Bennington County Regional Commission

VERMONT
AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT

Municipal Planning Grant

South Shaftsbury: Commercial Sites Inventory and Assessment.

Image: Vermont News & Media

Project Goals

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

TOWN OF SHAFTSBURY

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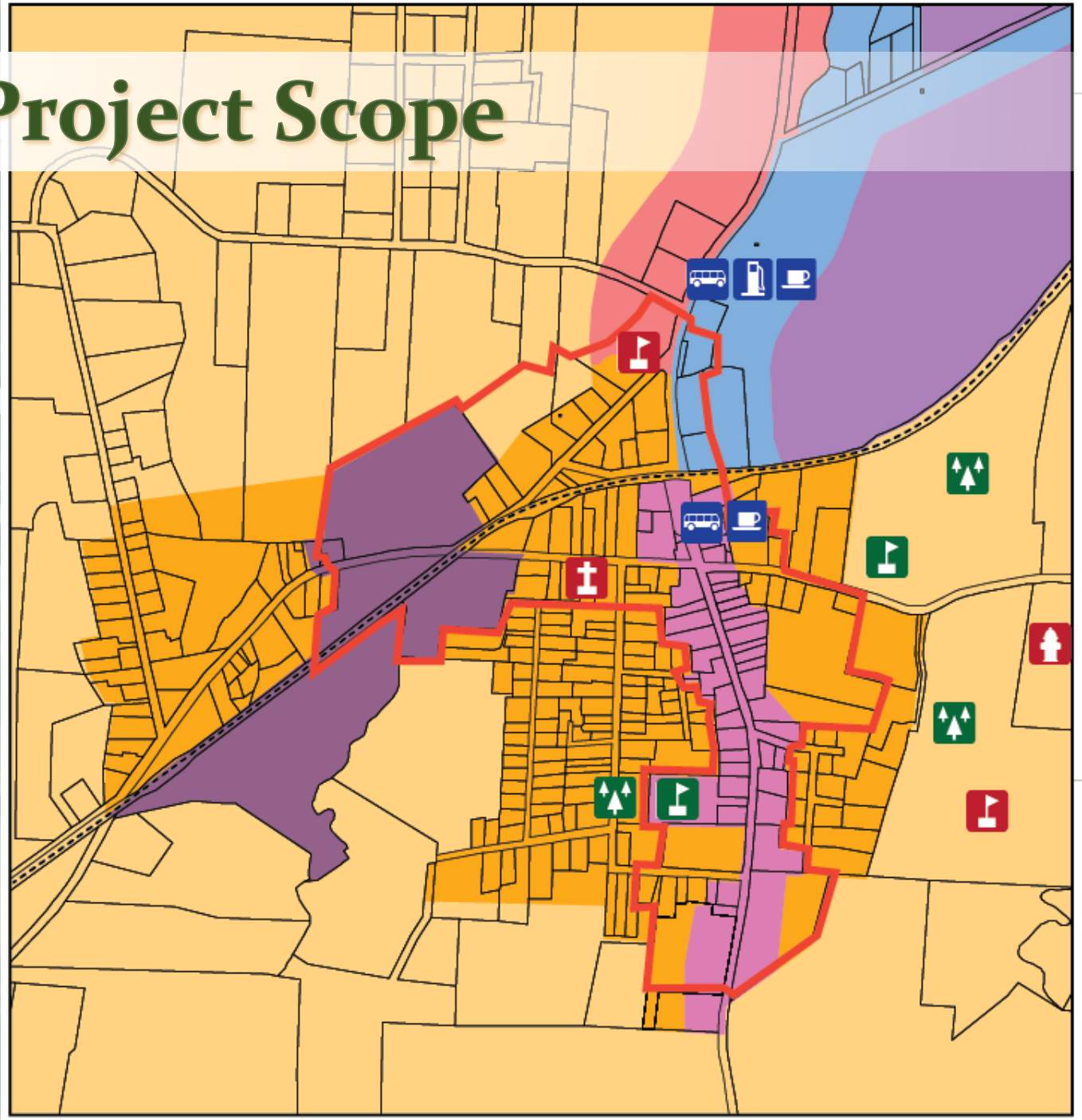
Project Goals

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



South Shaftsbury: Commercial Sites Inventory and Assessment

Project Scope

Key Locations

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

Land Use Designations

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

N

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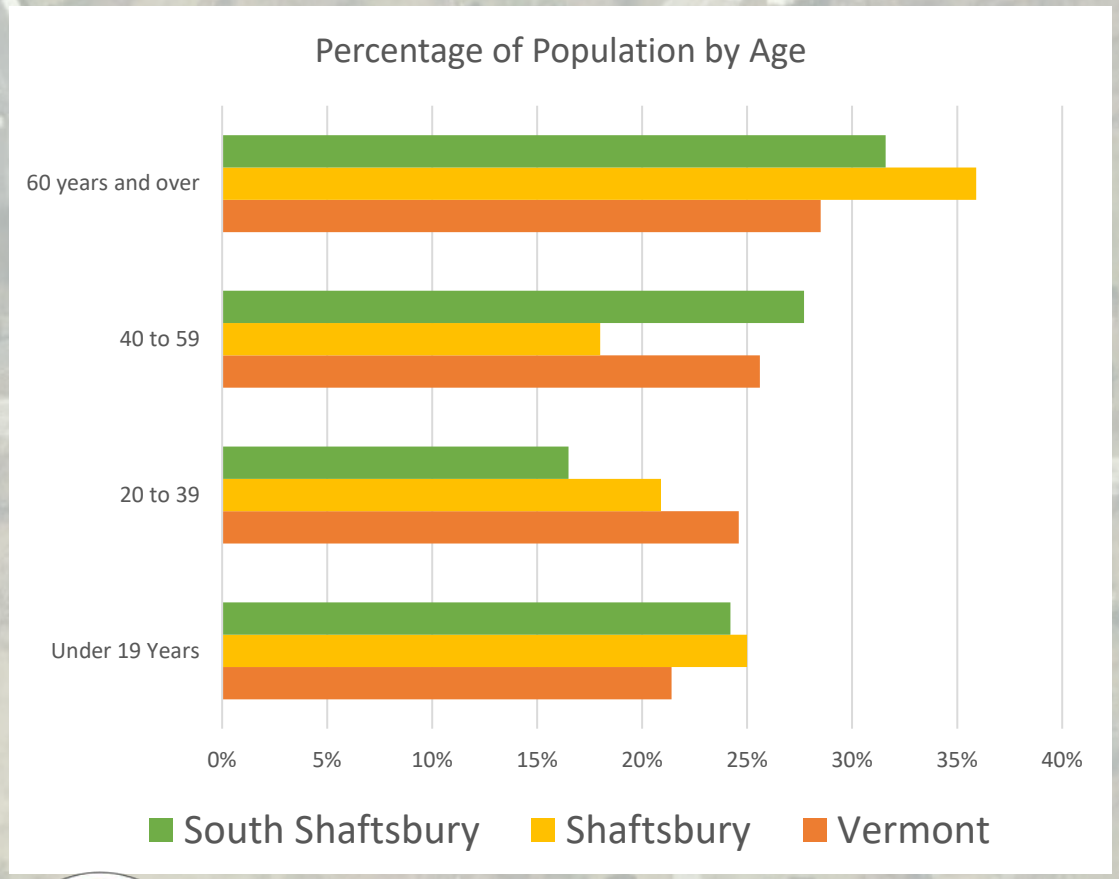
0 1/4 1/2 Miles

Bennington County Regional Comission 2025

Project Scope

South Shaftsbury:
Commercial Sites Inventory and Assessment.



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.

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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

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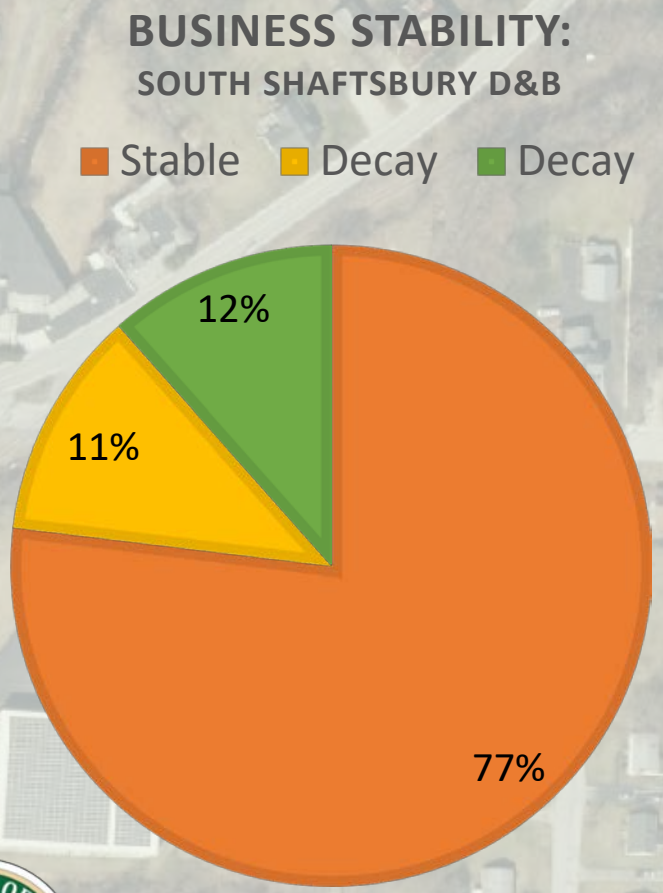
Business Inventory & Data Analysis

South Shaftsbury: Commercial Sites Inventory and Assessment.



Business Count:

- Visual/Internet Survey *(Summer 2024)*

  32 Businesses

- Dun & Bradstreet *(Fall 2024)*

  S. Shaftsbury: 24 Businesses

  All of Town: 125 Businesses

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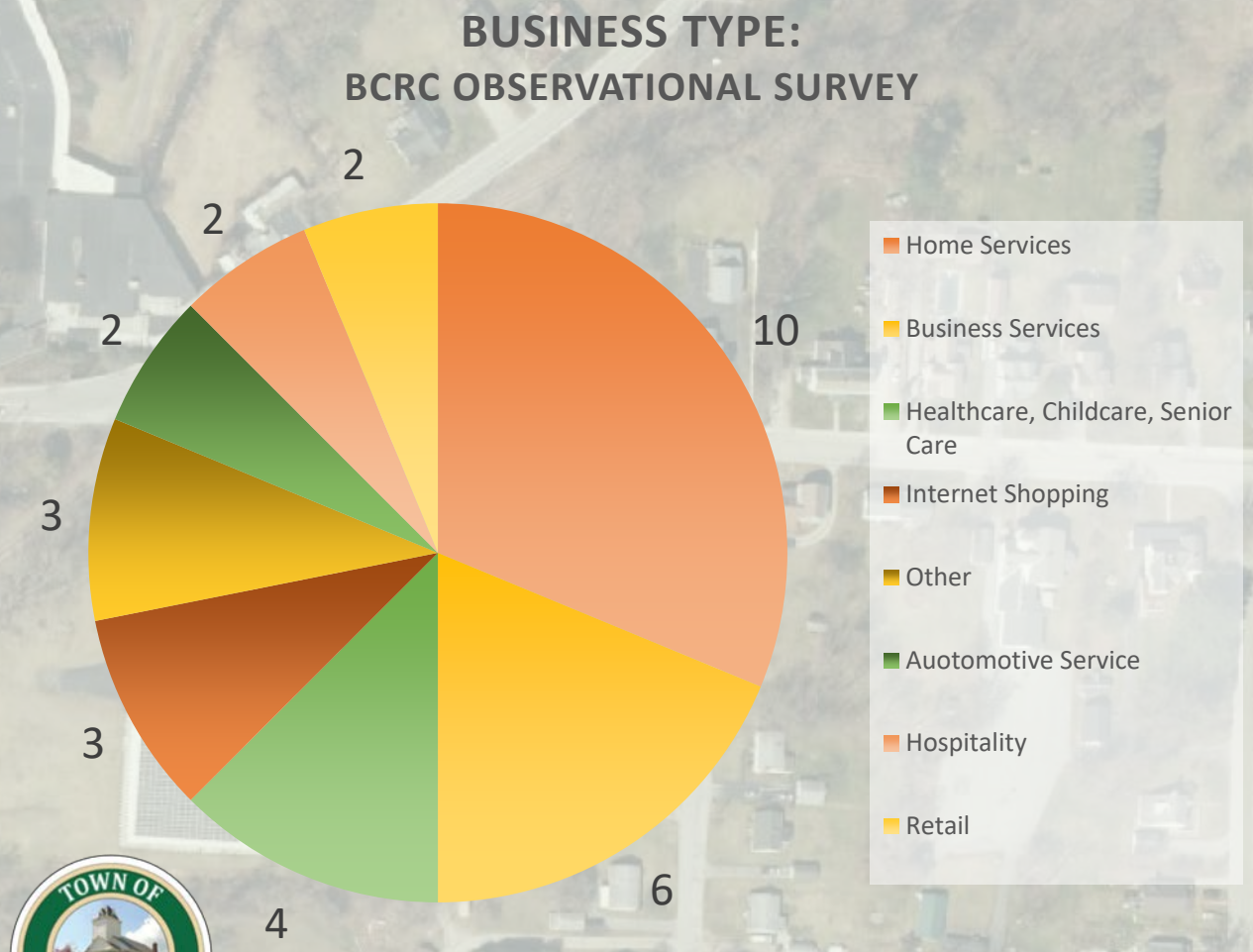
Business Inventory & Data Analysis

South Shaftsbury:
Commercial Sites Inventory and Assessment.



Business Typology:

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

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Employer Interviews

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

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Employer Interviews

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

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

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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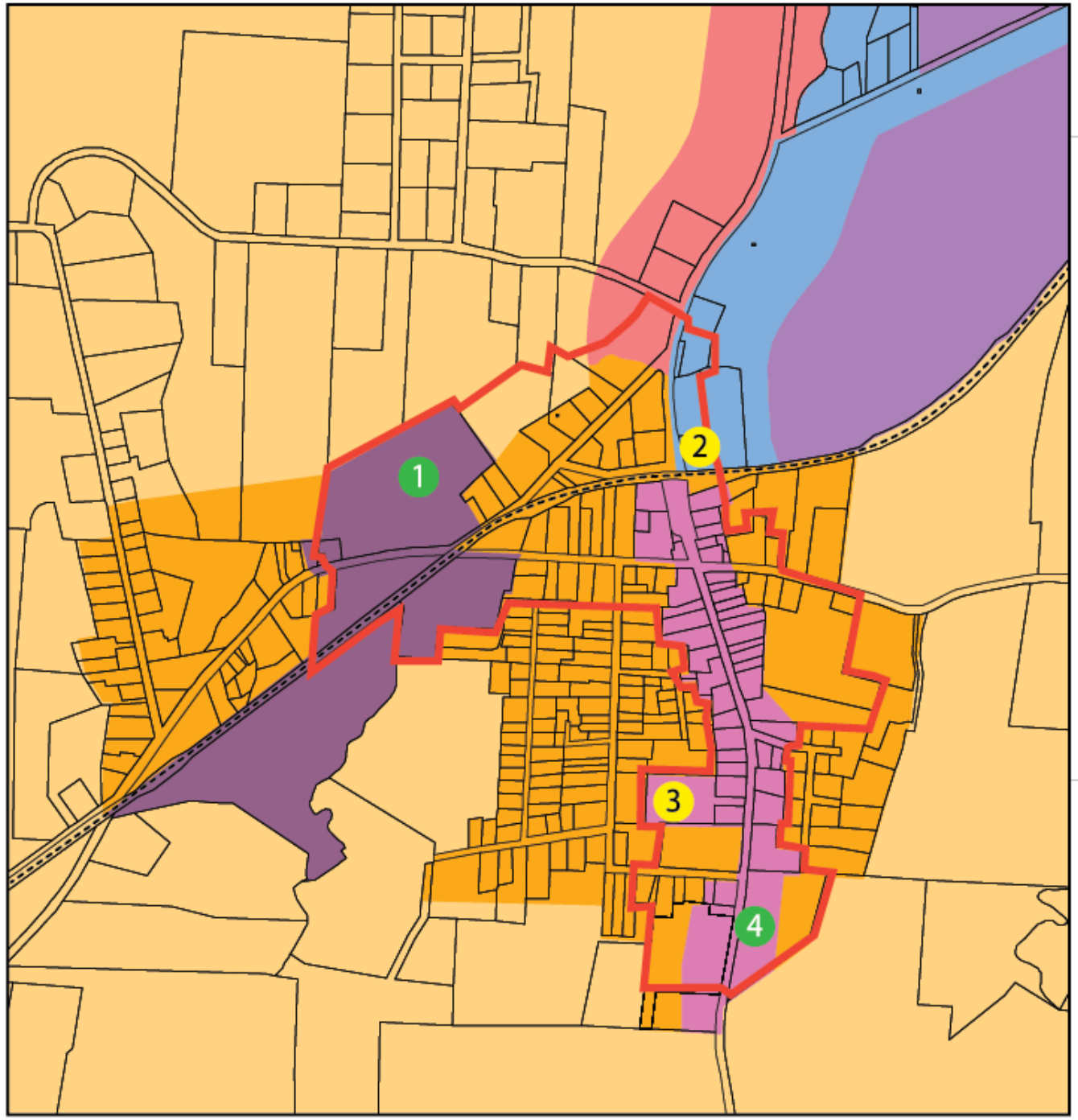
South Shaftsbury: Commercial Sites Inventory and Assessment

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
- Develpoment Score 9-10

Land Use Designations

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

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0 1/4 1/2 Miles

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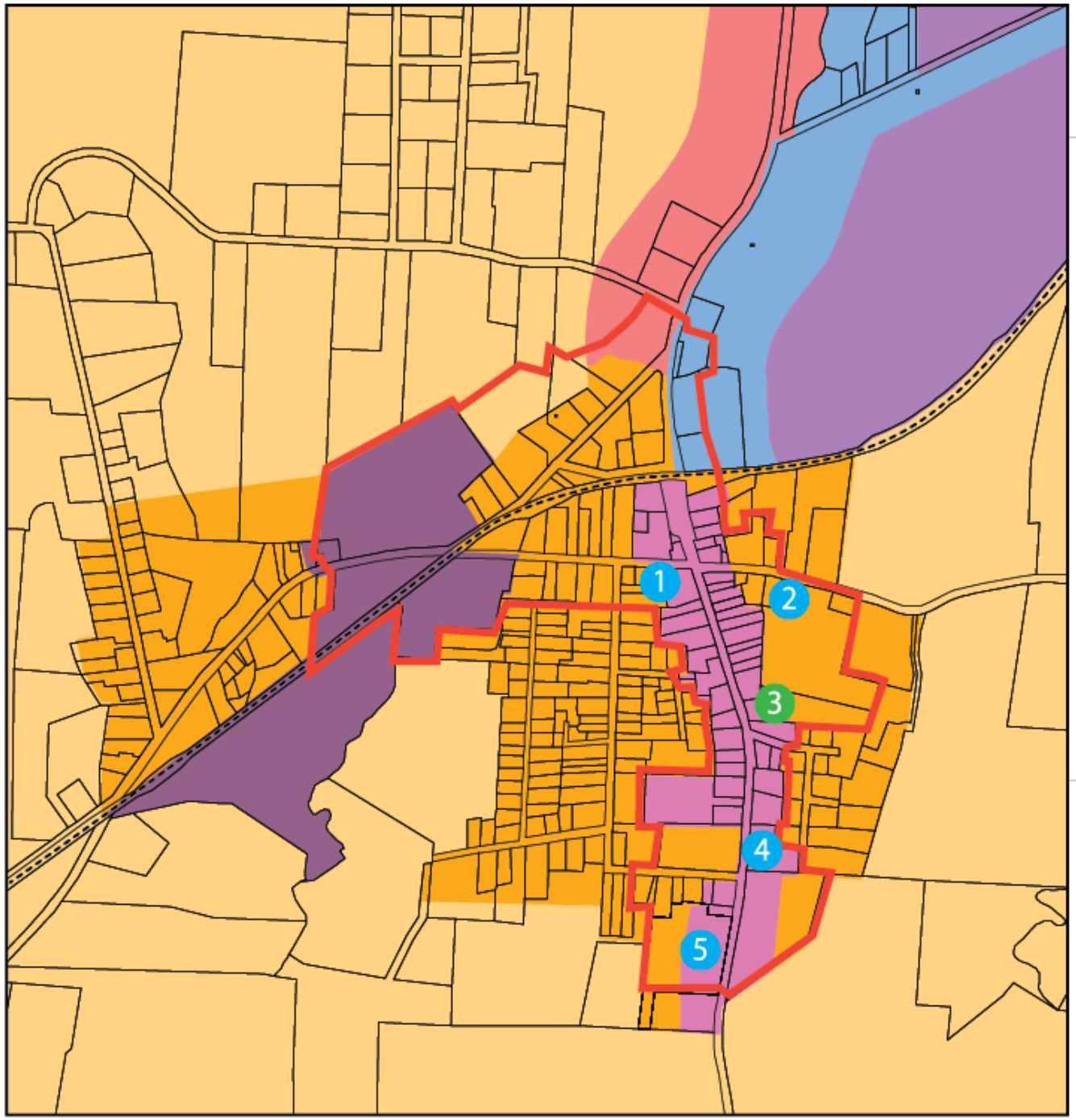
South Shaftsbury: Commercial Sites Inventory and Assessment

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
- Develpoment Score 9-10

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0 1/4 1/2 Miles

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South Shaftsbury: Commercial Sites Inventory and Assessment

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
- Develpoment Score 9-10

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0 400 800 Feet

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South Shaftsbury Development Overview

South Shaftsbury: Commercial Sites Inventory and Assessment.

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

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South Shaftsbury Development Overview

South Shaftsbury: Commercial Sites Inventory and Assessment.

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

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South Shaftsbury Development Overview

South Shaftsbury: Commercial Sites Inventory and Assessment.

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

Email additional comments to

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