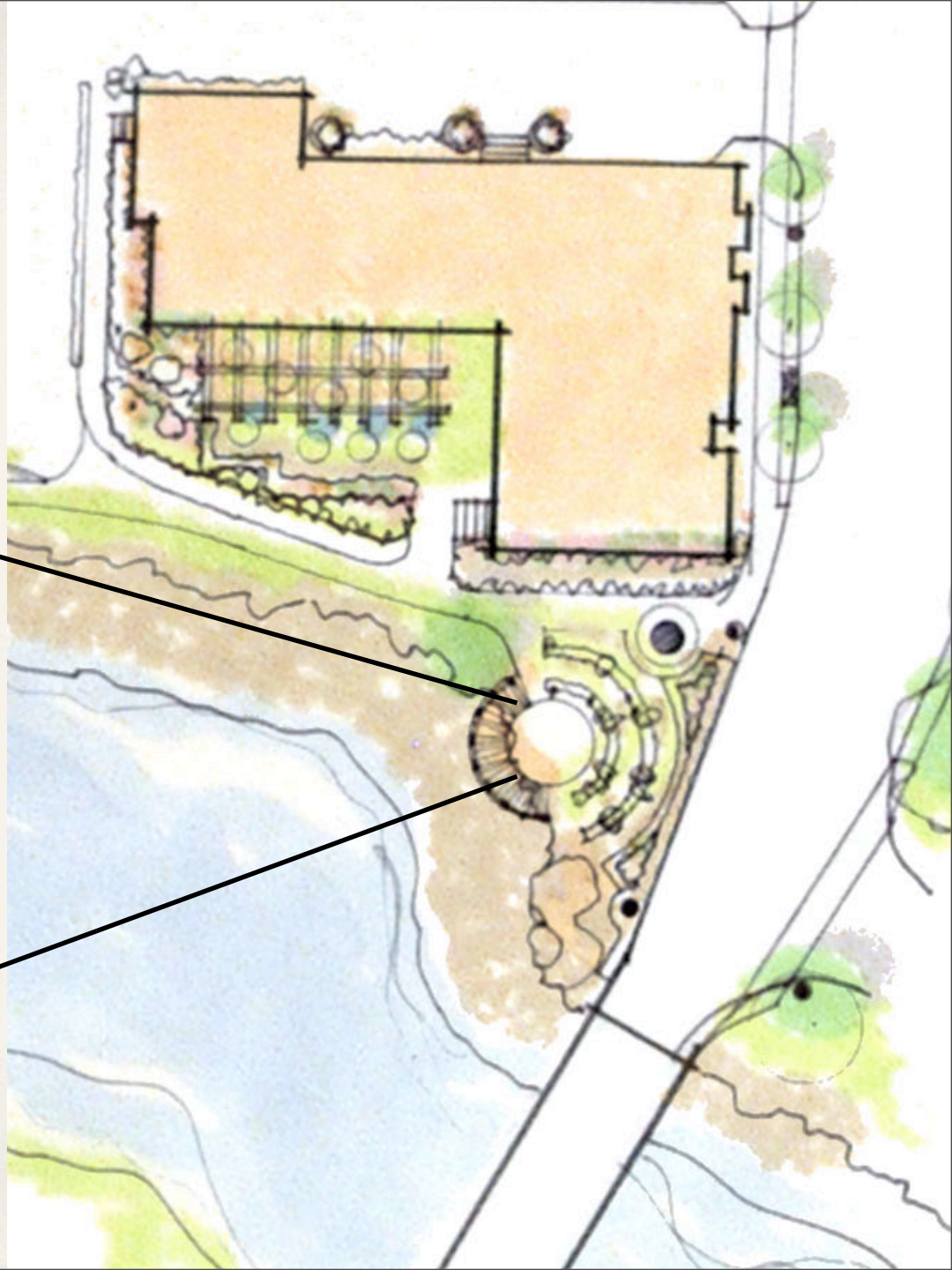
Bridge Street





Pocket Park Considerations for Design Competition

- 1.Utilize grade change
- 2.Use of stone
- 3.Take advantage of long river views
- 4.Information kiosk
- 5.Seasonal color
- 6.Cantilever decking









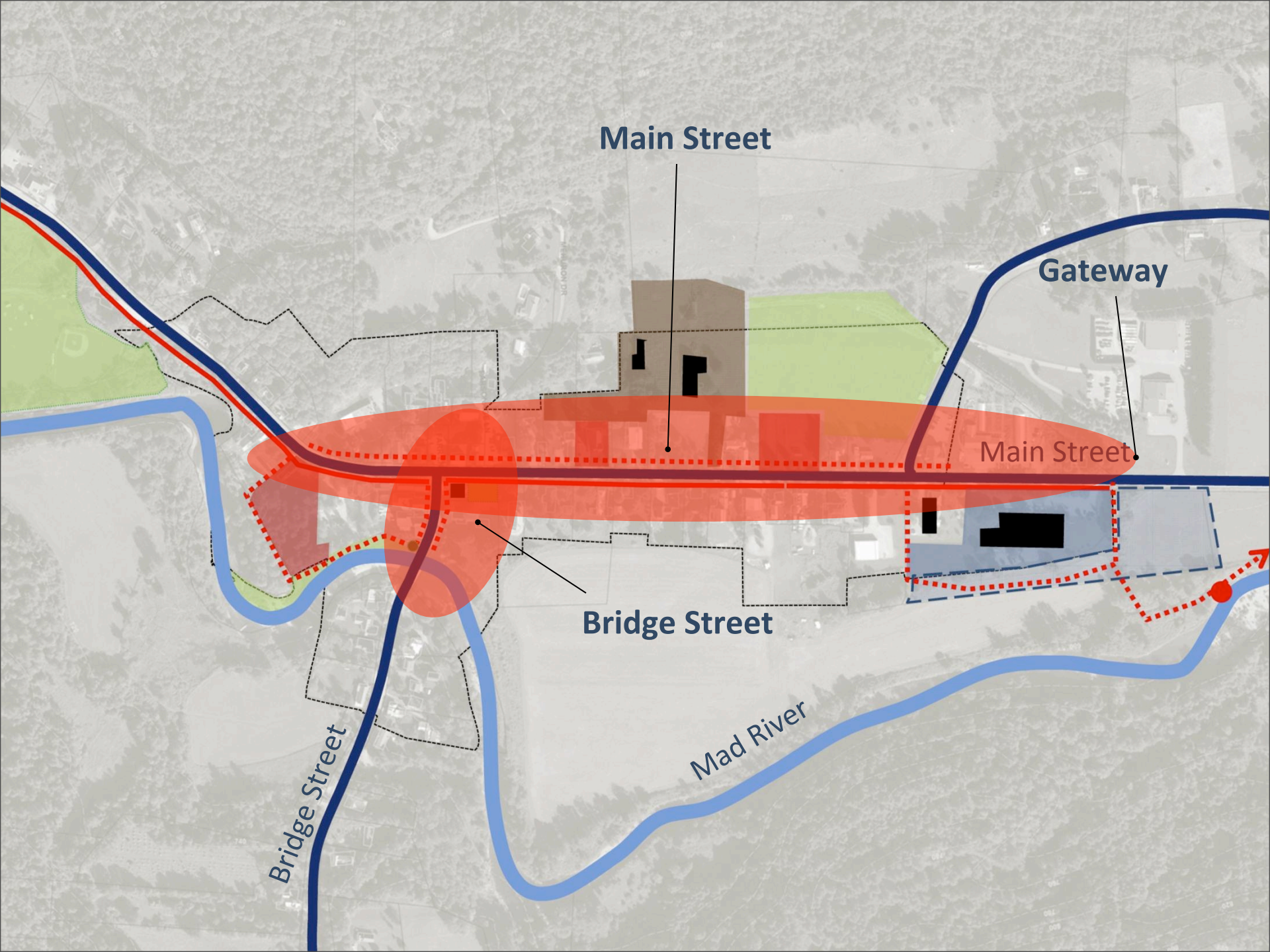
Streetscapes / Traffic Calming

1. Bridge Street Improvements

- Sidewalks / crosswalks
- Ornamental pedestrian lighting / Conduit for future utility work
- Site furnishings – benches, trash / recycle receptacles, bike racks
- Street trees – property easements
- Aesthetic enhancements for public parking lot / charging stations

2. Main Street Improvements

- Sidewalk – west side / crosswalks
- Ornamental lighting, site furnishings and bike racks
- Balance of parallel parking / planting strips



Main Street

Gateway

Main Street

Bridge Street

Mad River

Bridge Street

Charging Station

Enhanced Parking Lot

Crosswalks

Ornamental Light

Benches/Bike Racks



Main Street

Bridge Street

Parallel Parking

Planting Area







WALKER CONTEMPORARY

WALKER CONTEMPORARY

HISTORIC
WAITSFIELD
Village
← Covered Bridge
← Chamber of
Commerce
← Visitor Center

P
→



WALSH CONTEMPORARY

ANTIQUE STORE

HISTORIC
WAITSFIELD
Village
← Covered Bridge
← Chamber of
Commerce
← Visitor Center

P
→





WALSH CONTEMPORARY

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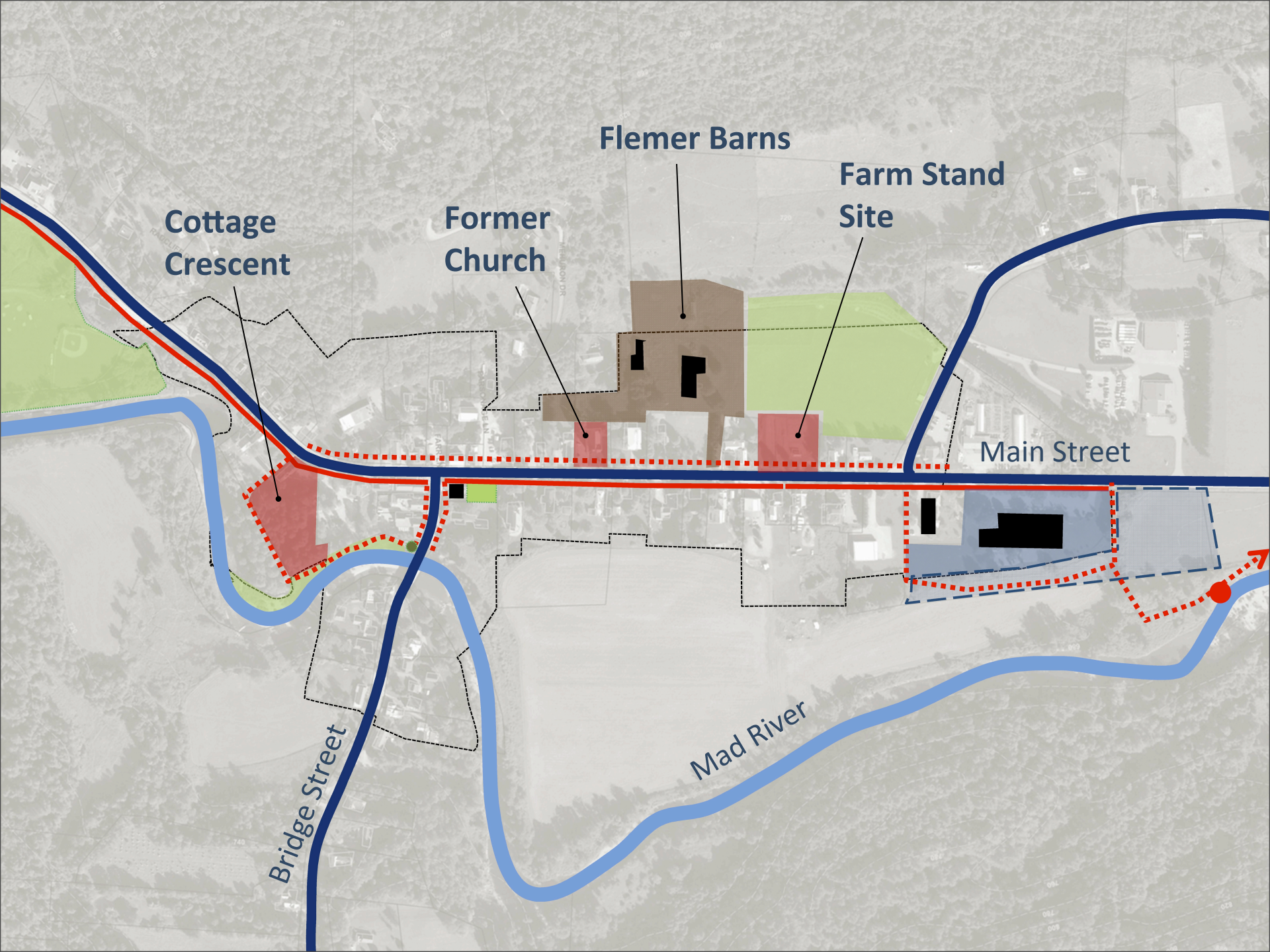
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Opportunity Sites

1. Flemer Barns
2. Farm Stand Site
3. Former Church
4. Retail Cottages – “Cottage Crescent”



Cottage Crescent

Former Church

Flemer Barns

Farm Stand Site

Main Street

Bridge Street

Mad River

Former Church

- ❖ It will always have the image and perception of a church.
- ❖ Potential for Historic Tax Credits which are ideally suited for private investment.
- ❖ Potential private development for meeting space (weddings receptions, classes, etc.), artist studios and gallery cooperative, or restaurant/brewpub.
- ❖ Private sector investment could contribute to the critical mass of the core of the Village



Flemer Barns

Potential Concept (one option)

CV Community Land Trust Ownership

Vermont Community Foundation – Food and Farm Initiative, Community Agricultural space including garden

Multiple Grant Sources – Athletic Field for youth programming

Senior Housing on Portion of Property

Vermont Arts Council – For support of the build-out for the small barn space involved directly in arts and for arts organizations

Vermont Barn and Historical Tax Credit Program - Internal and external rehabilitation of the large barn to make it functional for multitude of events in the barn without complete weatherization of the space

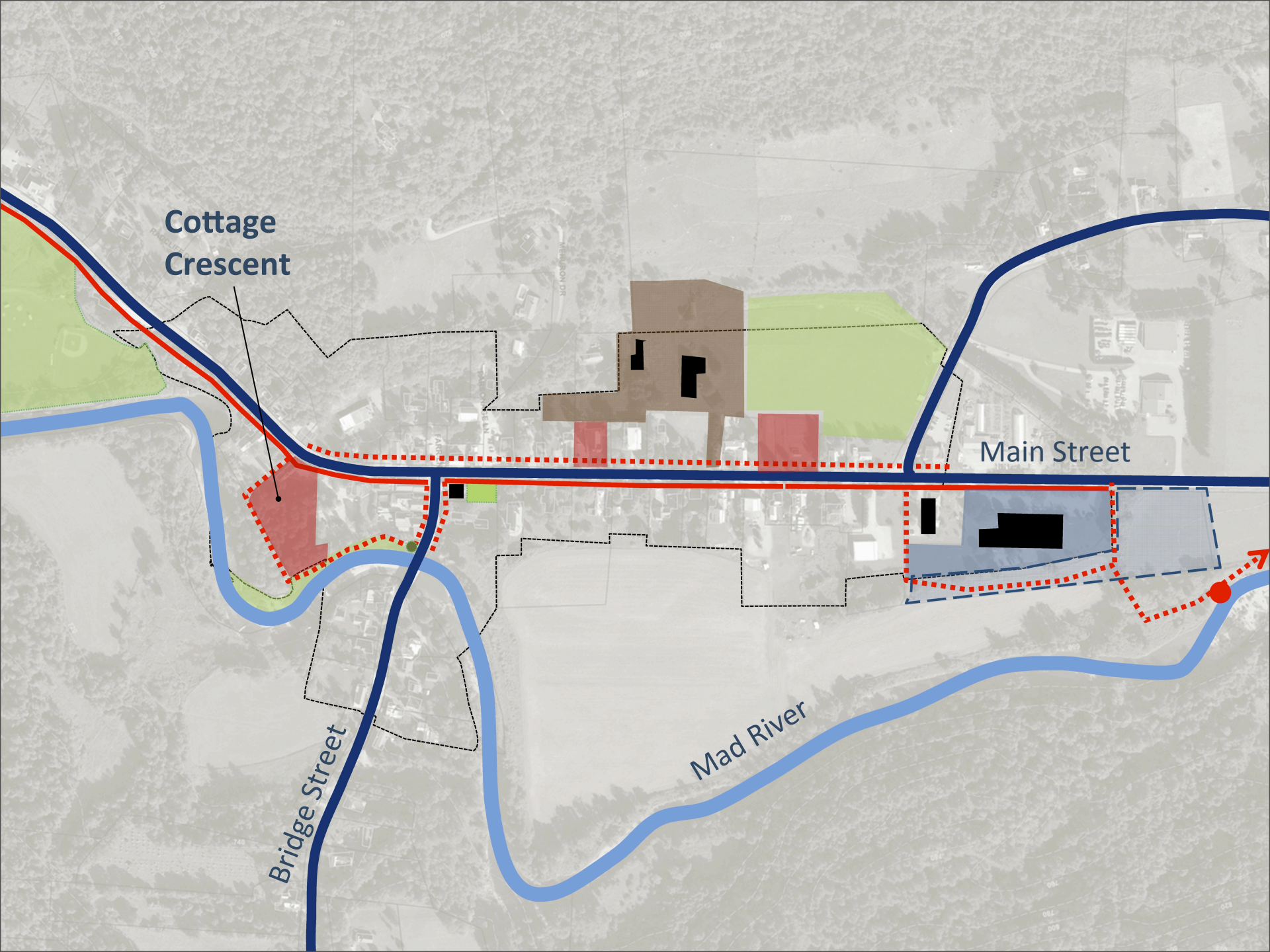
MetLife Foundation Afterschool Innovator



Farm Stand

1. Orient to street / parking behind
2. Provide visual and physical connection to Polo Field and Flemer Barns
3. Preserve existing shade trees along frontage





Cottage
Crescent

Main Street

Bridge Street

Mad River



Main Street

Public Restroom

Bridge Street

Enhanced Parking

Pocket Park

Rain Garden Opportunities

Retail Cottages / Boardwalk Connections

Mad River Path









CAPTURING THE RAIN - SAVING THE BAY

RIVER WALK

A RAIN GARDEN SHOWCASING PLANTS NATIVE TO THE DELMARVA COASTAL PLAIN

RAIN GARDENS capture stormwater in a shallow, bowl-shaped area landscaped with native perennial plantings, allowing water to slowly filter into the ground rather than run off into the storm sewer and the Chesapeake Bay.



Volunteers installing the garden. Lee Hagan



Rain Garden during a heavy storm. Lee Hagan

Why plant a rain garden?

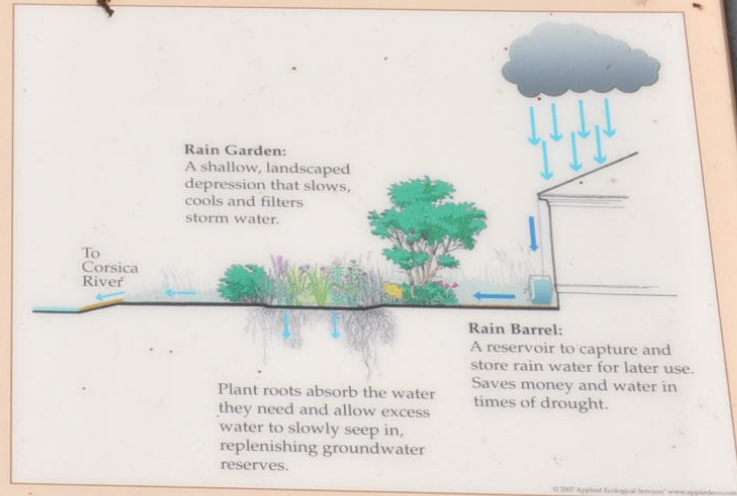
- Temporarily captures water and slowly filters out common pollutants, sediment, and nutrients such as nitrogen and phosphorous
- Allows more water to infiltrate into the ground than a conventional lawn, replenishing groundwater
- Preserves natural stream dynamics and water quality by reducing run-off and erosion
- Requires less watering and fertilizer than conventional lawns
- Provides a visually-pleasing habitat for birds, butterflies and beneficial insects

Why use native plants?

- Naturally occur in our region
- Are adapted to local soil and climate
- Have developed natural defenses to many pests and diseases
- Will grow with little use of water, fertilizers and pesticides
- Sustain native pollinators and other beneficial wildlife



Monarch on *Liatris spicata*. Stacy Jayne Adams, Adherant



Dedicated September 15, 2007

Funding and Resources provided by: Queen Anne's County Master Gardeners, Maryland Cooperative Extension, Queen Anne's County Department of Public Works, Queen Anne's County Free Library, State of Maryland, Maryland Department of Natural Resources, Maryland Department of the Environment and the Corsica River Conservancy, Queen Anne's County Commissioners Eric S. Wargötz, M.D., President; Courtney M. Billups, Paul L. Gunther, Gene M. Ransom III, Carol R. Fordonski



Public Restroom

Boardwalk Connections

Existing Cottage





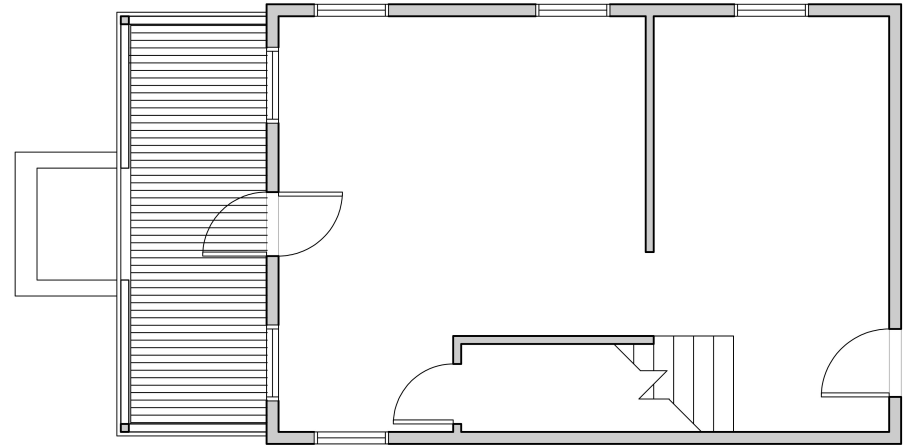
Ocean Grove, NJ

Sample Cottages

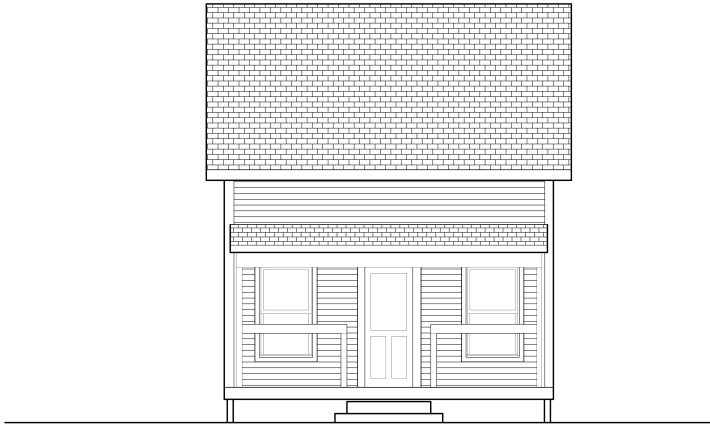


Oak Bluffs, MA and
Round Lake, NY

Bridget's Cottage

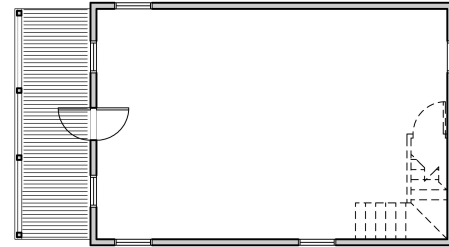
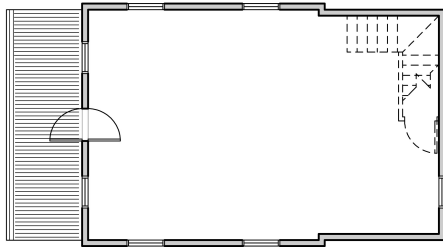
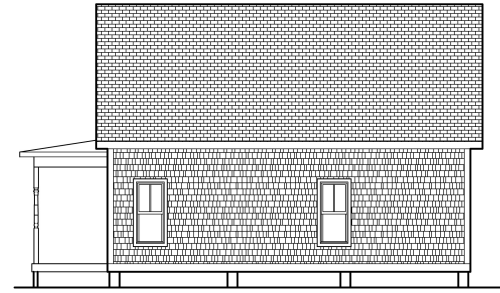
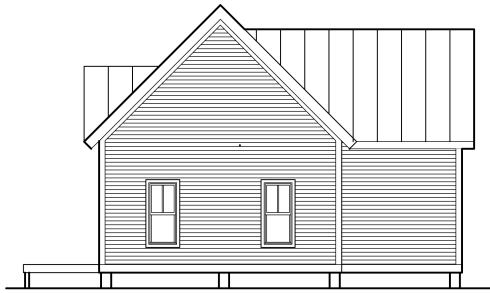
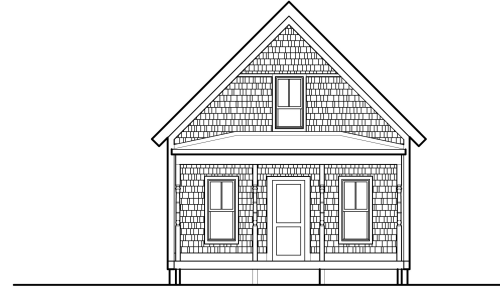
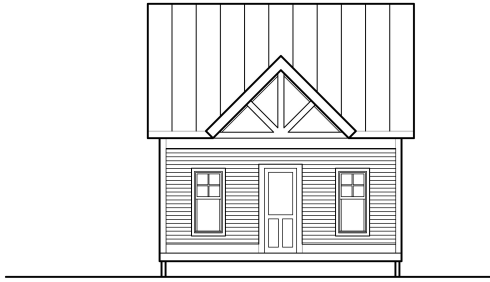


Existing Floor Plan



Existing Elevations

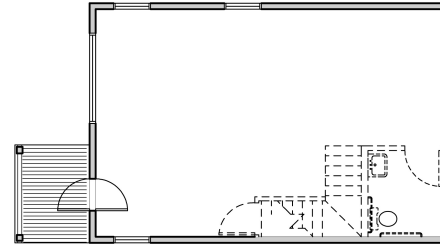
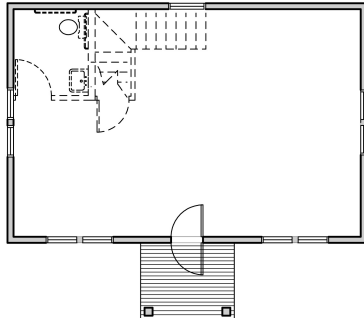
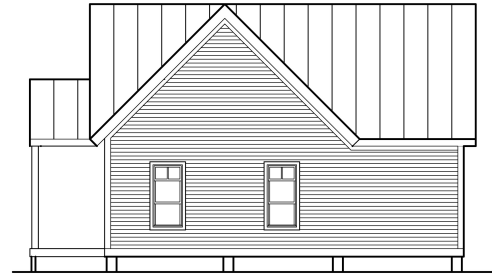
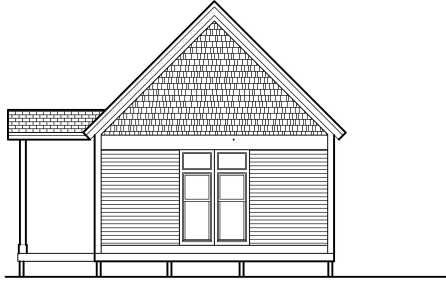
The Cottages



The Timber Cottage

The Shingle Cottage

The Cottages



The Gable Cottage

The Tin Roof Cottage





Facade Enhancements











OPEN

1884



CLEARWATER

KAYAK
SALE!









VILLAGE GROCERY & DELI

VILLAGE GROCERY & DELI

VILLAGE GROCERY

SHELLS FOR US
DROPP-OFF
at the Village Grocery & Deli
1000 Main Street
10/10/10

WELCOME TO VILLAGE GROCERY & DELI

SALE





VILLAGE GROCERY & DELI

VILLAGE GROCERY & DELI

VILLAGE GROCERY

SKILLS FOR US
DROP-OFF

Next Steps

- ❖ Follow up visit in November to discuss ongoing branding / marketing initiative for the village as well as cooperative work among groups.
- ❖ Refinement to plans based on outcomes of upcoming referendum.
- ❖ Second zip code survey in off season to compare data.
- ❖ Development of implementation strategies and fleshing out funding options.



WAITTSFIELD, VT

Thank you for your time and interest.