Using ArcGIS to Develop a Holistic Plan for Downtown Revitalization

STONE ENVIRONMENTAL

Esri Partner Conference 2017 Award Winner
Best Use of Story Maps

Services / Expertise
Environmental Assessment and Remediation
Brownfield Redevelopment
Area-Wide Planning
Geospatial & Data Solutions
Data Visualization
Story Mapping
ArcGIS Online

Markets
Local Government and RPCs
Site / Property Owners
Commercial Developers
Community-Based Organizations

Project Location
Town of Bennington, Vermont

Date Completed
2016–Present

Project Owner
Bennington County Regional Commission

Project ID#
15-016

Project Manager
Daniel Voisin

Link to the Bennington Downtown Area-Wide Plan Story Map:
http://arcg.is/1mcFYls

The town of Bennington used the Story Map to gain community buy-in on redevelopment scenarios, allowing stakeholders to visualize outcomes of the area-wide plan. One of the concepts, as shown above, provides the perspective of the redeveloped block at Main and Washington with public green space, improved streetscapes, and new, mixed-use buildings to fulfill recreation, hospitality, and public needs in the downtown area.

FOSTERING and sustaining a vibrant downtown is critical to any planning commission's vision for having an economically healthy community. That's why the town of Bennington, Vermont, worked with private and public partners—including Stone Environmental—to create the Bennington Downtown Area-Wide Plan.

As a historical manufacturing center, Bennington faces major redevelopment challenges. Shifts in industrial and commercial activity throughout the twentieth century have left numerous vacant and underutilized properties. Many of these sites are classified as brownfields, meaning they require environmental remediation. To successfully address these challenges, Bennington needed a holistic plan for revitalizing its downtown area.

Using ArcGIS, Stone helped the town perform an environmental and infrastructure assessment. Information related to the appraisal—including data about historical land use, natural resources, infrastructure, and brownfield sites—was collected, stored, and managed in a geodatabase. Using ArcGIS Online, stakeholders were able to quickly access information for any parcel in the downtown area.

The final downtown plan includes the results of the environmental assessment, a set of conceptual visions for the downtown area, and a detailed implementation strategy. ArcGIS maps bring the development scenarios to life, which is especially helpful for prospective partners as they evaluate property development opportunities.

To help communicate the plan effectively to stakeholders, Stone also built an interactive story map journal. It recounts Bennington's economic history, summarizes the plan's recommendations, and illustrates the proposed development scenarios. The town presented the story map at a public meeting to gain community buy-in for the plan.

To date, the plan has helped spur Bennington's Putnam Block redevelopment project, which will create a mixed-use space with offices, residences, retail stores, and restaurants. Bennington engaging in other, similar public-private partnerships soon as well.

ArcGIS Online Specialty

esri Partner Network Silver