

# Rt. 4 The Crossroad of Vermont Byway

Presentation to the  
Vermont Scenery Preservation Council  
November 17, 2010

*Connecting communities on Route 4 from Hartford to West Rutland*

# Rt. 4 The Crossroad of Vermont Byway

## **A Grassroots Partnership**

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- The idea to seek Byway status for Rte 4 began at the grassroots level
- Local representatives from Rt. 4 Chambers of Commerce, municipalities and regional planning commissions came together to spur regional activities and tourism
- The shared interests of the nine towns was a clear match to the Vermont Byways Program mission and goals
- To formalize their effort to classify Rt. 4 as a Byway, the Select Board of each of the nine municipalities on the route, appointed official representatives to the Byway Planning Committee

# The Committee



*(Left to right):*

Mary Ann Goulette, Town Manager, W. Rutland; Meg Horrocks, Project Coordinator, Town of Killington; Elizabeth Finlayson, Director, Woodstock Chamber of Commerce; Macy Lawrence, Member, Board of Directors, Woodstock Chamber of Commerce; Seth Webb, Director, Economic Development and Tourism, Town of Killington; Bill Blaiklock, President, Hartford Area Chamber of Commerce; Susan Schreibman, Assistant Director, Rutland Regional Planning Commission; Fred Nicholson, community representative, Rutland Town; Rita Seto, Regional Planner, Two Rivers – Ottauquechee Regional Commission; Matt Osborn, Town Planner, Town of Hartford; Ann Singiser, alternate representative, Town of Mendon; Justin Lindholm, Planning Commission Member, Town of Mendon: Missing from the photo are: David Allaire, President, Board of Alderman, Rutland City; Greg Smith, Chairman, Select Board, Town of Mendon; Tom Donohue, Executive Director, Rutland Region Chamber of Commerce

# Rt. 4 The Crossroad of Vermont Byway

## Corridor Communities

The Route 4 corridor travels through eleven communities represented by nine municipalities, linking and weaving together the unique characteristics of each town, and reflecting the many populations, landscapes and elements that are Vermont. As the traveler passes through, whether for business or pleasure, the corridor provides an opportunity to experience the historic, natural, scenic, cultural, archeological, and recreational qualities of the corridor communities.

The nine municipalities represented along the Route 4 corridor are:

West Rutland

Rutland City

Rutland Town

Mendon

Killington

Bridgewater

Woodstock

Hartland

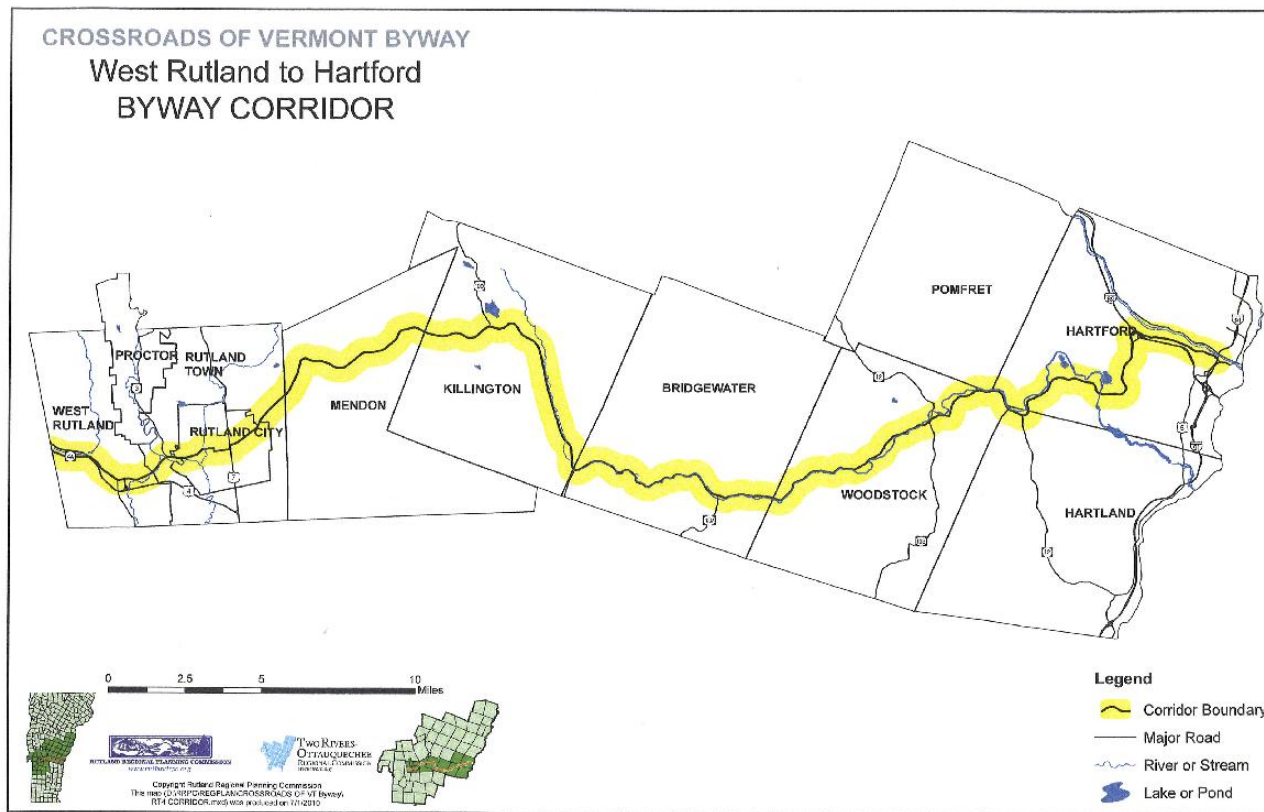
Hartford\*

(\*includes White River Junction and Quechee)

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# Rt. 4 The Crossroad of Vermont Byway

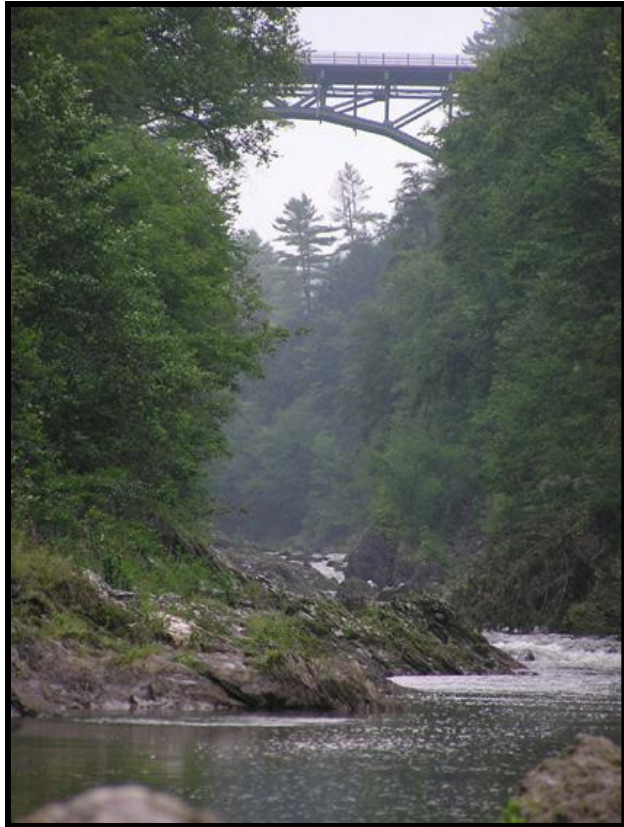
## Corridor Communities



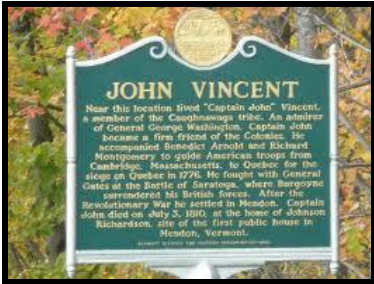
There are nine municipalities represented in The Crossroad of Vermont Byway covering approximately 50 miles of Route 4.

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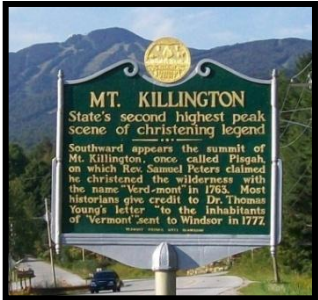
# Intrinsic Qualities of the Route 4 Corridor



Quechee George, Hartford



Historical marker,  
Mendon



Historical marker  
Killington



Marsh  
boardwalk, West  
Rutland



Rutland Town aerial view

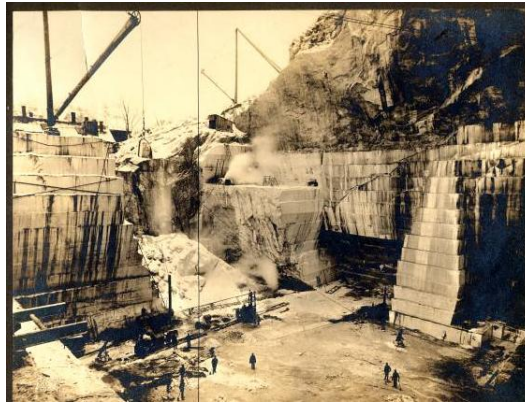


Covered bridge  
Woodstock

# Intrinsic Qualities of the Route 4 Corridor



Thundering Brook Falls, Killington



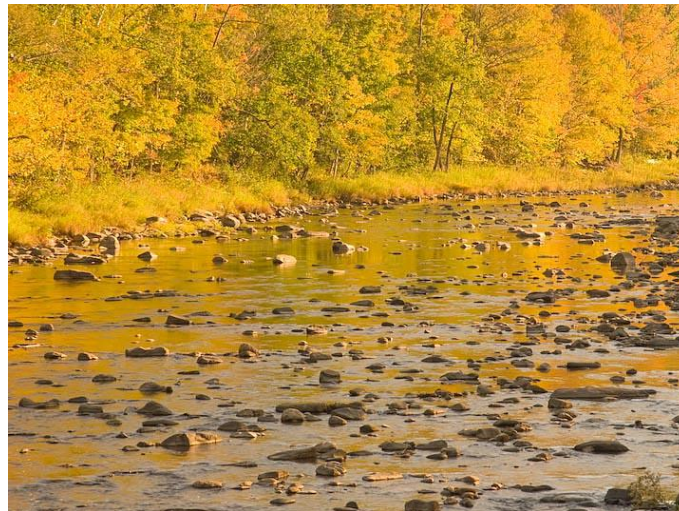
Historic Marble Quarry near Rutland



Ski Killington



Covered Bridge,  
Hartland



Ottawaquechee River, Bridgewater



Wassail Weekend, Woodstock

# Theme and Vision

## A Microcosm of Vermont

The Route 4 Byway corridor is aptly named “The Crossroad of Vermont Byway.” This east-west roadway serves as a major travel route, literally crossing the State, offering the visitor a unique glimpse into the many qualities that define Vermont. The route includes the quaint New England towns of Hartland, Queechee and Woodstock, major mountain recreation in Killington and Mendon, hundreds of scenic views along the Ottauquechee River and the spine of Green Mountains, rich examples the state’s industrial history in marble and milling in Bridgewater, Rutland and West Rutland, and more. The Byway corridor provides the traveler ease to experience these towns and their numerous intrinsic qualities which in many ways represent a microcosm of Vermont

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# Rt. 4 The Crossroad of Vermont Byway

## Vision

The vision of the Crossroad Byway is to share and compliment intrinsic resources, tell the story of crossing Vermont and act as a catalyst to generate additional accord in future planning.

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# Objectives

In keeping with the National Scenic Byways Program, the nomination committee formulated three broad *objectives*:

- 1. Development**
- 2. Promotion**
- 3. Preservation**



Gazebo, Rutland City



Town Hall, Hartland

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# Objectives and Goals

## Goal - Development

### *Development*

To promote and enhance sustainable economic development and tourism throughout the Byway. As part of this effort we will work to support safe, multi-modal transportation, focusing both on the improvement of existing infrastructure and the introduction of additional transportation infrastructure.

**Goal A:** Promote and enhance sustainable economic development and tourism throughout the Byway.

**Goal B:** Improve traffic flow for pedestrians, bicyclists, and vehicles, balancing efforts to promote visitation while meeting the needs of existing commercial traffic of the Byway.

**Goal C:** Promote alternative means of transportation to travel the Byway for visitors and community members that promotes recreational and environmentally-friendly touring in a safe, enjoyable and convenient manner.

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# Objectives and Goals

## Goal - Promotion

### *Promotion*

To develop marketing efforts that will: promote awareness and appreciation of the Byway both regionally and nationally and increase community and tourist visitation along the Byway.

**Goal A:** Create a brand for the Byway that builds on the intrinsic qualities and drives both regional and national awareness of the Byway.

**Goal B:** Establish regional and national marketing programs to promote awareness and appreciation of the historic, archeological, cultural, natural, recreational and scenic resources along the Byway to drive awareness and tourism .

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# Objectives and Goals

## Goal - Preservation

### *Preservation*

To preserve historic, archeological and cultural amenities and protect the natural resources which are unique to the corridor, by supporting cooperation among organizations or developing new organizations to facilitate resource preservation.

**Goal A:** Ensure protection of agricultural land and open space, especially in key scenic areas.

**Goal B:** Encourage historic preservation in towns along the Byway.

**Goal C:** Preserve and protect the natural resources including such as scenic views, river corridors, lakes, wetlands, summits and meadows which are unique to the corridor.

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# Objectives and Goals

## Sustainability of Vision

- These objectives and goals provide the basis for identification, implementation and sustainable management of the corridor's intrinsic resources.
- They are intended to stimulate and promote economic, recreational, and environmental benefits for all the corridor's communities and the transportation network.
- The committee will seek to pursue them when local support exists

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## Next Steps

- Feedback from Vermont Scenery Preservation Council
- Formal presentation of Corridor Management Plan
- Timing