



Project Goals

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*

Goals:

- 1) Continue the forward momentum of the municipality's recent efforts to invest in the village center
- 2) Determine where potential for commercial development exists within the approximate borders of the town's Village Center.

Purpose:

Town Response to ARPA public survey item calling for South Shaftsbury to be "Center of Commerce"

Develop Resources for Economic Development Committee



Project Goals

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*

Actions:









1. Conduct Business Inventory & Data Analysis
2. Conduct Employer Interviews
3. Identify Properties with Development Possibilities
4. Consider Overall Development Potential for South Shaftsbury Village Area



Project Scope

Project Scope

Key Locations

-  Bus Stop
-  School/PreSchool
-  Religious Insitution
-  Fire Department
-  Town Office (Current & Proposed)
-  Park
-  Post Office
-  Gas Station
-  Counter Service Food

Land Use Designations

- | | |
|---|---|
|  Village Center District |  Roadside Commercial |
|  Rural 40 |  Commercial Industrial |
|  Village Residential |  Industrial |
|  Village Center |  Industrial 2 |
|  Parcel Boundry |  Railroad |

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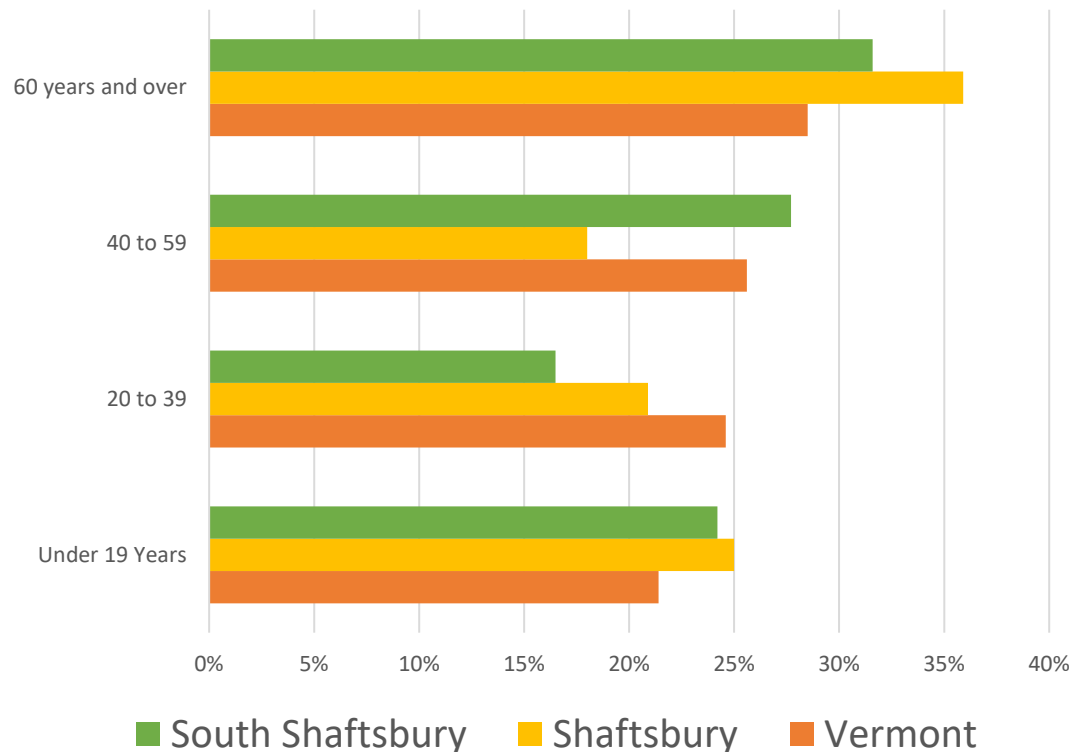


0 1/4 1/2 Miles

Project Scope

South Shaftsbury: Commercial Sites Inventory and Assessment.

Percentage of Population by Age



Demographics

South Shaftsbury Census Designated Place* (US Census 2020)

- Population: 681 (down from 772 in 2000)
- Median Age: 47
- Households: 279
 - 24% with Children under 18
 - 64% with Seniors over 65
- Population Density 300/Sq. Mile
(National: 98/Sq. Mi., Burlington: 1,903/Sq. Mi.)

*Includes Twitch Hill Rd., Buck Hill Rd. and Town Line Rd.

Project Scope

South Shaftsbury: Commercial Sites Inventory and Assessment.

US Bureau of Labor Statistics: Spending in 2023	Average Spending by Category	Shaftsbury VT Median Household Income	South Shaftsbury Median Household Income
Median Household Income:		\$95,412	\$56,738
Income Less Avg. Savings of 4.4%		\$91,390.80	\$54,346.74
Spending Category			
Average annual expenditures	100.0%	\$91,390.80	\$54,346.74
Food	12.9%	\$11,789.41	\$7,010.73
Alcoholic beverages	0.8%	\$731.13	\$434.77
Housing	32.9%	\$30,067.57	\$17,880.08
Apparel and services	2.6%	\$2,376.16	\$1,413.02
Transportation	17.0%	\$15,536.44	\$9,238.95
Healthcare	8.0%	\$7,311.26	\$4,347.74
Entertainment	4.7%	\$4,295.37	\$2,554.30
Personal care products and services	1.2%	\$1,096.69	\$652.16
Reading	0.2%	\$182.78	\$108.69
Education	2.1%	\$1,919.21	\$1,141.28
Tobacco products and smoking supplies	0.5%	\$456.95	\$271.73
Miscellaneous	1.5%	\$1,370.86	\$815.20
Cash contributions	3.1%	\$2,833.11	\$1,684.75
Personal insurance and pensions	12.4%	\$11,332.46	\$6,739.00

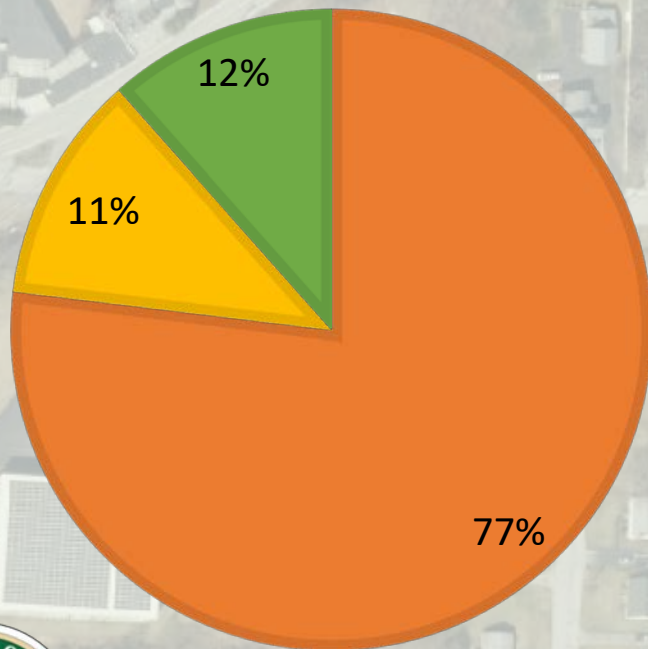


Business Inventory & Data Analysis

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*

BUSINESS STABILITY: SOUTH SHAFTSBURY D&B

■ Stable ■ Decay ■ Decay



Business Count:

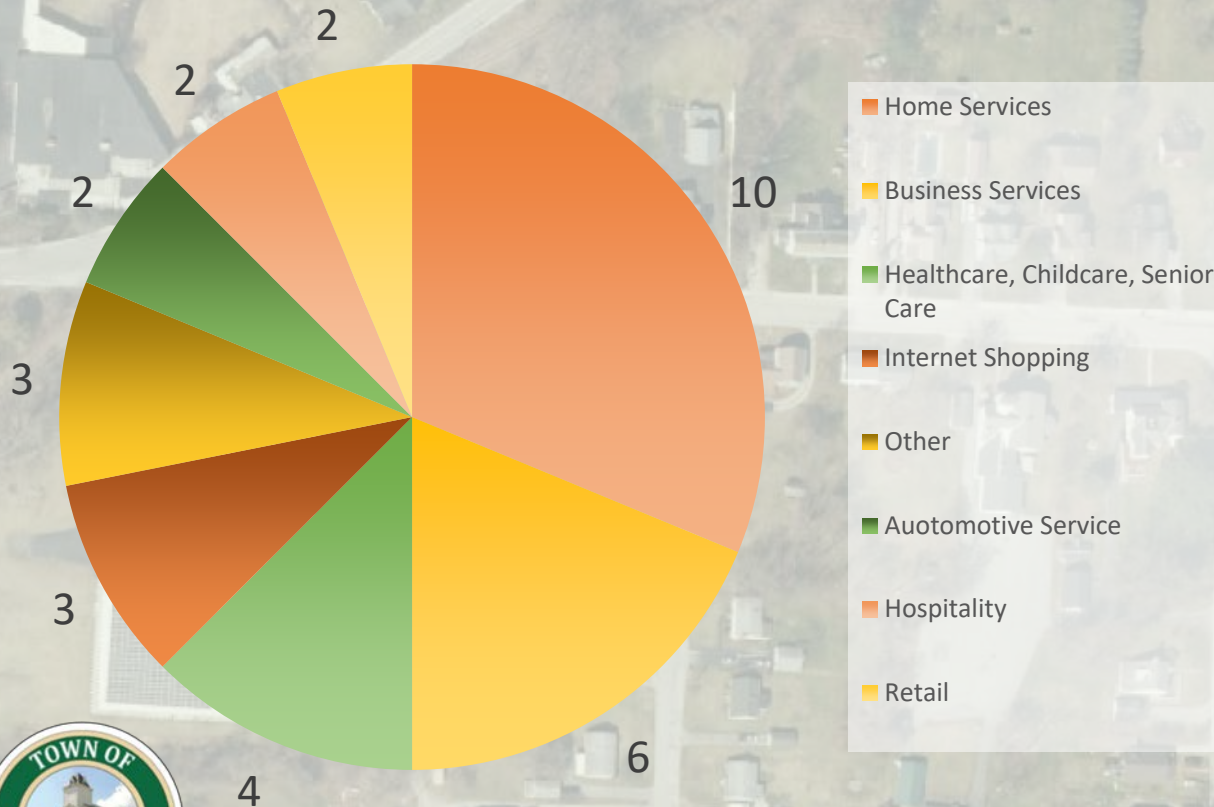
- Visual/Internet Survey(*Summer 2024*)
32 Businesses
- Dun & Bradstreet (*Fall 2024*)
S. Shaftsbury: 24 Businesses
All of Town: 125 Businesses



Business Inventory & Data Analysis

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*

BUSINESS TYPE:
BCRC OBSERVATIONAL SURVEY



Business Typology:

- Service Industry
- Home Businesses
- *If Open to Public:* Largely Appointment Focused



Employer Interviews

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*



8 Interviews:

- Myers Prouty
- Shaftsbury Country Store
- Scott's A Plus Auto Repair
- Peckham/Dailey Precast
- T&M Enterprises
- KCM Oil
- Body Blend Studio
- Alternatives Plus



Employer Interviews

*South Shaftsbury:
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Key Takeaways:

- Business Owners are Largely From the Community
 - Engaged Locally:
Fundraisers/Halloween
 - Choose to be here/want to expand within the Town
 - Existing Community Character Seen as a Positive
- Enthusiasm for Community Center
- Workforce/Recruitment Issues
- Mixed Opinions about Town
 - Very Positive to Moderately Frustrated
- Signage Regulations Confusing
- Would Like to See More Businesses in Area



Employer Interviews

*South Shaftsbury:
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Key Takeaways (continued):

- **Physical Improvements**

- Sidewalks
 - Key Intersection Improvements
 - Plowing seen as a positive
- Cleveland Ave Playground
 - Safe Walking Paths
- Investigate Sewer
- Placemaking
 - Lighting/Flowers
- Reduce Speed on Rte. 7
- Intersection Improvements:
 - Airport Rd & Rte. 7
 - Rte. 7 and Buck Hill Rd./Church St.
 - Church St and Rte. 67E
- Wayfinding/Signage
 - Public Parking
 - Bus and Loading Zones



Properties with Development Potential

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*

Methodology:

- Examined 109 parcels
 - within/abutting Village Center District
- Data Review
 - Flood Map, Wetlands, Slope, Wildlife, Zoning, Walkability
- Observational Review
 - Façade/Building Conditions, Walkability, Neighborhood Context



Properties with Development Potential

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*



Identified 15 Lots

Three Categories:

- Large Lots
- Prime Intersection Lots
- Lots with Infill/Outbuilding Potential

Disclaimer:

- Exercise in Imagination
 - Balanced by Market & Environmental Realities
- Spark Conversations with Town & Property Owners
- Give Private Property Owners Additional Options
 - All Voluntary Options
- Housing v. Commercial




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Development Potential: Large Lots

- ① 372 VT RT 67E
- ② 1076 VT RT 7A
- ③ 677 VT RT 7A
- ④ 566 VT RT 7A

- Development Score 5-6
● Development Score 7-8
● Development Score 9-10

Land Use Designations

- | | |
|---|---|
|  Village Center District |  Roadside Commercial |
|  Rural 40 |  Commercial Industrial |
|  Village Residential |  Industrial |
|  Village Center |  Industrial 2 |
|  Parcel Boundry |  Railroad |













0 1/4 1/2 Miles

Development Potential: Infill/Outbuilding

- ① 41 CHURCH ST
- ② 72 BUCK HILL RD
- ③ 782 VT RT 7A
- ④ 616 VT RT 7A
- ⑤ 535 VT RT 7A

- Development Score 5-6
- Development Score 7-8
- Development Score 9-10

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






0 1/4 1/2 Miles

Development Potential: Prime Intersection Lots

- 1 969 VT RT 7A
- 2 21 BUCK HILL RD
- 3 41 BUCK HILL RD
- 4 31 BUCK HILL RD
- 5 938 VT RT 7A
- 6 0 BUCK HILL RD

- Development Score 5-6
● Development Score 7-8
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0 400 800 Feet

South Shaftsbury Development Overview

*South Shaftsbury:
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Retail Opportunities:

High: Neighborhood Goods & Services (NGS)

Moderate: Food and Beverage (F&B)

Low: General Merchandise, Apparel, Furnishings, and Other (GAFO)

Industry Opportunities:

High: Warehousing

Moderate: Manufacturing

Slight: Innovation Hub

S. Shaftsbury should continue to be a Service Industry Hub. *Opportunities include:*

- Healthcare: Doctors, dentists, specialists
- Child Care
- Senior Care
- Beauty and Wellness: Hair salons, nail salons, spas
- Fitness: Personal training sessions, gym classes
- Professional services: Lawyers, accountants, financial advisors
- Automotive services: Car maintenance, repairs
- Home services: Oil Delivery, Plumbers, electricians, handymen
- Business Services



South Shaftsbury Development Overview

*South Shaftsbury:
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Regulations to Consider:

- Increase As of Right Uses w/o review
- Lower/Remove Parking Requirements
- Housing/Walkability leads to more Commercial Demand
- Signage
 - 25 Feet from Highway Rule
 - Sizing
 - In advance of Town Hall & Rec Center

Improvements to Consider:

Short Term:

- Beautification Efforts
- Programming
- Wayfinding/Parking Signage

Mid Term:

- Sidewalk Improvements
- Additional Safe Crossing Areas

Long Term:

- Pedestrian Bump Outs at Primary Intersection
- Lighting
- Sewer



South Shaftsbury Development Overview

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Checklist for a Vibrant Downtown

Well Managed - *Town or Merchant Assn.*

Retail appropriate

Mixed - *Uses/Types of Stores & Services*

➤ Safe - Crime/Traffic/Perception of safety

➤ Championed – Residents/Merchant Assn.

➤ Anchored

➤ Walkable

➤ Unified



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Questions & Answers

*South Shaftsbury:
Commercial Sites Inventory and Assessment.*

Email additional comments to

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