

## 2. Streetscape Improvement Plans



### Design Goals and Objectives:

The basic elements of streetscape improvements for Main Street are as follows:

- New or repaired sidewalks
- New street trees in single and double rows to better define a consistent streetscape and define historic frontage relationships.
- New lighting, banners, benches, street signs, catch basins, concrete bollards, raised planting areas, interpretive signage and environmental art/sculpture
- Definition of the gateway intersections at either end of Main ( at College Street and Route 30)
- Focal point treatments at the Main Street intersection including Maple Street, Depot Street and the mid-block crosswalk near the church.

### Specific Recommendations:

However, these improvements will not satisfy the needs that Poultney has for a revitalized downtown. Additional recommendations are as follows both as general rules for redevelopment policy as well as specific improvement projects:

- The preservation and enhancement of the historical integrity of Poultney's Main Street should be a high priority. Preserve as many historic features as possible, rehabilitate or replace with appropriate hardscape and plant materials using the historic precedents cited in this report as the design guide.
- Preserve the abundance of on-street parking with angled parking on the south side and parallel parking on the north side of Main Street for its entire extent through the downtown. Where needed, selectively rearrange parking spaces to improve safety and accessibility. Integrate crosswalks with parking space locations, and integrate no parking zones with curb extensions as described in # 10 below.
- Preserve or replace sidewalks in the Downtown such that the entire sidewalk system is safe and attractive. Sidewalk replacement should include the core downtown as well as extensions to Green Mountain College to the west and connecting to Poultney High School on the east. Sidewalk design should reflect the design intent as elaborated in this plan which defines different frontage types by landuse and street character. *A single sidewalk type is not appropriate, nor is a "crazy quilt" of lot by lot replacements that vary in layout and materials such as occurred in the past. Simple, durable, attractive materials should be the rule.*
- Infrastructure improvements should be integrated with streetscape improvements, but infrastructure should not overwhelm the need to have visible improvements. *What can't be seen won't help the downtown to become a more attractive place.*
- Replace or augment utilitarian street lighting with new ornamental lighting that will complement the downtown Main Street ambience. More sensitive location of lights should be included such that resident apartments are protected from excessive glare for street lights.
- Augment or replace street trees with new deciduous canopy trees. Locate trees or select trees that can be pruned around utility lines. Define a maintenance agreement with CVPS and the village such that the

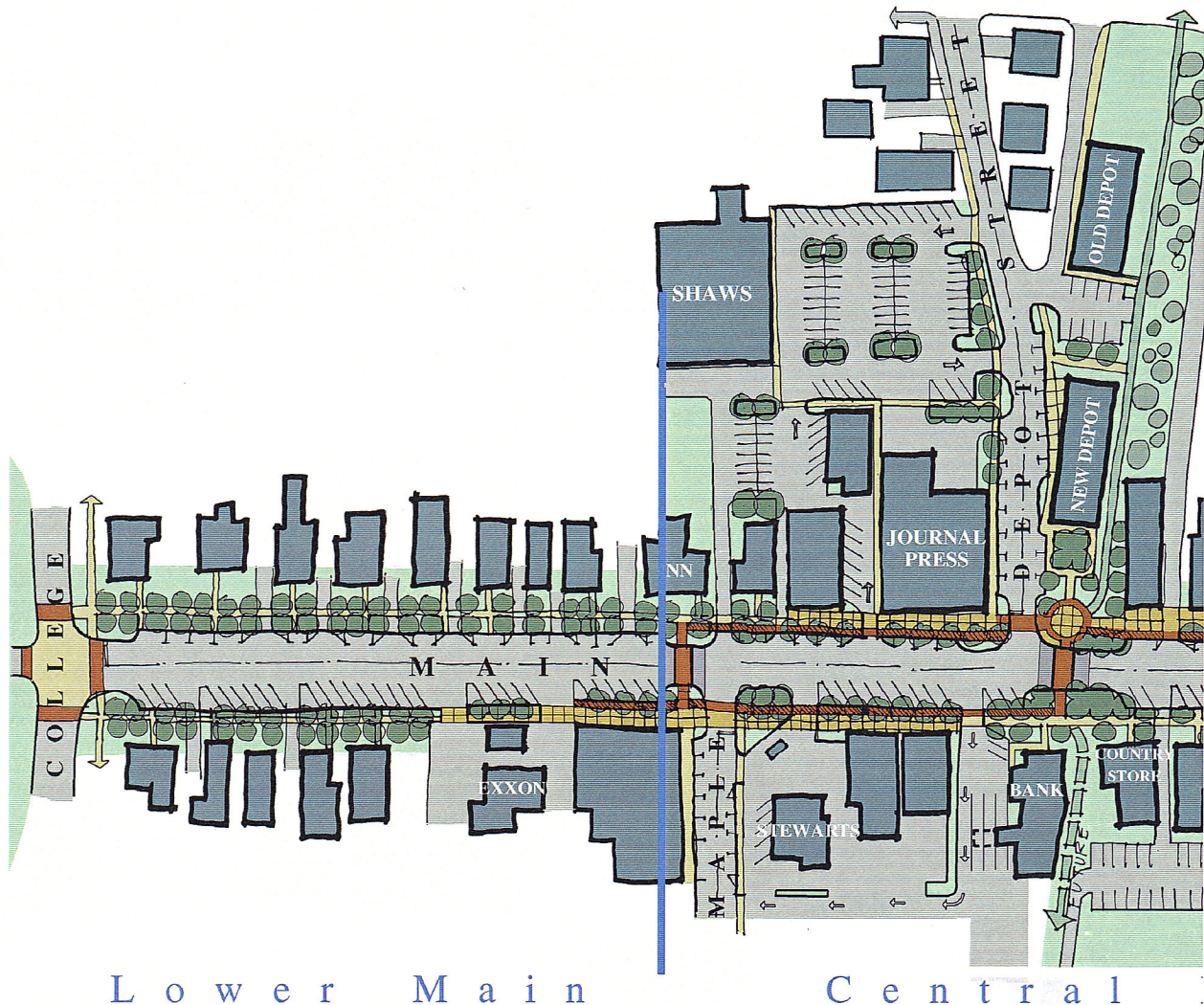


village can have greater control over tree management by CVPS. *If necessary, the Village should take a greater role in tree maintenance to avoid CVPS conflicts.*

- Create public gathering spaces including a new park at the corner of Depot Street, corner and sidewalk sitting areas, and make the streetscape an attractive place for people to walk and gather in a variety of social contexts for all ages of the community.
- Furnish Main Street with attractive street furniture. Avoid historic fakery in selecting streetscape materials and use historically accurate materials or clearly departed modern styles that will complement the historic setting and bespeaks to the slate heritage, and craftsmanship of the machine industry. *Do something unique with street furniture and involve local craftsmen.*
- Encourage businesses to become involved in streetscape improvements and maintenance such that a vital relationship between the public streetscape and private enterprise of the interesting and essential businesses can be mutually reinforced in the streetscape design and improvements. Such partnerships can include:
  - Façade improvements to historic storefronts to replace or restore historic detailing and materials. Use historic resource materials from the Poultney Historical Society and the VT Division of Historic Preservation as guides. Restore to authentic historical precedent or compatible new design. *Take advantage of tax credits and grants that are available for historically sensitive renovations for commercial buildings.*
  - Add interesting new signage, awnings, and storefronts to make the streetscape handsome and inviting. *Avoid mass-market materials, unattractive sandwich board signs, and do not impinge on the Village Right of Way for advertising.*
  - If town regulations do not promote design innovation, or sensitive historical rehabilitation, then work with the town staff and Poultney Revitalization Committee to develop new zoning and design regulations that are more flexible. *Ask for expertise from state specialists and consultants familiar to appropriate design guidelines.*
  - Develop agreements between multiple landowners to develop (at their own expense) shared parking arrangements so that more parking can be created for business owners, employees, and customers to the downtown. *Work with town officials to coordinate parking planning so that access/egress are well planned, and that directional signage, lighting and other improvements are coordinated.*
  - Consider creating a downtown improvement district such that all the businesses can contribute fairly and pool funds to make mutually beneficial improvements.
  - Educate yourself by looking at other communities with successful downtowns and learn by the examples of other places – but don't just take their ideas and copy them to Poultney! Make them your own.
- Make Main Street a safer place for both people and cars and don't forget bicyclists. Include in the Main Street improvements:
  1. Traffic calming elements such as curb extensions, and patterned crosswalks to slow traffic and clearly define the vehicular and pedestrian realms.
  2. Avoid "traffic improvements" that are single-minded in their attempts to force drivers to STOP. "Slow and steady" is the best way to have Main Street work from a traffic perspective.
  3. When street improvements are planned, look closely at the visual result from the changes or "improvements".



## Main Street Conceptual Design Plan: Western Section



### Description of Main Street Improvements:

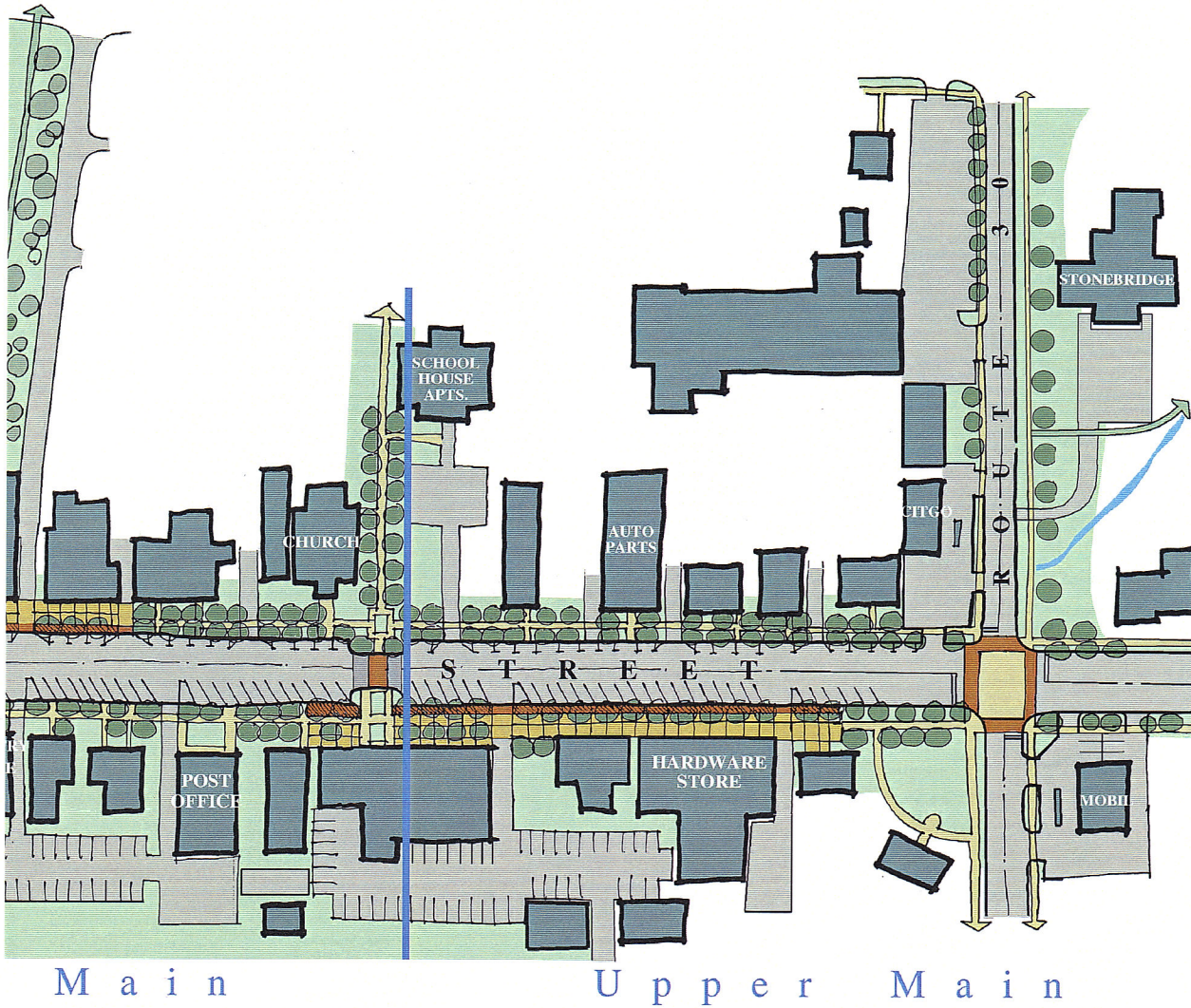
The following pages will outline the specific features for Main Street improvements for Poultney. As a general organization, the plans are presented from west to east, and are divided into three segments of the Main Street corridor:

- Lower Main: from Green Mountain College to just west of the Maple Street intersection.
- Central Main: from the above intersection of Maple Street to the mid-block crossing just east of the church.
- Upper Main: from the above crossing to the intersection of Main Street and RT 30 with approaches from the north-east and south to the intersection.

Each section includes a detailed plan view, sketches or cross-sections to illustrate design principles - particularly the frontage design concepts and historical precedents. Chapter 3 uses this same organization by section to define the potential costs of improvements.



# Main Street Conceptual Design Plan: Eastern Section



Key map to streetscape design and frontages:

